

TABLE 1: Q12 PRIORITY OF FIVE MAJOR PRIORITY GOALS : MEAN SCORE SUMMARY TABLE

	Q5 INITIAL 1/2 CENT SALES TAX VOTE								Q5/Q6 COMB 1/4 CENT SALES TX VTE			Q7 SALES TAX SUPPORT GIVEN EMPLOYEE COMPENSATION CUTS					PARTY BY GENDER					
	Total	DEF	PR/LN	PR/LN	DEF	TOTAL	TOTAL	UNDCD	TOTAL	TOTAL	UNDCD	M-MRE	SW-MR	TOTAL	TOTAL	NO DF	DEM	DEM	REP	REP	DTS/O	DTS/O
		YES	YES	NO	NO	YES	NO		YES	NO		LIKLY	LIKLY	M-LKY	L-LKY	DK/NA	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Base	902	241	217	129	273	458	402	42	507	370	25	284	169	453	191	259	173	245	101	93	118	82
A SAFE CITY	25.0	24.8	26.0	26.2	23.8	25.4	24.5	24.4	25.3	24.4	25.9	25.1	23.9	24.6	25.8	24.9	25.1	25.0	25.9	24.7	23.7	25.5
A PROPSEROUS ECONOMY	23.8	21.1	24.4	25.2	25.6	22.7	25.5	19.7	22.6	25.5	22.9	22.4	24.0	23.0	26.2	23.5	23.1	25.6	24.2	23.2	26.3	
A RELIABLE WELL-MAINT INFRST	20.1	19.0	18.0	20.5	22.1	18.5	21.6	21.8	19.2	21.4	17.2	19.9	20.9	20.3	18.6	20.7	19.6	19.0	21.1	21.3	21.8	18.1
A GREEN SUSTAINABLE CITY	16.4	19.7	16.4	14.1	14.2	18.2	14.2	18.0	17.8	14.3	17.3	17.6	16.9	17.3	15.1	15.7	17.3	18.1	12.5	14.9	15.5	16.7
AN ATTRACTIVE VIBRANT CMMTY	14.8	15.3	15.2	13.9	14.3	15.2	14.2	16.0	15.1	14.3	16.7	15.1	14.3	14.8	14.3	15.2	14.5	14.8	14.9	14.9	15.8	13.4
	Q18 1/2 CNT SALES TX VOTE AFTER POS				Q20 FINAL 1/2 CNT SALES TAX VOTE			Q8A INITIAL PARKING TAX VOTE					GENDER BY AGE									
	Total	TOTAL	TOTAL	UNDCD	TOTAL	TOTAL	UNDCD	DEF	PR/LN	PR/LN	DEF	TOTAL	TOTAL	UNDCD	MEN	MEN	WOMEN	WOMEN				
		YES	NO		YES	NO		YES	NO	YES	NO	NO	YES		NO	18-49	50+	18-49	50+			
Base	902	497	384	21	470	410	22	153	183	180	351	336	532	34	231	187	225	219				
A SAFE CITY	25.0	25.0	24.9	24.9	25.0	24.8	26.9	23.9	24.5	26.1	25.0	24.2	25.4	26.1	23.8	25.2	24.8	25.3				
A PROPSEROUS ECONOMY	23.8	23.3	24.7	19.1	22.9	25.1	19.2	21.6	23.9	24.7	24.3	22.9	24.4	23.3	24.5	23.5	24.2	23.6				
A RELIABLE WELL-MAINT INFRST	20.1	19.2	21.2	18.4	19.4	20.9	17.9	19.9	20.7	19.0	20.7	20.4	20.1	15.8	19.9	22.4	17.8	20.7				
A GREEN SUSTAINABLE CITY	16.4	17.3	14.9	20.8	17.5	14.8	20.2	18.9	16.5	15.1	15.6	17.6	15.5	19.1	16.0	14.7	18.4	16.2				
AN ATTRACTIVE VIBRANT CMMTY	14.8	15.1	14.3	16.7	15.2	14.3	15.8	15.7	14.4	15.1	14.4	15.0	14.6	15.7	15.7	14.2	14.8	14.2				
	Q8B INITIAL BUSINESS TAX VOTE							Q22 BUSINESS TAX AFTER POSITIVES			Q9 CARD ROOM PROPOSAL					SAMPLE/PHONE TYPE						
	Total	DEF	PR/LN	PR/LN	DEF	TOTAL	TOTAL	UNDCD	TOTAL	TOTAL	UNDCD	STR	SMWT	STR	TOTAL	TOTAL	UNDCD	VOTER	RDD	CELL	RDD	RDD
		YES	YES	NO	NO	YES	NO		YES	NO		NO	SUPPT	SUPPT	OPPOS	SUPPT		OPPOS	LIST	SAMP	SAMP	CELL
Base	902	203	197	157	267	400	424	78	431	434	38	349	187	229	536	306	60	452	393	57	102	348
A SAFE CITY	25.0	25.1	25.0	25.0	24.9	25.0	24.9	24.6	25.3	24.7	24.6	25.0	25.3	24.7	25.1	24.4	26.3	24.1	25.6	27.4	26.4	25.7
A PROPSEROUS ECONOMY	23.8	21.1	24.7	25.8	24.3	22.9	24.9	22.7	23.0	25.0	19.7	23.1	24.3	24.1	23.5	24.2	24.4	24.7	22.7	23.6	22.7	22.9
A RELIABLE WELL-MAINT INFRST	20.1	20.8	18.5	19.7	21.1	19.6	20.6	19.4	19.5	20.6	21.0	20.5	20.0	20.1	20.3	19.8	18.6	20.5	20.0	16.7	17.1	20.3
A GREEN SUSTAINABLE CITY	16.4	18.5	16.9	14.3	14.8	17.7	14.6	19.2	17.2	15.3	19.0	16.5	15.1	16.6	16.0	17.1	15.9	16.2	16.5	16.5	17.0	16.4
AN ATTRACTIVE VIBRANT CMMTY	14.8	14.6	15.0	15.1	14.9	14.8	15.0	14.2	15.1	14.4	15.7	14.8	15.3	14.5	15.0	14.5	14.7	14.5	15.1	15.7	16.9	14.7

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	Q8C INITIAL WASTE DISPOSAL TAX								Q21 WASTE DISPOSAL TX AFTR POS & NEG			Q10 CITY BUDGET 12 MONTHS FROM					PARTY (COMBINED)		
	Total	DEF	PR/LN	PR/LN	DEF	TOTAL	TOTAL	UNDCD	TOTAL	TOTAL	UNDCD	SMWT	MUCH	TOTAL	TOTAL	NO DF	DEM	REP	DTS/O
		YES	YES	NO	NO	YES	NO	YES	NO	NO	WORSE	WORSE	WORSE	BETTR	DK/NA				
Base	902	205	204	148	291	409	439	54	429	450	24	131	83	214	196	56	417	195	201
A SAFE CITY	25.0	24.5	25.4	24.3	25.0	25.0	24.8	26.3	24.5	25.1	29.9	26.4	25.8	26.2	22.9	24.3	25.1	25.3	24.4
A PROPSEROUS ECONOMY	23.8	21.1	24.2	25.6	24.5	22.6	24.9	24.3	23.9	23.9	19.5	23.9	20.9	22.8	24.6	23.4	23.3	24.9	24.5
A RELIABLE WELL-MAINT INFRST	20.1	20.0	19.2	20.5	20.6	19.6	20.6	19.2	19.2	20.8	21.1	19.6	23.0	20.9	20.2	22.0	19.2	21.2	20.3
A GREEN SUSTAINABLE CITY	16.4	19.5	16.6	14.9	14.9	18.1	14.9	15.7	17.1	15.8	15.1	15.8	16.9	16.3	17.2	14.7	17.8	13.6	16.0
AN ATTRACTIVE VIBRANT CMMTY	14.8	14.9	14.6	14.7	15.0	14.8	14.9	14.5	15.4	14.3	14.5	14.3	13.3	13.9	15.0	15.6	14.7	14.9	14.8

	Q11 FEELINGS ABOUT THE CITY BUDGET					Q15 FIRST CHOICE PRT/BDGT SHRTFLL			Q16 RDC SRV /RAISG REV			CITY COUNCIL DISTRICT									
	Total	SMWT	VERY	TOTAL	TOTAL	NTRL/	REDCE	REDCE	RAISE	REDCE	RAISE	1	2	3	4	5	6	7	8	9	10
		NEG	NEG	NEG	POS	DK/NA	COMP	SRVCS	RVNUE	SRVCS	RVNUE										
Base	902	113	91	204	107	125	368	185	228	408	344	63	99	60	70	41	95	61	95	106	100
A SAFE CITY	25.0	25.2	26.3	25.7	25.2	24.9	24.5	25.4	26.1	25.1	25.5	24.9	27.1	24.0	20.8	23.6	24.9	29.1	25.5	24.6	25.2
A PROPSEROUS ECONOMY	23.8	26.7	24.8	25.8	24.5	20.6	24.6	25.8	21.3	25.0	22.3	22.7	22.2	22.8	27.9	25.9	23.5	22.8	24.2	25.0	23.9
A RELIABLE WELL-MAINT INFRST	20.1	18.6	20.2	19.3	19.8	19.0	20.6	19.2	20.3	20.9	19.9	21.4	21.8	19.0	18.3	20.9	19.8	17.6	20.8	20.1	20.4
A GREEN SUSTAINABLE CITY	16.4	15.2	14.1	14.7	15.5	19.4	15.4	16.2	17.7	14.8	17.4	17.9	14.1	20.1	18.2	15.7	17.0	16.7	14.8	14.3	15.6
AN ATTRACTIVE VIBRANT CMMTY	14.8	14.3	14.6	14.4	15.0	16.0	14.9	13.4	14.6	14.2	14.9	13.1	14.7	14.1	14.8	13.9	14.8	13.8	14.8	16.0	14.9

	VOTER			SALES TAX TARGETS					BUSINESS TAX TARGETS					WASTE DISPOSAL TARGETS						
	Total	NON-	CONS	CONS	POS	NEG	COST	COMP	CONS	CONS	POS	NEG	CONS	CONS	POS	NEG				
		VOTER	VOTER	YES	NO	SWING	MOVER	MOVER	P-MVR	P-MVR	YES	NO	SWING	MOVER	MOVER	YES	NO	SWING	MOVER	MOVER
Base	902	833	69	378	320	204	88	75	61	136	308	322	272	123	112	310	336	256	118	113
A SAFE CITY	25.0	25.0	24.2	25.1	25.0	24.7	24.0	25.1	24.5	24.7	25.4	24.7	24.7	24.8	24.6	24.2	24.7	26.3	25.5	26.4
A PROPSEROUS ECONOMY	23.8	23.8	23.3	22.8	25.6	22.7	24.6	23.1	22.3	21.9	22.4	25.4	23.4	24.3	23.7	23.8	25.4	21.7	24.1	19.6
A RELIABLE WELL-MAINT INFRST	20.1	20.0	21.0	18.7	21.6	20.1	21.2	18.0	23.7	24.1	20.0	21.2	18.7	18.0	18.6	19.3	20.9	19.8	18.7	20.7
A GREEN SUSTAINABLE CITY	16.4	16.4	16.4	17.8	13.4	18.4	15.9	20.3	15.7	16.1	17.3	13.8	18.4	17.0	19.7	17.6	14.6	17.3	15.7	19.4
AN ATTRACTIVE VIBRANT CMMTY	14.8	14.8	15.0	15.6	14.4	14.0	14.2	13.6	13.9	13.1	14.8	14.8	14.8	15.9	13.4	15.1	14.4	15.0	16.0	14.0

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	Q23 YEARS IN SAN JOSE						Q24 TYPE OF RESIDENCE		Q25 RESIDENCE		Q26 KIDS AT HOME		Q27 EDUCATION						Q28 ETHNICITY			
	Total	0-10	11-20	21-30	31-40	41+	DETC	MULTI	OWN	RENT	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON-COLL	COLL+	WHITE	NON-WHITE	LATNO	ASIAN
							HOUSE	UNIT														
Base	902	184	210	191	161	151	703	164	672	219	362	533	185	220	351	127	404	477	461	418	187	173
A SAFE CITY	25.0	25.9	23.9	23.5	24.6	27.5	24.9	24.9	25.4	23.5	24.6	25.1	25.5	24.5	25.8	23.4	24.9	25.1	25.6	24.3	24.2	24.0
A PROPSEROUS ECONOMY	23.8	23.5	24.5	25.6	24.2	20.9	23.4	26.0	23.6	24.5	23.3	24.1	24.3	22.5	24.3	25.0	23.3	24.5	23.0	24.6	24.7	25.2
A RELIABLE WELL-MAINT INFRST	20.1	20.1	19.2	18.5	20.7	22.3	20.2	20.0	20.3	19.6	19.7	20.3	16.8	19.5	21.3	21.5	18.3	21.3	21.1	18.7	18.1	18.8
A GREEN SUSTAINABLE CITY	16.4	16.3	17.3	17.6	14.8	15.6	16.4	16.2	16.1	17.3	17.4	15.8	17.5	17.9	14.8	16.4	17.7	15.2	15.7	17.4	17.8	16.8
AN ATTRACTIVE VIBRANT CMMTY	14.8	14.2	15.1	14.9	15.7	13.7	15.2	12.9	14.6	15.1	14.9	14.7	16.0	15.6	13.9	13.7	15.8	13.8	14.6	15.0	15.2	15.3
	Q29 AGE						Q30 INCOME				Q31 REGSTRD TO VOTE		Q33 VOTE PROPENSITY			GENDER						
Total	18-29	30-39	40-49	50-64	65-74	75+	18-49	50+	\$0-\$30K	\$30K-\$60K	\$60K-\$100K	\$100K+	YES	NO	ALWYS	ALL	MOST	MEN	WOMEN			
Base	902	104	153	198	257	87	62	455	406	160	160	196	148	381	65	390	277	108	433	469		
A SAFE CITY	25.0	25.2	25.0	23.2	24.4	25.3	28.7	24.3	25.2	24.8	26.5	23.3	26.0	26.1	24.1	25.2	24.1	27.0	24.5	25.4		
A PROPSEROUS ECONOMY	23.8	25.0	23.9	24.3	23.5	24.9	22.1	24.3	23.6	22.2	22.5	27.2	22.5	22.8	23.3	22.1	26.0	23.1	23.9	23.7		
A RELIABLE WELL-MAINT INFRST	20.1	16.7	18.9	20.1	21.7	21.2	20.6	18.9	21.5	18.7	19.6	19.6	22.2	19.3	21.0	21.9	19.1	17.4	20.9	19.3		
A GREEN SUSTAINABLE CITY	16.4	19.1	16.9	16.4	15.9	14.9	14.8	17.2	15.5	18.5	16.7	15.0	15.6	16.5	17.4	16.3	15.9	17.6	15.6	17.1		
AN ATTRACTIVE VIBRANT CMMTY	14.8	14.0	15.3	16.0	14.5	13.6	13.7	15.3	14.2	15.9	14.8	14.9	13.8	15.2	14.2	14.5	14.9	14.9	15.1	14.5		
	LIKELY VOTER		PARTY BY AGE						ETHNICITY BY AGE						ETHNICITY BY GENDER							
Total	YES	NO	DEM 18-49	DEM 50+	REP 18-49	REP 50+	DTS/O 18-49	DTS/O 50+	WHITE 18-49	WHITE 50+	LATNO 18-49	LATNO 50+	ASIAN 18-49	ASIAN 50+	WHITE MEN	WHITE WOMEN	LATNO MEN	LATNO WOMEN	ASIAN MEN	ASIAN WOMEN		
Base	902	721	181	210	197	69	115	120	70	189	254	115	63	108	59	213	248	90	96	88	85	
A SAFE CITY	25.0	24.6	26.2	23.9	26.5	24.6	25.0	24.4	23.6	24.5	26.0	23.7	25.4	23.5	23.5	24.6	26.4	25.0	23.4	24.0	24.0	
A PROPSEROUS ECONOMY	23.8	24.0	23.2	24.3	22.4	24.3	25.5	25.5	23.5	23.9	22.5	24.1	26.2	24.9	26.8	23.6	22.5	23.7	25.7	25.1	25.4	
A RELIABLE WELL-MAINT INFRST	20.1	20.5	18.2	18.1	20.7	20.7	21.6	18.9	22.3	20.3	21.9	17.7	19.1	18.8	18.9	22.2	20.2	17.5	18.8	19.8	17.6	
A GREEN SUSTAINABLE CITY	16.4	16.2	17.3	18.4	16.7	13.2	13.9	16.6	15.2	16.2	15.5	18.1	15.7	17.5	15.8	14.5	16.8	18.1	17.5	16.8	16.8	
AN ATTRACTIVE VIBRANT CMMTY	14.8	14.7	15.1	15.3	13.8	17.3	14.0	14.6	15.4	15.0	14.2	16.5	13.5	15.3	14.9	15.1	14.1	15.7	14.6	14.3	16.2	