

49ers Crosstabs-2

Gender, Age, Homeowner, Football Fan

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Generated by MarketSight®

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* Denotes variable with statistically significant findings

Measure J vote

	Gender			Age				Homeowner			Football fan			
	Total	Male (B)	Female (C)	Total	18-34 (D)	35-54 (E)	55+ (F)	Total	No (G)	Yes (H)	Total	Yes (I)	No (J)	DK/Ref (K)
	*			*				*			*			
Sample Size	560	265	295	522	63	200	259	614	193	421	601	357	233	11
Yes Count Column %	280 50%	137 52%	143 48%	260 50%	35 56%	102 51%	123 47%	319 52%	115 60% H	204 48%	317 53%	212 59% J	101 43%	4 36%
No Count Column %	207 37%	97 37%	110 37%	197 38%	19 30%	77 39%	101 39%	220 36%	54 28%	166 39% G	217 36%	111 31%	103 44% I	3 27%
Don't know (vol) Count Column %	64 11%	28 11%	36 12%	58 11%	9 14%	19 10%	30 12%	66 11%	21 11%	45 11%	63 10%	33 9%	29 12%	1 9%
Refused (vol) Count Column %	9 2%	3 1%	6 2%	7 1%	0 0%	2 1%	5 2%	9 1%	3 2%	6 1%	4 1%	1 0%	0 0%	3 27% IJ

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: BC / DEF / GH / IJK. Upper case at 95%

Good for economy

	Gender			Age				Homeowner			Football fan			
	Total	Male (B)	Female (C)	Total	18-34 (D)	35-54 (E)	55+ (F)	Total	No (G)	Yes (H)	Total	Yes (I)	No (J)	DK/Ref (K)
	*			*				*			*			
Sample Size	550	261	289	513	62	196	255	604	191	413	601	357	233	11
Yes / Good Count Column %	321 58%	158 61%	163 56%	298 58%	44 71% F	114 58%	140 55%	364 60%	131 69% H	233 56%	364 61%	241 68% JK	120 52%	3 27%
No / Bad / No Change Count Column %	176 32%	79 30%	97 34%	167 33%	14 23%	63 32%	90 35%	184 30%	42 22%	142 34% G	184 31%	91 25%	91 39% I	2 18%
Don't know (vol) Count Column %	47 9%	22 8%	25 9%	44 9%	4 6%	18 9%	22 9%	49 8%	15 8%	34 8%	48 8%	24 7%	22 9%	2 18%
Refused (vol) Count Column %	6 1%	2 1%	4 1%	4 1%	0 0%	1 1%	3 1%	7 1%	3 2%	4 1%	5 1%	1 0%	0 0%	4 36% IJ

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: BC / DEF / GH / IJK. Upper case at 95%

Worried about costs to taxpayers

	Gender			Age				Homeowner			Football fan			
	Total	Male (B)	Female (C)	Total	18-34 (D)	35-54 (E)	55+ (F)	Total	No (G)	Yes (H)	Total	Yes (I)	No (J)	DK/Ref (K)
	*			*				*			*			
Sample Size	549	261	288	512	62	196	254	602	189	413	601	357	233	11
Very worried Count Column %	177 32%	83 32%	94 33%	165 32%	13 21%	69 35% D	83 33%	184 31%	47 25%	137 33% G	183 30%	91 25%	91 39% I	1 9%
Somewhat worried Count Column %	168 31%	86 33%	82 28%	161 31%	23 37%	63 32%	75 30%	195 32%	68 36%	127 31%	195 32%	115 32%	78 33%	2 18%
Not at all worried Count Column %	183 33%	85 33%	98 34%	172 34%	25 40%	61 31%	86 34%	201 33%	69 37%	132 32%	201 33%	142 40% J	57 24%	2 18%
Don't know (vol) Count Column %	16 3%	5 2%	11 4%	11 2%	1 2%	3 2%	7 3%	17 3%	5 3%	12 3%	17 3%	8 2%	7 3%	2 18% I
Refused (vol) Count Column %	5 1%	2 1%	3 1%	3 1%	0 0%	0 0%	3 1%	5 1%	0 0%	5 1%	5 1%	1 0%	0 0%	4 36% IJ

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: BC / DEF / GH / IJK. Upper case at 95%

Worried about traffic impacts

	Gender			Age				Homeowner			Football fan			
	Total	Male (B)	Female (C)	Total	18-34 (D)	35-54 (E)	55+ (F)	Total	No (G)	Yes (H)	Total	Yes (I)	No (J)	DK/Ref (K)
	*			*				*			*			
Sample Size	549	261	288	512	62	196	254	602	189	413	601	357	233	11
Very worried Count Column %	200 36%	94 36%	106 37%	187 37%	22 35%	72 37%	93 37%	213 35%	61 32%	152 37%	212 35%	111 31%	99 42% I	2 18%
Somewhat worried Count Column %	148 27%	75 29%	73 25%	147 29%	24 39% F	57 29%	66 26%	170 28%	63 33%	107 26%	170 28%	101 28%	67 29%	2 18%
Not at all worried Count Column %	186 34%	85 33%	101 35%	168 33%	15 24%	66 34%	87 34%	204 34%	62 33%	142 34%	204 34%	139 39% J	64 27%	1 9%
Don't know (vol) Count Column %	9 2%	4 2%	5 2%	6 1%	1 2%	1 1%	4 2%	9 1%	3 2%	6 1%	9 1%	5 1%	3 1%	1 9%
Refused (vol) Count Column %	6 1%	3 1%	3 1%	4 1%	0 0%	0 0%	4 2%	6 1%	0 0%	6 1%	6 1%	1 0%	0 0%	5 45% IJ

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: BC / DEF / GH / IJK. Upper case at 95%

Biggest concern (undecideds)

	Gender			Age			Homeowner			Football fan				
	Total	Male (B)	Female (C)	Total	18-34 (D)	35-54 (E)	55+ (F)	Total	No (G)	Yes (H)	Total	Yes (I)	No (J)	DK/Ref (K)
	*			*			*			*				
Sample Size	62	26	36	56	9	19	28	64	20	44	63	33	29	1
Cost to the taxpayers Count Column %	27 44%	17 65% C	10 28%	24 43%	1 11%	13 68% DF	10 36%	27 42%	6 30%	21 48%	27 43%	15 45%	12 41%	0 0%
Traffic impacts Count Column %	13 21%	6 23%	7 19%	13 23%	6 67% EF	1 5%	6 21%	13 20%	5 25%	8 18%	13 21%	6 18%	7 24%	0 0%
Other (fill-in) Count Column %	16 26%	3 12%	13 36% B	15 27%	2 22%	4 21%	9 32%	18 28%	8 40%	10 23%	17 27%	10 30%	7 24%	0 0%
Don't know (vol) Count Column %	6 10%	0 0%	6 17% B	4 7%	0 0%	1 5%	3 11%	6 9%	1 5%	5 11%	6 10%	2 6%	3 10%	1 100%
Refused (vol) Count Column %	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: BC / DEF / GH / IJK. Upper case at 95%

Shared stadium

	Gender			Age				Homeowner			Football fan			
	Total	Male (B)	Female (C)	Total	18-34 (D)	35-54 (E)	55+ (F)	Total	No (G)	Yes (H)	Total	Yes (I)	No (J)	DK/Ref (K)
	*			*				*			*			
Sample Size	548	261	287	511	62	196	253	601	188	413	601	357	233	11
More likely Count Column %	140 26%	73 28%	67 23%	127 25%	15 24%	41 21%	71 28%	160 27%	56 30%	104 25%	160 27%	106 30%	53 23%	1 9%
Less likely Count Column %	199 36%	91 35%	108 38%	186 36%	25 40%	73 37%	88 35%	216 36%	56 30%	160 39% G	216 36%	130 36%	83 36%	3 27%
No difference Count Column %	168 31%	83 32%	85 30%	161 32%	20 32%	66 34%	75 30%	182 30%	66 35%	116 28%	182 30%	103 29%	78 33%	1 9%
Don't know (vol) Count Column %	31 6%	10 4%	21 7%	29 6%	2 3%	14 7%	13 5%	33 5%	10 5%	23 6%	33 5%	14 4%	18 8% I	1 9%
Refused (vol) Count Column %	10 2%	4 2%	6 2%	8 2%	0 0%	2 1%	6 2%	10 2%	0 0%	10 2% G	10 2%	4 1%	1 0%	5 45% IJ

* Statistically significant result within this Column Variable at 95%

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