

Veteran Hiring Survey

n=300 decision makers at companies w/5+ employees

Margin of sampling error +/- 5.66%

October 25-November 3, 2017

Weighted on # of employees

Hello is _____ there? Hi, this is _____ of Competitive Edge Research, a national survey research firm that has been hired by the County of San Diego conduct a brief survey of employees. The results will guide the decisions of local policy makers. All your answers will be kept strictly confidential. Please let me begin by asking...

Q1. How many employees work for your company in San Diego County?

	%
<8	27.1
8-15	28.2
>15	20.2
More than 5	24.4

I'll read you nine traits, skills and attributes. Please tell me how important it is that the people who you hire or who work at your company possess them. (Q2-Q19 were randomized)

	Ext %	Very %	Some what %	Not that %	Not at all %	Unsure %
Q2. Creativity (n=140)	13.0	36.2	30.1	9.8	10.6	0.3
Q3. Competitiveness (n=153)	7.8	24.8	32.6	18.9	15.3	0.6
Q4. Friendliness (n=158)	46.4	39.3	12.1	0.6	0.8	0.8
Q5. Passion and ambition (n=166)	26.2	48.1	20.0	5.7	0.0	0.0
Q6. Determination and resilience (n=156)	23.4	55.8	19.4	0.8	0.6	0.0
Q7. Accountability (n=153)	63.4	33.3	3.4	0.0	0.0	0.0
Q8. Ability to learn complex concepts (n=156)	23.3	31.1	33.2	8.4	2.9	1.1
Q9. Decisiveness (n=153)	23.2	47.8	25.4	3.0	0.0	0.6
Q10. Ability to adapt to changing circumstances (n=154)	44.0	43.5	10.4	1.6	0.0	0.6
Q11. Goal-oriented (n=162)	29.3	43.7	24.0	1.2	1.8	0.0
Q12. Patience and perseverance (n=166)	45.3	45.4	7.2	0.7	1.5	0.0
Q13. Professionalism (n=141)	59.7	28.9	10.0	0.7	0.7	0.0
Q14. Team-focused (n=153)	49.4	39.2	9.2	2.2	0.0	0.0
Q15. Detailed-oriented (n=136)	48.9	40.8	9.7	0.7	0.0	0.0
Q16. Ability to listen and communicate (n=152)	60.1	36.1	3.0	0.8	0.0	0.0
Q17. Problem-solving and critical thinking (n=128)	41.0	43.4	12.2	1.7	1.7	0.0
Q18. Leadership (n=150)	18.4	31.0	45.3	2.3	1.6	0.0
Q19. Organization and managing multiple priorities (n=126)	45.5	38.0	16.2	0.4	0.0	0.0

Q20. About how many of your employees are military veterans, members of the National Guard, or reservists?

	%
0	52.4
1-2	32.2
>2	12.2
Unsure (<i>Not read</i>)	3.2

Q21. In your experience, have you generally been satisfied or dissatisfied with the military veterans, members of the National Guard, or reservists who have worked at your company or have you not had any military veterans work for your company?

	%
Very satisfied	50.7
Somewhat satisfied	6.6
Somewhat dissatisfied	1.2
Very dissatisfied	0.8
No experience	34.2
Unsure (<i>Not read</i>)	6.5

(Q22-Q24 were randomized)

Q22. How familiar, if at all, are you, or is your company, with veteran-focused federal and state tax breaks?

	%
Very familiar	6.5
Somewhat familiar	24.1
Not that familiar	24.5
Unfamiliar	42.6
Unsure (<i>Not read</i>)	2.3

Q23. When you are hiring, how often, if ever, does your company make deliberate efforts to hire veterans, members of the National Guard, or reservists such as by attending veteran-centered job fairs or by posting to veteran-centered websites?

	%
All the time	2.1
Frequently	7.1
Only sometimes	13.3
Rarely	20.7
Never	49.1
Unsure (<i>Not read</i>)	7.7

Q24. Does your company take any special steps to ensure that current human resources practices are friendly to veterans, members of the National Guard, and/or reservists?

	%
Yes	40.2
No	45.0
Unsure (<i>Not read</i>)	14.7

Now for each of the following traits, skills and attributes, please tell me your impression of workers who are military veterans, members of the National Guard, or reservists. Do you think workers who are military veterans, members of the National Guard, or reservists are typically better, worse or the same as others at...

	Much better %	Some better %	Same %	Some worse %	Much worse %	Unsure %
Q25. Creativity (n=153)	7.1	14.6	60.5	4.7	0.0	13.0
Q26. Competitiveness (n=138)	13.7	28.6	48.5	0.0	0.0	9.2
Q27. Friendliness (n=142)	10.2	20.3	60.4	2.4	0.0	6.8
Q28. Passion and ambition (n=148)	13.3	26.0	49.8	0.0	0.8	10.1
Q29. Determination and resilience (n=155)	27.7	27.6	38.4	0.8	0.0	5.5
Q30. Accountability (n=170)	29.0	24.5	35.7	0.6	0.0	10.3
Q31. Learning complex concepts (n=160)	7.1	17.9	55.4	2.1	0.0	17.4
Q32. Decisiveness (n=169)	17.3	24.1	45.3	2.7	0.0	10.6
Q33. Adapt to changing circumstances (n=174)	22.1	24.8	39.7	3.1	1.7	8.6
Q34. Being goal-oriented (n=176)	18.4	27.4	45.3	0.0	0.7	8.1
Q35. Having patience and perseverance (n=147)	19.0	23.6	45.4	3.6	0.0	8.5
Q36. Professionalism (n=145)	24.0	26.6	41.6	0.0	0.0	7.9
Q37. Being team-focused (n=163)	24.8	28.6	35.2	2.2	0.0	9.2
Q38. Being detail-oriented (n=146)	24.2	28.6	37.4	1.6	0.7	7.5
Q39. Listening and communicating (n=128)	20.7	26.4	42.9	1.5	0.0	8.5
Q40. Problem-solving and critical thinking (n=125)	16.3	24.9	47.2	2.7	0.0	8.9
Q41. Leadership (n=143)	23.7	27.5	37.1	1.5	0.0	10.2
Q42. Organization and managing multiple priorities (n=117)	18.3	23.7	42.8	1.0	0.0	14.1

Q43. And for classification purposes, please stop me when I reach the category that contains your company's revenue for 2016.

	%
Less than \$1,000,000	31.4
\$1,000,000 to \$5,000,000	45.6
\$5,000,000 to \$20,000,000	5.0
More than \$20,000,000	1.4
Unsure/Can't recall (<i>Not read</i>)	7.7
Refused (<i>Not read</i>)	8.9

Thanks for your time and your opinion counts, goodbye.

44. GENDER

	%
Male	75.7
Female	24.3

45. CITY

	%
San Diego	41.6
El Cajon	7.3
Escondido	4.9
Carlsbad	4.8
Vista	4.3
National City	4.2
Chula Vista	4.1
San Marcos	3.0
Encinitas	2.8
Santee	2.6
Fallbrook	2.3
Oceanside	2.3
Poway	2.3
Solana Beach	2.0
Lakeside	1.9
La Mesa	1.5
Del Mar	1.5
La Jolla	1.3
Spring Valley	1.3
Alpine	0.8
Ramona	0.8
Valley Center	0.8
Lemon Grove	0.6
Bonsall	0.4
Tecate	0.3
Julian	0.2
Rancho Santa Fe	0.2

Pure Demographics

		GENDER		CITY		TOTAL
		MALE	FEMALE	San Diego	Other	Total
REVENUE	< \$1,000,000	35%	47%	38%	38%	38%
	\$1,000,000 to \$5,000,000	58%	46%	54%	55%	55%
	> \$5,000,000	8%	7%	8%	7%	8%
	n=	188	61	100	149	249

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

of Employees -- Demographics

		GENDER		CITY		REVENUE			TOTAL
		MALE	FEMALE	San Diego	Other	< \$1,000,000	\$1,000,000 to \$5,000,000	> \$5,000,000	Total
# OF EMPLOYEES	<8	26%	31%	21%	32%	40%	25%	13%	27%
	8-15	30%	24%	31%	26%	29%	28%	25%	28%
	16-850	20%	22%	22%	19%	10%	20%	54%	20%
	> 5	25%	24%	27%	23%	20%	27%	8%	24%
	n=	227	73	126	174	88	136	25	300
# OF VET EMPLOYEES	0	49%	61%	52%	53%	60%	51%	16%	52%
	1-2	35%	25%	32%	32%	33%	32%	42%	32%
	>2	12%	13%	14%	11%	6%	13%	33%	12%
	Unsure	4%	1%	2%	4%	0%	3%	9%	3%
	n=	227	73	126	174	88	136	25	300

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

of Employees -- Demographics

		# OF EMPLOYEES				TOTAL
		<8	8-15	16-850	> 5	Total
# OF VET EMPLOYEES	0	59%	55%	40%	52%	52%
	1-2	32%	36%	26%	33%	32%
	>2	9%	7%	30%	8%	12%
	Unsure	0%	3%	4%	7%	3%
	n=	72	80	76	72	300

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

Size of Company -- Demographics

		GENDER		CITY		REVENUE			TOTAL
		MALE	FEMALE	San Diego	Other	< \$1,000,000	\$1,000,000 to \$5,000,000	> \$5,000,000	Total
VETERAN EMPLOYEE SATISFACTION	Very satisfied	50%	53%	49%	52%	45%	51%	77%	51%
	Somewhat satisfied	8%	3%	8%	6%	6%	9%	9%	7%
	Somewhat dissatisfied	2%	0%	1%	1%	3%	1%	0%	1%
	Very dissatisfied	1%	0%	1%	1%	3%	0%	0%	1%
	No experience	35%	33%	33%	35%	39%	34%	0%	34%
	Unsure	5%	12%	8%	5%	6%	5%	14%	7%
	n=	227	73	126	174	88	136	25	300
VETERAN-FOCUSED TAX BREAKS	Very familiar	7%	4%	8%	5%	5%	8%	3%	6%
	Somewhat familiar	26%	18%	25%	23%	25%	19%	38%	24%
	Not that familiar	22%	33%	21%	27%	20%	29%	27%	24%
	Unfamiliar	43%	40%	44%	41%	47%	43%	27%	43%
	Unsure	1%	5%	2%	3%	3%	1%	6%	2%
		n=	227	73	126	174	88	136	25
VETERAN HIRING OPTIONS	All the time	2%	2%	4%	1%	2%	3%	5%	2%
	Frequently	7%	9%	4%	9%	5%	6%	16%	7%
	Only sometimes	14%	11%	17%	11%	13%	15%	22%	13%
	Rarely	20%	24%	22%	19%	15%	24%	22%	21%
	Never	50%	46%	47%	51%	60%	48%	21%	49%
	Unsure	8%	8%	6%	9%	4%	4%	14%	8%
	n=	227	73	126	174	88	136	25	300

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

Size of Company -- Vet Satisfaction/Efforts

		# OF EMPLOYEES				# OF VET EMPLOYEES				TOTAL
		<8	8-15	16-850	> 5	0	1-2	>2	Unsure	Total
VETERAN EMPLOYEE SATISFACTION	Very satisfied	52%	50%	66%	36%	25%	80%	89%	28%	51%
	Somewhat satisfied	7%	9%	4%	6%	5%	10%	3%	17%	7%
	Somewhat dissatisfied	0%	1%	0%	3%	0%	2%	3%	0%	1%
	Very dissatisfied	1%	1%	0%	0%	2%	0%	0%	0%	1%
	No experience	33%	33%	23%	47%	62%	4%	0%	12%	34%
	Unsure	7%	5%	7%	8%	6%	4%	4%	43%	7%
	n=	72	80	76	72	151	96	42	11	300
VETERAN-FOCUSED TAX BREAKS	Very familiar	6%	6%	8%	6%	5%	11%	3%	0%	6%
	Somewhat familiar	19%	31%	19%	26%	20%	29%	28%	22%	24%
	Not that familiar	19%	20%	27%	34%	27%	23%	21%	15%	24%
	Unfamiliar	52%	41%	45%	32%	46%	35%	44%	52%	43%
	Unsure	4%	1%	2%	1%	2%	2%	3%	10%	2%
		n=	72	80	76	72	151	96	42	11
VETERAN HIRING OPTIONS	All the time	0%	2%	5%	2%	0%	4%	5%	0%	2%
	Frequently	9%	5%	9%	5%	3%	9%	19%	17%	7%
	Only sometimes	10%	14%	18%	13%	13%	10%	21%	28%	13%
	Rarely	20%	27%	18%	16%	18%	21%	28%	35%	21%
	Never	56%	44%	41%	54%	59%	46%	21%	15%	49%
	Unsure	6%	7%	9%	10%	7%	10%	6%	5%	8%
		n=	72	80	76	72	151	96	42	11

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

Veteran Satisfaction -- Demographics

		GENDER		CITY		REVENUE			TOTAL
		MALE	FEMALE	San Diego	Other	< \$1,000,000	\$1,000,000 to \$5,000,000	> \$5,000,000	Total
SPECIAL VETERAN-FRIENDLY PRACTICES?	Yes	41%	38%	36%	43%	44%	36%	51%	40%
	No	45%	47%	49%	42%	45%	52%	39%	45%
	Unsure	14%	16%	14%	15%	11%	12%	10%	15%
	n=	227	73	126	174	88	136	25	300

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

Veteran Satisfaction -- Attitudinals

		# OF EMPLOYEES				# OF VET EMPLOYEES				TOTAL
		<8	8-15	16-850	> 5	0	1-2	>2	Unsure	Total
SPECIAL VETERAN-FRIENDLY PRACTICES?	Yes	43%	37%	44%	38%	32%	48%	55%	50%	40%
	No	43%	45%	43%	49%	51%	40%	36%	33%	45%
	Unsure	15%	17%	14%	13%	18%	12%	9%	17%	15%
	n=	72	80	76	72	151	96	42	11	300

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

Veteran Satisfaction -- Attitudinals

	VETERAN EMPLOYEE SATISFACTION						VETERAN-FOCUSED TAX BREAKS					VETERAN HIRING OPTIONS					TOTAL	
	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	No experience	Unsure	Very familiar	Somewhat familiar	Not that familiar	Unfamiliar	Unsure	All the time	Frequently	Only sometimes	Rarely	Never	Unsure	Total
SPECIAL VETERAN-FRIENDLY PRACTICES?	48%	57%	33%	50%	30%	16%	54%	47%	39%	35%	52%	77%	78%	52%	40%	26%	48%	40%
Yes	48%	57%	33%	50%	30%	16%	54%	47%	39%	35%	52%	77%	78%	52%	40%	26%	48%	40%
No	37%	37%	67%	50%	53%	70%	40%	39%	48%	48%	31%	0%	22%	32%	41%	62%	6%	45%
Unsure	15%	6%	0%	0%	17%	14%	6%	14%	13%	17%	17%	23%	0%	16%	13%	12%	46%	15%
n=	158	19	3	2	97	21	20	75	75	124	6	7	23	43	60	144	23	300

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

Importance of Employee Traits -- Demographics

		GENDER		CITY		REVENUE			TOTAL
		MALE	FEMALE	San Diego	Other	< \$1,000,000	\$1,000,000 to \$5,000,000	> \$5,000,000	Total
CREATIVITY	Extremely,	12%	17%	16%	11%	13%	14%	12%	13%
	Very	35%	40%	42%	32%	38%	28%	53%	36%
	Somewhat	32%	24%	28%	32%	23%	37%	12%	30%
	Not that	8%	16%	4%	14%	11%	11%	6%	10%
	Not at all	13%	3%	10%	11%	15%	11%	12%	11%
	Unsure	0%	0%	1%	0%	0%	0%	6%	0%
	n=	105	33	57	81	47	56	10	138
COMPETITIVENESS	Extremely,	7%	11%	5%	9%	12%	5%	0%	8%
	Very	29%	7%	28%	23%	24%	28%	0%	25%
	Somewhat	29%	49%	30%	34%	15%	40%	75%	33%
	Not that	18%	21%	19%	19%	25%	16%	13%	19%
	Not at all	16%	11%	18%	14%	23%	12%	13%	15%
	Unsure	1%	0%	0%	1%	2%	0%	0%	1%
	n=	120	31	55	96	43	74	10	151
FRIENDLINESS	Extremely,	47%	46%	52%	43%	48%	41%	33%	46%
	Very	37%	46%	34%	43%	41%	40%	33%	39%
	Somewhat	14%	5%	13%	12%	11%	15%	22%	12%
	Not that	1%	0%	2%	0%	0%	0%	11%	1%
	Not at all	1%	0%	0%	1%	0%	2%	0%	1%
	Unsure	0%	3%	0%	1%	0%	2%	0%	1%
	n=	124	37	65	96	53	70	13	161

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

Importance of Employee Traits -- Attitudinals

		# OF EMPLOYEES				# OF VET EMPLOYEES				TOTAL
		<8	8-15	16-850	> 5	0	1-2	>2	Unsure	Total
CREATIVITY	Extremely,	7%	8%	24%	17%	10%	18%	18%	11%	13%
	Very	34%	47%	27%	33%	40%	37%	19%	28%	36%
	Somewhat	25%	32%	29%	33%	30%	25%	38%	39%	30%
	Not that	24%	7%	7%	1%	10%	9%	10%	23%	10%
	Not at all	10%	6%	12%	16%	11%	11%	12%	0%	11%
	Unsure	0%	0%	2%	0%	0%	0%	3%	0%	0%
	n=	29	41	34	34	74	40	19	5	138
COMPETITIVENESS	Extremely,	3%	14%	6%	6%	12%	3%	0%	0%	8%
	Very	29%	20%	11%	34%	21%	24%	42%	31%	25%
	Somewhat	34%	36%	50%	19%	32%	29%	36%	69%	33%
	Not that	22%	17%	21%	17%	17%	24%	18%	0%	19%
	Not at all	12%	10%	12%	24%	17%	17%	5%	0%	15%
	Unsure	0%	2%	0%	0%	0%	2%	0%	0%	1%
	n=	33	41	33	44	80	44	24	3	151
FRIENDLINESS	Extremely,	42%	53%	43%	46%	49%	44%	38%	53%	46%
	Very	36%	39%	49%	36%	39%	41%	43%	12%	39%
	Somewhat	22%	6%	8%	12%	10%	11%	19%	36%	12%
	Not that	0%	2%	0%	0%	0%	2%	0%	0%	1%
	Not at all	0%	0%	0%	3%	2%	0%	0%	0%	1%
	Unsure	0%	0%	0%	3%	0%	2%	0%	0%	1%
	n=	36	41	40	44	79	55	21	6	161

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

Importance of Employee Traits -- Attitudinal

		VETERAN EMPLOYEE SATISFACTION						VETERAN-FOCUSED TAX BREAKS						VETERAN HIRING OPTIONS						TOTAL
		Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	No experience	Unsure	Very familiar	Somewhat familiar	Not that familiar	Unfamiliar	Unsure	All the time	Frequently	Only sometimes	Rarely	Never	Unsure		
CREATIVITY	Extremely,	18%	6%	0%	0%	10%	6%	47%	11%	24%	5%	0%	60%	20%	12%	16%	8%	16%	13%	
	Very	34%	25%	0%	0%	40%	51%	28%	40%	41%	29%	100%	20%	20%	46%	45%	33%	40%	36%	
	Somewhat	32%	68%	0%	0%	26%	12%	13%	37%	17%	37%	0%	20%	27%	27%	25%	35%	25%	30%	
	Not that	7%	0%	0%	100%	10%	31%	13%	5%	5%	15%	0%	0%	20%	15%	9%	7%	16%	10%	
	Not at all	7%	0%	100%	0%	14%	0%	0%	7%	12%	14%	0%	0%	12%	0%	4%	18%	0%	11%	
	Unsure	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	3%	0%	
	n=	66	8	2	1	52	9	8	34	33	60	3	5	9	20	24	67	13	138	
COMPETITIVENESS	Extremely,	7%	0%	0%	0%	11%	5%	18%	11%	10%	5%	0%	0%	24%	0%	8%	7%	8%	8%	
	Very	28%	11%	50%	50%	19%	34%	18%	26%	26%	24%	36%	100%	12%	33%	31%	16%	57%	25%	
	Somewhat	33%	65%	0%	0%	31%	29%	32%	30%	33%	32%	64%	0%	17%	36%	37%	35%	16%	33%	
	Not that	18%	24%	0%	50%	19%	18%	32%	19%	19%	18%	0%	0%	28%	20%	18%	21%	0%	19%	
	Not at all	13%	0%	50%	0%	20%	13%	0%	10%	12%	21%	0%	0%	19%	12%	3%	20%	20%	15%	
	Unsure	1%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	3%	0%	0%	1%	
	n=	75	8	2	2	54	10	6	35	38	69	3	1	10	20	33	75	12	151	
FRIENDLINESS	Extremely,	47%	27%	33%	0%	48%	68%	36%	50%	37%	50%	100%	60%	46%	43%	45%	46%	52%	46%	
	Very	40%	60%	33%	0%	38%	15%	53%	37%	49%	34%	0%	40%	41%	41%	47%	36%	43%	39%	
	Somewhat	12%	13%	33%	0%	12%	5%	11%	13%	12%	13%	0%	0%	13%	16%	4%	15%	5%	12%	
	Not that	1%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	4%	0%	0%	0%	1%	
	Not at all	0%	0%	0%	0%	2%	0%	0%	0%	3%	0%	0%	0%	0%	0%	1%	0%	0%	1%	
	Unsure	0%	0%	0%	0%	0%	12%	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%	0%	1%	
	n=	86	13	3	0	48	11	11	37	48	62	3	5	10	26	28	81	11	161	

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

Importance of Employee Traits -- Attitudinal

		SPECIAL VETERAN-FRIENDLY PRACTICES?			TOTAL
		Yes	No	Unsure	Total
CREATIVITY	Extremely,	16%	11%	10%	13%
	Very	30%	40%	43%	36%
	Somewhat	40%	23%	26%	30%
	Not that	6%	11%	16%	10%
	Not at all	8%	15%	5%	11%
	Unsure	1%	0%	0%	0%
	n=	57	62	19	138
COMPETITIVENESS	Extremely,	10%	7%	6%	8%
	Very	32%	21%	22%	25%
	Somewhat	30%	35%	31%	33%
	Not that	14%	21%	23%	19%
	Not at all	12%	17%	17%	15%
	Unsure	2%	0%	0%	1%
	n=	56	77	18	151
FRIENDLINESS	Extremely,	50%	41%	51%	46%
	Very	33%	43%	49%	39%
	Somewhat	16%	11%	0%	12%
	Not that	0%	1%	0%	1%
	Not at all	0%	2%	0%	1%
	Unsure	0%	2%	0%	1%
	n=	69	73	19	161

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

Importance of Employee Traits -- Demographics

		GENDER		CITY		REVENUE			TOTAL
		MALE	FEMALE	San Diego	Other	< \$1,000,000	\$1,000,000 to \$5,000,000	> \$5,000,000	Total
PASSION AND AMBITION	Extremely,	26%	27%	21%	30%	25%	26%	33%	26%
	Very	45%	57%	48%	48%	55%	45%	46%	48%
	Somewhat	22%	13%	26%	16%	12%	22%	17%	20%
	Not that	7%	3%	4%	7%	8%	7%	4%	6%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%
	n=	127	40	68	99	51	71	16	167
DETERMINATION AND RESILIENCE	Extremely,	24%	23%	24%	23%	23%	24%	18%	23%
	Very	57%	54%	55%	57%	55%	60%	48%	56%
	Somewhat	19%	20%	19%	19%	23%	14%	27%	19%
	Not that	0%	3%	2%	0%	0%	2%	0%	1%
	Not at all	1%	0%	0%	1%	0%	0%	7%	1%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%
	n=	112	44	70	86	47	68	16	156
ACCOUNTABILITY	Extremely,	64%	62%	53%	70%	68%	63%	70%	63%
	Very	33%	33%	40%	29%	27%	36%	18%	33%
	Somewhat	3%	5%	7%	1%	5%	2%	12%	3%
	Not that	0%	0%	0%	0%	0%	0%	0%	0%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%
	n=	110	41	57	94	54	64	10	151

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

Importance of Employee Traits -- Attitudinals

		# OF EMPLOYEES				# OF VET EMPLOYEES				TOTAL
		<8	8-15	16-850	> 5	0	1-2	>2	Unsure	Total
PASSION AND AMBITION	Extremely,	24%	21%	35%	27%	29%	24%	25%	7%	26%
	Very	51%	57%	38%	43%	46%	53%	48%	44%	48%
	Somewhat	14%	17%	21%	30%	22%	12%	22%	48%	20%
	Not that	11%	5%	6%	0%	3%	11%	5%	0%	6%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	44	43	44	36	84	50	26	7	167
DETERMINATION AND RESILIENCE	Extremely,	23%	23%	21%	28%	25%	24%	22%	0%	23%
	Very	56%	56%	64%	47%	54%	55%	65%	55%	56%
	Somewhat	18%	21%	13%	25%	20%	22%	10%	45%	19%
	Not that	3%	0%	0%	0%	1%	0%	0%	0%	1%
	Not at all	0%	0%	3%	0%	0%	0%	4%	0%	1%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	37	39	44	36	79	44	28	5	156
ACCOUNTABILITY	Extremely,	63%	68%	66%	56%	64%	66%	59%	18%	63%
	Very	37%	30%	30%	35%	32%	32%	33%	82%	33%
	Somewhat	0%	2%	3%	10%	4%	2%	7%	0%	3%
	Not that	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	39	44	38	30	73	60	15	3	151

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

Importance of Employee Traits -- Attitudinal

		VETERAN EMPLOYEE SATISFACTION						VETERAN-FOCUSED TAX BREAKS					VETERAN HIRING OPTIONS						TOTAL
		Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	No experience	Unsure	Very familiar	Somewhat familiar	Not that familiar	Unfamiliar	Unsure	All the time	Frequently	Only sometimes	Rarely	Never	Unsure	
PASSION AND AMBITION	Extremely	26%	11%	33%	0%	32%	19%	36%	30%	32%	20%	0%	43%	25%	27%	22%	25%	41%	26%
	Very	49%	79%	33%	100%	43%	31%	54%	39%	55%	49%	55%	57%	63%	48%	64%	42%	28%	48%
	Somewhat	17%	11%	0%	0%	24%	50%	5%	25%	7%	25%	45%	0%	12%	25%	12%	23%	31%	20%
	Not that	0%	0%	33%	0%	2%	0%	5%	5%	5%	6%	0%	0%	0%	0%	3%	10%	0%	6%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	89	11	3	2	53	9	10	46	41	68	2	4	10	29	32	80	12	167
DETERMINATION AND RESILIENCE	Extremely	23%	16%	33%	0%	29%	8%	43%	32%	20%	19%	0%	80%	30%	5%	33%	20%	40%	23%
	Very	58%	77%	33%	0%	51%	45%	30%	54%	55%	59%	100%	20%	51%	58%	47%	60%	60%	56%
	Somewhat	17%	7%	33%	0%	18%	47%	26%	14%	25%	19%	0%	0%	13%	37%	19%	18%	0%	19%
	Not that	0%	0%	0%	0%	2%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	2%	0%	1%
	Not at all	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	6%	0%	0%	0%	0%	1%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	77	14	3	0	50	12	12	35	39	66	4	3	16	25	30	72	10	156
ACCOUNTABILITY	Extremely	65%	49%	100%	0%	67%	46%	72%	76%	44%	64%	71%	100%	64%	55%	69%	62%	62%	63%
	Very	34%	42%	0%	0%	26%	54%	28%	24%	47%	32%	29%	0%	36%	45%	27%	33%	38%	33%
	Somewhat	1%	9%	0%	0%	7%	0%	0%	0%	8%	3%	0%	0%	0%	0%	4%	5%	0%	3%
	Not that	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	85	12	2	0	42	10	13	37	35	63	3	3	12	19	27	82	8	151

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

Importance of Employee Traits -- Attitudinal

		SPECIAL VETERAN-FRIENDLY PRACTICES?			TOTAL
		Yes	No	Unsure	Total
PASSION AND AMBITION	Extremely,	24%	26%	33%	26%
	Very	54%	47%	35%	48%
	Somewhat	17%	20%	30%	20%
	Not that	5%	7%	2%	6%
	Not at all	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%
	n=	73	72	22	167
DETERMINATION AND RESILIENCE	Extremely,	30%	24%	5%	23%
	Very	54%	54%	69%	56%
	Somewhat	14%	21%	26%	19%
	Not that	0%	2%	0%	1%
	Not at all	2%	0%	0%	1%
	Unsure	0%	0%	0%	0%
	n=	57	79	20	156
ACCOUNTABILITY	Extremely,	63%	66%	58%	63%
	Very	35%	30%	38%	33%
	Somewhat	2%	4%	5%	3%
	Not that	0%	0%	0%	0%
	Not at all	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%
	n=	65	65	21	151

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

Importance of Employee Traits -- Demographics

		GENDER		CITY		REVENUE			TOTAL
		MALE	FEMALE	San Diego	Other	< \$1,000,000	\$1,000,000 to \$5,000,000	> \$5,000,000	Total
LEARNING COMPLEX CONCEPTS	Extremely,	24%	21%	28%	19%	21%	25%	0%	23%
	Very	30%	36%	32%	30%	22%	37%	24%	31%
	Somewhat	32%	38%	32%	34%	40%	28%	44%	33%
	Not that	9%	5%	1%	14%	9%	8%	24%	8%
	Not at all	4%	0%	5%	1%	5%	2%	0%	3%
	Unsure	1%	0%	2%	0%	2%	0%	8%	1%
	n=	122	32	69	85	44	77	8	154
DECISIVENESS	Extremely,	25%	17%	16%	28%	22%	20%	32%	23%
	Very	46%	54%	52%	45%	57%	49%	34%	48%
	Somewhat	24%	29%	30%	22%	21%	25%	26%	25%
	Not that	4%	0%	2%	4%	0%	5%	8%	3%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	1%	0%	0%	1%	0%	0%	0%	1%
	n=	120	30	63	87	37	65	15	150
ADAPTING TO CHANGING CIRCUMSTANCES	Extremely,	44%	43%	45%	44%	41%	40%	59%	44%
	Very	41%	51%	43%	44%	47%	44%	31%	43%
	Somewhat	12%	6%	9%	11%	11%	12%	10%	10%
	Not that	2%	0%	4%	0%	0%	4%	0%	2%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	1%	0%	0%	1%	0%	0%	0%	1%
	n=	120	37	65	92	47	69	13	157

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

Importance of Employee Traits -- Attitudinals

		# OF EMPLOYEES				# OF VET EMPLOYEES				TOTAL
		<8	8-15	16-850	> 5	0	1-2	>2	Unsure	Total
LEARNING COMPLEX CONCEPTS	Extremely,	18%	27%	18%	31%	23%	24%	26%	9%	23%
	Very	35%	36%	30%	20%	35%	29%	20%	32%	31%
	Somewhat	37%	26%	35%	35%	28%	37%	42%	41%	33%
	Not that	8%	8%	11%	7%	7%	8%	10%	18%	8%
	Not at all	3%	3%	0%	7%	4%	2%	0%	0%	3%
	Unsure	0%	0%	6%	0%	1%	0%	2%	0%	1%
	n=	42	42	38	32	77	45	26	6	154
DECISIVENESS	Extremely,	20%	25%	21%	26%	24%	26%	6%	28%	23%
	Very	52%	50%	55%	35%	49%	40%	64%	50%	48%
	Somewhat	25%	20%	21%	36%	21%	33%	24%	23%	25%
	Not that	3%	3%	3%	3%	4%	0%	6%	0%	3%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	0%	2%	0%	0%	1%	0%	0%	0%	1%
	n=	31	42	41	36	78	50	17	5	150
ADAPTING TO CHANGING CIRCUMSTANCES	Extremely,	41%	45%	53%	39%	45%	46%	31%	60%	44%
	Very	46%	42%	29%	55%	40%	45%	54%	40%	43%
	Somewhat	13%	8%	18%	3%	12%	9%	9%	0%	10%
	Not that	0%	3%	0%	3%	1%	0%	6%	0%	2%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	0%	2%	0%	0%	1%	0%	0%	0%	1%
	n=	38	41	42	36	80	49	22	6	157

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

Importance of Employee Traits -- Attitudinals

	VETERAN EMPLOYEE SATISFACTION						VETERAN-FOCUSED TAX BREAKS					VETERAN HIRING OPTIONS					TOTAL		
	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	No experience	Unsure	Very familiar	Somewhat familiar	Not that familiar	Unfamiliar	Unsure	All the time	Frequently	Only sometimes	Rarely	Never		Unsure	
LEARNING COMPLEX CONCEPTS	Extremely	27%	23%	0%	0%	18%	31%	38%	23%	35%	20%	26%	45%	17%	3%	32%	20%	44%	23%
	Very	27%	35%	0%	50%	38%	13%	30%	41%	37%	26%	0%	11%	27%	49%	36%	28%	20%	31%
	Somewhat	39%	42%	0%	0%	24%	40%	10%	26%	26%	41%	74%	22%	32%	29%	21%	39%	22%	33%
	Not that	5%	0%	0%	0%	13%	16%	10%	6%	8%	10%	0%	22%	15%	3%	5%	9%	11%	8%
	Not at all	1%	0%	0%	50%	4%	0%	0%	4%	2%	3%	0%	0%	10%	8%	0%	3%	0%	3%
	Unsure	1%	0%	0%	0%	2%	0%	12%	0%	1%	0%	0%	0%	0%	8%	0%	0%	4%	1%
	n=	81	10	0	2	51	10	10	34	41	65	4	5	12	18	35	73	11	154
DECISIVENESS	Extremely	17%	26%	0%	100%	30%	18%	52%	31%	22%	16%	26%	0%	20%	21%	27%	23%	27%	23%
	Very	49%	44%	100%	0%	47%	47%	37%	43%	38%	56%	52%	50%	45%	53%	51%	48%	31%	48%
	Somewhat	31%	31%	0%	0%	16%	34%	0%	26%	37%	24%	21%	50%	27%	26%	22%	24%	35%	25%
	Not that	1%	0%	0%	0%	7%	0%	0%	0%	4%	5%	0%	0%	8%	0%	0%	5%	0%	3%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	5%	0%	0%	0%	0%	0%	11%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	1%
	n=	78	9	1	1	51	10	9	39	32	66	4	2	13	22	31	69	13	150
ADAPTING TO CHANGING CIRCUMSTANCES	Extremely	43%	22%	0%	100%	47%	41%	47%	53%	39%	40%	50%	80%	51%	36%	43%	43%	55%	44%
	Very	45%	59%	0%	0%	38%	59%	34%	39%	51%	42%	50%	20%	49%	59%	46%	39%	33%	43%
	Somewhat	9%	18%	0%	0%	13%	0%	6%	5%	7%	17%	0%	0%	0%	4%	11%	14%	4%	10%
	Not that	1%	0%	0%	0%	2%	0%	0%	3%	3%	0%	0%	0%	0%	0%	0%	3%	0%	2%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	1%	0%	0%	0%	0%	0%	13%	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%	1%
	n=	90	7	0	1	50	9	9	46	40	60	2	3	8	26	31	77	12	157

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

Importance of Employee Traits -- Attitudinals

		SPECIAL VETERAN-FRIENDLY PRACTICES?			TOTAL
		Yes	No	Unsure	Total
LEARNING COMPLEX CONCEPTS	Extremely,	23%	22%	29%	23%
	Very	29%	33%	30%	31%
	Somewhat	37%	30%	34%	33%
	Not that	9%	10%	0%	8%
	Not at all	2%	4%	0%	3%
	Unsure	1%	0%	6%	1%
	n=	63	73	18	154
DECISIVENESS	Extremely,	19%	27%	24%	23%
	Very	50%	52%	32%	48%
	Somewhat	28%	19%	35%	25%
	Not that	2%	2%	9%	3%
	Not at all	0%	0%	0%	0%
	Unsure	2%	0%	0%	1%
	n=	56	69	25	150
ADAPTING TO CHANGING CIRCUMSTANCES	Extremely,	46%	42%	42%	44%
	Very	48%	38%	44%	43%
	Somewhat	4%	16%	14%	10%
	Not that	0%	4%	0%	2%
	Not at all	0%	0%	0%	0%
	Unsure	1%	0%	0%	1%
	n=	67	63	27	157

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

Importance of Employee Traits -- Demographics

		GENDER		CITY		REVENUE			TOTAL
		MALE	FEMALE	San Diego	Other	< \$1,000,000	\$1,000,000 to \$5,000,000	> \$5,000,000	Total
BEING GOAL-ORIENTED	Extremely,	33%	18%	33%	27%	28%	29%	28%	29%
	Very	41%	51%	43%	44%	44%	44%	33%	44%
	Somewhat	23%	28%	22%	25%	23%	25%	28%	24%
	Not that	2%	0%	0%	2%	0%	2%	0%	1%
	Not at all	2%	3%	1%	2%	4%	0%	10%	2%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%
	n=	125	37	68	94	45	83	11	162
HAVING PATIENCE AND PERSEVERANCE	Extremely,	41%	57%	41%	49%	57%	36%	47%	45%
	Very	47%	40%	51%	41%	35%	50%	53%	45%
	Somewhat	9%	3%	3%	10%	7%	11%	0%	7%
	Not that	1%	0%	2%	0%	0%	2%	0%	1%
	Not at all	2%	0%	3%	0%	0%	2%	0%	1%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%
	n=	124	41	70	95	48	71	14	165
PROFESSIONALISM	Extremely,	54%	75%	61%	59%	58%	61%	38%	60%
	Very	34%	14%	31%	27%	35%	25%	31%	29%
	Somewhat	11%	8%	6%	13%	3%	13%	31%	10%
	Not that	1%	0%	0%	1%	2%	0%	0%	1%
	Not at all	0%	3%	2%	0%	2%	0%	0%	1%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%
	n=	107	38	66	79	39	67	18	145

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

Importance of Employee Traits -- Attitudinals

		# OF EMPLOYEES				# OF VET EMPLOYEES				TOTAL
		<8	8-15	16-850	> 5	0	1-2	>2	Unsure	Total
BEING GOAL-ORIENTED	Extremely,	20%	37%	22%	37%	30%	32%	20%	0%	29%
	Very	55%	44%	41%	34%	43%	44%	46%	40%	44%
	Somewhat	24%	18%	31%	27%	25%	19%	28%	60%	24%
	Not that	0%	2%	3%	0%	0%	4%	0%	0%	1%
	Not at all	2%	0%	3%	3%	1%	2%	7%	0%	2%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	38	48	38	38	85	55	18	4	162
HAVING PATIENCE AND PERSEVERANCE	Extremely,	46%	34%	53%	49%	49%	43%	30%	47%	45%
	Very	40%	61%	43%	39%	43%	48%	60%	26%	45%
	Somewhat	12%	5%	5%	6%	6%	4%	10%	27%	7%
	Not that	3%	0%	0%	0%	0%	2%	0%	0%	1%
	Not at all	0%	0%	0%	6%	1%	2%	0%	0%	1%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	42	40	44	39	82	56	18	9	165
PROFESSIONALISM	Extremely,	49%	61%	66%	65%	68%	63%	37%	8%	60%
	Very	39%	20%	27%	31%	23%	26%	48%	54%	29%
	Somewhat	12%	17%	7%	1%	8%	8%	15%	38%	10%
	Not that	0%	2%	0%	0%	0%	2%	0%	0%	1%
	Not at all	0%	0%	0%	3%	1%	0%	0%	0%	1%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	33	39	36	37	72	42	24	7	145

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

Importance of Employee Traits – Attitudinals

		VETERAN EMPLOYEE SATISFACTION						VETERAN-FOCUSED TAX BREAKS					VETERAN HIRING OPTIONS					TOTAL	
		Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	No experience	Unsure	Very familiar	Somewhat familiar	Not that familiar	Unfamiliar	Unsure	All the time	Frequently	Only sometimes	Rarely	Never		Unsure
BEING GOAL-ORIENTED	Extremely	27%	25%	0%	50%	37%	6%	50%	44%	28%	18%	0%	50%	19%	26%	30%	29%	42%	29%
	Very	46%	38%	100%	50%	38%	56%	29%	39%	45%	47%	100%	25%	45%	41%	48%	41%	58%	44%
	Somewhat	22%	36%	0%	0%	23%	39%	13%	17%	28%	29%	0%	25%	28%	33%	22%	25%	0%	24%
	Not that	3%	0%	0%	0%	0%	0%	8%	0%	1%	0%	0%	0%	0%	0%	0%	3%	0%	1%
	Not at all	3%	0%	0%	0%	2%	0%	0%	0%	4%	0%	0%	8%	0%	0%	0%	3%	0%	2%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	82	12	1	2	56	9	12	44	40	64	2	4	14	23	35	75	11	162
HAVING PATIENCE AND PERSEVERANCE	Extremely	46%	29%	100%	100%	43%	53%	50%	48%	42%	46%	33%	67%	65%	27%	47%	46%	38%	45%
	Very	47%	71%	0%	0%	44%	29%	50%	46%	50%	41%	67%	33%	26%	66%	48%	40%	62%	45%
	Somewhat	6%	0%	0%	0%	9%	18%	0%	3%	8%	10%	0%	9%	7%	5%	10%	0%	7%	
	Not that	1%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	2%	0%	1%	
	Not at all	0%	0%	0%	0%	4%	0%	0%	3%	0%	2%	0%	0%	0%	0%	3%	0%	1%	
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
	n=	91	7	1	1	53	12	9	36	45	72	3	3	14	18	37	77	16	165
PROFESSIONALISM	Extremely	56%	61%	0%	100%	62%	76%	100%	53%	63%	52%	100%	100%	57%	41%	46%	88%	60%	
	Very	31%	17%	100%	0%	30%	16%	0%	35%	24%	34%	0%	0%	39%	49%	36%	19%	29%	
	Somewhat	12%	22%	0%	0%	5%	8%	0%	9%	13%	11%	0%	0%	4%	10%	14%	11%	10%	
	Not that	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	3%	0%	1%	
	Not at all	0%	0%	0%	0%	2%	0%	0%	0%	0%	2%	0%	0%	0%	0%	2%	0%	1%	
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
	n=	75	11	2	2	42	13	11	44	34	54	2	4	13	25	31	63	9	145

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

Importance of Employee Traits -- Attitudinals

		SPECIAL VETERAN-FRIENDLY PRACTICES?			TOTAL
		Yes	No	Unsure	Total
BEING GOAL-ORIENTED	Extremely,	29%	28%	36%	29%
	Very	50%	37%	50%	44%
	Somewhat	20%	31%	8%	24%
	Not that	0%	2%	0%	1%
	Not at all	1%	1%	7%	2%
	Unsure	0%	0%	0%	0%
	n=	67	80	15	162
HAVING PATIENCE AND PERSEVERANCE	Extremely,	48%	45%	37%	45%
	Very	49%	36%	63%	45%
	Somewhat	3%	14%	0%	7%
	Not that	0%	2%	0%	1%
	Not at all	0%	4%	0%	1%
	Unsure	0%	0%	0%	0%
	n=	75	69	21	165
PROFESSIONALISM	Extremely,	56%	61%	66%	60%
	Very	34%	26%	27%	29%
	Somewhat	8%	12%	7%	10%
	Not that	2%	0%	0%	1%
	Not at all	0%	1%	0%	1%
	Unsure	0%	0%	0%	0%
	n=	53	69	23	145

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

Importance of Employee Traits -- Demographics

		GENDER		CITY		REVENUE			TOTAL
		MALE	FEMALE	San Diego	Other	< \$1,000,000	\$1,000,000 to \$5,000,000	> \$5,000,000	Total
BEING TEAM-FOCUSED	Extremely,	52%	43%	47%	51%	50%	38%	79%	49%
	Very	35%	49%	39%	39%	42%	45%	21%	39%
	Somewhat	10%	8%	12%	7%	3%	16%	0%	9%
	Not that	3%	0%	2%	3%	5%	1%	0%	2%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%
	n=	105	42	62	85	40	72	11	147
BEING DETAIL-ORIENTED	Extremely,	45%	58%	46%	50%	37%	54%	44%	49%
	Very	42%	38%	43%	39%	48%	38%	51%	41%
	Somewhat	12%	4%	10%	9%	12%	8%	5%	10%
	Not that	1%	0%	0%	1%	3%	0%	0%	1%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%
	n=	98	39	53	84	37	63	12	137
LISTENING AND COMMUNICATING	Extremely,	59%	62%	57%	63%	58%	58%	49%	60%
	Very	37%	33%	37%	36%	40%	36%	40%	36%
	Somewhat	2%	5%	5%	1%	2%	4%	11%	3%
	Not that	1%	0%	2%	0%	0%	2%	0%	1%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%
	n=	110	41	72	79	50	61	14	151

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

Importance of Employee Traits -- Attitudinals

		# OF EMPLOYEES				# OF VET EMPLOYEES				TOTAL
		<8	8-15	16-850	> 5	0	1-2	>2	Unsure	Total
BEING TEAM-FOCUSED	Extremely,	43%	53%	52%	50%	50%	56%	22%	53%	49%
	Very	44%	37%	39%	36%	39%	32%	61%	47%	39%
	Somewhat	8%	7%	8%	14%	10%	7%	17%	0%	9%
	Not that	6%	2%	0%	0%	1%	4%	0%	0%	2%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	37	42	36	32	76	48	16	7	147
BEING DETAIL-OREINTED	Extremely,	49%	45%	51%	52%	56%	39%	42%	61%	49%
	Very	40%	45%	37%	40%	38%	43%	50%	22%	41%
	Somewhat	11%	8%	12%	8%	5%	16%	8%	18%	10%
	Not that	0%	3%	0%	0%	0%	2%	0%	0%	1%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	27	36	35	39	65	44	22	6	137
LISTENING AND COMMUNICATING	Extremely,	55%	60%	63%	65%	61%	63%	46%	71%	60%
	Very	43%	36%	34%	28%	37%	32%	49%	0%	36%
	Somewhat	3%	4%	3%	3%	2%	5%	5%	0%	3%
	Not that	0%	0%	0%	3%	0%	0%	0%	29%	1%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	41	32	44	34	77	48	22	4	151

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

Importance of Employee Traits -- Attitudinal

		VETERAN EMPLOYEE SATISFACTION						VETERAN-FOCUSED TAX BREAKS					VETERAN HIRING OPTIONS					TOTAL	
		Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	No experience	Unsure	Very familiar	Somewhat familiar	Not that familiar	Unfamiliar	Unsure	All the time	Frequently	Only sometimes	Rarely	Never		Unsure
BEING TEAM-FOCUSED	Extremely,	51%	30%	0%	0%	52%	47%	64%	55%	40%	48%	71%	78%	40%	51%	58%	44%	58%	49%
	Very	41%	60%	0%	0%	29%	53%	36%	49%	38%	29%	22%	60%	35%	38%	39%	42%	39%	
	Somewhat	5%	10%	0%	0%	17%	0%	0%	3%	11%	13%	0%	0%	9%	4%	14%	0%	9%	
	Not that	3%	0%	0%	0%	2%	0%	0%	6%	0%	2%	0%	0%	0%	5%	0%	3%	0%	2%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	73	11	0	0	51	12	8	36	30	70	3	5	10	22	26	74	10	147
BEING DETAIL-ORIENTED	Extremely,	50%	29%	0%	100%	49%	44%	50%	50%	49%	49%	36%	45%	35%	23%	62%	50%	51%	49%
	Very	38%	71%	100%	0%	41%	44%	38%	35%	39%	46%	36%	33%	20%	77%	30%	39%	49%	41%
	Somewhat	10%	0%	0%	0%	10%	11%	11%	12%	12%	5%	29%	0%	44%	0%	8%	11%	0%	10%
	Not that	1%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	22%	0%	0%	0%	0%	0%	1%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	77	3	1	1	46	9	12	34	33	55	3	5	9	17	31	64	11	137
LISTENING AND COMMUNICATING	Extremely,	63%	43%	50%	100%	61%	47%	68%	73%	57%	54%	33%	86%	45%	51%	72%	55%	70%	60%
	Very	36%	43%	50%	0%	33%	43%	32%	24%	37%	42%	67%	14%	55%	43%	22%	41%	30%	36%
	Somewhat	1%	13%	0%	0%	3%	11%	0%	0%	6%	4%	0%	0%	0%	6%	4%	0%	0%	3%
	Not that	0%	0%	0%	0%	3%	0%	0%	3%	0%	0%	0%	0%	6%	0%	0%	0%	0%	1%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	81	9	2	1	45	13	13	38	36	61	3	4	11	21	35	66	14	151

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

Importance of Employee Traits -- Attitudinal

		SPECIAL VETERAN-FRIENDLY PRACTICES?			TOTAL
		Yes	No	Unsure	Total
BEING TEAM-FOCUSED	Extremely,	48%	41%	70%	49%
	Very	41%	45%	21%	39%
	Somewhat	9%	11%	4%	9%
	Not that	2%	2%	4%	2%
	Not at all	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%
	n=	59	61	27	147
BEING DETAIL-ORIENTED	Extremely,	40%	54%	60%	49%
	Very	46%	38%	35%	41%
	Somewhat	13%	8%	6%	10%
	Not that	2%	0%	0%	1%
	Not at all	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%
	n=	59	57	21	137
LISTENING AND COMMUNICATING	Extremely,	69%	53%	58%	60%
	Very	27%	42%	42%	36%
	Somewhat	4%	4%	0%	3%
	Not that	0%	2%	0%	1%
	Not at all	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%
	n=	59	68	24	151

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

Importance of Employee Traits -- Demographics

		GENDER		CITY		REVENUE			TOTAL
		MALE	FEMALE	San Diego	Other	< \$1,000,000	\$1,000,000 to \$5,000,000	> \$5,000,000	Total
PROBLEM SOLVING AND COMMUNICATING	Extremely,	39%	49%	37%	44%	46%	36%	43%	41%
	Very	43%	44%	49%	40%	50%	37%	46%	43%
	Somewhat	14%	4%	9%	14%	1%	23%	11%	12%
	Not that	2%	0%	0%	3%	0%	4%	0%	2%
	Not at all	1%	4%	4%	0%	3%	0%	0%	2%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%
	n=	105	25	54	76	36	56	12	130
LEADERSHIP	Extremely,	17%	23%	13%	22%	18%	21%	12%	18%
	Very	29%	37%	32%	30%	35%	22%	27%	31%
	Somewhat	49%	35%	50%	42%	40%	54%	27%	45%
	Not that	3%	0%	2%	3%	4%	1%	6%	2%
	Not at all	1%	3%	2%	1%	3%	2%	0%	2%
	Unsure	1%	1%	1%	2%	0%	0%	27%	1%
	n=	112	37	60	89	43	71	11	149
ORGANIZATION AND MANAGING MULTIPLE PRIORITIES	Extremely,	40%	63%	44%	47%	48%	41%	52%	46%
	Very	40%	31%	43%	33%	38%	39%	48%	38%
	Somewhat	20%	6%	12%	20%	13%	20%	0%	16%
	Not that	1%	0%	1%	0%	1%	0%	0%	0%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%
	n=	97	32	60	69	31	66	11	129

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

Importance of Employee Traits -- Attitudinals

		# OF EMPLOYEES				# OF VET EMPLOYEES				TOTAL
		<8	8-15	16-850	> 5	0	1-2	>2	Unsure	Total
PROBLEM SOLVING AND COMMUNICATING	Extremely,	42%	38%	46%	39%	46%	37%	35%	12%	41%
	Very	46%	51%	37%	37%	39%	50%	51%	35%	43%
	Somewhat	12%	5%	17%	17%	13%	11%	4%	29%	12%
	Not that	0%	6%	0%	0%	0%	0%	10%	24%	2%
	Not at all	0%	0%	0%	7%	1%	3%	0%	0%	2%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	32	33	31	34	69	42	14	5	130
LEADERSHIP	Extremely,	12%	25%	17%	21%	18%	18%	21%	18%	18%
	Very	30%	20%	42%	36%	31%	31%	37%	9%	31%
	Somewhat	49%	53%	37%	39%	48%	43%	38%	64%	45%
	Not that	2%	2%	2%	3%	0%	6%	2%	0%	2%
	Not at all	5%	0%	0%	0%	3%	0%	0%	0%	2%
	Unsure	3%	0%	2%	1%	0%	3%	2%	9%	1%
	n=	41	39	34	35	71	48	24	6	149
ORGANIZATION AND MANAGING MULTIPLE PRIORITIES	Extremely,	43%	52%	38%	45%	49%	47%	33%	36%	46%
	Very	40%	41%	35%	35%	37%	33%	46%	64%	38%
	Somewhat	17%	7%	24%	20%	14%	20%	18%	0%	16%
	Not that	0%	0%	2%	0%	0%	0%	3%	0%	0%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	28	37	32	32	58	44	22	5	129

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

Importance of Employee Traits -- Attitudinals

		VETERAN EMPLOYEE SATISFACTION						VETERAN-FOCUSED TAX BREAKS				VETERAN HIRING OPTIONS					TOTAL		
		Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	No experience	Unsure	Very familiar	Somewhat familiar	Not that familiar	Unfamiliar	Unsure	All the time	Frequently	Only sometimes	Rarely		Never	Unsure
PROBLEM SOLVING AND COMMUNICATING	Extremely,	39%	59%	100%	0%	41%	40%	74%	43%	46%	32%	33%	50%	61%	33%	35%	39%	57%	41%
	Very	50%	12%	0%	100%	38%	37%	18%	40%	39%	50%	67%	50%	7%	54%	49%	43%	43%	43%
	Somewhat	10%	0%	0%	0%	16%	12%	7%	12%	15%	11%	0%	0%	14%	14%	11%	15%	0%	12%
	Not that	0%	29%	0%	0%	0%	12%	0%	4%	0%	2%	0%	0%	18%	0%	5%	0%	0%	2%
	Not at all	0%	0%	0%	0%	4%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	3%	0%	2%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	64	4	1	1	50	10	7	30	41	49	3	2	3	19	19	67	15	130
LEADERSHIP	Extremely,	21%	0%	0%	0%	20%	23%	36%	35%	26%	9%	21%	67%	31%	23%	18%	12%	30%	18%
	Very	33%	36%	50%	100%	29%	7%	44%	25%	35%	29%	42%	0%	48%	30%	33%	29%	32%	31%
	Somewhat	42%	53%	50%	0%	47%	57%	20%	42%	37%	55%	38%	33%	21%	42%	48%	51%	28%	45%
	Not that	4%	0%	0%	0%	0%	7%	0%	5%	0%	3%	0%	0%	0%	3%	0%	4%	0%	2%
	Not at all	0%	0%	0%	0%	5%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	3%	0%	2%
	Unsure	1%	11%	0%	0%	0%	7%	0%	4%	3%	0%	0%	0%	0%	0%	1%	9%	1%	
	n=	79	10	2	1	48	9	9	34	37	64	5	3	14	17	77	11	149	
ORGANIZATION AND MANAGING MULTIPLE PRIORITIES	Extremely,	44%	23%	0%	0%	56%	53%	74%	58%	29%	39%	55%	100%	58%	24%	41%	50%	54%	46%
	Very	38%	50%	100%	0%	30%	39%	22%	27%	47%	44%	45%	0%	38%	58%	48%	29%	29%	38%
	Somewhat	17%	27%	0%	0%	14%	8%	0%	35%	24%	17%	0%	0%	4%	16%	11%	22%	18%	16%
	Not that	1%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%
	Not at all	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	73	12	1	0	31	12	11	36	32	48	2	2	14	20	28	57	8	129

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

Importance of Employee Traits -- Attitudinals

		SPECIAL VETERAN-FRIENDLY PRACTICES?			TOTAL
		Yes	No	Unsure	
PROBLEM SOLVING AND COMMUNICATING	Extremely,	39%	40%	47%	41%
	Very	46%	42%	43%	43%
	Somewhat	13%	13%	10%	12%
	Not that	3%	2%	0%	2%
	Not at all	0%	4%	0%	2%
	Unsure	0%	0%	0%	0%
	n=	42	62	26	130
LEADERSHIP	Extremely,	27%	11%	21%	18%
	Very	29%	32%	33%	31%
	Somewhat	37%	52%	43%	45%
	Not that	3%	2%	0%	2%
	Not at all	0%	3%	0%	2%
	Unsure	3%	0%	3%	1%
	n=	58	73	18	149
ORGANIZATION AND MANAGING MULTIPLE PRIORITIES	Extremely,	42%	46%	54%	46%
	Very	43%	37%	29%	38%
	Somewhat	14%	18%	18%	16%
	Not that	1%	0%	0%	0%
	Not at all	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%
	n=	54	52	23	129

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

Vet Traits-- Demographics

		GENDER		CITY		REVENUE			TOTAL
		MALE	FEMALE	San Diego	Other	< \$1,000,000	\$1,000,000 to \$5,000,000	> \$5,000,000	Total
CREATIVITY	Much better	8%	5%	3%	10%	9%	8%	16%	7%
	Somewhat better	14%	17%	10%	18%	21%	12%	16%	15%
	Same	62%	56%	64%	58%	51%	63%	67%	61%
	Somewhat worse	5%	3%	7%	3%	5%	7%	0%	5%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	11%	19%	16%	11%	14%	10%	0%	13%
	n=	117	38	68	87	47	66	13	155
COMPETITIVENESS	Much better	13%	15%	6%	19%	14%	17%	24%	14%
	Somewhat better	30%	24%	29%	28%	31%	27%	38%	29%
	Same	49%	49%	54%	45%	50%	50%	29%	49%
	Somewhat worse	0%	0%	0%	0%	0%	0%	0%	0%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	8%	12%	11%	8%	5%	6%	9%	9%
	n=	101	37	55	83	42	70	7	138
FRIENDLINESS	Much better	11%	6%	5%	14%	15%	6%	26%	10%
	Somewhat better	18%	26%	24%	18%	23%	20%	33%	20%
	Same	61%	60%	59%	61%	51%	68%	40%	60%
	Somewhat worse	2%	3%	4%	1%	4%	2%	0%	2%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	7%	5%	8%	6%	6%	4%	0%	7%
	n=	106	34	54	86	45	65	5	140

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

Vet Traits-- Attitudinals

		# OF EMPLOYEES				# OF VET EMPLOYEES				TOTAL
		<8	8-15	16-850	> 5	0	1-2	>2	Unsure	Total
CREATIVITY	Much better	3%	4%	16%	9%	5%	8%	11%	14%	7%
	Somewhat better	17%	16%	20%	2%	18%	13%	11%	0%	15%
	Same	47%	65%	59%	72%	50%	69%	74%	72%	61%
	Somewhat worse	14%	3%	0%	0%	8%	2%	0%	0%	5%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	18%	12%	5%	16%	18%	8%	5%	14%	13%
	n=	35	51	40	29	74	51	25	5	155
COMPETITIVENESS	Much better	21%	10%	15%	10%	14%	14%	11%	0%	14%
	Somewhat better	30%	29%	33%	23%	21%	37%	39%	100%	29%
	Same	46%	47%	46%	55%	52%	44%	47%	0%	49%
	Somewhat worse	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	4%	14%	5%	13%	12%	6%	3%	0%	9%
	n=	30	36	36	36	75	42	19	2	138
FRIENDLINESS	Much better	14%	5%	14%	6%	5%	13%	25%	9%	10%
	Somewhat better	23%	24%	16%	16%	17%	20%	30%	39%	20%
	Same	49%	61%	66%	71%	65%	62%	45%	30%	60%
	Somewhat worse	6%	0%	0%	3%	3%	2%	0%	0%	2%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	8%	9%	4%	4%	10%	2%	0%	22%	7%
	n=	37	33	41	29	66	50	18	6	140

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

Vet Traits-- Attitudinals

		VETERAN EMPLOYEE SATISFACTION						VETERAN-FOCUSED TAX BREAKS					VETERAN HIRING OPTIONS					TOTAL	
		Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	No experience	Unsure	Very familiar	Somewhat familiar	Not that familiar	Unfamiliar	Unsure	All the time	Frequently	Only sometimes	Rarely	Never		Unsure
CREATIVITY	Much better	11%	0%	0%	0%	3%	4%	9%	8%	15%	2%	0%	20%	24%	7%	11%	2%	4%	7%
	Somewhat better	17%	0%	0%	0%	15%	9%	19%	16%	10%	15%	36%	0%	9%	26%	7%	14%	27%	15%
	Same	62%	93%	100%	50%	52%	61%	72%	64%	58%	60%	29%	80%	64%	45%	58%	66%	50%	61%
	Somewhat worse	3%	7%	0%	50%	5%	7%	0%	4%	0%	9%	0%	0%	0%	0%	17%	3%	0%	5%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	7%	0%	0%	0%	25%	20%	0%	8%	18%	15%	36%	0%	3%	22%	7%	14%	19%	13%
	n=	85	7	2	2	45	14	11	39	42	60	3	5	15	21	29	73	12	155
COMPETITIVENESS	Much better	18%	0%	0%	0%	13%	0%	18%	15%	24%	7%	0%	0%	10%	17%	18%	13%	0%	14%
	Somewhat better	35%	31%	0%	0%	22%	17%	30%	43%	25%	23%	29%	0%	46%	29%	14%	33%	14%	29%
	Same	44%	59%	0%	100%	47%	75%	44%	36%	46%	56%	71%	0%	43%	46%	50%	49%	47%	49%
	Somewhat worse	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	2%	10%	0%	0%	17%	8%	8%	5%	6%	14%	0%	0%	0%	7%	18%	4%	39%	9%
	n=	66	11	0	1	53	7	12	32	35	56	3	0	10	23	25	71	9	138
FRIENDLINESS	Much better	12%	0%	50%	0%	8%	5%	5%	10%	13%	10%	0%	100%	21%	13%	11%	7%	4%	10%
	Somewhat better	27%	0%	50%	0%	12%	16%	5%	26%	6%	26%	33%	0%	34%	13%	24%	20%	10%	20%
	Same	58%	87%	0%	100%	61%	66%	89%	61%	80%	47%	67%	0%	45%	69%	52%	62%	78%	60%
	Somewhat worse	2%	13%	0%	0%	3%	0%	0%	3%	0%	4%	0%	0%	0%	5%	0%	4%	0%	2%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	2%	0%	0%	0%	16%	13%	0%	0%	1%	13%	0%	0%	0%	0%	12%	7%	8%	7%
	n=	78	8	2	1	41	10	9	31	32	65	3	1	11	22	28	66	12	140

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

Vet Traits-- Attitudinals

		SPECIAL VETERAN-FRIENDLY PRACTICES?			TOTAL
		Yes	No	Unsure	
CREATIVITY	Much better	10%	3%	12%	7%
	Somewhat better	21%	10%	10%	15%
	Same	47%	70%	73%	61%
	Somewhat worse	5%	6%	0%	5%
	Much worse	0%	0%	0%	0%
	Unsure	17%	11%	5%	13%
	n=	65	70	20	155
COMPETITIVENESS	Much better	14%	12%	17%	14%
	Somewhat better	29%	34%	11%	29%
	Same	48%	47%	55%	49%
	Somewhat worse	0%	0%	0%	0%
	Much worse	0%	0%	0%	0%
	Unsure	9%	7%	17%	9%
	n=	61	58	19	138
FRIENDLINESS	Much better	14%	9%	4%	10%
	Somewhat better	28%	16%	14%	20%
	Same	58%	60%	67%	60%
	Somewhat worse	0%	5%	0%	2%
	Much worse	0%	0%	0%	0%
	Unsure	0%	9%	15%	7%
	n=	52	65	23	140

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

Vet Traits-- Demographics

		GENDER		CITY		REVENUE			TOTAL
		MALE	FEMALE	San Diego	Other	< \$1,000,000	\$1,000,000 to \$5,000,000	> \$5,000,000	Total
PASSION AND AMBITION	Much better	14%	10%	12%	14%	21%	11%	13%	13%
	Somewhat better	29%	16%	25%	27%	14%	34%	53%	26%
	Same	48%	55%	53%	48%	52%	49%	30%	50%
	Somewhat worse	0%	0%	0%	0%	0%	0%	0%	0%
	Much worse	1%	0%	0%	1%	2%	0%	0%	1%
	Unsure	7%	19%	11%	10%	11%	6%	4%	10%
	n=	113	36	63	86	50	66	14	149
DETERMINATION AND RESILIENCE	Much better	28%	27%	22%	31%	35%	25%	56%	28%
	Somewhat better	29%	24%	26%	29%	27%	28%	25%	28%
	Same	39%	36%	49%	31%	28%	44%	12%	38%
	Somewhat worse	1%	0%	0%	1%	3%	0%	0%	1%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	3%	13%	2%	7%	8%	3%	6%	5%
	n=	109	41	59	91	43	69	10	150
ACCOUNTABILITY	Much better	25%	40%	21%	34%	33%	27%	47%	29%
	Somewhat better	28%	15%	24%	25%	25%	28%	30%	24%
	Same	38%	29%	42%	32%	32%	40%	14%	36%
	Somewhat worse	0%	2%	1%	0%	2%	0%	0%	1%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	9%	14%	12%	9%	9%	5%	8%	10%
	n=	129	44	70	103	46	78	17	173

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

Vet Traits-- Attitudinals

		# OF EMPLOYEES				# OF VET EMPLOYEES				TOTAL
		<8	8-15	16-850	> 5	0	1-2	>2	Unsure	Total
PASSION AND AMBITION	Much better	6%	19%	13%	17%	11%	16%	18%	0%	13%
	Somewhat better	26%	20%	34%	24%	23%	22%	44%	29%	26%
	Same	56%	47%	46%	49%	51%	57%	34%	36%	50%
	Somewhat worse	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Much worse	3%	0%	0%	0%	1%	0%	0%	0%	1%
	Unsure	9%	14%	6%	10%	13%	5%	5%	36%	10%
	n=	39	36	39	35	78	45	23	3	149
DETERMINATION AND RESILIENCE	Much better	36%	24%	33%	15%	26%	26%	40%	22%	28%
	Somewhat better	26%	36%	18%	29%	24%	30%	34%	22%	28%
	Same	30%	37%	42%	48%	40%	42%	23%	30%	38%
	Somewhat worse	2%	0%	0%	0%	2%	0%	0%	0%	1%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	5%	3%	8%	7%	7%	2%	2%	26%	5%
	n=	43	37	35	35	69	53	22	6	150
ACCOUNTABILITY	Much better	41%	11%	32%	29%	26%	25%	51%	27%	29%
	Somewhat better	31%	31%	24%	12%	22%	26%	26%	45%	24%
	Same	20%	45%	35%	45%	37%	44%	19%	0%	36%
	Somewhat worse	0%	0%	0%	2%	1%	0%	0%	0%	1%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	8%	13%	9%	11%	14%	4%	4%	27%	10%
	n=	43	39	49	42	89	52	26	6	173

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

Vet Traits-- Attitudinal

	VETERAN EMPLOYEE SATISFACTION						VETERAN-FOCUSED TAX BREAKS					VETERAN HIRING OPTIONS					TOTAL		
	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	No experience	Unsure	Very familiar	Somewhat familiar	Not that familiar	Unfamiliar	Unsure	All the time	Frequently	Only sometimes	Rarely	Never		Unsure	
PASSION AND AMBITION	Much better	15%	0%	0%	0%	13%	13%	26%	26%	14%	6%	0%	55%	27%	27%	13%	7%	10%	13%
	Somewhat better	29%	47%	0%	0%	21%	10%	26%	22%	25%	29%	0%	22%	41%	31%	22%	30%	0%	26%
	Same	51%	53%	0%	0%	50%	46%	47%	46%	57%	48%	100%	22%	32%	42%	50%	54%	52%	50%
	Somewhat worse	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Much worse	0%	0%	0%	100%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	4%	0%	0%	1%
	Unsure	5%	0%	0%	0%	16%	31%	0%	7%	4%	15%	0%	0%	0%	0%	11%	9%	38%	10%
	n=	83	8	0	1	48	9	5	36	36	71	1	5	10	15	33	74	12	149
DETERMINATION AND RESILIENCE	Much better	33%	12%	0%	0%	27%	0%	22%	29%	20%	34%	0%	57%	37%	42%	33%	20%	20%	28%
	Somewhat better	26%	60%	100%	0%	25%	14%	20%	29%	42%	17%	67%	43%	42%	15%	34%	25%	20%	28%
	Same	39%	28%	0%	0%	38%	61%	58%	37%	35%	38%	33%	0%	18%	35%	30%	47%	52%	38%
	Somewhat worse	0%	0%	0%	100%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	3%	0%	0%	1%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	2%	0%	0%	0%	10%	25%	0%	5%	3%	8%	0%	0%	3%	8%	0%	8%	8%	5%
	n=	87	9	1	1	42	10	10	42	34	61	3	4	17	18	31	68	12	150
ACCOUNTABILITY	Much better	33%	12%	0%	0%	27%	18%	26%	33%	24%	29%	100%	60%	30%	17%	26%	36%	29%	
	Somewhat better	24%	44%	0%	0%	25%	0%	30%	35%	17%	22%	0%	0%	31%	25%	35%	28%	24%	
	Same	38%	35%	0%	0%	30%	64%	35%	21%	41%	39%	71%	0%	4%	21%	38%	43%	39%	
	Somewhat worse	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	4%	0%	0%	1%	
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
	Unsure	5%	0%	0%	0%	18%	18%	0%	8%	9%	14%	0%	0%	4%	19%	10%	6%	25%	
	n=	91	9	0	0	63	10	9	43	47	71	3	2	13	26	31	86	15	

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

Vet Traits-- Attitudinal

		SPECIAL VETERAN-FRIENDLY PRACTICES?			TOTAL
		Yes	No	Unsure	Total
PASSION AND AMBITION	Much better	14%	13%	13%	13%
	Somewhat better	29%	30%	5%	26%
	Same	53%	45%	56%	50%
	Somewhat worse	0%	0%	0%	0%
	Much worse	0%	2%	0%	1%
	Unsure	4%	11%	26%	10%
	n=	59	69	21	149
DETERMINATION AND RESILIENCE	Much better	34%	19%	38%	28%
	Somewhat better	32%	28%	13%	28%
	Same	31%	44%	45%	38%
	Somewhat worse	0%	2%	0%	1%
	Much worse	0%	0%	0%	0%
	Unsure	4%	8%	5%	5%
	n=	66	64	20	150
ACCOUNTABILITY	Much better	36%	24%	26%	29%
	Somewhat better	24%	26%	22%	24%
	Same	32%	40%	32%	36%
	Somewhat worse	0%	1%	0%	1%
	Much worse	0%	0%	0%	0%
	Unsure	8%	8%	20%	10%
	n=	68	80	25	173

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

Vet Traits-- Demographics

		GENDER		CITY		REVENUE			TOTAL
		MALE	FEMALE	San Diego	Other	< \$1,000,000	\$1,000,000 to \$5,000,000	> \$5,000,000	Total
LEARNING COMPLEX CONCEPTS	Much better	6%	10%	7%	7%	9%	6%	24%	7%
	Somewhat better	20%	12%	20%	16%	16%	25%	0%	18%
	Same	55%	56%	54%	56%	55%	58%	61%	55%
	Somewhat worse	2%	3%	1%	3%	6%	0%	0%	2%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	17%	20%	17%	18%	14%	11%	15%	17%
	n=	124	39	70	93	57	62	13	163
DECISIVENESS	Much better	16%	23%	15%	19%	21%	17%	18%	17%
	Somewhat better	25%	22%	22%	26%	25%	25%	29%	24%
	Same	47%	38%	48%	43%	33%	56%	47%	45%
	Somewhat worse	2%	6%	4%	1%	8%	0%	0%	3%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	11%	11%	11%	10%	13%	2%	6%	11%
	n=	133	36	79	90	56	70	11	169
ADAPTING TO CHANGING CIRCUMSTANCES	Much better	22%	24%	14%	27%	27%	22%	37%	22%
	Somewhat better	24%	26%	29%	23%	27%	24%	26%	25%
	Same	39%	41%	42%	38%	32%	45%	24%	40%
	Somewhat worse	4%	0%	5%	2%	0%	4%	9%	3%
	Much worse	2%	0%	3%	1%	5%	1%	0%	2%
	Unsure	8%	9%	8%	9%	9%	5%	4%	9%
	n=	137	40	68	109	43	90	14	177

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

Vet Traits-- Attitudinals

		# OF EMPLOYEES				# OF VET EMPLOYEES				TOTAL
		<8	8-15	16-850	> 5	0	1-2	>2	Unsure	Total
LEARNING COMPLEX CONCEPTS	Much better	6%	7%	9%	7%	2%	9%	18%	8%	7%
	Somewhat better	22%	18%	16%	15%	23%	14%	13%	8%	18%
	Same	54%	54%	62%	52%	47%	67%	57%	64%	55%
	Somewhat worse	3%	3%	0%	2%	3%	2%	0%	0%	2%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	15%	18%	12%	24%	25%	7%	11%	20%	17%
	n=	36	40	47	40	79	49	28	7	163
DECISIVENESS	Much better	18%	13%	29%	12%	18%	12%	37%	0%	17%
	Somewhat better	29%	21%	26%	21%	19%	37%	19%	0%	24%
	Same	37%	44%	45%	57%	41%	51%	43%	68%	45%
	Somewhat worse	5%	2%	0%	2%	5%	0%	0%	0%	3%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	11%	20%	0%	7%	17%	0%	0%	32%	11%
	n=	40	47	39	43	89	53	19	8	169
ADAPTING TO CHANGING CIRCUMSTANCES	Much better	28%	25%	28%	11%	25%	14%	35%	17%	22%
	Somewhat better	20%	23%	24%	30%	26%	26%	23%	7%	25%
	Same	35%	38%	38%	46%	36%	49%	32%	38%	40%
	Somewhat worse	5%	2%	3%	2%	0%	6%	5%	14%	3%
	Much worse	3%	2%	1%	0%	3%	0%	3%	0%	2%
	Unsure	9%	9%	6%	11%	11%	6%	3%	24%	9%
	n=	39	47	44	47	89	57	23	8	177

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

Vet Traits-- Attitudinal

		VETERAN EMPLOYEE SATISFACTION						VETERAN-FOCUSED TAX BREAKS				VETERAN HIRING OPTIONS						TOTAL		
		Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	No experience	Unsure	Very familiar	Somewhat familiar	Not that familiar	Unfamiliar	Unsure	All the time	Frequently	Only sometimes	Rarely	Never		Unsure	
LEARNING COMPLEX CONCEPTS	Much better	11%	0%	0%	0%	4%	6%	9%	15%	6%	4%	0%	0%	21%	13%	7%	5%	4%	7%	
	Somewhat better	21%	15%	0%	0%	18%	0%	11%	17%	21%	20%	0%	0%	0%	20%	15%	23%	9%	18%	
	Same	59%	65%	0%	0%	50%	48%	71%	81%	47%	61%	53%	75%	100%	79%	48%	45%	55%	69%	55%
	Somewhat worse	0%	9%	50%	50%	0%	0%	0%	6%	0%	2%	0%	0%	0%	4%	4%	2%	0%	2%	
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
	Unsure	9%	11%	50%	0%	31%	22%	0%	16%	12%	23%	25%	0%	0%	16%	29%	16%	18%	17%	
	n=	88	10	2	2	52	9	12	40	33	74	4	3	11	27	33	76	13	163	
DECISIVENESS	Much better	19%	11%	0%	0%	18%	10%	11%	23%	17%	16%	0%	64%	20%	17%	12%	17%	14%	17%	
	Somewhat better	33%	4%	0%	0%	23%	0%	26%	24%	28%	20%	26%	0%	48%	16%	27%	23%	22%	24%	
	Same	47%	52%	100%	0%	41%	51%	61%	43%	44%	43%	74%	36%	20%	52%	43%	48%	55%	45%	
	Somewhat worse	0%	20%	0%	100%	0%	0%	0%	2%	3%	4%	0%	0%	8%	10%	3%	0%	0%	3%	
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
	Unsure	1%	11%	0%	0%	18%	38%	0%	7%	8%	17%	0%	0%	3%	5%	15%	13%	9%	11%	
	n=	86	10	2	2	57	12	11	50	40	64	4	6	16	25	34	73	15	169	
ADAPTING TO CHANGING CIRCUMSTANCES	Much better	26%	0%	0%	0%	25%	0%	13%	22%	23%	24%	0%	45%	24%	16%	14%	26%	21%	22%	
	Somewhat better	24%	28%	0%	0%	30%	10%	20%	26%	20%	21%	55%	36%	15%	28%	22%	25%	24%	25%	
	Same	39%	72%	100%	0%	32%	61%	63%	43%	41%	35%	0%	18%	43%	36%	44%	41%	35%	40%	
	Somewhat worse	5%	0%	0%	0%	0%	8%	0%	0%	0%	6%	45%	0%	9%	0%	7%	3%	0%	3%	
	Much worse	0%	0%	0%	100%	0%	4%	4%	0%	0%	3%	0%	0%	4%	5%	4%	0%	0%	2%	
	Unsure	5%	0%	0%	0%	13%	18%	0%	8%	7%	12%	0%	0%	4%	15%	10%	5%	20%	9%	
	n=	98	8	2	2	63	14	12	47	43	73	2	6	12	28	32	83	16	177	

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

Vet Traits-- Attitudinal

		SPECIAL VETERAN-FRIENDLY PRACTICES?			TOTAL
		Yes	No	Unsure	Total
LEARNING COMPLEX CONCEPTS	Much better	7%	6%	11%	7%
	Somewhat better	16%	24%	8%	18%
	Same	68%	41%	59%	55%
	Somewhat worse	2%	3%	0%	2%
	Much worse	0%	0%	0%	0%
	Unsure	7%	26%	22%	17%
	n=	69	69	25	163
DECISIVENESS	Much better	20%	14%	20%	17%
	Somewhat better	27%	24%	18%	24%
	Same	46%	45%	46%	45%
	Somewhat worse	4%	3%	0%	3%
	Much worse	0%	0%	0%	0%
	Unsure	4%	14%	16%	11%
	n=	65	75	29	169
ADAPTING TO CHANGING CIRCUMSTANCES	Much better	25%	16%	32%	22%
	Somewhat better	27%	23%	25%	25%
	Same	37%	49%	23%	40%
	Somewhat worse	3%	4%	0%	3%
	Much worse	3%	2%	0%	2%
	Unsure	6%	7%	20%	9%
	n=	68	78	31	177

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

Vet Traits-- Demographics

		GENDER		CITY		REVENUE			TOTAL
		MALE	FEMALE	San Diego	Other	< \$1,000,000	\$1,000,000 to \$5,000,000	> \$5,000,000	Total
BEING GOAL-ORIENTED	Much better	19%	17%	16%	20%	22%	17%	37%	18%
	Somewhat better	32%	15%	25%	29%	21%	30%	19%	27%
	Same	42%	55%	52%	41%	51%	46%	36%	45%
	Somewhat worse	0%	0%	0%	0%	0%	0%	0%	0%
	Much worse	1%	0%	0%	1%	2%	0%	0%	1%
	Unsure	7%	13%	7%	9%	5%	7%	8%	8%
	n=	128	46	68	106	49	81	16	174
HAVING PATIENCE AND PERSEVERANCE	Much better	18%	22%	22%	17%	20%	20%	28%	19%
	Somewhat better	25%	20%	21%	25%	29%	21%	26%	24%
	Same	47%	40%	47%	44%	44%	45%	42%	45%
	Somewhat worse	3%	7%	5%	3%	5%	5%	0%	4%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	8%	11%	6%	11%	3%	9%	4%	8%
	n=	120	29	64	85	39	69	16	149
PROFESSIONALISM	Much better	23%	28%	19%	28%	41%	11%	63%	24%
	Somewhat better	30%	16%	30%	24%	13%	39%	20%	27%
	Same	40%	46%	40%	43%	35%	45%	17%	42%
	Somewhat worse	0%	0%	0%	0%	0%	0%	0%	0%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	7%	10%	11%	6%	11%	4%	0%	8%
	n=	108	37	65	80	41	65	11	145

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

Vet Traits-- Attitudinals

		# OF EMPLOYEES				# OF VET EMPLOYEES				TOTAL
		<8	8-15	16-850	> 5	0	1-2	>2	Unsure	Total
BEING GOAL-ORIENTED	Much better	12%	20%	29%	17%	20%	12%	35%	0%	18%
	Somewhat better	27%	27%	33%	23%	22%	29%	39%	46%	27%
	Same	53%	42%	31%	52%	45%	55%	24%	38%	45%
	Somewhat worse	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Much worse	2%	0%	0%	0%	1%	0%	0%	0%	1%
	Unsure	6%	11%	7%	8%	12%	4%	2%	17%	8%
	n=	45	47	42	40	84	57	26	7	174
HAVING PATIENCE AND PERSEVERANCE	Much better	23%	16%	27%	12%	14%	19%	37%	21%	19%
	Somewhat better	33%	17%	33%	15%	20%	29%	20%	25%	24%
	Same	34%	53%	35%	55%	48%	48%	35%	17%	45%
	Somewhat worse	3%	5%	0%	6%	4%	2%	6%	0%	4%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	7%	9%	5%	11%	12%	2%	3%	37%	8%
	n=	32	43	37	37	71	53	19	6	149
PROFESSIONALISM	Much better	20%	17%	34%	27%	22%	27%	21%	64%	24%
	Somewhat better	34%	19%	30%	25%	22%	25%	57%	18%	27%
	Same	36%	51%	33%	44%	42%	48%	21%	18%	42%
	Somewhat worse	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	10%	13%	3%	4%	14%	0%	0%	0%	8%
	n=	30	40	40	35	80	44	17	4	145

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

Vet Traits-- Attitudinal

		VETERAN EMPLOYEE SATISFACTION						VETERAN-FOCUSED TAX BREAKS					VETERAN HIRING OPTIONS					TOTAL	
		Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	No experience	Unsure	Very familiar	Somewhat familiar	Not that familiar	Unfamiliar	Unsure	All the time	Frequently	Only sometimes	Rarely	Never		Unsure
BEING GOAL-ORIENTED	Much better	23%	0%	0%	0%	19%	10%	8%	29%	20%	16%	0%	54%	10%	31%	12%	18%	8%	18%
	Somewhat better	32%	42%	33%	0%	22%	0%	21%	29%	29%	27%	0%	45%	26%	36%	24%	21%	27%	
	Same	41%	48%	33%	100%	44%	78%	71%	33%	47%	42%	80%	36%	41%	35%	45%	48%	55%	45%
	Somewhat worse	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
	Much worse	0%	10%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%	0%	1%
	Unsure	3%	0%	33%	0%	15%	12%	0%	8%	3%	13%	0%	0%	4%	7%	8%	8%	16%	8%
	n=	93	12	3	1	52	13	16	40	43	70	5	6	12	26	38	78	14	174
HAVING PATIENCE AND PERSEVERANCE	Much better	26%	0%	0%	0%	17%	4%	59%	8%	17%	21%	26%	22%	43%	6%	23%	19%	11%	19%
	Somewhat better	28%	19%	0%	0%	21%	17%	6%	28%	20%	25%	26%	55%	19%	43%	16%	23%	11%	24%
	Same	41%	71%	50%	0%	42%	59%	36%	47%	51%	42%	48%	22%	38%	25%	44%	49%	70%	45%
	Somewhat worse	1%	10%	50%	0%	3%	7%	0%	8%	3%	2%	0%	0%	0%	6%	3%	4%	0%	4%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	4%	0%	0%	0%	17%	13%	0%	9%	9%	9%	0%	0%	0%	20%	14%	5%	9%	8%
	n=	79	11	2	0	44	13	9	42	38	56	4	5	10	20	29	74	11	149
PROFESSIONALISM	Much better	29%	0%	33%	0%	25%	6%	0%	26%	33%	20%	0%	71%	41%	30%	26%	21%	4%	24%
	Somewhat better	29%	55%	33%	0%	18%	19%	17%	26%	22%	30%	50%	0%	38%	34%	22%	26%	33%	27%
	Same	40%	45%	33%	0%	42%	47%	83%	42%	39%	39%	50%	29%	20%	30%	37%	48%	52%	42%
	Somewhat worse	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	2%	0%	0%	0%	16%	28%	0%	6%	6%	11%	0%	0%	0%	5%	16%	6%	11%	8%
	n=	74	10	3	0	48	10	6	36	40	61	2	4	8	20	32	70	11	145

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

Vet Traits-- Attitudinal

		SPECIAL VETERAN-FRIENDLY PRACTICES?			TOTAL
		Yes	No	Unsure	Total
BEING GOAL-ORIENTED	Much better	16%	19%	24%	18%
	Somewhat better	35%	20%	27%	27%
	Same	45%	49%	36%	45%
	Somewhat worse	0%	0%	0%	0%
	Much worse	0%	2%	0%	1%
	Unsure	3%	11%	13%	8%
	n=	71	77	26	174
HAVING PATIENCE AND PERSEVERANCE	Much better	25%	15%	14%	19%
	Somewhat better	33%	20%	11%	24%
	Same	32%	52%	61%	45%
	Somewhat worse	5%	3%	0%	4%
	Much worse	0%	0%	0%	0%
	Unsure	5%	10%	14%	8%
	n=	59	68	22	149
PROFESSIONALISM	Much better	28%	23%	16%	24%
	Somewhat better	21%	32%	22%	27%
	Same	46%	34%	52%	42%
	Somewhat worse	0%	0%	0%	0%
	Much worse	0%	0%	0%	0%
	Unsure	4%	10%	10%	8%
	n=	55	69	21	145

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

Vet Traits-- Demographics

		GENDER		CITY		REVENUE			TOTAL
		MALE	FEMALE	San Diego	Other	< \$1,000,000	\$1,000,000 to \$5,000,000	> \$5,000,000	Total
BEING TEAM-FOCUSED	Much better	23%	29%	18%	30%	24%	29%	24%	25%
	Somewhat better	36%	9%	26%	30%	28%	30%	32%	29%
	Same	31%	47%	45%	28%	28%	36%	40%	35%
	Somewhat worse	3%	0%	2%	2%	7%	0%	0%	2%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	7%	15%	9%	9%	12%	4%	4%	9%
	n=	119	43	68	94	48	69	16	162
BEING DETAIL-ORIENTED	Much better	27%	16%	18%	29%	24%	31%	22%	24%
	Somewhat better	30%	25%	25%	31%	32%	25%	31%	29%
	Same	35%	46%	50%	29%	34%	37%	47%	37%
	Somewhat worse	2%	0%	2%	1%	3%	2%	0%	2%
	Much worse	1%	0%	0%	1%	2%	0%	0%	1%
	Unsure	6%	12%	5%	9%	5%	5%	0%	7%
	n=	111	34	60	85	43	64	11	145
LISTENING AND COMMUNICATING	Much better	18%	31%	9%	30%	22%	20%	42%	21%
	Somewhat better	30%	10%	27%	26%	22%	30%	29%	26%
	Same	43%	43%	55%	34%	42%	44%	29%	43%
	Somewhat worse	1%	4%	2%	1%	3%	2%	0%	2%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	8%	11%	8%	9%	11%	4%	0%	8%
	n=	102	26	56	72	36	57	13	128

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

Vet Traits-- Attitudinals

		# OF EMPLOYEES				# OF VET EMPLOYEES				TOTAL
		<8	8-15	16-850	> 5	0	1-2	>2	Unsure	Total
BEING TEAM-FOCUSED	Much better	30%	22%	28%	20%	19%	25%	55%	16%	25%
	Somewhat better	29%	32%	27%	25%	31%	22%	30%	42%	29%
	Same	29%	35%	35%	42%	32%	51%	15%	27%	35%
	Somewhat worse	5%	2%	0%	0%	4%	0%	0%	0%	2%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	6%	8%	9%	14%	14%	3%	0%	15%	9%
	n=	40	47	36	39	86	47	21	8	162
BEING DETAIL-ORIENTED	Much better	30%	16%	27%	25%	20%	25%	31%	50%	24%
	Somewhat better	36%	28%	29%	20%	25%	32%	36%	11%	29%
	Same	21%	40%	41%	52%	41%	36%	34%	11%	37%
	Somewhat worse	6%	0%	0%	0%	2%	2%	0%	0%	2%
	Much worse	2%	0%	0%	0%	0%	2%	0%	0%	1%
	Unsure	5%	15%	3%	4%	12%	2%	0%	28%	7%
	n=	37	41	37	30	70	49	21	5	145
LISTENING AND COMMUNICATING	Much better	21%	19%	36%	12%	18%	17%	38%	32%	21%
	Somewhat better	33%	15%	26%	31%	22%	22%	52%	41%	26%
	Same	33%	53%	36%	49%	43%	58%	11%	18%	43%
	Somewhat worse	0%	3%	0%	3%	1%	2%	0%	0%	2%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	13%	10%	2%	5%	16%	0%	0%	9%	8%
	n=	35	31	29	33	64	41	17	6	128

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

Vet Traits-- Attitudinals

	VETERAN EMPLOYEE SATISFACTION						VETERAN-FOCUSED TAX BREAKS					VETERAN HIRING OPTIONS					TOTAL		
	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	No experience	Unsure	Very familiar	Somewhat familiar	Not that familiar	Unfamiliar	Unsure	All the time	Frequently	Only sometimes	Rarely	Never		Unsure	Total
BEING TEAM-FOCUSED	Much better	33%	0%	100%	0%	19%	20%	33%	17%	25%	28%	21%	50%	57%	13%	12%	29%	21%	25%
	Somewhat better	28%	28%	0%	0%	35%	11%	21%	32%	35%	26%	0%	0%	22%	37%	30%	29%	13%	29%
	Same	35%	60%	0%	0%	31%	49%	46%	38%	29%	32%	79%	50%	14%	40%	44%	32%	40%	35%
	Somewhat worse	0%	12%	0%	100%	0%	0%	0%	0%	0%	6%	0%	0%	0%	6%	4%	1%	0%	2%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	5%	0%	0%	0%	16%	20%	0%	13%	11%	9%	0%	0%	7%	5%	10%	8%	25%	9%
	n=	82	10	1	2	55	12	14	42	41	61	4	2	8	21	30	89	12	162
BEING DETAIL-ORIENTED	Much better	25%	10%	100%	0%	22%	26%	18%	31%	19%	23%	64%	0%	29%	25%	17%	27%	24%	24%
	Somewhat better	35%	51%	0%	0%	21%	6%	27%	32%	27%	30%	0%	0%	56%	34%	36%	22%	20%	29%
	Same	31%	38%	0%	0%	45%	54%	54%	26%	52%	33%	36%	100%	15%	35%	28%	42%	49%	37%
	Somewhat worse	2%	0%	0%	100%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	4%	2%	0%	2%
	Much worse	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%
	Unsure	5%	0%	0%	0%	12%	14%	0%	11%	3%	10%	0%	0%	0%	6%	15%	6%	7%	7%
	n=	75	10	2	1	49	8	9	31	37	65	3	1	11	23	28	68	14	145
LISTENING AND COMMUNICATING	Much better	24%	9%	50%	0%	20%	6%	31%	11%	15%	29%	0%	0%	38%	27%	14%	18%	34%	21%
	Somewhat better	35%	0%	0%	0%	26%	0%	34%	38%	30%	20%	0%	100%	41%	27%	35%	23%	0%	26%
	Same	39%	63%	50%	0%	38%	72%	22%	38%	49%	41%	100%	0%	15%	30%	37%	50%	66%	43%
	Somewhat worse	0%	18%	0%	0%	0%	0%	13%	4%	0%	0%	0%	0%	0%	5%	4%	0%	0%	2%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	2%	11%	0%	0%	15%	22%	0%	10%	7%	11%	0%	0%	6%	12%	9%	9%	0%	8%
	n=	65	10	2	0	42	9	9	29	34	53	3	1	9	22	23	65	8	128

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

Vet Traits-- Attitudinals

		SPECIAL VETERAN-FRIENDLY PRACTICES?			TOTAL
		Yes	No	Unsure	Total
BEING TEAM-FOCUSED	Much better	25%	21%	36%	25%
	Somewhat better	35%	28%	11%	29%
	Same	32%	35%	45%	35%
	Somewhat worse	2%	3%	0%	2%
	Much worse	0%	0%	0%	0%
	Unsure	6%	12%	8%	9%
	n=	61	80	21	162
BEING DETAIL-ORIENTED	Much better	27%	23%	20%	24%
	Somewhat better	34%	26%	24%	29%
	Same	35%	38%	40%	37%
	Somewhat worse	0%	4%	0%	2%
	Much worse	0%	0%	4%	1%
	Unsure	4%	8%	11%	7%
	n=	54	65	26	145
LISTENING AND COMMUNICATING	Much better	24%	13%	39%	21%
	Somewhat better	29%	28%	9%	26%
	Same	44%	42%	43%	43%
	Somewhat worse	0%	3%	0%	2%
	Much worse	0%	0%	0%	0%
	Unsure	3%	14%	9%	8%
	n=	55	59	14	128

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

Vet Traits-- Demographics

		GENDER		CITY		REVENUE			TOTAL
		MALE	FEMALE	San Diego	Other	< \$1,000,000	\$1,000,000 to \$5,000,000	> \$5,000,000	Total
PROBLEM SOLVING AND COMMUNICATING	Much better	18%	11%	3%	27%	12%	14%	39%	16%
	Somewhat better	24%	29%	20%	29%	23%	27%	22%	25%
	Same	47%	47%	63%	35%	54%	49%	35%	47%
	Somewhat worse	4%	0%	4%	1%	3%	4%	0%	3%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	8%	13%	10%	8%	8%	6%	4%	9%
	n=	99	29	58	70	32	64	16	128
LEADERSHIP	Much better	25%	21%	18%	28%	29%	20%	52%	24%
	Somewhat better	29%	23%	20%	33%	21%	33%	16%	28%
	Same	36%	41%	43%	33%	35%	41%	24%	37%
	Somewhat worse	1%	3%	2%	1%	5%	0%	0%	2%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	9%	13%	18%	4%	10%	7%	8%	10%
	n=	106	34	60	80	41	67	14	140
ORGANIZATION AND MANAGING MULTIPLE PRIORITIES	Much Better	19%	16%	12%	23%	20%	19%	23%	18%
	Somewhat Better	28%	14%	19%	28%	14%	33%	15%	24%
	Same	40%	49%	58%	31%	48%	41%	54%	43%
	Somewhat Worse	1%	0%	0%	2%	3%	0%	0%	1%
	Much Worse	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	11%	21%	11%	16%	14%	6%	8%	14%
	n=	81	34	49	66	34	52	8	115

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

Vet Traits-- Attitudinals

		# OF EMPLOYEES				# OF VET EMPLOYEES				TOTAL
		<8	8-15	16-850	> 5	0	1-2	>2	Unsure	Total
PROBLEM SOLVING AND COMMUNICATING	Much better	11%	18%	18%	19%	15%	15%	21%	29%	16%
	Somewhat better	34%	26%	18%	19%	23%	29%	22%	29%	25%
	Same	40%	39%	56%	58%	48%	47%	53%	12%	47%
	Somewhat worse	7%	3%	0%	0%	2%	6%	0%	0%	3%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	8%	14%	8%	4%	12%	3%	3%	29%	9%
	n=	28	38	34	28	67	38	19	4	128
LEADERSHIP	Much better	28%	17%	36%	16%	21%	19%	57%	24%	24%
	Somewhat better	30%	29%	23%	27%	26%	32%	14%	43%	28%
	Same	30%	41%	32%	45%	41%	37%	22%	24%	37%
	Somewhat worse	3%	0%	0%	3%	3%	0%	0%	0%	2%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	9%	12%	10%	10%	10%	11%	7%	9%	10%
	n=	34	34	35	37	70	50	15	5	140
ORGANIZATION AND MANAGING MULTIPLE PRIORITIES	Much Better	17%	17%	27%	16%	14%	17%	41%	0%	18%
	Somewhat Better	32%	18%	27%	20%	22%	27%	25%	31%	24%
	Same	35%	49%	41%	44%	43%	53%	32%	0%	43%
	Somewhat Worse	4%	0%	0%	0%	2%	0%	0%	0%	1%
	Much Worse	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	12%	15%	5%	20%	20%	4%	3%	69%	14%
	n=	25	33	24	33	59	33	20	3	115

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

Vet Traits-- Attitudinal

		VETERAN EMPLOYEE SATISFACTION						VETERAN-FOCUSED TAX BREAKS					VETERAN HIRING OPTIONS					TOTAL	
		Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	No experience	Unsure	Very familiar	Somewhat familiar	Not that familiar	Unfamiliar	Unsure	All the time	Frequently	Only sometimes	Rarely	Never		Unsure
PROBLEM SOLVING AND COMMUNICATING	Much better	21%	0%	0%	0%	17%	0%	22%	20%	21%	12%	0%	25%	29%	26%	15%	11%	32%	16%
	Somewhat better	28%	55%	0%	0%	20%	5%	29%	35%	24%	22%	0%	25%	40%	36%	26%	20%	28%	25%
	Same	41%	45%	100%	0%	53%	57%	49%	38%	53%	45%	100%	50%	31%	25%	38%	58%	24%	47%
	Somewhat worse	5%	0%	0%	0%	0%	0%	0%	0%	0%	6%	0%	0%	0%	0%	5%	3%	0%	3%
	Much worse	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	5%	0%	0%	0%	9%	39%	0%	8%	1%	16%	0%	0%	0%	13%	16%	7%	16%	9%
LEADERSHIP	Much better	69	8	1	0	39	11	12	24	35	55	2	4	13	13	22	69	128	
	Somewhat better	35%	3%	0%	0%	15%	22%	41%	27%	17%	22%	50%	100%	24%	32%	26%	18%	12%	24%
	Same	26%	16%	100%	0%	32%	27%	28%	27%	32%	26%	0%	0%	31%	30%	25%	29%	22%	28%
	Somewhat worse	26%	66%	0%	100%	41%	47%	31%	25%	46%	40%	50%	0%	40%	19%	36%	44%	44%	37%
	Much worse	0%	15%	0%	0%	0%	0%	0%	2%	0%	2%	0%	0%	0%	4%	0%	2%	0%	2%
	Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ORGANIZATION AND MANAGING MULTIPLE PRIORITIES	Much Better	13%	0%	0%	0%	12%	4%	0%	18%	6%	9%	0%	4%	14%	12%	7%	22%	10%	
	Somewhat Better	73	14	1	1	40	11	7	42	53	56	2	3	11	22	33	62	140	
	Same	22%	0%	100%	0%	17%	0%	27%	13%	14%	25%	0%	11%	37%	7%	19%	18%	17%	18%
	Somewhat Worse	26%	42%	0%	0%	18%	29%	16%	21%	36%	17%	33%	22%	47%	25%	17%	21%	42%	24%
	Much Worse	44%	58%	0%	0%	44%	32%	57%	52%	39%	36%	67%	67%	16%	42%	39%	51%	21%	43%
	Unsure	0%	0%	0%	100%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	4%	0%	0%	1%
n=	8%	0%	0%	0%	0%	21%	39%	0%	14%	11%	19%	0%	0%	0%	26%	21%	10%	21%	14%
	n=	60	6	1	1	40	7	7	29	32	44	3	5	10	15	29	51	5	115

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

Vet Traits-- Attitudinal

		SPECIAL VETERAN-FRIENDLY PRACTICES?			TOTAL
		Yes	No	Unsure	Total
PROBLEM SOLVING AND COMMUNICATING	Much better	24%	10%	12%	16%
	Somewhat better	33%	19%	16%	25%
	Same	41%	53%	49%	47%
	Somewhat worse	2%	2%	5%	3%
	Much worse	0%	0%	0%	0%
	Unsure	0%	15%	18%	9%
	n=	56	55	17	128
LEADERSHIP	Much better	30%	18%	24%	24%
	Somewhat better	28%	29%	16%	28%
	Same	36%	40%	29%	37%
	Somewhat worse	0%	3%	0%	2%
	Much worse	0%	0%	0%	0%
	Unsure	6%	9%	31%	10%
	n=	57	69	14	140
ORGANIZATION AND MANAGING MULTIPLE PRIORITIES	Much Better	16%	21%	15%	18%
	Somewhat Better	29%	22%	9%	24%
	Same	44%	42%	41%	43%
	Somewhat Worse	0%	2%	0%	1%
	Much Worse	0%	0%	0%	0%
	Unsure	10%	12%	35%	14%
	n=	48	54	13	115

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