



GODBE RESEARCH
Gain Insight

CITY OF CUPERTINO

2026 UUT Measure Renewal Survey

Topline Report

Up to n=434

25 minutes

Likely November 2026 Voters

Languages: Chinese, English & Hindi

Data Collection: June 3 to 17, 2026

June 21, 2026

www.godberesearch.com

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METHODOLOGY

Sample Universe:

- 24,643 Likely November 2026 Voters

Sample Size:

n=434

Data Collection Methodology:

n=17 Landline

n=125 Cell

n=272 Online from text invitation

n=20 Online from email invitation

Margin of Error:

- Likely November 2026 Voters ± 4.66%

Interview Dates: June 3 to 17, 2026

Survey Length: 25 minutes

CUPERTINO CLIMATE

		Likely Nov 2026 Voter		
		Column N %	Count	Σ or Mean
1. Do you have a favorable or unfavorable opinion of the job the City of Cupertino is doing to provide City services?	Very favorable	20.0%	87	
	Somewhat favorable	48.4%	210	
	Somewhat unfavorable	13.5%	58	
	Very unfavorable	5.0%	22	
	DK/NA	13.0%	57	
	Total Favorable	68.4%		
	Total Unfavorable	18.5%		
	Ratio Fav to Unfav	3.7		
2. Do you have a favorable or unfavorable opinion of the job the City of Cupertino is doing to effectively manage and spend taxpayer dollars and public funds?	Very favorable	9.8%	42	
	Somewhat favorable	40.3%	175	
	Somewhat unfavorable	17.6%	76	
	Very unfavorable	10.5%	46	
	DK/NA	21.8%	95	
	Total Favorable	50.1%		
	Total Unfavorable	28.1%		
	Ratio Fav to Unfav	1.8		

INITIAL BALLOT TESTS

		Likely Nov 2026 Voter		
		Column N %	Count	Σ or Mean
3. Shall an ordinance amending the City of Cupertino General Plan be adopted to mandate that any attempt to rezone parks, parklands or open space to residential, commercial or industrial, or any proposal for residential, commercial or industrial development in parks, parkland or open space, must be placed before Cupertino voters and secure two-thirds support in the City’s next general election?	Definitely Yes	43.6%	189	
	Probably Yes	25.9%	113	
	Probably No	10.0%	43	
	Definitely No	12.8%	55	
	DK/NA	7.8%	34	
	Total Yes	69.5%		
	Total No	22.7%		
4. Shall the measure to maintain essential city services such as: •public safety, •streets, •parks and open spaces, •community programs, and •other general city services, by replacing Cupertino’s expiring 2.4% tax with a 3.4% tax on electricity, gas, and telecommunications, and adding video services, until ended by voters, providing \$6,900,000 annually, maintaining senior citizens' exemptions, requiring annual audits and public spending disclosure, be adopted?	Definitely Yes	17.8%	77	
	Probably Yes	26.6%	115	
	Probably No	16.2%	70	
	Definitely No	29.0%	126	
	DK/NA	10.5%	46	
	Total Yes	44.4%		
	Total No	45.1%		

FEATURES OF THE THE MEASURE

		Likely Nov 2026 Voter		
		Column N %	Count	Σ or Mean
5a. Maintain and repair local streets	Much More Likely	34.6%	150	66.7%
	Somewhat More Likely	32.1%	139	
	No Effect	20.9%	91	
	Somewhat Less Likely	6.0%	26	
	Much Less Likely	5.7%	25	
	DK/NA	0.7%	3	
5b. Maintain rapid 911 emergency response times	Much More Likely	38.0%	165	70.6%
	Somewhat More Likely	32.6%	141	
	No Effect	20.5%	89	
	Somewhat Less Likely	1.9%	8	
	Much Less Likely	7.0%	30	
	DK/NA	0.0%	0	
5c. Maintain neighborhood police patrols	Much More Likely	30.5%	133	60.0%
	Somewhat More Likely	29.5%	128	
	No Effect	21.9%	95	
	Somewhat Less Likely	5.4%	23	
	Much Less Likely	11.4%	49	
	DK/NA	1.3%	6	
5d. Maintain emergency and disaster preparedness programs	Much More Likely	27.6%	120	62.8%
	Somewhat More Likely	35.2%	153	
	No Effect	24.2%	105	
	Somewhat Less Likely	4.1%	18	
	Much Less Likely	7.5%	32	
	DK/NA	1.5%	6	
5e. Protect community-based policing	Much More Likely	23.2%	101	53.1%
	Somewhat More Likely	29.9%	130	
	No Effect	27.3%	119	
	Somewhat Less Likely	7.0%	31	
	Much Less Likely	9.9%	43	
	DK/NA	2.7%	12	
5f. Reduce property crime	Much More Likely	36.8%	160	64.1%
	Somewhat More Likely	27.3%	118	
	No Effect	21.7%	94	
	Somewhat Less Likely	4.7%	20	
	Much Less Likely	7.6%	33	
	DK/NA	2.0%	9	
5g. Maintain senior and youth programs	Much More Likely	27.5%	119	61.0%
	Somewhat More Likely	33.4%	145	
	No Effect	24.6%	107	
	Somewhat Less Likely	5.7%	25	
	Much Less Likely	7.1%	31	
	DK/NA	1.6%	7	
5h. Maintain parks and open space	Much More Likely	32.2%	140	72.9%
	Somewhat More Likely	40.7%	177	
	No Effect	18.6%	81	
	Somewhat Less Likely	3.4%	15	
	Much Less Likely	5.1%	22	
	DK/NA	0.1%	0	
5i. Maintain safe pedestrian sidewalks and crosswalks	Much More Likely	30.2%	131	63.4%
	Somewhat More Likely	33.3%	144	
	No Effect	23.5%	102	
	Somewhat Less Likely	4.0%	18	
	Much Less Likely	8.0%	35	
	DK/NA	1.1%	5	

		Likely Nov 2026 Voter		
		Column N %	Count	Σ or Mean
5j. Reduce traffic on City streets	Much More Likely	23.8%	103	54.2%
	Somewhat More Likely	30.4%	132	
	No Effect	25.4%	110	
	Somewhat Less Likely	6.9%	30	
	Much Less Likely	9.7%	42	
	DK/NA	3.7%	16	
5k. Maintain City facilities	Much More Likely	16.8%	73	46.6%
	Somewhat More Likely	29.9%	130	
	No Effect	34.2%	148	
	Somewhat Less Likely	8.9%	39	
	Much Less Likely	8.5%	37	
	DK/NA	1.8%	8	
5l. Maintain safe bike paths and safe routes to schools for children	Much More Likely	33.0%	143	64.7%
	Somewhat More Likely	31.7%	138	
	No Effect	21.2%	92	
	Somewhat Less Likely	5.2%	23	
	Much Less Likely	8.9%	39	
	DK/NA	0.0%	0	
5m. Protect air quality	Much More Likely	29.5%	128	54.5%
	Somewhat More Likely	25.0%	108	
	No Effect	26.8%	116	
	Somewhat Less Likely	6.2%	27	
	Much Less Likely	11.1%	48	
	DK/NA	1.5%	7	
5n. Maintain trees and landscaping along city streets	Much More Likely	20.3%	88	56.8%
	Somewhat More Likely	36.5%	158	
	No Effect	27.3%	118	
	Somewhat Less Likely	7.2%	31	
	Much Less Likely	8.5%	37	
	DK/NA	0.2%	1	
5o. Maintain facilities and grounds at Blackberry Farm	Much More Likely	20.6%	90	46.3%
	Somewhat More Likely	25.7%	111	
	No Effect	29.7%	129	
	Somewhat Less Likely	9.0%	39	
	Much Less Likely	11.4%	49	
	DK/NA	3.7%	16	
5p. Reduce wildfire risk by controlling flammable brush and maintaining safe evacuation routes	Much More Likely	35.2%	153	64.9%
	Somewhat More Likely	29.7%	129	
	No Effect	21.7%	94	
	Somewhat Less Likely	4.6%	20	
	Much Less Likely	8.0%	35	
	DK/NA	0.8%	3	

FEATURES OF THE THE MEASURE – RANKED BY INTENSITY

	Likely Nov 2026 Voter		
	Column N %	Count	Σ or Mean
5b. Maintain rapid 911 emergency response times			0.93
5h. Maintain parks and open space			0.92
5a. Maintain and repair local streets			0.85
5f. Reduce property crime			0.83
5p. Reduce wildfire risk by controlling flammable brush and maintaining safe evacuation routes			0.80
5l. Maintain safe bike paths and safe routes to schools for children			0.75
5i. Maintain safe pedestrian sidewalks and crosswalks			0.74
5d. Maintain emergency and disaster preparedness programs			0.72
5g. Maintain senior and youth programs			0.70
5c. Maintain neighborhood police patrols			0.63
5m. Protect air quality			0.57
5j. Reduce traffic on City streets			0.54
5n. Maintain trees and landscaping along city streets			0.53
5e. Protect community-based policing			0.51
5k. Maintain City facilities			0.38
5o. Maintain facilities and grounds at Blackberry Farm			0.37

INFORMATIONAL STATEMENTS

		Likely Nov 2026 Voter		
		Column N %	Count	Σ or Mean
6a. This measure will maintain traffic enforcement to keep drivers, pedestrians, bicyclists and children traveling to school safe	Much more likely to vote yes	31.3%	136	62.5%
	Somewhat more likely to vote yes	31.2%	135	
	No effect	36.0%	156	
	DK/NA	1.5%	6	
6b. This measure will help ensure the Sheriff can investigate and prosecute violent and non-violent criminals	Much more likely to vote yes	32.4%	141	58.3%
	Somewhat more likely to vote yes	26.0%	113	
	No effect	37.8%	164	
	DK/NA	3.9%	17	
6c. This measure requires public disclosure of the spending of every penny from this measure	Much more likely to vote yes	40.7%	176	72.5%
	Somewhat more likely to vote yes	31.8%	138	
	No effect	25.3%	110	
	DK/NA	2.2%	10	
6d. The measure requires independent financial audits, and yearly reports to the community to ensure that all funds are spent as promised	Much more likely to vote yes	40.2%	174	70.1%
	Somewhat more likely to vote yes	29.9%	130	
	No effect	26.8%	117	
	DK/NA	3.1%	13	
6e. If this measure fails, there will be cuts to city services	Much more likely to vote yes	25.7%	111	56.7%
	Somewhat more likely to vote yes	31.1%	135	
	No effect	37.5%	163	
	DK/NA	5.8%	25	
6f. Large businesses will pay their fair share, so homeowners don't shoulder the entire cost of maintaining Cupertino city services	Much more likely to vote yes	50.2%	218	70.7%
	Somewhat more likely to vote yes	20.5%	89	
	No effect	27.2%	118	
	DK/NA	2.2%	9	
6g. The measure will ensure funding to maintain local parks and open space	Much more likely to vote yes	29.4%	127	68.0%
	Somewhat more likely to vote yes	38.7%	168	
	No effect	30.9%	134	
	DK/NA	1.1%	5	
6h. The measure will continue to give Cupertino local control over local funds for local needs. No funds can be taken by the state or federal governments	Much more likely to vote yes	40.4%	175	66.9%
	Somewhat more likely to vote yes	26.5%	115	
	No effect	29.2%	127	
	DK/NA	3.9%	17	
6i. Without the measure Cupertino streets will begin to deteriorate creating potholes, causing damage to vehicles and reconstructing deteriorating streets will become more expensive	Much more likely to vote yes	32.6%	141	65.8%
	Somewhat more likely to vote yes	33.2%	144	
	No effect	32.7%	142	
	DK/NA	1.5%	6	
6j. Cupertino has made the tough choices needed to tighten their belt and balance the budget, including cutting administration and reducing the number of employees.	Much more likely to vote yes	25.4%	110	60.8%
	Somewhat more likely to vote yes	35.4%	154	
	No effect	33.8%	147	
	DK/NA	5.4%	23	
6k. Funding from this measure will help Cupertino keep up with the cost of contracting with the Sheriff's Office for local police services	Much more likely to vote yes	25.2%	109	61.8%
	Somewhat more likely to vote yes	36.6%	159	
	No effect	34.8%	151	
	DK/NA	3.4%	15	
6l. The measure is a fair treatment of taxpayers regardless of which telecommunications technologies they use	Much more likely to vote yes	18.8%	81	41.4%
	Somewhat more likely to vote yes	22.6%	98	
	No effect	47.7%	207	
	DK/NA	10.9%	47	
6m. The measure maintains the current senior citizen exemption	Much more likely to vote yes	29.7%	129	56.2%
	Somewhat more likely to vote yes	26.5%	115	
	No effect	41.9%	182	
	DK/NA	1.9%	8	
6n. In the event of a heart attack, stroke, medical emergency or accident, seconds can be the difference between life and death. This measure will help ensure a first responder is able to respond quickly to 9-1-1 emergencies	Much more likely to vote yes	40.2%	174	70.3%
	Somewhat more likely to vote yes	30.1%	131	
	No effect	29.0%	126	
	DK/NA	0.7%	3	

		Likely Nov 2026 Voter		
		Column N %	Count	Σ or Mean
6o. The cost of providing quality public safety services in the Bay Area is increasing and this measure will maintain local funding for public safety services to keep Cupertino safe	Much more likely to vote yes	28.4%	123	60.8%
	Somewhat more likely to vote yes	32.4%	141	
	No effect	36.3%	158	
	DK/NA	2.9%	12	
6p. You never know when an accident, disaster or medical emergency will occur. This measure will ensure rapid 9-1-1 emergency services are ready when you need them the most	Much more likely to vote yes	36.9%	160	68.3%
	Somewhat more likely to vote yes	31.4%	136	
	No effect	30.8%	134	
	DK/NA	0.8%	4	
6q. This measure will maintain police patrols and keep our neighborhoods safe	Much more likely to vote yes	30.8%	134	60.8%
	Somewhat more likely to vote yes	30.0%	130	
	No effect	36.9%	160	
	DK/NA	2.3%	10	
6r. The Santa Clara County Sheriff's Office is increasing the cost of police services in Cupertino by 33 percent for a total of \$25.5 million dollars and this measure is critical to continue police services at the level Cupertino residents expect	Much more likely to vote yes	26.9%	117	61.8%
	Somewhat more likely to vote yes	34.9%	151	
	No effect	34.8%	151	
	DK/NA	3.4%	15	
6s. If the measure fails, the cost of maintaining police services through the Sheriff's Office will put other vital city services such as street maintenance, park and recreation services or youth and senior programs at risk	Much more likely to vote yes	29.9%	130	64.2%
	Somewhat more likely to vote yes	34.3%	149	
	No effect	32.5%	141	
	DK/NA	3.3%	14	
6t. The County has dramatically increased the price of police services in Cupertino. Without this measure, Cupertino will not be able to maintain the current level of neighborhood police patrols	Much more likely to vote yes	32.2%	140	59.4%
	Somewhat more likely to vote yes	27.2%	118	
	No effect	37.3%	162	
	DK/NA	3.3%	14	
6u. Without the measure the existing tax will expire and the City will be forced to make cuts to critical city services	Much more likely to vote yes	29.4%	128	63.3%
	Somewhat more likely to vote yes	33.9%	147	
	No effect	34.2%	148	
	DK/NA	2.5%	11	

INFORMATIONAL STATEMENTS – RANKED BY INTENSITY

	Likely Nov 2026 Voter		
	Column N %	Count	Σ or Mean
6f. Large businesses will pay their fair share, so homeowners don't shoulder the entire cost of maintaining Cupertino city services			1.24
6c. This measure requires public disclosure of the spending of every penny from this measure			1.16
6d. The measure requires independent financial audits, and yearly reports to the community to ensure that all funds are spent as promised			1.14
6h. The measure will continue to give Cupertino local control over local funds for local needs. No funds can be taken by the state or federal governments			1.12
6n. In the event of a heart attack, stroke, medical emergency or accident, seconds can be the difference between life and death. This measure will help ensure a first responder is able to respond quickly to 9-1-1 emergencies			1.11
6p. You never know when an accident, disaster or medical emergency will occur. This measure will ensure rapid 9-1-1 emergency services are ready when you need them the most			1.06
6i. Without the measure Cupertino streets will begin to deteriorate creating potholes, causing damage to vehicles and reconstructing deteriorating streets will become more expensive			1.00
6g. The measure will ensure funding to maintain local parks and open space			0.98
6s. If the measure fails, the cost of maintaining police services through the Sheriff's Office will put other vital city services such as street maintenance, park and recreation services or youth and senior programs at risk			0.97
6a. This measure will maintain traffic enforcement to keep drivers, pedestrians, bicyclists and children traveling to school safe			0.95
6u. Without the measure the existing tax will expire and the City will be forced to make cuts to critical city services			0.95
6t. The County has dramatically increased the price of police services in Cupertino. Without this measure, Cupertino will not be able to maintain the current level of neighborhood police patrols			0.95
6b. This measure will help ensure the Sheriff can investigate and prosecute violent and non-violent criminals			0.94
6q. This measure will maintain police patrols and keep our neighborhoods safe			0.94
6r. The Santa Clara County Sheriff's Office is increasing the cost of police services in Cupertino by 33 percent for a total of \$25.5 million dollars and this measure is critical to continue police services at the level Cupertino residents expect			0.92
6o. The cost of providing quality public safety services in the Bay Area is increasing and this measure will maintain local funding for public safety services to keep Cupertino safe			0.92

	Likely Nov 2026 Voter		
	Column N %	Count	Σ or Mean
6j. Cupertino has made the tough choices needed to tighten their belt and balance the budget, including cutting administration and reducing the number of employees.			0.91
6k. Funding from this measure will help Cupertino keep up with the cost of contracting with the Sheriff's Office for local police services			0.90
6m. The measure maintains the current senior citizen exemption			0.88
6e. If this measure fails, there will be cuts to city services			0.87
6l. The measure is a fair treatment of taxpayers regardless of which telecommunications technologies they use			0.68

INTERIM BALLOT TEST

		Likely Nov 2026 Voter		
		Column N %	Count	Σ or Mean
7. Shall the measure to maintain essential city services such as: •public safety, •streets, •parks and open spaces, •community programs, and •other general city services, by replacing Cupertino’s expiring 2.4% tax with a 3.4% tax on electricity, gas, and telecommunications, and adding video services, until ended by voters, providing \$6,900,000 annually, maintaining senior citizens’ exemptions, requiring annual audits and public spending disclosure, be adopted?	Definitely Yes	21.0%	91	
	Probably Yes	36.4%	158	
	Probably No	18.2%	79	
	Definitely No	19.9%	86	
	DK/NA	4.5%	20	
	Total Yes	57.4%		
	Total No	38.1%		

CRITICAL STATEMENTS

		Likely Nov 2026 Voter		
		Column N %	Count	Σ or Mean
8a. With residents and businesses struggling with the high gas prices, increasing cost of living, inflation, tariffs, increasing grocery prices, and high mortgages, now is not the time for another tax increase	Much more likely to vote no	34.9%	151	61.5%
	Somewhat more likely to vote no	26.6%	116	
	No effect	35.6%	155	
	DK/NA	2.9%	12	
8b. The measure was passed to fund Blackberry Farm, but it has been paid for. Why are they still continuing this tax?	Much more likely to vote no	35.4%	153	57.9%
	Somewhat more likely to vote no	22.6%	98	
	No effect	35.8%	155	
	DK/NA	6.3%	27	
8c. The measure is a forever tax that will never end	Much more likely to vote no	37.5%	163	58.4%
	Somewhat more likely to vote no	20.9%	91	
	No effect	37.4%	162	
	DK/NA	4.2%	18	
8d. If our tax dollars weren't going to high salaries, benefits and pensions for public employees, we would not need the measure	Much more likely to vote no	24.9%	108	49.6%
	Somewhat more likely to vote no	24.7%	107	
	No effect	42.1%	183	
	DK/NA	8.2%	36	
8e. People in Cupertino are paying higher county sales taxes, and paying for community college, high school and elementary school bond measures and parcel taxes. We can't afford another tax	Much more likely to vote no	35.5%	154	60.4%
	Somewhat more likely to vote no	24.8%	108	
	No effect	36.4%	158	
	DK/NA	3.2%	14	
8f. The City imposed a utility tax in 2009 and we were promised it would sunset. This year there will be a regional transportation tax proposal on the ballot. Now Cupertino wants another tax on top of that.	Much more likely to vote no	35.4%	75	63.5%
	Somewhat more likely to vote no	28.1%	59	
	No effect	32.9%	69	
	DK/NA	3.7%	8	
8g. The measure could increase the average homeowner's utility bills	Much more likely to vote no	36.8%	78	59.9%
	Somewhat more likely to vote no	23.0%	49	
	No effect	35.3%	74	
	DK/NA	4.8%	10	
8h. The City has passed taxes, but they have not fixed the streets, sidewalks, and parks. We can't trust them to spend this money any better than what they already take	Much more likely to vote no	30.2%	67	55.1%
	Somewhat more likely to vote no	25.0%	56	
	No effect	41.3%	92	
	DK/NA	3.6%	8	
8i. The measure increases taxes by 1.0 percent and will continue to increase as utility costs spiral upward	Much more likely to vote no	29.3%	65	58.9%
	Somewhat more likely to vote no	29.7%	66	
	No effect	35.9%	80	
	DK/NA	5.2%	12	

CRITICAL STATEMENTS – RANKED BY INTENSITY

	Likely Nov 2026 Voter		
	Column N %	Count	Σ or Mean
8f. The City imposed a utility tax in 2009 and we were promised it would sunset. This year there will be a regional transportation tax proposal on the ballot. Now Cupertino wants another tax on top of that.			1.03
8g. The measure could increase the average homeowner's utility bills			1.02
8c. The measure is a forever tax that will never end			1.00
8b. The measure was passed to fund Blackberry Farm, but it has been paid for. Why are they still continuing this tax?			1.00
8a. With residents and businesses struggling with the high gas prices, increasing cost of living, inflation, tariffs, increasing grocery prices, and high mortgages, now is not the time for another tax increase			0.99
8e. People in Cupertino are paying higher county sales taxes, and paying for community college, high school and elementary school bond measures and parcel taxes. We can't afford another tax			0.99
8i. The measure increases taxes by 1.0 percent and will continue to increase as utility costs spiral upward			0.93
8h. The City has passed taxes, but they have not fixed the streets, sidewalks, and parks. We can't trust them to spend this money any better than what they already take			0.89
8d. If our tax dollars weren't going to high salaries, benefits and pensions for public employees, we would not need the measure			0.81

FINAL BALLOT TEST & THRESHOLDS

		Likely Nov 2026 Voter		
		Column N %	Count	Σ or Mean
9. Shall the measure to maintain essential city services such as: •public safety, •streets, •parks and open spaces, •community programs, and •other general city services, by replacing Cupertino’s expiring 2.4% tax with a 3.4% tax on electricity, gas, and telecommunications, and adding video services, until ended by voters, providing \$6,900,000 annually, maintaining senior citizens’ exemptions, requiring annual audits and public spending disclosure, be adopted?	Definitely Yes	16.4%	71	
	Probably Yes	30.3%	131	
	Probably No	22.4%	97	
	Definitely No	21.6%	94	
	DK/NA	9.4%	41	
	Total Yes	46.6%		
	Total No	44.0%		
	Average 2nd + 3rd Tests	52.0%		
10. Why is that? [IF Q9 = 3 OR 4, ASK;]	No more taxes / Higher taxes	40.9%	78	
	Cost of living	16.1%	31	
	Trusting City Administration	15.6%	30	
	Budget	14.8%	28	
	Business / Wealth tax	5.1%	10	
	Vanity projects	5.1%	10	
	Transparency	4.1%	8	
	Extend the current tax	2.5%	5	
	Funding the sheriff	2.4%	5	
	Forever tax	2.3%	4	
	Streets not repaired	2.2%	4	
	Can do better - general	1.4%	3	
	Crime	1.1%	2	
	Need transportation	0.9%	2	
	Residents first	0.8%	2	
	Adopt AI technology	0.7%	1	
	Senior citizen exemption	0.6%	1	
	Not enough public safety	0.4%	1	
	Poor design	0.3%	0	
	Not installed correctly	0.3%	0	
	Tree trimming	0.1%	0	
	Eliminate tax avoidance	0.0%	0	
Other Mention	0.0%	0		
None/Nothing	0.0%	0		
DK/NA/Unsure	21.1%	40		

		Likely Nov 2026 Voter		
		Column N %	Count	Σ or Mean
11. Instead of increasing the Cupertino utility tax by one percent, to maintain essential city services such as: public safety, streets, parks and open spaces, community programs, and other general city services, another alternative would be to increase the rate by 0.6 percent until ended by voters.	Definitely Yes	22.4%	97	
	Probably Yes	33.7%	146	
	Probably No	18.7%	81	
	Definitely No	20.0%	87	
	DK/NA	5.2%	23	
	Total Yes	56.1%		
	Total No	38.7%		
12. Another alternative would be to renew the tax at the current rate without any tax increase until ended by voters in order to maintain essential city services such as: public safety, streets, parks and open spaces, community programs, and other general city services.	Definitely Yes	33.8%	147	
	Probably Yes	32.6%	142	
	Probably No	15.3%	66	
	Definitely No	15.4%	67	
	DK/NA	2.9%	13	
	Total Yes	66.4%		
Total No	30.7%			
13. Another alternative would be to renew the tax at the current rate without any tax increase for 16 years in order to maintain essential city services such as: public safety, streets, parks and open spaces, community programs, and other general city services.	Definitely Yes	37.1%	161	
	Probably Yes	24.8%	108	
	Probably No	16.8%	73	
	Definitely No	16.5%	72	
	DK/NA	4.7%	20	
	Total Yes	61.9%		
Total No	33.4%			

ECONOMIC FORECAST

		Likely Nov 2026 Voter		
		Column N %	Count	Σ or Mean
14. Looking ahead to late next year, do you think the economy will be better than today, be about the same as today, or will it be worse than today?	Better	12.8%	55	
	About the same	30.0%	130	
	Worse	48.6%	211	
	DK/NA	8.6%	37	

DEMOGRAPHICS

		Likely Nov 2026 Voter		
		Column N %	Count	Σ or Mean
A. Gender	Male	49.0%	213	
	Female	51.0%	221	
	Unknown	0.0%	0	
B. Age	18-29	11.6%	50	
	30-39	10.3%	45	
	40-49	12.3%	54	
	50-64	32.8%	142	
	65+	32.9%	143	
	Not coded	0.1%	0	
C. Broad Ethnic Groupings	East and South Asian	56.4%	245	
	European	24.8%	108	
	Hispanic and Portuguese	3.6%	16	
	Likely African-American	0.0%	0	
	Other	5.3%	23	
D. Marital Status	Unknown	9.9%	43	
	Inferred Married	18.1%	78	
	Inferred Single	1.2%	5	
	Married	37.4%	162	
	Single	16.2%	70	
E. Presence of Children	Unknown	27.2%	118	
	Yes	36.2%	157	
	No	52.1%	226	
F. Education	Unknown	11.7%	51	
	Did not complete high school likely	0.0%	0	
	Completed high school likely	4.5%	20	
	Attended but did not complete college likely	0.4%	2	
	Completed college likely	36.2%	157	
	Attended vocational/technical school likely	0.0%	0	
G. Veteran	Completed graduate school likely	28.7%	125	
	Unknown	30.2%	131	
H. Homeownership Status	Yes	1.7%	7	
	No	98.3%	427	
I. Estimated Income Range	Homeowner	65.2%	283	
	Probable Home Owner	0.0%	0	
	Renter	20.8%	90	
	Unknown	14.0%	61	
I. Estimated Income Range	\$1,000-\$14,999	0.5%	2	
	\$15,000-\$24,999	0.2%	1	
	\$25,000-\$34,999	0.0%	0	
	\$35,000-\$49,999	0.5%	2	
	\$50,000-\$74,999	0.8%	3	
	\$75,000-\$99,999	2.4%	10	
	\$100,000-\$124,999	0.5%	2	
	\$125,000-\$149,999	13.0%	56	
	\$150,000-\$174,999	6.5%	28	
	\$175,000-\$199,999	14.0%	61	
	\$200,000-\$249,999	25.5%	111	
	\$250,000 and up	35.5%	154	
	Unknown	0.6%	2	

		Likely Nov 2026 Voter		
		Column N %	Count	Σ or Mean
J. Home Estimated Current Value Range	\$1000 - \$24999	0.0%	0	
	\$25000 - \$49999	0.0%	0	
	\$50000 - \$74999	0.0%	0	
	\$75000 - \$99999	0.0%	0	
	\$100000 - \$124999	0.0%	0	
	\$125000 - \$149999	0.0%	0	
	\$150000 - \$174999	0.0%	0	
	\$175000 - \$199999	0.0%	0	
	\$200000 - \$224999	0.0%	0	
	\$225000 - \$249999	0.0%	0	
	\$250000 - \$274999	0.0%	0	
	\$275000 - \$299999	0.0%	0	
	\$300000 - \$349999	0.0%	0	
	\$350000 - \$399999	0.0%	0	
	\$400000 - \$449999	0.0%	0	
	\$450000 - \$499999	0.0%	0	
	\$500000 - \$749999	0.0%	0	
	\$750000 - \$999999	1.5%	6	
	\$1000000 Plus	97.2%	422	
Unknown	1.4%	6		
K Individual Party	American Independent	1.3%	6	
	Democratic	47.3%	205	
	Green	0.4%	2	
	Libertarian	0.4%	2	
	Natural Law	0.0%	0	
	Non-Partisan	34.9%	152	
	Other	0.0%	0	
	Peace and Freedom	0.6%	2	
	Reform	0.0%	0	
	Republican	15.0%	65	
	Unknown	0.0%	0	
No data	0.1%	0		
L. Household Party Type	Dem	29.9%	130	
	Dem&Ind	26.5%	115	
	Dem&Rep	5.5%	24	
	Dem&Rep&Ind	4.0%	17	
	Ind	20.4%	89	
	Rep	7.5%	33	
	Rep&Ind	6.1%	27	
	No data	0.0%	0	
M. Household Gender Composition	Mixed Gender Household	71.5%	310	
	Female Only Household	12.8%	56	
	Male Only Household	9.3%	40	
	Cannot Determine	6.4%	28	
	No data	0.0%	0	
N. Registration Date	2025 to present	26.7%	116	
	2021-2024	44.1%	191	
	2017-2020	14.5%	63	
	2013-2016	2.4%	10	
	2009-2012	1.9%	8	
	2005-2008	2.1%	9	
	2001-2004	2.4%	10	
	1997-2000	2.0%	8	
	1993-1996	1.2%	5	
	1981-1992	1.8%	8	
	1980 or before	1.1%	5	
	Not coded	0.0%	0	

		Likely Nov 2026 Voter		
		Column N %	Count	Σ or Mean
O. Voting Frequency	0	7.4%	32	
	1	9.7%	42	
	2	10.2%	44	
	3	4.8%	21	
	4	11.8%	51	
	5	8.6%	37	
	6	9.1%	40	
	7	9.3%	40	
	8	29.1%	126	
P. Voting History		see detailed crosstabs		
Q. Household Voter Count	1	26.9%	117	
	2	33.6%	146	
	3	24.3%	106	
	4	13.6%	59	
	5	1.4%	6	
	No data	0.0%	0	
R. Fremont Union High School District	District TA 1	40.5%	176	
	District TA 3	55.2%	240	
	District TA 5	3.9%	17	
	Unknown	0.4%	2	
S. Likely November 2026 Voter	Yes	100.0%	434	
	No	0.0%	0	
Language	English	96.8%	420	
	Chinese	3.2%	14	
	Hindi	0.0%	0	