



affiliation did not appear to play a significant role in support. Support is lowest in Napa, Solano and Contra Costa counties, though majorities of voters in those counties still expressed support for a measure.

- **Support does not appear to be sensitive to the amount or duration tested.** Using split samples, the poll tested support for taxes in the amounts of nine or fourteen dollars, and durations of ten or twenty years. Levels of support generally held within the margin of error at both the nine and fourteen dollar price points, and for either 10-year or 20-year durations.
- **Support for a regional Bay Restoration parcel tax has steadily risen over time.** Surveys testing similar regional measure concepts were conducted in 2010, 2011, 2012 and 2013. Support in the 2010 and 2011 surveys generally fell in the mid-to-upper 50's, while support in this most recent survey was at 67 percent.
- **While opposition to a measure is largely driven by anti-tax sentiment, support is more diffuse and general in nature.** Measure supporters expressed a wide variety of reasons for voting “yes,” including its environmental benefits, a desire to preserve the Bay for future generations, support for improving water quality, and their perception that the measure's costs were reasonable. Opponents generally did not question the merits of investing in Bay restoration, but were opposed to an increase in local taxes.
- **Support increases modestly with positive messaging and criticisms have only a marginal impact.** Survey respondents were presented first with a series of arguments in favor of the measure, and then arguments against the measure. Collectively, the impact of these pro and con messages was limited, though support did increase in the low 70's after only positives. However, the intensity of support – the proportion stating they would “definitely” vote “yes” – did increase ten points. These findings suggest that there exists a ceiling of support, likely not far above the two-thirds vote threshold.
- **Nearly two-thirds of voters say they would like to see money spent where it can be used most effectively.** Survey respondents were asked to choose which of two positions came closer to their own opinion: whether money raised in their county should be spent in the county, or whether it should be spent where it could most effectively help the Bay. Nearly two-thirds express a preference for spending it where it can be used most effectively (65%) – up from 58 percent in 2010.
- **The top tier of messages focus on future generations, fish contamination, and the diverse ways that people experience the Bay.** Over 80 percent found arguments in favor of the measure focusing on leaving a legacy for future generations, on the many ways residents connect with and appreciate the Bay, and on preventing contamination of fish to be “convincing” reasons to vote “yes.” Furthermore, these themes also generated the most intensely positive reactions, with more than two in five finding them to be “very” convincing reasons to vote for the measure.

