

Pure Demographics:

Table I. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
VOTER REGISTRATION	Yes	55%	70%	81%	83%	88%	91%	90%	77%	77%	77%
	No	45%	30%	19%	17%	12%	9%	10%	23%	23%	23%
Total	n=	35	65	71	74	56	45	49	189	217	406
IDEOLOGY	Very Liberal	17%	21%	5%	19%	3%	20%	6%	14%	14%	14%
	Somewhat Liberal	30%	18%	19%	15%	27%	11%	8%	18%	19%	19%
	In Between/Unsure	20%	16%	12%	12%	17%	18%	18%	15%	16%	16%
	Somewhat Conservative	29%	30%	42%	31%	42%	28%	39%	36%	33%	34%
	Very Conservative	4%	16%	21%	22%	11%	23%	30%	17%	17%	17%
Total	n=	35	65	71	72	55	44	48	184	216	400
INCOME	< \$20K	21%	6%	6%	14%	12%	21%	29%	11%	14%	13%
	\$20 to 40K	30%	28%	20%	13%	12%	22%	29%	23%	22%	22%
	\$40 to 60K	22%	26%	19%	21%	11%	34%	17%	24%	20%	22%
	\$60 to 80K	22%	13%	12%	14%	15%	7%	5%	12%	15%	14%
	\$80 to 100K	2%	10%	14%	13%	12%	5%	6%	8%	11%	10%
	\$100 to 150K	3%	12%	18%	11%	21%	5%	13%	14%	10%	12%
	> \$150K	0%	5%	11%	13%	17%	6%	2%	7%	8%	8%
Total	n=	32	61	64	64	45	36	36	164	181	345

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

**Pure Demographics:**

Table I. A2.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
AREA	South City	9%	27%	15%	12%	18%	9%	4%	18%	12%	15%
	North City	27%	24%	28%	20%	24%	17%	21%	28%	22%	25%
	South Burbs	11%	15%	8%	10%	9%	4%	8%	9%	11%	10%
	East Burbs	21%	4%	10%	16%	16%	33%	25%	15%	14%	15%
	North Burbs	13%	13%	16%	11%	11%	17%	18%	13%	15%	14%
	North Coastal	7%	18%	10%	14%	14%	15%	14%	15%	11%	13%
	East County	12%	0%	12%	17%	8%	5%	9%	2%	15%	9%
Total	n=	35	65	71	74	56	45	49	190	217	407
CITY VS. NON CITY	Non City	63%	47%	54%	67%	58%	72%	73%	54%	64%	59%
	City	37%	53%	46%	33%	42%	28%	27%	46%	36%	41%
Total	n=	35	65	71	74	56	45	49	190	217	407

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

**Pure Demographics:**

Table I. A3.		AGE							Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	
GENDER	Male	42%	53%	41%	45%	53%	39%	57%	47%
	Female	58%	47%	59%	55%	47%	61%	43%	53%
Total	n=	35	65	71	74	56	45	49	407

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

Pure Demographics:

		VOTER REGISTRATION		IDEOLOGY					INCOME							Total
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K	
Table I. B1.																
AGE	18-24	11%	30%	19%	24%	19%	13%	4%	26%	22%	16%	26%	4%	4%	0%	15%
	25-34	19%	27%	32%	20%	22%	18%	19%	11%	28%	27%	21%	23%	23%	15%	21%
	35-44	23%	18%	8%	22%	18%	27%	27%	11%	20%	20%	20%	32%	33%	30%	22%
	45-54	18%	13%	24%	13%	13%	15%	21%	19%	10%	17%	17%	22%	15%	28%	17%
	55-64	11%	5%	3%	14%	11%	12%	6%	9%	5%	5%	10%	12%	16%	20%	10%
	65-74	9%	3%	11%	5%	9%	7%	10%	12%	7%	11%	4%	4%	3%	6%	8%
	75+	8%	3%	3%	3%	8%	8%	12%	13%	8%	5%	2%	4%	6%	2%	7%
Total	n=	318	77	50	70	62	135	73	47	76	67	40	37	44	27	395
GENDER	Male	47%	47%	45%	45%	44%	49%	46%	43%	49%	53%	42%	40%	55%	45%	47%
	Female	53%	53%	55%	55%	56%	51%	54%	57%	51%	47%	58%	60%	45%	55%	53%
Total	n=	326	80	53	70	64	139	74	47	78	69	42	37	44	28	407

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

Pure Demographics:

		VOTER REGISTRATION		IDEOLOGY					INCOME							Total
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K	
Table I. B2.																
AREA	South City	14%	18%	17%	14%	23%	13%	8%	16%	20%	16%	15%	16%	7%	8%	15%
	North City	24%	26%	32%	15%	22%	27%	27%	14%	17%	23%	29%	28%	30%	40%	25%
	South Burbs	11%	7%	7%	14%	12%	9%	7%	20%	12%	10%	8%	6%	7%	3%	10%
	East Burbs	15%	13%	12%	23%	10%	9%	24%	17%	18%	16%	11%	4%	14%	18%	15%
	North Burbs	14%	16%	13%	12%	12%	17%	14%	13%	19%	8%	10%	29%	14%	7%	14%
	North Coastal	13%	14%	12%	14%	11%	13%	15%	11%	15%	12%	8%	17%	21%	10%	13%
	East County	10%	6%	7%	9%	10%	11%	5%	8%	0%	14%	18%	0%	6%	14%	9%
Total	n=	326	80	53	70	64	139	74	47	78	69	42	37	44	28	407
CITY VS. NON CITY	Non City	59%	58%	51%	66%	58%	57%	64%	64%	61%	59%	55%	57%	65%	50%	59%
	City	41%	42%	49%	34%	42%	43%	36%	36%	39%	41%	45%	43%	35%	50%	41%
Total	n=	326	80	53	70	64	139	74	47	78	69	42	37	44	28	407

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

**Pure Demographics:**

Table I. B2.		VOTER REGISTRATION		Total
		Yes	No	
IDEOLOGY	Very Liberal	12%	21%	14%
	Somewhat Liberal	20%	15%	19%
	In Between/Unsure	14%	20%	16%
	Somewhat Conservative	35%	33%	34%
	Very Conservative	19%	10%	17%
Total	n=	322	78	400
INCOME	< \$20K	11%	18%	13%
	\$20 to 40K	21%	25%	22%
	\$40 to 60K	22%	22%	22%
	\$60 to 80K	13%	16%	14%
	\$80 to 100K	11%	6%	10%
	\$100 to 150K	13%	9%	12%
	> \$150K	9%	4%	8%
Total	n=	271	74	345

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

**Pure Demographics:**

Table I. B3.		INCOME							Total
		< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K	
IDEOLOGY	Very Liberal	12%	13%	19%	8%	8%	19%	10%	14%
	Somewhat Liberal	15%	21%	13%	24%	18%	21%	26%	19%
	In Between/Unsure	22%	17%	16%	12%	9%	7%	20%	16%
	Somewhat Conservative	32%	38%	35%	35%	49%	38%	32%	34%
	Very Conservative	20%	12%	17%	22%	16%	14%	11%	17%
Total	n=	44	78	69	42	37	44	28	400
VOTER REGISTRATION	Yes	64%	72%	76%	72%	85%	81%	89%	77%
	No	36%	28%	24%	28%	15%	19%	11%	23%
Total	n=	47	78	69	42	37	44	28	406

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

**Pure Demographics:**

Table I. C1.		AREA							CITY VS. NON CITY		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Non City	City	
AGE	18-24	9%	17%	17%	21%	14%	8%	20%	16%	14%	15%
	25-34	37%	21%	31%	6%	19%	29%	0%	17%	28%	21%
	35-44	22%	26%	18%	15%	26%	17%	29%	20%	25%	22%
	45-54	13%	14%	17%	19%	14%	18%	32%	19%	14%	17%
	55-64	12%	10%	9%	11%	8%	11%	8%	10%	10%	10%
	65-74	5%	6%	3%	18%	10%	10%	4%	10%	5%	8%
	75+	2%	6%	6%	12%	9%	8%	7%	9%	5%	7%
Total	n=	53	95	46	53	71	60	17	239	156	395
GENDER	Male	59%	52%	42%	48%	44%	54%	9%	43%	53%	47%
	Female	41%	48%	58%	52%	56%	46%	91%	57%	47%	53%
Total	n=	54	101	46	53	74	62	17	244	163	407

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

**Pure Demographics:**

Table I. C2.		AREA							CITY VS. NON CITY		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Non City	City	
VOTER REGISTRATION	Yes	72%	76%	83%	80%	74%	77%	86%	78%	77%	77%
	No	28%	24%	17%	20%	26%	23%	14%	22%	23%	23%
Total	n=	54	100	46	53	74	62	17	244	162	406
IDEOLOGY	Very Liberal	17%	18%	10%	12%	13%	12%	11%	12%	17%	14%
	Somewhat Liberal	18%	11%	27%	29%	16%	20%	18%	21%	15%	19%
	In Between/Unsure	25%	14%	19%	11%	13%	13%	17%	15%	16%	16%
	Somewhat Conservative	31%	38%	32%	21%	41%	35%	43%	33%	36%	34%
	Very Conservative	10%	19%	12%	28%	17%	20%	10%	18%	15%	17%
Total	n=	53	100	45	53	71	61	17	239	161	400
INCOME	< \$20K	13%	8%	25%	15%	12%	11%	11%	14%	11%	13%
	\$20 to 40K	29%	16%	26%	27%	29%	25%	0%	23%	21%	22%
	\$40 to 60K	24%	21%	22%	24%	13%	19%	37%	22%	22%	22%
	\$60 to 80K	14%	17%	12%	10%	10%	8%	29%	13%	15%	14%
	\$80 to 100K	10%	11%	6%	3%	20%	12%	0%	9%	10%	10%
	\$100 to 150K	6%	15%	8%	12%	12%	19%	9%	13%	10%	12%
	> \$150K	4%	13%	2%	10%	4%	6%	14%	7%	10%	8%
Total	n=	46	83	41	45	62	54	14	208	137	345

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

**Trolley Ridership Demographics:**

Table II. A1.		AGE						GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male		Female
TROLLEY RIDERSHIP	Never	44%	25%	37%	41%	43%	53%	70%	38%	44%	41%
	Less than Once per Year	5%	24%	25%	21%	11%	9%	9%	15%	18%	17%
	Once or Twice per Year	24%	26%	33%	26%	35%	20%	15%	28%	26%	26%
	Once or Twice per Month	13%	15%	4%	8%	7%	12%	2%	13%	5%	9%
	Once or Twice per Week	14%	5%	1%	2%	2%	7%	2%	3%	6%	5%
	Once a Day	0%	4%	0%	2%	2%	0%	2%	2%	1%	1%
Total	n=	59	83	87	67	40	32	28	191	216	407

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

**Trolley Ridership Demographics:**

		VOTER REGISTRATION		IDEOLOGY					INCOME						Total	
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K		> \$150K
Table II. A2.																
TROLLEY RIDERSHIP	Never	39%	50%	43%	26%	41%	45%	50%	59%	35%	32%	34%	38%	34%	60%	41%
	Less than Once per Year	20%	8%	19%	15%	21%	16%	17%	6%	26%	13%	18%	16%	21%	9%	17%
	Once or Twice per Year	29%	16%	20%	34%	18%	28%	27%	15%	23%	42%	17%	44%	25%	20%	26%
	Once or Twice per Month	7%	17%	16%	10%	10%	7%	6%	8%	12%	13%	8%	2%	7%	12%	9%
	Once or Twice per Week	4%	9%	2%	14%	5%	4%	0%	12%	4%	0%	13%	0%	13%	0%	5%
	Once a Day	2%	0%	0%	1%	5%	2%	0%	2%	0%	0%	10%	0%	0%	0%	1%
Total	n=	314	92	56	75	63	138	69	44	79	77	49	33	42	28	407

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

**Trolley Ridership Demographics:**

		AREA							CITY VS. NON CITY		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Non City	City	
Table II. A3.											
TROLLEY RIDERSHIP	Never	30%	36%	30%	31%	56%	54%	61%	47%	33%	41%
	Less than Once per Year	19%	14%	18%	25%	16%	15%	13%	16%	18%	17%
	Once or Twice per Year	26%	33%	26%	33%	25%	20%	11%	24%	29%	26%
	Once or Twice per Month	19%	13%	6%	8%	1%	8%	0%	5%	14%	9%
	Once or Twice per Week	1%	2%	18%	3%	3%	2%	14%	6%	3%	5%
	Once a Day	5%	1%	2%	0%	0%	1%	0%	0%	3%	1%
Total	n=	60	101	39	59	58	53	36	240	167	407

Competitive Edge Research & Communication, Inc.  
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**Trolley System Satisfaction Demographics:**

Table III. A1.		AGE						GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male		Female
TROLLEY SYSTEM SATISFACTION	Poor	11%	8%	6%	1%	6%	5%	6%	9%	4%	6%
	Only Fair	7%	14%	15%	10%	9%	12%	8%	10%	13%	12%
	Unsure	32%	16%	31%	32%	31%	32%	38%	24%	33%	29%
	Good	31%	30%	38%	42%	40%	28%	31%	34%	36%	35%
	Excellent	20%	31%	10%	15%	13%	22%	16%	23%	15%	18%
Total	n=	59	83	87	67	40	32	28	191	216	407

Competitive Edge Research & Communication, Inc.  
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**Trolley System Satisfaction Demographics:**

Table III. A2.		VOTER REGISTRATION		IDEOLOGY					INCOME						Total	
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K		> \$150K
TROLLEY SYSTEM SATISFACTION	Poor	6%	5%	9%	4%	8%	5%	7%	5%	8%	3%	4%	8%	11%	12%	6%
	Only Fair	14%	4%	13%	8%	7%	15%	13%	10%	12%	8%	11%	10%	19%	18%	12%
	Unsure	26%	38%	29%	23%	34%	27%	33%	39%	22%	22%	29%	35%	25%	18%	29%
	Good	35%	34%	32%	39%	31%	39%	30%	16%	37%	47%	35%	42%	30%	42%	35%
	Excellent	18%	18%	16%	27%	19%	15%	17%	30%	22%	20%	21%	5%	15%	11%	18%
Total	n=	314	92	56	75	63	138	69	44	79	77	49	33	42	28	407

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

**Trolley System Satisfaction Demographics:**

Table III. A3.		AREA							CITY VS. NON CITY		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Non City	City	
TROLLEY SYSTEM SATISFACTION	Poor	9%	13%	1%	7%	1%	2%	0%	3%	11%	6%
	Only Fair	15%	17%	8%	10%	11%	10%	0%	8%	16%	12%
	Unsure	22%	22%	15%	16%	46%	36%	58%	35%	21%	29%
	Good	23%	35%	43%	49%	32%	33%	29%	37%	31%	35%
	Excellent	31%	12%	34%	18%	9%	19%	14%	17%	21%	18%
Total	n=	60	101	39	59	58	53	36	240	167	407

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

**Trolley System Satisfaction Demographics:**

Table III. A4.		TROLLEY RIDERSHIP					Total
		Never	Less than Once per Year	Once or Twice per Year	Once or Twice per Month	Once or Twice per Week	
TROLLEY SYSTEM SATISFACTION	Poor	4%	9%	5%	13%	9%	6%
	Only Fair	9%	17%	15%	3%	11%	12%
	Unsure	62%	16%	2%	0%	2%	29%
	Good	19%	35%	62%	31%	31%	35%
	Excellent	6%	24%	16%	52%	48%	18%
Total	n=	168	69	108	37	25	407

Competitive Edge Research & Communication, Inc.  
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**Trolley System Satisfaction Demographics:**

Table IV. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
NEW TROLLEY LINE IMPACT ON TROLLEY RIDERSHIP	Does Not Increase the Likelihood at All	32%	49%	71%	69%	55%	60%	73%	58%	58%	58%
	Unsure	8%	1%	4%	3%	3%	4%	12%	3%	6%	5%
	Increases the Likelihood Somewhat	47%	28%	18%	18%	34%	20%	9%	25%	26%	26%
	Increases the Likelihood Greatly	13%	21%	7%	11%	8%	15%	5%	13%	10%	12%
Total	n=	59	83	87	67	40	32	28	191	216	407

Competitive Edge Research & Communication, Inc.  
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**Trolley System Satisfaction Demographics:**

Table IV. A2.		VOTER REGISTRATION		IDEOLOGY					INCOME							Total
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K	
NEW TROLLEY LINE IMPACT ON TROLLEY RIDERSHIP	Does Not Increase the Likelihood at All	60%	53%	58%	49%	52%	64%	59%	46%	50%	54%	56%	65%	67%	68%	58%
	Unsure	5%	5%	3%	0%	11%	3%	8%	5%	6%	7%	2%	3%	1%	8%	5%
	Increases the Likelihood Somewhat	25%	28%	29%	35%	24%	25%	16%	26%	26%	26%	31%	22%	30%	19%	26%
	Increases the Likelihood Greatly	11%	14%	10%	16%	13%	8%	16%	23%	18%	13%	11%	9%	2%	6%	12%
Total	n=	314	92	56	75	63	138	69	44	79	77	49	33	42	28	407

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**Trolley System Satisfaction Demographics:**

Table IV. A3.		AREA						CITY VS. NON CITY		Total	
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Non City		City
NEW TROLLEY LINE IMPACT ON TROLLEY RIDERSHIP	Does Not Increase the Likelihood at All	39%	69%	54%	39%	74%	65%	62%	59%	57%	58%
	Unsure	3%	2%	1%	4%	4%	7%	15%	6%	3%	5%
	Increases the Likelihood Somewhat	39%	24%	26%	39%	13%	20%	14%	24%	28%	26%
	Increases the Likelihood Greatly	19%	5%	19%	18%	9%	9%	9%	12%	11%	12%
Total	n=	60	101	39	59	58	53	36	240	167	407

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**Trolley System Satisfaction Demographics:**

Table IV. A4.		TROLLEY RIDERSHIP					Total
		Never	Less than Once per Year	Once or Twice per Year	Once or Twice per Month	Once or Twice per Week	
NEW TROLLEY LINE IMPACT ON TROLLEY RIDERSHIP	Does Not Increase the Likelihood at All	70%	59%	53%	36%	31%	58%
	Unsure	8%	6%	0%	0%	4%	5%
	Increases the Likelihood Somewhat	16%	27%	32%	33%	47%	26%
	Increases the Likelihood Greatly	6%	9%	15%	31%	18%	12%
Total	n=	168	69	108	37	25	407

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

**Trolley Investment Rating Demographics:**

Table V. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
TROLLEY INVESTMENT RATING	Phillips/Good Investment Strongly	66%	60%	48%	53%	48%	54%	49%	49%	57%	53%
	Phillips/Good Investment Somewhat	31%	27%	28%	21%	29%	21%	27%	29%	24%	27%
	Unsure	0%	1%	10%	11%	12%	2%	10%	6%	8%	7%
	Nelson/Bad Investment Somewhat	2%	7%	4%	8%	1%	11%	3%	5%	5%	5%
	Nelson/Bad Investment Strongly	0%	5%	10%	8%	10%	13%	11%	10%	6%	8%
Total	n=	59	83	87	67	40	32	28	191	216	407

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**Trolley Investment Rating Demographics:**

Table V. A2.		VOTER REGISTRATION		IDEOLOGY					INCOME							Total
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K	
TROLLEY INVESTMENT RATING	Phillips/Good Investment Strongly	53%	57%	69%	66%	50%	46%	47%	57%	60%	59%	54%	46%	49%	48%	53%
	Phillips/Good Investment Somewhat	27%	27%	19%	23%	34%	31%	22%	21%	27%	23%	28%	38%	23%	31%	27%
	Unsure	6%	9%	2%	4%	9%	6%	12%	7%	5%	10%	7%	5%	4%	3%	7%
	Nelson/Bad Investment Somewhat	5%	5%	7%	5%	1%	7%	3%	5%	4%	5%	7%	6%	11%	0%	5%
	Nelson/Bad Investment Strongly	9%	2%	4%	2%	6%	9%	15%	10%	4%	4%	4%	5%	13%	17%	8%
Total	n=	314	92	56	75	63	138	69	44	79	77	49	33	42	28	407

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**Trolley Investment Rating Demographics:**

Table V. A3.		AREA							CITY VS. NON CITY		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Non City	City	
TROLLEY INVESTMENT RATING	Phillips/Good Investment Strongly	51%	52%	64%	58%	40%	53%	62%	54%	52%	53%
	Phillips/Good Investment Somewhat	26%	31%	25%	23%	32%	26%	16%	25%	29%	27%
	Unsure	8%	5%	4%	1%	17%	5%	9%	8%	6%	7%
	Nelson/Bad Investment Somewhat	5%	1%	5%	7%	5%	10%	5%	7%	2%	5%
	Nelson/Bad Investment Strongly	9%	10%	1%	10%	6%	6%	7%	7%	9%	8%
Total	n=	60	101	39	59	58	53	36	240	167	407

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**Trolley Investment Rating Demographics:**

Table V. A4.		TROLLEY RIDERSHIP					Total
		Never	Less than Once per Year	Once or Twice per Year	Once or Twice per Month	Once or Twice per Week	
TROLLEY INVESTMENT RATING	Phillips/Good Investment Strongly	44%	50%	52%	87%	79%	53%
	Phillips/Good Investment Somewhat	27%	32%	35%	3%	14%	27%
	Unsure	12%	7%	3%	0%	5%	7%
	Nelson/Bad Investment Somewhat	7%	3%	5%	3%	0%	5%
	Nelson/Bad Investment Strongly	10%	8%	6%	7%	2%	8%
Total	n=	168	69	108	37	25	407

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**Suggested Trolley Destination Demographics:**

Table VI. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
SUGGESTED TROLLEY DESTINATION ADDITION	San Diego International Airport	39%	37%	48%	33%	39%	36%	47%	43%	38%	40%
	La Jolla and UCSD	27%	17%	8%	6%	17%	12%	8%	13%	14%	14%
	Balboa Park	10%	15%	7%	11%	8%	25%	10%	9%	13%	11%
	University Town Center and Sorrento Valley	5%	13%	14%	11%	12%	3%	4%	10%	9%	10%
	SeaWorld and Mission Beach	7%	12%	4%	11%	10%	4%	4%	6%	9%	8%
	Other	9%	6%	7%	7%	7%	7%	8%	9%	5%	7%
	Would Not Build Another Trolley Line	0%	0%	8%	6%	3%	7%	8%	4%	5%	4%
	Unsure	2%	1%	5%	14%	3%	6%	11%	6%	6%	6%
<b>Total</b>	<b>n=</b>	<b>59</b>	<b>83</b>	<b>87</b>	<b>67</b>	<b>40</b>	<b>32</b>	<b>28</b>	<b>191</b>	<b>216</b>	<b>407</b>

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**Suggested Trolley Destination Demographics:**

Table VI. A2.		VOTER REGISTRATION		IDEOLOGY					INCOME							Total
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K	
SUGGESTED TROLLEY DESTINATION ADDITION	San Diego International Airport	39%	43%	33%	50%	38%	44%	31%	31%	38%	34%	44%	39%	47%	54%	40%
	La Jolla and UCSD	13%	16%	17%	13%	21%	10%	13%	13%	17%	19%	12%	10%	11%	4%	14%
	Balboa Park	11%	12%	21%	6%	10%	11%	11%	21%	12%	13%	8%	9%	6%	10%	11%
	University Town Center and Sorrento Valley	11%	7%	9%	6%	8%	10%	15%	7%	8%	12%	8%	8%	11%	24%	10%
	SeaWorld and Mission Beach	7%	11%	2%	12%	6%	7%	11%	7%	10%	10%	11%	11%	5%	0%	8%
	Other	8%	4%	10%	10%	9%	6%	1%	9%	6%	7%	11%	6%	8%	2%	7%
	Would Not Build Another Trolley Line	5%	4%	2%	0%	2%	7%	7%	8%	1%	1%	4%	12%	8%	0%	4%
	Unsure	7%	4%	5%	3%	6%	5%	11%	5%	8%	4%	2%	5%	4%	6%	6%
<b>Total</b>	<b>n=</b>	<b>314</b>	<b>92</b>	<b>56</b>	<b>75</b>	<b>63</b>	<b>138</b>	<b>69</b>	<b>44</b>	<b>79</b>	<b>77</b>	<b>49</b>	<b>33</b>	<b>42</b>	<b>28</b>	<b>407</b>

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**Suggested Trolley Destination Demographics:**

Table VI. A3.		AREA							CITY VS. NON CITY		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Non City	City	
SUGGESTED TROLLEY DESTINATION ADDITION	San Diego International Airport	42%	41%	43%	34%	33%	51%	36%	40%	40%	40%
	La Jolla and UCSD	13%	14%	16%	19%	11%	11%	10%	14%	13%	14%
	Balboa Park	14%	9%	17%	15%	11%	4%	14%	11%	12%	11%
	University Town Center and Sorrento Valley	11%	13%	7%	10%	3%	10%	7%	8%	13%	10%
	SeaWorld and Mission Beach	12%	7%	9%	8%	3%	5%	9%	6%	10%	8%
	Other	3%	10%	4%	8%	15%	5%	0%	7%	8%	7%
	Would Not Build Another Trolley Line	2%	2%	0%	4%	10%	2%	12%	6%	2%	4%
	Unsure	2%	3%	5%	2%	12%	12%	11%	8%	3%	6%
Total	n=	60	101	39	59	58	53	36	240	167	407

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**Suggested Trolley Destination Demographics:**

Table VI. A4.		TROLLEY RIDERSHIP					Total
		Never	Less than Once per Year	Once or Twice per Year	Once or Twice per Month	Once or Twice per Week	
SUGGESTED TROLLEY DESTINATION ADDITION	San Diego International Airport	40%	33%	43%	48%	37%	40%
	La Jolla and UCSD	12%	13%	16%	8%	20%	14%
	Balboa Park	14%	5%	8%	17%	14%	11%
	University Town Center and Sorrento Valley	6%	16%	13%	5%	6%	10%
	SeaWorld and Mission Beach	5%	12%	9%	13%	3%	8%
	Other	4%	8%	8%	9%	16%	7%
	Would Not Build Another Trolley Line	8%	5%	1%	0%	0%	4%
	Unsure	11%	7%	1%	0%	5%	6%
Total	n=	168	69	108	37	25	407

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