

Attachment 1



GODBE RESEARCH
Gain Insight

CITY OF SANTA ROSA

2018 Santa Rosa Community Needs Assessment Survey

Topline Report

n=1,388

22 minutes

Hybrid Online & Phone Interviewing

Sample: All Voters / Likely November 2018

June 15, 2018

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 108th Avenue NE, Suite 1900
Bellevue, WA 98004

METHODOLOGY

Sample Universe:

- 88,556 All Voters
- 66,048 Likely November 2018 Voters

Sample Size:

n=1,388

Data Collection Methodology:

- n=58 Landline
- n=267 Online from email invitation
- n=1063 Online from text invitation

Margin of Error:

- All Voters \pm 2.61%
- Likely November 2018 Voters \pm 2.60%

Interview Dates: March 29 to April 7, 2018

OVERALL SATISFACTION

		All Voters		November 2018 Voters	
		Column N %	Mean	Column N %	Mean
1. To begin, what is your overall opinion of living in Santa Rosa. Do you think that things in Santa Rosa are generally headed in the right direction, or do you feel that things are seriously off on the wrong track?	Right track	37.6%			
	Wrong direction	35.8%			
	DK/NA	26.6%			
2. In general, are you satisfied or dissatisfied with the job the City of Santa Rosa is doing to provide City services?	Very satisfied	8.7%			
	Somewhat satisfied	51.0%			
	Somewhat dissatisfied	24.7%			
	Very dissatisfied	10.5%			
	DK/NA	5.1%			
	Total Satisfied	59.6%			
	Total Dissatisfied	35.2%			
	Ratio Sat to Dissat	1.7			
3A. The Santa Rosa Fire Department	Very favorable	68.6%			
	Somewhat favorable	22.5%			
	Somewhat unfavorable	3.2%			
	Very unfavorable	2.4%			
	DK/NA	3.4%			
	Total Favorable	91.0%			
	Total Unfavorable	5.5%			
	Ratio Fav to Unfav	16.4			
3B. The Santa Rosa Recreation and Parks Department	Very favorable	39.3%			
	Somewhat favorable	41.1%			
	Somewhat unfavorable	7.6%			
	Very unfavorable	2.3%			
	DK/NA	9.7%			
	Total Favorable	80.4%			
	Total Unfavorable	9.9%			
	Ratio Fav to Unfav	8.1			

		All Voters		November 2018 Voters	
		Column N %	Mean	Column N %	Mean
3C. The Santa Rosa Police Department	Very favorable	34.7%			
	Somewhat favorable	41.5%			
	Somewhat unfavorable	13.1%			
	Very unfavorable	5.5%			
	DK/NA	5.2%			
	Total Favorable	76.2%			
	Total Unfavorable	18.6%			
	Ratio Fav to Unfav	4.1			
3D. The Santa Rosa City government overall	Very favorable	7.2%			
	Somewhat favorable	43.9%			
	Somewhat unfavorable	25.7%			
	Very unfavorable	11.4%			
	DK/NA	11.7%			
	Total Favorable	51.1%			
	Total Unfavorable	37.1%			
	Ratio Fav to Unfav	1.4			
3E. The Santa Rosa City Council	Very favorable	6.8%			
	Somewhat favorable	34.9%			
	Somewhat unfavorable	25.0%			
	Very unfavorable	14.4%			
	DK/NA	18.8%			
	Total Favorable	41.7%			
	Total Unfavorable	39.4%			
	Ratio Fav to Unfav	1.1			
3A. The Santa Rosa Fire Department			1.57		
3B. The Santa Rosa Recreation and Parks Department			1.19		
3C. The Santa Rosa Police Department			0.91		
3D. The Santa Rosa City government overall			0.11		
3E. The Santa Rosa City Council			-0.07		
4. How would you rate the job being done by City government in managing the City's budget and finances? Would you say the City of Santa Rosa is doing an excellent, good, just fair, or poor job?	Excellent	3.2%			
	Good	28.1%			
	Just fair	29.8%			
	Poor job	23.2%			
	DK/NA	15.6%			
	Total Excel + Good	31.3%			
	Total Just Fair + Poor	53.1%			
	Ratio Sat to Dissat	0.6			

IMPORTANCE OF INDIVIDUAL SERVICES

		All Voters		November 2018 Voters	
		Column N %	Mean	Column N %	Mean
5A. Restoring fire damaged City facilities and infrastructure	Extremely serious	33.3%	68.7%		
	Very serious	35.4%			
	Somewhat serious	21.5%			
	Not too serious	5.8%			
	DK/NA	4.0%			
5B. Preventing future fires	Extremely serious	44.9%	71.7%		
	Very serious	26.8%			
	Somewhat serious	18.8%			
	Not too serious	6.6%			
	DK/NA	2.9%			
5C. Providing neighborhood police patrols	Extremely serious	17.0%	45.8%		
	Very serious	28.9%			
	Somewhat serious	32.3%			
	Not too serious	17.7%			
	DK/NA	4.1%			
5D. Managing growth and development	Extremely serious	31.7%	65.6%		
	Very serious	33.9%			
	Somewhat serious	22.4%			
	Not too serious	8.6%			
	DK/NA	3.4%			
5E. Preserving open space	Extremely serious	27.0%	55.1%		
	Very serious	28.1%			
	Somewhat serious	24.1%			
	Not too serious	17.4%			
	DK/NA	3.4%			
5F. Providing fire and paramedic services	Extremely serious	27.3%	56.1%		
	Very serious	28.7%			
	Somewhat serious	17.2%			
	Not too serious	19.1%			
	DK/NA	7.6%			
5G. 911 emergency response times	Extremely serious	22.8%	42.0%		
	Very serious	19.1%			
	Somewhat serious	19.6%			
	Not too serious	16.4%			
	DK/NA	22.0%			
5H. Traffic and congestion on local highways and freeways	Extremely serious	35.6%	66.7%		
	Very serious	31.1%			
	Somewhat serious	24.0%			
	Not too serious	9.0%			
	DK/NA	0.3%			
5I. The City's budget	Extremely serious	26.0%	62.3%		
	Very serious	36.3%			
	Somewhat serious	18.9%			
	Not too serious	4.8%			
	DK/NA	13.9%			
5J. A lack of housing that working families can afford	Extremely serious	64.3%	84.1%		
	Very serious	19.8%			
	Somewhat serious	9.5%			
	Not too serious	5.3%			
	DK/NA	1.0%			

		All Voters		November 2018 Voters	
		Column N %	Mean	Column N %	Mean
5K. Waste and inefficiency in local government	Extremely serious	28.8%	54.3%		
	Very serious	25.5%			
	Somewhat serious	26.4%			
	Not too serious	8.6%			
	DK/NA	10.8%			
5L. Park maintenance	Extremely serious	9.8%	37.1%		
	Very serious	27.3%			
	Somewhat serious	36.2%			
	Not too serious	21.1%			
	DK/NA	5.6%			
5M. The condition of the local economy	Extremely serious	18.3%	53.4%		
	Very serious	35.1%			
	Somewhat serious	27.7%			
	Not too serious	14.5%			
	DK/NA	4.4%			
5N. Helping fire-damaged neighborhoods recover	Extremely serious	41.9%	77.2%		
	Very serious	35.3%			
	Somewhat serious	13.7%			
	Not too serious	6.5%			
	DK/NA	2.5%			
5O. Providing downtown police patrols	Extremely serious	14.4%	39.6%		
	Very serious	25.2%			
	Somewhat serious	32.3%			
	Not too serious	17.8%			
	DK/NA	10.3%			
5P. Cleaning and sweeping City streets	Extremely serious	8.7%	22.4%		
	Very serious	13.7%			
	Somewhat serious	38.7%			
	Not too serious	37.0%			
	DK/NA	1.9%			
5Q. Providing senior citizen services	Extremely serious	17.6%	45.8%		
	Very serious	28.2%			
	Somewhat serious	31.7%			
	Not too serious	13.5%			
	DK/NA	8.9%			
5R. Providing youth and teen services	Extremely serious	13.2%	44.9%		
	Very serious	31.8%			
	Somewhat serious	34.0%			
	Not too serious	12.3%			
	DK/NA	8.8%			
5S. Providing adequate parks and recreation facilities	Extremely serious	8.6%	34.3%		
	Very serious	25.7%			
	Somewhat serious	33.3%			
	Not too serious	29.4%			
	DK/NA	3.0%			
5T. Homelessness	Extremely serious	68.0%	91.6%		
	Very serious	23.6%			
	Somewhat serious	5.7%			
	Not too serious	2.0%			
	DK/NA	0.7%			

		All Voters		November 2018 Voters	
		Column N %	Mean	Column N %	Mean
5U. The cost of housing	Extremely serious	62.7%	83.3%		
	Very serious	20.5%			
	Somewhat serious	10.2%			
	Not too serious	5.1%			
	DK/NA	1.4%			
5V. Gangs and youth violence	Extremely serious	31.0%	65.9%		
	Very serious	34.9%			
	Somewhat serious	19.4%			
	Not too serious	10.3%			
	DK/NA	4.4%			
5W. The condition of local streets and roads	Extremely serious	36.4%	66.4%		
	Very serious	30.0%			
	Somewhat serious	26.9%			
	Not too serious	6.2%			
	DK/NA	0.5%			
5X. Traffic and congestion on local streets and roads	Extremely serious	31.2%	61.6%		
	Very serious	30.4%			
	Somewhat serious	27.3%			
	Not too serious	10.6%			
	DK/NA	0.4%			
5Y. State budget cuts that reduce the money available for local City services	Extremely serious	27.3%	64.8%		
	Very serious	37.5%			
	Somewhat serious	23.6%			
	Not too serious	4.3%			
	DK/NA	7.2%			

IMPORTANCE OF INDIVIDUAL SERVICES -- RANKED BY MEAN SCORE

	All Voters		November 2018 Voters	
	Column N %	Mean	Column N %	Mean
5T. Homelessness		2.59		
5J. A lack of housing that working families can afford		2.45		
5U. The cost of housing		2.43		
5N. Helping fire-damaged neighborhoods recover		2.16		
5B. Preventing future fires		2.13		
5A. Restoring fire damaged City facilities and infrastructure		2.00		
5W. The condition of local streets and roads		1.97		
5I. The City's budget		1.97		
5Y. State budget cuts that reduce the money available for local City services		1.95		
5H. Traffic and congestion on local highways and freeways		1.94		
5D. Managing growth and development		1.92		
5V. Gangs and youth violence		1.90		
5K. Waste and inefficiency in local government		1.84		
5X. Traffic and congestion on local streets and roads		1.83		
5F. Providing fire and paramedic services		1.70		
5E. Preserving open space		1.67		
5G. 911 emergency response times		1.62		
5M. The condition of the local economy		1.60		
5Q. Providing senior citizen services		1.55		
5R. Providing youth and teen services		1.50		
5C. Providing neighborhood police patrols		1.47		
5O. Providing downtown police patrols		1.40		
5L. Park maintenance		1.27		
5S. Providing adequate parks and recreation facilities		1.14		
5P. Cleaning and sweeping City streets		0.94		

SATISFACTION WITH INDIVIDUAL SERVICES

		All Voters		November 2018 Voters	
		Column N %	Mean	Column N %	Mean
6A. Restoring fire damaged City facilities and infrastructure	Very satisfied	7.7%	49.8%		
	Somewhat satisfied	42.1%			
	Somewhat dissatisfied	18.8%			
	Very dissatisfied	8.9%			
	DK/NA	22.5%			
6B. Preventing future fires	Very satisfied	6.5%	40.3%		
	Somewhat satisfied	33.8%			
	Somewhat dissatisfied	21.9%			
	Very dissatisfied	13.2%			
	DK/NA	24.7%			
6C. Providing neighborhood police patrols	Very satisfied	9.5%	45.5%		
	Somewhat satisfied	36.0%			
	Somewhat dissatisfied	24.6%			
	Very dissatisfied	10.5%			
	DK/NA	19.4%			
6D. Managing growth and development	Very satisfied	2.8%	32.4%		
	Somewhat satisfied	29.6%			
	Somewhat dissatisfied	33.7%			
	Very dissatisfied	18.1%			
	DK/NA	15.8%			
6E. Preserving open space	Very satisfied	11.2%	57.9%		
	Somewhat satisfied	46.7%			
	Somewhat dissatisfied	20.1%			
	Very dissatisfied	6.6%			
	DK/NA	15.3%			
6F. Providing fire and paramedic services	Very satisfied	30.8%	75.5%		
	Somewhat satisfied	44.7%			
	Somewhat dissatisfied	5.2%			
	Very dissatisfied	2.6%			
	DK/NA	16.7%			
6G. Maintaining 911 emergency response times	Very satisfied	17.4%	56.5%		
	Somewhat satisfied	39.1%			
	Somewhat dissatisfied	9.6%			
	Very dissatisfied	3.7%			
	DK/NA	30.1%			
6H. Reducing traffic and congestion on local highways and freeways	Very satisfied	2.4%	21.1%		
	Somewhat satisfied	18.6%			
	Somewhat dissatisfied	36.1%			
	Very dissatisfied	34.3%			
	DK/NA	8.5%			
6I. Managing the City's budget	Very satisfied	2.6%	28.9%		
	Somewhat satisfied	26.3%			
	Somewhat dissatisfied	27.9%			
	Very dissatisfied	17.2%			
	DK/NA	26.0%			
6J. Providing housing that working families can afford	Very satisfied	2.6%	15.0%		
	Somewhat satisfied	12.4%			
	Somewhat dissatisfied	24.9%			
	Very dissatisfied	54.5%			
	DK/NA	5.6%			

		All Voters		November 2018 Voters	
		Column N %	Mean	Column N %	Mean
6K. Reducing waste and inefficiency in local government	Very satisfied	3.3%	25.9%		
	Somewhat satisfied	22.6%			
	Somewhat dissatisfied	27.6%			
	Very dissatisfied	20.4%			
	DK/NA	26.0%			
6L. Maintaining parks	Very satisfied	13.8%	63.8%		
	Somewhat satisfied	50.0%			
	Somewhat dissatisfied	19.4%			
	Very dissatisfied	4.8%			
	DK/NA	11.9%			
6M. Improving the condition of the local economy	Very satisfied	3.8%	42.3%		
	Somewhat satisfied	38.4%			
	Somewhat dissatisfied	24.5%			
	Very dissatisfied	15.5%			
	DK/NA	17.7%			
6N. Helping fire-damaged neighborhoods recover	Very satisfied	13.2%	54.4%		
	Somewhat satisfied	41.2%			
	Somewhat dissatisfied	19.9%			
	Very dissatisfied	9.4%			
	DK/NA	16.3%			
6O. Providing downtown police patrols	Very satisfied	11.2%	50.1%		
	Somewhat satisfied	38.9%			
	Somewhat dissatisfied	18.4%			
	Very dissatisfied	8.2%			
	DK/NA	23.3%			
6P. Cleaning and sweeping City streets	Very satisfied	21.2%	72.6%		
	Somewhat satisfied	51.4%			
	Somewhat dissatisfied	14.3%			
	Very dissatisfied	7.5%			
	DK/NA	5.6%			
6Q. Providing senior citizen services	Very satisfied	8.3%	48.2%		
	Somewhat satisfied	39.9%			
	Somewhat dissatisfied	16.1%			
	Very dissatisfied	6.8%			
	DK/NA	28.9%			
6R. Providing youth and teen services	Very satisfied	6.1%	43.7%		
	Somewhat satisfied	37.7%			
	Somewhat dissatisfied	20.6%			
	Very dissatisfied	6.4%			
	DK/NA	29.3%			
6S. Providing adequate parks and recreation facilities	Very satisfied	27.2%	78.1%		
	Somewhat satisfied	50.8%			
	Somewhat dissatisfied	11.0%			
	Very dissatisfied	3.4%			
	DK/NA	7.5%			
6T. Reducing homelessness	Very satisfied	2.5%	11.7%		
	Somewhat satisfied	9.2%			
	Somewhat dissatisfied	23.6%			
	Very dissatisfied	60.5%			
	DK/NA	4.2%			

		All Voters		November 2018 Voters	
		Column N %	Mean	Column N %	Mean
6U. The cost of housing	Very satisfied	4.1%	17.0%		
	Somewhat satisfied	12.9%			
	Somewhat dissatisfied	20.9%			
	Very dissatisfied	55.9%			
	DK/NA	6.1%			
6V. Reducing gangs and youth violence	Very satisfied	5.6%	35.7%		
	Somewhat satisfied	30.1%			
	Somewhat dissatisfied	26.9%			
	Very dissatisfied	19.0%			
	DK/NA	18.4%			
6W. The condition of local streets and roads	Very satisfied	4.5%	32.4%		
	Somewhat satisfied	27.9%			
	Somewhat dissatisfied	30.9%			
	Very dissatisfied	34.9%			
	DK/NA	1.8%			
6X. Reducing traffic and congestion on local streets and roads	Very satisfied	3.4%	29.9%		
	Somewhat satisfied	26.5%			
	Somewhat dissatisfied	36.9%			
	Very dissatisfied	27.4%			
	DK/NA	5.8%			
6Y. Addressing State budget cuts that reduce the money available for local City services	Very satisfied	3.1%	24.5%		
	Somewhat satisfied	21.4%			
	Somewhat dissatisfied	29.4%			
	Very dissatisfied	13.2%			
	DK/NA	32.8%			

SATISFACTION WITH INDIVIDUAL SERVICES – RANKED BY MEAN SCORE

	All Voters		November 2018 Voters	
	Column N %	Mean	Column N %	Mean
6F. Providing fire and paramedic services		1.15		
6S. Providing adequate parks and recreation facilities		0.95		
6G. Maintaining 911 emergency response times		0.81		
6P. Cleaning and sweeping City streets		0.68		
6L. Maintaining parks		0.55		
6E. Preserving open space		0.42		
6Q. Providing senior citizen services		0.38		
6N. Helping fire-damaged neighborhoods recover		0.35		
6O. Providing downtown police patrols		0.35		
6A. Restoring fire damaged City facilities and infrastructure		0.27		
6R. Providing youth and teen services		0.23		
6C. Providing neighborhood police patrols		0.12		
6B. Preventing future fires		-0.02		
6M. Improving the condition of the local economy		-0.11		
6V. Reducing gangs and youth violence		-0.29		
6D. Managing growth and development		-0.41		
6I. Managing the City's budget		-0.42		
6Y. Addressing State budget cuts that reduce the money available for local City services		-0.42		
6K. Reducing waste and inefficiency in local government		-0.53		
6X. Reducing traffic and congestion on local streets and roads		-0.62		
6W. The condition of local streets and roads		-0.65		
6H. Reducing traffic and congestion on local highways and freeways		-0.89		
6U. The cost of housing		-1.19		
6J. Providing housing that working families can afford		-1.23		
6T. Reducing homelessness		-1.36		

BALLOT TESTS

		All Voters		November 2018 Voters	
		Column N %	Mean	Column N %	Mean
7. To provide affordable local housing for low- and middle-income families, veterans, seniors, persons with disabilities, and other vulnerable people and families; provide supporting housing for the homeless that includes mental health and substance abuse services; and help low- and middle-income households purchase homes in their communities, shall Sonoma County issue up to \$370 million dollars in general obligation bonds to acquire or improve real property, subject to independent citizen oversight and regular audits? (ENTIRE SAMPLE)	Definitely yes			31.2%	
	Probably yes			31.3%	
	Probably no			12.3%	
	Definitely no			15.2%	
	DK/NA			9.9%	
	Total Yes			62.5%	
	Total No			27.5%	
8. To provide temporary emergency funding to help Santa Rosa recover from recent fires and preserve city services including •maintaining rapid 9-1-1 emergency response times and neighborhood police patrols; •repairing potholes, streets and sidewalks; •rebuilding firefighting infrastructure and fire prevention; and •providing affordable housing and reducing homelessness; shall the City of Santa Rosa enact a 1/4 cent sales tax for 6 years only, for unrestricted general fund purposes, providing approximately \$9 million dollars annually, with independent citizen oversight, annual audits and all revenue staying in Santa Rosa? (SPLIT SAMPLE A)	Definitely yes			34.3%	
	Probably yes			31.8%	
	Probably no			12.7%	
	Definitely no			16.1%	
	DK/NA			5.0%	
	Total Yes			66.1%	
	Total No			28.9%	
9. To improve public safety and invest in neighborhoods throughout Santa Rosa by •providing affordable housing and preventing displacement of vulnerable residents; •repairing potholes; •rebuilding cracked and deteriorating sidewalks; •rebuilding firefighting infrastructure and fire prevention; •funding affordable housing for Santa Rosa residents; and •providing funds for recreation centers, playgrounds, and libraries; shall the City of Santa Rosa issue \$180 million dollars in bonds, levying \$12.6 million dollars annually at approximately \$43 dollars per \$100,000 assessed value while bonds are outstanding, subject to citizen oversight and audits? (SPLIT SAMPLE B)	Definitely Yes			30.3%	
	Probably Yes			33.9%	
	Probably No			14.4%	
	Definitely No			13.2%	
	DK/NA			8.2%	
	Total Yes			64.2%	
	Total No			27.7%	
10. Shall the City of Santa Rosa increase the ongoing transient occupancy tax (hotel tax) charged to hotel guests from 9% to 14%, providing \$2.5 million dollars annually that cannot be taken by the State for unrestricted general fund purposes including: •rebuilding firefighting infrastructure and fire prevention; •maintaining rapid 911 response times and neighborhood police patrols; •repairing potholes, streets and sidewalks; and •upgrading fire and police stations, community centers and parks; with independent audits and all revenue staying in Santa Rosa? (ENTIRE SAMPLE)	Definitely yes			31.9%	
	Probably yes			33.0%	
	Probably no			15.8%	
	Definitely no			12.6%	
	DK/NA			6.6%	
	Total Yes			65.0%	
	Total No			28.4%	

INFORMATIONAL STATEMENTS

		All Voters		November 2018 Voters	
		Column N %	Mean	Column N %	Mean
11A. The measures are critical to helping Santa Rosa recover from the recent fires	Much more likely			31.8%	68.3%
	Somewhat more likely			36.6%	
	No effect			17.1%	
	Somewhat less likely			4.5%	
	Much less likely			4.7%	
	DK/NA			5.3%	
11B. The measures will help prevent future fires	Much more likely			32.0%	63.9%
	Somewhat more likely			31.8%	
	No effect			20.9%	
	Somewhat less likely			4.6%	
	Much less likely			5.2%	
	DK/NA			5.4%	
11C. The funds will be used to help preserve rapid 9-1-1 emergency response times	Much more likely			29.3%	66.7%
	Somewhat more likely			37.4%	
	No effect			21.7%	
	Somewhat less likely			3.2%	
	Much less likely			3.4%	
	DK/NA			5.0%	
11D. This funding will help upgrade aging police and fire stations to ensure they can withstand an earthquake and remain functional	Much more likely			23.7%	61.2%
	Somewhat more likely			37.5%	
	No effect			20.6%	
	Somewhat less likely			6.8%	
	Much less likely			6.6%	
	DK/NA			4.8%	
11E. The measures will help maintain the City's long-term financial stability	Much more likely			25.1%	63.5%
	Somewhat more likely			38.4%	
	No effect			18.5%	
	Somewhat less likely			5.2%	
	Much less likely			5.7%	
	DK/NA			7.1%	
11F. This funding will help upgrade aging emergency communication systems to help firefighters, paramedics and police officers respond quickly in an earthquake, fire or other emergency	Much more likely			40.7%	76.2%
	Somewhat more likely			35.5%	
	No effect			12.1%	
	Somewhat less likely			3.1%	
	Much less likely			3.9%	
	DK/NA			4.8%	
11G. The measures will help prevent gang activity in the City	Much more likely			27.8%	65.2%
	Somewhat more likely			37.4%	
	No effect			19.3%	
	Somewhat less likely			4.8%	
	Much less likely			5.1%	
	DK/NA			5.5%	
11H. The measures will give Santa Rosa local control over local funds for local needs. The money cannot be taken by Sacramento	Much more likely			46.8%	78.9%
	Somewhat more likely			32.1%	
	No effect			10.8%	
	Somewhat less likely			1.9%	
	Much less likely			2.9%	
	DK/NA			5.6%	

		All Voters		November 2018 Voters	
		Column N %	Mean	Column N %	Mean
11I. The funds will be used to maintain neighborhood police patrols	Much more likely			22.4%	58.1%
	Somewhat more likely			35.7%	
	No effect			25.0%	
	Somewhat less likely			5.4%	
	Much less likely			6.0%	
	DK/NA			5.5%	
11J. The measures require independent citizen oversight, mandatory financial audits, and yearly reports to the community	Much more likely			40.5%	73.5%
	Somewhat more likely			33.0%	
	No effect			15.7%	
	Somewhat less likely			2.7%	
	Much less likely			3.1%	
	DK/NA			4.9%	
11K. The funds will be used to upgrade the downtown public safety facility	Much more likely			12.6%	40.0%
	Somewhat more likely			27.5%	
	No effect			30.8%	
	Somewhat less likely			10.0%	
	Much less likely			9.6%	
	DK/NA			9.6%	
11L. The City wouldn't need these measures if they hadn't wasted our tax dollars	Much more likely			26.3%	42.6%
	Somewhat more likely			16.3%	
	No effect			26.4%	
	Somewhat less likely			8.1%	
	Much less likely			9.1%	
	DK/NA			13.9%	
11M. Public employee salaries, benefits and pensions are out of control. We need to contain these costs before we look at increasing taxes	Much more likely			36.4%	53.8%
	Somewhat more likely			17.4%	
	No effect			16.8%	
	Somewhat less likely			9.4%	
	Much less likely			12.5%	
	DK/NA			7.5%	
11N. The State has increased gas taxes and vehicle registration fees, and the Bay Area regional government wants to increase bridge tolls. Instead of asking for more taxes, the State and local governments need to cut waste	Much more likely			40.4%	60.2%
	Somewhat more likely			19.7%	
	No effect			16.8%	
	Somewhat less likely			7.8%	
	Much less likely			8.4%	
	DK/NA			6.9%	
11O. The funds will be used to create affordable housing for nurses, teachers, firefighters and police officers so that they can continue to afford to live and work in our community	Much more likely			37.9%	65.8%
	Somewhat more likely			27.8%	
	No effect			13.5%	
	Somewhat less likely			6.3%	
	Much less likely			9.0%	
	DK/NA			5.3%	
11P. The funds will be used to provide affordable housing for vulnerable residents, including low- and moderate-income households, veterans, seniors, and persons with disabilities	Much more likely			41.3%	69.5%
	Somewhat more likely			28.2%	
	No effect			10.7%	
	Somewhat less likely			6.9%	
	Much less likely			8.3%	
	DK/NA			4.7%	

		All Voters		November 2018 Voters	
		Column N %	Mean	Column N %	Mean
11Q. The funds will be used to reduce homelessness	Much more likely			37.5%	64.3%
	Somewhat more likely			26.8%	
	No effect			14.0%	
	Somewhat less likely			5.6%	
	Much less likely			10.6%	
	DK/NA			5.5%	
11R. The funds will be used to repair and update community centers	Much more likely			13.9%	43.7%
	Somewhat more likely			29.9%	
	No effect			29.4%	
	Somewhat less likely			12.1%	
	Much less likely			8.3%	
	DK/NA			6.4%	
11S. The measures will provide services to make housing more affordable to working families	Much more likely			40.1%	70.1%
	Somewhat more likely			30.1%	
	No effect			11.9%	
	Somewhat less likely			5.8%	
	Much less likely			7.7%	
	DK/NA			4.4%	
11T. The funds will be used to provide supportive housing for homeless people	Much more likely			32.2%	63.5%
	Somewhat more likely			31.3%	
	No effect			12.2%	
	Somewhat less likely			6.8%	
	Much less likely			13.0%	
	DK/NA			4.5%	
11U. The funds will be used to remove debris and clean up neighborhoods impacted by the fires last year	Much more likely			22.2%	56.6%
	Somewhat more likely			34.3%	
	No effect			24.3%	
	Somewhat less likely			6.0%	
	Much less likely			7.7%	
	DK/NA			5.4%	

INFORMATIONAL STATEMENTS – RANKED BY MEAN SCORE

	All Voters		November 2018 Voters	
	Column N %	Mean	Column N %	Mean
11H. The measures will give Santa Rosa local control over local funds for local needs. The money cannot be taken by Sacramento				1.25
11F. This funding will help upgrade aging emergency communication systems to help firefighters, paramedics and police officers respond quickly in an earthquake, fire or other emergency				1.11
11J. The measures require independent citizen oversight, mandatory financial audits, and yearly reports to the community				1.11
11S. The measures will provide services to make housing more affordable to working families				0.93
11P. The funds will be used to provide affordable housing for vulnerable residents, including low- and moderate-income households, veterans, seniors, and persons with disabilities				0.92
11A. The measures are critical to helping Santa Rosa recover from the recent fires				0.91
11C. The funds will be used to help preserve rapid 9-1-1 emergency response times				0.90
11B. The measures will help prevent future fires				0.86
11O. The funds will be used to create affordable housing for nurses, teachers, firefighters and police officers so that they can continue to afford to live and work in our community				0.84
11G. The measures will help prevent gang activity in the City				0.83
11N. The State has increased gas taxes and vehicle registration fees, and the Bay Area regional government wants to increase bridge tolls. Instead of asking for more taxes, the State and local governments need to cut waste				0.82
11Q. The funds will be used to reduce homelessness				0.79
11E. The measures will help maintain the City's long-term financial stability				0.78
11D. This funding will help upgrade aging police and fire stations to ensure they can withstand an earthquake and remain functional				0.68
11I. The funds will be used to maintain neighborhood police patrols				0.67
11T. The funds will be used to provide supportive housing for homeless people				0.66
11U. The funds will be used to remove debris and clean up neighborhoods impacted by the fires last year				0.61
11M. Public employee salaries, benefits and pensions are out of control. We need to contain these costs before we look at increasing taxes				0.60
11L. The City wouldn't need these measures if they hadn't wasted our tax dollars				0.49
11R. The funds will be used to repair and update community centers				0.31
11K. The funds will be used to upgrade the downtown public safety facility				0.26

DEMOGRAPHICS

		All Voters		November 2018 Voters	
		Column N %	Mean	Column N %	Mean
A. Do you have any children 18 years or younger living in your household?	Yes	25.3%		22.8%	
	No	74.3%		76.7%	
	Not sure/DK/NA	0.4%		0.5%	
B. Respondent's Gender	Male	45.4%		44.5%	
	Female	52.8%		53.7%	
	Other	1.8%		1.8%	
C. Age	18-29	15.3%		9.2%	
	30-39	15.4%		12.7%	
	40-49	13.9%		13.1%	
	50-64	26.5%		29.2%	
	65+	28.9%		35.8%	
	Not coded	0.0%		0.0%	
D. Ethnic Surname	Japanese	0.3%		0.2%	
	Chinese	0.2%		0.2%	
	Hispanic	9.2%		8.0%	
	Jewish	2.4%		2.7%	
	Armenian	0.1%		0.1%	
	Vietnamese	0.2%		0.2%	
	Italian	3.6%		3.8%	
	Korean	0.0%		0.0%	
	African American	0.2%		0.1%	
	Not Coded	83.8%		84.6%	
E. Homeownership Status	Owner	54.5%		61.4%	
	Renter	45.5%		38.6%	
F. Party	Democrat	53.6%		57.3%	
	Republican	19.0%		20.1%	
	Other	4.8%		4.1%	
	DTS	22.6%		18.5%	
G. Household Party Type	Dem 1	30.7%		32.1%	
	Dem 2+	15.2%		17.1%	
	Rep 1	7.7%		7.9%	
	Rep 2+	6.5%		7.1%	
	Other 1	16.1%		12.7%	
	Other 2+	4.5%		3.7%	
	Dem & Rep	4.4%		4.7%	
	Dem & Other	10.5%		10.3%	
	Rep & Other	3.5%		3.7%	
	Dem, Rep & Other	0.7%		0.7%	
H. Registration Date	2017 to 2018	0.0%		0.0%	
	2013 to 2016	32.2%		30.8%	
	2009 to 2012	11.7%		12.4%	
	2005 to 2008	10.2%		10.2%	
	2001 to 2004	8.8%		9.2%	
	1997 to 2000	4.7%		5.3%	
	1993 to 1996	4.8%		5.4%	
	1981 to 1992	6.2%		7.4%	
	1980 or before	21.3%		19.2%	
	Not Coded	0.0%		0.0%	
I. Voting History	see detailed crosstabs				

		All Voters		November 2018 Voters	
		Column N %	Mean	Column N %	Mean
J. Times Voted in Last Elections	1	9.9%		7.5%	
	2	5.7%		4.4%	
	3	6.5%		5.6%	
	4	5.9%		5.3%	
	5	7.4%		6.8%	
	6	6.8%		6.7%	
	7	6.5%		6.0%	
	8	5.5%		5.3%	
	9	7.1%		7.5%	
	10	6.2%		6.6%	
	11	6.6%		7.5%	
	12	8.3%		9.5%	
	13	16.3%		19.6%	
	14	0.9%		1.1%	
	15	0.5%		0.6%	
	16	0.2%		0.2%	
K. Absentee Voter	0	20.9%		18.3%	
	1	13.0%		11.5%	
	2	8.2%		7.1%	
	3	5.3%		4.8%	
	4	5.1%		5.0%	
	5	5.1%		5.1%	
	6	3.2%		3.1%	
	7	3.6%		3.5%	
	8	3.8%		4.0%	
	9	3.9%		4.3%	
	10	4.2%		4.6%	
	11	5.1%		6.1%	
	12	5.2%		6.3%	
	13	12.3%		15.0%	
	14	0.8%		0.9%	
	15	0.2%		0.3%	
16	0.1%		0.1%		
L. Likely November 2018 Voter	Yes	100.0%		100.0%	
	No	0.0%		0.0%	
M. Permanent Absentee Voter	Yes	74.5%		76.9%	
	No	25.5%		23.1%	
N. Likely Absentee Voter	Yes	75.6%		78.1%	
	No	24.4%		21.9%	