

Projected: 13,593,028 Adults 18+; Respondents: 9208

Projected: 13,593,028 Adults 18+; Respondents: 9208					Potential Target Groups				Combined Target Groups				Other Groups	
WATER+RYE+PARTNERS: Pacific City Survey Crosstabulations for Yes on Prop A		All Adults	Culture Consumer Past 12 Months	Always Vote Local Elections	(A) Culture Consumer & Always Vote	(B) Culture Consumer & Sometimes Vote	(C) Not Culture Consumer & Always Vote	(D) Non- Target Groups	A + B + C	A + B	A + C	B + C	Donate to Arts and Cultural Orgs.	Children at Home & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	26.5	35.4	12	8.4	23.4	50.1	43.8	20.4	35.4	31.8	7.6	10.8
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	13,593	3,605	4,810	1,629	1,138	3,182	6,806	5,949	2,767	4,810	4,320	1,038	1,464
How often usually vote in local elections														
Always	Vert %	35.4	45.2	100	100		100		80.9	58.9	100	73.7	59.3	100
	Index	100	128	283	283		283		229	166	283	208	168	283
Sometimes	Vert %	26.3	31.6			100		35.8	19.1	41.1		26.3	29.7	
	Index	100	120			380		136	73	156		100	113	
Never	Vert %	38.3	23.3					64.2					10.9	
	Index	100	61					168					29	
Events attended/places visited past 12 months														
Art museum	Vert %	9.4	35.3	14	41.3	32.5			17.5	37.7	14	8.6	38.2	11.5
	Index	100	376	149	441	347			187	402	149	92	408	123
Natural History Museums	Vert %	6.1	22.8	7	20.6	28.3			11	23.7	7	7.5	11.3	10.7
	Index	100	374	115	339	467			182	392	115	123	187	176
Other museums	Vert %	6.9	26.2	9.3	27.3	25.2			12.3	26.5	9.3	6.6	19.3	8
	Index	100	380	133	394	364			177	381	133	96	278	115
Live theater	Vert %	10.6	39.8	15.6	46.2	41			20.5	44	15.6	10.8	39.8	9.4
	Index	100	375	148	437	388			194	417	148	102	377	89
Symphony and opera	Vert %	6.2	23.4	8.8	25.9	21.8			11.3	24.2	8.8	5.7	25	6
	Index	100	377	141	418	352			182	391	141	93	404	96
Dance or ballet performances	Vert %	4.6	17.5	5.9	17.5	14.5			7.6	16.3	5.9	3.8	15.1	5.9
	Index	100	380	128	378	314			163	351	128	83	325	126
Culture Consumers (Visited any at least once)	Vert %	26.5	100	33.9	100	100			46.5	100	33.9	26.3	71.3	30.3
	Index	100	377	128	377	377			175	377	128	99	269	114
Cable Television Networks M-Su (cumulative audience)														
Cable News Daytime 5a-5p	Vert %	11.3	14	16.6	17.9	13.8	15.9	7.7	16.1	16.2	16.6	15.4	20	9
	Index	100	124	147	159	122	141	68	142	144	147	136	177	80
Cable News Primetime 5p-12mid	Vert %	13	16	20.3	21	13.7	19.9	8.1	19	18	20.3	18.2	21.3	9.9
	Index	100	123	156	162	105	153	63	147	139	156	141	165	77
Arts/Culture/History Daytime 5a-5p	Vert %	10.3	10.3	9.5	8.3	14.4	10	10.5	10.4	10.8	9.5	11.2	10.6	7.3
	Index	100	100	91	81	139	97	102	100	105	91	108	103	70
Arts/Culture/History Primetime 5p-12mid	Vert %	19.6	20.7	21.1	21.6	21.1	20.9	18.5	21.1	21.4	21.1	20.9	21.7	19.4
	Index	100	105	108	110	107	106	94	108	109	108	107	111	99
Lifestyle/Info-tainment Daytime 5a-5p	Vert %	10.4	12	11.2	11.1	13.4	11.3	9.1	11.7	12	11.2	11.9	14	11.4
	Index	100	115	108	107	129	109	88	112	116	108	114	135	110
Lifestyle/Info-tainment 5p-12mid	Vert %	15.1	17.4	16.3	15.7	22.8	16.6	13.1	17.6	18.6	16.3	18.3	19.2	15.9
	Index	100	115	108	104	151	110	87	116	123	108	121	127	105
General Entertainment 5a-5p	Vert %	16.2	17.5	17.2	17.3	20.9	17.1	15	17.9	18.8	17.2	18.1	21.9	14.3
	Index	100	108	106	107	130	106	93	111	116	106	112	135	88

					Potential Target Groups				Combined Target Groups				Other Groups	
WATER+RYE+PARTNERS: Pacific City Survey Crosstabulations for Yes on Prop A		All Adults	Culture Consumer Past 12 Months	Always Vote Local Elections	(A) Culture Consumer & Always Vote	(B) Culture Consumer & Sometimes Vote	(C) Not Culture Consumer & Always Vote	(D) Non- Target Groups	A + B + C	A + B	A + C	B + C	Donate to Arts and Cultural Orgs.	Children at Home & Always Vote
General Entertainment 5p-12mid	Vert %	31.6	35.6	36.7	36.4	41	36.9	26.9	37.6	38.3	36.7	38	45	33.3
	Index	100	113	116	115	130	117	85	119	121	116	120	143	105
Sports 5a-5p	Vert %	9.2	9	12.3	9.7	9.8	13.6	7.3	11.8	9.7	12.3	12.6	12.1	10.4
	Index	100	98	133	105	106	148	79	128	105	133	137	132	112
Sports 5p-12mid	Vert %	14.4	16.1	18.8	17.5	16.9	19.4	11.1	18.4	17.3	18.8	18.8	21.8	17.7
	Index	100	112	131	122	118	135	77	128	120	131	131	151	123
Niche/Other 5a-5p	Vert %	10	9.2	8.5	7.9	10.4	8.8	11	8.9	8.9	8.5	9.2	7.3	11.6
	Index	100	92	85	79	104	88	110	89	89	85	92	73	115
Niche/Other 5p-12mid	Vert %	18.6	20	17.5	17.4	23.7	17.5	18.5	18.7	20	17.5	19.1	14.2	20.6
	Index	100	107	94	94	127	94	99	100	107	94	103	76	111
Broadcast Television M-Su (cumulative audience)														
Early Morning 5a-9a	Vert %	31.1	33.6	35.8	34.7	37.6	36.4	27.4	36.1	35.9	35.8	36.7	32.6	34.8
	Index	100	108	115	111	121	117	88	116	115	115	118	105	112
Daytime & Early Fringe 9a-5p	Vert %	43.3	44.9	50.4	47.2	48.2	52	38.3	50	47.7	50.4	51	44.7	44.3
	Index	100	104	116	109	111	120	89	115	110	116	118	103	102
Early News 5p-7p	Vert %	35.6	36.7	45	42.1	38.7	46.5	30	43.8	40.7	45	44.5	39.1	32.5
	Index	100	103	126	118	109	131	84	123	114	126	125	110	91
Prime Access 7p-8p	Vert %	34.4	38.2	44.2	45.2	36.8	43.7	28	42.8	41.7	44.2	41.9	43.1	29.8
	Index	100	111	129	131	107	127	81	124	121	129	122	125	87
Primetime 8p-11p	Vert %	54.5	61.4	65.2	65.8	65.3	64.9	46	65.2	65.6	65.2	65	69.1	56.9
	Index	100	113	120	121	120	119	84	120	120	120	119	127	104
Late News 11p-11:30p	Vert %	27.6	30	34.1	33.3	29	34.5	23.1	33.1	31.5	34.1	33.1	35.5	23.3
	Index	100	109	123	120	105	125	84	120	114	123	120	129	84
Late Fringe 11:30p-12:30a	Vert %	15.8	18.9	19.2	19.2	21.5	19.2	12.6	19.6	20.2	19.2	19.8	21.4	14.3
	Index	100	119	121	121	136	121	80	124	128	121	125	135	90
Spanish Broadcast Television M-Su (cumulative audience)														
7a-11:30p cume	Vert %	22.6	12.9	11.9	8.7	9.2	13.5	32.1	11.3	8.9	11.9	12.4	6.5	20.3
	Index	100	57	52	38	41	60	142	50	39	52	55	29	90
Radio Format Profiles M-Su (cumulative audience)														
Urban 6a-12mid	Vert %	29.6	27.1	19.4	20.2	29.3	19	35.8	21.3	23.9	19.4	21.7	14.6	31.1
	Index	100	92	66	68	99	64	121	72	81	66	73	49	105
AC, Country & Rock 6a-12mid	Vert %	61.8	67.4	58.2	60.3	73	57.1	61	61	65.5	58.2	61.3	61.6	71.5
	Index	100	109	94	97	118	92	99	99	106	94	99	100	116
Hispanic 6a-12mid	Vert %	26.6	18.2	15.5	13.4	16.6	16.6	35.8	15.7	14.7	15.5	16.6	10	24.3
	Index	100	68	58	50	62	62	134	59	55	58	62	37	91
Sports 6a-12mid	Vert %	10.6	10.8	12.5	11.9	12.2	12.8	9.5	12.4	12	12.5	12.6	12.7	13.4
	Index	100	102	118	113	115	120	89	117	113	118	119	119	127
News/Talk 6a-12mid	Vert %	27.6	35.6	39	45.3	32.1	35.7	19.7	37.7	39.9	39	34.8	47.3	30.8
	Index	100	129	141	164	116	129	71	136	144	141	126	171	111
Public Broadcasting TV/Radio M-Su (cumulative audience)														
PBS 5a-2a	Vert %	13.1	15.9	17.1	18.8	15.7	16.2	10.1	16.8	17.5	17.1	16.1	23.5	9.8
	Index	100	122	131	144	120	124	77	129	134	131	123	180	75

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WATER+RYE+PARTNERS: Pacific City Survey Crosstabulations for Yes on Prop A		All Adults	Culture Consumer Past 12 Months	Always Vote Local Elections	(A) Culture Consumer & Always Vote	(B) Culture Consumer & Sometimes Vote	(C) Not Culture Consumer & Always Vote	(D) Non- Target Groups	A + B + C	A + B	A + C	B + C	Donate to Arts and Cultural Orgs.	Children at Home & Always Vote
NPR 6a-12mid	Vert %	6.4	10.6	8.7	12.6	10.6	6.6	4	9	11.8	8.7	7.7	20	7.6
	Index	100	166	136	198	167	104	63	142	185	136	120	313	119
Mobile - Ways use wireless/cellphone														
Search, Social Networking, News/traffic/weather websites	Vert %	33.6	41.4	31	34.8	45.9	29.1	31.5	33.9	39.3	31	33.5	47.9	44.5
	Index	100	123	92	104	137	87	94	101	117	92	100	143	133
Miles traveled top two quintiles														
Digital signage and traditional billboards	Vert %	40	49.8	45.7	53.5	51	41.7	34.1	46.7	52.5	45.7	44.1	53.1	50.7
	Index	100	124	114	134	127	104	85	117	131	114	110	133	127
Mode travel/outdoor/out-of-home														
Transit ads (Buses, Metro Stops, etc.)	Vert %	15.2	15.7	11.4	14.9	18.4	9.5	17.6	12.7	16.3	11.4	11.9	14.5	12.6
	Index	100	103	75	98	121	63	116	84	108	75	78	96	83
Movie theater attendance														
Attended 1+ movies past 30 days	Vert %	28	39.9	31.2	40.7	45.1	26.4	22.5	33.9	42.5	31.2	31.3	43.3	36.5
	Index	100	142	111	145	161	94	80	121	152	111	112	154	130
Print Categories average daily readership														
Print Pacific City Times	Vert %	22.7	29	28.2	32.7	28.8	26	17.9	28.3	31.1	28.2	26.7	43	23.3
	Index	100	128	124	144	127	114	79	125	137	124	117	189	103
Other Local Daily Newspapers	Vert %	20.6	20.6	28.1	28	15.5	28.1	17.1	25.7	22.8	28.1	24.8	21.9	20.3
	Index	100	100	136	136	75	136	83	124	111	136	120	106	98
Newspaper Quintile														
Newspaper 1st Quintile (highest)	Vert %	20	24.8	28	31.2	21.5	26.4	14.5	26.8	27.2	28	25.1	32.3	20.8
	Index	100	124	140	156	107	132	72	134	136	140	125	162	104
Newspaper 2nd Quintile	Vert %	20	19.6	22.9	22.9	18.2	22.9	18.9	22	21	22.9	21.7	25.8	19.8
	Index	100	98	114	114	91	115	94	110	105	114	108	129	99
Newspaper 3rd Quintile	Vert %	20	20.3	16.7	14.5	25.4	17.8	20.8	18.4	19	16.7	19.8	13.5	21.8
	Index	100	102	84	72	127	89	104	92	95	84	99	68	109
Newspaper 4th Quintile	Vert %	20	19	17.6	18.5	19.1	17.2	21.8	17.9	18.7	17.6	17.7	15.3	20.7
	Index	100	95	88	92	95	86	109	90	94	88	89	76	103
Newspaper 5th Quintile (lowest)	Vert %	20	16.2	14.7	13	15.8	15.6	24	14.9	14.1	14.7	15.7	13.1	16.9
	Index	100	81	74	65	79	78	120	75	71	74	78	66	85
Radio Quintile														
Radio 1st Quintile (highest)	Vert %	20	19.7	19.3	21.7	19.4	18	21.1	19.3	20.7	19.3	18.4	18.3	24.9
	Index	100	98	96	108	97	90	106	96	103	96	92	91	124
Radio 2nd Quintile	Vert %	20	21.8	18.3	18.9	22.6	18	19.9	19.1	20.4	18.3	19.2	22.3	23.2
	Index	100	109	92	94	113	90	100	96	102	92	96	112	116
Radio 3rd Quintile	Vert %	20	20.2	19.1	18.6	22.1	19.4	20.2	19.7	20	19.1	20.1	19.7	19.8
	Index	100	101	96	93	111	97	101	98	100	96	101	98	99
Radio 4th Quintile	Vert %	20.1	20.5	20.4	19.8	20.4	20.8	19.5	20.4	20	20.4	20.7	21.4	19.4
	Index	100	102	102	99	102	104	97	102	100	102	103	106	97
Radio 5th Quintile (lowest)	Vert %	19.9	17.8	22.8	21.1	15.5	23.7	19.3	21.4	18.8	22.8	21.6	18.3	12.6
	Index	100	89	115	106	78	119	97	108	94	115	108	92	63

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TV Quintile														
Television 1st Quintile (highest)	Vert %	20	18.7	24.3	20.2	17.4	26.4	17.8	23	19.1	24.3	24	20.8	13.4
	Index	100	93	121	101	87	132	89	115	95	121	120	104	67
Television 2nd Quintile	Vert %	20	18.7	20.2	18.6	19	21	20.2	20	18.8	20.2	20.5	19	18.5
	Index	100	93	101	93	95	105	101	100	94	101	102	95	92
Television 3rd Quintile	Vert %	20	21.6	19.5	21.8	22.2	18.3	19.9	20	22	19.5	19.3	20.2	21
	Index	100	108	97	109	111	91	100	100	110	97	97	101	105
Television 4th Quintile	Vert %	20	19.8	17.8	19.8	20.7	16.8	21.6	18.4	20.2	17.8	17.8	19.4	24.2
	Index	100	99	89	99	103	84	108	92	101	89	89	97	121
Television 5th Quintile (lowest)	Vert %	20	21.2	18.2	19.4	20.7	17.6	20.4	18.7	20	18.2	18.4	20.5	23.1
	Index	100	106	91	97	104	88	102	93	100	91	92	103	116
Miles traveled Quintile														
Miles traveled 1st Quintile (highest)	Vert %	20	24.5	23.1	27.1	25.5	21	17.2	23.5	26.5	23.1	22.2	25	25.9
	Index	100	122	115	135	127	105	86	117	132	115	111	125	129
Miles traveled 2nd Quintile	Vert %	20	25.3	22.6	26.4	25.5	20.7	16.9	23.2	26	22.6	22	28.1	24.8
	Index	100	126	113	132	127	103	84	116	130	113	110	141	124
Miles traveled 3rd Quintile	Vert %	20	20.5	20.5	18.9	21.2	21.4	19	20.7	19.9	20.5	21.3	19.9	19.6
	Index	100	103	103	95	106	107	95	104	99	103	107	100	98
Miles traveled 4th Quintile	Vert %	20	16.1	17.4	16	16.4	18.2	23	17.2	16.1	17.4	17.7	14	15.4
	Index	100	80	87	80	82	91	115	86	81	87	88	70	77
Miles traveled 5th Quintile (lowest)	Vert %	20	13.7	16.4	11.6	11.3	18.8	23.9	15.4	11.5	16.4	16.8	13	14.2
	Index	100	68	82	58	57	94	120	77	58	82	84	65	71
Mall media exposure Quintile														
Mall media exposure 1st Quintile (highest)	Vert %	20	28.7	23.4	32.5	25.9	18.8	16	23.9	29.8	23.4	20.6	28.2	26.2
	Index	100	143	117	162	129	94	80	119	149	117	103	141	131
Mall media exposure 2nd Quintile	Vert %	20	24.2	20.5	22.8	25.8	19.4	18	21.5	24	20.5	21.1	26.5	24.5
	Index	100	121	103	114	129	97	90	108	120	103	105	133	123
Mall media exposure 3rd Quintile	Vert %	20	21.2	19.5	20.1	24.1	19.1	19.8	20.4	21.8	19.5	20.5	22.2	20.8
	Index	100	106	97	100	121	96	99	102	109	97	102	111	104
Mall media exposure 4th Quintile	Vert %	20	15.8	19.3	13.8	16.1	22.1	21.2	18.7	14.8	19.3	20.5	12.5	14.9
	Index	100	79	97	69	80	111	106	93	74	97	103	63	74
Mall media exposure 5th Quintile (lowest)	Vert %	20	10	17.3	10.8	8.2	20.6	24.9	15.5	9.7	17.3	17.3	10.5	13.6
	Index	100	50	87	54	41	103	125	78	49	87	87	53	68
Internet use Quintile														
Internet use 1st Quintile (highest)	Vert %	20	23.9	20.8	20	29.3	21.2	17.5	22.4	23.8	20.8	23.3	31.8	22.3
	Index	100	119	104	100	146	106	87	112	119	104	116	159	111
Internet use 2nd Quintile	Vert %	20	27.4	24.2	31.9	26.2	20.3	15.9	24.6	29.6	24.2	21.8	32	26.4
	Index	100	137	121	160	131	101	80	123	148	121	109	160	132
Internet use 3rd Quintile	Vert %	20	23.2	20.2	22.6	23.9	19	18.8	20.9	23.1	20.2	20.3	17.8	22.3
	Index	100	116	101	113	120	95	94	104	116	101	101	89	111
Internet use 4th Quintile	Vert %	20	14.7	17.3	12.9	13.3	19.5	23	16.5	13.1	17.3	17.9	9.7	18.5
	Index	100	74	86	65	66	98	115	83	65	86	89	48	92

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Internet use 5th Quintile (lowest)	Vert %	20	10.8	17.6	12.6	7.3	20.1	24.8	15.6	10.4	17.6	16.7	8.8	10.6
	Index	100	54	88	63	36	100	124	78	52	88	84	44	53
Cable nets/stations watched past 7 days														
A&E	Vert %	20.1	21.1	25.5	25.2	20.5	25.6	17.1	24.5	23.2	25.5	24.3	26.2	26.9
	Index	100	105	127	125	102	127	85	122	115	127	121	130	134
ABC Family	Vert %	11.9	14.5	10.5	12.7	13.6	9.4	11.7	11.1	13.1	10.5	10.5	9.3	15.3
	Index	100	122	88	107	114	79	98	93	110	88	88	78	128
Adult Swim	Vert %	6.7	7.6	5	7.7	6.1	3.6	7.8	5.2	7.1	5	4.2	7.9	7.7
	Index	100	112	74	115	91	53	115	77	105	74	63	117	114
AMC	Vert %	11	13.3	14.4	15	15	14.1	8.2	14.5	15	14.4	14.3	17.1	14.8
	Index	100	122	131	136	137	129	75	132	136	131	131	156	135
Animal Planet	Vert %	16	16.8	16.2	17.3	15.6	15.5	15.8	16.1	16.6	16.2	15.6	17.4	18.9
	Index	100	105	101	108	98	97	99	100	104	101	97	109	118
BET	Vert %	5.8	3.9	4.1	2.5	3.8	4.9	7.3	4	3	4.1	4.6	0.6	6.2
	Index	100	67	70	42	65	85	125	69	52	70	80	10	106
Bio (Biography)	Vert %	6.4	6.7	7.8	7.4	7.3	8	5.5	7.7	7.3	7.8	7.8	6.2	9.2
	Index	100	105	122	115	114	125	86	120	115	122	122	97	144
Boomerang	Vert %	3.7	4.3	2.8	3.4	4.5	2.4	3.9	3.1	3.9	2.8	3	3.5	6.5
	Index	100	117	75	93	123	66	107	84	105	75	81	95	176
Bravo	Vert %	10.2	13.8	11.3	13.9	13.9	9.9	8.3	11.8	13.9	11.3	10.9	16	12.5
	Index	100	136	111	137	137	97	82	116	137	111	108	158	123
CMT (Country Music Television)	Vert %	4.4	4.5	4.5	2.6	5.8	5.4	3.8	4.7	3.9	4.5	5.5	1.8	5.8
	Index	100	102	102	60	133	124	88	108	90	102	126	42	132
CN (Cartoon Network)	Vert %	8.2	8.5	6.2	7.4	8.6	5.5	9.2	6.6	7.9	6.2	6.3	8.9	9.8
	Index	100	105	76	91	105	68	112	81	97	76	78	109	120
CNBC	Vert %	9.8	9.6	12.1	10.4	11.2	13	8.4	11.9	10.7	12.1	12.5	12.6	9.4
	Index	100	99	124	106	114	133	86	122	110	124	128	128	96
CNN	Vert %	23.4	27.6	28.6	32.6	24.8	26.6	19.6	27.9	29.4	28.6	26.1	37.5	22
	Index	100	118	123	140	106	114	84	119	126	123	112	161	94
CNN en Español	Vert %	3.2	1.8	1.5	0.8	1	1.8	4.6	1.4	0.9	1.5	1.6	0	2.7
	Index	100	55	46	24	30	57	144	43	27	46	50	0	86
Comedy Central	Vert %	13.7	17.2	13.4	16.7	15.9	11.8	12.8	13.9	16.4	13.4	12.9	23.8	14.2
	Index	100	125	98	122	116	86	93	101	119	98	94	174	104
Discovery Channel	Vert %	31.1	31.9	31.5	32.3	28	31.1	30.7	30.9	30.6	31.5	30.3	32.9	29
	Index	100	103	101	104	90	100	99	99	98	101	97	106	93
Discovery Health	Vert %	5.5	6.9	5.7	5.6	8.6	5.7	4.6	6.3	6.8	5.7	6.5	3.5	6.7
	Index	100	126	104	103	156	104	84	114	124	104	118	63	121
Disney Channel	Vert %	16.4	18.8	13.8	15.1	21	13.1	16.6	15.2	17.5	13.8	15.2	10.1	25.3
	Index	100	115	84	92	128	80	101	93	107	84	93	62	155
Disney XD	Vert %	4.4	4.7	2.9	3.3	4	2.7	5	3.1	3.6	2.9	3	1	6.4
	Index	100	108	67	77	91	61	114	71	82	67	69	22	147
DIY Network	Vert %	3.9	3.9	4.8	4.5	4.1	4.9	3.5	4.6	4.4	4.8	4.7	4	4.2
	Index	100	100	121	115	105	125	89	118	111	121	119	103	108

					Potential Target Groups				Combined Target Groups				Other Groups	
WATER+RYE+PARTNERS: Pacific City Survey Crosstabulations for Yes on Prop A		All Adults	Culture Consumer Past 12 Months	Always Vote Local Elections	(A) Culture Consumer & Always Vote	(B) Culture Consumer & Sometimes Vote	(C) Not Culture Consumer & Always Vote	(D) Non- Target Groups	A + B + C	A + B	A + C	B + C	Donate to Arts and Cultural Orgs.	Children at Home & Always Vote
E!	Vert %	12.5	15	10.2	9.9	18.2	10.4	12.1	11.8	13.3	10.2	12.5	9.2	14.6
	Index	100	120	82	80	146	84	97	94	107	82	100	74	117
ESPN	Vert %	22	24.8	28.9	28.4	22.8	29.1	17.1	27.7	26.1	28.9	27.4	32.2	27.9
	Index	100	113	131	129	104	132	78	126	119	131	125	146	127
ESPN Classic	Vert %	3.9	2.7	4.8	2.8	3.1	5.8	3.6	4.5	2.9	4.8	5.1	4.9	3.2
	Index	100	69	123	72	80	149	94	115	75	123	131	127	81
ESPN Deportes	Vert %	3.5	1.5	1.9	0.9	1.7	2.5	5.1	1.9	1.2	1.9	2.3	2.2	3.6
	Index	100	43	55	25	48	70	144	54	35	55	64	63	101
ESPN2	Vert %	12.1	12.5	16.2	15.1	10.4	16.7	9.7	15.1	13.2	16.2	15.1	18	14
	Index	100	104	134	125	86	138	80	125	109	134	125	149	116
ESPNNews	Vert %	5	4.8	6.6	4.9	5.3	7.4	4.1	6.3	5	6.6	6.9	6.8	8.2
	Index	100	95	130	97	105	147	81	125	100	130	136	135	163
ESPNU	Vert %	2.5	2.2	3.1	2.2	2.3	3.5	2.2	2.9	2.3	3.1	3.2	4.5	3
	Index	100	86	123	90	94	139	89	117	92	123	127	179	120
FN (FamilyNet)	Vert %	1	1.2	0.8	0.6	1.5	1	0.9	1	1	0.8	1.1	1.8	0.6
	Index	100	124	85	64	147	95	89	97	98	85	109	175	64
Food Network	Vert %	21.4	25	22.5	22.9	32.3	22.3	19.2	24.4	26.8	22.5	25	26.1	25
	Index	100	116	105	107	151	104	89	114	125	105	116	122	117
FOX Business Network	Vert %	3.5	3.4	6.1	5.5	1.9	6.4	2.3	5.3	4.1	6.1	5.2	3.7	6.4
	Index	100	96	171	156	55	179	65	149	115	171	146	103	179
FOX Deportes	Vert %	4.2	2.4	2	0.9	3.3	2.6	5.9	2.3	1.9	2	2.8	1.1	2.2
	Index	100	57	48	22	79	61	141	54	46	48	66	27	52
FOX News Channel	Vert %	15.5	16	23.3	20.6	11	24.6	11	20.9	16.6	23.3	21	12.9	19.5
	Index	100	103	150	133	71	159	71	135	107	150	136	83	125
FOX Soccer Channel	Vert %	3	3	2.6	1.6	4.8	3.2	2.8	3.1	2.9	2.6	3.6	1.6	3
	Index	100	102	89	55	162	107	96	103	99	89	121	55	102
FS West/FOX Sports West	Vert %	4.1	3.9	4.8	4.1	3.7	5.1	3.8	4.6	3.9	4.8	4.8	4.7	6.4
	Index	100	95	116	100	89	125	91	111	96	116	115	114	154
FSN/FOX Sports Net	Vert %	9.9	10.2	12.5	10.1	9.4	13.7	8	11.9	9.9	12.5	12.6	15	10.8
	Index	100	103	126	102	95	138	81	120	99	126	127	151	109
FX	Vert %	12.3	13.2	12.1	12.2	12.8	12.1	11.9	12.3	12.5	12.1	12.3	15.2	13.8
	Index	100	107	99	99	105	99	97	100	102	99	100	124	113
Galavisión	Vert %	8.8	4	4	2.3	3.5	4.8	13.3	3.9	2.8	4	4.5	2	7.9
	Index	100	45	45	26	40	55	150	44	32	45	51	23	90
Golf Channel	Vert %	5.1	4.9	8.6	6.7	3.5	9.6	3.2	7.6	5.4	8.6	8	7.6	5.8
	Index	100	96	168	131	68	187	61	149	105	168	156	149	114
GSN (Game Show Network)	Vert %	1.5	1.5	1.6	1.6	2.2	1.6	1.5	1.7	1.9	1.6	1.7	2.2	1.6
	Index	100	95	104	106	146	103	101	112	122	104	114	145	106
Hallmark Channel	Vert %	8.8	9.8	13.8	12.9	7.9	14.2	5.8	12.7	10.8	13.8	12.6	10.5	9.1
	Index	100	111	156	146	90	162	65	144	123	156	143	120	103
HGTV	Vert %	11.8	14	13.8	15	15.8	13.3	9.9	14.2	15.3	13.8	13.9	16.2	13
	Index	100	119	118	127	134	113	84	121	130	118	118	138	111

Projected: 13,593,028 Adults 18+; Respondents: 9208					Potential Target Groups				Combined Target Groups				Other Groups	
WATER+RYE+PARTNERS: Pacific City Survey Crosstabulations for Yes on Prop A		All Adults	Culture Consumer Past 12 Months	Always Vote Local Elections	(A) Culture Consumer & Always Vote	(B) Culture Consumer & Sometimes Vote	(C) Not Culture Consumer & Always Vote	(D) Non- Target Groups	A + B + C	A + B	A + C	B + C	Donate to Arts and Cultural Orgs.	Children at Home & Always Vote
History	Vert %	26	27.7	32	32.2	25.9	31.9	22.3	30.8	29.6	32	30.3	33.8	27.7
	Index	100	106	123	124	100	123	86	119	114	123	117	130	107
History International	Vert %	5.7	6	6.9	6.2	4.1	7.2	4.9	6.3	5.3	6.9	6.4	9.6	7.9
	Index	100	105	120	109	71	126	85	111	93	120	111	168	138
HLN (CNN Headline News)	Vert %	3.7	3	5.8	4.7	1.6	6.3	2.9	5	3.5	5.8	5.1	4.6	5.9
	Index	100	80	156	128	44	171	78	135	93	156	137	124	160
Lifetime	Vert %	16.1	17.7	18.5	18.2	16.4	18.6	14.2	18.1	17.5	18.5	18	15.2	18.1
	Index	100	110	114	113	101	115	88	112	108	114	112	94	112
Lifetime Real Women	Vert %	3.3	3.4	3.6	2.8	1.4	4	2.9	3.2	2.2	3.6	3.3	1.7	5.2
	Index	100	104	109	84	43	122	88	97	67	109	101	51	158
LMN (Lifetime Movie Network)	Vert %	5.7	4.9	6.9	4.9	4.2	8	5	6.4	4.6	6.9	7	6	7
	Index	100	87	122	87	74	140	88	113	82	122	123	106	123
MLB Network	Vert %	3.2	3.3	3.1	2.4	4.4	3.4	3.1	3.3	3.2	3.1	3.7	4.4	3.2
	Index	100	103	95	73	136	106	95	103	99	95	114	136	98
MSNBC	Vert %	8.7	10.9	12.4	12.4	11.7	12.4	5.8	12.3	12.1	12.4	12.2	18	9.4
	Index	100	125	143	142	135	143	66	141	139	143	141	208	109
MTV	Vert %	14.1	16.3	10.4	12.1	19.3	9.6	15.1	12.1	15.1	10.4	12.1	6.3	19.9
	Index	100	116	74	86	136	68	107	86	106	74	86	45	141
MTV Tr3s	Vert %	2.9	3.2	1.7	2.8	1	1.2	3.4	1.6	2.1	1.7	1.1	2.6	4
	Index	100	114	61	99	34	41	120	55	72	61	39	91	139
MTV2	Vert %	6.6	6.6	3.5	4.2	6.5	3.1	8.3	4	5.1	3.5	4	1.5	8.7
	Index	100	100	52	63	98	47	125	61	77	52	60	23	131
MUN2	Vert %	2.6	1.7	1.1	1.7	0.3	0.8	3.9	1	1.1	1.1	0.7	2.1	2.5
	Index	100	66	43	65	12	32	150	37	43	43	27	82	96
National Geographic Channel	Vert %	17.7	21	21.3	21.4	21.1	21.3	14.3	21.3	21.3	21.3	21.2	23.5	19.9
	Index	100	119	120	121	119	120	81	120	120	120	120	133	112
NBA TV	Vert %	4.4	4	4.5	3.7	4.7	4.8	4.5	4.5	4.1	4.5	4.8	4.2	5.9
	Index	100	89	101	84	106	109	101	101	93	101	108	94	133
NFL Network	Vert %	4.7	5.3	6.2	6.4	3.3	6.2	3.8	5.7	5.1	6.2	5.4	3.8	7.7
	Index	100	111	131	134	70	130	80	120	108	131	114	81	163
NFL RedZone	Vert %	0.8	0.9	1.1	0.8	0	1.2	0.5	0.9	0.5	1.1	0.9	0.4	1.4
	Index	100	117	132	93	5	153	66	108	57	132	114	53	174
NHL Network	Vert %	0.8	1.6	1.3	1.6	1.8	1.1	0.3	1.4	1.7	1.3	1.3	1.8	1
	Index	100	196	158	198	226	137	32	171	209	158	161	220	119
Nick	Vert %	9.4	10.7	7.6	7.6	9.8	7.6	9.5	8	8.5	7.6	8.2	4.3	16
	Index	100	114	81	81	104	81	101	86	91	81	87	46	170
Nick at Nite	Vert %	6	6.4	4.6	5.2	5.5	4.2	6.6	4.7	5.3	4.6	4.5	2.4	8.3
	Index	100	107	76	87	91	70	110	79	89	76	76	40	138
Nick Jr.	Vert %	6.5	7.1	4.4	3.5	10.2	4.9	7	5.5	6.2	4.4	6.3	2.1	12.6
	Index	100	108	68	53	156	75	107	85	95	68	97	32	193
Outdoor Channel	Vert %	1.9	1.6	2.4	1.6	1.2	2.8	1.6	2.2	1.4	2.4	2.4	1	2.4
	Index	100	84	129	87	63	150	85	116	77	129	127	54	130

					Potential Target Groups				Combined Target Groups				Other Groups	
WATER+RYE+PARTNERS: Pacific City Survey Crosstabulations for Yes on Prop A		All Adults	Culture Consumer Past 12 Months	Always Vote Local Elections	(A) Culture Consumer & Always Vote	(B) Culture Consumer & Sometimes Vote	(C) Not Culture Consumer & Always Vote	(D) Non- Target Groups	A + B + C	A + B	A + C	B + C	Donate to Arts and Cultural Orgs.	Children at Home & Always Vote
Oxygen	Vert %	7.9	7.6	8.3	7.3	7.5	8.8	7.6	8.2	7.4	8.3	8.5	6.9	10.9
	Index	100	96	105	92	95	112	97	103	93	105	107	88	138
Prime Ticket/FOX Sports Prime Ticket	Vert %	5.7	5.7	7.6	5.3	5.4	8.7	4.3	7.1	5.3	7.6	7.9	8.2	5
	Index	100	100	133	92	94	154	75	125	93	133	138	145	88
SITV	Vert %	0.6	0.4	0.8	0.4	0.2	1	0.5	0.7	0.3	0.8	0.8	0.5	2.1
	Index	100	61	138	66	30	175	86	117	51	138	137	82	355
Soap Net	Vert %	2.3	1.9	2.7	2.3	1.9	2.9	2.3	2.5	2.1	2.7	2.6	1.6	1.4
	Index	100	81	116	99	84	125	98	110	93	116	115	71	62
Speed	Vert %	4	3.7	2.8	1.2	8.1	3.6	4.4	3.8	4	2.8	4.8	3.1	1.9
	Index	100	92	69	29	202	90	109	95	100	69	120	76	48
Spike	Vert %	12.2	10.2	11.3	8.1	12.2	13	12.9	11.5	9.8	11.3	12.8	7.4	12.9
	Index	100	84	93	67	100	106	106	94	80	93	105	60	106
Syfy	Vert %	10.4	11.2	11.6	10.9	14.5	12	9.3	12.2	12.4	11.6	12.6	11.3	10.5
	Index	100	107	111	105	139	115	89	117	119	111	121	109	101
TBS	Vert %	19.3	20.4	21.7	19.5	23.5	22.8	17.1	22	21.1	21.7	23	24	22.4
	Index	100	106	112	101	122	118	88	114	110	112	119	124	116
TCM (Turner Classic Movies)	Vert %	9.9	12.4	15.7	15	13.9	16.1	5.8	15.4	14.5	15.7	15.5	18.6	9.1
	Index	100	125	158	151	140	162	58	155	146	158	156	187	92
TeenNick	Vert %	2.6	3.1	2.1	1.2	2.1	2.5	2.5	2.1	1.6	2.1	2.4	0.9	4.6
	Index	100	116	79	47	81	95	94	79	61	79	92	34	174
TLC (The Learning Channel)	Vert %	10.5	12.2	10.4	10.6	13.7	10.3	9.7	11	11.9	10.4	11.2	11.8	11.7
	Index	100	116	99	101	130	98	92	105	113	99	107	113	112
TNT	Vert %	26.1	27.9	30.1	29.4	29.2	30.5	23	29.9	29.3	30.1	30.1	30.7	30
	Index	100	107	116	113	112	117	88	115	113	116	116	118	115
Travel Channel	Vert %	8.9	11.7	12.1	15.4	9.8	10.5	6.7	11.7	13.1	12.1	10.3	11.3	11.4
	Index	100	132	137	173	110	118	75	132	147	137	116	127	128
TruTV	Vert %	7	5.7	7.2	5	5.4	8.3	7.1	6.9	5.2	7.2	7.6	3.1	8.1
	Index	100	81	103	72	77	119	101	98	74	103	108	44	115
TV Guide Network	Vert %	2.1	2.3	2.4	2.8	1.1	2.1	1.9	2.1	2.1	2.4	1.9	1.9	1.6
	Index	100	112	116	138	52	104	92	103	102	116	91	94	79
TV Land	Vert %	5.6	5.7	8.5	7.4	4.4	9.1	3.9	7.7	6.1	8.5	7.8	7.5	8.2
	Index	100	103	152	132	79	163	69	138	110	152	141	135	148
TV One	Vert %	1.2	0.7	1.5	0.6	0.4	2	1.1	1.3	0.5	1.5	1.6	0.9	1.4
	Index	100	58	124	46	37	165	92	108	42	124	131	76	119
USA	Vert %	20.2	21.7	21.9	22.8	23.6	21.4	18.9	22.2	23.1	21.9	22	20.9	16.5
	Index	100	107	108	113	117	106	93	110	114	108	109	103	82
VH1	Vert %	9.4	10	6.7	7.3	12.2	6.4	10.5	7.8	9.3	6.7	7.9	5.5	12.2
	Index	100	106	71	78	129	68	112	82	99	71	84	58	129
VS. (Versus)	Vert %	2.6	3.2	2.8	3.2	3.6	2.7	2.3	3	3.4	2.8	2.9	3.4	2.8
	Index	100	121	109	123	140	102	88	115	130	109	112	129	109
We TV	Vert %	2.5	2.1	3.1	2.5	0.9	3.4	2.2	2.7	1.9	3.1	2.7	1.9	2.5
	Index	100	84	126	103	38	138	90	109	76	126	112	76	102

Projected: 13,593,028 Adults 18+; Respondents: 9208					Potential Target Groups				Combined Target Groups				Other Groups	
WATER+RYE+PARTNERS: Pacific City Survey Crosstabulations for Yes on Prop A	All Adults	Culture Consumer Past 12 Months	Always Vote Local Elections	(A) Culture Consumer & Always Vote	(B) Culture Consumer & Sometimes Vote	(C) Not Culture Consumer & Always Vote	(D) Non- Target Groups	A + B + C	A + B	A + C	B + C	Donate to Arts and Cultural Orgs.	Children at Home & Always Vote	
The Weather Channel	Vert %	11.6	13.5	16.5	16.8	11.9	16.3	8.3	15.6	14.8	16.5	15.2	12.6	7.9
	Index	100	116	142	145	102	141	72	135	127	142	131	109	68
Sports watched on TV (broadcast or cable) past 12 months														
American Le Mans Series (ALMS)	Vert %	2	1.7	1.9	2.3	0.3	1.8	2.2	1.6	1.5	1.9	1.4	2.2	1.1
	Index	100	86	98	116	14	89	113	82	74	98	69	109	56
Arena/indoor football	Vert %	3.1	3.2	3.6	4.4	2.3	3.2	3	3.3	3.5	3.6	3	4.1	3.9
	Index	100	104	115	140	74	102	97	107	113	115	95	130	125
AVP (pro beach volleyball)	Vert %	2.6	3.3	3.1	3.7	3.5	2.8	2	3.2	3.6	3.1	3	1.9	4.1
	Index	100	130	121	144	138	109	80	124	142	121	116	76	158
Bowl games	Vert %	18	25.9	26.3	33	22.1	22.8	11.5	25.5	28.5	26.3	22.6	34.6	25.3
	Index	100	144	146	183	123	127	64	142	159	146	126	192	141
European soccer	Vert %	10.3	10.3	7.1	7.1	11.4	7.1	11.8	7.9	8.9	7.1	8.3	8.9	11.4
	Index	100	100	69	68	111	69	115	77	86	69	80	86	111
Extreme/action sports	Vert %	9.2	11.5	7.1	10.2	14.4	5.5	9.7	8.5	11.9	7.1	7.9	6.4	9.8
	Index	100	125	77	111	156	60	105	93	130	77	86	70	106
Figure skating	Vert %	17.4	25.4	20.9	26.5	28.3	18	12.8	22.3	27.2	20.9	20.7	21.2	14.5
	Index	100	146	120	152	163	104	74	128	157	120	119	122	83
Fishing	Vert %	4.5	4.4	5.4	5.2	4.4	5.5	4	5.2	4.9	5.4	5.2	2.4	4.1
	Index	100	98	120	116	98	122	90	116	108	120	116	53	92
Formula One (F1) racing	Vert %	5.2	5.5	5.4	5.3	6.3	5.4	5	5.6	5.7	5.4	5.7	5.6	4.2
	Index	100	105	103	100	120	104	96	106	108	103	108	106	79
Horse racing	Vert %	9.1	12.6	11.7	17.1	11.2	8.9	7.4	11.6	14.7	11.7	9.5	13.3	7.5
	Index	100	138	128	188	123	97	81	127	161	128	104	146	82
IndyCar Series	Vert %	5.6	5.5	6.9	5.8	5.4	7.5	4.8	6.6	5.6	6.9	6.9	6.9	5.2
	Index	100	98	123	104	95	133	86	118	100	123	123	122	93
LPGA Tour (women's golf)	Vert %	4.5	5	6.5	5.3	3.7	7.2	3	6	4.6	6.5	6.2	6.9	5.2
	Index	100	111	145	118	83	159	67	133	103	145	139	153	116
Men's tennis (ATP)	Vert %	12	16.5	13.6	19.1	15.7	10.8	10.1	14	17.7	13.6	12.1	17.2	11.6
	Index	100	138	114	159	131	90	84	117	148	114	101	144	97
Mexican League	Vert %	13.9	9.1	7.2	6.9	6.6	7.3	19.5	7.1	6.8	7.2	7.1	4.4	13.6
	Index	100	66	52	50	47	52	140	51	49	52	51	32	98
Mexican Soccer National Team	Vert %	12.9	8.8	6.4	6.2	6	6.5	18	6.4	6.2	6.4	6.4	4.7	13.2
	Index	100	68	50	49	47	51	140	50	48	50	50	37	103
Monday Night Football	Vert %	29.1	31.2	35.3	33.1	31	36.4	24.6	34.4	32.2	35.3	35	33	36.9
	Index	100	107	121	114	106	125	85	118	111	121	120	113	127
NASCAR	Vert %	11.5	11.8	13.4	11.7	14	14.2	10	13.5	12.6	13.4	14.2	10.8	11.2
	Index	100	103	117	102	122	124	87	118	110	117	124	94	97
NBA Finals	Vert %	33.4	39.3	37.3	40	41.9	35.9	29.2	38.2	40.8	37.3	37.5	40	40.4
	Index	100	118	112	120	125	107	87	114	122	112	112	120	121
NBA playoffs	Vert %	34.8	41.7	40	42.7	43.2	38.7	29.4	40.6	42.9	40	39.9	40.8	44.4
	Index	100	120	115	123	124	111	84	117	123	115	115	117	127
NCAA Men's Tournament	Vert %	10.6	16.2	14.7	19.8	14.9	12.1	6.9	14.7	17.7	14.7	12.8	19.4	15.8
	Index	100	153	139	186	140	114	65	139	167	139	121	183	149

					Potential Target Groups				Combined Target Groups				Other Groups	
WATER+RYE+PARTNERS: Pacific City Survey Crosstabulations for Yes on Prop A		All Adults	Culture Consumer Past 12 Months	Always Vote Local Elections	(A) Culture Consumer & Always Vote	(B) Culture Consumer & Sometimes Vote	(C) Not Culture Consumer & Always Vote	(D) Non- Target Groups	A + B + C	A + B	A + C	B + C	Donate to Arts and Cultural Orgs.	Children at Home & Always Vote
NCAA Women's Tournament	Vert %	1.7	2.2	2.7	3.2	1.8	2.5	1.2	2.5	2.6	2.7	2.3	5	1.6
	Index	100	126	156	185	104	141	67	146	152	156	131	287	89
NFL playoffs	Vert %	30.8	34.6	36.9	37.8	35.4	36.4	26.2	36.6	36.8	36.9	36.1	36.3	38.4
	Index	100	112	120	123	115	118	85	119	119	120	117	118	124
NHRA Drag Racing	Vert %	5.3	4.5	6.1	4.4	5.8	6.9	4.9	6	5	6.1	6.6	3.3	4.2
	Index	100	86	115	84	110	131	93	114	95	115	125	62	78
Olympics	Vert %	27.6	39.2	34	41.5	42.2	30.1	20.3	35.5	41.8	34	33.3	39.6	32
	Index	100	142	123	150	153	109	73	129	151	123	121	144	116
PBA (pro bowling)	Vert %	3.2	2.8	3.4	3.1	2.9	3.6	3.1	3.3	3	3.4	3.4	2.8	1.7
	Index	100	90	108	97	90	114	99	105	94	108	108	90	55
PGA TOUR (men's golf)	Vert %	17.3	21.6	24.3	25.9	20.3	23.5	12.2	23.5	23.6	24.3	22.6	25.1	16.3
	Index	100	125	140	149	117	135	70	136	136	140	130	145	94
Pro boxing	Vert %	14.6	13.7	11.9	13	14.8	11.4	16.6	12.5	13.7	11.9	12.3	9.7	14.2
	Index	100	94	81	89	101	78	114	85	94	81	84	66	97
Pro Bull Riding (PBR)	Vert %	5.5	4.2	5.5	4.8	4.3	5.8	6	5.2	4.6	5.5	5.4	3.8	4
	Index	100	77	100	88	78	106	110	96	84	100	99	69	74
Pro lacrosse	Vert %	0.9	0.7	0.4	0.6	0.4	0.3	1.3	0.4	0.5	0.4	0.3	0.6	0.2
	Index	100	79	46	69	41	35	142	45	58	46	36	68	18
Pro rodeo	Vert %	4.8	3.3	4.5	3.7	2.9	4.9	5.7	4.2	3.4	4.5	4.4	2.4	3.2
	Index	100	67	93	77	59	101	117	86	70	93	90	49	67
Pro surfing	Vert %	3.3	5.2	3.5	5	7.7	2.8	2.6	4.3	6.1	3.5	4.1	5.4	2.6
	Index	100	157	107	150	233	85	77	131	185	107	124	163	79
Stanley Cup playoffs	Vert %	7.9	10.4	10.2	12.2	9.5	9.1	5.9	10	11.1	10.2	9.2	14.3	10.8
	Index	100	133	129	155	121	116	75	128	141	129	117	182	137
Sunday Night Football	Vert %	26.4	28.4	31.7	30.2	26.2	32.4	22.6	30.6	28.6	31.7	30.8	30.2	34
	Index	100	107	120	114	99	123	85	116	108	120	117	114	129
Super Bowl	Vert %	39.3	45	46.8	47.6	47.3	46.4	33	46.9	47.4	46.8	46.7	47.4	47.3
	Index	100	114	119	121	120	118	84	119	121	119	119	121	120
Supercross/Motocross	Vert %	4.8	4.1	3.9	3.5	5	4.1	5.5	4.1	4.1	3.9	4.3	2.3	3.7
	Index	100	85	80	72	104	84	115	85	85	80	90	47	78
Tournament poker	Vert %	10.3	9.9	11	10.4	9.4	11.4	10	10.7	10	11	10.8	15.1	12.4
	Index	100	96	107	101	91	110	97	104	97	107	105	146	121
Ultimate Fighting Championship (UFC/MMA)	Vert %	13.2	15.2	11.4	13.2	20.2	10.4	13.5	13.1	16.1	11.4	13	9.1	15.7
	Index	100	115	86	100	153	79	102	99	122	86	98	69	119
Women's tennis (WTA)	Vert %	9.6	12.6	11.9	15.9	10.9	9.8	7.9	11.7	13.9	11.9	10.1	12.6	7.7
	Index	100	131	124	166	114	102	82	122	145	124	105	132	80
World Series	Vert %	27.6	35.4	36.2	39.8	37.9	34.4	20.2	36.5	39	36.2	35.3	39.3	32.6
	Index	100	128	131	144	138	125	73	133	142	131	128	143	118
WWE (pro wrestling)	Vert %	7.9	8.8	5.8	8.5	9.7	4.4	9	6.5	9	5.8	5.8	4.4	6.9
	Index	100	113	73	108	123	56	114	83	114	73	74	56	88
Household owns/uses DVR (digital video recorder) (HHL D)														
Yes	Vert %	46.8	54.3	53.3	56.6	56.6	51.6	40.6	53.9	56.6	53.3	52.9	60.4	58.7
	Index	100	116	114	121	121	110	87	115	121	114	113	129	125

					Potential Target Groups				Combined Target Groups				Other Groups	
WATER+RYE+PARTNERS: Pacific City Survey Crosstabulations for Yes on Prop A		All Adults	Culture Consumer Past 12 Months	Always Vote Local Elections	(A) Culture Consumer & Always Vote	(B) Culture Consumer & Sometimes Vote	(C) Not Culture Consumer & Always Vote	(D) Non- Target Groups	A + B + C	A + B	A + C	B + C	Donate to Arts and Cultural Orgs.	Children at Home & Always Vote
No	Vert %	53.2	45.7	46.7	43.4	43.4	48.4	59.4	46.1	43.4	46.7	47.1	39.6	41.3
	Index	100	86	88	82	82	91	112	87	82	88	89	75	78
Type of TV service household subscribes to (HHL D)														
Cable:Hardwired	Vert %	34.4	36.2	36.9	36.5	40	37.1	32.1	37.5	38	36.9	37.9	45.8	34
	Index	100	105	107	106	116	108	93	109	110	107	110	133	99
Cable:Telco	Vert %	12	13	14.1	14.2	14.7	14.1	10.5	14.2	14.4	14.1	14.2	12.3	13.6
	Index	100	109	118	118	122	117	87	119	120	118	119	103	113
Satellite	Vert %	32.2	31	31.6	32.3	25.5	31.2	33.2	30.4	29.5	31.6	29.7	29.9	35
	Index	100	96	98	101	79	97	103	95	92	98	92	93	109
No service	Vert %	20.8	19	16.2	16.1	19.5	16.3	23.8	16.8	17.5	16.2	17.1	12.3	16.4
	Index	100	92	78	78	94	78	115	81	84	78	82	59	79
National Internet sites visited past 30 days														
ABCNews.com	Vert %	8.2	11.2	9.7	10.9	14.4	9.1	6.2	10.6	12.3	9.7	10.5	10.7	13.6
	Index	100	136	118	132	175	111	76	129	150	118	128	130	166
Amazon	Vert %	28.4	41.5	33.9	42.7	45.5	29.4	21.1	36.1	43.8	33.9	33.6	51.5	34.9
	Index	100	146	119	150	160	103	74	127	154	119	118	181	123
AOL	Vert %	11.8	15.6	14.1	17.2	15.3	12.5	9.4	14.3	16.4	14.1	13.3	16.4	13.5
	Index	100	133	120	146	130	107	80	122	139	120	113	139	114
CBSNews.com	Vert %	4.1	5.5	5.5	6.2	6.8	5.2	2.8	5.8	6.4	5.5	5.6	6.3	6.3
	Index	100	136	136	151	168	128	68	142	158	136	138	156	156
CNN.com	Vert %	9.6	14.6	11.1	15.6	16.9	8.8	7.4	12.2	16.1	11.1	11	16.9	12.5
	Index	100	151	115	162	176	92	77	127	168	115	114	175	130
ESPN.com	Vert %	13	17.6	13.2	17.2	17.5	11.2	11.4	14	17.3	13.2	12.9	19.6	18.7
	Index	100	135	101	132	134	86	88	108	133	101	99	150	143
FOXNews.com	Vert %	9.1	10.9	12.8	12.8	9.3	12.8	6.5	12.1	11.3	12.8	11.9	7.7	17.3
	Index	100	119	140	140	102	140	71	132	124	140	130	84	190
FOXSports.com	Vert %	5.9	8.1	7.4	9	3.7	6.5	4.5	6.7	6.8	7.4	5.8	9.7	9.5
	Index	100	137	124	153	62	110	76	112	116	124	97	164	160
MSNBC.com	Vert %	8	10.8	9.1	10.8	13.8	8.3	6.3	10	12	9.1	9.8	11.5	9.6
	Index	100	136	115	135	173	105	79	126	151	115	123	144	121
Weather.com	Vert %	16.8	26	20.2	29.3	22.6	15.5	12.6	20.6	26.5	20.2	17.4	24.8	24.1
	Index	100	155	120	174	134	92	75	123	158	120	103	148	144
Wikipedia	Vert %	22.6	34.6	24	33.3	37.8	19.2	17.9	26.6	35.2	24	24.1	40.2	29.5
	Index	100	153	106	147	167	85	79	118	155	106	107	177	130
Local Pacific City Media Websites visited past 7 days														
Yes	Vert %	21.7	27.4	23	26.2	32.3	21.4	18.8	24.8	28.7	23	24.3	32.9	26.2
	Index	100	126	106	121	149	98	87	114	132	106	112	151	120
Social Networking sites visited past 30 days														
Facebook	Vert %	43	50.9	40.9	43.3	60.6	39.7	40.3	44.7	50.4	40.9	45.2	53.4	54
	Index	100	119	95	101	141	92	94	104	117	95	105	124	126
LinkedIn	Vert %	5.6	9.4	6.3	10.4	11.3	4.2	4.2	7.3	10.8	6.3	6.1	15.8	8.6
	Index	100	167	113	185	203	76	76	130	192	113	109	283	154

					Potential Target Groups				Combined Target Groups				Other Groups	
WATER+RYE+PARTNERS: Pacific City Survey Crosstabulations for Yes on Prop A		All Adults	Culture Consumer Past 12 Months	Always Vote Local Elections	(A) Culture Consumer & Always Vote	(B) Culture Consumer & Sometimes Vote	(C) Not Culture Consumer & Always Vote	(D) Non- Target Groups	A + B + C	A + B	A + C	B + C	Donate to Arts and Cultural Orgs.	Children at Home & Always Vote
MySpace	Vert %	8.1	7.6	5.9	6.9	7.3	5.4	9.7	6.2	7.1	5.9	5.9	4.6	10.8
	Index	100	94	73	85	90	66	119	76	87	73	73	57	133
Twitter	Vert %	6.3	8.7	6.6	9.2	7.7	5.2	5.5	6.8	8.6	6.6	5.9	8	9.9
	Index	100	138	104	146	122	83	88	108	136	104	93	127	158
Video sites visited past 30 days														
Hulu	Vert %	8.1	12.4	7.4	10.5	14.1	5.9	6.8	8.7	12	7.4	8	13.3	7.9
	Index	100	154	92	130	175	73	84	108	149	92	100	166	98
YouTube	Vert %	35.5	45.5	33.7	41.4	52.2	29.8	32.8	37.3	45.9	33.7	35.7	45.4	44.9
	Index	100	128	95	117	147	84	93	105	129	95	101	128	126
Search sites used past 30 days														
Search (Google, Yahoo!, Bing, etc.)	Vert %	48.3	65.4	51.3	62.8	69.6	45.4	40.6	54.8	65.6	51.3	51.8	69.3	60.8
	Index	100	135	106	130	144	94	84	114	136	106	107	143	126
Accessed Internet:Past 30 days														
Yes	Vert %	72.3	85.2	76.3	83.3	90.8	72.7	65.3	79.1	86.4	76.3	77.5	89.2	85.5
	Index	100	118	106	115	126	101	90	109	120	106	107	123	118
No	Vert %	27.7	14.8	23.7	16.7	9.2	27.3	34.7	20.9	13.6	23.7	22.5	10.8	14.5
	Index	100	53	86	60	33	99	125	76	49	86	81	39	52
Amount spent on purchases made on Internet past 12														
Less than \$100	Vert %	8	7.3	6.3	5.5	9.9	6.6	9	7	7.3	6.3	7.5	4.8	7.6
	Index	100	91	79	70	124	83	113	87	92	79	94	61	95
\$100 - \$249	Vert %	8.9	10.6	9.1	9.1	11.7	9.1	8	9.6	10.2	9.1	9.8	10	10.9
	Index	100	118	102	102	131	102	89	108	114	102	110	111	122
\$250 - \$499	Vert %	10.3	13.7	10.6	12.4	19.4	9.7	8.8	12.3	15.3	10.6	12.3	12.8	9.5
	Index	100	133	103	121	188	94	85	119	148	103	119	124	93
\$500 - \$999	Vert %	10.8	13.6	13.1	12.9	16.7	13.2	8.3	13.8	14.5	13.1	14.1	16.3	15.3
	Index	100	126	121	119	154	122	76	127	133	121	130	151	141
\$1,000 - \$2,499	Vert %	10.1	17	13.1	19	16.3	10.1	6.4	13.7	17.9	13.1	11.7	19.8	13
	Index	100	169	130	189	161	100	64	136	177	130	116	196	129
\$2,500 or more	Vert %	6.3	9.7	8.5	12	7	6.8	4.3	8.3	10	8.5	6.8	17.3	10.4
	Index	100	153	136	191	111	107	68	131	158	136	108	275	165
Time spent on the Internet in an average week														
Less than 1 hour	Vert %	4.4	3.2	3.1	1.8	4.8	3.8	5.3	3.4	3	3.1	4	1.5	4.1
	Index	100	73	71	42	109	86	121	78	70	71	92	35	94
1 - 4 hours	Vert %	20.4	22.4	19.9	20.8	22.9	19.5	19.8	20.5	21.7	19.9	20.4	16.2	23.7
	Index	100	110	98	102	112	96	97	100	106	98	100	79	116
5 - 9 hours	Vert %	17.4	22.3	21.1	25.8	20.3	18.8	14.1	21	23.5	21.1	19.2	23.5	23.1
	Index	100	128	122	148	117	108	81	121	135	122	110	135	133
10 - 19 hours	Vert %	13.8	19.2	15	19.2	21.8	12.9	11.3	16.3	20.3	15	15.2	23.7	15.1
	Index	100	140	109	139	158	93	82	118	147	109	110	172	110
20 hours or more	Vert %	14.8	17.4	15.8	15.5	19.8	16	12.9	16.6	17.3	15.8	17	24.3	17
	Index	100	117	107	105	134	108	87	112	117	107	115	164	115
None	Vert %	29.2	15.5	25	16.9	10.3	29.2	36.5	22.2	14.2	25	24.2	10.8	16.9
	Index	100	53	86	58	35	100	125	76	49	86	83	37	58

Projected: 13,593,028 Adults 18+; Respondents: 9208					Potential Target Groups				Combined Target Groups				Other Groups	
WATER+RYE+PARTNERS: Pacific City Survey Crosstabulations for Yes on Prop A	All Adults	Culture Consumer Past 12 Months	Always Vote Local Elections	(A) Culture Consumer & Always Vote	(B) Culture Consumer & Sometimes Vote	(C) Not Culture Consumer & Always Vote	(D) Non- Target Groups	A + B + C	A + B	A + C	B + C	Donate to Arts and Cultural Orgs.	Children at Home & Always Vote	
Ways used Internet past 30 days														
Auction site	Vert %	7.7	10.5	8.4	10.5	13.5	7.3	6.4	9.3	11.8	8.4	8.9	11.9	8.9
	Index	100	136	109	137	175	94	84	121	153	109	115	154	115
Automobile information	Vert %	10.3	11.5	10.3	11.2	13	9.8	10	10.8	12	10.3	10.7	14	14.8
	Index	100	111	100	109	126	95	96	105	116	100	103	136	143
Blogs (read or contributed to)	Vert %	13.3	20.4	14	20.8	22.3	10.6	10.9	15.6	21.4	14	13.7	24.8	20.3
	Index	100	153	105	156	167	79	82	117	160	105	102	186	152
Cable TV network site	Vert %	4.8	7.2	5.2	7	5.4	4.3	3.9	5.2	6.4	5.2	4.6	6.8	6.1
	Index	100	148	108	145	111	88	80	108	131	108	94	141	126
Casino-type games (blackjack, poker, etc.)	Vert %	4.7	4.8	4.8	4.7	6	4.8	4.6	5	5.2	4.8	5.1	4.4	3.1
	Index	100	102	102	100	128	103	98	107	112	102	109	94	66
Consumer reviews (products, services, etc.)	Vert %	13.2	22.7	15.4	24.9	21.7	10.5	9.4	16.6	23.6	15.4	13.5	28.5	17.8
	Index	100	172	117	188	165	80	71	126	179	117	102	216	135
Coupons	Vert %	17.4	23.7	18.4	23	23.9	16	14.8	19.4	23.4	18.4	18.1	22.9	22.2
	Index	100	136	105	132	137	92	85	111	134	105	104	131	128
E-mail	Vert %	68.1	81.3	73.9	80.5	85.3	70.6	60	76.1	82.5	73.9	74.4	88.5	82.8
	Index	100	119	108	118	125	104	88	112	121	108	109	130	122
Fantasy sports	Vert %	2.7	3.4	2.7	5	2.4	1.6	2.8	2.7	3.9	2.7	1.8	2.2	2.7
	Index	100	127	102	187	88	59	105	100	146	102	67	82	100
Financial information/services	Vert %	14.6	20.6	16.2	20.7	24.6	13.9	11.7	17.8	22.3	16.2	16.7	27.1	17.9
	Index	100	141	111	142	169	95	80	122	153	111	115	186	123
Find a business address or phone number	Vert %	27.9	39.1	28.8	36.9	41.1	24.7	23.4	31.2	38.6	28.8	29	44.4	30.8
	Index	100	140	103	132	147	89	84	112	139	103	104	159	111
Instant messaging	Vert %	23.7	29.3	21.9	24.9	31.8	20.4	22.2	23.8	27.8	21.9	23.4	28.3	29
	Index	100	124	93	105	134	86	94	101	117	93	99	119	122
Job/employment search	Vert %	16.8	19.3	14.4	15.7	24.3	13.7	17	16.3	19.2	14.4	16.5	17	21.6
	Index	100	115	85	93	144	81	101	97	114	85	98	101	128
Listen to a local radio station online	Vert %	13.2	17.5	12.9	18.4	17.8	10.2	12.3	13.9	18.1	12.9	12.2	17.8	19.7
	Index	100	133	98	139	135	77	93	105	137	98	92	135	149
Listen to Internet radio (Live365, Pandora, etc.)	Vert %	13.6	20.4	15.1	21	21.9	12	10.8	16.4	21.4	15.1	14.6	20.7	22.1
	Index	100	150	110	154	161	88	79	120	157	110	107	152	163
Listen to radio	Vert %	20.3	27.7	20.7	28.7	28.5	16.6	18.1	22.2	28.6	20.7	19.7	27.3	29.2
	Index	100	137	102	141	140	82	89	109	141	102	97	135	144
Local news	Vert %	24.5	33.2	29.1	33.7	41	26.8	18.8	31.4	36.7	29.1	30.5	36	40.1
	Index	100	136	119	138	167	109	77	128	150	119	125	147	163
Local/community events	Vert %	11.1	19.5	13.6	21	23.8	9.9	7.2	15.6	22.2	13.6	13.5	26.6	17.7
	Index	100	176	123	190	215	89	65	141	200	123	122	241	160
Maps/GPS (Google Maps, MapQuest, etc.)	Vert %	44.6	57.5	48.1	57.4	60.2	43.4	38.4	50.4	58.6	48.1	47.8	63.2	52
	Index	100	129	108	129	135	97	86	113	131	108	107	141	116
Medical services/information	Vert %	11.4	16.4	13.6	19.9	14.5	10.3	9.2	13.7	17.6	13.6	11.4	20.7	14.9
	Index	100	144	119	174	127	91	81	121	155	119	100	182	131
Movie listings	Vert %	25.7	37.3	26	32.2	46.6	22.9	21	29.9	38.1	26	29.1	38	35.5
	Index	100	145	101	125	181	89	81	116	148	101	113	148	138

Projected: 13,593,028 Adults 18+; Respondents: 9208					Potential Target Groups				Combined Target Groups				Other Groups	
WATER+RYE+PARTNERS: Pacific City Survey Crosstabulations for Yes on Prop A		All Adults	Culture Consumer Past 12 Months	Always Vote Local Elections	(A) Culture Consumer & Always Vote	(B) Culture Consumer & Sometimes Vote	(C) Not Culture Consumer & Always Vote	(D) Non- Target Groups	A + B + C	A + B	A + C	B + C	Donate to Arts and Cultural Orgs.	Children at Home & Always Vote
Movies (watch or download)	Vert %	17.3	23.1	15	18.5	27.9	13.2	16.2	17.5	22.3	15	17.1	18.7	26.1
	Index	100	134	87	107	161	76	93	101	129	87	99	108	151
Music (listen or download - iTunes, Napster, etc.)	Vert %	28.9	36.9	25	29.9	41.3	22.5	27.6	28.1	34.6	25	27.5	36.3	35.2
	Index	100	128	87	104	143	78	96	97	120	87	95	126	122
National news	Vert %	25	38	30	40.4	42.5	24.6	18.3	32.4	41.3	30	29.3	47	34
	Index	100	152	120	162	170	98	73	129	165	120	117	188	136
Pay bills	Vert %	40.4	48.9	41.2	43.8	58.2	39.8	36.1	44.4	49.7	41.2	44.7	49.6	52.7
	Index	100	121	102	108	144	99	89	110	123	102	111	123	131
Personal ads/dating	Vert %	4.6	5.1	4	3.7	7.1	4.2	4.5	4.6	5.1	4	5	3.7	2.9
	Index	100	111	88	81	156	91	98	101	112	88	108	82	64
Photo processing (Kodak Gallery, Snapfish, etc.)	Vert %	7.1	9.9	7.6	8.9	11.7	7	5.8	8.4	10.1	7.6	8.2	10.1	12.8
	Index	100	138	107	125	164	98	81	118	141	107	115	141	180
Podcasts (watch, listen, or download)	Vert %	5.6	10.3	6	9.6	12.1	4.2	3.7	7.2	10.7	6	6.3	13.3	8.6
	Index	100	184	108	172	218	75	67	129	191	108	113	238	153
Real estate listings	Vert %	9.9	12.2	9.9	12.8	12.7	8.4	9.5	10.4	12.8	9.9	9.5	14.9	13.5
	Index	100	122	99	129	128	84	95	105	128	99	96	150	136
Search (Google, Yahoo!, etc.)	Vert %	48.3	65.4	51.3	62.8	69.6	45.4	40.6	54.8	65.6	51.3	51.8	69.3	60.8
	Index	100	135	106	130	144	94	84	114	136	106	107	143	126
Social networking (Facebook, Twitter, etc.)	Vert %	45.5	54.1	43.2	46.9	62	41.4	42.9	46.8	53.1	43.2	46.8	56.4	56.3
	Index	100	119	95	103	136	91	94	103	117	95	103	124	124
Sports scores/updates	Vert %	21	26.2	23.7	26.4	28.5	22.2	17.8	24.6	27.3	23.7	23.9	25.6	30.8
	Index	100	124	112	126	135	106	84	117	130	112	114	122	147
Take college courses	Vert %	4.5	5.9	3.3	4.6	7.6	2.6	4.7	4.1	5.8	3.3	3.9	6.7	4.8
	Index	100	131	72	102	167	57	104	90	129	72	86	149	107
Traffic	Vert %	16.7	22.3	20.5	23.3	23.5	19.1	12.6	21.1	23.4	20.5	20.3	25.3	30.3
	Index	100	134	123	139	140	114	76	126	140	123	121	151	181
Travel reservations (airline, hotel, auto rental, etc.)	Vert %	19.9	30.1	24.4	33.4	31.8	19.8	14.5	25.8	32.8	24.4	23	41	24.3
	Index	100	151	123	168	160	100	73	130	165	123	116	206	122
TV programs (watch or download)	Vert %	13.6	21.3	12	16.1	27.5	9.8	11.3	14.9	20.8	12	14.5	21.2	14.9
	Index	100	157	88	119	203	73	83	110	153	88	107	156	110
Video clips	Vert %	27.6	37.3	26.5	33.8	39.4	22.7	24.8	28.9	36.1	26.5	27.1	41.7	34.8
	Index	100	135	96	122	143	82	90	105	131	96	98	151	126
Video games (play or download)	Vert %	12.8	14.9	10.8	12	17.6	10.1	12.9	12.1	14.3	10.8	12.1	12.8	13.3
	Index	100	117	84	94	138	79	101	95	112	84	95	100	104
Weather	Vert %	40.3	51.7	45.1	51.4	57.4	41.8	33.6	47.4	53.8	45.1	45.9	53	55.4
	Index	100	128	112	127	142	104	83	118	134	112	114	131	138
Newspaper sections generally looked at/read Mon-Fri														
Advertising circulars/inserts/flyers	Vert %	26.4	30.3	35.5	38.7	23.5	33.8	20.9	33.2	32.4	35.5	31.1	35.2	27.8
	Index	100	115	134	146	89	128	79	126	123	134	118	133	105
Business/finance pages/section	Vert %	27.4	32.4	39	42.2	26.2	37.4	20.1	36.5	35.6	39	34.4	41.6	28.7
	Index	100	118	142	154	95	136	73	133	130	142	126	152	105
Classified advertising	Vert %	25.1	25.2	31.2	30.5	21.7	31.5	22	29.4	26.9	31.2	28.9	29.8	28.9
	Index	100	101	124	122	87	126	88	117	107	124	115	119	115

					Potential Target Groups				Combined Target Groups				Other Groups	
WATER+RYE+PARTNERS: Pacific City Survey Crosstabulations for Yes on Prop A		All Adults	Culture Consumer Past 12 Months	Always Vote Local Elections	(A) Culture Consumer & Always Vote	(B) Culture Consumer & Sometimes Vote	(C) Not Culture Consumer & Always Vote	(D) Non- Target Groups					Donate to Arts and Cultural Orgs.	Children at Home & Always Vote
									A + B + C	A + B	A + C	B + C		
Comics	Vert %	28.3	33.8	38.3	41.1	30.8	36.8	21.3	36.8	36.8	38.3	35.2	41	28.6
	Index	100	120	135	145	109	130	75	130	130	135	125	145	101
Editorial/opinion pages	Vert %	24.7	30.5	36.1	40.1	26.5	34.1	17.2	34.3	34.5	36.1	32.1	39.8	25.3
	Index	100	124	146	162	107	138	70	139	140	146	130	161	103
Entertainment/lifestyle pages/section	Vert %	30.6	37.8	40.3	46.2	34.5	37.2	23.7	39.2	41.4	40.3	36.5	44.8	31.4
	Index	100	123	132	151	113	122	77	128	135	132	119	147	103
Fashion pages/section	Vert %	21.4	25.4	28.6	31.5	21.4	27.1	16.5	27.2	27.3	28.6	25.6	30.1	20
	Index	100	119	134	147	100	127	77	127	128	134	120	141	93
Food/cooking pages/section	Vert %	27.3	32.9	37.2	42.6	27.9	34.4	21.1	35.4	36.5	37.2	32.7	41	28
	Index	100	121	136	156	102	126	77	129	134	136	120	150	102
Home and garden pages/section	Vert %	24.1	30.2	34.1	39.4	25.2	31.4	17.5	32.4	33.6	34.1	29.8	36.4	24.1
	Index	100	125	141	163	105	130	73	134	139	141	123	151	100
International/national news	Vert %	31.2	37.2	41.3	46.5	33.2	38.6	24.5	39.8	41	41.3	37.2	43.4	30.4
	Index	100	119	132	149	107	124	79	127	132	132	119	139	97
Local news section	Vert %	43.5	50.8	55.3	61.3	46.4	52.2	35.6	53.6	55.1	55.3	50.7	58.7	46.2
	Index	100	117	127	141	107	120	82	123	127	127	116	135	106
Main news/front page section	Vert %	48	54.5	60	64.8	50.7	57.5	40	58.2	59	60	55.7	64.3	51
	Index	100	114	125	135	106	120	83	121	123	125	116	134	106
Movie listings and reviews	Vert %	26.6	32	34.9	38.5	31.4	33	20.8	34.2	35.6	34.9	32.6	39.6	28
	Index	100	120	131	145	118	124	78	129	134	131	123	149	105
Science and technology pages/section	Vert %	23	27.6	31.3	34.5	24.9	29.7	17.5	30.1	30.5	31.3	28.4	34.2	22.2
	Index	100	120	136	150	108	129	76	131	133	136	124	149	96
Sports pages/section	Vert %	32.7	33.7	40.4	40.4	30.2	40.3	28.6	38.4	36.2	40.4	37.7	38.1	36.9
	Index	100	103	124	124	92	123	87	118	111	124	115	117	113
TV or radio listings	Vert %	23.2	26.8	32	33.5	23.6	31.3	17.5	30.4	29.5	32	29.3	34.3	21.4
	Index	100	115	138	144	102	135	76	131	127	138	126	148	92
Used mobile device to read newspapers past 30 days														
Yes	Vert %	9.5	12.1	9.3	11.5	13.5	8.1	8.9	10.1	12.3	9.3	9.6	14.6	12.6
	Index	100	127	97	120	142	85	93	106	129	97	100	153	132
No	Vert %	90.5	87.9	90.7	88.5	86.5	91.9	91.1	89.9	87.7	90.7	90.4	85.4	87.4
	Index	100	97	100	98	96	102	101	99	97	100	100	94	97
Time spent traveling to work one way/outdoor/out-of-home														
Less than 10 minutes	Vert %	10.8	11.8	10.9	10.6	11	11.1	10.2	11	10.8	10.9	11.1	10.1	16
	Index	100	109	101	98	101	103	94	101	99	101	102	93	147
10 - 19 minutes	Vert %	14.3	12.1	12.5	10.3	15.2	13.7	15.8	13.1	12.3	12.5	14.1	11.6	19.2
	Index	100	84	88	72	106	96	110	91	86	88	98	81	134
20 - 29 minutes	Vert %	11.3	11.6	10.1	10.6	12.7	9.9	11.8	10.6	11.5	10.1	10.6	10.4	12.3
	Index	100	103	89	94	112	87	105	94	101	89	94	92	108
30 - 59 minutes	Vert %	13	14.5	12.7	14.9	15.4	11.5	13	13.2	15.1	12.7	12.5	16.3	15.8
	Index	100	111	97	115	118	88	100	101	116	97	96	125	121
One hour or more	Vert %	6.1	6.4	6.7	7.4	4.8	6.3	5.9	6.3	6.3	6.7	5.9	6.1	7.9
	Index	100	105	109	120	78	103	96	103	103	109	97	100	129

					Potential Target Groups				Combined Target Groups				Other Groups	
WATER+RYE+PARTNERS: Pacific City Survey Crosstabulations for Yes on Prop A		All Adults	Culture Consumer Past 12 Months	Always Vote Local Elections	(A) Culture Consumer & Always Vote	(B) Culture Consumer & Sometimes Vote	(C) Not Culture Consumer & Always Vote	(D) Non- Target Groups	A + B + C	A + B	A + C	B + C	Donate to Arts and Cultural Orgs.	Children at Home & Always Vote
Do not usually commute	Vert %	3.8	3.1	3.4	3.7	3.3	3.3	4.4	3.4	3.5	3.4	3.3	5	3.4
	Index	100	83	90	98	86	86	116	89	93	90	86	131	90
Not employed	Vert %	40.6	40.5	43.6	42.5	37.7	44.2	38.9	42.5	40.5	43.6	42.5	40.5	25.5
	Index	100	100	108	105	93	109	96	105	100	108	105	100	63
Mode of travel/outdoor/out-of-home (any purpose)														
Bicycle	Vert %	9.9	12.7	9.6	11.4	15.6	8.6	9	10.7	13.2	9.6	10.5	12.9	9.1
	Index	100	128	97	115	158	87	91	108	133	97	106	130	92
Bus	Vert %	13.1	12.4	8.6	9.9	15.7	7.9	15.9	9.9	12.3	8.6	10	10.3	8.1
	Index	100	95	65	75	119	60	121	76	93	65	76	78	62
Carpool	Vert %	13.5	17.6	9.6	13.5	21.8	7.6	14	11.9	16.9	9.6	11.4	15.5	11
	Index	100	131	71	100	162	57	104	89	126	71	84	115	82
Drive (not carpool)	Vert %	86.6	92.6	92.6	95.4	94.3	91.2	81.3	92.9	94.9	92.6	92	95.7	95.8
	Index	100	107	107	110	109	105	94	107	110	107	106	110	111
Metro bus	Vert %	8.9	7.9	5	5.1	11.7	4.9	11.2	6.3	7.8	5	6.7	4.9	3.6
	Index	100	90	56	57	132	55	126	71	88	56	76	55	41
Metro Subway	Vert %	3.9	5.6	4.6	6.9	5.8	3.3	3.3	4.8	6.5	4.6	4	5.4	5.1
	Index	100	142	116	176	148	85	85	122	164	116	101	137	130
Metrolink	Vert %	2.4	3.1	2.8	5.2	0.9	1.6	2.4	2.5	3.4	2.8	1.4	4.3	3.5
	Index	100	129	119	218	40	68	99	104	145	119	61	181	146
Taxi	Vert %	3	5	4.3	6.8	3.6	3	2	4.2	5.5	4.3	3.2	8.3	2
	Index	100	166	143	226	119	100	65	138	182	143	105	275	66
Age of Respondent														
18 - 24	Vert %	13.9	14.7	7	7.7	18.2	6.7	16.8	9.2	12	7	9.7	7.4	10.5
	Index	100	106	51	55	131	48	121	66	86	51	70	53	75
25 - 34	Vert %	19	17.7	11.8	11.9	20.8	11.7	23.2	13.5	15.6	11.8	14.1	10.2	19.4
	Index	100	93	62	62	109	62	122	71	82	62	74	53	102
35 - 49	Vert %	28.4	27.1	23.7	23.5	28.7	23.8	31.2	24.7	25.7	23.7	25.1	27	46.6
	Index	100	95	83	83	101	84	110	87	90	83	88	95	164
50 - 64	Vert %	23.6	23.9	30.6	30	22.4	30.9	20	29	26.9	30.6	28.7	32.2	20
	Index	100	101	130	127	95	131	85	123	114	130	122	136	85
65 or older	Vert %	15.1	16.6	26.8	26.9	9.8	26.8	8.7	23.6	19.9	26.8	22.3	23.2	3.5
	Index	100	110	178	179	65	178	58	157	132	178	148	154	23
Sex of respondent														
Men	Vert %	49.2	44.2	52.4	48.9	42	54.2	49.6	50.4	46.1	52.4	51	48.8	54.1
	Index	100	90	106	99	85	110	101	102	94	106	104	99	110
Women	Vert %	50.8	55.8	47.6	51.1	58	45.8	50.4	49.6	53.9	47.6	49	51.2	45.9
	Index	100	110	94	101	114	90	99	98	106	94	97	101	90
Marital status														
Married	Vert %	53.6	51.7	59.5	57.1	49.9	60.7	51.4	57.6	54.2	59.5	57.8	57.6	72.6
	Index	100	96	111	107	93	113	96	107	101	111	108	107	135
Never married (single)	Vert %	31.3	32.5	22	24.2	35.4	20.9	35.5	24.6	28.8	22	24.7	25.3	17.6
	Index	100	104	70	77	113	67	114	79	92	70	79	81	56

					Potential Target Groups				Combined Target Groups				Other Groups	
WATER+RYE+PARTNERS: Pacific City Survey Crosstabulations for Yes on Prop A		All Adults	Culture Consumer Past 12 Months	Always Vote Local Elections	(A) Culture Consumer & Always Vote	(B) Culture Consumer & Sometimes Vote	(C) Not Culture Consumer & Always Vote	(D) Non- Target Groups	A + B + C	A + B	A + C	B + C	Donate to Arts and Cultural Orgs.	Children at Home & Always Vote
Widowed	Vert %	5.5	5.9	8.7	8.4	5	8.9	3.7	8	7	8.7	7.9	6.7	2.5
	Index	100	107	159	153	90	162	67	146	127	159	143	122	45
Legally separated	Vert %	2	1.4	1.2	1.7	1	1	2.7	1.2	1.4	1.2	1	1.7	1.9
	Index	100	71	63	85	49	52	137	61	70	63	52	87	98
Divorced	Vert %	7.6	8.6	8.5	8.6	8.7	8.5	6.7	8.6	8.7	8.5	8.6	8.6	5.4
	Index	100	112	112	113	115	112	88	113	114	112	113	114	71
Race														
White	Vert %	82.4	84.1	84.3	87.1	81.9	82.8	81.3	83.8	85	84.3	82.6	83.1	83.6
	Index	100	102	102	106	99	101	99	102	103	102	100	101	102
Black/African American	Vert %	7.1	4.6	6.5	4	4.2	7.8	8.1	6.1	4.1	6.5	6.8	4.9	7.5
	Index	100	65	91	56	59	109	114	85	57	91	96	69	105
Asian	Vert %	6	6.2	4.8	5.6	7.6	4.4	6.6	5.4	6.4	4.8	5.3	7.7	4.1
	Index	100	104	81	93	128	74	110	90	107	81	88	128	69
Other	Vert %	4.5	5.1	4.4	3.3	6.2	5	4	4.8	4.5	4.4	5.3	4.3	4.7
	Index	100	112	98	74	138	110	89	105	100	98	117	95	105
Spanish/Hispanic origin														
Yes	Vert %	40.5	30.7	25.5	23.2	30.4	26.7	52.1	26.4	26.2	25.5	27.7	14.5	42.2
	Index	100	76	63	57	75	66	129	65	65	63	68	36	104
No	Vert %	59.5	69.3	74.5	76.8	69.6	73.3	47.9	73.6	73.8	74.5	72.3	85.5	57.8
	Index	100	116	125	129	117	123	80	124	124	125	122	144	97
Spanish language dominant (among Hispanics)														
Yes	Vert %	23.1	13.1	10.7	9	7	11.6	33.8	10	8.2	10.7	10.4	6.6	17.6
	Index	100	57	46	39	30	50	146	43	35	46	45	29	76
No	Vert %	17.4	17.6	14.8	14.2	23.4	15	18.4	16.4	18	14.8	17.3	7.8	24.6
	Index	100	101	85	82	135	87	106	94	103	85	99	45	141
Level of education														
Grade school (8th grade or less)	Vert %	8.5	2.9	4.6	1.9	1.3	6	12.7	3.9	1.6	4.6	4.7	0.9	5.3
	Index	100	34	54	22	15	70	149	46	19	54	56	10	63
Some high school (not graduate)	Vert %	7.5	6.2	4.4	4.5	3.9	4.3	9.7	4.3	4.3	4.4	4.2	2.4	5.8
	Index	100	83	58	60	51	57	129	57	57	58	56	32	76
High school graduate (12th grade or GED)	Vert %	28.6	19.4	23.8	15.3	20.7	28.1	33.7	23.2	17.5	23.8	26.2	9.3	26
	Index	100	68	83	53	72	98	118	81	61	83	92	33	91
Some college (1-3 years-not Graduate or AA/Associates)	Vert %	30.8	34.3	35.2	36.9	35	34.3	27.4	35.1	36.1	35.2	34.5	30.7	31.6
	Index	100	111	114	120	114	111	89	114	117	114	112	100	103
College graduate (4 year college)	Vert %	13.2	18.6	16	19.4	21.6	14.3	9.8	17.1	20.3	16	16.2	26.3	15.9
	Index	100	141	121	147	164	108	74	129	154	121	123	199	121
Some post graduate (no advanced degree)	Vert %	2.2	3.4	3.2	4.3	2.8	2.6	1.5	3.1	3.7	3.2	2.6	5.6	3
	Index	100	152	142	194	125	115	65	139	166	142	118	252	134
Post graduate degree	Vert %	9.1	15.2	12.9	17.7	14.7	10.4	5.3	13.3	16.5	12.9	11.6	24.8	12.4
	Index	100	166	142	194	162	115	58	145	181	142	127	272	136
Household income														
\$0 - \$19,999	Vert %	10.8	6.3	7.5	4.9	3.2	8.9	14.1	6.7	4.2	7.5	7.4	5	4.7
	Index	100	59	70	45	30	82	130	62	39	70	68	46	43

					Potential Target Groups				Combined Target Groups				Other Groups	
WATER+RYE+PARTNERS: Pacific City Survey Crosstabulations for Yes on Prop A		All Adults	Culture Consumer Past 12 Months	Always Vote Local Elections	(A) Culture Consumer & Always Vote	(B) Culture Consumer & Sometimes Vote	(C) Not Culture Consumer & Always Vote	(D) Non- Target Groups	A + B + C	A + B	A + C	B + C	Donate to Arts and Cultural Orgs.	Children at Home & Always Vote
\$20,000 - \$34,999	Vert %	18.5	11.1	13.1	10.2	8.3	14.7	24.2	12.2	9.4	13.1	13	8	11.6
	Index	100	60	71	55	45	79	131	66	51	71	70	43	63
\$35,000 - \$49,999	Vert %	19.5	16.7	18.1	17.5	15.5	18.5	21.4	17.6	16.7	18.1	17.7	14.6	16.6
	Index	100	86	93	90	80	95	110	90	86	93	91	75	85
\$50,000 - \$99,999	Vert %	28.5	34.3	31.1	33.3	40.5	30	24.7	32.9	36.2	31.1	32.7	28.7	30.6
	Index	100	120	109	117	142	105	87	116	127	109	115	101	108
\$100,000 - \$149,999	Vert %	12.1	16.6	15.5	17	18.6	14.7	8.5	16.1	17.7	15.5	15.7	20.7	19
	Index	100	137	128	141	154	122	70	133	146	128	130	171	157
\$150,000 - \$249,999	Vert %	7.2	9.4	10.2	11.5	7.7	9.5	5	9.7	9.9	10.2	9	14.7	11.4
	Index	100	130	141	159	107	132	69	134	138	141	125	204	157
\$250,000 or more	Vert %	3.4	5.5	4.4	5.6	6.2	3.8	2.1	4.8	5.9	4.4	4.4	8.4	6.2
	Index	100	162	129	165	181	111	62	139	172	129	130	245	180
No.children in household (age 17 or under)														
None	Vert %	54.8	60.7	69.6	72.8	55.7	67.9	45.6	66.9	65.7	69.6	64.7	71.2	0
	Index	100	111	127	133	101	124	83	122	120	127	118	130	0
One	Vert %	16.7	16.8	13.2	12.4	18.7	13.7	18.1	14.3	15	13.2	15	14.7	43.5
	Index	100	101	79	74	112	82	108	85	89	79	90	88	260
Two	Vert %	16.6	13.7	11	9.6	17.1	11.7	20.3	12.1	12.7	11	13.1	10.7	36
	Index	100	83	66	58	103	71	123	73	76	66	79	65	218
Three	Vert %	7.9	5.8	4.5	3.8	5	4.8	10.4	4.6	4.3	4.5	4.9	2.8	14.7
	Index	100	74	57	48	63	62	132	58	54	57	62	35	187
Four or more	Vert %	4	2.9	1.8	1.5	3.6	1.9	5.5	2.1	2.4	1.8	2.4	0.6	5.8
	Index	100	73	44	38	91	47	139	53	60	44	59	15	144
Occupation summary														
Management, Business and Financial Operations	Vert %	9.8	12.2	11.9	13.9	12.8	10.9	8.1	12.1	13.4	11.9	11.4	15.5	14.9
	Index	100	124	121	141	130	111	82	123	137	121	116	158	152
Professional and Related Occupations	Vert %	13.2	17.1	15.6	17.8	18.1	14.5	10.6	16.1	17.9	15.6	15.4	21.7	18.3
	Index	100	130	118	135	137	109	80	122	135	118	117	164	138
Service	Vert %	10.5	7.2	7.3	5.1	7.2	8.3	13.4	7.2	6	7.3	8	5.3	11.3
	Index	100	68	69	49	68	79	127	69	57	69	76	50	108
Sales and Office	Vert %	13.4	14	12.1	11.6	15	12.4	13.6	12.7	13	12.1	13.1	10.6	15.8
	Index	100	104	90	87	112	92	101	95	97	90	98	79	117
Farming, Fishing, and Forestry	Vert %	0.2	0.1	0.3	0.1	0.3	0.5	0.2	0.3	0.2	0.3	0.4	0.1	0.2
	Index	100	60	140	38	134	192	78	139	78	140	177	38	90
Construction, Extraction, and Maintenance	Vert %	5.1	4.4	4	5.3	2.4	3.4	6.2	3.7	4.2	4	3.1	2.8	5.5
	Index	100	87	80	106	48	66	123	74	82	80	62	56	109
Production, Transportation and Material Moving	Vert %	7	4.4	5	3.5	6.2	5.8	8.9	5.2	4.6	5	5.9	3.4	8.4
	Index	100	63	72	51	89	83	128	75	67	72	84	49	120
Military Specific	Vert %	0.1	0.1	0	0	0.3	0	0.2	0.1	0.1	0	0.1	0	0
	Index	100	94	28	38	244	22	139	69	123	28	81	0	42
White collar	Vert %	36.5	43.3	39.7	43.4	45.9	37.8	32.2	40.9	44.4	39.7	39.9	47.8	49
	Index	100	119	109	119	126	104	88	112	122	109	109	131	134

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WATER+RYE+PARTNERS: Pacific City Survey Crosstabulations for Yes on Prop A		All Adults	Culture Consumer Past 12 Months	Always Vote Local Elections	(A) Culture Consumer & Always Vote	(B) Culture Consumer & Sometimes Vote	(C) Not Culture Consumer & Always Vote	(D) Non- Target Groups	A + B + C	A + B	A + C	B + C	Donate to Arts and Cultural Orgs.	Children at Home & Always Vote
Blue collar	Vert %	22.9	16.2	16.7	14.2	16.4	17.9	28.8	16.6	15.1	16.7	17.5	11.6	25.5
	Index	100	71	73	62	72	78	126	72	66	73	76	51	111
Type of alcoholic beverage drink most often														
Beer	Vert %	17.7	16.8	15	12	22.7	16.5	18.8	16.5	16.4	15	18.2	18.4	21.4
	Index	100	95	84	68	128	93	106	93	93	84	102	104	121
Liquor (spirits)	Vert %	8.9	11.5	9.3	10.9	15.7	8.5	7.6	10.5	12.9	9.3	10.4	14.1	6.2
	Index	100	130	105	123	177	96	86	119	145	105	117	159	70
Wine	Vert %	15.3	24.6	22.5	30.4	20.6	18.4	8.9	22.1	26.4	22.5	19	30.7	16
	Index	100	161	147	199	134	120	58	144	172	147	124	200	105
Wine coolers (Bartles & Jaymes, Seagram's, etc.)	Vert %	2.4	2.8	2.1	1.5	4.1	2.4	2.1	2.5	2.5	2.1	2.9	1.8	3.8
	Index	100	118	88	61	171	101	90	104	106	88	120	76	158
Activities past 12 months														
Adult continuing education	Vert %	12.1	18	11.7	18.7	19.2	8.2	10.9	13.2	18.9	11.7	11.1	18.4	14.5
	Index	100	148	97	154	158	67	90	108	156	97	91	152	119
Aerobics	Vert %	14.5	21.2	14.2	21.9	22.3	10.3	12.9	15.8	22.1	14.2	13.5	21.8	14.8
	Index	100	146	98	151	154	71	89	109	152	98	93	150	102
Basketball	Vert %	12.4	12.4	8.2	10.7	11.6	6.9	14.9	8.8	11.1	8.2	8.1	11.9	12.9
	Index	100	100	66	86	94	56	121	71	89	66	66	96	104
Bicycling	Vert %	22.7	31.2	24.2	29.8	31.7	21.3	18.8	25.7	30.6	24.2	24.1	28.3	30.3
	Index	100	137	107	131	140	94	83	113	135	107	106	125	133
Bowling	Vert %	17.3	21.4	13.1	15.7	24.3	11.7	17.8	15.2	19.2	13.1	15.1	16	20
	Index	100	124	75	90	140	68	103	88	111	75	87	92	116
Camping	Vert %	16.1	21.4	17.2	20.4	23.4	15.6	13.6	18.4	21.6	17.2	17.6	20.1	24.1
	Index	100	133	107	127	145	97	84	114	134	107	109	125	150
Fishing	Vert %	10.5	10.3	10.2	10.8	7.7	9.9	10.8	9.7	9.6	10.2	9.3	7.2	13
	Index	100	98	98	104	74	95	103	93	91	98	89	69	124
Football	Vert %	6.1	9	4.9	7.5	9.6	3.6	5.8	5.8	8.4	4.9	5.2	8.1	8.4
	Index	100	147	81	123	158	59	95	95	137	81	85	132	137
Gardening	Vert %	40.5	49.8	49.7	56.3	49.2	46.4	32.8	49.6	53.4	49.7	47.1	57.6	47.2
	Index	100	123	123	139	122	115	81	123	132	123	116	142	117
Golf	Vert %	8.7	11.7	11.7	12.6	11.3	11.3	5.9	11.7	12.1	11.7	11.3	14.1	14.1
	Index	100	135	135	145	131	130	68	134	139	135	130	162	162
Hiking - backpacking	Vert %	16.5	30.4	17.7	28.3	30.2	12.3	11	20.1	29.1	17.7	17	32.3	21.6
	Index	100	184	108	172	183	75	67	122	177	108	103	196	131
Hunting	Vert %	1.5	1.9	2.3	2.6	1.3	2.1	1	2.1	2.1	2.3	1.9	1.5	3.2
	Index	100	130	154	176	89	143	64	142	140	154	129	98	215
Jogging - running	Vert %	31.1	36.3	24	27	37.8	22.5	32.3	26.6	31.4	24	26.5	33.2	34.9
	Index	100	117	77	87	122	72	104	86	101	77	85	107	112
Photography	Vert %	22.7	35.2	25.1	35.4	36.3	19.8	17.3	27.3	35.8	25.1	24.2	39.6	31.1
	Index	100	155	111	156	160	87	77	120	158	111	107	175	137
Play a musical instrument	Vert %	13.9	22.4	14.2	21.1	23.4	10.7	10.9	15.9	22	14.2	14	23.2	16.3
	Index	100	161	102	152	168	77	79	115	158	102	101	167	117

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Powerboating	Vert %	4.1	5.4	5.2	5.4	7.2	5.1	2.9	5.6	6.1	5.2	5.7	6.2	6.7
	Index	100	131	128	131	176	126	71	137	149	128	139	151	165
Sailboating	Vert %	1.7	3.9	1.9	3.5	4.2	1.1	0.8	2.3	3.8	1.9	1.9	3.8	1
	Index	100	228	112	204	244	65	49	137	221	112	112	222	56
Snow skiing - snowboarding	Vert %	4.8	7.2	5.3	5.4	9.1	5.2	3.4	6	7	5.3	6.2	6.8	8.7
	Index	100	149	110	113	191	108	70	126	145	110	130	141	181
Soccer	Vert %	10	9	6.2	6.7	9.9	5.9	12.3	6.9	8	6.2	7	8.1	11.2
	Index	100	91	62	67	100	59	124	69	80	62	70	81	113
Softball - baseball	Vert %	7	9.5	6.5	8.2	12.1	5.7	6.3	7.6	9.8	6.5	7.4	8.2	11.2
	Index	100	136	94	117	173	82	90	109	140	94	106	117	161
Surfing	Vert %	2.5	3.3	3	2.4	3.4	3.3	1.7	3.1	2.8	3	3.3	3.9	3.4
	Index	100	131	121	98	139	133	68	125	115	121	134	156	139
Swimming	Vert %	29.6	42.5	28.9	38.5	44.6	24	25.4	31.9	41	28.9	29.4	41.9	38.1
	Index	100	143	98	130	150	81	86	108	138	98	99	142	128
Tennis	Vert %	5.4	10.7	6	10.7	10.7	3.5	3.5	6.9	10.7	6	5.4	10.4	7.1
	Index	100	197	110	198	198	65	65	127	198	110	100	192	132
Volleyball	Vert %	4.7	6.1	4.1	7.1	6.5	2.5	5	4.5	6.9	4.1	3.6	5.9	6.7
	Index	100	130	87	152	138	54	106	97	146	87	76	126	143
Volunteer work	Vert %	23.7	38.5	29.2	44.1	31.4	21.6	16.8	29.7	38.9	29.2	24.2	45	31.4
	Index	100	163	123	186	133	91	71	125	164	123	102	190	132
Yoga - pilates	Vert %	10.1	19.2	9.8	17.7	27.6	5.7	7.2	13.2	21.8	9.8	11.5	21.3	9.3
	Index	100	191	97	176	275	57	72	131	217	97	114	211	93
Use wireless/cell phone														
Yes	Vert %	86	91.7	88.2	90.4	94.3	87	82.5	89.3	92	88.2	88.9	93.7	94.7
	Index	100	107	102	105	110	101	96	104	107	102	103	109	110
No	Vert %	14	8.3	11.8	9.6	5.7	13	17.5	10.7	8	11.8	11.1	6.3	5.3
	Index	100	59	85	69	41	93	125	76	57	85	79	45	38
Ways use wireless/cell phone														
Banking	Vert %	12.6	14.4	9.3	11.4	17	8.2	13.6	10.8	13.7	9.3	10.5	16.1	14.6
	Index	100	115	74	91	135	66	108	86	109	74	84	128	116
E-mail	Vert %	26.5	32.9	25.6	29	37	23.8	24.4	27.8	32.3	25.6	27.3	41.6	37.2
	Index	100	124	96	109	140	90	92	105	122	96	103	157	140
Games (play or download)	Vert %	19	24.1	16.6	21.3	29	14.2	18.6	19	24.5	16.6	18.1	25.6	26.9
	Index	100	127	87	112	152	75	98	100	129	87	95	135	142
Maps/GPS navigation	Vert %	22.2	27.5	19.3	22.3	30.4	17.8	21.4	21.4	25.6	19.3	21.1	35.1	25.9
	Index	100	124	87	101	137	80	97	97	116	87	95	158	117
Music (listen or download)	Vert %	19.5	22.1	15.8	17.3	25	15	20.3	17.6	20.5	15.8	17.6	24.6	24.6
	Index	100	113	81	89	128	77	104	90	105	81	90	126	126
News/weather/traffic	Vert %	21.1	27.3	19	23	30.1	17	19.7	21.2	25.9	19	20.5	31.8	30.5
	Index	100	130	90	109	143	81	93	100	123	90	97	151	145
Search (Google, Yahoo!, etc.)	Vert %	23.8	30	22.4	27.1	31.7	20	22.4	24.2	29	22.4	23.1	34.8	31.5
	Index	100	126	94	114	133	84	94	101	122	94	97	146	132

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Social networking (Facebook, Twitter, etc.)	Vert %	18.6	22.7	14.9	16.4	27.5	14.2	18.6	17.3	21	14.9	17.7	22.4	25.6
	Index	100	122	80	88	148	76	100	93	113	80	95	120	137
Sports scores/updates	Vert %	11.5	13.7	9.6	10	14.3	9.4	11.3	10.5	11.7	9.6	10.7	16.9	13.6
	Index	100	119	83	87	124	82	98	91	102	83	93	147	118
Stocks/stock market	Vert %	4.1	4.8	4.5	4.1	5.4	4.8	3.4	4.7	4.6	4.5	4.9	8.3	6.3
	Index	100	116	111	99	132	117	84	115	113	111	121	202	153
Subscribe to TV service for a fee	Vert %	0.7	1.1	0.7	1.2	0.8	0.4	0.6	0.7	1	0.7	0.5	1.3	1.2
	Index	100	160	98	177	115	57	88	101	152	98	72	195	184
Text messaging	Vert %	59.7	67.6	51.9	55.7	77.8	49.9	60.1	56.8	64.8	51.9	57.3	65.1	73.6
	Index	100	113	87	93	130	84	101	95	108	87	96	109	123
Watch free TV programs	Vert %	3.1	3.6	2.4	2.5	4.6	2.4	3.2	2.9	3.4	2.4	3	6.1	3.5
	Index	100	116	79	80	149	78	102	92	109	79	97	198	114
Watch video clips	Vert %	11.9	14.7	8.9	10.8	17.2	7.9	12.3	10.5	13.4	8.9	10.4	14.7	13.5
	Index	100	123	75	91	144	67	103	88	113	75	87	124	113
Other Internet feature/app	Vert %	11.1	14.7	10.4	13.5	16.6	8.9	10.2	11.6	14.8	10.4	10.9	20.8	15.7
	Index	100	133	94	121	150	80	92	105	133	94	98	187	141