

Pure Demographics:

Table I. A1.		AGE						GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male		Female
HOME OWNERSHIP	Owner	55%	49%	66%	80%	79%	89%	83%	69%	67%	68%
	Renter	45%	51%	34%	20%	21%	11%	17%	31%	33%	32%
Total	n=	48	47	57	102	61	44	36	185	215	400
INCOME	< \$20K	8%	2%	16%	8%	8%	6%	12%	4%	12%	9%
	\$20 to 40K	23%	20%	18%	28%	12%	8%	15%	15%	23%	19%
	\$40 to 60K	19%	27%	21%	24%	22%	11%	29%	26%	20%	22%
	\$60 to 80K	17%	21%	31%	17%	18%	28%	20%	21%	22%	22%
	\$80 to 100K	8%	7%	6%	9%	19%	18%	11%	10%	9%	10%
	\$100 to 150K	16%	15%	6%	9%	10%	13%	5%	13%	10%	11%
Total	n=	35	39	48	92	49	36	35	152	186	338

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 2170 Fourth Avenue
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Pure Demographics:

Table I. A2.		AGE						GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male		Female
IDEOLOGY	Very Liberal	8%	10%	11%	6%	13%	11%	13%	8%	11%	9%
	Somewhat Liberal	17%	21%	16%	26%	33%	9%	10%	17%	22%	19%
	In Between/Unsure	20%	21%	19%	19%	15%	26%	17%	22%	17%	20%
	Somewhat Conservative	44%	33%	36%	28%	28%	23%	33%	35%	32%	33%
	Very Conservative	11%	15%	18%	21%	11%	32%	27%	18%	18%	18%
Total	n=	48	47	57	103	62	45	37	188	216	404
LENGTH OF RESIDENCY IN NEIGHBORHOOD	<3 Years	32%	34%	16%	15%	9%	6%	6%	21%	18%	20%
	3-5 Years	22%	31%	22%	19%	14%	8%	13%	23%	19%	21%
	6-10 Years	14%	18%	27%	20%	11%	2%	9%	14%	20%	17%
	11-20 Years	27%	13%	21%	35%	29%	38%	11%	25%	23%	24%
	21+ Years	6%	4%	14%	10%	37%	46%	62%	18%	20%	19%
Total	n=	48	47	57	103	62	45	37	188	216	404

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Pure Demographics:

Table I. A3.		AGE						GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male		Female
AREA	South City	17%	16%	7%	14%	26%	18%	15%	16%	14%	15%
	North City	14%	25%	31%	23%	21%	25%	27%	25%	23%	24%
	South Burbs	15%	9%	11%	7%	10%	2%	17%	9%	11%	10%
	East Burbs	19%	12%	16%	17%	7%	16%	18%	12%	17%	15%
	North Burbs	18%	14%	10%	13%	12%	19%	16%	16%	12%	14%
	North Coastal	5%	19%	19%	12%	8%	10%	6%	15%	11%	13%
	East County	12%	6%	5%	14%	16%	10%	0%	7%	10%	9%
Total	n=	48	47	57	103	62	45	37	188	216	404
CITY OF SAN DIEGO	City	43%	46%	51%	45%	55%	50%	55%	49%	48%	48%
	Not City	57%	54%	49%	55%	45%	50%	45%	51%	52%	52%
Total	n=	48	47	57	103	62	45	37	188	216	404

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Pure Demographics:

Table I. A4.		AGE						Total	
		18-24	25-34	35-44	45-54	55-64	65-74		75+
GENDER	Male	57%	59%	35%	43%	47%	51%	44%	47%
	Female	43%	41%	65%	57%	53%	49%	56%	53%
Total	n=	48	47	57	103	62	45	37	404

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 San Diego, CA 92101

Pure Demographics:

Table I. B1.		INCOME						HOME OWNERSHIP		Total	
		< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	Over \$150K	Owner		Renter
AGE	18-24	12%	16%	11%	10%	11%	20%	16%	12%	21%	15%
	25-34	6%	22%	26%	20%	15%	29%	22%	15%	33%	21%
	35-44	40%	21%	21%	31%	15%	13%	6%	22%	23%	22%
	45-54	17%	26%	19%	14%	16%	15%	13%	20%	10%	17%
	55-64	8%	6%	9%	8%	19%	9%	15%	12%	6%	10%
	65-74	5%	3%	4%	10%	15%	9%	17%	10%	3%	8%
	75+	11%	6%	10%	7%	9%	4%	10%	9%	3%	7%
Total	n=	30	64	73	70	37	35	25	284	111	399
GENDER	Male	23%	35%	52%	45%	49%	52%	68%	48%	46%	47%
	Female	77%	65%	48%	55%	51%	48%	32%	52%	54%	53%
Total	n=	30	65	73	70	37	37	26	289	111	404

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Pure Demographics:

Table I. B2.		INCOME						HOME OWNERSHIP		Total	
		< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	Over \$150K	Owner		Renter
IDEOLOGY	Very Liberal	13%	11%	10%	11%	11%	5%	7%	9%	12%	9%
	Somewhat Liberal	18%	18%	17%	25%	26%	26%	10%	21%	17%	19%
	In Between/Unsure	16%	18%	23%	21%	18%	18%	17%	19%	21%	20%
	Somewhat Conservative	32%	31%	31%	30%	27%	35%	35%	33%	34%	33%
	Very Conservative	21%	22%	19%	13%	19%	16%	31%	19%	16%	18%
Total	n=	30	65	73	70	37	37	26	289	111	404
LENGTH OF RESIDENCY IN NEIGHBORHOOD	<3 Years	11%	25%	18%	19%	23%	19%	17%	14%	31%	20%
	3-5 Years	19%	25%	19%	18%	15%	20%	31%	18%	27%	21%
	6-10 Years	31%	17%	20%	16%	17%	12%	10%	16%	19%	17%
	11-20 Years	18%	17%	24%	27%	12%	29%	26%	29%	13%	24%
	21+ Years	22%	17%	19%	19%	33%	19%	15%	22%	10%	19%
Total	n=	30	65	73	70	37	37	26	289	111	404

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Pure Demographics:

Table I. B3.		INCOME						HOME OWNERSHIP		Total	
		< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	Over \$150K	Owner		Renter
AREA	South City	15%	14%	13%	18%	8%	19%	14%	14%	18%	15%
	North City	28%	20%	26%	17%	31%	18%	43%	25%	24%	24%
	South Burbs	15%	13%	7%	10%	14%	13%	0%	10%	11%	10%
	East Burbs	20%	20%	11%	8%	12%	17%	3%	12%	22%	15%
	North Burbs	16%	10%	12%	15%	17%	15%	22%	15%	10%	14%
	North Coastal	5%	9%	16%	24%	10%	13%	6%	15%	9%	13%
	East County	0%	15%	14%	8%	9%	5%	12%	10%	7%	9%
Total	n=	30	65	73	70	37	37	26	289	111	404
CITY OF SAN DIEGO	City	57%	43%	45%	45%	46%	47%	63%	48%	50%	48%
	Not City	43%	57%	55%	55%	54%	53%	37%	52%	50%	52%
Total	n=	30	65	73	70	37	37	26	289	111	404

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Pure Demographics:

Table I. B4.		INCOME							Total
		< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	Over \$150K	
HOME OWNERSHIP	Owner	67%	63%	65%	67%	83%	76%	79%	68%
	Renter	33%	37%	35%	33%	17%	24%	21%	32%
Total	n=	30	65	73	69	35	37	26	400

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Pure Demographics:

Table I. C1.		IDEOLOGY					LENGTH OF RESIDENCY IN NEIGHBORHOOD					Total
		Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	<3 Years	3-5 Years	6-10 Years	11-20 Years	21+ Years	
AGE	18-24	12%	13%	15%	20%	9%	24%	16%	12%	17%	5%	15%
	25-34	21%	22%	23%	21%	18%	36%	31%	22%	11%	5%	21%
	35-44	24%	18%	22%	24%	22%	18%	23%	35%	19%	17%	22%
	45-54	11%	22%	16%	14%	20%	13%	15%	20%	25%	10%	17%
	55-64	13%	17%	7%	8%	6%	5%	7%	6%	12%	20%	10%
	65-74	9%	4%	11%	5%	14%	2%	3%	1%	13%	20%	8%
	75+	10%	4%	6%	7%	10%	2%	4%	4%	3%	24%	7%
Total	n=	38	84	78	124	75	67	77	61	103	91	399
GENDER	Male	40%	42%	53%	49%	48%	50%	52%	39%	49%	45%	47%
	Female	60%	58%	47%	51%	52%	50%	48%	61%	51%	55%	53%
Total	n=	38	84	79	126	77	67	77	62	104	94	404

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Pure Demographics:

		IDEOLOGY					LENGTH OF RESIDENCY IN NEIGHBORHOOD					Total
		Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	<3 Years	3-5 Years	6-10 Years	11-20 Years	21+ Years	
Table I. C2.												
INCOME	< \$20K	11%	7%	7%	9%	9%	5%	8%	15%	7%	10%	9%
	\$20 to 40K	21%	17%	18%	19%	22%	24%	23%	19%	15%	16%	19%
	\$40 to 60K	23%	19%	26%	22%	22%	21%	21%	25%	24%	22%	22%
	\$60 to 80K	23%	27%	24%	21%	15%	22%	19%	20%	26%	21%	22%
	\$80 to 100K	11%	12%	9%	8%	10%	11%	7%	9%	5%	16%	10%
	\$100 to 150K	5%	14%	10%	13%	10%	11%	11%	8%	15%	10%	11%
	Over \$150K	5%	4%	6%	8%	12%	6%	11%	4%	8%	6%	7%
Total	n=	32	73	66	99	68	56	65	53	81	83	338
HOME OWNERSHIP	Owner	61%	71%	65%	67%	71%	49%	58%	64%	83%	82%	68%
	Renter	39%	29%	35%	33%	29%	51%	42%	36%	17%	18%	32%
Total	n=	38	84	78	124	76	67	77	62	103	91	400

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Pure Demographics:

		IDEOLOGY					LENGTH OF RESIDENCY IN NEIGHBORHOOD					Total
		Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	<3 Years	3-5 Years	6-10 Years	11-20 Years	21+ Years	
Table I. C3.												
AREA	South City	9%	17%	16%	16%	12%	12%	16%	11%	18%	17%	15%
	North City	29%	28%	24%	23%	20%	28%	23%	19%	25%	25%	24%
	South Burbs	10%	11%	10%	10%	9%	13%	12%	7%	3%	17%	10%
	East Burbs	11%	10%	16%	17%	16%	12%	21%	18%	8%	17%	15%
	North Burbs	12%	12%	18%	10%	18%	9%	15%	20%	15%	11%	14%
	North Coastal	18%	15%	10%	13%	12%	16%	11%	15%	19%	3%	13%
	East County	12%	6%	5%	10%	13%	9%	2%	11%	13%	9%	9%
Total	n=	38	84	79	126	77	67	77	62	104	94	404
CITY OF SAN DIEGO	City	53%	53%	46%	47%	46%	42%	55%	42%	51%	52%	48%
	Not City	47%	47%	54%	53%	54%	58%	45%	58%	49%	48%	52%
Total	n=	38	84	79	126	77	67	77	62	104	94	404

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Pure Demographics:

Table I. C4.		IDEOLOGY					Total
		Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	
LENGTH OF RESIDENCY IN NEIGHBORHOOD	<3 Years	24%	19%	18%	22%	15%	20%
	3-5 Years	23%	20%	20%	20%	22%	21%
	6-10 Years	5%	16%	23%	18%	16%	17%
	11-20 Years	24%	30%	18%	24%	24%	24%
	21+ Years	24%	15%	22%	16%	23%	19%
Total	n=	38	84	79	126	77	404

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Pure Demographics:

Table I. D1.		AREA						CITY OF SAN DIEGO		Total	
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	City		Not City
AGE	18-24	17%	9%	22%	19%	19%	5%	20%	13%	17%	15%
	25-34	22%	21%	20%	16%	21%	30%	14%	20%	22%	21%
	35-44	11%	28%	24%	24%	16%	33%	13%	23%	21%	22%
	45-54	16%	16%	11%	20%	16%	16%	26%	16%	18%	17%
	55-64	17%	9%	10%	5%	9%	7%	18%	11%	9%	10%
	65-74	10%	8%	2%	9%	11%	6%	9%	8%	8%	8%
	75+	7%	8%	12%	8%	8%	3%	0%	8%	6%	7%
Total	n=	62	98	43	66	59	43	28	199	200	399
GENDER	Male	49%	49%	42%	39%	53%	55%	39%	48%	47%	47%
	Female	51%	51%	58%	61%	47%	45%	61%	52%	53%	53%
Total	n=	63	100	44	66	59	44	28	202	202	404

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Pure Demographics:

Table I. D2.		AREA							CITY OF SAN DIEGO		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	City	Not City	
INCOME	< \$20K	9%	10%	13%	13%	10%	3%	0%	10%	7%	9%
	\$20 to 40K	18%	16%	25%	29%	13%	13%	29%	18%	21%	19%
	\$40 to 60K	20%	25%	15%	19%	20%	26%	31%	22%	23%	22%
	\$60 to 80K	26%	16%	20%	13%	23%	38%	18%	21%	23%	22%
	\$80 to 100K	5%	12%	13%	9%	11%	7%	8%	9%	10%	10%
	\$100 to 150K	15%	9%	14%	14%	12%	11%	5%	11%	11%	11%
	Over \$150K	7%	13%	0%	1%	11%	3%	9%	10%	5%	7%
Total	n=	52	83	38	51	49	39	26	165	173	338
HOME OWNERSHIP	Owner	62%	69%	66%	53%	76%	77%	75%	67%	68%	68%
	Renter	38%	31%	34%	47%	24%	23%	25%	33%	32%	32%
Total	n=	63	99	44	66	58	43	27	201	199	400

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Pure Demographics:

Table I. D3.		AREA							CITY OF SAN DIEGO		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	City	Not City	
IDEOLOGY	Very Liberal	6%	11%	9%	7%	8%	13%	12%	10%	9%	9%
	Somewhat Liberal	22%	23%	22%	13%	17%	22%	14%	21%	18%	19%
	In Between/Unsure	21%	19%	19%	21%	26%	15%	11%	19%	21%	20%
	Somewhat Conservative	36%	32%	34%	39%	25%	34%	36%	33%	34%	33%
	Very Conservative	15%	15%	16%	20%	24%	16%	26%	17%	19%	18%
Total	n=	63	100	44	66	59	44	28	202	202	404
LENGTH OF RESIDENCY IN NEIGHBORHOOD	<3 Years	16%	22%	25%	16%	13%	25%	20%	17%	22%	20%
	3-5 Years	22%	20%	24%	30%	22%	17%	5%	23%	18%	21%
	6-10 Years	12%	13%	12%	20%	24%	19%	21%	15%	19%	17%
	11-20 Years	29%	25%	6%	12%	26%	34%	34%	25%	23%	24%
	21+ Years	21%	20%	32%	21%	15%	5%	19%	20%	18%	19%
Total	n=	63	100	44	66	59	44	28	202	202	404

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Charger Fan Demographics:

Table II. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
FAN OF CHARGERS	Not a Fan at All	31%	39%	33%	27%	35%	34%	35%	30%	36%	33%
	Casual Fan	39%	39%	43%	39%	44%	34%	37%	38%	41%	40%
	Big Fan	30%	21%	24%	33%	20%	32%	28%	32%	22%	27%
Total	n=	48	47	57	103	62	45	37	188	216	404

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Charger Fan Demographics:

Table II. A2.		INCOME							HOME OWNERSHIP		Total
		< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	Over \$150K	Owner	Renter	
FAN OF CHARGERS	Not a Fan at All	27%	33%	30%	36%	41%	37%	25%	34%	31%	33%
	Casual Fan	47%	39%	46%	42%	34%	25%	52%	37%	46%	40%
	Big Fan	26%	29%	24%	21%	26%	38%	23%	29%	23%	27%
Total	n=	30	65	73	70	37	37	26	289	111	404

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Charger Fan Demographics:

Table II. A3.		IDEOLOGY					LENGTH OF RESIDENCY IN NEIGHBORHOOD					Total
		Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	<3 Years	3-5 Years	6-10 Years	11-20 Years	21+ Years	
FAN OF CHARGERS	Not a Fan at All	37%	40%	29%	34%	27%	45%	31%	26%	31%	35%	33%
	Casual Fan	38%	41%	38%	38%	44%	26%	45%	49%	47%	31%	40%
	Big Fan	24%	20%	33%	27%	29%	29%	25%	25%	23%	35%	27%
Total	n=	38	84	79	126	77	67	77	62	104	94	404

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Charger Fan Demographics:

Table II. A4.		AREA							CITY OF SAN DIEGO		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	City	Not City	
FAN OF CHARGERS	Not a Fan at All	29%	38%	49%	19%	44%	32%	21%	33%	33%	33%
	Casual Fan	37%	34%	33%	49%	38%	38%	58%	36%	44%	40%
	Big Fan	34%	29%	18%	32%	18%	30%	21%	31%	23%	27%
Total	n=	63	100	44	66	59	44	28	202	202	404

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Charger Ownership Impression Demographics:

Table III. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
CHARGERS OWNERSHIP IMPRESSION	Don't Know Anything	53%	41%	30%	37%	36%	46%	41%	29%	49%	39%
	Very Unfavorable	8%	13%	16%	9%	12%	16%	8%	14%	10%	12%
	Somewhat Unfavorable	6%	13%	16%	11%	20%	2%	11%	14%	10%	12%
	Know/Unsure	21%	6%	8%	7%	11%	7%	5%	9%	9%	9%
	Somewhat Favorable	4%	8%	25%	27%	17%	19%	17%	20%	14%	17%
	Very Favorable	8%	19%	5%	8%	5%	10%	19%	13%	8%	10%
Total	n=	48	47	57	103	62	45	37	188	216	404

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Charger Ownership Impression Demographics:

Table III. A2.		INCOME							HOME OWNERSHIP		Total
		< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	Over \$150K	Owner	Renter	
CHARGERS OWNERSHIP IMPRESSION	Don't Know Anything	49%	48%	39%	34%	37%	38%	34%	34%	49%	39%
	Very Unfavorable	8%	11%	14%	20%	4%	10%	7%	15%	6%	12%
	Somewhat Unfavorable	14%	11%	8%	12%	13%	17%	23%	13%	10%	12%
	Know/Unsure	0%	8%	9%	13%	15%	9%	3%	10%	9%	9%
	Somewhat Favorable	14%	10%	20%	10%	24%	18%	14%	18%	15%	17%
	Very Favorable	14%	12%	9%	10%	6%	8%	20%	11%	10%	10%
Total	n=	30	65	73	70	37	37	26	289	111	404

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

Charger Ownership Impression Demographics:

		IDEOLOGY					LENGTH OF RESIDENCY IN NEIGHBORHOOD					Total
		Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	<3 Years	3-5 Years	6-10 Years	11-20 Years	21+ Years	
Table III. A3.												
CHARGERS OWNERSHIP IMPRESSION	Don't Know Anything	38%	40%	35%	38%	46%	49%	37%	42%	28%	43%	39%
	Very Unfavorable	32%	15%	14%	9%	3%	5%	12%	7%	20%	15%	12%
	Somewhat Unfavorable	8%	13%	7%	14%	13%	6%	14%	17%	13%	9%	12%
	Know/Unsure	2%	13%	14%	9%	7%	11%	7%	11%	14%	4%	9%
	Somewhat Favorable	20%	15%	15%	18%	18%	17%	19%	20%	14%	15%	17%
	Very Favorable	0%	4%	15%	13%	13%	12%	11%	4%	11%	13%	10%
Total	n=	38	84	79	126	77	67	77	62	104	94	404

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 2170 Fourth Avenue
 San Diego, CA 92101

Charger Ownership Impression Demographics:

		AREA							CITY OF SAN DIEGO		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	City	Not City	
Table III. A4.											
CHARGERS OWNERSHIP IMPRESSION	Don't Know Anything	38%	37%	53%	31%	45%	33%	45%	39%	40%	39%
	Very Unfavorable	11%	15%	12%	7%	11%	22%	3%	13%	12%	12%
	Somewhat Unfavorable	9%	11%	16%	11%	15%	18%	3%	11%	12%	12%
	Know/Unsure	14%	7%	7%	12%	7%	3%	20%	9%	10%	9%
	Somewhat Favorable	14%	13%	6%	23%	19%	17%	30%	15%	18%	17%
	Very Favorable	14%	17%	7%	15%	2%	7%	0%	14%	7%	10%
Total	n=	63	100	44	66	59	44	28	202	202	404

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 San Diego, CA 92101

Charger Ownership Impression Attitudinals:

Table III. A5.		FAN OF CHARGERS			Total
		Not a Fan at All	Casual Fan	Big Fan	
CHARGERS OWNERSHIP IMPRESSION	Don't Know Anything	57%	40%	16%	39%
	Very Unfavorable	17%	12%	6%	12%
	Somewhat Unfavorable	11%	15%	8%	12%
	Know/Unsure	9%	10%	9%	9%
	Somewhat Favorable	6%	15%	34%	17%
	Very Favorable	1%	8%	26%	10%
Total	n=	133	158	113	404

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 San Diego, CA 92101

Charger Contribution to Community Demographics:

Table V. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
CHARGERS CONTRIBUTION TO COMMUNITY	Nothing at All	9%	6%	8%	5%	2%	6%	3%	6%	6%	6%
	Not much	8%	12%	11%	6%	15%	7%	11%	13%	7%	10%
	Unsure	26%	22%	24%	19%	23%	23%	37%	20%	27%	24%
	Some	37%	47%	39%	43%	41%	32%	35%	39%	42%	41%
	A Lot	20%	13%	18%	27%	19%	33%	14%	22%	17%	20%
Total	n=	48	47	57	103	62	45	37	188	216	404

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Charger Contribution to Community Demographics:

Table V. A2.		INCOME						HOME OWNERSHIP		Total	
		< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	Over \$150K	Owner		Renter
CHARGERS CONTRIBUTION TO COMMUNITY	Nothing at All	0%	13%	5%	9%	0%	8%	0%	7%	4%	6%
	Not much	0%	12%	5%	13%	12%	9%	9%	9%	10%	10%
	Unsure	24%	23%	34%	23%	11%	20%	11%	20%	30%	24%
	Some	63%	36%	40%	34%	61%	38%	48%	43%	36%	41%
	A Lot	13%	17%	16%	21%	15%	25%	33%	20%	19%	20%
Total	n=	30	65	73	70	37	37	26	289	111	404

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Charger Contribution to Community Demographics:

Table V. A3.		IDEOLOGY					LENGTH OF RESIDENCY IN NEIGHBORHOOD					Total
		Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	<3 Years	3-5 Years	6-10 Years	11-20 Years	21+ Years	
CHARGERS CONTRIBUTION TO COMMUNITY	Nothing at All	15%	9%	2%	6%	3%	6%	8%	2%	9%	5%	6%
	Not much	11%	10%	10%	9%	9%	7%	6%	10%	13%	13%	10%
	Unsure	33%	24%	24%	21%	23%	30%	25%	21%	20%	23%	24%
	Some	20%	42%	35%	48%	42%	31%	38%	48%	45%	41%	41%
	A Lot	20%	15%	30%	15%	22%	26%	24%	19%	13%	18%	20%
Total	n=	38	84	79	126	77	67	77	62	104	94	404

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Charger Contribution to Community Demographics:

Table V. A4.		AREA							CITY OF SAN DIEGO		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	City	Not City	
CHARGERS CONTRIBUTION TO COMMUNITY	Nothing at All	11%	4%	2%	2%	12%	7%	5%	6%	6%	6%
	Not much	10%	7%	9%	15%	1%	15%	16%	7%	13%	10%
	Unsure	13%	32%	30%	13%	25%	22%	31%	23%	24%	24%
	Some	39%	39%	45%	51%	45%	37%	26%	42%	39%	41%
	A Lot	27%	19%	14%	19%	17%	19%	22%	22%	17%	20%
Total	n=	63	100	44	66	59	44	28	202	202	404

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Charger Contribution to Community Attitudinals:

Table V. A5.		FAN OF CHARGERS			Total
		Not a Fan at All	Casual Fan	Big Fan	
CHARGERS CONTRIBUTION TO COMMUNITY	Nothing at All	13%	4%	2%	6%
	Not much	10%	16%	1%	10%
	Unsure	36%	22%	11%	24%
	Some	34%	43%	46%	41%
	A Lot	8%	15%	41%	20%
Total	n=	133	158	113	404

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New Stadium Opinion Demographics:

Table VI. A1.		AGE						GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male		Female
NEW STADIUM APPROVAL	Disapprove, Strongly	20%	29%	23%	29%	46%	21%	16%	24%	30%	27%
	Disapprove, Somewhat	13%	8%	21%	14%	8%	24%	18%	12%	17%	15%
	Unsure	5%	6%	14%	10%	13%	27%	19%	8%	15%	12%
	Approve, Somewhat	29%	31%	17%	23%	22%	16%	22%	26%	21%	23%
	Approve, Strongly	33%	26%	24%	23%	12%	13%	25%	30%	18%	24%
Total	n=	48	47	57	103	62	45	37	188	216	404

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New Stadium Opinion Demographics:

Table VI. A2.		INCOME						HOME OWNERSHIP		Total	
		< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	Over \$150K	Owner		Renter
NEW STADIUM APPROVAL	Disapprove, Strongly	23%	30%	28%	23%	31%	21%	39%	29%	21%	27%
	Disapprove, Somewhat	21%	14%	8%	21%	12%	14%	3%	15%	14%	15%
	Unsure	20%	16%	16%	9%	11%	13%	7%	13%	9%	12%
	Approve, Somewhat	14%	14%	34%	21%	35%	28%	16%	21%	27%	23%
	Approve, Strongly	22%	27%	14%	25%	11%	24%	36%	21%	29%	24%
Total	n=	30	65	73	70	37	37	26	289	111	404

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New Stadium Opinion Demographics:

		IDEOLOGY					LENGTH OF RESIDENCY IN NEIGHBORHOOD					Total
		Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	<3 Years	3-5 Years	6-10 Years	11-20 Years	21+ Years	
Table VI. A3.												
NEW STADIUM APPROVAL	Disapprove, Strongly	48%	29%	28%	21%	23%	18%	22%	40%	29%	25%	27%
	Disapprove, Somewhat	5%	15%	11%	19%	14%	14%	11%	13%	14%	21%	15%
	Unsure	13%	5%	15%	10%	19%	7%	11%	9%	14%	18%	12%
	Approve, Somewhat	15%	27%	21%	26%	21%	30%	25%	22%	20%	17%	23%
	Approve, Strongly	19%	25%	25%	24%	23%	30%	31%	14%	23%	18%	24%
Total	n=	38	84	79	126	77	67	77	62	104	94	404

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New Stadium Opinion Demographics:

		AREA							CITY OF SAN DIEGO		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	City	Not City	
Table VI. A4.											
NEW STADIUM APPROVAL	Disapprove, Strongly	22%	31%	27%	20%	25%	28%	37%	27%	27%	27%
	Disapprove, Somewhat	10%	17%	22%	22%	8%	12%	9%	14%	15%	15%
	Unsure	11%	11%	15%	9%	15%	10%	16%	11%	12%	12%
	Approve, Somewhat	22%	21%	20%	29%	22%	25%	23%	21%	25%	23%
	Approve, Strongly	35%	20%	17%	20%	30%	25%	16%	27%	20%	24%
Total	n=	63	100	44	66	59	44	28	202	202	404

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New Stadium Opinion Attitudinals:

Table VI. A5.		FAN OF CHARGERS			Total
		Not a Fan at All	Casual Fan	Big Fan	
NEW STADIUM APPROVAL	Disapprove, Strongly	43%	25%	9%	27%
	Disapprove, Somewhat	13%	19%	10%	15%
	Unsure	11%	11%	13%	12%
	Approve, Somewhat	23%	20%	28%	23%
	Approve, Strongly	10%	24%	40%	24%
Total	n=	133	158	113	404

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New Stadium Opinion Attitudinals:

Table VI. A6.		CHARGERS OWNERSHIP IMPRESSION						CHARGERS CONTRIBUTION TO COMMUNITY					Total
		Don't Know Anything	Very Unfavorable	Somewhat Unfavorable	Know/Unsure	Somewhat Favorable	Very Favorable	Nothing at All	Not much	Unsure	Some	A Lot	
NEW STADIUM APPROVAL	Disapprove, Strongly	26%	59%	27%	31%	19%	1%	48%	40%	25%	29%	11%	27%
	Disapprove, Somewhat	17%	12%	16%	12%	16%	8%	5%	19%	16%	17%	8%	15%
	Unsure	17%	5%	9%	14%	8%	11%	9%	10%	22%	8%	10%	12%
	Approve, Somewhat	23%	12%	27%	17%	28%	30%	17%	8%	27%	25%	24%	23%
	Approve, Strongly	17%	13%	22%	26%	30%	50%	21%	24%	10%	21%	46%	24%
Total	n=	159	48	48	36	72	41	22	38	95	164	85	404

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Attitude Toward Potential LA Move Demographics:

Table VII. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
ATTITUDE TOWARD CHARGERS MOVE TO LA	Very Unhappy	33%	29%	30%	33%	19%	24%	22%	34%	24%	29%
	Somewhat Unhappy	9%	14%	12%	17%	11%	16%	11%	13%	13%	13%
	No Difference/Unsure	47%	46%	44%	38%	57%	48%	57%	40%	51%	46%
	Somewhat Happy	8%	2%	2%	4%	1%	5%	0%	3%	3%	3%
	Very Happy	2%	9%	12%	9%	11%	7%	11%	9%	9%	9%
Total	n=	48	47	57	103	62	45	37	188	216	404

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Attitude Toward Potential LA Move Demographics:

Table VII. A2.		INCOME							HOME OWNERSHIP		Total
		< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	Over \$150K	Owner	Renter	
ATTITUDE TOWARD CHARGERS MOVE TO LA	Very Unhappy	49%	32%	19%	25%	28%	32%	38%	28%	30%	29%
	Somewhat Unhappy	7%	14%	9%	12%	17%	26%	11%	14%	11%	13%
	No Difference/Unsure	42%	43%	50%	47%	50%	38%	38%	46%	45%	46%
	Somewhat Happy	0%	0%	5%	5%	4%	0%	0%	3%	5%	3%
	Very Happy	2%	11%	16%	11%	0%	3%	13%	9%	9%	9%
Total	n=	30	65	73	70	37	37	26	289	111	404

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Attitude Toward Potential LA Move Demographics:

Table VII. A3.		IDEOLOGY					LENGTH OF RESIDENCY IN NEIGHBORHOOD					Total
		Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	<3 Years	3-5 Years	6-10 Years	11-20 Years	21+ Years	
ATTITUDE TOWARD CHARGERS MOVE TO LA	Very Unhappy	18%	32%	36%	28%	25%	31%	31%	36%	21%	27%	29%
	Somewhat Unhappy	10%	10%	13%	18%	8%	18%	15%	8%	15%	8%	13%
	No Difference/Unsure	63%	49%	34%	45%	49%	42%	41%	48%	46%	54%	46%
	Somewhat Happy	0%	2%	7%	1%	6%	2%	1%	2%	8%	3%	3%
	Very Happy	10%	7%	9%	9%	11%	8%	13%	6%	10%	8%	9%
Total	n=	38	84	79	126	77	67	77	62	104	94	404

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Attitude Toward Potential LA Move Demographics:

Table VII. A4.		AREA							CITY OF SAN DIEGO		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	City	Not City	
ATTITUDE TOWARD CHARGERS MOVE TO LA	Very Unhappy	31%	33%	17%	43%	25%	18%	25%	32%	26%	29%
	Somewhat Unhappy	11%	13%	19%	9%	9%	18%	15%	13%	13%	13%
	No Difference/Unsure	49%	43%	55%	37%	56%	40%	49%	45%	47%	46%
	Somewhat Happy	3%	1%	1%	4%	2%	9%	3%	3%	4%	3%
	Very Happy	6%	11%	7%	7%	8%	16%	8%	8%	10%	9%
Total	n=	63	100	44	66	59	44	28	202	202	404

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Attitude Toward Potential LA Move Attitudinals:

Table VII. A5.		FAN OF CHARGERS			Total
		Not a Fan at All	Casual Fan	Big Fan	
ATTITUDE TOWARD CHARGERS MOVE TO LA	Very Unhappy	9%	24%	59%	29%
	Somewhat Unhappy	10%	17%	10%	13%
	No Difference/Unsure	69%	47%	15%	46%
	Somewhat Happy	1%	5%	4%	3%
	Very Happy	10%	6%	13%	9%
Total	n=	133	158	113	404

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Attitude Toward Potential LA Move Attitudinals:

Table VII. A6.		CHARGERS OWNERSHIP IMPRESSION					CHARGERS CONTRIBUTION TO COMMUNITY					Total	
		Don't Know Anything	Very Unfavorable	Somewhat Unfavorable	Know/Unsure	Somewhat Favorable	Very Favorable	Nothing at All	Not much	Unsure	Some		A Lot
ATTITUDE TOWARD CHARGERS MOVE TO LA	Very Unhappy	19%	13%	19%	29%	47%	63%	16%	7%	15%	30%	58%	29%
	Somewhat Unhappy	10%	16%	22%	19%	11%	6%	2%	14%	9%	18%	10%	13%
	No Difference/Unsure	61%	43%	56%	45%	30%	10%	68%	60%	68%	38%	23%	46%
	Somewhat Happy	4%	4%	1%	6%	2%	3%	0%	13%	1%	4%	1%	3%
	Very Happy	6%	24%	1%	0%	10%	18%	14%	7%	7%	10%	8%	9%
Total	n=	159	48	48	36	72	41	22	38	95	164	85	404

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