Survey of Likely November 2026 Voters
5-County Bay Area (Alameda, Contra Costa, San Francisco, San Mateo, Santa Clara)
Multi-Modal Phone/Email-to-Web/Text-to-Web
Conducted October 6 - 21, 2025
n = 2,800; Overall Margin of Error ± 2.3 percentage points
EMC Research #25-9771

All numbers in this document represent percentage (%) values, unless otherwise noted.
Please note that due to rounding, percentages may not add up to exactly 100%.

INTRO: Your opinions are important! Thank you for participating in this survey about issues in the Bay Area. Your responses will remain completely confidential. Please try to answer every question even if you're not sure. If you need to, you may skip a question.

County

Alameda County *(500n, MoE±4.4 %)*	25
Contra Costa County *(500n, MoE±4.4 %)*	20
San Francisco County *(800n, MoE±3.5 %)*	15
San Mateo County *(500n, MoE±4.4 %)*	12
Santa Clara County *(500n, MoE±4.4 %)*	28

**Target number of interviews set per county; data weighted to each county's proportional voter population*

Split-Sample (San Francisco County only, *MoE±4.9 % per split)*

Split A: Saw Regional Sales Tax Only	400n
Split B: Saw Local Parcel Tax First, then Regional Sales Tax	400n

1. Are you registered to vote in **[RESPONDENT COUNTY]**?

Yes	100
No → **TERMINATE**	-
(Don't know/Refused) → **TERMINATE**	-

2. Thinking of elections for local offices and measures, do you…

Vote in every election	77
Vote in most elections	19
Vote just occasionally	3
Typically do not vote → **TERMINATE**	-

3. Do you feel that things in the Bay Area are…

Generally moving in the right direction	55
Pretty seriously off on the wrong track	44
(Don't know/Refused)	1

4. What do you think is the most important problem facing the Bay Area today? **(OPEN ENDED QUESTION, SINGLE RESPONSE, RESPONSES CODED INTO CATEGORIES BELOW)**

Affordable Housing	21
Homelessness	17
Cost of living	14
Trump/Government	13
Crime/Drugs	13
Jobs/Economy	4
Taxes	3
Traffic/Congestion	3
Immigration	2
Road Repairs/Infrastructure	2
Public Transportation	1
Education	1
Climate Change/Environment	1
Healthcare Cost/Access	1
Other	4
None/Don't know/No opinion	1

(Q5 ASKED IN SAN FRANCISCO COUNTY, SPLIT B ONLY; n=400)

5. There may be a measure on the ballot in your area next year that reads:

To prevent significant Muni service cuts; sustain safe, reliable Muni service; reduce traffic; preserve disabled access, shall the City and County of San Francisco establish an annual parcel tax for 20 years of $99 for lots under 7500 square feet, $5,500 for lots between 7500 and 87,900 square feet, and $150,000 for lots over 87,900 square feet, providing $125,000,000 annually, with an exemption for seniors, ensuring all funds are dedicated to maintaining Muni service, subject to independent audits?

If the election were held today, would you vote yes to approve or no to reject this measure?

Yes	58
(Lean Yes)	-
No	41
(Lean No)	1
(Undecided/Don’t know/Not sure)	1
Yes	**58**
No	**41**

(RESUME ASKING EVERYONE)

6. There may be a measure on the ballot next year that reads:

To prevent major service cuts to BART and other transit, avoid increased traffic, and reduce pollution by:

- Preserving BART, Caltrain, VTA, SamTrans, AC Transit, Muni, other transit for everyone, including workers, students, seniors, persons with disabilities;
- Supporting transit safety, cleanliness, affordability, reliability;
- Repairing roads/potholes;
- Requiring financial transparency, oversight, accountability;

Shall the measure enacting a 0.5% (Alameda, Contra Costa, San Mateo, Santa Clara counties) and 1% (San Francisco) sales tax for 14 years generating approximately $980,000,000 annually, be adopted?

If the election were held today, would you vote yes to approve or no to reject this measure?

Yes	55
(Lean Yes)	0
No	44
(Lean No)	0
(Undecided)	0
Yes	**56**
No	**44**

Q6. Regional Measure Initial Vote by County:

	Alameda	**Contra Costa**	**San Mateo**	**Santa Clara**	**San Francisco**	***SF: 1 Measure***	***SF: 2 Measure***
Yes	**60**	**55**	**57**	**50**	**59**	***62***	***56***
No	**40**	**45**	**43**	**49**	**41**	***38***	***43***
(Undecided)	0	-	0	0	0	*0*	*0*

Responses in San Francisco shown in aggregate (800 total interviews) as well as by split-sample. Half of San Francisco respondents were asked only about a regional sales tax, and half were asked about a local parcel tax prior to voting on a regional measure, denoted here as "SF: 2 Measure".

(IF Q6 = Yes Approve or No Reject, ASK Q7; n=2,793)

7. Why would you support/oppose this measure? **(OPEN ENDED QUESTION, SINGLE RESPONSE, VERBATIM RESPONSES SUMMARIZED IN SEPARATE REPORT)**

(RESUME ASKING EVERYONE)

8. Now you will see some more questions about public transit in the Bay Area – meaning BART, buses, light rail, Caltrain, and ferries. How important would you say public transit is for the Bay Area?

1 - Not at all important	3
2	2
3	4
4	8
5	14
6	12
7 - Very important	58
(Don't know/Refused)	0
Mean	**6.0**

9. In general, would you say you have a favorable or unfavorable opinion of public transit in the Bay Area?

Strongly favorable	18
Somewhat favorable	43
Somewhat unfavorable	27
Strongly unfavorable	11
(Don't know)	0
Favorable	**61**
Unfavorable	**39**

10INT. Next, you'll read some things the measure would do. Please indicate how important each one is to you.

(RANDOMIZE)

SCALE:	Very important	Somewhat important	Not too important	Not important at all	(DK/ Ref.)	Important	Not Important
10. Protect public transit service, with no major cuts to frequency or routes	50	30	13	7	0	**80**	**20**
11. Protect against drastic cuts to public transit, like closing stations and stops, canceling weekend and evening service, and eliminating entire lines	58	23	12	7	0	**81**	**19**
12. Provide strict oversight of cleanliness and safety on public transit	65	27	6	2	0	**92**	**8**
13. Protect specialized paratransit service for seniors and people with disabilities	54	31	10	5	0	**85**	**15**

SCALE:	Very important	Somewhat important	Not too important	Not important at all	(DK/ Ref.)	Important	Not Important
14. Make sure reliable public transit is available for people who need it to get to school, work and other activities	69	21	7	3	0	**90**	**10**
15. Improve transit affordability by providing free and reduced transfers and expanding access to discounts for low-income riders.	44	28	15	13	-	**72**	**28**
16. Provide strict oversight of how the money is spent, including transparent spending plans and publicly available detailed reporting	73	21	4	2	0	**94**	**6**
17. Protect public transit service from the threat of federal government cuts	57	21	10	11	0	**78**	**22**
18. Require transit agencies to run more efficiently and cut costs	57	30	9	3	0	**87**	**13**
19. Provide a faster and more connected public transit system	59	27	10	5	0	**85**	**15**
20. Modernize transit system technology to improve safety and prevent service outages	52	33	10	4	0	**85**	**15**
21. **(Not asked in San Francisco; n=2,000)** Provide targeted pothole repair and road maintenance	64	29	5	2	0	**93**	**7**
22. Prevent increased traffic congestion	59	29	9	3	0	**88**	**11**
23. Reduce pollution and greenhouse gas emissions	49	26	13	12	0	**75**	**25**
24. Prevent major service cuts to BART	48	30	12	9	0	**78**	**21**
25. **(San Francisco only; n=800)** Protect MUNI, Caltrain, and ferries from service cuts	62	23	9	5	1	**85**	**14**
26. **(Alameda & Contra Costa only; n=1,000)** Protect AC Transit, buses and ferries from service cuts	48	31	13	8	0	**79**	**20**
27. **(San Mateo only; n=500)** Protect Caltrain, SamTrans, and ferries from service cuts	48	30	15	6	1	**78**	**21**
28. **(Santa Clara only; n=500)** Protect Caltrain and VTA from service cuts	44	29	15	11	1	**73**	**26**

(END RANDOMIZE)

29. Now that you have read more, you will see the proposed measure again.

To prevent major service cuts to BART and other transit, avoid increased traffic, and reduce pollution by:

- Preserving BART, Caltrain, VTA, SamTrans, AC Transit, Muni, other transit for everyone, including workers, students, seniors, persons with disabilities;
- Supporting transit safety, cleanliness, affordability, reliability;
- Repairing roads/potholes;
- Requiring financial transparency, oversight, accountability;

shall the measure enacting a 0.5% (Alameda, Contra Costa, San Mateo, Santa Clara counties) and 1% (San Francisco) sales tax for 14 years generating approximately $980,000,000 annually, be adopted?

Given what you have read, would you vote yes to approve or no to reject this measure?

Yes	58
(Lean Yes)	0
No	41
(Lean No)	0
(Undecided)	0
Yes	**59**
No	**41**

Q29. Regional Measure Revote by County:

	Alameda	Contra Costa	San Mateo	Santa Clara	San Francisco	*SF: 1 Measure*	*SF: 2 Measure*
Yes	**63**	**57**	**58**	**54**	**63**	***65***	***61***
No	**37**	**43**	**42**	**46**	**47**	***35***	***38***
(Undecided)	0	-	0	-	0	-	*1*

30. Some people say we simply can't afford to increase taxes when the cost of living here is already so high. We pay some of the highest taxes in the nation, and we still don't have safe or reliable public transit. More money won't do anything to improve transit here; it will just get wasted and misspent like the rest.

Finally, after everything you have read, would you vote yes to approve or no to reject the proposed measure to fund transportation in the Bay Area?

Yes	54
(Lean Yes)	0
No	46
(Lean No)	0
(Undecided)	0
Yes	**54**
No	**46**

Q30. Regional Measure Final Vote by County:

	Alameda	Contra Costa	San Mateo	Santa Clara	San Francisco	*SF: 1 Measure*	*SF: 2 Measure*
Yes	**58**	**51**	**55**	**49**	**58**	***60***	***56***
No	**42**	**49**	**45**	**50**	**42**	***40***	***44***
(Undecided)	-	-	0	0	0	*0*	*0*

31INT. Please indicate how often you do each of the following.

SCALE:	**5 days or more a week**	**3-4 days a week**	**1-2 days a week**	**At least monthly**	**Less than monthly**	**Rarely or never**	**(DK/ Ref.)**
(RANDOMIZE)							
31. Make a commute trip to work, school, or another regular destination	28	20	14	8	6	20	3
32. Use rideshare or a carpool	3	3	7	12	11	62	3
33. Ride BART	3	3	6	15	20	51	3
34. Take a train **(e.g. Caltrain, Capitol Corridor, Amtrak, SMART, ACE)**	1	1	3	7	16	69	3
35. Take a public bus, light rail, or ferry	5	7	6	11	14	55	3
(END RANDOMIZE)							

Demos. These last few questions are for statistical purposes only.

36. For this question, select all that apply to you. Do you consider yourself to be… **(MULTIPLE RESPONSES ACCEPTED)**

Hispanic or Latino	15
White or Caucasian	58
African American or Black	5
Chinese	9
Vietnamese	2
Filipino or Pacific Islander	4
Another Asian identity	8
Something else	2
Prefer not to respond	3

37. In what year were you born? **(CODED INTO RANGES)**

18-29	10
30-39	15
40-49	16
50-64	27
65 or over	31
(Refused)	1

38. What is the highest level of education that you have completed?

Some grade school	0
Some high school	1
Graduated high school	4
Technical or Vocational school	3
Some college or Less than 4-year degree	18
Graduated college or 4-year degree	36
Graduate or Professional Degree	35
(Refused)	2

THANK YOU!

Party Registration (Sample)

Democrat	61
Republican	15
Independent/No party preference	24

Vote History (Sample)

New or Infrequent Voter (0-3/6 elections)	26
Frequent Voter (4-5/6)	38
Perfect Voter (6/6)	36