



David Binder Research

A survey of San Francisco voters likely to vote in the November 2015 Election¹ reveals that a majority of San Francisco voters now oppose Proposition F and say that they will vote no, while just over one in three support the measure. This represents dramatic movement against Proposition F since a recent survey conducted in July.

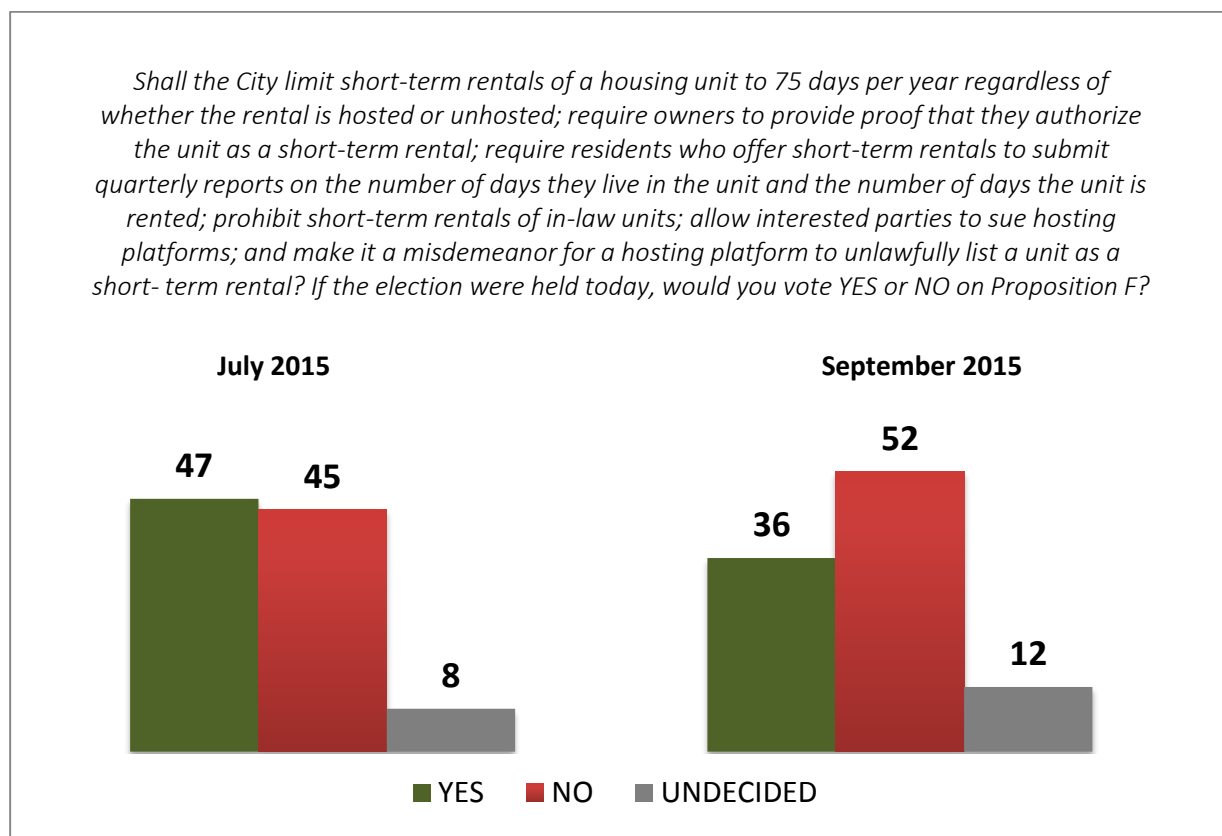
In addition, recent survey results indicate that as voters learn more information about Proposition F, they become even more opposed. After hearing statements from both supporters and opponents of Prop F, voter support declined further, and opposition increased.

¹David Binder Research conducted a telephone survey of 805 voters living in San Francisco who are likely to vote in the November 2015 Election. The survey was conducted by cell phone and landline from September 11th to 19th and was offered in English, Cantonese and Mandarin. The survey has a margin of error of 3.5%.

MAJORITY OF VOTERS OPPOSE PROPOSITION F

Voters were read the ballot question as it will appear on the November 2015 ballot and asked how they would vote. Without any additional information from either side, a majority (52%) said they would vote NO, while just over one in three (36%) said they would vote YES. 12% said they were undecided on how they would vote.

When voters were asked the same question in July of this year², 47% of voters said they would vote YES and 45% said they would vote NO. In just two months, support dropped by double-digits (47% to 36%) and opposition increased from 45% to 52%.



²David Binder Research conducted a telephone survey of 600 voters living in San Francisco who are likely to vote in the November 2015 Election. The survey was conducted by cell phone and landline from July 15th to 19th and has a margin of error of 4.0%.

INFORMATION FURTHER REDUCES SUPPORT FOR PROPOSITION F

After the initial ballot test, voters were provided with information on behalf of both supporters and opponents of Prop F.

After hearing statements from both the YES campaign and the NO campaign, voters became even more opposed to Proposition F. After hearing additional information about Prop F, support for Prop F fell down to 31%, a decrease of 5 points. The same information increased opposition to 54%, for a net advantage for the NO campaign of 23 points.

