



GODBE RESEARCH
Gain Insight

2007 RESIDENT SATISFACTION SURVEY

Final Report

Presented to the County of Marin

December 17, 2007

Marin County: 2007 Resident Satisfaction Survey

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Overview and Research Objectives

The County of Marin commissioned Godbe Research to conduct a survey to gather resident feedback on a number of important topics; the *Research Objectives* of the survey were to:

- Identify the issues that Marin County residents perceive as the biggest in their community, and their opinion of possible solutions to address them;
- Gauge resident-perceived satisfaction with quality of life in Marin County, along with their satisfaction with various County services and programs;
- Gather resident feedback on a number of policy issues facing the County in terms of importance and the role of County government in addressing these issues;
- Identify differences in opinions due to demographic characteristics; and
- Track the changes in resident opinions since 2005.

This report begins with an *Executive Summary*, which includes a summary of key findings from the survey as well as conclusions and recommendations.

The *Research Methodology* section explains the methods and procedures used to conduct this research. This section also includes a guide on how to interpret the detailed crosstabulation tables presented in Appendix D.

The *Key Findings* section offers a question-by-question analysis of the survey. The discussion is organized into the following sections:

- Satisfaction with Quality of Life
- Change in Quality of Life
- Top Issues in the County
- Solution to Traffic Problem
- Solution to Housing Problem
- Satisfaction with County Services
- Importance-Satisfaction Matrix
- County Management of Tax Revenue
- Current Use of County Services
- Rating of Customer Service
- Importance of County Issues
- County's Role in Addressing Issues
- Support for Affordable Housing
- Support for Local Renewable Energy
- Willingness to Pay for Local Renewable Energy
- County Communication with Residents
- Top Information Sources

Appendix A presents the Additional Respondents Information.

Appendix B provides the Topline Report with overall survey results.

Appendix C presents the complete Questionnaire used for the study.

Appendix D presents the complete Crosstabulation Tables.



This section of the report presents a summary of important findings from the current survey. Key differences by important segments (e.g., supervisorial districts, age, etc.) are also highlighted.

Executive Summary I

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- Quality of life
 - 92% total satisfaction with quality of life in Marin
 - Significant decrease in “Getting better” from 2005 (13% to 9%)
 - Quality of life staying the same (54%)
- Top county issues (also in 2005)
 - Traffic congestion (48%)
 - Lack of affordable housing (21%)
- Top suggested solutions to traffic congestion (also in 2005)
 - Improve / encourage use of mass transit (28%)
 - Improve, widen, or build roads (20%)
- Top suggested solution to lack of affordable housing (also in 2005)
 - Provide more affordable or low income housing (27%)

Based on the objectives of this study, Godbe Research is pleased to offer the following summary of findings to Marin County:

Quality of Life

About nine in ten respondents reported being satisfied with the quality of life in Marin County (60% very satisfied and 32% somewhat satisfied). Those who are female, Caucasian, and from higher income households were more satisfied than their counterparts in each demographic characteristic.

Additionally, 54 percent thought that the quality of life in the County was staying the same. Compared to the 2005 results, there was a significant decrease in the percentage of respondents who stated that the quality of life in Marin County was getting better, from 13 percent to 9 percent. Otherwise, 34 percent thought their quality of life was getting worse. Non-Caucasian, female, older and longer-time residents were more likely to say that their quality of life was getting worse.

Top County Issues

Like the results in 2005, the top two issues that the respondents named as the biggest problems in Marin County were “Traffic congestion” (48%) and “Lack of affordable housing” (21%). Traffic congestion was especially perceived as a problem by the Caucasian residents in the County and those from higher income households.

Proposed Solution to Top Problems

Like the findings in 2005, regarding the traffic problem, respondents proposed that the County should make improvements to and/or encourage use of mass transit (28%), followed by improving, widening, and building more roads (20%). Female residents were more likely to have cited the mass transit solution, while more of the younger residents than their older counterparts favored improving roads as a solution.

With respect to the housing problem, 27 percent proposed providing more affordable and/or lower income housing. These results were comparable across the two waves of the survey. In the 2007 survey, those with household income of \$40,000 to under \$80,000 were more likely than their counterparts from households with over \$160,000 in annual income to have suggested providing more affordable or low income housing.

Executive Summary II

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- 87% total satisfaction with county performance, up from 83% in 2005
 - Significant increase in “Very Satisfied” from 2005 (37% to 43%)
- Programs or services to maintain (relatively high importance and high satisfaction):
 - Law enforcement services
 - Library services
 - Transit services for seniors or disabled
- Programs or services to improve (relatively high importance and low satisfaction):
 - Affordable housing
 - Availability of local jobs
 - Building and planning permits
 - Health services for low-income residents
 - Reducing homelessness

Satisfaction with County Services and Programs

Overall, 87 percent of the respondents reported satisfaction with the programs and services that the County offers to its residents. In comparison with the 2005 survey, a higher percentage of the respondents in the current survey reported being “Very Satisfied.” In the 2007 survey, the female respondents were more likely to be very satisfied, while the residents from the unincorporated areas of the County were more likely to have reported being very dissatisfied.

The County services and programs garnering satisfaction ratings of at least 80 percent include “Maintaining facilities at County parks” (86%), “Preventing wildfires” (86%), “Providing law enforcement services” (89%), “Providing local arts and cultural events and facilities” (87%), “Maintaining County library services” (82%), and “Conducting elections” (80%).

Priorities for Maintenance

From the matrix of derived importance of the various County services and programs surveyed and the satisfaction reported with each one of them, several areas emerged as priorities for maintenance. These areas that were relatively high in derived importance and with which the residents were relatively most satisfied are: law enforcement services, library services and transit services for seniors or disabled.

Priorities for Improvement

From the same analysis, the priorities identified for improvement – due to relatively high derived importance and relatively low satisfaction ratings – include affordable housing, availability of local jobs, building and planning permits, drug and alcohol abuse programs, health services for low-income residents, mental health services, and reducing homelessness.

Executive Summary III

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- Fair to positive ratings of county management of tax dollars
 - Positive (44% - 7% Excellent, 37% Good)
 - Fair (39%)
- Most used County services
 - County Library (39%)
 - County Parks and Open Space (30%, significant drop from 35% in 2005)
 - County Streets and Roads (17%, significant drop from 23% in 2005)
- Excellent (28%) to Good (47%) customer service ratings
- Room for improvement in communication with County residents
 - Fair (37%)
 - Negative (27% - 19% Poor, 8% Very Poor)
- Top information sources on County government
 - Marin Independent Journal (36%, significant drop from 50% in 2005)
 - Local TV station (11%)
 - County website (10%)

County Performance in Managing Tax Revenue

When the respondents were asked to rate Marin County's performance in the expenditure of taxpayer dollars, 44 percent gave it an excellent or a good rating, whereas 39 percent rated the County's performance in this area as fair. Females were more likely to have given a rating of "Good."

Use of County Services

The highest reportedly used County services or programs were the "County library" (39%), "County parks and open space" (30%), and "County streets and roads" (17%). In comparison to the 2005 survey, a lower percentage of the respondents in the current study reported using County parks and open space, as well as County streets and roads.

Level of Customer Service

When asked to rate the customer service the respondents received for the services and programs that either they or someone in their household used, 75 percent gave a positive rating (28% "Excellent" and 47% "Good"), whereas 15 percent rated the customer service as "Fair." The residents from the unincorporated areas of Marin County were more likely to have given a "Poor" rating, while the female residents were more likely to have said "Excellent." Those 25 to 34 years of age were more likely to have rated customer service as "Fair."

Rating of County Communication with Residents

When the respondents were asked to rate the County's job in providing information to its residents about priorities, programs, and services, only 31 percent gave it an excellent or good rating, 37 percent rated it as fair, and 27 percent gave it a negative rating. Female residents and those living in the incorporated parts of the County were more positive, while those with household income of lower than \$80,000 were more negative about the County's communication to them.

Top Information Sources on County Government

The most frequently mentioned information sources were the "Marin Independent Journal" (36%), "Local TV station" (11%), and "County Website" (10%). A lower percentage of the respondents in the current survey than in 2005 cited the Marin Independent Journal.

Executive Summary IV

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- Four tested policy issues rated important, and residents would like to see more County efforts:
 - Reducing pollution and greenhouse gas emissions:
 - 90% important
 - 42% thought County doing just enough, 38% too little
 - Local public transportation
 - 87% important
 - 53% thought County doing too little, 37% just enough
 - Affordable housing
 - 86% important
 - 55% thought County doing too little; 27% just enough
 - Health services for low income County residents
 - 82% important
 - 36% thought County doing just enough, 35% too little

Importance of Issues

All four issues tested – climate change, local public transportation, affordable housing and health services – were considered by at least 80 percent of the respondents to be somewhat, if not very, important.

All four issues were more important to the female residents. Compared to their older counterparts, the younger residents were particularly concerned about the climate change and affordable housing issues. The Hispanic population was more concerned about the availability of health services and affordable housing, the latter issue also being more important to the other ethnic groups in the County than the Caucasian residents. The lower income residents rated three of the four issues more important than their more affluent counterparts, except for the issue of local transportation.

County's Role in Addressing These Issues

On addressing the issues of local transportation and affordable housing, more than half of the respondents thought the County was not doing enough. As a reminder, these two issues were also the top-of-mind biggest issues raised by the respondents, unprompted at the beginning of the survey. On the transportation issue, the Hispanic residents and those ages 18 to 24 were more likely to believe that the County government is doing enough. On affordable housing, more of those from households with annual income of over \$160,000 thought that the County's efforts in addressing this issue were adequate.

On the other two issues, resident opinion was more evenly split between "just enough" and "too little" as far as their perception of the County government's efforts in addressing these issues were concerned. Moreover, the male residents were more likely than their female counterparts to have said that the County is doing enough to address both of these issues. On the issue of reducing greenhouse gas emissions, the lower income residents were more likely to consider the current County efforts as adequate.

Executive Summary V

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- Strong support for higher density housing in commercial areas near public transit (81%)
- Strong support for the local government becoming a provider of renewable energy (74%)
 - 58% (23%*) willing to pay 10% more than PG&E payments
 - 69% (29%*) willing to pay 5% more than PG&E payments
 - 87% (48%*) willing to pay the same or less

*Discounted by 50% of "Definitely Yes" and 75% of "Probably Yes" responses.

Support for Affordable Housing

In a follow-up question to the affordable housing issue, the respondents were asked if they support the construction of apartments, condominiums, and townhomes in commercial and office areas near public transit. In response to this, 81 percent indicated their support, as opposed to 16 percent who were against this idea. The male residents were more likely to oppose the idea, and so were the residents ages 25 to 34. Those with household income of \$40,000 to \$80,000 were more supportive of this potential housing solution.

Support for Local Government becoming a Renewable Energy Provider

When the respondents were asked to indicate their level of support or opposition to the idea of local County government becoming a provider of renewable energy, 74 percent reported their support, while 20 percent were opposed to this idea. When the respondents' willingness to pay for local renewable energy was gauged, 58 percent were ready to pay 10% more than what they currently pay PG&E to buy alternative green energy from the County, 69 percent were ready to pay 5% more, and 87 percent were ready to pay the same or less than their current PG&E expenses.

After apply the market sizing discount factors (50% of "Definitely Yes" and 75% of "Probably Yes" responses), the support levels were: 23 percent were willing to pay 10% more than what they currently pay PG&E to buy alternative energy from the County, 29 percent were willing to pay 5% or more, and 48 percent said "yes" to paying the same or less than what they currently pay PG&E.

Opposition to the concept was higher among the male, Caucasian, older and highest income residents. Similarly, the female, Hispanic and younger residents were more willing to pay for County supplied renewable energy.



The following section explains the detailed methodology used for the analysis of this study, along with a comprehensive guide to interpret the crosstabulation tables included in Appendix D.

Methodology Overview		GODBE RESEARCH Gain Insight
➤ Data Collection	Telephone Interviewing	
➤ Universe	197,104 Adult residents of Marin County	
➤ Fielding Dates	September 14 to 24, 2007	
➤ Interview Length	15 minutes	
➤ Sample Size	1000 (200 in each of the five Supervisorial Districts)	
➤ Margin of Error	± 3.1%	

Survey Methodology

A total of 1000 respondents completed the survey representing a total universe of approximately 197,104 adult residents in Marin County, producing a margin of error of plus or minus 3.1 percent. Seventeen, or 1.7 percent, of these surveys were completed in Spanish. Interviews were conducted from September 14 through September 24, 2007, and the average interview lasted 15 minutes.

Sample & Weighting

The respondents for this study were selected using random digit dialing (RDD), which randomly selects phone numbers from the active residential phone exchanges within the area of the study. Interviewers first asked potential respondents a series of questions referred to as "Screeners," which were used to ensure that the person lived in Marin County and was at least 18 years old. The first screener was used to correct one of the inherent tendencies of RDD method to over-sample older residents and women. RDD samples typically over-represent women and older residents because they are often more likely to be at home during the early evening or on the weekend and also are more likely to answer the telephone. In order to correct this bias, interviewers asked to speak to the youngest adult male currently available in the household. If an adult male was not available at the time of the call, the interviewer asked to speak to the youngest adult female currently available.

Another screener asked the respondents to identify their zip code of residence. Based on their zip code and answers to the follow-up geographical boundary questions, they were categorized into one of the five supervisorial districts in Marin County. To allow meaningful comparisons of substantive questions across supervisorial districts, a quota of 200 was assigned to each district.

Once collected, the data were compared with the U.S. Census data to examine possible differences between the sample and the population of adult residents in the County on major demographic variables. After examining the demographic characteristics, the data were weighted by age and ethnicity to mirror the characteristics of the County adult population.

Randomization of Questions

To avoid the problem of systematic position bias - where the order in which a series of questions is asked could systematically influence the answers - several questions in this survey were randomized such that respondents were not consistently asked the questions in the same order. The series of items in Questions 7, 11, and 12, and questions 13 and 14 to 15 were randomized to avoid such systematic position bias.

		Distribution of Responses				
		90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%
n						
1100		1.8%	2.4%	2.7%	2.9%	2.9%
1000		1.9%	2.5%	2.8%	3.0%	3.1%
900		2.0%	2.6%	3.0%	3.2%	3.3%
800		2.1%	2.8%	3.2%	3.4%	3.5%
700		2.2%	3.0%	3.4%	3.6%	3.7%
600		2.4%	3.2%	3.7%	3.9%	4.0%
500		2.6%	3.5%	4.0%	4.3%	4.4%
400		2.9%	3.9%	4.5%	4.8%	4.9%
300		3.4%	4.5%	5.2%	5.5%	5.7%
200		4.2%	5.5%	6.3%	6.8%	6.9%
100		5.9%	7.8%	9.0%	9.6%	9.8%

Margin of Error

Because a survey typically involves a limited number of people who are part of a larger population group, by mere chance alone there will almost always be some differences between a sample and the population from which it was drawn.

These differences are known as “sampling error” and they are expected to occur regardless of how scientifically the sample has been selected. The advantage of a scientific sample is that we are able to calculate the sampling error. Sampling error is determined by four factors: the population size, the sample size, a confidence level, and the dispersion of responses.

The table above shows the possible sampling variation that applies to a percentage result reported from a probability type sample. Because a sample of 1000 residents is drawn from the estimated population of approximately 197,104 adult residents in Marin County, one can be 95 percent confident that the margin of error due to sampling will not vary, plus or minus, by more than the indicated number of percentage points from the result that would have been obtained if the interviews had been conducted with all persons in the universe. As the table indicates, the maximum margin of error for all aggregate responses is between 3.1 and 1.9 percent for the survey.

This means that, for a given question with dichotomous response options (e.g., Yes/No) answered by all 1000 respondents, one can be 95 percent confident that the difference between the percentage breakdowns of the sample population and those of the total population is no greater than 3.1 percent. The percentage margin of error applies to both sides of the answer, so that for a question in which 50 percent of the respondents said yes, one can be 95 percent confident that the actual percentage of the population that would say yes is between 47 (50 minus 3.1) percent and 53 (50 plus 3.1) percent.

		Distribution of Responses				
		90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%
n						
1100		1.8%	2.4%	2.7%	2.9%	2.9%
1000		1.9%	2.5%	2.8%	3.0%	3.1%
900		2.0%	2.6%	3.0%	3.2%	3.3%
800		2.1%	2.8%	3.2%	3.4%	3.5%
700		2.2%	3.0%	3.4%	3.6%	3.7%
600		2.4%	3.2%	3.7%	3.9%	4.0%
500		2.6%	3.5%	4.0%	4.3%	4.4%
400		2.9%	3.9%	4.5%	4.8%	4.9%
300		3.4%	4.5%	5.2%	5.5%	5.7%
200		4.2%	5.5%	6.3%	6.8%	6.9%
100		5.9%	7.8%	9.0%	9.6%	9.8%

The margin of error for a given question also depends on the distribution of responses to the question. The 3.1 percent refers to dichotomous questions where opinions are evenly split in the sample with 50 percent of respondents saying yes and 50 percent saying no. If that same question were to receive a response in which 10 percent of the respondents say yes and 90 percent say no, then the margin of error would be no greater than 1.9 percent. As the number of respondents in a particular subgroup (e.g., age) is smaller than the number of total respondents, the margin of error associated with estimating a given subgroup's response will be higher. Due to the high margin of error, Godbe Research cautions against generalizing the results for subgroups that are composed of 25 or fewer respondents.

Crosstabulation Tables

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		Gender		
		Total	Male	Female
2. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in the County of Marin?	Total	1,000	496	504
	Very Dissatisfied	23	13	10
		2.3%	2.7%	2.0%
	Somewhat Dissatisfied	47	25	22
		4.7%	4.9%	4.4%
	Somewhat Satisfied	321	170	151
		32.1%	34.2%	29.9%
Very Satisfied	597	280	316	
	59.7%	56.5%	62.8%	
Don't Know/No Answer	13	8	5	
	1.3%	1.7%	0.9%	

How to Read Crosstabulation Tables

The questions discussed and analyzed in this report comprise a subset of various crosstabulation tables available for each question. Only those subgroups that are of particular interest or that illustrate particular insights are included in the discussion. Should readers wish to conduct a closer analysis of subgroups for a given question, the complete breakdowns appear in Appendix D. These crosstabulation tables provide detailed information on the responses to each question by all demographic groups that were assessed in the survey. A typical crosstabulation table is pictured above.

A short description of the item appears on the left-hand side of the table. The sample size (in this case n = 1000) is presented in the first column of data under "Total." The results to each possible answer choice of all respondents are presented in the first column of data under "Total." The aggregate number of respondents in each answer category is presented as a whole number, and the percentage of the entire sample that this number represents is just below the whole number. For example, among the total respondents, 597 stated that they were "Very Satisfied" with the quality of life in Marin County and this number of respondents equals 60 percent of the total sample size of 1000. Next to the "Total" column are other columns representing responses from male and female respondents. The data from these columns are read in exactly the same fashion as the data in the "Total" column, although each group makes up a smaller percentage of the entire sample.

		Gender		
		Total	Male	Female
2. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in the County of Marin?	Total	1,000	496	504
	Very Dissatisfied	23 2.3%	13 2.7%	10 2.0%
	Somewhat Dissatisfied	47 4.7%	25 4.9%	22 4.4%
	Somewhat Satisfied	321 32.1%	170 34.2%	151 29.9%
	Very Satisfied	597 59.7%	280 56.5%	316 62.8%

		Gender	
		Male (A)	Female (B)
2. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in the County of Marin?	Very Dissatisfied		
	Somewhat Dissatisfied		
	Somewhat Satisfied		
	Very Satisfied		A

Subgroup Comparisons

To test whether or not the differences found in percentage results among subgroups are likely due to actual differences in opinions or behaviors - rather than the results of chance due to the random nature of the sampling design - a “z-test” was performed. In the headings of each column are labels, “A,” “B,” “C,” etc. along with a description of the variable. The “z-test” is performed by comparing the percentage in each cell with all other cells in the same row within a given variable (within gender in the pictured table, for example).

The results from the “z-test” are displayed in a separate table below the crosstabulation table. If the percentage in one cell is statistically different from the percentage in another, the column label will be displayed in the cell from which it varies significantly. For instance, in the table above, a significantly higher percentage of women (63%) mentioned that they were “Very Satisfied” with the quality of life in Marin than the percentage of men (57%). Hence, the alphabet “A,” which stands for “male respondents” appears under Column “B,” which stands for “female respondents.” The letters in the table indicate for which differences one can be 95 percent confident that the results are due to actual differences in opinions or behaviors reported by subgroups of respondents.

It is important to note that the percentage difference among subgroups is just one piece in the equation to determine whether or not two percentages are significantly different from each other. The variance associated with each data point is integral to determining significance. Therefore, two calculations may be different from each other according to the percentage reported, yet the difference may not be statistically significant according to the “z” statistic.

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Question	Measure	Scale	Values
Q7	Satisfaction Ratings	+2 to -2	+2 = "Very Satisfied" +1 = "Somewhat Satisfied" -1 = "Somewhat Dissatisfied" -2 = "Very Dissatisfied"
Q11	Importance Ratings	+2 to 0	+2 = "Very Important" +1 = "Somewhat Important" 0 = "Not Important"
Q12	Sufficiency Ratings	+2 to 0	+2 = "Too Much" +1 = "Just Right" 0 = "Too Little"
Q15	Likelihood Ratings	+2 to -2	+2 = "Definitely Yes" +1 = "Probably Yes" -1 = "Probably No" -2 = "Definitely No"

Understanding a "Mean"

In addition to the analysis of response percentages, many results will be discussed with respect to a descriptive "mean." "Means" are effectively "averages." To derive a respondent's overall level of satisfaction with a County service or program (Q7), for example, a number value is first assigned to each response category (e.g., "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2). The answer of each respondent is then assigned the corresponding number (from +2 to -2 in this example). Finally, all respondents' answers are averaged to produce a final number that reflects average satisfaction. The resulting mean makes interpretation of the data considerably easier.

In tables and charts for Question 7, 11, 12, and 15 of the survey, the reader will find mean scores that represent answers given by the respondents. The mean score represents the average response of each group. The table above shows the scales for each corresponding question. The "Don't Know/No Answer" responses option was not included in calculating the means for any question.

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	Gender		
	Total	Male	Female
7A. Supporting local businesses and industries	0.85	0.72	0.99
7B. Increasing the availability of local jobs	0.37	0.40	0.34
7C. Acquiring, restoring, and maintaining additional open space	1.12	1.10	1.14
7D. Restoring watershed areas	1.07	1.06	1.08
7E. Maintaining county bus systems	0.64	0.76	0.53
7F. Providing bicycling and pedestrian paths	0.92	0.89	0.95
7G. Providing specialized transit services for seniors and disabled residents	0.83	0.98	0.69
7H. Maintaining county roads and streets	0.34	0.38	0.31
7I. Providing health services for low-income residents	0.39	0.55	0.24
7J. Providing drug and alcohol abuse programs	0.86	0.95	0.78

Only those subgroups that are of particular interest or that illustrate a particular insight are included in the discussion within the report with regard to mean scores. A typical cross-tabulation table displaying mean scores is shown in the pictured table.

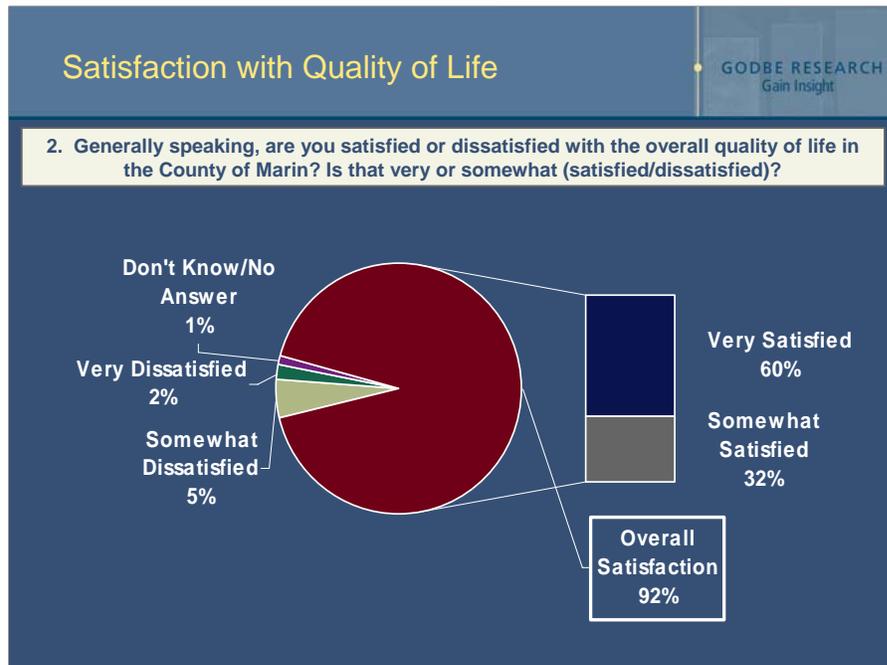
The aggregate mean score for each item in the question series is presented in the first column of the data under "Total." For example, among all the survey respondents, the service "Supporting local businesses and industries" was assigned a mean satisfaction score of 0.9.

Next to the "Total" column are other columns representing the mean scores assigned by the respondents grouped by gender. The data from these columns are read in the same fashion as the data in the "Total" column.

To test where two mean scores are statistically different, a "t-test" is performed. As in the case of the "z-test" for percentages, a statistically significant result is indicated by the alphabet representing the data column.



The Key Findings section of the report offers a question-by-question analysis of the 2007 survey along with the comparison of results from the 2005 wave and the differences observed across respondent subgroups



With the first substantive question in the survey, the respondents were asked to indicate if they were generally satisfied or dissatisfied with the quality of life in Marin County.

As illustrated in the chart above, 92 percent of the respondents reported being either “Very Satisfied” (60%) or “Somewhat Satisfied” (32%) with the quality of life in the County. As opposed to this, only seven percent of the respondents were dissatisfied with the quality of life in Marin (2% “Very Dissatisfied” and 5% “Somewhat Dissatisfied”).

Satisfaction with Quality of Life Difference in Subgroups I						GODBE RESEARCH Gain Insight		
	Supervisorial Districts					Incorporated vs. Unincorporated Areas		
	District 1	District 2	District 3	District 4	District 5	Incorporated	Unincorporated	Unknown
Total	200	200	200	200	200	685	294	22
Very Satisfied	56%	57%	74%	60%	51%	61%	56%	71%
Somewhat Satisfied	33%	36%	22%	35%	34%	31%	35%	25%
Somewhat Dissatisfied	6%	3%	3%	2%	10%	4%	6%	5%
Very Dissatisfied	3%	3%	1%	2%	2%	3%	2%	0%
DK/NA	2%	1%	0%	1%	3%	2%	1%	0%

In addition to looking at the overall results for a particular question, it is also useful to examine the responses given by the participants from different demographic and behavioral groups. Generally, Godbe Research comments only on statistically significant differences in key segments in this type of report. For percentages and means broken down by other segments, see Appendix D.

Supervisorial District

A significantly higher percentage of the District 3 residents were “Very Satisfied” with the quality of life in the County, when compared to the residents of the remaining four districts. Otherwise, a significantly higher percentage of the District 2 and District 4 residents than those in District 3 were “Somewhat Satisfied” with the quality of life in the County. Finally, the percentage of District 5 residents who were “Somewhat Dissatisfied” with the quality of life in Marin was significantly higher than those in District 2, 3, and 4 who gave this answer.

Incorporated vs. Unincorporated Areas

Between the incorporated and unincorporated areas of the County, resident satisfaction reported with the quality of life in the County is comparable, with over 90 percent of the respondents reporting their satisfaction.

		Annual Household Income				
		Below \$40,000	\$40,000 to under \$80,000	\$80,000 to under \$120,000	\$120,000 to under \$160,000	\$160,000 or above
Total		156	184	197	126	188
Very Satisfied		46%	56%	55%	65%	72%
Somewhat Satisfied		33%	37%	38%	30%	25%
Somewhat Dissatisfied		11%	3%	5%	3%	2%
Very Dissatisfied		4%	4%	2%	1%	1%
DK/NA		6%	0%	0%	1%	0%

	Gender		Ethnicity		
	Male	Female	Caucasian	Hispanic	Other
Total	496	504	784	96	93
Very Satisfied	56%	63%	62%	51%	56%
Somewhat Satisfied	34%	30%	32%	27%	36%
Somewhat Dissatisfied	5%	4%	4%	14%	5%
Very Dissatisfied	3%	2%	2%	3%	2%
DK/NA	2%	1%	1%	5%	2%

Annual Household Income

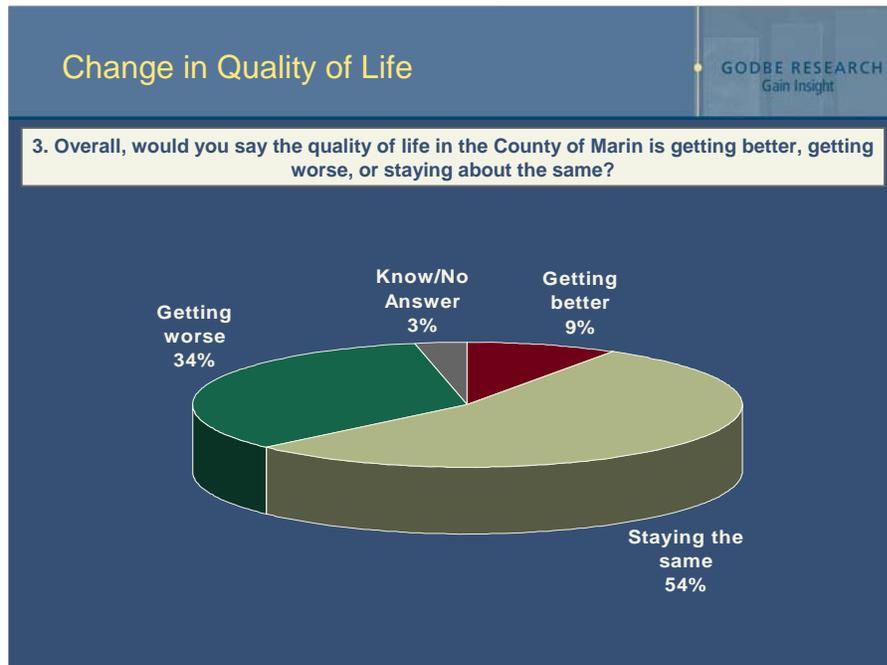
Overall, more of those with higher household income were satisfied with the quality of life in the County. In particular, a significantly higher percentage of the respondents reporting a household income of \$120,000 or more were “Very Satisfied” with the quality of life in the County, when compared to those with a household income of less than \$40,000 per year who reported the same. By contrast, a significantly higher percentage of the respondents from the lowest income group (under \$40,000) were “Somewhat Dissatisfied” with the quality of life in Marin.

Gender

When compared to the male respondents, a significantly higher percentage of the female respondents were “Very Satisfied” with the quality of life in Marin County.

Ethnicity

When compared to the Caucasian respondents, a significantly higher percentage of the Hispanic respondents were “Somewhat Dissatisfied” with the quality of life in the County.



Following the overall satisfaction with the quality of life, the respondents were asked if they thought that the quality of life in Marin County was getting better, getting worse, or staying about the same.

In response to this, more than half the respondents (54%) stated that the quality of life in the County was “Staying the same,” whereas 34 percent believed that it was “Getting worse.” Only about nine percent of the survey respondents perceived the quality of life in the County to be “Getting better.”

		Survey Year		Incorporated vs. Unincorporated Areas		
		2005	2007	Incorp- orated	Unincorp- orated	Unknown
Total		1000	1000	685	294	22
Getting better		13%	9%	10%	9%	9%
Staying the same		51%	54%	56%	50%	50%
Getting worse		33%	34%	32%	39%	34%
DK/NA		4%	2%	2%	3%	7%

	Supervisorial Districts				
	District 1	District 2	District 3	District 4	District 5
Total	200	200	200	200	200
Getting better	11%	9%	8%	13%	6%
Staying the same	51%	52%	59%	55%	55%
Getting worse	34%	38%	32%	29%	37%
DK/NA	5%	1%	2%	3%	2%

Survey Year

When compared to the results from 2005 wave, a significantly lower percentage of the respondents in the current study thought that the quality of life in the County was “Getting better.” The numbers for other response options were statistically comparable.

Supervisorial Districts

The responses given by residents of the five supervisorial districts were statistically similar.

Incorporated vs. Unincorporated Areas

Likewise, the change in quality of life as perceived by the respondents living in incorporated and unincorporated areas was statistically identical.

			Gender		Age				
			Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64
Total	496	504	75	159	231	226	133	165	
Getting better	11%	7%	18%	4%	16%	6%	7%	7%	
Staying the same	56%	52%	69%	69%	53%	53%	45%	46%	
Getting worse	31%	37%	11%	26%	30%	39%	46%	41%	
DK/NA	2%	3%	2%	1%	1%	2%	2%	6%	

	Length of Residence					Ethnicity		
	3 years or less	4 to 9 years	10 to 15 years	16 to 25 years	More than 25 years	Caucasian	Hispanic	Other
Total	150	181	158	176	333	784	96	93
Getting better	12%	10%	14%	6%	6%	7%	19%	17%
Staying the same	62%	65%	50%	58%	46%	55%	51%	59%
Getting worse	19%	24%	34%	35%	46%	35%	28%	23%
DK/NA	8%	1%	1%	2%	2%	2%	1%	1%

Gender

A substantially higher percentage of the male respondents thought that the quality of life in the County was “Getting better,” while a higher proportion of female respondents thought that the quality of life in Marin was “Getting worse.”

Age

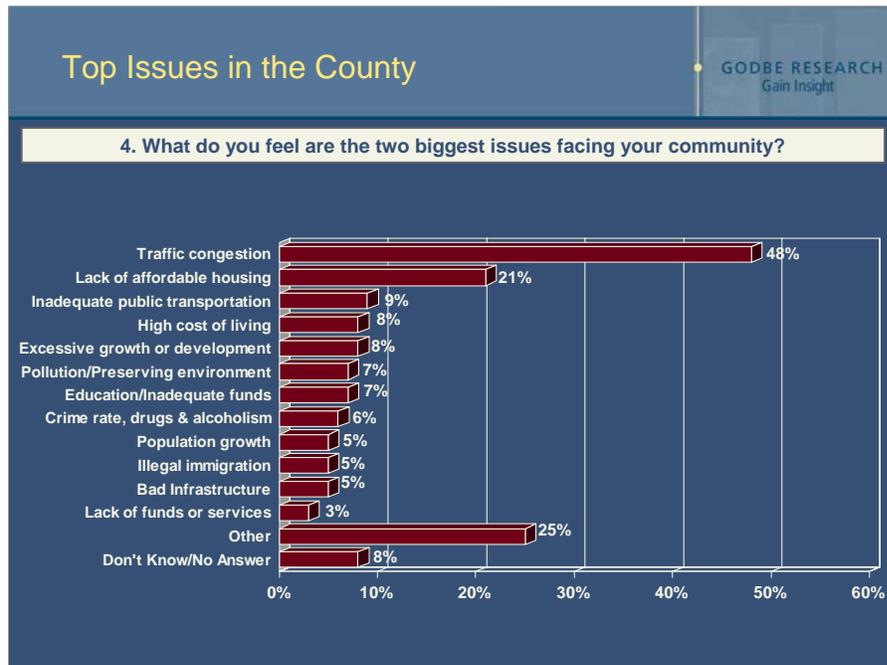
Overall, the older respondents thought that the quality of life in the County was getting worse, whereas the younger respondents thought that it was staying the same. More specifically, a significantly higher percentage of the 35-years-and-older respondents stated that the quality of life was “Getting worse,” when compared to the 18-to-24-year-old respondents. On the other hand, a significantly higher percentage of the 18-to-34-year-old than the 55-years-and-older respondents believed the quality of life to be “Staying the same.” In addition to this, a significantly higher percentage of the 18-to-24 and 35-to-44-year-old respondents stated that the quality of life in the County was “Getting better,” when compared to the percentage of the 25-to-34 and 45-to-54-year-old respondents who reported the same.

Length of Residents

The longer-time County residents thought that the quality of life in Marin was getting worse, whereas the more recent residents believed that it was staying the same. In particular, a higher percentage of the respondents who have resided in Marin for 10 or more years stated that the quality of life was “Getting worse,” when compared to those who have lived there for 3 years or less. As opposed to this, a significantly higher percentage of those who have lived in the County for 9 years or less thought that the quality of life was staying the same, when compared to those who have lived there for more than 25 years.

Ethnicity

A significantly higher percentage of the non-Caucasian than the Caucasian respondents thought that the quality of life in Marin County was “Getting better.”



Next, the respondents were asked to name two issues that they perceived to be the biggest facing the Marin community. This question was asked in an open-ended format, where the respondents were not constrained to choose their answers from a list of predetermined choices. The top-of-the-mind issue for Marin residents was “Traffic congestion” (48%), followed by “Lack of affordable housing” (21%). Less than ten percent of the respondents cited other community issues such as, “Inadequate public transportation” (9%), “High cost of living” (8%) and “Excessive growth or development” (8%).

	Survey Year	
	2007	2005
Traffic congestion	48%	44%
Lack of affordable housing	21%	20%
Inadequate public transportation	9%	NA
High cost of living	8%	9%
Excessive growth or development	8%	14%
Pollution/Preserving environment or open space	7%	NA
Quality of education/Lack of funds for schools	7%	12%
Crime rate, drugs and alcoholism	6%	NA
Population growth	5%	NA
Illegal immigration	5%	NA
Bad Infrastructure (streets, sidewalks, bike paths, etc.)	5%	7%
Lack of funds or services (e.g., library, senior, disabled, etc.)	3%	7%
Other	25%	32%
DK/NA	8%	8%

Survey Year

The top two results in the current wave are statistically comparable to those in the 2005 wave, where 44 percent named “Traffic congestion” and 20 percent named “Lack of affordable housing” as the top issues facing the Marin community. Apart from this, a significantly lower percentage of the respondents in the present wave than in 2005 cited the issues “Excessive growth or development” and “Quality of education/Lack of funds for schools” to be important for the County residents.

Top Issues in the County Difference in Subgroups II						GODBE RESEARCH Gain Insight		
	Supervisorial Districts					Incorporated vs. Unincorporated Areas		
	District 1	District 2	District 3	District 4	District 5	Incorporated	Unincorporated	Unknown
Total	200	200	200	200	200	685	294	22
Traffic congestion	54%	53%	44%	42%	49%	51%	43%	50%
Lack of affordable housing	20%	23%	23%	24%	15%	21%	22%	3%
Inadequate public transportation	6%	13%	9%	8%	8%	8%	9%	19%
High cost of living	8%	11%	6%	7%	8%	9%	6%	14%
Pollution/Preserving environment or open space	8%	6%	8%	10%	4%	6%	10%	4%
Excessive growth or development	7%	4%	8%	8%	9%	7%	8%	10%
Quality of education	6%	9%	4%	6%	9%	8%	5%	9%

Supervisorial Districts

In comparison of the top issues cited by residents from the five supervisorial districts, no statistically significant differences were observed.

Incorporated vs. Unincorporated Areas

Likewise, the responses given by the residents from the incorporated areas were statistically similar to the responses given by those living in the unincorporated areas.

		Age					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Total		75	159	231	226	133	165
Traffic congestion		13%	37%	51%	56%	58%	54%
Lack of affordable housing		3%	30%	26%	20%	21%	17%
Inadequate public transportation		13%	8%	5%	7%	11%	13%
High cost of living		9%	8%	10%	8%	9%	3%
Pollution/Preserving environment/ open space		3%	9%	6%	9%	6%	6%
Excessive growth or development		3%	2%	8%	10%	10%	7%
Quality of education		12%	8%	7%	6%	6%	6%

Age

Compared to the 18-to-24-year-old respondents, a significantly higher percentage of the 25-years-and-older residents stated that “Traffic congestion” and “Lack of affordable housing” were the biggest issues facing the community. In addition to this, “Excessive growth or development” was cited as an issue by a significantly higher percentage of the 45-to-64-year-old than by the 25-to-34-year-old respondents.

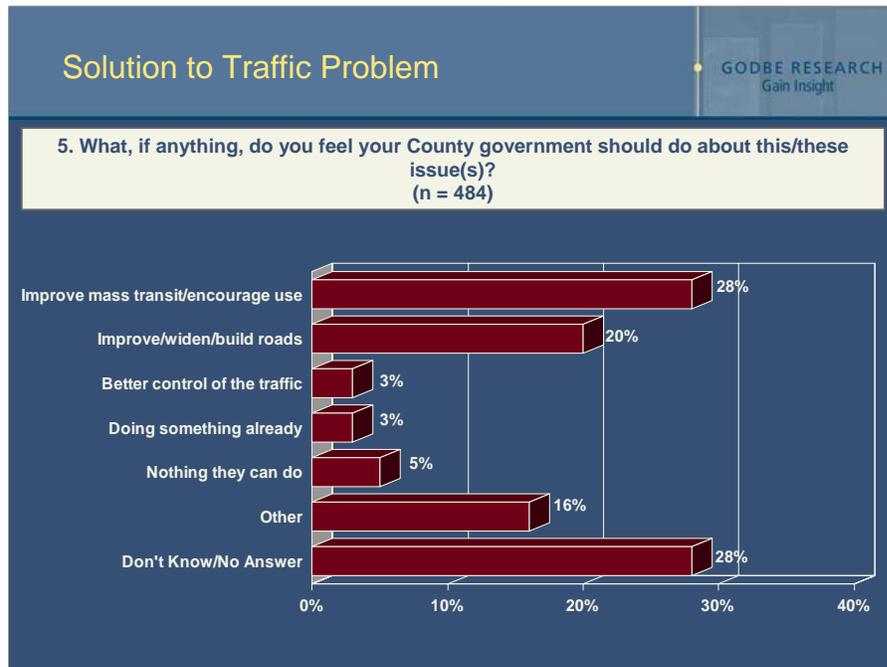
		Ethnicity			Annual Household Income				
		Caucasian	Hispanic	Other	Below \$40,000	\$40,000 to under \$80,000	\$80,000 to under \$120,000	\$120,000 to under \$160,000	\$160,000 or above
Total		784	96	93	156	184	197	126	188
Traffic congestion		52%	30%	34%	31%	39%	62%	54%	52%
Lack of affordable housing		22%	19%	17%	16%	25%	23%	21%	22%
Inadequate public transportation		9%	7%	14%	6%	12%	7%	6%	12%
High cost of living		8%	5%	7%	6%	10%	10%	2%	12%
Pollution/ Preserving environment/ open space		7%	10%	3%	5%	8%	9%	6%	4%
Excessive growth or development		8%	5%	3%	9%	6%	8%	9%	8%
Quality of education		8%	0%	10%	3%	6%	8%	11%	8%

Ethnicity

“Traffic congestion” was an important issue to a significantly higher percentage of the Caucasian than the non-Caucasian respondents.

Annual Household Income

The issue, “Traffic congestion” was cited by a significantly higher percentage of those with high annual income (\$80,000 or more) than by those with a lower household income (below \$40,000). In addition to this, “High cost of living” was cited as an issue by a significantly higher percentage of those with a household income of \$160,000 or more per year than by those with an annual household income of \$120,000 to under \$160,000.



Following the important issues, the respondents were asked to indicate solutions that they thought were appropriate for addressing the top two issues in the community.

In response to this, 28 percent of the respondents stated that improvement in mass transit could be a potential solution for traffic congestion in the County. Another 20 percent believed that improving, widening or constructing new roads, streets or highways would help reduce the traffic problem in Marin.

Solution to Traffic Problem
Difference in Subgroups I

GODBE RESEARCH
Gain Insight

	Survey Year	
	2007	2005
Total	484	426
Improve mass transit/encourage use	28%	30%
Improve/widen/build roads	20%	19%
Better control of the traffic	3%	NA
Doing something already	3%	NA
Nothing they can do	5%	10%
Other	16%	29%
DK/NA	28%	20%

Survey Year

In both the 2005 and 2007 surveys, respondent nominated solutions to the problem of traffic in Marin County were statistically comparable. The only exception is that a significantly higher percentage of the respondents in 2005 than in the current study stated that the County could not do anything about traffic congestion on roads.

Solution to Traffic Problem Difference in Subgroups II						GODBE RESEARCH Gain Insight		
	Supervisorial Districts					Incorporated vs. Unincorporated Areas		
	District 1	District 2	District 3	District 4	District 5	Incorporated	Unincorporated	Unknown
Total	109	105	88	84	98	347	126	11
Improve mass transit/ encourage use	21%	31%	23%	29%	34%	29%	26%	9%
Improve/widen/build roads	19%	20%	17%	24%	19%	18%	23%	36%
Better traffic control	4%	2%	1%	5%	3%	4%	2%	0%
Doing something already	5%	4%	1%	2%	0%	2%	3%	5%
Nothing they can do	3%	5%	5%	1%	9%	4%	7%	7%
Other	14%	11%	22%	16%	15%	17%	12%	14%
DK/NA	35%	27%	32%	24%	23%	28%	30%	29%

Supervisorial District

The table above illustrates that each of the five districts reported the same top solutions to overcome the traffic congestion problem in the County.

Incorporated vs. Unincorporated Areas

There were no significant differences in the solution for traffic as reported by respondents living in the incorporated and the unincorporated areas.

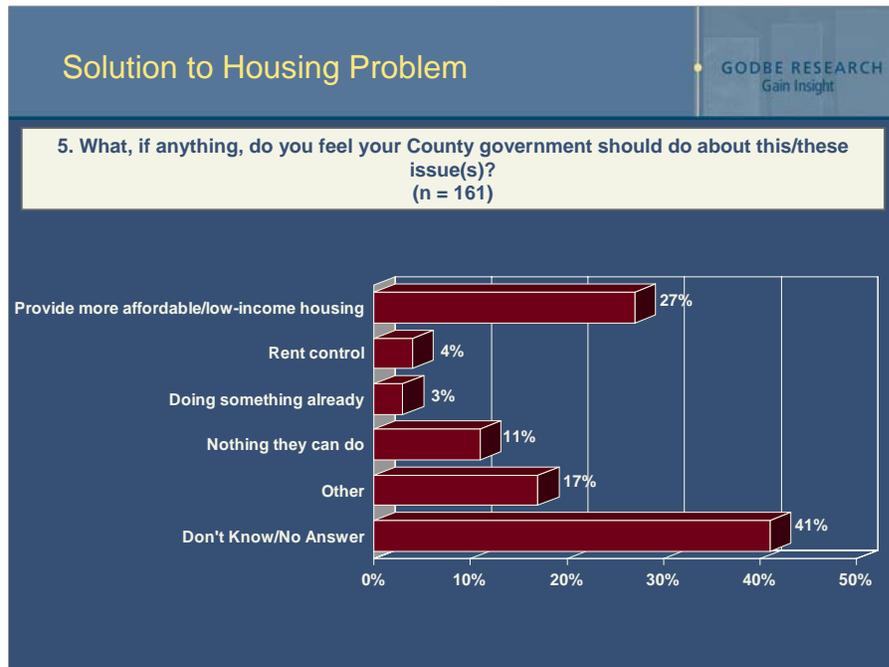
		Gender		Age					
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Total		246	239	9	58	118	126	77	88
Improve mass transit/ encourage use		23%	33%	21%	31%	23%	28%	41%	20%
Improve/widen/ build roads		23%	17%	53%	14%	30%	11%	16%	20%
Better control of traffic		4%	3%	6%	0%	8%	2%	2%	1%
Doing something already		3%	2%	0%	4%	2%	2%	2%	3%
Nothing they can do		8%	1%	0%	5%	5%	4%	3%	7%
Other		17%	14%	0%	18%	16%	20%	10%	15%
DK/NA		25%	32%	21%	27%	17%	34%	28%	36%

Gender

A significantly higher percentage of the female than the male respondents believed that improvement in public transportation could be a possible solution for traffic congestion in the County.

Age

Compared to the percentage of 45-to-54-year-old respondents, a significantly higher percentage of the 18-to-24-year-old and the 35-to-44-year-old respondents thought that improving, widening, and building new roads, streets and freeways could help reduce traffic on the streets.



With respect to the housing problem, 27 percent of the respondents in the current wave indicated that providing more affordable or low income housing could be a possible solution. About one in ten respondents thought that the County government cannot do anything about the lack of affordable housing in Marin.

		Survey Year		Supervisorial Districts				
		2007	2005	District 1	District 2	District 3	District 4	District 5
Total		163	161	31	31	37	41	22
Provide more affordable/ low-income housing		27%	33%	19%	24%	35%	26%	30%
Doing something already		3%	NA	0%	3%	0%	7%	2%
Nothing they can do		11%	18%	2%	23%	9%	12%	9%
Other		21%	24%	35%	10%	17%	25%	7%
DK/NA		41%	26%	42%	40%	40%	35%	52%

Survey Year

The responses given by the 2007 survey participants were statistically comparable with the responses in 2005, where 33 percent of the respondents proposed that providing more affordable or low income housing could be a possible solution for the housing problem in Marin, whereas 18 percent thought that the County can do nothing about it.

Supervisorial Districts

The table above shows that the residents from each of the five supervisorial districts in the County mentioned statistically the same solutions for addressing the housing problem.

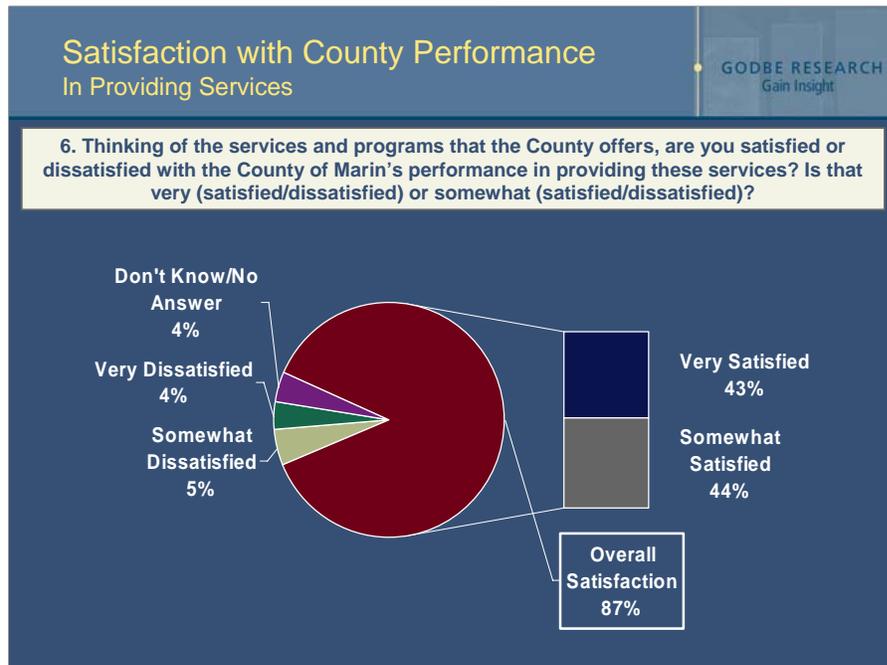
		Incorporated vs. Unincorporated Areas		Annual Household Income				
		Incorporated	Unincorporated	Below \$40,000	\$40,000 to under \$80,000	\$80,000 to under \$120,000	\$120,000 to under \$160,000	\$160,000 or above
Total		109	53	22	32	36	21	28
Provide more affordable/ low-income housing		28%	24%	29%	54%	25%	19%	16%
Doing something already		3%	3%	6%	0%	0%	0%	0%
Nothing they can do		12%	10%	6%	2%	19%	14%	24%
Other		18%	27%	39%	27%	7%	8%	34%
Don't Know/No Answer		40%	41%	26%	20%	49%	60%	27%

Incorporated vs. Unincorporated Areas

Similarly, the top solutions to housing problem given by the residents of incorporated as well as unincorporated areas of the County were comparable.

Annual Household Income

A significantly higher percentage of the respondents in the \$40,000 to under \$80,000 income group cited "Provide more affordable or low income housing" as a solution to the housing problem, when compared to the respondents in the highest income group who stated the same.



The next section in the survey focused on determining the level of resident satisfaction with various services offered by Marin County. The first question in this section asked the respondents to rate their level of satisfaction or dissatisfaction with the overall services and programs that the County offered to them.

In response to this, 87 percent of the respondents reported being satisfied with the County's performance in providing services and programs, with 43 percent being "Very Satisfied" and 44 percent being "Somewhat Satisfied." A mere nine percent of the respondents were "Very" (4%) or "Somewhat Dissatisfied" (5%) with the overall County services and programs.

		Survey Year		Gender		Age					
		2007	2005	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Total		1000	1000	496	504	75	159	231	226	133	165
Very Satisfied		43%	37%	38%	47%	57%	49%	43%	38%	36%	42%
Somewhat Satisfied		44%	46%	48%	40%	28%	33%	47%	51%	49%	45%
Somewhat Dissatisfied		5%	8%	5%	5%	5%	6%	6%	3%	6%	4%
Very Dissatisfied		4%	4%	4%	5%	6%	5%	3%	4%	5%	5%
DK/NA		4%	6%	5%	3%	3%	7%	2%	4%	4%	4%

Survey Year

A significantly higher percentage of the respondents in the current wave than in 2005 were “Very Satisfied” with the overall resident services and programs provided by the Marin County. As opposed to this, a significantly lower percentage of the respondents in 2007 than in 2005 were “Somewhat Dissatisfied” with the County's performance.

Gender

Substantially more of the female respondents were “Very Satisfied” with County services, whereas a significantly higher percentage of the male respondents were “Somewhat Satisfied” with the same.

Age

When compared to the 18-to-34-year-old respondents, a significantly higher percentage of the 45-to-54-year-old respondents were “Somewhat Satisfied” with the overall County services and programs.

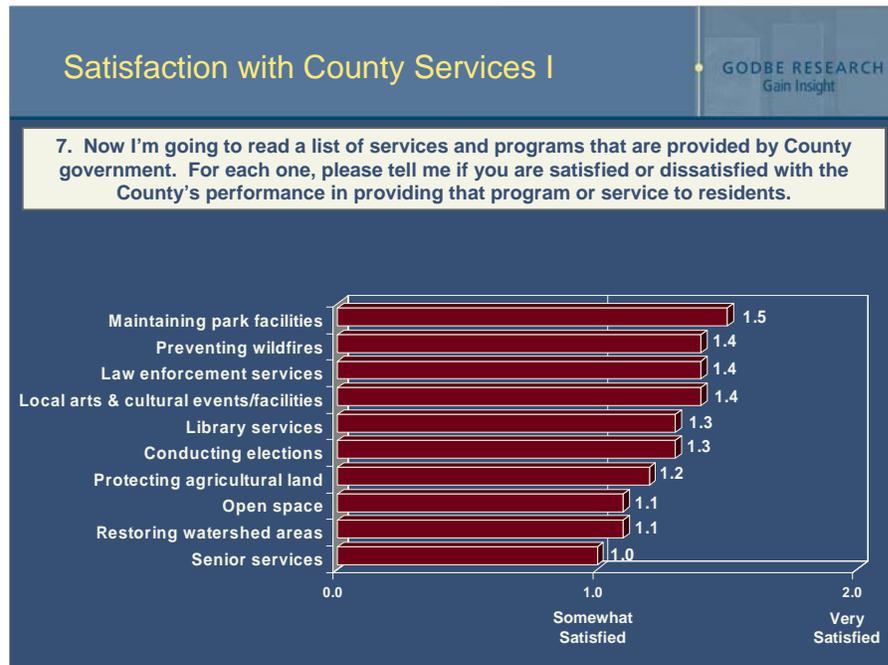
Satisfaction with County Services Difference in Subgroups II						GODBE RESEARCH Gain Insight		
	Supervisorial District					Incorporated vs. Unincorporated Areas		
	District 1	District 2	District 3	District 4	District 5	Incorporated	Unincorporated	Unknown
Total	200	200	200	200	200	685	294	22
Very Satisfied	45%	36%	53%	38%	42%	44%	40%	46%
Somewhat Satisfied	45%	50%	34%	51%	41%	43%	47%	41%
Somewhat Dissatisfied	3%	7%	4%	3%	8%	6%	3%	10%
Very Dissatisfied	4%	4%	6%	5%	4%	3%	7%	0%
DK/NA	3%	3%	3%	3%	6%	4%	2%	3%

Supervisorial Districts

A significantly higher percentage of the District 3 residents were “Very Satisfied” with the County programs and services, when compared to the District 2 and District 4 residents who responded similarly. On the other hand, proportions of District 2 and District 4 residents who were “Somewhat Satisfied” with County services were significantly higher than that in District 3.

Incorporated vs. Unincorporated Areas

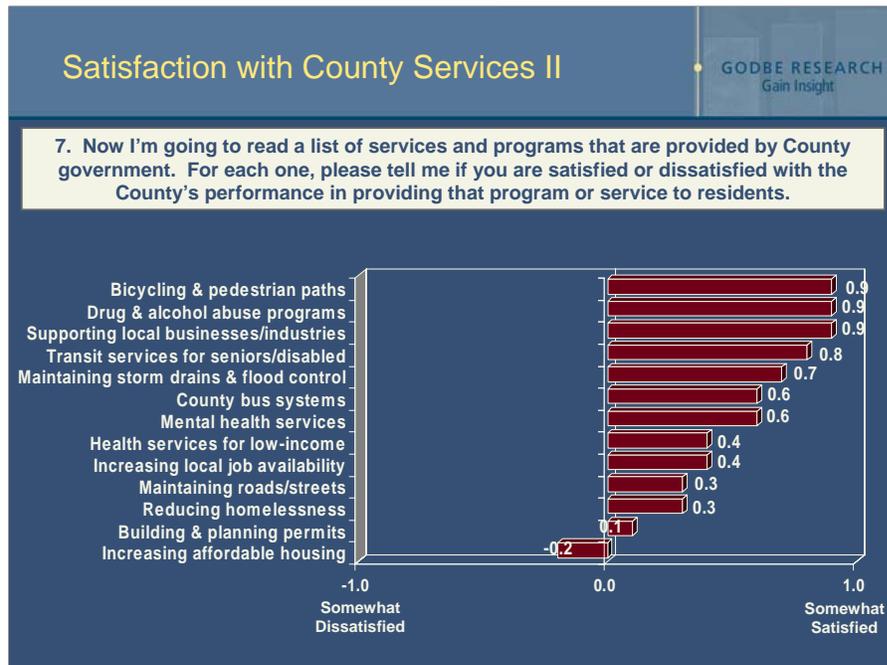
A significantly higher percentage of the residents from the unincorporated than the incorporated areas in Marin County were “Very Dissatisfied” with the services and programs that the County offered to its residents.



With the next question in the survey, the respondents were given a list of 23 specific services and programs that the County offered to its residents, and were asked to rate their level of satisfaction or dissatisfaction with each of them. The responses to this question were coded such that mean scores could be calculated (“Very Satisfied” = +2, “Somewhat Satisfied” = +1, “Somewhat Dissatisfied” = -1, and “Very Dissatisfied” = -2).

The chart above shows the services and programs with which the average resident reported being at least somewhat satisfied. In particular, the average respondent reported the highest level of satisfaction with the County’s performance in “Maintaining facilities at County parks, such as McInnis, Paradise Beach, McNear’s Beach, and Strafford Lake,” with a mean score of 1.5. Following this, the services “Preventing wildfires,” “Providing law enforcement services,” and “Providing local arts and cultural events and facilities” garnered the second-highest level of resident satisfaction, each with a mean score of 1.4.

To put these mean scores into perspective, with the top-rated County service, “Maintaining park facilities,” 49 percent were “Very Satisfied,” 37 percent were “Somewhat Satisfied,” three percent were “Somewhat Dissatisfied,” one percent were “Very Dissatisfied,” and eleven percent did not know or provided no answer.



Outside of the higher rated tier of services and programs discussed on the previous page, the ones garnering moderate level of resident satisfaction include, "Providing bicycling and pedestrian paths," "Providing drug and alcohol abuse programs," and "Supporting local businesses and industries," each with a mean score of 0.9. The only service with which the average resident reported being relatively dissatisfied was "Increasing the amount of affordable housing," with a mean score of -0.2.

Again, to gain a better perspective of these mean scores, the percentage breakdown for the lowest rated service was 14 percent "Very Satisfied," 27 percent "Somewhat Satisfied," 21 percent "Somewhat Dissatisfied," 26 percent "Very Dissatisfied," and 12 percent "Don't know or No Answer."

Marin County: 2007 Resident Satisfaction Survey

Satisfaction with County Services Difference in Subgroups I			GODBE RESEARCH Gain Insight		
	2007	2005		2007	2005
Maintaining park facilities	1.5	1.3	Supporting local businesses/ industries	0.9	0.7
Preventing wildfires	1.4	1.4	Transit services for seniors/ disabled	0.8	0.8
Law enforcement services	1.4	1.4	Maintaining storm drains & flood control	0.7	1.0
Local arts & cultural events/ facilities	1.4	1.2	County bus systems	0.6	0.3
Library services	1.3	1.1	Mental health services	0.6	0.6
Conducting elections	1.3	1.4	Health services for low-income residents	0.4	0.4
Protecting agricultural land	1.2	1.0	Increasing local job availability	0.4	0.3
Acquiring, restoring, & maintaining open space	1.1	1.0	Maintaining roads/streets	0.3	0.3
Restoring watershed areas	1.1	1.0	Reducing homelessness	0.3	NA
Senior services	1.0	0.9	Building & planning permits	0.1	0.5
Bicycling & pedestrian paths	0.9	0.9	Increasing affordable housing	-0.2	-0.2
Drug & alcohol abuse programs	0.9	0.8			

Overall, as shown in the table above, the 2007 level of resident satisfaction reported with specific County services and programs remained statistically comparable to the 2005 survey.

Satisfaction with County Services Difference in Subgroups II						GODBE RESEARCH Gain Insight		
	Supervisorial Districts					Incorporated vs. Unincorporated Areas		
	District 1	District 2	District 3	District 4	District 5	Incorporated	Unincorporated	Unknown
7S. Maintaining facilities at County parks	1.4	1.4	1.5	1.4	1.5	1.5	1.4	1.6
7N. Preventing wildfires	1.4	1.4	1.3	1.4	1.5	1.4	1.4	1.7
7O. Providing law enforcement services	1.4	1.4	1.5	1.4	1.3	1.4	1.2	1.7
7Q. Providing local arts & cultural events and facilities	1.4	1.3	1.5	1.4	1.3	1.4	1.4	1.5

	Age					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over
7S. Maintaining facilities at County parks	1.5	1.6	1.5	1.4	1.4	1.4
7N. Preventing wildfires	1.7	1.4	1.5	1.4	1.3	1.2
7O. Providing law enforcement services	1.3	1.4	1.5	1.4	1.4	1.3
7Q. Providing local arts and cultural events and facilities	1.2	1.4	1.5	1.4	1.3	1.3

Supervisorial Districts

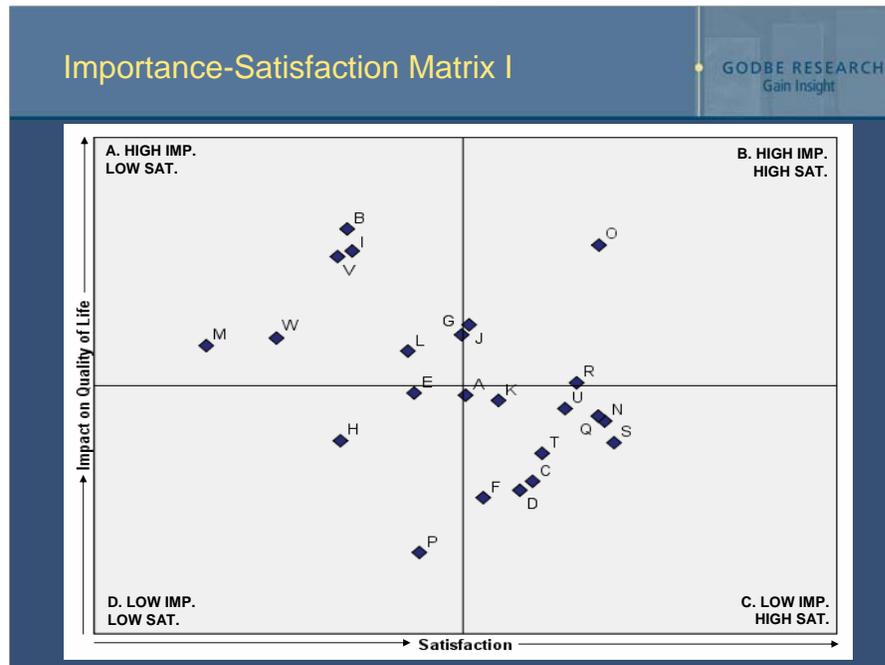
Across the five supervisorial districts, there were no significant differences in the level of satisfaction reported for the top four County services and programs.

Incorporated vs. Unincorporated Areas

The satisfaction with “Providing law enforcement services” was significantly higher for the residents from the incorporated areas than for those living in the unincorporated areas.

Age

When compared to the senior respondents, the 18-to-24-year-old respondents were more satisfied with “Preventing wildfires.”



Godbe Research used the Quality of Life ratings (Q2) to compute the “derived importance” of various County services and programs in Marin. We looked at how these ratings correlate with the satisfaction scores with various services (Q7) to derive which services contribute the most to resident perceived quality of life. As such, the higher the correlation, the more important a particular County service is to the residents.

In the figure above, the derived importance for each of the 23 County programs and services tested were plotted along the vertical axis, such that the services that have a high impact on quality of life perceptions are near the top of the figure, while the less impacting services appear toward the bottom of the graph. Similarly, the average residents’ self-rated satisfaction with the services, appear along the horizontal axis, ranging from “Very Dissatisfied” on the left to “Very Satisfied” on the right. Please note that the above chart displays “relative” low/high importance/satisfaction. For example, an item in the low importance/low satisfaction quadrant has *relatively* low importance and low satisfaction *in comparison to* the other services and programs.

The matrix divides the 23 County programs and services into the following four quadrants:

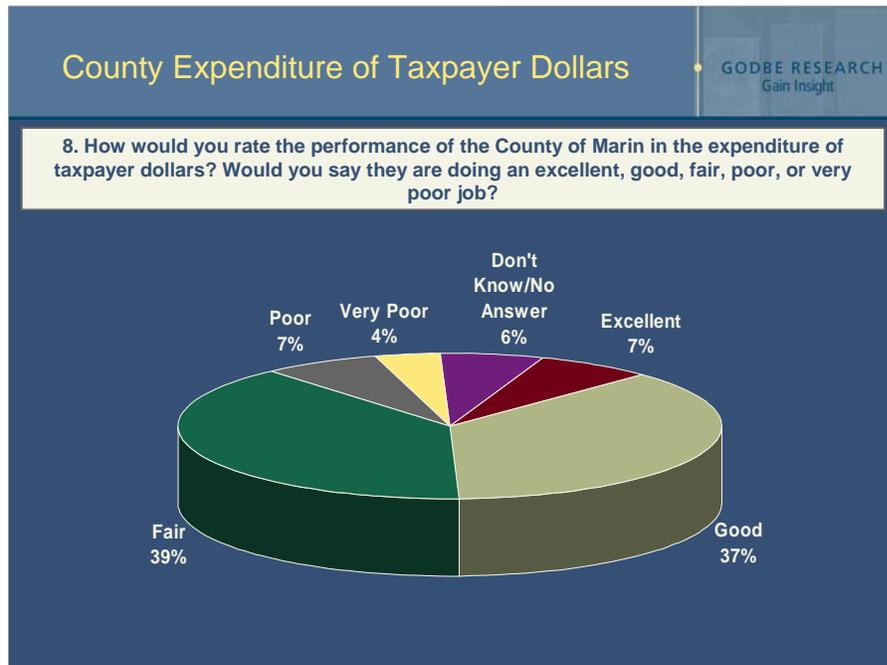
Quadrant A: County programs and services in this quadrant were rated low in resident satisfaction but had a relatively high impact on quality of life. The services that fall in this quadrant are local job availability, reducing homelessness, health services for low income residents, building and planning permits, and affordable housing. Mental health services, as well as drug and alcohol abuse programs are on the borderline of this quadrant. Having a high derived importance and receiving relatively low satisfaction ratings, these programs and services should receive the **highest priority attention** in planning efforts.

Quadrant B: Items in this quadrant – law enforcement services, transit services for seniors and disabled, and the borderline case of library services have a relatively high derived importance and are rated high in resident satisfaction, as well. As such, these are areas in which Marin County **should maintain its good work**.

Importance-Satisfaction Matrix II					
GODBE RESEARCH Gain Insight					
Service items in RED are priorities for improvement efforts.					
Service items in BLUE are priorities for maintenance.					
Service Item	Imp.	Sat.	Service Item	Imp.	Sat.
A. Local businesses/industries	0.14	0.85	M. Affordable housing	0.18	-0.20
B. Local job availability	0.26	0.37	N. Preventing wildfires	0.13	1.41
C. Open space	0.09	1.12	O. Law enforcement services	0.24	1.39
D. Restore watershed areas	0.08	1.07	P. Storm drains & flood control	0.04	0.66
E. Bus systems	0.15	0.64	Q. Arts & cultural events/facilities	0.13	1.39
F. Bicycling and pedestrian paths	0.07	0.92	R. Library services	0.15	1.30
G. Transit services for seniors or Disabled	0.18	0.83	S. Park facilities	0.11	1.45
H. Roads and streets	0.11	0.34	T. Agricultural land protection	0.10	1.16
I. Health services for low-income Residents	0.24	0.39	U. Conducting elections	0.13	1.25
J. Drug and alcohol abuse programs	0.19	0.86	V. Reducing homelessness	0.24	0.33
K. Senior services	0.14	0.98	W. Building and planning permits	0.18	0.09
L. Mental health services	0.17	0.62			

Quadrant C: The programs and services in this quadrant – senior services, conducting elections, preventing wildfires, arts and cultural events and facilities, park facilities, protecting agricultural land, open space, restoring watershed areas, bicycling and pedestrian paths, and the borderline case of supporting local businesses and industries – have relatively low importance, but are also areas in which residents have relatively high levels of satisfaction.

Quadrant D: Maintaining storm drains and flood control, County roads and streets, and bus system (by a thin margin) appearing in this quadrant received relatively low satisfaction ratings and also have low impact on quality of life when compared to other programs and services. Therefore, these would be the lowest priority for improvement efforts.



The next substantive question in the survey asked the respondents to rate the County's performance in the expenditure of taxpayer dollars.

As the above chart illustrates, 44 percent of the respondents gave a positive rating, with seven percent rating it as "Excellent" and 37 percent as "Good." About four in ten respondents (38%) rated the County's performance as "Fair," whereas another eleven percent gave it a negative rating (7% "Poor" and 4% "Very Poor").

	Survey Year		Gender	
	2007	2005	Male	Female
Total	1000	1000	496	504
Excellent	7%	5%	7%	6%
Good	37%	36%	32%	42%
Fair	39%	38%	41%	36%
Poor	7%	7%	9%	5%
Very Poor	4%	4%	5%	3%
DK/NA	7%	9%	5%	8%

Survey Year

The 2007 ratings of County performance in spending taxpayer dollars remained statistically unchanged from 2005. Similar to the current survey, 41 percent of the respondents in 2005 gave a positive rating to the County, 38 percent rated its performance as “Fair,” whereas eleven percent gave it a negative rating.

Gender

Overall, the male residents gave more positive ratings than their female counterparts. In particular, a significantly higher percentage of the male respondents stated that the County was doing a “Good” job in spending tax funds. As opposed to this, a significantly higher percentage of the female respondents rated the County’s performance as “Poor.”

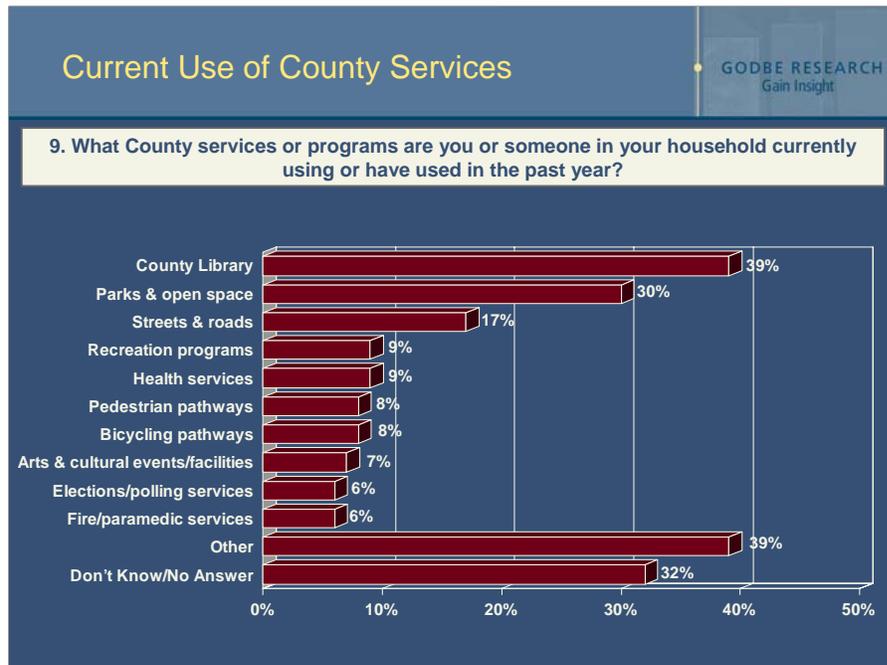
County Expenditure of Taxpayer Dollars Difference in Subgroups II						GODBE RESEARCH Gain Insight		
	Supervisorial Districts					Incorporated vs. Unincorporated Areas		
	District 1	District 2	District 3	District 4	District 5	Incorporated	Unincorporated	Unknown
Total	200	200	200	200	200	685	294	22
Excellent	5%	6%	14%	2%	5%	7%	4%	6%
Good	36%	34%	34%	47%	35%	36%	40%	31%
Fair	42%	40%	33%	33%	46%	41%	34%	46%
Poor	5%	11%	5%	9%	5%	6%	9%	7%
Very Poor	5%	6%	3%	3%	3%	3%	8%	5%
DK/NA	8%	4%	10%	6%	6%	7%	5%	6%

Supervisorial Districts

A significantly higher percentage of the respondents in District 3 than those residing in District 1, 4, and 5 reported that the County was doing an “Excellent” job in managing tax funds.

Incorporated vs. Unincorporated Areas

When compared to the residents of the incorporated areas, a significantly higher percentage of those residing in the unincorporated areas rated the County’s performance in spending taxpayer dollars as “Very Poor.”



Next, the respondents were asked to enumerate the County services and programs that they or someone in their household used in the past year. The respondents were not aided with answer choices for this question.

Overall, the highest percentage of the respondents reported using the “County Library” (39%), followed by “County parks and open space” (30%) and “County roads and streets” (17%). One-third of the surveyed residents reported not using any of the County services or stated that they did not know or gave no answer to the question.

		Survey Year		Incorporated vs. Unincorporated Areas		
		2007	2005	Incorporated	Unincorporated	Unknown
		1000	1000	685	294	22
County Library		39%	43%	42%	31%	43%
County parks and open space		30%	35%	33%	24%	27%
County streets and roads		17%	22%	17%	16%	23%

	Supervisorial Districts				
	District 1	District 2	District 3	District 4	District 5
Total	200	200	200	200	200
County Library	36%	47%	46%	33%	32%
County parks and open space	27%	39%	31%	28%	27%
County streets and roads	15%	20%	22%	16%	12%

Survey Year

When compared to the 2005 survey, a significantly lower percentage of the respondents in the current survey reported using the “County parks and open space” and “County streets and roads.”

Supervisorial Districts

A significantly higher percentage of the respondents in District 2 and 3 than those living in District 4 and 5 reported using the County library services.

Incorporated vs. Unincorporated Areas

The percentage of respondents residing in the incorporated areas of Marin who used the County library, parks, and open space was significantly higher when compared to the proportion of residents from the unincorporated areas in the County who responded similarly.

		Gender		Age					
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Total		496	504	75	159	231	226	133	165
County Library		31%	47%	21%	35%	46%	40%	40%	39%
County parks and open space		27%	34%	22%	27%	41%	35%	31%	17%
County streets and roads		18%	16%	12%	10%	17%	20%	23%	17%

	Ethnicity			Annual Household Income				
	Caucasian	Hispanic	Other	Below \$40,000	\$40,000 to under \$80,000	\$80,000 to under \$120,000	\$120,000 to under \$160,000	\$160,000 or above
Total	784	96	93	156	184	197	126	188
County Library	42%	29%	22%	29%	42%	40%	41%	44%
County parks and open space	32%	22%	24%	19%	26%	36%	34%	40%
County streets and roads	19%	8%	9%	11%	12%	22%	17%	23%

Gender

When compared to the male respondents, a significantly higher percentage of the female respondents reported using the County library, as well as parks and open space.

Age

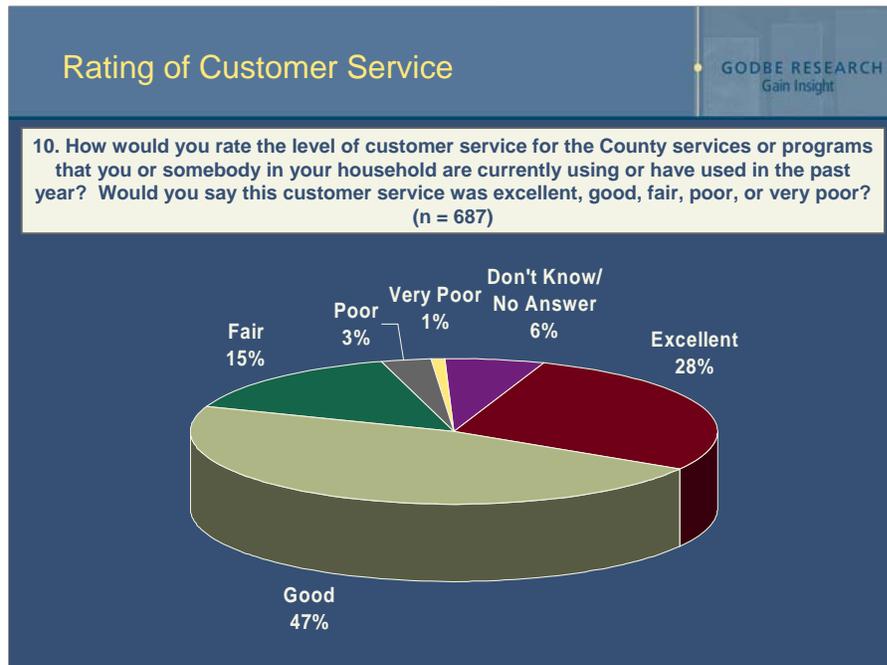
A significantly higher percentage of the 35-to-54-year-old respondents in the County had used the library, when compared to the 18-to-24-year-old respondents. In addition to this, a significantly higher percentage of the respondents in the 35 to 54 age group than those in the oldest age group (65 years and over) reported using County parks and open space.

Ethnicity

A significantly higher percentage of the Caucasian respondents than those of Other ethnicities used the County library. Similarly, a higher proportion of the Caucasian than Hispanic respondents used the County streets and roads.

Annual Household Income

The percentage of those with a household income of \$80,000 or more annually who used the County parks and open space was significantly higher when compared with the percentage of the lowest income group (below \$40,000) who reported similarly.



The respondents who reported using at least one of the County services and programs were asked to rate the level of customer service received.

About 28 percent of the respondents rated the customer service as “Excellent,” 47 percent as “Good” and 15 percent as “Fair.” Only four percent of the respondents gave a negative rating, with three percent reporting the customer service to be “Poor” and one percent to be “Very Poor.”

		Survey Year		Incorporated vs. Unincorporated Areas		
		2007	2005	Incorporated	Unincorporated	Unknown
Total		687	772	499	173	16
Excellent		28%	25%	28%	29%	42%
Good		47%	51%	48%	44%	32%
Fair		15%	15%	15%	14%	17%
Poor		3%	2%	2%	6%	0%
Very Poor		1%	2%	0%	2%	0%
DK/NA		6%	5%	6%	6%	9%

	Supervisorial District				
	District 1	District 2	District 3	District 4	District 5
	132	153	142	136	124
Excellent	23%	29%	34%	27%	28%
Good	49%	48%	45%	50%	41%
Fair	17%	14%	13%	14%	18%
Poor	4%	3%	1%	2%	6%
Very Poor	0%	1%	0%	1%	0%
DK/NA	7%	5%	6%	7%	7%

Survey Year

The ratings for customer service as reported by the residents using at least one of the County services were statistically identical across the 2005 and 2007 surveys. In 2005, three-fourths of the respondents (76%) gave a positive rating to the customer service, 15 percent gave a “Fair” rating, and four percent reported that the customer service was “Poor” or “Very Poor.”

Supervisorial Districts

As seen in the table above, there were no significant differences in customer service ratings as reported by the residents of the five supervisorial districts.

Incorporated vs. Unincorporated Areas

When compared to the residents from the incorporated areas, a significantly higher proportion of those living in the unincorporated areas gave a “Poor” rating to the customer service that they received for County programs and services.

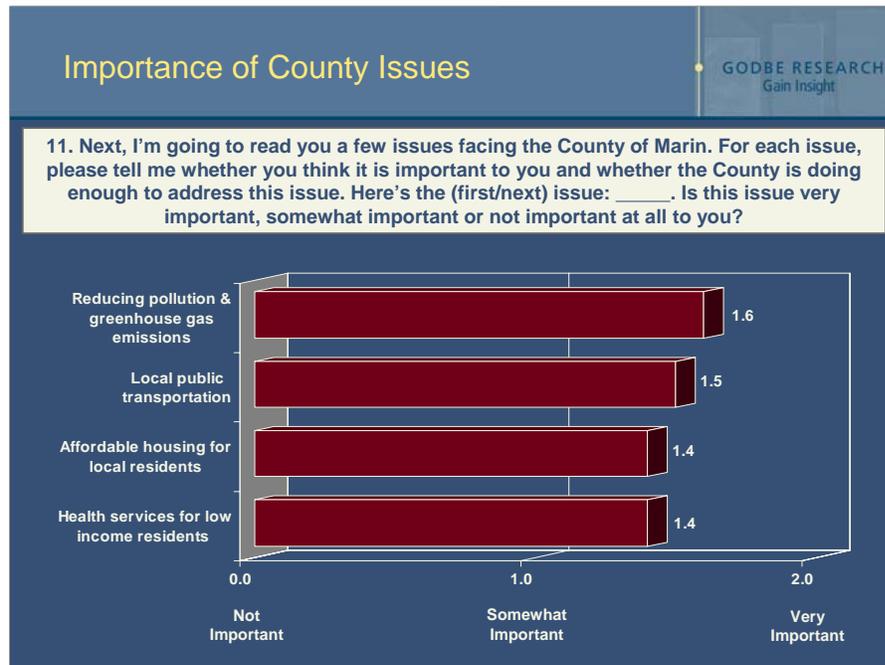
Rating of Customer Service Difference in Subgroups II			GODBE RESEARCH Gain Insight					
	Gender		Age					
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over
Total	323	364	52	104	171	163	91	102
Excellent	24%	33%	17%	27%	33%	31%	25%	29%
Good	49%	44%	59%	40%	49%	46%	44%	47%
Fair	19%	12%	15%	29%	11%	14%	14%	11%
Poor	2%	4%	5%	4%	3%	1%	4%	2%
Very Poor	1%	0%	0%	0%	0%	1%	4%	0%
DK/NA	6%	7%	3%	0%	4%	8%	9%	11%

Gender

A significantly higher percentage of the female respondents gave an “Excellent” rating to customer service, whereas a higher proportion of male respondents rated it as “Fair.”

Age

A significantly higher percentage of the 25-to-34-year-old respondents than the 35-to-54-year-old and 65-years-and-older respondents rated the customer service in the County as “Fair.”



The next section in the survey was designed to gauge the importance that Marin residents attributed to various issues in the County and whether they thought the County is taking adequate action to address each of the issues.

Here, the respondents were first given a list of four issues, and were asked to rate the importance of each. The responses were recoded such that mean scores could be calculated: "Very Important" = +2, "Somewhat Important" = +1, and "Not Important" = 0.

As shown in the above chart, for all four issues around climate change, local public transportation, affordable housing and health services to low income residents, the average respondent thought each issue was between very and somewhat important.

To put these mean scores into perspective, the issue, "Reducing pollution and greenhouse emissions," was rated as "Very Important" by 68 percent, "Somewhat Important" by 22 percent, and "Not Important" by seven percent of the respondents. By contrast, the issue, "Health services for low income residents," was rated as "Very Important" by 48 percent, "Somewhat Important" by 34 percent, and "Not Important" by eleven percent of the respondents.

		Supervisorial Districts					Incorporated vs. Unincorporated Areas		
		District 1	District 2	District 3	District 4	District 5	Incorporated	Unincorporated	Unknown
11C. Reducing pollution and greenhouse gas emissions in our community		1.6	1.6	1.6	1.7	1.6	1.6	1.7	
11A. Local public transportation, such as bus, shuttle and rail services		1.6	1.5	1.5	1.4	1.5	1.5	1.5	
11D. Affordable housing for local residents who work in the County		1.5	1.5	1.4	1.4	1.5	1.4	1.3	
11B. Health services for low income residents in the County		1.4	1.4	1.4	1.4	1.4	1.5	1.5	

Supervisorial Districts

In the comparison of importance attributed to the four issues by the respondents living in different supervisorial districts in Marin County, no statistically significant differences were observed.

Incorporated vs. Unincorporated Areas

Similarly, the responses given by the residents from the incorporated and the unincorporated areas of the County were also statistically identical.

		Gender		Age					
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
11C. Reducing pollution & greenhouse gas emissions		1.5	1.8	1.7	1.7	1.6	1.6	1.6	1.5
11A. Local public transportation		1.4	1.6	1.3	1.6	1.5	1.6	1.4	1.4
11D. Affordable housing for local residents		1.3	1.6	1.4	1.6	1.5	1.4	1.3	1.4
11B. Health services for low income residents		1.3	1.5	1.5	1.4	1.4	1.4	1.4	1.4

		Ethnicity			Annual Household Income				
		Caucasian	Hispanic	Other	Below \$40,000	\$40,000 to under \$80,000	\$80,000 to under \$120,000	\$120,000 to under \$160,000	\$160,000 or more
11C. Reducing pollution & greenhouse gas emissions		1.6	1.8	1.6	1.8	1.6	1.6	1.6	1.6
11A. Local public transportation		1.5	1.6	1.5	1.6	1.5	1.5	1.5	1.4
11D. Affordable housing for local residents		1.4	1.7	1.6	1.6	1.5	1.5	1.4	1.3
11B. Health services for low income residents		1.3	1.8	1.4	1.7	1.4	1.3	1.2	1.2

Gender

Each of the four issues tested in this question were significantly more important to the female than the male respondents.

Age

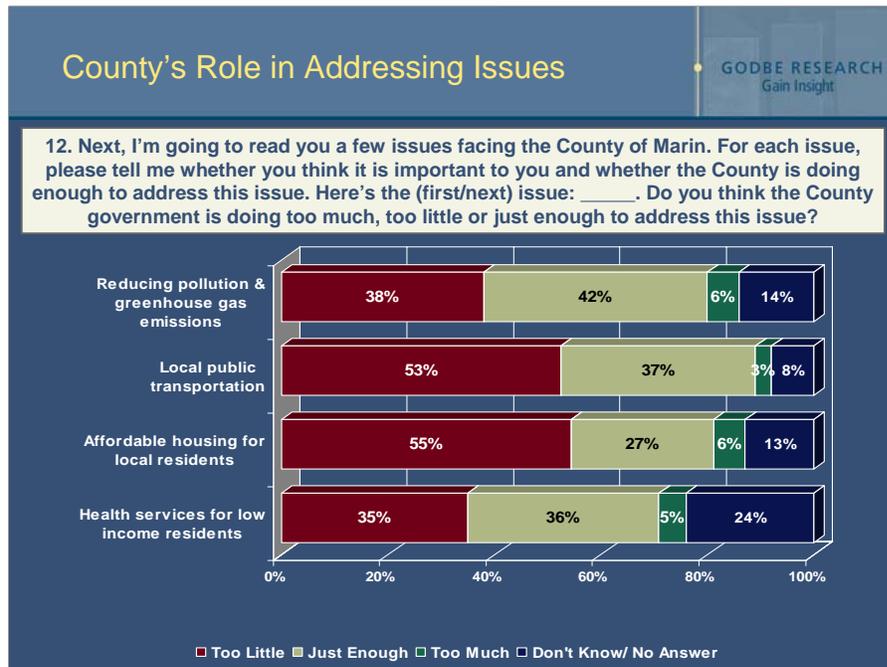
The issue “Reducing pollution and greenhouse gas emissions” was significantly more important to the 25-to-34-year-old than to the 65-years-and-older respondents. Similarly, the issue “Affordable housing for local residents” was significantly more important to the 25-to-34-year-old than to the 45-years-and-older respondents.

Ethnicity

The issue, “Health services for low income residents” was significantly more important to the Hispanic than to the non-Hispanic residents. Similarly, “Affordable housing for local residents” was significantly more important to the non-Caucasian than to the Caucasian respondents in the survey.

Annual Household Income

Compared to the higher income residents, the respondents in the lowest income group (below \$40,000) attributed significantly higher importance to the issues, “Health services for low income residents,” “Affordable housing for local residents,” and “Reducing pollution and greenhouse emissions.”



Following the importance ratings, the respondents were asked to indicate if the County was doing too much, too little or just enough to address each of the four issues tested in the previous question.

As illustrated in the chart above, about four in ten respondents (42%) reported that Marin County was taking adequate action to reduce pollution and greenhouse gas emissions. Following this, 53 percent stated that the County was doing too little to provide local public transportation to its residents. On the shortage of affordable housing for local residents, the highest percentage of the respondents (55%) reported that the County was doing “Too little” to address this issue. Finally, with respect to health services for low income residents, 35 percent stated that the County was doing too little and another 36 percent believed that it was doing just enough to address this issue.

		Supervisorial Districts					Incorporated vs. Unincorporated Areas		
		District 1	District 2	District 3	District 4	District 5	Incorporated	Unincorporated	Unknown
12C. Reducing pollution and greenhouse gas emissions		0.7	0.6	0.7	0.6	0.6	0.6	0.6	0.5
12A. Local public transportation		0.5	0.4	0.5	0.5	0.4	0.5	0.4	0.6
12D. Affordable housing for local residents		0.4	0.4	0.5	0.5	0.5	0.4	0.4	0.5
12B. Health services for low income residents		0.7	0.6	0.6	0.6	0.7	0.6	0.6	0.5

For the subgroup comparisons, the data were recoded to compute mean scores, where “0” means “Too Little,” “1” means “Just Right” and “2” means “Too Much.” Therefore, a mean score of 1 indicates that, on average, the respondents thought the County is doing just enough on the issue in question.

Supervisorial Districts

Across the five supervisorial districts, the respondents’ opinion about the County’s role in addressing the four issues in the community were statistically comparable.

Incorporated vs. Unincorporated Areas

Likewise, the respondents in the incorporated and unincorporated areas did not show any significant differences in their perception of the County’s role in addressing these four issues.

		Gender		Age					
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
12C. Reducing pollution and greenhouse gas emissions		0.7	0.5	0.5	0.6	0.6	0.6	0.6	0.7
12A. Local public transportation		0.5	0.4	0.8	0.5	0.4	0.4	0.4	0.4
12D. Affordable housing for local residents		0.5	0.4	0.4	0.4	0.4	0.4	0.5	0.5
12B. Health services for low income residents		0.7	0.5	0.5	0.6	0.6	0.6	0.6	0.6

Gender

When compared to the female respondents, the male respondents believed significantly more that the County was taking adequate action to address the issues relating to health services for low income residents, and pollution and greenhouse gas emissions.

Age

The 18-to-24-year-old respondents believed significantly more than the 35-years-and-older respondents that Marin County was playing an adequate role in addressing the local public transportation issue.

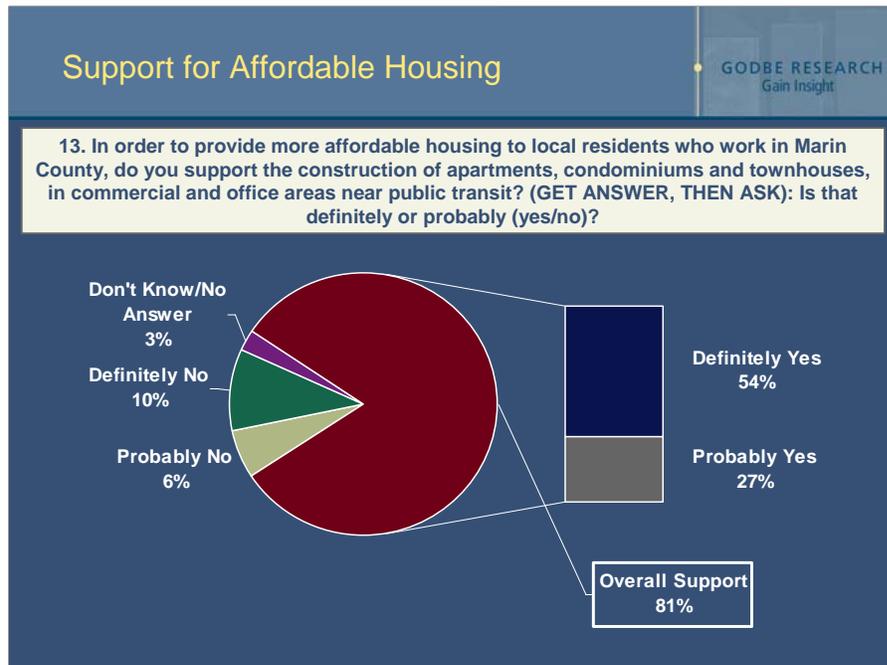
		Ethnicity			Annual Household Income				
		Caucasian	Hispanic	Other	Below \$40,000	\$40,000 to under \$80,000	\$80,000 to under \$120,000	\$120,000 to under \$160,000	\$160,000 or above
12C. Reducing pollution and greenhouse gas emissions		0.6	0.6	0.7	0.8	0.6	0.6	0.5	0.6
12A. Local public transportation		0.4	0.6	0.5	0.5	0.5	0.4	0.4	0.4
12D. Affordable housing for local residents		0.5	0.3	0.4	0.4	0.3	0.4	0.5	0.6
12B. Health services for low income residents		0.6	0.5	0.6	0.6	0.6	0.6	0.6	0.7

Ethnicity

When compared to the Caucasian respondents, the Hispanic respondents believed significantly more than the County was playing an adequate role in providing local public transportation.

Annual Household Income

Respondents in the lowest income group than those in the highest two income groups believed significantly more that the County was taking adequate action to reduce pollution and greenhouse gas emissions. Besides this, on the affordable housing issue, when compared to the respondents with annual household income of under \$120,000, those with household income of above \$160,000 a year believed significantly more than the County was putting in adequate efforts to address the issue.



The next question in the survey was designed to gauge resident support for more affordable housing, particularly in the form of residential units like apartments, condominiums, and townhomes in commercial areas near public transit.

In response to this, eight in ten respondents (81%) reported their support for such a housing solution, with 54 percent reporting "Definitely Yes" and 27 percent reporting "Probably Yes." On the other hand, 16 percent of the respondents were opposed (10% "Definitely No" and 6% "Probably No") to this solution for providing more affordable housing to local residents working in Marin.

		Supervisorial Districts					Incorporated vs. Unincorporated Areas		
		District 1	District 2	District 3	District 4	District 5	Incorporated	Unincorporated	Unknown
Total		200	200	200	200	200	685	294	22
Definitely Yes		57%	54%	53%	57%	49%	55%	53%	48%
Probably Yes		24%	32%	26%	22%	32%	28%	26%	30%
Probably No		7%	4%	6%	4%	7%	6%	5%	10%
Definitely No		7%	9%	11%	14%	12%	10%	13%	6%
DK/NA		4%	1%	4%	3%	1%	2%	3%	6%

Supervisorial Districts

There were no significant differences in the level of support for the affordable housing solution, as reported by the respondents residing in the five supervisorial districts.

Incorporated vs. Unincorporated Areas

Likewise, the responses given by the residents from the incorporated as well as the unincorporated areas in Marin County were statistically comparable.

		Gender		Age					
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Total		496	504	75	159	231	226	133	165
Definitely Yes		53%	55%	54%	50%	53%	59%	54%	54%
Probably Yes		27%	28%	33%	24%	29%	30%	24%	24%
Probably No		5%	6%	8%	11%	4%	3%	4%	6%
Definitely No		13%	8%	5%	12%	14%	7%	13%	8%
DK/NA		2%	3%	0%	3%	0%	1%	4%	7%

	Annual Household Income				
	Below \$40,000	\$40,000 to under \$80,000	\$80,000 to under \$120,000	\$120,000 to under \$160,000	\$160,000 or above
Total	156	184	197	126	188
Definitely Yes	60%	65%	51%	56%	46%
Probably Yes	23%	21%	28%	29%	33%
Probably No	5%	4%	6%	7%	6%
Definitely No	9%	8%	11%	9%	13%
DK/NA	2%	2%	3%	0%	2%

Gender

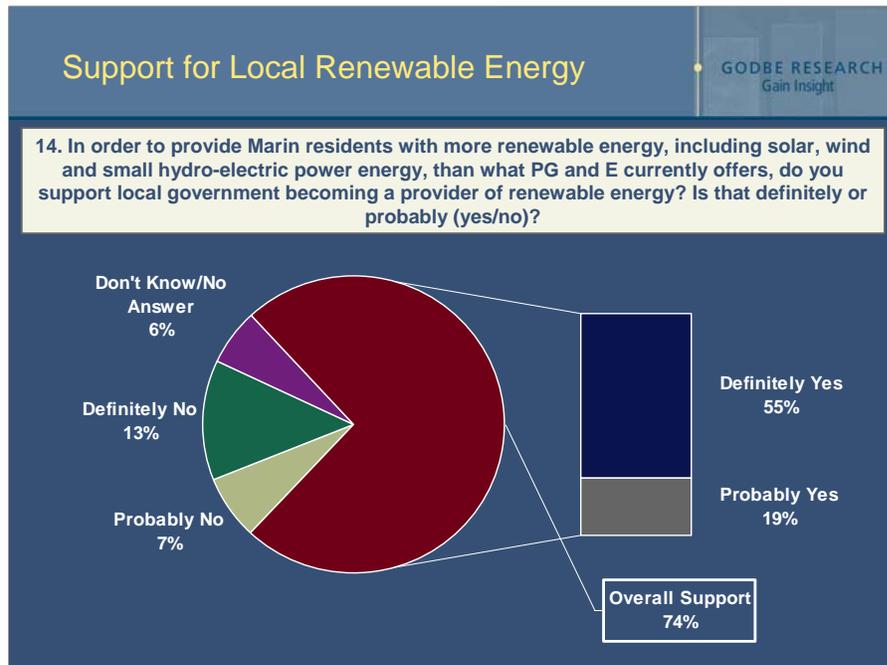
When compared to the female respondents, a higher percentage of the male respondents reported their strong opposition to constructing higher density residential units in commercial areas near public transit.

Age

A significantly higher percentage of the 25-to-34-year-old than the 45-to-54-year-old respondents stated that they would probably oppose this solution to overcome housing issue in the County.

Annual Household Income

The proportion of respondents from households with annual income of \$40,000 to under \$80,000 who strongly supported the affordable housing solution was significantly higher than those from the highest income group who responded similarly.



The next two questions in the survey were designed to gauge the residents' support of their County government becoming a provider of renewable, green energy as an alternative to what PG&E currently offers. The first of the two questions was a test of the concept, while the second assessed the residents' willingness to pay for such an alternative energy source.

First, on the above charted question, close to three-fourths of the respondents reported their support for County government becoming a provider of alternative green energy, with 55 percent indicating "Definitely Yes" and 19 percent indicating "Probably Yes." One in five respondents were opposed to this concept (13% "Definitely No" and 7% "Probably No").

Support for Local Renewable Energy Difference in Subgroups I						GODBE RESEARCH Gain Insight		
	Supervisorial District					Incorporated vs. Unincorporated Areas		
	District 1	District 2	District 3	District 4	District 5	Incorporated	Unincorporated	Unknown
Total	200	200	200	200	200	685	294	22
Definitely Yes	51%	56%	52%	63%	54%	56%	52%	54%
Probably Yes	17%	14%	22%	16%	27%	18%	22%	24%
Probably No	8%	6%	4%	7%	9%	6%	8%	6%
Definitely No	14%	16%	16%	11%	8%	13%	13%	10%
DK/NA	10%	8%	6%	4%	2%	7%	5%	7%

Supervisorial Districts

A significantly higher percentage of the District 5 residents than those in District 2 reported their soft support (“Probably Yes”) for their local government becoming a provider of alternative renewable energy.

Incorporated vs. Unincorporated Areas

When the responses given by the residents from the incorporated and unincorporated areas were compared, no significant differences were found.

		Gender		Age					
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Total		496	504	75	159	231	226	133	165
Definitely Yes		54%	56%	63%	57%	61%	57%	50%	43%
Probably Yes		17%	21%	23%	22%	17%	14%	21%	22%
Probably No		9%	5%	7%	13%	4%	5%	6%	7%
Definitely No		18%	8%	1%	4%	11%	17%	18%	20%
DK/NA		2%	10%	7%	4%	7%	6%	5%	8%

		Ethnicity			Annual Household Income				
		Caucasian	Hispanic	Other	Below \$40,000	\$40,000 to under \$80,000	\$80,000 to under \$120,000	\$120,000 to under \$160,000	\$160,000 or above
Total		784	96	93	156	184	197	126	188
Definitely Yes		55%	54%	63%	56%	63%	55%	58%	56%
Probably Yes		19%	25%	14%	22%	17%	21%	19%	15%
Probably No		6%	7%	11%	7%	8%	8%	9%	5%
Definitely No		14%	4%	10%	7%	7%	13%	12%	20%
DK/NA		6%	9%	2%	7%	5%	3%	3%	5%

Gender

The percentage of male respondents who were opposed to the local government becoming a provider of renewable energy was significantly higher than the percentage of female respondents who were opposed to it.

Age

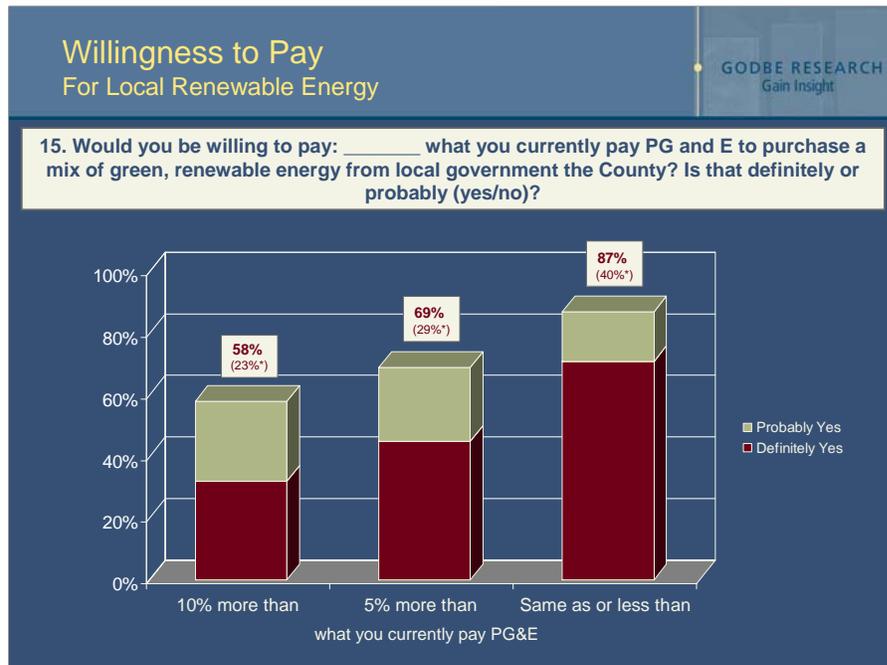
When compared to the 18-to-34-year-old respondents, a significantly higher percentage of the 45-years-and-older respondents were strongly opposed to the local government becoming a provider of renewable energy. Besides this, a higher percentage of the 25-to-34-year-old than the 35-to-44-year-old respondents reported their soft opposition to this idea.

Ethnicity

A significantly higher percentage of the Caucasian than Hispanic respondents were strongly opposed to the local government becoming a provider of renewable energy.

Annual Household Income

The percentage of respondents with an annual household income of \$160,000 or more who reported strong opposition to this idea was significantly higher than the percentage of those with a household income of less than \$80,000 who responded similarly.



The next question in the survey focused on identifying residents' willingness to pay for a mix of green, renewable energy provided by County government. Specifically, the respondents were asked if they would be willing to pay 10% more, 5% more or the same or less than what they currently pay PG&E for purchasing power.

As illustrated in the chart above, about 58 percent of the respondents were willing to pay 10 percent more than what they currently pay PG&E for purchasing green, renewable energy from their local government. When the amount was reduced to 5% more than their current PG&E payments, 69 percent reported their willingness to pay for County provided renewable energy. Finally, 87 percent mentioned that they would be willing to pay the same as or less than what they currently pay PG&E to purchase a mix of green, renewable energy from County government.

In market sizing analysis, Godbe Research recommends applying discount factors to the respondents answers in order to correct for potentially inflated purchasing intentions. In particular, the "Definitely Yes" responses were discounted by 50 percent, and the "Probably Yes" answers by 75 percent. For instance, for the tested level of "10% more than what you currently pay PG&E," the 32 percent "Definitely Yes" was discounted to 16 percent ($0.5 \times 32 = 16$), while the 26 percent "Probably Yes" was discounted to 6.5 percent ($0.25 \times 26 = 6.5$). As a result, the discounted total willingness to pay figure was then 23 percent ($16\% + 6.5\% = 22.5\%$). The discounted figures are notated by asterisks (*) and enclosed in parentheses in the chart above.

Willingness to Pay For Renewable Energy Difference in Subgroups I						GODBE RESEARCH Gain Insight		
	Supervisorial Districts					Incorporated vs. Unincorporated Areas		
	District 1	District 2	District 3	District 4	District 5	Incorporated	Unincorporated	Unknown
15A. 10% more than	0.1	0.3	0.4	0.4	0.2	0.3	0.2	0.2
15B. 5% more than	0.5	0.6	0.8	0.8	0.7	0.7	0.6	0.4
15C. The same as or less than	1.3	1.5	1.5	1.5	1.5	1.4	1.5	1.3

Supervisorial Districts

The willingness to pay for local renewable energy was statistically comparable across the five supervisorial districts.

Incorporated vs. Unincorporated Areas

In the same way, there were no notable differences in the responses given by the residents from the incorporated and unincorporated areas of the County.

		Gender		Ethnicity		
		Male	Female	Caucasian	Hispanic	Other
15A. 10% more than		0.2	0.4	0.3	0.7	-0.1
15B. 5% more than		0.5	0.8	0.7	0.8	0.6
15C. The same as or less than		1.4	1.5	1.4	1.5	1.6

		Age					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
15A. 10% more than		0.5	0.6	0.3	0.4	0.0	0.1
15B. 5% more than		0.9	0.9	0.8	0.7	0.4	0.4
15C. The same as or less than		1.7	1.7	1.5	1.4	1.3	1.2

Gender

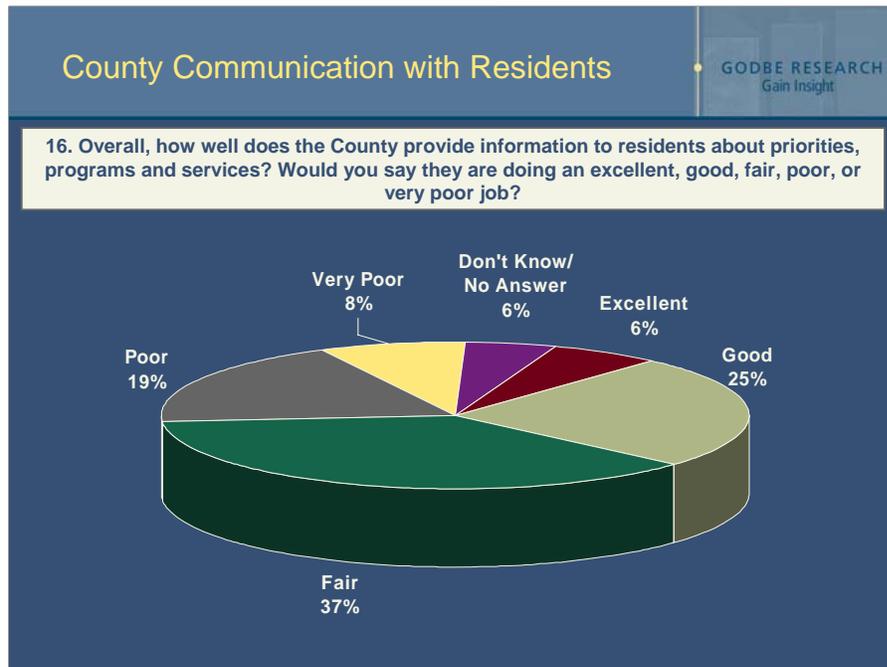
The women were significantly more willing to pay 10 and 5 percent more of what they currently pay PG&E to purchase renewable energy from County government.

Age

When compared to the 65-years-and-older respondents, the 18-to-44-year old respondents were significantly more willing to pay the same or less than what they currently pay PG&E to purchase renewable energy from County government. Otherwise, the 25-to-34-year-old respondents were significantly more willing than the 55-to-64-year-old respondents to pay 10 percent more than their current PG&E bill for purchasing renewable energy.

Ethnicity

The Hispanic respondents were more willing than those from other ethnic backgrounds to pay 10 percent more of what they currently pay PG&E for purchasing local renewable energy.



Following this, the respondents were asked to rate the County's performance in providing information to its residents about priorities, programs, and services.

Three in ten respondents (31%) gave a positive rating to the County's performance in this aspect (6% "Excellent" and 25% "Good"), whereas 37 percent of the respondents stated that the County was doing a "Fair" job. About 27 percent of the respondents gave a negative rating to the County's provision of information to its residents (19% "Poor" and 8% "Very Poor").

County Communication with Residents Difference in Subgroups I						GODBE RESEARCH Gain Insight		
	Supervisorial Districts					Incorporated vs. Unincorporated Areas		
	District 1	District 2	District 3	District 4	District 5	Incorporated	Unincorporated	Unknown
Total	200	200	200	200	200	685	294	22
Excellent	3%	4%	9%	6%	6%	6%	5%	10%
Good	28%	23%	24%	23%	29%	28%	20%	27%
Fair	43%	39%	35%	39%	29%	35%	41%	39%
Poor	17%	18%	17%	20%	23%	18%	22%	20%
Very Poor	5%	14%	8%	7%	8%	8%	10%	4%
DK/NA	4%	3%	7%	5%	4%	5%	4%	0%

Supervisorial Districts

A significantly higher percentage of the District 2 residents than those in District 1 rated the County's performance as "Very Poor" in providing information to its residents about priorities, programs, and services. Additionally, a higher percentage of the District 1 than District 5 residents rated the County's performance in this regard as "Fair."

Incorporated vs. Unincorporated Areas

When compared to the respondents residing in the unincorporated areas of Marin County, a significantly higher percentage of those living in the incorporated areas rated the County's performance as "Good" in providing its residents with information about priorities, programs, and services.

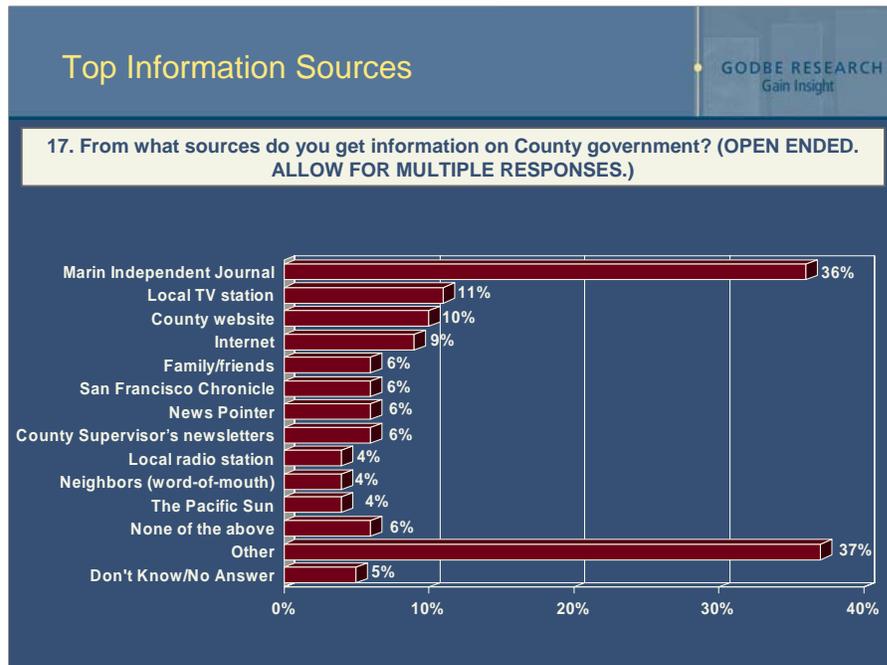
			Gender		Annual Household Income			
			Male	Female	Below \$40,000	\$40,000 to under \$80,000	\$80,000 to under \$120,000	\$120,000 to under \$160,000
Total	496	504	156	184	197	126	188	
Excellent	7%	5%	10%	6%	5%	6%	3%	
Good	22%	28%	29%	25%	29%	16%	21%	
Fair	37%	37%	34%	44%	38%	30%	42%	
Poor	20%	18%	12%	17%	19%	31%	20%	
Very Poor	9%	8%	11%	4%	5%	14%	9%	
DK/NA	5%	5%	4%	4%	5%	3%	4%	

Gender

A significantly higher percentage of the female than male respondents gave a “Good” rating to the County’s performance in communicating to the residents.

Annual Household Income

A significantly higher percentage of the respondents with an annual household income of \$120,000 to under \$160,000 than those with a household income of under \$80,000 per year rated the County’s communication with its residents as either “Poor” or “Very Poor.”



With the final substantive question in the survey, the respondents were asked to enumerate the sources that they use for obtaining information on County government.

The highest percentage of the respondents (36%) stated that they use the “Marin Independent Journal” to get information on local government. About eleven percent used the “Local TV station,” ten percent used the “County website,” and nine percent used the “Internet” for getting this information.

		Survey Year	
		2007	2005
Marin Independent Journal	36%	50%	
Local TV station	11%	14%	
County website	10%	11%	
Internet	9%	12%	
Family/friends	6%	12%	
San Francisco Chronicle	6%	16%	
News Pointer	6%	4%	
County Supervisor's newsletters	6%	NA	
Local radio station	4%	6%	
Neighbors (word-of-mouth)	4%	5%	
The Pacific Sun	4%	5%	
None of the above	6%	5%	
Other	37%	41%	
Don't Know/No Answer	5%	4%	

Survey Year

When compared to the previous wave, a significantly lower percentage of the respondents in the current survey reported using each of the top five information sources, except for the County website, which was used as an information source by a comparable number of respondents in 2007 and 2005.

Information Sources Difference in Subgroups II						GODBE RESEARCH Gain Insight		
	Supervisorial Districts					Incorporated vs. Unincorporated		
	District 1	District 2	District 3	District 4	District 5	Incorporated	Unincorporated	Unknown
Total	200	200	200	200	200	685	294	22
Marin Independent Journal (the IJ)	28%	44%	37%	39%	32%	36%	36%	33%
Local TV station	11%	6%	10%	8%	21%	12%	8%	6%
County website	8%	14%	10%	8%	9%	10%	9%	10%

	Age					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Total	75	159	231	226	133	165
Marin Independent Journal (the IJ)	24%	24%	38%	37%	35%	51%
Local TV station	11%	11%	14%	8%	9%	14%
County website	6%	19%	12%	7%	9%	5%

Supervisorial Districts

With respect to the top information sources, a significantly higher percentage of the District 2 than District 1 residents obtained information on the County government from the “Marin Independent Journal.” On the other hand, “Local TV station” was cited as an information source by a significantly higher percentage of the District 5 residents than by those living in District 2, 3, and 4.

Incorporated vs. Unincorporated Areas

There were no differences in the information sources used by respondents from the incorporated and unincorporated areas.

Age

A higher percentage of the 25-to-34-year-old than the 45-to-54-year-old and 65-years-and-older respondents used the “County website” for obtaining information on the County government. By contrast, “Marin Independent Journal” was a frequently used information source by a significantly higher percentage of the senior respondents than by the 18-to-34-year-old respondents.

Information Sources Difference in Subgroups III				GODBE RESEARCH Gain Insight				
	Ethnicity			Annual Household Income				
	Caucasian	Hispanic	Other	Below \$40,000	\$40,000 to \$80,000	\$80,000 to \$120,000	\$120,000 to \$160,000	\$160,000 or above
Total	784	96	93	156	184	197	126	188
Marin Independent Journal (the IJ)	39%	18%	37%	23%	42%	36%	36%	45%
Local TV station	10%	28%	8%	19%	12%	8%	10%	6%
County website	11%	2%	10%	4%	8%	17%	7%	10%

Ethnicity

“Local TV station” was a more popular information source among the Hispanic respondents for obtaining information on County government, whereas the non-Hispanic respondents reported using the “Marin Independent Journal” for obtaining this information.

Annual Household Income

When compared to the respondents with a household income of below \$40,000 annually, a significantly higher percentage of those with an annual household income of \$80,000 to \$120,000 reported using “County website” to get information on Marin County government. “Local TV station” was a popular information source for a significantly higher percentage of the respondents in the lowest income group than for those with a household income of \$80,000 to \$120,000 and of \$160,000 or more annually. Finally, “Marin Independent Journal” was used as an information source by a significantly higher percentage of those with a household income of \$80,000 to \$120,000 and of \$160,000 or more per year than by the respondents in the lowest income group.