

BANNER	CITY GOV: EXC/GD	Q2A	PERCENT
OVERALL		36%	OF SAMPLE
			100%
Educ HS or Less		59%	7%
Men W/No Chldn		50%	17%
Ethn Latino		46%	12%
Dem Men		46%	24%
Inc \$50K-\$90K		45%	18%
Age 75+		43%	8%
HHPT 1 Dem		43%	32%
0-5 Yrs in Pfca		43%	18%
Dem 18-49		42%	20%
No Children		42%	34%
HHPT 2+ Dems		41%	16%
Cell Phone Yes		41%	27%
Democrat		41%	57%
Inc \$0-\$50K		40%	11%
Survey Mode Phone		40%	44%
College+ Men		40%	29%
Men 50+		39%	25%
Dem 50+		39%	37%
Age 18-29		39%	11%
11-20 Yrs in Pfca		39%	19%
NPP/O Men		39%	14%
Non-College Men		39%	16%
Men		39%	46%
No Chln <19		38%	69%
Cell Phone Tot No		38%	17%
Ethn Non-White		38%	27%
Educ College Grad		38%	36%
Educ College+		38%	62%
Dem Women		37%	32%
Educ Post-Grad		37%	26%
Men 18-49		37%	21%
Inc \$125K-\$250K		37%	24%
Ethn White		37%	64%
College+ Women		37%	30%
41+ Yrs in Pfca		36%	17%

BANNER	CITY GOV: EXC/GD	Q2A	PERCENT
OVERALL		36%	OF SAMPLE
			100%
Age 50-64		36%	33%
HHPT 1+ Ind		36%	21%
Age 50+		36%	59%
Perm Abs No		36%	35%
Split B		36%	50%
Perm Abs Yes		36%	65%
Split A		36%	50%
Moms		35%	32%
Age 65+		35%	26%
Women W/No Chldn		35%	16%
Age 18-49		35%	40%
Chldn 19+		35%	34%
Women		35%	50%
Women 18-49		35%	18%
Women 50+		35%	31%
Educ Non-College		35%	34%
NPP/O 50+		35%	12%
Age 40-49		34%	17%
6-10 Yrs in Pfca		34%	16%
Age 30-39		33%	12%
Inc \$250K+		33%	11%
Have Children		33%	62%
Party Reg NPP/O		33%	27%
Survey Mode Online		32%	56%
Non-College Women		32%	18%
Dads		32%	28%
21-40 Yrs in Pfca		32%	29%
NPP/O Women		32%	11%
Age 65-74		32%	18%
Chldn <19		31%	27%
NPP/O 18-49		31%	15%
HHPT 1 Rep		30%	7%
Rep Women		30%	7%
Inc \$90K-\$125K		30%	17%
Educ Some College		29%	28%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	Q2A	PERCENT
CITY GOV:	EXC/GD	OF SAMPLE
OVERALL	36%	100%
Rep 50+	25%	10%
HHPT Mixed	24%	18%
Republican	24%	16%
Rep 18-49	19%	5%
HHPT 2+ Reps	17%	5%
Rep Men	15%	8%

BANNER	CITY GOV: Q2A	PERCENT
OVERALL	FR/PR 54%	OF SAMPLE 100%
Rep Men	83%	8%
HHPT 2+ Reps	80%	5%
Rep 18-49	77%	5%
Republican	72%	16%
Rep 50+	71%	10%
HHPT Mixed	70%	18%
Rep Women	66%	7%
Inc \$250K+	64%	11%
41+ Yrs in Pfca	64%	17%
HHPT 1 Rep	63%	7%
Chldn 19+	63%	34%
Age 65-74	63%	18%
Dads	63%	28%
21-40 Yrs in Pfca	62%	29%
Educ Some College	61%	28%
Have Children	61%	62%
Inc \$90K-\$125K	60%	17%
Women 50+	59%	31%
Age 65+	59%	26%
Cell Phone Tot No	58%	17%
Moms	57%	32%
Age 50+	57%	59%
Chldn <19	57%	27%
Survey Mode Online	56%	56%
Non-College Women	56%	18%
Age 50-64	56%	33%
Educ Non-College	56%	34%
Split B	56%	50%
Non-College Men	55%	16%
Dem 50+	55%	37%
Men 18-49	55%	21%
Ethn White	55%	64%
11-20 Yrs in Pfca	55%	19%
Men	54%	46%
Perm Abs Yes	54%	65%

BANNER	CITY GOV: Q2A	PERCENT
OVERALL	FR/PR 54%	OF SAMPLE 100%
Men 50+	54%	25%
Educ College Grad	54%	36%
Age 30-39	54%	12%
Age 40-49	54%	17%
Perm Abs No	54%	35%
NPP/O Women	54%	11%
College+ Men	53%	29%
Women	53%	50%
Inc \$125K-\$250K	53%	24%
HHPT 2+ Dems	53%	16%
Split A	52%	50%
Educ College+	52%	62%
NPP/O 50+	52%	12%
NPP/O 18-49	52%	15%
No Chln <19	52%	69%
Party Reg NPP/O	52%	27%
Survey Mode Phone	51%	44%
College+ Women	51%	30%
Democrat	50%	57%
Educ Post-Grad	50%	26%
Dem Women	50%	32%
Age 18-49	50%	40%
Ethn Non-White	50%	27%
Age 75+	49%	8%
Dem Men	49%	24%
NPP/O Men	48%	14%
Inc \$0-\$50K	47%	11%
6-10 Yrs in Pfca	47%	16%
Cell Phone Yes	47%	27%
HHPT 1+ Ind	46%	21%
Ethn Latino	46%	12%
Inc \$50K-\$90K	45%	18%
HHPT 1 Dem	45%	32%
Women 18-49	43%	18%
Women W/No Chldn	42%	16%

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PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	Q2A	PERCENT
CITY GOV: FR/PR	FR/PR	OF SAMPLE
OVERALL	54%	100%
Dem 18-49	41%	20%
No Children	41%	34%
Men W/No Chldn	39%	17%
Age 18-29	39%	11%
0-5 Yrs in Pfca	35%	18%
Educ HS or Less	34%	7%

BANNER OVERALL	Q2C	
	PBLC LIB: EXC/GD 68%	PERCENT OF SAMPLE 100%
Moms	79%	32%
Age 65-74	79%	18%
Age 65+	78%	26%
Dem Women	78%	32%
Dem 50+	77%	37%
Age 75+	76%	8%
Women 50+	75%	31%
Cell Phone Tot No	75%	17%
Inc \$50K-\$90K	75%	18%
41+ Yrs in Pfca	74%	17%
Chldn 19+	74%	34%
Women	73%	50%
Non-College Women	73%	18%
Democrat	73%	57%
College+ Women	72%	30%
Educ Post-Grad	72%	26%
Age 50+	72%	59%
Inc \$90K-\$125K	72%	17%
Have Children	72%	62%
HHPT 1 Dem	72%	32%
HHPT Mixed	72%	18%
21-40 Yrs in Pfca	71%	29%
HHPT 2+ Dems	71%	16%
11-20 Yrs in Pfca	71%	19%
Ethn White	71%	64%
Perm Abs Yes	69%	65%
Educ Some College	69%	28%
Split B	69%	50%
Men 50+	69%	25%
Inc \$0-\$50K	69%	11%
Chldn <19	69%	27%
Survey Mode Phone	68%	44%
Women 18-49	68%	18%
Educ College+	68%	62%
No Chln <19	68%	69%

BANNER OVERALL	Q2C	
	PBLC LIB: EXC/GD 68%	PERCENT OF SAMPLE 100%
Educ Non-College	68%	34%
Survey Mode Online	68%	56%
Rep Women	67%	7%
Split A	67%	50%
Age 50-64	67%	33%
Ethn Latino	67%	12%
Dem Men	67%	24%
HHPT 1 Rep	66%	7%
Inc \$125K-\$250K	66%	24%
Age 18-29	66%	11%
Perm Abs No	66%	35%
Dem 18-49	66%	20%
Educ College Grad	65%	36%
Cell Phone Yes	64%	27%
NPP/O 50+	64%	12%
NPP/O Women	64%	11%
Men W/No Chldn	64%	17%
Rep 50+	64%	10%
College+ Men	63%	29%
Age 40-49	63%	17%
Republican	63%	16%
Educ HS or Less	63%	7%
Non-College Men	62%	16%
Men	62%	46%
Dads	62%	28%
6-10 Yrs in Pfca	62%	16%
No Children	62%	34%
Ethn Non-White	62%	27%
Rep Men	62%	8%
Inc \$250K+	62%	11%
Age 18-49	62%	40%
Party Reg NPP/O	61%	27%
HHPT 1+ Ind	61%	21%
Women W/No Chldn	60%	16%
0-5 Yrs in Pfca	60%	18%

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PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	Q2C	PERCENT
OVERALL	PBLC LIB: EXC/GD	OF SAMPLE
	68%	100%
NPP/O 18-49	59%	15%
Rep 18-49	56%	5%
Age 30-39	56%	12%
NPP/O Men	55%	14%
Men 18-49	55%	21%
HHPT 2+ Repts	54%	5%

BANNER	Q2C PBLC LIB: FR/PR	PERCENT OF SAMPLE
OVERALL	18%	100%
Rep 18-49	40%	5%
HHPT 2+ Reps	39%	5%
Educ HS or Less	30%	7%
Men 18-49	28%	21%
Rep Men	28%	8%
Non-College Men	27%	16%
Republican	25%	16%
Ethn Non-White	23%	27%
Inc \$250K+	23%	11%
Age 18-29	23%	11%
Age 40-49	23%	17%
Rep Women	23%	7%
Dads	22%	28%
NPP/O Men	22%	14%
Ethn Latino	22%	12%
Cell Phone Yes	22%	27%
Age 18-49	22%	40%
Educ Non-College	21%	34%
NPP/O Women	21%	11%
NPP/O 50+	20%	12%
Men	20%	46%
Party Reg NPP/O	20%	27%
NPP/O 18-49	20%	15%
Split A	20%	50%
Survey Mode Phone	19%	44%
Age 30-39	19%	12%
Rep 50+	19%	10%
HHPT Mixed	19%	18%
Women W/No Chldn	19%	16%
21-40 Yrs in Pfca	19%	29%
Educ College Grad	19%	36%
Educ Some College	19%	28%
Dem 18-49	19%	20%
6-10 Yrs in Pfca	18%	16%
Chldn <19	18%	27%

BANNER	Q2C PBLC LIB: FR/PR	PERCENT OF SAMPLE
OVERALL	18%	100%
Inc \$125K-\$250K	18%	24%
Perm Abs Yes	18%	65%
Have Children	18%	62%
HHPT 1+ Ind	18%	21%
11-20 Yrs in Pfca	17%	19%
Chldn 19+	17%	34%
HHPT 1 Rep	17%	7%
No Chln <19	17%	69%
Perm Abs No	17%	35%
No Children	17%	34%
HHPT 2+ Dems	17%	16%
Inc \$50K-\$90K	17%	18%
College+ Men	17%	29%
Dem Men	17%	24%
Non-College Women	17%	18%
Women 50+	16%	31%
Educ College+	16%	62%
Survey Mode Online	16%	56%
Women	16%	50%
Age 50-64	16%	33%
College+ Women	16%	30%
Women 18-49	16%	18%
41+ Yrs in Pfca	16%	17%
Men W/No Chldn	16%	17%
Split B	16%	50%
0-5 Yrs in Pfca	15%	18%
Cell Phone Tot No	15%	17%
Age 75+	15%	8%
Age 50+	15%	59%
Ethn White	15%	64%
Moms	14%	32%
Inc \$0-\$50K	14%	11%
Democrat	14%	57%
HHPT 1 Dem	14%	32%
Men 50+	14%	25%

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BANNER	Q2C PBLC LIB: FR/PR	PERCENT OF SAMPLE
OVERALL	18%	100%
Age 65+	14%	26%
Inc \$90K-\$125K	13%	17%
Age 65-74	13%	18%
Dem Women	13%	32%
Educ Post-Grad	13%	26%
Dem 50+	12%	37%

BANNER	Q3 DEF YES	PERCENT OF SAMPLE
OVERALL	41%	100%
Ethn Latino	63%	12%
0-5 Yrs in Pfca	59%	18%
Dem 18-49	59%	20%
HHPT 1 Dem	56%	32%
Women 18-49	54%	18%
Dem Women	54%	32%
Cell Phone Yes	53%	27%
Women W/No Chldn	53%	16%
Democrat	53%	57%
Dem Men	52%	24%
College+ Women	52%	30%
Educ Post-Grad	51%	26%
Age 30-39	50%	12%
Age 18-29	50%	11%
HHPT 2+ Dems	50%	16%
Ethn Non-White	50%	27%
Dem 50+	49%	37%
Age 18-49	48%	40%
No Children	47%	34%
Inc \$250K+	47%	11%
Survey Mode Phone	47%	44%
Inc \$50K-\$90K	47%	18%
Perm Abs No	46%	35%
Educ College+	46%	62%
Women	45%	50%
Men 18-49	44%	21%
Men W/No Chldn	44%	17%
Age 40-49	44%	17%
11-20 Yrs in Pfca	43%	19%
No Chln <19	43%	69%
NPP/O 18-49	43%	15%
Inc \$125K-\$250K	42%	24%
College+ Men	42%	29%
Educ College Grad	42%	36%
Inc \$90K-\$125K	42%	17%

BANNER	Q3 DEF YES	PERCENT OF SAMPLE
OVERALL	41%	100%
Split B	42%	50%
Chldn <19	41%	27%
Split A	41%	50%
Moms	41%	32%
Ethn White	41%	64%
Women 50+	40%	31%
Educ HS or Less	40%	7%
Men	40%	46%
Age 65-74	40%	18%
6-10 Yrs in Pfca	39%	16%
NPP/O Women	39%	11%
Dads	39%	28%
Have Children	39%	62%
Perm Abs Yes	39%	65%
HHPT 1+ Ind	38%	21%
Chldn 19+	38%	34%
Men 50+	38%	25%
Non-College Men	38%	16%
Cell Phone Tot No	38%	17%
Age 50-64	38%	33%
21-40 Yrs in Pfca	38%	29%
Age 50+	37%	59%
Age 65+	37%	26%
NPP/O Men	36%	14%
Survey Mode Online	36%	56%
Inc \$0-\$50K	36%	11%
Party Reg NPP/O	35%	27%
Educ Non-College	34%	34%
Educ Some College	33%	28%
Non-College Women	33%	18%
Age 75+	32%	8%
HHPT Mixed	31%	18%
41+ Yrs in Pfca	29%	17%
NPP/O 50+	25%	12%
Rep 18-49	19%	5%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	Q3 DEF YES	PERCENT OF SAMPLE
OVERALL	41%	100%
Rep Women	16%	7%
HHPT 1 Rep	14%	7%
Republican	12%	16%
HHPT 2+ Reps	9%	5%
Rep Men	9%	8%
Rep 50+	9%	10%

BANNER	Q3 PRB/LN YES	PERCENT OF SAMPLE
OVERALL	21%	100%
Rep 18-49	35%	5%
Rep Women	31%	7%
HHPT 2+ Reps	29%	5%
Cell Phone Tot No	28%	17%
Age 75+	27%	8%
Inc \$90K-\$125K	27%	17%
Women 18-49	26%	18%
Republican	25%	16%
Educ College Grad	25%	36%
0-5 Yrs in Pfca	25%	18%
Moms	24%	32%
College+ Women	24%	30%
Age 40-49	24%	17%
Women	24%	50%
HHPT 1 Rep	23%	7%
Non-College Women	23%	18%
NPP/O Women	23%	11%
Survey Mode Phone	23%	44%
Women W/No Chldn	23%	16%
Inc \$125K-\$250K	23%	24%
Ethn White	23%	64%
Rep Men	23%	8%
Men W/No Chldn	22%	17%
Women 50+	22%	31%
HHPT 1 Dem	22%	32%
College+ Men	22%	29%
Educ College+	22%	62%
Inc \$0-\$50K	22%	11%
Dem Women	22%	32%
NPP/O Men	22%	14%
Age 65+	22%	26%
No Children	22%	34%
NPP/O 50+	22%	12%
11-20 Yrs in Pfca	21%	19%
Chldn <19	21%	27%

BANNER	Q3 PRB/LN YES	PERCENT OF SAMPLE
OVERALL	21%	100%
Inc \$50K-\$90K	21%	18%
Perm Abs Yes	21%	65%
Party Reg NPP/O	21%	27%
Split B	21%	50%
21-40 Yrs in Pfca	21%	29%
Men 50+	21%	25%
Rep 50+	21%	10%
Age 18-49	20%	40%
Age 50+	20%	59%
HHPT 1+ Ind	20%	21%
NPP/O 18-49	20%	15%
Split A	20%	50%
Dem 50+	20%	37%
Cell Phone Yes	20%	27%
No Chln <19	20%	69%
Perm Abs No	20%	35%
Age 65-74	20%	18%
Have Children	20%	62%
Educ Some College	20%	28%
Age 30-39	19%	12%
Ethn Non-White	19%	27%
Age 50-64	19%	33%
Democrat	19%	57%
Men	19%	46%
Educ Post-Grad	19%	26%
6-10 Yrs in Pfca	19%	16%
Survey Mode Online	19%	56%
Educ Non-College	18%	34%
Chldn 19+	18%	34%
HHPT 2+ Dems	18%	16%
Ethn Latino	18%	12%
Dem 18-49	17%	20%
Age 18-29	17%	11%
Men 18-49	17%	21%
41+ Yrs in Pfca	17%	17%

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PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	Q3 PRE/LN YES	PERCENT OF SAMPLE
OVERALL	21%	100%
HHPT Mixed	16%	18%
Dem Men	16%	24%
Dads	16%	28%
Inc \$250K+	13%	11%
Non-College Men	13%	16%
Educ HS or Less	12%	7%

BANNER	Q3 PRB/LN NO	PERCENT OF SAMPLE
OVERALL	9%	100%
41+ Yrs in Pfca	17%	17%
Non-College Men	16%	16%
Educ HS or Less	16%	7%
Age 75+	15%	8%
Educ Non-College	15%	34%
Non-College Women	15%	18%
Educ Some College	15%	28%
NPP/O 50+	14%	12%
6-10 Yrs in Pfca	13%	16%
Age 65+	13%	26%
HHPT 2+ Dems	12%	16%
HHPT 1+ Ind	12%	21%
Survey Mode Online	12%	56%
HHPT 2+ Reps	12%	5%
Age 65-74	11%	18%
Rep Men	11%	8%
Moms	11%	32%
Age 50+	11%	59%
Chldn 19+	11%	34%
NPP/O Women	11%	11%
HHPT 1 Rep	11%	7%
Rep Women	11%	7%
Republican	10%	16%
Dem 50+	10%	37%
Women 50+	10%	31%
Inc \$50K-\$90K	10%	18%
Men 50+	10%	25%
Inc \$125K-\$250K	10%	24%
21-40 Yrs in Pfca	10%	29%
Party Reg NPP/O	10%	27%
Age 50-64	10%	33%
Rep 50+	10%	10%
Have Children	10%	62%
Perm Abs Yes	10%	65%
Inc \$0-\$50K	9%	11%

BANNER	Q3 PRB/LN NO	PERCENT OF SAMPLE
OVERALL	9%	100%
Split A	9%	50%
Women	9%	50%
Ethn Non-White	9%	27%
No Chln <19	9%	69%
Split B	9%	50%
Dem Women	9%	32%
Chldn <19	9%	27%
Democrat	8%	57%
Perm Abs No	8%	35%
Ethn White	8%	64%
Dem Men	8%	24%
Men W/No Chldn	8%	17%
Ethn Latino	8%	12%
HHPT Mixed	8%	18%
Men	8%	46%
Age 40-49	8%	17%
Women 18-49	7%	18%
No Children	7%	34%
Inc \$90K-\$125K	7%	17%
Dads	7%	28%
Educ Post-Grad	7%	26%
Age 30-39	7%	12%
College+ Women	7%	30%
Rep 18-49	7%	5%
NPP/O 18-49	6%	15%
Cell Phone Tot No	6%	17%
Survey Mode Phone	6%	44%
Cell Phone Yes	6%	27%
HHPT 1 Dem	6%	32%
Age 18-49	6%	40%
Women W/No Chldn	6%	16%
Educ College+	5%	62%
11-20 Yrs in Pfca	5%	19%
Dem 18-49	5%	20%
Inc \$250K+	5%	11%

BANNER	Q3 PRB/LN NO	PERCENT OF SAMPLE
OVERALL	9%	100%
NPP/O Men	5%	14%
Educ College Grad	4%	36%
Men 18-49	4%	21%
College+ Men	3%	29%
Age 18-29	2%	11%
0-5 Yrs in Pfca	2%	18%

BANNER OVERALL	Q3 DEF NO 25%	PERCENT OF SAMPLE 100%
Rep 50+	55%	10%
HHPT 1 Rep	47%	7%
Rep Men	46%	8%
Republican	43%	16%
HHPT Mixed	41%	18%
NPP/O 50+	37%	12%
Rep Women	37%	7%
41+ Yrs in Pfca	34%	17%
NPP/O Men	34%	14%
Dads	32%	28%
Party Reg NPP/O	32%	27%
Educ Some College	30%	28%
Non-College Men	30%	16%
Survey Mode Online	30%	56%
Educ Non-College	29%	34%
Men 50+	28%	25%
Age 50-64	28%	33%
11-20 Yrs in Pfca	28%	19%
Men	28%	46%
Have Children	28%	62%
NPP/O 18-49	28%	15%
HHPT 1+ Ind	27%	21%
Perm Abs Yes	27%	65%
Chldn <19	27%	27%
Men 18-49	27%	21%
Chldn 19+	27%	34%
Age 50+	27%	59%
Non-College Women	27%	18%
Age 65-74	27%	18%
HHPT 2+ Repts	27%	5%
College+ Men	26%	29%
Age 65+	26%	26%
NPP/O Women	25%	11%
Split B	25%	50%
Inc \$250K+	25%	11%

BANNER OVERALL	Q3 DEF NO 25%	PERCENT OF SAMPLE 100%
Ethn White	25%	64%
Split A	25%	50%
6-10 Yrs in Pfca	25%	16%
Inc \$0-\$50K	25%	11%
21-40 Yrs in Pfca	24%	29%
Inc \$90K-\$125K	24%	17%
Cell Phone Tot No	24%	17%
Educ College Grad	24%	36%
Age 75+	23%	8%
Age 18-29	23%	11%
Women 50+	23%	31%
No Chln <19	23%	69%
Inc \$125K-\$250K	23%	24%
Rep 18-49	22%	5%
Educ HS or Less	22%	7%
Educ College+	22%	62%
Moms	22%	32%
Age 18-49	21%	40%
Age 40-49	21%	17%
Men W/No Chldn	21%	17%
Age 30-39	21%	12%
Perm Abs No	20%	35%
Educ Post-Grad	20%	26%
Survey Mode Phone	19%	44%
Dem Men	19%	24%
Women	19%	50%
No Children	19%	34%
Inc \$50K-\$90K	18%	18%
HHPT 2+ Dems	18%	16%
Ethn Non-White	17%	27%
Dem 18-49	17%	20%
Democrat	16%	57%
Dem 50+	16%	37%
Cell Phone Yes	16%	27%
Women W/No Chldn	15%	16%

BANNER	Q3 DEF NO	PERCENT OF SAMPLE
OVERALL	25%	100%
College+ Women	14%	30%
0-5 Yrs in Pfca	14%	18%
Dem Women	13%	32%
HHPT 1 Dem	12%	32%
Women 18-49	11%	18%
Ethn Latino	6%	12%

BANNER	Q3	PERCENT
	TOTAL YES	OF SAMPLE
OVERALL	62%	100%
0-5 Yrs in Pfca	84%	18%
Ethn Latino	81%	12%
Women 18-49	80%	18%
HHPT 1 Dem	78%	32%
Dem Women	76%	32%
Women W/No Chldn	76%	16%
College+ Women	76%	30%
Dem 18-49	76%	20%
Cell Phone Yes	74%	27%
Democrat	72%	57%
Survey Mode Phone	70%	44%
Age 30-39	70%	12%
Educ Post-Grad	70%	26%
No Children	69%	34%
Dem 50+	69%	37%
Ethn Non-White	69%	27%
Women	69%	50%
Inc \$90K-\$125K	69%	17%
Dem Men	69%	24%
Age 18-49	68%	40%
Inc \$50K-\$90K	68%	18%
Educ College+	68%	62%
HHPT 2+ Dems	68%	16%
Age 40-49	67%	17%
Age 18-29	67%	11%
Educ College Grad	67%	36%
Men W/No Chldn	66%	17%
Perm Abs No	66%	35%
Inc \$125K-\$250K	65%	24%
Cell Phone Tot No	65%	17%
11-20 Yrs in Pfca	65%	19%
College+ Men	65%	29%
Moms	65%	32%
Ethn White	63%	64%
NPP/O 18-49	63%	15%

BANNER	Q3	PERCENT
	TOTAL YES	OF SAMPLE
OVERALL	62%	100%
Women 50+	63%	31%
No Chln <19	63%	69%
Split B	62%	50%
NPP/O Women	62%	11%
Chldn <19	62%	27%
Split A	61%	50%
Men 18-49	61%	21%
Inc \$250K+	61%	11%
Perm Abs Yes	60%	65%
Age 65-74	60%	18%
Age 65+	59%	26%
Men	59%	46%
Age 75+	59%	8%
NPP/O Men	58%	14%
Men 50+	58%	25%
Have Children	58%	62%
HHPT 1+ Ind	58%	21%
21-40 Yrs in Pfca	58%	29%
Age 50+	58%	59%
Inc \$0-\$50K	58%	11%
6-10 Yrs in Pfca	58%	16%
Age 50-64	57%	33%
Non-College Women	56%	18%
Chldn 19+	56%	34%
Party Reg NPP/O	56%	27%
Dads	55%	28%
Survey Mode Online	55%	56%
Rep 18-49	54%	5%
Educ HS or Less	53%	7%
Educ Non-College	52%	34%
Educ Some College	52%	28%
Non-College Men	50%	16%
HHPT Mixed	47%	18%
NPP/O 50+	47%	12%
Rep Women	47%	7%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	Q3 TOTAL YES	PERCENT OF SAMPLE
OVERALL	62%	100%
41+ Yrs in Pfca	46%	17%
HHPT 2+ Reps	38%	5%
HHPT 1 Rep	38%	7%
Republican	37%	16%
Rep Men	32%	8%
Rep 50+	30%	10%

BANNER	Q3 TOTAL NO	PERCENT OF SAMPLE
OVERALL	34%	100%
Rep 50+	64%	10%
HHPT 1 Rep	58%	7%
Rep Men	57%	8%
Republican	54%	16%
NPP/O 50+	51%	12%
41+ Yrs in Pfca	50%	17%
HHPT Mixed	49%	18%
Rep Women	47%	7%
Non-College Men	45%	16%
Educ Some College	45%	28%
Educ Non-College	44%	34%
Party Reg NPP/O	42%	27%
Non-College Women	42%	18%
Survey Mode Online	41%	56%
Dads	39%	28%
HHPT 1+ Ind	39%	21%
Men 50+	39%	25%
Age 75+	39%	8%
HHPT 2+ Repts	39%	5%
Age 65+	38%	26%
Age 65-74	38%	18%
Age 50+	38%	59%
Age 50-64	38%	33%
Chldn 19+	38%	34%
NPP/O Men	38%	14%
Educ HS or Less	38%	7%
6-10 Yrs in Pfca	38%	16%
Have Children	37%	62%
Perm Abs Yes	37%	65%
NPP/O Women	36%	11%
Chldn <19	36%	27%
Men	36%	46%
21-40 Yrs in Pfca	34%	29%
Split A	34%	50%
Inc \$0-\$50K	34%	11%

BANNER	Q3 TOTAL NO	PERCENT OF SAMPLE
OVERALL	34%	100%
Split B	34%	50%
NPP/O 18-49	34%	15%
Women 50+	33%	31%
Ethn White	33%	64%
11-20 Yrs in Pfca	33%	19%
Inc \$125K-\$250K	33%	24%
Moms	33%	32%
No Chln <19	32%	69%
Inc \$90K-\$125K	31%	17%
Men 18-49	31%	21%
HHPT 2+ Dems	30%	16%
Cell Phone Tot No	30%	17%
Inc \$250K+	30%	11%
College+ Men	29%	29%
Rep 18-49	29%	5%
Men W/No Chldn	29%	17%
Perm Abs No	29%	35%
Inc \$50K-\$90K	28%	18%
Age 40-49	28%	17%
Women	28%	50%
Educ College Grad	28%	36%
Age 30-39	28%	12%
Educ College+	28%	62%
Age 18-49	27%	40%
Dem Men	27%	24%
Educ Post-Grad	27%	26%
Dem 50+	27%	37%
Ethn Non-White	26%	27%
No Children	26%	34%
Survey Mode Phone	25%	44%
Democrat	25%	57%
Age 18-29	25%	11%
Cell Phone Yes	22%	27%
Dem 18-49	22%	20%
Dem Women	21%	32%

BANNER	Q3 TOTAL NO	PERCENT OF SAMPLE
OVERALL	34%	100%
College+ Women	21%	30%
Women W/No Chldn	20%	16%
Women 18-49	19%	18%
HHPT 1 Dem	18%	32%
0-5 Yrs in Pfca	15%	18%
Ethn Latino	14%	12%

BANNER OVERALL	Q3 DK/NA 4%	PERCENT OF SAMPLE 100%
HHPT 2+ Reps	23%	5%
Rep 18-49	17%	5%
Rep Men	11%	8%
Inc \$250K+	9%	11%
Republican	9%	16%
Educ HS or Less	9%	7%
Men 18-49	8%	21%
Inc \$0-\$50K	8%	11%
Age 18-29	8%	11%
21-40 Yrs in Pfca	8%	29%
Rep 50+	6%	10%
College+ Men	6%	29%
Chldn 19+	6%	34%
Rep Women	6%	7%
Dads	6%	28%
Perm Abs No	5%	35%
Educ College Grad	5%	36%
No Chln <19	5%	69%
Men	5%	46%
Ethn Latino	5%	12%
Age 50-64	5%	33%
HHPT 1 Rep	5%	7%
Cell Phone Tot No	5%	17%
Men W/No Chldn	5%	17%
Age 18-49	5%	40%
6-10 Yrs in Pfca	5%	16%
Split A	5%	50%
No Children	5%	34%
Survey Mode Phone	5%	44%
Ethn Non-White	5%	27%
Educ College+	4%	62%
Dem Men	4%	24%
Cell Phone Yes	4%	27%
Non-College Men	4%	16%
Age 40-49	4%	17%

BANNER OVERALL	Q3 DK/NA 4%	PERCENT OF SAMPLE 100%
Have Children	4%	62%
Dem 50+	4%	37%
Educ Non-College	4%	34%
41+ Yrs in Pfca	4%	17%
Women 50+	4%	31%
Age 50+	4%	59%
Survey Mode Online	4%	56%
HHPT Mixed	4%	18%
Split B	4%	50%
Inc \$50K-\$90K	4%	18%
HHPT 1 Dem	4%	32%
Democrat	3%	57%
Ethn White	3%	64%
NPP/O Men	3%	14%
Perm Abs Yes	3%	65%
Women W/No Chldn	3%	16%
College+ Women	3%	30%
Educ Post-Grad	3%	26%
NPP/O 18-49	3%	15%
Men 50+	3%	25%
Women	3%	50%
Moms	3%	32%
Dem 18-49	3%	20%
Educ Some College	3%	28%
Age 30-39	2%	12%
Dem Women	2%	32%
Party Reg NPP/O	2%	27%
HHPT 1+ Ind	2%	21%
Age 75+	2%	8%
Age 65+	2%	26%
Age 65-74	2%	18%
Non-College Women	2%	18%
11-20 Yrs in Pfca	2%	19%
HHPT 2+ Dems	2%	16%
Chldn <19	2%	27%

BANNER	Q3 DK/NA	PERCENT OF SAMPLE
OVERALL	4%	100%
Inc \$125K-\$250K	2%	24%
NPP/O Women	2%	11%
NPP/O 50+	1%	12%
0-5 Yrs in Pfca	1%	18%
Women 18-49	1%	18%
Inc \$90K-\$125K	0%	17%

BANNER OVERALL	Q3	PERCENT
	POS SOFT 25%	OF SAMPLE 100%
HHPT 2+ Repts	52%	5%
Rep 18-49	52%	5%
Rep Women	36%	7%
Republican	35%	16%
Rep Men	34%	8%
Cell Phone Tot No	33%	17%
Inc \$0-\$50K	30%	11%
Educ College Grad	30%	36%
Age 75+	30%	8%
HHPT 1 Rep	28%	7%
College+ Men	28%	29%
21-40 Yrs in Pfca	28%	29%
Age 40-49	28%	17%
Survey Mode Phone	28%	44%
Men W/No Chldn	27%	17%
College+ Women	27%	30%
Inc \$90K-\$125K	27%	17%
Women 18-49	27%	18%
Rep 50+	27%	10%
Educ College+	27%	62%
No Children	27%	34%
Moms	26%	32%
Women	26%	50%
Women W/No Chldn	26%	16%
Women 50+	26%	31%
Ethn White	26%	64%
HHPT 1 Dem	26%	32%
0-5 Yrs in Pfca	26%	18%
NPP/O Men	25%	14%
Non-College Women	25%	18%
No Chln <19	25%	69%
Perm Abs No	25%	35%
Age 18-49	25%	40%
Men 18-49	25%	21%
Age 18-29	25%	11%

BANNER OVERALL	Q3	PERCENT
	POS SOFT 25%	OF SAMPLE 100%
Split A	25%	50%
NPP/O Women	25%	11%
Inc \$125K-\$250K	25%	24%
Dem Women	25%	32%
Inc \$50K-\$90K	25%	18%
Split B	24%	50%
Cell Phone Yes	24%	27%
Age 50-64	24%	33%
Perm Abs Yes	24%	65%
Age 50+	24%	59%
Men	24%	46%
Age 65+	24%	26%
Dem 50+	24%	37%
Chldn 19+	24%	34%
Ethn Non-White	24%	27%
Have Children	24%	62%
NPP/O 18-49	24%	15%
Men 50+	23%	25%
11-20 Yrs in Pfca	23%	19%
Party Reg NPP/O	23%	27%
6-10 Yrs in Pfca	23%	16%
Chldn <19	23%	27%
NPP/O 50+	23%	12%
Ethn Latino	23%	12%
Inc \$250K+	23%	11%
HHPT 1+ Ind	23%	21%
Democrat	23%	57%
Survey Mode Online	22%	56%
Educ Some College	22%	28%
Educ Non-College	22%	34%
Age 30-39	22%	12%
Educ Post-Grad	22%	26%
Age 65-74	22%	18%
Educ HS or Less	22%	7%
Dads	22%	28%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	Q3 POS SOFT	PERCENT OF SAMPLE
OVERALL	25%	100%
Dem Men	20%	24%
41+ Yrs in Pfca	20%	17%
HHPT Mixed	20%	18%
HHPT 2+ Dems	20%	16%
Dem 18-49	20%	20%
Non-College Men	17%	16%

BANNER	Q4	PERCENT
OVERALL	TOTAL YES	OF SAMPLE
	59%	100%
0-5 Yrs in Pfca	77%	18%
Ethn Latino	75%	12%
HHPT 1 Dem	74%	32%
Dem 18-49	74%	20%
Women 18-49	72%	18%
Age 18-29	72%	11%
Men W/No Chldn	71%	17%
Cell Phone Yes	71%	27%
Dem Men	71%	24%
Inc \$50K-\$90K	69%	18%
Democrat	69%	57%
Dem Women	68%	32%
College+ Women	68%	30%
Survey Mode Phone	68%	44%
HHPT 2+ Dems	67%	16%
Dem 50+	66%	37%
College+ Men	66%	29%
Educ College Grad	66%	36%
Perm Abs No	65%	35%
Educ College+	65%	62%
11-20 Yrs in Pfca	65%	19%
Age 18-49	64%	40%
No Children	63%	34%
Ethn Non-White	63%	27%
Educ Post-Grad	63%	26%
Age 40-49	63%	17%
Men 50+	63%	25%
Cell Phone Tot No	62%	17%
Men	62%	46%
Inc \$125K-\$250K	62%	24%
Inc \$0-\$50K	62%	11%
6-10 Yrs in Pfca	62%	16%
Chldn <19	61%	27%
Men 18-49	61%	21%
Ethn White	61%	64%

BANNER	Q4	PERCENT
OVERALL	TOTAL YES	OF SAMPLE
	59%	100%
NPP/O Men	61%	14%
Split B	60%	50%
Moms	60%	32%
Age 30-39	60%	12%
Women	59%	50%
No Chln <19	59%	69%
Women W/No Chldn	59%	16%
NPP/O 18-49	58%	15%
Split A	58%	50%
Have Children	57%	62%
Age 50-64	57%	33%
Dads	57%	28%
Non-College Men	57%	16%
HHPT 1+ Ind	56%	21%
Inc \$250K+	56%	11%
Inc \$90K-\$125K	56%	17%
Perm Abs Yes	56%	65%
Chldn 19+	55%	34%
Age 50+	55%	59%
Educ HS or Less	54%	7%
Party Reg NPP/O	53%	27%
Age 65-74	53%	18%
21-40 Yrs in Pfca	53%	29%
Survey Mode Online	52%	56%
Age 65+	52%	26%
NPP/O Women	52%	11%
Women 50+	52%	31%
Educ Non-College	50%	34%
Educ Some College	49%	28%
Age 75+	49%	8%
Rep 18-49	47%	5%
NPP/O 50+	47%	12%
HHPT Mixed	46%	18%
Non-College Women	44%	18%
41+ Yrs in Pfca	42%	17%

BANNER	Q4 TOTAL YES	PERCENT OF SAMPLE
OVERALL	59%	100%
Rep Men	39%	8%
HHPT 2+ Reps	35%	5%
Republican	34%	16%
Rep Women	33%	7%
HHPT 1 Rep	31%	7%
Rep 50+	23%	10%

BANNER	Q4	PERCENT
OVERALL	TOTAL NO	OF SAMPLE
	38%	100%
Rep 50+	73%	10%
HHPT 2+ Reps	65%	5%
Republican	61%	16%
Rep Men	61%	8%
Rep Women	60%	7%
HHPT 1 Rep	60%	7%
41+ Yrs in Pfca	55%	17%
HHPT Mixed	51%	18%
Non-College Women	51%	18%
NPP/O 50+	50%	12%
Age 65-74	47%	18%
Educ Some College	47%	28%
Educ Non-College	46%	34%
Age 65+	46%	26%
Rep 18-49	46%	5%
NPP/O Women	46%	11%
Age 75+	45%	8%
Women 50+	44%	31%
Inc \$90K-\$125K	44%	17%
Party Reg NPP/O	44%	27%
Educ HS or Less	44%	7%
Survey Mode Online	43%	56%
21-40 Yrs in Pfca	43%	29%
Chldn 19+	42%	34%
Inc \$250K+	42%	11%
Age 50+	42%	59%
Non-College Men	42%	16%
Perm Abs Yes	41%	65%
Dads	41%	28%
HHPT 1+ Ind	40%	21%
Have Children	40%	62%
Split A	39%	50%
NPP/O 18-49	39%	15%
Age 50-64	38%	33%
Women W/No Chldn	38%	16%

BANNER	Q4	PERCENT
OVERALL	TOTAL NO	OF SAMPLE
	38%	100%
Ethn White	38%	64%
No Chln <19	37%	69%
Women	37%	50%
Moms	36%	32%
Split B	36%	50%
NPP/O Men	36%	14%
Men 18-49	36%	21%
Inc \$125K-\$250K	36%	24%
Men 50+	36%	25%
Men	35%	46%
Chldn <19	35%	27%
Cell Phone Tot No	35%	17%
Age 40-49	35%	17%
6-10 Yrs in Pfca	34%	16%
Inc \$0-\$50K	33%	11%
No Children	33%	34%
Age 30-39	32%	12%
Age 18-49	32%	40%
Educ Post-Grad	32%	26%
Educ College+	32%	62%
Educ College Grad	32%	36%
11-20 Yrs in Pfca	32%	19%
Ethn Non-White	31%	27%
Perm Abs No	31%	35%
College+ Men	31%	29%
Survey Mode Phone	30%	44%
Dem 50+	30%	37%
HHPT 2+ Dems	30%	16%
College+ Women	29%	30%
Inc \$50K-\$90K	29%	18%
Age 18-29	28%	11%
Dem Women	28%	32%
Democrat	28%	57%
Cell Phone Yes	27%	27%
Dem Men	27%	24%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	Q4 TOTAL NO	PERCENT OF SAMPLE
OVERALL	38%	100%
Men W/No Chldn	26%	17%
Women 18-49	24%	18%
Dem 18-49	24%	20%
HHPT 1 Dem	23%	32%
0-5 Yrs in Pfca	22%	18%
Ethn Latino	18%	12%

BANNER OVERALL	Q4 DK/NA 3%	PERCENT OF SAMPLE 100%
HHPT 1 Rep	9%	7%
Age 30-39	8%	12%
Rep Women	7%	7%
Ethn Latino	7%	12%
Rep 18-49	7%	5%
Age 75+	7%	8%
Non-College Women	5%	18%
Ethn Non-White	5%	27%
6-10 Yrs in Pfca	5%	16%
Educ Post-Grad	5%	26%
Survey Mode Online	5%	56%
Inc \$0-\$50K	4%	11%
Republican	4%	16%
Educ Some College	4%	28%
21-40 Yrs in Pfca	4%	29%
Age 50-64	4%	33%
No Children	4%	34%
Educ Non-College	4%	34%
Women	4%	50%
Moms	4%	32%
Women 50+	4%	31%
Split B	4%	50%
Chldn <19	4%	27%
Dem Women	4%	32%
11-20 Yrs in Pfca	4%	19%
Rep 50+	4%	10%
Perm Abs No	4%	35%
NPP/O Men	4%	14%
Women 18-49	4%	18%
Dem 50+	3%	37%
Women W/No Chldn	3%	16%
Democrat	3%	57%
College+ Women	3%	30%
Men 18-49	3%	21%
Age 18-49	3%	40%

BANNER OVERALL	Q4 DK/NA 3%	PERCENT OF SAMPLE 100%
HHPT 1 Dem	3%	32%
Perm Abs Yes	3%	65%
NPP/O 18-49	3%	15%
Age 50+	3%	59%
Educ College+	3%	62%
No Chln <19	3%	69%
41+ Yrs in Pfca	3%	17%
HHPT 1+ Ind	3%	21%
HHPT Mixed	3%	18%
Have Children	3%	62%
Split A	3%	50%
College+ Men	3%	29%
Men W/No Chldn	3%	17%
Party Reg NPP/O	3%	27%
Educ HS or Less	3%	7%
NPP/O Women	3%	11%
Dem 18-49	3%	20%
HHPT 2+ Dems	3%	16%
Dem Men	2%	24%
Chldn 19+	2%	34%
Men	2%	46%
NPP/O 50+	2%	12%
Cell Phone Tot No	2%	17%
Age 40-49	2%	17%
Educ College Grad	2%	36%
Inc \$125K-\$250K	2%	24%
Dads	2%	28%
Age 65+	2%	26%
Survey Mode Phone	2%	44%
Inc \$50K-\$90K	2%	18%
Cell Phone Yes	2%	27%
Inc \$250K+	2%	11%
Men 50+	2%	25%
Ethn White	1%	64%
Non-College Men	1%	16%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	Q4 DK/NA	PERCENT OF SAMPLE
OVERALL	3%	100%
0-5 Yrs in Pfca	1%	18%
Inc \$90K-\$125K	0%	17%
Age 18-29	0%	11%
Age 65-74	0%	18%
Rep Men	0%	8%
HHPT 2+ Repts	0%	5%

BANNER	Q4 POS SOFT	PERCENT OF SAMPLE
OVERALL	23%	100%
NPP/O Men	34%	14%
Non-College Men	31%	16%
Ethn Latino	30%	12%
Men W/No Chldn	30%	17%
Educ HS or Less	28%	7%
6-10 Yrs in Pfca	28%	16%
Inc \$0-\$50K	28%	11%
Rep 18-49	28%	5%
Age 30-39	27%	12%
NPP/O 18-49	27%	15%
Educ Non-College	27%	34%
11-20 Yrs in Pfca	26%	19%
Educ Some College	26%	28%
Ethn Non-White	26%	27%
Inc \$50K-\$90K	26%	18%
No Children	25%	34%
Cell Phone Yes	25%	27%
Men	25%	46%
Women 18-49	25%	18%
Men 50+	25%	25%
Split B	25%	50%
Age 40-49	24%	17%
Perm Abs No	24%	35%
HHPT 2+ Repts	24%	5%
HHPT 2+ Dems	24%	16%
Party Reg NPP/O	24%	27%
Survey Mode Phone	24%	44%
Dem 50+	24%	37%
41+ Yrs in Pfca	24%	17%
Age 18-49	23%	40%
Men 18-49	23%	21%
Age 50-64	23%	33%
No Chln <19	23%	69%
Rep Women	23%	7%
Educ College Grad	23%	36%

BANNER	Q4 POS SOFT	PERCENT OF SAMPLE
OVERALL	23%	100%
HHPT Mixed	23%	18%
HHPT 1+ Ind	23%	21%
Dem Women	23%	32%
Inc \$125K-\$250K	23%	24%
Moms	23%	32%
Cell Phone Tot No	22%	17%
Democrat	22%	57%
HHPT 1 Dem	22%	32%
Chldn <19	22%	27%
Perm Abs Yes	22%	65%
Republican	22%	16%
College+ Men	22%	29%
College+ Women	22%	30%
Survey Mode Online	22%	56%
Non-College Women	22%	18%
Have Children	22%	62%
Women	21%	50%
Educ College+	21%	62%
Age 50+	21%	59%
Chldn 19+	21%	34%
Dem Men	21%	24%
Ethn White	21%	64%
Split A	21%	50%
Dads	21%	28%
Rep Men	21%	8%
Age 75+	20%	8%
HHPT 1 Rep	20%	7%
Women W/No Chldn	20%	16%
21-40 Yrs in Pfca	20%	29%
NPP/O 50+	20%	12%
Dem 18-49	19%	20%
Educ Post-Grad	19%	26%
Age 65+	19%	26%
Women 50+	18%	31%
0-5 Yrs in Pfca	18%	18%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
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BANNER	Q4 POS SOFT	PERCENT OF SAMPLE
OVERALL	23%	100%
Age 65-74	18%	18%
Age 18-29	18%	11%
NPP/O Women	16%	11%
Inc \$90K-\$125K	16%	17%
Inc \$250K+	14%	11%
Rep 50+	14%	10%

BANNER	Q6 VERY ACC 11%	PERCENT OF SAMPLE 100%
OVERALL	11%	100%
Age 18-29	26%	11%
0-5 Yrs in Pfca	23%	18%
Cell Phone Yes	22%	27%
NPP/O 18-49	22%	15%
Survey Mode Phone	21%	44%
Cell Phone Tot No	20%	17%
NPP/O Men	20%	14%
Women 18-49	19%	18%
Age 30-39	17%	12%
Educ HS or Less	17%	7%
Inc \$250K+	17%	11%
HHPT 1+ Ind	16%	21%
Women W/No Chldn	15%	16%
Age 18-49	15%	40%
Party Reg NPP/O	15%	27%
11-20 Yrs in Pfca	14%	19%
No Children	14%	34%
Men W/No Chldn	14%	17%
Non-College Women	13%	18%
Men 18-49	13%	21%
Ethn Non-White	13%	27%
Dem Women	13%	32%
Educ Non-College	13%	34%
Rep 18-49	12%	5%
HHPT Mixed	12%	18%
Educ College Grad	12%	36%
Non-College Men	12%	16%
HHPT 2+ Dems	12%	16%
Inc \$50K-\$90K	12%	18%
Chldn <19	12%	27%
NPP/O Women	12%	11%
Educ Some College	12%	28%
Perm Abs No	11%	35%
Women	11%	50%
Dem 18-49	11%	20%

BANNER	Q6 VERY ACC 11%	PERCENT OF SAMPLE 100%
OVERALL	11%	100%
Inc \$90K-\$125K	11%	17%
Split A	11%	50%
Men	11%	46%
Ethn White	11%	64%
Inc \$0-\$50K	10%	11%
College+ Men	10%	29%
Split B	10%	50%
Perm Abs Yes	10%	65%
No Chln <19	10%	69%
6-10 Yrs in Pfca	10%	16%
Democrat	10%	57%
Educ College+	9%	62%
Dads	9%	28%
College+ Women	9%	30%
Dem 50+	9%	37%
HHPT 1 Rep	9%	7%
Men 50+	9%	25%
Have Children	9%	62%
Moms	8%	32%
Age 50-64	8%	33%
Rep Men	8%	8%
Ethn Latino	8%	12%
Age 50+	8%	59%
Age 75+	7%	8%
HHPT 1 Dem	7%	32%
Women 50+	7%	31%
Age 40-49	7%	17%
21-40 Yrs in Pfca	7%	29%
Age 65+	7%	26%
Age 65-74	7%	18%
NPP/O 50+	7%	12%
Dem Men	6%	24%
Chldn 19+	6%	34%
Republican	6%	16%
Educ Post-Grad	5%	26%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	Q6 VERY ACC	PERCENT OF SAMPLE
OVERALL	11%	100%
Inc \$125K-\$250K	5%	24%
Rep Women	5%	7%
Rep 50+	3%	10%
Survey Mode Online	2%	56%
41+ Yrs in Pfca	1%	17%
HHPT 2+ Reps	0%	5%

BANNER	Q6 SMWT ACC	PERCENT OF SAMPLE
OVERALL	28%	100%
Ethn Latino	41%	12%
Cell Phone Yes	39%	27%
Dem Men	39%	24%
41+ Yrs in Pfca	37%	17%
Men 50+	34%	25%
Non-College Men	34%	16%
HHPT 2+ Dems	34%	16%
Inc \$90K-\$125K	33%	17%
Survey Mode Phone	33%	44%
Dem 50+	32%	37%
Dads	32%	28%
Inc \$50K-\$90K	32%	18%
Educ HS or Less	32%	7%
Age 40-49	32%	17%
Chldn 19+	32%	34%
Men	31%	46%
Democrat	31%	57%
Educ Post-Grad	31%	26%
College+ Men	30%	29%
Age 75+	30%	8%
Ethn Non-White	30%	27%
NPP/O Women	30%	11%
6-10 Yrs in Pfca	30%	16%
College+ Women	30%	30%
Inc \$250K+	30%	11%
Split B	30%	50%
Age 50-64	30%	33%
Have Children	30%	62%
Men W/No Chldn	30%	17%
Inc \$125K-\$250K	30%	24%
Educ College+	30%	62%
HHPT 1 Dem	29%	32%
21-40 Yrs in Pfca	29%	29%
NPP/O 18-49	29%	15%
Educ College Grad	29%	36%

BANNER	Q6 SMWT ACC	PERCENT OF SAMPLE
OVERALL	28%	100%
No Chln <19	29%	69%
Moms	29%	32%
Age 50+	28%	59%
HHPT 2+ Reps	28%	5%
Perm Abs No	28%	35%
Dem 18-49	28%	20%
Ethn White	28%	64%
Perm Abs Yes	28%	65%
Men 18-49	27%	21%
Chldn <19	27%	27%
Inc \$0-\$50K	27%	11%
Age 65+	27%	26%
HHPT 1+ Ind	27%	21%
Educ Non-College	26%	34%
Age 18-49	26%	40%
Women 50+	26%	31%
Women	26%	50%
Split A	26%	50%
No Children	25%	34%
Party Reg NPP/O	25%	27%
Age 65-74	25%	18%
Women 18-49	25%	18%
Dem Women	25%	32%
Educ Some College	25%	28%
HHPT Mixed	25%	18%
Age 18-29	25%	11%
NPP/O Men	24%	14%
Survey Mode Online	24%	56%
Rep 50+	24%	10%
11-20 Yrs in Pfca	23%	19%
Cell Phone Tot No	22%	17%
Rep Women	22%	7%
Women W/No Chldn	21%	16%
Republican	21%	16%
NPP/O 50+	20%	12%

BANNER	Q6 SMWT ACC	PERCENT OF SAMPLE
OVERALL	28%	100%
Rep Men	20%	8%
Non-College Women	20%	18%
Age 30-39	19%	12%
0-5 Yrs in Pfca	19%	18%
HHPT 1 Rep	19%	7%
Rep 18-49	13%	5%

BANNER	Q6 TOT ACC	PERCENT OF SAMPLE
OVERALL	38%	100%
Cell Phone Yes	62%	27%
Survey Mode Phone	54%	44%
Age 18-29	51%	11%
NPP/O 18-49	51%	15%
Ethn Latino	49%	12%
Educ HS or Less	49%	7%
Inc \$250K+	47%	11%
Non-College Men	46%	16%
HHPT 2+ Dems	46%	16%
Dem Men	45%	24%
Inc \$90K-\$125K	45%	17%
Inc \$50K-\$90K	44%	18%
NPP/O Men	44%	14%
Women 18-49	44%	18%
Men W/No Chldn	43%	17%
Ethn Non-White	43%	27%
HHPT 1+ Ind	43%	21%
Men 50+	43%	25%
Cell Phone Tot No	42%	17%
0-5 Yrs in Pfca	42%	18%
Men	42%	46%
NPP/O Women	42%	11%
Dads	42%	28%
Age 18-49	42%	40%
Dem 50+	41%	37%
Educ College Grad	41%	36%
Men 18-49	41%	21%
College+ Men	41%	29%
Party Reg NPP/O	41%	27%
Democrat	40%	57%
Split B	40%	50%
6-10 Yrs in Pfca	40%	16%
No Children	40%	34%
Perm Abs No	40%	35%
Age 40-49	39%	17%

BANNER	Q6 TOT ACC	PERCENT OF SAMPLE
OVERALL	38%	100%
College+ Women	39%	30%
Dem 18-49	39%	20%
Chldn <19	39%	27%
Educ College+	39%	62%
Educ Non-College	39%	34%
No Chln <19	39%	69%
Ethn White	38%	64%
Have Children	38%	62%
41+ Yrs in Pfca	38%	17%
Chldn 19+	38%	34%
Age 75+	38%	8%
11-20 Yrs in Pfca	38%	19%
Perm Abs Yes	38%	65%
Age 50-64	38%	33%
Dem Women	38%	32%
Inc \$0-\$50K	37%	11%
HHPT Mixed	37%	18%
Women	37%	50%
Moms	37%	32%
Women W/No Chldn	37%	16%
Age 30-39	37%	12%
Split A	37%	50%
HHPT 1 Dem	36%	32%
Educ Some College	36%	28%
21-40 Yrs in Pfca	36%	29%
Age 50+	36%	59%
Educ Post-Grad	36%	26%
Inc \$125K-\$250K	35%	24%
Age 65+	34%	26%
Non-College Women	34%	18%
Women 50+	33%	31%
Age 65-74	32%	18%
HHPT 2+ Reps	28%	5%
Rep Men	28%	8%
HHPT 1 Rep	28%	7%

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BANNER	Q6 TOT ACC	PERCENT OF SAMPLE
OVERALL	38%	100%
Republican	27%	16%
NPP/O 50+	27%	12%
Rep Women	27%	7%
Rep 50+	27%	10%
Survey Mode Online	26%	56%
Rep 18-49	25%	5%

BANNER OVERALL	Q6	PERCENT
	SMWT INACC 20%	OF SAMPLE 100%
HHPT 2+ Reps	31%	5%
NPP/O 50+	28%	12%
HHPT 1 Rep	28%	7%
Rep 18-49	27%	5%
Rep Men	26%	8%
Survey Mode Online	26%	56%
Age 40-49	26%	17%
21-40 Yrs in Pfca	24%	29%
Men 18-49	24%	21%
NPP/O Men	24%	14%
Party Reg NPP/O	24%	27%
HHPT 1+ Ind	24%	21%
HHPT 2+ Dems	23%	16%
Age 50-64	23%	33%
Split A	23%	50%
41+ Yrs in Pfca	23%	17%
Dads	23%	28%
Women 50+	23%	31%
Republican	22%	16%
Perm Abs Yes	22%	65%
Inc \$250K+	22%	11%
11-20 Yrs in Pfca	22%	19%
Inc \$0-\$50K	22%	11%
Chldn 19+	22%	34%
Age 50+	22%	59%
Ethn White	21%	64%
College+ Men	21%	29%
Educ Some College	21%	28%
Men	21%	46%
Educ Post-Grad	21%	26%
Educ College+	21%	62%
Inc \$125K-\$250K	21%	24%
Educ College Grad	21%	36%
Non-College Men	21%	16%
NPP/O 18-49	20%	15%

BANNER OVERALL	Q6	PERCENT
	SMWT INACC 20%	OF SAMPLE 100%
Have Children	20%	62%
No Chln <19	20%	69%
Age 75+	20%	8%
Dem 50+	20%	37%
Rep 50+	20%	10%
Age 65+	20%	26%
Age 65-74	20%	18%
Dem Women	19%	32%
Men 50+	19%	25%
No Children	19%	34%
Men W/No Chldn	19%	17%
Women	19%	50%
6-10 Yrs in Pfca	19%	16%
Age 18-49	19%	40%
Educ Non-College	18%	34%
Democrat	18%	57%
Split B	18%	50%
College+ Women	18%	30%
Rep Women	18%	7%
Chldn <19	18%	27%
HHPT 1 Dem	18%	32%
Age 18-29	18%	11%
Inc \$90K-\$125K	18%	17%
NPP/O Women	18%	11%
Dem Men	18%	24%
Cell Phone Tot No	18%	17%
Women W/No Chldn	18%	16%
Moms	17%	32%
Perm Abs No	17%	35%
Ethn Non-White	17%	27%
Inc \$50K-\$90K	17%	18%
Non-College Women	17%	18%
Dem 18-49	15%	20%
Survey Mode Phone	14%	44%
HHPT Mixed	13%	18%

BANNER	Q6	
	SMWT	INACC
OVERALL	20%	PERCENT OF SAMPLE 100%
0-5 Yrs in Pfca	12%	18%
Cell Phone Yes	11%	27%
Women 18-49	11%	18%
Ethn Latino	10%	12%
Age 30-39	9%	12%
Educ HS or Less	7%	7%

BANNER	Q6	PERCENT
	VERY INACC	OF SAMPLE
OVERALL	18%	100%
HHPT Mixed	35%	18%
HHPT 2+ Reps	34%	5%
Rep 50+	33%	10%
Rep Men	32%	8%
41+ Yrs in Pfca	31%	17%
Republican	31%	16%
Rep 18-49	30%	5%
Rep Women	30%	7%
Cell Phone Tot No	29%	17%
Age 65-74	28%	18%
Non-College Women	26%	18%
Chldn 19+	25%	34%
Age 65+	25%	26%
HHPT 1 Rep	23%	7%
Educ Some College	23%	28%
Educ Non-College	22%	34%
NPP/O Women	22%	11%
Age 30-39	22%	12%
Have Children	22%	62%
Moms	21%	32%
Perm Abs No	21%	35%
Survey Mode Online	21%	56%
Women 50+	21%	31%
Dads	21%	28%
Ethn Latino	20%	12%
Age 50+	20%	59%
Inc \$125K-\$250K	20%	24%
Non-College Men	19%	16%
Ethn Non-White	19%	27%
21-40 Yrs in Pfca	19%	29%
Educ HS or Less	19%	7%
No Chln <19	19%	69%
Split A	19%	50%
Women	18%	50%
Split B	18%	50%

BANNER	Q6	PERCENT
	VERY INACC	OF SAMPLE
OVERALL	18%	100%
Men 18-49	17%	21%
Dem 50+	17%	37%
Dem Men	17%	24%
Men 50+	17%	25%
11-20 Yrs in Pfca	17%	19%
Men	17%	46%
Ethn White	17%	64%
Educ College Grad	17%	36%
Chldn <19	17%	27%
Perm Abs Yes	17%	65%
Age 75+	16%	8%
Inc \$250K+	16%	11%
Democrat	16%	57%
Age 18-49	16%	40%
Age 50-64	16%	33%
Inc \$0-\$50K	16%	11%
NPP/O 50+	16%	12%
6-10 Yrs in Pfca	16%	16%
Inc \$90K-\$125K	16%	17%
HHPT 2+ Dems	16%	16%
Educ College+	16%	62%
College+ Men	15%	29%
Age 18-29	15%	11%
Party Reg NPP/O	15%	27%
NPP/O 18-49	15%	15%
Survey Mode Phone	14%	44%
Dem Women	14%	32%
Inc \$50K-\$90K	14%	18%
College+ Women	14%	30%
Dem 18-49	14%	20%
Women 18-49	14%	18%
Educ Post-Grad	13%	26%
HHPT 1 Dem	13%	32%
Women W/No Chldn	13%	16%
Age 40-49	13%	17%

BANNER	Q6 VERY INACC	PERCENT OF SAMPLE
OVERALL	18%	100%
No Children	12%	34%
Men W/No Chldn	12%	17%
HHPT 1+ Ind	9%	21%
NPP/O Men	8%	14%
0-5 Yrs in Pfca	7%	18%
Cell Phone Yes	5%	27%

BANNER OVERALL	Q6		PERCENT OF SAMPLE
	TOT	INNACC	
	39%	100%	
HHPT 2+ Reps	65%	5%	
Rep Men	58%	8%	
Rep 18-49	57%	5%	
41+ Yrs in Pfca	54%	17%	
Republican	53%	16%	
Rep 50+	53%	10%	
HHPT 1 Rep	51%	7%	
Age 65-74	48%	18%	
Rep Women	48%	7%	
HHPT Mixed	48%	18%	
Survey Mode Online	47%	56%	
Chldn 19+	47%	34%	
Cell Phone Tot No	46%	17%	
Age 65+	44%	26%	
Educ Some College	44%	28%	
NPP/O 50+	44%	12%	
Women 50+	44%	31%	
21-40 Yrs in Pfca	43%	29%	
Dads	43%	28%	
Non-College Women	42%	18%	
Have Children	42%	62%	
Men 18-49	41%	21%	
Age 50+	41%	59%	
Split A	41%	50%	
Educ Non-College	41%	34%	
Inc \$125K-\$250K	40%	24%	
Non-College Men	40%	16%	
NPP/O Women	40%	11%	
Moms	39%	32%	
Age 50-64	39%	33%	
11-20 Yrs in Pfca	39%	19%	
No Chln <19	39%	69%	
Party Reg NPP/O	39%	27%	
Perm Abs No	39%	35%	
Perm Abs Yes	39%	65%	

BANNER OVERALL	Q6		PERCENT OF SAMPLE
	TOT	INNACC	
	39%	100%	
HHPT 2+ Dems	39%	16%	
Ethn White	38%	64%	
Men	38%	46%	
Age 40-49	38%	17%	
Inc \$250K+	38%	11%	
Educ College Grad	38%	36%	
Inc \$0-\$50K	38%	11%	
Dem 50+	37%	37%	
Women	37%	50%	
College+ Men	37%	29%	
Age 75+	36%	8%	
Men 50+	36%	25%	
Educ College+	36%	62%	
Split B	36%	50%	
Ethn Non-White	36%	27%	
Dem Men	35%	24%	
Chldn <19	35%	27%	
NPP/O 18-49	35%	15%	
Age 18-49	35%	40%	
Democrat	35%	57%	
Educ Post-Grad	34%	26%	
6-10 Yrs in Pfca	34%	16%	
Inc \$90K-\$125K	34%	17%	
Dem Women	33%	32%	
Age 18-29	33%	11%	
College+ Women	32%	30%	
HHPT 1+ Ind	32%	21%	
NPP/O Men	32%	14%	
Inc \$50K-\$90K	31%	18%	
Age 30-39	31%	12%	
HHPT 1 Dem	31%	32%	
No Children	31%	34%	
Ethn Latino	30%	12%	
Women W/No Chldn	30%	16%	
Men W/No Chldn	30%	17%	

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BANNER	Q6 TOT INNACC	PERCENT OF SAMPLE
OVERALL	39%	100%
Dem 18-49	29%	20%
Survey Mode Phone	28%	44%
Educ HS or Less	26%	7%
Women 18-49	25%	18%
0-5 Yrs in Pfca	19%	18%
Cell Phone Yes	17%	27%

BANNER	Q7Q8 GREAT NEED	PERCENT OF SAMPLE
OVERALL	39%	100%
HHPT 1 Dem	54%	32%
Dem Women	52%	32%
Age 18-29	52%	11%
College+ Women	50%	30%
0-5 Yrs in Pfca	50%	18%
Moms	49%	32%
Cell Phone Yes	48%	27%
Women 18-49	48%	18%
Inc \$0-\$50K	47%	11%
Educ HS or Less	47%	7%
Educ Post-Grad	46%	26%
Ethn Latino	46%	12%
Dem 50+	46%	37%
Women	46%	50%
Democrat	45%	57%
Inc \$50K-\$90K	45%	18%
Survey Mode Phone	45%	44%
Women 50+	45%	31%
NPP/O Women	44%	11%
Chldn <19	44%	27%
Inc \$250K+	44%	11%
Dem 18-49	43%	20%
Educ College+	43%	62%
Ethn Non-White	43%	27%
HHPT 1+ Ind	43%	21%
Men W/No Chldn	42%	17%
NPP/O Men	42%	14%
11-20 Yrs in Pfca	42%	19%
NPP/O 18-49	42%	15%
Educ College Grad	41%	36%
Party Reg NPP/O	41%	27%
Age 18-49	41%	40%
Perm Abs No	40%	35%
Age 50-64	40%	33%
Cell Phone Tot No	40%	17%

BANNER	Q7Q8 GREAT NEED	PERCENT OF SAMPLE
OVERALL	39%	100%
21-40 Yrs in Pfca	40%	29%
HHPT 2+ Dems	40%	16%
NPP/O 50+	39%	12%
Have Children	39%	62%
Split B	39%	50%
Split A	39%	50%
No Children	39%	34%
Ethn White	39%	64%
Age 40-49	39%	17%
Perm Abs Yes	39%	65%
College+ Men	38%	29%
Age 50+	38%	59%
Age 65-74	38%	18%
Dem Men	38%	24%
Inc \$90K-\$125K	38%	17%
No Chln <19	38%	69%
Women W/No Chldn	37%	16%
Chldn 19+	37%	34%
Men 18-49	36%	21%
6-10 Yrs in Pfca	36%	16%
Non-College Women	36%	18%
Age 65+	36%	26%
Survey Mode Online	35%	56%
Men	34%	46%
Inc \$125K-\$250K	34%	24%
Men 50+	33%	25%
Age 30-39	33%	12%
Educ Non-College	33%	34%
Age 75+	31%	8%
Dads	30%	28%
Educ Some College	29%	28%
Non-College Men	29%	16%
41+ Yrs in Pfca	27%	17%
HHPT 2+ Reps	26%	5%
Rep 18-49	25%	5%

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BANNER	Q7Q8 GREAT NEED	PERCENT OF SAMPLE
OVERALL	39%	100%
HHPT Mixed	23%	18%
Rep Women	22%	7%
Republican	15%	16%
Rep 50+	11%	10%
Rep Men	10%	8%
HHPT 1 Rep	10%	7%

BANNER	Q7Q8 GREAT/SOME NEED	PERCENT OF SAMPLE
OVERALL	74%	100%
Ethn Latino	83%	12%
Age 18-29	82%	11%
Cell Phone Yes	82%	27%
Dem Women	82%	32%
Moms	82%	32%
Survey Mode Phone	82%	44%
Cell Phone Tot No	80%	17%
Perm Abs No	80%	35%
College+ Women	80%	30%
Ethn Non-White	80%	27%
Women 18-49	79%	18%
HHPT 1 Dem	79%	32%
NPP/O Women	78%	11%
Women	78%	50%
Dem 18-49	78%	20%
21-40 Yrs in Pfca	78%	29%
HHPT 2+ Dems	78%	16%
Women 50+	78%	31%
Inc \$50K-\$90K	78%	18%
Inc \$90K-\$125K	78%	17%
Democrat	77%	57%
Chldn <19	77%	27%
NPP/O 50+	77%	12%
Rep 18-49	77%	5%
Chldn 19+	77%	34%
Dem 50+	77%	37%
Have Children	77%	62%
Educ College Grad	76%	36%
11-20 Yrs in Pfca	76%	19%
Educ College+	75%	62%
Age 30-39	75%	12%
Inc \$250K+	75%	11%
Non-College Women	75%	18%
Age 18-49	75%	40%
Educ Post-Grad	74%	26%

BANNER	Q7Q8 GREAT/SOME NEED	PERCENT OF SAMPLE
OVERALL	74%	100%
Split A	74%	50%
Split B	74%	50%
Age 50-64	73%	33%
Men 18-49	73%	21%
Party Reg NPP/O	73%	27%
Age 50+	73%	59%
Ethn White	73%	64%
Age 65-74	73%	18%
No Chln <19	73%	69%
Educ Some College	73%	28%
HHPT 1+ Ind	72%	21%
Age 65+	72%	26%
HHPT Mixed	72%	18%
Inc \$0-\$50K	72%	11%
College+ Men	72%	29%
Dem Men	72%	24%
Educ Non-College	71%	34%
Age 75+	71%	8%
Women W/No Chldn	71%	16%
0-5 Yrs in Pfca	71%	18%
41+ Yrs in Pfca	71%	17%
Dads	71%	28%
HHPT 2+ Reps	70%	5%
NPP/O Men	70%	14%
Perm Abs Yes	70%	65%
Men	70%	46%
Age 40-49	69%	17%
NPP/O 18-49	69%	15%
6-10 Yrs in Pfca	69%	16%
No Children	68%	34%
Inc \$125K-\$250K	68%	24%
Men W/No Chldn	68%	17%
Non-College Men	68%	16%
Men 50+	68%	25%
Survey Mode Online	67%	56%

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BANNER	Q7Q8 GREAT/SOME NEED	PERCENT OF SAMPLE
OVERALL	74%	100%
Educ HS or Less	67%	7%
Rep Men	65%	8%
Rep Women	62%	7%
Republican	61%	16%
Rep 50+	54%	10%
HHPT 1 Rep	51%	7%

BANNER	Q7Q8		PERCENT OF SAMPLE
	LT/NO	REAL NEED	
OVERALL	18%	100%	
Rep Men	33%	8%	
Rep 50+	32%	10%	
HHPT 1 Rep	32%	7%	
Republican	28%	16%	
Non-College Men	26%	16%	
6-10 Yrs in Pfca	25%	16%	
Dads	25%	28%	
Survey Mode Online	24%	56%	
Men 50+	24%	25%	
Inc \$125K-\$250K	23%	24%	
41+ Yrs in Pfca	22%	17%	
Men	22%	46%	
HHPT Mixed	21%	18%	
Educ Some College	21%	28%	
Educ Non-College	21%	34%	
Dem Men	21%	24%	
Age 65-74	21%	18%	
Perm Abs Yes	20%	65%	
Age 40-49	20%	17%	
Educ HS or Less	20%	7%	
Men 18-49	20%	21%	
Age 65+	20%	26%	
HHPT 2+ Repts	20%	5%	
Rep 18-49	20%	5%	
Age 50+	20%	59%	
Age 50-64	19%	33%	
Rep Women	19%	7%	
NPP/O 50+	19%	12%	
College+ Men	19%	29%	
NPP/O Men	19%	14%	
Have Children	19%	62%	
Split A	19%	50%	
Men W/No Chldn	19%	17%	
HHPT 2+ Dems	18%	16%	
Chldn <19	18%	27%	

BANNER	Q7Q8		PERCENT OF SAMPLE
	LT/NO	REAL NEED	
OVERALL	18%	100%	
Age 75+	18%	8%	
Inc \$0-\$50K	18%	11%	
Chldn 19+	18%	34%	
HHPT 1+ Ind	18%	21%	
Party Reg NPP/O	18%	27%	
Ethn White	17%	64%	
Non-College Women	17%	18%	
Inc \$250K+	17%	11%	
NPP/O 18-49	17%	15%	
Split B	17%	50%	
No Chln <19	16%	69%	
Dem 50+	16%	37%	
21-40 Yrs in Pfca	16%	29%	
No Children	15%	34%	
Women 50+	15%	31%	
Educ College Grad	15%	36%	
Educ College+	15%	62%	
Educ Post-Grad	15%	26%	
11-20 Yrs in Pfca	15%	19%	
Democrat	15%	57%	
Age 18-49	15%	40%	
Inc \$90K-\$125K	14%	17%	
Ethn Non-White	14%	27%	
Moms	13%	32%	
NPP/O Women	13%	11%	
Cell Phone Tot No	13%	17%	
Age 30-39	12%	12%	
Perm Abs No	12%	35%	
Ethn Latino	12%	12%	
0-5 Yrs in Pfca	12%	18%	
Dem 18-49	12%	20%	
Women	11%	50%	
Inc \$50K-\$90K	11%	18%	
HHPT 1 Dem	11%	32%	
Survey Mode Phone	9%	44%	

BANNER	Q7Q8 LT/NO REAL NEED	PERCENT OF SAMPLE
OVERALL	18%	100%
Dem Women	9%	32%
College+ Women	9%	30%
Women W/No Chldn	9%	16%
Age 18-29	8%	11%
Cell Phone Yes	7%	27%
Women 18-49	6%	18%

BANNER	Q12 YES	PERCENT OF SAMPLE
OVERALL	55%	100%
Educ Post-Grad	68%	26%
College+ Women	66%	30%
Chldn <19	65%	27%
Moms	64%	32%
Inc \$0-\$50K	63%	11%
Dem Women	63%	32%
Women 50+	62%	31%
Age 18-29	62%	11%
Inc \$90K-\$125K	61%	17%
Cell Phone Tot No	61%	17%
Dem 50+	60%	37%
Educ College+	60%	62%
Women	59%	50%
NPP/O Men	59%	14%
NPP/O 18-49	59%	15%
Have Children	59%	62%
HHPT 1 Dem	58%	32%
Survey Mode Phone	58%	44%
41+ Yrs in Pfca	58%	17%
HHPT Mixed	58%	18%
Perm Abs Yes	58%	65%
Age 65-74	58%	18%
Democrat	57%	57%
Party Reg NPP/O	57%	27%
Cell Phone Yes	57%	27%
Women 18-49	57%	18%
NPP/O Women	57%	11%
Ethn White	56%	64%
0-5 Yrs in Pfca	56%	18%
Split A	56%	50%
Age 50-64	56%	33%
Age 50+	56%	59%
Age 65+	56%	26%
HHPT 1+ Ind	56%	21%
11-20 Yrs in Pfca	55%	19%

BANNER	Q12 YES	PERCENT OF SAMPLE
OVERALL	55%	100%
NPP/O 50+	55%	12%
College+ Men	55%	29%
Age 40-49	55%	17%
Age 18-49	55%	40%
21-40 Yrs in Pfca	54%	29%
Split B	54%	50%
Educ College Grad	54%	36%
Dads	54%	28%
HHPT 2+ Dems	54%	16%
Chldn 19+	54%	34%
Inc \$125K-\$250K	53%	24%
Survey Mode Online	53%	56%
Dem 18-49	52%	20%
Ethn Latino	52%	12%
Men	52%	46%
Men 50+	52%	25%
Age 75+	51%	8%
6-10 Yrs in Pfca	51%	16%
No Chln <19	51%	69%
Dem Men	51%	24%
Men 18-49	51%	21%
Ethn Non-White	51%	27%
Perm Abs No	50%	35%
Rep 18-49	50%	5%
HHPT 1 Rep	49%	7%
No Children	49%	34%
Rep Women	49%	7%
Men W/No Chldn	49%	17%
Women W/No Chldn	48%	16%
Age 30-39	48%	12%
Inc \$50K-\$90K	47%	18%
Educ HS or Less	47%	7%
Inc \$250K+	46%	11%
Non-College Women	46%	18%
Educ Non-College	46%	34%

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BANNER	Q12 YES	PERCENT OF SAMPLE
OVERALL	55%	100%
Non-College Men	46%	16%
Educ Some College	46%	28%
Republican	44%	16%
Rep Men	41%	8%
Rep 50+	40%	10%
HHPT 2+ Repts	36%	5%

BANNER	Q13 <MONTHLY	PERCENT OF SAMPLE
OVERALL	57%	100%
HHPT 2+ Reps	78%	3%
Age 18-29	75%	12%
Educ HS or Less	74%	6%
Rep 18-49	73%	5%
Men 18-49	71%	19%
Men W/No Chldn	69%	15%
Ethn Non-White	68%	25%
Rep Women	68%	6%
6-10 Yrs in Pfca	67%	15%
NPP/O 18-49	67%	16%
No Children	67%	30%
HHPT 1+ Ind	66%	21%
Age 18-49	65%	39%
Ethn Latino	65%	11%
NPP/O Men	65%	15%
41+ Yrs in Pfca	64%	18%
Age 40-49	64%	17%
Non-College Men	64%	13%
Educ Non-College	63%	29%
Inc \$250K+	63%	9%
HHPT 1 Rep	63%	7%
Perm Abs No	63%	31%
Women W/No Chldn	63%	14%
Non-College Women	62%	15%
No Chln <19	62%	64%
Republican	61%	13%
Inc \$90K-\$125K	61%	19%
Dem 18-49	61%	19%
Age 50-64	61%	33%
Educ Some College	61%	23%
Cell Phone Yes	60%	28%
Educ College Grad	60%	36%
Men	60%	43%
College+ Men	60%	29%
Inc \$125K-\$250K	60%	23%

BANNER	Q13 <MONTHLY	PERCENT OF SAMPLE
OVERALL	57%	100%
Survey Mode Online	59%	53%
Rep Men	59%	6%
Party Reg NPP/O	58%	28%
Dem Men	58%	22%
Split A	57%	51%
Split B	57%	49%
Chldn 19+	57%	33%
Educ College+	57%	67%
Democrat	56%	59%
Dads	56%	27%
Rep 50+	56%	7%
Survey Mode Phone	55%	47%
HHPT 1 Dem	55%	34%
Have Children	55%	66%
Women 18-49	55%	19%
Inc \$50K-\$90K	55%	15%
Perm Abs Yes	55%	69%
HHPT 2+ Dems	55%	16%
Dem Women	54%	36%
0-5 Yrs in Pfca	54%	18%
21-40 Yrs in Pfca	54%	29%
11-20 Yrs in Pfca	54%	19%
Age 30-39	54%	10%
Women	54%	54%
Dem 50+	54%	40%
Women 50+	54%	35%
Chldn <19	54%	32%
Ethn White	53%	65%
Moms	53%	37%
Age 50+	53%	60%
College+ Women	53%	36%
Educ Post-Grad	52%	31%
Men 50+	51%	23%
HHPT Mixed	50%	19%
Cell Phone Tot No	48%	19%

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BANNER	Q13 <MONTHLY	PERCENT OF SAMPLE
OVERALL	57%	100%
NPP/O 50+	47%	12%
NPP/O Women	45%	11%
Age 65-74	43%	19%
Inc \$0-\$50K	42%	12%
Age 65+	42%	26%
Age 75+	40%	8%

BANNER	Q13	PERCENT
OVERALL	MONTHLY+	OF SAMPLE
	42%	100%
Age 75+	60%	8%
Age 65+	57%	26%
Age 65-74	55%	19%
NPP/O Women	55%	11%
NPP/O 50+	53%	12%
Inc \$0-\$50K	52%	12%
HHPT Mixed	50%	19%
Men 50+	49%	23%
Cell Phone Tot No	49%	19%
Moms	47%	37%
Age 50+	47%	60%
Educ Post-Grad	47%	31%
College+ Women	47%	36%
Chldn <19	46%	32%
21-40 Yrs in Pfca	46%	29%
0-5 Yrs in Pfca	46%	18%
HHPT 2+ Dems	45%	16%
Women	45%	54%
Women 50+	45%	35%
Dem 50+	45%	40%
Ethn White	45%	65%
Inc \$50K-\$90K	45%	15%
Women 18-49	45%	19%
Have Children	45%	66%
Dem Women	45%	36%
Perm Abs Yes	45%	69%
Rep 50+	44%	7%
Dads	44%	27%
HHPT 1 Dem	44%	34%
Democrat	43%	59%
Chldn 19+	43%	33%
Survey Mode Phone	43%	47%
Split B	43%	49%
Dem Men	42%	22%
Educ College+	42%	67%

BANNER	Q13	PERCENT
OVERALL	MONTHLY+	OF SAMPLE
	42%	100%
Party Reg NPP/O	42%	28%
11-20 Yrs in Pfca	41%	19%
Survey Mode Online	41%	53%
Split A	41%	51%
Inc \$125K-\$250K	40%	23%
Educ Some College	39%	23%
Age 30-39	39%	10%
Age 50-64	39%	33%
Dem 18-49	39%	19%
Inc \$90K-\$125K	39%	19%
Cell Phone Yes	39%	28%
Non-College Women	38%	15%
Men	38%	43%
College+ Men	38%	29%
Educ College Grad	38%	36%
No Chln <19	37%	64%
HHPT 1 Rep	37%	7%
Inc \$250K+	37%	9%
Educ Non-College	37%	29%
Non-College Men	36%	13%
Age 40-49	36%	17%
41+ Yrs in Pfca	36%	18%
NPP/O Men	35%	15%
Women W/No Chldn	35%	14%
Ethn Latino	35%	11%
Perm Abs No	35%	31%
HHPT 1+ Ind	34%	21%
Age 18-49	33%	39%
NPP/O 18-49	33%	16%
Republican	33%	13%
6-10 Yrs in Pfca	33%	15%
Rep Women	32%	6%
Ethn Non-White	32%	25%
No Children	30%	30%
Rep Men	29%	6%

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BANNER	Q13 MONTHLY+	PERCENT OF SAMPLE
OVERALL	42%	100%
Men W/No Chldn	26%	15%
Educ HS or Less	26%	6%
Age 18-29	25%	12%
Men 18-49	25%	19%
Rep 18-49	12%	5%
HHPT 2+ Repts	0%	3%

BANNER	Q14 YES	PERCENT OF SAMPLE
OVERALL	63%	100%
HHPT 2+ Reps	95%	7%
41+ Yrs in Pfca	92%	16%
Rep Men	84%	10%
HHPT Mixed	83%	17%
Rep 18-49	80%	6%
21-40 Yrs in Pfca	80%	30%
Chldn 19+	80%	36%
Age 75+	79%	9%
Women 50+	79%	27%
HHPT 2+ Dems	79%	17%
Moms	75%	26%
Non-College Women	75%	22%
11-20 Yrs in Pfca	74%	20%
Age 65+	74%	26%
Republican	72%	20%
NPP/O Women	71%	10%
Dem 50+	71%	33%
Educ Some College	71%	34%
Age 65-74	70%	17%
Rep 50+	70%	14%
Dem Women	70%	26%
Educ Non-College	70%	42%
Have Children	70%	57%
Age 50+	69%	58%
Women	68%	45%
Dads	68%	29%
Educ HS or Less	68%	8%
Perm Abs No	68%	38%
Inc \$90K-\$125K	68%	15%
Inc \$50K-\$90K	67%	21%
Ethn White	67%	62%
Non-College Men	65%	19%
Age 50-64	65%	33%
Split A	64%	49%
Educ College Grad	64%	37%

BANNER	Q14 YES	PERCENT OF SAMPLE
OVERALL	63%	100%
No Chln <19	64%	75%
College+ Women	64%	23%
Democrat	63%	54%
Survey Mode Online	63%	59%
Cell Phone Yes	63%	26%
Survey Mode Phone	63%	41%
Cell Phone Tot No	62%	15%
NPP/O 50+	62%	12%
Split B	62%	51%
Inc \$250K+	61%	13%
Men 50+	61%	27%
Age 18-29	60%	9%
Inc \$125K-\$250K	60%	25%
Perm Abs Yes	60%	62%
Rep Women	59%	8%
Educ College+	58%	55%
Men	58%	50%
Women W/No Chldn	58%	19%
Dem Men	57%	27%
Ethn Latino	56%	13%
Ethn Non-White	56%	30%
College+ Men	56%	30%
Men 18-49	55%	23%
Party Reg NPP/O	55%	25%
Age 18-49	54%	40%
Inc \$0-\$50K	54%	9%
Age 40-49	54%	17%
HHPT 1 Dem	54%	30%
Chldn <19	53%	21%
Women 18-49	52%	17%
Age 30-39	51%	14%
Dem 18-49	51%	21%
No Children	50%	39%
NPP/O 18-49	49%	13%
Educ Post-Grad	46%	18%

	Q14	PERCENT
BANNER	YES	OF SAMPLE
OVERALL	63%	100%
Men W/No Chldn	44%	20%
HHPT 1 Rep	44%	9%
HHPT 1+ Ind	43%	20%
NPP/O Men	39%	13%
6-10 Yrs in Pfca	33%	17%
0-5 Yrs in Pfca	24%	17%

BANNER	Q14 NO	PERCENT OF SAMPLE
OVERALL	37%	100%
0-5 Yrs in Pfca	76%	17%
6-10 Yrs in Pfca	67%	17%
NPP/O Men	61%	13%
HHPT 1+ Ind	57%	20%
HHPT 1 Rep	56%	9%
Men W/No Chldn	56%	20%
Educ Post-Grad	54%	18%
NPP/O 18-49	51%	13%
No Children	50%	39%
Dem 18-49	49%	21%
Age 30-39	49%	14%
Women 18-49	48%	17%
Chldn <19	47%	21%
HHPT 1 Dem	46%	30%
Age 40-49	46%	17%
Inc \$0-\$50K	46%	9%
Age 18-49	46%	40%
Party Reg NPP/O	45%	25%
Men 18-49	45%	23%
College+ Men	44%	30%
Ethn Non-White	44%	30%
Ethn Latino	44%	13%
Dem Men	43%	27%
Women W/No Chldn	42%	19%
Men	42%	50%
Educ College+	42%	55%
Rep Women	41%	8%
Perm Abs Yes	40%	62%
Inc \$125K-\$250K	40%	25%
Age 18-29	40%	9%
Men 50+	39%	27%
Inc \$250K+	39%	13%
Split B	38%	51%
NPP/O 50+	38%	12%
Cell Phone Tot No	38%	15%

BANNER	Q14 NO	PERCENT OF SAMPLE
OVERALL	37%	100%
Survey Mode Phone	37%	41%
Cell Phone Yes	37%	26%
Survey Mode Online	37%	59%
Democrat	37%	54%
College+ Women	36%	23%
No Chln <19	36%	75%
Educ College Grad	36%	37%
Split A	36%	49%
Age 50-64	35%	33%
Non-College Men	35%	19%
Ethn White	33%	62%
Inc \$50K-\$90K	33%	21%
Inc \$90K-\$125K	32%	15%
Perm Abs No	32%	38%
Educ HS or Less	32%	8%
Dads	32%	29%
Women	32%	45%
Age 50+	31%	58%
Have Children	30%	57%
Educ Non-College	30%	42%
Dem Women	30%	26%
Rep 50+	30%	14%
Age 65-74	30%	17%
Educ Some College	29%	34%
Dem 50+	29%	33%
NPP/O Women	29%	10%
Republican	28%	20%
Age 65+	26%	26%
11-20 Yrs in Pfca	26%	20%
Non-College Women	25%	22%
Moms	25%	26%
HHPT 2+ Dems	21%	17%
Women 50+	21%	27%
Age 75+	21%	9%
Chldn 19+	20%	36%

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BANNER	Q14 NO	PERCENT OF SAMPLE
OVERALL	37%	100%
21-40 Yrs in Pfca	20%	30%
Rep 18-49	20%	6%
HHPT Mixed	17%	17%
Rep Men	16%	10%
41+ Yrs in Pfca	8%	16%
HHPT 2+ Repts	5%	7%

BANNER	Q15 YES	PERCENT OF SAMPLE
OVERALL	27%	100%
Inc \$250K+	47%	13%
Chldn <19	45%	21%
HHPT 2+ Dems	44%	17%
Age 75+	41%	9%
Ethn Latino	41%	13%
Rep Men	40%	10%
Age 30-39	39%	14%
Dads	37%	29%
Women 18-49	37%	17%
Non-College Men	35%	19%
Have Children	35%	57%
Educ Some College	34%	34%
HHPT Mixed	34%	17%
NPP/O Women	34%	10%
Moms	34%	26%
Men 50+	34%	27%
Educ Non-College	33%	42%
Inc \$90K-\$125K	32%	15%
NPP/O 18-49	31%	13%
Non-College Women	31%	22%
Cell Phone Yes	31%	26%
Dem Women	31%	26%
11-20 Yrs in Pfca	30%	20%
Survey Mode Phone	30%	41%
Dem 50+	29%	33%
Educ College Grad	29%	37%
Ethn White	29%	62%
Democrat	29%	54%
41+ Yrs in Pfca	28%	16%
Age 18-49	28%	40%
Educ HS or Less	28%	8%
Split B	28%	51%
Men	28%	50%
Dem 18-49	28%	21%
Chldn 19+	28%	36%

BANNER	Q15 YES	PERCENT OF SAMPLE
OVERALL	27%	100%
Dem Men	28%	27%
Women	28%	45%
HHPT 2+ Reps	27%	7%
Cell Phone Tot No	27%	15%
6-10 Yrs in Pfca	27%	17%
Perm Abs Yes	27%	62%
Perm Abs No	27%	38%
Ethn Non-White	26%	30%
Age 40-49	26%	17%
Inc \$50K-\$90K	26%	21%
Age 50-64	26%	33%
Age 50+	25%	58%
Republican	25%	20%
21-40 Yrs in Pfca	25%	30%
Rep 50+	25%	14%
Split A	25%	49%
Age 65+	25%	26%
College+ Women	25%	23%
Survey Mode Online	25%	59%
College+ Men	24%	30%
Party Reg NPP/O	24%	25%
Educ College+	23%	55%
Rep 18-49	23%	6%
0-5 Yrs in Pfca	23%	17%
No Chln <19	22%	75%
Women 50+	22%	27%
HHPT 1 Dem	21%	30%
Men 18-49	21%	23%
Inc \$125K-\$250K	21%	25%
Women W/No Chldn	21%	19%
Inc \$0-\$50K	20%	9%
HHPT 1+ Ind	19%	20%
NPP/O Men	18%	13%
Age 18-29	17%	9%
No Children	17%	39%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	Q15 YES	PERCENT OF SAMPLE
OVERALL	27%	100%
Age 65-74	16%	17%
NPP/O 50+	15%	12%
HHPT 1 Rep	15%	9%
Men W/No Chldn	13%	20%
Educ Post-Grad	11%	18%
Rep Women	11%	8%

BANNER	Q15 NO	PERCENT OF SAMPLE
OVERALL	72%	100%
Rep Women	89%	8%
Educ Post-Grad	89%	18%
HHPT 1 Rep	85%	9%
Men W/No Chldn	85%	20%
Age 18-29	83%	9%
No Children	82%	39%
NPP/O Men	82%	13%
Age 65-74	81%	17%
NPP/O 50+	79%	12%
Women W/No Chldn	79%	19%
Inc \$125K-\$250K	79%	25%
Men 18-49	79%	23%
Women 50+	78%	27%
HHPT 1+ Ind	78%	20%
Rep 18-49	77%	6%
No Chln <19	76%	75%
Inc \$0-\$50K	76%	9%
Educ College+	75%	55%
College+ Women	75%	23%
0-5 Yrs in Pfca	75%	17%
HHPT 1 Dem	75%	30%
Rep 50+	75%	14%
Republican	75%	20%
Inc \$50K-\$90K	74%	21%
Age 40-49	74%	17%
Split A	74%	49%
Ethn Non-White	74%	30%
Party Reg NPP/O	74%	25%
Age 65+	74%	26%
6-10 Yrs in Pfca	73%	17%
Survey Mode Online	73%	59%
College+ Men	73%	30%
HHPT 2+ Repts	73%	7%
Women	72%	45%
Dem 18-49	72%	21%

BANNER	Q15 NO	PERCENT OF SAMPLE
OVERALL	72%	100%
Perm Abs Yes	72%	62%
Educ HS or Less	72%	8%
Age 18-49	72%	40%
41+ Yrs in Pfca	72%	16%
Age 50+	72%	58%
Perm Abs No	71%	38%
11-20 Yrs in Pfca	70%	20%
Cell Phone Tot No	70%	15%
Chldn 19+	70%	36%
21-40 Yrs in Pfca	70%	30%
Age 50-64	70%	33%
Men	70%	50%
Democrat	69%	54%
Survey Mode Phone	69%	41%
Ethn White	69%	62%
Dem Women	69%	26%
Split B	69%	51%
Cell Phone Yes	69%	26%
Educ College Grad	69%	37%
Non-College Women	69%	22%
NPP/O 18-49	69%	13%
Inc \$90K-\$125K	68%	15%
Dem Men	68%	27%
Dem 50+	67%	33%
Moms	66%	26%
Educ Non-College	66%	42%
NPP/O Women	66%	10%
HHPT Mixed	66%	17%
Educ Some College	65%	34%
Have Children	64%	57%
Women 18-49	63%	17%
Non-College Men	63%	19%
Men 50+	62%	27%
Age 30-39	61%	14%
Dads	60%	29%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	Q15 NO	PERCENT OF SAMPLE
OVERALL	72%	100%
Rep Men	60%	10%
Ethn Latino	59%	13%
Age 75+	59%	9%
HHPT 2+ Dems	56%	17%
Chldn <19	55%	21%
Inc \$250K+	53%	13%

BANNER	Q19 TOTAL YES	PERCENT OF SAMPLE
OVERALL	63%	100%
0-5 Yrs in Pfca	83%	18%
Ethn Latino	82%	12%
Women 18-49	80%	18%
Dem 18-49	79%	20%
HHPT 1 Dem	79%	32%
Cell Phone Yes	77%	27%
Dem Women	76%	32%
College+ Women	75%	30%
Men W/No Chldn	74%	17%
Survey Mode Phone	74%	44%
Democrat	72%	57%
Age 30-39	72%	12%
Inc \$50K-\$90K	72%	18%
Women W/No Chldn	71%	16%
No Children	71%	34%
Age 18-49	70%	40%
Dem Men	70%	24%
Age 40-49	69%	17%
Ethn Non-White	69%	27%
Cell Phone Tot No	69%	17%
Age 18-29	69%	11%
Dem 50+	69%	37%
HHPT 2+ Dems	69%	16%
Educ Post-Grad	68%	26%
Educ College+	68%	62%
Educ College Grad	67%	36%
Women	67%	50%
6-10 Yrs in Pfca	66%	16%
Inc \$90K-\$125K	66%	17%
Perm Abs No	66%	35%
NPP/O Men	66%	14%
Inc \$0-\$50K	66%	11%
Moms	65%	32%
Chldn <19	65%	27%
Men 18-49	65%	21%

BANNER	Q19 TOTAL YES	PERCENT OF SAMPLE
OVERALL	63%	100%
Ethn White	64%	64%
NPP/O 18-49	64%	15%
Split B	64%	50%
Inc \$250K+	64%	11%
College+ Men	63%	29%
No Chln <19	63%	69%
11-20 Yrs in Pfca	63%	19%
Men	62%	46%
Split A	62%	50%
Inc \$125K-\$250K	62%	24%
Age 65-74	62%	18%
Non-College Men	61%	16%
HHPT 1+ Ind	61%	21%
Perm Abs Yes	61%	65%
Men 50+	60%	25%
Women 50+	60%	31%
21-40 Yrs in Pfca	59%	29%
Have Children	59%	62%
Age 50-64	58%	33%
Age 50+	58%	59%
Party Reg NPP/O	57%	27%
Educ HS or Less	57%	7%
Age 65+	57%	26%
Chldn 19+	56%	34%
Educ Non-College	55%	34%
Dads	55%	28%
Educ Some College	55%	28%
NPP/O Women	54%	11%
Survey Mode Online	54%	56%
Rep 18-49	52%	5%
Non-College Women	52%	18%
NPP/O 50+	50%	12%
Age 75+	48%	8%
Rep Women	47%	7%
HHPT Mixed	46%	18%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	Q19 TOTAL YES	PERCENT OF SAMPLE
OVERALL	63%	100%
HHPT 2+ Reps	45%	5%
41+ Yrs in Pfca	44%	17%
HHPT 1 Rep	39%	7%
Republican	38%	16%
Rep Men	33%	8%
Rep 50+	28%	10%

BANNER	Q19 TOTAL NO	PERCENT OF SAMPLE
OVERALL	33%	100%
Rep Men	64%	8%
Rep 50+	63%	10%
Republican	55%	16%
HHPT Mixed	52%	18%
HHPT 2+ Repts	50%	5%
HHPT 1 Rep	49%	7%
41+ Yrs in Pfca	49%	17%
Dads	44%	28%
Rep Women	43%	7%
NPP/O 50+	43%	12%
Rep 18-49	43%	5%
Survey Mode Online	40%	56%
Age 75+	40%	8%
Party Reg NPP/O	39%	27%
Chldn 19+	38%	34%
Men 50+	38%	25%
Educ Some College	37%	28%
Non-College Women	37%	18%
Educ Non-College	37%	34%
Have Children	37%	62%
Age 65+	37%	26%
Age 50+	36%	59%
NPP/O Women	36%	11%
Inc \$250K+	36%	11%
Age 50-64	36%	33%
Non-College Men	36%	16%
Educ HS or Less	36%	7%
Men	36%	46%
HHPT 1+ Ind	35%	21%
Perm Abs Yes	35%	65%
Age 65-74	35%	18%
NPP/O 18-49	35%	15%
Split A	35%	50%
21-40 Yrs in Pfca	35%	29%
College+ Men	34%	29%

BANNER	Q19 TOTAL NO	PERCENT OF SAMPLE
OVERALL	33%	100%
Inc \$125K-\$250K	34%	24%
NPP/O Men	34%	14%
Chldn <19	34%	27%
Men 18-49	33%	21%
11-20 Yrs in Pfca	33%	19%
Inc \$90K-\$125K	32%	17%
Ethn White	32%	64%
Women 50+	32%	31%
Inc \$0-\$50K	31%	11%
Age 18-29	31%	11%
Split B	31%	50%
No Chln <19	31%	69%
6-10 Yrs in Pfca	31%	16%
Educ Post-Grad	30%	26%
Educ College+	29%	62%
Educ College Grad	29%	36%
Moms	29%	32%
Cell Phone Tot No	29%	17%
Perm Abs No	28%	35%
HHPT 2+ Dems	28%	16%
Age 18-49	28%	40%
Dem Men	27%	24%
Age 40-49	27%	17%
Dem 50+	27%	37%
Women	26%	50%
Ethn Non-White	26%	27%
Age 30-39	25%	12%
Democrat	24%	57%
No Children	24%	34%
Survey Mode Phone	23%	44%
Men W/No Chldn	22%	17%
Women W/No Chldn	22%	16%
Inc \$50K-\$90K	22%	18%
College+ Women	20%	30%
Cell Phone Yes	20%	27%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
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BANNER	Q19 TOTAL NO	PERCENT OF SAMPLE
OVERALL	33%	100%
Dem Women	19%	32%
Dem 18-49	18%	20%
Women 18-49	17%	18%
HHPT 1 Dem	16%	32%
0-5 Yrs in Pfca	16%	18%
Ethn Latino	15%	12%

BANNER OVERALL	Q19 DK/NA 4%	PERCENT OF SAMPLE 100%
HHPT 1 Rep	12%	7%
Age 75+	12%	8%
Non-College Women	11%	18%
Rep Women	10%	7%
NPP/O Women	9%	11%
Rep 50+	9%	10%
Women 50+	9%	31%
Educ Some College	8%	28%
Educ Non-College	8%	34%
41+ Yrs in Pfca	8%	17%
Republican	7%	16%
NPP/O 50+	7%	12%
Educ HS or Less	7%	7%
Inc \$50K-\$90K	7%	18%
Women	7%	50%
Women W/No Chldn	7%	16%
Moms	6%	32%
Age 65+	6%	26%
Chldn 19+	6%	34%
Perm Abs No	6%	35%
Survey Mode Online	6%	56%
21-40 Yrs in Pfca	6%	29%
Age 50+	6%	59%
No Chln <19	6%	69%
Age 50-64	6%	33%
No Children	5%	34%
Split B	5%	50%
HHPT 1 Dem	5%	32%
Rep 18-49	5%	5%
Dem Women	5%	32%
HHPT 2+ Reprs	5%	5%
Ethn Non-White	5%	27%
Dem 50+	5%	37%
11-20 Yrs in Pfca	4%	19%
Inc \$125K-\$250K	4%	24%

BANNER OVERALL	Q19 DK/NA 4%	PERCENT OF SAMPLE 100%
College+ Women	4%	30%
Democrat	4%	57%
Have Children	4%	62%
Ethn White	4%	64%
Party Reg NPP/O	4%	27%
Perm Abs Yes	4%	65%
Age 40-49	4%	17%
Educ College Grad	4%	36%
Split A	4%	50%
Men W/No Chldn	4%	17%
HHPT 1+ Ind	4%	21%
HHPT 2+ Dems	4%	16%
Age 65-74	3%	18%
Rep Men	3%	8%
Dem Men	3%	24%
6-10 Yrs in Pfca	3%	16%
Educ College+	3%	62%
Inc \$0-\$50K	3%	11%
Ethn Latino	3%	12%
Cell Phone Yes	3%	27%
Survey Mode Phone	3%	44%
Non-College Men	2%	16%
Dem 18-49	2%	20%
Women 18-49	2%	18%
Cell Phone Tot No	2%	17%
Age 30-39	2%	12%
Age 18-49	2%	40%
Men 50+	2%	25%
Men 18-49	2%	21%
Men	2%	46%
Educ Post-Grad	2%	26%
College+ Men	2%	29%
Inc \$90K-\$125K	2%	17%
HHPT Mixed	2%	18%
Dads	1%	28%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
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BANNER	Q19 DK/NA	PERCENT OF SAMPLE
OVERALL	4%	100%
Chldn <19	1%	27%
NPP/O 18-49	1%	15%
0-5 Yrs in Pfca	1%	18%
Inc \$250K+	0%	11%
Age 18-29	0%	11%
NPP/O Men	0%	14%

BANNER	Q19 POS SOFT	PERCENT OF SAMPLE
OVERALL	23%	100%
Rep Women	30%	7%
Age 75+	29%	8%
Ethn Latino	29%	12%
NPP/O Women	28%	11%
Inc \$50K-\$90K	28%	18%
Age 30-39	28%	12%
Non-College Women	27%	18%
41+ Yrs in Pfca	27%	17%
Age 65+	27%	26%
NPP/O 50+	26%	12%
Moms	26%	32%
Educ Some College	26%	28%
Educ Non-College	26%	34%
Educ HS or Less	26%	7%
11-20 Yrs in Pfca	26%	19%
Women 50+	26%	31%
HHPT 1 Rep	26%	7%
Age 65-74	26%	18%
Men W/No Chldn	25%	17%
HHPT 1 Dem	25%	32%
Cell Phone Yes	25%	27%
Women	25%	50%
Party Reg NPP/O	24%	27%
Dem 50+	24%	37%
HHPT 1+ Ind	24%	21%
College+ Women	24%	30%
Split B	24%	50%
Non-College Men	24%	16%
Survey Mode Phone	24%	44%
Ethn Non-White	24%	27%
Rep 18-49	24%	5%
No Children	24%	34%
Age 50+	24%	59%
Perm Abs No	23%	35%
NPP/O 18-49	23%	15%

BANNER	Q19 POS SOFT	PERCENT OF SAMPLE
OVERALL	23%	100%
No Chln <19	23%	69%
Educ College Grad	23%	36%
HHPT 2+ Dems	23%	16%
Dem Men	23%	24%
6-10 Yrs in Pfca	23%	16%
Chldn 19+	23%	34%
Ethn White	23%	64%
NPP/O Men	22%	14%
Perm Abs Yes	22%	65%
Democrat	22%	57%
HHPT 2+ Reps	22%	5%
Dem Women	22%	32%
Cell Phone Tot No	22%	17%
Have Children	22%	62%
Women W/No Chldn	22%	16%
Women 18-49	22%	18%
Survey Mode Online	22%	56%
Inc \$0-\$50K	22%	11%
Educ College+	22%	62%
Split A	21%	50%
Chldn <19	21%	27%
Age 50-64	21%	33%
Republican	21%	16%
Men 50+	21%	25%
Inc \$125K-\$250K	21%	24%
Men	21%	46%
Inc \$90K-\$125K	21%	17%
Age 18-49	21%	40%
Men 18-49	21%	21%
21-40 Yrs in Pfca	21%	29%
Age 40-49	20%	17%
College+ Men	19%	29%
Educ Post-Grad	19%	26%
Inc \$250K+	19%	11%
0-5 Yrs in Pfca	18%	18%

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BANNER	Q19 POS SOFT	PERCENT OF SAMPLE
OVERALL	23%	100%
Dem 18-49	18%	20%
Rep 50+	18%	10%
Dads	17%	28%
HHPT Mixed	15%	18%
Age 18-29	14%	11%
Rep Men	13%	8%

BANNER	Q21	PERCENT
OVERALL	TOTAL YES	OF SAMPLE
	59%	100%
0-5 Yrs in Pfca	84%	18%
Ethn Latino	79%	12%
Women 18-49	77%	18%
Cell Phone Yes	74%	27%
Dem 18-49	74%	20%
HHPT 1 Dem	74%	32%
College+ Women	72%	30%
Dem Women	72%	32%
Survey Mode Phone	72%	44%
Men W/No Chldn	71%	17%
Age 30-39	70%	12%
Women W/No Chldn	69%	16%
Democrat	69%	57%
No Children	68%	34%
Inc \$50K-\$90K	67%	18%
Age 18-49	67%	40%
Dem Men	67%	24%
Cell Phone Tot No	67%	17%
Age 40-49	66%	17%
Ethn Non-White	66%	27%
NPP/O Men	66%	14%
Educ Post-Grad	66%	26%
Dem 50+	66%	37%
HHPT 2+ Dems	66%	16%
Age 18-29	66%	11%
Educ College+	65%	62%
Inc \$90K-\$125K	65%	17%
Educ College Grad	65%	36%
NPP/O 18-49	64%	15%
Women	63%	50%
Chldn <19	63%	27%
College+ Men	62%	29%
Men 18-49	62%	21%
Perm Abs No	61%	35%
Split B	61%	50%

BANNER	Q21	PERCENT
OVERALL	TOTAL YES	OF SAMPLE
	59%	100%
Inc \$0-\$50K	61%	11%
Ethn White	61%	64%
Moms	60%	32%
Men	60%	46%
Inc \$125K-\$250K	60%	24%
No Chln <19	59%	69%
HHPT 1+ Ind	59%	21%
Men 50+	59%	25%
6-10 Yrs in Pfca	59%	16%
Perm Abs Yes	58%	65%
Non-College Men	58%	16%
11-20 Yrs in Pfca	58%	19%
Inc \$250K+	58%	11%
Split A	57%	50%
21-40 Yrs in Pfca	57%	29%
Age 50-64	56%	33%
Party Reg NPP/O	56%	27%
Have Children	56%	62%
Educ HS or Less	55%	7%
Women 50+	55%	31%
Age 65-74	55%	18%
NPP/O Women	54%	11%
Age 50+	54%	59%
Dads	54%	28%
Age 65+	51%	26%
Chldn 19+	51%	34%
Educ Non-College	50%	34%
Survey Mode Online	49%	56%
Educ Some College	49%	28%
Rep 18-49	49%	5%
NPP/O 50+	47%	12%
Non-College Women	46%	18%
Age 75+	44%	8%
HHPT Mixed	44%	18%
41+ Yrs in Pfca	41%	17%

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BANNER	Q21 TOTAL YES	PERCENT OF SAMPLE
OVERALL	59%	100%
HHPT 2+ Reps	38%	5%
Rep Women	37%	7%
HHPT 1 Rep	32%	7%
Republican	31%	16%
Rep Men	29%	8%
Rep 50+	21%	10%

BANNER	Q21	PERCENT
OVERALL	TOTAL NO	OF SAMPLE
	36%	100%
Rep Men	69%	8%
Rep 50+	68%	10%
Republican	62%	16%
HHPT 1 Rep	58%	7%
HHPT 2+ Repts	57%	5%
HHPT Mixed	54%	18%
Rep Women	53%	7%
41+ Yrs in Pfca	52%	17%
Rep 18-49	51%	5%
NPP/O 50+	46%	12%
Dads	45%	28%
Survey Mode Online	45%	56%
Educ Some College	43%	28%
Chldn 19+	43%	34%
Age 75+	42%	8%
Non-College Women	42%	18%
Educ Non-College	41%	34%
Party Reg NPP/O	41%	27%
NPP/O Women	40%	11%
Have Children	40%	62%
Non-College Men	40%	16%
Inc \$250K+	39%	11%
Men 50+	39%	25%
Age 50-64	39%	33%
Age 50+	39%	59%
Age 65+	39%	26%
Inc \$125K-\$250K	38%	24%
Split A	38%	50%
21-40 Yrs in Pfca	38%	29%
Men	38%	46%
Men 18-49	37%	21%
College+ Men	37%	29%
11-20 Yrs in Pfca	37%	19%
Age 65-74	37%	18%
Perm Abs Yes	37%	65%

BANNER	Q21	PERCENT
OVERALL	TOTAL NO	OF SAMPLE
	36%	100%
HHPT 1+ Ind	37%	21%
NPP/O 18-49	36%	15%
Chldn <19	35%	27%
6-10 Yrs in Pfca	35%	16%
No Chln <19	35%	69%
Women 50+	35%	31%
Ethn White	35%	64%
Inc \$0-\$50K	34%	11%
Age 18-29	34%	11%
NPP/O Men	34%	14%
Educ College Grad	34%	36%
Inc \$90K-\$125K	34%	17%
Educ HS or Less	33%	7%
Moms	33%	32%
Split B	33%	50%
Perm Abs No	33%	35%
Age 40-49	33%	17%
Educ College+	32%	62%
Ethn Non-White	31%	27%
Age 18-49	31%	40%
Dem Men	30%	24%
HHPT 2+ Dems	30%	16%
Women	30%	50%
Educ Post-Grad	30%	26%
Cell Phone Tot No	28%	17%
Dem 50+	28%	37%
No Children	27%	34%
Men W/No Chldn	27%	17%
Democrat	26%	57%
Inc \$50K-\$90K	26%	18%
Age 30-39	25%	12%
Women W/No Chldn	25%	16%
Survey Mode Phone	24%	44%
College+ Women	24%	30%
Dem 18-49	22%	20%

BANNER	Q21 TOTAL NO	PERCENT OF SAMPLE
OVERALL	36%	100%
Cell Phone Yes	22%	27%
Ethn Latino	21%	12%
Dem Women	20%	32%
Women 18-49	20%	18%
HHPT 1 Dem	19%	32%
0-5 Yrs in Pfca	16%	18%

BANNER	Q21 DK/NA	PERCENT OF SAMPLE
OVERALL	5%	100%
Age 75+	14%	8%
Non-College Women	13%	18%
Educ HS or Less	12%	7%
Rep 50+	11%	10%
Rep Women	10%	7%
Age 65+	10%	26%
Women 50+	10%	31%
HHPT 1 Rep	9%	7%
Educ Non-College	9%	34%
Age 65-74	8%	18%
Educ Some College	8%	28%
NPP/O 50+	8%	12%
Dem Women	8%	32%
Women	8%	50%
41+ Yrs in Pfca	8%	17%
Age 50+	7%	59%
HHPT 1 Dem	7%	32%
Republican	7%	16%
Moms	7%	32%
Inc \$50K-\$90K	7%	18%
Chldn 19+	7%	34%
6-10 Yrs in Pfca	6%	16%
Dem 50+	6%	37%
Survey Mode Online	6%	56%
Perm Abs No	6%	35%
Women W/No Chldn	6%	16%
Split B	6%	50%
Democrat	6%	57%
No Chln <19	5%	69%
NPP/O Women	5%	11%
11-20 Yrs in Pfca	5%	19%
Age 50-64	5%	33%
21-40 Yrs in Pfca	5%	29%
Ethn White	5%	64%
HHPT 2+ Reps	5%	5%

BANNER	Q21 DK/NA	PERCENT OF SAMPLE
OVERALL	5%	100%
Perm Abs Yes	5%	65%
Educ Post-Grad	5%	26%
Have Children	5%	62%
Age 30-39	5%	12%
Cell Phone Tot No	5%	17%
Inc \$0-\$50K	4%	11%
Split A	4%	50%
No Children	4%	34%
HHPT 2+ Dems	4%	16%
Survey Mode Phone	4%	44%
Cell Phone Yes	4%	27%
HHPT 1+ Ind	4%	21%
Dem 18-49	4%	20%
College+ Women	4%	30%
Party Reg NPP/O	3%	27%
Inc \$250K+	3%	11%
Women 18-49	3%	18%
Ethn Non-White	3%	27%
Educ College+	3%	62%
HHPT Mixed	2%	18%
Non-College Men	2%	16%
Dem Men	2%	24%
Chldn <19	2%	27%
Men 50+	2%	25%
Men W/No Chldn	2%	17%
Rep Men	2%	8%
Inc \$125K-\$250K	2%	24%
Age 18-49	2%	40%
Men	2%	46%
Educ College Grad	1%	36%
Age 40-49	1%	17%
Inc \$90K-\$125K	1%	17%
Men 18-49	1%	21%
Dads	1%	28%
College+ Men	1%	29%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	Q21 DK/NA	PERCENT OF SAMPLE
OVERALL	5%	100%
0-5 Yrs in Pfca	0%	18%
Ethn Latino	0%	12%
Age 18-29	0%	11%
NPP/O Men	0%	14%
NPP/O 18-49	0%	15%
Rep 18-49	0%	5%

BANNER	Q21 POS SOFT	PERCENT OF SAMPLE
OVERALL	22%	100%
Age 75+	28%	8%
Age 30-39	28%	12%
Age 65+	27%	26%
Age 65-74	27%	18%
NPP/O Women	27%	11%
College+ Women	26%	30%
Dem 50+	26%	37%
Moms	26%	32%
NPP/O 50+	26%	12%
Women 50+	26%	31%
Rep Women	26%	7%
HHPT 2+ Dems	25%	16%
41+ Yrs in Pfca	25%	17%
HHPT 1 Rep	25%	7%
Age 50+	25%	59%
HHPT 1 Dem	25%	32%
HHPT 1+ Ind	25%	21%
Women	25%	50%
Men 50+	24%	25%
Educ HS or Less	24%	7%
Inc \$50K-\$90K	24%	18%
Dem Women	24%	32%
Age 50-64	23%	33%
Educ Post-Grad	23%	26%
Cell Phone Yes	23%	27%
Non-College Men	23%	16%
Split B	23%	50%
11-20 Yrs in Pfca	23%	19%
Women 18-49	23%	18%
Party Reg NPP/O	23%	27%
Educ Non-College	23%	34%
Inc \$125K-\$250K	23%	24%
Survey Mode Phone	23%	44%
Perm Abs No	23%	35%
Ethn White	22%	64%

BANNER	Q21 POS SOFT	PERCENT OF SAMPLE
OVERALL	22%	100%
Educ Some College	22%	28%
Chldn 19+	22%	34%
Democrat	22%	57%
Have Children	22%	62%
Inc \$0-\$50K	22%	11%
Chldn <19	22%	27%
Cell Phone Tot No	22%	17%
Non-College Women	22%	18%
Inc \$90K-\$125K	22%	17%
Educ College+	21%	62%
Perm Abs Yes	21%	65%
No Chln <19	21%	69%
Survey Mode Online	21%	56%
Dem Men	21%	24%
NPP/O Men	21%	14%
Split A	21%	50%
NPP/O 18-49	21%	15%
0-5 Yrs in Pfca	21%	18%
21-40 Yrs in Pfca	20%	29%
Ethn Non-White	20%	27%
Women W/No Chldn	20%	16%
Educ College Grad	20%	36%
No Children	20%	34%
HHPT 2+ Repts	20%	5%
Men W/No Chldn	20%	17%
Rep 50+	20%	10%
Men	19%	46%
Ethn Latino	19%	12%
Republican	19%	16%
6-10 Yrs in Pfca	18%	16%
Dads	17%	28%
Age 18-49	17%	40%
College+ Men	17%	29%
Rep 18-49	16%	5%
Age 40-49	15%	17%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	Q21 POS SOFT	PERCENT OF SAMPLE
OVERALL	22%	100%
Dem 18-49	15%	20%
Men 18-49	13%	21%
Inc \$250K+	12%	11%
Rep Men	12%	8%
HHPT Mixed	10%	18%
Age 18-29	9%	11%

BANNER	TARGET CONS YES	PERCENT OF SAMPLE
OVERALL	50%	100%
0-5 Yrs in Pfca	75%	18%
Dem 18-49	67%	20%
Women 18-49	67%	18%
Ethn Latino	66%	12%
Cell Phone Yes	65%	27%
HHPT 1 Dem	64%	32%
Age 18-29	64%	11%
College+ Women	61%	30%
Dem Women	61%	32%
Men W/No Chldn	60%	17%
Dem Men	60%	24%
Educ Post-Grad	60%	26%
Survey Mode Phone	60%	44%
Democrat	59%	57%
HHPT 2+ Dems	59%	16%
Age 18-49	59%	40%
Age 40-49	58%	17%
College+ Men	58%	29%
Educ College+	58%	62%
No Children	57%	34%
Women W/No Chldn	57%	16%
Educ College Grad	56%	36%
NPP/O 18-49	56%	15%
Inc \$50K-\$90K	55%	18%
Ethn Non-White	55%	27%
Age 30-39	55%	12%
Dem 50+	55%	37%
NPP/O Men	55%	14%
Inc \$125K-\$250K	54%	24%
Perm Abs No	54%	35%
Men 18-49	54%	21%
Inc \$90K-\$125K	53%	17%
Chldn <19	53%	27%
11-20 Yrs in Pfca	53%	19%
Women	52%	50%

BANNER	TARGET CONS YES	PERCENT OF SAMPLE
OVERALL	50%	100%
Men	52%	46%
Ethn White	51%	64%
Cell Phone Tot No	51%	17%
Split B	51%	50%
Inc \$250K+	50%	11%
HHPT 1+ Ind	50%	21%
Men 50+	50%	25%
Moms	50%	32%
No Chln <19	50%	69%
Split A	49%	50%
Inc \$0-\$50K	49%	11%
6-10 Yrs in Pfca	49%	16%
Perm Abs Yes	47%	65%
Have Children	47%	62%
Party Reg NPP/O	47%	27%
Age 50-64	47%	33%
Dads	46%	28%
NPP/O Women	46%	11%
Age 50+	44%	59%
21-40 Yrs in Pfca	44%	29%
Women 50+	43%	31%
Chldn 19+	43%	34%
Survey Mode Online	42%	56%
Age 75+	41%	8%
Non-College Men	41%	16%
Age 65+	41%	26%
Age 65-74	41%	18%
Educ HS or Less	40%	7%
Educ Non-College	37%	34%
Educ Some College	37%	28%
NPP/O 50+	36%	12%
Non-College Women	35%	18%
HHPT Mixed	35%	18%
Rep 18-49	33%	5%
41+ Yrs in Pfca	32%	17%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	TARGET CONS YES	PERCENT OF SAMPLE
OVERALL	50%	100%
HHPT 2+ Reps	28%	5%
Rep Women	23%	7%
Rep Men	21%	8%
Republican	21%	16%
HHPT 1 Rep	17%	7%
Rep 50+	15%	10%

BANNER OVERALL	TARGET CONS NO 26%	PERCENT OF SAMPLE 100%
Rep 50+	51%	10%
Rep Men	43%	8%
HHPT Mixed	42%	18%
41+ Yrs in Pfca	42%	17%
NPP/O 50+	39%	12%
HHPT 1 Rep	37%	7%
Republican	37%	16%
Party Reg NPP/O	35%	27%
Age 75+	34%	8%
Non-College Men	33%	16%
Survey Mode Online	33%	56%
Dads	33%	28%
NPP/O Men	32%	14%
NPP/O Women	32%	11%
Men 50+	31%	25%
NPP/O 18-49	31%	15%
Educ Some College	31%	28%
HHPT 1+ Ind	31%	21%
Educ Non-College	31%	34%
Age 65+	30%	26%
Age 50+	29%	59%
Men	29%	46%
Chldn 19+	29%	34%
Age 65-74	29%	18%
21-40 Yrs in Pfca	29%	29%
Non-College Women	29%	18%
Have Children	28%	62%
Educ HS or Less	28%	7%
Age 50-64	28%	33%
Inc \$90K-\$125K	27%	17%
Perm Abs Yes	27%	65%
Split A	27%	50%
Inc \$125K-\$250K	27%	24%
Chldn <19	27%	27%
Men 18-49	27%	21%

BANNER OVERALL	TARGET CONS NO 26%	PERCENT OF SAMPLE 100%
College+ Men	26%	29%
Rep Women	26%	7%
Ethn White	26%	64%
Inc \$0-\$50K	25%	11%
Women 50+	25%	31%
HHPT 2+ Dems	25%	16%
No Chln <19	25%	69%
Split B	25%	50%
6-10 Yrs in Pfca	24%	16%
11-20 Yrs in Pfca	24%	19%
HHPT 2+ Reps	23%	5%
Perm Abs No	23%	35%
Educ College Grad	23%	36%
Educ College+	23%	62%
Age 40-49	23%	17%
Dem Men	23%	24%
Moms	23%	32%
Educ Post-Grad	23%	26%
Inc \$250K+	23%	11%
Age 30-39	23%	12%
Men W/No Chldn	22%	17%
Age 18-49	22%	40%
Ethn Non-White	21%	27%
No Children	21%	34%
Women	20%	50%
Age 18-29	20%	11%
Dem 50+	20%	37%
Cell Phone Tot No	19%	17%
Democrat	19%	57%
Inc \$50K-\$90K	18%	18%
Dem 18-49	17%	20%
Survey Mode Phone	17%	44%
Women W/No Chldn	17%	16%
College+ Women	16%	30%
Cell Phone Yes	15%	27%

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PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	TARGET CONS NO	PERCENT OF SAMPLE
OVERALL	26%	100%
Dem Women	15%	32%
Rep 18-49	13%	5%
Women 18-49	13%	18%
HHPT 1 Dem	12%	32%
0-5 Yrs in Pfca	11%	18%
Ethn Latino	11%	12%

BANNER	TARGET SWING	PERCENT OF SAMPLE
OVERALL	24%	100%
Rep 18-49	53%	5%
Rep Women	52%	7%
HHPT 2+ Reps	48%	5%
HHPT 1 Rep	46%	7%
Republican	43%	16%
Non-College Women	36%	18%
Rep Men	36%	8%
Rep 50+	35%	10%
Educ Some College	32%	28%
Educ Non-College	32%	34%
Educ HS or Less	32%	7%
Women 50+	31%	31%
Cell Phone Tot No	30%	17%
Age 65-74	30%	18%
Chldn 19+	29%	34%
Age 65+	29%	26%
Women	28%	50%
21-40 Yrs in Pfca	27%	29%
Moms	27%	32%
6-10 Yrs in Pfca	27%	16%
Inc \$250K+	27%	11%
Age 50+	27%	59%
41+ Yrs in Pfca	27%	17%
Women W/No Chldn	27%	16%
Inc \$50K-\$90K	26%	18%
Inc \$0-\$50K	25%	11%
No Chln <19	25%	69%
Non-College Men	25%	16%
Perm Abs Yes	25%	65%
Dem 50+	25%	37%
Age 50-64	25%	33%
Age 75+	25%	8%
Split B	25%	50%
Have Children	25%	62%
Survey Mode Online	25%	56%

BANNER	TARGET SWING	PERCENT OF SAMPLE
OVERALL	24%	100%
NPP/O 50+	24%	12%
Dem Women	24%	32%
HHPT 1 Dem	24%	32%
Survey Mode Phone	24%	44%
Split A	24%	50%
Ethn Latino	23%	12%
Ethn White	23%	64%
11-20 Yrs in Pfca	23%	19%
Ethn Non-White	23%	27%
HHPT Mixed	23%	18%
College+ Women	22%	30%
Perm Abs No	22%	35%
Age 30-39	22%	12%
NPP/O Women	22%	11%
No Children	22%	34%
Democrat	22%	57%
Educ College Grad	21%	36%
Dads	20%	28%
Chldn <19	20%	27%
Women 18-49	20%	18%
Cell Phone Yes	20%	27%
Inc \$90K-\$125K	20%	17%
Educ College+	20%	62%
Men 18-49	19%	21%
Age 40-49	19%	17%
Men	19%	46%
Age 18-49	19%	40%
HHPT 1+ Ind	19%	21%
Inc \$125K-\$250K	19%	24%
Party Reg NPP/O	18%	27%
Men 50+	18%	25%
Educ Post-Grad	18%	26%
Men W/No Chldn	18%	17%
Dem Men	17%	24%
College+ Men	16%	29%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	TARGET SWING	PERCENT OF SAMPLE
OVERALL	24%	100%
Age 18-29	16%	11%
HHPT 2+ Dems	16%	16%
Dem 18-49	15%	20%
0-5 Yrs in Pfca	14%	18%
NPP/O Men	13%	14%
NPP/O 18-49	13%	15%

BANNER	TARGET		PERCENT OF SAMPLE
	AFT	INF POS	
OVERALL	6%		100%
Non-College Men	15%		16%
Rep Men	12%		8%
HHPT 1 Rep	11%		7%
Educ Some College	11%		28%
Educ Non-College	10%		34%
Inc \$50K-\$90K	9%		18%
Educ HS or Less	9%		7%
Rep 18-49	9%		5%
Republican	9%		16%
Men 50+	9%		25%
Cell Phone Tot No	9%		17%
Inc \$0-\$50K	9%		11%
41+ Yrs in Pfca	8%		17%
NPP/O 50+	8%		12%
Chldn 19+	8%		34%
Age 50-64	8%		33%
Dads	7%		28%
6-10 Yrs in Pfca	7%		16%
Men W/No Chldn	7%		17%
Men	7%		46%
HHPT 2+ Reps	7%		5%
Have Children	7%		62%
HHPT Mixed	7%		18%
Ethn White	7%		64%
Rep Women	7%		7%
Dem 50+	7%		37%
Age 50+	7%		59%
Age 65-74	7%		18%
Survey Mode Phone	6%		44%
Dem Men	6%		24%
Moms	6%		32%
21-40 Yrs in Pfca	6%		29%
NPP/O Men	6%		14%
Split B	6%		50%
Perm Abs Yes	6%		65%

BANNER	TARGET		PERCENT OF SAMPLE
	AFT	INF POS	
OVERALL	6%		100%
No Chln <19	6%		69%
11-20 Yrs in Pfca	6%		19%
Split A	6%		50%
Perm Abs No	6%		35%
Chldn <19	6%		27%
Survey Mode Online	5%		56%
Non-College Women	5%		18%
Democrat	5%		57%
HHPT 2+ Dems	5%		16%
Age 65+	5%		26%
HHPT 1 Dem	5%		32%
Cell Phone Yes	5%		27%
Party Reg NPP/O	5%		27%
Educ College Grad	5%		36%
HHPT 1+ Ind	5%		21%
Rep 50+	5%		10%
Age 18-29	5%		11%
Inc \$250K+	4%		11%
Dem Women	4%		32%
Men 18-49	4%		21%
Women	4%		50%
Women 50+	4%		31%
No Children	4%		34%
College+ Men	3%		29%
Ethn Non-White	3%		27%
College+ Women	3%		30%
Educ College+	3%		62%
Age 18-49	3%		40%
Dem 18-49	3%		20%
Age 40-49	3%		17%
Ethn Latino	3%		12%
Women 18-49	2%		18%
Inc \$125K-\$250K	2%		24%
0-5 Yrs in Pfca	2%		18%
Age 30-39	2%		12%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	TARGET		PERCENT OF SAMPLE
	AFT	INF POS MVR	
OVERALL	6%		100%
Age 75+	2%		8%
NPP/O Women	2%		11%
NPP/O 18-49	1%		15%
Inc \$90K-\$125K	1%		17%
Educ Post-Grad	1%		26%
Women W/No Chldn	0%		16%

BANNER	TARGET	PERCENT
OVERALL	INT/POS MVRs	OF SAMPLE
	6%	100%
Non-College Men	15%	16%
Inc \$0-\$50K	14%	11%
Educ Some College	12%	28%
Inc \$50K-\$90K	12%	18%
6-10 Yrs in Pfca	12%	16%
HHPT 1 Rep	11%	7%
Educ Non-College	11%	34%
Age 65-74	11%	18%
NPP/O 50+	10%	12%
HHPT 2+ Reps	10%	5%
Men W/No Chldn	9%	17%
Rep Women	9%	7%
Cell Phone Tot No	9%	17%
Chldn 19+	9%	34%
Republican	8%	16%
Rep Men	8%	8%
Men 50+	8%	25%
Rep 50+	8%	10%
Non-College Women	7%	18%
No Chln <19	7%	69%
Split B	7%	50%
21-40 Yrs in Pfca	7%	29%
Age 65+	7%	26%
NPP/O Men	7%	14%
Survey Mode Phone	7%	44%
Age 50+	7%	59%
Men	7%	46%
Have Children	7%	62%
Age 50-64	7%	33%
Ethn Latino	7%	12%
Moms	7%	32%
Perm Abs No	7%	35%
HHPT 1+ Ind	7%	21%
Educ HS or Less	7%	7%
Ethn White	7%	64%

BANNER	TARGET	PERCENT
OVERALL	INT/POS MVRs	OF SAMPLE
	6%	100%
Dem Men	6%	24%
Age 40-49	6%	17%
Party Reg NPP/O	6%	27%
HHPT 1 Dem	6%	32%
Perm Abs Yes	6%	65%
No Children	6%	34%
Ethn Non-White	6%	27%
Dem 18-49	6%	20%
HHPT 2+ Dems	6%	16%
Democrat	6%	57%
Survey Mode Online	6%	56%
41+ Yrs in Pfca	6%	17%
Dem 50+	6%	37%
Dads	6%	28%
Cell Phone Yes	6%	27%
11-20 Yrs in Pfca	6%	19%
Women 50+	5%	31%
Split A	5%	50%
Women	5%	50%
Dem Women	5%	32%
Men 18-49	5%	21%
Chldn <19	5%	27%
Educ College Grad	5%	36%
Age 30-39	5%	12%
Age 18-49	5%	40%
Inc \$250K+	4%	11%
College+ Women	4%	30%
Women 18-49	4%	18%
Educ College+	4%	62%
HHPT Mixed	4%	18%
NPP/O Women	4%	11%
NPP/O 18-49	3%	15%
Women W/No Chldn	3%	16%
Rep 18-49	3%	5%
Educ Post-Grad	3%	26%

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BANNER	TARGET	PERCENT
	INT/POS MVRs	OF SAMPLE
OVERALL	6%	100%
College+ Men	3%	29%
Inc \$90K-\$125K	3%	17%
Inc \$125K-\$250K	2%	24%
0-5 Yrs in Pfca	2%	18%
Age 18-29	2%	11%
Age 75+	0%	8%

BANNER	TARGET	PERCENT
	1ST/LST POS	OF SAMPLE
OVERALL	5%	100%
Inc \$0-\$50K	12%	11%
Non-College Men	12%	16%
Inc \$50K-\$90K	10%	18%
6-10 Yrs in Pfca	8%	16%
NPP/O 50+	8%	12%
Men W/No Chldn	8%	17%
Age 65-74	8%	18%
Educ Some College	8%	28%
Educ Non-College	7%	34%
Educ HS or Less	7%	7%
NPP/O Men	7%	14%
Cell Phone Tot No	7%	17%
Men 50+	7%	25%
Ethn Latino	7%	12%
Survey Mode Phone	6%	44%
Men	6%	46%
Split B	6%	50%
HHPT 1+ Ind	6%	21%
Party Reg NPP/O	6%	27%
Dem Men	5%	24%
Age 50-64	5%	33%
Age 50+	5%	59%
Age 65+	5%	26%
No Children	5%	34%
Cell Phone Yes	5%	27%
No Chln <19	5%	69%
Chldn 19+	5%	34%
21-40 Yrs in Pfca	5%	29%
Dem 50+	5%	37%
HHPT 1 Rep	5%	7%
Perm Abs Yes	5%	65%
Women 50+	5%	31%
Dads	5%	28%
HHPT 1 Dem	5%	32%
Rep Men	5%	8%

BANNER	TARGET	PERCENT
	1ST/LST POS	OF SAMPLE
OVERALL	5%	100%
Ethn Non-White	5%	27%
Ethn White	5%	64%
Democrat	4%	57%
Have Children	4%	62%
NPP/O Women	4%	11%
Moms	4%	32%
Educ College Grad	4%	36%
Perm Abs No	4%	35%
HHPT 2+ Dems	4%	16%
Age 40-49	4%	17%
Non-College Women	4%	18%
Men 18-49	4%	21%
Dem Women	4%	32%
41+ Yrs in Pfca	4%	17%
Women	4%	50%
College+ Women	4%	30%
HHPT 2+ Reps	4%	5%
HHPT Mixed	4%	18%
Rep 50+	4%	10%
Chldn <19	4%	27%
Dem 18-49	3%	20%
Republican	3%	16%
Survey Mode Online	3%	56%
Split A	3%	50%
NPP/O 18-49	3%	15%
Educ College+	3%	62%
0-5 Yrs in Pfca	3%	18%
11-20 Yrs in Pfca	3%	19%
College+ Men	3%	29%
Age 18-49	3%	40%
Women W/No Chldn	3%	16%
Age 30-39	2%	12%
Rep Women	2%	7%
Women 18-49	2%	18%
Inc \$90K-\$125K	2%	17%

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PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	TARGET	PERCENT
	1ST/LST POS MVR	OF SAMPLE
OVERALL	5%	100%
Inc \$125K-\$250K	2%	24%
Educ Post-Grad	2%	26%
Age 18-29	2%	11%
Inc \$250K+	0%	11%
Age 75+	0%	8%
Rep 18-49	0%	5%

BANNER	TARGET INF/LST POS	MVRS	PERCENT OF SAMPLE
OVERALL	6%		100%
Rep 18-49	16%		5%
Age 30-39	15%		12%
Rep Women	14%		7%
HHPT 1 Rep	13%		7%
Women W/No Chldn	12%		16%
Inc \$90K-\$125K	11%		17%
Ethn Latino	11%		12%
Educ HS or Less	11%		7%
Cell Phone Tot No	10%		17%
Women 18-49	10%		18%
College+ Women	10%		30%
Women	9%		50%
Women 50+	9%		31%
Dem Women	9%		32%
21-40 Yrs in Pfca	9%		29%
Non-College Women	8%		18%
Age 65-74	8%		18%
Republican	8%		16%
Survey Mode Phone	8%		44%
0-5 Yrs in Pfca	8%		18%
No Children	8%		34%
Ethn Non-White	8%		27%
Moms	8%		32%
Chldn <19	8%		27%
Age 18-49	7%		40%
Perm Abs Yes	7%		65%
Inc \$250K+	7%		11%
Split B	7%		50%
NPP/O 18-49	7%		15%
HHPT 1 Dem	7%		32%
Cell Phone Yes	7%		27%
Educ Non-College	7%		34%
NPP/O Women	7%		11%
Educ College Grad	6%		36%
Age 65+	6%		26%

BANNER	TARGET INF/LST POS	MVRS	PERCENT OF SAMPLE
OVERALL	6%		100%
Inc \$0-\$50K	6%		11%
Age 40-49	6%		17%
HHPT 1+ Ind	6%		21%
HHPT 2+ Reps	6%		5%
Dem 50+	6%		37%
NPP/O Men	6%		14%
Educ College+	6%		62%
Party Reg NPP/O	6%		27%
Democrat	6%		57%
Educ Some College	6%		28%
Ethn White	6%		64%
No Chln <19	6%		69%
Age 50+	6%		59%
41+ Yrs in Pfca	5%		17%
Men 18-49	5%		21%
Have Children	5%		62%
Dem 18-49	5%		20%
Split A	5%		50%
Educ Post-Grad	5%		26%
HHPT Mixed	5%		18%
Non-College Men	5%		16%
Rep 50+	5%		10%
Age 50-64	5%		33%
Survey Mode Online	5%		56%
NPP/O 50+	4%		12%
6-10 Yrs in Pfca	4%		16%
Men W/No Chldn	4%		17%
Perm Abs No	4%		35%
Inc \$125K-\$250K	4%		24%
Chldn 19+	3%		34%
Inc \$50K-\$90K	3%		18%
Rep Men	3%		8%
Men	3%		46%
11-20 Yrs in Pfca	3%		19%
Age 75+	3%		8%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	TARGET		PERCENT OF SAMPLE
	INF/LST	POS MVR	
OVERALL	6%		100%
Dads	3%		28%
College+ Men	2%		29%
HHPT 2+ Dems	2%		16%
Dem Men	2%		24%
Men 50+	2%		25%
Age 18-29	0%		11%

BANNER	TARGET			PERCENT OF SAMPLE
	AFT	INF	NEG MVR	
OVERALL	9%			100%
HHPT 2+ Reps	33%			5%
Rep 18-49	33%			5%
Rep Women	24%			7%
Republican	19%			16%
Women W/No Chldn	18%			16%
HHPT 1 Rep	17%			7%
Inc \$250K+	16%			11%
Rep Men	16%			8%
Non-College Women	16%			18%
Women 50+	14%			31%
Inc \$90K-\$125K	14%			17%
Rep 50+	13%			10%
Age 65-74	13%			18%
21-40 Yrs in Pfca	13%			29%
Women	12%			50%
Educ Some College	12%			28%
Educ Non-College	12%			34%
Cell Phone Tot No	12%			17%
41+ Yrs in Pfca	12%			17%
Age 65+	11%			26%
NPP/O Women	11%			11%
Split A	11%			50%
Chldn 19+	10%			34%
College+ Women	10%			30%
Dem Women	10%			32%
Educ HS or Less	10%			7%
Ethn White	10%			64%
Perm Abs Yes	10%			65%
Survey Mode Phone	10%			44%
No Chln <19	10%			69%
Moms	10%			32%
Age 30-39	10%			12%
Women 18-49	10%			18%
No Children	10%			34%
Age 50+	9%			59%

BANNER	TARGET			PERCENT OF SAMPLE
	AFT	INF	NEG MVR	
OVERALL	9%			100%
Dem 50+				37%
0-5 Yrs in Pfca				18%
Cell Phone Yes				27%
Have Children				62%
Age 18-49				40%
Age 40-49				17%
Men 18-49				21%
Survey Mode Online				56%
Ethn Non-White				27%
Age 18-29				11%
Inc \$50K-\$90K				18%
Age 75+				8%
HHPT 1 Dem				32%
Educ College Grad				36%
Age 50-64				33%
Dads				28%
Educ College+				62%
Inc \$125K-\$250K				24%
Educ Post-Grad				26%
Split B				50%
NPP/O 18-49				15%
Democrat				57%
Chldn <19				27%
HHPT Mixed				18%
Perm Abs No				35%
Non-College Men				16%
HHPT 1+ Ind				21%
Party Reg NPP/O				27%
NPP/O 50+				12%
Men				46%
Ethn Latino				12%
HHPT 2+ Dems				16%
College+ Men				29%
11-20 Yrs in Pfca				19%
6-10 Yrs in Pfca				16%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	TARGET			PERCENT OF SAMPLE
	AFT	INF	NEG MVR	
OVERALL		9%		100%
Inc \$0-\$50K		4%		11%
NPP/O Men		4%		14%
Men 50+		4%		25%
Dem 18-49		4%		20%
Dem Men		3%		24%
Men W/No Chldn		3%		17%

BANNER	TARGET		PERCENT OF SAMPLE
	1ST/LST	NEG MVR	
OVERALL	6%		100%
HHPT 2+ Repts	27%		5%
Rep 18-49	22%		5%
Rep Men	19%		8%
Republican	15%		16%
Rep Women	14%		7%
Rep 50+	13%		10%
Inc \$250K+	13%		11%
Age 18-29	11%		11%
Chldn 19+	10%		34%
College+ Men	9%		29%
Dads	9%		28%
NPP/O Women	9%		11%
Educ College Grad	8%		36%
Ethn Latino	8%		12%
HHPT 1 Rep	8%		7%
Age 75+	8%		8%
6-10 Yrs in Pfca	8%		16%
Split A	8%		50%
Women W/No Chldn	8%		16%
Inc \$125K-\$250K	8%		24%
No Chln <19	8%		69%
Survey Mode Online	8%		56%
Age 65+	8%		26%
HHPT Mixed	8%		18%
Women 50+	7%		31%
Age 65-74	7%		18%
Non-College Women	7%		18%
Ethn Non-White	7%		27%
Educ College+	7%		62%
Perm Abs No	7%		35%
Men 18-49	7%		21%
Have Children	7%		62%
11-20 Yrs in Pfca	7%		19%
21-40 Yrs in Pfca	7%		29%
Dem Men	7%		24%

BANNER	TARGET		PERCENT OF SAMPLE
	1ST/LST	NEG MVR	
OVERALL	6%		100%
Men	7%		46%
Age 50+	7%		59%
Age 40-49	7%		17%
Men 50+	6%		25%
Ethn White	6%		64%
Women	6%		50%
41+ Yrs in Pfca	6%		17%
Cell Phone Tot No	6%		17%
Moms	6%		32%
College+ Women	6%		30%
Age 50-64	6%		33%
Inc \$0-\$50K	6%		11%
Age 18-49	6%		40%
Educ Some College	6%		28%
Perm Abs Yes	6%		65%
Dem 50+	6%		37%
Educ Post-Grad	6%		26%
Inc \$50K-\$90K	6%		18%
Inc \$90K-\$125K	5%		17%
No Children	5%		34%
HHPT 1 Dem	5%		32%
Educ Non-College	5%		34%
Democrat	5%		57%
Split B	5%		50%
Women 18-49	5%		18%
Survey Mode Phone	5%		44%
HHPT 2+ Dems	4%		16%
NPP/O 50+	4%		12%
0-5 Yrs in Pfca	4%		18%
Chldn <19	4%		27%
Dem Women	4%		32%
Cell Phone Yes	4%		27%
Party Reg NPP/O	4%		27%
Dem 18-49	4%		20%
Men W/No Chldn	4%		17%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
PACIFICA LIBRARY ISSUES SURVEY - 220-4463 (JUNE 1-16, 2016)

BANNER	TARGET	PERCENT
	1ST/LST NEG MVR	OF SAMPLE
OVERALL	6%	100%
NPP/O 18-49	3%	15%
HHPT 1+ Ind	3%	21%
Non-College Men	3%	16%
Educ HS or Less	3%	7%
Age 30-39	0%	12%
NPP/O Men	0%	14%

BANNER	TARGET INF/LST NEG MVR	PERCENT OF SAMPLE
OVERALL	6%	100%
Rep 18-49	21%	5%
HHPT 1 Rep	16%	7%
Rep Women	15%	7%
Republican	13%	16%
Rep Men	13%	8%
11-20 Yrs in Pfca	9%	19%
Ethn Latino	8%	12%
HHPT Mixed	8%	18%
Chldn 19+	8%	34%
6-10 Yrs in Pfca	8%	16%
Survey Mode Online	8%	56%
College+ Men	8%	29%
Have Children	7%	62%
Inc \$125K-\$250K	7%	24%
Dads	7%	28%
Educ College Grad	7%	36%
Moms	7%	32%
Chldn <19	7%	27%
Rep 50+	7%	10%
Age 50-64	7%	33%
Non-College Women	6%	18%
Perm Abs No	6%	35%
Inc \$0-\$50K	6%	11%
Dem 50+	6%	37%
Age 18-29	6%	11%
Inc \$250K+	6%	11%
Men	6%	46%
Age 50+	6%	59%
Age 65-74	6%	18%
Educ Some College	6%	28%
Men 50+	6%	25%
Split B	6%	50%
Split A	6%	50%
41+ Yrs in Pfca	6%	17%
Cell Phone Tot No	6%	17%

BANNER	TARGET INF/LST NEG MVR	PERCENT OF SAMPLE
OVERALL	6%	100%
Educ College+	6%	62%
Educ Non-College	6%	34%
Dem Men	5%	24%
Men 18-49	5%	21%
Ethn Non-White	5%	27%
Perm Abs Yes	5%	65%
Inc \$50K-\$90K	5%	18%
No Chln <19	5%	69%
Ethn White	5%	64%
Educ HS or Less	5%	7%
21-40 Yrs in Pfca	5%	29%
Democrat	5%	57%
Age 65+	5%	26%
Women	5%	50%
Age 40-49	5%	17%
Age 18-49	4%	40%
HHPT 1 Dem	4%	32%
Women 50+	4%	31%
HHPT 2+ Dems	4%	16%
NPP/O 50+	4%	12%
HHPT 1+ Ind	4%	21%
Women 18-49	4%	18%
College+ Women	4%	30%
Men W/No Chldn	4%	17%
Party Reg NPP/O	3%	27%
HHPT 2+ Reps	3%	5%
Survey Mode Phone	3%	44%
Educ Post-Grad	3%	26%
NPP/O Women	3%	11%
Non-College Men	3%	16%
Age 30-39	3%	12%
Dem Women	3%	32%
NPP/O 18-49	2%	15%
NPP/O Men	2%	14%
No Children	2%	34%

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BANNER	TARGET	PERCENT
	INF/LST NEG MVR	OF SAMPLE
OVERALL	6%	100%
0-5 Yrs in Pfca	2%	18%
Age 75+	2%	8%
Inc \$90K-\$125K	2%	17%
Dem 18-49	2%	20%
Cell Phone Yes	2%	27%
Women W/No Chldn	0%	16%

BANNER	TARGET	PERCENT
OVERALL	MODERN/NO	OF SAMPLE
	18%	100%
NPP/O 50+	32%	12%
Rep Women	28%	7%
41+ Yrs in Pfca	28%	17%
HHPT 1 Rep	26%	7%
Non-College Men	26%	16%
Educ Some College	25%	28%
Educ Non-College	25%	34%
Educ HS or Less	24%	7%
HHPT 2+ Repts	24%	5%
Non-College Women	24%	18%
Rep 50+	23%	10%
Republican	23%	16%
Moms	22%	32%
Age 50-64	22%	33%
Chldn 19+	22%	34%
Inc \$0-\$50K	22%	11%
11-20 Yrs in Pfca	22%	19%
Have Children	21%	62%
HHPT 1+ Ind	21%	21%
Party Reg NPP/O	21%	27%
Chldn <19	21%	27%
Age 30-39	21%	12%
NPP/O Men	21%	14%
6-10 Yrs in Pfca	21%	16%
Survey Mode Online	20%	56%
HHPT Mixed	20%	18%
Age 50+	20%	59%
Split B	20%	50%
Women 50+	20%	31%
Age 75+	19%	8%
Dads	19%	28%
HHPT 2+ Dems	19%	16%
Perm Abs No	18%	35%
Ethn White	18%	64%
Perm Abs Yes	18%	65%

BANNER	TARGET	PERCENT
OVERALL	MODERN/NO	OF SAMPLE
	18%	100%
Inc \$125K-\$250K	17%	24%
Men 50+	17%	25%
Men	17%	46%
Inc \$90K-\$125K	17%	17%
Age 65+	17%	26%
Men 18-49	17%	21%
No Chln <19	17%	69%
Women	16%	50%
Split A	16%	50%
Cell Phone Tot No	16%	17%
Dem Men	16%	24%
Age 65-74	16%	18%
Rep 18-49	16%	5%
Inc \$50K-\$90K	16%	18%
Inc \$250K+	15%	11%
Survey Mode Phone	15%	44%
Rep Men	15%	8%
Dem 50+	15%	37%
21-40 Yrs in Pfca	15%	29%
Educ College Grad	15%	36%
Democrat	15%	57%
Dem 18-49	15%	20%
Dem Women	15%	32%
Cell Phone Yes	15%	27%
Age 18-49	14%	40%
Men W/No Chldn	14%	17%
Ethn Non-White	14%	27%
Educ College+	14%	62%
College+ Men	13%	29%
NPP/O 18-49	13%	15%
NPP/O Women	13%	11%
College+ Women	12%	30%
Educ Post-Grad	12%	26%
Age 40-49	12%	17%
Ethn Latino	12%	12%

BANNER	TARGET MODERN/NO	PERCENT OF SAMPLE
OVERALL	18%	100%
HHPT 1 Dem	11%	32%
No Children	11%	34%
Age 18-29	11%	11%
Women 18-49	9%	18%
0-5 Yrs in Pfca	8%	18%
Women W/No Chldn	6%	16%

BANNER OVERALL	TARGET NEED/NO 20%	PERCENT OF SAMPLE 100%
Rep Men	35%	8%
NPP/O 50+	34%	12%
HHPT 2+ Reps	32%	5%
41+ Yrs in Pfca	31%	17%
HHPT Mixed	28%	18%
Chldn 19+	28%	34%
Rep 50+	27%	10%
Republican	27%	16%
Educ Some College	27%	28%
21-40 Yrs in Pfca	26%	29%
Dads	26%	28%
Rep 18-49	26%	5%
Non-College Women	26%	18%
Educ Non-College	25%	34%
Have Children	25%	62%
Party Reg NPP/O	25%	27%
Age 18-29	24%	11%
Age 50-64	24%	33%
NPP/O Women	24%	11%
Non-College Men	24%	16%
HHPT 1+ Ind	23%	21%
Chldn <19	23%	27%
Age 50+	22%	59%
Perm Abs No	22%	35%
Women 50+	22%	31%
Moms	22%	32%
Survey Mode Online	22%	56%
Age 65-74	21%	18%
Split B	21%	50%
Inc \$0-\$50K	21%	11%
Educ HS or Less	21%	7%
Age 65+	21%	26%
Cell Phone Tot No	20%	17%
Inc \$50K-\$90K	20%	18%
Men 18-49	20%	21%

BANNER OVERALL	TARGET NEED/NO 20%	PERCENT OF SAMPLE 100%
HHPT 1 Rep	20%	7%
NPP/O Men	20%	14%
HHPT 2+ Dems	20%	16%
Men	20%	46%
Inc \$250K+	19%	11%
Rep Women	19%	7%
Ethn White	19%	64%
Split A	19%	50%
Age 75+	19%	8%
No Chln <19	19%	69%
Men 50+	19%	25%
Perm Abs Yes	19%	65%
Ethn Non-White	19%	27%
11-20 Yrs in Pfca	18%	19%
College+ Men	18%	29%
Survey Mode Phone	18%	44%
Women	18%	50%
6-10 Yrs in Pfca	18%	16%
Inc \$90K-\$125K	18%	17%
Educ College Grad	17%	36%
Dem 50+	17%	37%
Educ College+	17%	62%
Educ Post-Grad	17%	26%
Cell Phone Yes	17%	27%
NPP/O 18-49	16%	15%
Age 18-49	16%	40%
Democrat	16%	57%
Dem Women	15%	32%
Inc \$125K-\$250K	15%	24%
Dem Men	15%	24%
Age 30-39	14%	12%
College+ Women	14%	30%
Dem 18-49	13%	20%
Ethn Latino	13%	12%
Age 40-49	12%	17%

BANNER	TARGET NEED/NO	PERCENT OF SAMPLE
OVERALL	20%	100%
HHPT 1 Dem	12%	32%
Women W/No Chldn	12%	16%
No Children	10%	34%
Women 18-49	10%	18%
Men W/No Chldn	9%	17%
0-5 Yrs in Pfca	4%	18%

BANNER	TARGET YES/BAD MNGMNT	PERCENT OF SAMPLE
OVERALL	18%	100%
Rep 18-49	30%	5%
Rep Women	28%	7%
Women 50+	26%	31%
Age 65-74	26%	18%
Age 65+	25%	26%
Cell Phone Tot No	24%	17%
Moms	24%	32%
11-20 Yrs in Pfca	24%	19%
HHPT 2+ Repts	23%	5%
Dem 50+	23%	37%
HHPT 2+ Dems	23%	16%
Dem Women	23%	32%
41+ Yrs in Pfca	23%	17%
Age 75+	22%	8%
HHPT 1 Rep	22%	7%
Split A	22%	50%
Women	22%	50%
Non-College Women	22%	18%
Perm Abs No	22%	35%
HHPT 1 Dem	22%	32%
Educ Some College	21%	28%
Inc \$125K-\$250K	21%	24%
College+ Women	21%	30%
Survey Mode Online	21%	56%
Ethn Latino	21%	12%
Democrat	20%	57%
Age 50+	20%	59%
Republican	20%	16%
Ethn White	20%	64%
Inc \$0-\$50K	20%	11%
Chldn 19+	20%	34%
Men W/No Chldn	19%	17%
21-40 Yrs in Pfca	19%	29%
Inc \$50K-\$90K	19%	18%
Educ Non-College	19%	34%

BANNER	TARGET YES/BAD MNGMNT	PERCENT OF SAMPLE
OVERALL	18%	100%
No Chln <19	19%	69%
Have Children	18%	62%
Dem Men	18%	24%
Age 40-49	18%	17%
Educ Post-Grad	18%	26%
No Children	18%	34%
Inc \$90K-\$125K	18%	17%
Educ College+	18%	62%
Educ College Grad	17%	36%
Age 50-64	17%	33%
Women W/No Chldn	17%	16%
Rep 50+	17%	10%
Chldn <19	17%	27%
Non-College Men	17%	16%
Perm Abs Yes	16%	65%
NPP/O Women	16%	11%
Men 50+	16%	25%
Age 30-39	16%	12%
Men	16%	46%
Men 18-49	16%	21%
College+ Men	16%	29%
Ethn Non-White	15%	27%
Rep Men	15%	8%
NPP/O 50+	15%	12%
6-10 Yrs in Pfca	15%	16%
Survey Mode Phone	15%	44%
Age 18-49	15%	40%
Dem 18-49	15%	20%
Women 18-49	15%	18%
Split B	14%	50%
Dads	14%	28%
Inc \$250K+	12%	11%
Party Reg NPP/O	12%	27%
HHPT 1+ Ind	12%	21%
HHPT Mixed	12%	18%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
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BANNER	TARGET YES/BAD MNGMNT	PERCENT OF SAMPLE
OVERALL	18%	100%
NPP/O Men	11%	14%
NPP/O 18-49	10%	15%
Cell Phone Yes	10%	27%
Educ HS or Less	9%	7%
0-5 Yrs in Pfca	8%	18%
Age 18-29	8%	11%