# **CITY OF SAN RAFAEL**

2017 Resident Satisfaction Survey

Topline Report n=858 25-minutes Hybrid Online & Phone Interviewing Sample: All Voters / Likely November 2018 / Likely June 2018 / Likely November 2017

February 27, 2017

#### www.godberesearch.com

Northern California and Corporate Offices 1575 Old Bayshore Highway, Suite 102 Burlingame, CA 94010

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

Pacific Northwest 601 108<sup>th</sup> Avenue NE, Suite 1900 Bellevue, WA 98004



# **METHODOLOGY**

Interview Methodology: Internet & Phone Languages: English n=858 & Spanish n=3 Sample Universes: 46,787 Adults 18+ 18,466 Likely November 2018 voters 13,597 Likely June 2018 voters 12,474 Likely November 2017 voters Sample Size: . n=858, Adults 18+ n=750, November 2018 n=633, June 2018 n=537, November 2017 Error Rate: ±3.31%, Adults 18+ ±3.51%, November 2018 ±3.80%, June 2018 ±4.14%, November 2017 Field Dates: February 7 to February 19, 2015 Census 2015 ACS Weighting Strata: Survey Type / Gender / Age / Ethnicity / Homeownership Voter File Weighting Strata: Survey Type / Gender / Age / Partisanhip / Homeownership / Permanent Absentee Voter

# **OVERALL SATISFACTION**

		1	otal		Likely Noven	nber 2018	3 Voter	R. Likely Ju	ine 2018	Voter	S. Likely Nove	ember 20	17 Voter
		Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ
	Very satisfied	46.4%	398		46.6%	158		48.7%	122		47.6%	109	
	Somewhat satisfied	40.6%	348		42.1%	143		40.7%	102		40.9%	94	
	Somewhat dissatisfied	9.2%	79		8.2%	28		7.5%	19		8.1%	19	
1. To begin, what is your overall opinion of living in San Rafael . In general, are you satisfied or dissatisfied with the overall	Very dissatisfied	2.7%	24		2.4%	8		2.2%	6		2.5%	6	
quality of life in San Rafael?	DK/NA	1.1%	9		0.6%	2		0.9%	2		0.9%	2	
·····, ·····	Satisfaction	87.0%			88.8%			89.5%			88.5%		
	Dissatisfaction	12.0%			10.6%			9.7%			10.5%		
	Ratio Sat to Dissat	7.3			8.4			9.2			8.4		
	Very satisfied	31.8%	272		27.4%	93		28.4%	71		28.1%	64	
	Somewhat satisfied	44.3%	380		52.2%	177		51.4%	128		50.9%	116	
	Somewhat dissatisfied	12.3%	106		11.4%	39		10.7%	27		12.0%	27	
2. In general, are you satisfied or dissatisfied with the job the	Very dissatisfied	3.9%	33		4.1%	14		4.4%	11		4.4%	10	
City of San Rafael is doing to provide City services?	DK/NA	7.8%	67		4.9%	17		5.1%	13		4.7%	11	
	Satisfaction	76.1%			79.6%			79.8%			79.0%		
	Dissatisfaction	16.2%			15.5%			15.1%			16.4%		
	Ratio Sat to Dissat	4.7			5.1			5.3			4.8		
	Excellent	4.6%	40		3.9%	13		3.8%	10		3.7%	9	
	Good	34.0%	292		29.2%	99		34.1%	85		33.4%	77	
	Fair	18.2%	156		22.2%	75		21.9%	55		22.7%	52	
3. In your opinion, would you say the City's financial situation is	Poor	4.4%	38		5.0%	17		5.7%	14		6.2%	14	
excellent, good, fair, or poor?	DK/NA	38.7%	332		39.7%	134		34.5%	86		33.9%	78	
	Ex + Good	38.6%			33.0%			37.9%			37.2%		
	Poor	4.4%			5.0%			5.7%			6.2%		
	Ratio (Ex + Good)/Poor	8.7			6.6			6.6			6.0		

# **SATISFACTION WITH INDIVIDUAL SERVICES**

		1	otal		Likely Nover	nber 201	8 Voter	R. Likely Ju	une 2018	Voter	S. Likely Nove	ember 20	17 Voter
		Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mear or Δ
	Very satisfied	24.5%	210	46.6%	15.2%	51	42.8%	15.0%	37	43.7%	15.2%	35	43.4%
	Somewhat satisfied	22.1%	190		27.6%	94		28.7%	72		28.2%	65	
4A. Providing programs to reduce greenhouse gas emissions	Somewhat dissatisfied	8.0%	68		8.9%	30		8.1%	20		8.5%	19	
	Very dissatisfied	2.3%	19		3.4%	12		2.9%	7		2.5%	6	
	DK/NA	43.2%	370		44.9%	152		45.3%	113		45.6%	104	
	Very satisfied	49.8%	427	85.6%	45.5%	154	88.1%	49.5%	124	88.9%	48.4%	111	88.2%
	Somewhat satisfied	35.9%	308		42.6%	144		39.3%	98		39.8%	91	
4B. Providing police protection	Somewhat dissatisfied	8.1%	70		4.7%	16		4.8%	12		5.5%	13	
	Very dissatisfied	1.7%	14		2.8%	9		1.3%	3		1.1%	2	
	DK/NA	4.6%	39		4.4%	15		5.0%	12		5.2%	12	
	Very satisfied	17.6%	151	45.4%	11.0%	37	48.9%	13.7%	34	51.3%	13.4%	31	51.0%
	Somewhat satisfied	27.8%	239		38.0%	129		37.7%	94		37.6%	86	
4C. Keeping taxes at affordable levels	Somewhat dissatisfied	28.4%	243		23.4%	79		21.4%	53		20.2%	46	
	Very dissatisfied	15.5%	133		18.9%	64		18.0%	45		19.4%	44	
	DK/NA	10.7%	92		8.8%	30		9.3%	23		9.4%	22	
	Very satisfied	17.2%	147	57.0%	12.4%	42	54.8%	13.6%	34	54.9%	14.0%	32	54.2%
	Somewhat satisfied	39.9%	342		42.4%	144		41.3%	103		40.2%	92	
4D. Managing growth and development	Somewhat dissatisfied	21.7%	186		19.5%	66		20.8%	52		21.0%	48	
	Very dissatisfied	7.4%	64		10.3%	35		9.4%	23		10.8%	25	
	DK/NA	13.8%	119		15.4%	52		14.8%	37		14.0%	32	
	Very satisfied	38.4%	329	78.6%	37.6%	128	82.7%	36.7%	91	83.0%	37.9%	87	82.9%
	Somewhat satisfied	40.2%	345		45.0%	152		46.4%	116		45.0%	103	
4E. Preserving open space	Somewhat dissatisfied	13.5%	116		6.0%	20		6.1%	15		5.6%	13	
	Very dissatisfied	1.4%	12		3.5%	12		2.8%	7		3.5%	8	
	DK/NA	6.5%	56		7.8%	27		8.0%	20		8.0%	18	
	Very satisfied	18.7%	160	49.9%	12.5%	42	51.8%	13.2%	33	52.3%	11.5%	26	50.5%
	Somewhat satisfied	31.2%	268		39.3%	133		39.1%	98		39.0%	89	
4F. Managing traffic on city streets	Somewhat dissatisfied	27.4%	235		23.2%	78		24.6%	61		24.1%	55	
	Very dissatisfied	21.1%	181		22.4%	76		20.1%	50		22.5%	52	
	DK/NA	1.7%	14		2.6%	9		2.9%	7		2.9%	7	
	Very satisfied	16.5%	141	64.4%	15.9%	54	55.1%	16.9%	42	55.2%	15.2%	35	54.2%
	Somewhat satisfied	48.0%	411		39.3%	133		38.4%	96		39.0%	89	
4G. Maintaining city streets and roads	Somewhat dissatisfied	18.1%	155		26.0%	88		26.7%	67		26.3%	60	
	Very dissatisfied	15.9%	137		17.5%	59		16.5%	41		18.1%	42	
	DK/NA	1.5%	13		1.4%	5		1.6%	4		1.4%	3	
	Very satisfied	48.3%	414	85.8%	49.3%	167	86.6%	50.7%	126	85.8%	48.2%	111	85.7%
	Somewhat satisfied	37.5%	322		37.3%	126		35.2%	88		37.5%	86	
4H. Providing public library services	Somewhat dissatisfied	4.3%	37		2.3%	8		2.9%	7		2.9%	7	
	Very dissatisfied	0.2%	2		0.5%	2		0.3%	1		0.1%	0	
	DK/NA	9.7%	83		10.6%	36		11.0%	27		11.3%	26	

		1	Total		Likely Nover	nber 201	8 Voter	R. Likely J	une 2018	Voter	S. Likely Nove	ember 20	17 Voter
		Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ
	Very satisfied	55.5%	476	86.5%	59.2%	201	89.4%	62.7%	156	89.7%	63.0%	144	89.4%
	Somewhat satisfied	31.0%	265		30.2%	102		26.9%	67		26.4%	60	
4I. Providing fire and paramedic services	Somewhat dissatisfied	2.4%	20		1.7%	6		1.8%	4		1.8%	4	
	Very dissatisfied	0.0%	0		0.0%	0		0.0%	0		0.0%	0	
	DK/NA	11.1%	96		8.8%	30		8.5%	21		8.7%	20	
	Very satisfied	7.8%	67	36.0%	9.9%	34	35.7%	11.2%	28	35.9%	11.6%	26	34.8%
	Somewhat satisfied	28.2%	242		25.8%	87		24.7%	62		23.2%	53	
4J. Providing affordable housing	Somewhat dissatisfied	24.1%	207		27.9%	95		28.9%	72		30.0%	69	
	Very dissatisfied	14.6%	125		14.3%	48		13.4%	33		14.0%	32	
	DK/NA	25.3%	217		22.2%	75		21.8%	54		21.2%	48	
	Very satisfied	26.9%	231	70.8%	26.6%	90	75.3%	27.5%	69	74.6%	28.3%	65	75.0%
	Somewhat satisfied	43.8%	376		48.8%	165		47.1%	117		46.7%	107	
4K. Maintaining storm drains	Somewhat dissatisfied	14.3%	123		12.3%	42		13.3%	33		13.1%	30	
	Very dissatisfied	4.5%	39		5.9%	20		4.6%	11		4.5%	10	
	DK/NA	10.4%	89		6.5%	22		7.5%	19		7.4%	17	
	Very satisfied	23.0%	198	71.1%	21.1%	71	63.5%	23.2%	58	62.8%	21.8%	50	60.4%
	Somewhat satisfied	48.0%	412		42.4%	144		39.6%	99		38.6%	88	
4L. Maintaining sidewalks	Somewhat dissatisfied	17.9%	154		17.9%	61		20.7%	52		22.5%	52	
	Very dissatisfied	9.2%	79		14.3%	48		12.4%	31		12.8%	29	
	DK/NA	1.7%	15		4.4%	15		4.1%	10		4.3%	10	
	Very satisfied	29.7%	255	74.9%	26.5%	90	72.1%	26.9%	67	71.7%	26.0%	60	70.6%
	Somewhat satisfied	45.2%	387		45.7%	155		44.7%	112		44.6%	102	
4M. Providing bike and pedestrian friendly routes	Somewhat dissatisfied	10.6%	91		11.1%	38		12.6%	31		13.3%	31	
	Very dissatisfied	8.4%	72		6.7%	23		6.3%	16		6.2%	14	
	DK/NA	6.1%	52		10.0%	34		9.5%	24		9.8%	23	
	Very satisfied	29.9%	257	73.2%	28.5%	97	75.8%	27.9%	69	76.9%	25.9%	59	76.5%
	Somewhat satisfied	43.3%	371		47.2%	160		49.1%	122		50.6%	116	
4N. Trimming trees along city streets	Somewhat dissatisfied	12.4%	106		10.5%	35		8.8%	22		8.8%	20	
	Very dissatisfied	3.1%	26		6.2%	21		5.5%	14		5.8%	13	
	DK/NA	11.3%	97		7.6%	26		8.8%	22		8.9%	20	
	Very satisfied	31.3%	268	79.8%	29.9%	101	77.3%	32.4%	81	78.5%	31.2%	71	77.9%
	Somewhat satisfied	48.5%	416		47.5%	161		46.1%	115		46.7%	107	
40. Cleaning and sweeping city streets	Somewhat dissatisfied	12.0%	103		11.7%	40		12.2%	30		13.0%	30	
	Very dissatisfied	6.4%	55		7.8%	26		6.3%	16		6.0%	14	
	DK/NA	1.8%	15		3.2%	11		2.9%	7		3.1%	7	
	Very satisfied	23.5%	202	64.2%	19.6%	66	61.2%	19.6%	49	59.5%	20.8%	48	57.9%
	Somewhat satisfied	40.7%	349		41.6%	141		39.9%	100		37.0%	85	
4P. Providing sufficient parking downtown	Somewhat dissatisfied	19.9%	171		21.6%	73		22.0%	55		22.9%	52	
	Very dissatisfied	13.3%	114		12.2%	41		13.8%	34		13.9%	32	
	DK/NA	2.6%	22	1	5.0%	17		4.7%	12		5.3%	12	

		1	Fotal		Likely Nove	mber 201	8 Voter	R. Likely J	une 2018	Voter	S. Likely Nove	ember 20	17 Voter
		Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ
	Very satisfied	14.7%	126	40.4%	17.0%	58	50.1%	17.5%	44	51.4%	19.2%	44	52.2%
	Somewhat satisfied	25.7%	220		33.1%	112		33.9%	85		33.0%	76	
4Q. Providing senior citizen services	Somewhat dissatisfied	5.6%	48		6.9%	23		6.6%	16		7.1%	16	
	Very dissatisfied	0.7%	6		1.7%	6		2.1%	5		2.3%	5	
	DK/NA	53.4%	458		41.3%	140		39.8%	99		38.4%	88	
	Very satisfied	15.8%	136	44.1%	10.8%	37	39.4%	10.1%	25	39.8%	11.0%	25	39.7%
	Somewhat satisfied	28.2%	242		28.6%	97		29.7%	74		28.7%	66	
4R. Providing youth and teen services	Somewhat dissatisfied	10.6%	91		8.0%	27		6.4%	16		7.2%	16	
	Very dissatisfied	3.7%	32		2.5%	8		2.2%	6		2.2%	5	
	DK/NA	41.6%	357		50.1%	170		51.6%	129		50.9%	117	
	Very satisfied	26.3%	226	68.2%	29.3%	99	75.9%	29.7%	74	74.8%	30.3%	69	74.2%
	Somewhat satisfied	41.9%	359		46.6%	158		45.2%	113		43.9%	101	
4S. Providing community events	Somewhat dissatisfied	13.2%	113		6.5%	22		7.1%	18		7.3%	17	
	Very dissatisfied	0.7%	6		1.7%	6		0.9%	2		1.4%	3	
	DK/NA	17.9%	153		15.9%	54		17.1%	43		17.1%	39	
	Very satisfied	34.2%	293	76.8%	35.0%	118	82.2%	36.5%	91	83.2%	35.5%	81	82.6%
	Somewhat satisfied	42.6%	366		47.2%	160		46.6%	116		47.1%	108	
4T. Providing adequate parks and recreation facilities	Somewhat dissatisfied	11.4%	98		8.5%	29		7.5%	19		8.0%	18	
	Very dissatisfied	1.7%	15		2.4%	8		2.1%	5		2.0%	5	
	DK/NA	10.0%	86		6.9%	23		7.2%	18		7.4%	17	
	Very satisfied	31.6%	271	78.8%	30.6%	104	81.1%	31.0%	77	83.8%	29.5%	68	83.1%
	Somewhat satisfied	47.2%	405		50.5%	171		52.8%	132		53.6%	123	
4U. Maintaining parks	Somewhat dissatisfied	10.5%	90		8.2%	28		6.9%	17		7.0%	16	
	Very dissatisfied	4.5%	39		3.9%	13		2.4%	6		2.9%	7	
	DK/NA	6.2%	53		6.7%	23		7.0%	17		7.0%	16	
	Very satisfied	27.5%	236	72.7%	24.7%	84	74.0%	27.2%	68	75.7%	27.9%	64	77.6%
	Somewhat satisfied	45.1%	387		49.3%	167		48.5%	121		49.8%	114	
4V. Providing recreational and cultural arts programs	Somewhat dissatisfied	10.3%	89		6.9%	24		7.2%	18		6.4%	15	
	Very dissatisfied	0.6%	5		1.4%	5		1.2%	3		1.3%	3	
	DK/NA	16.4%	141		17.6%	60		16.0%	40		14.6%	34	
	Very satisfied	10.7%	92	34.8%	8.5%	29	24.3%	8.8%	22	23.4%	9.9%	23	25.2%
	Somewhat satisfied	24.1%	207		15.8%	54		14.5%	36		15.2%	35	
4W. Providing child care services	Somewhat dissatisfied	7.0%	60		5.5%	19		4.6%	11		4.1%	9	
	Very dissatisfied	0.8%	7		2.0%	7		1.9%	5		1.8%	4	
	DK/NA	57.4%	492		68.2%	231		70.2%	175		68.9%	158	
	Very satisfied	17.8%	153	40.7%	14.9%	50	41.9%	16.1%	40	46.1%	15.6%	36	45.5%
	Somewhat satisfied	22.9%	196		27.1%	92		30.0%	75		29.9%	69	
4X. Meeting the needs of ethnic minorities	Somewhat dissatisfied	10.2%	88		9.2%	31		8.7%	22		8.6%	20	
	Very dissatisfied	8.8%	75		5.5%	19		4.9%	12		5.8%	13	
	DK/NA	40.3%	345		43.3%	147		40.3%	100		40.0%	92	

		-	Total		Likely Nover	nber 201	8 Voter	R. Likely Ju	ine 2018	Voter	S. Likely Nove	mber 20	17 Voter
		Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ
	Very satisfied	51.7%	443	85.5%	55.6%	188	89.0%	57.2%	143	88.2%	55.8%	128	88.6%
	Somewhat satisfied	33.8%	290		33.3%	113		31.0%	77		32.8%	75	
4Y. Providing garbage collection and recycling services	Somewhat dissatisfied	5.9%	51		5.5%	19		6.9%	17		6.3%	14	
	Very dissatisfied	7.3%	62		2.1%	7		1.4%	3		1.4%	3	
	DK/NA	1.4%	12		3.4%	12		3.5%	9		3.7%	8	
	Very satisfied	27.6%	236	74.6%	22.7%	77	70.9%	24.4%	61	70.0%	25.1%	58	69.2%
	Somewhat satisfied	47.0%	403		48.2%	163		45.6%	114		44.1%	101	
4Z. Enforcing traffic and parking laws	Somewhat dissatisfied	12.2%	104		11.9%	40		13.2%	33		14.2%	32	
	Very dissatisfied	4.7%	40		7.0%	24		6.5%	16		7.4%	17	
	DK/NA	8.6%	73		10.1%	34		10.2%	26		9.2%	21	
	Very satisfied	8.5%	73	31.2%	3.5%	12	25.5%	4.0%	10	26.8%	4.7%	11	27.7%
	Somewhat satisfied	22.7%	195		22.0%	75		22.8%	57		23.0%	53	
4AA. Reducing the impacts of homelessness	Somewhat dissatisfied	25.4%	218		29.3%	99		33.9%	85		33.6%	77	
	Very dissatisfied	33.2%	285		34.1%	115		29.0%	72		28.8%	66	
	DK/NA	10.2%	87		11.1%	38		10.3%	26		9.9%	23	
	Very satisfied	15.3%	131	51.2%	13.0%	44	45.0%	13.9%	35	48.8%	14.5%	33	50.1%
	Somewhat satisfied	36.0%	308		32.0%	108		34.9%	87		35.7%	82	
4BB. Having your voice heard in City government	Somewhat dissatisfied	14.8%	127		12.5%	42		13.6%	34		14.5%	33	
	Very dissatisfied	4.0%	35		8.0%	27		6.4%	16		7.0%	16	
	DK/NA	29.9%	256		34.6%	117		31.2%	78		28.4%	65	
	Very satisfied	20.1%	172	48.7%	13.4%	46	43.1%	12.5%	31	43.4%	12.9%	29	42.8%
	Somewhat satisfied	28.6%	245		29.7%	101		30.9%	77		30.0%	69	
4CC. Effectively providing building planning and permitting services	Somewhat dissatisfied	9.0%	78		10.0%	34		12.2%	31		12.0%	27	
	Very dissatisfied	3.6%	31		9.0%	31		8.3%	21		9.1%	21	
	DK/NA	38.6%	331		37.9%	128		36.1%	90		36.1%	83	

# **SATISFACTION WITH INDIVIDUAL SERVICES - RANKED BY MEAN SCORE**

		Total		Likely Nover	mber 2018	3 Voter	R. Likely Ju	ine 2018	Voter	S. Likely Nove	ember 2017 Vot
	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count ∑, Me
4I. Providing fire and paramedic services			1.60			1.63			1.67		1.67
4H. Providing public library services			1.48			1.51			1.53		1.51
4B. Providing police protection			1.40			1.37			1.44		1.43
4Y. Providing garbage collection and recycling services			1.32			1.48			1.49		1.49
4E. Preserving open space			1.24			1.27			1.27		1.27
4T. Providing adequate parks and recreation facilities			1.22			1.23			1.27		1.25
4A. Providing programs to reduce greenhouse gas emissions			1.21			0.99			1.02		1.03
4V. Providing recreational and cultural arts programs			1.19			1.18			1.21		1.22
4Q. Providing senior citizen services			1.17			1.11			1.11		1.12
4S. Providing community events			1.14			1.23			1.25		1.24
4N. Trimming trees along city streets			1.13			1.06			1.09		1.06
4U. Maintaining parks			1.13			1.16			1.21		1.18
40. Cleaning and sweeping city streets			1.07			1.03			1.08		1.06
4Z. Enforcing traffic and parking laws			1.07			0.96			0.98		0.96
4CC. Effectively providing building planning and permitting services			1.06			0.76			0.75		0.73
4W. Providing child care services			1.05			0.97			1.02		1.07
4K. Maintaining storm drains			1.04			1.03			1.05		1.07
4M. Providing bike and pedestrian friendly routes			1.02			1.02			1.02		1.00
4R. Providing youth and teen services			0.96			0.96			0.99		0.99
4BB. Having your voice heard in City government			0.89			0.76			0.82		0.80
4L. Maintaining sidewalks			0.86			0.73			0.77		0.73
4X. Meeting the needs of ethnic minorities			0.83			0.90			0.96		0.92
4D. Managing growth and development			0.77			0.67			0.69		0.67
4P. Providing sufficient parking downtown			0.76			0.72			0.68		0.68
4G. Maintaining city streets and roads			0.66			0.54			0.56		0.52
4C. Keeping taxes at affordable levels			0.53			0.45			0.52		0.50
4F. Managing traffic on city streets			0.48			0.43			0.47		0.41
4J. Providing affordable housing			0.39			0.40			0.43		0.41
4AA. Reducing the impacts of homelessness			0.07			-0.06			0.02		0.04

# **OTHER SERVICES AND ISSUES**

		T	otal		Likely Nover	nber 201	8 Voter	R. Likely Ju	une 2018 \	/oter	S. Likely Nove	mber 20 <sup>°</sup>	17 Voter
		Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ
	Homelessness	26.2%	225		31.2%	106		28.5%	71		28.8%	66	
	Traffic congestion	17.7%	152		17.2%	58		18.1%	45		18.7%	43	
	Affordability of housing	15.2%	131		8.8%	30		10.9%	27		9.3%	21	
	Cost of living or housing	10.0%	85		6.9%	23		5.8%	15		5.6%	13	
	Growth and/or overcrowding	5.6%	48		9.4%	32		8.6%	21		9.4%	21	
	Availability of jobs	3.8%	32		1.1%	4		1.2%	3		1.3%	3	
	City employee pensions & benefits are too high	2.3%	19		3.7%	13		4.8%	12		4.4%	10	
	Condition or safety of streets	1.5%	13		1.7%	6		1.5%	4		1.5%	3	
5. What is the single, largest problem facing the City of San Rafael today?	Public safety (includes crime)	1.3%	11		2.2%	8		1.1%	3		1.1%	3	
Nalael today :	Illegal immigrants or day laborers	1.2%	10		3.0%	10		3.4%	8		3.4%	8	
	Condition or safety of sidewalks/pathways	1.2%	10		0.7%	2		1.1%	3		1.1%	2	
	Quality of education	1.0%	9		1.1%	4		1.1%	3		1.3%	3	
	Poor financial situation/condition	0.8%	6		1.6%	5		2.6%	6		1.9%	4	
	Condition or safety of buildings	0.4%	3		0.9%	3		0.0%	0		0.0%	0	
	Other (SPECIFY:	6.7%	58		7.2%	24		7.8%	20		8.5%	19	
	DK/NA	5.2%	45		3.2%	11		3.6%	9		3.7%	8	
	Satisfied	30.0%	258		30.0%	102		33.5%	83		35.1%	80	
	Dissatisfied	19.6%	168		19.0%	64		19.3%	48		20.5%	47	
6. Are you satisfied or dissatisfied with the job the City of San	Mixed opinions	32.0%	274		32.3%	109		31.0%	77		31.1%	71	
Rafael is doing in spending taxpayers' money?	No opinion	6.9%	59		7.0%	24		6.4%	16		4.4%	10	
	DK/NA	11.4%	98		11.7%	40		9.8%	24		8.9%	20	
	Ratio Sat to Dissat	1.5			1.6			1.7			1.7		

### **SUSTAINABILITY**

		1	otal		Likely Nover	nber 201	8 Voter	R. Likely Ju	ine 2018	Voter	S. Likely Nove	mber 20	17 Voter
		Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ
	Almost Always	42.6%	201		53.5%	91		53.5%	68		53.2%	60	
74. Oceanie of bitch and found a second in Martin Oceations Oceanie de	Most of the Time	19.7%	93		14.1%	24		14.6%	18		14.4%	16	
7A. Compost kitchen food scraps in Marin Sanitary Service's green bin	Some of the Time	8.5%	40		9.4%	16		10.7%	13		10.9%	12	
	Never	28.0%	132		22.5%	38		20.7%	26		21.1%	24	
	DK/NA	1.2%	6		0.4%	1		0.6%	1		0.4%	0	
	Almost Always	48.9%	230		66.3%	112		67.7%	86		68.4%	77	
	Most of the Time	35.5%	167		15.8%	27		17.8%	23		16.4%	18	
7B. Bring and use reusable grocery bags to grocery store	Some of the Time	6.8%	32		11.0%	19		8.3%	10		9.5%	11	
	Never	8.5%	40		6.4%	11		5.5%	7		5.0%	6	
	DK/NA	0.2%	1		0.5%	1		0.7%	1		0.8%	1	
	Almost Always	31.7%	149		40.6%	69		37.1%	47		37.9%	43	
	Most of the Time	31.7%	149		18.5%	31		20.2%	26		19.3%	22	
7C. Bring and use reusable grocery bags to other stores such as clothing, household, or department stores	Some of the Time	16.6%	78		19.5%	33		22.6%	29		20.0%	23	
as clothing, household, of acpartment clotes	Never	19.8%	93		21.0%	36		20.1%	25		22.9%	26	
	DK/NA	0.1%	1		0.4%	1		0.0%	0		0.0%	0	
	Almost Always	61.2%	237		61.8%	105		62.4%	77		61.8%	72	
7D. Took steps in 2016 to reduce water use such as using a low	Most of the Time	19.0%	73		24.4%	41		26.3%	32		25.8%	30	
flow shower or faucet regulator, or reducing watering times or	Some of the Time	13.6%	52		9.9%	17		8.8%	11		8.3%	10	
amounts in yard or garden	Never	2.9%	11		3.4%	6		1.8%	2		3.3%	4	
	DK/NA	3.4%	13		0.5%	1		0.7%	1		0.8%	1	1
	Almost Always	21.3%	82		12.9%	22		12.1%	15		11.5%	13	
	Most of the Time	9.5%	37		13.8%	23		12.1%	15		10.8%	13	
7E. Use alternative modes of transportation such as walking, biking, public transit, and carpool	Some of the Time	44.4%	172		48.0%	81		49.2%	60		49.6%	58	
	Never	24.5%	95		24.7%	42		25.8%	32		27.3%	32	
	DK/NA	0.3%	1		0.6%	1		0.7%	1		0.9%	1	
	Inconvenient to practice	37.2%	110		56.8%	59		56.8%	43		58.9%	43	
	Unaware of the practice	8.7%	26		9.8%	10		8.7%	7		7.1%	5	
at would you say are the main reasons why you, or lers of your household, have not adopted some of these	Unsure of how to adopt the practice	5.3%	16		10.9%	11		10.0%	8		10.3%	8	
practices?	Too costly	12.8%	38		3.4%	3		3.0%	2		2.2%	2	
	Other	21.5%	63		14.7%	15		18.1%	14		18.3%	13	
	DK	17.7%	52		10.1%	10		7.2%	5		6.4%	5	

# **FIRST BALLOT TESTS**

		1	otal		Likely Nover	mber 2018	8 Voter	R. Likely Ju	une 2018	Voter	S. Likely Nove	ember 20	17 Voter
		Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ
	Definitely yes				32.3%	53		33.4%	41		32.3%	37	
9. Shall the City of San Rafael increase the local sales tax rate	Probably yes				25.4%	42		23.4%	29		22.8%	26	
by one-quarter percent to provide funding that cannot be taken by the State, and can be used to preserve essential city	Probably no				8.4%	14		8.6%	11		9.3%	11	
services for a period of 20 years, including: maintaining rapid	Definitely no				28.2%	46		30.1%	37		31.0%	35	
emergency police and fire response times and anti-gang and	DK/NA				5.7%	9		4.5%	6		4.6%	5	
anti-drug programs, maintaining adequate numbers of on-duty	Total Yes				57.8%			56.8%			55.0%		
firefighters and paramedics and police, addressing sea level rise and flooding, maintaining community centers and repairing	Total No				36.5%			38.7%			40.3%		
city streets?													
	Definitely yes				13.7%	24		15.9%	20		14.5%	17	
10. Shall the City of San Rafael levy a 5 percent utility users tax	Probably yes				21.9%	38		24.5%	31		25.0%	29	
on telecommunications, gas, electric, water and sewer services to provide funding that cannot be taken by the State, and can	Probably no				20.9%	37		21.7%	27		21.8%	25	
be used to preserve essential city services for a period of 20	Definitely no				33.4%	59		28.9%	36		30.4%	35	
years, including: maintaining rapid emergency police and fire	DK/NA				10.1%	18		9.1%	11		8.3%	9	
response times, maintaining adequate numbers of on-duty	Total Yes				35.6%			40.4%			39.5%		
firefighters and paramedics and police, addressing sea level rise and flooding, maintaining community centers and repairing	Total No				54.4%			50.5%			52.3%		
city streets?													

# **FEATURES OF THE MEASURE**

		1	otal		Likely Nover	nber 201	8 Voter	R. Likely Ju	ine 2018	Voter	S. Likely Nove	ember 20	17 Voter
		Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ
	Much More Likely				30.2%	102	60.1%	31.7%	79	62.0%	30.9%	71	60.9%
	Somewhat More Likely				29.9%	101		30.3%	76		30.1%	69	
11A. Maintaining rapid emergency police and fire response	No Effect				21.2%	72		19.5%	49		20.0%	46	
times	Somewhat Less Likely				4.0%	14		3.6%	9		3.8%	9	
	Much Less Likely				10.0%	34		10.5%	26		10.5%	24	
	DK/NA				4.7%	16		4.3%	11		4.8%	11	
	Much More Likely				26.0%	88	56.1%	28.4%	71	57.4%	27.8%	64	55.3%
	Somewhat More Likely				30.1%	102		29.0%	72		27.5%	63	
11B. Anti-gang and anti-drug programs	No Effect				20.2%	68		18.2%	45		19.6%	45	
	Somewhat Less Likely				9.9%	33		10.4%	26		10.6%	24	
	Much Less Likely				11.5%	39		12.7%	32		12.8%	29	
	DK/NA				2.4%	8		1.4%	4		1.8%	4	
	Much More Likely				31.9%	108	61.2%	34.7%	87	63.6%	34.1%	78	63.2%
	Somewhat More Likely				29.3%	99		29.0%	72		29.1%	67	
11C. Maintaining adequate numbers of on-duty firefighters and	No Effect				21.3%	72		18.9%	47		18.4%	42	
paramedics and police	Somewhat Less Likely				5.7%	19		5.6%	14		5.8%	13	
	Much Less Likely				9.0%	30		9.8%	25		10.2%	23	
	DK/NA				2.8%	9		2.1%	5		2.4%	6	
	Much More Likely				22.2%	75	53.6%	22.9%	57	54.1%	21.9%	50	53.4%
	Somewhat More Likely				31.4%	106		31.1%	78		31.5%	72	
11D. Addressing sea level rise and flooding	No Effect				20.3%	69		17.6%	44		17.2%	39	
The Addressing sea level rise and hodding	Somewhat Less Likely				7.7%	26		8.9%	22		8.5%	19	
	Much Less Likely				14.6%	49		16.0%	40		16.7%	38	
	DK/NA				3.8%	13		3.5%	9		4.2%	10	
	Much More Likely				15.8%	54	49.2%	18.3%	46	48.8%	18.2%	42	48.2%
	Somewhat More Likely				33.4%	113		30.5%	76		30.0%	69	
11E. Maintaining community centers	No Effect				26.7%	90		25.4%	63		25.3%	58	
TTE. Maintaining community centers	Somewhat Less Likely				8.2%	28		9.8%	24		9.6%	22	
	Much Less Likely				11.4%	38		12.4%	31		12.7%	29	
	DK/NA				4.5%	15		3.6%	9		4.2%	10	
	Much More Likely				27.8%	94	63.0%	28.0%	70	62.0%	27.9%	64	61.1%
	Somewhat More Likely				35.2%	119		34.0%	85		33.2%	76	
11F. Repairing city streets and sidewalks	No Effect				19.7%	67		18.7%	47		19.5%	45	
	Somewhat Less Likely				4.3%	15		5.4%	13		4.8%	11	
	Much Less Likely				9.7%	33		11.3%	28		11.8%	27	
	DK/NA				3.3%	11		2.6%	6		2.9%	7	
	Much More Likely				19.0%	64	45.0%	22.1%	55	48.5%	20.7%	47	46.3%
	Somewhat More Likely				26.0%	88		26.4%	66		25.6%	59	
11G. Providing 21st century libraries in San Rafael	No Effect				27.3%	93		24.6%	61		23.8%	55	
TTO. TTOMORING 2 TST CENTURY INFAILES IN SAIL Raidel	Somewhat Less Likely				10.2%	34		8.2%	21		10.0%	23	
	Much Less Likely				13.6%	46		15.2%	38		16.0%	37	
	DK/NA				3.9%	13		3.5%	9		3.9%	9	

		-	Fotal		Likely Nover	nber 201	8 Voter	R. Likely Ju	une 2018	Voter	S. Likely Nove	ember 20	17 Vote
		Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mea or Δ
	Much More Likely				24.5%	42	58.3%	26.5%	34	59.5%	27.3%	31	59.5%
	Somewhat More Likely				33.8%	57		32.9%	42		32.2%	36	
11H. The measure will continue the appointed Citizen Oversight Committee to assure the money raised is used for its intended	No Effect				24.0%	41		22.1%	28		21.3%	24	
purposes	Somewhat Less Likely				3.6%	6		4.2%	5		4.9%	5	
	Much Less Likely				8.7%	15		10.3%	13		10.5%	12	
	DK/NA				5.4%	9		4.0%	5		3.8%	4	
	Much More Likely				4.8%	8	9.6%	6.4%	8	13.2%	6.7%	8	13.1%
	Somewhat More Likely				4.8%	8		6.8%	9		6.4%	7	
11I. The tax will just be used to increase city government	No Effect				17.6%	30		12.0%	15		10.0%	11	
employee salaries	Somewhat Less Likely				21.4%	36		21.7%	27		21.9%	25	
	Much Less Likely				47.0%	80		48.5%	61		50.9%	57	
	DK/NA				4.4%	7		4.6%	6		4.0%	4	
	Much More Likely				38.4%	65	66.6%	41.5%	52	70.7%	40.5%	46	71.3%
	Somewhat More Likely				28.2%	48		29.2%	37		30.8%	35	
11J. Every penny from this measure must stay in San Rafael .	No Effect				19.6%	33		15.4%	19		14.3%	16	
No funds can be taken away by the state	Somewhat Less Likely				1.6%	3		2.0%	2		1.8%	2	
	Much Less Likely				7.2%	12		8.1%	10		8.8%	10	
	DK/NA				4.9%	8		3.8%	5		3.8%	4	
	Much More Likely				16.0%	27	46.1%	17.3%	21	47.4%	16.2%	19	46.5%
11K. The City has been very fiscally responsible, but cost	Somewhat More Likely				30.1%	51		30.1%	37		30.3%	35	
increases threaten our city's long-term financial viability. This	No Effect				25.7%	44		24.7%	30		27.0%	31	
measure will ensure the funds are there to prevent cuts to city	Somewhat Less Likely				8.6%	14		10.6%	13		10.6%	12	
services	Much Less Likely				11.5%	19		11.0%	13		10.5%	12	
	DK/NA				8.1%	14		6.4%	8		5.5%	6	
	Much More Likely				8.1%	14	16.5%	10.7%	13	19.1%	10.5%	12	19.8%
	Somewhat More Likely				8.5%	14		8.3%	10		9.3%	11	
11L. If the measure passes, San Rafael will have the highest	No Effect				25.2%	43		22.3%	27		23.5%	27	
sales tax in Marin County, driving shoppers to other cities and hurting local small businesses	Somewhat Less Likely				17.6%	30		17.9%	22		16.7%	19	
	Much Less Likely				36.0%	61		36.3%	45		35.7%	42	
	DK/NA				4.7%	8		4.4%	5		4.2%	5	
	Much More Likely				5.1%	9	13.6%	5.6%	7	15.5%	5.2%	6	15.4%
	Somewhat More Likely				8.5%	14		9.9%	12		10.2%	12	
he tax will be used to support a bloated and costly	No Effect				18.8%	32		18.8%	23		19.8%	23	l l
pension program for City employees	Somewhat Less Likely				14.0%	24		13.1%	16		14.4%	17	
	Much Less Likely				45.5%	77		47.9%	59		44.9%	52	
	DK/NA				8.1%	14		4.7%	6		5.6%	7	

### FEATURES OF THE MEASURE - RANKED BY MEANS SCORE

		Total		Likely Nover	mber 201	8 Voter	R. Likely Ju	une 2018	Voter	S. Likely Nove	ember 20	17 Voter
	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ
11J. Every penny from this measure must stay in San Rafael .						0.94			0.98			0.96
No funds can be taken away by the state						0.94			0.30			0.30
11C. Maintaining adequate numbers of on-duty firefighters and						0.71			0.75			0.73
paramedics and police						0.71			0.75			0.75
11A. Maintaining rapid emergency police and fire response						0.70			0.72			0.70
times						0.70			0.72			0.70
11F. Repairing city streets and sidewalks						0.69			0.64			0.62
11H. The measure will continue the appointed Citizen Oversight												
Committee to assure the money raised is used for its intended						0.65			0.64			0.63
purposes												
11B. Anti-gang and anti-drug programs						0.50			0.51			0.48
11D. Addressing sea level rise and flooding						0.40			0.37			0.35
11E. Maintaining community centers						0.36			0.34			0.33
11K. The City has been very fiscally responsible, but cost increases threaten our city's long-term financial viability. This measure will ensure the funds are there to prevent cuts to city services						0.33			0.34			0.33
11G. Providing 21st century libraries in San Rafael						0.28			0.33			0.26
11L. If the measure passes, San Rafael will have the highest												
sales tax in Marin County, driving shoppers to other cities and						-0.68			-0.64			-0.60
hurting local small businesses												
11M. The tax will be used to support a bloated and costly						-0.94			-0.92			-0.88
pension program for City employees						-0.94			-0.92			-0.00
11I. The tax will just be used to increase city government						-1.06			-1.04			-1.08
employee salaries						-1.00			-1.04			-1.08

### **INFORMED BALLOT TESTS**

		Total			Likely Nover	nber 2018	8 Voter	R. Likely Ju	ine 2018	Voter	S. Likely November 2017 Vote		
		Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ
	Definitely yes				32.1%	53		34.0%	42		33.2%	38	
12. Shall the City of San Rafael increase the local sales tax rate	Probably yes				26.7%	44		21.9%	27		21.2%	24	
by one-quarter percent to provide funding that cannot be taken by the State, and can be used to preserve essential city	Probably no				10.1%	17		10.5%	13		12.0%	14	
services for a period of 20 years, including: maintaining rapid emergency police and fire response times and anti-gang and anti-drug programs, maintaining adequate numbers of on-duty irefighters and paramedics and police, addressing sea level ise and flooding, maintaining community centers and repairing city streets?	Definitely no				26.1%	43		28.3%	35		28.3%	32	
	DK/NA				4.9%	8		5.2%	6		5.4%	6	
	Total Yes				58.9%			56.0%			54.3%		
	Total No				36.2%			38.8%			40.3%		
	Definitely yes				37.2%	61		40.1%	50		38.8%	44	
	Probably yes				21.7%	36		17.5%	22		17.4%	20	
	Probably no				9.7%	16		8.9%	11		10.1%	11	
13. Alternative Ballot Test - Sales Tax for 9 years	Definitely no				25.3%	41		26.9%	33		27.3%	31	
	DK/NA				6.0%	10		6.6%	8		6.4%	7	
	Total Yes				58.9%			57.6%			56.2%		
	Total No				35.0%			35.8%			37.3%		
	Definitely yes				13.9%	24		16.6%	21		13.7%	16	
14. Shall the City of San Rafael levy a 5 percent utility users tax	Probably yes				23.6%	41		25.2%	32		27.5%	32	
on telecommunications, gas, electric, water and sewer services to provide funding that cannot be taken by the State, and can	Probably no				20.7%	36		19.0%	24		19.9%	23	
be used to preserve essential city services for a period of 20	Definitely no				32.9%	58		30.1%	38		30.5%	35	
years, including: maintaining rapid emergency police and fire	DK/NA				8.8%	15		9.1%	11		8.4%	10	
response times, maintaining adequate numbers of on-duty	Total Yes				37.5%			41.8%			41.2%		
firefighters and paramedics and police, addressing sea level rise and flooding, maintaining community centers and repairing	Total No				53.6%			49.1%			50.4%		
city streets?													
	Definitely yes				19.6%	34		24.1%	30		22.1%	25	
	Probably yes				20.9%	37		23.3%	29		24.9%	29	
	Probably no				20.1%	35		16.0%	20		15.7%	18	
15. Alternative Ballot Test - Utility Users Tax for 9 years	Definitely no				31.9%	56		28.6%	36		29.8%	34	
	DK/NA				7.5%	13		8.0%	10		7.5%	9	
	Total Yes				40.5%			47.4%			47.0%		
	Total No				52.0%			44.6%			45.5%		

		Total			Likely November 2018 Voter			R. Likely Ju	une 2018	Voter	S. Likely November 2017 Vote			
		Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	
	Strongly Support	41.7%	357		39.2%	133		37.7%	94		36.5%	84		
	Somewhat Support	24.3%	209		30.4%	103		29.2%	73		30.4%	70		
	Somewhat Oppose	7.7%	66		6.7%	23		8.6%	22		8.4%	19		
16A. Allowing medical cannabis businesses in San Rafael	Strongly Oppose	19.8%	170		20.6%	70		21.2%	53		21.8%	50		
	DK/NA	6.5%	56		3.1%	10		3.3%	8		3.0%	7		
	Total Support	66.0%			69.6%			66.9%			66.9%		Í	
	Total Oppose	27.5%			27.3%			29.8%			30.1%			
	Strongly Support	37.2%	319		29.3%	99		28.2%	70		26.9%	62		
	Somewhat Support	18.2%	156		24.2%	82		23.2%	58		23.1%	53	Í	
	Somewhat Oppose	11.6%	99		10.1%	34		11.3%	28		11.9%	27	1	
16B. Allowing recreational cannabis businesses in San Rafael	Strongly Oppose	28.4%	243		31.6%	107		32.8%	82		33.7%	77	1	
	DK/NA	4.7%	40		4.9%	17		4.5%	11		4.3%	10		
	Total Support	55.4%			53.4%			51.4%			50.0%			
	Total Oppose	39.9%			41.7%			44.1%			45.6%		Í	
16A. Allowing medical cannabis businesses in San Rafael				0.65			0.63			0.55			0.53	
16B. Allowing recreational cannabis businesses in San Rafael				0.25			0.10			0.03			-0.02	
	Definitely yes				43.5%	147		44.1%	110		42.3%	97	1	
17. Shall the City of San Rafael levy an ongoing tax of up to 10%	Probably yes				28.3%	96		29.6%	74		30.9%	71	1	
of gross receipts of potential future cannabis (marijuana) businesses in the city, which could provide over \$5 million	Probably no				5.1%	17		5.2%	13		4.7%	11		
dollars annually, requiring independent citizen oversight,	Definitely no				16.4%	56		15.4%	38		16.3%	37	1	
financial audits, and that all funds stay in the City of San Rafael and cannot be taken by the State, to be used to maintain and enhance City services, including maintaining rapid emergency police and fire response times, maintaining community centers, repairing city streets and other general city services?	DK/NA				6.7%	23		5.7%	14		5.8%	13		
	Total Yes				71.8%			73.7%			73.1%		Í	
	Total No				21.4%			20.6%			21.1%		Í	

# COMMUNICATIONS

		1	otal		Likely Nover	nber 201	8 Voter	R. Likely Ju	une 2018 '	Voter	S. Likely Nove	ember 201	17 Voter
		Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ
	Never Seen	29.5%	253		30.9%	105		31.7%	79		32.5%	75	
	Very satisfied	18.3%	157		19.1%	65		17.4%	43		16.1%	37	
	Somewhat satisfied	27.7%	237		27.7%	94		28.8%	72		27.7%	64	
	Somewhat dissatisfied	3.9%	33		4.8%	16		5.0%	12		5.3%	12	
18A. The City's website, www.cityofsanrafael.org	Very dissatisfied	0.5%	5		1.3%	4		0.9%	2		1.3%	3	
	DK/NA	20.1%	173		16.2%	55		16.2%	40		17.1%	39	
	Satisfaction	46.0%			46.8%			46.2%			43.8%		
	Dissatisfaction	4.4%			6.1%			5.9%			6.6%		
	Ratio Sat to Dissat	10.4			7.7			7.8			6.7		
	Never Seen	40.3%	345		44.3%	150		44.1%	110		43.5%	100	
	Very satisfied	21.4%	183		14.4%	49		15.1%	38		14.6%	34	
	Somewhat satisfied	15.5%	133		15.7%	53		17.3%	43		17.2%	39	
	Somewhat dissatisfied	1.4%	12		3.5%	12		3.2%	8		3.1%	7	
18B. The City Manager's newsletter	Very dissatisfied	0.9%	8		2.3%	8		2.1%	5		2.4%	5	
	DK/NA	20.4%	175		19.8%	67		18.2%	45		19.2%	44	
	Satisfaction	36.9%			30.1%			32.4%			31.8%		
	Dissatisfaction	2.4%			5.8%			5.3%			5.5%		
	Ratio Sat to Dissat	15.5			5.2			6.1			5.7		
	Never Seen	32.3%	277		36.6%	124		34.1%	85		34.8%	80	
	Very satisfied	23.6%	202		17.4%	59		18.4%	46		19.3%	44	
	Somewhat satisfied	18.8%	161		24.1%	82		26.5%	66		25.2%	58	
	Somewhat dissatisfied	2.9%	25		2.2%	7		1.8%	4		1.6%	4	
18C. Nextdoor social media site	Very dissatisfied	5.8%	50		2.6%	9		2.3%	6		2.7%	6	
	DK/NA	16.6%	142		17.1%	58		17.0%	42		16.4%	37	
	Satisfaction	42.4%			41.5%			44.8%			44.4%		
	Dissatisfaction	8.7%			4.8%			4.1%			4.3%		
	Ratio Sat to Dissat	4.9			8.7			10.9			10.2		
18B. The City Manager's newsletter				1.40			1.01			1.06			1.03
18A. The City's website, www.cityofsanrafael.org				1.18			1.11			1.09			1.03
18C. Nextdoor social media site				1.01			1.11			1.16			1.16

# **DEMOGRAPHICS**

		T	otal		Likely Nover	nber 201	8 Voter	R. Likely Ju	une 2018	Voter	S. Likely Nove	mber 20	17 Voter
		Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ
	Male	48.5%	416		45.3%	153		43.4%	108		44.0%	101	
A. Respondent's Gender	Female	50.6%	434		53.6%	182		55.8%	139		55.2%	126	
	Other	0.9%	8		1.1%	4		0.8%	2		0.9%	2	
	African-American or Black	2.5%	22		1.8%	6		1.7%	4		1.7%	4	
	American Indian or Alaska Native	0.7%	6		0.7%	2		0.9%	2		1.0%	2	
	Asian	5.9%	50		2.2%	7		2.1%	5		1.8%	4	
	Caucasian or White	60.0%	514		86.2%	292		87.3%	218		88.0%	202	
B. What ethnic group do you consider yourself a part of or feel closest to?	Hispanic or Latino	24.6%	211		2.0%	7		2.5%	6		2.7%	6	
	Native Hawaiian or other Pacific Islander	0.0%	0		0.0%	0		0.0%	0		0.0%	0	
	Two or more races	3.8%	33		3.9%	13		2.7%	7		2.3%	5	
	Some other race	1.1%	10		1.2%	4		1.6%	4		1.4%	3	
	DK/NA	1.4%	12		1.9%	7		1.2%	3		1.2%	3	
C Do you have any children 19 years or younger living in your	YES	35.6%	305		21.9%	74		17.4%	43		18.0%	41	
c. Do you have any children 18 years or younger living in your ousehold?	NO	63.9%	548		76.8%	260		82.1%	205		81.3%	186	
	DK/NA	0.5%	5		1.3%	5		0.6%	1		0.6%	1	
	None	65.0%	558		47.1%	159		42.5%	106		40.4%	93	
D. Including yourself, if applicable, how many adults ages 65	One	13.5%	116		21.9%	74		26.6%	66		26.9%	62	
and over live in your household?	Тwo	20.5%	176		28.6%	97		28.7%	72		30.5%	70	
	Three or more	0.5%	5		1.3%	4		1.3%	3		1.2%	3	
	DK/NA	0.4%	4		1.1%	4		0.8%	2		0.9%	2	
	Full-time	52.2%	448		42.4%	144		36.4%	91		34.9%	80	
	Part-time	8.0%	69		6.8%	23		7.3%	18		7.2%	17	
	Self-employed	8.6%	74		12.0%	41		12.9%	32		12.8%	29	
	Unemployed	4.3%	37		0.8%	3		0.5%	1		0.4%	1	
E. Which of the following best describes your working status?	Homemaker or stay-at-home parent	2.5%	22		1.6%	6		1.8%	4		2.0%	5	
	Retired	18.7%	161		33.6%	114		38.9%	97		40.6%	93	<u> </u>
	Student	4.8%	41		0.8%	3		0.8%	2		0.8%	2	
	DK/NA	0.8%	7		1.9%	7		1.5%	4		1.3%	3	 
	Less than 5 years	21.5%	184		9.1%	31		6.2%	15		5.1%	12	 
	5 to 10 years	16.7%	143		12.8%	43		11.0%	27		11.2%	26	
F. How long have you lived in San Rafael?	11 to 20 years	26.3%	226		24.2%	82		24.4%	61		24.9%	57	
	More than 20 years	34.6%	297		53.4%	181		58.3%	145		58.8%	135	ļ
	DK/NA	0.9%	7		0.5%	2		0.1%	0		0.0%	0	
	Owner	55.5%	476		77.7%	263		80.8%	202		82.4%	189	
G. Do you own or rent your home?	Renter	35.9%	308		20.1%	68		17.5%	44		15.9%	36	
	DK/NA	8.7%	74		2.2%	7		1.7%	4		1.7%	4	

		1	「otal		Likely Nover	nber 201	8 Voter	R. Likely Ju	ine 2018	Voter	S. Likely Nove	ember 20	17 Voter
		Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ
	Less than \$20,000	4.7%	40		2.5%	8		3.5%	9		3.3%	8	
	\$20,000 to less than \$40,000	9.4%	81		7.2%	24		8.1%	20		8.3%	19	
	\$40,000 to less than \$75,000	16.6%	143		14.2%	48		14.5%	36		13.3%	30	
H. Again, for statistical purposes only, what was the	\$75,000 to less than \$100,000	12.7%	109		16.7%	57		16.4%	41		14.9%	34	ĺ
approximate total income of your household last year?	\$100,000 to less than \$125,000	6.3%	54		8.4%	28		8.4%	21		7.9%	18	ĺ
	\$125,000 to less than \$150,000	2.7%	23		5.3%	18		5.8%	14		6.6%	15	ĺ
	\$150,000 or more	23.3%	200		19.5%	66		18.0%	45		19.8%	45	
	DK/NA	24.3%	209		26.2%	89		25.4%	63		25.9%	59	1
	18-29	16.0%	137		3.1%	11		2.6%	6		1.9%	4	1
	30-39	16.1%	138		6.4%	22		4.5%	11		3.8%	9	ĺ
1.470	40-49	20.3%	174		12.9%	44		8.5%	21		9.6%	22	Í
I. Age	50-64	24.5%	210		32.7%	111		31.3%	78		30.7%	70	
	65+	23.2%	199		44.9%	152		53.2%	133		54.1%	124	Ì
	Not coded	0.0%	0		0.0%	0		0.0%	0		0.0%	0	
	Japanese	0.2%	2		0.6%	2		0.6%	1		0.6%	1	
	Chinese	1.8%	16		0.3%	1		0.5%	1		0.5%	1	
	Hispanic	22.6%	194		2.8%	10		2.8%	7		2.8%	6	
	Jewish	3.4%	29		6.1%	21		4.4%	11		4.1%	9	
L Ethnia Sumana	Armenian	0.0%	0		0.0%	0		0.0%	0		0.0%	0	
J. Ethnic Surname	Vietnamese	0.4%	3		0.9%	3		0.6%	1		0.4%	1	
	Italian	2.1%	18		3.4%	11		3.5%	9		4.0%	9	Í
	Korean	0.0%	0		0.1%	0		0.1%	0		0.1%	0	
	African American	0.0%	0		0.0%	0		0.0%	0		0.0%	0	[
	Not Coded	69.4%	595		85.9%	291		87.5%	218		87.5%	201	
	Owner	54.4%	467		68.5%	232		72.6%	181		74.6%	171	
K. Homeownership Status (from voter file)	Renter	45.6%	391		31.5%	107		27.4%	68		25.4%	58	Í
	Democrat	51.3%	440		58.6%	199		61.6%	154		59.7%	137	
L. Devite	Republican	15.1%	130		19.3%	66		20.5%	51		21.3%	49	
L. Party	Other	4.6%	39		3.1%	11		2.4%	6		2.6%	6	
	DTS	29.0%	248		18.9%	64		15.5%	39		16.4%	38	
	Dem 1	32.5%	279		33.0%	112		33.3%	83		32.0%	73	
	Dem 2+	15.0%	128		17.8%	60		20.1%	50		19.7%	45	
	Rep 1	6.4%	55		7.8%	27		8.1%	20		8.3%	19	Í
	Rep 2+	4.5%	39		6.2%	21		6.8%	17		7.4%	17	Í
M Heusehold Berty Type	Other 1	23.0%	197		12.0%	41		9.5%	24		9.2%	21	Í
M. Household Party Type	Other 2+	2.0%	17		3.5%	12		3.4%	8		3.9%	9	
	Dem & Rep	2.6%	22		5.0%	17		5.4%	14		5.3%	12	ſ
	Dem & Other	10.4%	89		9.2%	31		9.2%	23		8.9%	20	[
	Rep & Other	3.5%	30		5.0%	17		3.8%	9		4.8%	11	ſ
	Dem, Rep & Other	0.2%	2		0.5%	2		0.4%	1		0.5%	1	[

			Total		Likely Nover	nber 2018	3 Voter	R. Likely Ju	ine 2018	Voter	S. Likely Nove	17 Voter	
		Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ
	2013 to 2017	51.2%	439		21.5%	73		18.3%	46		15.8%	36	
	2009 to 2012	14.3%	123		14.0%	47		12.9%	32		13.2%	30	
	2005 to 2008	10.7%	92		17.2%	58		15.4%	38		16.7%	38	
	2001 to 2004	7.2%	62		10.9%	37		10.2%	25		10.1%	23	
N. Registration Date	1997 to 2000	4.6%	39		8.0%	27		9.7%	24		10.2%	23	
	1993 to 1996	3.3%	28		8.2%	28		8.3%	21		8.3%	19	
	1981 to 1992	5.3%	45		11.2%	38		13.5%	34		13.4%	31	
	1980 or before	3.5%	30		8.9%	30		11.7%	29		12.3%	28	
	Not Coded	0.0%	0		0.0%	0		0.0%	0		0.0%	0	
O. Voting History						S	ee detaile	d crosstabs					
	0	30.0%	257		0.0%	0		0.0%	0		0.0%	0	
	1	13.1%	113		0.5%	2		0.0%	0		0.0%	0	
	2	8.2%	70		2.4%	8		0.5%	1		0.0%	0	
	3	4.5%	39		2.5%	8		0.6%	2		0.2%	1	
	4	3.0%	26		2.7%	9		2.4%	6		2.5%	6	
	5	4.3%	37		3.9%	13		1.6%	4		1.1%	3	
	6	2.4%	20		3.6%	12		3.2%	8		2.7%	6	
	7	2.9%	25		5.4%	18		1.8%	4		1.9%	4	
P. Times Voted in Last Elections	8	3.2%	27		7.7%	26		4.3%	11		2.5%	6	
	9	2.8%	24		6.9%	23		5.7%	14		4.8%	11	
	10	2.5%	22		6.2%	21		6.0%	15		6.3%	14	
	11	2.0%	17		4.9%	16		5.6%	14		5.0%	11	
	12	3.0%	26		7.5%	26		7.4%	19		8.1%	19	
	13	2.7%	23		6.9%	23		8.1%	20		7.8%	18	
	14	2.9%	25		7.4%	25		10.1%	25		10.6%	24	
	15	4.0%	34		10.2%	34		13.8%	34		15.0%	34	
	16	8.4%	72		21.3%	72		28.9%	72		31.5%	72	

			Fotal		Likely Nover	mber 2018	8 Voter	R. Likely Ju	ine 2018	Voter	S. Likely Nove	ember 201	17 Voter
		Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ	Column N %	Count	∑, Mean or Δ
	0	47.5%	407		18.7%	63		13.9%	35		12.1%	28	
	1	13.8%	118		6.9%	23		5.9%	15		6.6%	15	
	2	6.6%	57		6.3%	21		2.8%	7		2.0%	4	
	3	3.4%	29		2.7%	9		2.1%	5		1.7%	4	
	4	2.7%	23		5.5%	19		5.2%	13		5.2%	12	
	5	2.8%	24		3.5%	12		3.5%	9		3.5%	8	1
	6	2.1%	18		5.0%	17		5.5%	14		5.2%	12	
	7	1.8%	15		2.6%	9		2.1%	5		1.7%	4	
Q. Absentee Voter	8	2.2%	19		5.4%	18		5.0%	12		4.9%	11	
	9	1.2%	10		3.0%	10		3.3%	8		3.0%	7	
	10	1.7%	15		4.2%	14		4.0%	10		3.8%	9	
	11	1.5%	13		3.9%	13		4.3%	11		4.8%	11	
	12	1.3%	11		3.2%	11		4.3%	11		4.6%	11	
	13	2.0%	17		5.0%	17		5.5%	14		5.5%	13	
	14	1.8%	15		4.5%	15		6.1%	15		6.5%	15	
	15	2.8%	24		7.2%	24		9.8%	24		10.6%	24	
	16	4.9%	42		12.4%	42		16.8%	42		18.3%	42	
R. Likely June 2018 Voter	Yes	29.1%	249		71.5%	242		100.0%	249		95.0%	218	
R. Likely Julie 2010 Voter	No	70.9%	608		28.5%	96		0.0%	0		5.0%	11	
S. Likely November 2017 Voter	Yes	26.7%	229		66.9%	227		87.3%	218		100.0%	229	
O. LIKEIY NOVEHIDEI ZUTT VOLEI	No	73.3%	629		33.1%	112		12.7%	32		0.0%	0	
T. Permanent Absentee Voter	Yes	73.5%	631		75.1%	254		77.9%	194		80.0%	183	
	No	26.5%	227		24.9%	85		22.1%	55		20.0%	46	
U. Likely Absentee Voter	Yes	39.7%	340		80.4%	273		92.8%	231		95.8%	220	
U. LIKEIY ADSENTEE VOTER	No	60.3%	517		19.6%	66		7.2%	18		4.2%	10	