



GODBE RESEARCH
Gain Insight

CITY OF SAN RAFAEL

2015 Resident Satisfaction Survey

Topline Report

n=694

21-minutes

Survey Methodology: Hybrid Internet & Phone Interviewing

Weighting Plan 2

April 22, 2015

www.godberesearch.com

Northern California and Corporate Offices
1660 South Amphlett Blvd., Suite 205
San Mateo, CA 94402

Southern California
4695 MacArthur Court, 11th Floor
Newport Beach, CA 92660

Nevada
59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

Pacific Northwest
601 108th Avenue NE, Suite 1900
Bellevue, WA 98004

METHODOLOGY

Interview Methodology: Internet & Phone

Languages: English n=694 & Spanish n=13

Sample Universes:

46,313 Adults 18+

25,332 Likely November 2016 voters

15,641 Likely June 2016 voters

12,562 Likely November 2015 voters

Sample Size:

n=707, Adults 18+

n=668, November 2016

n=545, June 2016

n=459, November 2015

Error Rate:

±3.66%, Adults 18+

±3.74%, November 2016

±4.12%, June 2016

±4.49%, November 2015

Field Dates: January 23 to February 7, 2015

Census 2013 ACS Weighting Strata: Survey Type / Gender / Age / Ethnicity / Homeownership

Voter File Weighting Strata: Survey Type / Gender / Age / Partisanhip / Homeownership / Permanent Absentee Voter

OVERALL SATISFACTION

		Total		Likely November 2016		Likely June 2016 Voter		Likely November 2015	
		Column N %	Mean	Column N %	Mean	Column N %	Mean	Column N %	Mean
1. In general, are you satisfied or dissatisfied with the overall quality of life in San Rafael?	Very satisfied	47.2%		58.7%		59.7%		59.4%	
	Somewhat satisfied	43.8%		32.4%		31.8%		31.1%	
	Somewhat dissatisfied	7.0%		6.9%		5.6%		6.0%	
	Very dissatisfied	1.8%		1.8%		2.5%		2.9%	
	Not sure	.1%		.3%		.4%		.5%	
2. In general, are you satisfied or dissatisfied with the job the City of San Rafael is doing to provide City services?	Very satisfied	40.4%		34.6%		33.2%		34.8%	
	Somewhat satisfied	37.6%		47.7%		43.7%		43.5%	
	Somewhat dissatisfied	14.6%		7.2%		7.8%		7.2%	
	Very dissatisfied	3.5%		4.9%		7.8%		8.7%	
	Not sure	4.0%		5.6%		7.5%		5.7%	
3. In your opinion, would you say the City's financial situation is excellent, good, fair, or poor?	Excellent	5.6%		6.9%		5.0%		5.2%	
	Good	32.8%		35.0%		35.8%		37.8%	
	Fair	26.4%		21.3%		18.5%		16.7%	
	Poor	4.7%		6.0%		7.0%		9.0%	
	Not sure	30.5%		30.9%		33.7%		31.3%	

SATISFACTION WITH INDIVIDUAL SERVICES

		Total		Likely November 2016		Likely June 2016 Voter		Likely November 2015	
		Column N %	Mean	Column N %	Mean	Column N %	Mean	Column N %	Mean
4A. Providing programs to reduce greenhouse gas emissions	Very Satisfied	26.7%		21.4%		20.7%		21.0%	
	SW Satisfied	16.3%		19.0%		23.1%		22.8%	
	SW Dissatisfied	9.3%		8.7%		8.9%		8.4%	
	Very Dissatisfied	6.3%		4.1%		4.2%		4.4%	
	Not Sure	41.3%		46.7%		43.1%		43.5%	
4B. Providing police protection	Very Satisfied	44.4%		52.9%		58.1%		55.9%	
	SW Satisfied	31.6%		33.4%		30.4%		32.1%	
	SW Dissatisfied	13.2%		5.1%		5.3%		5.1%	
	Very Dissatisfied	5.2%		3.7%		2.3%		3.4%	
	Not Sure	5.6%		4.8%		3.9%		3.5%	
4C. Keeping taxes at affordable levels	Very Satisfied	15.5%		19.4%		22.9%		23.7%	
	SW Satisfied	44.2%		39.6%		35.1%		36.4%	
	SW Dissatisfied	18.5%		16.4%		14.6%		13.8%	
	Very Dissatisfied	13.7%		16.8%		19.1%		19.3%	
	Not Sure	8.2%		7.7%		8.2%		6.8%	
4D. Managing growth and development	Very Satisfied	27.8%		27.5%		24.0%		23.9%	
	SW Satisfied	26.1%		29.4%		32.0%		34.4%	
	SW Dissatisfied	16.2%		16.1%		16.4%		16.7%	
	Very Dissatisfied	12.3%		15.1%		14.8%		13.4%	
	Not Sure	17.6%		11.8%		12.9%		11.6%	
4E. Preserving open space	Very Satisfied	44.5%		49.0%		48.3%		48.8%	
	SW Satisfied	32.5%		30.7%		33.1%		32.6%	
	SW Dissatisfied	8.5%		10.7%		8.9%		6.7%	
	Very Dissatisfied	6.2%		2.2%		2.4%		3.7%	
	Not Sure	8.4%		7.4%		7.3%		8.2%	
4F. Managing traffic on city streets	Very Satisfied	27.9%		31.9%		26.8%		26.8%	
	SW Satisfied	34.8%		34.5%		37.6%		39.3%	
	SW Dissatisfied	19.0%		17.5%		18.8%		15.4%	
	Very Dissatisfied	15.2%		13.7%		14.2%		16.5%	
	Not Sure	3.1%		2.3%		2.6%		2.0%	
4G. Maintaining city streets and roads	Very Satisfied	32.7%		23.7%		20.5%		21.5%	
	SW Satisfied	36.0%		39.6%		41.7%		40.2%	
	SW Dissatisfied	20.3%		19.8%		15.9%		18.1%	
	Very Dissatisfied	10.8%		16.7%		21.7%		20.1%	
	Not Sure	.1%		.3%		.2%		.1%	
4H. Providing public library services	Very Satisfied	54.0%		58.0%		59.4%		55.9%	
	SW Satisfied	28.2%		30.5%		29.5%		31.4%	
	SW Dissatisfied	6.6%		3.8%		4.6%		5.0%	
	Very Dissatisfied	3.5%		1.6%		1.9%		3.0%	
	Not Sure	7.7%		6.1%		4.6%		4.7%	
4I. Providing fire and paramedic services	Very Satisfied	59.7%		64.5%		64.5%		66.7%	
	SW Satisfied	26.5%		28.5%		28.3%		27.8%	
	SW Dissatisfied	4.6%		.5%		.7%		.9%	
	Very Dissatisfied	.3%		.6%		1.0%		1.2%	
	Not Sure	8.9%		5.9%		5.6%		3.5%	

		Total		Likely November 2016		Likely June 2016 Voter		Likely November 2015	
		Column N %	Mean	Column N %	Mean	Column N %	Mean	Column N %	Mean
4J. Providing affordable housing	Very Satisfied	20.5%		16.1%		16.8%		19.9%	
	SW Satisfied	18.7%		24.6%		24.9%		23.8%	
	SW Dissatisfied	17.8%		18.0%		19.3%		20.0%	
	Very Dissatisfied	19.9%		17.1%		17.9%		16.2%	
	Not Sure	23.2%		24.2%		21.0%		20.2%	
4K. Maintaining storm drains	Very Satisfied	38.7%		38.6%		37.6%		38.9%	
	SW Satisfied	25.3%		35.3%		37.9%		37.7%	
	SW Dissatisfied	11.4%		9.9%		11.7%		9.8%	
	Very Dissatisfied	11.6%		5.5%		3.6%		3.9%	
	Not Sure	13.1%		10.7%		9.2%		9.7%	
4L. Maintaining sidewalks	Very Satisfied	39.1%		33.1%		32.4%		31.2%	
	SW Satisfied	31.2%		30.9%		32.4%		32.8%	
	SW Dissatisfied	14.8%		14.9%		14.5%		16.7%	
	Very Dissatisfied	13.5%		18.8%		17.7%		15.5%	
	Not Sure	1.4%		2.3%		3.0%		3.7%	
4M. Providing bike and pedestrian friendly routes	Very Satisfied	29.6%		34.1%		37.8%		38.5%	
	SW Satisfied	43.2%		41.7%		38.2%		38.7%	
	SW Dissatisfied	14.7%		9.8%		9.9%		8.6%	
	Very Dissatisfied	7.4%		7.2%		6.3%		5.6%	
	Not Sure	5.0%		7.3%		7.8%		8.6%	
4N. Trimming trees along city streets	Very Satisfied	48.4%		41.8%		38.3%		35.4%	
	SW Satisfied	27.8%		38.3%		40.7%		43.6%	
	SW Dissatisfied	8.5%		8.2%		7.6%		7.3%	
	Very Dissatisfied	7.6%		6.3%		7.6%		7.4%	
	Not Sure	7.6%		5.3%		5.8%		6.3%	
4O. Cleaning and sweeping city streets	Very Satisfied	49.0%		40.3%		43.7%		40.9%	
	SW Satisfied	28.9%		38.2%		35.5%		36.9%	
	SW Dissatisfied	9.9%		6.9%		8.6%		9.7%	
	Very Dissatisfied	9.4%		11.4%		10.6%		11.3%	
	Not Sure	2.9%		3.2%		1.5%		1.3%	
4P. Providing sufficient parking downtown	Very Satisfied	26.2%		29.7%		27.6%		26.9%	
	SW Satisfied	30.0%		35.2%		37.0%		37.9%	
	SW Dissatisfied	21.3%		15.4%		15.6%		15.4%	
	Very Dissatisfied	20.9%		17.1%		15.7%		15.9%	
	Not Sure	1.6%		2.5%		4.0%		3.8%	
4Q. Providing senior citizen services	Very Satisfied	27.6%		29.9%		32.8%		32.8%	
	SW Satisfied	18.6%		20.6%		24.4%		25.7%	
	SW Dissatisfied	6.5%		4.1%		4.6%		4.0%	
	Very Dissatisfied	4.8%		2.4%		3.7%		4.5%	
	Not Sure	42.5%		43.0%		34.4%		33.1%	
4R. Providing youth and teen services	Very Satisfied	19.6%		15.1%		12.0%		13.8%	
	SW Satisfied	19.4%		20.5%		26.3%		27.5%	
	SW Dissatisfied	9.2%		5.8%		6.9%		6.9%	
	Very Dissatisfied	6.6%		6.1%		5.1%		5.3%	
	Not Sure	45.2%		52.5%		49.7%		46.5%	

		Total		Likely November 2016		Likely June 2016 Voter		Likely November 2015	
		Column N %	Mean	Column N %	Mean	Column N %	Mean	Column N %	Mean
4S. Providing community events	Very Satisfied	32.1%		33.8%		37.2%		35.8%	
	SW Satisfied	33.8%		37.2%		39.4%		41.0%	
	SW Dissatisfied	11.1%		9.2%		5.4%		3.7%	
	Very Dissatisfied	7.8%		3.1%		4.4%		4.5%	
	Not Sure	15.2%		16.6%		13.7%		15.1%	
4T. Providing adequate parks and recreation facilities	Very Satisfied	47.8%		42.8%		41.5%		42.1%	
	SW Satisfied	26.5%		36.4%		38.3%		41.5%	
	SW Dissatisfied	13.3%		10.7%		10.4%		8.4%	
	Very Dissatisfied	10.1%		6.3%		5.7%		3.4%	
	Not Sure	2.3%		3.8%		4.1%		4.6%	
4U. Maintaining parks	Very Satisfied	46.3%		39.2%		38.1%		38.2%	
	SW Satisfied	34.3%		39.5%		42.4%		42.1%	
	SW Dissatisfied	9.8%		10.2%		8.9%		9.5%	
	Very Dissatisfied	4.5%		6.7%		6.5%		4.8%	
	Not Sure	5.1%		4.3%		4.2%		5.3%	
4V. Providing recreational and cultural arts programs	Very Satisfied	31.1%		33.1%		30.3%		33.8%	
	SW Satisfied	38.7%		38.0%		43.3%		41.4%	
	SW Dissatisfied	10.5%		6.0%		6.5%		5.5%	
	Very Dissatisfied	2.8%		3.5%		3.2%		2.8%	
	Not Sure	16.9%		19.4%		16.7%		16.6%	
4W. Providing child care services	Very Satisfied	15.4%		9.8%		9.1%		11.2%	
	SW Satisfied	15.8%		19.3%		20.1%		19.7%	
	SW Dissatisfied	10.2%		7.0%		7.0%		4.9%	
	Very Dissatisfied	8.4%		4.2%		4.2%		4.4%	
	Not Sure	50.0%		59.6%		59.6%		59.8%	
4X. Meeting the needs of ethnic minorities	Very Satisfied	23.4%		23.7%		22.4%		23.7%	
	SW Satisfied	25.7%		26.8%		26.5%		26.2%	
	SW Dissatisfied	10.2%		8.6%		10.1%		9.7%	
	Very Dissatisfied	9.3%		4.1%		3.8%		4.5%	
	Not Sure	31.4%		36.9%		37.2%		36.0%	
4Y. Providing garbage collection and recycling services	Very Satisfied	62.8%		67.6%		68.3%		69.9%	
	SW Satisfied	19.7%		22.9%		21.7%		20.9%	
	SW Dissatisfied	6.3%		5.7%		5.1%		3.9%	
	Very Dissatisfied	8.9%		2.2%		2.7%		2.5%	
	Not Sure	2.2%		1.6%		2.2%		2.8%	
4Z. Enforcing traffic and parking laws	Very Satisfied	37.7%		32.3%		31.8%		30.4%	
	SW Satisfied	32.4%		37.9%		38.5%		43.7%	
	SW Dissatisfied	8.1%		8.7%		10.7%		8.7%	
	Very Dissatisfied	15.7%		13.4%		10.8%		10.4%	
	Not Sure	6.1%		7.7%		8.2%		6.8%	
4AA. Maintaining City facilities	Very Satisfied	37.2%		34.0%		32.1%		34.5%	
	SW Satisfied	39.5%		42.4%		41.2%		41.5%	
	SW Dissatisfied	7.9%		6.3%		8.1%		8.2%	
	Very Dissatisfied	6.5%		4.5%		4.6%		3.8%	
	Not Sure	8.9%		12.8%		14.0%		12.0%	

SATISFACTION WITH INDIVIDUAL SERVICES – RANKED BY MEAN SCORES

	Total		Likely November 2016		Likely June 2016 Voter		Likely November 2015	
	Column N %	Mean	Column N %	Mean	Column N %	Mean	Column N %	Mean
4I. Providing fire and paramedic services		1.54		1.66		1.64		1.63
4H. Providing public library services		1.33		1.49		1.47		1.39
4Y. Providing garbage collection and recycling services		1.24		1.50		1.51		1.56
4U. Maintaining parks		1.14		.99		1.01		1.05
4E. Preserving open space		1.10		1.23		1.25		1.27
4N. Trimming trees along city streets		1.09		1.07		1.00		.98
4B. Providing police protection		1.02		1.33		1.42		1.37
4V. Providing recreational and cultural arts programs		1.02		1.13		1.09		1.18
4AA. Maintaining City facilities		1.02		1.09		1.02		1.07
4O. Cleaning and sweeping city streets		1.01		.92		.95		.88
4Q. Providing senior citizen services		1.00		1.25		1.19		1.17
4T. Providing adequate parks and recreation facilities		.91		1.03		1.04		1.16
4S. Providing community events		.84		1.07		1.15		1.18
4A. Providing programs to reduce greenhouse gas emissions		.82		.84		.83		.84
4K. Maintaining storm drains		.78		1.02		1.04		1.08
4M. Providing bike and pedestrian friendly routes		.77		.92		.99		1.05
4Z. Enforcing traffic and parking laws		.73		.73		.76		.80
4L. Maintaining sidewalks		.69		.46		.49		.49
4R. Providing youth and teen services		.66		.69		.66		.70
4X. Meeting the needs of ethnic minorities		.64		.91		.85		.86
4G. Maintaining city streets and roads		.60		.34		.23		.25
4D. Managing growth and development		.50		.43		.39		.44
4F. Managing traffic on city streets		.42		.55		.45		.45
4W. Providing child care services		.39		.58		.56		.71
4C. Keeping taxes at affordable levels		.32		.31		.31		.34
4P. Providing sufficient parking downtown		.20		.46		.47		.46
4J. Providing affordable housing		.03		.06		.04		.14

OTHER SERVICES AND ISSUES

	Total		Likely November 2016		Likely June 2016 Voter		Likely November 2015		
	Column N %	Mean	Column N %	Mean	Column N %	Mean	Column N %	Mean	
5. What is the single, largest problem facing the City of San Rafael today?	Homelessness	21.3%		28.8%		25.8%		25.2%	
	Cost of living or housing	14.8%		16.9%		12.9%		13.2%	
	Traffic congestion	13.6%		10.4%		15.5%		14.9%	
	City employee pensions & benefits are too high	9.2%		6.8%		8.9%		8.8%	
	Public safety (includes crime)	6.3%		5.0%		3.9%		4.5%	
	Illegal immigrants or day	5.9%		4.1%		4.0%		4.8%	
	Condition or safety of	4.5%		2.0%		3.2%		2.8%	
	Quality of education	4.4%		2.9%		4.2%		3.7%	
	Availability of jobs	2.8%		5.1%		3.5%		3.1%	
	Growth and/or overcrowding	2.6%		4.8%		4.9%		5.6%	
	Poor financial situation/condition	1.7%		3.1%		2.6%		2.2%	
	Condition or safety of streets	.8%		1.4%		1.9%		1.6%	
	Condition or safety of buildings	.2%		.4%		.6%		.7%	
	Other	4.6%		5.0%		6.1%		6.4%	
Not sure	7.1%		3.4%		2.1%		2.4%		
6. Are you satisfied or dissatisfied with the job the City of San Rafael is doing in spending taxpayers' money?	Satisfied	41.8%		39.9%		47.2%		48.1%	
	Dissatisfied	20.5%		19.4%		17.4%		20.0%	
	Mixed opinions	22.7%		25.4%		26.3%		23.3%	
	No opinion	8.1%		11.1%		5.7%		5.4%	
	Not sure	6.6%		3.8%		2.7%		2.3%	
	DK/NA	.3%		.5%		.8%		1.0%	

SUSTAINABILITY

		Total		Likely November 2016		Likely June 2016 Voter		Likely November 2015	
		Column N %	Mean	Column N %	Mean	Column N %	Mean	Column N %	Mean
7A. Compost kitchen food scraps in Marin Sanitary Service green bin	Almost Always	34.8%		41.1%		45.6%		49.6%	
	Most of the Time	20.2%		13.1%		7.5%		10.1%	
	Some of the Time	19.4%		18.7%		12.8%		14.6%	
	Never	24.2%		24.7%		31.7%		24.5%	
	Not sure	1.4%		2.4%		2.4%		1.2%	
7B. Bring and use reusable grocery bags to grocery store	Almost Always	60.9%		57.2%		66.0%		65.0%	
	Most of the Time	17.6%		15.9%		15.7%		16.3%	
	Some of the Time	17.9%		24.9%		15.0%		14.8%	
	Never	3.6%		2.0%		3.3%		3.9%	
	Not sure	.0%		.1%		0.0%		0.0%	
7C. Bring and use reusable grocery bags to other stores such as clothing, household, or department stores	Almost Always	36.4%		33.5%		40.0%		39.9%	
	Most of the Time	27.3%		16.6%		19.4%		22.0%	
	Some of the Time	19.3%		30.3%		19.6%		19.4%	
	Never	17.1%		19.6%		21.0%		18.8%	
	Not sure	.0%		.1%		0.0%		0.0%	
7D. Took steps in 2014 to reduce water use such as using a low flow shower or faucet regulator, or reducing watering times or amounts in yard or garden	Almost Always	49.1%		66.2%		63.2%		66.6%	
	Most of the Time	33.4%		19.1%		21.1%		19.7%	
	Some of the Time	7.2%		10.3%		9.8%		9.3%	
	Never	7.1%		2.8%		4.0%		2.6%	
	Not sure	3.2%		1.8%		1.9%		1.9%	
7E. Use alternative modes of transportation such as walking, biking, public transit, carpool	Almost Always	22.4%		25.1%		21.1%		17.1%	
	Most of the Time	12.5%		14.3%		14.8%		15.1%	
	Some of the Time	44.0%		39.3%		41.7%		40.8%	
	Never	20.7%		20.7%		21.6%		25.8%	
	Not sure	.3%		.6%		.9%		1.2%	
7B. Bring and use reusable grocery bags to grocery store		2.36		2.28		2.44		2.42	
7D. Took steps in 2014 to reduce water use such as using a low flow shower or faucet regulator, or reducing watering times or amounts in yard or garden		2.29		2.51		2.46		2.53	
7C. Bring and use reusable grocery bags to other stores such as clothing, household, or department stores		1.83		1.64		1.78		1.83	
7A. Compost kitchen food scraps in Marin Sanitary Service green bin		1.66		1.72		1.69		1.86	
7E. Use alternative modes of transportation such as walking, biking, public transit, carpool		1.37		1.44		1.36		1.24	

		Total		Likely November 2016		Likely June 2016 Voter		Likely November 2015	
		Column N %	Mean	Column N %	Mean	Column N %	Mean	Column N %	Mean
8. What would you say are the main reasons why you, or members of your household, have not adopted some of these practices?	Inconvenient to practice	45.5%		48.4%		50.1%		45.3%	
	Unaware of the practice	16.6%		12.6%		11.8%		11.4%	
	Unsure of how to adopt the practice	14.5%		15.1%		10.9%		12.3%	
	Too costly	.9%		1.6%		2.3%		3.1%	
	Other	17.4%		11.3%		14.3%		16.9%	
	Not sure	14.9%		16.3%		15.7%		15.9%	

LIBRARY PARCEL TAX RENEWAL – INITIAL BALLOT TEST

		Total		Likely November 2016		Likely June 2016 Voter		Likely November 2015	
		Column N %	Mean	Column N %	Mean	Column N %	Mean	Column N %	Mean
9. First Ballot Test - Sample A: To maintain a consistent, locally-controlled funding source, augmenting current general fund allocations for the San Rafael Public Library, for • maintaining hours;• improving facilities, equipment, materials; and • services for children, teens, and adults;shall the City of San Rafael extend the annual \$49 parcel tax and increase it by \$10 (slightly higher rates for multiple-unit residential parcels) for a period of 18 years, with annual CPI adjustment, oversight by an independent citizens committee and with exemptions for senior citizens?	Definitely Yes			38.9%		39.5%		36.9%	
	Probably Yes			19.4%		25.9%		26.0%	
	Probably No			12.6%		11.1%		12.3%	
	Definitely No			20.5%		16.8%		17.5%	
	Not sure			8.6%		6.6%		7.2%	
	Total Yes			58.3%		65.4%		63.0%	
Total No			33.1%		28.0%		29.8%		
10. First Ballot Test - Sample B: To maintain a consistent, locally-controlled funding source, augmenting current general fund allocations for the San Rafael Public Library, for • maintaining hours;• improving facilities, equipment, materials; and • services for children, teens, and adults;shall the City of San Rafael extend the annual \$49 parcel tax and increase it by \$10 (slightly higher rates for multiple-unit residential parcels) for a period of nine years, with annual CPI adjustment, oversight by an independent citizens committee and with exemptions for senior citizens?	Definitely Yes			43.2%		50.3%		51.1%	
	Probably Yes			22.1%		15.3%		15.9%	
	Probably No			13.0%		12.3%		9.9%	
	Definitely No			15.0%		13.5%		14.7%	
	Not sure			6.8%		8.6%		8.4%	
	Total Yes			65.3%		65.6%		67.0%	
Total No			28.0%		25.8%		24.6%		

FEATURES OF THE MEASURE

		Total		Likely November 2016		Likely June 2016 Voter		Likely November 2015	
		Column N %	Mean	Column N %	Mean	Column N %	Mean	Column N %	Mean
11A. The measure will maintain current library hours	Much More Likely			43.6%		48.2%		45.4%	
	Swt. More Likely			23.6%		22.5%		21.0%	
	No Effect			21.1%		17.8%		19.9%	
	Swt. Less Likely			4.2%		2.5%		3.3%	
	Much Less Likely			4.7%		5.1%		6.4%	
	Not sure			2.8%		3.8%		4.2%	
11B. Maintain a children's librarian position	Much More Likely			51.0%		49.2%		47.3%	
	Swt. More Likely			20.6%		18.7%		20.1%	
	No Effect			14.1%		16.8%		14.8%	
	Swt. Less Likely			4.0%		3.2%		3.9%	
	Much Less Likely			5.4%		4.5%		5.3%	
	Not sure			4.9%		7.6%		8.7%	
11C. Continue the appointed Citizen Oversight Committee to assure the money raised is used for its intended purposes	Much More Likely			42.9%		40.5%		41.3%	
	Swt. More Likely			21.4%		28.0%		27.1%	
	No Effect			22.3%		17.8%		16.7%	
	Swt. Less Likely			2.8%		4.8%		4.9%	
	Much Less Likely			7.3%		4.2%		5.0%	
	Not sure			3.2%		4.7%		5.0%	
11D. The tax will just be used to increase city government employee salaries	Much More Likely			8.0%		9.2%		10.4%	
	Swt. More Likely			10.1%		9.1%		10.1%	
	No Effect			11.9%		14.6%		14.5%	
	Swt. Less Likely			18.8%		19.0%		14.9%	
	Much Less Likely			45.6%		42.6%		43.0%	
	Not sure			5.7%		5.5%		7.0%	
11E. Demand for services at the San Rafael Public Library continues to increase and the measure is critical to meeting the new demand	Much More Likely			43.6%		42.1%		42.4%	
	Swt. More Likely			25.0%		26.6%		23.2%	
	No Effect			13.3%		15.9%		16.8%	
	Swt. Less Likely			9.6%		4.5%		5.4%	
	Much Less Likely			2.7%		4.1%		4.7%	
	Not sure			5.9%		6.8%		7.6%	
11F. The measure exempts senior citizens, assuring that those who are on fixed incomes won't be unfairly assessed	Much More Likely			53.1%		50.2%		46.3%	
	Swt. More Likely			16.8%		19.6%		22.4%	
	No Effect			16.1%		17.5%		16.1%	
	Swt. Less Likely			4.4%		3.7%		4.0%	
	Much Less Likely			6.1%		5.0%		6.9%	
	Not sure			3.5%		4.1%		4.4%	
11G. An excellent public library is a community asset that sustains property values	Much More Likely			41.3%		43.1%		47.4%	
	Swt. More Likely			16.0%		19.0%		14.8%	
	No Effect			27.5%		24.8%		22.6%	
	Swt. Less Likely			6.9%		4.6%		5.5%	
	Much Less Likely			4.5%		2.6%		3.0%	
	Not sure			3.7%		5.9%		6.7%	

		Total		Likely November 2016		Likely June 2016 Voter		Likely November 2015	
		Column N %	Mean	Column N %	Mean	Column N %	Mean	Column N %	Mean
11H. The measure will provide all residents access to high quality information in print and electronic form	Much More Likely			43.7%		53.2%		50.9%	
	Swt. More Likely			19.4%		16.6%		19.5%	
	No Effect			25.2%		20.4%		20.1%	
	Swt. Less Likely			3.5%		3.3%		2.2%	
	Much Less Likely			7.3%		5.2%		6.3%	
	Not sure			.9%		1.3%		1.0%	
11I. The measure will keep our tax dollars in San Rafael to assure that our Library will serve future generations	Much More Likely			52.8%		57.7%		57.5%	
	Swt. More Likely			23.0%		22.2%		21.4%	
	No Effect			19.5%		14.9%		14.7%	
	Swt. Less Likely			1.2%		1.7%		2.3%	
	Much Less Likely			1.3%		1.7%		2.5%	
	Not sure			2.2%		1.7%		1.7%	
11J. We would not need taxpayer money if we did not have to pay the extra expense of a security guard at the library	Much More Likely			15.2%		15.9%		17.7%	
	Swt. More Likely			13.9%		15.6%		16.1%	
	No Effect			39.0%		40.5%		40.8%	
	Swt. Less Likely			9.3%		7.8%		7.3%	
	Much Less Likely			16.4%		13.9%		12.4%	
	Not sure			6.3%		6.4%		5.8%	
11K. An investment in your Library helps to keep this vital institution abreast of current technology	Much More Likely			46.5%		48.6%		43.0%	
	Swt. More Likely			21.5%		21.6%		22.4%	
	No Effect			18.7%		19.0%		22.8%	
	Swt. Less Likely			8.4%		5.4%		5.0%	
	Much Less Likely			3.2%		4.6%		6.3%	
	Not sure			1.6%		.9%		.5%	
11L. The measure will increase the rate we pay by less than a dollar a month	Much More Likely			42.3%		41.8%		37.0%	
	Swt. More Likely			21.5%		23.5%		23.0%	
	No Effect			24.2%		19.6%		22.7%	
	Swt. Less Likely			4.7%		5.0%		4.4%	
	Much Less Likely			4.5%		6.5%		8.8%	
	Not sure			2.8%		3.6%		4.1%	
11M. The tax will be used to support a bloated and costly pension program for City employees	Much More Likely			7.3%		9.9%		11.7%	
	Swt. More Likely			6.4%		7.4%		6.9%	
	No Effect			16.6%		13.5%		12.6%	
	Swt. Less Likely			12.3%		11.8%		9.6%	
	Much Less Likely			52.4%		52.0%		53.7%	
	Not sure			4.9%		5.4%		5.6%	

FEATURES OF THE MEASURE -- RANKED BY MEAN SCORE

	Total		Likely November 2016		Likely June 2016 Voter		Likely November 2015	
	Column N %	Mean	Column N %	Mean	Column N %	Mean	Column N %	Mean
11I. The measure will keep our tax dollars in San Rafael to assure that our Library will serve future generations				1.28		1.35		1.31
11B. Maintain a children's librarian position				1.13		1.14		1.10
11F. The measure exempts senior citizens, assuring that those who are on fixed incomes won't be unfairly assessed				1.10		1.11		1.02
11E. Demand for services at the San Rafael Public Library continues to increase and the measure is critical to meeting the new demand				1.03		1.05		1.01
11K. An investment in your Library helps to keep this vital institution abreast of current technology				1.01		1.05		.91
11A. The measure will maintain current library hours				1.00		1.10		1.00
11L. The measure will increase the rate we pay by less than a dollar a month				.95		.92		.78
11C. Continue the appointed Citizen Oversight Committee to assure the money raised is used for its intended purposes				.93		1.00		1.00
11H. The measure will provide all residents access to high quality information in print and electronic form				.89		1.11		1.08
11G. An excellent public library is a community asset that sustains property values				.86		1.01		1.05
11J. We would not need taxpayer money if we did not have to pay the extra expense of a security guard at the library				.02		.12		.21
11D. The tax will just be used to increase city government employee salaries				-.89		-.81		-.75
11M. The tax will be used to support a bloated and costly pension program for City employees				-1.01		-.94		-.92

LIBRARY PARCEL TAX RENEWAL – INFORMED BALLOT TEST

		Total		Likely November 2016		Likely June 2016 Voter		Likely November 2015	
		Column N %	Mean	Column N %	Mean	Column N %	Mean	Column N %	Mean
12. Second Ballot Test - Sample A: To maintain a consistent, locally-controlled funding source, augmenting current general fund allocations for the San Rafael Public Library, for • maintaining hours; • improving facilities, equipment, materials; and • services for children, teens, and adults; shall the City of San Rafael extend the annual \$49 parcel tax and increase it by \$10 (slightly higher rates for multiple-unit residential parcels) for a period of 18 years, with annual CPI adjustment, oversight by an independent citizens committee and with exemptions for senior citizens?	Definitely Yes			42.5%		45.4%		41.4%	
	Probably Yes			21.4%		24.7%		27.0%	
	Probably No			9.2%		9.0%		9.9%	
	Definitely No			17.2%		16.3%		16.8%	
	Not sure			9.7%		4.6%		4.9%	
	Total Yes			63.9%		70.1%		68.4%	
Total No			26.4%		25.3%		26.7%		
13. Second Ballot Test - Sample B: To maintain a consistent, locally-controlled funding source, augmenting current general fund allocations for the San Rafael Public Library, for • maintaining hours; • improving facilities, equipment, materials; and • services for children, teens, and adults; shall the City of San Rafael extend the annual \$49 parcel tax and increase it by \$10 (slightly higher rates for multiple-unit residential parcels) for a period of nine years, with annual CPI adjustment, oversight by an independent citizens committee and with exemptions for senior citizens?	Definitely Yes			43.9%		49.7%		49.1%	
	Probably Yes			21.3%		17.8%		16.2%	
	Probably No			12.2%		10.3%		10.6%	
	Definitely No			17.4%		16.0%		16.3%	
	Not sure			5.2%		6.3%		7.8%	
	Total Yes			65.3%		67.5%		65.3%	
Total No			29.6%		26.2%		26.9%		
14. Alternative Ballot Test: To maintain a consistent, locally-controlled funding source, augmenting current general fund allocations for the San Rafael Public Library, for • maintaining hours; • improving facilities, equipment, materials; and • services for children, teens, and adults; shall the City of San Rafael extend the existing annual \$49 parcel tax (slightly higher rates for multiple-unit residential parcels) without an increase for a period of seven years, with annual CPI adjustment, oversight by an independent citizens committee and with exemptions for senior citizens?	Definitely Yes			55.4%		58.6%		56.2%	
	Probably Yes			20.6%		18.6%		19.9%	
	Probably No			6.6%		5.9%		5.7%	
	Definitely No			12.0%		11.9%		12.3%	
	Not sure			5.5%		5.0%		6.0%	
	Total Yes			75.9%		77.2%		76.0%	
Total No			18.6%		17.8%		18.0%		

DEMOGRAPHICS

		Total		Likely November 2016		Likely June 2016 Voter		Likely November 2015	
		Column N %	Mean	Column N %	Mean	Column N %	Mean	Column N %	Mean
A. What is your gender?	Male	48.9%		45.8%		44.7%		44.8%	
	Female	51.1%		54.2%		55.3%		55.2%	
B. What ethnic group do you consider yourself a part of or feel closest to?	African-American or Black	2.2%		.7%		1.1%		1.4%	
	American Indian or Alaska Native	.5%		.4%		.7%		.9%	
	Asian	5.7%		.4%		.7%		.9%	
	Caucasian or White	59.5%		69.7%		76.3%		79.7%	
	Hispanic or Latino	28.1%		21.4%		11.8%		9.9%	
	Native Hawaiian or other Pacific Islander	.1%		.1%		0.0%		0.0%	
	Two or more races	2.2%		4.1%		4.5%		3.1%	
	Other	.6%		1.2%		1.8%		1.1%	
	Not sure	1.0%		1.9%		3.0%		2.9%	
C. Do you have any children 18 years or younger living in your household?	Yes	35.0%		27.6%		19.0%		18.0%	
	No	64.6%		71.6%		79.8%		80.5%	
	Not sure	.4%		.7%		1.2%		1.5%	
D. Including yourself, if applicable, how many adults ages 65 and over live in your household?	None	68.2%		51.6%		45.2%		40.2%	
	One	17.9%		26.8%		28.7%		28.2%	
	Two	12.0%		18.2%		23.2%		29.2%	
	Three or more	1.4%		2.5%		1.6%		.2%	
	Not sure	.6%		1.0%		1.3%		2.1%	
E. Which of the following best describes your working status?	Full-time	53.7%		48.2%		41.3%		35.4%	
	Part-time	8.2%		9.7%		8.1%		8.3%	
	Self-employed	15.8%		10.2%		11.3%		10.4%	
	Unemployed	2.3%		.9%		.8%		1.7%	
	Homemaker or Stay-at-home parent	1.0%		1.8%		1.7%		1.9%	
	Retired	17.1%		25.5%		31.7%		38.2%	
	Student	1.0%		1.8%		2.5%		2.4%	
	Not sure	.9%		1.7%		2.5%		1.6%	
F. How long have you lived in San Rafael?	Less than 5 years	22.6%		11.0%		11.9%		7.0%	
	5 to 10 years	21.7%		20.8%		17.0%		14.9%	
	11 to 20 years	24.0%		22.1%		21.5%		23.0%	
	More than 20 years	31.1%		44.9%		48.0%		53.2%	
	Not sure	.6%		1.1%		1.6%		2.0%	
G. Do you own or rent your home?	Renter	44.7%		35.3%		28.0%		25.1%	
	Owner	53.5%		62.9%		69.5%		73.3%	
	Not sure	1.8%		1.8%		2.5%		1.6%	

		Total		Likely November 2016		Likely June 2016 Voter		Likely November 2015	
		Column N %	Mean	Column N %	Mean	Column N %	Mean	Column N %	Mean
H. Approximate total income of your household last year	Less than \$20,000	9.3%		1.8%		2.3%		2.0%	
	\$20,000 to less than \$40,000	5.5%		10.1%		7.6%		6.2%	
	\$40,000 to less than \$75,000	14.1%		15.1%		15.9%		14.7%	
	\$75,000 to less than \$100,000	11.4%		11.7%		13.2%		16.4%	
	\$100,000 to less than \$125,000	7.6%		8.1%		10.2%		8.0%	
	\$125,000 to less than \$150,000	5.9%		4.4%		6.0%		4.5%	
	\$150,000 or more	16.9%		17.1%		17.2%		17.3%	
	Not sure	29.3%		31.7%		27.5%		30.9%	
J. Census Age Groups	18-24	9.9%		3.1%		2.5%		1.8%	
	25-34	15.7%		7.1%		3.5%		1.6%	
	35-44	17.4%		15.1%		8.8%		5.4%	
	45-54	19.9%		19.0%		13.5%		13.6%	
	55-59	9.3%		13.1%		13.1%		12.3%	
	60-64	6.8%		7.9%		11.6%		12.2%	
	65+	21.0%		34.7%		47.1%		53.2%	
J. Voter Age Groups	18-29	17.9%		7.0%		3.8%		1.8%	
	30-39	15.7%		8.8%		5.7%		3.5%	
	40-49	15.9%		18.0%		12.0%		9.7%	
	50-64	29.5%		31.5%		31.5%		31.8%	
	65+	21.0%		34.7%		47.1%		53.2%	
	Not coded	0.0%		0.0%		0.0%		0.0%	
I. If you would like to receive the City of San Rafael City Manager's bi-monthly newsletter about issues and events in San Rafael, provide your alternative email address:		Confidential							
K. Ethnic Surname	Japanese	.0%		.0%		.1%		.1%	
	Chinese	.4%		.8%		1.4%		.1%	
	Hispanic	49.1%		46.5%		39.2%		38.5%	
	Jewish	4.6%		8.7%		13.5%		10.8%	
	Armenian	.2%		.5%		0.0%		1.2%	
	Vietnamese	.0%		.1%		.2%		0.0%	
	Italian	4.4%		2.8%		3.7%		5.2%	
	Korean	3.5%		.1%		.2%		.3%	
	African American	0.0%		0.0%		0.0%		0.0%	
Not Coded	37.7%		40.5%		41.9%		43.8%		
L. Homeownership Status	Owner	47.3%		67.3%		74.0%		76.7%	
	Renter	52.7%		32.7%		26.0%		23.3%	

		Total		Likely November 2016		Likely June 2016 Voter		Likely November 2015	
		Column N %	Mean	Column N %	Mean	Column N %	Mean	Column N %	Mean
M. Party	Democrat	50.9%		56.4%		58.3%		58.1%	
	Republican	17.4%		18.4%		20.9%		22.5%	
	Other	7.0%		4.2%		3.4%		3.0%	
	DTS	24.7%		21.0%		17.5%		16.4%	
N. Household Party Type	Dem 1	30.8%		32.3%		31.7%		31.3%	
	Dem 2+	15.5%		15.6%		18.0%		18.3%	
	Rep 1	9.5%		8.2%		8.6%		8.7%	
	Rep 2+	2.9%		5.4%		6.4%		7.7%	
	Other 1	23.0%		13.2%		11.2%		9.4%	
	Other 2+	3.1%		5.7%		4.0%		4.7%	
	Dem & Rep	2.9%		5.2%		6.0%		5.8%	
	Dem & Other	7.6%		11.8%		11.3%		10.7%	
	Rep & Other	2.4%		2.6%		2.5%		3.2%	
	Dem, Rep & Other	2.4%		.1%		.2%		.2%	
O. Registration Date	2013 to 2015	34.6%		11.9%		8.0%		6.0%	
	2009 to 2012	21.3%		25.6%		22.7%		16.3%	
	2005 to 2008	13.6%		15.7%		12.6%		14.3%	
	2001 to 2004	10.4%		11.2%		10.7%		10.5%	
	1997 to 2000	3.8%		5.9%		9.4%		10.1%	
	1993 to 1996	6.4%		11.6%		8.9%		9.7%	
	1981 to 1992	5.8%		10.5%		15.7%		18.5%	
	1980 or before	4.1%		7.6%		12.2%		14.6%	
Not coded	0.0%		0.0%		0.0%		0.0%		
Q. Times Voted in Last Elections	0	36.9%		4.4%		0.0%		0.0%	
	1	9.3%		9.4%		.7%		0.0%	
	2	6.6%		7.6%		2.0%		0.0%	
	3	9.5%		9.5%		4.3%		1.6%	
	4	2.5%		4.6%		3.0%		2.8%	
	5	2.8%		5.2%		1.9%		.9%	
	6	2.9%		5.4%		5.3%		3.1%	
	7	3.3%		6.0%		8.5%		4.8%	
	8	2.8%		5.0%		7.2%		7.1%	
	9	2.4%		4.4%		6.0%		5.2%	
	10	2.0%		3.6%		5.7%		5.0%	
	11	2.8%		5.2%		7.6%		9.4%	
	12	3.4%		6.2%		9.9%		12.4%	
	13	3.2%		5.9%		9.5%		11.9%	
	14	9.6%		17.6%		28.3%		35.5%	

		Total		Likely November 2016		Likely June 2016 Voter		Likely November 2015	
		Column N %	Mean	Column N %	Mean	Column N %	Mean	Column N %	Mean
R. Absentee Voter	0	54.6%		27.0%		14.5%		13.5%	
	1	12.1%		16.2%		9.1%		7.9%	
	2	5.3%		9.7%		6.3%		4.5%	
	3	4.9%		5.1%		6.2%		3.7%	
	4	1.3%		2.4%		3.2%		3.5%	
	5	.9%		1.7%		2.2%		2.4%	
	6	2.7%		4.9%		7.6%		6.3%	
	7	2.0%		3.6%		5.0%		3.3%	
	8	1.1%		2.0%		3.1%		3.8%	
	9	.9%		1.7%		2.0%		1.8%	
	10	1.5%		2.7%		3.9%		2.9%	
	11	1.6%		2.9%		4.7%		5.9%	
	12	2.3%		4.3%		6.9%		8.6%	
	13	2.5%		4.5%		7.3%		9.1%	
	14	6.2%		11.3%		18.1%		22.7%	
S. Likely June 2016 Voter	Yes	34.0%		62.2%		100.0%		97.1%	
	No	66.0%		37.8%		0.0%		2.9%	
T. Likely November 2015 Voter	Yes	27.1%		49.5%		77.3%		100.0%	
	No	72.9%		50.5%		22.7%		0.0%	
U. Permanent Absentee Voter	Yes	66.8%		71.2%		77.0%		79.1%	
	No	33.2%		28.8%		23.0%		20.9%	
V. Likely Absentee Voter	Yes	39.1%		71.5%		77.5%		79.7%	
	No	60.9%		28.5%		22.5%		20.3%	