

Attachment A - Snapshot of Demographic Makeup of Respondents by User Segment

	Savvy Transit Users	No Hassle Travelers	Frequent Bus Patrons	Frequent Rail Patrons	Drivers Who Occasionally Ride Rail	High Potential Transit Users	Previous Bus/Rail Riders	Other*
Total Number of Respondents	4,606	1,792	970	828	1,323	3,320	746	2,861
% of Total Respondents	28%	11%	6%	5%	8%	20%	5%	17%
Gender:								
Male	49%	53%	41%	47%	41%	44%	46%	
Female	50%	46%	58%	52%	59%	56%	53%	
Trans FTM	0.32%	0.47%	0.34%	0.26%	0.00%	0.37%	0.31%	
Trans MTF	0.40%	0.24%	0.45%	0.00%	0.00%	0.13%	0.47%	
Age:								
< 18	1%	0%	2%	0%	0%	0%	0%	
18-24	17%	11%	16%	13%	6%	7%	14%	
25-34	30%	32%	24%	36%	29%	21%	32%	
35-49	27%	28%	26%	26%	30%	31%	30%	
50-64	20%	22%	25%	22%	25%	29%	19%	
65 or older	5%	7%	6%	3%	10%	11%	4%	
Employment Status:								
Employed full-time	50%	67%	48%	75%	67%	59%	59%	
Employed part-time	17%	11%	16%	9%	10%	14%	11%	
Full-time student and working	10%	8%	9%	6%	3%	4%	9%	
Full-time student and not working	6%	2%	9%	2%	2%	3%	4%	
Unemployed (seeking employment)	5%	3%	5%	3%	4%	5%	6%	
Unemployed (not seeking employment)	1%	1%	1%	0%	1%	1%	1%	
Retired	5%	6%	5%	3%	9%	10%	4%	
Stay at home parent or caregiver (full-time)	2%	1%	3%	0%	3%	3%	3%	
Disabled	5%	1%	5%	0%	1%	1%	4%	
Annual Household Income:								
Under \$20,000	30%	11%	27%	7%	6%	10%	20%	
\$20,000-\$29,999	15%	8%	14%	6%	4%	8%	10%	
\$30,000-\$39,999	12%	7%	11%	6%	6%	7%	11%	
\$40,000-\$49,999	8%	9%	8%	9%	7%	8%	10%	
\$50,000-\$59,999	7%	9%	7%	9%	8%	9%	9%	
\$60,000-\$69,999	5%	7%	7%	8%	9%	6%	6%	
\$70,000-\$79,999	5%	8%	6%	7%	7%	8%	7%	
\$80,000-\$89,999	3%	7%	3%	8%	7%	6%	5%	
\$90,000-\$99,999	3%	5%	3%	6%	7%	6%	4%	
\$100,000 or more	12%	28%	12%	34%	39%	32%	17%	
Ethnicity:								
Latino	33%	18%	30%	17%	10%	19%	33%	
African American	11%	8%	10%	4%	3%	6%	8%	
White	35%	53%	40%	58%	66%	53%	32%	
Asian/Pacific Islander	11%	13%	12%	13%	14%	14%	15%	
Native American	3%	2%	2%	1%	1%	2%	3%	
Other	7%	6%	6%	6%	6%	6%	8%	

*Consist of remaining respondents who could not be meaningfully classified into distinct categories.