



Office of the City Manager

ACTION CALENDAR

July 30, 2024

To: Honorable Mayor and Members of the City Council

From: LaTanya Bellow, Interim City Manager

Submitted by: Anne Cardwell, Deputy City Manager

Subject: Community Survey Results and Direction on Potential November 2024 Arts & Culture Ballot Measure

RECOMMENDATION

1) Receive the presentation of the results of the community survey; and 2) Provide direction to staff on whether to prepare final language for City Council approval or decide not to place the measure on the November 2024 ballot.

FISCAL IMPACTS OF RECOMMENDATION

None at this time.

CURRENT SITUATION AND ITS EFFECTS

At the June 14<sup>th</sup> City Council meeting, the Council provided staff with the following direction:

*Authorize Mayor Arreguin to work with staff and Lake Research on questions for a survey; begin drafting the measure with possible funding mechanisms of 2% TOT increase, maximum allowable sales tax increase, and 4-cents per square foot parcel tax; return to Council for consideration of the options and the polling results.*

The results of this survey have been compiled and will be presented to the City Council at the July 30, 2024 meeting.

**Context – November 2024 Ballot**

The following Berkeley voter initiatives have either been placed on the November 2024 ballot, qualified for the ballot and pending the July 30 Council action, or are undergoing petition signature checks:

Placed on the Ballot:

- Initiative Ordinance Prohibiting Concentrated Animal Feeding Operations in the City of Berkeley (CAFO Prohibition)

- Initiative Ordinance Establishing Direct Rental Payments and Amending the Rent Stabilization Ordinance (Rent Relief and Homeowner Protections)
- Ballot Measure Increasing the City's Appropriation Limit to Allow Expenditure of Tax Proceeds for Fiscal Years 2025 through 2028

Pending Action/Direction on July 30:

- Ordinance to Establish a Parcel Tax to Fund Repairs and Improvements to Streets, Sidewalks, and Pedestrian Paths (SAFE STREETS)
- Ordinance Creating a Parcel Tax for the Purpose of Funding Repairs and Improvements to Streets, Sidewalks and Pedestrian Paths (Fix the Streets & Sidewalks)
- Initiative Ordinance Requiring the Adoption of Minimum Indoor Air Quality Standards in City-Owned and City-Leased Buildings (Indoor Air Quality)
- Initiative Ordinance to Adopt a Special Tax on Natural Gas Consumption in Buildings 15,000 Sq. Ft. or Larger (Natural Gas Tax)
- Extension and Amendment of Property Transfer Tax Measure (Measure P)
- Extend the Tax on Sugar Sweetened Beverages
- Property Tax Measure for Library Services, Building Maintenance, Collections, and Staffing
- Increase the Parks Tax for Park Maintenance, Landscaping, and Tree Planting
- Revenue Measure to Provide Funding for Arts and Culture Organizations

Did Not Qualify:

Initiative to Amend Portions of Rent Stabilization and Eviction for Good Cause Ordinance (Berkeley Municipal Code Chapter 13.76) (Tenant Protection Measure)

Final, adopted, signed resolutions that contain the exact text of all measures, including the 75-word ballot question, must be delivered to the Alameda County Registrar of Voters Office by the August 9 deadline.

BACKGROUND

Consistent with City Council direction on June 14, Lake Research Partners (LRP) designed and administered a community survey, which was conducted by live telephone interview and text-to-online. The survey reached a total of 500 likely November 2024 election voters in Berkeley, and was conducted June 27 - 30, 2024.

The survey asked participants about their top priorities, as well as whether they would be receptive to three different types of revenue measures to support the arts and culture organizations, specifically parcel tax, sales tax and Transient Occupancy Tax (TOT).

Both versions of the arts measure parcel tax posed to survey participants (i.e., surge and no surge) would fall far short of the 2/3 majority needed to pass. The sales tax is not popular, falling roughly 20 points short of a majority it shows little chance of passing.

Increasing the Transient Occupancy Tax (TOT) tax to support the arts has about equal numbers voting Yes and No, but given the large undecided vote (14%) - it is also currently falling short of the simple majority it would need to pass.

The top priorities for Berkeley voters continue to be affordable housing (51%) and homelessness services (46%), followed by deteriorating streets and sidewalks (36%) and planting and maintaining trees and improving parks (20%). Expanding library services (6%) and saving and sustaining arts and culture (6%) were rated as relatively lower priorities for most voters.

LRP has conducted community surveys for the City of Berkeley in every election cycle since 2012. A table of survey results compared to corresponding ballot measures is attached here - recognizing that no survey is perfectly predictive of election results, particularly several months before an election or when the terms of the actual measure are different from the version tested. Also attached is a detailed statement of LRP's methodology for surveys of likely voters in Berkeley.

#### ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

There are no identifiable environmental effects, climate impacts, or sustainability opportunities associated with the subject of this report.

#### RATIONALE FOR RECOMMENDATION

City Council direction on this potential measure is needed on July 30, 2024 in order for City staff to have sufficient time to draft final ballot language and return to Council at a special meeting (tentatively set for August 5, 2024) for formal action, should the Council wish to proceed with placing such a measure on the ballot.

#### ALTERNATIVE ACTIONS CONSIDERED

No alternative actions have been considered.

#### CONTACT PERSON

Anne Cardwell, Deputy City Manager, City Manager's Office, (510) 981-7014

#### Attachments:

1. Community Survey Results – June 27-30, 2024
2. Table of Prior Community Survey Results
3. Summary of LRP Methodology

# City of Berkeley

Banners from a survey of 500 likely  
November 2024 voters in Berkeley, CA

June 27 – 30, 2024

**SURVEY METHODOLOGY**

Lake Research Partners designed and administered this survey, which was conducted between June 27 – 30, 2024 by live telephone interview and text-to-online in English. The survey reached 500 likely November general election voters in Berkeley, CA.

The sample was stratified by gender, age, region, region and gender, party registration, race, and race and gender to reflect the demographic composition of likely voters. Where there were slight differences between our survey sample and the expected voting population, data were weighted accordingly.

In interpreting survey results, all sample surveys are subject to possible sampling error; that is, the results of a survey may differ from those which would be obtained if the entire population were interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a particular question. For example, if 50% of respondents answered “Yes” to a particular question, we can be 95% confident that the true percentage will fall within 4.4% of this percentage, or from 45.6% to 54.4%. The table below represents the estimated sampling error for different percentage distributions of responses. Of course, the sampling error for sub-groups is greater.

**Margin of Error  
for Different Percentage Distributions and Different Sample Sizes  
(95% confidence)**

Sample Size	PERCENTAGES NEAR								
	10	20	30	40	50	60	70	80	90
<b>500</b>	<b>2.6</b>	<b>3.5</b>	<b>4.0</b>	<b>4.3</b>	<b>4.4</b>	<b>4.3</b>	<b>4.0</b>	<b>3.5</b>	<b>2.6</b>
<b>400</b>	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9
<b>300</b>	3.4	4.5	5.2	5.5	5.7	5.5	5.2	4.5	3.4
<b>200</b>	4.2	5.5	6.4	6.8	6.9	6.8	6.4	5.5	4.2
<b>100</b>	5.9	7.8	9.0	9.6	9.8	9.6	9.0	7.8	5.9

City of Berkeley Voter Survey  
 Live Phone and Text to Online  
 June 27-30, 2024  
 N=500 Likely November 2024 General Election Voters

**FINAL WEIGHTED**

	TOTAL	CENTRAL HILLS /SOUTH WEST	
Weighted N=	500	220	135 145
Unweighted N=	500	206	135 159

**Region**

Council District 5, 6, 8 .....	44	100	0	0
Council District 3, 4, 7 .....	27	0	100	0
Council District 1, 2 .....	29	0	0	100

**Q1.** Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely?

Yes, cell and can talk safely .....	50	48	52	50
Yes, cell and cannot talk safely .....	[CALL BACK]			
No, not on cell, but own one .....	12	15	12	9
No, not on cell, and do not own one .....	2	2	2	1
(Don't know/refused) .....	[TERMINATE]			
Text to online .....	36	35	33	40

**Q2.** Although it is some time from now, what are the chances of you voting in the November 2024 general election for President, Congress, and other offices? Are you almost certain to vote, will you probably vote, are the chances about 50-50, are you probably not going to vote, or are you definitely not going to vote?

Almost certain to vote .....	95	98	95	92
Probably will vote .....	5	2	5	8
50-50 .....	[TERMINATE]			
Probably not .....	[TERMINATE]			
Definitely not .....	[TERMINATE]			
Don't know .....	[TERMINATE]			

	TOTAL	HILLS	CENTRAL	/SOUTH WEST
Weighted N=	500	220	135	145
Unweighted N=	500	206	135	159

**Q3.** Now I'm going to read some different issues that have been identified as important needs in the city of Berkeley. If you had to choose, which one or two of the following would be the highest priority for you personally in the city of Berkeley? **[RANDOMIZE]**

**[ACCEPT UP TO TWO RESPONSES]**

Major investment in affordable housing.....	51	46	61	49
Continue rehousing and providing services for homelessness.....	46	45	44	49
Repairing deteriorating streets and sidewalks.....	36	38	36	32
Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront .....	20	20	19	22
Electrification of gas-powered buildings to reduce climate impact.....	11	15	10	5
Expanding Sunday hours and children's programming at libraries .....	6	5	5	8
Saving and sustaining arts and culture .....	6	6	8	3
(None) .....	1	1	2	1
(Don't know) .....	2	2	2	3
(Refused).....	1	2	0	1

	TOTAL	HILLS	CENTRAL /SOUTH WEST
Weighted N=	500	220	135 145
Unweighted N=	500	206	135 159

**Next you will [hear/see] a few different versions of a single ballot measure that may appear on the ballot this November to fund arts and culture organizations in Berkeley. This will include different ways and levels of funding for the measure. Here is the first version. [ROTATE Q4/5/6/7]**

**Q4. SSA: [PARCEL TAX – SURGE]** This is a version of the ballot measure that would provide funding for arts and culture organizations through a parcel tax:

Shall the measure creating a special parcel tax to fund performing arts organizations, including downtown theaters and music, dance, and theater organizations, at a rate of \$0.06 per square foot of improvements for the first three years, generating \$5 million annually, and \$0.04 per square foot of improvements thereafter, generating \$3.4 million annually until repealed, which rate may be increased annually for inflation, with citizen oversight and exemptions for low-income households and others, be adopted?

If the election were held today, would you vote yes or no on this measure, or are you undecided?

**[IF YES/NO]:** And is that Yes/No strongly or not so strongly?

**[IF UNDECIDED]:** Well, to which side do you lean?

Yes - strongly .....	21	21	27	17
Yes - not so strongly .....	11	13	11	10
Lean yes .....	10	12	8	10
Undecided/DK .....	24	22	25	26
Lean no .....	5	2	5	8
No - not so strongly .....	10	9	9	11
No - strongly .....	19	20	16	19
(Refused).....	0	0	0	0
Yes .....	43	47	45	36
No .....	33	31	30	38

	TOTAL	HILLS	CENTRAL /SOUTH WEST
Weighted N=	500	220	135 145
Unweighted N=	500	206	135 159

**Q5. SSB: [PARCEL TAX – NO SURGE]** This is a version of the ballot measure that would provide funding for arts and culture organizations through a parcel tax:

Shall the measure creating a special parcel tax to fund performing arts organizations, including downtown theaters and music, dance, and theater organizations, at a rate of \$0.04 per square foot of improvements, generating \$3.4 million annually until repealed, which rate may be increased annually for inflation, with citizen oversight and exemptions for low-income households and others, be adopted?

If the election were held today, would you vote yes or no on this measure, or are you undecided?

**[IF YES/NO]:** And is that Yes/No strongly or not so strongly?

**[IF UNDECIDED]:** Well, to which side do you lean?

Yes - strongly .....	26	22	25	32
Yes - not so strongly .....	14	16	12	12
Lean yes .....	6	9	5	4
Undecided/DK .....	14	14	13	14
Lean no .....	6	8	6	4
No - not so strongly .....	11	8	15	11
No - strongly .....	22	23	23	22
(Refused).....	1	1	2	0
 Yes .....	 46	 47	 42	 49
No .....	39	38	43	37

	TOTAL	HILLS	CENTRAL	/SOUTH WEST
Weighted N=	500	220	135	145
Unweighted N=	500	206	135	159

**Q6. [TOT TAX]** Here is a different version of the ballot measure that would provide funding for arts and culture organizations through an increase in the existing transient occupancy tax on hotels:

Shall the measure raising funds for general municipal purposes; increasing the transient occupancy tax from 12% to 14%; generating an estimated \$850,000 annually until repealed; clarifying applicable definitions and updating collection and reporting methods; and establishing the Arts Panel of Experts to recommend programs to support the arts, be adopted?

If the election were held today, would you vote yes or no on this measure, or are you undecided?

**[IF YES/NO]:** And is that Yes/No strongly or not so strongly?

**[IF UNDECIDED]:** Well, to which side do you lean?

Yes - strongly .....	15	17	19	9
Yes - not so strongly .....	13	14	9	14
Lean yes .....	9	7	10	11
Undecided/DK .....	25	25	24	26
Lean no .....	6	6	6	5
No - not so strongly .....	11	10	13	11
No - strongly .....	20	19	20	23
(Refused).....	1	2	0	0
 Yes .....	 37	 39	 38	 35
No .....	37	34	38	39

**Q7. [SALES TAX]** This is a version of the ballot measure that would provide funding for arts and culture organizations through a new city sales tax:

Shall the measure raising funds for general municipal purposes; imposing a 0.5% sales tax, estimated to generate an additional approximately \$920,000 annually until repealed; and establishing the Arts Panel of Experts to recommend programs to support the arts, be adopted?

If the election were held today, would you vote yes or no on this measure, or are you undecided?

**[IF YES/NO]:** And is that Yes/No strongly or not so strongly?

**[IF UNDECIDED]:** Well, to which side do you lean?

Yes – strongly .....	13	12	18	9
Yes – not so strongly .....	9	11	6	7
Lean yes .....	8	10	4	7
Undecided/DK .....	23	20	24	25
Lean no .....	5	3	4	9
No – not so strongly .....	11	10	14	10
No – strongly .....	31	32	28	32
(Refused).....	1	1	1	0
 Yes .....	 29	 33	 29	 24
No .....	47	45	47	51

	TOTAL	HILLS	CENTRAL /SOUTH WEST	
Weighted N=	500	220	135	145
Unweighted N=	500	206	135	159

**Next you will [hear/see] two statements made by people who support or oppose the arts and culture funding measure described earlier: [ROTATE STATEMENTS]**

*Supporters* say that in the wake of the pandemic, Berkeley is at risk of losing many of its arts organizations if rescue funding is not made immediately available, and over the long run, arts and cultural organizations will need ongoing City support, given the costs of sustaining performing arts non-profits in the Bay Area's expensive market. This funding is essential to rescue and sustain some of Berkeley's performing arts and cultural institutions, in the downtown and every neighborhood. Berkeley is a city defined by our commitment to the arts and culture, and if we don't support arts organizations when they need us most, we may lose some of them forever.

*Opponents* say that Berkeley taxpayers keep getting soaked for more and more increases with little to show for it, driving away residents and businesses. We funded streets, and the streets are still a mess. We funded housing, and housing costs are worse than ever. This measure has no sunset clause and will cost taxpayers millions more dollars to benefit private organizations which should be supported by donors and the people who attend their events, not the rest of us in Berkeley. We need to look more closely at this high-tax, high-cost city government, cut wasteful and unnecessary spending, and let non-profit organizations fundraise on their own without taxpayer subsidies.

***Sometimes in a survey like this, people change their minds. You will [hear/see] the same versions of the ballot measure to fund arts and culture organizations in Berkeley again. Here is the first version again. [ROTATE Q8/9/10/11 – SAME ORDER AS 4/5/6/7]***

	TOTAL	HILLS	CENTRAL /SOUTH WEST
Weighted N=	500	220	135 145
Unweighted N=	500	206	135 159

**Q8. SSA: [PARCEL TAX – SURGE]** This is a version of the ballot measure that would provide funding for arts and culture organizations through a parcel tax:

Shall the measure creating a special parcel tax to fund performing arts organizations, including downtown theaters and music, dance, and theater organizations, at a rate of \$0.06 per square foot of improvements for the first three years, generating \$5 million annually, and \$0.04 per square foot of improvements thereafter, generating \$3.4 million annually until repealed, which rate may be increased annually for inflation, with citizen oversight and exemptions for low-income households and others, be adopted?

If the election were held today, would you vote yes or no on this measure, or are you undecided?

**[IF YES/NO]:** And is that Yes/No strongly or not so strongly?

**[IF UNDECIDED]:** Well, to which side do you lean?

Yes - strongly .....	20	20	28	13
Yes - not so strongly .....	13	12	14	13
Lean yes .....	9	10	3	14
Undecided/DK .....	18	16	19	22
Lean no .....	4	2	7	5
No - not so strongly .....	10	9	8	14
No - strongly .....	23	28	21	19
(Refused).....	2	3	1	0
 Yes .....	 42	 42	 44	 40
No .....	38	39	36	38

	TOTAL	HILLS	CENTRAL /SOUTH WEST
Weighted N=	500	220	135 145
Unweighted N=	500	206	135 159

**Q9. SSB: [PARCEL TAX – NO SURGE]** This is a version of the ballot measure that would provide funding for arts and culture organizations through a parcel tax:

Shall the measure creating a special parcel tax to fund performing arts organizations, including downtown theaters and music, dance, and theater organizations, at a rate of \$0.04 per square foot of improvements, generating \$3.4 million annually until repealed, which rate may be increased annually for inflation, with citizen oversight and exemptions for low-income households and others, be adopted?

If the election were held today, would you vote yes or no on this measure, or are you undecided?

**[IF YES/NO]:** And is that Yes/No strongly or not so strongly?

**[IF UNDECIDED]:** Well, to which side do you lean?

Yes - strongly .....	26	25	23	31
Yes - not so strongly .....	14	14	17	14
Lean yes .....	6	10	4	1
Undecided/DK .....	9	9	8	10
Lean no .....	3	6	1	2
No - not so strongly .....	14	11	19	14
No - strongly .....	26	25	28	25
(Refused).....	1	1	0	2
 Yes .....	 47	 49	 44	 46
No .....	43	41	49	42

	TOTAL	HILLS	CENTRAL	/SOUTH WEST
Weighted N=	500	220	135	145
Unweighted N=	500	206	135	159

**Q10. [TOT TAX]** This is a version of the ballot measure that would provide funding for arts and culture organizations through an increase in the existing transient occupancy tax on hotels:

Shall the measure raising funds for general municipal purposes; increasing the transient occupancy tax from 12% to 14%; generating an estimated \$850,000 annually until repealed; clarifying applicable definitions and updating collection and reporting methods; and establishing the Arts Panel of Experts to recommend programs to support the arts, be adopted?

If the election were held today, would you vote yes or no on this measure, or are you undecided?

**[IF YES/NO]:** And is that Yes/No strongly or not so strongly?

**[IF UNDECIDED]:** Well, to which side do you lean?

Yes - strongly .....	19	17	25	18
Yes - not so strongly .....	16	19	11	16
Lean yes .....	7	8	6	7
Undecided/DK .....	14	14	16	13
Lean no .....	5	5	4	7
No - not so strongly .....	14	12	14	15
No - strongly .....	24	25	24	23
(Refused).....	1	1	0	1
Yes .....	42	43	43	41
No .....	43	41	42	45

	TOTAL	HILLS	CENTRAL	/SOUTH WEST
Weighted N=	500	220	135	145
Unweighted N=	500	206	135	159

**Q11. [SALES TAX]** This is a version of the ballot measure that would provide funding for arts and culture organizations through an increase in the existing sales tax:

Shall the measure raising funds for general municipal purposes; imposing a 0.5% sales tax, estimated to generate an additional approximately \$920,000 annually until repealed; and establishing the Arts Panel of Experts to recommend programs to support the arts, be adopted?

If the election were held today, would you vote yes or no on this measure, or are you undecided?

**[IF YES/NO]:** And is that Yes/No strongly or not so strongly?

**[IF UNDECIDED]:** Well, to which side do you lean?

Yes - strongly .....	14	15	16	12
Yes - not so strongly .....	12	13	9	13
Lean yes .....	5	6	4	5
Undecided/DK .....	18	17	19	18
Lean no .....	5	5	3	5
No - not so strongly .....	12	8	20	11
No - strongly .....	33	34	28	36
(Refused).....	1	1	0	1
Yes .....	31	34	28	30
No .....	50	47	52	52

*Finally, I would like to ask you a few questions for statistical purposes only.*

**Q12.** What best describes your gender? **[SELECT ALL THAT APPLY]**

Man .....	46	47	47	45
Woman .....	54	53	53	55
Nonbinary .....	0	0	0	0
Prefer to self-describe/other .....	0	0	0	0
(Prefer not to answer) .....	0	0	0	0

	TOTAL	CENTRAL HILLS	/SOUTH WEST	
Weighted N=	500	220	135	145
Unweighted N=	500	206	135	159

**Q13.** Just to make sure we have a representative sample, could you please tell me whether or not you are from a Latino, Hispanic, or Spanish-speaking background?

**Q14. [ASK ALL]** And please tell me which one, or more than one, of these racial or ethnic groups you identify with?

**[RANDOMIZE/READ CHOICES/ACCEPT MULTIPLE RESPONSES]**

**[IF “OTHER” OR “BIRACIAL” OR “MULTI-RACIAL” PROMPT:]** Which two or three of these do you identify with the most?

White or Caucasian.....	65	71	60	60
Black or African American .....	11	7	11	16
Latino/Latina or Hispanic .....	9	7	9	13
Asian American or Pacific Islander .....	10	9	11	9
Native or Indigenous American .....	1	0	1	4
Middle Eastern or North African .....	2	2	3	2
(Other) .....	3	3	5	2
(Don't know/Refused) .....	1	2	0	2

**Q15.** What is the last year of schooling that you have completed?

Non-college grad .....	22	21	26	22
College grad.....	77	79	74	77
1 - 11th Grade .....	0	0	0	0
High School Graduate.....	3	5	2	3
Vocational or technical school .....	0	0	0	1
Some college but no degree .....	14	13	19	13
Associate degree .....	4	4	5	5
4-year college graduate or bachelor's degree .....	37	37	38	35
Graduate School or advanced degree .....	40	42	35	42
(Refused).....	0	0	1	1

**Q16.** Do you own your own home or do you rent?

Own .....	52	57	43	53
Rent.....	45	40	54	43
(Other) .....	2	2	3	2
(Don't know/refused).....	1	1	0	2

**[RECORD AGE AND PARTY REGISTRATION FROM FILE]**

	TOTAL	HILLS	CENTRAL /SOUTH WEST
Weighted N=	500	220	135 145
Unweighted N=	500	206	135 159

*This completes our survey. Thank you very much for your time, and have a pleasant day/evening!*

**Age**

Under 30.....	18	18	24	13
30 - 39.....	17	16	19	17
40 - 49.....	14	11	9	24
50 - 64.....	21	22	20	21
65 & over.....	29	33	28	25
18-24 years.....	10	9	16	5
25-29 years.....	8	9	8	8
30-34 years.....	9	6	11	9
35-39 years.....	9	10	8	8
40-44 years.....	6	5	3	10
45-49 years.....	8	6	5	14
50-54 years.....	9	7	12	10
55-59 years.....	7	8	5	6
60-64 years.....	5	8	3	4
65-69 years.....	5	4	4	7
70-74 years.....	7	6	8	9
Over 74 years.....	17	23	16	9
(Don't know /Refused).....	0	0	0	0

**Party Registration**

Democrat.....	79	81	77	78
Republican.....	3	2	2	5
NPP /other.....	18	17	21	17

## DEFINITIONS OF CREATED VARIABLES

### REGION

- Hills. City Council Districts 5, 6, and 8.
- Central/South. City Council Districts 3, 4, and 7.
- West. City Council Districts 1 and 2.

CITY OF BERKELEY - JUNE 2024

		TOTAL	GENDER		RACE				RACE /GENDER				REGION		
			Men	Women	People of color	White alone	Black	Latino/a	Men of color	Women of color	White men	White women	Hills (CCD 5/6/8)	South (CCD 3/4/7)	West (CCD 1/2)
<b>YES - NO</b>		9	3	14	10	9	12	22	6	14	3	14	12	7	5
<b>4/5.COMBINED INITIAL PARCEL TAX</b>	<b>Yes - strongly</b>	24%	21%	26%	22%	25%	26%	25%	25%	18%	18%	30%	22%	26%	24%
	<b>Yes - not so strongly</b>	13%	13%	13%	13%	13%	6%	10%	10%	16%	15%	12%	15%	11%	11%
	<b>Lean yes</b>	8%	8%	9%	11%	7%	14%	18%	11%	12%	6%	7%	11%	6%	7%
	<b>Undecided/DK</b>	19%	19%	19%	18%	19%	19%	17%	13%	24%	23%	17%	18%	19%	20%
	<b>Lean no</b>	5%	4%	6%	4%	6%	5%		3%	6%	6%	6%	5%	5%	6%
	<b>No - not so strongly</b>	10%	11%	9%	9%	11%	4%	14%	10%	8%	11%	10%	8%	12%	11%
	<b>No - strongly</b>	21%	23%	18%	23%	19%	25%	16%	27%	17%	19%	18%	21%	19%	21%
<b>(Refused)</b>	1%	1%			1%					2%		1%	1%		
<b>4/5.COMBINED INITIAL PARCEL TAX</b>	<b>Yes</b>	45%	42%	47%	46%	44%	46%	52%	46%	45%	39%	48%	47%	44%	43%
	<b>No</b>	36%	39%	34%	36%	35%	35%	30%	40%	31%	36%	34%	35%	36%	38%
	<b>Undecided</b>	19%	19%	19%	18%	19%	19%	17%	13%	24%	23%	17%	18%	19%	20%
	<b>All swing</b>	55%	54%	56%	56%	56%	49%	60%	48%	65%	61%	52%	56%	54%	55%
	<b>Refused</b>	1%	1%			1%					2%		1%	1%	
	<b>Unweighted Count / Weighted Count</b>	500	235	265	165	328	55	53	96	69	134	194	206	135	159
		500	232	268	168	325	55	45	89	80	139	186	220	135	145

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	TOTAL	REGION / GENDER						AGE					AGE		
		Hills (CCD 5/6/8) Men	Hills (CCD 5/6/8) Women	South (CCD 3/4/7) Men	South (CCD 3/4/7) Women	West (CCD 1/2) Men	West (CCD 1/2) Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over	
<b>YES - NO</b>	9	8	15	-3	16	0	9	26	10	0	22	-9	13	4	
<b>4/5.COMBINED INITIAL PARCEL TAX</b>	<b>Yes - strongly</b>	24%	18%	24%	22%	29%	24%	25%	29%	19%	23%	28%	20%	23%	23%
	<b>Yes - not so strongly</b>	13%	15%	14%	10%	12%	11%	11%	17%	17%	10%	17%	6%	15%	11%
	<b>Lean yes</b>	8%	10%	11%	6%	7%	7%	7%	8%	10%	6%	9%	9%	8%	9%
	<b>Undecided/DK</b>	19%	21%	16%	17%	20%	16%	23%	19%	20%	23%	12%	21%	21%	17%
	<b>Lean no</b>	5%	3%	7%	5%	5%	7%	5%	5%	3%	9%	7%	5%	5%	6%
	<b>No - not so strongly</b>	10%	8%	8%	16%	9%	10%	12%	9%	12%	12%	8%	10%	11%	9%
	<b>No - strongly</b>	21%	24%	19%	22%	18%	25%	17%	14%	20%	18%	17%	29%	17%	24%
<b>(Refused)</b>	1%	1%		2%							1%	1%		1%	
<b>4/5.COMBINED INITIAL PARCEL TAX</b>	<b>Yes</b>	45%	43%	50%	39%	48%	42%	43%	53%	45%	38%	55%	35%	46%	43%
	<b>No</b>	36%	35%	35%	42%	32%	42%	34%	27%	35%	39%	32%	44%	33%	39%
	<b>Undecided</b>	19%	21%	16%	17%	20%	16%	23%	19%	20%	23%	12%	21%	21%	17%
	<b>All swing</b>	55%	56%	57%	54%	54%	52%	58%	57%	62%	59%	53%	50%	59%	51%
	<b>Refused</b>	1%	1%		2%							1%	1%		1%
	<b>Unweighted Count / Weighted Count</b>	500 / 500	88 / 103	118 / 117	71 / 63	64 / 71	76 / 65	83 / 80	86 / 91	104 / 86	59 / 71	94 / 106	156 / 146	249 / 247	250 / 252

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		GENDER /AGE				RACE /AGE				EDUCATION					
		TOTAL	Men <50	Women <50	Men 50+	Women 50+	People of color <50	People of color 50+	White <50	White 50+	Post H. S.	Non-college grad	College graduate or post-grad	4-year College grad	Post-graduate
<b>YES - NO</b>		9	1	25	6	3	6	15	19	1	10	9	8	15	2
<b>4/5.COMBINED INITIAL PARCEL TAX</b>	<b>Yes - strongly</b>	24%	17%	29%	25%	22%	19%	26%	27%	23%	22%	23%	23%	24%	23%
	<b>Yes - not so strongly</b>	13%	17%	12%	8%	13%	13%	12%	17%	10%	11%	10%	13%	14%	13%
	<b>Lean yes</b>	8%	8%	8%	8%	10%	12%	11%	5%	8%	15%	13%	7%	7%	7%
	<b>Undecided/DK</b>	19%	15%	26%	22%	13%	20%	16%	22%	18%	15%	16%	19%	24%	15%
	<b>Lean no</b>	5%	6%	5%	3%	8%	4%	4%	6%	6%	6%	5%	5%	2%	9%
	<b>No - not so strongly</b>	10%	14%	8%	7%	11%	9%	9%	12%	10%	11%	13%	9%	9%	9%
	<b>No - strongly</b>	21%	22%	12%	25%	23%	24%	21%	11%	24%	20%	19%	21%	19%	23%
<b>(Refused)</b>	1%			2%					2%			1%		1%	
<b>4/5.COMBINED INITIAL PARCEL TAX</b>	<b>Yes</b>	45%	43%	50%	40%	45%	43%	50%	49%	41%	48%	47%	44%	46%	43%
	<b>No</b>	36%	42%	25%	35%	42%	37%	34%	30%	40%	37%	37%	36%	30%	41%
	<b>Undecided</b>	19%	15%	26%	22%	13%	20%	16%	22%	18%	15%	16%	19%	24%	15%
	<b>All swing</b>	55%	61%	58%	48%	54%	58%	53%	62%	51%	58%	58%	55%	57%	52%
	<b>Refused</b>	1%			2%					2%			1%		1%
	<b>Unweighted Count / Weighted Count</b>	500	127	122	108	142	100	65	144	183	99	116	382	185	197
	500	120	127	112	140	99	70	144	181	96	112	386	184	202	

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	TOTAL	EDUCATION /GENDER			HOME OWNERSHIP		HOME OWNERSHIP / GENDER				HOME OWNERSHIP / REGION						
		Non-college women	College men	College women	Own	Rent	Own Men	Own Women	Rent Men	Rent Women	Own Hills (CCD 5/6/8)	Own South (CCD 3/4/7)	Own West (CCD 1/2)	Rent Hills (CCD 5/6/8)	Rent South (CCD 3/4/7)	Rent West (CCD 1/2)	
<b>YES - NO</b>	9	25	7	10	-5	27	-4	-6	12	40	2	-12	-11	30	25	24	
<b>4/5.COMBINED INITIAL PARCEL TAX</b>	<b>Yes - strongly</b>	24%	27%	21%	25%	18%	30%	19%	17%	22%	38%	19%	19%	16%	26%	32%	34%
	<b>Yes - not so strongly</b>	13%	13%	14%	13%	12%	13%	10%	14%	17%	10%	14%	11%	11%	16%	12%	13%
	<b>Lean yes</b>	8%	14%	7%	7%	8%	10%	8%	8%	8%	11%	9%	4%	8%	13%	9%	6%
	<b>Undecided/DK</b>	19%	17%	19%	20%	18%	20%	19%	17%	18%	22%	16%	18%	20%	20%	21%	19%
	<b>Lean no</b>	5%	5%	4%	7%	5%	7%	3%	6%	6%	7%	4%	4%	6%	7%	6%	7%
	<b>No - not so strongly</b>	10%	13%	10%	8%	10%	9%	10%	11%	13%	6%	10%	8%	12%	4%	13%	10%
	<b>No - strongly</b>	21%	11%	22%	21%	28%	11%	28%	28%	16%	7%	26%	33%	27%	14%	8%	11%
<b>(Refused)</b>	1%		1%		1%		2%				1%	2%					
<b>4/5.COMBINED INITIAL PARCEL TAX</b>	<b>Yes</b>	45%	54%	43%	45%	38%	53%	37%	39%	47%	59%	42%	34%	35%	55%	52%	53%
	<b>No</b>	36%	29%	36%	35%	43%	27%	41%	45%	35%	19%	40%	46%	46%	25%	27%	28%
	<b>Undecided</b>	19%	17%	19%	20%	18%	20%	19%	17%	18%	22%	16%	18%	20%	20%	21%	19%
	<b>All swing</b>	55%	62%	55%	54%	53%	59%	50%	55%	62%	55%	54%	45%	57%	60%	60%	55%
	<b>Refused</b>	1%		1%		1%		2%				1%	2%				
	<b>Unweighted Count / Weighted Count</b>	500	67	184	198	283	202	127	156	101	101	129	59	95	70	73	59
	500	68	186	200	259	224	119	141	105	118	124	58	77	88	73	62	

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		3.TOP ISSUES						4/5.COMBINED INITIAL PARCEL TAX				4/5.COMBINED INITIAL PARCEL TAX			
		TOTAL	Repairing deteriorating streets and sidewalks	Continue rehousing and providing services for homelessness	Major investment in affordable housing	Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront	Electrification of gas-powered buildings to reduce climate impact	Yes	No	Undecided	All swing	Yes - strongly	Yes - weak	No - weak	No - strongly
<b>YES - NO</b>		9	-19	23	23	-10	34	100	-100	0	10	100	100	-100	-100
<b>4/5.COMBINED INITIAL PARCEL TAX</b>	<b>Yes - strongly</b>	24%	16%	30%	27%	14%	34%	53%				100%			
	<b>Yes - not so strongly</b>	13%	11%	15%	14%	13%	14%	28%			23%	60%			
	<b>Lean yes</b>	8%	6%	7%	9%	10%	14%	19%			15%	40%			
	<b>Undecided/DK</b>	19%	15%	20%	22%	15%	10%			100%	34%				
	<b>Lean no</b>	5%	5%	5%	5%	7%	9%		15%		10%			35%	
	<b>No - not so strongly</b>	10%	13%	8%	8%	13%	7%		28%		18%			65%	
	<b>No - strongly</b>	21%	34%	16%	14%	28%	12%		57%						100%
<b>(Refused)</b>	1%	1%	1%												
<b>4/5.COMBINED INITIAL PARCEL TAX</b>	<b>Yes</b>	45%	33%	51%	50%	38%	62%	100%			38%	100%	100%		
	<b>No</b>	36%	51%	28%	27%	47%	28%		100%		28%			100%	100%
	<b>Undecided</b>	19%	15%	20%	22%	15%	10%			100%	34%				
	<b>All swing</b>	55%	50%	54%	59%	58%	54%	47%	43%	100%	100%		100%	100%	
	<b>Refused</b>	1%	1%	1%											
	<b>Unweighted Count / Weighted Count</b>	500	185	225	252	106	54	219	186	93	272	117	102	77	109
		500	178	229	255	102	53	223	180	94	277	118	106	77	103

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	TOTAL	6.INITIAL TOT INCREASE				6.INITIAL TOT INCREASE				7.INITIAL SALES TAX				
		Yes	No	Undeci ded	All swing	Yes - strongl y	Yes - weak	No - weak	No - strongl y	Yes	No	Undeci ded	All swing	
<b>YES - NO</b>	9	65	-46	2	12	83	53	-27	-62	66	-35	25	20	
<b>4/5.COMBINED INITIAL PARCEL TAX</b>	<b>Yes - strongly</b>	24%	44%	12%	9%	16%	70%	25%	13%	11%	45%	14%	15%	16%
	<b>Yes - not so strongly</b>	13%	22%	4%	12%	17%	11%	30%	7%	2%	22%	7%	12%	18%
	<b>Lean yes</b>	8%	12%	5%	8%	11%	7%	15%	10%	1%	9%	6%	13%	12%
	<b>Undecided/DK</b>	19%	10%	11%	44%	25%	7%	13%	13%	9%	14%	9%	45%	28%
	<b>Lean no</b>	5%	4%	8%	4%	7%		7%	13%	3%	2%	7%	7%	7%
	<b>No - not so strongly</b>	10%	2%	17%	11%	13%	1%	4%	28%	8%	3%	17%	4%	11%
	<b>No - strongly (Refused)</b>	21% 1%	6% 1%	42% 1%	12%	11%	4% 1%	7% 1%	16% 1%	64% 1%	5% 1%	39% 1%	4% 1%	8% 1%
<b>4/5.COMBINED INITIAL PARCEL TAX</b>	<b>Yes</b>	45%	78%	21%	29%	44%	88%	70%	30%	14%	76%	27%	40%	46%
	<b>No</b>	36%	12%	67%	27%	32%	5%	17%	57%	76%	10%	63%	15%	26%
	<b>Undecided</b>	19%	10%	11%	44%	25%	7%	13%	13%	9%	14%	9%	45%	28%
	<b>All swing</b>	55%	51%	45%	80%	73%	26%	68%	71%	23%	50%	47%	81%	76%
	<b>Refused</b>	1%		1%						1%		1%		
	<b>Unweighted Count / Weighted Count</b>	500 500	189 187	190 184	118 124	318 318	77 77	112 110	88 84	102 100	153 146	238 237	105 113	272 277

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		TOTAL	7.INITIAL SALES TAX				8/9.COMBINED INFORMED PARCEL TAX			10.TOT INCREASE RE-BALLOT			11.SALES TAX RE-BALLOT		
			Yes - strongly	Yes - weak	No - weak	No - strongly	Yes	No	Undecided	Yes	No	Undecided	Yes	No	Undecided
<b>YES - NO</b>		9	70	62	-31	-37	77	-69	15	59	-44	13	69	-32	13
<b>4/5.COMBINED INITIAL PARCEL TAX</b>	<b>Yes - strongly</b>	24%	74%	23%	12%	15%	45%	5%	7%	39%	11%	13%	44%	16%	8%
	<b>Yes - not so strongly</b>	13%	8%	33%	10%	6%	25%	1%	8%	20%	5%	12%	22%	7%	11%
	<b>Lean yes</b>	8%		16%	7%	6%	13%	4%	9%	12%	6%	4%	10%	5%	14%
	<b>Undecided/DK</b>	19%	7%	19%	12%	8%	12%	10%	66%	14%	12%	54%	16%	10%	47%
	<b>Lean no</b>	5%	2%	2%	14%	3%	4%	8%	2%	5%	8%		2%	7%	8%
	<b>No - not so strongly</b>	10%	4%	3%	29%	11%	1%	23%	5%	4%	19%	3%	2%	18%	3%
	<b>No - strongly</b>	21%	5%	4%	16%	51%	1%	48%	3%	5%	40%	12%	3%	36%	9%
<b>(Refused)</b>	1%				1%		1%				2%	1%			
<b>4/5.COMBINED INITIAL PARCEL TAX</b>	<b>Yes</b>	45%	82%	71%	28%	27%	82%	10%	24%	72%	22%	29%	76%	29%	33%
	<b>No</b>	36%	11%	9%	59%	64%	5%	79%	10%	13%	66%	15%	7%	61%	20%
	<b>Undecided</b>	19%	7%	19%	12%	8%	12%	10%	66%	14%	12%	54%	16%	10%	47%
	<b>All swing</b>	55%	21%	73%	72%	34%	54%	45%	90%	56%	50%	73%	52%	48%	83%
	<b>Refused</b>	1%				1%		1%				2%	1%		
	<b>Unweighted Count / Weighted Count</b>	500	68	85	82	156	222	209	64	221	212	64	169	251	76
	500	64	83	82	155	223	203	68	212	213	70	156	249	89	

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		TOTAL	4/5-8/9.PARCEL TAX SHIFT				6-10.TOT INCREASE SHIFT					7-11.SALES TAX SHIFT				
			Solid Yes	Solid No	Persua dable	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No
<b>YES - NO</b>		9	100	-100	-20	63	66	-55	15	28	6	78	-39	26	33	11
<b>4/5.COMBINED INITIAL PARCEL TAX</b>	<b>Yes - strongly</b>	24%	54%			28%	44%	10%	14%	21%	17%	50%	15%	14%	22%	20%
	<b>Yes - not so strongly</b>	13%	30%			12%	23%	2%	11%	12%	15%	26%	6%	11%	10%	12%
	<b>Lean yes</b>	8%	16%			24%	12%	6%	8%	14%	7%	9%	5%	15%	17%	9%
	<b>Undecided/DK</b>	19%			80%	37%	9%	8%	46%	33%	26%	9%	8%	45%	32%	31%
	<b>Lean no</b>	5%		10%	12%		5%	7%	3%	6%	6%	2%	7%	6%	4%	8%
	<b>No - not so strongly</b>	10%		29%	5%		2%	19%	6%	7%	15%	2%	19%	2%	2%	10%
	<b>No - strongly</b>	21%		61%	4%		5%	47%	9%	4%	13%	3%	40%	6%	10%	12%
<b>(Refused)</b>	1%								1%	3%				1%	3%	
<b>4/5.COMBINED INITIAL PARCEL TAX</b>	<b>Yes</b>	45%	100%			63%	79%	19%	34%	46%	40%	84%	26%	40%	50%	40%
	<b>No</b>	36%		100%	20%	12%	73%	19%	18%	34%	7%	66%	14%	16%	29%	
	<b>Undecided</b>	19%			80%	37%	9%	8%	46%	33%	26%	9%	8%	45%	32%	31%
	<b>All swing</b>	55%	46%	39%	96%	72%	50%	42%	75%	72%	70%	47%	45%	79%	65%	69%
	<b>Refused</b>	1%								1%	3%				1%	3%
	<b>Unweighted Count / Weighted Count</b>	500	183	169	87	55	164	168	105	62	59	125	215	99	54	56
	500	184	160	90	58	162	162	106	56	64	116	214	106	51	58	

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		TOTAL	TARGETS			SPLIT	
			Yes on all	Mixed	No on all	A	B
<b>YES - NO</b>		9	100	26	-100	10	7
<b>4/5.COMBINED INITIAL PARCEL TAX</b>	<b>Yes - strongly</b>	24%	61%	24%		21%	26%
	<b>Yes - not so strongly</b>	13%	31%	14%		11%	14%
	<b>Lean yes</b>	8%	8%	13%		10%	6%
	<b>Undecided/DK</b>	19%		22%		24%	14%
	<b>Lean no</b>	5%		7%	9%	5%	6%
	<b>No - not so strongly</b>	10%		9%	25%	10%	11%
	<b>No - strongly</b>	21%		11%	66%	19%	22%
	<b>(Refused)</b>	1%		1%			1%
<b>4/5.COMBINED INITIAL PARCEL TAX</b>	<b>Yes</b>	45%	100%	52%		43%	46%
	<b>No</b>	36%		26%	100%	33%	39%
	<b>Undecided</b>	19%		22%		24%	14%
	<b>All swing</b>	55%	39%	64%	34%	60%	51%
	<b>Refused</b>	1%		1%			1%
	<b>Unweighted Count /</b>	500	92	251	120	250	250
	<b>Weighted Count</b>	500	91	257	113	250	250

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		TOTAL	GENDER		RACE				RACE /GENDER				REGION		
			Men	Women	People of color	White alone	Black	Latino/a	Men of color	Women of color	White men	White women	Hills (CCD 5/6/8)	South (CCD 3/4/7)	West (CCD 1/2)
<b>YES - NO</b>		10	10	11	19	7	33	42	28	10	1	12	16	16	-2
<b>A4.INITIAL PARCEL TAX - SURGE</b>	<b>Yes - strongly</b>	21%	20%	22%	20%	22%	27%	18%	25%	16%	18%	26%	21%	27%	17%
	<b>Yes - not so strongly</b>	11%	13%	10%	11%	12%	6%	15%	12%	10%	13%	11%	13%	11%	10%
	<b>Lean yes</b>	10%	9%	12%	15%	8%	21%	22%	17%	12%	4%	11%	12%	8%	10%
	<b>Undecided/DK</b>	24%	26%	22%	27%	23%	26%	32%	20%	33%	29%	18%	22%	25%	26%
	<b>Lean no</b>	5%	3%	6%	5%	4%	6%			11%	4%	4%	2%	5%	8%
	<b>No - not so strongly</b>	10%	9%	10%	7%	11%	4%	8%	6%	7%	11%	11%	9%	9%	11%
	<b>No - strongly</b>	19%	20%	17%	15%	19%	11%	5%	20%	11%	19%	19%	20%	16%	19%
<b>A4.INITIAL PARCEL TAX - SURGE</b>	<b>Yes</b>	43%	42%	44%	46%	42%	54%	55%	54%	39%	36%	47%	47%	45%	36%
	<b>No</b>	33%	32%	33%	27%	35%	20%	13%	26%	29%	35%	35%	31%	30%	38%
	<b>Undecided</b>	24%	26%	22%	27%	23%	26%	32%	20%	33%	29%	18%	22%	25%	26%
	<b>All swing</b>	60%	60%	60%	64%	58%	62%	77%	56%	72%	62%	55%	58%	57%	64%
	<b>Unweighted Count / Weighted Count</b>	250	109	141	76	171	23	21	39	37	69	102	98	79	73
		250	116	134	85	162	27	22	41	44	74	88	110	68	73

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	TOTAL	REGION / GENDER						AGE					AGE		
		Hills (CCD 5/6/8) Men	Hills (CCD 5/6/8) Women	South (CCD 3/4/7) Men	South (CCD 3/4/7) Women	West (CCD 1/2) Men	West (CCD 1/2) Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over	
<b>YES - NO</b>	10	12	19	3	26	13	-14	41	3	-23	31	-3	10	11	
<b>A4.INITIAL PARCEL TAX - SURGE</b>	<b>Yes - strongly</b>	21%	14%	28%	25%	29%	26%	9%	32%	16%	9%	26%	21%	20%	23%
	<b>Yes - not so strongly</b>	11%	18%	9%	7%	14%	11%	9%	14%	14%	10%	16%	6%	13%	10%
	<b>Lean yes</b>	10%	9%	15%	11%	6%	7%	12%	15%	8%	9%	16%	6%	11%	10%
	<b>Undecided/DK</b>	24%	31%	15%	18%	31%	25%	26%	20%	27%	21%	16%	31%	23%	25%
	<b>Lean no</b>	5%		4%	4%	5%	6%	10%	2%	4%	11%	6%	2%	6%	4%
	<b>No - not so strongly</b>	10%	10%	8%	12%	7%	7%	14%	11%	11%	18%	7%	6%	13%	6%
	<b>No - strongly</b>	19%	19%	21%	24%	10%	18%	19%	6%	20%	22%	14%	28%	15%	22%
<b>A4.INITIAL PARCEL TAX - SURGE</b>	<b>Yes</b>	43%	40%	52%	43%	48%	44%	30%	60%	38%	28%	57%	33%	43%	43%
	<b>No</b>	33%	29%	33%	39%	22%	31%	44%	19%	35%	51%	27%	36%	34%	32%
	<b>Undecided</b>	24%	31%	15%	18%	31%	25%	26%	20%	27%	21%	16%	31%	23%	25%
	<b>All swing</b>	60%	67%	51%	52%	62%	56%	72%	62%	64%	69%	60%	51%	65%	55%
	<b>Unweighted Count / Weighted Count</b>	250	39	59	36	43	34	39	38	61	30	43	78	129	121
	250	52	58	32	36	33	40	45	43	35	53	73	124	126	

CITY OF BERKELEY - JUNE 2024

		TOTAL	GENDER /AGE				RACE /AGE				EDUCATION				
			Men <50	Women <50	Men 50+	Women 50+	People of color <50	People of color 50+	White <50	White 50+	Post H. S.	Non-college grad	College graduate or post-grad	4-year College grad	Post-graduate
<b>YES - NO</b>		10	6	13	14	9	2	44	16	1	24	18	7	7	8
<b>A4.INITIAL PARCEL TAX - SURGE</b>	<b>Yes - strongly</b>	21%	20%	20%	21%	25%	15%	28%	24%	21%	22%	22%	21%	19%	23%
	<b>Yes - not so strongly</b>	11%	16%	10%	10%	10%	6%	18%	18%	7%	6%	7%	13%	12%	14%
	<b>Lean yes</b>	10%	9%	12%	9%	12%	17%	12%	6%	10%	23%	19%	8%	9%	6%
	<b>Undecided/DK</b>	24%	16%	29%	35%	16%	25%	28%	22%	24%	22%	23%	24%	26%	22%
	<b>Lean no</b>	5%	5%	6%		7%	5%	6%	6%	3%	5%	4%	5%	3%	7%
	<b>No - not so strongly</b>	10%	15%	11%	4%	8%	10%	2%	16%	8%	9%	11%	9%	9%	9%
	<b>No - strongly</b>	19%	19%	12%	21%	23%	21%	6%	10%	27%	13%	14%	20%	22%	19%
<b>A4.INITIAL PARCEL TAX - SURGE</b>	<b>Yes</b>	43%	45%	42%	39%	46%	38%	58%	47%	38%	51%	47%	42%	40%	43%
	<b>No</b>	33%	39%	29%	25%	37%	36%	14%	31%	38%	27%	29%	34%	33%	35%
	<b>Undecided</b>	24%	16%	29%	35%	16%	25%	28%	22%	24%	22%	23%	24%	26%	22%
	<b>All swing</b>	60%	61%	68%	58%	53%	63%	66%	66%	52%	64%	64%	59%	60%	58%
	<b>Unweighted Count / Weighted Count</b>	250	61	68	48	73	48	28	79	92	51	61	188	97	91
		250	59	65	57	69	51	34	72	91	52	62	187	95	92

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	TOTAL	EDUCATION / GENDER			HOME OWNERSHIP		HOME OWNERSHIP / GENDER				HOME OWNERSHIP / REGION						
		Non-college women	College men	College women	Own	Rent	Own Men	Own Women	Rent Men	Rent Women	Own Hills (CCD 5/6/8)	Own South (CCD 3/4/7)	Own West (CCD 1/2)	Rent Hills (CCD 5/6/8)	Rent South (CCD 3/4/7)	Rent West (CCD 1/2)	
<b>YES - NO</b>	10	29	11	4	-7	33	2	-15	24	41	-1	-2	-18	42	29	25	
<b>A4.INITIAL PARCEL TAX - SURGE</b>	<b>Yes - strongly</b>	21%	29%	22%	20%	17%	27%	20%	14%	20%	33%	18%	24%	11%	27%	30%	24%
	<b>Yes - not so strongly</b>	11%	7%	15%	11%	8%	16%	7%	8%	21%	11%	8%	6%	9%	21%	12%	11%
	<b>Lean yes</b>	10%	17%	6%	9%	9%	13%	8%	10%	11%	14%	11%	5%	8%	14%	10%	14%
	<b>Undecided/DK</b>	24%	21%	26%	23%	25%	22%	31%	20%	19%	25%	25%	27%	25%	18%	24%	25%
	<b>Lean no</b>	5%	6%	3%	6%	3%	6%	1%	5%	5%	8%	1%		9%	3%	8%	10%
	<b>No - not so strongly</b>	10%	11%	9%	9%	12%	7%	9%	15%	11%	4%	11%	11%	14%	6%	9%	8%
	<b>No - strongly</b>	19%	7%	19%	22%	26%	8%	24%	27%	12%	5%	26%	27%	24%	10%	7%	8%
<b>A4.INITIAL PARCEL TAX - SURGE</b>	<b>Yes</b>	43%	54%	43%	41%	34%	56%	36%	33%	53%	58%	37%	36%	29%	62%	52%	50%
	<b>No</b>	33%	25%	32%	37%	41%	22%	34%	47%	29%	17%	38%	37%	47%	20%	23%	25%
	<b>Undecided</b>	24%	21%	26%	23%	25%	22%	31%	20%	19%	25%	25%	27%	25%	18%	24%	25%
	<b>All swing</b>	60%	63%	59%	59%	57%	64%	56%	59%	67%	62%	56%	49%	65%	63%	63%	68%
	<b>Unweighted Count /</b>	250	38	85	103	135	107	56	79	48	59	58	32	45	38	45	24
	<b>Weighted Count</b>	250	38	91	96	130	111	61	69	49	62	62	26	42	45	39	26

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		TOTAL	3.TOP ISSUES					4/5.COMBINED INITIAL PARCEL TAX				4/5.COMBINED INITIAL PARCEL TAX			
			Repairing deteriorating streets and sidewalks	Continue rehousing and providing services for homelessness	Major investment in affordable housing	Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront	Electrification of gas-powered buildings to reduce climate impact	Yes	No	Undecided	All swing	Yes - strongly	Yes - weak	No - weak	No - strongly
<b>YES - NO</b>		10	-12	17	25	1	50	100	-100	0	13	100	100	-100	-100
<b>A4.INITIAL PARCEL TAX - SURGE</b>	<b>Yes - strongly</b>	21%	18%	27%	24%	10%	36%	50%				100%			
	<b>Yes - not so strongly</b>	11%	10%	15%	13%	12%	17%	26%			19%		52%		
	<b>Lean yes</b>	10%	6%	6%	11%	18%	17%	24%			17%		48%		
	<b>Undecided/DK</b>	24%	19%	23%	29%	21%	11%			100%	40%				
	<b>Lean no</b>	5%	4%	3%	7%	2%	3%		14%		8%			33%	
	<b>No - not so strongly</b>	10%	12%	12%	6%	12%	8%		29%		16%			67%	
	<b>No - strongly</b>	19%	31%	15%	11%	25%	9%		57%						100%
<b>A4.INITIAL PARCEL TAX - SURGE</b>	<b>Yes</b>	43%	35%	47%	48%	40%	70%	100%			36%	100%	100%		
	<b>No</b>	33%	47%	30%	23%	39%	20%		100%		24%			100%	100%
	<b>Undecided</b>	24%	19%	23%	29%	21%	11%			100%	40%				
	<b>All swing</b>	60%	51%	58%	65%	64%	56%	50%	43%	100%	100%		100%	100%	
	<b>Unweighted Count / Weighted Count</b>	250 / 250	82 / 80	112 / 112	128 / 128	48 / 45	34 / 34	105 / 108	84 / 82	61 / 60	147 / 150	53 / 54	52 / 54	34 / 35	50 / 47

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		TOTAL	6.INITIAL TOT INCREASE				6.INITIAL TOT INCREASE				7.INITIAL SALES TAX			
			Yes	No	Undecided	All swing	Yes - strongly	Yes - weak	No - weak	No - strongly	Yes	No	Undecided	All swing
<b>YES - NO</b>		10	69	-45	-7	14	88	58	-19	-65	66	-38	24	18
<b>A4.INITIAL PARCEL TAX - SURGE</b>	<b>Yes - strongly</b>	21%	40%	12%	5%	14%	65%	24%	12%	12%	42%	12%	12%	14%
	<b>Yes - not so strongly</b>	11%	20%	5%	7%	16%	7%	28%	11%		22%	4%	12%	16%
	<b>Lean yes</b>	10%	16%	6%	8%	12%	16%	17%	12%		11%	10%	12%	13%
	<b>Undecided/DK</b>	24%	17%	11%	50%	30%	12%	20%	11%	11%	18%	12%	52%	34%
	<b>Lean no</b>	5%	1%	7%	7%	6%		2%	9%	4%		9%	3%	7%
	<b>No - not so strongly</b>	10%	2%	19%	9%	12%		3%	30%	10%	3%	17%	5%	9%
	<b>No - strongly</b>	19%	3%	41%	13%	10%		6%	14%	63%	5%	38%	4%	8%
<b>A4.INITIAL PARCEL TAX - SURGE</b>	<b>Yes</b>	43%	76%	22%	21%	42%	88%	69%	35%	12%	74%	25%	36%	42%
	<b>No</b>	33%	7%	67%	29%	28%		11%	54%	77%	8%	63%	12%	24%
	<b>Undecided</b>	24%	17%	11%	50%	30%	12%	20%	11%	11%	18%	12%	52%	34%
	<b>All swing</b>	60%	57%	47%	82%	76%	35%	70%	74%	25%	53%	51%	84%	79%
	<b>Unweighted Count / Weighted Count</b>	250	99	88	62	165	36	63	40	48	78	109	61	142
		250	97	85	67	165	37	60	38	47	76	108	64	146

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		TOTAL	7.INITIAL SALES TAX				8/9.COMBINED INFORMED PARCEL TAX			10.TOT INCREASE RE-BALLOT			11.SALES TAX RE-BALLOT		
			Yes - strongly	Yes - weak	No - weak	No - strongly	Yes	No	Undecided	Yes	No	Undecided	Yes	No	Undecided
<b>YES - NO</b>		10	74	61	-52	-32	75	-63	12	62	-49	10	65	-32	18
<b>A4.INITIAL PARCEL TAX - SURGE</b>	<b>Yes - strongly</b>	21%	80%	19%	9%	13%	42%	6%	4%	36%	9%	10%	38%	16%	5%
	<b>Yes - not so strongly</b>	11%	3%	33%		6%	23%		10%	18%	3%	13%	18%	6%	14%
	<b>Lean yes</b>	10%		17%	8%	11%	15%	6%	11%	17%	6%	3%	13%	7%	15%
	<b>Undecided/DK</b>	24%	9%	23%	16%	10%	17%	13%	62%	20%	14%	58%	26%	11%	49%
	<b>Lean no</b>	5%			23%	2%	3%	8%	3%	3%	9%		1%	8%	2%
	<b>No - not so strongly</b>	10%	5%	2%	27%	12%	1%	21%	5%	4%	18%	4%	1%	18%	3%
	<b>No - strongly</b>	19%	4%	6%	17%	47%		46%	4%	2%	40%	12%	3%	34%	11%
<b>A4.INITIAL PARCEL TAX - SURGE</b>	<b>Yes</b>	43%	82%	69%	16%	29%	79%	12%	25%	71%	19%	26%	70%	28%	34%
	<b>No</b>	33%	9%	8%	68%	61%	4%	75%	13%	9%	67%	16%	5%	60%	16%
	<b>Undecided</b>	24%	9%	23%	16%	10%	17%	13%	62%	20%	14%	58%	26%	11%	49%
	<b>All swing</b>	60%	16%	75%	74%	40%	58%	48%	91%	62%	50%	79%	59%	50%	84%
	<b>Unweighted Count / Weighted Count</b>	250	29	49	32	77	107	97	43	112	98	39	84	118	46
		250	28	47	34	74	105	95	46	109	98	42	80	116	52

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		TOTAL	4/5-8/9.PARCEL TAX SHIFT				6-10.TOT INCREASE SHIFT					7-11.SALES TAX SHIFT					
			Solid Yes	Solid No	Persua dable	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No	
<b>YES - NO</b>		10	100	-100	-17	65	76	-56	10	18	-7	79	-43	24	20	16	
<b>A4.INITIAL PARCEL TAX - SURGE</b>	<b>Yes - strongly</b>	21%	53%			23%	39%	7%	14%	24%	20%	46%	13%	9%	14%	22%	
	<b>Yes - not so strongly</b>	11%	28%			13%	21%	4%	10%	9%	6%	26%	3%	9%	3%	14%	
	<b>Lean yes</b>	10%	19%			29%	19%	6%	7%	9%	5%	12%	7%	17%	19%	7%	
	<b>Undecided/DK</b>	24%				83%	35%	16%	10%	48%	32%	31%	12%	9%	54%	47%	30%
	<b>Lean no</b>	5%		11%	7%		1%	6%	3%	6%	12%		8%	4%	7%	5%	
	<b>No - not so strongly</b>	10%		28%	6%		1%	20%	9%	12%	10%	1%	19%			14%	
	<b>No - strongly</b>	19%		61%	4%		2%	47%	9%	7%	17%	4%	40%	8%	10%	8%	
<b>A4.INITIAL PARCEL TAX - SURGE</b>	<b>Yes</b>	43%	100%			65%	80%	17%	31%	43%	31%	83%	24%	35%	36%	43%	
	<b>No</b>	33%		100%	17%		4%	73%	21%	25%	38%	5%	67%	11%	17%	27%	
	<b>Undecided</b>	24%			83%	35%	16%	10%	48%	32%	31%	12%	9%	54%	47%	30%	
	<b>All swing</b>	60%	47%	39%	96%	77%	59%	46%	76%	69%	63%	51%	47%	83%	76%	70%	
	<b>Unweighted Count / Weighted Count</b>	250	83	75	56	33	83	75	59	31	32	60	97	56	30	35	
		250	83	71	57	35	81	72	61	29	34	56	94	61	31	36	

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		TOTAL	TARGETS			SPLIT	
			Yes on all	Mixed	No on all	A	B
<b>YES - NO</b>		10	100	25	-100	10	.
<b>A4.INITIAL PARCEL TAX - SURGE</b>	<b>Yes - strongly</b>	21%	58%	21%		21%	
	<b>Yes - not so strongly</b>	11%	30%	11%		11%	
	<b>Lean yes</b>	10%	12%	16%		10%	
	<b>Undecided/DK</b>	24%		28%		24%	
	<b>Lean no</b>	5%		5%	9%	5%	
	<b>No - not so strongly</b>	10%		8%	27%	10%	
	<b>No - strongly</b>	19%		10%	64%	19%	
<b>A4.INITIAL PARCEL TAX - SURGE</b>	<b>Yes</b>	43%	100%	48%		43%	
	<b>No</b>	33%		24%	100%	33%	
	<b>Undecided</b>	24%		28%		24%	
	<b>All swing</b>	60%	42%	69%	36%	60%	
	<b>Unweighted Count /</b>	250	48	123	55	250	
	<b>Weighted Count</b>	250	47	126	52	250	

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		TOTAL	GENDER		RACE				RACE /GENDER				REGION		
			Men	Women	People of color	White alone	Black	Latino/a	Men of color	Women of color	White men	White women	Hills (CCD 5/6/8)	South (CCD 3/4/7)	West (CCD 1/2)
<b>YES - NO</b>		7	-4	16	1	11	-9	3	-13	19	4	15	8	-1	12
<b>B5.INITIAL PARCEL TAX - NO SURGE</b>	<b>Yes - strongly</b>	26%	21%	29%	23%	27%	25%	31%	26%	19%	17%	33%	22%	25%	32%
	<b>Yes - not so strongly</b>	14%	13%	15%	15%	14%	7%	4%	8%	23%	17%	12%	16%	12%	12%
	<b>Lean yes</b>	6%	7%	6%	8%	6%	7%	14%	6%	11%	8%	4%	9%	5%	4%
	<b>Undecided/DK</b>	14%	12%	15%	10%	16%	12%	3%	7%	13%	15%	16%	14%	13%	14%
	<b>Lean no</b>	6%	6%	6%	3%	8%	4%		5%		7%	8%	8%	6%	4%
	<b>No - not so strongly</b>	11%	12%	9%	12%	10%	5%	21%	14%	9%	11%	9%	8%	15%	11%
	<b>No - strongly</b>	22%	27%	19%	30%	18%	40%	26%	34%	25%	19%	16%	23%	23%	22%
	<b>(Refused)</b>	1%	2%			2%					4%		1%	2%	
<b>B5.INITIAL PARCEL TAX - NO SURGE</b>	<b>Yes</b>	46%	41%	50%	46%	47%	39%	50%	40%	53%	42%	49%	47%	42%	49%
	<b>No</b>	39%	45%	34%	45%	36%	49%	47%	53%	34%	38%	34%	38%	43%	37%
	<b>Undecided</b>	14%	12%	15%	10%	16%	12%	3%	7%	13%	15%	16%	14%	13%	14%
	<b>All swing</b>	51%	49%	52%	47%	54%	36%	43%	40%	56%	59%	51%	54%	51%	46%
	<b>Refused</b>	1%	2%			2%					4%		1%	2%	
	<b>Unweighted Count /</b>	250	126	124	89	157	32	32	57	32	65	92	108	56	86
	<b>Weighted Count</b>	250	116	134	84	163	28	23	48	36	64	98	110	67	73

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		TOTAL	REGION / GENDER						AGE					AGE	
			Hills (CCD 5/6/8) Men	Hills (CCD 5/6/8) Women	South (CCD 3/4/7) Men	South (CCD 3/4/7) Women	West (CCD 1/2) Men	West (CCD 1/2) Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over
<b>YES - NO</b>		7	5	11	-9	6	-13	32	11	18	22	14	-15	16	-3
<b>B5.INITIAL PARCEL TAX - NO SURGE</b>	<b>Yes - strongly</b>	26%	23%	21%	20%	29%	21%	41%	25%	21%	36%	30%	19%	27%	24%
	<b>Yes - not so strongly</b>	14%	13%	19%	14%	11%	12%	13%	20%	19%	10%	19%	6%	17%	11%
	<b>Lean yes</b>	6%	11%	7%	2%	8%	7%	2%	1%	12%	2%	3%	11%	5%	8%
	<b>Undecided/DK</b>	14%	10%	16%	17%	10%	8%	19%	18%	14%	24%	7%	10%	18%	9%
	<b>Lean no</b>	6%	6%	11%	6%	5%	8%		7%	2%	6%	8%	7%	5%	7%
	<b>No - not so strongly</b>	11%	7%	9%	19%	11%	14%	9%	7%	12%	6%	10%	14%	9%	13%
	<b>No - strongly</b>	22%	29%	17%	19%	25%	31%	15%	22%	20%	14%	21%	30%	19%	26%
<b>(Refused)</b>	1%	3%		4%							3%	2%		2%	
<b>B5.INITIAL PARCEL TAX - NO SURGE</b>	<b>Yes</b>	46%	46%	47%	35%	48%	39%	57%	46%	52%	49%	52%	36%	49%	43%
	<b>No</b>	39%	41%	36%	44%	42%	52%	24%	36%	34%	27%	38%	51%	33%	46%
	<b>Undecided</b>	14%	10%	16%	17%	10%	8%	19%	18%	14%	24%	7%	10%	18%	9%
	<b>All swing</b>	51%	46%	62%	57%	45%	48%	43%	52%	59%	49%	47%	49%	54%	48%
	<b>Refused</b>	1%	3%		4%							3%	2%		2%
	<b>Unweighted Count / Weighted Count</b>	250	49	59	35	21	42	44	48	43	29	51	78	120	129
	250	52	58	32	36	33	40	45	43	35	53	73	123	126	

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		TOTAL	GENDER /AGE				RACE /AGE				EDUCATION				
			Men <50	Women <50	Men 50+	Women 50+	People of color <50	People of color 50+	White <50	White 50+	Post H. S.	Non-college grad	College graduate or post-grad	4-year College grad	Post-graduate
<b>YES - NO</b>		7	-5	37	-3	-3	10	-12	22	1	-5	-2	9	25	-3
<b>B5.INITIAL PARCEL TAX - NO SURGE</b>	<b>Yes - strongly</b>	26%	15%	39%	29%	20%	22%	24%	30%	24%	21%	25%	26%	29%	23%
	<b>Yes - not so strongly</b>	14%	19%	15%	6%	16%	20%	7%	16%	13%	17%	14%	14%	16%	12%
	<b>Lean yes</b>	6%	7%	3%	7%	8%	6%	11%	5%	7%	6%	6%	7%	5%	8%
	<b>Undecided/DK</b>	14%	14%	23%	9%	9%	14%	4%	22%	11%	7%	7%	15%	22%	9%
	<b>Lean no</b>	6%	7%	3%	6%	8%	3%	3%	7%	9%	9%	7%	6%	1%	10%
	<b>No - not so strongly</b>	11%	13%	4%	10%	14%	9%	15%	8%	12%	12%	15%	9%	10%	9%
	<b>No - strongly</b>	22%	25%	13%	28%	24%	26%	36%	13%	22%	28%	24%	22%	16%	27%
<b>(Refused)</b>	1%			5%					3%			1%		3%	
<b>B5.INITIAL PARCEL TAX - NO SURGE</b>	<b>Yes</b>	46%	41%	57%	42%	44%	48%	42%	50%	43%	44%	46%	46%	51%	43%
	<b>No</b>	39%	45%	20%	45%	47%	38%	54%	28%	42%	49%	47%	37%	27%	46%
	<b>Undecided</b>	14%	14%	23%	9%	9%	14%	4%	22%	11%	7%	7%	15%	22%	9%
	<b>All swing</b>	51%	60%	48%	38%	56%	52%	40%	58%	51%	51%	50%	51%	54%	48%
	<b>Refused</b>	1%			5%					3%			1%		3%
	<b>Unweighted Count / Weighted Count</b>	250 / 250	66 / 61	54 / 62	60 / 55	69 / 71	52 / 48	37 / 35	65 / 72	91 / 90	48 / 44	55 / 50	194 / 199	88 / 89	106 / 110

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	TOTAL	EDUCATION /GENDER			HOME OWNERSHIP		HOME OWNERSHIP / GENDER				HOME OWNERSHIP / REGION						
		Non-college women	College men	College women	Own	Rent	Own Men	Own Women	Rent Men	Rent Women	Own Hills (CCD 5/6/8)	Own South (CCD 3/4/7)	Own West (CCD 1/2)	Rent Hills (CCD 5/6/8)	Rent South (CCD 3/4/7)	Rent West (CCD 1/2)	
<b>YES - NO</b>	7	21	3	15	-3	20	-10	2	2	38	5	-20	-3	16	22	24	
<b>B5.INITIAL PARCEL TAX - NO SURGE</b>	<b>Yes - strongly</b>	26%	25%	20%	31%	19%	33%	18%	20%	23%	44%	20%	15%	21%	26%	35%	41%
	<b>Yes - not so strongly</b>	14%	21%	14%	14%	16%	11%	12%	20%	14%	9%	20%	14%	12%	9%	11%	13%
	<b>Lean yes</b>	6%	9%	9%	5%	7%	7%	9%	5%	6%	7%	7%	3%	9%	12%	7%	
	<b>Undecided/DK</b>	14%	11%	13%	17%	10%	18%	7%	13%	17%	19%	8%	10%	14%	22%	16%	15%
	<b>Lean no</b>	6%	3%	5%	7%	6%	7%	5%	7%	8%	6%	7%	8%	3%	11%	3%	5%
	<b>No - not so strongly</b>	11%	16%	12%	8%	9%	10%	10%	7%	14%	7%	10%	5%	11%	2%	19%	12%
	<b>No - strongly</b>	22%	15%	25%	20%	31%	14%	33%	28%	19%	8%	26%	39%	31%	18%	9%	14%
<b>(Refused)</b>	1%		3%		2%		5%				2%	4%					
<b>B5.INITIAL PARCEL TAX - NO SURGE</b>	<b>Yes</b>	46%	55%	43%	49%	42%	51%	39%	45%	43%	60%	47%	33%	42%	47%	53%	55%
	<b>No</b>	39%	34%	41%	34%	45%	31%	49%	42%	41%	21%	42%	52%	44%	31%	31%	31%
	<b>Undecided</b>	14%	11%	13%	17%	10%	18%	7%	13%	17%	19%	8%	10%	14%	22%	16%	15%
	<b>All swing</b>	51%	61%	52%	50%	48%	53%	43%	52%	58%	48%	52%	41%	48%	57%	56%	45%
	<b>Refused</b>	1%		3%		2%		5%				2%	4%				
	<b>Unweighted Count / Weighted Count</b>	250	29	99	95	148	95	71	77	53	42	71	27	50	32	28	35
	250	29	95	104	129	112	57	72	56	56	62	31	36	43	34	35	

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		TOTAL	3.TOP ISSUES					4/5.COMBINED INITIAL PARCEL TAX				4/5.COMBINED INITIAL PARCEL TAX			
			Repairing deteriorating streets and sidewalks	Continue rehousing and providing services for homelessness	Major investment in affordable housing	Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront	Electrification of gas-powered buildings to reduce climate impact	Yes	No	Undecided	All swing	Yes - strongly	Yes - weak	No - weak	No - strongly
<b>YES - NO</b>		7	-24	29	21	-18	7	100	-100	0	7	100	100	-100	-100
<b>B5.INITIAL PARCEL TAX - NO SURGE</b>	<b>Yes - strongly</b>	26%	14%	32%	30%	17%	30%	56%				100%			
	<b>Yes - not so strongly</b>	14%	11%	15%	15%	14%	10%	30%			28%		68%		
	<b>Lean yes</b>	6%	6%	8%	7%	5%	9%	14%			13%		32%		
	<b>Undecided/DK</b>	14%	12%	17%	16%	10%	9%			100%	27%				
	<b>Lean no</b>	6%	5%	7%	3%	11%	18%		16%		12%			37%	
	<b>No - not so strongly</b>	11%	14%	3%	11%	13%	5%		27%		21%			63%	
	<b>No - strongly</b>	22%	36%	16%	17%	29%	19%		57%						100%
<b>(Refused)</b>	1%	1%	1%												
<b>B5.INITIAL PARCEL TAX - NO SURGE</b>	<b>Yes</b>	46%	31%	55%	53%	36%	49%	100%			40%	100%	100%		
	<b>No</b>	39%	56%	26%	32%	54%	42%		100%		33%			100%	100%
	<b>Undecided</b>	14%	12%	17%	16%	10%	9%			100%	27%				
	<b>All swing</b>	51%	48%	51%	53%	54%	51%	44%	43%	100%	100%		100%	100%	
	<b>Refused</b>	1%	1%	1%											
	<b>Unweighted Count / Weighted Count</b>	250 / 250	103 / 98	113 / 118	124 / 127	58 / 57	20 / 19	114 / 115	102 / 98	32 / 34	125 / 127	64 / 64	50 / 51	43 / 42	59 / 56

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		TOTAL	6.INITIAL TOT INCREASE				6.INITIAL TOT INCREASE				7.INITIAL SALES TAX			
			Yes	No	Undecided	All swing	Yes - strongly	Yes - weak	No - weak	No - strongly	Yes	No	Undecided	All swing
<b>YES - NO</b>		7	61	-47	13	10	78	47	-33	-58	66	-33	27	21
<b>B5.INITIAL PARCEL TAX - NO SURGE</b>	<b>Yes - strongly</b>	26%	48%	13%	12%	17%	74%	26%	14%	11%	48%	16%	19%	20%
	<b>Yes - not so strongly</b>	14%	24%	3%	18%	18%	14%	33%	3%	3%	23%	10%	13%	20%
	<b>Lean yes</b>	6%	7%	5%	8%	10%		13%	9%	2%	7%	4%	13%	11%
	<b>Undecided/DK</b>	14%	3%	11%	36%	19%		4%	14%	8%	10%	7%	36%	21%
	<b>Lean no</b>	6%	7%	8%	1%	9%		12%	16%	2%	5%	5%	11%	8%
	<b>No - not so strongly</b>	11%	3%	16%	14%	14%	2%	4%	27%	7%	3%	18%	2%	13%
	<b>No - strongly (Refused)</b>	22%	8%	43%	10%	12%	8%	8%	18%	65%	4%	39%	5%	8%
<b>B5.INITIAL PARCEL TAX - NO SURGE</b>	<b>Yes</b>	46%	79%	21%	38%	46%	88%	72%	26%	16%	78%	29%	45%	50%
	<b>No</b>	39%	18%	67%	25%	35%	10%	24%	60%	74%	12%	62%	19%	29%
	<b>Undecided</b>	14%	3%	11%	36%	19%	2%	4%	14%	8%	10%	7%	36%	21%
	<b>All swing</b>	51%	44%	43%	77%	71%	18%	66%	68%	21%	48%	44%	76%	73%
	<b>Refused</b>	1%		1%						3%		1%		
	<b>Unweighted Count / Weighted Count</b>	250	90	102	56	153	41	49	48	54	75	129	44	130
	250	90	100	57	153	41	50	46	54	70	129	48	131	

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		TOTAL	7.INITIAL SALES TAX				8/9.COMBINED INFORMED PARCEL TAX			10.TOT INCREASE RE-BALLOT			11.SALES TAX RE-BALLOT		
			Yes - strongly	Yes - weak	No - weak	No - strongly	Yes	No	Undecided	Yes	No	Undecided	Yes	No	Undecided
<b>YES - NO</b>		7	68	63	-16	-43	79	-75	19	55	-41	18	73	-32	6
<b>B5.INITIAL PARCEL TAX - NO SURGE</b>	<b>Yes - strongly</b>	26%	69%	28%	14%	17%	48%	5%	13%	43%	12%	18%	50%	16%	12%
	<b>Yes - not so strongly</b>	14%	12%	33%	17%	6%	27%	1%	3%	22%	7%	10%	25%	9%	7%
	<b>Lean yes</b>	6%		13%	6%	2%	11%	2%	7%	8%	6%	5%	8%	4%	12%
	<b>Undecided/DK</b>	14%	6%	15%	10%	6%	8%	8%	73%	8%	10%	47%	7%	10%	44%
	<b>Lean no</b>	6%	4%	5%	7%	4%	5%	8%		8%	7%		2%	6%	16%
	<b>No - not so strongly</b>	11%	3%	4%	31%	10%		24%	4%	3%	19%	3%	4%	17%	3%
	<b>No - strongly</b>	22%	6%	2%	15%	54%	1%	51%		7%	39%	12%	3%	38%	7%
<b>(Refused)</b>	1%				2%		1%				5%	2%			
<b>B5.INITIAL PARCEL TAX - NO SURGE</b>	<b>Yes</b>	46%	81%	74%	37%	25%	85%	8%	23%	73%	24%	33%	82%	29%	31%
	<b>No</b>	39%	13%	11%	53%	68%	7%	83%	4%	18%	65%	15%	9%	61%	25%
	<b>Undecided</b>	14%	6%	15%	10%	6%	8%	8%	73%	8%	10%	47%	7%	10%	44%
	<b>All swing</b>	51%	25%	70%	71%	28%	51%	43%	87%	49%	49%	65%	45%	46%	81%
	<b>Refused</b>	1%				2%		1%				5%	2%		
	<b>Unweighted Count / Weighted Count</b>	250 / 250	39 / 35	36 / 35	50 / 48	79 / 82	115 / 117	112 / 108	21 / 22	109 / 104	114 / 115	25 / 29	85 / 77	133 / 134	30 / 37

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		TOTAL	4/5-8/9.PARCEL TAX SHIFT				6-10.TOT INCREASE SHIFT					7-11.SALES TAX SHIFT				
			Solid Yes	Solid No	Persua dable	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No
<b>YES - NO</b>		7	100	-100	-26	60	57	-53	22	39	20	76	-36	28	55	3
<b>B5.INITIAL PARCEL TAX - NO SURGE</b>	<b>Yes - strongly</b>	26%	56%			35%	50%	13%	14%	17%	15%	54%	16%	20%	35%	15%
	<b>Yes - not so strongly</b>	14%	31%			10%	24%	1%	13%	15%	25%	26%	8%	14%	22%	9%
	<b>Lean yes</b>	6%	13%			15%	4%	6%	11%	18%	10%	5%	4%	12%	13%	11%
	<b>Undecided/DK</b>	14%			74%	40%	3%	7%	43%	35%	21%	7%	7%	32%	8%	32%
	<b>Lean no</b>	6%		10%	19%		8%	8%	4%	6%		3%	6%	10%		12%
	<b>No - not so strongly</b>	11%		29%	2%		4%	18%	3%	2%	21%	3%	18%	5%	5%	2%
	<b>No - strongly</b>	22%		61%	4%		9%	47%	9%	2%	8%	2%	41%	4%	10%	18%
<b>(Refused)</b>	1%								3%	5%				3%	7%	
<b>B5.INITIAL PARCEL TAX - NO SURGE</b>	<b>Yes</b>	46%	100%			60%	77%	20%	38%	50%	50%	85%	28%	46%	70%	36%
	<b>No</b>	39%		100%	26%	20%	73%	16%	10%	29%	9%	64%	19%	15%	32%	
	<b>Undecided</b>	14%			74%	40%	3%	7%	43%	35%	21%	7%	7%	32%	8%	32%
	<b>All swing</b>	51%	44%	39%	96%	65%	42%	39%	74%	76%	77%	44%	44%	72%	48%	66%
	<b>Refused</b>	1%							3%	5%				3%	7%	
	<b>Unweighted Count /</b>	250	100	94	31	22	81	93	46	31	27	65	118	43	24	21
	<b>Weighted Count</b>	250	100	89	34	22	81	90	45	27	31	60	120	45	20	22

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		TOTAL	TARGETS			SPLIT	
			Yes on all	Mixed	No on all	A	B
<b>YES - NO</b>		7	100	26	-100	.	7
<b>B5.INITIAL PARCEL TAX - NO SURGE</b>	<b>Yes - strongly</b>	26%	64%	28%			26%
	<b>Yes - not so strongly</b>	14%	32%	16%			14%
	<b>Lean yes</b>	6%	5%	11%			6%
	<b>Undecided/DK</b>	14%		16%			14%
	<b>Lean no</b>	6%		8%	8%		6%
	<b>No - not so strongly</b>	11%		9%	23%		11%
	<b>No - strongly</b>	22%		11%	68%		22%
	<b>(Refused)</b>	1%		1%			1%
<b>B5.INITIAL PARCEL TAX - NO SURGE</b>	<b>Yes</b>	46%	100%	55%			46%
	<b>No</b>	39%		28%	100%		39%
	<b>Undecided</b>	14%		16%			14%
	<b>All swing</b>	51%	36%	60%	32%		51%
	<b>Refused</b>	1%		1%			1%
	<b>Unweighted Count /</b>	250	44	128	65		250
	<b>Weighted Count</b>	250	43	131	61		250

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	TOTAL	GENDER		RACE				RACE /GENDER				REGION			
		Men	Women	People of color	White alone	Black	Latino/a	Men of color	Women of color	White men	White women	Hills (CCD 5/6/8)	South (CCD 3/4/7)	West (CCD 1/2)	
<b>YES - NO</b>	1	-4	4	-5	5	-20	4	-8	-3	1	8	5	-1	-4	
<b>6.INITIAL TOT INCREASE</b>	<b>Yes - strongly</b>	15%	15%	16%	14%	17%	20%	11%	17%	10%	15%	18%	17%	19%	9%
	<b>Yes - not so strongly</b>	13%	13%	13%	14%	12%	6%	14%	14%	13%	12%	12%	14%	9%	14%
	<b>Lean yes</b>	9%	8%	10%	8%	10%	3%	15%	6%	10%	9%	11%	7%	10%	11%
	<b>Undecided/DK</b>	25%	22%	27%	24%	26%	22%	23%	19%	29%	25%	26%	25%	24%	26%
	<b>Lean no</b>	6%	8%	4%	6%	6%	9%	6%	9%	3%	7%	5%	6%	6%	5%
	<b>No - not so strongly</b>	11%	12%	10%	9%	12%	6%	9%	10%	7%	14%	11%	10%	13%	11%
	<b>No - strongly</b>	20%	20%	20%	26%	16%	34%	22%	26%	26%	15%	18%	19%	20%	23%
<b>(Refused)</b>	1%	1%	1%	1%	1%				2%	2%		2%			
<b>6.INITIAL TOT INCREASE</b>	<b>Yes</b>	37%	36%	38%	35%	39%	29%	41%	37%	33%	37%	41%	39%	38%	35%
	<b>No</b>	37%	40%	34%	40%	35%	49%	37%	45%	36%	36%	33%	34%	38%	39%
	<b>Undecided</b>	25%	22%	27%	24%	26%	22%	23%	19%	29%	25%	26%	25%	24%	26%
	<b>All swing</b>	64%	63%	64%	60%	66%	46%	67%	58%	62%	68%	64%	62%	62%	68%
	<b>Refused</b>	1%	1%	1%	1%	1%				2%	2%		2%		
	<b>Unweighted Count / Weighted Count</b>	500	235	265	165	328	55	53	96	69	134	194	206	135	159
	500	232	268	168	325	55	45	89	80	139	186	220	135	145	

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		TOTAL	REGION / GENDER						AGE					AGE	
			Hills (CCD 5/6/8) Men	Hills (CCD 5/6/8) Women	South (CCD 3/4/7) Men	South (CCD 3/4/7) Women	West (CCD 1/2) Men	West (CCD 1/2) Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over
<b>YES - NO</b>		1	2	7	-19	16	2	-10	20	-5	-12	10	-9	2	-1
<b>6.INITIAL TOT INCREASE</b>	<b>Yes - strongly</b>	15%	17%	18%	18%	19%	11%	8%	19%	9%	17%	18%	13%	15%	15%
	<b>Yes - not so strongly</b>	13%	15%	14%	7%	11%	18%	11%	22%	12%	10%	11%	10%	15%	11%
	<b>Lean yes</b>	9%	6%	8%	5%	14%	13%	10%	10%	12%	2%	12%	9%	8%	10%
	<b>Undecided/DK</b>	25%	26%	24%	21%	27%	19%	32%	18%	27%	29%	25%	26%	24%	25%
	<b>Lean no</b>	6%	7%	5%	10%	3%	6%	5%	10%	9%	1%	3%	5%	7%	5%
	<b>No - not so strongly</b>	11%	12%	8%	15%	11%	11%	12%	8%	14%	13%	9%	12%	12%	11%
	<b>No - strongly</b>	20%	16%	21%	24%	16%	23%	22%	13%	16%	27%	19%	24%	18%	22%
	<b>(Refused)</b>	1%	2%	2%								3%	1%		2%
<b>6.INITIAL TOT INCREASE</b>	<b>Yes</b>	37%	37%	41%	30%	45%	42%	29%	51%	34%	29%	41%	32%	39%	36%
	<b>No</b>	37%	35%	34%	49%	29%	39%	39%	31%	39%	41%	32%	41%	37%	37%
	<b>Undecided</b>	25%	26%	24%	21%	27%	19%	32%	18%	27%	29%	25%	26%	24%	25%
	<b>All swing</b>	64%	65%	59%	58%	65%	66%	69%	67%	75%	56%	60%	62%	67%	61%
	<b>Refused</b>	1%	2%	2%								3%	1%		2%
	<b>Unweighted Count / Weighted Count</b>	500	88	118	71	64	76	83	86	104	59	94	156	249	250
		500	103	117	63	71	65	80	91	86	71	106	146	247	252

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		GENDER /AGE				RACE /AGE				EDUCATION					
		TOTAL	Men <50	Women <50	Men 50+	Women 50+	People of color <50	People of color 50+	White <50	White 50+	Post H. S.	Non-college grad	College graduate or post-grad	4-year College grad	Post-graduate
<b>YES - NO</b>		1	-5	9	-3	0	1	-15	4	4	18	15	-3	1	-7
<b>6.INITIAL TOT INCREASE</b>	<b>Yes - strongly</b>	15%	14%	17%	17%	14%	15%	12%	16%	17%	15%	17%	15%	16%	14%
	<b>Yes - not so strongly</b>	13%	17%	14%	10%	11%	15%	12%	15%	10%	18%	16%	12%	15%	9%
	<b>Lean yes</b>	9%	5%	11%	10%	10%	7%	8%	9%	11%	10%	10%	9%	6%	11%
	<b>Undecided/DK</b>	25%	24%	25%	21%	29%	27%	19%	23%	27%	30%	27%	24%	26%	22%
	<b>Lean no</b>	6%	9%	5%	6%	3%	5%	8%	9%	3%	4%	3%	7%	7%	6%
	<b>No - not so strongly</b>	11%	12%	11%	13%	9%	8%	9%	14%	11%	4%	7%	12%	10%	14%
	<b>No - strongly</b>	20%	20%	17%	21%	23%	23%	29%	13%	19%	17%	18%	21%	20%	21%
<b>(Refused)</b>	1%			2%	1%		3%		1%	2%	3%	0%		1%	
<b>6.INITIAL TOT INCREASE</b>	<b>Yes</b>	37%	36%	42%	37%	35%	37%	32%	41%	38%	43%	43%	36%	37%	35%
	<b>No</b>	37%	41%	33%	40%	35%	36%	47%	36%	33%	25%	28%	39%	36%	42%
	<b>Undecided</b>	25%	24%	25%	21%	29%	27%	19%	23%	27%	30%	27%	24%	26%	22%
	<b>All swing</b>	64%	67%	67%	60%	62%	62%	56%	71%	63%	65%	63%	64%	64%	63%
	<b>Refused</b>	1%			2%	1%		3%		1%	2%	3%	0%		1%
	<b>Unweighted Count / Weighted Count</b>	500 / 500	127 / 120	122 / 127	108 / 112	142 / 140	100 / 99	65 / 70	144 / 144	183 / 181	99 / 96	116 / 112	382 / 386	185 / 184	197 / 202

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	TOTAL	EDUCATION /GENDER			HOME OWNERSHIP		HOME OWNERSHIP / GENDER				HOME OWNERSHIP / REGION						
		Non-college women	College men	College women	Own	Rent	Own Men	Own Women	Rent Men	Rent Women	Own Hills (CCD 5/6/8)	Own South (CCD 3/4/7)	Own West (CCD 1/2)	Rent Hills (CCD 5/6/8)	Rent South (CCD 3/4/7)	Rent West (CCD 1/2)	
<b>YES - NO</b>	1	28	-3	-4	-4	6	-6	-2	0	12	1	-7	-10	11	4	1	
<b>6.INITIAL TOT INCREASE</b>	<b>Yes - strongly</b>	15%	17%	16%	15%	14%	18%	16%	12%	16%	19%	18%	12%	10%	17%	25%	10%
	<b>Yes - not so strongly</b>	13%	18%	13%	11%	12%	13%	10%	15%	16%	10%	15%	9%	10%	14%	9%	16%
	<b>Lean yes</b>	9%	13%	8%	9%	9%	10%	8%	9%	8%	11%	4%	15%	12%	11%	6%	12%
	<b>Undecided/DK</b>	25%	30%	22%	26%	25%	25%	24%	25%	21%	28%	25%	21%	26%	25%	24%	26%
	<b>Lean no</b>	6%		8%	6%	5%	8%	5%	4%	11%	5%	5%	2%	6%	8%	10%	4%
	<b>No - not so strongly</b>	11%	5%	13%	11%	11%	11%	13%	10%	12%	11%	13%	10%	9%	6%	15%	14%
	<b>No - strongly</b>	20%	15%	19%	22%	24%	15%	22%	25%	17%	14%	19%	30%	27%	16%	11%	19%
	<b>(Refused)</b>	1%	3%	1%		1%	1%	2%			1%	2%			2%		
<b>6.INITIAL TOT INCREASE</b>	<b>Yes</b>	37%	48%	37%	35%	35%	40%	34%	36%	40%	41%	37%	36%	32%	42%	40%	38%
	<b>No</b>	37%	20%	40%	39%	39%	34%	40%	39%	39%	29%	36%	43%	42%	31%	36%	36%
	<b>Undecided</b>	25%	30%	22%	26%	25%	25%	24%	25%	21%	28%	25%	21%	26%	25%	24%	26%
	<b>All swing</b>	64%	65%	64%	63%	61%	67%	60%	63%	68%	66%	62%	57%	63%	65%	64%	72%
	<b>Refused</b>	1%	3%	1%		1%	1%	2%			1%	2%			2%		
	<b>Unweighted Count / Weighted Count</b>	500	67	184	198	283	202	127	156	101	101	129	59	95	70	73	59
	500	68	186	200	259	224	119	141	105	118	124	58	77	88	73	62	

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		TOTAL	3.TOP ISSUES					4/5.COMBINED INITIAL PARCEL TAX				4/5.COMBINED INITIAL PARCEL TAX			
			Repairing deteriorating streets and sidewalks	Continue rehousing and providing services for homelessness	Major investment in affordable housing	Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront	Electrification of gas-powered buildings to reduce climate impact	Yes	No	Undecided	All swing	Yes - strongly	Yes - weak	No - weak	No - strongly
<b>YES - NO</b>		1	-18	7	8	-1	22	47	-56	0	5	50	44	-44	-65
<b>6.INITIAL TOT INCREASE</b>	<b>Yes - strongly</b>	15%	9%	20%	19%	13%	13%	30%	2%	6%	7%	46%	13%	1%	3%
	<b>Yes - not so strongly</b>	13%	13%	12%	13%	11%	22%	22%	5%	7%	15%	16%	28%	5%	5%
	<b>Lean yes</b>	9%	5%	9%	10%	12%	18%	13%	5%	8%	13%	7%	19%	9%	2%
	<b>Undecided/DK</b>	25%	27%	25%	24%	26%	18%	16%	19%	58%	36%	9%	24%	25%	14%
	<b>Lean no</b>	6%	7%	6%	5%	6%	6%	4%	8%	6%	8%	4%	5%	14%	3%
	<b>No - not so strongly</b>	11%	12%	12%	11%	10%	8%	7%	19%	5%	14%	6%	9%	31%	10%
	<b>No - strongly</b>	20%	26%	16%	18%	21%	16%	6%	42%	10%	8%	10%	2%	15%	63%
<b>(Refused)</b>	1%	1%		0%			1%				2%				
<b>6.INITIAL TOT INCREASE</b>	<b>Yes</b>	37%	26%	41%	42%	36%	52%	65%	13%	21%	34%	69%	60%	16%	10%
	<b>No</b>	37%	45%	34%	34%	38%	30%	18%	69%	21%	30%	19%	16%	60%	76%
	<b>Undecided</b>	25%	27%	25%	24%	26%	18%	16%	19%	58%	36%	9%	24%	25%	14%
	<b>All swing</b>	64%	64%	64%	62%	66%	71%	62%	56%	84%	84%	42%	85%	84%	34%
	<b>Refused</b>	1%	1%		0%			1%				2%			
	<b>Unweighted Count / Weighted Count</b>	500	185	225	252	106	54	219	186	93	272	117	102	77	109
	500	178	229	255	102	53	223	180	94	277	118	106	77	103	

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		TOTAL	6.INITIAL TOT INCREASE				6.INITIAL TOT INCREASE				7.INITIAL SALES TAX			
			Yes	No	Undecided	All swing	Yes - strongly	Yes - weak	No - weak	No - strongly	Yes	No	Undecided	All swing
<b>YES - NO</b>		1	100	-100	0	8	100	100	-100	-100	59	-42	13	13
<b>6.INITIAL TOT INCREASE</b>	<b>Yes - strongly</b>	15%	41%				100%				32%	8%	9%	11%
	<b>Yes - not so strongly</b>	13%	34%			20%		59%			28%	6%	9%	17%
	<b>Lean yes</b>	9%	24%			14%		41%			10%	8%	11%	11%
	<b>Undecided/DK</b>	25%			100%	39%					17%	16%	56%	35%
	<b>Lean no</b>	6%		16%		9%			34%		3%	9%	4%	7%
	<b>No - not so strongly</b>	11%		30%		17%			66%		3%	17%	9%	13%
	<b>No - strongly (Refused)</b>	20%		54%						100%	6%	38%	2%	6%
<b>6.INITIAL TOT INCREASE</b>	<b>Yes</b>	37%	100%			35%	100%	100%			71%	21%	29%	39%
	<b>No</b>	37%		100%		26%			100%	100%	12%	63%	15%	26%
	<b>Undecided</b>	25%			100%	39%					17%	16%	56%	35%
	<b>All swing</b>	64%	59%	46%	100%	100%		100%	100%		61%	54%	89%	83%
	<b>Refused</b>	1%									1%			
	<b>Unweighted Count / Weighted Count</b>	500	189	190	118	318	77	112	88	102	153	238	105	272
	500	187	184	124	318	77	110	84	100	146	237	113	277	

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		TOTAL	7.INITIAL SALES TAX				8/9.COMBINED INFORMED PARCEL TAX			10.TOT INCREASE RE-BALLOT			11.SALES TAX RE-BALLOT		
			Yes - strongly	Yes - weak	No - weak	No - strongly	Yes	No	Undecided	Yes	No	Undecided	Yes	No	Undecided
<b>YES - NO</b>		1	57	60	-37	-45	47	-54	13	69	-71	11	60	-39	7
<b>6.INITIAL TOT INCREASE</b>	<b>Yes - strongly</b>	15%	51%	18%	7%	9%	27%	6%	8%	33%	1%	9%	34%	8%	5%
	<b>Yes - not so strongly</b>	13%	19%	36%	8%	4%	22%	4%	9%	27%	2%	5%	26%	6%	10%
	<b>Lean yes</b>	9%	2%	16%	6%	8%	15%	4%	8%	16%	3%	6%	11%	7%	12%
	<b>Undecided/DK</b>	25%	12%	21%	21%	13%	18%	19%	63%	16%	18%	72%	18%	20%	53%
	<b>Lean no</b>	6%	2%	4%	15%	5%	4%	9%	3%	1%	11%	4%	2%	8%	5%
	<b>No - not so strongly</b>	11%	1%	4%	28%	11%	8%	17%	3%	3%	22%	2%	2%	18%	7%
	<b>No - strongly</b>	20%	11%	2%	15%	50%	6%	41%	6%	3%	43%	4%	6%	34%	7%
<b>(Refused)</b>	1%	2%				0%			0%			1%			
<b>6.INITIAL TOT INCREASE</b>	<b>Yes</b>	37%	72%	70%	21%	21%	64%	14%	25%	76%	5%	20%	71%	21%	27%
	<b>No</b>	37%	15%	10%	58%	66%	17%	67%	12%	7%	76%	9%	11%	59%	20%
	<b>Undecided</b>	25%	12%	21%	21%	13%	18%	19%	63%	16%	18%	72%	18%	20%	53%
	<b>All swing</b>	64%	37%	80%	78%	41%	67%	53%	86%	64%	56%	88%	59%	58%	87%
	<b>Refused</b>	1%	2%				0%			0%			1%		
	<b>Unweighted Count / Weighted Count</b>	500	68	85	82	156	222	209	64	221	212	64	169	251	76
	500	64	83	82	155	223	203	68	212	213	70	156	249	89	

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		TOTAL	4/5-8/9.PARCEL TAX SHIFT				6-10.TOT INCREASE SHIFT					7-11.SALES TAX SHIFT				
			Solid Yes	Solid No	Persua dable	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No
<b>YES - NO</b>		1	52	-62	7	5	100	-100	-20	-38	39	67	-43	16	23	4
<b>6.INITIAL TOT INCREASE</b>	<b>Yes - strongly</b>	15%	30%	3%	5%	23%	43%				13%	36%	7%	12%	26%	13%
	<b>Yes - not so strongly</b>	13%	25%	5%	8%	7%	36%				10%	30%	6%	8%	10%	13%
	<b>Lean yes</b>	9%	14%	3%	13%	7%	22%				16%	11%	8%	13%	10%	3%
	<b>Undecided/DK</b>	25%	15%	16%	56%	31%			80%	62%	61%	12%	16%	48%	32%	46%
	<b>Lean no</b>	6%	3%	8%	6%	10%		15%	5%	9%		2%	8%	4%	4%	7%
	<b>No - not so strongly</b>	11%	7%	20%	8%	6%		29%	7%	13%		3%	17%	6%	4%	12%
	<b>No - strongly</b>	20%	6%	46%	5%	16%		56%	8%	16%		5%	38%	8%	14%	6%
<b>(Refused)</b>	1%	1%									1%					
<b>6.INITIAL TOT INCREASE</b>	<b>Yes</b>	37%	69%	11%	25%	37%	100%				39%	77%	20%	34%	46%	29%
	<b>No</b>	37%	16%	73%	19%	32%		100%	20%	38%		10%	64%	18%	23%	25%
	<b>Undecided</b>	25%	15%	16%	56%	31%			80%	62%	61%	12%	16%	48%	32%	46%
	<b>All swing</b>	64%	63%	52%	90%	61%	57%	44%	92%	84%	87%	58%	55%	80%	60%	81%
	<b>Refused</b>	1%	1%									1%				
	<b>Unweighted Count / Weighted Count</b>	500	183	169	87	55	164	168	105	62	59	125	215	99	54	56
	500	184	160	90	58	162	162	106	56	64	116	214	106	51	58	

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		TOTAL	TARGETS			SPLIT	
			Yes on all	Mixed	No on all	A	B
<b>YES - NO</b>		1	100	10	-100	5	-4
<b>6.INITIAL TOT INCREASE</b>	<b>Yes - strongly</b>	15%	49%	13%		15%	16%
	<b>Yes - not so strongly</b>	13%	40%	11%		14%	11%
	<b>Lean yes</b>	9%	11%	14%		10%	8%
	<b>Undecided/DK</b>	25%		34%		27%	23%
	<b>Lean no</b>	6%		7%	10%	3%	8%
	<b>No - not so strongly</b>	11%		10%	26%	12%	10%
	<b>No - strongly</b>	20%		11%	64%	19%	21%
	<b>(Refused)</b>	1%		1%		1%	1%
<b>6.INITIAL TOT INCREASE</b>	<b>Yes</b>	37%	100%	38%		39%	36%
	<b>No</b>	37%		28%	100%	34%	40%
	<b>Undecided</b>	25%		34%		27%	23%
	<b>All swing</b>	64%	51%	75%	36%	66%	61%
	<b>Refused</b>	1%		1%		1%	1%
	<b>Unweighted Count /</b>	500	92	251	120	250	250
	<b>Weighted Count</b>	500	91	257	113	250	250

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		TOTAL	GENDER		RACE				RACE /GENDER				REGION		
			Men	Women	People of color	White alone	Black	Latino/a	Men of color	Women of color	White men	White women	Hills (CCD 5/6/8)	South (CCD 3/4/7)	West (CCD 1/2)
<b>YES - NO</b>		-18	-23	-14	-16	-18	-30	5	-12	-21	-29	-10	-12	-18	-27
<b>7.INITIAL SALES TAX</b>	<b>Yes -- strongly</b>	13%	12%	13%	14%	12%	12%	23%	17%	10%	9%	15%	12%	18%	9%
	<b>Yes -- not so strongly</b>	9%	7%	10%	9%	9%	3%	9%	10%	8%	6%	11%	11%	6%	7%
	<b>Lean yes</b>	8%	9%	7%	8%	7%	10%	7%	9%	6%	9%	7%	10%	4%	7%
	<b>Undecided/DK</b>	23%	19%	25%	22%	23%	19%	30%	17%	28%	21%	24%	20%	24%	25%
	<b>Lean no</b>	5%	6%	5%	4%	5%	6%	1%	2%	7%	9%	3%	3%	4%	9%
	<b>No -- not so strongly</b>	11%	13%	10%	11%	12%	5%	12%	10%	11%	15%	9%	10%	14%	10%
	<b>No -- strongly</b>	31%	33%	30%	31%	30%	44%	19%	35%	27%	30%	30%	32%	28%	32%
<b>(Refused)</b>	1%	1%	1%	1%	1%				2%	1%	1%	1%	1%		
<b>7.INITIAL SALES TAX</b>	<b>Yes</b>	29%	28%	30%	30%	29%	25%	38%	35%	24%	24%	33%	33%	29%	24%
	<b>No</b>	47%	52%	44%	46%	47%	56%	32%	47%	45%	54%	42%	45%	47%	51%
	<b>Undecided</b>	23%	19%	25%	22%	23%	19%	30%	17%	28%	21%	24%	20%	24%	25%
	<b>All swing</b>	55%	55%	56%	54%	57%	44%	58%	47%	61%	60%	54%	55%	53%	59%
	<b>Refused</b>	1%	1%	1%	1%	1%				2%	1%	1%	1%	1%	
	<b>Unweighted Count / Weighted Count</b>	500	235	265	165	328	55	53	96	69	134	194	206	135	159
	500	232	268	168	325	55	45	89	80	139	186	220	135	145	

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		TOTAL	REGION / GENDER						AGE					AGE	
			Hills (CCD 5/6/8) Men	Hills (CCD 5/6/8) Women	South (CCD 3/4/7) Men	South (CCD 3/4/7) Women	West (CCD 1/2) Men	West (CCD 1/2) Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over
<b>YES - NO</b>		-18	-16	-8	-31	-7	-26	-28	-5	-18	-22	-28	-18	-14	-22
<b>7.INITIAL SALES TAX</b>	<b>Yes -- strongly</b>	13%	12%	12%	16%	20%	9%	9%	11%	7%	17%	13%	15%	11%	14%
	<b>Yes -- not so strongly</b>	9%	8%	15%	7%	6%	8%	7%	17%	9%	9%	4%	8%	12%	6%
	<b>Lean yes</b>	8%	12%	8%	4%	4%	8%	6%	7%	15%	4%	6%	6%	9%	6%
	<b>Undecided/DK</b>	23%	19%	20%	15%	31%	23%	27%	24%	19%	19%	24%	24%	21%	24%
	<b>Lean no</b>	5%	3%	4%	7%	2%	11%	8%	4%	2%	10%	9%	3%	5%	6%
	<b>No -- not so strongly</b>	11%	13%	7%	19%	10%	7%	13%	9%	15%	9%	16%	8%	11%	11%
	<b>No -- strongly</b>	31%	32%	33%	32%	25%	34%	30%	28%	32%	33%	26%	35%	31%	31%
<b>(Refused)</b>	1%	1%	2%		1%				1%		2%	1%	0%	1%	
<b>7.INITIAL SALES TAX</b>	<b>Yes</b>	29%	31%	35%	27%	30%	25%	22%	35%	31%	30%	23%	29%	32%	26%
	<b>No</b>	47%	48%	43%	58%	37%	52%	51%	40%	49%	51%	51%	46%	47%	48%
	<b>Undecided</b>	23%	19%	20%	15%	31%	23%	27%	24%	19%	19%	24%	24%	21%	24%
	<b>All swing</b>	55%	55%	54%	52%	54%	56%	61%	61%	60%	51%	59%	49%	58%	53%
	<b>Refused</b>	1%	1%	2%		1%				1%		2%	1%	0%	1%
	<b>Unweighted Count / Weighted Count</b>	500 / 500	88 / 103	118 / 117	71 / 63	64 / 71	76 / 65	83 / 80	86 / 91	104 / 86	59 / 71	94 / 106	156 / 146	249 / 247	250 / 252

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		TOTAL	GENDER /AGE				RACE /AGE				EDUCATION				
			Men <50	Women <50	Men 50+	Women 50+	People of color <50	People of color 50+	White <50	White 50+	Post H. S.	Non-college grad	College graduate or post-grad	4-year College grad	Post-graduate
<b>YES - NO</b>		-18	-26	-4	-21	-23	-21	-10	-9	-25	3	0	-23	-12	-34
<b>7.INITIAL SALES TAX</b>	<b>Yes -- strongly</b>	13%	11%	12%	14%	15%	11%	18%	12%	13%	16%	14%	12%	13%	12%
	<b>Yes -- not so strongly</b>	9%	10%	14%	5%	7%	10%	7%	13%	6%	13%	14%	7%	10%	5%
	<b>Lean yes</b>	8%	9%	9%	9%	4%	9%	6%	9%	7%	7%	6%	8%	9%	7%
	<b>Undecided/DK</b>	23%	16%	26%	23%	25%	19%	26%	23%	23%	29%	30%	20%	22%	18%
	<b>Lean no</b>	5%	6%	4%	6%	5%	2%	9%	7%	4%	3%	3%	6%	4%	8%
	<b>No -- not so strongly</b>	11%	12%	10%	14%	9%	14%	6%	10%	13%	7%	7%	13%	13%	12%
	<b>No -- strongly</b>	31%	37%	25%	28%	34%	35%	26%	27%	33%	24%	24%	33%	28%	37%
	<b>(Refused)</b>	1%		0%	1%	1%		3%	0%	1%	2%	1%		1%	
<b>7.INITIAL SALES TAX</b>	<b>Yes</b>	29%	29%	35%	28%	26%	30%	30%	34%	25%	36%	35%	28%	33%	23%
	<b>No</b>	47%	55%	39%	48%	48%	51%	41%	43%	51%	33%	34%	51%	45%	57%
	<b>Undecided</b>	23%	16%	26%	23%	25%	19%	26%	23%	23%	29%	30%	20%	22%	18%
	<b>All swing</b>	55%	52%	63%	57%	50%	54%	53%	61%	53%	58%	60%	54%	59%	50%
	<b>Refused</b>	1%		0%	1%	1%		3%	0%	1%	2%	2%	1%		1%
		<b>Unweighted Count / Weighted Count</b>	500 / 500	127 / 120	122 / 127	108 / 112	142 / 140	100 / 99	65 / 70	144 / 144	183 / 181	99 / 96	116 / 112	382 / 386	185 / 184

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		EDUCATION /GENDER			HOME OWNERSHIP		HOME OWNERSHIP / GENDER				HOME OWNERSHIP / REGION						
		TOTAL	Non-college women	College men	College women	Own	Rent	Own Men	Own Women	Rent Men	Rent Women	Own Hills (CCD 5/6/8)	Own South (CCD 3/4/7)	Own West (CCD 1/2)	Rent Hills (CCD 5/6/8)	Rent South (CCD 3/4/7)	Rent West (CCD 1/2)
<b>YES - NO</b>		-18	16	-23	-24	-27	-8	-32	-23	-14	-2	-26	-30	-27	9	-6	-34
<b>7.INITIAL SALES TAX</b>	<b>Yes -- strongly</b>	13%	14%	12%	13%	11%	15%	12%	11%	14%	17%	10%	17%	10%	15%	20%	10%
	<b>Yes -- not so strongly</b>	9%	17%	7%	8%	10%	7%	9%	11%	6%	7%	11%	7%	10%	10%	5%	4%
	<b>Lean yes</b>	8%	10%	11%	5%	6%	9%	6%	7%	11%	7%	7%	2%	8%	15%	6%	3%
	<b>Undecided/DK</b>	23%	30%	17%	24%	17%	29%	15%	19%	23%	34%	16%	18%	18%	26%	30%	33%
	<b>Lean no</b>	5%	2%	6%	5%	5%	6%	5%	6%	8%	4%	5%	3%	7%	1%	5%	12%
	<b>No -- not so strongly</b>	11%	7%	15%	10%	13%	10%	11%	14%	16%	5%	13%	15%	10%	6%	15%	11%
	<b>No -- strongly</b>	31%	17%	32%	34%	37%	23%	41%	32%	22%	24%	36%	37%	37%	25%	18%	28%
<b>(Refused)</b>	1%	3%	1%	1%	1%	1%	1%	0%		2%	1%	1%		2%	1%		
<b>7.INITIAL SALES TAX</b>	<b>Yes</b>	29%	42%	30%	26%	28%	31%	26%	29%	31%	31%	29%	26%	28%	40%	32%	17%
	<b>No</b>	47%	26%	53%	50%	55%	39%	58%	52%	46%	33%	55%	56%	54%	32%	38%	51%
	<b>Undecided</b>	23%	30%	17%	24%	17%	29%	15%	19%	23%	34%	16%	18%	18%	26%	30%	33%
	<b>All swing</b>	55%	66%	56%	53%	51%	60%	46%	56%	64%	57%	53%	45%	54%	58%	61%	62%
	<b>Refused</b>	1%	3%	1%	1%	1%	1%	1%	0%		2%	1%	1%		2%	1%	
	<b>Unweighted Count / Weighted Count</b>	500	67	184	198	283	202	127	156	101	101	129	59	95	70	73	59
	500	68	186	200	259	224	119	141	105	118	124	58	77	88	73	62	

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		TOTAL	3.TOP ISSUES					4/5.COMBINED INITIAL PARCEL TAX				4/5.COMBINED INITIAL PARCEL TAX			
			Repairing deteriorating streets and sidewalks	Continue rehousing and providing services for homelessness	Major investment in affordable housing	Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront	Electrification of gas-powered buildings to reduce climate impact	Yes	No	Undecided	All swing	Yes - strongly	Yes - weak	No - weak	No - strongly
<b>YES - NO</b>		-18	-37	-9	-11	-30	13	20	-74	-1	-14	28	12	-64	-82
<b>7.INITIAL SALES TAX</b>	<b>Yes -- strongly</b>	13%	7%	13%	18%	10%	22%	23%	4%	5%	5%	40%	5%	5%	3%
	<b>Yes -- not so strongly</b>	9%	8%	10%	9%	8%	7%	15%	2%	8%	12%	9%	22%	2%	1%
	<b>Lean yes</b>	8%	5%	10%	7%	6%	17%	11%	3%	10%	10%	7%	16%	4%	2%
	<b>Undecided/DK</b>	23%	22%	27%	24%	20%	21%	20%	9%	54%	33%	14%	27%	15%	5%
	<b>Lean no</b>	5%	6%	4%	6%	3%	2%	4%	7%	5%	8%	2%	6%	14%	2%
	<b>No -- not so strongly</b>	11%	9%	9%	11%	13%	10%	7%	20%	5%	14%	6%	7%	32%	10%
	<b>No -- strongly (Refused)</b>	1%	1%			1%		1%		1%	0%	2%			
<b>7.INITIAL SALES TAX</b>	<b>Yes</b>	29%	20%	32%	33%	24%	46%	50%	8%	22%	27%	56%	43%	10%	7%
	<b>No</b>	47%	57%	41%	43%	55%	33%	29%	83%	23%	40%	28%	31%	74%	89%
	<b>Undecided</b>	23%	22%	27%	24%	20%	21%	20%	9%	54%	33%	14%	27%	15%	5%
	<b>All swing</b>	55%	50%	59%	55%	51%	57%	57%	41%	82%	76%	39%	77%	67%	21%
	<b>Refused</b>	1%	1%			1%		1%		1%	0%	2%			
	<b>Unweighted Count / Weighted Count</b>	500	185	225	252	106	54	219	186	93	272	117	102	77	109
	500	178	229	255	102	53	223	180	94	277	118	106	77	103	

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		TOTAL	6.INITIAL TOT INCREASE				6.INITIAL TOT INCREASE				7.INITIAL SALES TAX			
			Yes	No	Undeci ded	All swing	Yes - strongl y	Yes - weak	No - weak	No - strongl y	Yes	No	Undeci ded	All swing
<b>YES - NO</b>		-18	28	-72	-10	-12	36	23	-61	-81	100	-100	0	0
<b>7.INITIAL SALES TAX</b>	<b>Yes -- strongly</b>	13%	24%	5%	6%	7%	42%	12%	3%	7%	44%			
	<b>Yes -- not so strongly</b>	9%	18%	2%	5%	10%	12%	22%	4%	1%	30%			16%
	<b>Lean yes</b>	8%	13%	2%	9%	10%	7%	17%	4%		26%			14%
	<b>Undecided/DK</b>	23%	17%	9%	51%	31%	13%	20%	17%	3%			100%	41%
	<b>Lean no</b>	5%	5%	7%	3%	7%	3%	7%	12%	3%		11%		9%
	<b>No -- not so strongly</b>	11%	4%	19%	11%	13%	5%	4%	30%	9%		23%		20%
	<b>No -- strongly (Refused)</b>	31%	18%	55%	16%	20%	18%	18%	30%	77%		65%		
<b>7.INITIAL SALES TAX</b>	<b>Yes</b>	29%	55%	9%	20%	28%	61%	51%	11%	8%	100%			30%
	<b>No</b>	47%	27%	81%	30%	40%	25%	28%	72%	89%		100%		30%
	<b>Undecided</b>	23%	17%	9%	51%	31%	13%	20%	17%	3%			100%	41%
	<b>All swing</b>	55%	57%	39%	78%	72%	40%	70%	67%	16%	56%	35%	100%	100%
	<b>Refused</b>	1%	1%			0%	1%	1%						
	<b>Unweighted Count / Weighted Count</b>	500 500	189 187	190 184	118 124	318 318	77 77	112 110	88 84	102 100	153 146	238 237	105 113	272 277

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		TOTAL	7.INITIAL SALES TAX				8/9.COMBINED INFORMED PARCEL TAX			10.TOT INCREASE RE-BALLOT			11.SALES TAX RE-BALLOT		
			Yes - strongly	Yes - weak	No - weak	No - strongly	Yes	No	Undecided	Yes	No	Undecided	Yes	No	Undecided
<b>YES - NO</b>		-18	100	100	-100	-100	21	-68	-1	24	-67	5	68	-83	13
<b>7.INITIAL SALES TAX</b>	<b>Yes -- strongly</b>	13%	100%				22%	6%	5%	25%	3%	6%	35%	1%	7%
	<b>Yes -- not so strongly</b>	9%		54%			15%	3%	5%	16%	3%	7%	24%	0%	6%
	<b>Lean yes</b>	8%		46%			12%	2%	10%	13%	1%	12%	15%	1%	13%
	<b>Undecided/DK</b>	23%					22%	11%	57%	17%	18%	54%	19%	11%	62%
	<b>Lean no</b>	5%			32%		3%	8%	7%	5%	7%		2%	9%	2%
	<b>No -- not so strongly</b>	11%			68%		6%	18%	9%	7%	17%	3%	2%	20%	2%
	<b>No -- strongly</b>	31%				100%	20%	53%	6%	17%	50%	17%	3%	57%	8%
<b>(Refused)</b>	1%					0%				0%	1%				1%
<b>7.INITIAL SALES TAX</b>	<b>Yes</b>	29%	100%	100%			49%	11%	21%	53%	7%	25%	74%	3%	26%
	<b>No</b>	47%			100%	100%	28%	78%	22%	29%	75%	20%	7%	86%	12%
	<b>Undecided</b>	23%					22%	11%	57%	17%	18%	54%	19%	11%	62%
	<b>All swing</b>	55%		100%	100%		58%	41%	88%	58%	46%	77%	62%	41%	85%
	<b>Refused</b>	1%					0%				0%	1%			1%
	<b>Unweighted Count / Weighted Count</b>	500	68	85	82	156	222	209	64	221	212	64	169	251	76
	500	64	83	82	155	223	203	68	212	213	70	156	249	89	

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		TOTAL	4/5-8/9.PARCEL TAX SHIFT				6-10.TOT INCREASE SHIFT					7-11.SALES TAX SHIFT				
			Solid Yes	Solid No	Persua dable	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No
<b>YES - NO</b>		-18	26	-79	-4	-11	32	-77	-2	-10	-24	100	-100	-20	-42	52
<b>7.INITIAL SALES TAX</b>	<b>Yes -- strongly</b>	13%	25%	3%	5%	14%	27%	4%	9%	13%	4%	47%				16%
	<b>Yes -- not so strongly</b>	9%	18%	2%	6%	6%	20%	3%	6%	3%	3%	33%				10%
	<b>Lean yes</b>	8%	11%	2%	11%	7%	12%	0%	13%	15%	7%	20%				25%
	<b>Undecided/DK</b>	23%	18%	6%	52%	35%	14%	9%	43%	28%	47%			80%	58%	48%
	<b>Lean no</b>	5%	3%	7%	5%	6%	5%	7%	3%	5%	7%		10%	4%	9%	
	<b>No -- not so strongly</b>	11%	6%	19%	9%	8%	5%	19%	9%	13%	9%		23%	4%	9%	
	<b>No -- strongly</b>	31%	18%	60%	12%	24%	17%	58%	18%	23%	22%		67%	12%	24%	
<b>(Refused)</b>	1%	0%		1%						2%						
<b>7.INITIAL SALES TAX</b>	<b>Yes</b>	29%	54%	7%	21%	27%	59%	7%	28%	31%	14%	100%				52%
	<b>No</b>	47%	27%	86%	26%	38%	27%	84%	30%	41%	38%		100%	20%	42%	
	<b>Undecided</b>	23%	18%	6%	52%	35%	14%	9%	43%	28%	47%			80%	58%	48%
	<b>All swing</b>	55%	56%	37%	83%	62%	55%	38%	73%	63%	72%	53%	33%	88%	76%	84%
	<b>Refused</b>	1%	0%		1%						2%					
	<b>Unweighted Count /</b>	500	183	169	87	55	164	168	105	62	59	125	215	99	54	56
<b>Weighted Count</b>	500	184	160	90	58	162	162	106	56	64	116	214	106	51	58	

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		TOTAL	TARGETS			SPLIT	
			Yes on all	Mixed	No on all	A	B
<b>YES - NO</b>		-18	100	-27	-100	-13	-24
<b>7.INITIAL SALES TAX</b>	<b>Yes -- strongly</b>	13%	46%	8%		11%	14%
	<b>Yes -- not so strongly</b>	9%	32%	6%		10%	7%
	<b>Lean yes</b>	8%	22%	7%		9%	7%
	<b>Undecided/DK</b>	23%		29%		26%	19%
	<b>Lean no</b>	5%		6%	9%	5%	5%
	<b>No -- not so strongly</b>	11%		12%	22%	8%	14%
	<b>No -- strongly</b>	31%		30%	69%	29%	33%
	<b>(Refused)</b>	1%		1%		1%	1%
<b>7.INITIAL SALES TAX</b>	<b>Yes</b>	29%	100%	22%		30%	28%
	<b>No</b>	47%		48%	100%	43%	52%
	<b>Undecided</b>	23%		29%		26%	19%
	<b>All swing</b>	55%	54%	61%	31%	58%	53%
	<b>Refused</b>	1%		1%		1%	1%
	<b>Unweighted Count /</b>	500	92	251	120	250	250
	<b>Weighted Count</b>	500	91	257	113	250	250

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		TOTAL	GENDER		RACE				RACE /GENDER				REGION		
			Men	Women	People of color	White alone	Black	Latino/a	Men of color	Women of color	White men	White women	Hills (CCD 5/6/8)	South (CCD 3/4/7)	West (CCD 1/2)
<b>YES - NO</b>		4	-7	14	1	7	-3	0	-9	13	-4	14	6	2	3
<b>8/9.COMBINED INFORMED PARCEL TAX</b>	<b>Yes - strongly</b>	23%	18%	28%	22%	25%	20%	17%	22%	21%	16%	31%	23%	25%	22%
	<b>Yes - not so strongly</b>	14%	13%	14%	11%	15%	12%	9%	9%	14%	17%	14%	13%	15%	13%
	<b>Lean yes</b>	7%	7%	8%	10%	7%	11%	15%	7%	12%	7%	6%	10%	3%	7%
	<b>Undecided/DK</b>	14%	13%	14%	15%	12%	12%	18%	14%	17%	12%	13%	12%	13%	16%
	<b>Lean no</b>	4%	4%	4%	3%	4%	1%	3%	2%	3%	5%	4%	4%	4%	4%
	<b>No - not so strongly</b>	12%	12%	12%	9%	14%	9%	14%	7%	10%	16%	13%	10%	14%	14%
	<b>No - strongly</b>	25%	29%	20%	29%	21%	35%	23%	38%	20%	23%	20%	26%	24%	22%
<b>(Refused)</b>	1%	2%	1%	1%	2%				2%	4%		2%	1%	1%	
<b>8/9.COMBINED INFORMED PARCEL TAX</b>	<b>Yes</b>	45%	39%	50%	42%	46%	43%	41%	38%	47%	40%	51%	46%	44%	43%
	<b>No</b>	41%	46%	36%	41%	40%	46%	41%	48%	34%	44%	37%	40%	42%	40%
	<b>Undecided</b>	14%	13%	14%	15%	12%	12%	18%	14%	17%	12%	13%	12%	13%	16%
	<b>Refused</b>	1%	2%	1%	1%	2%				2%	4%		2%	1%	1%
<b>4/5-8/9.PARCEL TAX SHIFT</b>	<b>Solid Yes</b>	37%	31%	41%	36%	38%	34%	40%	34%	38%	31%	43%	39%	35%	34%
	<b>Solid No</b>	32%	35%	29%	32%	31%	32%	29%	37%	25%	33%	30%	31%	32%	34%
	<b>Solid undecided</b>	9%	8%	10%	9%	9%	5%	13%	8%	10%	8%	10%	9%	8%	9%
	<b>Persuadable</b>	18%	17%	19%	17%	19%	13%	14%	13%	21%	19%	19%	17%	18%	20%
	<b>Toward Yes</b>	9%	9%	9%	8%	10%	9%	1%	5%	11%	12%	8%	7%	10%	11%
	<b>Toward No</b>	12%	14%	10%	14%	10%	21%	17%	16%	13%	12%	8%	12%	12%	11%
	<b>Unweighted Count / Weighted Count</b>	500	235	265	165	328	55	53	96	69	134	194	206	135	159
	500	232	268	168	325	55	45	89	80	139	186	220	135	145	

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		TOTAL	REGION / GENDER						AGE					AGE	
			Hills (CCD 5/6/8) Men	Hills (CCD 5/6/8) Women	South (CCD 3/4/7) Men	South (CCD 3/4/7) Women	West (CCD 1/2) Men	West (CCD 1/2) Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over
<b>YES - NO</b>		4	1	11	-20	21	-8	12	18	15	-2	7	-11	11	-4
<b>8/9.COMBINED INFORMED PARCEL TAX</b>	<b>Yes - strongly</b>	23%	25%	21%	15%	34%	11%	31%	28%	22%	21%	24%	21%	24%	22%
	<b>Yes - not so strongly</b>	14%	10%	15%	15%	16%	16%	11%	11%	21%	13%	15%	10%	15%	12%
	<b>Lean yes</b>	7%	8%	12%	3%	4%	10%	5%	12%	10%	4%	6%	6%	9%	6%
	<b>Undecided/DK</b>	14%	13%	12%	13%	14%	15%	17%	14%	9%	20%	11%	14%	14%	13%
	<b>Lean no</b>	4%	4%	4%	6%	2%	3%	5%	6%	3%	3%	5%	3%	4%	4%
	<b>No - not so strongly</b>	12%	9%	10%	17%	11%	13%	15%	12%	12%	17%	13%	9%	13%	11%
	<b>No - strongly (Refused)</b>	1%	3%	2%	1%		2%			1%	2%	3%	1%	1%	2%
<b>8/9.COMBINED INFORMED PARCEL TAX</b>	<b>Yes</b>	45%	43%	49%	33%	54%	38%	47%	52%	53%	38%	46%	37%	48%	41%
	<b>No</b>	41%	42%	38%	53%	33%	46%	36%	34%	38%	40%	39%	48%	37%	44%
	<b>Undecided</b>	14%	13%	12%	13%	14%	15%	17%	14%	9%	20%	11%	14%	14%	13%
	<b>Refused</b>	1%	3%	2%	1%		2%			1%	2%	3%	1%	1%	2%
<b>4/5-8/9.PARCEL TAX SHIFT</b>	<b>Solid Yes</b>	37%	36%	42%	27%	43%	29%	38%	43%	41%	31%	43%	29%	39%	35%
	<b>Solid No</b>	32%	30%	31%	39%	27%	40%	29%	23%	32%	32%	28%	41%	28%	36%
	<b>Solid undecided</b>	9%	10%	9%	4%	12%	7%	11%	9%	5%	10%	9%	10%	8%	10%
	<b>Persuadable</b>	18%	19%	15%	13%	23%	17%	22%	19%	19%	22%	13%	19%	20%	16%
	<b>Toward Yes</b>	9%	8%	6%	9%	12%	10%	11%	10%	14%	12%	4%	9%	12%	7%
	<b>Toward No</b>	12%	13%	11%	18%	7%	11%	10%	15%	9%	13%	12%	10%	12%	11%
	<b>Unweighted Count / Weighted Count</b>	500 / 500	88 / 103	118 / 117	71 / 63	64 / 71	76 / 65	83 / 80	86 / 91	104 / 86	59 / 71	94 / 106	156 / 146	249 / 247	250 / 252

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		TOTAL	GENDER /AGE				RACE /AGE				EDUCATION				
			Men <50	Women <50	Men 50+	Women 50+	People of color <50	People of color 50+	White <50	White 50+	Post H. S.	Non-college grad	College graduate or post-grad	4-year College grad	Post-graduate
<b>YES - NO</b>		4	-7	28	-8	0	3	-1	19	-4	11	9	3	6	0
<b>8/9.COMBINED INFORMED PARCEL TAX</b>	<b>Yes - strongly</b>	23%	14%	34%	23%	22%	21%	23%	27%	23%	15%	16%	26%	27%	25%
	<b>Yes - not so strongly</b>	14%	17%	13%	10%	15%	13%	9%	16%	14%	16%	14%	14%	13%	14%
	<b>Lean yes</b>	7%	8%	10%	6%	6%	10%	9%	9%	5%	16%	16%	5%	5%	5%
	<b>Undecided/DK</b>	14%	13%	15%	13%	13%	16%	15%	12%	13%	14%	13%	14%	17%	11%
	<b>Lean no</b>	4%	5%	3%	3%	4%	3%	3%	5%	4%	3%	3%	4%	3%	5%
	<b>No - not so strongly</b>	12%	14%	12%	10%	12%	13%	3%	14%	14%	8%	9%	13%	13%	13%
	<b>No - strongly</b>	25%	26%	14%	33%	26%	25%	36%	15%	26%	25%	26%	24%	21%	26%
	<b>(Refused)</b>	1%	2%		3%	1%		3%	2%	2%	3%	3%	1%	0%	1%
<b>8/9.COMBINED INFORMED PARCEL TAX</b>	<b>Yes</b>	45%	39%	57%	38%	43%	44%	41%	53%	41%	47%	46%	44%	44%	44%
	<b>No</b>	41%	46%	28%	46%	43%	41%	41%	33%	45%	36%	38%	41%	38%	44%
	<b>Undecided</b>	14%	13%	15%	13%	13%	16%	15%	12%	13%	14%	13%	14%	17%	11%
	<b>Refused</b>	1%	2%		3%	1%		3%	2%	2%	3%	3%	1%	0%	1%
<b>4/5-8/9.PARCEL TAX SHIFT</b>	<b>Solid Yes</b>	37%	31%	46%	32%	37%	34%	38%	42%	34%	37%	37%	37%	36%	38%
	<b>Solid No</b>	32%	38%	19%	33%	38%	30%	33%	26%	36%	30%	31%	33%	26%	38%
	<b>Solid undecided</b>	9%	4%	12%	12%	9%	7%	11%	9%	10%	6%	6%	10%	11%	8%
	<b>Persuadable</b>	18%	15%	24%	19%	15%	19%	15%	21%	17%	17%	17%	18%	22%	15%
	<b>Toward Yes</b>	9%	11%	12%	7%	6%	11%	4%	12%	8%	11%	11%	9%	11%	7%
	<b>Toward No</b>	12%	15%	10%	13%	9%	17%	11%	9%	11%	12%	12%	11%	15%	7%
	<b>Unweighted Count / Weighted Count</b>	500	127	122	108	142	100	65	144	183	99	116	382	185	197
	500	120	127	112	140	99	70	144	181	96	112	386	184	202	

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	TOTAL	EDUCATION /GENDER			HOME OWNERSHIP		HOME OWNERSHIP / GENDER				HOME OWNERSHIP / REGION						
		Non-college women	College men	College women	Own	Rent	Own Men	Own Women	Rent Men	Rent Women	Own Hills (CCD 5/6/8)	Own South (CCD 3/4/7)	Own West (CCD 1/2)	Rent Hills (CCD 5/6/8)	Rent South (CCD 3/4/7)	Rent West (CCD 1/2)	
<b>YES - NO</b>	4	29	-3	8	-11	24	-14	-8	3	42	-9	-19	-7	30	21	17	
<b>8/9.COMBINED INFORMED PARCEL TAX</b>	<b>Yes - strongly</b>	23%	20%	21%	30%	19%	30%	18%	20%	20%	38%	20%	21%	17%	29%	30%	31%
	<b>Yes - not so strongly</b>	14%	22%	16%	11%	14%	13%	13%	15%	14%	13%	14%	11%	16%	10%	18%	12%
	<b>Lean yes</b>	7%	15%	4%	5%	5%	10%	5%	5%	8%	12%	5%	1%	7%	18%	5%	5%
	<b>Undecided/DK</b>	14%	12%	13%	15%	12%	15%	11%	13%	15%	15%	11%	15%	12%	14%	12%	20%
	<b>Lean no</b>	4%	1%	4%	4%	5%	3%	3%	6%	5%	1%	5%	5%	5%	3%	3%	3%
	<b>No - not so strongly</b>	12%	8%	12%	13%	12%	11%	12%	12%	12%	10%	11%	11%	14%	7%	14%	14%
	<b>No - strongly (Refused)</b>	1%	3%	2%		1%	2%	2%		2%	1%	2%			2%	1%	2%
<b>8/9.COMBINED INFORMED PARCEL TAX</b>	<b>Yes</b>	45%	57%	41%	47%	38%	53%	36%	40%	43%	63%	39%	33%	40%	57%	54%	48%
	<b>No</b>	41%	28%	44%	38%	49%	30%	50%	47%	40%	21%	48%	52%	48%	27%	33%	30%
	<b>Undecided</b>	14%	12%	13%	15%	12%	15%	11%	13%	15%	15%	11%	15%	12%	14%	12%	20%
	<b>Refused</b>	1%	3%	2%		1%	2%	2%		2%	1%	2%			2%	1%	2%
<b>4/5-8/9.PARCEL TAX SHIFT</b>	<b>Solid Yes</b>	37%	49%	35%	39%	32%	44%	30%	33%	35%	52%	35%	26%	31%	46%	43%	42%
	<b>Solid No</b>	32%	24%	34%	31%	40%	21%	39%	41%	30%	13%	38%	41%	43%	18%	23%	23%
	<b>Solid undecided</b>	9%	8%	9%	11%	9%	9%	9%	8%	7%	12%	9%	10%	7%	9%	7%	13%
	<b>Persuadable</b>	18%	17%	17%	20%	16%	21%	15%	16%	18%	23%	13%	18%	19%	22%	20%	21%
	<b>Toward Yes</b>	9%	9%	8%	9%	7%	11%	6%	8%	11%	11%	4%	8%	12%	12%	13%	8%
	<b>Toward No</b>	12%	6%	11%	11%	11%	12%	12%	10%	15%	10%	12%	12%	7%	12%	13%	12%
	<b>Unweighted Count / Weighted Count</b>	500 / 500	67 / 68	184 / 186	198 / 200	283 / 259	202 / 224	127 / 119	156 / 141	101 / 105	101 / 118	129 / 124	59 / 58	95 / 77	70 / 88	73 / 73	59 / 62

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		TOTAL	3.TOP ISSUES					4/5.COMBINED INITIAL PARCEL TAX				4/5.COMBINED INITIAL PARCEL TAX			
			Repairing deteriorating streets and sidewalks	Continue rehousing and providing services for homelessness	Major investment in affordable housing	Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront	Electrification of gas-powered buildings to reduce climate impact	Yes	No	Undecided	All swing	Yes - strongly	Yes - weak	No - weak	No - strongly
<b>YES - NO</b>		4	-24	20	17	-19	46	73	-82	7	10	75	71	-68	-94
<b>8/9.COMBINED INFORMED PARCEL TAX</b>	<b>Yes - strongly</b>	23%	13%	31%	29%	15%	42%	49%	2%	5%	11%	72%	23%	3%	1%
	<b>Yes - not so strongly</b>	14%	13%	15%	15%	15%	8%	23%	1%	16%	20%	11%	36%	2%	
	<b>Lean yes</b>	7%	7%	7%	6%	7%	18%	11%	4%	8%	12%	2%	20%	8%	0%
	<b>Undecided/DK</b>	14%	11%	14%	18%	6%	10%	7%	4%	48%	22%	4%	11%	6%	2%
	<b>Lean no</b>	4%	4%	4%	4%	4%	2%	2%	7%	2%	6%	1%	3%	14%	2%
	<b>No - not so strongly</b>	12%	12%	10%	9%	19%	8%	3%	22%	12%	18%	4%	2%	48%	3%
	<b>No - strongly</b>	25%	40%	19%	19%	33%	11%	3%	60%	8%	9%	4%	3%	19%	90%
<b>(Refused)</b>	1%	1%	1%	1%	1%		1%	1%	1%	1%	2%	1%		1%	
<b>8/9.COMBINED INFORMED PARCEL TAX</b>	<b>Yes</b>	45%	32%	52%	49%	37%	68%	82%	6%	29%	44%	85%	79%	13%	1%
	<b>No</b>	41%	56%	33%	32%	56%	22%	9%	89%	22%	33%	9%	8%	81%	95%
	<b>Undecided</b>	14%	11%	14%	18%	6%	10%	7%	4%	48%	22%	4%	11%	6%	2%
	<b>Refused</b>	1%	1%	1%	1%	1%		1%	1%	1%	1%	2%	1%		1%
<b>4/5-8/9.PARCEL TAX SHIFT</b>	<b>Solid Yes</b>	37%	29%	43%	42%	28%	58%	82%			30%	85%	79%		
	<b>Solid No</b>	32%	50%	24%	24%	43%	20%		89%		23%			81%	95%
	<b>Solid undecided</b>	9%	7%	10%	12%	3%	3%			48%	16%				
	<b>Persuadable</b>	18%	12%	20%	21%	12%	16%		10%	77%	31%			19%	3%
	<b>Toward Yes</b>	9%	5%	10%	9%	9%	13%		10%	29%	15%			19%	3%
	<b>Toward No</b>	12%	9%	11%	13%	16%	6%	16%		22%	15%	14%	19%		
	<b>Unweighted Count / Weighted Count</b>	500 / 500	185 / 178	225 / 229	252 / 255	106 / 102	54 / 53	219 / 223	186 / 180	93 / 94	272 / 277	117 / 118	102 / 106	77 / 77	109 / 103

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		TOTAL	6.INITIAL TOT INCREASE				6.INITIAL TOT INCREASE				7.INITIAL SALES TAX			
			Yes	No	Undeci ded	All swing	Yes - strongl y	Yes - weak	No - weak	No - strongl y	Yes	No	Undeci ded	All swing
<b>YES - NO</b>		4	61	-53	2	13	63	60	-32	-71	60	-41	24	16
<b>8/9.COMBINED INFORMED PARCEL TAX</b>	<b>Yes - strongly</b>	23%	42%	12%	13%	19%	60%	29%	14%	10%	43%	14%	18%	18%
	<b>Yes - not so strongly</b>	14%	22%	5%	15%	18%	14%	27%	9%	1%	20%	8%	17%	19%
	<b>Lean yes</b>	7%	12%	4%	5%	10%	3%	19%	8%	1%	12%	4%	9%	9%
	<b>Undecided/DK</b>	14%	9%	4%	34%	18%	7%	11%	5%	4%	10%	6%	35%	22%
	<b>Lean no</b>	4%	3%	6%	2%	4%	2%	3%	8%	5%	2%	6%	2%	5%
	<b>No - not so strongly</b>	12%	4%	19%	14%	15%	3%	5%	30%	10%	5%	16%	13%	16%
	<b>No - strongly (Refused)</b>	25% 1%	8% 	49% 1%	15% 2%	15% 1%	9% 	7% 	24% 2%	69% 	8% 1%	45% 1%	5% 1%	9% 1%
<b>8/9.COMBINED INFORMED PARCEL TAX</b>	<b>Yes</b>	45%	76%	21%	33%	47%	78%	75%	31%	12%	75%	26%	44%	47%
	<b>No</b>	41%	15%	74%	31%	34%	15%	15%	62%	84%	15%	67%	20%	30%
	<b>Undecided</b>	14%	9%	4%	34%	18%	7%	11%	5%	4%	10%	6%	35%	22%
	<b>Refused</b>	1%		1%	2%	1%			2%		1%	1%	1%	1%
<b>4/5-8/9.PARCEL TAX SHIFT</b>	<b>Solid Yes</b>	37%	67%	16%	22%	36%	72%	64%	21%	12%	68%	21%	30%	37%
	<b>Solid No</b>	32%	9%	63%	21%	26%	5%	12%	52%	73%	8%	58%	9%	21%
	<b>Solid undecided</b>	9%	3%	2%	27%	13%		6%	3%	2%	5%	3%	27%	15%
	<b>Persuadable</b>	18%	12%	9%	41%	26%	6%	17%	15%	4%	13%	10%	42%	27%
	<b>Toward Yes</b>	9%	9%	7%	14%	12%	6%	11%	12%	2%	8%	7%	15%	12%
	<b>Toward No</b>	12%	11%	10%	15%	11%	17%	7%	11%	9%	11%	9%	18%	13%
	<b>Unweighted Count / Weighted Count</b>	500 500	189 187	190 184	118 124	318 318	77 77	112 110	88 84	102 100	153 146	238 237	105 113	272 277

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		TOTAL	7.INITIAL SALES TAX				8/9.COMBINED INFORMED PARCEL TAX			10.TOT INCREASE RE-BALLOT			11.SALES TAX RE-BALLOT		
			Yes - strongly	Yes - weak	No - weak	No - strongly	Yes	No	Undecided	Yes	No	Undecided	Yes	No	Undecided
<b>YES - NO</b>		4	58	62	-40	-41	100	-100	0	55	-50	13	69	-42	19
<b>8/9.COMBINED INFORMED PARCEL TAX</b>	<b>Yes - strongly</b>	23%	67%	25%	12%	15%	52%			40%	10%	15%	44%	14%	15%
	<b>Yes - not so strongly</b>	14%	4%	33%	8%	8%	31%			23%	6%	9%	25%	8%	12%
	<b>Lean yes</b>	7%	5%	16%	2%	5%	17%			10%	5%	7%	12%	4%	8%
	<b>Undecided/DK</b>	14%	6%	13%	13%	3%			100%	9%	8%	47%	6%	6%	47%
	<b>Lean no</b>	4%	1%	3%	11%	3%			9%	3%	5%	2%	2%	4%	5%
	<b>No - not so strongly</b>	12%	6%	4%	33%	8%			30%	7%	19%	7%	6%	19%	5%
	<b>No - strongly</b>	25%	11%	5%	19%	58%			61%	8%	46%	9%	5%	44%	6%
<b>(Refused)</b>	1%		1%	2%							3%			3%	
<b>8/9.COMBINED INFORMED PARCEL TAX</b>	<b>Yes</b>	45%	76%	74%	23%	28%	100%			73%	21%	31%	81%	26%	34%
	<b>No</b>	41%	18%	12%	63%	69%		100%		18%	71%	18%	13%	68%	16%
	<b>Undecided</b>	14%	6%	13%	13%	3%			100%	9%	8%	47%	6%	6%	47%
	<b>Refused</b>	1%		1%	2%							3%			3%
<b>4/5-8/9.PARCEL TAX SHIFT</b>	<b>Solid Yes</b>	37%	73%	64%	21%	22%	82%			62%	17%	23%	72%	22%	20%
	<b>Solid No</b>	32%	8%	8%	52%	62%		79%		11%	61%	12%	6%	57%	9%
	<b>Solid undecided</b>	9%	2%	8%	7%	0%			66%	4%	4%	40%	4%	3%	35%
	<b>Persuadable</b>	18%	6%	18%	15%	7%	18%		76%	15%	11%	50%	13%	9%	53%
	<b>Toward Yes</b>	9%	5%	11%	8%	7%	18%		10%	11%	7%	10%	10%	6%	17%
	<b>Toward No</b>	12%	13%	9%	10%	9%		20%	24%	12%	12%	10%	8%	12%	16%
	<b>Unweighted Count / Weighted Count</b>	500 / 500	68 / 64	85 / 83	82 / 82	156 / 155	222 / 223	209 / 203	64 / 68	221 / 212	212 / 213	64 / 70	169 / 156	251 / 249	76 / 89

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		TOTAL	4/5-8/9.PARCEL TAX SHIFT				6-10.TOT INCREASE SHIFT					7-11.SALES TAX SHIFT				
			Solid Yes	Solid No	Persua dable	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No
<b>YES - NO</b>		4	100	-100	43	-71	60	-63	17	34	7	75	-43	31	37	-17
<b>8/9.COMBINED INFORMED PARCEL TAX</b>	<b>Yes - strongly</b>	23%	59%		9%		44%	10%	20%	29%	14%	50%	14%	19%	25%	13%
	<b>Yes - not so strongly</b>	14%	28%		19%		22%	4%	17%	23%	13%	23%	7%	19%	24%	9%
	<b>Lean yes</b>	7%	13%		15%		10%	3%	5%	9%	17%	12%	5%	9%	11%	7%
	<b>Undecided/DK</b>	14%			57%	29%	8%	5%	33%	11%	20%	4%	5%	36%	16%	23%
	<b>Lean no</b>	4%		8%		12%	3%	6%	3%	5%	3%	1%	5%	5%	8%	5%
	<b>No - not so strongly</b>	12%		25%		33%	5%	20%	11%	14%	15%	5%	17%	6%	6%	21%
	<b>No - strongly (Refused)</b>	25%		67%		26%	8%	53%	11%	9%	19%	4%	47%	5%	10%	21%
	1%							2%					1%		1%	
<b>8/9.COMBINED INFORMED PARCEL TAX</b>	<b>Yes</b>	45%	100%		43%		76%	16%	41%	61%	43%	85%	26%	47%	61%	30%
	<b>No</b>	41%		100%		71%	16%	79%	24%	28%	37%	11%	69%	16%	24%	46%
	<b>Undecided</b>	14%			57%	29%	8%	5%	33%	11%	20%	4%	5%	36%	16%	23%
	<b>Refused</b>	1%							2%					1%		1%
<b>4/5-8/9.PARCEL TAX SHIFT</b>	<b>Solid Yes</b>	37%	100%				68%	15%	27%	38%	30%	80%	22%	31%	39%	18%
	<b>Solid No</b>	32%		100%			10%	70%	15%	15%	24%	6%	62%	7%	9%	22%
	<b>Solid undecided</b>	9%			49%		2%	3%	28%	8%	10%	2%	3%	28%	7%	12%
	<b>Persuadable</b>	18%			100%		11%	6%	43%	32%	27%	7%	8%	46%	32%	26%
	<b>Toward Yes</b>	9%			51%		8%	4%	14%	23%	17%	5%	5%	18%	25%	15%
	<b>Toward No</b>	12%				100%	12%	9%	11%	13%	19%	7%	7%	14%	17%	33%
	<b>Unweighted Count / Weighted Count</b>	500	183	169	87	55	164	168	105	62	59	125	215	99	54	56
	500	184	160	90	58	162	162	106	56	64	116	214	106	51	58	

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		TOTAL	TARGETS			SPLIT	
			Yes on all	Mixed	No on all	A	B
<b>YES - NO</b>		4	89	17	-93	4	4
<b>8/9.COMBINED INFORMED PARCEL TAX</b>	<b>Yes - strongly</b>	23%	59%	24%	1%	20%	26%
	<b>Yes - not so strongly</b>	14%	21%	17%		13%	14%
	<b>Lean yes</b>	7%	11%	9%	1%	9%	6%
	<b>Undecided/DK</b>	14%	6%	14%	3%	18%	9%
	<b>Lean no</b>	4%	1%	3%	8%	4%	3%
	<b>No - not so strongly</b>	12%		14%	18%	10%	14%
	<b>No - strongly</b>	25%	1%	16%	69%	23%	26%
	<b>(Refused)</b>	1%		2%		2%	1%
<b>8/9.COMBINED INFORMED PARCEL TAX</b>	<b>Yes</b>	45%	91%	51%	2%	42%	47%
	<b>No</b>	41%	2%	34%	95%	38%	43%
	<b>Undecided</b>	14%	6%	14%	3%	18%	9%
	<b>Refused</b>	1%		2%		2%	1%
<b>4/5-8/9.PARCEL TAX SHIFT</b>	<b>Solid Yes</b>	37%	91%	39%		33%	40%
	<b>Solid No</b>	32%		21%	95%	28%	36%
	<b>Solid undecided</b>	9%		8%		11%	6%
	<b>Persuadable</b>	18%		21%	5%	23%	14%
	<b>Toward Yes</b>	9%		13%	5%	11%	7%
	<b>Toward No</b>	12%	9%	17%		14%	9%
	<b>Unweighted Count / Weighted Count</b>	500	92	251	120	250	250
	500	91	257	113	250	250	

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		TOTAL	GENDER		RACE				RACE /GENDER				REGION		
			Men	Women	People of color	White alone	Black	Latino/a	Men of color	Women of color	White men	White women	Hills (CCD 5/6/8)	South (CCD 3/4/7)	West (CCD 1/2)
<b>YES - NO</b>		4	-5	12	3	6	9	-7	-14	18	2	10	4	8	1
<b>A8.PARCEL TAX RE-BALLOT - SURGE</b>	<b>Yes - strongly</b>	20%	16%	24%	18%	22%	24%	10%	17%	19%	16%	26%	20%	28%	13%
	<b>Yes - not so strongly</b>	13%	13%	13%	7%	16%	7%	5%	9%	18%	14%	12%	14%	14%	13%
	<b>Lean yes</b>	9%	9%	9%	11%	8%	14%	16%	9%	14%	9%	7%	10%	3%	14%
	<b>Undecided/DK</b>	18%	17%	20%	27%	14%	21%	32%	25%	29%	13%	15%	16%	19%	22%
	<b>Lean no</b>	4%	4%	4%	5%	4%	3%	7%	4%	6%	5%	4%	2%	7%	5%
	<b>No - not so strongly</b>	10%	12%	9%	8%	12%	6%	17%	6%	9%	15%	10%	9%	8%	14%
	<b>No - strongly</b>	23%	27%	20%	21%	23%	26%	14%	34%	9%	22%	24%	28%	21%	19%
	<b>(Refused)</b>	2%	2%	1%	2%	1%				4%	3%		3%	1%	
<b>A8.PARCEL TAX RE-BALLOT - SURGE</b>	<b>Yes</b>	42%	38%	46%	37%	45%	44%	30%	30%	42%	43%	47%	42%	44%	40%
	<b>No</b>	38%	43%	34%	34%	39%	35%	37%	44%	24%	41%	38%	39%	36%	38%
	<b>Undecided</b>	18%	17%	20%	27%	14%	21%	32%	25%	29%	13%	15%	16%	19%	22%
	<b>Refused</b>	2%	2%	1%	2%	1%				4%	3%		3%	1%	
	<b>Unweighted Count /</b>	250	109	141	76	171	23	21	39	37	69	102	98	79	73
	<b>Weighted Count</b>	250	116	134	85	162	27	22	41	44	74	88	110	68	73

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	TOTAL	REGION / GENDER						AGE					AGE		
		Hills (CCD 5/6/8) Men	Hills (CCD 5/6/8) Women	South (CCD 3/4/7) Men	South (CCD 3/4/7) Women	West (CCD 1/2) Men	West (CCD 1/2) Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over	
<b>YES - NO</b>	4	-2	9	-17	31	3	0	22	14	-18	7	-3	8	1	
<b>A8.PARCEL TAX RE-BALLOT - SURGE</b>	<b>Yes - strongly</b>	20%	20%	21%	21%	34%	6%	19%	29%	23%	12%	19%	18%	22%	18%
	<b>Yes - not so strongly</b>	13%	12%	12%	10%	17%	19%	9%	6%	17%	13%	15%	13%	12%	14%
	<b>Lean yes</b>	9%	7%	12%	2%	3%	17%	10%	14%	12%	4%	9%	6%	11%	7%
	<b>Undecided/DK</b>	18%	17%	15%	14%	23%	19%	24%	24%	8%	21%	14%	23%	18%	19%
	<b>Lean no</b>	4%	3%	1%	11%	4%		9%	8%	3%	3%	7%	1%	5%	4%
	<b>No - not so strongly</b>	10%	11%	7%	10%	7%	14%	14%	8%	14%	23%	7%	5%	14%	6%
	<b>No - strongly</b>	23%	27%	29%	29%	13%	25%	14%	11%	21%	23%	22%	34%	18%	29%
<b>(Refused)</b>	2%	3%	3%	2%					2%		6%		1%	3%	
<b>A8.PARCEL TAX RE-BALLOT - SURGE</b>	<b>Yes</b>	42%	39%	45%	33%	54%	42%	38%	49%	52%	30%	43%	37%	45%	40%
	<b>No</b>	38%	41%	37%	50%	23%	39%	38%	27%	39%	49%	36%	40%	37%	39%
	<b>Undecided</b>	18%	17%	15%	14%	23%	19%	24%	24%	8%	21%	14%	23%	18%	19%
	<b>Refused</b>	2%	3%	3%	2%					2%		6%		1%	3%
	<b>Unweighted Count / Weighted Count</b>	250 / 250	39 / 52	59 / 58	36 / 32	43 / 36	34 / 33	39 / 40	38 / 45	61 / 43	30 / 35	43 / 53	78 / 73	129 / 124	121 / 126

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		TOTAL	GENDER /AGE				RACE /AGE				EDUCATION				
			Men <50	Women <50	Men 50+	Women 50+	People of color <50	People of color 50+	White <50	White 50+	Post H. S.	Non-college grad	College graduate or post-grad	4-year College grad	Post-graduate
<b>YES - NO</b>		4	-13	26	4	-1	-5	15	17	-3	20	14	2	-3	7
<b>A8.PARCEL TAX RE-BALLOT - SURGE</b>	<b>Yes - strongly</b>	20%	16%	28%	17%	20%	17%	21%	27%	18%	11%	12%	23%	20%	26%
	<b>Yes - not so strongly</b>	13%	12%	12%	15%	13%	5%	10%	16%	15%	14%	11%	13%	10%	17%
	<b>Lean yes</b>	9%	8%	13%	9%	6%	12%	10%	10%	6%	21%	19%	6%	7%	4%
	<b>Undecided/DK</b>	18%	15%	20%	19%	19%	28%	27%	11%	17%	23%	22%	17%	20%	14%
	<b>Lean no</b>	4%	6%	4%	2%	5%	4%	6%	5%	3%	4%	4%	5%	5%	4%
	<b>No - not so strongly</b>	10%	20%	9%	3%	9%	13%		16%	9%	9%	9%	10%	10%	11%
	<b>No - strongly</b>	23%	22%	14%	33%	26%	22%	21%	14%	31%	12%	17%	26%	27%	24%
<b>(Refused)</b>	2%	1%		3%	3%		5%	1%	2%	6%	5%	0%	1%		
<b>A8.PARCEL TAX RE-BALLOT - SURGE</b>	<b>Yes</b>	42%	35%	53%	41%	38%	34%	41%	53%	40%	45%	43%	42%	38%	46%
	<b>No</b>	38%	48%	27%	37%	40%	39%	27%	35%	42%	26%	30%	40%	41%	39%
	<b>Undecided</b>	18%	15%	20%	19%	19%	28%	27%	11%	17%	23%	22%	17%	20%	14%
	<b>Refused</b>	2%	1%		3%	3%		5%	1%	2%	6%	5%	0%	1%	
	<b>Unweighted Count / Weighted Count</b>	250 / 250	61 / 59	68 / 65	48 / 57	73 / 69	48 / 51	28 / 34	79 / 72	92 / 91	51 / 52	61 / 62	188 / 187	97 / 95	91 / 92

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	TOTAL	EDUCATION /GENDER			HOME OWNERSHIP		HOME OWNERSHIP / GENDER				HOME OWNERSHIP / REGION						
		Non-college women	College men	College women	Own	Rent	Own Men	Own Women	Rent Men	Rent Women	Own Hills (CCD 5/6/8)	Own South (CCD 3/4/7)	Own West (CCD 1/2)	Rent Hills (CCD 5/6/8)	Rent South (CCD 3/4/7)	Rent West (CCD 1/2)	
<b>YES - NO</b>	4	34	0	3	-12	26	-5	-19	-1	47	-16	-14	-6	33	24	17	
<b>A8.PARCEL TAX RE-BALLOT - SURGE</b>	<b>Yes - strongly</b>	20%	20%	21%	25%	16%	27%	20%	13%	14%	37%	16%	21%	12%	27%	33%	16%
	<b>Yes - not so strongly</b>	13%	16%	16%	11%	14%	12%	14%	13%	13%	11%	13%	13%	16%	12%	13%	12%
	<b>Lean yes</b>	9%	18%	5%	6%	6%	12%	4%	7%	11%	12%	5%		11%	18%	4%	12%
	<b>Undecided/DK</b>	18%	19%	15%	20%	16%	22%	16%	16%	20%	24%	16%	17%	15%	15%	21%	36%
	<b>Lean no</b>	4%	2%	4%	5%	5%	3%	2%	8%	8%		1%	9%	9%	3%	6%	
	<b>No - not so strongly</b>	10%	6%	10%	10%	13%	7%	11%	14%	11%	4%	11%	8%	17%	5%	9%	8%
	<b>No - strongly</b>	23%	13%	28%	23%	30%	14%	30%	29%	20%	9%	36%	31%	19%	15%	12%	15%
<b>(Refused)</b>	2%	5%	1%		1%	2%	2%		1%	3%	2%			4%	2%		
<b>A8.PARCEL TAX RE-BALLOT - SURGE</b>	<b>Yes</b>	42%	55%	42%	42%	35%	51%	38%	33%	39%	60%	33%	35%	39%	57%	51%	40%
	<b>No</b>	38%	21%	42%	39%	48%	25%	43%	51%	39%	13%	49%	48%	45%	24%	27%	24%
	<b>Undecided</b>	18%	19%	15%	20%	16%	22%	16%	16%	20%	24%	16%	17%	15%	15%	21%	36%
	<b>Refused</b>	2%	5%	1%		1%	2%	2%		1%	3%	2%			4%	2%	
	<b>Unweighted Count / Weighted Count</b>	250	38	85	103	135	107	56	79	48	59	58	32	45	38	45	24
	250	38	91	96	130	111	61	69	49	62	62	26	42	45	39	26	

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		3.TOP ISSUES						4/5.COMBINED INITIAL PARCEL TAX				4/5.COMBINED INITIAL PARCEL TAX			
		TOTAL	Repairing deteriorating streets and sidewalks	Continue rehousing and providing services for homelessness	Major investment in affordable housing	Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront	Electrification of gas-powered buildings to reduce climate impact	Yes	No	Undecided	All swing	Yes - strongly	Yes - weak	No - weak	No - strongly
<b>YES - NO</b>		4	-14	9	14	-10	52	66	-82	10	11	70	62	-67	-93
<b>A8.PARCEL TAX RE-BALLOT - SURGE</b>	<b>Yes - strongly</b>	20%	14%	25%	25%	10%	40%	44%	1%	4%	9%	69%	19%	3%	
	<b>Yes - not so strongly</b>	13%	13%	14%	14%	15%	11%	20%		17%	18%	11%	30%		
	<b>Lean yes</b>	9%	7%	8%	5%	13%	18%	13%	3%	9%	14%	2%	24%	8%	
	<b>Undecided/DK</b>	18%	17%	16%	25%	11%	14%	11%	7%	48%	28%	4%	18%	11%	4%
	<b>Lean no</b>	4%	6%	4%	6%			3%	7%	2%	6%		6%	12%	4%
	<b>No - not so strongly</b>	10%	5%	11%	9%	17%	6%	2%	22%	10%	15%	4%		48%	2%
	<b>No - strongly</b>	23%	38%	21%	16%	31%	11%	6%	58%	8%	9%	8%	4%	19%	87%
<b>(Refused)</b>	2%		1%	1%	2%		2%	2%	1%	0%	3%			3%	
<b>A8.PARCEL TAX RE-BALLOT - SURGE</b>	<b>Yes</b>	42%	34%	46%	44%	39%	69%	77%	5%	30%	41%	82%	72%	11%	
	<b>No</b>	38%	48%	37%	30%	49%	17%	11%	86%	20%	30%	11%	10%	78%	93%
	<b>Undecided</b>	18%	17%	16%	25%	11%	14%	11%	7%	48%	28%	4%	18%	11%	4%
	<b>Refused</b>	2%		1%	1%	2%		2%	2%	1%	0%	3%			3%
	<b>Unweighted Count / Weighted Count</b>	250 / 250	82 / 80	112 / 112	128 / 128	48 / 45	34 / 34	105 / 108	84 / 82	61 / 60	147 / 150	53 / 54	52 / 54	34 / 35	50 / 47

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		TOTAL	6.INITIAL TOT INCREASE				6.INITIAL TOT INCREASE				7.INITIAL SALES TAX			
			Yes	No	Undeci ded	All swing	Yes - strongl y	Yes - weak	No - weak	No - strongl y	Yes	No	Undeci ded	All swing
<b>YES - NO</b>		4	61	-61	4	17	55	64	-38	-79	53	-43	24	18
<b>A8.PARCEL TAX RE- BALLOT - SURGE</b>	<b>Yes - strongly</b>	20%	37%	10%	9%	17%	54%	27%	14%	7%	40%	12%	13%	15%
	<b>Yes - not so strongly</b>	13%	20%	5%	13%	17%	13%	24%	11%		19%	9%	12%	17%
	<b>Lean yes</b>	9%	18%	1%	7%	13%	5%	25%	2%		13%	4%	12%	12%
	<b>Undecided/DK</b>	18%	12%	7%	43%	23%	12%	12%	9%	6%	9%	8%	48%	29%
	<b>Lean no</b>	4%	3%	9%	1%	3%	3%	2%	10%	8%	3%	7%	1%	6%
	<b>No - not so strongly</b>	10%	3%	17%	12%	13%	2%	4%	27%	9%	6%	15%	8%	13%
	<b>No - strongly (Refused)</b>	23% 2%	8% 1%	51% 1%	12% 3%	13% 1%	11% 1%	6% 1%	28% 1%	70% 1%	10% 1%	45% 1%	4% 2%	7% 2%
<b>A8.PARCEL TAX RE- BALLOT - SURGE</b>	<b>Yes</b>	42%	75%	16%	29%	46%	72%	76%	27%	7%	72%	25%	37%	44%
	<b>No</b>	38%	14%	77%	25%	29%	16%	12%	64%	87%	18%	67%	13%	26%
	<b>Undecided</b>	18%	12%	7%	43%	23%	12%	12%	9%	6%	9%	8%	48%	29%
	<b>Refused</b>	2%			3%	1%					1%		2%	2%
	<b>Unweighted Count / Weighted Count</b>	250 250	99 97	88 85	62 67	165 165	36 37	63 60	40 38	48 47	78 76	109 108	61 64	142 146

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		TOTAL	7.INITIAL SALES TAX				8/9.COMBINED INFORMED PARCEL TAX			10.TOT INCREASE RE-BALLOT			11.SALES TAX RE-BALLOT		
			Yes - strongly	Yes - weak	No - weak	No - strongly	Yes	No	Undecided	Yes	No	Undecided	Yes	No	Undecided
<b>YES - NO</b>		4	42	60	-54	-37	100	-100	0	49	-47	8	63	-39	10
<b>A8.PARCEL TAX RE-BALLOT - SURGE</b>	<b>Yes - strongly</b>	20%	65%	24%	5%	15%	48%			36%	8%	8%	38%	14%	8%
	<b>Yes - not so strongly</b>	13%	3%	28%	9%	9%	31%			20%	7%	9%	23%	7%	9%
	<b>Lean yes</b>	9%		21%		6%	21%			12%	6%	8%	16%	5%	7%
	<b>Undecided/DK</b>	18%	5%	11%	19%	3%			100%	12%	11%	53%	7%	9%	57%
	<b>Lean no</b>	4%		4%	18%	3%		11%		3%	6%	3%	3%	4%	7%
	<b>No - not so strongly</b>	10%	11%	4%	35%	5%		27%		8%	14%	9%	7%	17%	2%
	<b>No - strongly</b>	23%	16%	6%	14%	59%		62%		9%	47%	6%	5%	44%	6%
<b>(Refused)</b>	2%		2%								5%			4%	
<b>A8.PARCEL TAX RE-BALLOT - SURGE</b>	<b>Yes</b>	42%	69%	74%	14%	30%	100%			69%	21%	25%	78%	26%	24%
	<b>No</b>	38%	27%	14%	67%	67%		100%		20%	68%	17%	15%	65%	15%
	<b>Undecided</b>	18%	5%	11%	19%	3%			100%	12%	11%	53%	7%	9%	57%
	<b>Refused</b>	2%		2%								5%			4%
	<b>Unweighted Count / Weighted Count</b>	250	29	49	32	77	107	97	43	112	98	39	84	118	46
	250	28	47	34	74	105	95	46	109	98	42	80	116	52	

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		TOTAL	4/5-8/9.PARCEL TAX SHIFT				6-10.TOT INCREASE SHIFT					7-11.SALES TAX SHIFT				
			Solid Yes	Solid No	Persua dable	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No
<b>YES - NO</b>		4	100	-100	39	-67	61	-67	3	9	23	71	-44	22	24	-5
<b>A8.PARCEL TAX RE-BALLOT - SURGE</b>	<b>Yes - strongly</b>	20%	57%		6%		41%	5%	16%	24%	12%	48%	12%	11%	14%	15%
	<b>Yes - not so strongly</b>	13%	26%		18%		19%	6%	14%	22%	13%	22%	7%	15%	23%	11%
	<b>Lean yes</b>	9%	17%		15%		15%	1%	1%	2%	25%	15%	5%	11%	15%	8%
	<b>Undecided/DK</b>	18%			61%	33%	11%	8%	38%	14%	24%	2%	7%	47%	20%	25%
	<b>Lean no</b>	4%		8%		13%	3%	7%	3%	7%	2%	1%	4%	7%	13%	6%
	<b>No - not so strongly</b>	10%		25%		22%	4%	16%	14%	17%	6%	7%	16%	3%	5%	14%
	<b>No - strongly</b>	23%		67%		31%	7%	56%	10%	13%	19%	6%	48%	5%	10%	18%
<b>(Refused)</b>	2%							4%					2%		2%	
<b>A8.PARCEL TAX RE-BALLOT - SURGE</b>	<b>Yes</b>	42%	100%		39%		75%	12%	30%	48%	50%	84%	24%	36%	52%	34%
	<b>No</b>	38%		100%	67%		14%	79%	28%	38%	27%	13%	69%	14%	28%	39%
	<b>Undecided</b>	18%			61%	33%	11%	8%	38%	14%	24%	2%	7%	47%	20%	25%
	<b>Refused</b>	2%							4%					2%		2%
	<b>Unweighted Count / Weighted Count</b>	250	83	75	56	33	83	75	59	31	32	60	97	56	30	35
	250	83	71	57	35	81	72	61	29	34	56	94	61	31	36	

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		TOTAL	TARGETS			SPLIT	
			Yes on all	Mixed	No on all	A	B
<b>YES - NO</b>		4	91	12	-95	4	.
<b>A8.PARCEL TAX RE-BALLOT - SURGE</b>	<b>Yes - strongly</b>	20%	59%	18%		20%	
	<b>Yes - not so strongly</b>	13%	15%	18%		13%	
	<b>Lean yes</b>	9%	19%	9%		9%	
	<b>Undecided/DK</b>	18%	4%	19%	5%	18%	
	<b>Lean no</b>	4%		3%	11%	4%	
	<b>No - not so strongly</b>	10%		13%	15%	10%	
	<b>No - strongly</b>	23%	2%	16%	68%	23%	
	<b>(Refused)</b>	2%		3%		2%	
<b>A8.PARCEL TAX RE-BALLOT - SURGE</b>	<b>Yes</b>	42%	93%	45%		42%	
	<b>No</b>	38%	2%	32%	95%	38%	
	<b>Undecided</b>	18%	4%	19%	5%	18%	
	<b>Refused</b>	2%		3%		2%	
	<b>Unweighted Count / Weighted Count</b>	250	48	123	55	250	
	250	47	126	52	250		

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		TOTAL	GENDER		RACE				RACE /GENDER				REGION		
			Men	Women	People of color	White alone	Black	Latino/a	Men of color	Women of color	White men	White women	Hills (CCD 5/6/8)	South (CCD 3/4/7)	West (CCD 1/2)
<b>YES - NO</b>		4	-10	15	0	7	-14	7	-5	7	-10	18	8	-5	4
<b>B9.PARCEL TAX RE-BALLOT - NO SURGE</b>	<b>Yes - strongly</b>	26%	20%	32%	25%	28%	16%	25%	27%	22%	17%	35%	25%	23%	31%
	<b>Yes - not so strongly</b>	14%	13%	15%	16%	14%	17%	12%	12%	21%	15%	13%	14%	17%	14%
	<b>Lean yes</b>	6%	5%	7%	8%	5%	8%	15%	6%	10%	5%	5%	10%	4%	1%
	<b>Undecided/DK</b>	9%	9%	8%	3%	11%	2%	3%	5%	2%	11%	10%	9%	8%	10%
	<b>Lean no</b>	3%	4%	3%	1%	5%			1%		6%	4%	6%	1%	2%
	<b>No - not so strongly</b>	14%	13%	15%	10%	17%	12%	12%	8%	12%	18%	16%	11%	19%	14%
	<b>No - strongly</b>	26%	32%	21%	38%	19%	44%	33%	41%	34%	23%	16%	25%	28%	25%
	<b>(Refused)</b>	1%	2%			2%					4%		1%		2%
<b>B9.PARCEL TAX RE-BALLOT - NO SURGE</b>	<b>Yes</b>	47%	39%	54%	48%	47%	42%	52%	45%	53%	37%	54%	49%	44%	46%
	<b>No</b>	43%	49%	38%	48%	40%	56%	45%	50%	46%	47%	36%	41%	49%	42%
	<b>Undecided</b>	9%	9%	8%	3%	11%	2%	3%	5%	2%	11%	10%	9%	8%	10%
	<b>Refused</b>	1%	2%			2%					4%		1%		2%
	<b>Unweighted Count /</b>	250	126	124	89	157	32	32	57	32	65	92	108	56	86
	<b>Weighted Count</b>	250	116	134	84	163	28	23	48	36	64	98	110	67	73

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		TOTAL	REGION / GENDER						AGE					AGE	
			Hills (CCD 5/6/8) Men	Hills (CCD 5/6/8) Women	South (CCD 3/4/7) Men	South (CCD 3/4/7) Women	West (CCD 1/2) Men	West (CCD 1/2) Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over
<b>YES - NO</b>		4	4	12	-23	11	-19	23	14	17	14	7	-19	15	-8
<b>B9.PARCEL TAX RE-BALLOT - NO SURGE</b>	<b>Yes - strongly</b>	26%	29%	22%	10%	35%	17%	43%	27%	21%	31%	30%	24%	26%	26%
	<b>Yes - not so strongly</b>	14%	9%	18%	20%	14%	14%	13%	17%	24%	12%	16%	8%	18%	11%
	<b>Lean yes</b>	6%	8%	12%	3%	5%	3%		11%	9%	3%	4%	5%	8%	4%
	<b>Undecided/DK</b>	9%	8%	9%	11%	4%	10%	10%	4%	9%	20%	8%	6%	10%	7%
	<b>Lean no</b>	3%	5%	7%	2%		5%		3%	2%	3%	2%	5%	3%	4%
	<b>No - not so strongly</b>	14%	7%	14%	23%	16%	12%	16%	15%	10%	11%	20%	13%	12%	16%
	<b>No - strongly</b>	26%	31%	19%	31%	27%	35%	17%	22%	25%	17%	21%	37%	22%	30%
<b>(Refused)</b>	1%	3%				5%				4%		2%	1%	1%	
<b>B9.PARCEL TAX RE-BALLOT - NO SURGE</b>	<b>Yes</b>	47%	47%	52%	33%	53%	33%	57%	55%	54%	45%	49%	37%	52%	42%
	<b>No</b>	43%	43%	39%	56%	42%	52%	33%	41%	37%	31%	42%	55%	37%	50%
	<b>Undecided</b>	9%	8%	9%	11%	4%	10%	10%	4%	9%	20%	8%	6%	10%	7%
	<b>Refused</b>	1%	3%				5%				4%		2%	1%	1%
	<b>Unweighted Count / Weighted Count</b>	250 / 250	49 / 52	59 / 58	35 / 32	21 / 36	42 / 33	44 / 40	48 / 45	43 / 43	29 / 35	51 / 53	78 / 73	120 / 123	129 / 126

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		TOTAL	GENDER /AGE				RACE /AGE				EDUCATION				
			Men <50	Women <50	Men 50+	Women 50+	People of color <50	People of color 50+	White <50	White 50+	Post H. S.	Non-college grad	College graduate or post-grad	4-year College grad	Post-graduate
<b>YES - NO</b>		4	-1	31	-20	1	12	-15	21	-4	1	2	4	17	-5
<b>B9.PARCEL TAX RE-BALLOT - NO SURGE</b>	<b>Yes - strongly</b>	26%	13%	39%	29%	24%	25%	25%	28%	27%	21%	20%	28%	34%	24%
	<b>Yes - not so strongly</b>	14%	21%	15%	4%	16%	22%	8%	16%	12%	18%	18%	14%	15%	12%
	<b>Lean yes</b>	6%	9%	7%	2%	6%	7%	8%	8%	3%	11%	12%	4%	3%	6%
	<b>Undecided/DK</b>	9%	12%	9%	7%	7%	3%	4%	14%	8%	3%	2%	10%	14%	8%
	<b>Lean no</b>	3%	4%	2%	4%	4%	1%		4%	5%	2%	2%	4%	2%	5%
	<b>No - not so strongly</b>	14%	9%	15%	18%	15%	13%	6%	12%	20%	6%	8%	16%	17%	14%
	<b>No - strongly</b>	26%	30%	13%	33%	27%	28%	50%	15%	21%	40%	38%	22%	15%	28%
<b>(Refused)</b>	1%	2%		2%				2%	2%			1%		3%	
<b>B9.PARCEL TAX RE-BALLOT - NO SURGE</b>	<b>Yes</b>	47%	43%	61%	35%	47%	54%	40%	52%	43%	49%	50%	46%	52%	42%
	<b>No</b>	43%	43%	30%	55%	46%	43%	56%	31%	47%	48%	48%	42%	35%	47%
	<b>Undecided</b>	9%	12%	9%	7%	7%	3%	4%	14%	8%	3%	2%	10%	14%	8%
	<b>Refused</b>	1%	2%		2%				2%	2%			1%		3%
	<b>Unweighted Count / Weighted Count</b>	250 / 250	66 / 61	54 / 62	60 / 55	69 / 71	52 / 48	37 / 35	65 / 72	91 / 90	48 / 44	55 / 50	194 / 199	88 / 89	106 / 110

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	TOTAL	EDUCATION /GENDER			HOME OWNERSHIP		HOME OWNERSHIP / GENDER				HOME OWNERSHIP / REGION						
		Non-college women	College men	College women	Own	Rent	Own Men	Own Women	Rent Men	Rent Women	Own Hills (CCD 5/6/8)	Own South (CCD 3/4/7)	Own West (CCD 1/2)	Rent Hills (CCD 5/6/8)	Rent South (CCD 3/4/7)	Rent West (CCD 1/2)	
<b>YES - NO</b>	4	23	-5	13	-9	21	-24	3	6	36	-2	-23	-9	26	18	18	
<b>B9.PARCEL TAX RE-BALLOT - NO SURGE</b>	<b>Yes - strongly</b>	26%	21%	21%	35%	23%	33%	17%	28%	25%	40%	24%	20%	22%	30%	27%	42%
	<b>Yes - not so strongly</b>	14%	29%	16%	12%	14%	14%	12%	16%	15%	14%	16%	9%	16%	9%	24%	12%
	<b>Lean yes</b>	6%	11%	4%	5%	4%	9%	5%	2%	6%	12%	5%	2%	3%	18%	7%	
	<b>Undecided/DK</b>	9%	2%	11%	10%	9%	8%	6%	11%	11%	5%	6%	14%	9%	12%	2%	8%
	<b>Lean no</b>	3%		4%	4%	4%	3%	5%	4%	3%	2%	8%	2%		3%		5%
	<b>No - not so strongly</b>	14%	10%	15%	16%	12%	15%	14%	10%	13%	17%	11%	13%	11%	8%	20%	18%
	<b>No - strongly</b>	26%	28%	27%	18%	34%	17%	39%	30%	24%	11%	28%	39%	39%	20%	20%	12%
<b>(Refused)</b>	1%		3%		1%	1%	2%		3%		2%					4%	
<b>B9.PARCEL TAX RE-BALLOT - NO SURGE</b>	<b>Yes</b>	47%	60%	40%	52%	41%	56%	34%	46%	46%	65%	45%	31%	41%	57%	58%	53%
	<b>No</b>	43%	38%	46%	38%	50%	35%	58%	43%	40%	30%	47%	55%	50%	31%	40%	35%
	<b>Undecided</b>	9%	2%	11%	10%	9%	8%	6%	11%	11%	5%	6%	14%	9%	12%	2%	8%
	<b>Refused</b>	1%		3%		1%	1%	2%		3%		2%					4%
	<b>Unweighted Count / Weighted Count</b>	250	29	99	95	148	95	71	77	53	42	71	27	50	32	28	35
	250	29	95	104	129	112	57	72	56	56	62	31	36	43	34	35	

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		3.TOP ISSUES						4/5.COMBINED INITIAL PARCEL TAX				4/5.COMBINED INITIAL PARCEL TAX			
		TOTAL	Repairing deteriorating streets and sidewalks	Continue rehousing and providing services for homelessness	Major investment in affordable housing	Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront	Electrification of gas-powered buildings to reduce climate impact	Yes	No	Undecided	All swing	Yes - strongly	Yes - weak	No - weak	No - strongly
<b>YES - NO</b>		4	-32	29	20	-26	37	80	-83	1	10	80	79	-68	-95
<b>B9.PARCEL TAX RE-BALLOT - NO SURGE</b>	<b>Yes - strongly</b>	26%	11%	37%	32%	19%	45%	53%	2%	8%	14%	74%	27%	3%	2%
	<b>Yes - not so strongly</b>	14%	12%	16%	16%	15%	4%	25%	2%	15%	23%	11%	43%	5%	
	<b>Lean yes</b>	6%	8%	6%	6%	3%	18%	8%	4%	4%	10%	3%	16%	8%	1%
	<b>Undecided/DK</b>	9%	5%	13%	11%	2%	3%	4%	1%	47%	15%	5%	4%	2%	
	<b>Lean no</b>	3%	3%	4%	2%	8%	6%	1%	7%	2%	6%	2%		15%	
	<b>No - not so strongly</b>	14%	18%	9%	10%	20%	13%	5%	23%	17%	22%	5%	5%	48%	4%
	<b>No - strongly</b>	26%	42%	16%	21%	35%	11%	1%	62%	7%	9%	1%	2%	19%	93%
<b>(Refused)</b>	1%	1%		1%			1%			1%		3%			
<b>B9.PARCEL TAX RE-BALLOT - NO SURGE</b>	<b>Yes</b>	47%	31%	58%	54%	36%	67%	87%	8%	27%	47%	88%	86%	15%	3%
	<b>No</b>	43%	63%	29%	34%	62%	30%	7%	91%	26%	37%	8%	7%	83%	97%
	<b>Undecided</b>	9%	5%	13%	11%	2%	3%	4%	1%	47%	15%	5%	4%	2%	
	<b>Refused</b>	1%	1%		1%			1%			1%		3%		
	<b>Unweighted Count / Weighted Count</b>	250 / 250	103 / 98	113 / 118	124 / 127	58 / 57	20 / 19	114 / 115	102 / 98	32 / 34	125 / 127	64 / 64	50 / 51	43 / 42	59 / 56

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	TOTAL	6.INITIAL TOT INCREASE				6.INITIAL TOT INCREASE				7.INITIAL SALES TAX				
		Yes	No	Undeci ded	All swing	Yes - strongl y	Yes - weak	No - weak	No - strongl y	Yes	No	Undeci ded	All swing	
<b>YES - NO</b>	4	61	-47	-1	9	69	55	-27	-65	68	-39	23	15	
<b>B9.PARCEL TAX RE- BALLOT - NO SURGE</b>	<b>Yes - strongly</b>	26%	47%	14%	18%	21%	65%	31%	14%	13%	47%	16%	25%	22%
	<b>Yes - not so strongly</b>	14%	24%	4%	17%	19%	16%	31%	8%	2%	22%	8%	23%	22%
	<b>Lean yes</b>	6%	7%	7%	2%	8%	2%	10%	12%	2%	10%	5%	5%	6%
	<b>Undecided/DK</b>	9%	6%	2%	25%	13%	2%	9%	2%	2%	11%	5%	17%	13%
	<b>Lean no</b>	3%	3%	4%	3%	4%	2%	4%	6%	2%	2%	5%	2%	4%
	<b>No - not so strongly</b>	14%	5%	21%	16%	18%	4%	6%	33%	11%	3%	18%	21%	20%
	<b>No - strongly (Refused)</b>	26%	8%	46%	19%	16%	8%	8%	21%	68%	6%	44%	7%	12%
<b>B9.PARCEL TAX RE- BALLOT - NO SURGE</b>	<b>Yes</b>	47%	78%	25%	37%	48%	83%	73%	34%	17%	79%	28%	53%	50%
	<b>No</b>	43%	16%	72%	38%	38%	14%	18%	61%	81%	11%	67%	30%	35%
	<b>Undecided</b>	9%	6%	2%	25%	13%	2%	9%	2%	2%	11%	5%	17%	13%
	<b>Refused</b>	1%		2%		1%			3%			1%		1%
	<b>Unweighted Count / Weighted Count</b>	250 250	90 90	102 100	56 57	153 153	41 41	49 50	48 46	54 54	75 70	129 129	44 48	130 131

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		TOTAL	7.INITIAL SALES TAX				8/9.COMBINED INFORMED PARCEL TAX			10.TOT INCREASE RE-BALLOT			11.SALES TAX RE-BALLOT		
			Yes - strongly	Yes - weak	No - weak	No - strongly	Yes	No	Undecided	Yes	No	Undecided	Yes	No	Undecided
<b>YES - NO</b>		4	71	64	-30	-44	100	-100	0	61	-52	21	74	-45	31
<b>B9.PARCEL TAX RE-BALLOT - NO SURGE</b>	<b>Yes - strongly</b>	26%	69%	26%	17%	15%	56%			44%	11%	26%	50%	14%	24%
	<b>Yes - not so strongly</b>	14%	4%	39%	8%	7%	31%			26%	6%	9%	26%	8%	16%
	<b>Lean yes</b>	6%	10%	10%	4%	5%	13%			8%	5%	5%	8%	4%	9%
	<b>Undecided/DK</b>	9%	6%	15%	8%	2%			100%	5%	4%	39%	5%	4%	34%
	<b>Lean no</b>	3%	2%	2%	6%	4%		8%		3%	4%		1%	5%	3%
	<b>No - not so strongly</b>	14%	2%	5%	31%	10%		33%		6%	24%	5%	5%	21%	8%
	<b>No - strongly</b>	26%	7%	4%	23%	57%		60%		8%	45%	15%	4%	44%	6%
<b>(Refused)</b>	1%			3%											
<b>B9.PARCEL TAX RE-BALLOT - NO SURGE</b>	<b>Yes</b>	47%	83%	75%	29%	27%	100%			78%	22%	41%	85%	26%	49%
	<b>No</b>	43%	11%	10%	59%	71%		100%		17%	74%	20%	10%	70%	17%
	<b>Undecided</b>	9%	6%	15%	8%	2%			100%	5%	4%	39%	5%	4%	34%
	<b>Refused</b>	1%			3%										
	<b>Unweighted Count / Weighted Count</b>	250	39	36	50	79	115	112	21	109	114	25	85	133	30
	250	35	35	48	82	117	108	22	104	115	29	77	134	37	

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		TOTAL	4/5-8/9.PARCEL TAX SHIFT				6-10.TOT INCREASE SHIFT					7-11.SALES TAX SHIFT				
			Solid Yes	Solid No	Persua dable	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No
<b>YES - NO</b>		4	100	-100	50	-77	59	-59	37	60	-12	78	-41	44	57	-37
<b>B9.PARCEL TAX RE-BALLOT - NO SURGE</b>	<b>Yes - strongly</b>	26%	61%		14%		48%	13%	24%	34%	15%	52%	15%	30%	42%	10%
	<b>Yes - not so strongly</b>	14%	29%		21%		25%	3%	21%	25%	13%	25%	8%	25%	26%	6%
	<b>Lean yes</b>	6%	10%		16%		5%	4%	10%	17%	8%	9%	5%	6%	6%	6%
	<b>Undecided/DK</b>	9%			50%	23%	4%	2%	25%	7%	16%	6%	4%	22%	9%	18%
	<b>Lean no</b>	3%		7%		9%	3%	5%	2%	3%	3%	1%	5%	3%		3%
	<b>No - not so strongly</b>	14%		25%		51%	6%	22%	6%	10%	25%	4%	18%	10%	7%	32%
	<b>No - strongly</b>	26%		68%		18%	9%	52%	12%	4%	19%	3%	46%	5%	10%	24%
<b>(Refused)</b>	1%															
<b>B9.PARCEL TAX RE-BALLOT - NO SURGE</b>	<b>Yes</b>	47%	100%		50%		77%	20%	56%	77%	36%	86%	27%	61%	74%	22%
	<b>No</b>	43%		100%		77%	18%	78%	19%	16%	48%	8%	69%	17%	17%	60%
	<b>Undecided</b>	9%			50%	23%	4%	2%	25%	7%	16%	6%	4%	22%	9%	18%
	<b>Refused</b>	1%														
	<b>Unweighted Count / Weighted Count</b>	250	100	94	31	22	81	93	46	31	27	65	118	43	24	21
	250	100	89	34	22	81	90	45	27	31	60	120	45	20	22	

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		TOTAL	TARGETS			SPLIT	
			Yes on all	Mixed	No on all	A	B
<b>YES - NO</b>		4	88	22	-91	.	4
<b>B9.PARCEL TAX RE-BALLOT - NO SURGE</b>	<b>Yes - strongly</b>	26%	60%	30%	2%		26%
	<b>Yes - not so strongly</b>	14%	27%	17%			14%
	<b>Lean yes</b>	6%	3%	9%	2%		6%
	<b>Undecided/DK</b>	9%	9%	8%	1%		9%
	<b>Lean no</b>	3%	2%	4%	5%		3%
	<b>No - not so strongly</b>	14%		15%	20%		14%
	<b>No - strongly</b>	26%		16%	70%		26%
	<b>(Refused)</b>	1%		1%			1%
<b>B9.PARCEL TAX RE-BALLOT - NO SURGE</b>	<b>Yes</b>	47%	90%	56%	4%		47%
	<b>No</b>	43%	2%	35%	95%		43%
	<b>Undecided</b>	9%	9%	8%	1%		9%
	<b>Refused</b>	1%		1%			1%
	<b>Unweighted Count /</b>	250	44	128	65		250
	<b>Weighted Count</b>	250	43	131	61		250

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		TOTAL	GENDER		RACE				RACE /GENDER				REGION		
			Men	Women	People of color	White alone	Black	Latino/a	Men of color	Women of color	White men	White women	Hills (CCD 5/6/8)	South (CCD 3/4/7)	West (CCD 1/2)
<b>YES - NO</b>		0	-6	5	-5	3	-16	2	-2	-8	-7	11	2	1	-4
<b>10.TOT INCREASE RE-BALLOT</b>	<b>Yes - strongly</b>	19%	18%	20%	19%	20%	23%	18%	20%	18%	17%	22%	17%	25%	18%
	<b>Yes - not so strongly</b>	16%	13%	19%	13%	18%	14%	10%	10%	16%	15%	20%	19%	11%	16%
	<b>Lean yes</b>	7%	8%	6%	9%	6%	2%	16%	14%	5%	5%	7%	8%	6%	7%
	<b>Undecided/DK</b>	14%	14%	14%	12%	15%	7%	14%	12%	13%	17%	14%	14%	16%	13%
	<b>Lean no</b>	5%	5%	5%	6%	4%	6%	8%	4%	9%	5%	4%	5%	4%	7%
	<b>No - not so strongly</b>	14%	16%	12%	11%	15%	13%	10%	10%	11%	20%	12%	12%	14%	15%
	<b>No - strongly</b>	24%	25%	23%	29%	21%	35%	24%	31%	27%	19%	22%	25%	24%	23%
<b>(Refused)</b>	1%	1%	1%	1%	1%				2%	2%		1%		1%	
<b>10.TOT INCREASE RE-BALLOT</b>	<b>Yes</b>	42%	39%	45%	41%	44%	38%	44%	43%	39%	37%	49%	43%	43%	41%
	<b>No</b>	43%	45%	40%	46%	40%	54%	42%	45%	47%	44%	38%	41%	42%	45%
	<b>Undecided</b>	14%	14%	14%	12%	15%	7%	14%	12%	13%	17%	14%	14%	16%	13%
	<b>Refused</b>	1%	1%	1%	1%	1%				2%	2%		1%		1%
<b>6-10.TOT INCREASE SHIFT</b>	<b>Solid Yes</b>	32%	31%	33%	31%	33%	23%	35%	33%	29%	30%	36%	34%	33%	30%
	<b>Solid No</b>	32%	36%	29%	35%	30%	43%	33%	39%	31%	33%	29%	31%	31%	36%
	<b>Solid undecided</b>	10%	10%	10%	9%	10%	6%	14%	9%	10%	11%	9%	10%	11%	9%
	<b>Persuadable</b>	21%	19%	23%	21%	22%	22%	23%	21%	21%	19%	23%	20%	24%	21%
	<b>Toward Yes</b>	11%	9%	13%	11%	11%	15%	9%	12%	11%	8%	14%	10%	12%	12%
	<b>Toward No</b>	13%	12%	13%	12%	13%	13%	8%	8%	17%	15%	12%	13%	13%	12%
	<b>Unweighted Count / Weighted Count</b>	500	235	265	165	328	55	53	96	69	134	194	206	135	159
	500	232	268	168	325	55	45	89	80	139	186	220	135	145	

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	TOTAL	REGION / GENDER						AGE					AGE		
		Hills (CCD 5/6/8) Men	Hills (CCD 5/6/8) Women	South (CCD 3/4/7) Men	South (CCD 3/4/7) Women	West (CCD 1/2) Men	West (CCD 1/2) Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over	
<b>YES - NO</b>	0	-7	9	-7	8	-2	-5	16	-6	-7	12	-12	2	-2	
<b>10.TOT INCREASE RE-BALLOT</b>	<b>Yes - strongly</b>	19%	15%	18%	21%	29%	21%	16%	20%	15%	20%	19%	21%	18%	21%
	<b>Yes - not so strongly</b>	16%	13%	24%	14%	9%	12%	20%	24%	15%	16%	17%	11%	19%	13%
	<b>Lean yes</b>	7%	9%	7%	5%	7%	10%	4%	6%	9%	1%	11%	7%	6%	9%
	<b>Undecided/DK</b>	14%	18%	10%	13%	18%	10%	15%	16%	15%	18%	15%	9%	16%	12%
	<b>Lean no</b>	5%	4%	5%	5%	2%	6%	7%	9%	4%	2%	2%	7%	5%	5%
	<b>No - not so strongly</b>	14%	15%	9%	20%	10%	13%	17%	11%	21%	18%	10%	11%	17%	11%
	<b>No - strongly</b>	24%	25%	25%	23%	24%	26%	20%	14%	20%	23%	23%	33%	19%	29%
<b>(Refused)</b>	1%	1%	2%			2%				2%	2%	1%	1%	1%	
<b>10.TOT INCREASE RE-BALLOT</b>	<b>Yes</b>	42%	37%	49%	40%	45%	43%	40%	50%	39%	37%	47%	39%	43%	43%
	<b>No</b>	43%	44%	39%	47%	37%	45%	45%	34%	45%	43%	36%	51%	40%	45%
	<b>Undecided</b>	14%	18%	10%	13%	18%	10%	15%	16%	15%	18%	15%	9%	16%	12%
	<b>Refused</b>	1%	1%	2%			2%				2%	2%	1%	1%	1%
<b>6-10.TOT INCREASE SHIFT</b>	<b>Solid Yes</b>	32%	30%	38%	29%	36%	35%	25%	44%	27%	27%	36%	28%	33%	31%
	<b>Solid No</b>	32%	32%	29%	41%	22%	35%	37%	28%	33%	34%	26%	39%	32%	33%
	<b>Solid undecided</b>	10%	14%	7%	9%	13%	5%	12%	9%	11%	16%	11%	7%	12%	9%
	<b>Persuadable</b>	21%	20%	20%	24%	23%	13%	27%	18%	24%	25%	23%	18%	22%	21%
	<b>Toward Yes</b>	11%	7%	13%	15%	10%	8%	16%	9%	13%	9%	13%	11%	10%	12%
	<b>Toward No</b>	13%	15%	12%	6%	19%	14%	10%	11%	16%	11%	12%	14%	12%	13%
	<b>Unweighted Count / Weighted Count</b>	500 / 500	88 / 103	118 / 117	71 / 63	64 / 71	76 / 65	83 / 80	86 / 91	104 / 86	59 / 71	94 / 106	156 / 146	249 / 247	250 / 252

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		TOTAL	GENDER /AGE				RACE /AGE				EDUCATION				
			Men <50	Women <50	Men 50+	Women 50+	People of color <50	People of color 50+	White <50	White 50+	Post H. S.	Non-college grad	College graduate or post-grad	4-year College grad	Post-graduate
<b>YES - NO</b>		0	-7	10	-5	0	2	-14	4	3	6	3	0	3	-4
<b>10.TOT INCREASE RE-BALLOT</b>	<b>Yes - strongly</b>	19%	17%	19%	20%	21%	20%	17%	17%	22%	19%	20%	19%	16%	23%
	<b>Yes - not so strongly</b>	16%	14%	23%	12%	15%	18%	6%	20%	17%	17%	16%	16%	19%	13%
	<b>Lean yes</b>	7%	6%	5%	10%	7%	6%	15%	6%	6%	10%	8%	7%	7%	7%
	<b>Undecided/DK</b>	14%	18%	15%	11%	12%	14%	9%	18%	12%	11%	13%	14%	20%	10%
	<b>Lean no</b>	5%	5%	5%	4%	5%	6%	8%	5%	4%	6%	6%	5%	5%	5%
	<b>No - not so strongly</b>	14%	18%	15%	13%	8%	11%	9%	20%	11%	6%	9%	15%	13%	16%
	<b>No - strongly</b>	24%	21%	17%	29%	30%	25%	34%	13%	27%	28%	26%	23%	21%	26%
	<b>(Refused)</b>	1%	1%		1%	1%		3%	1%	1%	2%	2%	1%		1%
<b>10.TOT INCREASE RE-BALLOT</b>	<b>Yes</b>	42%	37%	48%	42%	43%	44%	37%	42%	45%	46%	44%	42%	42%	43%
	<b>No</b>	43%	44%	37%	46%	43%	42%	51%	38%	42%	40%	41%	43%	39%	46%
	<b>Undecided</b>	14%	18%	15%	11%	12%	14%	9%	18%	12%	11%	13%	14%	20%	10%
	<b>Refused</b>	1%	1%		1%	1%		3%	1%	1%	2%	2%	1%		1%
<b>6-10.TOT INCREASE SHIFT</b>	<b>Solid Yes</b>	32%	31%	36%	32%	31%	34%	26%	33%	34%	38%	36%	32%	30%	33%
	<b>Solid No</b>	32%	37%	27%	35%	32%	32%	39%	30%	31%	25%	27%	34%	30%	37%
	<b>Solid undecided</b>	10%	13%	10%	7%	10%	10%	8%	13%	8%	9%	9%	10%	13%	8%
	<b>Persuadable</b>	21%	20%	24%	18%	22%	22%	20%	23%	20%	18%	17%	23%	27%	19%
	<b>Toward Yes</b>	11%	8%	13%	11%	13%	11%	12%	10%	12%	9%	8%	12%	13%	11%
	<b>Toward No</b>	13%	11%	14%	13%	13%	12%	13%	13%	13%	18%	18%	11%	13%	10%
	<b>Unweighted Count / Weighted Count</b>	500	127	122	108	142	100	65	144	183	99	116	382	185	197
	500	120	127	112	140	99	70	144	181	96	112	386	184	202	

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	TOTAL	EDUCATION / GENDER			HOME OWNERSHIP		HOME OWNERSHIP / GENDER				HOME OWNERSHIP / REGION						
		Non-college women	College men	College women	Own	Rent	Own Men	Own Women	Rent Men	Rent Women	Own Hills (CCD 5/6/8)	Own South (CCD 3/4/7)	Own West (CCD 1/2)	Rent Hills (CCD 5/6/8)	Rent South (CCD 3/4/7)	Rent West (CCD 1/2)	
<b>YES - NO</b>	0	10	-4	3	0	2	-4	4	-5	9	-1	4	1	10	1	-7	
<b>10.TOT INCREASE RE-BALLOT</b>	<b>Yes - strongly</b>	19%	21%	18%	20%	19%	18%	21%	17%	21%	17%	27%	18%	17%	25%	16%	
	<b>Yes - not so strongly</b>	16%	21%	14%	18%	14%	15%	21%	11%	16%	22%	11%	18%	15%	11%	16%	
	<b>Lean yes</b>	7%	5%	7%	7%	6%	9%	6%	6%	10%	7%	5%	6%	9%	13%	6%	5%
	<b>Undecided/DK</b>	14%	14%	15%	14%	12%	17%	15%	10%	15%	18%	10%	16%	11%	18%	16%	16%
	<b>Lean no</b>	5%	5%	4%	5%	3%	6%	4%	3%	5%	8%	3%	2%	5%	7%	5%	7%
	<b>No - not so strongly</b>	14%	10%	17%	12%	12%	15%	11%	12%	21%	9%	14%	7%	12%	9%	19%	19%
	<b>No - strongly (Refused)</b>	1%	3%	2%		1%	1%	1%		1%	1%	1%			2%		2%
<b>10.TOT INCREASE RE-BALLOT</b>	<b>Yes</b>	42%	46%	39%	45%	44%	42%	40%	47%	39%	44%	44%	44%	45%	45%	43%	37%
	<b>No</b>	43%	37%	44%	42%	44%	40%	44%	43%	44%	36%	45%	40%	44%	35%	41%	44%
	<b>Undecided</b>	14%	14%	15%	14%	12%	17%	15%	10%	15%	18%	10%	16%	11%	18%	16%	16%
	<b>Refused</b>	1%	3%	2%		1%	1%	1%		1%	1%	1%			2%		2%
<b>6-10.TOT INCREASE SHIFT</b>	<b>Solid Yes</b>	32%	38%	31%	32%	31%	34%	28%	34%	35%	34%	32%	31%	29%	38%	34%	29%
	<b>Solid No</b>	32%	20%	35%	33%	35%	29%	35%	36%	36%	22%	33%	34%	40%	26%	29%	32%
	<b>Solid undecided</b>	10%	9%	10%	10%	9%	12%	10%	7%	11%	13%	10%	8%	7%	10%	14%	12%
	<b>Persuadable</b>	21%	18%	20%	25%	22%	21%	24%	21%	16%	25%	20%	26%	24%	20%	23%	19%
	<b>Toward Yes</b>	11%	8%	10%	14%	14%	9%	13%	14%	5%	12%	10%	17%	17%	10%	9%	8%
	<b>Toward No</b>	13%	22%	12%	11%	10%	15%	12%	9%	12%	17%	13%	10%	7%	14%	14%	17%
	<b>Unweighted Count / Weighted Count</b>	500 / 500	67 / 68	184 / 186	198 / 200	283 / 259	202 / 224	127 / 119	156 / 141	101 / 105	101 / 118	129 / 124	59 / 58	95 / 77	70 / 88	73 / 73	59 / 62

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		3.TOP ISSUES						4/5.COMBINED INITIAL PARCEL TAX				4/5.COMBINED INITIAL PARCEL TAX			
		TOTAL	Repairing deteriorating streets and sidewalks	Continue rehousing and providing services for homelessness	Major investment in affordable housing	Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront	Electrification of gas-powered buildings to reduce climate impact	Yes	No	Undecided	All swing	Yes - strongly	Yes - weak	No - weak	No - strongly
YES - NO		0	-24	10	10	-7	45	48	-62	5	5	52	44	-49	-72
10.TOT INCREASE RE-BALLOT	Yes - strongly	19%	13%	24%	23%	18%	24%	35%	4%	13%	12%	51%	17%	4%	5%
	Yes - not so strongly	16%	14%	17%	15%	19%	25%	25%	8%	13%	20%	18%	32%	13%	4%
	Lean yes	7%	4%	6%	8%	4%	19%	10%	4%	7%	11%	3%	18%	8%	1%
	Undecided/DK	14%	13%	16%	17%	10%	8%	9%	6%	40%	19%	8%	10%	3%	8%
	Lean no	5%	7%	4%	4%	7%	2%	3%	5%	10%	8%	2%	5%	9%	1%
	No - not so strongly	14%	16%	12%	13%	15%	4%	11%	19%	9%	19%	7%	15%	35%	7%
	No - strongly	24%	33%	21%	20%	26%	17%	6%	54%	9%	12%	10%	2%	29%	73%
(Refused)	1%	1%		1%			1%			1%	2%	1%			
10.TOT INCREASE RE-BALLOT	Yes	42%	31%	47%	46%	41%	68%	69%	16%	32%	43%	71%	66%	24%	10%
	No	43%	55%	37%	36%	49%	24%	21%	78%	27%	38%	20%	22%	73%	82%
	Undecided	14%	13%	16%	17%	10%	8%	9%	6%	40%	19%	8%	10%	3%	8%
	Refused	1%	1%		1%			1%			1%	2%	1%		
6-10.TOT INCREASE SHIFT	Solid Yes	32%	22%	33%	37%	31%	50%	57%	11%	16%	29%	61%	53%	14%	9%
	Solid No	32%	42%	28%	29%	36%	19%	14%	66%	14%	25%	14%	13%	55%	74%
	Solid undecided	10%	9%	10%	14%	8%	4%	5%	5%	33%	14%	3%	6%	3%	7%
	Persuadable	21%	20%	25%	23%	18%	24%	16%	11%	52%	29%	13%	20%	13%	9%
	Toward Yes	11%	10%	16%	9%	11%	20%	12%	6%	20%	15%	10%	13%	10%	2%
	Toward No	13%	16%	14%	9%	15%	7%	11%	12%	18%	16%	10%	14%	18%	8%
	Unweighted Count / Weighted Count	500 / 500	185 / 178	225 / 229	252 / 255	106 / 102	54 / 53	219 / 223	186 / 180	93 / 94	272 / 277	117 / 118	102 / 106	77 / 77	109 / 103

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	TOTAL	6.INITIAL TOT INCREASE				6.INITIAL TOT INCREASE				7.INITIAL SALES TAX			
		Yes	No	Undeci ded	All swing	Yes - strongl y	Yes - weak	No - weak	No - strongl y	Yes	No	Undeci ded	All swing
<b>YES - NO</b>	0	80	-80	-3	5	87	76	-74	-85	67	-40	-1	9
<b>10.TOT INCREASE RE-BALLOT</b>	<b>Yes - strongly</b>	19%	42%	3%	9%	12%	69%	23%	5%	44%	10%	8%	13%
	<b>Yes - not so strongly</b>	16%	32%	1%	14%	20%	19%	41%	3%	1%	22%	12%	18%
	<b>Lean yes</b>	7%	12%	4%	4%	11%	1%	20%	7%	1%	11%	5%	6%
	<b>Undecided/DK</b>	14%	7%	3%	41%	19%	8%	7%	5%	2%	12%	6%	34%
	<b>Lean no</b>	5%	2%	6%	7%	7%	3%	13%	1%	3%	3%	4%	10%
	<b>No - not so strongly</b>	14%	2%	27%	12%	19%	3%	50%	7%	2%	20%	15%	18%
	<b>No - strongly (Refused)</b>	24%	2%	55%	12%	11%	3%	2%	21%	83%	5%	43%	10%
<b>10.TOT INCREASE RE-BALLOT</b>	<b>Yes</b>	42%	86%	8%	28%	43%	90%	84%	10%	6%	77%	26%	33%
	<b>No</b>	43%	6%	88%	31%	37%	3%	9%	84%	91%	10%	67%	34%
	<b>Undecided</b>	14%	7%	3%	41%	19%	8%	7%	5%	2%	12%	6%	34%
	<b>Refused</b>	1%	1%	0%	0%	0%	2%	0%	0%	0%	1%	0%	1%
<b>6-10.TOT INCREASE SHIFT</b>	<b>Solid Yes</b>	32%	86%			29%	90%	84%		65%	19%	20%	32%
	<b>Solid No</b>	32%		88%		22%		84%	91%	8%	57%	13%	22%
	<b>Solid undecided</b>	10%			41%	16%				8%	4%	27%	15%
	<b>Persuadable</b>	21%		11%	69%	31%		15%	9%	20%	13%	40%	28%
	<b>Toward Yes</b>	11%		11%	28%	15%		15%	9%	12%	10%	14%	13%
	<b>Toward No</b>	13%	14%		31%	18%	10%	16%		6%	10%	27%	17%
	<b>Unweighted Count / Weighted Count</b>	500 500	189 187	190 184	118 124	318 318	77 77	112 110	88 84	102 100	153 146	238 237	105 113

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		TOTAL	7.INITIAL SALES TAX				8/9.COMBINED INFORMED PARCEL TAX			10.TOT INCREASE RE-BALLOT			11.SALES TAX RE-BALLOT		
			Yes - strongly	Yes - weak	No - weak	No - strongly	Yes	No	Undecided	Yes	No	Undecided	Yes	No	Undecided
<b>YES - NO</b>		0	71	64	-32	-45	49	-55	3	100	-100	0	73	-46	0
<b>10.TOT INCREASE RE-BALLOT</b>	<b>Yes - strongly</b>	19%	71%	23%	9%	10%	33%	8%	10%	46%			43%	10%	4%
	<b>Yes - not so strongly</b>	16%	7%	34%	16%	9%	25%	8%	11%	38%			25%	10%	18%
	<b>Lean yes</b>	7%	5%	16%	7%	4%	11%	3%	6%	17%			13%	4%	5%
	<b>Undecided/DK</b>	14%	6%	17%	3%	8%	10%	6%	49%			100%	11%	4%	47%
	<b>Lean no</b>	5%	3%	3%	7%	2%	4%	5%	9%		12%		3%	5%	10%
	<b>No - not so strongly</b>	14%		4%	39%	11%	8%	20%	12%		32%		2%	23%	9%
	<b>No - strongly</b>	24%	8%	3%	18%	55%	8%	49%	3%		56%		3%	43%	7%
	<b>(Refused)</b>	1%			2%										
<b>10.TOT INCREASE RE-BALLOT</b>	<b>Yes</b>	42%	83%	74%	32%	24%	70%	19%	27%	100%			81%	25%	27%
	<b>No</b>	43%	11%	10%	63%	69%	20%	75%	24%		100%		8%	71%	26%
	<b>Undecided</b>	14%	6%	17%	3%	8%	10%	6%	49%			100%	11%	4%	47%
	<b>Refused</b>	1%			2%										
<b>6-10.TOT INCREASE SHIFT</b>	<b>Solid Yes</b>	32%	69%	62%	20%	18%	56%	13%	18%	76%			65%	18%	19%
	<b>Solid No</b>	32%	10%	6%	51%	60%	12%	63%	12%		76%		5%	56%	17%
	<b>Solid undecided</b>	10%	4%	12%	3%	4%	4%	5%	42%			72%	5%	3%	39%
	<b>Persuadable</b>	21%	15%	24%	15%	12%	20%	13%	51%	23%		80%	21%	12%	49%
	<b>Toward Yes</b>	11%	12%	12%	12%	8%	15%	8%	9%	23%		9%	17%	8%	10%
	<b>Toward No</b>	13%	4%	8%	12%	9%	12%	12%	19%		24%	20%	9%	15%	14%
	<b>Unweighted Count / Weighted Count</b>	500	68	85	82	156	222	209	64	221	212	64	169	251	76
	500	64	83	82	155	223	203	68	212	213	70	156	249	89	

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		TOTAL	4/5-8/9.PARCEL TAX SHIFT				6-10.TOT INCREASE SHIFT					7-11.SALES TAX SHIFT				
			Solid Yes	Solid No	Persua dable	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No
<b>YES - NO</b>		0	52	-66	9	3	100	-100	47	89	-79	80	-46	15	34	-16
<b>10.TOT INCREASE RE-BALLOT</b>	<b>Yes - strongly</b>	19%	37%	5%	9%	23%	49%		16%	30%		51%	10%	8%	15%	13%
	<b>Yes - not so strongly</b>	16%	25%	7%	16%	16%	37%		19%	37%		23%	11%	22%	28%	13%
	<b>Lean yes</b>	7%	10%	3%	10%	7%	14%		11%	22%		12%	4%	8%	11%	6%
	<b>Undecided/DK</b>	14%	9%	5%	39%	12%			53%	11%	21%	5%	5%	39%	26%	20%
	<b>Lean no</b>	5%	3%	3%	11%	8%		7%			20%	1%	4%	10%	8%	8%
	<b>No - not so strongly</b>	14%	10%	19%	7%	22%		30%			29%	2%	21%	8%	7%	22%
	<b>No - strongly</b>	24%	7%	58%	8%	12%		62%			30%	4%	46%	6%	5%	19%
<b>(Refused)</b>	1%															
<b>10.TOT INCREASE RE-BALLOT</b>	<b>Yes</b>	42%	72%	14%	35%	45%	100%		47%	89%		87%	24%	38%	54%	32%
	<b>No</b>	43%	19%	80%	26%	43%		100%		79%	7%	71%	23%	20%	48%	
	<b>Undecided</b>	14%	9%	5%	39%	12%			53%	11%	21%	5%	5%	39%	26%	20%
	<b>Refused</b>	1%														
<b>6-10.TOT INCREASE SHIFT</b>	<b>Solid Yes</b>	32%	60%	10%	19%	33%	100%					75%	18%	24%	32%	20%
	<b>Solid No</b>	32%	13%	70%	11%	25%		100%				6%	61%	12%	11%	21%
	<b>Solid undecided</b>	10%	4%	5%	31%	8%			47%			3%	4%	29%	9%	15%
	<b>Persuadable</b>	21%	16%	10%	50%	20%			100%	100%		15%	11%	46%	36%	26%
	<b>Toward Yes</b>	11%	12%	5%	19%	12%			53%	100%		12%	8%	17%	26%	12%
	<b>Toward No</b>	13%	10%	10%	19%	21%					100%	3%	10%	18%	21%	32%
	<b>Unweighted Count / Weighted Count</b>	500 / 500	183 / 184	169 / 160	87 / 90	55 / 58	164 / 162	168 / 162	105 / 106	62 / 56	59 / 64	125 / 116	215 / 214	99 / 106	54 / 51	56 / 58

CITY OF BERKELEY - JUNE 2024

		TOTAL	TARGETS			SPLIT	
			Yes on all	Mixed	No on all	A	B
<b>YES - NO</b>		0	90	10	-92	4	-4
<b>10.TOT INCREASE RE-BALLOT</b>	<b>Yes - strongly</b>	19%	55%	18%		19%	20%
	<b>Yes - not so strongly</b>	16%	27%	20%	1%	16%	16%
	<b>Lean yes</b>	7%	10%	9%	2%	8%	6%
	<b>Undecided/DK</b>	14%	6%	16%	1%	17%	11%
	<b>Lean no</b>	5%		5%	4%	5%	5%
	<b>No - not so strongly</b>	14%		16%	22%	12%	15%
	<b>No - strongly</b>	24%	2%	15%	69%	22%	26%
	<b>(Refused)</b>	1%		1%		1%	1%
<b>10.TOT INCREASE RE-BALLOT</b>	<b>Yes</b>	42%	92%	46%	4%	43%	42%
	<b>No</b>	43%	2%	36%	95%	39%	46%
	<b>Undecided</b>	14%	6%	16%	1%	17%	11%
	<b>Refused</b>	1%		1%		1%	1%
<b>6-10.TOT INCREASE SHIFT</b>	<b>Solid Yes</b>	32%	92%	30%		32%	32%
	<b>Solid No</b>	32%		21%	95%	29%	36%
	<b>Solid undecided</b>	10%		11%		13%	7%
	<b>Persuadable</b>	21%		29%	5%	25%	18%
	<b>Toward Yes</b>	11%		18%	5%	12%	11%
	<b>Toward No</b>	13%	8%	18%		14%	12%
		<b>Unweighted Count / Weighted Count</b>	500	92	251	120	250
		500	91	257	113	250	250

CITY OF BERKELEY - JUNE 2024

		TOTAL	GENDER		RACE				RACE /GENDER				REGION		
			Men	Women	People of color	White alone	Black	Latino/a	Men of color	Women of color	White men	White women	Hills (CCD 5/6/8)	South (CCD 3/4/7)	West (CCD 1/2)
<b>YES - NO</b>		-19	-25	-13	-21	-17	-32	7	-21	-20	-26	-9	-13	-24	-22
<b>11.SALES TAX RE-BALLOT</b>	<b>Yes - strongly</b>	14%	12%	17%	13%	15%	13%	15%	15%	10%	10%	20%	15%	16%	12%
	<b>Yes - not so strongly</b>	12%	13%	11%	12%	12%	10%	20%	12%	13%	13%	10%	13%	9%	13%
	<b>Lean yes</b>	5%	5%	5%	4%	6%	1%	9%	5%	3%	5%	7%	6%	4%	5%
	<b>Undecided/DK</b>	18%	15%	20%	21%	17%	20%	20%	16%	26%	16%	17%	17%	19%	18%
	<b>Lean no</b>	5%	5%	5%	5%	5%	6%		2%	8%	7%	4%	5%	3%	5%
	<b>No - not so strongly</b>	12%	13%	11%	10%	13%	7%	13%	9%	11%	16%	12%	8%	20%	11%
	<b>No - strongly</b>	33%	37%	30%	35%	31%	43%	23%	42%	28%	32%	31%	34%	28%	36%
	<b>(Refused)</b>	1%	1%	1%	1%	1%			2%	2%	0%	1%	0%	1%	
<b>11.SALES TAX RE-BALLOT</b>	<b>Yes</b>	31%	29%	33%	29%	33%	24%	44%	32%	26%	28%	37%	34%	28%	30%
	<b>No</b>	50%	54%	46%	50%	49%	56%	37%	53%	46%	54%	46%	47%	52%	52%
	<b>Undecided</b>	18%	15%	20%	21%	17%	20%	20%	16%	26%	16%	17%	17%	19%	18%
	<b>Refused</b>	1%	1%	1%	1%	1%				2%	2%	0%	1%	0%	1%
<b>7-11.SALES TAX SHIFT</b>	<b>Solid Yes</b>	23%	20%	26%	22%	24%	13%	31%	25%	19%	16%	30%	25%	23%	20%
	<b>Solid No</b>	43%	46%	40%	41%	43%	44%	29%	42%	39%	48%	40%	42%	42%	45%
	<b>Solid undecided</b>	11%	8%	14%	12%	11%	6%	16%	7%	17%	8%	13%	9%	13%	12%
	<b>Persuadable</b>	21%	19%	23%	22%	21%	23%	29%	16%	28%	22%	21%	19%	20%	25%
	<b>Toward Yes</b>	10%	12%	9%	10%	11%	17%	12%	9%	11%	14%	8%	10%	7%	12%
	<b>Toward No</b>	12%	13%	10%	15%	10%	20%	11%	17%	12%	11%	9%	12%	14%	9%
<b>TARGETS</b>	<b>Yes on all</b>	18%	17%	19%	20%	17%	12%	26%	24%	17%	12%	20%	20%	20%	14%
	<b>Mixed</b>	51%	50%	53%	48%	54%	62%	42%	45%	51%	54%	54%	55%	48%	50%
	<b>No on all</b>	23%	27%	19%	24%	21%	22%	21%	28%	20%	25%	18%	20%	24%	26%
<b>1.REACHED BY CELL</b>	<b>Yes, cell and can talk safely</b>	50%	51%	48%	57%	47%	48%	68%	54%	60%	51%	44%	48%	52%	50%
	<b>No, not on cell, but own one</b>	12%	12%	13%	7%	15%	12%	3%	8%	6%	15%	15%	15%	12%	9%
	<b>No, not on cell, and do not own one</b>	2%	1%	3%		3%					1%	4%	2%	2%	1%
	<b>Text to online</b>	36%	36%	36%	36%	35%	40%	28%	39%	34%	33%	37%	35%	33%	40%
	<b>Unweighted Count / Weighted Count</b>	500 / 500	235 / 232	265 / 268	165 / 168	328 / 325	55 / 55	53 / 45	96 / 89	69 / 80	134 / 139	194 / 186	206 / 220	135 / 135	159 / 145

CITY OF BERKELEY - JUNE 2024

	TOTAL	REGION / GENDER						AGE					AGE		
		Hills (CCD 5/6/8) Men	Hills (CCD 5/6/8) Women	South (CCD 3/4/7) Men	South (CCD 3/4/7) Women	West (CCD 1/2) Men	West (CCD 1/2) Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over	
<b>YES - NO</b>	-19	-23	-4	-32	-16	-21	-23	-5	-19	-15	-28	-22	-13	-24	
<b>11.SALES TAX RE-BALLOT</b>	<b>Yes - strongly</b>	14%	12%	18%	14%	17%	9%	15%	15%	14%	16%	14%	14%	15%	14%
	<b>Yes - not so strongly</b>	12%	10%	16%	12%	6%	18%	8%	18%	15%	14%	11%	7%	16%	8%
	<b>Lean yes</b>	5%	5%	7%	2%	5%	6%	4%	4%	5%	1%	4%	8%	4%	6%
	<b>Undecided/DK</b>	18%	21%	13%	12%	26%	10%	24%	20%	13%	21%	15%	20%	18%	18%
	<b>Lean no</b>	5%	5%	5%	5%	2%	3%	6%	4%	3%	4%	7%	5%	4%	6%
	<b>No - not so strongly</b>	12%	8%	8%	24%	16%	9%	13%	10%	15%	13%	14%	10%	12%	12%
	<b>No - strongly</b>	33%	37%	32%	31%	27%	42%	31%	29%	35%	29%	34%	36%	31%	35%
<b>(Refused)</b>	1%	1%	2%		1%	2%			1%	2%	2%	1%	1%	1%	
<b>11.SALES TAX RE-BALLOT</b>	<b>Yes</b>	31%	28%	40%	28%	29%	33%	27%	37%	34%	31%	28%	29%	34%	28%
	<b>No</b>	50%	50%	45%	60%	45%	54%	50%	42%	53%	46%	56%	51%	47%	53%
	<b>Undecided</b>	18%	21%	13%	12%	26%	10%	24%	20%	13%	21%	15%	20%	18%	18%
	<b>Refused</b>	1%	1%	2%		1%	2%			1%	2%	2%	1%	1%	1%
<b>7-11.SALES TAX SHIFT</b>	<b>Solid Yes</b>	23%	18%	32%	21%	25%	21%	19%	28%	23%	26%	19%	22%	26%	21%
	<b>Solid No</b>	43%	44%	40%	49%	36%	49%	43%	39%	46%	44%	44%	43%	42%	43%
	<b>Solid undecided</b>	11%	8%	10%	5%	20%	9%	15%	12%	6%	13%	10%	13%	10%	12%
	<b>Persuadable</b>	21%	20%	19%	17%	24%	21%	28%	23%	16%	22%	22%	22%	20%	22%
	<b>Toward Yes</b>	10%	11%	10%	12%	4%	12%	13%	11%	10%	9%	12%	9%	10%	10%
	<b>Toward No</b>	12%	18%	7%	13%	14%	7%	10%	11%	14%	6%	13%	12%	11%	13%
<b>TARGETS</b>	<b>Yes on all</b>	18%	16%	23%	18%	22%	17%	12%	27%	15%	18%	16%	16%	21%	16%
	<b>Mixed</b>	51%	55%	54%	40%	54%	49%	50%	44%	54%	53%	55%	52%	50%	53%
	<b>No on all</b>	23%	23%	17%	34%	14%	27%	25%	21%	25%	21%	22%	24%	22%	23%
<b>1.REACHED BY CELL</b>	<b>Yes, cell and can talk safely</b>	50%	49%	47%	61%	45%	45%	54%	71%	48%	42%	47%	43%	55%	45%
	<b>No, not on cell, but own one</b>	12%	17%	14%	7%	17%	10%	8%	2%		2%	9%	34%	1%	23%
	<b>No, not on cell, and do not own one</b>	2%	1%	3%	1%	3%		2%				1%	5%		3%
	<b>Text to online</b>	36%	34%	37%	31%	35%	45%	37%	27%	52%	56%	43%	18%	44%	28%
	<b>Unweighted Count / Weighted Count</b>	500 / 500	88 / 103	118 / 117	71 / 63	64 / 71	76 / 65	83 / 80	86 / 91	104 / 86	59 / 71	94 / 106	156 / 146	249 / 247	250 / 252

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		GENDER /AGE				RACE /AGE				EDUCATION					
		TOTAL	Men <50	Women <50	Men 50+	Women 50+	People of color <50	People of color 50+	White <50	White 50+	Post H. S.	Non-college grad	College graduate or post-grad	4-year College grad	Post-graduate
<b>YES - NO</b>		-19	-26	0	-24	-25	-23	-18	-5	-26	4	3	-25	-13	-35
<b>11.SALES TAX RE-BALLOT</b>	<b>Yes - strongly</b>	14%	9%	21%	15%	13%	11%	15%	18%	14%	13%	14%	14%	15%	14%
	<b>Yes - not so strongly</b>	12%	18%	14%	8%	9%	16%	7%	15%	9%	22%	20%	10%	13%	7%
	<b>Lean yes</b>	5%	2%	5%	7%	6%	2%	7%	6%	6%	7%	8%	4%	5%	4%
	<b>Undecided/DK</b>	18%	15%	20%	16%	19%	19%	23%	18%	16%	19%	16%	18%	23%	14%
	<b>Lean no</b>	5%	5%	2%	4%	7%	3%	8%	4%	5%	3%	4%	5%	3%	7%
	<b>No - not so strongly</b>	12%	13%	12%	13%	11%	10%	9%	14%	13%	9%	10%	13%	13%	13%
	<b>No - strongly</b>	33%	37%	26%	36%	34%	39%	30%	25%	37%	25%	26%	35%	29%	40%
<b>(Refused)</b>	1%	1%	0%	1%	1%		3%	1%	1%	2%	2%	1%		2%	
<b>11.SALES TAX RE-BALLOT</b>	<b>Yes</b>	31%	29%	39%	30%	27%	29%	28%	38%	29%	42%	43%	28%	32%	24%
	<b>No</b>	50%	55%	40%	54%	52%	52%	46%	43%	55%	38%	39%	53%	45%	60%
	<b>Undecided</b>	18%	15%	20%	16%	19%	19%	23%	18%	16%	19%	16%	18%	23%	14%
	<b>Refused</b>	1%	1%	0%	1%	1%		3%	1%	1%	2%	2%	1%		2%
<b>7-11.SALES TAX SHIFT</b>	<b>Solid Yes</b>	23%	20%	31%	20%	22%	22%	22%	28%	21%	28%	27%	22%	25%	19%
	<b>Solid No</b>	43%	50%	35%	42%	44%	46%	32%	39%	47%	30%	31%	46%	39%	53%
	<b>Solid undecided</b>	11%	5%	15%	10%	13%	9%	15%	11%	11%	11%	9%	11%	13%	10%
	<b>Persuadable</b>	21%	15%	25%	23%	21%	18%	26%	22%	21%	26%	26%	20%	25%	16%
	<b>Toward Yes</b>	10%	10%	10%	13%	8%	9%	11%	11%	10%	15%	16%	8%	12%	6%
	<b>Toward No</b>	12%	14%	8%	13%	12%	13%	17%	9%	11%	15%	14%	11%	12%	10%
<b>TARGETS</b>	<b>Yes on all</b>	18%	17%	24%	16%	15%	22%	19%	20%	15%	20%	20%	18%	20%	15%
	<b>Mixed</b>	51%	50%	50%	49%	56%	46%	51%	54%	54%	54%	53%	51%	48%	54%
	<b>No on all</b>	23%	30%	15%	24%	22%	24%	25%	20%	22%	17%	18%	24%	23%	25%
<b>1.REACHED BY CELL</b>	<b>Yes, cell and can talk safely</b>	50%	51%	58%	51%	40%	62%	49%	51%	43%	58%	58%	47%	59%	36%
	<b>No, not on cell, but own one</b>	12%	2%		23%	24%	1%	15%	1%	26%	8%	9%	14%	11%	16%
	<b>No, not on cell, and do not own one</b>	2%			1%	5%				5%	2%	2%	2%	0%	3%
	<b>Text to online</b>	36%	47%	42%	25%	31%	37%	36%	47%	26%	32%	31%	38%	30%	45%
	<b>Unweighted Count / Weighted Count</b>	500 / 500	127 / 120	122 / 127	108 / 112	142 / 140	100 / 99	65 / 70	144 / 144	183 / 181	99 / 96	116 / 112	382 / 386	185 / 184	197 / 202

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		TOTAL	EDUCATION /GENDER			HOME OWNERSHIP		HOME OWNERSHIP / GENDER				HOME OWNERSHIP / REGION					
			Non-college women	College men	College women	Own	Rent	Own Men	Own Women	Rent Men	Rent Women	Own Hills (CCD 5/6/8)	Own South (CCD 3/4/7)	Own West (CCD 1/2)	Rent Hills (CCD 5/6/8)	Rent South (CCD 3/4/7)	Rent West (CCD 1/2)
<b>YES - NO</b>		-19	17	-26	-23	-23	-13	-30	-18	-19	-8	-27	-23	-18	6	-22	-30
<b>11.SALES TAX RE-BALLOT</b>	<b>Yes - strongly</b>	14%	18%	12%	16%	13%	16%	12%	14%	12%	20%	13%	15%	13%	18%	17%	12%
	<b>Yes - not so strongly</b>	12%	24%	13%	7%	12%	11%	13%	12%	13%	9%	13%	7%	15%	14%	10%	8%
	<b>Lean yes</b>	5%	7%	3%	5%	5%	4%	3%	7%	5%	3%	4%	8%	5%	8%	1%	2%
	<b>Undecided/DK</b>	18%	18%	16%	20%	15%	23%	12%	17%	20%	25%	13%	18%	15%	24%	22%	22%
	<b>Lean no</b>	5%	2%	5%	6%	4%	6%	4%	4%	6%	6%	5%	1%	4%	6%	6%	7%
	<b>No - not so strongly</b>	12%	10%	14%	12%	12%	12%	12%	12%	14%	9%	11%	16%	12%	5%	22%	9%
	<b>No - strongly</b>	33%	18%	36%	34%	38%	27%	43%	34%	28%	25%	41%	36%	36%	23%	22%	36%
<b>(Refused)</b>	1%	3%	2%	0%	1%	2%	1%		1%	2%	1%			2%	1%	2%	
<b>11.SALES TAX RE-BALLOT</b>	<b>Yes</b>	31%	48%	28%	28%	31%	31%	28%	33%	29%	33%	30%	29%	33%	40%	28%	23%
	<b>No</b>	50%	31%	54%	51%	54%	44%	58%	50%	49%	41%	56%	53%	51%	34%	50%	53%
	<b>Undecided</b>	18%	18%	16%	20%	15%	23%	12%	17%	20%	25%	13%	18%	15%	24%	22%	22%
	<b>Refused</b>	1%	3%	2%	0%	1%	2%	1%		1%	2%	1%			2%	1%	2%
<b>7-11.SALES TAX SHIFT</b>	<b>Solid Yes</b>	23%	35%	21%	23%	22%	24%	19%	25%	21%	28%	22%	19%	25%	29%	27%	15%
	<b>Solid No</b>	43%	24%	48%	45%	48%	36%	52%	45%	41%	32%	50%	47%	47%	29%	36%	47%
	<b>Solid undecided</b>	11%	12%	8%	15%	8%	16%	6%	9%	10%	21%	7%	9%	8%	13%	17%	19%
	<b>Persuadable</b>	21%	26%	18%	22%	20%	23%	18%	21%	20%	27%	17%	23%	21%	23%	19%	28%
	<b>Toward Yes</b>	10%	14%	10%	7%	12%	8%	13%	11%	10%	6%	10%	14%	14%	11%	3%	9%
	<b>Toward No</b>	12%	13%	12%	9%	9%	14%	10%	9%	17%	12%	10%	11%	7%	16%	17%	8%
<b>TARGETS</b>	<b>Yes on all</b>	18%	27%	19%	17%	16%	20%	15%	17%	19%	22%	17%	16%	14%	24%	23%	13%
	<b>Mixed</b>	51%	55%	49%	52%	50%	54%	52%	48%	49%	59%	53%	46%	46%	58%	49%	56%
	<b>No on all</b>	23%	10%	26%	22%	28%	16%	28%	28%	25%	8%	23%	31%	33%	14%	18%	19%
<b>1.REACHED BY CELL</b>	<b>Yes, cell and can talk safely</b>	50%	54%	47%	47%	41%	59%	43%	39%	60%	57%	43%	39%	40%	55%	60%	62%
	<b>No, not on cell, but own one</b>	12%	11%	14%	13%	18%	6%	21%	16%	4%	9%	21%	19%	13%	6%	8%	4%
	<b>No, not on cell, and do not own one</b>	2%	3%	1%	3%	2%	1%	1%	3%		2%	1%	5%	2%	2%		
	<b>Text to online</b>	36%	33%	38%	37%	39%	34%	35%	42%	36%	32%	36%	38%	45%	37%	31%	34%
	<b>Unweighted Count / Weighted Count</b>	500	67	184	198	283	202	127	156	101	101	129	59	95	70	73	59
		500	68	186	200	259	224	119	141	105	118	124	58	77	88	73	62

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		3.TOP ISSUES						4/5.COMBINED INITIAL PARCEL TAX				4/5.COMBINED INITIAL PARCEL TAX			
		TOTAL	Repairing deteriorating streets and sidewalks	Continue rehousing and providing services for homelessness	Major investment in affordable housing	Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront	Electrification of gas-powered buildings to reduce climate impact	Yes	No	Undecided	All swing	Yes - strongly	Yes - weak	No - weak	No - strongly
<b>YES - NO</b>		-19	-36	-12	-8	-35	-1	21	-78	-1	-13	24	17	-71	-84
<b>11.SALES TAX RE-BALLOT</b>	<b>Yes - strongly</b>	14%	10%	16%	19%	10%	22%	28%	2%	7%	6%	44%	9%	1%	3%
	<b>Yes - not so strongly</b>	12%	11%	13%	11%	13%	13%	19%	2%	12%	16%	12%	28%	4%	1%
	<b>Lean yes</b>	5%	5%	5%	4%	2%	4%	6%	2%	9%	8%	3%	11%	4%	
	<b>Undecided/DK</b>	18%	12%	20%	22%	15%	20%	13%	10%	45%	27%	6%	21%	12%	8%
	<b>Lean no</b>	5%	5%	5%	6%	4%	5%	3%	7%	4%	8%	1%	5%	16%	1%
	<b>No - not so strongly</b>	12%	11%	10%	10%	16%	10%	11%	16%	8%	16%	9%	12%	32%	5%
	<b>No - strongly (Refused)</b>	33%	46%	31%	27%	39%	25%	19%	61%	15%	19%	23%	14%	32%	82%
<b>11.SALES TAX RE-BALLOT</b>	<b>Yes</b>	31%	26%	34%	35%	25%	39%	53%	6%	27%	30%	58%	47%	8%	4%
	<b>No</b>	50%	62%	46%	43%	59%	40%	32%	84%	28%	43%	34%	30%	79%	88%
	<b>Undecided</b>	18%	12%	20%	22%	15%	20%	13%	10%	45%	27%	6%	21%	12%	8%
	<b>Refused</b>	1%	1%		1%	1%		1%		1%	1%	2%	1%		
<b>7-11.SALES TAX SHIFT</b>	<b>Solid Yes</b>	23%	17%	26%	27%	19%	36%	44%	4%	11%	20%	49%	38%	6%	3%
	<b>Solid No</b>	43%	54%	36%	39%	50%	31%	25%	78%	19%	35%	27%	23%	70%	84%
	<b>Solid undecided</b>	11%	8%	13%	14%	9%	10%	8%	4%	33%	18%	3%	13%	7%	1%
	<b>Persuadable</b>	21%	17%	23%	26%	18%	14%	19%	8%	50%	30%	12%	26%	11%	6%
	<b>Toward Yes</b>	10%	10%	10%	11%	8%	3%	11%	5%	17%	12%	10%	13%	4%	5%
	<b>Toward No</b>	12%	11%	14%	8%	14%	19%	10%	9%	19%	14%	10%	11%	13%	7%
<b>TARGETS</b>	<b>Yes on all</b>	18%	11%	21%	21%	14%	32%	41%			13%	47%	33%		
	<b>Mixed</b>	51%	48%	55%	51%	55%	49%	59%	37%	60%	60%	53%	67%	51%	27%
	<b>No on all</b>	23%	33%	17%	19%	26%	16%		63%		14%			49%	73%
<b>1.REACHED BY CELL</b>	<b>Yes, cell and can talk safely</b>	50%	42%	49%	53%	48%	57%	49%	43%	67%	53%	48%	49%	43%	43%
	<b>No, not on cell, but own one</b>	12%	17%	11%	10%	14%	6%	10%	14%	14%	12%	11%	9%	13%	16%
	<b>No, not on cell, and do not own one</b>	2%	1%	3%	1%	3%	3%	1%	2%	3%	2%	2%		3%	1%
	<b>Text to online</b>	36%	40%	37%	36%	35%	33%	41%	41%	16%	33%	39%	42%	42%	40%
	<b>Unweighted Count / Weighted Count</b>	500 / 500	185 / 178	225 / 229	252 / 255	106 / 102	54 / 53	219 / 223	186 / 180	93 / 94	272 / 277	117 / 118	102 / 106	77 / 77	109 / 103

RESEARCH ANALYSIS BY LAKE RESEARCH PARTNERS  
 Washington , DC (202) 776-9066 | Berkeley , CA (510) 286-2097

CITY OF BERKELEY - JUNE 2024

		TOTAL	6.INITIAL TOT INCREASE				6.INITIAL TOT INCREASE				7.INITIAL SALES TAX			
			Yes	No	Undeci ded	All swing	Yes - strongl y	Yes - weak	No - weak	No - strongl y	Yes	No	Undeci ded	All swing
<b>YES - NO</b>		-19	32	-71	-18	-17	43	24	-68	-74	74	-86	2	-2
<b>11.SALES TAX RE-BALLOT</b>	<b>Yes - strongly</b>	14%	31%	5%	4%	7%	53%	15%	1%	8%	39%	2%	9%	8%
	<b>Yes - not so strongly</b>	12%	20%	3%	14%	16%	11%	26%	4%	1%	31%	2%	9%	19%
	<b>Lean yes</b>	5%	9%	2%	4%	7%	4%	12%	3%	1%	9%	1%	8%	8%
	<b>Undecided/DK</b>	18%	13%	10%	38%	24%	6%	18%	13%	6%	16%	5%	49%	27%
	<b>Lean no</b>	5%	3%	5%	6%	6%	2%	4%	7%	4%	0%	8%	5%	6%
	<b>No - not so strongly</b>	12%	6%	17%	14%	16%	7%	6%	32%	4%	3%	17%	15%	18%
	<b>No - strongly (Refused)</b>	33% 1%	18% 0%	58% 1%	19%	24% 1%	16%	19% 1%	38% 2%	76%	2% 1%	66% 1%	6% 1%	13% 1%
<b>11.SALES TAX RE-BALLOT</b>	<b>Yes</b>	31%	59%	9%	22%	29%	68%	53%	8%	10%	79%	4%	27%	35%
	<b>No</b>	50%	27%	80%	40%	46%	26%	29%	76%	84%	5%	90%	25%	37%
	<b>Undecided</b>	18%	13%	10%	38%	24%	6%	18%	13%	6%	16%	5%	49%	27%
	<b>Refused</b>	1%	0%	1%		1%		1%	2%			1%		1%
<b>7-11.SALES TAX SHIFT</b>	<b>Solid Yes</b>	23%	48%	7%	11%	21%	54%	44%	7%	6%	79%			22%
	<b>Solid No</b>	43%	23%	74%	27%	37%	19%	27%	65%	82%		90%		26%
	<b>Solid undecided</b>	11%	7%	4%	28%	17%		12%	8%	1%			49%	20%
	<b>Persuadable</b>	21%	19%	11%	41%	26%	17%	21%	13%	9%		9%	75%	34%
	<b>Toward Yes</b>	10%	13%	6%	13%	10%	17%	9%	5%	7%		9%	27%	14%
	<b>Toward No</b>	12%	9%	8%	21%	15%	10%	8%	13%	3%	21%		25%	18%
<b>TARGETS</b>	<b>Yes on all</b>	18%	48%			15%	57%	42%			62%			18%
	<b>Mixed</b>	51%	52%	39%	70%	61%	43%	58%	52%	28%	38%	52%	67%	56%
	<b>No on all</b>	23%		61%		13%			48%	72%		48%		13%
<b>1.REACHED BY CELL</b>	<b>Yes, cell and can talk safely</b>	50%	50%	48%	53%	50%	54%	47%	49%	46%	51%	45%	60%	54%
	<b>No, not on cell, but own one</b>	12%	9%	9%	22%	13%	10%	8%	5%	13%	10%	14%	11%	11%
	<b>No, not on cell, and do not own one</b>	2%	1%	3%	1%	2%		2%	5%	1%	3%	1%	2%	2%
	<b>Text to online</b>	36%	40%	40%	23%	35%	35%	44%	41%	40%	36%	40%	27%	33%
	<b>Unweighted Count / Weighted Count</b>	500 500	189 187	190 184	118 124	318 318	77 77	112 110	88 84	102 100	153 146	238 237	105 113	272 277

CITY OF BERKELEY - JUNE 2024

		TOTAL	7.INITIAL SALES TAX				8/9.COMBINED INFORMED PARCEL TAX			10.TOT INCREASE RE-BALLOT			11.SALES TAX RE-BALLOT		
			Yes - strongly	Yes - weak	No - weak	No - strongly	Yes	No	Undecided	Yes	No	Undecided	Yes	No	Undecided
<b>YES - NO</b>		-19	80	70	-81	-89	28	-74	-9	30	-77	10	100	-100	0
<b>11.SALES TAX RE-BALLOT</b>	<b>Yes - strongly</b>	14%	72%	14%	1%	2%	28%	4%	3%	30%	2%	4%	46%		
	<b>Yes - not so strongly</b>	12%	8%	48%	3%	1%	21%	4%	5%	22%	1%	14%	38%		
	<b>Lean yes</b>	5%	5%	12%	2%	0%	8%	2%	6%	7%	2%	7%	16%		
	<b>Undecided/DK</b>	18%	10%	20%	4%	5%	14%	7%	62%	11%	11%	59%			100%
	<b>Lean no</b>	5%	1%		14%	4%	4%	4%	9%	3%	8%			9%	
	<b>No - not so strongly</b>	12%	4%	1%	40%	5%	6%	20%	8%	7%	20%	4%		24%	
	<b>No - strongly</b>	33%		4%	33%	83%	18%	59%	6%	19%	55%	11%		66%	
	<b>(Refused)</b>	1%			2%		0%			0%					
<b>11.SALES TAX RE-BALLOT</b>	<b>Yes</b>	31%	85%	75%	7%	3%	57%	10%	14%	59%	6%	25%	100%		
	<b>No</b>	50%	5%	5%	87%	92%	29%	83%	24%	29%	83%	15%		100%	
	<b>Undecided</b>	18%	10%	20%	4%	5%	14%	7%	62%	11%	11%	59%			100%
	<b>Refused</b>	1%			2%		0%				0%				
<b>7-11.SALES TAX SHIFT</b>	<b>Solid Yes</b>	23%	85%	75%			44%	6%	7%	48%	4%	9%	74%		
	<b>Solid No</b>	43%			87%	92%	25%	73%	17%	25%	71%	15%		86%	
	<b>Solid undecided</b>	11%					8%	2%	45%	6%	7%	40%			62%
	<b>Persuadable</b>	21%			11%	8%	22%	8%	56%	19%	11%	59%	26%		74%
	<b>Toward Yes</b>	10%			11%	8%	14%	6%	12%	13%	5%	19%	26%		12%
	<b>Toward No</b>	12%	15%	25%			8%	13%	19%	9%	13%	16%		14%	26%
<b>TARGETS</b>	<b>Yes on all</b>	18%	66%	59%			37%	1%	9%	39%	1%	7%	52%	1%	7%
	<b>Mixed</b>	51%	34%	41%	58%	49%	59%	43%	52%	56%	44%	60%	43%	53%	60%
	<b>No on all</b>	23%			42%	51%	1%	53%	5%	2%	51%	2%	1%	43%	6%
<b>1.REACHED BY CELL</b>	<b>Yes, cell and can talk safely</b>	50%	48%	53%	47%	44%	51%	45%	63%	48%	50%	59%	50%	47%	58%
	<b>No, not on cell, but own one</b>	12%	12%	9%	14%	14%	10%	15%	12%	11%	11%	19%	10%	13%	13%
	<b>No, not on cell, and do not own one</b>	2%	2%	3%	1%	0%	1%	1%	4%	1%	2%	2%	2%	1%	3%
	<b>Text to online</b>	36%	38%	35%	38%	42%	38%	39%	21%	40%	36%	21%	37%	39%	26%
	<b>Unweighted Count / Weighted Count</b>	500	68	85	82	156	222	209	64	221	212	64	169	251	76
		500	64	83	82	155	223	203	68	212	213	70	156	249	89

CITY OF BERKELEY - JUNE 2024

		TOTAL	4/5-8/9.PARCEL TAX SHIFT				6-10.TOT INCREASE SHIFT					7-11.SALES TAX SHIFT				
			Solid Yes	Solid No	Persua dable	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No
<b>YES - NO</b>		-19	32	-83	-2	-30	36	-81	4	9	-38	100	-100	38	79	-61
<b>11.SALES TAX RE-BALLOT</b>	<b>Yes - strongly</b>	14%	31%	2%	5%	12%	33%	2%	9%	16%	5%	50%		13%	27%	
	<b>Yes - not so strongly</b>	12%	22%	3%	9%	9%	22%	1%	19%	23%	5%	39%		14%	28%	
	<b>Lean yes</b>	5%	7%	1%	9%	2%	7%	1%	4%	7%	11%	12%		11%	23%	
	<b>Undecided/DK</b>	18%	10%	5%	52%	25%	11%	10%	41%	16%	19%			62%	21%	39%
	<b>Lean no</b>	5%	3%	5%	10%	2%	3%	5%	2%	4%	13%		8%			10%
	<b>No - not so strongly</b>	12%	7%	17%	6%	25%	6%	18%	8%	10%	21%		19%			35%
	<b>No - strongly</b>	33%	19%	67%	9%	26%	18%	63%	17%	24%	25%		73%			16%
<b>(Refused)</b>	1%			1%						1%						
<b>11.SALES TAX RE-BALLOT</b>	<b>Yes</b>	31%	61%	6%	23%	23%	62%	5%	31%	46%	21%	100%		38%	79%	
	<b>No</b>	50%	29%	89%	25%	52%	27%	86%	27%	38%	59%		100%		61%	
	<b>Undecided</b>	18%	10%	5%	52%	25%	11%	10%	41%	16%	19%			62%	21%	39%
	<b>Refused</b>	1%			1%						1%					
<b>7-11.SALES TAX SHIFT</b>	<b>Solid Yes</b>	23%	51%	4%	9%	14%	54%	5%	17%	25%	5%	100%				
	<b>Solid No</b>	43%	26%	83%	20%	27%	23%	80%	23%	29%	34%		100%			
	<b>Solid undecided</b>	11%	7%	1%	36%	10%	6%	4%	29%	9%	13%			52%		
	<b>Persuadable</b>	21%	18%	4%	54%	25%	16%	8%	46%	33%	30%			100%	100%	
	<b>Toward Yes</b>	10%	11%	3%	18%	15%	10%	4%	17%	24%	17%			48%	100%	
<b>Toward No</b>	12%	6%	8%	17%	33%	7%	8%	14%	12%	29%					100%	
<b>TARGETS</b>	<b>Yes on all</b>	18%	45%			13%	52%				11%	70%				17%
	<b>Mixed</b>	51%	55%	33%	60%	74%	48%	33%	69%	81%	73%	30%	50%	64%	73%	72%
	<b>No on all</b>	23%		67%	7%			67%	5%	9%			50%	6%	13%	
<b>1.REACHED BY CELL</b>	<b>Yes, cell and can talk safely</b>	50%	48%	40%	64%	65%	47%	46%	52%	50%	66%	48%	45%	57%	58%	61%
	<b>No, not on cell, but own one</b>	12%	9%	16%	13%	11%	9%	10%	20%	18%	14%	8%	14%	12%	14%	13%
	<b>No, not on cell, and do not own one</b>	2%	1%	1%	4%	1%	1%	3%	1%			3%	1%	3%		1%
	<b>Text to online</b>	36%	42%	43%	19%	23%	43%	41%	27%	31%	20%	41%	40%	29%	29%	25%
	<b>Unweighted Count / Weighted Count</b>	500 / 500	183 / 184	169 / 160	87 / 90	55 / 58	164 / 162	168 / 162	105 / 106	62 / 56	59 / 64	125 / 116	215 / 214	99 / 106	54 / 51	56 / 58

CITY OF BERKELEY - JUNE 2024

		TOTAL	TARGETS			SPLIT	
			Yes on all	Mixed	No on all	A	B
<b>YES - NO</b>		-19	85	-26	-93	-15	-23
<b>11.SALES TAX RE-BALLOT</b>	<b>Yes - strongly</b>	14%	49%	10%	0%	14%	15%
	<b>Yes - not so strongly</b>	12%	32%	10%		12%	12%
	<b>Lean yes</b>	5%	8%	6%	1%	6%	4%
	<b>Undecided/DK</b>	18%	7%	21%	5%	21%	15%
	<b>Lean no</b>	5%		6%	6%	5%	4%
	<b>No - not so strongly</b>	12%	2%	16%	13%	11%	13%
	<b>No - strongly</b>	33%	2%	29%	75%	30%	36%
	<b>(Refused)</b>	1%		1%		1%	1%
<b>11.SALES TAX RE-BALLOT</b>	<b>Yes</b>	31%	89%	26%	1%	32%	31%
	<b>No</b>	50%	4%	52%	94%	46%	53%
	<b>Undecided</b>	18%	7%	21%	5%	21%	15%
	<b>Refused</b>	1%		1%		1%	1%
<b>7-11.SALES TAX SHIFT</b>	<b>Solid Yes</b>	23%	89%	14%		23%	24%
	<b>Solid No</b>	43%		42%	94%	38%	48%
	<b>Solid undecided</b>	11%		12%		12%	10%
	<b>Persuadable</b>	21%		26%	6%	24%	18%
	<b>Toward Yes</b>	10%		15%	6%	12%	8%
	<b>Toward No</b>	12%	11%	16%		14%	9%
<b>TARGETS</b>	<b>Yes on all</b>	18%	100%			19%	17%
	<b>Mixed</b>	51%		100%		50%	53%
	<b>No on all</b>	23%			100%	21%	24%
<b>1.REACHED BY CELL</b>	<b>Yes, cell and can talk safely</b>	50%	51%	48%	46%	51%	49%
	<b>No, not on cell, but own one</b>	12%	7%	16%	9%	12%	13%
	<b>No, not on cell, and do not own one</b>	2%	2%	1%	1%	1%	2%
	<b>Text to online</b>	36%	40%	35%	44%	37%	36%
	<b>Unweighted Count / Weighted Count</b>	500 / 500	92 / 91	251 / 257	120 / 113	250 / 250	250 / 250

CITY OF BERKELEY - JUNE 2024

		GENDER			RACE				RACE /GENDER				REGION		
		TOTAL	Men	Women	People of color	White alone	Black	Latino/a	Men of color	Women of color	White men	White women	Hills (CCD 5/6/8)	South (CCD 3/4/7)	West (CCD 1/2)
<b>2.VOTE LIKELIHOOD</b>	<b>Almost certain to vote</b>	95%	96%	95%	92%	97%	91%	91%	97%	87%	96%	98%	98%	95%	92%
	<b>Probably will vote</b>	5%	4%	5%	8%	3%	9%	9%	3%	13%	4%	2%	2%	5%	8%
<b>3.TOP ISSUES</b>	<b>Major investment in affordable housing</b>	51%	52%	50%	55%	50%	62%	48%	57%	52%	50%	50%	46%	61%	49%
	<b>Continue rehousing and providing services for homelessness</b>	46%	44%	48%	38%	50%	57%	41%	43%	32%	45%	54%	45%	44%	49%
	<b>Repairing deteriorating streets and sidewalks</b>	36%	39%	33%	40%	33%	38%	32%	43%	36%	36%	31%	38%	36%	32%
	<b>Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront</b>	20%	20%	21%	19%	21%	15%	29%	19%	19%	20%	21%	20%	19%	22%
	<b>Electrification of gas-powered buildings to reduce climate impact</b>	11%	7%	14%	10%	11%	5%	14%	8%	11%	6%	15%	15%	10%	5%
	<b>Expanding Sunday hours and children's programming at libraries</b>	6%	5%	7%	7%	5%	4%	8%	8%	6%	3%	7%	5%	5%	8%
	<b>Saving and sustaining arts and culture</b>	6%	6%	6%	8%	5%	5%	9%	8%	9%	4%	5%	6%	8%	3%
	<b>(None)</b>	1%	2%	0%	2%	1%	1%		2%	1%	2%		1%	2%	1%
<b>(Don't know)</b>	2%	3%	1%	2%	2%		3%		5%	4%		2%	2%	3%	
<b>(Refused)</b>	1%	1%	1%	2%	1%	1%	1%	1%	3%	1%	1%	2%		1%	
<b>Unweighted Count /</b>	<b>Weighted Count</b>	500	235	265	165	328	55	53	96	69	134	194	206	135	159
		500	232	268	168	325	55	45	89	80	139	186	220	135	145

CITY OF BERKELEY - JUNE 2024

		REGION / GENDER						AGE					AGE		
		TOTAL	Hills (CCD 5/6/8) Men	Hills (CCD 5/6/8) Women	South (CCD 3/4/7) Men	South (CCD 3/4/7) Women	West (CCD 1/2) Men	West (CCD 1/2) Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over
<b>2.VOTE LIKELIHOOD</b>	<b>Almost certain to vote</b>	95%	99%	97%	92%	97%	97%	89%	92%	95%	88%	99%	98%	92%	99%
	<b>Probably will vote</b>	5%	1%	3%	8%	3%	3%	11%	8%	5%	12%	1%	2%	8%	1%
<b>3.TOP ISSUES</b>	<b>Major investment in affordable housing</b>	51%	47%	46%	65%	58%	48%	49%	49%	54%	59%	51%	47%	54%	49%
	<b>Continue rehousing and providing services for homelessness</b>	46%	43%	47%	46%	43%	43%	53%	45%	49%	44%	46%	46%	46%	46%
	<b>Repairing deteriorating streets and sidewalks</b>	36%	43%	33%	36%	36%	36%	30%	32%	31%	29%	40%	41%	31%	40%
	<b>Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront</b>	20%	21%	20%	19%	18%	19%	24%	19%	20%	20%	22%	21%	20%	21%
	<b>Electrification of gas-powered buildings to reduce climate impact</b>	11%	10%	19%	4%	16%	6%	4%	16%	13%	4%	10%	10%	11%	10%
	<b>Expanding Sunday hours and children's programming at libraries</b>	6%	5%	5%	6%	4%	3%	11%	4%	6%	7%	4%	8%	6%	6%
	<b>Saving and sustaining arts and culture</b>	6%	5%	7%	9%	7%	3%	3%	7%	4%	6%	7%	4%	6%	5%
	<b>(None)</b>	1%	2%	1%	3%		2%			3%	2%	1%	1%	2%	1%
	<b>(Don't know)</b>	2%	3%			3%	4%	2%	2%	1%	2%	1%	3%	2%	2%
	<b>(Refused)</b>	1%		3%			2%		2%			2%	1%	1%	1%
	<b>Unweighted Count / Weighted Count</b>	500	88	118	71	64	76	83	86	104	59	94	156	249	250
		500	103	117	63	71	65	80	91	86	71	106	146	247	252

CITY OF BERKELEY - JUNE 2024

		GENDER /AGE				RACE /AGE				EDUCATION					
		TOTAL	Men <50	Women <50	Men 50+	Women 50+	People of color <50	People of color 50+	White <50	White 50+	Post H. S.	Non-college grad	College graduate or post-grad	4-year College grad	Post-graduate
<b>2.VOTE LIKELIHOOD</b>	<b>Almost certain to vote</b>	95%	96%	89%	97%	100%	88%	99%	95%	98%	85%	87%	98%	97%	98%
	<b>Probably will vote</b>	5%	4%	11%	3%		12%	1%	5%	2%	15%	13%	2%	3%	2%
<b>3.TOP ISSUES</b>	<b>Major investment in affordable housing</b>	51%	54%	53%	50%	48%	50%	62%	57%	44%	48%	49%	51%	53%	49%
	<b>Continue rehousing and providing services for homelessness</b>	46%	45%	46%	42%	49%	37%	40%	53%	49%	37%	39%	48%	52%	45%
	<b>Repairing deteriorating streets and sidewalks</b>	36%	35%	27%	43%	38%	36%	45%	27%	38%	40%	40%	34%	30%	38%
	<b>Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront</b>	20%	21%	18%	19%	23%	23%	14%	16%	24%	24%	21%	20%	21%	20%
	<b>Electrification of gas-powered buildings to reduce climate impact</b>	11%	9%	14%	4%	14%	13%	4%	11%	12%	14%	12%	10%	6%	14%
	<b>Expanding Sunday hours and children's programming at libraries</b>	6%	5%	6%	5%	7%	6%	10%	6%	5%	10%	9%	5%	3%	7%
	<b>Saving and sustaining arts and culture</b>	6%	3%	8%	8%	4%	10%	6%	3%	5%	6%	5%	6%	7%	5%
	<b>(None)</b>	1%	4%		1%	1%	1%	3%	2%				2%	2%	1%
<b>(Don't know)</b>	2%		3%	6%		4%			3%	2%	2%	2%	1%	3%	
<b>(Refused)</b>	1%		1%	1%	2%		4%	1%	0%	2%	3%	0%	0%	0%	
<b>Unweighted Count / Weighted Count</b>	500	127	122	108	142	100	65	144	183	99	116	382	185	197	
	500	120	127	112	140	99	70	144	181	96	112	386	184	202	

CITY OF BERKELEY - JUNE 2024

		EDUCATION /GENDER			HOME OWNERSHIP		HOME OWNERSHIP / GENDER				HOME OWNERSHIP / REGION						
		TOTAL	Non-college women	College men	College women	Own	Rent	Own Men	Own Women	Rent Men	Rent Women	Own Hills (CCD 5/6/8)	Own South (CCD 3/4/7)	Own West (CCD 1/2)	Rent Hills (CCD 5/6/8)	Rent South (CCD 3/4/7)	Rent West (CCD 1/2)
<b>2.VOTE LIKELIHOOD</b>	<b>Almost certain to vote</b>	95%	85%	98%	98%	96%	95%	97%	95%	96%	94%	97%	96%	94%	98%	93%	92%
	<b>Probably will vote</b>	5%	15%	2%	2%	4%	5%	3%	5%	4%	6%	3%	4%	6%	2%	7%	8%
<b>3.TOP ISSUES</b>	<b>Major investment in affordable housing</b>	51%	49%	52%	50%	46%	59%	46%	45%	61%	57%	44%	54%	42%	50%	69%	59%
	<b>Continue rehousing and providing services for homelessness</b>	46%	43%	47%	49%	45%	47%	43%	47%	45%	49%	48%	42%	44%	42%	48%	53%
	<b>Repairing deteriorating streets and sidewalks</b>	36%	37%	38%	31%	42%	29%	46%	38%	31%	27%	43%	43%	39%	31%	27%	26%
	<b>Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront</b>	20%	21%	20%	20%	22%	17%	21%	24%	19%	15%	20%	19%	29%	19%	15%	15%
	<b>Electrification of gas-powered buildings to reduce climate impact</b>	11%	13%	6%	14%	9%	13%	5%	12%	9%	17%	9%	14%	5%	23%	8%	5%
	<b>Expanding Sunday hours and children's programming at libraries</b>	6%	9%	4%	6%	5%	7%	3%	7%	7%	6%	5%	4%	7%	6%	6%	8%
	<b>Saving and sustaining arts and culture</b>	6%	3%	5%	7%	6%	6%	5%	7%	7%	5%	5%	9%	5%	7%	8%	2%
	<b>(None)</b>	1%		3%	0%	1%	2%	2%			3%	1%	1%		2%	2%	3%
<b>(Don't know)</b>	2%		2%	2%	2%	1%	4%	1%			2%	3%	2%	1%		2%	
<b>(Refused)</b>	1%	6%	1%		1%	1%	1%	0%			1%	0%		2%	2%		
<b>Unweighted Count /</b>	<b>Weighted Count</b>	500	67	184	198	283	202	127	156	101	101	129	59	95	70	73	59
		500	68	186	200	259	224	119	141	105	118	124	58	77	88	73	62

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		3.TOP ISSUES						4/5.COMBINED INITIAL PARCEL TAX				4/5.COMBINED INITIAL PARCEL TAX			
		TOTAL	Repairing deteriorating streets and sidewalks	Continue rehousing and providing services for homelessness	Major investment in affordable housing	Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront	Electrification of gas-powered buildings to reduce climate impact	Yes	No	Undecided	All swing	Yes - strongly	Yes - weak	No - weak	No - strongly
<b>2.VOTE LIKELIHOOD</b>	Almost certain to vote	95%	97%	97%	97%	95%	94%	95%	97%	96%	95%	97%	92%	97%	97%
	Probably will vote	5%	3%	3%	3%	5%	6%	5%	3%	4%	5%	3%	8%	3%	3%
<b>3.TOP ISSUES</b>	Major investment in affordable housing	51%	32%	50%	100%	18%	35%	58%	39%	60%	54%	59%	56%	44%	35%
	Continue rehousing and providing services for homelessness	46%	27%	100%	45%	19%	33%	53%	36%	49%	45%	58%	47%	37%	35%
	Repairing deteriorating streets and sidewalks	36%	100%	21%	22%	36%	11%	26%	51%	29%	32%	24%	29%	41%	59%
	Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront	20%	21%	9%	7%	100%	11%	17%	27%	16%	21%	12%	23%	26%	27%
	Electrification of gas-powered buildings to reduce climate impact	11%	3%	8%	7%	6%	100%	15%	8%	6%	10%	15%	14%	11%	6%
	Expanding Sunday hours and children's programming at libraries	6%	2%	2%	3%	6%	1%	5%	6%	8%	6%	5%	4%	6%	7%
	Saving and sustaining arts and culture	6%	2%	3%	4%	2%	8%	8%	3%	4%	5%	9%	6%	4%	3%
	(None)	1%						1%	2%		1%		2%		4%
(Don't know)	2%						1%	1%	5%	4%		2%	3%		
(Refused)	1%						1%	1%	1%	1%	2%		3%	1%	
Unweighted Count /	500	185	225	252	106	54	219	186	93	272	117	102	77	109	
Weighted Count	500	178	229	255	102	53	223	180	94	277	118	106	77	103	

RESEARCH ANALYSIS BY LAKE RESEARCH PARTNERS  
 Washington , DC (202) 776-9066 | Berkeley , CA (510) 286-2097

CITY OF BERKELEY - JUNE 2024

		6.INITIAL TOT INCREASE				6.INITIAL TOT INCREASE				7.INITIAL SALES TAX				
		TOTAL	Yes	No	Undeci ded	All swing	Yes - strongl y	Yes - weak	No - weak	No - strongl y	Yes	No	Undeci ded	All swing
<b>2.VOTE LIKELIHOOD</b>	<b>Almost certain to vote</b>	95%	95%	96%	94%	95%	96%	94%	98%	95%	95%	96%	94%	94%
	<b>Probably will vote</b>	5%	5%	4%	6%	5%	4%	6%	2%	5%	5%	4%	6%	6%
<b>3.TOP ISSUES</b>	<b>Major investment in affordable housing</b>	51%	57%	47%	49%	50%	62%	53%	48%	46%	57%	47%	54%	51%
	<b>Continue rehousing and providing services for homelessness</b>	46%	50%	42%	46%	46%	59%	44%	50%	36%	51%	40%	55%	49%
	<b>Repairing deteriorating streets and sidewalks</b>	36%	25%	43%	39%	36%	20%	29%	40%	46%	25%	43%	34%	32%
	<b>Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront</b>	20%	20%	21%	21%	21%	18%	21%	20%	21%	17%	23%	18%	19%
	<b>Electrification of gas-powered buildings to reduce climate impact</b>	11%	15%	9%	8%	12%	9%	19%	9%	8%	17%	7%	10%	11%
	<b>Expanding Sunday hours and children's programming at libraries</b>	6%	6%	5%	7%	7%	5%	7%	6%	3%	6%	6%	4%	6%
	<b>Saving and sustaining arts and culture</b>	6%	10%	3%	3%	5%	13%	9%	2%	4%	10%	4%	2%	5%
	<b>(None)</b>	1%	1%	3%		1%		1%	4%	1%	2%		0%	
	<b>(Don't know)</b>	2%	1%	2%	3%	3%		2%	2%	1%	2%	4%	4%	
	<b>(Refused)</b>	1%	0%	1%	0%	0%		1%	2%	0%	1%	1%	0%	
	<b>Unweighted Count /</b>	500	189	190	118	318	77	112	88	102	153	238	105	272
	<b>Weighted Count</b>	500	187	184	124	318	77	110	84	100	146	237	113	277

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		7.INITIAL SALES TAX				8/9.COMBINED INFORMED PARCEL TAX			10.TOT INCREASE RE-BALLOT			11.SALES TAX RE-BALLOT			
		Yes - strongl y	Yes - weak	No - weak	No - strongl y	Yes	No	Undeci ded	Yes	No	Undeci ded	Yes	No	Undeci ded	
<b>2.VOTE LIKELIHOOD</b>	<b>Almost certain to vote</b>	95%	98%	93%	94%	97%	95%	95%	96%	95%	96%	94%	94%	96%	95%
	<b>Probably will vote</b>	5%	2%	7%	6%	3%	5%	5%	4%	5%	4%	6%	6%	4%	5%
<b>3.TOP ISSUES</b>	<b>Major investment in affordable housing</b>	51%	70%	47%	51%	44%	56%	40%	67%	55%	43%	61%	57%	44%	63%
	<b>Continue rehousing and providing services for homelessness</b>	46%	46%	55%	36%	41%	54%	37%	48%	50%	40%	53%	50%	42%	52%
	<b>Repairing deteriorating streets and sidewalks</b>	36%	20%	29%	34%	48%	26%	50%	28%	26%	46%	33%	29%	44%	24%
	<b>Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront</b>	20%	16%	17%	20%	25%	17%	28%	9%	20%	23%	15%	16%	24%	17%
	<b>Electrification of gas-powered buildings to reduce climate impact</b>	11%	18%	15%	8%	7%	16%	6%	8%	17%	6%	6%	13%	9%	12%
	<b>Expanding Sunday hours and children's programming at libraries</b>	6%	5%	7%	8%	5%	5%	6%	11%	6%	7%	4%	6%	6%	6%
	<b>Saving and sustaining arts and culture</b>	6%	13%	8%	7%	3%	7%	5%	4%	10%	3%	3%	11%	4%	3%
	<b>(None)</b>	1%		2%		3%	1%	2%		1%	2%		1%	2%	
	<b>(Don't know)</b>	2%		1%	6%		3%	1%	2%	1%	3%	2%	1%	2%	2%
	<b>(Refused)</b>	1%	1%			1%		1%	1%	0%	1%		0%	1%	1%
	<b>Unweighted Count /</b>	500	68	85	82	156	222	209	64	221	212	64	169	251	76
	<b>Weighted Count</b>	500	64	83	82	155	223	203	68	212	213	70	156	249	89

CITY OF BERKELEY - JUNE 2024

		4/5-8/9.PARCEL TAX SHIFT					6-10.TOT INCREASE SHIFT					7-11.SALES TAX SHIFT				
		TOTAL	Solid Yes	Solid No	Persua dable	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No
<b>2.VOTE LIKELIHOOD</b>	<b>Almost certain to vote</b>	95%	96%	96%	96%	91%	95%	97%	95%	93%	91%	96%	96%	93%	90%	94%
	<b>Probably will vote</b>	5%	4%	4%	4%	9%	5%	3%	5%	7%	9%	4%	4%	7%	10%	6%
<b>3.TOP ISSUES</b>	<b>Major investment in affordable housing</b>	51%	58%	37%	58%	56%	59%	46%	55%	43%	37%	59%	46%	62%	56%	36%
	<b>Continue rehousing and providing services for homelessness</b>	46%	54%	35%	51%	46%	47%	39%	54%	64%	50%	52%	39%	50%	47%	55%
	<b>Repairing deteriorating streets and sidewalks</b>	36%	28%	56%	24%	27%	24%	46%	33%	33%	43%	26%	45%	29%	34%	33%
	<b>Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront</b>	20%	16%	28%	13%	28%	19%	23%	18%	19%	24%	16%	24%	17%	16%	24%
	<b>Electrification of gas-powered buildings to reduce climate impact</b>	11%	17%	7%	9%	5%	16%	6%	12%	19%	6%	16%	8%	7%	4%	17%
	<b>Expanding Sunday hours and children's programming at libraries</b>	6%	5%	7%	8%	5%	6%	5%	5%	5%	10%	6%	6%	6%	5%	6%
	<b>Saving and sustaining arts and culture</b>	6%	7%	2%	6%	12%	12%	2%	3%	6%	5%	11%	3%	6%	12%	6%
	<b>(None)</b>	1%	1%	3%			1%	3%				1%	2%			
	<b>(Don't know)</b>	2%	1%	1%	6%	2%	1%	2%	1%		4%		2%	3%	3%	4%
	<b>(Refused)</b>	1%		2%	1%		1%	1%			1%	0%	1%	1%		
	<b>Unweighted Count /</b>	500	183	169	87	55	164	168	105	62	59	125	215	99	54	56
	<b>Weighted Count</b>	500	184	160	90	58	162	162	106	56	64	116	214	106	51	58

CITY OF BERKELEY - JUNE 2024

		TOTAL	TARGETS			SPLIT	
			Yes on all	Mixed	No on all	A	B
<b>2.VOTE LIKELIHOOD</b>	<b>Almost certain to vote</b>	95%	95%	96%	97%	94%	97%
	<b>Probably will vote</b>	5%	5%	4%	3%	6%	3%
<b>3.TOP ISSUES</b>	<b>Major investment in affordable housing</b>	51%	59%	50%	42%	51%	51%
	<b>Continue rehousing and providing services for homelessness</b>	46%	54%	49%	34%	45%	47%
	<b>Repairing deteriorating streets and sidewalks</b>	36%	21%	33%	53%	32%	39%
	<b>Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront</b>	20%	15%	22%	24%	18%	23%
	<b>Electrification of gas-powered buildings to reduce climate impact</b>	11%	19%	10%	7%	14%	8%
	<b>Expanding Sunday hours and children's programming at libraries</b>	6%	4%	8%	5%	5%	7%
	<b>Saving and sustaining arts and culture</b>	6%	14%	4%	3%	8%	3%
	<b>(None)</b>	1%	1%	0%	4%	3%	
<b>(Don't know)</b>	2%		2%	1%	3%	1%	
<b>(Refused)</b>	1%		1%	2%	1%	1%	
<b>Unweighted Count /</b>		500	92	251	120	250	250
<b>Weighted Count</b>		500	91	257	113	250	250

CITY OF BERKELEY - JUNE 2024

	TOTAL	GENDER		RACE				RACE /GENDER				REGION			
		Men	Women	People of color	White alone	Black	Latino/a	Men of color	Women of color	White men	White women	Hills (CCD 5/6/8)	South (CCD 3/4/7)	West (CCD 1/2)	
<b>DEM. MINUS REPUB. REGISTRATION</b>	76	71	81	70	80	77	72	62	78	77	82	79	75	72	
<b>PARTY REGISTRATION</b>	<b>Democrat</b>	79%	74%	83%	75%	82%	81%	73%	67%	83%	80%	84%	81%	77%	78%
	<b>Republican</b>	3%	4%	3%	5%	2%	4%	1%	5%	5%	3%	1%	2%	2%	5%
	<b>NPP /other</b>	18%	22%	14%	20%	16%	16%	26%	28%	12%	17%	15%	17%	21%	17%
<b>PARTY REGISTRATION / GENDER</b>	<b>Democrat Men</b>	34%	74%		36%	34%	36%	33%	67%		80%		36%	33%	33%
	<b>Democrat Women</b>	45%		83%	39%	48%	45%	40%		83%		84%	45%	44%	45%
	<b>Republican Men</b>	2%	4%		3%	1%	3%		5%		3%		1%	2%	3%
	<b>Republican Women</b>	1%		3%	2%	1%	1%	1%		5%		1%	1%	1%	2%
	<b>NPP /other Men</b>	10%	22%		15%	7%	13%	22%	28%		17%		10%	12%	9%
	<b>NPP /other Women</b>	8%		14%	6%	9%	2%	4%		12%		15%	7%	8%	8%
	<b>Unweighted Count / Weighted Count</b>	500	235	265	165	328	55	53	96	69	134	194	206	135	159
	500	232	268	168	325	55	45	89	80	139	186	220	135	145	

CITY OF BERKELEY - JUNE 2024

	TOTAL	REGION / GENDER						AGE					AGE		
		Hills (CCD 5/6/8) Men	Hills (CCD 5/6/8) Women	South (CCD 3/4/7) Men	South (CCD 3/4/7) Women	West (CCD 1/2) Men	West (CCD 1/2) Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over	
<b>DEM. MINUS REPUB. REGISTRATION</b>	76	76	83	67	81	66	77	65	75	68	80	84	69	83	
<b>PARTY REGISTRATION</b>	<b>Democrat</b>	79%	77%	85%	70%	83%	73%	82%	68%	77%	76%	83%	86%	73%	85%
	<b>Republican</b>	3%	1%	2%	3%	2%	7%	4%	3%	1%	8%	3%	1%	4%	2%
	<b>NPP /other</b>	18%	21%	13%	26%	15%	20%	14%	29%	22%	15%	14%	13%	23%	13%
<b>PARTY REGISTRATION / GENDER</b>	<b>Democrat Men</b>	34%	77%		70%		73%		32%	37%	25%	42%	34%	32%	37%
	<b>Democrat Women</b>	45%		85%		83%		82%	36%	39%	52%	41%	52%	42%	47%
	<b>Republican Men</b>	2%	1%		3%		7%		3%	1%	4%	2%	0%	2%	1%
	<b>Republican Women</b>	1%		2%		2%		4%		1%	5%	1%	1%	2%	1%
	<b>NPP /other Men</b>	10%	21%		26%		20%		13%	18%	11%	8%	6%	14%	6%
	<b>NPP /other Women</b>	8%		13%		15%		14%	16%	4%	4%	6%	7%	8%	7%
	<b>Unweighted Count / Weighted Count</b>	500	88	118	71	64	76	83	86	104	59	94	156	249	250
	500	103	117	63	71	65	80	91	86	71	106	146	247	252	

CITY OF BERKELEY - JUNE 2024

	TOTAL	GENDER /AGE				RACE /AGE				EDUCATION					
		Men <50	Women <50	Men 50+	Women 50+	People of color <50	People of color 50+	White <50	White 50+	Post H. S.	Non-college grad	College graduate or post-grad	4-year College grad	Post-graduate	
<b>DEM. MINUS REPUB. REGISTRATION</b>	76	60	78	81	83	62	80	76	83	72	72	77	74	80	
<b>PARTY REGISTRATION</b>	<b>Democrat</b>	79%	65%	81%	83%	85%	69%	83%	78%	85%	78%	77%	80%	78%	82%
	<b>Republican</b>	3%	5%	3%	2%	2%	7%	2%	2%	5%	4%	3%	4%	1%	
	<b>NPP /other</b>	18%	30%	16%	15%	12%	24%	15%	20%	13%	17%	19%	18%	18%	17%
<b>PARTY REGISTRATION / GENDER</b>	<b>Democrat Men</b>	34%	65%		83%		28%	46%	34%	34%	29%	29%	36%	39%	34%
	<b>Democrat Women</b>	45%		81%		85%	41%	37%	44%	51%	49%	48%	44%	39%	48%
	<b>Republican Men</b>	2%	5%		2%		4%	1%	2%	1%	4%	3%	1%	3%	
	<b>Republican Women</b>	1%		3%		2%	3%	1%		1%	2%	1%	1%	1%	1%
	<b>NPP /other Men</b>	10%	30%		15%		18%	10%	10%	5%	8%	8%	11%	11%	10%
	<b>NPP /other Women</b>	8%		16%		12%	6%	5%	10%	7%	9%	11%	7%	7%	6%
	<b>Unweighted Count / Weighted Count</b>	500	127	122	108	142	100	65	144	183	99	116	382	185	197
	500	120	127	112	140	99	70	144	181	96	112	386	184	202	

CITY OF BERKELEY - JUNE 2024

	TOTAL	EDUCATION / GENDER			HOME OWNERSHIP		HOME OWNERSHIP / GENDER				HOME OWNERSHIP / REGION						
		Non-college women	College men	College women	Own	Rent	Own Men	Own Women	Rent Men	Rent Women	Own Hills (CCD 5/6/8)	Own South (CCD 3/4/7)	Own West (CCD 1/2)	Rent Hills (CCD 5/6/8)	Rent South (CCD 3/4/7)	Rent West (CCD 1/2)	
<b>DEM. MINUS REPUB. REGISTRATION</b>	76	78	72	82	79	74	74	83	71	78	84	76	72	75	73	76	
<b>PARTY REGISTRATION</b>	<b>Democrat</b>	79%	80%	75%	84%	81%	78%	77%	85%	74%	81%	85%	76%	79%	78%	78%	
	<b>Republican</b>	3%	2%	3%	3%	3%	3%	3%	2%	4%	3%	1%	7%	3%	5%	3%	
	<b>NPP /other</b>	18%	18%	23%	13%	16%	19%	21%	12%	22%	16%	14%	24%	14%	20%	18%	19%
<b>PARTY REGISTRATION / GENDER</b>	<b>Democrat Men</b>	34%		75%		35%	35%	77%		74%		42%	25%	31%	31%	41%	33%
	<b>Democrat Women</b>	45%	80%		84%	46%	43%		85%		81%	43%	51%	48%	46%	37%	46%
	<b>Republican Men</b>	2%		3%		1%	2%	3%		4%		0%		4%	1%	3%	2%
	<b>Republican Women</b>	1%	2%		3%	1%	2%		2%		3%	1%		3%	2%	2%	1%
	<b>NPP /other Men</b>	10%		23%		9%	10%	21%		22%		8%	16%	7%	12%	9%	9%
	<b>NPP /other Women</b>	8%	18%		13%	7%	8%		12%		16%	6%	8%	7%	8%	9%	10%
	<b>Unweighted Count /</b>	500	67	184	198	283	202	127	156	101	101	129	59	95	70	73	59
	<b>Weighted Count</b>	500	68	186	200	259	224	119	141	105	118	124	58	77	88	73	62

CITY OF BERKELEY - JUNE 2024

	TOTAL	3.TOP ISSUES					4/5.COMBINED INITIAL PARCEL TAX				4/5.COMBINED INITIAL PARCEL TAX				
		Repairing deteriorating streets and sidewalks	Continue rehousing and providing services for homelessness	Major investment in affordable housing	Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront	Electrification of gas-powered buildings to reduce climate impact	Yes	No	Undecided	All swing	Yes - strongl y	Yes - weak	No - weak	No - strongl y	
<b>DEM. MINUS REPUB. REGISTRATION</b>	76	72	77	80	76	85	80	68	84	82	76	84	76	62	
<b>PARTY REGISTRATION</b>	<b>Democrat</b>	79%	77%	79%	83%	80%	86%	82%	74%	85%	83%	79%	85%	77%	71%
	<b>Republican</b>	3%	4%	2%	3%	4%	1%	2%	6%	1%	1%	3%	1%	2%	9%
	<b>NPP /other</b>	18%	19%	19%	15%	16%	13%	17%	20%	14%	16%	18%	15%	21%	20%
<b>PARTY REGISTRATION / GENDER</b>	<b>Democrat Men</b>	34%	38%	32%	38%	32%	24%	34%	33%	38%	37%	30%	39%	33%	33%
	<b>Democrat Women</b>	45%	39%	47%	45%	49%	62%	47%	41%	47%	46%	49%	46%	44%	38%
	<b>Republican Men</b>	2%	3%	1%	1%	3%	1%	1%	3%	1%	1%	1%		2%	4%
	<b>Republican Women</b>	1%	2%	1%	2%	1%		1%	3%		0%	1%	1%		5%
	<b>NPP /other Men</b>	10%	10%	11%	9%	11%	4%	8%	14%	7%	8%	9%	7%	11%	16%
	<b>NPP /other Women</b>	8%	9%	8%	6%	4%	8%	8%	7%	7%	8%	9%	8%	10%	5%
	<b>Unweighted Count /</b>	500	185	225	252	106	54	219	186	93	272	117	102	77	109
	<b>Weighted Count</b>	500	178	229	255	102	53	223	180	94	277	118	106	77	103

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	TOTAL	6.INITIAL TOT INCREASE				6.INITIAL TOT INCREASE				7.INITIAL SALES TAX				
		Yes	No	Undecided	All swing	Yes - strongl y	Yes - weak	No - weak	No - strongl y	Yes	No	Undeci ded	All swing	
<b>DEM. MINUS REPUB. REGISTRATION</b>	76	81	69	79	78	85	79	75	64	81	68	85	80	
<b>PARTY REGISTRATION</b>	<b>Democrat</b>	79%	83%	74%	80%	79%	87%	80%	77%	72%	82%	73%	87%	82%
	<b>Republican</b>	3%	2%	6%	1%	2%	2%	2%	2%	8%	1%	5%	2%	2%
	<b>NPP /other</b>	18%	15%	20%	18%	19%	12%	18%	20%	19%	17%	22%	12%	17%
<b>PARTY REGISTRATION / GENDER</b>	<b>Democrat Men</b>	34%	37%	34%	31%	35%	40%	35%	41%	29%	33%	36%	34%	36%
	<b>Democrat Women</b>	45%	46%	40%	49%	45%	47%	46%	36%	43%	49%	38%	52%	45%
	<b>Republican Men</b>	2%	1%	3%	1%	1%	2%	1%	2%	4%	1%	3%	1%	0%
	<b>Republican Women</b>	1%	0%	3%	1%	1%		1%	1%	5%	0%	2%	1%	1%
	<b>NPP /other Men</b>	10%	7%	13%	10%	11%	4%	9%	13%	14%	12%	12%	5%	9%
	<b>NPP /other Women</b>	8%	8%	7%	8%	8%	7%	9%	8%	6%	5%	10%	7%	8%
	<b>Unweighted Count /</b>	500	189	190	118	318	77	112	88	102	153	238	105	272
	<b>Weighted Count</b>	500	187	184	124	318	77	110	84	100	146	237	113	277

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	TOTAL	7.INITIAL SALES TAX				8/9.COMBINED INFORMED PARCEL TAX			10.TOT INCREASE RE-BALLOT			11.SALES TAX RE-BALLOT		
		Yes - strongl y	Yes - weak	No - weak	No - strongl y	Yes	No	Undeci ded	Yes	No	Undeci ded	Yes	No	Undeci ded
<b>DEM. MINUS REPUB. REGISTRATION</b>	76	88	76	77	64	80	70	80	81	71	77	84	70	79
<b>PARTY REGISTRATION</b>														
Democrat	79%	91%	76%	80%	70%	82%	74%	83%	83%	76%	78%	85%	74%	82%
Republican	3%	2%		3%	6%	2%	4%	3%	2%	5%	1%	1%	4%	3%
NPP /other	18%	7%	24%	17%	24%	16%	21%	14%	16%	19%	20%	13%	22%	15%
<b>PARTY REGISTRATION / GENDER</b>														
Democrat Men	34%	38%	30%	46%	30%	33%	36%	35%	34%	35%	33%	34%	36%	30%
Democrat Women	45%	53%	46%	34%	39%	50%	39%	48%	48%	41%	46%	51%	38%	51%
Republican Men	2%	1%			4%	1%	3%		1%	2%	1%	0%	3%	1%
Republican Women	1%	1%		3%	2%	1%	1%	3%	1%	2%		1%	1%	2%
NPP /other Men	10%	5%	16%	8%	14%	7%	14%	10%	8%	12%	14%	9%	11%	9%
NPP /other Women	8%	1%	8%	9%	10%	9%	8%	4%	8%	8%	7%	4%	10%	6%
Unweighted Count /	500	68	85	82	156	222	209	64	221	212	64	169	251	76
Weighted Count	500	64	83	82	155	223	203	68	212	213	70	156	249	89

CITY OF BERKELEY - JUNE 2024

		TOTAL	4/5-8/9.PARCEL TAX SHIFT				6-10.TOT INCREASE SHIFT					7-11.SALES TAX SHIFT				
			Solid Yes	Solid No	Persua dable	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No
<b>DEM. MINUS REPUB. REGISTRATION</b>		76	79	67	82	87	82	68	76	73	83	85	69	83	76	72
<b>PARTY REGISTRATION</b>	<b>Democrat</b>	79%	81%	72%	85%	87%	83%	74%	78%	76%	84%	85%	73%	86%	82%	75%
	<b>Republican</b>	3%	2%	5%	3%		1%	6%	1%	3%	1%	1%	4%	3%	7%	3%
	<b>NPP /other</b>	18%	17%	23%	12%	13%	16%	19%	21%	21%	15%	14%	22%	11%	11%	23%
<b>PARTY REGISTRATION / GENDER</b>	<b>Democrat Men</b>	34%	31%	33%	35%	47%	37%	34%	28%	24%	39%	31%	36%	35%	42%	36%
	<b>Democrat Women</b>	45%	49%	39%	50%	40%	46%	40%	50%	52%	45%	55%	37%	51%	41%	39%
	<b>Republican Men</b>	2%	1%	4%	1%		1%	3%	1%	1%	1%		3%	0%	1%	3%
	<b>Republican Women</b>	1%	1%	2%	2%		1%	3%	1%	1%		1%	2%	3%	6%	
	<b>NPP /other Men</b>	10%	7%	15%	7%	8%	7%	14%	13%	13%	4%	9%	12%	6%	10%	15%
	<b>NPP /other Women</b>	8%	10%	8%	5%	5%	8%	6%	8%	9%	11%	5%	11%	5%	1%	7%
	<b>Unweighted Count /</b>	500	183	169	87	55	164	168	105	62	59	125	215	99	54	56
	<b>Weighted Count</b>	500	184	160	90	58	162	162	106	56	64	116	214	106	51	58

CITY OF BERKELEY - JUNE 2024

		TOTAL	TARGETS			SPLIT	
			Yes on all	Mixed	No on all	A	B
<b>DEM. MINUS REPUB. REGISTRATION</b>		76	85	76	62	76	76
<b>PARTY REGISTRATION</b>	<b>Democrat</b>	79%	85%	78%	71%	79%	79%
	<b>Republican</b>	3%		2%	9%	3%	3%
	<b>NPP /other</b>	18%	15%	20%	21%	18%	18%
<b>PARTY REGISTRATION / GENDER</b>	<b>Democrat Men</b>	34%	33%	34%	35%	35%	34%
	<b>Democrat Women</b>	45%	52%	44%	36%	44%	45%
	<b>Republican Men</b>	2%		1%	5%	1%	2%
	<b>Republican Women</b>	1%		1%	4%	2%	1%
	<b>NPP /other Men</b>	10%	10%	9%	16%	11%	10%
	<b>NPP /other Women</b>	8%	5%	11%	4%	7%	8%
	<b>Unweighted Count / Weighted Count</b>	500	92	251	120	250	250
	500	91	257	113	250	250	

CITY OF BERKELEY - JUNE 2024

		TOTAL	GENDER		RACE				RACE /GENDER				REGION		
			Men	Women	People of color	White alone	Black	Latino/a	Men of color	Women of color	White men	White women	Hills (CCD 5/6/8)	South (CCD 3/4/7)	West (CCD 1/2)
GENDER	Men	46%	100%		53%	43%	52%	55%	100%		100%		47%	47%	45%
	Women	54%		100%	47%	57%	48%	45%		100%	100%		53%	53%	55%
GENDER /AGE	Men <50	24%	52%		29%	20%	25%	34%	56%		48%		19%	28%	27%
	Women <50	25%		48%	29%	24%	26%	22%		62%		41%	26%	23%	27%
	Men 50+	22%	48%		23%	22%	27%	21%	44%		52%		28%	19%	18%
	Women 50+	28%		52%	18%	33%	22%	23%		38%		58%	27%	29%	28%
AGE	Under 50	49%	52%	48%	59%	44%	51%	56%	56%	62%	48%	41%	45%	52%	54%
	50 & over	50%	48%	52%	41%	56%	49%	44%	44%	38%	52%	58%	55%	48%	46%
AGE	Under 30	18%	19%	18%	26%	14%	13%	24%	23%	30%	17%	13%	18%	24%	13%
	30 - 39	17%	21%	14%	19%	16%	18%	25%	21%	17%	20%	13%	16%	19%	17%
	40 - 49	14%	12%	16%	13%	14%	19%	7%	12%	15%	12%	16%	11%	9%	24%
	50 - 64	21%	23%	19%	20%	22%	20%	24%	23%	16%	24%	21%	22%	20%	21%
	65 & over	29%	25%	33%	21%	33%	29%	20%	21%	22%	28%	37%	33%	28%	25%
AGE	18 - 24	10%	9%	10%	14%	8%	4%	16%	13%	14%	8%	9%	9%	16%	5%
	25 - 29	8%	9%	7%	13%	6%	10%	8%	11%	15%	9%	4%	9%	8%	8%
	30 - 34	9%	11%	7%	11%	7%	7%	14%	11%	10%	9%	5%	6%	11%	9%
	35 - 39	9%	10%	7%	8%	9%	12%	11%	9%	7%	11%	7%	10%	8%	8%
	40 - 44	6%	6%	5%	4%	6%	7%	1%	5%	4%	6%	6%	5%	3%	10%
	45 - 49	8%	6%	10%	9%	8%	12%	6%	7%	12%	6%	10%	6%	5%	14%
	50 - 54	9%	10%	8%	9%	10%	7%	11%	10%	7%	11%	9%	7%	12%	10%
	55 - 59	7%	7%	6%	6%	7%	4%	10%	6%	6%	7%	7%	8%	5%	6%
	60 - 64	5%	7%	4%	5%	6%	9%	3%	7%	3%	6%	5%	8%	3%	4%
	65 - 69	5%	6%	4%	7%	4%	9%	1%	8%	6%	5%	3%	4%	4%	7%
	70 - 74	7%	6%	9%	7%	8%	9%	11%	7%	6%	4%	10%	6%	8%	9%
	Over 74	17%	13%	20%	7%	22%	11%	7%	5%	9%	19%	24%	23%	16%	9%
	(Don't know/Refuse)	0%		0%		0%						0%		0%	
	Unweighted Count /	500	235	265	165	328	55	53	96	69	134	194	206	135	159
Weighted Count	500	232	268	168	325	55	45	89	80	139	186	220	135	145	

CITY OF BERKELEY - JUNE 2024

		TOTAL	REGION / GENDER						AGE					AGE	
			Hills (CCD 5/6/8) Men	Hills (CCD 5/6/8) Women	South (CCD 3/4/7) Men	South (CCD 3/4/7) Women	West (CCD 1/2) Men	West (CCD 1/2) Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over
GENDER	Men	46%	100%		100%		100%		48%	56%	39%	51%	40%	48%	45%
	Women	54%		100%		100%		100%	52%	44%	61%	49%	60%	52%	55%
GENDER / AGE	Men <50	24%	41%		60%		60%		48%	56%	39%			48%	
	Women <50	25%		48%		44%		50%	52%	44%	61%			52%	
	Men 50+	22%	59%		40%		40%					51%	40%		45%
	Women 50+	28%		52%		55%		50%				49%	60%		55%
AGE	Under 50	49%	41%	48%	60%	44%	60%	50%	100%	100%	100%			100%	
	50 & over	50%	59%	52%	40%	55%	40%	50%				100%	100%		100%
AGE	Under 30	18%	15%	21%	28%	20%	17%	11%	100%					37%	
	30 - 39	17%	22%	11%	23%	16%	18%	16%		100%				35%	
	40 - 49	14%	5%	16%	10%	8%	25%	23%			100%			29%	
	50 - 64	21%	26%	18%	22%	18%	20%	22%				100%			42%
	65 & over	29%	33%	33%	18%	37%	20%	29%					100%		58%
AGE	18 - 24	10%	6%	11%	16%	17%	9%	3%	54%					20%	
	25 - 29	8%	9%	9%	12%	3%	7%	8%	46%					17%	
	30 - 34	9%	10%	3%	13%	10%	9%	9%		50%				17%	
	35 - 39	9%	12%	8%	10%	6%	9%	7%		50%				17%	
	40 - 44	6%	4%	5%	6%	1%	10%	10%			41%			12%	
	45 - 49	8%	1%	11%	3%	7%	16%	13%			59%			17%	
	50 - 54	9%	9%	4%	13%	11%	9%	12%				43%			18%
	55 - 59	7%	8%	7%	3%	7%	8%	5%				31%			13%
	60 - 64	5%	9%	7%	6%		4%	5%				26%			11%
	65 - 69	5%	6%	2%	4%	4%	7%	6%					17%		10%
	70 - 74	7%	4%	8%	7%	8%	7%	10%					25%		14%
	Over 74	17%	22%	24%	7%	24%	6%	12%					58%		34%
	(Don't know/Refuse)	0%				1%									
Unweighted Count / Weighted Count	500 / 500	88 / 103	118 / 117	71 / 63	64 / 71	76 / 65	83 / 80	86 / 91	104 / 86	59 / 71	94 / 106	156 / 146	249 / 247	250 / 252	

CITY OF BERKELEY - JUNE 2024

		TOTAL	GENDER /AGE				RACE /AGE				EDUCATION				
			Men <50	Women <50	Men 50+	Women 50+	People of color <50	People of color 50+	White <50	White 50+	Post H. S.	Non-college grad	College graduate or post-grad	4-year College grad	Post-graduate
GENDER	Men	46%	100%		100%		50%	57%	46%	40%	41%	40%	48%	53%	44%
	Women	54%		100%		100%	50%	43%	54%	60%	59%	60%	52%	47%	56%
GENDER /AGE	Men <50	24%	100%				50%		46%		24%	24%	24%	30%	18%
	Women <50	25%		100%			50%		54%		29%	31%	24%	28%	20%
	Men 50+	22%			100%			57%		40%	16%	16%	25%	23%	26%
	Women 50+	28%				100%		43%		60%	30%	29%	28%	19%	36%
AGE	Under 50	49%	100%	100%			100%		100%		54%	55%	48%	58%	38%
	50 & over	50%			100%	100%		100%		100%	46%	45%	52%	42%	62%
AGE	Under 30	18%	36%	37%			45%		32%		30%	34%	13%	21%	7%
	30 - 39	17%	40%	29%			32%		36%		11%	10%	19%	23%	15%
	40 - 49	14%	23%	34%			23%		32%		13%	11%	15%	14%	16%
	50 - 64	21%			48%	37%		48%		40%	16%	14%	23%	23%	23%
	65 & over	29%			52%	63%		52%		60%	31%	31%	29%	19%	38%
AGE	18 - 24	10%	18%	22%			23%		18%		20%	26%	5%	9%	1%
	25 - 29	8%	18%	15%			22%		14%		9%	8%	8%	11%	6%
	30 - 34	9%	20%	14%			19%		15%		3%	3%	10%	13%	8%
	35 - 39	9%	20%	15%			14%		20%		8%	8%	9%	10%	8%
	40 - 44	6%	12%	12%			7%		14%		5%	5%	6%	6%	6%
	45 - 49	8%	11%	22%			15%		18%		7%	6%	9%	9%	10%
	50 - 54	9%			21%	16%		21%		17%	6%	5%	11%	9%	12%
	55 - 59	7%			14%	12%		14%		13%	6%	5%	7%	7%	7%
	60 - 64	5%			14%	9%		13%		10%	4%	4%	6%	7%	5%
	65 - 69	5%			12%	8%		18%		7%	6%	6%	5%	3%	6%
	70 - 74	7%			12%	17%		16%		14%	10%	9%	7%	6%	7%
	Over 74	17%			28%	39%		18%		40%	15%	16%	18%	9%	25%
	(Don't know/Refuse)	0%											0%		0%
	Unweighted Count /	500	127	122	108	142	100	65	144	183	99	116	382	185	197
Weighted Count	500	120	127	112	140	99	70	144	181	96	112	386	184	202	

CITY OF BERKELEY - JUNE 2024

		TOTAL	EDUCATION /GENDER			HOME OWNERSHIP		HOME OWNERSHIP / GENDER				HOME OWNERSHIP / REGION					
			Non-college women	College men	College women	Own	Rent	Own Men	Own Women	Rent Men	Rent Women	Own Hills (CCD 5/6/8)	Own South (CCD 3/4/7)	Own West (CCD 1/2)	Rent Hills (CCD 5/6/8)	Rent South (CCD 3/4/7)	Rent West (CCD 1/2)
GENDER	Men	46%		100%		46%	47%	100%		100%		51%	40%	42%	44%	53%	44%
	Women	54%	100%		100%	54%	53%		100%	100%		49%	60%	58%	56%	47%	56%
GENDER /AGE	Men <50	24%		49%		17%	32%	36%		68%		12%	17%	24%	29%	38%	29%
	Women <50	25%	52%		46%	22%	30%		40%	57%		21%	22%	23%	32%	24%	36%
	Men 50+	22%		51%		29%	15%	64%		32%		38%	24%	18%	15%	16%	15%
	Women 50+	28%	48%		54%	32%	22%		59%	43%		28%	37%	36%	24%	22%	20%
AGE	Under 50	49%	52%	49%	46%	38%	62%	36%	40%	68%	57%	34%	39%	46%	61%	62%	64%
	50 & over	50%	48%	51%	54%	61%	38%	64%	59%	32%	43%	66%	61%	54%	39%	38%	36%
AGE	Under 30	18%	29%	13%	14%	11%	26%	10%	11%	27%	25%	11%	18%	5%	27%	27%	23%
	30 - 39	17%	8%	22%	16%	12%	23%	11%	14%	33%	15%	10%	9%	18%	24%	28%	17%
	40 - 49	14%	14%	13%	17%	15%	13%	15%	15%	8%	18%	12%	12%	23%	10%	7%	25%
	50 - 64	21%	12%	25%	22%	23%	20%	27%	20%	21%	19%	26%	24%	18%	17%	18%	27%
	65 & over	29%	36%	26%	32%	38%	18%	37%	40%	11%	24%	41%	37%	36%	22%	20%	9%
AGE	18 - 24	10%	22%	3%	6%	6%	13%	4%	8%	14%	11%	5%	14%	2%	13%	16%	9%
	25 - 29	8%	7%	10%	7%	5%	13%	6%	3%	13%	13%	6%	4%	3%	14%	11%	14%
	30 - 34	9%	2%	12%	8%	6%	12%	4%	7%	17%	7%	3%	6%	11%	11%	16%	8%
	35 - 39	9%	6%	10%	7%	6%	12%	6%	6%	16%	8%	7%	3%	8%	14%	12%	9%
	40 - 44	6%	7%	7%	5%	4%	7%	5%	3%	6%	9%	3%	4%	5%	6%	3%	14%
	45 - 49	8%	7%	6%	12%	11%	6%	10%	12%	2%	9%	9%	8%	18%	4%	4%	11%
	50 - 54	9%	3%	11%	10%	10%	9%	11%	8%	10%	8%	9%	17%	6%	3%	9%	17%
	55 - 59	7%	7%	8%	6%	7%	6%	6%	8%	8%	5%	7%	6%	7%	9%	4%	6%
	60 - 64	5%	2%	6%	5%	6%	5%	10%	3%	3%	6%	10%		5%	6%	5%	4%
	65 - 69	5%	4%	6%	4%	6%	3%	8%	5%	3%	3%	5%	6%	9%	4%	4%	2%
	70 - 74	7%	9%	5%	9%	10%	4%	7%	13%	5%	4%	8%	9%	14%	4%	6%	3%
	Over 74	17%	23%	16%	19%	22%	10%	22%	22%	4%	16%	28%	22%	13%	15%	10%	4%
	(Don't know/Refuse)	0%			0%	0%				0%				1%			
	Unweighted Count / Weighted Count	500 / 500	67 / 68	184 / 186	198 / 200	283 / 259	202 / 224	127 / 119	156 / 141	101 / 105	101 / 118	129 / 124	59 / 58	95 / 77	70 / 88	73 / 73	59 / 62

CITY OF BERKELEY - JUNE 2024

		TOTAL	3.TOP ISSUES					4/5.COMBINED INITIAL PARCEL TAX				4/5.COMBINED INITIAL PARCEL TAX			
			Repairing deteriorating streets and sidewalks	Continue rehousing and providing services for homeless	Major investment in affordable housing	Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront	Electrification of gas-powered buildings to reduce climate impact	Yes	No	Undecided	All swing	Yes - strongly	Yes - weak	No - weak	No - strongly
GENDER	Men	46%	51%	44%	47%	46%	30%	43%	50%	46%	46%	41%	46%	46%	53%
	Women	54%	49%	56%	53%	54%	70%	57%	50%	54%	54%	59%	54%	54%	47%
GENDER / AGE	Men <50	24%	24%	24%	26%	25%	21%	23%	28%	19%	26%	17%	29%	31%	26%
	Women <50	25%	19%	26%	26%	23%	32%	28%	17%	35%	27%	32%	24%	20%	15%
	Men 50+	22%	27%	21%	22%	21%	9%	20%	22%	27%	19%	24%	17%	15%	27%
	Women 50+	28%	30%	30%	26%	32%	38%	28%	33%	19%	28%	27%	30%	34%	32%
AGE	Under 50	49%	43%	49%	52%	47%	53%	51%	46%	54%	53%	49%	53%	51%	41%
	50 & over	50%	57%	51%	48%	53%	47%	49%	54%	46%	47%	50%	47%	49%	59%
AGE	Under 30	18%	16%	18%	17%	17%	27%	22%	14%	19%	19%	22%	21%	16%	12%
	30 - 39	17%	15%	18%	18%	17%	21%	17%	16%	19%	19%	14%	21%	17%	16%
	40 - 49	14%	12%	13%	16%	14%	6%	12%	15%	17%	15%	14%	11%	19%	12%
	50 - 64	21%	24%	21%	21%	23%	20%	26%	19%	13%	20%	25%	27%	21%	18%
	65 & over	29%	33%	29%	27%	30%	26%	23%	35%	33%	26%	25%	20%	28%	41%
AGE	18 - 24	10%	10%	10%	8%	10%	8%	10%	8%	14%	10%	11%	9%	8%	8%
	25 - 29	8%	6%	7%	9%	7%	19%	11%	6%	5%	9%	11%	12%	8%	5%
	30 - 34	9%	7%	8%	9%	9%	11%	9%	8%	8%	10%	6%	13%	8%	8%
	35 - 39	9%	8%	10%	10%	8%	10%	8%	8%	11%	9%	7%	9%	8%	8%
	40 - 44	6%	4%	6%	8%	6%	3%	4%	5%	11%	7%	5%	3%	8%	3%
	45 - 49	8%	8%	8%	8%	8%	2%	8%	10%	6%	8%	9%	7%	11%	9%
	50 - 54	9%	9%	8%	11%	10%	5%	9%	8%	9%	9%	11%	8%	12%	6%
	55 - 59	7%	9%	8%	5%	7%	8%	9%	6%	1%	6%	8%	10%	6%	6%
	60 - 64	5%	6%	6%	5%	6%	8%	7%	4%	3%	5%	6%	9%	3%	6%
	65 - 69	5%	3%	4%	5%	5%	4%	3%	5%	9%	5%	3%	3%	3%	7%
	70 - 74	7%	8%	9%	7%	7%	6%	5%	10%	6%	5%	7%	4%	6%	13%
	Over 74	17%	22%	16%	16%	18%	16%	14%	20%	18%	16%	15%	13%	18%	21%
	(Don't know/Refuse)	0%	0%					0%				0%			
	Unweighted Count /	500	185	225	252	106	54	219	186	93	272	117	102	77	109
	Weighted Count	500	178	229	255	102	53	223	180	94	277	118	106	77	103

RESEARCH ANALYSIS BY LAKE RESEARCH PARTNERS  
 Washington , DC (202) 776-9066 | Berkeley , CA (510) 286-2097

CITY OF BERKELEY - JUNE 2024

		TOTAL	6.INITIAL TOT INCREASE				6.INITIAL TOT INCREASE				7.INITIAL SALES TAX			
			Yes	No	Undeci ded	All swing	Yes - strongl y	Yes - weak	No - weak	No - strongl y	Yes	No	Undeci ded	All swing
GENDER	Men	46%	45%	51%	42%	46%	46%	45%	55%	47%	45%	51%	40%	46%
	Women	54%	55%	49%	58%	54%	54%	55%	45%	53%	55%	49%	60%	54%
GENDER /AGE	Men <50	24%	23%	26%	23%	25%	22%	24%	30%	23%	24%	28%	17%	23%
	Women <50	25%	28%	23%	26%	27%	27%	29%	25%	21%	30%	21%	29%	29%
	Men 50+	22%	22%	24%	19%	21%	25%	21%	25%	23%	21%	23%	23%	23%
	Women 50+	28%	26%	27%	32%	27%	26%	26%	20%	32%	24%	29%	31%	25%
AGE	Under 50	49%	51%	49%	48%	52%	49%	53%	55%	45%	54%	49%	46%	52%
	50 & over	50%	48%	51%	52%	48%	50%	47%	45%	55%	46%	51%	54%	48%
AGE	Under 30	18%	25%	15%	13%	19%	23%	26%	19%	12%	22%	15%	20%	20%
	30 - 39	17%	16%	18%	19%	20%	10%	19%	23%	14%	18%	18%	15%	18%
	40 - 49	14%	11%	16%	17%	12%	16%	8%	12%	19%	14%	15%	12%	13%
	50 - 64	21%	23%	18%	21%	20%	25%	22%	15%	20%	17%	23%	23%	22%
	65 & over	29%	25%	33%	30%	28%	25%	25%	30%	35%	29%	29%	31%	26%
AGE	18 - 24	10%	13%	10%	5%	10%	14%	13%	12%	8%	10%	8%	14%	11%
	25 - 29	8%	12%	5%	8%	9%	9%	14%	7%	4%	12%	7%	6%	9%
	30 - 34	9%	9%	10%	7%	10%	6%	10%	13%	7%	10%	8%	7%	8%
	35 - 39	9%	7%	8%	12%	10%	4%	9%	10%	7%	8%	10%	8%	10%
	40 - 44	6%	3%	7%	8%	5%	3%	2%	5%	9%	4%	6%	8%	6%
	45 - 49	8%	9%	8%	8%	7%	13%	5%	7%	9%	10%	10%	4%	7%
	50 - 54	9%	11%	8%	9%	10%	11%	11%	9%	6%	8%	10%	10%	10%
	55 - 59	7%	8%	5%	6%	6%	7%	8%	5%	5%	6%	7%	5%	7%
	60 - 64	5%	4%	5%	6%	4%	7%	3%	1%	9%	3%	6%	8%	6%
	65 - 69	5%	3%	6%	6%	5%	2%	3%	7%	6%	5%	5%	5%	5%
	70 - 74	7%	7%	10%	3%	6%	8%	7%	9%	11%	6%	8%	7%	6%
	Over 74	17%	15%	16%	21%	17%	15%	15%	14%	18%	18%	16%	19%	15%
	(Don't know/Refuse)	0%	0%				1%							
	Unweighted Count /	500	189	190	118	318	77	112	88	102	153	238	105	272
Weighted Count	500	187	184	124	318	77	110	84	100	146	237	113	277	

CITY OF BERKELEY - JUNE 2024

		TOTAL	7.INITIAL SALES TAX				8/9.COMBINED INFORMED PARCEL TAX			10.TOT INCREASE RE-BALLOT			11.SALES TAX RE-BALLOT		
			Yes - strongl y	Yes - weak	No - weak	No - strongl y	Yes	No	Undeci ded	Yes	No	Undeci ded	Yes	No	Undeci ded
GENDER	Men	46%	44%	46%	54%	49%	40%	53%	45%	43%	49%	48%	43%	50%	40%
	Women	54%	56%	54%	46%	51%	60%	47%	55%	57%	51%	52%	57%	50%	60%
GENDER /AGE	Men <50	24%	20%	27%	27%	28%	21%	27%	24%	21%	25%	30%	22%	26%	21%
	Women <50	25%	24%	36%	22%	20%	33%	18%	27%	29%	22%	27%	32%	20%	29%
	Men 50+	22%	24%	19%	27%	20%	19%	25%	22%	22%	24%	17%	21%	24%	20%
	Women 50+	28%	32%	19%	24%	31%	27%	30%	27%	29%	28%	24%	25%	29%	30%
AGE	Under 50	49%	44%	62%	48%	49%	54%	45%	51%	49%	47%	58%	54%	47%	50%
	50 & over	50%	56%	38%	52%	51%	46%	55%	49%	51%	53%	42%	46%	53%	50%
AGE	Under 30	18%	16%	27%	14%	16%	21%	15%	19%	21%	14%	21%	22%	15%	21%
	30 - 39	17%	10%	24%	18%	18%	20%	16%	11%	16%	18%	19%	18%	18%	12%
	40 - 49	14%	18%	11%	16%	15%	12%	14%	21%	12%	14%	18%	14%	13%	17%
	50 - 64	21%	22%	13%	32%	18%	22%	21%	18%	24%	18%	22%	19%	24%	17%
	65 & over	29%	34%	25%	20%	33%	24%	35%	31%	27%	35%	19%	27%	30%	32%
AGE	18 - 24	10%	5%	13%	6%	10%	9%	10%	13%	10%	9%	13%	11%	9%	10%
	25 - 29	8%	11%	14%	8%	6%	12%	5%	6%	12%	5%	8%	11%	6%	10%
	30 - 34	9%	7%	13%	5%	10%	11%	6%	7%	9%	9%	8%	11%	9%	4%
	35 - 39	9%	3%	12%	12%	8%	9%	10%	4%	7%	9%	11%	8%	9%	8%
	40 - 44	6%	5%	3%	7%	5%	4%	5%	10%	3%	5%	13%	5%	5%	8%
	45 - 49	8%	13%	8%	10%	9%	8%	8%	11%	9%	9%	5%	9%	8%	9%
	50 - 54	9%	14%	3%	16%	7%	9%	10%	9%	13%	6%	8%	9%	9%	11%
	55 - 59	7%	5%	6%	10%	6%	8%	6%	3%	7%	5%	6%	7%	7%	2%
	60 - 64	5%	3%	3%	5%	6%	6%	4%	6%	3%	7%	8%	3%	7%	5%
	65 - 69	5%	2%	6%	4%	6%	5%	5%	4%	4%	7%	1%	4%	5%	7%
	70 - 74	7%	10%	3%	7%	9%	6%	9%	9%	7%	9%	4%	7%	8%	6%
	Over 74	17%	21%	16%	10%	19%	13%	21%	18%	16%	19%	14%	16%	17%	20%
	(Don't know/Refuse)	0%					0%					1%			1%
	Unweighted Count /	500	68	85	82	156	222	209	64	221	212	64	169	251	76
Weighted Count	500	64	83	82	155	223	203	68	212	213	70	156	249	89	

CITY OF BERKELEY - JUNE 2024

		TOTAL	4/5-8/9.PARCEL TAX SHIFT				6-10.TOT INCREASE SHIFT					7-11.SALES TAX SHIFT					
			Solid Yes	Solid No	Persua dable	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No	
GENDER	Men	46%	40%	51%	43%	55%	45%	51%	42%	39%	44%	40%	50%	42%	52%	54%	
	Women	54%	60%	49%	57%	45%	55%	49%	58%	61%	56%	60%	50%	58%	48%	46%	
GENDER /AGE	Men <50	24%	20%	28%	20%	31%	23%	27%	23%	16%	21%	20%	28%	17%	23%	28%	
	Women <50	25%	32%	15%	34%	23%	28%	21%	28%	30%	27%	34%	21%	30%	26%	17%	
	Men 50+	22%	20%	23%	23%	25%	22%	24%	19%	22%	23%	19%	22%	25%	29%	25%	
	Women 50+	28%	28%	33%	23%	22%	27%	28%	30%	32%	28%	26%	29%	28%	22%	29%	
AGE	Under 50	49%	52%	44%	54%	53%	51%	48%	51%	46%	48%	55%	49%	48%	49%	45%	
	50 & over	50%	48%	56%	46%	47%	49%	52%	49%	54%	51%	45%	51%	52%	51%	55%	
AGE	Under 30	18%	21%	13%	19%	24%	25%	16%	15%	15%	15%	22%	16%	20%	20%	17%	
	30 - 39	17%	19%	17%	18%	13%	14%	18%	19%	20%	21%	17%	18%	13%	17%	21%	
	40 - 49	14%	12%	14%	17%	16%	12%	15%	17%	12%	12%	16%	14%	15%	13%	7%	
	50 - 64	21%	25%	19%	15%	21%	24%	17%	23%	24%	19%	18%	22%	22%	26%	24%	
	65 & over	29%	23%	37%	31%	25%	25%	35%	25%	30%	32%	28%	30%	30%	25%	31%	
AGE	18 - 24	10%	8%	8%	11%	21%	12%	9%	6%	6%	11%	10%	9%	12%	10%	9%	
	25 - 29	8%	13%	5%	8%	3%	12%	6%	9%	9%	3%	11%	7%	8%	9%	9%	
	30 - 34	9%	10%	8%	11%	5%	8%	10%	8%	11%	10%	11%	8%	5%	8%	11%	
	35 - 39	9%	9%	9%	7%	8%	6%	8%	12%	9%	11%	6%	10%	8%	9%	10%	
	40 - 44	6%	3%	4%	10%	10%	2%	5%	10%	6%	7%	4%	5%	8%	5%	5%	
	45 - 49	8%	9%	10%	7%	7%	10%	10%	6%	6%	5%	12%	9%	7%	8%	2%	
	50 - 54	9%	9%	8%	10%	10%	12%	6%	13%	18%	6%	8%	9%	13%	16%	9%	
	55 - 59	7%	9%	6%	2%	4%	8%	5%	6%	5%	5%	7%	7%	4%	6%	5%	
	60 - 64	5%	7%	4%	3%	7%	3%	6%	5%	1%	9%	3%	6%	6%	4%	10%	
	65 - 69	5%	3%	6%	8%	3%	3%	7%	3%	5%	6%	4%	5%	5%	5%	7%	
	70 - 74	7%	6%	10%	7%	5%	8%	11%	4%	5%	3%	7%	8%	7%	8%	5%	
	Over 74	17%	14%	22%	16%	17%	14%	17%	18%	20%	23%	17%	16%	18%	12%	19%	
	(Don't know/Refuse)		0%	0%							1%						
	Unweighted Count /		500	183	169	87	55	164	168	105	62	59	125	215	99	54	56
Weighted Count		500	184	160	90	58	162	162	106	56	64	116	214	106	51	58	

CITY OF BERKELEY - JUNE 2024

		TOTAL	TARGETS			SPLIT	
			Yes on all	Mixed	No on all	A	B
GENDER	Men	46%	43%	45%	56%	46%	46%
	Women	54%	57%	55%	44%	54%	54%
GENDER /AGE	Men <50	24%	23%	23%	32%	24%	24%
	Women <50	25%	33%	25%	17%	26%	25%
	Men 50+	22%	20%	22%	24%	23%	22%
	Women 50+	28%	23%	30%	27%	28%	28%
AGE	Under 50	49%	56%	48%	49%	49%	49%
	50 & over	50%	44%	52%	51%	51%	50%
AGE	Under 30	18%	27%	15%	17%	18%	18%
	30 - 39	17%	15%	18%	19%	17%	17%
	40 - 49	14%	14%	14%	13%	14%	14%
	50 - 64	21%	18%	23%	20%	21%	21%
	65 & over	29%	25%	29%	31%	29%	29%
AGE	18 - 24	10%	12%	9%	10%	9%	10%
	25 - 29	8%	16%	7%	7%	9%	8%
	30 - 34	9%	10%	8%	10%	8%	9%
	35 - 39	9%	4%	10%	9%	9%	8%
	40 - 44	6%	2%	6%	6%	6%	5%
	45 - 49	8%	12%	8%	7%	8%	9%
	50 - 54	9%	9%	8%	9%	9%	9%
	55 - 59	7%	7%	7%	7%	6%	7%
	60 - 64	5%	2%	8%	4%	6%	5%
	65 - 69	5%	4%	4%	7%	6%	4%
	70 - 74	7%	6%	8%	10%	8%	7%
	Over 74	17%	15%	18%	14%	16%	18%
	(Don't know/Refuse)	0%		0%			0%
	Unweighted Count /	500	92	251	120	250	250
	Weighted Count	500	91	257	113	250	250

CITY OF BERKELEY - JUNE 2024

		GENDER		RACE				RACE /GENDER				REGION			
		TOTAL	Men	Women	People of color	White alone	Black	Latino/a	Men of color	Women of color	White men	White women	Hills (CCD 5/6/8)	South (CCD 3/4/7)	West (CCD 1/2)
EDUCATION	High School Graduate	3%	2%	4%	2%	4%	2%	1%	1%	3%	3%	5%	5%	2%	3%
	Vocational or technical school	0%	1%		1%	0%		2%	1%		0%				1%
	Some college but no degree	14%	13%	15%	26%	8%	23%	36%	25%	28%	6%	10%	13%	19%	13%
	Associate degree	4%	3%	6%	7%	3%	8%	8%	7%	8%	1%	5%	4%	5%	5%
	4-year college graduate or bachelor's degree	37%	42%	32%	37%	37%	36%	26%	42%	30%	40%	34%	37%	38%	35%
	Graduate School or advanced degree	40%	38%	42%	26%	48%	28%	24%	23%	31%	49%	47%	42%	35%	42%
	(Refused)	0%	1%		1%	0%	2%	2%	1%		1%			1%	1%
EDUCATION	H.S./Less	3%	2%	4%	2%	4%	2%	1%	1%	3%	3%	5%	5%	2%	3%
	Post H.S.	19%	17%	21%	34%	12%	32%	47%	33%	36%	7%	15%	16%	24%	19%
	Non-college grad	22%	19%	25%	36%	16%	34%	48%	34%	39%	10%	20%	21%	26%	22%
	College graduate or post-grad	77%	80%	75%	63%	84%	65%	49%	65%	61%	89%	80%	79%	74%	77%
EDUCATION /GENDER	Non-college men	9%	19%		18%	4%	8%	28%	34%		10%		6%	11%	12%
	Non-college women	14%		25%	18%	11%	25%	21%		39%		20%	15%	15%	10%
	College men	37%	80%		34%	38%	42%	25%	65%		89%		41%	36%	33%
	College women	40%		75%	29%	46%	23%	24%		61%		80%	38%	38%	45%
	Unweighted Count /	500	235	265	165	328	55	53	96	69	134	194	206	135	159
	Weighted Count	500	232	268	168	325	55	45	89	80	139	186	220	135	145

CITY OF BERKELEY - JUNE 2024

		TOTAL	REGION / GENDER						AGE					AGE	
			Hills (CCD 5/6/8) Men	Hills (CCD 5/6/8) Women	South (CCD 3/4/7) Men	South (CCD 3/4/7) Women	West (CCD 1/2) Men	West (CCD 1/2) Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over
EDUCATION	High School Graduate	3%	2%	7%	2%	2%	4%	2%	11%	1%		1%	3%	4%	2%
	Vocational or technical school	0%					2%		1%	1%				1%	
	Some college but no degree	14%	9%	16%	16%	22%	18%	9%	25%	8%	9%	11%	17%	15%	14%
	Associate degree	4%	2%	5%	5%	5%	2%	7%	5%	4%	8%	3%	3%	6%	3%
	4-year college graduate or bachelor's degree	37%	45%	29%	46%	31%	32%	38%	42%	49%	37%	40%	24%	43%	31%
	Graduate School or advanced degree	40%	42%	43%	30%	40%	41%	44%	15%	36%	46%	45%	53%	31%	49%
	(Refused)	0%			1%		1%		1%	1%				1%	
EDUCATION	H.S./Less	3%	2%	7%	2%	2%	4%	2%	11%	1%		1%	3%	4%	2%
	Post H.S.	19%	11%	21%	21%	26%	22%	17%	31%	13%	17%	14%	20%	21%	18%
	Non-college grad	22%	13%	28%	23%	29%	26%	18%	42%	13%	17%	15%	23%	25%	20%
	College graduate or post-grad	77%	87%	72%	76%	71%	72%	82%	57%	85%	83%	85%	77%	74%	80%
EDUCATION /GENDER	Non-college men	9%	13%		23%		26%		20%	7%	4%	7%	7%	11%	7%
	Non-college women	14%		28%		29%		18%	22%	7%	13%	8%	17%	14%	13%
	College men	37%	87%		76%		72%		27%	49%	35%	44%	33%	37%	38%
	College women	40%		72%		71%		82%	30%	37%	47%	41%	44%	37%	43%
	Unweighted Count / Weighted Count	500 / 500	88 / 103	118 / 117	71 / 63	64 / 71	76 / 65	83 / 80	86 / 91	104 / 86	59 / 71	94 / 106	156 / 146	249 / 247	250 / 252

CITY OF BERKELEY - JUNE 2024

		TOTAL	GENDER /AGE				RACE /AGE				EDUCATION				
			Men <50	Women <50	Men 50+	Women 50+	People of color <50	People of color 50+	White <50	White 50+	Post H. S.	Non-college grad	College graduate or post-grad	4-year College grad	Post-graduate
EDUCATION	High School Graduate	3%	3%	5%	2%	3%	3%	1%	5%	3%		15%			
	Vocational or technical school	0%	1%				1%		0%		2%	1%			
	Some college but no degree	14%	13%	16%	14%	15%	26%	26%	7%	10%	75%	64%			
	Associate degree	4%	5%	6%	0%	6%	8%	6%	4%	2%	23%	20%			
	4-year college graduate or bachelor's degree	37%	46%	41%	38%	25%	40%	32%	44%	30%			48%	100%	
	Graduate School or advanced degree	40%	30%	32%	47%	52%	21%	35%	39%	54%			52%		100%
(Refused)	0%	2%				1%		1%							
EDUCATION	H.S./Less	3%	3%	5%	2%	3%	3%	1%	5%	3%		15%			
	Post H.S.	19%	20%	22%	14%	20%	36%	32%	11%	12%	100%	85%			
	Non-college grad	22%	22%	27%	16%	23%	39%	33%	16%	15%	100%	100%			
	College graduate or post-grad	77%	76%	73%	84%	77%	60%	67%	83%	85%			100%	100%	100%
EDUCATION /GENDER	Non-college men	9%	22%		16%		21%	14%	4%	5%	41%	40%			
	Non-college women	14%		27%		23%	18%	20%	12%	11%	59%	60%			
	College men	37%	76%		84%		28%	43%	41%	35%			48%	53%	44%
	College women	40%		73%		77%	32%	24%	42%	50%			52%	47%	56%
	Unweighted Count / Weighted Count	500 / 500	127 / 120	122 / 127	108 / 112	142 / 140	100 / 99	65 / 70	144 / 144	183 / 181	99 / 96	116 / 112	382 / 386	185 / 184	197 / 202

CITY OF BERKELEY - JUNE 2024

		EDUCATION /GENDER			HOME OWNERSHIP		HOME OWNERSHIP / GENDER				HOME OWNERSHIP / REGION						
		TOTAL	Non-college women	College men	College women	Own	Rent	Own Men	Own Women	Rent Men	Rent Women	Own Hills (CCD 5/6/8)	Own South (CCD 3/4/7)	Own West (CCD 1/2)	Rent Hills (CCD 5/6/8)	Rent South (CCD 3/4/7)	Rent West (CCD 1/2)
EDUCATION	High School Graduate	3%	16%			3%	2%	2%	3%	1%	4%	3%	5%	2%	5%		2%
	Vocational or technical school	0%				0%	0%	1%		1%				1%			2%
	Some college but no degree	14%	61%			12%	16%	10%	14%	15%	17%	9%	17%	14%	17%	19%	10%
	Associate degree	4%	23%			3%	6%	1%	5%	5%	7%	2%	5%	3%	6%	5%	7%
	4-year college graduate or bachelor's degree	37%		52%	43%	35%	40%	39%	31%	46%	35%	38%	32%	32%	35%	45%	41%
	Graduate School or advanced degree	40%		48%	57%	47%	34%	47%	46%	30%	38%	48%	42%	49%	36%	30%	37%
	(Refused)	0%					1%			2%					1%	2%	
EDUCATION	H.S./Less	3%	16%			3%	2%	2%	3%	1%	4%	3%	5%	2%	5%		2%
	Post H.S.	19%	84%			15%	22%	11%	19%	21%	24%	11%	22%	18%	23%	24%	19%
	Non-college grad	22%	100%			18%	25%	14%	22%	22%	27%	14%	26%	20%	28%	24%	21%
	College graduate or post-grad	77%		100%	100%	82%	74%	86%	78%	76%	73%	86%	74%	80%	72%	75%	77%
EDUCATION /GENDER	Non-college men	9%				6%	11%	14%		22%		5%	8%	7%	8%	12%	12%
	Non-college women	14%	100%			12%	14%		22%		27%	9%	18%	12%	20%	12%	9%
	College men	37%		100%		39%	36%	86%		76%		46%	32%	34%	36%	40%	30%
	College women	40%			100%	42%	39%		78%		73%	40%	41%	46%	35%	35%	48%
	Unweighted Count / Weighted Count	500 / 500	67 / 68	184 / 186	198 / 200	283 / 259	202 / 224	127 / 119	156 / 141	101 / 105	101 / 118	129 / 124	59 / 58	95 / 77	70 / 88	73 / 73	59 / 62

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		TOTAL	3.TOP ISSUES					4/5.COMBINED INITIAL PARCEL TAX				4/5.COMBINED INITIAL PARCEL TAX			
			Repairing deteriorating streets and sidewalks	Continue rehousing and providing services for homelessness	Major investment in affordable housing	Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront	Electrification of gas-powered buildings to reduce climate impact	Yes	No	Undecided	All swing	Yes - strongly	Yes - weak	No - weak	No - strongly
EDUCATION	High School Graduate	3%	4%	4%	4%	1%		3%	3%	4%	3%	5%	1%	6%	2%
	Vocational or technical school	0%	1%		0%	1%			1%	1%	1%			1%	
	Some college but no degree	14%	18%	11%	13%	17%	24%	14%	15%	13%	17%	10%	18%	18%	13%
	Associate degree	4%	3%	5%	5%	4%	1%	6%	4%	2%	3%	7%	5%	2%	5%
	4-year college graduate or bachelor's degree	37%	31%	41%	38%	38%	20%	37%	31%	48%	38%	37%	38%	26%	34%
	Graduate School or advanced degree	40%	43%	39%	39%	39%	54%	39%	46%	32%	38%	40%	38%	47%	46%
	(Refused)	0%	0%	0%	1%			0%		1%	0%	1%			
EDUCATION	H.S./Less	3%	4%	4%	4%	1%		3%	3%	4%	3%	5%	1%	6%	2%
	Post H.S.	19%	22%	15%	18%	22%	25%	20%	20%	16%	20%	18%	24%	21%	19%
	Non-college grad	22%	25%	19%	22%	23%	25%	23%	23%	19%	23%	22%	25%	27%	20%
	College graduate or post-grad	77%	74%	81%	78%	77%	75%	76%	77%	80%	76%	77%	75%	73%	80%
EDUCATION /GENDER	Non-college men	9%	11%	6%	9%	9%	9%	7%	12%	7%	8%	7%	7%	11%	13%
	Non-college women	14%	14%	13%	13%	14%	16%	16%	11%	12%	15%	16%	17%	16%	7%
	College men	37%	39%	38%	38%	37%	21%	36%	38%	38%	37%	34%	38%	35%	39%
	College women	40%	35%	43%	40%	40%	54%	40%	39%	42%	39%	43%	37%	38%	40%
	Unweighted Count / Weighted Count	500 / 500	185 / 178	225 / 229	252 / 255	106 / 102	54 / 53	219 / 223	186 / 180	93 / 94	272 / 277	117 / 118	102 / 106	77 / 77	109 / 103

CITY OF BERKELEY - JUNE 2024

		6.INITIAL TOT INCREASE				6.INITIAL TOT INCREASE				7.INITIAL SALES TAX				
		TOTAL	Yes	No	Undeci ded	All swing	Yes - strongl y	Yes - weak	No - weak	No - strongl y	Yes	No	Undeci ded	All swing
EDUCATION	High School Graduate	3%	4%	4%	1%	3%	5%	2%	5%	3%	3%	3%	5%	4%
	Vocational or technical school	0%	0%	1%		0%		1%		1%	0%	0%		0%
	Some college but no degree	14%	16%	9%	20%	17%	10%	20%	8%	10%	18%	10%	19%	17%
	Associate degree	4%	6%	3%	3%	3%	9%	3%	1%	5%	5%	3%	6%	3%
	4-year college graduate or bachelor's degree	37%	37%	36%	39%	37%	38%	36%	37%	36%	41%	35%	37%	39%
	Graduate School or advanced degree	40%	38%	46%	36%	40%	38%	38%	50%	43%	32%	49%	33%	36%
	(Refused)	0%		1%	1%	0%				1%		0%	1%	0%
EDUCATION	H.S./Less	3%	4%	4%	1%	3%	5%	2%	5%	3%	3%	5%	4%	
	Post H.S.	19%	22%	13%	23%	20%	19%	24%	9%	17%	24%	13%	24%	
	Non-college grad	22%	26%	17%	24%	22%	24%	27%	14%	20%	27%	16%	30%	
	College graduate or post-grad	77%	74%	82%	75%	77%	76%	73%	86%	79%	73%	83%	70%	
EDUCATION /GENDER	Non-college men	9%	8%	10%	8%	8%	9%	8%	10%	10%	7%	9%	11%	
	Non-college women	14%	17%	7%	16%	14%	15%	19%	4%	10%	19%	7%	18%	
	College men	37%	37%	40%	33%	38%	37%	37%	46%	36%	38%	41%	28%	
	College women	40%	37%	42%	42%	40%	39%	37%	41%	44%	36%	42%	42%	
	Unweighted Count / Weighted Count	500	189	190	118	318	77	112	88	102	153	238	105	
		500	187	184	124	318	77	110	84	100	146	237	113	

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		TOTAL	7.INITIAL SALES TAX				8/9.COMBINED INFORMED PARCEL TAX			10.TOT INCREASE RE-BALLOT			11.SALES TAX RE-BALLOT		
			Yes - strongl y	Yes - weak	No - weak	No - strongl y	Yes	No	Undeci ded	Yes	No	Undeci ded	Yes	No	Undeci ded
EDUCATION	High School Graduate	3%	2%	4%	3%	3%	4%	3%	2%	4%	5%	5%	3%	1%	
	Vocational or technical school	0%		1%	1%		1%		0%	0%		0%	0%		
	Some college but no degree	14%	17%	20%	11%	10%	17%	12%	13%	17%	14%	11%	19%	10%	18%
	Associate degree	4%	7%	3%		4%	4%	4%	6%	4%	4%	5%	6%	4%	2%
	4-year college graduate or bachelor's degree	37%	37%	44%	38%	33%	37%	34%	46%	36%	33%	52%	38%	33%	47%
	Graduate School or advanced degree	40%	37%	29%	48%	49%	40%	44%	32%	41%	44%	28%	32%	48%	32%
	(Refused)	0%				1%		1%			1%			1%	
EDUCATION	H.S./Less	3%	2%	4%	3%	3%	4%	3%	2%	4%	5%	5%	3%	1%	
	Post H.S.	19%	24%	24%	11%	15%	20%	17%	19%	21%	18%	16%	26%	15%	20%
	Non-college grad	22%	26%	27%	14%	18%	23%	21%	22%	23%	22%	21%	31%	18%	21%
	College graduate or post-grad	77%	74%	73%	86%	82%	77%	78%	78%	77%	77%	79%	69%	82%	79%
EDUCATION /GENDER	Non-college men	9%	10%	5%	6%	10%	6%	11%	10%	9%	10%	7%	10%	9%	7%
	Non-college women	14%	15%	22%	7%	7%	17%	9%	12%	15%	12%	14%	21%	8%	14%
	College men	37%	34%	41%	48%	38%	34%	40%	35%	34%	38%	40%	34%	40%	33%
	College women	40%	40%	32%	39%	44%	42%	38%	43%	42%	39%	39%	36%	41%	46%
	Unweighted Count / Weighted Count	500 / 500	68 / 64	85 / 83	82 / 82	156 / 155	222 / 223	209 / 203	64 / 68	221 / 212	212 / 213	64 / 70	169 / 156	251 / 249	76 / 89

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		TOTAL	4/5-8/9.PARCEL TAX SHIFT				6-10.TOT INCREASE SHIFT					7-11.SALES TAX SHIFT				
			Solid Yes	Solid No	Persua dable	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No
EDUCATION	High School Graduate	3%	3%	4%	3%	3%	2%	4%	2%		4%	4%	3%	4%	8%	4%
	Vocational or technical school	0%		1%		1%	0%	1%				1%	0%			
	Some college but no degree	14%	15%	13%	18%	9%	17%	10%	14%	14%	19%	16%	10%	19%	23%	19%
	Associate degree	4%	4%	4%		10%	5%	4%	1%	1%	8%	6%	3%	4%	5%	5%
	4-year college graduate or bachelor's degree	37%	36%	30%	45%	49%	34%	35%	46%	44%	36%	40%	33%	42%	42%	37%
	Graduate School or advanced degree	40%	42%	48%	34%	24%	41%	46%	36%	41%	32%	33%	50%	30%	22%	34%
	(Refused)	0%				3%		1%		1%		0%			1%	
EDUCATION	H.S./Less	3%	3%	4%	3%	3%	2%	4%	2%		4%	4%	3%	4%	8%	4%
	Post H.S.	19%	19%	18%	18%	21%	22%	15%	16%	15%	27%	23%	13%	23%	28%	24%
	Non-college grad	22%	23%	22%	21%	23%	25%	19%	18%	15%	31%	27%	16%	27%	36%	28%
	College graduate or post-grad	77%	77%	78%	79%	73%	75%	80%	82%	85%	68%	73%	83%	73%	64%	71%
EDUCATION /GENDER	Non-college men	9%	4%	11%	8%	16%	9%	11%	6%	5%	8%	6%	9%	11%	18%	13%
	Non-college women	14%	18%	10%	13%	8%	16%	8%	11%	10%	23%	21%	7%	16%	18%	15%
	College men	37%	35%	40%	34%	36%	36%	40%	36%	33%	35%	34%	41%	31%	35%	39%
	College women	40%	42%	38%	44%	37%	39%	41%	47%	52%	33%	40%	42%	42%	29%	31%
	Unweighted Count / Weighted Count	500 / 500	183 / 184	169 / 160	87 / 90	55 / 58	164 / 162	168 / 162	105 / 106	62 / 56	59 / 64	125 / 116	215 / 214	99 / 106	54 / 51	56 / 58

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		TOTAL	TARGETS			SPLIT	
			Yes on all	Mixed	No on all	A	B
EDUCATION	High School Graduate	3%	3%	3%	4%	4%	3%
	Vocational or technical school	0%		0%	1%	1%	
	Some college but no degree	14%	15%	16%	10%	15%	13%
	Associate degree	4%	6%	4%	4%	5%	4%
	4-year college graduate or bachelor's degree	37%	41%	34%	37%	38%	36%
	Graduate School or advanced degree	40%	34%	42%	45%	37%	44%
	(Refused)	0%		0%		0%	0%
EDUCATION	H.S./Less	3%	3%	3%	4%	4%	3%
	Post H.S.	19%	22%	20%	14%	21%	17%
	Non-college grad	22%	25%	23%	18%	25%	20%
	College graduate or post-grad	77%	75%	76%	82%	75%	80%
EDUCATION /GENDER	Non-college men	9%	5%	9%	12%	10%	8%
	Non-college women	14%	20%	14%	6%	15%	12%
	College men	37%	38%	35%	43%	36%	38%
	College women	40%	37%	41%	38%	38%	42%
	Unweighted Count /	500	92	251	120	250	250
	Weighted Count	500	91	257	113	250	250

CITY OF BERKELEY - JUNE 2024

		TOTAL	GENDER		RACE				RACE /GENDER				REGION		
			Men	Women	People of color	White alone	Black	Latino/a	Men of color	Women of color	White men	White women	Hills (CCD 5/6/8)	South (CCD 3/4/7)	West (CCD 1/2)
RACE	People of color	34%	38%	30%	100%		100%	100%	100%	100%			27%	39%	38%
	White alone	65%	60%	70%		100%					100%	100%	71%	60%	60%
	Black	11%	12%	10%	33%		100%	13%	32%	33%			7%	11%	16%
	Latino/a	9%	11%	8%	27%		10%	100%	28%	26%			7%	9%	13%
	Asian American or Pacific Islander	10%	11%	8%	28%		5%	6%	30%	27%			9%	11%	9%
	Native or Indigenous American	1%	2%	1%	4%		3%	3%	5%	2%				1%	4%
	Middle Eastern or North African	2%	2%	3%	7%		1%	2%	5%	8%			2%	3%	2%
	(Other)	3%	3%	3%	10%			2%	8%	11%			3%	5%	2%
(Don't know/Refused)	1%	2%	1%									2%	0%	2%	
RACE /GENDER	Men of color	18%	38%		53%		52%	55%	100%				16%	20%	18%
	Women of color	16%		30%	47%		48%	45%		100%			11%	19%	20%
	White men	28%	60%			43%					100%		30%	27%	25%
	White women	37%		70%		57%						100%	41%	33%	35%
	Black men	6%	12%		17%		52%	7%	32%				3%	8%	8%
	Black women	5%		10%	16%		48%	6%		33%			4%	4%	9%
	Latino men	5%	11%		15%		6%	55%	28%				4%	4%	7%
	Latina women	4%		8%	12%		5%	45%		26%			2%	5%	6%
	Asian American or Pacific Islander men	5%	11%		16%		1%	2%	30%				6%	7%	3%
	Asian American or Pacific Islander women	4%		8%	13%		4%	4%		27%			4%	4%	5%
	Native or Indigenous American men	1%	2%		3%		1%	3%	5%					1%	3%
	Native or Indigenous American women	0%		1%	1%		1%			2%					1%
	Middle Eastern or North African men	1%	2%		3%		1%	2%	5%				1%	2%	1%
	Middle Eastern or North African women	1%		3%	4%					8%			1%	2%	1%
	Other men	1%	3%		4%			1%	8%				2%	0%	1%
	Other women	2%		3%	5%			1%		11%			0%	5%	1%
	Unweighted Count / Weighted Count	500 / 500	235 / 232	265 / 268	165 / 168	328 / 325	55 / 55	53 / 45	96 / 89	69 / 80	134 / 139	194 / 186	206 / 220	135 / 135	159 / 145

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		REGION / GENDER						AGE					AGE		
		TOTAL	Hills (CCD 5/6/8) Men	Hills (CCD 5/6/8) Women	South (CCD 3/4/7) Men	South (CCD 3/4/7) Women	West (CCD 1/2) Men	West (CCD 1/2) Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over
RACE	People of color	34%	34%	21%	43%	36%	40%	36%	49%	37%	32%	32%	25%	40%	28%
	White alone	65%	64%	78%	57%	63%	55%	64%	51%	60%	65%	68%	74%	58%	72%
	Black	11%	7%	8%	16%	7%	17%	16%	8%	12%	15%	10%	11%	11%	11%
	Latino/a	9%	9%	4%	8%	10%	15%	11%	12%	13%	4%	10%	6%	10%	8%
	Asian American or Pacific Islander	10%	12%	7%	14%	8%	8%	10%	16%	13%	9%	7%	5%	13%	6%
	Native or Indigenous American	1%			1%		6%	2%	1%	2%	2%	1%	1%	1%	1%
	Middle Eastern or North African	2%	1%	2%	4%	3%	1%	2%	8%	1%	4%		0%	4%	0%
	(Other)	3%	5%	1%	1%	9%	3%	2%	4%	2%	2%	3%	4%	3%	4%
(Don't know/Refused)	1%	2%	1%		1%	4%			3%	3%		1%	2%	1%	
RACE / GENDER	Men of color	18%	34%		43%		40%		23%	21%	15%	20%	13%	20%	16%
	Women of color	16%		21%		36%		36%	26%	16%	17%	12%	12%	20%	12%
	White men	28%	64%		57%		55%		25%	32%	23%	32%	26%	27%	29%
	White women	37%		78%		63%		64%	26%	28%	42%	37%	48%	31%	43%
	Black men	6%	7%		16%		17%		4%	6%	7%	9%	4%	6%	6%
	Black women	5%		8%		7%		16%	4%	6%	8%	1%	7%	6%	5%
	Latino men	5%	9%		8%		15%		7%	8%	3%	5%	2%	6%	4%
	Latina women	4%		4%		10%		11%	5%	5%	2%	5%	4%	4%	4%
	Asian American or Pacific Islander men	5%	12%		14%		8%		8%	9%	3%	3%	4%	7%	3%
	Asian American or Pacific Islander women	4%		7%		8%		10%	8%	4%	6%	5%	1%	6%	3%
	Native or Indigenous American men	1%			1%		6%		1%	1%	2%	1%	1%	1%	1%
	Native or Indigenous American women	0%						2%		1%			0%	0%	0%
	Middle Eastern or North African men	1%	1%		4%		1%		3%		3%			2%	
	Middle Eastern or North African women	1%		2%		3%		2%	5%	1%	1%		0%	2%	0%
	Other men	1%	5%		1%		3%			1%	1%	2%	2%	1%	2%
	Other women	2%		1%		9%		2%	4%	1%	1%	1%	2%	2%	1%
	Unweighted Count / Weighted Count	500	88	118	71	64	76	83	86	104	59	94	156	249	250
	500	103	117	63	71	65	80	91	86	71	106	146	247	252	

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		TOTAL	GENDER /AGE				RACE /AGE				EDUCATION				
			Men <50	Women <50	Men 50+	Women 50+	People of color <50	People of color 50+	White <50	White 50+	Post H. S.	Non-college grad	College graduate or post-grad	4-year College grad	Post-graduate
RACE	People of color	34%	41%	39%	35%	21%	100%	100%			61%	55%	27%	33%	22%
	White alone	65%	55%	61%	64%	78%			100%	100%	39%	45%	71%	65%	76%
	Black	11%	12%	11%	13%	9%	28%	39%			18%	17%	9%	11%	8%
	Latino/a	9%	13%	8%	8%	8%	26%	28%			22%	19%	6%	6%	5%
	Asian American or Pacific Islander	10%	15%	11%	8%	5%	32%	23%			9%	9%	10%	12%	8%
	Native or Indigenous American	1%	2%	1%	2%	0%	4%	4%			4%	3%	1%	1%	0%
	Middle Eastern or North African	2%	4%	5%		0%	11%	1%			3%	4%	2%	2%	1%
	(Other)	3%	1%	4%	6%	3%	7%	14%			5%	4%	3%	4%	2%
	(Don't know/Refused)	1%	3%	0%	1%	1%						2%	2%	2%	
RACE /GENDER	Men of color	18%	41%		35%		50%	57%			31%	27%	15%	20%	10%
	Women of color	16%		39%		21%	50%	43%			30%	28%	13%	13%	12%
	White men	28%	55%		64%				46%	40%	10%	13%	32%	30%	33%
	White women	37%		61%		78%			54%	60%	29%	33%	39%	34%	43%
	Black men	6%	12%		13%		14%	21%			5%	4%	6%	8%	4%
	Black women	5%		11%		9%	14%	18%			13%	12%	3%	2%	4%
	Latino men	5%	13%		8%		16%	13%			13%	11%	3%	4%	2%
	Latina women	4%		8%		8%	10%	15%			9%	8%	3%	2%	4%
	Asian American or Pacific Islander men	5%	15%		8%		18%	13%			7%	7%	5%	7%	3%
	Asian American or Pacific Islander women	4%		11%		5%	15%	10%			2%	2%	5%	6%	5%
	Native or Indigenous American men	1%	2%		2%		3%	3%			2%	2%	1%	1%	0%
	Native or Indigenous American women	0%		1%		0%	1%	1%			1%	1%			
	Middle Eastern or North African men	1%	4%				5%				3%	2%	1%	1%	
	Middle Eastern or North African women	1%		5%		0%	6%	1%			1%	2%	1%	1%	1%
	Other men	1%	1%		6%		1%	9%			1%	1%	2%	2%	2%
	Other women	2%		4%		3%	5%	5%			4%	4%	1%	2%	1%
	Unweighted Count /	Weighted Count	500	127	122	108	142	100	65	144	183	99	116	382	185
		500	120	127	112	140	99	70	144	181	96	112	386	184	202

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		TOTAL	EDUCATION /GENDER			HOME OWNERSHIP		HOME OWNERSHIP / GENDER				HOME OWNERSHIP / REGION					
			Non-college women	College men	College women	Own	Rent	Own Men	Own Women	Rent Men	Rent Women	Own Hills (CCD 5/6/8)	Own South (CCD 3/4/7)	Own West (CCD 1/2)	Rent Hills (CCD 5/6/8)	Rent South (CCD 3/4/7)	Rent West (CCD 1/2)
RACE	People of color	34%	46%	31%	24%	29%	41%	32%	26%	46%	36%	20%	34%	39%	38%	44%	40%
	White alone	65%	54%	66%	75%	70%	59%	67%	74%	53%	64%	80%	66%	59%	61%	55%	60%
	Black	11%	21%	12%	6%	11%	11%	12%	10%	14%	9%	7%	10%	19%	8%	13%	14%
	Latino/a	9%	14%	6%	5%	6%	13%	6%	6%	16%	10%	4%	8%	6%	9%	10%	22%
	Asian American or Pacific Islander	10%	3%	10%	10%	9%	10%	11%	8%	12%	8%	8%	7%	13%	11%	14%	4%
	Native or Indigenous American	1%	2%	1%		1%	2%	1%	1%	3%	1%			2%		1%	5%
	Middle Eastern or North African	2%	3%	1%	2%	2%	3%	1%	2%	3%	3%		5%	2%	5%	2%	1%
	(Other)	3%	6%	4%	3%	2%	5%	2%	2%	5%	5%	1%	5%	1%	5%	6%	4%
(Don't know/Refused)	1%		3%	1%	1%	1%	1%		1%	1%			2%	1%	1%		
RACE /GENDER	Men of color	18%		31%		15%	22%	32%		46%		15%	13%	16%	19%	25%	21%
	Women of color	16%	46%		24%	14%	19%		26%		36%	6%	21%	23%	19%	19%	18%
	White men	28%		66%		30%	25%	67%		53%		36%	28%	24%	24%	28%	22%
	White women	37%	54%		75%	40%	34%		74%		64%	44%	38%	36%	36%	27%	38%
	Black men	6%		12%		6%	6%	12%		14%		4%	5%	9%	3%	10%	7%
	Black women	5%	21%		6%	6%	5%		10%		9%	3%	5%	10%	5%	3%	7%
	Latino men	5%		6%		3%	8%	6%		16%		4%	2%	2%	6%	5%	14%
	Latina women	4%	14%		5%	3%	5%		6%		10%	1%	6%	4%	4%	5%	8%
	Asian American or Pacific Islander men	5%		10%		5%	6%	11%		12%		7%	4%	3%	5%	8%	4%
	Asian American or Pacific Islander women	4%	3%		10%	5%	4%		8%		8%	2%	3%	10%	6%	5%	
	Native or Indigenous American men	1%		1%		0%	1%	1%		3%				1%		1%	4%
	Native or Indigenous American women	0%	2%			0%	0%		1%		1%			1%			1%
	Middle Eastern or North African men	1%		1%		0%	1%	1%		3%			2%		2%	1%	1%
	Middle Eastern or North African women	1%	3%		2%	1%	2%		2%		3%		3%	2%	3%	1%	
	Other men	1%		4%		1%	2%	2%		5%		1%		1%	4%	1%	2%
	Other women	2%	6%		3%	1%	3%		2%		5%		5%		1%	5%	2%
	Unweighted Count / Weighted Count	500 / 500	67 / 68	184 / 186	198 / 200	283 / 259	202 / 224	127 / 119	156 / 141	101 / 105	101 / 118	129 / 124	59 / 58	95 / 77	70 / 88	73 / 73	59 / 62

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		3.TOP ISSUES					4/5.COMBINED INITIAL PARCEL TAX				4/5.COMBINED INITIAL PARCEL TAX				
		TOTAL	Repairing deteriorating streets and sidewalks	Continue rehousing and providing services for homelessness	Major investment in affordable housing	Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront	Electrification of gas-powered buildings to reduce climate impact	Yes	No	Undecided	All swing	Yes - strongly	Yes - weak	No - weak	No - strongly
RACE	People of color	34%	37%	28%	36%	32%	30%	35%	34%	33%	34%	31%	38%	29%	37%
	White alone	65%	60%	71%	63%	65%	70%	65%	64%	67%	66%	68%	61%	71%	58%
	Black	11%	12%	14%	13%	8%	5%	11%	11%	11%	10%	12%	11%	7%	13%
	Latino/a	9%	8%	8%	8%	13%	12%	11%	8%	8%	10%	9%	12%	8%	7%
	Asian American or Pacific Islander	10%	11%	7%	9%	11%	10%	8%	11%	10%	10%	6%	11%	10%	12%
	Native or Indigenous American	1%	1%	1%	1%	1%	1%	1%	2%		1%	2%	1%	3%	1%
	Middle Eastern or North African	2%	2%	1%	2%	3%	3%	1%	4%	1%	2%	1%	1%	3%	5%
	(Other) (Don't know/Refused)	3% 1%	4% 2%	2% 1%	3% 1%	2% 2%		4% 1%	3% 3%	2% 0%	3% 0%	4% 1%	3% 1%	3% 1%	3% 5%
RACE / GENDER	Men of color	18%	21%	17%	20%	17%	13%	18%	20%	13%	15%	19%	18%	15%	23%
	Women of color	16%	16%	11%	16%	15%	17%	16%	14%	20%	19%	12%	21%	14%	13%
	White men	28%	28%	27%	27%	27%	17%	24%	28%	33%	30%	21%	28%	31%	26%
	White women	37%	33%	44%	36%	39%	53%	40%	36%	34%	35%	47%	33%	40%	32%
	Black men	6%	7%	8%	7%	2%	1%	7%	6%	2%	3%	9%	5%	3%	9%
	Black women	5%	5%	5%	6%	6%	4%	5%	4%	9%	6%	3%	6%	4%	5%
	Latino men	5%	4%	4%	5%	6%	6%	6%	5%	4%	5%	6%	5%	7%	3%
	Latina women	4%	4%	3%	4%	6%	5%	5%	3%	5%	5%	3%	7%	2%	4%
	Asian American or Pacific Islander men	5%	7%	5%	6%	6%	3%	4%	6%	6%	5%	3%	6%	3%	8%
	Asian American or Pacific Islander women	4%	4%	2%	3%	6%	6%	4%	5%	4%	5%	3%	5%	6%	4%
	Native or Indigenous American men	1%	1%	1%	1%	1%		0%	2%		1%	1%		3%	1%
	Native or Indigenous American women	0%	0%				1%	1%			0%	1%	1%		
	Middle Eastern or North African men	1%	1%	0%	1%	2%	3%	0%	2%		1%		1%	3%	1%
	Middle Eastern or North African women	1%	2%	1%	1%	1%		1%	2%	1%	0%	1%			4%
	Other men	1%	2%	1%	1%	1%		2%	1%	1%	1%	3%	1%	1%	2%
	Other women	2%	2%	1%	2%	1%		2%	2%	1%	2%	2%	2%	3%	1%
	Unweighted Count / Weighted Count	500 / 500	185 / 178	225 / 229	252 / 255	106 / 102	54 / 53	219 / 223	186 / 180	93 / 94	272 / 277	117 / 118	102 / 106	77 / 77	109 / 103

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		TOTAL	6.INITIAL TOT INCREASE				6.INITIAL TOT INCREASE				7.INITIAL SALES TAX			
			Yes	No	Undeci ded	All swing	Yes - strongl y	Yes - weak	No - weak	No - strongl y	Yes	No	Undeci ded	All swing
<b>RACE</b>	People of color	34%	31%	37%	32%	32%	29%	33%	29%	43%	35%	33%	33%	33%
	White alone	65%	68%	61%	67%	67%	71%	66%	70%	53%	64%	65%	67%	67%
	Black	11%	8%	15%	10%	8%	14%	4%	10%	18%	10%	13%	9%	9%
	Latino/a	9%	10%	9%	8%	9%	6%	12%	8%	10%	12%	6%	12%	9%
	Asian American or Pacific Islander	10%	8%	10%	11%	10%	5%	10%	7%	11%	9%	9%	10%	10%
	Native or Indigenous American	1%	0%	2%	1%	1%	1%		2%	2%	2%	1%		1%
	Middle Eastern or North African	2%	3%	3%	1%	1%	4%	2%	1%	4%	2%	2%	2%	2%
	(Other)	3%	5%	3%	2%	3%	4%	5%	1%	4%	4%	5%	1%	3%
(Don't know/Refused)	1%	1%	2%	1%	1%		1%	1%	4%	1%	2%		1%	
<b>RACE /GENDER</b>	Men of color	18%	17%	21%	13%	16%	19%	16%	20%	23%	21%	18%	13%	15%
	Women of color	16%	14%	15%	19%	15%	10%	16%	9%	20%	13%	15%	20%	17%
	White men	28%	27%	27%	28%	30%	27%	27%	35%	20%	23%	31%	26%	30%
	White women	37%	41%	34%	38%	38%	43%	39%	35%	33%	42%	33%	40%	37%
	Black men	6%	6%	8%	3%	3%	12%	1%	5%	10%	5%	8%	3%	3%
	Black women	5%	3%	7%	7%	5%	2%	3%	5%	9%	5%	5%	7%	5%
	Latino men	5%	5%	5%	4%	5%	6%	5%	7%	4%	8%	3%	5%	5%
	Latina women	4%	5%	3%	4%	4%	1%	7%	1%	6%	4%	3%	7%	5%
	Asian American or Pacific Islander men	5%	5%	6%	5%	6%	3%	6%	6%	6%	7%	5%	5%	5%
	Asian American or Pacific Islander women	4%	3%	4%	5%	4%	3%	4%	2%	6%	3%	4%	5%	5%
	Native or Indigenous American men	1%	0%	2%		1%	1%		2%	2%	1%	1%		1%
	Native or Indigenous American women	0%			1%	0%					1%			0%
	Middle Eastern or North African men	1%	2%	1%		0%	2%	1%		1%	1%	1%	1%	1%
	Middle Eastern or North African women	1%	1%	2%	1%	1%	2%	1%	1%	3%	1%	2%	1%	1%
	Other men	1%	2%	2%	0%	1%		3%	1%	3%	3%	1%	1%	2%
	Other women	2%	3%	1%	2%	1%	4%	2%	1%	2%	0%	4%		1%
	Unweighted Count /	500	189	190	118	318	77	112	88	102	153	238	105	272
	Weighted Count	500	187	184	124	318	77	110	84	100	146	237	113	277

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		TOTAL	7.INITIAL SALES TAX				8/9.COMBINED INFORMED PARCEL TAX			10.TOT INCREASE RE-BALLOT			11.SALES TAX RE-BALLOT		
			Yes - strongl y	Yes - weak	No - weak	No - strongl y	Yes	No	Undeci ded	Yes	No	Undeci ded	Yes	No	Undeci ded
RACE	People of color	34%	37%	33%	31%	34%	32%	34%	38%	33%	36%	29%	31%	33%	39%
	White alone	65%	63%	65%	68%	63%	68%	64%	60%	67%	62%	69%	68%	64%	61%
	Black	11%	11%	9%	8%	16%	11%	12%	9%	10%	14%	6%	9%	12%	12%
	Latino/a	9%	16%	8%	7%	6%	8%	9%	12%	9%	9%	9%	13%	7%	10%
	Asian American or Pacific Islander	10%	8%	11%	11%	8%	8%	10%	13%	8%	10%	11%	7%	9%	14%
	Native or Indigenous American	1%	3%	2%	1%	1%	1%	2%	1%	2%	1%		2%	1%	
	Middle Eastern or North African	2%	2%	2%		4%	1%	3%	2%	2%	3%	1%	2%	3%	2%
	(Other)	3%	2%	5%	5%	4%	4%	3%	1%	5%	3%	2%	3%	4%	1%
	(Don't know/Refused)	1%		2%	2%	3%	0%	2%	2%	1%	2%	2%	1%	2%	
RACE /GENDER	Men of color	18%	24%	19%	13%	20%	15%	21%	18%	18%	19%	14%	18%	19%	16%
	Women of color	16%	13%	14%	18%	14%	17%	13%	20%	14%	17%	14%	13%	15%	23%
	White men	28%	20%	25%	40%	27%	25%	30%	25%	24%	29%	33%	25%	30%	25%
	White women	37%	43%	40%	27%	37%	43%	34%	35%	43%	33%	36%	44%	34%	36%
	Black men	6%	6%	4%	4%	10%	5%	8%	2%	6%	7%	2%	4%	8%	2%
	Black women	5%	5%	5%	4%	5%	5%	5%	7%	4%	7%	4%	5%	4%	10%
	Latino men	5%	11%	5%	5%	3%	4%	6%	5%	6%	4%	3%	8%	4%	3%
	Latina women	4%	5%	4%	2%	3%	4%	3%	7%	3%	4%	7%	4%	3%	7%
	Asian American or Pacific Islander men	5%	5%	8%	3%	5%	4%	6%	8%	4%	6%	9%	4%	5%	8%
	Asian American or Pacific Islander women	4%	3%	2%	7%	3%	4%	4%	5%	4%	4%	2%	3%	4%	6%
	Native or Indigenous American men	1%	2%	1%	1%	1%		2%	1%	1%	1%		1%	1%	
	Native or Indigenous American women	0%	1%	1%			1%			1%			1%		
	Middle Eastern or North African men	1%	2%	1%		1%	1%	1%	2%	2%	1%		0%	1%	2%
	Middle Eastern or North African women	1%		1%		3%	1%	2%	1%	1%	2%	1%	1%	2%	
	Other men	1%	2%	4%	1%	1%	2%	2%	1%	2%	1%	1%	3%	1%	1%
	Other women	2%		1%	4%	3%	2%	2%		2%	2%	1%	0%	3%	
	Unweighted Count /	500	68	85	82	156	222	209	64	221	212	64	169	251	76
	Weighted Count	500	64	83	82	155	223	203	68	212	213	70	156	249	89

CITY OF BERKELEY - JUNE 2024

	TOTAL	4/5-8/9.PARCEL TAX SHIFT				6-10.TOT INCREASE SHIFT					7-11.SALES TAX SHIFT					
		Solid Yes	Solid No	Persua dable	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No	
<b>RACE</b>																
People of color	34%	33%	33%	32%	42%	32%	36%	33%	34%	33%	32%	32%	34%	33%	43%	
White alone	65%	67%	64%	68%	56%	67%	61%	66%	66%	67%	67%	66%	66%	67%	57%	
Black	11%	10%	11%	8%	20%	8%	15%	11%	15%	11%	6%	11%	12%	18%	19%	
Latino/a	9%	10%	8%	7%	13%	10%	9%	10%	7%	6%	12%	6%	12%	11%	8%	
Asian American or Pacific Islander	10%	8%	11%	11%	7%	8%	9%	9%	8%	12%	9%	9%	9%	4%	11%	
Native or Indigenous American	1%	1%	2%	1%	2%	0%	2%	2%	4%		3%	1%				
Middle Eastern or North African	2%	1%	4%	3%	2%	3%	3%			2%	2%	3%	1%	1%	5%	
(Other)	3%	4%	4%	2%	2%	5%	2%	2%	3%	3%	5%	5%	1%			
(Don't know/Refused)	1%	0%	3%		2%	1%	3%	1%			1%	3%				
<b>RACE /GENDER</b>																
Men of color	18%	16%	21%	13%	24%	18%	21%	17%	19%	11%	19%	18%	13%	15%	26%	
Women of color	16%	17%	13%	19%	18%	14%	15%	16%	15%	21%	13%	14%	21%	17%	17%	
White men	28%	23%	29%	30%	29%	26%	28%	25%	19%	33%	19%	31%	29%	37%	27%	
White women	37%	44%	35%	38%	26%	41%	33%	41%	46%	35%	48%	34%	37%	30%	29%	
Black men	6%	6%	7%	1%	10%	5%	8%	6%	8%	3%	4%	7%	4%	8%	8%	
Black women	5%	4%	4%	7%	10%	3%	7%	6%	7%	8%	3%	4%	8%	10%	11%	
Latino men	5%	5%	5%	4%	8%	6%	5%	5%	7%	1%	7%	3%	5%	8%	7%	
Latina women	4%	5%	3%	3%	5%	4%	4%	4%		4%	5%	3%	8%	3%	1%	
Asian American or Pacific Islander men	5%	4%	7%	6%	4%	5%	6%	5%	2%	7%	6%	5%	4%		7%	
Asian American or Pacific Islander women	4%	4%	4%	5%	3%	4%	4%	5%	6%	5%	3%	4%	5%	4%	4%	
Native or Indigenous American men	1%		2%	1%	2%	0%	2%	1%	2%		2%	1%				
Native or Indigenous American women	0%	1%						1%	2%		1%					
Middle Eastern or North African men	1%		1%	2%	2%	2%	1%				1%	1%			4%	
Middle Eastern or North African women	1%	1%	3%	1%		1%	3%			2%	1%	2%	1%	1%	1%	
Other men	1%	2%	1%	1%	2%	2%	1%	2%	2%		4%	1%	1%			
Other women	2%	2%	2%	1%		3%	1%	0%	1%	3%	1%	4%				
Unweighted Count / Weighted Count	500 / 500	183 / 184	169 / 160	87 / 90	55 / 58	164 / 162	168 / 162	105 / 106	62 / 56	59 / 64	125 / 116	215 / 214	99 / 106	54 / 51	56 / 58	

CITY OF BERKELEY - JUNE 2024

		TOTAL	TARGETS			SPLIT	
			Yes on all	Mixed	No on all	A	B
<b>RACE</b>	People of color	34%	38%	31%	36%	34%	33%
	White alone	65%	60%	68%	61%	65%	65%
	Black	11%	7%	13%	11%	11%	11%
	Latino/a	9%	13%	7%	8%	9%	9%
	Asian American or Pacific Islander	10%	13%	7%	12%	10%	9%
	Native or Indigenous American	1%		1%	3%	1%	1%
	Middle Eastern or North African	2%	1%	1%	5%	1%	3%
	(Other)	3%	5%	3%	3%	3%	3%
	(Don't know/Refused)	1%	1%	1%	3%	1%	2%
<b>RACE /GENDER</b>	Men of color	18%	23%	15%	22%	16%	19%
	Women of color	16%	15%	16%	14%	18%	14%
	White men	28%	18%	29%	31%	30%	26%
	White women	37%	42%	39%	30%	35%	39%
	Black men	6%	5%	6%	7%	5%	7%
	Black women	5%	3%	7%	4%	6%	4%
	Latino men	5%	7%	4%	4%	5%	5%
	Latina women	4%	6%	3%	4%	4%	4%
	Asian American or Pacific Islander men	5%	8%	4%	6%	4%	6%
	Asian American or Pacific Islander women	4%	4%	3%	5%	5%	3%
	Native or Indigenous American men	1%		1%	3%	1%	1%
	Native or Indigenous American women	0%		1%			1%
	Middle Eastern or North African men	1%		1%	1%	0%	1%
	Middle Eastern or North African women	1%	1%	0%	4%	1%	2%
	Other men	1%	4%	0%	2%	2%	1%
	Other women	2%	1%	3%	1%	1%	2%
	Unweighted Count /	500	92	251	120	250	250
	Weighted Count	500	91	257	113	250	250

CITY OF BERKELEY - JUNE 2024

RACE / AGE	TOTAL	GENDER		RACE				RACE / GENDER				REGION		
		Men	Women	People of color	White alone	Black	Latino/a	Men of color	Women of color	White men	White women	Hills (CCD 5/6/8)	South (CCD 3/4/7)	West (CCD 1/2)
People of color <50	20%	21%	18%	59%		51%	56%	56%	62%			16%	24%	23%
People of color 50+	14%	17%	11%	41%		49%	44%	44%	38%			12%	16%	16%
White <50	29%	29%	29%		44%					48%	41%	28%	28%	30%
White 50+	36%	31%	41%		56%					52%	58%	43%	32%	30%
Black <50	6%	6%	5%	17%		51%	8%	16%	18%			4%	4%	9%
Black 50+	5%	6%	5%	16%		49%	4%	17%	15%			3%	7%	8%
Latino/a <50	5%	7%	4%	15%		7%	56%	17%	12%			3%	5%	7%
Latino/a 50+	4%	4%	4%	12%		4%	44%	10%	13%			3%	3%	5%
Asian American or Pacific Islander <50	6%	8%	5%	19%		1%	2%	20%	18%			7%	8%	4%
Asian American or Pacific Islander 50+	3%	4%	3%	9%		4%	4%	10%	9%			3%	3%	5%
Native or Indigenous American <50	1%	1%	0%	2%		1%	3%	3%	1%					2%
Native or Indigenous American 50+	1%	1%	0%	2%		1%		2%	1%				1%	1%
Middle Eastern or North African <50	2%	2%	2%	6%		1%	2%	5%	8%			2%	3%	2%
Middle Eastern or North African 50+	0%		0%	0%					1%				0%	
Other <50	1%	1%	2%	4%			1%	1%	7%				3%	2%
Other 50+	2%	3%	1%	6%			1%	7%	5%			3%	2%	1%
Unweighted Count / Weighted Count	500 / 500	235 / 232	265 / 268	165 / 168	328 / 325	55 / 55	53 / 45	96 / 89	69 / 80	134 / 139	194 / 186	206 / 220	135 / 135	159 / 145

CITY OF BERKELEY - JUNE 2024

		TOTAL	REGION / GENDER						AGE					AGE		
			Hills (CCD 5/6/8) Men	Hills (CCD 5/6/8) Women	South (CCD 3/4/7) Men	South (CCD 3/4/7) Women	West (CCD 1/2) Men	West (CCD 1/2) Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over	
RACE /AGE	People of color <50	20%	16%	15%	29%	19%	23%	22%	49%	37%	32%				40%	
	People of color 50+	14%	18%	6%	14%	17%	18%	14%				32%	25%			28%
	White <50	29%	23%	33%	32%	24%	34%	27%	51%	60%	65%				58%	
	White 50+	36%	41%	45%	25%	38%	21%	37%				68%	74%			72%
	Black <50	6%	2%	6%	8%	2%	10%	8%	8%	12%	15%				11%	
	Black 50+	5%	5%	2%	8%	5%	7%	8%				10%	11%			11%
	Latino/a <50	5%	4%	2%	7%	4%	10%	5%	12%	13%	4%				10%	
	Latino/a 50+	4%	5%	2%	1%	6%	5%	5%				10%	6%			8%
	Asian American or Pacific Islander <50	6%	8%	5%	11%	7%	3%	5%	16%	13%	9%				13%	
	Asian American or Pacific Islander 50+	3%	4%	2%	4%	2%	4%	5%				7%	5%			6%
	Native or Indigenous American <50	1%						4%	1%	1%	2%	2%			1%	
	Native or Indigenous American 50+	1%			1%		2%	1%				1%	1%			1%
	Middle Eastern or North African <50	2%	1%	2%	4%	2%	1%	2%	8%	1%	4%				4%	
	Middle Eastern or North African 50+	0%				1%								0%		0%
	Other <50	1%			1%	5%	1%	2%	4%	2%	2%				3%	
Other 50+	2%	5%	1%		4%	2%					3%	4%			4%	
Unweighted Count / Weighted Count	500 / 500	88 / 103	118 / 117	71 / 63	64 / 71	76 / 65	83 / 80	86 / 91	104 / 86	59 / 71	94 / 106	156 / 146	249 / 247	250 / 252		

CITY OF BERKELEY - JUNE 2024

RACE / AGE	TOTAL	GENDER / AGE				RACE / AGE				EDUCATION				
		Men <50	Women <50	Men 50+	Women 50+	People of color <50	People of color 50+	White <50	White 50+	Post H. S.	Non-college grad	College graduate or post-grad	4-year College grad	Post-graduate
People of color <50	20%	41%	39%			100%				37%	34%	15%	21%	10%
People of color 50+	14%			35%	21%		100%			24%	21%	12%	12%	12%
White <50	29%	55%	61%					100%		17%	21%	31%	35%	27%
White 50+	36%			64%	78%				100%	23%	24%	40%	30%	49%
Black <50	6%	12%	11%			28%				11%	10%	4%	6%	3%
Black 50+	5%			13%	9%		39%			7%	6%	5%	5%	5%
Latino/a <50	5%	13%	8%			26%				13%	12%	3%	4%	2%
Latino/a 50+	4%			8%	8%		28%			9%	8%	3%	2%	3%
Asian American or Pacific Islander <50	6%	15%	11%			32%				5%	5%	7%	10%	4%
Asian American or Pacific Islander 50+	3%			8%	5%		23%			4%	4%	3%	2%	4%
Native or Indigenous American <50	1%	2%	1%			4%				2%	2%	0%	0%	0%
Native or Indigenous American 50+	1%			2%	0%		4%			2%	1%	0%	1%	
Middle Eastern or North African <50	2%	4%	5%			11%				3%	3%	2%	2%	1%
Middle Eastern or North African 50+	0%				0%		1%			1%	1%			
Other <50	1%	1%	4%			7%				3%	2%	1%	2%	0%
Other 50+	2%			6%	3%		14%			2%	2%	2%	2%	2%
Unweighted Count / Weighted Count	500 / 500	127 / 120	122 / 127	108 / 112	142 / 140	100 / 99	65 / 70	144 / 144	183 / 181	99 / 96	116 / 112	382 / 386	185 / 184	197 / 202

CITY OF BERKELEY - JUNE 2024

RACE /AGE	TOTAL	EDUCATION /GENDER			HOME OWNERSHIP		HOME OWNERSHIP / GENDER				HOME OWNERSHIP / REGION					
		Non-college women	College men	College women	Own	Rent	Own Men	Own Women	Rent Men	Rent Women	Own Hills (CCD 5/6/8)	Own South (CCD 3/4/7)	Own West (CCD 1/2)	Rent Hills (CCD 5/6/8)	Rent South (CCD 3/4/7)	Rent West (CCD 1/2)
People of color <50	20%	26%	15%	16%	16%	24%	16%	16%	27%	22%	10%	22%	23%	25%	25%	24%
People of color 50+	14%	20%	16%	8%	13%	16%	16%	10%	19%	14%	11%	12%	16%	14%	19%	16%
White <50	29%	26%	32%	30%	22%	37%	20%	24%	39%	35%	24%	17%	23%	35%	37%	41%
White 50+	36%	28%	34%	45%	48%	22%	47%	50%	13%	29%	55%	48%	37%	25%	18%	20%
Black <50	6%	14%	6%	2%	5%	6%	6%	5%	6%	6%	3%	5%	8%	5%	4%	10%
Black 50+	5%	7%	7%	4%	6%	5%	6%	6%	7%	3%	4%	4%	11%	3%	9%	4%
Latino/a <50	5%	7%	3%	3%	2%	8%	2%	2%	12%	5%	1%	3%	3%	6%	8%	13%
Latino/a 50+	4%	7%	3%	3%	4%	5%	4%	3%	5%	5%	3%	5%	3%	4%	2%	9%
Asian American or Pacific Islander <50	6%		6%	7%	5%	8%	5%	6%	10%	6%	5%	5%	6%	9%	10%	2%
Asian American or Pacific Islander 50+	3%	3%	4%	3%	4%	2%	6%	3%	2%	3%	3%	2%	7%	2%	4%	2%
Native or Indigenous American <50	1%	1%	1%		1%	1%	1%	1%	1%				2%			2%
Native or Indigenous American 50+	1%	1%	1%			1%			2%	1%					1%	3%
Middle Eastern or North African <50	2%	2%	1%	2%	2%	3%	1%	2%	3%	2%		5%	2%	5%	1%	1%
Middle Eastern or North African 50+	0%	1%				0%				1%					1%	
Other <50	1%	3%	0%	2%	1%	2%	1%	1%	1%	3%		3%	1%		3%	2%
Other 50+	2%	3%	3%	1%	1%	3%	1%	0%	4%	3%	1%	1%		5%	3%	2%
Unweighted Count / Weighted Count	500 / 500	67 / 68	184 / 186	198 / 200	283 / 259	202 / 224	127 / 119	156 / 141	101 / 105	101 / 118	129 / 124	59 / 58	95 / 77	70 / 88	73 / 73	59 / 62

CITY OF BERKELEY - JUNE 2024

		3.TOP ISSUES						4/5.COMBINED INITIAL PARCEL TAX				4/5.COMBINED INITIAL PARCEL TAX			
		TOTAL	Repairing deteriorating streets and sidewalks	Continue rehousing and providing services for homelessness	Major investment in affordable housing	Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront	Electrification of gas-powered buildings to reduce climate impact	Yes	No	Undecided	All swing	Yes - strongly	Yes - weak	No - weak	No - strongly
<b>RACE /AGE</b>	<b>People of color &lt;50</b>	20%	20%	16%	19%	23%	25%	19%	20%	21%	21%	16%	23%	17%	23%
	<b>People of color 50+</b>	14%	17%	12%	17%	9%	6%	16%	13%	12%	13%	15%	16%	12%	14%
	<b>White &lt;50</b>	29%	22%	33%	32%	23%	29%	31%	24%	33%	32%	33%	30%	34%	16%
	<b>White 50+</b>	36%	38%	38%	31%	42%	41%	33%	40%	34%	34%	35%	31%	37%	43%
	<b>Black &lt;50</b>	6%	5%	7%	7%	4%	5%	5%	5%	7%	6%	5%	6%	4%	6%
	<b>Black 50+</b>	5%	6%	7%	7%	4%		6%	5%	4%	4%	8%	4%	2%	8%
	<b>Latino/a &lt;50</b>	5%	3%	4%	4%	8%	9%	6%	4%	4%	5%	7%	6%	6%	3%
	<b>Latino/a 50+</b>	4%	5%	4%	4%	5%	3%	4%	3%	5%	5%	2%	6%	2%	4%
	<b>Asian American or Pacific Islander &lt;50</b>	6%	7%	4%	6%	8%	7%	5%	7%	7%	7%	3%	8%	6%	8%
	<b>Asian American or Pacific Islander 50+</b>	3%	4%	2%	4%	4%	3%	3%	4%	2%	3%	3%	3%	4%	4%
	<b>Native or Indigenous American &lt;50</b>	1%	1%	0%	1%	1%	1%	0%	2%		1%		1%	2%	1%
	<b>Native or Indigenous American 50+</b>	1%	0%	0%	0%			1%	0%		0%	2%		1%	
	<b>Middle Eastern or North African &lt;50</b>	2%	2%	1%	2%	3%	3%	1%	4%	1%	1%	1%	1%	3%	5%
	<b>Middle Eastern or North African 50+</b>	0%		0%	0%					1%	0%				
	<b>Other &lt;50</b>	1%	1%	1%	1%	1%		2%	1%	2%	1%	2%	1%		1%
	<b>Other 50+</b>	2%	2%	1%	2%	1%		2%	3%		2%	3%	2%	3%	2%
	<b>Unweighted Count / Weighted Count</b>	500	185	225	252	106	54	219	186	93	272	117	102	77	109
		500	178	229	255	102	53	223	180	94	277	118	106	77	103

RESEARCH ANALYSIS BY LAKE RESEARCH PARTNERS  
 Washington , DC (202) 776-9066 | Berkeley , CA (510) 286-2097

CITY OF BERKELEY - JUNE 2024

RACE /AGE		TOTAL	6.INITIAL TOT INCREASE				6.INITIAL TOT INCREASE				7.INITIAL SALES TAX			
			Yes	No	Undeci ded	All swing	Yes - strongl y	Yes - weak	No - weak	No - strongl y	Yes	No	Undeci ded	All swing
	People of color <50	20%	20%	19%	22%	19%	19%	20%	15%	23%	20%	21%	17%	19%
	People of color 50+	14%	12%	18%	11%	12%	10%	13%	14%	20%	14%	12%	16%	13%
	White <50	29%	31%	28%	27%	32%	30%	32%	39%	19%	33%	26%	29%	32%
	White 50+	36%	37%	33%	40%	36%	40%	34%	31%	34%	31%	39%	38%	35%
	Black <50	6%	3%	6%	9%	5%	5%	2%	5%	7%	3%	7%	7%	5%
	Black 50+	5%	5%	9%	1%	3%	9%	3%	5%	11%	6%	6%	3%	4%
	Latino/a <50	5%	7%	5%	3%	5%	5%	8%	4%	5%	9%	3%	4%	5%
	Latino/a 50+	4%	3%	4%	5%	4%	1%	4%	4%	5%	3%	3%	8%	4%
	Asian American or Pacific Islander <50	6%	7%	5%	9%	7%	5%	8%	3%	6%	8%	6%	5%	7%
	Asian American or Pacific Islander 50+	3%	1%	5%	2%	3%		2%	4%	5%	2%	3%	5%	3%
	Native or Indigenous American <50	1%	0%	1%	1%	0%	1%		1%	1%	1%	1%		1%
	Native or Indigenous American 50+	1%		1%	1%	0%			1%	1%	1%	0%		0%
	Middle Eastern or North African <50	2%	3%	3%		1%	4%	2%	1%	4%	2%	2%	1%	1%
	Middle Eastern or North African 50+	0%			1%	0%							1%	0%
	Other <50	1%	2%	1%	0%	1%	4%	1%	1%	1%		3%	1%	1%
	Other 50+	2%	2%	2%	2%	2%		4%	1%	3%	4%	2%		2%
	Unweighted Count / Weighted Count	500 500	189 187	190 184	118 124	318 318	77 77	112 110	88 84	102 100	153 146	238 237	105 113	272 277

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RACE / AGE	TOTAL	7.INITIAL SALES TAX				8/9.COMBINED INFORMED PARCEL TAX			10.TOT INCREASE RE-BALLOT			11.SALES TAX RE-BALLOT		
		Yes - strongl y	Yes - weak	No - weak	No - strongl y	Yes	No	Undeci ded	Yes	No	Undeci ded	Yes	No	Undeci ded
People of color <50	20%	17%	23%	19%	22%	19%	20%	23%	20%	20%	20%	18%	21%	21%
People of color 50+	14%	20%	10%	12%	12%	13%	14%	16%	12%	17%	9%	13%	13%	18%
White <50	29%	27%	38%	29%	25%	34%	24%	26%	28%	26%	38%	35%	25%	29%
White 50+	36%	36%	27%	39%	39%	33%	40%	33%	38%	36%	31%	33%	40%	32%
Black <50	6%	1%	4%	3%	9%	5%	6%	7%	5%	7%	4%	4%	7%	4%
Black 50+	5%	9%	4%	4%	7%	5%	7%	3%	5%	7%	2%	4%	5%	8%
Latino/a <50	5%	10%	8%	4%	3%	5%	6%	3%	6%	5%	3%	9%	3%	3%
Latino/a 50+	4%	6%		3%	3%	3%	4%	9%	3%	4%	6%	3%	3%	7%
Asian American or Pacific Islander <50	6%	5%	10%	7%	6%	6%	6%	10%	6%	6%	10%	5%	6%	11%
Asian American or Pacific Islander 50+	3%	2%	1%	4%	2%	2%	3%	3%	2%	4%	1%	2%	3%	4%
Native or Indigenous American <50	1%		2%		1%	0%	1%		1%	1%		1%	1%	
Native or Indigenous American 50+	1%	3%		1%		0%	1%	1%	1%	0%		1%	0%	
Middle Eastern or North African <50	2%	2%	2%		4%	1%	3%	2%	2%	3%	1%	2%	3%	2%
Middle Eastern or North African 50+	0%					0%				0%			0%	
Other <50	1%			4%	2%	2%	1%	1%	2%	1%	2%		2%	1%
Other 50+	2%	2%	5%	1%	3%	2%	3%		2%	2%		3%	2%	
Unweighted Count / Weighted Count	500	68	85	82	156	222	209	64	221	212	64	169	251	76
	500	64	83	82	155	223	203	68	212	213	70	156	249	89

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RACE /AGE		TOTAL	4/5-8/9.PARCEL TAX SHIFT				6-10.TOT INCREASE SHIFT					7-11.SALES TAX SHIFT				
			Solid Yes	Solid No	Persua dable	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No
	People of color <50	20%	18%	19%	20%	28%	21%	20%	20%	20%	18%	19%	21%	17%	17%	23%
	People of color 50+	14%	14%	14%	11%	14%	11%	17%	13%	14%	14%	13%	11%	17%	15%	21%
	White <50	29%	33%	23%	33%	23%	29%	26%	31%	26%	30%	35%	26%	30%	32%	23%
	White 50+	36%	33%	41%	35%	33%	38%	35%	35%	40%	37%	32%	40%	35%	36%	34%
	Black <50	6%	4%	5%	6%	12%	3%	6%	8%	10%	7%	3%	7%	6%	7%	6%
	Black 50+	5%	6%	6%	2%	7%	5%	8%	3%	5%	4%	4%	4%	6%	11%	12%
	Latino/a <50	5%	6%	4%	2%	9%	7%	5%	3%	2%	2%	9%	3%	5%	7%	5%
	Latino/a 50+	4%	4%	4%	5%	4%	2%	4%	6%	5%	3%	3%	3%	8%	4%	4%
	Asian American or Pacific Islander <50	6%	6%	6%	8%	7%	7%	5%	7%	6%	9%	7%	6%	6%	4%	7%
	Asian American or Pacific Islander 50+	3%	3%	4%	3%		1%	5%	2%	2%	3%	2%	3%	3%		4%
	Native or Indigenous American <50	1%	0%	2%			0%	1%	1%	1%		1%	1%			
	Native or Indigenous American 50+	1%	0%		1%	2%		0%	2%	3%		2%	0%			
	Middle Eastern or North African <50	2%	1%	4%	2%	2%	3%	3%			1%	2%	3%	1%	1%	4%
	Middle Eastern or North African 50+	0%			1%						1%					1%
	Other <50	1%	2%	1%	2%		3%	1%	1%	1%			3%	1%		
	Other 50+	2%	2%	3%		2%	3%	2%	1%	2%	3%	5%	2%			
	Unweighted Count / Weighted Count	500	183	169	87	55	164	168	105	62	59	125	215	99	54	56
		500	184	160	90	58	162	162	106	56	64	116	214	106	51	58

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		TOTAL	TARGETS			SPLIT	
			Yes on all	Mixed	No on all	A	B
RACE /AGE	People of color <50	20%	24%	18%	21%	20%	19%
	People of color 50+	14%	14%	14%	15%	14%	14%
	White <50	29%	31%	30%	26%	29%	29%
	White 50+	36%	29%	38%	35%	36%	36%
	Black <50	6%	2%	7%	5%	7%	4%
	Black 50+	5%	5%	6%	6%	4%	7%
	Latino/a <50	5%	11%	4%	3%	6%	4%
	Latino/a 50+	4%	2%	4%	5%	3%	5%
	Asian American or Pacific Islander <50	6%	10%	5%	6%	6%	7%
	Asian American or Pacific Islander 50+	3%	3%	2%	5%	4%	2%
	Native or Indigenous American <50	1%		1%	2%	1%	1%
	Native or Indigenous American 50+	1%		1%	1%	1%	0%
	Middle Eastern or North African <50	2%	1%	1%	5%	1%	3%
	Middle Eastern or North African 50+	0%				0%	
	Other <50	1%		2%	1%	1%	1%
	Other 50+	2%	5%	1%	2%	2%	2%
	Unweighted Count / Weighted Count	500	92	251	120	250	250
	500	91	257	113	250	250	

CITY OF BERKELEY - JUNE 2024

		TOTAL	GENDER		RACE				RACE /GENDER				REGION		
			Men	Women	People of color	White alone	Black	Latino/a	Men of color	Women of color	White men	White women	Hills (CCD 5/6/8)	South (CCD 3/4/7)	West (CCD 1/2)
HOME OWNERSHIP	Own	52%	51%	53%	45%	56%	53%	34%	43%	46%	57%	56%	57%	43%	53%
	Rent	45%	45%	44%	54%	40%	46%	65%	55%	53%	40%	41%	40%	54%	43%
	(Other)	2%	2%	3%	1%	3%	1%	1%	2%	1%	2%	3%	2%	3%	2%
	(Don't know/refused)	1%	2%	1%		1%					1%	0%	1%		2%
HOME OWNERSHIP / GENDER	Own Men	24%	51%		23%	24%	26%	16%	43%		57%		29%	17%	22%
	Own Women	28%		53%	22%	32%	27%	17%		46%		56%	28%	25%	31%
	Rent Men	21%	45%		29%	17%	26%	39%	55%		40%		18%	29%	19%
	Rent Women	24%		44%	25%	23%	20%	27%		53%		41%	22%	25%	24%
HOME OWNERSHIP / REGION	Own Hills (CCD 5/6/8)	25%	27%	23%	15%	30%	16%	12%	21%	9%	32%	29%	57%		
	Own South (CCD 3/4/7)	12%	10%	13%	12%	12%	10%	10%	8%	15%	11%	12%		43%	
	Own West (CCD 1/2)	15%	14%	17%	18%	14%	27%	11%	14%	22%	13%	15%			53%
	Rent Hills (CCD 5/6/8)	18%	17%	18%	20%	16%	13%	18%	19%	21%	15%	17%	40%		
	Rent South (CCD 3/4/7)	15%	17%	13%	19%	12%	17%	17%	21%	17%	15%	11%		54%	
	Rent West (CCD 1/2)	12%	12%	13%	15%	11%	16%	30%	15%	14%	10%	13%			43%
REGION	Hills (CCD 5/6/8)	44%	45%	44%	36%	48%	30%	32%	40%	31%	48%	49%	100%		
	South (CCD 3/4/7)	27%	27%	27%	32%	25%	27%	27%	31%	33%	26%	24%		100%	
	West (CCD 1/2)	29%	28%	30%	33%	27%	43%	41%	30%	36%	26%	27%			100%
REGION / GENDER	Hills (CCD 5/6/8) Men	21%	45%		21%	20%	13%	21%	40%		48%		47%		
	Hills (CCD 5/6/8) Women	23%		44%	15%	28%	16%	11%		31%		49%	53%		
	South (CCD 3/4/7) Men	13%	27%		16%	11%	19%	11%	31%		26%			47%	
	South (CCD 3/4/7) Women	14%		27%	15%	14%	9%	16%		33%		24%		53%	
	West (CCD 1/2) Men	13%	28%		16%	11%	20%	22%	30%		26%				45%
	West (CCD 1/2) Women	16%		30%	17%	16%	23%	19%			36%		27%		55%
SPLIT	A	50%	50%	50%	50%	50%	49%	49%	46%	55%	53%	47%	50%	50%	50%
	B	50%	50%	50%	50%	50%	51%	51%	54%	45%	47%	53%	50%	50%	50%
	Unweighted Count /	500	235	265	165	328	55	53	96	69	134	194	206	135	159
	Weighted Count	500	232	268	168	325	55	45	89	80	139	186	220	135	145

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		TOTAL	REGION / GENDER						AGE					AGE	
			Hills (CCD 5/6/8) Men	Hills (CCD 5/6/8) Women	South (CCD 3/4/7) Men	South (CCD 3/4/7) Women	West (CCD 1/2) Men	West (CCD 1/2) Women	Under 30	30 - 39	40 - 49	50 - 64	65 & over	Under 50	50 & over
HOME OWNERSHIP	Own	52%	61%	53%	37%	48%	50%	56%	31%	37%	57%	56%	68%	40%	63%
	Rent	45%	38%	42%	61%	48%	41%	44%	63%	61%	41%	42%	27%	56%	33%
	(Other)	2%		4%	2%	4%	4%		6%	1%		1%	3%	2%	2%
	(Don't know/refused)	1%	1%	2%			5%				1%	2%		2%	1%
HOME OWNERSHIP / GENDER	Own Men	24%	61%		37%		50%		13%	15%	26%	30%	30%	17%	30%
	Own Women	28%		53%		48%		56%	17%	22%	31%	26%	38%	23%	33%
	Rent Men	21%	38%		61%		41%		31%	40%	11%	21%	8%	29%	14%
	Rent Women	24%		42%		48%		44%	32%	21%	30%	21%	19%	28%	20%
HOME OWNERSHIP / REGION	Own Hills (CCD 5/6/8)	25%	61%	53%					16%	14%	22%	30%	35%	17%	33%
	Own South (CCD 3/4/7)	12%			37%	48%			11%	6%	9%	13%	15%	9%	14%
	Own West (CCD 1/2)	15%					50%	56%	4%	16%	26%	13%	19%	14%	17%
	Rent Hills (CCD 5/6/8)	18%	38%	42%					26%	25%	12%	14%	13%	22%	14%
	Rent South (CCD 3/4/7)	15%			61%	48%			22%	24%	7%	12%	10%	18%	11%
	Rent West (CCD 1/2)	12%					41%	44%	15%	12%	22%	16%	4%	16%	9%
REGION	Hills (CCD 5/6/8)	44%	100%	100%					43%	41%	34%	46%	50%	40%	48%
	South (CCD 3/4/7)	27%			100%	100%			36%	30%	17%	25%	26%	28%	26%
	West (CCD 1/2)	29%					100%	100%	21%	29%	49%	29%	24%	32%	26%
REGION / GENDER	Hills (CCD 5/6/8) Men	21%	100%						17%	26%	7%	26%	23%	17%	24%
	Hills (CCD 5/6/8) Women	23%		100%					27%	15%	27%	20%	27%	23%	24%
	South (CCD 3/4/7) Men	13%			100%				20%	17%	9%	13%	8%	15%	10%
	South (CCD 3/4/7) Women	14%				100%			16%	13%	8%	12%	18%	13%	16%
	West (CCD 1/2) Men	13%					100%		12%	14%	23%	13%	9%	16%	10%
	West (CCD 1/2) Women	16%						100%	9%	15%	26%	16%	16%	16%	16%
SPLIT	A	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
	B	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
	Unweighted Count / Weighted Count	500 / 500	88 / 103	118 / 117	71 / 63	64 / 71	76 / 65	83 / 80	86 / 91	104 / 86	59 / 71	94 / 106	156 / 146	249 / 247	250 / 252

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		TOTAL	GENDER /AGE				RACE /AGE				EDUCATION				
			Men <50	Women <50	Men 50+	Women 50+	People of color <50	People of color 50+	White <50	White 50+	Post H. S.	Non-college grad	College graduate or post-grad	4-year College grad	Post-graduate
HOME OWNERSHIP	Own	52%	36%	44%	67%	60%	42%	48%	40%	69%	42%	43%	55%	49%	60%
	Rent	45%	59%	53%	30%	36%	55%	52%	58%	27%	52%	50%	43%	49%	38%
	(Other)	2%	2%	2%	1%	3%	2%		2%	3%	4%	6%	1%	0%	1%
	(Don't know/refused)	1%	2%		2%	1%				1%	2%	2%	1%	2%	1%
HOME OWNERSHIP / GENDER	Own Men	24%	36%		67%		19%	28%	17%	31%	14%	15%	27%	25%	28%
	Own Women	28%		44%		60%	23%	20%	23%	39%	28%	28%	28%	24%	32%
	Rent Men	21%	59%		30%		29%	29%	29%	8%	23%	21%	21%	26%	16%
	Rent Women	24%		53%		36%	26%	24%	29%	19%	29%	29%	22%	23%	22%
HOME OWNERSHIP / REGION	Own Hills (CCD 5/6/8)	25%	13%	21%	42%	25%	12%	19%	21%	38%	14%	15%	28%	26%	30%
	Own South (CCD 3/4/7)	12%	8%	10%	12%	15%	13%	10%	7%	15%	13%	14%	11%	10%	12%
	Own West (CCD 1/2)	15%	15%	14%	13%	20%	18%	18%	12%	16%	14%	13%	16%	13%	19%
	Rent Hills (CCD 5/6/8)	18%	22%	22%	12%	15%	22%	17%	22%	12%	22%	22%	16%	17%	16%
	Rent South (CCD 3/4/7)	15%	23%	14%	10%	12%	18%	20%	19%	8%	18%	16%	14%	18%	11%
	Rent West (CCD 1/2)	12%	15%	17%	8%	9%	15%	14%	18%	7%	12%	12%	12%	14%	11%
REGION	Hills (CCD 5/6/8)	44%	35%	44%	54%	43%	35%	37%	44%	52%	37%	41%	45%	44%	46%
	South (CCD 3/4/7)	27%	32%	25%	22%	28%	32%	31%	26%	24%	34%	31%	26%	28%	24%
	West (CCD 1/2)	29%	33%	31%	23%	29%	33%	32%	31%	24%	29%	28%	29%	28%	30%
REGION / GENDER	Hills (CCD 5/6/8) Men	21%	35%		54%		16%	27%	17%	23%	12%	12%	23%	26%	21%
	Hills (CCD 5/6/8) Women	23%		44%		43%	18%	10%	27%	29%	26%	29%	22%	19%	25%
	South (CCD 3/4/7) Men	13%	32%		22%		18%	13%	14%	9%	14%	13%	12%	16%	9%
	South (CCD 3/4/7) Women	14%		25%		28%	14%	18%	12%	15%	20%	18%	13%	12%	14%
	West (CCD 1/2) Men	13%	33%		23%		15%	17%	15%	8%	15%	15%	12%	11%	13%
	West (CCD 1/2) Women	16%		31%		29%	18%	16%	15%	16%	14%	13%	17%	16%	17%
SPLIT	A	50%	49%	51%	51%	49%	51%	49%	50%	50%	54%	55%	48%	52%	45%
	B	50%	51%	49%	49%	51%	49%	51%	50%	50%	46%	45%	52%	48%	55%
	Unweighted Count / Weighted Count	500 / 500	127 / 120	122 / 127	108 / 112	142 / 140	100 / 99	65 / 70	144 / 144	183 / 181	99 / 96	116 / 112	382 / 386	185 / 184	197 / 202

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		EDUCATION / GENDER			HOME OWNERSHIP		HOME OWNERSHIP / GENDER				HOME OWNERSHIP / REGION						
		TOTAL	Non-college women	College men	College women	Own	Rent	Own Men	Own Women	Rent Men	Rent Women	Own Hills (CCD 5/6/8)	Own South (CCD 3/4/7)	Own West (CCD 1/2)	Rent Hills (CCD 5/6/8)	Rent South (CCD 3/4/7)	Rent West (CCD 1/2)
HOME OWNERSHIP	Own	52%	46%	55%	55%	100%		100%	100%			100%	100%	100%			
	Rent	45%	47%	43%	43%		100%			100%	100%				100%	100%	100%
	(Other)	2%	6%	1%	1%												
	(Don't know/refused)	1%		1%	1%												
HOME OWNERSHIP / GENDER	Own Men	24%		55%		46%		100%				51%	40%	42%			
	Own Women	28%	46%		55%	54%			100%			49%	60%	58%			
	Rent Men	21%		43%			47%			100%					44%	53%	44%
	Rent Women	24%	47%		43%		53%				100%				56%	47%	56%
HOME OWNERSHIP / REGION	Own Hills (CCD 5/6/8)	25%	17%	31%	25%	48%		53%	44%			100%					
	Own South (CCD 3/4/7)	12%	16%	10%	12%	22%		20%	24%			100%					
	Own West (CCD 1/2)	15%	14%	14%	18%	30%		27%	32%				100%				
	Rent Hills (CCD 5/6/8)	18%	26%	17%	16%		39%			37%	42%				100%		
	Rent South (CCD 3/4/7)	15%	13%	16%	13%		33%			37%	29%					100%	
	Rent West (CCD 1/2)	12%	8%	10%	15%		28%			26%	29%						
REGION	Hills (CCD 5/6/8)	44%	48%	49%	42%	48%	39%	53%	44%	37%	42%	100%			100%		
	South (CCD 3/4/7)	27%	30%	26%	26%	22%	33%	20%	24%	37%	29%		100%			100%	
	West (CCD 1/2)	29%	22%	25%	33%	30%	28%	27%	32%	26%	29%			100%			100%
REGION / GENDER	Hills (CCD 5/6/8) Men	21%			49%	24%	18%	53%		37%		51%			44%		
	Hills (CCD 5/6/8) Women	23%	48%			42%	24%	22%		44%		49%			56%		
	South (CCD 3/4/7) Men	13%		26%		9%	17%	20%		37%			40%			53%	
	South (CCD 3/4/7) Women	14%	30%		26%	13%	15%		24%		29%		60%			47%	
	West (CCD 1/2) Men	13%		25%		12%	12%	27%		26%				42%			44%
	West (CCD 1/2) Women	16%	22%		33%	17%	16%		32%		29%			58%			56%
SPLIT	A	50%	57%	49%	48%	50%	50%	52%	49%	47%	53%	50%	45%	54%	52%	54%	43%
	B	50%	43%	51%	52%	50%	50%	48%	51%	53%	47%	50%	55%	46%	48%	46%	57%
	Unweighted Count / Weighted Count	500 / 500	67 / 68	184 / 186	198 / 200	283 / 259	202 / 224	127 / 119	156 / 141	101 / 105	101 / 118	129 / 124	59 / 58	95 / 77	70 / 88	73 / 73	59 / 62

CITY OF BERKELEY - JUNE 2024

	TOTAL	3.TOP ISSUES					4/5.COMBINED INITIAL PARCEL TAX				4/5.COMBINED INITIAL PARCEL TAX				
		Repairing deteriorating streets and sidewalks	Continue rehousing and providing services for homelessness	Major investment in affordable housing	Planting and maintaining trees and improving park maintenance and infrastructure, including the waterfront	Electrification of gas-powered buildings to reduce climate impact	Yes	No	Undecided	All swing	Yes - strongly	Yes - weak	No - weak	No - strongly	
HOME OWNERSHIP	Own	52%	61%	51%	47%	57%	45%	44%	62%	49%	50%	40%	49%	51%	71%
	Rent	45%	36%	46%	52%	37%	55%	53%	33%	48%	47%	58%	49%	45%	24%
	(Other)	2%	2%	2%	1%	5%		2%	3%	1%	2%	1%	2%	4%	3%
	(Don't know/refused)	1%	1%	1%	1%	1%		1%	1%	2%	1%	1%			2%
HOME OWNERSHIP / GENDER	Own Men	24%	31%	22%	22%	24%	12%	20%	27%	24%	21%	20%	20%	20%	33%
	Own Women	28%	30%	29%	25%	33%	33%	24%	35%	25%	28%	20%	29%	31%	38%
	Rent Men	21%	18%	21%	25%	19%	18%	22%	20%	20%	24%	19%	25%	26%	16%
	Rent Women	24%	18%	25%	27%	17%	37%	31%	13%	28%	24%	38%	23%	19%	8%
HOME OWNERSHIP / REGION	Own Hills (CCD 5/6/8)	25%	30%	26%	22%	25%	22%	24%	28%	22%	24%	20%	27%	23%	31%
	Own South (CCD 3/4/7)	12%	14%	10%	12%	11%	15%	9%	15%	11%	9%	9%	8%	9%	19%
	Own West (CCD 1/2)	15%	17%	15%	13%	22%	8%	12%	20%	16%	16%	10%	14%	18%	21%
	Rent Hills (CCD 5/6/8)	18%	15%	16%	17%	17%	39%	22%	12%	19%	19%	20%	24%	13%	12%
	Rent South (CCD 3/4/7)	15%	11%	15%	20%	11%	11%	17%	11%	16%	16%	20%	14%	18%	6%
REGION	Rent West (CCD 1/2)	12%	9%	14%	14%	9%	6%	15%	10%	13%	12%	18%	11%	14%	7%
	Hills (CCD 5/6/8)	44%	47%	43%	40%	44%	61%	46%	42%	42%	45%	40%	52%	38%	46%
	South (CCD 3/4/7)	27%	27%	26%	32%	25%	26%	26%	27%	27%	26%	30%	23%	30%	25%
	West (CCD 1/2)	29%	26%	31%	28%	31%	13%	28%	30%	31%	29%	30%	25%	32%	29%
REGION / GENDER	Hills (CCD 5/6/8) Men	21%	25%	19%	19%	21%	19%	20%	20%	23%	21%	16%	24%	14%	24%
	Hills (CCD 5/6/8) Women	23%	22%	24%	21%	23%	42%	26%	22%	19%	24%	24%	28%	24%	22%
	South (CCD 3/4/7) Men	13%	13%	13%	16%	12%	4%	11%	15%	12%	12%	12%	10%	17%	13%
	South (CCD 3/4/7) Women	14%	14%	13%	16%	12%	22%	15%	13%	15%	14%	18%	13%	13%	12%
	West (CCD 1/2) Men	13%	13%	12%	12%	12%	7%	12%	15%	11%	12%	13%	11%	15%	16%
SPLIT	West (CCD 1/2) Women	16%	13%	18%	15%	19%	7%	15%	15%	19%	17%	17%	14%	17%	13%
	A	50%	45%	49%	50%	44%	64%	48%	46%	64%	54%	46%	52%	46%	45%
	B	50%	55%	51%	50%	56%	36%	52%	54%	36%	46%	54%	48%	54%	55%
	Unweighted Count / Weighted Count	500 / 500	185 / 178	225 / 229	252 / 255	106 / 102	54 / 53	219 / 223	186 / 180	93 / 94	272 / 277	117 / 118	102 / 106	77 / 77	109 / 103

RESEARCH ANALYSIS BY LAKE RESEARCH PARTNERS  
 Washington , DC (202) 776-9066 | Berkeley , CA (510) 286-2097

CITY OF BERKELEY - JUNE 2024

		TOTAL	6.INITIAL TOT INCREASE				6.INITIAL TOT INCREASE				7.INITIAL SALES TAX			
			Yes	No	Undeci ded	All swing	Yes - strongl y	Yes - weak	No - weak	No - strongl y	Yes	No	Undeci ded	All swing
HOME OWNERSHIP	Own	52%	49%	55%	51%	50%	47%	50%	48%	61%	49%	60%	39%	48%
	Rent	45%	48%	41%	45%	47%	51%	46%	50%	34%	47%	37%	58%	49%
	(Other)	2%	2%	3%	2%	2%	2%	2%	1%	4%	3%	2%	2%	2%
	(Don't know/refused)	1%	1%	1%	2%	2%	2%	2%	2%	1%	1%	1%	2%	1%
HOME OWNERSHIP / GENDER	Own Men	24%	22%	26%	23%	22%	25%	19%	26%	26%	21%	29%	15%	20%
	Own Women	28%	27%	29%	29%	28%	22%	30%	23%	35%	28%	31%	23%	28%
	Rent Men	21%	22%	22%	18%	22%	21%	23%	28%	18%	22%	20%	22%	24%
	Rent Women	24%	26%	19%	27%	24%	30%	23%	22%	16%	25%	17%	36%	24%
HOME OWNERSHIP / REGION	Own Hills (CCD 5/6/8)	25%	24%	24%	25%	24%	28%	22%	26%	23%	24%	29%	17%	24%
	Own South (CCD 3/4/7)	12%	11%	13%	10%	10%	9%	12%	8%	18%	10%	14%	9%	9%
	Own West (CCD 1/2)	15%	13%	18%	16%	15%	10%	16%	14%	21%	15%	18%	12%	15%
	Rent Hills (CCD 5/6/8)	18%	20%	15%	18%	18%	19%	20%	15%	14%	24%	12%	20%	18%
	Rent South (CCD 3/4/7)	15%	16%	14%	14%	15%	24%	10%	22%	8%	16%	12%	19%	16%
	Rent West (CCD 1/2)	12%	13%	12%	13%	14%	8%	16%	13%	11%	7%	13%	18%	14%
REGION	Hills (CCD 5/6/8)	44%	46%	41%	44%	43%	50%	43%	41%	41%	50%	42%	39%	43%
	South (CCD 3/4/7)	27%	27%	28%	26%	26%	33%	23%	30%	26%	26%	27%	29%	26%
	West (CCD 1/2)	29%	27%	31%	30%	31%	18%	34%	29%	33%	23%	31%	33%	31%
REGION / GENDER	Hills (CCD 5/6/8) Men	21%	20%	20%	21%	21%	22%	19%	24%	16%	22%	21%	18%	21%
	Hills (CCD 5/6/8) Women	23%	25%	21%	23%	22%	27%	24%	18%	25%	28%	21%	21%	23%
	South (CCD 3/4/7) Men	13%	10%	17%	11%	12%	15%	7%	19%	15%	12%	15%	9%	12%
	South (CCD 3/4/7) Women	14%	17%	11%	15%	15%	18%	16%	11%	11%	15%	11%	20%	14%
	West (CCD 1/2) Men	13%	15%	14%	10%	14%	9%	18%	13%	15%	11%	14%	13%	13%
	West (CCD 1/2) Women	16%	12%	17%	20%	17%	8%	15%	16%	18%	12%	17%	19%	17%
SPLIT	A	50%	52%	46%	54%	52%	47%	55%	45%	47%	52%	45%	57%	53%
	B	50%	48%	54%	46%	48%	53%	45%	55%	53%	48%	55%	43%	47%
	Unweighted Count /	500	189	190	118	318	77	112	88	102	153	238	105	272
	Weighted Count	500	187	184	124	318	77	110	84	100	146	237	113	277

CITY OF BERKELEY - JUNE 2024

		TOTAL	7.INITIAL SALES TAX				8/9.COMBINED INFORMED PARCEL TAX			10.TOT INCREASE RE-BALLOT			11.SALES TAX RE-BALLOT		
			Yes - strongl y	Yes - weak	No - weak	No - strongl y	Yes	No	Undeci ded	Yes	No	Undeci ded	Yes	No	Undeci ded
HOME OWNERSHIP	Own	52%	46%	51%	58%	61%	44%	62%	47%	54%	53%	44%	51%	56%	43%
	Rent	45%	54%	42%	42%	34%	54%	33%	49%	44%	42%	53%	45%	40%	57%
	(Other)	2%		5%		3%	1%	4%	1%	2%	4%		2%	3%	
	(Don't know/refused)	1%		2%		2%	1%	1%	3%	1%	1%	3%	2%	1%	
HOME OWNERSHIP / GENDER	Own Men	24%	22%	21%	24%	32%	19%	29%	20%	22%	25%	25%	22%	28%	16%
	Own Women	28%	25%	30%	34%	29%	25%	33%	27%	31%	29%	19%	29%	28%	27%
	Rent Men	21%	23%	22%	30%	15%	20%	21%	24%	19%	22%	23%	20%	21%	24%
	Rent Women	24%	31%	20%	12%	19%	33%	12%	26%	25%	20%	31%	25%	19%	33%
HOME OWNERSHIP / REGION	Own Hills (CCD 5/6/8)	25%	19%	28%	28%	29%	22%	29%	20%	25%	26%	18%	24%	28%	18%
	Own South (CCD 3/4/7)	12%	15%	6%	13%	14%	9%	15%	13%	12%	11%	13%	11%	12%	12%
	Own West (CCD 1/2)	15%	12%	17%	17%	18%	14%	18%	14%	16%	16%	12%	16%	16%	13%
	Rent Hills (CCD 5/6/8)	18%	21%	27%	7%	14%	23%	12%	18%	19%	15%	22%	23%	12%	24%
	Rent South (CCD 3/4/7)	15%	23%	10%	18%	9%	18%	12%	13%	15%	14%	17%	13%	15%	18%
	Rent West (CCD 1/2)	12%	10%	5%	17%	11%	13%	9%	18%	11%	13%	14%	9%	13%	15%
REGION	Hills (CCD 5/6/8)	44%	40%	58%	35%	46%	45%	43%	40%	45%	43%	43%	48%	42%	42%
	South (CCD 3/4/7)	27%	38%	17%	31%	24%	27%	28%	26%	27%	27%	30%	24%	28%	30%
	West (CCD 1/2)	29%	21%	25%	34%	30%	28%	29%	34%	28%	31%	27%	27%	30%	29%
REGION / GENDER	Hills (CCD 5/6/8) Men	21%	19%	25%	20%	21%	20%	21%	19%	18%	21%	27%	18%	21%	24%
	Hills (CCD 5/6/8) Women	23%	21%	33%	15%	25%	25%	22%	20%	27%	22%	17%	30%	21%	18%
	South (CCD 3/4/7) Men	13%	16%	8%	20%	13%	9%	17%	12%	12%	14%	12%	11%	15%	9%
	South (CCD 3/4/7) Women	14%	22%	9%	11%	11%	17%	12%	14%	15%	12%	18%	13%	13%	21%
	West (CCD 1/2) Men	13%	10%	13%	14%	15%	11%	15%	14%	13%	14%	9%	14%	14%	8%
	West (CCD 1/2) Women	16%	12%	12%	20%	15%	17%	14%	20%	15%	17%	17%	14%	16%	21%
SPLIT	A	50%	45%	57%	42%	47%	47%	47%	68%	51%	46%	59%	51%	46%	59%
	B	50%	55%	43%	58%	53%	53%	53%	32%	49%	54%	41%	49%	54%	41%
	Unweighted Count /	500	68	85	82	156	222	209	64	221	212	64	169	251	76
	Weighted Count	500	64	83	82	155	223	203	68	212	213	70	156	249	89

CITY OF BERKELEY - JUNE 2024

		TOTAL	4/5-8/9.PARCEL TAX SHIFT				6-10.TOT INCREASE SHIFT					7-11.SALES TAX SHIFT				
			Solid Yes	Solid No	Persua dable	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No	Solid Yes	Solid No	Persua dable	Toward Yes	Toward No
HOME OWNERSHIP	Own	52%	45%	65%	45%	48%	50%	57%	55%	64%	42%	49%	58%	48%	61%	42%
	Rent	45%	54%	29%	51%	48%	47%	40%	44%	36%	51%	47%	38%	49%	34%	54%
	(Other)	2%	2%	4%	1%	2%	2%	3%			4%	3%	2%	1%	1%	4%
	(Don't know/refused)	1%		2%	3%	2%	1%	1%	1%		4%	1%	1%	2%	4%	
HOME OWNERSHIP / GENDER	Own Men	24%	19%	29%	20%	24%	21%	25%	26%	28%	22%	19%	29%	21%	29%	20%
	Own Women	28%	26%	36%	25%	23%	29%	31%	28%	35%	20%	30%	30%	27%	32%	23%
	Rent Men	21%	20%	20%	21%	27%	23%	23%	16%	10%	20%	19%	20%	20%	20%	30%
	Rent Women	24%	33%	10%	30%	21%	25%	16%	28%	26%	31%	28%	18%	30%	14%	24%
HOME OWNERSHIP / REGION	Own Hills (CCD 5/6/8)	25%	24%	29%	18%	25%	25%	25%	23%	23%	25%	24%	29%	20%	25%	22%
	Own South (CCD 3/4/7)	12%	8%	15%	11%	12%	11%	12%	14%	18%	9%	9%	13%	13%	16%	11%
	Own West (CCD 1/2)	15%	13%	21%	16%	10%	14%	19%	17%	23%	9%	16%	17%	16%	21%	10%
	Rent Hills (CCD 5/6/8)	18%	22%	10%	21%	19%	21%	14%	17%	16%	19%	22%	12%	20%	18%	24%
	Rent South (CCD 3/4/7)	15%	17%	11%	16%	17%	16%	13%	16%	12%	15%	17%	12%	13%	4%	21%
	Rent West (CCD 1/2)	12%	14%	9%	14%	13%	11%	12%	11%	8%	16%	8%	13%	16%	11%	9%
REGION	Hills (CCD 5/6/8)	44%	47%	42%	40%	44%	46%	42%	41%	39%	46%	48%	43%	40%	45%	46%
	South (CCD 3/4/7)	27%	26%	27%	27%	29%	27%	26%	30%	30%	27%	27%	26%	26%	20%	32%
	West (CCD 1/2)	29%	27%	31%	32%	27%	26%	33%	29%	31%	27%	25%	31%	34%	35%	22%
REGION / GENDER	Hills (CCD 5/6/8) Men	21%	20%	20%	21%	23%	19%	21%	20%	12%	23%	16%	21%	19%	23%	31%
	Hills (CCD 5/6/8) Women	23%	27%	22%	19%	22%	27%	21%	22%	26%	22%	32%	22%	21%	22%	15%
	South (CCD 3/4/7) Men	13%	9%	16%	9%	20%	11%	16%	14%	17%	6%	11%	15%	10%	14%	14%
	South (CCD 3/4/7) Women	14%	17%	12%	18%	9%	16%	10%	16%	13%	21%	15%	12%	16%	5%	18%
	West (CCD 1/2) Men	13%	10%	16%	13%	13%	14%	14%	8%	9%	15%	12%	15%	13%	15%	8%
	West (CCD 1/2) Women	16%	17%	14%	20%	14%	12%	18%	21%	22%	13%	13%	16%	21%	20%	14%
SPLIT	A	50%	45%	44%	63%	61%	50%	45%	58%	52%	53%	49%	44%	58%	61%	63%
	B	50%	55%	56%	37%	39%	50%	55%	42%	48%	47%	51%	56%	42%	39%	37%
	Unweighted Count /	500	183	169	87	55	164	168	105	62	59	125	215	99	54	56
	Weighted Count	500	184	160	90	58	162	162	106	56	64	116	214	106	51	58

CITY OF BERKELEY - JUNE 2024

		TOTAL	TARGETS			SPLIT	
			Yes on all	Mixed	No on all	A	B
HOME OWNERSHIP	Own	52%	46%	50%	64%	52%	52%
	Rent	45%	50%	47%	32%	45%	45%
	(Other)	2%	2%	2%	3%	2%	2%
	(Don't know/refused)	1%	1%	1%	1%	1%	1%
HOME OWNERSHIP / GENDER	Own Men	24%	20%	24%	29%	25%	23%
	Own Women	28%	26%	26%	34%	28%	29%
	Rent Men	21%	22%	20%	24%	20%	22%
	Rent Women	24%	29%	27%	9%	25%	22%
HOME OWNERSHIP / REGION	Own Hills (CCD 5/6/8)	25%	24%	26%	26%	25%	25%
	Own South (CCD 3/4/7)	12%	10%	10%	16%	10%	13%
	Own West (CCD 1/2)	15%	12%	14%	22%	17%	14%
	Rent Hills (CCD 5/6/8)	18%	23%	20%	11%	18%	17%
	Rent South (CCD 3/4/7)	15%	19%	14%	11%	16%	14%
	Rent West (CCD 1/2)	12%	9%	13%	10%	11%	14%
REGION	Hills (CCD 5/6/8)	44%	48%	47%	39%	44%	44%
	South (CCD 3/4/7)	27%	29%	25%	28%	27%	27%
	West (CCD 1/2)	29%	22%	28%	33%	29%	29%
REGION / GENDER	Hills (CCD 5/6/8) Men	21%	19%	22%	21%	21%	21%
	Hills (CCD 5/6/8) Women	23%	30%	25%	18%	23%	23%
	South (CCD 3/4/7) Men	13%	12%	10%	19%	13%	13%
	South (CCD 3/4/7) Women	14%	17%	15%	9%	14%	14%
	West (CCD 1/2) Men	13%	12%	13%	15%	13%	13%
	West (CCD 1/2) Women	16%	10%	16%	18%	16%	16%
SPLIT	A	50%	52%	49%	46%	100%	
	B	50%	48%	51%	54%		100%
	Unweighted Count /	500	92	251	120	250	250
	Weighted Count	500	91	257	113	250	250

## Berkeley Ballot Measure Polling/Results

2012		
Measure BB- Alameda County Transportati	Yes	No
Polling	61	18
Result- Approved (County)	71	29

Measure M- Infrastructure Bonds	Yes	No
Polling (March 2012)	61	19
Polling (Aug 2012)	59	26
Result-Approved	73	27

Measure N- Pool Bonds (not exceeding \$13M)	Yes	No
Polling	39	39
Result (not exceed \$19.4M)-Defeated	62	38

Measure O-Heat Pool	Yes	No
Initial Polling	36	41
Final Polling	43	33
Result-Defeated	60	40

Measure S- Prohibit Sitting on Sidewalks	Yes	No
Initial Polling	38	48
Final Polling	47	40
Result- Defeated	47	52

Measure T- Development Flexibility	Yes	No
Initial Polling	33	25
Final Polling	35	36
Result- Defeated	50	50

2014		
Measure D- Soda Tax/Gener	Yes	No
Polling	53	38
Result-Approved	76	24

Measure F- Increase Parks F	Yes	No
Polling	54	29
Result-Approved	75	25

2016			
<b>Measure C1- AC Transit Tax</b>			
	<b>Yes</b>	<b>No</b>	
Polling	67	10	
Result-Approved (County)	82	17	
<b>Measure E1- School Dist. Parcel Tax</b>			
	<b>Yes</b>	<b>No</b>	
Polling	66	14	
Result-Approved	89	11	
<b>Measure T1- Facilities Bond</b>			
	<b>Yes</b>	<b>No</b>	
Polling	57	23	
Result-Approved	87	13	
<b>Measure U1- Landlord Tax</b>			
	<b>Yes</b>	<b>No</b>	
Polling	60	27	
Final Polling	67	16	
Result-Approved	75	25	
<b>Measure A1- Affordable Housing Bon</b>			
	<b>Yes</b>	<b>No</b>	
Polling	67	11	
Result-Approved (County)	73	26	

2018			
<b>Measure A- Sales Tax Increase</b>			
	<b>Yes</b>	<b>No</b>	
Polling	65	15	
Result-Rejected	66	24	
<b>Measure O-Affordable Housing</b>			
	<b>Yes</b>	<b>No</b>	
Polling (March 2018)	61	18	
Result- Approved (\$135M)	77	23	
<b>Measure P-Property Transfer T</b>			
	<b>Yes</b>	<b>No</b>	
Polling (March 18)	57	23	
Result-Approved	72	28	

2020		
<b>Measure FF- Fire and Emergency Tax</b>		
	<b>Yes</b>	<b>No</b>
Polling (for 8 cents per sq/ft)	65	23
Result-Approved (\$.1047 per sq/ft)	74	26
<b>Measure HH-Climate Action Fund Tax</b>		
	<b>Yes</b>	<b>No</b>
Polling	61	28
Result- Defeated	47	53

2021-22		
<b>Measure L- Housing and Infr</b>		
	<b>Yes</b>	<b>No</b>
2021 Polling (\$500m in bonds)	58	29
2022 Polling (\$600m in bonds)	57	28
Result-Defeated (\$650m in bonds)	59	41



**Lake Research Partners  
Summary of Polling Methodology  
(City of Berkeley, 2024)**

The following section outlines LRP's approach to conducting telephone surveys of likely voters, including interviews obtained via cell phone, landline phone, and text-to-online (TTO). We use randomized, stratified, weighted telephone-based samples from updated, phone-matched voter files, which are the most accurate methodology to poll likely voters.

When drafting a survey, we pay close attention to language and question order, and we use carefully crafted questionnaire designs in order to identify and accurately gauge public sentiment without bias.

To ensure the sample will be representative demographically, we stratify the samples by mode of telephone as well as set quotas for survey administration by variables (including but not limited to): gender, education, region, race/ethnicity, party registration, and age.

While we do not typically set nightly quotas, we monitor progress on a daily basis to ensure the sample is administered accurately and evenly throughout calling hours and days, so that no one region, mode of interview, split form, or other stratum is oversampled at the expense of the others. This ongoing, daily supervision helps ensure that our quotas are met properly and by the time of completion.

In addition to the steps described in the preceding pages to ensure a representative sample, LRP also employs post-stratification weighting methods to ensure the sample of survey respondents is as representative as possible of likely voters in Berkeley. Specifically, where necessary we would adjust the contribution of certain data points in the sample to more closely reflect our independent knowledge of the population's demographic distribution. We set strict limits in our weighting, with no case receiving a weight of more than 2x, though close monitoring of the calling typically ensures that any weights applied to the data are far more modest.

LRP works with PDI, as a subcontractor, to draw the sample from the most recent updated California voter file. Phone numbers come from a randomized sample of voters in the City of Berkeley, which we then cellphone-match to ensure we have the most updated mobile numbers to reach younger and racially diverse respondents who rarely answer landlines.

For surveys in California, LRP typically uses McGuire Research, a Las Vegas, Nevada based small business, as a subcontractor to conduct the telephone CATI surveys. LRP works closely with McGuire's professional and experienced staff of researchers, programmers, statisticians and analysts daily to stay apprised of the progress on each study, from sample selection and pre-test through data collection and processing phases. Daily reports, tallies and quotas are supplied to LRP, which LRP uses to ensure adherence to calling quotas. LRP staff take advantage of remote interviewer monitoring to carefully supervise the first night of calling, and additional nights as needed to further ensure the correct implementation of the survey instrument.