

Table 1: Q1 FAVORABLES RANK MATRIX TABLE (TOTAL FAVORABLE)

	Q2 INITIAL VOTE								Q3 SMART USE					Q4 SMART SERVICE			Q5 SMART FUNDING NEED				
	Total	DEF YES	PR/LN YES	PR/LN NO	DEF NO	TOTAL YES	TOTAL NO	DK/NA	SOFT POS	AT LS MONTH	FEW/ YEAR	RARE LY	EVER	NEVER	EXC	EXC/ GOOD	NT GD POOR	GREAT	GREAT /SOME	LITTL /NO RL	
	Column n-Size	642	243	177	57	136	420	193	30	206	41	118	160	319	320	129	301	54	186	346	176
C MARIN COUNTY GOV'T	63	83	64	44	46	75	45	55	62	68	81	64	70	58	77	71	38	79	76	41	
A SMART	63	87	66	44	24	78	30	59	65	77	85	79	81	45	88	85	21	83	82	31	
B SONOMA COUNTY GOV'T	55	65	58	53	32	62	38	41	56	59	59	63	61	48	62	62	50	62	65	37	
	Q9 VOTE AFTER POSITIVES				Q11 FINAL VOTE			CONSISTENT VOTERS			MOVERS			Q12 RESIDENCE		Q13 RACE/ETHNICITY					
	Total	TOTAL YES	TOTAL NO	DK/NA	TOTAL YES	TOTAL NO	DK/NA	CONS YES	CONS NO	SWING	POS AF POS	POS MOVRS	NEG MOVRS	OWN	RENT	WHITE	LATNO	VOC			
	Column n-Size	642	443	175	25	409	192	41	356	138	148	54	49	49	402	193	479	76	109		
C MARIN COUNTY GOV'T	63	73	47	35	75	45	57	80	44	51	57	51	49	65	65	65	53	53			
A SMART	63	77	28	48	78	33	53	82	27	50	54	53	50	64	65	66	64	56			
B SONOMA COUNTY GOV'T	55	62	36	53	62	35	55	65	36	41	36	39	34	58	52	55	58	54			
	Q14 EDUCATION							Q15 INCOME			FLAGS (PG18, PG20, PG22)					A/B SPLIT					
	Total	HS OR LESS	SOME/ VOC	COLL GRAD	POST GRAD	NON-COLL	COLL+	0-\$75K	\$75K-\$150K	\$150K+	2+/6	3+/6	4+/6	5+/6	6/6	A	B				
	Column n-Size	642	31	182	205	197	214	401	125	175	208	540	495	434	362	253	321	321			
C MARIN COUNTY GOV'T	63	35	61	66	67	57	66	77	71	67	69	70	69	74	78	66	61				
A SMART	63	55	60	64	70	59	67	63	72	66	66	67	68	67	70	64	62				
B SONOMA COUNTY GOV'T	55	57	48	52	64	50	57	50	55	58	57	59	61	59	61	53	56				
	GENDER		PARTY REG			AGE									HOUSEHOLD PARTY TYPE						
	Total	MEN	WOMEN	DEM	IND	REP	18-29	30-39	40-49	50-64	65-74	75+	18-54	55+	65+	D1	D2+	R1	R2+	I1+	MIXED
	Column n-Size	642	308	332	384	156	102	81	83	90	161	129	98	299	343	227	236	98	43	23	106
C MARIN COUNTY GOV'T	63	63	64	74	50	37	38	66	51	69	72	71	54	71	72	74	69	20	38	43	70
A SMART	63	60	66	73	53	42	55	59	64	67	61	68	62	64	64	68	77	36	46	53	63
B SONOMA COUNTY GOV'T	55	55	54	66	45	31	52	46	45	57	62	60	48	60	61	63	71	25	23	48	50

Table 1: Q1 FAVORABLES RANK MATRIX TABLE (TOTAL FAVORABLE)

	GENDER BY AGE					PARTY BY GENDER						PARTY BY AGE						GENDER BY EDUCATION			
	Total	MEN 18-54	MEN 55+	WOMEN 18-54	WOMEN 55+	DEM MEN	DEM WOMEN	IND MEN	IND WOMEN	REP MEN	REP WOMEN	DEM 18-54	DEM 55+	IND 18-54	IND 55+	REP 18-54	REP 55+	NCOLL MEN	NCOLL WOMEN	COLL+ MEN	COLL+ WOMEN
Column n-Size	642	143	165	154	178	160	223	86	71	62	39	170	214	90	67	40	62	105	107	190	212
C MARIN COUNTY GOV'T	63	56	69	52	73	70	77	64	29	40	31	61	83	50	50	33	39	57	57	66	67
A SMART	63	57	62	66	66	66	77	58	47	46	37	72	73	54	51	34	47	58	60	63	70
B SONOMA COUNTY GOV'T	55	49	61	48	60	67	66	50	39	34	23	62	69	31	63	27	33	64	35	49	65

  

	COUNTY		SONOMA COUNTY SUPERVISOR DISTRICT					MARIN COUNTY SUPERVISOR DISTRICT					CONTACT MODE			
	Total	SON OMA	MARIN	1	2	3	4	5	1	2	3	4	5	PHONE	EMAIL	TEXT
Column n-Size	642	411	231	90	86	66	82	86	46	51	51	39	44	265	195	182
C MARIN COUNTY GOV'T	63	0	63	0	0	0	0	0	64	49	68	78	61	67	72	50
A SMART	63	66	58	60	65	75	66	66	62	44	60	57	66	67	61	59
B SONOMA COUNTY GOV'T	55	55	0	56	61	46	52	56	0	0	0	0	0	59	58	43

Table 2: Q1 FAVORABLES RANK MATRIX TABLE (TOTAL UNFAVORABLE)

	Q2 INITIAL VOTE								Q3 SMART USE					Q4 SMART SERVICE			Q5 SMART FUNDING NEED			
	Total	DEF YES	PR/LN YES	PR/LN NO	DEF NO	TOTAL YES	TOTAL NO	DK/NA	SOFT POS	AT LS MONTH	FEW/ YEAR	RARE LY	EVER	NEVER	EXC	EXC/ GOOD	NT GD POOR	GREAT	GREAT /SOME	LITTL /NO RL
	Column n-Size	642	243	177	57	136	420	193	30	206	41	118	160	319	320	129	301	54	186	346
B SONOMA COUNTY GOV'T	30	22	23	38	52	22	48	30	24	18	25	27	25	35	19	22	42	24	23	48
C MARIN COUNTY GOV'T	27	11	23	52	46	16	48	8	20	27	10	27	22	31	16	23	53	15	17	48
A SMART	22	4	12	43	61	7	56	6	11	15	7	14	11	32	4	9	69	5	7	52

  

	Q9 VOTE AFTER POSITIVES			Q11 FINAL VOTE			CONSISTENT VOTERS			MOVERS			Q12 RESIDENCE		Q13 RACE/ETHNICITY			
	Total	TOTAL YES	TOTAL NO	DK/NA	TOTAL YES	TOTAL NO	DK/NA	CONS YES	CONS NO	SWING	POS AF POS	POS MOVRS	NEG MOVRS	OWN	RENT	WHITE	LATNO	VOC
	Column n-Size	642	443	175	25	409	192	41	356	138	148	54	49	49	402	193	479	76
B SONOMA COUNTY GOV'T	30	24	45	34	25	43	26	22	50	30	41	41	18	27	34	31	11	18
C MARIN COUNTY GOV'T	27	20	42	25	16	42	34	13	49	32	40	34	24	26	30	24	34	37
A SMART	22	9	55	27	8	49	25	6	63	20	21	21	9	21	20	20	14	24

  

	Q14 EDUCATION							Q15 INCOME			FLAGS (PG18, PG20, PG22)					A/B SPLIT	
	Total	HS OR LESS	SOME/ VOC	COLL GRAD	POST GRAD	NON-COLL	COLL+	0-\$75K	\$75K-\$150K	\$150K+	2+/6	3+/6	4+/6	5+/6	6/6	A	B
	Column n-Size	642	31	182	205	197	214	401	125	175	208	540	495	434	362	253	321
B SONOMA COUNTY GOV'T	30	23	31	33	26	30	30	29	26	31	30	29	29	31	32	31	28
C MARIN COUNTY GOV'T	27	44	27	31	21	30	26	15	18	29	27	26	26	22	18	22	31
A SMART	22	28	22	19	22	23	20	18	15	23	23	22	22	22	21	20	23

  

	GENDER		PARTY REG			AGE									HOUSEHOLD PARTY TYPE						
	Total	MEN	WOMEN	DEM	IND	REP	18-29	30-39	40-49	50-64	65-74	75+	18-54	55+	65+	D1	D2+	R1	R2+	I1+	MIXED
	Column n-Size	642	308	332	384	156	102	81	83	90	161	129	98	299	343	227	236	98	43	23	106
B SONOMA COUNTY GOV'T	30	28	31	19	39	53	25	27	35	30	31	30	31	29	31	18	17	53	57	40	36
C MARIN COUNTY GOV'T	27	30	23	16	39	56	34	29	36	28	18	19	32	22	19	16	18	69	54	41	27
A SMART	22	26	18	14	28	41	22	19	18	20	28	22	19	24	25	17	12	41	37	26	25

Table 2: Q1 FAVORABLES RANK MATRIX TABLE (TOTAL UNFAVORABLE)

	GENDER BY AGE					PARTY BY GENDER						PARTY BY AGE						GENDER BY EDUCATION			
	Total	MEN 18-54	MEN 55+	WOMEN 18-54	WOMEN 55+	DEM MEN	DEM WOMEN	IND MEN	IND WOMEN	REP MEN	REP WOMEN	DEM 18-54	DEM 55+	IND 18-54	IND 55+	REP 18-54	REP 55+	NCOLL MEN	NCOLL WOMEN	COLL+ MEN	COLL+ WOMEN
Column n-Size	642	143	165	154	178	160	223	86	71	62	39	170	214	90	67	40	62	105	107	190	212
B SONOMA COUNTY GOV'T	30	28	28	33	30	14	22	39	39	45	66	18	20	46	30	52	53	18	40	35	26
C MARIN COUNTY GOV'T	27	39	23	26	21	20	13	34	46	57	55	25	10	36	43	61	54	35	25	28	24
A SMART	22	23	28	14	21	19	10	28	28	40	41	13	15	21	37	36	45	26	19	25	16

  

	COUNTY		SONOMA COUNTY SUPERVISOR DISTRICT					MARIN COUNTY SUPERVISOR DISTRICT					CONTACT MODE			
	Total	SON OMA	MARIN	1	2	3	4	5	1	2	3	4	5	PHONE	EMAIL	TEXT
Column n-Size	642	411	231	90	86	66	82	86	46	51	51	39	44	265	195	182
B SONOMA COUNTY GOV'T	30	30	0	29	29	34	29	28	0	0	0	0	0	27	26	39
C MARIN COUNTY GOV'T	27	0	27	0	0	0	0	0	25	37	24	17	28	25	22	33
A SMART	22	19	27	19	26	13	18	17	22	33	27	25	26	20	24	22

Table 3: Q6 SMART DESCRIPTIONS RANK MATRIX TABLE (VERY WELL)

	Q2 INITIAL VOTE								Q3 SMART USE						Q4 SMART SERVICE			Q5 SMART FUNDING NEED		
	Total	DEF YES	PR/LN YES	PR/LN NO	DEF NO	TOTAL YES	TOTAL NO	DK/NA	SOFT POS	AT LS MONTH	FEW/ YEAR	RARE LY	EVER	NEVER	EXC	EXC/ GOOD	NT GD POOR	GREAT	GREAT /SOME	LITTL /NO RL
Column n-Size	642	243	177	57	136	420	193	30	206	41	118	160	319	320	129	301	54	186	346	176
M GOOD FOR THE ENVIRONMENT	46	70	42	15	20	59	19	44	43	76	68	47	59	33	74	68	12	68	60	22
G SAFE	43	67	27	37	25	50	29	35	28	91	69	52	62	23	75	68	24	54	56	27
E RELIABLE	30	51	20	15	9	38	11	45	23	83	62	33	48	11	76	57	8	44	41	18
P EASY TO USE	27	51	19	9	10	37	9	10	17	61	59	28	45	10	70	53	3	42	39	11
O IMPORTANT FOR OUR ECONOMY	27	56	13	9	9	38	9	0	11	44	43	35	39	16	64	45	4	57	43	3
C ESSENTIAL	27	42	26	13	6	35	8	18	25	44	43	27	34	19	49	34	20	45	39	9
D CONVENIENT	22	34	19	10	7	28	8	29	20	44	36	26	31	12	55	33	6	35	33	8
L VITAL PART OF COMMUNITY	22	39	17	6	8	30	8	0	15	38	41	25	33	11	50	37	7	45	33	8
N AFFORDABLE	20	36	18	6	5	29	6	4	16	49	38	18	31	10	51	36	7	34	30	8
I HAS MOSTLY EMPTY TRAINS	18	6	19	24	35	11	32	19	19	9	13	15	14	22	15	13	38	10	11	37
A GOOD JOB SERVING N. BAY	17	26	14	8	9	21	9	11	13	43	31	16	25	8	44	29	4	24	21	11
B WELL-MANAGED	15	27	5	14	7	18	9	12	6	47	30	10	21	10	44	25	0	20	20	5
K TAXPAYER MONEY EFFICIENTLY	15	27	12	6	6	21	6	0	10	49	30	11	25	6	34	29	6	31	22	8
Q GOOD WAY GET WHERE GOING	13	25	11	0	3	19	2	0	9	42	24	11	21	5	29	24	0	25	20	4
J INEFFICIENT	12	8	3	22	25	6	24	17	6	13	10	6	9	16	8	8	28	8	7	26
H FULFILLING ITS POTENTIAL	11	18	6	9	6	13	7	19	7	43	15	12	16	6	29	18	3	15	14	5
F SLOW	6	4	8	0	12	5	8	0	7	31	9	6	10	2	17	8	15	6	4	12

	Q9 VOTE AFTER POSITIVES				Q11 FINAL VOTE			CONSISTENT VOTERS			MOVERS			Q12 RESIDENCE		Q13 RACE/ETHNICITY		
	Total	TOTAL YES	TOTAL NO	DK/NA	TOTAL YES	TOTAL NO	DK/NA	CONS YES	CONS NO	SWING	POS AF POS	POS MOVRS	NEG MOVRS	OWN	RENT	WHITE	LATNO	VOC
Column n-Size	642	443	175	25	409	192	41	356	138	148	54	49	49	402	193	479	76	109
M GOOD FOR THE ENVIRONMENT	46	59	16	25	60	18	30	61	13	38	54	46	41	48	41	50	48	40
G SAFE	43	52	25	11	54	27	7	57	28	27	40	45	30	43	41	43	54	46
E RELIABLE	30	39	11	0	41	13	3	43	8	21	35	35	26	31	30	28	54	47
P EASY TO USE	27	37	5	8	37	6	26	38	4	23	27	25	17	27	29	30	38	29
O IMPORTANT FOR OUR ECONOMY	27	38	4	8	40	2	9	42	3	12	20	24	0	26	35	30	40	29
C ESSENTIAL	27	34	10	15	37	9	9	39	3	21	28	29	24	24	37	25	49	40
D CONVENIENT	22	29	6	21	30	6	17	31	5	16	22	28	9	24	21	22	27	23
L VITAL PART OF COMMUNITY	22	30	4	5	30	5	18	31	3	15	17	15	11	21	24	23	33	27
N AFFORDABLE	20	28	4	4	27	4	19	30	3	13	14	11	10	22	18	24	16	16
I HAS MOSTLY EMPTY TRAINS	18	10	35	37	11	30	29	9	35	23	18	21	22	17	19	15	28	30
A GOOD JOB SERVING N. BAY	17	21	8	4	22	8	11	22	5	16	21	21	17	16	20	15	35	29
B WELL-MANAGED	15	19	8	0	20	9	0	20	8	11	18	21	12	15	13	13	30	26
K TAXPAYER MONEY EFFICIENTLY	15	21	2	0	22	2	7	23	2	6	17	12	0	16	14	16	23	18
Q GOOD WAY GET WHERE GOING	13	18	3	0	18	4	7	19	2	7	3	3	11	12	15	14	24	16
J INEFFICIENT	12	5	29	27	5	29	8	6	30	10	0	0	20	9	10	7	17	17
H FULFILLING ITS POTENTIAL	11	14	4	0	14	7	3	14	5	10	17	15	13	10	14	9	25	24
F SLOW	6	4	9	30	5	8	5	3	6	11	9	15	14	4	9	3	22	17

Table 3: Q6 SMART DESCRIPTIONS RANK MATRIX TABLE (VERY WELL)

	Q14 EDUCATION							Q15 INCOME			FLAGS (PG18, PG20, PG22)					A/B SPLIT	
	Total	HS OR LESS	SOME/ VOC	COLL GRAD	POST GRAD	NON-COLL	COLL+	0-\$75K	\$75K-\$150K	\$150K+	2+/6	3+/6	4+/6	5+/6	6/6	A	B
Column n-Size	642	31	182	205	197	214	401	125	175	208	540	495	434	362	253	321	321
M GOOD FOR THE ENVIRONMENT	46	49	48	47	41	48	44	40	56	45	45	44	44	44	50	0	46
G SAFE	43	25	45	44	42	42	43	43	49	45	44	46	45	47	45	43	0
E RELIABLE	30	64	30	26	30	35	28	28	35	24	29	30	29	31	30	30	0
P EASY TO USE	27	50	31	30	21	34	26	27	31	28	23	24	25	25	30	0	27
O IMPORTANT FOR OUR ECONOMY	27	33	39	30	15	38	23	38	30	23	26	28	27	25	30	0	27
C ESSENTIAL	27	46	23	25	27	27	26	33	27	23	26	27	26	27	25	27	0
D CONVENIENT	22	25	28	19	17	28	18	28	24	20	21	22	21	21	19	22	0
L VITAL PART OF COMMUNITY	22	31	24	26	16	25	21	22	28	18	19	20	21	20	23	0	22
N AFFORDABLE	20	35	19	23	19	22	21	24	23	20	18	19	19	18	22	0	20
I HAS MOSTLY EMPTY TRAINS	18	43	13	17	17	18	17	14	11	22	16	15	16	15	16	18	0
A GOOD JOB SERVING N. BAY	17	50	16	16	13	21	15	18	16	15	15	15	15	15	16	18	15
B WELL-MANAGED	15	31	15	11	14	17	12	15	16	13	14	15	13	13	12	15	0
K TAXPAYER MONEY EFFICIENTLY	15	49	12	16	14	17	15	9	21	16	13	13	15	14	16	0	15
Q GOOD WAY GET WHERE GOING	13	42	15	17	4	19	11	13	14	10	10	10	9	8	10	0	13
J INEFFICIENT	12	13	8	11	9	9	10	12	9	7	12	11	11	11	13	0	12
H FULFILLING ITS POTENTIAL	11	25	12	9	9	14	9	8	10	10	10	11	10	11	10	11	0
F SLOW	6	57	2	3	5	10	4	0	4	6	4	4	3	3	4	6	0

  

	GENDER		PARTY REG			AGE						HOUSEHOLD PARTY TYPE									
	Total	MEN	WOMEN	DEM	IND	REP	18-29	30-39	40-49	50-64	65-74	75+	18-54	55+	65+	D1	D2+	R1	R2+	I1+	MIXED
Column n-Size	642	308	332	384	156	102	81	83	90	161	129	98	299	343	227	236	98	43	23	106	136
M GOOD FOR THE ENVIRONMENT	46	44	48	55	40	19	50	47	41	45	55	33	46	46	46	54	52	17	9	33	54
G SAFE	43	46	40	47	44	26	48	41	42	38	43	50	42	44	46	42	49	18	24	54	44
E RELIABLE	30	34	27	34	27	20	50	17	27	25	35	31	30	31	33	30	41	12	37	25	32
P EASY TO USE	27	33	22	29	25	21	45	31	17	28	22	25	31	23	23	32	24	17	6	22	34
O IMPORTANT FOR OUR ECONOMY	27	25	29	32	22	15	35	22	25	25	31	25	28	26	28	35	23	20	0	20	29
C ESSENTIAL	27	21	33	29	31	13	32	33	20	28	23	25	27	26	24	31	24	13	14	27	28
D CONVENIENT	22	20	24	24	18	20	30	15	15	17	29	27	18	25	28	24	28	24	12	25	14
L VITAL PART OF COMMUNITY	22	20	23	28	16	7	28	26	17	15	20	30	22	21	25	28	27	8	0	17	17
N AFFORDABLE	20	20	21	22	20	13	27	25	16	16	17	27	23	18	21	24	18	12	11	16	22
I HAS MOSTLY EMPTY TRAINS	18	17	19	14	17	34	23	23	15	17	13	17	20	16	15	15	15	24	26	8	27
A GOOD JOB SERVING N. BAY	17	18	16	18	19	10	25	15	11	15	18	19	16	17	18	18	13	6	3	19	20
B WELL-MANAGED	15	16	15	17	15	8	20	10	16	14	16	16	14	17	16	17	15	7	8	16	16
K TAXPAYER MONEY EFFICIENTLY	15	13	17	21	9	2	24	22	11	11	14	12	19	11	13	21	19	0	0	11	12
Q GOOD WAY GET WHERE GOING	13	17	9	12	16	12	28	16	5	8	16	9	17	10	13	13	10	12	6	14	16
J INEFFICIENT	12	15	9	10	17	14	14	5	7	12	14	20	9	15	16	11	6	22	0	19	10
H FULFILLING ITS POTENTIAL	11	14	9	14	6	7	18	0	9	8	12	21	8	14	16	15	8	3	12	9	12
F SLOW	6	5	7	4	11	5	22	2	4	2	5	5	8	4	5	5	1	3	7	7	10

Table 3: Q6 SMART DESCRIPTIONS RANK MATRIX TABLE (VERY WELL)

	GENDER BY AGE					PARTY BY GENDER						PARTY BY AGE						GENDER BY EDUCATION			
	Total	MEN 18-54	MEN 55+	WOMEN 18-54	WOMEN 55+	DEM MEN	DEM WOMEN	IND MEN	IND WOMEN	REP MEN	REP WOMEN	DEM 18-54	DEM 55+	IND 18-54	IND 55+	REP 18-54	REP 55+	NCOLL MEN	NCOLL WOMEN	COLL+ MEN	COLL+ WOMEN
	Column n-Size	642	143	165	154	178	160	223	86	71	62	39	170	214	90	67	40	62	105	107	190
M GOOD FOR THE ENVIRONMENT	46	46	41	46	49	51	57	42	37	25	11	51	58	50	28	14	23	53	45	39	49
G SAFE	43	41	50	42	39	50	45	54	33	27	25	47	48	45	43	10	34	40	43	49	37
E RELIABLE	30	33	34	26	28	39	30	32	22	21	18	34	35	30	23	9	25	37	31	32	25
P EASY TO USE	27	38	28	26	20	38	23	30	19	22	21	32	27	38	10	15	26	46	22	28	24
O IMPORTANT FOR OUR ECONOMY	27	29	22	27	30	29	35	23	21	21	8	36	30	25	18	5	24	42	35	18	27
C ESSENTIAL	27	17	24	36	29	22	34	25	37	12	15	26	30	37	22	5	17	18	36	22	30
D CONVENIENT	22	13	25	22	25	25	24	17	19	13	32	19	28	18	17	11	24	25	30	16	19
L VITAL PART OF COMMUNITY	22	25	15	20	26	24	30	18	14	11	0	27	28	23	9	0	12	26	24	18	24
N AFFORDABLE	20	23	16	23	19	22	23	21	18	11	15	21	23	33	5	10	14	18	26	22	20
I HAS MOSTLY EMPTY TRAINS	18	18	16	22	16	11	15	10	25	38	28	17	11	21	11	31	36	15	21	18	17
A GOOD JOB SERVING N. BAY	17	17	19	16	16	21	16	15	23	13	6	16	19	22	15	6	13	20	23	17	13
B WELL-MANAGED	15	15	17	13	17	18	17	17	13	8	8	17	17	11	21	0	12	21	14	12	13
K TAXPAYER MONEY EFFICIENTLY	15	18	8	20	14	19	22	9	9	3	0	25	17	17	0	0	3	16	18	12	18
Q GOOD WAY GET WHERE GOING	13	20	15	13	6	13	11	23	7	20	0	17	8	25	5	0	21	31	7	11	11
J INEFFICIENT	12	9	21	9	9	14	7	15	19	18	7	6	13	14	20	12	15	11	6	12	8
H FULFILLING ITS POTENTIAL	11	11	16	6	12	18	12	10	2	8	6	14	15	0	15	4	9	18	10	10	7
F SLOW	6	5	4	9	5	4	3	5	16	4	8	7	2	11	11	4	6	8	10	3	5

	COUNTY		SONOMA COUNTY SUPERVISOR DISTRICT					MARIN COUNTY SUPERVISOR DISTRICT					CONTACT MODE			
	Total	SON OMA	MARIN	1	2	3	4	5	1	2	3	4	5	PHONE	EMAIL	TEXT
	Column n-Size	642	411	231	90	86	66	82	86	46	51	51	39	44	265	195
M GOOD FOR THE ENVIRONMENT	46	48	42	40	45	50	37	66	44	44	34	41	48	51	37	47
G SAFE	43	43	44	41	40	45	43	46	42	31	40	61	50	52	37	38
E RELIABLE	30	30	30	45	24	41	19	26	24	22	27	44	36	34	29	27
P EASY TO USE	27	31	21	24	34	28	26	40	30	8	22	17	28	33	18	28
O IMPORTANT FOR OUR ECONOMY	27	30	23	27	24	38	28	32	26	20	24	23	20	32	22	25
C ESSENTIAL	27	32	18	37	27	35	31	29	9	18	23	33	9	32	16	31
D CONVENIENT	22	23	21	17	21	26	13	36	16	4	21	43	26	25	21	19
L VITAL PART OF COMMUNITY	22	24	17	22	28	26	21	23	14	14	31	13	14	27	13	23
N AFFORDABLE	20	22	17	18	31	25	19	18	3	15	36	18	11	20	15	27
I HAS MOSTLY EMPTY TRAINS	18	16	20	10	18	12	22	19	27	32	6	12	23	19	17	17
A GOOD JOB SERVING N. BAY	17	18	15	15	19	18	12	25	19	14	12	18	14	20	11	19
B WELL-MANAGED	15	14	18	16	17	10	7	17	18	4	28	28	15	12	13	21
K TAXPAYER MONEY EFFICIENTLY	15	17	11	9	27	20	9	23	18	10	13	5	8	19	9	15
Q GOOD WAY GET WHERE GOING	13	16	7	14	13	25	14	19	0	6	6	12	12	12	11	17
J INEFFICIENT	12	12	12	9	21	0	16	13	12	4	9	18	18	13	14	8
H FULFILLING ITS POTENTIAL	11	11	11	6	13	12	11	15	6	7	20	18	3	14	5	14
F SLOW	6	8	3	18	7	0	2	8	6	3	4	0	3	6	1	11

Table 4: Q6 SMART DESCRIPTIONS RANK MATRIX TABLE (VERY/SOMEWHAT WELL)

	Q2 INITIAL VOTE								Q3 SMART USE						Q4 SMART SERVICE			Q5 SMART FUNDING NEED		
	Total	DEF YES	PR/LN YES	PR/LN NO	DEF NO	TOTAL YES	TOTAL NO	DK/NA	SOFT POS	AT LS MONTH	FEW/ YEAR	RARE LY	EVER	NEVER	EXC	EXC/ GOOD	NT GD POOR	GREAT	GREAT /SOME	LITTL /NO RL
	Column n-Size	642	243	177	57	136	420	193	30	206	41	118	160	319	320	129	301	54	186	346
M GOOD FOR THE ENVIRONMENT	74	91	86	38	42	89	41	86	86	93	91	79	86	62	90	89	39	89	86	53
G SAFE	67	82	65	59	48	75	52	58	64	100	96	80	88	45	99	96	52	73	79	62
C ESSENTIAL	59	80	64	45	18	73	27	49	62	82	86	68	76	41	89	78	36	83	81	33
O IMPORTANT FOR OUR ECONOMY	57	90	56	16	25	76	22	28	51	87	79	71	77	38	90	82	23	85	80	24
P EASY TO USE	56	83	56	29	32	72	32	16	50	93	94	81	88	27	96	92	27	75	74	36
E RELIABLE	54	71	48	49	30	62	37	58	50	95	91	67	78	29	88	89	44	64	68	44
A GOOD JOB SERVING N. BAY	54	75	55	37	24	67	28	40	53	86	90	65	77	31	93	84	14	67	69	37
L VITAL PART OF COMMUNITY	52	81	60	12	15	72	14	36	56	83	86	57	73	33	89	75	22	75	70	24
D CONVENIENT	51	70	55	33	21	63	25	36	52	66	70	70	70	31	75	75	9	62	70	30
Q GOOD WAY GET WHERE GOING	47	72	52	11	16	64	15	25	48	86	80	54	69	25	86	72	23	65	63	24
N AFFORDABLE	46	73	40	21	24	59	23	16	36	81	80	50	66	27	87	76	16	68	61	25
I HAS MOSTLY EMPTY TRAINS	40	24	48	39	61	34	54	31	45	31	40	32	34	45	39	39	46	29	36	59
K TAXPAYER MONEY EFFICIENTLY	40	70	39	14	7	57	9	6	34	69	64	57	62	19	76	65	13	68	59	13
B WELL-MANAGED	39	56	29	42	22	44	28	23	28	82	64	47	56	20	63	64	14	47	49	25
H FULFILLING ITS POTENTIAL	38	51	34	42	17	44	25	47	35	66	63	48	55	21	68	58	5	43	52	20
J INEFFICIENT	30	20	29	43	43	23	43	38	30	21	25	27	25	35	19	23	51	23	21	55
F SLOW	23	22	26	19	27	23	25	11	24	39	24	29	28	18	34	28	48	27	22	33

	Q9 VOTE AFTER POSITIVES				Q11 FINAL VOTE			CONSISTENT VOTERS			MOVERS			Q12 RESIDENCE		Q13 RACE/ETHNICITY		
	Total	TOTAL YES	TOTAL NO	DK/NA	TOTAL YES	TOTAL NO	DK/NA	CONS YES	CONS NO	SWING	POS AF POS	POS MOVRS	NEG MOVRS	OWN	RENT	WHITE	LATNO	VOC
	Column n-Size	642	443	175	25	409	192	41	356	138	148	54	49	49	402	193	479	76
M GOOD FOR THE ENVIRONMENT	74	88	40	55	88	46	58	91	36	69	75	68	88	77	70	77	72	71
G SAFE	67	75	51	37	81	49	19	82	49	52	63	79	55	67	69	69	75	69
C ESSENTIAL	59	72	26	51	76	30	24	77	16	55	62	73	60	59	59	58	74	67
O IMPORTANT FOR OUR ECONOMY	57	75	17	22	77	20	30	78	14	45	55	64	43	55	65	61	65	57
P EASY TO USE	56	71	25	23	72	27	36	74	23	45	49	59	42	59	60	61	54	58
E RELIABLE	54	63	34	48	66	37	17	68	34	41	55	59	46	55	53	54	63	63
A GOOD JOB SERVING N. BAY	54	66	26	26	70	25	27	71	21	43	55	63	39	53	58	56	62	58
L VITAL PART OF COMMUNITY	52	69	14	25	71	15	39	73	9	42	38	48	41	52	57	56	64	58
D CONVENIENT	51	62	23	47	65	27	27	68	20	39	39	46	40	52	46	54	49	43
Q GOOD WAY GET WHERE GOING	47	63	9	14	62	14	39	63	7	45	52	51	46	44	54	49	61	55
N AFFORDABLE	46	57	22	19	58	20	39	60	17	38	34	44	33	49	45	51	42	40
I HAS MOSTLY EMPTY TRAINS	40	32	54	90	34	48	56	32	53	46	38	47	39	40	35	39	38	40
K TAXPAYER MONEY EFFICIENTLY	40	54	7	15	55	6	35	60	4	23	20	18	16	42	40	44	46	38
B WELL-MANAGED	39	47	22	10	50	22	7	50	22	29	49	54	25	43	28	41	42	35
H FULFILLING ITS POTENTIAL	38	47	19	31	48	23	14	48	18	35	48	56	35	37	41	39	43	43
J INEFFICIENT	30	22	47	52	21	48	41	21	49	34	22	19	40	24	33	24	31	41
F SLOW	23	21	26	43	22	26	18	22	23	26	25	28	36	22	24	20	39	35



Table 4: Q6 SMART DESCRIPTIONS RANK MATRIX TABLE (VERY/SOMEWHAT WELL)

	Q14 EDUCATION							Q15 INCOME			FLAGS (PG18, PG20, PG22)					A/B SPLIT	
	Total	HS OR LESS	SOME/ VOC	COLL GRAD	POST GRAD	NON-COLL	COLL+	0-\$75K	\$75K-\$150K	\$150K+	2+/6	3+/6	4+/6	5+/6	6/6	A	B
Column n-Size	642	31	182	205	197	214	401	125	175	208	540	495	434	362	253	321	321
M GOOD FOR THE ENVIRONMENT	74	84	73	74	74	75	74	71	76	78	73	73	74	74	75	0	74
G SAFE	67	88	61	69	67	65	68	59	77	66	68	70	70	73	72	67	0
C ESSENTIAL	59	75	53	60	61	57	60	58	65	56	61	62	61	63	63	59	0
O IMPORTANT FOR OUR ECONOMY	57	85	67	53	51	70	52	61	63	55	55	55	54	54	58	0	57
P EASY TO USE	56	89	61	57	55	65	56	57	62	60	54	55	55	57	59	0	56
E RELIABLE	54	76	50	53	56	54	55	44	66	55	53	56	56	60	59	54	0
A GOOD JOB SERVING N. BAY	54	63	56	56	53	57	54	56	62	51	52	54	52	52	55	53	55
L VITAL PART OF COMMUNITY	52	81	53	56	50	57	53	60	59	51	50	50	49	50	53	0	52
D CONVENIENT	51	35	54	51	50	51	50	62	55	45	52	53	52	54	53	51	0
Q GOOD WAY GET WHERE GOING	47	75	54	44	44	57	44	52	54	42	45	44	43	45	50	0	47
N AFFORDABLE	46	76	48	48	43	52	46	44	49	51	44	45	45	44	49	0	46
I HAS MOSTLY EMPTY TRAINS	40	43	30	46	40	32	43	28	39	43	41	41	40	40	39	40	0
K TAXPAYER MONEY EFFICIENTLY	40	80	37	42	40	43	41	45	49	38	38	38	40	40	43	0	40
B WELL-MANAGED	39	44	33	46	34	34	40	39	39	42	38	39	38	39	40	39	0
H FULFILLING ITS POTENTIAL	38	41	40	40	35	40	38	38	46	38	39	40	37	39	37	38	0
J INEFFICIENT	30	46	29	29	25	32	27	37	24	24	30	29	29	29	25	0	30
F SLOW	23	72	14	19	28	23	23	19	20	23	22	22	22	23	24	23	0

  

	GENDER		PARTY REG			AGE							HOUSEHOLD PARTY TYPE								
	Total	MEN	WOMEN	DEM	IND	REP	18-29	30-39	40-49	50-64	65-74	75+	18-54	55+	65+	D1	D2+	R1	R2+	I1+	MIXED
Column n-Size	642	308	332	384	156	102	81	83	90	161	129	98	299	343	227	236	98	43	23	106	136
M GOOD FOR THE ENVIRONMENT	74	74	74	81	74	47	77	86	73	70	73	67	78	70	70	79	86	29	37	70	81
G SAFE	67	67	68	72	65	53	74	57	57	65	74	75	63	71	74	69	76	48	68	72	62
C ESSENTIAL	59	52	65	64	59	38	65	63	40	57	66	62	55	62	64	62	65	44	38	61	55
O IMPORTANT FOR OUR ECONOMY	57	57	57	66	49	33	72	69	51	48	58	52	62	52	55	65	69	29	27	43	59
P EASY TO USE	56	61	52	63	54	35	71	67	45	56	44	63	61	52	52	69	55	30	17	49	58
E RELIABLE	54	56	52	60	56	30	66	44	53	48	63	52	53	55	58	50	69	26	46	54	60
A GOOD JOB SERVING N. BAY	54	55	53	60	52	33	68	58	45	49	53	56	56	52	54	57	68	28	33	50	53
L VITAL PART OF COMMUNITY	52	52	53	61	43	34	72	57	46	43	49	58	55	50	53	59	66	29	20	38	59
D CONVENIENT	51	44	58	55	49	37	46	44	40	47	65	59	42	59	62	53	67	32	55	60	38
Q GOOD WAY GET WHERE GOING	47	53	41	54	38	33	73	57	36	40	37	50	54	40	43	53	59	29	21	32	50
N AFFORDABLE	46	51	42	49	46	35	68	45	37	42	41	50	51	42	45	49	46	31	40	38	54
I HAS MOSTLY EMPTY TRAINS	40	38	41	35	42	54	39	42	30	45	31	50	37	42	39	37	41	42	67	37	41
K TAXPAYER MONEY EFFICIENTLY	40	39	41	49	33	17	55	46	27	34	40	41	42	37	41	47	51	12	5	29	44
B WELL-MANAGED	39	41	37	41	40	28	47	32	35	31	43	48	36	41	45	36	45	28	28	45	39
H FULFILLING ITS POTENTIAL	38	36	41	44	36	21	43	32	29	36	44	47	36	41	45	39	52	18	23	32	41
J INEFFICIENT	30	34	27	27	37	32	33	36	32	27	25	35	31	30	29	29	25	45	15	43	24
F SLOW	23	22	24	19	30	28	31	24	24	15	27	25	25	21	26	17	17	32	37	31	26

Table 4: Q6 SMART DESCRIPTIONS RANK MATRIX TABLE (VERY/SOMEWHAT WELL)

	GENDER BY AGE					PARTY BY GENDER						PARTY BY AGE						GENDER BY EDUCATION			
	Total	MEN 18-54	MEN 55+	WOMEN 18-54	WOMEN 55+	DEM MEN	DEM WOMEN	IND MEN	IND WOMEN	REP MEN	REP WOMEN	DEM 18-54	DEM 55+	IND 18-54	IND 55+	REP 18-54	REP 55+	NCOLL MEN	NCOLL WOMEN	COLL+ MEN	COLL+ WOMEN
	Column n-Size	642	143	165	154	178	160	223	86	71	62	39	170	214	90	67	40	62	105	107	190
M GOOD FOR THE ENVIRONMENT	74	78	70	77	71	83	79	77	70	45	48	85	78	84	61	37	55	82	67	71	76
G SAFE	67	62	70	63	72	73	71	69	62	47	62	66	77	70	59	26	66	63	66	68	68
C ESSENTIAL	59	48	54	60	70	63	65	47	72	30	53	61	67	56	63	24	45	49	63	54	67
O IMPORTANT FOR OUR ECONOMY	57	69	44	56	59	64	67	54	43	40	25	73	60	58	39	27	38	79	63	48	56
P EASY TO USE	56	70	53	54	51	67	60	68	36	36	36	70	57	61	46	29	40	73	59	60	53
E RELIABLE	54	54	58	51	53	62	57	61	51	34	22	57	62	57	55	21	35	56	51	56	54
A GOOD JOB SERVING N. BAY	54	56	54	56	50	61	59	55	49	39	25	61	59	58	44	28	36	59	56	55	53
L VITAL PART OF COMMUNITY	52	57	48	54	52	59	63	50	32	37	31	62	60	52	31	33	35	62	52	49	56
D CONVENIENT	51	31	54	51	64	47	62	49	50	30	51	48	61	39	65	16	48	43	59	42	57
Q GOOD WAY GET WHERE GOING	47	66	41	43	39	63	47	47	27	37	30	64	45	49	25	25	39	73	43	45	43
N AFFORDABLE	46	55	47	47	37	50	48	56	32	46	19	51	47	62	26	27	40	57	49	51	40
I HAS MOSTLY EMPTY TRAINS	40	35	41	39	44	30	39	37	48	61	42	34	36	39	46	45	59	30	35	42	44
K TAXPAYER MONEY EFFICIENTLY	40	43	35	41	40	49	48	34	30	18	15	47	50	47	15	14	19	48	39	37	45
B WELL-MANAGED	39	40	43	34	40	40	42	53	27	31	24	38	43	41	40	15	35	40	30	41	39
H FULFILLING ITS POTENTIAL	38	31	40	41	41	47	42	29	43	17	28	44	45	34	39	4	30	39	42	35	40
J INEFFICIENT	30	31	37	31	23	33	23	35	39	35	28	32	23	31	44	27	36	34	29	31	23
F SLOW	23	25	19	25	23	15	22	28	32	31	23	20	18	36	20	22	31	22	22	20	26

	COUNTY		SONOMA COUNTY SUPERVISOR DISTRICT					MARIN COUNTY SUPERVISOR DISTRICT					CONTACT MODE			
	Total	SON OMA	MARIN	1	2	3	4	5	1	2	3	4	5	PHONE	EMAIL	TEXT
	Column n-Size	642	411	231	90	86	66	82	86	46	51	51	39	44	265	195
M GOOD FOR THE ENVIRONMENT	74	75	71	79	82	70	62	82	89	74	51	72	70	81	66	70
G SAFE	67	70	63	68	73	64	66	76	63	61	66	65	60	73	65	62
C ESSENTIAL	59	65	47	80	63	75	62	48	46	38	38	69	50	63	48	63
O IMPORTANT FOR OUR ECONOMY	57	58	55	50	66	68	53	56	63	47	57	50	55	60	50	58
P EASY TO USE	56	56	57	47	76	49	47	61	67	53	62	43	57	65	51	49
E RELIABLE	54	57	50	61	65	60	36	61	39	40	51	64	57	58	55	48
A GOOD JOB SERVING N. BAY	54	55	51	48	63	59	46	60	51	45	50	58	53	59	48	53
L VITAL PART OF COMMUNITY	52	59	41	53	65	62	48	66	41	41	49	32	39	66	39	45
D CONVENIENT	51	53	48	41	54	58	51	61	43	32	50	65	56	59	49	43
Q GOOD WAY GET WHERE GOING	47	50	41	42	64	43	48	49	54	25	52	37	39	57	33	45
N AFFORDABLE	46	48	41	46	53	43	40	58	35	36	49	36	51	53	37	44
I HAS MOSTLY EMPTY TRAINS	40	36	47	27	41	33	36	40	53	55	33	52	45	42	44	34
K TAXPAYER MONEY EFFICIENTLY	40	42	34	36	55	34	33	52	48	36	29	29	29	45	29	44
B WELL-MANAGED	39	39	39	44	43	39	28	39	29	20	52	58	41	38	39	40
H FULFILLING ITS POTENTIAL	38	39	37	28	51	46	33	40	19	20	50	52	46	43	32	39
J INEFFICIENT	30	30	30	25	46	19	35	25	45	22	28	26	30	35	30	22
F SLOW	23	23	23	34	19	16	27	18	22	28	26	13	22	21	25	24

Table 5: Q7 POTENTIAL OUTCOMES RANK MATRIX TABLE (EXTREMELY IMPORTANT)

	Q2 INITIAL VOTE								Q3 SMART USE					Q4 SMART SERVICE			Q5 SMART FUNDING NEED			
	Total	DEF YES	PR/LN YES	PR/LN NO	DEF NO	TOTAL YES	TOTAL NO	DK/NA	SOFT POS	AT LS MONTH	FEW/ YEAR	RARE LY	EVER	NEVER	EXC	EXC/ GOOD	NT GD POOR	GREAT	GREAT /SOME	LITTL /NO RL
Column n-Size	642	243	177	57	136	420	193	30	206	41	118	160	319	320	129	301	54	186	346	176
E REDUCING CARBON POLLUTION	52	72	51	41	18	63	25	48	51	68	71	56	63	40	79	62	27	64	64	31
H REDUCING TRAFFIC CONGESTION	51	65	56	30	29	61	29	48	55	78	63	53	59	43	83	58	45	69	64	30
G CLEAN, SAFE TRAINS	51	68	44	43	32	58	35	54	45	69	70	54	61	40	87	64	29	61	58	36
B RELIABLE PUBLIC TRANS	50	73	50	27	22	63	23	40	48	60	66	67	66	34	77	64	27	75	66	23
O RELIEVING TRAFFIC CONGESTION	48	70	40	42	22	57	28	54	42	41	58	64	58	39	67	56	30	64	58	26
J INCLUSIVE/ACCESSIBLE	45	66	41	29	23	56	25	36	40	40	60	59	56	35	69	58	30	67	61	19
C REPAIRING/MAINTAINING TRAINS	45	63	49	20	18	57	19	36	47	59	66	54	59	30	74	60	27	62	60	15
A PREVENT CUTTING ALL SERVICE	44	69	41	24	19	57	20	25	38	68	62	58	61	28	76	60	18	65	59	19
N CLEAN, SAFE TRAIN STATIONS	44	64	44	28	21	56	23	27	41	29	56	61	54	34	68	55	22	66	58	19
K FREE FARES FOR YOUTH	39	50	41	25	24	46	24	36	40	48	51	41	46	32	50	50	22	55	48	20
M HIGH QUALITY ACCESS	38	57	40	15	15	50	15	21	37	36	51	48	47	28	55	50	15	66	51	15
L INVESTING IN SHUTTLE ACCESS	36	57	29	26	18	45	20	22	28	33	52	49	47	26	57	53	25	60	51	15
I INCREASING SERVICE LEVELS	36	49	32	36	16	42	23	40	33	68	42	47	48	24	53	46	38	56	50	11
D SERVICE/HEALDSBURG & C'DALE	33	50	32	20	13	42	15	19	31	65	55	37	46	20	70	45	11	45	42	20
F WALKING/BIKING PATHWAYS	33	45	33	25	14	40	17	25	32	56	45	41	44	21	60	42	24	46	42	17
Q SERVICE/LARKSPUR & C'DALE	31	59	18	7	12	42	11	23	19	35	56	42	46	16	65	50	16	58	45	15
P MAINTAINING CURRENT LEVELS	29	48	25	17	10	39	12	12	23	37	50	38	42	17	60	44	15	57	43	12

	Q9 VOTE AFTER POSITIVES				Q11 FINAL VOTE			CONSISTENT VOTERS			MOVERS			Q12 RESIDENCE		Q13 RACE/ETHNICITY		
	Total	TOTAL YES	TOTAL NO	DK/NA	TOTAL YES	TOTAL NO	DK/NA	CONS YES	CONS NO	SWING	POS AF POS	POS MOVRS	NEG MOVRS	OWN	RENT	WHITE	LATNO	VOC
Column n-Size	642	443	175	25	409	192	41	356	138	148	54	49	49	402	193	479	76	109
E REDUCING CARBON POLLUTION	52	58	35	57	59	37	53	64	26	46	27	28	59	48	59	50	67	65
H REDUCING TRAFFIC CONGESTION	51	59	31	61	60	31	61	62	22	52	40	43	54	52	52	49	64	60
G CLEAN, SAFE TRAINS	51	58	35	21	58	38	52	59	29	52	57	52	54	51	56	48	74	68
B RELIABLE PUBLIC TRANS	50	62	24	19	63	26	40	65	17	45	49	43	48	49	55	51	56	56
O RELIEVING TRAFFIC CONGESTION	48	58	23	42	57	29	49	58	21	51	49	46	63	45	58	55	33	28
J INCLUSIVE/ACCESSIBLE	45	57	18	23	59	18	35	60	16	37	54	51	24	44	54	49	39	40
C REPAIRING/MAINTAINING TRAINS	45	56	19	21	57	22	36	60	12	38	41	32	40	48	43	41	67	60
A PREVENT CUTTING ALL SERVICE	44	56	20	10	57	23	20	60	16	34	41	36	44	43	50	46	48	43
N CLEAN, SAFE TRAIN STATIONS	44	55	20	19	56	21	32	58	18	34	34	37	36	43	51	49	34	33
K FREE FARES FOR YOUTH	39	49	17	25	50	14	38	50	14	37	57	56	14	39	41	43	34	35
M HIGH QUALITY ACCESS	38	50	9	18	52	7	28	54	8	26	40	41	5	39	37	43	26	28
L INVESTING IN SHUTTLE ACCESS	36	46	13	22	47	14	33	48	13	30	40	37	19	37	39	37	39	41
I INCREASING SERVICE LEVELS	36	43	20	27	47	15	29	47	18	27	40	42	10	35	40	32	55	57
D SERVICE/HEALDSBURG & C'DALE	33	39	20	16	41	19	25	42	8	36	32	38	46	30	40	31	58	46
F WALKING/BIKING PATHWAYS	33	38	22	12	38	21	32	40	16	30	25	24	34	31	38	32	38	39
Q SERVICE/LARKSPUR & C'DALE	31	42	11	0	43	12	7	45	11	16	23	28	14	32	32	34	44	35
P MAINTAINING CURRENT LEVELS	29	39	8	12	41	6	18	42	6	18	23	30	4	30	29	34	24	22

Table 5: Q7 POTENTIAL OUTCOMES RANK MATRIX TABLE (EXTREMELY IMPORTANT)

	Q14 EDUCATION							Q15 INCOME			FLAGS (PG18, PG20, PG22)					A/B SPLIT	
	Total	HS OR LESS	SOME/ VOC	COLL GRAD	POST GRAD	NON-COLL	COLL+	0-\$75K	\$75K-\$150K	\$150K+	2+/6	3+/6	4+/6	5+/6	6/6	A	B
Column n-Size	642	31	182	205	197	214	401	125	175	208	540	495	434	362	253	321	321
E REDUCING CARBON POLLUTION	52	63	52	46	53	54	50	61	53	44	52	54	52	54	55	52	0
H REDUCING TRAFFIC CONGESTION	51	67	51	46	54	53	50	53	51	45	51	53	51	53	54	51	0
G CLEAN, SAFE TRAINS	51	74	56	47	45	59	46	57	57	39	50	52	51	53	53	51	0
B RELIABLE PUBLIC TRANS	50	46	53	51	47	52	49	57	50	48	49	49	48	49	49	48	52
O RELIEVING TRAFFIC CONGESTION	48	43	49	51	47	48	49	42	47	54	48	49	47	47	48	0	48
J INCLUSIVE/ACCESSIBLE	45	27	52	42	47	49	45	46	58	39	46	48	46	44	48	0	45
C REPAIRING/MAINTAINING TRAINS	45	76	45	37	47	50	42	39	52	37	47	47	47	50	48	45	0
A PREVENT CUTTING ALL SERVICE	44	56	43	46	45	45	46	47	48	45	44	45	45	46	48	45	44
N CLEAN, SAFE TRAIN STATIONS	44	63	49	45	38	51	42	52	44	41	45	46	45	42	43	0	44
K FREE FARES FOR YOUTH	39	58	38	41	37	41	39	40	41	35	39	40	40	40	40	0	39
M HIGH QUALITY ACCESS	38	38	39	40	38	39	39	42	42	36	37	39	38	38	38	0	38
L INVESTING IN SHUTTLE ACCESS	36	44	36	38	36	37	37	35	44	34	37	37	39	36	40	0	36
I INCREASING SERVICE LEVELS	36	18	39	29	43	36	36	29	46	30	37	36	36	38	38	36	0
D SERVICE/HEALDSBURG & C'DALE	33	66	41	27	28	44	27	48	34	27	32	32	30	30	27	33	0
F WALKING/BIKING PATHWAYS	33	59	33	31	29	36	30	35	28	28	33	35	34	37	33	33	0
Q SERVICE/LARKSPUR & C'DALE	31	36	34	33	30	34	32	35	27	37	31	33	33	32	38	0	31
P MAINTAINING CURRENT LEVELS	29	41	32	31	28	34	29	32	27	33	27	29	27	28	34	0	29

  

	GENDER		PARTY REG			AGE						HOUSEHOLD PARTY TYPE									
	Total	MEN	WOMEN	DEM	IND	REP	18-29	30-39	40-49	50-64	65-74	75+	18-54	55+	65+	D1	D2+	R1	R2+	I1+	MIXED
Column n-Size	642	308	332	384	156	102	81	83	90	161	129	98	299	343	227	236	98	43	23	106	136
E REDUCING CARBON POLLUTION	52	43	59	62	43	26	60	53	40	50	55	53	49	54	54	63	57	30	0	38	52
H REDUCING TRAFFIC CONGESTION	51	46	56	58	47	31	66	44	44	41	52	67	49	53	59	63	50	39	11	45	47
G CLEAN, SAFE TRAINS	51	45	56	58	47	31	60	45	45	45	58	54	48	53	56	60	52	28	43	43	50
B RELIABLE PUBLIC TRANS	50	45	55	59	44	27	60	59	38	49	51	47	51	49	49	61	50	34	13	43	49
O RELIEVING TRAFFIC CONGESTION	48	44	52	56	41	31	39	58	31	52	54	48	45	51	51	55	54	17	20	42	53
J INCLUSIVE/ACCESSIBLE	45	39	51	55	35	23	38	47	40	42	49	54	41	49	51	59	42	15	9	38	46
C REPAIRING/MAINTAINING TRAINS	45	38	51	50	43	26	46	31	44	48	44	51	39	50	48	55	38	30	23	46	40
A PREVENT CUTTING ALL SERVICE	44	39	50	54	33	27	49	55	43	37	45	44	48	42	45	58	48	27	22	30	41
N CLEAN, SAFE TRAIN STATIONS	44	40	48	52	32	32	38	40	37	50	50	41	41	47	46	56	36	30	20	30	49
K FREE FARES FOR YOUTH	39	34	44	46	34	21	41	44	47	36	44	23	44	35	35	46	39	16	9	34	43
M HIGH QUALITY ACCESS	38	34	41	46	25	26	36	43	38	37	42	30	38	37	37	44	42	20	15	27	42
L INVESTING IN SHUTTLE ACCESS	36	31	41	42	31	22	28	31	38	37	47	31	34	38	40	44	32	8	15	32	43
I INCREASING SERVICE LEVELS	36	28	43	45	27	17	40	47	41	26	36	37	39	33	36	44	45	15	21	35	27
D SERVICE/HEALDSBURG & C'DALE	33	28	38	33	42	23	54	29	34	26	39	26	36	32	33	29	33	28	0	42	40
F WALKING/BIKING PATHWAYS	33	28	36	39	27	18	42	31	26	33	33	31	33	33	32	41	45	17	21	22	24
Q SERVICE/LARKSPUR & C'DALE	31	33	30	38	22	21	21	30	32	30	38	33	29	33	36	39	35	12	15	19	35
P MAINTAINING CURRENT LEVELS	29	28	30	34	23	22	30	30	22	26	31	36	30	29	33	33	35	15	9	24	32

Table 5: Q7 POTENTIAL OUTCOMES RANK MATRIX TABLE (EXTREMELY IMPORTANT)

	GENDER BY AGE					PARTY BY GENDER						PARTY BY AGE						GENDER BY EDUCATION			
	Total	MEN 18-54	MEN 55+	WOMEN 18-54	WOMEN 55+	DEM MEN	DEM WOMEN	IND MEN	IND WOMEN	REP MEN	REP WOMEN	DEM 18-54	DEM 55+	IND 18-54	IND 55+	REP 18-54	REP 55+	NCOLL MEN	NCOLL WOMEN	COLL+ MEN	COLL+ WOMEN
	Column n-Size	642	143	165	154	178	160	223	86	71	62	39	170	214	90	67	40	62	105	107	190
E REDUCING CARBON POLLUTION	52	38	47	57	62	53	68	34	54	31	16	56	67	49	34	13	32	40	67	44	55
H REDUCING TRAFFIC CONGESTION	51	46	45	51	61	55	60	41	54	28	37	55	61	46	49	30	31	46	59	45	55
G CLEAN, SAFE TRAINS	51	43	47	52	60	54	60	42	53	26	39	54	61	52	40	11	41	51	66	40	51
B RELIABLE PUBLIC TRANS	50	47	43	55	55	53	63	42	46	29	24	59	59	50	36	20	31	49	55	42	55
O RELIEVING TRAFFIC CONGESTION	48	44	43	46	57	48	61	41	40	35	26	54	57	39	42	20	39	52	46	42	56
J INCLUSIVE/ACCESSIBLE	45	44	34	38	62	49	59	27	45	28	18	52	58	36	33	6	37	51	47	35	54
C REPAIRING/MAINTAINING TRAINS	45	35	40	41	60	37	60	47	39	29	22	42	57	45	40	7	36	49	49	32	51
A PREVENT CUTTING ALL SERVICE	44	45	34	50	49	45	60	34	31	30	24	58	50	38	26	25	29	44	46	38	53
N CLEAN, SAFE TRAIN STATIONS	44	39	40	44	52	44	58	30	35	42	20	52	52	30	35	23	40	53	49	34	49
K FREE FARES FOR YOUTH	39	46	22	42	46	38	51	36	32	18	26	51	41	41	26	19	22	42	40	30	46
M HIGH QUALITY ACCESS	38	38	30	38	44	42	48	24	28	29	21	46	46	33	17	19	30	46	33	29	48
L INVESTING IN SHUTTLE ACCESS	36	34	28	32	48	33	48	29	34	27	10	38	46	38	23	10	31	40	33	28	44
I INCREASING SERVICE LEVELS	36	33	24	43	43	34	52	26	28	15	21	46	44	35	15	14	19	28	41	28	43
D SERVICE/HEALDSBURG & C'DALE	33	31	25	38	38	31	33	30	56	18	31	29	36	53	26	22	23	32	55	25	30
F WALKING/BIKING PATHWAYS	33	23	33	40	32	34	42	26	27	18	19	38	40	32	19	11	22	23	48	31	30
Q SERVICE/LARKSPUR & C'DALE	31	36	31	23	36	36	39	29	11	30	8	36	40	27	15	6	33	40	29	31	33
P MAINTAINING CURRENT LEVELS	29	32	24	28	32	29	37	27	17	27	15	32	35	35	8	11	31	40	28	23	35

	COUNTY		SONOMA COUNTY SUPERVISOR DISTRICT					MARIN COUNTY SUPERVISOR DISTRICT					CONTACT MODE			
	Total	SON OMA	MARIN	1	2	3	4	5	1	2	3	4	5	PHONE	EMAIL	TEXT
	Column n-Size	642	411	231	90	86	66	82	86	46	51	51	39	44	265	195
E REDUCING CARBON POLLUTION	52	55	46	71	41	65	48	50	42	40	47	51	54	57	36	60
H REDUCING TRAFFIC CONGESTION	51	48	57	73	36	47	33	49	57	48	69	53	59	46	50	59
G CLEAN, SAFE TRAINS	51	51	51	69	39	43	52	51	44	46	54	64	48	50	45	58
B RELIABLE PUBLIC TRANS	50	51	48	47	51	49	45	63	35	47	62	53	43	50	50	51
O RELIEVING TRAFFIC CONGESTION	48	45	54	40	51	42	37	52	50	61	52	47	58	51	49	41
J INCLUSIVE/ACCESSIBLE	45	46	43	34	54	42	35	65	35	46	46	48	41	48	47	39
C REPAIRING/MAINTAINING TRAINS	45	47	41	63	38	48	40	44	29	30	44	60	47	46	38	49
A PREVENT CUTTING ALL SERVICE	44	43	46	45	41	44	39	50	40	42	59	49	40	44	41	50
N CLEAN, SAFE TRAIN STATIONS	44	45	43	28	49	41	51	54	44	32	47	55	38	43	50	38
K FREE FARES FOR YOUTH	39	39	39	34	38	40	33	50	51	35	38	38	34	33	46	41
M HIGH QUALITY ACCESS	38	40	34	44	51	35	22	46	39	39	27	37	27	35	42	37
L INVESTING IN SHUTTLE ACCESS	36	39	32	25	43	34	41	50	44	30	26	29	31	36	35	39
I INCREASING SERVICE LEVELS	36	41	26	49	33	49	41	36	33	18	33	23	23	36	31	41
D SERVICE/HEALDSBURG & C'DALE	33	40	23	49	31	30	46	39	29	7	20	27	34	30	28	43
F WALKING/BIKING PATHWAYS	33	34	31	46	17	43	24	39	24	26	20	41	48	32	30	36
Q SERVICE/LARKSPUR & C'DALE	31	35	24	22	39	31	52	33	16	20	37	34	14	37	26	28
P MAINTAINING CURRENT LEVELS	29	31	26	23	34	40	26	33	26	26	31	39	10	33	25	27

Table 6: Q7 POTENTIAL OUTCOMES RANK MATRIX TABLE (EXTREMELY/VERY IMPORTANT)

	Q2 INITIAL VOTE								Q3 SMART USE						Q4 SMART SERVICE			Q5 SMART FUNDING NEED		
	Total	DEF YES	PR/LN YES	PR/LN NO	DEF NO	TOTAL YES	TOTAL NO	DK/NA	SOFT POS	AT LS MONTH	FEW/ YEAR	RARE LY	EVER	NEVER	EXC	EXC/ GOOD	NT GD POOR	GREAT	GREAT /SOME	LITTL /NO RL
Column n-Size	642	243	177	57	136	420	193	30	206	41	118	160	319	320	129	301	54	186	346	176
G CLEAN, SAFE TRAINS	80	89	81	83	59	85	67	85	81	96	96	86	91	69	99	94	60	88	89	67
N CLEAN, SAFE TRAIN STATIONS	79	93	85	61	58	90	59	72	83	87	89	94	91	68	98	91	44	89	89	57
H REDUCING TRAFFIC CONGESTION	77	88	87	70	47	87	54	72	85	86	90	86	88	66	96	85	56	88	88	57
B RELIABLE PUBLIC TRANS	74	94	83	55	40	89	44	58	80	85	94	92	92	57	97	91	44	92	92	44
O RELIEVING TRAFFIC CONGESTION	73	90	77	66	43	85	49	79	77	71	90	89	86	61	90	85	52	90	87	44
E REDUCING CARBON POLLUTION	70	91	74	60	33	84	42	59	72	77	87	76	80	61	89	80	48	89	85	44
J INCLUSIVE/ACCESSIBLE	70	90	77	43	38	84	39	70	76	69	91	85	85	55	88	84	49	88	86	37
C REPAIRING/MAINTAINING TRAINS	67	85	76	49	32	81	37	57	73	92	95	76	84	50	96	89	27	81	86	39
A PREVENT CUTTING ALL SERVICE	66	88	73	40	34	82	36	45	69	87	86	84	85	48	94	85	37	86	85	32
M HIGH QUALITY ACCESS	64	82	73	36	33	78	34	66	72	80	83	76	79	49	79	81	40	84	82	32
K FREE FARES FOR YOUTH	62	78	67	36	39	73	38	61	66	92	82	73	79	45	84	80	38	76	76	35
L INVESTING IN SHUTTLE ACCESS	61	78	69	38	33	74	34	60	67	59	74	71	70	52	72	73	49	76	75	34
P MAINTAINING CURRENT LEVELS	60	85	63	45	30	75	34	18	55	74	87	81	82	39	94	83	51	86	78	37
D SERVICE/HEALDSBURG & C'DALE	56	75	61	40	25	69	30	43	58	69	89	62	72	40	90	72	29	82	74	36
I INCREASING SERVICE LEVELS	56	73	57	52	21	66	31	59	57	73	77	72	74	37	81	72	47	83	77	25
F WALKING/BIKING PATHWAYS	53	66	61	40	26	64	31	47	59	81	77	58	67	39	77	69	27	67	67	37
Q SERVICE/LARKSPUR & C'DALE	52	80	53	7	27	69	22	28	49	69	85	61	72	33	86	72	26	77	71	25

	Q9 VOTE AFTER POSITIVES				Q11 FINAL VOTE			CONSISTENT VOTERS			MOVERS			Q12 RESIDENCE		Q13 RACE/ETHNICITY		
	Total	TOTAL YES	TOTAL NO	DK/NA	TOTAL YES	TOTAL NO	DK/NA	CONS YES	CONS NO	SWING	POS AF POS	POS MOVRS	NEG MOVRS	OWN	RENT	WHITE	LATNO	VOC
Column n-Size	642	443	175	25	409	192	41	356	138	148	54	49	49	402	193	479	76	109
G CLEAN, SAFE TRAINS	80	88	61	67	90	63	67	89	57	79	93	96	72	82	79	79	88	87
N CLEAN, SAFE TRAIN STATIONS	79	89	57	60	89	58	76	90	54	79	81	86	77	79	84	83	80	72
H REDUCING TRAFFIC CONGESTION	77	85	58	82	86	57	85	87	45	80	68	76	87	75	84	76	88	83
B RELIABLE PUBLIC TRANS	74	89	42	38	90	46	57	92	37	68	76	77	71	75	79	76	77	74
O RELIEVING TRAFFIC CONGESTION	73	87	40	59	87	44	67	87	37	78	93	93	76	72	79	78	68	61
E REDUCING CARBON POLLUTION	70	80	47	57	82	49	61	85	38	65	54	59	76	70	75	71	73	76
J INCLUSIVE/ACCESSIBLE	70	85	33	48	86	36	55	87	31	65	75	80	62	71	76	75	72	64
C REPAIRING/MAINTAINING TRAINS	67	81	35	42	83	36	63	85	27	62	71	69	56	70	67	65	78	74
A PREVENT CUTTING ALL SERVICE	66	83	30	33	84	33	48	85	24	61	74	74	60	66	72	69	71	64
M HIGH QUALITY ACCESS	64	80	28	39	80	32	49	81	24	61	78	75	63	66	65	68	74	65
K FREE FARES FOR YOUTH	62	76	30	40	77	31	54	76	28	60	80	82	43	63	65	68	63	55
L INVESTING IN SHUTTLE ACCESS	61	76	28	36	75	33	49	76	26	58	70	67	62	62	64	55	60	
P MAINTAINING CURRENT LEVELS	60	75	28	17	76	29	37	78	26	45	48	57	42	63	61	66	59	54
D SERVICE/HEALDSBURG & C'DALE	56	68	30	41	70	31	48	71	20	53	59	60	59	55	60	56	71	60
I INCREASING SERVICE LEVELS	56	68	25	53	74	23	33	75	21	43	62	67	26	56	60	52	69	71
F WALKING/BIKING PATHWAYS	53	64	31	12	66	29	43	68	25	47	55	56	42	54	53	54	50	54
Q SERVICE/LARKSPUR & C'DALE	52	67	18	25	70	21	17	72	18	36	40	55	37	54	53	56	70	55

Table 6: Q7 POTENTIAL OUTCOMES RANK MATRIX TABLE (EXTREMELY/VERY IMPORTANT)

	Q14 EDUCATION							Q15 INCOME			FLAGS (PG18, PG20, PG22)					A/B SPLIT	
	Total	HS OR LESS	SOME/ VOC	COLL GRAD	POST GRAD	NON-COLL	COLL+	0-\$75K	\$75K-\$150K	\$150K+	2+/6	3+/6	4+/6	5+/6	6/6	A	B
Column n-Size	642	31	182	205	197	214	401	125	175	208	540	495	434	362	253	321	321
G CLEAN, SAFE TRAINS	80	88	79	81	78	80	80	76	87	75	81	81	83	86	86	80	0
N CLEAN, SAFE TRAIN STATIONS	79	94	78	77	83	80	80	79	87	76	79	79	77	77	79	0	79
H REDUCING TRAFFIC CONGESTION	77	92	72	77	79	75	78	73	83	72	76	76	74	77	78	77	0
B RELIABLE PUBLIC TRANS	74	82	77	73	74	78	73	75	79	75	74	75	75	77	76	73	75
O RELIEVING TRAFFIC CONGESTION	73	84	79	69	75	79	72	67	75	78	73	73	72	74	0	73	
E REDUCING CARBON POLLUTION	70	88	67	69	73	70	71	76	73	66	72	74	72	75	75	70	0
J INCLUSIVE/ACCESSIBLE	70	75	75	68	72	75	70	72	80	67	71	72	71	72	73	0	70
C REPAIRING/MAINTAINING TRAINS	67	88	65	67	67	68	67	57	78	61	70	72	73	78	76	67	0
A PREVENT CUTTING ALL SERVICE	66	78	66	67	69	68	68	70	74	65	68	69	69	69	71	66	67
M HIGH QUALITY ACCESS	64	89	67	62	66	70	64	60	72	63	64	64	63	64	67	0	64
K FREE FARES FOR YOUTH	62	94	67	60	59	71	60	63	71	59	60	61	60	63	67	0	62
L INVESTING IN SHUTTLE ACCESS	61	84	62	59	59	65	59	57	69	59	63	62	63	64	63	0	61
P MAINTAINING CURRENT LEVELS	60	89	67	56	61	70	59	68	60	61	59	61	61	62	67	0	60
D SERVICE/HEALDSBURG & C'DALE	56	82	58	54	53	62	53	59	65	47	58	59	59	61	60	56	0
I INCREASING SERVICE LEVELS	56	55	54	52	62	54	57	53	69	48	59	59	60	62	61	56	0
F WALKING/BIKING PATHWAYS	53	69	51	53	53	54	53	52	54	51	54	56	57	60	59	53	0
Q SERVICE/LARKSPUR & C'DALE	52	65	53	55	54	55	55	55	56	55	53	54	53	54	61	0	52

  

	GENDER		PARTY REG			AGE						HOUSEHOLD PARTY TYPE									
	Total	MEN	WOMEN	DEM	IND	REP	18-29	30-39	40-49	50-64	65-74	75+	18-54	55+	65+	D1	D2+	R1	R2+	I1+	MIXED
Column n-Size	642	308	332	384	156	102	81	83	90	161	129	98	299	343	227	236	98	43	23	106	136
G CLEAN, SAFE TRAINS	80	77	83	86	77	63	84	79	67	76	88	84	75	84	86	84	85	77	66	79	74
N CLEAN, SAFE TRAIN STATIONS	79	76	83	86	71	65	85	76	78	76	80	82	78	80	81	87	83	50	66	71	81
H REDUCING TRAFFIC CONGESTION	77	71	83	84	73	59	89	74	74	71	76	83	78	76	79	83	84	61	47	72	75
B RELIABLE PUBLIC TRANS	74	70	78	84	68	49	83	78	69	72	75	72	76	73	74	84	81	40	50	66	73
O RELIEVING TRAFFIC CONGESTION	73	69	78	84	63	51	72	77	76	73	75	68	76	71	72	85	79	43	48	62	74
E REDUCING CARBON POLLUTION	70	65	75	82	64	38	79	76	63	63	76	72	68	72	74	81	82	40	20	56	71
J INCLUSIVE/ACCESSIBLE	70	65	74	84	54	38	69	72	69	63	75	73	69	70	74	85	81	22	44	58	62
C REPAIRING/MAINTAINING TRAINS	67	63	71	76	60	47	58	56	66	72	74	70	60	74	73	77	77	49	42	62	59
A PREVENT CUTTING ALL SERVICE	66	60	72	77	55	44	69	73	59	61	70	69	67	66	69	78	77	37	45	52	63
M HIGH QUALITY ACCESS	64	63	65	75	58	34	74	64	62	61	68	59	66	63	64	73	77	27	22	56	66
K FREE FARES FOR YOUTH	62	60	64	72	53	38	74	56	55	59	68	59	61	62	65	73	73	32	34	54	55
L INVESTING IN SHUTTLE ACCESS	61	58	64	71	51	39	58	56	63	66	60	60	60	62	60	71	68	29	28	53	60
P MAINTAINING CURRENT LEVELS	60	60	59	70	48	38	72	57	46	62	58	62	60	60	60	66	83	25	27	41	67
D SERVICE/HEALDSBURG & C'DALE	56	52	60	59	59	43	69	47	51	52	62	59	52	60	60	58	53	48	23	58	62
I INCREASING SERVICE LEVELS	56	49	61	67	46	31	54	65	56	53	62	47	58	54	55	63	67	31	38	50	51
F WALKING/BIKING PATHWAYS	53	47	59	61	47	34	57	40	52	57	55	56	51	55	55	61	68	32	47	44	46
Q SERVICE/LARKSPUR & C'DALE	52	51	54	62	39	36	48	58	50	45	56	59	51	53	57	63	65	24	22	38	49

Table 6: Q7 POTENTIAL OUTCOMES RANK MATRIX TABLE (EXTREMELY/VERY IMPORTANT)

	GENDER BY AGE					PARTY BY GENDER						PARTY BY AGE						GENDER BY EDUCATION			
	Total	MEN 18-54	MEN 55+	WOMEN 18-54	WOMEN 55+	DEM MEN	DEM WOMEN	IND MEN	IND WOMEN	REP MEN	REP WOMEN	DEM 18-54	DEM 55+	IND 18-54	IND 55+	REP 18-54	REP 55+	NCOLL MEN	NCOLL WOMEN	COLL+ MEN	COLL+ WOMEN
	Column n-Size	642	143	165	154	178	160	223	86	71	62	39	170	214	90	67	40	62	105	107	190
G CLEAN, SAFE TRAINS	80	68	83	80	86	83	87	74	81	64	61	81	89	73	83	46	72	79	81	75	84
N CLEAN, SAFE TRAIN STATIONS	79	78	74	80	85	87	86	65	79	62	73	88	84	75	66	46	81	74	88	79	81
H REDUCING TRAFFIC CONGESTION	77	76	67	80	85	79	86	66	80	56	66	84	83	70	77	73	53	67	83	72	83
B RELIABLE PUBLIC TRANS	74	77	65	76	80	80	86	70	66	45	55	86	82	73	61	44	52	74	81	69	78
O RELIEVING TRAFFIC CONGESTION	73	77	61	75	80	81	85	62	64	47	60	87	81	70	54	43	58	79	81	65	78
E REDUCING CARBON POLLUTION	70	62	67	73	78	77	85	54	74	47	22	76	86	68	58	31	42	59	79	68	73
J INCLUSIVE/ACCESSIBLE	70	70	61	69	79	84	85	48	63	41	36	90	80	53	55	19	53	78	74	62	77
C REPAIRING/MAINTAINING TRAINS	67	56	68	62	80	69	80	61	59	49	43	68	82	56	65	27	57	67	69	60	73
A PREVENT CUTTING ALL SERVICE	66	63	58	70	74	70	81	53	58	44	45	77	76	60	49	35	50	61	74	63	73
M HIGH QUALITY ACCESS	64	70	57	63	67	76	74	59	55	36	33	78	72	63	50	22	44	81	60	57	70
K FREE FARES FOR YOUTH	62	67	54	57	69	70	73	58	47	37	41	71	72	60	45	26	47	78	65	54	65
L INVESTING IN SHUTTLE ACCESS	61	61	55	58	68	67	74	54	47	39	34	70	72	58	43	25	50	74	55	49	68
P MAINTAINING CURRENT LEVELS	60	67	54	53	64	69	71	55	39	47	27	71	69	54	40	26	48	80	61	54	63
D SERVICE/HEALDSBURG & C'DALE	56	48	55	55	65	56	61	52	66	43	43	50	66	62	54	34	47	53	69	51	56
I INCREASING SERVICE LEVELS	56	54	46	60	63	59	72	50	40	24	42	69	65	49	41	28	32	54	53	47	66
F WALKING/BIKING PATHWAYS	53	42	51	59	60	52	68	47	47	34	35	56	65	49	44	33	35	43	63	48	57
Q SERVICE/LARKSPUR & C'DALE	52	55	48	49	58	62	61	37	42	43	29	63	60	46	31	16	52	56	54	51	58

	COUNTY		SONOMA COUNTY SUPERVISOR DISTRICT					MARIN COUNTY SUPERVISOR DISTRICT					CONTACT MODE			
	Total	SON OMA	MARIN	1	2	3	4	5	1	2	3	4	5	PHONE	EMAIL	TEXT
	Column n-Size	642	411	231	90	86	66	82	86	46	51	51	39	44	265	195
G CLEAN, SAFE TRAINS	80	82	77	90	84	76	79	79	73	64	82	84	83	82	76	81
N CLEAN, SAFE TRAIN STATIONS	79	80	78	78	79	78	78	86	77	83	76	76	81	79	77	
H REDUCING TRAFFIC CONGESTION	77	78	75	85	74	76	77	79	74	73	72	69	86	76	85	
B RELIABLE PUBLIC TRANS	74	75	73	74	74	66	74	86	72	70	80	72	72	78	70	
O RELIEVING TRAFFIC CONGESTION	73	72	77	71	71	63	69	82	92	73	78	63	76	75	70	
E REDUCING CARBON POLLUTION	70	73	66	90	59	80	63	72	57	69	59	66	80	69	74	
J INCLUSIVE/ACCESSIBLE	70	71	67	66	71	65	70	82	78	52	63	64	79	74	59	
C REPAIRING/MAINTAINING TRAINS	67	69	64	81	70	65	58	70	60	54	71	64	72	69	65	
A PREVENT CUTTING ALL SERVICE	66	66	67	69	59	66	61	76	70	64	65	63	71	69	67	
M HIGH QUALITY ACCESS	64	66	61	67	66	62	62	70	75	61	40	67	68	67	62	
K FREE FARES FOR YOUTH	62	61	63	52	57	63	61	73	72	54	63	62	65	62	56	
L INVESTING IN SHUTTLE ACCESS	61	62	58	58	66	53	59	74	68	40	56	67	65	61	55	
P MAINTAINING CURRENT LEVELS	60	60	59	60	61	67	49	63	65	56	62	55	59	67	57	
D SERVICE/HEALDSBURG & C'DALE	56	63	45	77	47	56	67	68	49	19	51	46	61	50	62	
I INCREASING SERVICE LEVELS	56	61	47	72	55	66	52	59	57	34	48	38	58	61	53	
F WALKING/BIKING PATHWAYS	53	56	49	71	56	51	45	57	32	47	40	58	69	51	49	
Q SERVICE/LARKSPUR & C'DALE	52	56	45	54	53	55	60	60	44	36	45	44	54	60	41	



Table 7: Q8 SUPPORT STATEMENTS RANK MATRIX TABLE (VERY CONVINCING)

	Q2 INITIAL VOTE								Q3 SMART USE						Q4 SMART SERVICE			Q5 SMART FUNDING NEED		
	Total	DEF YES	PR/LN YES	PR/LN NO	DEF NO	TOTAL YES	TOTAL NO	DK/NA	SOFT POS	AT LS MONTH	FEW/ YEAR	RARE LY	EVER	NEVER	EXC	EXC/ GOOD	NT GD POOR	GREAT	GREAT /SOME	LITTL /NO RL
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Column n-Size	642	243	177	57	136	420	193	30	206	41	118	160	319	320	129	301	54	186	346	176
E CLIMATE CHANGE	39	59	27	25	21	46	23	45	30	68	53	41	48	29	60	50	16	52	51	16
A NO INCREASE IN TAXES	38	54	47	21	7	51	12	27	44	41	60	45	50	26	64	54	8	53	51	19
B ACCOUNTABILITY	37	56	32	25	14	46	18	25	31	41	56	44	48	26	52	51	10	52	50	19
I MATCHING FUNDS	36	62	31	25	13	49	16	0	26	37	64	49	53	20	64	57	12	62	53	10
F RIDERSHIP	34	52	29	18	11	43	14	40	31	55	46	42	45	23	56	45	9	49	49	13
C CUTS	34	48	38	19	11	44	13	32	37	44	45	44	44	23	48	44	21	53	43	21
D VULNERABLE	34	51	30	22	11	42	15	29	30	34	43	44	43	24	50	42	20	58	49	13
H TRAFFIC	30	48	33	6	9	41	8	16	30	33	37	41	38	21	46	45	3	46	42	12
G OUTSIDERS	22	35	25	3	5	31	4	13	23	22	39	28	31	12	47	37	0	29	29	12

	Q9 VOTE AFTER POSITIVES				Q11 FINAL VOTE			CONSISTENT VOTERS			MOVERS			Q12 RESIDENCE		Q13 RACE/ETHNICITY		
	Total	TOTAL YES	TOTAL NO	DK/NA	TOTAL YES	TOTAL NO	DK/NA	CONS YES	CONS NO	SWING	POS AF POS	POS MOVRS	NEG MOVRS	OWN	RENT	WHITE	LATNO	VOC
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Column n-Size	642	443	175	25	409	192	41	356	138	148	54	49	49	402	193	479	76	109
E CLIMATE CHANGE	39	50	15	11	52	16	21	53	15	29	54	48	15	39	40	39	33	42
A NO INCREASE IN TAXES	38	50	12	4	51	14	22	54	6	30	35	31	36	37	43	41	42	36
B ACCOUNTABILITY	37	47	14	14	49	13	25	51	12	25	35	37	16	34	47	40	37	33
I MATCHING FUNDS	36	49	8	12	50	8	28	52	8	22	32	29	7	37	39	41	37	30
F RIDERSHIP	34	44	11	15	46	12	25	47	8	27	39	39	21	32	39	34	47	43
C CUTS	34	43	15	3	44	18	10	46	9	29	36	33	39	29	44	36	39	35
D VULNERABLE	34	43	12	8	46	15	3	49	12	19	27	27	18	35	35	36	33	35
H TRAFFIC	30	42	3	0	42	7	16	43	2	24	36	31	26	23	45	30	48	38
G OUTSIDERS	22	30	3	8	31	3	15	33	4	10	12	12	0	18	31	22	33	28

Table 7: Q8 SUPPORT STATEMENTS RANK MATRIX TABLE (VERY CONVINCING)

	Q14 EDUCATION							Q15 INCOME			FLAGS (PG18, PG20, PG22)					A/B SPLIT	
	Total	HS OR LESS	SOME/ VOC	COLL GRAD	POST GRAD	NON-COLL	COLL+	0-\$75K	\$75K-\$150K	\$150K+	2+/6	3+/6	4+/6	5+/6	6/6	A	B
Column n-Size	642	31	182	205	197	214	401	125	175	208	540	495	434	362	253	321	321
E CLIMATE CHANGE	39	35	44	34	38	43	36	41	39	37	40	42	41	46	43	39	0
A NO INCREASE IN TAXES	38	55	39	39	38	41	38	43	46	35	38	39	39	41	40	41	35
B ACCOUNTABILITY	37	54	38	34	36	40	35	41	42	35	37	37	37	37	39	35	38
I MATCHING FUNDS	36	62	32	33	44	37	38	37	40	37	35	37	38	39	44	0	36
F RIDERSHIP	34	48	34	28	33	36	31	35	30	37	32	33	32	33	33	34	0
C CUTS	34	63	34	30	35	39	32	45	33	32	33	34	34	35	32	32	36
D VULNERABLE	34	23	38	34	31	36	33	44	38	31	33	33	35	38	34	34	0
H TRAFFIC	30	49	34	30	25	37	28	40	28	32	29	30	29	29	30	0	30
G OUTSIDERS	22	60	23	21	19	28	20	27	19	25	19	20	19	19	22	0	22

  

	GENDER		PARTY REG			AGE						HOUSEHOLD PARTY TYPE									
	Total	MEN	WOMEN	DEM	IND	REP	18-29	30-39	40-49	50-64	65-74	75+	18-54	55+	65+	D1	D2+	R1	R2+	I1+	MIXED
Column n-Size	642	308	332	384	156	102	81	83	90	161	129	98	299	343	227	236	98	43	23	106	136
E CLIMATE CHANGE	39	34	44	47	31	20	40	45	38	34	34	48	39	39	40	54	43	20	21	27	29
A NO INCREASE IN TAXES	38	34	42	44	32	28	39	41	32	37	39	42	37	39	40	41	47	25	24	29	41
B ACCOUNTABILITY	37	31	42	43	32	21	38	46	36	30	36	41	40	34	38	44	40	22	18	32	33
I MATCHING FUNDS	36	34	39	47	26	10	40	35	30	33	40	40	36	37	40	48	48	7	6	24	31
F RIDERSHIP	34	34	35	39	25	29	51	32	28	31	29	39	36	32	34	44	32	35	18	30	26
C CUTS	34	31	36	39	32	19	46	47	31	26	30	34	41	28	32	40	33	20	19	30	34
D VULNERABLE	34	28	40	40	25	24	35	30	35	32	39	32	33	34	36	44	32	30	28	27	26
H TRAFFIC	30	27	33	38	19	16	46	32	25	26	26	29	34	26	27	36	34	25	0	19	33
G OUTSIDERS	22	19	24	25	17	14	35	16	17	23	19	20	25	19	20	28	11	4	25	17	27

  

	GENDER BY AGE				PARTY BY GENDER				PARTY BY AGE				GENDER BY EDUCATION								
	Total	MEN 18-54	MEN 55+	WOMEN 18-54	WOMEN 55+	DEM MEN	DEM WOMEN	IND MEN	IND WOMEN	REP MEN	REP WOMEN	DEM 18-54	DEM 55+	IND 18-54	IND 55+	REP 18-54	REP 55+	NCOLL MEN	NCOLL WOMEN	COLL+ MEN	COLL+ WOMEN
Column n-Size	642	143	165	154	178	160	223	86	71	62	39	170	214	90	67	40	62	105	107	190	212
E CLIMATE CHANGE	39	32	36	45	43	40	53	30	32	25	11	48	46	35	25	0	30	37	50	32	40
A NO INCREASE IN TAXES	38	33	35	41	43	37	48	34	28	27	30	39	47	39	22	25	30	36	46	34	42
B ACCOUNTABILITY	37	37	26	43	42	35	48	35	29	16	31	46	40	38	23	15	25	34	47	29	40
I MATCHING FUNDS	36	37	30	34	42	41	51	32	17	15	3	45	49	35	15	0	18	36	38	35	42
F RIDERSHIP	34	36	32	36	33	43	37	26	23	22	40	43	37	30	17	20	33	34	38	31	31
C CUTS	34	41	23	41	32	38	39	30	35	18	21	43	36	45	15	27	14	32	45	32	33
D VULNERABLE	34	24	31	41	38	32	46	24	25	21	30	39	41	29	18	16	28	30	42	26	39
H TRAFFIC	30	35	18	33	32	35	40	17	21	17	15	45	32	26	10	9	21	39	35	21	34
G OUTSIDERS	22	27	12	23	25	19	30	19	15	20	6	27	24	27	5	11	16	27	30	16	23

Table 7: Q8 SUPPORT STATEMENTS RANK MATRIX TABLE (VERY CONVINCING)

	COUNTY		SONOMA COUNTY SUPERVISOR DISTRICT					MARIN COUNTY SUPERVISOR DISTRICT					CONTACT MODE			
	Total	SON OMA	MARIN	1	2	3	4	5	1	2	3	4	5	PHONE	EMAIL	TEXT
Column n-Size	642	411	231	90	86	66	82	86	46	51	51	39	44	265	195	182
E CLIMATE CHANGE	39	40	36	42	49	28	36	44	27	30	35	40	52	45	30	40
A NO INCREASE IN TAXES	38	40	34	38	36	50	37	43	44	22	27	39	41	43	29	40
B ACCOUNTABILITY	37	36	39	26	40	42	35	37	45	29	50	41	29	41	30	38
I MATCHING FUNDS	36	36	36	28	40	36	32	45	30	35	46	42	27	36	33	40
F RIDERSHIP	34	34	35	36	27	31	30	46	39	35	40	32	26	39	29	33
C CUTS	34	33	35	34	27	35	30	40	39	39	37	23	36	38	30	32
D VULNERABLE	34	34	33	35	25	34	29	47	16	27	49	41	34	41	27	31
H TRAFFIC	30	29	31	20	28	35	29	35	39	25	41	18	29	36	22	27
G OUTSIDERS	22	25	16	18	29	35	22	23	20	9	23	10	18	23	12	30

Table 8: Q8 SUPPORT STATEMENTS RANK MATRIX TABLE (VERY/SOMEWHAT CONVINCING)

	Q2 INITIAL VOTE								Q3 SMART USE						Q4 SMART SERVICE			Q5 SMART FUNDING NEED		
	Total	DEF YES	PR/LN YES	PR/LN NO	DEF NO	TOTAL YES	TOTAL NO	DK/NA	SOFT POS	AT LS MONTH	FEW/ YEAR	RARE LY	EVER	NEVER	EXC	EXC/ GOOD	NT GD POOR	GREAT	GREAT /SOME	LITTL /NO RL
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Column n-Size	642	243	177	57	136	420	193	30	206	41	118	160	319	320	129	301	54	186	346	176
F RIDERSHIP	72	91	77	56	33	85	40	74	77	95	89	83	87	56	92	90	28	92	90	46
E CLIMATE CHANGE	69	88	73	62	28	81	39	69	72	85	92	75	82	54	88	84	41	86	85	45
I MATCHING FUNDS	68	89	74	55	40	83	44	36	68	75	82	82	81	56	91	87	27	86	85	38
A NO INCREASE IN TAXES	67	87	79	48	24	84	31	58	76	78	86	78	81	53	88	85	24	83	83	38
D VULNERABLE	66	82	71	63	30	77	41	65	70	79	79	80	80	52	83	78	27	81	80	43
B ACCOUNTABILITY	64	87	65	49	29	78	35	49	62	74	82	77	79	48	86	85	17	79	79	37
C CUTS	58	78	64	39	28	72	31	38	61	65	74	70	71	46	70	71	34	75	71	39
H TRAFFIC	58	87	61	15	28	76	24	46	58	68	70	77	73	44	84	79	28	82	81	24
G OUTSIDERS	49	73	56	19	20	66	20	24	51	67	70	62	66	33	78	71	15	66	65	24

	Q9 VOTE AFTER POSITIVES				Q11 FINAL VOTE			CONSISTENT VOTERS			MOVERS			Q12 RESIDENCE		Q13 RACE/ETHNICITY		
	Total	TOTAL YES	TOTAL NO	DK/NA	TOTAL YES	TOTAL NO	DK/NA	CONS YES	CONS NO	SWING	POS AF POS	POS MOVRS	NEG MOVRS	OWN	RENT	WHITE	LATNO	VOC
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Column n-Size	642	443	175	25	409	192	41	356	138	148	54	49	49	402	193	479	76	109
F RIDERSHIP	72	86	37	54	89	38	70	90	28	68	82	82	60	72	73	73	76	78
E CLIMATE CHANGE	69	80	40	62	81	44	67	84	31	65	66	62	68	65	75	69	77	75
I MATCHING FUNDS	68	81	43	34	82	41	50	85	37	57	57	64	60	69	72	74	71	63
A NO INCREASE IN TAXES	67	84	28	35	83	34	53	87	22	59	67	57	65	66	71	72	63	60
D VULNERABLE	66	76	44	47	78	44	53	82	36	56	55	52	59	68	69	70	61	60
B ACCOUNTABILITY	64	79	27	44	84	25	47	86	24	48	66	68	26	65	66	69	60	56
C CUTS	58	73	26	34	73	30	44	76	21	52	62	58	50	59	59	62	65	58
H TRAFFIC	58	77	15	24	77	19	45	80	14	48	67	56	44	57	65	62	66	60
G OUTSIDERS	49	65	15	12	67	14	36	70	13	32	46	41	16	48	56	55	56	46

Table 8: Q8 SUPPORT STATEMENTS RANK MATRIX TABLE (VERY/SOMEWHAT CONVINCING)

	Q14 EDUCATION							Q15 INCOME			FLAGS (PG18, PG20, PG22)					A/B SPLIT	
	Total	HS OR LESS	SOME/ VOC	COLL GRAD	POST GRAD	NON-COLL	COLL+	0-\$75K	\$75K-\$150K	\$150K+	2+/6	3+/6	4+/6	5+/6	6/6	A	B
Column n-Size	642	31	182	205	197	214	401	125	175	208	540	495	434	362	253	321	321
F RIDERSHIP	72	88	70	72	70	72	71	76	71	72	71	72	72	74	73	72	0
E CLIMATE CHANGE	69	88	74	63	66	76	64	81	69	63	67	69	67	69	68	69	0
I MATCHING FUNDS	68	85	68	67	72	71	69	65	74	72	67	67	67	69	73	0	68
A NO INCREASE IN TAXES	67	74	69	67	67	70	67	68	81	65	67	67	68	70	70	68	65
D VULNERABLE	66	51	73	68	62	69	65	77	66	66	65	66	67	68	66	66	0
B ACCOUNTABILITY	64	70	64	64	65	65	65	64	69	67	64	65	65	66	70	63	65
C CUTS	58	71	60	57	59	62	58	72	59	58	57	58	57	59	58	58	59
H TRAFFIC	58	84	61	57	59	64	58	67	69	56	59	61	61	61	63	0	58
G OUTSIDERS	49	67	56	49	46	58	48	56	55	51	48	49	48	48	53	0	49

  

	GENDER		PARTY REG			AGE						HOUSEHOLD PARTY TYPE									
	Total	MEN	WOMEN	DEM	IND	REP	18-29	30-39	40-49	50-64	65-74	75+	18-54	55+	65+	D1	D2+	R1	R2+	I1+	MIXED
Column n-Size	642	308	332	384	156	102	81	83	90	161	129	98	299	343	227	236	98	43	23	106	136
F RIDERSHIP	72	72	71	77	70	54	83	74	64	71	74	66	73	70	71	77	80	61	48	67	67
E CLIMATE CHANGE	69	64	72	78	65	39	87	69	72	59	69	66	71	66	67	79	76	42	48	52	69
I MATCHING FUNDS	68	68	68	78	63	40	80	75	63	62	69	67	70	66	68	78	79	30	47	60	66
A NO INCREASE IN TAXES	67	63	70	74	62	47	71	76	66	61	64	68	70	63	66	71	81	42	49	56	67
D VULNERABLE	66	61	71	71	60	57	70	72	61	60	66	72	65	67	69	74	62	56	52	59	67
B ACCOUNTABILITY	64	59	68	76	49	38	67	70	60	59	64	68	65	62	65	75	79	34	36	50	58
C CUTS	58	57	60	66	52	40	71	70	58	51	55	57	65	53	55	68	64	40	36	50	55
H TRAFFIC	58	55	62	72	42	32	66	64	53	51	61	58	60	57	60	71	73	30	13	40	60
G OUTSIDERS	49	45	54	57	41	33	66	57	49	42	44	50	56	43	46	51	70	17	37	39	54

  

	GENDER BY AGE				PARTY BY GENDER				PARTY BY AGE				GENDER BY EDUCATION								
	Total	MEN 18-54	MEN 55+	WOMEN 18-54	WOMEN 55+	DEM MEN	DEM WOMEN	IND MEN	IND WOMEN	REP MEN	REP WOMEN	DEM 18-54	DEM 55+	IND 18-54	IND 55+	REP 18-54	REP 55+	NCOLL MEN	NCOLL WOMEN	COLL+ MEN	COLL+ WOMEN
Column n-Size	642	143	165	154	178	160	223	86	71	62	39	170	214	90	67	40	62	105	107	190	212
F RIDERSHIP	72	69	75	77	66	79	75	72	68	54	52	79	76	69	72	57	52	71	74	72	70
E CLIMATE CHANGE	69	67	63	75	70	73	81	62	68	46	28	80	76	69	59	35	41	69	82	60	68
I MATCHING FUNDS	68	77	60	64	72	82	75	68	56	33	51	80	76	70	54	33	45	77	65	65	74
A NO INCREASE IN TAXES	67	69	58	72	69	70	76	64	60	41	57	75	73	73	48	45	48	68	72	62	72
D VULNERABLE	66	58	63	70	71	63	77	63	56	53	64	71	72	63	54	41	65	58	80	63	67
B ACCOUNTABILITY	64	62	57	69	68	71	80	51	46	37	41	80	74	56	40	24	47	65	65	57	72
C CUTS	58	65	51	66	55	66	66	51	52	43	37	74	60	62	38	35	44	61	63	56	60
H TRAFFIC	58	62	49	59	64	68	74	46	37	34	30	76	68	50	33	15	45	70	60	50	66
G OUTSIDERS	49	55	35	58	51	50	62	43	40	32	36	64	51	57	22	23	41	57	60	40	55

Table 8: Q8 SUPPORT STATEMENTS RANK MATRIX TABLE (VERY/SOMEWHAT CONVINCING)

	COUNTY		SONOMA COUNTY SUPERVISOR DISTRICT					MARIN COUNTY SUPERVISOR DISTRICT					CONTACT MODE			
	Total	SON OMA	MARIN	1	2	3	4	5	1	2	3	4	5	PHONE	EMAIL	TEXT
Column n-Size	642	411	231	90	86	66	82	86	46	51	51	39	44	265	195	182
F RIDERSHIP	72	72	71	80	70	74	61	74	68	65	70	79	76	71	74	70
E CLIMATE CHANGE	69	70	65	82	67	66	57	79	55	70	50	66	88	69	70	66
I MATCHING FUNDS	68	67	71	70	69	60	65	68	78	71	79	59	62	67	67	72
A NO INCREASE IN TAXES	67	66	67	65	68	70	55	73	72	61	73	58	71	72	62	64
D VULNERABLE	66	65	68	68	66	59	58	73	59	53	80	76	72	68	64	66
B ACCOUNTABILITY	64	63	65	59	70	70	56	62	73	62	65	68	54	68	61	60
C CUTS	58	56	62	54	54	62	52	61	68	67	60	58	58	63	57	53
H TRAFFIC	58	57	60	55	54	53	61	64	73	44	69	47	65	68	50	50
G OUTSIDERS	49	53	43	48	50	74	41	55	60	31	44	32	49	55	44	47

Table 9: Q10 OPPOSE STATEMENTS RANK MATRIX TABLE (VERY CONVINCING)

	Q2 INITIAL VOTE								Q3 SMART USE						Q4 SMART SERVICE			Q5 SMART FUNDING NEED		
	Total	DEF YES	PR/LN YES	PR/LN NO	DEF NO	TOTAL YES	TOTAL NO	DK/NA	SOFT POS	AT LS MONTH	FEW/ YEAR	RARE LY	EVER	NEVER	EXC	EXC/ GOOD	NT GD POOR	GREAT	GREAT /SOME	LITTL /NO RL
Column n-Size	642	243	177	57	136	420	193	30	206	41	118	160	319	320	129	301	54	186	346	176
A TAXES	25	10	18	36	57	13	51	25	19	27	17	18	19	31	14	17	43	14	14	46
C HIGHER PRIORITIES	23	9	22	34	52	14	46	0	19	21	12	21	18	28	13	17	48	6	10	49
E FEDERAL/STATE FUNDS	23	14	18	53	34	16	39	8	16	30	19	15	19	26	18	20	20	19	17	33
D NO RIDERS	17	7	6	38	40	6	40	15	7	21	7	8	9	24	5	9	27	5	9	29
B OPERATION COSTS	17	4	17	15	43	10	34	13	16	4	12	6	8	26	11	9	48	6	7	46
		Q9 VOTE AFTER POSITIVES			Q11 FINAL VOTE			CONSISTENT VOTERS			MOVERS			Q12 RESIDENCE		Q13 RACE/ETHNICITY				
	Total	TOTAL YES	TOTAL NO	DK/NA	TOTAL YES	TOTAL NO	DK/NA	CONS YES	CONS NO	SWING	POS AF POS	POS MOVRS	NEG MOVRS	OWN	RENT	WHITE	LATNO	VOC		
Column n-Size	642	443	175	25	409	192	41	356	138	148	54	49	49	402	193	479	76	109		
A TAXES	25	14	52	33	13	48	33	11	58	29	29	30	22	22	29	22	28	31		
C HIGHER PRIORITIES	23	14	45	19	14	42	20	11	50	27	23	27	27	20	27	24	18	16		
E FEDERAL/STATE FUNDS	23	17	39	10	15	36	37	13	39	31	37	32	26	19	26	21	26	25		
D NO RIDERS	17	8	40	18	7	38	23	5	41	25	25	24	30	17	17	14	16	21		
B OPERATION COSTS	17	7	40	36	8	37	11	6	40	21	7	18	36	17	15	15	25	25		
		Q14 EDUCATION						Q15 INCOME			FLAGS (PG18, PG20, PG22)					A/B SPLIT				
	Total	HS OR LESS	SOME/ VOC	COLL GRAD	POST GRAD	NON- COLL	COLL+	0- \$75K	\$75K- \$150K	\$150K+	2+/6	3+/6	4+/6	5+/6	6/6	A	B			
Column n-Size	642	31	182	205	197	214	401	125	175	208	540	495	434	362	253	321	321			
A TAXES	25	41	23	24	24	25	24	20	22	21	25	24	23	22	22	23	27			
C HIGHER PRIORITIES	23	31	27	17	25	28	21	18	20	25	21	21	20	20	21	23	0			
E FEDERAL/STATE FUNDS	23	36	18	25	20	21	23	22	16	25	21	20	20	21	22	0	23			
D NO RIDERS	17	20	14	15	18	15	16	12	15	16	17	14	14	16	17	0	17			
B OPERATION COSTS	17	40	16	16	15	20	16	17	13	14	15	14	14	15	18	17	0			

Table 9: Q10 OPPOSE STATEMENTS RANK MATRIX TABLE (VERY CONVINCING)

	GENDER		PARTY REG			AGE							HOUSEHOLD PARTY TYPE								
	Total	MEN	WOMEN	DEM	IND	REP	18-29	30-39	40-49	50-64	65-74	75+	18-54	55+	65+	D1	D2+	R1	R2+	I1+	MIXED
Column n-Size	642	308	332	384	156	102	81	83	90	161	129	98	299	343	227	236	98	43	23	106	136
A TAXES	25	28	22	21	33	30	28	23	38	20	25	21	28	23	24	23	13	23	36	36	28
C HIGHER PRIORITIES	23	22	23	19	25	33	38	15	23	20	25	18	23	22	22	18	17	17	46	20	33
E FEDERAL/STATE FUNDS	23	25	20	20	26	25	31	26	23	24	18	17	29	17	17	21	14	19	43	22	30
D NO RIDERS	17	19	15	14	21	22	14	7	21	16	20	21	15	19	21	16	12	17	51	23	9
B OPERATION COSTS	17	16	17	11	23	28	15	15	17	17	21	15	16	18	18	10	11	22	29	17	27

  

	GENDER BY AGE				PARTY BY GENDER				PARTY BY AGE				GENDER BY EDUCATION								
	Total	MEN 18-54	MEN 55+	WOMEN 18-54	WOMEN 55+	DEM MEN	DEM WOMEN	IND MEN	IND WOMEN	REP MEN	REP WOMEN	DEM 18-54	DEM 55+	IND 18-54	IND 55+	REP 18-54	REP 55+	NCOLL MEN	NCOLL WOMEN	COLL+ MEN	COLL+ WOMEN
Column n-Size	642	143	165	154	178	160	223	86	71	62	39	170	214	90	67	40	62	105	107	190	212
A TAXES	25	31	26	24	20	23	19	34	31	33	25	25	17	32	34	28	32	27	23	27	21
C HIGHER PRIORITIES	23	21	24	25	21	21	17	17	33	32	33	26	14	23	27	13	43	32	23	18	23
E FEDERAL/STATE FUNDS	23	32	17	25	16	22	19	27	25	28	17	25	16	33	18	38	16	24	17	24	21
D NO RIDERS	17	16	22	14	17	17	12	17	27	28	15	9	18	19	24	26	19	11	20	21	12
B OPERATION COSTS	17	12	20	19	16	16	8	10	38	27	29	10	13	24	21	21	31	19	21	16	16

  

	COUNTY	SONOMA COUNTY SUPERVISOR DISTRICT					MARIN COUNTY SUPERVISOR DISTRICT					CONTACT MODE				
	Total	SON OMA	MARIN	1	2	3	4	5	1	2	3	4	5	PHONE	EMAIL	TEXT
Column n-Size	642	411	231	90	86	66	82	86	46	51	51	39	44	265	195	182
A TAXES	25	26	23	17	31	29	26	29	21	25	35	14	17	23	28	25
C HIGHER PRIORITIES	23	23	23	15	27	19	17	33	25	23	9	23	20	22	28	
E FEDERAL/STATE FUNDS	23	21	26	17	27	32	18	12	26	18	47	16	19	23	22	
D NO RIDERS	17	14	23	18	11	6	18	13	4	10	29	41	37	15	19	
B OPERATION COSTS	17	16	19	17	21	11	12	16	26	12	21	12	23	15	18	



Table 10: Q10 OPPOSE STATEMENTS RANK MATRIX TABLE (VERY/SOMEWHAT CONVINCING)

	Q2 INITIAL VOTE								Q3 SMART USE					Q4 SMART SERVICE			Q5 SMART FUNDING NEED			
	Total	DEF YES	PR/LN YES	PR/LN NO	DEF NO	TOTAL YES	TOTAL NO	DK/NA	SOFT POS	AT LS MONTH	FEW/ YEAR	RARE LY	EVER	NEVER	EXC	EXC/ GOOD	NT GD POOR	GREAT	GREAT /SOME	LITTL /NO RL
Column n-Size	642	243	177	57	136	420	193	30	206	41	118	160	319	320	129	301	54	186	346	176
C HIGHER PRIORITIES	61	48	64	65	85	55	78	45	61	57	49	63	57	65	51	54	70	46	51	78
E FEDERAL/STATE FUNDS	51	43	49	61	64	45	63	57	50	41	54	50	50	53	54	54	50	50	48	57
A TAXES	49	35	46	59	75	40	70	41	45	54	37	45	43	55	35	43	59	37	41	65
B OPERATION COSTS	41	24	45	54	67	33	63	32	43	20	37	30	32	51	31	34	60	26	27	72
D NO RIDERS	41	20	39	71	68	28	69	32	38	43	29	32	32	48	21	27	48	18	27	61
		Q9 VOTE AFTER POSITIVES			Q11 FINAL VOTE			CONSISTENT VOTERS			MOVERS			Q12 RESIDENCE		Q13 RACE/ETHNICITY				
	Total	TOTAL YES	TOTAL NO	DK/NA	TOTAL YES	TOTAL NO	DK/NA	CONS YES	CONS NO	SWING	POS AF POS	POS MOVRS	NEG MOVRS	OWN	RENT	WHITE	LATNO	VOC		
Column n-Size	642	443	175	25	409	192	41	356	138	148	54	49	49	402	193	479	76	109		
C HIGHER PRIORITIES	61	53	78	90	52	77	75	51	81	67	61	57	65	59	70	60	78	69		
E FEDERAL/STATE FUNDS	51	48	62	44	47	60	60	44	63	58	71	65	45	51	53	51	48	49		
A TAXES	49	41	69	55	40	66	58	39	75	51	54	51	41	48	49	49	45	46		
B OPERATION COSTS	41	31	66	62	29	65	48	27	67	51	38	40	58	45	29	41	50	45		
D NO RIDERS	41	29	71	39	27	69	47	24	73	49	50	48	57	43	34	38	35	42		
		Q14 EDUCATION						Q15 INCOME			FLAGS (PG18, PG20, PG22)					A/B SPLIT				
	Total	HS OR LESS	SOME/ VOC	COLL GRAD	POST GRAD	NON- COLL	COLL+	0- \$75K	\$75K- \$150K	\$150K+	2+/6	3+/6	4+/6	5+/6	6/6	A	B			
Column n-Size	642	31	182	205	197	214	401	125	175	208	540	495	434	362	253	321	321			
C HIGHER PRIORITIES	61	76	65	55	62	66	58	57	60	55	60	59	60	58	62	61	0			
E FEDERAL/STATE FUNDS	51	61	50	49	54	51	51	53	49	50	53	53	52	51	48	0	51			
A TAXES	49	51	47	53	47	48	50	44	48	50	50	50	49	49	48	47	51			
B OPERATION COSTS	41	63	45	38	36	47	37	48	34	38	37	36	37	37	39	41	0			
D NO RIDERS	41	35	38	44	38	37	41	34	40	39	41	38	39	42	41	0	41			

Table 10: Q10 OPPOSE STATEMENTS RANK MATRIX TABLE (VERY/SOMEWHAT CONVINCING)

	GENDER		PARTY REG			AGE						HOUSEHOLD PARTY TYPE									
	Total	MEN	WOMEN	DEM	IND	REP	18-29	30-39	40-49	50-64	65-74	75+	18-54	55+	65+	D1	D2+	R1	R2+	I1+	MIXED
Column n-Size	642	308	332	384	156	102	81	83	90	161	129	98	299	343	227	236	98	43	23	106	136
C HIGHER PRIORITIES	61	55	67	61	60	64	72	59	58	50	70	65	60	62	68	63	61	56	67	53	65
E FEDERAL/STATE FUNDS	51	51	52	48	60	52	53	49	53	46	55	55	52	51	55	47	43	36	62	57	64
A TAXES	49	54	44	44	57	56	53	49	55	43	51	48	49	49	50	42	47	48	58	59	55
B OPERATION COSTS	41	45	38	34	50	55	37	40	43	42	46	38	40	43	42	34	38	41	68	42	51
D NO RIDERS	41	42	39	37	44	48	32	38	48	35	45	47	39	42	46	38	40	39	62	43	40

  

	GENDER BY AGE				PARTY BY GENDER				PARTY BY AGE				GENDER BY EDUCATION								
	Total	MEN 18-54	MEN 55+	WOMEN 18-54	WOMEN 55+	DEM MEN	DEM WOMEN	IND MEN	IND WOMEN	REP MEN	REP WOMEN	DEM 18-54	DEM 55+	IND 18-54	IND 55+	REP 18-54	REP 55+	NCOLL MEN	NCOLL WOMEN	COLL+ MEN	COLL+ WOMEN
Column n-Size	642	143	165	154	178	160	223	86	71	62	39	170	214	90	67	40	62	105	107	190	212
C HIGHER PRIORITIES	61	52	57	66	67	56	64	43	79	68	57	60	61	60	61	60	66	60	72	52	64
E FEDERAL/STATE FUNDS	51	51	51	53	51	45	50	62	57	50	53	51	46	53	67	56	48	48	54	53	50
A TAXES	49	57	51	41	48	51	39	60	53	59	47	42	53	61	45	63	51	44	55	45	45
B OPERATION COSTS	41	46	43	34	42	39	30	45	55	58	51	32	36	53	46	44	61	50	43	39	35
D NO RIDERS	41	40	45	37	40	41	35	42	45	45	50	35	40	35	53	62	38	25	48	48	34

  

	COUNTY	SONOMA COUNTY SUPERVISOR DISTRICT					MARIN COUNTY SUPERVISOR DISTRICT					CONTACT MODE				
	Total	SON OMA	MARIN	1	2	3	4	5	1	2	3	4	5	PHONE	EMAIL	TEXT
Column n-Size	642	411	231	90	86	66	82	86	46	51	51	39	44	265	195	182
C HIGHER PRIORITIES	61	65	55	51	67	52	76	76	48	60	60	55	52	58	59	68
E FEDERAL/STATE FUNDS	51	49	56	45	57	56	51	39	52	52	65	46	65	55	49	49
A TAXES	49	50	48	40	54	60	46	51	41	45	62	40	52	48	51	49
B OPERATION COSTS	41	36	51	28	41	31	34	44	59	62	47	41	44	40	44	44
D NO RIDERS	41	38	45	43	33	36	48	30	33	35	49	57	54	39	44	38