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Table 1: QA. CELL PHONE

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|-------------------------------|-------------------------|------------|-----------|----------------|-----------------|-----------|-------------------|----------|--------------|--------------------------|------------|----------------------|---------------------|------------------|--------------------|-----------|-----------------------|-----------|-------------|--------------|-------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL | |
| Column n-Size | 265 | 114 | 71 | 15 | 51 | 185 | 67 | 14 | 84 | 20 | 55 | 66 | 141 | 124 | 60 | 138 | 22 | 80 | 160 | 68 | |
| Yes, cell and can talk safely | 71 | 72 | 71 | 71 | 63 | 71 | 65 | 90 | 74 | 80 | 71 | 60 | 67 | 75 | 65 | 69 | 53 | 75 | 70 | 71 | |
| No, not on cell | 29 | 28 | 29 | 29 | 37 | 29 | 35 | 10 | 26 | 20 | 29 | 40 | 33 | 25 | 35 | 31 | 47 | 25 | 30 | 29 | |
| | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | | |
| Column n-Size | 265 | 195 | 60 | 10 | 179 | 68 | 18 | 163 | 48 | 54 | 19 | 16 | 17 | 173 | 79 | 197 | 32 | 46 | | | |
| Yes, cell and can talk safely | 71 | 72 | 67 | 72 | 72 | 67 | 66 | 71 | 67 | 72 | 73 | 84 | 73 | 64 | 83 | 69 | 85 | 75 | | | |
| No, not on cell | 29 | 28 | 33 | 28 | 28 | 33 | 34 | 29 | 33 | 28 | 27 | 16 | 27 | 36 | 17 | 31 | 15 | 25 | | | |
| | Q14 EDUCATION | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | | | | | | |
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B | | | | |
| Column n-Size | 265 | 10 | 79 | 85 | 86 | 89 | 171 | 56 | 82 | 81 | 231 | 217 | 194 | 164 | 121 | 124 | 141 | | | | |
| Yes, cell and can talk safely | 71 | 90 | 74 | 73 | 62 | 75 | 67 | 66 | 67 | 78 | 69 | 67 | 67 | 65 | 66 | 69 | 72 | | | | |
| No, not on cell | 29 | 10 | 26 | 27 | 38 | 25 | 33 | 34 | 33 | 22 | 31 | 33 | 33 | 35 | 34 | 31 | 28 | | | | |
| | GENDER | | PARTY REG | | | AGE | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | | |
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 265 | 133 | 132 | 172 | 51 | 42 | 32 | 31 | 18 | 71 | 57 | 55 | 103 | 162 | 112 | 103 | 48 | 14 | 8 | 35 | 57 |
| Yes, cell and can talk safely | 71 | 68 | 74 | 71 | 70 | 69 | 83 | 82 | 90 | 68 | 64 | 60 | 83 | 63 | 62 | 73 | 67 | 76 | 64 | 75 | 67 |
| No, not on cell | 29 | 32 | 26 | 29 | 30 | 31 | 17 | 18 | 10 | 32 | 36 | 40 | 17 | 37 | 38 | 27 | 33 | 24 | 36 | 25 | 33 |
| | GENDER BY AGE | | | | PARTY BY GENDER | | | | PARTY BY AGE | | | | GENDER BY EDUCATION | | | | | | | | |
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 265 | 54 | 79 | 49 | 83 | 73 | 98 | 36 | 15 | 24 | 18 | 64 | 108 | 27 | 24 | 12 | 30 | 47 | 42 | 84 | 88 |
| Yes, cell and can talk safely | 71 | 81 | 59 | 85 | 67 | 71 | 72 | 66 | 79 | 58 | 82 | 82 | 65 | 81 | 58 | 91 | 59 | 72 | 79 | 64 | 71 |
| No, not on cell | 29 | 19 | 41 | 15 | 33 | 29 | 28 | 34 | 21 | 42 | 18 | 18 | 35 | 19 | 42 | 9 | 41 | 28 | 21 | 36 | 29 |

Table 1: QA. CELL PHONE

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|-------------------------------|--------|------------|-----------------------------------|----|----|----|----|----------------------------------|----|----|----|----|--------------|-------|-------|------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| Column n-Size | 265 | 189 | 76 | 39 | 36 | 28 | 44 | 42 | 18 | 14 | 17 | 13 | 14 | 265 | 0 | 0 |
| Yes, cell and can talk safely | 71 | 71 | 70 | 71 | 60 | 68 | 79 | 74 | 70 | 68 | 66 | 66 | 79 | 71 | 0 | 0 |
| No, not on cell | 29 | 29 | 30 | 29 | 40 | 32 | 21 | 26 | 30 | 32 | 34 | 34 | 21 | 29 | 0 | 0 |

Table 2: Q1a. I'm going to read a list of organizations active in public life. As I read each name, please tell me whether your impression of that organization is generally favorable or unfavorable. : SMART, Sonoma-Marín Area Rail Transit

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|---------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| <u>TOTAL FAVORABLE</u> | 63 | 87 | 66 | 44 | 24 | 78 | 30 | 59 | 65 | 77 | 85 | 79 | 81 | 45 | 88 | 85 | 21 | 83 | 82 | 31 |
| Very favorable | 29 | 55 | 21 | 8 | 7 | 41 | 7 | 8 | 19 | 51 | 57 | 32 | 43 | 15 | 71 | 49 | 6 | 51 | 44 | 8 |
| Somewhat favorable | 34 | 32 | 45 | 36 | 17 | 37 | 23 | 51 | 46 | 26 | 28 | 48 | 38 | 30 | 17 | 37 | 15 | 33 | 38 | 23 |
| <u>TOTAL UNFAVORABLE</u> | 22 | 4 | 12 | 43 | 61 | 7 | 56 | 6 | 11 | 15 | 7 | 14 | 11 | 32 | 4 | 9 | 69 | 5 | 7 | 52 |
| Somewhat unfavorable | 13 | 3 | 11 | 32 | 26 | 6 | 28 | 3 | 10 | 4 | 7 | 10 | 8 | 17 | 1 | 6 | 34 | 4 | 5 | 27 |
| Very unfavorable | 9 | 1 | 2 | 10 | 35 | 1 | 28 | 3 | 2 | 11 | 1 | 4 | 4 | 15 | 4 | 3 | 35 | 1 | 2 | 26 |
| <u>HO/DK/NHO</u> | 15 | 9 | 21 | 13 | 15 | 14 | 14 | 35 | 23 | 8 | 7 | 7 | 7 | 23 | 8 | 6 | 10 | 12 | 10 | 17 |
| HO/DK | 11 | 7 | 14 | 12 | 12 | 10 | 12 | 23 | 15 | 8 | 2 | 6 | 5 | 17 | 3 | 4 | 4 | 10 | 9 | 9 |
| NHO | 4 | 3 | 8 | 1 | 3 | 5 | 2 | 12 | 8 | 0 | 6 | 1 | 3 | 6 | 5 | 3 | 6 | 2 | 2 | 8 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 | | |
| <u>TOTAL FAVORABLE</u> | 63 | 77 | 28 | 48 | 78 | 33 | 53 | 82 | 27 | 50 | 54 | 53 | 50 | 64 | 65 | 66 | 64 | 56 | | |
| Very favorable | 29 | 39 | 7 | 7 | 41 | 9 | 10 | 45 | 7 | 12 | 11 | 12 | 15 | 29 | 32 | 30 | 32 | 26 | | |
| Somewhat favorable | 34 | 38 | 22 | 41 | 37 | 24 | 43 | 37 | 20 | 38 | 43 | 41 | 34 | 34 | 33 | 36 | 32 | 29 | | |
| <u>TOTAL UNFAVORABLE</u> | 22 | 9 | 55 | 27 | 8 | 49 | 25 | 6 | 63 | 20 | 21 | 21 | 9 | 21 | 20 | 20 | 14 | 24 | | |
| Somewhat unfavorable | 13 | 6 | 29 | 13 | 6 | 26 | 14 | 5 | 33 | 12 | 10 | 10 | 7 | 12 | 13 | 12 | 6 | 16 | | |
| Very unfavorable | 9 | 2 | 26 | 14 | 2 | 24 | 11 | 1 | 31 | 9 | 11 | 11 | 2 | 9 | 7 | 8 | 8 | 8 | | |
| <u>HO/DK/NHO</u> | 15 | 14 | 17 | 25 | 14 | 18 | 22 | 12 | 9 | 30 | 25 | 26 | 41 | 15 | 15 | 14 | 22 | 21 | | |
| HO/DK | 11 | 11 | 11 | 15 | 11 | 11 | 11 | 9 | 8 | 17 | 21 | 21 | 18 | 11 | 11 | 11 | 12 | 10 | | |
| NHO | 4 | 3 | 7 | 11 | 3 | 7 | 11 | 2 | 2 | 12 | 4 | 5 | 23 | 4 | 4 | 3 | 10 | 11 | | |

Table 2: Q1a. I'm going to read a list of organizations active in public life. As I read each name, please tell me whether your impression of that organization is generally favorable or unfavorable. : SMART, Sonoma-Marín Area Rail Transit

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|---------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| <u>TOTAL FAVORABLE</u> | 63 | 55 | 60 | 64 | 70 | 59 | 67 | 63 | 72 | 66 | 66 | 67 | 68 | 67 | 70 | 64 | 62 |
| Very favorable | 29 | 31 | 32 | 24 | 33 | 32 | 28 | 29 | 38 | 29 | 30 | 31 | 32 | 33 | 35 | 26 | 33 |
| Somewhat favorable | 34 | 24 | 28 | 40 | 37 | 27 | 39 | 34 | 34 | 38 | 36 | 37 | 36 | 35 | 35 | 38 | 29 |
| <u>TOTAL UNFAVORABLE</u> | 22 | 28 | 22 | 19 | 22 | 23 | 20 | 18 | 15 | 23 | 23 | 22 | 22 | 22 | 21 | 20 | 23 |
| Somewhat unfavorable | 13 | 17 | 13 | 11 | 13 | 14 | 12 | 12 | 7 | 13 | 14 | 13 | 13 | 14 | 14 | 12 | 13 |
| Very unfavorable | 9 | 11 | 8 | 8 | 9 | 9 | 8 | 6 | 7 | 9 | 9 | 9 | 8 | 8 | 7 | 8 | 10 |
| <u>HO/DK/NHO</u> | 15 | 17 | 18 | 17 | 8 | 18 | 13 | 19 | 13 | 11 | 12 | 10 | 10 | 11 | 9 | 16 | 15 |
| HO/DK | 11 | 2 | 15 | 11 | 7 | 13 | 9 | 16 | 10 | 8 | 9 | 8 | 8 | 8 | 8 | 10 | 12 |
| NHO | 4 | 14 | 3 | 6 | 2 | 5 | 4 | 3 | 4 | 3 | 2 | 2 | 2 | 2 | 1 | 5 | 3 |

| | GENDER | | PARTY REG | | | AGE | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | | |
|---------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| <u>TOTAL FAVORABLE</u> | 63 | 60 | 66 | 73 | 53 | 42 | 55 | 59 | 64 | 67 | 61 | 68 | 62 | 64 | 64 | 68 | 77 | 36 | 46 | 53 | 63 |
| Very favorable | 29 | 28 | 30 | 38 | 19 | 14 | 28 | 23 | 22 | 31 | 36 | 31 | 25 | 33 | 34 | 37 | 34 | 14 | 13 | 16 | 30 |
| Somewhat favorable | 34 | 32 | 36 | 35 | 34 | 28 | 27 | 36 | 41 | 36 | 25 | 37 | 37 | 31 | 30 | 31 | 42 | 22 | 34 | 36 | 33 |
| <u>TOTAL UNFAVORABLE</u> | 22 | 26 | 18 | 14 | 28 | 41 | 22 | 19 | 18 | 20 | 28 | 22 | 19 | 24 | 25 | 17 | 12 | 41 | 37 | 26 | 25 |
| Somewhat unfavorable | 13 | 15 | 11 | 9 | 18 | 17 | 13 | 13 | 10 | 10 | 17 | 13 | 12 | 14 | 15 | 11 | 10 | 16 | 21 | 15 | 14 |
| Very unfavorable | 9 | 11 | 7 | 5 | 10 | 24 | 8 | 7 | 9 | 10 | 11 | 9 | 7 | 11 | 10 | 6 | 3 | 25 | 17 | 11 | 11 |
| <u>HO/DK/NHO</u> | 15 | 14 | 16 | 13 | 19 | 16 | 23 | 22 | 18 | 13 | 11 | 11 | 20 | 12 | 11 | 15 | 11 | 23 | 16 | 21 | 12 |
| HO/DK | 11 | 11 | 11 | 10 | 12 | 12 | 13 | 15 | 15 | 11 | 6 | 8 | 14 | 9 | 7 | 12 | 5 | 18 | 10 | 15 | 8 |
| NHO | 4 | 4 | 5 | 3 | 8 | 4 | 10 | 7 | 3 | 2 | 5 | 3 | 6 | 3 | 4 | 3 | 6 | 6 | 7 | 6 | 4 |

Table 2: Q1a. I'm going to read a list of organizations active in public life. As I read each name, please tell me whether your impression of that organization is generally favorable or unfavorable. : SMART, Sonoma-Marín Area Rail Transit

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|---------------------------------|---------------|-----------|-----------------------------------|-------------|-----------|-----------------|-----------|----------------------------------|-----------|-----------|-----------|--------------|--------------|-----------|-----------|-----------|-----------|---------------------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| <u>TOTAL FAVORABLE</u> | 63 | 57 | 62 | 66 | 66 | 66 | 77 | 58 | 47 | 46 | 37 | 72 | 73 | 54 | 51 | 34 | 47 | 58 | 60 | 63 | 70 |
| Very favorable | 29 | 26 | 30 | 24 | 35 | 38 | 37 | 19 | 19 | 15 | 13 | 30 | 44 | 21 | 15 | 11 | 16 | 33 | 30 | 26 | 30 |
| Somewhat favorable | 34 | 32 | 32 | 42 | 30 | 28 | 40 | 39 | 28 | 31 | 25 | 42 | 30 | 33 | 35 | 23 | 32 | 25 | 30 | 37 | 40 |
| <u>TOTAL UNFAVORABLE</u> | 22 | 23 | 28 | 14 | 21 | 19 | 10 | 28 | 28 | 40 | 41 | 13 | 15 | 21 | 37 | 36 | 45 | 26 | 19 | 25 | 16 |
| Somewhat unfavorable | 13 | 14 | 15 | 9 | 12 | 11 | 8 | 21 | 14 | 15 | 21 | 10 | 9 | 16 | 21 | 10 | 22 | 16 | 12 | 14 | 10 |
| Very unfavorable | 9 | 9 | 13 | 5 | 9 | 8 | 3 | 7 | 14 | 25 | 21 | 3 | 6 | 6 | 16 | 27 | 23 | 10 | 7 | 10 | 6 |
| <u>HO/DK/NHO</u> | 15 | 20 | 9 | 20 | 13 | 15 | 13 | 14 | 25 | 13 | 21 | 15 | 12 | 24 | 12 | 29 | 8 | 16 | 21 | 12 | 13 |
| HO/DK | 11 | 16 | 6 | 12 | 11 | 10 | 10 | 12 | 12 | 11 | 16 | 12 | 8 | 12 | 11 | 22 | 6 | 14 | 12 | 8 | 10 |
| NHO | 4 | 4 | 3 | 8 | 3 | 4 | 3 | 3 | 13 | 3 | 6 | 3 | 4 | 12 | 2 | 8 | 1 | 2 | 8 | 4 | 3 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 | | | | | |
| <u>TOTAL FAVORABLE</u> | 63 | 66 | 58 | 60 | 65 | 75 | 66 | 66 | 62 | 44 | 60 | 57 | 66 | 67 | 61 | 59 | | | | | |
| Very favorable | 29 | 31 | 26 | 28 | 28 | 28 | 31 | 40 | 24 | 18 | 31 | 34 | 23 | 35 | 24 | 26 | | | | | |
| Somewhat favorable | 34 | 35 | 32 | 32 | 38 | 47 | 35 | 26 | 37 | 26 | 29 | 23 | 43 | 32 | 37 | 33 | | | | | |
| <u>TOTAL UNFAVORABLE</u> | 22 | 19 | 27 | 19 | 26 | 13 | 18 | 17 | 22 | 33 | 27 | 25 | 26 | 20 | 24 | 22 | | | | | |
| Somewhat unfavorable | 13 | 10 | 17 | 7 | 18 | 7 | 8 | 11 | 10 | 21 | 19 | 19 | 15 | 13 | 15 | 9 | | | | | |
| Very unfavorable | 9 | 9 | 10 | 12 | 9 | 6 | 10 | 6 | 13 | 12 | 7 | 7 | 12 | 7 | 8 | 13 | | | | | |
| <u>HO/DK/NHO</u> | 15 | 15 | 15 | 21 | 8 | 12 | 17 | 17 | 16 | 23 | 13 | 18 | 7 | 13 | 15 | 19 | | | | | |
| HO/DK | 11 | 11 | 10 | 13 | 6 | 9 | 12 | 15 | 8 | 16 | 10 | 13 | 5 | 9 | 15 | 9 | | | | | |
| NHO | 4 | 4 | 5 | 8 | 2 | 3 | 5 | 2 | 8 | 6 | 3 | 5 | 3 | 3 | 1 | 10 | | | | | |

Table 3: Q1b. I'm going to read a list of organizations active in public life. As I read each name, please tell me whether your impression of that organization is generally favorable or unfavorable. : Sonoma County government

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|---------------------------------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-------------|-----------|-----------|-----------|------------------|-----------|-----------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 411 | 163 | 120 | 31 | 83 | 283 | 113 | 15 | 135 | 25 | 83 | 103 | 211 | 198 | 88 | 200 | 35 | 130 | 236 | 107 |
| <u>TOTAL FAVORABLE</u> | 55 | 65 | 58 | 53 | 32 | 62 | 38 | 41 | 56 | 59 | 59 | 63 | 61 | 48 | 62 | 62 | 50 | 62 | 65 | 37 |
| Very favorable | 9 | 14 | 7 | 3 | 4 | 11 | 4 | 7 | 7 | 6 | 14 | 9 | 11 | 7 | 16 | 11 | 12 | 14 | 10 | 5 |
| Somewhat favorable | 46 | 50 | 51 | 49 | 28 | 51 | 34 | 34 | 49 | 52 | 45 | 54 | 50 | 40 | 46 | 51 | 38 | 48 | 55 | 32 |
| <u>TOTAL UNFAVORABLE</u> | 30 | 22 | 23 | 38 | 52 | 22 | 48 | 30 | 24 | 18 | 25 | 27 | 25 | 35 | 19 | 22 | 42 | 24 | 23 | 48 |
| Somewhat unfavorable | 20 | 17 | 15 | 32 | 28 | 16 | 29 | 19 | 16 | 11 | 17 | 19 | 18 | 23 | 11 | 17 | 16 | 16 | 16 | 30 |
| Very unfavorable | 10 | 5 | 7 | 6 | 23 | 6 | 19 | 11 | 8 | 7 | 8 | 8 | 8 | 12 | 8 | 5 | 26 | 8 | 7 | 18 |
| <u>HO/DK/NHO</u> | 16 | 13 | 19 | 9 | 16 | 16 | 14 | 29 | 20 | 23 | 16 | 10 | 14 | 18 | 19 | 15 | 8 | 14 | 12 | 15 |
| HO/DK | 13 | 12 | 14 | 5 | 11 | 13 | 10 | 29 | 16 | 23 | 9 | 10 | 11 | 14 | 14 | 13 | 4 | 12 | 11 | 10 |
| NHO | 3 | 1 | 5 | 4 | 5 | 3 | 4 | 0 | 4 | 0 | 6 | 0 | 2 | 4 | 5 | 2 | 4 | 2 | 1 | 5 |

| | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | |
|---------------------------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|-----------|-----------|------------|-----------|---------------|-----------|--------------------|-----------|-----------|-----------|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 411 | 291 | 108 | 12 | 275 | 113 | 23 | 245 | 86 | 80 | 28 | 28 | 25 | 249 | 136 | 295 | 62 | 82 |
| <u>TOTAL FAVORABLE</u> | 55 | 62 | 36 | 53 | 62 | 35 | 55 | 65 | 36 | 41 | 36 | 39 | 34 | 58 | 52 | 55 | 58 | 54 |
| Very favorable | 9 | 11 | 5 | 0 | 11 | 4 | 16 | 11 | 5 | 6 | 4 | 4 | 0 | 8 | 11 | 9 | 10 | 8 |
| Somewhat favorable | 46 | 51 | 31 | 53 | 52 | 31 | 38 | 54 | 31 | 35 | 32 | 35 | 34 | 50 | 41 | 46 | 49 | 46 |
| <u>TOTAL UNFAVORABLE</u> | 30 | 24 | 45 | 34 | 25 | 43 | 26 | 22 | 50 | 30 | 41 | 41 | 18 | 27 | 34 | 31 | 11 | 18 |
| Somewhat unfavorable | 20 | 17 | 29 | 16 | 17 | 27 | 21 | 15 | 30 | 23 | 29 | 28 | 18 | 17 | 25 | 21 | 11 | 16 |
| Very unfavorable | 10 | 7 | 16 | 18 | 8 | 16 | 5 | 7 | 20 | 7 | 13 | 13 | 0 | 10 | 9 | 10 | 0 | 3 |
| <u>HO/DK/NHO</u> | 16 | 15 | 19 | 12 | 13 | 22 | 19 | 12 | 14 | 29 | 23 | 21 | 48 | 15 | 14 | 13 | 31 | 27 |
| HO/DK | 13 | 13 | 12 | 6 | 11 | 15 | 16 | 11 | 10 | 21 | 19 | 14 | 31 | 12 | 10 | 12 | 18 | 18 |
| NHO | 3 | 2 | 7 | 6 | 2 | 7 | 3 | 1 | 4 | 9 | 4 | 6 | 18 | 3 | 4 | 2 | 13 | 9 |

Table 3: Q1b. I'm going to read a list of organizations active in public life. As I read each name, please tell me whether your impression of that organization is generally favorable or unfavorable. : Sonoma County government

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|---------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 411 | 22 | 129 | 135 | 111 | 151 | 247 | 85 | 131 | 114 | 346 | 317 | 276 | 224 | 149 | 205 | 206 |
| <u>TOTAL FAVORABLE</u> | 55 | 57 | 48 | 52 | 64 | 50 | 57 | 50 | 55 | 58 | 57 | 59 | 61 | 59 | 61 | 53 | 56 |
| Very favorable | 9 | 0 | 8 | 12 | 6 | 7 | 9 | 12 | 8 | 7 | 9 | 10 | 11 | 12 | 11 | 8 | 10 |
| Somewhat favorable | 46 | 57 | 40 | 40 | 58 | 43 | 48 | 38 | 47 | 51 | 48 | 49 | 50 | 47 | 50 | 45 | 46 |
| <u>TOTAL UNFAVORABLE</u> | 30 | 23 | 31 | 33 | 26 | 30 | 30 | 29 | 26 | 31 | 30 | 29 | 29 | 31 | 32 | 31 | 28 |
| Somewhat unfavorable | 20 | 17 | 20 | 23 | 17 | 20 | 20 | 20 | 16 | 19 | 21 | 20 | 20 | 21 | 23 | 21 | 19 |
| Very unfavorable | 10 | 6 | 10 | 10 | 9 | 10 | 10 | 10 | 10 | 12 | 9 | 9 | 9 | 10 | 9 | 10 | 9 |
| <u>HO/DK/NHO</u> | 16 | 20 | 21 | 15 | 10 | 21 | 13 | 21 | 19 | 11 | 12 | 12 | 10 | 10 | 7 | 16 | 15 |
| HO/DK | 13 | 0 | 17 | 14 | 9 | 14 | 12 | 18 | 14 | 11 | 11 | 11 | 9 | 9 | 7 | 11 | 14 |
| NHO | 3 | 20 | 4 | 1 | 1 | 7 | 1 | 3 | 4 | 0 | 2 | 1 | 2 | 2 | 0 | 5 | 1 |

| | GENDER | | PARTY REG | | | AGE | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | | |
|---------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 411 | 197 | 212 | 238 | 99 | 74 | 53 | 58 | 58 | 99 | 82 | 62 | 196 | 215 | 144 | 140 | 64 | 32 | 14 | 69 | 91 |
| <u>TOTAL FAVORABLE</u> | 55 | 55 | 54 | 66 | 45 | 31 | 52 | 46 | 45 | 57 | 62 | 60 | 48 | 60 | 61 | 63 | 71 | 25 | 23 | 48 | 50 |
| Very favorable | 9 | 8 | 10 | 13 | 3 | 5 | 5 | 7 | 7 | 9 | 15 | 9 | 6 | 12 | 12 | 13 | 14 | 8 | 0 | 3 | 5 |
| Somewhat favorable | 46 | 47 | 44 | 54 | 41 | 25 | 47 | 39 | 39 | 48 | 47 | 51 | 42 | 49 | 49 | 50 | 56 | 17 | 23 | 45 | 45 |
| <u>TOTAL UNFAVORABLE</u> | 30 | 28 | 31 | 19 | 39 | 53 | 25 | 27 | 35 | 30 | 31 | 30 | 31 | 29 | 31 | 18 | 17 | 53 | 57 | 40 | 36 |
| Somewhat unfavorable | 20 | 18 | 21 | 16 | 29 | 21 | 15 | 19 | 25 | 16 | 24 | 23 | 20 | 20 | 23 | 15 | 17 | 18 | 17 | 32 | 22 |
| Very unfavorable | 10 | 9 | 10 | 3 | 10 | 31 | 10 | 8 | 10 | 14 | 7 | 7 | 11 | 9 | 7 | 4 | 0 | 35 | 40 | 8 | 14 |
| <u>HO/DK/NHO</u> | 16 | 17 | 15 | 15 | 16 | 17 | 23 | 28 | 20 | 14 | 7 | 10 | 21 | 11 | 8 | 19 | 13 | 22 | 20 | 11 | 14 |
| HO/DK | 13 | 14 | 11 | 14 | 12 | 10 | 15 | 26 | 17 | 9 | 5 | 10 | 17 | 9 | 7 | 18 | 10 | 17 | 9 | 11 | 7 |
| NHO | 3 | 3 | 3 | 2 | 4 | 6 | 8 | 1 | 3 | 4 | 2 | 0 | 4 | 2 | 1 | 1 | 3 | 5 | 11 | 0 | 7 |

Table 3: Q1b. I'm going to read a list of organizations active in public life. As I read each name, please tell me whether your impression of that organization is generally favorable or unfavorable. : Sonoma County government

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|---------------------------------|---------------|-----------------------------------|------------|----------------|--------------|-----------------|----------------------------------|------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| | Column n-Size | 411 | 93 | 104 | 101 | 111 | 101 | 136 | 52 | 47 | 44 | 29 | 111 | 127 | 56 | 42 | 29 | 45 | 75 | 74 | 114 |
| <u>TOTAL FAVORABLE</u> | 55 | 49 | 61 | 48 | 60 | 67 | 66 | 50 | 39 | 34 | 23 | 62 | 69 | 31 | 63 | 27 | 33 | 64 | 35 | 49 | 65 |
| Very favorable | 9 | 5 | 10 | 7 | 13 | 11 | 13 | 3 | 4 | 5 | 5 | 9 | 16 | 3 | 4 | 3 | 7 | 5 | 9 | 8 | 10 |
| Somewhat favorable | 46 | 44 | 51 | 41 | 47 | 56 | 52 | 47 | 35 | 29 | 17 | 54 | 53 | 28 | 58 | 24 | 26 | 60 | 26 | 41 | 54 |
| <u>TOTAL UNFAVORABLE</u> | 30 | 28 | 28 | 33 | 30 | 14 | 22 | 39 | 39 | 45 | 66 | 18 | 20 | 46 | 30 | 52 | 53 | 18 | 40 | 35 | 26 |
| Somewhat unfavorable | 20 | 19 | 18 | 20 | 22 | 10 | 20 | 27 | 30 | 27 | 13 | 14 | 18 | 35 | 21 | 14 | 26 | 11 | 28 | 23 | 17 |
| Very unfavorable | 10 | 9 | 9 | 13 | 8 | 4 | 2 | 12 | 9 | 18 | 53 | 4 | 2 | 11 | 9 | 38 | 27 | 7 | 13 | 11 | 8 |
| <u>HO/DK/NHO</u> | 16 | 24 | 11 | 19 | 10 | 19 | 13 | 11 | 22 | 21 | 11 | 20 | 11 | 23 | 7 | 21 | 14 | 18 | 25 | 16 | 10 |
| HO/DK | 13 | 21 | 8 | 13 | 9 | 16 | 12 | 11 | 13 | 13 | 6 | 19 | 9 | 15 | 7 | 10 | 11 | 12 | 16 | 15 | 9 |
| NHO | 3 | 3 | 3 | 6 | 1 | 3 | 1 | 0 | 9 | 7 | 5 | 1 | 2 | 8 | 0 | 12 | 3 | 5 | 8 | 2 | 1 |
| | COUNTY | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| | Column n-Size | 411 | 411 | 0 | 90 | 86 | 66 | 82 | 86 | 0 | 0 | 0 | 0 | 0 | 189 | 114 | 108 | | | | |
| <u>TOTAL FAVORABLE</u> | 55 | 55 | 0 | 56 | 61 | 46 | 52 | 56 | 0 | 0 | 0 | 0 | 0 | 59 | 58 | 43 | | | | | |
| Very favorable | 9 | 9 | 0 | 7 | 11 | 9 | 7 | 11 | 0 | 0 | 0 | 0 | 0 | 8 | 11 | 7 | | | | | |
| Somewhat favorable | 46 | 46 | 0 | 50 | 50 | 36 | 44 | 45 | 0 | 0 | 0 | 0 | 0 | 51 | 46 | 35 | | | | | |
| <u>TOTAL UNFAVORABLE</u> | 30 | 30 | 0 | 29 | 29 | 34 | 29 | 28 | 0 | 0 | 0 | 0 | 0 | 27 | 26 | 39 | | | | | |
| Somewhat unfavorable | 20 | 20 | 0 | 19 | 22 | 28 | 17 | 15 | 0 | 0 | 0 | 0 | 0 | 18 | 19 | 24 | | | | | |
| Very unfavorable | 10 | 10 | 0 | 10 | 7 | 7 | 12 | 13 | 0 | 0 | 0 | 0 | 0 | 9 | 7 | 15 | | | | | |
| <u>HO/DK/NHO</u> | 16 | 16 | 0 | 15 | 10 | 20 | 20 | 16 | 0 | 0 | 0 | 0 | 0 | 14 | 16 | 18 | | | | | |
| HO/DK | 13 | 13 | 0 | 9 | 10 | 20 | 12 | 15 | 0 | 0 | 0 | 0 | 0 | 12 | 15 | 11 | | | | | |
| NHO | 3 | 3 | 0 | 6 | 0 | 0 | 8 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 7 | | | | | |

Table 4: Q1c. I'm going to read a list of organizations active in public life. As I read each name, please tell me whether your impression of that organization is generally favorable or unfavorable. : Marin County government

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|--------------------------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-------------|-----------|-----------|-----------|------------------|-----------|-----------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 231 | 80 | 57 | 27 | 53 | 137 | 80 | 14 | 71 | 16 | 35 | 57 | 108 | 122 | 41 | 101 | 20 | 56 | 109 | 69 |
| TOTAL FAVORABLE | 63 | 83 | 64 | 44 | 46 | 75 | 45 | 55 | 62 | 68 | 81 | 64 | 70 | 58 | 77 | 71 | 38 | 79 | 76 | 41 |
| Very favorable | 15 | 28 | 11 | 9 | 4 | 21 | 6 | 0 | 9 | 9 | 32 | 24 | 24 | 6 | 32 | 25 | 5 | 20 | 23 | 5 |
| Somewhat favorable | 49 | 54 | 53 | 35 | 42 | 54 | 40 | 55 | 53 | 58 | 49 | 40 | 46 | 52 | 46 | 46 | 34 | 59 | 53 | 36 |
| TOTAL UNFAVORABLE | 27 | 11 | 23 | 52 | 46 | 16 | 48 | 8 | 20 | 27 | 10 | 27 | 22 | 31 | 16 | 23 | 53 | 15 | 17 | 48 |
| Somewhat unfavorable | 20 | 9 | 17 | 50 | 30 | 12 | 37 | 4 | 15 | 10 | 6 | 23 | 15 | 24 | 10 | 18 | 34 | 13 | 13 | 37 |
| Very unfavorable | 6 | 2 | 6 | 2 | 16 | 4 | 11 | 4 | 5 | 17 | 4 | 4 | 6 | 6 | 6 | 5 | 19 | 1 | 4 | 11 |
| HO/DK/NHO | 10 | 6 | 13 | 4 | 8 | 9 | 7 | 37 | 18 | 5 | 9 | 9 | 8 | 12 | 6 | 6 | 8 | 6 | 7 | 11 |
| HO/DK | 6 | 5 | 6 | 4 | 6 | 5 | 6 | 18 | 8 | 5 | 9 | 5 | 7 | 6 | 6 | 6 | 0 | 6 | 6 | 3 |
| NHO | 4 | 2 | 7 | 0 | 1 | 4 | 1 | 19 | 9 | 0 | 0 | 3 | 2 | 5 | 0 | 0 | 8 | 0 | 1 | 8 |

| | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | |
|--------------------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|-----------|-----------|------------|-----------|---------------|-----------|--------------------|-----------|-----------|-----------|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 231 | 152 | 67 | 12 | 134 | 79 | 18 | 111 | 52 | 68 | 26 | 21 | 24 | 153 | 57 | 184 | 14 | 27 |
| TOTAL FAVORABLE | 63 | 73 | 47 | 35 | 75 | 45 | 57 | 80 | 44 | 51 | 57 | 51 | 49 | 65 | 65 | 65 | 53 | 53 |
| Very favorable | 15 | 20 | 6 | 0 | 21 | 6 | 3 | 24 | 5 | 6 | 6 | 5 | 9 | 13 | 14 | 13 | 29 | 22 |
| Somewhat favorable | 49 | 53 | 42 | 35 | 55 | 38 | 53 | 56 | 39 | 45 | 51 | 47 | 39 | 51 | 50 | 52 | 24 | 31 |
| TOTAL UNFAVORABLE | 27 | 20 | 42 | 25 | 16 | 42 | 34 | 13 | 49 | 32 | 40 | 34 | 24 | 26 | 30 | 24 | 34 | 37 |
| Somewhat unfavorable | 20 | 17 | 28 | 17 | 15 | 30 | 19 | 11 | 35 | 24 | 38 | 31 | 13 | 19 | 25 | 19 | 23 | 31 |
| Very unfavorable | 6 | 3 | 14 | 8 | 1 | 13 | 14 | 1 | 14 | 8 | 2 | 3 | 11 | 7 | 5 | 5 | 11 | 6 |
| HO/DK/NHO | 10 | 7 | 11 | 39 | 8 | 13 | 10 | 7 | 7 | 17 | 4 | 15 | 28 | 9 | 6 | 11 | 13 | 10 |
| HO/DK | 6 | 6 | 5 | 24 | 7 | 4 | 10 | 6 | 6 | 7 | 4 | 15 | 0 | 6 | 5 | 8 | 0 | 0 |
| NHO | 4 | 2 | 6 | 15 | 1 | 9 | 0 | 1 | 1 | 10 | 0 | 0 | 28 | 3 | 1 | 3 | 13 | 10 |

Table 4: Q1c. I'm going to read a list of organizations active in public life. As I read each name, please tell me whether your impression of that organization is generally favorable or unfavorable. : Marin County government

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|---------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 231 | 9 | 54 | 70 | 85 | 63 | 155 | 41 | 44 | 94 | 194 | 177 | 158 | 138 | 104 | 116 | 115 |
| <u>TOTAL FAVORABLE</u> | 63 | 35 | 61 | 66 | 67 | 57 | 66 | 77 | 71 | 67 | 69 | 70 | 69 | 74 | 78 | 66 | 61 |
| Very favorable | 15 | 0 | 19 | 9 | 18 | 16 | 14 | 21 | 26 | 9 | 15 | 15 | 14 | 16 | 17 | 15 | 14 |
| Somewhat favorable | 49 | 35 | 42 | 56 | 49 | 41 | 52 | 56 | 45 | 57 | 54 | 54 | 55 | 58 | 62 | 51 | 47 |
| <u>TOTAL UNFAVORABLE</u> | 27 | 44 | 27 | 31 | 21 | 30 | 26 | 15 | 18 | 29 | 27 | 26 | 26 | 22 | 18 | 22 | 31 |
| Somewhat unfavorable | 20 | 31 | 21 | 22 | 19 | 23 | 20 | 6 | 13 | 26 | 20 | 20 | 19 | 15 | 12 | 15 | 26 |
| Very unfavorable | 6 | 14 | 6 | 9 | 3 | 7 | 6 | 9 | 5 | 3 | 7 | 7 | 7 | 7 | 6 | 8 | 5 |
| <u>HO/DK/NHO</u> | 10 | 20 | 12 | 3 | 12 | 13 | 8 | 8 | 11 | 5 | 4 | 4 | 4 | 4 | 4 | 12 | 8 |
| HO/DK | 6 | 20 | 7 | 1 | 9 | 9 | 5 | 2 | 9 | 2 | 4 | 3 | 3 | 3 | 2 | 7 | 5 |
| NHO | 4 | 0 | 5 | 2 | 3 | 5 | 2 | 6 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 5 | 3 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|---------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 231 | 111 | 120 | 146 | 58 | 28 | 28 | 25 | 32 | 62 | 47 | 36 | 103 | 128 | 83 | 95 | 34 | 11 | 9 | 37 | 45 |
| <u>TOTAL FAVORABLE</u> | 63 | 63 | 64 | 74 | 50 | 37 | 38 | 66 | 51 | 69 | 72 | 71 | 54 | 71 | 72 | 74 | 69 | 20 | 38 | 43 | 70 |
| Very favorable | 15 | 11 | 18 | 20 | 4 | 6 | 0 | 11 | 13 | 13 | 19 | 26 | 9 | 19 | 22 | 18 | 26 | 14 | 0 | 6 | 9 |
| Somewhat favorable | 49 | 53 | 46 | 54 | 46 | 31 | 38 | 55 | 38 | 56 | 53 | 45 | 46 | 51 | 50 | 56 | 43 | 6 | 38 | 36 | 61 |
| <u>TOTAL UNFAVORABLE</u> | 27 | 30 | 23 | 16 | 39 | 56 | 34 | 29 | 36 | 28 | 18 | 19 | 32 | 22 | 19 | 16 | 18 | 69 | 54 | 41 | 27 |
| Somewhat unfavorable | 20 | 23 | 18 | 14 | 27 | 40 | 32 | 20 | 34 | 21 | 11 | 11 | 28 | 14 | 11 | 13 | 18 | 45 | 45 | 26 | 21 |
| Very unfavorable | 6 | 7 | 5 | 2 | 12 | 17 | 2 | 9 | 2 | 7 | 8 | 8 | 4 | 8 | 8 | 3 | 0 | 24 | 9 | 15 | 6 |
| <u>HO/DK/NHO</u> | 10 | 7 | 13 | 10 | 11 | 7 | 29 | 5 | 13 | 3 | 9 | 9 | 14 | 7 | 9 | 10 | 12 | 11 | 8 | 17 | 3 |
| HO/DK | 6 | 4 | 8 | 8 | 4 | 2 | 13 | 0 | 9 | 3 | 9 | 5 | 7 | 6 | 7 | 9 | 8 | 5 | 0 | 6 | 2 |
| NHO | 4 | 3 | 5 | 2 | 8 | 5 | 16 | 5 | 4 | 0 | 0 | 4 | 7 | 1 | 2 | 1 | 5 | 6 | 8 | 11 | 1 |

Table 4: Q1c. I'm going to read a list of organizations active in public life. As I read each name, please tell me whether your impression of that organization is generally favorable or unfavorable. : Marin County government

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|---------------------------------|---------------|-----------------------------------|-----------|-------------|-----------|-----------------|----------------------------------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|-----------|---------------------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 231 | 50 | 61 | 53 | 67 | 59 | 86 | 34 | 24 | 18 | 10 | 59 | 87 | 33 | 24 | 11 | 17 | 29 | 33 | 76 | 79 |
| <u>TOTAL FAVORABLE</u> | 63 | 56 | 69 | 52 | 73 | 70 | 77 | 64 | 29 | 40 | 31 | 61 | 83 | 50 | 50 | 33 | 39 | 57 | 57 | 66 | 67 |
| Very favorable | 15 | 8 | 13 | 9 | 25 | 13 | 25 | 7 | 0 | 9 | 0 | 14 | 25 | 2 | 6 | 0 | 9 | 10 | 22 | 12 | 16 |
| Somewhat favorable | 49 | 48 | 56 | 43 | 47 | 56 | 52 | 57 | 29 | 31 | 31 | 47 | 58 | 47 | 44 | 33 | 29 | 48 | 35 | 54 | 51 |
| <u>TOTAL UNFAVORABLE</u> | 27 | 39 | 23 | 26 | 21 | 20 | 13 | 34 | 46 | 57 | 55 | 25 | 10 | 36 | 43 | 61 | 54 | 35 | 25 | 28 | 24 |
| Somewhat unfavorable | 20 | 33 | 14 | 23 | 14 | 18 | 11 | 22 | 33 | 38 | 43 | 22 | 8 | 29 | 24 | 56 | 30 | 28 | 18 | 20 | 20 |
| Very unfavorable | 6 | 5 | 9 | 3 | 7 | 1 | 2 | 12 | 13 | 19 | 12 | 2 | 2 | 7 | 19 | 5 | 24 | 7 | 7 | 7 | 4 |
| <u>HO/DK/NHO</u> | 10 | 5 | 8 | 22 | 6 | 11 | 10 | 2 | 25 | 3 | 13 | 14 | 7 | 15 | 7 | 6 | 7 | 8 | 18 | 7 | 9 |
| HO/DK | 6 | 1 | 7 | 12 | 5 | 6 | 10 | 2 | 7 | 3 | 0 | 11 | 6 | 2 | 7 | 0 | 3 | 4 | 13 | 5 | 6 |
| NHO | 4 | 4 | 1 | 9 | 1 | 5 | 0 | 0 | 18 | 0 | 13 | 3 | 1 | 13 | 0 | 6 | 4 | 4 | 5 | 2 | 3 |
| | COUNTY | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 231 | 0 | 231 | 0 | 0 | 0 | 0 | 0 | 46 | 51 | 51 | 39 | 44 | 76 | 81 | 74 | | | | | |
| <u>TOTAL FAVORABLE</u> | 63 | 0 | 63 | 0 | 0 | 0 | 0 | 0 | 64 | 49 | 68 | 78 | 61 | 67 | 72 | 50 | | | | | |
| Very favorable | 15 | 0 | 15 | 0 | 0 | 0 | 0 | 0 | 10 | 15 | 18 | 18 | 12 | 18 | 14 | 11 | | | | | |
| Somewhat favorable | 49 | 0 | 49 | 0 | 0 | 0 | 0 | 0 | 54 | 34 | 51 | 60 | 49 | 49 | 58 | 39 | | | | | |
| <u>TOTAL UNFAVORABLE</u> | 27 | 0 | 27 | 0 | 0 | 0 | 0 | 0 | 25 | 37 | 24 | 17 | 28 | 25 | 22 | 33 | | | | | |
| Somewhat unfavorable | 20 | 0 | 20 | 0 | 0 | 0 | 0 | 0 | 21 | 28 | 19 | 13 | 18 | 16 | 18 | 27 | | | | | |
| Very unfavorable | 6 | 0 | 6 | 0 | 0 | 0 | 0 | 0 | 4 | 9 | 4 | 4 | 10 | 9 | 4 | 6 | | | | | |
| <u>HO/DK/NHO</u> | 10 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 11 | 13 | 8 | 5 | 12 | 8 | 6 | 17 | | | | | |
| HO/DK | 6 | 0 | 6 | 0 | 0 | 0 | 0 | 0 | 1 | 8 | 6 | 5 | 12 | 4 | 6 | 9 | | | | | |
| NHO | 4 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 9 | 6 | 2 | 0 | 0 | 4 | 0 | 8 | | | | | |

Table 5: Q2. The ballot measure may read as follows: Without raising taxes, to continue relieving traffic congestion on Highway 101; reducing carbon pollution; providing reliable public transportation and pathways to serve residents of Sonoma and Marin Counties, including seniors, students, essential workers, and low-income households; completing rail service and biking/walking pathways between Larkspur and Cloverdale, shall an extension of the existing Sonoma-Marin Area Rail Transit District 1/4-cent voter approved sales tax, at the same rate, generating approximately \$51,000,000 annually for an additional 30 years, subject to public disclosure, be adopted? Would you vote yes in favor of this measure, or no to oppose it?

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|---------------------|-----------------|------------|------------|------------|------------|------------|------------|------------|--------------|-------------|-----------|-----------|-----------|-----------|------------------|-----------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| TOTAL YES | 65 | 100 | 100 | 0 | 0 | 100 | 0 | 0 | 86 | 68 | 86 | 80 | 81 | 50 | 92 | 82 | 32 | 88 | 87 | 27 |
| Definitely yes | 38 | 100 | 0 | 0 | 0 | 58 | 0 | 0 | 0 | 52 | 64 | 49 | 55 | 21 | 71 | 55 | 8 | 65 | 57 | 10 |
| Probably yes | 22 | 0 | 79 | 0 | 0 | 33 | 0 | 0 | 68 | 16 | 17 | 25 | 21 | 23 | 14 | 21 | 16 | 20 | 26 | 11 |
| Undecided, lean yes | 6 | 0 | 21 | 0 | 0 | 9 | 0 | 0 | 18 | 0 | 6 | 6 | 5 | 6 | 6 | 6 | 7 | 3 | 5 | 5 |
| TOTAL NO | 30 | 0 | 0 | 100 | 100 | 0 | 100 | 0 | 0 | 29 | 11 | 19 | 17 | 43 | 7 | 15 | 65 | 10 | 10 | 67 |
| Undecided, lean no | 3 | 0 | 0 | 32 | 0 | 0 | 9 | 0 | 0 | 2 | 0 | 2 | 1 | 5 | 1 | 1 | 4 | 1 | 2 | 4 |
| Probably no | 6 | 0 | 0 | 68 | 0 | 0 | 20 | 0 | 0 | 0 | 3 | 7 | 5 | 8 | 0 | 4 | 9 | 4 | 3 | 12 |
| Definitely no | 21 | 0 | 0 | 0 | 100 | 0 | 70 | 0 | 0 | 27 | 8 | 10 | 11 | 31 | 6 | 10 | 52 | 5 | 5 | 52 |
| DK/NA | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 100 | 14 | 4 | 3 | 1 | 2 | 7 | 2 | 2 | 3 | 2 | 3 | 6 |
| DK/NA | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 100 | 14 | 4 | 3 | 1 | 2 | 7 | 2 | 2 | 3 | 2 | 3 | 6 |

| | Q9 VOTE AFTER POSITIVES | | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | |
|---------------------|-------------------------|-----------|-----------|-----------|----------------|-----------|-----------|-------------------|------------|-----------|------------|-----------|-----------|---------------|-----------|--------------------|-----------|-----------|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 |
| TOTAL YES | 65 | 88 | 14 | 26 | 88 | 21 | 49 | 100 | 0 | 43 | 0 | 0 | 82 | 65 | 71 | 68 | 73 | 67 |
| Definitely yes | 38 | 53 | 4 | 0 | 56 | 5 | 11 | 64 | 0 | 10 | 0 | 0 | 19 | 39 | 39 | 42 | 35 | 31 |
| Probably yes | 22 | 28 | 6 | 14 | 26 | 12 | 25 | 30 | 0 | 23 | 0 | 0 | 47 | 21 | 26 | 21 | 31 | 30 |
| Undecided, lean yes | 6 | 6 | 4 | 12 | 6 | 4 | 13 | 6 | 0 | 10 | 0 | 0 | 16 | 5 | 7 | 6 | 7 | 6 |
| TOTAL NO | 30 | 9 | 83 | 38 | 9 | 75 | 33 | 0 | 100 | 37 | 70 | 73 | 0 | 31 | 26 | 28 | 23 | 28 |
| Undecided, lean no | 3 | 1 | 5 | 10 | 1 | 4 | 13 | 0 | 5 | 7 | 12 | 11 | 0 | 3 | 1 | 3 | 1 | 1 |
| Probably no | 6 | 2 | 17 | 5 | 2 | 15 | 7 | 0 | 20 | 8 | 16 | 15 | 0 | 5 | 8 | 6 | 4 | 5 |
| Definitely no | 21 | 5 | 61 | 22 | 6 | 56 | 12 | 0 | 75 | 22 | 42 | 48 | 0 | 22 | 16 | 18 | 18 | 22 |
| DK/NA | 5 | 4 | 3 | 36 | 3 | 5 | 18 | 0 | 0 | 20 | 30 | 27 | 18 | 4 | 3 | 4 | 4 | 5 |
| DK/NA | 5 | 4 | 3 | 36 | 3 | 5 | 18 | 0 | 0 | 20 | 30 | 27 | 18 | 4 | 3 | 4 | 4 | 5 |

Table 5: Q2. The ballot measure may read as follows: Without raising taxes, to continue relieving traffic congestion on Highway 101; reducing carbon pollution; providing reliable public transportation and pathways to serve residents of Sonoma and Marin Counties, including seniors, students, essential workers, and low-income households; completing rail service and biking/walking pathways between Larkspur and Cloverdale, shall an extension of the existing Sonoma-Marin Area Rail Transit District 1/4-cent voter approved sales tax, at the same rate, generating approximately \$51,000,000 annually for an additional 30 years, subject to public disclosure, be adopted? Would you vote yes in favor of this measure, or no to oppose it?

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|---------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| TOTAL YES | 65 | 74 | 67 | 67 | 65 | 68 | 66 | 76 | 73 | 65 | 66 | 66 | 67 | 68 | 68 | 67 | 64 |
| Definitely yes | 38 | 29 | 40 | 39 | 37 | 39 | 38 | 44 | 46 | 38 | 38 | 40 | 41 | 42 | 44 | 39 | 37 |
| Probably yes | 22 | 31 | 23 | 22 | 21 | 24 | 22 | 27 | 22 | 23 | 22 | 21 | 20 | 20 | 19 | 21 | 23 |
| Undecided, lean yes | 6 | 14 | 3 | 6 | 7 | 5 | 6 | 5 | 6 | 4 | 5 | 6 | 6 | 6 | 5 | 7 | 4 |
| TOTAL NO | 30 | 23 | 30 | 28 | 31 | 29 | 30 | 23 | 23 | 31 | 30 | 30 | 30 | 28 | 28 | 29 | 31 |
| Undecided, lean no | 3 | 0 | 2 | 4 | 3 | 2 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| Probably no | 6 | 3 | 5 | 7 | 6 | 5 | 7 | 8 | 2 | 8 | 6 | 7 | 6 | 6 | 5 | 6 | 6 |
| Definitely no | 21 | 20 | 22 | 17 | 22 | 22 | 20 | 13 | 18 | 19 | 21 | 20 | 20 | 19 | 20 | 20 | 23 |
| DK/NA | 5 | 3 | 4 | 5 | 3 | 4 | 4 | 1 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| DK/NA | 5 | 3 | 4 | 5 | 3 | 4 | 4 | 1 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | |
|---------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| TOTAL YES | 65 | 61 | 70 | 75 | 58 | 42 | 71 | 77 | 59 | 62 | 67 | 60 | 68 | 63 | 64 | 76 | 72 | 43 | 33 | 56 | 63 |
| Definitely yes | 38 | 40 | 36 | 45 | 32 | 18 | 32 | 43 | 35 | 36 | 45 | 34 | 37 | 39 | 40 | 47 | 37 | 20 | 10 | 31 | 37 |
| Probably yes | 22 | 18 | 25 | 23 | 18 | 24 | 33 | 29 | 19 | 17 | 18 | 21 | 25 | 19 | 19 | 22 | 27 | 21 | 23 | 21 | 20 |
| Undecided, lean yes | 6 | 3 | 8 | 6 | 7 | 1 | 5 | 5 | 5 | 9 | 4 | 5 | 6 | 6 | 4 | 7 | 8 | 2 | 0 | 4 | 6 |
| TOTAL NO | 30 | 35 | 25 | 20 | 39 | 52 | 23 | 21 | 36 | 33 | 30 | 32 | 28 | 32 | 31 | 21 | 21 | 48 | 59 | 40 | 34 |
| Undecided, lean no | 3 | 3 | 3 | 3 | 2 | 2 | 1 | 1 | 4 | 4 | 4 | 2 | 2 | 3 | 3 | 2 | 7 | 2 | 0 | 2 | 2 |
| Probably no | 6 | 6 | 6 | 6 | 10 | 2 | 6 | 3 | 11 | 6 | 6 | 4 | 7 | 5 | 5 | 4 | 7 | 2 | 0 | 7 | 10 |
| Definitely no | 21 | 26 | 16 | 11 | 28 | 48 | 15 | 17 | 21 | 24 | 21 | 25 | 18 | 24 | 23 | 14 | 8 | 45 | 59 | 31 | 21 |
| DK/NA | 5 | 4 | 6 | 5 | 3 | 6 | 6 | 2 | 4 | 5 | 3 | 8 | 5 | 5 | 5 | 4 | 7 | 9 | 8 | 4 | 4 |
| DK/NA | 5 | 4 | 6 | 5 | 3 | 6 | 6 | 2 | 4 | 5 | 3 | 8 | 5 | 5 | 5 | 4 | 7 | 9 | 8 | 4 | 4 |

Table 5: Q2. The ballot measure may read as follows: Without raising taxes, to continue relieving traffic congestion on Highway 101; reducing carbon pollution; providing reliable public transportation and pathways to serve residents of Sonoma and Marin Counties, including seniors, students, essential workers, and low-income households; completing rail service and biking/walking pathways between Larkspur and Cloverdale, shall an extension of the existing Sonoma-Marín Area Rail Transit District 1/4-cent voter approved sales tax, at the same rate, generating approximately \$51,000,000 annually for an additional 30 years, subject to public disclosure, be adopted? Would you vote yes in favor of this measure, or no to oppose it?

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|---------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| TOTAL YES | 65 | 64 | 58 | 72 | 68 | 73 | 76 | 56 | 60 | 37 | 53 | 77 | 73 | 63 | 50 | 41 | 43 | 64 | 71 | 60 | 71 |
| Definitely yes | 38 | 38 | 41 | 35 | 37 | 48 | 43 | 36 | 27 | 23 | 9 | 44 | 47 | 36 | 27 | 9 | 23 | 39 | 38 | 41 | 35 |
| Probably yes | 22 | 23 | 14 | 28 | 23 | 22 | 24 | 15 | 22 | 13 | 41 | 28 | 19 | 18 | 19 | 32 | 19 | 24 | 26 | 16 | 26 |
| Undecided, lean yes | 6 | 2 | 4 | 9 | 8 | 4 | 9 | 4 | 11 | 0 | 2 | 5 | 8 | 10 | 4 | 0 | 1 | 2 | 7 | 3 | 9 |
| TOTAL NO | 30 | 32 | 39 | 23 | 26 | 24 | 18 | 41 | 38 | 58 | 41 | 20 | 21 | 34 | 47 | 46 | 56 | 33 | 24 | 36 | 24 |
| Undecided, lean no | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 1 | 1 | 4 | 2 | 4 | 3 | 1 | 0 | 3 | 2 | 2 | 4 | 3 |
| Probably no | 6 | 6 | 7 | 8 | 4 | 6 | 6 | 10 | 9 | 4 | 0 | 6 | 5 | 11 | 8 | 2 | 2 | 3 | 7 | 9 | 5 |
| Definitely no | 21 | 23 | 29 | 13 | 19 | 15 | 9 | 28 | 27 | 53 | 37 | 11 | 12 | 20 | 38 | 44 | 50 | 28 | 15 | 23 | 16 |
| DK/NA | 5 | 5 | 3 | 5 | 6 | 3 | 6 | 3 | 3 | 5 | 6 | 4 | 6 | 3 | 3 | 13 | 1 | 3 | 4 | 4 | 5 |
| DK/NA | 5 | 5 | 3 | 5 | 6 | 3 | 6 | 3 | 3 | 5 | 6 | 4 | 6 | 3 | 3 | 13 | 1 | 3 | 4 | 4 | 5 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 | | | | | |
| TOTAL YES | 65 | 69 | 59 | 65 | 72 | 69 | 63 | 75 | 67 | 54 | 62 | 56 | 57 | 70 | 64 | 61 | | | | | |
| Definitely yes | 38 | 40 | 35 | 29 | 40 | 51 | 40 | 41 | 33 | 23 | 39 | 47 | 34 | 43 | 36 | 33 | | | | | |
| Probably yes | 22 | 23 | 20 | 27 | 29 | 12 | 20 | 23 | 29 | 22 | 19 | 9 | 19 | 22 | 21 | 23 | | | | | |
| Undecided, lean yes | 6 | 6 | 5 | 9 | 3 | 6 | 3 | 10 | 5 | 9 | 5 | 0 | 4 | 5 | 7 | 5 | | | | | |
| TOTAL NO | 30 | 28 | 34 | 30 | 26 | 27 | 31 | 23 | 28 | 39 | 38 | 36 | 31 | 25 | 31 | 36 | | | | | |
| Undecided, lean no | 3 | 2 | 4 | 3 | 2 | 1 | 5 | 1 | 5 | 4 | 4 | 2 | 2 | 3 | 2 | 3 | | | | | |
| Probably no | 6 | 5 | 8 | 5 | 6 | 5 | 6 | 3 | 5 | 9 | 10 | 12 | 5 | 3 | 7 | 10 | | | | | |
| Definitely no | 21 | 20 | 23 | 22 | 18 | 21 | 20 | 19 | 18 | 26 | 24 | 22 | 25 | 19 | 22 | 23 | | | | | |
| DK/NA | 5 | 4 | 6 | 4 | 2 | 3 | 6 | 2 | 5 | 7 | 0 | 8 | 12 | 5 | 5 | 4 | | | | | |
| DK/NA | 5 | 4 | 6 | 4 | 2 | 3 | 6 | 2 | 5 | 7 | 0 | 8 | 12 | 5 | 5 | 4 | | | | | |

Table 6: Q3. How often do you ride SMART?

| | Q2 INITIAL VOTE | | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|----------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|--------------|------------|------------|------------|---------------|------------------|--------------------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| EVER | 50 | 72 | 47 | 32 | 27 | 62 | 28 | 22 | 43 | 100 | 100 | 100 | 100 | 0 | 92 | 87 | 27 | 66 | 64 | 34 |
| Every day | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 8 | 0 | 0 | 1 | 0 | 2 | 1 | 0 | 1 | 1 | 0 |
| A few times per week | 2 | 3 | 1 | 0 | 2 | 2 | 2 | 0 | 0 | 26 | 0 | 0 | 3 | 0 | 2 | 3 | 2 | 1 | 2 | 1 |
| A few times a month | 4 | 5 | 3 | 1 | 6 | 4 | 4 | 5 | 3 | 66 | 0 | 0 | 9 | 0 | 11 | 9 | 1 | 6 | 4 | 5 |
| A few times a year | 18 | 31 | 15 | 6 | 7 | 24 | 7 | 11 | 14 | 0 | 100 | 0 | 37 | 0 | 52 | 37 | 9 | 27 | 24 | 14 |
| Rarely | 25 | 33 | 28 | 24 | 12 | 31 | 15 | 6 | 25 | 0 | 0 | 100 | 50 | 0 | 25 | 37 | 16 | 31 | 32 | 14 |
| NEVER | 50 | 28 | 52 | 68 | 73 | 38 | 72 | 74 | 56 | 0 | 0 | 0 | 0 | 100 | 7 | 13 | 73 | 33 | 36 | 66 |
| Never | 50 | 28 | 52 | 68 | 73 | 38 | 72 | 74 | 56 | 0 | 0 | 0 | 0 | 100 | 7 | 13 | 73 | 33 | 36 | 66 |
| DK/NA | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 4 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| DK/NA | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 4 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 | | |
| EVER | 50 | 61 | 26 | 20 | 62 | 29 | 22 | 65 | 25 | 35 | 43 | 44 | 39 | 50 | 52 | 51 | 56 | 52 | | |
| Every day | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | | |
| A few times per week | 2 | 2 | 1 | 0 | 2 | 1 | 0 | 2 | 1 | 2 | 4 | 5 | 2 | 1 | 2 | 1 | 2 | 3 | | |
| A few times a month | 4 | 5 | 3 | 0 | 5 | 3 | 3 | 4 | 3 | 5 | 11 | 12 | 2 | 4 | 4 | 3 | 10 | 9 | | |
| A few times a year | 18 | 23 | 7 | 6 | 24 | 9 | 9 | 25 | 6 | 14 | 14 | 16 | 18 | 20 | 16 | 19 | 22 | 18 | | |
| Rarely | 25 | 29 | 16 | 13 | 30 | 17 | 10 | 33 | 16 | 14 | 14 | 11 | 17 | 25 | 28 | 27 | 21 | 22 | | |
| NEVER | 50 | 39 | 74 | 80 | 37 | 71 | 77 | 35 | 75 | 63 | 55 | 53 | 61 | 49 | 48 | 48 | 44 | 48 | | |
| Never | 50 | 39 | 74 | 80 | 37 | 71 | 77 | 35 | 75 | 63 | 55 | 53 | 61 | 49 | 48 | 48 | 44 | 48 | | |
| DK/NA | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 2 | 2 | 0 | 0 | 0 | 1 | 0 | 0 | | |
| DK/NA | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 2 | 2 | 0 | 0 | 0 | 1 | 0 | 0 | | |

Table 6: Q3. How often do you ride SMART?

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|----------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| EVER | 50 | 78 | 51 | 47 | 53 | 55 | 50 | 53 | 55 | 51 | 49 | 51 | 51 | 54 | 55 | 51 | 48 |
| Every day | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| A few times per week | 2 | 3 | 1 | 3 | 1 | 2 | 2 | 1 | 4 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 |
| A few times a month | 4 | 21 | 3 | 4 | 4 | 6 | 4 | 5 | 4 | 5 | 3 | 3 | 3 | 3 | 4 | 4 | 5 |
| A few times a year | 18 | 32 | 17 | 20 | 18 | 19 | 19 | 17 | 21 | 16 | 18 | 20 | 22 | 24 | 24 | 18 | 19 |
| Rarely | 25 | 22 | 29 | 20 | 30 | 28 | 25 | 30 | 24 | 28 | 25 | 26 | 26 | 25 | 25 | 28 | 22 |
| NEVER | 50 | 22 | 49 | 53 | 47 | 45 | 50 | 47 | 45 | 49 | 50 | 49 | 48 | 46 | 45 | 48 | 51 |
| Never | 50 | 22 | 49 | 53 | 47 | 45 | 50 | 47 | 45 | 49 | 50 | 49 | 48 | 46 | 45 | 48 | 51 |
| DK/NA | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 1 |
| DK/NA | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 1 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| EVER | 50 | 47 | 52 | 56 | 47 | 31 | 65 | 54 | 43 | 43 | 48 | 52 | 53 | 47 | 50 | 55 | 57 | 27 | 28 | 46 | 49 |
| Every day | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 0 | 1 | 0 |
| A few times per week | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 5 | 3 | 0 | 0 | 1 | 3 | 0 | 0 | 1 | 3 | 2 | 0 | 2 | 2 |
| A few times a month | 4 | 6 | 2 | 5 | 5 | 1 | 15 | 4 | 3 | 2 | 3 | 2 | 7 | 2 | 2 | 6 | 3 | 0 | 3 | 6 | 2 |
| A few times a year | 18 | 19 | 18 | 22 | 17 | 8 | 21 | 20 | 18 | 15 | 20 | 18 | 19 | 18 | 19 | 20 | 24 | 9 | 7 | 13 | 21 |
| Rarely | 25 | 20 | 30 | 27 | 23 | 20 | 24 | 25 | 18 | 25 | 25 | 32 | 23 | 27 | 28 | 28 | 24 | 17 | 18 | 25 | 24 |
| NEVER | 50 | 53 | 47 | 44 | 53 | 68 | 35 | 46 | 56 | 57 | 51 | 47 | 46 | 53 | 50 | 44 | 43 | 73 | 69 | 54 | 51 |
| Never | 50 | 53 | 47 | 44 | 53 | 68 | 35 | 46 | 56 | 57 | 51 | 47 | 46 | 53 | 50 | 44 | 43 | 73 | 69 | 54 | 51 |
| DK/NA | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 2 | 0 | 0 |
| DK/NA | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 2 | 0 | 0 |

Table 6: Q3. How often do you ride SMART?

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|----------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| <u>EVER</u> | 50 | 53 | 42 | 54 | 51 | 54 | 57 | 45 | 49 | 33 | 30 | 60 | 52 | 52 | 40 | 26 | 35 | 54 | 57 | 47 | 52 |
| Every day | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| A few times per week | 2 | 3 | 1 | 3 | 0 | 2 | 1 | 0 | 4 | 3 | 0 | 3 | 1 | 3 | 0 | 4 | 0 | 1 | 2 | 2 | 1 |
| A few times a month | 4 | 11 | 2 | 3 | 2 | 7 | 3 | 8 | 1 | 2 | 0 | 9 | 2 | 7 | 2 | 0 | 2 | 9 | 2 | 5 | 3 |
| A few times a year | 18 | 20 | 18 | 19 | 18 | 24 | 20 | 16 | 18 | 8 | 8 | 21 | 22 | 20 | 13 | 8 | 8 | 19 | 19 | 20 | 18 |
| Rarely | 25 | 16 | 22 | 29 | 31 | 19 | 33 | 21 | 25 | 19 | 22 | 26 | 28 | 21 | 24 | 14 | 24 | 23 | 33 | 19 | 30 |
| <u>NEVER</u> | 50 | 47 | 58 | 46 | 49 | 45 | 43 | 55 | 51 | 67 | 69 | 39 | 47 | 48 | 60 | 74 | 64 | 46 | 43 | 53 | 47 |
| Never | 50 | 47 | 58 | 46 | 49 | 45 | 43 | 55 | 51 | 67 | 69 | 39 | 47 | 48 | 60 | 74 | 64 | 46 | 43 | 53 | 47 |
| <u>DK/NA</u> | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
| DK/NA | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | | | | | |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 | | | | | |
| <u>EVER</u> | 50 | 51 | 47 | 43 | 59 | 48 | 43 | 63 | 53 | 35 | 43 | 40 | 63 | 53 | 49 | 45 | | | | | |
| Every day | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | | | | | |
| A few times per week | 2 | 1 | 2 | 1 | 3 | 0 | 1 | 1 | 2 | 0 | 0 | 0 | 10 | 2 | 1 | 2 | | | | | |
| A few times a month | 4 | 4 | 4 | 4 | 7 | 9 | 1 | 1 | 7 | 1 | 6 | 2 | 5 | 5 | 2 | 5 | | | | | |
| A few times a year | 18 | 20 | 15 | 14 | 27 | 19 | 18 | 24 | 21 | 5 | 12 | 16 | 23 | 21 | 18 | 16 | | | | | |
| Rarely | 25 | 25 | 25 | 24 | 22 | 20 | 23 | 36 | 23 | 27 | 26 | 23 | 23 | 25 | 27 | 23 | | | | | |
| <u>NEVER</u> | 50 | 48 | 53 | 56 | 41 | 52 | 56 | 37 | 47 | 65 | 57 | 60 | 36 | 47 | 50 | 55 | | | | | |
| Never | 50 | 48 | 53 | 56 | 41 | 52 | 56 | 37 | 47 | 65 | 57 | 60 | 36 | 47 | 50 | 55 | | | | | |
| <u>DK/NA</u> | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | | | | | |
| DK/NA | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | | | | | |

Table 7: Q4. Overall, how would you rate the quality of SMART's service?

| | Q2 INITIAL VOTE | | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|--------------------------------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|------------------|------------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| <u>EXCELLENT/GOOD</u> | 47 | 68 | 46 | 26 | 23 | 59 | 24 | 23 | 43 | 94 | 95 | 69 | 82 | 12 | 100 | 100 | 0 | 62 | 65 | 28 |
| Excellent | 20 | 38 | 15 | 2 | 6 | 28 | 5 | 7 | 14 | 48 | 57 | 20 | 37 | 3 | 100 | 43 | 0 | 33 | 29 | 9 |
| Good | 27 | 30 | 31 | 24 | 17 | 31 | 19 | 15 | 29 | 46 | 38 | 49 | 45 | 9 | 0 | 57 | 0 | 30 | 36 | 19 |
| <u>NOT SO GOOD/POOR</u> | 8 | 2 | 7 | 12 | 21 | 4 | 18 | 6 | 7 | 4 | 4 | 5 | 5 | 12 | 0 | 0 | 100 | 6 | 4 | 21 |
| Not so good | 4 | 2 | 5 | 6 | 8 | 3 | 7 | 3 | 5 | 0 | 3 | 4 | 3 | 6 | 0 | 0 | 51 | 4 | 3 | 9 |
| Poor | 4 | 0 | 2 | 6 | 13 | 1 | 11 | 3 | 2 | 4 | 1 | 2 | 2 | 7 | 0 | 0 | 49 | 2 | 1 | 12 |
| <u>DK/NA</u> | 45 | 30 | 47 | 62 | 56 | 37 | 58 | 71 | 50 | 2 | 1 | 26 | 13 | 76 | 0 | 0 | 0 | 32 | 31 | 50 |
| DK/NA | 45 | 30 | 47 | 62 | 56 | 37 | 58 | 71 | 50 | 2 | 1 | 26 | 13 | 76 | 0 | 0 | 0 | 32 | 31 | 50 |

| | Q9 VOTE AFTER POSITIVES | | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | |
|--------------------------------|-------------------------|-----------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|-----------|------------|-----------|-----------|---------------|-----------|--------------------|-----------|-----------|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 |
| <u>EXCELLENT/GOOD</u> | 47 | 60 | 18 | 12 | 62 | 21 | 21 | 64 | 17 | 34 | 50 | 49 | 33 | 48 | 46 | 48 | 60 | 55 |
| Excellent | 20 | 27 | 5 | 3 | 28 | 6 | 4 | 31 | 4 | 10 | 9 | 12 | 15 | 21 | 21 | 21 | 28 | 23 |
| Good | 27 | 33 | 13 | 10 | 33 | 14 | 17 | 33 | 13 | 25 | 41 | 38 | 19 | 27 | 25 | 27 | 31 | 32 |
| <u>NOT SO GOOD/POOR</u> | 8 | 4 | 19 | 12 | 4 | 18 | 11 | 4 | 22 | 7 | 5 | 4 | 5 | 9 | 9 | 7 | 1 | 9 |
| Not so good | 4 | 3 | 8 | 8 | 3 | 7 | 7 | 3 | 8 | 4 | 3 | 2 | 3 | 5 | 3 | 4 | 1 | 7 |
| Poor | 4 | 1 | 12 | 5 | 1 | 11 | 4 | 1 | 14 | 3 | 2 | 2 | 2 | 3 | 5 | 4 | 0 | 2 |
| <u>DK/NA</u> | 45 | 36 | 62 | 75 | 35 | 61 | 68 | 33 | 61 | 58 | 45 | 47 | 62 | 43 | 45 | 45 | 39 | 36 |
| DK/NA | 45 | 36 | 62 | 75 | 35 | 61 | 68 | 33 | 61 | 58 | 45 | 47 | 62 | 43 | 45 | 45 | 39 | 36 |

Table 7: Q4. Overall, how would you rate the quality of SMART's service?

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|--------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| <u>EXCELLENT/GOOD</u> | 47 | 70 | 46 | 48 | 47 | 50 | 48 | 39 | 55 | 51 | 46 | 48 | 49 | 50 | 53 | 47 | 47 |
| Excellent | 20 | 42 | 18 | 21 | 18 | 22 | 20 | 18 | 22 | 21 | 19 | 21 | 21 | 22 | 24 | 20 | 20 |
| Good | 27 | 27 | 28 | 27 | 28 | 28 | 28 | 22 | 33 | 29 | 26 | 27 | 28 | 28 | 28 | 27 | 27 |
| <u>NOT SO GOOD/POOR</u> | 8 | 6 | 8 | 9 | 8 | 8 | 8 | 11 | 7 | 7 | 9 | 9 | 10 | 11 | 10 | 8 | 9 |
| Not so good | 4 | 4 | 3 | 4 | 5 | 3 | 5 | 7 | 3 | 4 | 5 | 5 | 6 | 6 | 4 | 4 | |
| Poor | 4 | 2 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | |
| <u>DK/NA</u> | 45 | 24 | 46 | 43 | 45 | 43 | 44 | 50 | 38 | 43 | 45 | 42 | 41 | 39 | 37 | 45 | 44 |
| DK/NA | 45 | 24 | 46 | 43 | 45 | 43 | 44 | 50 | 38 | 43 | 45 | 42 | 41 | 39 | 37 | 45 | 44 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | |
|--------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| <u>EXCELLENT/GOOD</u> | 47 | 47 | 46 | 52 | 45 | 29 | 63 | 45 | 41 | 46 | 46 | 43 | 50 | 44 | 45 | 50 | 54 | 24 | 30 | 41 | 51 |
| Excellent | 20 | 20 | 20 | 24 | 15 | 13 | 30 | 20 | 15 | 16 | 20 | 25 | 19 | 21 | 22 | 25 | 19 | 10 | 14 | 11 | 23 |
| Good | 27 | 27 | 26 | 28 | 30 | 16 | 33 | 25 | 26 | 30 | 26 | 19 | 31 | 23 | 23 | 25 | 35 | 14 | 16 | 30 | 28 |
| <u>NOT SO GOOD/POOR</u> | 8 | 11 | 6 | 8 | 9 | 12 | 4 | 7 | 9 | 7 | 13 | 9 | 6 | 10 | 11 | 7 | 9 | 16 | 6 | 10 | 6 |
| Not so good | 4 | 6 | 3 | 4 | 4 | 6 | 0 | 3 | 6 | 4 | 7 | 4 | 3 | 5 | 6 | 4 | 5 | 5 | 6 | 6 | 3 |
| Poor | 4 | 5 | 3 | 3 | 5 | 6 | 4 | 4 | 2 | 3 | 6 | 5 | 3 | 5 | 6 | 3 | 5 | 11 | 0 | 4 | 4 |
| <u>DK/NA</u> | 45 | 42 | 47 | 40 | 47 | 59 | 33 | 48 | 50 | 47 | 41 | 48 | 43 | 46 | 44 | 43 | 37 | 60 | 64 | 49 | 43 |
| DK/NA | 45 | 42 | 47 | 40 | 47 | 59 | 33 | 48 | 50 | 47 | 41 | 48 | 43 | 46 | 44 | 43 | 37 | 60 | 64 | 49 | 43 |

Table 7: Q4. Overall, how would you rate the quality of SMART's service?

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|--------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| <u>EXCELLENT/GOOD</u> | 47 | 53 | 43 | 48 | 45 | 52 | 53 | 49 | 40 | 34 | 21 | 56 | 49 | 51 | 36 | 21 | 34 | 55 | 45 | 46 | 49 |
| Excellent | 20 | 19 | 22 | 20 | 20 | 28 | 21 | 13 | 17 | 11 | 17 | 24 | 24 | 16 | 13 | 4 | 19 | 23 | 21 | 20 | 20 |
| Good | 27 | 34 | 21 | 28 | 25 | 23 | 31 | 36 | 23 | 24 | 4 | 32 | 25 | 35 | 23 | 17 | 15 | 31 | 24 | 26 | 29 |
| <u>NOT SO GOOD/POOR</u> | 8 | 7 | 14 | 6 | 7 | 9 | 6 | 9 | 8 | 17 | 3 | 6 | 8 | 6 | 12 | 6 | 15 | 11 | 5 | 10 | 7 |
| Not so good | 4 | 3 | 8 | 4 | 2 | 6 | 3 | 4 | 3 | 8 | 1 | 4 | 4 | 4 | 4 | 0 | 9 | 6 | 1 | 6 | 4 |
| Poor | 4 | 4 | 6 | 2 | 4 | 4 | 3 | 5 | 5 | 9 | 2 | 2 | 4 | 2 | 8 | 6 | 6 | 6 | 4 | 4 | 3 |
| <u>DK/NA</u> | 45 | 40 | 43 | 46 | 48 | 39 | 41 | 42 | 52 | 48 | 75 | 37 | 42 | 43 | 52 | 72 | 51 | 34 | 51 | 44 | 44 |
| DK/NA | 45 | 40 | 43 | 46 | 48 | 39 | 41 | 42 | 52 | 48 | 75 | 37 | 42 | 43 | 52 | 72 | 51 | 34 | 51 | 44 | 44 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | | | | | |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 | | | | | |
| <u>EXCELLENT/GOOD</u> | 47 | 49 | 44 | 46 | 56 | 47 | 37 | 55 | 56 | 28 | 44 | 35 | 57 | 52 | 42 | 44 | | | | | |
| Excellent | 20 | 21 | 18 | 24 | 22 | 16 | 20 | 23 | 23 | 6 | 22 | 18 | 21 | 22 | 16 | 21 | | | | | |
| Good | 27 | 27 | 26 | 22 | 34 | 31 | 17 | 32 | 33 | 22 | 22 | 17 | 35 | 30 | 26 | 23 | | | | | |
| <u>NOT SO GOOD/POOR</u> | 8 | 8 | 9 | 8 | 12 | 4 | 9 | 9 | 8 | 10 | 8 | 4 | 13 | 8 | 10 | 7 | | | | | |
| Not so good | 4 | 4 | 4 | 4 | 7 | 2 | 3 | 4 | 3 | 3 | 5 | 4 | 8 | 4 | 6 | 3 | | | | | |
| Poor | 4 | 4 | 4 | 4 | 4 | 1 | 6 | 4 | 6 | 7 | 3 | 0 | 5 | 4 | 4 | 4 | | | | | |
| <u>DK/NA</u> | 45 | 43 | 48 | 46 | 32 | 49 | 55 | 36 | 36 | 62 | 49 | 60 | 31 | 39 | 48 | 49 | | | | | |
| DK/NA | 45 | 43 | 48 | 46 | 32 | 49 | 55 | 36 | 36 | 62 | 49 | 60 | 31 | 39 | 48 | 49 | | | | | |

Table 8: Q5. Do you think there is a great need, some need, a little need, or no real need for additional funds to maintain and improve the SMART rail system?

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|-----------------------------------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-------------|-----------|-----------|-----------|------------------|-----------|-----------|-----------------------|------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| <u>GREAT/SOME NEED</u> | 54 | 81 | 60 | 31 | 14 | 72 | 19 | 29 | 55 | 62 | 71 | 70 | 69 | 38 | 78 | 75 | 26 | 100 | 100 | 0 |
| Great need | 29 | 50 | 24 | 15 | 7 | 39 | 10 | 14 | 22 | 37 | 43 | 36 | 39 | 19 | 47 | 39 | 19 | 100 | 54 | 0 |
| Some need | 25 | 30 | 36 | 16 | 6 | 33 | 9 | 16 | 33 | 25 | 28 | 34 | 31 | 19 | 31 | 36 | 7 | 0 | 46 | 0 |
| <u>LITTLE/NO REAL NEED</u> | 27 | 8 | 16 | 47 | 67 | 11 | 61 | 37 | 19 | 25 | 21 | 15 | 19 | 36 | 12 | 17 | 69 | 0 | 0 | 100 |
| A little need | 9 | 6 | 10 | 14 | 10 | 8 | 11 | 15 | 11 | 9 | 8 | 7 | 8 | 10 | 2 | 8 | 7 | 0 | 0 | 33 |
| No real need | 18 | 2 | 6 | 33 | 57 | 4 | 50 | 22 | 8 | 17 | 13 | 8 | 11 | 26 | 11 | 8 | 61 | 0 | 0 | 67 |
| <u>DK/NA</u> | 19 | 12 | 24 | 22 | 19 | 17 | 20 | 34 | 25 | 13 | 8 | 15 | 12 | 25 | 9 | 9 | 6 | 0 | 0 | 0 |
| DK/NA | 19 | 12 | 24 | 22 | 19 | 17 | 20 | 34 | 25 | 13 | 8 | 15 | 12 | 25 | 9 | 9 | 6 | 0 | 0 | 0 |

| | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | |
|-----------------------------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|-----------|-----------|------------|-----------|---------------|-----------|--------------------|-----------|-----------|-----------|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 |
| <u>GREAT/SOME NEED</u> | 54 | 72 | 12 | 30 | 73 | 16 | 40 | 78 | 12 | 36 | 42 | 42 | 31 | 57 | 54 | 57 | 56 | 54 |
| Great need | 29 | 39 | 5 | 16 | 41 | 7 | 17 | 43 | 5 | 17 | 22 | 26 | 11 | 29 | 31 | 30 | 30 | 28 |
| Some need | 25 | 33 | 7 | 14 | 32 | 10 | 23 | 34 | 7 | 19 | 21 | 16 | 19 | 28 | 22 | 27 | 26 | 26 |
| <u>LITTLE/NO REAL NEED</u> | 27 | 11 | 67 | 39 | 11 | 63 | 22 | 8 | 71 | 33 | 31 | 35 | 42 | 24 | 28 | 26 | 19 | 25 |
| A little need | 9 | 8 | 11 | 10 | 8 | 11 | 13 | 6 | 11 | 13 | 18 | 18 | 11 | 8 | 8 | 11 | 2 | 4 |
| No real need | 18 | 3 | 56 | 30 | 3 | 53 | 9 | 1 | 60 | 20 | 13 | 18 | 31 | 16 | 20 | 15 | 17 | 22 |
| <u>DK/NA</u> | 19 | 17 | 21 | 31 | 16 | 20 | 38 | 15 | 17 | 31 | 27 | 23 | 27 | 19 | 18 | 17 | 26 | 21 |
| DK/NA | 19 | 17 | 21 | 31 | 16 | 20 | 38 | 15 | 17 | 31 | 27 | 23 | 27 | 19 | 18 | 17 | 26 | 21 |

Table 8: Q5. Do you think there is a great need, some need, a little need, or no real need for additional funds to maintain and improve the SMART rail system?

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|-----------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| <u>GREAT/SOME NEED</u> | 54 | 43 | 53 | 58 | 57 | 51 | 57 | 56 | 63 | 56 | 55 | 57 | 57 | 56 | 59 | 53 | 55 |
| Great need | 29 | 27 | 30 | 31 | 29 | 30 | 30 | 35 | 30 | 29 | 30 | 31 | 33 | 32 | 34 | 27 | 31 |
| Some need | 25 | 16 | 22 | 27 | 28 | 21 | 28 | 21 | 33 | 27 | 26 | 26 | 24 | 24 | 26 | 25 | 24 |
| <u>LITTLE/NO REAL NEED</u> | 27 | 40 | 26 | 26 | 25 | 28 | 25 | 23 | 23 | 28 | 26 | 25 | 26 | 27 | 28 | 26 | 29 |
| A little need | 9 | 14 | 11 | 9 | 7 | 11 | 8 | 10 | 7 | 10 | 9 | 9 | 9 | 10 | 11 | 8 | 10 |
| No real need | 18 | 25 | 15 | 18 | 18 | 16 | 18 | 14 | 16 | 17 | 17 | 16 | 17 | 17 | 18 | 19 | |
| <u>DK/NA</u> | 19 | 18 | 22 | 16 | 18 | 21 | 17 | 21 | 14 | 16 | 19 | 18 | 16 | 16 | 13 | 21 | 16 |
| DK/NA | 19 | 18 | 22 | 16 | 18 | 21 | 17 | 21 | 14 | 16 | 19 | 18 | 16 | 16 | 13 | 21 | 16 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|-----------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| <u>GREAT/SOME NEED</u> | 54 | 50 | 57 | 64 | 41 | 36 | 58 | 50 | 52 | 51 | 56 | 58 | 54 | 54 | 57 | 61 | 69 | 37 | 20 | 40 | 53 |
| Great need | 29 | 28 | 29 | 35 | 23 | 17 | 32 | 30 | 29 | 26 | 31 | 30 | 31 | 27 | 30 | 33 | 34 | 21 | 8 | 24 | 29 |
| Some need | 25 | 22 | 28 | 29 | 19 | 19 | 26 | 21 | 23 | 25 | 26 | 28 | 22 | 27 | 27 | 28 | 35 | 16 | 12 | 17 | 24 |
| <u>LITTLE/NO REAL NEED</u> | 27 | 33 | 22 | 17 | 39 | 47 | 28 | 24 | 22 | 33 | 27 | 27 | 27 | 28 | 27 | 17 | 16 | 45 | 55 | 38 | 34 |
| A little need | 9 | 11 | 7 | 6 | 12 | 15 | 10 | 10 | 3 | 11 | 10 | 8 | 8 | 10 | 9 | 4 | 8 | 11 | 18 | 15 | 12 |
| No real need | 18 | 22 | 15 | 11 | 27 | 33 | 18 | 14 | 20 | 22 | 16 | 18 | 18 | 19 | 17 | 13 | 8 | 34 | 37 | 24 | 23 |
| <u>DK/NA</u> | 19 | 16 | 21 | 19 | 19 | 17 | 14 | 26 | 26 | 17 | 17 | 16 | 20 | 18 | 17 | 22 | 15 | 18 | 24 | 21 | 13 |
| DK/NA | 19 | 16 | 21 | 19 | 19 | 17 | 14 | 26 | 26 | 17 | 17 | 16 | 20 | 18 | 17 | 22 | 15 | 18 | 24 | 21 | 13 |

Table 8: Q5. Do you think there is a great need, some need, a little need, or no real need for additional funds to maintain and improve the SMART rail system?

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|-----------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| <u>GREAT/SOME NEED</u> | 54 | 52 | 49 | 55 | 59 | 60 | 66 | 44 | 38 | 34 | 37 | 63 | 64 | 46 | 35 | 32 | 38 | 51 | 50 | 52 | 62 |
| Great need | 29 | 33 | 25 | 29 | 29 | 33 | 36 | 29 | 15 | 16 | 18 | 36 | 34 | 28 | 15 | 19 | 16 | 31 | 27 | 29 | 31 |
| Some need | 25 | 19 | 24 | 26 | 30 | 27 | 30 | 15 | 23 | 18 | 20 | 27 | 31 | 18 | 20 | 13 | 22 | 20 | 23 | 23 | 31 |
| <u>LITTLE/NO REAL NEED</u> | 27 | 30 | 36 | 23 | 21 | 23 | 13 | 38 | 41 | 53 | 40 | 18 | 17 | 34 | 47 | 47 | 47 | 29 | 27 | 34 | 18 |
| A little need | 9 | 11 | 12 | 6 | 8 | 8 | 5 | 17 | 7 | 13 | 17 | 8 | 5 | 7 | 20 | 13 | 15 | 14 | 9 | 10 | 6 |
| No real need | 18 | 19 | 24 | 17 | 13 | 16 | 8 | 21 | 34 | 39 | 23 | 10 | 12 | 27 | 27 | 34 | 32 | 15 | 18 | 24 | 12 |
| <u>DK/NA</u> | 19 | 18 | 15 | 22 | 20 | 16 | 21 | 18 | 20 | 14 | 22 | 19 | 19 | 20 | 18 | 21 | 14 | 19 | 23 | 14 | 20 |
| DK/NA | 19 | 18 | 15 | 22 | 20 | 16 | 21 | 18 | 20 | 14 | 22 | 19 | 19 | 20 | 18 | 21 | 14 | 19 | 23 | 14 | 20 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | | | | | |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 | | | | | |
| <u>GREAT/SOME NEED</u> | 54 | 58 | 47 | 63 | 49 | 59 | 49 | 67 | 48 | 40 | 57 | 39 | 51 | 60 | 51 | 48 | | | | | |
| Great need | 29 | 32 | 24 | 31 | 22 | 40 | 26 | 40 | 26 | 23 | 31 | 22 | 19 | 30 | 31 | 25 | | | | | |
| Some need | 25 | 26 | 23 | 31 | 27 | 19 | 23 | 26 | 22 | 17 | 26 | 17 | 32 | 30 | 20 | 22 | | | | | |
| <u>LITTLE/NO REAL NEED</u> | 27 | 26 | 30 | 20 | 34 | 29 | 31 | 18 | 41 | 38 | 21 | 20 | 27 | 25 | 29 | 28 | | | | | |
| A little need | 9 | 9 | 9 | 8 | 12 | 11 | 10 | 5 | 12 | 11 | 7 | 7 | 6 | 8 | 11 | 8 | | | | | |
| No real need | 18 | 17 | 21 | 12 | 22 | 18 | 21 | 13 | 28 | 27 | 14 | 13 | 22 | 17 | 18 | 21 | | | | | |
| <u>DK/NA</u> | 19 | 16 | 23 | 17 | 17 | 12 | 20 | 15 | 11 | 22 | 22 | 41 | 22 | 14 | 20 | 24 | | | | | |
| DK/NA | 19 | 16 | 23 | 17 | 17 | 12 | 20 | 15 | 11 | 22 | 22 | 41 | 22 | 14 | 20 | 24 | | | | | |

Table 9: Q6a. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. :
 Does a good job of serving the North Bay

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| <u>TOTAL WELL</u> | 54 | 75 | 55 | 37 | 24 | 67 | 28 | 40 | 53 | 86 | 90 | 65 | 77 | 31 | 93 | 84 | 14 | 67 | 69 | 37 |
| Very well | 17 | 26 | 14 | 8 | 9 | 21 | 9 | 11 | 13 | 43 | 31 | 16 | 25 | 8 | 44 | 29 | 4 | 24 | 21 | 11 |
| Somewhat well | 37 | 48 | 42 | 30 | 15 | 46 | 19 | 29 | 40 | 43 | 59 | 49 | 52 | 22 | 49 | 55 | 9 | 42 | 48 | 25 |
| <u>TOTAL NOT WELL</u> | 27 | 15 | 23 | 42 | 54 | 18 | 51 | 9 | 21 | 12 | 9 | 27 | 18 | 37 | 6 | 14 | 85 | 19 | 18 | 49 |
| Not too well | 14 | 11 | 17 | 22 | 16 | 14 | 18 | 0 | 15 | 8 | 7 | 18 | 12 | 16 | 5 | 12 | 27 | 12 | 13 | 20 |
| Not at all well | 13 | 4 | 5 | 20 | 38 | 4 | 33 | 9 | 6 | 4 | 2 | 9 | 6 | 21 | 1 | 2 | 58 | 8 | 5 | 30 |
| <u>DK/NA</u> | 19 | 10 | 22 | 21 | 22 | 15 | 22 | 50 | 26 | 2 | 1 | 8 | 5 | 32 | 1 | 2 | 2 | 14 | 13 | 14 |
| DK/NA | 19 | 10 | 22 | 21 | 22 | 15 | 22 | 50 | 26 | 2 | 1 | 8 | 5 | 32 | 1 | 2 | 2 | 14 | 13 | 14 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 | | |
| <u>TOTAL WELL</u> | 54 | 66 | 26 | 26 | 70 | 25 | 27 | 71 | 21 | 43 | 55 | 63 | 39 | 53 | 58 | 56 | 62 | 58 | | |
| Very well | 17 | 21 | 8 | 4 | 22 | 8 | 11 | 22 | 5 | 16 | 21 | 21 | 17 | 16 | 20 | 15 | 35 | 29 | | |
| Somewhat well | 37 | 45 | 18 | 22 | 48 | 18 | 16 | 49 | 17 | 27 | 33 | 42 | 22 | 36 | 38 | 42 | 27 | 29 | | |
| <u>TOTAL NOT WELL</u> | 27 | 18 | 52 | 31 | 17 | 52 | 19 | 16 | 59 | 25 | 21 | 20 | 31 | 28 | 23 | 25 | 16 | 24 | | |
| Not too well | 14 | 14 | 15 | 16 | 14 | 17 | 9 | 14 | 17 | 14 | 14 | 14 | 15 | 16 | 11 | 14 | 10 | 12 | | |
| Not at all well | 13 | 4 | 36 | 16 | 3 | 35 | 10 | 3 | 42 | 11 | 7 | 6 | 15 | 12 | 12 | 11 | 6 | 12 | | |
| <u>DK/NA</u> | 19 | 16 | 22 | 43 | 13 | 23 | 54 | 13 | 20 | 32 | 25 | 17 | 30 | 19 | 19 | 19 | 22 | 18 | | |
| DK/NA | 19 | 16 | 22 | 43 | 13 | 23 | 54 | 13 | 20 | 32 | 25 | 17 | 30 | 19 | 19 | 19 | 22 | 18 | | |

Table 9: Q6a. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Does a good job of serving the North Bay

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| <u>TOTAL WELL</u> | 54 | 63 | 56 | 56 | 53 | 57 | 54 | 56 | 62 | 51 | 52 | 54 | 52 | 52 | 55 | 53 | 55 |
| Very well | 17 | 50 | 16 | 16 | 13 | 21 | 15 | 18 | 16 | 15 | 15 | 15 | 15 | 15 | 16 | 18 | 15 |
| Somewhat well | 37 | 13 | 40 | 39 | 39 | 36 | 39 | 38 | 46 | 36 | 38 | 39 | 37 | 37 | 39 | 35 | 39 |
| <u>TOTAL NOT WELL</u> | 27 | 26 | 21 | 27 | 31 | 22 | 29 | 22 | 22 | 31 | 29 | 29 | 30 | 31 | 29 | 25 | 30 |
| Not too well | 14 | 19 | 11 | 14 | 17 | 12 | 16 | 11 | 12 | 20 | 16 | 16 | 18 | 19 | 17 | 14 | 15 |
| Not at all well | 13 | 6 | 11 | 12 | 14 | 10 | 13 | 11 | 11 | 11 | 13 | 12 | 12 | 12 | 12 | 11 | 15 |
| <u>DK/NA</u> | 19 | 11 | 22 | 18 | 17 | 21 | 17 | 22 | 15 | 18 | 19 | 18 | 18 | 17 | 17 | 22 | 16 |
| DK/NA | 19 | 11 | 22 | 18 | 17 | 21 | 17 | 22 | 15 | 18 | 19 | 18 | 18 | 17 | 17 | 22 | 16 |

| | GENDER | | PARTY REG | | | AGE | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | | |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| <u>TOTAL WELL</u> | 54 | 55 | 53 | 60 | 52 | 33 | 68 | 58 | 45 | 49 | 53 | 56 | 56 | 52 | 54 | 57 | 68 | 28 | 33 | 50 | 53 |
| Very well | 17 | 18 | 16 | 18 | 19 | 10 | 25 | 15 | 11 | 15 | 18 | 19 | 16 | 17 | 18 | 18 | 13 | 6 | 3 | 19 | 20 |
| Somewhat well | 37 | 37 | 37 | 42 | 34 | 23 | 43 | 43 | 34 | 33 | 36 | 36 | 39 | 35 | 36 | 38 | 55 | 22 | 30 | 30 | 33 |
| <u>TOTAL NOT WELL</u> | 27 | 29 | 26 | 22 | 33 | 39 | 21 | 26 | 28 | 32 | 30 | 24 | 25 | 30 | 27 | 25 | 20 | 47 | 36 | 37 | 23 |
| Not too well | 14 | 14 | 14 | 14 | 16 | 15 | 8 | 18 | 14 | 18 | 16 | 10 | 14 | 15 | 13 | 15 | 12 | 19 | 10 | 17 | 12 |
| Not at all well | 13 | 14 | 12 | 9 | 17 | 24 | 13 | 8 | 14 | 14 | 14 | 15 | 11 | 15 | 14 | 10 | 8 | 28 | 26 | 20 | 10 |
| <u>DK/NA</u> | 19 | 17 | 21 | 18 | 15 | 28 | 12 | 16 | 27 | 20 | 17 | 20 | 19 | 18 | 18 | 19 | 12 | 25 | 31 | 14 | 24 |
| DK/NA | 19 | 17 | 21 | 18 | 15 | 28 | 12 | 16 | 27 | 20 | 17 | 20 | 19 | 18 | 18 | 19 | 12 | 25 | 31 | 14 | 24 |

Table 9: Q6a. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Does a good job of serving the North Bay

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|------------------------------|---------------|--------------|------------|----------------|--------------|-----------------|--------------|------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| <u>TOTAL WELL</u> | 54 | 56 | 54 | 56 | 50 | 61 | 59 | 55 | 49 | 39 | 25 | 61 | 59 | 58 | 44 | 28 | 36 | 59 | 56 | 55 | 53 |
| Very well | 17 | 17 | 19 | 16 | 16 | 21 | 16 | 15 | 23 | 13 | 6 | 16 | 19 | 22 | 15 | 6 | 13 | 20 | 23 | 17 | 13 |
| Somewhat well | 37 | 39 | 35 | 40 | 34 | 40 | 43 | 40 | 26 | 26 | 19 | 45 | 40 | 36 | 30 | 23 | 23 | 39 | 33 | 38 | 40 |
| <u>TOTAL NOT WELL</u> | 27 | 26 | 31 | 24 | 28 | 24 | 21 | 31 | 35 | 38 | 38 | 20 | 24 | 29 | 38 | 38 | 39 | 22 | 21 | 30 | 27 |
| Not too well | 14 | 16 | 13 | 12 | 16 | 13 | 15 | 19 | 13 | 13 | 17 | 14 | 13 | 15 | 17 | 8 | 19 | 13 | 11 | 15 | 17 |
| Not at all well | 13 | 10 | 18 | 12 | 11 | 11 | 7 | 12 | 22 | 25 | 21 | 6 | 11 | 13 | 21 | 29 | 21 | 8 | 11 | 16 | 10 |
| <u>DK/NA</u> | 19 | 18 | 15 | 20 | 22 | 15 | 20 | 14 | 17 | 23 | 38 | 19 | 17 | 13 | 18 | 34 | 25 | 19 | 23 | 15 | 20 |
| DK/NA | 19 | 18 | 15 | 20 | 22 | 15 | 20 | 14 | 17 | 23 | 38 | 19 | 17 | 13 | 18 | 34 | 25 | 19 | 23 | 15 | 20 |

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|------------------------------|-----------|------------|-----------------------------------|-----------|-----------|-----------|-----------|----------------------------------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 |
| <u>TOTAL WELL</u> | 54 | 55 | 51 | 48 | 63 | 59 | 46 | 60 | 51 | 45 | 50 | 58 | 53 | 59 | 48 | 53 |
| Very well | 17 | 18 | 15 | 15 | 19 | 18 | 12 | 25 | 19 | 14 | 12 | 18 | 14 | 20 | 11 | 19 |
| Somewhat well | 37 | 37 | 36 | 33 | 44 | 41 | 34 | 35 | 32 | 31 | 38 | 40 | 39 | 39 | 37 | 33 |
| <u>TOTAL NOT WELL</u> | 27 | 27 | 29 | 29 | 27 | 23 | 28 | 26 | 36 | 31 | 26 | 20 | 28 | 24 | 34 | 27 |
| Not too well | 14 | 14 | 15 | 16 | 18 | 13 | 10 | 13 | 19 | 21 | 14 | 6 | 12 | 14 | 16 | 13 |
| Not at all well | 13 | 13 | 14 | 13 | 9 | 9 | 18 | 13 | 18 | 10 | 12 | 14 | 16 | 9 | 18 | 14 |
| <u>DK/NA</u> | 19 | 18 | 20 | 22 | 10 | 18 | 25 | 14 | 12 | 24 | 24 | 22 | 18 | 18 | 19 | 21 |
| DK/NA | 19 | 18 | 20 | 22 | 10 | 18 | 25 | 14 | 12 | 24 | 24 | 22 | 18 | 18 | 19 | 21 |

Table 10: Q6b. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well.
 : Well-managed

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|------------------------------|-----------------|-------------------------|-----------|-----------|-----------|----------------|-----------|-----------|-------------------|-------------|------------|-----------|-----------|------------------|---------------|-----------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 124 | 90 | 30 | 63 | 214 | 94 | 13 | 104 | 17 | 58 | 90 | 165 | 156 | 64 | 150 | 26 | 87 | 169 | 85 |
| <u>TOTAL WELL</u> | 39 | 56 | 29 | 42 | 22 | 44 | 28 | 23 | 28 | 82 | 64 | 47 | 56 | 20 | 63 | 64 | 14 | 47 | 49 | 25 |
| Very well | 15 | 27 | 5 | 14 | 7 | 18 | 9 | 12 | 6 | 47 | 30 | 10 | 21 | 10 | 44 | 25 | 0 | 20 | 20 | 5 |
| Somewhat well | 24 | 28 | 24 | 29 | 14 | 26 | 19 | 12 | 22 | 35 | 34 | 36 | 36 | 11 | 19 | 38 | 14 | 27 | 30 | 19 |
| <u>TOTAL NOT WELL</u> | 16 | 4 | 16 | 11 | 37 | 9 | 29 | 29 | 18 | 9 | 2 | 13 | 9 | 24 | 4 | 7 | 70 | 14 | 10 | 32 |
| Not too well | 6 | 2 | 7 | 6 | 8 | 4 | 7 | 25 | 9 | 9 | 2 | 6 | 4 | 7 | 4 | 5 | 15 | 6 | 6 | 8 |
| Not at all well | 10 | 2 | 10 | 5 | 30 | 5 | 22 | 4 | 9 | 0 | 0 | 7 | 4 | 16 | 1 | 2 | 55 | 8 | 4 | 24 |
| <u>DK/NA</u> | 45 | 40 | 55 | 46 | 41 | 46 | 43 | 48 | 54 | 9 | 35 | 40 | 35 | 56 | 33 | 29 | 16 | 39 | 41 | 43 |
| DK/NA | 45 | 40 | 55 | 46 | 41 | 46 | 43 | 48 | 54 | 9 | 35 | 40 | 35 | 56 | 33 | 29 | 16 | 39 | 41 | 43 |
| | | Q9 VOTE AFTER POSITIVES | | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 223 | 90 | 7 | 203 | 99 | 19 | 173 | 64 | 84 | 30 | 26 | 31 | 205 | 93 | 248 | 38 | 53 | | |
| <u>TOTAL WELL</u> | 39 | 47 | 22 | 10 | 50 | 22 | 7 | 50 | 22 | 29 | 49 | 54 | 25 | 43 | 28 | 41 | 42 | 35 | | |
| Very well | 15 | 19 | 8 | 0 | 20 | 9 | 0 | 20 | 8 | 11 | 18 | 21 | 12 | 15 | 13 | 13 | 30 | 26 | | |
| Somewhat well | 24 | 28 | 14 | 10 | 30 | 13 | 7 | 30 | 15 | 18 | 30 | 33 | 12 | 28 | 15 | 27 | 12 | 9 | | |
| <u>TOTAL NOT WELL</u> | 16 | 11 | 27 | 25 | 11 | 26 | 19 | 9 | 35 | 15 | 20 | 19 | 6 | 15 | 18 | 15 | 8 | 17 | | |
| Not too well | 6 | 5 | 7 | 15 | 6 | 5 | 10 | 5 | 7 | 8 | 12 | 14 | 3 | 6 | 6 | 5 | 3 | 10 | | |
| Not at all well | 10 | 6 | 20 | 10 | 5 | 21 | 9 | 5 | 28 | 7 | 7 | 5 | 3 | 9 | 12 | 10 | 5 | 6 | | |
| <u>DK/NA</u> | 45 | 42 | 51 | 65 | 39 | 52 | 74 | 41 | 43 | 57 | 32 | 27 | 69 | 42 | 55 | 44 | 50 | 48 | | |
| DK/NA | 45 | 42 | 51 | 65 | 39 | 52 | 74 | 41 | 43 | 57 | 32 | 27 | 69 | 42 | 55 | 44 | 50 | 48 | | |

Table 10: Q6b. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Well-managed

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 16 | 94 | 99 | 101 | 110 | 201 | 58 | 94 | 100 | 266 | 247 | 217 | 187 | 131 | 321 | 0 |
| <u>TOTAL WELL</u> | 39 | 44 | 33 | 46 | 34 | 34 | 40 | 39 | 39 | 42 | 38 | 39 | 38 | 39 | 40 | 39 | 0 |
| Very well | 15 | 31 | 15 | 11 | 14 | 17 | 12 | 15 | 16 | 13 | 14 | 15 | 13 | 13 | 12 | 15 | 0 |
| Somewhat well | 24 | 14 | 18 | 35 | 20 | 17 | 27 | 24 | 22 | 29 | 24 | 24 | 24 | 26 | 28 | 24 | 0 |
| <u>TOTAL NOT WELL</u> | 16 | 24 | 17 | 15 | 15 | 18 | 15 | 10 | 21 | 15 | 16 | 14 | 16 | 16 | 16 | 16 | 0 |
| Not too well | 6 | 0 | 5 | 7 | 7 | 4 | 7 | 0 | 9 | 9 | 7 | 7 | 8 | 8 | 9 | 6 | 0 |
| Not at all well | 10 | 24 | 12 | 7 | 9 | 14 | 8 | 10 | 12 | 6 | 9 | 7 | 8 | 8 | 7 | 10 | 0 |
| <u>DK/NA</u> | 45 | 32 | 50 | 40 | 50 | 47 | 45 | 51 | 40 | 44 | 46 | 47 | 47 | 45 | 44 | 45 | 0 |
| DK/NA | 45 | 32 | 50 | 40 | 50 | 47 | 45 | 51 | 40 | 44 | 46 | 47 | 47 | 45 | 44 | 45 | 0 |

| | GENDER | | PARTY REG | | | AGE | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | | |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 81 | 63 | 50 | 147 | 174 | 114 | 114 | 52 | 22 | 10 | 47 | 77 |
| <u>TOTAL WELL</u> | 39 | 41 | 37 | 41 | 40 | 28 | 47 | 32 | 35 | 31 | 43 | 48 | 36 | 41 | 45 | 36 | 45 | 28 | 28 | 45 | 39 |
| Very well | 15 | 16 | 15 | 17 | 15 | 8 | 20 | 10 | 16 | 14 | 16 | 16 | 14 | 17 | 16 | 17 | 15 | 7 | 8 | 16 | 16 |
| Somewhat well | 24 | 26 | 22 | 24 | 25 | 20 | 27 | 22 | 19 | 17 | 27 | 32 | 23 | 24 | 29 | 19 | 31 | 22 | 20 | 30 | 23 |
| <u>TOTAL NOT WELL</u> | 16 | 17 | 14 | 13 | 12 | 32 | 21 | 15 | 16 | 15 | 19 | 11 | 17 | 15 | 15 | 11 | 17 | 39 | 30 | 9 | 17 |
| Not too well | 6 | 6 | 6 | 6 | 4 | 8 | 2 | 3 | 7 | 8 | 7 | 5 | 6 | 6 | 6 | 3 | 12 | 7 | 9 | 0 | 8 |
| Not at all well | 10 | 11 | 8 | 7 | 9 | 24 | 19 | 11 | 9 | 6 | 11 | 6 | 12 | 9 | 9 | 8 | 5 | 32 | 21 | 9 | 9 |
| <u>DK/NA</u> | 45 | 42 | 49 | 46 | 47 | 40 | 32 | 53 | 49 | 54 | 38 | 41 | 46 | 44 | 40 | 53 | 38 | 32 | 42 | 46 | 43 |
| DK/NA | 45 | 42 | 49 | 46 | 47 | 40 | 32 | 53 | 49 | 54 | 38 | 41 | 46 | 44 | 40 | 53 | 38 | 32 | 42 | 46 | 43 |

Table 10: Q6b. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Well-managed

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 67 | 87 | 79 | 87 | 81 | 110 | 41 | 37 | 33 | 18 | 84 | 108 | 47 | 31 | 17 | 34 | 53 | 56 | 95 | 106 |
| <u>TOTAL WELL</u> | 39 | 40 | 43 | 34 | 40 | 40 | 42 | 53 | 27 | 31 | 24 | 38 | 43 | 41 | 40 | 15 | 35 | 40 | 30 | 41 | 39 |
| Very well | 15 | 15 | 17 | 13 | 17 | 18 | 17 | 17 | 13 | 8 | 8 | 17 | 17 | 11 | 21 | 0 | 12 | 21 | 14 | 12 | 13 |
| Somewhat well | 24 | 25 | 26 | 21 | 23 | 22 | 26 | 35 | 14 | 23 | 16 | 21 | 26 | 29 | 19 | 15 | 23 | 19 | 16 | 29 | 26 |
| <u>TOTAL NOT WELL</u> | 16 | 20 | 14 | 14 | 15 | 16 | 10 | 11 | 14 | 26 | 42 | 16 | 10 | 11 | 15 | 40 | 27 | 19 | 16 | 17 | 13 |
| Not too well | 6 | 6 | 5 | 6 | 7 | 7 | 6 | 3 | 4 | 5 | 12 | 8 | 5 | 0 | 9 | 9 | 7 | 2 | 7 | 8 | 6 |
| Not at all well | 10 | 14 | 9 | 9 | 8 | 9 | 4 | 8 | 10 | 21 | 29 | 8 | 6 | 11 | 6 | 31 | 21 | 17 | 10 | 9 | 7 |
| <u>DK/NA</u> | 45 | 40 | 43 | 52 | 45 | 44 | 48 | 36 | 59 | 43 | 35 | 46 | 46 | 48 | 45 | 45 | 38 | 42 | 53 | 42 | 48 |
| DK/NA | 45 | 40 | 43 | 52 | 45 | 44 | 48 | 36 | 59 | 43 | 35 | 46 | 46 | 48 | 45 | 45 | 38 | 42 | 53 | 42 | 48 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 205 | 116 | 45 | 43 | 33 | 41 | 43 | 23 | 26 | 26 | 20 | 22 | 124 | 96 | 101 | | | | | |
| <u>TOTAL WELL</u> | 39 | 39 | 39 | 44 | 43 | 39 | 28 | 39 | 29 | 20 | 52 | 58 | 41 | 38 | 39 | 40 | | | | | |
| Very well | 15 | 14 | 18 | 16 | 17 | 10 | 7 | 17 | 18 | 4 | 28 | 28 | 15 | 12 | 13 | 21 | | | | | |
| Somewhat well | 24 | 25 | 21 | 28 | 26 | 30 | 20 | 22 | 10 | 16 | 25 | 30 | 26 | 25 | 26 | 19 | | | | | |
| <u>TOTAL NOT WELL</u> | 16 | 15 | 17 | 9 | 15 | 11 | 14 | 26 | 29 | 25 | 5 | 10 | 19 | 15 | 19 | 14 | | | | | |
| Not too well | 6 | 5 | 7 | 3 | 10 | 0 | 6 | 6 | 8 | 10 | 0 | 10 | 10 | 7 | 8 | 3 | | | | | |
| Not at all well | 10 | 10 | 10 | 6 | 5 | 11 | 8 | 20 | 21 | 14 | 5 | 0 | 9 | 8 | 11 | 11 | | | | | |
| <u>DK/NA</u> | 45 | 46 | 43 | 47 | 42 | 50 | 58 | 35 | 42 | 55 | 43 | 33 | 40 | 47 | 42 | 46 | | | | | |
| DK/NA | 45 | 46 | 43 | 47 | 42 | 50 | 58 | 35 | 42 | 55 | 43 | 33 | 40 | 47 | 42 | 46 | | | | | |

Table 11: Q6c. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. :
 Essential

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 124 | 90 | 30 | 63 | 214 | 94 | 13 | 104 | 17 | 58 | 90 | 165 | 156 | 64 | 150 | 26 | 87 | 169 | 85 |
| <u>TOTAL WELL</u> | 59 | 80 | 64 | 45 | 18 | 73 | 27 | 49 | 62 | 82 | 86 | 68 | 76 | 41 | 89 | 78 | 36 | 83 | 81 | 33 |
| Very well | 27 | 42 | 26 | 13 | 6 | 35 | 8 | 18 | 25 | 44 | 43 | 27 | 34 | 19 | 49 | 34 | 20 | 45 | 39 | 9 |
| Somewhat well | 32 | 39 | 38 | 32 | 12 | 38 | 18 | 30 | 37 | 38 | 43 | 41 | 41 | 22 | 40 | 44 | 16 | 39 | 42 | 24 |
| <u>TOTAL NOT WELL</u> | 24 | 7 | 14 | 41 | 60 | 10 | 54 | 31 | 16 | 13 | 8 | 18 | 14 | 34 | 6 | 15 | 61 | 7 | 8 | 57 |
| Not too well | 6 | 5 | 4 | 18 | 5 | 5 | 9 | 11 | 5 | 4 | 8 | 7 | 7 | 6 | 2 | 8 | 7 | 3 | 5 | 9 |
| Not at all well | 17 | 2 | 10 | 22 | 55 | 6 | 44 | 19 | 11 | 9 | 0 | 12 | 7 | 28 | 3 | 8 | 54 | 4 | 3 | 48 |
| <u>DK/NA</u> | 17 | 12 | 22 | 14 | 22 | 16 | 19 | 21 | 22 | 5 | 6 | 14 | 10 | 25 | 5 | 7 | 3 | 9 | 10 | 10 |
| DK/NA | 17 | 12 | 22 | 14 | 22 | 16 | 19 | 21 | 22 | 5 | 6 | 14 | 10 | 25 | 5 | 7 | 3 | 9 | 10 | 10 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 223 | 90 | 7 | 203 | 99 | 19 | 173 | 64 | 84 | 30 | 26 | 31 | 205 | 93 | 248 | 38 | 53 | | |
| <u>TOTAL WELL</u> | 59 | 72 | 26 | 51 | 76 | 30 | 24 | 77 | 16 | 55 | 62 | 73 | 60 | 59 | 59 | 58 | 74 | 67 | | |
| Very well | 27 | 34 | 10 | 15 | 37 | 9 | 9 | 39 | 3 | 21 | 28 | 29 | 24 | 24 | 37 | 25 | 49 | 40 | | |
| Somewhat well | 32 | 38 | 16 | 37 | 39 | 20 | 16 | 38 | 13 | 34 | 35 | 44 | 36 | 35 | 23 | 33 | 25 | 27 | | |
| <u>TOTAL NOT WELL</u> | 24 | 12 | 53 | 31 | 11 | 49 | 22 | 10 | 65 | 21 | 22 | 23 | 15 | 22 | 24 | 24 | 9 | 15 | | |
| Not too well | 6 | 5 | 6 | 31 | 6 | 6 | 5 | 5 | 7 | 8 | 9 | 15 | 5 | 7 | 4 | 6 | 5 | 8 | | |
| Not at all well | 17 | 6 | 46 | 0 | 5 | 43 | 17 | 5 | 58 | 12 | 13 | 8 | 11 | 15 | 20 | 18 | 4 | 7 | | |
| <u>DK/NA</u> | 17 | 16 | 21 | 18 | 12 | 21 | 54 | 13 | 19 | 25 | 16 | 4 | 24 | 19 | 17 | 18 | 17 | 18 | | |
| DK/NA | 17 | 16 | 21 | 18 | 12 | 21 | 54 | 13 | 19 | 25 | 16 | 4 | 24 | 19 | 17 | 18 | 17 | 18 | | |

Table 11: Q6c. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Essential

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 16 | 94 | 99 | 101 | 110 | 201 | 58 | 94 | 100 | 266 | 247 | 217 | 187 | 131 | 321 | 0 |
| <u>TOTAL WELL</u> | 59 | 75 | 53 | 60 | 61 | 57 | 60 | 58 | 65 | 56 | 61 | 62 | 61 | 63 | 63 | 59 | 0 |
| Very well | 27 | 46 | 23 | 25 | 27 | 27 | 26 | 33 | 27 | 23 | 26 | 27 | 26 | 27 | 25 | 27 | 0 |
| Somewhat well | 32 | 29 | 30 | 35 | 33 | 30 | 34 | 25 | 38 | 33 | 35 | 35 | 36 | 36 | 38 | 32 | 0 |
| <u>TOTAL NOT WELL</u> | 24 | 12 | 26 | 24 | 21 | 24 | 23 | 18 | 22 | 28 | 21 | 21 | 21 | 22 | 21 | 24 | 0 |
| Not too well | 6 | 0 | 9 | 7 | 5 | 7 | 6 | 2 | 7 | 8 | 6 | 6 | 6 | 7 | 7 | 6 | 0 |
| Not at all well | 17 | 12 | 18 | 17 | 16 | 17 | 17 | 15 | 15 | 20 | 15 | 15 | 15 | 16 | 14 | 17 | 0 |
| <u>DK/NA</u> | 17 | 12 | 21 | 16 | 18 | 19 | 17 | 24 | 13 | 16 | 18 | 17 | 17 | 15 | 16 | 17 | 0 |
| DK/NA | 17 | 12 | 21 | 16 | 18 | 19 | 17 | 24 | 13 | 16 | 18 | 17 | 17 | 15 | 16 | 17 | 0 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 81 | 63 | 50 | 147 | 174 | 114 | 114 | 52 | 22 | 10 | 47 | 77 |
| <u>TOTAL WELL</u> | 59 | 52 | 65 | 64 | 59 | 38 | 65 | 63 | 40 | 57 | 66 | 62 | 55 | 62 | 64 | 62 | 65 | 44 | 38 | 61 | 55 |
| Very well | 27 | 21 | 33 | 29 | 31 | 13 | 32 | 33 | 20 | 28 | 23 | 25 | 27 | 26 | 24 | 31 | 24 | 13 | 14 | 27 | 28 |
| Somewhat well | 32 | 31 | 33 | 36 | 28 | 25 | 33 | 30 | 19 | 28 | 43 | 36 | 28 | 36 | 40 | 31 | 41 | 31 | 23 | 35 | 27 |
| <u>TOTAL NOT WELL</u> | 24 | 29 | 19 | 18 | 28 | 38 | 30 | 19 | 33 | 23 | 16 | 26 | 27 | 21 | 20 | 14 | 24 | 45 | 43 | 25 | 29 |
| Not too well | 6 | 8 | 5 | 7 | 6 | 3 | 8 | 4 | 15 | 7 | 3 | 3 | 8 | 5 | 3 | 4 | 17 | 6 | 0 | 6 | 3 |
| Not at all well | 17 | 21 | 14 | 11 | 22 | 35 | 22 | 15 | 18 | 16 | 13 | 23 | 19 | 16 | 17 | 10 | 8 | 39 | 43 | 19 | 25 |
| <u>DK/NA</u> | 17 | 19 | 16 | 17 | 13 | 24 | 5 | 18 | 27 | 20 | 18 | 12 | 18 | 17 | 16 | 24 | 11 | 11 | 20 | 14 | 16 |
| DK/NA | 17 | 19 | 16 | 17 | 13 | 24 | 5 | 18 | 27 | 20 | 18 | 12 | 18 | 17 | 16 | 24 | 11 | 11 | 20 | 14 | 16 |

Table 11: Q6c. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Essential

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 67 | 87 | 79 | 87 | 81 | 110 | 41 | 37 | 33 | 18 | 84 | 108 | 47 | 31 | 17 | 34 | 53 | 56 | 95 | 106 |
| <u>TOTAL WELL</u> | 59 | 48 | 54 | 60 | 70 | 63 | 65 | 47 | 72 | 30 | 53 | 61 | 67 | 56 | 63 | 24 | 45 | 49 | 63 | 54 | 67 |
| Very well | 27 | 17 | 24 | 36 | 29 | 22 | 34 | 25 | 37 | 12 | 15 | 26 | 30 | 37 | 22 | 5 | 17 | 18 | 36 | 22 | 30 |
| Somewhat well | 32 | 31 | 31 | 24 | 41 | 41 | 31 | 22 | 34 | 17 | 38 | 35 | 37 | 18 | 41 | 18 | 28 | 31 | 27 | 32 | 36 |
| <u>TOTAL NOT WELL</u> | 24 | 29 | 29 | 25 | 13 | 22 | 15 | 32 | 24 | 44 | 26 | 21 | 16 | 30 | 25 | 47 | 33 | 25 | 23 | 31 | 15 |
| Not too well | 6 | 9 | 7 | 7 | 3 | 10 | 5 | 6 | 6 | 5 | 0 | 9 | 6 | 5 | 7 | 10 | 0 | 8 | 7 | 9 | 4 |
| Not at all well | 17 | 20 | 22 | 18 | 10 | 12 | 11 | 26 | 18 | 39 | 26 | 12 | 10 | 25 | 18 | 37 | 33 | 17 | 17 | 23 | 11 |
| <u>DK/NA</u> | 17 | 22 | 16 | 15 | 18 | 15 | 19 | 21 | 5 | 26 | 21 | 18 | 17 | 14 | 12 | 30 | 21 | 26 | 14 | 15 | 18 |
| DK/NA | 17 | 22 | 16 | 15 | 18 | 15 | 19 | 21 | 5 | 26 | 21 | 18 | 17 | 14 | 12 | 30 | 21 | 26 | 14 | 15 | 18 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 205 | 116 | 45 | 43 | 33 | 41 | 43 | 23 | 26 | 26 | 20 | 22 | 124 | 96 | 101 | | | | | |
| <u>TOTAL WELL</u> | 59 | 65 | 47 | 80 | 63 | 75 | 62 | 48 | 46 | 38 | 38 | 69 | 50 | 63 | 48 | 63 | | | | | |
| Very well | 27 | 32 | 18 | 37 | 27 | 35 | 31 | 29 | 9 | 18 | 23 | 33 | 9 | 32 | 16 | 31 | | | | | |
| Somewhat well | 32 | 34 | 29 | 43 | 36 | 40 | 31 | 19 | 38 | 20 | 15 | 36 | 41 | 32 | 32 | 32 | | | | | |
| <u>TOTAL NOT WELL</u> | 24 | 20 | 29 | 9 | 22 | 17 | 21 | 32 | 36 | 31 | 34 | 19 | 26 | 20 | 33 | 19 | | | | | |
| Not too well | 6 | 5 | 8 | 2 | 12 | 3 | 0 | 9 | 12 | 4 | 12 | 4 | 5 | 3 | 12 | 5 | | | | | |
| Not at all well | 17 | 15 | 22 | 7 | 10 | 13 | 21 | 23 | 24 | 26 | 22 | 15 | 21 | 17 | 21 | 15 | | | | | |
| <u>DK/NA</u> | 17 | 14 | 23 | 10 | 15 | 8 | 17 | 20 | 18 | 31 | 28 | 11 | 24 | 17 | 18 | 17 | | | | | |
| DK/NA | 17 | 14 | 23 | 10 | 15 | 8 | 17 | 20 | 18 | 31 | 28 | 11 | 24 | 17 | 18 | 17 | | | | | |

Table 12: Q6d. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well.
 : Convenient

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|---------------|------------------|--------------------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 124 | 90 | 30 | 63 | 214 | 94 | 13 | 104 | 17 | 58 | 90 | 165 | 156 | 64 | 150 | 26 | 87 | 169 | 85 |
| <u>TOTAL WELL</u> | 51 | 70 | 55 | 33 | 21 | 63 | 25 | 36 | 52 | 66 | 70 | 70 | 70 | 31 | 75 | 75 | 9 | 62 | 70 | 30 |
| Very well | 22 | 34 | 19 | 10 | 7 | 28 | 8 | 29 | 20 | 44 | 36 | 26 | 31 | 12 | 55 | 33 | 6 | 35 | 33 | 8 |
| Somewhat well | 29 | 36 | 36 | 23 | 14 | 36 | 17 | 7 | 32 | 22 | 34 | 44 | 38 | 19 | 20 | 42 | 2 | 27 | 37 | 22 |
| <u>TOTAL NOT WELL</u> | 33 | 18 | 30 | 49 | 60 | 23 | 56 | 42 | 31 | 29 | 29 | 26 | 28 | 40 | 24 | 25 | 91 | 29 | 21 | 56 |
| Not too well | 18 | 12 | 21 | 19 | 21 | 16 | 21 | 35 | 23 | 29 | 26 | 15 | 20 | 16 | 22 | 20 | 25 | 23 | 17 | 25 |
| Not at all well | 15 | 6 | 9 | 30 | 38 | 7 | 36 | 7 | 9 | 0 | 3 | 12 | 7 | 24 | 2 | 5 | 66 | 6 | 4 | 31 |
| <u>DK/NA</u> | 16 | 12 | 15 | 18 | 20 | 14 | 19 | 22 | 16 | 5 | 1 | 4 | 3 | 29 | 1 | 1 | 0 | 8 | 9 | 13 |
| DK/NA | 16 | 12 | 15 | 18 | 20 | 14 | 19 | 22 | 16 | 5 | 1 | 4 | 3 | 29 | 1 | 1 | 0 | 8 | 9 | 13 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 223 | 90 | 7 | 203 | 99 | 19 | 173 | 64 | 84 | 30 | 26 | 31 | 205 | 93 | 248 | 38 | 53 | | |
| <u>TOTAL WELL</u> | 51 | 62 | 23 | 47 | 65 | 27 | 27 | 68 | 20 | 39 | 39 | 46 | 40 | 52 | 46 | 54 | 49 | 43 | | |
| Very well | 22 | 29 | 6 | 21 | 30 | 6 | 17 | 31 | 5 | 16 | 22 | 28 | 9 | 24 | 21 | 22 | 27 | 23 | | |
| Somewhat well | 29 | 34 | 17 | 26 | 35 | 21 | 11 | 37 | 14 | 23 | 18 | 19 | 32 | 29 | 26 | 32 | 22 | 20 | | |
| <u>TOTAL NOT WELL</u> | 33 | 24 | 55 | 45 | 24 | 54 | 21 | 21 | 64 | 36 | 48 | 50 | 40 | 29 | 43 | 30 | 35 | 41 | | |
| Not too well | 18 | 17 | 19 | 45 | 17 | 19 | 21 | 14 | 17 | 26 | 36 | 39 | 24 | 16 | 25 | 16 | 29 | 29 | | |
| Not at all well | 15 | 8 | 36 | 0 | 7 | 36 | 0 | 7 | 46 | 10 | 12 | 11 | 16 | 13 | 19 | 14 | 7 | 13 | | |
| <u>DK/NA</u> | 16 | 13 | 22 | 8 | 11 | 19 | 51 | 11 | 17 | 25 | 13 | 3 | 20 | 19 | 10 | 16 | 16 | 16 | | |
| DK/NA | 16 | 13 | 22 | 8 | 11 | 19 | 51 | 11 | 17 | 25 | 13 | 3 | 20 | 19 | 10 | 16 | 16 | 16 | | |

Table 12: Q6d. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Convenient

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 16 | 94 | 99 | 101 | 110 | 201 | 58 | 94 | 100 | 266 | 247 | 217 | 187 | 131 | 321 | 0 |
| <u>TOTAL WELL</u> | 51 | 35 | 54 | 51 | 50 | 51 | 50 | 62 | 55 | 45 | 52 | 53 | 52 | 54 | 53 | 51 | 0 |
| Very well | 22 | 25 | 28 | 19 | 17 | 28 | 18 | 28 | 24 | 20 | 21 | 22 | 21 | 21 | 19 | 22 | 0 |
| Somewhat well | 29 | 10 | 26 | 32 | 33 | 23 | 32 | 34 | 31 | 25 | 30 | 31 | 32 | 32 | 35 | 29 | 0 |
| <u>TOTAL NOT WELL</u> | 33 | 65 | 26 | 30 | 41 | 32 | 35 | 21 | 32 | 39 | 33 | 31 | 31 | 31 | 28 | 33 | 0 |
| Not too well | 18 | 53 | 15 | 13 | 22 | 20 | 18 | 13 | 17 | 21 | 18 | 18 | 18 | 17 | 16 | 18 | 0 |
| Not at all well | 15 | 12 | 11 | 16 | 19 | 12 | 18 | 9 | 15 | 18 | 15 | 13 | 13 | 13 | 12 | 15 | 0 |
| <u>DK/NA</u> | 16 | 0 | 20 | 20 | 9 | 17 | 14 | 17 | 13 | 16 | 15 | 16 | 16 | 16 | 18 | 16 | 0 |
| DK/NA | 16 | 0 | 20 | 20 | 9 | 17 | 14 | 17 | 13 | 16 | 15 | 16 | 16 | 16 | 18 | 16 | 0 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 81 | 63 | 50 | 147 | 174 | 114 | 114 | 52 | 22 | 10 | 47 | 77 |
| <u>TOTAL WELL</u> | 51 | 44 | 58 | 55 | 49 | 37 | 46 | 44 | 40 | 47 | 65 | 59 | 42 | 59 | 62 | 53 | 67 | 32 | 55 | 60 | 38 |
| Very well | 22 | 20 | 24 | 24 | 18 | 20 | 30 | 15 | 15 | 17 | 29 | 27 | 18 | 25 | 28 | 24 | 28 | 24 | 12 | 25 | 14 |
| Somewhat well | 29 | 24 | 34 | 31 | 32 | 17 | 16 | 29 | 25 | 30 | 36 | 33 | 23 | 34 | 35 | 28 | 39 | 7 | 43 | 35 | 24 |
| <u>TOTAL NOT WELL</u> | 33 | 35 | 31 | 30 | 38 | 40 | 44 | 43 | 45 | 32 | 22 | 23 | 45 | 23 | 22 | 30 | 22 | 54 | 35 | 30 | 43 |
| Not too well | 18 | 19 | 17 | 16 | 21 | 21 | 30 | 25 | 21 | 21 | 8 | 8 | 27 | 10 | 8 | 15 | 13 | 26 | 22 | 17 | 23 |
| Not at all well | 15 | 16 | 15 | 14 | 17 | 19 | 14 | 18 | 24 | 12 | 14 | 15 | 18 | 13 | 14 | 14 | 10 | 27 | 12 | 13 | 19 |
| <u>DK/NA</u> | 16 | 21 | 11 | 15 | 13 | 23 | 10 | 13 | 15 | 21 | 14 | 17 | 13 | 18 | 15 | 18 | 11 | 15 | 10 | 10 | 20 |
| DK/NA | 16 | 21 | 11 | 15 | 13 | 23 | 10 | 13 | 15 | 21 | 14 | 17 | 13 | 18 | 15 | 18 | 11 | 15 | 10 | 10 | 20 |

Table 12: Q6d. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Convenient

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 67 | 87 | 79 | 87 | 81 | 110 | 41 | 37 | 33 | 18 | 84 | 108 | 47 | 31 | 17 | 34 | 53 | 56 | 95 | 106 |
| <u>TOTAL WELL</u> | 51 | 31 | 54 | 51 | 64 | 47 | 62 | 49 | 50 | 30 | 51 | 48 | 61 | 39 | 65 | 16 | 48 | 43 | 59 | 42 | 57 |
| Very well | 22 | 13 | 25 | 22 | 25 | 25 | 24 | 17 | 19 | 13 | 32 | 19 | 28 | 18 | 17 | 11 | 24 | 25 | 30 | 16 | 19 |
| Somewhat well | 29 | 18 | 29 | 29 | 39 | 22 | 38 | 32 | 31 | 17 | 18 | 29 | 33 | 20 | 48 | 5 | 24 | 18 | 29 | 26 | 38 |
| <u>TOTAL NOT WELL</u> | 33 | 50 | 24 | 41 | 23 | 34 | 26 | 35 | 41 | 38 | 43 | 41 | 21 | 49 | 21 | 54 | 33 | 31 | 31 | 40 | 31 |
| Not too well | 18 | 32 | 8 | 22 | 12 | 21 | 12 | 17 | 25 | 15 | 31 | 24 | 10 | 31 | 6 | 31 | 16 | 20 | 19 | 19 | 16 |
| Not at all well | 15 | 18 | 15 | 18 | 11 | 12 | 15 | 19 | 15 | 24 | 12 | 17 | 11 | 18 | 15 | 23 | 17 | 11 | 12 | 21 | 15 |
| <u>DK/NA</u> | 16 | 19 | 23 | 9 | 12 | 19 | 12 | 16 | 9 | 32 | 6 | 11 | 18 | 12 | 14 | 30 | 19 | 26 | 10 | 18 | 12 |
| DK/NA | 16 | 19 | 23 | 9 | 12 | 19 | 12 | 16 | 9 | 32 | 6 | 11 | 18 | 12 | 14 | 30 | 19 | 26 | 10 | 18 | 12 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 205 | 116 | 45 | 43 | 33 | 41 | 43 | 23 | 26 | 26 | 20 | 22 | 124 | 96 | 101 | | | | | |
| <u>TOTAL WELL</u> | 51 | 53 | 48 | 41 | 54 | 58 | 51 | 61 | 43 | 32 | 50 | 65 | 56 | 59 | 49 | 43 | | | | | |
| Very well | 22 | 23 | 21 | 17 | 21 | 26 | 13 | 36 | 16 | 4 | 21 | 43 | 26 | 25 | 21 | 19 | | | | | |
| Somewhat well | 29 | 30 | 27 | 24 | 32 | 32 | 38 | 25 | 26 | 28 | 29 | 21 | 30 | 35 | 28 | 24 | | | | | |
| <u>TOTAL NOT WELL</u> | 33 | 34 | 32 | 42 | 32 | 32 | 31 | 32 | 47 | 32 | 32 | 26 | 23 | 25 | 38 | 40 | | | | | |
| Not too well | 18 | 20 | 14 | 35 | 17 | 17 | 20 | 10 | 19 | 24 | 9 | 11 | 6 | 13 | 17 | 25 | | | | | |
| Not at all well | 15 | 14 | 18 | 7 | 15 | 15 | 11 | 22 | 28 | 8 | 24 | 15 | 18 | 12 | 21 | 15 | | | | | |
| <u>DK/NA</u> | 16 | 13 | 20 | 17 | 14 | 10 | 18 | 7 | 10 | 36 | 18 | 10 | 21 | 16 | 13 | 17 | | | | | |
| DK/NA | 16 | 13 | 20 | 17 | 14 | 10 | 18 | 7 | 10 | 36 | 18 | 10 | 21 | 16 | 13 | 17 | | | | | |

Table 13: Q6e. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well.
 : Reliable

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|---------------|------------------|--------------------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 124 | 90 | 30 | 63 | 214 | 94 | 13 | 104 | 17 | 58 | 90 | 165 | 156 | 64 | 150 | 26 | 87 | 169 | 85 |
| <u>TOTAL WELL</u> | 54 | 71 | 48 | 49 | 30 | 62 | 37 | 58 | 50 | 95 | 91 | 67 | 78 | 29 | 88 | 89 | 44 | 64 | 68 | 44 |
| Very well | 30 | 51 | 20 | 15 | 9 | 38 | 11 | 45 | 23 | 83 | 62 | 33 | 48 | 11 | 76 | 57 | 8 | 44 | 41 | 18 |
| Somewhat well | 24 | 21 | 28 | 34 | 21 | 24 | 26 | 12 | 26 | 12 | 29 | 34 | 30 | 18 | 12 | 31 | 36 | 21 | 27 | 26 |
| <u>TOTAL NOT WELL</u> | 9 | 5 | 10 | 10 | 14 | 7 | 13 | 0 | 9 | 5 | 5 | 8 | 6 | 11 | 7 | 4 | 40 | 9 | 6 | 16 |
| Not too well | 4 | 5 | 5 | 5 | 2 | 5 | 3 | 0 | 4 | 0 | 5 | 7 | 5 | 3 | 5 | 3 | 7 | 8 | 4 | 4 |
| Not at all well | 5 | 1 | 5 | 5 | 12 | 3 | 10 | 0 | 5 | 5 | 0 | 1 | 1 | 8 | 1 | 1 | 33 | 2 | 1 | 12 |
| <u>DK/NA</u> | 37 | 23 | 42 | 41 | 55 | 31 | 50 | 42 | 42 | 0 | 5 | 25 | 15 | 60 | 5 | 7 | 16 | 26 | 26 | 40 |
| DK/NA | 37 | 23 | 42 | 41 | 55 | 31 | 50 | 42 | 42 | 0 | 5 | 25 | 15 | 60 | 5 | 7 | 16 | 26 | 26 | 40 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 223 | 90 | 7 | 203 | 99 | 19 | 173 | 64 | 84 | 30 | 26 | 31 | 205 | 93 | 248 | 38 | 53 | | |
| <u>TOTAL WELL</u> | 54 | 63 | 34 | 48 | 66 | 37 | 17 | 68 | 34 | 41 | 55 | 59 | 46 | 55 | 53 | 54 | 63 | 63 | | |
| Very well | 30 | 39 | 11 | 0 | 41 | 13 | 3 | 43 | 8 | 21 | 35 | 35 | 26 | 31 | 30 | 28 | 54 | 47 | | |
| Somewhat well | 24 | 24 | 22 | 48 | 25 | 24 | 14 | 25 | 26 | 20 | 20 | 23 | 20 | 24 | 23 | 26 | 9 | 16 | | |
| <u>TOTAL NOT WELL</u> | 9 | 7 | 14 | 0 | 6 | 13 | 13 | 6 | 17 | 7 | 3 | 4 | 4 | 8 | 10 | 9 | 2 | 6 | | |
| Not too well | 4 | 5 | 3 | 0 | 5 | 3 | 0 | 5 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 2 | 4 | | |
| Not at all well | 5 | 2 | 11 | 0 | 1 | 10 | 13 | 2 | 15 | 4 | 0 | 0 | 2 | 5 | 5 | 5 | 0 | 1 | | |
| <u>DK/NA</u> | 37 | 31 | 52 | 52 | 28 | 50 | 70 | 26 | 48 | 52 | 42 | 38 | 50 | 37 | 37 | 37 | 35 | 31 | | |
| DK/NA | 37 | 31 | 52 | 52 | 28 | 50 | 70 | 26 | 48 | 52 | 42 | 38 | 50 | 37 | 37 | 37 | 35 | 31 | | |

Table 13: Q6e. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Reliable

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| | Column n-Size | 321 | 16 | 94 | 99 | 101 | 110 | 201 | 58 | 94 | 100 | 266 | 247 | 217 | 187 | 131 | 321 |
| <u>TOTAL WELL</u> | 54 | 76 | 50 | 53 | 56 | 54 | 55 | 44 | 66 | 55 | 53 | 56 | 56 | 60 | 59 | 54 | 0 |
| Very well | 30 | 64 | 30 | 26 | 30 | 35 | 28 | 28 | 35 | 24 | 29 | 30 | 29 | 31 | 30 | 30 | 0 |
| Somewhat well | 24 | 12 | 20 | 28 | 26 | 19 | 27 | 16 | 30 | 31 | 25 | 25 | 27 | 29 | 29 | 24 | 0 |
| <u>TOTAL NOT WELL</u> | 9 | 5 | 7 | 8 | 9 | 7 | 8 | 9 | 10 | 6 | 8 | 7 | 8 | 8 | 8 | 9 | 0 |
| Not too well | 4 | 0 | 3 | 3 | 4 | 3 | 3 | 6 | 2 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 0 |
| Not at all well | 5 | 5 | 4 | 6 | 4 | 4 | 5 | 3 | 8 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 0 |
| <u>DK/NA</u> | 37 | 19 | 43 | 38 | 35 | 39 | 37 | 47 | 24 | 39 | 38 | 37 | 36 | 32 | 33 | 37 | 0 |
| DK/NA | 37 | 19 | 43 | 38 | 35 | 39 | 37 | 47 | 24 | 39 | 38 | 37 | 36 | 32 | 33 | 37 | 0 |

| | GENDER | | | PARTY REG | | | AGE | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|------------------------------|---------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| | Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 81 | 63 | 50 | 147 | 174 | 114 | 114 | 52 | 22 | 10 | 47 |
| <u>TOTAL WELL</u> | 54 | 56 | 52 | 60 | 56 | 30 | 66 | 44 | 53 | 48 | 63 | 52 | 53 | 55 | 58 | 50 | 69 | 26 | 46 | 54 | 60 |
| Very well | 30 | 34 | 27 | 34 | 27 | 20 | 50 | 17 | 27 | 25 | 35 | 31 | 30 | 31 | 33 | 30 | 41 | 12 | 37 | 25 | 32 |
| Somewhat well | 24 | 22 | 25 | 25 | 29 | 10 | 16 | 27 | 26 | 23 | 29 | 21 | 23 | 24 | 25 | 20 | 28 | 14 | 9 | 29 | 28 |
| <u>TOTAL NOT WELL</u> | 9 | 7 | 10 | 8 | 6 | 16 | 12 | 12 | 9 | 6 | 8 | 8 | 11 | 7 | 8 | 10 | 7 | 19 | 12 | 7 | 6 |
| Not too well | 4 | 3 | 5 | 3 | 3 | 8 | 7 | 7 | 2 | 5 | 1 | 3 | 6 | 2 | 2 | 5 | 2 | 16 | 0 | 5 | 1 |
| Not at all well | 5 | 4 | 5 | 4 | 3 | 8 | 5 | 5 | 7 | 1 | 7 | 5 | 5 | 5 | 6 | 5 | 5 | 3 | 12 | 3 | 5 |
| <u>DK/NA</u> | 37 | 37 | 37 | 33 | 38 | 54 | 22 | 45 | 38 | 46 | 28 | 40 | 36 | 38 | 33 | 40 | 24 | 55 | 42 | 39 | 35 |
| DK/NA | 37 | 37 | 37 | 33 | 38 | 54 | 22 | 45 | 38 | 46 | 28 | 40 | 36 | 38 | 33 | 40 | 24 | 55 | 42 | 39 | 35 |

Table 13: Q6e. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Reliable

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 67 | 87 | 79 | 87 | 81 | 110 | 41 | 37 | 33 | 18 | 84 | 108 | 47 | 31 | 17 | 34 | 53 | 56 | 95 | 106 |
| <u>TOTAL WELL</u> | 54 | 54 | 58 | 51 | 53 | 62 | 57 | 61 | 51 | 34 | 22 | 57 | 62 | 57 | 55 | 21 | 35 | 56 | 51 | 56 | 54 |
| Very well | 30 | 33 | 34 | 26 | 28 | 39 | 30 | 32 | 22 | 21 | 18 | 34 | 35 | 30 | 23 | 9 | 25 | 37 | 31 | 32 | 25 |
| Somewhat well | 24 | 21 | 23 | 25 | 25 | 23 | 27 | 29 | 29 | 13 | 5 | 23 | 27 | 27 | 32 | 11 | 9 | 19 | 20 | 24 | 29 |
| <u>TOTAL NOT WELL</u> | 9 | 8 | 6 | 13 | 8 | 4 | 10 | 6 | 7 | 15 | 18 | 8 | 7 | 9 | 2 | 29 | 10 | 2 | 12 | 10 | 7 |
| Not too well | 4 | 5 | 1 | 7 | 4 | 0 | 6 | 4 | 1 | 7 | 10 | 4 | 3 | 5 | 0 | 21 | 2 | 0 | 6 | 4 | 3 |
| Not at all well | 5 | 3 | 5 | 6 | 4 | 4 | 5 | 1 | 6 | 8 | 8 | 4 | 4 | 4 | 2 | 9 | 7 | 2 | 6 | 6 | 4 |
| <u>DK/NA</u> | 37 | 38 | 37 | 36 | 39 | 34 | 32 | 33 | 43 | 51 | 60 | 35 | 31 | 34 | 43 | 50 | 56 | 42 | 37 | 34 | 39 |
| DK/NA | 37 | 38 | 37 | 36 | 39 | 34 | 32 | 33 | 43 | 51 | 60 | 35 | 31 | 34 | 43 | 50 | 56 | 42 | 37 | 34 | 39 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 205 | 116 | 45 | 43 | 33 | 41 | 43 | 23 | 26 | 26 | 20 | 22 | 124 | 96 | 101 | | | | | |
| <u>TOTAL WELL</u> | 54 | 57 | 50 | 61 | 65 | 60 | 36 | 61 | 39 | 40 | 51 | 64 | 57 | 58 | 55 | 48 | | | | | |
| Very well | 30 | 30 | 30 | 45 | 24 | 41 | 19 | 26 | 24 | 22 | 27 | 44 | 36 | 34 | 29 | 27 | | | | | |
| Somewhat well | 24 | 26 | 20 | 17 | 41 | 19 | 17 | 35 | 15 | 18 | 24 | 20 | 22 | 24 | 26 | 21 | | | | | |
| <u>TOTAL NOT WELL</u> | 9 | 6 | 13 | 4 | 4 | 8 | 5 | 12 | 21 | 8 | 17 | 10 | 7 | 8 | 8 | 11 | | | | | |
| Not too well | 4 | 2 | 7 | 0 | 2 | 3 | 3 | 4 | 8 | 4 | 10 | 10 | 3 | 3 | 5 | 5 | | | | | |
| Not at all well | 5 | 4 | 6 | 4 | 2 | 5 | 2 | 7 | 13 | 5 | 7 | 0 | 4 | 5 | 3 | 6 | | | | | |
| <u>DK/NA</u> | 37 | 37 | 37 | 35 | 32 | 32 | 59 | 28 | 39 | 52 | 32 | 26 | 36 | 34 | 37 | 41 | | | | | |
| DK/NA | 37 | 37 | 37 | 35 | 32 | 32 | 59 | 28 | 39 | 52 | 32 | 26 | 36 | 34 | 37 | 41 | | | | | |

Table 14: Q6f. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. :
 Slow

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 124 | 90 | 30 | 63 | 214 | 94 | 13 | 104 | 17 | 58 | 90 | 165 | 156 | 64 | 150 | 26 | 87 | 169 | 85 |
| <u>TOTAL WELL</u> | 23 | 22 | 26 | 19 | 27 | 23 | 25 | 11 | 24 | 39 | 24 | 29 | 28 | 18 | 34 | 28 | 48 | 27 | 22 | 33 |
| Very well | 6 | 4 | 8 | 0 | 12 | 5 | 8 | 0 | 7 | 31 | 9 | 6 | 10 | 2 | 17 | 8 | 15 | 6 | 4 | 12 |
| Somewhat well | 17 | 18 | 18 | 19 | 15 | 18 | 16 | 11 | 17 | 8 | 15 | 23 | 19 | 16 | 17 | 19 | 34 | 21 | 18 | 21 |
| <u>TOTAL NOT WELL</u> | 27 | 31 | 23 | 36 | 21 | 28 | 26 | 37 | 25 | 52 | 50 | 29 | 39 | 16 | 46 | 43 | 31 | 30 | 35 | 25 |
| Not too well | 13 | 11 | 14 | 15 | 10 | 12 | 12 | 25 | 15 | 8 | 20 | 12 | 15 | 11 | 9 | 19 | 12 | 12 | 15 | 11 |
| Not at all well | 15 | 20 | 9 | 20 | 11 | 15 | 14 | 11 | 10 | 44 | 30 | 17 | 24 | 5 | 37 | 24 | 19 | 18 | 19 | 14 |
| <u>DK/NA</u> | 49 | 47 | 51 | 45 | 52 | 49 | 50 | 52 | 51 | 9 | 26 | 43 | 33 | 66 | 20 | 29 | 21 | 43 | 43 | 43 |
| DK/NA | 49 | 47 | 51 | 45 | 52 | 49 | 50 | 52 | 51 | 9 | 26 | 43 | 33 | 66 | 20 | 29 | 21 | 43 | 43 | 43 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 223 | 90 | 7 | 203 | 99 | 19 | 173 | 64 | 84 | 30 | 26 | 31 | 205 | 93 | 248 | 38 | 53 | | |
| <u>TOTAL WELL</u> | 23 | 21 | 26 | 43 | 22 | 26 | 18 | 22 | 23 | 26 | 25 | 28 | 36 | 22 | 24 | 20 | 39 | 35 | | |
| Very well | 6 | 4 | 9 | 30 | 5 | 8 | 5 | 3 | 6 | 11 | 9 | 15 | 14 | 4 | 9 | 3 | 22 | 17 | | |
| Somewhat well | 17 | 17 | 18 | 12 | 17 | 18 | 12 | 18 | 17 | 15 | 16 | 13 | 22 | 18 | 15 | 17 | 17 | 17 | | |
| <u>TOTAL NOT WELL</u> | 27 | 29 | 23 | 20 | 30 | 26 | 9 | 30 | 30 | 19 | 25 | 30 | 19 | 26 | 29 | 30 | 14 | 19 | | |
| Not too well | 13 | 15 | 8 | 10 | 14 | 12 | 9 | 13 | 10 | 15 | 20 | 22 | 13 | 12 | 13 | 14 | 9 | 12 | | |
| Not at all well | 15 | 15 | 15 | 10 | 16 | 14 | 0 | 18 | 19 | 5 | 5 | 8 | 6 | 14 | 16 | 17 | 5 | 7 | | |
| <u>DK/NA</u> | 49 | 49 | 50 | 37 | 48 | 48 | 73 | 48 | 47 | 54 | 50 | 41 | 45 | 52 | 47 | 49 | 47 | 47 | | |
| DK/NA | 49 | 49 | 50 | 37 | 48 | 48 | 73 | 48 | 47 | 54 | 50 | 41 | 45 | 52 | 47 | 49 | 47 | 47 | | |

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| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 16 | 94 | 99 | 101 | 110 | 201 | 58 | 94 | 100 | 266 | 247 | 217 | 187 | 131 | 321 | 0 |
| <u>TOTAL WELL</u> | 23 | 72 | 14 | 19 | 28 | 23 | 23 | 19 | 20 | 23 | 22 | 22 | 22 | 23 | 24 | 23 | 0 |
| Very well | 6 | 57 | 2 | 3 | 5 | 10 | 4 | 0 | 4 | 6 | 4 | 4 | 3 | 3 | 4 | 6 | 0 |
| Somewhat well | 17 | 15 | 13 | 16 | 22 | 13 | 19 | 19 | 17 | 17 | 18 | 17 | 19 | 20 | 20 | 17 | 0 |
| <u>TOTAL NOT WELL</u> | 27 | 6 | 30 | 31 | 25 | 26 | 28 | 23 | 33 | 33 | 27 | 28 | 27 | 30 | 29 | 27 | 0 |
| Not too well | 13 | 6 | 16 | 13 | 11 | 15 | 12 | 11 | 15 | 16 | 13 | 14 | 13 | 15 | 14 | 13 | 0 |
| Not at all well | 15 | 0 | 13 | 18 | 14 | 11 | 16 | 12 | 18 | 17 | 14 | 14 | 14 | 15 | 15 | 15 | 0 |
| <u>DK/NA</u> | 49 | 22 | 56 | 50 | 47 | 51 | 49 | 57 | 47 | 43 | 50 | 50 | 51 | 47 | 47 | 49 | 0 |
| DK/NA | 49 | 22 | 56 | 50 | 47 | 51 | 49 | 57 | 47 | 43 | 50 | 50 | 51 | 47 | 47 | 49 | 0 |

| | GENDER | | PARTY REG | | | AGE | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | | |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 81 | 63 | 50 | 147 | 174 | 114 | 114 | 52 | 22 | 10 | 47 | 77 |
| <u>TOTAL WELL</u> | 23 | 22 | 24 | 19 | 30 | 28 | 31 | 24 | 24 | 15 | 27 | 25 | 25 | 21 | 26 | 17 | 17 | 32 | 37 | 31 | 26 |
| Very well | 6 | 5 | 7 | 4 | 11 | 5 | 22 | 2 | 4 | 2 | 5 | 5 | 8 | 4 | 5 | 5 | 1 | 3 | 7 | 7 | 10 |
| Somewhat well | 17 | 17 | 17 | 15 | 19 | 23 | 9 | 22 | 20 | 12 | 22 | 20 | 18 | 17 | 21 | 12 | 16 | 29 | 30 | 24 | 17 |
| <u>TOTAL NOT WELL</u> | 27 | 30 | 26 | 30 | 28 | 16 | 41 | 33 | 27 | 25 | 23 | 22 | 33 | 23 | 22 | 23 | 45 | 15 | 26 | 28 | 26 |
| Not too well | 13 | 15 | 11 | 13 | 18 | 3 | 10 | 24 | 11 | 14 | 9 | 10 | 17 | 9 | 9 | 12 | 22 | 0 | 6 | 17 | 9 |
| Not at all well | 15 | 15 | 15 | 17 | 10 | 13 | 31 | 9 | 16 | 12 | 14 | 11 | 16 | 14 | 13 | 11 | 23 | 15 | 20 | 11 | 16 |
| <u>DK/NA</u> | 49 | 49 | 50 | 50 | 42 | 56 | 29 | 44 | 49 | 60 | 50 | 54 | 42 | 56 | 52 | 60 | 38 | 52 | 37 | 41 | 48 |
| DK/NA | 49 | 49 | 50 | 50 | 42 | 56 | 29 | 44 | 49 | 60 | 50 | 54 | 42 | 56 | 52 | 60 | 38 | 52 | 37 | 41 | 48 |

Table 14: Q6f. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Slow

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 67 | 87 | 79 | 87 | 81 | 110 | 41 | 37 | 33 | 18 | 84 | 108 | 47 | 31 | 17 | 34 | 53 | 56 | 95 | 106 |
| <u>TOTAL WELL</u> | 23 | 25 | 19 | 25 | 23 | 15 | 22 | 28 | 32 | 31 | 23 | 20 | 18 | 36 | 20 | 22 | 31 | 22 | 22 | 20 | 26 |
| Very well | 6 | 5 | 4 | 9 | 5 | 4 | 3 | 5 | 16 | 4 | 8 | 7 | 2 | 11 | 11 | 4 | 6 | 8 | 10 | 3 | 5 |
| Somewhat well | 17 | 19 | 15 | 17 | 18 | 11 | 18 | 22 | 15 | 26 | 16 | 14 | 16 | 25 | 10 | 17 | 25 | 14 | 12 | 17 | 21 |
| <u>TOTAL NOT WELL</u> | 27 | 37 | 24 | 30 | 22 | 33 | 28 | 34 | 21 | 16 | 17 | 35 | 26 | 32 | 22 | 24 | 12 | 26 | 27 | 34 | 23 |
| Not too well | 13 | 22 | 9 | 12 | 9 | 15 | 12 | 22 | 14 | 4 | 0 | 18 | 9 | 20 | 17 | 3 | 2 | 15 | 15 | 15 | 9 |
| Not at all well | 15 | 15 | 15 | 17 | 12 | 18 | 17 | 12 | 7 | 12 | 17 | 17 | 17 | 12 | 6 | 21 | 10 | 10 | 13 | 19 | 14 |
| <u>DK/NA</u> | 49 | 38 | 57 | 45 | 55 | 52 | 50 | 38 | 47 | 54 | 60 | 44 | 55 | 32 | 58 | 54 | 57 | 52 | 50 | 46 | 51 |
| DK/NA | 49 | 38 | 57 | 45 | 55 | 52 | 50 | 38 | 47 | 54 | 60 | 44 | 55 | 32 | 58 | 54 | 57 | 52 | 50 | 46 | 51 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 205 | 116 | 45 | 43 | 33 | 41 | 43 | 23 | 26 | 26 | 20 | 22 | 124 | 96 | 101 | | | | | |
| <u>TOTAL WELL</u> | 23 | 23 | 23 | 34 | 19 | 16 | 27 | 18 | 22 | 28 | 26 | 13 | 22 | 21 | 25 | 24 | | | | | |
| Very well | 6 | 8 | 3 | 18 | 7 | 0 | 2 | 8 | 6 | 3 | 4 | 0 | 3 | 6 | 1 | 11 | | | | | |
| Somewhat well | 17 | 16 | 20 | 16 | 12 | 16 | 25 | 10 | 16 | 26 | 22 | 13 | 19 | 16 | 24 | 13 | | | | | |
| <u>TOTAL NOT WELL</u> | 27 | 26 | 29 | 22 | 26 | 40 | 9 | 38 | 36 | 24 | 30 | 24 | 31 | 28 | 27 | 27 | | | | | |
| Not too well | 13 | 10 | 18 | 6 | 14 | 13 | 7 | 10 | 22 | 19 | 18 | 13 | 16 | 13 | 15 | 10 | | | | | |
| Not at all well | 15 | 17 | 11 | 16 | 12 | 26 | 2 | 28 | 14 | 5 | 12 | 11 | 16 | 15 | 12 | 17 | | | | | |
| <u>DK/NA</u> | 49 | 50 | 48 | 44 | 55 | 44 | 64 | 44 | 42 | 48 | 44 | 62 | 47 | 51 | 48 | 49 | | | | | |
| DK/NA | 49 | 50 | 48 | 44 | 55 | 44 | 64 | 44 | 42 | 48 | 44 | 62 | 47 | 51 | 48 | 49 | | | | | |

Table 15: Q6g. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well.
 : Safe

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|------------------------------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-------------|-----------|-----------|-----------|------------------|-----------|-----------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 124 | 90 | 30 | 63 | 214 | 94 | 13 | 104 | 17 | 58 | 90 | 165 | 156 | 64 | 150 | 26 | 87 | 169 | 85 |
| <u>TOTAL WELL</u> | 67 | 82 | 65 | 59 | 48 | 75 | 52 | 58 | 64 | 100 | 96 | 80 | 88 | 45 | 99 | 96 | 52 | 73 | 79 | 62 |
| Very well | 43 | 67 | 27 | 37 | 25 | 50 | 29 | 35 | 28 | 91 | 69 | 52 | 62 | 23 | 75 | 68 | 24 | 54 | 56 | 27 |
| Somewhat well | 24 | 15 | 38 | 22 | 23 | 25 | 23 | 23 | 36 | 9 | 27 | 29 | 26 | 22 | 23 | 28 | 28 | 18 | 23 | 35 |
| <u>TOTAL NOT WELL</u> | 5 | 2 | 6 | 3 | 13 | 3 | 9 | 0 | 5 | 0 | 2 | 5 | 3 | 7 | 1 | 2 | 24 | 5 | 4 | 9 |
| Not too well | 2 | 2 | 2 | 0 | 5 | 2 | 3 | 0 | 2 | 0 | 2 | 2 | 1 | 3 | 1 | 2 | 3 | 1 | 2 | 4 |
| Not at all well | 3 | 0 | 4 | 3 | 8 | 2 | 6 | 0 | 3 | 0 | 0 | 4 | 2 | 4 | 0 | 0 | 21 | 4 | 2 | 5 |
| <u>DK/NA</u> | 28 | 16 | 30 | 38 | 39 | 22 | 39 | 42 | 31 | 0 | 3 | 14 | 9 | 48 | 0 | 3 | 25 | 22 | 17 | 29 |
| DK/NA | 28 | 16 | 30 | 38 | 39 | 22 | 39 | 42 | 31 | 0 | 3 | 14 | 9 | 48 | 0 | 3 | 25 | 22 | 17 | 29 |

| | Q9 VOTE AFTER POSITIVES | | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | |
|------------------------------|-------------------------|-----------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|-----------|------------|-----------|-----------|---------------|-----------|--------------------|-----------|-----------|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 321 | 223 | 90 | 7 | 203 | 99 | 19 | 173 | 64 | 84 | 30 | 26 | 31 | 205 | 93 | 248 | 38 | 53 |
| <u>TOTAL WELL</u> | 67 | 75 | 51 | 37 | 81 | 49 | 19 | 82 | 49 | 52 | 63 | 79 | 55 | 67 | 69 | 69 | 75 | 69 |
| Very well | 43 | 52 | 25 | 11 | 54 | 27 | 7 | 57 | 28 | 27 | 40 | 45 | 30 | 43 | 41 | 43 | 54 | 46 |
| Somewhat well | 24 | 23 | 26 | 26 | 27 | 21 | 12 | 25 | 21 | 25 | 24 | 34 | 25 | 24 | 28 | 26 | 22 | 23 |
| <u>TOTAL NOT WELL</u> | 5 | 3 | 10 | 0 | 2 | 10 | 9 | 3 | 14 | 3 | 0 | 0 | 3 | 4 | 6 | 4 | 0 | 3 |
| Not too well | 2 | 2 | 3 | 0 | 1 | 4 | 0 | 2 | 5 | 1 | 0 | 0 | 3 | 2 | 1 | 2 | 0 | 3 |
| Not at all well | 3 | 2 | 6 | 0 | 1 | 6 | 9 | 1 | 9 | 2 | 0 | 0 | 0 | 2 | 5 | 3 | 0 | 0 |
| <u>DK/NA</u> | 28 | 22 | 40 | 63 | 17 | 41 | 73 | 16 | 37 | 45 | 37 | 21 | 42 | 29 | 25 | 27 | 25 | 28 |
| DK/NA | 28 | 22 | 40 | 63 | 17 | 41 | 73 | 16 | 37 | 45 | 37 | 21 | 42 | 29 | 25 | 27 | 25 | 28 |

Table 15: Q6g. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Safe

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| | Column n-Size | 321 | 16 | 94 | 99 | 101 | 110 | 201 | 58 | 94 | 100 | 266 | 247 | 217 | 187 | 131 | 321 |
| <u>TOTAL WELL</u> | 67 | 88 | 61 | 69 | 67 | 65 | 68 | 59 | 77 | 66 | 68 | 70 | 70 | 73 | 72 | 67 | 0 |
| Very well | 43 | 25 | 45 | 44 | 42 | 42 | 43 | 43 | 49 | 45 | 44 | 46 | 45 | 47 | 45 | 43 | 0 |
| Somewhat well | 24 | 63 | 15 | 26 | 26 | 22 | 26 | 16 | 28 | 21 | 25 | 24 | 25 | 27 | 27 | 24 | 0 |
| <u>TOTAL NOT WELL</u> | 5 | 0 | 8 | 2 | 5 | 7 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 0 |
| Not too well | 2 | 0 | 1 | 0 | 5 | 1 | 3 | 2 | 0 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 0 |
| Not at all well | 3 | 0 | 7 | 2 | 0 | 6 | 1 | 3 | 4 | 1 | 2 | 2 | 2 | 2 | 0 | 3 | 0 |
| <u>DK/NA</u> | 28 | 12 | 31 | 28 | 27 | 29 | 28 | 36 | 19 | 30 | 27 | 25 | 25 | 23 | 24 | 28 | 0 |
| DK/NA | 28 | 12 | 31 | 28 | 27 | 29 | 28 | 36 | 19 | 30 | 27 | 25 | 25 | 23 | 24 | 28 | 0 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|------------------------------|---------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| | Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 81 | 63 | 50 | 147 | 174 | 114 | 114 | 52 | 22 | 10 | 47 |
| <u>TOTAL WELL</u> | 67 | 67 | 68 | 72 | 65 | 53 | 74 | 57 | 57 | 65 | 74 | 75 | 63 | 71 | 74 | 69 | 76 | 48 | 68 | 72 | 62 |
| Very well | 43 | 46 | 40 | 47 | 44 | 26 | 48 | 41 | 42 | 38 | 43 | 50 | 42 | 44 | 46 | 42 | 49 | 18 | 24 | 54 | 44 |
| Somewhat well | 24 | 21 | 27 | 25 | 21 | 26 | 26 | 17 | 15 | 27 | 30 | 25 | 21 | 27 | 28 | 26 | 27 | 30 | 44 | 18 | 18 |
| <u>TOTAL NOT WELL</u> | 5 | 4 | 6 | 3 | 5 | 12 | 8 | 4 | 5 | 4 | 7 | 3 | 6 | 4 | 5 | 2 | 5 | 12 | 10 | 6 | 7 |
| Not too well | 2 | 2 | 2 | 2 | 0 | 7 | 0 | 2 | 2 | 4 | 3 | 0 | 2 | 2 | 2 | 1 | 2 | 3 | 10 | 0 | 4 |
| Not at all well | 3 | 2 | 4 | 1 | 5 | 5 | 8 | 2 | 3 | 0 | 4 | 3 | 4 | 2 | 3 | 1 | 3 | 8 | 0 | 6 | 3 |
| <u>DK/NA</u> | 28 | 30 | 26 | 25 | 29 | 35 | 18 | 38 | 38 | 31 | 20 | 22 | 32 | 24 | 21 | 30 | 19 | 40 | 22 | 22 | 31 |
| DK/NA | 28 | 30 | 26 | 25 | 29 | 35 | 18 | 38 | 38 | 31 | 20 | 22 | 32 | 24 | 21 | 30 | 19 | 40 | 22 | 22 | 31 |

Table 15: Q6g. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Safe

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 67 | 87 | 79 | 87 | 81 | 110 | 41 | 37 | 33 | 18 | 84 | 108 | 47 | 31 | 17 | 34 | 53 | 56 | 95 | 106 |
| <u>TOTAL WELL</u> | 67 | 62 | 70 | 63 | 72 | 73 | 71 | 69 | 62 | 47 | 62 | 66 | 77 | 70 | 59 | 26 | 66 | 63 | 66 | 68 | 68 |
| Very well | 43 | 41 | 50 | 42 | 39 | 50 | 45 | 54 | 33 | 27 | 25 | 47 | 48 | 45 | 43 | 10 | 34 | 40 | 43 | 49 | 37 |
| Somewhat well | 24 | 21 | 21 | 21 | 33 | 24 | 25 | 15 | 28 | 20 | 37 | 19 | 29 | 25 | 16 | 16 | 32 | 22 | 22 | 20 | 31 |
| <u>TOTAL NOT WELL</u> | 5 | 6 | 2 | 5 | 7 | 2 | 3 | 2 | 9 | 10 | 17 | 3 | 3 | 5 | 6 | 20 | 8 | 5 | 9 | 3 | 4 |
| Not too well | 2 | 2 | 2 | 1 | 3 | 1 | 2 | 0 | 0 | 8 | 6 | 2 | 1 | 0 | 0 | 4 | 8 | 2 | 0 | 2 | 3 |
| Not at all well | 3 | 3 | 0 | 4 | 4 | 1 | 2 | 2 | 9 | 2 | 10 | 1 | 2 | 5 | 6 | 15 | 0 | 3 | 9 | 1 | 1 |
| <u>DK/NA</u> | 28 | 32 | 28 | 32 | 21 | 25 | 26 | 29 | 29 | 43 | 21 | 31 | 21 | 25 | 35 | 55 | 25 | 32 | 26 | 28 | 27 |
| DK/NA | 28 | 32 | 28 | 32 | 21 | 25 | 26 | 29 | 29 | 43 | 21 | 31 | 21 | 25 | 35 | 55 | 25 | 32 | 26 | 28 | 27 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 205 | 116 | 45 | 43 | 33 | 41 | 43 | 23 | 26 | 26 | 20 | 22 | 124 | 96 | 101 | | | | | |
| <u>TOTAL WELL</u> | 67 | 70 | 63 | 68 | 73 | 64 | 66 | 76 | 63 | 61 | 66 | 65 | 60 | 73 | 65 | 62 | | | | | |
| Very well | 43 | 43 | 44 | 41 | 40 | 45 | 43 | 46 | 42 | 31 | 40 | 61 | 50 | 52 | 37 | 38 | | | | | |
| Somewhat well | 24 | 27 | 19 | 27 | 34 | 18 | 23 | 30 | 22 | 30 | 26 | 3 | 10 | 21 | 28 | 24 | | | | | |
| <u>TOTAL NOT WELL</u> | 5 | 6 | 4 | 6 | 4 | 2 | 7 | 8 | 3 | 0 | 4 | 10 | 3 | 2 | 9 | 5 | | | | | |
| Not too well | 2 | 1 | 3 | 2 | 4 | 0 | 0 | 0 | 0 | 0 | 4 | 10 | 3 | 1 | 3 | 2 | | | | | |
| Not at all well | 3 | 4 | 1 | 4 | 0 | 2 | 7 | 8 | 3 | 0 | 0 | 0 | 0 | 1 | 6 | 3 | | | | | |
| <u>DK/NA</u> | 28 | 25 | 33 | 26 | 22 | 34 | 27 | 16 | 34 | 39 | 29 | 26 | 37 | 25 | 26 | 33 | | | | | |
| DK/NA | 28 | 25 | 33 | 26 | 22 | 34 | 27 | 16 | 34 | 39 | 29 | 26 | 37 | 25 | 26 | 33 | | | | | |

Table 16: Q6h. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well.
 : Is fulfilling its potential

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 124 | 90 | 30 | 63 | 214 | 94 | 13 | 104 | 17 | 58 | 90 | 165 | 156 | 64 | 150 | 26 | 87 | 169 | 85 |
| <u>TOTAL WELL</u> | 38 | 51 | 34 | 42 | 17 | 44 | 25 | 47 | 35 | 66 | 63 | 48 | 55 | 21 | 68 | 58 | 5 | 43 | 52 | 20 |
| Very well | 11 | 18 | 6 | 9 | 6 | 13 | 7 | 19 | 7 | 43 | 15 | 12 | 16 | 6 | 29 | 18 | 3 | 15 | 14 | 5 |
| Somewhat well | 27 | 34 | 28 | 33 | 10 | 31 | 18 | 28 | 28 | 23 | 48 | 36 | 39 | 15 | 39 | 40 | 2 | 28 | 38 | 15 |
| <u>TOTAL NOT WELL</u> | 42 | 33 | 45 | 45 | 58 | 38 | 53 | 11 | 41 | 34 | 32 | 38 | 36 | 48 | 27 | 35 | 89 | 41 | 35 | 63 |
| Not too well | 21 | 27 | 25 | 24 | 8 | 26 | 13 | 0 | 21 | 26 | 22 | 26 | 25 | 18 | 15 | 21 | 25 | 31 | 27 | 17 |
| Not at all well | 20 | 6 | 20 | 21 | 49 | 12 | 40 | 11 | 19 | 9 | 11 | 12 | 11 | 30 | 13 | 14 | 63 | 10 | 8 | 46 |
| <u>DK/NA</u> | 20 | 15 | 21 | 14 | 26 | 18 | 22 | 42 | 24 | 0 | 5 | 15 | 10 | 31 | 5 | 7 | 6 | 16 | 13 | 17 |
| DK/NA | 20 | 15 | 21 | 14 | 26 | 18 | 22 | 42 | 24 | 0 | 5 | 15 | 10 | 31 | 5 | 7 | 6 | 16 | 13 | 17 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 223 | 90 | 7 | 203 | 99 | 19 | 173 | 64 | 84 | 30 | 26 | 31 | 205 | 93 | 248 | 38 | 53 | | |
| <u>TOTAL WELL</u> | 38 | 47 | 19 | 31 | 48 | 23 | 14 | 48 | 18 | 35 | 48 | 56 | 35 | 37 | 41 | 39 | 43 | 43 | | |
| Very well | 11 | 14 | 4 | 0 | 14 | 7 | 3 | 14 | 5 | 10 | 17 | 15 | 13 | 10 | 14 | 9 | 25 | 24 | | |
| Somewhat well | 27 | 32 | 14 | 31 | 34 | 16 | 11 | 33 | 13 | 25 | 32 | 42 | 23 | 27 | 27 | 30 | 18 | 19 | | |
| <u>TOTAL NOT WELL</u> | 42 | 35 | 56 | 51 | 37 | 54 | 28 | 37 | 60 | 37 | 28 | 37 | 44 | 41 | 40 | 40 | 34 | 39 | | |
| Not too well | 21 | 25 | 13 | 23 | 27 | 11 | 10 | 27 | 8 | 19 | 19 | 26 | 18 | 23 | 17 | 21 | 18 | 18 | | |
| Not at all well | 20 | 11 | 43 | 28 | 10 | 42 | 18 | 10 | 52 | 18 | 9 | 12 | 26 | 19 | 23 | 19 | 17 | 21 | | |
| <u>DK/NA</u> | 20 | 18 | 25 | 18 | 15 | 24 | 58 | 15 | 22 | 28 | 24 | 7 | 21 | 22 | 20 | 21 | 23 | 18 | | |
| DK/NA | 20 | 18 | 25 | 18 | 15 | 24 | 58 | 15 | 22 | 28 | 24 | 7 | 21 | 22 | 20 | 21 | 23 | 18 | | |

Table 16: Q6h. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Is fulfilling its potential

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 16 | 94 | 99 | 101 | 110 | 201 | 58 | 94 | 100 | 266 | 247 | 217 | 187 | 131 | 321 | 0 |
| <u>TOTAL WELL</u> | 38 | 41 | 40 | 40 | 35 | 40 | 38 | 38 | 46 | 38 | 39 | 40 | 37 | 39 | 37 | 38 | 0 |
| Very well | 11 | 25 | 12 | 9 | 9 | 14 | 9 | 8 | 10 | 10 | 10 | 11 | 10 | 11 | 10 | 11 | 0 |
| Somewhat well | 27 | 16 | 28 | 31 | 26 | 26 | 29 | 30 | 36 | 28 | 28 | 29 | 28 | 28 | 26 | 27 | 0 |
| <u>TOTAL NOT WELL</u> | 42 | 59 | 35 | 36 | 49 | 38 | 42 | 39 | 38 | 42 | 40 | 38 | 40 | 41 | 43 | 42 | 0 |
| Not too well | 21 | 8 | 21 | 21 | 24 | 19 | 22 | 28 | 20 | 22 | 21 | 22 | 23 | 24 | 23 | 21 | 0 |
| Not at all well | 20 | 51 | 14 | 15 | 24 | 19 | 20 | 11 | 19 | 19 | 19 | 16 | 17 | 17 | 19 | 20 | 0 |
| <u>DK/NA</u> | 20 | 0 | 26 | 24 | 16 | 22 | 20 | 23 | 16 | 21 | 21 | 22 | 22 | 20 | 21 | 20 | 0 |
| DK/NA | 20 | 0 | 26 | 24 | 16 | 22 | 20 | 23 | 16 | 21 | 21 | 22 | 22 | 20 | 21 | 20 | 0 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 81 | 63 | 50 | 147 | 174 | 114 | 114 | 52 | 22 | 10 | 47 | 77 |
| <u>TOTAL WELL</u> | 38 | 36 | 41 | 44 | 36 | 21 | 43 | 32 | 29 | 36 | 44 | 47 | 36 | 41 | 45 | 39 | 52 | 18 | 23 | 32 | 41 |
| Very well | 11 | 14 | 9 | 14 | 6 | 7 | 18 | 0 | 9 | 8 | 12 | 21 | 8 | 14 | 16 | 15 | 8 | 3 | 12 | 9 | 12 |
| Somewhat well | 27 | 22 | 32 | 30 | 30 | 14 | 25 | 32 | 20 | 28 | 32 | 26 | 28 | 27 | 29 | 24 | 44 | 16 | 11 | 24 | 29 |
| <u>TOTAL NOT WELL</u> | 42 | 45 | 38 | 36 | 51 | 48 | 55 | 46 | 46 | 40 | 37 | 30 | 46 | 38 | 34 | 36 | 35 | 63 | 50 | 56 | 38 |
| Not too well | 21 | 24 | 19 | 20 | 28 | 16 | 24 | 25 | 20 | 22 | 17 | 21 | 22 | 21 | 19 | 19 | 21 | 29 | 5 | 34 | 16 |
| Not at all well | 20 | 21 | 19 | 16 | 23 | 32 | 31 | 21 | 26 | 18 | 20 | 10 | 24 | 17 | 15 | 17 | 14 | 34 | 45 | 22 | 22 |
| <u>DK/NA</u> | 20 | 19 | 21 | 20 | 13 | 31 | 2 | 22 | 25 | 24 | 19 | 23 | 18 | 21 | 21 | 25 | 13 | 18 | 27 | 12 | 22 |
| DK/NA | 20 | 19 | 21 | 20 | 13 | 31 | 2 | 22 | 25 | 24 | 19 | 23 | 18 | 21 | 21 | 25 | 13 | 18 | 27 | 12 | 22 |

Table 16: Q6h. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Is fulfilling its potential

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|------------------------------|---------------|--------------|------------|----------------|--------------|-----------------|--------------|------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 67 | 87 | 79 | 87 | 81 | 110 | 41 | 37 | 33 | 18 | 84 | 108 | 47 | 31 | 17 | 34 | 53 | 56 | 95 | 106 |
| <u>TOTAL WELL</u> | 38 | 31 | 40 | 41 | 41 | 47 | 42 | 29 | 43 | 17 | 28 | 44 | 45 | 34 | 39 | 4 | 30 | 39 | 42 | 35 | 40 |
| Very well | 11 | 11 | 16 | 6 | 12 | 18 | 12 | 10 | 2 | 8 | 6 | 14 | 15 | 0 | 15 | 4 | 9 | 18 | 10 | 10 | 7 |
| Somewhat well | 27 | 19 | 24 | 35 | 29 | 29 | 31 | 19 | 41 | 9 | 22 | 30 | 30 | 34 | 24 | 0 | 21 | 21 | 31 | 24 | 33 |
| <u>TOTAL NOT WELL</u> | 42 | 51 | 40 | 41 | 36 | 37 | 35 | 55 | 46 | 52 | 42 | 39 | 34 | 56 | 42 | 51 | 46 | 39 | 36 | 46 | 39 |
| Not too well | 21 | 26 | 22 | 18 | 20 | 17 | 22 | 40 | 14 | 19 | 10 | 18 | 21 | 27 | 29 | 22 | 12 | 19 | 20 | 27 | 19 |
| Not at all well | 20 | 25 | 18 | 23 | 16 | 20 | 13 | 14 | 32 | 33 | 31 | 20 | 13 | 29 | 13 | 29 | 34 | 20 | 17 | 19 | 20 |
| <u>DK/NA</u> | 20 | 19 | 20 | 19 | 23 | 16 | 23 | 16 | 11 | 32 | 30 | 18 | 21 | 10 | 19 | 45 | 24 | 22 | 22 | 19 | 21 |
| DK/NA | 20 | 19 | 20 | 19 | 23 | 16 | 23 | 16 | 11 | 32 | 30 | 18 | 21 | 10 | 19 | 45 | 24 | 22 | 22 | 19 | 21 |

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|------------------------------|-----------|------------|-----------------------------------|-----------|-----------|-----------|-----------|----------------------------------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| Column n-Size | 321 | 205 | 116 | 45 | 43 | 33 | 41 | 43 | 23 | 26 | 26 | 20 | 22 | 124 | 96 | 101 |
| <u>TOTAL WELL</u> | 38 | 39 | 37 | 28 | 51 | 46 | 33 | 40 | 19 | 20 | 50 | 52 | 46 | 43 | 32 | 39 |
| Very well | 11 | 11 | 11 | 6 | 13 | 12 | 11 | 15 | 6 | 7 | 20 | 18 | 3 | 14 | 5 | 14 |
| Somewhat well | 27 | 28 | 26 | 22 | 38 | 34 | 22 | 25 | 13 | 13 | 30 | 34 | 43 | 29 | 27 | 25 |
| <u>TOTAL NOT WELL</u> | 42 | 40 | 44 | 41 | 33 | 42 | 34 | 49 | 63 | 50 | 37 | 36 | 34 | 35 | 48 | 42 |
| Not too well | 21 | 20 | 23 | 19 | 15 | 25 | 13 | 30 | 31 | 17 | 21 | 27 | 22 | 20 | 29 | 16 |
| Not at all well | 20 | 20 | 21 | 23 | 18 | 18 | 21 | 19 | 32 | 33 | 17 | 10 | 12 | 15 | 20 | 27 |
| <u>DK/NA</u> | 20 | 21 | 19 | 30 | 16 | 12 | 32 | 11 | 18 | 30 | 13 | 11 | 21 | 22 | 19 | 18 |
| DK/NA | 20 | 21 | 19 | 30 | 16 | 12 | 32 | 11 | 18 | 30 | 13 | 11 | 21 | 22 | 19 | 18 |

Table 17: Q6i. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. :
 Has mostly empty trains

| | Q2 INITIAL VOTE | | | | | | | Q3 SMART USE | | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 124 | 90 | 30 | 63 | 214 | 94 | 13 | 104 | 17 | 58 | 90 | 165 | 156 | 64 | 150 | 26 | 87 | 169 | 85 |
| <u>TOTAL WELL</u> | 40 | 24 | 48 | 39 | 61 | 34 | 54 | 31 | 45 | 31 | 40 | 32 | 34 | 45 | 39 | 39 | 46 | 29 | 36 | 59 |
| Very well | 18 | 6 | 19 | 24 | 35 | 11 | 32 | 19 | 19 | 9 | 13 | 15 | 14 | 22 | 15 | 13 | 38 | 10 | 11 | 37 |
| Somewhat well | 22 | 18 | 28 | 15 | 26 | 23 | 22 | 13 | 26 | 22 | 27 | 17 | 21 | 24 | 24 | 26 | 8 | 18 | 25 | 22 |
| <u>TOTAL NOT WELL</u> | 23 | 33 | 14 | 20 | 16 | 25 | 17 | 31 | 16 | 64 | 30 | 26 | 32 | 14 | 35 | 33 | 32 | 31 | 29 | 16 |
| Not too well | 15 | 21 | 9 | 20 | 7 | 16 | 11 | 13 | 10 | 35 | 19 | 18 | 20 | 9 | 22 | 23 | 12 | 18 | 19 | 8 |
| Not at all well | 8 | 12 | 4 | 0 | 8 | 9 | 6 | 18 | 6 | 29 | 11 | 8 | 11 | 5 | 13 | 10 | 20 | 13 | 10 | 8 |
| <u>DK/NA</u> | 37 | 43 | 39 | 41 | 23 | 41 | 29 | 38 | 39 | 5 | 30 | 42 | 34 | 41 | 26 | 29 | 22 | 40 | 35 | 25 |
| DK/NA | 37 | 43 | 39 | 41 | 23 | 41 | 29 | 38 | 39 | 5 | 30 | 42 | 34 | 41 | 26 | 29 | 22 | 40 | 35 | 25 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 223 | 90 | 7 | 203 | 99 | 19 | 173 | 64 | 84 | 30 | 26 | 31 | 205 | 93 | 248 | 38 | 53 | | |
| <u>TOTAL WELL</u> | 40 | 32 | 54 | 90 | 34 | 48 | 56 | 32 | 53 | 46 | 38 | 47 | 39 | 40 | 35 | 39 | 38 | 40 | | |
| Very well | 18 | 10 | 35 | 37 | 11 | 30 | 29 | 9 | 35 | 23 | 18 | 21 | 22 | 17 | 19 | 15 | 28 | 30 | | |
| Somewhat well | 22 | 23 | 19 | 53 | 24 | 18 | 27 | 23 | 19 | 23 | 20 | 26 | 17 | 22 | 17 | 24 | 9 | 10 | | |
| <u>TOTAL NOT WELL</u> | 23 | 26 | 17 | 10 | 27 | 17 | 9 | 28 | 18 | 16 | 23 | 26 | 14 | 21 | 25 | 22 | 32 | 29 | | |
| Not too well | 15 | 17 | 8 | 10 | 18 | 8 | 9 | 18 | 10 | 11 | 18 | 20 | 4 | 13 | 16 | 14 | 24 | 19 | | |
| Not at all well | 8 | 8 | 9 | 0 | 9 | 8 | 0 | 10 | 8 | 5 | 5 | 6 | 10 | 9 | 9 | 8 | 8 | 9 | | |
| <u>DK/NA</u> | 37 | 42 | 29 | 0 | 39 | 36 | 35 | 40 | 29 | 38 | 39 | 27 | 47 | 39 | 40 | 39 | 30 | 32 | | |
| DK/NA | 37 | 42 | 29 | 0 | 39 | 36 | 35 | 40 | 29 | 38 | 39 | 27 | 47 | 39 | 40 | 39 | 30 | 32 | | |

Table 17: Q6i. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Has mostly empty trains

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| | Column n-Size | 321 | 16 | 94 | 99 | 101 | 110 | 201 | 58 | 94 | 100 | 266 | 247 | 217 | 187 | 131 | 321 |
| <u>TOTAL WELL</u> | 40 | 43 | 30 | 46 | 40 | 32 | 43 | 28 | 39 | 43 | 41 | 41 | 40 | 40 | 39 | 40 | 0 |
| Very well | 18 | 43 | 13 | 17 | 17 | 18 | 17 | 14 | 11 | 22 | 16 | 15 | 16 | 15 | 16 | 18 | 0 |
| Somewhat well | 22 | 0 | 17 | 29 | 23 | 14 | 26 | 14 | 27 | 21 | 24 | 25 | 24 | 25 | 24 | 22 | 0 |
| <u>TOTAL NOT WELL</u> | 23 | 40 | 24 | 24 | 20 | 26 | 22 | 28 | 26 | 23 | 23 | 23 | 22 | 22 | 22 | 23 | 0 |
| Not too well | 15 | 33 | 12 | 15 | 16 | 15 | 15 | 13 | 16 | 18 | 15 | 16 | 14 | 13 | 13 | 15 | 0 |
| Not at all well | 8 | 8 | 12 | 9 | 4 | 12 | 6 | 14 | 9 | 6 | 8 | 8 | 8 | 9 | 9 | 8 | 0 |
| <u>DK/NA</u> | 37 | 16 | 46 | 30 | 40 | 42 | 35 | 44 | 35 | 34 | 36 | 36 | 38 | 38 | 39 | 37 | 0 |
| DK/NA | 37 | 16 | 46 | 30 | 40 | 42 | 35 | 44 | 35 | 34 | 36 | 36 | 38 | 38 | 39 | 37 | 0 |

| | GENDER | | | PARTY REG | | | AGE | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|------------------------------|---------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| | Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 81 | 63 | 50 | 147 | 174 | 114 | 114 | 52 | 22 | 10 | 47 |
| <u>TOTAL WELL</u> | 40 | 38 | 41 | 35 | 42 | 54 | 39 | 42 | 30 | 45 | 31 | 50 | 37 | 42 | 39 | 37 | 41 | 42 | 67 | 37 | 41 |
| Very well | 18 | 17 | 19 | 14 | 17 | 34 | 23 | 23 | 15 | 17 | 13 | 17 | 20 | 16 | 15 | 15 | 15 | 24 | 26 | 8 | 27 |
| Somewhat well | 22 | 22 | 23 | 21 | 25 | 20 | 15 | 19 | 16 | 28 | 18 | 33 | 17 | 26 | 24 | 22 | 25 | 18 | 41 | 29 | 15 |
| <u>TOTAL NOT WELL</u> | 23 | 24 | 22 | 24 | 24 | 17 | 34 | 25 | 21 | 14 | 33 | 14 | 26 | 20 | 25 | 18 | 24 | 35 | 0 | 27 | 26 |
| Not too well | 15 | 15 | 14 | 15 | 17 | 7 | 23 | 17 | 14 | 8 | 22 | 8 | 17 | 12 | 16 | 13 | 14 | 17 | 0 | 18 | 17 |
| Not at all well | 8 | 9 | 8 | 8 | 7 | 10 | 11 | 8 | 7 | 6 | 12 | 6 | 9 | 8 | 9 | 6 | 10 | 18 | 0 | 9 | 8 |
| <u>DK/NA</u> | 37 | 38 | 37 | 41 | 34 | 29 | 27 | 33 | 49 | 41 | 36 | 36 | 37 | 37 | 36 | 45 | 35 | 23 | 33 | 37 | 33 |
| DK/NA | 37 | 38 | 37 | 41 | 34 | 29 | 27 | 33 | 49 | 41 | 36 | 36 | 37 | 37 | 36 | 45 | 35 | 23 | 33 | 37 | 33 |

Table 17: Q6i. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Has mostly empty trains

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 67 | 87 | 79 | 87 | 81 | 110 | 41 | 37 | 33 | 18 | 84 | 108 | 47 | 31 | 17 | 34 | 53 | 56 | 95 | 106 |
| <u>TOTAL WELL</u> | 40 | 35 | 41 | 39 | 44 | 30 | 39 | 37 | 48 | 61 | 42 | 34 | 36 | 39 | 46 | 45 | 59 | 30 | 35 | 42 | 44 |
| Very well | 18 | 18 | 16 | 22 | 16 | 11 | 15 | 10 | 25 | 38 | 28 | 17 | 11 | 21 | 11 | 31 | 36 | 15 | 21 | 18 | 17 |
| Somewhat well | 22 | 18 | 25 | 17 | 28 | 19 | 24 | 27 | 23 | 23 | 14 | 17 | 25 | 18 | 35 | 13 | 23 | 14 | 14 | 25 | 27 |
| <u>TOTAL NOT WELL</u> | 23 | 26 | 22 | 25 | 19 | 27 | 21 | 29 | 19 | 8 | 33 | 24 | 24 | 29 | 17 | 26 | 12 | 30 | 22 | 22 | 22 |
| Not too well | 15 | 17 | 13 | 16 | 12 | 14 | 15 | 26 | 8 | 2 | 17 | 18 | 14 | 19 | 15 | 10 | 6 | 20 | 8 | 13 | 18 |
| Not at all well | 8 | 8 | 9 | 9 | 7 | 13 | 5 | 4 | 11 | 6 | 16 | 6 | 10 | 11 | 2 | 15 | 7 | 10 | 14 | 9 | 4 |
| <u>DK/NA</u> | 37 | 39 | 37 | 37 | 38 | 43 | 40 | 34 | 33 | 31 | 25 | 42 | 40 | 32 | 37 | 30 | 29 | 40 | 44 | 36 | 34 |
| DK/NA | 37 | 39 | 37 | 37 | 38 | 43 | 40 | 34 | 33 | 31 | 25 | 42 | 40 | 32 | 37 | 30 | 29 | 40 | 44 | 36 | 34 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 205 | 116 | 45 | 43 | 33 | 41 | 43 | 23 | 26 | 26 | 20 | 22 | 124 | 96 | 101 | | | | | |
| <u>TOTAL WELL</u> | 40 | 36 | 47 | 27 | 41 | 33 | 36 | 40 | 53 | 55 | 33 | 52 | 45 | 42 | 44 | 34 | | | | | |
| Very well | 18 | 16 | 20 | 10 | 18 | 12 | 22 | 19 | 27 | 32 | 6 | 12 | 23 | 19 | 17 | 17 | | | | | |
| Somewhat well | 22 | 19 | 27 | 17 | 22 | 21 | 14 | 22 | 26 | 23 | 26 | 40 | 22 | 22 | 27 | 17 | | | | | |
| <u>TOTAL NOT WELL</u> | 23 | 24 | 21 | 42 | 22 | 20 | 13 | 21 | 18 | 11 | 24 | 26 | 26 | 20 | 23 | 26 | | | | | |
| Not too well | 15 | 16 | 12 | 36 | 14 | 18 | 5 | 6 | 9 | 0 | 19 | 16 | 19 | 12 | 13 | 19 | | | | | |
| Not at all well | 8 | 8 | 8 | 6 | 8 | 2 | 8 | 15 | 9 | 11 | 5 | 11 | 7 | 9 | 9 | 7 | | | | | |
| <u>DK/NA</u> | 37 | 40 | 32 | 31 | 37 | 47 | 51 | 38 | 29 | 34 | 43 | 22 | 29 | 38 | 34 | 40 | | | | | |
| DK/NA | 37 | 40 | 32 | 31 | 37 | 47 | 51 | 38 | 29 | 34 | 43 | 22 | 29 | 38 | 34 | 40 | | | | | |

Table 18: Q6j. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. :
 Inefficient

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|---------------|------------------|--------------------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 119 | 86 | 27 | 72 | 206 | 99 | 16 | 103 | 24 | 60 | 70 | 154 | 165 | 65 | 150 | 28 | 99 | 177 | 92 |
| <u>TOTAL WELL</u> | 30 | 20 | 29 | 43 | 43 | 23 | 43 | 38 | 30 | 21 | 25 | 27 | 25 | 35 | 19 | 23 | 51 | 23 | 21 | 55 |
| Very well | 12 | 8 | 3 | 22 | 25 | 6 | 24 | 17 | 6 | 13 | 10 | 6 | 9 | 16 | 8 | 8 | 28 | 8 | 7 | 26 |
| Somewhat well | 18 | 12 | 25 | 21 | 18 | 18 | 19 | 21 | 25 | 8 | 15 | 21 | 17 | 20 | 10 | 15 | 23 | 15 | 13 | 29 |
| <u>TOTAL NOT WELL</u> | 37 | 44 | 36 | 29 | 33 | 41 | 32 | 11 | 32 | 75 | 46 | 41 | 48 | 26 | 51 | 50 | 41 | 43 | 43 | 30 |
| Not too well | 16 | 19 | 18 | 11 | 14 | 18 | 14 | 6 | 16 | 34 | 17 | 21 | 21 | 12 | 17 | 20 | 16 | 18 | 18 | 13 |
| Not at all well | 20 | 25 | 18 | 17 | 19 | 22 | 19 | 6 | 16 | 41 | 30 | 20 | 27 | 14 | 35 | 29 | 25 | 24 | 25 | 17 |
| <u>DK/NA</u> | 33 | 37 | 35 | 28 | 23 | 36 | 25 | 50 | 38 | 5 | 28 | 33 | 27 | 39 | 30 | 28 | 8 | 35 | 36 | 15 |
| DK/NA | 33 | 37 | 35 | 28 | 23 | 36 | 25 | 50 | 38 | 5 | 28 | 33 | 27 | 39 | 30 | 28 | 8 | 35 | 36 | 15 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 220 | 84 | 17 | 206 | 93 | 22 | 183 | 74 | 64 | 24 | 23 | 18 | 197 | 100 | 231 | 38 | 56 | | |
| <u>TOTAL WELL</u> | 30 | 22 | 47 | 52 | 21 | 48 | 41 | 21 | 49 | 34 | 22 | 19 | 40 | 24 | 33 | 24 | 31 | 41 | | |
| Very well | 12 | 5 | 29 | 27 | 5 | 29 | 8 | 6 | 30 | 10 | 0 | 0 | 20 | 9 | 10 | 7 | 17 | 17 | | |
| Somewhat well | 18 | 17 | 19 | 25 | 16 | 19 | 33 | 16 | 19 | 24 | 22 | 19 | 20 | 15 | 24 | 17 | 14 | 24 | | |
| <u>TOTAL NOT WELL</u> | 37 | 42 | 26 | 14 | 43 | 27 | 21 | 42 | 27 | 32 | 49 | 49 | 25 | 41 | 31 | 40 | 39 | 35 | | |
| Not too well | 16 | 19 | 12 | 5 | 19 | 12 | 5 | 19 | 12 | 14 | 18 | 23 | 13 | 19 | 13 | 17 | 23 | 21 | | |
| Not at all well | 20 | 24 | 13 | 9 | 23 | 14 | 16 | 23 | 15 | 18 | 31 | 26 | 12 | 22 | 17 | 23 | 16 | 14 | | |
| <u>DK/NA</u> | 33 | 36 | 27 | 34 | 36 | 25 | 38 | 37 | 24 | 34 | 29 | 32 | 34 | 34 | 36 | 36 | 30 | 25 | | |
| DK/NA | 33 | 36 | 27 | 34 | 36 | 25 | 38 | 37 | 24 | 34 | 29 | 32 | 34 | 34 | 36 | 36 | 30 | 25 | | |

Table 18: Q6j. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Inefficient

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 15 | 89 | 105 | 95 | 104 | 201 | 68 | 80 | 108 | 274 | 248 | 217 | 175 | 122 | 0 | 321 |
| <u>TOTAL WELL</u> | 30 | 46 | 29 | 29 | 25 | 32 | 27 | 37 | 24 | 24 | 30 | 29 | 29 | 29 | 25 | 0 | 30 |
| Very well | 12 | 13 | 8 | 11 | 9 | 9 | 10 | 12 | 9 | 7 | 12 | 11 | 11 | 11 | 13 | 0 | 12 |
| Somewhat well | 18 | 33 | 21 | 18 | 16 | 23 | 17 | 24 | 15 | 17 | 18 | 18 | 18 | 18 | 12 | 0 | 18 |
| <u>TOTAL NOT WELL</u> | 37 | 38 | 39 | 42 | 34 | 39 | 38 | 33 | 47 | 39 | 36 | 37 | 39 | 38 | 40 | 0 | 37 |
| Not too well | 16 | 6 | 18 | 19 | 16 | 16 | 18 | 14 | 22 | 19 | 15 | 15 | 16 | 15 | 17 | 0 | 16 |
| Not at all well | 20 | 32 | 22 | 23 | 18 | 23 | 20 | 20 | 24 | 20 | 21 | 21 | 23 | 23 | 23 | 0 | 20 |
| <u>DK/NA</u> | 33 | 16 | 32 | 29 | 41 | 29 | 35 | 30 | 29 | 37 | 34 | 34 | 32 | 33 | 34 | 0 | 33 |
| DK/NA | 33 | 16 | 32 | 29 | 41 | 29 | 35 | 30 | 29 | 37 | 34 | 34 | 32 | 33 | 34 | 0 | 33 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 80 | 65 | 48 | 151 | 170 | 114 | 122 | 46 | 21 | 14 | 59 | 59 |
| <u>TOTAL WELL</u> | 30 | 34 | 27 | 27 | 37 | 32 | 33 | 36 | 32 | 27 | 25 | 35 | 31 | 30 | 29 | 29 | 25 | 45 | 15 | 43 | 24 |
| Very well | 12 | 15 | 9 | 10 | 17 | 14 | 14 | 5 | 7 | 12 | 14 | 20 | 9 | 15 | 16 | 11 | 6 | 22 | 0 | 19 | 10 |
| Somewhat well | 18 | 19 | 18 | 17 | 20 | 18 | 19 | 32 | 25 | 15 | 11 | 15 | 22 | 15 | 13 | 17 | 18 | 23 | 15 | 23 | 13 |
| <u>TOTAL NOT WELL</u> | 37 | 40 | 33 | 34 | 45 | 33 | 49 | 50 | 23 | 39 | 36 | 23 | 42 | 32 | 30 | 31 | 42 | 23 | 46 | 38 | 45 |
| Not too well | 16 | 18 | 15 | 17 | 17 | 14 | 35 | 26 | 6 | 14 | 13 | 11 | 21 | 12 | 12 | 13 | 27 | 9 | 26 | 17 | 15 |
| Not at all well | 20 | 22 | 18 | 18 | 28 | 19 | 14 | 24 | 16 | 26 | 23 | 12 | 21 | 20 | 19 | 18 | 15 | 15 | 20 | 22 | 30 |
| <u>DK/NA</u> | 33 | 25 | 40 | 39 | 19 | 35 | 18 | 14 | 45 | 34 | 40 | 42 | 27 | 39 | 40 | 41 | 33 | 32 | 40 | 19 | 31 |
| DK/NA | 33 | 25 | 40 | 39 | 19 | 35 | 18 | 14 | 45 | 34 | 40 | 42 | 27 | 39 | 40 | 41 | 33 | 32 | 40 | 19 | 31 |

Table 18: Q6j. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Inefficient

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 76 | 78 | 75 | 91 | 80 | 112 | 45 | 33 | 30 | 20 | 86 | 106 | 43 | 35 | 22 | 28 | 52 | 51 | 95 | 105 |
| <u>TOTAL WELL</u> | 30 | 31 | 37 | 31 | 23 | 33 | 23 | 35 | 39 | 35 | 28 | 32 | 23 | 31 | 44 | 27 | 36 | 34 | 29 | 31 | 23 |
| Very well | 12 | 9 | 21 | 9 | 9 | 14 | 7 | 15 | 19 | 18 | 7 | 6 | 13 | 14 | 20 | 12 | 15 | 11 | 6 | 12 | 8 |
| Somewhat well | 18 | 22 | 16 | 22 | 14 | 19 | 16 | 20 | 21 | 16 | 21 | 26 | 10 | 17 | 24 | 15 | 21 | 23 | 24 | 18 | 15 |
| <u>TOTAL NOT WELL</u> | 37 | 44 | 37 | 41 | 27 | 39 | 31 | 47 | 42 | 35 | 32 | 35 | 33 | 59 | 28 | 36 | 31 | 43 | 36 | 42 | 35 |
| Not too well | 16 | 23 | 13 | 20 | 10 | 21 | 13 | 15 | 19 | 13 | 17 | 21 | 13 | 21 | 12 | 22 | 8 | 20 | 12 | 18 | 17 |
| Not at all well | 20 | 21 | 23 | 20 | 17 | 17 | 18 | 31 | 23 | 22 | 16 | 14 | 20 | 38 | 16 | 14 | 23 | 24 | 23 | 23 | 18 |
| <u>DK/NA</u> | 33 | 25 | 26 | 28 | 50 | 28 | 46 | 18 | 19 | 30 | 39 | 33 | 44 | 11 | 28 | 37 | 33 | 23 | 35 | 28 | 42 |
| DK/NA | 33 | 25 | 26 | 28 | 50 | 28 | 46 | 18 | 19 | 30 | 39 | 33 | 44 | 11 | 28 | 37 | 33 | 23 | 35 | 28 | 42 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 206 | 115 | 45 | 43 | 33 | 41 | 43 | 23 | 25 | 25 | 20 | 22 | 141 | 98 | 81 | | | | | |
| <u>TOTAL WELL</u> | 30 | 30 | 30 | 25 | 46 | 19 | 35 | 25 | 45 | 22 | 28 | 26 | 30 | 35 | 30 | 22 | | | | | |
| Very well | 12 | 12 | 12 | 9 | 21 | 0 | 16 | 13 | 12 | 4 | 9 | 18 | 18 | 13 | 14 | 8 | | | | | |
| Somewhat well | 18 | 18 | 18 | 16 | 25 | 19 | 19 | 12 | 33 | 18 | 18 | 8 | 12 | 22 | 16 | 14 | | | | | |
| <u>TOTAL NOT WELL</u> | 37 | 37 | 35 | 40 | 33 | 39 | 35 | 41 | 39 | 32 | 42 | 7 | 51 | 35 | 36 | 40 | | | | | |
| Not too well | 16 | 17 | 15 | 18 | 16 | 14 | 11 | 24 | 20 | 15 | 19 | 7 | 14 | 14 | 19 | 16 | | | | | |
| Not at all well | 20 | 21 | 20 | 22 | 17 | 25 | 23 | 17 | 19 | 17 | 23 | 0 | 37 | 21 | 17 | 24 | | | | | |
| <u>DK/NA</u> | 33 | 32 | 35 | 35 | 21 | 43 | 30 | 33 | 16 | 46 | 31 | 67 | 19 | 30 | 34 | 38 | | | | | |
| DK/NA | 33 | 32 | 35 | 35 | 21 | 43 | 30 | 33 | 16 | 46 | 31 | 67 | 19 | 30 | 34 | 38 | | | | | |

Table 19: Q6k. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. :
 Uses taxpayer money efficiently

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|---------------|------------------|--------------------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 119 | 86 | 27 | 72 | 206 | 99 | 16 | 103 | 24 | 60 | 70 | 154 | 165 | 65 | 150 | 28 | 99 | 177 | 92 |
| <u>TOTAL WELL</u> | 40 | 70 | 39 | 14 | 7 | 57 | 9 | 6 | 34 | 69 | 64 | 57 | 62 | 19 | 76 | 65 | 13 | 68 | 59 | 13 |
| Very well | 15 | 27 | 12 | 6 | 6 | 21 | 6 | 0 | 10 | 49 | 30 | 11 | 25 | 6 | 34 | 29 | 6 | 31 | 22 | 8 |
| Somewhat well | 25 | 43 | 28 | 9 | 1 | 37 | 3 | 6 | 24 | 20 | 33 | 46 | 37 | 13 | 42 | 35 | 7 | 36 | 37 | 6 |
| <u>TOTAL NOT WELL</u> | 31 | 7 | 15 | 64 | 80 | 10 | 76 | 19 | 16 | 18 | 21 | 20 | 20 | 42 | 6 | 14 | 69 | 11 | 15 | 68 |
| Not too well | 11 | 7 | 11 | 7 | 16 | 9 | 13 | 19 | 12 | 4 | 11 | 8 | 9 | 13 | 5 | 7 | 3 | 7 | 8 | 15 |
| Not at all well | 20 | 0 | 4 | 57 | 64 | 2 | 62 | 0 | 3 | 14 | 10 | 12 | 11 | 29 | 1 | 7 | 66 | 4 | 7 | 54 |
| <u>DK/NA</u> | 29 | 23 | 45 | 21 | 14 | 32 | 16 | 76 | 50 | 13 | 15 | 23 | 18 | 40 | 18 | 21 | 18 | 22 | 26 | 18 |
| DK/NA | 29 | 23 | 45 | 21 | 14 | 32 | 16 | 76 | 50 | 13 | 15 | 23 | 18 | 40 | 18 | 21 | 18 | 22 | 26 | 18 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 220 | 84 | 17 | 206 | 93 | 22 | 183 | 74 | 64 | 24 | 23 | 18 | 197 | 100 | 231 | 38 | 56 | | |
| <u>TOTAL WELL</u> | 40 | 54 | 7 | 15 | 55 | 6 | 35 | 60 | 4 | 23 | 20 | 18 | 16 | 42 | 40 | 44 | 46 | 38 | | |
| Very well | 15 | 21 | 2 | 0 | 22 | 2 | 7 | 23 | 2 | 6 | 17 | 12 | 0 | 16 | 14 | 16 | 23 | 18 | | |
| Somewhat well | 25 | 33 | 5 | 15 | 33 | 5 | 28 | 36 | 2 | 17 | 3 | 7 | 16 | 26 | 26 | 28 | 24 | 19 | | |
| <u>TOTAL NOT WELL</u> | 31 | 14 | 74 | 32 | 14 | 71 | 24 | 8 | 82 | 37 | 49 | 55 | 26 | 31 | 25 | 26 | 21 | 31 | | |
| Not too well | 11 | 9 | 14 | 14 | 8 | 16 | 11 | 8 | 16 | 12 | 9 | 10 | 17 | 12 | 7 | 9 | 15 | 12 | | |
| Not at all well | 20 | 5 | 59 | 17 | 5 | 55 | 13 | 0 | 65 | 25 | 40 | 45 | 9 | 19 | 18 | 17 | 6 | 20 | | |
| <u>DK/NA</u> | 29 | 32 | 19 | 53 | 31 | 22 | 41 | 32 | 14 | 40 | 31 | 27 | 58 | 27 | 36 | 30 | 32 | 31 | | |
| DK/NA | 29 | 32 | 19 | 53 | 31 | 22 | 41 | 32 | 14 | 40 | 31 | 27 | 58 | 27 | 36 | 30 | 32 | 31 | | |

Table 19: Q6k. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Uses taxpayer money efficiently

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 15 | 89 | 105 | 95 | 104 | 201 | 68 | 80 | 108 | 274 | 248 | 217 | 175 | 122 | 0 | 321 |
| <u>TOTAL WELL</u> | 40 | 80 | 37 | 42 | 40 | 43 | 41 | 45 | 49 | 38 | 38 | 38 | 40 | 40 | 43 | 0 | 40 |
| Very well | 15 | 49 | 12 | 16 | 14 | 17 | 15 | 9 | 21 | 16 | 13 | 13 | 15 | 14 | 16 | 0 | 15 |
| Somewhat well | 25 | 32 | 25 | 26 | 26 | 26 | 26 | 36 | 28 | 22 | 24 | 25 | 26 | 26 | 27 | 0 | 25 |
| <u>TOTAL NOT WELL</u> | 31 | 14 | 33 | 27 | 31 | 31 | 29 | 27 | 21 | 34 | 33 | 32 | 31 | 32 | 31 | 0 | 31 |
| Not too well | 11 | 14 | 10 | 11 | 11 | 11 | 11 | 10 | 4 | 17 | 12 | 11 | 11 | 12 | 12 | 0 | 11 |
| Not at all well | 20 | 0 | 23 | 16 | 20 | 20 | 18 | 17 | 17 | 17 | 22 | 21 | 20 | 20 | 19 | 0 | 20 |
| <u>DK/NA</u> | 29 | 6 | 30 | 31 | 29 | 26 | 30 | 28 | 30 | 29 | 29 | 29 | 29 | 28 | 26 | 0 | 29 |
| DK/NA | 29 | 6 | 30 | 31 | 29 | 26 | 30 | 28 | 30 | 29 | 29 | 29 | 29 | 28 | 26 | 0 | 29 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 80 | 65 | 48 | 151 | 170 | 114 | 122 | 46 | 21 | 14 | 59 | 59 |
| <u>TOTAL WELL</u> | 40 | 39 | 41 | 49 | 33 | 17 | 55 | 46 | 27 | 34 | 40 | 41 | 42 | 37 | 41 | 47 | 51 | 12 | 5 | 29 | 44 |
| Very well | 15 | 13 | 17 | 21 | 9 | 2 | 24 | 22 | 11 | 11 | 14 | 12 | 19 | 11 | 13 | 21 | 19 | 0 | 0 | 11 | 12 |
| Somewhat well | 25 | 26 | 24 | 28 | 23 | 15 | 31 | 23 | 16 | 23 | 26 | 30 | 23 | 26 | 27 | 26 | 32 | 12 | 5 | 18 | 32 |
| <u>TOTAL NOT WELL</u> | 31 | 40 | 23 | 20 | 44 | 50 | 21 | 23 | 37 | 37 | 30 | 32 | 28 | 33 | 31 | 20 | 26 | 52 | 60 | 42 | 32 |
| Not too well | 11 | 15 | 7 | 7 | 18 | 16 | 9 | 12 | 16 | 13 | 9 | 6 | 13 | 9 | 8 | 3 | 15 | 16 | 34 | 16 | 11 |
| Not at all well | 20 | 24 | 16 | 14 | 26 | 35 | 12 | 11 | 21 | 24 | 22 | 26 | 16 | 24 | 23 | 17 | 11 | 36 | 25 | 26 | 21 |
| <u>DK/NA</u> | 29 | 22 | 37 | 31 | 23 | 33 | 24 | 31 | 36 | 29 | 30 | 27 | 30 | 29 | 28 | 33 | 23 | 35 | 35 | 29 | 24 |
| DK/NA | 29 | 22 | 37 | 31 | 23 | 33 | 24 | 31 | 36 | 29 | 30 | 27 | 30 | 29 | 28 | 33 | 23 | 35 | 35 | 29 | 24 |

Table 19: Q6k. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Uses taxpayer money efficiently

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 76 | 78 | 75 | 91 | 80 | 112 | 45 | 33 | 30 | 20 | 86 | 106 | 43 | 35 | 22 | 28 | 52 | 51 | 95 | 105 |
| <u>TOTAL WELL</u> | 40 | 43 | 35 | 41 | 40 | 49 | 48 | 34 | 30 | 18 | 15 | 47 | 50 | 47 | 15 | 14 | 19 | 48 | 39 | 37 | 45 |
| Very well | 15 | 18 | 8 | 20 | 14 | 19 | 22 | 9 | 9 | 3 | 0 | 25 | 17 | 17 | 0 | 0 | 3 | 16 | 18 | 12 | 18 |
| Somewhat well | 25 | 25 | 27 | 22 | 26 | 30 | 26 | 25 | 21 | 15 | 15 | 22 | 32 | 30 | 15 | 14 | 16 | 31 | 21 | 24 | 27 |
| <u>TOTAL NOT WELL</u> | 31 | 34 | 45 | 21 | 23 | 29 | 15 | 48 | 39 | 57 | 39 | 19 | 21 | 35 | 55 | 51 | 50 | 31 | 29 | 41 | 19 |
| Not too well | 11 | 17 | 13 | 8 | 5 | 11 | 4 | 21 | 13 | 18 | 13 | 10 | 4 | 15 | 21 | 18 | 14 | 17 | 4 | 15 | 7 |
| Not at all well | 20 | 17 | 32 | 13 | 18 | 18 | 11 | 26 | 27 | 39 | 26 | 9 | 18 | 20 | 35 | 33 | 37 | 14 | 25 | 26 | 11 |
| <u>DK/NA</u> | 29 | 23 | 21 | 37 | 37 | 23 | 37 | 18 | 31 | 25 | 46 | 34 | 29 | 19 | 29 | 36 | 31 | 21 | 32 | 22 | 37 |
| DK/NA | 29 | 23 | 21 | 37 | 37 | 23 | 37 | 18 | 31 | 25 | 46 | 34 | 29 | 19 | 29 | 36 | 31 | 21 | 32 | 22 | 37 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 206 | 115 | 45 | 43 | 33 | 41 | 43 | 23 | 25 | 25 | 20 | 22 | 141 | 98 | 81 | | | | | |
| <u>TOTAL WELL</u> | 40 | 42 | 34 | 36 | 55 | 34 | 33 | 52 | 48 | 36 | 29 | 29 | 29 | 45 | 29 | 44 | | | | | |
| Very well | 15 | 17 | 11 | 9 | 27 | 20 | 9 | 23 | 18 | 10 | 13 | 5 | 8 | 19 | 9 | 15 | | | | | |
| Somewhat well | 25 | 25 | 24 | 27 | 28 | 14 | 24 | 29 | 30 | 27 | 16 | 24 | 21 | 26 | 20 | 28 | | | | | |
| <u>TOTAL NOT WELL</u> | 31 | 29 | 35 | 32 | 23 | 44 | 33 | 15 | 18 | 38 | 42 | 30 | 47 | 31 | 36 | 25 | | | | | |
| Not too well | 11 | 11 | 9 | 8 | 12 | 29 | 10 | 4 | 3 | 7 | 14 | 4 | 18 | 12 | 11 | 8 | | | | | |
| Not at all well | 20 | 17 | 26 | 25 | 11 | 15 | 23 | 11 | 15 | 32 | 28 | 26 | 29 | 19 | 25 | 17 | | | | | |
| <u>DK/NA</u> | 29 | 29 | 30 | 32 | 22 | 23 | 34 | 33 | 33 | 25 | 29 | 41 | 24 | 24 | 35 | 31 | | | | | |
| DK/NA | 29 | 29 | 30 | 32 | 22 | 23 | 34 | 33 | 33 | 25 | 29 | 41 | 24 | 24 | 35 | 31 | | | | | |

Table 20: Q6l. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. :
 A vital part of the community

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|------------------------------|-----------------|-------------------------|-----------|-----------|-----------|----------------|-----------|-----------|-------------------|-------------|------------|-----------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 119 | 86 | 27 | 72 | 206 | 99 | 16 | 103 | 24 | 60 | 70 | 154 | 165 | 65 | 150 | 28 | 99 | 177 | 92 |
| <u>TOTAL WELL</u> | 52 | 81 | 60 | 12 | 15 | 72 | 14 | 36 | 56 | 83 | 86 | 57 | 73 | 33 | 89 | 75 | 22 | 75 | 70 | 24 |
| Very well | 22 | 39 | 17 | 6 | 8 | 30 | 8 | 0 | 15 | 38 | 41 | 25 | 33 | 11 | 50 | 37 | 7 | 45 | 33 | 8 |
| Somewhat well | 31 | 41 | 43 | 6 | 7 | 42 | 7 | 36 | 42 | 46 | 45 | 33 | 39 | 22 | 39 | 37 | 15 | 30 | 37 | 16 |
| <u>TOTAL NOT WELL</u> | 36 | 15 | 24 | 78 | 72 | 19 | 74 | 25 | 24 | 12 | 14 | 36 | 24 | 48 | 10 | 20 | 78 | 18 | 20 | 72 |
| Not too well | 17 | 12 | 17 | 34 | 21 | 14 | 25 | 8 | 16 | 5 | 11 | 27 | 17 | 17 | 8 | 17 | 25 | 13 | 15 | 24 |
| Not at all well | 19 | 3 | 7 | 44 | 51 | 5 | 49 | 17 | 8 | 7 | 3 | 9 | 6 | 31 | 1 | 3 | 53 | 5 | 4 | 48 |
| <u>DK/NA</u> | 12 | 5 | 16 | 10 | 13 | 9 | 12 | 39 | 20 | 4 | 0 | 7 | 4 | 19 | 1 | 5 | 0 | 7 | 10 | 4 |
| DK/NA | 12 | 5 | 16 | 10 | 13 | 9 | 12 | 39 | 20 | 4 | 0 | 7 | 4 | 19 | 1 | 5 | 0 | 7 | 10 | 4 |
| | | Q9 VOTE AFTER POSITIVES | | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 220 | 84 | 17 | 206 | 93 | 22 | 183 | 74 | 64 | 24 | 23 | 18 | 197 | 100 | 231 | 38 | 56 | | |
| <u>TOTAL WELL</u> | 52 | 69 | 14 | 25 | 71 | 15 | 39 | 73 | 9 | 42 | 38 | 48 | 41 | 52 | 57 | 56 | 64 | 58 | | |
| Very well | 22 | 30 | 4 | 5 | 30 | 5 | 18 | 31 | 3 | 15 | 17 | 15 | 11 | 21 | 24 | 23 | 33 | 27 | | |
| Somewhat well | 31 | 40 | 10 | 20 | 41 | 10 | 22 | 42 | 5 | 28 | 21 | 33 | 30 | 31 | 32 | 34 | 32 | 31 | | |
| <u>TOTAL NOT WELL</u> | 36 | 19 | 77 | 51 | 19 | 72 | 41 | 17 | 81 | 37 | 35 | 33 | 33 | 36 | 29 | 31 | 22 | 33 | | |
| Not too well | 17 | 15 | 21 | 22 | 15 | 19 | 24 | 14 | 23 | 19 | 23 | 25 | 5 | 18 | 17 | 17 | 8 | 12 | | |
| Not at all well | 19 | 4 | 56 | 29 | 4 | 53 | 17 | 3 | 58 | 18 | 11 | 8 | 28 | 18 | 13 | 14 | 14 | 21 | | |
| <u>DK/NA</u> | 12 | 11 | 10 | 25 | 10 | 13 | 20 | 9 | 10 | 21 | 27 | 19 | 26 | 12 | 14 | 12 | 13 | 9 | | |
| DK/NA | 12 | 11 | 10 | 25 | 10 | 13 | 20 | 9 | 10 | 21 | 27 | 19 | 26 | 12 | 14 | 12 | 13 | 9 | | |

Table 20: Q6. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : A vital part of the community

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 15 | 89 | 105 | 95 | 104 | 201 | 68 | 80 | 108 | 274 | 248 | 217 | 175 | 122 | 0 | 321 |
| <u>TOTAL WELL</u> | 52 | 81 | 53 | 56 | 50 | 57 | 53 | 60 | 59 | 51 | 50 | 50 | 49 | 50 | 53 | 0 | 52 |
| Very well | 22 | 31 | 24 | 26 | 16 | 25 | 21 | 22 | 28 | 18 | 19 | 20 | 21 | 20 | 23 | 0 | 22 |
| Somewhat well | 31 | 50 | 29 | 30 | 34 | 32 | 32 | 38 | 30 | 33 | 31 | 30 | 28 | 30 | 31 | 0 | 31 |
| <u>TOTAL NOT WELL</u> | 36 | 13 | 36 | 34 | 35 | 33 | 35 | 27 | 28 | 37 | 38 | 38 | 39 | 38 | 35 | 0 | 36 |
| Not too well | 17 | 13 | 23 | 13 | 17 | 21 | 15 | 12 | 13 | 18 | 19 | 20 | 20 | 20 | 19 | 0 | 17 |
| Not at all well | 19 | 0 | 13 | 21 | 18 | 11 | 20 | 16 | 15 | 20 | 18 | 18 | 18 | 18 | 16 | 0 | 19 |
| <u>DK/NA</u> | 12 | 6 | 11 | 10 | 15 | 11 | 12 | 13 | 13 | 12 | 13 | 12 | 12 | 12 | 12 | 0 | 12 |
| DK/NA | 12 | 6 | 11 | 10 | 15 | 11 | 12 | 13 | 13 | 12 | 13 | 12 | 12 | 12 | 12 | 0 | 12 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 80 | 65 | 48 | 151 | 170 | 114 | 122 | 46 | 21 | 14 | 59 | 59 |
| <u>TOTAL WELL</u> | 52 | 52 | 53 | 61 | 43 | 34 | 72 | 57 | 46 | 43 | 49 | 58 | 55 | 50 | 53 | 59 | 66 | 29 | 20 | 38 | 59 |
| Very well | 22 | 20 | 23 | 28 | 16 | 7 | 28 | 26 | 17 | 15 | 20 | 30 | 22 | 21 | 25 | 28 | 27 | 8 | 0 | 17 | 17 |
| Somewhat well | 31 | 32 | 30 | 34 | 26 | 27 | 44 | 31 | 30 | 28 | 29 | 27 | 33 | 29 | 28 | 30 | 38 | 22 | 20 | 21 | 42 |
| <u>TOTAL NOT WELL</u> | 36 | 42 | 30 | 27 | 50 | 50 | 26 | 35 | 37 | 42 | 37 | 32 | 34 | 37 | 35 | 29 | 24 | 60 | 40 | 54 | 32 |
| Not too well | 17 | 20 | 14 | 16 | 18 | 18 | 12 | 17 | 15 | 20 | 18 | 16 | 17 | 17 | 17 | 17 | 18 | 14 | 15 | 17 | 18 |
| Not at all well | 19 | 22 | 16 | 10 | 32 | 32 | 14 | 18 | 23 | 22 | 18 | 16 | 17 | 21 | 17 | 13 | 6 | 46 | 25 | 36 | 14 |
| <u>DK/NA</u> | 12 | 6 | 17 | 12 | 7 | 17 | 2 | 8 | 16 | 15 | 14 | 10 | 10 | 13 | 12 | 12 | 10 | 11 | 40 | 8 | 10 |
| DK/NA | 12 | 6 | 17 | 12 | 7 | 17 | 2 | 8 | 16 | 15 | 14 | 10 | 10 | 13 | 12 | 12 | 10 | 11 | 40 | 8 | 10 |

Table 20: Q6. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : A vital part of the community

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 76 | 78 | 75 | 91 | 80 | 112 | 45 | 33 | 30 | 20 | 86 | 106 | 43 | 35 | 22 | 28 | 52 | 51 | 95 | 105 |
| <u>TOTAL WELL</u> | 52 | 57 | 48 | 54 | 52 | 59 | 63 | 50 | 32 | 37 | 31 | 62 | 60 | 52 | 31 | 33 | 35 | 62 | 52 | 49 | 56 |
| Very well | 22 | 25 | 15 | 20 | 26 | 24 | 30 | 18 | 14 | 11 | 0 | 27 | 28 | 23 | 9 | 0 | 12 | 26 | 24 | 18 | 24 |
| Somewhat well | 31 | 32 | 32 | 35 | 26 | 35 | 33 | 32 | 18 | 26 | 31 | 35 | 32 | 29 | 22 | 33 | 23 | 37 | 28 | 31 | 32 |
| <u>TOTAL NOT WELL</u> | 36 | 36 | 47 | 31 | 29 | 35 | 21 | 48 | 53 | 51 | 46 | 26 | 27 | 44 | 58 | 48 | 51 | 33 | 31 | 43 | 27 |
| Not too well | 17 | 22 | 18 | 13 | 15 | 22 | 12 | 20 | 16 | 14 | 24 | 21 | 13 | 15 | 23 | 10 | 24 | 23 | 20 | 20 | 10 |
| Not at all well | 19 | 14 | 28 | 18 | 14 | 12 | 9 | 28 | 36 | 36 | 22 | 5 | 14 | 29 | 35 | 38 | 26 | 10 | 10 | 23 | 16 |
| <u>DK/NA</u> | 12 | 7 | 6 | 14 | 19 | 7 | 16 | 1 | 15 | 13 | 23 | 12 | 13 | 4 | 12 | 19 | 15 | 4 | 17 | 8 | 17 |
| DK/NA | 12 | 7 | 6 | 14 | 19 | 7 | 16 | 1 | 15 | 13 | 23 | 12 | 13 | 4 | 12 | 19 | 15 | 4 | 17 | 8 | 17 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 206 | 115 | 45 | 43 | 33 | 41 | 43 | 23 | 25 | 25 | 20 | 22 | 141 | 98 | 81 | | | | | |
| <u>TOTAL WELL</u> | 52 | 59 | 41 | 53 | 65 | 62 | 48 | 66 | 41 | 41 | 49 | 32 | 39 | 66 | 39 | 45 | | | | | |
| Very well | 22 | 24 | 17 | 22 | 28 | 26 | 21 | 23 | 14 | 14 | 31 | 13 | 14 | 27 | 13 | 23 | | | | | |
| Somewhat well | 31 | 35 | 23 | 31 | 37 | 36 | 28 | 43 | 27 | 27 | 18 | 19 | 25 | 39 | 26 | 22 | | | | | |
| <u>TOTAL NOT WELL</u> | 36 | 29 | 48 | 33 | 34 | 26 | 33 | 20 | 56 | 48 | 39 | 45 | 51 | 27 | 45 | 40 | | | | | |
| Not too well | 17 | 11 | 27 | 11 | 15 | 11 | 10 | 9 | 36 | 34 | 14 | 20 | 33 | 11 | 23 | 19 | | | | | |
| Not at all well | 19 | 18 | 20 | 22 | 18 | 15 | 23 | 11 | 20 | 14 | 25 | 25 | 18 | 16 | 22 | 20 | | | | | |
| <u>DK/NA</u> | 12 | 12 | 12 | 13 | 2 | 12 | 18 | 14 | 3 | 11 | 12 | 22 | 10 | 7 | 16 | 16 | | | | | |
| DK/NA | 12 | 12 | 12 | 13 | 2 | 12 | 18 | 14 | 3 | 11 | 12 | 22 | 10 | 7 | 16 | 16 | | | | | |

Table 21: Q6m. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well.
 : Good for the environment

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|---------------|------------------|--------------------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 119 | 86 | 27 | 72 | 206 | 99 | 16 | 103 | 24 | 60 | 70 | 154 | 165 | 65 | 150 | 28 | 99 | 177 | 92 |
| <u>TOTAL WELL</u> | 74 | 91 | 86 | 38 | 42 | 89 | 41 | 86 | 86 | 93 | 91 | 79 | 86 | 62 | 90 | 89 | 39 | 89 | 86 | 53 |
| Very well | 46 | 70 | 42 | 15 | 20 | 59 | 19 | 44 | 43 | 76 | 68 | 47 | 59 | 33 | 74 | 68 | 12 | 68 | 60 | 22 |
| Somewhat well | 28 | 21 | 43 | 22 | 22 | 30 | 22 | 43 | 43 | 17 | 23 | 32 | 26 | 30 | 16 | 22 | 27 | 20 | 26 | 31 |
| <u>TOTAL NOT WELL</u> | 12 | 2 | 4 | 37 | 31 | 3 | 32 | 0 | 3 | 7 | 3 | 8 | 6 | 18 | 3 | 4 | 61 | 3 | 4 | 28 |
| Not too well | 6 | 1 | 3 | 17 | 17 | 2 | 17 | 0 | 3 | 0 | 3 | 8 | 5 | 8 | 0 | 2 | 22 | 1 | 2 | 14 |
| Not at all well | 6 | 1 | 1 | 20 | 14 | 1 | 15 | 0 | 1 | 7 | 0 | 0 | 1 | 10 | 3 | 2 | 39 | 2 | 1 | 14 |
| <u>DK/NA</u> | 14 | 7 | 10 | 26 | 27 | 8 | 27 | 14 | 11 | 0 | 6 | 14 | 8 | 20 | 7 | 7 | 0 | 8 | 10 | 19 |
| DK/NA | 14 | 7 | 10 | 26 | 27 | 8 | 27 | 14 | 11 | 0 | 6 | 14 | 8 | 20 | 7 | 7 | 0 | 8 | 10 | 19 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 220 | 84 | 17 | 206 | 93 | 22 | 183 | 74 | 64 | 24 | 23 | 18 | 197 | 100 | 231 | 38 | 56 | | |
| <u>TOTAL WELL</u> | 74 | 88 | 40 | 55 | 88 | 46 | 58 | 91 | 36 | 69 | 75 | 68 | 88 | 77 | 70 | 77 | 72 | 71 | | |
| Very well | 46 | 59 | 16 | 25 | 60 | 18 | 30 | 61 | 13 | 38 | 54 | 46 | 41 | 48 | 41 | 50 | 48 | 40 | | |
| Somewhat well | 28 | 30 | 24 | 30 | 28 | 28 | 28 | 29 | 24 | 30 | 21 | 22 | 46 | 29 | 29 | 27 | 25 | 30 | | |
| <u>TOTAL NOT WELL</u> | 12 | 3 | 35 | 10 | 3 | 32 | 6 | 2 | 37 | 10 | 12 | 12 | 4 | 12 | 10 | 10 | 4 | 12 | | |
| Not too well | 6 | 2 | 18 | 3 | 2 | 16 | 3 | 1 | 20 | 4 | 8 | 9 | 0 | 7 | 5 | 4 | 0 | 9 | | |
| Not at all well | 6 | 1 | 17 | 6 | 1 | 16 | 4 | 1 | 17 | 5 | 3 | 3 | 4 | 5 | 6 | 5 | 4 | 3 | | |
| <u>DK/NA</u> | 14 | 8 | 26 | 36 | 9 | 22 | 36 | 7 | 26 | 22 | 14 | 20 | 8 | 11 | 20 | 13 | 23 | 18 | | |
| DK/NA | 14 | 8 | 26 | 36 | 9 | 22 | 36 | 7 | 26 | 22 | 14 | 20 | 8 | 11 | 20 | 13 | 23 | 18 | | |

Table 21: Q6m. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Good for the environment

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| | Column n-Size | 321 | 15 | 89 | 105 | 95 | 104 | 201 | 68 | 80 | 108 | 274 | 248 | 217 | 175 | 122 | 0 |
| <u>TOTAL WELL</u> | 74 | 84 | 73 | 74 | 74 | 75 | 74 | 71 | 76 | 78 | 73 | 73 | 74 | 74 | 75 | 0 | 74 |
| Very well | 46 | 49 | 48 | 47 | 41 | 48 | 44 | 40 | 56 | 45 | 45 | 44 | 44 | 44 | 50 | 0 | 46 |
| Somewhat well | 28 | 35 | 25 | 27 | 32 | 26 | 29 | 31 | 21 | 34 | 28 | 28 | 29 | 31 | 26 | 0 | 28 |
| <u>TOTAL NOT WELL</u> | 12 | 0 | 13 | 13 | 11 | 11 | 12 | 13 | 10 | 11 | 12 | 13 | 14 | 14 | 14 | 0 | 12 |
| Not too well | 6 | 0 | 5 | 8 | 8 | 5 | 8 | 6 | 6 | 6 | 7 | 7 | 8 | 8 | 8 | 0 | 6 |
| Not at all well | 6 | 0 | 7 | 5 | 3 | 6 | 4 | 7 | 4 | 5 | 5 | 6 | 6 | 5 | 6 | 0 | 6 |
| <u>DK/NA</u> | 14 | 16 | 14 | 13 | 15 | 14 | 14 | 15 | 14 | 11 | 15 | 14 | 12 | 12 | 11 | 0 | 14 |
| DK/NA | 14 | 16 | 14 | 13 | 15 | 14 | 14 | 15 | 14 | 11 | 15 | 14 | 12 | 12 | 11 | 0 | 14 |

| | GENDER | | | PARTY REG | | | AGE | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|------------------------------|---------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| | Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 80 | 65 | 48 | 151 | 170 | 114 | 122 | 46 | 21 | 14 | 59 |
| <u>TOTAL WELL</u> | 74 | 74 | 74 | 81 | 74 | 47 | 77 | 86 | 73 | 70 | 73 | 67 | 78 | 70 | 70 | 79 | 86 | 29 | 37 | 70 | 81 |
| Very well | 46 | 44 | 48 | 55 | 40 | 19 | 50 | 47 | 41 | 45 | 55 | 33 | 46 | 46 | 46 | 54 | 52 | 17 | 9 | 33 | 54 |
| Somewhat well | 28 | 30 | 26 | 26 | 34 | 28 | 27 | 40 | 32 | 26 | 18 | 34 | 32 | 25 | 24 | 25 | 33 | 13 | 28 | 36 | 27 |
| <u>TOTAL NOT WELL</u> | 12 | 17 | 7 | 9 | 13 | 22 | 15 | 5 | 12 | 13 | 15 | 9 | 10 | 14 | 12 | 8 | 9 | 28 | 18 | 13 | 13 |
| Not too well | 6 | 9 | 4 | 5 | 8 | 9 | 6 | 3 | 11 | 5 | 5 | 9 | 6 | 7 | 7 | 5 | 6 | 9 | 5 | 8 | 6 |
| Not at all well | 6 | 8 | 3 | 4 | 5 | 13 | 9 | 2 | 2 | 8 | 9 | 0 | 4 | 7 | 5 | 3 | 3 | 19 | 12 | 5 | 7 |
| <u>DK/NA</u> | 14 | 10 | 19 | 11 | 13 | 31 | 8 | 9 | 14 | 17 | 12 | 24 | 13 | 16 | 18 | 13 | 6 | 42 | 45 | 18 | 5 |
| DK/NA | 14 | 10 | 19 | 11 | 13 | 31 | 8 | 9 | 14 | 17 | 12 | 24 | 13 | 16 | 18 | 13 | 6 | 42 | 45 | 18 | 5 |

Table 21: Q6m. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Good for the environment

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 76 | 78 | 75 | 91 | 80 | 112 | 45 | 33 | 30 | 20 | 86 | 106 | 43 | 35 | 22 | 28 | 52 | 51 | 95 | 105 |
| <u>TOTAL WELL</u> | 74 | 78 | 70 | 77 | 71 | 83 | 79 | 77 | 70 | 45 | 48 | 85 | 78 | 84 | 61 | 37 | 55 | 82 | 67 | 71 | 76 |
| Very well | 46 | 46 | 41 | 46 | 49 | 51 | 57 | 42 | 37 | 25 | 11 | 51 | 58 | 50 | 28 | 14 | 23 | 53 | 45 | 39 | 49 |
| Somewhat well | 28 | 32 | 29 | 31 | 22 | 31 | 22 | 35 | 32 | 19 | 38 | 33 | 20 | 34 | 33 | 23 | 32 | 29 | 22 | 32 | 27 |
| <u>TOTAL NOT WELL</u> | 12 | 13 | 20 | 6 | 9 | 12 | 6 | 13 | 12 | 33 | 8 | 9 | 9 | 7 | 21 | 19 | 25 | 15 | 7 | 16 | 8 |
| Not too well | 6 | 8 | 9 | 4 | 5 | 8 | 3 | 8 | 8 | 13 | 4 | 7 | 4 | 3 | 14 | 7 | 11 | 5 | 4 | 11 | 5 |
| Not at all well | 6 | 6 | 10 | 2 | 4 | 5 | 3 | 6 | 5 | 20 | 4 | 2 | 5 | 4 | 7 | 12 | 14 | 10 | 3 | 5 | 4 |
| <u>DK/NA</u> | 14 | 9 | 10 | 17 | 20 | 5 | 15 | 10 | 18 | 23 | 44 | 7 | 14 | 9 | 18 | 44 | 20 | 3 | 26 | 13 | 15 |
| DK/NA | 14 | 9 | 10 | 17 | 20 | 5 | 15 | 10 | 18 | 23 | 44 | 7 | 14 | 9 | 18 | 44 | 20 | 3 | 26 | 13 | 15 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 206 | 115 | 45 | 43 | 33 | 41 | 43 | 23 | 25 | 25 | 20 | 22 | 141 | 98 | 81 | | | | | |
| <u>TOTAL WELL</u> | 74 | 75 | 71 | 79 | 82 | 70 | 62 | 82 | 89 | 74 | 51 | 72 | 70 | 81 | 66 | 70 | | | | | |
| Very well | 46 | 48 | 42 | 40 | 45 | 50 | 37 | 66 | 44 | 44 | 34 | 41 | 48 | 51 | 37 | 47 | | | | | |
| Somewhat well | 28 | 28 | 29 | 39 | 37 | 19 | 25 | 16 | 45 | 30 | 18 | 31 | 22 | 30 | 29 | 24 | | | | | |
| <u>TOTAL NOT WELL</u> | 12 | 10 | 16 | 7 | 9 | 9 | 16 | 7 | 8 | 11 | 18 | 18 | 24 | 8 | 16 | 12 | | | | | |
| Not too well | 6 | 5 | 9 | 3 | 4 | 4 | 9 | 5 | 0 | 8 | 13 | 9 | 14 | 5 | 11 | 4 | | | | | |
| Not at all well | 6 | 5 | 7 | 4 | 6 | 5 | 7 | 2 | 8 | 3 | 6 | 9 | 9 | 4 | 6 | 8 | | | | | |
| <u>DK/NA</u> | 14 | 15 | 14 | 14 | 9 | 21 | 22 | 11 | 3 | 15 | 31 | 10 | 6 | 11 | 17 | 18 | | | | | |
| DK/NA | 14 | 15 | 14 | 14 | 9 | 21 | 22 | 11 | 3 | 15 | 31 | 10 | 6 | 11 | 17 | 18 | | | | | |

Table 22: Q6n. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well.
 : Affordable

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|------------------------------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-------------|-----------|-----------|-----------|------------------|-----------|-----------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 119 | 86 | 27 | 72 | 206 | 99 | 16 | 103 | 24 | 60 | 70 | 154 | 165 | 65 | 150 | 28 | 99 | 177 | 92 |
| <u>TOTAL WELL</u> | 46 | 73 | 40 | 21 | 24 | 59 | 23 | 16 | 36 | 81 | 80 | 50 | 66 | 27 | 87 | 76 | 16 | 68 | 61 | 25 |
| Very well | 20 | 36 | 18 | 6 | 5 | 29 | 6 | 4 | 16 | 49 | 38 | 18 | 31 | 10 | 51 | 36 | 7 | 34 | 30 | 8 |
| Somewhat well | 26 | 37 | 23 | 16 | 18 | 31 | 17 | 11 | 21 | 32 | 42 | 31 | 35 | 16 | 36 | 39 | 9 | 34 | 31 | 16 |
| <u>TOTAL NOT WELL</u> | 22 | 11 | 21 | 38 | 35 | 15 | 36 | 27 | 22 | 16 | 20 | 29 | 24 | 21 | 10 | 17 | 70 | 15 | 17 | 39 |
| Not too well | 13 | 9 | 15 | 22 | 13 | 11 | 16 | 8 | 14 | 9 | 15 | 20 | 16 | 10 | 6 | 13 | 25 | 13 | 11 | 19 |
| Not at all well | 9 | 2 | 6 | 16 | 21 | 3 | 20 | 19 | 8 | 7 | 5 | 10 | 8 | 11 | 5 | 4 | 45 | 2 | 5 | 20 |
| <u>DK/NA</u> | 32 | 16 | 39 | 41 | 42 | 26 | 41 | 57 | 42 | 3 | 0 | 21 | 10 | 53 | 3 | 7 | 15 | 17 | 22 | 36 |
| DK/NA | 32 | 16 | 39 | 41 | 42 | 26 | 41 | 57 | 42 | 3 | 0 | 21 | 10 | 53 | 3 | 7 | 15 | 17 | 22 | 36 |

| | Q9 VOTE AFTER POSITIVES | | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | |
|------------------------------|-------------------------|-----------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|-----------|------------|-----------|-----------|---------------|-----------|--------------------|-----------|-----------|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 321 | 220 | 84 | 17 | 206 | 93 | 22 | 183 | 74 | 64 | 24 | 23 | 18 | 197 | 100 | 231 | 38 | 56 |
| <u>TOTAL WELL</u> | 46 | 57 | 22 | 19 | 58 | 20 | 39 | 60 | 17 | 38 | 34 | 44 | 33 | 49 | 45 | 51 | 42 | 40 |
| Very well | 20 | 28 | 4 | 4 | 27 | 4 | 19 | 30 | 3 | 13 | 14 | 11 | 10 | 22 | 18 | 24 | 16 | 16 |
| Somewhat well | 26 | 29 | 18 | 15 | 31 | 16 | 20 | 30 | 14 | 25 | 21 | 34 | 23 | 27 | 28 | 27 | 25 | 24 |
| <u>TOTAL NOT WELL</u> | 22 | 18 | 30 | 31 | 18 | 30 | 20 | 16 | 35 | 25 | 40 | 38 | 14 | 21 | 19 | 20 | 28 | 28 |
| Not too well | 13 | 13 | 11 | 9 | 13 | 11 | 12 | 12 | 13 | 12 | 23 | 20 | 4 | 13 | 12 | 12 | 16 | 20 |
| Not at all well | 9 | 5 | 19 | 22 | 5 | 19 | 9 | 3 | 21 | 12 | 17 | 18 | 10 | 8 | 7 | 7 | 12 | 8 |
| <u>DK/NA</u> | 32 | 25 | 48 | 50 | 23 | 50 | 41 | 24 | 48 | 37 | 25 | 18 | 52 | 29 | 36 | 30 | 30 | 33 |
| DK/NA | 32 | 25 | 48 | 50 | 23 | 50 | 41 | 24 | 48 | 37 | 25 | 18 | 52 | 29 | 36 | 30 | 30 | 33 |

Table 22: Q6n. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Affordable

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 15 | 89 | 105 | 95 | 104 | 201 | 68 | 80 | 108 | 274 | 248 | 217 | 175 | 122 | 0 | 321 |
| <u>TOTAL WELL</u> | 46 | 76 | 48 | 48 | 43 | 52 | 46 | 44 | 49 | 51 | 44 | 45 | 45 | 44 | 49 | 0 | 46 |
| Very well | 20 | 35 | 19 | 23 | 19 | 22 | 21 | 24 | 23 | 20 | 18 | 19 | 19 | 18 | 22 | 0 | 20 |
| Somewhat well | 26 | 41 | 29 | 25 | 24 | 31 | 24 | 21 | 26 | 31 | 27 | 26 | 27 | 26 | 26 | 0 | 26 |
| <u>TOTAL NOT WELL</u> | 22 | 13 | 24 | 19 | 21 | 22 | 20 | 28 | 18 | 17 | 22 | 24 | 24 | 24 | 23 | 0 | 22 |
| Not too well | 13 | 13 | 14 | 10 | 15 | 14 | 12 | 21 | 10 | 11 | 13 | 14 | 15 | 15 | 13 | 0 | 13 |
| Not at all well | 9 | 0 | 10 | 9 | 6 | 8 | 8 | 6 | 7 | 6 | 9 | 10 | 9 | 9 | 10 | 0 | 9 |
| <u>DK/NA</u> | 32 | 11 | 28 | 33 | 36 | 25 | 35 | 28 | 33 | 32 | 34 | 31 | 31 | 31 | 29 | 0 | 32 |
| DK/NA | 32 | 11 | 28 | 33 | 36 | 25 | 35 | 28 | 33 | 32 | 34 | 31 | 31 | 31 | 29 | 0 | 32 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 80 | 65 | 48 | 151 | 170 | 114 | 122 | 46 | 21 | 14 | 59 | 59 |
| <u>TOTAL WELL</u> | 46 | 51 | 42 | 49 | 46 | 35 | 68 | 45 | 37 | 42 | 41 | 50 | 51 | 42 | 45 | 49 | 46 | 31 | 40 | 38 | 54 |
| Very well | 20 | 20 | 21 | 22 | 20 | 13 | 27 | 25 | 16 | 16 | 17 | 27 | 23 | 18 | 21 | 24 | 18 | 12 | 11 | 16 | 22 |
| Somewhat well | 26 | 31 | 21 | 27 | 26 | 22 | 41 | 19 | 21 | 26 | 24 | 23 | 28 | 24 | 24 | 25 | 28 | 19 | 29 | 22 | 32 |
| <u>TOTAL NOT WELL</u> | 22 | 26 | 18 | 22 | 20 | 27 | 24 | 13 | 18 | 26 | 21 | 27 | 17 | 26 | 24 | 23 | 27 | 32 | 15 | 21 | 16 |
| Not too well | 13 | 16 | 9 | 16 | 9 | 7 | 10 | 6 | 18 | 15 | 12 | 12 | 11 | 14 | 12 | 16 | 19 | 7 | 0 | 10 | 7 |
| Not at all well | 9 | 10 | 9 | 6 | 11 | 20 | 14 | 7 | 0 | 10 | 9 | 15 | 6 | 12 | 11 | 6 | 8 | 25 | 15 | 11 | 9 |
| <u>DK/NA</u> | 32 | 23 | 41 | 29 | 35 | 38 | 8 | 43 | 45 | 33 | 38 | 22 | 32 | 32 | 31 | 28 | 27 | 37 | 45 | 41 | 31 |
| DK/NA | 32 | 23 | 41 | 29 | 35 | 38 | 8 | 43 | 45 | 33 | 38 | 22 | 32 | 32 | 31 | 28 | 27 | 37 | 45 | 41 | 31 |

Table 22: Q6n. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Affordable

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 76 | 78 | 75 | 91 | 80 | 112 | 45 | 33 | 30 | 20 | 86 | 106 | 43 | 35 | 22 | 28 | 52 | 51 | 95 | 105 |
| <u>TOTAL WELL</u> | 46 | 55 | 47 | 47 | 37 | 50 | 48 | 56 | 32 | 46 | 19 | 51 | 47 | 62 | 26 | 27 | 40 | 57 | 49 | 51 | 40 |
| Very well | 20 | 23 | 16 | 23 | 19 | 22 | 23 | 21 | 18 | 11 | 15 | 21 | 23 | 33 | 5 | 10 | 14 | 18 | 26 | 22 | 20 |
| Somewhat well | 26 | 32 | 30 | 24 | 18 | 28 | 26 | 34 | 14 | 35 | 4 | 30 | 24 | 29 | 21 | 17 | 26 | 40 | 23 | 29 | 20 |
| <u>TOTAL NOT WELL</u> | 22 | 21 | 31 | 12 | 22 | 27 | 18 | 22 | 17 | 30 | 19 | 22 | 21 | 8 | 34 | 18 | 34 | 31 | 13 | 23 | 17 |
| Not too well | 13 | 13 | 19 | 7 | 10 | 21 | 12 | 14 | 2 | 9 | 0 | 17 | 15 | 0 | 19 | 8 | 6 | 18 | 8 | 15 | 10 |
| Not at all well | 9 | 8 | 12 | 5 | 12 | 6 | 6 | 8 | 14 | 21 | 19 | 5 | 7 | 8 | 15 | 10 | 28 | 12 | 4 | 8 | 7 |
| <u>DK/NA</u> | 32 | 24 | 22 | 41 | 41 | 23 | 34 | 22 | 51 | 24 | 61 | 27 | 31 | 30 | 40 | 54 | 26 | 12 | 39 | 26 | 43 |
| DK/NA | 32 | 24 | 22 | 41 | 41 | 23 | 34 | 22 | 51 | 24 | 61 | 27 | 31 | 30 | 40 | 54 | 26 | 12 | 39 | 26 | 43 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 206 | 115 | 45 | 43 | 33 | 41 | 43 | 23 | 25 | 25 | 20 | 22 | 141 | 98 | 81 | | | | | |
| <u>TOTAL WELL</u> | 46 | 48 | 41 | 46 | 53 | 43 | 40 | 58 | 35 | 36 | 49 | 36 | 51 | 53 | 37 | 44 | | | | | |
| Very well | 20 | 22 | 17 | 18 | 31 | 25 | 19 | 18 | 3 | 15 | 36 | 18 | 11 | 20 | 15 | 27 | | | | | |
| Somewhat well | 26 | 26 | 25 | 28 | 23 | 18 | 21 | 40 | 31 | 21 | 14 | 18 | 40 | 33 | 22 | 17 | | | | | |
| <u>TOTAL NOT WELL</u> | 22 | 22 | 21 | 24 | 30 | 22 | 20 | 16 | 48 | 3 | 18 | 8 | 28 | 25 | 23 | 16 | | | | | |
| Not too well | 13 | 12 | 13 | 11 | 18 | 16 | 10 | 8 | 36 | 3 | 4 | 8 | 15 | 16 | 13 | 6 | | | | | |
| Not at all well | 9 | 10 | 8 | 14 | 12 | 6 | 9 | 8 | 12 | 0 | 14 | 0 | 14 | 9 | 10 | 10 | | | | | |
| <u>DK/NA</u> | 32 | 29 | 37 | 30 | 17 | 35 | 40 | 26 | 17 | 61 | 33 | 56 | 20 | 22 | 40 | 40 | | | | | |
| DK/NA | 32 | 29 | 37 | 30 | 17 | 35 | 40 | 26 | 17 | 61 | 33 | 56 | 20 | 22 | 40 | 40 | | | | | |

Table 23: Q6o. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well.
 : Important for our economy

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|---------------|------------------|--------------------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 119 | 86 | 27 | 72 | 206 | 99 | 16 | 103 | 24 | 60 | 70 | 154 | 165 | 65 | 150 | 28 | 99 | 177 | 92 |
| <u>TOTAL WELL</u> | 57 | 90 | 56 | 16 | 25 | 76 | 22 | 28 | 51 | 87 | 79 | 71 | 77 | 38 | 90 | 82 | 23 | 85 | 80 | 24 |
| Very well | 27 | 56 | 13 | 9 | 9 | 38 | 9 | 0 | 11 | 44 | 43 | 35 | 39 | 16 | 64 | 45 | 4 | 57 | 43 | 3 |
| Somewhat well | 30 | 34 | 43 | 7 | 15 | 38 | 13 | 28 | 40 | 44 | 37 | 36 | 37 | 22 | 26 | 36 | 19 | 28 | 37 | 21 |
| <u>TOTAL NOT WELL</u> | 28 | 5 | 19 | 65 | 67 | 11 | 66 | 17 | 19 | 13 | 19 | 13 | 15 | 41 | 9 | 13 | 74 | 9 | 9 | 65 |
| Not too well | 13 | 4 | 19 | 28 | 13 | 10 | 17 | 17 | 19 | 6 | 14 | 2 | 7 | 18 | 9 | 9 | 19 | 8 | 7 | 20 |
| Not at all well | 15 | 1 | 0 | 36 | 54 | 1 | 49 | 0 | 0 | 7 | 5 | 10 | 8 | 23 | 0 | 4 | 55 | 1 | 2 | 45 |
| <u>DK/NA</u> | 15 | 5 | 25 | 19 | 8 | 13 | 11 | 55 | 30 | 0 | 2 | 17 | 8 | 21 | 2 | 5 | 3 | 6 | 10 | 11 |
| DK/NA | 15 | 5 | 25 | 19 | 8 | 13 | 11 | 55 | 30 | 0 | 2 | 17 | 8 | 21 | 2 | 5 | 3 | 6 | 10 | 11 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 220 | 84 | 17 | 206 | 93 | 22 | 183 | 74 | 64 | 24 | 23 | 18 | 197 | 100 | 231 | 38 | 56 | | |
| <u>TOTAL WELL</u> | 57 | 75 | 17 | 22 | 77 | 20 | 30 | 78 | 14 | 45 | 55 | 64 | 43 | 55 | 65 | 61 | 65 | 57 | | |
| Very well | 27 | 38 | 4 | 8 | 40 | 2 | 9 | 42 | 3 | 12 | 20 | 24 | 0 | 26 | 35 | 30 | 40 | 29 | | |
| Somewhat well | 30 | 37 | 13 | 15 | 36 | 17 | 21 | 36 | 11 | 33 | 35 | 40 | 43 | 30 | 30 | 32 | 25 | 28 | | |
| <u>TOTAL NOT WELL</u> | 28 | 12 | 69 | 41 | 12 | 63 | 36 | 10 | 74 | 29 | 25 | 29 | 14 | 30 | 21 | 23 | 14 | 28 | | |
| Not too well | 13 | 10 | 18 | 24 | 11 | 16 | 20 | 9 | 17 | 19 | 13 | 22 | 14 | 14 | 11 | 12 | 7 | 11 | | |
| Not at all well | 15 | 2 | 51 | 17 | 1 | 47 | 16 | 1 | 57 | 10 | 11 | 8 | 0 | 16 | 10 | 11 | 6 | 17 | | |
| <u>DK/NA</u> | 15 | 13 | 14 | 37 | 11 | 18 | 34 | 12 | 12 | 26 | 21 | 7 | 43 | 15 | 15 | 15 | 21 | 15 | | |
| DK/NA | 15 | 13 | 14 | 37 | 11 | 18 | 34 | 12 | 12 | 26 | 21 | 7 | 43 | 15 | 15 | 15 | 21 | 15 | | |

Table 23: Q6o. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Important for our economy

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 15 | 89 | 105 | 95 | 104 | 201 | 68 | 80 | 108 | 274 | 248 | 217 | 175 | 122 | 0 | 321 |
| <u>TOTAL WELL</u> | 57 | 85 | 67 | 53 | 51 | 70 | 52 | 61 | 63 | 55 | 55 | 55 | 54 | 54 | 58 | 0 | 57 |
| Very well | 27 | 33 | 39 | 30 | 15 | 38 | 23 | 38 | 30 | 23 | 26 | 28 | 27 | 25 | 30 | 0 | 27 |
| Somewhat well | 30 | 53 | 28 | 23 | 36 | 32 | 29 | 23 | 33 | 32 | 28 | 27 | 27 | 29 | 28 | 0 | 30 |
| <u>TOTAL NOT WELL</u> | 28 | 9 | 21 | 30 | 32 | 20 | 31 | 29 | 20 | 28 | 30 | 31 | 32 | 32 | 29 | 0 | 28 |
| Not too well | 13 | 9 | 10 | 16 | 15 | 10 | 16 | 16 | 8 | 11 | 13 | 14 | 14 | 16 | 14 | 0 | 13 |
| Not at all well | 15 | 0 | 12 | 14 | 17 | 10 | 16 | 12 | 12 | 17 | 17 | 17 | 17 | 17 | 14 | 0 | 15 |
| <u>DK/NA</u> | 15 | 6 | 11 | 17 | 16 | 10 | 17 | 10 | 17 | 17 | 15 | 14 | 14 | 14 | 14 | 0 | 15 |
| DK/NA | 15 | 6 | 11 | 17 | 16 | 10 | 17 | 10 | 17 | 17 | 15 | 14 | 14 | 14 | 14 | 0 | 15 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 80 | 65 | 48 | 151 | 170 | 114 | 122 | 46 | 21 | 14 | 59 | 59 |
| <u>TOTAL WELL</u> | 57 | 57 | 57 | 66 | 49 | 33 | 72 | 69 | 51 | 48 | 58 | 52 | 62 | 52 | 55 | 65 | 69 | 29 | 27 | 43 | 59 |
| Very well | 27 | 25 | 29 | 32 | 22 | 15 | 35 | 22 | 25 | 25 | 31 | 25 | 28 | 26 | 28 | 35 | 23 | 20 | 0 | 20 | 29 |
| Somewhat well | 30 | 31 | 29 | 34 | 27 | 18 | 37 | 47 | 26 | 23 | 27 | 27 | 34 | 26 | 27 | 30 | 46 | 9 | 27 | 24 | 30 |
| <u>TOTAL NOT WELL</u> | 28 | 34 | 22 | 19 | 39 | 49 | 20 | 18 | 28 | 38 | 25 | 33 | 22 | 34 | 28 | 22 | 13 | 60 | 41 | 41 | 27 |
| Not too well | 13 | 14 | 12 | 10 | 18 | 18 | 15 | 7 | 16 | 16 | 6 | 18 | 13 | 13 | 11 | 11 | 8 | 15 | 16 | 20 | 13 |
| Not at all well | 15 | 20 | 11 | 9 | 21 | 32 | 5 | 10 | 13 | 23 | 19 | 15 | 9 | 21 | 17 | 12 | 4 | 45 | 25 | 21 | 14 |
| <u>DK/NA</u> | 15 | 9 | 20 | 15 | 12 | 18 | 9 | 13 | 21 | 13 | 18 | 15 | 16 | 14 | 16 | 12 | 18 | 11 | 32 | 16 | 14 |
| DK/NA | 15 | 9 | 20 | 15 | 12 | 18 | 9 | 13 | 21 | 13 | 18 | 15 | 16 | 14 | 16 | 12 | 18 | 11 | 32 | 16 | 14 |

Table 23: Q6o. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Important for our economy

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 76 | 78 | 75 | 91 | 80 | 112 | 45 | 33 | 30 | 20 | 86 | 106 | 43 | 35 | 22 | 28 | 52 | 51 | 95 | 105 |
| <u>TOTAL WELL</u> | 57 | 69 | 44 | 56 | 59 | 64 | 67 | 54 | 43 | 40 | 25 | 73 | 60 | 58 | 39 | 27 | 38 | 79 | 63 | 48 | 56 |
| Very well | 27 | 29 | 22 | 27 | 30 | 29 | 35 | 23 | 21 | 21 | 8 | 36 | 30 | 25 | 18 | 5 | 24 | 42 | 35 | 18 | 27 |
| Somewhat well | 30 | 40 | 22 | 28 | 29 | 36 | 33 | 31 | 22 | 19 | 16 | 38 | 31 | 32 | 21 | 22 | 14 | 37 | 27 | 29 | 29 |
| <u>TOTAL NOT WELL</u> | 28 | 21 | 47 | 21 | 23 | 25 | 14 | 40 | 37 | 53 | 41 | 13 | 23 | 27 | 53 | 48 | 50 | 15 | 22 | 41 | 22 |
| Not too well | 13 | 11 | 18 | 14 | 9 | 14 | 7 | 15 | 21 | 15 | 22 | 10 | 10 | 17 | 19 | 16 | 19 | 7 | 13 | 20 | 12 |
| Not at all well | 15 | 11 | 29 | 7 | 14 | 11 | 7 | 24 | 16 | 38 | 19 | 3 | 14 | 10 | 34 | 32 | 31 | 9 | 10 | 22 | 10 |
| <u>DK/NA</u> | 15 | 9 | 9 | 23 | 18 | 11 | 18 | 7 | 19 | 7 | 34 | 14 | 16 | 15 | 8 | 25 | 12 | 6 | 15 | 11 | 22 |
| DK/NA | 15 | 9 | 9 | 23 | 18 | 11 | 18 | 7 | 19 | 7 | 34 | 14 | 16 | 15 | 8 | 25 | 12 | 6 | 15 | 11 | 22 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 206 | 115 | 45 | 43 | 33 | 41 | 43 | 23 | 25 | 25 | 20 | 22 | 141 | 98 | 81 | | | | | |
| <u>TOTAL WELL</u> | 57 | 58 | 55 | 50 | 66 | 68 | 53 | 56 | 63 | 47 | 57 | 50 | 55 | 60 | 50 | 58 | | | | | |
| Very well | 27 | 30 | 23 | 27 | 24 | 38 | 28 | 32 | 26 | 20 | 24 | 23 | 20 | 32 | 22 | 25 | | | | | |
| Somewhat well | 30 | 28 | 32 | 23 | 42 | 30 | 25 | 23 | 37 | 27 | 34 | 27 | 35 | 28 | 28 | 34 | | | | | |
| <u>TOTAL NOT WELL</u> | 28 | 27 | 30 | 40 | 29 | 10 | 29 | 24 | 22 | 32 | 25 | 38 | 36 | 29 | 30 | 26 | | | | | |
| Not too well | 13 | 13 | 12 | 26 | 12 | 3 | 8 | 15 | 14 | 19 | 6 | 12 | 9 | 16 | 10 | 11 | | | | | |
| Not at all well | 15 | 14 | 18 | 14 | 17 | 7 | 21 | 9 | 8 | 12 | 19 | 26 | 27 | 13 | 19 | 15 | | | | | |
| <u>DK/NA</u> | 15 | 15 | 15 | 10 | 5 | 23 | 18 | 20 | 15 | 21 | 17 | 12 | 9 | 11 | 20 | 16 | | | | | |
| DK/NA | 15 | 15 | 15 | 10 | 5 | 23 | 18 | 20 | 15 | 21 | 17 | 12 | 9 | 11 | 20 | 16 | | | | | |

Table 24: Q6p. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well.
 : Easy to use

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|------------------------------|-----------------|-------------------------|-----------|-----------|-----------|----------------|-----------|-----------|-------------------|-------------|------------|-----------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 119 | 86 | 27 | 72 | 206 | 99 | 16 | 103 | 24 | 60 | 70 | 154 | 165 | 65 | 150 | 28 | 99 | 177 | 92 |
| <u>TOTAL WELL</u> | 56 | 83 | 56 | 29 | 32 | 72 | 32 | 16 | 50 | 93 | 94 | 81 | 88 | 27 | 96 | 92 | 27 | 75 | 74 | 36 |
| Very well | 27 | 51 | 19 | 9 | 10 | 37 | 9 | 10 | 17 | 61 | 59 | 28 | 45 | 10 | 70 | 53 | 3 | 42 | 39 | 11 |
| Somewhat well | 29 | 32 | 38 | 21 | 23 | 35 | 22 | 6 | 33 | 32 | 35 | 53 | 43 | 17 | 26 | 39 | 24 | 34 | 35 | 25 |
| <u>TOTAL NOT WELL</u> | 16 | 4 | 11 | 35 | 35 | 7 | 35 | 20 | 12 | 7 | 6 | 8 | 7 | 26 | 4 | 5 | 68 | 8 | 8 | 34 |
| Not too well | 8 | 4 | 7 | 20 | 12 | 5 | 14 | 0 | 6 | 0 | 5 | 5 | 4 | 11 | 4 | 4 | 31 | 5 | 5 | 12 |
| Not at all well | 9 | 0 | 4 | 15 | 24 | 2 | 21 | 20 | 6 | 7 | 1 | 3 | 3 | 14 | 0 | 1 | 37 | 3 | 3 | 22 |
| <u>DK/NA</u> | 27 | 13 | 33 | 36 | 32 | 21 | 33 | 65 | 38 | 0 | 0 | 12 | 5 | 47 | 0 | 2 | 5 | 17 | 18 | 30 |
| DK/NA | 27 | 13 | 33 | 36 | 32 | 21 | 33 | 65 | 38 | 0 | 0 | 12 | 5 | 47 | 0 | 2 | 5 | 17 | 18 | 30 |
| | | Q9 VOTE AFTER POSITIVES | | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 220 | 84 | 17 | 206 | 93 | 22 | 183 | 74 | 64 | 24 | 23 | 18 | 197 | 100 | 231 | 38 | 56 | | |
| <u>TOTAL WELL</u> | 56 | 71 | 25 | 23 | 72 | 27 | 36 | 74 | 23 | 45 | 49 | 59 | 42 | 59 | 60 | 61 | 54 | 58 | | |
| Very well | 27 | 37 | 5 | 8 | 37 | 6 | 26 | 38 | 4 | 23 | 27 | 25 | 17 | 27 | 29 | 30 | 38 | 29 | | |
| Somewhat well | 29 | 34 | 20 | 14 | 35 | 20 | 9 | 36 | 19 | 23 | 22 | 35 | 25 | 32 | 31 | 31 | 16 | 29 | | |
| <u>TOTAL NOT WELL</u> | 16 | 7 | 37 | 39 | 7 | 37 | 21 | 6 | 41 | 17 | 13 | 10 | 15 | 14 | 17 | 12 | 20 | 17 | | |
| Not too well | 8 | 5 | 14 | 10 | 5 | 13 | 12 | 5 | 15 | 7 | 8 | 4 | 4 | 7 | 11 | 5 | 8 | 7 | | |
| Not at all well | 9 | 2 | 23 | 29 | 2 | 24 | 9 | 1 | 26 | 10 | 6 | 6 | 10 | 7 | 6 | 6 | 12 | 10 | | |
| <u>DK/NA</u> | 27 | 22 | 38 | 38 | 21 | 37 | 43 | 20 | 36 | 38 | 38 | 31 | 43 | 28 | 23 | 28 | 26 | 25 | | |
| DK/NA | 27 | 22 | 38 | 38 | 21 | 37 | 43 | 20 | 36 | 38 | 38 | 31 | 43 | 28 | 23 | 28 | 26 | 25 | | |

Table 24: Q6p. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Easy to use

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 15 | 89 | 105 | 95 | 104 | 201 | 68 | 80 | 108 | 274 | 248 | 217 | 175 | 122 | 0 | 321 |
| <u>TOTAL WELL</u> | 56 | 89 | 61 | 57 | 55 | 65 | 56 | 57 | 62 | 60 | 54 | 55 | 55 | 57 | 59 | 0 | 56 |
| Very well | 27 | 50 | 31 | 30 | 21 | 34 | 26 | 27 | 31 | 28 | 23 | 24 | 25 | 25 | 30 | 0 | 27 |
| Somewhat well | 29 | 39 | 30 | 27 | 33 | 32 | 30 | 30 | 31 | 32 | 30 | 30 | 30 | 32 | 30 | 0 | 29 |
| <u>TOTAL NOT WELL</u> | 16 | 5 | 15 | 16 | 12 | 13 | 14 | 18 | 10 | 13 | 17 | 17 | 18 | 14 | 12 | 0 | 16 |
| Not too well | 8 | 5 | 6 | 8 | 6 | 6 | 7 | 12 | 3 | 6 | 9 | 9 | 10 | 8 | 6 | 0 | 8 |
| Not at all well | 9 | 0 | 8 | 8 | 5 | 7 | 7 | 6 | 7 | 7 | 8 | 7 | 7 | 6 | 7 | 0 | 9 |
| <u>DK/NA</u> | 27 | 6 | 24 | 27 | 33 | 21 | 30 | 26 | 28 | 27 | 29 | 29 | 28 | 29 | 28 | 0 | 27 |
| DK/NA | 27 | 6 | 24 | 27 | 33 | 21 | 30 | 26 | 28 | 27 | 29 | 29 | 28 | 29 | 28 | 0 | 27 |

| | GENDER | | PARTY REG | | | AGE | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | | |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 80 | 65 | 48 | 151 | 170 | 114 | 122 | 46 | 21 | 14 | 59 | 59 |
| <u>TOTAL WELL</u> | 56 | 61 | 52 | 63 | 54 | 35 | 71 | 67 | 45 | 56 | 44 | 63 | 61 | 52 | 52 | 69 | 55 | 30 | 17 | 49 | 58 |
| Very well | 27 | 33 | 22 | 29 | 25 | 21 | 45 | 31 | 17 | 28 | 22 | 25 | 31 | 23 | 23 | 32 | 24 | 17 | 6 | 22 | 34 |
| Somewhat well | 29 | 29 | 30 | 34 | 29 | 14 | 26 | 36 | 28 | 29 | 22 | 39 | 30 | 29 | 29 | 37 | 32 | 13 | 11 | 27 | 24 |
| <u>TOTAL NOT WELL</u> | 16 | 17 | 15 | 11 | 25 | 23 | 16 | 10 | 24 | 17 | 18 | 11 | 15 | 17 | 15 | 11 | 13 | 25 | 28 | 29 | 12 |
| Not too well | 8 | 8 | 8 | 6 | 15 | 4 | 7 | 8 | 13 | 6 | 8 | 6 | 9 | 7 | 7 | 3 | 12 | 4 | 10 | 18 | 4 |
| Not at all well | 9 | 9 | 7 | 5 | 10 | 19 | 9 | 2 | 11 | 11 | 11 | 5 | 6 | 11 | 8 | 7 | 2 | 21 | 18 | 11 | 8 |
| <u>DK/NA</u> | 27 | 22 | 32 | 26 | 21 | 42 | 14 | 23 | 31 | 26 | 37 | 26 | 23 | 31 | 32 | 21 | 31 | 44 | 55 | 22 | 30 |
| DK/NA | 27 | 22 | 32 | 26 | 21 | 42 | 14 | 23 | 31 | 26 | 37 | 26 | 23 | 31 | 32 | 21 | 31 | 44 | 55 | 22 | 30 |

Table 24: Q6p. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : Easy to use

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 76 | 78 | 75 | 91 | 80 | 112 | 45 | 33 | 30 | 20 | 86 | 106 | 43 | 35 | 22 | 28 | 52 | 51 | 95 | 105 |
| <u>TOTAL WELL</u> | 56 | 70 | 53 | 54 | 51 | 67 | 60 | 68 | 36 | 36 | 36 | 70 | 57 | 61 | 46 | 29 | 40 | 73 | 59 | 60 | 53 |
| Very well | 27 | 38 | 28 | 26 | 20 | 38 | 23 | 30 | 19 | 22 | 21 | 32 | 27 | 38 | 10 | 15 | 26 | 46 | 22 | 28 | 24 |
| Somewhat well | 29 | 32 | 25 | 28 | 31 | 29 | 37 | 38 | 16 | 14 | 15 | 38 | 30 | 23 | 36 | 14 | 13 | 27 | 37 | 32 | 28 |
| <u>TOTAL NOT WELL</u> | 16 | 10 | 23 | 19 | 12 | 13 | 10 | 17 | 35 | 27 | 13 | 12 | 11 | 20 | 31 | 20 | 26 | 15 | 10 | 15 | 14 |
| Not too well | 8 | 6 | 10 | 12 | 4 | 8 | 4 | 7 | 24 | 8 | 0 | 10 | 3 | 11 | 19 | 0 | 8 | 8 | 4 | 7 | 8 |
| Not at all well | 9 | 5 | 14 | 7 | 8 | 5 | 5 | 9 | 11 | 20 | 13 | 2 | 8 | 8 | 12 | 20 | 18 | 7 | 6 | 8 | 5 |
| <u>DK/NA</u> | 27 | 20 | 23 | 27 | 37 | 20 | 30 | 15 | 29 | 37 | 51 | 18 | 32 | 19 | 24 | 51 | 35 | 12 | 31 | 26 | 34 |
| DK/NA | 27 | 20 | 23 | 27 | 37 | 20 | 30 | 15 | 29 | 37 | 51 | 18 | 32 | 19 | 24 | 51 | 35 | 12 | 31 | 26 | 34 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 206 | 115 | 45 | 43 | 33 | 41 | 43 | 23 | 25 | 25 | 20 | 22 | 141 | 98 | 81 | | | | | |
| <u>TOTAL WELL</u> | 56 | 56 | 57 | 47 | 76 | 49 | 47 | 61 | 67 | 53 | 62 | 43 | 57 | 65 | 51 | 49 | | | | | |
| Very well | 27 | 31 | 21 | 24 | 34 | 28 | 26 | 40 | 30 | 8 | 22 | 17 | 28 | 33 | 18 | 28 | | | | | |
| Somewhat well | 29 | 26 | 36 | 23 | 41 | 21 | 21 | 21 | 37 | 44 | 40 | 26 | 29 | 31 | 33 | 21 | | | | | |
| <u>TOTAL NOT WELL</u> | 16 | 16 | 17 | 20 | 18 | 12 | 19 | 10 | 19 | 13 | 15 | 8 | 30 | 14 | 15 | 23 | | | | | |
| Not too well | 8 | 8 | 7 | 9 | 10 | 12 | 2 | 9 | 11 | 3 | 0 | 0 | 22 | 7 | 8 | 8 | | | | | |
| Not at all well | 9 | 8 | 10 | 11 | 8 | 0 | 17 | 2 | 8 | 10 | 15 | 8 | 7 | 6 | 7 | 15 | | | | | |
| <u>DK/NA</u> | 27 | 28 | 26 | 33 | 7 | 39 | 34 | 29 | 14 | 34 | 23 | 48 | 14 | 22 | 34 | 28 | | | | | |
| DK/NA | 27 | 28 | 26 | 33 | 7 | 39 | 34 | 29 | 14 | 34 | 23 | 48 | 14 | 22 | 34 | 28 | | | | | |

Table 25: Q6q. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well.
 : A good way to get where I am going

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|---------------|------------------|--------------------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 119 | 86 | 27 | 72 | 206 | 99 | 16 | 103 | 24 | 60 | 70 | 154 | 165 | 65 | 150 | 28 | 99 | 177 | 92 |
| <u>TOTAL WELL</u> | 47 | 72 | 52 | 11 | 16 | 64 | 15 | 25 | 48 | 86 | 80 | 54 | 69 | 25 | 86 | 72 | 23 | 65 | 63 | 24 |
| Very well | 13 | 25 | 11 | 0 | 3 | 19 | 2 | 0 | 9 | 42 | 24 | 11 | 21 | 5 | 29 | 24 | 0 | 25 | 20 | 4 |
| Somewhat well | 34 | 47 | 41 | 11 | 13 | 44 | 13 | 25 | 39 | 44 | 56 | 43 | 48 | 20 | 56 | 48 | 23 | 40 | 43 | 20 |
| <u>TOTAL NOT WELL</u> | 37 | 19 | 31 | 79 | 64 | 24 | 68 | 23 | 30 | 14 | 18 | 37 | 26 | 48 | 11 | 24 | 77 | 23 | 24 | 65 |
| Not too well | 13 | 12 | 14 | 18 | 12 | 13 | 14 | 0 | 12 | 7 | 10 | 23 | 15 | 10 | 7 | 16 | 5 | 13 | 13 | 15 |
| Not at all well | 25 | 6 | 16 | 61 | 52 | 11 | 54 | 23 | 17 | 7 | 8 | 15 | 11 | 38 | 4 | 8 | 72 | 9 | 12 | 50 |
| <u>DK/NA</u> | 16 | 10 | 17 | 10 | 20 | 13 | 17 | 52 | 22 | 0 | 2 | 9 | 5 | 27 | 3 | 4 | 0 | 12 | 13 | 11 |
| DK/NA | 16 | 10 | 17 | 10 | 20 | 13 | 17 | 52 | 22 | 0 | 2 | 9 | 5 | 27 | 3 | 4 | 0 | 12 | 13 | 11 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 220 | 84 | 17 | 206 | 93 | 22 | 183 | 74 | 64 | 24 | 23 | 18 | 197 | 100 | 231 | 38 | 56 | | |
| <u>TOTAL WELL</u> | 47 | 63 | 9 | 14 | 62 | 14 | 39 | 63 | 7 | 45 | 52 | 51 | 46 | 44 | 54 | 49 | 61 | 55 | | |
| Very well | 13 | 18 | 3 | 0 | 18 | 4 | 7 | 19 | 2 | 7 | 3 | 3 | 11 | 12 | 15 | 14 | 24 | 16 | | |
| Somewhat well | 34 | 46 | 6 | 14 | 44 | 10 | 32 | 44 | 5 | 38 | 49 | 48 | 35 | 32 | 39 | 35 | 38 | 38 | | |
| <u>TOTAL NOT WELL</u> | 37 | 23 | 71 | 56 | 24 | 66 | 38 | 24 | 74 | 33 | 25 | 30 | 28 | 39 | 31 | 34 | 21 | 33 | | |
| Not too well | 13 | 13 | 12 | 12 | 14 | 11 | 9 | 14 | 14 | 7 | 10 | 11 | 0 | 16 | 8 | 13 | 7 | 13 | | |
| Not at all well | 25 | 10 | 59 | 45 | 11 | 55 | 29 | 10 | 61 | 26 | 14 | 19 | 28 | 24 | 22 | 21 | 14 | 21 | | |
| <u>DK/NA</u> | 16 | 14 | 20 | 30 | 14 | 20 | 23 | 13 | 19 | 22 | 23 | 19 | 26 | 17 | 15 | 16 | 18 | 12 | | |
| DK/NA | 16 | 14 | 20 | 30 | 14 | 20 | 23 | 13 | 19 | 22 | 23 | 19 | 26 | 17 | 15 | 16 | 18 | 12 | | |

Table 25: Q6q. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : A good way to get where I am going

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 15 | 89 | 105 | 95 | 104 | 201 | 68 | 80 | 108 | 274 | 248 | 217 | 175 | 122 | 0 | 321 |
| <u>TOTAL WELL</u> | 47 | 75 | 54 | 44 | 44 | 57 | 44 | 52 | 54 | 42 | 45 | 44 | 43 | 45 | 50 | 0 | 47 |
| Very well | 13 | 42 | 15 | 17 | 4 | 19 | 11 | 13 | 14 | 10 | 10 | 10 | 9 | 8 | 10 | 0 | 13 |
| Somewhat well | 34 | 33 | 39 | 27 | 40 | 38 | 33 | 39 | 40 | 32 | 35 | 35 | 34 | 37 | 40 | 0 | 34 |
| <u>TOTAL NOT WELL</u> | 37 | 19 | 31 | 43 | 36 | 29 | 40 | 39 | 31 | 41 | 38 | 40 | 42 | 38 | 35 | 0 | 37 |
| Not too well | 13 | 6 | 11 | 16 | 14 | 10 | 15 | 13 | 12 | 17 | 12 | 13 | 14 | 12 | 13 | 0 | 13 |
| Not at all well | 25 | 13 | 20 | 27 | 23 | 19 | 25 | 25 | 19 | 23 | 26 | 27 | 28 | 26 | 22 | 0 | 25 |
| <u>DK/NA</u> | 16 | 6 | 15 | 13 | 20 | 14 | 16 | 10 | 15 | 17 | 17 | 15 | 15 | 17 | 15 | 0 | 16 |
| DK/NA | 16 | 6 | 15 | 13 | 20 | 14 | 16 | 10 | 15 | 17 | 17 | 15 | 15 | 17 | 15 | 0 | 16 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 80 | 65 | 48 | 151 | 170 | 114 | 122 | 46 | 21 | 14 | 59 | 59 |
| <u>TOTAL WELL</u> | 47 | 53 | 41 | 54 | 38 | 33 | 73 | 57 | 36 | 40 | 37 | 50 | 54 | 40 | 43 | 53 | 59 | 29 | 21 | 32 | 50 |
| Very well | 13 | 17 | 9 | 12 | 16 | 12 | 28 | 16 | 5 | 8 | 16 | 9 | 17 | 10 | 13 | 13 | 10 | 12 | 6 | 14 | 16 |
| Somewhat well | 34 | 36 | 32 | 41 | 22 | 22 | 45 | 40 | 31 | 31 | 21 | 42 | 37 | 30 | 30 | 40 | 48 | 17 | 15 | 19 | 34 |
| <u>TOTAL NOT WELL</u> | 37 | 38 | 36 | 28 | 51 | 50 | 24 | 40 | 39 | 41 | 37 | 38 | 35 | 40 | 38 | 30 | 26 | 48 | 50 | 55 | 38 |
| Not too well | 13 | 11 | 14 | 11 | 19 | 10 | 8 | 18 | 18 | 13 | 9 | 12 | 15 | 11 | 10 | 11 | 12 | 7 | 22 | 18 | 11 |
| Not at all well | 25 | 27 | 22 | 18 | 32 | 40 | 17 | 22 | 22 | 28 | 28 | 26 | 20 | 29 | 27 | 19 | 14 | 41 | 29 | 37 | 27 |
| <u>DK/NA</u> | 16 | 9 | 23 | 18 | 11 | 17 | 2 | 4 | 24 | 19 | 26 | 11 | 11 | 20 | 20 | 17 | 16 | 23 | 29 | 13 | 12 |
| DK/NA | 16 | 9 | 23 | 18 | 11 | 17 | 2 | 4 | 24 | 19 | 26 | 11 | 11 | 20 | 20 | 17 | 16 | 23 | 29 | 13 | 12 |

Table 25: Q6q. Here is a series of words and phrases that someone might use to describe SMART. After hearing each one, please tell me if it describes the organization very well, somewhat well, not too well, or not at all well. : A good way to get where I am going

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 76 | 78 | 75 | 91 | 80 | 112 | 45 | 33 | 30 | 20 | 86 | 106 | 43 | 35 | 22 | 28 | 52 | 51 | 95 | 105 |
| <u>TOTAL WELL</u> | 47 | 66 | 41 | 43 | 39 | 63 | 47 | 47 | 27 | 37 | 30 | 64 | 45 | 49 | 25 | 25 | 39 | 73 | 43 | 45 | 43 |
| Very well | 13 | 20 | 15 | 13 | 6 | 13 | 11 | 23 | 7 | 20 | 0 | 17 | 8 | 25 | 5 | 0 | 21 | 31 | 7 | 11 | 11 |
| Somewhat well | 34 | 45 | 26 | 30 | 34 | 49 | 36 | 24 | 20 | 17 | 30 | 47 | 37 | 24 | 20 | 25 | 18 | 42 | 36 | 34 | 32 |
| <u>TOTAL NOT WELL</u> | 37 | 27 | 49 | 42 | 32 | 27 | 29 | 45 | 59 | 56 | 39 | 26 | 30 | 49 | 54 | 40 | 58 | 22 | 35 | 46 | 34 |
| Not too well | 13 | 10 | 12 | 20 | 10 | 6 | 14 | 17 | 21 | 15 | 4 | 14 | 8 | 23 | 14 | 4 | 15 | 8 | 13 | 13 | 16 |
| Not at all well | 25 | 17 | 37 | 22 | 22 | 22 | 15 | 28 | 38 | 41 | 35 | 13 | 22 | 26 | 40 | 36 | 42 | 14 | 22 | 32 | 18 |
| <u>DK/NA</u> | 16 | 8 | 10 | 16 | 29 | 10 | 24 | 9 | 14 | 8 | 32 | 10 | 25 | 2 | 21 | 35 | 3 | 5 | 22 | 9 | 23 |
| DK/NA | 16 | 8 | 10 | 16 | 29 | 10 | 24 | 9 | 14 | 8 | 32 | 10 | 25 | 2 | 21 | 35 | 3 | 5 | 22 | 9 | 23 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 206 | 115 | 45 | 43 | 33 | 41 | 43 | 23 | 25 | 25 | 20 | 22 | 141 | 98 | 81 | | | | | |
| <u>TOTAL WELL</u> | 47 | 50 | 41 | 42 | 64 | 43 | 48 | 49 | 54 | 25 | 52 | 37 | 39 | 57 | 33 | 45 | | | | | |
| Very well | 13 | 16 | 7 | 14 | 13 | 25 | 14 | 19 | 0 | 6 | 6 | 12 | 12 | 12 | 11 | 17 | | | | | |
| Somewhat well | 34 | 33 | 34 | 29 | 51 | 18 | 34 | 31 | 54 | 19 | 46 | 25 | 27 | 45 | 22 | 29 | | | | | |
| <u>TOTAL NOT WELL</u> | 37 | 34 | 43 | 41 | 31 | 31 | 32 | 33 | 46 | 51 | 21 | 44 | 55 | 30 | 50 | 35 | | | | | |
| Not too well | 13 | 11 | 16 | 12 | 12 | 17 | 2 | 13 | 11 | 27 | 0 | 10 | 31 | 7 | 23 | 9 | | | | | |
| Not at all well | 25 | 23 | 27 | 29 | 19 | 15 | 30 | 21 | 35 | 24 | 21 | 34 | 24 | 22 | 27 | 26 | | | | | |
| <u>DK/NA</u> | 16 | 16 | 15 | 17 | 5 | 26 | 20 | 17 | 0 | 24 | 27 | 19 | 6 | 13 | 17 | 19 | | | | | |
| DK/NA | 16 | 16 | 15 | 17 | 5 | 26 | 20 | 17 | 0 | 24 | 27 | 19 | 6 | 13 | 17 | 19 | | | | | |

Table 26: Q7a. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Preventing cutting all rail service

| | Q2 INITIAL VOTE | | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|--------------------------------------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|------------------|-----------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| <u>EXT/VERY IMPORTANT</u> | 66 | 88 | 73 | 40 | 34 | 82 | 36 | 45 | 69 | 87 | 86 | 84 | 85 | 48 | 94 | 85 | 37 | 86 | 85 | 32 |
| Extremely important | 44 | 69 | 41 | 24 | 19 | 57 | 20 | 25 | 38 | 68 | 62 | 58 | 61 | 28 | 76 | 60 | 18 | 65 | 59 | 19 |
| Very important | 22 | 19 | 33 | 16 | 15 | 25 | 15 | 20 | 31 | 19 | 23 | 26 | 24 | 20 | 19 | 25 | 18 | 21 | 25 | 13 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 25 | 6 | 17 | 49 | 56 | 11 | 54 | 39 | 20 | 6 | 10 | 11 | 10 | 40 | 2 | 9 | 59 | 9 | 10 | 56 |
| Somewhat important | 10 | 4 | 9 | 25 | 13 | 6 | 17 | 24 | 12 | 0 | 6 | 7 | 6 | 14 | 1 | 6 | 10 | 6 | 6 | 18 |
| Not too important | 15 | 3 | 7 | 24 | 43 | 5 | 37 | 14 | 8 | 6 | 5 | 4 | 4 | 25 | 1 | 3 | 49 | 3 | 4 | 38 |
| <u>DK/NA</u> | 9 | 6 | 10 | 11 | 10 | 7 | 10 | 16 | 11 | 7 | 4 | 4 | 5 | 13 | 3 | 6 | 4 | 5 | 5 | 12 |
| DK/NA | 9 | 6 | 10 | 11 | 10 | 7 | 10 | 16 | 11 | 7 | 4 | 4 | 5 | 13 | 3 | 6 | 4 | 5 | 5 | 12 |

| | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | |
|--------------------------------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|-----------|-----------|------------|-----------|---------------|-----------|--------------------|-----------|-----------|-----------|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 |
| <u>EXT/VERY IMPORTANT</u> | 66 | 83 | 30 | 33 | 84 | 33 | 48 | 85 | 24 | 61 | 74 | 74 | 60 | 66 | 72 | 69 | 71 | 64 |
| Extremely important | 44 | 56 | 20 | 10 | 57 | 23 | 20 | 60 | 16 | 34 | 41 | 36 | 44 | 43 | 50 | 46 | 48 | 43 |
| Very important | 22 | 26 | 10 | 22 | 27 | 10 | 28 | 25 | 8 | 27 | 34 | 38 | 16 | 23 | 22 | 23 | 23 | 21 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 25 | 11 | 60 | 34 | 11 | 55 | 28 | 9 | 69 | 24 | 21 | 23 | 20 | 26 | 21 | 22 | 19 | 28 |
| Somewhat important | 10 | 7 | 18 | 8 | 7 | 16 | 10 | 6 | 20 | 12 | 18 | 18 | 9 | 12 | 8 | 10 | 16 | 12 |
| Not too important | 15 | 3 | 43 | 26 | 4 | 38 | 18 | 3 | 49 | 12 | 3 | 5 | 11 | 15 | 12 | 12 | 3 | 16 |
| <u>DK/NA</u> | 9 | 7 | 10 | 33 | 6 | 12 | 24 | 6 | 8 | 15 | 5 | 3 | 21 | 8 | 7 | 9 | 10 | 8 |
| DK/NA | 9 | 7 | 10 | 33 | 6 | 12 | 24 | 6 | 8 | 15 | 5 | 3 | 21 | 8 | 7 | 9 | 10 | 8 |

Table 26: Q7a. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Preventing cutting all rail service

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|--------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| <u>EXT/VERY IMPORTANT</u> | 66 | 78 | 66 | 67 | 69 | 68 | 68 | 70 | 74 | 65 | 68 | 69 | 69 | 69 | 71 | 66 | 67 |
| Extremely important | 44 | 56 | 43 | 46 | 45 | 45 | 46 | 47 | 48 | 45 | 44 | 45 | 45 | 46 | 48 | 45 | 44 |
| Very important | 22 | 22 | 23 | 21 | 24 | 23 | 22 | 23 | 27 | 20 | 23 | 24 | 24 | 23 | 24 | 20 | 23 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 25 | 22 | 27 | 26 | 20 | 26 | 23 | 22 | 22 | 28 | 25 | 24 | 25 | 24 | 22 | 24 | 26 |
| Somewhat important | 10 | 10 | 13 | 12 | 6 | 13 | 9 | 7 | 11 | 11 | 10 | 10 | 10 | 9 | 8 | 12 | 8 |
| Not too important | 15 | 12 | 13 | 14 | 15 | 13 | 15 | 15 | 10 | 17 | 15 | 15 | 15 | 15 | 13 | 12 | 17 |
| <u>DK/NA</u> | 9 | 0 | 8 | 7 | 11 | 7 | 9 | 8 | 4 | 8 | 7 | 7 | 7 | 7 | 7 | 10 | 7 |
| DK/NA | 9 | 0 | 8 | 7 | 11 | 7 | 9 | 8 | 4 | 8 | 7 | 7 | 7 | 7 | 7 | 10 | 7 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| <u>EXT/VERY IMPORTANT</u> | 66 | 60 | 72 | 77 | 55 | 44 | 69 | 73 | 59 | 61 | 70 | 69 | 67 | 66 | 69 | 78 | 77 | 37 | 45 | 52 | 63 |
| Extremely important | 44 | 39 | 50 | 54 | 33 | 27 | 49 | 55 | 43 | 37 | 45 | 44 | 48 | 42 | 45 | 58 | 48 | 27 | 22 | 30 | 41 |
| Very important | 22 | 21 | 22 | 23 | 22 | 17 | 21 | 18 | 16 | 24 | 25 | 25 | 19 | 24 | 25 | 20 | 29 | 11 | 24 | 22 | 23 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 25 | 33 | 18 | 18 | 32 | 43 | 21 | 19 | 28 | 31 | 24 | 20 | 24 | 26 | 23 | 17 | 17 | 48 | 44 | 32 | 29 |
| Somewhat important | 10 | 13 | 8 | 8 | 12 | 15 | 8 | 9 | 14 | 13 | 9 | 6 | 12 | 9 | 8 | 9 | 8 | 10 | 15 | 16 | 9 |
| Not too important | 15 | 20 | 10 | 10 | 19 | 28 | 13 | 10 | 14 | 19 | 15 | 14 | 13 | 17 | 15 | 8 | 10 | 38 | 29 | 16 | 20 |
| <u>DK/NA</u> | 9 | 7 | 10 | 6 | 13 | 13 | 10 | 8 | 12 | 7 | 5 | 11 | 9 | 8 | 8 | 6 | 6 | 15 | 10 | 16 | 8 |
| DK/NA | 9 | 7 | 10 | 6 | 13 | 13 | 10 | 8 | 12 | 7 | 5 | 11 | 9 | 8 | 8 | 6 | 6 | 15 | 10 | 16 | 8 |

Table 26: Q7a. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Preventing cutting all rail service

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|--------------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| | Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 |
| <u>EXT/VERY IMPORTANT</u> | 66 | 63 | 58 | 70 | 74 | 70 | 81 | 53 | 58 | 44 | 45 | 77 | 76 | 60 | 49 | 35 | 50 | 61 | 74 | 63 | 73 |
| Extremely important | 44 | 45 | 34 | 50 | 49 | 45 | 60 | 34 | 31 | 30 | 24 | 58 | 50 | 38 | 26 | 25 | 29 | 44 | 46 | 38 | 53 |
| Very important | 22 | 18 | 25 | 20 | 24 | 25 | 21 | 18 | 27 | 15 | 21 | 19 | 26 | 22 | 22 | 10 | 21 | 18 | 28 | 25 | 20 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 25 | 27 | 37 | 21 | 16 | 25 | 13 | 36 | 27 | 49 | 31 | 16 | 18 | 27 | 38 | 49 | 39 | 31 | 20 | 30 | 17 |
| Somewhat important | 10 | 13 | 13 | 10 | 5 | 12 | 5 | 15 | 9 | 12 | 19 | 9 | 7 | 12 | 13 | 21 | 10 | 16 | 10 | 11 | 7 |
| Not too important | 15 | 14 | 24 | 10 | 10 | 12 | 7 | 21 | 18 | 37 | 12 | 7 | 11 | 16 | 24 | 28 | 28 | 15 | 11 | 19 | 10 |
| <u>DK/NA</u> | 9 | 10 | 5 | 9 | 11 | 5 | 6 | 12 | 15 | 7 | 23 | 6 | 5 | 12 | 14 | 16 | 11 | 7 | 6 | 7 | 10 |
| DK/NA | 9 | 10 | 5 | 9 | 11 | 5 | 6 | 12 | 15 | 7 | 23 | 6 | 5 | 12 | 14 | 16 | 11 | 7 | 6 | 7 | 10 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| | Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 | | | | |
| <u>EXT/VERY IMPORTANT</u> | 66 | 66 | 67 | 69 | 59 | 66 | 61 | 76 | 70 | 64 | 65 | 63 | 71 | 69 | 63 | 67 | | | | | |
| Extremely important | 44 | 43 | 46 | 45 | 41 | 44 | 39 | 50 | 40 | 42 | 59 | 49 | 40 | 44 | 41 | 50 | | | | | |
| Very important | 22 | 23 | 20 | 24 | 18 | 22 | 22 | 27 | 29 | 22 | 6 | 14 | 31 | 25 | 22 | 17 | | | | | |
| <u>SMWT/NOT TOO IMPORTANT</u> | 25 | 25 | 24 | 21 | 31 | 24 | 32 | 18 | 16 | 26 | 30 | 25 | 24 | 23 | 32 | 20 | | | | | |
| Somewhat important | 10 | 12 | 7 | 10 | 15 | 12 | 15 | 8 | 9 | 6 | 8 | 6 | 7 | 10 | 14 | 7 | | | | | |
| Not too important | 15 | 14 | 17 | 11 | 17 | 12 | 18 | 10 | 7 | 21 | 22 | 18 | 17 | 14 | 18 | 14 | | | | | |
| <u>DK/NA</u> | 9 | 8 | 9 | 10 | 10 | 10 | 7 | 6 | 14 | 9 | 5 | 12 | 5 | 8 | 5 | 13 | | | | | |
| DK/NA | 9 | 8 | 9 | 10 | 10 | 10 | 7 | 6 | 14 | 9 | 5 | 12 | 5 | 8 | 5 | 13 | | | | | |

Table 27: Q7b. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Providing reliable public transportation and pathways to serve residents of Sonoma and Marin Counties, including seniors, students, essential workers, and low-income households

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|--------------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| <u>EXT/VERY IMPORTANT</u> | 74 | 94 | 83 | 55 | 40 | 89 | 44 | 58 | 80 | 85 | 94 | 92 | 92 | 57 | 97 | 91 | 44 | 92 | 92 | 44 |
| Extremely important | 50 | 73 | 50 | 27 | 22 | 63 | 23 | 40 | 48 | 60 | 66 | 67 | 66 | 34 | 77 | 64 | 27 | 75 | 66 | 23 |
| Very important | 24 | 20 | 34 | 28 | 19 | 26 | 21 | 18 | 31 | 24 | 28 | 24 | 26 | 23 | 20 | 27 | 17 | 17 | 26 | 21 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 22 | 5 | 15 | 41 | 53 | 9 | 49 | 26 | 16 | 15 | 5 | 7 | 7 | 37 | 3 | 8 | 50 | 7 | 7 | 51 |
| Somewhat important | 12 | 3 | 11 | 28 | 24 | 7 | 25 | 5 | 10 | 11 | 4 | 5 | 5 | 19 | 2 | 6 | 12 | 4 | 5 | 24 |
| Not too important | 10 | 2 | 4 | 13 | 29 | 2 | 24 | 21 | 6 | 4 | 1 | 2 | 2 | 18 | 1 | 2 | 39 | 3 | 2 | 27 |
| <u>DK/NA</u> | 4 | 1 | 2 | 4 | 7 | 2 | 6 | 16 | 4 | 0 | 1 | 1 | 1 | 7 | 0 | 1 | 6 | 1 | 1 | 5 |
| DK/NA | 4 | 1 | 2 | 4 | 7 | 2 | 6 | 16 | 4 | 0 | 1 | 1 | 1 | 7 | 0 | 1 | 6 | 1 | 1 | 5 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 | | |
| <u>EXT/VERY IMPORTANT</u> | 74 | 89 | 42 | 38 | 90 | 46 | 57 | 92 | 37 | 68 | 76 | 77 | 71 | 75 | 79 | 76 | 77 | 74 | | |
| Extremely important | 50 | 62 | 24 | 19 | 63 | 26 | 40 | 65 | 17 | 45 | 49 | 43 | 48 | 49 | 55 | 51 | 56 | 56 | | |
| Very important | 24 | 27 | 18 | 19 | 27 | 20 | 18 | 26 | 19 | 24 | 28 | 34 | 23 | 26 | 25 | 26 | 22 | 19 | | |
| <u>SMWT/NOT TOO IMPORTANT</u> | 22 | 9 | 51 | 44 | 9 | 47 | 29 | 8 | 58 | 22 | 16 | 21 | 18 | 22 | 18 | 20 | 18 | 22 | | |
| Somewhat important | 12 | 6 | 24 | 31 | 6 | 22 | 22 | 5 | 27 | 15 | 11 | 15 | 12 | 12 | 11 | 12 | 16 | 14 | | |
| Not too important | 10 | 3 | 27 | 13 | 3 | 25 | 8 | 3 | 31 | 7 | 5 | 5 | 6 | 10 | 7 | 8 | 1 | 7 | | |
| <u>DK/NA</u> | 4 | 2 | 7 | 18 | 1 | 7 | 13 | 1 | 5 | 10 | 7 | 3 | 12 | 3 | 3 | 4 | 5 | 4 | | |
| DK/NA | 4 | 2 | 7 | 18 | 1 | 7 | 13 | 1 | 5 | 10 | 7 | 3 | 12 | 3 | 3 | 4 | 5 | 4 | | |

Table 27: Q7b. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Providing reliable public transportation and pathways to serve residents of Sonoma and Marin Counties, including seniors, students, essential workers, and low-income households

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|--------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| <u>EXT/VERY IMPORTANT</u> | 74 | 82 | 77 | 73 | 74 | 78 | 73 | 75 | 79 | 75 | 74 | 75 | 75 | 77 | 76 | 73 | 75 |
| Extremely important | 50 | 46 | 53 | 51 | 47 | 52 | 49 | 57 | 50 | 48 | 49 | 49 | 48 | 49 | 49 | 48 | 52 |
| Very important | 24 | 35 | 24 | 22 | 27 | 26 | 24 | 18 | 30 | 26 | 26 | 26 | 27 | 28 | 28 | 25 | 24 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 22 | 18 | 16 | 25 | 23 | 17 | 24 | 21 | 20 | 22 | 23 | 22 | 22 | 20 | 20 | 22 | 22 |
| Somewhat important | 12 | 16 | 9 | 13 | 14 | 10 | 14 | 13 | 12 | 12 | 13 | 13 | 12 | 11 | 11 | 13 | 11 |
| Not too important | 10 | 2 | 8 | 11 | 9 | 7 | 10 | 9 | 7 | 10 | 10 | 9 | 10 | 9 | 9 | 9 | 11 |
| <u>DK/NA</u> | 4 | 0 | 7 | 2 | 2 | 6 | 2 | 4 | 1 | 3 | 3 | 3 | 3 | 3 | 4 | 5 | 3 |
| DK/NA | 4 | 0 | 7 | 2 | 2 | 6 | 2 | 4 | 1 | 3 | 3 | 3 | 3 | 3 | 4 | 5 | 3 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| <u>EXT/VERY IMPORTANT</u> | 74 | 70 | 78 | 84 | 68 | 49 | 83 | 78 | 69 | 72 | 75 | 72 | 76 | 73 | 74 | 84 | 81 | 40 | 50 | 66 | 73 |
| Extremely important | 50 | 45 | 55 | 59 | 44 | 27 | 60 | 59 | 38 | 49 | 51 | 47 | 51 | 49 | 49 | 61 | 50 | 34 | 13 | 43 | 49 |
| Very important | 24 | 25 | 23 | 25 | 24 | 22 | 22 | 19 | 31 | 23 | 24 | 26 | 25 | 23 | 25 | 23 | 32 | 7 | 37 | 23 | 25 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 22 | 26 | 18 | 14 | 26 | 47 | 15 | 17 | 28 | 25 | 22 | 22 | 21 | 23 | 22 | 14 | 13 | 56 | 42 | 26 | 25 |
| Somewhat important | 12 | 13 | 12 | 8 | 15 | 22 | 13 | 9 | 17 | 11 | 13 | 10 | 13 | 11 | 11 | 8 | 9 | 22 | 13 | 16 | 15 |
| Not too important | 10 | 13 | 6 | 5 | 11 | 25 | 2 | 8 | 10 | 14 | 9 | 12 | 8 | 12 | 10 | 6 | 4 | 34 | 28 | 10 | 10 |
| <u>DK/NA</u> | 4 | 4 | 4 | 3 | 6 | 5 | 2 | 6 | 3 | 3 | 4 | 6 | 3 | 4 | 5 | 2 | 6 | 3 | 8 | 8 | 2 |
| DK/NA | 4 | 4 | 4 | 3 | 6 | 5 | 2 | 6 | 3 | 3 | 4 | 6 | 3 | 4 | 5 | 2 | 6 | 3 | 8 | 8 | 2 |

Table 27: Q7b. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Providing reliable public transportation and pathways to serve residents of Sonoma and Marin Counties, including seniors, students, essential workers, and low-income households

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|--------------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| <u>EXT/VERY IMPORTANT</u> | 74 | 77 | 65 | 76 | 80 | 80 | 86 | 70 | 66 | 45 | 55 | 86 | 82 | 73 | 61 | 44 | 52 | 74 | 81 | 69 | 78 |
| Extremely important | 50 | 47 | 43 | 55 | 55 | 53 | 63 | 42 | 46 | 29 | 24 | 59 | 59 | 50 | 36 | 20 | 31 | 49 | 55 | 42 | 55 |
| Very important | 24 | 30 | 22 | 21 | 25 | 28 | 23 | 28 | 20 | 17 | 31 | 26 | 24 | 23 | 25 | 24 | 21 | 26 | 26 | 27 | 22 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 22 | 21 | 30 | 20 | 16 | 17 | 12 | 27 | 24 | 48 | 43 | 13 | 14 | 21 | 32 | 53 | 43 | 18 | 14 | 29 | 20 |
| Somewhat important | 12 | 11 | 14 | 15 | 9 | 11 | 7 | 12 | 19 | 19 | 26 | 11 | 7 | 14 | 17 | 20 | 22 | 10 | 10 | 15 | 13 |
| Not too important | 10 | 10 | 16 | 5 | 7 | 6 | 5 | 15 | 5 | 29 | 16 | 2 | 8 | 7 | 15 | 32 | 20 | 8 | 5 | 14 | 7 |
| <u>DK/NA</u> | 4 | 2 | 5 | 4 | 4 | 3 | 2 | 3 | 10 | 6 | 2 | 2 | 3 | 5 | 7 | 4 | 5 | 7 | 4 | 2 | 3 |
| DK/NA | 4 | 2 | 5 | 4 | 4 | 3 | 2 | 3 | 10 | 6 | 2 | 2 | 3 | 5 | 7 | 4 | 5 | 7 | 4 | 2 | 3 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 | | | | | |
| <u>EXT/VERY IMPORTANT</u> | 74 | 75 | 73 | 74 | 74 | 66 | 74 | 86 | 72 | 70 | 80 | 72 | 72 | 78 | 74 | 70 | | | | | |
| Extremely important | 50 | 51 | 48 | 47 | 51 | 49 | 45 | 63 | 35 | 47 | 62 | 53 | 43 | 50 | 50 | 51 | | | | | |
| Very important | 24 | 24 | 25 | 27 | 23 | 16 | 29 | 22 | 36 | 23 | 18 | 18 | 29 | 28 | 24 | 19 | | | | | |
| <u>SMWT/NOT TOO IMPORTANT</u> | 22 | 22 | 22 | 19 | 25 | 30 | 24 | 13 | 20 | 29 | 17 | 22 | 22 | 19 | 22 | 26 | | | | | |
| Somewhat important | 12 | 13 | 11 | 11 | 18 | 21 | 11 | 6 | 8 | 8 | 14 | 11 | 12 | 10 | 13 | 15 | | | | | |
| Not too important | 10 | 9 | 11 | 9 | 8 | 9 | 13 | 7 | 12 | 20 | 3 | 11 | 10 | 10 | 9 | 11 | | | | | |
| <u>DK/NA</u> | 4 | 3 | 5 | 7 | 1 | 4 | 2 | 2 | 8 | 2 | 3 | 6 | 6 | 3 | 4 | 5 | | | | | |
| DK/NA | 4 | 3 | 5 | 7 | 1 | 4 | 2 | 2 | 8 | 2 | 3 | 6 | 6 | 3 | 4 | 5 | | | | | |

Table 28: Q7c. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Repairing and maintaining SMART trains, tracks and other key infrastructure

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|--------------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|---------------|------------------|--------------------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 124 | 90 | 30 | 63 | 214 | 94 | 13 | 104 | 17 | 58 | 90 | 165 | 156 | 64 | 150 | 26 | 87 | 169 | 85 |
| <u>EXT/VERY IMPORTANT</u> | 67 | 85 | 76 | 49 | 32 | 81 | 37 | 57 | 73 | 92 | 95 | 76 | 84 | 50 | 96 | 89 | 27 | 81 | 86 | 39 |
| Extremely important | 45 | 63 | 49 | 20 | 18 | 57 | 19 | 36 | 47 | 59 | 66 | 54 | 59 | 30 | 74 | 60 | 27 | 62 | 60 | 15 |
| Very important | 23 | 23 | 27 | 29 | 14 | 24 | 19 | 21 | 26 | 32 | 28 | 22 | 25 | 20 | 22 | 29 | 0 | 19 | 26 | 24 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 27 | 12 | 20 | 49 | 57 | 16 | 55 | 22 | 20 | 8 | 3 | 22 | 14 | 41 | 2 | 8 | 70 | 15 | 12 | 55 |
| Somewhat important | 19 | 12 | 17 | 38 | 28 | 14 | 32 | 4 | 15 | 8 | 3 | 19 | 12 | 26 | 1 | 6 | 32 | 13 | 11 | 30 |
| Not too important | 8 | 0 | 3 | 11 | 29 | 1 | 23 | 17 | 5 | 0 | 0 | 3 | 2 | 15 | 1 | 2 | 39 | 2 | 1 | 25 |
| <u>DK/NA</u> | 5 | 3 | 4 | 2 | 11 | 3 | 8 | 21 | 6 | 0 | 2 | 2 | 2 | 9 | 2 | 2 | 2 | 3 | 2 | 7 |
| DK/NA | 5 | 3 | 4 | 2 | 11 | 3 | 8 | 21 | 6 | 0 | 2 | 2 | 2 | 9 | 2 | 2 | 2 | 3 | 2 | 7 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 223 | 90 | 7 | 203 | 99 | 19 | 173 | 64 | 84 | 30 | 26 | 31 | 205 | 93 | 248 | 38 | 53 | | |
| <u>EXT/VERY IMPORTANT</u> | 67 | 81 | 35 | 42 | 83 | 36 | 63 | 85 | 27 | 62 | 71 | 69 | 56 | 70 | 67 | 65 | 78 | 74 | | |
| Extremely important | 45 | 56 | 19 | 21 | 57 | 22 | 36 | 60 | 12 | 38 | 41 | 32 | 40 | 48 | 43 | 41 | 67 | 60 | | |
| Very important | 23 | 25 | 16 | 21 | 26 | 15 | 26 | 25 | 14 | 25 | 30 | 37 | 17 | 22 | 24 | 23 | 11 | 14 | | |
| <u>SMWT/NOT TOO IMPORTANT</u> | 27 | 14 | 58 | 43 | 13 | 56 | 30 | 12 | 67 | 27 | 20 | 20 | 33 | 24 | 33 | 29 | 17 | 22 | | |
| Somewhat important | 19 | 13 | 33 | 28 | 12 | 33 | 20 | 12 | 37 | 20 | 14 | 17 | 26 | 14 | 27 | 20 | 14 | 17 | | |
| Not too important | 8 | 2 | 25 | 15 | 1 | 23 | 10 | 1 | 31 | 7 | 6 | 3 | 7 | 10 | 7 | 9 | 3 | 5 | | |
| <u>DK/NA</u> | 5 | 4 | 7 | 16 | 4 | 8 | 8 | 3 | 6 | 10 | 9 | 11 | 11 | 6 | 0 | 6 | 5 | 3 | | |
| DK/NA | 5 | 4 | 7 | 16 | 4 | 8 | 8 | 3 | 6 | 10 | 9 | 11 | 11 | 6 | 0 | 6 | 5 | 3 | | |

Table 28: Q7c. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Repairing and maintaining SMART trains, tracks and other key infrastructure

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|--------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| | Column n-Size | 321 | 16 | 94 | 99 | 101 | 110 | 201 | 58 | 94 | 100 | 266 | 247 | 217 | 187 | 131 | 321 |
| <u>EXT/VERY IMPORTANT</u> | 67 | 88 | 65 | 67 | 67 | 68 | 67 | 57 | 78 | 61 | 70 | 72 | 73 | 78 | 76 | 67 | 0 |
| Extremely important | 45 | 76 | 45 | 37 | 47 | 50 | 42 | 39 | 52 | 37 | 47 | 47 | 47 | 50 | 48 | 45 | 0 |
| Very important | 23 | 11 | 20 | 30 | 20 | 19 | 25 | 18 | 26 | 23 | 24 | 25 | 26 | 27 | 28 | 23 | 0 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 27 | 12 | 27 | 30 | 28 | 25 | 29 | 33 | 22 | 32 | 25 | 25 | 24 | 19 | 21 | 27 | 0 |
| Somewhat important | 19 | 8 | 23 | 19 | 17 | 20 | 18 | 27 | 14 | 22 | 17 | 16 | 14 | 9 | 10 | 19 | 0 |
| Not too important | 8 | 5 | 4 | 11 | 11 | 4 | 11 | 6 | 8 | 10 | 9 | 9 | 10 | 10 | 11 | 8 | 0 |
| <u>DK/NA</u> | 5 | 0 | 8 | 3 | 5 | 7 | 4 | 10 | 0 | 7 | 4 | 3 | 3 | 3 | 3 | 5 | 0 |
| DK/NA | 5 | 0 | 8 | 3 | 5 | 7 | 4 | 10 | 0 | 7 | 4 | 3 | 3 | 3 | 3 | 5 | 0 |

| | GENDER | | PARTY REG | | | AGE | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | | |
|--------------------------------------|---------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| | Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 81 | 63 | 50 | 147 | 174 | 114 | 114 | 52 | 22 | 10 | 47 |
| <u>EXT/VERY IMPORTANT</u> | 67 | 63 | 71 | 76 | 60 | 47 | 58 | 56 | 66 | 72 | 74 | 70 | 60 | 74 | 73 | 77 | 77 | 49 | 42 | 62 | 59 |
| Extremely important | 45 | 38 | 51 | 50 | 43 | 26 | 46 | 31 | 44 | 48 | 44 | 51 | 39 | 50 | 48 | 55 | 38 | 30 | 23 | 46 | 40 |
| Very important | 23 | 25 | 20 | 26 | 17 | 20 | 12 | 25 | 22 | 24 | 30 | 19 | 21 | 24 | 25 | 21 | 39 | 19 | 20 | 16 | 19 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 27 | 30 | 25 | 20 | 34 | 45 | 39 | 35 | 31 | 23 | 22 | 22 | 34 | 22 | 22 | 19 | 19 | 43 | 48 | 28 | 38 |
| Somewhat important | 19 | 20 | 18 | 15 | 20 | 32 | 36 | 30 | 14 | 18 | 13 | 10 | 26 | 13 | 12 | 13 | 15 | 35 | 9 | 17 | 29 |
| Not too important | 8 | 10 | 7 | 5 | 14 | 13 | 4 | 5 | 17 | 5 | 9 | 12 | 8 | 8 | 10 | 6 | 4 | 7 | 38 | 11 | 9 |
| <u>DK/NA</u> | 5 | 7 | 4 | 4 | 6 | 8 | 3 | 9 | 3 | 6 | 3 | 8 | 7 | 4 | 5 | 5 | 4 | 8 | 10 | 10 | 3 |
| DK/NA | 5 | 7 | 4 | 4 | 6 | 8 | 3 | 9 | 3 | 6 | 3 | 8 | 7 | 4 | 5 | 5 | 4 | 8 | 10 | 10 | 3 |

Table 28: Q7c. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Repairing and maintaining SMART trains, tracks and other key infrastructure

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|--------------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 67 | 87 | 79 | 87 | 81 | 110 | 41 | 37 | 33 | 18 | 84 | 108 | 47 | 31 | 17 | 34 | 53 | 56 | 95 | 106 |
| <u>EXT/VERY IMPORTANT</u> | 67 | 56 | 68 | 62 | 80 | 69 | 80 | 61 | 59 | 49 | 43 | 68 | 82 | 56 | 65 | 27 | 57 | 67 | 69 | 60 | 73 |
| Extremely important | 45 | 35 | 40 | 41 | 60 | 37 | 60 | 47 | 39 | 29 | 22 | 42 | 57 | 45 | 40 | 7 | 36 | 49 | 49 | 32 | 51 |
| Very important | 23 | 21 | 28 | 21 | 20 | 33 | 20 | 14 | 20 | 20 | 21 | 27 | 25 | 11 | 26 | 19 | 21 | 18 | 20 | 29 | 22 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 27 | 34 | 26 | 34 | 17 | 24 | 17 | 31 | 38 | 44 | 47 | 26 | 15 | 40 | 25 | 55 | 40 | 18 | 31 | 37 | 21 |
| Somewhat important | 19 | 27 | 15 | 25 | 12 | 17 | 13 | 14 | 27 | 36 | 26 | 22 | 9 | 24 | 14 | 45 | 26 | 13 | 28 | 25 | 12 |
| Not too important | 8 | 7 | 11 | 9 | 5 | 7 | 4 | 17 | 11 | 8 | 21 | 4 | 6 | 16 | 11 | 10 | 15 | 5 | 3 | 13 | 9 |
| <u>DK/NA</u> | 5 | 10 | 5 | 4 | 3 | 7 | 3 | 8 | 3 | 7 | 9 | 6 | 3 | 3 | 9 | 19 | 3 | 15 | 0 | 2 | 6 |
| DK/NA | 5 | 10 | 5 | 4 | 3 | 7 | 3 | 8 | 3 | 7 | 9 | 6 | 3 | 3 | 9 | 19 | 3 | 15 | 0 | 2 | 6 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 205 | 116 | 45 | 43 | 33 | 41 | 43 | 23 | 26 | 26 | 20 | 22 | 124 | 96 | 101 | | | | | |
| <u>EXT/VERY IMPORTANT</u> | 67 | 69 | 64 | 81 | 70 | 65 | 58 | 70 | 60 | 54 | 71 | 64 | 72 | 69 | 68 | 65 | | | | | |
| Extremely important | 45 | 47 | 41 | 63 | 38 | 48 | 40 | 44 | 29 | 30 | 44 | 60 | 47 | 46 | 38 | 49 | | | | | |
| Very important | 23 | 22 | 23 | 18 | 31 | 18 | 18 | 25 | 31 | 24 | 28 | 4 | 26 | 23 | 30 | 15 | | | | | |
| <u>SMWT/NOT TOO IMPORTANT</u> | 27 | 26 | 29 | 11 | 24 | 29 | 39 | 30 | 32 | 40 | 24 | 31 | 16 | 26 | 25 | 30 | | | | | |
| Somewhat important | 19 | 19 | 18 | 9 | 20 | 23 | 31 | 14 | 19 | 12 | 24 | 27 | 12 | 15 | 20 | 22 | | | | | |
| Not too important | 8 | 7 | 10 | 2 | 4 | 6 | 8 | 16 | 13 | 28 | 0 | 4 | 4 | 11 | 5 | 9 | | | | | |
| <u>DK/NA</u> | 5 | 4 | 7 | 8 | 6 | 6 | 3 | 0 | 8 | 6 | 5 | 5 | 12 | 5 | 7 | 5 | | | | | |
| DK/NA | 5 | 4 | 7 | 8 | 6 | 6 | 3 | 0 | 8 | 6 | 5 | 5 | 12 | 5 | 7 | 5 | | | | | |

Table 29: Q7d. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Completing SMART rail service to Healdsburg and Cloverdale

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|--------------------------------------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-------------|-----------|-----------|-----------|------------------|-----------|-----------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 124 | 90 | 30 | 63 | 214 | 94 | 13 | 104 | 17 | 58 | 90 | 165 | 156 | 64 | 150 | 26 | 87 | 169 | 85 |
| <u>EXT/VERY IMPORTANT</u> | 56 | 75 | 61 | 40 | 25 | 69 | 30 | 43 | 58 | 69 | 89 | 62 | 72 | 40 | 90 | 72 | 29 | 82 | 74 | 36 |
| Extremely important | 33 | 50 | 32 | 20 | 13 | 42 | 15 | 19 | 31 | 65 | 55 | 37 | 46 | 20 | 70 | 45 | 11 | 45 | 42 | 20 |
| Very important | 23 | 25 | 28 | 20 | 12 | 27 | 15 | 24 | 28 | 4 | 34 | 24 | 26 | 20 | 20 | 27 | 19 | 37 | 32 | 16 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 37 | 21 | 35 | 55 | 65 | 27 | 62 | 30 | 35 | 31 | 9 | 32 | 24 | 51 | 9 | 25 | 67 | 13 | 22 | 61 |
| Somewhat important | 15 | 11 | 21 | 26 | 12 | 15 | 17 | 7 | 19 | 4 | 5 | 22 | 14 | 16 | 3 | 12 | 11 | 8 | 14 | 12 |
| Not too important | 22 | 10 | 14 | 29 | 53 | 12 | 45 | 23 | 15 | 27 | 4 | 11 | 10 | 35 | 5 | 13 | 57 | 4 | 9 | 49 |
| <u>DK/NA</u> | 6 | 4 | 4 | 5 | 10 | 4 | 8 | 27 | 7 | 0 | 2 | 6 | 4 | 9 | 1 | 3 | 3 | 6 | 4 | 3 |
| DK/NA | 6 | 4 | 4 | 5 | 10 | 4 | 8 | 27 | 7 | 0 | 2 | 6 | 4 | 9 | 1 | 3 | 3 | 6 | 4 | 3 |

| | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | |
|--------------------------------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|-----------|-----------|------------|-----------|---------------|-----------|--------------------|-----------|-----------|-----------|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 321 | 223 | 90 | 7 | 203 | 99 | 19 | 173 | 64 | 84 | 30 | 26 | 31 | 205 | 93 | 248 | 38 | 53 |
| <u>EXT/VERY IMPORTANT</u> | 56 | 68 | 30 | 41 | 70 | 31 | 48 | 71 | 20 | 53 | 59 | 60 | 59 | 55 | 60 | 56 | 71 | 60 |
| Extremely important | 33 | 39 | 20 | 16 | 41 | 19 | 25 | 42 | 8 | 36 | 32 | 38 | 46 | 30 | 40 | 31 | 58 | 46 |
| Very important | 23 | 28 | 10 | 26 | 28 | 12 | 23 | 29 | 13 | 18 | 27 | 22 | 13 | 25 | 20 | 26 | 13 | 14 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 37 | 26 | 64 | 47 | 25 | 63 | 38 | 25 | 75 | 34 | 22 | 19 | 37 | 37 | 38 | 38 | 20 | 29 |
| Somewhat important | 15 | 14 | 18 | 20 | 14 | 16 | 24 | 15 | 19 | 13 | 5 | 5 | 9 | 18 | 12 | 16 | 14 | 15 |
| Not too important | 22 | 12 | 46 | 26 | 11 | 47 | 14 | 10 | 55 | 21 | 17 | 14 | 28 | 20 | 25 | 22 | 7 | 14 |
| <u>DK/NA</u> | 6 | 6 | 5 | 12 | 6 | 6 | 14 | 4 | 5 | 13 | 19 | 21 | 4 | 7 | 2 | 6 | 9 | 10 |
| DK/NA | 6 | 6 | 5 | 12 | 6 | 6 | 14 | 4 | 5 | 13 | 19 | 21 | 4 | 7 | 2 | 6 | 9 | 10 |

Table 29: Q7d. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Completing SMART rail service to Healdsburg and Cloverdale

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|--------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| | Column n-Size | 321 | 16 | 94 | 99 | 101 | 110 | 201 | 58 | 94 | 100 | 266 | 247 | 217 | 187 | 131 | 321 |
| <u>EXT/VERY IMPORTANT</u> | 56 | 82 | 58 | 54 | 53 | 62 | 53 | 59 | 65 | 47 | 58 | 59 | 59 | 61 | 60 | 56 | 0 |
| Extremely important | 33 | 66 | 41 | 27 | 28 | 44 | 27 | 48 | 34 | 27 | 32 | 32 | 30 | 30 | 27 | 33 | 0 |
| Very important | 23 | 16 | 18 | 27 | 25 | 17 | 26 | 11 | 32 | 20 | 26 | 26 | 29 | 31 | 33 | 23 | 0 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 37 | 12 | 33 | 38 | 44 | 30 | 41 | 30 | 33 | 45 | 36 | 36 | 36 | 34 | 36 | 37 | 0 |
| Somewhat important | 15 | 0 | 17 | 14 | 19 | 14 | 16 | 15 | 18 | 15 | 14 | 14 | 14 | 14 | 15 | 15 | 0 |
| Not too important | 22 | 12 | 16 | 24 | 26 | 16 | 25 | 16 | 16 | 29 | 22 | 22 | 22 | 19 | 21 | 22 | 0 |
| <u>DK/NA</u> | 6 | 6 | 9 | 8 | 3 | 9 | 5 | 10 | 1 | 8 | 6 | 6 | 6 | 6 | 5 | 6 | 0 |
| DK/NA | 6 | 6 | 9 | 8 | 3 | 9 | 5 | 10 | 1 | 8 | 6 | 6 | 6 | 6 | 5 | 6 | 0 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | |
|--------------------------------------|---------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| | Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 81 | 63 | 50 | 147 | 174 | 114 | 114 | 52 | 22 | 10 | 47 |
| <u>EXT/VERY IMPORTANT</u> | 56 | 52 | 60 | 59 | 59 | 43 | 69 | 47 | 51 | 52 | 62 | 59 | 52 | 60 | 60 | 58 | 53 | 48 | 23 | 58 | 62 |
| Extremely important | 33 | 28 | 38 | 33 | 42 | 23 | 54 | 29 | 34 | 26 | 39 | 26 | 36 | 32 | 33 | 29 | 33 | 28 | 0 | 42 | 40 |
| Very important | 23 | 24 | 22 | 26 | 17 | 20 | 15 | 19 | 18 | 27 | 22 | 32 | 16 | 29 | 27 | 29 | 20 | 20 | 23 | 16 | 22 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 37 | 41 | 34 | 33 | 38 | 52 | 24 | 43 | 44 | 43 | 32 | 34 | 41 | 34 | 33 | 33 | 38 | 45 | 67 | 37 | 37 |
| Somewhat important | 15 | 16 | 15 | 15 | 14 | 18 | 8 | 19 | 16 | 18 | 11 | 18 | 18 | 13 | 14 | 15 | 20 | 22 | 6 | 15 | 11 |
| Not too important | 22 | 25 | 19 | 18 | 24 | 34 | 16 | 24 | 28 | 25 | 21 | 16 | 23 | 21 | 19 | 18 | 18 | 23 | 62 | 22 | 26 |
| <u>DK/NA</u> | 6 | 7 | 6 | 8 | 3 | 5 | 7 | 9 | 5 | 4 | 6 | 7 | 7 | 5 | 7 | 8 | 9 | 8 | 10 | 5 | 1 |
| DK/NA | 6 | 7 | 6 | 8 | 3 | 5 | 7 | 9 | 5 | 4 | 6 | 7 | 7 | 5 | 7 | 8 | 9 | 8 | 10 | 5 | 1 |

Table 29: Q7d. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Completing SMART rail service to Healdsburg and Cloverdale

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|--------------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 67 | 87 | 79 | 87 | 81 | 110 | 41 | 37 | 33 | 18 | 84 | 108 | 47 | 31 | 17 | 34 | 53 | 56 | 95 | 106 |
| <u>EXT/VERY IMPORTANT</u> | 56 | 48 | 55 | 55 | 65 | 56 | 61 | 52 | 66 | 43 | 43 | 50 | 66 | 62 | 54 | 34 | 47 | 53 | 69 | 51 | 56 |
| Extremely important | 33 | 31 | 25 | 38 | 38 | 31 | 33 | 30 | 56 | 18 | 31 | 29 | 36 | 53 | 26 | 22 | 23 | 32 | 55 | 25 | 30 |
| Very important | 23 | 16 | 30 | 17 | 27 | 25 | 28 | 23 | 10 | 24 | 12 | 22 | 30 | 9 | 28 | 12 | 24 | 21 | 14 | 26 | 26 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 37 | 47 | 36 | 36 | 32 | 36 | 31 | 41 | 34 | 54 | 48 | 39 | 28 | 38 | 38 | 56 | 50 | 33 | 27 | 46 | 37 |
| Somewhat important | 15 | 20 | 12 | 15 | 14 | 15 | 15 | 9 | 19 | 26 | 3 | 18 | 13 | 13 | 15 | 31 | 11 | 15 | 13 | 16 | 16 |
| Not too important | 22 | 27 | 24 | 20 | 18 | 21 | 16 | 32 | 16 | 28 | 45 | 21 | 15 | 26 | 23 | 26 | 38 | 18 | 14 | 30 | 21 |
| <u>DK/NA</u> | 6 | 5 | 8 | 9 | 3 | 8 | 7 | 6 | 0 | 3 | 9 | 11 | 5 | 0 | 8 | 10 | 3 | 14 | 4 | 3 | 7 |
| DK/NA | 6 | 5 | 8 | 9 | 3 | 8 | 7 | 6 | 0 | 3 | 9 | 11 | 5 | 0 | 8 | 10 | 3 | 14 | 4 | 3 | 7 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 205 | 116 | 45 | 43 | 33 | 41 | 43 | 23 | 26 | 26 | 20 | 22 | 124 | 96 | 101 | | | | | |
| <u>EXT/VERY IMPORTANT</u> | 56 | 63 | 45 | 77 | 47 | 56 | 67 | 68 | 49 | 19 | 51 | 46 | 61 | 50 | 59 | 62 | | | | | |
| Extremely important | 33 | 40 | 23 | 49 | 31 | 30 | 46 | 39 | 29 | 7 | 20 | 27 | 34 | 30 | 28 | 43 | | | | | |
| Very important | 23 | 24 | 22 | 28 | 16 | 26 | 21 | 28 | 20 | 11 | 31 | 19 | 27 | 19 | 31 | 20 | | | | | |
| <u>SMWT/NOT TOO IMPORTANT</u> | 37 | 32 | 46 | 16 | 51 | 38 | 33 | 27 | 51 | 69 | 39 | 35 | 31 | 42 | 36 | 34 | | | | | |
| Somewhat important | 15 | 15 | 15 | 12 | 16 | 15 | 26 | 8 | 8 | 34 | 10 | 11 | 9 | 20 | 12 | 13 | | | | | |
| Not too important | 22 | 17 | 31 | 4 | 35 | 22 | 7 | 19 | 43 | 35 | 29 | 24 | 22 | 22 | 24 | 21 | | | | | |
| <u>DK/NA</u> | 6 | 4 | 10 | 8 | 2 | 7 | 0 | 5 | 0 | 12 | 10 | 19 | 8 | 9 | 5 | 4 | | | | | |
| DK/NA | 6 | 4 | 10 | 8 | 2 | 7 | 0 | 5 | 0 | 12 | 10 | 19 | 8 | 9 | 5 | 4 | | | | | |

Table 30: Q7e. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Reducing the carbon pollution that causes climate change

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|--------------------------------------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-------------|-----------|-----------|-----------|------------------|-----------|-----------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 124 | 90 | 30 | 63 | 214 | 94 | 13 | 104 | 17 | 58 | 90 | 165 | 156 | 64 | 150 | 26 | 87 | 169 | 85 |
| <u>EXT/VERY IMPORTANT</u> | 70 | 91 | 74 | 60 | 33 | 84 | 42 | 59 | 72 | 77 | 87 | 76 | 80 | 61 | 89 | 80 | 48 | 89 | 85 | 44 |
| Extremely important | 52 | 72 | 51 | 41 | 18 | 63 | 25 | 48 | 51 | 68 | 71 | 56 | 63 | 40 | 79 | 62 | 27 | 64 | 64 | 31 |
| Very important | 19 | 19 | 22 | 19 | 16 | 20 | 17 | 11 | 21 | 9 | 17 | 19 | 17 | 21 | 10 | 18 | 21 | 25 | 21 | 13 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 27 | 8 | 23 | 34 | 65 | 15 | 55 | 16 | 22 | 23 | 13 | 23 | 19 | 34 | 11 | 20 | 52 | 9 | 14 | 52 |
| Somewhat important | 10 | 5 | 11 | 15 | 16 | 8 | 15 | 0 | 10 | 8 | 7 | 11 | 9 | 10 | 6 | 9 | 13 | 6 | 8 | 10 |
| Not too important | 17 | 4 | 12 | 20 | 49 | 7 | 40 | 16 | 13 | 15 | 6 | 12 | 10 | 24 | 5 | 10 | 39 | 3 | 6 | 43 |
| <u>DK/NA</u> | 3 | 1 | 3 | 6 | 2 | 2 | 3 | 25 | 6 | 0 | 0 | 1 | 1 | 5 | 0 | 1 | 0 | 2 | 1 | 4 |
| DK/NA | 3 | 1 | 3 | 6 | 2 | 2 | 3 | 25 | 6 | 0 | 0 | 1 | 1 | 5 | 0 | 1 | 0 | 2 | 1 | 4 |

| | Q9 VOTE AFTER POSITIVES | | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | |
|--------------------------------------|-------------------------|-----------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|-----------|------------|-----------|-----------|---------------|-----------|--------------------|-----------|-----------|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 321 | 223 | 90 | 7 | 203 | 99 | 19 | 173 | 64 | 84 | 30 | 26 | 31 | 205 | 93 | 248 | 38 | 53 |
| <u>EXT/VERY IMPORTANT</u> | 70 | 80 | 47 | 57 | 82 | 49 | 61 | 85 | 38 | 65 | 54 | 59 | 76 | 70 | 75 | 71 | 73 | 76 |
| Extremely important | 52 | 58 | 35 | 57 | 59 | 37 | 53 | 64 | 26 | 46 | 27 | 28 | 59 | 48 | 59 | 50 | 67 | 65 |
| Very important | 19 | 22 | 12 | 0 | 23 | 13 | 8 | 21 | 12 | 19 | 27 | 31 | 17 | 22 | 15 | 21 | 6 | 11 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 27 | 16 | 51 | 43 | 17 | 46 | 32 | 14 | 62 | 25 | 31 | 31 | 12 | 26 | 24 | 25 | 27 | 24 |
| Somewhat important | 10 | 7 | 14 | 33 | 7 | 12 | 20 | 6 | 16 | 11 | 10 | 12 | 4 | 9 | 9 | 8 | 20 | 16 |
| Not too important | 17 | 9 | 37 | 10 | 9 | 34 | 13 | 8 | 46 | 14 | 21 | 19 | 8 | 17 | 15 | 18 | 7 | 8 |
| <u>DK/NA</u> | 3 | 4 | 2 | 0 | 2 | 5 | 7 | 1 | 0 | 10 | 15 | 10 | 12 | 4 | 1 | 4 | 0 | 0 |
| DK/NA | 3 | 4 | 2 | 0 | 2 | 5 | 7 | 1 | 0 | 10 | 15 | 10 | 12 | 4 | 1 | 4 | 0 | 0 |

Table 30: Q7e. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Reducing the carbon pollution that causes climate change

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|--------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| Column n-Size | 321 | 16 | 94 | 99 | 101 | 110 | 201 | 58 | 94 | 100 | 266 | 247 | 217 | 187 | 131 | 321 | 0 |
| <u>EXT/VERY IMPORTANT</u> | 70 | 88 | 67 | 69 | 73 | 70 | 71 | 76 | 73 | 66 | 72 | 74 | 72 | 75 | 75 | 70 | 0 |
| Extremely important | 52 | 63 | 52 | 46 | 53 | 54 | 50 | 61 | 53 | 44 | 52 | 54 | 52 | 54 | 55 | 52 | 0 |
| Very important | 19 | 25 | 14 | 23 | 20 | 16 | 21 | 15 | 21 | 22 | 20 | 20 | 20 | 21 | 20 | 19 | 0 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 27 | 12 | 28 | 29 | 24 | 26 | 27 | 16 | 26 | 30 | 25 | 24 | 25 | 23 | 22 | 27 | 0 |
| Somewhat important | 10 | 0 | 12 | 11 | 8 | 10 | 10 | 7 | 12 | 12 | 9 | 9 | 8 | 7 | 5 | 10 | 0 |
| Not too important | 17 | 12 | 16 | 18 | 16 | 16 | 17 | 9 | 14 | 19 | 16 | 15 | 17 | 16 | 17 | 17 | 0 |
| <u>DK/NA</u> | 3 | 0 | 6 | 2 | 3 | 5 | 2 | 8 | 1 | 4 | 3 | 2 | 3 | 2 | 3 | 3 | 0 |
| DK/NA | 3 | 0 | 6 | 2 | 3 | 5 | 2 | 8 | 1 | 4 | 3 | 2 | 3 | 2 | 3 | 3 | 0 |

| | GENDER | | PARTY REG | | | AGE | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | | |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 81 | 63 | 50 | 147 | 174 | 114 | 114 | 52 | 22 | 10 | 47 | 77 |
| <u>EXT/VERY IMPORTANT</u> | 70 | 65 | 75 | 82 | 64 | 38 | 79 | 76 | 63 | 63 | 76 | 72 | 68 | 72 | 74 | 81 | 82 | 40 | 20 | 56 | 71 |
| Extremely important | 52 | 43 | 59 | 62 | 43 | 26 | 60 | 53 | 40 | 50 | 55 | 53 | 49 | 54 | 54 | 63 | 57 | 30 | 0 | 38 | 52 |
| Very important | 19 | 22 | 16 | 20 | 20 | 13 | 19 | 23 | 23 | 13 | 21 | 18 | 19 | 18 | 20 | 18 | 25 | 10 | 20 | 18 | 19 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 27 | 31 | 23 | 16 | 33 | 55 | 18 | 21 | 35 | 33 | 22 | 25 | 28 | 25 | 23 | 16 | 18 | 52 | 64 | 40 | 27 |
| Somewhat important | 10 | 12 | 7 | 8 | 14 | 9 | 8 | 11 | 11 | 12 | 6 | 8 | 12 | 7 | 7 | 6 | 12 | 7 | 0 | 15 | 12 |
| Not too important | 17 | 19 | 16 | 8 | 19 | 46 | 10 | 10 | 24 | 21 | 17 | 17 | 16 | 18 | 17 | 10 | 7 | 45 | 64 | 26 | 15 |
| <u>DK/NA</u> | 3 | 4 | 2 | 2 | 3 | 6 | 3 | 3 | 2 | 5 | 2 | 3 | 4 | 2 | 3 | 3 | 0 | 8 | 16 | 4 | 2 |
| DK/NA | 3 | 4 | 2 | 2 | 3 | 6 | 3 | 3 | 2 | 5 | 2 | 3 | 4 | 2 | 3 | 3 | 0 | 8 | 16 | 4 | 2 |

Table 30: Q7e. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Reducing the carbon pollution that causes climate change

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|--------------------------------------|---------------|-----------|-----------------------------------|-------------|-----------|-----------------|-----------|----------------------------------|-----------|-----------|-----------|--------------|--------------|-----------|-----------|-----------|-----------|---------------------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 67 | 87 | 79 | 87 | 81 | 110 | 41 | 37 | 33 | 18 | 84 | 108 | 47 | 31 | 17 | 34 | 53 | 56 | 95 | 106 |
| <u>EXT/VERY IMPORTANT</u> | 70 | 62 | 67 | 73 | 78 | 77 | 85 | 54 | 74 | 47 | 22 | 76 | 86 | 68 | 58 | 31 | 42 | 59 | 79 | 68 | 73 |
| Extremely important | 52 | 38 | 47 | 57 | 62 | 53 | 68 | 34 | 54 | 31 | 16 | 56 | 67 | 49 | 34 | 13 | 32 | 40 | 67 | 44 | 55 |
| Very important | 19 | 24 | 20 | 16 | 16 | 25 | 16 | 21 | 20 | 17 | 6 | 20 | 19 | 18 | 23 | 18 | 10 | 20 | 12 | 24 | 19 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 27 | 33 | 29 | 24 | 22 | 18 | 15 | 40 | 26 | 50 | 65 | 20 | 13 | 30 | 38 | 58 | 54 | 31 | 21 | 30 | 24 |
| Somewhat important | 10 | 16 | 9 | 9 | 6 | 9 | 7 | 16 | 12 | 15 | 0 | 10 | 6 | 13 | 15 | 18 | 5 | 14 | 6 | 12 | 8 |
| Not too important | 17 | 17 | 20 | 15 | 16 | 9 | 8 | 25 | 13 | 35 | 65 | 10 | 7 | 17 | 23 | 40 | 49 | 17 | 15 | 19 | 16 |
| <u>DK/NA</u> | 3 | 5 | 4 | 3 | 1 | 4 | 1 | 5 | 0 | 3 | 12 | 4 | 1 | 2 | 4 | 10 | 4 | 10 | 0 | 2 | 3 |
| DK/NA | 3 | 5 | 4 | 3 | 1 | 4 | 1 | 5 | 0 | 3 | 12 | 4 | 1 | 2 | 4 | 10 | 4 | 10 | 0 | 2 | 3 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 205 | 116 | 45 | 43 | 33 | 41 | 43 | 23 | 26 | 26 | 20 | 22 | 124 | 96 | 101 | | | | | |
| <u>EXT/VERY IMPORTANT</u> | 70 | 73 | 66 | 90 | 59 | 80 | 63 | 72 | 57 | 69 | 59 | 66 | 80 | 69 | 74 | | | | | | |
| Extremely important | 52 | 55 | 46 | 71 | 41 | 65 | 48 | 50 | 42 | 40 | 47 | 51 | 54 | 57 | 60 | | | | | | |
| Very important | 19 | 18 | 20 | 19 | 18 | 15 | 16 | 22 | 15 | 29 | 12 | 15 | 26 | 12 | 33 | 14 | | | | | |
| <u>SMWT/NOT TOO IMPORTANT</u> | 27 | 25 | 29 | 6 | 41 | 16 | 37 | 25 | 41 | 31 | 32 | 29 | 12 | 27 | 28 | 24 | | | | | |
| Somewhat important | 10 | 10 | 9 | 0 | 17 | 3 | 21 | 8 | 13 | 9 | 3 | 19 | 2 | 8 | 13 | 8 | | | | | |
| Not too important | 17 | 15 | 20 | 6 | 24 | 13 | 16 | 17 | 28 | 22 | 29 | 10 | 10 | 19 | 15 | 17 | | | | | |
| <u>DK/NA</u> | 3 | 2 | 5 | 4 | 0 | 3 | 0 | 3 | 2 | 0 | 9 | 5 | 8 | 5 | 2 | 2 | | | | | |
| DK/NA | 3 | 2 | 5 | 4 | 0 | 3 | 0 | 3 | 2 | 0 | 9 | 5 | 8 | 5 | 2 | 2 | | | | | |

Table 31: Q7f. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Completing parallel walking and biking pathways

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|--------------------------------------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-------------|-----------|-----------|-----------|------------------|-----------|-----------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 124 | 90 | 30 | 63 | 214 | 94 | 13 | 104 | 17 | 58 | 90 | 165 | 156 | 64 | 150 | 26 | 87 | 169 | 85 |
| <u>EXT/VERY IMPORTANT</u> | 53 | 66 | 61 | 40 | 26 | 64 | 31 | 47 | 59 | 81 | 77 | 58 | 67 | 39 | 77 | 69 | 27 | 67 | 67 | 37 |
| Extremely important | 33 | 45 | 33 | 25 | 14 | 40 | 17 | 25 | 32 | 56 | 45 | 41 | 44 | 21 | 60 | 42 | 24 | 46 | 42 | 17 |
| Very important | 21 | 21 | 28 | 16 | 12 | 24 | 13 | 21 | 27 | 25 | 32 | 17 | 23 | 18 | 17 | 27 | 3 | 21 | 25 | 20 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 41 | 31 | 31 | 60 | 65 | 31 | 64 | 53 | 34 | 19 | 19 | 39 | 30 | 54 | 20 | 29 | 73 | 33 | 33 | 59 |
| Somewhat important | 22 | 24 | 19 | 27 | 21 | 22 | 23 | 25 | 20 | 13 | 13 | 26 | 20 | 25 | 13 | 20 | 20 | 26 | 26 | 12 |
| Not too important | 19 | 6 | 13 | 32 | 45 | 9 | 41 | 28 | 14 | 6 | 6 | 13 | 10 | 29 | 7 | 9 | 53 | 6 | 7 | 46 |
| <u>DK/NA</u> | 5 | 3 | 8 | 0 | 9 | 5 | 6 | 0 | 7 | 0 | 4 | 4 | 3 | 7 | 3 | 1 | 0 | 0 | 0 | 4 |
| DK/NA | 5 | 3 | 8 | 0 | 9 | 5 | 6 | 0 | 7 | 0 | 4 | 4 | 3 | 7 | 3 | 1 | 0 | 0 | 0 | 4 |

| | Q9 VOTE AFTER POSITIVES | | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | |
|--------------------------------------|-------------------------|-----------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|-----------|------------|-----------|-----------|---------------|-----------|--------------------|-----------|-----------|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 321 | 223 | 90 | 7 | 203 | 99 | 19 | 173 | 64 | 84 | 30 | 26 | 31 | 205 | 93 | 248 | 38 | 53 |
| <u>EXT/VERY IMPORTANT</u> | 53 | 64 | 31 | 12 | 66 | 29 | 43 | 68 | 25 | 47 | 55 | 56 | 42 | 54 | 53 | 54 | 50 | 54 |
| Extremely important | 33 | 38 | 22 | 12 | 38 | 21 | 32 | 40 | 16 | 30 | 25 | 24 | 34 | 31 | 38 | 32 | 38 | 39 |
| Very important | 21 | 26 | 9 | 0 | 28 | 8 | 11 | 27 | 8 | 17 | 30 | 33 | 9 | 23 | 15 | 22 | 12 | 15 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 41 | 32 | 61 | 88 | 32 | 61 | 38 | 31 | 71 | 41 | 42 | 44 | 39 | 42 | 42 | 41 | 40 | 39 |
| Somewhat important | 22 | 22 | 20 | 69 | 23 | 19 | 29 | 22 | 21 | 24 | 22 | 34 | 17 | 23 | 20 | 21 | 33 | 30 |
| Not too important | 19 | 10 | 41 | 19 | 9 | 42 | 9 | 8 | 50 | 17 | 19 | 10 | 21 | 19 | 22 | 20 | 7 | 9 |
| <u>DK/NA</u> | 5 | 4 | 8 | 0 | 2 | 10 | 19 | 2 | 5 | 12 | 4 | 0 | 19 | 4 | 5 | 5 | 10 | 7 |
| DK/NA | 5 | 4 | 8 | 0 | 2 | 10 | 19 | 2 | 5 | 12 | 4 | 0 | 19 | 4 | 5 | 5 | 10 | 7 |

Table 31: Q7f. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Completing parallel walking and biking pathways

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|--------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 16 | 94 | 99 | 101 | 110 | 201 | 58 | 94 | 100 | 266 | 247 | 217 | 187 | 131 | 321 | 0 |
| <u>EXT/VERY IMPORTANT</u> | 53 | 69 | 51 | 53 | 53 | 54 | 53 | 52 | 54 | 51 | 54 | 56 | 57 | 60 | 59 | 53 | 0 |
| Extremely important | 33 | 59 | 33 | 31 | 29 | 36 | 30 | 35 | 28 | 28 | 33 | 35 | 34 | 37 | 33 | 33 | 0 |
| Very important | 21 | 10 | 19 | 22 | 24 | 17 | 23 | 16 | 26 | 23 | 21 | 21 | 22 | 23 | 26 | 21 | 0 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 41 | 31 | 38 | 46 | 41 | 37 | 44 | 34 | 45 | 44 | 41 | 41 | 40 | 37 | 37 | 41 | 0 |
| Somewhat important | 22 | 12 | 20 | 28 | 20 | 19 | 24 | 16 | 26 | 26 | 21 | 21 | 19 | 18 | 17 | 22 | 0 |
| Not too important | 19 | 19 | 18 | 19 | 21 | 18 | 20 | 18 | 19 | 18 | 20 | 19 | 21 | 19 | 20 | 19 | 0 |
| <u>DK/NA</u> | 5 | 0 | 11 | 1 | 6 | 9 | 3 | 15 | 1 | 6 | 5 | 4 | 3 | 3 | 4 | 5 | 0 |
| DK/NA | 5 | 0 | 11 | 1 | 6 | 9 | 3 | 15 | 1 | 6 | 5 | 4 | 3 | 3 | 4 | 5 | 0 |

| | GENDER | | PARTY REG | | | AGE | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | | |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 81 | 63 | 50 | 147 | 174 | 114 | 114 | 52 | 22 | 10 | 47 | 77 |
| <u>EXT/VERY IMPORTANT</u> | 53 | 47 | 59 | 61 | 47 | 34 | 57 | 40 | 52 | 57 | 55 | 56 | 51 | 55 | 55 | 61 | 68 | 32 | 47 | 44 | 46 |
| Extremely important | 33 | 28 | 36 | 39 | 27 | 18 | 42 | 31 | 26 | 33 | 33 | 31 | 33 | 33 | 32 | 41 | 45 | 17 | 21 | 22 | 24 |
| Very important | 21 | 19 | 23 | 22 | 20 | 16 | 15 | 9 | 25 | 25 | 21 | 24 | 18 | 23 | 23 | 19 | 23 | 15 | 26 | 23 | 22 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 41 | 47 | 36 | 35 | 46 | 57 | 40 | 43 | 45 | 38 | 43 | 41 | 41 | 41 | 42 | 35 | 30 | 68 | 43 | 47 | 47 |
| Somewhat important | 22 | 24 | 21 | 22 | 24 | 20 | 18 | 23 | 29 | 22 | 21 | 21 | 24 | 21 | 21 | 20 | 23 | 26 | 0 | 25 | 26 |
| Not too important | 19 | 23 | 15 | 13 | 21 | 37 | 21 | 20 | 16 | 16 | 22 | 19 | 18 | 20 | 21 | 15 | 7 | 42 | 43 | 22 | 21 |
| <u>DK/NA</u> | 5 | 6 | 5 | 3 | 7 | 9 | 3 | 17 | 3 | 4 | 2 | 4 | 7 | 3 | 3 | 5 | 3 | 0 | 10 | 8 | 7 |
| DK/NA | 5 | 6 | 5 | 3 | 7 | 9 | 3 | 17 | 3 | 4 | 2 | 4 | 7 | 3 | 3 | 5 | 3 | 0 | 10 | 8 | 7 |

Table 31: Q7f. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Completing parallel walking and biking pathways

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|--------------------------------------|---------------|--------------|------------|----------------|--------------|-----------------|--------------|------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| | Column n-Size | 321 | 67 | 87 | 79 | 87 | 81 | 110 | 41 | 37 | 33 | 18 | 84 | 108 | 47 | 31 | 17 | 34 | 53 | 56 | 95 |
| <u>EXT/VERY IMPORTANT</u> | 53 | 42 | 51 | 59 | 60 | 52 | 68 | 47 | 47 | 34 | 35 | 56 | 65 | 49 | 44 | 33 | 35 | 43 | 63 | 48 | 57 |
| Extremely important | 33 | 23 | 33 | 40 | 32 | 34 | 42 | 26 | 27 | 18 | 19 | 38 | 40 | 32 | 19 | 11 | 22 | 23 | 48 | 31 | 30 |
| Very important | 21 | 19 | 18 | 18 | 27 | 18 | 25 | 21 | 20 | 16 | 17 | 18 | 25 | 18 | 25 | 23 | 13 | 20 | 15 | 18 | 28 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 41 | 49 | 46 | 35 | 37 | 44 | 30 | 48 | 43 | 56 | 58 | 36 | 35 | 46 | 45 | 53 | 59 | 44 | 31 | 49 | 38 |
| Somewhat important | 22 | 27 | 22 | 21 | 21 | 23 | 22 | 29 | 20 | 21 | 17 | 21 | 24 | 27 | 21 | 30 | 15 | 20 | 18 | 25 | 22 |
| Not too important | 19 | 22 | 24 | 14 | 16 | 20 | 8 | 19 | 23 | 35 | 42 | 16 | 11 | 19 | 25 | 23 | 44 | 25 | 13 | 24 | 16 |
| <u>DK/NA</u> | 5 | 9 | 3 | 6 | 3 | 4 | 3 | 4 | 10 | 10 | 6 | 8 | 0 | 4 | 11 | 14 | 6 | 12 | 6 | 2 | 4 |
| DK/NA | 5 | 9 | 3 | 6 | 3 | 4 | 3 | 4 | 10 | 10 | 6 | 8 | 0 | 4 | 11 | 14 | 6 | 12 | 6 | 2 | 4 |

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|--------------------------------------|---------------|------------|-----------------------------------|-----------|-----------|-----------|-----------|----------------------------------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| | Column n-Size | 321 | 205 | 116 | 45 | 43 | 33 | 41 | 43 | 23 | 26 | 26 | 20 | 22 | 124 | 96 |
| <u>EXT/VERY IMPORTANT</u> | 53 | 56 | 49 | 71 | 56 | 51 | 45 | 57 | 32 | 47 | 40 | 58 | 69 | 51 | 62 | 49 |
| Extremely important | 33 | 34 | 31 | 46 | 17 | 43 | 24 | 39 | 24 | 26 | 20 | 41 | 48 | 32 | 30 | 36 |
| Very important | 21 | 23 | 18 | 25 | 38 | 7 | 21 | 18 | 8 | 21 | 20 | 18 | 21 | 19 | 31 | 13 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 41 | 38 | 47 | 25 | 42 | 41 | 43 | 41 | 63 | 53 | 55 | 37 | 24 | 46 | 35 | 42 |
| Somewhat important | 22 | 19 | 28 | 13 | 20 | 28 | 25 | 14 | 28 | 30 | 41 | 31 | 6 | 24 | 15 | 27 |
| Not too important | 19 | 19 | 19 | 12 | 22 | 13 | 18 | 27 | 34 | 22 | 14 | 5 | 18 | 22 | 20 | 15 |
| <u>DK/NA</u> | 5 | 6 | 4 | 4 | 3 | 9 | 12 | 2 | 5 | 0 | 5 | 5 | 7 | 3 | 3 | 9 |
| DK/NA | 5 | 6 | 4 | 4 | 3 | 9 | 12 | 2 | 5 | 0 | 5 | 5 | 7 | 3 | 3 | 9 |

Table 32: Q7g. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Maintaining clean, safe trains

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|--------------------------------------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-------------|-----------|-----------|-----------|------------------|-----------|-----------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 124 | 90 | 30 | 63 | 214 | 94 | 13 | 104 | 17 | 58 | 90 | 165 | 156 | 64 | 150 | 26 | 87 | 169 | 85 |
| <u>EXT/VERY IMPORTANT</u> | 80 | 89 | 81 | 83 | 59 | 85 | 67 | 85 | 81 | 96 | 96 | 86 | 91 | 69 | 99 | 94 | 60 | 88 | 89 | 67 |
| Extremely important | 51 | 68 | 44 | 43 | 32 | 58 | 35 | 54 | 45 | 69 | 70 | 54 | 61 | 40 | 87 | 64 | 29 | 61 | 58 | 36 |
| Very important | 29 | 21 | 37 | 40 | 27 | 28 | 31 | 30 | 36 | 27 | 26 | 32 | 29 | 29 | 12 | 29 | 31 | 26 | 31 | 31 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 17 | 10 | 19 | 17 | 28 | 14 | 24 | 7 | 18 | 4 | 4 | 14 | 9 | 24 | 1 | 6 | 34 | 12 | 11 | 26 |
| Somewhat important | 11 | 6 | 18 | 9 | 12 | 11 | 11 | 7 | 17 | 4 | 4 | 9 | 7 | 16 | 1 | 5 | 10 | 9 | 9 | 13 |
| Not too important | 5 | 3 | 1 | 9 | 15 | 2 | 13 | 0 | 1 | 0 | 0 | 5 | 3 | 8 | 0 | 1 | 24 | 4 | 2 | 13 |
| <u>DK/NA</u> | 4 | 2 | 0 | 0 | 13 | 1 | 9 | 8 | 1 | 0 | 0 | 0 | 0 | 7 | 0 | 0 | 6 | 0 | 0 | 7 |
| DK/NA | 4 | 2 | 0 | 0 | 13 | 1 | 9 | 8 | 1 | 0 | 0 | 0 | 0 | 7 | 0 | 0 | 6 | 0 | 0 | 7 |

| | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | |
|--------------------------------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|-----------|-----------|------------|-----------|---------------|-----------|--------------------|-----------|-----------|-----------|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 321 | 223 | 90 | 7 | 203 | 99 | 19 | 173 | 64 | 84 | 30 | 26 | 31 | 205 | 93 | 248 | 38 | 53 |
| <u>EXT/VERY IMPORTANT</u> | 80 | 88 | 61 | 67 | 90 | 63 | 67 | 89 | 57 | 79 | 93 | 96 | 72 | 82 | 79 | 79 | 88 | 87 |
| Extremely important | 51 | 58 | 35 | 21 | 58 | 38 | 52 | 59 | 29 | 52 | 57 | 52 | 54 | 51 | 56 | 48 | 74 | 68 |
| Very important | 29 | 29 | 26 | 47 | 32 | 25 | 15 | 30 | 29 | 27 | 36 | 44 | 18 | 32 | 24 | 31 | 13 | 19 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 17 | 11 | 28 | 33 | 10 | 29 | 21 | 11 | 34 | 16 | 3 | 4 | 24 | 15 | 18 | 17 | 7 | 10 |
| Somewhat important | 11 | 10 | 13 | 33 | 8 | 15 | 21 | 9 | 15 | 12 | 3 | 4 | 16 | 7 | 17 | 12 | 7 | 6 |
| Not too important | 5 | 1 | 16 | 0 | 1 | 15 | 0 | 1 | 19 | 4 | 0 | 1 | 8 | 8 | 1 | 5 | 0 | 3 |
| <u>DK/NA</u> | 4 | 1 | 10 | 0 | 0 | 8 | 12 | 1 | 9 | 5 | 4 | 0 | 4 | 3 | 3 | 4 | 5 | 3 |
| DK/NA | 4 | 1 | 10 | 0 | 0 | 8 | 12 | 1 | 9 | 5 | 4 | 0 | 4 | 3 | 3 | 4 | 5 | 3 |

Table 32: Q7g. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Maintaining clean, safe trains

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|--------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 16 | 94 | 99 | 101 | 110 | 201 | 58 | 94 | 100 | 266 | 247 | 217 | 187 | 131 | 321 | 0 |
| <u>EXT/VERY IMPORTANT</u> | 80 | 88 | 79 | 81 | 78 | 80 | 80 | 76 | 87 | 75 | 81 | 81 | 83 | 86 | 86 | 80 | 0 |
| Extremely important | 51 | 74 | 56 | 47 | 45 | 59 | 46 | 57 | 57 | 39 | 50 | 52 | 51 | 53 | 53 | 51 | 0 |
| Very important | 29 | 13 | 23 | 34 | 34 | 21 | 34 | 18 | 30 | 36 | 31 | 30 | 32 | 33 | 33 | 29 | 0 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 17 | 12 | 14 | 16 | 19 | 14 | 18 | 19 | 12 | 19 | 16 | 17 | 15 | 12 | 11 | 17 | 0 |
| Somewhat important | 11 | 0 | 12 | 9 | 13 | 10 | 11 | 16 | 9 | 11 | 10 | 11 | 9 | 6 | 5 | 11 | 0 |
| Not too important | 5 | 12 | 2 | 7 | 6 | 3 | 7 | 3 | 2 | 8 | 6 | 5 | 6 | 6 | 6 | 5 | 0 |
| <u>DK/NA</u> | 4 | 0 | 7 | 2 | 2 | 6 | 2 | 6 | 2 | 5 | 3 | 2 | 2 | 2 | 2 | 4 | 0 |
| DK/NA | 4 | 0 | 7 | 2 | 2 | 6 | 2 | 6 | 2 | 5 | 3 | 2 | 2 | 2 | 2 | 4 | 0 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 81 | 63 | 50 | 147 | 174 | 114 | 114 | 52 | 22 | 10 | 47 | 77 |
| <u>EXT/VERY IMPORTANT</u> | 80 | 77 | 83 | 86 | 77 | 63 | 84 | 79 | 67 | 76 | 88 | 84 | 75 | 84 | 86 | 84 | 85 | 77 | 66 | 79 | 74 |
| Extremely important | 51 | 45 | 56 | 58 | 47 | 31 | 60 | 45 | 45 | 45 | 58 | 54 | 48 | 53 | 56 | 60 | 52 | 28 | 43 | 43 | 50 |
| Very important | 29 | 32 | 27 | 28 | 30 | 32 | 23 | 34 | 22 | 31 | 30 | 30 | 26 | 31 | 30 | 25 | 33 | 49 | 23 | 36 | 23 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 17 | 19 | 15 | 13 | 19 | 28 | 13 | 15 | 33 | 20 | 10 | 10 | 21 | 13 | 10 | 15 | 13 | 23 | 24 | 17 | 18 |
| Somewhat important | 11 | 12 | 11 | 9 | 10 | 21 | 13 | 10 | 20 | 16 | 2 | 5 | 16 | 7 | 4 | 10 | 9 | 20 | 7 | 12 | 11 |
| Not too important | 5 | 7 | 4 | 3 | 9 | 7 | 0 | 5 | 12 | 3 | 8 | 5 | 5 | 6 | 6 | 4 | 4 | 3 | 17 | 5 | 8 |
| <u>DK/NA</u> | 4 | 5 | 2 | 2 | 4 | 9 | 4 | 6 | 0 | 4 | 2 | 6 | 4 | 3 | 4 | 1 | 3 | 0 | 10 | 4 | 8 |
| DK/NA | 4 | 5 | 2 | 2 | 4 | 9 | 4 | 6 | 0 | 4 | 2 | 6 | 4 | 3 | 4 | 1 | 3 | 0 | 10 | 4 | 8 |

Table 32: Q7g. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Maintaining clean, safe trains

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|--------------------------------------|---------------|--------------|------------|----------------|--------------|-----------------|--------------|------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| | Column n-Size | 321 | 67 | 87 | 79 | 87 | 81 | 110 | 41 | 37 | 33 | 18 | 84 | 108 | 47 | 31 | 17 | 34 | 53 | 56 | 95 |
| <u>EXT/VERY IMPORTANT</u> | 80 | 68 | 83 | 80 | 86 | 83 | 87 | 74 | 81 | 64 | 61 | 81 | 89 | 73 | 83 | 46 | 72 | 79 | 81 | 75 | 84 |
| Extremely important | 51 | 43 | 47 | 52 | 60 | 54 | 60 | 42 | 53 | 26 | 39 | 54 | 61 | 52 | 40 | 11 | 41 | 51 | 66 | 40 | 51 |
| Very important | 29 | 25 | 37 | 28 | 26 | 29 | 27 | 31 | 28 | 38 | 22 | 27 | 28 | 21 | 43 | 35 | 31 | 28 | 16 | 36 | 32 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 17 | 27 | 12 | 16 | 13 | 14 | 12 | 22 | 15 | 26 | 33 | 16 | 10 | 24 | 11 | 41 | 22 | 9 | 19 | 24 | 13 |
| Somewhat important | 11 | 20 | 5 | 13 | 8 | 10 | 9 | 10 | 10 | 19 | 24 | 14 | 5 | 13 | 5 | 36 | 13 | 5 | 15 | 14 | 9 |
| Not too important | 5 | 7 | 7 | 3 | 5 | 4 | 3 | 12 | 5 | 6 | 9 | 2 | 5 | 11 | 6 | 4 | 9 | 4 | 3 | 9 | 4 |
| <u>DK/NA</u> | 4 | 5 | 4 | 4 | 1 | 3 | 1 | 4 | 4 | 10 | 6 | 3 | 1 | 3 | 6 | 14 | 6 | 12 | 0 | 1 | 4 |
| DK/NA | 4 | 5 | 4 | 4 | 1 | 3 | 1 | 4 | 4 | 10 | 6 | 3 | 1 | 3 | 6 | 14 | 6 | 12 | 0 | 1 | 4 |

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|--------------------------------------|---------------|------------|-----------------------------------|-----------|-----------|-----------|-----------|----------------------------------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| | Column n-Size | 321 | 205 | 116 | 45 | 43 | 33 | 41 | 43 | 23 | 26 | 26 | 20 | 22 | 124 | 96 |
| <u>EXT/VERY IMPORTANT</u> | 80 | 82 | 77 | 90 | 84 | 76 | 79 | 79 | 73 | 64 | 82 | 84 | 83 | 82 | 76 | 81 |
| Extremely important | 51 | 51 | 51 | 69 | 39 | 43 | 52 | 51 | 44 | 46 | 54 | 64 | 48 | 50 | 45 | 58 |
| Very important | 29 | 31 | 26 | 21 | 45 | 33 | 27 | 28 | 29 | 17 | 28 | 20 | 35 | 32 | 31 | 23 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 17 | 14 | 20 | 6 | 11 | 21 | 18 | 18 | 27 | 36 | 18 | 11 | 6 | 16 | 17 | 16 |
| Somewhat important | 11 | 11 | 12 | 4 | 5 | 21 | 15 | 11 | 16 | 21 | 9 | 11 | 0 | 11 | 12 | 10 |
| Not too important | 5 | 4 | 9 | 2 | 5 | 0 | 4 | 7 | 11 | 15 | 10 | 0 | 6 | 5 | 6 | 6 |
| <u>DK/NA</u> | 4 | 4 | 3 | 4 | 6 | 3 | 2 | 3 | 0 | 0 | 0 | 5 | 12 | 2 | 6 | 3 |
| DK/NA | 4 | 4 | 3 | 4 | 6 | 3 | 2 | 3 | 0 | 0 | 0 | 5 | 12 | 2 | 6 | 3 |

Table 33: Q7h. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Reducing traffic congestion

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|--------------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 124 | 90 | 30 | 63 | 214 | 94 | 13 | 104 | 17 | 58 | 90 | 165 | 156 | 64 | 150 | 26 | 87 | 169 | 85 |
| <u>EXT/VERY IMPORTANT</u> | 77 | 88 | 87 | 70 | 47 | 87 | 54 | 72 | 85 | 86 | 90 | 86 | 88 | 66 | 96 | 85 | 56 | 88 | 88 | 57 |
| Extremely important | 51 | 65 | 56 | 30 | 29 | 61 | 29 | 48 | 55 | 78 | 63 | 53 | 59 | 43 | 83 | 58 | 45 | 69 | 64 | 30 |
| Very important | 26 | 23 | 31 | 40 | 18 | 26 | 25 | 24 | 30 | 8 | 28 | 33 | 28 | 23 | 13 | 27 | 11 | 19 | 24 | 26 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 21 | 12 | 11 | 30 | 47 | 11 | 41 | 24 | 12 | 14 | 10 | 14 | 12 | 29 | 4 | 15 | 44 | 12 | 11 | 41 |
| Somewhat important | 10 | 10 | 6 | 21 | 10 | 8 | 13 | 17 | 7 | 9 | 10 | 7 | 8 | 12 | 3 | 11 | 6 | 12 | 10 | 10 |
| Not too important | 11 | 2 | 5 | 9 | 37 | 3 | 28 | 7 | 5 | 5 | 0 | 7 | 4 | 18 | 1 | 4 | 38 | 1 | 1 | 31 |
| <u>DK/NA</u> | 2 | 1 | 2 | 0 | 6 | 1 | 4 | 4 | 3 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 0 | 1 | 2 |
| DK/NA | 2 | 1 | 2 | 0 | 6 | 1 | 4 | 4 | 3 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 0 | 1 | 2 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 223 | 90 | 7 | 203 | 99 | 19 | 173 | 64 | 84 | 30 | 26 | 31 | 205 | 93 | 248 | 38 | 53 | | |
| <u>EXT/VERY IMPORTANT</u> | 77 | 85 | 58 | 82 | 86 | 57 | 85 | 87 | 45 | 80 | 68 | 76 | 87 | 75 | 84 | 76 | 88 | 83 | | |
| Extremely important | 51 | 59 | 31 | 61 | 60 | 31 | 61 | 62 | 22 | 52 | 40 | 43 | 54 | 52 | 52 | 49 | 64 | 60 | | |
| Very important | 26 | 26 | 26 | 21 | 26 | 25 | 24 | 26 | 24 | 28 | 27 | 32 | 33 | 23 | 32 | 27 | 24 | 23 | | |
| <u>SMWT/NOT TOO IMPORTANT</u> | 21 | 13 | 39 | 18 | 13 | 38 | 15 | 11 | 50 | 17 | 29 | 24 | 8 | 23 | 15 | 22 | 8 | 14 | | |
| Somewhat important | 10 | 9 | 11 | 18 | 9 | 11 | 10 | 8 | 13 | 12 | 20 | 23 | 6 | 11 | 6 | 10 | 8 | 9 | | |
| Not too important | 11 | 4 | 28 | 0 | 3 | 27 | 5 | 4 | 37 | 5 | 8 | 1 | 2 | 11 | 9 | 11 | 0 | 5 | | |
| <u>DK/NA</u> | 2 | 2 | 4 | 0 | 1 | 6 | 0 | 1 | 5 | 3 | 4 | 0 | 5 | 2 | 1 | 2 | 5 | 3 | | |
| DK/NA | 2 | 2 | 4 | 0 | 1 | 6 | 0 | 1 | 5 | 3 | 4 | 0 | 5 | 2 | 1 | 2 | 5 | 3 | | |

Table 33: Q7h. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Reducing traffic congestion

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|--------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 16 | 94 | 99 | 101 | 110 | 201 | 58 | 94 | 100 | 266 | 247 | 217 | 187 | 131 | 321 | 0 |
| <u>EXT/VERY IMPORTANT</u> | 77 | 92 | 72 | 77 | 79 | 75 | 78 | 73 | 83 | 72 | 76 | 76 | 74 | 77 | 78 | 77 | 0 |
| Extremely important | 51 | 67 | 51 | 46 | 54 | 53 | 50 | 53 | 51 | 45 | 51 | 53 | 51 | 53 | 54 | 51 | 0 |
| Very important | 26 | 25 | 22 | 31 | 25 | 22 | 28 | 19 | 32 | 27 | 25 | 23 | 23 | 24 | 24 | 26 | 0 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 21 | 8 | 23 | 23 | 17 | 21 | 20 | 24 | 17 | 22 | 21 | 21 | 23 | 21 | 20 | 21 | 0 |
| Somewhat important | 10 | 0 | 12 | 12 | 9 | 10 | 10 | 13 | 9 | 11 | 10 | 10 | 11 | 10 | 7 | 10 | 0 |
| Not too important | 11 | 8 | 12 | 12 | 8 | 11 | 10 | 11 | 8 | 10 | 11 | 12 | 12 | 11 | 12 | 11 | 0 |
| <u>DK/NA</u> | 2 | 0 | 4 | 0 | 4 | 4 | 2 | 4 | 0 | 6 | 2 | 2 | 2 | 2 | 2 | 2 | 0 |
| DK/NA | 2 | 0 | 4 | 0 | 4 | 4 | 2 | 4 | 0 | 6 | 2 | 2 | 2 | 2 | 2 | 2 | 0 |

| | GENDER | | PARTY REG | | | AGE | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | | |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 81 | 63 | 50 | 147 | 174 | 114 | 114 | 52 | 22 | 10 | 47 | 77 |
| <u>EXT/VERY IMPORTANT</u> | 77 | 71 | 83 | 84 | 73 | 59 | 89 | 74 | 74 | 71 | 76 | 83 | 78 | 76 | 79 | 83 | 84 | 61 | 47 | 72 | 75 |
| Extremely important | 51 | 46 | 56 | 58 | 47 | 31 | 66 | 44 | 44 | 41 | 52 | 67 | 49 | 53 | 59 | 63 | 50 | 39 | 11 | 45 | 47 |
| Very important | 26 | 25 | 27 | 25 | 25 | 28 | 23 | 30 | 30 | 30 | 24 | 16 | 29 | 23 | 20 | 20 | 34 | 22 | 36 | 27 | 28 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 21 | 26 | 16 | 15 | 25 | 37 | 11 | 23 | 26 | 26 | 21 | 11 | 21 | 20 | 17 | 14 | 16 | 39 | 43 | 24 | 23 |
| Somewhat important | 10 | 11 | 9 | 9 | 12 | 11 | 8 | 13 | 18 | 14 | 5 | 1 | 14 | 6 | 3 | 6 | 14 | 15 | 6 | 12 | 11 |
| Not too important | 11 | 15 | 7 | 6 | 12 | 26 | 3 | 11 | 8 | 12 | 16 | 10 | 7 | 14 | 13 | 8 | 2 | 24 | 37 | 13 | 12 |
| <u>DK/NA</u> | 2 | 4 | 1 | 2 | 3 | 4 | 0 | 3 | 0 | 2 | 3 | 6 | 1 | 4 | 4 | 3 | 0 | 0 | 10 | 4 | 2 |
| DK/NA | 2 | 4 | 1 | 2 | 3 | 4 | 0 | 3 | 0 | 2 | 3 | 6 | 1 | 4 | 4 | 3 | 0 | 0 | 10 | 4 | 2 |

Table 33: Q7h. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Reducing traffic congestion

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|--------------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| | Column n-Size | 321 | 67 | 87 | 79 | 87 | 81 | 110 | 41 | 37 | 33 | 18 | 84 | 108 | 47 | 31 | 17 | 34 | 53 | 56 | 95 |
| <u>EXT/VERY IMPORTANT</u> | 77 | 76 | 67 | 80 | 85 | 79 | 86 | 66 | 80 | 56 | 66 | 84 | 83 | 70 | 77 | 73 | 53 | 67 | 83 | 72 | 83 |
| Extremely important | 51 | 46 | 45 | 51 | 61 | 55 | 60 | 41 | 54 | 28 | 37 | 55 | 61 | 46 | 49 | 30 | 31 | 46 | 59 | 45 | 55 |
| Very important | 26 | 30 | 21 | 29 | 24 | 24 | 26 | 24 | 26 | 28 | 29 | 30 | 22 | 24 | 27 | 42 | 21 | 22 | 23 | 28 | 28 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 21 | 22 | 28 | 20 | 12 | 18 | 13 | 29 | 20 | 41 | 28 | 14 | 15 | 30 | 16 | 27 | 41 | 25 | 17 | 26 | 15 |
| Somewhat important | 10 | 13 | 8 | 15 | 4 | 9 | 8 | 13 | 12 | 11 | 9 | 11 | 7 | 19 | 2 | 18 | 7 | 10 | 10 | 12 | 9 |
| Not too important | 11 | 9 | 20 | 5 | 8 | 8 | 4 | 16 | 8 | 30 | 18 | 3 | 8 | 12 | 13 | 10 | 34 | 15 | 7 | 14 | 6 |
| <u>DK/NA</u> | 2 | 2 | 5 | 0 | 2 | 3 | 1 | 6 | 0 | 3 | 6 | 1 | 2 | 0 | 7 | 0 | 6 | 7 | 0 | 2 | 2 |
| DK/NA | 2 | 2 | 5 | 0 | 2 | 3 | 1 | 6 | 0 | 3 | 6 | 1 | 2 | 0 | 7 | 0 | 6 | 7 | 0 | 2 | 2 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| | Column n-Size | 321 | 205 | 116 | 45 | 43 | 33 | 41 | 43 | 23 | 26 | 26 | 20 | 22 | 124 | 96 | 101 | | | | |
| <u>EXT/VERY IMPORTANT</u> | 77 | 78 | 75 | 85 | 74 | 76 | 77 | 79 | 74 | 73 | 72 | 69 | 86 | 76 | 71 | 85 | | | | | |
| Extremely important | 51 | 48 | 57 | 73 | 36 | 47 | 33 | 49 | 57 | 48 | 69 | 53 | 59 | 46 | 50 | 59 | | | | | |
| Very important | 26 | 30 | 17 | 12 | 38 | 29 | 44 | 30 | 17 | 25 | 3 | 16 | 27 | 29 | 21 | 26 | | | | | |
| <u>SMWT/NOT TOO IMPORTANT</u> | 21 | 20 | 22 | 11 | 23 | 21 | 23 | 21 | 23 | 24 | 23 | 26 | 14 | 22 | 27 | 13 | | | | | |
| Somewhat important | 10 | 10 | 9 | 6 | 10 | 15 | 11 | 10 | 4 | 8 | 14 | 20 | 3 | 10 | 12 | 8 | | | | | |
| Not too important | 11 | 10 | 13 | 5 | 13 | 6 | 12 | 11 | 20 | 16 | 9 | 6 | 12 | 12 | 15 | 5 | | | | | |
| <u>DK/NA</u> | 2 | 2 | 3 | 4 | 3 | 3 | 0 | 0 | 2 | 4 | 5 | 5 | 0 | 3 | 2 | 2 | | | | | |
| DK/NA | 2 | 2 | 3 | 4 | 3 | 3 | 0 | 0 | 2 | 4 | 5 | 5 | 0 | 3 | 2 | 2 | | | | | |

Table 34: Q7i. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Increasing service levels

| | Q2 INITIAL VOTE | | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|--------------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|--------------|------------|-----------|-----------|---------------|------------------|--------------------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 124 | 90 | 30 | 63 | 214 | 94 | 13 | 104 | 17 | 58 | 90 | 165 | 156 | 64 | 150 | 26 | 87 | 169 | 85 |
| <u>EXT/VERY IMPORTANT</u> | 56 | 73 | 57 | 52 | 21 | 66 | 31 | 59 | 57 | 73 | 77 | 72 | 74 | 37 | 81 | 72 | 47 | 83 | 77 | 25 |
| Extremely important | 36 | 49 | 32 | 36 | 16 | 42 | 23 | 40 | 33 | 68 | 42 | 47 | 48 | 24 | 53 | 46 | 38 | 56 | 50 | 11 |
| Very important | 20 | 25 | 25 | 16 | 5 | 25 | 8 | 19 | 25 | 5 | 35 | 24 | 26 | 13 | 28 | 26 | 8 | 27 | 27 | 14 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 35 | 19 | 34 | 39 | 65 | 25 | 56 | 41 | 34 | 23 | 22 | 25 | 24 | 47 | 18 | 26 | 53 | 14 | 20 | 64 |
| Somewhat important | 23 | 15 | 28 | 34 | 28 | 20 | 30 | 26 | 28 | 18 | 22 | 18 | 19 | 27 | 16 | 21 | 6 | 10 | 17 | 31 |
| Not too important | 12 | 4 | 5 | 6 | 37 | 5 | 27 | 15 | 6 | 5 | 0 | 7 | 4 | 19 | 2 | 5 | 48 | 4 | 3 | 33 |
| <u>DK/NA</u> | 9 | 8 | 9 | 9 | 14 | 8 | 13 | 0 | 8 | 4 | 1 | 4 | 3 | 16 | 1 | 2 | 0 | 4 | 3 | 10 |
| DK/NA | 9 | 8 | 9 | 9 | 14 | 8 | 13 | 0 | 8 | 4 | 1 | 4 | 3 | 16 | 1 | 2 | 0 | 4 | 3 | 10 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 223 | 90 | 7 | 203 | 99 | 19 | 173 | 64 | 84 | 30 | 26 | 31 | 205 | 93 | 248 | 38 | 53 | | |
| <u>EXT/VERY IMPORTANT</u> | 56 | 68 | 25 | 53 | 74 | 23 | 33 | 75 | 21 | 43 | 62 | 67 | 26 | 56 | 60 | 52 | 69 | 71 | | |
| Extremely important | 36 | 43 | 20 | 27 | 47 | 15 | 29 | 47 | 18 | 27 | 40 | 42 | 10 | 35 | 40 | 32 | 55 | 57 | | |
| Very important | 20 | 26 | 5 | 27 | 27 | 8 | 4 | 28 | 3 | 16 | 21 | 26 | 17 | 20 | 20 | 20 | 14 | 13 | | |
| <u>SMWT/NOT TOO IMPORTANT</u> | 35 | 24 | 61 | 47 | 21 | 62 | 45 | 19 | 65 | 44 | 32 | 33 | 55 | 33 | 37 | 37 | 24 | 24 | | |
| Somewhat important | 23 | 20 | 32 | 28 | 18 | 33 | 31 | 16 | 34 | 30 | 23 | 27 | 37 | 20 | 29 | 25 | 20 | 18 | | |
| Not too important | 12 | 4 | 29 | 18 | 3 | 28 | 14 | 3 | 32 | 14 | 9 | 6 | 17 | 13 | 8 | 12 | 4 | 6 | | |
| <u>DK/NA</u> | 9 | 8 | 14 | 0 | 5 | 16 | 22 | 6 | 13 | 13 | 6 | 0 | 19 | 11 | 3 | 10 | 7 | 5 | | |
| DK/NA | 9 | 8 | 14 | 0 | 5 | 16 | 22 | 6 | 13 | 13 | 6 | 0 | 19 | 11 | 3 | 10 | 7 | 5 | | |

Table 34: Q7i. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Increasing service levels

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|--------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 16 | 94 | 99 | 101 | 110 | 201 | 58 | 94 | 100 | 266 | 247 | 217 | 187 | 131 | 321 | 0 |
| <u>EXT/VERY IMPORTANT</u> | 56 | 55 | 54 | 52 | 62 | 54 | 57 | 53 | 69 | 48 | 59 | 59 | 60 | 62 | 61 | 56 | 0 |
| Extremely important | 36 | 18 | 39 | 29 | 43 | 36 | 36 | 29 | 46 | 30 | 37 | 36 | 36 | 38 | 38 | 36 | 0 |
| Very important | 20 | 37 | 15 | 23 | 20 | 18 | 21 | 24 | 24 | 19 | 22 | 22 | 24 | 24 | 23 | 20 | 0 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 35 | 45 | 30 | 43 | 28 | 33 | 35 | 38 | 22 | 40 | 32 | 33 | 32 | 30 | 31 | 35 | 0 |
| Somewhat important | 23 | 33 | 17 | 32 | 21 | 20 | 26 | 22 | 16 | 29 | 22 | 22 | 21 | 19 | 19 | 23 | 0 |
| Not too important | 12 | 12 | 13 | 12 | 7 | 13 | 9 | 16 | 6 | 12 | 10 | 10 | 11 | 11 | 12 | 12 | 0 |
| <u>DK/NA</u> | 9 | 0 | 16 | 5 | 10 | 13 | 7 | 9 | 8 | 11 | 9 | 9 | 8 | 8 | 7 | 9 | 0 |
| DK/NA | 9 | 0 | 16 | 5 | 10 | 13 | 7 | 9 | 8 | 11 | 9 | 9 | 8 | 8 | 7 | 9 | 0 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 81 | 63 | 50 | 147 | 174 | 114 | 114 | 52 | 22 | 10 | 47 | 77 |
| <u>EXT/VERY IMPORTANT</u> | 56 | 49 | 61 | 67 | 46 | 31 | 54 | 65 | 56 | 53 | 62 | 47 | 58 | 54 | 55 | 63 | 67 | 31 | 38 | 50 | 51 |
| Extremely important | 36 | 28 | 43 | 45 | 27 | 17 | 40 | 47 | 41 | 26 | 36 | 37 | 39 | 33 | 36 | 44 | 45 | 15 | 21 | 35 | 27 |
| Very important | 20 | 21 | 19 | 22 | 19 | 14 | 14 | 18 | 15 | 27 | 26 | 11 | 19 | 21 | 19 | 20 | 22 | 15 | 17 | 15 | 24 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 35 | 39 | 31 | 25 | 46 | 55 | 42 | 27 | 36 | 38 | 25 | 41 | 34 | 35 | 32 | 27 | 26 | 65 | 43 | 39 | 41 |
| Somewhat important | 23 | 21 | 26 | 20 | 31 | 22 | 37 | 16 | 21 | 27 | 14 | 26 | 23 | 23 | 19 | 21 | 23 | 26 | 6 | 22 | 28 |
| Not too important | 12 | 18 | 6 | 5 | 15 | 33 | 5 | 11 | 15 | 12 | 12 | 14 | 11 | 12 | 13 | 5 | 3 | 39 | 37 | 16 | 13 |
| <u>DK/NA</u> | 9 | 12 | 7 | 8 | 9 | 14 | 3 | 8 | 8 | 9 | 13 | 12 | 8 | 10 | 13 | 10 | 7 | 4 | 20 | 12 | 8 |
| DK/NA | 9 | 12 | 7 | 8 | 9 | 14 | 3 | 8 | 8 | 9 | 13 | 12 | 8 | 10 | 13 | 10 | 7 | 4 | 20 | 12 | 8 |

Table 34: Q7i. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Increasing service levels

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|--------------------------------------|---------------|--------------|------------|----------------|--------------|-----------------|--------------|------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| | Column n-Size | 321 | 67 | 87 | 79 | 87 | 81 | 110 | 41 | 37 | 33 | 18 | 84 | 108 | 47 | 31 | 17 | 34 | 53 | 56 | 95 |
| <u>EXT/VERY IMPORTANT</u> | 56 | 54 | 46 | 60 | 63 | 59 | 72 | 50 | 40 | 24 | 42 | 69 | 65 | 49 | 41 | 28 | 32 | 54 | 53 | 47 | 66 |
| Extremely important | 36 | 33 | 24 | 43 | 43 | 34 | 52 | 26 | 28 | 15 | 21 | 46 | 44 | 35 | 15 | 14 | 19 | 28 | 41 | 28 | 43 |
| Very important | 20 | 21 | 22 | 17 | 20 | 25 | 20 | 24 | 13 | 9 | 21 | 22 | 22 | 14 | 26 | 14 | 13 | 26 | 11 | 19 | 23 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 35 | 35 | 42 | 34 | 29 | 30 | 21 | 39 | 53 | 60 | 47 | 24 | 26 | 47 | 44 | 53 | 56 | 27 | 39 | 45 | 27 |
| Somewhat important | 23 | 18 | 23 | 28 | 23 | 22 | 19 | 21 | 42 | 18 | 31 | 17 | 23 | 31 | 31 | 32 | 18 | 10 | 30 | 29 | 24 |
| Not too important | 12 | 17 | 19 | 6 | 5 | 9 | 2 | 18 | 11 | 42 | 16 | 6 | 3 | 16 | 13 | 21 | 39 | 17 | 9 | 16 | 3 |
| <u>DK/NA</u> | 9 | 11 | 12 | 5 | 9 | 10 | 7 | 11 | 6 | 16 | 11 | 8 | 9 | 4 | 15 | 19 | 12 | 19 | 8 | 8 | 7 |
| DK/NA | 9 | 11 | 12 | 5 | 9 | 10 | 7 | 11 | 6 | 16 | 11 | 8 | 9 | 4 | 15 | 19 | 12 | 19 | 8 | 8 | 7 |

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|--------------------------------------|---------------|------------|-----------------------------------|-----------|-----------|-----------|-----------|----------------------------------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| | Column n-Size | 321 | 205 | 116 | 45 | 43 | 33 | 41 | 43 | 23 | 26 | 26 | 20 | 22 | 124 | 96 |
| <u>EXT/VERY IMPORTANT</u> | 56 | 61 | 47 | 72 | 55 | 66 | 52 | 59 | 57 | 34 | 48 | 38 | 58 | 61 | 52 | 53 |
| Extremely important | 36 | 41 | 26 | 49 | 33 | 49 | 41 | 36 | 33 | 18 | 33 | 23 | 23 | 36 | 31 | 41 |
| Very important | 20 | 19 | 21 | 22 | 22 | 18 | 11 | 23 | 24 | 16 | 15 | 15 | 34 | 25 | 21 | 12 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 35 | 31 | 43 | 24 | 35 | 28 | 37 | 29 | 43 | 55 | 36 | 53 | 26 | 32 | 38 | 35 |
| Somewhat important | 23 | 22 | 26 | 17 | 30 | 14 | 27 | 19 | 21 | 24 | 32 | 47 | 9 | 23 | 21 | 26 |
| Not too important | 12 | 9 | 17 | 7 | 5 | 13 | 10 | 10 | 22 | 31 | 5 | 6 | 17 | 10 | 17 | 9 |
| <u>DK/NA</u> | 9 | 9 | 11 | 4 | 10 | 6 | 10 | 12 | 0 | 11 | 15 | 10 | 16 | 7 | 10 | 12 |
| DK/NA | 9 | 9 | 11 | 4 | 10 | 6 | 10 | 12 | 0 | 11 | 15 | 10 | 16 | 7 | 10 | 12 |

Table 35: Q7j. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Ensuring SMART service is inclusive and accessible to all

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|--------------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 119 | 86 | 27 | 72 | 206 | 99 | 16 | 103 | 24 | 60 | 70 | 154 | 165 | 65 | 150 | 28 | 99 | 177 | 92 |
| <u>EXT/VERY IMPORTANT</u> | 70 | 90 | 77 | 43 | 38 | 84 | 39 | 70 | 76 | 69 | 91 | 85 | 85 | 55 | 88 | 84 | 49 | 88 | 86 | 37 |
| Extremely important | 45 | 66 | 41 | 29 | 23 | 56 | 25 | 36 | 40 | 40 | 60 | 59 | 56 | 35 | 69 | 58 | 30 | 67 | 61 | 19 |
| Very important | 24 | 24 | 36 | 13 | 14 | 29 | 14 | 34 | 35 | 29 | 31 | 27 | 29 | 20 | 19 | 26 | 19 | 21 | 26 | 19 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 26 | 8 | 20 | 51 | 56 | 13 | 55 | 15 | 19 | 31 | 8 | 12 | 13 | 38 | 9 | 14 | 47 | 9 | 11 | 57 |
| Somewhat important | 11 | 6 | 17 | 21 | 11 | 10 | 14 | 10 | 16 | 18 | 5 | 8 | 8 | 15 | 5 | 8 | 15 | 6 | 7 | 17 |
| Not too important | 15 | 3 | 3 | 30 | 45 | 3 | 41 | 5 | 3 | 13 | 3 | 4 | 5 | 24 | 4 | 5 | 32 | 3 | 4 | 40 |
| <u>DK/NA</u> | 4 | 2 | 3 | 6 | 7 | 2 | 7 | 15 | 5 | 0 | 1 | 3 | 2 | 7 | 3 | 3 | 4 | 3 | 3 | 6 |
| DK/NA | 4 | 2 | 3 | 6 | 7 | 2 | 7 | 15 | 5 | 0 | 1 | 3 | 2 | 7 | 3 | 3 | 4 | 3 | 3 | 6 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 220 | 84 | 17 | 206 | 93 | 22 | 183 | 74 | 64 | 24 | 23 | 18 | 197 | 100 | 231 | 38 | 56 | | |
| <u>EXT/VERY IMPORTANT</u> | 70 | 85 | 33 | 48 | 86 | 36 | 55 | 87 | 31 | 65 | 75 | 80 | 62 | 71 | 76 | 75 | 72 | 64 | | |
| Extremely important | 45 | 57 | 18 | 23 | 59 | 18 | 35 | 60 | 16 | 37 | 54 | 51 | 24 | 44 | 54 | 49 | 39 | 40 | | |
| Very important | 24 | 28 | 15 | 25 | 28 | 19 | 20 | 27 | 14 | 28 | 21 | 28 | 37 | 27 | 22 | 25 | 34 | 25 | | |
| <u>SMWT/NOT TOO IMPORTANT</u> | 26 | 12 | 64 | 20 | 11 | 58 | 30 | 11 | 66 | 24 | 19 | 17 | 28 | 27 | 17 | 22 | 20 | 30 | | |
| Somewhat important | 11 | 9 | 19 | 5 | 8 | 17 | 18 | 8 | 14 | 18 | 12 | 10 | 28 | 13 | 8 | 11 | 12 | 15 | | |
| Not too important | 15 | 3 | 45 | 15 | 3 | 41 | 12 | 3 | 51 | 7 | 7 | 7 | 0 | 14 | 10 | 11 | 8 | 16 | | |
| <u>DK/NA</u> | 4 | 3 | 3 | 32 | 2 | 6 | 15 | 2 | 4 | 11 | 7 | 3 | 10 | 2 | 7 | 3 | 8 | 5 | | |
| DK/NA | 4 | 3 | 3 | 32 | 2 | 6 | 15 | 2 | 4 | 11 | 7 | 3 | 10 | 2 | 7 | 3 | 8 | 5 | | |

Table 35: Q7j. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Ensuring SMART service is inclusive and accessible to all

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|--------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| | Column n-Size | 321 | 15 | 89 | 105 | 95 | 104 | 201 | 68 | 80 | 108 | 274 | 248 | 217 | 175 | 122 | 0 |
| <u>EXT/VERY IMPORTANT</u> | 70 | 75 | 75 | 68 | 72 | 75 | 70 | 72 | 80 | 67 | 71 | 72 | 71 | 72 | 73 | 0 | 70 |
| Extremely important | 45 | 27 | 52 | 42 | 47 | 49 | 45 | 46 | 58 | 39 | 46 | 48 | 46 | 44 | 48 | 0 | 45 |
| Very important | 24 | 48 | 23 | 25 | 24 | 26 | 25 | 27 | 21 | 28 | 25 | 24 | 25 | 28 | 26 | 0 | 24 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 26 | 25 | 22 | 28 | 25 | 23 | 27 | 23 | 15 | 31 | 25 | 25 | 26 | 26 | 24 | 0 | 26 |
| Somewhat important | 11 | 15 | 12 | 11 | 13 | 13 | 12 | 11 | 7 | 16 | 11 | 11 | 11 | 11 | 10 | 0 | 11 |
| Not too important | 15 | 10 | 10 | 17 | 12 | 10 | 15 | 13 | 8 | 15 | 15 | 14 | 15 | 14 | 13 | 0 | 15 |
| <u>DK/NA</u> | 4 | 0 | 3 | 5 | 3 | 2 | 4 | 4 | 5 | 2 | 4 | 3 | 3 | 3 | 3 | 0 | 4 |
| DK/NA | 4 | 0 | 3 | 5 | 3 | 2 | 4 | 4 | 5 | 2 | 4 | 3 | 3 | 3 | 3 | 0 | 4 |

| | GENDER | | PARTY REG | | | AGE | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | | |
|--------------------------------------|---------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| | Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 80 | 65 | 48 | 151 | 170 | 114 | 122 | 46 | 21 | 14 | 59 |
| <u>EXT/VERY IMPORTANT</u> | 70 | 65 | 74 | 84 | 54 | 38 | 69 | 72 | 69 | 63 | 75 | 73 | 69 | 70 | 74 | 85 | 81 | 22 | 44 | 58 | 62 |
| Extremely important | 45 | 39 | 51 | 55 | 35 | 23 | 38 | 47 | 40 | 42 | 49 | 54 | 41 | 49 | 51 | 59 | 42 | 15 | 9 | 38 | 46 |
| Very important | 24 | 26 | 23 | 29 | 19 | 15 | 31 | 25 | 29 | 20 | 26 | 19 | 28 | 21 | 23 | 27 | 39 | 8 | 35 | 20 | 16 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 26 | 33 | 19 | 14 | 40 | 51 | 25 | 23 | 25 | 31 | 24 | 24 | 26 | 26 | 24 | 13 | 15 | 60 | 50 | 34 | 36 |
| Somewhat important | 11 | 13 | 10 | 5 | 24 | 18 | 14 | 15 | 7 | 14 | 10 | 8 | 14 | 9 | 9 | 5 | 5 | 15 | 21 | 19 | 19 |
| Not too important | 15 | 20 | 9 | 9 | 16 | 33 | 11 | 8 | 18 | 18 | 14 | 16 | 12 | 17 | 15 | 8 | 10 | 45 | 29 | 15 | 17 |
| <u>DK/NA</u> | 4 | 2 | 6 | 2 | 6 | 11 | 6 | 4 | 5 | 6 | 1 | 3 | 5 | 4 | 2 | 2 | 4 | 17 | 6 | 8 | 2 |
| DK/NA | 4 | 2 | 6 | 2 | 6 | 11 | 6 | 4 | 5 | 6 | 1 | 3 | 5 | 4 | 2 | 2 | 4 | 17 | 6 | 8 | 2 |

Table 35: Q7j. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Ensuring SMART service is inclusive and accessible to all

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|--------------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 76 | 78 | 75 | 91 | 80 | 112 | 45 | 33 | 30 | 20 | 86 | 106 | 43 | 35 | 22 | 28 | 52 | 51 | 95 | 105 |
| <u>EXT/VERY IMPORTANT</u> | 70 | 70 | 61 | 69 | 79 | 84 | 85 | 48 | 63 | 41 | 36 | 90 | 80 | 53 | 55 | 19 | 53 | 78 | 74 | 62 | 77 |
| Extremely important | 45 | 44 | 34 | 38 | 62 | 49 | 59 | 27 | 45 | 28 | 18 | 52 | 58 | 36 | 33 | 6 | 37 | 51 | 47 | 35 | 54 |
| Very important | 24 | 26 | 27 | 30 | 17 | 35 | 25 | 20 | 18 | 13 | 18 | 37 | 22 | 18 | 22 | 13 | 17 | 27 | 26 | 27 | 23 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 26 | 29 | 36 | 22 | 17 | 16 | 12 | 48 | 29 | 54 | 45 | 9 | 18 | 38 | 42 | 69 | 37 | 20 | 24 | 36 | 18 |
| Somewhat important | 11 | 15 | 11 | 13 | 8 | 3 | 6 | 29 | 17 | 14 | 24 | 6 | 4 | 26 | 22 | 23 | 14 | 11 | 15 | 15 | 9 |
| Not too important | 15 | 14 | 25 | 9 | 9 | 13 | 6 | 19 | 12 | 40 | 21 | 3 | 14 | 12 | 20 | 46 | 23 | 9 | 9 | 21 | 10 |
| <u>DK/NA</u> | 4 | 1 | 4 | 10 | 4 | 0 | 3 | 4 | 9 | 6 | 20 | 2 | 2 | 9 | 3 | 13 | 10 | 2 | 3 | 3 | 5 |
| DK/NA | 4 | 1 | 4 | 10 | 4 | 0 | 3 | 4 | 9 | 6 | 20 | 2 | 2 | 9 | 3 | 13 | 10 | 2 | 3 | 3 | 5 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 206 | 115 | 45 | 43 | 33 | 41 | 43 | 23 | 25 | 25 | 20 | 22 | 141 | 98 | 81 | | | | | |
| <u>EXT/VERY IMPORTANT</u> | 70 | 71 | 67 | 66 | 71 | 65 | 70 | 82 | 78 | 52 | 63 | 64 | 79 | 74 | 72 | 59 | | | | | |
| Extremely important | 45 | 46 | 43 | 34 | 54 | 42 | 35 | 65 | 35 | 46 | 46 | 48 | 41 | 48 | 47 | 39 | | | | | |
| Very important | 24 | 25 | 24 | 32 | 17 | 23 | 35 | 17 | 43 | 6 | 17 | 16 | 38 | 26 | 25 | 20 | | | | | |
| <u>SMWT/NOT TOO IMPORTANT</u> | 26 | 23 | 31 | 27 | 18 | 33 | 25 | 16 | 14 | 48 | 37 | 33 | 21 | 23 | 23 | 35 | | | | | |
| Somewhat important | 11 | 11 | 13 | 12 | 14 | 15 | 8 | 6 | 14 | 26 | 10 | 0 | 9 | 11 | 8 | 17 | | | | | |
| Not too important | 15 | 12 | 18 | 15 | 4 | 17 | 17 | 10 | 0 | 21 | 26 | 33 | 12 | 12 | 15 | 18 | | | | | |
| <u>DK/NA</u> | 4 | 6 | 2 | 7 | 11 | 2 | 5 | 2 | 8 | 0 | 0 | 3 | 0 | 3 | 5 | 6 | | | | | |
| DK/NA | 4 | 6 | 2 | 7 | 11 | 2 | 5 | 2 | 8 | 0 | 0 | 3 | 0 | 3 | 5 | 6 | | | | | |

Table 36: Q7k. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Maintaining free fares for youth and seniors, and reduced fares for disabled people

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|--------------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 119 | 86 | 27 | 72 | 206 | 99 | 16 | 103 | 24 | 60 | 70 | 154 | 165 | 65 | 150 | 28 | 99 | 177 | 92 |
| <u>EXT/VERY IMPORTANT</u> | 62 | 78 | 67 | 36 | 39 | 73 | 38 | 61 | 66 | 92 | 82 | 73 | 79 | 45 | 84 | 80 | 38 | 76 | 76 | 35 |
| Extremely important | 39 | 50 | 41 | 25 | 24 | 46 | 24 | 36 | 40 | 48 | 51 | 41 | 46 | 32 | 50 | 50 | 22 | 55 | 48 | 20 |
| Very important | 23 | 28 | 26 | 11 | 15 | 27 | 14 | 25 | 26 | 44 | 31 | 32 | 33 | 13 | 34 | 31 | 16 | 21 | 28 | 16 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 35 | 20 | 32 | 58 | 59 | 25 | 59 | 19 | 30 | 8 | 18 | 25 | 20 | 50 | 16 | 20 | 55 | 23 | 23 | 61 |
| Somewhat important | 18 | 12 | 23 | 33 | 16 | 17 | 20 | 14 | 21 | 0 | 12 | 15 | 11 | 24 | 9 | 9 | 29 | 17 | 15 | 23 |
| Not too important | 18 | 8 | 10 | 25 | 44 | 8 | 39 | 5 | 9 | 8 | 6 | 10 | 8 | 26 | 8 | 11 | 27 | 5 | 8 | 38 |
| <u>DK/NA</u> | 3 | 2 | 1 | 6 | 2 | 2 | 3 | 20 | 4 | 0 | 0 | 2 | 1 | 5 | 0 | 0 | 7 | 1 | 1 | 4 |
| DK/NA | 3 | 2 | 1 | 6 | 2 | 2 | 3 | 20 | 4 | 0 | 0 | 2 | 1 | 5 | 0 | 0 | 7 | 1 | 1 | 4 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 220 | 84 | 17 | 206 | 93 | 22 | 183 | 74 | 64 | 24 | 23 | 18 | 197 | 100 | 231 | 38 | 56 | | |
| <u>EXT/VERY IMPORTANT</u> | 62 | 76 | 30 | 40 | 77 | 31 | 54 | 76 | 28 | 60 | 80 | 82 | 43 | 63 | 65 | 68 | 63 | 55 | | |
| Extremely important | 39 | 49 | 17 | 25 | 50 | 14 | 38 | 50 | 14 | 37 | 57 | 56 | 14 | 39 | 41 | 43 | 34 | 35 | | |
| Very important | 23 | 27 | 13 | 14 | 27 | 16 | 16 | 27 | 14 | 23 | 23 | 27 | 28 | 25 | 24 | 25 | 29 | 20 | | |
| <u>SMWT/NOT TOO IMPORTANT</u> | 35 | 22 | 69 | 30 | 22 | 65 | 32 | 22 | 72 | 29 | 16 | 18 | 43 | 35 | 31 | 30 | 32 | 42 | | |
| Somewhat important | 18 | 15 | 24 | 21 | 14 | 24 | 23 | 15 | 23 | 17 | 6 | 4 | 29 | 18 | 19 | 16 | 18 | 22 | | |
| Not too important | 18 | 7 | 46 | 9 | 8 | 41 | 9 | 7 | 49 | 12 | 10 | 14 | 14 | 18 | 12 | 14 | 14 | 20 | | |
| <u>DK/NA</u> | 3 | 2 | 1 | 30 | 1 | 4 | 14 | 1 | 0 | 11 | 3 | 0 | 15 | 1 | 5 | 2 | 5 | 3 | | |
| DK/NA | 3 | 2 | 1 | 30 | 1 | 4 | 14 | 1 | 0 | 11 | 3 | 0 | 15 | 1 | 5 | 2 | 5 | 3 | | |

Table 36: Q7k. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Maintaining free fares for youth and seniors, and reduced fares for disabled people

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|--------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| | Column n-Size | 321 | 15 | 89 | 105 | 95 | 104 | 201 | 68 | 80 | 108 | 274 | 248 | 217 | 175 | 122 | 0 |
| <u>EXT/VERY IMPORTANT</u> | 62 | 94 | 67 | 60 | 59 | 71 | 60 | 63 | 71 | 59 | 60 | 61 | 60 | 63 | 67 | 0 | 62 |
| Extremely important | 39 | 58 | 38 | 41 | 37 | 41 | 39 | 40 | 41 | 35 | 39 | 40 | 40 | 40 | 40 | 0 | 39 |
| Very important | 23 | 36 | 29 | 20 | 23 | 30 | 21 | 23 | 30 | 23 | 21 | 21 | 20 | 22 | 26 | 0 | 23 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 35 | 6 | 30 | 36 | 40 | 26 | 38 | 32 | 27 | 39 | 38 | 36 | 38 | 34 | 30 | 0 | 35 |
| Somewhat important | 18 | 6 | 15 | 17 | 21 | 14 | 19 | 19 | 17 | 15 | 19 | 19 | 21 | 19 | 17 | 0 | 18 |
| Not too important | 18 | 0 | 14 | 19 | 18 | 12 | 18 | 14 | 11 | 24 | 18 | 17 | 17 | 15 | 13 | 0 | 18 |
| <u>DK/NA</u> | 3 | 0 | 3 | 4 | 1 | 3 | 2 | 5 | 2 | 2 | 2 | 3 | 3 | 3 | 4 | 0 | 3 |
| DK/NA | 3 | 0 | 3 | 4 | 1 | 3 | 2 | 5 | 2 | 2 | 2 | 3 | 3 | 3 | 4 | 0 | 3 |

| | GENDER | | PARTY REG | | | AGE | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | | |
|--------------------------------------|---------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| | Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 80 | 65 | 48 | 151 | 170 | 114 | 122 | 46 | 21 | 14 | 59 |
| <u>EXT/VERY IMPORTANT</u> | 62 | 60 | 64 | 72 | 53 | 38 | 74 | 56 | 55 | 59 | 68 | 59 | 61 | 62 | 65 | 73 | 73 | 32 | 34 | 54 | 55 |
| Extremely important | 39 | 34 | 44 | 46 | 34 | 21 | 41 | 44 | 47 | 36 | 44 | 23 | 44 | 35 | 35 | 46 | 39 | 16 | 9 | 34 | 43 |
| Very important | 23 | 27 | 20 | 26 | 19 | 17 | 34 | 12 | 7 | 22 | 24 | 37 | 18 | 28 | 30 | 27 | 34 | 16 | 25 | 20 | 12 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 35 | 39 | 31 | 27 | 38 | 62 | 21 | 42 | 40 | 39 | 30 | 37 | 35 | 35 | 33 | 26 | 25 | 68 | 66 | 35 | 43 |
| Somewhat important | 18 | 17 | 18 | 16 | 17 | 24 | 9 | 30 | 22 | 10 | 15 | 26 | 19 | 16 | 20 | 16 | 15 | 31 | 10 | 20 | 18 |
| Not too important | 18 | 22 | 13 | 11 | 21 | 39 | 12 | 12 | 18 | 28 | 15 | 11 | 16 | 19 | 14 | 10 | 10 | 37 | 55 | 15 | 25 |
| <u>DK/NA</u> | 3 | 1 | 5 | 2 | 8 | 0 | 5 | 2 | 5 | 3 | 1 | 3 | 3 | 3 | 2 | 1 | 2 | 0 | 0 | 11 | 1 |
| DK/NA | 3 | 1 | 5 | 2 | 8 | 0 | 5 | 2 | 5 | 3 | 1 | 3 | 3 | 3 | 2 | 1 | 2 | 0 | 0 | 11 | 1 |

Table 36: Q7k. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Maintaining free fares for youth and seniors, and reduced fares for disabled people

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|--------------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 76 | 78 | 75 | 91 | 80 | 112 | 45 | 33 | 30 | 20 | 86 | 106 | 43 | 35 | 22 | 28 | 52 | 51 | 95 | 105 |
| <u>EXT/VERY IMPORTANT</u> | 62 | 67 | 54 | 57 | 69 | 70 | 73 | 58 | 47 | 37 | 41 | 71 | 72 | 60 | 45 | 26 | 47 | 78 | 65 | 54 | 65 |
| Extremely important | 39 | 46 | 22 | 42 | 46 | 38 | 51 | 36 | 32 | 18 | 26 | 51 | 41 | 41 | 26 | 19 | 22 | 42 | 40 | 30 | 46 |
| Very important | 23 | 21 | 32 | 15 | 23 | 32 | 22 | 22 | 15 | 18 | 16 | 20 | 31 | 19 | 20 | 7 | 25 | 35 | 25 | 24 | 19 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 35 | 33 | 45 | 37 | 27 | 30 | 25 | 39 | 37 | 63 | 59 | 28 | 26 | 30 | 48 | 74 | 53 | 20 | 31 | 46 | 31 |
| Somewhat important | 18 | 20 | 14 | 18 | 18 | 17 | 16 | 18 | 16 | 14 | 38 | 19 | 14 | 15 | 20 | 27 | 20 | 14 | 14 | 20 | 19 |
| Not too important | 18 | 13 | 31 | 19 | 8 | 12 | 9 | 22 | 20 | 49 | 21 | 9 | 12 | 16 | 28 | 46 | 33 | 6 | 16 | 26 | 11 |
| <u>DK/NA</u> | 3 | 0 | 1 | 6 | 4 | 0 | 3 | 2 | 16 | 0 | 0 | 1 | 2 | 10 | 7 | 0 | 0 | 2 | 4 | 0 | 4 |
| DK/NA | 3 | 0 | 1 | 6 | 4 | 0 | 3 | 2 | 16 | 0 | 0 | 1 | 2 | 10 | 7 | 0 | 0 | 2 | 4 | 0 | 4 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 206 | 115 | 45 | 43 | 33 | 41 | 43 | 23 | 25 | 25 | 20 | 22 | 141 | 98 | 81 | | | | | |
| <u>EXT/VERY IMPORTANT</u> | 62 | 61 | 63 | 52 | 57 | 63 | 61 | 73 | 72 | 54 | 63 | 62 | 65 | 62 | 67 | 56 | | | | | |
| Extremely important | 39 | 39 | 39 | 34 | 38 | 40 | 33 | 50 | 51 | 35 | 38 | 38 | 34 | 33 | 46 | 41 | | | | | |
| Very important | 23 | 22 | 24 | 18 | 19 | 24 | 28 | 23 | 20 | 19 | 25 | 24 | 31 | 29 | 21 | 15 | | | | | |
| <u>SMWT/NOT TOO IMPORTANT</u> | 35 | 36 | 33 | 45 | 41 | 34 | 37 | 24 | 13 | 46 | 37 | 35 | 35 | 36 | 32 | 37 | | | | | |
| Somewhat important | 18 | 19 | 15 | 22 | 31 | 18 | 16 | 9 | 10 | 32 | 6 | 5 | 18 | 22 | 13 | 16 | | | | | |
| Not too important | 18 | 17 | 19 | 23 | 10 | 16 | 21 | 15 | 3 | 14 | 31 | 30 | 17 | 15 | 19 | 21 | | | | | |
| <u>DK/NA</u> | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 3 | 15 | 0 | 0 | 3 | 0 | 2 | 1 | 7 | | | | | |
| DK/NA | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 3 | 15 | 0 | 0 | 3 | 0 | 2 | 1 | 7 | | | | | |

Table 37: Q7I. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Investing in shuttle access to rail stations

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|--------------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 119 | 86 | 27 | 72 | 206 | 99 | 16 | 103 | 24 | 60 | 70 | 154 | 165 | 65 | 150 | 28 | 99 | 177 | 92 |
| <u>EXT/VERY IMPORTANT</u> | 61 | 78 | 69 | 38 | 33 | 74 | 34 | 60 | 67 | 59 | 74 | 71 | 70 | 52 | 72 | 73 | 49 | 76 | 75 | 34 |
| Extremely important | 36 | 57 | 29 | 26 | 18 | 45 | 20 | 22 | 28 | 33 | 52 | 49 | 47 | 26 | 57 | 53 | 25 | 60 | 51 | 15 |
| Very important | 25 | 21 | 40 | 13 | 15 | 29 | 14 | 37 | 40 | 26 | 22 | 23 | 23 | 26 | 15 | 21 | 24 | 16 | 24 | 19 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 35 | 19 | 30 | 56 | 62 | 23 | 60 | 25 | 29 | 41 | 23 | 22 | 25 | 44 | 24 | 24 | 47 | 22 | 23 | 62 |
| Somewhat important | 18 | 14 | 17 | 21 | 24 | 15 | 23 | 20 | 17 | 23 | 18 | 12 | 16 | 20 | 19 | 16 | 2 | 14 | 16 | 22 |
| Not too important | 17 | 5 | 13 | 35 | 38 | 8 | 37 | 5 | 11 | 18 | 4 | 11 | 9 | 24 | 5 | 8 | 44 | 7 | 7 | 40 |
| <u>DK/NA</u> | 4 | 3 | 2 | 6 | 5 | 3 | 5 | 15 | 4 | 0 | 3 | 6 | 4 | 4 | 3 | 2 | 5 | 3 | 2 | 3 |
| DK/NA | 4 | 3 | 2 | 6 | 5 | 3 | 5 | 15 | 4 | 0 | 3 | 6 | 4 | 4 | 3 | 2 | 5 | 3 | 2 | 3 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 220 | 84 | 17 | 206 | 93 | 22 | 183 | 74 | 64 | 24 | 23 | 18 | 197 | 100 | 231 | 38 | 56 | | |
| <u>EXT/VERY IMPORTANT</u> | 61 | 76 | 28 | 36 | 75 | 33 | 49 | 76 | 26 | 58 | 70 | 67 | 62 | 62 | 62 | 64 | 55 | 60 | | |
| Extremely important | 36 | 46 | 13 | 22 | 47 | 14 | 33 | 48 | 13 | 30 | 40 | 37 | 19 | 37 | 39 | 37 | 39 | 41 | | |
| Very important | 25 | 29 | 15 | 14 | 28 | 19 | 16 | 28 | 13 | 29 | 30 | 30 | 43 | 25 | 23 | 27 | 17 | 18 | | |
| <u>SMWT/NOT TOO IMPORTANT</u> | 35 | 22 | 67 | 45 | 23 | 62 | 37 | 21 | 69 | 34 | 27 | 33 | 27 | 35 | 33 | 32 | 36 | 34 | | |
| Somewhat important | 18 | 15 | 24 | 30 | 16 | 21 | 28 | 14 | 23 | 23 | 23 | 26 | 15 | 17 | 19 | 18 | 22 | 16 | | |
| Not too important | 17 | 7 | 43 | 15 | 7 | 41 | 9 | 7 | 46 | 11 | 4 | 7 | 12 | 18 | 14 | 14 | 14 | 18 | | |
| <u>DK/NA</u> | 4 | 3 | 5 | 19 | 2 | 6 | 14 | 3 | 5 | 8 | 3 | 0 | 10 | 3 | 6 | 3 | 9 | 6 | | |
| DK/NA | 4 | 3 | 5 | 19 | 2 | 6 | 14 | 3 | 5 | 8 | 3 | 0 | 10 | 3 | 6 | 3 | 9 | 6 | | |

Table 37: Q71. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Investing in shuttle access to rail stations

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|--------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 15 | 89 | 105 | 95 | 104 | 201 | 68 | 80 | 108 | 274 | 248 | 217 | 175 | 122 | 0 | 321 |
| <u>EXT/VERY IMPORTANT</u> | 61 | 84 | 62 | 59 | 59 | 65 | 59 | 57 | 69 | 59 | 63 | 62 | 63 | 64 | 63 | 0 | 61 |
| Extremely important | 36 | 44 | 36 | 38 | 36 | 37 | 37 | 35 | 44 | 34 | 37 | 37 | 39 | 36 | 40 | 0 | 36 |
| Very important | 25 | 40 | 26 | 22 | 24 | 28 | 23 | 21 | 25 | 25 | 26 | 25 | 24 | 28 | 23 | 0 | 25 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 35 | 16 | 34 | 37 | 36 | 32 | 37 | 39 | 29 | 38 | 34 | 34 | 33 | 32 | 34 | 0 | 35 |
| Somewhat important | 18 | 0 | 21 | 17 | 19 | 18 | 18 | 22 | 17 | 17 | 16 | 17 | 15 | 15 | 17 | 0 | 18 |
| Not too important | 17 | 16 | 13 | 20 | 17 | 14 | 19 | 17 | 12 | 21 | 17 | 17 | 17 | 16 | 17 | 0 | 17 |
| <u>DK/NA</u> | 4 | 0 | 4 | 4 | 5 | 3 | 4 | 4 | 2 | 3 | 4 | 4 | 5 | 4 | 4 | 0 | 4 |
| DK/NA | 4 | 0 | 4 | 4 | 5 | 3 | 4 | 4 | 2 | 3 | 4 | 4 | 5 | 4 | 4 | 0 | 4 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 80 | 65 | 48 | 151 | 170 | 114 | 122 | 46 | 21 | 14 | 59 | 59 |
| <u>EXT/VERY IMPORTANT</u> | 61 | 58 | 64 | 71 | 51 | 39 | 58 | 56 | 63 | 66 | 60 | 60 | 60 | 62 | 60 | 71 | 68 | 29 | 28 | 53 | 60 |
| Extremely important | 36 | 31 | 41 | 42 | 31 | 22 | 28 | 31 | 38 | 37 | 47 | 31 | 34 | 38 | 40 | 44 | 32 | 8 | 15 | 32 | 43 |
| Very important | 25 | 27 | 23 | 29 | 20 | 17 | 30 | 25 | 25 | 29 | 13 | 28 | 26 | 24 | 19 | 28 | 36 | 21 | 13 | 21 | 17 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 35 | 40 | 30 | 27 | 41 | 56 | 35 | 40 | 33 | 31 | 39 | 33 | 36 | 34 | 36 | 27 | 30 | 57 | 72 | 37 | 38 |
| Somewhat important | 18 | 21 | 15 | 15 | 24 | 21 | 24 | 22 | 14 | 12 | 17 | 25 | 19 | 17 | 20 | 15 | 16 | 25 | 15 | 20 | 21 |
| Not too important | 17 | 19 | 15 | 12 | 17 | 34 | 11 | 19 | 19 | 19 | 22 | 8 | 17 | 16 | 16 | 11 | 14 | 32 | 56 | 17 | 17 |
| <u>DK/NA</u> | 4 | 2 | 6 | 2 | 8 | 6 | 6 | 3 | 5 | 3 | 1 | 7 | 4 | 4 | 4 | 2 | 2 | 14 | 0 | 10 | 2 |
| DK/NA | 4 | 2 | 6 | 2 | 8 | 6 | 6 | 3 | 5 | 3 | 1 | 7 | 4 | 4 | 4 | 2 | 2 | 14 | 0 | 10 | 2 |

Table 37: Q71. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Investing in shuttle access to rail stations

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|--------------------------------------|---------------|--------------|------------|----------------|--------------|-----------------|--------------|------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| | Column n-Size | 321 | 76 | 78 | 75 | 91 | 80 | 112 | 45 | 33 | 30 | 20 | 86 | 106 | 43 | 35 | 22 | 28 | 52 | 51 | 95 |
| <u>EXT/VERY IMPORTANT</u> | 61 | 61 | 55 | 58 | 68 | 67 | 74 | 54 | 47 | 39 | 34 | 70 | 72 | 58 | 43 | 25 | 50 | 74 | 55 | 49 | 68 |
| Extremely important | 36 | 34 | 28 | 32 | 48 | 33 | 48 | 29 | 34 | 27 | 10 | 38 | 46 | 38 | 23 | 10 | 31 | 40 | 33 | 28 | 44 |
| Very important | 25 | 26 | 27 | 26 | 21 | 33 | 25 | 25 | 14 | 12 | 24 | 32 | 26 | 19 | 21 | 14 | 19 | 34 | 22 | 21 | 24 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 35 | 38 | 42 | 35 | 26 | 31 | 24 | 44 | 37 | 61 | 51 | 30 | 25 | 35 | 49 | 65 | 48 | 26 | 38 | 48 | 27 |
| Somewhat important | 18 | 22 | 20 | 16 | 14 | 19 | 12 | 26 | 22 | 21 | 23 | 18 | 12 | 23 | 26 | 16 | 25 | 15 | 22 | 25 | 12 |
| Not too important | 17 | 16 | 22 | 19 | 12 | 12 | 13 | 18 | 15 | 40 | 28 | 12 | 13 | 12 | 23 | 50 | 22 | 11 | 16 | 23 | 15 |
| <u>DK/NA</u> | 4 | 1 | 3 | 7 | 5 | 3 | 2 | 2 | 15 | 0 | 14 | 1 | 4 | 8 | 7 | 10 | 2 | 0 | 6 | 3 | 5 |
| DK/NA | 4 | 1 | 3 | 7 | 5 | 3 | 2 | 2 | 15 | 0 | 14 | 1 | 4 | 8 | 7 | 10 | 2 | 0 | 6 | 3 | 5 |

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|--------------------------------------|---------------|------------|-----------------------------------|-----------|-----------|-----------|-----------|----------------------------------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| | Column n-Size | 321 | 206 | 115 | 45 | 43 | 33 | 41 | 43 | 23 | 25 | 25 | 20 | 22 | 141 | 98 |
| <u>EXT/VERY IMPORTANT</u> | 61 | 62 | 58 | 58 | 66 | 53 | 59 | 74 | 68 | 40 | 56 | 67 | 65 | 61 | 66 | 55 |
| Extremely important | 36 | 39 | 32 | 25 | 43 | 34 | 41 | 50 | 44 | 30 | 26 | 29 | 31 | 36 | 35 | 39 |
| Very important | 25 | 24 | 26 | 33 | 23 | 18 | 18 | 24 | 24 | 10 | 30 | 38 | 34 | 25 | 31 | 16 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 35 | 34 | 36 | 38 | 30 | 45 | 41 | 21 | 24 | 60 | 33 | 30 | 29 | 37 | 29 | 38 |
| Somewhat important | 18 | 19 | 16 | 23 | 22 | 23 | 18 | 9 | 14 | 36 | 12 | 3 | 11 | 23 | 13 | 15 |
| Not too important | 17 | 15 | 20 | 15 | 8 | 22 | 23 | 11 | 10 | 24 | 21 | 26 | 18 | 14 | 16 | 23 |
| <u>DK/NA</u> | 4 | 3 | 6 | 4 | 3 | 2 | 0 | 5 | 8 | 0 | 11 | 3 | 6 | 2 | 5 | 6 |
| DK/NA | 4 | 3 | 6 | 4 | 3 | 2 | 0 | 5 | 8 | 0 | 11 | 3 | 6 | 2 | 5 | 6 |

Table 38: Q7m. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Providing high quality rail transit access to education and health care services

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|--------------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|---------------|------------------|--------------------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 119 | 86 | 27 | 72 | 206 | 99 | 16 | 103 | 24 | 60 | 70 | 154 | 165 | 65 | 150 | 28 | 99 | 177 | 92 |
| <u>EXT/VERY IMPORTANT</u> | 64 | 82 | 73 | 36 | 33 | 78 | 34 | 66 | 72 | 80 | 83 | 76 | 79 | 49 | 79 | 81 | 40 | 84 | 82 | 32 |
| Extremely important | 38 | 57 | 40 | 15 | 15 | 50 | 15 | 21 | 37 | 36 | 51 | 48 | 47 | 28 | 55 | 50 | 15 | 66 | 51 | 15 |
| Very important | 26 | 26 | 32 | 20 | 19 | 29 | 19 | 45 | 34 | 44 | 32 | 28 | 32 | 21 | 24 | 31 | 26 | 18 | 31 | 18 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 32 | 15 | 27 | 58 | 64 | 20 | 62 | 14 | 24 | 18 | 16 | 20 | 18 | 46 | 17 | 17 | 60 | 14 | 16 | 65 |
| Somewhat important | 16 | 11 | 22 | 29 | 15 | 15 | 19 | 14 | 21 | 14 | 14 | 12 | 13 | 20 | 15 | 13 | 24 | 7 | 10 | 27 |
| Not too important | 16 | 4 | 4 | 29 | 48 | 4 | 43 | 0 | 4 | 4 | 2 | 8 | 5 | 27 | 1 | 4 | 36 | 8 | 6 | 38 |
| <u>DK/NA</u> | 4 | 3 | 1 | 6 | 3 | 2 | 4 | 20 | 4 | 2 | 1 | 4 | 3 | 4 | 4 | 2 | 0 | 1 | 2 | 3 |
| DK/NA | 4 | 3 | 1 | 6 | 3 | 2 | 4 | 20 | 4 | 2 | 1 | 4 | 3 | 4 | 4 | 2 | 0 | 1 | 2 | 3 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 220 | 84 | 17 | 206 | 93 | 22 | 183 | 74 | 64 | 24 | 23 | 18 | 197 | 100 | 231 | 38 | 56 | | |
| <u>EXT/VERY IMPORTANT</u> | 64 | 80 | 28 | 39 | 80 | 32 | 49 | 81 | 24 | 61 | 78 | 75 | 63 | 66 | 65 | 68 | 74 | 65 | | |
| Extremely important | 38 | 50 | 9 | 18 | 52 | 7 | 28 | 54 | 8 | 26 | 40 | 41 | 5 | 39 | 37 | 43 | 26 | 28 | | |
| Very important | 26 | 29 | 20 | 21 | 28 | 25 | 21 | 27 | 17 | 36 | 38 | 34 | 59 | 27 | 28 | 25 | 48 | 37 | | |
| <u>SMWT/NOT TOO IMPORTANT</u> | 32 | 18 | 70 | 37 | 17 | 65 | 37 | 17 | 74 | 30 | 16 | 22 | 26 | 31 | 32 | 29 | 18 | 29 | | |
| Somewhat important | 16 | 14 | 22 | 26 | 13 | 19 | 34 | 14 | 21 | 19 | 5 | 11 | 14 | 15 | 22 | 16 | 15 | 16 | | |
| Not too important | 16 | 4 | 48 | 11 | 4 | 46 | 4 | 3 | 53 | 10 | 10 | 11 | 12 | 16 | 10 | 13 | 3 | 12 | | |
| <u>DK/NA</u> | 4 | 3 | 2 | 24 | 2 | 4 | 14 | 2 | 2 | 9 | 6 | 3 | 10 | 3 | 3 | 3 | 9 | 6 | | |
| DK/NA | 4 | 3 | 2 | 24 | 2 | 4 | 14 | 2 | 2 | 9 | 6 | 3 | 10 | 3 | 3 | 3 | 9 | 6 | | |

Table 38: Q7m. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Providing high quality rail transit access to education and health care services

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|--------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| | Column n-Size | 321 | 15 | 89 | 105 | 95 | 104 | 201 | 68 | 80 | 108 | 274 | 248 | 217 | 175 | 122 | 0 |
| <u>EXT/VERY IMPORTANT</u> | 64 | 89 | 67 | 62 | 66 | 70 | 64 | 60 | 72 | 63 | 64 | 64 | 63 | 64 | 67 | 0 | 64 |
| Extremely important | 38 | 38 | 39 | 40 | 38 | 39 | 39 | 42 | 42 | 36 | 37 | 39 | 38 | 38 | 38 | 0 | 38 |
| Very important | 26 | 51 | 27 | 22 | 28 | 31 | 25 | 18 | 30 | 27 | 26 | 25 | 25 | 25 | 29 | 0 | 26 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 32 | 6 | 33 | 33 | 30 | 29 | 32 | 36 | 26 | 34 | 33 | 32 | 33 | 33 | 30 | 0 | 32 |
| Somewhat important | 16 | 0 | 21 | 16 | 15 | 18 | 15 | 23 | 12 | 16 | 16 | 17 | 16 | 17 | 13 | 0 | 16 |
| Not too important | 16 | 6 | 12 | 17 | 16 | 11 | 16 | 14 | 15 | 17 | 17 | 16 | 17 | 16 | 17 | 0 | 16 |
| <u>DK/NA</u> | 4 | 5 | 0 | 5 | 4 | 1 | 4 | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 0 | 4 |
| DK/NA | 4 | 5 | 0 | 5 | 4 | 1 | 4 | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 0 | 4 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | |
|--------------------------------------|---------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| | Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 80 | 65 | 48 | 151 | 170 | 114 | 122 | 46 | 21 | 14 | 59 |
| <u>EXT/VERY IMPORTANT</u> | 64 | 63 | 65 | 75 | 58 | 34 | 74 | 64 | 62 | 61 | 68 | 59 | 66 | 63 | 64 | 73 | 77 | 27 | 22 | 56 | 66 |
| Extremely important | 38 | 34 | 41 | 46 | 25 | 26 | 36 | 43 | 38 | 37 | 42 | 30 | 38 | 37 | 37 | 44 | 42 | 20 | 15 | 27 | 42 |
| Very important | 26 | 29 | 24 | 29 | 32 | 9 | 38 | 22 | 24 | 24 | 25 | 29 | 28 | 25 | 27 | 29 | 35 | 7 | 7 | 29 | 24 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 32 | 35 | 30 | 22 | 39 | 60 | 20 | 34 | 32 | 37 | 31 | 37 | 30 | 34 | 33 | 25 | 21 | 63 | 78 | 40 | 29 |
| Somewhat important | 16 | 17 | 16 | 12 | 24 | 21 | 14 | 25 | 17 | 13 | 11 | 23 | 18 | 15 | 16 | 12 | 16 | 26 | 17 | 25 | 15 |
| Not too important | 16 | 18 | 14 | 10 | 15 | 39 | 7 | 8 | 14 | 24 | 20 | 14 | 12 | 19 | 17 | 13 | 6 | 36 | 61 | 15 | 14 |
| <u>DK/NA</u> | 4 | 2 | 5 | 3 | 3 | 6 | 6 | 2 | 7 | 3 | 1 | 5 | 4 | 3 | 3 | 2 | 2 | 10 | 0 | 5 | 5 |
| DK/NA | 4 | 2 | 5 | 3 | 3 | 6 | 6 | 2 | 7 | 3 | 1 | 5 | 4 | 3 | 3 | 2 | 2 | 10 | 0 | 5 | 5 |

Table 38: Q7m. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Providing high quality rail transit access to education and health care services

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|--------------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 76 | 78 | 75 | 91 | 80 | 112 | 45 | 33 | 30 | 20 | 86 | 106 | 43 | 35 | 22 | 28 | 52 | 51 | 95 | 105 |
| <u>EXT/VERY IMPORTANT</u> | 64 | 70 | 57 | 63 | 67 | 76 | 74 | 59 | 55 | 36 | 33 | 78 | 72 | 63 | 50 | 22 | 44 | 81 | 60 | 57 | 70 |
| Extremely important | 38 | 38 | 30 | 38 | 44 | 42 | 48 | 24 | 28 | 29 | 21 | 46 | 46 | 33 | 17 | 19 | 30 | 46 | 33 | 29 | 48 |
| Very important | 26 | 31 | 27 | 25 | 24 | 34 | 25 | 36 | 27 | 7 | 12 | 33 | 26 | 31 | 34 | 3 | 14 | 35 | 27 | 28 | 22 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 32 | 30 | 40 | 30 | 29 | 22 | 23 | 41 | 37 | 61 | 56 | 20 | 25 | 30 | 50 | 71 | 51 | 19 | 39 | 40 | 24 |
| Somewhat important | 16 | 17 | 17 | 20 | 13 | 13 | 12 | 25 | 24 | 17 | 28 | 15 | 9 | 21 | 29 | 24 | 18 | 12 | 24 | 21 | 11 |
| Not too important | 16 | 13 | 23 | 10 | 16 | 9 | 11 | 16 | 12 | 45 | 28 | 4 | 15 | 10 | 21 | 47 | 33 | 7 | 15 | 20 | 13 |
| <u>DK/NA</u> | 4 | 1 | 3 | 7 | 3 | 2 | 3 | 0 | 8 | 3 | 11 | 2 | 4 | 6 | 0 | 7 | 5 | 0 | 1 | 3 | 6 |
| DK/NA | 4 | 1 | 3 | 7 | 3 | 2 | 3 | 0 | 8 | 3 | 11 | 2 | 4 | 6 | 0 | 7 | 5 | 0 | 1 | 3 | 6 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 206 | 115 | 45 | 43 | 33 | 41 | 43 | 23 | 25 | 25 | 20 | 22 | 141 | 98 | 81 | | | | | |
| <u>EXT/VERY IMPORTANT</u> | 64 | 66 | 61 | 67 | 66 | 62 | 62 | 70 | 75 | 61 | 40 | 67 | 68 | 67 | 61 | 62 | | | | | |
| Extremely important | 38 | 40 | 34 | 44 | 51 | 35 | 22 | 46 | 39 | 39 | 27 | 37 | 27 | 35 | 42 | 37 | | | | | |
| Very important | 26 | 26 | 28 | 24 | 15 | 27 | 39 | 25 | 36 | 22 | 13 | 30 | 42 | 31 | 20 | 26 | | | | | |
| <u>SMWT/NOT TOO IMPORTANT</u> | 32 | 33 | 32 | 33 | 33 | 36 | 36 | 26 | 14 | 36 | 49 | 30 | 29 | 31 | 36 | 31 | | | | | |
| Somewhat important | 16 | 17 | 16 | 13 | 24 | 19 | 19 | 8 | 14 | 22 | 21 | 7 | 15 | 19 | 15 | 15 | | | | | |
| Not too important | 16 | 16 | 16 | 19 | 8 | 17 | 18 | 18 | 0 | 15 | 28 | 22 | 14 | 12 | 21 | 16 | | | | | |
| <u>DK/NA</u> | 4 | 2 | 6 | 0 | 2 | 2 | 2 | 3 | 12 | 3 | 11 | 3 | 2 | 2 | 3 | 7 | | | | | |
| DK/NA | 4 | 2 | 6 | 0 | 2 | 2 | 2 | 3 | 12 | 3 | 11 | 3 | 2 | 2 | 3 | 7 | | | | | |

Table 39: Q7n. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Maintaining clean, safe train stations

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|--------------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 119 | 86 | 27 | 72 | 206 | 99 | 16 | 103 | 24 | 60 | 70 | 154 | 165 | 65 | 150 | 28 | 99 | 177 | 92 |
| <u>EXT/VERY IMPORTANT</u> | 79 | 93 | 85 | 61 | 58 | 90 | 59 | 72 | 83 | 87 | 89 | 94 | 91 | 68 | 98 | 91 | 44 | 89 | 89 | 57 |
| Extremely important | 44 | 64 | 44 | 28 | 21 | 56 | 23 | 27 | 41 | 29 | 56 | 61 | 54 | 34 | 68 | 55 | 22 | 66 | 58 | 19 |
| Very important | 35 | 29 | 41 | 33 | 37 | 34 | 36 | 45 | 42 | 58 | 33 | 33 | 37 | 34 | 30 | 36 | 22 | 23 | 31 | 38 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 19 | 6 | 15 | 36 | 39 | 10 | 38 | 13 | 15 | 13 | 11 | 5 | 8 | 28 | 2 | 9 | 56 | 11 | 10 | 40 |
| Somewhat important | 9 | 4 | 10 | 18 | 12 | 7 | 13 | 4 | 9 | 9 | 8 | 2 | 6 | 11 | 1 | 6 | 13 | 7 | 8 | 12 |
| Not too important | 10 | 1 | 5 | 18 | 27 | 3 | 24 | 9 | 6 | 4 | 3 | 2 | 3 | 17 | 1 | 2 | 43 | 3 | 3 | 27 |
| <u>DK/NA</u> | 2 | 1 | 0 | 3 | 3 | 1 | 3 | 15 | 2 | 0 | 0 | 1 | 0 | 4 | 0 | 0 | 0 | 1 | 0 | 3 |
| DK/NA | 2 | 1 | 0 | 3 | 3 | 1 | 3 | 15 | 2 | 0 | 0 | 1 | 0 | 4 | 0 | 0 | 0 | 1 | 0 | 3 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 220 | 84 | 17 | 206 | 93 | 22 | 183 | 74 | 64 | 24 | 23 | 18 | 197 | 100 | 231 | 38 | 56 | | |
| <u>EXT/VERY IMPORTANT</u> | 79 | 89 | 57 | 60 | 89 | 58 | 76 | 90 | 54 | 79 | 81 | 86 | 77 | 79 | 84 | 83 | 80 | 72 | | |
| Extremely important | 44 | 55 | 20 | 19 | 56 | 21 | 32 | 58 | 18 | 34 | 34 | 37 | 36 | 43 | 51 | 49 | 34 | 33 | | |
| Very important | 35 | 34 | 37 | 42 | 34 | 36 | 44 | 32 | 36 | 44 | 47 | 50 | 41 | 36 | 33 | 34 | 46 | 40 | | |
| <u>SMWT/NOT TOO IMPORTANT</u> | 19 | 10 | 40 | 25 | 10 | 38 | 18 | 10 | 43 | 16 | 16 | 14 | 13 | 20 | 13 | 16 | 9 | 20 | | |
| Somewhat important | 9 | 6 | 14 | 10 | 7 | 13 | 11 | 6 | 13 | 11 | 12 | 10 | 13 | 9 | 6 | 9 | 6 | 6 | | |
| Not too important | 10 | 3 | 26 | 15 | 3 | 25 | 7 | 3 | 30 | 6 | 4 | 4 | 0 | 11 | 7 | 7 | 3 | 14 | | |
| <u>DK/NA</u> | 2 | 1 | 3 | 15 | 1 | 5 | 7 | 1 | 3 | 5 | 3 | 0 | 10 | 1 | 3 | 1 | 12 | 8 | | |
| DK/NA | 2 | 1 | 3 | 15 | 1 | 5 | 7 | 1 | 3 | 5 | 3 | 0 | 10 | 1 | 3 | 1 | 12 | 8 | | |

Table 39: Q7n. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Maintaining clean, safe train stations

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|--------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 15 | 89 | 105 | 95 | 104 | 201 | 68 | 80 | 108 | 274 | 248 | 217 | 175 | 122 | 0 | 321 |
| <u>EXT/VERY IMPORTANT</u> | 79 | 94 | 78 | 77 | 83 | 80 | 80 | 79 | 87 | 76 | 79 | 79 | 77 | 77 | 79 | 0 | 79 |
| Extremely important | 44 | 63 | 49 | 45 | 38 | 51 | 42 | 52 | 44 | 41 | 45 | 46 | 45 | 42 | 43 | 0 | 44 |
| Very important | 35 | 31 | 29 | 33 | 45 | 29 | 38 | 27 | 43 | 35 | 34 | 33 | 32 | 34 | 36 | 0 | 35 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 19 | 6 | 22 | 19 | 15 | 20 | 17 | 19 | 11 | 23 | 19 | 20 | 21 | 21 | 20 | 0 | 19 |
| Somewhat important | 9 | 6 | 11 | 10 | 6 | 10 | 8 | 6 | 4 | 14 | 9 | 9 | 10 | 12 | 11 | 0 | 9 |
| Not too important | 10 | 0 | 11 | 9 | 10 | 10 | 9 | 13 | 8 | 9 | 11 | 10 | 11 | 10 | 9 | 0 | 10 |
| <u>DK/NA</u> | 2 | 0 | 0 | 3 | 2 | 0 | 3 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 0 | 2 |
| DK/NA | 2 | 0 | 0 | 3 | 2 | 0 | 3 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 0 | 2 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 80 | 65 | 48 | 151 | 170 | 114 | 122 | 46 | 21 | 14 | 59 | 59 |
| <u>EXT/VERY IMPORTANT</u> | 79 | 76 | 83 | 86 | 71 | 65 | 85 | 76 | 78 | 76 | 80 | 82 | 78 | 80 | 81 | 87 | 83 | 50 | 66 | 71 | 81 |
| Extremely important | 44 | 40 | 48 | 52 | 32 | 32 | 38 | 40 | 37 | 50 | 50 | 41 | 41 | 47 | 46 | 56 | 36 | 30 | 20 | 30 | 49 |
| Very important | 35 | 36 | 34 | 34 | 39 | 33 | 47 | 36 | 41 | 26 | 30 | 41 | 37 | 33 | 35 | 31 | 47 | 20 | 46 | 41 | 31 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 19 | 24 | 13 | 12 | 25 | 32 | 11 | 21 | 16 | 24 | 19 | 16 | 18 | 19 | 18 | 11 | 15 | 43 | 34 | 24 | 19 |
| Somewhat important | 9 | 11 | 7 | 6 | 15 | 7 | 6 | 17 | 7 | 10 | 4 | 9 | 12 | 6 | 6 | 6 | 8 | 9 | 11 | 13 | 10 |
| Not too important | 10 | 14 | 6 | 6 | 10 | 24 | 5 | 4 | 8 | 14 | 15 | 8 | 6 | 13 | 12 | 5 | 7 | 34 | 24 | 11 | 10 |
| <u>DK/NA</u> | 2 | 0 | 4 | 1 | 4 | 3 | 5 | 2 | 6 | 0 | 1 | 2 | 4 | 1 | 1 | 2 | 2 | 7 | 0 | 5 | 0 |
| DK/NA | 2 | 0 | 4 | 1 | 4 | 3 | 5 | 2 | 6 | 0 | 1 | 2 | 4 | 1 | 1 | 2 | 2 | 7 | 0 | 5 | 0 |

Table 39: Q7n. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Maintaining clean, safe train stations

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|--------------------------------------|---------------|--------------|------------|----------------|--------------|-----------------|--------------|------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| | Column n-Size | 321 | 76 | 78 | 75 | 91 | 80 | 112 | 45 | 33 | 30 | 20 | 86 | 106 | 43 | 35 | 22 | 28 | 52 | 51 | 95 |
| <u>EXT/VERY IMPORTANT</u> | 79 | 78 | 74 | 80 | 85 | 87 | 86 | 65 | 79 | 62 | 73 | 88 | 84 | 75 | 66 | 46 | 81 | 74 | 88 | 79 | 81 |
| Extremely important | 44 | 39 | 40 | 44 | 52 | 44 | 58 | 30 | 35 | 42 | 20 | 52 | 52 | 30 | 35 | 23 | 40 | 53 | 49 | 34 | 49 |
| Very important | 35 | 39 | 34 | 36 | 33 | 43 | 28 | 35 | 44 | 21 | 54 | 37 | 32 | 45 | 31 | 23 | 41 | 21 | 39 | 45 | 33 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 19 | 22 | 26 | 12 | 13 | 13 | 12 | 35 | 12 | 38 | 20 | 10 | 14 | 18 | 34 | 47 | 19 | 26 | 12 | 21 | 14 |
| Somewhat important | 9 | 15 | 6 | 9 | 5 | 7 | 6 | 19 | 10 | 8 | 7 | 8 | 5 | 18 | 12 | 14 | 3 | 12 | 8 | 11 | 6 |
| Not too important | 10 | 7 | 20 | 4 | 8 | 6 | 6 | 16 | 2 | 30 | 12 | 2 | 9 | 0 | 23 | 34 | 17 | 13 | 4 | 11 | 8 |
| <u>DK/NA</u> | 2 | 0 | 0 | 8 | 2 | 0 | 3 | 0 | 9 | 0 | 7 | 2 | 1 | 7 | 0 | 7 | 0 | 0 | 0 | 0 | 5 |
| DK/NA | 2 | 0 | 0 | 8 | 2 | 0 | 3 | 0 | 9 | 0 | 7 | 2 | 1 | 7 | 0 | 7 | 0 | 0 | 0 | 0 | 5 |

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|--------------------------------------|---------------|------------|-----------------------------------|-----------|-----------|-----------|-----------|----------------------------------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| | Column n-Size | 321 | 206 | 115 | 45 | 43 | 33 | 41 | 43 | 23 | 25 | 25 | 20 | 22 | 141 | 98 |
| <u>EXT/VERY IMPORTANT</u> | 79 | 80 | 78 | 78 | 79 | 78 | 78 | 86 | 77 | 77 | 83 | 76 | 76 | 81 | 79 | 77 |
| Extremely important | 44 | 45 | 43 | 28 | 49 | 41 | 51 | 54 | 44 | 32 | 47 | 55 | 38 | 43 | 50 | 38 |
| Very important | 35 | 35 | 35 | 49 | 30 | 37 | 27 | 32 | 33 | 45 | 36 | 21 | 39 | 38 | 28 | 38 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 19 | 19 | 18 | 20 | 21 | 19 | 22 | 12 | 15 | 20 | 11 | 20 | 24 | 19 | 20 | 17 |
| Somewhat important | 9 | 7 | 11 | 10 | 8 | 12 | 4 | 4 | 15 | 15 | 6 | 7 | 12 | 9 | 8 | 8 |
| Not too important | 10 | 12 | 7 | 11 | 14 | 7 | 18 | 8 | 0 | 5 | 6 | 14 | 12 | 9 | 11 | 9 |
| <u>DK/NA</u> | 2 | 1 | 4 | 2 | 0 | 2 | 0 | 2 | 8 | 3 | 6 | 3 | 0 | 1 | 1 | 6 |
| DK/NA | 2 | 1 | 4 | 2 | 0 | 2 | 0 | 2 | 8 | 3 | 6 | 3 | 0 | 1 | 1 | 6 |

Table 40: Q7o. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Relieving traffic congestion on Highway 101

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|--------------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 119 | 86 | 27 | 72 | 206 | 99 | 16 | 103 | 24 | 60 | 70 | 154 | 165 | 65 | 150 | 28 | 99 | 177 | 92 |
| <u>EXT/VERY IMPORTANT</u> | 73 | 90 | 77 | 66 | 43 | 85 | 49 | 79 | 77 | 71 | 90 | 89 | 86 | 61 | 90 | 85 | 52 | 90 | 87 | 44 |
| Extremely important | 48 | 70 | 40 | 42 | 22 | 57 | 28 | 54 | 42 | 41 | 58 | 64 | 58 | 39 | 67 | 56 | 30 | 64 | 58 | 26 |
| Very important | 25 | 20 | 37 | 24 | 21 | 27 | 21 | 25 | 35 | 30 | 32 | 24 | 28 | 22 | 22 | 29 | 23 | 26 | 29 | 18 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 25 | 9 | 23 | 34 | 53 | 15 | 48 | 21 | 23 | 29 | 10 | 11 | 14 | 37 | 10 | 15 | 48 | 10 | 12 | 55 |
| Somewhat important | 13 | 8 | 16 | 25 | 15 | 11 | 18 | 5 | 14 | 16 | 6 | 9 | 9 | 17 | 7 | 10 | 5 | 9 | 9 | 20 |
| Not too important | 12 | 1 | 7 | 8 | 38 | 4 | 30 | 16 | 8 | 13 | 5 | 2 | 5 | 19 | 3 | 5 | 43 | 2 | 2 | 35 |
| <u>DK/NA</u> | 1 | 1 | 0 | 0 | 5 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 1 | 1 |
| DK/NA | 1 | 1 | 0 | 0 | 5 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 1 | 1 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 220 | 84 | 17 | 206 | 93 | 22 | 183 | 74 | 64 | 24 | 23 | 18 | 197 | 100 | 231 | 38 | 56 | | |
| <u>EXT/VERY IMPORTANT</u> | 73 | 87 | 40 | 59 | 87 | 44 | 67 | 87 | 37 | 78 | 93 | 93 | 76 | 72 | 79 | 78 | 68 | 61 | | |
| Extremely important | 48 | 58 | 23 | 42 | 57 | 29 | 49 | 58 | 21 | 51 | 49 | 46 | 63 | 45 | 58 | 55 | 33 | 28 | | |
| Very important | 25 | 29 | 17 | 17 | 31 | 15 | 17 | 29 | 16 | 27 | 44 | 47 | 14 | 27 | 21 | 24 | 35 | 34 | | |
| <u>SMWT/NOT TOO IMPORTANT</u> | 25 | 12 | 56 | 41 | 13 | 53 | 30 | 13 | 59 | 21 | 7 | 7 | 24 | 26 | 21 | 20 | 29 | 36 | | |
| Somewhat important | 13 | 10 | 21 | 15 | 10 | 19 | 17 | 10 | 21 | 12 | 7 | 7 | 13 | 15 | 11 | 14 | 14 | 14 | | |
| Not too important | 12 | 2 | 35 | 26 | 3 | 34 | 13 | 3 | 38 | 9 | 0 | 0 | 10 | 12 | 10 | 7 | 15 | 22 | | |
| <u>DK/NA</u> | 1 | 0 | 4 | 0 | 0 | 4 | 3 | 0 | 4 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 4 | 2 | | |
| DK/NA | 1 | 0 | 4 | 0 | 0 | 4 | 3 | 0 | 4 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 4 | 2 | | |

Table 40: Q7o. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Relieving traffic congestion on Highway 101

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|--------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 15 | 89 | 105 | 95 | 104 | 201 | 68 | 80 | 108 | 274 | 248 | 217 | 175 | 122 | 0 | 321 |
| <u>EXT/VERY IMPORTANT</u> | 73 | 84 | 79 | 69 | 75 | 79 | 72 | 67 | 75 | 78 | 73 | 73 | 73 | 72 | 74 | 0 | 73 |
| Extremely important | 48 | 43 | 49 | 51 | 47 | 48 | 49 | 42 | 47 | 54 | 48 | 49 | 47 | 47 | 48 | 0 | 48 |
| Very important | 25 | 41 | 29 | 18 | 28 | 31 | 23 | 25 | 28 | 24 | 26 | 24 | 25 | 26 | 0 | 25 | |
| <u>SMWT/NOT TOO IMPORTANT</u> | 25 | 16 | 19 | 30 | 24 | 19 | 27 | 33 | 21 | 22 | 25 | 25 | 26 | 26 | 0 | 25 | |
| Somewhat important | 13 | 6 | 7 | 18 | 16 | 7 | 17 | 19 | 12 | 12 | 14 | 14 | 15 | 17 | 0 | 13 | |
| Not too important | 12 | 10 | 13 | 12 | 8 | 12 | 10 | 14 | 8 | 10 | 12 | 12 | 12 | 11 | 0 | 12 | |
| <u>DK/NA</u> | 1 | 0 | 2 | 1 | 1 | 2 | 1 | 0 | 4 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | |
| DK/NA | 1 | 0 | 2 | 1 | 1 | 2 | 1 | 0 | 4 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 80 | 65 | 48 | 151 | 170 | 114 | 122 | 46 | 21 | 14 | 59 | 59 |
| <u>EXT/VERY IMPORTANT</u> | 73 | 69 | 78 | 84 | 63 | 51 | 72 | 77 | 76 | 73 | 75 | 68 | 76 | 71 | 72 | 85 | 79 | 43 | 48 | 62 | 74 |
| Extremely important | 48 | 44 | 52 | 56 | 41 | 31 | 39 | 58 | 31 | 52 | 54 | 48 | 45 | 51 | 51 | 55 | 54 | 17 | 20 | 42 | 53 |
| Very important | 25 | 26 | 25 | 28 | 22 | 21 | 33 | 19 | 44 | 21 | 21 | 21 | 31 | 21 | 21 | 30 | 25 | 27 | 27 | 19 | 21 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 25 | 30 | 21 | 16 | 35 | 47 | 28 | 23 | 22 | 27 | 24 | 27 | 24 | 27 | 25 | 14 | 21 | 57 | 44 | 36 | 26 |
| Somewhat important | 13 | 14 | 13 | 12 | 10 | 22 | 10 | 15 | 17 | 11 | 13 | 14 | 14 | 13 | 14 | 10 | 17 | 19 | 23 | 9 | 15 |
| Not too important | 12 | 16 | 8 | 4 | 25 | 25 | 19 | 8 | 5 | 17 | 10 | 13 | 10 | 14 | 11 | 4 | 4 | 38 | 21 | 26 | 11 |
| <u>DK/NA</u> | 1 | 1 | 2 | 1 | 2 | 2 | 0 | 0 | 2 | 0 | 1 | 5 | 1 | 2 | 3 | 1 | 0 | 0 | 8 | 3 | 0 |
| DK/NA | 1 | 1 | 2 | 1 | 2 | 2 | 0 | 0 | 2 | 0 | 1 | 5 | 1 | 2 | 3 | 1 | 0 | 0 | 8 | 3 | 0 |

Table 40: Q7o. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Relieving traffic congestion on Highway 101

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|--------------------------------------|---------------|--------------|------------|----------------|--------------|-----------------|--------------|------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| | Column n-Size | 321 | 76 | 78 | 75 | 91 | 80 | 112 | 45 | 33 | 30 | 20 | 86 | 106 | 43 | 35 | 22 | 28 | 52 | 51 | 95 |
| <u>EXT/VERY IMPORTANT</u> | 73 | 77 | 61 | 75 | 80 | 81 | 85 | 62 | 64 | 47 | 60 | 87 | 81 | 70 | 54 | 43 | 58 | 79 | 81 | 65 | 78 |
| Extremely important | 48 | 44 | 43 | 46 | 57 | 48 | 61 | 41 | 40 | 35 | 26 | 54 | 57 | 39 | 42 | 20 | 39 | 52 | 46 | 42 | 56 |
| Very important | 25 | 33 | 18 | 29 | 23 | 33 | 24 | 21 | 24 | 12 | 34 | 33 | 24 | 30 | 12 | 24 | 18 | 27 | 35 | 23 | 22 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 25 | 23 | 37 | 24 | 18 | 17 | 15 | 38 | 31 | 53 | 35 | 13 | 18 | 30 | 41 | 52 | 42 | 21 | 15 | 33 | 22 |
| Somewhat important | 13 | 13 | 14 | 15 | 11 | 13 | 11 | 13 | 7 | 16 | 31 | 11 | 13 | 13 | 7 | 24 | 20 | 6 | 7 | 19 | 16 |
| Not too important | 12 | 10 | 23 | 9 | 7 | 4 | 4 | 26 | 24 | 37 | 4 | 2 | 5 | 17 | 34 | 28 | 23 | 15 | 8 | 15 | 6 |
| <u>DK/NA</u> | 1 | 0 | 2 | 1 | 2 | 2 | 0 | 0 | 5 | 0 | 5 | 0 | 1 | 0 | 4 | 5 | 0 | 0 | 4 | 1 | 1 |
| DK/NA | 1 | 0 | 2 | 1 | 2 | 2 | 0 | 0 | 5 | 0 | 5 | 0 | 1 | 0 | 4 | 5 | 0 | 0 | 4 | 1 | 1 |

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|--------------------------------------|---------------|------------|-----------------------------------|-----------|-----------|-----------|-----------|----------------------------------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| | Column n-Size | 321 | 206 | 115 | 45 | 43 | 33 | 41 | 43 | 23 | 25 | 25 | 20 | 22 | 141 | 98 |
| <u>EXT/VERY IMPORTANT</u> | 73 | 72 | 77 | 71 | 71 | 63 | 69 | 82 | 92 | 73 | 78 | 63 | 76 | 75 | 74 | 70 |
| Extremely important | 48 | 45 | 54 | 40 | 51 | 42 | 37 | 52 | 50 | 61 | 52 | 47 | 58 | 51 | 49 | 41 |
| Very important | 25 | 27 | 23 | 32 | 20 | 21 | 31 | 29 | 42 | 12 | 25 | 16 | 18 | 24 | 25 | 28 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 25 | 26 | 23 | 24 | 29 | 34 | 30 | 18 | 8 | 27 | 22 | 37 | 24 | 24 | 25 | 28 |
| Somewhat important | 13 | 12 | 16 | 15 | 11 | 15 | 9 | 8 | 0 | 18 | 16 | 32 | 14 | 10 | 14 | 17 |
| Not too important | 12 | 15 | 7 | 9 | 18 | 18 | 21 | 10 | 8 | 9 | 6 | 5 | 9 | 13 | 11 | 12 |
| <u>DK/NA</u> | 1 | 2 | 0 | 5 | 0 | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 2 |
| DK/NA | 1 | 2 | 0 | 5 | 0 | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 2 |

Table 41: Q7p. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Maintaining the current service levels

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|--------------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 119 | 86 | 27 | 72 | 206 | 99 | 16 | 103 | 24 | 60 | 70 | 154 | 165 | 65 | 150 | 28 | 99 | 177 | 92 |
| <u>EXT/VERY IMPORTANT</u> | 60 | 85 | 63 | 45 | 30 | 75 | 34 | 18 | 55 | 74 | 87 | 81 | 82 | 39 | 94 | 83 | 51 | 86 | 78 | 37 |
| Extremely important | 29 | 48 | 25 | 17 | 10 | 39 | 12 | 12 | 23 | 37 | 50 | 38 | 42 | 17 | 60 | 44 | 15 | 57 | 43 | 12 |
| Very important | 31 | 36 | 37 | 28 | 20 | 37 | 22 | 6 | 32 | 37 | 37 | 43 | 40 | 22 | 35 | 39 | 36 | 29 | 35 | 26 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 25 | 7 | 19 | 36 | 56 | 12 | 51 | 32 | 21 | 26 | 10 | 10 | 13 | 37 | 3 | 11 | 39 | 9 | 12 | 49 |
| Somewhat important | 13 | 7 | 15 | 12 | 18 | 11 | 16 | 26 | 17 | 18 | 8 | 8 | 10 | 16 | 3 | 9 | 4 | 7 | 10 | 15 |
| Not too important | 12 | 0 | 4 | 24 | 38 | 2 | 34 | 6 | 4 | 8 | 2 | 2 | 3 | 20 | 0 | 2 | 35 | 2 | 2 | 34 |
| <u>DK/NA</u> | 15 | 8 | 18 | 19 | 14 | 12 | 16 | 50 | 23 | 0 | 3 | 9 | 5 | 25 | 3 | 5 | 10 | 5 | 10 | 14 |
| DK/NA | 15 | 8 | 18 | 19 | 14 | 12 | 16 | 50 | 23 | 0 | 3 | 9 | 5 | 25 | 3 | 5 | 10 | 5 | 10 | 14 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 220 | 84 | 17 | 206 | 93 | 22 | 183 | 74 | 64 | 24 | 23 | 18 | 197 | 100 | 231 | 38 | 56 | | |
| <u>EXT/VERY IMPORTANT</u> | 60 | 75 | 28 | 17 | 76 | 29 | 37 | 78 | 26 | 45 | 48 | 57 | 42 | 63 | 61 | 66 | 59 | 54 | | |
| Extremely important | 29 | 39 | 8 | 12 | 41 | 6 | 18 | 42 | 6 | 18 | 23 | 30 | 4 | 30 | 29 | 34 | 24 | 22 | | |
| Very important | 31 | 36 | 21 | 5 | 35 | 23 | 19 | 36 | 20 | 27 | 26 | 27 | 38 | 33 | 32 | 32 | 35 | 32 | | |
| <u>SMWT/NOT TOO IMPORTANT</u> | 25 | 11 | 61 | 29 | 11 | 56 | 27 | 10 | 64 | 24 | 25 | 20 | 27 | 24 | 21 | 20 | 20 | 32 | | |
| Somewhat important | 13 | 9 | 21 | 24 | 9 | 20 | 27 | 8 | 19 | 21 | 21 | 12 | 27 | 12 | 14 | 13 | 13 | 17 | | |
| Not too important | 12 | 2 | 39 | 5 | 3 | 36 | 0 | 2 | 45 | 3 | 4 | 8 | 0 | 12 | 7 | 7 | 7 | 15 | | |
| <u>DK/NA</u> | 15 | 14 | 11 | 54 | 13 | 15 | 36 | 11 | 10 | 31 | 27 | 23 | 31 | 13 | 18 | 14 | 21 | 14 | | |
| DK/NA | 15 | 14 | 11 | 54 | 13 | 15 | 36 | 11 | 10 | 31 | 27 | 23 | 31 | 13 | 18 | 14 | 21 | 14 | | |

Table 41: Q7p. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Maintaining the current service levels

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|--------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 15 | 89 | 105 | 95 | 104 | 201 | 68 | 80 | 108 | 274 | 248 | 217 | 175 | 122 | 0 | 321 |
| <u>EXT/VERY IMPORTANT</u> | 60 | 89 | 67 | 56 | 61 | 70 | 59 | 68 | 60 | 61 | 59 | 61 | 61 | 62 | 67 | 0 | 60 |
| Extremely important | 29 | 41 | 32 | 31 | 28 | 34 | 29 | 32 | 27 | 33 | 27 | 29 | 27 | 28 | 34 | 0 | 29 |
| Very important | 31 | 48 | 34 | 26 | 33 | 36 | 29 | 36 | 32 | 28 | 31 | 32 | 34 | 35 | 32 | 0 | 31 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 25 | 0 | 19 | 29 | 24 | 16 | 27 | 17 | 29 | 25 | 26 | 23 | 23 | 22 | 0 | 25 | |
| Somewhat important | 13 | 0 | 10 | 16 | 13 | 8 | 15 | 10 | 17 | 13 | 13 | 12 | 12 | 12 | 11 | 0 | 13 |
| Not too important | 12 | 0 | 9 | 13 | 10 | 8 | 12 | 7 | 12 | 12 | 13 | 11 | 11 | 10 | 9 | 0 | 12 |
| <u>DK/NA</u> | 15 | 11 | 14 | 14 | 15 | 14 | 15 | 15 | 11 | 14 | 16 | 16 | 16 | 15 | 13 | 0 | 15 |
| DK/NA | 15 | 11 | 14 | 14 | 15 | 14 | 15 | 15 | 11 | 14 | 16 | 16 | 16 | 15 | 13 | 0 | 15 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 80 | 65 | 48 | 151 | 170 | 114 | 122 | 46 | 21 | 14 | 59 | 59 |
| <u>EXT/VERY IMPORTANT</u> | 60 | 60 | 59 | 70 | 48 | 38 | 72 | 57 | 46 | 62 | 58 | 62 | 60 | 60 | 60 | 66 | 83 | 25 | 27 | 41 | 67 |
| Extremely important | 29 | 28 | 30 | 34 | 23 | 22 | 30 | 30 | 22 | 26 | 31 | 36 | 30 | 29 | 33 | 33 | 35 | 15 | 9 | 24 | 32 |
| Very important | 31 | 33 | 29 | 37 | 25 | 16 | 43 | 27 | 24 | 35 | 27 | 26 | 30 | 31 | 27 | 33 | 48 | 10 | 17 | 18 | 35 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 25 | 31 | 20 | 17 | 37 | 39 | 20 | 23 | 28 | 27 | 27 | 23 | 23 | 27 | 25 | 21 | 6 | 45 | 62 | 38 | 20 |
| Somewhat important | 13 | 15 | 12 | 10 | 22 | 10 | 15 | 18 | 13 | 12 | 11 | 13 | 15 | 12 | 12 | 13 | 3 | 11 | 21 | 23 | 11 |
| Not too important | 12 | 15 | 8 | 6 | 15 | 29 | 5 | 4 | 15 | 16 | 16 | 10 | 9 | 15 | 13 | 9 | 3 | 34 | 41 | 16 | 8 |
| <u>DK/NA</u> | 15 | 9 | 21 | 13 | 15 | 23 | 8 | 20 | 25 | 11 | 14 | 15 | 17 | 13 | 15 | 13 | 11 | 30 | 12 | 20 | 13 |
| DK/NA | 15 | 9 | 21 | 13 | 15 | 23 | 8 | 20 | 25 | 11 | 14 | 15 | 17 | 13 | 15 | 13 | 11 | 30 | 12 | 20 | 13 |

Table 41: Q7p. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Maintaining the current service levels

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|--------------------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| | Column n-Size | 321 | 76 | 78 | 75 | 91 | 80 | 112 | 45 | 33 | 30 | 20 | 86 | 106 | 43 | 35 | 22 | 28 | 52 | 51 | 95 |
| <u>EXT/VERY IMPORTANT</u> | 60 | 67 | 54 | 53 | 64 | 69 | 71 | 55 | 39 | 47 | 27 | 71 | 69 | 54 | 40 | 26 | 48 | 80 | 61 | 54 | 63 |
| Extremely important | 29 | 32 | 24 | 28 | 32 | 29 | 37 | 27 | 17 | 27 | 15 | 32 | 35 | 35 | 8 | 11 | 31 | 40 | 28 | 23 | 35 |
| Very important | 31 | 35 | 30 | 25 | 32 | 40 | 34 | 28 | 22 | 20 | 12 | 39 | 34 | 19 | 32 | 15 | 17 | 40 | 34 | 31 | 28 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 25 | 23 | 38 | 23 | 17 | 20 | 15 | 39 | 34 | 47 | 24 | 14 | 19 | 26 | 50 | 53 | 28 | 13 | 18 | 35 | 19 |
| Somewhat important | 13 | 15 | 16 | 15 | 9 | 11 | 10 | 24 | 19 | 13 | 7 | 13 | 8 | 18 | 27 | 13 | 8 | 8 | 9 | 19 | 11 |
| Not too important | 12 | 8 | 23 | 8 | 8 | 9 | 5 | 15 | 15 | 34 | 17 | 1 | 11 | 8 | 23 | 40 | 20 | 6 | 8 | 16 | 8 |
| <u>DK/NA</u> | 15 | 10 | 7 | 24 | 19 | 11 | 14 | 6 | 27 | 6 | 49 | 14 | 12 | 20 | 10 | 22 | 24 | 7 | 21 | 11 | 18 |
| DK/NA | 15 | 10 | 7 | 24 | 19 | 11 | 14 | 6 | 27 | 6 | 49 | 14 | 12 | 20 | 10 | 22 | 24 | 7 | 21 | 11 | 18 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| | Column n-Size | 321 | 206 | 115 | 45 | 43 | 33 | 41 | 43 | 23 | 25 | 25 | 20 | 22 | 141 | 98 | 81 | | | | |
| <u>EXT/VERY IMPORTANT</u> | 60 | 60 | 59 | 60 | 61 | 67 | 49 | 63 | 65 | 56 | 62 | 55 | 59 | 67 | 51 | 57 | | | | | |
| Extremely important | 29 | 31 | 26 | 23 | 34 | 40 | 26 | 33 | 26 | 26 | 31 | 39 | 10 | 33 | 25 | 27 | | | | | |
| Very important | 31 | 29 | 33 | 37 | 27 | 28 | 23 | 30 | 38 | 29 | 31 | 16 | 49 | 34 | 26 | 30 | | | | | |
| <u>SMWT/NOT TOO IMPORTANT</u> | 25 | 24 | 27 | 27 | 28 | 16 | 32 | 18 | 17 | 29 | 28 | 30 | 29 | 19 | 36 | 23 | | | | | |
| Somewhat important | 13 | 12 | 16 | 14 | 18 | 9 | 7 | 11 | 17 | 20 | 13 | 9 | 20 | 10 | 20 | 11 | | | | | |
| Not too important | 12 | 13 | 11 | 13 | 10 | 7 | 25 | 8 | 0 | 9 | 15 | 21 | 9 | 9 | 16 | 12 | | | | | |
| <u>DK/NA</u> | 15 | 16 | 14 | 14 | 11 | 16 | 20 | 18 | 18 | 15 | 11 | 15 | 12 | 14 | 13 | 19 | | | | | |
| DK/NA | 15 | 16 | 14 | 14 | 11 | 16 | 20 | 18 | 18 | 15 | 11 | 15 | 12 | 14 | 13 | 19 | | | | | |

Table 42: Q7q. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Completing SMART rail service between Larkspur and Cloverdale

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|--------------------------------------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-------------|-----------|-----------|-----------|------------------|-----------|-----------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 119 | 86 | 27 | 72 | 206 | 99 | 16 | 103 | 24 | 60 | 70 | 154 | 165 | 65 | 150 | 28 | 99 | 177 | 92 |
| <u>EXT/VERY IMPORTANT</u> | 52 | 80 | 53 | 7 | 27 | 69 | 22 | 28 | 49 | 69 | 85 | 61 | 72 | 33 | 86 | 72 | 26 | 77 | 71 | 25 |
| Extremely important | 31 | 59 | 18 | 7 | 12 | 42 | 11 | 23 | 19 | 35 | 56 | 42 | 46 | 16 | 65 | 50 | 16 | 58 | 45 | 15 |
| Very important | 21 | 22 | 35 | 0 | 14 | 27 | 11 | 4 | 30 | 34 | 29 | 19 | 25 | 17 | 21 | 23 | 10 | 19 | 27 | 11 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 39 | 16 | 36 | 83 | 62 | 24 | 68 | 48 | 38 | 24 | 13 | 33 | 24 | 54 | 11 | 23 | 68 | 21 | 22 | 70 |
| Somewhat important | 16 | 11 | 27 | 29 | 5 | 17 | 12 | 25 | 27 | 10 | 7 | 21 | 14 | 18 | 8 | 13 | 14 | 16 | 16 | 10 |
| Not too important | 23 | 5 | 9 | 54 | 57 | 7 | 56 | 23 | 11 | 14 | 6 | 12 | 10 | 35 | 3 | 10 | 53 | 4 | 7 | 59 |
| <u>DK/NA</u> | 9 | 4 | 11 | 10 | 11 | 7 | 11 | 24 | 13 | 7 | 2 | 6 | 4 | 13 | 3 | 4 | 6 | 2 | 6 | 5 |
| DK/NA | 9 | 4 | 11 | 10 | 11 | 7 | 11 | 24 | 13 | 7 | 2 | 6 | 4 | 13 | 3 | 4 | 6 | 2 | 6 | 5 |

| | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | |
|--------------------------------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|-----------|-----------|------------|-----------|---------------|-----------|--------------------|-----------|-----------|-----------|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 321 | 220 | 84 | 17 | 206 | 93 | 22 | 183 | 74 | 64 | 24 | 23 | 18 | 197 | 100 | 231 | 38 | 56 |
| <u>EXT/VERY IMPORTANT</u> | 52 | 67 | 18 | 25 | 70 | 21 | 17 | 72 | 18 | 36 | 40 | 55 | 37 | 54 | 53 | 56 | 70 | 55 |
| Extremely important | 31 | 42 | 11 | 0 | 43 | 12 | 7 | 45 | 11 | 16 | 23 | 28 | 14 | 32 | 32 | 34 | 44 | 35 |
| Very important | 21 | 26 | 7 | 25 | 27 | 10 | 10 | 27 | 7 | 20 | 17 | 27 | 23 | 22 | 21 | 22 | 25 | 20 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 39 | 25 | 75 | 45 | 24 | 70 | 50 | 23 | 75 | 44 | 42 | 33 | 49 | 39 | 38 | 35 | 21 | 39 |
| Somewhat important | 16 | 18 | 12 | 9 | 17 | 13 | 25 | 17 | 8 | 21 | 23 | 11 | 32 | 18 | 15 | 16 | 11 | 15 |
| Not too important | 23 | 6 | 63 | 36 | 7 | 57 | 25 | 5 | 67 | 23 | 19 | 22 | 16 | 20 | 23 | 19 | 10 | 24 |
| <u>DK/NA</u> | 9 | 8 | 7 | 30 | 6 | 8 | 33 | 6 | 7 | 20 | 18 | 12 | 15 | 8 | 10 | 9 | 9 | 6 |
| DK/NA | 9 | 8 | 7 | 30 | 6 | 8 | 33 | 6 | 7 | 20 | 18 | 12 | 15 | 8 | 10 | 9 | 9 | 6 |

Table 42: Q7q. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Completing SMART rail service between Larkspur and Cloverdale

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|--------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 15 | 89 | 105 | 95 | 104 | 201 | 68 | 80 | 108 | 274 | 248 | 217 | 175 | 122 | 0 | 321 |
| <u>EXT/VERY IMPORTANT</u> | 52 | 65 | 53 | 55 | 54 | 55 | 55 | 55 | 56 | 55 | 53 | 54 | 53 | 54 | 61 | 0 | 52 |
| Extremely important | 31 | 36 | 34 | 33 | 30 | 34 | 32 | 35 | 27 | 37 | 31 | 33 | 33 | 32 | 38 | 0 | 31 |
| Very important | 21 | 29 | 19 | 21 | 24 | 21 | 23 | 20 | 30 | 19 | 21 | 21 | 20 | 22 | 23 | 0 | 21 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 39 | 35 | 39 | 37 | 39 | 38 | 38 | 40 | 38 | 38 | 39 | 37 | 39 | 39 | 36 | 0 | 39 |
| Somewhat important | 16 | 19 | 16 | 15 | 18 | 16 | 16 | 20 | 17 | 16 | 17 | 16 | 17 | 16 | 16 | 0 | 16 |
| Not too important | 23 | 16 | 23 | 21 | 21 | 22 | 21 | 20 | 21 | 21 | 22 | 21 | 22 | 23 | 20 | 0 | 23 |
| <u>DK/NA</u> | 9 | 0 | 8 | 9 | 7 | 7 | 8 | 4 | 6 | 7 | 8 | 9 | 8 | 7 | 3 | 0 | 9 |
| DK/NA | 9 | 0 | 8 | 9 | 7 | 7 | 8 | 4 | 6 | 7 | 8 | 9 | 8 | 7 | 3 | 0 | 9 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 80 | 65 | 48 | 151 | 170 | 114 | 122 | 46 | 21 | 14 | 59 | 59 |
| <u>EXT/VERY IMPORTANT</u> | 52 | 51 | 54 | 62 | 39 | 36 | 48 | 58 | 50 | 45 | 56 | 59 | 51 | 53 | 57 | 63 | 65 | 24 | 22 | 38 | 49 |
| Extremely important | 31 | 33 | 30 | 38 | 22 | 21 | 21 | 30 | 32 | 30 | 38 | 33 | 29 | 33 | 36 | 39 | 35 | 12 | 15 | 19 | 35 |
| Very important | 21 | 18 | 24 | 23 | 18 | 16 | 26 | 28 | 18 | 15 | 17 | 26 | 22 | 20 | 21 | 24 | 31 | 13 | 7 | 19 | 14 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 39 | 44 | 34 | 31 | 50 | 52 | 36 | 36 | 30 | 48 | 41 | 36 | 37 | 41 | 39 | 32 | 20 | 52 | 72 | 48 | 47 |
| Somewhat important | 16 | 15 | 18 | 15 | 15 | 21 | 16 | 17 | 10 | 19 | 19 | 14 | 16 | 16 | 17 | 14 | 12 | 13 | 32 | 16 | 22 |
| Not too important | 23 | 29 | 17 | 16 | 35 | 32 | 20 | 19 | 20 | 29 | 22 | 22 | 20 | 25 | 22 | 19 | 8 | 40 | 40 | 31 | 25 |
| <u>DK/NA</u> | 9 | 5 | 12 | 8 | 10 | 11 | 16 | 6 | 21 | 7 | 4 | 5 | 12 | 6 | 4 | 4 | 15 | 24 | 6 | 14 | 4 |
| DK/NA | 9 | 5 | 12 | 8 | 10 | 11 | 16 | 6 | 21 | 7 | 4 | 5 | 12 | 6 | 4 | 4 | 15 | 24 | 6 | 14 | 4 |

Table 42: Q7q. I am going to read you a list of potential outcomes of this measure. After I read each one, please tell me how important each one is to you. : Completing SMART rail service between Larkspur and Cloverdale

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|--------------------------------------|---------------|--------------|------------|----------------|--------------|-----------------|--------------|------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 76 | 78 | 75 | 91 | 80 | 112 | 45 | 33 | 30 | 20 | 86 | 106 | 43 | 35 | 22 | 28 | 52 | 51 | 95 | 105 |
| <u>EXT/VERY IMPORTANT</u> | 52 | 55 | 48 | 49 | 58 | 62 | 61 | 37 | 42 | 43 | 29 | 63 | 60 | 46 | 31 | 16 | 52 | 56 | 54 | 51 | 58 |
| Extremely important | 31 | 36 | 31 | 23 | 36 | 36 | 39 | 29 | 11 | 30 | 8 | 36 | 40 | 27 | 15 | 6 | 33 | 40 | 29 | 31 | 33 |
| Very important | 21 | 19 | 17 | 26 | 22 | 26 | 22 | 8 | 31 | 13 | 21 | 27 | 20 | 19 | 17 | 10 | 20 | 17 | 25 | 20 | 25 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 39 | 38 | 49 | 34 | 34 | 30 | 32 | 59 | 38 | 57 | 43 | 24 | 36 | 46 | 56 | 67 | 41 | 35 | 40 | 45 | 31 |
| Somewhat important | 16 | 16 | 13 | 17 | 18 | 15 | 16 | 15 | 15 | 13 | 34 | 14 | 16 | 15 | 16 | 26 | 16 | 14 | 19 | 16 | 17 |
| Not too important | 23 | 22 | 36 | 17 | 16 | 15 | 16 | 44 | 23 | 45 | 9 | 10 | 20 | 31 | 40 | 41 | 25 | 21 | 22 | 30 | 14 |
| <u>DK/NA</u> | 9 | 7 | 4 | 17 | 8 | 8 | 7 | 3 | 20 | 0 | 28 | 13 | 3 | 8 | 13 | 17 | 7 | 8 | 6 | 4 | 11 |
| DK/NA | 9 | 7 | 4 | 17 | 8 | 8 | 7 | 3 | 20 | 0 | 28 | 13 | 3 | 8 | 13 | 17 | 7 | 8 | 6 | 4 | 11 |

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|--------------------------------------|-----------|------------|-----------------------------------|-----------|-----------|-----------|-----------|----------------------------------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| Column n-Size | 321 | 206 | 115 | 45 | 43 | 33 | 41 | 43 | 23 | 25 | 25 | 20 | 22 | 141 | 98 | 81 |
| <u>EXT/VERY IMPORTANT</u> | 52 | 56 | 45 | 54 | 53 | 55 | 60 | 60 | 44 | 36 | 45 | 44 | 54 | 60 | 50 | 41 |
| Extremely important | 31 | 35 | 24 | 22 | 39 | 31 | 52 | 33 | 16 | 20 | 37 | 34 | 14 | 37 | 26 | 28 |
| Very important | 21 | 21 | 20 | 32 | 14 | 24 | 8 | 26 | 28 | 16 | 8 | 10 | 40 | 23 | 24 | 13 |
| <u>SMWT/NOT TOO IMPORTANT</u> | 39 | 37 | 42 | 38 | 40 | 42 | 35 | 31 | 37 | 59 | 31 | 52 | 32 | 36 | 41 | 42 |
| Somewhat important | 16 | 15 | 18 | 19 | 16 | 14 | 15 | 11 | 20 | 16 | 12 | 31 | 14 | 15 | 20 | 14 |
| Not too important | 23 | 22 | 24 | 18 | 25 | 29 | 21 | 20 | 17 | 42 | 19 | 21 | 18 | 21 | 21 | 28 |
| <u>DK/NA</u> | 9 | 6 | 13 | 8 | 6 | 2 | 4 | 9 | 18 | 5 | 23 | 3 | 14 | 4 | 9 | 18 |
| DK/NA | 9 | 6 | 13 | 8 | 6 | 2 | 4 | 9 | 18 | 5 | 23 | 3 | 14 | 4 | 9 | 18 |

Table 43: Q8a. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (NO INCREASE IN TAXES) This measure is a simple renewal, with no increase in the sales tax. But by voting yes we will be able to maintain, improve and expand SMART rail and non-motorized transportation service in Sonoma and Marin, without paying any additional taxes

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|------------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| <u>VERY/SMWT CONVINCING</u> | 67 | 87 | 79 | 48 | 24 | 84 | 31 | 58 | 76 | 78 | 86 | 78 | 81 | 53 | 88 | 85 | 24 | 83 | 83 | 38 |
| Very convincing | 38 | 54 | 47 | 21 | 7 | 51 | 12 | 27 | 44 | 41 | 60 | 45 | 50 | 26 | 64 | 54 | 8 | 53 | 51 | 19 |
| Somewhat convincing | 29 | 32 | 32 | 27 | 17 | 32 | 20 | 31 | 32 | 37 | 26 | 33 | 31 | 26 | 24 | 31 | 16 | 30 | 32 | 19 |
| <u>NOT CONVINCING</u> | 16 | 5 | 10 | 35 | 37 | 7 | 36 | 11 | 10 | 14 | 4 | 13 | 10 | 22 | 5 | 8 | 32 | 8 | 8 | 30 |
| Not convincing | 16 | 5 | 10 | 35 | 37 | 7 | 36 | 11 | 10 | 14 | 4 | 13 | 10 | 22 | 5 | 8 | 32 | 8 | 8 | 30 |
| <u>DON'T BELIEVE/DK/NA</u> | 17 | 8 | 11 | 17 | 39 | 9 | 33 | 31 | 14 | 9 | 9 | 10 | 9 | 25 | 7 | 7 | 44 | 9 | 9 | 32 |
| Don't believe | 12 | 4 | 7 | 14 | 32 | 5 | 27 | 16 | 8 | 7 | 6 | 7 | 7 | 18 | 7 | 4 | 42 | 6 | 6 | 28 |
| DK/NA | 5 | 3 | 4 | 3 | 7 | 4 | 6 | 15 | 6 | 2 | 3 | 3 | 3 | 7 | 1 | 3 | 2 | 4 | 4 | 4 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 | | |
| <u>VERY/SMWT CONVINCING</u> | 67 | 84 | 28 | 35 | 83 | 34 | 53 | 87 | 22 | 59 | 67 | 57 | 65 | 66 | 71 | 72 | 63 | 60 | | |
| Very convincing | 38 | 50 | 12 | 4 | 51 | 14 | 22 | 54 | 6 | 30 | 35 | 31 | 36 | 37 | 43 | 41 | 42 | 36 | | |
| Somewhat convincing | 29 | 33 | 16 | 31 | 32 | 20 | 31 | 33 | 17 | 29 | 32 | 26 | 29 | 29 | 27 | 31 | 21 | 24 | | |
| <u>NOT CONVINCING</u> | 16 | 8 | 37 | 12 | 10 | 31 | 12 | 6 | 38 | 20 | 24 | 33 | 13 | 17 | 14 | 16 | 14 | 17 | | |
| Not convincing | 16 | 8 | 37 | 12 | 10 | 31 | 12 | 6 | 38 | 20 | 24 | 33 | 13 | 17 | 14 | 16 | 14 | 17 | | |
| <u>DON'T BELIEVE/DK/NA</u> | 17 | 8 | 36 | 53 | 7 | 35 | 34 | 7 | 40 | 21 | 9 | 10 | 22 | 17 | 15 | 12 | 22 | 23 | | |
| Don't believe | 12 | 4 | 31 | 17 | 4 | 28 | 24 | 4 | 35 | 11 | 5 | 3 | 9 | 13 | 9 | 9 | 14 | 16 | | |
| DK/NA | 5 | 4 | 4 | 36 | 3 | 7 | 10 | 3 | 4 | 10 | 3 | 8 | 13 | 4 | 6 | 4 | 8 | 7 | | |

Table 43: Q8a. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (NO INCREASE IN TAXES) This measure is a simple renewal, with no increase in the sales tax. But by voting yes we will be able to maintain, improve and expand SMART rail and non-motorized transportation service in Sonoma and Marin, without paying any additional taxes

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| <u>VERY/SMWT CONVINCING</u> | 67 | 74 | 69 | 67 | 67 | 70 | 67 | 68 | 81 | 65 | 67 | 67 | 68 | 70 | 70 | 68 | 65 |
| Very convincing | 38 | 55 | 39 | 39 | 38 | 41 | 38 | 43 | 46 | 35 | 38 | 39 | 39 | 41 | 40 | 41 | 35 |
| Somewhat convincing | 29 | 18 | 31 | 29 | 29 | 29 | 29 | 25 | 35 | 30 | 29 | 28 | 29 | 29 | 30 | 27 | 30 |
| <u>NOT CONVINCING</u> | 16 | 18 | 12 | 16 | 19 | 13 | 18 | 16 | 5 | 20 | 17 | 16 | 16 | 15 | 15 | 17 | 16 |
| Not convincing | 16 | 18 | 12 | 16 | 19 | 13 | 18 | 16 | 5 | 20 | 17 | 16 | 16 | 15 | 15 | 17 | 16 |
| <u>DON'T BELIEVE/DK/NA</u> | 17 | 8 | 19 | 17 | 14 | 17 | 15 | 17 | 14 | 16 | 17 | 16 | 16 | 16 | 15 | 15 | 19 |
| Don't believe | 12 | 8 | 12 | 11 | 11 | 12 | 11 | 9 | 12 | 10 | 12 | 12 | 12 | 12 | 12 | 11 | 13 |
| DK/NA | 5 | 0 | 7 | 5 | 3 | 6 | 4 | 7 | 2 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 6 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| <u>VERY/SMWT CONVINCING</u> | 67 | 63 | 70 | 74 | 62 | 47 | 71 | 76 | 66 | 61 | 64 | 68 | 70 | 63 | 66 | 71 | 81 | 42 | 49 | 56 | 67 |
| Very convincing | 38 | 34 | 42 | 44 | 32 | 28 | 39 | 41 | 32 | 37 | 39 | 42 | 37 | 39 | 40 | 41 | 47 | 25 | 24 | 29 | 41 |
| Somewhat convincing | 29 | 29 | 29 | 30 | 31 | 19 | 32 | 35 | 34 | 25 | 25 | 25 | 33 | 25 | 25 | 30 | 35 | 18 | 25 | 27 | 27 |
| <u>NOT CONVINCING</u> | 16 | 19 | 13 | 14 | 17 | 22 | 12 | 13 | 17 | 24 | 14 | 10 | 15 | 17 | 12 | 16 | 9 | 20 | 30 | 18 | 17 |
| Not convincing | 16 | 19 | 13 | 14 | 17 | 22 | 12 | 13 | 17 | 24 | 14 | 10 | 15 | 17 | 12 | 16 | 9 | 20 | 30 | 18 | 17 |
| <u>DON'T BELIEVE/DK/NA</u> | 17 | 18 | 16 | 12 | 20 | 31 | 17 | 10 | 17 | 14 | 22 | 22 | 15 | 19 | 22 | 13 | 9 | 37 | 21 | 25 | 16 |
| Don't believe | 12 | 13 | 11 | 8 | 13 | 26 | 10 | 7 | 10 | 9 | 18 | 17 | 9 | 15 | 18 | 9 | 8 | 26 | 21 | 16 | 12 |
| DK/NA | 5 | 5 | 5 | 4 | 7 | 6 | 7 | 3 | 6 | 5 | 4 | 5 | 6 | 4 | 4 | 4 | 2 | 11 | 0 | 9 | 4 |

Table 43: Q8a. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (NO INCREASE IN TAXES) This measure is a simple renewal, with no increase in the sales tax. But by voting yes we will be able to maintain, improve and expand SMART rail and non-motorized transportation service in Sonoma and Marin, without paying any additional taxes

| | GENDER BY AGE | | | | PARTY BY GENDER | | | | PARTY BY AGE | | | | GENDER BY EDUCATION | | | | | | | | |
|------------------------------------|---------------|-----------------------------------|-----------|-------------|-----------------|-----------|----------------------------------|-----------|--------------|-----------|-----------|--------------|---------------------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| <u>VERY/SMWT CONVINCING</u> | 67 | 69 | 58 | 72 | 69 | 70 | 76 | 64 | 60 | 41 | 57 | 75 | 73 | 73 | 48 | 45 | 48 | 68 | 72 | 62 | 72 |
| Very convincing | 38 | 33 | 35 | 41 | 43 | 37 | 48 | 34 | 28 | 27 | 30 | 39 | 47 | 39 | 22 | 25 | 30 | 36 | 46 | 34 | 42 |
| Somewhat convincing | 29 | 35 | 23 | 31 | 26 | 34 | 28 | 30 | 32 | 14 | 27 | 36 | 26 | 34 | 26 | 20 | 18 | 32 | 27 | 27 | 30 |
| <u>NOT CONVINCING</u> | 16 | 18 | 20 | 12 | 14 | 16 | 13 | 22 | 12 | 25 | 18 | 15 | 14 | 11 | 25 | 25 | 20 | 16 | 11 | 20 | 15 |
| Not convincing | 16 | 18 | 20 | 12 | 14 | 16 | 13 | 22 | 12 | 25 | 18 | 15 | 14 | 11 | 25 | 25 | 20 | 16 | 11 | 20 | 15 |
| <u>DON'T BELIEVE/DK/NA</u> | 17 | 13 | 22 | 16 | 17 | 14 | 11 | 14 | 28 | 34 | 25 | 11 | 13 | 16 | 27 | 30 | 32 | 17 | 17 | 18 | 13 |
| Don't believe | 12 | 9 | 17 | 9 | 13 | 10 | 7 | 10 | 18 | 26 | 22 | 6 | 10 | 9 | 20 | 21 | 28 | 11 | 12 | 14 | 9 |
| DK/NA | 5 | 4 | 5 | 7 | 4 | 4 | 4 | 4 | 10 | 8 | 2 | 4 | 4 | 7 | 7 | 9 | 3 | 6 | 5 | 5 | 4 |
| | COUNTY | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 | | | | | |
| <u>VERY/SMWT CONVINCING</u> | 67 | 66 | 67 | 65 | 68 | 70 | 55 | 73 | 72 | 61 | 73 | 58 | 71 | 72 | 62 | 64 | | | | | |
| Very convincing | 38 | 40 | 34 | 38 | 36 | 50 | 37 | 43 | 44 | 22 | 27 | 39 | 41 | 43 | 29 | 40 | | | | | |
| Somewhat convincing | 29 | 26 | 33 | 27 | 33 | 20 | 17 | 30 | 28 | 39 | 45 | 19 | 30 | 28 | 33 | 24 | | | | | |
| <u>NOT CONVINCING</u> | 16 | 16 | 16 | 15 | 15 | 19 | 20 | 13 | 6 | 25 | 18 | 22 | 10 | 12 | 18 | 21 | | | | | |
| Not convincing | 16 | 16 | 16 | 15 | 15 | 19 | 20 | 13 | 6 | 25 | 18 | 22 | 10 | 12 | 18 | 21 | | | | | |
| <u>DON'T BELIEVE/DK/NA</u> | 17 | 18 | 16 | 20 | 17 | 10 | 26 | 14 | 22 | 13 | 9 | 20 | 19 | 16 | 20 | 15 | | | | | |
| Don't believe | 12 | 13 | 10 | 15 | 11 | 8 | 22 | 10 | 12 | 7 | 7 | 15 | 12 | 13 | 14 | 9 | | | | | |
| DK/NA | 5 | 4 | 6 | 5 | 6 | 2 | 4 | 4 | 10 | 6 | 2 | 5 | 7 | 3 | 6 | 7 | | | | | |

Table 44: Q8b. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (ACCOUNTABILITY) This measure has strong taxpayer safeguards to ensure the money is spent as promised, including annual independent audits, independent citizens oversight, and full public disclosure of all spending

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|------------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| <u>VERY/SMWT CONVINCING</u> | 64 | 87 | 65 | 49 | 29 | 78 | 35 | 49 | 62 | 74 | 82 | 77 | 79 | 48 | 86 | 85 | 17 | 79 | 79 | 37 |
| Very convincing | 37 | 56 | 32 | 25 | 14 | 46 | 18 | 25 | 31 | 41 | 56 | 44 | 48 | 26 | 52 | 51 | 10 | 52 | 50 | 19 |
| Somewhat convincing | 27 | 31 | 32 | 24 | 15 | 32 | 18 | 24 | 31 | 34 | 27 | 34 | 31 | 23 | 34 | 34 | 7 | 27 | 29 | 18 |
| <u>NOT CONVINCING</u> | 15 | 6 | 17 | 26 | 25 | 10 | 25 | 19 | 17 | 10 | 3 | 10 | 7 | 23 | 5 | 6 | 31 | 12 | 10 | 23 |
| Not convincing | 15 | 6 | 17 | 26 | 25 | 10 | 25 | 19 | 17 | 10 | 3 | 10 | 7 | 23 | 5 | 6 | 31 | 12 | 10 | 23 |
| <u>DON'T BELIEVE/DK/NA</u> | 21 | 7 | 19 | 24 | 46 | 12 | 39 | 32 | 21 | 15 | 15 | 13 | 14 | 28 | 9 | 10 | 52 | 9 | 11 | 40 |
| Don't believe | 15 | 2 | 12 | 23 | 40 | 6 | 35 | 19 | 13 | 15 | 9 | 10 | 10 | 21 | 6 | 5 | 50 | 4 | 5 | 35 |
| DK/NA | 6 | 5 | 7 | 1 | 6 | 6 | 4 | 13 | 8 | 0 | 6 | 3 | 4 | 8 | 3 | 4 | 2 | 5 | 5 | 5 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 | | |
| <u>VERY/SMWT CONVINCING</u> | 64 | 79 | 27 | 44 | 84 | 25 | 47 | 86 | 24 | 48 | 66 | 68 | 26 | 65 | 66 | 69 | 60 | 56 | | |
| Very convincing | 37 | 47 | 14 | 14 | 49 | 13 | 25 | 51 | 12 | 25 | 35 | 37 | 16 | 34 | 47 | 40 | 37 | 33 | | |
| Somewhat convincing | 27 | 32 | 13 | 30 | 35 | 12 | 23 | 35 | 12 | 23 | 31 | 32 | 10 | 31 | 20 | 30 | 23 | 23 | | |
| <u>NOT CONVINCING</u> | 15 | 10 | 29 | 7 | 10 | 26 | 15 | 9 | 32 | 13 | 15 | 14 | 13 | 16 | 11 | 13 | 14 | 19 | | |
| Not convincing | 15 | 10 | 29 | 7 | 10 | 26 | 15 | 9 | 32 | 13 | 15 | 14 | 13 | 16 | 11 | 13 | 14 | 19 | | |
| <u>DON'T BELIEVE/DK/NA</u> | 21 | 10 | 44 | 50 | 6 | 49 | 37 | 5 | 44 | 39 | 19 | 18 | 61 | 19 | 22 | 18 | 26 | 25 | | |
| Don't believe | 15 | 5 | 39 | 28 | 3 | 40 | 21 | 1 | 39 | 27 | 17 | 16 | 40 | 14 | 16 | 12 | 21 | 21 | | |
| DK/NA | 6 | 5 | 5 | 21 | 3 | 9 | 16 | 3 | 5 | 12 | 2 | 1 | 21 | 5 | 7 | 6 | 5 | 4 | | |

Table 44: Q8b. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (ACCOUNTABILITY) This measure has strong taxpayer safeguards to ensure the money is spent as promised, including annual independent audits, independent citizens oversight, and full public disclosure of all spending

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| <u>VERY/SMWT CONVINCING</u> | 64 | 70 | 64 | 64 | 65 | 65 | 65 | 64 | 69 | 67 | 64 | 65 | 65 | 66 | 70 | 63 | 65 |
| Very convincing | 37 | 54 | 38 | 34 | 36 | 40 | 35 | 41 | 42 | 35 | 37 | 37 | 37 | 37 | 39 | 35 | 38 |
| Somewhat convincing | 27 | 16 | 26 | 30 | 29 | 24 | 30 | 23 | 27 | 32 | 28 | 29 | 28 | 30 | 31 | 28 | 26 |
| <u>NOT CONVINCING</u> | 15 | 0 | 15 | 13 | 18 | 13 | 15 | 16 | 12 | 16 | 15 | 15 | 15 | 14 | 10 | 15 | 15 |
| Not convincing | 15 | 0 | 15 | 13 | 18 | 13 | 15 | 16 | 12 | 16 | 15 | 15 | 15 | 14 | 10 | 15 | 15 |
| <u>DON'T BELIEVE/DK/NA</u> | 21 | 30 | 21 | 23 | 17 | 22 | 20 | 20 | 19 | 17 | 20 | 20 | 20 | 20 | 20 | 22 | 20 |
| Don't believe | 15 | 30 | 16 | 15 | 11 | 18 | 13 | 16 | 14 | 10 | 14 | 13 | 14 | 13 | 14 | 16 | 15 |
| DK/NA | 6 | 0 | 4 | 8 | 6 | 4 | 7 | 4 | 5 | 7 | 6 | 6 | 6 | 7 | 6 | 6 | 5 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | |
|------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| <u>VERY/SMWT CONVINCING</u> | 64 | 59 | 68 | 76 | 49 | 38 | 67 | 70 | 60 | 59 | 64 | 68 | 65 | 62 | 65 | 75 | 79 | 34 | 36 | 50 | 58 |
| Very convincing | 37 | 31 | 42 | 43 | 32 | 21 | 38 | 46 | 36 | 30 | 36 | 41 | 40 | 34 | 38 | 44 | 40 | 22 | 18 | 32 | 33 |
| Somewhat convincing | 27 | 28 | 26 | 34 | 17 | 17 | 29 | 24 | 24 | 29 | 28 | 26 | 26 | 28 | 27 | 31 | 39 | 12 | 18 | 17 | 25 |
| <u>NOT CONVINCING</u> | 15 | 16 | 14 | 10 | 19 | 28 | 10 | 9 | 20 | 21 | 15 | 11 | 14 | 16 | 13 | 12 | 10 | 27 | 27 | 17 | 17 |
| Not convincing | 15 | 16 | 14 | 10 | 19 | 28 | 10 | 9 | 20 | 21 | 15 | 11 | 14 | 16 | 13 | 12 | 10 | 27 | 27 | 17 | 17 |
| <u>DON'T BELIEVE/DK/NA</u> | 21 | 25 | 18 | 13 | 32 | 34 | 22 | 21 | 20 | 21 | 21 | 22 | 21 | 21 | 21 | 13 | 12 | 39 | 37 | 33 | 25 |
| Don't believe | 15 | 19 | 12 | 8 | 26 | 27 | 19 | 16 | 15 | 13 | 15 | 18 | 15 | 16 | 16 | 7 | 6 | 33 | 21 | 25 | 22 |
| DK/NA | 6 | 5 | 6 | 5 | 6 | 7 | 3 | 6 | 5 | 8 | 6 | 4 | 6 | 6 | 5 | 5 | 5 | 6 | 16 | 9 | 3 |

Table 44: Q8b. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (ACCOUNTABILITY) This measure has strong taxpayer safeguards to ensure the money is spent as promised, including annual independent audits, independent citizens oversight, and full public disclosure of all spending

| | GENDER BY AGE | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | GENDER BY EDUCATION | | | | | | |
|------------------------------------|---------------|-----------------------------------|-----------|-------------|-----------------|-----------|----------------------------------|-----------|-----------|-----------|--------------|--------------|-----------|-----------|---------------------|-----------|-----------|-----------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| <u>VERY/SMWT CONVINCING</u> | 64 | 62 | 57 | 69 | 68 | 71 | 80 | 51 | 46 | 37 | 41 | 80 | 74 | 56 | 40 | 24 | 47 | 65 | 65 | 57 | 72 |
| Very convincing | 37 | 37 | 26 | 43 | 42 | 35 | 48 | 35 | 29 | 16 | 31 | 46 | 40 | 38 | 23 | 15 | 25 | 34 | 47 | 29 | 40 |
| Somewhat convincing | 27 | 24 | 31 | 27 | 26 | 36 | 32 | 17 | 17 | 22 | 10 | 34 | 34 | 17 | 17 | 9 | 22 | 30 | 18 | 27 | 32 |
| <u>NOT CONVINCING</u> | 15 | 15 | 17 | 12 | 15 | 12 | 9 | 22 | 16 | 19 | 40 | 8 | 12 | 17 | 22 | 34 | 24 | 11 | 15 | 17 | 14 |
| Not convincing | 15 | 15 | 17 | 12 | 15 | 12 | 9 | 22 | 16 | 19 | 40 | 8 | 12 | 17 | 22 | 34 | 24 | 11 | 15 | 17 | 14 |
| <u>DON'T BELIEVE/DK/NA</u> | 21 | 24 | 26 | 18 | 17 | 16 | 11 | 27 | 38 | 44 | 19 | 12 | 14 | 28 | 38 | 42 | 29 | 24 | 20 | 26 | 14 |
| Don't believe | 15 | 18 | 21 | 12 | 11 | 11 | 6 | 24 | 29 | 35 | 15 | 9 | 7 | 22 | 32 | 27 | 27 | 19 | 18 | 20 | 7 |
| DK/NA | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 3 | 9 | 9 | 4 | 3 | 7 | 6 | 6 | 15 | 1 | 5 | 2 | 6 | 7 |
| | COUNTY | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 | | | | | |
| <u>VERY/SMWT CONVINCING</u> | 64 | 63 | 65 | 59 | 70 | 70 | 56 | 62 | 73 | 62 | 65 | 68 | 54 | 68 | 61 | 60 | | | | | |
| Very convincing | 37 | 36 | 39 | 26 | 40 | 42 | 35 | 37 | 45 | 29 | 50 | 41 | 29 | 41 | 30 | 38 | | | | | |
| Somewhat convincing | 27 | 28 | 26 | 34 | 31 | 28 | 21 | 25 | 29 | 34 | 16 | 27 | 25 | 27 | 31 | 23 | | | | | |
| <u>NOT CONVINCING</u> | 15 | 15 | 15 | 20 | 14 | 6 | 18 | 15 | 12 | 16 | 16 | 22 | 11 | 13 | 18 | 15 | | | | | |
| Not convincing | 15 | 15 | 15 | 20 | 14 | 6 | 18 | 15 | 12 | 16 | 16 | 22 | 11 | 13 | 18 | 15 | | | | | |
| <u>DON'T BELIEVE/DK/NA</u> | 21 | 22 | 20 | 21 | 16 | 24 | 26 | 22 | 14 | 22 | 19 | 10 | 35 | 19 | 21 | 24 | | | | | |
| Don't believe | 15 | 15 | 16 | 18 | 12 | 18 | 18 | 11 | 9 | 16 | 14 | 10 | 30 | 13 | 14 | 20 | | | | | |
| DK/NA | 6 | 6 | 5 | 3 | 4 | 6 | 8 | 11 | 6 | 6 | 5 | 0 | 5 | 5 | 7 | 5 | | | | | |

Table 45: Q8c. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (CUTS) If this measure is not approved, the loss of funding will force SMART to eliminate all rail service entirely and prevent the completion of the biking and walking pathway. Voting for this measure will ensure that local residents can continue to count on SMART service and facilities

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|------------------------------------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-------------|-----------|-----------|-----------|------------------|-----------|-----------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| <u>VERY/SMWT CONVINCING</u> | 58 | 78 | 64 | 39 | 28 | 72 | 31 | 38 | 61 | 65 | 74 | 70 | 71 | 46 | 70 | 71 | 34 | 75 | 71 | 39 |
| Very convincing | 34 | 48 | 38 | 19 | 11 | 44 | 13 | 32 | 37 | 44 | 45 | 44 | 44 | 23 | 48 | 44 | 21 | 53 | 43 | 21 |
| Somewhat convincing | 25 | 30 | 27 | 20 | 17 | 29 | 18 | 6 | 24 | 20 | 29 | 26 | 26 | 23 | 22 | 27 | 13 | 22 | 28 | 18 |
| <u>NOT CONVINCING</u> | 20 | 9 | 22 | 26 | 30 | 15 | 29 | 27 | 23 | 17 | 11 | 13 | 13 | 27 | 12 | 13 | 38 | 12 | 14 | 27 |
| Not convincing | 20 | 9 | 22 | 26 | 30 | 15 | 29 | 27 | 23 | 17 | 11 | 13 | 13 | 27 | 12 | 13 | 38 | 12 | 14 | 27 |
| <u>DON'T BELIEVE/DK/NA</u> | 22 | 13 | 13 | 35 | 42 | 13 | 40 | 35 | 16 | 18 | 15 | 17 | 16 | 28 | 18 | 16 | 29 | 13 | 15 | 34 |
| Don't believe | 18 | 9 | 9 | 34 | 37 | 9 | 36 | 29 | 12 | 17 | 13 | 13 | 13 | 22 | 15 | 13 | 28 | 10 | 11 | 33 |
| DK/NA | 4 | 4 | 4 | 1 | 5 | 4 | 4 | 6 | 5 | 2 | 2 | 4 | 3 | 5 | 3 | 3 | 1 | 3 | 4 | 2 |

| | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | |
|------------------------------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|-----------|-----------|------------|-----------|---------------|-----------|--------------------|-----------|-----------|-----------|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 |
| <u>VERY/SMWT CONVINCING</u> | 58 | 73 | 26 | 34 | 73 | 30 | 44 | 76 | 21 | 52 | 62 | 58 | 50 | 59 | 59 | 62 | 65 | 58 |
| Very convincing | 34 | 43 | 15 | 3 | 44 | 18 | 10 | 46 | 9 | 29 | 36 | 33 | 39 | 29 | 44 | 36 | 39 | 35 |
| Somewhat convincing | 25 | 29 | 12 | 30 | 29 | 12 | 33 | 30 | 12 | 23 | 27 | 25 | 11 | 29 | 14 | 26 | 26 | 23 |
| <u>NOT CONVINCING</u> | 20 | 14 | 32 | 30 | 14 | 31 | 23 | 14 | 34 | 21 | 16 | 16 | 21 | 22 | 17 | 18 | 16 | 24 |
| Not convincing | 20 | 14 | 32 | 30 | 14 | 31 | 23 | 14 | 34 | 21 | 16 | 16 | 21 | 22 | 17 | 18 | 16 | 24 |
| <u>DON'T BELIEVE/DK/NA</u> | 22 | 13 | 42 | 36 | 12 | 40 | 34 | 11 | 45 | 28 | 22 | 26 | 29 | 20 | 24 | 20 | 19 | 18 |
| Don't believe | 18 | 10 | 38 | 20 | 9 | 35 | 24 | 8 | 41 | 20 | 20 | 20 | 21 | 16 | 20 | 16 | 15 | 15 |
| DK/NA | 4 | 3 | 4 | 17 | 3 | 5 | 10 | 3 | 4 | 7 | 2 | 6 | 9 | 4 | 4 | 4 | 4 | 3 |

Table 45: Q8c. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (CUTS) If this measure is not approved, the loss of funding will force SMART to eliminate all rail service entirely and prevent the completion of the biking and walking pathway. Voting for this measure will ensure that local residents can continue to count on SMART service and facilities

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| <u>VERY/SMWT CONVINCING</u> | 58 | 71 | 60 | 57 | 59 | 62 | 58 | 72 | 59 | 58 | 57 | 58 | 57 | 59 | 58 | 58 | 59 |
| Very convincing | 34 | 63 | 34 | 30 | 35 | 39 | 32 | 45 | 33 | 32 | 33 | 34 | 34 | 35 | 32 | 32 | 36 |
| Somewhat convincing | 25 | 8 | 26 | 27 | 24 | 23 | 26 | 27 | 26 | 25 | 24 | 24 | 23 | 24 | 26 | 26 | 23 |
| <u>NOT CONVINCING</u> | 20 | 8 | 19 | 22 | 20 | 17 | 21 | 15 | 21 | 21 | 20 | 19 | 20 | 21 | 20 | 20 | 19 |
| Not convincing | 20 | 8 | 19 | 22 | 20 | 17 | 21 | 15 | 21 | 21 | 20 | 19 | 20 | 21 | 20 | 20 | 19 |
| <u>DON'T BELIEVE/DK/NA</u> | 22 | 21 | 21 | 21 | 21 | 21 | 21 | 13 | 20 | 21 | 23 | 23 | 23 | 21 | 22 | 22 | 22 |
| Don't believe | 18 | 17 | 16 | 16 | 19 | 16 | 17 | 10 | 17 | 16 | 18 | 19 | 19 | 17 | 18 | 17 | 18 |
| DK/NA | 4 | 4 | 5 | 6 | 3 | 5 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | |
|------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| <u>VERY/SMWT CONVINCING</u> | 58 | 57 | 60 | 66 | 52 | 40 | 71 | 70 | 58 | 51 | 55 | 57 | 65 | 53 | 55 | 68 | 64 | 40 | 36 | 50 | 55 |
| Very convincing | 34 | 31 | 36 | 39 | 32 | 19 | 46 | 47 | 31 | 26 | 30 | 34 | 41 | 28 | 32 | 40 | 33 | 20 | 19 | 30 | 34 |
| Somewhat convincing | 25 | 26 | 24 | 27 | 20 | 21 | 25 | 23 | 26 | 25 | 24 | 23 | 24 | 25 | 24 | 28 | 31 | 20 | 18 | 19 | 21 |
| <u>NOT CONVINCING</u> | 20 | 19 | 20 | 17 | 23 | 23 | 12 | 13 | 21 | 24 | 21 | 21 | 15 | 23 | 21 | 17 | 16 | 27 | 17 | 22 | 22 |
| Not convincing | 20 | 19 | 20 | 17 | 23 | 23 | 12 | 13 | 21 | 24 | 21 | 21 | 15 | 23 | 21 | 17 | 16 | 27 | 17 | 22 | 22 |
| <u>DON'T BELIEVE/DK/NA</u> | 22 | 24 | 20 | 17 | 25 | 36 | 17 | 17 | 21 | 26 | 24 | 22 | 19 | 24 | 23 | 15 | 20 | 33 | 46 | 29 | 23 |
| Don't believe | 18 | 21 | 15 | 13 | 21 | 32 | 16 | 14 | 17 | 21 | 20 | 17 | 16 | 19 | 18 | 12 | 14 | 27 | 46 | 25 | 18 |
| DK/NA | 4 | 3 | 5 | 4 | 4 | 5 | 1 | 3 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 3 | 6 | 6 | 0 | 4 | 5 |

Table 45: Q8c. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (CUTS) If this measure is not approved, the loss of funding will force SMART to eliminate all rail service entirely and prevent the completion of the biking and walking pathway. Voting for this measure will ensure that local residents can continue to count on SMART service and facilities

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|------------------------------------|---------------|-----------|-----------|-------------|-----------|-----------------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|-----------|---------------------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| <u>VERY/SMWT CONVINCING</u> | 58 | 65 | 51 | 66 | 55 | 66 | 66 | 51 | 52 | 43 | 37 | 74 | 60 | 62 | 38 | 35 | 44 | 61 | 63 | 56 | 60 |
| Very convincing | 34 | 41 | 23 | 41 | 32 | 38 | 39 | 30 | 35 | 18 | 21 | 43 | 36 | 45 | 15 | 27 | 14 | 32 | 45 | 32 | 33 |
| Somewhat convincing | 25 | 24 | 27 | 25 | 22 | 28 | 27 | 21 | 17 | 25 | 16 | 31 | 24 | 17 | 22 | 8 | 30 | 29 | 18 | 24 | 27 |
| <u>NOT CONVINCING</u> | 20 | 13 | 24 | 18 | 22 | 15 | 19 | 24 | 23 | 23 | 25 | 11 | 22 | 17 | 32 | 32 | 18 | 18 | 18 | 20 | 21 |
| Not convincing | 20 | 13 | 24 | 18 | 22 | 15 | 19 | 24 | 23 | 23 | 25 | 11 | 22 | 17 | 32 | 32 | 18 | 18 | 18 | 20 | 21 |
| <u>DON'T BELIEVE/DK/NA</u> | 22 | 23 | 25 | 16 | 23 | 20 | 15 | 25 | 25 | 34 | 38 | 15 | 18 | 21 | 31 | 34 | 38 | 21 | 20 | 24 | 19 |
| Don't believe | 18 | 18 | 23 | 14 | 16 | 17 | 10 | 20 | 22 | 31 | 31 | 12 | 13 | 19 | 24 | 29 | 34 | 17 | 15 | 21 | 14 |
| DK/NA | 4 | 4 | 3 | 2 | 7 | 3 | 5 | 5 | 4 | 3 | 7 | 3 | 5 | 2 | 6 | 5 | 4 | 5 | 4 | 3 | 5 |

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|------------------------------------|-----------|-----------|-----------------------------------|-----------|-----------|-----------|-----------|----------------------------------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 |
| <u>VERY/SMWT CONVINCING</u> | 58 | 56 | 62 | 54 | 54 | 62 | 52 | 61 | 68 | 67 | 60 | 58 | 58 | 63 | 57 | 53 |
| Very convincing | 34 | 33 | 35 | 34 | 27 | 35 | 30 | 40 | 39 | 39 | 37 | 23 | 36 | 38 | 30 | 32 |
| Somewhat convincing | 25 | 23 | 27 | 21 | 27 | 26 | 22 | 21 | 29 | 28 | 23 | 35 | 22 | 25 | 27 | 21 |
| <u>NOT CONVINCING</u> | 20 | 20 | 18 | 20 | 22 | 14 | 24 | 21 | 13 | 21 | 14 | 26 | 17 | 15 | 21 | 25 |
| Not convincing | 20 | 20 | 18 | 20 | 22 | 14 | 24 | 21 | 13 | 21 | 14 | 26 | 17 | 15 | 21 | 25 |
| <u>DON'T BELIEVE/DK/NA</u> | 22 | 23 | 20 | 26 | 23 | 25 | 24 | 18 | 19 | 12 | 26 | 16 | 25 | 22 | 22 | 22 |
| Don't believe | 18 | 19 | 16 | 18 | 20 | 21 | 21 | 14 | 16 | 8 | 26 | 8 | 22 | 18 | 17 | 19 |
| DK/NA | 4 | 4 | 3 | 8 | 3 | 3 | 3 | 4 | 3 | 4 | 0 | 8 | 3 | 4 | 3 | |

Table 46: Q8d. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (VULNERABLE) SMART service is critically important for residents of our area who don't own a car or can't drive – including many seniors, youth, people with disabilities, and lower-income households – including many of the North Bay's essential workers. This measure will ensure that vulnerable communities who rely on SMART can continue to count on it

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|------------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 124 | 90 | 30 | 63 | 214 | 94 | 13 | 104 | 17 | 58 | 90 | 165 | 156 | 64 | 150 | 26 | 87 | 169 | 85 |
| <u>VERY/SMWT CONVINCING</u> | 66 | 82 | 71 | 63 | 30 | 77 | 41 | 65 | 70 | 79 | 79 | 80 | 80 | 52 | 83 | 78 | 27 | 81 | 80 | 43 |
| Very convincing | 34 | 51 | 30 | 22 | 11 | 42 | 15 | 29 | 30 | 34 | 43 | 44 | 43 | 24 | 50 | 42 | 20 | 58 | 49 | 13 |
| Somewhat convincing | 32 | 30 | 41 | 40 | 19 | 35 | 26 | 36 | 41 | 45 | 36 | 35 | 37 | 28 | 33 | 36 | 8 | 23 | 31 | 30 |
| <u>NOT CONVINCING</u> | 17 | 10 | 15 | 18 | 35 | 12 | 30 | 18 | 15 | 21 | 14 | 14 | 15 | 20 | 13 | 17 | 25 | 11 | 14 | 22 |
| Not convincing | 17 | 10 | 15 | 18 | 35 | 12 | 30 | 18 | 15 | 21 | 14 | 14 | 15 | 20 | 13 | 17 | 25 | 11 | 14 | 22 |
| <u>DON'T BELIEVE/DK/NA</u> | 16 | 8 | 14 | 19 | 34 | 11 | 29 | 17 | 14 | 0 | 7 | 6 | 5 | 28 | 3 | 5 | 47 | 8 | 6 | 35 |
| Don't believe | 11 | 3 | 11 | 9 | 29 | 6 | 22 | 17 | 12 | 0 | 1 | 3 | 2 | 21 | 1 | 2 | 45 | 4 | 4 | 30 |
| DK/NA | 5 | 5 | 3 | 11 | 5 | 4 | 7 | 0 | 3 | 0 | 5 | 2 | 3 | 7 | 2 | 3 | 3 | 4 | 3 | 5 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 223 | 90 | 7 | 203 | 99 | 19 | 173 | 64 | 84 | 30 | 26 | 31 | 205 | 93 | 248 | 38 | 53 | | |
| <u>VERY/SMWT CONVINCING</u> | 66 | 76 | 44 | 47 | 78 | 44 | 53 | 82 | 36 | 56 | 55 | 52 | 59 | 68 | 69 | 70 | 61 | 60 | | |
| Very convincing | 34 | 43 | 12 | 8 | 46 | 15 | 3 | 49 | 12 | 19 | 27 | 27 | 18 | 35 | 35 | 36 | 33 | 35 | | |
| Somewhat convincing | 32 | 32 | 32 | 39 | 32 | 29 | 50 | 33 | 24 | 38 | 29 | 25 | 41 | 33 | 33 | 34 | 27 | 25 | | |
| <u>NOT CONVINCING</u> | 17 | 13 | 26 | 37 | 13 | 25 | 19 | 11 | 32 | 19 | 24 | 25 | 13 | 16 | 20 | 14 | 26 | 28 | | |
| Not convincing | 17 | 13 | 26 | 37 | 13 | 25 | 19 | 11 | 32 | 19 | 24 | 25 | 13 | 16 | 20 | 14 | 26 | 28 | | |
| <u>DON'T BELIEVE/DK/NA</u> | 16 | 11 | 31 | 16 | 8 | 31 | 28 | 6 | 32 | 25 | 21 | 23 | 28 | 16 | 11 | 16 | 13 | 12 | | |
| Don't believe | 11 | 6 | 23 | 16 | 5 | 24 | 17 | 4 | 28 | 15 | 11 | 13 | 15 | 11 | 9 | 12 | 1 | 2 | | |
| DK/NA | 5 | 4 | 7 | 0 | 4 | 7 | 11 | 3 | 4 | 11 | 11 | 10 | 13 | 6 | 2 | 4 | 12 | 9 | | |

Table 46: Q8d. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (VULNERABLE) SMART service is critically important for residents of our area who don't own a car or can't drive – including many seniors, youth, people with disabilities, and lower-income households – including many of the North Bay's essential workers. This measure will ensure that vulnerable communities who rely on SMART can continue to count on it

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 16 | 94 | 99 | 101 | 110 | 201 | 58 | 94 | 100 | 266 | 247 | 217 | 187 | 131 | 321 | 0 |
| <u>VERY/SMWT CONVINCING</u> | 66 | 51 | 73 | 68 | 62 | 69 | 65 | 77 | 66 | 66 | 65 | 66 | 67 | 68 | 66 | 66 | 0 |
| Very convincing | 34 | 23 | 38 | 34 | 31 | 36 | 33 | 44 | 38 | 31 | 33 | 33 | 35 | 38 | 34 | 34 | 0 |
| Somewhat convincing | 32 | 27 | 35 | 34 | 31 | 34 | 32 | 33 | 28 | 35 | 32 | 33 | 32 | 30 | 32 | 32 | 0 |
| <u>NOT CONVINCING</u> | 17 | 30 | 14 | 17 | 21 | 16 | 19 | 13 | 18 | 15 | 18 | 19 | 19 | 18 | 18 | 17 | 0 |
| Not convincing | 17 | 30 | 14 | 17 | 21 | 16 | 19 | 13 | 18 | 15 | 18 | 19 | 19 | 18 | 18 | 17 | 0 |
| <u>DON'T BELIEVE/DK/NA</u> | 16 | 19 | 14 | 15 | 17 | 15 | 16 | 10 | 16 | 18 | 16 | 14 | 14 | 14 | 16 | 16 | 0 |
| Don't believe | 11 | 0 | 9 | 11 | 14 | 7 | 13 | 6 | 11 | 11 | 12 | 10 | 10 | 10 | 10 | 11 | 0 |
| DK/NA | 5 | 19 | 5 | 4 | 3 | 7 | 4 | 3 | 4 | 7 | 5 | 4 | 4 | 5 | 6 | 5 | 0 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 81 | 63 | 50 | 147 | 174 | 114 | 114 | 52 | 22 | 10 | 47 | 77 |
| <u>VERY/SMWT CONVINCING</u> | 66 | 61 | 71 | 71 | 60 | 57 | 70 | 72 | 61 | 60 | 66 | 72 | 65 | 67 | 69 | 74 | 62 | 56 | 52 | 59 | 67 |
| Very convincing | 34 | 28 | 40 | 40 | 25 | 24 | 35 | 30 | 35 | 32 | 39 | 32 | 33 | 34 | 36 | 44 | 32 | 30 | 28 | 27 | 26 |
| Somewhat convincing | 32 | 33 | 31 | 31 | 35 | 33 | 35 | 43 | 26 | 28 | 27 | 40 | 32 | 33 | 33 | 30 | 30 | 25 | 24 | 32 | 40 |
| <u>NOT CONVINCING</u> | 17 | 19 | 16 | 18 | 14 | 21 | 15 | 17 | 18 | 20 | 19 | 13 | 18 | 17 | 16 | 16 | 20 | 19 | 23 | 8 | 22 |
| Not convincing | 17 | 19 | 16 | 18 | 14 | 21 | 15 | 17 | 18 | 20 | 19 | 13 | 18 | 17 | 16 | 16 | 20 | 19 | 23 | 8 | 22 |
| <u>DON'T BELIEVE/DK/NA</u> | 16 | 20 | 13 | 11 | 27 | 22 | 15 | 10 | 21 | 20 | 15 | 15 | 17 | 16 | 15 | 10 | 18 | 26 | 25 | 33 | 11 |
| Don't believe | 11 | 12 | 11 | 6 | 18 | 22 | 8 | 6 | 15 | 18 | 10 | 7 | 11 | 11 | 9 | 7 | 7 | 26 | 25 | 22 | 9 |
| DK/NA | 5 | 8 | 2 | 5 | 9 | 0 | 7 | 4 | 6 | 2 | 5 | 8 | 6 | 4 | 6 | 3 | 11 | 0 | 0 | 12 | 2 |

Table 46: Q8d. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (VULNERABLE) SMART service is critically important for residents of our area who don't own a car or can't drive – including many seniors, youth, people with disabilities, and lower-income households – including many of the North Bay's essential workers. This measure will ensure that vulnerable communities who rely on SMART can continue to count on it

| | GENDER BY AGE | | | | PARTY BY GENDER | | | | PARTY BY AGE | | | | GENDER BY EDUCATION | | | | | | | | |
|------------------------------------|---------------|-----------------------------------|-----------|-------------|-----------------|-----------|----------------------------------|-----------|--------------|-----------|-----------|--------------|---------------------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 67 | 87 | 79 | 87 | 81 | 110 | 41 | 37 | 33 | 18 | 84 | 108 | 47 | 31 | 17 | 34 | 53 | 56 | 95 | 106 |
| <u>VERY/SMWT CONVINCING</u> | 66 | 58 | 63 | 70 | 71 | 63 | 77 | 63 | 56 | 53 | 64 | 71 | 72 | 63 | 54 | 41 | 65 | 58 | 80 | 63 | 67 |
| Very convincing | 34 | 24 | 31 | 41 | 38 | 32 | 46 | 24 | 25 | 21 | 30 | 39 | 41 | 29 | 18 | 16 | 28 | 30 | 42 | 26 | 39 |
| Somewhat convincing | 32 | 34 | 33 | 29 | 33 | 31 | 31 | 38 | 31 | 32 | 34 | 32 | 31 | 34 | 37 | 25 | 37 | 28 | 38 | 37 | 28 |
| <u>NOT CONVINCING</u> | 17 | 19 | 19 | 17 | 15 | 22 | 15 | 10 | 18 | 24 | 15 | 21 | 16 | 11 | 18 | 26 | 19 | 20 | 13 | 20 | 18 |
| Not convincing | 17 | 19 | 19 | 17 | 15 | 22 | 15 | 10 | 18 | 24 | 15 | 21 | 16 | 11 | 18 | 26 | 19 | 20 | 13 | 20 | 18 |
| <u>DON'T BELIEVE/DK/NA</u> | 16 | 22 | 18 | 13 | 14 | 15 | 8 | 28 | 26 | 23 | 21 | 9 | 12 | 26 | 28 | 33 | 17 | 22 | 8 | 17 | 15 |
| Don't believe | 11 | 14 | 10 | 9 | 12 | 7 | 5 | 15 | 23 | 23 | 21 | 4 | 8 | 18 | 19 | 33 | 17 | 10 | 5 | 11 | 14 |
| DK/NA | 5 | 8 | 7 | 3 | 2 | 8 | 3 | 13 | 3 | 0 | 0 | 5 | 5 | 9 | 8 | 0 | 0 | 12 | 2 | 6 | 2 |
| | COUNTY | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 205 | 116 | 45 | 43 | 33 | 41 | 43 | 23 | 26 | 26 | 20 | 22 | 124 | 96 | 101 | | | | | |
| <u>VERY/SMWT CONVINCING</u> | 66 | 65 | 68 | 68 | 66 | 59 | 58 | 73 | 59 | 53 | 80 | 76 | 72 | 68 | 64 | 66 | | | | | |
| Very convincing | 34 | 34 | 33 | 35 | 25 | 34 | 29 | 47 | 16 | 27 | 49 | 41 | 34 | 41 | 27 | 31 | | | | | |
| Somewhat convincing | 32 | 31 | 34 | 33 | 41 | 25 | 29 | 26 | 42 | 26 | 31 | 35 | 38 | 27 | 37 | 35 | | | | | |
| <u>NOT CONVINCING</u> | 17 | 17 | 19 | 20 | 18 | 16 | 16 | 13 | 20 | 26 | 14 | 19 | 15 | 17 | 20 | 16 | | | | | |
| Not convincing | 17 | 17 | 19 | 20 | 18 | 16 | 16 | 13 | 20 | 26 | 14 | 19 | 15 | 17 | 20 | 16 | | | | | |
| <u>DON'T BELIEVE/DK/NA</u> | 16 | 18 | 14 | 12 | 16 | 25 | 26 | 15 | 22 | 22 | 6 | 5 | 12 | 15 | 17 | 18 | | | | | |
| Don't believe | 11 | 13 | 9 | 8 | 13 | 16 | 20 | 8 | 14 | 22 | 2 | 0 | 7 | 10 | 10 | 15 | | | | | |
| DK/NA | 5 | 5 | 4 | 4 | 3 | 9 | 6 | 6 | 8 | 0 | 4 | 5 | 6 | 5 | 7 | 3 | | | | | |

Table 47: Q8e. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (CLIMATE CHANGE) Strong public transit systems are one of the most important tools we have to fight climate change. SMART gives people an affordable, effective alternative to driving, reducing greenhouse gas emissions and air pollution

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|------------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 124 | 90 | 30 | 63 | 214 | 94 | 13 | 104 | 17 | 58 | 90 | 165 | 156 | 64 | 150 | 26 | 87 | 169 | 85 |
| <u>VERY/SMWT CONVINCING</u> | 69 | 88 | 73 | 62 | 28 | 81 | 39 | 69 | 72 | 85 | 92 | 75 | 82 | 54 | 88 | 84 | 41 | 86 | 85 | 45 |
| Very convincing | 39 | 59 | 27 | 25 | 21 | 46 | 23 | 45 | 30 | 68 | 53 | 41 | 48 | 29 | 60 | 50 | 16 | 52 | 51 | 16 |
| Somewhat convincing | 30 | 29 | 45 | 37 | 7 | 36 | 17 | 24 | 43 | 17 | 39 | 34 | 34 | 25 | 27 | 34 | 25 | 34 | 34 | 28 |
| <u>NOT CONVINCING</u> | 19 | 7 | 20 | 30 | 34 | 12 | 33 | 31 | 21 | 4 | 6 | 15 | 11 | 28 | 7 | 10 | 35 | 12 | 11 | 28 |
| Not convincing | 19 | 7 | 20 | 30 | 34 | 12 | 33 | 31 | 21 | 4 | 6 | 15 | 11 | 28 | 7 | 10 | 35 | 12 | 11 | 28 |
| <u>DON'T BELIEVE/DK/NA</u> | 12 | 5 | 7 | 8 | 38 | 6 | 28 | 0 | 6 | 11 | 2 | 9 | 7 | 18 | 6 | 6 | 24 | 2 | 4 | 28 |
| Don't believe | 10 | 4 | 5 | 8 | 33 | 4 | 25 | 0 | 5 | 11 | 0 | 8 | 6 | 15 | 5 | 5 | 24 | 2 | 4 | 26 |
| DK/NA | 2 | 2 | 2 | 0 | 5 | 2 | 3 | 0 | 2 | 0 | 2 | 1 | 1 | 3 | 1 | 1 | 0 | 0 | 0 | 2 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 223 | 90 | 7 | 203 | 99 | 19 | 173 | 64 | 84 | 30 | 26 | 31 | 205 | 93 | 248 | 38 | 53 | | |
| <u>VERY/SMWT CONVINCING</u> | 69 | 80 | 40 | 62 | 81 | 44 | 67 | 84 | 31 | 65 | 66 | 62 | 68 | 65 | 75 | 69 | 77 | 75 | | |
| Very convincing | 39 | 50 | 15 | 11 | 52 | 16 | 21 | 53 | 15 | 29 | 54 | 48 | 15 | 39 | 40 | 39 | 33 | 42 | | |
| Somewhat convincing | 30 | 31 | 26 | 51 | 29 | 28 | 46 | 32 | 16 | 36 | 12 | 14 | 53 | 26 | 35 | 30 | 44 | 33 | | |
| <u>NOT CONVINCING</u> | 19 | 15 | 30 | 22 | 13 | 31 | 25 | 11 | 32 | 27 | 31 | 30 | 29 | 22 | 16 | 19 | 18 | 20 | | |
| Not convincing | 19 | 15 | 30 | 22 | 13 | 31 | 25 | 11 | 32 | 27 | 31 | 30 | 29 | 22 | 16 | 19 | 18 | 20 | | |
| <u>DON'T BELIEVE/DK/NA</u> | 12 | 5 | 30 | 16 | 6 | 25 | 8 | 5 | 37 | 8 | 4 | 8 | 3 | 12 | 9 | 12 | 5 | 5 | | |
| Don't believe | 10 | 4 | 24 | 16 | 6 | 21 | 0 | 5 | 32 | 4 | 4 | 8 | 0 | 10 | 7 | 10 | 0 | 1 | | |
| DK/NA | 2 | 1 | 6 | 0 | 1 | 4 | 8 | 0 | 5 | 4 | 0 | 0 | 3 | 2 | 2 | 2 | 5 | 3 | | |

Table 47: Q8e. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (CLIMATE CHANGE) Strong public transit systems are one of the most important tools we have to fight climate change. SMART gives people an affordable, effective alternative to driving, reducing greenhouse gas emissions and air pollution

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 16 | 94 | 99 | 101 | 110 | 201 | 58 | 94 | 100 | 266 | 247 | 217 | 187 | 131 | 321 | 0 |
| <u>VERY/SMWT CONVINCING</u> | 69 | 88 | 74 | 63 | 66 | 76 | 64 | 81 | 69 | 63 | 67 | 69 | 67 | 69 | 68 | 69 | 0 |
| Very convincing | 39 | 35 | 44 | 34 | 38 | 43 | 36 | 41 | 39 | 37 | 40 | 42 | 41 | 46 | 43 | 39 | 0 |
| Somewhat convincing | 30 | 53 | 29 | 30 | 27 | 33 | 28 | 40 | 30 | 25 | 27 | 27 | 26 | 24 | 25 | 30 | 0 |
| <u>NOT CONVINCING</u> | 19 | 12 | 18 | 24 | 17 | 17 | 20 | 14 | 22 | 21 | 20 | 18 | 19 | 18 | 18 | 19 | 0 |
| Not convincing | 19 | 12 | 18 | 24 | 17 | 17 | 20 | 14 | 22 | 21 | 20 | 18 | 19 | 18 | 18 | 19 | 0 |
| <u>DON'T BELIEVE/DK/NA</u> | 12 | 0 | 9 | 13 | 17 | 7 | 15 | 6 | 9 | 17 | 14 | 13 | 13 | 13 | 13 | 12 | 0 |
| Don't believe | 10 | 0 | 7 | 9 | 16 | 6 | 12 | 5 | 7 | 13 | 11 | 10 | 11 | 11 | 11 | 10 | 0 |
| DK/NA | 2 | 0 | 2 | 4 | 1 | 2 | 3 | 1 | 2 | 4 | 3 | 3 | 2 | 2 | 2 | 2 | 0 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 81 | 63 | 50 | 147 | 174 | 114 | 114 | 52 | 22 | 10 | 47 | 77 |
| <u>VERY/SMWT CONVINCING</u> | 69 | 64 | 72 | 78 | 65 | 39 | 87 | 69 | 72 | 59 | 69 | 66 | 71 | 66 | 67 | 79 | 76 | 42 | 48 | 52 | 69 |
| Very convincing | 39 | 34 | 44 | 47 | 31 | 20 | 40 | 45 | 38 | 34 | 34 | 48 | 39 | 39 | 40 | 54 | 43 | 20 | 21 | 27 | 29 |
| Somewhat convincing | 30 | 30 | 29 | 31 | 34 | 20 | 47 | 24 | 34 | 25 | 35 | 18 | 33 | 27 | 27 | 25 | 34 | 22 | 27 | 25 | 40 |
| <u>NOT CONVINCING</u> | 19 | 23 | 16 | 15 | 21 | 30 | 13 | 25 | 19 | 24 | 14 | 18 | 21 | 17 | 16 | 15 | 14 | 31 | 13 | 27 | 20 |
| Not convincing | 19 | 23 | 16 | 15 | 21 | 30 | 13 | 25 | 19 | 24 | 14 | 18 | 21 | 17 | 16 | 15 | 14 | 31 | 13 | 27 | 20 |
| <u>DON'T BELIEVE/DK/NA</u> | 12 | 13 | 12 | 7 | 14 | 31 | 0 | 7 | 9 | 17 | 17 | 16 | 7 | 16 | 17 | 6 | 9 | 27 | 39 | 21 | 11 |
| Don't believe | 10 | 9 | 11 | 5 | 10 | 29 | 0 | 7 | 5 | 14 | 16 | 11 | 5 | 14 | 14 | 5 | 6 | 27 | 39 | 15 | 9 |
| DK/NA | 2 | 4 | 1 | 2 | 4 | 2 | 0 | 0 | 3 | 3 | 1 | 5 | 2 | 2 | 3 | 1 | 3 | 0 | 0 | 5 | 2 |

Table 47: Q8e. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (CLIMATE CHANGE) Strong public transit systems are one of the most important tools we have to fight climate change. SMART gives people an affordable, effective alternative to driving, reducing greenhouse gas emissions and air pollution

| | GENDER BY AGE | | | | PARTY BY GENDER | | | | PARTY BY AGE | | | | GENDER BY EDUCATION | | | | | | | | |
|------------------------------------|---------------|-----------------------------------|-----------|-------------|-----------------|-----------|----------------------------------|-----------|--------------|-----------|-----------|--------------|---------------------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 67 | 87 | 79 | 87 | 81 | 110 | 41 | 37 | 33 | 18 | 84 | 108 | 47 | 31 | 17 | 34 | 53 | 56 | 95 | 106 |
| <u>VERY/SMWT CONVINCING</u> | 69 | 67 | 63 | 75 | 70 | 73 | 81 | 62 | 68 | 46 | 28 | 80 | 76 | 69 | 59 | 35 | 41 | 69 | 82 | 60 | 68 |
| Very convincing | 39 | 32 | 36 | 45 | 43 | 40 | 53 | 30 | 32 | 25 | 11 | 48 | 46 | 35 | 25 | 0 | 30 | 37 | 50 | 32 | 40 |
| Somewhat convincing | 30 | 35 | 27 | 30 | 28 | 33 | 29 | 32 | 36 | 21 | 17 | 32 | 30 | 34 | 34 | 35 | 12 | 32 | 32 | 29 | 28 |
| <u>NOT CONVINCING</u> | 19 | 24 | 22 | 20 | 12 | 20 | 12 | 20 | 22 | 33 | 24 | 17 | 15 | 21 | 21 | 46 | 22 | 19 | 15 | 26 | 16 |
| Not convincing | 19 | 24 | 22 | 20 | 12 | 20 | 12 | 20 | 22 | 33 | 24 | 17 | 15 | 21 | 21 | 46 | 22 | 19 | 15 | 26 | 16 |
| <u>DON'T BELIEVE/DK/NA</u> | 12 | 10 | 15 | 6 | 18 | 7 | 6 | 17 | 10 | 21 | 48 | 3 | 9 | 10 | 20 | 19 | 37 | 12 | 3 | 14 | 16 |
| Don't believe | 10 | 6 | 11 | 5 | 16 | 5 | 5 | 9 | 10 | 19 | 48 | 3 | 7 | 7 | 14 | 14 | 37 | 9 | 3 | 10 | 15 |
| DK/NA | 2 | 4 | 4 | 1 | 1 | 2 | 1 | 8 | 0 | 3 | 0 | 1 | 2 | 3 | 6 | 5 | 0 | 3 | 0 | 4 | 1 |
| | COUNTY | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 205 | 116 | 45 | 43 | 33 | 41 | 43 | 23 | 26 | 26 | 20 | 22 | 124 | 96 | 101 | | | | | |
| <u>VERY/SMWT CONVINCING</u> | 69 | 70 | 65 | 82 | 67 | 66 | 57 | 79 | 55 | 70 | 50 | 66 | 88 | 69 | 70 | 66 | | | | | |
| Very convincing | 39 | 40 | 36 | 42 | 49 | 28 | 36 | 44 | 27 | 30 | 35 | 40 | 52 | 45 | 30 | 40 | | | | | |
| Somewhat convincing | 30 | 30 | 29 | 39 | 18 | 38 | 21 | 35 | 28 | 40 | 15 | 27 | 36 | 25 | 40 | 27 | | | | | |
| <u>NOT CONVINCING</u> | 19 | 16 | 24 | 9 | 11 | 16 | 34 | 13 | 28 | 21 | 37 | 23 | 9 | 21 | 17 | 19 | | | | | |
| Not convincing | 19 | 16 | 24 | 9 | 11 | 16 | 34 | 13 | 28 | 21 | 37 | 23 | 9 | 21 | 17 | 19 | | | | | |
| <u>DON'T BELIEVE/DK/NA</u> | 12 | 13 | 11 | 10 | 22 | 18 | 9 | 8 | 16 | 9 | 14 | 11 | 4 | 10 | 13 | 14 | | | | | |
| Don't believe | 10 | 10 | 9 | 6 | 22 | 11 | 5 | 8 | 14 | 5 | 14 | 11 | 4 | 8 | 10 | 13 | | | | | |
| DK/NA | 2 | 3 | 1 | 4 | 0 | 7 | 4 | 0 | 3 | 4 | 0 | 0 | 0 | 2 | 3 | 2 | | | | | |

Table 48: Q8f. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (RIDERSHIP) While many transit agencies in the area are struggling, SMART's ridership has rebounded to exceed pre-pandemic levels. Sonoma and Marin residents and visitors rely on SMART to get to work, school, and more. Renewing this measure will prevent disruptions in transit service that many local residents rely on

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|------------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 124 | 90 | 30 | 63 | 214 | 94 | 13 | 104 | 17 | 58 | 90 | 165 | 156 | 64 | 150 | 26 | 87 | 169 | 85 |
| <u>VERY/SMWT CONVINCING</u> | 72 | 91 | 77 | 56 | 33 | 85 | 40 | 74 | 77 | 95 | 89 | 83 | 87 | 56 | 92 | 90 | 28 | 92 | 90 | 46 |
| Very convincing | 34 | 52 | 29 | 18 | 11 | 43 | 14 | 40 | 31 | 55 | 46 | 42 | 45 | 23 | 56 | 45 | 9 | 49 | 49 | 13 |
| Somewhat convincing | 38 | 39 | 48 | 38 | 21 | 43 | 26 | 34 | 46 | 41 | 43 | 41 | 42 | 33 | 36 | 45 | 19 | 43 | 42 | 34 |
| <u>NOT CONVINCING</u> | 14 | 5 | 11 | 27 | 31 | 8 | 30 | 4 | 10 | 5 | 7 | 9 | 8 | 21 | 6 | 8 | 15 | 2 | 5 | 28 |
| Not convincing | 14 | 5 | 11 | 27 | 31 | 8 | 30 | 4 | 10 | 5 | 7 | 9 | 8 | 21 | 6 | 8 | 15 | 2 | 5 | 28 |
| <u>DON'T BELIEVE/DK/NA</u> | 14 | 3 | 12 | 17 | 36 | 7 | 30 | 22 | 13 | 0 | 3 | 8 | 6 | 23 | 2 | 1 | 57 | 6 | 5 | 25 |
| Don't believe | 10 | 1 | 9 | 13 | 27 | 4 | 22 | 22 | 11 | 0 | 0 | 4 | 2 | 19 | 0 | 0 | 57 | 4 | 3 | 24 |
| DK/NA | 4 | 3 | 2 | 3 | 10 | 3 | 8 | 0 | 2 | 0 | 3 | 4 | 3 | 5 | 2 | 1 | 0 | 2 | 2 | 1 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 223 | 90 | 7 | 203 | 99 | 19 | 173 | 64 | 84 | 30 | 26 | 31 | 205 | 93 | 248 | 38 | 53 | | |
| <u>VERY/SMWT CONVINCING</u> | 72 | 86 | 37 | 54 | 89 | 38 | 70 | 90 | 28 | 68 | 82 | 82 | 60 | 72 | 73 | 73 | 76 | 78 | | |
| Very convincing | 34 | 44 | 11 | 15 | 46 | 12 | 25 | 47 | 8 | 27 | 39 | 39 | 21 | 32 | 39 | 34 | 47 | 43 | | |
| Somewhat convincing | 38 | 42 | 26 | 39 | 43 | 26 | 45 | 42 | 20 | 41 | 42 | 43 | 39 | 40 | 34 | 39 | 29 | 34 | | |
| <u>NOT CONVINCING</u> | 14 | 6 | 33 | 16 | 7 | 30 | 9 | 6 | 34 | 16 | 9 | 15 | 24 | 13 | 14 | 14 | 19 | 14 | | |
| Not convincing | 14 | 6 | 33 | 16 | 7 | 30 | 9 | 6 | 34 | 16 | 9 | 15 | 24 | 13 | 14 | 14 | 19 | 14 | | |
| <u>DON'T BELIEVE/DK/NA</u> | 14 | 7 | 31 | 31 | 5 | 33 | 22 | 4 | 37 | 17 | 9 | 3 | 16 | 15 | 13 | 13 | 5 | 8 | | |
| Don't believe | 10 | 4 | 24 | 31 | 3 | 24 | 18 | 2 | 28 | 14 | 6 | 3 | 13 | 10 | 12 | 9 | 0 | 4 | | |
| DK/NA | 4 | 3 | 7 | 0 | 2 | 8 | 4 | 2 | 9 | 3 | 4 | 0 | 3 | 5 | 1 | 4 | 5 | 3 | | |

Table 48: Q8f. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (RIDERSHIP) While many transit agencies in the area are struggling, SMART's ridership has rebounded to exceed pre-pandemic levels. Sonoma and Marin residents and visitors rely on SMART to get to work, school, and more. Renewing this measure will prevent disruptions in transit service that many local residents rely on

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 16 | 94 | 99 | 101 | 110 | 201 | 58 | 94 | 100 | 266 | 247 | 217 | 187 | 131 | 321 | 0 |
| <u>VERY/SMWT CONVINCING</u> | 72 | 88 | 70 | 72 | 70 | 72 | 71 | 76 | 71 | 72 | 71 | 72 | 72 | 74 | 73 | 72 | 0 |
| Very convincing | 34 | 48 | 34 | 28 | 33 | 36 | 31 | 35 | 30 | 37 | 32 | 33 | 32 | 33 | 33 | 34 | 0 |
| Somewhat convincing | 38 | 40 | 36 | 43 | 36 | 36 | 40 | 40 | 41 | 36 | 39 | 40 | 40 | 40 | 41 | 38 | 0 |
| <u>NOT CONVINCING</u> | 14 | 8 | 16 | 15 | 13 | 15 | 14 | 10 | 13 | 16 | 14 | 12 | 11 | 11 | 12 | 14 | 0 |
| Not convincing | 14 | 8 | 16 | 15 | 13 | 15 | 14 | 10 | 13 | 16 | 14 | 12 | 11 | 11 | 12 | 14 | 0 |
| <u>DON'T BELIEVE/DK/NA</u> | 14 | 5 | 14 | 14 | 17 | 13 | 16 | 14 | 16 | 12 | 15 | 16 | 17 | 15 | 14 | 14 | 0 |
| Don't believe | 10 | 5 | 9 | 9 | 13 | 9 | 11 | 9 | 12 | 8 | 11 | 11 | 12 | 11 | 10 | 10 | 0 |
| DK/NA | 4 | 0 | 5 | 4 | 4 | 4 | 4 | 6 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 0 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 81 | 63 | 50 | 147 | 174 | 114 | 114 | 52 | 22 | 10 | 47 | 77 |
| <u>VERY/SMWT CONVINCING</u> | 72 | 72 | 71 | 77 | 70 | 54 | 83 | 74 | 64 | 71 | 74 | 66 | 73 | 70 | 71 | 77 | 80 | 61 | 48 | 67 | 67 |
| Very convincing | 34 | 34 | 35 | 39 | 25 | 29 | 51 | 32 | 28 | 31 | 29 | 39 | 36 | 32 | 34 | 44 | 32 | 35 | 18 | 30 | 26 |
| Somewhat convincing | 38 | 38 | 37 | 38 | 46 | 25 | 32 | 42 | 36 | 40 | 45 | 27 | 37 | 38 | 37 | 34 | 47 | 26 | 30 | 37 | 41 |
| <u>NOT CONVINCING</u> | 14 | 14 | 14 | 10 | 16 | 24 | 10 | 15 | 20 | 16 | 8 | 15 | 16 | 12 | 11 | 10 | 9 | 18 | 23 | 16 | 20 |
| Not convincing | 14 | 14 | 14 | 10 | 16 | 24 | 10 | 15 | 20 | 16 | 8 | 15 | 16 | 12 | 11 | 10 | 9 | 18 | 23 | 16 | 20 |
| <u>DON'T BELIEVE/DK/NA</u> | 14 | 14 | 15 | 12 | 14 | 22 | 7 | 11 | 16 | 13 | 18 | 19 | 11 | 17 | 18 | 13 | 11 | 21 | 29 | 16 | 14 |
| Don't believe | 10 | 10 | 10 | 8 | 9 | 20 | 7 | 8 | 9 | 11 | 15 | 8 | 8 | 12 | 12 | 8 | 6 | 21 | 29 | 8 | 12 |
| DK/NA | 4 | 3 | 5 | 4 | 5 | 2 | 0 | 3 | 7 | 2 | 3 | 11 | 3 | 5 | 6 | 5 | 5 | 0 | 0 | 8 | 1 |

Table 48: Q8f. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (RIDERSHIP) While many transit agencies in the area are struggling, SMART's ridership has rebounded to exceed pre-pandemic levels. Sonoma and Marin residents and visitors rely on SMART to get to work, school, and more. Renewing this measure will prevent disruptions in transit service that many local residents rely on

| | GENDER BY AGE | | | | PARTY BY GENDER | | | | PARTY BY AGE | | | | GENDER BY EDUCATION | | | | | | | | |
|------------------------------------|---------------|-----------------------------------|-----------|-------------|-----------------|-----------|----------------------------------|-----------|--------------|-----------|-----------|--------------|---------------------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 67 | 87 | 79 | 87 | 81 | 110 | 41 | 37 | 33 | 18 | 84 | 108 | 47 | 31 | 17 | 34 | 53 | 56 | 95 | 106 |
| <u>VERY/SMWT CONVINCING</u> | 72 | 69 | 75 | 77 | 66 | 79 | 75 | 72 | 68 | 54 | 52 | 79 | 76 | 69 | 72 | 57 | 52 | 71 | 74 | 72 | 70 |
| Very convincing | 34 | 36 | 32 | 36 | 33 | 43 | 37 | 26 | 23 | 22 | 40 | 43 | 37 | 30 | 17 | 20 | 33 | 34 | 38 | 31 | 31 |
| Somewhat convincing | 38 | 32 | 43 | 41 | 33 | 36 | 38 | 47 | 45 | 32 | 12 | 36 | 39 | 39 | 56 | 38 | 19 | 37 | 35 | 41 | 39 |
| <u>NOT CONVINCING</u> | 14 | 17 | 12 | 15 | 13 | 9 | 12 | 14 | 18 | 28 | 18 | 12 | 9 | 20 | 10 | 24 | 24 | 11 | 19 | 16 | 12 |
| Not convincing | 14 | 17 | 12 | 15 | 13 | 9 | 12 | 14 | 18 | 28 | 18 | 12 | 9 | 20 | 10 | 24 | 24 | 11 | 19 | 16 | 12 |
| <u>DON'T BELIEVE/DK/NA</u> | 14 | 14 | 13 | 8 | 21 | 12 | 13 | 14 | 14 | 18 | 30 | 9 | 15 | 11 | 17 | 18 | 24 | 18 | 8 | 12 | 18 |
| Don't believe | 10 | 12 | 9 | 5 | 15 | 9 | 8 | 7 | 10 | 18 | 24 | 5 | 11 | 10 | 7 | 18 | 21 | 12 | 5 | 10 | 12 |
| DK/NA | 4 | 3 | 4 | 3 | 6 | 3 | 5 | 6 | 4 | 0 | 6 | 4 | 4 | 2 | 10 | 0 | 3 | 5 | 2 | 2 | 6 |
| | COUNTY | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 205 | 116 | 45 | 43 | 33 | 41 | 43 | 23 | 26 | 26 | 20 | 22 | 124 | 96 | 101 | | | | | |
| <u>VERY/SMWT CONVINCING</u> | 72 | 72 | 71 | 80 | 70 | 74 | 61 | 74 | 68 | 65 | 70 | 79 | 76 | 71 | 74 | 70 | | | | | |
| Very convincing | 34 | 34 | 35 | 36 | 27 | 31 | 30 | 46 | 39 | 35 | 40 | 32 | 26 | 39 | 29 | 33 | | | | | |
| Somewhat convincing | 38 | 38 | 37 | 44 | 43 | 44 | 31 | 29 | 30 | 30 | 30 | 48 | 50 | 32 | 45 | 38 | | | | | |
| <u>NOT CONVINCING</u> | 14 | 15 | 13 | 7 | 21 | 10 | 21 | 15 | 2 | 13 | 21 | 16 | 11 | 13 | 14 | 15 | | | | | |
| Not convincing | 14 | 15 | 13 | 7 | 21 | 10 | 21 | 15 | 2 | 13 | 21 | 16 | 11 | 13 | 14 | 15 | | | | | |
| <u>DON'T BELIEVE/DK/NA</u> | 14 | 13 | 16 | 13 | 9 | 16 | 18 | 11 | 30 | 22 | 9 | 4 | 13 | 16 | 12 | 14 | | | | | |
| Don't believe | 10 | 8 | 15 | 4 | 7 | 8 | 10 | 11 | 30 | 16 | 9 | 4 | 13 | 9 | 10 | 12 | | | | | |
| DK/NA | 4 | 6 | 1 | 9 | 3 | 8 | 8 | 0 | 0 | 6 | 0 | 0 | 0 | 7 | 2 | 2 | | | | | |

Table 49: Q8g. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (OUTSIDERS) Much of this sales tax is paid by tourists and visitors to the North Bay. Voting for this measure will ensure that people who live outside our community will continue to pay their fair share for transit and traffic solutions

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|------------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|---------------|------------------|--------------------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 119 | 86 | 27 | 72 | 206 | 99 | 16 | 103 | 24 | 60 | 70 | 154 | 165 | 65 | 150 | 28 | 99 | 177 | 92 |
| <u>VERY/SMWT CONVINCING</u> | 49 | 73 | 56 | 19 | 20 | 66 | 20 | 24 | 51 | 67 | 70 | 62 | 66 | 33 | 78 | 71 | 15 | 66 | 65 | 24 |
| Very convincing | 22 | 35 | 25 | 3 | 5 | 31 | 4 | 13 | 23 | 22 | 39 | 28 | 31 | 12 | 47 | 37 | 0 | 29 | 29 | 12 |
| Somewhat convincing | 28 | 38 | 31 | 16 | 15 | 35 | 15 | 12 | 28 | 45 | 31 | 34 | 35 | 21 | 31 | 34 | 15 | 38 | 36 | 12 |
| <u>NOT CONVINCING</u> | 23 | 18 | 24 | 37 | 25 | 20 | 28 | 23 | 24 | 19 | 16 | 23 | 19 | 26 | 15 | 18 | 21 | 18 | 18 | 25 |
| Not convincing | 23 | 18 | 24 | 37 | 25 | 20 | 28 | 23 | 24 | 19 | 16 | 23 | 19 | 26 | 15 | 18 | 21 | 18 | 18 | 25 |
| <u>DON'T BELIEVE/DK/NA</u> | 28 | 10 | 20 | 44 | 56 | 14 | 52 | 53 | 25 | 13 | 14 | 15 | 14 | 41 | 7 | 11 | 64 | 16 | 17 | 51 |
| Don't believe | 21 | 5 | 12 | 38 | 48 | 8 | 45 | 41 | 16 | 13 | 11 | 9 | 10 | 32 | 5 | 7 | 64 | 9 | 11 | 45 |
| DK/NA | 7 | 4 | 8 | 6 | 8 | 6 | 7 | 11 | 9 | 0 | 3 | 6 | 4 | 9 | 2 | 4 | 0 | 7 | 6 | 6 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 220 | 84 | 17 | 206 | 93 | 22 | 183 | 74 | 64 | 24 | 23 | 18 | 197 | 100 | 231 | 38 | 56 | | |
| <u>VERY/SMWT CONVINCING</u> | 49 | 65 | 15 | 12 | 67 | 14 | 36 | 70 | 13 | 32 | 46 | 41 | 16 | 48 | 56 | 55 | 56 | 46 | | |
| Very convincing | 22 | 30 | 3 | 8 | 31 | 3 | 15 | 33 | 4 | 10 | 12 | 12 | 0 | 18 | 31 | 22 | 33 | 28 | | |
| Somewhat convincing | 28 | 36 | 12 | 4 | 36 | 11 | 20 | 37 | 10 | 22 | 34 | 28 | 16 | 30 | 25 | 33 | 22 | 18 | | |
| <u>NOT CONVINCING</u> | 23 | 20 | 27 | 44 | 21 | 25 | 37 | 19 | 26 | 30 | 26 | 33 | 21 | 26 | 19 | 20 | 32 | 37 | | |
| Not convincing | 23 | 20 | 27 | 44 | 21 | 25 | 37 | 19 | 26 | 30 | 26 | 33 | 21 | 26 | 19 | 20 | 32 | 37 | | |
| <u>DON'T BELIEVE/DK/NA</u> | 28 | 15 | 58 | 44 | 13 | 61 | 27 | 11 | 60 | 38 | 27 | 26 | 63 | 26 | 25 | 25 | 13 | 17 | | |
| Don't believe | 21 | 10 | 51 | 17 | 8 | 52 | 17 | 6 | 54 | 26 | 27 | 20 | 40 | 20 | 17 | 19 | 4 | 11 | | |
| DK/NA | 7 | 5 | 7 | 27 | 5 | 9 | 10 | 5 | 6 | 12 | 0 | 6 | 23 | 6 | 8 | 6 | 9 | 6 | | |

Table 49: Q8g. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (OUTSIDERS) Much of this sales tax is paid by tourists and visitors to the North Bay. Voting for this measure will ensure that people who live outside our community will continue to pay their fair share for transit and traffic solutions

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 15 | 89 | 105 | 95 | 104 | 201 | 68 | 80 | 108 | 274 | 248 | 217 | 175 | 122 | 0 | 321 |
| <u>VERY/SMWT CONVINCING</u> | 49 | 67 | 56 | 49 | 46 | 58 | 48 | 56 | 55 | 51 | 48 | 49 | 48 | 48 | 53 | 0 | 49 |
| Very convincing | 22 | 60 | 23 | 21 | 19 | 28 | 20 | 27 | 19 | 25 | 19 | 20 | 19 | 19 | 22 | 0 | 22 |
| Somewhat convincing | 28 | 7 | 33 | 29 | 27 | 29 | 28 | 29 | 36 | 26 | 28 | 29 | 28 | 29 | 32 | 0 | 28 |
| <u>NOT CONVINCING</u> | 23 | 22 | 23 | 25 | 24 | 23 | 24 | 20 | 24 | 24 | 24 | 24 | 25 | 26 | 24 | 0 | 23 |
| Not convincing | 23 | 22 | 23 | 25 | 24 | 23 | 24 | 20 | 24 | 24 | 24 | 24 | 25 | 26 | 24 | 0 | 23 |
| <u>DON'T BELIEVE/DK/NA</u> | 28 | 11 | 21 | 26 | 30 | 20 | 28 | 24 | 21 | 25 | 28 | 27 | 27 | 26 | 23 | 0 | 28 |
| Don't believe | 21 | 6 | 16 | 18 | 25 | 14 | 21 | 18 | 13 | 20 | 22 | 21 | 20 | 19 | 17 | 0 | 21 |
| DK/NA | 7 | 5 | 6 | 8 | 5 | 6 | 7 | 6 | 8 | 5 | 6 | 6 | 7 | 6 | 6 | 0 | 7 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 80 | 65 | 48 | 151 | 170 | 114 | 122 | 46 | 21 | 14 | 59 | 59 |
| <u>VERY/SMWT CONVINCING</u> | 49 | 45 | 54 | 57 | 41 | 33 | 66 | 57 | 49 | 42 | 44 | 50 | 56 | 43 | 46 | 51 | 70 | 17 | 37 | 39 | 54 |
| Very convincing | 22 | 19 | 24 | 25 | 17 | 14 | 35 | 16 | 17 | 23 | 19 | 20 | 25 | 19 | 20 | 28 | 11 | 4 | 25 | 17 | 27 |
| Somewhat convincing | 28 | 25 | 30 | 31 | 24 | 19 | 30 | 41 | 32 | 19 | 24 | 30 | 31 | 24 | 27 | 24 | 59 | 13 | 12 | 22 | 26 |
| <u>NOT CONVINCING</u> | 23 | 26 | 20 | 23 | 27 | 17 | 15 | 24 | 21 | 25 | 28 | 19 | 21 | 25 | 24 | 24 | 24 | 23 | 12 | 26 | 19 |
| Not convincing | 23 | 26 | 20 | 23 | 27 | 17 | 15 | 24 | 21 | 25 | 28 | 19 | 21 | 25 | 24 | 24 | 24 | 23 | 12 | 26 | 19 |
| <u>DON'T BELIEVE/DK/NA</u> | 28 | 29 | 26 | 20 | 32 | 50 | 19 | 19 | 30 | 33 | 28 | 31 | 23 | 32 | 29 | 25 | 6 | 61 | 51 | 35 | 27 |
| Don't believe | 21 | 25 | 17 | 15 | 26 | 39 | 13 | 14 | 22 | 26 | 22 | 24 | 16 | 26 | 23 | 18 | 6 | 48 | 29 | 27 | 24 |
| DK/NA | 7 | 4 | 9 | 6 | 6 | 11 | 7 | 5 | 8 | 6 | 6 | 7 | 7 | 6 | 7 | 7 | 0 | 13 | 22 | 8 | 3 |

Table 49: Q8g. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (OUTSIDERS) Much of this sales tax is paid by tourists and visitors to the North Bay. Voting for this measure will ensure that people who live outside our community will continue to pay their fair share for transit and traffic solutions

| | GENDER BY AGE | | | | PARTY BY GENDER | | | | PARTY BY AGE | | | | GENDER BY EDUCATION | | | | | | | | |
|------------------------------------|---------------|-----------------------------------|-----------|-------------|-----------------|-----------|----------------------------------|-----------|--------------|-----------|-----------|--------------|---------------------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 76 | 78 | 75 | 91 | 80 | 112 | 45 | 33 | 30 | 20 | 86 | 106 | 43 | 35 | 22 | 28 | 52 | 51 | 95 | 105 |
| <u>VERY/SMWT CONVINCING</u> | 49 | 55 | 35 | 58 | 51 | 50 | 62 | 43 | 40 | 32 | 36 | 64 | 51 | 57 | 22 | 23 | 41 | 57 | 60 | 40 | 55 |
| Very convincing | 22 | 27 | 12 | 23 | 25 | 19 | 30 | 19 | 15 | 20 | 6 | 27 | 24 | 27 | 5 | 11 | 16 | 27 | 30 | 16 | 23 |
| Somewhat convincing | 28 | 28 | 23 | 35 | 25 | 31 | 31 | 24 | 25 | 12 | 30 | 37 | 27 | 30 | 18 | 12 | 24 | 30 | 30 | 24 | 32 |
| <u>NOT CONVINCING</u> | 23 | 23 | 30 | 19 | 21 | 30 | 18 | 24 | 31 | 20 | 14 | 23 | 23 | 17 | 38 | 20 | 15 | 29 | 17 | 27 | 22 |
| Not convincing | 23 | 23 | 30 | 19 | 21 | 30 | 18 | 24 | 31 | 20 | 14 | 23 | 23 | 17 | 38 | 20 | 15 | 29 | 17 | 27 | 22 |
| <u>DON'T BELIEVE/DK/NA</u> | 28 | 22 | 36 | 23 | 29 | 20 | 21 | 33 | 30 | 48 | 51 | 13 | 26 | 26 | 39 | 57 | 44 | 15 | 24 | 33 | 23 |
| Don't believe | 21 | 18 | 32 | 13 | 21 | 16 | 14 | 30 | 19 | 42 | 31 | 10 | 19 | 16 | 37 | 39 | 39 | 12 | 15 | 28 | 15 |
| DK/NA | 7 | 5 | 4 | 10 | 8 | 4 | 7 | 3 | 10 | 6 | 19 | 3 | 8 | 10 | 2 | 18 | 6 | 3 | 9 | 5 | 8 |
| | COUNTY | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 206 | 115 | 45 | 43 | 33 | 41 | 43 | 23 | 25 | 25 | 20 | 22 | 141 | 98 | 81 | | | | | |
| <u>VERY/SMWT CONVINCING</u> | 49 | 53 | 43 | 48 | 50 | 74 | 41 | 55 | 60 | 31 | 44 | 32 | 49 | 55 | 44 | 47 | | | | | |
| Very convincing | 22 | 25 | 16 | 18 | 29 | 35 | 22 | 23 | 20 | 9 | 23 | 10 | 18 | 23 | 12 | 30 | | | | | |
| Somewhat convincing | 28 | 28 | 27 | 30 | 22 | 39 | 19 | 32 | 40 | 23 | 21 | 22 | 31 | 31 | 31 | 17 | | | | | |
| <u>NOT CONVINCING</u> | 23 | 19 | 29 | 23 | 25 | 10 | 22 | 14 | 25 | 30 | 23 | 49 | 23 | 19 | 27 | 25 | | | | | |
| Not convincing | 23 | 19 | 29 | 23 | 25 | 10 | 22 | 14 | 25 | 30 | 23 | 49 | 23 | 19 | 27 | 25 | | | | | |
| <u>DON'T BELIEVE/DK/NA</u> | 28 | 28 | 27 | 29 | 25 | 16 | 37 | 32 | 15 | 38 | 32 | 19 | 28 | 27 | 29 | 27 | | | | | |
| Don't believe | 21 | 22 | 19 | 25 | 22 | 11 | 30 | 21 | 3 | 34 | 20 | 12 | 25 | 24 | 18 | 20 | | | | | |
| DK/NA | 7 | 6 | 8 | 4 | 3 | 5 | 8 | 11 | 12 | 4 | 13 | 7 | 3 | 3 | 11 | 7 | | | | | |

Table 50: Q8h. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (TRAFFIC) Too many people spend hours and hours in their cars every week – keeping them away from their loved ones and wasting precious free time. If we don't repair, maintain, and improve SMART, commute times will continue to worsen

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|------------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 119 | 86 | 27 | 72 | 206 | 99 | 16 | 103 | 24 | 60 | 70 | 154 | 165 | 65 | 150 | 28 | 99 | 177 | 92 |
| <u>VERY/SMWT CONVINCING</u> | 58 | 87 | 61 | 15 | 28 | 76 | 24 | 46 | 58 | 68 | 70 | 77 | 73 | 44 | 84 | 79 | 28 | 82 | 81 | 24 |
| Very convincing | 30 | 48 | 33 | 6 | 9 | 41 | 8 | 16 | 30 | 33 | 37 | 41 | 38 | 21 | 46 | 45 | 3 | 46 | 42 | 12 |
| Somewhat convincing | 29 | 39 | 28 | 9 | 19 | 34 | 16 | 30 | 28 | 35 | 33 | 35 | 34 | 24 | 37 | 35 | 25 | 36 | 39 | 12 |
| <u>NOT CONVINCING</u> | 27 | 11 | 27 | 69 | 37 | 18 | 45 | 34 | 28 | 18 | 24 | 20 | 21 | 33 | 10 | 16 | 34 | 11 | 14 | 45 |
| Not convincing | 27 | 11 | 27 | 69 | 37 | 18 | 45 | 34 | 28 | 18 | 24 | 20 | 21 | 33 | 10 | 16 | 34 | 11 | 14 | 45 |
| <u>DON'T BELIEVE/DK/NA</u> | 15 | 2 | 12 | 16 | 36 | 6 | 31 | 20 | 14 | 15 | 6 | 4 | 6 | 23 | 6 | 5 | 38 | 6 | 5 | 31 |
| Don't believe | 11 | 1 | 6 | 13 | 33 | 3 | 28 | 4 | 6 | 15 | 3 | 4 | 5 | 17 | 5 | 3 | 38 | 5 | 3 | 26 |
| DK/NA | 4 | 1 | 6 | 3 | 3 | 3 | 3 | 16 | 8 | 0 | 3 | 0 | 1 | 6 | 1 | 2 | 0 | 2 | 2 | 5 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 220 | 84 | 17 | 206 | 93 | 22 | 183 | 74 | 64 | 24 | 23 | 18 | 197 | 100 | 231 | 38 | 56 | | |
| <u>VERY/SMWT CONVINCING</u> | 58 | 77 | 15 | 24 | 77 | 19 | 45 | 80 | 14 | 48 | 67 | 56 | 44 | 57 | 65 | 62 | 66 | 60 | | |
| Very convincing | 30 | 42 | 3 | 0 | 42 | 7 | 16 | 43 | 2 | 24 | 36 | 31 | 26 | 23 | 45 | 30 | 48 | 38 | | |
| Somewhat convincing | 29 | 35 | 12 | 24 | 36 | 13 | 29 | 37 | 11 | 24 | 31 | 25 | 18 | 34 | 19 | 32 | 18 | 22 | | |
| <u>NOT CONVINCING</u> | 27 | 18 | 49 | 36 | 18 | 46 | 34 | 16 | 51 | 32 | 30 | 34 | 29 | 28 | 25 | 27 | 16 | 21 | | |
| Not convincing | 27 | 18 | 49 | 36 | 18 | 46 | 34 | 16 | 51 | 32 | 30 | 34 | 29 | 28 | 25 | 27 | 16 | 21 | | |
| <u>DON'T BELIEVE/DK/NA</u> | 15 | 4 | 36 | 40 | 5 | 34 | 21 | 4 | 35 | 20 | 3 | 10 | 27 | 15 | 11 | 10 | 18 | 19 | | |
| Don't believe | 11 | 2 | 32 | 21 | 3 | 28 | 17 | 2 | 32 | 11 | 3 | 7 | 4 | 11 | 8 | 8 | 10 | 14 | | |
| DK/NA | 4 | 2 | 4 | 19 | 2 | 7 | 4 | 2 | 3 | 9 | 0 | 3 | 23 | 4 | 3 | 2 | 8 | 5 | | |

Table 50: Q8h. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (TRAFFIC) Too many people spend hours and hours in their cars every week – keeping them away from their loved ones and wasting precious free time. If we don't repair, maintain, and improve SMART, commute times will continue to worsen

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 15 | 89 | 105 | 95 | 104 | 201 | 68 | 80 | 108 | 274 | 248 | 217 | 175 | 122 | 0 | 321 |
| <u>VERY/SMWT CONVINCING</u> | 58 | 84 | 61 | 57 | 59 | 64 | 58 | 67 | 69 | 56 | 59 | 61 | 61 | 61 | 63 | 0 | 58 |
| Very convincing | 30 | 49 | 34 | 30 | 25 | 37 | 28 | 40 | 28 | 32 | 29 | 30 | 29 | 29 | 30 | 0 | 30 |
| Somewhat convincing | 29 | 35 | 27 | 27 | 34 | 28 | 31 | 27 | 41 | 24 | 30 | 31 | 31 | 31 | 34 | 0 | 29 |
| <u>NOT CONVINCING</u> | 27 | 0 | 30 | 28 | 25 | 26 | 26 | 26 | 20 | 28 | 27 | 26 | 25 | 24 | 22 | 0 | 27 |
| Not convincing | 27 | 0 | 30 | 28 | 25 | 26 | 26 | 26 | 20 | 28 | 27 | 26 | 25 | 24 | 22 | 0 | 27 |
| <u>DON'T BELIEVE/DK/NA</u> | 15 | 16 | 9 | 15 | 16 | 10 | 15 | 7 | 11 | 16 | 14 | 14 | 14 | 16 | 15 | 0 | 15 |
| Don't believe | 11 | 16 | 8 | 11 | 12 | 9 | 12 | 7 | 10 | 11 | 11 | 10 | 11 | 12 | 12 | 0 | 11 |
| DK/NA | 4 | 0 | 1 | 4 | 4 | 1 | 4 | 0 | 1 | 5 | 3 | 3 | 3 | 4 | 3 | 0 | 4 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 80 | 65 | 48 | 151 | 170 | 114 | 122 | 46 | 21 | 14 | 59 | 59 |
| <u>VERY/SMWT CONVINCING</u> | 58 | 55 | 62 | 72 | 42 | 32 | 66 | 64 | 53 | 51 | 61 | 58 | 60 | 57 | 60 | 71 | 73 | 30 | 13 | 40 | 60 |
| Very convincing | 30 | 27 | 33 | 38 | 19 | 16 | 46 | 32 | 25 | 26 | 26 | 29 | 34 | 26 | 27 | 36 | 34 | 25 | 0 | 19 | 33 |
| Somewhat convincing | 29 | 28 | 29 | 34 | 23 | 16 | 19 | 32 | 28 | 26 | 35 | 29 | 26 | 31 | 33 | 35 | 39 | 5 | 13 | 21 | 27 |
| <u>NOT CONVINCING</u> | 27 | 31 | 24 | 20 | 37 | 37 | 18 | 27 | 27 | 37 | 22 | 25 | 25 | 29 | 23 | 23 | 20 | 32 | 48 | 37 | 26 |
| Not convincing | 27 | 31 | 24 | 20 | 37 | 37 | 18 | 27 | 27 | 37 | 22 | 25 | 25 | 29 | 23 | 23 | 20 | 32 | 48 | 37 | 26 |
| <u>DON'T BELIEVE/DK/NA</u> | 15 | 14 | 14 | 8 | 21 | 31 | 16 | 8 | 20 | 11 | 17 | 17 | 15 | 14 | 17 | 6 | 8 | 38 | 39 | 24 | 15 |
| Don't believe | 11 | 13 | 9 | 6 | 14 | 24 | 9 | 6 | 16 | 8 | 15 | 12 | 10 | 12 | 14 | 5 | 6 | 28 | 29 | 16 | 12 |
| DK/NA | 4 | 1 | 6 | 2 | 6 | 7 | 7 | 3 | 4 | 3 | 2 | 5 | 5 | 2 | 3 | 1 | 1 | 10 | 11 | 8 | 3 |

Table 50: Q8h. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (TRAFFIC) Too many people spend hours and hours in their cars every week – keeping them away from their loved ones and wasting precious free time. If we don't repair, maintain, and improve SMART, commute times will continue to worsen

| | GENDER BY AGE | | | | PARTY BY GENDER | | | | PARTY BY AGE | | | | GENDER BY EDUCATION | | | | | | | | |
|------------------------------------|---------------|-----------------------------------|-----------|-------------|-----------------|-----------|----------------------------------|-----------|--------------|-----------|-----------|--------------|---------------------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 76 | 78 | 75 | 91 | 80 | 112 | 45 | 33 | 30 | 20 | 86 | 106 | 43 | 35 | 22 | 28 | 52 | 51 | 95 | 105 |
| <u>VERY/SMWT CONVINCING</u> | 58 | 62 | 49 | 59 | 64 | 68 | 74 | 46 | 37 | 34 | 30 | 76 | 68 | 50 | 33 | 15 | 45 | 70 | 60 | 50 | 66 |
| Very convincing | 30 | 35 | 18 | 33 | 32 | 35 | 40 | 17 | 21 | 17 | 15 | 45 | 32 | 26 | 10 | 9 | 21 | 39 | 35 | 21 | 34 |
| Somewhat convincing | 29 | 26 | 31 | 26 | 31 | 33 | 35 | 29 | 16 | 16 | 16 | 32 | 36 | 24 | 22 | 6 | 24 | 31 | 25 | 29 | 32 |
| <u>NOT CONVINCING</u> | 27 | 28 | 33 | 23 | 25 | 23 | 18 | 43 | 30 | 33 | 46 | 21 | 20 | 27 | 50 | 41 | 35 | 22 | 30 | 34 | 19 |
| Not convincing | 27 | 28 | 33 | 23 | 25 | 23 | 18 | 43 | 30 | 33 | 46 | 21 | 20 | 27 | 50 | 41 | 35 | 22 | 30 | 34 | 19 |
| <u>DON'T BELIEVE/DK/NA</u> | 15 | 10 | 18 | 19 | 11 | 9 | 7 | 11 | 33 | 33 | 24 | 3 | 12 | 23 | 18 | 45 | 20 | 8 | 10 | 16 | 15 |
| Don't believe | 11 | 9 | 17 | 9 | 8 | 7 | 5 | 11 | 19 | 30 | 12 | 2 | 9 | 14 | 15 | 29 | 20 | 8 | 8 | 14 | 9 |
| DK/NA | 4 | 1 | 1 | 9 | 3 | 1 | 2 | 0 | 14 | 4 | 12 | 1 | 2 | 9 | 3 | 15 | 0 | 0 | 2 | 2 | 5 |
| | COUNTY | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 206 | 115 | 45 | 43 | 33 | 41 | 43 | 23 | 25 | 25 | 20 | 22 | 141 | 98 | 81 | | | | | |
| <u>VERY/SMWT CONVINCING</u> | 58 | 57 | 60 | 55 | 54 | 53 | 61 | 64 | 73 | 44 | 69 | 47 | 65 | 68 | 50 | 50 | | | | | |
| Very convincing | 30 | 29 | 31 | 20 | 28 | 35 | 29 | 35 | 39 | 25 | 41 | 18 | 29 | 36 | 22 | 27 | | | | | |
| Somewhat convincing | 29 | 28 | 29 | 35 | 26 | 17 | 33 | 29 | 34 | 19 | 27 | 28 | 36 | 32 | 28 | 23 | | | | | |
| <u>NOT CONVINCING</u> | 27 | 26 | 29 | 22 | 26 | 30 | 27 | 28 | 12 | 44 | 26 | 36 | 27 | 19 | 35 | 32 | | | | | |
| Not convincing | 27 | 26 | 29 | 22 | 26 | 30 | 27 | 28 | 12 | 44 | 26 | 36 | 27 | 19 | 35 | 32 | | | | | |
| <u>DON'T BELIEVE/DK/NA</u> | 15 | 16 | 11 | 23 | 20 | 18 | 12 | 8 | 15 | 12 | 6 | 18 | 8 | 13 | 15 | 18 | | | | | |
| Don't believe | 11 | 13 | 7 | 19 | 14 | 14 | 12 | 6 | 4 | 8 | 0 | 18 | 8 | 11 | 9 | 13 | | | | | |
| DK/NA | 4 | 3 | 4 | 4 | 6 | 3 | 0 | 2 | 12 | 4 | 6 | 0 | 0 | 2 | 5 | 5 | | | | | |

Table 51: Q8i. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (MATCHING FUNDS) As of 2023, SMART has matched local sales tax funds dollar for dollar with grant funding. This measure will make SMART eligible for millions in state and federal grant funds over the life of the measure. Every dollar we spend locally can generate additional funds from outside the North Bay to improve SMART, which will otherwise be spent outside our region

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|------------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 119 | 86 | 27 | 72 | 206 | 99 | 16 | 103 | 24 | 60 | 70 | 154 | 165 | 65 | 150 | 28 | 99 | 177 | 92 |
| <u>VERY/SMWT CONVINCING</u> | 68 | 89 | 74 | 55 | 40 | 83 | 44 | 36 | 68 | 75 | 82 | 82 | 81 | 56 | 91 | 87 | 27 | 86 | 85 | 38 |
| Very convincing | 36 | 62 | 31 | 25 | 13 | 49 | 16 | 0 | 26 | 37 | 64 | 49 | 53 | 20 | 64 | 57 | 12 | 62 | 53 | 10 |
| Somewhat convincing | 32 | 27 | 43 | 30 | 27 | 34 | 27 | 36 | 42 | 38 | 17 | 33 | 28 | 36 | 28 | 30 | 15 | 24 | 32 | 27 |
| <u>NOT CONVINCING</u> | 15 | 6 | 15 | 27 | 23 | 10 | 24 | 26 | 16 | 10 | 8 | 10 | 9 | 20 | 5 | 7 | 33 | 4 | 5 | 27 |
| Not convincing | 15 | 6 | 15 | 27 | 23 | 10 | 24 | 26 | 16 | 10 | 8 | 10 | 9 | 20 | 5 | 7 | 33 | 4 | 5 | 27 |
| <u>DON'T BELIEVE/DK/NA</u> | 17 | 5 | 11 | 18 | 38 | 8 | 32 | 38 | 16 | 15 | 11 | 8 | 10 | 24 | 4 | 6 | 40 | 10 | 10 | 36 |
| Don't believe | 12 | 0 | 7 | 12 | 35 | 3 | 29 | 27 | 10 | 11 | 7 | 5 | 7 | 18 | 2 | 3 | 40 | 3 | 4 | 35 |
| DK/NA | 5 | 5 | 4 | 6 | 3 | 5 | 3 | 11 | 5 | 4 | 3 | 3 | 4 | 6 | 2 | 3 | 0 | 7 | 6 | 1 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 220 | 84 | 17 | 206 | 93 | 22 | 183 | 74 | 64 | 24 | 23 | 18 | 197 | 100 | 231 | 38 | 56 | | |
| <u>VERY/SMWT CONVINCING</u> | 68 | 81 | 43 | 34 | 82 | 41 | 50 | 85 | 37 | 57 | 57 | 64 | 60 | 69 | 72 | 74 | 71 | 63 | | |
| Very convincing | 36 | 49 | 8 | 12 | 50 | 8 | 28 | 52 | 8 | 22 | 32 | 29 | 7 | 37 | 39 | 41 | 37 | 30 | | |
| Somewhat convincing | 32 | 32 | 34 | 21 | 33 | 33 | 21 | 33 | 29 | 35 | 25 | 34 | 53 | 32 | 33 | 33 | 34 | 33 | | |
| <u>NOT CONVINCING</u> | 15 | 11 | 25 | 19 | 9 | 24 | 26 | 9 | 27 | 18 | 20 | 14 | 14 | 17 | 13 | 13 | 12 | 16 | | |
| Not convincing | 15 | 11 | 25 | 19 | 9 | 24 | 26 | 9 | 27 | 18 | 20 | 14 | 14 | 17 | 13 | 13 | 12 | 16 | | |
| <u>DON'T BELIEVE/DK/NA</u> | 17 | 9 | 32 | 48 | 8 | 35 | 24 | 6 | 36 | 25 | 22 | 22 | 26 | 15 | 16 | 13 | 17 | 20 | | |
| Don't believe | 12 | 4 | 29 | 34 | 4 | 30 | 13 | 2 | 32 | 18 | 18 | 22 | 14 | 10 | 11 | 8 | 14 | 18 | | |
| DK/NA | 5 | 5 | 3 | 14 | 4 | 5 | 11 | 4 | 3 | 7 | 5 | 0 | 12 | 5 | 4 | 5 | 3 | 2 | | |

Table 51: Q8i. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (MATCHING FUNDS) As of 2023, SMART has matched local sales tax funds dollar for dollar with grant funding. This measure will make SMART eligible for millions in state and federal grant funds over the life of the measure. Every dollar we spend locally can generate additional funds from outside the North Bay to improve SMART, which will otherwise be spent outside our region

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 15 | 89 | 105 | 95 | 104 | 201 | 68 | 80 | 108 | 274 | 248 | 217 | 175 | 122 | 0 | 321 |
| <u>VERY/SMWT CONVINCING</u> | 68 | 85 | 68 | 67 | 72 | 71 | 69 | 65 | 74 | 72 | 67 | 67 | 67 | 69 | 73 | 0 | 68 |
| Very convincing | 36 | 62 | 32 | 33 | 44 | 37 | 38 | 37 | 40 | 37 | 35 | 37 | 38 | 39 | 44 | 0 | 36 |
| Somewhat convincing | 32 | 23 | 35 | 34 | 28 | 34 | 31 | 27 | 34 | 35 | 31 | 30 | 29 | 30 | 29 | 0 | 32 |
| <u>NOT CONVINCING</u> | 15 | 0 | 17 | 12 | 17 | 14 | 14 | 20 | 6 | 17 | 16 | 17 | 18 | 18 | 16 | 0 | 15 |
| Not convincing | 15 | 0 | 17 | 12 | 17 | 14 | 14 | 20 | 6 | 17 | 16 | 17 | 18 | 18 | 16 | 0 | 15 |
| <u>DON'T BELIEVE/DK/NA</u> | 17 | 15 | 15 | 20 | 12 | 15 | 16 | 16 | 20 | 12 | 17 | 16 | 15 | 13 | 11 | 0 | 17 |
| Don't believe | 12 | 15 | 12 | 10 | 10 | 13 | 10 | 10 | 13 | 7 | 12 | 11 | 11 | 10 | 9 | 0 | 12 |
| DK/NA | 5 | 0 | 3 | 10 | 2 | 2 | 6 | 6 | 7 | 4 | 5 | 5 | 5 | 3 | 2 | 0 | 5 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | |
|------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 80 | 65 | 48 | 151 | 170 | 114 | 122 | 46 | 21 | 14 | 59 | 59 |
| <u>VERY/SMWT CONVINCING</u> | 68 | 68 | 68 | 78 | 63 | 40 | 80 | 75 | 63 | 62 | 69 | 67 | 70 | 66 | 68 | 78 | 79 | 30 | 47 | 60 | 66 |
| Very convincing | 36 | 34 | 39 | 47 | 26 | 10 | 40 | 35 | 30 | 33 | 40 | 40 | 36 | 37 | 40 | 48 | 48 | 7 | 6 | 24 | 31 |
| Somewhat convincing | 32 | 35 | 30 | 31 | 37 | 29 | 40 | 40 | 33 | 29 | 29 | 27 | 35 | 30 | 28 | 30 | 31 | 22 | 41 | 36 | 36 |
| <u>NOT CONVINCING</u> | 15 | 17 | 13 | 12 | 15 | 25 | 8 | 10 | 15 | 20 | 13 | 18 | 13 | 17 | 15 | 12 | 13 | 23 | 27 | 16 | 15 |
| Not convincing | 15 | 17 | 13 | 12 | 15 | 25 | 8 | 10 | 15 | 20 | 13 | 18 | 13 | 17 | 15 | 12 | 13 | 23 | 27 | 16 | 15 |
| <u>DON'T BELIEVE/DK/NA</u> | 17 | 15 | 19 | 10 | 22 | 35 | 12 | 15 | 22 | 18 | 17 | 16 | 17 | 17 | 16 | 10 | 8 | 47 | 27 | 24 | 18 |
| Don't believe | 12 | 11 | 13 | 6 | 18 | 29 | 10 | 8 | 15 | 16 | 12 | 10 | 12 | 13 | 11 | 6 | 6 | 31 | 27 | 19 | 14 |
| DK/NA | 5 | 4 | 5 | 4 | 4 | 7 | 2 | 7 | 7 | 3 | 5 | 5 | 5 | 4 | 5 | 4 | 2 | 17 | 0 | 4 | 5 |

Table 51: Q8i. Here are some statements from SUPPORTERS of the measure. After hearing each statement in support, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote YES. : (MATCHING FUNDS) As of 2023, SMART has matched local sales tax funds dollar for dollar with grant funding. This measure will make SMART eligible for millions in state and federal grant funds over the life of the measure. Every dollar we spend locally can generate additional funds from outside the North Bay to improve SMART, which will otherwise be spent outside our region

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|------------------------------------|---------------|-----------------------------------|-----------|-------------|-----------|-----------------|----------------------------------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|-----------|---------------------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 76 | 78 | 75 | 91 | 80 | 112 | 45 | 33 | 30 | 20 | 86 | 106 | 43 | 35 | 22 | 28 | 52 | 51 | 95 | 105 |
| <u>VERY/SMWT CONVINCING</u> | 68 | 77 | 60 | 64 | 72 | 82 | 75 | 68 | 56 | 33 | 51 | 80 | 76 | 70 | 54 | 33 | 45 | 77 | 65 | 65 | 74 |
| Very convincing | 36 | 37 | 30 | 34 | 42 | 41 | 51 | 32 | 17 | 15 | 3 | 45 | 49 | 35 | 15 | 0 | 18 | 36 | 38 | 35 | 42 |
| Somewhat convincing | 32 | 40 | 30 | 30 | 30 | 41 | 24 | 36 | 39 | 18 | 47 | 35 | 28 | 35 | 39 | 33 | 26 | 41 | 27 | 30 | 32 |
| <u>NOT CONVINCING</u> | 15 | 12 | 22 | 14 | 12 | 13 | 12 | 17 | 12 | 28 | 23 | 13 | 11 | 9 | 22 | 17 | 31 | 12 | 17 | 19 | 10 |
| Not convincing | 15 | 12 | 22 | 14 | 12 | 13 | 12 | 17 | 12 | 28 | 23 | 13 | 11 | 9 | 22 | 17 | 31 | 12 | 17 | 19 | 10 |
| <u>DON'T BELIEVE/DK/NA</u> | 17 | 11 | 18 | 22 | 16 | 5 | 13 | 15 | 32 | 39 | 27 | 7 | 12 | 21 | 24 | 49 | 24 | 10 | 18 | 16 | 17 |
| Don't believe | 12 | 8 | 14 | 15 | 12 | 3 | 7 | 12 | 26 | 30 | 23 | 3 | 8 | 15 | 21 | 41 | 19 | 7 | 16 | 11 | 9 |
| DK/NA | 5 | 4 | 4 | 7 | 4 | 2 | 6 | 4 | 5 | 9 | 4 | 4 | 4 | 6 | 3 | 8 | 6 | 3 | 2 | 5 | 8 |
| | COUNTY | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 206 | 115 | 45 | 43 | 33 | 41 | 43 | 23 | 25 | 25 | 20 | 22 | 141 | 98 | 81 | | | | | |
| <u>VERY/SMWT CONVINCING</u> | 68 | 67 | 71 | 70 | 69 | 60 | 65 | 68 | 78 | 71 | 79 | 59 | 62 | 67 | 67 | 72 | | | | | |
| Very convincing | 36 | 36 | 36 | 28 | 40 | 36 | 32 | 45 | 30 | 35 | 46 | 42 | 27 | 36 | 33 | 40 | | | | | |
| Somewhat convincing | 32 | 31 | 34 | 42 | 30 | 24 | 33 | 24 | 48 | 36 | 33 | 17 | 35 | 30 | 34 | 32 | | | | | |
| <u>NOT CONVINCING</u> | 15 | 13 | 18 | 7 | 21 | 14 | 7 | 15 | 10 | 21 | 15 | 26 | 20 | 15 | 18 | 10 | | | | | |
| Not convincing | 15 | 13 | 18 | 7 | 21 | 14 | 7 | 15 | 10 | 21 | 15 | 26 | 20 | 15 | 18 | 10 | | | | | |
| <u>DON'T BELIEVE/DK/NA</u> | 17 | 20 | 11 | 23 | 9 | 26 | 28 | 16 | 12 | 8 | 6 | 15 | 18 | 18 | 15 | 17 | | | | | |
| Don't believe | 12 | 16 | 5 | 19 | 7 | 24 | 23 | 9 | 8 | 0 | 6 | 0 | 13 | 15 | 9 | 12 | | | | | |
| DK/NA | 5 | 4 | 6 | 4 | 3 | 2 | 5 | 7 | 4 | 8 | 0 | 15 | 5 | 3 | 6 | 6 | | | | | |

Table 52: Q9. Having heard this information let me ask you again about the measure to continue the existing quarter-cent sales tax supporting SMART. Do you think you would vote yes in favor of this measure or no to oppose it?

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|---------------------|-----------------|-------------------------|------------|------------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|---------------|------------------|--------------------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| TOTAL YES | 69 | 97 | 87 | 27 | 17 | 93 | 20 | 55 | 82 | 86 | 88 | 81 | 84 | 54 | 92 | 88 | 32 | 93 | 92 | 28 |
| Definitely yes | 48 | 91 | 35 | 5 | 11 | 68 | 9 | 25 | 34 | 67 | 73 | 59 | 65 | 31 | 78 | 68 | 14 | 78 | 69 | 13 |
| Probably yes | 16 | 4 | 41 | 14 | 2 | 20 | 5 | 21 | 38 | 17 | 10 | 18 | 15 | 16 | 10 | 15 | 16 | 12 | 19 | 9 |
| Undecided, lean yes | 5 | 2 | 10 | 8 | 4 | 5 | 5 | 10 | 10 | 2 | 5 | 4 | 4 | 7 | 4 | 6 | 2 | 4 | 4 | 5 |
| TOTAL NO | 27 | 3 | 10 | 67 | 79 | 6 | 75 | 15 | 11 | 14 | 11 | 17 | 14 | 40 | 7 | 11 | 63 | 5 | 6 | 67 |
| Undecided, lean no | 3 | 1 | 3 | 16 | 5 | 1 | 8 | 0 | 2 | 2 | 0 | 3 | 2 | 5 | 1 | 1 | 3 | 0 | 1 | 3 |
| Probably no | 6 | 1 | 4 | 38 | 6 | 2 | 16 | 2 | 4 | 2 | 5 | 5 | 5 | 8 | 3 | 4 | 7 | 1 | 1 | 17 |
| Definitely no | 18 | 1 | 3 | 13 | 68 | 2 | 52 | 13 | 5 | 10 | 6 | 9 | 8 | 27 | 3 | 5 | 53 | 3 | 3 | 46 |
| DK/NA | 4 | 0 | 4 | 7 | 4 | 2 | 5 | 30 | 7 | 0 | 1 | 2 | 2 | 6 | 1 | 1 | 6 | 2 | 2 | 5 |
| DK/NA | 4 | 0 | 4 | 7 | 4 | 2 | 5 | 30 | 7 | 0 | 1 | 2 | 2 | 6 | 1 | 1 | 6 | 2 | 2 | 5 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 | | |
| TOTAL YES | 69 | 100 | 0 | 0 | 97 | 15 | 42 | 100 | 0 | 59 | 100 | 81 | 53 | 71 | 71 | 73 | 72 | 69 | | |
| Definitely yes | 48 | 70 | 0 | 0 | 71 | 7 | 12 | 75 | 0 | 27 | 46 | 44 | 27 | 50 | 50 | 51 | 54 | 50 | | |
| Probably yes | 16 | 23 | 0 | 0 | 20 | 6 | 13 | 20 | 0 | 20 | 31 | 26 | 20 | 15 | 16 | 16 | 17 | 16 | | |
| Undecided, lean yes | 5 | 8 | 0 | 0 | 6 | 2 | 17 | 5 | 0 | 12 | 23 | 12 | 7 | 5 | 6 | 6 | 1 | 2 | | |
| TOTAL NO | 27 | 0 | 100 | 0 | 2 | 83 | 23 | 0 | 100 | 25 | 0 | 6 | 43 | 26 | 26 | 24 | 24 | 28 | | |
| Undecided, lean no | 3 | 0 | 12 | 0 | 1 | 7 | 11 | 0 | 9 | 6 | 0 | 2 | 3 | 4 | 2 | 4 | 2 | 1 | | |
| Probably no | 6 | 0 | 23 | 0 | 0 | 20 | 4 | 0 | 20 | 8 | 0 | 2 | 19 | 4 | 9 | 5 | 10 | 9 | | |
| Definitely no | 18 | 0 | 65 | 0 | 0 | 56 | 8 | 0 | 71 | 10 | 0 | 2 | 21 | 18 | 15 | 14 | 12 | 17 | | |
| DK/NA | 4 | 0 | 0 | 100 | 2 | 2 | 35 | 0 | 0 | 17 | 0 | 13 | 4 | 4 | 2 | 3 | 4 | 3 | | |
| DK/NA | 4 | 0 | 0 | 100 | 2 | 2 | 35 | 0 | 0 | 17 | 0 | 13 | 4 | 4 | 2 | 3 | 4 | 3 | | |

Table 52: Q9. Having heard this information let me ask you again about the measure to continue the existing quarter-cent sales tax supporting SMART. Do you think you would vote yes in favor of this measure or no to oppose it?

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|---------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| | Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 |
| TOTAL YES | 69 | 68 | 73 | 70 | 67 | 72 | 69 | 76 | 79 | 68 | 70 | 71 | 70 | 71 | 70 | 70 | 68 |
| Definitely yes | 48 | 54 | 51 | 49 | 45 | 51 | 47 | 52 | 56 | 49 | 48 | 49 | 49 | 51 | 52 | 47 | 49 |
| Probably yes | 16 | 11 | 17 | 15 | 16 | 16 | 16 | 18 | 17 | 14 | 16 | 16 | 15 | 15 | 12 | 17 | 14 |
| Undecided, lean yes | 5 | 3 | 5 | 6 | 6 | 5 | 6 | 6 | 6 | 5 | 6 | 6 | 5 | 5 | 5 | 5 | 5 |
| TOTAL NO | 27 | 32 | 24 | 27 | 28 | 25 | 27 | 21 | 17 | 30 | 26 | 25 | 26 | 25 | 25 | 28 | 26 |
| Undecided, lean no | 3 | 0 | 3 | 4 | 4 | 3 | 4 | 5 | 0 | 3 | 3 | 4 | 4 | 2 | 3 | 4 | 3 |
| Probably no | 6 | 17 | 5 | 6 | 5 | 6 | 6 | 3 | 2 | 10 | 5 | 4 | 4 | 4 | 4 | 7 | 5 |
| Definitely no | 18 | 15 | 16 | 17 | 19 | 16 | 18 | 13 | 16 | 17 | 18 | 17 | 18 | 18 | 18 | 17 | 18 |
| DK/NA | 4 | 0 | 3 | 3 | 5 | 3 | 4 | 2 | 3 | 2 | 3 | 4 | 4 | 3 | 5 | 2 | 5 |
| DK/NA | 4 | 0 | 3 | 3 | 5 | 3 | 4 | 2 | 3 | 2 | 3 | 4 | 4 | 3 | 5 | 2 | 5 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | |
|---------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| TOTAL YES | 69 | 67 | 71 | 80 | 55 | 48 | 72 | 78 | 66 | 68 | 70 | 61 | 71 | 67 | 67 | 80 | 83 | 50 | 41 | 56 | 60 |
| Definitely yes | 48 | 48 | 48 | 59 | 37 | 26 | 58 | 56 | 41 | 47 | 50 | 40 | 51 | 46 | 45 | 59 | 54 | 29 | 19 | 36 | 45 |
| Probably yes | 16 | 15 | 16 | 16 | 12 | 19 | 12 | 16 | 21 | 15 | 16 | 13 | 16 | 15 | 15 | 16 | 22 | 21 | 19 | 15 | 9 |
| Undecided, lean yes | 5 | 4 | 7 | 6 | 6 | 3 | 1 | 6 | 3 | 6 | 5 | 9 | 4 | 6 | 7 | 5 | 7 | 0 | 3 | 5 | 6 |
| TOTAL NO | 27 | 30 | 24 | 16 | 40 | 49 | 24 | 21 | 31 | 28 | 26 | 32 | 26 | 28 | 28 | 17 | 12 | 44 | 59 | 37 | 37 |
| Undecided, lean no | 3 | 2 | 5 | 3 | 3 | 4 | 3 | 1 | 5 | 2 | 2 | 7 | 3 | 3 | 4 | 3 | 4 | 2 | 10 | 2 | 3 |
| Probably no | 6 | 7 | 6 | 4 | 12 | 5 | 14 | 2 | 8 | 7 | 4 | 4 | 8 | 5 | 4 | 4 | 2 | 4 | 0 | 6 | 15 |
| Definitely no | 18 | 21 | 14 | 9 | 25 | 40 | 7 | 18 | 18 | 18 | 20 | 21 | 15 | 20 | 20 | 10 | 6 | 38 | 48 | 29 | 20 |
| DK/NA | 4 | 3 | 5 | 3 | 6 | 3 | 4 | 1 | 3 | 4 | 4 | 7 | 2 | 5 | 5 | 3 | 5 | 6 | 0 | 8 | 2 |
| DK/NA | 4 | 3 | 5 | 3 | 6 | 3 | 4 | 1 | 3 | 4 | 4 | 7 | 2 | 5 | 5 | 3 | 5 | 6 | 0 | 8 | 2 |

Table 52: Q9. Having heard this information let me ask you again about the measure to continue the existing quarter-cent sales tax supporting SMART. Do you think you would vote yes in favor of this measure or no to oppose it?

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|---------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| | Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 |
| TOTAL YES | 69 | 73 | 62 | 70 | 71 | 81 | 80 | 60 | 48 | 41 | 61 | 85 | 77 | 56 | 52 | 47 | 49 | 77 | 68 | 64 | 74 |
| Definitely yes | 48 | 52 | 45 | 50 | 47 | 61 | 57 | 38 | 34 | 27 | 24 | 61 | 57 | 41 | 30 | 29 | 23 | 55 | 48 | 46 | 49 |
| Probably yes | 16 | 20 | 11 | 13 | 18 | 16 | 16 | 17 | 7 | 12 | 32 | 19 | 14 | 12 | 13 | 18 | 20 | 19 | 13 | 13 | 18 |
| Undecided, lean yes | 5 | 1 | 6 | 7 | 6 | 4 | 7 | 4 | 7 | 2 | 4 | 6 | 6 | 3 | 9 | 0 | 5 | 3 | 7 | 5 | 7 |
| TOTAL NO | 27 | 26 | 34 | 26 | 23 | 17 | 16 | 36 | 45 | 56 | 36 | 13 | 19 | 39 | 41 | 53 | 47 | 21 | 29 | 33 | 22 |
| Undecided, lean no | 3 | 2 | 2 | 4 | 5 | 1 | 5 | 3 | 3 | 3 | 7 | 3 | 3 | 4 | 2 | 4 | 5 | 1 | 4 | 2 | 5 |
| Probably no | 6 | 8 | 6 | 8 | 3 | 5 | 4 | 9 | 14 | 8 | 0 | 5 | 4 | 13 | 10 | 9 | 3 | 3 | 10 | 8 | 4 |
| Definitely no | 18 | 16 | 25 | 13 | 15 | 11 | 7 | 23 | 27 | 45 | 30 | 5 | 11 | 22 | 29 | 40 | 39 | 17 | 15 | 23 | 13 |
| DK/NA | 4 | 1 | 4 | 4 | 6 | 2 | 4 | 4 | 7 | 3 | 3 | 2 | 5 | 4 | 7 | 0 | 4 | 2 | 3 | 3 | 5 |
| DK/NA | 4 | 1 | 4 | 4 | 6 | 2 | 4 | 4 | 7 | 3 | 3 | 2 | 5 | 4 | 7 | 0 | 4 | 2 | 3 | 3 | 5 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| | Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 | | | | |
| TOTAL YES | 69 | 71 | 66 | 67 | 71 | 76 | 63 | 78 | 72 | 55 | 68 | 65 | 70 | 68 | 64 | | | | | | |
| Definitely yes | 48 | 51 | 43 | 45 | 50 | 56 | 47 | 59 | 47 | 33 | 45 | 58 | 36 | 51 | 48 | 44 | | | | | |
| Probably yes | 16 | 16 | 15 | 19 | 18 | 14 | 12 | 16 | 15 | 19 | 7 | 6 | 29 | 17 | 16 | 14 | | | | | |
| Undecided, lean yes | 5 | 4 | 8 | 4 | 3 | 6 | 5 | 3 | 10 | 3 | 17 | 2 | 5 | 6 | 3 | 6 | | | | | |
| TOTAL NO | 27 | 26 | 29 | 30 | 23 | 24 | 35 | 19 | 21 | 40 | 32 | 24 | 25 | 23 | 29 | 32 | | | | | |
| Undecided, lean no | 3 | 3 | 4 | 4 | 5 | 1 | 3 | 3 | 0 | 9 | 5 | 2 | 0 | 3 | 3 | 4 | | | | | |
| Probably no | 6 | 5 | 8 | 8 | 4 | 7 | 7 | 1 | 9 | 11 | 11 | 4 | 3 | 3 | 7 | 11 | | | | | |
| Definitely no | 18 | 18 | 17 | 17 | 14 | 17 | 24 | 16 | 12 | 20 | 15 | 17 | 22 | 17 | 18 | 18 | | | | | |
| DK/NA | 4 | 3 | 5 | 3 | 6 | 0 | 2 | 3 | 7 | 5 | 0 | 11 | 5 | 4 | 3 | 4 | | | | | |
| DK/NA | 4 | 3 | 5 | 3 | 6 | 0 | 2 | 3 | 7 | 5 | 0 | 11 | 5 | 4 | 3 | 4 | | | | | |

Table 53: Q10a. Here are some statements in OPPOSITION to the proposed measure. After hearing each one please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote NO on the measure. : (TAXES) The cost of living in Sonoma and Marin is out of control and rising. The last thing we need to do is continue a regressive sales tax that raises the price of everyday goods

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|------------------------------------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-------------|-----------|-----------|-----------|------------------|-----------|-----------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| <u>VERY/SMWT CONVINCING</u> | 49 | 35 | 46 | 59 | 75 | 40 | 70 | 41 | 45 | 54 | 37 | 45 | 43 | 55 | 35 | 43 | 59 | 37 | 41 | 65 |
| Very convincing | 25 | 10 | 18 | 36 | 57 | 13 | 51 | 25 | 19 | 27 | 17 | 18 | 19 | 31 | 14 | 17 | 43 | 14 | 14 | 46 |
| Somewhat convincing | 24 | 26 | 28 | 24 | 18 | 27 | 20 | 16 | 26 | 27 | 20 | 26 | 24 | 23 | 21 | 26 | 16 | 22 | 27 | 19 |
| <u>NOT CONVINCING</u> | 31 | 40 | 36 | 26 | 11 | 38 | 15 | 27 | 35 | 24 | 31 | 40 | 34 | 28 | 37 | 33 | 28 | 41 | 39 | 16 |
| Not convincing | 31 | 40 | 36 | 26 | 11 | 38 | 15 | 27 | 35 | 24 | 31 | 40 | 34 | 28 | 37 | 33 | 28 | 41 | 39 | 16 |
| <u>DON'T BELIEVE/DK/NA</u> | 20 | 25 | 18 | 15 | 14 | 22 | 14 | 32 | 20 | 22 | 32 | 16 | 23 | 18 | 28 | 24 | 13 | 22 | 21 | 19 |
| Don't believe | 18 | 23 | 15 | 12 | 11 | 20 | 11 | 28 | 17 | 22 | 28 | 15 | 21 | 14 | 26 | 22 | 12 | 20 | 19 | 17 |
| DK/NA | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 0 | 4 | 1 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 |

| | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | |
|------------------------------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|-----------|-----------|------------|-----------|---------------|-----------|--------------------|-----------|-----------|-----------|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 |
| <u>VERY/SMWT CONVINCING</u> | 49 | 41 | 69 | 55 | 40 | 66 | 58 | 39 | 75 | 51 | 54 | 51 | 41 | 48 | 49 | 49 | 45 | 46 |
| Very convincing | 25 | 14 | 52 | 33 | 13 | 48 | 33 | 11 | 58 | 29 | 29 | 30 | 22 | 22 | 29 | 22 | 28 | 31 |
| Somewhat convincing | 24 | 27 | 17 | 22 | 27 | 18 | 26 | 28 | 17 | 22 | 24 | 20 | 20 | 27 | 20 | 27 | 17 | 14 |
| <u>NOT CONVINCING</u> | 31 | 39 | 13 | 19 | 38 | 16 | 23 | 40 | 12 | 26 | 28 | 29 | 29 | 33 | 29 | 31 | 30 | 34 |
| Not convincing | 31 | 39 | 13 | 19 | 38 | 16 | 23 | 40 | 12 | 26 | 28 | 29 | 29 | 33 | 29 | 31 | 30 | 34 |
| <u>DON'T BELIEVE/DK/NA</u> | 20 | 20 | 19 | 26 | 21 | 18 | 18 | 21 | 14 | 24 | 18 | 21 | 30 | 19 | 22 | 20 | 26 | 20 |
| Don't believe | 18 | 19 | 15 | 15 | 20 | 14 | 10 | 20 | 11 | 17 | 16 | 17 | 25 | 17 | 20 | 18 | 23 | 18 |
| DK/NA | 3 | 2 | 4 | 12 | 2 | 3 | 8 | 1 | 2 | 6 | 3 | 4 | 5 | 2 | 2 | 2 | 2 | 2 |

Table 53: Q10a. Here are some statements in OPPOSITION to the proposed measure. After hearing each one please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote NO on the measure. : (TAXES) The cost of living in Sonoma and Marin is out of control and rising. The last thing we need to do is continue a regressive sales tax that raises the price of everyday goods

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| <u>VERY/SMWT CONVINCING</u> | 49 | 51 | 47 | 53 | 47 | 48 | 50 | 44 | 48 | 50 | 50 | 50 | 49 | 49 | 48 | 47 | 51 |
| Very convincing | 25 | 41 | 23 | 24 | 24 | 25 | 24 | 20 | 22 | 21 | 25 | 24 | 23 | 22 | 22 | 23 | 27 |
| Somewhat convincing | 24 | 10 | 25 | 29 | 23 | 23 | 26 | 24 | 26 | 29 | 26 | 26 | 26 | 27 | 26 | 24 | 24 |
| <u>NOT CONVINCING</u> | 31 | 28 | 30 | 31 | 32 | 30 | 31 | 33 | 35 | 30 | 31 | 31 | 32 | 31 | 30 | 33 | 29 |
| Not convincing | 31 | 28 | 30 | 31 | 32 | 30 | 31 | 33 | 35 | 30 | 31 | 31 | 32 | 31 | 30 | 33 | 29 |
| <u>DON'T BELIEVE/DK/NA</u> | 20 | 21 | 22 | 16 | 21 | 22 | 19 | 23 | 17 | 20 | 19 | 19 | 19 | 20 | 22 | 20 | 21 |
| Don't believe | 18 | 21 | 19 | 12 | 20 | 20 | 16 | 21 | 16 | 16 | 16 | 16 | 16 | 17 | 18 | 17 | 18 |
| DK/NA | 3 | 0 | 3 | 4 | 2 | 2 | 3 | 3 | 1 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | |
|------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| <u>VERY/SMWT CONVINCING</u> | 49 | 54 | 44 | 44 | 57 | 56 | 53 | 49 | 55 | 43 | 51 | 48 | 49 | 49 | 50 | 42 | 47 | 48 | 58 | 59 | 55 |
| Very convincing | 25 | 28 | 22 | 21 | 33 | 30 | 28 | 23 | 38 | 20 | 25 | 21 | 28 | 23 | 24 | 23 | 13 | 23 | 36 | 36 | 28 |
| Somewhat convincing | 24 | 26 | 23 | 24 | 24 | 25 | 25 | 26 | 17 | 23 | 26 | 27 | 21 | 26 | 26 | 19 | 33 | 25 | 21 | 22 | 27 |
| <u>NOT CONVINCING</u> | 31 | 28 | 33 | 34 | 27 | 25 | 23 | 32 | 29 | 34 | 28 | 37 | 29 | 32 | 32 | 34 | 39 | 24 | 25 | 27 | 26 |
| Not convincing | 31 | 28 | 33 | 34 | 27 | 25 | 23 | 32 | 29 | 34 | 28 | 37 | 29 | 32 | 32 | 34 | 39 | 24 | 25 | 27 | 26 |
| <u>DON'T BELIEVE/DK/NA</u> | 20 | 18 | 22 | 22 | 16 | 20 | 23 | 19 | 16 | 23 | 21 | 15 | 22 | 19 | 19 | 24 | 14 | 28 | 18 | 14 | 20 |
| Don't believe | 18 | 16 | 19 | 20 | 13 | 17 | 22 | 17 | 15 | 19 | 18 | 13 | 19 | 16 | 16 | 22 | 11 | 25 | 9 | 11 | 18 |
| DK/NA | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 4 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 9 | 4 | 1 |

Table 53: Q10a. Here are some statements in OPPOSITION to the proposed measure. After hearing each one please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote NO on the measure. : (TAXES) The cost of living in Sonoma and Marin is out of control and rising. The last thing we need to do is continue a regressive sales tax that raises the price of everyday goods

| | GENDER BY AGE | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | GENDER BY EDUCATION | | | | | | |
|------------------------------------|---------------|-----------------------------------|-----------|-------------|-----------------|-----------|----------------------------------|-----------|-----------|-----------|--------------|--------------|-----------|-----------|---------------------|-----------|-----------|-----------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| <u>VERY/SMWT CONVINCING</u> | 49 | 57 | 51 | 41 | 48 | 51 | 39 | 60 | 53 | 53 | 59 | 47 | 42 | 53 | 61 | 45 | 63 | 51 | 44 | 55 | 45 |
| Very convincing | 25 | 31 | 26 | 24 | 20 | 23 | 19 | 34 | 31 | 33 | 25 | 25 | 17 | 32 | 34 | 28 | 32 | 27 | 23 | 27 | 21 |
| Somewhat convincing | 24 | 27 | 25 | 16 | 28 | 28 | 21 | 26 | 21 | 20 | 34 | 22 | 25 | 21 | 27 | 17 | 31 | 24 | 22 | 28 | 24 |
| <u>NOT CONVINCING</u> | 31 | 25 | 31 | 33 | 33 | 32 | 36 | 26 | 29 | 23 | 28 | 31 | 36 | 28 | 27 | 25 | 25 | 27 | 34 | 29 | 34 |
| Not convincing | 31 | 25 | 31 | 33 | 33 | 32 | 36 | 26 | 29 | 23 | 28 | 31 | 36 | 28 | 27 | 25 | 25 | 27 | 34 | 29 | 34 |
| <u>DON'T BELIEVE/DK/NA</u> | 20 | 18 | 18 | 26 | 19 | 18 | 25 | 14 | 18 | 24 | 13 | 22 | 22 | 19 | 12 | 31 | 13 | 23 | 22 | 16 | 21 |
| Don't believe | 18 | 16 | 16 | 23 | 16 | 16 | 22 | 11 | 16 | 22 | 9 | 19 | 20 | 18 | 7 | 23 | 13 | 20 | 19 | 14 | 18 |
| DK/NA | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 2 | 3 | 1 | 5 | 8 | 0 | 2 | 2 | 2 | 3 |
| | COUNTY | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 | | | | | |
| <u>VERY/SMWT CONVINCING</u> | 49 | 50 | 48 | 40 | 54 | 60 | 46 | 51 | 41 | 45 | 62 | 40 | 52 | 48 | 51 | 49 | | | | | |
| Very convincing | 25 | 26 | 23 | 17 | 31 | 29 | 26 | 29 | 21 | 25 | 35 | 14 | 17 | 23 | 28 | 25 | | | | | |
| Somewhat convincing | 24 | 23 | 25 | 23 | 23 | 31 | 20 | 22 | 20 | 20 | 27 | 26 | 34 | 25 | 23 | 24 | | | | | |
| <u>NOT CONVINCING</u> | 31 | 31 | 31 | 37 | 35 | 26 | 24 | 30 | 37 | 36 | 27 | 31 | 24 | 34 | 28 | 28 | | | | | |
| Not convincing | 31 | 31 | 31 | 37 | 35 | 26 | 24 | 30 | 37 | 36 | 27 | 31 | 24 | 34 | 28 | 28 | | | | | |
| <u>DON'T BELIEVE/DK/NA</u> | 20 | 20 | 21 | 22 | 11 | 14 | 30 | 20 | 22 | 19 | 11 | 30 | 25 | 18 | 21 | 23 | | | | | |
| Don't believe | 18 | 18 | 17 | 19 | 10 | 14 | 28 | 18 | 20 | 16 | 8 | 22 | 20 | 15 | 17 | 22 | | | | | |
| DK/NA | 3 | 2 | 4 | 3 | 1 | 0 | 2 | 2 | 2 | 3 | 3 | 8 | 5 | 3 | 4 | 1 | | | | | |

Table 54: Q10b. Here are some statements in OPPOSITION to the proposed measure. After hearing each one please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote NO on the measure. : (OPERATION COSTS) The astronomical costs of operating SMART are not worth the returns. It would be much more worthwhile to invest the funds in better roads, bridges and infrastructure to reduce traffic

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|------------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 124 | 90 | 30 | 63 | 214 | 94 | 13 | 104 | 17 | 58 | 90 | 165 | 156 | 64 | 150 | 26 | 87 | 169 | 85 |
| <u>VERY/SMWT CONVINCING</u> | 41 | 24 | 45 | 54 | 67 | 33 | 63 | 32 | 43 | 20 | 37 | 30 | 32 | 51 | 31 | 34 | 60 | 26 | 27 | 72 |
| Very convincing | 17 | 4 | 17 | 15 | 43 | 10 | 34 | 13 | 16 | 4 | 12 | 6 | 8 | 26 | 11 | 9 | 48 | 6 | 7 | 46 |
| Somewhat convincing | 25 | 20 | 28 | 39 | 23 | 23 | 28 | 20 | 27 | 16 | 25 | 24 | 23 | 25 | 20 | 25 | 12 | 20 | 21 | 26 |
| <u>NOT CONVINCING</u> | 35 | 44 | 36 | 34 | 13 | 41 | 20 | 37 | 37 | 24 | 41 | 40 | 39 | 30 | 39 | 39 | 25 | 39 | 43 | 20 |
| Not convincing | 35 | 44 | 36 | 34 | 13 | 41 | 20 | 37 | 37 | 24 | 41 | 40 | 39 | 30 | 39 | 39 | 25 | 39 | 43 | 20 |
| <u>DON'T BELIEVE/DK/NA</u> | 24 | 32 | 19 | 12 | 20 | 27 | 17 | 31 | 20 | 56 | 22 | 30 | 30 | 18 | 30 | 27 | 16 | 35 | 29 | 8 |
| Don't believe | 21 | 30 | 16 | 8 | 16 | 24 | 13 | 24 | 17 | 56 | 22 | 26 | 28 | 14 | 30 | 24 | 12 | 33 | 25 | 8 |
| DK/NA | 3 | 3 | 2 | 4 | 4 | 3 | 4 | 7 | 3 | 0 | 0 | 4 | 2 | 4 | 0 | 4 | 3 | 2 | 4 | 0 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 223 | 90 | 7 | 203 | 99 | 19 | 173 | 64 | 84 | 30 | 26 | 31 | 205 | 93 | 248 | 38 | 53 | | |
| <u>VERY/SMWT CONVINCING</u> | 41 | 31 | 66 | 62 | 29 | 65 | 48 | 27 | 67 | 51 | 38 | 40 | 58 | 45 | 29 | 41 | 50 | 45 | | |
| Very convincing | 17 | 7 | 40 | 36 | 8 | 37 | 11 | 6 | 40 | 21 | 7 | 18 | 36 | 17 | 15 | 15 | 25 | 25 | | |
| Somewhat convincing | 25 | 24 | 25 | 26 | 22 | 28 | 38 | 21 | 27 | 30 | 31 | 21 | 22 | 29 | 14 | 26 | 25 | 20 | | |
| <u>NOT CONVINCING</u> | 35 | 42 | 17 | 15 | 44 | 18 | 26 | 45 | 19 | 25 | 36 | 34 | 18 | 35 | 35 | 36 | 23 | 26 | | |
| Not convincing | 35 | 42 | 17 | 15 | 44 | 18 | 26 | 45 | 19 | 25 | 36 | 34 | 18 | 35 | 35 | 36 | 23 | 26 | | |
| <u>DON'T BELIEVE/DK/NA</u> | 24 | 27 | 17 | 23 | 27 | 17 | 26 | 28 | 14 | 24 | 26 | 26 | 24 | 19 | 36 | 23 | 27 | 29 | | |
| Don't believe | 21 | 24 | 13 | 11 | 24 | 14 | 17 | 25 | 9 | 22 | 26 | 26 | 24 | 17 | 33 | 21 | 16 | 20 | | |
| DK/NA | 3 | 2 | 4 | 12 | 3 | 3 | 8 | 3 | 5 | 2 | 0 | 0 | 0 | 2 | 3 | 2 | 10 | 9 | | |

Table 54: Q10b. Here are some statements in OPPOSITION to the proposed measure. After hearing each one please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote NO on the measure. : (OPERATION COSTS) The astronomical costs of operating SMART are not worth the returns. It would be much more worthwhile to invest the funds in better roads, bridges and infrastructure to reduce traffic

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 16 | 94 | 99 | 101 | 110 | 201 | 58 | 94 | 100 | 266 | 247 | 217 | 187 | 131 | 321 | 0 |
| <u>VERY/SMWT CONVINCING</u> | 41 | 63 | 45 | 38 | 36 | 47 | 37 | 48 | 34 | 38 | 37 | 36 | 37 | 37 | 39 | 41 | 0 |
| Very convincing | 17 | 40 | 16 | 16 | 15 | 20 | 16 | 17 | 13 | 14 | 15 | 14 | 14 | 15 | 18 | 17 | 0 |
| Somewhat convincing | 25 | 23 | 28 | 22 | 20 | 27 | 21 | 31 | 22 | 24 | 23 | 22 | 23 | 21 | 22 | 25 | 0 |
| <u>NOT CONVINCING</u> | 35 | 5 | 32 | 39 | 39 | 28 | 39 | 28 | 44 | 30 | 38 | 40 | 40 | 42 | 40 | 35 | 0 |
| Not convincing | 35 | 5 | 32 | 39 | 39 | 28 | 39 | 28 | 44 | 30 | 38 | 40 | 40 | 42 | 40 | 35 | 0 |
| <u>DON'T BELIEVE/DK/NA</u> | 24 | 33 | 24 | 23 | 26 | 25 | 24 | 24 | 22 | 32 | 25 | 24 | 23 | 21 | 21 | 24 | 0 |
| Don't believe | 21 | 33 | 19 | 22 | 21 | 21 | 21 | 22 | 19 | 29 | 22 | 21 | 19 | 17 | 17 | 21 | 0 |
| DK/NA | 3 | 0 | 5 | 1 | 5 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 0 | |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | |
|------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 81 | 63 | 50 | 147 | 174 | 114 | 114 | 52 | 22 | 10 | 47 | 77 |
| <u>VERY/SMWT CONVINCING</u> | 41 | 45 | 38 | 34 | 50 | 55 | 37 | 40 | 43 | 42 | 46 | 38 | 40 | 43 | 42 | 34 | 38 | 41 | 68 | 42 | 51 |
| Very convincing | 17 | 16 | 17 | 11 | 23 | 28 | 15 | 15 | 17 | 17 | 21 | 15 | 16 | 18 | 18 | 10 | 11 | 22 | 29 | 17 | 27 |
| Somewhat convincing | 25 | 28 | 21 | 23 | 27 | 28 | 22 | 25 | 27 | 25 | 24 | 23 | 24 | 25 | 24 | 23 | 26 | 19 | 39 | 26 | 24 |
| <u>NOT CONVINCING</u> | 35 | 31 | 38 | 43 | 19 | 28 | 23 | 35 | 26 | 37 | 35 | 46 | 28 | 40 | 40 | 45 | 39 | 36 | 20 | 24 | 25 |
| Not convincing | 35 | 31 | 38 | 43 | 19 | 28 | 23 | 35 | 26 | 37 | 35 | 46 | 28 | 40 | 40 | 45 | 39 | 36 | 20 | 24 | 25 |
| <u>DON'T BELIEVE/DK/NA</u> | 24 | 24 | 24 | 23 | 31 | 17 | 41 | 25 | 31 | 21 | 19 | 16 | 32 | 17 | 18 | 22 | 23 | 23 | 12 | 34 | 24 |
| Don't believe | 21 | 23 | 19 | 19 | 28 | 17 | 38 | 20 | 31 | 18 | 14 | 12 | 30 | 13 | 13 | 17 | 20 | 23 | 12 | 28 | 24 |
| DK/NA | 3 | 2 | 5 | 4 | 3 | 0 | 3 | 5 | 0 | 3 | 5 | 4 | 2 | 4 | 4 | 5 | 4 | 0 | 0 | 5 | 0 |

Table 54: Q10b. Here are some statements in OPPOSITION to the proposed measure. After hearing each one please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote NO on the measure. : (OPERATION COSTS) The astronomical costs of operating SMART are not worth the returns. It would be much more worthwhile to invest the funds in better roads, bridges and infrastructure to reduce traffic

| | GENDER BY AGE | | | | PARTY BY GENDER | | | | PARTY BY AGE | | | | GENDER BY EDUCATION | | | | | | | | |
|------------------------------------|---------------|-----------|-----------|-------------|-----------------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|---------------------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 67 | 87 | 79 | 87 | 81 | 110 | 41 | 37 | 33 | 18 | 84 | 108 | 47 | 31 | 17 | 34 | 53 | 56 | 95 | 106 |
| <u>VERY/SMWT CONVINCING</u> | 41 | 46 | 43 | 34 | 42 | 39 | 30 | 45 | 55 | 58 | 51 | 32 | 36 | 53 | 46 | 44 | 61 | 50 | 43 | 39 | 35 |
| Very convincing | 17 | 12 | 20 | 19 | 16 | 16 | 8 | 10 | 38 | 27 | 29 | 10 | 13 | 24 | 21 | 21 | 31 | 19 | 21 | 16 | 16 |
| Somewhat convincing | 25 | 35 | 23 | 14 | 26 | 23 | 22 | 36 | 16 | 31 | 22 | 22 | 23 | 28 | 24 | 22 | 30 | 31 | 22 | 23 | 20 |
| <u>NOT CONVINCING</u> | 35 | 21 | 39 | 34 | 42 | 40 | 45 | 15 | 24 | 28 | 28 | 35 | 48 | 15 | 26 | 26 | 29 | 27 | 29 | 34 | 43 |
| Not convincing | 35 | 21 | 39 | 34 | 42 | 40 | 45 | 15 | 24 | 28 | 28 | 35 | 48 | 15 | 26 | 26 | 29 | 27 | 29 | 34 | 43 |
| <u>DON'T BELIEVE/DK/NA</u> | 24 | 33 | 18 | 32 | 16 | 21 | 25 | 40 | 21 | 14 | 22 | 32 | 16 | 32 | 28 | 30 | 10 | 23 | 28 | 27 | 22 |
| Don't believe | 21 | 33 | 15 | 28 | 11 | 21 | 18 | 33 | 21 | 14 | 22 | 28 | 12 | 32 | 20 | 30 | 10 | 19 | 23 | 26 | 17 |
| DK/NA | 3 | 0 | 3 | 4 | 5 | 0 | 7 | 6 | 0 | 0 | 0 | 4 | 4 | 0 | 8 | 0 | 0 | 3 | 4 | 1 | 5 |

| | COUNTY | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | |
|------------------------------------|-----------|-----------------------------------|-----------|-----------|-----------|-----------|----------------------------------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| Column n-Size | 321 | 205 | 116 | 45 | 43 | 33 | 41 | 43 | 23 | 26 | 26 | 20 | 22 | 124 | 96 | 101 |
| <u>VERY/SMWT CONVINCING</u> | 41 | 36 | 51 | 28 | 41 | 31 | 34 | 44 | 59 | 62 | 47 | 41 | 44 | 40 | 40 | 44 |
| Very convincing | 17 | 16 | 19 | 17 | 21 | 11 | 12 | 16 | 26 | 12 | 21 | 12 | 23 | 15 | 18 | 18 |
| Somewhat convincing | 25 | 20 | 32 | 11 | 19 | 21 | 22 | 29 | 33 | 50 | 26 | 28 | 21 | 25 | 23 | 26 |
| <u>NOT CONVINCING</u> | 35 | 37 | 31 | 41 | 38 | 39 | 37 | 29 | 27 | 28 | 40 | 22 | 33 | 38 | 33 | 32 |
| Not convincing | 35 | 37 | 31 | 41 | 38 | 39 | 37 | 29 | 27 | 28 | 40 | 22 | 33 | 38 | 33 | 32 |
| <u>DON'T BELIEVE/DK/NA</u> | 24 | 27 | 18 | 32 | 21 | 29 | 29 | 26 | 14 | 10 | 13 | 37 | 23 | 22 | 27 | 24 |
| Don't believe | 21 | 24 | 16 | 23 | 21 | 29 | 22 | 24 | 14 | 7 | 8 | 33 | 23 | 16 | 26 | 22 |
| DK/NA | 3 | 4 | 2 | 9 | 0 | 0 | 6 | 2 | 0 | 3 | 5 | 4 | 0 | 5 | 1 | 2 |

Table 55: Q10c. Here are some statements in OPPOSITION to the proposed measure. After hearing each one please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote NO on the measure. : (HIGHER PRIORITIES) The North Bay has higher priorities for our local tax dollars than SMART – like dealing with housing costs, homelessness, wildfire prevention and the increase in crime

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|------------------------------------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-------------|-----------|-----------|-----------|------------------|-----------|-----------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 124 | 90 | 30 | 63 | 214 | 94 | 13 | 104 | 17 | 58 | 90 | 165 | 156 | 64 | 150 | 26 | 87 | 169 | 85 |
| <u>VERY/SMWT CONVINCING</u> | 61 | 48 | 64 | 65 | 85 | 55 | 78 | 45 | 61 | 57 | 49 | 63 | 57 | 65 | 51 | 54 | 70 | 46 | 51 | 78 |
| Very convincing | 23 | 9 | 22 | 34 | 52 | 14 | 46 | 0 | 19 | 21 | 12 | 21 | 18 | 28 | 13 | 17 | 48 | 6 | 10 | 49 |
| Somewhat convincing | 38 | 40 | 42 | 31 | 33 | 41 | 32 | 45 | 43 | 36 | 38 | 41 | 39 | 37 | 38 | 37 | 22 | 39 | 41 | 29 |
| <u>NOT CONVINCING</u> | 28 | 38 | 30 | 23 | 9 | 35 | 13 | 22 | 29 | 29 | 36 | 27 | 30 | 25 | 36 | 33 | 22 | 33 | 34 | 15 |
| Not convincing | 28 | 38 | 30 | 23 | 9 | 35 | 13 | 22 | 29 | 29 | 36 | 27 | 30 | 25 | 36 | 33 | 22 | 33 | 34 | 15 |
| <u>DON'T BELIEVE/DK/NA</u> | 11 | 14 | 6 | 13 | 6 | 11 | 8 | 33 | 9 | 14 | 15 | 10 | 12 | 10 | 12 | 13 | 8 | 21 | 14 | 7 |
| Don't believe | 10 | 14 | 6 | 13 | 2 | 11 | 6 | 33 | 9 | 14 | 15 | 10 | 12 | 8 | 12 | 13 | 8 | 21 | 14 | 7 |
| DK/NA | 1 | 0 | 0 | 0 | 4 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |

| | Q9 VOTE AFTER POSITIVES | | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | |
|------------------------------------|-------------------------|-----------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|-----------|------------|-----------|-----------|---------------|-----------|--------------------|-----------|-----------|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 321 | 223 | 90 | 7 | 203 | 99 | 19 | 173 | 64 | 84 | 30 | 26 | 31 | 205 | 93 | 248 | 38 | 53 |
| <u>VERY/SMWT CONVINCING</u> | 61 | 53 | 78 | 90 | 52 | 77 | 75 | 51 | 81 | 67 | 61 | 57 | 65 | 59 | 70 | 60 | 78 | 69 |
| Very convincing | 23 | 14 | 45 | 19 | 14 | 42 | 20 | 11 | 50 | 27 | 23 | 27 | 27 | 20 | 27 | 24 | 18 | 16 |
| Somewhat convincing | 38 | 40 | 33 | 71 | 39 | 35 | 55 | 40 | 31 | 41 | 38 | 31 | 39 | 38 | 43 | 36 | 60 | 53 |
| <u>NOT CONVINCING</u> | 28 | 34 | 15 | 10 | 36 | 13 | 21 | 38 | 10 | 21 | 21 | 24 | 22 | 30 | 22 | 31 | 13 | 17 |
| Not convincing | 28 | 34 | 15 | 10 | 36 | 13 | 21 | 38 | 10 | 21 | 21 | 24 | 22 | 30 | 22 | 31 | 13 | 17 |
| <u>DON'T BELIEVE/DK/NA</u> | 11 | 13 | 7 | 0 | 12 | 10 | 4 | 11 | 9 | 12 | 18 | 19 | 13 | 12 | 8 | 10 | 9 | 14 |
| Don't believe | 10 | 13 | 5 | 0 | 12 | 8 | 0 | 11 | 6 | 11 | 18 | 19 | 13 | 12 | 8 | 10 | 4 | 10 |
| DK/NA | 1 | 0 | 3 | 0 | 0 | 2 | 4 | 0 | 3 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 5 | 3 |

Table 55: Q10c. Here are some statements in OPPOSITION to the proposed measure. After hearing each one please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote NO on the measure. : (HIGHER PRIORITIES) The North Bay has higher priorities for our local tax dollars than SMART – like dealing with housing costs, homelessness, wildfire prevention and the increase in crime

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 16 | 94 | 99 | 101 | 110 | 201 | 58 | 94 | 100 | 266 | 247 | 217 | 187 | 131 | 321 | 0 |
| <u>VERY/SMWT CONVINCING</u> | 61 | 76 | 65 | 55 | 62 | 66 | 58 | 57 | 60 | 55 | 60 | 59 | 60 | 58 | 62 | 61 | 0 |
| Very convincing | 23 | 31 | 27 | 17 | 25 | 28 | 21 | 18 | 20 | 25 | 21 | 21 | 20 | 20 | 21 | 23 | 0 |
| Somewhat convincing | 38 | 45 | 37 | 38 | 37 | 38 | 38 | 39 | 40 | 30 | 38 | 39 | 39 | 39 | 41 | 38 | 0 |
| <u>NOT CONVINCING</u> | 28 | 17 | 28 | 27 | 31 | 26 | 29 | 28 | 31 | 30 | 28 | 29 | 28 | 30 | 25 | 28 | 0 |
| Not convincing | 28 | 17 | 28 | 27 | 31 | 26 | 29 | 28 | 31 | 30 | 28 | 29 | 28 | 30 | 25 | 28 | 0 |
| <u>DON'T BELIEVE/DK/NA</u> | 11 | 7 | 7 | 18 | 8 | 7 | 13 | 15 | 9 | 14 | 13 | 12 | 12 | 12 | 13 | 11 | 0 |
| Don't believe | 10 | 7 | 6 | 17 | 8 | 6 | 12 | 15 | 9 | 13 | 12 | 11 | 11 | 11 | 11 | 10 | 0 |
| DK/NA | 1 | 0 | 2 | 1 | 0 | 2 | 0 | 0 | 0 | 2 | 1 | 1 | 1 | 2 | 1 | 0 | |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | |
|------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 81 | 63 | 50 | 147 | 174 | 114 | 114 | 52 | 22 | 10 | 47 | 77 |
| <u>VERY/SMWT CONVINCING</u> | 61 | 55 | 67 | 61 | 60 | 64 | 72 | 59 | 58 | 50 | 70 | 65 | 60 | 62 | 68 | 63 | 61 | 56 | 67 | 53 | 65 |
| Very convincing | 23 | 22 | 23 | 19 | 25 | 33 | 38 | 15 | 23 | 20 | 25 | 18 | 23 | 22 | 22 | 18 | 17 | 17 | 46 | 20 | 33 |
| Somewhat convincing | 38 | 32 | 44 | 42 | 35 | 31 | 35 | 43 | 35 | 30 | 45 | 47 | 37 | 40 | 46 | 44 | 44 | 39 | 21 | 33 | 32 |
| <u>NOT CONVINCING</u> | 28 | 32 | 24 | 32 | 23 | 19 | 15 | 37 | 26 | 35 | 23 | 27 | 27 | 28 | 25 | 32 | 36 | 27 | 12 | 24 | 20 |
| Not convincing | 28 | 32 | 24 | 32 | 23 | 19 | 15 | 37 | 26 | 35 | 23 | 27 | 27 | 28 | 25 | 32 | 36 | 27 | 12 | 24 | 20 |
| <u>DON'T BELIEVE/DK/NA</u> | 11 | 13 | 9 | 7 | 17 | 17 | 13 | 4 | 16 | 15 | 7 | 8 | 12 | 10 | 7 | 5 | 3 | 17 | 21 | 23 | 15 |
| Don't believe | 10 | 12 | 9 | 7 | 14 | 17 | 13 | 4 | 16 | 15 | 7 | 4 | 12 | 8 | 6 | 5 | 3 | 17 | 21 | 18 | 15 |
| DK/NA | 1 | 2 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 1 | 0 | 4 | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 5 | 0 |

Table 55: Q10c. Here are some statements in OPPOSITION to the proposed measure. After hearing each one please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote NO on the measure. : (HIGHER PRIORITIES) The North Bay has higher priorities for our local tax dollars than SMART – like dealing with housing costs, homelessness, wildfire prevention and the increase in crime

| | GENDER BY AGE | | | | PARTY BY GENDER | | | | PARTY BY AGE | | | | GENDER BY EDUCATION | | | | | | | | |
|------------------------------------|---------------|-----------------------------------|-----------|-------------|-----------------|-----------|----------------------------------|-----------|--------------|-----------|-----------|--------------|---------------------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 67 | 87 | 79 | 87 | 81 | 110 | 41 | 37 | 33 | 18 | 84 | 108 | 47 | 31 | 17 | 34 | 53 | 56 | 95 | 106 |
| <u>VERY/SMWT CONVINCING</u> | 61 | 52 | 57 | 66 | 67 | 56 | 64 | 43 | 79 | 68 | 57 | 60 | 61 | 60 | 61 | 60 | 66 | 60 | 72 | 52 | 64 |
| Very convincing | 23 | 21 | 24 | 25 | 21 | 21 | 17 | 17 | 33 | 32 | 33 | 26 | 14 | 23 | 27 | 13 | 43 | 32 | 23 | 18 | 23 |
| Somewhat convincing | 38 | 31 | 33 | 42 | 47 | 34 | 47 | 26 | 46 | 36 | 24 | 34 | 47 | 37 | 34 | 48 | 23 | 28 | 49 | 34 | 41 |
| <u>NOT CONVINCING</u> | 28 | 34 | 30 | 23 | 26 | 39 | 28 | 35 | 10 | 11 | 34 | 30 | 34 | 28 | 15 | 12 | 23 | 29 | 24 | 33 | 25 |
| Not convincing | 28 | 34 | 30 | 23 | 26 | 39 | 28 | 35 | 10 | 11 | 34 | 30 | 34 | 28 | 15 | 12 | 23 | 29 | 24 | 33 | 25 |
| <u>DON'T BELIEVE/DK/NA</u> | 11 | 14 | 13 | 11 | 7 | 6 | 8 | 23 | 11 | 21 | 9 | 9 | 5 | 12 | 24 | 28 | 11 | 11 | 4 | 15 | 10 |
| Don't believe | 10 | 14 | 10 | 11 | 7 | 6 | 8 | 16 | 11 | 21 | 9 | 9 | 5 | 12 | 16 | 28 | 11 | 8 | 4 | 15 | 10 |
| DK/NA | 1 | 0 | 3 | 0 | 0 | 0 | 0 | 6 | 0 | 0 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 3 | 0 | 1 | 0 |
| | COUNTY | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 205 | 116 | 45 | 43 | 33 | 41 | 43 | 23 | 26 | 26 | 20 | 22 | 124 | 96 | 101 | | | | | |
| <u>VERY/SMWT CONVINCING</u> | 61 | 65 | 55 | 51 | 67 | 52 | 76 | 76 | 48 | 60 | 60 | 55 | 52 | 58 | 59 | 68 | | | | | |
| Very convincing | 23 | 23 | 23 | 15 | 27 | 19 | 17 | 33 | 33 | 25 | 23 | 9 | 23 | 20 | 22 | 28 | | | | | |
| Somewhat convincing | 38 | 42 | 32 | 36 | 39 | 32 | 59 | 42 | 15 | 35 | 37 | 46 | 29 | 38 | 37 | 40 | | | | | |
| <u>NOT CONVINCING</u> | 28 | 25 | 33 | 31 | 22 | 33 | 21 | 19 | 32 | 32 | 36 | 28 | 37 | 30 | 30 | 22 | | | | | |
| Not convincing | 28 | 25 | 33 | 31 | 22 | 33 | 21 | 19 | 32 | 32 | 36 | 28 | 37 | 30 | 30 | 22 | | | | | |
| <u>DON'T BELIEVE/DK/NA</u> | 11 | 11 | 11 | 18 | 12 | 15 | 3 | 6 | 20 | 8 | 4 | 17 | 10 | 12 | 11 | 10 | | | | | |
| Don't believe | 10 | 10 | 11 | 14 | 12 | 15 | 3 | 6 | 20 | 6 | 4 | 17 | 10 | 10 | 11 | 10 | | | | | |
| DK/NA | 1 | 1 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 2 | 0 | 0 | | | | | |

Table 56: Q10d. Here are some statements in OPPOSITION to the proposed measure. After hearing each one please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote NO on the measure. : (NO RIDERS) More and more people are shifting to working from home all or most days of the week, including at some of the Bay Area's biggest companies. Even though SMART's ridership is higher than before the pandemic, it is lower than the original ridership studies for the system. We should not continue to subsidize a rail line that people do not want to ride

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|------------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 119 | 86 | 27 | 72 | 206 | 99 | 16 | 103 | 24 | 60 | 70 | 154 | 165 | 65 | 150 | 28 | 99 | 177 | 92 |
| <u>VERY/SMWT CONVINCING</u> | 41 | 20 | 39 | 71 | 68 | 28 | 69 | 32 | 38 | 43 | 29 | 32 | 32 | 48 | 21 | 27 | 48 | 18 | 27 | 61 |
| Very convincing | 17 | 7 | 6 | 38 | 40 | 6 | 40 | 15 | 7 | 21 | 7 | 8 | 9 | 24 | 5 | 9 | 27 | 5 | 9 | 29 |
| Somewhat convincing | 24 | 13 | 33 | 33 | 28 | 21 | 29 | 16 | 31 | 22 | 22 | 24 | 23 | 24 | 16 | 18 | 21 | 13 | 18 | 32 |
| <u>NOT CONVINCING</u> | 39 | 54 | 44 | 20 | 14 | 50 | 16 | 35 | 42 | 33 | 42 | 52 | 45 | 32 | 47 | 49 | 29 | 54 | 51 | 21 |
| Not convincing | 39 | 54 | 44 | 20 | 14 | 50 | 16 | 35 | 42 | 33 | 42 | 52 | 45 | 32 | 47 | 49 | 29 | 54 | 51 | 21 |
| <u>DON'T BELIEVE/DK/NA</u> | 21 | 26 | 17 | 8 | 18 | 22 | 15 | 34 | 20 | 24 | 29 | 16 | 23 | 19 | 33 | 24 | 23 | 28 | 22 | 18 |
| Don't believe | 17 | 23 | 16 | 5 | 10 | 20 | 9 | 24 | 17 | 24 | 28 | 12 | 20 | 14 | 28 | 21 | 19 | 26 | 20 | 13 |
| DK/NA | 4 | 3 | 2 | 3 | 8 | 2 | 7 | 10 | 3 | 0 | 2 | 4 | 3 | 6 | 4 | 3 | 4 | 2 | 3 | 5 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 220 | 84 | 17 | 206 | 93 | 22 | 183 | 74 | 64 | 24 | 23 | 18 | 197 | 100 | 231 | 38 | 56 | | |
| <u>VERY/SMWT CONVINCING</u> | 41 | 29 | 71 | 39 | 27 | 69 | 47 | 24 | 73 | 49 | 50 | 48 | 57 | 43 | 34 | 38 | 35 | 42 | | |
| Very convincing | 17 | 8 | 40 | 18 | 7 | 38 | 23 | 5 | 41 | 25 | 25 | 24 | 30 | 17 | 17 | 14 | 16 | 21 | | |
| Somewhat convincing | 24 | 21 | 31 | 22 | 20 | 31 | 24 | 20 | 32 | 25 | 26 | 23 | 28 | 27 | 17 | 24 | 19 | 22 | | |
| <u>NOT CONVINCING</u> | 39 | 49 | 13 | 29 | 52 | 12 | 29 | 53 | 12 | 28 | 35 | 41 | 11 | 39 | 41 | 43 | 35 | 36 | | |
| Not convincing | 39 | 49 | 13 | 29 | 52 | 12 | 29 | 53 | 12 | 28 | 35 | 41 | 11 | 39 | 41 | 43 | 35 | 36 | | |
| <u>DON'T BELIEVE/DK/NA</u> | 21 | 22 | 16 | 32 | 21 | 19 | 24 | 23 | 14 | 23 | 15 | 11 | 32 | 18 | 24 | 19 | 30 | 22 | | |
| Don't believe | 17 | 19 | 11 | 11 | 19 | 13 | 12 | 20 | 11 | 14 | 12 | 7 | 26 | 14 | 21 | 15 | 30 | 22 | | |
| DK/NA | 4 | 3 | 5 | 21 | 3 | 5 | 12 | 3 | 4 | 8 | 3 | 3 | 5 | 4 | 3 | 4 | 0 | 0 | | |

Table 56: Q10d. Here are some statements in OPPOSITION to the proposed measure. After hearing each one please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote NO on the measure. : (NO RIDERS) More and more people are shifting to working from home all or most days of the week, including at some of the Bay Area's biggest companies. Even though SMART's ridership is higher than before the pandemic, it is lower than the original ridership studies for the system. We should not continue to subsidize a rail line that people do not want to ride

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 15 | 89 | 105 | 95 | 104 | 201 | 68 | 80 | 108 | 274 | 248 | 217 | 175 | 122 | 0 | 321 |
| <u>VERY/SMWT CONVINCING</u> | 41 | 35 | 38 | 44 | 38 | 37 | 41 | 34 | 40 | 39 | 41 | 38 | 39 | 42 | 41 | 0 | 41 |
| Very convincing | 17 | 20 | 14 | 15 | 18 | 15 | 16 | 12 | 15 | 16 | 17 | 14 | 14 | 16 | 17 | 0 | 17 |
| Somewhat convincing | 24 | 15 | 23 | 29 | 20 | 22 | 24 | 21 | 25 | 24 | 24 | 24 | 25 | 26 | 24 | 0 | 24 |
| <u>NOT CONVINCING</u> | 39 | 40 | 41 | 34 | 46 | 41 | 40 | 45 | 44 | 37 | 38 | 41 | 39 | 41 | 41 | 0 | 39 |
| Not convincing | 39 | 40 | 41 | 34 | 46 | 41 | 40 | 45 | 44 | 37 | 38 | 41 | 39 | 41 | 41 | 0 | 39 |
| <u>DON'T BELIEVE/DK/NA</u> | 21 | 25 | 21 | 23 | 16 | 22 | 20 | 21 | 16 | 24 | 20 | 21 | 22 | 17 | 18 | 0 | 21 |
| Don't believe | 17 | 25 | 16 | 18 | 13 | 17 | 16 | 18 | 12 | 18 | 16 | 16 | 16 | 12 | 14 | 0 | 17 |
| DK/NA | 4 | 0 | 5 | 5 | 3 | 4 | 4 | 3 | 3 | 6 | 5 | 5 | 5 | 5 | 4 | 0 | 4 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 80 | 65 | 48 | 151 | 170 | 114 | 122 | 46 | 21 | 14 | 59 | 59 |
| <u>VERY/SMWT CONVINCING</u> | 41 | 42 | 39 | 37 | 44 | 48 | 32 | 38 | 48 | 35 | 45 | 47 | 39 | 42 | 46 | 38 | 40 | 39 | 62 | 43 | 40 |
| Very convincing | 17 | 19 | 15 | 14 | 21 | 22 | 14 | 7 | 21 | 16 | 20 | 21 | 15 | 19 | 21 | 16 | 12 | 17 | 51 | 23 | 9 |
| Somewhat convincing | 24 | 23 | 23 | 23 | 22 | 26 | 17 | 30 | 26 | 19 | 25 | 26 | 24 | 23 | 25 | 22 | 28 | 22 | 11 | 20 | 30 |
| <u>NOT CONVINCING</u> | 39 | 36 | 41 | 44 | 36 | 22 | 35 | 44 | 35 | 37 | 39 | 41 | 38 | 39 | 40 | 42 | 50 | 31 | 9 | 35 | 35 |
| Not convincing | 39 | 36 | 41 | 44 | 36 | 22 | 35 | 44 | 35 | 37 | 39 | 41 | 38 | 39 | 40 | 42 | 50 | 31 | 9 | 35 | 35 |
| <u>DON'T BELIEVE/DK/NA</u> | 21 | 22 | 20 | 18 | 21 | 29 | 33 | 18 | 17 | 27 | 16 | 11 | 23 | 19 | 14 | 20 | 9 | 30 | 29 | 22 | 25 |
| Don't believe | 17 | 18 | 15 | 16 | 16 | 18 | 29 | 14 | 12 | 21 | 13 | 11 | 18 | 16 | 12 | 18 | 9 | 16 | 15 | 16 | 22 |
| DK/NA | 4 | 4 | 5 | 2 | 4 | 12 | 4 | 4 | 6 | 6 | 4 | 0 | 5 | 3 | 2 | 2 | 0 | 14 | 14 | 6 | 4 |

Table 56: Q10d. Here are some statements in OPPOSITION to the proposed measure. After hearing each one please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote NO on the measure. : (NO RIDERS) More and more people are shifting to working from home all or most days of the week, including at some of the Bay Area's biggest companies. Even though SMART's ridership is higher than before the pandemic, it is lower than the original ridership studies for the system. We should not continue to subsidize a rail line that people do not want to ride

| | GENDER BY AGE | | | | PARTY BY GENDER | | | | PARTY BY AGE | | | | GENDER BY EDUCATION | | | | | | | | |
|------------------------------------|---------------|-----------------------------------|-----------|-------------|-----------------|-----------|----------------------------------|-----------|--------------|-----------|-----------|--------------|---------------------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 76 | 78 | 75 | 91 | 80 | 112 | 45 | 33 | 30 | 20 | 86 | 106 | 43 | 35 | 22 | 28 | 52 | 51 | 95 | 105 |
| <u>VERY/SMWT CONVINCING</u> | 41 | 40 | 45 | 37 | 40 | 41 | 35 | 42 | 45 | 45 | 50 | 35 | 40 | 35 | 53 | 62 | 38 | 25 | 48 | 48 | 34 |
| Very convincing | 17 | 16 | 22 | 14 | 17 | 17 | 12 | 17 | 27 | 28 | 15 | 9 | 18 | 19 | 24 | 26 | 19 | 11 | 20 | 21 | 12 |
| Somewhat convincing | 24 | 24 | 22 | 24 | 23 | 24 | 23 | 25 | 18 | 18 | 35 | 26 | 22 | 16 | 29 | 36 | 18 | 14 | 28 | 27 | 22 |
| <u>NOT CONVINCING</u> | 39 | 36 | 35 | 41 | 41 | 38 | 48 | 39 | 31 | 25 | 20 | 44 | 44 | 38 | 33 | 17 | 27 | 44 | 40 | 34 | 44 |
| Not convincing | 39 | 36 | 35 | 41 | 41 | 38 | 48 | 39 | 31 | 25 | 20 | 44 | 44 | 38 | 33 | 17 | 27 | 44 | 40 | 34 | 44 |
| <u>DON'T BELIEVE/DK/NA</u> | 21 | 24 | 20 | 21 | 19 | 21 | 17 | 19 | 24 | 30 | 30 | 21 | 17 | 27 | 14 | 21 | 36 | 31 | 13 | 18 | 21 |
| Don't believe | 17 | 20 | 16 | 15 | 15 | 18 | 16 | 14 | 19 | 26 | 6 | 18 | 15 | 21 | 11 | 8 | 25 | 26 | 9 | 15 | 17 |
| DK/NA | 4 | 4 | 3 | 6 | 3 | 3 | 1 | 5 | 4 | 4 | 24 | 3 | 2 | 6 | 3 | 13 | 11 | 5 | 4 | 3 | 5 |
| | COUNTY | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 206 | 115 | 45 | 43 | 33 | 41 | 43 | 23 | 25 | 25 | 20 | 22 | 141 | 98 | 81 | | | | | |
| <u>VERY/SMWT CONVINCING</u> | 41 | 38 | 45 | 43 | 33 | 48 | 30 | 33 | 35 | 49 | 57 | 54 | 39 | 44 | 38 | | | | | | |
| Very convincing | 17 | 14 | 23 | 18 | 11 | 6 | 18 | 13 | 4 | 10 | 29 | 41 | 37 | 15 | 19 | 18 | | | | | |
| Somewhat convincing | 24 | 25 | 22 | 25 | 22 | 30 | 30 | 18 | 28 | 26 | 20 | 16 | 17 | 24 | 25 | 20 | | | | | |
| <u>NOT CONVINCING</u> | 39 | 37 | 42 | 35 | 50 | 30 | 34 | 33 | 49 | 52 | 40 | 27 | 38 | 41 | 39 | 34 | | | | | |
| Not convincing | 39 | 37 | 42 | 35 | 50 | 30 | 34 | 33 | 49 | 52 | 40 | 27 | 38 | 41 | 39 | 34 | | | | | |
| <u>DON'T BELIEVE/DK/NA</u> | 21 | 25 | 13 | 22 | 17 | 34 | 18 | 37 | 18 | 12 | 11 | 16 | 8 | 20 | 16 | 28 | | | | | |
| Don't believe | 17 | 20 | 10 | 16 | 10 | 31 | 18 | 31 | 15 | 12 | 11 | 5 | 6 | 16 | 13 | 22 | | | | | |
| DK/NA | 4 | 5 | 3 | 6 | 8 | 3 | 0 | 6 | 4 | 0 | 0 | 12 | 3 | 4 | 3 | 6 | | | | | |

Table 57: Q10e. Here are some statements in OPPOSITION to the proposed measure. After hearing each one please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote NO on the measure. : (FEDERAL/STATE FUNDS) In the past few years, both the state and federal government have issued massive infrastructure grants. We should see how much of those federal and state funds we can get for SMART before renewing the local sales tax

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|------------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|--------------|-------------|------------|-----------|-----------|------------------|-----------|--------------------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 321 | 119 | 86 | 27 | 72 | 206 | 99 | 16 | 103 | 24 | 60 | 70 | 154 | 165 | 65 | 150 | 28 | 99 | 177 | 92 |
| <u>VERY/SMWT CONVINCING</u> | 51 | 43 | 49 | 61 | 64 | 45 | 63 | 57 | 50 | 41 | 54 | 50 | 50 | 53 | 54 | 54 | 50 | 50 | 48 | 57 |
| Very convincing | 23 | 14 | 18 | 53 | 34 | 16 | 39 | 8 | 16 | 30 | 19 | 15 | 19 | 26 | 18 | 20 | 20 | 19 | 17 | 33 |
| Somewhat convincing | 29 | 29 | 30 | 8 | 30 | 30 | 24 | 49 | 33 | 10 | 35 | 36 | 31 | 26 | 35 | 34 | 30 | 31 | 31 | 24 |
| <u>NOT CONVINCING</u> | 34 | 44 | 36 | 30 | 20 | 40 | 23 | 17 | 33 | 50 | 29 | 40 | 37 | 31 | 37 | 34 | 33 | 31 | 37 | 28 |
| Not convincing | 34 | 44 | 36 | 30 | 20 | 40 | 23 | 17 | 33 | 50 | 29 | 40 | 37 | 31 | 37 | 34 | 33 | 31 | 37 | 28 |
| <u>DON'T BELIEVE/DK/NA</u> | 15 | 13 | 15 | 10 | 15 | 14 | 14 | 26 | 17 | 10 | 18 | 10 | 13 | 16 | 9 | 13 | 17 | 19 | 15 | 15 |
| Don't believe | 9 | 10 | 8 | 3 | 12 | 9 | 10 | 6 | 7 | 10 | 9 | 8 | 9 | 9 | 6 | 7 | 17 | 10 | 9 | 9 |
| DK/NA | 6 | 4 | 8 | 6 | 3 | 5 | 4 | 20 | 10 | 0 | 9 | 1 | 4 | 7 | 3 | 5 | 0 | 9 | 6 | 5 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 321 | 220 | 84 | 17 | 206 | 93 | 22 | 183 | 74 | 64 | 24 | 23 | 18 | 197 | 100 | 231 | 38 | 56 | | |
| <u>VERY/SMWT CONVINCING</u> | 51 | 48 | 62 | 44 | 47 | 60 | 60 | 44 | 63 | 58 | 71 | 65 | 45 | 51 | 53 | 51 | 48 | 49 | | |
| Very convincing | 23 | 17 | 39 | 10 | 15 | 36 | 37 | 13 | 39 | 31 | 37 | 32 | 26 | 19 | 26 | 21 | 26 | 25 | | |
| Somewhat convincing | 29 | 31 | 23 | 34 | 32 | 24 | 23 | 32 | 24 | 27 | 35 | 33 | 19 | 32 | 26 | 30 | 22 | 24 | | |
| <u>NOT CONVINCING</u> | 34 | 39 | 25 | 5 | 41 | 26 | 3 | 43 | 25 | 18 | 18 | 22 | 32 | 34 | 34 | 35 | 37 | 39 | | |
| Not convincing | 34 | 39 | 25 | 5 | 41 | 26 | 3 | 43 | 25 | 18 | 18 | 22 | 32 | 34 | 34 | 35 | 37 | 39 | | |
| <u>DON'T BELIEVE/DK/NA</u> | 15 | 12 | 13 | 51 | 13 | 14 | 36 | 13 | 12 | 24 | 10 | 13 | 23 | 15 | 13 | 14 | 15 | 12 | | |
| Don't believe | 9 | 8 | 10 | 16 | 8 | 9 | 13 | 8 | 10 | 8 | 7 | 7 | 4 | 9 | 7 | 9 | 7 | 6 | | |
| DK/NA | 6 | 5 | 3 | 35 | 4 | 5 | 23 | 4 | 1 | 15 | 3 | 6 | 18 | 5 | 6 | 5 | 9 | 6 | | |

Table 57: Q10e. Here are some statements in OPPOSITION to the proposed measure. After hearing each one please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote NO on the measure. : (FEDERAL/STATE FUNDS) In the past few years, both the state and federal government have issued massive infrastructure grants. We should see how much of those federal and state funds we can get for SMART before renewing the local sales tax

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 321 | 15 | 89 | 105 | 95 | 104 | 201 | 68 | 80 | 108 | 274 | 248 | 217 | 175 | 122 | 0 | 321 |
| <u>VERY/SMWT CONVINCING</u> | 51 | 61 | 50 | 49 | 54 | 51 | 51 | 53 | 49 | 50 | 53 | 53 | 52 | 51 | 48 | 0 | 51 |
| Very convincing | 23 | 36 | 18 | 25 | 20 | 21 | 23 | 22 | 16 | 25 | 21 | 20 | 20 | 21 | 22 | 0 | 23 |
| Somewhat convincing | 29 | 25 | 31 | 25 | 33 | 30 | 29 | 31 | 33 | 25 | 31 | 32 | 32 | 31 | 26 | 0 | 29 |
| <u>NOT CONVINCING</u> | 34 | 29 | 40 | 32 | 34 | 39 | 33 | 35 | 36 | 40 | 34 | 33 | 33 | 35 | 37 | 0 | 34 |
| Not convincing | 34 | 29 | 40 | 32 | 34 | 39 | 33 | 35 | 36 | 40 | 34 | 33 | 33 | 35 | 37 | 0 | 34 |
| <u>DON'T BELIEVE/DK/NA</u> | 15 | 10 | 10 | 19 | 12 | 10 | 16 | 12 | 16 | 10 | 13 | 14 | 15 | 13 | 15 | 0 | 15 |
| Don't believe | 9 | 0 | 7 | 11 | 8 | 6 | 9 | 7 | 14 | 3 | 8 | 9 | 9 | 7 | 8 | 0 | 9 |
| DK/NA | 6 | 10 | 3 | 8 | 4 | 4 | 7 | 5 | 2 | 7 | 5 | 5 | 6 | 6 | 7 | 0 | 6 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 321 | 154 | 166 | 192 | 78 | 51 | 41 | 41 | 45 | 80 | 65 | 48 | 151 | 170 | 114 | 122 | 46 | 21 | 14 | 59 | 59 |
| <u>VERY/SMWT CONVINCING</u> | 51 | 51 | 52 | 48 | 60 | 52 | 53 | 49 | 53 | 46 | 55 | 55 | 52 | 51 | 55 | 47 | 43 | 36 | 62 | 57 | 64 |
| Very convincing | 23 | 25 | 20 | 20 | 26 | 25 | 31 | 26 | 23 | 24 | 18 | 17 | 29 | 17 | 17 | 21 | 14 | 19 | 43 | 22 | 30 |
| Somewhat convincing | 29 | 26 | 32 | 28 | 33 | 26 | 22 | 23 | 30 | 22 | 38 | 38 | 23 | 34 | 38 | 26 | 29 | 17 | 19 | 35 | 34 |
| <u>NOT CONVINCING</u> | 34 | 36 | 32 | 38 | 28 | 25 | 32 | 35 | 35 | 41 | 27 | 30 | 34 | 34 | 28 | 39 | 41 | 21 | 22 | 27 | 31 |
| Not convincing | 34 | 36 | 32 | 38 | 28 | 25 | 32 | 35 | 35 | 41 | 27 | 30 | 34 | 34 | 28 | 39 | 41 | 21 | 22 | 27 | 31 |
| <u>DON'T BELIEVE/DK/NA</u> | 15 | 13 | 16 | 13 | 12 | 23 | 15 | 16 | 11 | 13 | 17 | 15 | 14 | 16 | 16 | 14 | 16 | 42 | 16 | 16 | 4 |
| Don't believe | 9 | 9 | 9 | 8 | 5 | 17 | 4 | 12 | 6 | 8 | 10 | 13 | 6 | 11 | 11 | 9 | 8 | 33 | 6 | 7 | 3 |
| DK/NA | 6 | 4 | 8 | 5 | 7 | 7 | 12 | 4 | 5 | 5 | 8 | 2 | 7 | 4 | 5 | 4 | 7 | 9 | 11 | 9 | 1 |

Table 57: Q10e. Here are some statements in OPPOSITION to the proposed measure. After hearing each one please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote NO on the measure. : (FEDERAL/STATE FUNDS) In the past few years, both the state and federal government have issued massive infrastructure grants. We should see how much of those federal and state funds we can get for SMART before renewing the local sales tax

| | GENDER BY AGE | | | | PARTY BY GENDER | | | | PARTY BY AGE | | | | GENDER BY EDUCATION | | | | | | | | |
|------------------------------------|---------------|-----------------------------------|-----------|-------------|-----------------|-----------|----------------------------------|-----------|--------------|-----------|-----------|--------------|---------------------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 321 | 76 | 78 | 75 | 91 | 80 | 112 | 45 | 33 | 30 | 20 | 86 | 106 | 43 | 35 | 22 | 28 | 52 | 51 | 95 | 105 |
| <u>VERY/SMWT CONVINCING</u> | 51 | 51 | 51 | 53 | 51 | 45 | 50 | 62 | 57 | 50 | 53 | 51 | 46 | 53 | 67 | 56 | 48 | 48 | 54 | 53 | 50 |
| Very convincing | 23 | 32 | 17 | 25 | 16 | 22 | 19 | 27 | 25 | 28 | 17 | 25 | 16 | 33 | 18 | 38 | 16 | 24 | 17 | 24 | 21 |
| Somewhat convincing | 29 | 19 | 34 | 28 | 35 | 23 | 31 | 35 | 31 | 21 | 35 | 25 | 30 | 20 | 49 | 19 | 33 | 24 | 38 | 28 | 29 |
| <u>NOT CONVINCING</u> | 34 | 36 | 36 | 32 | 32 | 42 | 36 | 33 | 22 | 25 | 27 | 36 | 40 | 31 | 25 | 32 | 19 | 39 | 40 | 35 | 31 |
| Not convincing | 34 | 36 | 36 | 32 | 32 | 42 | 36 | 33 | 22 | 25 | 27 | 36 | 40 | 31 | 25 | 32 | 19 | 39 | 40 | 35 | 31 |
| <u>DON'T BELIEVE/DK/NA</u> | 15 | 13 | 13 | 14 | 18 | 13 | 14 | 5 | 21 | 26 | 21 | 13 | 14 | 15 | 8 | 11 | 33 | 14 | 6 | 13 | 19 |
| Don't believe | 9 | 6 | 12 | 6 | 10 | 10 | 7 | 0 | 12 | 22 | 9 | 9 | 8 | 4 | 6 | 0 | 30 | 11 | 2 | 8 | 11 |
| DK/NA | 6 | 7 | 1 | 8 | 7 | 3 | 6 | 5 | 10 | 4 | 11 | 5 | 5 | 11 | 2 | 11 | 3 | 3 | 4 | 5 | 8 |
| | COUNTY | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 321 | 206 | 115 | 45 | 43 | 33 | 41 | 43 | 23 | 25 | 25 | 20 | 22 | 141 | 98 | 81 | | | | | |
| <u>VERY/SMWT CONVINCING</u> | 51 | 49 | 56 | 45 | 57 | 56 | 51 | 39 | 52 | 52 | 65 | 46 | 65 | 55 | 49 | 49 | | | | | |
| Very convincing | 23 | 21 | 26 | 17 | 27 | 32 | 18 | 12 | 26 | 18 | 47 | 16 | 19 | 23 | 22 | 22 | | | | | |
| Somewhat convincing | 29 | 28 | 30 | 27 | 30 | 24 | 33 | 26 | 27 | 34 | 18 | 29 | 45 | 32 | 27 | 27 | | | | | |
| <u>NOT CONVINCING</u> | 34 | 35 | 31 | 35 | 33 | 30 | 37 | 40 | 33 | 44 | 22 | 32 | 26 | 34 | 32 | 35 | | | | | |
| Not convincing | 34 | 35 | 31 | 35 | 33 | 30 | 37 | 40 | 33 | 44 | 22 | 32 | 26 | 34 | 32 | 35 | | | | | |
| <u>DON'T BELIEVE/DK/NA</u> | 15 | 16 | 12 | 21 | 11 | 15 | 12 | 21 | 15 | 4 | 13 | 22 | 9 | 11 | 19 | 16 | | | | | |
| Don't believe | 9 | 11 | 5 | 17 | 8 | 2 | 10 | 15 | 4 | 4 | 0 | 12 | 7 | 9 | 10 | 8 | | | | | |
| DK/NA | 6 | 5 | 7 | 4 | 3 | 12 | 2 | 6 | 12 | 0 | 13 | 10 | 3 | 3 | 9 | 7 | | | | | |

Table 58: Q11. Having heard this information let me ask you one more time about the measure to continue the existing quarter-cent sales tax supporting SMART. Do you think you would vote yes in favor of this measure or no to oppose it?

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|---------------------|-----------------|-------------------------|-----------|-----------|----------------|------------|------------|-------------------|--------------|-------------|------------|------------|------------|---------------|------------------|--------------------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| TOTAL YES | 64 | 94 | 74 | 22 | 17 | 86 | 19 | 45 | 70 | 80 | 83 | 77 | 80 | 47 | 89 | 84 | 27 | 89 | 86 | 26 |
| Definitely yes | 46 | 88 | 31 | 12 | 11 | 64 | 12 | 14 | 29 | 64 | 73 | 59 | 65 | 28 | 78 | 67 | 14 | 75 | 67 | 13 |
| Probably yes | 14 | 5 | 36 | 4 | 4 | 18 | 4 | 20 | 34 | 15 | 8 | 16 | 13 | 15 | 9 | 12 | 11 | 11 | 16 | 9 |
| Undecided, lean yes | 4 | 1 | 6 | 6 | 2 | 3 | 3 | 12 | 7 | 2 | 3 | 3 | 3 | 4 | 3 | 4 | 2 | 4 | 3 | 4 |
| TOTAL NO | 30 | 4 | 17 | 63 | 79 | 10 | 74 | 29 | 19 | 17 | 14 | 20 | 17 | 43 | 9 | 13 | 65 | 7 | 9 | 69 |
| Undecided, lean no | 1 | 0 | 1 | 11 | 1 | 1 | 4 | 0 | 1 | 0 | 1 | 1 | 1 | 2 | 1 | 1 | 0 | 0 | 1 | 1 |
| Probably no | 5 | 1 | 7 | 19 | 5 | 3 | 9 | 10 | 8 | 2 | 5 | 2 | 3 | 8 | 4 | 3 | 4 | 2 | 3 | 10 |
| Definitely no | 23 | 3 | 9 | 33 | 73 | 6 | 61 | 19 | 10 | 15 | 8 | 16 | 13 | 33 | 4 | 9 | 61 | 5 | 5 | 58 |
| DK/NA | 6 | 2 | 9 | 15 | 4 | 5 | 7 | 25 | 11 | 3 | 3 | 3 | 3 | 10 | 1 | 3 | 8 | 4 | 5 | 5 |
| DK/NA | 6 | 2 | 9 | 15 | 4 | 5 | 7 | 25 | 11 | 3 | 3 | 3 | 3 | 10 | 1 | 3 | 8 | 4 | 5 | 5 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 | | |
| TOTAL YES | 64 | 89 | 4 | 26 | 100 | 0 | 0 | 100 | 0 | 36 | 74 | 100 | 0 | 66 | 64 | 67 | 69 | 67 | | |
| Definitely yes | 46 | 66 | 1 | 0 | 72 | 0 | 0 | 76 | 0 | 18 | 44 | 53 | 0 | 47 | 50 | 49 | 52 | 49 | | |
| Probably yes | 14 | 19 | 1 | 19 | 22 | 0 | 0 | 21 | 0 | 10 | 16 | 27 | 0 | 15 | 12 | 14 | 17 | 16 | | |
| Undecided, lean yes | 4 | 5 | 1 | 7 | 6 | 0 | 0 | 4 | 0 | 7 | 14 | 20 | 0 | 4 | 3 | 4 | 0 | 2 | | |
| TOTAL NO | 30 | 7 | 91 | 15 | 0 | 100 | 0 | 0 | 100 | 36 | 13 | 0 | 100 | 27 | 29 | 26 | 26 | 29 | | |
| Undecided, lean no | 1 | 0 | 5 | 0 | 0 | 5 | 0 | 0 | 5 | 1 | 0 | 0 | 4 | 1 | 1 | 2 | 0 | 0 | | |
| Probably no | 5 | 2 | 13 | 8 | 0 | 18 | 0 | 0 | 12 | 12 | 4 | 0 | 36 | 6 | 6 | 5 | 11 | 10 | | |
| Definitely no | 23 | 4 | 73 | 7 | 0 | 77 | 0 | 0 | 83 | 23 | 9 | 0 | 60 | 21 | 22 | 19 | 15 | 19 | | |
| DK/NA | 6 | 4 | 5 | 60 | 0 | 0 | 100 | 0 | 0 | 28 | 13 | 0 | 0 | 6 | 7 | 7 | 5 | 4 | | |
| DK/NA | 6 | 4 | 5 | 60 | 0 | 0 | 100 | 0 | 0 | 28 | 13 | 0 | 0 | 6 | 7 | 7 | 5 | 4 | | |

Table 58: Q11. Having heard this information let me ask you one more time about the measure to continue the existing quarter-cent sales tax supporting SMART. Do you think you would vote yes in favor of this measure or no to oppose it?

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|---------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| TOTAL YES | 64 | 57 | 67 | 64 | 64 | 66 | 64 | 69 | 74 | 62 | 65 | 66 | 65 | 66 | 66 | 63 | 64 |
| Definitely yes | 46 | 49 | 52 | 44 | 44 | 52 | 44 | 55 | 55 | 44 | 47 | 48 | 48 | 49 | 50 | 46 | 46 |
| Probably yes | 14 | 4 | 13 | 15 | 17 | 11 | 16 | 13 | 16 | 13 | 14 | 14 | 12 | 12 | 11 | 14 | 13 |
| Undecided, lean yes | 4 | 3 | 2 | 5 | 4 | 2 | 4 | 1 | 4 | 5 | 4 | 4 | 5 | 5 | 6 | 3 | 5 |
| TOTAL NO | 30 | 39 | 28 | 27 | 31 | 30 | 29 | 27 | 21 | 33 | 29 | 27 | 28 | 27 | 26 | 31 | 29 |
| Undecided, lean no | 1 | 0 | 1 | 2 | 1 | 1 | 2 | 1 | 0 | 3 | 1 | 1 | 1 | 0 | 1 | 2 | 1 |
| Probably no | 5 | 24 | 3 | 4 | 5 | 6 | 5 | 4 | 4 | 6 | 4 | 4 | 4 | 4 | 3 | 5 | 6 |
| Definitely no | 23 | 15 | 23 | 20 | 24 | 22 | 22 | 22 | 17 | 24 | 23 | 22 | 23 | 23 | 23 | 23 | 23 |
| DK/NA | 6 | 5 | 5 | 9 | 5 | 5 | 7 | 4 | 5 | 5 | 6 | 7 | 7 | 7 | 7 | 6 | 7 |
| DK/NA | 6 | 5 | 5 | 9 | 5 | 5 | 7 | 4 | 5 | 5 | 6 | 7 | 7 | 7 | 7 | 6 | 7 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | |
|---------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| TOTAL YES | 64 | 61 | 66 | 75 | 47 | 46 | 61 | 73 | 63 | 64 | 64 | 58 | 66 | 62 | 61 | 76 | 74 | 48 | 39 | 48 | 56 |
| Definitely yes | 46 | 46 | 46 | 57 | 34 | 23 | 48 | 56 | 41 | 44 | 48 | 42 | 47 | 45 | 46 | 58 | 55 | 27 | 19 | 33 | 40 |
| Probably yes | 14 | 11 | 16 | 15 | 10 | 17 | 12 | 15 | 19 | 15 | 11 | 11 | 16 | 12 | 11 | 14 | 17 | 17 | 17 | 12 | 11 |
| Undecided, lean yes | 4 | 3 | 4 | 4 | 3 | 6 | 1 | 2 | 3 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 2 | 5 | 3 | 2 | 5 |
| TOTAL NO | 30 | 33 | 27 | 20 | 45 | 45 | 32 | 24 | 33 | 30 | 29 | 32 | 29 | 31 | 30 | 20 | 17 | 39 | 59 | 42 | 39 |
| Undecided, lean no | 1 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 3 | 1 | 0 | 1 | 3 | 0 | 0 | 1 | 2 | 0 | 6 | 0 | 2 |
| Probably no | 5 | 5 | 6 | 5 | 8 | 5 | 11 | 3 | 4 | 5 | 6 | 4 | 6 | 5 | 5 | 4 | 7 | 0 | 0 | 6 | 9 |
| Definitely no | 23 | 26 | 20 | 14 | 35 | 39 | 18 | 18 | 25 | 24 | 23 | 27 | 20 | 25 | 25 | 15 | 8 | 39 | 52 | 35 | 28 |
| DK/NA | 6 | 7 | 6 | 5 | 8 | 9 | 7 | 3 | 4 | 6 | 7 | 10 | 5 | 8 | 8 | 4 | 9 | 13 | 2 | 10 | 5 |
| DK/NA | 6 | 7 | 6 | 5 | 8 | 9 | 7 | 3 | 4 | 6 | 7 | 10 | 5 | 8 | 8 | 4 | 9 | 13 | 2 | 10 | 5 |

Table 58: Q11. Having heard this information let me ask you one more time about the measure to continue the existing quarter-cent sales tax supporting SMART. Do you think you would vote yes in favor of this measure or no to oppose it?

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|---------------------|---------------|-----------------------------------|-----------|-------------|-----------|-----------------|----------------------------------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|-----------|---------------------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| TOTAL YES | 64 | 65 | 57 | 67 | 66 | 74 | 76 | 51 | 41 | 39 | 57 | 79 | 72 | 51 | 41 | 45 | 46 | 67 | 65 | 59 | 69 |
| Definitely yes | 46 | 47 | 45 | 47 | 45 | 58 | 56 | 37 | 31 | 26 | 19 | 57 | 57 | 39 | 28 | 26 | 22 | 52 | 52 | 44 | 44 |
| Probably yes | 14 | 15 | 9 | 17 | 16 | 12 | 17 | 11 | 8 | 10 | 30 | 19 | 11 | 8 | 13 | 17 | 17 | 15 | 8 | 10 | 21 |
| Undecided, lean yes | 4 | 3 | 4 | 3 | 5 | 4 | 4 | 3 | 2 | 3 | 9 | 3 | 5 | 4 | 0 | 2 | 8 | 1 | 4 | 5 | 4 |
| TOTAL NO | 30 | 30 | 34 | 27 | 27 | 23 | 17 | 40 | 52 | 49 | 39 | 18 | 21 | 42 | 49 | 47 | 44 | 28 | 30 | 34 | 24 |
| Undecided, lean no | 1 | 2 | 0 | 3 | 1 | 0 | 2 | 4 | 0 | 0 | 4 | 2 | 0 | 3 | 0 | 4 | 0 | 0 | 2 | 2 | 2 |
| Probably no | 5 | 6 | 5 | 6 | 6 | 6 | 4 | 4 | 14 | 7 | 2 | 4 | 5 | 10 | 5 | 6 | 5 | 5 | 8 | 6 | 4 |
| Definitely no | 23 | 22 | 30 | 18 | 21 | 17 | 12 | 32 | 38 | 42 | 33 | 12 | 15 | 28 | 44 | 38 | 40 | 23 | 21 | 27 | 18 |
| DK/NA | 6 | 5 | 8 | 5 | 7 | 3 | 6 | 9 | 7 | 12 | 4 | 3 | 7 | 7 | 9 | 8 | 9 | 5 | 5 | 7 | 7 |
| DK/NA | 6 | 5 | 8 | 5 | 7 | 3 | 6 | 9 | 7 | 12 | 4 | 3 | 7 | 7 | 9 | 8 | 9 | 5 | 5 | 7 | 7 |
| | COUNTY | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 | | | | | |
| TOTAL YES | 64 | 67 | 58 | 62 | 73 | 66 | 61 | 71 | 65 | 56 | 52 | 65 | 54 | 68 | 67 | 55 | | | | | |
| Definitely yes | 46 | 50 | 40 | 43 | 53 | 53 | 45 | 55 | 43 | 27 | 40 | 54 | 39 | 50 | 47 | 39 | | | | | |
| Probably yes | 14 | 14 | 13 | 13 | 19 | 11 | 14 | 14 | 16 | 22 | 7 | 9 | 9 | 14 | 14 | 13 | | | | | |
| Undecided, lean yes | 4 | 3 | 5 | 6 | 1 | 3 | 1 | 3 | 7 | 7 | 5 | 2 | 6 | 3 | 5 | 3 | | | | | |
| TOTAL NO | 30 | 27 | 34 | 32 | 23 | 30 | 30 | 23 | 28 | 39 | 43 | 26 | 32 | 26 | 29 | 36 | | | | | |
| Undecided, lean no | 1 | 1 | 3 | 1 | 0 | 2 | 0 | 1 | 0 | 4 | 9 | 0 | 0 | 1 | 1 | 3 | | | | | |
| Probably no | 5 | 6 | 5 | 7 | 3 | 8 | 7 | 6 | 6 | 3 | 6 | 4 | 3 | 4 | 4 | 9 | | | | | |
| Definitely no | 23 | 21 | 27 | 24 | 20 | 21 | 23 | 17 | 22 | 32 | 28 | 22 | 29 | 20 | 25 | 25 | | | | | |
| DK/NA | 6 | 6 | 8 | 6 | 4 | 4 | 9 | 5 | 7 | 5 | 5 | 9 | 14 | 7 | 4 | 9 | | | | | |
| DK/NA | 6 | 6 | 8 | 6 | 4 | 4 | 9 | 5 | 7 | 5 | 5 | 9 | 14 | 7 | 4 | 9 | | | | | |

Table 59: Q12. RESIDENCE

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|---------------|-----------------|---------|-----------|----------|--------|-----------|----------|-------|--------------|-------------|-----------|---------|------|------------------|-----|-----------|-----------------------|-------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| Own | 63 | 64 | 59 | 60 | 66 | 62 | 65 | 60 | 59 | 55 | 68 | 62 | 64 | 62 | 67 | 64 | 64 | 63 | 66 | 55 |
| Rent | 30 | 31 | 36 | 33 | 23 | 33 | 26 | 18 | 33 | 32 | 27 | 34 | 31 | 29 | 32 | 30 | 31 | 32 | 30 | 31 |
| DK/NA/Refused | 7 | 5 | 5 | 7 | 10 | 5 | 9 | 23 | 7 | 12 | 5 | 3 | 5 | 9 | 1 | 6 | 6 | 5 | 4 | 14 |

| | Q9 VOTE AFTER POSITIVES | | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | |
|---------------|-------------------------|-----------|----------|-------|----------------|----------|-------|-------------------|---------|-------|------------|-----------|-----------|---------------|------|--------------------|-------|-----|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 |
| Own | 63 | 64 | 59 | 63 | 65 | 58 | 61 | 64 | 60 | 62 | 71 | 74 | 47 | 100 | 0 | 67 | 44 | 53 |
| Rent | 30 | 31 | 29 | 18 | 30 | 29 | 32 | 32 | 28 | 27 | 21 | 19 | 32 | 0 | 100 | 27 | 46 | 41 |
| DK/NA/Refused | 7 | 5 | 12 | 19 | 4 | 14 | 7 | 4 | 12 | 11 | 7 | 7 | 21 | 0 | 0 | 5 | 10 | 7 |

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|---------------|---------------|------------|-----------|-----------|-----------|----------|-------|------------|--------------|---------|--------------------------|------|------|------|-----|-----------|-----|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| Own | 63 | 41 | 58 | 64 | 73 | 55 | 69 | 49 | 67 | 72 | 66 | 68 | 72 | 75 | 78 | 64 | 61 |
| Rent | 30 | 56 | 37 | 29 | 22 | 40 | 26 | 48 | 28 | 23 | 28 | 27 | 25 | 21 | 18 | 29 | 31 |
| DK/NA/Refused | 7 | 3 | 6 | 7 | 4 | 5 | 6 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 7 | 7 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|---------------|--------|-----|-----------|-----|-----|-----|-------|-------|-------|-------|-------|-----|-------|-----|----------------------|-----|-----|----|-----|-----|-------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| Own | 63 | 65 | 60 | 61 | 57 | 76 | 25 | 40 | 64 | 70 | 83 | 73 | 47 | 77 | 79 | 60 | 70 | 65 | 77 | 58 | 62 |
| Rent | 30 | 27 | 33 | 33 | 31 | 18 | 61 | 50 | 28 | 24 | 14 | 19 | 44 | 18 | 17 | 36 | 23 | 25 | 12 | 31 | 30 |
| DK/NA/Refused | 7 | 8 | 7 | 6 | 12 | 7 | 14 | 9 | 7 | 6 | 3 | 8 | 9 | 6 | 5 | 4 | 7 | 10 | 10 | 11 | 8 |

Table 59: Q12. RESIDENCE

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|---------------|---------------|--------------|------------|----------------|--------------|-----------------|--------------|------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| Own | 63 | 48 | 81 | 46 | 73 | 62 | 61 | 63 | 50 | 76 | 75 | 44 | 75 | 45 | 74 | 62 | 85 | 61 | 49 | 70 | 68 |
| Rent | 30 | 43 | 13 | 46 | 22 | 33 | 33 | 24 | 40 | 16 | 20 | 50 | 20 | 41 | 17 | 28 | 11 | 35 | 45 | 23 | 28 |
| DK/NA/Refused | 7 | 10 | 6 | 8 | 6 | 5 | 6 | 13 | 11 | 7 | 6 | 6 | 5 | 14 | 8 | 10 | 5 | 4 | 6 | 6 | 5 |

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|---------------|--------|------------|-----------------------------------|----|----|----|----|----------------------------------|----|----|----|----|--------------|-------|-------|------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 |
| Own | 63 | 61 | 66 | 66 | 64 | 47 | 66 | 57 | 62 | 72 | 48 | 81 | 72 | 65 | 67 | 54 |
| Rent | 30 | 33 | 25 | 27 | 27 | 42 | 29 | 42 | 26 | 21 | 35 | 16 | 23 | 30 | 25 | 36 |
| DK/NA/Refused | 7 | 6 | 9 | 7 | 8 | 11 | 5 | 1 | 12 | 6 | 17 | 2 | 5 | 5 | 8 | 10 |

Table 60: Q13. RACE/ETHNICITY

| | Q2 INITIAL VOTE | | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|------------------------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|------------------|-----------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| WHITE | 75 | 82 | 72 | 81 | 63 | 78 | 68 | 69 | 71 | 64 | 78 | 80 | 77 | 72 | 78 | 77 | 62 | 78 | 79 | 70 |
| White/Caucasian | 75 | 82 | 72 | 81 | 63 | 78 | 68 | 69 | 71 | 64 | 78 | 80 | 77 | 72 | 78 | 77 | 62 | 78 | 79 | 70 |
| VOTERS OF COLOR | 17 | 14 | 22 | 11 | 18 | 17 | 16 | 20 | 22 | 30 | 17 | 15 | 18 | 16 | 20 | 20 | 18 | 16 | 17 | 16 |
| Hispanic/Latino | 12 | 11 | 16 | 7 | 10 | 13 | 9 | 11 | 15 | 22 | 14 | 10 | 13 | 10 | 17 | 15 | 2 | 12 | 12 | 8 |
| Black/African American | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 1 | 1 | 0 |
| Asian/Pacific Islander | 3 | 3 | 4 | 3 | 2 | 3 | 2 | 9 | 5 | 6 | 2 | 2 | 3 | 4 | 3 | 3 | 10 | 2 | 3 | 5 |
| Other | 2 | 0 | 1 | 1 | 6 | 0 | 5 | 0 | 1 | 3 | 0 | 3 | 2 | 1 | 0 | 1 | 3 | 2 | 1 | 3 |
| DK/NA/REFUSED | 8 | 4 | 6 | 8 | 19 | 5 | 16 | 11 | 7 | 6 | 6 | 5 | 5 | 12 | 2 | 4 | 19 | 6 | 4 | 15 |
| DK/NA/Refused | 8 | 4 | 6 | 8 | 19 | 5 | 16 | 11 | 7 | 6 | 6 | 5 | 5 | 12 | 2 | 4 | 19 | 6 | 4 | 15 |

| | Q9 VOTE AFTER POSITIVES | | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | |
|------------------------|-------------------------|-----------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|-----------|------------|-----------|-----------|---------------|-----------|--------------------|------------|------------|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 |
| WHITE | 75 | 79 | 65 | 63 | 79 | 65 | 79 | 79 | 67 | 71 | 76 | 75 | 60 | 80 | 68 | 100 | 0 | 0 |
| White/Caucasian | 75 | 79 | 65 | 63 | 79 | 65 | 79 | 79 | 67 | 71 | 76 | 75 | 60 | 80 | 68 | 100 | 0 | 0 |
| VOTERS OF COLOR | 17 | 17 | 17 | 15 | 18 | 16 | 11 | 17 | 15 | 18 | 20 | 24 | 22 | 14 | 23 | 0 | 100 | 100 |
| Hispanic/Latino | 12 | 12 | 10 | 12 | 13 | 10 | 9 | 12 | 7 | 15 | 15 | 18 | 20 | 8 | 18 | 0 | 100 | 69 |
| Black/African American | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 2 |
| Asian/Pacific Islander | 3 | 4 | 2 | 4 | 4 | 2 | 2 | 4 | 2 | 3 | 5 | 6 | 2 | 4 | 3 | 0 | 0 | 20 |
| Other | 2 | 0 | 5 | 0 | 0 | 5 | 0 | 0 | 6 | 0 | 0 | 0 | 0 | 1 | 2 | 0 | 0 | 9 |
| DK/NA/REFUSED | 8 | 4 | 18 | 21 | 4 | 19 | 10 | 4 | 18 | 10 | 4 | 1 | 18 | 6 | 9 | 0 | 0 | 0 |
| DK/NA/Refused | 8 | 4 | 18 | 21 | 4 | 19 | 10 | 4 | 18 | 10 | 4 | 1 | 18 | 6 | 9 | 0 | 0 | 0 |

Table 60: Q13. RACE/ETHNICITY

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| WHITE | 75 | 55 | 73 | 79 | 79 | 70 | 79 | 80 | 79 | 78 | 77 | 79 | 80 | 82 | 82 | 77 | 72 |
| White/Caucasian | 75 | 55 | 73 | 79 | 79 | 70 | 79 | 80 | 79 | 78 | 77 | 79 | 80 | 82 | 82 | 77 | 72 |
| VOTERS OF COLOR | 17 | 41 | 20 | 14 | 14 | 23 | 14 | 17 | 19 | 15 | 14 | 13 | 12 | 12 | 17 | 17 | |
| Hispanic/Latino | 12 | 39 | 14 | 9 | 7 | 18 | 8 | 10 | 13 | 9 | 9 | 8 | 7 | 6 | 7 | 12 | 12 |
| Black/African American | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 |
| Asian/Pacific Islander | 3 | 2 | 6 | 2 | 4 | 5 | 3 | 5 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| Other | 2 | 0 | 1 | 2 | 2 | 0 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 0 |
| DK/NA/REFUSED | 8 | 4 | 7 | 7 | 7 | 7 | 7 | 3 | 3 | 8 | 9 | 8 | 8 | 7 | 5 | 6 | 11 |
| DK/NA/Refused | 8 | 4 | 7 | 7 | 7 | 7 | 7 | 3 | 3 | 8 | 9 | 8 | 8 | 7 | 5 | 6 | 11 |

| | GENDER | | PARTY REG | | | AGE | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| WHITE | 75 | 72 | 77 | 78 | 64 | 78 | 66 | 76 | 59 | 75 | 82 | 84 | 69 | 80 | 83 | 75 | 87 | 78 | 71 | 60 | 76 |
| White/Caucasian | 75 | 72 | 77 | 78 | 64 | 78 | 66 | 76 | 59 | 75 | 82 | 84 | 69 | 80 | 83 | 75 | 87 | 78 | 71 | 60 | 76 |
| VOTERS OF COLOR | 17 | 19 | 15 | 17 | 21 | 12 | 30 | 20 | 29 | 13 | 11 | 7 | 24 | 11 | 9 | 19 | 10 | 7 | 16 | 21 | 19 |
| Hispanic/Latino | 12 | 14 | 10 | 11 | 15 | 8 | 28 | 14 | 20 | 6 | 6 | 6 | 19 | 5 | 6 | 13 | 6 | 3 | 12 | 15 | 13 |
| Black/African American | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| Asian/Pacific Islander | 3 | 4 | 3 | 4 | 4 | 1 | 2 | 6 | 7 | 3 | 2 | 1 | 4 | 2 | 2 | 4 | 4 | 3 | 0 | 4 | 2 |
| Other | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 2 | 3 | 2 | 0 | 1 | 2 | 1 | 2 | 0 | 0 | 3 | 1 | 3 |
| DK/NA/REFUSED | 8 | 9 | 8 | 5 | 16 | 10 | 4 | 4 | 11 | 12 | 7 | 9 | 7 | 10 | 8 | 6 | 2 | 15 | 13 | 20 | 6 |
| DK/NA/Refused | 8 | 9 | 8 | 5 | 16 | 10 | 4 | 4 | 11 | 12 | 7 | 9 | 7 | 10 | 8 | 6 | 2 | 15 | 13 | 20 | 6 |

Table 60: Q13. RACE/ETHNICITY

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| | | | | | | | | | | | | | | | | | | | | | |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| WHITE | 75 | 67 | 77 | 71 | 82 | 74 | 81 | 66 | 61 | 77 | 81 | 73 | 82 | 63 | 65 | 65 | 86 | 64 | 76 | 78 | 80 |
| White/Caucasian | 75 | 67 | 77 | 71 | 82 | 74 | 81 | 66 | 61 | 77 | 81 | 73 | 82 | 63 | 65 | 65 | 86 | 64 | 76 | 78 | 80 |
| VOTERS OF COLOR | 17 | 25 | 14 | 24 | 8 | 22 | 13 | 18 | 24 | 12 | 10 | 23 | 12 | 26 | 14 | 24 | 4 | 29 | 17 | 14 | 14 |
| Hispanic/Latino | 12 | 20 | 8 | 19 | 3 | 16 | 8 | 12 | 18 | 8 | 8 | 18 | 6 | 22 | 5 | 18 | 2 | 25 | 11 | 7 | 9 |
| Black/African American | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Asian/Pacific Islander | 3 | 4 | 3 | 5 | 2 | 5 | 3 | 3 | 5 | 1 | 2 | 5 | 3 | 4 | 4 | 4 | 0 | 4 | 6 | 3 | 2 |
| Other | 2 | 1 | 2 | 0 | 2 | 1 | 1 | 1 | 1 | 2 | 0 | 1 | 2 | 0 | 3 | 3 | 2 | 0 | 0 | 3 | 2 |
| DK/NA/REFUSED | 8 | 9 | 9 | 5 | 10 | 4 | 6 | 16 | 15 | 11 | 9 | 4 | 6 | 11 | 22 | 11 | 10 | 7 | 7 | 8 | 6 |
| DK/NA/Refused | 8 | 9 | 9 | 5 | 10 | 4 | 6 | 16 | 15 | 11 | 9 | 4 | 6 | 11 | 22 | 11 | 10 | 7 | 7 | 8 | 6 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| | | | | | | | | | | | | | | | | | | | | | |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 | | | | | |
| WHITE | 75 | 72 | 80 | 74 | 62 | 64 | 73 | 84 | 74 | 89 | 80 | 76 | 78 | 74 | 75 | 75 | | | | | |
| White/Caucasian | 75 | 72 | 80 | 74 | 62 | 64 | 73 | 84 | 74 | 89 | 80 | 76 | 78 | 74 | 75 | 75 | | | | | |
| VOTERS OF COLOR | 17 | 20 | 12 | 18 | 24 | 29 | 19 | 12 | 16 | 8 | 9 | 16 | 10 | 17 | 13 | 20 | | | | | |
| Hispanic/Latino | 12 | 15 | 6 | 15 | 10 | 26 | 19 | 8 | 13 | 5 | 7 | 2 | 3 | 12 | 6 | 17 | | | | | |
| Black/African American | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | | | | | |
| Asian/Pacific Islander | 3 | 3 | 4 | 0 | 12 | 2 | 0 | 1 | 3 | 2 | 0 | 11 | 5 | 3 | 5 | 2 | | | | | |
| Other | 2 | 1 | 2 | 1 | 2 | 2 | 0 | 2 | 0 | 1 | 2 | 3 | 2 | 1 | 2 | 1 | | | | | |
| DK/NA/REFUSED | 8 | 8 | 9 | 9 | 14 | 6 | 8 | 4 | 10 | 3 | 11 | 9 | 11 | 8 | 12 | 5 | | | | | |
| DK/NA/Refused | 8 | 8 | 9 | 9 | 14 | 6 | 8 | 4 | 10 | 3 | 11 | 9 | 11 | 8 | 12 | 5 | | | | | |

Table 61: Q14. EDUCATION

| | Q2 INITIAL VOTE | | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|---------------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|--------------|------------|-----------|-----------|---------------|------------------|--------------------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| NON-COLLEGE | 33 | 34 | 35 | 25 | 34 | 34 | 32 | 26 | 34 | 41 | 34 | 38 | 37 | 30 | 36 | 35 | 31 | 34 | 32 | 34 |
| High school graduate or GED | 5 | 4 | 8 | 2 | 5 | 6 | 4 | 3 | 7 | 18 | 8 | 4 | 8 | 2 | 10 | 7 | 4 | 4 | 4 | 7 |
| Vocational/technical school | 2 | 2 | 2 | 5 | 2 | 2 | 3 | 0 | 2 | 0 | 2 | 0 | 1 | 3 | 2 | 2 | 5 | 2 | 1 | 3 |
| Some college, but no degree | 19 | 20 | 19 | 14 | 19 | 19 | 18 | 16 | 18 | 11 | 15 | 23 | 19 | 19 | 15 | 17 | 11 | 19 | 17 | 20 |
| Associate degree | 8 | 9 | 7 | 5 | 9 | 8 | 8 | 7 | 7 | 12 | 9 | 10 | 10 | 6 | 9 | 9 | 11 | 9 | 9 | 4 |
| COLLEGE+ | 63 | 63 | 64 | 72 | 58 | 63 | 62 | 58 | 63 | 59 | 64 | 62 | 62 | 63 | 62 | 64 | 62 | 65 | 67 | 58 |
| Four-year college or bachelor's | 32 | 33 | 32 | 40 | 26 | 32 | 30 | 35 | 32 | 35 | 35 | 25 | 30 | 34 | 34 | 33 | 33 | 34 | 34 | 31 |
| Graduate school or advanced | 31 | 30 | 32 | 32 | 32 | 31 | 32 | 23 | 30 | 24 | 29 | 37 | 32 | 29 | 28 | 31 | 29 | 30 | 32 | 28 |
| DK/NA | 4 | 3 | 1 | 2 | 8 | 3 | 6 | 16 | 3 | 0 | 2 | 0 | 1 | 7 | 2 | 1 | 7 | 1 | 2 | 8 |
| DK/NA | 4 | 3 | 1 | 2 | 8 | 3 | 6 | 16 | 3 | 0 | 2 | 0 | 1 | 7 | 2 | 1 | 7 | 1 | 2 | 8 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 | | |
| NON-COLLEGE | 33 | 35 | 31 | 24 | 34 | 33 | 25 | 32 | 27 | 43 | 45 | 53 | 49 | 29 | 44 | 31 | 50 | 46 | | |
| High school graduate or GED | 5 | 5 | 6 | 0 | 4 | 6 | 4 | 4 | 3 | 9 | 7 | 8 | 16 | 3 | 9 | 4 | 16 | 12 | | |
| Vocational/technical school | 2 | 2 | 2 | 0 | 2 | 2 | 0 | 2 | 3 | 2 | 4 | 5 | 0 | 2 | 3 | 1 | 7 | 5 | | |
| Some college, but no degree | 19 | 19 | 18 | 21 | 19 | 17 | 17 | 19 | 14 | 23 | 22 | 26 | 22 | 16 | 24 | 18 | 22 | 23 | | |
| Associate degree | 8 | 9 | 5 | 3 | 8 | 8 | 4 | 8 | 7 | 10 | 12 | 15 | 11 | 8 | 7 | 8 | 5 | 6 | | |
| COLLEGE+ | 63 | 62 | 63 | 64 | 63 | 60 | 68 | 65 | 66 | 52 | 50 | 45 | 44 | 69 | 53 | 66 | 45 | 51 | | |
| Four-year college or bachelor's | 32 | 32 | 31 | 25 | 32 | 29 | 43 | 33 | 30 | 30 | 33 | 25 | 25 | 33 | 31 | 34 | 25 | 26 | | |
| Graduate school or advanced | 31 | 30 | 31 | 39 | 31 | 32 | 24 | 32 | 36 | 22 | 17 | 19 | 19 | 36 | 23 | 32 | 19 | 25 | | |
| DK/NA | 4 | 3 | 7 | 12 | 3 | 7 | 7 | 3 | 7 | 5 | 5 | 2 | 7 | 2 | 3 | 3 | 5 | 4 | | |
| DK/NA | 4 | 3 | 7 | 12 | 3 | 7 | 7 | 3 | 7 | 5 | 5 | 2 | 7 | 2 | 3 | 3 | 5 | 4 | | |

Table 61: Q14. EDUCATION

| | Q14 EDUCATION | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | | |
|---------------------------------|---------------|------------|------------|------------|------------|------------|------------|-----------|--------------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| NON-COLLEGE | 33 | 100 | 100 | 0 | 0 | 100 | 0 | 57 | 35 | 19 | 29 | 28 | 27 | 26 | 21 | 34 | 32 |
| High school graduate or GED | 5 | 100 | 0 | 0 | 0 | 15 | 0 | 8 | 1 | 3 | 4 | 3 | 2 | 2 | 1 | 5 | 5 |
| Vocational/technical school | 2 | 0 | 7 | 0 | 0 | 6 | 0 | 3 | 4 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 |
| Some college, but no degree | 19 | 0 | 65 | 0 | 0 | 56 | 0 | 32 | 20 | 10 | 15 | 15 | 15 | 14 | 13 | 20 | 17 |
| Associate degree | 8 | 0 | 28 | 0 | 0 | 24 | 0 | 15 | 10 | 5 | 8 | 8 | 8 | 8 | 5 | 8 | 8 |
| COLLEGE+ | 63 | 0 | 0 | 100 | 100 | 0 | 100 | 43 | 65 | 81 | 68 | 70 | 71 | 72 | 77 | 63 | 63 |
| Four-year college or bachelor's | 32 | 0 | 0 | 100 | 0 | 0 | 51 | 27 | 33 | 38 | 34 | 36 | 35 | 35 | 34 | 31 | 33 |
| Graduate school or advanced | 31 | 0 | 0 | 0 | 100 | 0 | 49 | 16 | 32 | 43 | 33 | 34 | 35 | 37 | 43 | 32 | 30 |
| DK/NA | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 2 | 3 | 2 | 2 | 3 | 5 |
| DK/NA | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 2 | 3 | 2 | 2 | 3 | 5 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|---------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| NON-COLLEGE | 33 | 34 | 32 | 29 | 41 | 36 | 63 | 39 | 26 | 25 | 32 | 26 | 39 | 28 | 29 | 27 | 35 | 33 | 38 | 43 | 36 |
| High school graduate or GED | 5 | 6 | 4 | 4 | 8 | 3 | 23 | 2 | 2 | 3 | 3 | 0 | 8 | 2 | 2 | 3 | 6 | 5 | 0 | 6 | 7 |
| Vocational/technical school | 2 | 3 | 1 | 2 | 2 | 3 | 3 | 3 | 4 | 0 | 2 | 2 | 3 | 1 | 2 | 1 | 1 | 2 | 0 | 3 | 4 |
| Some college, but no degree | 19 | 19 | 18 | 16 | 23 | 19 | 32 | 29 | 7 | 17 | 17 | 14 | 21 | 17 | 16 | 17 | 16 | 20 | 24 | 26 | 16 |
| Associate degree | 8 | 6 | 9 | 7 | 8 | 10 | 5 | 5 | 13 | 5 | 10 | 10 | 7 | 8 | 10 | 6 | 11 | 6 | 14 | 8 | 9 |
| COLLEGE+ | 63 | 62 | 64 | 67 | 54 | 59 | 33 | 61 | 70 | 68 | 64 | 70 | 58 | 66 | 67 | 69 | 63 | 56 | 62 | 50 | 63 |
| Four-year college or bachelor's | 32 | 34 | 30 | 31 | 32 | 36 | 23 | 39 | 37 | 38 | 28 | 23 | 34 | 30 | 26 | 30 | 29 | 34 | 34 | 27 | 40 |
| Graduate school or advanced | 31 | 27 | 34 | 36 | 22 | 24 | 10 | 21 | 33 | 31 | 36 | 46 | 24 | 36 | 41 | 38 | 34 | 22 | 28 | 23 | 24 |
| DK/NA | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 0 | 4 | 7 | 4 | 4 | 3 | 5 | 4 | 5 | 2 | 11 | 0 | 7 | 1 |
| DK/NA | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 0 | 4 | 7 | 4 | 4 | 3 | 5 | 4 | 5 | 2 | 11 | 0 | 7 | 1 |

Table 61: Q14. EDUCATION

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|---------------------------------|---------------|-----------------------------------|-----------|-----------|-----------|-----------------|----------------------------------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|-----------|---------------------|------------|------------|------------|
| | Total | MEN | MEN | WOMEN | WOMEN | DEM | DEM | IND | IND | REP | REP | DEM | DEM | IND | IND | REP | REP | NCOLL | NCOLL | COLL+ | COLL+ |
| | | 18-54 | 55+ | 18-54 | 55+ | MEN | WOMEN | MEN | WOMEN | MEN | WOMEN | 18-54 | 55+ | 18-54 | 55+ | 18-54 | 55+ | MEN | WOMEN | MEN | WOMEN |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| NON-COLLEGE | 33 | 42 | 27 | 35 | 29 | 33 | 27 | 36 | 46 | 34 | 38 | 35 | 25 | 47 | 32 | 39 | 34 | 100 | 100 | 0 | 0 |
| High school graduate or GED | 5 | 11 | 2 | 6 | 2 | 6 | 3 | 9 | 6 | 2 | 5 | 7 | 2 | 12 | 2 | 5 | 2 | 18 | 12 | 0 | 0 |
| Vocational/technical school | 2 | 5 | 2 | 1 | 1 | 3 | 0 | 2 | 2 | 3 | 4 | 3 | 1 | 4 | 0 | 0 | 6 | 9 | 4 | 0 | 0 |
| Some college, but no degree | 19 | 21 | 16 | 19 | 17 | 17 | 16 | 23 | 24 | 17 | 21 | 18 | 15 | 23 | 24 | 26 | 15 | 55 | 56 | 0 | 0 |
| Associate degree | 8 | 6 | 7 | 9 | 9 | 6 | 8 | 2 | 14 | 12 | 7 | 7 | 8 | 8 | 6 | 9 | 11 | 19 | 28 | 0 | 0 |
| COLLEGE+ | 63 | 56 | 67 | 61 | 66 | 62 | 70 | 60 | 47 | 62 | 57 | 63 | 70 | 48 | 62 | 58 | 60 | 0 | 0 | 100 | 100 |
| Four-year college or bachelor's | 32 | 35 | 33 | 33 | 27 | 30 | 31 | 39 | 24 | 38 | 33 | 33 | 29 | 33 | 32 | 43 | 31 | 0 | 0 | 55 | 47 |
| Graduate school or advanced | 31 | 21 | 33 | 28 | 39 | 32 | 39 | 21 | 23 | 24 | 24 | 30 | 41 | 16 | 30 | 16 | 29 | 0 | 0 | 45 | 53 |
| DK/NA | 4 | 2 | 7 | 4 | 4 | 5 | 3 | 3 | 7 | 5 | 5 | 2 | 5 | 4 | 6 | 2 | 6 | 0 | 0 | 0 | 0 |
| DK/NA | 4 | 2 | 7 | 4 | 4 | 5 | 3 | 3 | 7 | 5 | 5 | 2 | 5 | 4 | 6 | 2 | 6 | 0 | 0 | 0 | 0 |
| | COUNTY | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | | |
| | Total | SON | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| | | OMA | | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 | | | | | |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 | | | | | |
| NON-COLLEGE | 33 | 37 | 27 | 29 | 28 | 40 | 41 | 47 | 28 | 10 | 26 | 34 | 43 | 33 | 33 | 33 | | | | | |
| High school graduate or GED | 5 | 5 | 4 | 8 | 2 | 8 | 2 | 7 | 6 | 2 | 6 | 0 | 5 | 4 | 3 | 9 | | | | | |
| Vocational/technical school | 2 | 2 | 1 | 0 | 4 | 6 | 2 | 2 | 0 | 0 | 0 | 4 | 3 | 3 | 2 | 2 | | | | | |
| Some college, but no degree | 19 | 20 | 16 | 12 | 18 | 21 | 30 | 22 | 22 | 6 | 8 | 30 | 16 | 21 | 19 | 15 | | | | | |
| Associate degree | 8 | 9 | 6 | 9 | 4 | 5 | 8 | 17 | 0 | 2 | 11 | 0 | 18 | 7 | 9 | 8 | | | | | |
| COLLEGE+ | 63 | 60 | 67 | 70 | 68 | 57 | 52 | 52 | 67 | 86 | 67 | 59 | 53 | 65 | 61 | 61 | | | | | |
| Four-year college or bachelor's | 32 | 33 | 30 | 35 | 38 | 35 | 30 | 26 | 33 | 33 | 29 | 33 | 22 | 32 | 31 | 32 | | | | | |
| Graduate school or advanced | 31 | 27 | 37 | 35 | 29 | 23 | 22 | 25 | 33 | 52 | 38 | 26 | 31 | 33 | 30 | 28 | | | | | |
| DK/NA | 4 | 3 | 6 | 1 | 5 | 3 | 7 | 1 | 5 | 5 | 8 | 7 | 4 | 2 | 6 | 6 | | | | | |
| DK/NA | 4 | 3 | 6 | 1 | 5 | 3 | 7 | 1 | 5 | 5 | 8 | 7 | 4 | 2 | 6 | 6 | | | | | |

Table 62: Q15. INCOME

| | Q2 INITIAL VOTE | | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|-----------------------------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|------------------|-----------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| <u>\$0-\$75K</u> | 20 | 23 | 23 | 22 | 12 | 23 | 15 | 6 | 20 | 16 | 18 | 24 | 21 | 19 | 17 | 16 | 24 | 24 | 20 | 17 |
| \$30,000 and under | 6 | 9 | 4 | 5 | 4 | 7 | 5 | 2 | 4 | 4 | 6 | 8 | 7 | 5 | 4 | 5 | 4 | 10 | 7 | 5 |
| \$30,001 - \$60,000 | 8 | 7 | 11 | 15 | 4 | 9 | 7 | 4 | 10 | 4 | 11 | 8 | 9 | 8 | 8 | 7 | 7 | 9 | 7 | 7 |
| \$60,001 - \$75,000 | 5 | 6 | 7 | 2 | 4 | 7 | 3 | 0 | 6 | 8 | 1 | 8 | 5 | 6 | 5 | 4 | 13 | 5 | 6 | 5 |
| <u>\$75K-\$150K</u> | 27 | 33 | 27 | 16 | 24 | 31 | 21 | 18 | 26 | 39 | 32 | 26 | 30 | 25 | 30 | 32 | 23 | 28 | 32 | 23 |
| \$75,001 - \$100,000 | 11 | 11 | 14 | 6 | 11 | 12 | 10 | 7 | 13 | 14 | 9 | 12 | 11 | 12 | 10 | 13 | 6 | 11 | 11 | 13 |
| \$100,001 to \$150,000 | 16 | 22 | 13 | 10 | 12 | 18 | 11 | 11 | 13 | 25 | 22 | 14 | 19 | 13 | 20 | 19 | 17 | 17 | 21 | 9 |
| <u>\$150K+</u> | 32 | 32 | 33 | 43 | 30 | 32 | 34 | 23 | 31 | 34 | 28 | 36 | 33 | 32 | 34 | 35 | 25 | 33 | 34 | 33 |
| More than \$150,000 | 32 | 32 | 33 | 43 | 30 | 32 | 34 | 23 | 31 | 34 | 28 | 36 | 33 | 32 | 34 | 35 | 25 | 33 | 34 | 33 |
| <u>DK/NA/REFUSED</u> | 21 | 12 | 17 | 20 | 35 | 14 | 30 | 52 | 22 | 11 | 22 | 14 | 16 | 25 | 18 | 16 | 28 | 15 | 14 | 28 |
| DK/NA/Refused | 21 | 12 | 17 | 20 | 35 | 14 | 30 | 52 | 22 | 11 | 22 | 14 | 16 | 25 | 18 | 16 | 28 | 15 | 14 | 28 |

| | Q9 VOTE AFTER POSITIVES | | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | |
|-----------------------------|-------------------------|-----------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|-----------|------------|-----------|-----------|---------------|-----------|--------------------|-----------|-----------|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 |
| <u>\$0-\$75K</u> | 20 | 22 | 15 | 12 | 21 | 18 | 13 | 23 | 15 | 16 | 12 | 9 | 21 | 15 | 31 | 21 | 17 | 19 |
| \$30,000 and under | 6 | 6 | 6 | 0 | 6 | 6 | 5 | 7 | 5 | 5 | 3 | 1 | 7 | 5 | 9 | 7 | 5 | 6 |
| \$30,001 - \$60,000 | 8 | 9 | 6 | 10 | 9 | 8 | 6 | 9 | 6 | 8 | 7 | 6 | 8 | 7 | 12 | 10 | 4 | 4 |
| \$60,001 - \$75,000 | 5 | 6 | 4 | 2 | 6 | 4 | 1 | 7 | 4 | 3 | 2 | 2 | 6 | 3 | 10 | 5 | 7 | 9 |
| <u>\$75K-\$150K</u> | 27 | 31 | 17 | 23 | 32 | 19 | 21 | 32 | 21 | 21 | 24 | 30 | 14 | 29 | 25 | 29 | 30 | 30 |
| \$75,001 - \$100,000 | 11 | 13 | 8 | 10 | 12 | 11 | 8 | 12 | 10 | 11 | 10 | 12 | 13 | 11 | 12 | 11 | 15 | 13 |
| \$100,001 to \$150,000 | 16 | 19 | 9 | 13 | 20 | 8 | 14 | 20 | 11 | 10 | 14 | 18 | 2 | 18 | 13 | 17 | 15 | 17 |
| <u>\$150K+</u> | 32 | 32 | 35 | 17 | 32 | 36 | 24 | 32 | 35 | 31 | 33 | 28 | 37 | 37 | 25 | 34 | 26 | 28 |
| More than \$150,000 | 32 | 32 | 35 | 17 | 32 | 36 | 24 | 32 | 35 | 31 | 33 | 28 | 37 | 37 | 25 | 34 | 26 | 28 |
| <u>DK/NA/REFUSED</u> | 21 | 15 | 32 | 48 | 15 | 28 | 42 | 13 | 29 | 33 | 31 | 32 | 27 | 18 | 19 | 17 | 28 | 23 |
| DK/NA/Refused | 21 | 15 | 32 | 48 | 15 | 28 | 42 | 13 | 29 | 33 | 31 | 32 | 27 | 18 | 19 | 17 | 28 | 23 |

Table 62: Q15. INCOME

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|-----------------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|------------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| <u>\$0-\$75K</u> | 20 | 31 | 34 | 16 | 10 | 34 | 13 | 100 | 0 | 0 | 20 | 20 | 19 | 19 | 18 | 18 | 21 |
| \$30,000 and under | 6 | 2 | 12 | 5 | 3 | 11 | 4 | 31 | 0 | 0 | 5 | 5 | 6 | 6 | 6 | 5 | 7 |
| \$30,001 - \$60,000 | 8 | 29 | 12 | 5 | 6 | 15 | 5 | 42 | 0 | 0 | 8 | 9 | 8 | 9 | 8 | 7 | 9 |
| \$60,001 - \$75,000 | 5 | 0 | 10 | 6 | 2 | 8 | 4 | 27 | 0 | 0 | 6 | 6 | 5 | 4 | 4 | 5 | 5 |
| <u>\$75K-\$150K</u> | 27 | 7 | 32 | 28 | 28 | 29 | 28 | 0 | 100 | 0 | 28 | 29 | 31 | 31 | 29 | 29 | 25 |
| \$75,001 - \$100,000 | 11 | 0 | 16 | 11 | 11 | 14 | 11 | 0 | 42 | 0 | 12 | 12 | 13 | 13 | 11 | 10 | 12 |
| \$100,001 to \$150,000 | 16 | 7 | 16 | 18 | 17 | 15 | 17 | 0 | 58 | 0 | 17 | 17 | 17 | 18 | 18 | 19 | 13 |
| <u>\$150K+</u> | 32 | 20 | 18 | 39 | 45 | 18 | 42 | 0 | 0 | 100 | 33 | 33 | 33 | 34 | 38 | 31 | 34 |
| More than \$150,000 | 32 | 20 | 18 | 39 | 45 | 18 | 42 | 0 | 0 | 100 | 33 | 33 | 33 | 34 | 38 | 31 | 34 |
| <u>DK/NA/REFUSED</u> | 21 | 42 | 16 | 16 | 16 | 20 | 16 | 0 | 0 | 0 | 19 | 18 | 17 | 16 | 15 | 22 | 20 |
| DK/NA/Refused | 21 | 42 | 16 | 16 | 16 | 20 | 16 | 0 | 0 | 0 | 19 | 18 | 17 | 16 | 15 | 22 | 20 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| <u>\$0-\$75K</u> | 20 | 16 | 23 | 20 | 20 | 19 | 28 | 26 | 15 | 15 | 17 | 21 | 21 | 18 | 19 | 22 | 14 | 27 | 18 | 24 | 13 |
| \$30,000 and under | 6 | 4 | 8 | 6 | 5 | 8 | 12 | 11 | 5 | 5 | 1 | 6 | 9 | 4 | 3 | 7 | 3 | 12 | 7 | 5 | 5 |
| \$30,001 - \$60,000 | 8 | 6 | 10 | 9 | 7 | 7 | 10 | 8 | 5 | 7 | 11 | 9 | 7 | 9 | 10 | 9 | 8 | 11 | 4 | 8 | 8 |
| \$60,001 - \$75,000 | 5 | 5 | 5 | 5 | 8 | 4 | 6 | 7 | 5 | 4 | 5 | 6 | 6 | 5 | 6 | 6 | 3 | 3 | 7 | 11 | 1 |
| <u>\$75K-\$150K</u> | 27 | 28 | 27 | 29 | 21 | 28 | 15 | 29 | 22 | 24 | 38 | 31 | 22 | 32 | 35 | 27 | 38 | 25 | 32 | 21 | 24 |
| \$75,001 - \$100,000 | 11 | 11 | 12 | 12 | 10 | 12 | 9 | 18 | 10 | 6 | 18 | 10 | 12 | 11 | 14 | 13 | 11 | 13 | 15 | 10 | 9 |
| \$100,001 to \$150,000 | 16 | 17 | 15 | 18 | 11 | 16 | 6 | 12 | 12 | 18 | 20 | 21 | 11 | 20 | 21 | 14 | 26 | 12 | 17 | 11 | 15 |
| <u>\$150K+</u> | 32 | 39 | 26 | 31 | 33 | 36 | 20 | 36 | 46 | 42 | 24 | 22 | 38 | 28 | 23 | 27 | 32 | 24 | 40 | 27 | 47 |
| More than \$150,000 | 32 | 39 | 26 | 31 | 33 | 36 | 20 | 36 | 46 | 42 | 24 | 22 | 38 | 28 | 23 | 27 | 32 | 24 | 40 | 27 | 47 |
| <u>DK/NA/REFUSED</u> | 21 | 18 | 24 | 20 | 26 | 16 | 37 | 8 | 16 | 19 | 21 | 26 | 19 | 23 | 23 | 23 | 17 | 24 | 9 | 28 | 16 |
| DK/NA/Refused | 21 | 18 | 24 | 20 | 26 | 16 | 37 | 8 | 16 | 19 | 21 | 26 | 19 | 23 | 23 | 23 | 17 | 24 | 9 | 28 | 16 |

Table 62: Q15. INCOME

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|-----------------------------|---------------|--------------|-----------------------------------|----------------|--------------|-----------------|--------------|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| | | | | | | | | | | | | | | | | | | | | | |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| <u>\$0-\$75K</u> | 20 | 18 | 14 | 25 | 22 | 14 | 24 | 17 | 24 | 18 | 22 | 22 | 17 | 22 | 17 | 17 | 20 | 28 | 39 | 10 | 17 |
| \$30,000 and under | 6 | 6 | 1 | 11 | 6 | 3 | 8 | 3 | 8 | 6 | 11 | 9 | 3 | 8 | 1 | 9 | 8 | 8 | 14 | 2 | 6 |
| \$30,001 - \$60,000 | 8 | 6 | 7 | 7 | 12 | 7 | 10 | 6 | 8 | 5 | 10 | 7 | 10 | 6 | 8 | 6 | 8 | 11 | 18 | 4 | 6 |
| \$60,001 - \$75,000 | 5 | 5 | 6 | 7 | 4 | 4 | 5 | 8 | 8 | 6 | 0 | 6 | 4 | 8 | 8 | 2 | 5 | 9 | 8 | 4 | 4 |
| <u>\$75K-\$150K</u> | 27 | 21 | 34 | 24 | 29 | 33 | 27 | 17 | 26 | 30 | 27 | 24 | 34 | 19 | 25 | 24 | 32 | 34 | 24 | 27 | 30 |
| \$75,001 - \$100,000 | 11 | 11 | 11 | 12 | 12 | 12 | 11 | 9 | 12 | 12 | 14 | 13 | 10 | 9 | 13 | 11 | 13 | 17 | 12 | 9 | 13 |
| \$100,001 to \$150,000 | 16 | 9 | 23 | 12 | 17 | 21 | 16 | 9 | 14 | 18 | 13 | 11 | 23 | 10 | 12 | 12 | 18 | 17 | 12 | 18 | 17 |
| <u>\$150K+</u> | 32 | 44 | 34 | 32 | 22 | 36 | 28 | 45 | 18 | 39 | 30 | 38 | 26 | 35 | 30 | 43 | 32 | 24 | 13 | 50 | 35 |
| More than \$150,000 | 32 | 44 | 34 | 32 | 22 | 36 | 28 | 45 | 18 | 39 | 30 | 38 | 26 | 35 | 30 | 43 | 32 | 24 | 13 | 50 | 35 |
| <u>DK/NA/REFUSED</u> | 21 | 18 | 18 | 19 | 28 | 17 | 21 | 21 | 32 | 14 | 21 | 16 | 23 | 24 | 28 | 16 | 16 | 14 | 24 | 14 | 19 |
| DK/NA/Refused | 21 | 18 | 18 | 19 | 28 | 17 | 21 | 21 | 32 | 14 | 21 | 16 | 23 | 24 | 28 | 16 | 16 | 14 | 24 | 14 | 19 |
| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | | | | | |
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT | | | | | |
| | | | | | | | | | | | | | | | | | | | | | |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 | | | | | |
| <u>\$0-\$75K</u> | 20 | 21 | 18 | 12 | 15 | 29 | 20 | 30 | 18 | 13 | 14 | 22 | 22 | 21 | 19 | 18 | | | | | |
| \$30,000 and under | 6 | 6 | 7 | 1 | 1 | 10 | 5 | 12 | 9 | 3 | 4 | 13 | 7 | 6 | 5 | 7 | | | | | |
| \$30,001 - \$60,000 | 8 | 9 | 7 | 9 | 6 | 9 | 10 | 9 | 7 | 7 | 5 | 9 | 10 | 7 | 10 | 8 | | | | | |
| \$60,001 - \$75,000 | 5 | 6 | 4 | 2 | 8 | 10 | 4 | 9 | 1 | 3 | 6 | 0 | 6 | 7 | 4 | 4 | | | | | |
| <u>\$75K-\$150K</u> | 27 | 32 | 19 | 28 | 33 | 32 | 28 | 40 | 28 | 10 | 19 | 17 | 21 | 31 | 26 | 24 | | | | | |
| \$75,001 - \$100,000 | 11 | 14 | 7 | 13 | 11 | 14 | 8 | 23 | 17 | 5 | 7 | 0 | 5 | 11 | 13 | 10 | | | | | |
| \$100,001 to \$150,000 | 16 | 18 | 12 | 14 | 22 | 17 | 20 | 17 | 11 | 5 | 12 | 17 | 16 | 20 | 12 | 13 | | | | | |
| <u>\$150K+</u> | 32 | 28 | 41 | 29 | 34 | 27 | 28 | 20 | 42 | 50 | 40 | 38 | 33 | 31 | 33 | 34 | | | | | |
| More than \$150,000 | 32 | 28 | 41 | 29 | 34 | 27 | 28 | 20 | 42 | 50 | 40 | 38 | 33 | 31 | 33 | 34 | | | | | |
| <u>DK/NA/REFUSED</u> | 21 | 20 | 23 | 32 | 18 | 12 | 25 | 10 | 13 | 27 | 26 | 23 | 23 | 18 | 22 | 24 | | | | | |
| DK/NA/Refused | 21 | 20 | 23 | 32 | 18 | 12 | 25 | 10 | 13 | 27 | 26 | 23 | 23 | 18 | 22 | 24 | | | | | |

Table 63: GENDER

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|---------------|-----------------|---------|-----------|----------|--------|-----------|----------|-------|--------------|-------------|-----------|---------|------|------------------|-----|-----------|-----------------------|-------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| Men | 48 | 50 | 37 | 50 | 60 | 45 | 57 | 38 | 37 | 65 | 49 | 38 | 45 | 51 | 49 | 48 | 61 | 47 | 45 | 58 |
| Women | 52 | 49 | 63 | 50 | 40 | 55 | 43 | 62 | 63 | 35 | 51 | 62 | 54 | 49 | 51 | 51 | 39 | 52 | 55 | 42 |
| Non-binary | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 |

| | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | |
|---------------|-------------------------|-----------|----------|----------------|-----------|----------|-------------------|----------|---------|--------|------------|-----------|---------------|-----|--------------------|-------|-------|-----|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 |
| Men | 48 | 47 | 53 | 35 | 46 | 52 | 50 | 45 | 55 | 48 | 53 | 52 | 41 | 50 | 43 | 46 | 55 | 53 |
| Women | 52 | 53 | 46 | 65 | 54 | 47 | 50 | 54 | 44 | 52 | 47 | 48 | 59 | 50 | 57 | 53 | 45 | 46 |
| Non-binary | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |

| | Q14 EDUCATION | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | | |
|---------------|---------------|------------|-----------|-----------|-----------|----------|------------|---------|--------------|--------------------------|------|------|------|------|-----------|-----|-----|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| Men | 48 | 59 | 47 | 51 | 43 | 49 | 47 | 38 | 49 | 58 | 47 | 46 | 46 | 47 | 48 | 48 | 48 |
| Women | 52 | 41 | 52 | 49 | 57 | 50 | 53 | 62 | 51 | 42 | 53 | 53 | 54 | 53 | 52 | 52 | 52 |
| Non-binary | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|---------------|--------|-----|-----------|-----|-----|-----|-------|-------|-------|-------|-------|-----|-------|-----|----------------------|-----|-----|----|-----|-----|-------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| Men | 48 | 100 | 0 | 42 | 55 | 61 | 52 | 54 | 40 | 49 | 44 | 50 | 48 | 48 | 46 | 38 | 51 | 61 | 59 | 55 | 52 |
| Women | 52 | 0 | 100 | 58 | 45 | 38 | 47 | 46 | 59 | 51 | 56 | 50 | 52 | 52 | 54 | 62 | 49 | 39 | 41 | 45 | 47 |
| Non-binary | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |

Table 63: GENDER

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|---------------|---------------|--------------|------------|----------------|--------------|-----------------|--------------|------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| Men | 48 | 100 | 100 | 0 | 0 | 100 | 0 | 100 | 0 | 100 | 0 | 45 | 40 | 49 | 62 | 58 | 63 | 100 | 0 | 100 | 0 |
| Women | 52 | 0 | 0 | 100 | 100 | 0 | 100 | 0 | 100 | 0 | 100 | 55 | 60 | 51 | 38 | 40 | 37 | 0 | 100 | 0 | 100 |
| Non-binary | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 |

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|---------------|--------|------------|-----------------------------------|----|----|----|----|----------------------------------|----|----|----|----|--------------|-------|-------|------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 |
| Men | 48 | 48 | 48 | 44 | 47 | 66 | 47 | 41 | 42 | 49 | 55 | 38 | 54 | 50 | 54 | 38 |
| Women | 52 | 51 | 52 | 54 | 53 | 34 | 53 | 59 | 58 | 51 | 45 | 62 | 46 | 50 | 45 | 61 |
| Non-binary | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |

Table 64: PARTY REGISTRATION

| | Q2 INITIAL VOTE | | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|---------------------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|--------------|------------|-----------|-----------|---------------|------------------|--------------------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| <u>DEMOCRAT</u> | 60 | 72 | 63 | 60 | 32 | 68 | 41 | 65 | 64 | 66 | 71 | 65 | 67 | 52 | 72 | 67 | 53 | 72 | 71 | 38 |
| Democrat | 60 | 72 | 63 | 60 | 32 | 68 | 41 | 65 | 64 | 66 | 71 | 65 | 67 | 52 | 72 | 67 | 53 | 72 | 71 | 38 |
| <u>INDEPENDENT</u> | 24 | 21 | 22 | 33 | 32 | 21 | 32 | 16 | 22 | 26 | 23 | 22 | 23 | 26 | 18 | 23 | 25 | 19 | 19 | 35 |
| No Party Preference | 17 | 15 | 17 | 25 | 19 | 16 | 21 | 13 | 16 | 15 | 17 | 17 | 17 | 18 | 12 | 18 | 18 | 14 | 14 | 24 |
| Other | 7 | 5 | 6 | 8 | 13 | 6 | 11 | 3 | 5 | 11 | 6 | 5 | 6 | 8 | 5 | 5 | 7 | 5 | 5 | 11 |
| <u>REPUBLICAN</u> | 16 | 7 | 14 | 7 | 36 | 10 | 27 | 19 | 15 | 8 | 7 | 13 | 10 | 22 | 10 | 10 | 22 | 9 | 11 | 27 |
| Republican | 16 | 7 | 14 | 7 | 36 | 10 | 27 | 19 | 15 | 8 | 7 | 13 | 10 | 22 | 10 | 10 | 22 | 9 | 11 | 27 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 | | |
| <u>DEMOCRAT</u> | 60 | 70 | 36 | 54 | 71 | 39 | 48 | 72 | 38 | 51 | 54 | 60 | 44 | 59 | 66 | 63 | 58 | 59 | | |
| Democrat | 60 | 70 | 36 | 54 | 71 | 39 | 48 | 72 | 38 | 51 | 54 | 60 | 44 | 59 | 66 | 63 | 58 | 59 | | |
| <u>INDEPENDENT</u> | 24 | 19 | 36 | 35 | 18 | 37 | 30 | 18 | 31 | 34 | 26 | 19 | 49 | 22 | 25 | 21 | 31 | 30 | | |
| No Party Preference | 17 | 15 | 22 | 25 | 14 | 23 | 26 | 14 | 18 | 25 | 21 | 12 | 32 | 15 | 20 | 14 | 23 | 24 | | |
| Other | 7 | 4 | 14 | 10 | 4 | 14 | 5 | 4 | 13 | 9 | 5 | 7 | 17 | 7 | 6 | 7 | 8 | 6 | | |
| <u>REPUBLICAN</u> | 16 | 11 | 29 | 11 | 11 | 24 | 22 | 10 | 31 | 15 | 20 | 21 | 7 | 19 | 9 | 17 | 11 | 11 | | |
| Republican | 16 | 11 | 29 | 11 | 11 | 24 | 22 | 10 | 31 | 15 | 20 | 21 | 7 | 19 | 9 | 17 | 11 | 11 | | |

Table 64: PARTY REGISTRATION

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|---------------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| DEMOCRAT | 60 | 51 | 53 | 58 | 70 | 53 | 64 | 60 | 64 | 58 | 63 | 65 | 64 | 66 | 70 | 60 | 60 |
| Democrat | 60 | 51 | 53 | 58 | 70 | 53 | 64 | 60 | 64 | 58 | 63 | 65 | 64 | 66 | 70 | 60 | 60 |
| INDEPENDENT | 24 | 38 | 29 | 25 | 17 | 30 | 21 | 25 | 19 | 25 | 22 | 21 | 21 | 20 | 18 | 24 | 24 |
| No Party Preference | 17 | 28 | 20 | 17 | 12 | 21 | 15 | 16 | 14 | 20 | 16 | 15 | 15 | 14 | 12 | 17 | 18 |
| Other | 7 | 10 | 9 | 7 | 5 | 9 | 6 | 9 | 5 | 5 | 7 | 6 | 6 | 6 | 7 | 7 | |
| REPUBLICAN | 16 | 11 | 18 | 18 | 12 | 17 | 15 | 15 | 17 | 18 | 15 | 14 | 15 | 14 | 13 | 16 | 16 |
| Republican | 16 | 11 | 18 | 18 | 12 | 17 | 15 | 15 | 17 | 18 | 15 | 14 | 15 | 14 | 13 | 16 | 16 |

| | GENDER | | PARTY REG | | | AGE | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | | |
|---------------------|-----------|-----------|-----------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| DEMOCRAT | 60 | 52 | 67 | 100 | 0 | 0 | 59 | 61 | 58 | 53 | 66 | 64 | 57 | 62 | 65 | 100 | 100 | 0 | 0 | 0 | 37 |
| Democrat | 60 | 52 | 67 | 100 | 0 | 0 | 59 | 61 | 58 | 53 | 66 | 64 | 57 | 62 | 65 | 100 | 100 | 0 | 0 | 0 | 37 |
| INDEPENDENT | 24 | 28 | 21 | 0 | 100 | 0 | 33 | 29 | 29 | 26 | 17 | 17 | 30 | 19 | 17 | 0 | 0 | 0 | 0 | 100 | 37 |
| No Party Preference | 17 | 20 | 14 | 0 | 71 | 0 | 26 | 22 | 21 | 21 | 10 | 6 | 24 | 12 | 8 | 0 | 0 | 0 | 0 | 70 | 27 |
| Other | 7 | 7 | 7 | 0 | 29 | 0 | 6 | 7 | 8 | 5 | 6 | 11 | 6 | 8 | 8 | 0 | 0 | 0 | 0 | 30 | 10 |
| REPUBLICAN | 16 | 20 | 12 | 0 | 0 | 100 | 8 | 10 | 13 | 21 | 17 | 19 | 13 | 18 | 18 | 0 | 0 | 100 | 100 | 0 | 26 |
| Republican | 16 | 20 | 12 | 0 | 0 | 100 | 8 | 10 | 13 | 21 | 17 | 19 | 13 | 18 | 18 | 0 | 0 | 100 | 100 | 0 | 26 |

| | GENDER BY AGE | | | | PARTY BY GENDER | | | | PARTY BY AGE | | | | GENDER BY EDUCATION | | | | | | | | |
|---------------------|---------------|-----------|-----------|-------------|-----------------|------------|------------|------------|--------------|------------|------------|------------|---------------------|------------|------------|------------|------------|-----------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| DEMOCRAT | 60 | 53 | 51 | 60 | 73 | 100 | 100 | 0 | 0 | 0 | 0 | 100 | 100 | 0 | 0 | 0 | 0 | 50 | 56 | 53 | 74 |
| Democrat | 60 | 53 | 51 | 60 | 73 | 100 | 100 | 0 | 0 | 0 | 0 | 100 | 100 | 0 | 0 | 0 | 0 | 50 | 56 | 53 | 74 |
| INDEPENDENT | 24 | 31 | 25 | 29 | 14 | 0 | 0 | 100 | 100 | 0 | 0 | 0 | 0 | 100 | 100 | 0 | 0 | 30 | 31 | 27 | 16 |
| No Party Preference | 17 | 24 | 18 | 24 | 6 | 0 | 0 | 73 | 67 | 0 | 0 | 0 | 0 | 78 | 60 | 0 | 0 | 21 | 21 | 20 | 10 |
| Other | 7 | 7 | 8 | 6 | 8 | 0 | 0 | 27 | 33 | 0 | 0 | 0 | 0 | 22 | 40 | 0 | 0 | 9 | 10 | 7 | 5 |
| REPUBLICAN | 16 | 16 | 24 | 10 | 13 | 0 | 0 | 0 | 0 | 100 | 100 | 0 | 0 | 0 | 0 | 100 | 100 | 20 | 14 | 20 | 10 |
| Republican | 16 | 16 | 24 | 10 | 13 | 0 | 0 | 0 | 0 | 100 | 100 | 0 | 0 | 0 | 0 | 100 | 100 | 20 | 14 | 20 | 10 |

Table 64: PARTY REGISTRATION

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|---------------------------|-----------|------------|-----------------------------------|-----------|-----------|-----------|-----------|----------------------------------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 |
| <u>DEMOCRAT</u> | 60 | 58 | 63 | 58 | 53 | 55 | 53 | 70 | 66 | 64 | 71 | 72 | 42 | 65 | 63 | 49 |
| Democrat | 60 | 58 | 63 | 58 | 53 | 55 | 53 | 70 | 66 | 64 | 71 | 72 | 42 | 65 | 63 | 49 |
| <u>INDEPENDENT</u> | 24 | 24 | 25 | 22 | 28 | 33 | 20 | 19 | 31 | 24 | 20 | 13 | 37 | 19 | 22 | 34 |
| No Party Preference | 17 | 15 | 21 | 14 | 21 | 22 | 9 | 12 | 28 | 19 | 17 | 8 | 29 | 13 | 16 | 25 |
| Other | 7 | 9 | 4 | 8 | 7 | 11 | 12 | 6 | 3 | 4 | 3 | 4 | 7 | 7 | 6 | 9 |
| <u>REPUBLICAN</u> | 16 | 18 | 12 | 19 | 19 | 12 | 26 | 12 | 4 | 13 | 8 | 15 | 22 | 16 | 14 | 17 |
| Republican | 16 | 18 | 12 | 19 | 19 | 12 | 26 | 12 | 4 | 13 | 8 | 15 | 22 | 16 | 14 | 17 |

Table 65: LANGUAGE OF INTERVIEW

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | | |
|---------------|-------------------------|------------|-----------|----------------|-----------------|-----------|-------------------|----------|--------------|--------------------------|------------|----------------------|---------------------|------------------|--------------------|-----------|-----------------------|-----------|-------------|--------------|-------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL | |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 | |
| English | 98 | 97 | 99 | 100 | 99 | 98 | 99 | 100 | 99 | 100 | 98 | 98 | 98 | 98 | 99 | 98 | 100 | 99 | 97 | 100 | |
| Spanish | 2 | 3 | 1 | 0 | 1 | 2 | 1 | 0 | 1 | 0 | 2 | 2 | 2 | 2 | 1 | 2 | 0 | 1 | 3 | 0 | |
| | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | | |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 | | | |
| English | 98 | 98 | 99 | 100 | 98 | 99 | 100 | 97 | 99 | 100 | 100 | 100 | 100 | 98 | 99 | 100 | 86 | 91 | | | |
| Spanish | 2 | 2 | 1 | 0 | 2 | 1 | 0 | 3 | 1 | 0 | 0 | 0 | 0 | 2 | 1 | 0 | 14 | 9 | | | |
| | Q14 EDUCATION | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | | | | | | |
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B | | | | |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 | | | | |
| English | 98 | 100 | 98 | 99 | 97 | 99 | 98 | 100 | 97 | 98 | 98 | 98 | 98 | 99 | 98 | 98 | 98 | | | | |
| Spanish | 2 | 0 | 2 | 1 | 3 | 1 | 2 | 0 | 3 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | | | | |
| | GENDER | | PARTY REG | | | AGE | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | | |
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| English | 98 | 98 | 99 | 97 | 100 | 100 | 100 | 100 | 98 | 99 | 96 | 99 | 99 | 98 | 97 | 97 | 98 | 100 | 100 | 100 | 99 |
| Spanish | 2 | 2 | 1 | 3 | 0 | 0 | 0 | 0 | 2 | 1 | 4 | 1 | 1 | 2 | 3 | 3 | 2 | 0 | 0 | 0 | 1 |
| | GENDER BY AGE | | | | PARTY BY GENDER | | | | PARTY BY AGE | | | | GENDER BY EDUCATION | | | | | | | | |
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| English | 98 | 99 | 98 | 99 | 98 | 96 | 98 | 100 | 100 | 100 | 100 | 98 | 97 | 100 | 100 | 100 | 100 | 97 | 100 | 99 | 98 |
| Spanish | 2 | 1 | 2 | 1 | 2 | 4 | 2 | 0 | 0 | 0 | 0 | 2 | 3 | 0 | 0 | 0 | 0 | 3 | 0 | 1 | 2 |

Table 65: LANGUAGE OF INTERVIEW

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|---------------|--------|------------|-----------------------------------|----|-----|----|----|----------------------------------|-----|----|-----|-----|--------------|-------|-------|------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 |
| English | 98 | 98 | 100 | 96 | 100 | 95 | 98 | 99 | 100 | 98 | 100 | 100 | 100 | 96 | 100 | 100 |
| Spanish | 2 | 2 | 0 | 4 | 0 | 5 | 2 | 1 | 0 | 2 | 0 | 0 | 0 | 4 | 0 | 0 |

Table 66: FLAGS

| | Q2 INITIAL VOTE | | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|---------------|-----------------|---------|-----------|----------|--------|-----------|----------|-------|----------|--------------|-----------|---------|------|-------|------------------|-----------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| P16 | 58 | 65 | 52 | 59 | 55 | 60 | 56 | 43 | 51 | 41 | 69 | 63 | 62 | 53 | 61 | 60 | 68 | 66 | 61 | 55 |
| G16 | 72 | 78 | 69 | 79 | 66 | 74 | 70 | 64 | 68 | 55 | 78 | 74 | 73 | 72 | 74 | 74 | 77 | 79 | 76 | 70 |
| P18 | 51 | 57 | 45 | 51 | 49 | 52 | 49 | 41 | 45 | 39 | 64 | 53 | 55 | 46 | 58 | 56 | 61 | 56 | 54 | 52 |
| G18 | 72 | 78 | 68 | 79 | 67 | 74 | 71 | 61 | 67 | 64 | 80 | 72 | 74 | 70 | 77 | 76 | 82 | 78 | 77 | 67 |
| P20 | 69 | 76 | 65 | 70 | 64 | 71 | 66 | 57 | 64 | 52 | 80 | 70 | 71 | 67 | 74 | 72 | 75 | 78 | 73 | 62 |
| G20 | 85 | 85 | 84 | 91 | 86 | 85 | 88 | 77 | 83 | 66 | 85 | 91 | 85 | 85 | 83 | 84 | 88 | 88 | 87 | 81 |
| P22 | 61 | 61 | 62 | 68 | 57 | 61 | 61 | 65 | 63 | 43 | 74 | 62 | 64 | 58 | 68 | 63 | 75 | 66 | 62 | 64 |
| G22 | 77 | 82 | 74 | 79 | 75 | 78 | 76 | 68 | 73 | 55 | 83 | 78 | 77 | 77 | 73 | 76 | 86 | 82 | 80 | 75 |
| BLANK | 8 | 8 | 9 | 2 | 9 | 8 | 7 | 16 | 10 | 20 | 7 | 6 | 8 | 8 | 11 | 10 | 6 | 7 | 8 | 10 |

| | Q9 VOTE AFTER POSITIVES | | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | |
|---------------|-------------------------|-----------|----------|-------|----------------|----------|-------|-------------------|---------|-------|------------|-----------|-----------|---------------|------|--------------------|-------|-----|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 |
| P16 | 58 | 60 | 54 | 50 | 62 | 51 | 52 | 63 | 57 | 45 | 50 | 51 | 33 | 65 | 47 | 61 | 42 | 50 |
| G16 | 72 | 75 | 66 | 74 | 75 | 65 | 79 | 77 | 69 | 64 | 67 | 63 | 49 | 80 | 64 | 76 | 53 | 60 |
| P18 | 51 | 52 | 48 | 47 | 53 | 47 | 51 | 55 | 52 | 40 | 41 | 37 | 33 | 60 | 36 | 55 | 27 | 37 |
| G18 | 72 | 75 | 65 | 70 | 76 | 64 | 81 | 77 | 70 | 64 | 71 | 66 | 46 | 79 | 66 | 76 | 49 | 58 |
| P20 | 69 | 71 | 63 | 63 | 71 | 62 | 76 | 74 | 67 | 59 | 65 | 54 | 49 | 75 | 62 | 71 | 55 | 60 |
| G20 | 85 | 86 | 84 | 80 | 86 | 84 | 85 | 86 | 89 | 81 | 87 | 83 | 70 | 90 | 79 | 86 | 75 | 78 |
| P22 | 61 | 60 | 63 | 67 | 60 | 62 | 72 | 63 | 66 | 54 | 48 | 41 | 51 | 70 | 48 | 66 | 38 | 42 |
| G22 | 77 | 79 | 73 | 73 | 80 | 70 | 81 | 82 | 77 | 66 | 72 | 68 | 48 | 85 | 68 | 82 | 53 | 60 |
| BLANK | 8 | 7 | 8 | 17 | 8 | 9 | 7 | 7 | 6 | 11 | 5 | 10 | 17 | 6 | 8 | 8 | 13 | 12 |

Table 66: FLAGS

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|---------------|---------------|------------|-----------|-----------|-----------|----------|-------|------------|--------------|---------|--------------------------|------|------|------|-----|-----------|-----|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| P16 | 58 | 25 | 55 | 59 | 68 | 51 | 63 | 65 | 64 | 57 | 67 | 71 | 76 | 82 | 89 | 58 | 58 |
| G16 | 72 | 31 | 68 | 77 | 81 | 63 | 79 | 80 | 82 | 71 | 84 | 88 | 93 | 95 | 96 | 72 | 72 |
| P18 | 51 | 17 | 36 | 57 | 65 | 34 | 61 | 51 | 56 | 56 | 60 | 66 | 73 | 85 | 100 | 51 | 51 |
| G18 | 72 | 49 | 66 | 79 | 79 | 64 | 79 | 74 | 81 | 72 | 86 | 91 | 97 | 99 | 100 | 71 | 74 |
| P20 | 69 | 40 | 65 | 73 | 76 | 61 | 75 | 68 | 73 | 71 | 82 | 86 | 93 | 97 | 100 | 69 | 69 |
| G20 | 85 | 66 | 79 | 92 | 90 | 77 | 91 | 85 | 90 | 87 | 97 | 99 | 99 | 99 | 100 | 86 | 85 |
| P22 | 61 | 44 | 51 | 63 | 75 | 50 | 69 | 57 | 64 | 65 | 71 | 76 | 83 | 91 | 100 | 63 | 60 |
| G22 | 77 | 45 | 65 | 86 | 88 | 62 | 87 | 75 | 81 | 82 | 90 | 94 | 98 | 99 | 100 | 79 | 76 |
| BLANK | 8 | 8 | 14 | 4 | 4 | 13 | 4 | 9 | 6 | 6 | 0 | 0 | 0 | 0 | 7 | 9 | |

| | GENDER | | PARTY REG | | | AGE | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | |
|---------------|--------|-----|-----------|-----|-----|-----|-------|-------|-------|-------|-------|-----|----------------------|-----|-----|-----|-----|----|-----|-----|-------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| P16 | 58 | 55 | 61 | 65 | 48 | 48 | 11 | 54 | 50 | 57 | 77 | 85 | 42 | 72 | 80 | 66 | 65 | 44 | 63 | 51 | 47 |
| G16 | 72 | 69 | 76 | 76 | 68 | 67 | 17 | 74 | 70 | 78 | 87 | 91 | 57 | 86 | 89 | 78 | 75 | 54 | 84 | 71 | 66 |
| P18 | 51 | 49 | 52 | 57 | 41 | 41 | 6 | 31 | 42 | 55 | 71 | 80 | 30 | 69 | 75 | 59 | 55 | 37 | 51 | 42 | 44 |
| G18 | 72 | 69 | 75 | 78 | 63 | 64 | 23 | 62 | 73 | 80 | 85 | 93 | 57 | 85 | 88 | 81 | 77 | 58 | 79 | 68 | 61 |
| P20 | 69 | 68 | 70 | 76 | 60 | 58 | 25 | 59 | 65 | 73 | 85 | 89 | 54 | 82 | 87 | 76 | 77 | 53 | 58 | 64 | 61 |
| G20 | 85 | 83 | 88 | 88 | 82 | 82 | 42 | 81 | 93 | 93 | 92 | 97 | 76 | 93 | 94 | 90 | 87 | 71 | 88 | 85 | 81 |
| P22 | 61 | 61 | 62 | 66 | 50 | 61 | 27 | 35 | 46 | 70 | 81 | 86 | 41 | 79 | 84 | 65 | 67 | 60 | 70 | 45 | 61 |
| G22 | 77 | 76 | 78 | 81 | 70 | 73 | 33 | 72 | 74 | 87 | 90 | 90 | 64 | 89 | 90 | 81 | 87 | 66 | 80 | 71 | 72 |
| BLANK | 8 | 8 | 7 | 6 | 10 | 12 | 37 | 5 | 4 | 3 | 5 | 3 | 13 | 4 | 4 | 6 | 4 | 25 | 4 | 8 | 9 |

| | GENDER BY AGE | | | | PARTY BY GENDER | | | | PARTY BY AGE | | | | GENDER BY EDUCATION | | | | | | | | |
|---------------|---------------|-----------|---------|-------------|-----------------|---------|-----------|---------|--------------|---------|-----------|-----------|---------------------|-----------|---------|-----------|---------|-----------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| P16 | 58 | 42 | 65 | 41 | 78 | 58 | 69 | 54 | 42 | 46 | 51 | 48 | 78 | 36 | 64 | 25 | 62 | 49 | 53 | 59 | 67 |
| G16 | 72 | 54 | 82 | 60 | 89 | 69 | 82 | 74 | 61 | 65 | 69 | 62 | 87 | 52 | 89 | 50 | 77 | 60 | 66 | 77 | 81 |
| P18 | 51 | 28 | 68 | 33 | 69 | 54 | 60 | 46 | 35 | 41 | 43 | 36 | 74 | 26 | 61 | 16 | 58 | 35 | 33 | 59 | 63 |
| G18 | 72 | 50 | 86 | 64 | 85 | 73 | 83 | 67 | 58 | 64 | 64 | 65 | 89 | 48 | 84 | 48 | 74 | 60 | 69 | 77 | 80 |
| P20 | 69 | 50 | 84 | 57 | 81 | 74 | 77 | 67 | 51 | 55 | 61 | 63 | 85 | 46 | 78 | 28 | 76 | 63 | 60 | 73 | 76 |
| G20 | 85 | 73 | 92 | 80 | 94 | 83 | 91 | 87 | 76 | 77 | 88 | 80 | 94 | 73 | 95 | 68 | 90 | 76 | 78 | 89 | 93 |
| P22 | 61 | 42 | 77 | 42 | 80 | 67 | 65 | 51 | 49 | 57 | 69 | 44 | 83 | 37 | 68 | 40 | 75 | 48 | 54 | 71 | 67 |
| G22 | 77 | 60 | 90 | 67 | 88 | 78 | 84 | 77 | 61 | 71 | 76 | 70 | 91 | 53 | 91 | 62 | 81 | 59 | 65 | 88 | 87 |
| BLANK | 8 | 13 | 4 | 12 | 3 | 8 | 4 | 6 | 14 | 13 | 12 | 10 | 3 | 16 | 2 | 17 | 10 | 12 | 13 | 5 | 4 |

Table 66: FLAGS

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|---------------|--------|------------|-----------------------------------|----|----|----|----|----------------------------------|----|----|----|----|--------------|-------|-------|------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 |
| P16 | 58 | 58 | 58 | 54 | 58 | 50 | 61 | 63 | 59 | 65 | 52 | 64 | 53 | 62 | 62 | 47 |
| G16 | 72 | 72 | 73 | 69 | 73 | 66 | 80 | 74 | 81 | 78 | 58 | 73 | 74 | 78 | 75 | 62 |
| P18 | 51 | 48 | 56 | 47 | 50 | 35 | 50 | 55 | 64 | 61 | 44 | 55 | 54 | 58 | 53 | 38 |
| G18 | 72 | 71 | 74 | 72 | 67 | 63 | 80 | 73 | 74 | 77 | 70 | 76 | 73 | 78 | 76 | 59 |
| P20 | 69 | 67 | 72 | 69 | 65 | 56 | 70 | 73 | 68 | 74 | 73 | 73 | 72 | 74 | 76 | 54 |
| G20 | 85 | 86 | 83 | 83 | 86 | 86 | 89 | 89 | 84 | 80 | 86 | 84 | 84 | 88 | 90 | 76 |
| P22 | 61 | 61 | 61 | 74 | 55 | 50 | 63 | 62 | 64 | 65 | 54 | 60 | 63 | 63 | 64 | 55 |
| G22 | 77 | 78 | 76 | 78 | 78 | 75 | 82 | 77 | 86 | 75 | 66 | 79 | 74 | 81 | 81 | 68 |
| BLANK | 8 | 6 | 11 | 6 | 9 | 6 | 5 | 6 | 11 | 13 | 13 | 10 | 7 | 6 | 6 | 13 |

Table 67: HOUSEHOLD PARTY TYPE

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|---------------|-----------------|---------|-----------|----------|--------|-----------|----------|-------|--------------|-------------|-----------|---------|------|------------------|-----|-----------|-----------------------|-------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| D1 | 37 | 46 | 38 | 27 | 25 | 43 | 25 | 28 | 36 | 43 | 40 | 41 | 41 | 32 | 46 | 39 | 32 | 42 | 41 | 23 |
| D2+ | 15 | 15 | 19 | 24 | 5 | 17 | 11 | 22 | 20 | 19 | 20 | 15 | 17 | 13 | 14 | 18 | 17 | 18 | 20 | 9 |
| R1 | 7 | 4 | 6 | 3 | 14 | 4 | 11 | 13 | 7 | 2 | 3 | 5 | 4 | 10 | 3 | 3 | 13 | 5 | 5 | 11 |
| R2+ | 4 | 1 | 3 | 0 | 10 | 2 | 7 | 6 | 3 | 2 | 1 | 3 | 2 | 5 | 2 | 2 | 2 | 1 | 1 | 7 |
| I1+ | 17 | 14 | 15 | 17 | 24 | 14 | 22 | 14 | 15 | 20 | 12 | 17 | 15 | 18 | 9 | 15 | 19 | 13 | 12 | 23 |
| Mixed | 21 | 21 | 20 | 29 | 21 | 20 | 24 | 16 | 19 | 15 | 24 | 20 | 21 | 22 | 24 | 23 | 16 | 21 | 21 | 27 |

| | Q9 VOTE AFTER POSITIVES | | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | |
|---------------|-------------------------|-----------|----------|-------|----------------|----------|-------|-------------------|---------|-------|------------|-----------|-----------|---------------|------|--------------------|-------|-----|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 |
| D1 | 37 | 43 | 23 | 24 | 44 | 24 | 21 | 46 | 24 | 27 | 31 | 31 | 24 | 35 | 44 | 37 | 42 | 41 |
| D2+ | 15 | 18 | 7 | 20 | 18 | 9 | 21 | 17 | 7 | 19 | 21 | 25 | 14 | 17 | 12 | 18 | 8 | 9 |
| R1 | 7 | 5 | 11 | 11 | 5 | 9 | 13 | 5 | 12 | 7 | 8 | 8 | 1 | 7 | 6 | 7 | 2 | 3 |
| R2+ | 4 | 2 | 8 | 0 | 2 | 7 | 1 | 2 | 9 | 4 | 6 | 7 | 3 | 4 | 1 | 3 | 4 | 3 |
| I1+ | 17 | 13 | 22 | 33 | 12 | 23 | 26 | 12 | 22 | 22 | 17 | 12 | 26 | 15 | 17 | 13 | 21 | 20 |
| Mixed | 21 | 19 | 29 | 12 | 18 | 28 | 18 | 19 | 26 | 22 | 16 | 16 | 33 | 21 | 21 | 21 | 23 | 23 |

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|---------------|---------------|------------|-----------|-----------|-----------|----------|-------|------------|--------------|---------|--------------------------|------|------|------|-----|-----------|-----|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| D1 | 37 | 24 | 30 | 35 | 46 | 29 | 40 | 42 | 37 | 31 | 39 | 40 | 40 | 42 | 43 | 35 | 38 |
| D2+ | 15 | 19 | 15 | 14 | 17 | 16 | 15 | 11 | 21 | 15 | 16 | 17 | 16 | 17 | 18 | 16 | 14 |
| R1 | 7 | 6 | 7 | 7 | 5 | 7 | 6 | 9 | 6 | 5 | 6 | 5 | 6 | 6 | 5 | 7 | 6 |
| R2+ | 4 | 0 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 |
| I1+ | 17 | 20 | 21 | 14 | 12 | 21 | 13 | 20 | 13 | 14 | 16 | 15 | 15 | 14 | 12 | 15 | 18 |
| Mixed | 21 | 31 | 21 | 26 | 16 | 23 | 21 | 15 | 19 | 31 | 19 | 20 | 20 | 17 | 18 | 24 | 18 |

Table 67: HOUSEHOLD PARTY TYPE

| | GENDER | | PARTY REG | | | AGE | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | | |
|---------------|--------|-----|-----------|-----|-----|-----|-------|-------|-------|-------|-------|----------------------|-------|-----|-----|-----|-----|-----|-----|-----|-------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| D1 | 37 | 29 | 44 | 61 | 0 | 0 | 18 | 42 | 35 | 40 | 38 | 43 | 32 | 41 | 40 | 100 | 0 | 0 | 0 | 0 | 0 |
| D2+ | 15 | 16 | 14 | 26 | 0 | 0 | 20 | 16 | 17 | 8 | 22 | 13 | 16 | 14 | 18 | 0 | 100 | 0 | 0 | 0 | 0 |
| R1 | 7 | 8 | 5 | 0 | 0 | 42 | 5 | 4 | 7 | 7 | 7 | 8 | 6 | 7 | 8 | 0 | 0 | 100 | 0 | 0 | 0 |
| R2+ | 4 | 4 | 3 | 0 | 0 | 23 | 2 | 3 | 3 | 4 | 4 | 6 | 3 | 4 | 4 | 0 | 0 | 0 | 100 | 0 | 0 |
| I1+ | 17 | 19 | 14 | 0 | 68 | 0 | 16 | 21 | 21 | 17 | 12 | 15 | 19 | 14 | 13 | 0 | 0 | 0 | 0 | 100 | 0 |
| Mixed | 21 | 23 | 19 | 13 | 32 | 35 | 40 | 13 | 16 | 25 | 18 | 16 | 23 | 20 | 17 | 0 | 0 | 0 | 0 | 0 | 100 |

| | GENDER BY AGE | | | | PARTY BY GENDER | | | | PARTY BY AGE | | | | GENDER BY EDUCATION | | | | | | | | |
|---------------|---------------|-----------|---------|-------------|-----------------|---------|-----------|---------|--------------|---------|-----------|-----------|---------------------|-----------|---------|-----------|---------|-----------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| D1 | 37 | 31 | 27 | 33 | 53 | 56 | 66 | 0 | 0 | 0 | 0 | 56 | 65 | 0 | 0 | 0 | 0 | 24 | 35 | 30 | 49 |
| D2+ | 15 | 15 | 17 | 18 | 11 | 31 | 22 | 0 | 0 | 0 | 0 | 29 | 23 | 0 | 0 | 0 | 0 | 18 | 14 | 16 | 15 |
| R1 | 7 | 7 | 10 | 6 | 4 | 0 | 0 | 0 | 0 | 42 | 44 | 0 | 0 | 0 | 0 | 47 | 39 | 8 | 5 | 8 | 4 |
| R2+ | 4 | 4 | 5 | 3 | 3 | 0 | 0 | 0 | 0 | 22 | 25 | 0 | 0 | 0 | 0 | 24 | 22 | 5 | 3 | 4 | 3 |
| I1+ | 17 | 20 | 18 | 19 | 10 | 0 | 0 | 68 | 68 | 0 | 0 | 0 | 0 | 65 | 71 | 0 | 0 | 25 | 18 | 15 | 11 |
| Mixed | 21 | 23 | 23 | 21 | 17 | 13 | 13 | 32 | 32 | 36 | 31 | 15 | 12 | 35 | 29 | 29 | 39 | 20 | 25 | 26 | 17 |

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|---------------|--------|---------|-----------------------------------|----|----|----|----|----------------------------------|----|----|----|----|--------------|-------|-------|------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 |
| D1 | 37 | 34 | 41 | 29 | 30 | 30 | 34 | 47 | 52 | 40 | 42 | 56 | 18 | 39 | 39 | 30 |
| D2+ | 15 | 16 | 15 | 19 | 12 | 15 | 13 | 19 | 8 | 18 | 19 | 10 | 18 | 18 | 17 | 10 |
| R1 | 7 | 8 | 5 | 10 | 8 | 3 | 11 | 5 | 2 | 5 | 5 | 7 | 7 | 5 | 8 | 7 |
| R2+ | 4 | 4 | 4 | 3 | 2 | 7 | 3 | 4 | 2 | 4 | 3 | 2 | 7 | 3 | 3 | 5 |
| I1+ | 17 | 17 | 16 | 12 | 21 | 26 | 15 | 12 | 21 | 17 | 7 | 6 | 29 | 13 | 17 | 20 |
| Mixed | 21 | 22 | 19 | 28 | 26 | 20 | 23 | 13 | 16 | 17 | 24 | 19 | 21 | 22 | 15 | 27 |

Table 68: CONTACT MODE

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|---------------|-----------------|---------|-----------|----------|--------|-----------|----------|-------|--------------|-------------|-----------|---------|------|------------------|-----|-----------|-----------------------|-------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| Phone | 41 | 47 | 40 | 27 | 38 | 44 | 35 | 46 | 41 | 49 | 46 | 41 | 44 | 39 | 46 | 46 | 41 | 43 | 46 | 38 |
| Email | 30 | 29 | 31 | 32 | 31 | 30 | 32 | 33 | 31 | 21 | 29 | 33 | 30 | 30 | 24 | 27 | 36 | 33 | 29 | 32 |
| Text | 28 | 25 | 29 | 41 | 31 | 26 | 34 | 22 | 28 | 31 | 24 | 26 | 26 | 31 | 30 | 27 | 23 | 25 | 25 | 29 |

| | Q9 VOTE AFTER POSITIVES | | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | |
|---------------|-------------------------|-----------|----------|-------|----------------|----------|-------|-------------------|---------|-------|------------|-----------|-----------|---------------|------|--------------------|-------|-----|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 |
| Phone | 41 | 44 | 34 | 41 | 44 | 36 | 43 | 46 | 35 | 36 | 34 | 32 | 36 | 43 | 41 | 41 | 43 | 42 |
| Email | 30 | 30 | 32 | 26 | 32 | 30 | 19 | 31 | 34 | 26 | 32 | 37 | 20 | 32 | 25 | 30 | 16 | 24 |
| Text | 28 | 26 | 33 | 33 | 25 | 34 | 38 | 23 | 31 | 38 | 34 | 32 | 44 | 25 | 34 | 28 | 42 | 34 |

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|---------------|---------------|------------|-----------|-----------|-----------|----------|-------|------------|--------------|---------|--------------------------|------|------|------|-----|-----------|-----|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| Phone | 41 | 31 | 43 | 42 | 44 | 42 | 43 | 44 | 47 | 39 | 43 | 44 | 45 | 45 | 48 | 39 | 44 |
| Email | 30 | 19 | 32 | 30 | 30 | 30 | 30 | 29 | 28 | 31 | 32 | 32 | 33 | 32 | 33 | 30 | 31 |
| Text | 28 | 50 | 25 | 29 | 26 | 29 | 28 | 26 | 25 | 30 | 25 | 24 | 23 | 23 | 19 | 32 | 25 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
|---------------|--------|-----|-----------|-----|-----|-----|-------|-------|-------|-------|-------|-----|-------|-----|----------------------|-----|-----|----|-----|-----|-------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| Phone | 41 | 43 | 40 | 45 | 33 | 41 | 40 | 38 | 21 | 44 | 44 | 56 | 34 | 47 | 49 | 44 | 49 | 32 | 35 | 33 | 42 |
| Email | 30 | 34 | 26 | 32 | 28 | 28 | 16 | 30 | 36 | 29 | 35 | 33 | 27 | 33 | 34 | 33 | 33 | 37 | 25 | 32 | 22 |
| Text | 28 | 23 | 34 | 23 | 40 | 31 | 44 | 32 | 43 | 27 | 21 | 11 | 38 | 20 | 17 | 24 | 18 | 31 | 40 | 35 | 36 |

Table 68: CONTACT MODE

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|---------------|---------------|--------------|------------|----------------|--------------|-----------------|--------------|------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| Phone | 41 | 38 | 48 | 32 | 47 | 46 | 44 | 42 | 22 | 38 | 48 | 37 | 50 | 30 | 36 | 31 | 48 | 45 | 39 | 44 | 41 |
| Email | 30 | 30 | 38 | 25 | 28 | 38 | 28 | 29 | 27 | 33 | 17 | 30 | 34 | 23 | 34 | 27 | 28 | 33 | 26 | 33 | 27 |
| Text | 28 | 32 | 14 | 43 | 25 | 16 | 28 | 29 | 52 | 29 | 36 | 33 | 16 | 47 | 30 | 42 | 24 | 22 | 35 | 23 | 32 |

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|---------------|--------|------------|-----------------------------------|----|----|----|----|----------------------------------|----|----|----|----|--------------|-------|-------|------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 |
| Phone | 41 | 46 | 33 | 44 | 41 | 43 | 53 | 49 | 39 | 29 | 33 | 32 | 33 | 100 | 0 | 0 |
| Email | 30 | 28 | 35 | 29 | 32 | 21 | 21 | 33 | 30 | 41 | 27 | 38 | 40 | 0 | 100 | 0 |
| Text | 28 | 26 | 32 | 28 | 26 | 36 | 26 | 19 | 31 | 31 | 40 | 30 | 28 | 0 | 0 | 100 |

Table 69: AGE

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | |
|---------------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-------------|-----------|-----------|-----------|------------------|-----------|-----------|-----------------------|-----------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| 18-54 | 47 | 45 | 53 | 49 | 40 | 48 | 43 | 47 | 52 | 81 | 49 | 43 | 50 | 43 | 44 | 50 | 35 | 50 | 46 | 45 |
| 18-24 | 9 | 4 | 14 | 11 | 8 | 8 | 9 | 18 | 14 | 30 | 7 | 9 | 11 | 7 | 13 | 12 | 4 | 5 | 8 | 11 |
| 25-29 | 4 | 6 | 4 | 0 | 1 | 5 | 1 | 0 | 3 | 11 | 7 | 3 | 5 | 2 | 6 | 5 | 3 | 9 | 5 | 2 |
| 30-34 | 5 | 5 | 5 | 5 | 6 | 5 | 6 | 4 | 5 | 6 | 5 | 5 | 5 | 5 | 5 | 4 | 2 | 5 | 4 | 7 |
| 35-39 | 8 | 10 | 11 | 2 | 4 | 10 | 4 | 0 | 10 | 14 | 9 | 8 | 9 | 6 | 8 | 9 | 9 | 8 | 8 | 4 |
| 40-44 | 7 | 8 | 6 | 9 | 6 | 7 | 7 | 8 | 6 | 11 | 8 | 5 | 7 | 6 | 4 | 7 | 2 | 5 | 7 | 5 |
| 45-49 | 7 | 5 | 7 | 16 | 8 | 6 | 10 | 5 | 7 | 4 | 6 | 5 | 5 | 9 | 6 | 6 | 12 | 8 | 7 | 7 |
| 50-54 | 7 | 7 | 6 | 8 | 7 | 7 | 7 | 12 | 7 | 6 | 7 | 8 | 7 | 7 | 3 | 8 | 3 | 10 | 7 | 9 |
| 55+ | 53 | 55 | 47 | 51 | 60 | 52 | 57 | 53 | 48 | 19 | 51 | 57 | 50 | 57 | 56 | 50 | 65 | 50 | 54 | 55 |
| 55-59 | 9 | 9 | 9 | 8 | 9 | 9 | 9 | 0 | 7 | 0 | 7 | 10 | 8 | 10 | 7 | 8 | 10 | 6 | 8 | 9 |
| 60-64 | 9 | 8 | 8 | 11 | 12 | 8 | 12 | 14 | 9 | 4 | 7 | 8 | 7 | 12 | 9 | 8 | 8 | 7 | 8 | 12 |
| 65-74 | 20 | 24 | 16 | 21 | 20 | 20 | 20 | 13 | 15 | 9 | 22 | 20 | 19 | 21 | 20 | 31 | 21 | 21 | 19 | |
| 75+ | 15 | 14 | 15 | 11 | 18 | 14 | 16 | 26 | 16 | 6 | 15 | 19 | 16 | 15 | 19 | 14 | 16 | 16 | 16 | 15 |

| | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | |
|---------------|-------------------------|-----------|-----------|----------------|-----------|-----------|-------------------|-----------|-----------|-----------|------------|-----------|---------------|-----------|--------------------|-----------|-----------|-----------|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 |
| 18-54 | 47 | 48 | 45 | 29 | 48 | 45 | 37 | 47 | 41 | 51 | 56 | 59 | 58 | 35 | 68 | 43 | 76 | 66 |
| 18-24 | 9 | 8 | 11 | 8 | 7 | 13 | 6 | 6 | 8 | 17 | 17 | 18 | 29 | 5 | 16 | 7 | 23 | 17 |
| 25-29 | 4 | 5 | 1 | 5 | 5 | 1 | 7 | 6 | 1 | 2 | 0 | 0 | 0 | 1 | 10 | 4 | 6 | 5 |
| 30-34 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 6 | 6 | 8 | 8 | 3 | 8 | 5 | 4 | 6 |
| 35-39 | 8 | 9 | 5 | 0 | 10 | 5 | 3 | 11 | 4 | 5 | 3 | 1 | 6 | 6 | 14 | 8 | 11 | 10 |
| 40-44 | 7 | 7 | 7 | 3 | 7 | 7 | 2 | 7 | 7 | 7 | 10 | 11 | 9 | 6 | 9 | 5 | 15 | 14 |
| 45-49 | 7 | 6 | 9 | 8 | 6 | 8 | 8 | 6 | 10 | 7 | 9 | 10 | 2 | 8 | 4 | 7 | 9 | 10 |
| 50-54 | 7 | 7 | 7 | 3 | 7 | 6 | 8 | 7 | 7 | 7 | 11 | 10 | 5 | 7 | 8 | 7 | 7 | 5 |
| 55+ | 53 | 52 | 55 | 71 | 52 | 55 | 63 | 53 | 59 | 49 | 44 | 41 | 42 | 65 | 32 | 57 | 24 | 34 |
| 55-59 | 9 | 9 | 7 | 10 | 9 | 6 | 16 | 10 | 7 | 8 | 8 | 5 | 5 | 10 | 8 | 9 | 5 | 8 |
| 60-64 | 9 | 9 | 11 | 13 | 8 | 13 | 1 | 8 | 13 | 8 | 10 | 10 | 10 | 11 | 4 | 9 | 1 | 6 |
| 65-74 | 20 | 20 | 19 | 21 | 20 | 19 | 22 | 21 | 21 | 17 | 15 | 12 | 14 | 27 | 10 | 22 | 11 | 13 |
| 75+ | 15 | 14 | 18 | 27 | 14 | 16 | 24 | 14 | 18 | 16 | 11 | 13 | 14 | 18 | 10 | 17 | 7 | 6 |

Table 69: AGE

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|---------------|---------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-----------|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| 18-54 | 47 | 80 | 50 | 50 | 37 | 55 | 43 | 51 | 38 | 54 | 40 | 37 | 34 | 30 | 22 | 46 | 47 |
| 18-24 | 9 | 53 | 13 | 3 | 4 | 18 | 3 | 8 | 3 | 7 | 3 | 2 | 1 | 0 | 0 | 10 | 8 |
| 25-29 | 4 | 8 | 5 | 6 | 0 | 5 | 3 | 10 | 5 | 0 | 3 | 3 | 2 | 1 | 1 | 3 | 4 |
| 30-34 | 5 | 5 | 6 | 9 | 2 | 6 | 5 | 7 | 6 | 5 | 3 | 3 | 3 | 2 | 1 | 5 | 5 |
| 35-39 | 8 | 0 | 11 | 7 | 7 | 10 | 7 | 10 | 8 | 10 | 8 | 7 | 7 | 7 | 5 | 8 | 8 |
| 40-44 | 7 | 4 | 8 | 8 | 5 | 7 | 7 | 6 | 6 | 8 | 8 | 6 | 6 | 5 | 3 | 5 | 8 |
| 45-49 | 7 | 2 | 4 | 8 | 10 | 4 | 9 | 5 | 6 | 12 | 7 | 7 | 8 | 7 | 5 | 9 | 6 |
| 50-54 | 7 | 8 | 4 | 8 | 9 | 5 | 8 | 5 | 6 | 12 | 8 | 8 | 8 | 7 | 8 | 6 | 8 |
| 55+ | 53 | 20 | 50 | 50 | 63 | 45 | 57 | 49 | 62 | 46 | 60 | 63 | 66 | 70 | 78 | 54 | 53 |
| 55-59 | 9 | 0 | 6 | 12 | 8 | 5 | 10 | 6 | 6 | 11 | 9 | 10 | 10 | 9 | 8 | 9 | 8 |
| 60-64 | 9 | 7 | 9 | 9 | 9 | 9 | 9 | 9 | 10 | 9 | 11 | 11 | 11 | 11 | 11 | 10 | 9 |
| 65-74 | 20 | 13 | 20 | 18 | 24 | 19 | 21 | 18 | 28 | 15 | 22 | 23 | 26 | 28 | 30 | 20 | 20 |
| 75+ | 15 | 0 | 14 | 11 | 23 | 12 | 17 | 17 | 17 | 11 | 18 | 19 | 20 | 23 | 28 | 16 | 15 |

| | GENDER | | PARTY REG | | | AGE | | | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | |
|---------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|----------------------|-----------|-----------|-----------|-----------|-----------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| 18-54 | 47 | 46 | 46 | 44 | 57 | 39 | 100 | 100 | 100 | 28 | 0 | 0 | 100 | 0 | 0 | 41 | 50 | 43 | 42 | 55 | 50 |
| 18-24 | 9 | 10 | 8 | 9 | 11 | 5 | 70 | 0 | 0 | 0 | 0 | 0 | 19 | 0 | 0 | 5 | 12 | 5 | 6 | 5 | 18 |
| 25-29 | 4 | 4 | 4 | 3 | 6 | 2 | 30 | 0 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 2 | 4 | 4 | 0 | 7 | 6 |
| 30-34 | 5 | 6 | 4 | 4 | 6 | 6 | 0 | 40 | 0 | 0 | 0 | 0 | 11 | 0 | 0 | 6 | 1 | 7 | 6 | 5 | 5 |
| 35-39 | 8 | 9 | 7 | 9 | 9 | 2 | 0 | 60 | 0 | 0 | 0 | 0 | 17 | 0 | 0 | 8 | 13 | 2 | 7 | 12 | 2 |
| 40-44 | 7 | 6 | 8 | 7 | 6 | 8 | 0 | 0 | 49 | 0 | 0 | 0 | 15 | 0 | 0 | 8 | 7 | 12 | 11 | 7 | 3 |
| 45-49 | 7 | 6 | 8 | 7 | 10 | 3 | 0 | 0 | 51 | 0 | 0 | 0 | 15 | 0 | 0 | 6 | 8 | 3 | 0 | 11 | 8 |
| 50-54 | 7 | 6 | 8 | 5 | 8 | 12 | 0 | 0 | 0 | 28 | 0 | 0 | 15 | 0 | 0 | 6 | 4 | 10 | 12 | 8 | 8 |
| 55+ | 53 | 54 | 54 | 56 | 43 | 61 | 0 | 0 | 0 | 72 | 100 | 100 | 0 | 100 | 100 | 59 | 50 | 57 | 58 | 45 | 50 |
| 55-59 | 9 | 10 | 8 | 7 | 11 | 11 | 0 | 0 | 0 | 35 | 0 | 0 | 0 | 16 | 0 | 7 | 6 | 5 | 6 | 12 | 12 |
| 60-64 | 9 | 10 | 9 | 10 | 7 | 10 | 0 | 0 | 0 | 37 | 0 | 0 | 0 | 18 | 0 | 13 | 3 | 12 | 9 | 5 | 9 |
| 65-74 | 20 | 18 | 22 | 22 | 14 | 21 | 0 | 0 | 0 | 0 | 100 | 0 | 0 | 38 | 57 | 21 | 29 | 22 | 20 | 14 | 17 |
| 75+ | 15 | 16 | 15 | 16 | 11 | 19 | 0 | 0 | 0 | 0 | 0 | 100 | 0 | 29 | 43 | 18 | 13 | 18 | 24 | 14 | 12 |

Table 69: AGE

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|---------------|---------------|--------------|------------|----------------|--------------|-----------------|--------------|------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| 18-54 | 47 | 100 | 0 | 100 | 0 | 47 | 42 | 52 | 64 | 37 | 41 | 100 | 0 | 100 | 0 | 100 | 0 | 58 | 51 | 42 | 44 |
| 18-24 | 9 | 21 | 0 | 17 | 0 | 14 | 5 | 5 | 18 | 6 | 3 | 21 | 0 | 19 | 0 | 12 | 0 | 21 | 15 | 4 | 3 |
| 25-29 | 4 | 8 | 0 | 8 | 0 | 4 | 3 | 6 | 6 | 0 | 5 | 8 | 0 | 10 | 0 | 5 | 0 | 6 | 5 | 3 | 3 |
| 30-34 | 5 | 13 | 0 | 9 | 0 | 5 | 4 | 7 | 6 | 9 | 2 | 10 | 0 | 11 | 0 | 16 | 0 | 4 | 7 | 8 | 3 |
| 35-39 | 8 | 19 | 0 | 15 | 0 | 12 | 6 | 5 | 14 | 4 | 0 | 20 | 0 | 16 | 0 | 6 | 0 | 11 | 8 | 8 | 7 |
| 40-44 | 7 | 13 | 0 | 17 | 0 | 7 | 7 | 5 | 7 | 5 | 15 | 15 | 0 | 11 | 0 | 22 | 0 | 6 | 9 | 6 | 7 |
| 45-49 | 7 | 12 | 0 | 18 | 0 | 4 | 9 | 11 | 9 | 3 | 2 | 15 | 0 | 18 | 0 | 9 | 0 | 2 | 4 | 7 | 11 |
| 50-54 | 7 | 14 | 0 | 17 | 0 | 2 | 8 | 12 | 4 | 11 | 15 | 11 | 0 | 15 | 0 | 31 | 0 | 7 | 3 | 6 | 10 |
| 55+ | 53 | 0 | 100 | 0 | 100 | 53 | 58 | 48 | 36 | 63 | 59 | 0 | 100 | 0 | 100 | 0 | 100 | 42 | 49 | 58 | 56 |
| 55-59 | 9 | 0 | 18 | 0 | 14 | 7 | 7 | 15 | 7 | 10 | 12 | 0 | 13 | 0 | 26 | 0 | 17 | 3 | 8 | 13 | 7 |
| 60-64 | 9 | 0 | 18 | 0 | 17 | 8 | 11 | 10 | 3 | 12 | 7 | 0 | 18 | 0 | 17 | 0 | 17 | 11 | 7 | 7 | 11 |
| 65-74 | 20 | 0 | 34 | 0 | 41 | 21 | 23 | 11 | 17 | 21 | 23 | 0 | 40 | 0 | 33 | 0 | 35 | 19 | 20 | 18 | 23 |
| 75+ | 15 | 0 | 29 | 0 | 28 | 16 | 17 | 12 | 9 | 21 | 16 | 0 | 29 | 0 | 25 | 0 | 31 | 10 | 14 | 20 | 15 |

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|---------------|-----------|------------|-----------------------------------|-----------|-----------|-----------|-----------|----------------------------------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 |
| 18-54 | 47 | 48 | 45 | 38 | 47 | 68 | 42 | 48 | 56 | 42 | 50 | 24 | 48 | 39 | 42 | 62 |
| 18-24 | 9 | 8 | 10 | 17 | 6 | 6 | 3 | 8 | 9 | 6 | 21 | 3 | 10 | 9 | 2 | 17 |
| 25-29 | 4 | 5 | 2 | 2 | 1 | 10 | 1 | 11 | 4 | 0 | 1 | 2 | 4 | 4 | 5 | 3 |
| 30-34 | 5 | 5 | 5 | 4 | 9 | 5 | 4 | 4 | 7 | 0 | 4 | 5 | 8 | 6 | 3 | 6 |
| 35-39 | 8 | 9 | 6 | 4 | 9 | 13 | 10 | 8 | 13 | 12 | 0 | 0 | 5 | 6 | 9 | 9 |
| 40-44 | 7 | 8 | 5 | 3 | 8 | 11 | 8 | 11 | 4 | 4 | 3 | 6 | 8 | 5 | 8 | 9 |
| 45-49 | 7 | 6 | 9 | 3 | 6 | 11 | 7 | 3 | 12 | 10 | 11 | 3 | 8 | 2 | 9 | 12 |
| 50-54 | 7 | 7 | 8 | 4 | 8 | 11 | 10 | 3 | 7 | 10 | 10 | 5 | 4 | 8 | 6 | 7 |
| 55+ | 53 | 52 | 55 | 62 | 53 | 32 | 58 | 52 | 44 | 58 | 50 | 76 | 52 | 61 | 58 | 38 |
| 55-59 | 9 | 9 | 9 | 11 | 12 | 8 | 4 | 7 | 12 | 11 | 5 | 15 | 3 | 10 | 6 | 10 |
| 60-64 | 9 | 9 | 11 | 4 | 10 | 6 | 13 | 11 | 10 | 9 | 14 | 15 | 4 | 9 | 12 | 7 |
| 65-74 | 20 | 20 | 20 | 23 | 18 | 10 | 23 | 23 | 14 | 18 | 14 | 32 | 26 | 21 | 23 | 15 |
| 75+ | 15 | 15 | 16 | 24 | 14 | 7 | 18 | 11 | 7 | 20 | 16 | 14 | 20 | 21 | 17 | 6 |

Table 70: A/B SPLIT

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | | |
|---------------|-------------------------|------------|-----------|-------------|-----------------|-----------|------------|-------------------|--------------|-------------|--------------------------|-----------|---------------------|------------------|----------------------|--------------------|-----------------------|-----------|-------------|--------------|-------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL | |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 | |
| Split A | 50 | 51 | 51 | 53 | 47 | 51 | 49 | 45 | 50 | 41 | 49 | 56 | 52 | 49 | 50 | 50 | 48 | 47 | 49 | 48 | |
| Split B | 50 | 49 | 49 | 47 | 53 | 49 | 51 | 55 | 50 | 59 | 51 | 44 | 48 | 51 | 50 | 50 | 52 | 53 | 51 | 52 | |
| | Q9 VOTE AFTER POSITIVES | | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | | |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 | | | |
| Split A | 50 | 50 | 52 | 29 | 50 | 52 | 47 | 49 | 47 | 57 | 56 | 53 | 63 | 51 | 48 | 52 | 50 | 49 | | | |
| Split B | 50 | 50 | 48 | 71 | 50 | 48 | 53 | 51 | 53 | 43 | 44 | 47 | 37 | 49 | 52 | 48 | 50 | 51 | | | |
| | Q14 EDUCATION | | | | | | Q15 INCOME | | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | | | | | |
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B | | | | |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 | | | | |
| Split A | 50 | 52 | 51 | 49 | 52 | 51 | 50 | 46 | 54 | 48 | 49 | 50 | 50 | 52 | 52 | 100 | 0 | | | | |
| Split B | 50 | 48 | 49 | 51 | 48 | 49 | 50 | 54 | 46 | 52 | 51 | 50 | 50 | 48 | 48 | 0 | 100 | | | | |
| | GENDER | | PARTY REG | | | | AGE | | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | |
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| Split A | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 49 | 51 | 49 | 51 | 50 | 48 | 53 | 52 | 41 | 44 | 56 |
| Split B | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 51 | 49 | 51 | 49 | 50 | 52 | 47 | 48 | 59 | 56 | 44 |
| | GENDER BY AGE | | | | PARTY BY GENDER | | | | PARTY BY AGE | | | | GENDER BY EDUCATION | | | | | | | | |
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| Split A | 50 | 47 | 53 | 51 | 49 | 50 | 50 | 48 | 53 | 52 | 48 | 49 | 51 | 52 | 47 | 43 | 54 | 50 | 52 | 50 | 50 |
| Split B | 50 | 53 | 47 | 49 | 51 | 50 | 50 | 52 | 47 | 48 | 52 | 51 | 49 | 48 | 53 | 57 | 46 | 50 | 48 | 50 | 50 |

Table 70: A/B SPLIT

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|---------------|--------|------------|-----------------------------------|----|----|----|----|----------------------------------|----|----|----|----|--------------|-------|-------|------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 |
| Split A | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 47 | 49 | 55 |
| Split B | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 53 | 51 | 45 |

Table 71: COUNTY

| | Q2 INITIAL VOTE | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | | | |
|---------------|-------------------------|------------|-----------|-------------|-----------------|-----------|-----------|-------------------|--------------|-------------|--------------------------|-----------|---------------------|----------------------|---------|--------------------|-----------------------|-----------|-------------|--------------|-------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL | |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 | |
| Sonoma | 64 | 67 | 68 | 53 | 61 | 67 | 59 | 52 | 66 | 60 | 70 | 65 | 66 | 62 | 68 | 66 | 63 | 70 | 68 | 61 | |
| Marin | 36 | 33 | 32 | 47 | 39 | 33 | 41 | 48 | 34 | 40 | 30 | 35 | 34 | 38 | 32 | 34 | 37 | 30 | 32 | 39 | |
| | Q9 VOTE AFTER POSITIVES | | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | | |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 | | | |
| Sonoma | 64 | 66 | 62 | 50 | 67 | 59 | 56 | 69 | 62 | 54 | 52 | 57 | 52 | 62 | 70 | 62 | 82 | 75 | | | |
| Marin | 36 | 34 | 38 | 50 | 33 | 41 | 44 | 31 | 38 | 46 | 48 | 43 | 48 | 38 | 30 | 38 | 18 | 25 | | | |
| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | | | | | |
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B | | | | |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 | | | | |
| Sonoma | 64 | 71 | 71 | 66 | 57 | 71 | 61 | 67 | 75 | 55 | 64 | 64 | 64 | 62 | 59 | 64 | 64 | | | | |
| Marin | 36 | 29 | 29 | 34 | 43 | 29 | 39 | 33 | 25 | 45 | 36 | 36 | 36 | 38 | 41 | 36 | 36 | | | | |
| | GENDER | | PARTY REG | | | | AGE | | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | |
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| Sonoma | 64 | 64 | 64 | 62 | 63 | 73 | 66 | 69 | 64 | 61 | 63 | 63 | 66 | 63 | 63 | 60 | 66 | 74 | 62 | 65 | 67 |
| Marin | 36 | 36 | 36 | 38 | 37 | 27 | 34 | 31 | 36 | 39 | 37 | 37 | 34 | 37 | 37 | 40 | 34 | 26 | 38 | 35 | 33 |
| | GENDER BY AGE | | | | PARTY BY GENDER | | | | PARTY BY AGE | | | | GENDER BY EDUCATION | | | | | | | | |
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| Sonoma | 64 | 65 | 63 | 66 | 62 | 63 | 61 | 60 | 66 | 71 | 74 | 65 | 59 | 63 | 63 | 73 | 73 | 72 | 69 | 60 | 63 |
| Marin | 36 | 35 | 37 | 34 | 38 | 37 | 39 | 40 | 34 | 29 | 26 | 35 | 41 | 37 | 37 | 27 | 27 | 28 | 31 | 40 | 37 |

Table 71: COUNTY

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|---------------|--------|------------|-----------------------------------|-----|-----|-----|-----|----------------------------------|-----|-----|-----|-----|--------------|-------|-------|------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 |
| Sonoma | 64 | 100 | 0 | 100 | 100 | 100 | 100 | 100 | 0 | 0 | 0 | 0 | 0 | 71 | 59 | 59 |
| Marin | 36 | 0 | 100 | 0 | 0 | 0 | 0 | 0 | 100 | 100 | 100 | 100 | 100 | 29 | 41 | 41 |

Table 72: SONOMA SUPERVISOR DISTRICT

| | Q2 INITIAL VOTE | | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|---------------|-------------------------|------------|-----------|-----------|----------------|-----------|----------|-------------------|--------------|--------------|--------------------------|-----------|-----------|---------------|------------------|--------------------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 411 | 163 | 120 | 31 | 83 | 283 | 113 | 15 | 135 | 25 | 83 | 103 | 211 | 198 | 88 | 200 | 35 | 130 | 236 | 107 |
| District 1 | 22 | 16 | 27 | 23 | 24 | 21 | 24 | 26 | 27 | 19 | 15 | 21 | 18 | 26 | 25 | 21 | 21 | 22 | 24 | 17 |
| District 2 | 21 | 21 | 23 | 22 | 19 | 22 | 20 | 13 | 22 | 37 | 28 | 18 | 24 | 18 | 22 | 24 | 29 | 14 | 18 | 27 |
| District 3 | 16 | 21 | 10 | 13 | 17 | 16 | 16 | 15 | 10 | 26 | 15 | 13 | 15 | 17 | 12 | 16 | 7 | 20 | 17 | 18 |
| District 4 | 20 | 20 | 16 | 30 | 20 | 18 | 23 | 33 | 18 | 6 | 18 | 18 | 17 | 23 | 18 | 15 | 21 | 17 | 17 | 24 |
| District 5 | 21 | 22 | 24 | 12 | 20 | 23 | 18 | 13 | 23 | 12 | 25 | 30 | 26 | 16 | 23 | 24 | 22 | 27 | 24 | 14 |
| | Q9 VOTE AFTER POSITIVES | | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 411 | 291 | 108 | 12 | 275 | 113 | 23 | 245 | 86 | 80 | 28 | 28 | 25 | 249 | 136 | 295 | 62 | 82 | | |
| District 1 | 22 | 21 | 25 | 22 | 20 | 25 | 25 | 19 | 23 | 29 | 31 | 30 | 35 | 24 | 18 | 23 | 22 | 19 | | |
| District 2 | 21 | 21 | 18 | 45 | 23 | 17 | 15 | 23 | 18 | 17 | 10 | 18 | 11 | 22 | 17 | 18 | 14 | 26 | | |
| District 3 | 16 | 17 | 15 | 0 | 16 | 17 | 10 | 17 | 18 | 13 | 18 | 11 | 14 | 12 | 20 | 14 | 28 | 24 | | |
| District 4 | 20 | 18 | 26 | 13 | 18 | 22 | 31 | 17 | 24 | 23 | 23 | 27 | 17 | 22 | 18 | 20 | 25 | 19 | | |
| District 5 | 21 | 23 | 16 | 20 | 22 | 18 | 20 | 23 | 17 | 18 | 18 | 15 | 23 | 20 | 27 | 25 | 11 | 12 | | |
| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | | | | |
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B | | | |
| Column n-Size | 411 | 22 | 129 | 135 | 111 | 151 | 247 | 85 | 131 | 114 | 346 | 317 | 276 | 224 | 149 | 205 | 206 | | | |
| District 1 | 22 | 33 | 14 | 24 | 28 | 17 | 26 | 12 | 19 | 23 | 21 | 22 | 22 | 23 | 27 | 22 | 22 | | | |
| District 2 | 21 | 10 | 17 | 24 | 23 | 16 | 24 | 15 | 21 | 26 | 21 | 20 | 21 | 21 | 18 | 21 | 21 | | | |
| District 3 | 16 | 23 | 16 | 17 | 13 | 17 | 15 | 23 | 16 | 16 | 15 | 15 | 13 | 13 | 12 | 16 | 16 | | | |
| District 4 | 20 | 6 | 25 | 18 | 16 | 23 | 17 | 19 | 17 | 20 | 21 | 22 | 22 | 21 | 20 | 20 | 20 | | | |
| District 5 | 21 | 28 | 27 | 17 | 19 | 27 | 18 | 31 | 26 | 15 | 22 | 21 | 23 | 22 | 23 | 21 | 21 | | | |

Table 72: SONOMA SUPERVISOR DISTRICT

| | GENDER | | PARTY REG | | | AGE | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | | |
|---------------|--------|-----|-----------|-----|-----|-----|-------|-------|-------|-------|-------|----------------------|-------|-----|-----|-----|-----|----|-----|-----|-------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 411 | 197 | 212 | 238 | 99 | 74 | 53 | 58 | 58 | 99 | 82 | 62 | 196 | 215 | 144 | 140 | 64 | 32 | 14 | 69 | 91 |
| District 1 | 22 | 20 | 23 | 22 | 20 | 24 | 33 | 13 | 10 | 17 | 26 | 34 | 18 | 26 | 29 | 19 | 26 | 29 | 16 | 16 | 28 |
| District 2 | 21 | 21 | 22 | 19 | 25 | 22 | 11 | 27 | 21 | 26 | 19 | 19 | 21 | 21 | 19 | 19 | 16 | 23 | 13 | 26 | 24 |
| District 3 | 16 | 22 | 11 | 15 | 22 | 11 | 19 | 21 | 26 | 17 | 8 | 8 | 23 | 10 | 8 | 14 | 15 | 6 | 31 | 25 | 14 |
| District 4 | 20 | 19 | 21 | 18 | 17 | 29 | 6 | 20 | 21 | 22 | 23 | 24 | 18 | 22 | 23 | 20 | 17 | 29 | 16 | 18 | 21 |
| District 5 | 21 | 18 | 24 | 25 | 16 | 14 | 31 | 18 | 21 | 18 | 24 | 15 | 21 | 21 | 20 | 29 | 26 | 14 | 24 | 16 | 12 |

| | GENDER BY AGE | | | | PARTY BY GENDER | | | | PARTY BY AGE | | | | GENDER BY EDUCATION | | | | | | | | |
|---------------|---------------|-----------|---------|-------------|-----------------|---------|-----------|---------|--------------|---------|-----------|-----------|---------------------|-----------|---------|-----------|---------|-----------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 411 | 93 | 104 | 101 | 111 | 101 | 136 | 52 | 47 | 44 | 29 | 111 | 127 | 56 | 42 | 29 | 45 | 75 | 74 | 114 | 132 |
| District 1 | 22 | 14 | 25 | 19 | 27 | 20 | 23 | 19 | 21 | 22 | 25 | 15 | 28 | 21 | 19 | 19 | 27 | 13 | 19 | 25 | 26 |
| District 2 | 21 | 22 | 19 | 19 | 24 | 21 | 18 | 22 | 28 | 19 | 28 | 23 | 16 | 19 | 32 | 15 | 27 | 23 | 9 | 20 | 27 |
| District 3 | 16 | 32 | 13 | 15 | 7 | 20 | 11 | 32 | 11 | 14 | 7 | 19 | 11 | 30 | 11 | 21 | 4 | 22 | 13 | 21 | 10 |
| District 4 | 20 | 14 | 24 | 21 | 20 | 17 | 20 | 13 | 21 | 33 | 25 | 18 | 19 | 10 | 26 | 33 | 27 | 16 | 30 | 19 | 16 |
| District 5 | 21 | 17 | 19 | 25 | 23 | 22 | 28 | 14 | 19 | 12 | 16 | 25 | 26 | 19 | 13 | 12 | 15 | 26 | 29 | 14 | 22 |

| | COUNTY | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | | |
|---------------|--------|-----------------------------------|-------|-----|-----|-----|----------------------------------|-----|---|---|---|--------------|---|-------|-------|------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| Column n-Size | 411 | 411 | 0 | 90 | 86 | 66 | 82 | 86 | 0 | 0 | 0 | 0 | 0 | 189 | 114 | 108 |
| District 1 | 22 | 22 | 0 | 100 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 21 | 23 | 23 |
| District 2 | 21 | 21 | 0 | 0 | 100 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 19 | 25 | 21 |
| District 3 | 16 | 16 | 0 | 0 | 0 | 100 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 15 | 12 | 22 |
| District 4 | 20 | 20 | 0 | 0 | 0 | 0 | 100 | 0 | 0 | 0 | 0 | 0 | 0 | 23 | 16 | 19 |
| District 5 | 21 | 21 | 0 | 0 | 0 | 0 | 0 | 100 | 0 | 0 | 0 | 0 | 0 | 22 | 25 | 15 |

Table 73: MARIN SUPERVISOR DISTRICT

| | Q2 INITIAL VOTE | | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|---------------|-----------------|-------------------------|-----------|-----------|----------------|-----------|------------|-------------------|--------------|--------------|--------------------------|-----------|-----------|---------------|------------------|--------------------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 231 | 80 | 57 | 27 | 53 | 137 | 80 | 14 | 71 | 16 | 35 | 57 | 108 | 122 | 41 | 101 | 20 | 56 | 109 | 69 |
| District 1 | 20 | 19 | 28 | 18 | 15 | 23 | 16 | 17 | 26 | 25 | 28 | 19 | 23 | 18 | 26 | 25 | 19 | 21 | 20 | 27 |
| District 2 | 22 | 15 | 27 | 25 | 25 | 20 | 25 | 25 | 27 | 8 | 8 | 24 | 17 | 27 | 8 | 14 | 25 | 21 | 18 | 28 |
| District 3 | 22 | 25 | 21 | 26 | 23 | 23 | 24 | 0 | 17 | 18 | 17 | 23 | 20 | 23 | 27 | 22 | 19 | 28 | 27 | 15 |
| District 4 | 17 | 23 | 6 | 20 | 16 | 16 | 18 | 23 | 9 | 4 | 18 | 16 | 15 | 19 | 17 | 14 | 8 | 15 | 14 | 12 |
| District 5 | 19 | 19 | 18 | 11 | 20 | 18 | 17 | 36 | 21 | 45 | 29 | 18 | 26 | 13 | 23 | 25 | 28 | 14 | 20 | 17 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 231 | 152 | 67 | 12 | 134 | 79 | 18 | 111 | 52 | 68 | 26 | 21 | 24 | 153 | 57 | 184 | 14 | 27 | | |
| District 1 | 20 | 22 | 15 | 27 | 23 | 16 | 17 | 24 | 13 | 19 | 19 | 15 | 24 | 19 | 21 | 19 | 42 | 28 | | |
| District 2 | 22 | 18 | 30 | 22 | 21 | 25 | 14 | 20 | 30 | 19 | 13 | 21 | 13 | 24 | 19 | 24 | 19 | 16 | | |
| District 3 | 22 | 23 | 24 | 0 | 20 | 28 | 15 | 21 | 28 | 19 | 17 | 14 | 30 | 16 | 31 | 22 | 25 | 17 | | |
| District 4 | 17 | 17 | 14 | 34 | 19 | 13 | 20 | 18 | 15 | 17 | 22 | 26 | 11 | 21 | 11 | 16 | 5 | 23 | | |
| District 5 | 19 | 20 | 17 | 17 | 18 | 18 | 34 | 17 | 14 | 27 | 28 | 24 | 21 | 21 | 18 | 19 | 10 | 17 | | |
| | | Q14 EDUCATION | | | | | Q15 INCOME | | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | | | | |
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B | | | |
| Column n-Size | 231 | 9 | 54 | 70 | 85 | 63 | 155 | 41 | 44 | 94 | 194 | 177 | 158 | 138 | 104 | 116 | 115 | | | |
| District 1 | 20 | 30 | 19 | 22 | 18 | 21 | 20 | 20 | 29 | 20 | 20 | 21 | 22 | 21 | 19 | 20 | 20 | | | |
| District 2 | 22 | 10 | 7 | 24 | 31 | 8 | 28 | 17 | 12 | 27 | 21 | 23 | 23 | 22 | 25 | 22 | 22 | | | |
| District 3 | 22 | 36 | 18 | 21 | 22 | 21 | 22 | 18 | 22 | 22 | 22 | 21 | 19 | 18 | 19 | 22 | 22 | | | |
| District 4 | 17 | 0 | 25 | 19 | 12 | 21 | 15 | 21 | 15 | 16 | 17 | 17 | 17 | 18 | 18 | 17 | 17 | | | |
| District 5 | 19 | 24 | 31 | 14 | 16 | 30 | 15 | 24 | 21 | 15 | 19 | 18 | 19 | 20 | 19 | 19 | 19 | | | |

Table 73: MARIN SUPERVISOR DISTRICT

| | GENDER | | PARTY REG | | | AGE | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | | |
|---------------|--------|-----|-----------|-----|-----|-----|-------|-------|-------|-------|-------|----------------------|-------|-----|-----|----|-----|----|-----|-----|-------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 231 | 111 | 120 | 146 | 58 | 28 | 28 | 25 | 32 | 62 | 47 | 36 | 103 | 128 | 83 | 95 | 34 | 11 | 9 | 37 | 45 |
| District 1 | 20 | 17 | 22 | 21 | 25 | 6 | 22 | 38 | 23 | 21 | 14 | 9 | 25 | 16 | 12 | 25 | 11 | 6 | 11 | 26 | 17 |
| District 2 | 22 | 23 | 21 | 22 | 21 | 24 | 10 | 24 | 22 | 24 | 20 | 28 | 21 | 23 | 23 | 21 | 27 | 20 | 24 | 24 | 19 |
| District 3 | 22 | 25 | 19 | 25 | 18 | 15 | 40 | 7 | 22 | 24 | 16 | 23 | 25 | 20 | 19 | 23 | 28 | 24 | 16 | 9 | 27 |
| District 4 | 17 | 13 | 20 | 20 | 9 | 21 | 6 | 8 | 12 | 22 | 27 | 16 | 9 | 23 | 22 | 23 | 11 | 23 | 11 | 7 | 17 |
| District 5 | 19 | 21 | 17 | 13 | 28 | 34 | 22 | 23 | 22 | 8 | 24 | 24 | 20 | 18 | 24 | 8 | 23 | 27 | 38 | 34 | 21 |

| | GENDER BY AGE | | | | PARTY BY GENDER | | | | PARTY BY AGE | | | | GENDER BY EDUCATION | | | | | | | | |
|---------------|---------------|-----------|---------|-------------|-----------------|---------|-----------|---------|--------------|---------|-----------|-----------|---------------------|-----------|---------|-----------|---------|-----------|-------------|-----------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 231 | 50 | 61 | 53 | 67 | 59 | 86 | 34 | 24 | 18 | 10 | 59 | 87 | 33 | 24 | 11 | 17 | 29 | 33 | 76 | 79 |
| District 1 | 20 | 22 | 14 | 29 | 17 | 20 | 22 | 20 | 31 | 5 | 7 | 29 | 15 | 25 | 24 | 7 | 5 | 19 | 22 | 18 | 21 |
| District 2 | 22 | 29 | 18 | 13 | 28 | 21 | 23 | 25 | 15 | 26 | 20 | 19 | 24 | 23 | 17 | 19 | 26 | 4 | 11 | 28 | 28 |
| District 3 | 22 | 28 | 23 | 21 | 17 | 32 | 20 | 22 | 12 | 7 | 30 | 25 | 25 | 24 | 10 | 27 | 7 | 27 | 15 | 23 | 21 |
| District 4 | 17 | 1 | 23 | 16 | 23 | 12 | 24 | 13 | 3 | 18 | 27 | 15 | 23 | 2 | 17 | 0 | 35 | 18 | 24 | 13 | 17 |
| District 5 | 19 | 20 | 23 | 21 | 14 | 15 | 11 | 20 | 39 | 44 | 17 | 13 | 13 | 26 | 31 | 47 | 26 | 32 | 28 | 18 | 13 |

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|---------------|--------|--------|-----------------------------------|---|---|---|---|----------------------------------|-----|-----|-----|-----|--------------|-------|-------|------|
| | Total | SONOMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| Column n-Size | 231 | 0 | 231 | 0 | 0 | 0 | 0 | 0 | 46 | 51 | 51 | 39 | 44 | 76 | 81 | 74 |
| District 1 | 20 | 0 | 20 | 0 | 0 | 0 | 0 | 0 | 100 | 0 | 0 | 0 | 0 | 24 | 17 | 19 |
| District 2 | 22 | 0 | 22 | 0 | 0 | 0 | 0 | 0 | 0 | 100 | 0 | 0 | 0 | 19 | 26 | 21 |
| District 3 | 22 | 0 | 22 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 100 | 0 | 0 | 22 | 17 | 27 |
| District 4 | 17 | 0 | 17 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 100 | 0 | 16 | 18 | 16 |
| District 5 | 19 | 0 | 19 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 100 | 19 | 22 | 16 |

Table 74: TARGETS

| | Q2 INITIAL VOTE | | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|--------------------------|-----------------|-------------------------|------------|------------|----------------|------------|------------|-------------------|------------|--------------|------------|------------|------------|---------------|------------------|--------------------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| CONSISTENT VOTERS | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| CONSISTENT YES | 55 | 94 | 72 | 0 | 0 | 85 | 0 | 0 | 62 | 60 | 76 | 73 | 73 | 38 | 85 | 75 | 24 | 83 | 80 | 16 |
| CONSISTENT NO | 21 | 0 | 0 | 61 | 76 | 0 | 72 | 0 | 0 | 12 | 7 | 14 | 11 | 32 | 4 | 8 | 57 | 4 | 5 | 56 |
| SWING | 23 | 6 | 28 | 39 | 24 | 15 | 28 | 100 | 38 | 28 | 17 | 13 | 16 | 29 | 11 | 17 | 20 | 14 | 15 | 28 |
| MOVERS | 17 | 4 | 17 | 31 | 20 | 10 | 23 | 81 | 27 | 25 | 14 | 10 | 14 | 20 | 10 | 15 | 9 | 11 | 12 | 22 |
| POS AFTER POSITIVES | 8 | 0 | 0 | 27 | 17 | 0 | 20 | 55 | 8 | 20 | 7 | 5 | 7 | 9 | 4 | 9 | 5 | 6 | 7 | 10 |
| POSITIVE MOVERS | 8 | 0 | 0 | 22 | 17 | 0 | 19 | 45 | 7 | 20 | 7 | 3 | 7 | 8 | 5 | 8 | 3 | 7 | 6 | 10 |
| NEGATIVE MOVERS | 8 | 4 | 17 | 0 | 0 | 10 | 0 | 29 | 19 | 5 | 7 | 5 | 6 | 9 | 5 | 5 | 4 | 3 | 4 | 12 |
| | | Q9 VOTE AFTER POSITIVES | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | | | |
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC | | |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 | | |
| CONSISTENT VOTERS | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | | |
| CONSISTENT YES | 55 | 80 | 0 | 0 | 87 | 0 | 0 | 100 | 0 | 0 | 0 | 0 | 0 | 56 | 60 | 59 | 57 | 56 | | |
| CONSISTENT NO | 21 | 0 | 79 | 0 | 0 | 72 | 0 | 0 | 100 | 0 | 0 | 0 | 0 | 21 | 20 | 19 | 13 | 19 | | |
| SWING | 23 | 20 | 21 | 100 | 13 | 28 | 100 | 0 | 0 | 100 | 100 | 100 | 100 | 23 | 20 | 22 | 30 | 25 | | |
| MOVERS | 17 | 17 | 14 | 33 | 12 | 27 | 17 | 0 | 0 | 73 | 100 | 100 | 100 | 17 | 15 | 16 | 25 | 21 | | |
| POS AFTER POSITIVES | 8 | 12 | 0 | 0 | 10 | 4 | 17 | 0 | 0 | 37 | 100 | 81 | 7 | 10 | 6 | 9 | 11 | 10 | | |
| POSITIVE MOVERS | 8 | 9 | 2 | 26 | 12 | 0 | 0 | 0 | 0 | 33 | 74 | 100 | 0 | 9 | 5 | 8 | 12 | 11 | | |
| NEGATIVE MOVERS | 8 | 6 | 12 | 8 | 0 | 25 | 0 | 0 | 0 | 33 | 6 | 0 | 100 | 6 | 8 | 6 | 13 | 10 | | |

Table 74: TARGETS

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|--------------------------|---------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|--------------------------|------------|------------|------------|------------|------------|------------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| CONSISTENT VOTERS | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| CONSISTENT YES | 55 | 44 | 55 | 57 | 58 | 53 | 58 | 65 | 66 | 55 | 57 | 58 | 59 | 60 | 61 | 54 | 57 |
| CONSISTENT NO | 21 | 14 | 18 | 21 | 25 | 17 | 23 | 16 | 16 | 23 | 22 | 22 | 23 | 21 | 20 | 20 | 23 |
| SWING | 23 | 42 | 27 | 22 | 16 | 29 | 19 | 19 | 18 | 22 | 22 | 20 | 18 | 18 | 19 | 26 | 20 |
| MOVERS | 17 | 37 | 22 | 15 | 11 | 24 | 13 | 14 | 13 | 18 | 16 | 14 | 11 | 12 | 12 | 20 | 14 |
| POS AFTER POSITIVES | 8 | 12 | 11 | 9 | 5 | 11 | 7 | 5 | 8 | 9 | 9 | 9 | 7 | 7 | 6 | 9 | 8 |
| POSITIVE MOVERS | 8 | 12 | 12 | 6 | 5 | 12 | 5 | 4 | 9 | 7 | 7 | 7 | 5 | 5 | 5 | 8 | 7 |
| NEGATIVE MOVERS | 8 | 25 | 9 | 6 | 5 | 11 | 5 | 8 | 4 | 9 | 6 | 5 | 4 | 5 | 5 | 10 | 6 |

| | GENDER | | PARTY REG | | | AGE | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | | |
|--------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|----------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| CONSISTENT VOTERS | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| CONSISTENT YES | 55 | 52 | 58 | 67 | 40 | 36 | 50 | 66 | 51 | 55 | 58 | 51 | 56 | 55 | 55 | 69 | 61 | 39 | 24 | 41 | 50 |
| CONSISTENT NO | 21 | 25 | 18 | 13 | 28 | 42 | 15 | 14 | 26 | 23 | 22 | 25 | 19 | 24 | 24 | 14 | 10 | 38 | 52 | 28 | 26 |
| SWING | 23 | 23 | 23 | 20 | 32 | 22 | 35 | 20 | 23 | 22 | 19 | 24 | 25 | 21 | 21 | 17 | 28 | 23 | 23 | 31 | 24 |
| MOVERS | 17 | 17 | 17 | 15 | 25 | 13 | 29 | 15 | 18 | 16 | 12 | 15 | 20 | 14 | 14 | 13 | 21 | 10 | 21 | 22 | 19 |
| POS AFTER POSITIVES | 8 | 9 | 8 | 8 | 9 | 11 | 11 | 6 | 12 | 10 | 6 | 6 | 10 | 7 | 6 | 7 | 12 | 10 | 15 | 9 | 6 |
| POSITIVE MOVERS | 8 | 8 | 7 | 8 | 6 | 10 | 11 | 6 | 12 | 8 | 5 | 7 | 10 | 6 | 6 | 7 | 13 | 9 | 15 | 6 | 6 |
| NEGATIVE MOVERS | 8 | 7 | 9 | 6 | 15 | 3 | 17 | 8 | 6 | 6 | 5 | 7 | 9 | 6 | 6 | 5 | 7 | 1 | 6 | 12 | 12 |

| | GENDER BY AGE | | | | PARTY BY GENDER | | | | PARTY BY AGE | | | | GENDER BY EDUCATION | | | | | | | | |
|--------------------------|---------------|------------|------------|-------------|-----------------|------------|------------|------------|--------------|------------|------------|------------|---------------------|------------|------------|------------|------------|------------|-------------|------------|-------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| CONSISTENT VOTERS | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| CONSISTENT YES | 55 | 52 | 53 | 59 | 58 | 64 | 69 | 46 | 33 | 30 | 46 | 68 | 66 | 41 | 38 | 34 | 37 | 53 | 54 | 53 | 62 |
| CONSISTENT NO | 21 | 20 | 29 | 18 | 19 | 14 | 13 | 29 | 26 | 47 | 33 | 12 | 14 | 22 | 36 | 41 | 43 | 16 | 17 | 28 | 18 |
| SWING | 23 | 28 | 18 | 23 | 24 | 22 | 18 | 25 | 41 | 23 | 22 | 19 | 20 | 37 | 26 | 25 | 20 | 31 | 29 | 19 | 20 |
| MOVERS | 17 | 23 | 11 | 18 | 16 | 19 | 12 | 18 | 34 | 11 | 18 | 16 | 14 | 30 | 18 | 17 | 11 | 26 | 23 | 13 | 13 |
| POS AFTER POSITIVES | 8 | 13 | 6 | 8 | 8 | 9 | 7 | 10 | 8 | 10 | 12 | 9 | 6 | 11 | 7 | 12 | 9 | 14 | 9 | 7 | 7 |
| POSITIVE MOVERS | 8 | 13 | 5 | 7 | 7 | 9 | 7 | 6 | 7 | 9 | 12 | 10 | 6 | 8 | 3 | 11 | 9 | 14 | 11 | 5 | 6 |
| NEGATIVE MOVERS | 8 | 9 | 4 | 10 | 8 | 8 | 4 | 8 | 24 | 2 | 6 | 5 | 6 | 19 | 10 | 6 | 1 | 10 | 12 | 5 | 6 |

Table 74: TARGETS

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|--------------------------|------------|------------|-----------------------------------|------------|------------|------------|------------|----------------------------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 |
| CONSISTENT VOTERS | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| CONSISTENT YES | 55 | 60 | 48 | 53 | 66 | 62 | 52 | 67 | 58 | 44 | 46 | 51 | 42 | 62 | 56 | 46 |
| CONSISTENT NO | 21 | 21 | 23 | 22 | 18 | 23 | 25 | 17 | 14 | 31 | 29 | 19 | 17 | 18 | 24 | 24 |
| SWING | 23 | 20 | 29 | 25 | 16 | 15 | 23 | 17 | 27 | 25 | 25 | 30 | 41 | 20 | 20 | 31 |
| MOVERS | 17 | 14 | 22 | 21 | 9 | 13 | 14 | 13 | 23 | 16 | 23 | 21 | 28 | 14 | 15 | 23 |
| POS AFTER POSITIVES | 8 | 7 | 11 | 10 | 3 | 8 | 8 | 6 | 10 | 7 | 9 | 15 | 17 | 7 | 9 | 10 |
| POSITIVE MOVERS | 8 | 7 | 9 | 9 | 6 | 5 | 9 | 5 | 7 | 9 | 6 | 14 | 11 | 6 | 9 | 9 |
| NEGATIVE MOVERS | 8 | 6 | 10 | 10 | 3 | 5 | 5 | 7 | 12 | 6 | 14 | 7 | 11 | 7 | 5 | 12 |

Table 75: DEMOGRAPHIC COMBINATIONS

| | Q2 INITIAL VOTE | | | | | | | | | Q3 SMART USE | | | | | Q4 SMART SERVICE | | | Q5 SMART FUNDING NEED | | |
|-----------------------------------|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|------------------|------------|------------|-----------------------|-------------|--------------|
| | Total | DEF YES | PR/LN YES | PR/LN NO | DEF NO | TOTAL YES | TOTAL NO | DK/NA | SOFT POS | AT LS MONTH | FEW/ YEAR | RARE LY | EVER | NEVER | EXC | EXC/ GOOD | NT GD POOR | GREAT | GREAT /SOME | LITTL /NO RL |
| Column n-Size | 642 | 243 | 177 | 57 | 136 | 420 | 193 | 30 | 206 | 41 | 118 | 160 | 319 | 320 | 129 | 301 | 54 | 186 | 346 | 176 |
| <u>GENDER BY AGE</u> | 100 | 100 | 100 | 100 | 99 | 100 | 99 | 100 | 100 | 100 | 100 | 99 | 100 | 100 | 100 | 100 | 100 | 99 | 99 | 100 |
| MEN 18-54 | 22 | 23 | 20 | 22 | 24 | 22 | 24 | 22 | 21 | 55 | 24 | 15 | 24 | 21 | 21 | 25 | 18 | 25 | 21 | 25 |
| MEN 55+ | 26 | 28 | 16 | 28 | 35 | 23 | 33 | 16 | 16 | 10 | 25 | 23 | 22 | 30 | 28 | 23 | 43 | 22 | 23 | 34 |
| WOMEN 18-54 | 24 | 22 | 32 | 27 | 15 | 26 | 19 | 25 | 31 | 25 | 24 | 28 | 26 | 22 | 24 | 25 | 17 | 24 | 24 | 20 |
| WOMEN 55+ | 28 | 27 | 31 | 23 | 24 | 29 | 24 | 37 | 32 | 9 | 27 | 34 | 28 | 27 | 28 | 27 | 23 | 28 | 30 | 21 |
| <u>PARTY BY GENDER</u> | 100 | 100 | 100 | 100 | 99 | 100 | 99 | 100 | 100 | 100 | 100 | 99 | 100 | 100 | 100 | 100 | 100 | 99 | 99 | 100 |
| DEM MEN | 25 | 32 | 23 | 25 | 17 | 28 | 20 | 17 | 22 | 41 | 33 | 19 | 27 | 23 | 35 | 27 | 27 | 29 | 28 | 21 |
| DEM WOMEN | 35 | 40 | 40 | 35 | 15 | 40 | 21 | 48 | 42 | 25 | 37 | 45 | 40 | 30 | 37 | 39 | 26 | 43 | 43 | 16 |
| IND MEN | 13 | 13 | 9 | 20 | 18 | 11 | 18 | 10 | 9 | 17 | 11 | 11 | 12 | 15 | 9 | 14 | 14 | 13 | 11 | 18 |
| IND WOMEN | 11 | 8 | 13 | 13 | 14 | 10 | 14 | 6 | 12 | 10 | 11 | 11 | 11 | 11 | 9 | 9 | 11 | 6 | 8 | 17 |
| REP MEN | 10 | 6 | 5 | 5 | 24 | 5 | 19 | 11 | 6 | 8 | 4 | 8 | 6 | 13 | 5 | 7 | 20 | 5 | 6 | 19 |
| REP WOMEN | 6 | 1 | 10 | 2 | 11 | 5 | 8 | 8 | 9 | 0 | 3 | 5 | 4 | 8 | 5 | 3 | 2 | 4 | 4 | 9 |
| <u>PARTY BY AGE</u> | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| DEM 18-54 | 26 | 30 | 32 | 26 | 14 | 31 | 17 | 20 | 30 | 54 | 31 | 27 | 32 | 21 | 32 | 32 | 20 | 33 | 31 | 17 |
| DEM 55+ | 33 | 41 | 32 | 34 | 18 | 37 | 23 | 45 | 34 | 11 | 40 | 38 | 35 | 32 | 40 | 35 | 33 | 39 | 40 | 20 |
| IND 18-54 | 14 | 13 | 14 | 22 | 13 | 13 | 16 | 9 | 13 | 22 | 15 | 12 | 15 | 13 | 11 | 15 | 10 | 13 | 12 | 17 |
| IND 55+ | 10 | 7 | 9 | 11 | 19 | 8 | 16 | 7 | 8 | 4 | 7 | 10 | 8 | 13 | 7 | 8 | 15 | 5 | 7 | 18 |
| REP 18-54 | 6 | 1 | 7 | 1 | 13 | 4 | 9 | 17 | 9 | 4 | 3 | 3 | 3 | 9 | 1 | 3 | 5 | 4 | 4 | 11 |
| REP 55+ | 10 | 6 | 7 | 6 | 23 | 6 | 18 | 2 | 6 | 4 | 4 | 9 | 7 | 13 | 9 | 7 | 18 | 5 | 7 | 17 |
| <u>GENDER BY EDUCATION</u> | 95 | 96 | 99 | 98 | 92 | 97 | 93 | 84 | 97 | 100 | 98 | 99 | 99 | 92 | 98 | 98 | 93 | 98 | 98 | 92 |
| NON-COLLEGE MEN | 16 | 17 | 15 | 8 | 22 | 16 | 18 | 10 | 14 | 29 | 17 | 15 | 18 | 15 | 19 | 19 | 22 | 18 | 16 | 17 |
| NON-COLLEGE WOMEN | 17 | 17 | 20 | 17 | 12 | 18 | 13 | 16 | 19 | 12 | 18 | 22 | 19 | 15 | 17 | 16 | 9 | 16 | 16 | 16 |
| COLLEGE+ MEN | 30 | 32 | 21 | 42 | 33 | 27 | 35 | 24 | 21 | 36 | 32 | 22 | 28 | 32 | 30 | 29 | 35 | 29 | 29 | 36 |
| COLLEGE+ WOMEN | 33 | 31 | 43 | 31 | 25 | 36 | 27 | 34 | 41 | 23 | 31 | 40 | 35 | 31 | 32 | 35 | 27 | 35 | 38 | 22 |

Table 75: DEMOGRAPHIC COMBINATIONS

| | Q9 VOTE AFTER POSITIVES | | | | Q11 FINAL VOTE | | | CONSISTENT VOTERS | | | MOVERS | | | Q12 RESIDENCE | | Q13 RACE/ETHNICITY | | |
|-----------------------------------|-------------------------|------------|------------|------------|----------------|------------|------------|-------------------|------------|------------|------------|------------|------------|---------------|------------|--------------------|------------|------------|
| | Total | TOTAL YES | TOTAL NO | DK/NA | TOTAL YES | TOTAL NO | DK/NA | CONS YES | CONS NO | SWING | POS AF POS | POS MOVRS | NEG MOVRS | OWN | RENT | WHITE | LATNO | VOC |
| | | | | | | | | | | | | | | | | | | |
| Column n-Size | 642 | 443 | 175 | 25 | 409 | 192 | 41 | 356 | 138 | 148 | 54 | 49 | 49 | 402 | 193 | 479 | 76 | 109 |
| <u>GENDER BY AGE</u> | 100 | 100 | 99 | 100 | 100 | 99 | 100 | 100 | 99 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 99 |
| MEN 18-54 | 22 | 24 | 21 | 6 | 23 | 23 | 16 | 21 | 20 | 27 | 34 | 36 | 27 | 17 | 32 | 20 | 37 | 32 |
| MEN 55+ | 26 | 23 | 32 | 29 | 23 | 30 | 33 | 24 | 35 | 20 | 19 | 16 | 14 | 33 | 12 | 27 | 18 | 21 |
| WOMEN 18-54 | 24 | 24 | 23 | 23 | 25 | 22 | 20 | 26 | 20 | 24 | 22 | 23 | 31 | 18 | 37 | 23 | 38 | 33 |
| WOMEN 55+ | 28 | 29 | 23 | 42 | 29 | 25 | 30 | 29 | 24 | 28 | 25 | 26 | 28 | 32 | 20 | 30 | 7 | 12 |
| <u>PARTY BY GENDER</u> | 100 | 100 | 99 | 100 | 100 | 99 | 100 | 100 | 99 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 99 |
| DEM MEN | 25 | 29 | 15 | 13 | 29 | 19 | 13 | 29 | 16 | 24 | 26 | 31 | 26 | 25 | 27 | 25 | 35 | 33 |
| DEM WOMEN | 35 | 40 | 20 | 40 | 41 | 20 | 34 | 43 | 22 | 27 | 28 | 30 | 18 | 34 | 39 | 38 | 24 | 27 |
| IND MEN | 13 | 12 | 18 | 15 | 11 | 18 | 19 | 11 | 18 | 14 | 15 | 10 | 14 | 13 | 11 | 12 | 14 | 14 |
| IND WOMEN | 11 | 8 | 18 | 20 | 7 | 19 | 12 | 7 | 13 | 20 | 11 | 10 | 35 | 9 | 14 | 9 | 17 | 16 |
| REP MEN | 10 | 6 | 20 | 7 | 6 | 16 | 18 | 5 | 21 | 10 | 12 | 12 | 2 | 12 | 5 | 10 | 7 | 7 |
| REP WOMEN | 6 | 5 | 8 | 5 | 5 | 8 | 4 | 5 | 9 | 6 | 8 | 9 | 5 | 7 | 4 | 7 | 4 | 3 |
| <u>PARTY BY AGE</u> | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| DEM 18-54 | 26 | 33 | 13 | 13 | 33 | 16 | 13 | 33 | 15 | 22 | 29 | 35 | 18 | 19 | 44 | 26 | 40 | 36 |
| DEM 55+ | 33 | 37 | 23 | 41 | 38 | 23 | 34 | 40 | 22 | 29 | 25 | 25 | 27 | 40 | 22 | 37 | 18 | 23 |
| IND 18-54 | 14 | 11 | 20 | 16 | 11 | 20 | 16 | 10 | 14 | 22 | 18 | 15 | 35 | 10 | 19 | 12 | 26 | 21 |
| IND 55+ | 10 | 8 | 16 | 19 | 7 | 17 | 15 | 7 | 17 | 12 | 8 | 4 | 14 | 12 | 6 | 9 | 5 | 8 |
| REP 18-54 | 6 | 4 | 12 | 0 | 4 | 10 | 8 | 4 | 12 | 7 | 9 | 9 | 5 | 6 | 6 | 5 | 9 | 9 |
| REP 55+ | 10 | 7 | 17 | 11 | 7 | 14 | 14 | 6 | 19 | 9 | 11 | 12 | 2 | 13 | 3 | 11 | 1 | 2 |
| <u>GENDER BY EDUCATION</u> | 95 | 97 | 93 | 88 | 97 | 93 | 93 | 97 | 92 | 95 | 95 | 98 | 93 | 98 | 97 | 97 | 95 | 95 |
| NON-COLLEGE MEN | 16 | 18 | 12 | 10 | 17 | 16 | 12 | 16 | 12 | 22 | 28 | 30 | 22 | 16 | 19 | 14 | 34 | 28 |
| NON-COLLEGE WOMEN | 17 | 16 | 18 | 13 | 17 | 17 | 13 | 16 | 14 | 21 | 17 | 23 | 27 | 13 | 25 | 17 | 16 | 17 |
| COLLEGE+ MEN | 30 | 27 | 36 | 25 | 27 | 34 | 34 | 28 | 39 | 24 | 24 | 20 | 20 | 33 | 23 | 31 | 18 | 24 |
| COLLEGE+ WOMEN | 33 | 35 | 26 | 40 | 36 | 26 | 34 | 37 | 28 | 28 | 26 | 25 | 24 | 36 | 30 | 35 | 27 | 27 |

Table 75: DEMOGRAPHIC COMBINATIONS

| | Q14 EDUCATION | | | | | | | Q15 INCOME | | | FLAGS (PG18, PG20, PG22) | | | | | A/B SPLIT | |
|-----------------------------------|---------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|--------------------------|------------|------------|------------|------------|------------|------------|
| | Total | HS OR LESS | SOME/ VOC | COLL GRAD | POST GRAD | NON-COLL | COLL+ | 0-\$75K | \$75K-\$150K | \$150K+ | 2+/6 | 3+/6 | 4+/6 | 5+/6 | 6/6 | A | B |
| Column n-Size | 642 | 31 | 182 | 205 | 197 | 214 | 401 | 125 | 175 | 208 | 540 | 495 | 434 | 362 | 253 | 321 | 321 |
| <u>GENDER BY AGE</u> | 100 | 100 | 99 | 100 | 100 | 99 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| MEN 18-54 | 22 | 48 | 25 | 25 | 15 | 28 | 20 | 20 | 17 | 30 | 18 | 16 | 14 | 13 | 12 | 21 | 24 |
| MEN 55+ | 26 | 11 | 23 | 27 | 28 | 21 | 27 | 18 | 32 | 27 | 29 | 30 | 33 | 35 | 36 | 27 | 24 |
| WOMEN 18-54 | 24 | 32 | 24 | 25 | 22 | 26 | 23 | 31 | 21 | 23 | 22 | 20 | 20 | 17 | 11 | 25 | 23 |
| WOMEN 55+ | 28 | 9 | 27 | 23 | 35 | 25 | 29 | 31 | 30 | 19 | 31 | 33 | 34 | 36 | 41 | 27 | 28 |
| <u>PARTY BY GENDER</u> | 100 | 100 | 99 | 100 | 100 | 99 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| DEM MEN | 25 | 31 | 23 | 24 | 26 | 25 | 25 | 18 | 30 | 28 | 25 | 25 | 25 | 27 | 29 | 25 | 25 |
| DEM WOMEN | 35 | 20 | 29 | 34 | 44 | 28 | 39 | 42 | 34 | 30 | 37 | 39 | 39 | 39 | 40 | 34 | 35 |
| IND MEN | 13 | 24 | 13 | 16 | 9 | 15 | 13 | 12 | 9 | 18 | 13 | 13 | 13 | 12 | 11 | 13 | 14 |
| IND WOMEN | 11 | 14 | 16 | 8 | 8 | 15 | 8 | 13 | 11 | 6 | 9 | 8 | 8 | 8 | 7 | 12 | 10 |
| REP MEN | 10 | 4 | 11 | 12 | 7 | 10 | 10 | 9 | 11 | 12 | 9 | 8 | 8 | 8 | 8 | 10 | 9 |
| REP WOMEN | 6 | 7 | 7 | 6 | 5 | 7 | 5 | 7 | 6 | 6 | 6 | 6 | 6 | 5 | 5 | 6 | 6 |
| <u>PARTY BY AGE</u> | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| DEM 18-54 | 26 | 39 | 26 | 27 | 26 | 28 | 27 | 30 | 23 | 31 | 25 | 24 | 22 | 19 | 15 | 26 | 27 |
| DEM 55+ | 33 | 12 | 28 | 30 | 44 | 25 | 37 | 30 | 41 | 27 | 38 | 41 | 42 | 47 | 54 | 34 | 33 |
| IND 18-54 | 14 | 34 | 17 | 14 | 7 | 20 | 11 | 16 | 10 | 15 | 10 | 9 | 8 | 8 | 6 | 15 | 13 |
| IND 55+ | 10 | 4 | 11 | 10 | 10 | 10 | 10 | 9 | 9 | 10 | 12 | 12 | 13 | 12 | 12 | 10 | 11 |
| REP 18-54 | 6 | 7 | 7 | 8 | 3 | 7 | 6 | 5 | 5 | 8 | 5 | 4 | 3 | 3 | 1 | 5 | 7 |
| REP 55+ | 10 | 4 | 11 | 10 | 9 | 10 | 9 | 10 | 11 | 9 | 10 | 10 | 11 | 11 | 12 | 11 | 9 |
| <u>GENDER BY EDUCATION</u> | 95 | 100 | 99 | 100 | 100 | 99 | 100 | 100 | 100 | 100 | 97 | 97 | 97 | 98 | 98 | 96 | 95 |
| NON-COLLEGE MEN | 16 | 59 | 47 | 0 | 0 | 49 | 0 | 24 | 20 | 12 | 14 | 13 | 12 | 13 | 11 | 16 | 16 |
| NON-COLLEGE WOMEN | 17 | 41 | 52 | 0 | 0 | 50 | 0 | 34 | 15 | 6 | 15 | 15 | 14 | 14 | 10 | 17 | 16 |
| COLLEGE+ MEN | 30 | 0 | 0 | 51 | 43 | 0 | 47 | 15 | 29 | 46 | 32 | 32 | 33 | 34 | 36 | 29 | 30 |
| COLLEGE+ WOMEN | 33 | 0 | 0 | 49 | 57 | 0 | 53 | 28 | 36 | 35 | 36 | 37 | 38 | 38 | 41 | 33 | 33 |

Table 75: DEMOGRAPHIC COMBINATIONS

| | GENDER | | PARTY REG | | | AGE | | | | | | HOUSEHOLD PARTY TYPE | | | | | | | | | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|----------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| | Total | MEN | WOMEN | DEM | IND | REP | 18-29 | 30-39 | 40-49 | 50-64 | 65-74 | 75+ | 18-54 | 55+ | 65+ | D1 | D2+ | R1 | R2+ | I1+ | MIXED |
| Column n-Size | 642 | 308 | 332 | 384 | 156 | 102 | 81 | 83 | 90 | 161 | 129 | 98 | 299 | 343 | 227 | 236 | 98 | 43 | 23 | 106 | 136 |
| <u>GENDER BY AGE</u> | 100 | 100 | 100 | 100 | 100 | 99 | 99 | 100 | 99 | 100 | 100 | 100 | 99 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 98 |
| MEN 18-54 | 22 | 46 | 0 | 20 | 28 | 22 | 52 | 54 | 40 | 12 | 0 | 0 | 48 | 0 | 0 | 19 | 22 | 22 | 24 | 27 | 24 |
| MEN 55+ | 26 | 54 | 0 | 22 | 27 | 39 | 0 | 0 | 0 | 37 | 44 | 50 | 0 | 48 | 46 | 19 | 29 | 39 | 35 | 28 | 28 |
| WOMEN 18-54 | 24 | 0 | 46 | 24 | 29 | 15 | 47 | 46 | 59 | 16 | 0 | 0 | 52 | 0 | 0 | 22 | 28 | 21 | 18 | 28 | 24 |
| WOMEN 55+ | 28 | 0 | 54 | 34 | 16 | 22 | 0 | 0 | 0 | 35 | 56 | 50 | 0 | 52 | 54 | 40 | 21 | 18 | 24 | 17 | 23 |
| <u>PARTY BY GENDER</u> | 100 | 100 | 100 | 100 | 100 | 99 | 99 | 100 | 99 | 100 | 100 | 100 | 99 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 98 |
| DEM MEN | 25 | 52 | 0 | 42 | 0 | 0 | 35 | 33 | 19 | 17 | 27 | 26 | 25 | 25 | 26 | 38 | 51 | 0 | 0 | 0 | 15 |
| DEM WOMEN | 35 | 0 | 67 | 58 | 0 | 0 | 23 | 28 | 39 | 36 | 40 | 38 | 31 | 38 | 39 | 62 | 49 | 0 | 0 | 0 | 21 |
| IND MEN | 13 | 28 | 0 | 0 | 55 | 0 | 12 | 12 | 16 | 20 | 8 | 10 | 15 | 12 | 9 | 0 | 0 | 0 | 0 | 55 | 20 |
| IND WOMEN | 11 | 0 | 21 | 0 | 45 | 0 | 20 | 17 | 13 | 6 | 9 | 6 | 15 | 7 | 8 | 0 | 0 | 0 | 0 | 45 | 17 |
| REP MEN | 10 | 20 | 0 | 0 | 0 | 61 | 5 | 9 | 5 | 13 | 10 | 13 | 8 | 11 | 11 | 0 | 0 | 61 | 59 | 0 | 17 |
| REP WOMEN | 6 | 0 | 12 | 0 | 0 | 38 | 4 | 1 | 7 | 8 | 7 | 6 | 5 | 7 | 7 | 0 | 0 | 39 | 41 | 0 | 9 |
| <u>PARTY BY AGE</u> | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| DEM 18-54 | 26 | 25 | 28 | 44 | 0 | 0 | 59 | 61 | 58 | 12 | 0 | 0 | 57 | 0 | 0 | 41 | 50 | 0 | 0 | 0 | 19 |
| DEM 55+ | 33 | 27 | 39 | 56 | 0 | 0 | 0 | 0 | 0 | 41 | 66 | 64 | 0 | 62 | 65 | 59 | 50 | 0 | 0 | 0 | 18 |
| IND 18-54 | 14 | 14 | 14 | 0 | 57 | 0 | 33 | 29 | 29 | 8 | 0 | 0 | 30 | 0 | 0 | 0 | 0 | 0 | 0 | 55 | 23 |
| IND 55+ | 10 | 13 | 8 | 0 | 43 | 0 | 0 | 0 | 0 | 18 | 17 | 17 | 0 | 19 | 17 | 0 | 0 | 0 | 0 | 45 | 14 |
| REP 18-54 | 6 | 7 | 5 | 0 | 0 | 39 | 8 | 10 | 13 | 8 | 0 | 0 | 13 | 0 | 0 | 0 | 0 | 43 | 42 | 0 | 8 |
| REP 55+ | 10 | 13 | 7 | 0 | 0 | 61 | 0 | 0 | 0 | 13 | 17 | 19 | 0 | 18 | 18 | 0 | 0 | 57 | 58 | 0 | 18 |
| <u>GENDER BY EDUCATION</u> | 95 | 96 | 96 | 96 | 95 | 94 | 95 | 100 | 95 | 93 | 96 | 96 | 97 | 95 | 96 | 95 | 98 | 89 | 100 | 93 | 98 |
| NON-COLLEGE MEN | 16 | 34 | 0 | 14 | 20 | 21 | 35 | 19 | 10 | 13 | 16 | 11 | 20 | 13 | 13 | 11 | 19 | 20 | 23 | 25 | 15 |
| NON-COLLEGE WOMEN | 17 | 0 | 32 | 16 | 21 | 14 | 27 | 20 | 15 | 12 | 17 | 15 | 18 | 15 | 16 | 16 | 15 | 13 | 15 | 18 | 19 |
| COLLEGE+ MEN | 30 | 62 | 0 | 26 | 33 | 38 | 17 | 35 | 27 | 31 | 27 | 38 | 27 | 32 | 32 | 24 | 31 | 34 | 35 | 27 | 37 |
| COLLEGE+ WOMEN | 33 | 0 | 64 | 41 | 21 | 22 | 15 | 26 | 43 | 37 | 38 | 32 | 31 | 34 | 35 | 44 | 32 | 22 | 27 | 23 | 27 |

Table 75: DEMOGRAPHIC COMBINATIONS

| | GENDER BY AGE | | | | | PARTY BY GENDER | | | | | | PARTY BY AGE | | | | | | GENDER BY EDUCATION | | | |
|-----------------------------------|---------------|--------------|------------|----------------|--------------|-----------------|--------------|------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|------------|---------------------|----------------|--------------|----------------|
| | Total | MEN 18-54 | MEN 55+ | WOMEN 18-54 | WOMEN 55+ | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | REP MEN | REP WOMEN | DEM 18-54 | DEM 55+ | IND 18-54 | IND 55+ | REP 18-54 | REP 55+ | NCOLL MEN | NCOLL WOMEN | COLL+ MEN | COLL+ WOMEN |
| Column n-Size | 642 | 143 | 165 | 154 | 178 | 160 | 223 | 86 | 71 | 62 | 39 | 170 | 214 | 90 | 67 | 40 | 62 | 105 | 107 | 190 | 212 |
| <u>GENDER BY AGE</u> | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 99 | 100 | 100 | 100 | 97 | 100 | 100 | 100 | 100 | 100 |
| MEN 18-54 | 22 | 100 | 0 | 0 | 0 | 47 | 0 | 52 | 0 | 37 | 0 | 45 | 0 | 49 | 0 | 58 | 0 | 58 | 0 | 42 | 0 |
| MEN 55+ | 26 | 0 | 100 | 0 | 0 | 53 | 0 | 48 | 0 | 63 | 0 | 0 | 40 | 0 | 62 | 0 | 63 | 42 | 0 | 58 | 0 |
| WOMEN 18-54 | 24 | 0 | 0 | 100 | 0 | 0 | 42 | 0 | 64 | 0 | 41 | 55 | 0 | 51 | 0 | 40 | 0 | 0 | 51 | 0 | 44 |
| WOMEN 55+ | 28 | 0 | 0 | 0 | 100 | 0 | 58 | 0 | 36 | 0 | 59 | 0 | 60 | 0 | 38 | 0 | 37 | 0 | 49 | 0 | 56 |
| <u>PARTY BY GENDER</u> | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 99 | 100 | 100 | 100 | 97 | 100 | 100 | 100 | 100 | 100 |
| DEM MEN | 25 | 53 | 51 | 0 | 0 | 100 | 0 | 0 | 0 | 0 | 0 | 45 | 40 | 0 | 0 | 0 | 0 | 50 | 0 | 53 | 0 |
| DEM WOMEN | 35 | 0 | 0 | 60 | 73 | 0 | 100 | 0 | 0 | 0 | 0 | 55 | 60 | 0 | 0 | 0 | 0 | 0 | 56 | 0 | 74 |
| IND MEN | 13 | 31 | 25 | 0 | 0 | 0 | 0 | 100 | 0 | 0 | 0 | 0 | 0 | 49 | 62 | 0 | 0 | 30 | 0 | 27 | 0 |
| IND WOMEN | 11 | 0 | 0 | 29 | 14 | 0 | 0 | 0 | 100 | 0 | 0 | 0 | 0 | 51 | 38 | 0 | 0 | 0 | 31 | 0 | 16 |
| REP MEN | 10 | 16 | 24 | 0 | 0 | 0 | 0 | 0 | 0 | 100 | 0 | 0 | 0 | 0 | 0 | 58 | 63 | 20 | 0 | 20 | 0 |
| REP WOMEN | 6 | 0 | 0 | 10 | 13 | 0 | 0 | 0 | 0 | 0 | 100 | 0 | 0 | 0 | 0 | 40 | 37 | 0 | 14 | 0 | 10 |
| <u>PARTY BY AGE</u> | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| DEM 18-54 | 26 | 53 | 0 | 60 | 0 | 47 | 42 | 0 | 0 | 0 | 0 | 100 | 0 | 0 | 0 | 0 | 0 | 32 | 23 | 21 | 32 |
| DEM 55+ | 33 | 0 | 51 | 0 | 73 | 53 | 58 | 0 | 0 | 0 | 0 | 0 | 100 | 0 | 0 | 0 | 0 | 18 | 33 | 31 | 43 |
| IND 18-54 | 14 | 31 | 0 | 29 | 0 | 0 | 0 | 52 | 64 | 0 | 0 | 0 | 0 | 100 | 0 | 0 | 0 | 19 | 21 | 12 | 9 |
| IND 55+ | 10 | 0 | 25 | 0 | 14 | 0 | 0 | 48 | 36 | 0 | 0 | 0 | 0 | 0 | 100 | 0 | 0 | 11 | 9 | 15 | 6 |
| REP 18-54 | 6 | 16 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 37 | 41 | 0 | 0 | 0 | 0 | 100 | 0 | 7 | 7 | 8 | 3 |
| REP 55+ | 10 | 0 | 24 | 0 | 13 | 0 | 0 | 0 | 0 | 63 | 59 | 0 | 0 | 0 | 0 | 0 | 100 | 13 | 7 | 12 | 7 |
| <u>GENDER BY EDUCATION</u> | 95 | 98 | 93 | 96 | 96 | 95 | 97 | 97 | 93 | 95 | 95 | 97 | 95 | 96 | 94 | 95 | 94 | 100 | 100 | 100 | 100 |
| NON-COLLEGE MEN | 16 | 42 | 27 | 0 | 0 | 33 | 0 | 36 | 0 | 34 | 0 | 20 | 9 | 22 | 18 | 17 | 22 | 100 | 0 | 0 | 0 |
| NON-COLLEGE WOMEN | 17 | 0 | 0 | 35 | 29 | 0 | 27 | 0 | 46 | 0 | 38 | 14 | 17 | 26 | 15 | 19 | 11 | 0 | 100 | 0 | 0 |
| COLLEGE+ MEN | 30 | 56 | 67 | 0 | 0 | 62 | 0 | 60 | 0 | 62 | 0 | 24 | 28 | 26 | 42 | 40 | 36 | 0 | 0 | 100 | 0 |
| COLLEGE+ WOMEN | 33 | 0 | 0 | 61 | 66 | 0 | 70 | 0 | 47 | 0 | 57 | 39 | 42 | 22 | 19 | 18 | 24 | 0 | 0 | 0 | 100 |

Table 75: DEMOGRAPHIC COMBINATIONS

| | COUNTY | | SONOMA COUNTY SUPERVISOR DISTRICT | | | | | MARIN COUNTY SUPERVISOR DISTRICT | | | | | CONTACT MODE | | | |
|-----------------------------------|------------|------------|-----------------------------------|------------|------------|------------|------------|----------------------------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | Total | SON OMA | MARIN | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | PHONE | EMAIL | TEXT |
| Column n-Size | 642 | 411 | 231 | 90 | 86 | 66 | 82 | 86 | 46 | 51 | 51 | 39 | 44 | 265 | 195 | 182 |
| <u>GENDER BY AGE</u> | 100 | 100 | 100 | 98 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 99 | 99 |
| MEN 18-54 | 22 | 23 | 21 | 15 | 24 | 45 | 16 | 19 | 24 | 28 | 27 | 2 | 23 | 20 | 22 | 25 |
| MEN 55+ | 26 | 25 | 27 | 29 | 23 | 21 | 31 | 22 | 18 | 21 | 27 | 36 | 31 | 30 | 32 | 13 |
| WOMEN 18-54 | 24 | 25 | 23 | 21 | 23 | 23 | 26 | 30 | 33 | 14 | 22 | 22 | 25 | 19 | 20 | 37 |
| WOMEN 55+ | 28 | 27 | 29 | 33 | 30 | 11 | 27 | 29 | 25 | 37 | 23 | 40 | 21 | 31 | 26 | 25 |
| <u>PARTY BY GENDER</u> | 100 | 100 | 100 | 98 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 99 | 99 |
| DEM MEN | 25 | 25 | 26 | 22 | 24 | 31 | 21 | 26 | 25 | 24 | 37 | 19 | 20 | 28 | 31 | 14 |
| DEM WOMEN | 35 | 33 | 37 | 35 | 28 | 24 | 33 | 44 | 41 | 40 | 34 | 54 | 21 | 37 | 32 | 34 |
| IND MEN | 13 | 13 | 15 | 11 | 13 | 25 | 8 | 8 | 15 | 16 | 15 | 11 | 16 | 14 | 13 | 14 |
| IND WOMEN | 11 | 11 | 10 | 11 | 15 | 8 | 12 | 10 | 16 | 7 | 6 | 2 | 21 | 6 | 10 | 20 |
| REP MEN | 10 | 11 | 8 | 11 | 10 | 10 | 18 | 6 | 2 | 9 | 2 | 8 | 18 | 9 | 11 | 10 |
| REP WOMEN | 6 | 7 | 4 | 8 | 9 | 3 | 9 | 5 | 2 | 4 | 6 | 7 | 4 | 7 | 3 | 8 |
| <u>PARTY BY AGE</u> | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| DEM 18-54 | 26 | 27 | 25 | 18 | 29 | 33 | 24 | 32 | 37 | 22 | 29 | 22 | 17 | 24 | 26 | 30 |
| DEM 55+ | 33 | 31 | 38 | 40 | 24 | 22 | 29 | 38 | 29 | 41 | 43 | 50 | 25 | 41 | 37 | 18 |
| IND 18-54 | 14 | 14 | 14 | 13 | 13 | 26 | 7 | 12 | 18 | 15 | 16 | 2 | 19 | 10 | 11 | 23 |
| IND 55+ | 10 | 10 | 11 | 9 | 16 | 7 | 14 | 6 | 13 | 8 | 5 | 11 | 18 | 9 | 12 | 11 |
| REP 18-54 | 6 | 7 | 5 | 6 | 5 | 9 | 11 | 4 | 2 | 4 | 6 | 0 | 12 | 5 | 5 | 9 |
| REP 55+ | 10 | 11 | 7 | 13 | 14 | 3 | 15 | 8 | 2 | 9 | 2 | 15 | 10 | 11 | 9 | 8 |
| <u>GENDER BY EDUCATION</u> | 95 | 96 | 94 | 97 | 95 | 97 | 93 | 99 | 95 | 95 | 92 | 93 | 96 | 98 | 94 | 93 |
| NON-COLLEGE MEN | 16 | 18 | 13 | 11 | 20 | 25 | 15 | 23 | 12 | 2 | 15 | 14 | 21 | 18 | 18 | 12 |
| NON-COLLEGE WOMEN | 17 | 18 | 14 | 16 | 8 | 14 | 27 | 25 | 16 | 7 | 10 | 20 | 21 | 16 | 15 | 20 |
| COLLEGE+ MEN | 30 | 28 | 33 | 32 | 27 | 37 | 27 | 18 | 30 | 42 | 34 | 25 | 30 | 32 | 32 | 24 |
| COLLEGE+ WOMEN | 33 | 32 | 34 | 38 | 41 | 20 | 25 | 33 | 37 | 43 | 32 | 35 | 23 | 33 | 29 | 37 |