SONOMA COUNTY OPEN SPACE
FISCAL OVERSIGHT COMMISSION

COMMISSIONERS

Mike Sangiacomo (Sonoma)
Todd Mendoza (Petaluma)
Regina De La Cruz (Rohnert Park)
Bob Anderson (Healdsburg)
Eric Koenigshofer (Occidental)
Jeff Owen (Alternate)

Regular Meeting
747 Mendocino Avenue – Suite 100, Santa Rosa, CA 95401
August 3, 2017 5:00 pm

AGENDA

1. **Call to Order.**
2. **Agenda Items to be Held or Taken Out of Order; Off-Agenda Items.**
3. **General Announcements Not Requiring Deliberation or Decision.**
4. **Public Comment.**
   The Brown Act requires that time be set aside for public comment on items not agendized.
5. **Correspondence/Communication.**
6. **Approval of Commission Minutes.** [Attachment 1]
7. **Financial Reports.**
   June financial reports will be presented with the annual audit when it is available.
8. **Ad Hoc Committee Reports.**
   - Annual Report/Audit Review (Anderson/Owen)
     Meeting held May 19, 2017
   - Finance/Investment (Sangiacomo/Owen)
     Meeting held May 10, 2017
   - Matching Grant Program (De La Cruz/Owen)
   - District Office Location Scenarios (Anderson/Koenigshofer)
9. **Polling Results – FM3.** [Attachment 2]
10. **Vital Lands Initiative Update.**
11. **Suggested Next Meeting.** September 7, 2017
12. **Adjournment.**

In compliance with Government Code §54954.2(a), the Sonoma County Open Space Fiscal Oversight Commission will, on request, make this agenda available in appropriate alternative formats to persons with a disability, as required by Section 202 of the ADA of 1990 (42 U.S.C. §12132), and the Federal rules and regulations adopted in implementation thereof. Individuals who need this agenda in another format or need a disability-related modification or accommodation should contact Sue Jackson at 707.565.7346 at least 72 hours prior to the meeting to ensure arrangements for accommodation. Pursuant to Government Code § 54957.5, a copy of all documents related to an item on this agenda submitted to the Fiscal Oversight Commission may be obtained from the Fiscal Oversight Commission office, 747 Mendocino Avenue, Santa Rosa, CA 95401.

SONOMA COUNTY OPEN SPACE
FISCAL OVERSIGHT COMMISSION

COMMISSIONERS

Mike Sangiacomo (Sonoma) | **Bob Anderson (Healdsburg)**
Todd Mendoza (Petaluma) | **Eric Koenigshofer (Occidental)**
Regina De La Cruz (Rohnert Park) | **Jeff Owen (Alternate)**

UNAPPROVED

Minutes for the Meeting of June 1, 2017

Commissioners Present: Regina De La Cruz, Vice Chair; Bob Anderson, Eric Koenigshofer; Jeff Owen, Alternate.

Staff Present: Bill Keene, General Manager; Mary Dodge, Administrative and Fiscal Services Manager; Misti Arias, Acquisition Program Manager; Sara Press, Land Acquisition Associate; Seamus Rafferty, Technician-Stewardship; Lisa Pheatt, Deputy County Counsel; Sue Jackson, Deputy Clerk/Recorder.

Also Present: Bert Whitaker, Director of Sonoma County Regional Parks; Steve Ehret, Sonoma County Park Planning Manager; Aldo Mercado, Sonoma County Deputy County Counsel; Dana Burwell, Appraiser.

1. **Call to Order.**
   Commissioner De La Cruz called the meeting to order at 5:03 pm.

2. **Agenda Items to be Held or Taken Out of Order; Off Agenda Items.**
   There were none.

3. **General Announcements Not Requiring Deliberation or Decision.**
   There were none.

4. **Public Comment.**
   Bert Whitaker, Director of Regional Parks, addressed the Commission. He thanked the Commission and the District for the support he and Regional Parks received during his previous tenure as Park Planning Manager. He highlighted major accomplishments of the partnership and looks forward to collaborating further on the development of world-class regional parks in Sonoma County. Mr. Keene congratulated and welcomed Mr. Whitaker to his new position.

5. **Correspondence/Communication.**
   The District's independent sales tax analyst firm, HdL Companies, quarterly report titled Q4 Sonoma County Measure F Sales Tax Update was distributed and discussed. Mr. Keene directed Ms. Dodge to discuss with HdL the need for more clarity in the summary information on their quarterly reports.

6. **Approval of Commission Minutes.**
On a motion by Commissioner Koenigshofer and second by Alternate Commissioner Owen, the minutes of June 1, 2017, were approved as submitted. Commissioner De La Cruz abstained.

7. **Financial Report.**
Ms. Dodge reviewed (1) the Consolidated Balance Sheet – District and OSSTA Funds for April 30, 2017, and (2) the Consolidated District and OSSTA Budget to Actual for the ten months ended April 20, 2017.

8. **Ad Hoc Committee Reports.**
- Annual Report/Audit Review (Anderson/Owen) – Commissioner Anderson reported that the committee met on May 19, 2017 and reviewed the draft of the 6th Annual Report to the District's Board of Directors. The Commission requested a few amendments to the draft. On a motion by Commissioner Anderson and second by Koenigshofer, the report was approved as amended with all present in agreement.
- Finance/Investment (Sangiacomo/Owen) – Commissioner Owen reported that the committee met on May 10, 2017, and reviewed policy restrictions related to investment opportunities and long-term funding of easement costs.
- Matching Grant Program (De La Cruz/Owen) – Nothing to report.
- District Office Location Scenarios (Anderson/Koenigshofer) - Nothing to report.

9. **California Coastal Trail Segments Funding Agreement and Kashia Coastal Reserve Recreation Covenant.** ***Resolution No. 2017-004***
Ms. Press provided an overview of Sonoma County Regional Park's request for Initial Public Access, Operation and Maintenance funding. The District's proposed acquisition of a Recreation Covenant over the Kashia Coastal Reserve is associated with the funding request. On a motion by Commissioner Anderson and second by Alternate Commissioner Owen, the Commission determined that the acquisition price for the recreation covenant over the trail easement on the Kashia Coastal Reserve property does not exceed fair market value. Commissioners Anderson and Koenigshofer requested it be noted that the 3-year timeframe specified for "initial public access" funding commences at the onset of the access project, not at the completion of access improvements or construction.

10. **Paulin Creek Update.**
Mr. Keene reviewed the history of the Paulin Creek Preserve, the roles of the City, the District, the County and the Water Agency and the perspective land holdings of each entity. Currently, the County is in real estate negotiations with a developer. Parcel J, owned by the County, is located between the District–owned and Water Agency-owned parcels. Parcel J is included in the proposed development sale. Neighboring residents as well as many residents of the County in general oppose the sale, and the publicity has not been positive for those involved in the discussion. The District will continue to monitor the situation and will keep the Commission informed if any action is recommended.

11. **Closed Session.**
The Commission adjourned to closed session at 6:32 pm.

12. **Report on Closed Session.** ***Resolution No. 2017-005***
The Commission reconvened to Open Session at 7:40 pm and reported the following:
On a motion by Alternate Commissioner Owen and second by Commissioner Koenigshofer, the Commission determined that the District's contribution for the proposed acquisition of a conservation easement over the Rips Redwoods property does not exceed fair market value.

13. **Suggested Next Meeting.** July 6, 2017

14. **Adjournment.**
The meeting was adjourned at 7:45 pm.

Respectfully submitted,

Sue Jackson
Deputy Clerk

SONOMA COUNTY
AGRICULTURAL PRESERVATION & OPEN SPACE
DISTRICT

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

August 24, 2005

Presented by:
David Metz

Fairbank, Maslin, Maullin & Associates
Opinion Research & Public Policy Analysis

Santa Monica, CA – Oakland, CA – Madison, WI – Mexico City

220-1872

Methodology:

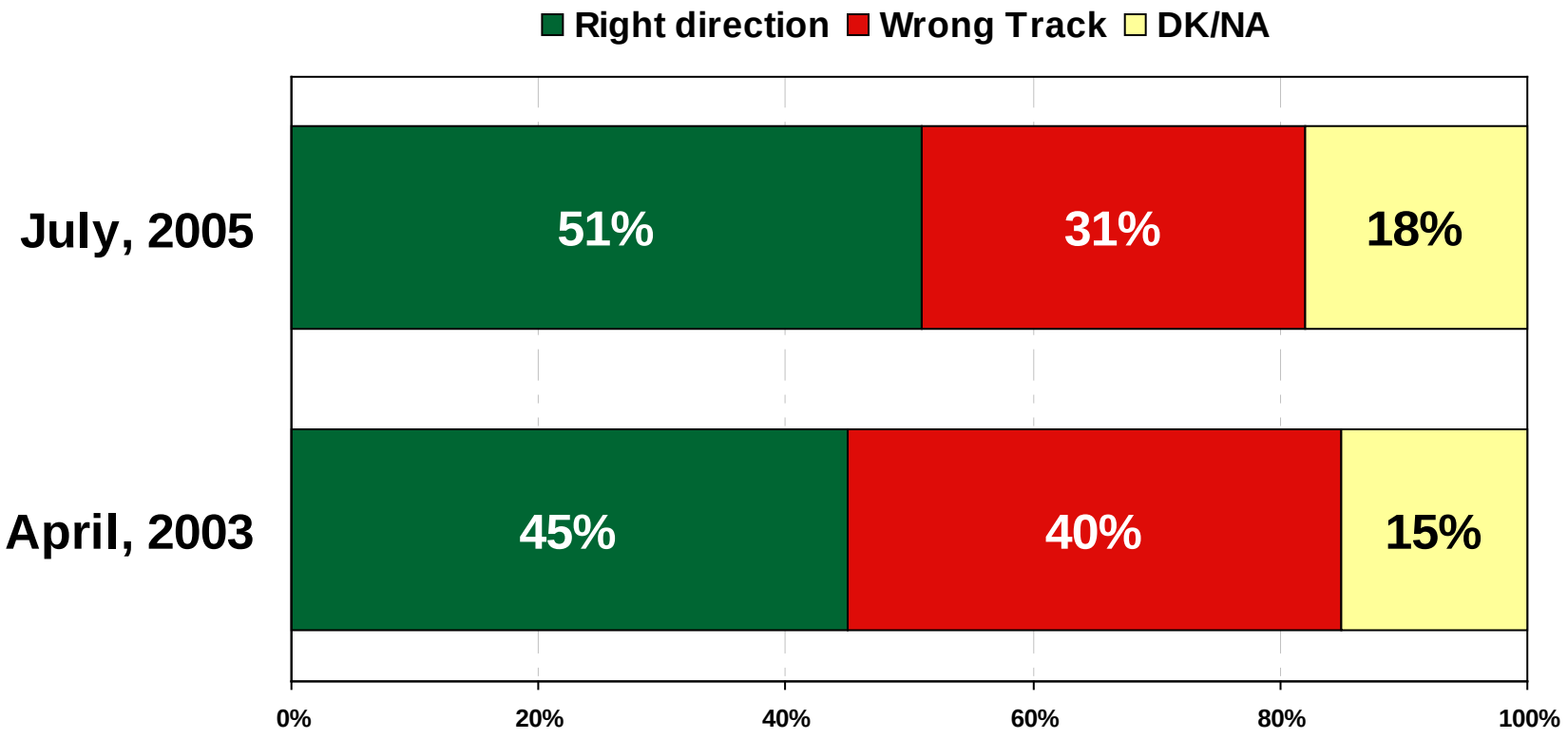
- Sample of 400 likely voters countywide
- Interviews conducted July 17-20, 2005
- Margin of sampling error of +/- 4.9%

Mood of the Electorate and Issue Concerns

SONOMA COUNTY

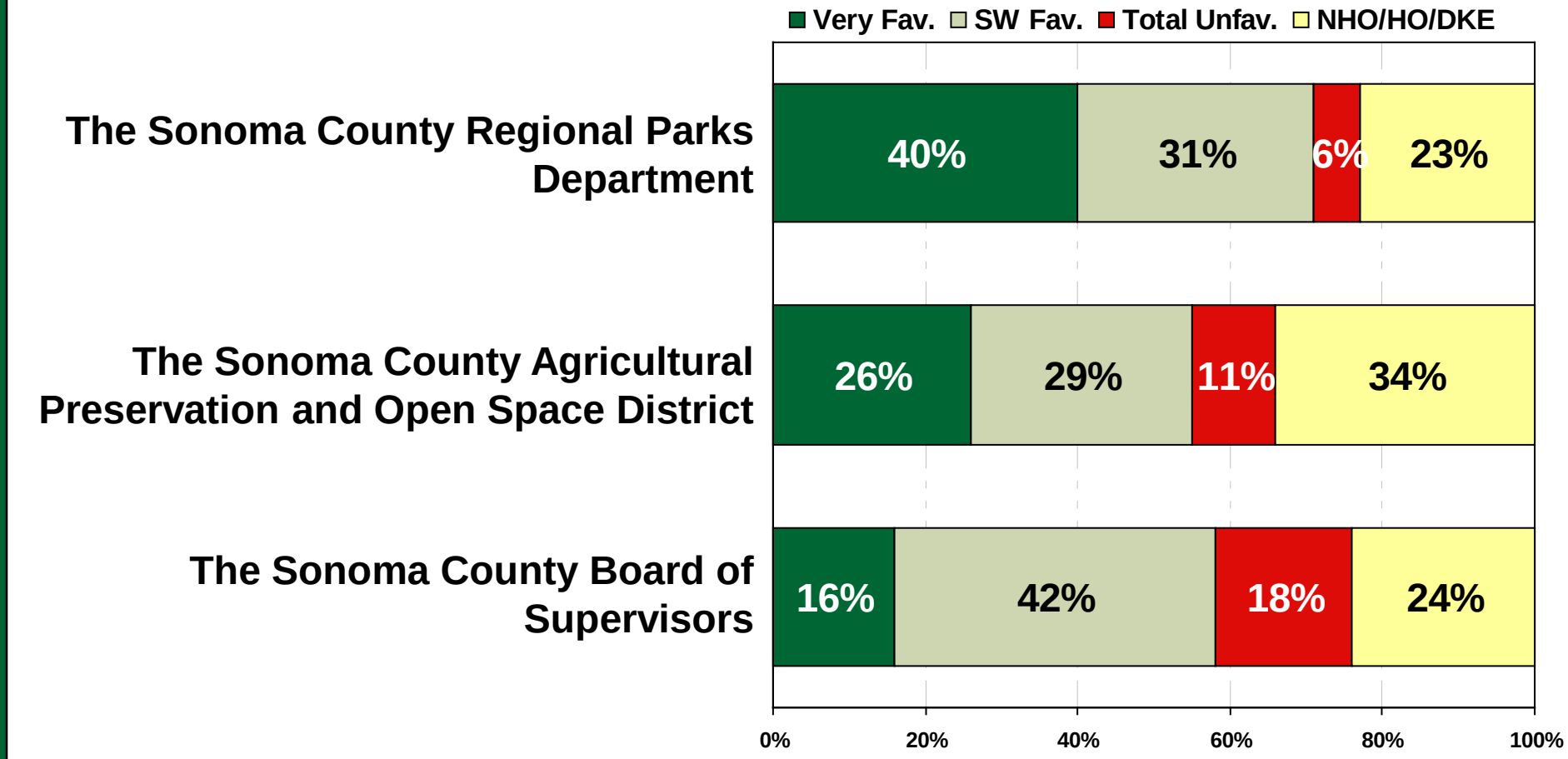
SALES TAX REAUTHORIZATION SURVEY

Voters increasingly feel that Sonoma County is headed in the right direction.



2. Would you say that things in Sonoma County are generally headed in the right direction, or do you feel that things are pretty seriously off on the wrong track?

Voters have a favorable view of county and regional governments.



3. I'm going to read you the names of some organizations prominent in public life. For each one you have heard of, please tell me whether you have an overall favorable or unfavorable opinion of that organization.

Fairbank, Maslin, Maullin & Associates

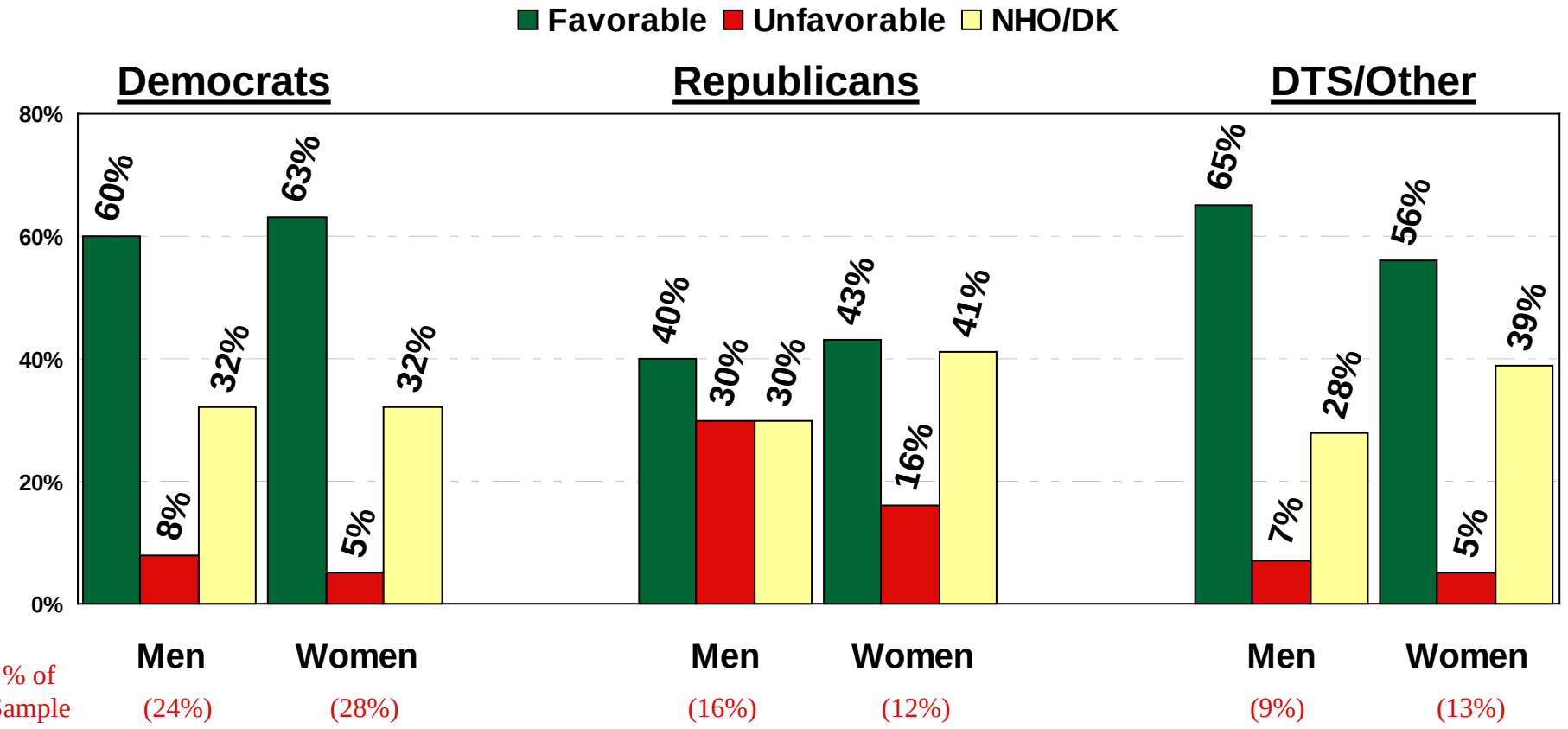
Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

SCAPOSD Favorability Demographics:

Party by Gender



3b. I'm going to read you the names of some organizations prominent in public life. For each one you have heard of, please tell me whether you have an overall favorable or unfavorable opinion of that organization.

Fairbank, Maslin, Maullin & Associates

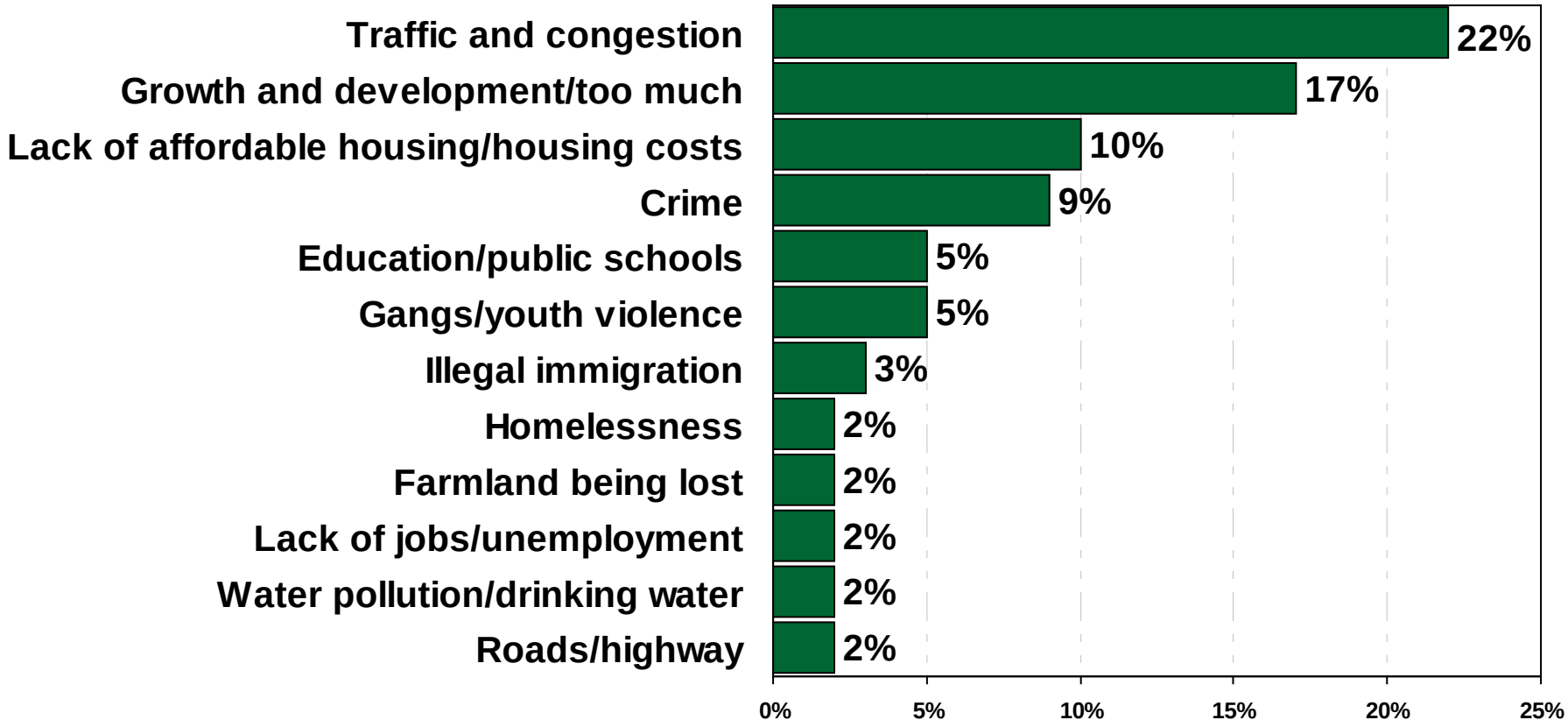
Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Voters volunteer traffic, growth and housing costs as the county's most serious problems.

(Open-end; Top Responses Only)



4. What do you think is the most serious problem facing Sonoma County that you would like to see local government do something about?

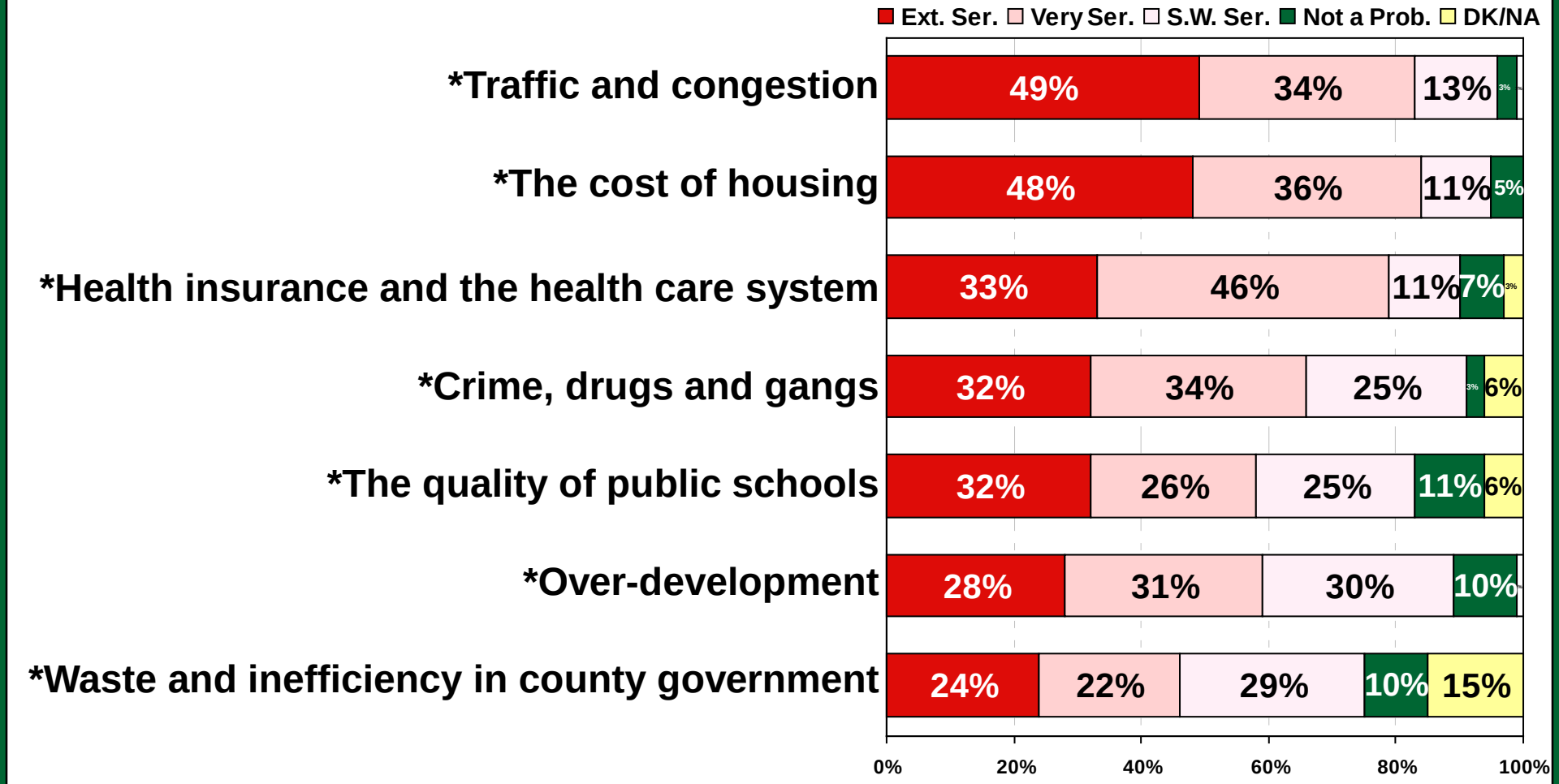
Fairbank, Maslin, Maullin & Associates

Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

The same concerns stand out when voters are asked to rank a variety of issues.



7. I'm going to read you some issues that some people say may be problems in Sonoma County; please tell me whether you think each is a problem or not.
**Split Sample*

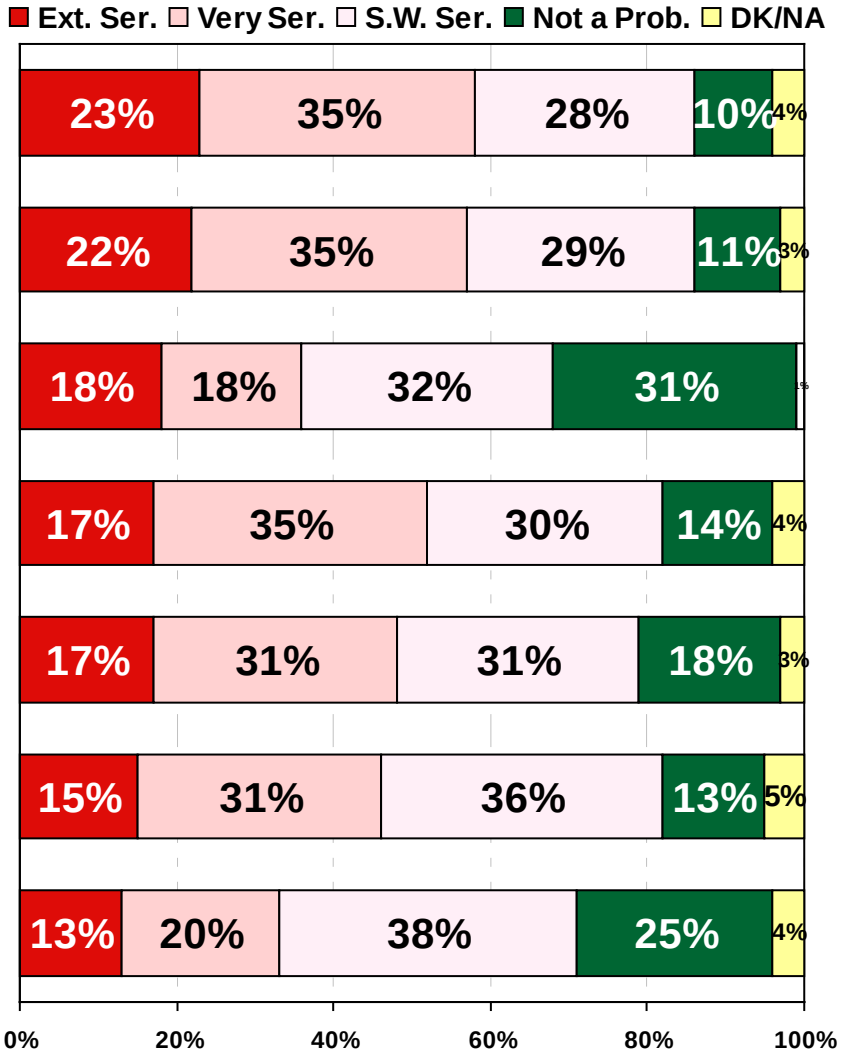
Fairbank, Maslin, Maullin & Associates

Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Continued:



7. I'm going to read you some issues that some people say may be problems in Sonoma County; please tell me whether you think each is a problem or not.
**Split Sample*

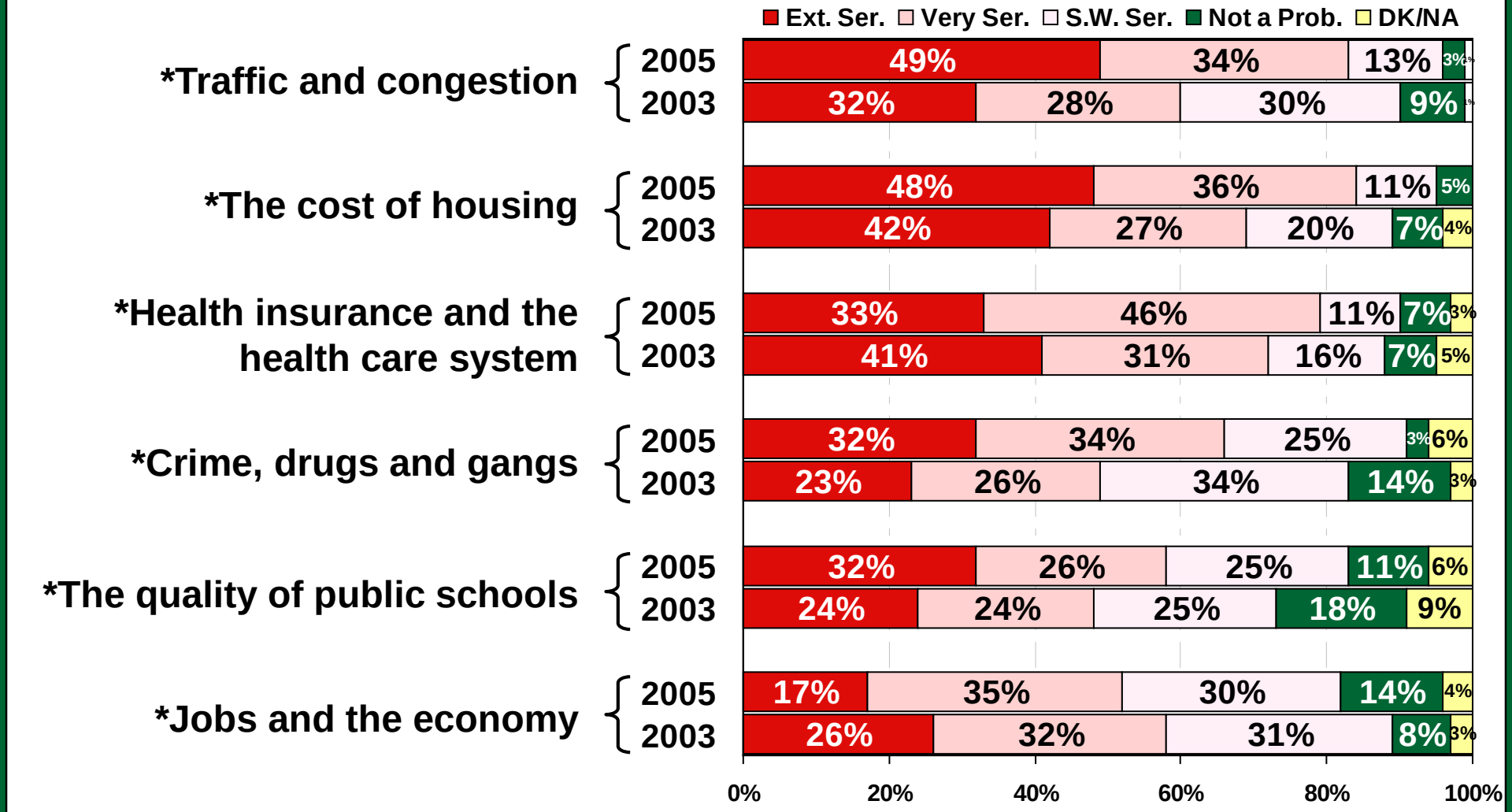
Fairbank, Maslin, Maullin & Associates

Opinion Research & Public Policy Analysis

SONOMA COUNTY

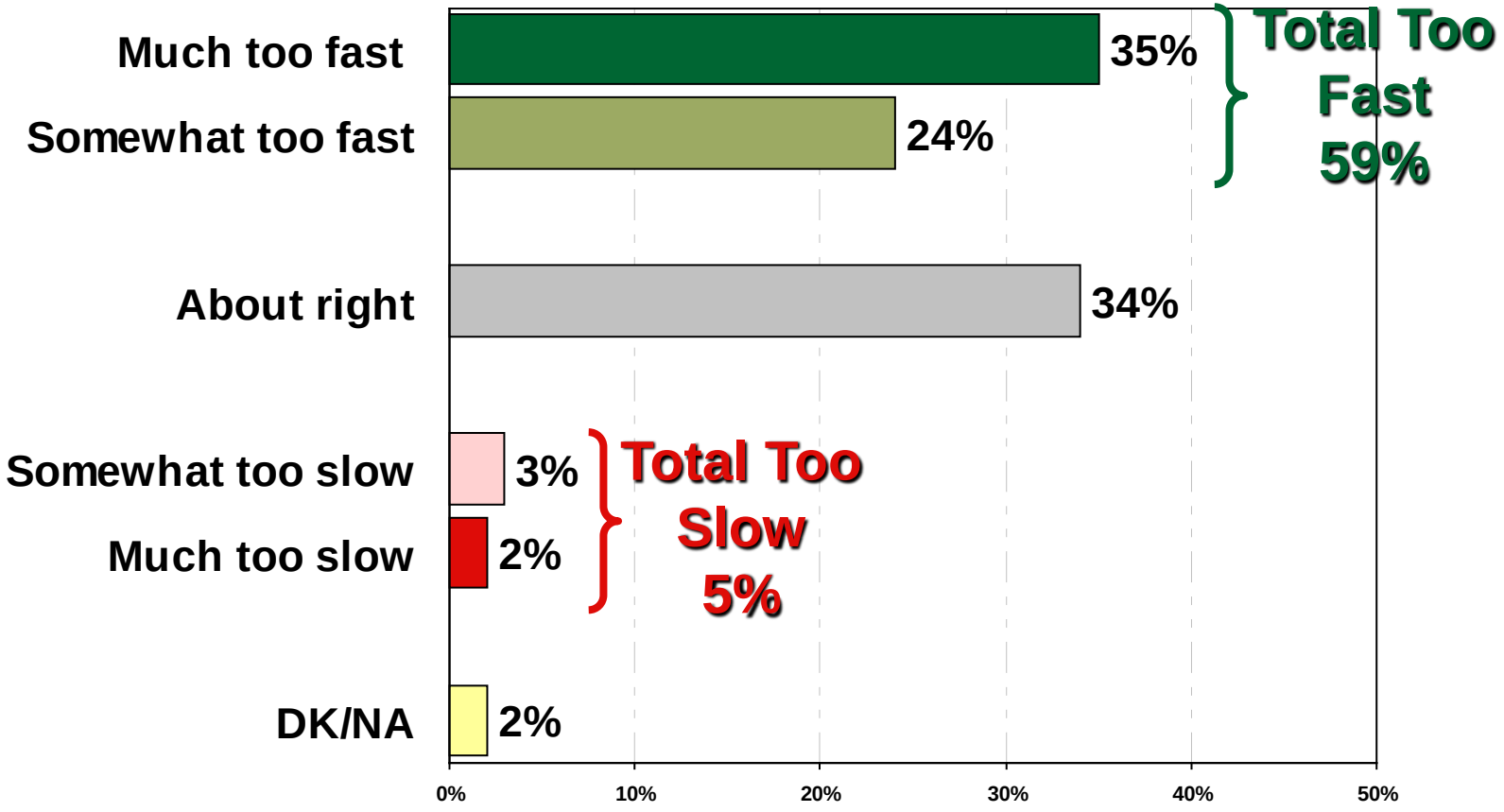
SALES TAX REAUTHORIZATION SURVEY

Concern about many issues has grown.



7. I'm going to read you some issues that some people say may be problems in Sonoma County; please tell me whether you think each is a problem or not.
**Split Sample*

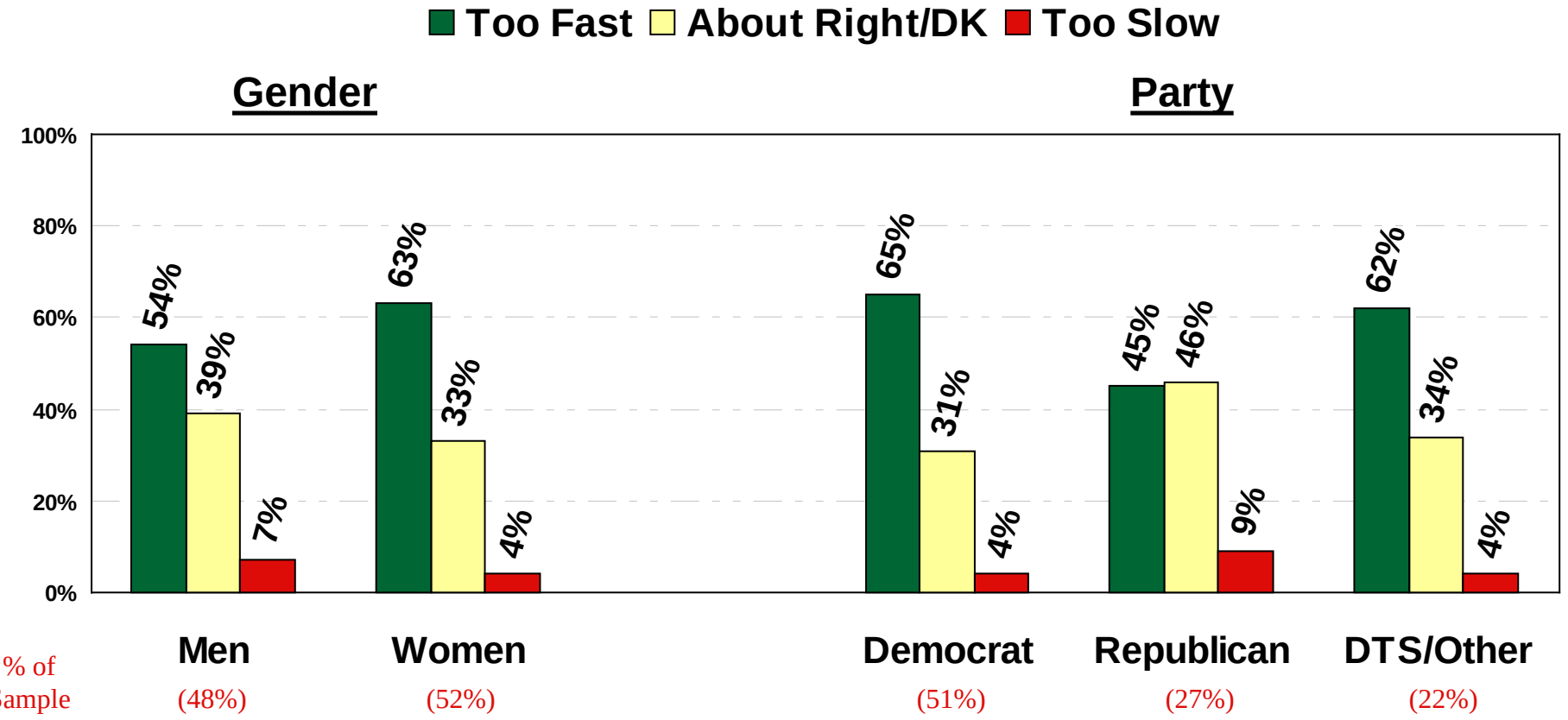
Most voters feel growth and development is moving too quickly in their community.



8. Do you think the rate of growth and development in your community is too fast, about right, or too slow?

Attitude Toward Growth Demographics:

Gender and Party



8. Do you think the rate of growth and development in your community is too fast, about right, or too slow?

Fairbank, Maslin, Maullin & Associates

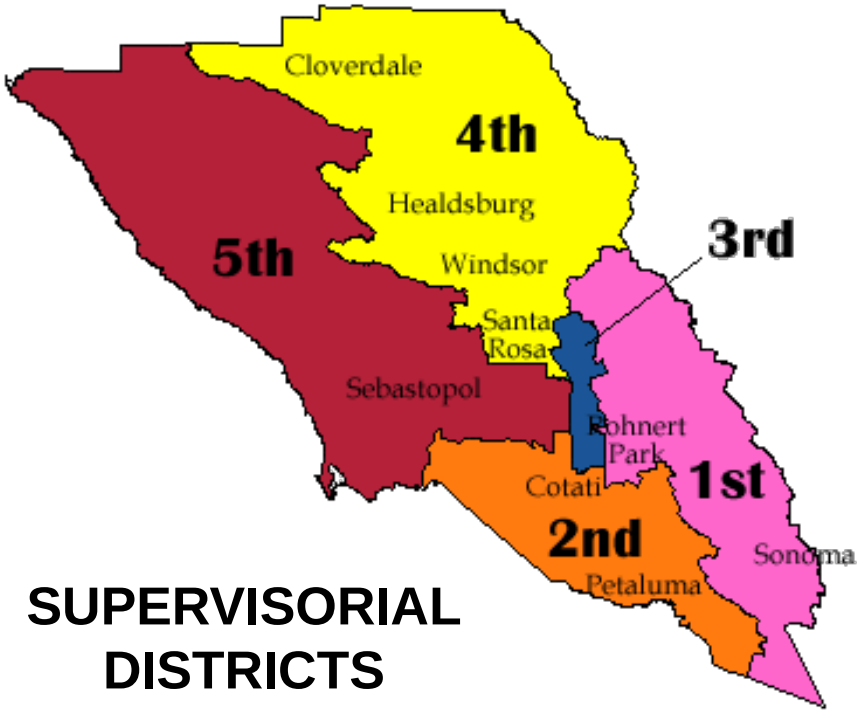
Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Attitude Toward Growth Demographics:

Supervisory District



SUPERVISORIAL DISTRICTS

District	Too Fast	About Right/ DK	Too Slow
1	70%	29%	1%
2	53%	41%	6%
3	62%	31%	7%
4	58%	38%	5%
5	50%	41%	8%

8. Do you think the rate of growth and development in your community is too fast, about right, or too slow?

Support for Sales Tax Reauthorization

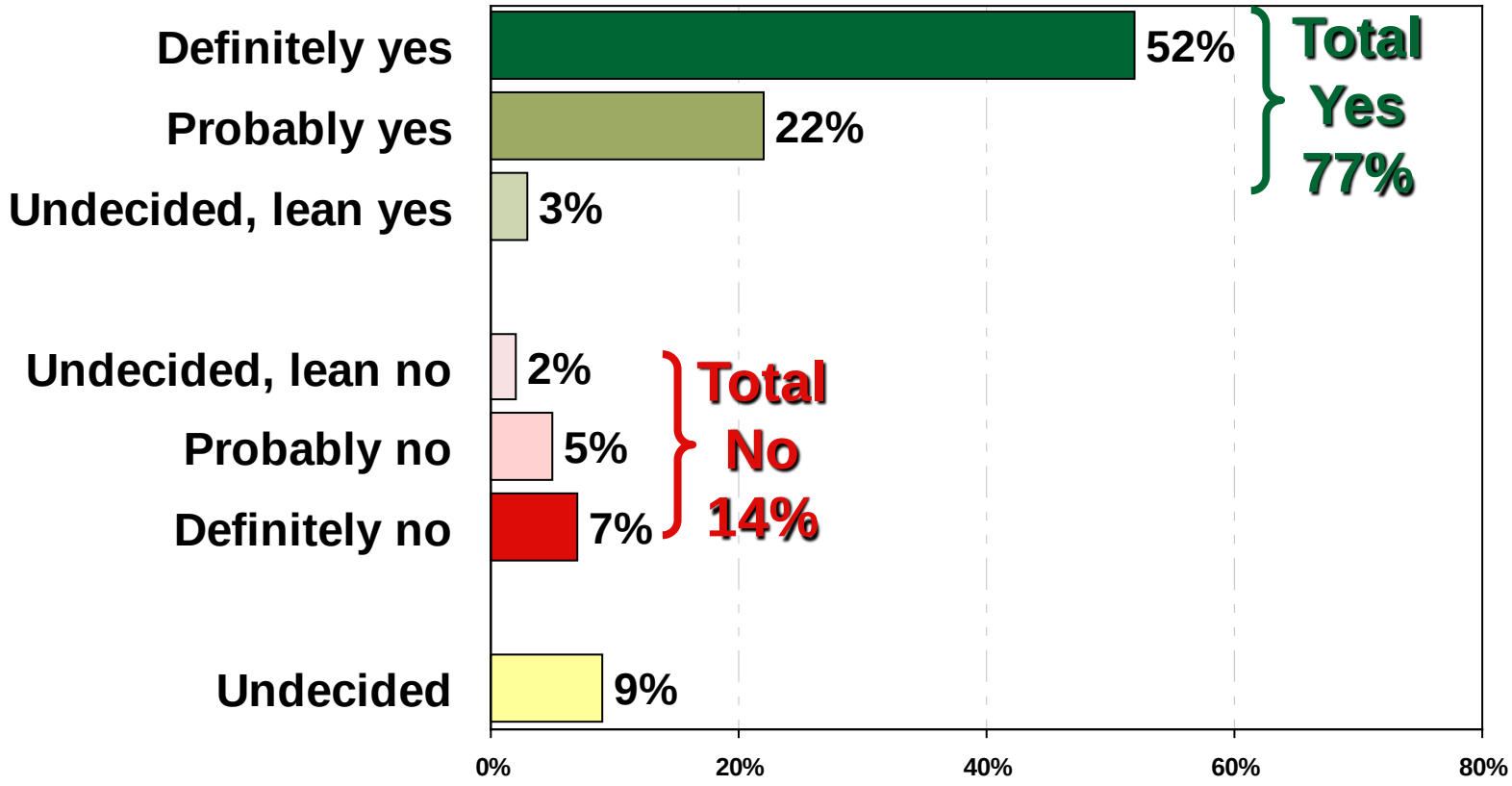
Ballot Description Tested

Sonoma County Safe Parks, Open Space, Farmland and Water Quality Protection Measure. To continue to conserve natural areas and open space; protect working farms and ranches; protect water quality and lakes, rivers and streams; create and improve parks and trails; protect scenic views; and preserve the coastline and beaches; shall the ¼ cent sales tax funding the Sonoma County Agricultural Preservation and Open Space District be reauthorized for 20 years, with required independent audits and citizen oversight and no increase in taxes?

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Three-quarters of voters support a reauthorization of the ¼-cent sales tax.



5. If the election were held today, would you vote yes in favor of it or no to oppose this ballot measure?

Fairbank, Maslin, Maullin & Associates

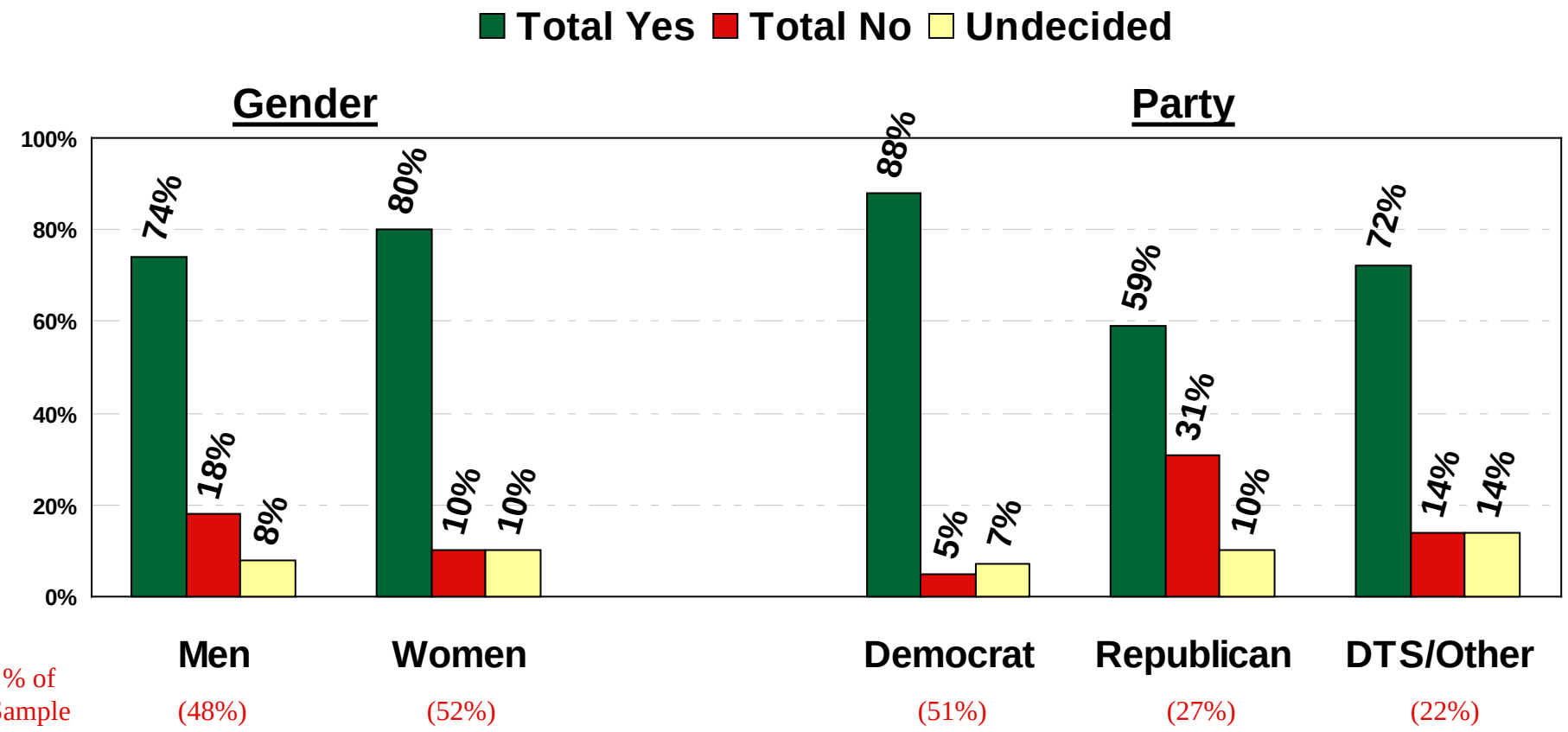
Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Initial Vote Demographics:

Gender and Party



% of Sample	Men	Women	Democrat	Republican	DTS/Other
	(48%)	(52%)	(51%)	(27%)	(22%)

5. If the election were held today, would you vote yes in favor of it or no to oppose this ballot measure?

Fairbank, Maslin, Maullin & Associates

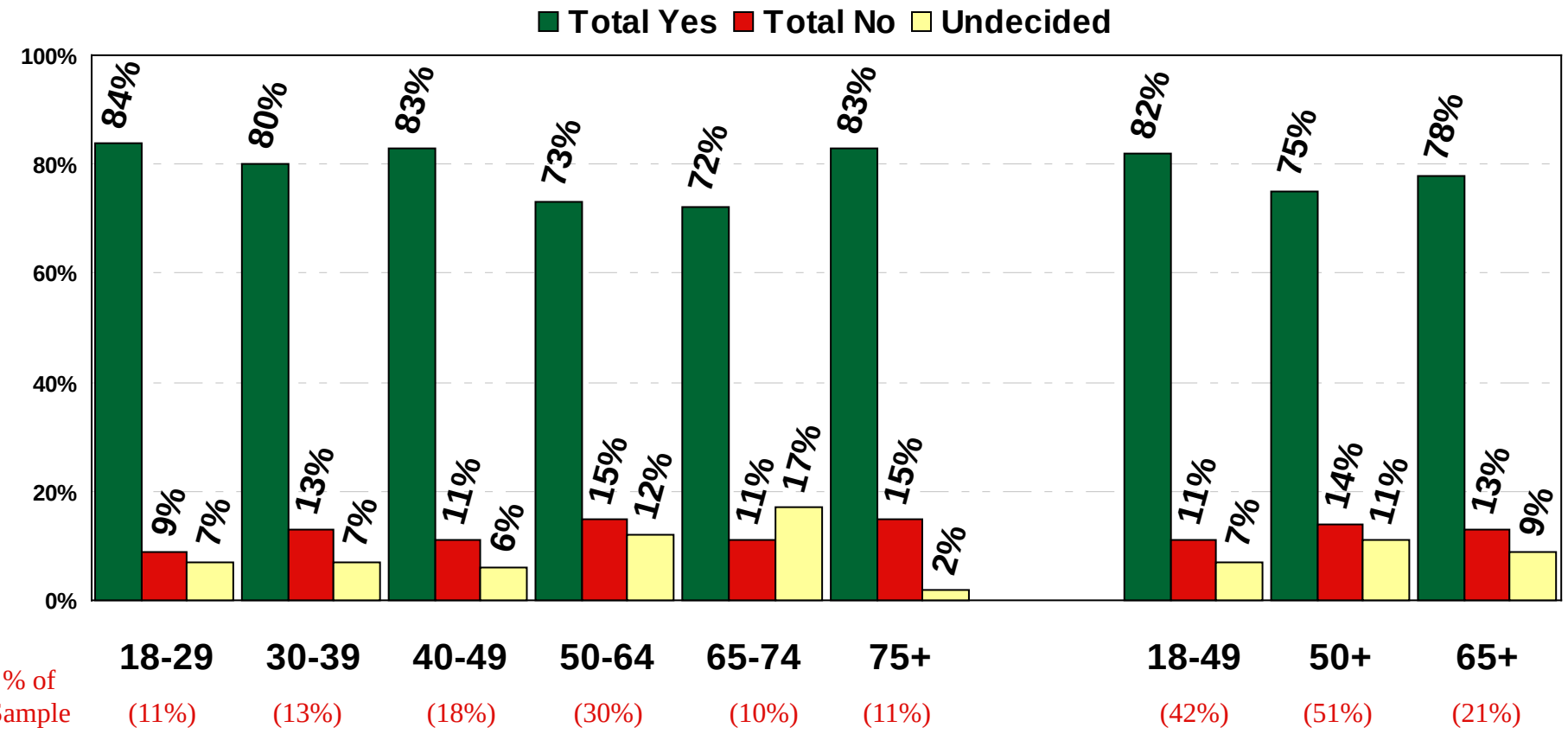
Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Initial Vote Demographics:

Age



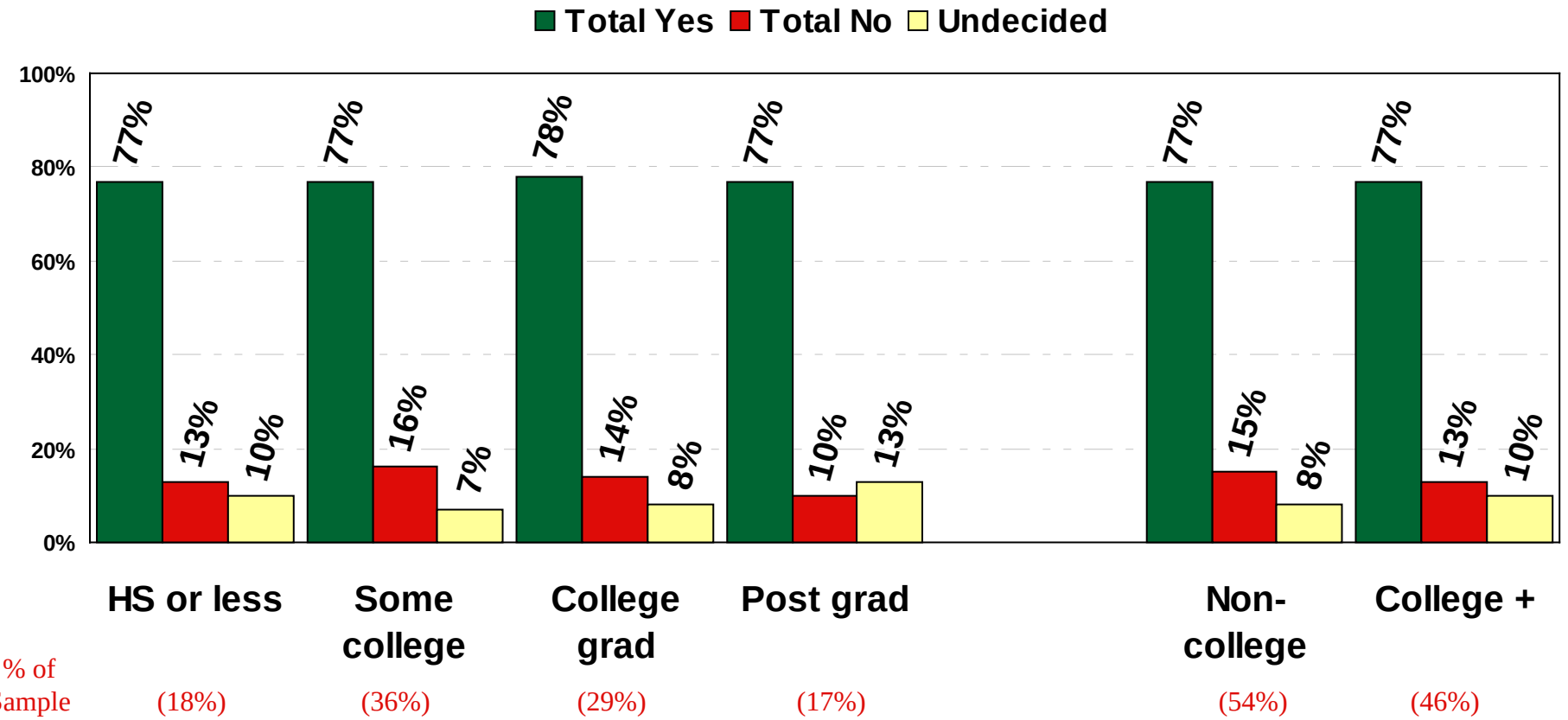
5. If the election were held today, would you vote yes in favor of it or no to oppose this ballot measure?

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Initial Vote Demographics:

Education



% of Sample	(18%)	(36%)	(29%)	(17%)	(54%)	(46%)

5. If the election were held today, would you vote yes in favor of it or no to oppose this ballot measure?

Fairbank, Maslin, Maullin & Associates

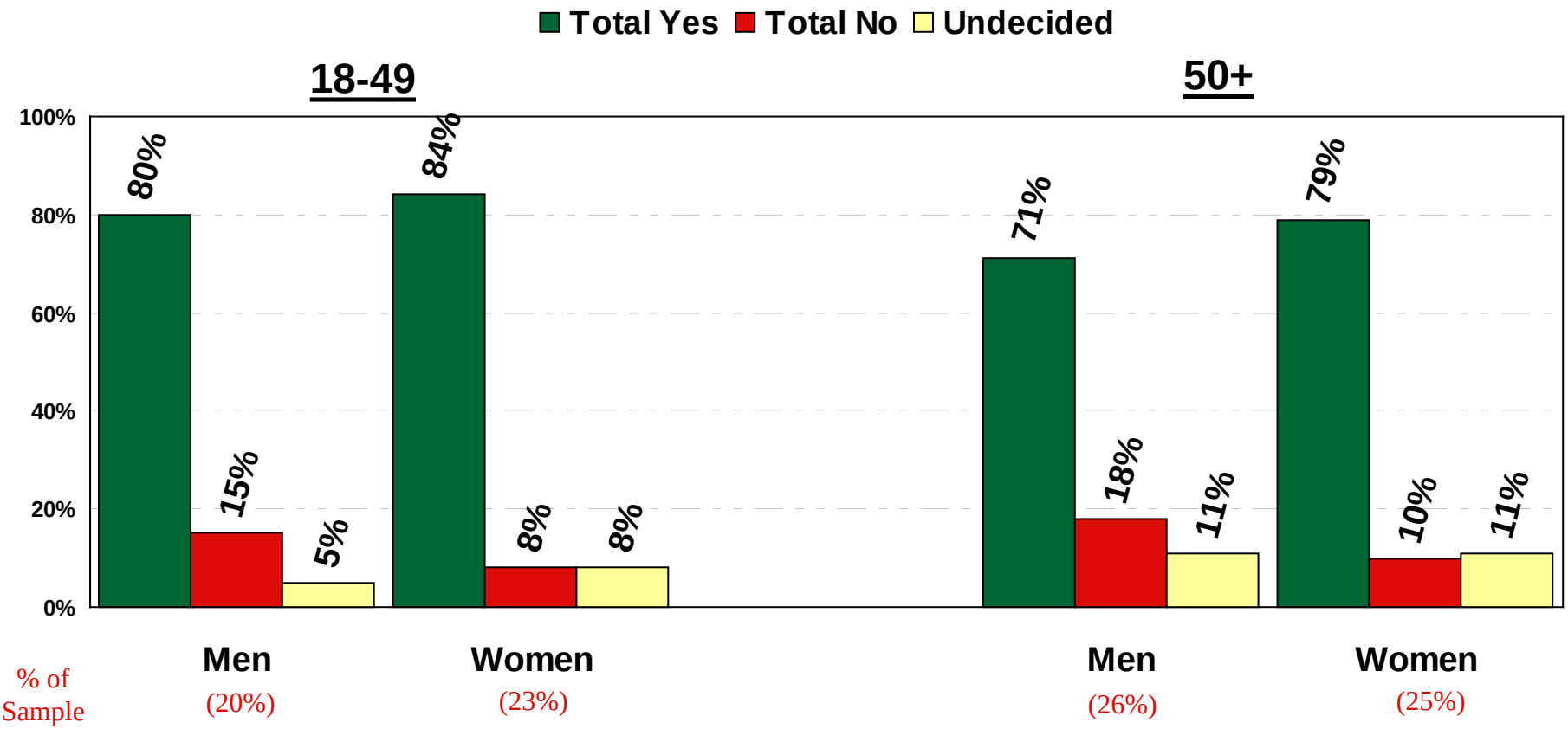
Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Initial Vote Demographics:

Gender by Age



5. If the election were held today, would you vote yes in favor of it or no to oppose this ballot measure?

Fairbank, Maslin, Maullin & Associates

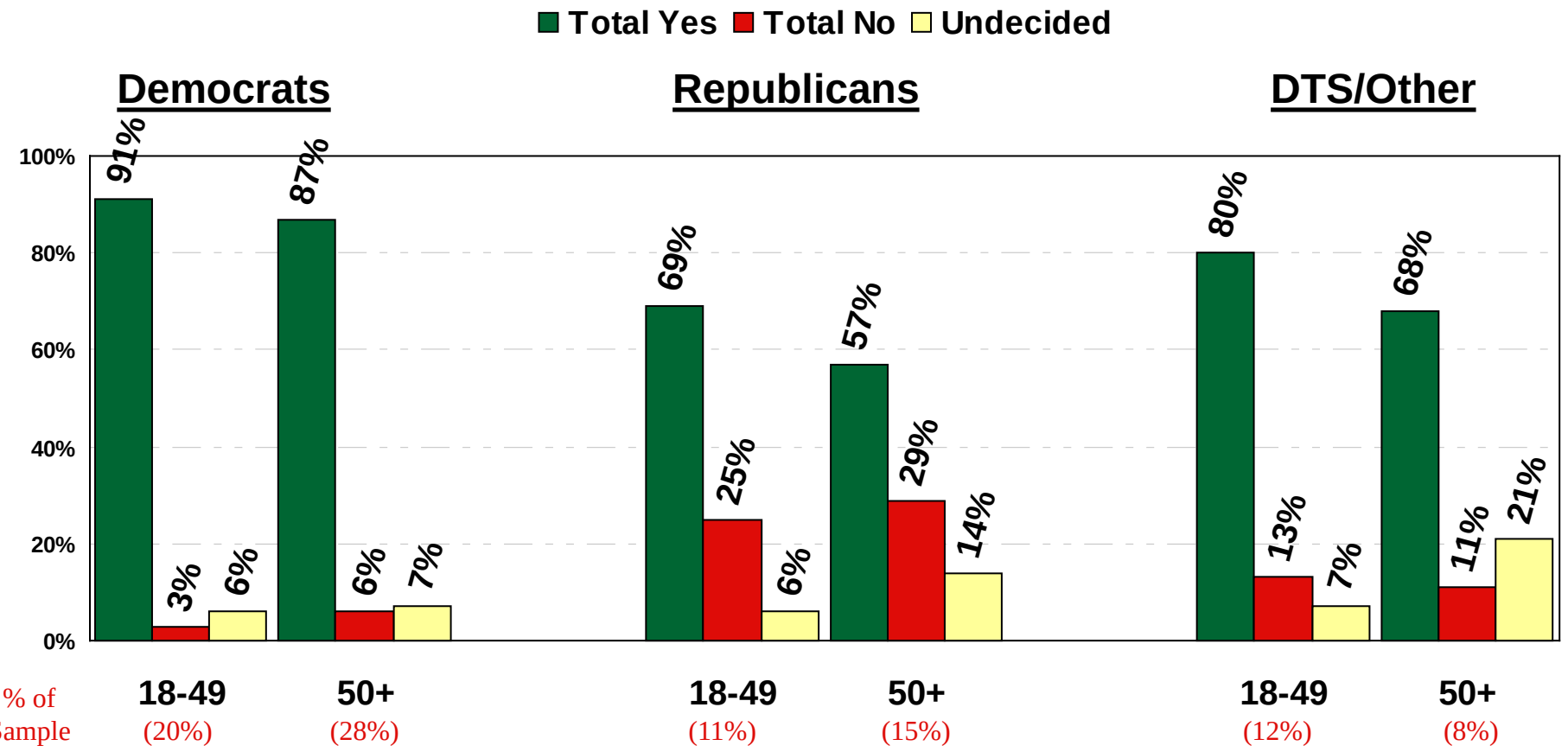
Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Initial Vote Demographics:

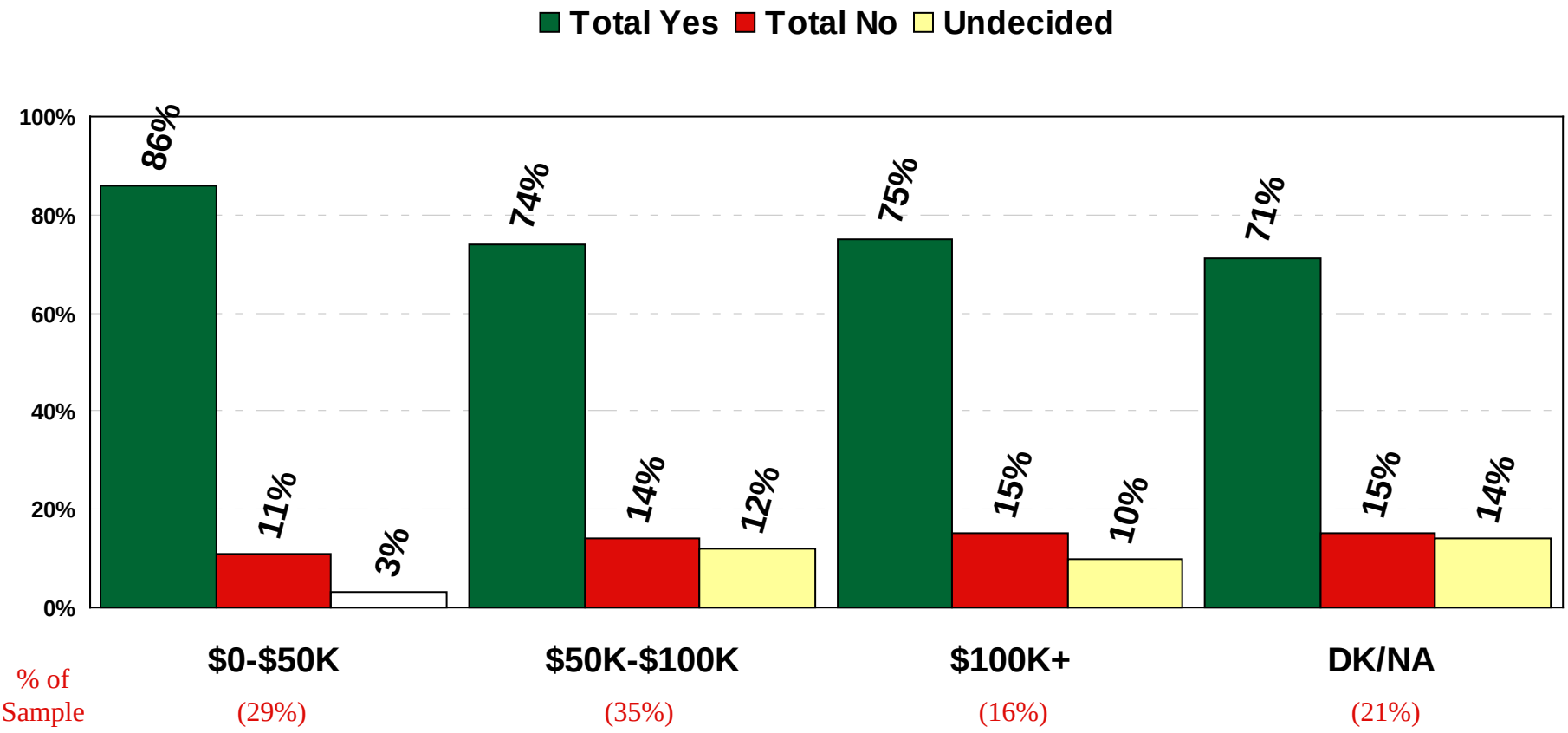
Party by Age



5. If the election were held today, would you vote yes in favor of it or no to oppose this ballot measure?

Initial Vote Demographics:

Income



5. If the election were held today, would you vote yes in favor of it or no to oppose this ballot measure?

Fairbank, Maslin, Maullin & Associates

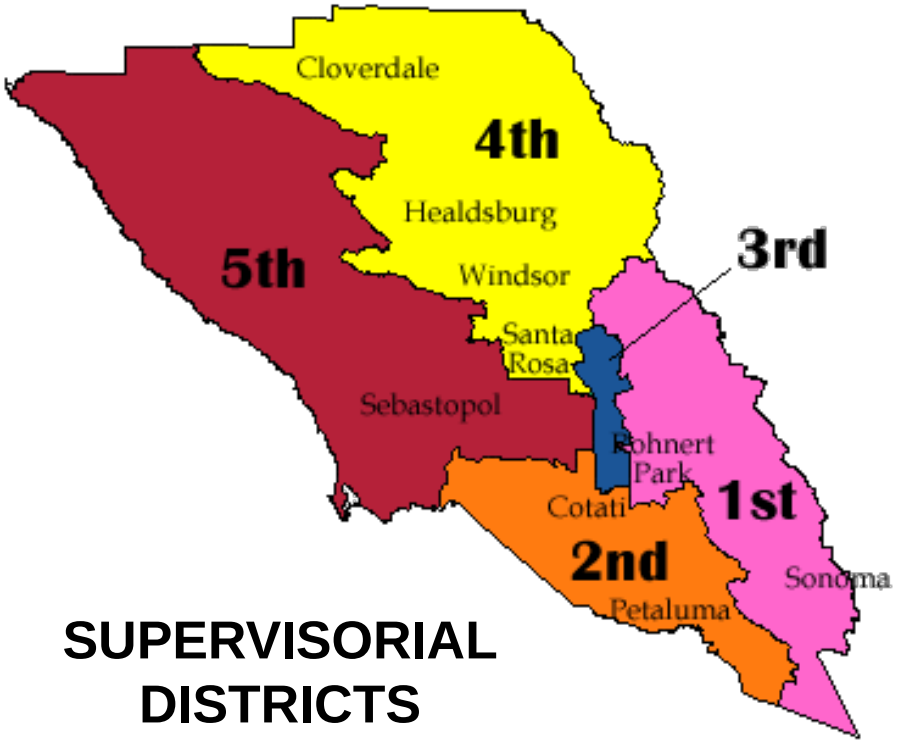
Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Initial Vote Demographics:

Supervisory District



SUPERVISORIAL DISTRICTS

District	Yes	No	Und.
1	72%	14%	14%
2	82%	13%	5%
3	78%	15%	7%
4	70%	16%	14%
5	85%	10%	5%

5. If the election were held today, would you vote yes in favor of it or no to oppose this ballot measure?

Fairbank, Maslin, Maullin & Associates

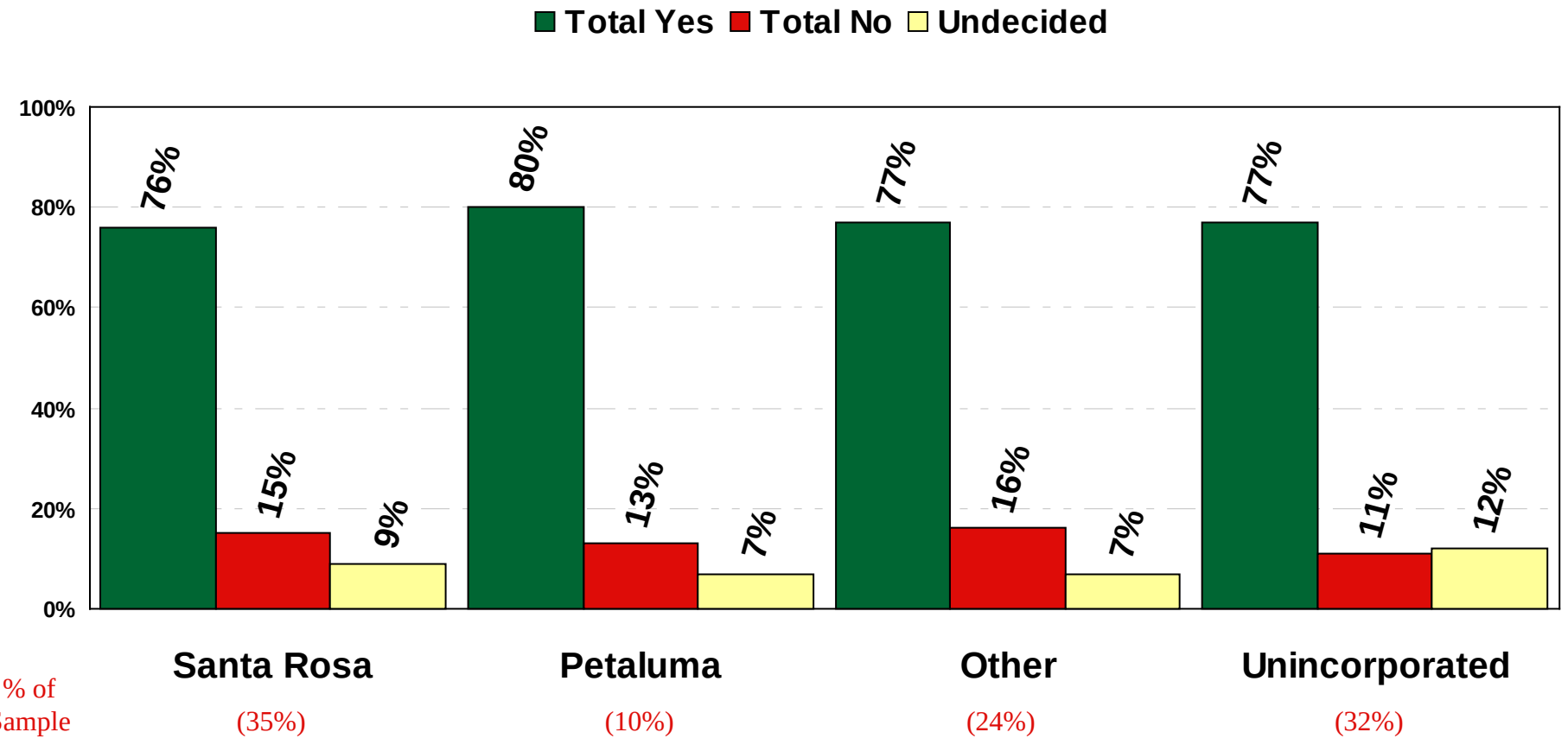
Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Initial Vote Demographics:

City



% of Sample	(35%)	(10%)	(24%)	(32%)

5. If the election were held today, would you vote yes in favor of it or no to oppose this ballot measure?

Fairbank, Maslin, Maullin & Associates

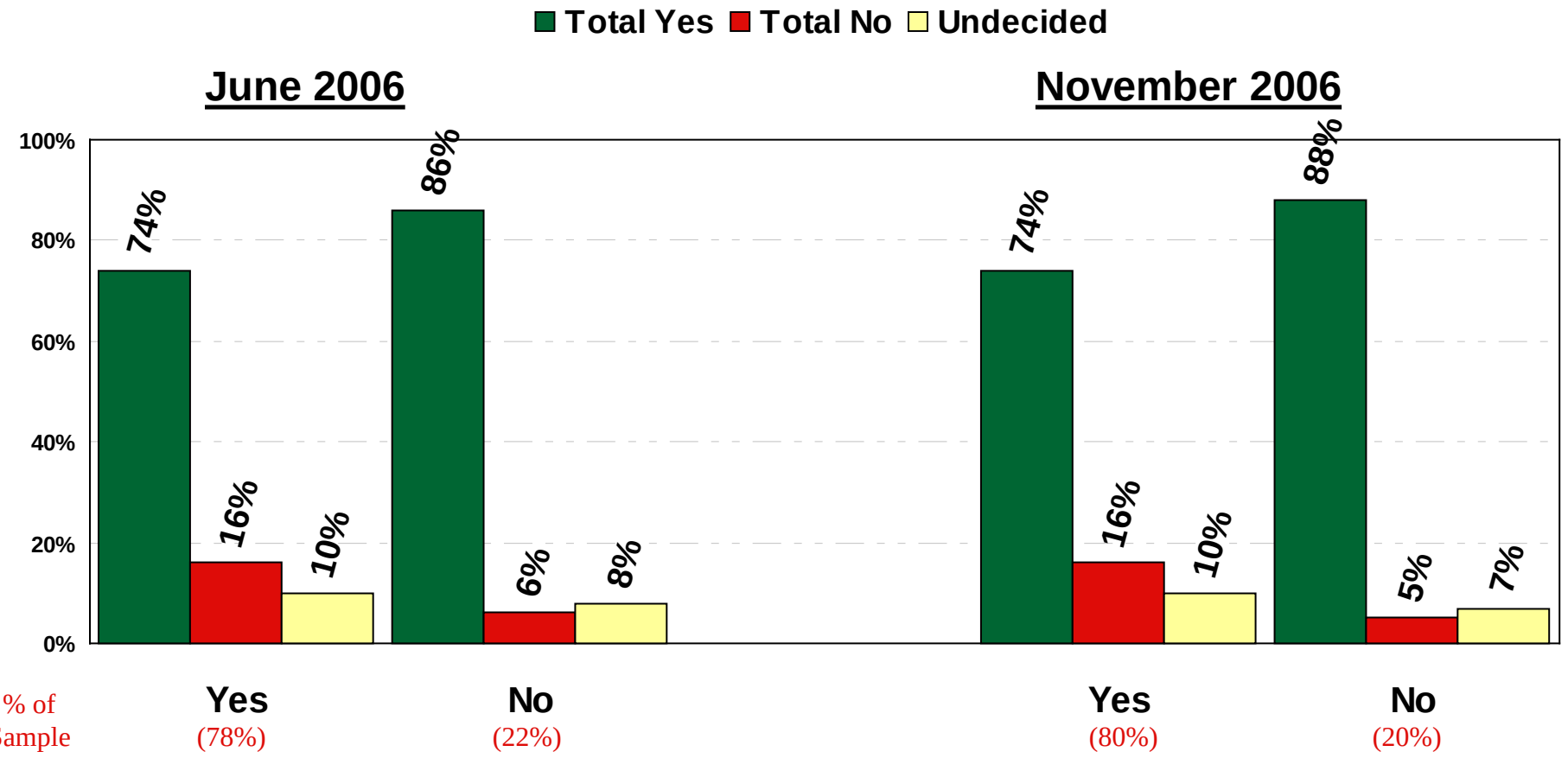
Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Initial Vote Demographics:

Likely Voters in 2006 Elections



5. If the election were held today, would you vote yes in favor of it or no to oppose this ballot measure?

Fairbank, Maslin, Maullin & Associates

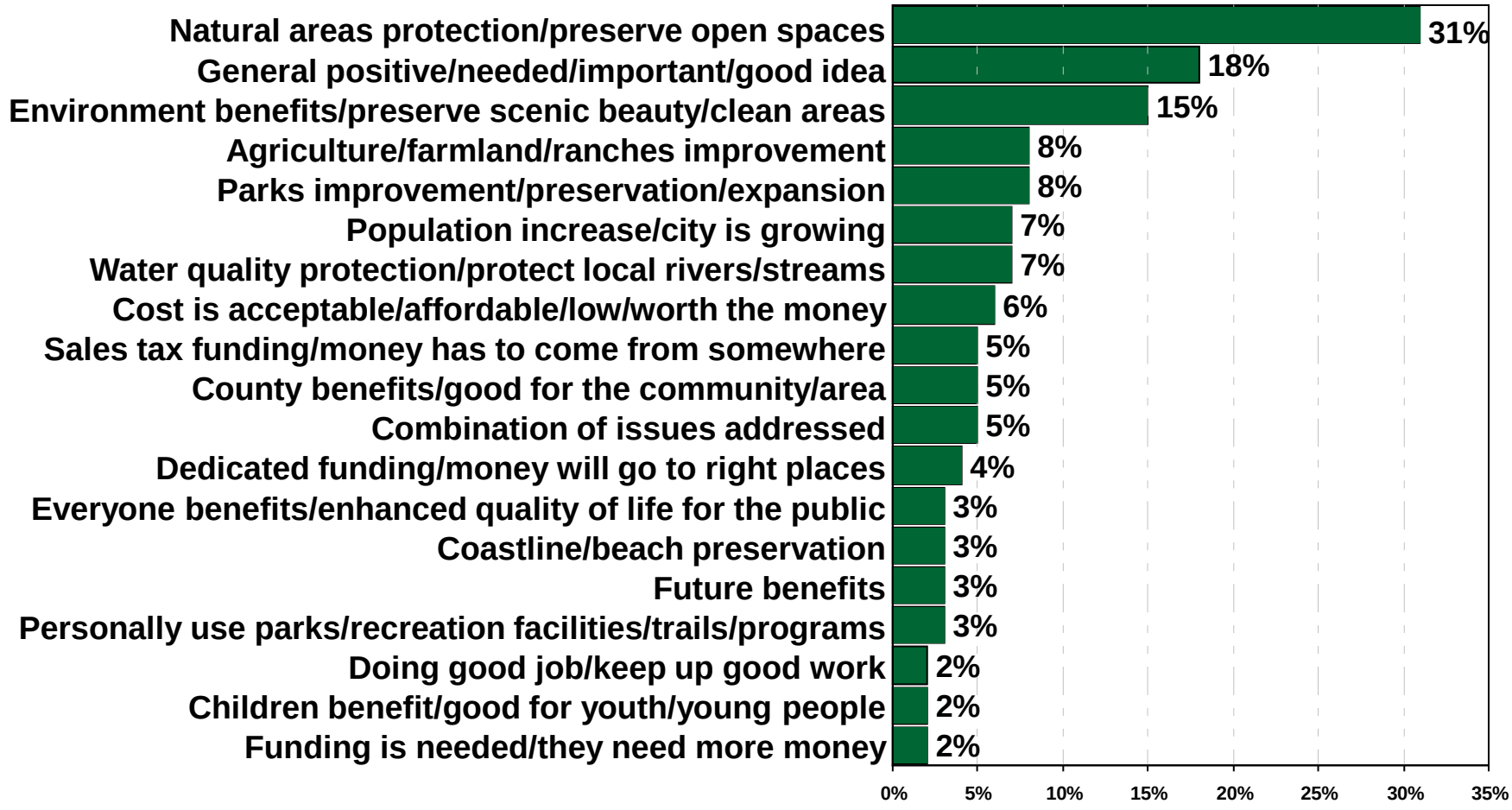
Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Supporters want to preserve the environment and open space.

(Open-end; Top Responses Only)



6a. In a few words of your own, why would you vote YES on this ballot measure?

Fairbank, Maslin, Maullin & Associates

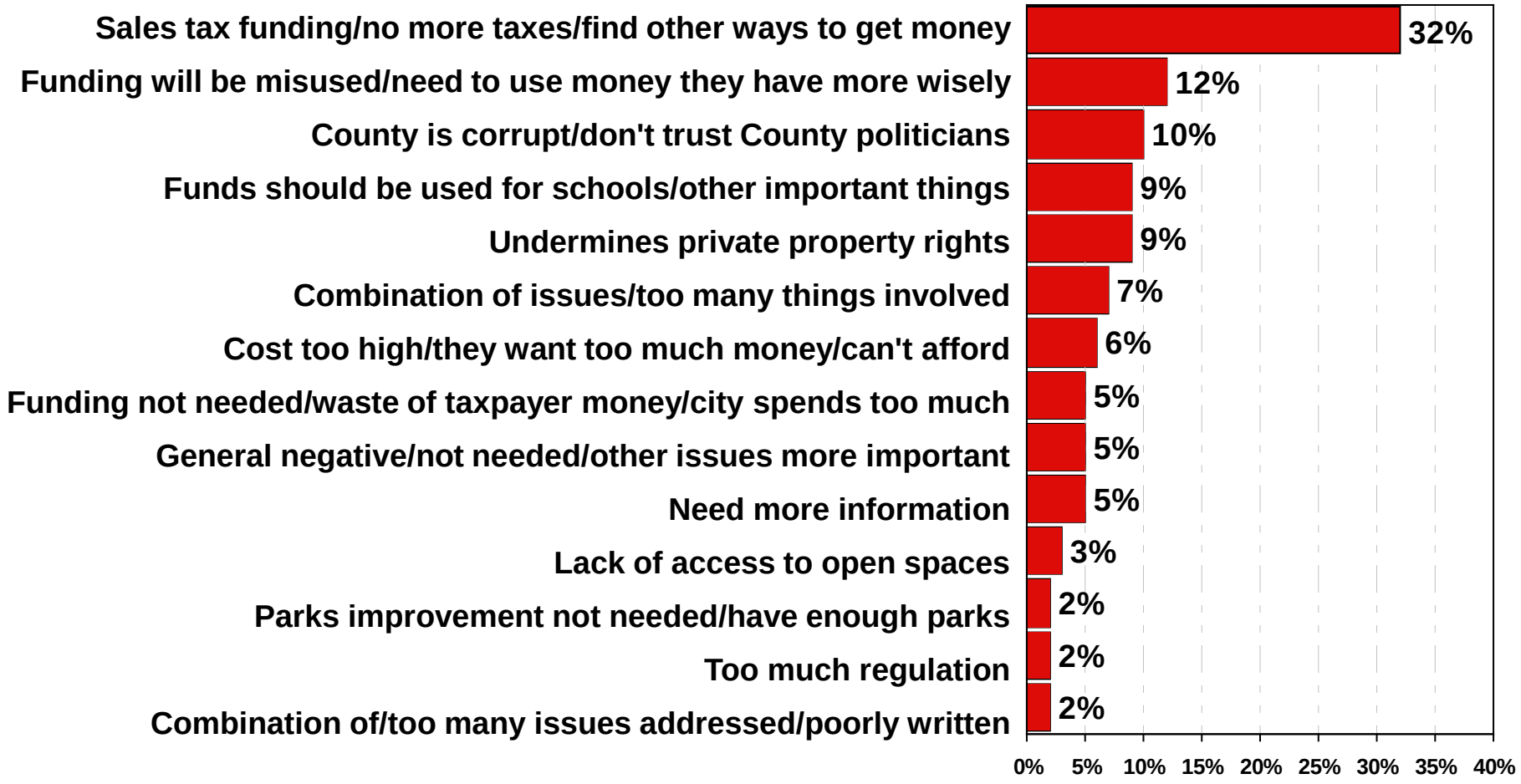
Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Opponents object to the sales tax as a funding mechanism.

(Open-end; Top Responses Only)



6b. In a few words of your own, why would you vote NO on this ballot measure?

Communicating with Voters About the Measure

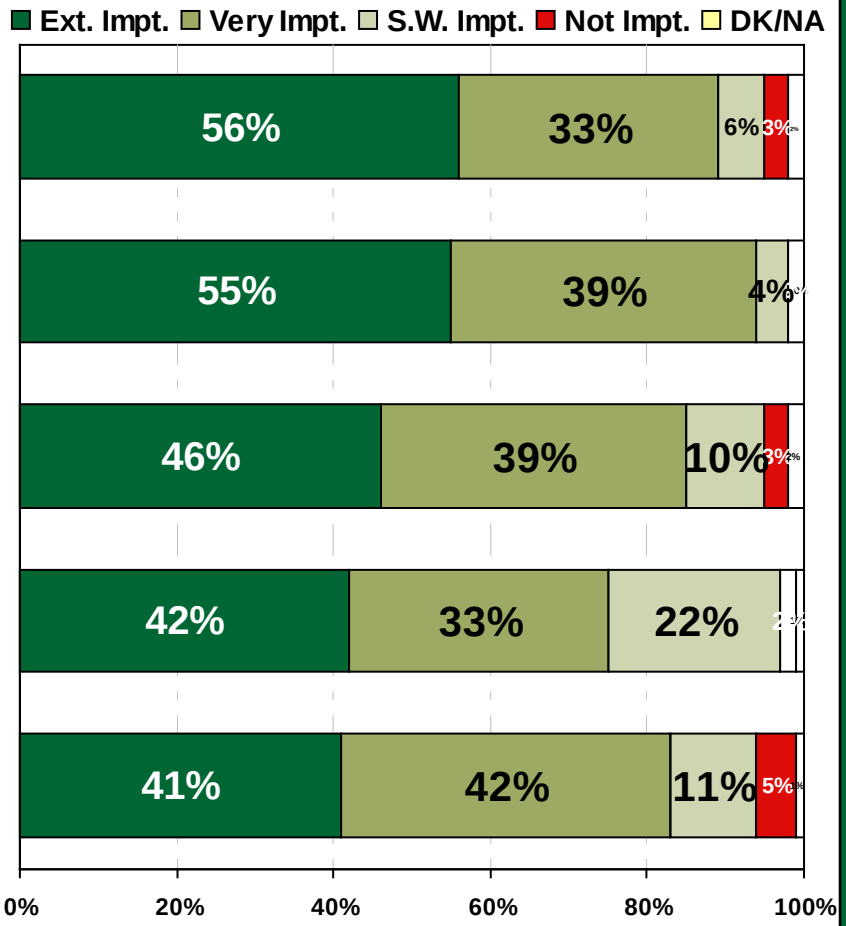
Fairbank, Maslin, Maullin & Associates

Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Voters favor spending the revenue from a sales tax increase on protecting water quality and supply.



9. I am going to read you a list of specific projects that could be funded by this ballot measure. Please tell me how important it is to you that each project be undertaken: extremely important, very important, somewhat important, or not important. Split Sample

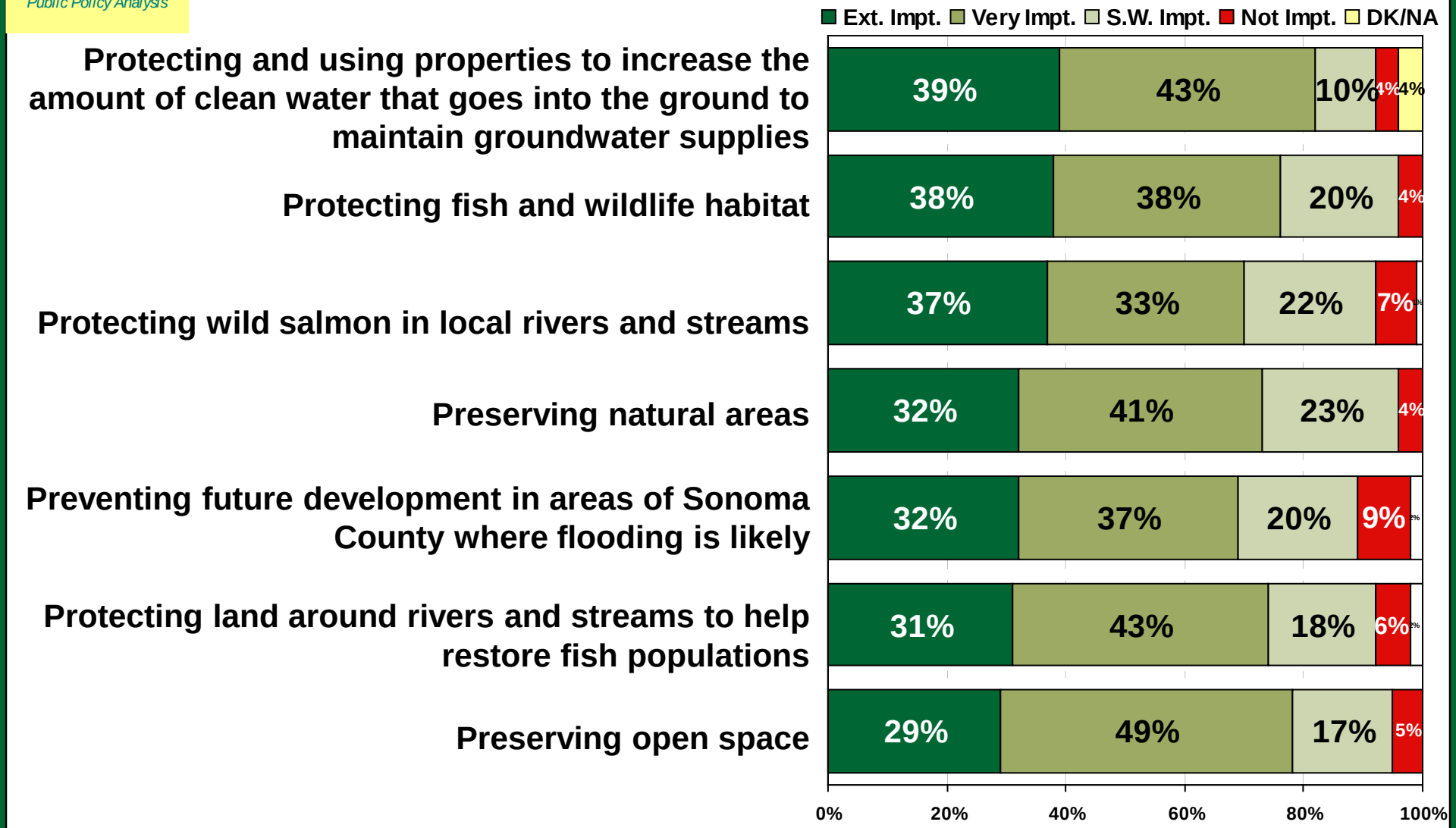
Fairbank, Maslin, Maullin & Associates

Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Continued:



9. I am going to read you a list of specific projects that could be funded by this ballot measure. Please tell me how important it is to you that each project be undertaken: extremely important, very important, somewhat important, or not important. Split Sample

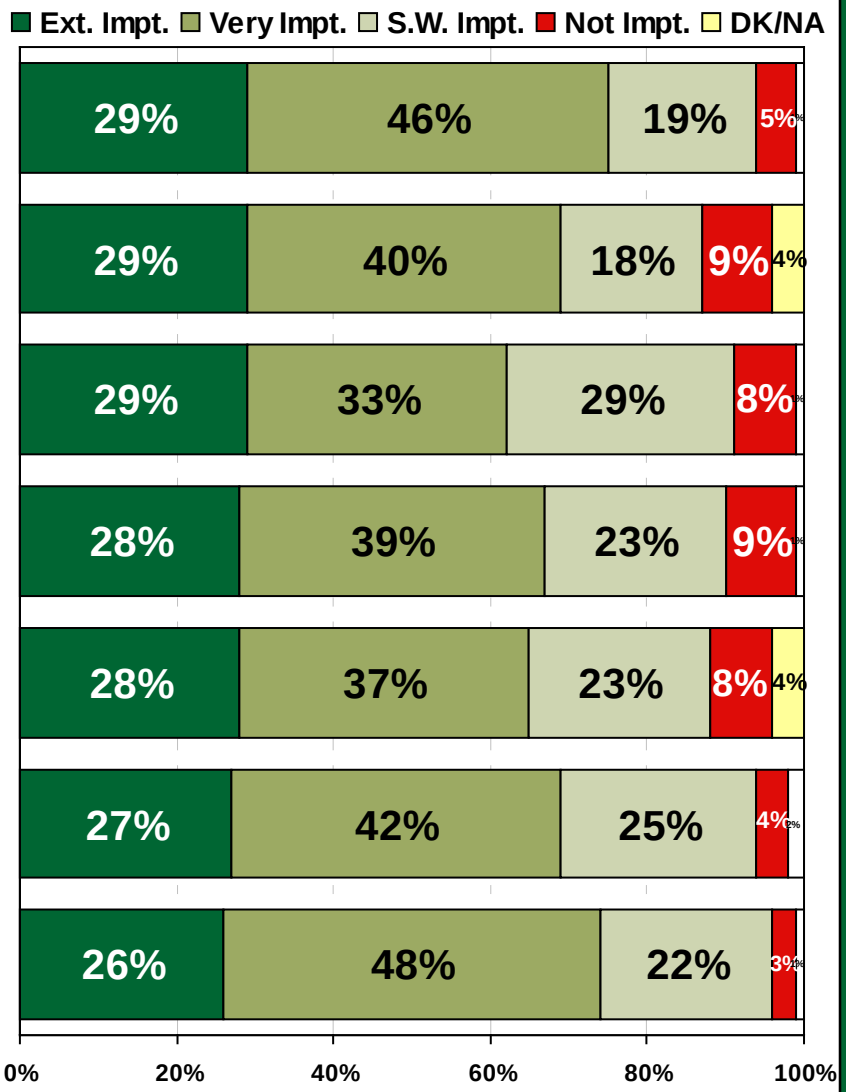
Fairbank, Maslin, Maullin & Associates

Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Continued:



9. I am going to read you a list of specific projects that could be funded by this ballot measure. Please tell me how important it is to you that each project be undertaken: extremely important, very important, somewhat important, or not important. Split Sample

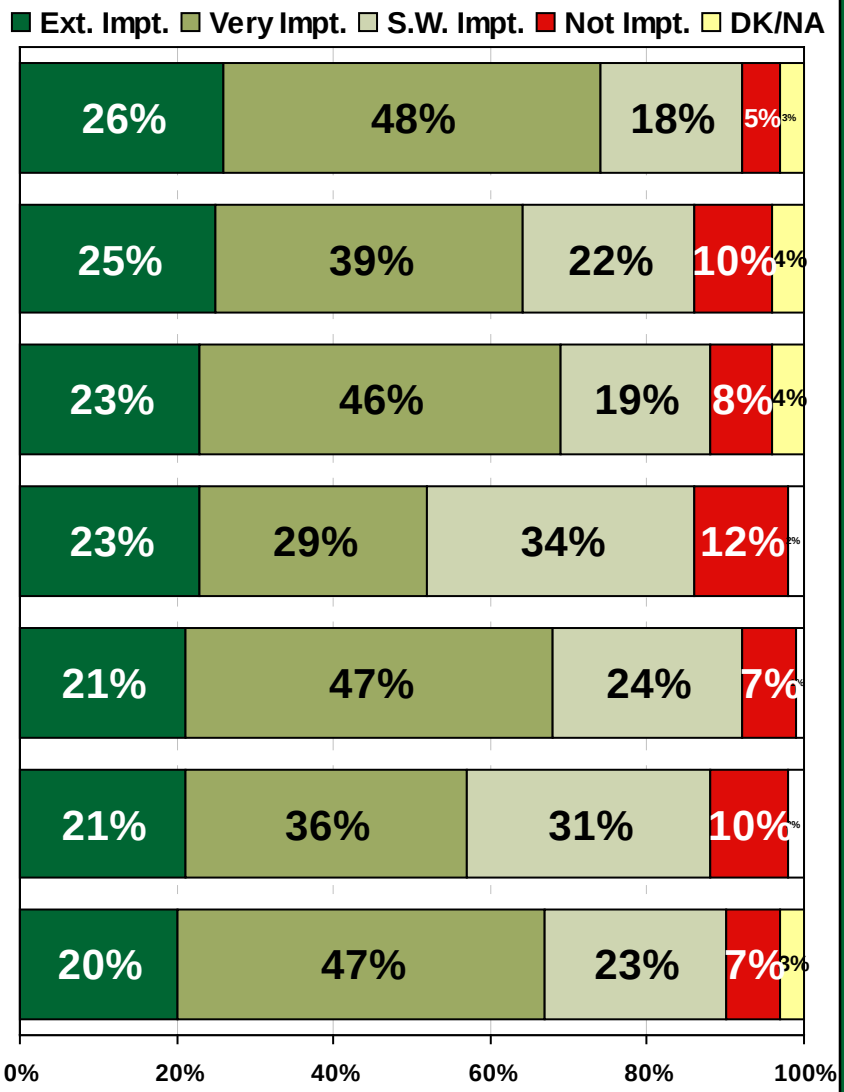
Fairbank, Maslin, Maullin & Associates

Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Continued:



9. I am going to read you a list of specific projects that could be funded by this ballot measure. Please tell me how important it is to you that each project be undertaken: extremely important, very important, somewhat important, or not important. Split Sample

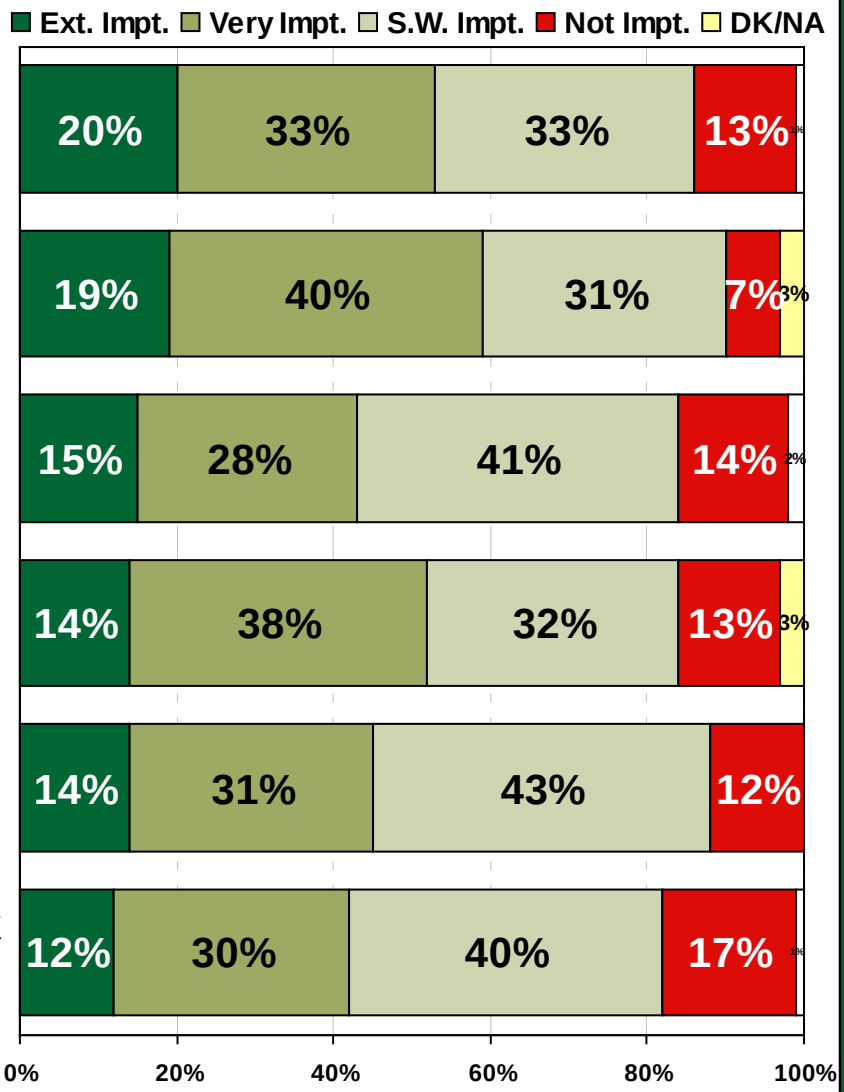
Fairbank, Maslin, Maullin & Associates

Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Continued:



9. I am going to read you a list of specific projects that could be funded by this ballot measure. Please tell me how important it is to you that each project be undertaken: extremely important, very important, somewhat important, or not important. Split Sample

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

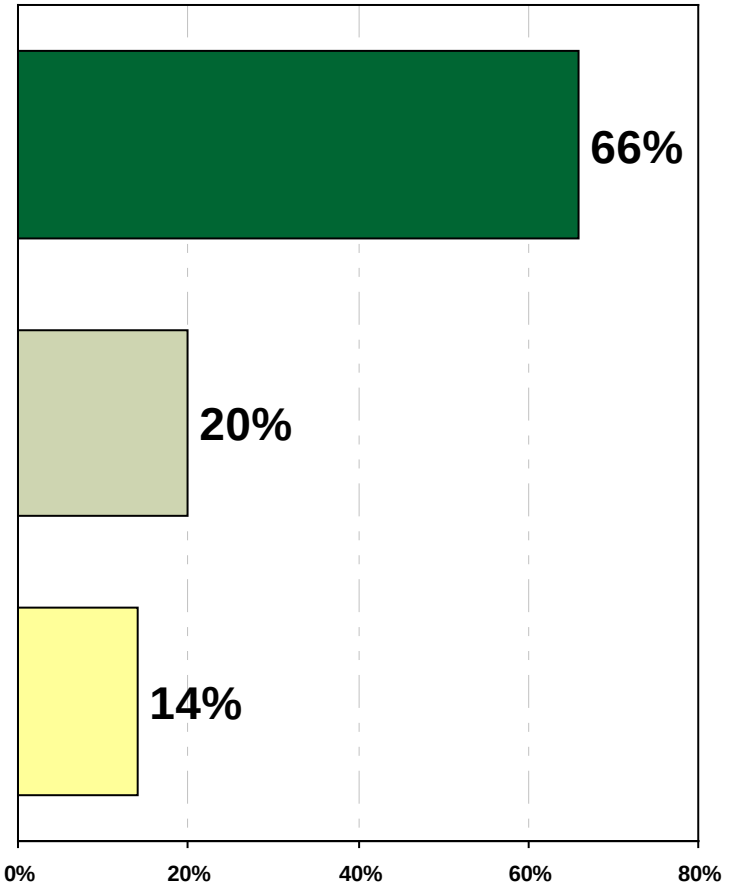
Two-thirds of voters are wiling to use some money for operations and maintenance.

Most of the money should be dedicated to purchasing or protecting land to preserve it as farmland, parks, or open space, but some should also be used to repair, improve, and increase public access to parks and recreational lands

OR

All of the money should be dedicated to purchasing or protecting land to preserve it as farmland, parks, or open space

Both/Neither/Makes No Difference/DK/NA



10. Which of the following best describes how you think the ballot measure we have been discussing should be structured:

Fairbank, Maslin, Maullin & Associates

Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

The strongest messages focus on water quality, urgency, and future generations.

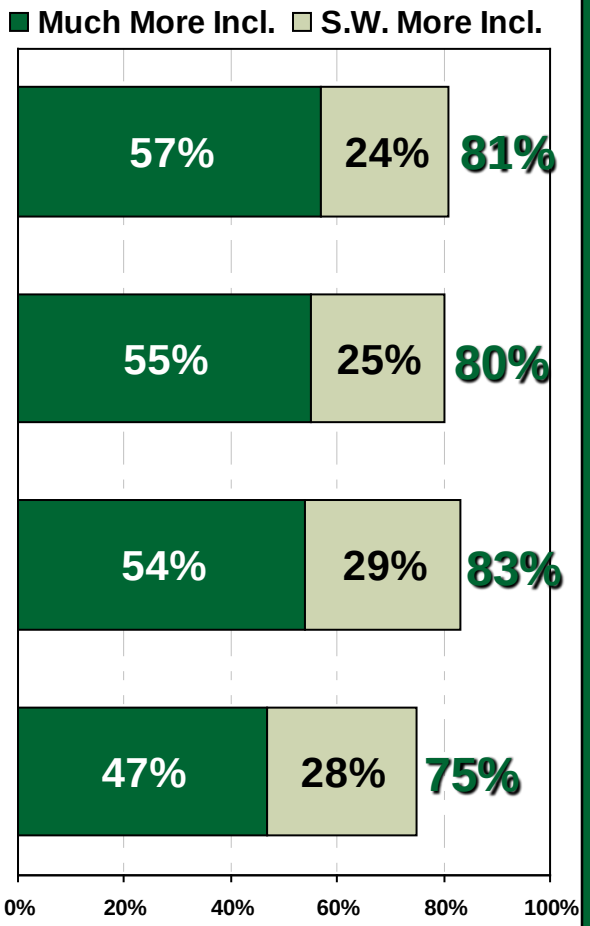
(Ranked by Much More Inclined to Vote in Favor of the Measure)

***Nothing is more important than having a reliable supply of clean water. This measure will help to improve water quality in Sonoma County rivers, creeks and lakes.**

***We must act now to protect Sonoma County's natural areas, clean water and wildlife before they are gone forever. The longer we wait, the more expensive it will be to protect open space, water and wildlife.**

***Protecting and improving parks, rivers, streams, natural areas and wildlife habitat will protect Sonoma County's natural beauty and quality of life for future generations, so our children and grandchildren can enjoy it the same way we do.**

***This measure will help protect open space, parks farmland, and water quality in communities throughout Sonoma County, including your own.**



*11. I am going to read you a list of arguments in favor of the ballot measure we have been discussing. Please tell me whether it makes you more inclined to vote in favor of the measure. *Split Sample*

Fairbank, Maslin, Maullin & Associates

Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Continued:

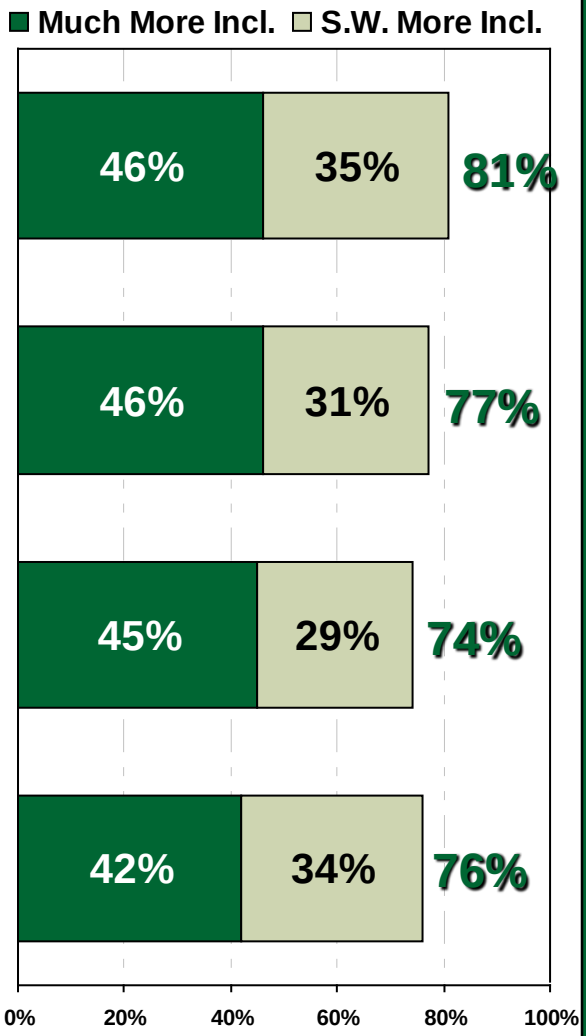
(Ranked by Much More Inclined to Vote in Favor of the Measure)

***This measure is really about preserving Sonoma County's quality of life. Our land, air, and water are a critical part of what makes this community such an enjoyable place to live.**

Sonoma County is growing rapidly, with its population expected to increase by 40% in the next 15 years. This measure will help to better plan for this growth by purchasing lands for parks and open space that might otherwise be threatened by development.

***This measure has tough fiscal accountability provisions, including a strict 20-year time limit, required independent audits, and a citizens oversight committee to ensure that money is spent as promised.**

This measure will help preserve small, working family farms and ranches in Sonoma County, keeping our community's agricultural heritage alive.



*11. I am going to read you a list of arguments in favor of the ballot measure we have been discussing. Please tell me whether it makes you more inclined to vote in favor of the measure. *Split Sample*

Fairbank, Maslin, Maullin & Associates

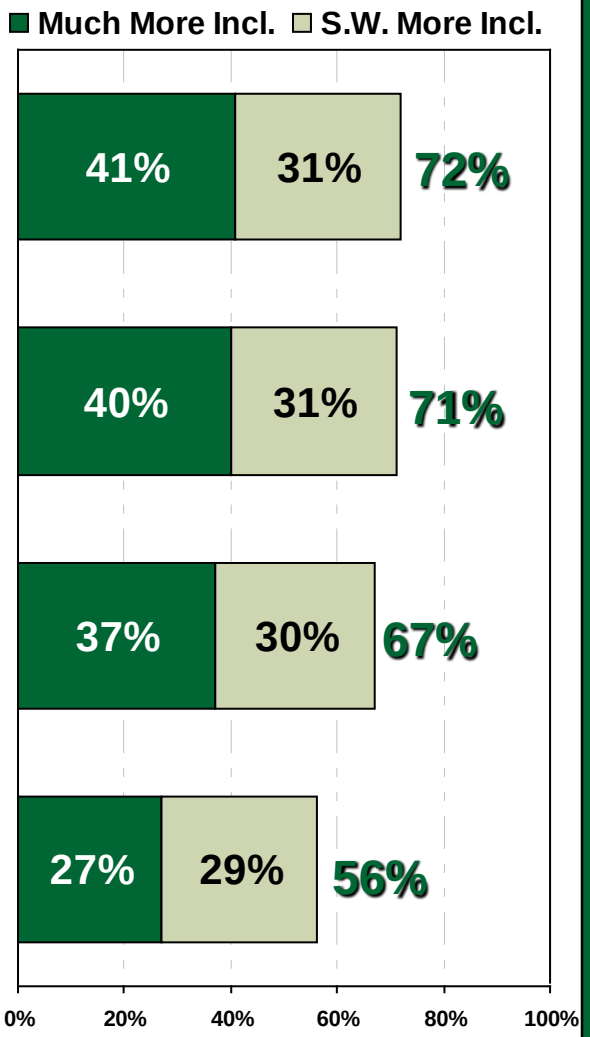
Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Continued:

(Ranked by Much More Inclined to Vote in Favor of the Measure)



*11. I am going to read you a list of arguments in favor of the ballot measure we have been discussing. Please tell me whether it makes you more inclined to vote in favor of the measure. *Split Sample*

Fairbank, Maslin, Maullin & Associates

Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

The most effective opposition messages focus on competing priorities.

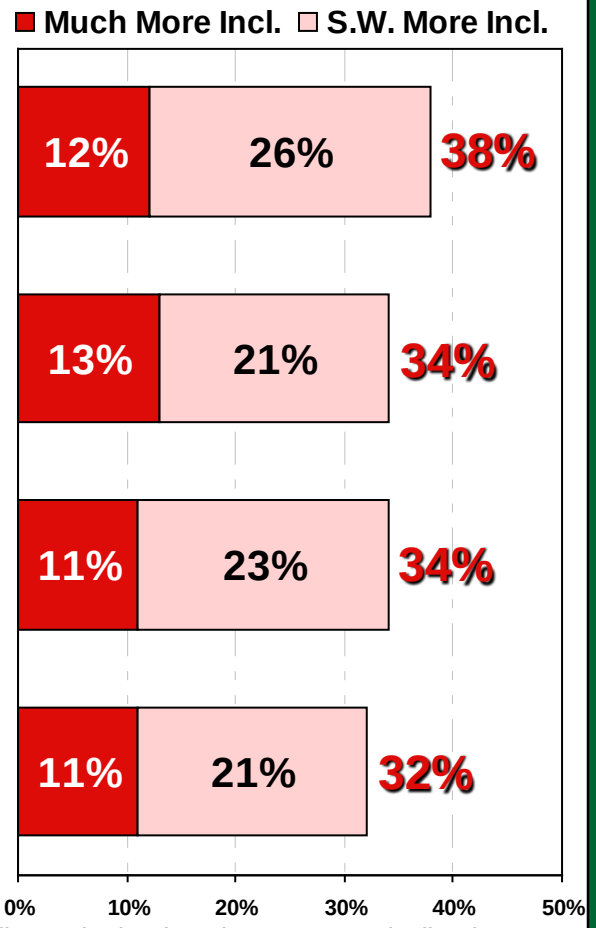
(Ranked by Total More Inclined to Vote Against the Measure)

Sonoma County has more important priorities than parks. If we're going to raise taxes, the money should go to more urgent needs like schools, traffic congestion, or street maintenance.

Elected officials in Sonoma County have a history of making poor decisions with our tax dollars. We cannot trust them to spend this money properly.

***When the Open Space District buys rights to land, they almost never make it possible for the public to visit it. We should not pay to protect land we can never use.**

***This measure will drive our already-high housing costs even higher. As more land is made unavailable for housing, the price of what remains will skyrocket.**



*13. I am going to read you a list of arguments against the ballot measure we have been discussing. Please tell me whether it makes you more inclined to vote against the measure. *Split Sample*

Fairbank, Maslin, Maullin & Associates

Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Continued:

(Ranked by Total More Inclined to Vote Against the Measure)

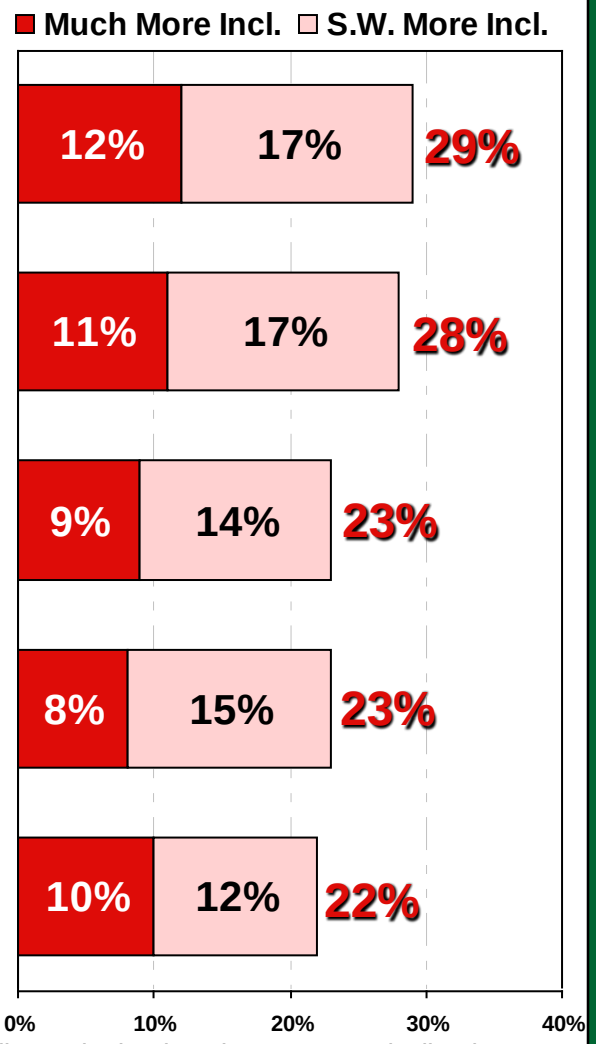
***This measure will be bad for Sonoma County farmers and ranchers. It will take thousands of acres of farm and ranch land out of agricultural use and set them aside for environmental projects.**

***The Open Space District just uses our tax dollars to pay off wealthy landowners. Landowners can get millions of dollars of our tax money in exchange for nothing more than an agreement not to develop their land.**

***The Open Space District has been wasting our money. They have mainly spent the money on remote, rural land that is under no threat of development and that no one will ever visit.**

***Over the past 15 years, the Open Space District has protected 67 thousand acres of land. We do not need to spend more tax money to protect even more land.**

Our taxes are too high already. By voting no on this measure, we can reduce sales taxes.



*13. I am going to read you a list of arguments against the ballot measure we have been discussing. Please tell me whether it makes you more inclined to vote against the measure. *Split Sample*

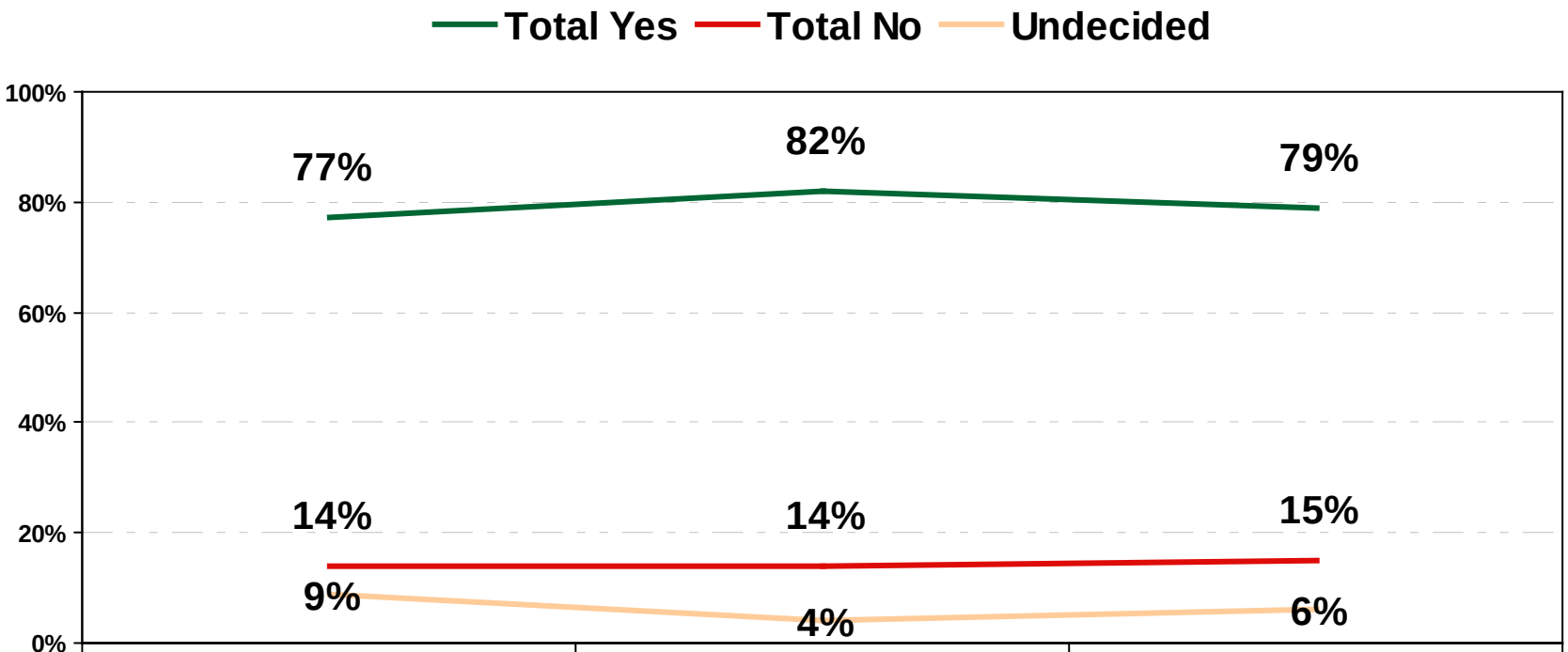
Fairbank, Maslin, Maullin & Associates

Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Overall, messages have little impact on support.



	Initial Vote	Vote After Positives	Vote After Negatives
Total Yes	77%	82%	79%
Total No	14%	14%	15%
Undecided	9%	4%	6%

5/12/14. If the election were held today, would you vote yes in favor of it or no to oppose this ballot measure?

Segmenting the Electorate

Consistent Definite Yes Voters	No Voters	Swing Voters
43% of the Electorate	*18% of the Electorate*	*39% of the Electorate*
College-educated women	Republicans (esp. men, age 50+)	Independents
Democrats	High school or less	Non-college women
Supervisory District 5	Supervisory District 4	Supervisory District 2
Income under $50K	Voters in their 30's	Petaluma
Men under 50	Voters age 65-74	Post-graduate education
Latinos		College-educated men
Non-college men		Election Day voters
Women age 50+		

Conclusions:

- Voters overwhelmingly support the reauthorization of sales tax funding for SCAPOSD.
- That support cuts across nearly all demographic and geographic subgroups of the electorate.
- The broad support for the measure likely stems from widespread concern about the County's growth, and its consequences, and also from the high regard in which SCAPOSD is held.
- While lower-propensity voters are more likely to support the sales tax reauthorization, support appears to be solid at any potential election date.

Conclusions (Cont.):

- **Water quality and supply are clearly voters' highest priorities for use of money from the measure.**
- **Most voters are willing to use revenue from the measure for operations and maintenance, as well as acquisition.**
- **Arguments stressing water quality, leaving a legacy for future generations, and the urgency of acting now are generally most persuasive.**
- **<u>Given a well-run campaign and only minimal opposition, the prospects for reauthorizing the tax are very good.</u>**

SONOMA COUNTY
AGRICULTURAL PRESERVATION & OPEN SPACE
DISTRICT

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

August 24, 2005

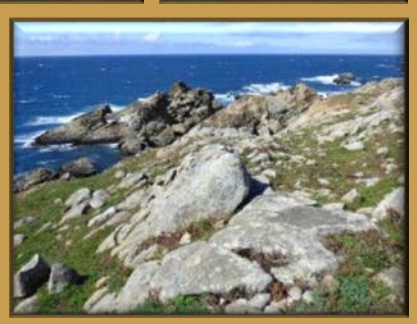
Presented by:
David Metz

Fairbank, Maslin, Maullin & Associates
Opinion Research & Public Policy Analysis

Santa Monica, CA – Oakland, CA – Madison, WI – Mexico City

220-1872

SONOMA COUNTY
AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT



Public Perspectives on the Sonoma County Agricultural Preservation and Open Space District

Key Findings from a Countywide Voter Survey Conducted April 4-9, 2017

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

320-724

Survey Methodology

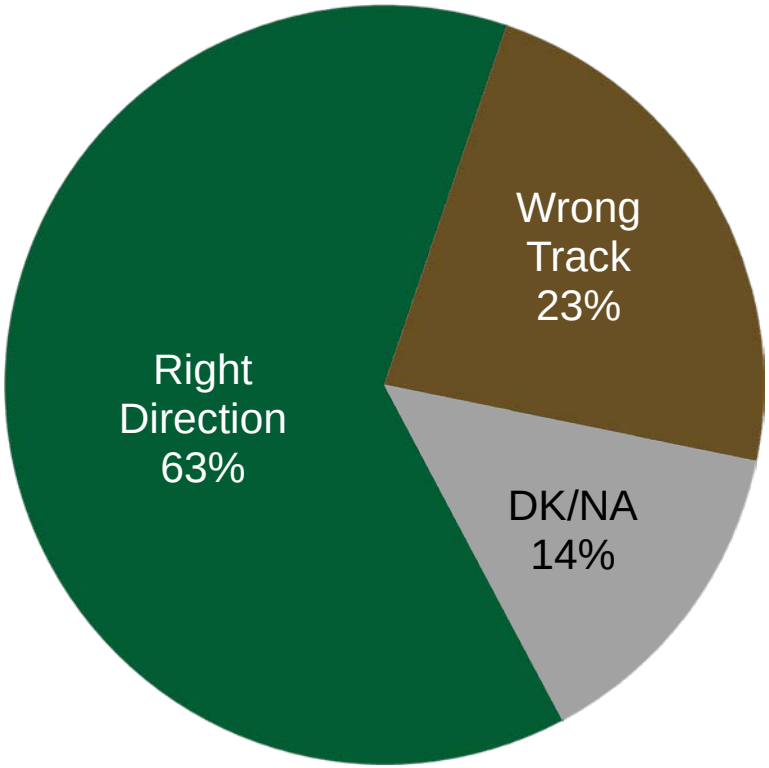
- 803 telephone interviews with voters in Sonoma County
- Interviews conducted April 4-9, 2016
- Interviews on landlines and cell phones in English and in Spanish
- Margin of sampling error of +/- 3.5% at the 95% confidence level
- Some percentages may not sum to 100% due to rounding
- Select comparisons to data from 2005, 2006, 2012, 2015 and 2016

SONOMA COUNTY
AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT

Issue Context

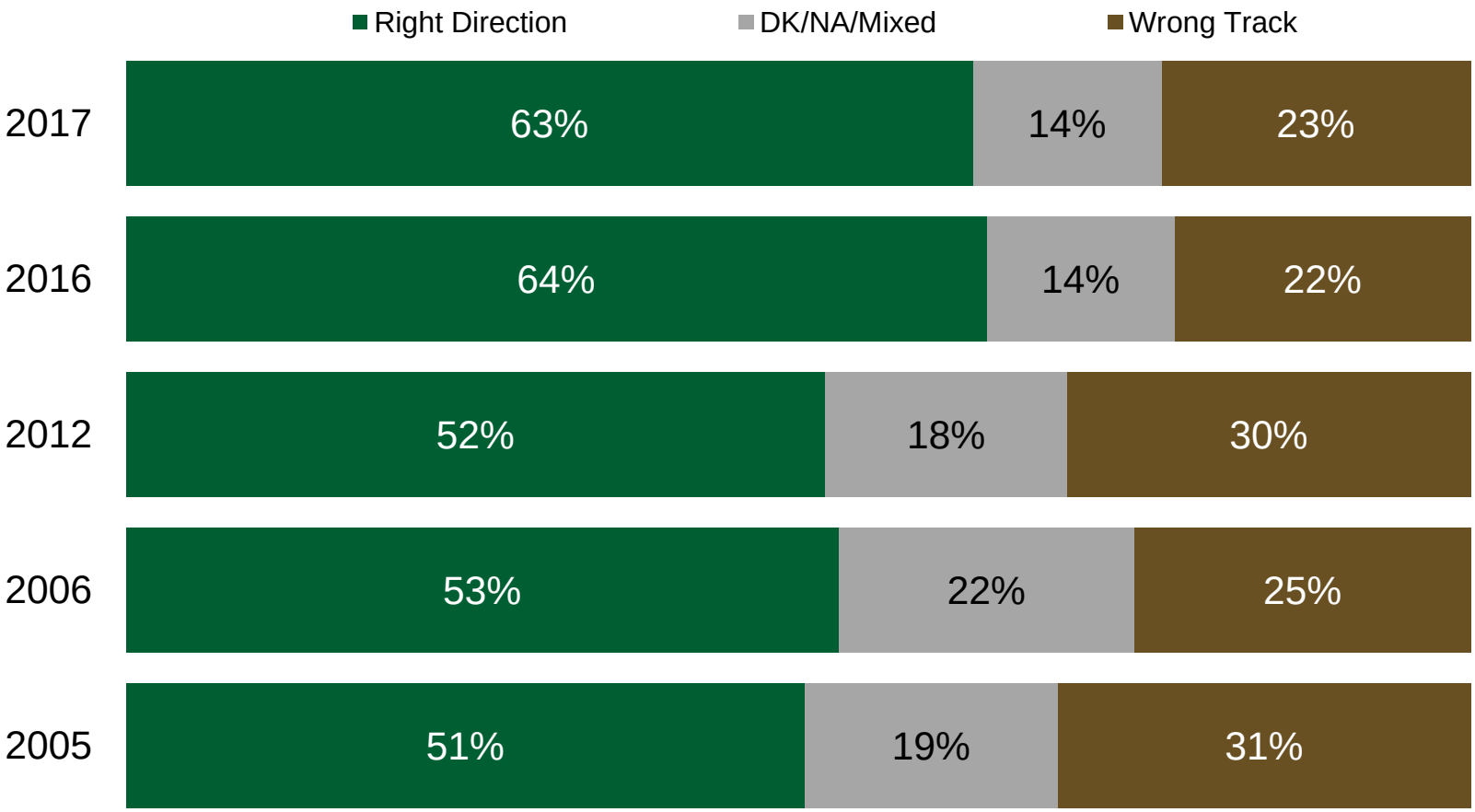
Over three in five voters think Sonoma County is headed in the right direction.

Would you say that things in Sonoma County are generally headed in the right direction, or do you feel that they are pretty seriously off on the wrong track?



Voters feel more positive about the direction of the County relative to prior years.

Would you say that things in Sonoma County are generally headed in the right direction, or do you feel that they are pretty seriously off on the wrong track?

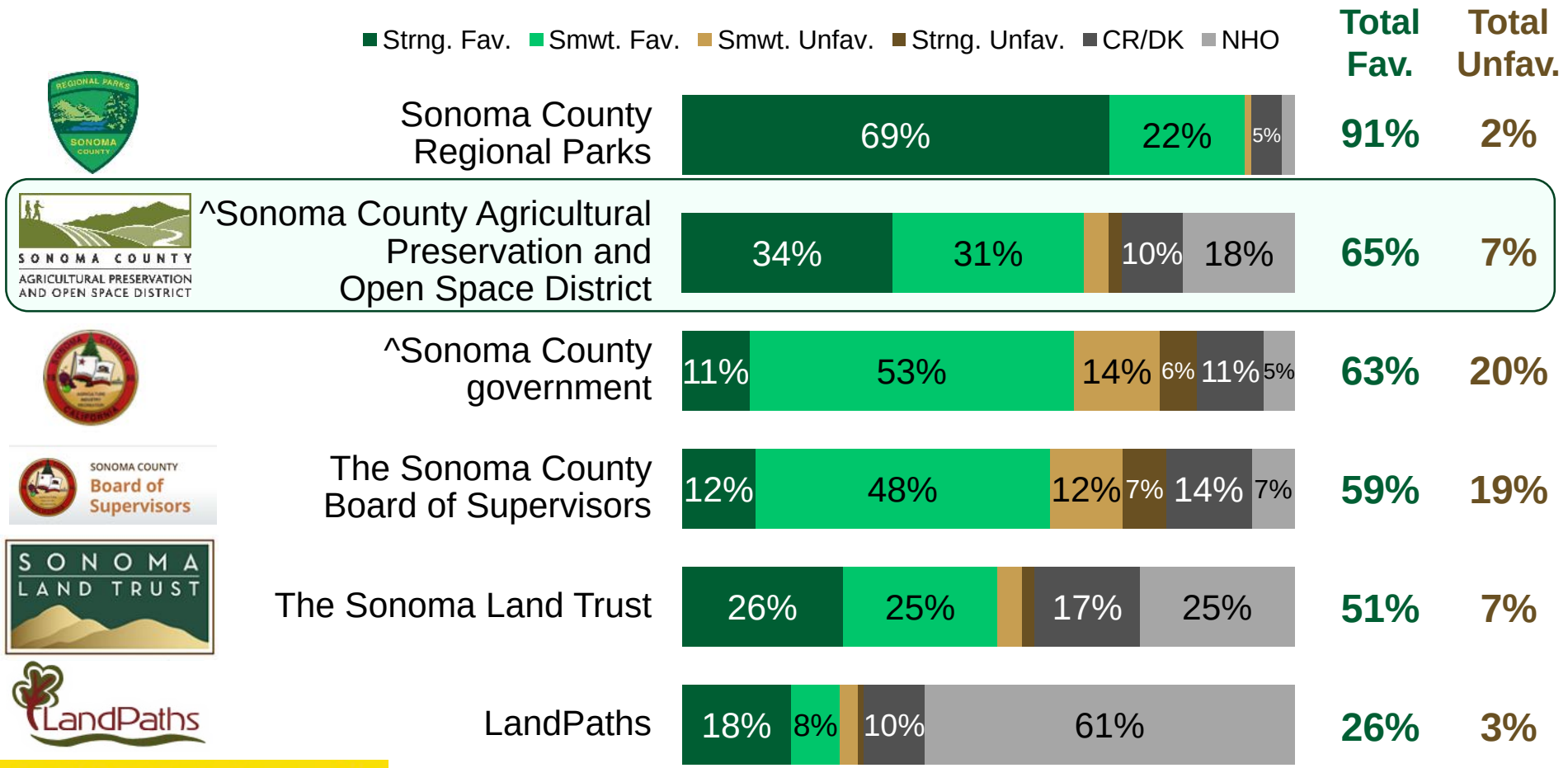


Fairbank, Maslin, Maullin, Metz & Associates – FM3
PUBLIC OPINION RESEARCH & STRATEGY

Q1.

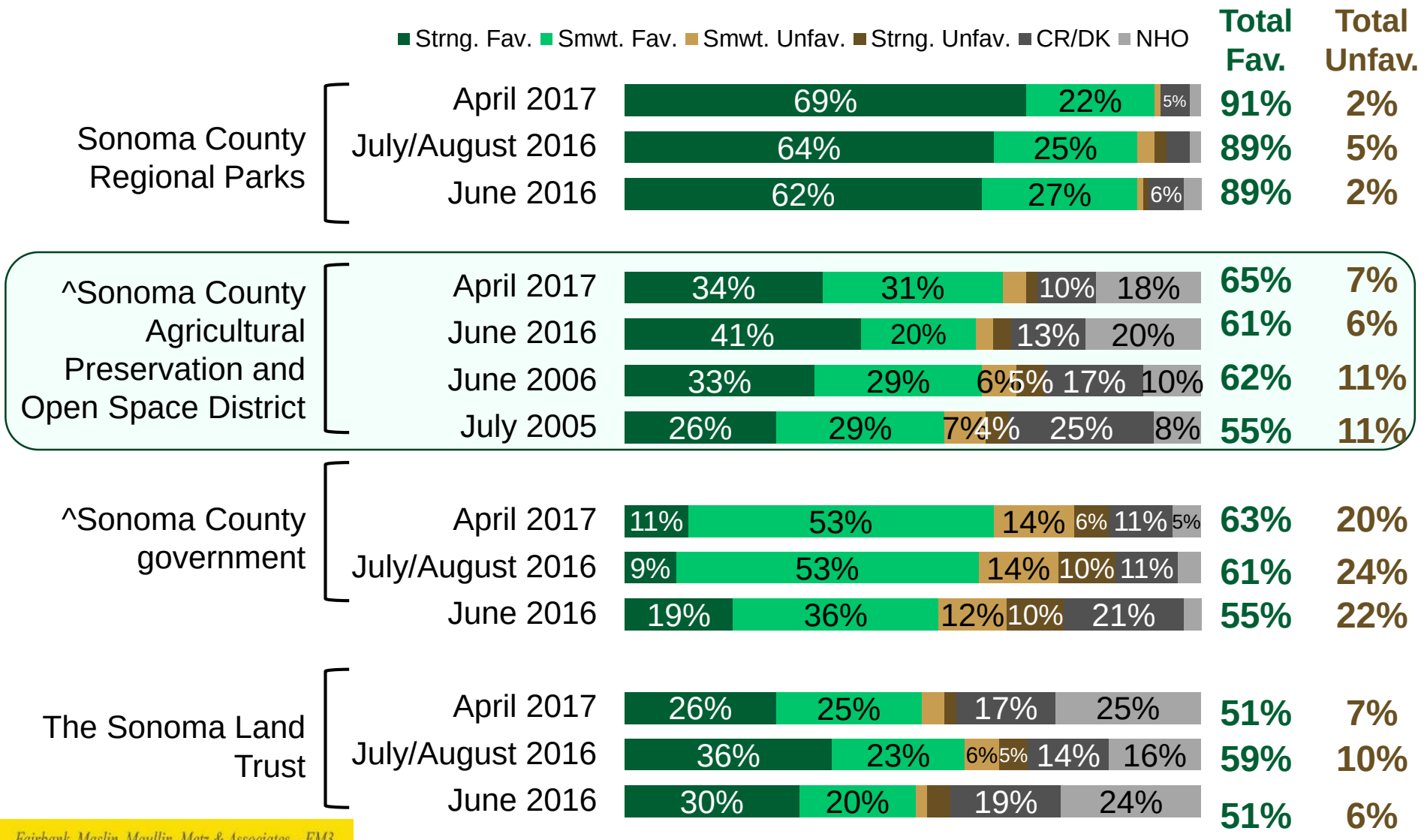
Approximately two-thirds of voters view the district favorably.

I'm going to read you a list of local organizations and public institutions. I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion.



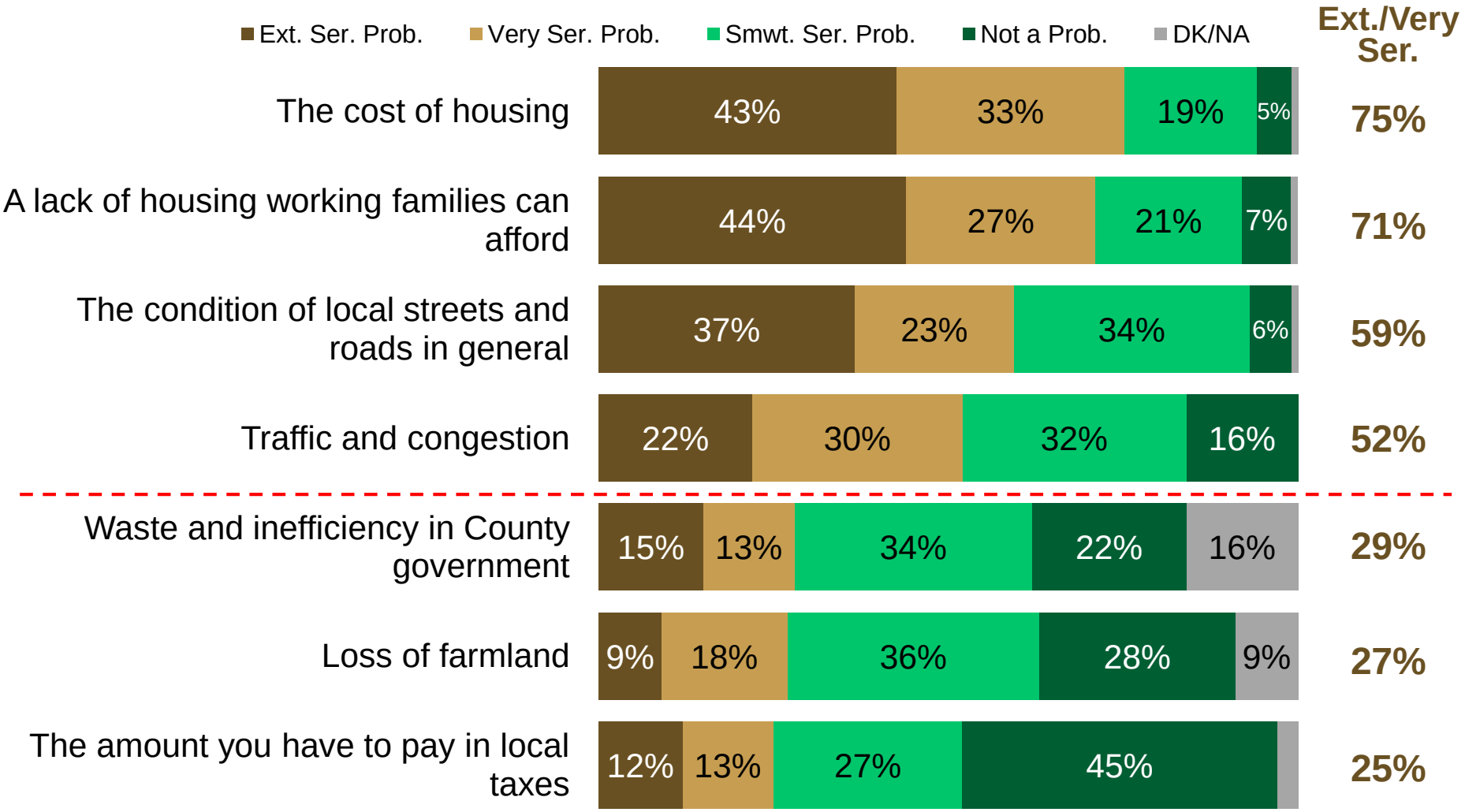
Q2. ^Not Part of Split Sample

Positive perceptions of the District have grown over the past decade.



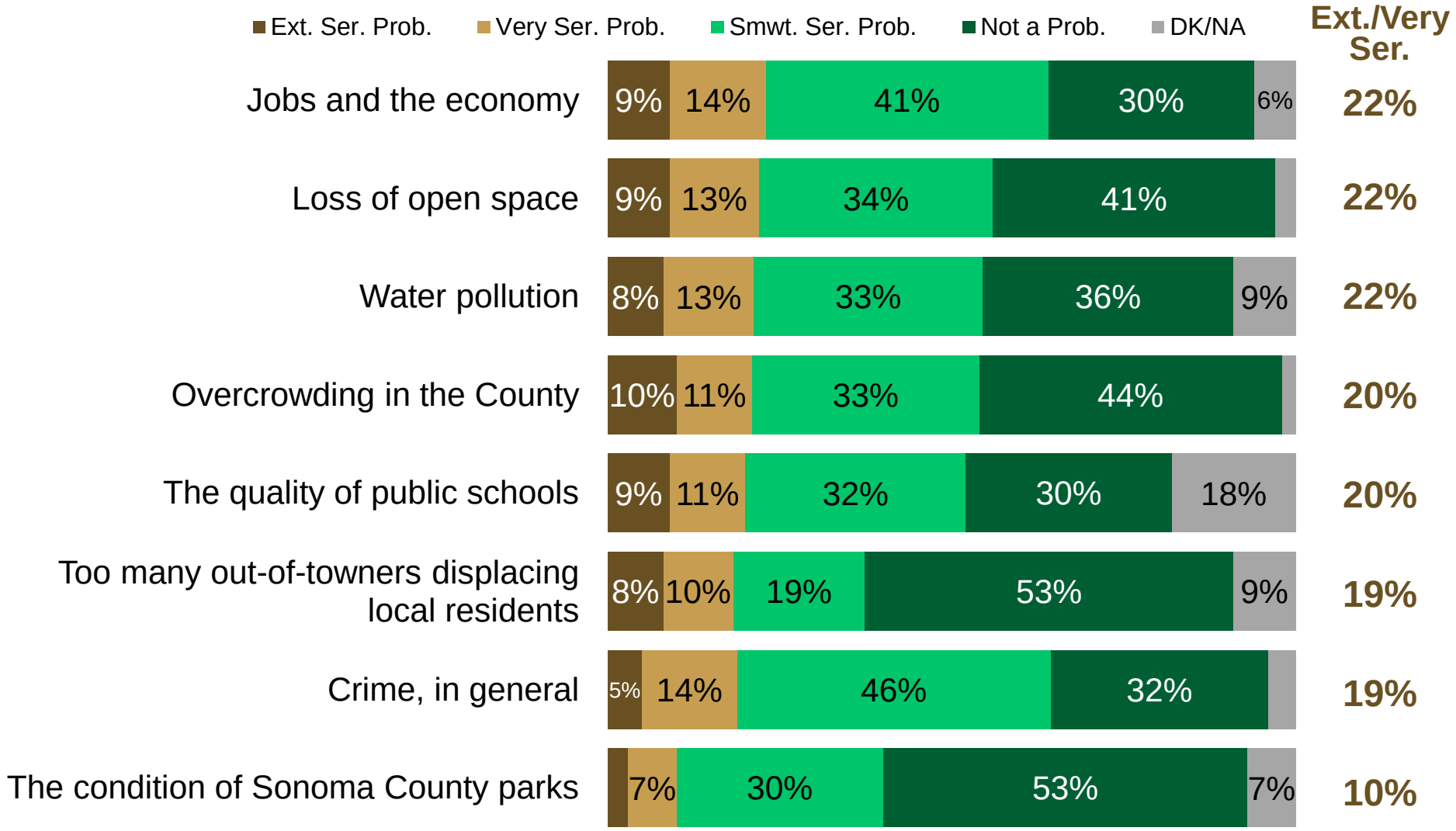
Q2 a/b/c/e. I'm going to read you a list of local organizations and public institutions. I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. ^Not Part of Split Sample

Housing affordability is perceived as the most serious problem facing Sonoma.



Q3. I'm going to read you some issues that some people say may be problems in Sonoma County. Please tell me whether you think each is a problem or not.

The condition of Sonoma parks ranks as the least urgent concern for local voters.



Q3. I'm going to read you some issues that some people say may be problems in Sonoma County. Please tell me whether you think each is a problem or not.

Overall, voters' concerns are far less intense than they were 12 years ago.

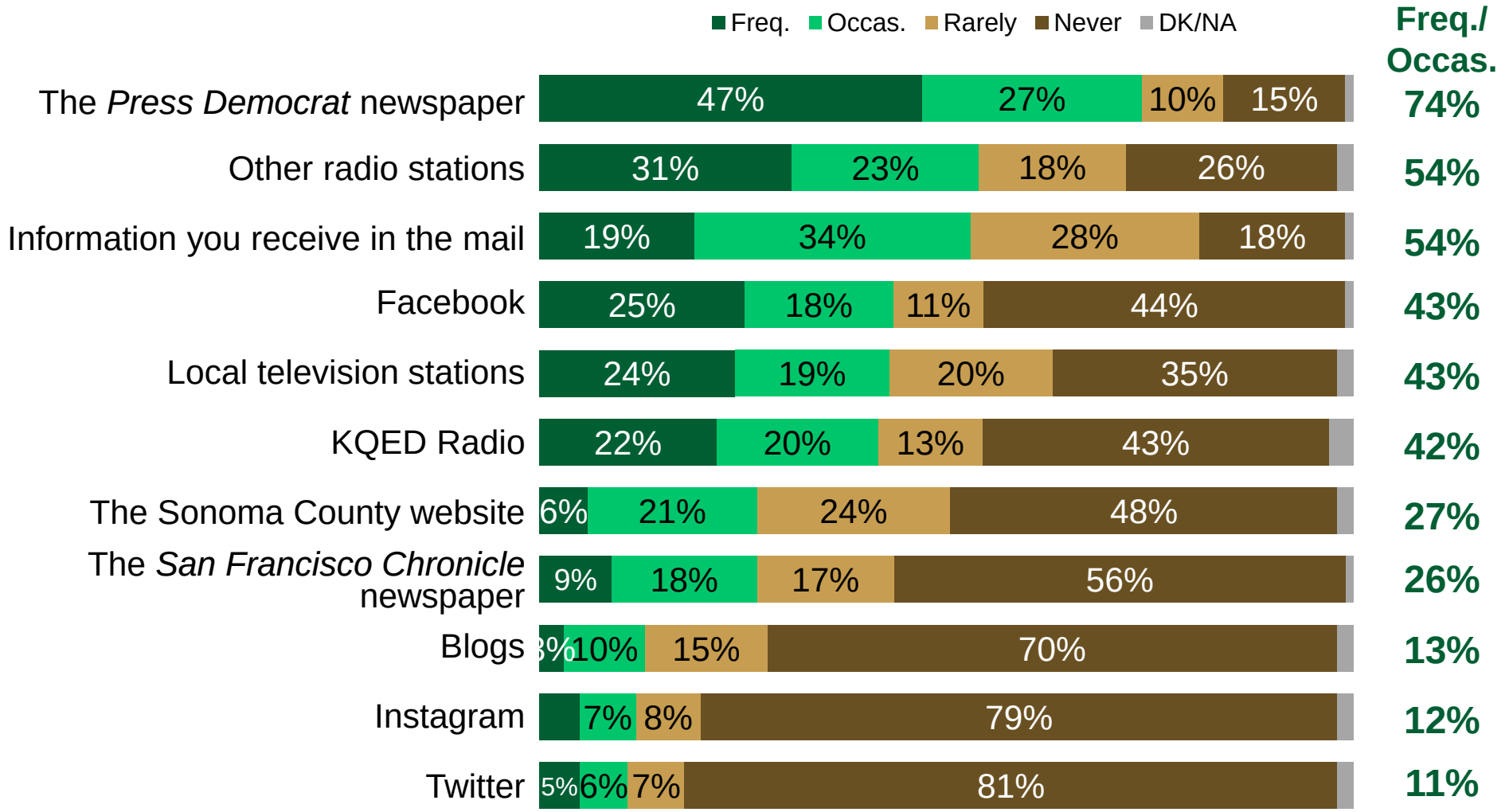
(Extremely/Very Serious Problem)

Issues	July 2005	April 2017	Difference
The cost of housing	84%	**75%**	-9%
Traffic and congestion	83%	**52%**	-31%
Waste and inefficiency in County government	46%	**29%**	-17%
Loss of farmland	46%	**27%**	-19%
The amount you have to pay in local taxes	36%	**25%**	-11%
Jobs and the economy	52%	**22%**	-30%
Loss of open space	58%	**22%**	-36%
The quality of public schools	58%	**20%**	-38%

Q3. I'm going to read you some issues that some people say may be problems in Sonoma County. Please tell me whether you think each is a problem or not.

The *Press Democrat* is voters' primary source of local news.

I'm going to read you a list of sources from which people get information about local issues in Sonoma County. I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never.



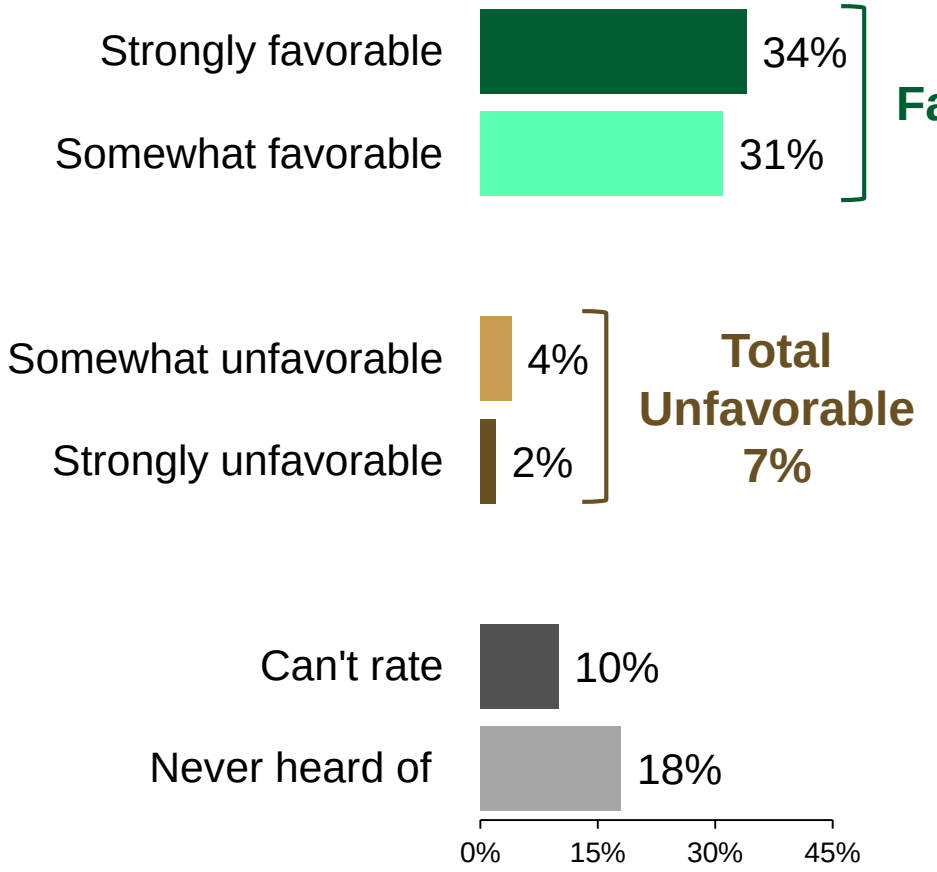
Q12. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never.

SONOMA COUNTY
AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT

Perspectives on the District

Those most likely to view the District favorably are over age 50, Democrats, highly-educated and use trails frequently.

Sonoma County Agricultural Preservation and Open Space District



Demographic Group	Strongly Favorable	% of Sample
All Voters	**34%**	**100%**
Democrats Ages 50+	**45%**	33%
Democratic Women	**44%**	30%
Women Ages 50+	**43%**	33%
Ages 55-59	**41%**	10%
Four-year College or More	**40%**	54%
Use Trails 1+ Times Per Week	**40%**	32%
Four-year College Graduates	**40%**	32%
Post-Graduate Educated	**40%**	22%
Ages 50+	**39%**	59%
Democrats	**39%**	53%
Women	**39%**	52%
Women with No Children	**39%**	38%
Ages 65+	**39%**	30%

Q2a. I'm going to read you a list of local organizations and public institutions. I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion.

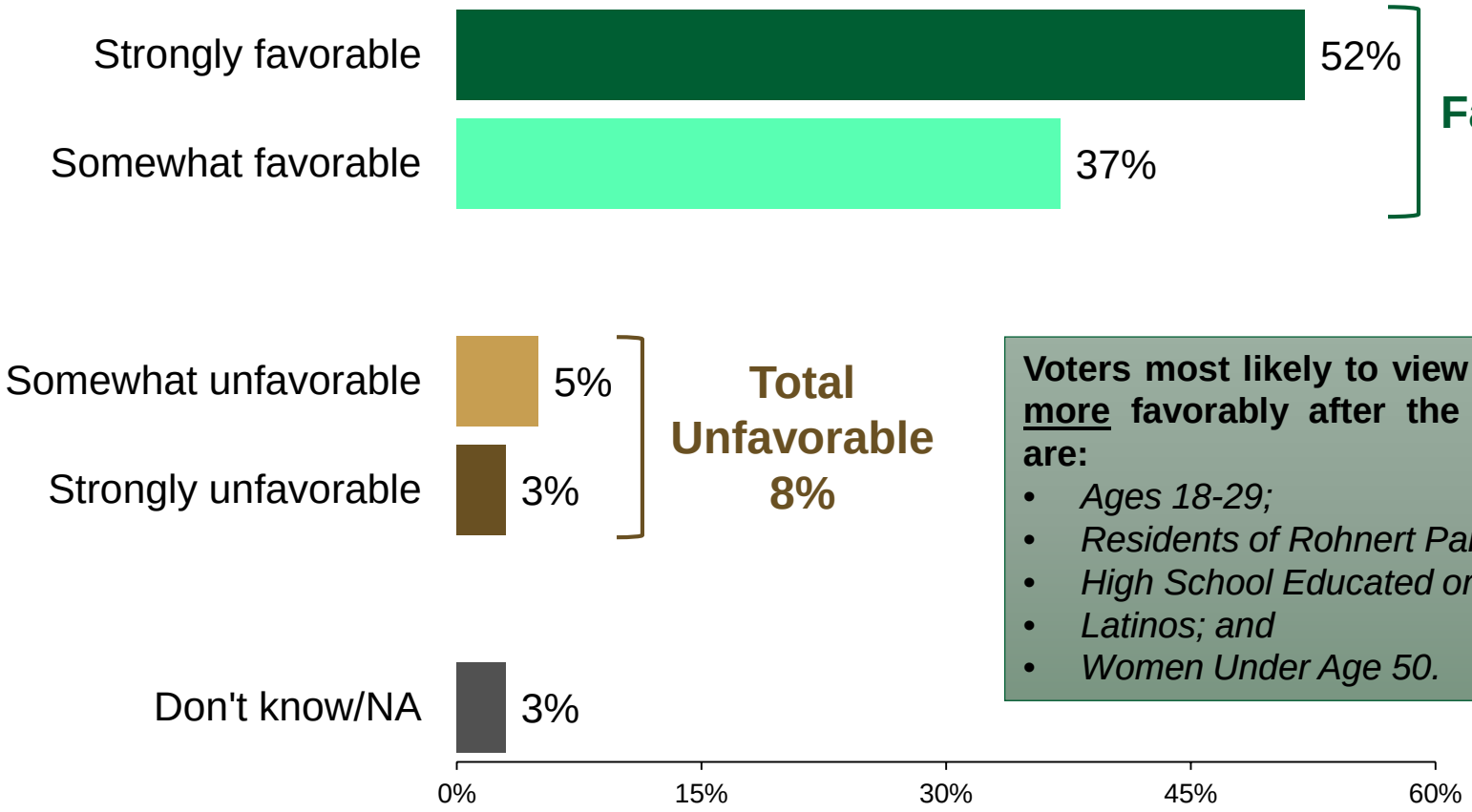
Description of the Sonoma County Agricultural Preservation and Open Space District

In 1990, Sonoma County residents created the Sonoma County Agricultural Preservation and Open Space District to permanently protect the greenbelts, scenic views, farms and ranches and natural areas of Sonoma County. As one of the first organizations in the Country established to protect both agricultural and open space lands, the district has protected over 110,000 acres to benefit people and wildlife.

The district works in close collaboration with a variety of agencies that protect agricultural land, greenbelts, recreational areas, water and wildlife in Sonoma County. It is funded by a voter-approved countywide quarter-cent sales tax, as well as other sources of public funding.

Once voters are introduced to the District, nearly nine in ten view it favorably.

Having heard this, let me ask you again: would you say you have a strong favorable, somewhat favorable, somewhat unfavorable, or strong unfavorable opinion of the Sonoma County Agricultural Preservation and Open Space District?



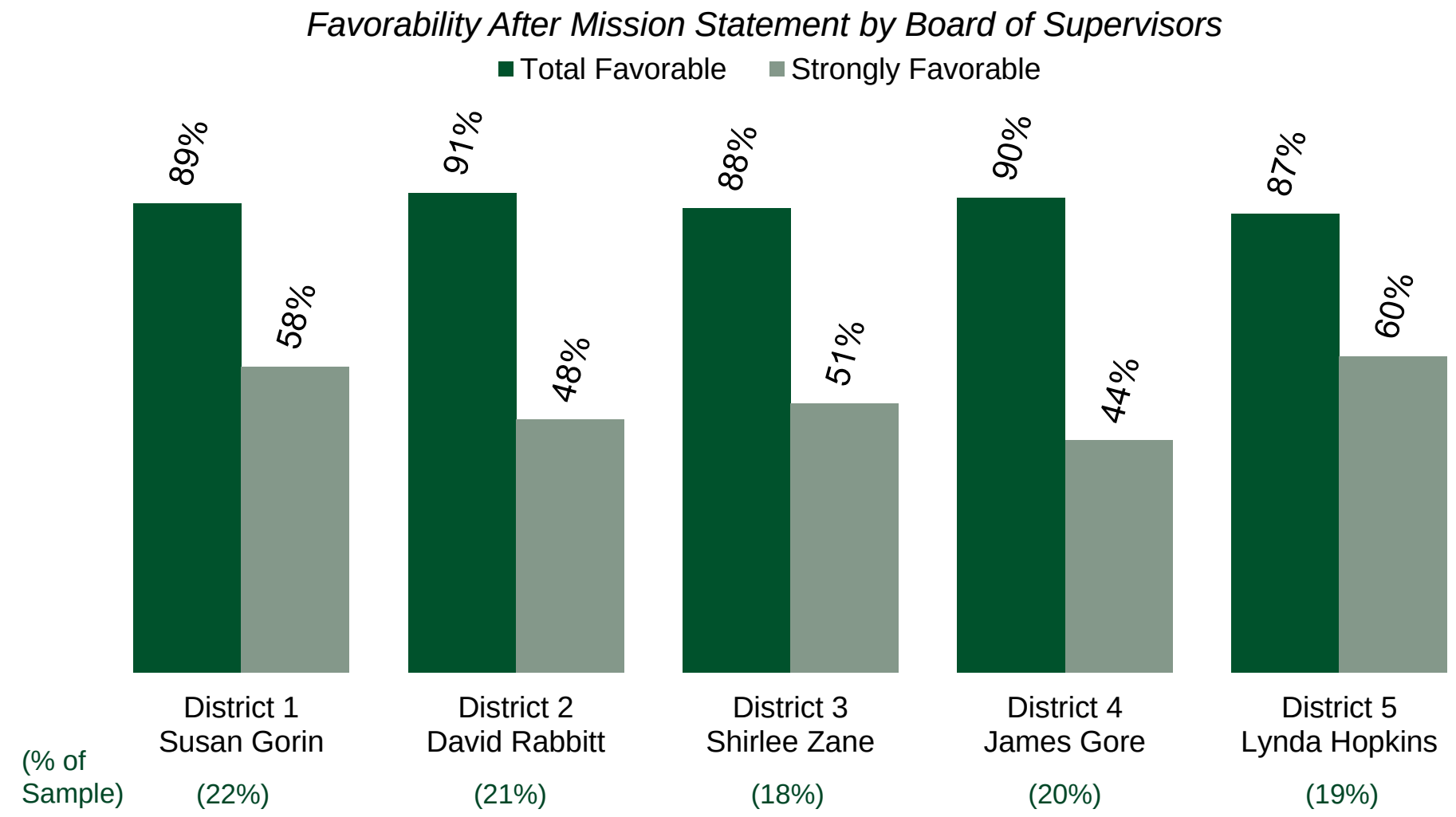
Voters most likely to view the District <u>more</u> favorably after the description are:

- *Ages 18-29;*
- *Residents of Rohnert Park;*
- *High School Educated or Less;*
- *Latinos; and*
- *Women Under Age 50.*

Majorities of all major demographic groups in Sonoma County view the District favorably.

- Large majorities of voters viewed the District favorably, including:
  - 88% of men and 90% of women;
  - 91% of voters age 18-49 and 87% of voters over age 50; and
  - 91% of Democrats, 93% of independents, and 78% of Republicans.
- Those who use trails very frequently are more likely to have a favorable opinion of the District.

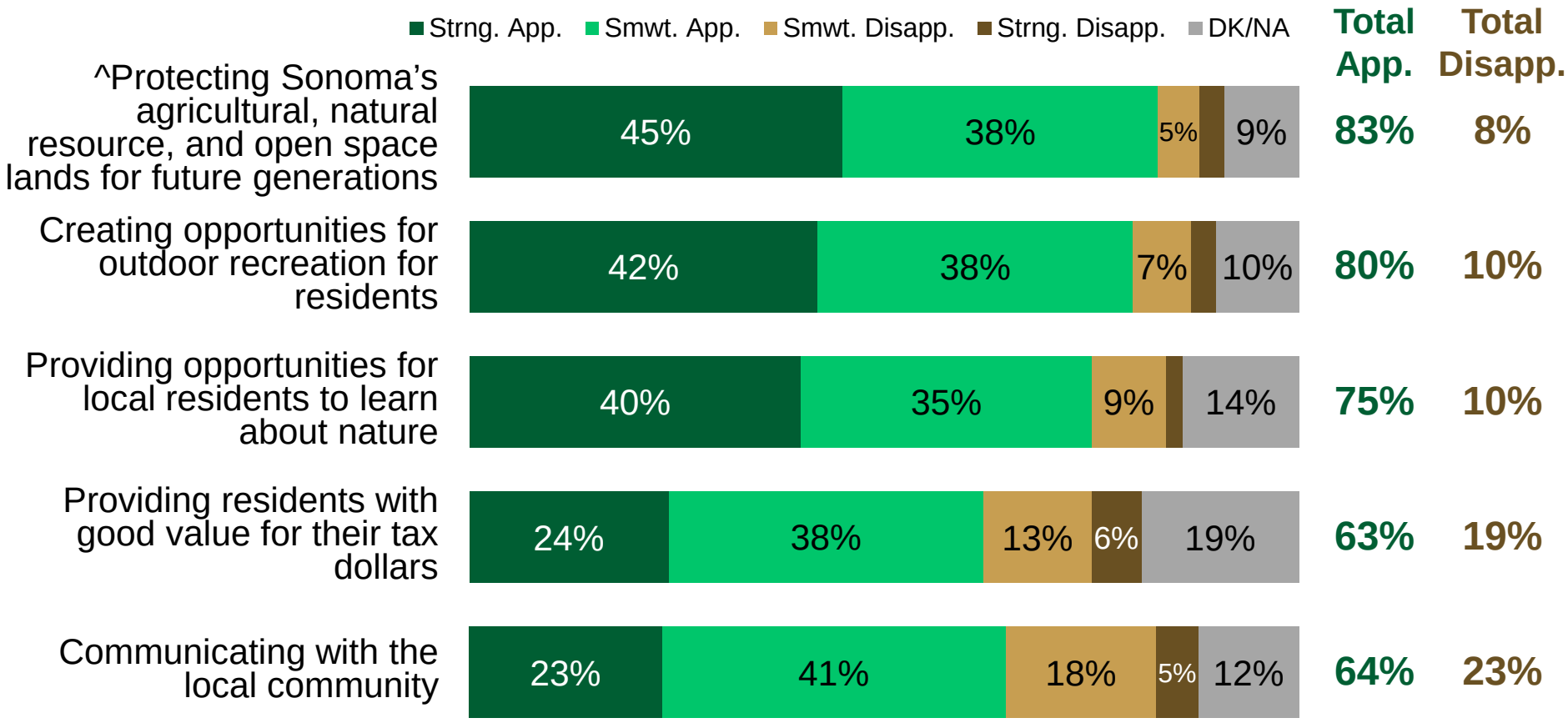
Voters in Districts 1 and 5 are most likely to have a "strongly" favorable opinion of SCAPOSD after the description.



Q5. Having heard this, let me ask you again: would you say you have a strong favorable, somewhat favorable, somewhat unfavorable, or strong unfavorable opinion of the Sonoma County Agricultural Preservation and Open Space District?

Voters highly approve of the District's work protecting Sonoma's resources for future generations and creating opportunities for recreation.

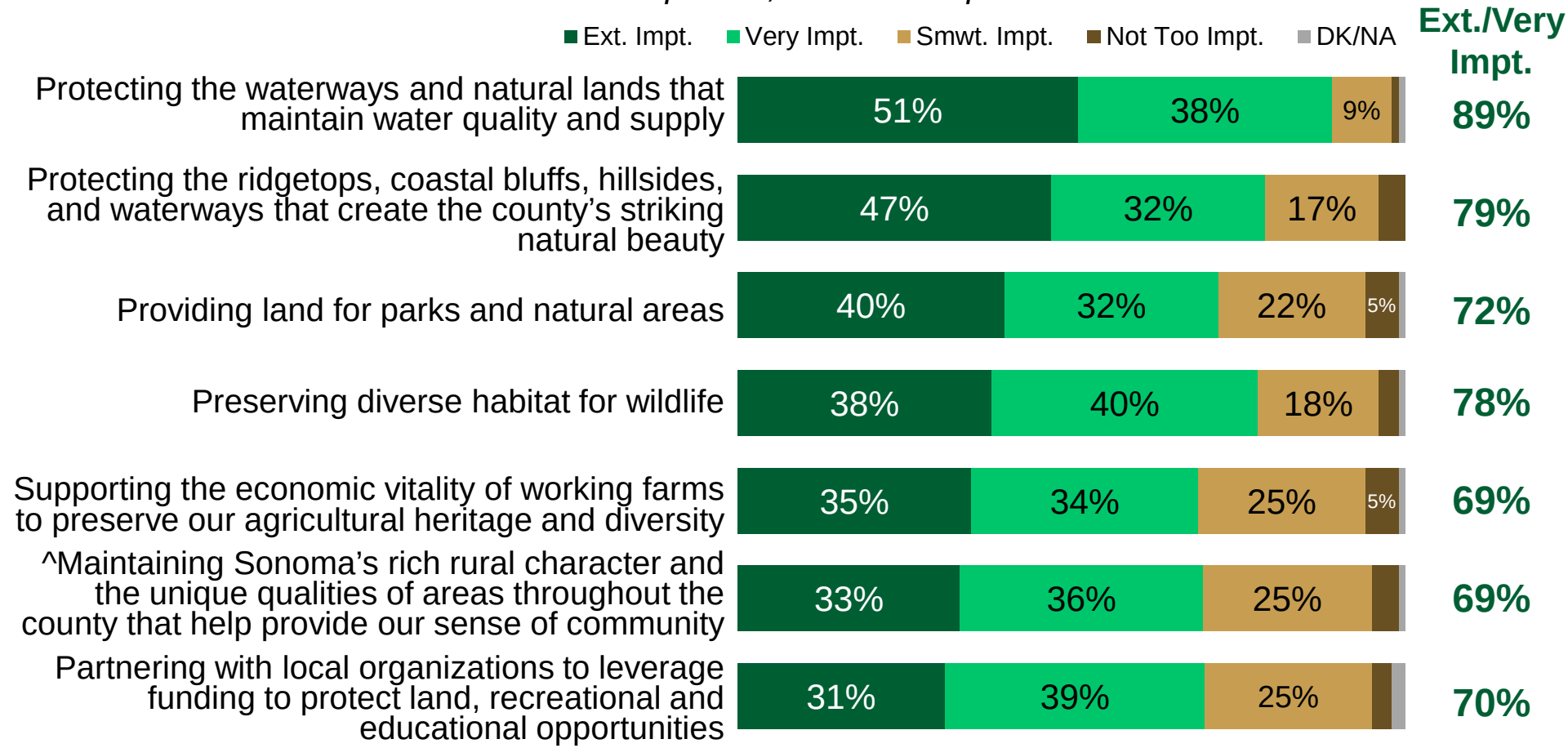
I am going to mention some of the things that the Sonoma County Agricultural Preservation and Open Space District does. Please tell me if you approve or disapprove of the job they are doing in that area.



Q4. ^Not Part of Split Sample

Protecting waterways and the county's natural beauty are seen as the highest-priority goals for the District.

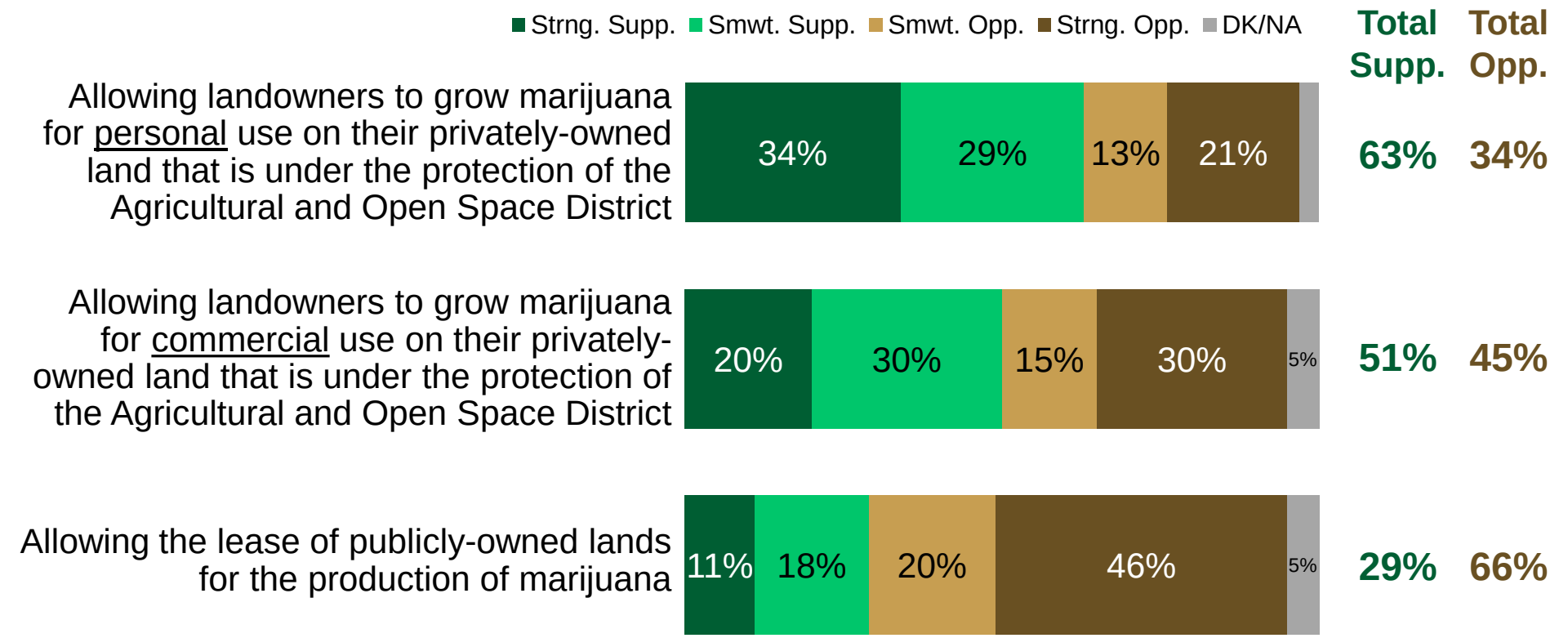
I am going to read you a list of potential goals the District is considering setting for itself. Please tell me if you think it is extremely important, very important, somewhat important, or not too important.



Q6. ^Not Part of Split Sample

Voters are far more likely to be supportive of allowing the use of privately-owned land for marijuana cultivation than the use of publicly-owned land.

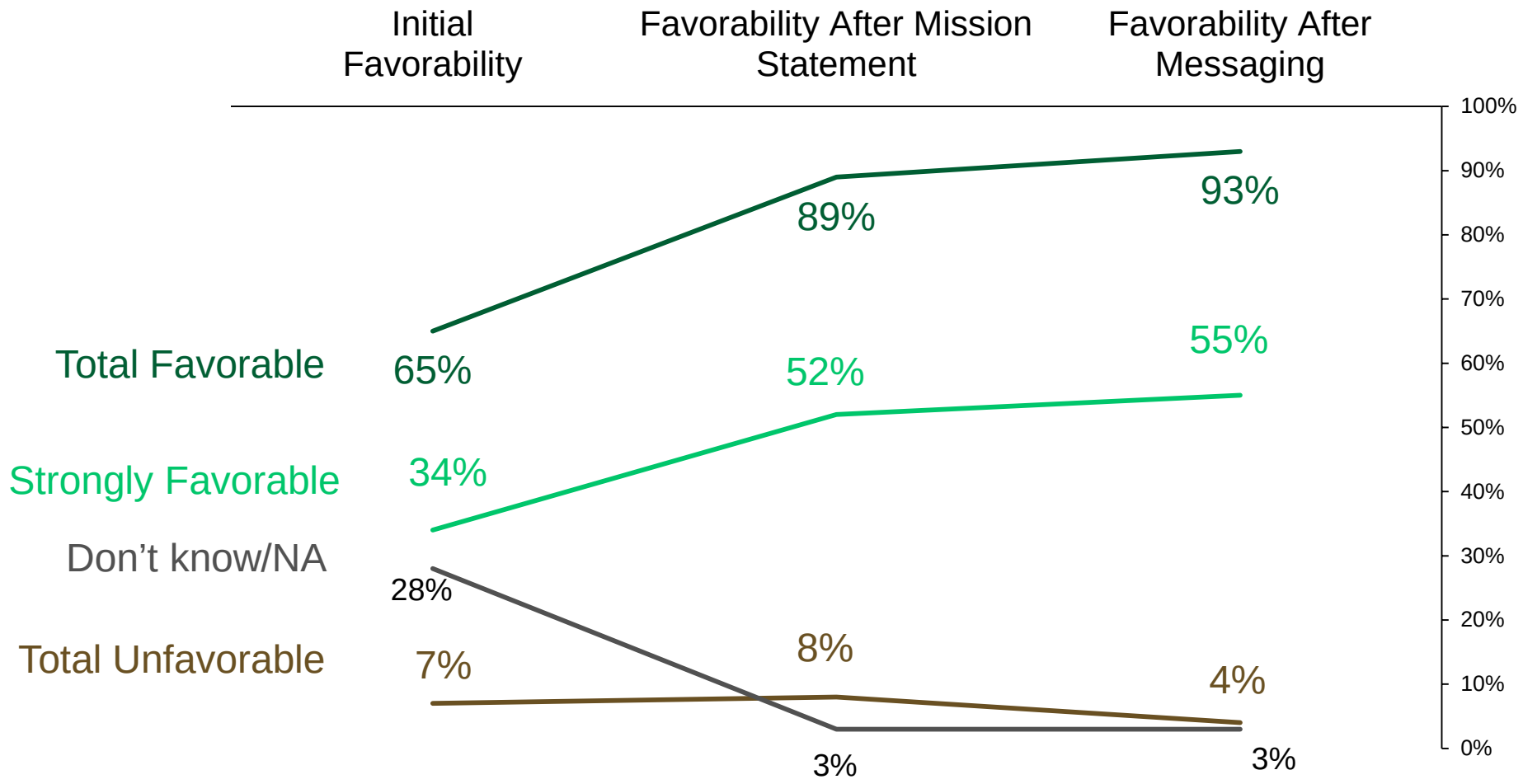
As a result of the November 2016 election, California legalized the possession and personal use of marijuana. I am going to read you a series of proposals that have been made for regulating marijuana production in Sonoma County; please tell me whether you support or oppose each one.



SONOMA COUNTY
AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT

Identifying Targets for District Communications

Favorability increased dramatically once voters learned more about the District.

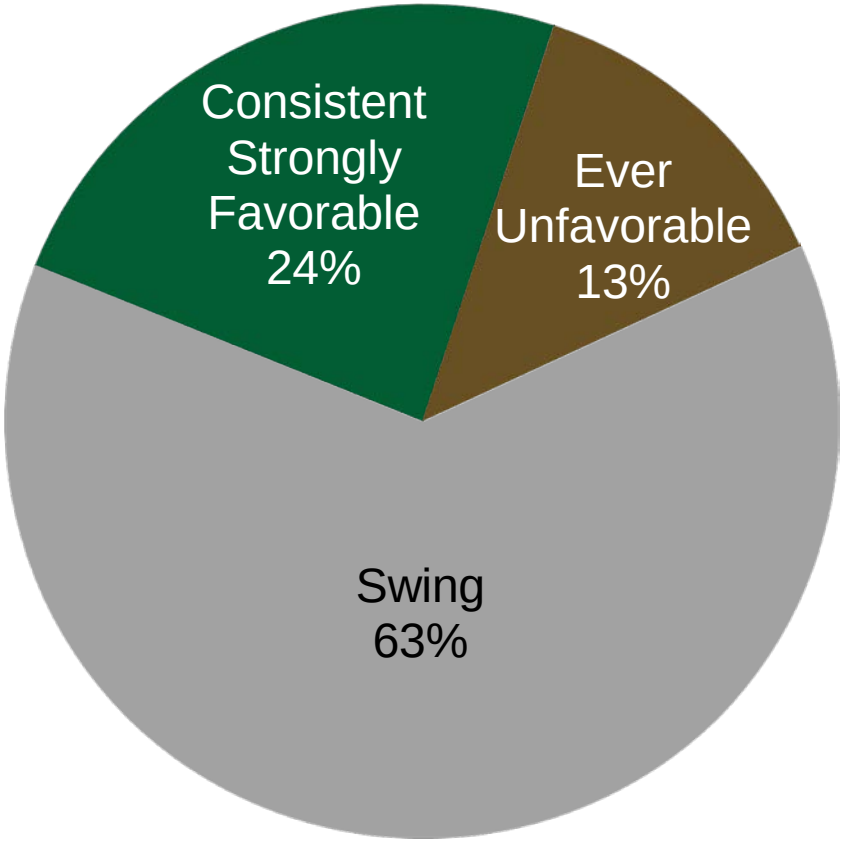


Q2a/Q5/Q11. Would you say you have a strong favorable, somewhat favorable, somewhat unfavorable, or strong unfavorable opinion of the Sonoma County Agricultural Preservation and Open Space District?

Segmenting the Electorate by Perceptions of the District

- **Consistent Strongly Favorable:** Voters who consistently indicated they have a strongly favorable opinion of the District.
- **Ever Unfavorable:** Voters who indicated they at any time that they have an unfavorable opinion of the District.
- **Swing:** Voters who do not fall into any of the other categories – remaining consistently undecided or switching positions.

The following slide shows demographic groups that *disproportionately* fall into one category or the other.



Demographic Profile of the Segments

Consistently Strongly Favorable	Swing	Ever Unfavorable
24% of the Electorate	**63% of the Electorate**	**13% of the Electorate**
Democrats Ages 50+	Ages 18-29	Republicans Ages 50+
Democratic Women	Men Ages 18-49	Republican Men
Post-Graduate Educated	Latinos	Republicans
Use Trails 1+ Times Per Week	Democrats Ages 18-49	Republican Women
HH Income $90,000-$120,000	Ages 18-49	Republicans Ages 18-49
Ages 50-54	High School Educated	Use Trails Almost Never/Never
Four-year College or More	Voters of Color	Election Day Voters
Democrats	Democratic Men	High School Educated
Women Ages 50+	Rohnert Park	Ages 55-59
Four-year College Graduates	Some College or Less	Men Ages 50+
Women	District 4 - James Gore	Use Trails Several Times a Year
Women with No Children	Independents Ages 18-49	District 2 - David Rabbitt
District 1 - Susan Gorin	Independent Women	Petaluma
District 5 - Lynda Hopkins	Republicans Ages 18-49	Ages 50+
Age 65-74	Use Trails Several Times a Month	Ages 50-64

The demographic profile of those likely to move to view the district more favorably after exposure to messaging is...

Demographic Groups	Intensity Movers	% of Sample
All Voters	**45%**	**100%**
Ages 18-29	**65%**	14%
Rohnert Park	**60%**	8%
Latinos	**59%**	12%
Democrats Ages 18-49	**58%**	20%
High School Educated	**56%**	17%
Women Ages 18-49	**55%**	19%
Voters of Color	**55%**	16%
Republicans Ages 18-49	**55%**	6%
Ages 18-49	**54%**	41%
District 3 - Shirlee Zane	**54%**	18%
Men Ages 18-49	**53%**	22%
Some College or Less	**51%**	44%
Moms	**50%**	13%
Republican Women	**50%**	10%

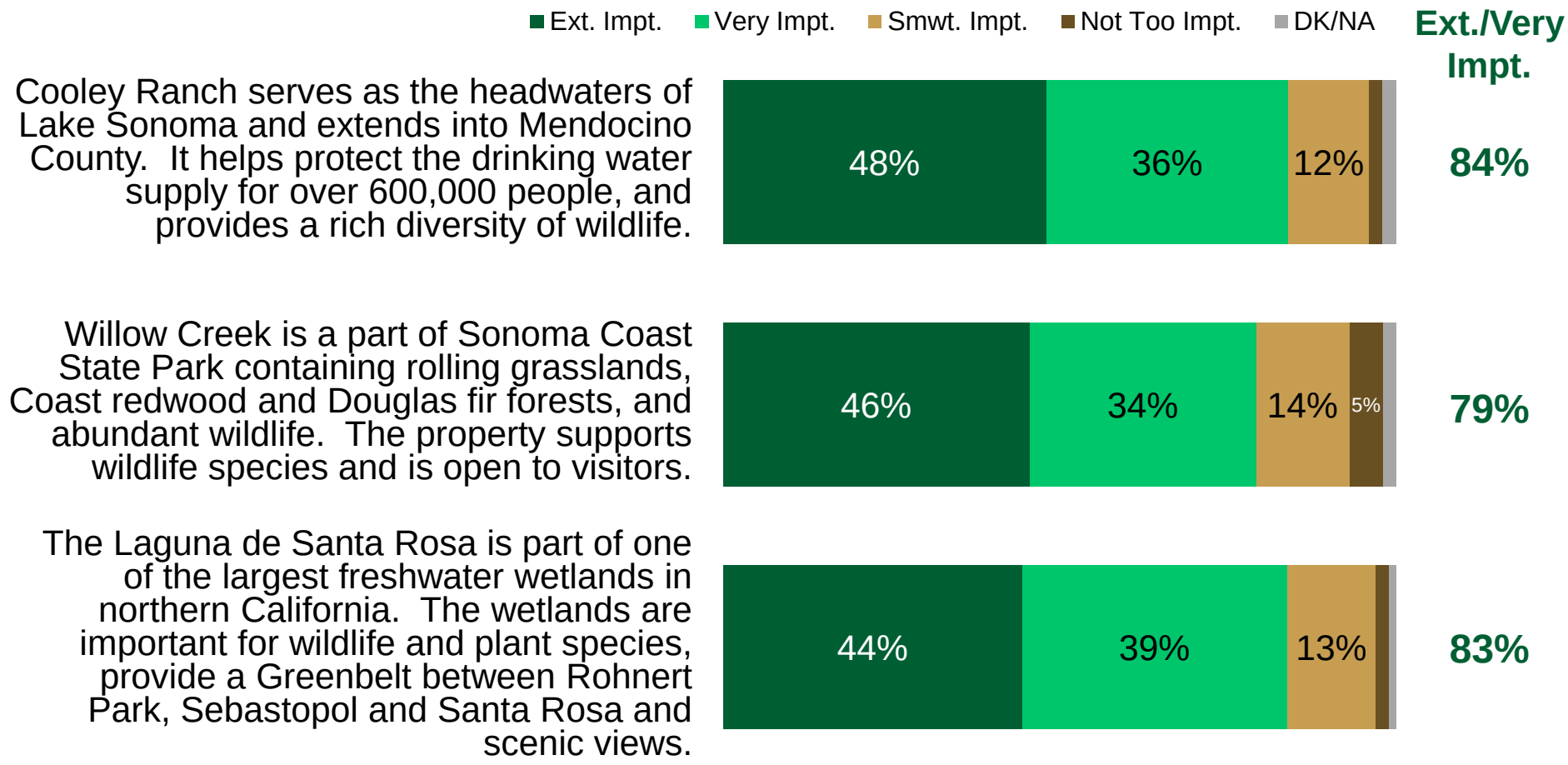
SONOMA COUNTY
AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT

Messaging

Exploring Elements of Messaging

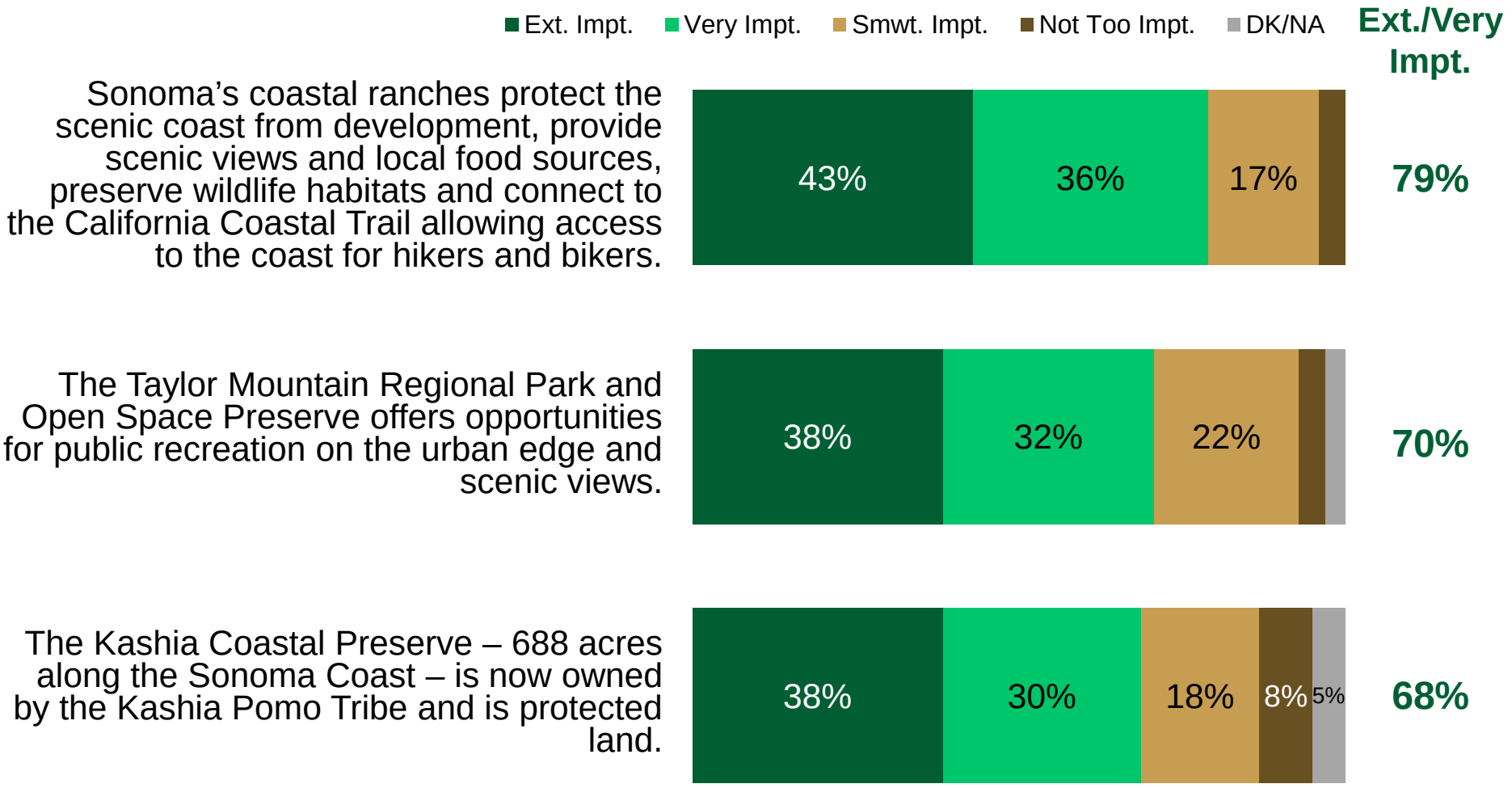
- Three questions gathered voters' reactions to elements of messaging:
  1. *One presented a list of the District's accomplishments and asked voters to rate their importance;*
  2. *Another presented a list of benefits provided by the District's work and asked voters to rate the importance of these benefits; and*
  3. *A third presented messages highlighting positive aspects of the District's work, and asked voters to indicate each message's impact on perceptions of the district.*

Cooley Ranch, Laguna de Santa Rosa, Willow Creek and Sonoma's coastal ranches are seen as the District's greatest accomplishments.



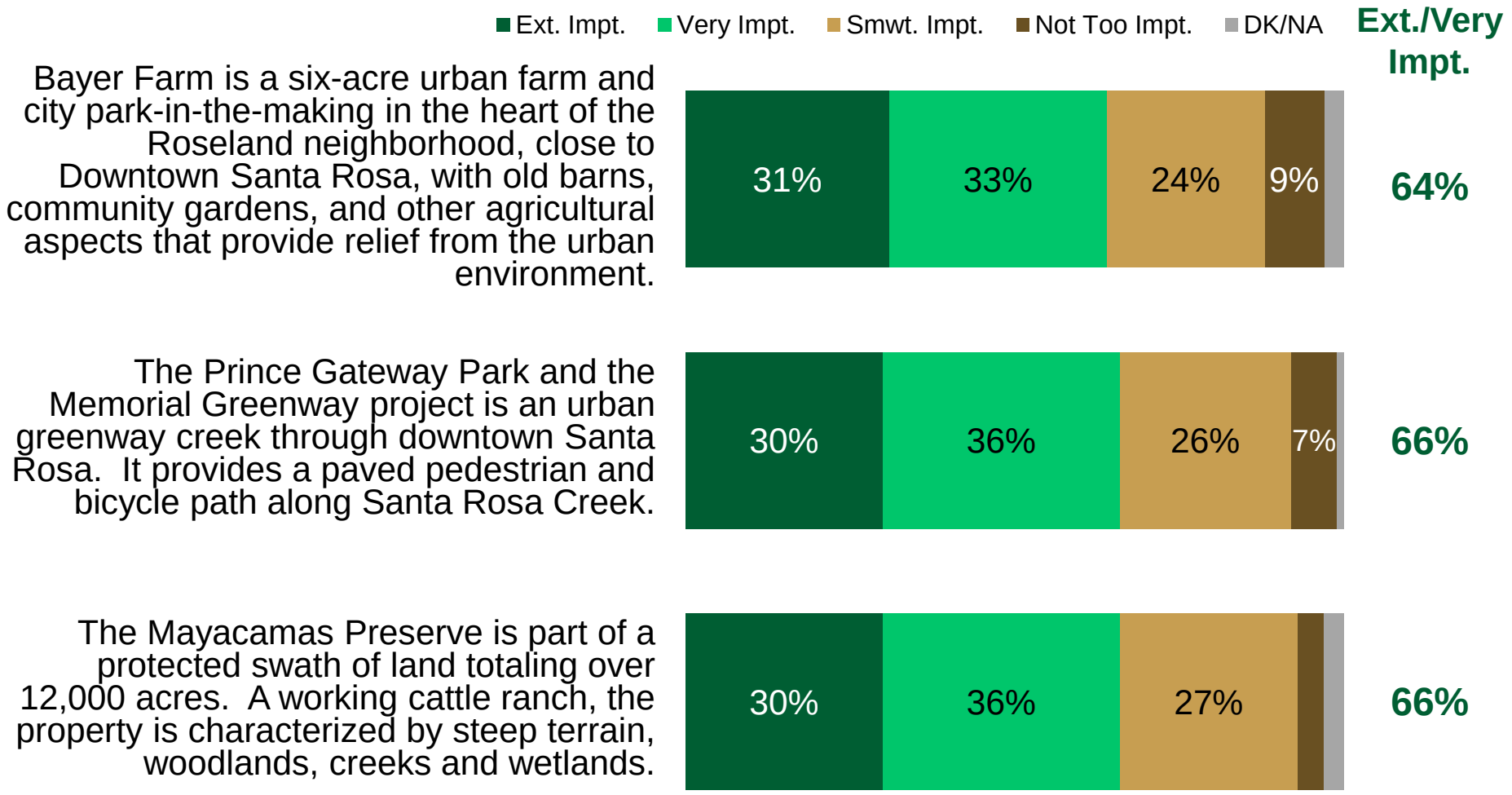
Q7. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve – including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County. Split Sample

Voters also highly value the County's coastal ranches, Taylor Mountain, and the Kashia Coastal Preserve.



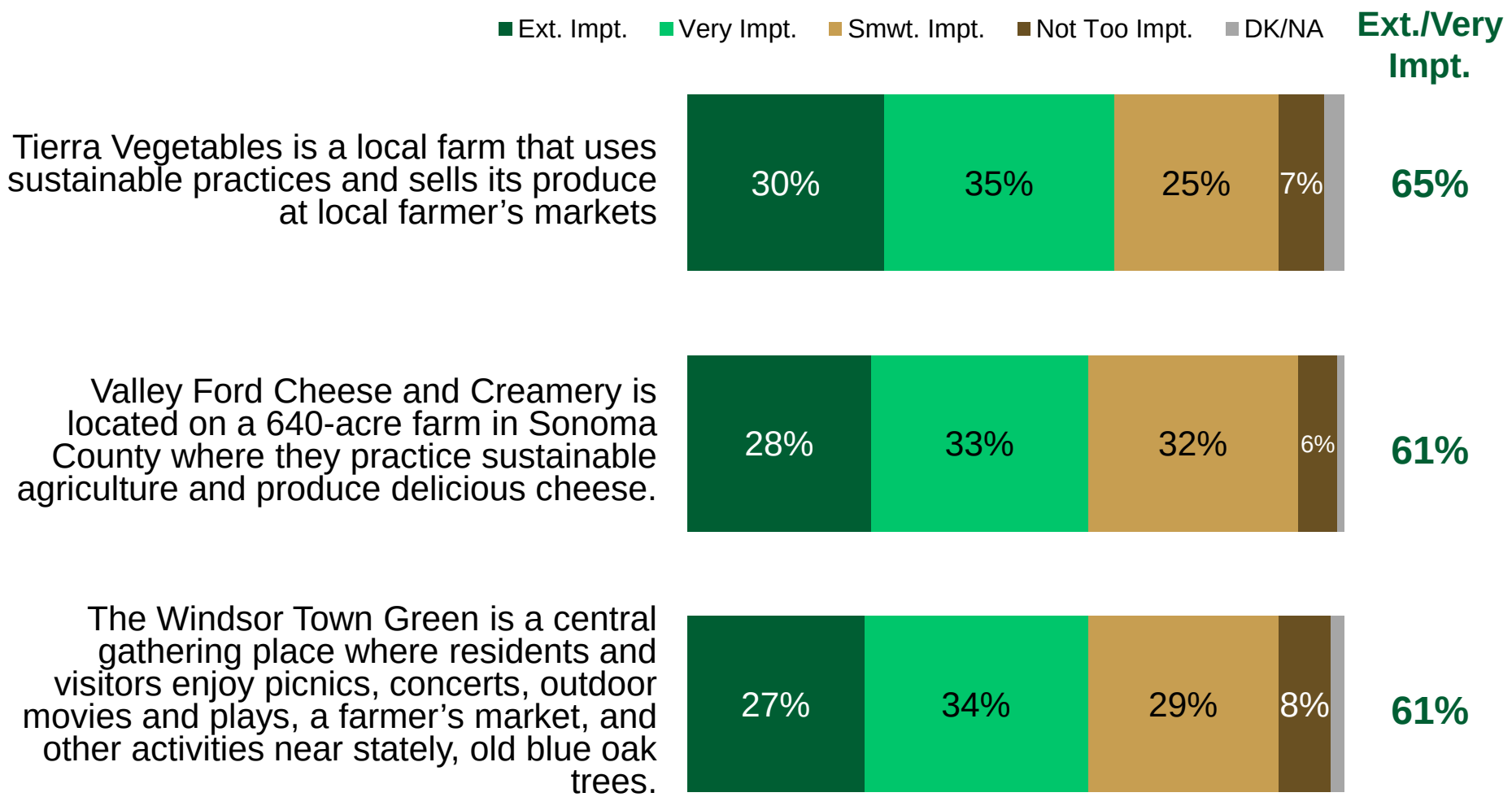
Q7. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve – including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County. Split Sample

Bayer Farm, Prince Gateway Park, and the Mayacamas Preserve are important to majorities.



Q7. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve – including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County. Split Sample

Majorities also valued local farms, creameries and the Windsor Town Green.



Q7. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve – including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County. Split Sample

Votes who viewed the District more favorably over the course of the survey valued Cooley Ranch strongly.

(Extremely/Very Important)

Projects	All Voters	Intensity Movers
Cooley Ranch serves as the headwaters of Lake Sonoma and extends into Mendocino County. It helps protect the drinking water supply for over 600,000 people, and provides a rich diversity of wildlife.	**84%**	87%
The Laguna de Santa Rosa is part of one of the largest freshwater wetlands in northern California. The wetlands are important for wildlife and plant species, provide a Greenbelt between Rohnert Park, Sebastopol and Santa Rosa and scenic views.	**83%**	82%
Willow Creek is a part of Sonoma Coast State Park containing rolling grasslands, Coast redwood and Douglas fir forests, and abundant wildlife. The property supports wildlife species and is open to visitors	**79%**	78%
Sonoma's coastal ranches protect the scenic coast from development, provide scenic views and local food sources, preserve wildlife habitats and connect to the California Coastal Trail allowing access to the coast for hikers and bikers.	**79%**	78%
The Taylor Mountain Regional Park and Open Space Preserve offers opportunities for public recreation on the urban edge and scenic views.	**70%**	69%
The Kashia Coastal Preserve – 688 acres along the Sonoma Coast – is now owned by the Kashia Pomo Tribe and is protected land.	**68%**	68%

Q7. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve – including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County. Split Sample

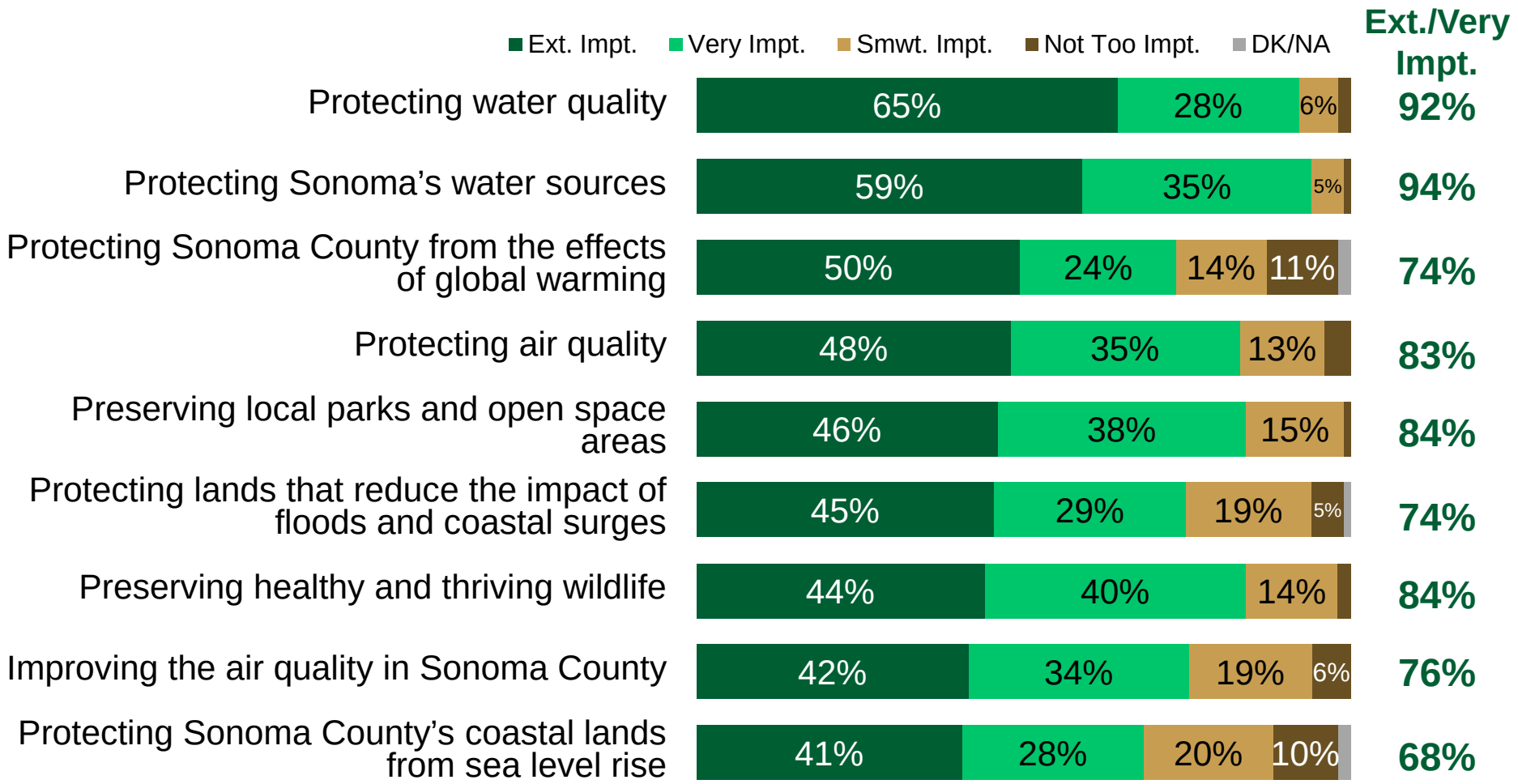
Movers tend to value projects similarly to all other voters.

(Extremely/Very Important)

Projects	All Voters	Intensity Movers
The Prince Gateway Park and the Memorial Greenway protect is an urban greenway creek through downtown Santa Rosa. It provides a paved pedestrian and bicycle path along Santa Rosa Creek.	**66%**	65%
The Mayacamas Preserve is part of a protected swath of land totaling over twelve thousand acres. A working cattle ranch, the property is characterized by steep terrain, woodlands, creeks and wetlands.	**66%**	66%
Tierra Vegetables is a local farm that uses sustainable practices and sells its produce at local farmer's markets	**65%**	67%
Bayer Farm is a six-acre urban farm and city park-in-the-making in the heart of the Roseland neighborhood, close to Downtown Santa Rosa, with old barns, community gardens, and other agricultural aspects that provide relief from the urban environment.	**64%**	67%
The Windsor Town Green is a central gathering place where residents and visitors enjoy picnics, concerts, outdoor movies and plays, a farmer's market, and other activities near stately, old blue oak trees.	**61%**	64%
Valley Ford Cheese and Creamery is located on a 640-acre farm in Sonoma County where they practice sustainable agriculture and produce delicious cheese.	**61%**	60%

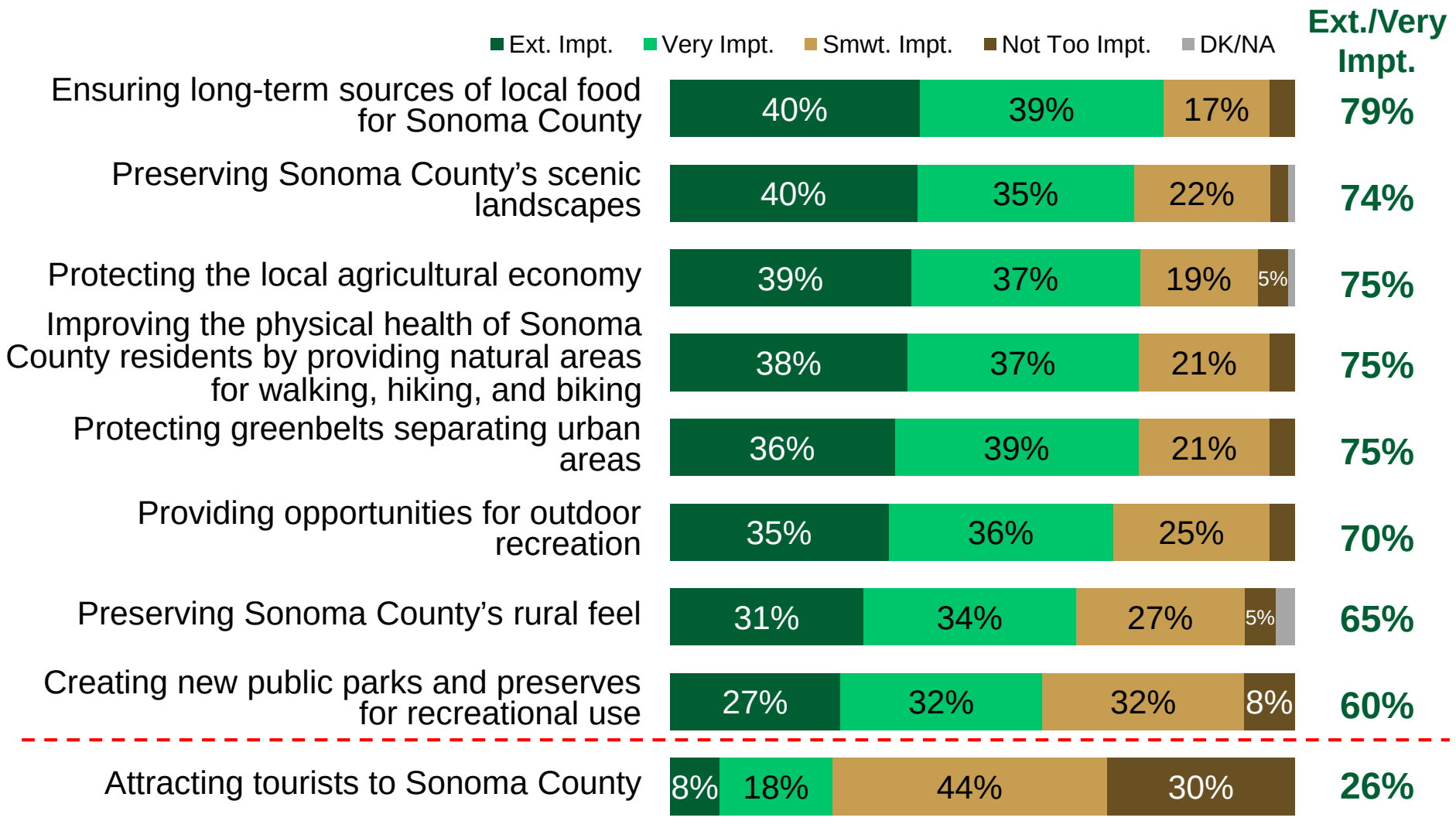
Q7. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve – including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County. Split Sample

Protecting water quality and water sources were perceived as the most important *benefits* of the District's work.



Q8. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. Please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important. Split Sample

Attracting tourism is seen as the least important element of the District's work.



Q8. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. Please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important. Split Sample

Votes who shifted to view the District more favorably ranked the benefits similarly to all other voters.

(Extremely/Very Important)

Areas	All Voters	Intensity Movers
Protecting Sonoma's water sources	**94%**	95%
Protecting water quality	**92%**	94%
Preserving local parks and open space areas	**84%**	85%
Preserving healthy and thriving wildlife	**84%**	82%
Protecting air quality	**83%**	84%
Ensuring long-term sources of local food for Sonoma County	**79%**	80%
Improving the air quality in Sonoma County	**76%**	78%
Protecting the local agricultural economy	**75%**	75%
Protecting greenbelts separating urban areas	**75%**	78%
Improving the physical health of Sonoma County residents by providing natural areas for walking, hiking, and biking	**75%**	79%
Protecting lands that reduce the impact of floods and coastal surges	**74%**	75%
Preserving Sonoma County's scenic landscapes	**74%**	74%
Protecting Sonoma County from the effects of global warming	**74%**	78%
Providing opportunities for outdoor recreation	**70%**	71%
Protecting Sonoma County's coastal lands from sea level rise	**68%**	72%
Preserving Sonoma County's rural feel	**65%**	66%
Creating new public parks and preserves for recreational use	**60%**	61%
Attracting tourists to Sonoma County	**26%**	32%

Q8. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. Please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important. Split Sample

Messages Promoting the District

(Ranked by % Much More Favorable)

Messages
(WATER QUALITY) Nothing is more important than access to clean drinking water. By protecting and restoring areas around sources of water, the District increases access to water and prevents the pollution of our water naturally.
(ACCOMPLISHMENTS) Since its creation in 1990, the Sonoma County Agricultural Preservation and Open Space District has made 12,000 acres of open space land available to the public, has expanded parks by 8,000 acres, and has protected over 110,000 acres in total, to benefit people and wildlife in Sonoma.
(RECREATION) Parks and open spaces provide safe places for the community to gather and explore the outdoors. The District ensures that Sonoma County residents have access to well-maintained and beautiful recreation areas
(PUBLIC HEALTH) Parks and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing health care costs.
(WILDLIFE) By restoring and protecting natural areas the Sonoma County Agricultural and Open Space District is protecting wildlife habitats and Sonoma's unique biodiversity.

Q10. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. Please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference. ^Not Part of Split Sample

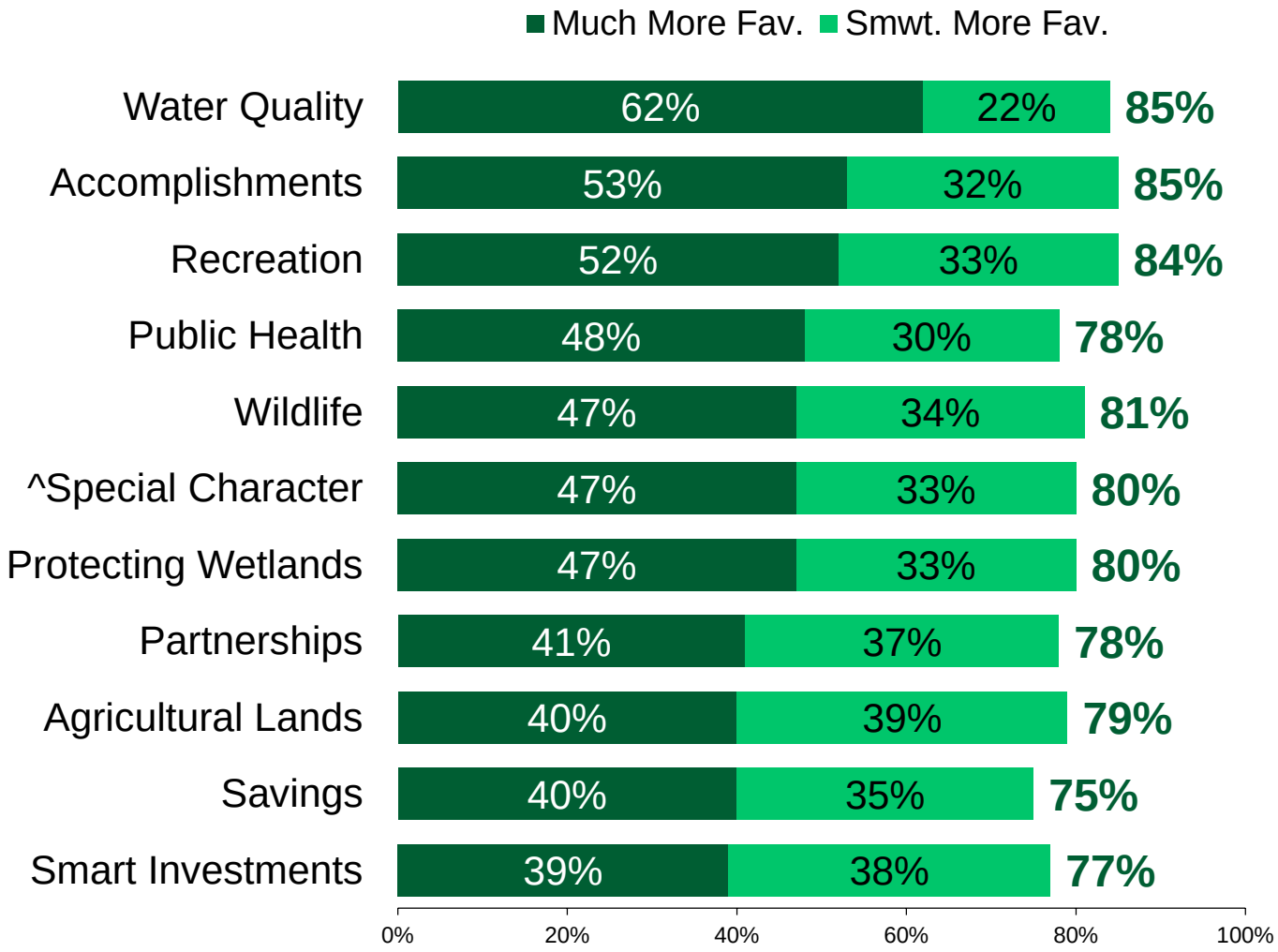
Messages Promoting the District *(Continued)*

(Ranked by % Much More Favorable)

Messages
^**(SPECIAL CHARACTER)** People choose to live in Sonoma County because of its beauty, rural feel, and character. Our stunning views and riding, biking, and hiking trails are truly unique. The Sonoma County Agricultural Preservation and Open Space District works to preserve our community's character and quality of life.
(PROTECTING WETLANDS) In coastal areas like Sonoma, wetlands are the first line of defense to slow down and absorb storm surges. The District's investments protect communities – both from catastrophic storms and the billions of dollars in damage they cause.
(PARTNERSHIPS) The Sonoma County Agricultural Preservation and Open Space District regularly partners with local non-profits, the County, and State and Regional Parks to leverage their resources and connect Sonoma County residents with open space, recreational opportunities, and educational programs.
(AGRICULTURAL LANDS) The Sonoma County Agricultural Preservation and Open Space District preserves Sonoma's agricultural lands — including farms, ranches, dairies, vineyards, orchards and timberlands – all major contributors to our local economy.
(SAVINGS) Since it was created, the District has saved taxpayers over $100 million by leveraging grant funding and taking advantage of bargain sales of land.
(SMART INVESTMENTS) Smart investments made before a disaster strikes can help protect a community's quality of life, save lives, and reduce the cost to taxpayers. The Sonoma County Agricultural Preservation and Open Space District provides a proactive, practical approach to help Sonoma be prepared for disasters.

Q10. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. Please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference. ^Not Part of Split Sample

An array of messages resonated with voters, but one on water quality was especially impactful.



Q10. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. Please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference. ^Not Part of Split Sample

Voters whose opinion of the District improved after messaging found the top messages particularly compelling.

(Much More Favorable)

Messages	All Voters	Intensity Movers
Water Quality	**62%**	67%
Accomplishments	**53%**	56%
Recreation	**52%**	58%
Public Health	**48%**	50%
Wildlife	**47%**	43%
^Special Character	**47%**	51%
Protecting Wetlands	**47%**	47%
Partnerships	**41%**	37%
Agricultural Lands	**40%**	38%
Savings	**40%**	47%
Smart Investments	**39%**	46%

Q10. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. Please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference. ^Not Part of Split Sample

The message about protecting water quality was especially compelling in District 5.

(Much More Favorable)

Messages	All Voters	Board of Supervisors				
		District 1 Susan Gorin	District 2 David Rabbitt	District 3 Shirlee Zane	District 4 James Gore	District 5 Lynda Hopkins
Water Quality	**62%**	64%	65%	49%	61%	72%
Accomplishments	**53%**	55%	51%	56%	51%	51%
Recreation	**52%**	59%	46%	53%	49%	52%
Public Health	**48%**	50%	40%	50%	45%	54%
Wildlife	**47%**	55%	33%	46%	50%	49%
^Special Character	**47%**	52%	43%	49%	47%	41%
Protecting Wetlands	**47%**	47%	44%	47%	46%	50%
Partnerships	**41%**	42%	37%	39%	49%	39%
Agricultural Lands	**40%**	43%	45%	48%	30%	32%
Savings	**40%**	45%	38%	40%	44%	31%
Smart Investments	**39%**	45%	44%	39%	34%	33%

Q10. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. Please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference. ^Not Part of Split Sample

Voters across different ethnic groups evaluated the messages similarly.

(Much More Favorable)

Messages	All Voters	Ethnicity		
		Latinos	Whites	Voters of Color
Water Quality	**62%**	68%	61%	69%
Accomplishments	**53%**	52%	54%	55%
Recreation	**52%**	61%	52%	56%
Public Health	**48%**	41%	49%	42%
Wildlife	**47%**	39%	47%	46%
^Special Character	**47%**	56%	47%	50%
Protecting Wetlands	**47%**	37%	48%	41%
Partnerships	**41%**	33%	41%	39%
Agricultural Lands	**40%**	41%	41%	38%
Savings	**40%**	50%	39%	47%
Smart Investments	**39%**	50%	39%	44%

Q10. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. Please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference. ^Not Part of Split Sample

The messages resonated more strongly among Democrats and independents than among Republicans.

(Much More Favorable)

Messages	All Voters	Democrats	Independents	Republicans
Water Quality	**62%**	67%	70%	40%
Accomplishments	**53%**	60%	51%	38%
Recreation	**52%**	56%	49%	43%
Public Health	**48%**	50%	55%	32%
Wildlife	**47%**	52%	53%	24%
^Special Character	**47%**	49%	50%	36%
Protecting Wetlands	**47%**	50%	52%	29%
Partnerships	**41%**	47%	44%	23%
Agricultural Lands	**40%**	39%	41%	38%
Savings	**40%**	40%	44%	32%
Smart Investments	**39%**	40%	43%	33%

Q10. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. Please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference. ^Not Part of Split Sample

Conclusions

Implications for Messaging

- ✓ The District begins with a broad and growing base of public recognition and support; we are not starting from scratch.
- ✓ The District does have room, however, to strengthen its brand among younger voters, less well-educated voters and communities of color.
- ✓ Voters do not see loss of open space and natural areas as critical problems right now; the tone of messaging should center more on protecting what makes Sonoma County a great place to live.
- ✓ The benefits of land conservation for water quality are of critical importance to local voters, and form the heart of the District's strongest messaging.
- ✓ There is also heightened concern about global warming and related issues – air quality and flooding. In the current political and policy context, the District's work to address these issues make take on even higher value.
- ✓ Messaging around recreation, wildlife conservation, and public health also scores well.
- ✓ A number of the District's past accomplishments can provide important validation for its work – notably Cooley Ranch, Willow Creek, Laguna de Santa Rosa, and coastal ranches.

For more information, contact:

Dave Metz
Dave@FM3research.com

Lucia Del Puppo
Lucia@FM3research.com

1999 Harrison St., Suite 2020
Oakland, CA 94612
Phone (510) 451-9521
Fax (510) 451-0384

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q2a TOTAL FAV	Q5 TOTAL FAV	DIFFERENCE	PERCENT OF SAMPLE
OVERALL	**65%**	**89%**	**24% ***	**100%**
Age 18-29	50%	95%	45% *	14%
City Rohnert Park	52%	91%	39% *	8%
Ethn Latino	59%	94%	36% *	12%
HHPT 1 Rep	45%	78%	34% *	7%
Women 18-49	59%	91%	33% *	19%
Rep 18-49	47%	79%	33% *	6%
NPP/O Women	62%	94%	32% *	12%
Ethn Non-White	63%	95%	32% *	16%
Age 18-49	60%	91%	32% *	41%
Dem 18-49	63%	94%	32% *	20%
Cell Phone Yes	59%	90%	31% *	37%
NPP/O 18-49	60%	91%	31% *	15%
Educ HS or Less	53%	85%	31% *	17%
City Windsor	61%	92%	31% *	5%
Men 18-49	60%	91%	31% *	22%
BOS 3	58%	88%	30% *	18%
Inc $90K-$120K	60%	88%	28% *	15%
City Other	65%	93%	28% *	11%
Educ Non-College	60%	87%	28% *	44%
Trail use sev/yr	63%	90%	27% *	21%
Rep Men	46%	73%	27% *	10%
Pty NPP/Other	66%	93%	27% *	27%
Age 30-39	61%	88%	26% *	14%
Pty Republican	52%	78%	26% *	20%
Dads	62%	88%	26% *	12%
HHPT Mixed	64%	89%	25% *	23%
HHPT 2+ Rep	49%	74%	25% *	6%
Educ Some College	64%	89%	25% *	27%
Rep Women	58%	83%	25% *	10%
BOS 2	65%	91%	25% *	21%
Trail use alnvr/nvr	50%	75%	25% *	14%
Perm Abs No	61%	85%	25% *	29%
Chldrn <19 @ Home	63%	87%	25% *	25%
Trail use 1+/wk	68%	92%	24% *	32%
Women w/ no kids	66%	91%	24% *	38%

BANNER	Q2a TOTAL FAV	Q5 TOTAL FAV	DIFFERENCE	PERCENT OF SAMPLE
OVERALL	**65%**	**89%**	**24% ***	**100%**
HHPT 1+ Ind	69%	93%	24% *	19%
City Santa Rosa	63%	87%	24% *	33%
Inc $120K+	66%	90%	24% *	19%
Women	66%	90%	24% *	52%
Rep 50+	54%	77%	24% *	14%
Men	65%	88%	23% *	48%
Inc $0-60K	66%	90%	23% *	33%
No Chldrn <19 @ Home	66%	89%	23% *	73%
Moms	63%	86%	23% *	13%
Perm Abs Yes	67%	90%	23% *	71%
Age 40-49	68%	91%	23% *	13%
Dem Men	70%	93%	23% *	23%
Age 50-54	67%	89%	23% *	8%
Men w/ no kids	66%	88%	22% *	35%
NPP/O Men	70%	92%	22% *	15%
BOS 5	65%	87%	22% *	19%
Ethn White	67%	89%	22% *	77%
BOS 4	68%	90%	22% *	20%
Educ College Grad	70%	92%	22% *	32%
Pty Democrat	70%	91%	21% *	53%
NPP/O 50+	74%	95%	21% *	12%
Inc $60K-$90K	70%	90%	21% *	18%
HHPT 2+ Dem	68%	88%	21% *	16%
HHPT 1 Dem	72%	92%	20% *	28%
City Petaluma	69%	90%	20% *	11%
Trail use sev/mo	71%	91%	20% *	31%
Dem Women	70%	90%	20% *	30%
Educ College+	70%	90%	20% *	54%
Age 75+	65%	85%	20% *	13%
BOS 1	70%	89%	20% *	22%
Cell Phone Total No	69%	88%	19% *	63%
Age 65+	69%	88%	19% *	30%
Women 50+	70%	88%	19% *	33%
Age 50+	69%	87%	18% *	59%
Age 65-74	72%	90%	18% *	17%

*** Significant Difference according to two-tailed Z-test (p < 0.05)**

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q2a TOTAL FAV	Q5 TOTAL FAV	DIFFERENCE	PERCENT OF SAMPLE
OVERALL	**65%**	**89%**	**24% ***	**100%**
City Uninc.	71%	89%	18% *	33%
Age 55-59	70%	87%	17% *	10%
Age 50-64	70%	87%	17% *	29%
Men 50+	69%	86%	17% *	26%
Educ Post-Grad	71%	88%	17% *	22%
Dem 50+	75%	89%	14% *	33%
Age 60-64	73%	86%	13% *	11%

*** Significant Difference according to two-tailed Z-test (p < 0.05)**

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q2a STR FAV	Q5 STR FAV	DIFFERENCE	PERCENT OF SAMPLE
OVERALL	**34%**	**52%**	**18% ***	**100%**
Age 18-29	21%	57%	36% *	14%
Ethn Latino	29%	62%	32% *	12%
HHPT 2+ Dem	31%	64%	32% *	16%
Dem 18-49	28%	60%	32% *	20%
Ethn Non-White	33%	63%	30% *	16%
Women 18-49	32%	59%	27% *	19%
Educ HS or Less	21%	48%	27% *	17%
Dem Men	31%	57%	26% *	23%
Age 18-49	27%	53%	25% *	41%
Trail use 1+/wk	40%	64%	24% *	32%
BOS 3	27%	51%	24% *	18%
Men 18-49	24%	48%	24% *	22%
NPP/O Women	34%	57%	23% *	12%
Pty Democrat	39%	62%	23% *	53%
Age 50-54	35%	57%	22% *	8%
City Uninc.	38%	60%	22% *	33%
Dads	25%	47%	22% *	12%
Cell Phone Yes	28%	50%	22% *	37%
BOS 5	39%	60%	21% *	19%
Dem Women	44%	65%	21% *	30%
Rep Men	10%	31%	21% *	10%
Perm Abs Yes	34%	54%	21% *	71%
Educ Non-College	27%	47%	20% *	44%
City Santa Rosa	33%	54%	20% *	33%
Trail use sev/mo	32%	52%	20% *	31%
Inc $120K+	31%	51%	20% *	19%
Age 30-39	31%	51%	20% *	14%
NPP/O 18-49	34%	54%	20% *	15%
Men	29%	48%	20% *	48%
BOS 1	39%	58%	20% *	22%
Age 40-49	31%	50%	19% *	13%
HHPT 1 Dem	41%	60%	19% *	28%
City Petaluma	32%	51%	19% *	11%
Educ Post-Grad	40%	59%	19% *	22%
Inc $0-60K	34%	53%	19% *	33%

BANNER	Q2a STR FAV	Q5 STR FAV	DIFFERENCE	PERCENT OF SAMPLE
OVERALL	**34%**	**52%**	**18% ***	**100%**
Inc $60K-$90K	35%	54%	19% *	18%
Women w/ no kids	39%	58%	18% *	38%
No Chldrn <19 @ Home	35%	53%	18% *	73%
Men w/ no kids	30%	49%	18% *	35%
Chldrn <19 @ Home	31%	49%	18% *	25%
Dem 50+	45%	63%	18% *	33%
Age 75+	38%	56%	17% *	13%
Rep 18-49	10%	28%	17% *	6%
Women	39%	56%	17% *	52%
HHPT Mixed	34%	51%	17% *	23%
Educ College+	40%	56%	16% *	54%
City Rohnert Park	20%	37%	16% *	8%
Cell Phone Total No	38%	54%	16% *	63%
Age 65+	39%	55%	16% *	30%
Educ Some College	30%	46%	16% *	27%
BOS 2	32%	48%	16% *	21%
City Windsor	19%	35%	16%	5%
Ethn White	35%	51%	16% *	77%
HHPT 2+ Rep	13%	29%	16%	6%
Men 50+	33%	49%	16% *	26%
Pty NPP/Other	36%	51%	15% *	27%
Age 65-74	39%	54%	15% *	17%
Moms	36%	51%	15% *	13%
Trail use alnvr/nvr	25%	39%	15% *	14%
Educ College Grad	40%	55%	15% *	32%
Inc $90K-$120K	38%	52%	15% *	15%
Age 50+	39%	52%	13% *	59%
Perm Abs No	35%	48%	13% *	29%
BOS 4	32%	44%	12% *	20%
Women 50+	43%	55%	12% *	33%
HHPT 1+ Ind	38%	49%	11% *	19%
Age 50-64	39%	49%	11% *	29%
Age 60-64	38%	49%	10%	11%
NPP/O 50+	38%	48%	10%	12%
Trail use sev/yr	33%	43%	10%	21%

*** Significant Difference according to two-tailed Z-test (p < 0.05)**

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q2a STR FAV	Q5 STR FAV	DIFFERENCE	PERCENT OF SAMPLE
OVERALL	**34%**	**52%**	**18% ***	**100%**
Pty Republican	19%	29%	10% *	20%
NPP/O Men	37%	46%	9%	15%
HHPT 1 Rep	23%	32%	9%	7%
Rep 50+	23%	30%	7%	14%
City Other	43%	46%	3%	11%
Age 55-59	41%	43%	2%	10%
Rep Women	29%	28%	(2%)	10%

*** Significant Difference according to two-tailed Z-test (p < 0.05)**

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q2a TOTAL FAV	Q11 TOTAL FAV	DIFFERENCE	PERCENT OF SAMPLE
OVERALL	**65%**	**93%**	**28% ***	**100%**
Age 18-29	50%	97%	47% *	14%
Rep 18-49	47%	93%	47% *	6%
City Rohnert Park	52%	97%	46% *	8%
Educ HS or Less	53%	93%	39% *	17%
Ethn Latino	59%	98%	39% *	12%
Women 18-49	59%	98%	39% *	19%
HHPT 1 Rep	45%	83%	38% *	7%
BOS 3	58%	96%	38% *	18%
HHPT 2+ Rep	49%	86%	37% *	6%
Age 18-49	60%	96%	37% *	41%
Cell Phone Yes	59%	95%	37% *	37%
City Windsor	61%	97%	36% *	5%
NPP/O 18-49	60%	96%	36% *	15%
Inc $90K-$120K	60%	95%	36% *	15%
Ethn Non-White	63%	98%	35% *	16%
Rep Men	46%	81%	35% *	10%
Men 18-49	60%	95%	35% *	22%
Age 30-39	61%	96%	35% *	14%
Dem 18-49	63%	98%	35% *	20%
Pty Republican	52%	86%	34% *	20%
NPP/O Women	62%	96%	34% *	12%
Moms	63%	96%	34% *	13%
Rep Women	58%	91%	34% *	10%
Educ Non-College	60%	93%	33% *	44%
Chldrn <19 @ Home	63%	95%	33% *	25%
Trail use alnvr/nvr	50%	82%	32% *	14%
Dads	62%	94%	32% *	12%
City Santa Rosa	63%	93%	31% *	33%
Trail use sev/yr	63%	94%	31% *	21%
Perm Abs No	61%	91%	31% *	29%
Educ Some College	64%	93%	30% *	27%
Rep 50+	54%	83%	29% *	14%
Women	66%	95%	29% *	52%
Inc $0-60K	66%	95%	29% *	33%
Pty NPP/Other	66%	95%	29% *	27%

BANNER	Q2a TOTAL FAV	Q11 TOTAL FAV	DIFFERENCE	PERCENT OF SAMPLE
OVERALL	**65%**	**93%**	**28% ***	**100%**
HHPT 1+ Ind	69%	97%	28% *	19%
Women w/ no kids	66%	95%	28% *	38%
HHPT 2+ Dem	68%	96%	28% *	16%
Age 40-49	68%	95%	28% *	13%
BOS 4	68%	95%	27% *	20%
HHPT Mixed	64%	91%	27% *	23%
City Other	65%	92%	27% *	11%
BOS 2	65%	92%	27% *	21%
Trail use 1+/wk	68%	94%	27% *	32%
No Chldrn <19 @ Home	66%	93%	27% *	73%
Perm Abs Yes	67%	94%	26% *	71%
Men	65%	91%	26% *	48%
Trail use sev/mo	71%	97%	26% *	31%
Ethn White	67%	93%	26% *	77%
Age 50-54	67%	92%	26% *	8%
Inc $60K-$90K	70%	95%	25% *	18%
Dem Women	70%	95%	25% *	30%
Inc $120K+	66%	92%	25% *	19%
BOS 5	65%	90%	25% *	19%
Men w/ no kids	66%	91%	25% *	35%
Educ College Grad	70%	95%	25% *	32%
Pty Democrat	70%	95%	24% *	53%
NPP/O Men	70%	94%	24% *	15%
Age 75+	65%	89%	24% *	13%
City Petaluma	69%	93%	23% *	11%
Dem Men	70%	94%	23% *	23%
Women 50+	70%	93%	23% *	33%
Educ College+	70%	94%	23% *	54%
HHPT 1 Dem	72%	95%	22% *	28%
Cell Phone Total No	69%	92%	22% *	63%
BOS 1	70%	92%	22% *	22%
Age 65+	69%	91%	22% *	30%
Educ Post-Grad	71%	92%	21% *	22%
Age 50+	69%	91%	21% *	59%
Age 50-64	70%	91%	21% *	29%

*** Significant Difference according to two-tailed Z-test (p < 0.05)**

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q2a TOTAL FAV	Q11 TOTAL FAV	DIFFERENCE	PERCENT OF SAMPLE
OVERALL	**65%**	**93%**	**28% ***	**100%**
Age 65-74	72%	92%	20% *	17%
City Uninc.	71%	91%	20% *	33%
NPP/O 50+	74%	94%	20% *	12%
Age 60-64	73%	92%	19% *	11%
Men 50+	69%	87%	18% *	26%
Dem 50+	75%	93%	18% *	33%
Age 55-59	70%	88%	18% *	10%

*** Significant Difference according to two-tailed Z-test (p < 0.05)**

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q2a STR FAV	Q11 STR FAV	DIFFERENCE	PERCENT OF SAMPLE
OVERALL	**34%**	**55%**	**21% ***	**100%**
Age 18-29	21%	61%	40% *	14%
Ethn Latino	29%	66%	37% *	12%
HHPT 2+ Dem	31%	68%	37% *	16%
Dem 18-49	28%	63%	36% *	20%
Women 18-49	32%	67%	35% *	19%
Ethn Non-White	33%	64%	31% *	16%
Educ HS or Less	21%	52%	31% *	17%
BOS 3	27%	58%	31% *	18%
NPP/O Women	34%	64%	31% *	12%
Age 18-49	27%	57%	29% *	41%
City Rohnert Park	20%	50%	29% *	8%
NPP/O 18-49	34%	63%	29% *	15%
Age 40-49	31%	60%	29% *	13%
Dem Men	31%	59%	28% *	23%
Moms	36%	64%	28% *	13%
Trail use 1+/wk	40%	67%	27% *	32%
Cell Phone Yes	28%	55%	27% *	37%
Inc $0-60K	34%	61%	27% *	33%
Educ Non-College	27%	53%	26% *	44%
Pty Democrat	39%	64%	26% *	53%
Men 18-49	24%	49%	25% *	22%
Trail use sev/mo	32%	57%	25% *	31%
Chldrn <19 @ Home	31%	55%	24% *	25%
HHPT 1 Dem	41%	65%	24% *	28%
Dem Women	44%	68%	24% *	30%
Educ Some College	30%	53%	23% *	27%
Inc $60K-$90K	35%	58%	23% *	18%
City Uninc.	38%	61%	23% *	33%
City Santa Rosa	33%	56%	23% *	33%
HHPT 1+ Ind	38%	60%	22% *	19%
Age 50-54	35%	57%	22% *	8%
Women	39%	61%	22% *	52%
Pty NPP/Other	36%	57%	22% *	27%
Perm Abs Yes	34%	55%	21% *	71%
BOS 1	39%	59%	21% *	22%

BANNER	Q2a STR FAV	Q11 STR FAV	DIFFERENCE	PERCENT OF SAMPLE
OVERALL	**34%**	**55%**	**21% ***	**100%**
Women w/ no kids	39%	60%	21% *	38%
No Chldrn <19 @ Home	35%	56%	21% *	73%
Men w/ no kids	30%	51%	21% *	35%
Dads	25%	46%	21% *	12%
Perm Abs No	35%	56%	21% *	29%
Men	29%	49%	20% *	48%
City Windsor	19%	39%	20%	5%
Dem 50+	45%	65%	20% *	33%
Age 30-39	31%	50%	19% *	14%
Ethn White	35%	54%	19% *	77%
Inc $120K+	31%	50%	19% *	19%
HHPT 2+ Rep	13%	32%	19% *	6%
BOS 5	39%	58%	19% *	19%
Age 65-74	39%	57%	18% *	17%
Educ Post-Grad	40%	58%	18% *	22%
BOS 4	32%	51%	18% *	20%
Age 65+	39%	57%	18% *	30%
BOS 2	32%	50%	18% *	21%
Educ College+	40%	58%	18% *	54%
Educ College Grad	40%	58%	18% *	32%
Cell Phone Total No	38%	55%	18% *	63%
Age 75+	38%	56%	18% *	13%
Inc $90K-$120K	38%	55%	17% *	15%
Men 50+	33%	49%	16% *	26%
Age 50+	39%	54%	15% *	59%
City Petaluma	32%	47%	15% *	11%
Trail use alnvr/nvr	25%	39%	15% *	14%
Women 50+	43%	57%	14% *	33%
NPP/O Men	37%	52%	14% *	15%
Trail use sev/yr	33%	46%	13% *	21%
Age 50-64	39%	51%	12% *	29%
NPP/O 50+	38%	51%	12%	12%
HHPT Mixed	34%	45%	12% *	23%
Rep Men	10%	21%	11% *	10%
City Other	43%	54%	11%	11%

*** Significant Difference according to two-tailed Z-test (p < 0.05)**

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q2a STR FAV	Q11 STR FAV	DIFFERENCE	PERCENT OF SAMPLE
OVERALL	**34%**	**55%**	**21% ***	**100%**
Age 55-59	41%	51%	10%	10%
Age 60-64	38%	47%	8%	11%
Rep 18-49	10%	19%	8%	6%
Pty Republican	19%	27%	8%	20%
Rep 50+	23%	31%	8%	14%
Rep Women	29%	34%	4%	10%
HHPT 1 Rep	23%	24%	2%	7%

*** Significant Difference according to two-tailed Z-test (p < 0.05)**

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q5 TOTAL FAV	Q11 TOTAL FAV	DIFFERENCE	PERCENT OF SAMPLE
OVERALL	**89%**	**93%**	**4% ***	**100%**
Rep 18-49	79%	93%	14%	6%
HHPT 2+ Rep	74%	86%	12%	6%
Moms	86%	96%	10% *	13%
Age 30-39	88%	96%	8% *	14%
Rep Men	73%	81%	8%	10%
Pty Republican	78%	86%	8%	20%
Rep Women	83%	91%	8%	10%
Chldrn <19 @ Home	87%	95%	8% *	25%
Educ HS or Less	85%	93%	8% *	17%
BOS 3	88%	96%	8% *	18%
Inc $90K-$120K	88%	95%	7% *	15%
HHPT 2+ Dem	88%	96%	7% *	16%
Trail use alnvr/nvr	75%	82%	7%	14%
City Santa Rosa	87%	93%	7% *	33%
Trail use sev/mo	91%	97%	6% *	31%
City Rohnert Park	91%	97%	6%	8%
Age 60-64	86%	92%	6%	11%
Women 18-49	91%	98%	6% *	19%
Rep 50+	77%	83%	6%	14%
Perm Abs No	85%	91%	6% *	29%
Educ Non-College	87%	93%	6% *	44%
BOS 4	90%	95%	6%	20%
Dem Women	90%	95%	5% *	30%
Dads	88%	94%	5%	12%
Inc $0-60K	90%	95%	5% *	33%
Women	90%	95%	5% *	52%
Age 18-49	91%	96%	5% *	41%
Cell Phone Yes	90%	95%	5% *	37%
Inc $60K-$90K	90%	95%	5%	18%
Women 50+	88%	93%	5%	33%
Age 40-49	91%	95%	5%	13%
City Windsor	92%	97%	5%	5%
HHPT 1 Rep	78%	83%	5%	7%
NPP/O 18-49	91%	96%	5%	15%
Men 18-49	91%	95%	4%	22%

BANNER	Q5 TOTAL FAV	Q11 TOTAL FAV	DIFFERENCE	PERCENT OF SAMPLE
OVERALL	**89%**	**93%**	**4% ***	**100%**
Educ Some College	89%	93%	4%	27%
Educ Post-Grad	88%	92%	4%	22%
Ethn White	89%	93%	4% *	77%
HHPT 1+ Ind	93%	97%	4%	19%
Age 75+	85%	89%	4%	13%
Women w/ no kids	91%	95%	4%	38%
Ethn Latino	94%	98%	4%	12%
Dem 50+	89%	93%	4%	33%
Trail use sev/yr	90%	94%	4%	21%
Ethn Non-White	95%	98%	4%	16%
Educ College+	90%	94%	4%	54%
Pty Democrat	91%	95%	3%	53%
Cell Phone Total No	88%	92%	3%	63%
Age 50-64	87%	91%	3%	29%
City Petaluma	90%	93%	3%	11%
No Chldrn <19 @ Home	89%	93%	3% *	73%
Age 50+	87%	91%	3%	59%
Perm Abs Yes	90%	94%	3% *	71%
Age 50-54	89%	92%	3%	8%
Dem 18-49	94%	98%	3%	20%
Age 65+	88%	91%	3%	30%
BOS 5	87%	90%	3%	19%
Educ College Grad	92%	95%	3%	32%
Men	88%	91%	3%	48%
Men w/ no kids	88%	91%	3%	35%
City Uninc.	89%	91%	3%	33%
BOS 1	89%	92%	2%	22%
Age 65-74	90%	92%	2%	17%
Age 18-29	95%	97%	2%	14%
Trail use 1+/wk	92%	94%	2%	32%
HHPT 1 Dem	92%	95%	2%	28%
NPP/O Women	94%	96%	2%	12%
Pty NPP/Other	93%	95%	2%	27%
NPP/O Men	92%	94%	2%	15%
HHPT Mixed	89%	91%	2%	23%

*** Significant Difference according to two-tailed Z-test (p < 0.05)**

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q5 TOTAL FAV	Q11 TOTAL FAV	DIFFERENCE	PERCENT OF SAMPLE
OVERALL	**89%**	**93%**	**4% ***	**100%**
BOS 2	91%	92%	2%	21%
Inc $120K+	90%	92%	2%	19%
Men 50+	86%	87%	1%	26%
Dem Men	93%	94%	1%	23%
Age 55-59	87%	88%	1%	10%
City Other	93%	92%	(1%)	11%
NPP/O 50+	95%	94%	(1%)	12%

*** Significant Difference according to two-tailed Z-test (p < 0.05)**

BANNER	Q5 STR FAV	Q11 STR FAV	DIFFERENCE	PERCENT OF SAMPLE
OVERALL	**52%**	**55%**	**3%**	**100%**
City Rohnert Park	37%	50%	13%	8%
Moms	51%	64%	13%	13%
HHPT 1+ Ind	49%	60%	11%	19%
NPP/O 18-49	54%	63%	9%	15%
Age 40-49	50%	60%	9%	13%
City Other	46%	54%	8%	11%
Inc $0-60K	53%	61%	8%	33%
Perm Abs No	48%	56%	8%	29%
Women 18-49	59%	67%	8%	19%
Age 55-59	43%	51%	7%	10%
NPP/O Women	57%	64%	7%	12%
Educ Some College	46%	53%	7%	27%
BOS 3	51%	58%	7%	18%
BOS 4	44%	51%	6%	20%
Pty NPP/Other	51%	57%	6%	27%
Chldrn <19 @ Home	49%	55%	6%	25%
Rep Women	28%	34%	6%	10%
Educ Non-College	47%	53%	6%	44%
NPP/O Men	46%	52%	5%	15%
Cell Phone Yes	50%	55%	5%	37%
HHPT 1 Dem	60%	65%	5%	28%
Trail use sev/mo	52%	57%	5%	31%
Ethn Latino	62%	66%	5%	12%
Women	56%	61%	5%	52%
Inc $60K-$90K	54%	58%	4%	18%
HHPT 2+ Dem	64%	68%	4%	16%
City Windsor	35%	39%	4%	5%
Age 18-49	53%	57%	4%	41%
Educ HS or Less	48%	52%	4%	17%
Dem 18-49	60%	63%	4%	20%
Age 18-29	57%	61%	4%	14%
Trail use sev/yr	43%	46%	3%	21%
Ethn White	51%	54%	3%	77%
Age 65-74	54%	57%	3%	17%
Educ College Grad	55%	58%	3%	32%

BANNER	Q5 STR FAV	Q11 STR FAV	DIFFERENCE	PERCENT OF SAMPLE
OVERALL	**52%**	**55%**	**3%**	**100%**
HHPT 2+ Rep	29%	32%	3%	6%
Trail use 1+/wk	64%	67%	3%	32%
Dem Women	65%	68%	3%	30%
Women 50+	55%	57%	3%	33%
Inc $90K-$120K	52%	55%	3%	15%
Pty Democrat	62%	64%	3%	53%
NPP/O 50+	48%	51%	2%	12%
Men w/ no kids	49%	51%	2%	35%
No Chldrn <19 @ Home	53%	56%	2%	73%
Women w/ no kids	58%	60%	2%	38%
City Santa Rosa	54%	56%	2%	33%
Dem Men	57%	59%	2%	23%
Dem 50+	63%	65%	2%	33%
Age 50-64	49%	51%	2%	29%
Age 50+	52%	54%	2%	59%
BOS 2	48%	50%	2%	21%
Age 65+	55%	57%	2%	30%
Educ College+	56%	58%	2%	54%
BOS 1	58%	59%	1%	22%
Ethn Non-White	63%	64%	1%	16%
Cell Phone Total No	54%	55%	1%	63%
Men 18-49	48%	49%	1%	22%
Rep 50+	30%	31%	1%	14%
City Uninc.	60%	61%	1%	33%
Men	48%	49%	1%	48%
Perm Abs Yes	54%	55%	1%	71%
Men 50+	49%	49%	0%	26%
Age 75+	56%	56%	0%	13%
Trail use alnvr/nvr	39%	39%	(0%)	14%
Age 50-54	57%	57%	(0%)	8%
Age 30-39	51%	50%	(1%)	14%
Educ Post-Grad	59%	58%	(1%)	22%
Inc $120K+	51%	50%	(1%)	19%
Dads	47%	46%	(1%)	12%
Pty Republican	29%	27%	(2%)	20%

*** Significant Difference according to two-tailed Z-test (p < 0.05)**

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q5 STR FAV	Q11 STR FAV	DIFFERENCE	PERCENT OF SAMPLE
OVERALL	**52%**	**55%**	**3%**	**100%**
Age 60-64	49%	47%	(2%)	11%
BOS 5	60%	58%	(2%)	19%
City Petaluma	51%	47%	(4%)	11%
HHPT Mixed	51%	45%	(5%)	23%
HHPT 1 Rep	32%	24%	(7%)	7%
Rep 18-49	28%	19%	(9%)	6%
Rep Men	31%	21%	(9%)	10%

*** Significant Difference according to two-tailed Z-test (p < 0.05)**

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 1: Q2 FAVORABLES RANK MATRIX TABLE (STRONGLY FAVORABLE)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
C SONOMA COUNTY REG PARKS	69	71	68	73	64	59	88	72	27	43	80	35	51	83	59	53	27	73	42	38
A SONOMA AG PRES/OPEN SPACE	34	28	38	37	29	27	100	0	0	0	52	0	0	51	19	2	3	38	3	12
E SONOMA LAND TRUST	26	19	30	29	19	20	53	16	6	0	35	4	9	40	10	6	10	28	7	0
D LANDPATHS	18	10	23	22	15	11	35	15	0	0	25	0	7	27	12	0	0	21	0	13
F SONOMA BOARD OF SUP	12	12	12	14	8	8	20	7	0	0	14	0	10	16	10	0	0	13	0	0
B SONOMA COUNTY GOVT	11	10	11	15	3	3	17	7	8	10	12	9	8	14	8	12	8	11	10	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
C SONOMA COUNTY REG PARKS	69	83	57	33	44	73	36	25	86	80	58	31	73	68	54	67	78	76	61	77
A SONOMA AG PRES/OPEN SPACE	34	51	14	3	18	36	10	17	40	32	33	25	31	35	21	30	40	40	27	40
E SONOMA LAND TRUST	26	37	10	16	9	26	12	25	35	26	20	13	23	26	7	17	32	43	14	37
D LANDPATHS	18	26	10	0	14	20	5	5	25	22	14	5	23	18	3	11	26	30	7	28
F SONOMA BOARD OF SUP	12	17	6	0	0	13	0	0	12	10	11	15	8	13	13	11	8	16	12	11
B SONOMA COUNTY GOVT	11	14	7	16	6	11	11	0	11	12	10	7	11	11	9	10	11	12	10	12

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
C SONOMA COUNTY REG PARKS	69	72	68	76	68	73	58	75	65	73	64	72	73	59	76	71	75	58	70	69	70	68
A SONOMA AG PRES/OPEN SPACE	34	29	35	33	34	35	38	31	29	39	21	31	31	35	41	38	39	38	27	39	39	39
E SONOMA LAND TRUST	26	15	29	13	19	22	39	31	24	27	8	23	25	34	20	34	36	26	19	31	29	32
D LANDPATHS	18	9	21	11	13	25	27	20	14	22	7	15	24	20	17	24	24	17	15	21	21	21
F SONOMA BOARD OF SUP	12	27	9	23	11	12	12	10	9	14	4	14	8	18	9	15	14	14	9	14	14	14
B SONOMA COUNTY GOVT	11	12	11	10	10	9	11	13	10	11	8	9	15	9	10	9	12	13	10	11	10	13

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 1: Q2 FAVORABLES RANK MATRIX TABLE (STRONGLY FAVORABLE)

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
C SONOMA COUNTY REG PARKS	69	60	69	79	69	74	77	46	70	76	76	79	50	44	72	75	73	82	40	52
A SONOMA AG PRES/OPEN SPACE	34	24	33	32	43	39	36	19	28	45	34	38	10	23	31	44	37	34	10	29
E SONOMA LAND TRUST	26	19	29	18	32	32	20	16	24	37	14	28	11	18	30	34	24	16	10	21
D LANDPATHS	18	10	17	20	24	22	19	9	17	25	16	22	6	10	17	26	14	23	8	10
F SONOMA BOARD OF SUP	12	6	13	12	15	16	7	8	10	19	10	4	0	11	14	17	5	11	6	9
B SONOMA COUNTY GOVT	11	10	10	11	12	14	7	8	17	12	4	12	6	8	12	15	9	5	7	8

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
C SONOMA COUNTY REG PARKS	69	63	81	67	70	71	65	62	55	72	63	71	72	69	63	72	66	76
A SONOMA AG PRES/OPEN SPACE	34	25	36	30	39	34	35	32	20	33	19	43	38	39	32	27	32	39
E SONOMA LAND TRUST	26	19	27	25	27	27	23	17	17	20	9	33	38	36	18	21	20	33
D LANDPATHS	18	23	22	12	23	20	15	10	4	15	11	24	27	17	15	20	17	25
F SONOMA BOARD OF SUP	12	10	6	9	16	12	11	6	7	15	9	2	15	14	3	8	20	15
B SONOMA COUNTY GOVT	11	12	10	10	12	10	12	10	11	12	7	11	11	10	10	11	13	10

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
C SONOMA COUNTY REG PARKS	69	70	70	71	71	73	70	91	43	66	51	53	64	63	75	76	34	46	79	65
A SONOMA AG PRES/OPEN SPACE	34	34	35	37	40	41	42	100	4	15	0	0	0	0	41	31	23	13	38	34
E SONOMA LAND TRUST	26	26	29	31	34	36	37	66	6	14	9	7	13	11	34	36	17	17	21	17
D LANDPATHS	18	19	20	23	25	28	31	43	2	13	6	7	10	9	19	19	5	14	19	22
F SONOMA BOARD OF SUP	12	12	12	12	14	15	15	21	0	11	10	9	10	9	16	17	6	10	11	6
B SONOMA COUNTY GOVT	11	11	11	12	12	12	13	18	10	9	9	9	8	9	15	10	8	5	6	12

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 2: Q2 FAVORABLES RANK MATRIX TABLE (TOTAL FAVORABLE)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
C SONOMA COUNTY REG PARKS	91	93	90	94	91	82	98	97	93	68	98	81	79	96	91	87	66	94	78	54
A SONOMA AG PRES/OPEN SPACE	65	59	69	70	60	55	100	100	0	0	100	0	0	74	65	40	13	70	29	16
B SONOMA COUNTY GOVT	63	64	63	78	31	52	74	71	41	14	72	31	50	70	61	49	31	67	42	28
F SONOMA BOARD OF SUP	59	57	61	74	23	46	71	59	45	0	66	35	50	66	54	49	38	61	45	27
E SONOMA LAND TRUST	51	42	57	57	38	43	74	51	31	18	63	28	28	60	44	33	21	53	29	29
D LANDPATHS	26	17	31	30	23	16	45	24	6	0	35	3	11	35	19	16	0	28	9	13

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
C SONOMA COUNTY REG PARKS	91	96	91	77	73	94	75	56	97	94	93	71	93	90	86	90	95	92	88	93
A SONOMA AG PRES/OPEN SPACE	65	76	56	26	30	68	28	33	68	71	63	50	63	66	53	64	70	71	60	70
B SONOMA COUNTY GOVT	63	71	60	42	12	67	29	15	68	71	56	49	66	63	57	54	71	70	55	71
F SONOMA BOARD OF SUP	59	70	50	35	21	62	27	11	65	58	53	59	55	61	39	61	70	59	53	66
E SONOMA LAND TRUST	51	60	41	44	21	52	31	25	56	56	46	35	48	52	37	43	56	68	41	61
D LANDPATHS	26	33	20	7	14	28	9	11	31	31	23	13	27	26	13	16	32	39	15	35

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
C SONOMA COUNTY REG PARKS	91	83	93	86	88	95	91	92	90	93	86	95	93	96	89	91	92	89	92	91	92	91
A SONOMA AG PRES/OPEN SPACE	65	59	67	63	66	70	60	66	65	66	50	61	68	67	70	73	72	65	60	69	70	69
B SONOMA COUNTY GOVT	63	69	64	67	62	64	65	71	62	64	68	64	75	66	48	53	66	64	69	60	55	65
F SONOMA BOARD OF SUP	59	60	61	57	60	54	69	68	61	57	52	56	74	46	44	52	70	68	60	59	47	69
E SONOMA LAND TRUST	51	41	55	38	43	53	62	61	51	51	32	51	61	45	57	57	61	45	47	54	53	54
D LANDPATHS	26	21	28	23	18	35	34	24	24	28	17	15	31	29	28	38	29	27	21	30	32	28

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 2: Q2 FAVORABLES RANK MATRIX TABLE (TOTAL FAVORABLE)

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
C SONOMA COUNTY REG PARKS	91	88	92	95	91	94	94	82	93	94	93	96	84	81	94	93	94	94	75	90
A SONOMA AG PRES/OPEN SPACE	65	60	69	59	70	70	66	52	63	75	60	74	47	54	70	70	70	62	46	58
B SONOMA COUNTY GOVT	63	68	57	69	62	71	60	49	76	67	62	58	59	45	72	69	62	58	41	57
F SONOMA BOARD OF SUP	59	65	57	53	59	64	57	49	61	67	63	50	51	48	70	60	57	57	46	51
E SONOMA LAND TRUST	51	47	55	48	53	55	49	43	52	58	46	53	37	45	54	56	48	50	48	39
D LANDPATHS	26	20	28	21	33	31	24	17	24	35	20	29	10	20	28	32	25	23	16	19

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
C SONOMA COUNTY REG PARKS	91	92	95	89	92	91	92	93	87	91	95	90	92	91	91	92	87	95
A SONOMA AG PRES/OPEN SPACE	65	62	63	66	66	67	61	69	52	63	61	65	71	70	65	58	68	65
B SONOMA COUNTY GOVT	63	66	65	62	64	66	57	71	70	62	63	61	62	62	66	64	61	65
F SONOMA BOARD OF SUP	59	66	44	61	61	65	45	75	54	60	47	46	61	67	56	50	60	61
E SONOMA LAND TRUST	51	51	45	51	53	53	45	47	42	43	31	57	65	58	49	43	51	53
D LANDPATHS	26	31	25	22	30	28	23	12	13	23	21	34	34	29	20	28	25	29

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
C SONOMA COUNTY REG PARKS	91	91	92	92	92	91	90	98	83	91	85	85	90	88	96	92	79	78	97	88
A SONOMA AG PRES/OPEN SPACE	65	66	67	68	71	72	73	100	25	60	0	0	31	32	72	68	45	49	69	64
B SONOMA COUNTY GOVT	63	64	63	64	64	65	64	76	41	63	52	52	60	60	68	75	47	44	62	62
F SONOMA BOARD OF SUP	59	59	58	63	64	66	65	76	39	57	50	51	57	55	62	69	45	51	62	53
E SONOMA LAND TRUST	51	52	53	55	56	60	60	82	31	43	31	28	37	35	54	60	47	29	48	51
D LANDPATHS	26	26	28	31	33	35	38	51	8	21	9	10	15	14	28	26	16	17	24	32

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 3: Q2 FAVORABLES RANK MATRIX TABLE (TOTAL UNFAVORABLE)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
B SONOMA COUNTY GOVT	20	18	22	8	58	17	16	20	50	73	18	58	18	14	24	36	56	18	44	26
F SONOMA BOARD OF SUP	19	18	20	5	60	22	15	26	41	100	20	54	10	12	25	30	44	17	35	40
A SONOMA AG PRES/OPEN SPACE	7	5	8	3	19	4	0	0	100	100	0	100	0	2	6	29	58	4	41	5
E SONOMA LAND TRUST	7	10	4	2	20	6	1	10	30	82	6	42	1	3	7	9	44	5	21	26
D LANDPATHS	3	3	4	2	8	2	0	4	22	20	2	21	2	1	4	5	24	2	13	0
C SONOMA COUNTY REG PARKS	2	1	2	2	3	0	0	1	0	20	1	10	2	0	1	5	18	1	11	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
B SONOMA COUNTY GOVT	20	15	23	53	76	18	63	36	17	17	24	30	22	20	23	30	14	18	27	16
F SONOMA BOARD OF SUP	19	10	28	56	53	17	54	47	13	18	29	21	24	18	20	20	17	21	20	18
A SONOMA AG PRES/OPEN SPACE	7	1	8	67	54	4	62	9	5	3	10	12	8	6	9	6	6	7	7	6
E SONOMA LAND TRUST	7	2	9	40	42	5	41	15	8	5	6	7	6	7	5	8	7	6	7	6
D LANDPATHS	3	1	6	14	0	3	9	0	3	3	1	8	5	3	9	3	2	1	6	2
C SONOMA COUNTY REG PARKS	2	0	2	17	13	1	16	0	0	2	1	5	1	2	0	4	2	1	2	1

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
B SONOMA COUNTY GOVT	20	11	21	12	19	23	22	17	22	19	12	21	14	24	28	25	23	20	16	24	26	22
F SONOMA BOARD OF SUP	19	6	19	12	16	24	15	18	22	17	8	28	7	29	31	25	18	15	15	22	28	16
A SONOMA AG PRES/OPEN SPACE	7	3	7	4	5	4	9	10	8	5	2	6	3	7	11	7	8	10	4	9	9	9
E SONOMA LAND TRUST	7	9	6	12	6	8	5	7	8	5	8	11	2	7	9	6	5	6	7	6	7	5
D LANDPATHS	3	0	4	0	2	3	5	4	3	4	2	7	2	11	0	2	3	1	4	3	4	2
C SONOMA COUNTY REG PARKS	2	0	2	0	1	0	1	2	3	1	4	0	4	0	0	0	2	1	3	1	0	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 3: Q2 FAVORABLES RANK MATRIX TABLE (TOTAL UNFAVORABLE)

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
B SONOMA COUNTY GOVT	20	14	28	18	20	14	20	38	12	15	17	25	25	44	13	14	20	20	42	34
F SONOMA BOARD OF SUP	19	16	27	13	19	12	18	40	9	14	14	24	39	40	12	12	21	15	46	34
A SONOMA AG PRES/OPEN SPACE	7	6	11	1	7	3	4	19	1	5	3	5	14	21	5	3	6	2	20	17
E SONOMA LAND TRUST	7	8	8	6	5	4	8	12	6	3	10	5	6	14	6	3	9	6	13	11
D LANDPATHS	3	3	3	5	3	1	4	9	2	1	5	2	10	9	1	1	2	6	7	12
C SONOMA COUNTY REG PARKS	2	5	1	0	1	1	1	3	3	1	2	0	4	3	2	1	2	0	4	2

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
B SONOMA COUNTY GOVT	20	19	25	22	18	19	24	17	15	21	18	21	22	22	19	20	21	20
F SONOMA BOARD OF SUP	19	21	26	21	14	15	28	11	22	19	30	16	20	17	19	21	21	19
A SONOMA AG PRES/OPEN SPACE	7	12	4	7	6	5	11	12	11	5	2	8	6	4	12	6	4	7
E SONOMA LAND TRUST	7	3	9	10	4	4	12	5	5	8	12	5	5	6	7	6	7	6
D LANDPATHS	3	7	3	2	4	3	4	10	9	1	0	2	3	2	10	2	0	3
C SONOMA COUNTY REG PARKS	2	3	0	3	1	2	0	2	4	1	0	2	1	2	3	1	1	1

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
B SONOMA COUNTY GOVT	20	20	21	22	21	22	21	14	46	18	18	20	18	19	15	12	32	43	17	26
F SONOMA BOARD OF SUP	19	19	21	20	20	20	20	10	40	19	13	14	15	15	12	10	38	35	11	31
A SONOMA AG PRES/OPEN SPACE	7	7	7	7	7	7	8	0	54	0	12	13	9	11	3	4	16	24	4	8
E SONOMA LAND TRUST	7	7	7	5	5	5	4	0	25	6	4	4	6	6	4	6	8	6	8	9
D LANDPATHS	3	3	3	4	2	2	2	0	15	2	5	6	5	4	2	0	10	4	4	5
C SONOMA COUNTY REG PARKS	2	1	1	1	1	1	2	0	8	1	1	2	1	3	1	1	0	7	0	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 4: Q2 FAVORABLES RANK MATRIX TABLE (CAN'T RATE/NEVER HEARD OF)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
D LANDPATHS	70	81	65	68	69	82	55	72	72	80	63	76	87	64	77	79	76	69	78	87
E SONOMA LAND TRUST	42	47	39	41	42	51	25	38	39	0	31	30	70	37	48	58	35	42	50	44
A SONOMA AG PRES/OPEN SPACE	28	37	23	28	21	41	0	0	0	0	0	0	100	24	29	31	28	26	30	79
F SONOMA BOARD OF SUP	21	25	19	21	17	32	14	15	14	0	14	11	40	22	20	21	19	21	20	33
B SONOMA COUNTY GOVT	16	18	15	15	11	31	10	9	9	12	10	10	32	16	15	15	13	15	14	46
C SONOMA COUNTY REG PARKS	7	5	8	5	7	18	2	1	7	11	2	9	19	4	8	8	16	5	12	46

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
D LANDPATHS	70	66	74	79	86	69	81	89	66	67	75	79	68	71	78	80	65	60	79	63
E SONOMA LAND TRUST	42	38	50	16	37	43	28	60	36	39	48	58	46	41	58	49	37	26	52	33
A SONOMA AG PRES/OPEN SPACE	28	22	36	6	16	28	10	58	27	25	27	37	29	27	37	31	24	22	33	23
F SONOMA BOARD OF SUP	21	21	22	9	26	21	19	43	22	24	18	20	21	21	41	19	13	20	27	16
B SONOMA COUNTY GOVT	16	14	17	5	12	15	8	49	15	12	20	21	12	17	20	16	15	12	18	14
C SONOMA COUNTY REG PARKS	7	4	8	6	14	5	9	44	3	3	6	24	6	8	14	7	4	7	10	5

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
D LANDPATHS	70	79	67	77	79	62	60	72	73	68	81	78	67	60	72	59	68	72	76	67	64	69
E SONOMA LAND TRUST	42	50	39	50	51	39	33	32	41	43	60	38	37	49	35	37	34	49	45	40	40	41
A SONOMA AG PRES/OPEN SPACE	28	38	26	33	29	27	32	24	27	29	48	32	29	26	19	20	20	25	37	22	21	22
F SONOMA BOARD OF SUP	21	34	20	31	24	22	16	14	17	25	40	16	19	25	25	23	12	17	25	19	24	14
B SONOMA COUNTY GOVT	16	20	14	21	19	13	13	12	16	16	20	15	12	10	24	22	11	16	16	16	19	13
C SONOMA COUNTY REG PARKS	7	17	6	14	11	5	8	5	8	7	10	5	3	4	11	9	5	9	6	8	8	7

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 4: Q2 FAVORABLES RANK MATRIX TABLE (CAN'T RATE/NEVER HEARD OF)

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
D LANDPATHS	70	77	70	74	64	68	72	74	75	64	75	68	81	71	71	67	73	71	78	69
E SONOMA LAND TRUST	42	45	38	46	42	41	43	45	43	39	44	42	57	41	40	41	43	44	40	50
A SONOMA AG PRES/OPEN SPACE	28	34	20	40	23	26	30	29	36	21	37	20	39	26	25	27	25	36	34	25
F SONOMA BOARD OF SUP	21	19	16	34	21	24	25	11	30	19	23	26	10	12	18	28	22	29	8	15
B SONOMA COUNTY GOVT	16	18	14	13	18	15	19	13	12	18	21	18	16	12	14	16	18	21	17	9
C SONOMA COUNTY REG PARKS	7	7	8	5	8	5	5	15	5	5	5	4	11	17	3	6	4	6	21	8

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
D LANDPATHS	70	62	72	76	66	69	74	78	78	76	79	64	63	68	70	70	75	68
E SONOMA LAND TRUST	42	47	46	39	42	42	43	48	53	49	57	38	30	36	44	51	42	40
A SONOMA AG PRES/OPEN SPACE	28	25	33	27	28	28	28	19	38	33	37	27	23	26	22	36	28	28
F SONOMA BOARD OF SUP	21	12	30	18	25	19	27	14	24	21	23	38	19	16	25	29	19	19
B SONOMA COUNTY GOVT	16	15	10	16	18	15	19	12	15	17	20	17	15	16	15	16	18	15
C SONOMA COUNTY REG PARKS	7	6	5	8	7	7	8	4	9	8	5	8	7	7	6	6	12	3

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
D LANDPATHS	70	70	69	65	65	63	60	49	76	77	85	84	80	82	70	74	74	79	72	63
E SONOMA LAND TRUST	42	42	40	40	39	35	36	18	44	51	65	67	57	59	43	34	45	64	44	40
A SONOMA AG PRES/OPEN SPACE	28	27	26	25	22	21	20	0	22	40	88	87	59	58	25	28	39	27	28	29
F SONOMA BOARD OF SUP	21	21	21	17	16	14	15	14	21	24	37	35	28	30	26	21	16	14	27	16
B SONOMA COUNTY GOVT	16	16	16	15	15	14	15	10	13	19	29	28	22	22	16	14	21	12	22	12
C SONOMA COUNTY REG PARKS	7	7	7	7	7	8	8	2	10	8	14	13	9	9	3	6	21	15	3	8

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 5: Q3 ISSUES THAT MAY BE PROBLEMS IN SONOMA COUNTY RANK MATRIX TABLE (EXTREMELY SERIOUS PROBLEM)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	160	264	261	96	60	138	130	19	14	265	29	115	215	148	21	16	360	37	11
G LACK OF HOUSING	44	55	38	44	45	43	44	48	20	24	46	22	45	45	46	36	17	45	28	46
K COST OF HOUSING	43	47	40	39	54	43	50	44	37	25	47	35	35	43	44	31	37	44	33	44
C LOCAL ROAD/STREET COND	37	34	38	32	45	42	34	37	45	37	35	41	38	32	42	47	38	36	43	29
J TRAFFIC & CONGESTION	22	19	24	18	40	14	20	28	18	43	24	24	17	18	25	29	17	21	25	36
H GOVT INEFFICIENCY/WASTE	15	16	15	8	41	8	9	19	46	62	13	50	13	11	19	21	34	14	26	30
E AMT OF LOCAL TAXES	12	12	12	7	25	10	7	12	20	39	10	29	12	7	13	19	39	9	28	34
F OVERCROWDING IN COUNTY	10	10	9	5	23	7	8	11	7	23	10	15	8	10	7	15	13	9	14	14
D LOSS OF OPEN SPACE	9	11	9	9	8	13	11	7	6	22	9	14	9	12	6	5	7	9	6	27
I LOSS OF FARMLAND	9	9	10	7	18	7	15	7	13	43	11	20	4	12	6	10	8	10	9	0
B QUALITY OF PUB SCHOOLS	9	13	7	7	17	5	6	8	21	23	7	22	12	7	11	17	17	9	17	0
A JOBS AND ECONOMY	9	12	7	5	16	14	12	7	0	10	9	5	9	10	8	16	0	9	9	14
M OUT-OF-TOWNERS DISPLACING	8	11	7	5	22	4	9	11	10	0	10	8	5	7	9	5	8	8	6	36
O WATER POLLUTION	8	9	8	8	13	2	13	5	0	43	9	9	6	10	7	0	9	9	3	10
N CRIME	5	4	6	2	18	2	6	3	24	44	5	28	2	4	6	5	25	5	12	0
L CONDITION OF PARKS	3	2	3	2	3	6	2	5	9	0	3	7	1	2	4	5	0	3	3	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	224	153	12	9	377	18	15	129	125	91	62	101	296	71	115	130	91	180	221
G LACK OF HOUSING	44	48	41	19	29	45	22	37	48	48	38	37	51	42	37	45	47	47	42	47
K COST OF HOUSING	43	43	42	70	45	43	56	32	44	43	48	30	50	41	42	44	46	37	43	42
C LOCAL ROAD/STREET COND	37	35	39	24	55	37	34	40	33	30	37	56	21	42	47	33	37	30	39	34
J TRAFFIC & CONGESTION	22	22	20	27	47	21	38	20	21	17	30	20	24	21	35	25	16	14	29	15
H GOVT INEFFICIENCY/WASTE	15	10	20	17	42	14	31	47	15	15	15	16	20	14	19	19	9	15	19	11
E AMT OF LOCAL TAXES	12	7	14	42	41	10	42	20	13	5	6	32	12	12	22	13	8	9	17	9
F OVERCROWDING IN COUNTY	10	8	11	8	0	9	6	18	12	3	9	16	9	10	21	10	7	4	14	6
D LOSS OF OPEN SPACE	9	11	9	0	0	10	0	0	13	9	6	7	8	10	11	12	12	3	11	8
I LOSS OF FARMLAND	9	9	9	0	10	9	6	32	9	8	12	6	3	11	11	11	4	11	11	7
B QUALITY OF PUB SCHOOLS	9	8	10	20	13	9	18	7	13	8	7	8	14	8	12	9	7	11	10	9
A JOBS AND ECONOMY	9	9	8	17	0	9	12	10	13	6	8	8	11	8	11	11	8	7	11	8
M OUT-OF-TOWNERS DISPLACING	8	7	9	0	31	8	18	20	6	11	10	4	8	8	6	11	9	7	9	8
O WATER POLLUTION	8	9	6	9	11	8	10	20	13	4	7	11	12	7	15	8	4	6	11	5
N CRIME	5	4	5	0	30	4	17	35	3	6	7	7	4	6	8	6	3	5	7	4
L CONDITION OF PARKS	3	2	5	0	0	3	0	0	2	4	3	0	5	2	4	3	3	1	4	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 5: Q3 ISSUES THAT MAY BE PROBLEMS IN SONOMA COUNTY RANK MATRIX TABLE (EXTREMELY SERIOUS PROBLEM)

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	313	68	142	73	66	80	193	210	56	56	52	32	41	46	69	54	165	238	117	121
G LACK OF HOUSING	44	39	44	42	51	44	40	41	38	50	44	48	43	53	44	46	47	29	45	43	47	39
K COST OF HOUSING	43	45	42	46	49	43	36	34	44	41	32	62	39	40	48	49	45	28	44	42	46	37
C LOCAL ROAD/STREET COND	37	28	39	29	36	31	49	28	36	37	28	28	29	42	44	39	43	43	28	42	41	43
J TRAFFIC & CONGESTION	22	27	21	26	21	27	17	15	21	22	14	23	16	30	36	20	23	20	18	25	28	21
H GOVT INEFFICIENCY/WASTE	15	10	15	13	12	16	15	18	18	13	9	17	7	18	36	14	12	16	11	18	23	14
E AMT OF LOCAL TAXES	12	8	12	9	11	8	14	15	12	11	6	10	18	7	21	9	11	12	11	12	13	12
F OVERCROWDING IN COUNTY	10	9	9	10	16	7	7	5	9	10	8	5	16	11	13	9	9	7	10	10	11	8
D LOSS OF OPEN SPACE	9	10	8	15	13	7	11	5	9	10	12	7	9	16	8	11	10	5	9	9	11	8
I LOSS OF FARMLAND	9	9	8	9	9	8	11	5	11	8	6	10	3	12	16	11	9	11	6	12	13	10
B QUALITY OF PUB SCHOOLS	9	7	11	5	7	8	13	11	9	9	19	5	16	8	8	11	4	5	13	7	9	4
A JOBS AND ECONOMY	9	10	8	12	16	5	10	5	9	9	9	10	10	4	6	11	14	3	9	9	7	10
M OUT-OF-TOWNERS DISPLACING	8	3	8	6	12	8	4	6	7	10	7	15	2	7	12	14	6	7	8	9	11	6
O WATER POLLUTION	8	18	7	15	10	3	6	7	7	10	11	10	13	13	10	5	2	7	11	6	9	4
N CRIME	5	7	5	7	5	3	6	5	6	5	0	8	4	5	20	0	5	5	4	7	8	5
L CONDITION OF PARKS	3	4	2	3	2	2	3	4	4	2	0	4	7	6	8	2	0	0	4	2	5	0

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	98	112	84	142	214	109	81	83	132	60	50	23	57	92	122	63	52	45	43
G LACK OF HOUSING	44	37	38	53	47	47	50	28	46	47	54	45	20	31	39	53	49	50	20	38
K COST OF HOUSING	43	47	41	40	42	41	47	42	43	40	49	46	39	43	40	42	52	41	43	41
C LOCAL ROAD/STREET COND	37	27	43	30	42	33	39	44	21	40	40	36	21	53	31	34	41	36	38	51
J TRAFFIC & CONGESTION	22	17	25	18	24	21	21	26	19	22	18	24	11	31	18	23	21	21	30	22
H GOVT INEFFICIENCY/WASTE	15	12	25	10	14	10	14	32	9	10	10	20	20	37	10	9	15	13	43	23
E AMT OF LOCAL TAXES	12	11	13	11	11	6	14	24	3	8	19	8	22	24	4	7	12	16	29	17
F OVERCROWDING IN COUNTY	10	11	7	8	12	8	10	13	8	8	12	8	9	14	8	8	11	9	7	20
D LOSS OF OPEN SPACE	9	12	6	7	12	12	7	7	9	13	11	2	7	7	12	11	9	5	2	14
I LOSS OF FARMLAND	9	6	16	6	9	10	4	15	6	12	2	7	20	14	9	10	7	0	23	9
B QUALITY OF PUB SCHOOLS	9	18	3	8	10	6	11	16	8	4	16	5	23	14	5	6	13	9	14	20
A JOBS AND ECONOMY	9	7	11	12	6	9	12	3	10	9	12	12	0	4	10	9	13	11	4	3
M OUT-OF-TOWNERS DISPLACING	8	7	7	10	10	9	8	9	8	9	6	9	14	7	5	11	6	10	12	6
O WATER POLLUTION	8	7	6	17	7	9	9	5	12	7	12	6	6	5	6	12	8	10	6	5
N CRIME	5	5	7	2	6	4	4	10	1	6	3	5	15	8	4	5	7	0	12	9
L CONDITION OF PARKS	3	4	4	3	1	3	4	0	5	2	2	6	0	0	4	3	6	2	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 5: Q3 ISSUES THAT MAY BE PROBLEMS IN SONOMA COUNTY RANK MATRIX TABLE (EXTREMELY SERIOUS PROBLEM)

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	48	56	142	154	286	118	48	38	138	19	50	135	89	85	73	81	77
G LACK OF HOUSING	44	40	60	37	47	44	43	41	47	46	65	32	44	35	43	51	46	45
K COST OF HOUSING	43	56	44	41	40	43	43	43	46	45	45	36	42	43	43	45	49	35
C LOCAL ROAD/STREET COND	37	17	24	42	42	38	33	48	36	32	18	31	41	30	45	31	39	38
J TRAFFIC & CONGESTION	22	23	25	21	21	22	22	19	33	17	21	31	22	18	29	22	26	15
H GOVT INEFFICIENCY/WASTE	15	24	16	16	12	15	16	7	11	15	19	26	17	11	17	16	19	15
E AMT OF LOCAL TAXES	12	13	11	12	11	12	10	13	20	10	13	10	12	8	13	7	16	16
F OVERCROWDING IN COUNTY	10	11	7	7	12	11	6	16	14	7	11	3	11	6	14	9	12	5
D LOSS OF OPEN SPACE	9	8	8	9	11	10	8	20	3	8	0	8	10	6	18	9	8	6
I LOSS OF FARMLAND	9	4	3	13	9	9	10	5	6	5	10	15	15	11	11	6	7	11
B QUALITY OF PUB SCHOOLS	9	16	13	7	8	10	9	14	14	8	18	6	8	8	12	8	10	8
A JOBS AND ECONOMY	9	5	16	11	6	11	4	15	0	12	0	6	8	7	10	6	11	11
M OUT-OF-TOWNERS DISPLACING	8	11	6	6	11	8	9	2	6	3	14	23	12	10	9	5	11	8
O WATER POLLUTION	8	11	12	5	9	8	9	8	8	2	0	9	16	4	13	4	7	14
N CRIME	5	4	4	7	4	4	9	5	3	7	0	3	7	4	6	5	3	10
L CONDITION OF PARKS	3	7	4	3	1	3	4	3	3	3	0	0	4	2	3	7	2	1

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	284	244	198	142	97	52	254	110	123	158	182	114	67	30	25	80	94
G LACK OF HOUSING	44	44	42	41	40	40	41	44	28	47	41	42	45	45	55	43	18	17	52	40
K COST OF HOUSING	43	43	43	42	38	38	36	48	44	41	35	35	38	37	46	39	51	37	43	41
C LOCAL ROAD/STREET COND	37	36	37	37	37	38	39	31	40	38	37	40	36	37	33	39	44	50	35	33
J TRAFFIC & CONGESTION	22	22	23	21	19	21	22	19	29	22	18	17	18	20	19	27	33	16	19	23
H GOVT INEFFICIENCY/WASTE	15	16	16	15	13	14	13	6	33	15	17	18	17	18	8	12	35	25	10	22
E AMT OF LOCAL TAXES	12	12	11	11	11	10	10	7	24	11	10	11	11	11	5	9	16	36	17	9
F OVERCROWDING IN COUNTY	10	9	8	7	7	7	7	10	14	9	8	9	9	10	10	7	20	13	8	7
D LOSS OF OPEN SPACE	9	9	8	9	9	8	8	13	10	8	10	12	10	10	18	6	7	16	4	5
I LOSS OF FARMLAND	9	10	9	8	7	9	10	14	16	6	8	8	7	6	12	10	15	23	2	7
B QUALITY OF PUB SCHOOLS	9	10	9	8	8	7	7	8	14	9	14	13	12	12	7	6	11	31	14	4
A JOBS AND ECONOMY	9	9	9	9	7	7	5	14	8	7	7	7	7	8	11	10	6	0	15	4
M OUT-OF-TOWNERS DISPLACING	8	9	8	7	7	7	9	7	8	9	4	5	8	7	10	9	10	12	3	9
O WATER POLLUTION	8	9	7	6	6	5	6	13	6	7	7	7	6	6	9	11	11	0	8	8
N CRIME	5	6	6	5	5	6	5	3	16	4	6	6	5	6	4	3	11	12	3	7
L CONDITION OF PARKS	3	3	3	3	1	1	1	1	6	3	2	2	2	3	2	6	0	0	1	5

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 6: Q3 ISSUES THAT MAY BE PROBLEMS IN SONOMA COUNTY RANK MATRIX TABLE (EXTREMELY/VERY SERIOUS PROBLEM)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	160	264	261	96	60	138	130	19	14	265	29	115	215	148	21	16	360	37	11
K COST OF HOUSING	75	74	76	72	83	81	79	79	66	81	79	69	68	77	75	64	72	76	67	83
G LACK OF HOUSING	71	77	68	70	70	74	75	74	40	50	75	45	69	75	71	58	39	74	50	56
C LOCAL ROAD/STREET COND	59	52	63	54	72	59	56	61	78	69	58	74	57	57	61	64	64	59	64	49
J TRAFFIC & CONGESTION	52	47	55	44	76	51	51	59	62	81	55	66	41	50	51	62	66	50	64	59
H GOVT INEFFICIENCY/WASTE	29	32	26	19	60	28	24	34	66	100	28	74	20	22	36	26	63	28	40	40
I LOSS OF FARMLAND	27	19	33	21	40	35	39	22	32	63	31	39	15	34	14	41	39	26	40	7
E AMT OF LOCAL TAXES	25	25	25	16	51	20	16	28	39	75	22	57	24	20	25	38	60	22	48	42
A JOBS AND ECONOMY	22	23	22	14	40	30	28	18	13	30	23	21	22	25	19	38	12	22	26	14
D LOSS OF OPEN SPACE	22	19	24	21	24	25	31	21	6	22	26	14	17	30	13	13	13	23	13	27
O WATER POLLUTION	22	25	20	21	27	17	23	22	11	63	23	22	20	24	20	5	38	22	17	10
F OVERCROWDING IN COUNTY	20	21	20	13	42	18	18	19	19	40	18	29	23	20	20	29	18	20	24	23
B QUALITY OF PUB SCHOOLS	20	24	18	17	27	20	14	17	29	29	15	29	29	19	18	21	33	19	26	31
N CRIME	19	22	17	13	37	18	16	14	39	64	15	45	23	17	19	9	46	18	22	50
M OUT-OF-TOWNERS DISPLACING	19	20	18	14	35	16	20	22	19	63	21	29	12	20	15	16	29	18	21	44
L CONDITION OF PARKS	10	8	11	7	12	17	9	13	14	20	11	16	6	9	11	5	28	10	14	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	224	153	12	9	377	18	15	129	125	91	62	101	296	71	115	130	91	180	221
K COST OF HOUSING	75	79	70	70	91	75	82	64	72	83	78	62	74	76	82	75	76	71	77	74
G LACK OF HOUSING	71	78	65	34	59	73	42	58	76	75	69	60	78	69	71	65	72	78	67	74
C LOCAL ROAD/STREET COND	59	58	60	57	68	59	60	61	54	56	56	80	47	63	67	54	63	53	59	59
J TRAFFIC & CONGESTION	52	49	54	45	80	51	65	50	55	44	60	47	54	51	58	67	42	41	64	41
H GOVT INEFFICIENCY/WASTE	29	23	33	49	75	27	63	47	27	27	29	36	35	27	35	38	24	19	37	22
I LOSS OF FARMLAND	27	32	18	27	33	27	31	40	25	23	29	34	17	30	32	29	20	30	30	24
E AMT OF LOCAL TAXES	25	18	31	62	41	23	55	37	27	17	19	48	25	25	37	24	26	18	29	22
A JOBS AND ECONOMY	22	25	21	31	0	23	21	10	24	20	24	24	22	23	31	17	23	22	23	22
D LOSS OF OPEN SPACE	22	27	18	11	17	23	13	13	30	23	16	13	21	23	24	18	28	20	21	24
O WATER POLLUTION	22	22	20	27	42	21	36	20	26	18	19	23	26	20	40	18	18	14	26	17
F OVERCROWDING IN COUNTY	20	19	23	14	0	21	10	25	24	16	15	28	17	21	32	18	17	19	24	17
B QUALITY OF PUB SCHOOLS	20	18	20	20	44	19	28	32	28	17	16	16	26	18	22	17	19	23	19	21
N CRIME	19	19	14	35	42	17	39	64	18	17	19	27	16	20	33	27	9	12	29	10
M OUT-OF-TOWNERS DISPLACING	19	19	17	18	43	18	32	20	15	18	24	21	14	20	23	22	17	13	22	15
L CONDITION OF PARKS	10	9	12	0	22	10	13	0	12	12	6	3	15	8	11	11	10	5	11	8

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 6: Q3 ISSUES THAT MAY BE PROBLEMS IN SONOMA COUNTY RANK MATRIX TABLE (EXTREMELY/VERY SERIOUS PROBLEM)

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE												
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	313	68	142	73	66	80	193	210	56	56	52	32	41	46	69	54	165	238	117	121
K COST OF HOUSING	75	85	74	86	87	72	64	63	75	76	74	85	71	68	83	77	76	68	77	74	77	72
G LACK OF HOUSING	71	77	70	76	76	71	75	72	65	76	68	79	72	81	68	71	70	63	73	70	72	67
C LOCAL ROAD/STREET COND	59	38	63	43	63	57	60	56	60	59	47	47	48	63	64	63	69	73	47	67	63	71
J TRAFFIC & CONGESTION	52	50	52	53	53	59	49	37	49	54	49	52	36	59	67	49	60	45	46	56	58	53
H GOVT INEFFICIENCY/WASTE	29	22	28	24	25	34	33	28	32	26	25	32	24	32	45	29	27	22	27	30	36	25
I LOSS OF FARMLAND	27	32	24	34	33	23	26	13	27	27	26	27	4	22	41	36	27	36	19	32	34	31
E AMT OF LOCAL TAXES	25	35	23	31	28	24	22	26	21	29	25	19	27	30	33	29	24	20	24	26	31	22
A JOBS AND ECONOMY	22	27	21	29	34	15	26	14	20	25	19	21	21	30	24	23	26	19	20	24	25	23
D LOSS OF OPEN SPACE	22	21	21	27	27	22	23	15	21	24	22	18	17	29	18	20	33	21	19	25	22	28
O WATER POLLUTION	22	35	19	34	28	15	14	17	19	24	31	21	31	26	26	16	11	15	28	17	22	13
F OVERCROWDING IN COUNTY	20	20	20	20	27	18	14	12	15	26	18	18	22	16	24	27	18	21	19	21	23	19
B QUALITY OF PUB SCHOOLS	20	18	21	14	16	22	28	19	20	20	36	14	26	26	13	22	14	11	25	16	20	13
N CRIME	19	30	17	29	23	15	12	14	19	19	10	25	17	19	31	24	17	13	17	20	25	15
M OUT-OF-TOWNERS DISPLACING	19	17	18	18	24	19	13	11	20	17	13	27	10	14	22	33	13	21	17	20	24	17
L CONDITION OF PARKS	10	7	8	12	10	12	3	12	9	10	2	11	21	9	21	7	4	7	11	9	13	6

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	98	112	84	142	214	109	81	83	132	60	50	23	57	92	122	63	52	45	43
K COST OF HOUSING	75	78	73	76	76	75	80	71	76	74	79	81	76	69	72	77	79	80	75	68
G LACK OF HOUSING	71	70	62	75	76	75	74	55	76	75	75	72	58	55	71	79	72	75	46	68
C LOCAL ROAD/STREET COND	59	48	68	47	67	56	56	69	45	63	51	64	46	79	56	56	60	53	66	75
J TRAFFIC & CONGESTION	52	43	56	49	56	48	55	56	41	53	55	55	37	64	42	53	56	53	57	55
H GOVT INEFFICIENCY/WASTE	29	26	38	29	25	21	30	47	24	20	27	34	39	50	22	21	31	29	58	38
I LOSS OF FARMLAND	27	20	34	19	31	30	20	27	20	37	17	24	24	29	27	33	22	17	36	20
E AMT OF LOCAL TAXES	25	19	23	28	29	19	25	42	18	19	28	23	33	46	11	24	22	29	41	43
A JOBS AND ECONOMY	22	18	22	23	26	23	22	22	22	24	22	22	11	26	22	24	24	20	12	34
D LOSS OF OPEN SPACE	22	20	21	18	28	28	18	13	19	34	21	14	15	12	27	30	21	14	8	20
O WATER POLLUTION	22	21	16	38	18	22	30	11	26	19	39	18	6	13	14	28	31	27	9	13
F OVERCROWDING IN COUNTY	20	16	14	23	27	19	21	23	15	22	23	18	27	21	14	23	16	26	15	33
B QUALITY OF PUB SCHOOLS	20	33	11	18	21	15	24	28	19	13	27	19	42	21	18	13	18	30	28	26
N CRIME	19	19	18	15	21	18	18	24	14	20	18	18	29	22	16	19	20	15	24	24
M OUT-OF-TOWNERS DISPLACING	19	16	24	17	18	18	17	24	15	19	15	19	26	23	17	18	19	15	30	19
L CONDITION OF PARKS	10	11	7	11	10	12	12	1	17	9	6	18	0	2	10	14	13	10	0	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 6: Q3 ISSUES THAT MAY BE PROBLEMS IN SONOMA COUNTY RANK MATRIX TABLE (EXTREMELY/VERY SERIOUS PROBLEM)

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	48	56	142	154	286	118	48	38	138	19	50	135	89	85	73	81	77
K COST OF HOUSING	75	76	73	76	76	76	74	67	82	72	76	79	78	76	69	81	83	69
G LACK OF HOUSING	71	69	86	65	73	72	69	67	82	69	75	64	73	64	70	79	70	75
C LOCAL ROAD/STREET COND	59	50	44	63	64	61	54	63	54	56	35	57	65	62	66	48	56	62
J TRAFFIC & CONGESTION	52	51	56	49	53	52	50	54	71	47	40	48	53	46	59	57	50	47
H GOVT INEFFICIENCY/WASTE	29	31	39	32	22	29	27	25	24	26	37	36	31	23	30	28	32	31
I LOSS OF FARMLAND	27	18	16	30	30	26	29	31	23	21	15	34	33	25	30	28	24	27
E AMT OF LOCAL TAXES	25	23	27	21	30	26	23	33	31	24	24	17	26	24	25	24	28	25
A JOBS AND ECONOMY	22	15	27	23	24	24	19	30	19	18	6	21	27	27	29	12	19	24
D LOSS OF OPEN SPACE	22	19	22	21	26	23	22	30	7	18	11	27	27	23	30	21	20	17
O WATER POLLUTION	22	23	29	18	22	22	20	31	14	15	10	23	29	11	29	17	21	31
F OVERCROWDING IN COUNTY	20	13	20	15	28	20	21	24	22	16	18	15	25	23	24	12	25	15
B QUALITY OF PUB SCHOOLS	20	28	25	17	18	20	20	26	21	17	24	16	22	25	21	14	20	19
N CRIME	19	12	20	21	19	18	22	12	29	21	14	21	16	17	14	26	20	19
M OUT-OF-TOWNERS DISPLACING	19	16	12	22	19	18	21	9	9	12	20	33	28	21	17	13	23	20
L CONDITION OF PARKS	10	16	15	7	8	10	9	10	15	11	4	5	9	8	7	19	9	8

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	284	244	198	142	97	52	254	110	123	158	182	114	67	30	25	80	94
K COST OF HOUSING	75	76	75	75	75	75	72	78	71	75	66	68	72	74	76	78	73	63	78	74
G LACK OF HOUSING	71	71	69	69	69	70	70	76	49	73	68	68	72	72	86	66	42	43	74	70
C LOCAL ROAD/STREET COND	59	59	60	61	64	64	64	55	68	59	60	61	62	61	57	65	71	70	53	55
J TRAFFIC & CONGESTION	52	52	52	51	50	52	54	49	65	50	42	44	48	49	47	48	63	55	53	55
H GOVT INEFFICIENCY/WASTE	29	29	30	28	28	29	28	19	50	28	27	26	27	27	20	23	42	47	27	35
I LOSS OF FARMLAND	27	27	27	27	28	30	32	42	41	19	17	19	20	20	27	37	30	37	17	24
E AMT OF LOCAL TAXES	25	25	24	23	23	20	21	13	45	26	25	26	27	26	19	18	38	58	27	23
A JOBS AND ECONOMY	22	23	22	23	23	24	23	29	24	20	22	22	20	22	27	18	25	28	26	15
D LOSS OF OPEN SPACE	22	23	22	23	24	24	26	34	16	19	18	18	21	21	35	21	13	19	12	20
O WATER POLLUTION	22	21	20	18	18	16	14	22	21	22	21	20	22	20	22	24	18	6	29	19
F OVERCROWDING IN COUNTY	20	21	19	18	18	17	16	18	26	20	24	25	21	22	24	17	34	19	17	17
B QUALITY OF PUB SCHOOLS	20	20	20	19	19	19	17	17	23	21	29	27	25	24	17	14	15	59	23	16
N CRIME	19	19	19	18	19	19	19	14	27	20	24	23	22	22	19	20	22	40	18	13
M OUT-OF-TOWNERS DISPLACING	19	19	20	20	20	22	20	15	25	19	13	14	19	18	18	23	31	20	13	16
L CONDITION OF PARKS	10	10	10	10	9	9	8	6	14	10	7	8	8	9	15	8	3	0	9	10

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 7: Q4 JOB OF SCAPOSD RANK MATRIX TABLE (STRONGLY APPROVE)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
A PROTECT AG/NAT RESOURCES	45	48	43	50	38	36	66	34	3	17	51	8	40	67	24	8	4	49	6	27
B CREATE OUTDOOR REC OPP	42	44	41	45	44	25	58	38	15	0	48	8	36	60	29	4	0	47	2	8
E OPP TO LEARN ABT NATURE	40	36	43	43	35	35	59	33	10	44	47	18	30	56	24	10	10	43	10	27
C GOOD VALUE FOR TAX DOLLARS	24	22	26	27	24	14	41	16	7	0	29	4	19	41	8	7	0	27	4	8
D COMMUNICATE W/ COMMUNITY	23	26	21	26	19	18	39	19	0	25	29	5	13	32	15	5	0	25	3	8

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
A PROTECT AG/NAT RESOURCES	45	59	29	3	10	47	6	36	54	44	41	29	46	44	52	42	42	46	46	44
B CREATE OUTDOOR REC OPP	42	54	32	0	0	45	0	21	53	45	37	21	46	41	44	50	33	46	47	39
E OPP TO LEARN ABT NATURE	40	52	27	16	16	42	16	26	45	46	31	28	40	40	51	40	34	43	44	37
C GOOD VALUE FOR TAX DOLLARS	24	34	14	6	0	26	4	9	30	28	17	14	30	22	28	23	21	28	25	24
D COMMUNICATE W/ COMMUNITY	23	30	15	16	0	24	7	12	31	22	18	14	21	24	26	21	22	27	23	24

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
A PROTECT AG/NAT RESOURCES	45	65	43	59	48	43	46	42	43	47	60	48	49	51	37	40	36	39	53	40	42	38
B CREATE OUTDOOR REC OPP	42	54	42	50	44	43	46	41	40	44	64	41	37	51	38	41	30	37	48	38	43	33
E OPP TO LEARN ABT NATURE	40	56	39	50	46	33	43	30	35	45	55	39	35	45	29	32	45	38	43	38	35	42
C GOOD VALUE FOR TAX DOLLARS	24	26	25	24	22	26	31	23	21	28	36	16	29	34	26	14	22	20	27	22	23	21
D COMMUNICATE W/ COMMUNITY	23	28	22	30	24	28	25	19	23	23	38	28	22	18	16	21	16	23	29	19	18	20

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 7: Q4 JOB OF SCAPOSD RANK MATRIX TABLE (STRONGLY APPROVE)

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
A PROTECT AG/NAT RESOURCES	45	48	38	58	41	49	49	30	56	44	54	43	35	28	44	52	49	50	32	28
B CREATE OUTDOOR REC OPP	42	43	38	53	38	46	47	24	53	41	46	49	32	21	42	48	46	49	28	18
E OPP TO LEARN ABT NATURE	40	40	29	48	44	42	42	33	39	45	48	35	46	27	32	51	40	44	34	32
C GOOD VALUE FOR TAX DOLLARS	24	20	21	34	23	24	28	19	26	23	33	21	16	20	20	28	23	34	19	19
D COMMUNICATE W/ COMMUNITY	23	30	16	29	21	27	19	18	28	27	29	7	36	12	24	30	21	16	26	12

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
A PROTECT AG/NAT RESOURCES	45	43	50	43	46	46	42	48	40	46	33	50	44	46	43	44	43	49
B CREATE OUTDOOR REC OPP	42	39	52	42	40	43	39	44	53	40	65	41	37	38	37	50	45	41
E OPP TO LEARN ABT NATURE	40	42	39	32	47	39	44	33	45	41	17	44	43	46	38	41	40	37
C GOOD VALUE FOR TAX DOLLARS	24	23	36	20	24	25	23	32	15	22	32	22	25	24	25	25	22	25
D COMMUNICATE W/ COMMUNITY	23	17	24	25	24	23	24	23	27	24	16	22	23	23	26	25	21	21

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
A PROTECT AG/NAT RESOURCES	45	45	42	42	41	43	44	75	9	41	41	38	45	41	52	43	28	27	47	47
B CREATE OUTDOOR REC OPP	42	42	40	38	40	38	40	66	6	40	40	35	42	38	42	44	24	29	45	47
E OPP TO LEARN ABT NATURE	40	40	37	39	38	39	42	68	14	35	32	30	38	34	40	46	17	41	44	41
C GOOD VALUE FOR TAX DOLLARS	24	25	25	26	25	25	26	51	5	18	21	19	22	19	22	24	20	20	28	27
D COMMUNICATE W/ COMMUNITY	23	23	21	19	21	21	23	42	7	19	15	13	19	15	28	26	15	25	23	18

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 8: Q4 JOB OF SCAPOSD RANK MATRIX TABLE (TOTAL APPROVE)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
A PROTECT AG/NAT RESOURCES	83	85	82	87	80	71	93	91	63	35	92	53	70	92	81	69	26	88	52	41
B CREATE OUTDOOR REC OPP	80	81	80	83	82	67	90	87	69	21	88	46	70	88	81	70	17	85	47	42
E OPP TO LEARN ABT NATURE	75	73	77	76	76	69	87	80	44	82	84	53	61	85	69	61	30	78	49	37
D COMMUNICATE W/ COMMUNITY	64	65	64	71	52	50	81	69	17	64	75	27	48	74	61	30	30	69	30	8
C GOOD VALUE FOR TAX DOLLARS	63	66	61	70	57	42	77	70	26	21	74	23	47	76	57	32	11	68	23	25

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION				
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
A PROTECT AG/NAT RESOURCES	83	88	81	64	32	85	50	65	87	83	85	70	82	83	85	80	84	84	82	84
B CREATE OUTDOOR REC OPP	80	87	78	42	14	83	33	59	85	79	83	69	81	80	83	82	78	78	82	78
E OPP TO LEARN ABT NATURE	75	82	70	43	58	77	52	37	80	76	71	68	74	75	77	76	77	69	76	74
D COMMUNICATE W/ COMMUNITY	64	73	57	34	21	67	27	37	64	66	60	67	59	66	63	67	60	66	66	62
C GOOD VALUE FOR TAX DOLLARS	63	74	55	18	0	66	12	33	71	66	58	44	64	62	60	68	58	67	65	62

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
A PROTECT AG/NAT RESOURCES	83	92	83	89	84	81	88	80	84	82	93	86	84	81	80	82	79	81	88	80	81	80
B CREATE OUTDOOR REC OPP	80	88	81	83	81	81	91	73	78	82	87	83	74	83	83	80	80	73	82	79	82	77
E OPP TO LEARN ABT NATURE	75	90	73	90	80	68	77	68	75	76	83	82	73	72	62	63	80	77	80	72	65	79
D COMMUNICATE W/ COMMUNITY	64	87	61	85	72	56	59	65	64	65	76	77	65	61	56	52	54	70	73	59	56	61
C GOOD VALUE FOR TAX DOLLARS	63	73	64	67	63	65	67	64	62	63	82	63	59	68	57	57	59	57	68	59	60	58

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 8: Q4 JOB OF SCAPOSD RANK MATRIX TABLE (TOTAL APPROVE)

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
A PROTECT AG/NAT RESOURCES	83	87	82	88	79	85	88	72	90	82	89	88	75	70	87	84	87	90	76	68
B CREATE OUTDOOR REC OPP	80	76	80	86	79	83	84	68	87	81	84	85	57	72	82	84	85	84	63	73
E OPP TO LEARN ABT NATURE	75	81	68	78	75	74	83	68	75	74	87	77	80	63	73	75	78	89	72	64
D COMMUNICATE W/ COMMUNITY	64	74	54	72	62	66	65	60	73	62	76	52	66	58	64	68	65	65	63	58
C GOOD VALUE FOR TAX DOLLARS	63	67	58	69	59	67	65	48	73	64	67	62	54	45	68	67	65	65	46	50

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
A PROTECT AG/NAT RESOURCES	83	81	83	85	82	84	82	91	81	80	86	83	84	81	85	83	88	79
B CREATE OUTDOOR REC OPP	80	72	88	80	80	81	79	87	86	79	88	78	78	76	82	88	80	77
E OPP TO LEARN ABT NATURE	75	78	69	73	78	74	77	82	66	76	65	72	77	77	73	68	80	77
D COMMUNICATE W/ COMMUNITY	64	56	62	67	65	68	56	79	61	63	51	58	66	63	67	62	68	61
C GOOD VALUE FOR TAX DOLLARS	63	58	68	63	61	65	57	68	55	60	75	75	59	60	68	60	64	61

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
A PROTECT AG/NAT RESOURCES	83	83	82	82	81	81	81	94	58	84	75	70	80	76	84	83	66	66	88	89
B CREATE OUTDOOR REC OPP	80	80	79	79	79	79	81	92	53	81	76	71	78	75	82	83	62	69	81	85
E OPP TO LEARN ABT NATURE	75	75	74	74	74	75	74	93	53	73	65	62	73	68	72	73	66	64	84	80
D COMMUNICATE W/ COMMUNITY	64	64	63	62	65	65	64	83	30	64	52	47	59	56	69	58	67	57	73	59
C GOOD VALUE FOR TAX DOLLARS	63	63	62	61	62	61	64	82	27	63	52	48	60	57	62	71	40	43	66	68

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 9: Q4 JOB OF SCAPOSD RANK MATRIX TABLE (TOTAL DISAPPROVE)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
D COMMUNICATE W/ COMMUNITY	23	22	24	17	38	27	11	23	75	36	17	67	29	14	29	48	63	20	54	37
C GOOD VALUE FOR TAX DOLLARS	19	18	19	14	32	16	13	14	66	68	13	67	19	9	20	60	73	14	66	17
E OPP TO LEARN ABT NATURE	10	12	9	9	15	12	3	9	41	18	6	36	15	6	11	28	56	8	38	16
B CREATE OUTDOOR REC OPP	10	10	10	9	13	11	4	9	25	74	7	49	8	4	10	27	66	6	44	9
A PROTECT AG/NAT RESOURCES	8	6	9	5	15	13	4	5	32	65	4	44	8	3	8	20	61	5	36	13

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
D COMMUNICATE W/ COMMUNITY	23	16	30	66	63	21	64	20	25	24	24	17	30	21	23	21	26	24	22	25
C GOOD VALUE FOR TAX DOLLARS	19	11	21	82	70	15	78	25	14	16	20	31	22	17	21	21	17	14	21	16
E OPP TO LEARN ABT NATURE	10	6	15	57	32	9	43	0	11	9	11	12	10	11	7	11	9	16	9	12
B CREATE OUTDOOR REC OPP	10	5	11	45	71	8	53	19	5	11	11	17	11	10	8	11	12	9	10	10
A PROTECT AG/NAT RESOURCES	8	5	8	32	68	6	47	4	5	6	9	17	7	9	8	10	7	7	9	7

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
D COMMUNICATE W/ COMMUNITY	23	13	24	13	17	28	30	21	27	20	14	17	20	17	33	46	27	16	17	28	33	22
C GOOD VALUE FOR TAX DOLLARS	19	17	18	20	15	19	21	21	18	19	14	16	28	19	18	17	19	17	19	18	18	18
E OPP TO LEARN ABT NATURE	10	6	10	6	7	15	12	11	10	11	9	6	4	13	5	29	9	11	7	13	16	10
B CREATE OUTDOOR REC OPP	10	9	10	9	12	6	8	17	11	9	12	7	13	11	10	8	9	11	10	10	10	10
A PROTECT AG/NAT RESOURCES	8	2	7	5	10	8	8	7	8	8	2	7	4	8	13	9	11	11	4	11	10	11

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 9: Q4 JOB OF SCAPOSD RANK MATRIX TABLE (TOTAL DISAPPROVE)

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
D COMMUNICATE W/ COMMUNITY	23	18	36	16	22	21	23	29	16	25	15	32	24	30	26	18	25	20	32	25
C GOOD VALUE FOR TAX DOLLARS	19	20	17	19	19	15	16	32	19	12	20	12	19	37	14	15	16	16	29	35
E OPP TO LEARN ABT NATURE	10	7	14	6	13	9	7	18	8	10	6	8	5	23	10	9	7	7	16	20
B CREATE OUTDOOR REC OPP	10	15	9	6	10	9	5	20	9	9	8	2	22	18	9	9	9	2	20	19
A PROTECT AG/NAT RESOURCES	8	6	10	2	11	6	5	16	3	8	5	6	6	21	7	6	6	4	14	19

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
D COMMUNICATE W/ COMMUNITY	23	39	21	23	20	20	30	16	26	23	45	22	22	20	23	24	26	25
C GOOD VALUE FOR TAX DOLLARS	19	25	20	15	19	18	21	13	37	19	25	9	19	17	16	21	20	18
E OPP TO LEARN ABT NATURE	10	7	12	11	10	10	12	7	18	8	19	19	8	8	12	13	10	9
B CREATE OUTDOOR REC OPP	10	16	7	11	9	10	9	9	14	9	12	10	10	11	13	6	10	11
A PROTECT AG/NAT RESOURCES	8	8	5	8	9	6	12	7	15	6	5	9	9	7	9	8	5	12

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
D COMMUNICATE W/ COMMUNITY	23	23	25	25	21	21	20	8	57	22	31	34	26	28	17	30	16	31	13	33
C GOOD VALUE FOR TAX DOLLARS	19	18	18	17	16	17	18	12	61	13	18	22	15	21	17	13	29	36	12	23
E OPP TO LEARN ABT NATURE	10	11	12	12	12	12	11	1	34	10	14	17	12	14	7	13	20	20	6	10
B CREATE OUTDOOR REC OPP	10	10	10	9	9	10	10	4	39	6	7	11	8	12	10	9	13	19	6	12
A PROTECT AG/NAT RESOURCES	8	8	9	8	8	8	10	4	34	4	8	11	7	10	6	7	19	19	4	7

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 10: Q6 POTENTIAL GOALS OF DISTRICT RANK MATRIX TABLE (EXTREMELY IMPORTANT)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
F PROTECT WATER QUAL/SUPPLY	51	52	51	53	47	46	61	49	19	45	56	25	46	65	38	11	28	54	17	35
C PROTECTING NATURAL BEAUTY	47	50	46	49	44	45	65	42	6	30	54	18	40	58	42	14	17	51	15	30
D PROVIDING LAND FOR PARKS	40	45	38	44	32	35	55	37	18	33	46	26	29	53	31	14	14	44	14	10
E PRESERVE WILDLIFE HABITAT	38	38	37	39	39	30	49	41	11	19	45	13	27	51	26	15	18	41	16	0
B SUPP ECON OF FARMS	35	35	35	37	34	32	50	32	0	34	41	17	26	47	26	13	19	38	16	21
A MAINTAIN RURAL CHARACTER	33	32	34	35	32	26	44	34	10	25	39	16	23	44	23	12	23	36	16	11
G PARTNER WITH LOCAL ORGS	31	36	28	33	30	24	43	30	11	0	37	9	24	46	14	5	8	33	6	35

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
F PROTECT WATER QUAL/SUPPLY	51	60	39	42	31	52	36	45	60	51	52	23	56	49	50	49	49	60	49	53
C PROTECTING NATURAL BEAUTY	47	60	35	0	27	50	9	23	57	51	44	24	49	47	31	46	54	52	40	53
D PROVIDING LAND FOR PARKS	40	55	25	9	0	43	6	18	49	46	28	23	44	39	23	39	48	43	33	46
E PRESERVE WILDLIFE HABITAT	38	47	25	42	19	38	29	47	46	36	38	18	41	36	42	39	37	33	40	35
B SUPP ECON OF FARMS	35	45	26	9	0	37	6	22	43	32	38	25	35	36	30	32	37	43	31	40
A MAINTAIN RURAL CHARACTER	33	44	22	14	13	35	14	21	38	31	36	21	36	32	26	35	33	37	31	35
G PARTNER WITH LOCAL ORGS	31	42	17	26	19	32	22	10	39	31	30	14	33	31	28	28	34	36	28	35

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
F PROTECT WATER QUAL/SUPPLY	51	56	50	56	47	51	58	49	51	51	57	67	52	53	36	42	55	39	59	46	43	48
C PROTECTING NATURAL BEAUTY	47	30	49	40	52	47	47	46	40	54	41	39	67	45	39	43	55	44	48	47	42	51
D PROVIDING LAND FOR PARKS	40	29	42	30	41	39	46	40	33	47	34	39	56	41	36	34	41	38	43	38	37	40
E PRESERVE WILDLIFE HABITAT	38	37	37	39	38	42	32	32	39	37	37	48	39	50	26	25	39	38	41	36	32	39
B SUPP ECON OF FARMS	35	24	38	27	43	32	36	33	27	42	33	24	50	44	25	34	38	35	36	35	33	37
A MAINTAIN RURAL CHARACTER	33	33	33	34	36	29	34	33	30	37	27	31	41	35	26	40	37	29	33	34	34	33
G PARTNER WITH LOCAL ORGS	31	28	32	32	27	35	35	30	32	31	29	44	35	34	15	25	35	28	36	28	24	32

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 10: Q6 POTENTIAL GOALS OF DISTRICT RANK MATRIX TABLE (EXTREMELY IMPORTANT)

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
F PROTECT WATER QUAL/SUPPLY	51	60	42	56	48	53	57	37	63	46	61	53	37	37	52	54	60	54	36	38
C PROTECTING NATURAL BEAUTY	47	48	34	49	57	50	57	26	47	52	57	57	29	25	41	57	52	62	23	30
D PROVIDING LAND FOR PARKS	40	41	27	45	48	45	44	22	45	45	47	40	25	21	35	52	42	46	16	30
E PRESERVE WILDLIFE HABITAT	38	41	36	41	35	41	38	28	47	38	39	37	26	29	41	42	40	35	32	25
B SUPP ECON OF FARMS	35	33	24	38	45	37	38	27	35	38	40	35	25	27	28	44	31	45	23	32
A MAINTAIN RURAL CHARACTER	33	34	26	32	39	36	33	26	40	34	27	40	24	27	30	41	35	30	21	31
G PARTNER WITH LOCAL ORGS	31	36	27	36	28	38	23	25	45	34	28	17	26	24	40	36	22	24	27	23

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
F PROTECT WATER QUAL/SUPPLY	51	55	58	51	48	51	51	56	45	48	48	60	53	51	52	47	57	47
C PROTECTING NATURAL BEAUTY	47	50	49	37	56	47	48	51	35	41	55	47	53	42	49	44	52	48
D PROVIDING LAND FOR PARKS	40	37	50	30	46	41	37	45	28	40	50	43	39	36	41	36	49	38
E PRESERVE WILDLIFE HABITAT	38	45	39	37	36	37	39	39	32	32	20	39	48	36	38	39	35	41
B SUPP ECON OF FARMS	35	36	33	25	47	34	38	37	25	33	38	27	41	30	35	39	44	29
A MAINTAIN RURAL CHARACTER	33	35	38	28	36	33	34	39	29	26	39	34	39	32	35	30	38	32
G PARTNER WITH LOCAL ORGS	31	33	33	32	30	30	33	30	35	28	31	28	35	39	26	34	29	27

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
F PROTECT WATER QUAL/SUPPLY	51	52	52	50	50	48	47	68	26	49	49	45	54	50	49	63	53	34	57	45
C PROTECTING NATURAL BEAUTY	47	47	49	49	48	49	47	71	19	44	40	39	42	43	52	47	42	15	62	39
D PROVIDING LAND FOR PARKS	40	40	41	39	39	40	36	64	20	35	34	32	38	38	46	40	32	19	43	40
E PRESERVE WILDLIFE HABITAT	38	38	38	38	37	35	37	57	19	34	29	26	38	34	43	42	32	30	40	32
B SUPP ECON OF FARMS	35	35	35	35	35	37	35	56	14	32	26	25	31	33	45	30	29	21	39	29
A MAINTAIN RURAL CHARACTER	33	33	34	34	34	33	33	52	16	30	25	23	31	32	37	34	30	27	35	30
G PARTNER WITH LOCAL ORGS	31	32	32	31	30	29	28	52	11	27	24	23	31	28	39	40	20	30	21	28

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 11: Q6 POTENTIAL GOALS OF DISTRICT RANK MATRIX TABLE (EXTREMELY/VERY IMPORTANT)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
F PROTECT WATER QUAL/SUPPLY	89	89	90	91	80	95	98	85	72	82	92	74	87	97	84	54	76	92	62	92
C PROTECTING NATURAL BEAUTY	79	80	79	82	74	78	93	77	33	46	85	39	76	94	71	42	29	84	36	64
E PRESERVE WILDLIFE HABITAT	78	78	78	79	72	78	90	72	49	82	82	56	74	91	66	43	66	81	51	52
D PROVIDING LAND FOR PARKS	72	75	71	76	64	69	85	71	39	49	78	44	66	88	61	31	37	77	33	57
G PARTNER WITH LOCAL ORGS	70	70	69	76	53	68	86	66	38	45	76	39	62	87	54	20	46	73	29	62
A MAINTAIN RURAL CHARACTER	69	63	73	71	68	62	81	68	44	41	75	43	62	83	58	31	44	73	36	55
B SUPP ECON OF FARMS	69	66	71	71	66	67	82	70	34	54	76	44	58	81	63	29	30	73	30	63

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
F PROTECT WATER QUAL/SUPPLY	89	96	82	87	53	90	67	79	90	88	92	84	91	89	91	86	93	86	88	90
C PROTECTING NATURAL BEAUTY	79	94	70	7	44	84	19	38	88	82	79	55	77	80	65	78	83	86	72	84
E PRESERVE WILDLIFE HABITAT	78	90	63	60	31	79	44	79	83	77	76	66	75	78	83	74	79	76	77	78
D PROVIDING LAND FOR PARKS	72	89	58	29	17	76	25	39	84	76	67	47	74	72	59	71	77	78	66	77
G PARTNER WITH LOCAL ORGS	70	87	49	44	31	72	37	35	82	71	59	55	64	72	72	61	75	75	65	75
A MAINTAIN RURAL CHARACTER	69	83	57	31	13	72	23	38	74	70	71	49	70	68	69	68	69	69	69	69
B SUPP ECON OF FARMS	69	82	58	22	32	72	25	50	72	69	76	57	75	68	68	66	70	73	67	71

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
F PROTECT WATER QUAL/SUPPLY	89	97	89	96	93	89	86	88	89	90	97	90	90	95	82	84	89	87	92	87	86	88
C PROTECTING NATURAL BEAUTY	79	78	79	80	82	78	80	75	72	86	74	83	85	86	73	73	81	79	80	78	76	80
E PRESERVE WILDLIFE HABITAT	78	78	77	81	83	74	71	78	77	79	83	77	79	70	78	74	76	81	79	76	74	79
D PROVIDING LAND FOR PARKS	72	73	71	74	79	75	68	68	63	80	68	81	79	90	59	58	70	77	76	70	66	73
G PARTNER WITH LOCAL ORGS	70	85	68	85	78	62	61	66	66	74	77	74	69	66	56	70	73	66	74	67	64	70
A MAINTAIN RURAL CHARACTER	69	70	70	68	74	67	68	65	61	76	62	60	77	80	65	74	68	72	66	71	73	70
B SUPP ECON OF FARMS	69	73	70	69	77	73	62	64	58	80	67	59	78	80	66	61	71	75	67	70	68	73

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 11: Q6 POTENTIAL GOALS OF DISTRICT RANK MATRIX TABLE (EXTREMELY/VERY IMPORTANT)

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
F PROTECT WATER QUAL/SUPPLY	89	91	87	94	87	93	91	78	96	91	91	91	82	76	92	94	94	86	74	81
C PROTECTING NATURAL BEAUTY	79	77	68	84	88	87	82	55	89	86	77	88	59	53	83	90	78	86	41	72
E PRESERVE WILDLIFE HABITAT	78	75	78	85	75	83	78	62	88	80	76	81	57	64	82	85	77	80	65	60
D PROVIDING LAND FOR PARKS	72	68	60	83	78	81	77	43	86	78	72	83	49	40	76	84	70	84	30	60
G PARTNER WITH LOCAL ORGS	70	68	63	82	70	79	68	47	83	76	70	65	47	47	76	81	62	76	45	49
A MAINTAIN RURAL CHARACTER	69	60	62	74	78	74	69	55	73	75	61	79	57	54	66	81	65	73	44	67
B SUPP ECON OF FARMS	69	54	60	80	79	74	68	57	78	72	62	76	46	62	64	82	56	81	47	71

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
F PROTECT WATER QUAL/SUPPLY	89	89	93	89	88	92	84	92	92	86	94	93	89	86	86	91	93	91
C PROTECTING NATURAL BEAUTY	79	70	84	72	87	78	83	79	68	83	74	81	79	82	72	84	79	80
E PRESERVE WILDLIFE HABITAT	78	68	82	79	77	80	73	83	73	71	59	78	88	77	72	82	77	82
D PROVIDING LAND FOR PARKS	72	67	80	63	80	72	72	79	65	76	67	73	68	69	69	77	73	74
G PARTNER WITH LOCAL ORGS	70	49	78	71	73	73	63	72	75	66	65	64	74	78	63	72	64	72
A MAINTAIN RURAL CHARACTER	69	64	76	60	76	72	61	72	61	66	64	67	75	73	65	66	71	70
B SUPP ECON OF FARMS	69	66	82	56	78	70	67	72	57	72	56	63	72	71	66	69	71	68

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
F PROTECT WATER QUAL/SUPPLY	89	90	89	89	88	86	84	98	70	90	89	88	90	90	92	96	85	70	95	84
C PROTECTING NATURAL BEAUTY	79	79	81	80	80	79	77	95	41	81	75	77	79	79	92	84	63	43	81	74
E PRESERVE WILDLIFE HABITAT	78	78	77	78	77	76	74	94	58	75	76	74	80	79	81	86	69	70	84	67
D PROVIDING LAND FOR PARKS	72	73	73	74	73	72	71	92	42	71	69	67	75	73	85	77	51	27	72	72
G PARTNER WITH LOCAL ORGS	70	70	69	69	70	70	70	92	36	68	63	61	71	69	78	86	53	47	74	56
A MAINTAIN RURAL CHARACTER	69	69	71	72	72	71	72	86	40	68	64	64	69	69	73	77	58	54	70	66
B SUPP ECON OF FARMS	69	69	70	69	69	73	73	84	38	70	61	58	67	66	83	68	55	51	69	63

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 12: Q7 DISTRICT PROJECTS RANK MATRIX TABLE (EXTREMELY IMPORTANT)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	160	264	261	96	60	138	130	19	14	265	29	115	215	148	21	16	360	37	11
K COOLEY RANCH	48	50	46	50	43	44	61	40	39	0	51	30	44	61	33	29	14	50	24	52
B WILLOW CREEK	46	48	44	49	41	38	60	42	0	36	51	17	39	56	38	27	13	49	21	31
H LAGUNA DE SANTA ROSA	44	40	46	47	36	39	62	40	29	0	52	23	30	58	29	26	8	46	20	32
J COASTAL RANCHES	43	45	41	45	35	43	58	41	19	0	50	15	33	56	26	39	6	44	27	44
C TAYLOR MTN REGIONAL PARK	38	37	38	39	39	34	52	35	0	40	44	20	29	50	25	28	24	40	26	18
A KASHIA COASTAL PRESERVE	38	34	40	40	33	39	52	32	0	28	42	14	34	52	28	9	13	42	11	10
I BAYER FARM	31	30	31	34	25	27	42	28	20	19	35	20	24	43	16	15	10	32	13	43
E TIERRA VEGETABLES	30	28	31	28	35	32	41	28	6	23	35	14	23	38	22	24	13	31	19	27
L MAYACAMAS PRESERVE	30	30	30	30	30	27	41	29	23	0	35	18	19	42	14	15	14	31	15	37
G PRINCE GTWY PARK/MEM GRNWY	30	32	28	31	25	29	40	26	20	0	33	15	24	41	16	26	0	31	17	33
F VALLEY FORD CHEESE & CREAM	28	25	29	26	31	28	38	23	8	30	31	19	22	32	22	24	23	28	23	31
D WINDSOR TOWN GREEN	27	31	25	27	32	19	35	26	6	33	30	20	22	35	19	22	18	28	20	16

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	224	153	12	9	377	18	15	129	125	91	62	101	296	71	115	130	91	180	221
K COOLEY RANCH	48	59	34	17	35	49	28	42	55	43	53	32	56	46	52	46	49	47	48	48
B WILLOW CREEK	46	57	35	12	14	48	13	25	56	50	34	31	54	43	34	50	50	45	43	48
H LAGUNA DE SANTA ROSA	44	56	30	26	19	45	22	22	46	43	47	33	47	43	48	43	40	50	45	44
J COASTAL RANCHES	43	56	28	9	9	44	9	35	45	43	43	31	44	42	38	41	43	48	40	45
C TAYLOR MTN REGIONAL PARK	38	49	28	12	14	40	13	18	50	42	29	19	51	34	35	31	47	37	33	43
A KASHIA COASTAL PRESERVE	38	50	29	0	0	41	0	6	49	39	31	25	43	37	32	40	45	33	37	40
I BAYER FARM	31	42	16	17	16	32	16	25	35	32	28	22	32	31	31	31	31	34	31	32
E TIERRA VEGETABLES	30	41	20	0	0	33	0	6	36	29	24	29	36	28	34	26	33	29	29	31
L MAYACAMAS PRESERVE	30	40	17	0	19	31	11	12	32	29	31	22	34	28	35	27	27	34	30	29
G PRINCE GTWY PARK/MEM GRNWY	30	40	17	17	9	30	13	22	39	26	27	16	32	29	27	30	29	33	29	31
F VALLEY FORD CHEESE & CREAM	28	35	21	12	0	29	8	11	31	25	24	32	23	30	29	25	32	23	27	29
D WINDSOR TOWN GREEN	27	34	19	12	0	28	8	30	35	28	22	18	33	26	28	24	32	26	26	29

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 12: Q7 DISTRICT PROJECTS RANK MATRIX TABLE (EXTREMELY IMPORTANT)

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE												
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	313	68	142	73	66	80	193	210	56	56	52	32	41	46	69	54	165	238	117	121
K COOLEY RANCH	48	51	47	55	42	46	64	39	47	49	44	58	49	51	38	39	58	42	50	47	42	51
B WILLOW CREEK	46	34	49	33	48	48	46	49	40	51	41	46	56	53	44	41	47	40	47	44	45	44
H LAGUNA DE SANTA ROSA	44	53	42	54	46	41	48	36	43	45	37	54	31	47	32	42	55	48	41	46	40	51
J COASTAL RANCHES	43	39	43	46	39	39	51	42	41	45	23	55	39	57	30	45	49	48	39	46	43	48
C TAYLOR MTN REGIONAL PARK	38	36	39	35	40	31	43	41	30	46	38	35	54	41	39	31	34	36	42	36	36	35
A KASHIA COASTAL PRESERVE	38	35	37	40	48	36	37	33	31	44	33	38	48	37	39	42	35	33	40	37	40	34
I BAYER FARM	31	30	31	32	30	27	42	27	27	35	23	40	28	34	23	39	33	27	30	31	32	30
E TIERRA VEGETABLES	30	27	30	28	36	26	37	29	21	38	25	21	33	41	36	21	38	29	26	33	31	34
L MAYACAMAS PRESERVE	30	31	29	36	27	30	43	22	27	32	20	43	27	36	19	34	33	26	30	30	29	30
G PRINCE GTWY PARK/MEM GRNWY	30	33	29	38	27	34	35	25	26	33	22	35	29	24	25	40	34	27	29	30	30	31
F VALLEY FORD CHEESE & CREAM	28	20	29	23	31	29	25	28	22	33	23	17	28	21	34	37	37	21	23	31	32	31
D WINDSOR TOWN GREEN	27	25	28	27	31	21	23	34	25	29	30	27	32	38	23	23	28	20	30	26	26	25

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	98	112	84	142	214	109	81	83	132	60	50	23	57	92	122	63	52	45	43
K COOLEY RANCH	48	48	45	53	47	50	48	41	59	45	48	49	25	48	49	51	47	50	38	44
B WILLOW CREEK	46	46	35	48	53	50	46	33	50	51	47	43	38	30	44	56	46	45	25	43
H LAGUNA DE SANTA ROSA	44	44	41	36	49	53	36	31	55	51	26	47	26	33	51	53	40	31	27	34
J COASTAL RANCHES	43	39	42	39	48	51	33	34	53	50	28	39	16	41	51	51	32	35	29	38
C TAYLOR MTN REGIONAL PARK	38	36	26	48	44	43	37	26	46	42	41	31	31	24	34	51	34	39	17	38
A KASHIA COASTAL PRESERVE	38	36	28	43	45	44	39	21	48	41	38	40	13	24	39	47	31	48	16	26
I BAYER FARM	31	25	29	39	33	35	31	20	39	32	21	42	21	19	29	39	30	32	15	24
E TIERRA VEGETABLES	30	19	22	33	42	30	33	26	23	35	32	34	24	27	20	38	26	40	18	37
L MAYACAMAS PRESERVE	30	25	29	38	30	35	22	27	38	33	19	26	32	26	32	37	21	24	26	29
G PRINCE GTWY PARK/MEM GRNWY	30	22	30	39	31	35	25	22	37	33	23	26	11	27	31	38	24	26	15	28
F VALLEY FORD CHEESE & CREAM	28	22	21	23	40	27	30	27	16	33	30	30	24	28	18	33	32	28	16	41
D WINDSOR TOWN GREEN	27	32	20	27	31	29	27	23	30	29	29	25	31	19	23	33	31	22	20	25

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 12: Q7 DISTRICT PROJECTS RANK MATRIX TABLE (EXTREMELY IMPORTANT)

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	48	56	142	154	286	118	48	38	138	19	50	135	89	85	73	81	77
K COOLEY RANCH	48	57	54	43	48	49	46	51	63	39	40	48	54	42	53	51	48	47
B WILLOW CREEK	46	49	58	36	49	45	46	50	28	41	51	53	48	37	48	34	57	52
H LAGUNA DE SANTA ROSA	44	48	47	41	44	45	41	29	52	37	32	43	55	41	41	46	47	45
J COASTAL RANCHES	43	46	43	38	45	45	38	41	44	41	36	36	48	43	43	47	45	37
C TAYLOR MTN REGIONAL PARK	38	42	59	26	41	38	38	53	13	36	56	31	40	28	49	37	43	34
A KASHIA COASTAL PRESERVE	38	31	52	31	42	40	33	38	22	34	26	51	42	32	44	34	39	41
I BAYER FARM	31	22	42	29	33	34	24	25	34	26	21	30	38	34	31	39	22	28
E TIERRA VEGETABLES	30	27	43	19	37	31	28	32	20	26	38	18	38	24	35	26	41	24
L MAYACAMAS PRESERVE	30	26	41	27	29	31	26	26	38	21	24	31	38	29	25	33	28	34
G PRINCE GTWY PARK/MEM GRNWY	30	26	39	26	31	32	24	20	31	31	28	29	32	30	25	35	30	29
F VALLEY FORD CHEESE & CREAM	28	16	28	23	36	25	34	20	15	24	33	25	37	24	27	20	39	28
D WINDSOR TOWN GREEN	27	31	34	23	28	27	29	30	11	25	62	27	27	21	26	17	39	32

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	284	244	198	142	97	52	254	110	123	158	182	114	67	30	25	80	94
K COOLEY RANCH	48	48	48	45	44	41	44	68	35	43	45	45	49	48	52	55	41	47	45	44
B WILLOW CREEK	46	46	46	45	44	44	47	66	22	43	38	39	44	43	51	50	39	27	46	43
H LAGUNA DE SANTA ROSA	44	45	45	44	45	45	44	67	27	38	33	31	40	38	49	58	44	24	39	36
J COASTAL RANCHES	43	44	44	45	44	42	44	67	28	37	32	32	38	39	54	47	49	23	34	36
C TAYLOR MTN REGIONAL PARK	38	38	38	37	36	37	38	60	25	33	28	30	34	34	49	38	33	19	36	34
A KASHIA COASTAL PRESERVE	38	38	38	38	38	38	38	57	13	36	36	35	39	37	45	44	30	16	37	35
I BAYER FARM	31	31	31	31	28	28	30	53	19	25	23	22	28	29	39	29	19	21	32	27
E TIERRA VEGETABLES	30	30	31	31	31	33	33	48	20	25	20	24	26	28	28	33	32	19	33	30
L MAYACAMAS PRESERVE	30	30	31	31	29	30	32	48	20	24	19	22	27	28	33	38	30	30	25	23
G PRINCE GTWY PARK/MEM GRNWY	30	30	31	30	28	28	28	47	20	25	24	24	28	29	34	35	23	23	30	24
F VALLEY FORD CHEESE & CREAM	28	28	28	29	29	31	32	41	22	24	18	23	22	26	28	24	26	26	34	25
D WINDSOR TOWN GREEN	27	27	28	25	24	25	26	40	20	24	22	22	28	26	30	28	25	19	30	24

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 13: Q7 DISTRICT PROJECTS RANK MATRIX TABLE (EXTREMELY/VERY IMPORTANT)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	160	264	261	96	60	138	130	19	14	265	29	115	215	148	21	16	360	37	11
K COOLEY RANCH	84	87	83	87	76	86	93	78	55	45	86	53	88	94	78	45	56	88	49	68
H LAGUNA DE SANTA ROSA	83	82	84	88	69	83	94	81	49	25	88	44	82	94	76	45	44	87	45	58
B WILLOW CREEK	79	85	77	84	74	69	92	78	26	42	85	34	78	93	74	49	24	85	38	55
J COASTAL RANCHES	79	78	79	80	72	83	91	73	55	45	83	53	75	89	68	55	64	81	59	65
C TAYLOR MTN REGIONAL PARK	70	75	68	74	65	63	81	73	7	45	77	26	66	87	58	46	29	75	39	41
A KASHIA COASTAL PRESERVE	68	73	66	73	57	68	78	70	6	28	74	17	68	81	63	31	34	73	32	32
G PRINCE GTWY PARK/MEM GRNWY	66	69	64	70	50	71	78	63	50	0	71	39	61	76	56	47	40	68	45	58
L MAYACAMAS PRESERVE	66	64	67	68	59	66	79	57	50	57	68	52	62	79	50	31	76	67	47	60
E TIERRA VEGETABLES	65	65	65	66	64	62	72	67	40	45	70	43	58	77	55	53	24	68	40	49
I BAYER FARM	64	60	66	68	53	61	72	63	39	19	68	35	61	76	51	36	64	66	46	43
D WINDSOR TOWN GREEN	61	68	57	64	59	50	69	59	25	45	64	35	59	72	52	48	18	64	35	44
F VALLEY FORD CHEESE & CREAM	61	58	62	61	57	63	73	57	35	37	65	36	56	68	56	41	40	63	41	40

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	224	153	12	9	377	18	15	129	125	91	62	101	296	71	115	130	91	180	221
K COOLEY RANCH	84	93	76	44	59	86	53	64	86	87	86	67	86	84	87	85	84	83	86	84
H LAGUNA DE SANTA ROSA	83	94	72	58	35	85	45	64	86	87	80	71	77	85	81	85	81	86	83	83
B WILLOW CREEK	79	93	70	27	14	83	23	51	91	84	72	56	77	80	74	76	84	81	75	83
J COASTAL RANCHES	79	90	67	58	31	81	43	55	81	81	81	62	78	78	78	72	83	81	74	82
C TAYLOR MTN REGIONAL PARK	70	85	58	20	31	74	23	33	82	77	65	41	78	68	63	66	77	72	65	75
A KASHIA COASTAL PRESERVE	68	83	59	8	17	73	11	33	80	75	61	42	74	67	69	68	69	70	68	69
G PRINCE GTWY PARK/MEM GRNWY	66	82	47	74	9	68	37	44	71	68	66	46	70	65	69	67	64	65	68	65
L MAYACAMAS PRESERVE	66	79	47	61	47	66	53	68	67	68	69	46	68	64	74	63	63	67	67	64
E TIERRA VEGETABLES	65	78	55	19	0	69	13	32	74	65	62	51	70	63	79	60	64	61	67	63
I BAYER FARM	64	77	48	49	26	65	36	50	70	67	56	50	56	66	70	60	61	67	63	64
D WINDSOR TOWN GREEN	61	73	50	26	0	63	18	50	68	62	62	44	64	60	61	58	63	61	59	62
F VALLEY FORD CHEESE & CREAM	61	72	51	17	17	63	17	46	64	57	65	56	60	61	68	61	62	53	64	58

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 13: Q7 DISTRICT PROJECTS RANK MATRIX TABLE (EXTREMELY/VERY IMPORTANT)

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	313	68	142	73	66	80	193	210	56	56	52	32	41	46	69	54	165	238	117	121
K COOLEY RANCH	84	87	84	88	89	82	90	77	82	87	93	86	84	79	82	74	88	84	88	82	78	86
H LAGUNA DE SANTA ROSA	83	90	82	92	87	78	77	85	78	88	84	84	75	80	80	84	86	90	81	85	82	88
B WILLOW CREEK	79	75	80	80	84	78	79	79	73	86	84	86	82	93	67	73	74	80	84	76	76	76
J COASTAL RANCHES	79	82	79	82	78	79	80	76	74	82	68	86	70	80	77	85	79	84	75	81	81	82
C TAYLOR MTN REGIONAL PARK	70	73	71	75	72	76	74	66	64	76	69	80	82	73	65	63	65	65	77	66	66	65
A KASHIA COASTAL PRESERVE	68	78	66	80	82	64	69	60	63	73	66	84	78	70	62	71	58	60	76	63	67	59
G PRINCE GTWY PARK/MEM GRNWY	66	81	64	81	68	67	76	60	61	70	71	58	70	72	49	73	70	64	66	66	64	67
L MAYACAMAS PRESERVE	66	70	65	72	71	63	67	57	61	70	72	65	64	74	50	65	67	67	67	65	62	67
E TIERRA VEGETABLES	65	79	63	78	79	62	66	54	51	78	67	72	69	71	56	54	65	63	69	62	59	64
I BAYER FARM	64	74	61	73	70	55	72	49	56	71	70	56	62	70	49	78	62	66	62	65	65	64
D WINDSOR TOWN GREEN	61	67	60	68	68	61	50	60	56	65	67	74	67	71	47	51	51	60	69	55	54	55
F VALLEY FORD CHEESE & CREAM	61	55	63	54	68	58	63	55	49	71	50	57	60	71	63	60	66	63	56	64	64	64

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	98	112	84	142	214	109	81	83	132	60	50	23	57	92	122	63	52	45	43
K COOLEY RANCH	84	86	77	90	85	87	88	72	94	83	89	87	62	77	85	89	85	92	68	75
H LAGUNA DE SANTA ROSA	83	77	80	88	88	90	82	67	87	92	78	86	66	67	89	91	74	92	59	73
B WILLOW CREEK	79	77	69	91	82	85	87	55	86	84	89	85	67	50	81	88	81	93	46	67
J COASTAL RANCHES	79	71	79	81	83	85	77	64	81	88	74	80	57	67	83	87	74	80	55	72
C TAYLOR MTN REGIONAL PARK	70	67	62	86	69	77	75	45	83	74	78	72	55	41	74	80	75	76	32	63
A KASHIA COASTAL PRESERVE	68	68	60	84	66	75	74	44	85	69	77	71	45	44	75	75	64	85	39	51
G PRINCE GTWY PARK/MEM GRNWY	66	57	65	80	66	73	69	45	72	73	71	66	36	49	65	78	71	65	33	55
L MAYACAMAS PRESERVE	66	59	64	79	65	72	63	54	75	70	62	63	51	55	70	73	56	72	50	57
E TIERRA VEGETABLES	65	55	47	83	74	71	68	45	76	67	70	66	45	45	58	80	53	85	34	59
I BAYER FARM	64	54	58	75	69	71	66	40	70	72	66	66	26	46	63	78	61	74	30	49
D WINDSOR TOWN GREEN	61	67	47	72	61	64	63	49	73	58	64	61	68	41	60	67	62	64	39	61
F VALLEY FORD CHEESE & CREAM	61	44	53	66	74	64	65	45	57	69	60	71	41	46	52	74	61	69	29	65

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 13: Q7 DISTRICT PROJECTS RANK MATRIX TABLE (EXTREMELY/VERY IMPORTANT)

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	48	56	142	154	286	118	48	38	138	19	50	135	89	85	73	81	77
K COOLEY RANCH	84	84	87	81	86	86	80	94	97	79	81	82	85	80	88	92	85	78
H LAGUNA DE SANTA ROSA	83	74	80	79	90	87	75	70	86	85	75	78	87	83	77	85	85	87
B WILLOW CREEK	79	66	87	75	85	80	78	87	79	79	68	82	78	79	78	80	79	82
J COASTAL RANCHES	79	73	83	75	82	81	73	80	73	78	71	67	84	83	78	83	76	73
C TAYLOR MTN REGIONAL PARK	70	66	87	64	71	71	68	75	61	72	74	57	74	66	67	75	68	77
A KASHIA COASTAL PRESERVE	68	66	80	62	71	71	63	68	61	70	58	69	70	64	70	64	66	78
G PRINCE GTWY PARK/MEM GRNWY	66	65	75	60	69	69	59	52	70	67	71	68	67	63	57	77	74	60
L MAYACAMAS PRESERVE	66	59	78	62	66	68	60	69	67	62	49	72	69	58	63	78	65	66
E TIERRA VEGETABLES	65	55	83	50	76	66	61	71	52	64	69	52	70	65	65	59	70	63
I BAYER FARM	64	40	71	61	71	65	62	59	56	62	67	68	68	68	58	66	66	61
D WINDSOR TOWN GREEN	61	52	74	57	62	64	53	63	43	66	94	60	55	57	55	58	76	58
F VALLEY FORD CHEESE & CREAM	61	41	75	52	69	59	66	61	55	60	45	54	67	54	61	59	67	63

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	284	244	198	142	97	52	254	110	123	158	182	114	67	30	25	80	94
K COOLEY RANCH	84	84	83	81	80	82	81	95	59	85	88	86	89	87	88	87	78	79	89	78
H LAGUNA DE SANTA ROSA	83	84	83	83	84	83	83	98	52	83	84	79	87	82	89	92	77	68	86	73
B WILLOW CREEK	79	80	80	78	79	77	78	96	39	81	78	77	82	78	85	88	61	50	88	73
J COASTAL RANCHES	79	79	80	80	81	79	81	94	58	77	76	75	77	78	83	88	73	61	78	74
C TAYLOR MTN REGIONAL PARK	70	70	71	68	69	68	69	91	35	70	65	65	72	69	83	77	51	36	70	65
A KASHIA COASTAL PRESERVE	68	68	67	68	67	66	68	83	31	70	69	66	72	68	76	73	53	42	74	63
G PRINCE GTWY PARK/MEM GRNWY	66	66	65	64	61	61	60	84	45	63	60	59	63	65	72	78	55	37	76	54
L MAYACAMAS PRESERVE	66	66	65	64	63	62	61	84	53	61	62	61	68	66	71	81	57	62	65	53
E TIERRA VEGETABLES	65	64	66	65	64	63	63	79	43	64	59	61	67	67	68	75	47	40	67	64
I BAYER FARM	64	63	62	62	61	60	61	79	44	62	59	58	66	67	69	72	42	38	68	63
D WINDSOR TOWN GREEN	61	61	60	57	57	57	57	74	36	61	59	59	64	64	63	67	62	40	60	60
F VALLEY FORD CHEESE & CREAM	61	61	63	63	64	64	65	73	42	60	55	57	60	60	60	70	47	39	65	61

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 14: Q8 BENEFITS OF THE DISTRICT WORK RANK MATRIX TABLE (EXTREMELY IMPORTANT)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	160	264	261	96	60	138	130	19	14	265	29	115	215	148	21	16	360	37	11
A PROTECT WATER QUAL	65	72	61	69	59	55	77	64	14	52	71	33	59	78	57	30	31	69	30	46
M PROTECT WATER SOURCS	59	58	59	62	47	62	67	56	60	0	62	47	54	70	45	40	44	60	41	62
B PROTECT FROM GLOBAL WARMNG	50	58	45	54	41	45	56	51	6	33	54	19	48	62	39	27	24	52	25	49
N PROTECT AIR QUALITY	48	47	49	52	42	43	63	42	39	0	53	31	41	61	33	34	28	49	32	62
Q PRESERVE LOCAL PARKS	46	47	45	49	37	46	63	38	40	0	51	31	36	58	32	21	34	47	26	45
G PROTECT LANDS REDUCE FLOOD	45	53	41	47	47	36	55	47	6	33	51	19	38	56	35	29	29	47	29	45
O PRESERVE WILDLIFE	44	45	43	47	35	44	59	38	38	0	49	30	35	59	25	21	34	45	26	45
J IMPROVE AIR QUALITY	42	39	43	44	33	45	50	36	34	0	44	27	40	51	28	40	34	41	38	62
D PROTECT FRM SEA LEVEL RISE	41	51	35	44	36	35	50	42	6	24	46	15	35	51	29	20	29	42	24	56
K SOURCES OF LOCAL FOOD	40	42	39	42	38	34	47	40	34	0	43	27	36	49	28	39	26	40	34	52
E PRESERVE SCENIC LANDSCAPES	40	39	40	41	38	37	54	37	6	28	46	17	30	49	33	15	13	42	14	40
C PROTECT LOC AG ECON	39	37	39	42	38	26	51	38	13	25	45	19	29	49	29	20	24	40	21	37
P IMP PHYS HEALTH OF RES	38	38	38	39	39	30	53	31	29	20	43	27	29	50	22	17	35	39	24	45
R PROTECT GREENBELTS	36	34	38	38	35	29	48	30	24	0	40	19	32	50	17	26	34	37	29	37
H PROVIDE OPP OUTDOOR REC	35	40	32	36	32	31	45	33	6	31	39	18	28	45	24	24	20	36	22	29
L PRESERVE RURAL FEEL	31	25	35	31	39	20	42	31	24	0	37	19	20	42	17	24	16	32	21	34
F CREATE NEW PARKS & PRESERV	27	30	26	32	18	22	37	30	6	21	34	13	15	40	15	5	0	30	3	29
I ATTRACTING TOURISTS	8	8	8	8	6	11	7	9	20	18	8	20	5	8	7	13	9	8	12	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	224	153	12	9	377	18	15	129	125	91	62	101	296	71	115	130	91	180	221
A PROTECT WATER QUAL	65	79	53	27	14	68	23	28	74	70	60	42	72	63	53	63	69	71	59	69
M PROTECT WATER SOURCS	59	70	44	74	35	59	52	35	70	56	56	38	64	57	48	56	61	70	53	65
B PROTECT FROM GLOBAL WARMNG	50	64	37	12	14	53	13	18	62	53	40	28	54	48	38	50	55	49	45	52
N PROTECT AIR QUALITY	48	60	34	58	19	50	36	10	56	50	43	37	52	48	43	54	44	54	50	48
Q PRESERVE LOCAL PARKS	46	61	27	32	19	47	25	22	56	48	37	28	48	45	43	47	48	46	45	47
G PROTECT LANDS REDUCE FLOOD	45	56	36	18	0	48	12	28	53	54	36	28	50	44	44	47	48	42	45	46
O PRESERVE WILDLIFE	44	60	23	41	19	45	29	22	53	43	41	24	43	44	41	45	42	50	43	45
J IMPROVE AIR QUALITY	42	51	30	58	19	42	36	10	49	41	37	32	40	43	40	43	37	51	42	42
D PROTECT FRM SEA LEVEL RISE	41	54	28	12	14	43	13	10	51	45	27	30	43	40	36	47	43	36	42	40
K SOURCES OF LOCAL FOOD	40	46	34	27	29	41	28	22	45	44	34	31	40	41	40	47	37	40	44	38
E PRESERVE SCENIC LANDSCAPES	40	52	29	0	0	42	0	18	46	43	31	31	38	40	34	42	44	36	39	41
C PROTECT LOC AG ECON	39	50	27	20	0	41	14	11	52	34	30	33	34	41	43	35	46	33	38	40
P IMP PHYS HEALTH OF RES	38	53	18	32	21	39	26	22	49	38	29	23	40	37	36	39	38	40	38	39
R PROTECT GREENBELTS	36	50	17	41	19	37	29	22	45	38	30	22	35	37	38	35	30	46	36	37
H PROVIDE OPP OUTDOOR REC	35	44	27	9	0	37	6	5	40	38	29	26	33	36	31	29	42	37	30	40
L PRESERVE RURAL FEEL	31	41	18	22	19	32	21	22	33	33	32	16	29	31	27	30	29	39	29	33
F CREATE NEW PARKS & PRESERV	27	40	13	0	0	29	0	13	35	29	23	13	27	28	24	30	30	25	27	28
I ATTRACTING TOURISTS	8	9	7	0	20	8	11	0	8	6	10	9	10	7	14	9	5	5	11	5

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 14: Q8 BENEFITS OF THE DISTRICT WORK RANK MATRIX TABLE (EXTREMELY IMPORTANT)

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE												
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	313	68	142	73	66	80	193	210	56	56	52	32	41	46	69	54	165	238	117	121
A PROTECT WATER QUAL	65	58	66	63	65	76	65	58	54	75	64	70	85	56	46	67	67	54	73	59	57	61
M PROTECT WATER SOURCS	59	53	60	55	58	51	66	55	53	64	57	61	62	73	53	58	62	48	60	58	60	56
B PROTECT FROM GLOBAL WARMNG	50	47	50	50	54	52	50	46	38	60	52	63	65	30	33	40	52	46	60	43	35	50
N PROTECT AIR QUALITY	48	57	48	58	48	54	44	45	43	53	46	53	49	44	39	53	53	45	49	48	46	49
Q PRESERVE LOCAL PARKS	46	40	47	43	48	40	40	47	44	47	39	50	53	33	45	54	47	40	47	45	45	44
G PROTECT LANDS REDUCE FLOOD	45	49	44	50	53	50	39	43	34	56	48	51	56	38	41	44	44	37	51	41	42	41
O PRESERVE WILDLIFE	44	44	44	48	47	41	42	32	40	47	43	57	39	41	38	44	46	39	47	42	41	43
J IMPROVE AIR QUALITY	42	48	42	49	45	44	38	35	37	46	42	40	37	40	36	42	50	42	40	43	39	46
D PROTECT FRM SEA LEVEL RISE	41	36	42	38	46	47	35	40	29	51	43	51	53	32	31	33	41	34	49	35	32	38
K SOURCES OF LOCAL FOOD	40	40	41	45	43	30	44	38	31	49	38	44	35	35	40	46	48	34	39	41	41	42
E PRESERVE SCENIC LANDSCAPES	40	36	41	34	44	36	41	43	29	49	29	37	48	42	42	36	45	39	38	41	39	42
C PROTECT LOC AG ECON	39	34	41	35	45	41	32	42	31	46	40	32	47	41	33	33	46	32	40	38	35	40
P IMP PHYS HEALTH OF RES	38	43	38	42	39	38	37	38	38	38	35	46	39	25	34	51	37	31	40	36	38	34
R PROTECT GREENBELTS	36	37	36	42	36	34	29	34	34	39	30	36	37	41	26	53	34	37	34	38	40	36
H PROVIDE OPP OUTDOOR REC	35	32	36	32	38	32	37	37	27	42	35	36	39	34	33	26	36	35	37	33	31	36
L PRESERVE RURAL FEEL	31	28	32	32	28	29	35	29	29	33	19	32	25	41	29	46	34	29	25	35	39	32
F CREATE NEW PARKS & PRESERV	27	28	27	28	31	30	28	21	23	31	30	29	26	33	20	22	28	30	28	26	24	29
I ATTRACTING TOURISTS	8	7	7	12	8	3	13	7	9	7	7	8	12	6	12	2	7	9	9	7	7	8

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	98	112	84	142	214	109	81	83	132	60	50	23	57	92	122	63	52	45	43
A PROTECT WATER QUAL	65	65	46	80	71	72	71	38	79	67	76	65	44	36	64	77	61	82	24	56
M PROTECT WATER SOURCS	59	57	50	64	64	61	64	45	64	60	61	67	42	46	55	66	58	73	40	49
B PROTECT FROM GLOBAL WARMNG	50	47	32	72	52	61	53	15	72	55	61	42	17	14	53	67	40	66	5	27
N PROTECT AIR QUALITY	48	45	42	57	52	55	46	35	59	52	45	47	26	39	47	61	47	44	26	43
Q PRESERVE LOCAL PARKS	46	42	46	55	44	52	46	28	54	51	43	49	32	27	52	52	45	48	22	34
G PROTECT LANDS REDUCE FLOOD	45	39	30	63	52	49	51	27	54	46	57	44	29	26	35	60	44	59	18	40
O PRESERVE WILDLIFE	44	41	39	54	44	49	45	29	54	46	44	47	27	29	46	51	41	51	23	33
J IMPROVE AIR QUALITY	42	38	35	42	48	45	41	34	44	45	41	40	22	39	39	50	43	37	20	46
D PROTECT FRM SEA LEVEL RISE	41	37	23	60	45	48	42	21	56	42	53	27	11	25	36	56	31	54	13	31
K SOURCES OF LOCAL FOOD	40	33	29	48	50	45	38	32	48	43	27	50	37	30	36	51	33	45	15	47
E PRESERVE SCENIC LANDSCAPES	40	36	25	40	55	43	41	27	38	47	43	39	24	29	32	52	39	44	11	48
C PROTECT LOC AG ECON	39	35	28	44	46	41	45	24	39	42	49	39	19	26	34	46	40	50	14	38
P IMP PHYS HEALTH OF RES	38	40	35	40	37	40	41	27	43	38	41	41	27	27	39	40	44	37	22	31
R PROTECT GREENBELTS	36	32	35	37	40	42	31	29	39	43	30	33	27	29	38	44	34	28	21	35
H PROVIDE OPP OUTDOOR REC	35	31	23	42	42	39	35	21	37	41	39	30	30	18	31	45	29	41	14	31
L PRESERVE RURAL FEEL	31	22	37	30	34	33	28	29	29	36	19	39	27	30	29	37	31	24	27	31
F CREATE NEW PARKS & PRESERV	27	27	19	29	33	33	27	11	33	34	30	24	10	11	28	37	28	26	5	18
I ATTRACTING TOURISTS	8	10	8	7	7	8	9	7	7	8	13	4	6	8	6	9	14	3	9	6

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 14: Q8 BENEFITS OF THE DISTRICT WORK RANK MATRIX TABLE (EXTREMELY IMPORTANT)

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	48	56	142	154	286	118	48	38	138	19	50	135	89	85	73	81	77
A PROTECT WATER QUAL	65	59	83	51	73	63	70	66	46	63	80	59	70	64	62	61	63	73
M PROTECT WATER SOURCS	59	65	62	50	64	62	51	55	73	52	59	66	61	57	60	64	59	55
B PROTECT FROM GLOBAL WARMNG	50	37	68	37	58	52	44	51	30	47	61	53	53	50	51	43	49	53
N PROTECT AIR QUALITY	48	43	60	44	51	51	42	48	47	46	46	46	53	54	43	56	44	46
Q PRESERVE LOCAL PARKS	46	48	48	43	47	49	38	37	49	43	27	45	53	48	43	52	44	42
G PROTECT LANDS REDUCE FLOOD	45	32	64	34	54	45	45	60	35	41	46	39	49	43	50	40	43	51
O PRESERVE WILDLIFE	44	38	48	41	47	46	39	41	43	41	46	44	48	46	39	47	42	45
J IMPROVE AIR QUALITY	42	35	44	38	47	45	35	37	46	38	37	32	49	45	38	51	32	43
D PROTECT FRM SEA LEVEL RISE	41	28	55	29	51	42	36	50	14	40	37	42	43	40	43	34	39	47
K SOURCES OF LOCAL FOOD	40	29	49	31	50	43	35	41	44	35	31	30	49	42	41	43	35	41
E PRESERVE SCENIC LANDSCAPES	40	32	44	28	52	40	39	51	20	35	44	38	44	31	46	34	44	44
C PROTECT LOC AG ECON	39	30	38	32	49	37	41	46	13	38	36	30	45	32	41	36	42	42
P IMP PHYS HEALTH OF RES	38	43	36	36	39	40	33	38	37	34	33	26	46	43	39	40	32	33
R PROTECT GREENBELTS	36	33	37	34	40	37	35	30	45	34	13	39	41	43	30	42	28	39
H PROVIDE OPP OUTDOOR REC	35	28	38	27	44	37	27	41	10	40	40	27	34	30	34	33	36	41
L PRESERVE RURAL FEEL	31	29	30	29	33	31	32	36	27	25	22	21	41	37	30	33	23	32
F CREATE NEW PARKS & PRESERV	27	25	28	22	33	29	24	23	7	32	16	30	29	23	23	30	31	30
I ATTRACTING TOURISTS	8	13	7	8	7	9	6	16	8	7	10	14	4	6	12	9	11	2

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	284	244	198	142	97	52	254	110	123	158	182	114	67	30	25	80	94
A PROTECT WATER QUAL	65	65	64	62	63	62	60	81	35	65	60	59	66	66	77	68	43	21	74	59
M PROTECT WATER SOURCS	59	59	59	58	57	55	56	77	51	53	55	53	61	59	61	67	52	47	68	48
B PROTECT FROM GLOBAL WARMNG	50	50	48	49	48	48	45	62	26	50	45	47	53	55	62	64	16	7	52	44
N PROTECT AIR QUALITY	48	49	49	48	46	44	47	73	37	41	40	41	43	45	60	52	46	35	46	38
Q PRESERVE LOCAL PARKS	46	46	45	46	45	45	44	74	32	38	36	37	41	42	57	48	36	28	52	33
G PROTECT LANDS REDUCE FLOOD	45	46	45	44	43	42	39	62	27	43	35	37	43	44	54	43	28	23	51	44
O PRESERVE WILDLIFE	44	44	43	43	42	40	40	68	32	37	37	36	44	43	53	46	39	18	50	35
J IMPROVE AIR QUALITY	42	42	42	42	39	38	39	53	38	38	37	40	39	44	47	44	48	38	43	30
D PROTECT FRM SEA LEVEL RISE	41	41	41	40	40	40	38	56	22	38	29	35	38	42	53	41	18	16	41	39
K SOURCES OF LOCAL FOOD	40	41	42	40	39	36	40	55	40	35	36	37	41	40	49	43	36	38	42	28
E PRESERVE SCENIC LANDSCAPES	40	40	39	38	39	39	38	57	18	37	30	32	35	37	47	38	30	23	39	40
C PROTECT LOC AG ECON	39	39	38	37	39	39	39	52	19	38	28	29	36	38	44	39	25	23	46	34
P IMP PHYS HEALTH OF RES	38	38	38	39	37	36	35	63	26	30	29	29	33	35	45	34	29	31	46	30
R PROTECT GREENBELTS	36	37	37	38	37	40	41	57	29	30	30	32	36	37	47	39	31	34	35	24
H PROVIDE OPP OUTDOOR REC	35	35	34	32	32	32	30	54	22	30	26	30	31	33	42	38	22	17	34	32
L PRESERVE RURAL FEEL	31	31	33	33	33	34	34	49	24	25	21	21	27	29	37	24	30	34	26	31
F CREATE NEW PARKS & PRESERV	27	27	26	25	26	26	24	47	10	23	16	17	26	25	42	27	11	14	24	21
I ATTRACTING TOURISTS	8	8	7	7	6	5	6	7	17	7	8	8	8	11	8	5	3	10	10	10

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 15: Q8 BENEFITS OF THE DISTRICT WORK RANK MATRIX TABLE (EXTREMELY/VERY IMPORTANT)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	160	264	261	96	60	138	130	19	14	265	29	115	215	148	21	16	360	37	11
M PROTECT WATER SOURCS	94	93	94	96	82	99	97	90	70	82	94	73	97	99	91	58	84	96	68	90
A PROTECT WATER QUAL	92	96	91	95	87	91	97	94	58	70	96	64	92	97	95	70	52	96	62	73
Q PRESERVE LOCAL PARKS	84	82	85	87	75	80	94	81	58	44	88	55	80	94	75	54	64	86	58	75
O PRESERVE WILDLIFE	84	84	83	84	77	89	92	84	49	64	89	52	79	94	74	47	74	86	57	82
N PROTECT AIR QUALITY	83	83	83	87	69	89	91	78	64	82	85	68	83	90	77	55	84	85	65	77
K SOURCES OF LOCAL FOOD	79	80	78	81	74	78	81	84	49	82	83	56	75	84	74	65	66	80	66	92
J IMPROVE AIR QUALITY	76	76	75	78	67	76	83	70	62	62	77	62	75	84	65	60	64	77	62	77
C PROTECT LOC AG ECON	75	73	77	80	75	59	87	78	68	45	83	56	63	82	73	65	31	78	50	65
R PROTECT GREENBELTS	75	74	76	80	65	69	84	71	48	57	78	50	74	88	60	56	63	77	59	60
P IMP PHYS HEALTH OF RES	75	75	75	78	67	72	83	72	45	57	78	47	75	85	66	41	66	77	50	70
G PROTECT LANDS REDUCE FLOOD	74	83	70	76	70	76	83	75	43	43	79	43	71	84	69	56	39	78	48	56
E PRESERVE SCENIC LANDSCAPES	74	77	73	79	67	66	86	75	19	41	81	30	71	88	67	37	29	79	34	57
B PROTECT FROM GLOBAL WARMNG	74	80	70	79	59	77	84	69	25	38	77	32	77	87	67	30	35	78	33	57
H PROVIDE OPP OUTDOOR REC	70	73	69	76	56	69	79	72	17	36	75	26	70	83	62	41	41	74	41	57
D PROTECT FRM SEA LEVEL RISE	68	77	64	74	59	61	78	66	27	24	72	25	71	79	63	34	29	72	32	72
L PRESERVE RURAL FEEL	65	62	68	66	65	60	78	62	35	18	71	31	61	75	56	30	44	67	35	82
F CREATE NEW PARKS & PRESERV	60	60	60	64	48	60	71	58	33	26	65	30	55	77	45	26	17	64	22	57
I ATTRACTING TOURISTS	26	26	26	28	18	31	23	27	29	18	25	27	28	27	26	23	9	27	18	15

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	224	153	12	9	377	18	15	129	125	91	62	101	296	71	115	130	91	180	221
M PROTECT WATER SOURCS	94	97	90	74	59	95	66	100	98	93	91	88	93	94	96	92	94	92	94	93
A PROTECT WATER QUAL	92	99	91	47	44	96	46	71	96	97	92	77	93	93	94	93	92	91	93	92
Q PRESERVE LOCAL PARKS	84	96	71	58	19	86	36	81	87	87	80	71	83	84	86	82	85	82	84	83
O PRESERVE WILDLIFE	84	94	72	74	31	85	50	79	83	86	85	74	84	83	88	82	83	83	84	83
N PROTECT AIR QUALITY	83	93	71	74	59	84	66	68	87	83	79	80	78	85	88	86	81	80	87	80
K SOURCES OF LOCAL FOOD	79	85	72	43	53	80	49	100	78	78	83	74	82	78	89	89	74	67	89	71
J IMPROVE AIR QUALITY	76	87	61	84	35	77	56	57	83	74	72	70	71	78	83	74	72	79	77	75
C PROTECT LOC AG ECON	75	86	68	49	0	79	34	41	79	78	72	69	74	77	86	74	76	69	79	73
R PROTECT GREENBELTS	75	89	59	58	31	77	43	58	77	76	74	69	72	76	78	74	73	77	75	75
P IMP PHYS HEALTH OF RES	75	89	59	58	21	76	37	81	80	82	67	60	72	76	84	70	75	77	75	76
G PROTECT LANDS REDUCE FLOOD	74	85	68	33	13	78	27	44	80	80	69	59	77	74	74	76	75	71	75	74
E PRESERVE SCENIC LANDSCAPES	74	87	67	5	17	79	9	39	84	77	70	52	70	75	69	77	75	73	74	74
B PROTECT FROM GLOBAL WARMNG	74	90	60	19	31	77	23	40	84	81	59	54	72	74	67	75	78	68	72	74
H PROVIDE OPP OUTDOOR REC	70	82	63	24	0	74	16	41	80	78	61	50	70	71	61	71	77	68	67	74
D PROTECT FRM SEA LEVEL RISE	68	82	57	25	14	72	22	45	77	72	62	51	67	69	73	70	70	62	71	67
L PRESERVE RURAL FEEL	65	80	47	58	19	66	36	64	63	69	68	53	61	66	68	63	64	68	65	65
F CREATE NEW PARKS & PRESERV	60	77	43	12	17	63	13	33	71	65	56	30	59	60	52	62	62	60	58	61
I ATTRACTING TOURISTS	26	31	20	16	20	26	18	30	24	24	31	27	27	25	43	27	21	18	33	20

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 15: Q8 BENEFITS OF THE DISTRICT WORK RANK MATRIX TABLE (EXTREMELY/VERY IMPORTANT)

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	313	68	142	73	66	80	193	210	56	56	52	32	41	46	69	54	165	238	117	121
M PROTECT WATER SOURCS	94	100	94	100	93	93	92	94	93	94	98	91	97	100	85	89	95	93	96	92	90	94
A PROTECT WATER QUAL	92	100	92	98	94	95	90	90	87	98	95	98	96	93	91	87	89	92	96	90	90	90
Q PRESERVE LOCAL PARKS	84	84	85	86	87	78	81	84	79	88	85	78	82	85	82	82	87	87	82	85	83	87
O PRESERVE WILDLIFE	84	81	84	84	86	82	83	80	81	86	89	88	78	95	72	77	88	80	85	82	80	84
N PROTECT AIR QUALITY	83	97	82	97	88	83	69	84	78	87	93	82	82	85	68	75	89	85	86	81	75	87
K SOURCES OF LOCAL FOOD	79	80	79	82	83	76	79	73	71	86	85	75	79	78	75	80	84	74	80	78	77	79
J IMPROVE AIR QUALITY	76	85	76	87	79	71	65	80	70	81	82	71	78	71	71	68	79	80	77	75	70	79
C PROTECT LOC AG ECON	75	79	77	75	81	78	70	76	68	82	81	69	79	84	73	69	77	74	76	75	74	76
R PROTECT GREENBELTS	75	84	75	86	79	71	73	71	71	79	74	63	75	85	65	84	80	78	70	78	78	79
P IMP PHYS HEALTH OF RES	75	88	75	84	81	76	62	76	73	77	79	79	66	69	71	74	79	78	75	75	72	78
G PROTECT LANDS REDUCE FLOOD	74	74	74	76	81	73	71	71	63	85	70	83	82	78	71	67	71	73	78	72	71	72
E PRESERVE SCENIC LANDSCAPES	74	67	74	70	77	78	74	69	66	82	69	78	79	82	68	74	77	69	75	74	74	73
B PROTECT FROM GLOBAL WARMNG	74	88	71	85	80	73	74	65	63	84	82	87	78	75	59	55	73	73	83	67	61	73
H PROVIDE OPP OUTDOOR REC	70	70	71	72	74	69	64	73	65	75	73	78	75	74	64	57	68	72	75	67	64	70
D PROTECT FRM SEA LEVEL RISE	68	78	67	74	78	70	64	58	56	80	75	83	75	70	47	62	70	59	78	62	59	65
L PRESERVE RURAL FEEL	65	69	65	69	67	63	69	62	60	70	61	58	62	75	57	75	72	66	60	69	68	69
F CREATE NEW PARKS & PRESERV	60	63	58	67	61	63	55	56	57	62	66	64	67	67	40	47	63	59	66	56	50	61
I ATTRACTING TOURISTS	26	40	23	44	30	25	31	19	25	27	28	27	29	32	26	15	30	20	28	24	23	26

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	98	112	84	142	214	109	81	83	132	60	50	23	57	92	122	63	52	45	43
M PROTECT WATER SOURCS	94	95	91	97	93	96	98	81	97	95	99	98	82	81	94	97	99	98	78	84
A PROTECT WATER QUAL	92	95	81	97	98	96	98	75	99	95	97	98	86	71	94	98	96	100	63	91
Q PRESERVE LOCAL PARKS	84	77	80	89	88	90	81	69	86	93	83	78	63	71	84	95	83	78	57	79
O PRESERVE WILDLIFE	84	80	82	93	82	88	84	71	88	88	88	80	67	72	83	92	88	78	65	76
N PROTECT AIR QUALITY	83	82	75	92	86	88	83	71	91	86	84	81	73	70	81	93	82	84	66	75
K SOURCES OF LOCAL FOOD	79	75	67	86	86	82	77	72	84	81	77	77	72	73	77	87	73	82	54	88
J IMPROVE AIR QUALITY	76	72	67	84	80	80	79	60	81	79	81	76	52	63	70	87	77	82	55	63
C PROTECT LOC AG ECON	75	71	66	80	84	78	80	61	81	77	77	84	56	63	71	84	80	81	47	79
R PROTECT GREENBELTS	75	63	79	82	78	83	71	60	79	86	68	74	46	65	77	88	70	71	56	62
P IMP PHYS HEALTH OF RES	75	73	73	77	76	80	77	58	79	81	80	74	46	62	76	84	82	71	52	62
G PROTECT LANDS REDUCE FLOOD	74	66	61	90	82	79	79	56	81	78	80	77	63	53	68	87	70	88	43	73
E PRESERVE SCENIC LANDSCAPES	74	70	63	81	83	81	77	53	81	82	74	80	61	50	77	84	67	87	40	70
B PROTECT FROM GLOBAL WARMNG	74	73	56	92	78	87	76	34	95	83	83	67	38	32	83	91	64	90	22	49
H PROVIDE OPP OUTDOOR REC	70	67	64	83	70	79	72	44	82	78	73	71	57	39	76	82	68	76	40	49
D PROTECT FRM SEA LEVEL RISE	68	66	49	89	74	76	73	44	87	69	81	63	38	47	66	83	61	86	31	60
L PRESERVE RURAL FEEL	65	51	70	74	68	70	60	60	62	75	59	60	56	61	64	75	59	61	54	65
F CREATE NEW PARKS & PRESERV	60	59	55	72	56	67	67	30	69	65	70	65	42	25	65	68	69	66	26	35
I ATTRACTING TOURISTS	26	27	23	30	25	27	28	20	29	26	32	23	16	22	24	29	31	24	18	22

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 15: Q8 BENEFITS OF THE DISTRICT WORK RANK MATRIX TABLE (EXTREMELY/VERY IMPORTANT)

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	48	56	142	154	286	118	48	38	138	19	50	135	89	85	73	81	77
M PROTECT WATER SOURCS	94	95	91	92	95	96	88	97	97	91	100	95	93	90	93	95	95	96
A PROTECT WATER QUAL	92	88	96	87	98	92	93	94	91	93	94	91	92	94	89	97	94	90
Q PRESERVE LOCAL PARKS	84	79	87	79	88	87	75	77	80	85	84	83	86	89	72	89	91	78
O PRESERVE WILDLIFE	84	78	90	82	84	85	79	88	80	80	95	77	87	81	81	85	88	82
N PROTECT AIR QUALITY	83	74	82	81	89	87	75	83	89	80	88	87	83	82	78	91	82	83
K SOURCES OF LOCAL FOOD	79	71	92	71	84	82	71	87	76	76	88	76	80	72	81	81	83	77
J IMPROVE AIR QUALITY	76	66	75	72	83	79	68	79	80	72	65	81	77	71	73	81	73	81
C PROTECT LOC AG ECON	75	66	80	70	83	75	78	77	70	78	54	67	80	71	77	76	77	78
R PROTECT GREENBELTS	75	68	75	72	80	78	67	60	64	76	74	75	82	79	60	77	83	76
P IMP PHYS HEALTH OF RES	75	71	72	74	79	78	68	72	71	75	79	74	76	76	69	79	78	74
G PROTECT LANDS REDUCE FLOOD	74	57	93	64	82	74	75	73	69	76	68	79	74	73	68	76	76	79
E PRESERVE SCENIC LANDSCAPES	74	62	77	66	84	74	74	83	69	75	56	71	75	72	75	76	71	79
B PROTECT FROM GLOBAL WARMNG	74	57	84	64	83	75	69	79	62	74	75	79	72	73	72	71	71	80
H PROVIDE OPP OUTDOOR REC	70	62	77	67	75	75	60	77	48	74	79	62	72	69	68	71	72	73
D PROTECT FRM SEA LEVEL RISE	68	50	81	58	79	71	63	75	58	70	62	68	68	63	66	69	68	77
L PRESERVE RURAL FEEL	65	54	68	62	70	69	56	54	64	63	74	62	71	65	52	74	68	68
F CREATE NEW PARKS & PRESERV	60	54	63	58	61	63	51	61	41	64	31	67	60	57	56	65	57	65
I ATTRACTING TOURISTS	26	25	30	25	26	28	20	31	26	30	30	21	21	18	25	34	28	27

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	284	244	198	142	97	52	254	110	123	158	182	114	67	30	25	80	94
M PROTECT WATER SOURCS	94	93	93	93	92	90	90	99	73	96	97	95	97	95	94	97	81	81	100	92
A PROTECT WATER QUAL	92	93	92	91	91	89	88	98	68	95	95	94	95	94	96	99	78	59	98	92
Q PRESERVE LOCAL PARKS	84	84	83	83	83	82	82	99	60	82	79	80	83	85	89	95	72	75	85	75
O PRESERVE WILDLIFE	84	84	83	82	82	82	80	95	59	84	78	78	83	82	88	91	80	66	87	75
N PROTECT AIR QUALITY	83	83	82	80	80	79	79	95	69	81	82	81	83	84	90	88	70	74	85	77
K SOURCES OF LOCAL FOOD	79	79	78	77	77	74	74	86	68	78	73	75	79	80	83	88	86	65	78	70
J IMPROVE AIR QUALITY	76	75	74	72	71	71	72	88	65	73	74	74	77	78	80	84	63	64	82	66
C PROTECT LOC AG ECON	75	75	75	74	74	74	73	85	54	76	65	68	72	75	82	73	58	47	78	81
R PROTECT GREENBELTS	75	75	75	76	75	76	75	90	56	73	74	73	78	78	81	87	67	59	72	68
P IMP PHYS HEALTH OF RES	75	75	74	74	73	72	72	87	50	75	74	73	75	79	79	83	54	65	81	70
G PROTECT LANDS REDUCE FLOOD	74	75	75	74	75	74	69	87	48	75	71	73	75	75	85	73	62	49	78	69
E PRESERVE SCENIC LANDSCAPES	74	75	75	74	76	73	72	89	36	76	71	72	76	74	84	82	62	42	75	69
B PROTECT FROM GLOBAL WARMNG	74	74	72	73	72	71	70	90	36	75	77	76	78	78	87	87	35	14	75	75
H PROVIDE OPP OUTDOOR REC	70	70	70	69	69	68	69	86	37	71	65	68	70	71	81	81	47	29	68	71
D PROTECT FRM SEA LEVEL RISE	68	68	68	69	69	68	65	80	33	71	68	70	72	72	78	71	46	28	73	70
L PRESERVE RURAL FEEL	65	65	65	65	64	65	66	83	39	64	58	58	62	66	69	75	61	64	59	60
F CREATE NEW PARKS & PRESERV	60	60	60	60	62	61	59	80	32	57	58	57	62	61	66	70	36	29	60	60
I ATTRACTING TOURISTS	26	26	25	25	23	22	21	24	25	27	30	30	30	32	27	29	6	30	31	23

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 16: Q9 REGULATING MARIJUANA USE RANK MATRIX TABLE (STRONGLY SUPPORT)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
B PRVT LAND FOR PERSONAL USE	34	46	27	36	27	39	35	34	23	33	35	27	34	37	33	28	21	35	26	19
C PRVT LAND FOR COMMERCL USE	20	28	16	21	18	23	24	16	5	33	20	15	22	24	17	17	14	21	16	23
A PUBLIC LANDS FOR PRODUCTN	11	15	9	10	13	12	12	9	5	13	11	8	13	12	10	8	8	11	8	18

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
B PRVT LAND FOR PERSONAL USE	34	38	31	33	12	35	24	15	43	33	35	15	34	34	32	41	33	31	37	32
C PRVT LAND FOR COMMERCL USE	20	23	18	22	12	21	17	15	26	18	24	8	21	20	21	26	18	17	24	17
A PUBLIC LANDS FOR PRODUCTN	11	13	9	16	10	11	13	15	18	6	13	5	9	12	16	12	8	11	14	9

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
B PRVT LAND FOR PERSONAL USE	34	33	34	39	41	34	25	35	39	30	54	45	38	31	26	40	21	18	46	26	33	19
C PRVT LAND FOR COMMERCL USE	20	22	20	22	24	20	18	19	26	16	32	29	21	23	11	22	16	8	28	15	18	13
A PUBLIC LANDS FOR PRODUCTN	11	23	9	21	14	13	6	5	13	10	22	13	11	10	9	13	8	4	15	9	11	6

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
B PRVT LAND FOR PERSONAL USE	34	49	29	41	23	37	42	16	49	29	48	34	26	12	45	31	44	39	18	15
C PRVT LAND FOR COMMERCL USE	20	32	20	22	12	24	21	11	31	19	27	15	20	8	29	20	26	16	18	4
A PUBLIC LANDS FOR PRODUCTN	11	17	9	13	8	12	14	6	16	9	18	9	5	6	14	10	15	12	7	5

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 16: Q9 REGULATING MARIJUANA USE RANK MATRIX TABLE (STRONGLY SUPPORT)

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
B PRVT LAND FOR PERSONAL USE	34	35	33	40	29	35	31	27	44	32	39	25	38	29	34	35	29	44
C PRVT LAND FOR COMMERCL USE	20	26	17	26	16	21	19	12	24	22	29	10	23	19	18	20	19	26
A PUBLIC LANDS FOR PRODUCTN	11	5	13	15	9	13	8	8	18	12	14	10	10	7	11	12	11	16

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
B PRVT LAND FOR PERSONAL USE	34	33	30	27	24	22	23	36	28	34	35	34	36	35	42	34	18	9	49	24
C PRVT LAND FOR COMMERCL USE	20	20	17	15	13	13	14	26	15	19	21	21	21	20	25	23	11	2	23	20
A PUBLIC LANDS FOR PRODUCTN	11	11	9	8	7	7	8	12	10	11	13	12	12	11	14	9	7	4	15	10

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 17: Q9 REGULATING MARIJUANA USE RANK MATRIX TABLE (STRONGLY OPPOSE)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
A PUBLIC LANDS FOR PRODUCTN	46	31	55	40	63	44	49	43	80	75	46	78	38	44	46	53	65	45	58	42
C PRVT LAND FOR COMMERCL USE	30	21	34	25	45	25	32	22	64	55	27	61	27	27	29	40	54	28	46	42
B PRVT LAND FOR PERSONAL USE	21	16	24	15	37	21	19	18	55	38	19	49	19	17	22	30	45	19	36	34

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
A PUBLIC LANDS FOR PRODUCTN	46	41	51	57	65	45	60	50	38	43	52	59	47	45	38	42	48	52	41	50
C PRVT LAND FOR COMMERCL USE	30	26	32	44	51	28	47	40	21	24	36	52	28	30	35	27	32	26	30	29
B PRVT LAND FOR PERSONAL USE	21	16	25	36	43	20	39	25	12	14	30	43	20	21	26	20	19	18	23	19

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
A PUBLIC LANDS FOR PRODUCTN	46	30	48	31	39	45	52	51	45	47	19	29	47	47	55	52	58	60	32	56	52	59
C PRVT LAND FOR COMMERCL USE	30	26	30	24	25	29	37	30	24	35	13	14	25	36	42	30	38	45	17	38	36	41
B PRVT LAND FOR PERSONAL USE	21	21	20	19	16	23	28	17	17	24	7	10	16	22	29	23	30	32	11	28	25	31

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
A PUBLIC LANDS FOR PRODUCTN	46	32	56	31	55	42	36	69	30	49	21	54	63	71	40	44	39	31	64	74
C PRVT LAND FOR COMMERCL USE	30	12	34	23	42	25	22	52	16	31	11	35	37	58	17	31	18	26	47	57
B PRVT LAND FOR PERSONAL USE	21	7	27	16	29	16	11	46	10	21	4	20	34	51	8	23	11	12	47	45

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 17: Q9 REGULATING MARIJUANA USE RANK MATRIX TABLE (STRONGLY OPPOSE)

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
A PUBLIC LANDS FOR PRODUCTN	46	53	41	43	48	43	51	47	34	40	51	50	51	47	44	43	54	40
C PRVT LAND FOR COMMERCL USE	30	24	32	24	36	29	32	36	20	27	36	38	28	29	31	30	35	22
B PRVT LAND FOR PERSONAL USE	21	13	26	18	23	20	23	25	10	23	27	23	19	21	20	21	27	15

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
A PUBLIC LANDS FOR PRODUCTN	46	46	50	52	54	57	59	46	62	42	41	44	41	42	41	42	68	74	29	53
C PRVT LAND FOR COMMERCL USE	30	29	32	34	35	37	36	31	48	25	29	32	26	28	25	21	49	71	17	35
B PRVT LAND FOR PERSONAL USE	21	21	24	25	26	28	27	17	37	19	21	24	18	22	15	13	40	63	10	25

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 18: Q9 REGULATING MARIJUANA USE RANK MATRIX TABLE (TOTAL SUPPORT)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
B PRVT LAND FOR PERSONAL USE	63	73	57	69	48	59	64	65	28	58	65	39	65	68	61	52	35	65	45	49
C PRVT LAND FOR COMMERCL USE	51	63	43	53	41	54	49	53	24	45	51	32	55	51	53	39	30	52	35	44
A PUBLIC LANDS FOR PRODUCTN	29	43	21	32	25	26	26	34	12	18	30	14	31	30	31	11	17	31	13	31

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
B PRVT LAND FOR PERSONAL USE	63	69	59	44	33	65	39	29	70	74	56	37	66	63	55	67	66	61	63	64
C PRVT LAND FOR COMMERCL USE	51	53	51	36	30	52	33	22	55	58	47	29	54	50	49	55	53	44	53	49
A PUBLIC LANDS FOR PRODUCTN	29	32	27	22	22	30	22	15	38	28	28	12	30	29	40	34	25	23	36	24

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
B PRVT LAND FOR PERSONAL USE	63	65	62	68	68	65	55	64	66	60	82	75	64	60	52	65	56	47	74	55	59	52
C PRVT LAND FOR COMMERCL USE	51	56	49	57	57	53	41	49	56	45	71	64	54	45	37	50	43	35	63	42	44	39
A PUBLIC LANDS FOR PRODUCTN	29	39	27	40	36	30	23	25	31	28	54	44	29	30	24	25	20	6	43	20	26	14

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
B PRVT LAND FOR PERSONAL USE	63	77	57	70	54	69	70	37	77	65	83	54	40	36	76	64	72	67	36	38
C PRVT LAND FOR COMMERCL USE	51	68	46	58	38	52	64	28	62	45	75	51	37	25	59	46	68	59	31	25
A PUBLIC LANDS FOR PRODUCTN	29	42	21	43	19	30	40	13	44	21	52	26	14	12	32	28	40	40	15	10

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 18: Q9 REGULATING MARIJUANA USE RANK MATRIX TABLE (TOTAL SUPPORT)

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
B PRVT LAND FOR PERSONAL USE	63	67	65	67	59	62	64	54	82	62	57	57	64	60	62	64	57	73
C PRVT LAND FOR COMMERCL USE	51	58	50	56	44	52	47	43	62	54	50	40	50	49	47	53	46	58
A PUBLIC LANDS FOR PRODUCTN	29	23	37	32	25	31	24	28	41	28	39	32	25	24	30	29	28	35

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
B PRVT LAND FOR PERSONAL USE	63	63	60	57	56	54	54	67	45	65	63	63	66	65	72	70	36	26	72	57
C PRVT LAND FOR COMMERCL USE	51	50	47	44	42	41	40	50	36	54	54	52	54	54	55	51	33	11	68	47
A PUBLIC LANDS FOR PRODUCTN	29	28	25	23	21	18	17	26	16	33	31	29	32	31	32	30	14	9	43	24

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 19: Q9 REGULATING MARIJUANA USE RANK MATRIX TABLE (TOTAL OPPOSE)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
A PUBLIC LANDS FOR PRODUCTN	66	54	72	63	73	66	68	62	88	82	65	86	62	64	65	86	75	64	81	56
C PRVT LAND FOR COMMERCL USE	45	34	51	42	56	41	47	43	73	55	45	67	40	44	42	54	66	44	59	42
B PRVT LAND FOR PERSONAL USE	34	25	39	29	49	32	33	31	69	42	32	59	31	29	35	44	61	32	51	43

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
A PUBLIC LANDS FOR PRODUCTN	66	62	70	78	71	65	75	61	56	66	69	83	64	66	56	62	70	70	60	70
C PRVT LAND FOR COMMERCL USE	45	42	46	64	56	44	61	58	38	38	50	65	44	45	49	39	45	47	43	46
B PRVT LAND FOR PERSONAL USE	34	28	39	56	54	32	55	50	27	24	42	57	33	33	41	29	32	35	34	33

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
A PUBLIC LANDS FOR PRODUCTN	66	59	67	57	58	66	72	73	66	65	44	52	67	66	71	70	72	86	54	74	69	78
C PRVT LAND FOR COMMERCL USE	45	42	46	40	39	46	53	46	40	49	26	30	45	50	56	46	51	60	33	53	51	55
B PRVT LAND FOR PERSONAL USE	34	34	34	31	29	32	42	33	30	37	17	23	34	36	42	33	42	45	25	40	37	43

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
A PUBLIC LANDS FOR PRODUCTN	66	55	76	52	72	64	55	86	52	71	44	67	86	86	65	63	58	51	83	89
C PRVT LAND FOR COMMERCL USE	45	30	49	37	56	42	33	68	33	48	24	43	57	73	35	47	30	36	65	72
B PRVT LAND FOR PERSONAL USE	34	21	38	29	42	27	27	59	22	31	16	41	54	62	20	33	25	30	60	58

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 19: Q9 REGULATING MARIJUANA USE RANK MATRIX TABLE (TOTAL OPPOSE)

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
A PUBLIC LANDS FOR PRODUCTN	66	75	55	64	68	64	70	65	58	66	61	61	69	70	64	65	70	59
C PRVT LAND FOR COMMERCL USE	45	42	45	39	50	43	49	51	34	42	48	51	46	47	47	41	52	35
B PRVT LAND FOR PERSONAL USE	34	32	35	29	37	34	32	42	17	34	43	38	32	36	33	32	41	26

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
A PUBLIC LANDS FOR PRODUCTN	66	66	69	71	73	75	76	66	80	62	64	67	63	64	62	63	85	91	50	72
C PRVT LAND FOR COMMERCL USE	45	45	48	51	53	53	53	45	60	41	42	44	42	42	41	37	63	84	29	51
B PRVT LAND FOR PERSONAL USE	34	34	37	40	40	42	42	31	52	31	34	36	30	33	25	24	58	72	26	40

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 20: Q10 MESSAGES ABOUT SCAPOSD RANK MATRIX TABLE (MUCH MORE FAVORABLE)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
B WATER QUALITY	62	65	61	64	63	57	71	58	31	43	64	37	64	69	62	42	29	66	37	43
H ACCOMPLISHMENTS	53	58	50	59	36	49	67	44	25	25	56	25	52	66	41	29	17	56	24	35
I RECREATION	52	54	50	56	34	59	57	45	29	25	52	28	57	63	45	13	6	56	11	36
D PUBLIC HEALTH	48	52	46	53	39	41	58	47	12	26	52	19	44	56	45	37	12	51	26	9
F WILDLIFE	47	51	44	50	41	40	64	45	0	5	55	3	38	60	38	14	6	51	10	33
E PROTECTING WETLANDS	47	54	43	48	43	45	60	43	18	30	52	24	40	59	37	41	6	50	26	19
A SPECIAL CHARACTER	47	47	47	51	39	41	58	42	19	26	50	22	44	57	41	20	11	50	17	26
C PARTNERSHIPS	41	43	40	44	38	33	58	40	15	28	49	21	28	50	37	13	19	45	16	19
K SAVINGS 2	40	40	39	44	31	34	46	33	35	25	40	33	40	49	33	19	14	42	18	11
G AGRICULTURAL LANDS	40	40	39	40	35	47	54	32	34	25	44	32	32	51	29	21	6	42	16	19
J SMART INVESTMENTS	39	44	36	42	32	40	49	29	28	25	40	28	41	53	27	4	8	42	6	36

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
B WATER QUALITY	62	76	51	28	14	66	24	31	67	68	58	49	65	62	59	70	68	50	65	61
H ACCOMPLISHMENTS	53	71	31	0	25	55	14	35	65	52	47	35	49	54	52	50	56	56	51	56
I RECREATION	52	67	34	9	25	54	18	25	64	57	33	40	52	52	48	53	52	52	51	52
D PUBLIC HEALTH	48	63	34	5	0	51	3	12	58	54	38	31	49	48	47	55	51	37	52	45
F WILDLIFE	47	64	29	0	0	50	0	24	51	52	44	32	44	48	36	49	55	43	44	50
E PROTECTING WETLANDS	47	64	28	19	0	49	13	20	56	49	41	32	47	47	49	48	53	37	49	46
A SPECIAL CHARACTER	47	63	29	0	22	49	9	17	56	45	43	34	46	47	49	46	49	42	47	46
C PARTNERSHIPS	41	56	25	9	0	43	6	34	44	48	39	24	38	42	29	42	48	40	36	45
K SAVINGS 2	40	53	24	17	19	41	18	12	47	39	39	20	40	40	36	35	42	47	35	44
G AGRICULTURAL LANDS	40	56	20	0	9	42	5	12	46	42	30	38	39	40	46	37	39	43	40	41
J SMART INVESTMENTS	39	55	19	0	35	41	20	20	45	33	40	40	38	40	53	36	36	39	43	37

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 20: Q10 MESSAGES ABOUT SCAPOSD RANK MATRIX TABLE (MUCH MORE FAVORABLE)

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
B WATER QUALITY	62	68	61	69	75	64	56	53	57	68	69	49	75	71	59	55	62	62	64	61	61	62
H ACCOMPLISHMENTS	53	52	54	55	55	53	44	56	50	56	53	49	46	68	44	51	63	52	49	55	53	58
I RECREATION	52	61	52	56	53	49	42	60	47	56	57	50	43	58	43	41	65	51	50	53	47	59
D PUBLIC HEALTH	48	41	49	42	52	46	45	44	46	49	52	45	51	48	41	44	47	53	49	47	44	49
F WILDLIFE	47	39	47	46	52	53	40	41	40	53	48	40	54	47	41	41	47	54	47	46	43	50
E PROTECTING WETLANDS	47	37	48	41	55	42	51	45	42	51	54	40	55	49	54	27	47	48	50	45	42	47
A SPECIAL CHARACTER	47	56	47	50	49	46	46	49	40	53	49	42	45	52	39	39	54	51	45	48	42	53
C PARTNERSHIPS	41	33	41	39	46	41	40	39	34	48	41	37	46	45	38	33	45	43	41	41	38	44
K SAVINGS 2	40	50	39	47	37	35	41	41	38	41	29	42	40	53	36	25	50	41	37	42	37	46
G AGRICULTURAL LANDS	40	41	41	38	41	38	42	41	35	44	41	34	35	32	39	40	49	43	36	42	37	46
J SMART INVESTMENTS	39	50	39	44	42	40	39	33	36	42	51	37	45	42	22	41	40	35	44	36	34	38

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
B WATER QUALITY	62	62	53	66	69	67	70	40	68	66	67	73	41	40	63	70	62	78	37	44
H ACCOMPLISHMENTS	53	49	51	51	58	60	51	38	55	62	48	54	31	41	52	66	53	48	39	37
I RECREATION	52	45	50	59	55	56	49	43	58	55	47	51	32	47	51	61	45	55	42	44
D PUBLIC HEALTH	48	46	47	53	47	50	55	32	51	49	48	64	44	27	48	52	59	51	28	37
F WILDLIFE	47	42	38	52	54	52	53	24	53	51	46	62	28	22	48	55	45	62	18	32
E PROTECTING WETLANDS	47	47	39	52	50	50	52	29	49	51	54	51	41	24	46	54	46	60	31	25
A SPECIAL CHARACTER	47	40	40	51	54	49	50	36	47	50	47	53	34	37	39	56	50	49	28	46
C PARTNERSHIPS	41	37	31	46	49	47	44	23	48	46	40	48	23	22	42	50	35	54	15	32
K SAVINGS 2	40	34	43	42	41	40	44	32	37	43	41	48	28	33	37	43	47	41	26	36
G AGRICULTURAL LANDS	40	33	38	42	45	39	41	38	35	42	40	42	32	41	33	44	40	43	32	44
J SMART INVESTMENTS	39	38	34	53	38	40	43	33	47	35	44	42	33	34	35	43	41	45	28	38

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 20: Q10 MESSAGES ABOUT SCAPOSD RANK MATRIX TABLE (MUCH MORE FAVORABLE)

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
B WATER QUALITY	62	59	71	56	67	62	64	65	51	60	55	60	68	64	65	49	61	72
H ACCOMPLISHMENTS	53	48	51	50	58	55	48	56	54	48	44	56	58	55	51	56	51	51
I RECREATION	52	58	45	44	59	53	50	48	57	51	51	46	53	59	46	53	49	52
D PUBLIC HEALTH	48	44	53	47	48	49	43	45	38	48	51	53	48	50	40	50	45	54
F WILDLIFE	47	39	49	40	55	49	40	33	35	49	43	50	51	55	33	46	50	49
E PROTECTING WETLANDS	47	47	46	41	53	49	42	42	39	47	62	49	47	47	44	47	46	50
A SPECIAL CHARACTER	47	37	53	41	53	49	41	46	43	49	39	48	46	52	43	49	47	41
C PARTNERSHIPS	41	41	35	32	52	43	38	37	30	42	55	39	43	42	37	39	49	39
K SAVINGS 2	40	40	39	38	41	42	35	41	40	40	42	40	39	45	38	40	44	31
G AGRICULTURAL LANDS	40	35	42	35	45	37	45	47	46	37	28	28	43	43	45	48	30	32
J SMART INVESTMENTS	39	30	46	39	41	39	41	47	39	37	42	31	41	45	44	39	34	33

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
B WATER QUALITY	62	63	62	62	62	60	57	74	40	63	66	64	66	67	64	68	51	21	70	65
H ACCOMPLISHMENTS	53	53	51	51	52	52	54	75	31	49	53	51	52	56	59	66	37	44	56	41
I RECREATION	52	52	52	52	53	52	54	68	25	50	61	57	60	58	59	56	39	54	56	41
D PUBLIC HEALTH	48	47	46	46	47	47	46	60	29	47	44	46	47	50	50	53	35	21	48	53
F WILDLIFE	47	47	48	48	49	48	45	71	9	45	35	35	41	43	55	44	28	21	53	45
E PROTECTING WETLANDS	47	47	45	45	46	45	45	67	28	43	42	41	46	47	55	47	32	24	51	43
A SPECIAL CHARACTER	47	46	45	46	47	46	46	64	22	45	46	45	47	51	51	49	40	40	50	40
C PARTNERSHIPS	41	41	41	40	41	42	41	63	21	37	30	28	35	37	45	49	27	17	44	38
K SAVINGS 2	40	40	41	39	40	40	40	52	29	37	45	43	45	47	40	47	30	39	46	33
G AGRICULTURAL LANDS	40	40	38	39	40	40	45	64	26	33	37	36	39	38	41	45	54	33	45	28
J SMART INVESTMENTS	39	39	36	34	35	35	38	54	21	37	46	43	46	46	37	48	38	44	46	31

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 21: Q10 MESSAGES ABOUT SCAPOSD RANK MATRIX TABLE (SOMEWHAT MORE FAVORABLE)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
G AGRICULTURAL LANDS	39	42	37	42	32	37	27	47	31	57	37	37	45	34	48	37	38	40	38	21
J SMART INVESTMENTS	38	38	37	39	34	39	33	41	35	18	37	31	41	32	46	57	27	38	46	8
C PARTNERSHIPS	37	39	36	37	32	47	30	40	26	20	35	23	46	34	43	49	7	38	31	39
K SAVINGS 2	35	39	32	37	30	32	36	36	27	0	36	21	35	32	41	35	10	36	26	33
F WILDLIFE	34	36	33	33	34	37	25	36	50	28	30	39	41	29	42	35	24	34	31	39
A SPECIAL CHARACTER	33	37	31	34	30	36	24	39	39	26	31	34	38	29	39	44	31	33	38	22
E PROTECTING WETLANDS	33	34	32	31	38	33	26	36	24	47	30	35	38	26	42	20	51	33	33	32
I RECREATION	33	37	30	33	38	25	29	36	39	57	33	43	31	27	37	50	57	31	53	24
H ACCOMPLISHMENTS	32	34	30	31	33	34	23	40	51	18	31	44	32	26	43	40	29	33	36	0
D PUBLIC HEALTH	30	29	30	26	36	39	27	27	33	27	27	30	37	28	33	20	29	30	24	36
B WATER QUALITY	22	23	22	23	16	30	16	28	21	17	22	19	24	20	26	37	5	22	23	29

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
G AGRICULTURAL LANDS	39	32	51	26	38	40	33	28	34	36	48	45	37	40	40	39	40	37	39	38
J SMART INVESTMENTS	38	32	50	27	0	39	12	24	34	46	40	24	42	36	31	40	39	39	37	39
C PARTNERSHIPS	37	30	53	19	14	39	17	6	36	39	40	34	39	37	45	35	32	41	39	35
K SAVINGS 2	35	33	41	9	0	37	4	20	30	36	37	40	34	35	37	37	32	35	37	33
F WILDLIFE	34	26	49	21	0	35	14	25	32	38	37	25	33	34	45	32	30	31	37	30
A SPECIAL CHARACTER	33	25	47	37	0	34	21	23	29	38	34	30	28	35	34	33	32	33	33	33
E PROTECTING WETLANDS	33	25	47	31	13	34	25	13	29	37	29	36	35	32	35	38	24	36	37	29
I RECREATION	33	24	45	49	22	33	34	36	21	32	45	39	28	34	41	29	33	30	33	32
H ACCOMPLISHMENTS	32	21	50	66	0	33	28	11	20	37	35	39	34	31	27	29	38	29	28	34
D PUBLIC HEALTH	30	25	41	21	0	31	15	19	26	30	39	26	33	29	33	28	30	31	30	30
B WATER QUALITY	22	15	34	28	13	23	23	12	22	21	26	23	21	23	28	18	19	29	22	23

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 21: Q10 MESSAGES ABOUT SCAPOSD RANK MATRIX TABLE (SOMEWHAT MORE FAVORABLE)

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE												
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
G AGRICULTURAL LANDS	39	44	39	47	36	35	44	37	42	37	49	34	42	50	33	39	31	39	42	37	40	35
J SMART INVESTMENTS	38	37	38	42	38	37	47	30	40	35	42	39	36	22	48	25	38	46	39	37	32	42
C PARTNERSHIPS	37	47	37	44	34	43	31	35	41	33	45	39	30	44	30	42	32	37	38	36	38	34
K SAVINGS 2	35	35	35	36	42	29	39	32	37	33	53	30	37	25	34	41	27	31	40	32	34	29
F WILDLIFE	34	41	34	37	30	36	39	38	37	31	45	38	22	42	28	38	29	32	35	33	35	30
A SPECIAL CHARACTER	33	30	33	35	31	33	35	29	39	27	37	34	38	29	29	41	25	32	36	31	34	28
E PROTECTING WETLANDS	33	45	32	42	26	36	32	35	35	31	31	46	27	22	28	47	30	28	35	31	34	29
I RECREATION	33	28	33	34	30	35	36	30	37	29	39	29	45	24	26	42	23	32	38	29	31	27
H ACCOMPLISHMENTS	32	28	33	25	29	30	36	33	33	31	41	28	45	20	17	32	29	36	38	28	24	32
D PUBLIC HEALTH	30	41	30	39	30	29	36	30	31	29	30	30	31	34	33	31	29	24	30	30	33	27
B WATER QUALITY	22	21	23	23	16	19	30	27	26	19	20	37	14	10	20	28	24	19	24	21	21	22

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
G AGRICULTURAL LANDS	39	45	38	36	37	40	42	33	45	37	44	40	25	36	42	38	44	40	37	29
J SMART INVESTMENTS	38	40	40	37	35	41	36	32	39	42	39	33	38	29	43	39	39	33	35	29
C PARTNERSHIPS	37	43	40	34	32	36	36	41	37	35	38	33	43	41	43	30	42	30	36	49
K SAVINGS 2	35	43	31	35	32	36	36	30	38	35	45	26	34	29	40	33	36	37	33	28
F WILDLIFE	34	36	37	35	29	31	31	44	32	31	37	24	42	45	34	30	39	23	41	48
A SPECIAL CHARACTER	33	42	38	30	26	34	34	29	36	33	38	29	31	29	46	25	34	33	32	27
E PROTECTING WETLANDS	33	37	34	34	29	32	31	38	36	30	34	27	36	39	38	28	35	26	30	49
I RECREATION	33	42	31	31	28	31	39	29	32	30	43	34	45	23	35	28	43	34	32	27
H ACCOMPLISHMENTS	32	38	29	38	27	29	34	37	33	27	38	30	55	29	36	24	28	42	36	37
D PUBLIC HEALTH	30	35	28	26	32	34	24	29	35	33	25	22	27	30	36	31	23	25	30	28
B WATER QUALITY	22	25	27	23	17	20	17	35	20	20	23	11	41	32	24	18	24	11	32	38

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 21: Q10 MESSAGES ABOUT SCAPOSD RANK MATRIX TABLE (SOMEWHAT MORE FAVORABLE)

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
G AGRICULTURAL LANDS	39	42	32	41	38	42	31	38	27	42	59	49	35	34	36	30	54	42
J SMART INVESTMENTS	38	51	34	37	36	39	33	36	46	40	47	40	31	31	36	41	49	31
C PARTNERSHIPS	37	34	42	44	31	35	42	35	45	36	30	45	35	39	37	37	34	38
K SAVINGS 2	35	37	31	37	33	34	36	48	46	29	37	24	36	28	45	31	32	39
F WILDLIFE	34	29	37	39	29	29	45	40	43	27	44	42	32	27	40	34	36	33
A SPECIAL CHARACTER	33	39	19	39	30	32	36	35	40	31	39	31	33	30	35	33	31	35
E PROTECTING WETLANDS	33	29	39	37	28	31	37	35	39	32	19	36	32	35	38	28	32	31
I RECREATION	33	33	23	38	31	32	34	39	34	29	38	32	34	28	37	31	34	34
H ACCOMPLISHMENTS	32	38	29	32	30	33	30	33	31	37	45	25	27	34	31	29	36	30
D PUBLIC HEALTH	30	37	31	30	29	29	33	25	31	31	34	31	30	26	31	26	38	29
B WATER QUALITY	22	22	20	28	19	22	23	23	23	24	19	32	17	22	20	29	25	15

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
G AGRICULTURAL LANDS	39	39	39	37	37	36	35	23	41	45	48	45	46	44	42	32	18	39	41	47
J SMART INVESTMENTS	38	38	37	38	35	35	34	29	41	40	40	42	38	38	43	29	33	27	37	42
C PARTNERSHIPS	37	37	36	36	36	36	37	24	29	44	44	48	42	41	37	37	39	35	37	37
K SAVINGS 2	35	35	32	33	33	34	33	33	24	38	35	37	35	34	32	39	26	44	41	31
F WILDLIFE	34	34	32	31	30	29	29	20	36	39	43	45	39	39	29	36	32	39	30	41
A SPECIAL CHARACTER	33	33	33	33	32	33	32	21	39	36	40	39	37	34	33	33	26	27	34	36
E PROTECTING WETLANDS	33	33	32	31	32	29	26	19	29	39	37	40	35	37	27	36	36	31	31	39
I RECREATION	33	33	31	31	28	30	26	21	46	35	30	32	31	30	30	28	30	28	35	40
H ACCOMPLISHMENTS	32	32	32	33	32	31	30	18	37	36	36	35	36	31	32	21	33	40	33	37
D PUBLIC HEALTH	30	31	31	31	31	27	27	26	23	33	38	37	35	32	33	32	25	28	26	30
B WATER QUALITY	22	23	23	22	22	22	21	14	20	26	22	24	24	21	23	19	32	39	16	22

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 22: Q10 MESSAGES ABOUT SCAPOSD RANK MATRIX TABLE (TOTAL MORE FAVORABLE)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
H ACCOMPLISHMENTS	85	93	80	91	69	83	89	84	76	43	87	69	84	92	84	69	45	88	60	35
B WATER QUALITY	85	88	83	87	79	87	87	86	52	60	87	56	88	88	88	79	34	88	59	72
I RECREATION	84	91	80	89	71	84	87	81	68	82	84	71	88	90	82	64	63	87	64	60
F WILDLIFE	81	87	77	83	75	77	89	81	50	33	85	42	80	88	80	49	30	85	41	72
A SPECIAL CHARACTER	80	84	77	85	68	77	82	81	58	52	81	56	82	85	80	64	42	83	55	48
E PROTECTING WETLANDS	80	88	75	79	81	79	86	79	42	77	82	59	79	85	79	61	57	83	59	51
G AGRICULTURAL LANDS	79	82	77	82	67	84	82	79	65	82	81	69	77	86	77	58	44	82	53	41
C PARTNERSHIPS	78	82	76	81	70	80	88	80	40	48	84	44	73	84	80	63	26	82	46	57
D PUBLIC HEALTH	78	81	76	79	74	80	85	74	45	53	80	49	81	84	78	57	41	82	50	44
J SMART INVESTMENTS	77	83	73	80	66	79	83	69	63	43	76	59	83	85	73	62	35	80	52	44
K SAVINGS 2	75	80	71	81	62	66	83	69	62	25	76	54	76	81	73	55	25	78	44	44

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
H ACCOMPLISHMENTS	85	92	81	66	25	88	43	46	85	90	83	74	83	85	79	79	93	85	79	90
B WATER QUALITY	85	90	86	56	27	88	47	42	89	89	84	72	86	85	87	87	87	79	87	84
I RECREATION	84	91	79	58	47	86	52	61	85	89	79	79	79	86	88	82	85	82	84	84
F WILDLIFE	81	90	78	21	0	85	14	50	83	90	81	57	78	82	81	81	85	74	81	80
A SPECIAL CHARACTER	80	88	76	37	22	83	30	40	85	84	77	64	74	82	83	79	81	75	81	79
E PROTECTING WETLANDS	80	89	76	49	13	84	38	32	86	87	70	68	81	80	84	87	77	74	86	76
G AGRICULTURAL LANDS	79	88	71	26	47	81	38	40	79	77	78	83	76	80	86	76	78	80	79	79
C PARTNERSHIPS	78	86	78	28	14	82	24	40	80	88	78	58	76	79	74	77	80	80	76	80
D PUBLIC HEALTH	78	88	75	26	0	83	18	32	84	84	77	57	83	77	80	83	81	68	82	76
J SMART INVESTMENTS	77	87	69	27	35	80	32	44	79	79	80	63	80	76	84	76	75	78	79	76
K SAVINGS 2	75	86	65	26	19	78	22	32	78	75	76	61	74	75	73	72	74	82	73	77

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 22: Q10 MESSAGES ABOUT SCAPOSD RANK MATRIX TABLE (TOTAL MORE FAVORABLE)

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
H ACCOMPLISHMENTS	85	80	87	80	84	84	81	88	83	87	94	77	91	88	61	83	92	88	87	83	77	90
B WATER QUALITY	85	90	84	93	91	83	87	80	83	87	89	86	90	81	79	83	85	81	88	83	81	84
I RECREATION	84	89	85	90	83	84	78	90	84	85	96	80	89	82	69	84	88	83	88	82	78	86
F WILDLIFE	81	80	81	83	82	89	80	79	77	84	93	78	76	89	69	79	76	86	82	79	78	80
A SPECIAL CHARACTER	80	85	80	85	80	79	81	78	80	80	86	75	82	82	68	80	79	84	81	79	76	81
E PROTECTING WETLANDS	80	82	80	83	82	77	83	80	77	82	85	86	83	71	81	74	77	76	85	76	76	76
G AGRICULTURAL LANDS	79	85	80	85	78	74	86	78	77	81	90	67	77	83	72	78	80	83	78	79	77	81
C PARTNERSHIPS	78	80	78	83	80	85	70	74	75	81	87	76	77	89	68	75	76	80	80	77	76	78
D PUBLIC HEALTH	78	82	79	81	82	75	80	74	77	78	81	75	82	82	74	75	76	77	79	77	77	76
J SMART INVESTMENTS	77	87	77	86	80	77	86	63	76	78	93	75	80	63	70	65	78	81	83	73	66	79
K SAVINGS 2	75	86	74	84	79	64	80	73	76	74	82	72	77	78	70	66	77	73	77	73	71	75

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
H ACCOMPLISHMENTS	85	86	80	89	86	89	85	75	89	89	86	84	87	70	88	90	81	90	75	75
B WATER QUALITY	85	87	79	89	85	87	87	75	89	86	90	84	82	72	87	88	86	89	70	82
I RECREATION	84	87	81	89	83	87	88	72	90	86	90	86	77	71	86	89	88	88	74	71
F WILDLIFE	81	78	75	86	83	83	84	68	85	82	83	86	70	67	81	85	84	85	59	80
A SPECIAL CHARACTER	80	82	78	81	79	83	83	66	83	83	85	82	65	66	86	81	84	83	60	73
E PROTECTING WETLANDS	80	83	73	86	78	83	83	67	85	81	88	77	77	63	83	82	81	86	61	74
G AGRICULTURAL LANDS	79	78	76	78	82	79	83	71	80	79	84	82	56	77	76	82	84	83	69	73
C PARTNERSHIPS	78	79	71	80	82	83	80	64	85	81	79	82	66	63	85	81	77	83	51	81
D PUBLIC HEALTH	78	81	75	78	78	83	79	61	86	82	74	86	71	57	84	83	82	76	58	65
J SMART INVESTMENTS	77	78	74	89	72	80	79	65	86	77	83	75	71	63	78	82	80	78	64	67
K SAVINGS 2	75	77	74	76	73	77	81	62	74	78	87	74	62	62	77	76	83	78	60	64

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 22: Q10 MESSAGES ABOUT SCAPOSD RANK MATRIX TABLE (TOTAL MORE FAVORABLE)

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
H ACCOMPLISHMENTS	85	86	80	82	89	88	78	89	84	85	88	81	85	89	82	85	87	81
B WATER QUALITY	85	80	91	84	86	84	87	88	74	84	75	92	85	87	85	79	86	87
I RECREATION	84	92	68	81	90	85	83	87	91	81	89	78	87	87	82	84	84	86
F WILDLIFE	81	68	86	80	84	79	85	73	78	77	87	92	83	83	73	79	86	81
A SPECIAL CHARACTER	80	76	72	81	83	81	77	81	83	80	78	79	79	83	79	82	79	77
E PROTECTING WETLANDS	80	76	85	78	81	80	79	77	78	79	81	85	79	81	82	75	79	81
G AGRICULTURAL LANDS	79	78	74	76	83	80	77	85	73	78	86	76	78	78	81	78	84	74
C PARTNERSHIPS	78	75	77	76	83	78	80	72	75	78	84	84	78	81	74	77	82	77
D PUBLIC HEALTH	78	81	84	77	77	78	76	70	68	79	85	84	77	76	72	75	83	82
J SMART INVESTMENTS	77	81	79	76	77	78	74	83	84	77	89	71	73	77	80	81	83	64
K SAVINGS 2	75	77	70	75	75	76	71	90	86	69	79	64	75	74	82	71	75	69

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
H ACCOMPLISHMENTS	85	85	83	84	84	83	84	93	68	85	89	86	89	88	91	87	70	84	90	78
B WATER QUALITY	85	85	85	83	83	82	77	88	60	89	88	88	90	88	87	86	83	61	86	87
I RECREATION	84	85	84	83	81	82	80	89	72	85	91	89	91	89	88	84	68	81	91	81
F WILDLIFE	81	81	80	79	79	77	74	90	45	84	79	80	80	82	84	80	61	60	83	86
A SPECIAL CHARACTER	80	80	78	78	78	78	77	85	62	81	86	84	84	85	85	82	67	67	84	76
E PROTECTING WETLANDS	80	80	78	77	78	75	71	87	57	81	79	80	82	83	82	84	68	55	81	83
G AGRICULTURAL LANDS	79	79	77	76	76	76	79	87	67	78	85	81	85	82	82	77	72	72	85	75
C PARTNERSHIPS	78	78	77	76	77	77	78	88	50	80	74	76	76	78	82	86	67	53	81	76
D PUBLIC HEALTH	78	78	77	77	78	75	72	86	52	80	82	83	82	83	83	85	60	49	74	83
J SMART INVESTMENTS	77	77	74	72	70	69	72	83	62	78	87	85	84	84	80	77	71	71	83	72
K SAVINGS 2	75	75	72	72	73	74	73	85	54	75	81	80	81	81	73	86	56	83	86	64

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 23: Q10 MESSAGES ABOUT SCAPOSD RANK MATRIX TABLE (NO DIFFERENCE)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
K SAVINGS 2	21	17	23	17	30	23	14	26	38	57	20	42	18	15	22	28	75	18	45	30
J SMART INVESTMENTS	20	17	22	17	34	14	15	29	37	57	21	41	13	13	24	38	65	17	48	40
C PARTNERSHIPS	20	17	22	18	28	17	11	17	60	46	14	53	26	15	19	34	65	17	47	43
D PUBLIC HEALTH	20	18	21	19	23	18	13	23	49	42	18	46	17	14	21	35	50	17	42	40
A SPECIAL CHARACTER	19	15	21	14	29	21	17	18	39	44	18	41	16	14	19	31	53	16	40	40
G AGRICULTURAL LANDS	19	18	19	15	33	13	17	20	35	18	18	31	17	12	21	42	56	16	47	43
F WILDLIFE	17	12	20	14	22	22	10	16	50	55	13	52	19	10	19	39	54	14	46	28
E PROTECTING WETLANDS	17	10	20	18	15	13	12	18	44	18	15	31	18	11	20	32	27	15	30	33
I RECREATION	14	8	18	10	29	14	12	17	32	18	14	29	11	9	17	30	37	12	33	40
H ACCOMPLISHMENTS	14	7	19	8	30	15	11	15	24	57	12	31	13	8	15	31	55	11	40	56
B WATER QUALITY	12	10	14	11	18	10	10	11	48	35	11	42	9	9	11	17	51	10	32	20

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
K SAVINGS 2	21	11	28	74	81	18	78	34	18	22	19	30	25	19	19	23	23	12	21	19
J SMART INVESTMENTS	20	11	29	73	65	18	68	23	18	21	18	29	20	20	12	21	23	19	18	21
C PARTNERSHIPS	20	13	22	72	73	17	72	44	19	11	20	40	24	19	25	22	18	18	23	18
D PUBLIC HEALTH	20	12	25	67	73	17	69	24	15	14	23	37	17	21	19	16	17	30	17	22
A SPECIAL CHARACTER	19	11	23	58	68	16	62	43	14	15	22	33	25	17	15	20	17	23	18	19
G AGRICULTURAL LANDS	19	11	25	74	53	16	62	39	17	22	20	12	23	17	9	21	21	19	17	20
F WILDLIFE	17	10	21	79	56	14	72	20	15	8	19	41	22	16	18	19	13	22	19	17
E PROTECTING WETLANDS	17	10	22	37	59	15	44	30	13	11	25	26	17	17	13	11	18	24	12	20
I RECREATION	14	8	19	42	53	12	48	39	13	11	20	19	21	13	12	16	14	15	14	15
H ACCOMPLISHMENTS	14	8	17	34	75	11	57	44	14	10	17	20	17	13	18	19	6	15	19	10
B WATER QUALITY	12	9	13	44	43	11	44	19	9	9	15	24	14	12	10	12	11	18	11	14

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 23: Q10 MESSAGES ABOUT SCAPOSD RANK MATRIX TABLE (NO DIFFERENCE)

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
K SAVINGS 2	21	14	20	16	17	30	18	24	23	19	18	26	19	22	26	27	15	16	21	20	25	16
J SMART INVESTMENTS	20	13	20	12	18	20	13	34	22	19	7	25	16	37	24	32	18	13	16	23	31	16
C PARTNERSHIPS	20	20	20	17	19	14	26	26	22	18	13	24	22	7	32	25	21	14	20	20	23	18
D PUBLIC HEALTH	20	18	19	19	16	24	17	25	19	20	17	25	16	18	23	23	22	15	19	20	21	19
A SPECIAL CHARACTER	19	15	18	15	19	20	17	21	19	18	13	25	15	18	30	18	19	14	18	19	22	16
G AGRICULTURAL LANDS	19	12	18	13	19	25	14	19	22	15	10	30	23	17	22	22	17	10	21	17	20	14
F WILDLIFE	17	20	17	16	17	11	17	21	20	14	7	22	23	11	28	19	19	9	17	17	20	15
E PROTECTING WETLANDS	17	16	16	15	18	17	12	19	17	17	13	14	14	26	15	22	20	15	14	19	20	18
I RECREATION	14	11	14	10	15	15	20	10	14	15	4	20	11	18	31	11	10	14	12	16	20	12
H ACCOMPLISHMENTS	14	20	12	20	16	14	19	11	16	12	6	23	9	12	39	17	6	7	13	15	23	6
B WATER QUALITY	12	10	14	7	9	14	9	19	13	12	9	14	9	19	17	14	12	9	11	14	17	11

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
K SAVINGS 2	21	23	23	19	19	19	16	30	23	17	13	20	33	29	22	17	17	15	34	27
J SMART INVESTMENTS	20	20	23	9	23	16	20	32	13	18	15	25	29	33	18	15	18	22	36	28
C PARTNERSHIPS	20	20	25	20	17	16	18	33	15	17	20	16	34	33	13	18	20	17	44	19
D PUBLIC HEALTH	20	17	21	22	19	15	18	35	14	16	23	12	29	37	14	16	15	21	35	35
A SPECIAL CHARACTER	19	18	20	17	19	15	15	32	16	15	14	17	35	32	13	17	16	15	38	27
G AGRICULTURAL LANDS	19	22	23	19	14	17	16	26	18	17	16	16	44	18	23	14	16	15	31	21
F WILDLIFE	17	21	20	14	15	14	14	30	15	14	15	12	30	30	15	14	15	12	38	20
E PROTECTING WETLANDS	17	15	18	13	20	15	15	25	13	16	11	20	23	26	12	17	18	11	25	26
I RECREATION	14	13	15	11	17	11	12	26	10	11	10	14	23	28	10	11	12	12	26	27
H ACCOMPLISHMENTS	14	14	19	11	12	10	15	21	11	10	14	16	13	25	12	10	19	10	22	21
B WATER QUALITY	12	11	15	11	12	11	10	21	11	10	7	13	18	22	10	11	11	9	23	18

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 23: Q10 MESSAGES ABOUT SCAPOSD RANK MATRIX TABLE (NO DIFFERENCE)

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
K SAVINGS 2	21	23	28	23	16	20	21	8	12	26	21	26	20	23	13	22	20	25
J SMART INVESTMENTS	20	19	21	22	18	19	24	14	9	20	11	29	25	22	14	16	17	33
C PARTNERSHIPS	20	25	23	22	16	21	19	26	25	20	16	16	20	17	25	21	18	21
D PUBLIC HEALTH	20	19	16	19	22	19	22	27	32	18	9	14	20	21	27	22	13	16
A SPECIAL CHARACTER	19	24	27	17	16	18	21	16	17	18	22	21	19	16	20	16	21	20
G AGRICULTURAL LANDS	19	22	23	23	13	18	21	12	23	18	14	24	19	19	15	19	16	26
F WILDLIFE	17	32	14	17	15	19	12	20	22	21	13	8	16	14	23	18	14	16
E PROTECTING WETLANDS	17	20	15	16	18	17	17	17	22	17	19	15	16	11	15	23	19	17
I RECREATION	14	8	32	16	9	14	15	13	9	17	11	22	13	10	16	15	16	14
H ACCOMPLISHMENTS	14	14	20	17	10	11	21	9	16	15	12	15	14	10	14	15	13	18
B WATER QUALITY	12	20	9	12	13	13	10	7	26	12	19	6	14	11	12	19	9	12

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
K SAVINGS 2	21	20	22	22	20	19	18	12	38	21	16	15	15	15	21	13	28	14	10	33
J SMART INVESTMENTS	20	21	23	24	26	26	23	13	38	19	11	13	13	14	16	19	25	23	16	28
C PARTNERSHIPS	20	20	21	22	21	20	19	10	45	19	26	24	23	22	16	13	33	38	18	23
D PUBLIC HEALTH	20	19	20	20	19	21	22	13	40	18	17	17	17	17	16	12	34	45	24	15
A SPECIAL CHARACTER	19	19	21	20	20	20	20	15	34	17	13	15	15	14	13	17	32	30	14	23
G AGRICULTURAL LANDS	19	19	20	21	21	21	17	12	33	19	10	15	11	15	13	22	25	22	13	25
F WILDLIFE	17	17	18	19	18	20	22	10	44	15	21	19	19	18	13	17	39	34	14	13
E PROTECTING WETLANDS	17	17	18	19	18	20	23	11	32	16	18	18	16	16	15	14	23	34	16	15
I RECREATION	14	14	15	16	17	17	18	10	26	14	8	10	8	10	10	13	28	19	9	19
H ACCOMPLISHMENTS	14	14	15	14	15	15	13	7	32	13	9	12	9	11	8	13	24	16	10	21
B WATER QUALITY	12	12	12	14	13	14	17	10	33	9	11	12	9	12	11	11	14	29	11	11

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 24: Q12 INFORMATION SOURCES FOR ISSUES IN SONOMA COUNTY RANK MATRIX TABLE (FREQUENTLY)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	160	264	261	96	60	138	130	19	14	265	29	115	215	148	21	16	360	37	11
J PRESS DEMOCRAT NEWSPAPER	47	43	50	50	46	34	60	41	43	25	51	39	40	49	45	58	32	47	49	33
C OTHER RADIO STATIONS	31	31	32	32	36	24	41	27	28	19	34	24	27	34	28	32	22	32	28	38
F FACEBOOK	25	27	24	26	23	26	25	28	15	18	26	16	25	25	26	22	30	25	25	24
A LOCAL TV STATIONS	24	18	27	24	29	15	22	29	33	46	25	39	16	25	21	25	39	23	31	23
B KQED RADIO	22	23	21	25	20	11	29	24	7	14	27	10	13	27	18	9	5	23	7	20
E INFO FROM MAIL	19	15	21	20	22	12	23	24	6	17	23	12	12	25	14	21	11	20	17	0
K SF CHRONICLE NEWSPAPER	9	8	9	10	4	10	12	4	6	0	8	5	11	12	6	6	0	9	4	8
D SONOMA COUNTY WEBSITE	6	8	4	6	6	3	10	4	0	7	7	3	2	6	6	5	0	6	3	0
G TWITTER	5	6	4	6	6	2	4	5	6	0	5	5	7	5	5	0	0	5	0	16
H INSTAGRAM	5	4	5	6	1	5	5	4	5	0	5	4	5	6	3	0	6	5	2	0
I BLOGS	3	4	2	2	8	0	4	2	0	0	3	0	3	2	4	0	0	3	0	16

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	224	153	12	9	377	18	15	129	125	91	62	101	296	71	115	130	91	180	221
J PRESS DEMOCRAT NEWSPAPER	47	51	43	65	30	47	45	41	52	53	43	32	39	51	25	47	55	56	39	55
C OTHER RADIO STATIONS	31	35	29	12	28	33	17	14	39	34	32	15	44	28	28	35	35	29	32	33
F FACEBOOK	25	24	27	27	22	26	24	10	28	28	26	11	39	21	21	29	28	21	26	25
A LOCAL TV STATIONS	24	25	24	30	26	24	29	5	25	24	20	29	20	26	33	27	23	19	29	21
B KQED RADIO	22	26	17	0	27	23	9	16	24	30	19	6	20	23	7	21	27	27	15	27
E INFO FROM MAIL	19	24	15	16	13	20	15	8	21	21	13	22	15	21	24	25	15	17	25	16
K SF CHRONICLE NEWSPAPER	9	11	5	17	9	9	13	11	10	10	6	9	9	9	8	6	11	9	7	10
D SONOMA COUNTY WEBSITE	6	6	5	8	0	6	5	0	3	10	8	1	10	4	4	3	9	6	3	8
G TWITTER	5	6	4	17	0	5	7	0	8	6	2	1	6	5	5	3	7	6	4	7
H INSTAGRAM	5	6	4	0	0	5	0	0	8	5	1	1	7	4	6	4	4	6	5	5
I BLOGS	3	3	3	0	0	3	0	0	5	3	2	0	4	2	4	4	1	3	4	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 24: Q12 INFORMATION SOURCES FOR ISSUES IN SONOMA COUNTY RANK MATRIX TABLE (FREQUENTLY)

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	313	68	142	73	66	80	193	210	56	56	52	32	41	46	69	54	165	238	117	121
J PRESS DEMOCRAT NEWSPAPER	47	30	52	26	38	55	47	58	47	47	23	44	47	38	49	60	55	59	38	54	50	57
C OTHER RADIO STATIONS	31	29	32	32	30	34	35	38	26	36	17	37	41	40	30	38	31	23	31	31	36	27
F FACEBOOK	25	42	24	35	29	21	29	31	21	29	34	34	31	36	24	18	20	7	33	19	25	14
A LOCAL TV STATIONS	24	25	24	27	29	22	18	25	21	26	15	17	29	21	26	26	24	33	20	26	25	28
B KQED RADIO	22	10	22	15	15	22	15	31	20	23	8	22	32	18	23	20	24	25	21	22	21	24
E INFO FROM MAIL	19	19	19	21	25	20	12	20	20	19	11	10	13	32	20	32	18	29	11	25	28	22
K SF CHRONICLE NEWSPAPER	9	9	9	7	9	6	7	12	8	9	4	9	9	10	9	11	5	14	7	10	10	9
D SONOMA COUNTY WEBSITE	6	8	5	8	7	2	7	8	6	5	6	8	10	4	8	5	3	1	8	4	6	3
G TWITTER	5	13	3	15	10	7	0	1	4	6	10	9	0	4	0	5	9	1	7	4	3	5
H INSTAGRAM	5	20	3	17	8	3	0	5	2	7	20	4	2	4	6	0	1	0	9	2	3	1
I BLOGS	3	6	2	6	3	5	4	1	2	4	5	3	2	3	4	3	4	0	3	3	3	2

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	98	112	84	142	214	109	81	83	132	60	50	23	57	92	122	63	52	45	43
J PRESS DEMOCRAT NEWSPAPER	47	37	59	39	51	51	40	47	35	61	32	50	63	40	52	50	38	44	52	43
C OTHER RADIO STATIONS	31	21	30	41	33	31	30	34	33	30	27	33	36	34	29	33	20	41	30	41
F FACEBOOK	25	27	16	43	22	26	27	22	34	20	34	18	30	19	18	32	29	24	18	26
A LOCAL TV STATIONS	24	16	25	25	27	23	21	31	19	25	20	21	24	34	20	25	21	20	24	40
B KQED RADIO	22	20	20	21	24	30	17	5	26	33	19	16	5	5	30	31	15	20	7	2
E INFO FROM MAIL	19	9	27	13	23	21	17	18	13	26	11	26	7	23	26	17	13	23	16	21
K SF CHRONICLE NEWSPAPER	9	7	9	7	10	10	8	6	12	9	4	13	0	8	10	10	7	10	5	7
D SONOMA COUNTY WEBSITE	6	9	4	7	4	4	10	3	5	4	12	8	7	2	3	5	13	7	3	3
G TWITTER	5	5	4	9	4	8	1	2	13	5	0	3	0	3	8	8	1	2	0	3
H INSTAGRAM	5	5	0	15	3	5	7	1	7	3	12	0	5	0	3	6	3	12	0	2
I BLOGS	3	1	3	7	2	3	3	2	5	2	1	4	0	3	1	4	3	1	0	4

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 24: Q12 INFORMATION SOURCES FOR ISSUES IN SONOMA COUNTY RANK MATRIX TABLE (FREQUENTLY)

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	48	56	142	154	286	118	48	38	138	19	50	135	89	85	73	81	77
J PRESS DEMOCRAT NEWSPAPER	47	37	41	51	50	48	46	33	46	51	40	32	52	62	35	46	49	43
C OTHER RADIO STATIONS	31	37	51	24	32	31	33	31	27	36	26	35	27	33	29	31	36	28
F FACEBOOK	25	41	37	15	27	25	25	29	31	25	31	11	25	19	27	31	25	25
A LOCAL TV STATIONS	24	11	28	25	26	24	23	33	21	26	10	18	24	26	29	22	18	24
B KQED RADIO	22	26	15	18	27	21	23	30	12	21	5	30	21	28	25	23	11	20
E INFO FROM MAIL	19	16	14	22	21	19	21	28	5	20	21	16	20	22	21	18	21	13
K SF CHRONICLE NEWSPAPER	9	13	5	6	11	10	7	6	13	8	5	8	11	10	7	10	9	7
D SONOMA COUNTY WEBSITE	6	13	7	4	5	7	3	2	0	7	0	4	8	9	1	7	6	5
G TWITTER	5	3	8	5	5	6	4	8	6	4	20	4	3	3	6	6	8	3
H INSTAGRAM	5	7	7	1	7	4	8	7	15	3	4	2	4	3	5	8	7	1
I BLOGS	3	0	9	2	2	4	1	2	0	2	8	8	3	0	3	0	6	6

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	284	244	198	142	97	52	254	110	123	158	182	114	67	30	25	80	94
J PRESS DEMOCRAT NEWSPAPER	47	48	50	53	55	60	60	64	45	41	40	40	37	39	49	54	44	52	42	44
C OTHER RADIO STATIONS	31	32	31	33	32	28	27	41	27	29	24	28	22	26	30	35	34	25	29	33
F FACEBOOK	25	26	25	22	19	18	15	27	22	25	24	24	23	23	22	29	23	22	26	27
A LOCAL TV STATIONS	24	24	23	24	26	23	22	21	37	22	19	21	23	24	23	23	24	40	15	29
B KQED RADIO	22	21	22	24	24	24	22	36	9	19	13	13	17	16	31	28	0	3	18	21
E INFO FROM MAIL	19	19	20	23	24	19	19	26	15	18	13	12	19	17	26	19	15	26	15	14
K SF CHRONICLE NEWSPAPER	9	9	9	8	8	8	9	12	7	8	11	10	8	9	16	4	7	7	8	5
D SONOMA COUNTY WEBSITE	6	6	5	5	5	5	4	9	2	5	3	2	2	3	6	2	6	3	11	3
G TWITTER	5	5	5	3	2	2	1	5	2	6	7	6	6	7	7	9	0	6	1	5
H INSTAGRAM	5	5	4	3	3	2	2	4	3	5	6	6	7	6	5	3	4	0	8	5
I BLOGS	3	3	3	1	1	1	2	4	0	3	1	2	1	2	3	5	4	3	2	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 25: Q12 INFORMATION SOURCES FOR ISSUES IN SONOMA COUNTY RANK MATRIX TABLE (FREQUENTLY/OCCASIONALLY)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	160	264	261	96	60	138	130	19	14	265	29	115	215	148	21	16	360	37	11
J PRESS DEMOCRAT NEWSPAPER	74	75	74	77	70	67	82	73	80	25	78	68	67	73	78	87	61	75	78	43
C OTHER RADIO STATIONS	54	56	53	54	57	50	63	51	49	37	57	43	50	56	55	50	53	55	51	38
E INFO FROM MAIL	54	42	60	58	48	44	64	57	47	36	60	42	40	59	50	48	32	55	41	39
A LOCAL TV STATIONS	43	33	49	43	52	31	46	45	45	66	45	56	35	41	43	56	61	42	58	31
F FACEBOOK	43	47	40	46	37	39	44	44	37	18	44	32	43	43	43	38	54	43	44	35
B KQED RADIO	42	36	45	45	36	40	53	43	20	26	48	23	31	49	37	32	21	44	27	28
D SONOMA COUNTY WEBSITE	27	29	26	29	27	19	31	29	20	20	30	20	20	28	27	28	29	27	28	7
K SF CHRONICLE NEWSPAPER	26	29	24	28	19	30	32	23	20	0	28	15	26	31	21	21	8	27	17	27
I BLOGS	13	14	12	14	11	13	17	11	0	18	14	4	13	14	12	11	9	13	10	16
H INSTAGRAM	12	16	10	14	7	9	16	11	5	0	14	4	10	16	10	0	6	13	2	0
G TWITTER	11	15	8	10	13	11	12	8	11	18	10	13	12	11	12	11	0	11	7	16

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	224	153	12	9	377	18	15	129	125	91	62	101	296	71	115	130	91	180	221
J PRESS DEMOCRAT NEWSPAPER	74	77	72	82	51	75	64	41	81	81	71	53	78	74	62	72	80	84	68	82
C OTHER RADIO STATIONS	54	58	53	43	73	56	52	19	59	62	53	38	68	51	49	58	57	56	54	56
E INFO FROM MAIL	54	60	48	38	41	55	39	31	55	57	48	56	53	55	46	57	54	57	53	55
A LOCAL TV STATIONS	43	43	45	53	39	44	49	28	44	45	37	49	33	47	52	51	35	39	52	37
F FACEBOOK	43	46	41	57	33	44	43	10	47	51	39	24	58	39	38	44	45	47	42	46
B KQED RADIO	42	49	35	15	43	44	23	22	49	50	40	16	37	44	22	41	49	50	33	49
D SONOMA COUNTY WEBSITE	27	30	23	22	45	27	30	12	34	31	20	14	35	25	24	24	27	35	24	30
K SF CHRONICLE NEWSPAPER	26	32	19	40	9	27	23	11	33	30	19	15	27	26	19	22	28	35	21	31
I BLOGS	13	16	11	0	11	14	6	0	18	12	13	6	20	11	17	11	14	13	13	14
H INSTAGRAM	12	16	8	16	0	13	7	0	17	14	8	3	19	10	21	11	11	10	14	11
G TWITTER	11	12	9	17	12	11	14	0	16	11	9	3	15	10	14	7	12	14	10	13

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 25: Q12 INFORMATION SOURCES FOR ISSUES IN SONOMA COUNTY RANK MATRIX TABLE (FREQUENTLY/OCCASIONALLY)

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	313	68	142	73	66	80	193	210	56	56	52	32	41	46	69	54	165	238	117	121
J PRESS DEMOCRAT NEWSPAPER	74	73	77	65	69	80	81	81	75	74	66	76	87	58	73	71	77	77	76	73	68	77
C OTHER RADIO STATIONS	54	59	54	62	55	55	63	54	52	57	43	65	65	59	66	65	42	41	57	52	64	41
E INFO FROM MAIL	54	47	54	51	54	60	51	56	49	58	39	44	47	64	45	65	55	74	44	61	58	63
A LOCAL TV STATIONS	43	52	43	47	45	40	36	45	40	46	37	32	41	43	51	46	41	59	36	48	47	49
F FACEBOOK	43	65	42	55	46	34	50	51	39	47	54	59	45	45	37	40	40	22	53	36	40	32
B KQED RADIO	42	28	43	35	34	45	46	44	40	43	29	40	39	40	39	52	47	47	36	46	45	47
D SONOMA COUNTY WEBSITE	27	30	26	32	25	33	26	27	24	30	29	32	26	26	26	24	27	23	29	25	25	25
K SF CHRONICLE NEWSPAPER	26	27	27	26	24	25	30	30	27	25	27	25	34	21	19	25	26	29	28	25	22	27
I BLOGS	13	15	14	15	12	18	13	15	12	15	19	13	26	10	7	9	11	8	19	9	9	10
H INSTAGRAM	12	40	8	33	18	8	6	12	9	15	41	18	9	7	6	2	5	3	23	5	5	4
G TWITTER	11	25	8	26	14	16	4	7	10	11	20	18	9	9	2	9	12	3	16	8	7	8

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	98	112	84	142	214	109	81	83	132	60	50	23	57	92	122	63	52	45	43
J PRESS DEMOCRAT NEWSPAPER	74	74	75	80	71	80	67	69	79	80	67	68	91	59	79	80	71	63	69	68
C OTHER RADIO STATIONS	54	49	55	66	50	53	59	52	59	49	58	60	49	53	55	51	50	69	48	57
E INFO FROM MAIL	54	32	61	55	60	57	47	53	45	64	43	53	39	58	61	54	38	58	39	71
A LOCAL TV STATIONS	43	31	46	41	50	44	40	45	35	50	43	35	24	53	40	48	44	35	33	59
F FACEBOOK	43	47	30	62	40	43	46	41	49	39	57	33	59	33	34	49	46	46	40	41
B KQED RADIO	42	32	46	40	46	51	42	17	38	59	43	40	12	19	49	53	39	44	23	9
D SONOMA COUNTY WEBSITE	27	28	20	30	30	27	33	18	27	27	36	29	20	18	27	28	28	38	13	26
K SF CHRONICLE NEWSPAPER	26	24	31	35	21	31	25	14	37	28	25	26	5	18	33	30	27	22	13	15
I BLOGS	13	12	12	31	7	17	11	7	29	9	11	11	5	8	13	20	14	7	5	8
H INSTAGRAM	12	15	3	34	6	14	13	5	26	7	22	3	14	2	10	17	9	19	9	2
G TWITTER	11	13	7	19	8	12	10	8	20	7	12	8	10	8	11	13	10	11	9	8

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 25: Q12 INFORMATION SOURCES FOR ISSUES IN SONOMA COUNTY RANK MATRIX TABLE (FREQUENTLY/OCCASIONALLY)

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	48	56	142	154	286	118	48	38	138	19	50	135	89	85	73	81	77
J PRESS DEMOCRAT NEWSPAPER	74	77	79	74	74	76	71	65	71	79	68	59	78	87	64	73	75	71
C OTHER RADIO STATIONS	54	62	73	50	52	53	58	48	65	59	54	52	52	54	50	59	60	49
E INFO FROM MAIL	54	41	63	53	56	53	56	66	38	56	38	63	49	58	55	58	52	44
A LOCAL TV STATIONS	43	25	40	45	49	43	44	50	45	41	45	47	40	48	47	40	40	39
F FACEBOOK	43	59	56	33	45	45	38	37	45	42	59	43	43	38	36	44	50	50
B KQED RADIO	42	42	32	40	48	41	44	54	26	44	11	51	40	50	42	45	29	42
D SONOMA COUNTY WEBSITE	27	30	38	22	27	29	23	27	28	30	34	19	26	28	24	27	28	27
K SF CHRONICLE NEWSPAPER	26	32	23	25	27	27	25	25	29	25	22	23	29	30	23	26	23	30
I BLOGS	13	13	27	11	11	13	13	26	8	12	8	12	13	10	21	10	7	18
H INSTAGRAM	12	15	23	8	12	11	15	18	20	10	4	16	10	11	15	13	15	6
G TWITTER	11	9	20	11	9	12	9	13	19	9	20	11	8	7	12	15	12	10

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	284	244	198	142	97	52	254	110	123	158	182	114	67	30	25	80	94
J PRESS DEMOCRAT NEWSPAPER	74	75	76	77	77	78	76	85	71	71	68	69	65	68	81	78	65	69	65	74
C OTHER RADIO STATIONS	54	55	55	56	57	54	54	63	49	52	50	51	47	50	53	58	52	52	60	51
E INFO FROM MAIL	54	54	57	61	63	62	62	61	43	53	39	40	50	48	54	70	42	59	46	50
A LOCAL TV STATIONS	43	42	43	44	45	42	41	41	57	41	35	39	38	41	40	49	42	53	35	48
F FACEBOOK	43	44	44	42	40	38	36	49	34	43	41	41	40	42	38	50	29	55	51	39
B KQED RADIO	42	41	44	46	46	45	42	63	27	37	31	31	35	34	55	47	11	22	40	39
D SONOMA COUNTY WEBSITE	27	27	26	26	25	25	24	34	21	26	19	20	22	24	26	31	17	21	31	26
K SF CHRONICLE NEWSPAPER	26	26	26	24	24	25	24	34	17	25	25	24	25	26	40	24	7	26	28	15
I BLOGS	13	14	14	11	11	11	11	19	6	12	11	12	10	11	21	14	8	6	10	9
H INSTAGRAM	12	12	9	8	7	4	2	17	6	12	11	11	12	11	14	10	4	4	18	11
G TWITTER	11	11	11	8	7	7	6	12	9	11	14	12	12	11	10	16	7	6	12	9

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 26: Q12 INFORMATION SOURCES FOR ISSUES IN SONOMA COUNTY RANK MATRIX TABLE (RARELY/NEVER)

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	160	264	261	96	60	138	130	19	14	265	29	115	215	148	21	16	360	37	11
G TWITTER	87	84	89	87	87	89	88	89	89	82	88	87	86	88	86	89	100	87	93	75
H INSTAGRAM	86	83	88	83	93	90	82	88	95	100	85	96	88	83	88	100	94	85	98	92
I BLOGS	85	84	86	84	88	86	81	86	100	82	84	96	86	84	86	89	91	85	90	84
K SF CHRONICLE NEWSPAPER	73	71	74	70	81	70	67	76	80	100	71	85	74	68	78	79	92	72	83	73
D SONOMA COUNTY WEBSITE	71	69	72	69	73	78	67	69	80	80	68	80	77	71	71	64	71	71	67	93
F FACEBOOK	56	53	57	52	63	59	54	53	63	82	54	68	57	55	55	62	46	55	56	65
B KQED RADIO	56	60	53	53	62	56	44	55	80	74	50	77	64	48	61	60	79	54	69	72
A LOCAL TV STATIONS	54	65	49	55	45	67	50	53	55	34	52	44	63	56	56	40	39	56	39	69
E INFO FROM MAIL	45	56	39	40	52	56	34	42	53	64	38	58	59	40	49	48	68	43	57	61
C OTHER RADIO STATIONS	44	42	45	43	41	50	34	47	45	63	40	54	49	42	44	46	47	43	46	62
J PRESS DEMOCRAT NEWSPAPER	25	25	25	22	30	33	17	25	20	75	21	32	33	27	21	13	39	24	22	57

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	224	153	12	9	377	18	15	129	125	91	62	101	296	71	115	130	91	180	221
G TWITTER	87	87	88	83	88	88	86	78	84	89	90	94	85	89	84	92	88	86	89	87
H INSTAGRAM	86	84	90	84	100	86	93	78	82	86	91	95	81	89	78	89	88	89	85	89
I BLOGS	85	84	86	100	89	85	94	88	81	88	85	94	79	88	83	89	84	85	87	85
K SF CHRONICLE NEWSPAPER	73	68	79	60	91	73	77	78	67	70	81	83	73	74	81	78	72	65	79	69
D SONOMA COUNTY WEBSITE	71	69	76	78	55	72	70	55	66	69	77	86	65	75	75	76	72	65	75	69
F FACEBOOK	56	53	58	43	67	55	57	78	52	48	60	76	42	60	62	55	54	52	57	53
B KQED RADIO	56	48	63	85	57	54	77	56	49	49	59	84	59	56	74	57	51	50	64	51
A LOCAL TV STATIONS	54	56	54	47	61	55	51	44	56	54	61	50	67	52	45	48	64	61	47	63
E INFO FROM MAIL	45	39	51	62	59	44	61	47	45	43	52	44	47	45	54	43	46	43	47	45
C OTHER RADIO STATIONS	44	41	45	57	27	43	48	59	40	38	47	61	32	48	50	42	43	43	45	43
J PRESS DEMOCRAT NEWSPAPER	25	22	27	18	49	24	36	47	19	19	29	47	22	26	38	28	20	16	32	18

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 26: Q12 INFORMATION SOURCES FOR ISSUES IN SONOMA COUNTY RANK MATRIX TABLE (RARELY/NEVER)

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE												
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	313	68	142	73	66	80	193	210	56	56	52	32	41	46	69	54	165	238	117	121
G TWITTER	87	75	91	74	85	84	96	93	88	86	79	80	91	87	98	91	85	92	83	90	92	88
H INSTAGRAM	86	60	91	67	81	92	94	87	89	84	58	80	91	90	94	98	93	93	76	94	94	93
I BLOGS	85	85	86	85	87	81	87	84	86	84	80	85	74	87	93	91	85	89	80	89	91	87
K SF CHRONICLE NEWSPAPER	73	73	73	74	76	75	70	70	72	74	73	73	66	75	81	75	73	69	71	74	77	71
D SONOMA COUNTY WEBSITE	71	68	74	67	74	67	72	73	74	69	67	68	69	74	71	76	72	76	68	73	73	73
F FACEBOOK	56	35	58	45	52	66	50	48	60	52	46	39	55	51	63	60	58	73	46	62	59	65
B KQED RADIO	56	69	56	63	63	53	54	56	57	54	69	54	53	60	58	48	52	52	59	53	54	52
A LOCAL TV STATIONS	54	46	57	50	53	60	63	54	58	51	59	68	54	57	43	54	59	36	61	50	51	49
E INFO FROM MAIL	45	53	46	49	46	40	49	44	49	42	59	56	48	36	52	35	45	26	54	39	41	37
C OTHER RADIO STATIONS	44	41	45	37	44	45	37	46	45	42	55	35	30	41	31	33	58	56	40	46	34	57
J PRESS DEMOCRAT NEWSPAPER	25	27	23	35	31	20	19	19	25	25	34	22	13	39	27	29	21	23	23	27	31	22

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	98	112	84	142	214	109	81	83	132	60	50	23	57	92	122	63	52	45	43
G TWITTER	87	86	91	79	90	85	90	90	78	90	88	92	90	90	86	84	90	89	91	90
H INSTAGRAM	86	84	94	64	93	83	86	95	72	91	78	95	86	98	88	80	90	81	91	98
I BLOGS	85	88	85	68	91	81	88	92	69	88	89	88	95	91	84	78	85	93	95	90
K SF CHRONICLE NEWSPAPER	73	76	68	63	78	67	75	85	61	71	75	74	95	81	66	68	73	78	85	85
D SONOMA COUNTY WEBSITE	71	67	78	69	69	72	64	80	71	72	60	68	80	81	71	72	68	59	85	74
F FACEBOOK	56	53	67	37	59	56	54	58	50	59	43	65	41	65	64	49	53	54	60	57
B KQED RADIO	56	61	53	57	53	48	52	80	61	40	48	57	82	79	49	47	56	48	72	91
A LOCAL TV STATIONS	54	64	53	58	47	53	56	55	63	47	52	61	76	47	57	50	51	61	67	41
E INFO FROM MAIL	45	64	39	45	39	42	49	47	53	36	53	45	61	42	37	46	58	40	61	29
C OTHER RADIO STATIONS	44	47	45	34	47	45	37	48	39	49	37	37	51	47	43	47	45	28	52	43
J PRESS DEMOCRAT NEWSPAPER	25	26	24	18	28	19	33	31	19	18	33	32	9	41	20	18	29	37	31	32

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 26: Q12 INFORMATION SOURCES FOR ISSUES IN SONOMA COUNTY RANK MATRIX TABLE (RARELY/NEVER)

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	48	56	142	154	286	118	48	38	138	19	50	135	89	85	73	81	77
G TWITTER	87	91	80	88	90	86	90	84	81	90	75	86	89	92	84	85	86	90
H INSTAGRAM	86	84	77	92	87	87	84	80	80	88	92	81	89	87	83	87	83	93
I BLOGS	85	86	73	87	88	85	86	71	92	87	88	85	84	89	76	90	90	81
K SF CHRONICLE NEWSPAPER	73	68	77	74	73	73	73	72	71	75	78	75	70	69	74	74	76	70
D SONOMA COUNTY WEBSITE	71	70	62	77	72	69	76	70	72	68	60	79	73	70	75	70	69	73
F FACEBOOK	56	40	44	66	55	53	62	60	55	57	41	54	55	61	61	56	49	50
B KQED RADIO	56	55	63	59	52	56	55	43	74	52	83	45	59	49	56	51	69	53
A LOCAL TV STATIONS	54	75	60	54	49	55	54	45	55	56	49	49	59	49	50	59	56	60
E INFO FROM MAIL	45	59	37	47	44	46	43	31	62	43	56	35	51	41	43	41	45	56
C OTHER RADIO STATIONS	44	38	27	50	47	45	40	47	35	39	40	46	48	44	47	40	37	50
J PRESS DEMOCRAT NEWSPAPER	25	23	21	26	26	24	29	32	29	21	32	38	22	13	34	27	24	29

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	284	244	198	142	97	52	254	110	123	158	182	114	67	30	25	80	94
G TWITTER	87	87	88	90	90	90	90	88	91	86	85	86	86	87	88	81	90	94	88	88
H INSTAGRAM	86	86	89	90	91	94	94	82	94	86	88	89	86	88	85	86	96	96	81	87
I BLOGS	85	85	84	87	86	86	85	80	94	85	88	87	88	88	78	82	92	91	89	88
K SF CHRONICLE NEWSPAPER	73	73	73	74	74	73	73	66	83	73	74	75	74	73	60	73	93	74	72	83
D SONOMA COUNTY WEBSITE	71	71	73	72	73	73	73	66	76	72	78	80	76	76	74	68	80	79	66	71
F FACEBOOK	56	55	54	56	57	59	60	51	66	55	59	59	60	57	62	45	68	45	48	60
B KQED RADIO	56	56	55	53	52	54	56	36	69	60	64	64	62	64	45	52	81	78	55	57
A LOCAL TV STATIONS	54	55	55	54	52	55	56	57	42	56	63	61	60	59	60	50	58	47	61	47
E INFO FROM MAIL	45	45	42	38	35	36	37	39	55	46	60	60	50	52	46	30	58	41	50	48
C OTHER RADIO STATIONS	44	43	44	42	41	44	43	37	48	45	48	49	51	49	46	41	48	48	36	47
J PRESS DEMOCRAT NEWSPAPER	25	25	23	22	21	20	22	15	29	28	32	31	34	31	19	19	35	31	35	24

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q2a STR FAVOR	PERCENT OF SAMPLE
OVERALL	**34%**	**100%**
Dem 50+	45%	33%
Dem Women	44%	30%
Women 50+	43%	33%
City Other	43%	11%
Age 55-59	41%	10%
HHPT 1 Dem	41%	28%
Trail use 1+/wk	40%	32%
Educ College Grad	40%	32%
Educ College+	40%	54%
Educ Post-Grad	40%	22%
BOS 5	39%	19%
Women w/ no kids	39%	38%
Women	39%	52%
Age 65-74	39%	17%
Pty Democrat	39%	53%
Age 65+	39%	30%
Age 50+	39%	59%
BOS 1	39%	22%
Age 50-64	39%	29%
Age 60-64	38%	11%
Age 75+	38%	13%
NPP/O 50+	38%	12%
HHPT 1+ Ind	38%	19%
City Uninc.	38%	33%
Inc $90K-$120K	38%	15%
Cell Phone Total No	38%	63%
NPP/O Men	37%	15%
Moms	36%	13%
Pty NPP/Other	36%	27%
Perm Abs No	35%	29%
Inc $60K-$90K	35%	18%
Ethn White	35%	77%
Age 50-54	35%	8%
No Chldrn <19 @ Home	35%	73%
Inc $0-60K	34%	33%

BANNER	Q2a STR FAVOR	PERCENT OF SAMPLE
OVERALL	**34%**	**100%**
NPP/O 18-49	34%	15%
NPP/O Women	34%	12%
Perm Abs Yes	34%	71%
HHPT Mixed	34%	23%
City Santa Rosa	33%	33%
Trail use sev/yr	33%	21%
Men 50+	33%	26%
Ethn Non-White	33%	16%
BOS 4	32%	20%
City Petaluma	32%	11%
Women 18-49	32%	19%
Trail use sev/mo	32%	31%
BOS 2	32%	21%
HHPT 2+ Dem	31%	16%
Dem Men	31%	23%
Age 40-49	31%	13%
Age 30-39	31%	14%
Chldrn <19 @ Home	31%	25%
Inc $120K+	31%	19%
Men w/ no kids	30%	35%
Educ Some College	30%	27%
Ethn Latino	29%	12%
Rep Women	29%	10%
Men	29%	48%
Cell Phone Yes	28%	37%
Dem 18-49	28%	20%
Age 18-49	27%	41%
BOS 3	27%	18%
Educ Non-College	27%	44%
Dads	25%	12%
Trail use alnvr/nvr	25%	14%
Men 18-49	24%	22%
Rep 50+	23%	14%
HHPT 1 Rep	23%	7%
Educ HS or Less	21%	17%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q2a STR FAVOR	PERCENT OF SAMPLE
OVERALL	**34%**	**100%**
Age 18-29	21%	14%
City Rohnert Park	20%	8%
Pty Republican	19%	20%
City Windsor	19%	5%
HHPT 2+ Rep	13%	6%
Rep 18-49	10%	6%
Rep Men	10%	10%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q2a SMWT FAVOR	PERCENT OF SAMPLE
OVERALL	**31%**	**100%**
City Windsor	43%	5%
Trail use sev/mo	39%	31%
Dem Men	39%	23%
Dads	37%	12%
City Petaluma	37%	11%
Age 40-49	37%	13%
Men 18-49	37%	22%
Rep 18-49	37%	6%
HHPT 2+ Dem	37%	16%
Men	36%	48%
Men 50+	36%	26%
NPP/O 50+	36%	12%
Men w/ no kids	36%	35%
Rep Men	36%	10%
Inc $120K+	36%	19%
HHPT 2+ Rep	35%	6%
BOS 4	35%	20%
Dem 18-49	35%	20%
Inc $60K-$90K	34%	18%
Age 60-64	34%	11%
BOS 2	34%	21%
Perm Abs Yes	34%	71%
Educ Some College	33%	27%
City Uninc.	33%	33%
Age 65-74	33%	17%
Educ Non-College	33%	44%
NPP/O Men	32%	15%
Educ HS or Less	32%	17%
Pty Republican	32%	20%
Age 18-49	32%	41%
Inc $0-60K	32%	33%
Ethn White	32%	77%
Cell Phone Total No	32%	63%
Age 50-54	32%	8%
Chldrn <19 @ Home	32%	25%

BANNER	Q2a SMWT FAVOR	PERCENT OF SAMPLE
OVERALL	**31%**	**100%**
Age 50-64	32%	29%
Pty Democrat	31%	53%
HHPT 1 Dem	31%	28%
BOS 1	31%	22%
Educ Post-Grad	31%	22%
No Chldrn <19 @ Home	31%	73%
City Rohnert Park	31%	8%
Age 50+	31%	59%
HHPT 1+ Ind	31%	19%
Pty NPP/Other	31%	27%
Cell Phone Yes	31%	37%
Educ College+	31%	54%
Age 30-39	30%	14%
Rep 50+	30%	14%
Ethn Non-White	30%	16%
Age 65+	30%	30%
BOS 3	30%	18%
HHPT Mixed	30%	23%
Educ College Grad	30%	32%
Trail use sev/yr	30%	21%
Dem 50+	29%	33%
Age 18-29	29%	14%
Ethn Latino	29%	12%
City Santa Rosa	29%	33%
Age 55-59	29%	10%
NPP/O Women	28%	12%
Rep Women	28%	10%
Trail use 1+/wk	27%	32%
Women 50+	27%	33%
Women w/ no kids	27%	38%
Age 75+	27%	13%
Women	27%	52%
Moms	27%	13%
Women 18-49	27%	19%
NPP/O 18-49	26%	15%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q2a SMWT FAVOR	PERCENT OF SAMPLE
OVERALL	**31%**	**100%**
Dem Women	26%	30%
Perm Abs No	26%	29%
BOS 5	26%	19%
Trail use alnvr/nvr	25%	14%
City Other	22%	11%
HHPT 1 Rep	22%	7%
Inc $90K-$120K	22%	15%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q2a TOTAL FAV	PERCENT OF SAMPLE
OVERALL	**65%**	**100%**
Dem 50+	75%	33%
NPP/O 50+	74%	12%
Age 60-64	73%	11%
HHPT 1 Dem	72%	28%
Age 65-74	72%	17%
Trail use sev/mo	71%	31%
Educ Post-Grad	71%	22%
City Uninc.	71%	33%
Educ College+	70%	54%
Dem Men	70%	23%
Pty Democrat	70%	53%
Age 50-64	70%	29%
Educ College Grad	70%	32%
Dem Women	70%	30%
Women 50+	70%	33%
NPP/O Men	70%	15%
BOS 1	70%	22%
Age 55-59	70%	10%
Inc $60K-$90K	70%	18%
Age 50+	69%	59%
Cell Phone Total No	69%	63%
City Petaluma	69%	11%
Age 65+	69%	30%
Men 50+	69%	26%
HHPT 1+ Ind	69%	19%
BOS 4	68%	20%
HHPT 2+ Dem	68%	16%
Age 40-49	68%	13%
Trail use 1+/wk	68%	32%
Perm Abs Yes	67%	71%
Ethn White	67%	77%
Age 50-54	67%	8%
Inc $0-60K	66%	33%
Pty NPP/Other	66%	27%
Inc $120K+	66%	19%

BANNER	Q2a TOTAL FAV	PERCENT OF SAMPLE
OVERALL	**65%**	**100%**
Women w/ no kids	66%	38%
No Chldrn <19 @ Home	66%	73%
Men w/ no kids	66%	35%
Women	66%	52%
BOS 2	65%	21%
Age 75+	65%	13%
City Other	65%	11%
BOS 5	65%	19%
Men	65%	48%
HHPT Mixed	64%	23%
Educ Some College	64%	27%
Ethn Non-White	63%	16%
Trail use sev/yr	63%	21%
Dem 18-49	63%	20%
Moms	63%	13%
Chldrn <19 @ Home	63%	25%
City Santa Rosa	63%	33%
Dads	62%	12%
NPP/O Women	62%	12%
Age 30-39	61%	14%
City Windsor	61%	5%
Perm Abs No	61%	29%
Men 18-49	60%	22%
NPP/O 18-49	60%	15%
Educ Non-College	60%	44%
Inc $90K-$120K	60%	15%
Age 18-49	60%	41%
Ethn Latino	59%	12%
Women 18-49	59%	19%
Cell Phone Yes	59%	37%
Rep Women	58%	10%
BOS 3	58%	18%
Rep 50+	54%	14%
Educ HS or Less	53%	17%
Pty Republican	52%	20%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q2a TOTAL FAV	PERCENT OF SAMPLE
OVERALL	**65%**	**100%**
City Rohnert Park	52%	8%
Trail use alnvr/nvr	50%	14%
Age 18-29	50%	14%
HHPT 2+ Rep	49%	6%
Rep 18-49	47%	6%
Rep Men	46%	10%
HHPT 1 Rep	45%	7%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q2a TOTAL UNFAV	PERCENT OF SAMPLE
OVERALL	**7%**	**100%**
HHPT 2+ Rep	24%	6%
Rep 50+	21%	14%
Rep Men	20%	10%
Pty Republican	19%	20%
Rep Women	17%	10%
HHPT 1 Rep	16%	7%
Rep 18-49	14%	6%
Trail use alnvr/nvr	12%	14%
Dads	12%	12%
BOS 2	12%	21%
City Petaluma	12%	11%
Perm Abs No	11%	29%
Age 55-59	11%	10%
City Rohnert Park	11%	8%
Men 50+	11%	26%
Trail use sev/yr	10%	21%
Age 75+	10%	13%
Inc $120K+	10%	19%
Educ HS or Less	9%	17%
Age 65+	9%	30%
Inc $90K-$120K	9%	15%
Age 50+	9%	59%
Age 50-64	9%	29%
Men	8%	48%
City Other	8%	11%
Chldrn <19 @ Home	8%	25%
Age 65-74	8%	17%
Cell Phone Total No	8%	63%
HHPT Mixed	8%	23%
Age 60-64	7%	11%
Women 50+	7%	33%
Educ Non-College	7%	44%
Men w/ no kids	7%	35%
Age 50-54	7%	8%
BOS 5	7%	19%

BANNER	Q2a TOTAL UNFAV	PERCENT OF SAMPLE
OVERALL	**7%**	**100%**
Educ Post-Grad	7%	22%
Ethn White	7%	77%
No Chldrn <19 @ Home	6%	73%
Educ College+	6%	54%
Age 30-39	6%	14%
City Uninc.	6%	33%
BOS 3	6%	18%
Educ College Grad	6%	32%
Educ Some College	6%	27%
Men 18-49	6%	22%
Women w/ no kids	6%	38%
NPP/O Men	6%	15%
NPP/O 50+	5%	12%
Women	5%	52%
Trail use 1+/wk	5%	32%
Perm Abs Yes	5%	71%
Cell Phone Yes	5%	37%
Inc $0-60K	5%	33%
Dem 50+	5%	33%
Dem Men	5%	23%
City Santa Rosa	5%	33%
BOS 4	4%	20%
Moms	4%	13%
Pty NPP/Other	4%	27%
HHPT 2+ Dem	4%	16%
Inc $60K-$90K	4%	18%
Age 18-49	4%	41%
Ethn Non-White	4%	16%
BOS 1	4%	22%
HHPT 1+ Ind	4%	19%
Pty Democrat	3%	53%
Trail use sev/mo	3%	31%
HHPT 1 Dem	3%	28%
Age 40-49	3%	13%
Ethn Latino	3%	12%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q2a TOTAL UNFAV	PERCENT OF SAMPLE
OVERALL	**7%**	**100%**
NPP/O 18-49	3%	15%
Dem Women	3%	30%
City Windsor	2%	5%
NPP/O Women	2%	12%
Age 18-29	2%	14%
Dem 18-49	1%	20%
Women 18-49	1%	19%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q2a NHO/CR	PERCENT OF SAMPLE
OVERALL	**28%**	**100%**
Age 18-29	48%	14%
Women 18-49	40%	19%
HHPT 1 Rep	39%	7%
Rep 18-49	39%	6%
Ethn Latino	38%	12%
City Rohnert Park	38%	8%
Trail use alnvr/nvr	37%	14%
NPP/O 18-49	37%	15%
Educ HS or Less	37%	17%
City Windsor	37%	5%
Age 18-49	37%	41%
Cell Phone Yes	37%	37%
BOS 3	36%	18%
NPP/O Women	36%	12%
Dem 18-49	36%	20%
Men 18-49	34%	22%
Rep Men	34%	10%
Educ Non-College	33%	44%
Ethn Non-White	33%	16%
Moms	33%	13%
City Santa Rosa	33%	33%
Age 30-39	32%	14%
Inc $90K-$120K	32%	15%
Educ Some College	31%	27%
Pty NPP/Other	30%	27%
Pty Republican	29%	20%
Chldrn <19 @ Home	29%	25%
Age 40-49	29%	13%
Women	29%	52%
Inc $0-60K	29%	33%
HHPT Mixed	29%	23%
HHPT 2+ Dem	28%	16%
Women w/ no kids	28%	38%
Perm Abs No	28%	29%
Perm Abs Yes	28%	71%

BANNER	Q2a NHO/CR	PERCENT OF SAMPLE
OVERALL	**28%**	**100%**
BOS 5	28%	19%
BOS 4	28%	20%
HHPT 1+ Ind	28%	19%
Dem Women	27%	30%
No Chldrn <19 @ Home	27%	73%
Trail use 1+/wk	27%	32%
HHPT 2+ Rep	27%	6%
Men	27%	48%
City Other	27%	11%
Trail use sev/yr	27%	21%
Inc $60K-$90K	27%	18%
Men w/ no kids	27%	35%
BOS 1	26%	22%
Pty Democrat	26%	53%
Ethn White	26%	77%
Age 50-54	26%	8%
Rep 50+	26%	14%
Trail use sev/mo	25%	31%
Dads	25%	12%
Rep Women	25%	10%
Dem Men	25%	23%
Age 75+	25%	13%
HHPT 1 Dem	25%	28%
NPP/O Men	25%	15%
Inc $120K+	24%	19%
Educ College Grad	24%	32%
Educ College+	23%	54%
City Uninc.	23%	33%
Cell Phone Total No	23%	63%
Women 50+	23%	33%
BOS 2	22%	21%
Age 65+	22%	30%
Educ Post-Grad	22%	22%
Age 50+	22%	59%
Age 50-64	21%	29%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q2a NHO/CR	PERCENT OF SAMPLE
OVERALL	**28%**	**100%**
Dem 50+	21%	33%
Men 50+	20%	26%
Age 65-74	20%	17%
NPP/O 50+	20%	12%
Age 60-64	20%	11%
Age 55-59	19%	10%
City Petaluma	19%	11%

BANNER	Q5 STR FAV	PERCENT OF SAMPLE
OVERALL	**52%**	**100%**
Dem Women	65%	30%
Trail use 1+/wk	64%	32%
HHPT 2+ Dem	64%	16%
Dem 50+	63%	33%
Ethn Non-White	63%	16%
Ethn Latino	62%	12%
Pty Democrat	62%	53%
BOS 5	60%	19%
HHPT 1 Dem	60%	28%
City Uninc.	60%	33%
Dem 18-49	60%	20%
Women 18-49	59%	19%
Educ Post-Grad	59%	22%
BOS 1	58%	22%
Women w/ no kids	58%	38%
Age 50-54	57%	8%
Dem Men	57%	23%
Age 18-29	57%	14%
NPP/O Women	57%	12%
Educ College+	56%	54%
Women	56%	52%
Age 75+	56%	13%
Age 65+	55%	30%
Educ College Grad	55%	32%
Women 50+	55%	33%
Perm Abs Yes	54%	71%
Age 65-74	54%	17%
Cell Phone Total No	54%	63%
Inc $60K-$90K	54%	18%
City Santa Rosa	54%	33%
NPP/O 18-49	54%	15%
No Chldrn <19 @ Home	53%	73%
Inc $0-60K	53%	33%
Age 18-49	53%	41%
Inc $90K-$120K	52%	15%

BANNER	Q5 STR FAV	PERCENT OF SAMPLE
OVERALL	**52%**	**100%**
Trail use sev/mo	52%	31%
Age 50+	52%	59%
City Petaluma	51%	11%
BOS 3	51%	18%
Moms	51%	13%
Pty NPP/Other	51%	27%
Ethn White	51%	77%
Age 30-39	51%	14%
Inc $120K+	51%	19%
HHPT Mixed	51%	23%
Age 40-49	50%	13%
Cell Phone Yes	50%	37%
Chldrn <19 @ Home	49%	25%
HHPT 1+ Ind	49%	19%
Age 50-64	49%	29%
Age 60-64	49%	11%
Men 50+	49%	26%
Men w/ no kids	49%	35%
NPP/O 50+	48%	12%
Educ HS or Less	48%	17%
Men	48%	48%
Perm Abs No	48%	29%
BOS 2	48%	21%
Men 18-49	48%	22%
Dads	47%	12%
Educ Non-College	47%	44%
NPP/O Men	46%	15%
Educ Some College	46%	27%
City Other	46%	11%
BOS 4	44%	20%
Age 55-59	43%	10%
Trail use sev/yr	43%	21%
Trail use alnvr/nvr	39%	14%
City Rohnert Park	37%	8%
City Windsor	35%	5%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q5 STR FAV	PERCENT OF SAMPLE
OVERALL	**52%**	**100%**
HHPT 1 Rep	32%	7%
Rep Men	31%	10%
Rep 50+	30%	14%
HHPT 2+ Rep	29%	6%
Pty Republican	29%	20%
Rep Women	28%	10%
Rep 18-49	28%	6%

BANNER	Q5 SMWT FAV	PERCENT OF SAMPLE
OVERALL	**37%**	**100%**
City Windsor	58%	5%
Rep Women	55%	10%
City Rohnert Park	54%	8%
Rep 18-49	52%	6%
Pty Republican	49%	20%
City Other	47%	11%
Trail use sev/yr	47%	21%
Rep 50+	47%	14%
HHPT 1 Rep	47%	7%
NPP/O 50+	47%	12%
BOS 4	45%	20%
NPP/O Men	45%	15%
HHPT 2+ Rep	45%	6%
Age 55-59	44%	10%
HHPT 1+ Ind	44%	19%
Men 18-49	43%	22%
BOS 2	43%	21%
Educ Some College	43%	27%
Rep Men	42%	10%
Pty NPP/Other	42%	27%
Dads	41%	12%
Age 40-49	40%	13%
Educ Non-College	40%	44%
Cell Phone Yes	40%	37%
Men	40%	48%
Men w/ no kids	40%	35%
Inc $120K+	39%	19%
Trail use sev/mo	39%	31%
HHPT Mixed	39%	23%
Age 18-49	38%	41%
Age 50-64	38%	29%
City Petaluma	38%	11%
Age 18-29	38%	14%
Ethn White	38%	77%
NPP/O 18-49	38%	15%

BANNER	Q5 SMWT FAV	PERCENT OF SAMPLE
OVERALL	**37%**	**100%**
Chldrn <19 @ Home	38%	25%
Men 50+	37%	26%
Perm Abs No	37%	29%
NPP/O Women	37%	12%
Age 60-64	37%	11%
Educ College Grad	37%	32%
Age 30-39	37%	14%
BOS 3	37%	18%
Inc $0-60K	37%	33%
Educ HS or Less	36%	17%
Inc $60K-$90K	36%	18%
Perm Abs Yes	36%	71%
No Chldrn <19 @ Home	36%	73%
Dem Men	36%	23%
Age 65-74	36%	17%
Age 50+	35%	59%
Inc $90K-$120K	35%	15%
Trail use alnvr/nvr	35%	14%
Dem 18-49	35%	20%
Moms	35%	13%
Cell Phone Total No	34%	63%
Women 50+	34%	33%
Educ College+	34%	54%
Women	33%	52%
City Santa Rosa	33%	33%
Women w/ no kids	33%	38%
Age 65+	33%	30%
HHPT 1 Dem	33%	28%
Women 18-49	32%	19%
Ethn Latino	32%	12%
Age 50-54	32%	8%
Ethn Non-White	32%	16%
BOS 1	31%	22%
Pty Democrat	29%	53%
Educ Post-Grad	29%	22%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q5 SMWT FAV	PERCENT OF SAMPLE
OVERALL	**37%**	**100%**
Age 75+	29%	13%
City Uninc.	29%	33%
Trail use 1+/wk	28%	32%
BOS 5	27%	19%
Dem 50+	26%	33%
HHPT 2+ Dem	25%	16%
Dem Women	25%	30%

BANNER	Q5 TOTAL FAV	PERCENT OF SAMPLE
OVERALL	**89%**	**100%**
Age 18-29	95%	14%
NPP/O 50+	95%	12%
Ethn Non-White	95%	16%
Dem 18-49	94%	20%
NPP/O Women	94%	12%
Ethn Latino	94%	12%
City Other	93%	11%
Pty NPP/Other	93%	27%
HHPT 1+ Ind	93%	19%
Dem Men	93%	23%
HHPT 1 Dem	92%	28%
City Windsor	92%	5%
Trail use 1+/wk	92%	32%
NPP/O Men	92%	15%
Educ College Grad	92%	32%
Women 18-49	91%	19%
NPP/O 18-49	91%	15%
Age 18-49	91%	41%
Pty Democrat	91%	53%
Trail use sev/mo	91%	31%
City Rohnert Park	91%	8%
Men 18-49	91%	22%
Age 40-49	91%	13%
Women w/ no kids	91%	38%
BOS 2	91%	21%
Perm Abs Yes	90%	71%
Inc $60K-$90K	90%	18%
Inc $120K+	90%	19%
Educ College+	90%	54%
Trail use sev/yr	90%	21%
Cell Phone Yes	90%	37%
Inc $0-60K	90%	33%
Dem Women	90%	30%
Age 65-74	90%	17%
BOS 4	90%	20%

BANNER	Q5 TOTAL FAV	PERCENT OF SAMPLE
OVERALL	**89%**	**100%**
City Petaluma	90%	11%
Women	90%	52%
No Chldrn <19 @ Home	89%	73%
BOS 1	89%	22%
Age 50-54	89%	8%
HHPT Mixed	89%	23%
Dem 50+	89%	33%
Ethn White	89%	77%
Educ Some College	89%	27%
City Uninc.	89%	33%
Women 50+	88%	33%
Dads	88%	12%
Men	88%	48%
Cell Phone Total No	88%	63%
HHPT 2+ Dem	88%	16%
Men w/ no kids	88%	35%
Educ Post-Grad	88%	22%
BOS 3	88%	18%
Inc $90K-$120K	88%	15%
Age 30-39	88%	14%
Age 65+	88%	30%
Age 50+	87%	59%
Educ Non-College	87%	44%
Age 50-64	87%	29%
Age 55-59	87%	10%
Chldrn <19 @ Home	87%	25%
BOS 5	87%	19%
City Santa Rosa	87%	33%
Men 50+	86%	26%
Moms	86%	13%
Age 60-64	86%	11%
Perm Abs No	85%	29%
Educ HS or Less	85%	17%
Age 75+	85%	13%
Rep Women	83%	10%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q5 TOTAL FAV	PERCENT OF SAMPLE
OVERALL	**89%**	**100%**
Rep 18-49	79%	6%
HHPT 1 Rep	78%	7%
Pty Republican	78%	20%
Rep 50+	77%	14%
Trail use alnvr/nvr	75%	14%
HHPT 2+ Rep	74%	6%
Rep Men	73%	10%

BANNER	Q5 TOTAL UNFAV	PERCENT OF SAMPLE
OVERALL	**8%**	**100%**
Rep Men	23%	10%
HHPT 2+ Rep	23%	6%
Rep 50+	19%	14%
Pty Republican	19%	20%
Rep 18-49	18%	6%
HHPT 1 Rep	17%	7%
Trail use alnvr/nvr	17%	14%
Rep Women	14%	10%
Age 55-59	13%	10%
Men 50+	12%	26%
Perm Abs No	12%	29%
Age 50-64	11%	29%
Age 60-64	11%	11%
Educ HS or Less	11%	17%
Inc $90K-$120K	10%	15%
Men w/ no kids	10%	35%
BOS 5	10%	19%
HHPT Mixed	10%	23%
City Santa Rosa	10%	33%
Age 50+	10%	59%
Men	10%	48%
Age 75+	10%	13%
Cell Phone Total No	10%	63%
BOS 3	9%	18%
Educ Non-College	9%	44%
City Petaluma	9%	11%
Inc $120K+	9%	19%
Age 65+	9%	30%
Dads	9%	12%
Chldrn <19 @ Home	9%	25%
Moms	9%	13%
Ethn White	9%	77%
Trail use sev/yr	9%	21%
Educ Post-Grad	9%	22%
Educ Some College	9%	27%

BANNER	Q5 TOTAL UNFAV	PERCENT OF SAMPLE
OVERALL	**8%**	**100%**
Age 50-54	9%	8%
Age 65-74	8%	17%
No Chldrn <19 @ Home	8%	73%
BOS 2	8%	21%
Women 50+	8%	33%
City Uninc.	8%	33%
NPP/O Men	8%	15%
Dem 50+	8%	33%
Educ College+	8%	54%
Trail use sev/mo	8%	31%
BOS 4	8%	20%
Age 30-39	8%	14%
City Rohnert Park	8%	8%
HHPT 2+ Dem	7%	16%
Age 40-49	7%	13%
Educ College Grad	7%	32%
BOS 1	7%	22%
Men 18-49	7%	22%
Women	7%	52%
Perm Abs Yes	7%	71%
Inc $0-60K	7%	33%
City Other	7%	11%
NPP/O 18-49	7%	15%
Cell Phone Yes	7%	37%
Women w/ no kids	7%	38%
Dem Women	7%	30%
Age 18-49	6%	41%
Pty Democrat	6%	53%
Pty NPP/Other	6%	27%
Trail use 1+/wk	6%	32%
Inc $60K-$90K	5%	18%
Women 18-49	5%	19%
Dem Men	5%	23%
HHPT 1+ Ind	5%	19%
HHPT 1 Dem	5%	28%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q5 TOTAL UNFAV	PERCENT OF SAMPLE
OVERALL	**8%**	**100%**
NPP/O 50+	4%	12%
Age 18-29	4%	14%
City Windsor	4%	5%
Dem 18-49	3%	20%
NPP/O Women	3%	12%
Ethn Latino	2%	12%
Ethn Non-White	2%	16%

BANNER	Q5 DK/NA	PERCENT OF SAMPLE
OVERALL	**3%**	**100%**
Trail use alnvr/nvr	8%	14%
Age 75+	5%	13%
Moms	5%	13%
Age 30-39	5%	14%
Educ HS or Less	5%	17%
HHPT 1 Rep	5%	7%
Inc $60K-$90K	4%	18%
HHPT 2+ Dem	4%	16%
City Windsor	4%	5%
Chldrn <19 @ Home	4%	25%
Ethn Latino	4%	12%
Rep Men	4%	10%
Ethn Non-White	4%	16%
Dem Women	4%	30%
Rep 50+	3%	14%
BOS 1	3%	22%
Women 50+	3%	33%
Age 65+	3%	30%
Women	3%	52%
Cell Phone Yes	3%	37%
Educ Non-College	3%	44%
Educ Post-Grad	3%	22%
City Santa Rosa	3%	33%
NPP/O Women	3%	12%
City Uninc.	3%	33%
Pty Republican	3%	20%
Age 60-64	3%	11%
Inc $0-60K	3%	33%
Women 18-49	3%	19%
HHPT 1 Dem	3%	28%
Dem 18-49	3%	20%
Pty Democrat	3%	53%
Dem 50+	3%	33%
BOS 5	3%	19%
Women w/ no kids	3%	38%

BANNER	Q5 DK/NA	PERCENT OF SAMPLE
OVERALL	**3%**	**100%**
Rep Women	3%	10%
BOS 4	3%	20%
Perm Abs No	3%	29%
Rep 18-49	3%	6%
Age 50+	3%	59%
Dads	3%	12%
BOS 3	3%	18%
Perm Abs Yes	3%	71%
Educ Some College	2%	27%
Age 18-49	2%	41%
HHPT 2+ Rep	2%	6%
Trail use 1+/wk	2%	32%
No Chldrn <19 @ Home	2%	73%
Ethn White	2%	77%
Cell Phone Total No	2%	63%
Educ College+	2%	54%
HHPT 1+ Ind	2%	19%
Age 50-54	2%	8%
Dem Men	2%	23%
Men 18-49	2%	22%
NPP/O 18-49	2%	15%
Inc $90K-$120K	2%	15%
Age 40-49	2%	13%
Age 65-74	2%	17%
Age 50-64	2%	29%
Men	2%	48%
Men 50+	2%	26%
City Rohnert Park	2%	8%
Men w/ no kids	1%	35%
Pty NPP/Other	1%	27%
Educ College Grad	1%	32%
BOS 2	1%	21%
Trail use sev/mo	1%	31%
Trail use sev/yr	1%	21%
City Petaluma	1%	11%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q5 DK/NA	PERCENT OF SAMPLE
OVERALL	**3%**	**100%**
NPP/O 50+	1%	12%
Age 18-29	1%	14%
Inc $120K+	1%	19%
HHPT Mixed	1%	23%
Age 55-59	0%	10%
NPP/O Men	0%	15%
City Other	0%	11%

BANNER	Q11 STR FAV	PERCENT OF SAMPLE
OVERALL	**55%**	**100%**
Dem Women	68%	30%
HHPT 2+ Dem	68%	16%
Trail use 1+/wk	67%	32%
Women 18-49	67%	19%
Ethn Latino	66%	12%
HHPT 1 Dem	65%	28%
Dem 50+	65%	33%
Pty Democrat	64%	53%
NPP/O Women	64%	12%
Ethn Non-White	64%	16%
Moms	64%	13%
Dem 18-49	63%	20%
NPP/O 18-49	63%	15%
Inc $0-60K	61%	33%
Age 18-29	61%	14%
Women	61%	52%
City Uninc.	61%	33%
HHPT 1+ Ind	60%	19%
Women w/ no kids	60%	38%
Age 40-49	60%	13%
Dem Men	59%	23%
BOS 1	59%	22%
Inc $60K-$90K	58%	18%
BOS 3	58%	18%
Educ Post-Grad	58%	22%
BOS 5	58%	19%
Educ College+	58%	54%
Educ College Grad	58%	32%
Women 50+	57%	33%
Pty NPP/Other	57%	27%
Age 65-74	57%	17%
Age 18-49	57%	41%
Trail use sev/mo	57%	31%
Age 50-54	57%	8%
Age 65+	57%	30%

BANNER	Q11 STR FAV	PERCENT OF SAMPLE
OVERALL	**55%**	**100%**
City Santa Rosa	56%	33%
Age 75+	56%	13%
Perm Abs No	56%	29%
No Chldrn <19 @ Home	56%	73%
Chldrn <19 @ Home	55%	25%
Cell Phone Total No	55%	63%
Inc $90K-$120K	55%	15%
Cell Phone Yes	55%	37%
Perm Abs Yes	55%	71%
Ethn White	54%	77%
City Other	54%	11%
Age 50+	54%	59%
Educ Some College	53%	27%
Educ Non-College	53%	44%
Educ HS or Less	52%	17%
NPP/O Men	52%	15%
Men w/ no kids	51%	35%
Age 50-64	51%	29%
Age 55-59	51%	10%
NPP/O 50+	51%	12%
BOS 4	51%	20%
Age 30-39	50%	14%
Inc $120K+	50%	19%
City Rohnert Park	50%	8%
BOS 2	50%	21%
Men 50+	49%	26%
Men	49%	48%
Men 18-49	49%	22%
City Petaluma	47%	11%
Age 60-64	47%	11%
Trail use sev/yr	46%	21%
Dads	46%	12%
HHPT Mixed	45%	23%
Trail use alnvr/nvr	39%	14%
City Windsor	39%	5%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q11 STR FAV	PERCENT OF SAMPLE
OVERALL	**55%**	**100%**
Rep Women	34%	10%
HHPT 2+ Rep	32%	6%
Rep 50+	31%	14%
Pty Republican	27%	20%
HHPT 1 Rep	24%	7%
Rep Men	21%	10%
Rep 18-49	19%	6%

BANNER	Q11 SMWT FAV	PERCENT OF SAMPLE
OVERALL	**38%**	**100%**
Rep 18-49	75%	6%
Rep Men	60%	10%
Pty Republican	59%	20%
HHPT 1 Rep	59%	7%
City Windsor	58%	5%
Rep Women	57%	10%
HHPT 2+ Rep	54%	6%
Rep 50+	52%	14%
Dads	48%	12%
City Rohnert Park	48%	8%
Trail use sev/yr	47%	21%
Men 18-49	46%	22%
Age 30-39	46%	14%
City Petaluma	46%	11%
HHPT Mixed	45%	23%
Age 60-64	45%	11%
BOS 4	45%	20%
NPP/O 50+	43%	12%
BOS 2	43%	21%
Trail use alnvr/nvr	42%	14%
Men	42%	48%
NPP/O Men	42%	15%
Inc $120K+	42%	19%
Educ HS or Less	41%	17%
Trail use sev/mo	40%	31%
Educ Non-College	40%	44%
Cell Phone Yes	40%	37%
Inc $90K-$120K	40%	15%
Educ Some College	40%	27%
Men w/ no kids	40%	35%
Chldrn <19 @ Home	40%	25%
Age 50-64	40%	29%
Age 18-49	39%	41%
Perm Abs Yes	39%	71%
Ethn White	39%	77%

BANNER	Q11 SMWT FAV	PERCENT OF SAMPLE
OVERALL	**38%**	**100%**
Men 50+	38%	26%
City Other	38%	11%
BOS 3	38%	18%
Pty NPP/Other	38%	27%
City Santa Rosa	37%	33%
No Chldrn <19 @ Home	37%	73%
Age 55-59	37%	10%
Inc $60K-$90K	37%	18%
Age 50+	37%	59%
Educ College Grad	37%	32%
HHPT 1+ Ind	37%	19%
Cell Phone Total No	37%	63%
Age 18-29	36%	14%
Educ College+	36%	54%
Age 40-49	36%	13%
Age 50-54	36%	8%
Women 50+	36%	33%
Perm Abs No	36%	29%
Age 65-74	35%	17%
Ethn Non-White	34%	16%
Women w/ no kids	34%	38%
Educ Post-Grad	34%	22%
Dem Men	34%	23%
Age 65+	34%	30%
Inc $0-60K	34%	33%
Dem 18-49	34%	20%
Women	34%	52%
Age 75+	33%	13%
NPP/O 18-49	33%	15%
Moms	33%	13%
BOS 1	32%	22%
BOS 5	32%	19%
NPP/O Women	32%	12%
Ethn Latino	31%	12%
Women 18-49	31%	19%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q11 SMWT FAV	PERCENT OF SAMPLE
OVERALL	**38%**	**100%**
City Uninc.	30%	33%
Pty Democrat	30%	53%
HHPT 1 Dem	30%	28%
Dem 50+	28%	33%
HHPT 2+ Dem	28%	16%
Dem Women	27%	30%
Trail use 1+/wk	27%	32%

BANNER	Q11 TOTAL FAV	PERCENT OF SAMPLE
OVERALL	**93%**	**100%**
Ethn Non-White	98%	16%
Ethn Latino	98%	12%
Women 18-49	98%	19%
Dem 18-49	98%	20%
Age 18-29	97%	14%
Trail use sev/mo	97%	31%
City Rohnert Park	97%	8%
HHPT 1+ Ind	97%	19%
City Windsor	97%	5%
Moms	96%	13%
NPP/O Women	96%	12%
Age 18-49	96%	41%
Age 30-39	96%	14%
NPP/O 18-49	96%	15%
BOS 3	96%	18%
HHPT 2+ Dem	96%	16%
Age 40-49	95%	13%
BOS 4	95%	20%
Dem Women	95%	30%
Men 18-49	95%	22%
Chldrn <19 @ Home	95%	25%
Inc $90K-$120K	95%	15%
Inc $0-60K	95%	33%
Cell Phone Yes	95%	37%
Inc $60K-$90K	95%	18%
Pty NPP/Other	95%	27%
Women	95%	52%
HHPT 1 Dem	95%	28%
Pty Democrat	95%	53%
Educ College Grad	95%	32%
Women w/ no kids	95%	38%
Trail use 1+/wk	94%	32%
Dads	94%	12%
NPP/O 50+	94%	12%
NPP/O Men	94%	15%

BANNER	Q11 TOTAL FAV	PERCENT OF SAMPLE
OVERALL	**93%**	**100%**
Trail use sev/yr	94%	21%
Educ College+	94%	54%
Dem Men	94%	23%
Perm Abs Yes	94%	71%
City Santa Rosa	93%	33%
Rep 18-49	93%	6%
Ethn White	93%	77%
Educ Some College	93%	27%
Women 50+	93%	33%
Educ Non-College	93%	44%
City Petaluma	93%	11%
Educ HS or Less	93%	17%
Dem 50+	93%	33%
No Chldrn <19 @ Home	93%	73%
Age 50-54	92%	8%
Educ Post-Grad	92%	22%
City Other	92%	11%
BOS 2	92%	21%
Age 65-74	92%	17%
Age 60-64	92%	11%
BOS 1	92%	22%
Cell Phone Total No	92%	63%
Inc $120K+	92%	19%
Perm Abs No	91%	29%
City Uninc.	91%	33%
Rep Women	91%	10%
Men	91%	48%
Men w/ no kids	91%	35%
HHPT Mixed	91%	23%
Age 65+	91%	30%
Age 50+	91%	59%
Age 50-64	91%	29%
BOS 5	90%	19%
Age 75+	89%	13%
Age 55-59	88%	10%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q11 TOTAL FAV	PERCENT OF SAMPLE
OVERALL	**93%**	**100%**
Men 50+	87%	26%
Pty Republican	86%	20%
HHPT 2+ Rep	86%	6%
Rep 50+	83%	14%
HHPT 1 Rep	83%	7%
Trail use alnvr/nvr	82%	14%
Rep Men	81%	10%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q11 TOTAL UNFAV	PERCENT OF SAMPLE
OVERALL	**4%**	**100%**
HHPT 1 Rep	13%	7%
Rep Men	12%	10%
Rep 50+	11%	14%
HHPT 2+ Rep	11%	6%
Trail use alnvr/nvr	10%	14%
Pty Republican	10%	20%
Men 50+	8%	26%
Rep Women	8%	10%
BOS 5	7%	19%
Rep 18-49	7%	6%
Inc $120K+	6%	19%
Dads	6%	12%
Educ Post-Grad	6%	22%
Age 75+	6%	13%
Men w/ no kids	6%	35%
Age 50-54	6%	8%
Men	6%	48%
Age 60-64	6%	11%
Age 65+	6%	30%
City Petaluma	6%	11%
Age 65-74	6%	17%
Age 50+	6%	59%
Perm Abs No	6%	29%
Age 50-64	5%	29%
City Uninc.	5%	33%
HHPT Mixed	5%	23%
BOS 2	5%	21%
Cell Phone Total No	5%	63%
Educ College+	5%	54%
BOS 1	5%	22%
Age 55-59	5%	10%
Dem Men	5%	23%
No Chldrn <19 @ Home	5%	73%
Trail use 1+/wk	4%	32%
Ethn White	4%	77%

BANNER	Q11 TOTAL UNFAV	PERCENT OF SAMPLE
OVERALL	**4%**	**100%**
City Other	4%	11%
Educ College Grad	4%	32%
Educ Some College	4%	27%
Dem 50+	4%	33%
Women 50+	4%	33%
Age 30-39	4%	14%
Trail use sev/yr	4%	21%
Perm Abs Yes	4%	71%
City Santa Rosa	4%	33%
Men 18-49	4%	22%
Inc $60K-$90K	4%	18%
Inc $90K-$120K	4%	15%
Educ Non-College	4%	44%
Women w/ no kids	3%	38%
Chldrn <19 @ Home	3%	25%
HHPT 1 Dem	3%	28%
NPP/O Men	3%	15%
NPP/O 50+	3%	12%
Cell Phone Yes	3%	37%
Pty Democrat	3%	53%
Women	3%	52%
City Rohnert Park	3%	8%
Pty NPP/Other	3%	27%
Educ HS or Less	2%	17%
Inc $0-60K	2%	33%
HHPT 2+ Dem	2%	16%
Age 18-49	2%	41%
Age 40-49	2%	13%
BOS 4	2%	20%
BOS 3	2%	18%
Trail use sev/mo	2%	31%
NPP/O 18-49	2%	15%
Dem Women	2%	30%
NPP/O Women	1%	12%
Dem 18-49	1%	20%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q11 TOTAL UNFAV	PERCENT OF SAMPLE
OVERALL	**4%**	**100%**
Moms	1%	13%
HHPT 1+ Ind	1%	19%
Age 18-29	1%	14%
Women 18-49	1%	19%
Ethn Latino	0%	12%
Ethn Non-White	0%	16%
City Windsor	0%	5%

BANNER	Q11 DK/NA	PERCENT OF SAMPLE
OVERALL	**3%**	**100%**
Trail use alnvr/nvr	8%	14%
Age 55-59	7%	10%
Rep Men	7%	10%
Rep 50+	6%	14%
Age 75+	5%	13%
Men 50+	5%	26%
Educ HS or Less	5%	17%
HHPT 1 Rep	4%	7%
Pty Republican	4%	20%
HHPT Mixed	4%	23%
Age 50-64	4%	29%
Age 50+	4%	59%
HHPT 2+ Rep	4%	6%
Age 65+	4%	30%
City Other	4%	11%
City Uninc.	4%	33%
Educ Non-College	3%	44%
BOS 1	3%	22%
Men w/ no kids	3%	35%
Cell Phone Total No	3%	63%
Dem 50+	3%	33%
Men	3%	48%
Perm Abs No	3%	29%
City Windsor	3%	5%
Dem Women	3%	30%
NPP/O 50+	3%	12%
City Santa Rosa	3%	33%
BOS 2	3%	21%
Women 50+	3%	33%
BOS 5	3%	19%
NPP/O Men	3%	15%
Perm Abs Yes	3%	71%
Educ Some College	3%	27%
No Chldrn <19 @ Home	3%	73%
Moms	3%	13%

BANNER	Q11 DK/NA	PERCENT OF SAMPLE
OVERALL	**3%**	**100%**
BOS 4	3%	20%
Pty NPP/Other	3%	27%
Ethn White	2%	77%
Inc $0-60K	2%	33%
Trail use sev/yr	2%	21%
Women	2%	52%
Age 40-49	2%	13%
Pty Democrat	2%	53%
Age 65-74	2%	17%
NPP/O 18-49	2%	15%
BOS 3	2%	18%
Age 60-64	2%	11%
NPP/O Women	2%	12%
HHPT 2+ Dem	2%	16%
HHPT 1 Dem	2%	28%
Ethn Latino	2%	12%
Women w/ no kids	2%	38%
Inc $120K+	2%	19%
HHPT 1+ Ind	2%	19%
Cell Phone Yes	2%	37%
Age 18-29	2%	14%
Women 18-49	2%	19%
Dem Men	2%	23%
Age 50-54	2%	8%
Educ Post-Grad	2%	22%
City Petaluma	2%	11%
Ethn Non-White	2%	16%
Educ College+	1%	54%
Trail use 1+/wk	1%	32%
Inc $60K-$90K	1%	18%
Chldrn <19 @ Home	1%	25%
Age 18-49	1%	41%
Inc $90K-$120K	1%	15%
Rep Women	1%	10%
Educ College Grad	1%	32%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	Q11 DK/NA	PERCENT OF SAMPLE
OVERALL	**3%**	**100%**
Dem 18-49	1%	20%
Men 18-49	1%	22%
Trail use sev/mo	1%	31%
Age 30-39	0%	14%
Rep 18-49	0%	6%
Dads	0%	12%
City Rohnert Park	0%	8%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	CONSTARG CONSISTENT STR FAV	PERCENT OF SAMPLE
OVERALL	**24%**	**100%**
Dem Women	35%	30%
Dem 50+	35%	33%
Educ Post-Grad	33%	22%
Trail use 1+/wk	32%	32%
Inc $90K-$120K	32%	15%
Age 50-54	32%	8%
Educ College+	31%	54%
HHPT 1 Dem	30%	28%
Women 50+	30%	33%
Educ College Grad	30%	32%
Pty Democrat	30%	53%
BOS 5	29%	19%
Moms	29%	13%
Age 65-74	29%	17%
BOS 1	29%	22%
Women	29%	52%
Women w/ no kids	29%	38%
Age 40-49	27%	13%
Age 65+	27%	30%
City Other	27%	11%
City Uninc.	27%	33%
Cell Phone Total No	27%	63%
Age 50+	27%	59%
NPP/O 50+	27%	12%
Age 50-64	26%	29%
Inc $60K-$90K	26%	18%
Women 18-49	26%	19%
HHPT 2+ Dem	26%	16%
Age 55-59	26%	10%
NPP/O Women	25%	12%
Ethn White	25%	77%
HHPT 1+ Ind	25%	19%
Pty NPP/Other	25%	27%
Chldrn <19 @ Home	25%	25%
City Santa Rosa	25%	33%

BANNER	CONSTARG CONSISTENT STR FAV	PERCENT OF SAMPLE
OVERALL	**24%**	**100%**
Age 75+	25%	13%
NPP/O Men	24%	15%
Perm Abs Yes	24%	71%
Ethn Non-White	24%	16%
No Chldrn <19 @ Home	24%	73%
Trail use sev/mo	24%	31%
Inc $120K+	24%	19%
Age 60-64	23%	11%
Perm Abs No	23%	29%
NPP/O 18-49	23%	15%
HHPT Mixed	23%	23%
Men 50+	23%	26%
Inc $0-60K	22%	33%
Dem Men	22%	23%
Dem 18-49	22%	20%
City Petaluma	21%	11%
Age 30-39	21%	14%
BOS 4	21%	20%
BOS 3	21%	18%
Age 18-49	20%	41%
Ethn Latino	20%	12%
BOS 2	20%	21%
Educ Some College	20%	27%
Dads	20%	12%
Cell Phone Yes	20%	37%
Men w/ no kids	20%	35%
Trail use sev/yr	19%	21%
Men	19%	48%
City Rohnert Park	17%	8%
Educ Non-College	16%	44%
Trail use alnvr/nvr	16%	14%
Men 18-49	15%	22%
Age 18-29	13%	14%
City Windsor	13%	5%
Rep Women	12%	10%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	CONSTARG CONSISTENT STR FAV	PERCENT OF SAMPLE
OVERALL	**24%**	**100%**
HHPT 2+ Rep	11%	6%
Educ HS or Less	10%	17%
Rep 50+	9%	14%
Pty Republican	9%	20%
HHPT 1 Rep	9%	7%
Rep 18-49	8%	6%
Rep Men	6%	10%

BANNER	CONSTARG EVER UNFAV	PERCENT OF SAMPLE
OVERALL	**13%**	**100%**
Rep Men	30%	10%
Rep 50+	30%	14%
HHPT 2+ Rep	29%	6%
HHPT 1 Rep	28%	7%
Pty Republican	28%	20%
Rep Women	26%	10%
Rep 18-49	23%	6%
Trail use alnvr/nvr	21%	14%
Educ HS or Less	19%	17%
Age 55-59	19%	10%
Perm Abs No	19%	29%
Men 50+	18%	26%
City Petaluma	17%	11%
Trail use sev/yr	17%	21%
BOS 2	17%	21%
Age 50-64	16%	29%
Age 50+	16%	59%
Age 75+	15%	13%
Age 60-64	15%	11%
Inc $90K-$120K	15%	15%
Age 65+	15%	30%
Age 50-54	15%	8%
Age 65-74	15%	17%
Educ Non-College	15%	44%
HHPT Mixed	14%	23%
Cell Phone Total No	14%	63%
Dads	14%	12%
City Rohnert Park	14%	8%
Women 50+	14%	33%
Men w/ no kids	14%	35%
Men	14%	48%
BOS 3	14%	18%
Chldrn <19 @ Home	14%	25%
Moms	13%	13%
Ethn White	13%	77%

BANNER	CONSTARG EVER UNFAV	PERCENT OF SAMPLE
OVERALL	**13%**	**100%**
City Santa Rosa	13%	33%
No Chldrn <19 @ Home	12%	73%
BOS 5	12%	19%
City Other	12%	11%
Inc $120K+	12%	19%
Educ Some College	12%	27%
Educ Post-Grad	12%	22%
Women	11%	52%
NPP/O Men	11%	15%
Dem 50+	11%	33%
City Uninc.	11%	33%
Educ College+	11%	54%
Women w/ no kids	11%	38%
Age 30-39	11%	14%
Inc $0-60K	11%	33%
Educ College Grad	11%	32%
NPP/O 50+	11%	12%
HHPT 2+ Dem	11%	16%
BOS 1	10%	22%
Cell Phone Yes	10%	37%
Perm Abs Yes	10%	71%
BOS 4	10%	20%
Trail use 1+/wk	10%	32%
Dem Women	9%	30%
Pty NPP/Other	9%	27%
Men 18-49	9%	22%
Pty Democrat	9%	53%
Inc $60K-$90K	9%	18%
Age 40-49	8%	13%
Trail use sev/mo	8%	31%
Age 18-49	8%	41%
Dem Men	8%	23%
HHPT 1+ Ind	8%	19%
NPP/O 18-49	8%	15%
HHPT 1 Dem	8%	28%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	CONSTARG EVER UNFAV	PERCENT OF SAMPLE
OVERALL	**13%**	**100%**
Women 18-49	7%	19%
NPP/O Women	6%	12%
City Windsor	6%	5%
Age 18-29	5%	14%
Ethn Non-White	4%	16%
Dem 18-49	4%	20%
Ethn Latino	4%	12%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	CONSTARG SWING	PERCENT OF SAMPLE
OVERALL	**63%**	**100%**
Age 18-29	82%	14%
City Windsor	82%	5%
Men 18-49	76%	22%
Ethn Latino	76%	12%
Dem 18-49	74%	20%
Age 18-49	72%	41%
Ethn Non-White	71%	16%
Educ HS or Less	71%	17%
Cell Phone Yes	70%	37%
Dem Men	70%	23%
City Rohnert Park	70%	8%
Rep 18-49	69%	6%
BOS 4	69%	20%
Educ Non-College	69%	44%
NPP/O 18-49	69%	15%
NPP/O Women	69%	12%
Educ Some College	68%	27%
Trail use sev/mo	68%	31%
Age 30-39	68%	14%
HHPT 1+ Ind	67%	19%
Men	67%	48%
Inc $0-60K	67%	33%
Men w/ no kids	67%	35%
Women 18-49	66%	19%
Dads	66%	12%
Pty NPP/Other	66%	27%
Perm Abs Yes	66%	71%
BOS 3	66%	18%
Inc $60K-$90K	65%	18%
Age 40-49	64%	13%
Rep Men	64%	10%
Inc $120K+	64%	19%
NPP/O Men	64%	15%
Trail use sev/yr	64%	21%
HHPT 2+ Dem	64%	16%

BANNER	CONSTARG SWING	PERCENT OF SAMPLE
OVERALL	**63%**	**100%**
Pty Republican	63%	20%
No Chldrn <19 @ Home	63%	73%
HHPT 1 Rep	63%	7%
Trail use alnvr/nvr	63%	14%
BOS 2	63%	21%
NPP/O 50+	63%	12%
HHPT Mixed	63%	23%
Rep Women	62%	10%
City Santa Rosa	62%	33%
Ethn White	62%	77%
HHPT 1 Dem	62%	28%
Pty Democrat	62%	53%
City Uninc.	62%	33%
Chldrn <19 @ Home	62%	25%
Age 60-64	61%	11%
City Petaluma	61%	11%
Rep 50+	61%	14%
BOS 1	61%	22%
City Other	61%	11%
Women w/ no kids	60%	38%
Age 75+	60%	13%
Women	60%	52%
HHPT 2+ Rep	59%	6%
Educ College Grad	59%	32%
Men 50+	59%	26%
Cell Phone Total No	59%	63%
BOS 5	58%	19%
Trail use 1+/wk	58%	32%
Educ College+	58%	54%
Age 65+	58%	30%
Perm Abs No	58%	29%
Moms	58%	13%
Age 50+	58%	59%
Age 50-64	57%	29%
Age 65-74	56%	17%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	CONSTARG SWING	PERCENT OF SAMPLE
OVERALL	**63%**	**100%**
Women 50+	56%	33%
Educ Post-Grad	56%	22%
Age 55-59	56%	10%
Dem Women	55%	30%
Dem 50+	54%	33%
Age 50-54	53%	8%
Inc $90K-$120K	53%	15%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	POSMOV1 POS MOV AFT INFO	PERCENT OF SAMPLE
OVERALL	**26%**	**100%**
Age 18-29	46%	14%
HHPT 1 Rep	42%	7%
City Rohnert Park	39%	8%
Educ HS or Less	38%	17%
Ethn Latino	36%	12%
Women 18-49	35%	19%
Rep 18-49	35%	6%
NPP/O Women	34%	12%
Rep Men	34%	10%
NPP/O 18-49	34%	15%
Cell Phone Yes	33%	37%
Age 18-49	33%	41%
BOS 3	33%	18%
Ethn Non-White	32%	16%
Dem 18-49	32%	20%
Educ Non-College	32%	44%
Inc $90K-$120K	32%	15%
Men 18-49	32%	22%
Pty Republican	31%	20%
City Windsor	31%	5%
Trail use sev/yr	30%	21%
Rep 50+	30%	14%
Trail use alnvr/nvr	30%	14%
Perm Abs No	29%	29%
Rep Women	29%	10%
City Santa Rosa	29%	33%
Pty NPP/Other	28%	27%
City Other	28%	11%
Age 30-39	28%	14%
BOS 2	28%	21%
HHPT 2+ Rep	27%	6%
HHPT Mixed	27%	23%
Educ Some College	27%	27%
Women w/ no kids	27%	38%
Inc $0-60K	27%	33%

BANNER	POSMOV1 POS MOV AFT INFO	PERCENT OF SAMPLE
OVERALL	**26%**	**100%**
No Chldrn <19 @ Home	27%	73%
Trail use 1+/wk	27%	32%
Men	26%	48%
Women	26%	52%
HHPT 1+ Ind	26%	19%
Dads	26%	12%
Men w/ no kids	26%	35%
Age 50-54	26%	8%
Chldrn <19 @ Home	26%	25%
Moms	26%	13%
Perm Abs Yes	25%	71%
Dem Men	25%	23%
Ethn White	25%	77%
BOS 4	25%	20%
BOS 5	25%	19%
Age 40-49	25%	13%
HHPT 2+ Dem	24%	16%
Inc $120K+	24%	19%
Age 55-59	24%	10%
Pty Democrat	24%	53%
NPP/O Men	23%	15%
City Petaluma	23%	11%
BOS 1	23%	22%
HHPT 1 Dem	23%	28%
Educ College Grad	23%	32%
Dem Women	23%	30%
Age 75+	23%	13%
Inc $60K-$90K	22%	18%
Cell Phone Total No	22%	63%
Trail use sev/mo	22%	31%
Age 50-64	22%	29%
Men 50+	22%	26%
Age 50+	22%	59%
Women 50+	22%	33%
Age 65+	22%	30%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	POSMOV1 POS MOV AFT INFO	PERCENT OF SAMPLE
OVERALL	**26%**	**100%**
Educ College+	22%	54%
NPP/O 50+	21%	12%
Age 65-74	21%	17%
City Uninc.	21%	33%
Educ Post-Grad	20%	22%
Dem 50+	18%	33%
Age 60-64	18%	11%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	POSMOV2 POS MOV FIRST-LAST	PERCENT OF SAMPLE
OVERALL	**30%**	**100%**
Age 18-29	47%	14%
Rep 18-49	47%	6%
City Rohnert Park	46%	8%
HHPT 1 Rep	44%	7%
Educ HS or Less	41%	17%
Women 18-49	40%	19%
Ethn Latino	39%	12%
BOS 3	39%	18%
Cell Phone Yes	38%	37%
Age 18-49	37%	41%
Rep Men	37%	10%
HHPT 2+ Rep	37%	6%
Pty Republican	37%	20%
NPP/O 18-49	37%	15%
Inc $90K-$120K	36%	15%
Rep Women	36%	10%
City Windsor	36%	5%
NPP/O Women	36%	12%
Age 30-39	36%	14%
Men 18-49	35%	22%
Ethn Non-White	35%	16%
Dem 18-49	35%	20%
Educ Non-College	35%	44%
Moms	35%	13%
Trail use alnvr/nvr	34%	14%
Perm Abs No	34%	29%
Trail use sev/yr	33%	21%
Chldrn <19 @ Home	33%	25%
Rep 50+	33%	14%
City Santa Rosa	32%	33%
Educ Some College	32%	27%
Dads	32%	12%
Women	31%	52%
Pty NPP/Other	31%	27%
Women w/ no kids	30%	38%

BANNER	POSMOV2 POS MOV FIRST-LAST	PERCENT OF SAMPLE
OVERALL	**30%**	**100%**
HHPT 2+ Dem	30%	16%
Inc $0-60K	30%	33%
BOS 2	30%	21%
HHPT 1+ Ind	30%	19%
HHPT Mixed	29%	23%
BOS 4	29%	20%
No Chldrn <19 @ Home	29%	73%
Age 40-49	28%	13%
Men	28%	48%
City Other	28%	11%
Trail use 1+/wk	28%	32%
Ethn White	28%	77%
Perm Abs Yes	28%	71%
BOS 5	28%	19%
Dem Women	27%	30%
Age 50-54	27%	8%
Trail use sev/mo	27%	31%
Men w/ no kids	27%	35%
City Petaluma	27%	11%
Inc $60K-$90K	27%	18%
Pty Democrat	27%	53%
Inc $120K+	26%	19%
NPP/O Men	26%	15%
Educ College Grad	26%	32%
Women 50+	26%	33%
Dem Men	25%	23%
Age 75+	25%	13%
Educ College+	25%	54%
Cell Phone Total No	25%	63%
Age 65+	25%	30%
HHPT 1 Dem	24%	28%
Age 65-74	24%	17%
BOS 1	24%	22%
Age 50+	24%	59%
Age 50-64	24%	29%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	POSMOV2 POS MOV FIRST-LAST	PERCENT OF SAMPLE
OVERALL	**30%**	**100%**
City Uninc.	24%	33%
Age 55-59	24%	10%
Educ Post-Grad	23%	22%
NPP/O 50+	23%	12%
Men 50+	22%	26%
Age 60-64	22%	11%
Dem 50+	21%	33%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	INTMOV1 INT MOV AFT INFO	PERCENT OF SAMPLE
OVERALL	**39%**	**100%**
Age 18-29	59%	14%
Educ HS or Less	52%	17%
Ethn Latino	50%	12%
Dem 18-49	48%	20%
NPP/O Women	48%	12%
Ethn Non-White	48%	16%
Women 18-49	47%	19%
Cell Phone Yes	46%	37%
HHPT 1 Rep	46%	7%
Age 18-49	46%	41%
Men 18-49	45%	22%
HHPT 2+ Dem	45%	16%
Educ Non-College	44%	44%
Dads	44%	12%
Rep 18-49	43%	6%
NPP/O 18-49	43%	15%
Dem Men	43%	23%
Rep Men	43%	10%
City Rohnert Park	43%	8%
BOS 2	42%	21%
Age 50-54	42%	8%
BOS 5	42%	19%
Trail use 1+/wk	42%	32%
BOS 3	42%	18%
City Windsor	42%	5%
Inc $0-60K	42%	33%
Women w/ no kids	41%	38%
City Uninc.	41%	33%
HHPT Mixed	41%	23%
Inc $120K+	41%	19%
Trail use sev/yr	40%	21%
Perm Abs No	40%	29%
Men	40%	48%
City Petaluma	40%	11%
Pty NPP/Other	40%	27%

BANNER	INTMOV1 INT MOV AFT INFO	PERCENT OF SAMPLE
OVERALL	**39%**	**100%**
Age 30-39	40%	14%
No Chldrn <19 @ Home	40%	73%
Pty Republican	39%	20%
Trail use alnvr/nvr	39%	14%
Educ Some College	39%	27%
Pty Democrat	39%	53%
Perm Abs Yes	39%	71%
Men w/ no kids	39%	35%
Chldrn <19 @ Home	39%	25%
Women	38%	52%
City Santa Rosa	38%	33%
Inc $90K-$120K	38%	15%
Rep 50+	38%	14%
Ethn White	38%	77%
Age 40-49	38%	13%
HHPT 1+ Ind	37%	19%
BOS 4	37%	20%
Trail use sev/mo	36%	31%
Age 75+	36%	13%
Men 50+	36%	26%
HHPT 2+ Rep	36%	6%
Dem Women	36%	30%
NPP/O 50+	36%	12%
Rep Women	36%	10%
HHPT 1 Dem	36%	28%
Educ College Grad	35%	32%
Educ College+	35%	54%
Cell Phone Total No	35%	63%
Educ Post-Grad	35%	22%
Age 65+	35%	30%
Age 50+	35%	59%
Age 50-64	35%	29%
BOS 1	35%	22%
Inc $60K-$90K	34%	18%
Moms	34%	13%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	INTMOV1 INT MOV AFT INFO	PERCENT OF SAMPLE
OVERALL	**39%**	**100%**
Age 60-64	34%	11%
Age 65-74	34%	17%
Women 50+	34%	33%
NPP/O Men	34%	15%
City Other	33%	11%
Dem 50+	33%	33%
Age 55-59	30%	10%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	INTMOV2 INT MOV FIRST-LAST	PERCENT OF SAMPLE
OVERALL	**45%**	**100%**
Age 18-29	65%	14%
City Rohnert Park	60%	8%
Ethn Latino	59%	12%
Dem 18-49	58%	20%
Educ HS or Less	56%	17%
Ethn Non-White	55%	16%
Women 18-49	55%	19%
Rep 18-49	55%	6%
BOS 3	54%	18%
Age 18-49	54%	41%
HHPT 1 Rep	53%	7%
Men 18-49	53%	22%
Cell Phone Yes	52%	37%
Educ Non-College	51%	44%
City Windsor	51%	5%
Rep Women	50%	10%
Moms	50%	13%
HHPT 2+ Dem	49%	16%
Age 30-39	49%	14%
HHPT 2+ Rep	49%	6%
Pty Republican	49%	20%
Chldrn <19 @ Home	49%	25%
NPP/O 18-49	48%	15%
Educ Some College	48%	27%
Inc $0-60K	48%	33%
NPP/O Women	48%	12%
Dads	48%	12%
Rep Men	48%	10%
Age 40-49	47%	13%
Trail use sev/yr	47%	21%
Perm Abs No	47%	29%
Rep 50+	47%	14%
BOS 2	46%	21%
Women	46%	52%
Trail use 1+/wk	46%	32%

BANNER	INTMOV2 INT MOV FIRST-LAST	PERCENT OF SAMPLE
OVERALL	**45%**	**100%**
Dem Men	45%	23%
Women w/ no kids	45%	38%
BOS 4	45%	20%
Inc $90K-$120K	44%	15%
HHPT 1+ Ind	44%	19%
City Santa Rosa	44%	33%
Trail use sev/mo	44%	31%
Pty Democrat	44%	53%
Perm Abs Yes	44%	71%
No Chldrn <19 @ Home	44%	73%
Inc $120K+	44%	19%
Men	44%	48%
Dem Women	43%	30%
City Uninc.	43%	33%
Pty NPP/Other	43%	27%
Men w/ no kids	43%	35%
Trail use alnvr/nvr	43%	14%
Ethn White	42%	77%
City Petaluma	42%	11%
HHPT 1 Dem	42%	28%
Age 50-54	42%	8%
Inc $60K-$90K	42%	18%
BOS 5	41%	19%
HHPT Mixed	41%	23%
Educ College Grad	41%	32%
City Other	40%	11%
Women 50+	40%	33%
Cell Phone Total No	40%	63%
Age 75+	40%	13%
Educ College+	40%	54%
NPP/O Men	39%	15%
Age 55-59	39%	10%
BOS 1	39%	22%
Age 50-64	38%	29%
Age 50+	38%	59%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

BANNER	INTMOV2 INT MOV FIRST-LAST	PERCENT OF SAMPLE
OVERALL	**45%**	**100%**
Age 65+	38%	30%
Educ Post-Grad	38%	22%
Age 65-74	37%	17%
NPP/O 50+	36%	12%
Age 60-64	36%	11%
Dem 50+	36%	33%
Men 50+	36%	26%

TABLE OF CONTENTS

TABLE 1: QA. CELL PHONE 9

TABLE 2: Q1. Would you say that things in Sonoma County are generally headed in the right direction, or do you feel that they are pretty seriously off on the wrong track? 11

TABLE 3: Q2A. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: Sonoma County Agricultural Preservation and Open Space District 13

TABLE 4: Q2B. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: Sonoma County government 16

TABLE 5: Q2C. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: Sonoma County Regional Parks 19

TABLE 6: Q2D. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: LandPaths 22

TABLE 7: Q2E. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: The Sonoma Land Trust 25

TABLE 8: Q2F. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: The Sonoma County Board of Supervisors 28

TABLE 9: Q3A. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Jobs and the economy 31

TABLE 10: Q3B. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: The quality of public schools 34

TABLE 11: Q3C. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: The condition of local streets and roads in general 37

TABLE 12: Q3D. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Loss of open space 40

TABLE 13: Q3E. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: The amount you have to pay in local taxes 43

TABLE 14: Q3F. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Overcrowding in the County 46

TABLE 15: Q3G. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: A lack of housing working families can afford 49

TABLE 16: Q3H. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Waste and inefficiency in County government 52

TABLE 17: Q3I. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Loss of farmland 55

TABLE 18: Q3J. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Traffic and congestion 58

TABLE OF CONTENTS

TABLE 19: Q3K. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: The cost of housing....61

TABLE 20: Q3L. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: The condition of Sonoma county parks....64

TABLE 21: Q3M. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Too many out-of-towners displacing local residents....67

TABLE 22: Q3N. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Crime, in general....70

TABLE 23: Q3O. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Water pollution....73

TABLE 24: Q4A. I am going to mention some of the things that the Sonoma County Agricultural Preservation and Open Space District does. For each one, please tell me if you approve or disapprove of the job they are doing in that area: Protecting Sonoma's agricultural, natural resource, and open space lands for future generations....76

TABLE 25: Q4B. I am going to mention some of the things that the Sonoma County Agricultural Preservation and Open Space District does. For each one, please tell me if you approve or disapprove of the job they are doing in that area: Creating opportunities for outdoor recreation for residents....79

TABLE 26: Q4C. I am going to mention some of the things that the Sonoma County Agricultural Preservation and Open Space District does. For each one, please tell me if you approve or disapprove of the job they are doing in that area: Providing residents with good value for their tax dollars....82

TABLE 27: Q4D. I am going to mention some of the things that the Sonoma County Agricultural Preservation and Open Space District does. For each one, please tell me if you approve or disapprove of the job they are doing in that area: Communicating with the local community....85

TABLE 28: Q4E. I am going to mention some of the things that the Sonoma County Agricultural Preservation and Open Space District does. For each one, please tell me if you approve or disapprove of the job they are doing in that area: Providing opportunities for local residents to learn about nature....88

TABLE 29: Q5. Having heard this, let me ask you again: would you say you have a strong favorable, somewhat favorable, somewhat unfavorable, or strong unfavorable opinion of the Sonoma County Agricultural Preservation and Open Space District?....91

TABLE 30: Q6A. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Maintaining Sonoma's rich rural character and the unique qualities of areas throughout the county that help provide our sense of community....94

TABLE 31: Q6B. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Supporting the economic vitality of working farms to preserve our agricultural heritage and diversity....97

TABLE 32: Q6C. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Protecting the ridgetops, coastal bluffs, hillsides, and waterways that create the county's striking natural beauty....100

TABLE 33: Q6D. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Providing land for parks and natural areas....103

TABLE 34: Q6E. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Preserving diverse habitat for wildlife....106

TABLE OF CONTENTS

TABLE 35: Q6F. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Protecting the waterways and natural lands that maintain water quality and supply.....109

TABLE 36: Q6G. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Partnering with local organizations to leverage funding to protect land, recreational and educational opportunities.....112

TABLE 37: Q7A. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Kashia Coastal Preserve - 688 acres along the Sonoma Coast - is now owned by the Kashia Pomo Tribe and is protected land.....115

TABLE 38: Q7B. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Willow Creek is a part of Sonoma Coast State Park containing rolling grasslands, Coast redwood and Douglas fir forests, and abundant wildlife. The property supports wildlife species and is open to visitors.....118

TABLE 39: Q7C. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Taylor Mountain Regional Park and Open Space Preserve offers opportunities for public recreation on the urban edge and scenic views.....121

TABLE 40: Q7D. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Windsor Town Green is a central gathering place where residents and visitors enjoy picnics, concerts, outdoor movies and plays, a farmer's market, and other activities near stately, old blue oak trees.....124

TABLE 41: Q7E. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Tierra Vegetables is a local farm that uses sustainable practices and sells its produce at local farmer's markets.....127

TABLE 42: Q7F. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Valley Ford Cheese and Creamery is located on a six-hundred-and-forty-acre farm in Sonoma County where they practice sustainable agriculture and produce delicious cheese.....130

TABLE 43: Q7G. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Prince Gateway Park and the Memorial Greenway protect is an urban greenway creek through downtown Santa Rosa. It provides a paved pedestrian and bicycle path along Santa Rosa Creek.....133

TABLE 44: Q7H. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Laguna de Santa Rosa is part of one of the largest freshwater wetlands in northern California. The wetlands are important for wildlife and plant species, provide a Greenbelt between Rohnert Park, Sebastopol and Santa Rosa and scenic views.....136

TABLE OF CONTENTS

TABLE 45: Q7I. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Bayer Farm is a six-acre urban farm and city park-in-the-making in the heart of the Roseland neighborhood, close to Downtown Santa Rosa, with old barns, community gardens, and other agricultural aspects that provide relief from the urban environment.....139

TABLE 46: Q7J. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Sonoma's coastal ranches protect the scenic coast from development, provide scenic views and local food sources, preserve wildlife habitats and connect to the California Coastal Trail allowing access to the coast for hikers and bikers.....142

TABLE 47: Q7K. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Cooley Ranch serves as the headwaters of Lake Sonoma and extends into Mendocino County. It helps protect the drinking water supply for over 600,000 people, and provides a rich diversity of wildlife.....145

TABLE 48: Q7L. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Mayacamas Preserve is part of a protected swath of land totaling over twelve thousand acres. A working cattle ranch, the property is characterized by steep terrain, woodlands, creeks and wetlands.....148

TABLE 49: Q8A. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting water quality.....151

TABLE 50: Q8B. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting Sonoma County from the effects of global warming.....154

TABLE 51: Q8C. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting the local agricultural economy.....157

TABLE 52: Q8D. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting Sonoma County's coastal lands from sea level rise.....160

TABLE 53: Q8E. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Preserving Sonoma County's scenic landscapes.....163

TABLE 54: Q8F. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Creating new public parks and preserves for recreational use.....166

TABLE OF CONTENTS

TABLE 55: Q8G. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting lands that reduce the impact of floods and coastal surges....169

TABLE 56: Q8H. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Providing opportunities for outdoor recreation....172

TABLE 57: Q8I. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Attracting tourists to Sonoma County....175

TABLE 58: Q8J. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Improving the air quality in Sonoma County....178

TABLE 59: Q8K. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Ensuring long-term sources of local food for Sonoma County....181

TABLE 60: Q8L. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Preserving Sonoma County's rural feel....184

TABLE 61: Q8M. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting Sonoma's water sources....187

TABLE 62: Q8N. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting air quality....190

TABLE 63: Q8O. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Preserving healthy and thriving wildlife....193

TABLE 64: Q8P. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Improving the physical health of Sonoma County residents by providing natural areas for walking, hiking, and biking....196

TABLE 65: Q8Q. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Preserving local parks and open space areas....199

TABLE 66: Q8R. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting greenbelts separating urban areas....202

TABLE OF CONTENTS

TABLE 67: Q9A. I'd like to ask you about another issue. As a result of the November 2016 election, California legalized the possession and personal use of marijuana. I am going to read you a series of proposals that have been made for regulating marijuana production in Sonoma County; please tell me whether you support or oppose each one: Allowing the lease of publicly-owned lands for the production of marijuana.....205

TABLE 68: Q9B. I'd like to ask you about another issue. As a result of the November 2016 election, California legalized the possession and personal use of marijuana. I am going to read you a series of proposals that have been made for regulating marijuana production in Sonoma County; please tell me whether you support or oppose each one: Allowing landowners to grow marijuana for personal use on their privately-owned land that is under the protection of the Agricultural and Open Space District.....208

TABLE 69: Q9C. I'd like to ask you about another issue. As a result of the November 2016 election, California legalized the possession and personal use of marijuana. I am going to read you a series of proposals that have been made for regulating marijuana production in Sonoma County; please tell me whether you support or oppose each one: Allowing landowners to grow marijuana for commercial use on their privately-owned land that is under the protection of the Agricultural and Open Space District.....211

TABLE 70: Q10A. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (SPECIAL CHARACTER) People choose to live in Sonoma County because of its beauty, rural feel, and character. Our stunning views and riding, biking, and hiking trails are truly unique. The Sonoma County Agricultural Preservation and Open Space District works to preserve our community's character and quality of life.....214

TABLE 71: Q10B. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (WATER QUALITY) Nothing is more important than access to clean drinking water. By protecting and restoring areas around sources of water, the District increases access to water and prevents the pollution of our water naturally.....217

TABLE 72: Q10C. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (PARTNERSHIPS) The Sonoma County Agricultural Preservation and Open Space District regularly partners with local non-profits, the County, and State and Regional Parks to leverage their resources and connect Sonoma County residents with open space, recreational opportunities, and educational programs.....220

TABLE 73: Q10D. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (PUBLIC HEALTH) Parks and natural areas provide spaces where families and children can safely walk, run, and bicycle - improving the physical health of residents, reducing obesity, and reducing health care costs.....223

TABLE 74: Q10E. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (PROTECTING WETLANDS) In coastal areas like Sonoma, wetlands are the first line of defense to slow down and absorb storm surges. The District's investments protect communities - both from catastrophic storms and the billions of dollars in damage they cause.....226

TABLE 75: Q10F. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (WILDLIFE) By restoring and protecting natural areas the Sonoma County Agricultural and Open Space District is protecting wildlife habitats and Sonoma's unique biodiversity.....229

TABLE 76: Q10G. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (AGRICULTURAL LANDS) The Sonoma County Agricultural Preservation and Open Space District preserves Sonoma's agricultural lands - including farms, ranches, dairies, vineyards, orchards and timberlands - all major contributors to our local economy.....232

TABLE OF CONTENTS

TABLE 77: Q10H. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (ACCOMPLISHMENTS) Since its creation in 1990, the Sonoma County Agricultural Preservation and Open Space District has made 12 thousand acres of open space land available to the public, has expanded parks by eight thousand acres, and has protected over 110 thousand acres in total, to benefit people and wildlife in Sonoma.....235

TABLE 78: Q10I. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (RECREATION) Parks and open spaces provide safe places for the community to gather and explore the outdoors. The District ensures that Sonoma County residents have access to well-maintained and beautiful recreation areas.....238

TABLE 79: Q10J. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (SMART INVESTMENTS) Smart investments made before a disaster strikes can help protect a community's quality of life, save lives, and reduce the cost to taxpayers. The Sonoma County Agricultural Preservation and Open Space District provides a proactive, practical approach to help Sonoma be prepared for disasters.....241

TABLE 80: Q10K. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (SAVINGS 2) Since it was created, the District has saved taxpayers over 100 million dollars by leveraging grant funding and taking advantage of bargain sales of land.....244

TABLE 81: Q11. Having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Sonoma County Agricultural Preservation and Open Space District?.....247

TABLE 82: Q12A. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Local television stations.....250

TABLE 83: Q12B. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: KQED Radio.....253

TABLE 84: Q12C. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Other radio stations.....256

TABLE 85: Q12D. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: The Sonoma County website.....259

TABLE 86: Q12E. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Information you receive in the mail.....262

TABLE 87: Q12F. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Facebook.....265

TABLE 88: Q12G. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Twitter.....268

TABLE 89: Q12H. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Instagram.....271

TABLE OF CONTENTS

TABLE 90: Q12I. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Blogs....274
TABLE 91: Q12J. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: The Press Democrat newspaper....277
TABLE 92: Q12K. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: The San Francisco Chronicle newspaper....280
TABLE 93: Q13. How often do you visit or use a park, open space, or recreation area or trail in Sonoma County? 283
TABLE 94: Q14. CHILDREN UNDER 19 AT HOME 288
TABLE 95: Q15. EDUCATION 290
TABLE 96: Q16. ETHNICITY 293
TABLE 97: Q17. INCOME 296
TABLE 98: GENDER 301
TABLE 99: PARTY REGISTRATION 303
TABLE 100: LANGUAGE 306
TABLE 101: FLAGS 308
TABLE 102: HOUSEHOLD PARTY TYPE 310
TABLE 103: PERMANENT ABSENTEE 312
TABLE 104: BOARD OF SUPERVISORS 314
TABLE 105: CITY 316
TABLE 106: AGE 318
TABLE 107: DEMOGRAPHIC COMBINATIONS 321
TABLE 108: TARGETS 327

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 1: QA. CELL PHONE

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
YES	**37%**	**100%**	**0%**	**38%**	**35%**	**37%**	**31%**	**36%**	**25%**	**31%**	**33%**	**27%**	**49%**	**35%**	**41%**	**32%**	**24%**	**38%**	**29%**	**48%**
Yes, cell	37	100	0	38	35	37	31	36	25	31	33	27	49	35	41	32	24	38	29	48
TOTAL NO	**63**	**0**	**100**	**62**	**65**	**63**	**69**	**64**	**75**	**69**	**67**	**73**	**51**	**65**	**59**	**68**	**76**	**62**	**71**	**52**
No, not on cell/own one	52	0	84	53	55	45	59	54	60	59	56	60	42	53	51	56	57	53	57	36
No, not on cell/do not own	10	0	16	9	10	18	11	10	15	10	10	13	9	11	8	11	18	10	14	16

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
YES	**37%**	**37%**	**39%**	**38%**	**12%**	**38%**	**27%**	**26%**	**45%**	**41%**	**31%**	**23%**	**47%**	**34%**	**35%**	**45%**	**39%**	**29%**	**41%**	**35%**
Yes, cell	37	37	39	38	12	38	27	26	45	41	31	23	47	34	35	45	39	29	41	35
TOTAL NO	**63**	**63**	**61**	**62**	**88**	**62**	**73**	**74**	**55**	**59**	**69**	**77**	**53**	**66**	**65**	**55**	**61**	**71**	**59**	**65**
No, not on cell/own one	52	52	53	62	69	52	65	44	48	51	55	63	45	55	49	45	54	61	47	57
No, not on cell/do not own	10	11	8	0	19	10	8	31	8	9	14	14	9	11	15	10	7	11	12	9

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
YES	**37%**	**46%**	**36%**	**47%**	**38%**	**38%**	**39%**	**37%**	**42%**	**33%**	**76%**	**75%**	**45%**	**26%**	**18%**	**19%**	**14%**	**15%**	**66%**	**17%**	**20%**	**14%**
Yes, cell	37	46	36	47	38	38	39	37	42	33	76	75	45	26	18	19	14	15	66	17	20	14
TOTAL NO	**63**	**54**	**64**	**53**	**62**	**62**	**61**	**63**	**58**	**67**	**24**	**25**	**55**	**74**	**82**	**81**	**86**	**85**	**34**	**83**	**80**	**86**
No, not on cell/own one	52	45	54	43	47	51	56	55	50	55	21	22	48	62	73	64	74	64	30	68	67	70
No, not on cell/do not own	10	9	11	9	15	11	5	7	8	12	3	3	8	12	10	16	12	21	4	14	13	16

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 1: QA. CELL PHONE

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
YES	**37%**	**68%**	**19%**	**63%**	**16%**	**36%**	**44%**	**32%**	**64%**	**18%**	**69%**	**15%**	**64%**	**19%**	**44%**	**29%**	**42%**	**48%**	**40%**	**24%**
Yes, cell	37	68	19	63	16	36	44	32	64	18	69	15	64	19	44	29	42	48	40	24
TOTAL NO	**63**	**32**	**81**	**37**	**84**	**64**	**56**	**68**	**36**	**82**	**31**	**85**	**36**	**81**	**56**	**71**	**58**	**52**	**60**	**76**
No, not on cell/own one	52	29	67	31	69	53	47	58	31	68	28	70	33	68	48	57	51	41	50	65
No, not on cell/do not own	10	3	13	6	15	11	9	10	5	15	4	15	3	14	8	13	7	11	10	11

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
YES	**37%**	**49%**	**45%**	**40%**	**29%**	**40%**	**31%**	**36%**	**55%**	**39%**	**46%**	**34%**	**31%**	**35%**	**37%**	**45%**	**33%**	**38%**
Yes, cell	37	49	45	40	29	40	31	36	55	39	46	34	31	35	37	45	33	38
TOTAL NO	**63**	**51**	**55**	**60**	**71**	**60**	**69**	**64**	**45**	**61**	**54**	**66**	**69**	**65**	**63**	**55**	**67**	**62**
No, not on cell/own one	52	43	46	52	58	49	62	56	36	49	41	64	57	53	56	44	56	52
No, not on cell/do not own	10	8	9	9	13	12	7	8	9	12	13	2	12	12	8	12	10	10

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
YES	**37%**	**37%**	**31%**	**25%**	**21%**	**18%**	**14%**	**30%**	**30%**	**41%**	**47%**	**48%**	**44%**	**43%**	**42%**	**27%**	**36%**	**28%**	**52%**	**29%**
Yes, cell	37	37	31	25	21	18	14	30	30	41	47	48	44	43	42	27	36	28	52	29
TOTAL NO	**63**	**63**	**69**	**75**	**79**	**82**	**86**	**70**	**70**	**59**	**53**	**52**	**56**	**57**	**58**	**73**	**64**	**72**	**48**	**71**
No, not on cell/own one	52	53	58	62	66	67	70	58	58	49	45	44	48	47	46	64	48	60	41	61
No, not on cell/do not own	10	10	11	13	14	14	15	12	12	10	8	9	9	10	12	9	16	11	7	10

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 2: Q1. Would you say that things in Sonoma County are generally headed in the right direction, or do you feel that they are pretty seriously off on the wrong track?

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
Right direction	63%	65%	62%	100%	0%	0%	70%	65%	36%	10%	67%	27%	63%	72%	61%	38%	26%	67%	33%	23%
Wrong track	23	21	24	0	100	0	19	23	52	85	21	64	17	17	24	38	68	20	50	40
DK/NA	14	14	14	0	0	100	11	12	12	5	12	9	21	12	15	24	7	13	17	37

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
Right direction	63%	71%	57%	31%	27%	65%	29%	46%	68%	65%	63%	48%	62%	63%	53%	61%	72%	61%	58%	67%
Wrong track	23	15	29	60	59	21	60	31	19	24	22	33	24	23	30	25	17	22	27	19
DK/NA	14	13	15	9	14	14	11	23	14	12	16	19	14	14	16	14	11	17	15	13

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
Right direction	63%	64%	65%	62%	58%	60%	70%	71%	65%	62%	79%	60%	68%	69%	57%	61%	56%	59%	69%	59%	61%	57%
Wrong track	23	19	22	21	25	26	20	18	20	25	10	25	18	22	29	25	29	24	18	26	26	27
DK/NA	14	17	13	17	17	14	10	11	15	13	11	15	14	10	14	15	15	18	13	15	13	16

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
Right direction	63%	73%	58%	65%	60%	70%	66%	43%	74%	67%	70%	61%	51%	40%	76%	65%	67%	65%	38%	49%
Wrong track	23	13	27	23	26	16	20	43	14	18	16	25	35	46	11	21	19	21	44	42
DK/NA	14	14	16	12	14	14	14	14	12	15	14	14	13	14	14	14	15	14	18	9

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 2: Q1. Would you say that things in Sonoma County are generally headed in the right direction, or do you feel that they are pretty seriously off on the wrong track?

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
Right direction	63%	67%	58%	63%	63%	65%	59%	69%	58%	61%	81%	68%	61%	61%	67%	63%	64%	62%
Wrong track	23	15	32	22	23	21	28	19	21	23	13	22	26	25	22	18	25	23
DK/NA	14	18	10	14	14	14	14	12	20	16	5	11	14	14	12	19	11	15

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
Right direction	63%	63%	62%	61%	62%	62%	62%	73%	35%	65%	64%	60%	67%	63%	66%	73%	42%	38%	64%	66%
Wrong track	23	23	24	23	23	23	22	17	50	19	19	21	18	21	19	12	39	50	19	26
DK/NA	14	14	14	16	15	15	15	10	14	15	17	19	15	16	15	15	19	13	17	8

TABLE 3: Q2A. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: Sonoma County Agricultural Preservation and Open Space District

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
TOTAL FAVORABLE	**65%**	**59%**	**69%**	**70%**	**60%**	**55%**	**100%**	**100%**	**0%**	**0%**	**100%**	**0%**	**0%**	**74%**	**65%**	**40%**	**13%**	**70%**	**29%**	**16%**
Strongly favorable	34	28	38	37	29	27	100	0	0	0	52	0	0	51	19	2	3	38	3	12
Somewhat favorable	31	31	32	32	32	28	0	100	0	0	48	0	0	23	46	38	10	33	27	4
TOTAL UNFAVORABLE	**7**	**5**	**8**	**3**	**19**	**4**	**0**	**0**	**100**	**100**	**0**	**100**	**0**	**2**	**6**	**29**	**58**	**4**	**41**	**5**
Somewhat unfavorable	4	3	5	2	10	4	0	0	100	0	0	63	0	1	5	20	24	3	22	5
Strongly unfavorable	2	2	3	0	9	1	0	0	0	100	0	37	0	1	1	8	35	1	19	0
CAN'T RATE/NHO	**28**	**37**	**23**	**28**	**21**	**41**	**0**	**0**	**0**	**0**	**0**	**0**	**100**	**24**	**29**	**31**	**28**	**26**	**30**	**79**
Can't rate	10	13	7	9	8	18	0	0	0	0	0	0	35	8	10	10	7	9	9	33
Never heard of	18	23	15	19	13	23	0	0	0	0	0	0	65	16	19	21	21	17	21	46

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
TOTAL FAVORABLE	**65%**	**76%**	**56%**	**26%**	**30%**	**68%**	**28%**	**33%**	**68%**	**71%**	**63%**	**50%**	**63%**	**66%**	**53%**	**64%**	**70%**	**71%**	**60%**	**70%**
Strongly favorable	34	51	14	3	18	36	10	17	40	32	33	25	31	35	21	30	40	40	27	40
Somewhat favorable	31	26	42	23	12	32	18	15	27	39	30	25	32	31	32	33	30	31	33	31
TOTAL UNFAVORABLE	**7**	**1**	**8**	**67**	**54**	**4**	**62**	**9**	**5**	**3**	**10**	**12**	**8**	**6**	**9**	**6**	**6**	**7**	**7**	**6**
Somewhat unfavorable	4	1	6	39	19	3	31	5	4	1	7	8	6	4	6	4	3	5	5	4
Strongly unfavorable	2	0	2	28	35	1	31	5	2	2	3	4	2	3	3	2	2	2	3	2
CAN'T RATE/NHO	**28**	**22**	**36**	**6**	**16**	**28**	**10**	**58**	**27**	**25**	**27**	**37**	**29**	**27**	**37**	**31**	**24**	**22**	**33**	**23**
Can't rate	10	9	10	0	0	9	0	35	10	10	8	11	8	11	10	9	9	11	9	10
Never heard of	18	14	25	6	16	18	10	23	17	15	18	26	22	17	27	22	15	10	24	13

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 3: Q2A. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: Sonoma County Agricultural Preservation and Open Space District

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
TOTAL FAVORABLE	**65%**	**59%**	**67%**	**63%**	**66%**	**70%**	**60%**	**66%**	**65%**	**66%**	**50%**	**61%**	**68%**	**67%**	**70%**	**73%**	**72%**	**65%**	**60%**	**69%**	**70%**	**69%**
Strongly favorable	34	29	35	33	34	35	38	31	29	39	21	31	31	35	41	38	39	38	27	39	39	39
Somewhat favorable	31	29	32	30	32	34	22	36	36	27	29	30	37	32	29	34	33	27	32	31	32	30
TOTAL UNFAVORABLE	**7**	**3**	**7**	**4**	**5**	**4**	**9**	**10**	**8**	**5**	**2**	**6**	**3**	**7**	**11**	**7**	**8**	**10**	**4**	**9**	**9**	**9**
Somewhat unfavorable	4	3	4	4	3	3	7	5	5	4	1	3	2	5	8	6	3	7	2	6	7	5
Strongly unfavorable	2	0	3	0	2	1	2	4	3	2	1	4	1	2	3	1	4	3	2	3	2	4
CAN'T RATE/NHO	**28**	**38**	**26**	**33**	**29**	**27**	**32**	**24**	**27**	**29**	**48**	**32**	**29**	**26**	**19**	**20**	**20**	**25**	**37**	**22**	**21**	**22**
Can't rate	10	9	10	8	8	11	11	12	10	9	10	14	9	9	7	7	8	14	11	9	8	10
Never heard of	18	29	16	25	21	16	21	12	17	20	39	18	20	17	12	13	13	11	26	13	14	12

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
TOTAL FAVORABLE	**65%**	**60%**	**69%**	**59%**	**70%**	**70%**	**66%**	**52%**	**63%**	**75%**	**60%**	**74%**	**47%**	**54%**	**70%**	**70%**	**70%**	**62%**	**46%**	**58%**
Strongly favorable	34	24	33	32	43	39	36	19	28	45	34	38	10	23	31	44	37	34	10	29
Somewhat favorable	31	37	36	27	27	31	31	32	35	29	26	36	37	30	39	26	32	28	36	28
TOTAL UNFAVORABLE	**7**	**6**	**11**	**1**	**7**	**3**	**4**	**19**	**1**	**5**	**3**	**5**	**14**	**21**	**5**	**3**	**6**	**2**	**20**	**17**
Somewhat unfavorable	4	2	7	1	5	2	3	11	0	4	2	4	9	12	3	2	3	2	10	13
Strongly unfavorable	2	3	4	0	2	1	1	8	1	1	1	1	5	9	1	1	2	0	10	5
CAN'T RATE/NHO	**28**	**34**	**20**	**40**	**23**	**26**	**30**	**29**	**36**	**21**	**37**	**20**	**39**	**26**	**25**	**27**	**25**	**36**	**34**	**25**
Can't rate	10	11	10	11	8	9	10	12	10	8	13	7	10	13	9	8	8	12	15	9
Never heard of	18	23	11	29	15	18	19	17	26	13	24	14	29	13	16	19	16	24	19	16

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 3: Q2A. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: Sonoma County Agricultural Preservation and Open Space District

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
TOTAL FAVORABLE	**65%**	**62%**	**63%**	**66%**	**66%**	**67%**	**61%**	**69%**	**52%**	**63%**	**61%**	**65%**	**71%**	**70%**	**65%**	**58%**	**68%**	**65%**
Strongly favorable	34	25	36	30	39	34	35	32	20	33	19	43	38	39	32	27	32	39
Somewhat favorable	31	37	27	36	27	34	26	37	31	29	43	22	33	31	34	30	35	26
TOTAL UNFAVORABLE	**7**	**12**	**4**	**7**	**6**	**5**	**11**	**12**	**11**	**5**	**2**	**8**	**6**	**4**	**12**	**6**	**4**	**7**
Somewhat unfavorable	4	8	4	4	4	3	7	8	8	3	2	6	3	2	7	5	4	4
Strongly unfavorable	2	4	0	3	2	2	4	4	3	2	0	2	3	2	5	1	1	3
CAN'T RATE/NHO	**28**	**25**	**33**	**27**	**28**	**28**	**28**	**19**	**38**	**33**	**37**	**27**	**23**	**26**	**22**	**36**	**28**	**28**
Can't rate	10	6	9	12	9	10	9	3	16	12	6	6	9	11	10	11	8	9
Never heard of	18	19	24	15	19	18	19	16	21	20	31	21	13	16	13	25	20	19

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
TOTAL FAVORABLE	**65%**	**66%**	**67%**	**68%**	**71%**	**72%**	**73%**	**100%**	**25%**	**60%**	**0%**	**0%**	**31%**	**32%**	**72%**	**68%**	**45%**	**49%**	**69%**	**64%**
Strongly favorable	34	34	35	37	40	41	42	100	4	15	0	0	0	0	41	31	23	13	38	34
Somewhat favorable	31	32	31	31	31	30	30	0	21	45	0	0	31	32	31	37	22	35	31	30
TOTAL UNFAVORABLE	**7**	**7**	**7**	**7**	**7**	**7**	**8**	**0**	**54**	**0**	**12**	**13**	**9**	**11**	**3**	**4**	**16**	**24**	**4**	**8**
Somewhat unfavorable	4	4	5	5	5	6	5	0	34	0	9	10	6	7	2	4	6	17	3	5
Strongly unfavorable	2	3	3	2	2	2	2	0	20	0	3	3	3	4	2	0	10	7	1	3
CAN'T RATE/NHO	**28**	**27**	**26**	**25**	**22**	**21**	**20**	**0**	**22**	**40**	**88**	**87**	**59**	**58**	**25**	**28**	**39**	**27**	**28**	**29**
Can't rate	10	10	10	10	10	9	9	0	6	14	31	29	21	20	8	10	15	15	12	7
Never heard of	18	18	16	15	13	12	10	0	16	26	57	58	39	38	17	18	24	12	16	21

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 4: Q2B. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: Sonoma County government

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
TOTAL FAVORABLE	**63%**	**64%**	**63%**	**78%**	**31%**	**52%**	**74%**	**71%**	**41%**	**14%**	**72%**	**31%**	**50%**	**70%**	**61%**	**49%**	**31%**	**67%**	**42%**	**28%**
Strongly favorable	11	10	11	15	3	3	17	7	8	10	12	9	8	14	8	12	8	11	10	0
Somewhat favorable	53	54	52	62	28	49	57	64	33	4	60	22	42	57	54	37	23	55	31	28
TOTAL UNFAVORABLE	**20**	**18**	**22**	**8**	**58**	**17**	**16**	**20**	**50**	**73**	**18**	**58**	**18**	**14**	**24**	**36**	**56**	**18**	**44**	**26**
Somewhat unfavorable	14	13	15	7	35	13	12	14	34	8	13	24	13	10	19	13	17	14	15	20
Strongly unfavorable	6	5	7	1	23	4	4	6	16	65	5	34	4	4	5	23	39	4	29	6
CAN'T RATE/NHO	**16**	**18**	**15**	**15**	**11**	**31**	**10**	**9**	**9**	**12**	**10**	**10**	**32**	**16**	**15**	**15**	**13**	**15**	**14**	**46**
Can't rate	11	11	10	10	6	21	6	8	9	0	7	6	20	10	11	12	9	10	11	18
Never heard of	5	7	4	5	5	10	4	1	0	12	3	4	12	6	4	3	4	5	3	28

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
TOTAL FAVORABLE	**63%**	**71%**	**60%**	**42%**	**12%**	**67%**	**29%**	**15%**	**68%**	**71%**	**56%**	**49%**	**66%**	**63%**	**57%**	**54%**	**71%**	**70%**	**55%**	**71%**
Strongly favorable	11	14	7	16	6	11	11	0	11	12	10	7	11	11	9	10	11	12	10	12
Somewhat favorable	53	58	52	26	6	55	17	15	57	59	46	42	55	53	48	44	60	58	46	59
TOTAL UNFAVORABLE	**20**	**15**	**23**	**53**	**76**	**18**	**63**	**36**	**17**	**17**	**24**	**30**	**22**	**20**	**23**	**30**	**14**	**18**	**27**	**16**
Somewhat unfavorable	14	12	15	25	28	13	26	25	12	12	15	20	15	14	14	21	11	10	18	11
Strongly unfavorable	6	3	7	28	49	5	37	11	5	5	9	10	7	6	8	9	3	8	9	5
CAN'T RATE/NHO	**16**	**14**	**17**	**5**	**12**	**15**	**8**	**49**	**15**	**12**	**20**	**21**	**12**	**17**	**20**	**16**	**15**	**12**	**18**	**14**
Can't rate	11	9	11	5	12	10	8	28	10	9	13	11	8	11	10	12	10	9	11	9
Never heard of	5	5	6	0	0	5	0	21	4	3	7	10	4	5	10	5	5	3	7	4

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 4: Q2B. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: Sonoma County government

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
TOTAL FAVORABLE	**63%**	**69%**	**64%**	**67%**	**62%**	**64%**	**65%**	**71%**	**62%**	**64%**	**68%**	**64%**	**75%**	**66%**	**48%**	**53%**	**66%**	**64%**	**69%**	**60%**	**55%**	**65%**
Strongly favorable	11	12	11	10	10	9	11	13	10	11	8	9	15	9	10	9	12	13	10	11	10	13
Somewhat favorable	53	57	53	57	52	55	54	59	52	53	60	55	60	57	38	44	54	50	58	49	45	52
TOTAL UNFAVORABLE	**20**	**11**	**21**	**12**	**19**	**23**	**22**	**17**	**22**	**19**	**12**	**21**	**14**	**24**	**28**	**25**	**23**	**20**	**16**	**24**	**26**	**22**
Somewhat unfavorable	14	9	15	10	12	16	16	12	13	15	8	14	11	18	21	13	18	12	11	16	17	15
Strongly unfavorable	6	2	7	2	7	7	6	5	9	4	4	7	3	6	7	12	6	8	5	8	9	7
CAN'T RATE/NHO	**16**	**20**	**14**	**21**	**19**	**13**	**13**	**12**	**16**	**16**	**20**	**15**	**12**	**10**	**24**	**22**	**11**	**16**	**16**	**16**	**19**	**13**
Can't rate	11	13	10	13	11	9	10	10	11	10	11	9	9	5	15	15	8	12	10	11	12	10
Never heard of	5	8	4	8	8	4	3	3	5	6	9	6	2	5	9	7	3	4	6	5	7	3

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
TOTAL FAVORABLE	**63%**	**68%**	**57%**	**69%**	**62%**	**71%**	**60%**	**49%**	**76%**	**67%**	**62%**	**58%**	**59%**	**45%**	**72%**	**69%**	**62%**	**58%**	**41%**	**57%**
Strongly favorable	11	10	10	11	12	14	7	8	17	12	4	12	6	8	12	15	9	5	7	8
Somewhat favorable	53	58	47	58	50	57	53	41	59	55	59	46	53	36	60	54	53	53	34	48
TOTAL UNFAVORABLE	**20**	**14**	**28**	**18**	**20**	**14**	**20**	**38**	**12**	**15**	**17**	**25**	**25**	**44**	**13**	**14**	**20**	**20**	**42**	**34**
Somewhat unfavorable	14	8	17	15	15	12	14	20	10	13	11	18	14	23	10	13	13	16	20	21
Strongly unfavorable	6	6	11	3	5	2	6	18	2	2	6	7	11	21	3	2	8	4	22	13
CAN'T RATE/NHO	**16**	**18**	**14**	**13**	**18**	**15**	**19**	**13**	**12**	**18**	**21**	**18**	**16**	**12**	**14**	**16**	**18**	**21**	**17**	**9**
Can't rate	11	11	10	8	12	10	14	8	7	12	15	12	5	8	10	10	14	13	8	8
Never heard of	5	7	4	5	6	5	6	5	5	6	6	5	11	3	5	6	3	8	9	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 4: Q2B. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: Sonoma County government

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
TOTAL FAVORABLE	**63%**	**66%**	**65%**	**62%**	**64%**	**66%**	**57%**	**71%**	**70%**	**62%**	**63%**	**61%**	**62%**	**62%**	**66%**	**64%**	**61%**	**65%**
Strongly favorable	11	12	10	10	12	10	12	10	11	12	7	11	11	10	10	11	13	10
Somewhat favorable	53	54	55	52	53	56	45	61	58	50	55	50	51	52	55	53	48	55
TOTAL UNFAVORABLE	**20**	**19**	**25**	**22**	**18**	**19**	**24**	**17**	**15**	**21**	**18**	**21**	**22**	**22**	**19**	**20**	**21**	**20**
Somewhat unfavorable	14	14	16	12	15	13	15	11	9	14	15	18	15	17	11	12	16	13
Strongly unfavorable	6	5	8	10	3	5	9	6	6	7	3	4	7	5	8	8	5	6
CAN'T RATE/NHO	**16**	**15**	**10**	**16**	**18**	**15**	**19**	**12**	**15**	**17**	**20**	**17**	**15**	**16**	**15**	**16**	**18**	**15**
Can't rate	11	10	6	11	12	10	13	8	10	12	12	10	10	13	9	11	12	8
Never heard of	5	5	4	5	6	5	6	5	5	5	7	7	5	3	6	5	6	7

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
TOTAL FAVORABLE	**63%**	**64%**	**63%**	**64%**	**64%**	**65%**	**64%**	**76%**	**41%**	**63%**	**52%**	**52%**	**60%**	**60%**	**68%**	**75%**	**47%**	**44%**	**62%**	**62%**
Strongly favorable	11	11	11	12	12	12	13	18	10	9	9	9	8	9	15	10	8	5	6	12
Somewhat favorable	53	53	52	52	52	52	51	58	32	55	43	43	52	51	53	65	39	39	55	50
TOTAL UNFAVORABLE	**20**	**20**	**21**	**22**	**21**	**22**	**21**	**14**	**46**	**18**	**18**	**20**	**18**	**19**	**15**	**12**	**32**	**43**	**17**	**26**
Somewhat unfavorable	14	14	15	15	14	15	14	9	20	14	14	14	13	13	11	12	17	22	13	17
Strongly unfavorable	6	6	6	6	7	7	7	4	25	4	5	6	5	6	4	0	15	22	4	9
CAN'T RATE/NHO	**16**	**16**	**16**	**15**	**15**	**14**	**15**	**10**	**13**	**19**	**29**	**28**	**22**	**22**	**16**	**14**	**21**	**12**	**22**	**12**
Can't rate	11	10	10	11	11	10	12	7	10	12	19	17	14	13	12	8	12	10	14	8
Never heard of	5	6	5	4	4	4	3	4	3	7	10	11	8	8	5	6	9	2	7	4

TABLE 5: Q2C. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: Sonoma County Regional Parks

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
TOTAL FAVORABLE	**91%**	**93%**	**90%**	**94%**	**91%**	**82%**	**98%**	**97%**	**93%**	**68%**	**98%**	**81%**	**79%**	**96%**	**91%**	**87%**	**66%**	**94%**	**78%**	**54%**
Strongly favorable	69	71	68	73	64	59	88	72	27	43	80	35	51	83	59	53	27	73	42	38
Somewhat favorable	22	22	22	20	26	23	10	25	66	25	17	46	28	12	33	34	39	21	36	17
TOTAL UNFAVORABLE	**2**	**1**	**2**	**2**	**3**	**0**	**0**	**1**	**0**	**20**	**1**	**10**	**2**	**0**	**1**	**5**	**18**	**1**	**11**	**0**
Somewhat unfavorable	1	1	1	1	3	0	0	1	0	20	1	10	1	0	1	0	18	1	8	0
Strongly unfavorable	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	5	0	0	3	0
CAN'T RATE/NHO	**7**	**5**	**8**	**5**	**7**	**18**	**2**	**1**	**7**	**11**	**2**	**9**	**19**	**4**	**8**	**8**	**16**	**5**	**12**	**46**
Can't rate	5	3	6	3	6	14	1	1	7	11	1	9	14	3	5	8	16	4	12	25
Never heard of	2	2	2	2	1	4	1	0	0	0	1	0	5	1	2	0	0	1	0	20

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
TOTAL FAVORABLE	**91%**	**96%**	**91%**	**77%**	**73%**	**94%**	**75%**	**56%**	**97%**	**94%**	**93%**	**71%**	**93%**	**90%**	**86%**	**90%**	**95%**	**92%**	**88%**	**93%**
Strongly favorable	69	83	57	33	44	73	36	25	86	80	58	31	73	68	54	67	78	76	61	77
Somewhat favorable	22	12	33	44	28	21	39	31	11	15	35	40	20	22	32	23	17	16	27	16
TOTAL UNFAVORABLE	**2**	**0**	**2**	**17**	**13**	**1**	**16**	**0**	**0**	**2**	**1**	**5**	**1**	**2**	**0**	**4**	**2**	**1**	**2**	**1**
Somewhat unfavorable	1	0	1	17	13	1	16	0	0	2	1	5	1	1	0	3	2	1	2	1
Strongly unfavorable	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0
CAN'T RATE/NHO	**7**	**4**	**8**	**6**	**14**	**5**	**9**	**44**	**3**	**3**	**6**	**24**	**6**	**8**	**14**	**7**	**4**	**7**	**10**	**5**
Can't rate	5	3	5	6	14	4	9	36	3	3	4	17	3	6	11	5	3	5	7	4
Never heard of	2	1	3	0	0	2	0	8	1	0	2	7	2	2	3	2	1	2	2	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 5: Q2C. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: Sonoma County Regional Parks

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
TOTAL FAVORABLE	**91%**	**83%**	**93%**	**86%**	**88%**	**95%**	**91%**	**92%**	**90%**	**93%**	**86%**	**95%**	**93%**	**96%**	**89%**	**91%**	**92%**	**89%**	**92%**	**91%**	**92%**	**91%**
Strongly favorable	69	72	68	76	68	73	58	75	65	73	64	72	73	59	76	71	75	58	70	69	70	68
Somewhat favorable	22	11	25	11	20	22	33	17	25	20	22	23	20	37	13	20	17	31	22	22	22	23
TOTAL UNFAVORABLE	**2**	**0**	**2**	**0**	**1**	**0**	**1**	**2**	**3**	**1**	**4**	**0**	**4**	**0**	**0**	**0**	**2**	**1**	**3**	**1**	**0**	**2**
Somewhat unfavorable	1	0	2	0	1	0	1	2	2	1	2	0	4	0	0	0	2	1	2	1	0	2
Strongly unfavorable	0	0	0	0	0	0	0	0	1	0	2	0	0	0	0	0	0	0	1	0	0	0
CAN'T RATE/NHO	**7**	**17**	**6**	**14**	**11**	**5**	**8**	**5**	**8**	**7**	**10**	**5**	**3**	**4**	**11**	**9**	**5**	**9**	**6**	**8**	**8**	**7**
Can't rate	5	15	4	12	7	3	5	5	6	5	6	3	3	4	5	7	4	9	4	6	6	6
Never heard of	2	2	2	2	3	2	3	0	2	2	4	2	0	0	5	2	1	0	2	2	3	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
TOTAL FAVORABLE	**91%**	**88%**	**92%**	**95%**	**91%**	**94%**	**94%**	**82%**	**93%**	**94%**	**93%**	**96%**	**84%**	**81%**	**94%**	**93%**	**94%**	**94%**	**75%**	**90%**
Strongly favorable	69	60	69	79	69	74	77	46	70	76	76	79	50	44	72	75	73	82	40	52
Somewhat favorable	22	28	23	16	22	20	17	36	22	18	17	17	34	37	22	18	22	12	35	37
TOTAL UNFAVORABLE	**2**	**5**	**1**	**0**	**1**	**1**	**1**	**3**	**3**	**1**	**2**	**0**	**4**	**3**	**2**	**1**	**2**	**0**	**4**	**2**
Somewhat unfavorable	1	4	1	0	1	1	0	3	3	1	0	0	4	3	2	1	0	0	4	2
Strongly unfavorable	0	1	0	0	0	0	1	0	0	0	2	0	0	0	0	0	2	0	0	0
CAN'T RATE/NHO	**7**	**7**	**8**	**5**	**8**	**5**	**5**	**15**	**5**	**5**	**5**	**4**	**11**	**17**	**3**	**6**	**4**	**6**	**21**	**8**
Can't rate	5	4	7	4	5	3	5	11	2	4	5	4	6	13	2	4	4	6	15	5
Never heard of	2	3	1	1	2	2	0	4	2	1	0	0	5	4	1	2	0	0	5	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 5: Q2C. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: Sonoma County Regional Parks

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
TOTAL FAVORABLE	**91%**	**92%**	**95%**	**89%**	**92%**	**91%**	**92%**	**93%**	**87%**	**91%**	**95%**	**90%**	**92%**	**91%**	**91%**	**92%**	**87%**	**95%**
Strongly favorable	69	63	81	67	70	71	65	62	55	72	63	71	72	69	63	72	66	76
Somewhat favorable	22	28	13	22	22	20	27	31	33	19	32	19	19	22	28	21	21	19
TOTAL UNFAVORABLE	**2**	**3**	**0**	**3**	**1**	**2**	**0**	**2**	**4**	**1**	**0**	**2**	**1**	**2**	**3**	**1**	**1**	**1**
Somewhat unfavorable	1	3	0	2	1	2	0	2	4	1	0	0	1	2	3	1	1	0
Strongly unfavorable	0	0	0	1	0	0	0	0	0	0	0	2	0	0	0	0	0	1
CAN'T RATE/NHO	**7**	**6**	**5**	**8**	**7**	**7**	**8**	**4**	**9**	**8**	**5**	**8**	**7**	**7**	**6**	**6**	**12**	**3**
Can't rate	5	3	4	7	5	5	5	2	9	6	0	6	5	7	4	6	7	2
Never heard of	2	3	2	2	2	2	3	2	0	2	5	2	2	0	3	0	5	2

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
TOTAL FAVORABLE	**91%**	**91%**	**92%**	**92%**	**92%**	**91%**	**90%**	**98%**	**83%**	**91%**	**85%**	**85%**	**90%**	**88%**	**96%**	**92%**	**79%**	**78%**	**97%**	**88%**
Strongly favorable	69	70	70	71	71	73	70	91	43	66	51	53	64	63	75	76	34	46	79	65
Somewhat favorable	22	22	22	21	20	18	20	7	40	24	34	32	26	25	20	16	45	32	17	23
TOTAL UNFAVORABLE	**2**	**1**	**1**	**1**	**1**	**1**	**2**	**0**	**8**	**1**	**1**	**2**	**1**	**3**	**1**	**1**	**0**	**7**	**0**	**3**
Somewhat unfavorable	1	1	1	1	1	1	2	0	6	1	1	1	1	2	1	1	0	7	0	2
Strongly unfavorable	0	0	0	0	0	0	0	0	2	0	0	1	0	1	0	0	0	0	0	1
CAN'T RATE/NHO	**7**	**7**	**7**	**7**	**7**	**8**	**8**	**2**	**10**	**8**	**14**	**13**	**9**	**9**	**3**	**6**	**21**	**15**	**3**	**8**
Can't rate	5	5	5	6	6	7	7	1	10	6	11	9	7	7	3	3	21	11	3	5
Never heard of	2	2	2	1	1	1	1	1	0	3	3	4	2	2	1	3	0	5	0	4

TABLE 6: Q2D. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: LandPaths

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
TOTAL FAVORABLE	**26%**	**17%**	**31%**	**30%**	**23%**	**16%**	**45%**	**24%**	**6%**	**0%**	**35%**	**3%**	**11%**	**35%**	**19%**	**16%**	**0%**	**28%**	**9%**	**13%**
Strongly favorable	18	10	23	22	15	11	35	15	0	0	25	0	7	27	12	0	0	21	0	13
Somewhat favorable	8	7	8	9	8	5	10	10	6	0	10	3	4	8	7	16	0	8	9	0
TOTAL UNFAVORABLE	**3**	**3**	**4**	**2**	**8**	**2**	**0**	**4**	**22**	**20**	**2**	**21**	**2**	**1**	**4**	**5**	**24**	**2**	**13**	**0**
Somewhat unfavorable	3	3	3	2	6	2	0	4	22	5	2	14	2	1	4	0	17	2	7	0
Strongly unfavorable	1	0	1	0	2	0	0	0	0	15	0	7	0	0	0	5	7	0	6	0
CAN'T RATE/NHO	**70**	**81**	**65**	**68**	**69**	**82**	**55**	**72**	**72**	**80**	**63**	**76**	**87**	**64**	**77**	**79**	**76**	**69**	**78**	**87**
Can't rate	10	10	9	10	6	15	7	8	12	7	7	9	16	8	11	10	15	9	12	25
Never heard of	61	70	56	58	63	67	48	64	61	73	56	67	71	56	66	69	61	60	66	62

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
TOTAL FAVORABLE	**26%**	**33%**	**20%**	**7%**	**14%**	**28%**	**9%**	**11%**	**31%**	**31%**	**23%**	**13%**	**27%**	**26%**	**13%**	**16%**	**32%**	**39%**	**15%**	**35%**
Strongly favorable	18	26	10	0	14	20	5	5	25	22	14	5	23	18	3	11	26	30	7	28
Somewhat favorable	8	7	10	7	0	8	5	5	6	8	9	8	5	9	10	6	6	8	8	7
TOTAL UNFAVORABLE	**3**	**1**	**6**	**14**	**0**	**3**	**9**	**0**	**3**	**3**	**1**	**8**	**5**	**3**	**9**	**3**	**2**	**1**	**6**	**2**
Somewhat unfavorable	3	1	5	14	0	3	9	0	3	1	1	8	5	2	9	3	1	1	6	1
Strongly unfavorable	1	0	1	0	0	1	0	0	0	2	0	0	0	1	0	0	2	0	0	1
CAN'T RATE/NHO	**70**	**66**	**74**	**79**	**86**	**69**	**81**	**89**	**66**	**67**	**75**	**79**	**68**	**71**	**78**	**80**	**65**	**60**	**79**	**63**
Can't rate	10	9	11	8	0	10	5	17	9	10	9	14	7	11	12	10	9	9	11	9
Never heard of	61	57	63	72	86	59	76	72	57	57	67	65	61	60	66	70	57	51	69	54

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 6: Q2D. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: LandPaths

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
TOTAL FAVORABLE	**26%**	**21%**	**28%**	**23%**	**18%**	**35%**	**34%**	**24%**	**24%**	**28%**	**17%**	**15%**	**31%**	**29%**	**28%**	**38%**	**29%**	**27%**	**21%**	**30%**	**32%**	**28%**
Strongly favorable	18	9	21	11	13	25	27	20	14	22	7	15	24	20	17	24	24	17	15	21	21	21
Somewhat favorable	8	12	7	12	5	10	7	4	10	6	9	0	7	8	11	14	6	10	5	9	11	7
TOTAL UNFAVORABLE	**3**	**0**	**4**	**0**	**2**	**3**	**5**	**4**	**3**	**4**	**2**	**7**	**2**	**11**	**0**	**2**	**3**	**1**	**4**	**3**	**4**	**2**
Somewhat unfavorable	3	0	4	0	2	3	5	3	3	3	2	7	2	7	0	2	1	1	4	2	3	1
Strongly unfavorable	1	0	1	0	0	0	0	1	0	1	0	0	0	4	0	0	1	0	0	1	1	1
CAN'T RATE/NHO	**70**	**79**	**67**	**77**	**79**	**62**	**60**	**72**	**73**	**68**	**81**	**78**	**67**	**60**	**72**	**59**	**68**	**72**	**76**	**67**	**64**	**69**
Can't rate	10	8	10	9	11	8	10	10	15	5	7	10	6	11	5	11	8	20	8	11	9	13
Never heard of	61	71	57	69	68	54	51	62	58	63	74	68	61	49	67	48	60	52	68	56	55	56

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
TOTAL FAVORABLE	**26%**	**20%**	**28%**	**21%**	**33%**	**31%**	**24%**	**17%**	**24%**	**35%**	**20%**	**29%**	**10%**	**20%**	**28%**	**32%**	**25%**	**23%**	**16%**	**19%**
Strongly favorable	18	10	17	20	24	22	19	9	17	25	16	22	6	10	17	26	14	23	8	10
Somewhat favorable	8	10	10	1	9	9	6	8	7	10	4	8	3	10	11	7	11	0	8	9
TOTAL UNFAVORABLE	**3**	**3**	**3**	**5**	**3**	**1**	**4**	**9**	**2**	**1**	**5**	**2**	**10**	**9**	**1**	**1**	**2**	**6**	**7**	**12**
Somewhat unfavorable	3	3	3	5	2	1	4	8	2	0	5	2	10	7	1	0	2	6	7	9
Strongly unfavorable	1	0	0	0	2	0	0	1	0	1	0	0	0	2	0	1	0	0	0	3
CAN'T RATE/NHO	**70**	**77**	**70**	**74**	**64**	**68**	**72**	**74**	**75**	**64**	**75**	**68**	**81**	**71**	**71**	**67**	**73**	**71**	**78**	**69**
Can't rate	10	12	17	3	6	7	8	18	4	9	6	12	23	15	12	4	12	4	25	8
Never heard of	61	65	52	71	58	61	63	56	71	55	69	56	57	56	58	63	60	67	53	61

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 6: Q2D. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: LandPaths

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
TOTAL FAVORABLE	**26%**	**31%**	**25%**	**22%**	**30%**	**28%**	**23%**	**12%**	**13%**	**23%**	**21%**	**34%**	**34%**	**29%**	**20%**	**28%**	**25%**	**29%**
Strongly favorable	18	23	22	12	23	20	15	10	4	15	11	24	27	17	15	20	17	25
Somewhat favorable	8	7	2	10	7	8	8	2	9	9	11	10	7	12	5	8	8	4
TOTAL UNFAVORABLE	**3**	**7**	**3**	**2**	**4**	**3**	**4**	**10**	**9**	**1**	**0**	**2**	**3**	**2**	**10**	**2**	**0**	**3**
Somewhat unfavorable	3	7	3	2	3	3	3	8	9	1	0	2	2	2	7	2	0	3
Strongly unfavorable	1	0	0	0	1	0	1	2	0	0	0	0	1	0	2	0	0	0
CAN'T RATE/NHO	**70**	**62**	**72**	**76**	**66**	**69**	**74**	**78**	**78**	**76**	**79**	**64**	**63**	**68**	**70**	**70**	**75**	**68**
Can't rate	10	13	2	17	6	8	13	14	4	9	12	12	9	11	11	9	13	4
Never heard of	61	50	70	60	60	61	60	64	74	67	67	52	53	58	59	61	62	64

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
TOTAL FAVORABLE	**26%**	**26%**	**28%**	**31%**	**33%**	**35%**	**38%**	**51%**	**8%**	**21%**	**9%**	**10%**	**15%**	**14%**	**28%**	**26%**	**16%**	**17%**	**24%**	**32%**
Strongly favorable	18	19	20	23	25	28	31	43	2	13	6	7	10	9	19	19	5	14	19	22
Somewhat favorable	8	7	7	8	8	7	7	8	7	8	3	4	6	5	9	7	11	3	5	10
TOTAL UNFAVORABLE	**3**	**3**	**3**	**4**	**2**	**2**	**2**	**0**	**15**	**2**	**5**	**6**	**5**	**4**	**2**	**0**	**10**	**4**	**4**	**5**
Somewhat unfavorable	3	3	3	4	2	2	2	0	11	2	5	4	4	3	1	0	6	4	4	5
Strongly unfavorable	1	1	0	0	0	0	0	0	4	0	0	2	1	1	1	0	4	0	0	0
CAN'T RATE/NHO	**70**	**70**	**69**	**65**	**65**	**63**	**60**	**49**	**76**	**77**	**85**	**84**	**80**	**82**	**70**	**74**	**74**	**79**	**72**	**63**
Can't rate	10	10	10	10	11	11	14	7	11	11	13	15	10	12	6	12	23	13	9	8
Never heard of	61	61	59	55	54	52	45	43	66	67	72	69	70	70	64	62	51	65	63	55

TABLE 7: Q2E. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: The Sonoma Land Trust

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
TOTAL FAVORABLE	**51%**	**42%**	**57%**	**57%**	**38%**	**43%**	**74%**	**51%**	**31%**	**18%**	**63%**	**28%**	**28%**	**60%**	**44%**	**33%**	**21%**	**53%**	**29%**	**29%**
Strongly favorable	26	19	30	29	19	20	53	16	6	0	35	4	9	40	10	6	10	28	7	0
Somewhat favorable	25	24	26	28	19	22	21	36	25	18	28	23	20	20	34	27	11	26	21	29
TOTAL UNFAVORABLE	**7**	**10**	**4**	**2**	**20**	**6**	**1**	**10**	**30**	**82**	**6**	**42**	**1**	**3**	**7**	**9**	**44**	**5**	**21**	**26**
Somewhat unfavorable	4	6	3	2	9	6	0	9	21	20	4	21	0	2	6	9	17	4	12	0
Strongly unfavorable	2	4	1	0	11	0	1	1	9	62	1	21	1	1	1	0	27	1	10	26
CAN'T RATE/NHO	**42**	**47**	**39**	**41**	**42**	**51**	**25**	**38**	**39**	**0**	**31**	**30**	**70**	**37**	**48**	**58**	**35**	**42**	**50**	**44**
Can't rate	17	16	18	13	22	28	15	13	39	0	14	30	21	15	20	25	19	17	22	8
Never heard of	25	31	21	27	20	24	10	25	0	0	17	0	49	22	29	33	17	25	27	37

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
TOTAL FAVORABLE	**51%**	**60%**	**41%**	**44%**	**21%**	**52%**	**31%**	**25%**	**56%**	**56%**	**46%**	**35%**	**48%**	**52%**	**37%**	**43%**	**56%**	**68%**	**41%**	**61%**
Strongly favorable	26	37	10	16	9	26	12	25	35	26	20	13	23	26	7	17	32	43	14	37
Somewhat favorable	25	23	31	27	12	26	18	0	22	30	27	22	25	26	30	26	24	25	27	24
TOTAL UNFAVORABLE	**7**	**2**	**9**	**40**	**42**	**5**	**41**	**15**	**8**	**5**	**6**	**7**	**6**	**7**	**5**	**8**	**7**	**6**	**7**	**6**
Somewhat unfavorable	4	2	6	27	21	3	24	0	5	5	4	1	4	4	2	5	6	3	4	4
Strongly unfavorable	2	0	4	13	21	2	18	15	3	1	2	6	2	3	4	3	1	3	3	2
CAN'T RATE/NHO	**42**	**38**	**50**	**16**	**37**	**43**	**28**	**60**	**36**	**39**	**48**	**58**	**46**	**41**	**58**	**49**	**37**	**26**	**52**	**33**
Can't rate	17	15	20	0	21	17	12	20	12	17	19	29	17	17	16	20	14	19	18	16
Never heard of	25	23	29	16	16	25	16	40	24	22	29	29	29	23	42	30	23	8	34	17

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 7: Q2E. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: The Sonoma Land Trust

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
TOTAL FAVORABLE	**51%**	**41%**	**55%**	**38%**	**43%**	**53%**	**62%**	**61%**	**51%**	**51%**	**32%**	**51%**	**61%**	**45%**	**57%**	**57%**	**61%**	**45%**	**47%**	**54%**	**53%**	**54%**
Strongly favorable	26	15	29	13	19	22	39	31	24	27	8	23	25	34	20	34	36	26	19	31	29	32
Somewhat favorable	25	27	26	25	23	31	23	31	27	24	23	28	35	10	36	23	24	18	29	23	24	22
TOTAL UNFAVORABLE	**7**	**9**	**6**	**12**	**6**	**8**	**5**	**7**	**8**	**5**	**8**	**11**	**2**	**7**	**9**	**6**	**5**	**6**	**7**	**6**	**7**	**5**
Somewhat unfavorable	4	6	4	7	4	5	3	5	5	3	8	3	2	7	6	3	1	4	5	4	5	2
Strongly unfavorable	2	3	2	5	2	3	1	3	3	2	0	7	0	0	3	2	4	2	3	2	2	3
CAN'T RATE/NHO	**42**	**50**	**39**	**50**	**51**	**39**	**33**	**32**	**41**	**43**	**60**	**38**	**37**	**49**	**35**	**37**	**34**	**49**	**45**	**40**	**40**	**41**
Can't rate	17	9	18	11	15	24	14	17	15	19	10	11	19	8	18	23	22	22	14	20	17	22
Never heard of	25	41	22	39	36	14	19	15	26	25	50	27	18	41	17	15	12	28	32	21	23	19

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
TOTAL FAVORABLE	**51%**	**47%**	**55%**	**48%**	**53%**	**55%**	**49%**	**43%**	**52%**	**58%**	**46%**	**53%**	**37%**	**45%**	**54%**	**56%**	**48%**	**50%**	**48%**	**39%**
Strongly favorable	26	19	29	18	32	32	20	16	24	37	14	28	11	18	30	34	24	16	10	21
Somewhat favorable	25	28	26	30	21	23	28	27	27	20	32	25	26	27	24	22	24	34	38	18
TOTAL UNFAVORABLE	**7**	**8**	**8**	**6**	**5**	**4**	**8**	**12**	**6**	**3**	**10**	**5**	**6**	**14**	**6**	**3**	**9**	**6**	**13**	**11**
Somewhat unfavorable	4	6	5	3	3	3	7	4	4	2	8	5	0	6	5	2	7	6	4	5
Strongly unfavorable	2	3	3	2	2	1	1	8	2	1	2	0	6	8	1	1	2	0	9	6
CAN'T RATE/NHO	**42**	**45**	**38**	**46**	**42**	**41**	**43**	**45**	**43**	**39**	**44**	**42**	**57**	**41**	**40**	**41**	**43**	**44**	**40**	**50**
Can't rate	17	14	17	13	21	14	15	27	10	17	9	22	39	23	16	13	13	17	19	34
Never heard of	25	31	20	33	21	26	29	18	33	22	36	20	18	18	25	27	30	26	20	16

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 7: Q2E. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: The Sonoma Land Trust

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
TOTAL FAVORABLE	**51%**	**51%**	**45%**	**51%**	**53%**	**53%**	**45%**	**47%**	**42%**	**43%**	**31%**	**57%**	**65%**	**58%**	**49%**	**43%**	**51%**	**53%**
Strongly favorable	26	19	27	25	27	27	23	17	17	20	9	33	38	36	18	21	20	33
Somewhat favorable	25	32	18	26	26	27	22	30	25	23	22	24	27	21	31	22	31	20
TOTAL UNFAVORABLE	**7**	**3**	**9**	**10**	**4**	**4**	**12**	**5**	**5**	**8**	**12**	**5**	**5**	**6**	**7**	**6**	**7**	**6**
Somewhat unfavorable	4	3	6	6	3	3	6	5	3	6	4	2	3	3	4	5	5	4
Strongly unfavorable	2	0	3	4	2	1	6	0	2	2	8	3	3	3	3	1	2	3
CAN'T RATE/NHO	**42**	**47**	**46**	**39**	**42**	**42**	**43**	**48**	**53**	**49**	**57**	**38**	**30**	**36**	**44**	**51**	**42**	**40**
Can't rate	17	19	16	15	20	17	17	18	18	19	31	14	14	14	17	15	18	22
Never heard of	25	28	31	24	23	25	25	30	35	30	26	24	16	22	27	35	24	19

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
TOTAL FAVORABLE	**51%**	**52%**	**53%**	**55%**	**56%**	**60%**	**60%**	**82%**	**31%**	**43%**	**31%**	**28%**	**37%**	**35%**	**54%**	**60%**	**47%**	**29%**	**48%**	**51%**
Strongly favorable	26	26	29	31	34	36	37	66	6	14	9	7	13	11	34	36	17	17	21	17
Somewhat favorable	25	26	24	25	22	23	23	16	24	29	22	21	24	24	19	23	30	12	27	35
TOTAL UNFAVORABLE	**7**	**7**	**7**	**5**	**5**	**5**	**4**	**0**	**25**	**6**	**4**	**4**	**6**	**6**	**4**	**6**	**8**	**6**	**8**	**9**
Somewhat unfavorable	4	4	4	3	3	3	2	0	13	4	2	1	4	3	3	4	0	3	6	6
Strongly unfavorable	2	2	3	2	2	2	3	0	12	1	2	3	2	3	1	2	8	3	2	3
CAN'T RATE/NHO	**42**	**42**	**40**	**40**	**39**	**35**	**36**	**18**	**44**	**51**	**65**	**67**	**57**	**59**	**43**	**34**	**45**	**64**	**44**	**40**
Can't rate	17	17	18	19	21	18	19	11	22	19	23	25	21	22	11	16	31	42	14	17
Never heard of	25	24	22	21	18	17	16	7	22	33	42	42	36	37	32	18	14	22	30	23

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 8: Q2F. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: The Sonoma County Board of Supervisors

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
TOTAL FAVORABLE	**59%**	**57%**	**61%**	**74%**	**23%**	**46%**	**71%**	**59%**	**45%**	**0%**	**66%**	**35%**	**50%**	**66%**	**54%**	**49%**	**38%**	**61%**	**45%**	**27%**
Strongly favorable	12	12	12	14	8	8	20	7	0	0	14	0	10	16	10	0	0	13	0	0
Somewhat favorable	48	45	49	60	16	37	51	53	45	0	52	35	41	51	45	49	38	48	45	27
TOTAL UNFAVORABLE	**19**	**18**	**20**	**5**	**60**	**22**	**15**	**26**	**41**	**100**	**20**	**54**	**10**	**12**	**25**	**30**	**44**	**17**	**35**	**40**
Somewhat unfavorable	12	14	11	5	31	20	10	21	17	0	15	13	6	8	19	16	0	12	10	26
Strongly unfavorable	7	4	9	0	29	2	5	5	24	100	5	41	4	4	6	13	44	5	24	14
CAN'T RATE/NHO	**21**	**25**	**19**	**21**	**17**	**32**	**14**	**15**	**14**	**0**	**14**	**11**	**40**	**22**	**20**	**21**	**19**	**21**	**20**	**33**
Can't rate	14	17	12	13	12	24	11	12	10	0	12	8	22	14	14	12	19	14	14	26
Never heard of	7	8	7	8	5	8	3	2	4	0	3	3	18	8	6	10	0	7	6	7

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
TOTAL FAVORABLE	**59%**	**70%**	**50%**	**35%**	**21%**	**62%**	**27%**	**11%**	**65%**	**58%**	**53%**	**59%**	**55%**	**61%**	**39%**	**61%**	**70%**	**59%**	**53%**	**66%**
Strongly favorable	12	17	6	0	0	13	0	0	12	10	11	15	8	13	13	11	8	16	12	11
Somewhat favorable	48	53	43	35	21	49	27	11	53	48	42	44	47	48	25	50	62	43	41	55
TOTAL UNFAVORABLE	**19**	**10**	**28**	**56**	**53**	**17**	**54**	**47**	**13**	**18**	**29**	**21**	**24**	**18**	**20**	**20**	**17**	**21**	**20**	**18**
Somewhat unfavorable	12	7	20	26	10	12	17	12	8	12	20	11	19	10	11	14	11	14	13	12
Strongly unfavorable	7	3	8	30	43	5	37	35	5	7	8	10	4	8	9	6	6	8	7	7
CAN'T RATE/NHO	**21**	**21**	**22**	**9**	**26**	**21**	**19**	**43**	**22**	**24**	**18**	**20**	**21**	**21**	**41**	**19**	**13**	**20**	**27**	**16**
Can't rate	14	14	14	9	26	14	19	34	13	18	11	16	10	15	17	14	8	19	15	12
Never heard of	7	7	8	0	0	7	0	9	9	6	8	4	11	6	24	5	5	1	12	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 8: Q2F. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: The Sonoma County Board of Supervisors

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
TOTAL FAVORABLE	**59%**	**60%**	**61%**	**57%**	**60%**	**54%**	**69%**	**68%**	**61%**	**57%**	**52%**	**56%**	**74%**	**46%**	**44%**	**52%**	**70%**	**68%**	**60%**	**59%**	**47%**	**69%**
Strongly favorable	12	27	9	23	11	12	12	10	9	14	4	14	8	18	9	15	14	14	9	14	14	14
Somewhat favorable	48	33	51	33	49	42	57	58	52	43	48	42	67	28	34	37	56	54	52	44	34	55
TOTAL UNFAVORABLE	**19**	**6**	**19**	**12**	**16**	**24**	**15**	**18**	**22**	**17**	**8**	**28**	**7**	**29**	**31**	**25**	**18**	**15**	**15**	**22**	**28**	**16**
Somewhat unfavorable	12	6	12	12	12	16	10	11	12	13	7	21	5	18	20	16	11	7	11	13	18	9
Strongly unfavorable	7	0	7	0	4	8	5	7	10	4	2	8	2	11	11	9	7	8	4	9	10	7
CAN'T RATE/NHO	**21**	**34**	**20**	**31**	**24**	**22**	**16**	**14**	**17**	**25**	**40**	**16**	**19**	**25**	**25**	**23**	**12**	**17**	**25**	**19**	**24**	**14**
Can't rate	14	9	16	10	14	18	11	9	10	18	18	8	13	19	21	15	10	14	13	15	18	12
Never heard of	7	25	4	21	9	4	5	5	7	7	21	7	6	6	4	8	2	3	12	4	6	2

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
TOTAL FAVORABLE	**59%**	**65%**	**57%**	**53%**	**59%**	**64%**	**57%**	**49%**	**61%**	**67%**	**63%**	**50%**	**51%**	**48%**	**70%**	**60%**	**57%**	**57%**	**46%**	**51%**
Strongly favorable	12	6	13	12	15	16	7	8	10	19	10	4	0	11	14	17	5	11	6	9
Somewhat favorable	48	59	44	41	44	49	50	41	51	47	54	46	51	37	56	43	53	46	40	42
TOTAL UNFAVORABLE	**19**	**16**	**27**	**13**	**19**	**12**	**18**	**40**	**9**	**14**	**14**	**24**	**39**	**40**	**12**	**12**	**21**	**15**	**46**	**34**
Somewhat unfavorable	12	11	12	11	14	9	13	20	9	9	10	17	20	20	8	10	14	13	17	22
Strongly unfavorable	7	5	15	2	5	3	5	20	0	5	3	7	19	20	4	2	7	2	30	12
CAN'T RATE/NHO	**21**	**19**	**16**	**34**	**21**	**24**	**25**	**11**	**30**	**19**	**23**	**26**	**10**	**12**	**18**	**28**	**22**	**29**	**8**	**15**
Can't rate	14	7	13	23	16	15	16	10	17	14	9	23	10	10	10	19	10	23	8	11
Never heard of	7	12	2	11	5	8	9	2	13	5	14	3	0	3	7	9	11	5	0	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 8: Q2F. I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: The Sonoma County Board of Supervisors

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
TOTAL FAVORABLE	**59%**	**66%**	**44%**	**61%**	**61%**	**65%**	**45%**	**75%**	**54%**	**60%**	**47%**	**46%**	**61%**	**67%**	**56%**	**50%**	**60%**	**61%**
Strongly favorable	12	10	6	9	16	12	11	6	7	15	9	2	15	14	3	8	20	15
Somewhat favorable	48	56	39	51	45	53	34	70	47	45	38	45	45	54	54	42	40	47
TOTAL UNFAVORABLE	**19**	**21**	**26**	**21**	**14**	**15**	**28**	**11**	**22**	**19**	**30**	**16**	**20**	**17**	**19**	**21**	**21**	**19**
Somewhat unfavorable	12	19	20	9	11	12	14	8	17	14	30	7	10	11	12	16	14	10
Strongly unfavorable	7	2	6	13	3	4	14	3	5	5	0	9	11	6	7	5	7	10
CAN'T RATE/NHO	**21**	**12**	**30**	**18**	**25**	**19**	**27**	**14**	**24**	**21**	**23**	**38**	**19**	**16**	**25**	**29**	**19**	**19**
Can't rate	14	5	16	11	19	14	15	6	10	16	15	16	16	14	16	17	9	16
Never heard of	7	8	14	7	5	5	12	8	14	5	8	22	3	2	9	12	10	3

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
TOTAL FAVORABLE	**59%**	**59%**	**58%**	**63%**	**64%**	**66%**	**65%**	**76%**	**39%**	**57%**	**50%**	**51%**	**57%**	**55%**	**62%**	**69%**	**45%**	**51%**	**62%**	**53%**
Strongly favorable	12	12	12	12	14	15	15	21	0	11	10	9	10	9	16	17	6	10	11	6
Somewhat favorable	48	47	47	51	51	51	50	55	39	46	39	41	46	46	46	52	40	41	52	47
TOTAL UNFAVORABLE	**19**	**19**	**21**	**20**	**20**	**20**	**20**	**10**	**40**	**19**	**13**	**14**	**15**	**15**	**12**	**10**	**38**	**35**	**11**	**31**
Somewhat unfavorable	12	12	14	12	12	13	13	7	16	14	8	8	8	9	9	8	25	11	11	18
Strongly unfavorable	7	7	7	7	8	7	7	3	24	5	6	6	7	6	3	2	14	25	0	14
CAN'T RATE/NHO	**21**	**21**	**21**	**17**	**16**	**14**	**15**	**14**	**21**	**24**	**37**	**35**	**28**	**30**	**26**	**21**	**16**	**14**	**27**	**16**
Can't rate	14	14	15	12	12	11	13	12	17	15	20	19	17	17	17	12	16	8	17	12
Never heard of	7	7	6	5	4	3	3	3	4	10	17	17	12	13	8	10	0	6	10	4

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 9: Q3A. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Jobs and the economy

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY SERIOUS	**22%**	**23%**	**22%**	**14%**	**40%**	**30%**	**28%**	**18%**	**13%**	**30%**	**23%**	**21%**	**22%**	**25%**	**19%**	**38%**	**12%**	**22%**	**26%**	**14%**
Extremely serious problem	9	12	7	5	16	14	12	7	0	10	9	5	9	10	8	16	0	9	9	14
Very serious problem	14	11	15	9	24	16	16	11	13	20	13	16	13	15	11	22	12	14	17	0
SMWT/NOT A PROBLEM	**71**	**74**	**70**	**81**	**56**	**57**	**69**	**75**	**80**	**58**	**72**	**70**	**70**	**70**	**73**	**57**	**84**	**71**	**69**	**77**
Somewhat serious problem	41	39	43	46	37	28	41	45	45	41	43	43	38	37	47	32	52	41	41	45
Not a problem	30	35	28	35	19	29	28	31	35	17	29	26	33	33	26	25	32	30	28	32
DK/NA	**6**	**3**	**8**	**5**	**4**	**13**	**4**	**7**	**7**	**11**	**5**	**9**	**8**	**5**	**8**	**5**	**5**	**6**	**5**	**8**
DK/NA	6	3	8	5	4	13	4	7	7	11	5	9	8	5	8	5	5	6	5	8

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY SERIOUS	**22%**	**25%**	**21%**	**31%**	**0%**	**23%**	**21%**	**10%**	**24%**	**20%**	**24%**	**24%**	**22%**	**23%**	**31%**	**17%**	**23%**	**22%**	**23%**	**22%**
Extremely serious problem	9	9	8	17	0	9	12	10	13	6	8	8	11	8	11	11	8	7	11	8
Very serious problem	14	15	13	14	0	14	9	0	11	14	16	16	10	15	20	6	14	14	12	14
SMWT/NOT A PROBLEM	**71**	**70**	**73**	**69**	**73**	**71**	**70**	**79**	**74**	**73**	**63**	**71**	**77**	**69**	**63**	**79**	**70**	**70**	**72**	**70**
Somewhat serious problem	41	39	43	56	14	41	43	54	43	38	38	45	43	40	35	49	40	39	43	40
Not a problem	30	31	30	13	58	31	28	25	31	35	24	26	33	29	28	30	30	31	29	30
DK/NA	**6**	**5**	**7**	**0**	**27**	**6**	**9**	**11**	**3**	**6**	**14**	**4**	**2**	**8**	**7**	**3**	**7**	**8**	**5**	**8**
DK/NA	6	5	7	0	27	6	9	11	3	6	14	4	2	8	7	3	7	8	5	8

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 9: Q3A. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Jobs and the economy

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY SERIOUS	**22%**	**27%**	**21%**	**29%**	**34%**	**15%**	**26%**	**14%**	**20%**	**25%**	**19%**	**21%**	**21%**	**30%**	**24%**	**23%**	**26%**	**19%**	**20%**	**24%**	**25%**	**23%**
Extremely serious problem	9	10	8	12	16	5	10	5	9	9	9	10	10	4	6	11	14	3	9	9	7	10
Very serious problem	14	17	12	17	17	10	17	9	11	16	10	11	11	26	18	11	12	16	11	15	17	14
SMWT/NOT A PROBLEM	**71**	**71**	**72**	**70**	**61**	**80**	**68**	**83**	**74**	**69**	**81**	**75**	**77**	**67**	**72**	**75**	**64**	**60**	**78**	**67**	**72**	**62**
Somewhat serious problem	41	33	42	38	38	47	39	41	38	44	47	44	43	32	37	43	42	36	45	39	38	39
Not a problem	30	38	30	32	23	33	29	41	36	25	34	31	34	34	35	32	22	24	33	28	34	23
DK/NA	**6**	**2**	**7**	**2**	**5**	**5**	**6**	**4**	**6**	**6**	**0**	**5**	**2**	**3**	**4**	**2**	**9**	**21**	**2**	**9**	**3**	**15**
DK/NA	6	2	7	2	5	5	6	4	6	6	0	5	2	3	4	2	9	21	2	9	3	15

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY SERIOUS	**22%**	**18%**	**22%**	**23%**	**26%**	**23%**	**22%**	**22%**	**22%**	**24%**	**22%**	**22%**	**11%**	**26%**	**22%**	**24%**	**24%**	**20%**	**12%**	**34%**
Extremely serious problem	9	7	11	12	6	9	12	3	10	9	12	12	0	4	10	9	13	11	4	3
Very serious problem	14	11	11	11	20	14	10	19	11	15	10	10	11	22	12	15	11	9	9	32
SMWT/NOT A PROBLEM	**71**	**81**	**68**	**74**	**66**	**70**	**72**	**74**	**76**	**66**	**76**	**68**	**89**	**68**	**71**	**69**	**71**	**74**	**81**	**66**
Somewhat serious problem	41	46	32	44	45	40	42	43	43	39	42	41	56	38	40	40	34	50	37	50
Not a problem	30	35	36	31	21	29	31	31	32	28	34	27	33	30	31	28	38	24	44	15
DK/NA	**6**	**1**	**10**	**3**	**8**	**7**	**6**	**4**	**3**	**10**	**2**	**10**	**0**	**6**	**7**	**8**	**5**	**6**	**7**	**0**
DK/NA	6	1	10	3	8	7	6	4	3	10	2	10	0	6	7	8	5	6	7	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 9: Q3A. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Jobs and the economy

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY SERIOUS	**22%**	**15%**	**27%**	**23%**	**24%**	**24%**	**19%**	**30%**	**19%**	**18%**	**6%**	**21%**	**27%**	**27%**	**29%**	**12%**	**19%**	**24%**
Extremely serious problem	9	5	16	11	6	11	4	15	0	12	0	6	8	7	10	6	11	11
Very serious problem	14	9	11	12	18	13	15	14	19	7	6	15	19	20	20	6	8	12
SMWT/NOT A PROBLEM	**71**	**81**	**73**	**70**	**68**	**70**	**74**	**70**	**75**	**72**	**94**	**72**	**67**	**60**	**71**	**80**	**78**	**71**
Somewhat serious problem	41	36	50	37	43	42	38	44	56	38	61	47	36	29	41	50	50	37
Not a problem	30	45	23	33	26	28	36	26	19	35	33	25	31	30	29	30	27	34
DK/NA	**6**	**4**	**0**	**7**	**8**	**6**	**7**	**0**	**5**	**9**	**0**	**6**	**6**	**13**	**0**	**8**	**4**	**6**
DK/NA	6	4	0	7	8	6	7	0	5	9	0	6	6	13	0	8	4	6

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY SERIOUS	**22%**	**23%**	**22%**	**23%**	**23%**	**24%**	**23%**	**29%**	**24%**	**20%**	**22%**	**22%**	**20%**	**22%**	**27%**	**18%**	**25%**	**28%**	**26%**	**15%**
Extremely serious problem	9	9	9	9	7	7	5	14	8	7	7	7	7	8	11	10	6	0	15	4
Very serious problem	14	14	13	14	16	18	18	16	16	12	15	15	13	15	16	8	19	28	11	11
SMWT/NOT A PROBLEM	**71**	**71**	**71**	**69**	**69**	**68**	**68**	**68**	**69**	**73**	**70**	**70**	**73**	**70**	**66**	**72**	**70**	**69**	**70**	**81**
Somewhat serious problem	41	42	41	42	43	41	42	38	41	42	37	37	37	39	37	44	42	40	39	46
Not a problem	30	29	30	27	27	27	26	30	29	31	33	33	36	31	28	29	27	29	31	34
DK/NA	**6**	**6**	**7**	**8**	**8**	**8**	**8**	**3**	**7**	**7**	**8**	**8**	**6**	**8**	**8**	**9**	**5**	**4**	**4**	**5**
DK/NA	6	6	7	8	8	8	8	3	7	7	8	8	6	8	8	9	5	4	4	5

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 10: Q3B. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: The quality of public schools

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY SERIOUS	**20%**	**24%**	**18%**	**17%**	**27%**	**20%**	**14%**	**17%**	**29%**	**29%**	**15%**	**29%**	**29%**	**19%**	**18%**	**21%**	**33%**	**19%**	**26%**	**31%**
Extremely serious problem	9	13	7	7	17	5	6	8	21	23	7	22	12	7	11	17	17	9	17	0
Very serious problem	11	11	11	10	10	14	8	9	8	6	8	7	17	12	7	4	16	10	9	31
SMWT/NOT A PROBLEM	**62**	**60**	**64**	**67**	**57**	**51**	**69**	**72**	**65**	**50**	**70**	**58**	**44**	**66**	**61**	**71**	**47**	**64**	**60**	**15**
Somewhat serious problem	32	35	31	31	34	35	35	37	25	19	36	22	27	36	29	47	17	33	34	0
Not a problem	30	25	32	36	23	16	35	35	40	32	35	36	17	30	31	24	29	31	26	15
DK/NA	**18**	**17**	**18**	**16**	**16**	**29**	**17**	**12**	**6**	**21**	**14**	**14**	**27**	**14**	**21**	**8**	**20**	**17**	**13**	**55**
DK/NA	18	17	18	16	16	29	17	12	6	21	14	14	27	14	21	8	20	17	13	55

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY SERIOUS	**20%**	**18%**	**20%**	**20%**	**44%**	**19%**	**28%**	**32%**	**28%**	**17%**	**16%**	**16%**	**26%**	**18%**	**22%**	**17%**	**19%**	**23%**	**19%**	**21%**
Extremely serious problem	9	8	10	20	13	9	18	7	13	8	7	8	14	8	12	9	7	11	10	9
Very serious problem	11	10	10	0	31	10	10	25	15	9	9	8	12	10	10	8	12	12	9	12
SMWT/NOT A PROBLEM	**62**	**65**	**63**	**74**	**0**	**64**	**50**	**29**	**57**	**71**	**64**	**58**	**69**	**61**	**59**	**69**	**66**	**55**	**65**	**61**
Somewhat serious problem	32	36	29	58	0	33	40	13	31	35	31	35	34	33	28	35	36	31	32	34
Not a problem	30	30	34	16	0	31	11	16	26	35	32	23	35	28	31	33	30	24	33	28
DK/NA	**18**	**16**	**17**	**6**	**56**	**17**	**22**	**39**	**15**	**13**	**20**	**26**	**5**	**21**	**19**	**15**	**15**	**22**	**16**	**18**
DK/NA	18	16	17	6	56	17	22	39	15	13	20	26	5	21	19	15	15	22	16	18

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 10: Q3B. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: The quality of public schools

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY SERIOUS	**20%**	**18%**	**21%**	**14%**	**16%**	**22%**	**28%**	**19%**	**20%**	**20%**	**36%**	**14%**	**26%**	**26%**	**13%**	**22%**	**14%**	**11%**	**25%**	**16%**	**20%**	**13%**
Extremely serious problem	9	7	11	5	7	8	13	11	9	9	19	5	16	8	8	11	4	5	13	7	9	4
Very serious problem	11	11	10	9	9	14	15	8	11	10	18	9	10	18	5	11	10	7	12	10	11	9
SMWT/NOT A PROBLEM	**62**	**72**	**63**	**67**	**66**	**61**	**54**	**68**	**61**	**63**	**54**	**71**	**57**	**66**	**72**	**64**	**63**	**56**	**61**	**64**	**67**	**60**
Somewhat serious problem	32	33	34	35	27	35	36	37	29	36	32	42	36	31	33	29	30	26	36	30	31	28
Not a problem	30	39	30	32	39	26	18	32	32	28	22	29	21	35	38	35	32	31	24	34	36	32
DK/NA	**18**	**10**	**16**	**19**	**18**	**17**	**18**	**12**	**18**	**17**	**10**	**15**	**17**	**8**	**16**	**14**	**23**	**32**	**14**	**20**	**13**	**27**
DK/NA	18	10	16	19	18	17	18	12	18	17	10	15	17	8	16	14	23	32	14	20	13	27

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY SERIOUS	**20%**	**33%**	**11%**	**18%**	**21%**	**15%**	**24%**	**28%**	**19%**	**13%**	**27%**	**19%**	**42%**	**21%**	**18%**	**13%**	**18%**	**30%**	**28%**	**26%**
Extremely serious problem	9	18	3	8	10	6	11	16	8	4	16	5	23	14	5	6	13	9	14	20
Very serious problem	11	15	8	10	11	9	13	11	11	9	11	14	19	8	13	7	5	21	15	7
SMWT/NOT A PROBLEM	**62**	**56**	**64**	**65**	**63**	**70**	**53**	**53**	**69**	**71**	**56**	**50**	**45**	**57**	**72**	**69**	**58**	**47**	**42**	**68**
Somewhat serious problem	32	27	30	46	29	38	26	26	42	35	30	22	34	23	34	41	27	26	22	32
Not a problem	30	30	34	19	33	33	27	27	27	36	26	28	11	34	39	28	32	21	20	36
DK/NA	**18**	**11**	**24**	**17**	**17**	**14**	**23**	**19**	**12**	**16**	**17**	**31**	**13**	**22**	**10**	**18**	**24**	**23**	**29**	**6**
DK/NA	18	11	24	17	17	14	23	19	12	16	17	31	13	22	10	18	24	23	29	6

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 10: Q3B. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: The quality of public schools

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY SERIOUS	**20%**	**28%**	**25%**	**17%**	**18%**	**20%**	**20%**	**26%**	**21%**	**17%**	**24%**	**16%**	**22%**	**25%**	**21%**	**14%**	**20%**	**19%**
Extremely serious problem	9	16	13	7	8	10	9	14	14	8	18	6	8	8	12	8	10	8
Very serious problem	11	12	12	10	10	10	12	11	7	9	6	10	14	16	9	6	9	11
SMWT/NOT A PROBLEM	**62**	**70**	**67**	**59**	**63**	**62**	**64**	**57**	**58**	**63**	**76**	**69**	**60**	**57**	**64**	**63**	**65**	**64**
Somewhat serious problem	32	24	42	31	34	35	26	24	30	34	48	37	31	32	25	30	42	32
Not a problem	30	46	25	28	29	27	38	33	28	29	29	32	29	25	39	33	22	31
DK/NA	**18**	**2**	**8**	**24**	**19**	**19**	**16**	**17**	**21**	**20**	**0**	**15**	**18**	**18**	**15**	**23**	**16**	**17**
DK/NA	18	2	8	24	19	19	16	17	21	20	0	15	18	18	15	23	16	17

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY SERIOUS	**20%**	**20%**	**20%**	**19%**	**19%**	**19%**	**17%**	**17%**	**23%**	**21%**	**29%**	**27%**	**25%**	**24%**	**17%**	**14%**	**15%**	**59%**	**23%**	**16%**
Extremely serious problem	9	10	9	8	8	7	7	8	14	9	14	13	12	12	7	6	11	31	14	4
Very serious problem	11	11	11	11	11	11	10	9	9	12	14	14	13	12	11	9	4	28	8	12
SMWT/NOT A PROBLEM	**62**	**62**	**62**	**63**	**63**	**62**	**68**	**70**	**61**	**60**	**50**	**50**	**57**	**58**	**69**	**69**	**51**	**28**	**54**	**71**
Somewhat serious problem	32	32	32	32	31	31	34	37	31	31	27	27	31	30	38	37	22	14	27	36
Not a problem	30	29	30	31	32	31	34	33	30	29	23	23	26	28	31	32	29	14	27	34
DK/NA	**18**	**18**	**18**	**18**	**19**	**19**	**15**	**14**	**16**	**20**	**22**	**23**	**18**	**18**	**14**	**17**	**34**	**13**	**24**	**13**
DK/NA	18	18	18	18	19	19	15	14	16	20	22	23	18	18	14	17	34	13	24	13

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 11: Q3C. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: The condition of local streets and roads in general

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY SERIOUS	**59%**	**52%**	**63%**	**54%**	**72%**	**59%**	**56%**	**61%**	**78%**	**69%**	**58%**	**74%**	**57%**	**57%**	**61%**	**64%**	**64%**	**59%**	**64%**	**49%**
Extremely serious problem	37	34	38	32	45	42	34	37	45	37	35	41	38	32	42	47	38	36	43	29
Very serious problem	23	18	25	22	27	18	22	24	33	31	23	32	19	26	19	17	26	23	21	20
SMWT/NOT A PROBLEM	**40**	**47**	**37**	**46**	**27**	**39**	**44**	**39**	**22**	**31**	**42**	**26**	**41**	**42**	**39**	**36**	**36**	**41**	**36**	**36**
Somewhat serious problem	34	39	32	40	22	32	38	35	22	31	37	26	31	36	34	28	30	35	29	25
Not a problem	6	8	5	6	5	7	6	5	0	0	5	0	10	6	5	8	6	6	7	11
DK/NA	**1**	**1**	**0**	**0**	**1**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**2**	**0**	**0**	**0**	**0**	**0**	**0**	**15**
DK/NA	1	1	0	0	1	1	0	0	0	0	0	0	2	0	0	0	0	0	0	15

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY SERIOUS	**59%**	**58%**	**60%**	**57%**	**68%**	**59%**	**60%**	**61%**	**54%**	**56%**	**56%**	**80%**	**47%**	**63%**	**67%**	**54%**	**63%**	**53%**	**59%**	**59%**
Extremely serious problem	37	35	39	24	55	37	34	40	33	30	37	56	21	42	47	33	37	30	39	34
Very serious problem	23	24	20	33	13	22	26	21	22	26	19	24	26	21	19	21	26	22	21	25
SMWT/NOT A PROBLEM	**40**	**41**	**40**	**43**	**32**	**41**	**40**	**34**	**45**	**44**	**43**	**19**	**52**	**36**	**33**	**44**	**37**	**46**	**40**	**41**
Somewhat serious problem	34	36	33	43	15	35	34	23	37	39	39	15	45	31	25	39	34	39	33	36
Not a problem	6	5	7	0	17	6	5	11	8	5	4	4	8	5	8	5	2	8	6	5
DK/NA	**1**	**0**	**1**	**0**	**0**	**0**	**0**	**5**	**1**	**0**	**1**	**1**	**1**	**1**	**0**	**1**	**0**	**1**	**1**	**0**
DK/NA	1	0	1	0	0	0	0	5	1	0	1	1	1	1	0	1	0	1	1	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 11: Q3C. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: The condition of local streets and roads in general

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY SERIOUS	**59%**	**38%**	**63%**	**43%**	**63%**	**57%**	**60%**	**56%**	**60%**	**59%**	**47%**	**47%**	**48%**	**63%**	**64%**	**63%**	**69%**	**73%**	**47%**	**67%**	**63%**	**71%**
Extremely serious problem	37	28	39	29	36	31	49	28	36	37	28	28	29	42	44	39	43	43	28	42	41	43
Very serious problem	23	10	25	14	27	26	11	27	24	22	19	18	19	21	20	24	26	30	19	25	22	28
SMWT/NOT A PROBLEM	**40**	**62**	**36**	**57**	**37**	**42**	**40**	**44**	**40**	**41**	**53**	**53**	**51**	**37**	**36**	**37**	**31**	**24**	**52**	**32**	**37**	**28**
Somewhat serious problem	34	51	31	49	31	33	37	38	33	36	42	44	46	25	34	35	28	19	44	28	32	24
Not a problem	6	10	5	9	6	9	3	6	7	5	11	9	5	12	3	2	3	5	9	4	5	4
DK/NA	**1**	**0**	**1**	**0**	**0**	**1**	**0**	**0**	**0**	**1**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**3**	**0**	**1**	**0**	**1**
DK/NA	1	0	1	0	0	1	0	0	0	1	0	0	1	0	0	0	0	3	0	1	0	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY SERIOUS	**59%**	**48%**	**68%**	**47%**	**67%**	**56%**	**56%**	**69%**	**45%**	**63%**	**51%**	**64%**	**46%**	**79%**	**56%**	**56%**	**60%**	**53%**	**66%**	**75%**
Extremely serious problem	37	27	43	30	42	33	39	44	21	40	40	36	21	53	31	34	41	36	38	51
Very serious problem	23	21	26	17	25	24	18	26	24	24	10	27	25	26	25	23	19	17	27	24
SMWT/NOT A PROBLEM	**40**	**52**	**31**	**52**	**33**	**43**	**42**	**31**	**55**	**36**	**48**	**34**	**54**	**21**	**43**	**44**	**40**	**44**	**34**	**25**
Somewhat serious problem	34	42	27	46	29	39	34	23	49	32	38	30	41	16	37	40	35	33	24	23
Not a problem	6	11	4	6	4	5	8	7	6	4	10	5	13	5	6	3	5	11	11	3
DK/NA	**1**	**0**	**1**	**1**	**1**	**0**	**2**	**0**	**0**	**1**	**1**	**2**	**0**	**0**	**1**	**0**	**0**	**3**	**0**	**0**
DK/NA	1	0	1	1	1	0	2	0	0	1	1	2	0	0	1	0	0	3	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 11: Q3C. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: The condition of local streets and roads in general

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY SERIOUS	**59%**	**50%**	**44%**	**63%**	**64%**	**61%**	**54%**	**63%**	**54%**	**56%**	**35%**	**57%**	**65%**	**62%**	**66%**	**48%**	**56%**	**62%**
Extremely serious problem	37	17	24	42	42	38	33	48	36	32	18	31	41	30	45	31	39	38
Very serious problem	23	33	20	22	21	23	22	15	18	24	17	26	24	32	21	17	17	24
SMWT/NOT A PROBLEM	**40**	**50**	**54**	**36**	**36**	**38**	**46**	**37**	**46**	**42**	**65**	**43**	**35**	**35**	**34**	**52**	**44**	**38**
Somewhat serious problem	34	40	48	31	32	33	38	35	40	36	51	36	29	28	33	43	38	31
Not a problem	6	10	6	6	4	5	8	2	6	6	15	6	6	8	1	9	6	6
DK/NA	**1**	**0**	**1**	**1**	**1**	**1**	**0**	**0**	**0**	**2**	**0**	**0**	**0**	**3**	**0**	**0**	**0**	**0**
DK/NA	1	0	1	1	1	1	0	0	0	2	0	0	0	3	0	0	0	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY SERIOUS	**59%**	**59%**	**60%**	**61%**	**64%**	**64%**	**64%**	**55%**	**68%**	**59%**	**60%**	**61%**	**62%**	**61%**	**57%**	**65%**	**71%**	**70%**	**53%**	**55%**
Extremely serious problem	37	36	37	37	37	38	39	31	40	38	37	40	36	37	33	39	44	50	35	33
Very serious problem	23	23	23	24	27	26	25	24	28	21	23	21	25	24	24	25	27	21	18	22
SMWT/NOT A PROBLEM	**40**	**40**	**39**	**38**	**35**	**35**	**36**	**45**	**32**	**40**	**39**	**38**	**38**	**38**	**42**	**35**	**29**	**30**	**45**	**45**
Somewhat serious problem	34	35	34	33	32	32	33	40	27	34	31	29	31	31	38	33	23	22	38	35
Not a problem	6	5	6	5	3	3	3	5	5	7	8	9	7	7	4	3	5	8	7	10
DK/NA	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**0**	**0**	**1**	**1**	**1**	**0**	**1**	**1**	**0**	**0**	**0**	**2**	**0**
DK/NA	1	1	1	1	1	1	1	0	0	1	1	1	0	1	1	0	0	0	2	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 12: Q3D. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Loss of open space

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY SERIOUS	**22%**	**19%**	**24%**	**21%**	**24%**	**25%**	**31%**	**21%**	**6%**	**22%**	**26%**	**14%**	**17%**	**30%**	**13%**	**13%**	**13%**	**23%**	**13%**	**27%**
Extremely serious problem	9	11	9	9	8	13	11	7	6	22	9	14	9	12	6	5	7	9	6	27
Very serious problem	13	8	16	12	16	12	20	14	0	0	17	0	7	19	8	8	6	14	7	0
SMWT/NOT A PROBLEM	**75**	**79**	**73**	**76**	**74**	**71**	**69**	**78**	**94**	**72**	**74**	**83**	**75**	**69**	**82**	**87**	**87**	**74**	**87**	**56**
Somewhat serious problem	34	34	34	35	34	30	31	36	34	6	33	20	39	34	38	19	24	36	21	17
Not a problem	41	45	39	41	40	41	39	42	60	66	40	63	36	35	44	68	63	38	66	39
DK/NA	**3**	**3**	**3**	**3**	**2**	**4**	**0**	**1**	**0**	**6**	**1**	**3**	**8**	**1**	**5**	**0**	**0**	**3**	**0**	**18**
DK/NA	3	3	3	3	2	4	0	1	0	6	1	3	8	1	5	0	0	3	0	18

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY SERIOUS	**22%**	**27%**	**18%**	**11%**	**17%**	**23%**	**13%**	**13%**	**30%**	**23%**	**16%**	**13%**	**21%**	**23%**	**24%**	**18%**	**28%**	**20%**	**21%**	**24%**
Extremely serious problem	9	11	9	0	0	10	0	0	13	9	6	7	8	10	11	12	12	3	11	8
Very serious problem	13	16	9	11	17	13	13	13	17	14	10	6	13	13	13	7	16	17	9	16
SMWT/NOT A PROBLEM	**75**	**70**	**80**	**89**	**83**	**74**	**87**	**75**	**67**	**76**	**77**	**84**	**78**	**73**	**69**	**80**	**71**	**77**	**75**	**74**
Somewhat serious problem	34	34	37	16	14	35	16	22	36	26	40	36	30	35	30	37	24	47	34	33
Not a problem	41	36	43	73	69	39	71	53	31	50	37	48	48	39	39	43	47	30	41	40
DK/NA	**3**	**3**	**2**	**0**	**0**	**3**	**0**	**13**	**2**	**1**	**6**	**3**	**1**	**3**	**7**	**2**	**1**	**3**	**4**	**2**
DK/NA	3	3	2	0	0	3	0	13	2	1	6	3	1	3	7	2	1	3	4	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 12: Q3D. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Loss of open space

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY SERIOUS	**22%**	**21%**	**21%**	**27%**	**27%**	**22%**	**23%**	**15%**	**21%**	**24%**	**22%**	**18%**	**17%**	**29%**	**18%**	**20%**	**33%**	**21%**	**19%**	**25%**	**22%**	**28%**
Extremely serious problem	9	10	8	15	13	7	11	5	9	10	12	7	9	16	8	11	10	5	9	9	11	8
Very serious problem	13	11	13	13	14	15	13	9	12	14	10	11	8	13	10	9	23	16	10	15	10	20
SMWT/NOT A PROBLEM	**75**	**74**	**76**	**69**	**69**	**74**	**75**	**85**	**77**	**73**	**73**	**79**	**79**	**67**	**82**	**78**	**66**	**76**	**77**	**73**	**76**	**70**
Somewhat serious problem	34	26	35	26	36	30	31	34	28	39	36	28	40	33	38	25	38	31	34	33	32	35
Not a problem	41	48	40	43	33	43	44	51	48	34	37	51	39	34	44	53	27	45	42	40	45	35
DK/NA	**3**	**5**	**3**	**4**	**4**	**4**	**2**	**0**	**3**	**3**	**5**	**3**	**4**	**4**	**0**	**2**	**1**	**3**	**4**	**2**	**2**	**2**
DK/NA	3	5	3	4	4	4	2	0	3	3	5	3	4	4	0	2	1	3	4	2	2	2

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY SERIOUS	**22%**	**20%**	**21%**	**18%**	**28%**	**28%**	**18%**	**13%**	**19%**	**34%**	**21%**	**14%**	**15%**	**12%**	**27%**	**30%**	**21%**	**14%**	**8%**	**20%**
Extremely serious problem	9	12	6	7	12	12	7	7	9	13	11	2	7	7	12	11	9	5	2	14
Very serious problem	13	9	14	11	16	17	11	6	10	21	10	12	8	5	15	18	12	10	6	5
SMWT/NOT A PROBLEM	**75**	**75**	**77**	**78**	**70**	**69**	**78**	**86**	**76**	**64**	**74**	**82**	**85**	**86**	**70**	**69**	**76**	**80**	**92**	**78**
Somewhat serious problem	34	32	26	37	40	33	38	31	38	30	33	43	24	33	31	35	28	49	25	38
Not a problem	41	44	51	41	30	36	40	55	38	35	41	39	61	53	39	34	48	32	67	39
DK/NA	**3**	**4**	**2**	**3**	**2**	**3**	**5**	**1**	**4**	**1**	**5**	**4**	**0**	**2**	**4**	**2**	**4**	**5**	**0**	**3**
DK/NA	3	4	2	3	2	3	5	1	4	1	5	4	0	2	4	2	4	5	0	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 12: Q3D. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Loss of open space

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY SERIOUS	**22%**	**19%**	**22%**	**21%**	**26%**	**23%**	**22%**	**30%**	**7%**	**18%**	**11%**	**27%**	**27%**	**23%**	**30%**	**21%**	**20%**	**17%**
Extremely serious problem	9	8	8	9	11	10	8	20	3	8	0	8	10	6	18	9	8	6
Very serious problem	13	11	14	12	14	13	14	10	4	10	11	19	17	17	12	11	13	11
SMWT/NOT A PROBLEM	**75**	**81**	**76**	**75**	**71**	**75**	**75**	**68**	**87**	**79**	**81**	**73**	**71**	**74**	**69**	**76**	**75**	**80**
Somewhat serious problem	34	29	31	28	41	34	34	37	41	35	20	33	32	29	36	34	35	36
Not a problem	41	52	45	48	30	41	41	31	46	44	60	40	38	45	32	42	41	44
DK/NA	**3**	**0**	**2**	**4**	**3**	**3**	**3**	**2**	**6**	**3**	**9**	**0**	**2**	**2**	**1**	**3**	**4**	**3**
DK/NA	3	0	2	4	3	3	3	2	6	3	9	0	2	2	1	3	4	3

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY SERIOUS	**22%**	**23%**	**22%**	**23%**	**24%**	**24%**	**26%**	**34%**	**16%**	**19%**	**18%**	**18%**	**21%**	**21%**	**35%**	**21%**	**13%**	**19%**	**12%**	**20%**
Extremely serious problem	9	9	8	9	9	8	8	13	10	8	10	12	10	10	18	6	7	16	4	5
Very serious problem	13	13	14	14	15	16	18	20	6	12	8	6	12	11	17	15	6	3	9	15
SMWT/NOT A PROBLEM	**75**	**75**	**76**	**75**	**74**	**75**	**73**	**66**	**82**	**76**	**75**	**75**	**74**	**75**	**64**	**76**	**84**	**81**	**81**	**77**
Somewhat serious problem	34	34	34	35	36	38	37	31	22	37	39	39	36	37	31	41	35	24	41	27
Not a problem	41	41	42	40	38	37	36	35	60	39	35	35	38	37	32	35	49	57	40	50
DK/NA	**3**	**2**	**2**	**1**	**2**	**1**	**1**	**0**	**2**	**4**	**8**	**7**	**5**	**5**	**1**	**3**	**3**	**0**	**6**	**3**
DK/NA	3	2	2	1	2	1	1	0	2	4	8	7	5	5	1	3	3	0	6	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 13: Q3E. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: The amount you have to pay in local taxes

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY SERIOUS	**25%**	**25%**	**25%**	**16%**	**51%**	**20%**	**16%**	**28%**	**39%**	**75%**	**22%**	**57%**	**24%**	**20%**	**25%**	**38%**	**60%**	**22%**	**48%**	**42%**
Extremely serious problem	12	12	12	7	25	10	7	12	20	39	10	29	12	7	13	19	39	9	28	34
Very serious problem	13	14	13	9	26	10	9	16	19	36	12	27	12	13	12	18	22	13	20	8
SMWT/NOT A PROBLEM	**71**	**71**	**72**	**80**	**48**	**75**	**81**	**68**	**61**	**25**	**75**	**43**	**71**	**78**	**70**	**58**	**34**	**74**	**47**	**58**
Somewhat serious problem	27	28	26	30	23	20	29	29	35	12	29	23	23	25	32	39	10	28	26	9
Not a problem	45	43	45	50	25	56	53	40	26	13	46	20	47	53	38	20	23	47	21	49
DK/NA	**3**	**4**	**3**	**4**	**1**	**4**	**3**	**3**	**0**	**0**	**3**	**0**	**5**	**2**	**5**	**4**	**6**	**3**	**5**	**0**
DK/NA	3	4	3	4	1	4	3	3	0	0	3	0	5	2	5	4	6	3	5	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY SERIOUS	**25%**	**18%**	**31%**	**62%**	**41%**	**23%**	**55%**	**37%**	**27%**	**17%**	**19%**	**48%**	**25%**	**25%**	**37%**	**24%**	**26%**	**18%**	**29%**	**22%**
Extremely serious problem	12	7	14	42	41	10	42	20	13	5	6	32	12	12	22	13	8	9	17	9
Very serious problem	13	11	17	20	0	13	14	17	13	12	13	16	13	14	15	10	18	9	12	14
SMWT/NOT A PROBLEM	**71**	**78**	**67**	**38**	**43**	**74**	**39**	**58**	**69**	**80**	**76**	**52**	**73**	**71**	**60**	**73**	**72**	**77**	**68**	**74**
Somewhat serious problem	27	26	29	16	27	28	19	20	25	29	29	24	29	26	24	36	27	20	31	24
Not a problem	45	51	38	22	15	46	20	38	44	51	48	28	44	45	36	38	45	57	37	50
DK/NA	**3**	**4**	**2**	**0**	**17**	**3**	**5**	**5**	**4**	**3**	**4**	**0**	**2**	**4**	**4**	**3**	**2**	**5**	**3**	**3**
DK/NA	3	4	2	0	17	3	5	5	4	3	4	0	2	4	4	3	2	5	3	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 13: Q3E. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: The amount you have to pay in local taxes

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY SERIOUS	**25%**	**35%**	**23%**	**31%**	**28%**	**24%**	**22%**	**26%**	**21%**	**29%**	**25%**	**19%**	**27%**	**30%**	**33%**	**29%**	**24%**	**20%**	**24%**	**26%**	**31%**	**22%**
Extremely serious problem	12	8	12	9	11	8	14	15	12	11	6	10	18	7	21	9	11	12	11	12	13	12
Very serious problem	13	27	11	22	17	16	8	11	9	17	18	9	9	22	12	20	12	8	12	14	18	10
SMWT/NOT A PROBLEM	**71**	**60**	**74**	**65**	**67**	**75**	**72**	**73**	**75**	**68**	**69**	**76**	**71**	**70**	**63**	**71**	**72**	**77**	**72**	**71**	**68**	**74**
Somewhat serious problem	27	13	30	13	26	26	22	28	28	26	39	26	27	19	21	27	24	27	31	24	23	25
Not a problem	45	46	43	53	40	49	51	45	47	42	31	49	44	51	42	44	47	50	41	47	45	48
DK/NA	**3**	**5**	**3**	**4**	**5**	**1**	**6**	**1**	**4**	**3**	**6**	**5**	**2**	**0**	**4**	**0**	**5**	**3**	**4**	**3**	**1**	**4**
DK/NA	3	5	3	4	5	1	6	1	4	3	6	5	2	0	4	0	5	3	4	3	1	4

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY SERIOUS	**25%**	**19%**	**23%**	**28%**	**29%**	**19%**	**25%**	**42%**	**18%**	**19%**	**28%**	**23%**	**33%**	**46%**	**11%**	**24%**	**22%**	**29%**	**41%**	**43%**
Extremely serious problem	12	11	13	11	11	6	14	24	3	8	19	8	22	24	4	7	12	16	29	17
Very serious problem	13	8	10	17	18	12	11	19	16	11	9	14	10	22	7	17	9	13	12	27
SMWT/NOT A PROBLEM	**71**	**76**	**74**	**68**	**68**	**77**	**72**	**56**	**76**	**78**	**69**	**76**	**67**	**51**	**85**	**72**	**75**	**68**	**55**	**57**
Somewhat serious problem	27	30	26	32	22	27	27	28	28	26	30	23	42	22	27	26	35	18	19	39
Not a problem	45	47	48	36	46	51	45	28	48	52	39	53	25	29	58	45	40	51	36	18
DK/NA	**3**	**5**	**3**	**4**	**3**	**4**	**3**	**2**	**6**	**3**	**4**	**2**	**0**	**3**	**4**	**4**	**3**	**2**	**4**	**0**
DK/NA	3	5	3	4	3	4	3	2	6	3	4	2	0	3	4	4	3	2	4	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 13: Q3E. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: The amount you have to pay in local taxes

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY SERIOUS	**25%**	**23%**	**27%**	**21%**	**30%**	**26%**	**23%**	**33%**	**31%**	**24%**	**24%**	**17%**	**26%**	**24%**	**25%**	**24%**	**28%**	**25%**
Extremely serious problem	12	13	11	12	11	12	10	13	20	10	13	10	12	8	13	7	16	16
Very serious problem	13	10	16	9	18	14	13	19	11	14	11	6	14	16	12	17	12	9
SMWT/NOT A PROBLEM	**71**	**77**	**70**	**74**	**68**	**71**	**74**	**65**	**61**	**71**	**68**	**82**	**73**	**74**	**73**	**71**	**70**	**69**
Somewhat serious problem	27	27	30	27	25	26	30	19	28	23	18	39	30	29	26	26	28	26
Not a problem	45	50	39	47	42	45	44	47	33	47	50	43	43	46	47	46	42	42
DK/NA	**3**	**0**	**4**	**5**	**2**	**3**	**4**	**2**	**8**	**5**	**9**	**2**	**1**	**2**	**3**	**5**	**2**	**6**
DK/NA	3	0	4	5	2	3	4	2	8	5	9	2	1	2	3	5	2	6

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY SERIOUS	**25%**	**25%**	**24%**	**23%**	**23%**	**20%**	**21%**	**13%**	**45%**	**26%**	**25%**	**26%**	**27%**	**26%**	**19%**	**18%**	**38%**	**58%**	**27%**	**23%**
Extremely serious problem	12	12	11	11	11	10	10	7	24	11	10	11	11	11	5	9	16	36	17	9
Very serious problem	13	14	13	12	11	10	10	6	22	14	15	15	16	15	14	9	21	21	9	15
SMWT/NOT A PROBLEM	**71**	**72**	**73**	**74**	**75**	**78**	**76**	**84**	**51**	**71**	**70**	**69**	**70**	**70**	**76**	**81**	**57**	**42**	**71**	**73**
Somewhat serious problem	27	27	28	27	27	28	24	26	28	27	23	25	23	26	20	34	24	27	24	35
Not a problem	45	45	46	47	48	50	52	58	23	44	47	44	47	44	56	47	33	15	47	38
DK/NA	**3**	**3**	**3**	**3**	**2**	**2**	**3**	**3**	**4**	**4**	**5**	**5**	**4**	**4**	**5**	**1**	**5**	**0**	**3**	**4**
DK/NA	3	3	3	3	2	2	3	3	4	4	5	5	4	4	5	1	5	0	3	4

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 14: Q3F. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Overcrowding in the County

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY SERIOUS	**20%**	**21%**	**20%**	**13%**	**42%**	**18%**	**18%**	**19%**	**19%**	**40%**	**18%**	**29%**	**23%**	**20%**	**20%**	**29%**	**18%**	**20%**	**24%**	**23%**
Extremely serious problem	10	10	9	5	23	7	8	11	7	23	10	15	8	10	7	15	13	9	14	14
Very serious problem	11	11	11	7	19	11	10	8	12	17	9	14	15	10	12	14	5	11	10	9
SMWT/NOT A PROBLEM	**77**	**75**	**78**	**86**	**56**	**75**	**81**	**81**	**81**	**49**	**81**	**65**	**72**	**79**	**78**	**71**	**78**	**79**	**74**	**49**
Somewhat serious problem	33	27	37	38	22	34	36	35	42	10	36	27	30	34	37	15	24	35	19	17
Not a problem	44	48	42	48	34	42	45	46	39	38	45	39	42	45	41	56	54	43	55	32
DK/NA	**2**	**3**	**2**	**1**	**2**	**7**	**1**	**1**	**0**	**11**	**1**	**5**	**5**	**1**	**2**	**0**	**5**	**1**	**2**	**28**
DK/NA	2	3	2	1	2	7	1	1	0	11	1	5	5	1	2	0	5	1	2	28

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY SERIOUS	**20%**	**19%**	**23%**	**14%**	**0%**	**21%**	**10%**	**25%**	**24%**	**16%**	**15%**	**28%**	**17%**	**21%**	**32%**	**18%**	**17%**	**19%**	**24%**	**17%**
Extremely serious problem	10	8	11	8	0	9	6	18	12	3	9	16	9	10	21	10	7	4	14	6
Very serious problem	11	11	12	6	0	11	4	8	12	13	6	11	8	12	11	9	10	14	10	12
SMWT/NOT A PROBLEM	**77**	**77**	**77**	**86**	**87**	**77**	**86**	**68**	**75**	**81**	**82**	**69**	**82**	**76**	**68**	**78**	**82**	**77**	**74**	**80**
Somewhat serious problem	33	35	32	25	17	34	22	33	31	29	42	38	34	34	25	42	31	35	35	33
Not a problem	44	42	46	61	70	43	64	34	44	53	40	31	49	42	43	36	51	43	39	47
DK/NA	**2**	**3**	**0**	**0**	**13**	**2**	**4**	**7**	**1**	**2**	**3**	**3**	**1**	**3**	**0**	**3**	**1**	**4**	**2**	**2**
DK/NA	2	3	0	0	13	2	4	7	1	2	3	3	1	3	0	3	1	4	2	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 14: Q3F. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Overcrowding in the County

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE												
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY SERIOUS	**20%**	**20%**	**20%**	**20%**	**27%**	**18%**	**14%**	**12%**	**15%**	**26%**	**18%**	**18%**	**22%**	**16%**	**24%**	**27%**	**18%**	**21%**	**19%**	**21%**	**23%**	**19%**
Extremely serious problem	10	9	9	10	16	7	7	5	9	10	8	5	16	11	13	9	9	7	10	10	11	8
Very serious problem	11	11	11	11	11	11	8	7	6	15	10	14	6	4	11	19	8	14	10	12	12	11
SMWT/NOT A PROBLEM	**77**	**78**	**79**	**77**	**71**	**81**	**84**	**85**	**83**	**72**	**82**	**80**	**74**	**81**	**76**	**70**	**80**	**75**	**79**	**77**	**75**	**78**
Somewhat serious problem	33	23	38	22	33	36	40	31	33	34	26	24	42	30	31	34	39	38	31	35	32	39
Not a problem	44	55	41	55	38	45	44	54	51	38	55	56	32	51	46	37	41	38	48	41	43	39
DK/NA	**2**	**2**	**2**	**3**	**2**	**1**	**2**	**2**	**2**	**3**	**0**	**2**	**4**	**3**	**0**	**2**	**2**	**3**	**2**	**2**	**2**	**3**
DK/NA	2	2	2	3	2	1	2	2	2	3	0	2	4	3	0	2	2	3	2	2	2	3

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY SERIOUS	**20%**	**16%**	**14%**	**23%**	**27%**	**19%**	**21%**	**23%**	**15%**	**22%**	**23%**	**18%**	**27%**	**21%**	**14%**	**23%**	**16%**	**26%**	**15%**	**33%**
Extremely serious problem	10	11	7	8	12	8	10	13	8	8	12	8	9	14	8	8	11	9	7	20
Very serious problem	11	5	7	15	15	11	11	10	7	14	11	10	18	7	5	15	6	17	9	12
SMWT/NOT A PROBLEM	**77**	**81**	**85**	**76**	**69**	**77**	**78**	**76**	**81**	**75**	**77**	**80**	**73**	**77**	**84**	**73**	**84**	**72**	**83**	**67**
Somewhat serious problem	33	28	36	33	35	32	39	28	31	34	32	48	27	28	35	30	37	41	22	35
Not a problem	44	53	49	43	34	45	39	48	51	42	45	31	46	49	48	43	46	31	61	32
DK/NA	**2**	**3**	**1**	**1**	**4**	**3**	**1**	**1**	**4**	**3**	**0**	**2**	**0**	**1**	**3**	**4**	**0**	**2**	**2**	**0**
DK/NA	2	3	1	1	4	3	1	1	4	3	0	2	0	1	3	4	0	2	2	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 14: Q3F. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Overcrowding in the County

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY SERIOUS	**20%**	**13%**	**20%**	**15%**	**28%**	**20%**	**21%**	**24%**	**22%**	**16%**	**18%**	**15%**	**25%**	**23%**	**24%**	**12%**	**25%**	**15%**
Extremely serious problem	10	11	7	7	12	11	6	16	14	7	11	3	11	6	14	9	12	5
Very serious problem	11	2	13	8	16	10	14	9	9	9	7	12	13	17	10	3	13	10
SMWT/NOT A PROBLEM	**77**	**84**	**80**	**84**	**69**	**78**	**77**	**76**	**78**	**80**	**82**	**83**	**73**	**73**	**74**	**86**	**73**	**81**
Somewhat serious problem	33	29	37	35	32	35	30	38	21	34	21	38	34	30	37	34	30	36
Not a problem	44	55	43	49	36	43	47	38	57	46	61	45	40	44	37	53	43	45
DK/NA	**2**	**3**	**0**	**1**	**4**	**2**	**3**	**0**	**0**	**4**	**0**	**2**	**2**	**3**	**1**	**1**	**1**	**4**
DK/NA	2	3	0	1	4	2	3	0	0	4	0	2	2	3	1	1	1	4

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY SERIOUS	**20%**	**21%**	**19%**	**18%**	**18%**	**17%**	**16%**	**18%**	**26%**	**20%**	**24%**	**25%**	**21%**	**22%**	**24%**	**17%**	**34%**	**19%**	**17%**	**17%**
Extremely serious problem	10	9	8	7	7	7	7	10	14	9	8	9	9	10	10	7	20	13	8	7
Very serious problem	11	11	11	11	11	10	10	8	12	12	16	16	13	12	13	10	14	6	9	10
SMWT/NOT A PROBLEM	**77**	**77**	**78**	**79**	**79**	**80**	**81**	**81**	**71**	**77**	**73**	**70**	**77**	**75**	**72**	**81**	**66**	**78**	**81**	**82**
Somewhat serious problem	33	33	35	37	38	40	42	37	23	34	33	30	34	34	28	41	28	30	41	31
Not a problem	44	44	43	42	42	41	39	45	47	43	39	41	43	41	44	40	38	48	40	51
DK/NA	**2**	**2**	**2**	**3**	**2**	**2**	**3**	**1**	**3**	**2**	**3**	**5**	**2**	**3**	**5**	**2**	**0**	**3**	**1**	**1**
DK/NA	2	2	2	3	2	2	3	1	3	2	3	5	2	3	5	2	0	3	1	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 15: Q3G. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: A lack of housing working families can afford

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY SERIOUS	**71%**	**77%**	**68%**	**70%**	**70%**	**74%**	**75%**	**74%**	**40%**	**50%**	**75%**	**45%**	**69%**	**75%**	**71%**	**58%**	**39%**	**74%**	**50%**	**56%**
Extremely serious problem	44	55	38	44	45	43	44	48	20	24	46	22	45	45	46	36	17	45	28	46
Very serious problem	27	22	30	27	26	30	31	26	20	26	29	23	24	30	25	21	22	28	22	10
SMWT/NOT A PROBLEM	**28**	**22**	**31**	**29**	**27**	**25**	**24**	**26**	**60**	**44**	**25**	**52**	**27**	**23**	**28**	**38**	**61**	**25**	**48**	**35**
Somewhat serious problem	21	19	22	22	17	20	18	23	47	5	20	27	20	19	21	30	21	20	26	25
Not a problem	7	3	9	6	10	5	6	3	12	38	5	25	7	4	7	8	40	5	22	11
DK/NA	**1**	**1**	**2**	**1**	**2**	**1**	**1**	**0**	**0**	**6**	**0**	**3**	**4**	**1**	**1**	**4**	**0**	**1**	**2**	**8**
DK/NA	1	1	2	1	2	1	1	0	0	6	0	3	4	1	1	4	0	1	2	8

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY SERIOUS	**71%**	**78%**	**65%**	**34%**	**59%**	**73%**	**42%**	**58%**	**76%**	**75%**	**69%**	**60%**	**78%**	**69%**	**71%**	**65%**	**72%**	**78%**	**67%**	**74%**
Extremely serious problem	44	48	41	19	29	45	22	37	48	48	38	37	51	42	37	45	47	47	42	47
Very serious problem	27	30	24	16	30	28	20	21	28	26	31	23	28	27	34	20	25	30	26	27
SMWT/NOT A PROBLEM	**28**	**21**	**33**	**66**	**41**	**26**	**58**	**42**	**23**	**25**	**28**	**39**	**22**	**29**	**28**	**34**	**26**	**21**	**32**	**24**
Somewhat serious problem	21	17	25	31	13	21	26	22	18	20	22	24	14	22	20	27	20	14	24	18
Not a problem	7	4	7	34	27	5	32	20	5	5	5	15	7	7	8	8	6	7	8	6
DK/NA	**1**	**1**	**2**	**0**	**0**	**2**	**0**	**0**	**1**	**1**	**3**	**1**	**0**	**2**	**1**	**1**	**2**	**1**	**1**	**2**
DK/NA	1	1	2	0	0	2	0	0	1	1	3	1	0	2	1	1	2	1	1	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 15: Q3G. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: A lack of housing working families can afford

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY SERIOUS	**71%**	**77%**	**70%**	**76%**	**76%**	**71%**	**75%**	**72%**	**65%**	**76%**	**68%**	**79%**	**72%**	**81%**	**68%**	**71%**	**70%**	**63%**	**73%**	**70%**	**72%**	**67%**
Extremely serious problem	44	39	44	42	51	44	40	41	38	50	44	48	43	53	44	46	47	29	45	43	47	39
Very serious problem	27	38	26	35	24	26	35	31	28	26	23	31	29	28	24	25	23	35	27	27	26	28
SMWT/NOT A PROBLEM	**28**	**23**	**29**	**24**	**22**	**28**	**25**	**28**	**33**	**23**	**32**	**19**	**28**	**19**	**32**	**29**	**28**	**32**	**26**	**29**	**28**	**29**
Somewhat serious problem	21	18	21	19	14	22	19	21	25	17	28	11	19	19	27	22	20	21	19	22	23	21
Not a problem	7	5	8	5	8	6	5	6	9	5	5	8	9	0	5	7	7	11	7	7	5	9
DK/NA	**1**	**0**	**1**	**0**	**2**	**1**	**0**	**0**	**1**	**1**	**0**	**2**	**0**	**0**	**0**	**0**	**2**	**5**	**1**	**2**	**0**	**4**
DK/NA	1	0	1	0	2	1	0	0	1	1	0	2	0	0	0	0	2	5	1	2	0	4

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY SERIOUS	**71%**	**70%**	**62%**	**75%**	**76%**	**75%**	**74%**	**55%**	**76%**	**75%**	**75%**	**72%**	**58%**	**55%**	**71%**	**79%**	**72%**	**75%**	**46%**	**68%**
Extremely serious problem	44	37	38	53	47	47	50	28	46	47	54	45	20	31	39	53	49	50	20	38
Very serious problem	27	34	24	22	29	28	24	28	29	28	21	27	37	24	32	26	23	25	25	30
SMWT/NOT A PROBLEM	**28**	**30**	**36**	**23**	**22**	**24**	**26**	**40**	**24**	**24**	**25**	**26**	**37**	**41**	**28**	**21**	**28**	**23**	**51**	**26**
Somewhat serious problem	21	20	28	19	16	19	20	26	18	20	19	21	24	27	23	17	21	18	32	18
Not a problem	7	10	8	5	6	5	6	14	6	4	7	5	13	14	5	5	6	5	18	8
DK/NA	**1**	**0**	**2**	**2**	**1**	**0**	**1**	**5**	**0**	**1**	**0**	**2**	**6**	**4**	**1**	**0**	**0**	**2**	**4**	**6**
DK/NA	1	0	2	2	1	0	1	5	0	1	0	2	6	4	1	0	0	2	4	6

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 15: Q3G. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: A lack of housing working families can afford

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY SERIOUS	**71%**	**69%**	**86%**	**65%**	**73%**	**72%**	**69%**	**67%**	**82%**	**69%**	**75%**	**64%**	**73%**	**64%**	**70%**	**79%**	**70%**	**75%**
Extremely serious problem	44	40	60	37	47	44	43	41	47	46	65	32	44	35	43	51	46	45
Very serious problem	27	30	26	28	26	27	26	26	35	23	10	32	30	28	26	27	23	30
SMWT/NOT A PROBLEM	**28**	**31**	**14**	**33**	**25**	**27**	**29**	**33**	**18**	**28**	**25**	**36**	**25**	**35**	**30**	**19**	**28**	**24**
Somewhat serious problem	21	23	7	24	20	21	21	25	11	21	17	26	20	29	22	15	19	17
Not a problem	7	8	7	8	5	6	8	8	7	7	9	9	6	6	8	4	8	7
DK/NA	**1**	**0**	**0**	**2**	**2**	**1**	**1**	**0**	**0**	**3**	**0**	**0**	**1**	**1**	**0**	**2**	**3**	**1**
DK/NA	1	0	0	2	2	1	1	0	0	3	0	0	1	1	0	2	3	1

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY SERIOUS	**71%**	**71%**	**69%**	**69%**	**69%**	**70%**	**70%**	**76%**	**49%**	**73%**	**68%**	**68%**	**72%**	**72%**	**86%**	**66%**	**42%**	**43%**	**74%**	**70%**
Extremely serious problem	44	44	42	41	40	40	41	44	28	47	41	42	45	45	55	43	18	17	52	40
Very serious problem	27	27	27	28	29	30	29	32	22	26	27	26	27	27	31	23	24	26	22	30
SMWT/NOT A PROBLEM	**28**	**28**	**30**	**30**	**29**	**28**	**29**	**24**	**47**	**25**	**29**	**28**	**26**	**25**	**14**	**33**	**45**	**57**	**25**	**30**
Somewhat serious problem	21	21	22	22	21	21	22	19	27	20	21	21	20	18	11	30	31	38	19	20
Not a problem	7	7	8	8	8	7	7	5	20	5	8	7	6	7	3	3	14	19	6	10
DK/NA	**1**	**1**	**2**	**2**	**2**	**1**	**1**	**0**	**3**	**2**	**3**	**4**	**2**	**3**	**0**	**1**	**13**	**0**	**1**	**0**
DK/NA	1	1	2	2	2	1	1	0	3	2	3	4	2	3	0	1	13	0	1	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 16: Q3H. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Waste and inefficiency in County government

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY SERIOUS	**29%**	**32%**	**26%**	**19%**	**60%**	**28%**	**24%**	**34%**	**66%**	**100%**	**28%**	**74%**	**20%**	**22%**	**36%**	**26%**	**63%**	**28%**	**40%**	**40%**
Extremely serious problem	15	16	15	8	41	8	9	19	46	62	13	50	13	11	19	21	34	14	26	30
Very serious problem	13	16	11	10	19	20	15	15	20	38	15	24	7	11	17	5	29	14	14	10
SMWT/NOT A PROBLEM	**56**	**53**	**57**	**64**	**34**	**48**	**63**	**58**	**34**	**0**	**61**	**26**	**51**	**59**	**56**	**48**	**27**	**58**	**40**	**19**
Somewhat serious problem	34	31	36	37	25	34	40	32	30	0	36	23	30	33	37	38	20	34	32	19
Not a problem	22	23	21	28	9	14	23	26	4	0	24	3	20	27	19	10	6	24	8	0
DK/NA	**16**	**14**	**16**	**17**	**5**	**24**	**13**	**9**	**0**	**0**	**11**	**0**	**29**	**18**	**9**	**26**	**10**	**14**	**20**	**41**
DK/NA	16	14	16	17	5	24	13	9	0	0	11	0	29	18	9	26	10	14	20	41

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY SERIOUS	**29%**	**23%**	**33%**	**49%**	**75%**	**27%**	**63%**	**47%**	**27%**	**27%**	**29%**	**36%**	**35%**	**27%**	**35%**	**38%**	**24%**	**19%**	**37%**	**22%**
Extremely serious problem	15	10	20	17	42	14	31	47	15	15	15	16	20	14	19	19	9	15	19	11
Very serious problem	13	12	14	32	33	13	32	0	12	13	14	20	15	13	16	19	15	4	18	10
SMWT/NOT A PROBLEM	**56**	**61**	**52**	**51**	**25**	**58**	**37**	**0**	**57**	**57**	**57**	**44**	**54**	**57**	**47**	**51**	**61**	**64**	**49**	**62**
Somewhat serious problem	34	34	36	35	16	35	24	0	36	35	35	26	39	33	25	31	37	44	29	39
Not a problem	22	27	16	16	9	23	12	0	21	23	22	19	15	24	22	19	25	20	20	23
DK/NA	**16**	**16**	**14**	**0**	**0**	**15**	**0**	**53**	**15**	**16**	**14**	**19**	**11**	**17**	**18**	**11**	**15**	**18**	**14**	**16**
DK/NA	16	16	14	0	0	15	0	53	15	16	14	19	11	17	18	11	15	18	14	16

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 16: Q3H. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Waste and inefficiency in County government

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY SERIOUS	**29%**	**22%**	**28%**	**24%**	**25%**	**34%**	**33%**	**28%**	**32%**	**26%**	**25%**	**32%**	**24%**	**32%**	**45%**	**29%**	**27%**	**22%**	**27%**	**30%**	**36%**	**25%**
Extremely serious problem	15	10	15	13	12	16	15	18	18	13	9	17	7	18	36	14	12	16	11	18	23	14
Very serious problem	13	12	13	11	13	18	18	10	14	13	15	15	17	15	8	15	15	6	16	12	12	11
SMWT/NOT A PROBLEM	**56**	**62**	**56**	**62**	**59**	**55**	**57**	**55**	**60**	**52**	**66**	**51**	**70**	**40**	**42**	**47**	**57**	**61**	**62**	**51**	**43**	**59**
Somewhat serious problem	34	30	36	28	31	33	38	38	35	33	27	34	46	24	37	29	37	31	35	33	31	35
Not a problem	22	33	19	34	28	21	19	17	25	19	39	17	24	15	5	17	20	30	27	19	13	24
DK/NA	**16**	**16**	**16**	**14**	**16**	**12**	**10**	**17**	**9**	**22**	**9**	**17**	**7**	**28**	**13**	**24**	**16**	**17**	**11**	**19**	**21**	**16**
DK/NA	16	16	16	14	16	12	10	17	9	22	9	17	7	28	13	24	16	17	11	19	21	16

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY SERIOUS	**29%**	**26%**	**38%**	**29%**	**25%**	**21%**	**30%**	**47%**	**24%**	**20%**	**27%**	**34%**	**39%**	**50%**	**22%**	**21%**	**31%**	**29%**	**58%**	**38%**
Extremely serious problem	15	12	25	10	14	10	14	32	9	10	10	20	20	37	10	9	15	13	43	23
Very serious problem	13	14	13	19	11	12	16	15	14	10	17	14	19	13	11	12	16	15	15	15
SMWT/NOT A PROBLEM	**56**	**66**	**53**	**56**	**50**	**58**	**57**	**47**	**63**	**55**	**64**	**49**	**55**	**44**	**69**	**50**	**58**	**56**	**40**	**52**
Somewhat serious problem	34	37	33	33	32	32	38	32	33	32	37	39	39	29	36	29	39	37	26	37
Not a problem	22	29	20	23	18	26	19	15	30	24	27	10	15	14	33	21	19	20	14	15
DK/NA	**16**	**8**	**9**	**15**	**25**	**20**	**13**	**6**	**14**	**25**	**9**	**17**	**6**	**6**	**9**	**29**	**11**	**15**	**2**	**10**
DK/NA	16	8	9	15	25	20	13	6	14	25	9	17	6	6	9	29	11	15	2	10

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 16: Q3H. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Waste and inefficiency in County government

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY SERIOUS	**29%**	**31%**	**39%**	**32%**	**22%**	**29%**	**27%**	**25%**	**24%**	**26%**	**37%**	**36%**	**31%**	**23%**	**30%**	**28%**	**32%**	**31%**
Extremely serious problem	15	24	16	16	12	15	16	7	11	15	19	26	17	11	17	16	19	15
Very serious problem	13	7	22	16	11	14	12	18	13	12	18	10	14	12	13	13	13	17
SMWT/NOT A PROBLEM	**56**	**63**	**45**	**59**	**54**	**56**	**55**	**67**	**62**	**53**	**53**	**52**	**54**	**59**	**61**	**54**	**55**	**48**
Somewhat serious problem	34	51	28	30	35	35	31	44	46	32	26	24	33	29	38	42	31	31
Not a problem	22	12	17	29	19	21	24	23	16	21	27	28	21	30	23	12	24	17
DK/NA	**16**	**6**	**16**	**9**	**24**	**15**	**18**	**8**	**14**	**21**	**10**	**12**	**15**	**18**	**9**	**18**	**13**	**21**
DK/NA	16	6	16	9	24	15	18	8	14	21	10	12	15	18	9	18	13	21

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY SERIOUS	**29%**	**29%**	**30%**	**28%**	**28%**	**29%**	**28%**	**19%**	**50%**	**28%**	**27%**	**26%**	**27%**	**27%**	**20%**	**23%**	**42%**	**47%**	**27%**	**35%**
Extremely serious problem	15	16	16	15	13	14	13	6	33	15	17	18	17	18	8	12	35	25	10	22
Very serious problem	13	13	13	14	15	15	15	13	16	13	9	8	11	9	13	11	7	21	17	13
SMWT/NOT A PROBLEM	**56**	**55**	**54**	**55**	**56**	**54**	**53**	**65**	**37**	**56**	**50**	**50**	**53**	**54**	**57**	**57**	**53**	**41**	**55**	**58**
Somewhat serious problem	34	33	34	35	34	34	31	39	28	33	29	30	28	30	26	39	43	20	33	40
Not a problem	22	22	21	20	21	21	22	26	9	23	21	20	25	24	31	18	10	22	22	18
DK/NA	**16**	**16**	**16**	**16**	**17**	**17**	**19**	**16**	**13**	**16**	**24**	**24**	**20**	**19**	**23**	**19**	**5**	**12**	**17**	**7**
DK/NA	16	16	16	16	17	17	19	16	13	16	24	24	20	19	23	19	5	12	17	7

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 17: Q3I. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Loss of farmland

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY SERIOUS	**27%**	**19%**	**33%**	**21%**	**40%**	**35%**	**39%**	**22%**	**32%**	**63%**	**31%**	**39%**	**15%**	**34%**	**14%**	**41%**	**39%**	**26%**	**40%**	**7%**
Extremely serious problem	9	9	10	7	18	7	15	7	13	43	11	20	4	12	6	10	8	10	9	0
Very serious problem	18	10	23	14	22	28	24	16	19	20	20	19	11	23	8	31	31	17	31	7
SMWT/NOT A PROBLEM	**64**	**73**	**58**	**70**	**50**	**52**	**55**	**70**	**68**	**37**	**62**	**61**	**68**	**56**	**76**	**54**	**50**	**64**	**52**	**75**
Somewhat serious problem	36	39	34	39	29	37	35	44	25	37	39	28	31	34	43	33	25	37	30	11
Not a problem	28	34	23	32	22	15	20	26	43	0	23	33	37	23	33	21	26	27	22	64
DK/NA	**9**	**9**	**10**	**8**	**10**	**13**	**6**	**8**	**0**	**0**	**7**	**0**	**17**	**9**	**9**	**6**	**10**	**9**	**7**	**18**
DK/NA	9	9	10	8	10	13	6	8	0	0	7	0	17	9	9	6	10	9	7	18

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY SERIOUS	**27%**	**32%**	**18%**	**27%**	**33%**	**27%**	**31%**	**40%**	**25%**	**23%**	**29%**	**34%**	**17%**	**30%**	**32%**	**29%**	**20%**	**30%**	**30%**	**24%**
Extremely serious problem	9	9	9	0	10	9	6	32	9	8	12	6	3	11	11	11	4	11	11	7
Very serious problem	18	23	10	27	23	17	25	9	16	15	17	28	14	19	20	19	16	19	19	17
SMWT/NOT A PROBLEM	**64**	**59**	**71**	**73**	**67**	**64**	**69**	**36**	**65**	**68**	**65**	**50**	**72**	**61**	**56**	**63**	**72**	**60**	**61**	**68**
Somewhat serious problem	36	34	41	16	39	37	29	15	37	40	40	20	44	34	28	40	42	33	36	38
Not a problem	28	25	31	57	28	27	41	21	28	27	25	30	27	27	28	23	30	28	25	29
DK/NA	**9**	**9**	**10**	**0**	**0**	**9**	**0**	**23**	**10**	**9**	**6**	**16**	**11**	**9**	**12**	**8**	**8**	**10**	**9**	**9**
DK/NA	9	9	10	0	0	9	0	23	10	9	6	16	11	9	12	8	8	10	9	9

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 17: Q3I. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Loss of farmland

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY SERIOUS	**27%**	**32%**	**24%**	**34%**	**33%**	**23%**	**26%**	**13%**	**27%**	**27%**	**26%**	**27%**	**4%**	**22%**	**41%**	**36%**	**27%**	**36%**	**19%**	**32%**	**34%**	**31%**
Extremely serious problem	9	9	8	9	9	8	11	5	11	8	6	10	3	12	16	11	9	11	6	12	13	10
Very serious problem	18	23	16	25	24	15	16	8	16	19	20	17	2	10	24	26	17	24	13	21	21	20
SMWT/NOT A PROBLEM	**64**	**52**	**67**	**53**	**56**	**68**	**70**	**77**	**68**	**60**	**64**	**63**	**90**	**63**	**47**	**52**	**69**	**54**	**72**	**58**	**53**	**62**
Somewhat serious problem	36	23	40	21	33	37	51	38	35	37	43	32	49	37	33	23	44	24	41	33	30	35
Not a problem	28	29	27	32	23	31	19	39	33	23	21	31	41	26	14	29	25	30	31	25	23	27
DK/NA	**9**	**16**	**9**	**13**	**11**	**9**	**4**	**10**	**5**	**13**	**10**	**10**	**5**	**15**	**12**	**12**	**5**	**10**	**8**	**10**	**13**	**7**
DK/NA	9	16	9	13	11	9	4	10	5	13	10	10	5	15	12	12	5	10	8	10	13	7

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY SERIOUS	**27%**	**20%**	**34%**	**19%**	**31%**	**30%**	**20%**	**27%**	**20%**	**37%**	**17%**	**24%**	**24%**	**29%**	**27%**	**33%**	**22%**	**17%**	**36%**	**20%**
Extremely serious problem	9	6	16	6	9	10	4	15	6	12	2	7	20	14	9	10	7	0	23	9
Very serious problem	18	14	18	13	22	21	16	12	15	25	15	17	4	15	18	23	15	17	13	11
SMWT/NOT A PROBLEM	**64**	**75**	**61**	**68**	**56**	**58**	**75**	**64**	**66**	**52**	**81**	**69**	**71**	**62**	**68**	**50**	**76**	**74**	**55**	**72**
Somewhat serious problem	36	38	32	46	33	30	47	38	40	24	46	47	35	39	30	31	45	49	32	43
Not a problem	28	37	28	21	23	28	28	26	27	28	35	21	36	22	38	19	31	25	23	29
DK/NA	**9**	**5**	**5**	**14**	**13**	**12**	**5**	**8**	**13**	**11**	**3**	**8**	**5**	**10**	**5**	**17**	**2**	**8**	**9**	**8**
DK/NA	9	5	5	14	13	12	5	8	13	11	3	8	5	10	5	17	2	8	9	8

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 17: Q3I. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Loss of farmland

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY SERIOUS	**27%**	**18%**	**16%**	**30%**	**30%**	**26%**	**29%**	**31%**	**23%**	**21%**	**15%**	**34%**	**33%**	**25%**	**30%**	**28%**	**24%**	**27%**
Extremely serious problem	9	4	3	13	9	9	10	5	6	5	10	15	15	11	11	6	7	11
Very serious problem	18	14	14	16	21	17	19	26	17	16	5	19	18	14	19	22	17	17
SMWT/NOT A PROBLEM	**64**	**79**	**65**	**64**	**58**	**64**	**63**	**67**	**67**	**66**	**85**	**55**	**58**	**65**	**62**	**62**	**70**	**59**
Somewhat serious problem	36	45	43	33	36	37	36	46	42	36	38	37	31	32	42	42	39	27
Not a problem	28	34	22	32	22	28	27	20	24	30	47	18	27	33	20	20	31	33
DK/NA	**9**	**3**	**19**	**6**	**11**	**10**	**8**	**2**	**11**	**13**	**0**	**11**	**8**	**10**	**7**	**10**	**6**	**14**
DK/NA	9	3	19	6	11	10	8	2	11	13	0	11	8	10	7	10	6	14

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY SERIOUS	**27%**	**27%**	**27%**	**27%**	**28%**	**30%**	**32%**	**42%**	**41%**	**19%**	**17%**	**19%**	**20%**	**20%**	**27%**	**37%**	**30%**	**37%**	**17%**	**24%**
Extremely serious problem	9	10	9	8	7	9	10	14	16	6	8	8	7	6	12	10	15	23	2	7
Very serious problem	18	18	17	19	20	21	21	28	25	12	10	11	14	14	15	28	15	14	15	17
SMWT/NOT A PROBLEM	**64**	**64**	**64**	**64**	**63**	**60**	**58**	**51**	**55**	**70**	**68**	**67**	**68**	**67**	**62**	**49**	**63**	**57**	**77**	**68**
Somewhat serious problem	36	36	37	37	35	35	29	37	30	37	30	31	33	34	29	35	46	24	46	38
Not a problem	28	28	28	27	28	25	29	14	25	33	37	36	35	32	33	15	17	33	30	30
DK/NA	**9**	**9**	**9**	**9**	**9**	**10**	**10**	**7**	**5**	**11**	**15**	**14**	**12**	**13**	**11**	**13**	**7**	**6**	**6**	**9**
DK/NA	9	9	9	9	9	10	10	7	5	11	15	14	12	13	11	13	7	6	6	9

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 18: Q3J. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Traffic and congestion

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY SERIOUS	**52%**	**47%**	**55%**	**44%**	**76%**	**51%**	**51%**	**59%**	**62%**	**81%**	**55%**	**66%**	**41%**	**50%**	**51%**	**62%**	**66%**	**50%**	**64%**	**59%**
Extremely serious problem	22	19	24	18	40	14	20	28	18	43	24	24	17	18	25	29	17	21	25	36
Very serious problem	30	28	31	26	36	37	31	31	44	38	31	42	24	31	26	34	49	29	39	22
SMWT/NOT A PROBLEM	**48**	**53**	**45**	**56**	**24**	**47**	**49**	**41**	**38**	**19**	**45**	**34**	**57**	**50**	**48**	**38**	**34**	**49**	**36**	**41**
Somewhat serious problem	32	38	27	38	17	25	27	31	34	19	29	31	38	29	36	28	34	32	30	28
Not a problem	16	15	17	18	7	22	21	10	4	0	16	3	19	20	12	10	0	17	6	14
DK/NA	**0**	**1**	**0**	**0**	**0**	**2**	**0**	**0**	**0**	**0**	**0**	**0**	**2**	**0**	**1**	**0**	**0**	**1**	**0**	**0**
DK/NA	0	1	0	0	0	2	0	0	0	0	0	0	2	0	1	0	0	1	0	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY SERIOUS	**52%**	**49%**	**54%**	**45%**	**80%**	**51%**	**65%**	**50%**	**55%**	**44%**	**60%**	**47%**	**54%**	**51%**	**58%**	**67%**	**42%**	**41%**	**64%**	**41%**
Extremely serious problem	22	22	20	27	47	21	38	20	21	17	30	20	24	21	35	25	16	14	29	15
Very serious problem	30	27	33	18	33	30	27	30	34	27	30	27	30	30	23	42	26	27	35	26
SMWT/NOT A PROBLEM	**48**	**51**	**46**	**55**	**20**	**49**	**35**	**36**	**45**	**56**	**40**	**51**	**46**	**49**	**42**	**33**	**58**	**58**	**36**	**58**
Somewhat serious problem	32	32	32	39	20	32	28	26	24	42	29	31	33	31	19	22	40	43	21	41
Not a problem	16	19	13	16	0	17	7	11	21	14	10	20	13	17	23	11	18	15	15	17
DK/NA	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**13**	**1**	**0**	**0**	**2**	**1**	**0**	**0**	**0**	**0**	**1**	**0**	**0**
DK/NA	0	0	1	0	0	0	0	13	1	0	0	2	1	0	0	0	0	1	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 18: Q3J. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Traffic and congestion

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY SERIOUS	**52%**	**50%**	**52%**	**53%**	**53%**	**59%**	**49%**	**37%**	**49%**	**54%**	**49%**	**52%**	**36%**	**59%**	**67%**	**49%**	**60%**	**45%**	**46%**	**56%**	**58%**	**53%**
Extremely serious problem	22	27	21	26	21	27	17	15	21	22	14	23	16	30	36	20	23	20	18	25	28	21
Very serious problem	30	23	31	26	32	32	32	23	28	31	35	28	20	29	31	30	38	25	28	31	30	32
SMWT/NOT A PROBLEM	**48**	**50**	**48**	**47**	**47**	**41**	**51**	**61**	**50**	**46**	**51**	**48**	**62**	**41**	**33**	**51**	**40**	**53**	**54**	**44**	**42**	**46**
Somewhat serious problem	32	25	33	24	27	27	44	41	33	30	26	36	40	20	18	37	31	39	34	30	26	35
Not a problem	16	26	15	23	20	14	7	21	17	16	25	13	22	21	14	14	8	15	20	14	16	11
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**2**	**0**	**0**	**0**	**0**	**2**	**1**	**0**	**0**	**1**
DK/NA	0	0	0	0	0	0	0	1	0	0	0	0	2	0	0	0	0	2	1	0	0	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY SERIOUS	**52%**	**43%**	**56%**	**49%**	**56%**	**48%**	**55%**	**56%**	**41%**	**53%**	**55%**	**55%**	**37%**	**64%**	**42%**	**53%**	**56%**	**53%**	**57%**	**55%**
Extremely serious problem	22	17	25	18	24	21	21	26	19	22	18	24	11	31	18	23	21	21	30	22
Very serious problem	30	26	31	31	31	27	34	31	22	30	36	31	26	32	24	30	35	33	28	33
SMWT/NOT A PROBLEM	**48**	**57**	**43**	**49**	**44**	**51**	**45**	**43**	**57**	**47**	**45**	**45**	**63**	**35**	**58**	**46**	**44**	**47**	**40**	**45**
Somewhat serious problem	32	34	33	34	29	33	30	32	34	31	27	33	48	25	36	30	31	29	31	33
Not a problem	16	23	10	15	16	19	15	11	23	16	18	13	15	9	22	16	14	18	9	12
DK/NA	**0**	**0**	**1**	**1**	**0**	**0**	**0**	**1**	**1**	**0**	**0**	**0**	**0**	**2**	**0**	**1**	**0**	**0**	**2**	**0**
DK/NA	0	0	1	1	0	0	0	1	1	0	0	0	0	2	0	1	0	0	2	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 18: Q3J. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Traffic and congestion

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY SERIOUS	**52%**	**51%**	**56%**	**49%**	**53%**	**52%**	**50%**	**54%**	**71%**	**47%**	**40%**	**48%**	**53%**	**46%**	**59%**	**57%**	**50%**	**47%**
Extremely serious problem	22	23	25	21	21	22	22	19	33	17	21	31	22	18	29	22	26	15
Very serious problem	30	28	31	28	32	30	28	35	39	29	19	17	30	28	30	35	24	33
SMWT/NOT A PROBLEM	**48**	**49**	**42**	**50**	**47**	**48**	**49**	**46**	**29**	**53**	**60**	**49**	**47**	**53**	**41**	**43**	**50**	**51**
Somewhat serious problem	32	33	33	33	30	34	26	33	24	33	56	35	28	34	23	33	36	33
Not a problem	16	15	10	17	17	13	23	13	5	20	4	14	19	20	18	10	14	18
DK/NA	**0**	**0**	**2**	**1**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**3**	**1**	**1**	**0**	**0**	**0**	**1**
DK/NA	0	0	2	1	0	0	1	0	0	0	0	3	1	1	0	0	0	1

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY SERIOUS	**52%**	**52%**	**52%**	**51%**	**50%**	**52%**	**54%**	**49%**	**65%**	**50%**	**42%**	**44%**	**48%**	**49%**	**47%**	**48%**	**63%**	**55%**	**53%**	**55%**
Extremely serious problem	22	22	23	21	19	21	22	19	29	22	18	17	18	20	19	27	33	16	19	23
Very serious problem	30	30	30	30	31	32	32	30	36	28	24	26	29	29	28	21	30	39	34	32
SMWT/NOT A PROBLEM	**48**	**48**	**47**	**48**	**49**	**47**	**45**	**51**	**35**	**49**	**56**	**56**	**51**	**50**	**52**	**52**	**37**	**45**	**47**	**44**
Somewhat serious problem	32	32	32	34	34	34	33	27	29	34	39	38	35	35	32	39	30	28	31	29
Not a problem	16	16	15	15	15	13	12	24	6	15	18	18	16	16	20	13	7	16	17	16
DK/NA	**0**	**0**	**1**	**1**	**1**	**0**	**1**	**0**	**0**	**1**	**2**	**1**	**1**	**1**	**1**	**0**	**0**	**0**	**0**	**1**
DK/NA	0	0	1	1	1	0	1	0	0	1	2	1	1	1	1	0	0	0	0	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 19: Q3K. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: The cost of housing

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY SERIOUS	**75%**	**74%**	**76%**	**72%**	**83%**	**81%**	**79%**	**79%**	**66%**	**81%**	**79%**	**69%**	**68%**	**77%**	**75%**	**64%**	**72%**	**76%**	**67%**	**83%**
Extremely serious problem	43	47	40	39	54	43	50	44	37	25	47	35	35	43	44	31	37	44	33	44
Very serious problem	33	27	36	33	29	37	29	35	29	56	32	35	33	33	31	33	35	32	34	39
SMWT/NOT A PROBLEM	**24**	**25**	**23**	**27**	**17**	**18**	**20**	**21**	**34**	**19**	**20**	**31**	**31**	**22**	**25**	**36**	**28**	**24**	**33**	**8**
Somewhat serious problem	19	20	18	23	11	14	17	16	17	0	17	14	25	19	19	32	10	19	24	8
Not a problem	5	5	5	5	7	4	3	5	17	19	4	17	6	4	7	4	18	5	9	0
DK/NA	**1**	**0**	**1**	**1**	**0**	**2**	**1**	**0**	**0**	**0**	**0**	**0**	**1**	**1**	**0**	**0**	**0**	**0**	**0**	**8**
DK/NA	1	0	1	1	0	2	1	0	0	0	0	0	1	1	0	0	0	0	0	8

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY SERIOUS	**75%**	**79%**	**70%**	**70%**	**91%**	**75%**	**82%**	**64%**	**72%**	**83%**	**78%**	**62%**	**74%**	**76%**	**82%**	**75%**	**76%**	**71%**	**77%**	**74%**
Extremely serious problem	43	43	42	70	45	43	56	32	44	43	48	30	50	41	42	44	46	37	43	42
Very serious problem	33	36	28	0	46	33	26	32	28	39	30	32	25	36	40	31	30	34	34	32
SMWT/NOT A PROBLEM	**24**	**20**	**30**	**30**	**9**	**24**	**18**	**36**	**27**	**17**	**22**	**36**	**26**	**23**	**18**	**25**	**23**	**28**	**22**	**25**
Somewhat serious problem	19	16	23	16	9	19	12	21	22	14	17	29	21	18	13	22	18	21	19	19
Not a problem	5	3	7	13	0	5	6	15	5	3	6	7	5	5	5	3	5	6	4	6
DK/NA	**1**	**1**	**0**	**0**	**0**	**1**	**0**	**0**	**1**	**1**	**0**	**2**	**0**	**1**	**0**	**1**	**1**	**1**	**0**	**1**
DK/NA	1	1	0	0	0	1	0	0	1	1	0	2	0	1	0	1	1	1	0	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 19: Q3K. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: The cost of housing

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY SERIOUS	**75%**	**85%**	**74%**	**86%**	**87%**	**72%**	**64%**	**63%**	**75%**	**76%**	**74%**	**85%**	**71%**	**68%**	**83%**	**77%**	**76%**	**68%**	**77%**	**74%**	**77%**	**72%**
Extremely serious problem	43	45	42	46	49	43	36	34	44	41	32	62	39	40	48	49	45	28	44	42	46	37
Very serious problem	33	40	31	39	38	28	28	29	31	34	41	23	32	28	35	28	31	40	32	33	30	35
SMWT/NOT A PROBLEM	**24**	**15**	**26**	**14**	**12**	**28**	**36**	**37**	**24**	**24**	**26**	**15**	**29**	**32**	**17**	**23**	**24**	**28**	**23**	**25**	**23**	**26**
Somewhat serious problem	19	12	20	12	10	24	32	26	18	20	21	15	20	29	14	17	21	16	19	19	20	19
Not a problem	5	3	6	2	2	4	4	11	6	4	6	0	9	3	3	6	3	12	5	5	4	7
DK/NA	**1**	**0**	**1**	**0**	**2**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**4**	**0**	**1**	**0**	**2**
DK/NA	1	0	1	0	2	0	0	0	1	0	0	0	0	0	0	0	0	4	0	1	0	2

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY SERIOUS	**75%**	**78%**	**73%**	**76%**	**76%**	**75%**	**80%**	**71%**	**76%**	**74%**	**79%**	**81%**	**76%**	**69%**	**72%**	**77%**	**79%**	**80%**	**75%**	**68%**
Extremely serious problem	43	47	41	40	42	41	47	42	43	40	49	46	39	43	40	42	52	41	43	41
Very serious problem	33	30	31	35	34	34	32	29	33	35	30	35	36	26	33	35	28	39	31	27
SMWT/NOT A PROBLEM	**24**	**22**	**26**	**24**	**24**	**24**	**20**	**29**	**24**	**24**	**21**	**17**	**24**	**31**	**26**	**23**	**21**	**18**	**25**	**32**
Somewhat serious problem	19	16	20	22	18	18	18	22	16	19	19	17	24	21	18	18	18	18	18	25
Not a problem	5	7	5	2	5	6	1	7	8	5	2	0	0	10	8	5	2	0	7	8
DK/NA	**1**	**0**	**2**	**0**	**1**	**1**	**1**	**0**	**0**	**1**	**0**	**2**	**0**	**0**	**2**	**0**	**0**	**2**	**0**	**0**
DK/NA	1	0	2	0	1	1	1	0	0	1	0	2	0	0	2	0	0	2	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 19: Q3K. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: The cost of housing

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY SERIOUS	**75%**	**76%**	**73%**	**76%**	**76%**	**76%**	**74%**	**67%**	**82%**	**72%**	**76%**	**79%**	**78%**	**76%**	**69%**	**81%**	**83%**	**69%**
Extremely serious problem	43	56	44	41	40	43	43	43	46	45	45	36	42	43	43	45	49	35
Very serious problem	33	20	29	35	36	33	32	24	36	28	31	43	37	33	26	36	34	34
SMWT/NOT A PROBLEM	**24**	**24**	**27**	**23**	**23**	**24**	**25**	**33**	**16**	**27**	**24**	**21**	**21**	**23**	**30**	**19**	**16**	**31**
Somewhat serious problem	19	19	22	17	19	19	18	24	11	23	16	16	16	21	22	18	11	23
Not a problem	5	4	5	6	4	4	7	9	5	4	8	5	5	2	8	1	6	9
DK/NA	**1**	**0**	**0**	**1**	**1**	**1**	**1**	**0**	**2**	**1**	**0**	**0**	**1**	**1**	**1**	**0**	**1**	**0**
DK/NA	1	0	0	1	1	1	1	0	2	1	0	0	1	1	1	0	1	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY SERIOUS	**75%**	**76%**	**75%**	**75%**	**75%**	**75%**	**72%**	**78%**	**71%**	**75%**	**66%**	**68%**	**72%**	**74%**	**76%**	**78%**	**73%**	**63%**	**78%**	**74%**
Extremely serious problem	43	43	43	42	38	38	36	48	44	41	35	35	38	37	46	39	51	37	43	41
Very serious problem	33	32	31	34	37	37	36	30	27	34	31	32	35	37	31	40	22	26	35	33
SMWT/NOT A PROBLEM	**24**	**24**	**25**	**24**	**24**	**24**	**27**	**22**	**29**	**24**	**33**	**31**	**27**	**25**	**22**	**22**	**27**	**37**	**20**	**26**
Somewhat serious problem	19	19	19	18	18	18	22	19	19	19	25	24	20	18	15	17	27	30	20	18
Not a problem	5	5	5	5	6	6	6	3	10	5	8	7	7	6	7	5	0	7	0	8
DK/NA	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**0**	**0**	**1**	**1**	**1**	**1**	**1**	**1**	**0**	**0**	**0**	**1**	**0**
DK/NA	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	0	0	0	1	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 20: Q3L. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: The condition of Sonoma county parks

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY SERIOUS	**10%**	**8%**	**11%**	**7%**	**12%**	**17%**	**9%**	**13%**	**14%**	**20%**	**11%**	**16%**	**6%**	**9%**	**11%**	**5%**	**28%**	**10%**	**14%**	**0%**
Extremely serious problem	3	2	3	2	3	6	2	5	9	0	3	7	1	2	4	5	0	3	3	0
Very serious problem	7	6	8	5	10	12	8	7	6	20	7	9	5	7	7	0	28	7	10	0
SMWT/NOT A PROBLEM	**83**	**88**	**80**	**86**	**82**	**69**	**86**	**79**	**86**	**80**	**83**	**84**	**83**	**83**	**82**	**89**	**72**	**83**	**83**	**85**
Somewhat serious problem	30	31	30	27	40	31	32	28	23	37	30	26	31	28	32	39	36	30	38	30
Not a problem	53	57	50	59	42	38	54	51	62	43	53	58	52	56	50	50	36	53	45	55
DK/NA	**7**	**5**	**9**	**7**	**6**	**14**	**5**	**8**	**0**	**0**	**6**	**0**	**11**	**8**	**7**	**5**	**0**	**7**	**3**	**15**
DK/NA	7	5	9	7	6	14	5	8	0	0	6	0	11	8	7	5	0	7	3	15

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY SERIOUS	**10%**	**9%**	**12%**	**0%**	**22%**	**10%**	**13%**	**0%**	**12%**	**12%**	**6%**	**3%**	**15%**	**8%**	**11%**	**11%**	**10%**	**5%**	**11%**	**8%**
Extremely serious problem	3	2	5	0	0	3	0	0	2	4	3	0	5	2	4	3	3	1	4	2
Very serious problem	7	6	7	0	22	7	13	0	10	7	3	3	10	6	7	8	7	4	8	6
SMWT/NOT A PROBLEM	**83**	**86**	**78**	**100**	**78**	**83**	**87**	**81**	**84**	**84**	**90**	**68**	**80**	**85**	**80**	**80**	**88**	**83**	**80**	**86**
Somewhat serious problem	30	31	27	27	45	30	37	48	33	28	32	27	32	30	30	25	33	34	27	34
Not a problem	53	55	51	73	33	53	50	33	50	56	58	41	47	54	50	55	54	50	53	52
DK/NA	**7**	**6**	**10**	**0**	**0**	**7**	**0**	**19**	**4**	**5**	**4**	**29**	**5**	**8**	**8**	**9**	**2**	**12**	**8**	**6**
DK/NA	7	6	10	0	0	7	0	19	4	5	4	29	5	8	8	9	2	12	8	6

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 20: Q3L. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: The condition of Sonoma county parks

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY SERIOUS	**10%**	**7%**	**8%**	**12%**	**10%**	**12%**	**3%**	**12%**	**9%**	**10%**	**2%**	**11%**	**21%**	**9%**	**21%**	**7%**	**4%**	**7%**	**11%**	**9%**	**13%**	**6%**
Extremely serious problem	3	4	2	3	2	2	3	4	4	2	0	4	7	6	8	2	0	0	4	2	5	0
Very serious problem	7	4	7	9	8	10	0	8	5	8	2	7	14	3	13	5	4	7	7	6	7	6
SMWT/NOT A PROBLEM	**83**	**84**	**84**	**80**	**85**	**77**	**91**	**83**	**86**	**80**	**89**	**89**	**76**	**87**	**76**	**80**	**85**	**78**	**85**	**81**	**81**	**82**
Somewhat serious problem	30	28	32	25	30	20	41	31	34	27	34	29	24	38	34	30	27	30	29	31	34	28
Not a problem	53	56	52	55	54	57	51	51	52	53	55	61	52	49	42	50	59	48	56	50	47	54
DK/NA	**7**	**9**	**7**	**8**	**5**	**11**	**6**	**5**	**5**	**9**	**9**	**0**	**2**	**4**	**3**	**13**	**10**	**15**	**4**	**10**	**7**	**12**
DK/NA	7	9	7	8	5	11	6	5	5	9	9	0	2	4	3	13	10	15	4	10	7	12

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY SERIOUS	**10%**	**11%**	**7%**	**11%**	**10%**	**12%**	**12%**	**1%**	**17%**	**9%**	**6%**	**18%**	**0%**	**2%**	**10%**	**14%**	**13%**	**10%**	**0%**	**2%**
Extremely serious problem	3	4	4	3	1	3	4	0	5	2	2	6	0	0	4	3	6	2	0	0
Very serious problem	7	7	3	8	9	9	7	1	12	7	4	12	0	2	6	11	7	8	0	2
SMWT/NOT A PROBLEM	**83**	**87**	**85**	**83**	**79**	**83**	**78**	**88**	**81**	**85**	**87**	**68**	**95**	**85**	**89**	**79**	**80**	**77**	**90**	**86**
Somewhat serious problem	30	27	41	33	24	31	28	31	30	31	26	31	34	30	31	31	34	20	40	24
Not a problem	53	60	44	50	54	53	50	57	51	53	61	38	60	55	58	49	46	56	51	62
DK/NA	**7**	**3**	**8**	**6**	**11**	**5**	**10**	**11**	**2**	**6**	**7**	**14**	**5**	**13**	**1**	**7**	**8**	**13**	**10**	**12**
DK/NA	7	3	8	6	11	5	10	11	2	6	7	14	5	13	1	7	8	13	10	12

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 20: Q3L. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: The condition of Sonoma county parks

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY SERIOUS	**10%**	**16%**	**15%**	**7%**	**8%**	**10%**	**9%**	**10%**	**15%**	**11%**	**4%**	**5%**	**9%**	**8%**	**7%**	**19%**	**9%**	**8%**
Extremely serious problem	3	7	4	3	1	3	4	3	3	3	0	0	4	2	3	7	2	1
Very serious problem	7	9	11	4	8	8	5	7	13	8	4	5	4	6	4	12	6	7
SMWT/NOT A PROBLEM	**83**	**84**	**75**	**86**	**83**	**82**	**85**	**87**	**79**	**83**	**79**	**78**	**84**	**86**	**87**	**77**	**79**	**85**
Somewhat serious problem	30	34	31	34	27	28	35	26	21	33	31	24	33	30	30	26	29	36
Not a problem	53	50	45	52	56	54	51	61	58	50	48	53	52	55	57	51	50	49
DK/NA	**7**	**0**	**10**	**7**	**9**	**8**	**6**	**2**	**5**	**6**	**17**	**17**	**7**	**7**	**6**	**4**	**12**	**7**
DK/NA	7	0	10	7	9	8	6	2	5	6	17	17	7	7	6	4	12	7

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY SERIOUS	**10%**	**10%**	**10%**	**10%**	**9%**	**9%**	**8%**	**6%**	**14%**	**10%**	**7%**	**8%**	**8%**	**9%**	**15%**	**8%**	**3%**	**0%**	**9%**	**10%**
Extremely serious problem	3	3	3	3	1	1	1	1	6	3	2	2	2	3	2	6	0	0	1	5
Very serious problem	7	7	7	7	8	8	7	5	9	7	5	6	6	6	13	3	3	0	8	4
SMWT/NOT A PROBLEM	**83**	**83**	**83**	**82**	**81**	**80**	**82**	**90**	**84**	**80**	**83**	**83**	**83**	**83**	**81**	**88**	**80**	**88**	**80**	**84**
Somewhat serious problem	30	30	31	31	31	33	33	32	35	29	29	29	28	29	25	40	26	24	23	38
Not a problem	53	53	52	51	50	47	48	58	49	51	54	54	55	54	56	48	54	64	56	46
DK/NA	**7**	**7**	**7**	**8**	**10**	**11**	**10**	**4**	**2**	**10**	**10**	**9**	**9**	**8**	**4**	**4**	**17**	**12**	**11**	**6**
DK/NA	7	7	7	8	10	11	10	4	2	10	10	9	9	8	4	4	17	12	11	6

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 21: Q3M. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Too many out-of-towners displacing local residents

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY SERIOUS	**19%**	**20%**	**18%**	**14%**	**35%**	**16%**	**20%**	**22%**	**19%**	**63%**	**21%**	**29%**	**12%**	**20%**	**15%**	**16%**	**29%**	**18%**	**21%**	**44%**
Extremely serious problem	8	11	7	5	22	4	9	11	10	0	10	8	5	7	9	5	8	8	6	36
Very serious problem	10	10	11	9	14	12	10	12	9	63	11	21	7	13	6	11	21	10	15	8
SMWT/NOT A PROBLEM	**72**	**74**	**71**	**78**	**59**	**67**	**71**	**72**	**77**	**37**	**71**	**68**	**74**	**71**	**76**	**74**	**71**	**73**	**73**	**33**
Somewhat serious problem	19	15	21	16	23	28	22	17	11	0	20	9	19	17	21	24	27	18	25	14
Not a problem	53	59	49	62	36	38	49	55	66	37	52	60	55	54	55	50	44	55	48	19
DK/NA	**9**	**5**	**12**	**9**	**6**	**17**	**10**	**5**	**4**	**0**	**8**	**3**	**14**	**9**	**9**	**10**	**0**	**9**	**6**	**23**
DK/NA	9	5	12	9	6	17	10	5	4	0	8	3	14	9	9	10	0	9	6	23

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY SERIOUS	**19%**	**19%**	**17%**	**18%**	**43%**	**18%**	**32%**	**20%**	**15%**	**18%**	**24%**	**21%**	**14%**	**20%**	**23%**	**22%**	**17%**	**13%**	**22%**	**15%**
Extremely serious problem	8	7	9	0	31	8	18	20	6	11	10	4	8	8	6	11	9	7	9	8
Very serious problem	10	12	8	18	12	10	15	0	9	6	14	16	5	12	17	11	7	7	14	7
SMWT/NOT A PROBLEM	**72**	**71**	**74**	**82**	**57**	**73**	**68**	**50**	**79**	**74**	**66**	**63**	**78**	**70**	**67**	**65**	**78**	**79**	**66**	**78**
Somewhat serious problem	19	17	22	0	16	19	9	13	21	17	20	17	24	18	23	12	18	29	16	22
Not a problem	53	54	52	82	41	53	58	36	58	56	46	46	55	53	44	53	60	50	50	56
DK/NA	**9**	**10**	**9**	**0**	**0**	**9**	**0**	**30**	**7**	**8**	**10**	**16**	**8**	**10**	**10**	**13**	**5**	**8**	**12**	**6**
DK/NA	9	10	9	0	0	9	0	30	7	8	10	16	8	10	10	13	5	8	12	6

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 21: Q3M. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Too many out-of-towners displacing local residents

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY SERIOUS	**19%**	**17%**	**18%**	**18%**	**24%**	**19%**	**13%**	**11%**	**20%**	**17%**	**13%**	**27%**	**10%**	**14%**	**22%**	**33%**	**13%**	**21%**	**17%**	**20%**	**24%**	**17%**
Extremely serious problem	8	3	8	6	12	8	4	6	7	10	7	15	2	7	12	14	6	7	8	9	11	6
Very serious problem	10	14	9	12	12	11	9	4	13	8	6	12	8	7	10	19	7	14	9	11	13	10
SMWT/NOT A PROBLEM	**72**	**74**	**73**	**74**	**66**	**73**	**78**	**84**	**73**	**71**	**80**	**67**	**82**	**75**	**69**	**57**	**77**	**67**	**76**	**69**	**66**	**72**
Somewhat serious problem	19	16	19	17	20	21	20	17	18	20	14	17	19	20	17	13	31	15	17	20	16	24
Not a problem	53	58	53	57	46	52	58	68	55	51	66	50	63	55	52	43	46	52	59	49	50	48
DK/NA	**9**	**9**	**9**	**8**	**10**	**8**	**9**	**5**	**7**	**11**	**8**	**6**	**8**	**11**	**9**	**10**	**10**	**12**	**7**	**10**	**10**	**11**
DK/NA	9	9	9	8	10	8	9	5	7	11	8	6	8	11	9	10	10	12	7	10	10	11

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY SERIOUS	**19%**	**16%**	**24%**	**17%**	**18%**	**18%**	**17%**	**24%**	**15%**	**19%**	**15%**	**19%**	**26%**	**23%**	**17%**	**18%**	**19%**	**15%**	**30%**	**19%**
Extremely serious problem	8	7	7	10	10	9	8	9	8	9	6	9	14	7	5	11	6	10	12	6
Very serious problem	10	9	17	7	8	9	10	15	7	10	9	10	12	16	12	7	13	5	17	13
SMWT/NOT A PROBLEM	**72**	**77**	**69**	**75**	**69**	**71**	**75**	**70**	**74**	**70**	**80**	**69**	**74**	**68**	**73**	**70**	**76**	**73**	**68**	**72**
Somewhat serious problem	19	16	19	18	21	17	20	21	17	17	20	21	8	26	13	21	25	13	15	26
Not a problem	53	60	50	57	48	54	55	49	56	53	61	48	65	42	60	50	51	60	53	46
DK/NA	**9**	**7**	**6**	**7**	**13**	**11**	**8**	**6**	**12**	**10**	**4**	**12**	**0**	**9**	**10**	**12**	**5**	**12**	**2**	**10**
DK/NA	9	7	6	7	13	11	8	6	12	10	4	12	0	9	10	12	5	12	2	10

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 21: Q3M. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Too many out-of-towners displacing local residents

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY SERIOUS	**19%**	**16%**	**12%**	**22%**	**19%**	**18%**	**21%**	**9%**	**9%**	**12%**	**20%**	**33%**	**28%**	**21%**	**17%**	**13%**	**23%**	**20%**
Extremely serious problem	8	11	6	6	11	8	9	2	6	3	14	23	12	10	9	5	11	8
Very serious problem	10	5	6	16	8	9	12	7	2	8	6	10	17	11	8	9	12	12
SMWT/NOT A PROBLEM	**72**	**81**	**76**	**71**	**70**	**73**	**70**	**91**	**83**	**76**	**76**	**60**	**61**	**71**	**81**	**73**	**69**	**67**
Somewhat serious problem	19	26	21	15	20	18	20	20	26	21	10	26	13	19	20	21	20	13
Not a problem	53	54	55	56	50	54	50	70	57	55	66	34	47	51	60	52	49	53
DK/NA	**9**	**4**	**12**	**7**	**11**	**9**	**9**	**0**	**8**	**12**	**4**	**6**	**11**	**9**	**3**	**14**	**8**	**14**
DK/NA	9	4	12	7	11	9	9	0	8	12	4	6	11	9	3	14	8	14

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY SERIOUS	**19%**	**19%**	**20%**	**20%**	**20%**	**22%**	**20%**	**15%**	**25%**	**19%**	**13%**	**14%**	**19%**	**18%**	**18%**	**23%**	**31%**	**20%**	**13%**	**16%**
Extremely serious problem	8	9	8	7	7	7	9	7	8	9	4	5	8	7	10	9	10	12	3	9
Very serious problem	10	10	12	13	13	14	12	9	17	9	9	8	11	11	8	14	21	8	10	8
SMWT/NOT A PROBLEM	**72**	**72**	**71**	**69**	**69**	**68**	**67**	**73**	**71**	**72**	**73**	**74**	**71**	**71**	**68**	**68**	**61**	**71**	**76**	**81**
Somewhat serious problem	19	18	19	20	19	16	15	21	23	17	17	18	12	15	19	17	21	22	21	17
Not a problem	53	54	52	49	50	52	52	52	48	55	57	56	58	56	49	51	41	50	55	64
DK/NA	**9**	**9**	**9**	**11**	**10**	**11**	**13**	**12**	**4**	**9**	**13**	**13**	**11**	**11**	**14**	**10**	**7**	**9**	**10**	**3**
DK/NA	9	9	9	11	10	11	13	12	4	9	13	13	11	11	14	10	7	9	10	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 22: Q3N. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Crime, in general

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY SERIOUS	**19%**	**22%**	**17%**	**13%**	**37%**	**18%**	**16%**	**14%**	**39%**	**64%**	**15%**	**45%**	**23%**	**17%**	**19%**	**9%**	**46%**	**18%**	**22%**	**50%**
Extremely serious problem	5	4	6	2	18	2	6	3	24	44	5	28	2	4	6	5	25	5	12	0
Very serious problem	14	18	11	11	19	16	10	11	15	20	10	16	20	13	13	4	21	13	10	50
SMWT/NOT A PROBLEM	**77**	**76**	**79**	**83**	**61**	**75**	**81**	**83**	**61**	**36**	**82**	**55**	**71**	**78**	**79**	**91**	**54**	**78**	**78**	**40**
Somewhat serious problem	46	40	50	45	44	52	50	51	33	36	50	34	39	43	49	58	48	46	54	18
Not a problem	32	36	29	38	17	23	31	33	28	0	32	22	33	35	29	33	6	33	23	22
DK/NA	**4**	**3**	**4**	**4**	**1**	**7**	**3**	**2**	**0**	**0**	**3**	**0**	**6**	**4**	**3**	**0**	**0**	**4**	**0**	**10**
DK/NA	4	3	4	4	1	7	3	2	0	0	3	0	6	4	3	0	0	4	0	10

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY SERIOUS	**19%**	**19%**	**14%**	**35%**	**42%**	**17%**	**39%**	**64%**	**18%**	**17%**	**19%**	**27%**	**16%**	**20%**	**33%**	**27%**	**9%**	**12%**	**29%**	**10%**
Extremely serious problem	5	4	5	0	30	4	17	35	3	6	7	7	4	6	8	6	3	5	7	4
Very serious problem	14	15	9	35	12	13	22	29	15	11	12	20	12	14	25	21	6	8	22	7
SMWT/NOT A PROBLEM	**77**	**79**	**79**	**65**	**58**	**79**	**61**	**36**	**79**	**80**	**77**	**67**	**83**	**75**	**64**	**71**	**88**	**80**	**68**	**85**
Somewhat serious problem	46	44	49	49	58	46	54	0	42	53	51	32	52	44	38	46	54	41	43	49
Not a problem	32	34	30	16	0	33	7	36	37	27	26	35	31	31	25	25	34	39	25	36
DK/NA	**4**	**2**	**6**	**0**	**0**	**4**	**0**	**0**	**3**	**3**	**4**	**6**	**1**	**4**	**3**	**2**	**2**	**8**	**3**	**4**
DK/NA	4	2	6	0	0	4	0	0	3	3	4	6	1	4	3	2	2	8	3	4

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 22: Q3N. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Crime, in general

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY SERIOUS	**19%**	**30%**	**17%**	**29%**	**23%**	**15%**	**12%**	**14%**	**19%**	**19%**	**10%**	**25%**	**17%**	**19%**	**31%**	**24%**	**17%**	**13%**	**17%**	**20%**	**25%**	**15%**
Extremely serious problem	5	7	5	7	5	3	6	5	6	5	0	8	4	5	20	0	5	5	4	7	8	5
Very serious problem	14	23	12	22	18	12	6	9	13	15	10	18	13	14	11	24	12	8	14	14	17	11
SMWT/NOT A PROBLEM	**77**	**70**	**79**	**70**	**75**	**79**	**80**	**86**	**79**	**76**	**88**	**75**	**81**	**75**	**69**	**66**	**77**	**84**	**81**	**75**	**69**	**80**
Somewhat serious problem	46	40	47	40	42	54	54	46	46	45	44	51	43	48	35	39	51	52	46	46	40	51
Not a problem	32	31	32	31	33	25	26	40	33	30	44	24	38	27	34	26	26	33	35	29	29	29
DK/NA	**4**	**0**	**4**	**1**	**2**	**6**	**8**	**0**	**2**	**5**	**2**	**0**	**3**	**6**	**0**	**10**	**6**	**2**	**1**	**5**	**6**	**4**
DK/NA	4	0	4	1	2	6	8	0	2	5	2	0	3	6	0	10	6	2	1	5	6	4

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY SERIOUS	**19%**	**19%**	**18%**	**15%**	**21%**	**18%**	**18%**	**24%**	**14%**	**20%**	**18%**	**18%**	**29%**	**22%**	**16%**	**19%**	**20%**	**15%**	**24%**	**24%**
Extremely serious problem	5	5	7	2	6	4	4	10	1	6	3	5	15	8	4	5	7	0	12	9
Very serious problem	14	14	11	13	15	13	14	14	13	14	14	13	14	14	12	14	13	15	12	16
SMWT/NOT A PROBLEM	**77**	**78**	**81**	**85**	**71**	**78**	**79**	**73**	**84**	**75**	**80**	**77**	**71**	**74**	**82**	**75**	**77**	**81**	**76**	**70**
Somewhat serious problem	46	45	48	48	44	43	48	49	46	42	47	49	44	51	41	45	51	44	52	47
Not a problem	32	34	32	37	27	35	31	24	39	33	33	28	27	23	41	30	26	37	25	23
DK/NA	**4**	**2**	**1**	**0**	**8**	**4**	**3**	**3**	**2**	**5**	**2**	**5**	**0**	**4**	**1**	**6**	**3**	**4**	**0**	**5**
DK/NA	4	2	1	0	8	4	3	3	2	5	2	5	0	4	1	6	3	4	0	5

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 22: Q3N. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Crime, in general

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY SERIOUS	**19%**	**12%**	**20%**	**21%**	**19%**	**18%**	**22%**	**12%**	**29%**	**21%**	**14%**	**21%**	**16%**	**17%**	**14%**	**26%**	**20%**	**19%**
Extremely serious problem	5	4	4	7	4	4	9	5	3	7	0	3	7	4	6	5	3	10
Very serious problem	14	8	16	14	15	14	13	7	26	15	14	18	9	13	8	21	17	9
SMWT/NOT A PROBLEM	**77**	**88**	**78**	**76**	**75**	**78**	**75**	**82**	**67**	**77**	**86**	**79**	**78**	**79**	**80**	**74**	**79**	**74**
Somewhat serious problem	46	55	49	45	44	47	43	55	36	54	58	42	36	43	47	52	50	37
Not a problem	32	33	29	32	30	31	33	27	31	22	28	37	42	36	33	22	29	37
DK/NA	**4**	**0**	**2**	**2**	**6**	**4**	**3**	**7**	**3**	**2**	**0**	**0**	**6**	**4**	**6**	**0**	**1**	**7**
DK/NA	4	0	2	2	6	4	3	7	3	2	0	0	6	4	6	0	1	7

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY SERIOUS	**19%**	**19%**	**19%**	**18%**	**19%**	**19%**	**19%**	**14%**	**27%**	**20%**	**24%**	**23%**	**22%**	**22%**	**19%**	**20%**	**22%**	**40%**	**18%**	**13%**
Extremely serious problem	5	6	6	5	5	6	5	3	16	4	6	6	5	6	4	3	11	12	3	7
Very serious problem	14	13	13	13	13	14	13	10	11	15	18	17	17	17	15	18	11	28	15	5
SMWT/NOT A PROBLEM	**77**	**77**	**78**	**78**	**77**	**76**	**75**	**84**	**73**	**76**	**70**	**71**	**74**	**74**	**76**	**79**	**70**	**60**	**79**	**84**
Somewhat serious problem	46	46	46	48	47	47	46	47	49	45	37	38	37	40	39	51	44	43	48	51
Not a problem	32	32	32	30	30	29	29	36	24	31	33	33	37	34	38	28	27	17	30	33
DK/NA	**4**	**4**	**4**	**4**	**4**	**5**	**6**	**3**	**0**	**5**	**6**	**6**	**5**	**4**	**5**	**1**	**8**	**0**	**3**	**3**
DK/NA	4	4	4	4	4	5	6	3	0	5	6	6	5	4	5	1	8	0	3	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 23: Q3O. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Water pollution

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY SERIOUS	**22%**	**25%**	**20%**	**21%**	**27%**	**17%**	**23%**	**22%**	**11%**	**63%**	**23%**	**22%**	**20%**	**24%**	**20%**	**5%**	**38%**	**22%**	**17%**	**10%**
Extremely serious problem	8	9	8	8	13	2	13	5	0	43	9	9	6	10	7	0	9	9	3	10
Very serious problem	13	16	12	13	14	14	10	17	11	20	13	13	13	13	14	5	29	14	14	0
SMWT/NOT A PROBLEM	**70**	**69**	**70**	**73**	**68**	**58**	**66**	**76**	**80**	**37**	**71**	**71**	**67**	**66**	**74**	**82**	**62**	**69**	**75**	**70**
Somewhat serious problem	33	32	34	35	27	37	34	35	39	0	35	31	32	31	36	39	39	33	39	29
Not a problem	36	37	36	38	41	21	33	41	41	37	36	40	35	35	38	42	23	36	35	41
DK/NA	**9**	**6**	**10**	**6**	**5**	**25**	**11**	**2**	**9**	**0**	**7**	**7**	**14**	**10**	**5**	**13**	**0**	**8**	**8**	**20**
DK/NA	9	6	10	6	5	25	11	2	9	0	7	7	14	10	5	13	0	8	8	20

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY SERIOUS	**22%**	**22%**	**20%**	**27%**	**42%**	**21%**	**36%**	**20%**	**26%**	**18%**	**19%**	**23%**	**26%**	**20%**	**40%**	**18%**	**18%**	**14%**	**26%**	**17%**
Extremely serious problem	8	9	6	9	11	8	10	20	13	4	7	11	12	7	15	8	4	6	11	5
Very serious problem	13	13	14	18	31	13	26	0	13	14	12	12	14	13	24	10	14	9	15	12
SMWT/NOT A PROBLEM	**70**	**70**	**71**	**73**	**58**	**70**	**64**	**71**	**66**	**76**	**72**	**62**	**64**	**72**	**51**	**72**	**76**	**75**	**64**	**75**
Somewhat serious problem	33	35	31	30	49	34	41	13	32	38	36	24	33	34	20	36	44	28	30	37
Not a problem	36	35	39	43	9	36	24	58	35	38	36	39	31	38	31	36	32	46	34	38
DK/NA	**9**	**9**	**10**	**0**	**0**	**9**	**0**	**9**	**8**	**7**	**9**	**14**	**10**	**8**	**9**	**10**	**6**	**11**	**10**	**8**
DK/NA	9	9	10	0	0	9	0	9	8	7	9	14	10	8	9	10	6	11	10	8

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 23: Q3O. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Water pollution

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY SERIOUS	**22%**	**35%**	**19%**	**34%**	**28%**	**15%**	**14%**	**17%**	**19%**	**24%**	**31%**	**21%**	**31%**	**26%**	**26%**	**16%**	**11%**	**15%**	**28%**	**17%**	**22%**	**13%**
Extremely serious problem	8	18	7	15	10	3	6	7	7	10	11	10	13	13	10	5	2	7	11	6	9	4
Very serious problem	13	16	12	20	18	12	7	10	12	15	21	11	19	13	16	11	9	8	17	11	13	8
SMWT/NOT A PROBLEM	**70**	**62**	**72**	**63**	**62**	**76**	**78**	**78**	**78**	**62**	**67**	**72**	**59**	**56**	**70**	**76**	**78**	**74**	**66**	**72**	**68**	**76**
Somewhat serious problem	33	27	34	26	30	35	41	41	36	31	32	34	34	21	27	37	45	29	33	34	29	38
Not a problem	36	35	37	37	33	42	37	37	42	31	35	38	25	35	43	39	32	45	33	39	39	38
DK/NA	**9**	**3**	**10**	**3**	**10**	**9**	**8**	**6**	**4**	**13**	**2**	**6**	**10**	**18**	**5**	**8**	**12**	**11**	**6**	**10**	**10**	**11**
DK/NA	9	3	10	3	10	9	8	6	4	13	2	6	10	18	5	8	12	11	6	10	10	11

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY SERIOUS	**22%**	**21%**	**16%**	**38%**	**18%**	**22%**	**30%**	**11%**	**26%**	**19%**	**39%**	**18%**	**6%**	**13%**	**14%**	**28%**	**31%**	**27%**	**9%**	**13%**
Extremely serious problem	8	7	6	17	7	9	9	5	12	7	12	6	6	5	6	12	8	10	6	5
Very serious problem	13	14	10	21	12	13	20	5	14	12	27	12	0	8	8	16	23	17	2	8
SMWT/NOT A PROBLEM	**70**	**75**	**80**	**52**	**67**	**70**	**62**	**80**	**68**	**70**	**54**	**72**	**89**	**77**	**82**	**60**	**63**	**62**	**91**	**70**
Somewhat serious problem	33	37	34	27	33	33	31	38	32	34	28	35	53	32	38	29	31	31	39	37
Not a problem	36	38	46	25	34	37	31	42	37	37	26	37	36	44	45	30	32	31	52	34
DK/NA	**9**	**4**	**4**	**10**	**14**	**9**	**8**	**9**	**6**	**10**	**7**	**10**	**5**	**11**	**4**	**12**	**6**	**11**	**0**	**17**
DK/NA	9	4	4	10	14	9	8	9	6	10	7	10	5	11	4	12	6	11	0	17

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 23: Q3O. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, please tell me whether you think each is a problem or not: Water pollution

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY SERIOUS	**22%**	**23%**	**29%**	**18%**	**22%**	**22%**	**20%**	**31%**	**14%**	**15%**	**10%**	**23%**	**29%**	**11%**	**29%**	**17%**	**21%**	**31%**
Extremely serious problem	8	11	12	5	9	8	9	8	8	2	0	9	16	4	13	4	7	14
Very serious problem	13	12	17	12	13	14	11	23	6	13	10	14	13	7	16	13	14	17
SMWT/NOT A PROBLEM	**70**	**72**	**57**	**79**	**65**	**70**	**70**	**63**	**74**	**74**	**90**	**70**	**63**	**80**	**61**	**67**	**77**	**62**
Somewhat serious problem	33	39	27	35	33	37	25	19	36	35	36	56	29	34	22	38	37	37
Not a problem	36	33	30	44	33	32	46	43	38	39	54	14	34	46	39	29	41	24
DK/NA	**9**	**5**	**14**	**3**	**13**	**8**	**9**	**6**	**13**	**11**	**0**	**7**	**8**	**9**	**9**	**16**	**2**	**7**
DK/NA	9	5	14	3	13	8	9	6	13	11	0	7	8	9	9	16	2	7

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY SERIOUS	**22%**	**21%**	**20%**	**18%**	**18%**	**16%**	**14%**	**22%**	**21%**	**22%**	**21%**	**20%**	**22%**	**20%**	**22%**	**24%**	**18%**	**6%**	**29%**	**19%**
Extremely serious problem	8	9	7	6	6	5	6	13	6	7	7	7	6	6	9	11	11	0	8	8
Very serious problem	13	13	12	12	12	11	8	9	15	14	15	13	16	14	13	13	7	6	21	11
SMWT/NOT A PROBLEM	**70**	**70**	**71**	**72**	**72**	**74**	**74**	**66**	**72**	**71**	**67**	**66**	**69**	**71**	**69**	**64**	**67**	**88**	**62**	**76**
Somewhat serious problem	33	33	34	34	34	33	33	28	36	35	30	30	31	35	31	39	35	34	31	34
Not a problem	36	37	37	38	38	40	42	37	35	36	37	36	38	36	39	25	32	53	32	42
DK/NA	**9**	**9**	**10**	**10**	**10**	**11**	**11**	**12**	**7**	**7**	**12**	**14**	**9**	**10**	**8**	**12**	**15**	**6**	**9**	**5**
DK/NA	9	9	10	10	10	11	11	12	7	7	12	14	9	10	8	12	15	6	9	5

TABLE 24: Q4A. I am going to mention some of the things that the Sonoma County Agricultural Preservation and Open Space District does. For each one, please tell me if you approve or disapprove of the job they are doing in that area: Protecting Sonoma's agricultural, natural resource, and open space lands for future generations

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
TOTAL APPROVE	**83%**	**85%**	**82%**	**87%**	**80%**	**71%**	**93%**	**91%**	**63%**	**35%**	**92%**	**53%**	**70%**	**92%**	**81%**	**69%**	**26%**	**88%**	**52%**	**41%**
Strongly approve	45	48	43	50	38	36	66	34	3	17	51	8	40	67	24	8	4	49	6	27
Somewhat approve	38	37	39	38	42	35	27	57	60	18	42	45	29	25	58	61	23	38	45	14
TOTAL DISAPPROVE	**8**	**6**	**9**	**5**	**15**	**13**	**4**	**5**	**32**	**65**	**4**	**44**	**8**	**3**	**8**	**20**	**61**	**5**	**36**	**13**
Somewhat disapprove	5	4	6	2	10	10	1	3	29	36	2	31	5	1	6	17	26	3	21	4
Strongly disapprove	3	2	4	2	5	3	3	1	3	29	2	12	3	2	1	2	35	2	15	9
DK/NA	**9**	**9**	**9**	**8**	**6**	**17**	**3**	**4**	**6**	**0**	**3**	**4**	**23**	**5**	**11**	**11**	**13**	**7**	**12**	**46**
DK/NA	9	9	9	8	6	17	3	4	6	0	3	4	23	5	11	11	13	7	12	46

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
TOTAL APPROVE	**83%**	**88%**	**81%**	**64%**	**32%**	**85%**	**50%**	**65%**	**87%**	**83%**	**85%**	**70%**	**82%**	**83%**	**85%**	**80%**	**84%**	**84%**	**82%**	**84%**
Strongly approve	45	59	29	3	10	47	6	36	54	44	41	29	46	44	52	42	42	46	46	44
Somewhat approve	38	29	52	60	22	38	44	29	33	39	44	41	36	39	33	38	42	38	36	40
TOTAL DISAPPROVE	**8**	**5**	**8**	**32**	**68**	**6**	**47**	**4**	**5**	**6**	**9**	**17**	**7**	**9**	**8**	**10**	**7**	**7**	**9**	**7**
Somewhat disapprove	5	3	5	10	44	4	25	4	3	3	7	11	4	5	7	7	3	5	7	4
Strongly disapprove	3	2	3	22	24	2	23	0	2	4	2	5	2	3	1	3	4	2	3	3
DK/NA	**9**	**6**	**11**	**5**	**0**	**8**	**3**	**31**	**7**	**11**	**5**	**14**	**11**	**8**	**7**	**10**	**9**	**9**	**9**	**9**
DK/NA	9	6	11	5	0	8	3	31	7	11	5	14	11	8	7	10	9	9	9	9

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 24: Q4A. I am going to mention some of the things that the Sonoma County Agricultural Preservation and Open Space District does. For each one, please tell me if you approve or disapprove of the job they are doing in that area: Protecting Sonoma's agricultural, natural resource, and open space lands for future generations

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
TOTAL APPROVE	**83%**	**92%**	**83%**	**89%**	**84%**	**81%**	**88%**	**80%**	**84%**	**82%**	**93%**	**86%**	**84%**	**81%**	**80%**	**82%**	**79%**	**81%**	**88%**	**80%**	**81%**	**80%**
Strongly approve	45	65	43	59	48	43	46	42	43	47	60	48	49	51	37	40	36	39	53	40	42	38
Somewhat approve	38	27	40	30	36	38	42	38	42	35	32	38	35	31	43	42	42	42	35	41	39	42
TOTAL DISAPPROVE	**8**	**2**	**7**	**5**	**10**	**8**	**8**	**7**	**8**	**8**	**2**	**7**	**4**	**8**	**13**	**9**	**11**	**11**	**4**	**11**	**10**	**11**
Somewhat disapprove	5	2	5	4	7	4	6	3	5	5	1	6	1	7	7	4	7	8	3	7	6	7
Strongly disapprove	3	0	3	2	3	3	2	4	3	3	1	1	3	2	5	5	4	4	2	4	4	4
DK/NA	**9**	**5**	**9**	**6**	**6**	**12**	**4**	**13**	**8**	**10**	**6**	**7**	**12**	**10**	**7**	**9**	**11**	**7**	**8**	**9**	**9**	**9**
DK/NA	9	5	9	6	6	12	4	13	8	10	6	7	12	10	7	9	11	7	8	9	9	9

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
TOTAL APPROVE	**83%**	**87%**	**82%**	**88%**	**79%**	**85%**	**88%**	**72%**	**90%**	**82%**	**89%**	**88%**	**75%**	**70%**	**87%**	**84%**	**87%**	**90%**	**76%**	**68%**
Strongly approve	45	48	38	58	41	49	49	30	56	44	54	43	35	28	44	52	49	50	32	28
Somewhat approve	38	39	44	31	38	37	39	42	34	38	34	45	40	43	42	32	38	40	44	40
TOTAL DISAPPROVE	**8**	**6**	**10**	**2**	**11**	**6**	**5**	**16**	**3**	**8**	**5**	**6**	**6**	**21**	**7**	**6**	**6**	**4**	**14**	**19**
Somewhat disapprove	5	3	7	2	6	3	4	12	1	3	4	5	4	16	3	2	4	4	11	14
Strongly disapprove	3	3	3	0	5	4	1	4	2	5	1	1	2	5	4	4	2	0	3	5
DK/NA	**9**	**7**	**8**	**9**	**10**	**9**	**7**	**12**	**7**	**10**	**7**	**7**	**19**	**9**	**7**	**10**	**7**	**6**	**10**	**13**
DK/NA	9	7	8	9	10	9	7	12	7	10	7	7	19	9	7	10	7	6	10	13

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 24: Q4A. I am going to mention some of the things that the Sonoma County Agricultural Preservation and Open Space District does. For each one, please tell me if you approve or disapprove of the job they are doing in that area: Protecting Sonoma's agricultural, natural resource, and open space lands for future generations

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
TOTAL APPROVE	**83%**	**81%**	**83%**	**85%**	**82%**	**84%**	**82%**	**91%**	**81%**	**80%**	**86%**	**83%**	**84%**	**81%**	**85%**	**83%**	**88%**	**79%**
Strongly approve	45	43	50	43	46	46	42	48	40	46	33	50	44	46	43	44	43	49
Somewhat approve	38	38	33	43	36	38	40	42	41	35	52	33	40	36	42	39	45	30
TOTAL DISAPPROVE	**8**	**8**	**5**	**8**	**9**	**6**	**12**	**7**	**15**	**6**	**5**	**9**	**9**	**7**	**9**	**8**	**5**	**12**
Somewhat disapprove	5	5	4	5	5	3	9	1	14	3	2	7	6	2	5	6	3	10
Strongly disapprove	3	3	1	3	4	3	3	5	1	3	3	2	3	5	4	2	2	2
DK/NA	**9**	**11**	**12**	**7**	**9**	**10**	**6**	**3**	**4**	**14**	**9**	**9**	**7**	**12**	**6**	**9**	**7**	**9**
DK/NA	9	11	12	7	9	10	6	3	4	14	9	9	7	12	6	9	7	9

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
TOTAL APPROVE	**83%**	**83%**	**82%**	**82%**	**81%**	**81%**	**81%**	**94%**	**58%**	**84%**	**75%**	**70%**	**80%**	**76%**	**84%**	**83%**	**66%**	**66%**	**88%**	**89%**
Strongly approve	45	45	42	42	41	43	44	75	9	41	41	38	45	41	52	43	28	27	47	47
Somewhat approve	38	39	40	40	40	38	37	19	48	44	34	32	35	35	33	40	38	39	41	41
TOTAL DISAPPROVE	**8**	**8**	**9**	**8**	**8**	**8**	**10**	**4**	**34**	**4**	**8**	**11**	**7**	**10**	**6**	**7**	**19**	**19**	**4**	**7**
Somewhat disapprove	5	5	6	6	6	6	7	1	21	3	7	8	5	7	3	3	12	14	3	5
Strongly disapprove	3	3	3	3	3	3	3	3	13	1	2	3	2	3	4	4	7	5	0	2
DK/NA	**9**	**9**	**9**	**9**	**11**	**10**	**9**	**2**	**8**	**11**	**17**	**19**	**12**	**14**	**9**	**10**	**15**	**15**	**8**	**4**
DK/NA	9	9	9	9	11	10	9	2	8	11	17	19	12	14	9	10	15	15	8	4

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 25: Q4B. I am going to mention some of the things that the Sonoma County Agricultural Preservation and Open Space District does. For each one, please tell me if you approve or disapprove of the job they are doing in that area: Creating opportunities for outdoor recreation for residents

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
TOTAL APPROVE	**80%**	**81%**	**80%**	**83%**	**82%**	**67%**	**90%**	**87%**	**69%**	**21%**	**88%**	**46%**	**70%**	**88%**	**81%**	**70%**	**17%**	**85%**	**47%**	**42%**
Strongly approve	42	44	41	45	44	25	58	38	15	0	48	8	36	60	29	4	0	47	2	8
Somewhat approve	38	37	39	38	38	42	32	49	54	21	41	38	33	28	52	66	17	38	44	34
TOTAL DISAPPROVE	**10**	**10**	**10**	**9**	**13**	**11**	**4**	**9**	**25**	**74**	**7**	**49**	**8**	**4**	**10**	**27**	**66**	**6**	**44**	**9**
Somewhat disapprove	7	9	6	8	6	9	4	7	20	29	5	24	7	4	9	27	11	6	20	9
Strongly disapprove	3	1	3	1	7	2	0	2	5	45	1	25	1	0	1	0	56	1	24	0
DK/NA	**10**	**9**	**10**	**8**	**5**	**22**	**6**	**4**	**6**	**5**	**5**	**6**	**22**	**8**	**9**	**4**	**17**	**8**	**9**	**49**
DK/NA	10	9	10	8	5	22	6	4	6	5	5	6	22	8	9	4	17	8	9	49

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
TOTAL APPROVE	**80%**	**87%**	**78%**	**42%**	**14%**	**83%**	**33%**	**59%**	**85%**	**79%**	**83%**	**69%**	**81%**	**80%**	**83%**	**82%**	**78%**	**78%**	**82%**	**78%**
Strongly approve	42	54	32	0	0	45	0	21	53	45	37	21	46	41	44	50	33	46	47	39
Somewhat approve	38	34	46	42	14	39	33	39	32	33	46	49	35	39	39	32	45	32	35	39
TOTAL DISAPPROVE	**10**	**5**	**11**	**45**	**71**	**8**	**53**	**19**	**5**	**11**	**11**	**17**	**11**	**10**	**8**	**11**	**12**	**9**	**10**	**10**
Somewhat disapprove	7	5	9	28	0	6	19	19	3	8	10	11	9	7	7	10	7	5	9	6
Strongly disapprove	3	0	2	17	71	1	34	0	1	4	1	6	2	3	1	1	4	4	1	4
DK/NA	**10**	**8**	**11**	**13**	**15**	**9**	**14**	**22**	**10**	**10**	**6**	**14**	**8**	**10**	**9**	**6**	**10**	**13**	**7**	**11**
DK/NA	10	8	11	13	15	9	14	22	10	10	6	14	8	10	9	6	10	13	7	11

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 25: Q4B. I am going to mention some of the things that the Sonoma County Agricultural Preservation and Open Space District does. For each one, please tell me if you approve or disapprove of the job they are doing in that area: Creating opportunities for outdoor recreation for residents

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
TOTAL APPROVE	**80%**	**88%**	**81%**	**83%**	**81%**	**81%**	**91%**	**73%**	**78%**	**82%**	**87%**	**83%**	**74%**	**83%**	**83%**	**80%**	**80%**	**73%**	**82%**	**79%**	**82%**	**77%**
Strongly approve	42	54	42	50	44	43	46	41	40	44	64	41	37	51	38	41	30	37	48	38	43	33
Somewhat approve	38	35	39	34	37	37	45	32	38	38	23	42	37	32	44	40	50	36	34	42	39	44
TOTAL DISAPPROVE	**10**	**9**	**10**	**9**	**12**	**6**	**8**	**17**	**11**	**9**	**12**	**7**	**13**	**11**	**10**	**8**	**9**	**11**	**10**	**10**	**10**	**10**
Somewhat disapprove	7	9	7	9	12	6	1	11	7	7	8	7	9	7	10	6	5	6	8	7	8	6
Strongly disapprove	3	0	3	0	1	0	6	6	4	1	3	0	4	4	0	2	4	4	2	3	2	4
DK/NA	**10**	**3**	**9**	**7**	**6**	**14**	**1**	**10**	**10**	**9**	**2**	**10**	**13**	**6**	**7**	**11**	**11**	**16**	**8**	**11**	**8**	**13**
DK/NA	10	3	9	7	6	14	1	10	10	9	2	10	13	6	7	11	11	16	8	11	8	13

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
TOTAL APPROVE	**80%**	**76%**	**80%**	**86%**	**79%**	**83%**	**84%**	**68%**	**87%**	**81%**	**84%**	**85%**	**57%**	**72%**	**82%**	**84%**	**85%**	**84%**	**63%**	**73%**
Strongly approve	42	43	38	53	38	46	47	24	53	41	46	49	32	21	42	48	46	49	28	18
Somewhat approve	38	34	42	34	41	37	37	44	34	39	37	36	25	51	40	36	39	34	35	54
TOTAL DISAPPROVE	**10**	**15**	**9**	**6**	**10**	**9**	**5**	**20**	**9**	**9**	**8**	**2**	**22**	**18**	**9**	**9**	**9**	**2**	**20**	**19**
Somewhat disapprove	7	11	4	5	9	7	5	11	7	7	8	2	14	10	5	9	9	2	11	11
Strongly disapprove	3	4	4	1	2	2	0	9	3	1	0	0	8	9	4	0	0	0	9	8
DK/NA	**10**	**9**	**11**	**8**	**10**	**8**	**10**	**13**	**4**	**11**	**9**	**13**	**21**	**10**	**9**	**7**	**7**	**14**	**17**	**8**
DK/NA	10	9	11	8	10	8	10	13	4	11	9	13	21	10	9	7	7	14	17	8

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 25: Q4B. I am going to mention some of the things that the Sonoma County Agricultural Preservation and Open Space District does. For each one, please tell me if you approve or disapprove of the job they are doing in that area: Creating opportunities for outdoor recreation for residents

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
TOTAL APPROVE	**80%**	**72%**	**88%**	**80%**	**80%**	**81%**	**79%**	**87%**	**86%**	**79%**	**88%**	**78%**	**78%**	**76%**	**82%**	**88%**	**80%**	**77%**
Strongly approve	42	39	52	42	40	43	39	44	53	40	65	41	37	38	37	50	45	41
Somewhat approve	38	33	36	38	40	38	40	42	33	39	24	37	40	38	45	38	35	36
TOTAL DISAPPROVE	**10**	**16**	**7**	**11**	**9**	**10**	**9**	**9**	**14**	**9**	**12**	**10**	**10**	**11**	**13**	**6**	**10**	**11**
Somewhat disapprove	7	13	6	6	8	8	6	4	8	8	12	9	6	6	8	4	9	9
Strongly disapprove	3	3	2	5	1	3	3	4	7	1	0	2	3	4	5	1	1	1
DK/NA	**10**	**12**	**5**	**9**	**11**	**9**	**12**	**4**	**0**	**11**	**0**	**12**	**13**	**13**	**5**	**7**	**10**	**12**
DK/NA	10	12	5	9	11	9	12	4	0	11	0	12	13	13	5	7	10	12

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
TOTAL APPROVE	**80%**	**80%**	**79%**	**79%**	**79%**	**79%**	**81%**	**92%**	**53%**	**81%**	**76%**	**71%**	**78%**	**75%**	**82%**	**83%**	**62%**	**69%**	**81%**	**85%**
Strongly approve	42	42	40	38	40	38	40	66	6	40	40	35	42	38	42	44	24	29	45	47
Somewhat approve	38	38	39	41	39	40	42	26	47	42	35	36	36	37	41	38	38	40	36	38
TOTAL DISAPPROVE	**10**	**10**	**10**	**9**	**9**	**10**	**10**	**4**	**39**	**6**	**7**	**11**	**8**	**12**	**10**	**9**	**13**	**19**	**6**	**12**
Somewhat disapprove	7	7	8	6	6	7	7	4	21	6	7	8	8	9	8	7	6	3	6	9
Strongly disapprove	3	3	3	3	3	3	3	0	18	1	0	2	0	3	2	1	6	16	0	2
DK/NA	**10**	**10**	**10**	**12**	**12**	**12**	**9**	**4**	**8**	**12**	**17**	**18**	**14**	**13**	**8**	**9**	**25**	**12**	**13**	**3**
DK/NA	10	10	10	12	12	12	9	4	8	12	17	18	14	13	8	9	25	12	13	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 26: Q4C. I am going to mention some of the things that the Sonoma County Agricultural Preservation and Open Space District does. For each one, please tell me if you approve or disapprove of the job they are doing in that area: Providing residents with good value for their tax dollars

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
TOTAL APPROVE	**63%**	**66%**	**61%**	**70%**	**57%**	**42%**	**77%**	**70%**	**26%**	**21%**	**74%**	**23%**	**47%**	**76%**	**57%**	**32%**	**11%**	**68%**	**23%**	**25%**
Strongly approve	24	22	26	27	24	14	41	16	7	0	29	4	19	41	8	7	0	27	4	8
Somewhat approve	38	44	35	43	33	27	36	53	19	21	45	20	28	35	49	25	11	41	18	17
TOTAL DISAPPROVE	**19**	**18**	**19**	**14**	**32**	**16**	**13**	**14**	**66**	**68**	**13**	**67**	**19**	**9**	**20**	**60**	**73**	**14**	**66**	**17**
Somewhat disapprove	13	13	13	11	15	16	8	11	48	23	9	36	16	6	18	41	16	11	30	17
Strongly disapprove	6	5	6	3	16	0	5	3	19	45	4	31	3	3	3	19	57	3	36	0
DK/NA	**19**	**16**	**20**	**16**	**11**	**42**	**10**	**17**	**8**	**11**	**13**	**9**	**34**	**15**	**23**	**8**	**16**	**18**	**12**	**58**
DK/NA	19	16	20	16	11	42	10	17	8	11	13	9	34	15	23	8	16	18	12	58

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
TOTAL APPROVE	**63%**	**74%**	**55%**	**18%**	**0%**	**66%**	**12%**	**33%**	**71%**	**66%**	**58%**	**44%**	**64%**	**62%**	**60%**	**68%**	**58%**	**67%**	**65%**	**62%**
Strongly approve	24	34	14	6	0	26	4	9	30	28	17	14	30	22	28	23	21	28	25	24
Somewhat approve	38	40	41	12	0	40	8	24	41	38	41	29	34	40	32	45	37	39	40	38
TOTAL DISAPPROVE	**19**	**11**	**21**	**82**	**70**	**15**	**78**	**25**	**14**	**16**	**20**	**31**	**22**	**17**	**21**	**21**	**17**	**14**	**21**	**16**
Somewhat disapprove	13	9	16	43	14	12	34	18	9	10	16	21	14	12	15	15	10	11	15	10
Strongly disapprove	6	3	5	39	56	4	45	7	5	6	3	10	8	5	6	6	7	4	6	6
DK/NA	**19**	**14**	**24**	**0**	**30**	**18**	**10**	**42**	**15**	**18**	**23**	**25**	**14**	**21**	**19**	**12**	**25**	**19**	**15**	**22**
DK/NA	19	14	24	0	30	18	10	42	15	18	23	25	14	21	19	12	25	19	15	22

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 26: Q4C. I am going to mention some of the things that the Sonoma County Agricultural Preservation and Open Space District does. For each one, please tell me if you approve or disapprove of the job they are doing in that area: Providing residents with good value for their tax dollars

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
TOTAL APPROVE	**63%**	**73%**	**64%**	**67%**	**63%**	**65%**	**67%**	**64%**	**62%**	**63%**	**82%**	**63%**	**59%**	**68%**	**57%**	**57%**	**59%**	**57%**	**68%**	**59%**	**60%**	**58%**
Strongly approve	24	26	25	24	22	26	31	23	21	28	36	16	29	34	26	14	22	20	27	22	23	21
Somewhat approve	38	47	39	43	41	39	35	41	41	36	46	46	30	34	30	44	36	37	41	37	36	37
TOTAL DISAPPROVE	**19**	**17**	**18**	**20**	**15**	**19**	**21**	**21**	**18**	**19**	**14**	**16**	**28**	**19**	**18**	**17**	**19**	**17**	**19**	**18**	**18**	**18**
Somewhat disapprove	13	14	12	18	11	16	14	12	14	12	11	14	18	12	7	15	13	13	14	12	12	13
Strongly disapprove	6	3	6	2	4	3	7	9	4	7	4	3	10	7	10	2	6	4	5	6	6	6
DK/NA	**19**	**10**	**18**	**14**	**21**	**16**	**12**	**16**	**20**	**18**	**3**	**21**	**13**	**13**	**26**	**25**	**22**	**26**	**12**	**23**	**22**	**24**
DK/NA	19	10	18	14	21	16	12	16	20	18	3	21	13	13	26	25	22	26	12	23	22	24

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
TOTAL APPROVE	**63%**	**67%**	**58%**	**69%**	**59%**	**67%**	**65%**	**48%**	**73%**	**64%**	**67%**	**62%**	**54%**	**45%**	**68%**	**67%**	**65%**	**65%**	**46%**	**50%**
Strongly approve	24	20	21	34	23	24	28	19	26	23	33	21	16	20	20	28	23	34	19	19
Somewhat approve	38	47	37	35	36	43	37	29	47	40	34	40	38	25	48	39	42	31	27	31
TOTAL DISAPPROVE	**19**	**20**	**17**	**19**	**19**	**15**	**16**	**32**	**19**	**12**	**20**	**12**	**19**	**37**	**14**	**15**	**16**	**16**	**29**	**35**
Somewhat disapprove	13	15	14	14	11	10	15	18	13	9	17	12	11	21	12	9	13	16	19	16
Strongly disapprove	6	5	4	5	8	5	2	14	6	4	3	0	8	16	2	6	3	0	10	19
DK/NA	**19**	**13**	**24**	**12**	**22**	**18**	**19**	**21**	**8**	**24**	**13**	**27**	**27**	**18**	**17**	**18**	**19**	**19**	**25**	**15**
DK/NA	19	13	24	12	22	18	19	21	8	24	13	27	27	18	17	18	19	19	25	15

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 26: Q4C. I am going to mention some of the things that the Sonoma County Agricultural Preservation and Open Space District does. For each one, please tell me if you approve or disapprove of the job they are doing in that area: Providing residents with good value for their tax dollars

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
TOTAL APPROVE	**63%**	**58%**	**68%**	**63%**	**61%**	**65%**	**57%**	**68%**	**55%**	**60%**	**75%**	**75%**	**59%**	**60%**	**68%**	**60%**	**64%**	**61%**
Strongly approve	24	23	36	20	24	25	23	32	15	22	32	22	25	24	25	25	22	25
Somewhat approve	38	35	33	43	37	40	34	36	39	38	43	52	33	35	43	35	42	36
TOTAL DISAPPROVE	**19**	**25**	**20**	**15**	**19**	**18**	**21**	**13**	**37**	**19**	**25**	**9**	**19**	**17**	**16**	**21**	**20**	**18**
Somewhat disapprove	13	22	8	10	14	11	18	9	26	12	25	4	14	14	8	17	14	14
Strongly disapprove	6	3	12	5	5	7	3	4	11	7	0	4	5	3	9	4	6	5
DK/NA	**19**	**17**	**12**	**21**	**20**	**17**	**22**	**18**	**9**	**21**	**0**	**17**	**22**	**23**	**16**	**19**	**16**	**21**
DK/NA	19	17	12	21	20	17	22	18	9	21	0	17	22	23	16	19	16	21

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
TOTAL APPROVE	**63%**	**63%**	**62%**	**61%**	**62%**	**61%**	**64%**	**82%**	**27%**	**63%**	**52%**	**48%**	**60%**	**57%**	**62%**	**71%**	**40%**	**43%**	**66%**	**68%**
Strongly approve	24	25	25	26	25	25	26	51	5	18	21	19	22	19	22	24	20	20	28	27
Somewhat approve	38	38	37	35	37	36	38	31	22	44	31	29	38	38	40	47	20	23	38	41
TOTAL DISAPPROVE	**19**	**18**	**18**	**17**	**16**	**17**	**18**	**12**	**61**	**13**	**18**	**22**	**15**	**21**	**17**	**13**	**29**	**36**	**12**	**23**
Somewhat disapprove	13	13	13	13	12	13	13	7	33	11	17	19	14	16	12	11	19	7	11	17
Strongly disapprove	6	5	5	5	4	4	6	4	27	2	1	3	0	4	5	1	10	29	1	6
DK/NA	**19**	**19**	**20**	**22**	**22**	**22**	**18**	**7**	**12**	**25**	**30**	**29**	**25**	**23**	**22**	**16**	**31**	**22**	**22**	**9**
DK/NA	19	19	20	22	22	22	18	7	12	25	30	29	25	23	22	16	31	22	22	9

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 27: Q4D. I am going to mention some of the things that the Sonoma County Agricultural Preservation and Open Space District does. For each one, please tell me if you approve or disapprove of the job they are doing in that area: Communicating with the local community

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
TOTAL APPROVE	**64%**	**65%**	**64%**	**71%**	**52%**	**50%**	**81%**	**69%**	**17%**	**64%**	**75%**	**27%**	**48%**	**74%**	**61%**	**30%**	**30%**	**69%**	**30%**	**8%**
Strongly approve	23	26	21	26	19	18	39	19	0	25	29	5	13	32	15	5	0	25	3	8
Somewhat approve	41	39	42	46	33	32	42	50	17	39	46	22	34	42	45	24	30	43	26	0
TOTAL DISAPPROVE	**23**	**22**	**24**	**17**	**38**	**27**	**11**	**23**	**75**	**36**	**17**	**67**	**29**	**14**	**29**	**48**	**63**	**20**	**54**	**37**
Somewhat disapprove	18	16	19	15	24	23	10	16	60	18	13	51	22	11	24	43	37	16	41	10
Strongly disapprove	5	7	5	3	14	4	1	6	15	18	4	16	7	3	5	5	26	4	13	27
DK/NA	**12**	**12**	**12**	**11**	**9**	**22**	**8**	**8**	**8**	**0**	**8**	**6**	**23**	**12**	**10**	**22**	**6**	**11**	**16**	**54**
DK/NA	12	12	12	11	9	22	8	8	8	0	8	6	23	12	10	22	6	11	16	54

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
TOTAL APPROVE	**64%**	**73%**	**57%**	**34%**	**21%**	**67%**	**27%**	**37%**	**64%**	**66%**	**60%**	**67%**	**59%**	**66%**	**63%**	**67%**	**60%**	**66%**	**66%**	**62%**
Strongly approve	23	30	15	16	0	24	7	12	31	22	18	14	21	24	26	21	22	27	23	24
Somewhat approve	41	43	42	18	21	42	20	26	33	44	42	52	38	42	38	46	39	39	43	39
TOTAL DISAPPROVE	**23**	**16**	**30**	**66**	**63**	**21**	**64**	**20**	**25**	**24**	**24**	**17**	**30**	**21**	**23**	**21**	**26**	**24**	**22**	**25**
Somewhat disapprove	18	13	22	49	44	17	46	20	18	17	21	16	22	17	15	15	21	21	15	21
Strongly disapprove	5	3	8	17	19	5	18	0	7	7	3	2	8	5	8	6	5	4	7	4
DK/NA	**12**	**11**	**13**	**0**	**16**	**12**	**9**	**43**	**11**	**11**	**16**	**16**	**12**	**13**	**14**	**12**	**14**	**10**	**13**	**12**
DK/NA	12	11	13	0	16	12	9	43	11	11	16	16	12	13	14	12	14	10	13	12

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 27: Q4D. I am going to mention some of the things that the Sonoma County Agricultural Preservation and Open Space District does. For each one, please tell me if you approve or disapprove of the job they are doing in that area: Communicating with the local community

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
TOTAL APPROVE	**64%**	**87%**	**61%**	**85%**	**72%**	**56%**	**59%**	**65%**	**64%**	**65%**	**76%**	**77%**	**65%**	**61%**	**56%**	**52%**	**54%**	**70%**	**73%**	**59%**	**56%**	**61%**
Strongly approve	23	28	22	30	24	28	25	19	23	23	38	28	22	18	16	21	16	23	29	19	18	20
Somewhat approve	41	59	39	56	48	28	34	46	41	42	38	49	43	43	40	32	38	47	43	40	38	42
TOTAL DISAPPROVE	**23**	**13**	**24**	**13**	**17**	**28**	**30**	**21**	**27**	**20**	**14**	**17**	**20**	**17**	**33**	**46**	**27**	**16**	**17**	**28**	**33**	**22**
Somewhat disapprove	18	6	19	7	13	17	27	19	22	14	11	9	16	10	22	39	21	16	12	22	25	19
Strongly disapprove	5	6	4	7	4	11	3	3	5	6	3	8	4	7	11	7	5	0	5	6	8	3
DK/NA	**12**	**0**	**15**	**1**	**11**	**16**	**12**	**14**	**9**	**15**	**10**	**6**	**15**	**22**	**11**	**2**	**19**	**14**	**10**	**14**	**11**	**17**
DK/NA	12	0	15	1	11	16	12	14	9	15	10	6	15	22	11	2	19	14	10	14	11	17

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
TOTAL APPROVE	**64%**	**74%**	**54%**	**72%**	**62%**	**66%**	**65%**	**60%**	**73%**	**62%**	**76%**	**52%**	**66%**	**58%**	**64%**	**68%**	**65%**	**65%**	**63%**	**58%**
Strongly approve	23	30	16	29	21	27	19	18	28	27	29	7	36	12	24	30	21	16	26	12
Somewhat approve	41	44	37	43	41	38	46	42	44	35	47	45	30	46	40	37	44	49	37	46
TOTAL DISAPPROVE	**23**	**18**	**36**	**16**	**22**	**21**	**23**	**29**	**16**	**25**	**15**	**32**	**24**	**30**	**26**	**18**	**25**	**20**	**32**	**25**
Somewhat disapprove	18	13	32	11	15	15	18	26	11	17	11	26	19	28	20	11	21	12	27	25
Strongly disapprove	5	5	5	5	6	6	5	3	5	7	4	7	5	2	6	7	4	8	6	0
DK/NA	**12**	**9**	**10**	**13**	**16**	**13**	**12**	**11**	**11**	**14**	**9**	**16**	**9**	**12**	**11**	**15**	**10**	**15**	**5**	**17**
DK/NA	12	9	10	13	16	13	12	11	11	14	9	16	9	12	11	15	10	15	5	17

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 27: Q4D. I am going to mention some of the things that the Sonoma County Agricultural Preservation and Open Space District does. For each one, please tell me if you approve or disapprove of the job they are doing in that area: Communicating with the local community

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
TOTAL APPROVE	**64%**	**56%**	**62%**	**67%**	**65%**	**68%**	**56%**	**79%**	**61%**	**63%**	**51%**	**58%**	**66%**	**63%**	**67%**	**62%**	**68%**	**61%**
Strongly approve	23	17	24	25	24	23	24	23	27	24	16	22	23	23	26	25	21	21
Somewhat approve	41	38	37	42	42	45	32	57	33	39	35	35	43	40	41	37	47	40
TOTAL DISAPPROVE	**23**	**39**	**21**	**23**	**20**	**20**	**30**	**16**	**26**	**23**	**45**	**22**	**22**	**20**	**23**	**24**	**26**	**25**
Somewhat disapprove	18	32	12	19	15	15	26	11	13	18	37	22	17	15	18	15	21	21
Strongly disapprove	5	7	10	4	5	6	5	4	13	5	8	0	5	5	5	8	5	4
DK/NA	**12**	**6**	**17**	**10**	**15**	**12**	**13**	**5**	**14**	**14**	**4**	**20**	**12**	**17**	**10**	**14**	**6**	**14**
DK/NA	12	6	17	10	15	12	13	5	14	14	4	20	12	17	10	14	6	14

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
TOTAL APPROVE	**64%**	**64%**	**63%**	**62%**	**65%**	**65%**	**64%**	**83%**	**30%**	**64%**	**52%**	**47%**	**59%**	**56%**	**69%**	**58%**	**67%**	**57%**	**73%**	**59%**
Strongly approve	23	23	21	19	21	21	23	42	7	19	15	13	19	15	28	26	15	25	23	18
Somewhat approve	41	41	41	43	44	44	40	40	23	45	37	33	39	41	40	32	53	32	50	40
TOTAL DISAPPROVE	**23**	**23**	**25**	**25**	**21**	**21**	**20**	**8**	**57**	**22**	**31**	**34**	**26**	**28**	**17**	**30**	**16**	**31**	**13**	**33**
Somewhat disapprove	18	18	20	21	19	19	18	8	43	17	25	26	20	21	13	21	16	31	10	24
Strongly disapprove	5	5	5	4	3	2	3	1	14	5	6	8	6	7	4	8	0	0	3	9
DK/NA	**12**	**12**	**12**	**13**	**14**	**14**	**16**	**9**	**13**	**14**	**17**	**19**	**15**	**16**	**14**	**12**	**16**	**12**	**14**	**8**
DK/NA	12	12	12	13	14	14	16	9	13	14	17	19	15	16	14	12	16	12	14	8

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 28: Q4E. I am going to mention some of the things that the Sonoma County Agricultural Preservation and Open Space District does. For each one, please tell me if you approve or disapprove of the job they are doing in that area: Providing opportunities for local residents to learn about nature

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
TOTAL APPROVE	**75%**	**73%**	**77%**	**76%**	**76%**	**69%**	**87%**	**80%**	**44%**	**82%**	**84%**	**53%**	**61%**	**85%**	**69%**	**61%**	**30%**	**78%**	**49%**	**37%**
Strongly approve	40	36	43	43	35	35	59	33	10	44	47	18	30	56	24	10	10	43	10	27
Somewhat approve	35	37	33	33	41	34	28	47	34	38	37	35	31	28	45	50	20	35	39	10
TOTAL DISAPPROVE	**10**	**12**	**9**	**9**	**15**	**12**	**3**	**9**	**41**	**18**	**6**	**36**	**15**	**6**	**11**	**28**	**56**	**8**	**38**	**16**
Somewhat disapprove	9	11	7	7	11	12	3	8	31	0	6	24	12	5	11	28	19	7	25	0
Strongly disapprove	2	2	2	2	4	0	0	1	10	18	0	12	3	0	1	0	37	1	14	16
DK/NA	**14**	**15**	**14**	**15**	**9**	**19**	**10**	**11**	**14**	**0**	**11**	**11**	**23**	**10**	**20**	**11**	**14**	**14**	**12**	**46**
DK/NA	14	15	14	15	9	19	10	11	14	0	11	11	23	10	20	11	14	14	12	46

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
TOTAL APPROVE	**75%**	**82%**	**70%**	**43%**	**58%**	**77%**	**52%**	**37%**	**80%**	**76%**	**71%**	**68%**	**74%**	**75%**	**77%**	**76%**	**77%**	**69%**	**76%**	**74%**
Strongly approve	40	52	27	16	16	42	16	26	45	46	31	28	40	40	51	40	34	43	44	37
Somewhat approve	35	30	43	27	42	35	36	11	35	30	39	40	34	35	26	36	43	26	33	36
TOTAL DISAPPROVE	**10**	**6**	**15**	**57**	**32**	**9**	**43**	**0**	**11**	**9**	**11**	**12**	**10**	**11**	**7**	**11**	**9**	**16**	**9**	**12**
Somewhat disapprove	9	5	13	22	12	8	16	0	8	9	11	5	7	9	7	8	9	11	8	10
Strongly disapprove	2	0	2	35	20	1	26	0	3	0	0	7	3	2	0	3	0	5	2	2
DK/NA	**14**	**13**	**16**	**0**	**10**	**14**	**6**	**63**	**9**	**15**	**18**	**20**	**16**	**14**	**16**	**13**	**14**	**15**	**14**	**14**
DK/NA	14	13	16	0	10	14	6	63	9	15	18	20	16	14	16	13	14	15	14	14

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 28: Q4E. I am going to mention some of the things that the Sonoma County Agricultural Preservation and Open Space District does. For each one, please tell me if you approve or disapprove of the job they are doing in that area: Providing opportunities for local residents to learn about nature

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
TOTAL APPROVE	**75%**	**90%**	**73%**	**90%**	**80%**	**68%**	**77%**	**68%**	**75%**	**76%**	**83%**	**82%**	**73%**	**72%**	**62%**	**63%**	**80%**	**77%**	**80%**	**72%**	**65%**	**79%**
Strongly approve	40	56	39	50	46	33	43	30	35	45	55	39	35	45	29	32	45	38	43	38	35	42
Somewhat approve	35	34	34	40	34	36	34	38	40	30	27	44	38	26	32	32	35	39	36	34	30	37
TOTAL DISAPPROVE	**10**	**6**	**10**	**6**	**7**	**15**	**12**	**11**	**10**	**11**	**9**	**6**	**4**	**13**	**5**	**29**	**9**	**11**	**7**	**13**	**16**	**10**
Somewhat disapprove	9	3	9	4	5	12	10	9	8	9	9	2	2	13	5	26	7	8	5	11	15	8
Strongly disapprove	2	3	2	3	2	4	1	3	2	2	0	4	2	0	0	3	1	3	2	2	1	2
DK/NA	**14**	**4**	**17**	**4**	**13**	**17**	**11**	**21**	**15**	**14**	**8**	**11**	**22**	**15**	**33**	**7**	**11**	**12**	**14**	**15**	**18**	**11**
DK/NA	14	4	17	4	13	17	11	21	15	14	8	11	22	15	33	7	11	12	14	15	18	11

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
TOTAL APPROVE	**75%**	**81%**	**68%**	**78%**	**75%**	**74%**	**83%**	**68%**	**75%**	**74%**	**87%**	**77%**	**80%**	**63%**	**73%**	**75%**	**78%**	**89%**	**72%**	**64%**
Strongly approve	40	40	29	48	44	42	42	33	39	45	48	35	46	27	32	51	40	44	34	32
Somewhat approve	35	41	38	30	31	32	41	35	36	29	39	43	34	35	42	24	38	45	38	32
TOTAL DISAPPROVE	**10**	**7**	**14**	**6**	**13**	**9**	**7**	**18**	**8**	**10**	**6**	**8**	**5**	**23**	**10**	**9**	**7**	**7**	**16**	**20**
Somewhat disapprove	9	5	12	4	11	8	6	13	6	10	5	8	0	18	9	7	6	7	10	15
Strongly disapprove	2	2	2	2	2	1	1	5	2	1	1	0	5	6	1	1	1	0	6	5
DK/NA	**14**	**12**	**19**	**16**	**12**	**16**	**10**	**14**	**18**	**16**	**7**	**14**	**15**	**14**	**16**	**16**	**15**	**3**	**12**	**17**
DK/NA	14	12	19	16	12	16	10	14	18	16	7	14	15	14	16	16	15	3	12	17

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 28: Q4E. I am going to mention some of the things that the Sonoma County Agricultural Preservation and Open Space District does. For each one, please tell me if you approve or disapprove of the job they are doing in that area: Providing opportunities for local residents to learn about nature

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
TOTAL APPROVE	**75%**	**78%**	**69%**	**73%**	**78%**	**74%**	**77%**	**82%**	**66%**	**76%**	**65%**	**72%**	**77%**	**77%**	**73%**	**68%**	**80%**	**77%**
Strongly approve	40	42	39	32	47	39	44	33	45	41	17	44	43	46	38	41	40	37
Somewhat approve	35	37	31	41	31	36	33	49	22	35	48	28	34	31	36	27	40	40
TOTAL DISAPPROVE	**10**	**7**	**12**	**11**	**10**	**10**	**12**	**7**	**18**	**8**	**19**	**19**	**8**	**8**	**12**	**13**	**10**	**9**
Somewhat disapprove	9	5	9	10	9	8	10	5	18	8	11	16	5	8	9	11	7	8
Strongly disapprove	2	2	3	2	1	2	2	2	0	1	8	3	2	0	3	2	3	1
DK/NA	**14**	**14**	**18**	**16**	**12**	**16**	**11**	**10**	**15**	**16**	**17**	**9**	**15**	**15**	**14**	**19**	**10**	**14**
DK/NA	14	14	18	16	12	16	11	10	15	16	17	9	15	15	14	19	10	14

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
TOTAL APPROVE	**75%**	**75%**	**74%**	**74%**	**74%**	**75%**	**74%**	**93%**	**53%**	**73%**	**65%**	**62%**	**73%**	**68%**	**72%**	**73%**	**66%**	**64%**	**84%**	**80%**
Strongly approve	40	40	37	39	38	39	42	68	14	35	32	30	38	34	40	46	17	41	44	41
Somewhat approve	35	35	37	36	36	36	32	25	39	38	33	32	35	35	32	27	49	24	40	39
TOTAL DISAPPROVE	**10**	**11**	**12**	**12**	**12**	**12**	**11**	**1**	**34**	**10**	**14**	**17**	**12**	**14**	**7**	**13**	**20**	**20**	**6**	**10**
Somewhat disapprove	9	9	9	10	10	10	9	1	25	8	13	15	11	12	6	11	13	20	6	7
Strongly disapprove	2	2	2	2	2	2	2	0	8	1	1	2	1	2	1	2	7	0	0	3
DK/NA	**14**	**15**	**14**	**14**	**14**	**13**	**15**	**6**	**13**	**18**	**21**	**22**	**15**	**18**	**21**	**13**	**14**	**16**	**10**	**10**
DK/NA	14	15	14	14	14	13	15	6	13	18	21	22	15	18	21	13	14	16	10	10

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 29: Q5. Having heard this, let me ask you again: would you say you have a strong favorable, somewhat favorable, somewhat unfavorable, or strong unfavorable opinion of the Sonoma County Agricultural Preservation and Open Space District?

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
TOTAL FAVORABLE	**89%**	**90%**	**88%**	**95%**	**77%**	**83%**	**98%**	**92%**	**54%**	**34%**	**96%**	**47%**	**84%**	**100%**	**100%**	**0%**	**0%**	**100%**	**0%**	**0%**
Strongly favorable	52	50	54	59	38	44	78	39	10	21	59	14	45	100	0	0	0	59	0	0
Somewhat favorable	37	40	34	35	39	39	21	53	44	13	36	33	38	0	100	0	0	41	0	0
TOTAL UNFAVORABLE	**8**	**7**	**10**	**4**	**19**	**10**	**1**	**7**	**43**	**66**	**4**	**52**	**9**	**0**	**0**	**100**	**100**	**0**	**100**	**0**
Somewhat unfavorable	5	4	5	3	9	9	0	6	24	17	3	22	6	0	0	100	0	0	60	0
Strongly unfavorable	3	2	4	1	10	2	0	1	19	48	1	30	3	0	0	0	100	0	40	0
DK/NA	**3**	**3**	**2**	**1**	**4**	**7**	**1**	**0**	**3**	**0**	**1**	**2**	**7**	**0**	**0**	**0**	**0**	**0**	**0**	**100**
DK/NA	3	3	2	1	4	7	1	0	3	0	1	2	7	0	0	0	0	0	0	100

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
TOTAL FAVORABLE	**89%**	**97%**	**87%**	**22%**	**21%**	**93%**	**22%**	**54%**	**92%**	**91%**	**90%**	**75%**	**87%**	**89%**	**85%**	**89%**	**92%**	**88%**	**87%**	**90%**
Strongly favorable	52	75	26	6	6	55	6	23	64	52	43	39	49	53	48	46	55	59	47	56
Somewhat favorable	37	22	61	16	15	38	15	32	28	39	47	35	38	36	36	43	37	29	40	34
TOTAL UNFAVORABLE	**8**	**1**	**11**	**78**	**73**	**5**	**76**	**20**	**6**	**8**	**9**	**17**	**9**	**8**	**11**	**9**	**7**	**9**	**9**	**8**
Somewhat unfavorable	5	1	8	40	14	4	29	7	3	5	7	8	4	5	7	5	4	6	6	4
Strongly unfavorable	3	0	2	38	59	1	47	13	3	3	2	9	5	3	3	4	4	3	4	3
DK/NA	**3**	**1**	**3**	**0**	**6**	**2**	**3**	**26**	**2**	**1**	**1**	**8**	**4**	**2**	**5**	**2**	**1**	**3**	**3**	**2**
DK/NA	3	1	3	0	6	2	3	26	2	1	1	8	4	2	5	2	1	3	3	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 29: Q5. Having heard this, let me ask you again: would you say you have a strong favorable, somewhat favorable, somewhat unfavorable, or strong unfavorable opinion of the Sonoma County Agricultural Preservation and Open Space District?

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
TOTAL FAVORABLE	**89%**	**94%**	**89%**	**95%**	**90%**	**90%**	**88%**	**90%**	**88%**	**90%**	**95%**	**88%**	**91%**	**89%**	**87%**	**86%**	**90%**	**85%**	**91%**	**87%**	**87%**	**88%**
Strongly favorable	52	62	51	63	53	54	52	51	48	56	57	51	50	57	43	49	54	56	53	52	49	55
Somewhat favorable	37	32	38	32	37	36	35	39	40	33	38	37	40	32	44	37	36	29	38	35	38	33
TOTAL UNFAVORABLE	**8**	**2**	**9**	**2**	**7**	**5**	**10**	**9**	**10**	**7**	**4**	**8**	**7**	**9**	**13**	**11**	**8**	**10**	**6**	**10**	**11**	**9**
Somewhat unfavorable	5	2	5	2	4	3	6	4	6	4	2	5	4	5	5	7	5	6	4	6	6	6
Strongly unfavorable	3	0	4	0	3	2	5	5	4	3	1	2	3	3	7	4	3	4	2	4	5	4
DK/NA	**3**	**4**	**2**	**4**	**3**	**4**	**2**	**1**	**2**	**3**	**1**	**5**	**2**	**2**	**0**	**3**	**2**	**5**	**2**	**3**	**2**	**3**
DK/NA	3	4	2	4	3	4	2	1	2	3	1	5	2	2	0	3	2	5	2	3	2	3

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
TOTAL FAVORABLE	**89%**	**91%**	**86%**	**91%**	**88%**	**91%**	**93%**	**78%**	**94%**	**89%**	**91%**	**95%**	**79%**	**77%**	**93%**	**90%**	**92%**	**94%**	**73%**	**83%**
Strongly favorable	52	48	49	59	55	62	51	29	60	63	54	48	28	30	57	65	46	57	31	28
Somewhat favorable	37	43	37	32	34	29	42	49	35	26	38	47	52	47	36	25	45	37	42	55
TOTAL UNFAVORABLE	**8**	**7**	**12**	**5**	**8**	**6**	**6**	**19**	**3**	**8**	**7**	**4**	**18**	**19**	**5**	**7**	**8**	**3**	**23**	**14**
Somewhat unfavorable	5	5	7	3	5	4	3	10	2	6	4	2	11	9	3	5	6	0	11	8
Strongly unfavorable	3	2	6	2	3	2	2	9	1	2	3	2	7	11	2	2	2	3	12	7
DK/NA	**3**	**2**	**2**	**3**	**3**	**3**	**1**	**3**	**3**	**3**	**2**	**1**	**3**	**3**	**2**	**4**	**0**	**3**	**4**	**3**
DK/NA	3	2	2	3	3	3	1	3	3	3	2	1	3	3	2	4	0	3	4	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 29: Q5. Having heard this, let me ask you again: would you say you have a strong favorable, somewhat favorable, somewhat unfavorable, or strong unfavorable opinion of the Sonoma County Agricultural Preservation and Open Space District?

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
TOTAL FAVORABLE	**89%**	**88%**	**86%**	**88%**	**91%**	**90%**	**85%**	**90%**	**91%**	**87%**	**92%**	**93%**	**89%**	**89%**	**91%**	**88%**	**90%**	**87%**
Strongly favorable	52	47	51	49	58	54	48	51	37	54	35	46	60	58	48	51	44	60
Somewhat favorable	37	41	35	40	33	36	37	38	54	33	58	47	29	31	43	37	45	27
TOTAL UNFAVORABLE	**8**	**9**	**9**	**10**	**7**	**7**	**12**	**9**	**8**	**10**	**4**	**7**	**8**	**7**	**8**	**9**	**8**	**10**
Somewhat unfavorable	5	4	4	6	4	4	8	4	5	7	4	4	4	3	3	8	6	6
Strongly unfavorable	3	4	5	4	2	3	4	6	3	3	0	3	4	5	5	1	2	4
DK/NA	**3**	**3**	**5**	**1**	**3**	**3**	**3**	**1**	**2**	**3**	**4**	**0**	**3**	**3**	**1**	**3**	**3**	**3**
DK/NA	3	3	5	1	3	3	3	1	2	3	4	0	3	3	1	3	3	3

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
TOTAL FAVORABLE	**89%**	**89%**	**88%**	**88%**	**88%**	**89%**	**88%**	**100%**	**30%**	**96%**	**100%**	**85%**	**99%**	**88%**	**92%**	**88%**	**78%**	**74%**	**93%**	**89%**
Strongly favorable	52	52	51	52	53	55	56	100	10	43	51	45	66	49	60	64	32	29	49	51
Somewhat favorable	37	37	37	36	35	34	31	0	21	54	49	41	33	39	33	25	47	45	44	39
TOTAL UNFAVORABLE	**8**	**9**	**9**	**9**	**9**	**8**	**9**	**0**	**68**	**0**	**0**	**10**	**1**	**9**	**5**	**7**	**17**	**23**	**5**	**10**
Somewhat unfavorable	5	5	6	5	5	5	6	0	40	0	0	7	1	6	3	7	12	10	3	5
Strongly unfavorable	3	3	4	4	4	3	3	0	27	0	0	3	0	3	2	1	5	14	2	5
DK/NA	**3**	**3**	**3**	**3**	**3**	**3**	**3**	**0**	**2**	**4**	**0**	**5**	**0**	**3**	**3**	**4**	**5**	**2**	**2**	**1**
DK/NA	3	3	3	3	3	3	3	0	2	4	0	5	0	3	3	4	5	2	2	1

TABLE 30: Q6A. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Maintaining Sonoma's rich rural character and the unique qualities of areas throughout the county that help provide our sense of community

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
EXT/VERY IMPORTANT	**69%**	**63%**	**73%**	**71%**	**68%**	**62%**	**81%**	**68%**	**44%**	**41%**	**75%**	**43%**	**62%**	**83%**	**58%**	**31%**	**44%**	**73%**	**36%**	**55%**
Extremely important	33	32	34	35	32	26	44	34	10	25	39	16	23	44	23	12	23	36	16	11
Very important	36	31	39	35	36	36	36	34	33	16	35	27	39	38	35	19	22	37	20	45
SMWT/NOT TOO IMPORTANT	**30**	**36**	**26**	**28**	**29**	**38**	**18**	**31**	**53**	**54**	**24**	**53**	**36**	**16**	**41**	**69**	**52**	**26**	**62**	**40**
Somewhat important	25	30	23	25	23	30	17	29	33	25	23	30	31	15	36	55	26	24	43	22
Not too important	4	6	3	3	6	7	1	2	20	29	2	23	6	1	4	14	26	3	19	18
DK/NA	**1**	**1**	**1**	**1**	**3**	**0**	**1**	**1**	**3**	**5**	**1**	**4**	**1**	**1**	**1**	**0**	**4**	**1**	**2**	**4**
DK/NA	1	1	1	1	3	0	1	1	3	5	1	4	1	1	1	0	4	1	2	4

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
EXT/VERY IMPORTANT	**69%**	**83%**	**57%**	**31%**	**13%**	**72%**	**23%**	**38%**	**74%**	**70%**	**71%**	**49%**	**70%**	**68%**	**69%**	**68%**	**69%**	**69%**	**69%**	**69%**
Extremely important	33	44	22	14	13	35	14	21	38	31	36	21	36	32	26	35	33	37	31	35
Very important	36	39	35	17	0	37	9	18	36	39	35	29	34	36	43	33	36	32	37	34
SMWT/NOT TOO IMPORTANT	**30**	**16**	**42**	**69**	**87**	**27**	**77**	**53**	**26**	**29**	**28**	**46**	**28**	**31**	**29**	**30**	**30**	**30**	**30**	**30**
Somewhat important	25	16	35	49	45	24	47	45	21	27	23	38	22	27	28	26	25	24	27	25
Not too important	4	1	7	21	42	3	30	7	4	2	5	9	6	4	1	4	5	5	3	5
DK/NA	**1**	**1**	**1**	**0**	**0**	**1**	**0**	**9**	**0**	**1**	**1**	**4**	**2**	**1**	**1**	**2**	**0**	**1**	**1**	**1**
DK/NA	1	1	1	0	0	1	0	9	0	1	1	4	2	1	1	2	0	1	1	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 30: Q6A. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Maintaining Sonoma's rich rural character and the unique qualities of areas throughout the county that help provide our sense of community

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
EXT/VERY IMPORTANT	**69%**	**70%**	**70%**	**68%**	**74%**	**67%**	**68%**	**65%**	**61%**	**76%**	**62%**	**60%**	**77%**	**80%**	**65%**	**74%**	**68%**	**72%**	**66%**	**71%**	**73%**	**70%**
Extremely important	33	33	33	34	36	29	34	33	30	37	27	31	41	35	26	40	37	29	33	34	34	33
Very important	36	37	36	34	39	39	34	32	31	40	35	29	36	45	39	35	31	43	33	37	39	36
SMWT/NOT TOO IMPORTANT	**30**	**28**	**29**	**30**	**26**	**31**	**31**	**33**	**38**	**22**	**37**	**40**	**23**	**14**	**33**	**25**	**31**	**27**	**33**	**27**	**25**	**29**
Somewhat important	25	27	25	28	22	26	24	29	32	20	34	30	16	14	30	20	28	24	27	24	22	26
Not too important	4	2	4	2	3	5	8	4	6	3	3	10	7	0	4	4	3	3	6	3	3	3
DK/NA	**1**	**2**	**1**	**2**	**0**	**2**	**1**	**2**	**1**	**1**	**1**	**0**	**0**	**6**	**1**	**1**	**2**	**1**	**0**	**2**	**3**	**1**
DK/NA	1	2	1	2	0	2	1	2	1	1	1	0	0	6	1	1	2	1	0	2	3	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
EXT/VERY IMPORTANT	**69%**	**60%**	**62%**	**74%**	**78%**	**74%**	**69%**	**55%**	**73%**	**75%**	**61%**	**79%**	**57%**	**54%**	**66%**	**81%**	**65%**	**73%**	**44%**	**67%**
Extremely important	33	34	26	32	39	36	33	26	40	34	27	40	24	27	30	41	35	30	21	31
Very important	36	26	36	42	38	38	36	29	33	41	33	39	33	27	36	40	30	44	23	35
SMWT/NOT TOO IMPORTANT	**30**	**40**	**36**	**26**	**20**	**25**	**30**	**42**	**27**	**24**	**39**	**19**	**43**	**42**	**33**	**18**	**34**	**25**	**53**	**31**
Somewhat important	25	32	32	22	18	22	27	32	22	23	34	17	28	33	30	17	30	22	38	26
Not too important	4	8	4	4	2	2	4	10	5	1	5	2	15	9	4	2	4	3	15	5
DK/NA	**1**	**0**	**1**	**0**	**2**	**1**	**1**	**2**	**1**	**1**	**0**	**2**	**0**	**3**	**0**	**1**	**1**	**1**	**2**	**3**
DK/NA	1	0	1	0	2	1	1	2	1	1	0	2	0	3	0	1	1	1	2	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 30: Q6A. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Maintaining Sonoma's rich rural character and the unique qualities of areas throughout the county that help provide our sense of community

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
EXT/VERY IMPORTANT	**69%**	**64%**	**76%**	**60%**	**76%**	**72%**	**61%**	**72%**	**61%**	**66%**	**64%**	**67%**	**75%**	**73%**	**65%**	**66%**	**71%**	**70%**
Extremely important	33	35	38	28	36	33	34	39	29	26	39	34	39	32	35	30	38	32
Very important	36	29	38	33	40	39	27	34	32	40	25	33	36	41	29	37	33	39
SMWT/NOT TOO IMPORTANT	**30**	**36**	**21**	**39**	**23**	**27**	**37**	**28**	**39**	**33**	**36**	**33**	**23**	**27**	**33**	**34**	**28**	**27**
Somewhat important	25	25	19	34	20	23	32	23	31	28	34	28	20	24	28	30	25	21
Not too important	4	11	2	5	3	4	5	4	7	5	2	5	3	3	6	4	3	6
DK/NA	**1**	**0**	**3**	**1**	**1**	**1**	**1**	**0**	**0**	**1**	**0**	**0**	**3**	**0**	**2**	**0**	**1**	**3**
DK/NA	1	0	3	1	1	1	1	0	0	1	0	0	3	0	2	0	1	3

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
EXT/VERY IMPORTANT	**69%**	**69%**	**71%**	**72%**	**72%**	**71%**	**72%**	**86%**	**40%**	**68%**	**64%**	**64%**	**69%**	**69%**	**73%**	**77%**	**58%**	**54%**	**70%**	**66%**
Extremely important	33	33	34	34	34	33	33	52	16	30	25	23	31	32	37	34	30	27	35	30
Very important	36	36	36	38	38	38	39	34	25	38	39	40	38	37	36	43	28	27	35	35
SMWT/NOT TOO IMPORTANT	**30**	**30**	**28**	**27**	**27**	**28**	**25**	**12**	**58**	**31**	**34**	**35**	**30**	**29**	**26**	**22**	**41**	**42**	**29**	**33**
Somewhat important	25	25	24	23	22	23	21	12	41	28	29	28	26	24	23	22	31	24	26	30
Not too important	4	4	5	4	4	4	4	1	17	3	5	7	4	5	3	1	10	17	3	4
DK/NA	**1**	**1**	**1**	**1**	**1**	**2**	**2**	**1**	**2**	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**2**	**4**	**1**	**1**
DK/NA	1	1	1	1	1	2	2	1	2	1	1	1	1	1	1	1	2	4	1	1

TABLE 31: Q6B. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Supporting the economic vitality of working farms to preserve our agricultural heritage and diversity

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY IMPORTANT	**69%**	**66%**	**71%**	**71%**	**66%**	**67%**	**82%**	**70%**	**34%**	**54%**	**76%**	**44%**	**58%**	**81%**	**63%**	**29%**	**30%**	**73%**	**30%**	**63%**
Extremely important	35	35	35	37	34	32	50	32	0	34	41	17	26	47	26	13	19	38	16	21
Very important	34	31	35	34	33	35	32	38	34	20	35	27	32	35	37	16	11	36	14	42
SMWT/NOT TOO IMPORTANT	**30**	**34**	**28**	**28**	**34**	**31**	**17**	**28**	**66**	**46**	**23**	**56**	**40**	**18**	**37**	**71**	**70**	**26**	**70**	**27**
Somewhat important	25	29	23	25	25	24	14	26	40	23	20	32	35	15	34	58	38	23	49	11
Not too important	5	5	5	3	9	8	3	2	26	23	3	25	5	3	3	13	32	3	21	17
DK/NA	**1**	**0**	**2**	**1**	**0**	**2**	**1**	**1**	**0**	**0**	**1**	**0**	**2**	**1**	**1**	**0**	**0**	**1**	**0**	**9**
DK/NA	1	0	2	1	0	2	1	1	0	0	1	0	2	1	1	0	0	1	0	9

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY IMPORTANT	**69%**	**82%**	**58%**	**22%**	**32%**	**72%**	**25%**	**50%**	**72%**	**69%**	**76%**	**57%**	**75%**	**68%**	**68%**	**66%**	**70%**	**73%**	**67%**	**71%**
Extremely important	35	45	26	9	0	37	6	22	43	32	38	25	35	36	30	32	37	43	31	40
Very important	34	37	32	13	32	35	19	28	29	37	38	32	40	31	38	35	33	29	36	32
SMWT/NOT TOO IMPORTANT	**30**	**17**	**42**	**78**	**68**	**27**	**75**	**38**	**27**	**31**	**22**	**41**	**25**	**31**	**32**	**34**	**29**	**23**	**33**	**27**
Somewhat important	25	15	38	49	27	24	42	25	22	26	19	32	20	26	29	28	23	18	29	21
Not too important	5	3	4	29	41	3	33	13	4	5	3	9	5	5	3	5	6	5	4	6
DK/NA	**1**	**1**	**0**	**0**	**0**	**1**	**0**	**13**	**1**	**0**	**2**	**2**	**0**	**1**	**0**	**0**	**1**	**4**	**0**	**2**
DK/NA	1	1	0	0	0	1	0	13	1	0	2	2	0	1	0	0	1	4	0	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 31: Q6B. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Supporting the economic vitality of working farms to preserve our agricultural heritage and diversity

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY IMPORTANT	**69%**	**73%**	**70%**	**69%**	**77%**	**73%**	**62%**	**64%**	**58%**	**80%**	**67%**	**59%**	**78%**	**80%**	**66%**	**61%**	**71%**	**75%**	**67%**	**70%**	**68%**	**73%**
Extremely important	35	24	38	27	43	32	36	33	27	42	33	24	50	44	25	34	38	35	36	35	33	37
Very important	34	49	32	42	34	41	27	31	30	37	33	35	27	36	41	27	32	40	32	35	34	36
SMWT/NOT TOO IMPORTANT	**30**	**25**	**29**	**30**	**23**	**23**	**38**	**35**	**42**	**19**	**33**	**41**	**22**	**20**	**34**	**36**	**27**	**22**	**33**	**28**	**31**	**25**
Somewhat important	25	25	24	25	19	22	30	28	36	15	33	37	14	16	27	28	22	18	28	22	24	21
Not too important	5	0	5	4	3	1	8	7	6	4	0	4	8	4	7	9	5	3	4	6	7	4
DK/NA	**1**	**2**	**1**	**2**	**0**	**4**	**0**	**1**	**0**	**2**	**0**	**0**	**0**	**0**	**0**	**2**	**2**	**3**	**0**	**2**	**1**	**3**
DK/NA	1	2	1	2	0	4	0	1	0	2	0	0	0	0	0	2	2	3	0	2	1	3

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY IMPORTANT	**69%**	**54%**	**60%**	**80%**	**79%**	**74%**	**68%**	**57%**	**78%**	**72%**	**62%**	**76%**	**46%**	**62%**	**64%**	**82%**	**56%**	**81%**	**47%**	**71%**
Extremely important	35	33	24	38	45	37	38	27	35	38	40	35	25	27	28	44	31	45	23	32
Very important	34	22	36	42	34	37	30	31	43	33	22	41	21	35	36	37	25	36	24	39
SMWT/NOT TOO IMPORTANT	**30**	**46**	**39**	**20**	**18**	**24**	**32**	**43**	**22**	**25**	**38**	**24**	**54**	**38**	**35**	**15**	**44**	**19**	**53**	**29**
Somewhat important	25	42	32	16	14	20	32	29	18	21	38	24	41	24	30	12	44	19	38	17
Not too important	5	4	7	4	4	4	0	14	4	4	0	0	14	14	5	4	0	0	15	12
DK/NA	**1**	**0**	**1**	**0**	**3**	**2**	**0**	**0**	**0**	**3**	**0**	**0**	**0**	**0**	**1**	**3**	**0**	**0**	**0**	**0**
DK/NA	1	0	1	0	3	2	0	0	0	3	0	0	0	0	1	3	0	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 31: Q6B. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Supporting the economic vitality of working farms to preserve our agricultural heritage and diversity

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY IMPORTANT	**69%**	**66%**	**82%**	**56%**	**78%**	**70%**	**67%**	**72%**	**57%**	**72%**	**56%**	**63%**	**72%**	**71%**	**66%**	**69%**	**71%**	**68%**
Extremely important	35	36	33	25	47	34	38	37	25	33	38	27	41	30	35	39	44	29
Very important	34	30	49	31	32	36	28	35	33	39	18	36	30	41	31	30	27	39
SMWT/NOT TOO IMPORTANT	**30**	**34**	**18**	**43**	**19**	**29**	**32**	**28**	**43**	**26**	**39**	**37**	**28**	**27**	**34**	**30**	**28**	**31**
Somewhat important	25	30	12	37	16	24	27	17	40	21	39	32	24	21	26	29	22	27
Not too important	5	5	6	7	4	5	6	11	3	5	0	5	4	6	8	1	6	4
DK/NA	**1**	**0**	**0**	**1**	**2**	**1**	**1**	**0**	**0**	**2**	**5**	**0**	**1**	**2**	**0**	**1**	**1**	**1**
DK/NA	1	0	0	1	2	1	1	0	0	2	5	0	1	2	0	1	1	1

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY IMPORTANT	**69%**	**69%**	**70%**	**69%**	**69%**	**73%**	**73%**	**84%**	**38%**	**70%**	**61%**	**58%**	**67%**	**66%**	**83%**	**68%**	**55%**	**51%**	**69%**	**63%**
Extremely important	35	35	35	35	35	37	35	56	14	32	26	25	31	33	45	30	29	21	39	29
Very important	34	34	34	34	34	36	38	28	24	38	35	33	35	33	38	38	27	30	29	34
SMWT/NOT TOO IMPORTANT	**30**	**29**	**29**	**30**	**29**	**25**	**25**	**15**	**62**	**29**	**38**	**42**	**32**	**34**	**16**	**28**	**45**	**49**	**31**	**37**
Somewhat important	25	24	23	23	22	18	18	11	44	26	34	36	28	29	10	27	25	32	31	35
Not too important	5	5	6	6	7	7	7	5	17	3	4	6	4	5	6	1	20	17	0	2
DK/NA	**1**	**1**	**1**	**2**	**2**	**2**	**3**	**1**	**0**	**1**	**1**	**0**	**2**	**0**	**1**	**4**	**0**	**0**	**0**	**0**
DK/NA	1	1	1	2	2	2	3	1	0	1	1	0	2	0	1	4	0	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 32: Q6C. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Protecting the ridgetops, coastal bluffs, hillsides, and waterways that create the county's striking natural beauty

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY IMPORTANT	**79%**	**80%**	**79%**	**82%**	**74%**	**78%**	**93%**	**77%**	**33%**	**46%**	**85%**	**39%**	**76%**	**94%**	**71%**	**42%**	**29%**	**84%**	**36%**	**64%**
Extremely important	47	50	46	49	44	45	65	42	6	30	54	18	40	58	42	14	17	51	15	30
Very important	32	30	33	33	30	33	28	35	27	15	32	21	36	36	29	28	12	33	21	34
SMWT/NOT TOO IMPORTANT	**20**	**20**	**21**	**18**	**25**	**22**	**6**	**23**	**67**	**54**	**15**	**61**	**24**	**6**	**29**	**54**	**71**	**16**	**61**	**36**
Somewhat important	17	17	17	15	20	19	5	21	54	24	13	39	20	6	26	37	28	14	33	36
Not too important	4	3	4	3	6	3	1	2	13	30	2	21	3	1	2	17	42	1	28	0
DK/NA	**0**	**0**	**1**	**0**	**1**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**4**	**0**	**0**	**2**	**0**
DK/NA	0	0	1	0	1	0	1	0	0	0	0	0	1	0	0	4	0	0	2	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY IMPORTANT	**79%**	**94%**	**70%**	**7%**	**44%**	**84%**	**19%**	**38%**	**88%**	**82%**	**79%**	**55%**	**77%**	**80%**	**65%**	**78%**	**83%**	**86%**	**72%**	**84%**
Extremely important	47	60	35	0	27	50	9	23	57	51	44	24	49	47	31	46	54	52	40	53
Very important	32	33	35	7	17	34	10	15	31	31	35	30	28	33	34	31	29	33	32	31
SMWT/NOT TOO IMPORTANT	**20**	**6**	**30**	**93**	**56**	**16**	**81**	**56**	**12**	**17**	**21**	**44**	**23**	**20**	**33**	**22**	**17**	**14**	**27**	**16**
Somewhat important	17	5	26	70	0	14	48	44	10	15	16	33	19	16	31	16	14	11	22	13
Not too important	4	1	4	23	56	2	33	12	2	2	4	10	3	4	2	6	4	3	4	3
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**6**	**0**	**1**	**0**	**1**	**0**	**1**	**2**	**0**	**0**	**0**	**1**	**0**
DK/NA	0	0	0	0	0	0	0	6	0	1	0	1	0	1	2	0	0	0	1	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 32: Q6C. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Protecting the ridgetops, coastal bluffs, hillsides, and waterways that create the county's striking natural beauty

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY IMPORTANT	**79%**	**78%**	**79%**	**80%**	**82%**	**78%**	**80%**	**75%**	**72%**	**86%**	**74%**	**83%**	**85%**	**86%**	**73%**	**73%**	**81%**	**79%**	**80%**	**78%**	**76%**	**80%**
Extremely important	47	30	49	40	52	47	47	46	40	54	41	39	67	45	39	43	55	44	48	47	42	51
Very important	32	48	30	39	30	31	33	29	32	32	33	44	18	40	34	30	26	35	32	32	34	30
SMWT/NOT TOO IMPORTANT	**20**	**22**	**21**	**19**	**16**	**22**	**20**	**25**	**28**	**14**	**26**	**17**	**15**	**14**	**27**	**27**	**18**	**19**	**20**	**21**	**24**	**18**
Somewhat important	17	20	17	16	13	21	15	20	22	11	19	17	11	14	21	22	14	16	16	17	20	15
Not too important	4	2	4	3	3	1	6	4	5	2	7	0	4	0	7	4	4	3	4	4	4	3
DK/NA	**0**	**0**	**0**	**1**	**1**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**2**	**0**	**1**	**0**	**1**
DK/NA	0	0	0	1	1	0	0	0	1	0	0	0	0	0	0	0	1	2	0	1	0	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY IMPORTANT	**79%**	**77%**	**68%**	**84%**	**88%**	**87%**	**82%**	**55%**	**89%**	**86%**	**77%**	**88%**	**59%**	**53%**	**83%**	**90%**	**78%**	**86%**	**41%**	**72%**
Extremely important	47	48	34	49	57	50	57	26	47	52	57	57	29	25	41	57	52	62	23	30
Very important	32	29	34	35	30	37	25	29	42	34	20	31	30	28	41	33	26	24	18	42
SMWT/NOT TOO IMPORTANT	**20**	**23**	**31**	**16**	**12**	**12**	**18**	**45**	**11**	**13**	**23**	**12**	**41**	**47**	**16**	**10**	**22**	**14**	**59**	**28**
Somewhat important	17	18	25	13	10	11	16	33	8	12	21	10	28	35	15	8	18	14	44	19
Not too important	4	5	5	3	2	1	2	12	3	1	2	2	13	12	1	2	3	0	15	9
DK/NA	**0**	**0**	**1**	**0**	**0**	**1**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**2**	**0**	**0**	**0**	**0**	**0**
DK/NA	0	0	1	0	0	1	0	0	0	1	0	0	0	0	2	0	0	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 32: Q6C. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Protecting the ridgetops, coastal bluffs, hillsides, and waterways that create the county's striking natural beauty

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY IMPORTANT	**79%**	**70%**	**84%**	**72%**	**87%**	**78%**	**83%**	**79%**	**68%**	**83%**	**74%**	**81%**	**79%**	**82%**	**72%**	**84%**	**79%**	**80%**
Extremely important	47	50	49	37	56	47	48	51	35	41	55	47	53	42	49	44	52	48
Very important	32	20	34	35	31	31	35	28	33	41	19	34	26	39	23	40	27	31
SMWT/NOT TOO IMPORTANT	**20**	**30**	**16**	**27**	**13**	**22**	**17**	**21**	**32**	**17**	**26**	**19**	**21**	**18**	**28**	**14**	**21**	**20**
Somewhat important	17	28	13	20	11	17	15	21	25	12	20	15	18	15	24	12	16	16
Not too important	4	2	4	6	2	4	2	0	7	5	6	4	3	4	4	1	5	5
DK/NA	**0**	**0**	**0**	**1**	**0**	**1**	**0**	**0**	**0**	**1**	**0**	**0**	**1**	**0**	**0**	**2**	**0**	**0**
DK/NA	0	0	0	1	0	1	0	0	0	1	0	0	1	0	0	2	0	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY IMPORTANT	**79%**	**79%**	**81%**	**80%**	**80%**	**79%**	**77%**	**95%**	**41%**	**81%**	**75%**	**77%**	**79%**	**79%**	**92%**	**84%**	**63%**	**43%**	**81%**	**74%**
Extremely important	47	47	49	49	48	49	47	71	19	44	40	39	42	43	52	47	42	15	62	39
Very important	32	32	32	31	32	30	31	25	22	37	35	38	37	36	40	37	21	27	19	35
SMWT/NOT TOO IMPORTANT	**20**	**20**	**19**	**19**	**19**	**21**	**23**	**4**	**58**	**19**	**25**	**23**	**21**	**21**	**8**	**16**	**37**	**57**	**19**	**25**
Somewhat important	17	17	15	16	16	17	19	3	37	18	24	21	19	19	5	16	27	33	18	23
Not too important	4	4	3	4	4	4	4	1	20	1	1	2	1	3	3	0	11	24	1	2
DK/NA	**0**	**0**	**0**	**1**	**1**	**1**	**0**	**1**	**2**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**1**
DK/NA	0	0	0	1	1	1	0	1	2	0	0	0	0	0	1	0	0	0	0	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 33: Q6D. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Providing land for parks and natural areas

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY IMPORTANT	**72%**	**75%**	**71%**	**76%**	**64%**	**69%**	**85%**	**71%**	**39%**	**49%**	**78%**	**44%**	**66%**	**88%**	**61%**	**31%**	**37%**	**77%**	**33%**	**57%**
Extremely important	40	45	38	44	32	35	55	37	18	33	46	26	29	53	31	14	14	44	14	10
Very important	32	30	33	32	32	34	30	34	20	15	32	18	36	35	30	17	23	33	19	47
SMWT/NOT TOO IMPORTANT	**27**	**24**	**28**	**23**	**35**	**29**	**15**	**28**	**61**	**51**	**21**	**56**	**33**	**11**	**39**	**69**	**58**	**23**	**64**	**35**
Somewhat important	22	19	24	20	25	25	12	25	43	28	19	35	27	10	34	62	17	20	42	28
Not too important	5	5	4	3	9	4	2	3	19	23	3	21	6	2	5	8	41	3	22	7
DK/NA	**1**	**1**	**1**	**1**	**1**	**2**	**1**	**1**	**0**	**0**	**1**	**0**	**2**	**0**	**1**	**0**	**6**	**0**	**3**	**8**
DK/NA	1	1	1	1	1	2	1	1	0	0	1	0	2	0	1	0	6	0	3	8

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY IMPORTANT	**72%**	**89%**	**58%**	**29%**	**17%**	**76%**	**25%**	**39%**	**84%**	**76%**	**67%**	**47%**	**74%**	**72%**	**59%**	**71%**	**77%**	**78%**	**66%**	**77%**
Extremely important	40	55	25	9	0	43	6	18	49	46	28	23	44	39	23	39	48	43	33	46
Very important	32	34	33	19	17	33	19	21	35	30	38	25	30	33	36	32	29	34	34	31
SMWT/NOT TOO IMPORTANT	**27**	**11**	**41**	**71**	**83**	**23**	**75**	**55**	**16**	**22**	**33**	**51**	**26**	**27**	**38**	**28**	**23**	**22**	**32**	**23**
Somewhat important	22	11	34	56	27	20	47	45	12	19	30	38	20	23	28	23	18	21	25	19
Not too important	5	1	7	15	56	3	28	10	4	3	3	13	5	5	10	5	4	2	7	3
DK/NA	**1**	**0**	**1**	**0**	**0**	**1**	**0**	**6**	**0**	**2**	**0**	**1**	**0**	**1**	**2**	**1**	**1**	**0**	**2**	**0**
DK/NA	1	0	1	0	0	1	0	6	0	2	0	1	0	1	2	1	1	0	2	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 33: Q6D. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Providing land for parks and natural areas

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY IMPORTANT	**72%**	**73%**	**71%**	**74%**	**79%**	**75%**	**68%**	**68%**	**63%**	**80%**	**68%**	**81%**	**79%**	**90%**	**59%**	**58%**	**70%**	**77%**	**76%**	**70%**	**66%**	**73%**
Extremely important	40	29	42	30	41	39	46	40	33	47	34	39	56	41	36	34	41	38	43	38	37	40
Very important	32	44	29	45	38	36	23	28	31	33	34	42	22	49	24	24	29	39	33	32	30	33
SMWT/NOT TOO IMPORTANT	**27**	**27**	**28**	**24**	**19**	**25**	**32**	**30**	**35**	**20**	**32**	**19**	**21**	**10**	**41**	**40**	**27**	**22**	**24**	**29**	**33**	**25**
Somewhat important	22	22	24	19	15	21	23	26	28	17	27	15	18	10	36	33	22	15	20	24	29	19
Not too important	5	5	5	5	4	4	8	4	7	3	5	5	4	0	4	7	5	6	4	5	4	6
DK/NA	**1**	**0**	**1**	**1**	**1**	**0**	**0**	**1**	**2**	**0**	**0**	**0**	**0**	**0**	**0**	**2**	**3**	**2**	**0**	**2**	**1**	**2**
DK/NA	1	0	1	1	1	0	0	1	2	0	0	0	0	0	0	2	3	2	0	2	1	2

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY IMPORTANT	**72%**	**68%**	**60%**	**83%**	**78%**	**81%**	**77%**	**43%**	**86%**	**78%**	**72%**	**83%**	**49%**	**40%**	**76%**	**84%**	**70%**	**84%**	**30%**	**60%**
Extremely important	40	41	27	45	48	45	44	22	45	45	47	40	25	21	35	52	42	46	16	30
Very important	32	27	33	38	30	36	33	21	41	33	25	42	24	19	41	33	28	38	14	30
SMWT/NOT TOO IMPORTANT	**27**	**32**	**37**	**17**	**22**	**18**	**22**	**56**	**14**	**21**	**28**	**15**	**51**	**58**	**22**	**16**	**28**	**16**	**68**	**40**
Somewhat important	22	25	30	15	19	17	20	39	11	20	27	12	32	42	21	14	25	15	45	32
Not too important	5	7	7	2	3	1	2	17	3	1	1	4	19	16	1	2	3	1	23	8
DK/NA	**1**	**0**	**3**	**0**	**0**	**1**	**1**	**1**	**0**	**1**	**0**	**2**	**0**	**2**	**2**	**0**	**2**	**0**	**2**	**0**
DK/NA	1	0	3	0	0	1	1	1	0	1	0	2	0	2	2	0	2	0	2	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 33: Q6D. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Providing land for parks and natural areas

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY IMPORTANT	**72%**	**67%**	**80%**	**63%**	**80%**	**72%**	**72%**	**79%**	**65%**	**76%**	**67%**	**73%**	**68%**	**69%**	**69%**	**77%**	**73%**	**74%**
Extremely important	40	37	50	30	46	41	37	45	28	40	50	43	39	36	41	36	49	38
Very important	32	30	30	32	34	31	35	35	37	37	17	30	29	33	28	41	24	36
SMWT/NOT TOO IMPORTANT	**27**	**33**	**20**	**35**	**20**	**27**	**28**	**21**	**35**	**23**	**33**	**27**	**30**	**29**	**31**	**21**	**26**	**26**
Somewhat important	22	25	16	28	18	21	25	16	28	16	28	22	28	23	26	18	21	22
Not too important	5	8	3	7	2	5	3	4	7	7	6	5	2	7	5	3	5	3
DK/NA	**1**	**0**	**0**	**3**	**0**	**1**	**0**	**0**	**0**	**1**	**0**	**0**	**2**	**2**	**0**	**1**	**1**	**0**
DK/NA	1	0	0	3	0	1	0	0	0	1	0	0	2	2	0	1	1	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY IMPORTANT	**72%**	**73%**	**73%**	**74%**	**73%**	**72%**	**71%**	**92%**	**42%**	**71%**	**69%**	**67%**	**75%**	**73%**	**85%**	**77%**	**51%**	**27%**	**72%**	**72%**
Extremely important	40	40	41	39	39	40	36	64	20	35	34	32	38	38	46	40	32	19	43	40
Very important	32	33	32	34	34	32	35	28	22	36	35	36	36	34	39	37	19	8	29	33
SMWT/NOT TOO IMPORTANT	**27**	**26**	**26**	**25**	**25**	**27**	**28**	**7**	**56**	**29**	**31**	**32**	**25**	**27**	**14**	**22**	**46**	**73**	**27**	**28**
Somewhat important	22	21	21	21	20	21	23	6	38	25	26	27	22	23	11	22	31	46	24	26
Not too important	5	5	4	4	5	6	6	1	18	3	5	5	4	4	3	0	15	27	3	2
DK/NA	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**2**	**1**	**0**	**1**	**0**	**1**	**1**	**1**	**3**	**0**	**1**	**0**
DK/NA	1	1	1	1	1	1	1	1	2	1	0	1	0	1	1	1	3	0	1	0

TABLE 34: Q6E. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Preserving diverse habitat for wildlife

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY IMPORTANT	**78%**	**78%**	**78%**	**79%**	**72%**	**78%**	**90%**	**72%**	**49%**	**82%**	**82%**	**56%**	**74%**	**91%**	**66%**	**43%**	**66%**	**81%**	**51%**	**52%**
Extremely important	38	38	37	39	39	30	49	41	11	19	45	13	27	51	26	15	18	41	16	0
Very important	40	39	40	40	33	48	41	32	38	63	36	44	47	40	40	29	48	40	36	52
SMWT/NOT TOO IMPORTANT	**21**	**22**	**20**	**19**	**27**	**20**	**9**	**26**	**51**	**0**	**17**	**40**	**26**	**8**	**33**	**57**	**26**	**18**	**45**	**48**
Somewhat important	18	18	17	16	21	18	7	23	25	0	14	20	24	7	31	27	10	17	21	38
Not too important	3	3	3	3	6	2	2	3	26	0	3	20	1	1	2	30	16	1	25	10
DK/NA	**1**	**1**	**2**	**1**	**1**	**2**	**1**	**2**	**0**	**18**	**1**	**4**	**1**	**1**	**2**	**0**	**9**	**1**	**3**	**0**
DK/NA	1	1	2	1	1	2	1	2	0	18	1	4	1	1	2	0	9	1	3	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY IMPORTANT	**78%**	**90%**	**63%**	**60%**	**31%**	**79%**	**44%**	**79%**	**83%**	**77%**	**76%**	**66%**	**75%**	**78%**	**83%**	**74%**	**79%**	**76%**	**77%**	**78%**
Extremely important	38	47	25	42	19	38	29	47	46	36	38	18	41	36	42	39	37	33	40	35
Very important	40	43	39	18	12	41	15	32	37	41	38	48	34	42	41	35	42	43	37	42
SMWT/NOT TOO IMPORTANT	**21**	**9**	**34**	**40**	**58**	**20**	**50**	**21**	**16**	**23**	**24**	**24**	**23**	**21**	**16**	**23**	**21**	**24**	**20**	**22**
Somewhat important	18	8	31	26	16	17	21	21	13	20	20	22	21	17	16	17	19	19	17	19
Not too important	3	2	3	13	42	2	30	0	3	3	4	2	3	4	0	6	2	5	4	3
DK/NA	**1**	**1**	**2**	**0**	**11**	**1**	**6**	**0**	**1**	**0**	**0**	**10**	**1**	**2**	**1**	**3**	**0**	**0**	**2**	**0**
DK/NA	1	1	2	0	11	1	6	0	1	0	0	10	1	2	1	3	0	0	2	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 34: Q6E. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Preserving diverse habitat for wildlife

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY IMPORTANT	**78%**	**78%**	**77%**	**81%**	**83%**	**74%**	**71%**	**78%**	**77%**	**79%**	**83%**	**77%**	**79%**	**70%**	**78%**	**74%**	**76%**	**81%**	**79%**	**76%**	**74%**	**79%**
Extremely important	38	37	37	39	38	42	32	32	39	37	37	48	39	50	26	25	39	38	41	36	32	39
Very important	40	41	40	42	45	31	39	45	38	41	47	28	40	21	51	49	37	43	38	41	42	40
SMWT/NOT TOO IMPORTANT	**21**	**19**	**22**	**16**	**15**	**26**	**29**	**21**	**23**	**19**	**17**	**23**	**21**	**19**	**22**	**23**	**24**	**17**	**21**	**21**	**22**	**21**
Somewhat important	18	16	19	14	12	23	18	20	19	17	15	18	19	19	19	16	19	17	17	18	18	18
Not too important	3	3	3	2	2	3	11	1	4	3	2	5	3	0	3	7	5	0	3	3	4	3
DK/NA	**1**	**3**	**1**	**2**	**2**	**0**	**0**	**2**	**1**	**2**	**0**	**0**	**0**	**11**	**0**	**3**	**0**	**2**	**0**	**2**	**4**	**1**
DK/NA	1	3	1	2	2	0	0	2	1	2	0	0	0	11	0	3	0	2	0	2	4	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY IMPORTANT	**78%**	**75%**	**78%**	**85%**	**75%**	**83%**	**78%**	**62%**	**88%**	**80%**	**76%**	**81%**	**57%**	**64%**	**82%**	**85%**	**77%**	**80%**	**65%**	**60%**
Extremely important	38	41	36	41	35	41	38	28	47	38	39	37	26	29	41	42	40	35	32	25
Very important	40	34	42	44	40	42	40	34	41	42	37	44	31	35	41	43	37	45	33	35
SMWT/NOT TOO IMPORTANT	**21**	**25**	**21**	**15**	**21**	**15**	**21**	**37**	**12**	**17**	**24**	**17**	**43**	**34**	**18**	**12**	**23**	**17**	**33**	**40**
Somewhat important	18	20	17	13	18	14	18	27	12	15	20	15	29	26	16	12	19	15	23	30
Not too important	3	5	4	2	3	1	3	10	0	2	4	2	14	8	2	0	4	2	10	10
DK/NA	**1**	**0**	**1**	**0**	**3**	**2**	**1**	**1**	**0**	**3**	**0**	**2**	**0**	**2**	**0**	**3**	**0**	**3**	**3**	**0**
DK/NA	1	0	1	0	3	2	1	1	0	3	0	2	0	2	0	3	0	3	3	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 34: Q6E. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Preserving diverse habitat for wildlife

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY IMPORTANT	**78%**	**68%**	**82%**	**79%**	**77%**	**80%**	**73%**	**83%**	**73%**	**71%**	**59%**	**78%**	**88%**	**77%**	**72%**	**82%**	**77%**	**82%**
Extremely important	38	45	39	37	36	37	39	39	32	32	20	39	48	36	38	39	35	41
Very important	40	24	44	42	41	42	34	44	41	38	39	38	40	40	34	42	42	41
SMWT/NOT TOO IMPORTANT	**21**	**32**	**15**	**20**	**21**	**19**	**25**	**17**	**27**	**28**	**35**	**22**	**11**	**23**	**25**	**18**	**21**	**15**
Somewhat important	18	26	15	16	18	18	18	13	21	23	35	19	9	17	23	15	20	11
Not too important	3	6	0	4	3	1	8	4	7	4	0	3	1	6	2	3	1	4
DK/NA	**1**	**0**	**2**	**1**	**2**	**1**	**2**	**0**	**0**	**2**	**6**	**0**	**2**	**0**	**3**	**0**	**1**	**3**
DK/NA	1	0	2	1	2	1	2	0	0	2	6	0	2	0	3	0	1	3

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY IMPORTANT	**78%**	**78%**	**77%**	**78%**	**77%**	**76%**	**74%**	**94%**	**58%**	**75%**	**76%**	**74%**	**80%**	**79%**	**81%**	**86%**	**69%**	**70%**	**84%**	**67%**
Extremely important	38	38	38	38	37	35	37	57	19	34	29	26	38	34	43	42	32	30	40	32
Very important	40	39	39	40	40	41	37	37	39	41	47	49	43	45	39	45	37	40	44	35
SMWT/NOT TOO IMPORTANT	**21**	**21**	**22**	**21**	**21**	**22**	**23**	**5**	**40**	**23**	**23**	**25**	**19**	**20**	**17**	**12**	**31**	**30**	**15**	**31**
Somewhat important	18	18	18	17	17	17	18	2	22	22	23	23	19	18	16	10	21	21	15	25
Not too important	3	3	4	3	4	5	5	2	17	1	0	2	0	2	1	2	10	9	0	6
DK/NA	**1**	**1**	**1**	**2**	**2**	**2**	**3**	**2**	**2**	**1**	**1**	**1**	**1**	**1**	**2**	**2**	**0**	**0**	**2**	**1**
DK/NA	1	1	1	2	2	2	3	2	2	1	1	1	1	1	2	2	0	0	2	1

TABLE 35: Q6F. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Protecting the waterways and natural lands that maintain water quality and supply

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY IMPORTANT	**89%**	**89%**	**90%**	**91%**	**80%**	**95%**	**98%**	**85%**	**72%**	**82%**	**92%**	**74%**	**87%**	**97%**	**84%**	**54%**	**76%**	**92%**	**62%**	**92%**
Extremely important	51	52	51	53	47	46	61	49	19	45	56	25	46	65	38	11	28	54	17	35
Very important	38	37	39	38	33	50	36	36	53	37	36	49	41	32	46	43	47	37	45	56
SMWT/NOT TOO IMPORTANT	**10**	**10**	**10**	**8**	**20**	**3**	**2**	**15**	**28**	**18**	**8**	**26**	**11**	**3**	**15**	**42**	**24**	**8**	**36**	**8**
Somewhat important	9	10	8	7	16	3	2	13	18	0	7	14	11	3	14	31	8	8	23	8
Not too important	1	1	1	0	4	0	0	2	9	18	1	11	0	0	1	11	16	0	13	0
DK/NA	**1**	**1**	**1**	**1**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**2**	**0**	**1**	**4**	**0**	**1**	**2**	**0**
DK/NA	1	1	1	1	0	1	0	0	0	0	0	0	2	0	1	4	0	1	2	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY IMPORTANT	**89%**	**96%**	**82%**	**87%**	**53%**	**90%**	**67%**	**79%**	**90%**	**88%**	**92%**	**84%**	**91%**	**89%**	**91%**	**86%**	**93%**	**86%**	**88%**	**90%**
Extremely important	51	60	39	42	31	52	36	45	60	51	52	23	56	49	50	49	49	60	49	53
Very important	38	36	43	45	22	39	32	33	31	37	39	62	35	40	41	37	44	26	38	37
SMWT/NOT TOO IMPORTANT	**10**	**3**	**18**	**13**	**31**	**9**	**23**	**21**	**8**	**11**	**8**	**16**	**9**	**10**	**6**	**13**	**7**	**14**	**11**	**10**
Somewhat important	9	3	17	13	0	9	6	21	7	11	6	14	9	9	6	11	7	10	10	8
Not too important	1	0	1	0	31	1	18	0	1	1	2	2	0	2	0	2	0	4	1	1
DK/NA	**1**	**1**	**0**	**0**	**16**	**0**	**9**	**0**	**2**	**1**	**0**	**0**	**0**	**1**	**2**	**1**	**0**	**0**	**2**	**0**
DK/NA	1	1	0	0	16	0	9	0	2	1	0	0	0	1	2	1	0	0	2	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 35: Q6F. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Protecting the waterways and natural lands that maintain water quality and supply

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY IMPORTANT	**89%**	**97%**	**89%**	**96%**	**93%**	**89%**	**86%**	**88%**	**89%**	**90%**	**97%**	**90%**	**90%**	**95%**	**82%**	**84%**	**89%**	**87%**	**92%**	**87%**	**86%**	**88%**
Extremely important	51	56	50	56	47	51	58	49	51	51	57	67	52	53	36	42	55	39	59	46	43	48
Very important	38	41	38	40	46	38	28	39	38	39	40	23	38	42	46	42	34	48	34	42	43	40
SMWT/NOT TOO IMPORTANT	**10**	**3**	**10**	**4**	**7**	**11**	**14**	**11**	**11**	**9**	**3**	**10**	**10**	**0**	**18**	**16**	**9**	**13**	**8**	**12**	**12**	**11**
Somewhat important	9	3	10	4	5	11	11	11	8	9	3	7	10	0	18	13	8	11	7	10	11	9
Not too important	1	0	1	0	2	0	3	0	2	0	0	3	0	0	0	3	1	2	1	1	1	1
DK/NA	**1**	**0**	**1**	**0**	**0**	**0**	**0**	**1**	**0**	**1**	**0**	**0**	**0**	**5**	**0**	**0**	**2**	**0**	**0**	**1**	**1**	**1**
DK/NA	1	0	1	0	0	0	0	1	0	1	0	0	0	5	0	0	2	0	0	1	1	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY IMPORTANT	**89%**	**91%**	**87%**	**94%**	**87%**	**93%**	**91%**	**78%**	**96%**	**91%**	**91%**	**91%**	**82%**	**76%**	**92%**	**94%**	**94%**	**86%**	**74%**	**81%**
Extremely important	51	60	42	56	48	53	57	37	63	46	61	53	37	37	52	54	60	54	36	38
Very important	38	31	46	38	39	40	34	41	33	44	30	38	45	39	40	40	35	33	38	43
SMWT/NOT TOO IMPORTANT	**10**	**9**	**13**	**6**	**11**	**6**	**8**	**22**	**4**	**8**	**9**	**6**	**18**	**24**	**8**	**5**	**6**	**10**	**26**	**19**
Somewhat important	9	7	10	6	11	5	7	20	4	7	8	6	13	22	6	5	5	10	21	19
Not too important	1	2	3	0	0	1	1	2	0	1	1	0	4	2	2	0	1	0	5	0
DK/NA	**1**	**0**	**0**	**0**	**2**	**1**	**1**	**0**	**0**	**1**	**0**	**3**	**0**	**0**	**0**	**1**	**0**	**3**	**0**	**0**
DK/NA	1	0	0	0	2	1	1	0	0	1	0	3	0	0	0	1	0	3	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 35: Q6F. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Protecting the waterways and natural lands that maintain water quality and supply

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY IMPORTANT	**89%**	**89%**	**93%**	**89%**	**88%**	**92%**	**84%**	**92%**	**92%**	**86%**	**94%**	**93%**	**89%**	**86%**	**86%**	**91%**	**93%**	**91%**
Extremely important	51	55	58	51	48	51	51	56	45	48	48	60	53	51	52	47	57	47
Very important	38	34	35	38	41	41	33	36	48	38	46	33	37	35	34	44	36	44
SMWT/NOT TOO IMPORTANT	**10**	**11**	**7**	**11**	**10**	**8**	**15**	**8**	**6**	**14**	**6**	**3**	**10**	**14**	**12**	**8**	**6**	**9**
Somewhat important	9	11	7	8	10	7	12	8	6	12	6	3	9	12	11	8	5	8
Not too important	1	0	0	3	0	0	3	0	0	2	0	0	2	2	1	0	1	1
DK/NA	**1**	**0**	**0**	**0**	**2**	**0**	**1**	**0**	**2**	**0**	**0**	**4**	**1**	**0**	**2**	**1**	**1**	**0**
DK/NA	1	0	0	0	2	0	1	0	2	0	0	4	1	0	2	1	1	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY IMPORTANT	**89%**	**90%**	**89%**	**89%**	**88%**	**86%**	**84%**	**98%**	**70%**	**90%**	**89%**	**88%**	**90%**	**90%**	**92%**	**96%**	**85%**	**70%**	**95%**	**84%**
Extremely important	51	52	52	50	50	48	47	68	26	49	49	45	54	50	49	63	53	34	57	45
Very important	38	38	37	39	38	39	37	29	44	41	39	43	36	40	43	34	32	35	38	40
SMWT/NOT TOO IMPORTANT	**10**	**10**	**10**	**11**	**11**	**13**	**15**	**2**	**25**	**10**	**9**	**11**	**9**	**9**	**8**	**3**	**15**	**30**	**5**	**14**
Somewhat important	9	9	9	9	10	11	12	2	17	9	9	11	9	9	8	1	15	26	5	11
Not too important	1	1	1	1	2	2	3	0	8	0	0	0	0	0	0	2	0	4	0	3
DK/NA	**1**	**0**	**0**	**0**	**1**	**1**	**1**	**0**	**4**	**0**	**2**	**1**	**1**	**1**	**1**	**1**	**0**	**0**	**0**	**2**
DK/NA	1	0	0	0	1	1	1	0	4	0	2	1	1	1	1	1	0	0	0	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 36: Q6G. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Partnering with local organizations to leverage funding to protect land, recreational and educational opportunities

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY IMPORTANT	**70%**	**70%**	**69%**	**76%**	**53%**	**68%**	**86%**	**66%**	**38%**	**45%**	**76%**	**39%**	**62%**	**87%**	**54%**	**20%**	**46%**	**73%**	**29%**	**62%**
Extremely important	31	36	28	33	30	24	43	30	11	0	37	9	24	46	14	5	8	33	6	35
Very important	39	34	41	43	23	44	43	36	27	45	40	31	38	41	39	14	37	40	23	26
SMWT/NOT TOO IMPORTANT	**28**	**28**	**28**	**23**	**43**	**28**	**13**	**32**	**62**	**37**	**22**	**57**	**35**	**12**	**43**	**80**	**54**	**24**	**71**	**20**
Somewhat important	25	26	25	22	35	24	13	30	41	19	21	36	32	12	39	62	38	23	54	20
Not too important	3	2	3	1	9	4	0	2	21	18	1	20	4	0	4	18	16	2	17	0
DK/NA	**2**	**2**	**3**	**2**	**3**	**3**	**1**	**2**	**0**	**18**	**2**	**4**	**3**	**1**	**4**	**0**	**0**	**2**	**0**	**18**
DK/NA	2	2	3	2	3	3	1	2	0	18	2	4	3	1	4	0	0	2	0	18

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY IMPORTANT	**70%**	**87%**	**49%**	**44%**	**31%**	**72%**	**37%**	**35%**	**82%**	**71%**	**59%**	**55%**	**64%**	**72%**	**72%**	**61%**	**75%**	**75%**	**65%**	**75%**
Extremely important	31	42	17	26	19	32	22	10	39	31	30	14	33	31	28	28	34	36	28	35
Very important	39	45	32	18	12	40	15	25	43	40	28	41	31	41	43	33	41	39	37	40
SMWT/NOT TOO IMPORTANT	**28**	**12**	**48**	**56**	**59**	**26**	**57**	**54**	**18**	**28**	**37**	**37**	**35**	**25**	**26**	**37**	**23**	**23**	**33**	**23**
Somewhat important	25	11	43	46	27	24	35	54	14	26	33	33	33	22	23	33	23	17	29	21
Not too important	3	1	4	10	32	2	22	0	3	2	4	4	3	3	3	4	0	7	3	3
DK/NA	**2**	**1**	**4**	**0**	**10**	**2**	**6**	**11**	**1**	**1**	**4**	**8**	**1**	**3**	**3**	**3**	**2**	**2**	**3**	**2**
DK/NA	2	1	4	0	10	2	6	11	1	1	4	8	1	3	3	3	2	2	3	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 36: Q6G. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Partnering with local organizations to leverage funding to protect land, recreational and educational opportunities

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY IMPORTANT	**70%**	**85%**	**68%**	**85%**	**78%**	**62%**	**61%**	**66%**	**66%**	**74%**	**77%**	**74%**	**69%**	**66%**	**56%**	**70%**	**73%**	**66%**	**74%**	**67%**	**64%**	**70%**
Extremely important	31	28	32	32	27	35	35	30	32	31	29	44	35	34	15	25	35	28	36	28	24	32
Very important	39	57	37	53	51	27	26	36	34	43	48	30	34	33	41	45	38	39	37	39	40	39
SMWT/NOT TOO IMPORTANT	**28**	**15**	**29**	**15**	**18**	**36**	**39**	**33**	**33**	**23**	**21**	**26**	**30**	**34**	**44**	**25**	**24**	**28**	**25**	**30**	**34**	**26**
Somewhat important	25	12	27	12	16	29	38	30	31	20	21	21	30	30	41	17	23	22	24	26	29	22
Not too important	3	3	2	3	2	7	1	3	3	3	0	4	0	3	3	8	1	6	1	4	5	3
DK/NA	**2**	**0**	**3**	**0**	**4**	**1**	**0**	**1**	**1**	**4**	**2**	**0**	**2**	**0**	**0**	**5**	**3**	**6**	**1**	**3**	**2**	**4**
DK/NA	2	0	3	0	4	1	0	1	1	4	2	0	2	0	0	5	3	6	1	3	2	4

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY IMPORTANT	**70%**	**68%**	**63%**	**82%**	**70%**	**79%**	**68%**	**47%**	**83%**	**76%**	**70%**	**65%**	**47%**	**47%**	**76%**	**81%**	**62%**	**76%**	**45%**	**49%**
Extremely important	31	36	27	36	28	38	23	25	45	34	28	17	26	24	40	36	22	24	27	23
Very important	39	32	36	46	41	41	45	23	38	43	43	48	21	24	36	45	40	52	19	26
SMWT/NOT TOO IMPORTANT	**28**	**32**	**35**	**15**	**26**	**19**	**30**	**48**	**16**	**22**	**28**	**32**	**53**	**46**	**23**	**17**	**38**	**19**	**52**	**44**
Somewhat important	25	31	30	13	23	19	27	39	16	20	24	31	53	33	22	16	37	14	42	37
Not too important	3	1	5	2	4	1	3	9	0	1	4	2	0	13	1	1	1	5	11	8
DK/NA	**2**	**0**	**2**	**3**	**4**	**1**	**2**	**5**	**1**	**2**	**2**	**2**	**0**	**7**	**1**	**2**	**0**	**5**	**3**	**7**
DK/NA	2	0	2	3	4	1	2	5	1	2	2	2	0	7	1	2	0	5	3	7

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 36: Q6G. I am going to read you a list of potential goals the District is considering setting for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important: Partnering with local organizations to leverage funding to protect land, recreational and educational opportunities

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY IMPORTANT	**70%**	**49%**	**78%**	**71%**	**73%**	**73%**	**63%**	**72%**	**75%**	**66%**	**65%**	**64%**	**74%**	**78%**	**63%**	**72%**	**64%**	**72%**
Extremely important	31	33	33	32	30	30	33	30	35	28	31	28	35	39	26	34	29	27
Very important	39	16	44	40	42	42	30	42	40	38	33	36	39	39	37	38	35	44
SMWT/NOT TOO IMPORTANT	**28**	**51**	**21**	**28**	**23**	**25**	**34**	**28**	**25**	**31**	**29**	**36**	**24**	**17**	**36**	**28**	**32**	**27**
Somewhat important	25	51	16	24	21	23	29	28	25	26	29	31	20	16	33	25	28	22
Not too important	3	0	5	4	3	2	5	0	0	4	0	6	4	2	3	3	4	4
DK/NA	**2**	**0**	**2**	**1**	**4**	**2**	**3**	**0**	**0**	**4**	**6**	**0**	**2**	**5**	**1**	**0**	**3**	**1**
DK/NA	2	0	2	1	4	2	3	0	0	4	6	0	2	5	1	0	3	1

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY IMPORTANT	**70%**	**70%**	**69%**	**69%**	**70%**	**70%**	**70%**	**92%**	**36%**	**68%**	**63%**	**61%**	**71%**	**69%**	**78%**	**86%**	**53%**	**47%**	**74%**	**56%**
Extremely important	31	32	32	31	30	29	28	52	11	27	24	23	31	28	39	40	20	30	21	28
Very important	39	38	37	38	40	41	42	40	24	41	39	39	40	41	39	46	33	17	53	29
SMWT/NOT TOO IMPORTANT	**28**	**28**	**29**	**28**	**28**	**27**	**26**	**8**	**60**	**29**	**34**	**36**	**26**	**29**	**20**	**13**	**41**	**49**	**23**	**42**
Somewhat important	25	25	25	24	23	22	23	8	47	27	30	31	23	24	20	10	34	46	21	35
Not too important	3	3	4	4	4	5	3	0	14	2	4	5	3	4	0	3	6	3	2	7
DK/NA	**2**	**2**	**3**	**3**	**3**	**3**	**4**	**0**	**4**	**3**	**3**	**3**	**3**	**3**	**1**	**1**	**6**	**4**	**3**	**2**
DK/NA	2	2	3	3	3	3	4	0	4	3	3	3	3	3	1	1	6	4	3	2

TABLE 37: Q7A. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Kashia Coastal Preserve - 688 acres along the Sonoma Coast - is now owned by the Kashia Pomo Tribe and is protected land.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY IMPORTANT	**68%**	**73%**	**66%**	**73%**	**57%**	**68%**	**78%**	**70%**	**6%**	**28%**	**74%**	**17%**	**68%**	**81%**	**63%**	**31%**	**34%**	**73%**	**32%**	**32%**
Extremely important	38	34	40	40	33	39	52	32	0	28	42	14	34	52	28	9	13	42	11	10
Very important	30	38	26	33	24	29	26	38	6	0	32	3	34	30	34	22	21	32	21	21
SMWT/NOT TOO IMPORTANT	**26**	**25**	**27**	**23**	**35**	**26**	**18**	**25**	**87**	**59**	**21**	**73**	**25**	**13**	**33**	**55**	**66**	**22**	**60**	**52**
Somewhat important	18	18	18	18	16	21	14	19	49	10	17	30	19	11	25	35	11	17	24	36
Not too important	8	6	9	5	18	5	3	6	38	48	5	43	7	2	8	20	55	5	35	16
DK/NA	**5**	**3**	**7**	**4**	**8**	**6**	**4**	**5**	**7**	**13**	**5**	**10**	**6**	**5**	**4**	**14**	**0**	**5**	**8**	**16**
DK/NA	5	3	7	4	8	6	4	5	7	13	5	10	6	5	4	14	0	5	8	16

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY IMPORTANT	**68%**	**83%**	**59%**	**8%**	**17%**	**73%**	**11%**	**33%**	**80%**	**75%**	**61%**	**42%**	**74%**	**67%**	**69%**	**68%**	**69%**	**70%**	**68%**	**69%**
Extremely important	38	50	29	0	0	41	0	6	49	39	31	25	43	37	32	40	45	33	37	40
Very important	30	33	30	8	17	32	11	27	32	35	30	17	31	30	38	27	24	37	32	29
SMWT/NOT TOO IMPORTANT	**26**	**14**	**35**	**84**	**69**	**22**	**79**	**50**	**17**	**21**	**30**	**50**	**25**	**27**	**29**	**30**	**25**	**21**	**30**	**23**
Somewhat important	18	11	27	32	15	18	26	25	13	16	21	28	16	19	17	20	20	14	19	18
Not too important	8	3	8	53	54	5	53	25	4	5	9	22	9	8	13	10	5	6	11	6
DK/NA	**5**	**4**	**6**	**8**	**14**	**5**	**10**	**17**	**2**	**4**	**10**	**8**	**2**	**7**	**1**	**2**	**6**	**10**	**2**	**7**
DK/NA	5	4	6	8	14	5	10	17	2	4	10	8	2	7	1	2	6	10	2	7

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 37: Q7A. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Kashia Coastal Preserve - 688 acres along the Sonoma Coast - is now owned by the Kashia Pomo Tribe and is protected land.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY IMPORTANT	**68%**	**78%**	**66%**	**80%**	**82%**	**64%**	**69%**	**60%**	**63%**	**73%**	**66%**	**84%**	**78%**	**70%**	**62%**	**71%**	**58%**	**60%**	**76%**	**63%**	**67%**	**59%**
Extremely important	38	35	37	40	48	36	37	33	31	44	33	38	48	37	39	42	35	33	40	37	40	34
Very important	30	42	29	39	33	27	32	27	32	29	33	46	30	33	22	29	23	27	37	26	28	25
SMWT/NOT TOO IMPORTANT	**26**	**16**	**30**	**14**	**14**	**30**	**25**	**39**	**34**	**19**	**34**	**16**	**18**	**21**	**36**	**23**	**31**	**27**	**23**	**28**	**27**	**29**
Somewhat important	18	13	21	10	10	24	17	26	25	12	26	14	10	11	27	21	20	16	17	19	21	18
Not too important	8	2	9	5	5	6	8	13	10	6	8	2	9	10	9	2	12	11	6	9	7	11
DK/NA	**5**	**7**	**5**	**6**	**4**	**6**	**6**	**1**	**3**	**8**	**0**	**0**	**3**	**9**	**2**	**6**	**11**	**13**	**1**	**8**	**5**	**11**
DK/NA	5	7	5	6	4	6	6	1	3	8	0	0	3	9	2	6	11	13	1	8	5	11

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY IMPORTANT	**68%**	**68%**	**60%**	**84%**	**66%**	**75%**	**74%**	**44%**	**85%**	**69%**	**77%**	**71%**	**45%**	**44%**	**75%**	**75%**	**64%**	**85%**	**39%**	**51%**
Extremely important	38	36	28	43	45	44	39	21	48	41	38	40	13	24	39	47	31	48	16	26
Very important	30	32	31	41	22	31	35	24	36	27	39	31	32	20	35	27	33	37	22	25
SMWT/NOT TOO IMPORTANT	**26**	**32**	**36**	**14**	**22**	**19**	**21**	**52**	**14**	**22**	**22**	**20**	**55**	**51**	**22**	**16**	**33**	**8**	**61**	**41**
Somewhat important	18	24	25	10	14	15	21	24	9	18	22	20	30	22	17	13	33	8	31	15
Not too important	8	8	11	4	8	4	0	28	5	3	0	0	25	30	5	3	0	0	30	26
DK/NA	**5**	**0**	**4**	**2**	**12**	**7**	**5**	**3**	**1**	**10**	**1**	**9**	**0**	**5**	**4**	**9**	**3**	**6**	**0**	**8**
DK/NA	5	0	4	2	12	7	5	3	1	10	1	9	0	5	4	9	3	6	0	8

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 37: Q7A. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Kashia Coastal Preserve - 688 acres along the Sonoma Coast - is now owned by the Kashia Pomo Tribe and is protected land.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY IMPORTANT	**68%**	**66%**	**80%**	**62%**	**71%**	**71%**	**63%**	**68%**	**61%**	**70%**	**58%**	**69%**	**70%**	**64%**	**70%**	**64%**	**66%**	**78%**
Extremely important	38	31	52	31	42	40	33	38	22	34	26	51	42	32	44	34	39	41
Very important	30	34	28	31	29	31	30	30	39	36	32	18	28	32	26	30	27	37
SMWT/NOT TOO IMPORTANT	**26**	**34**	**17**	**35**	**20**	**24**	**32**	**24**	**39**	**26**	**36**	**26**	**23**	**29**	**26**	**34**	**29**	**14**
Somewhat important	18	23	9	25	14	16	24	20	29	19	30	17	13	16	19	29	17	10
Not too important	8	11	7	10	6	8	8	4	10	6	6	9	10	13	6	5	11	3
DK/NA	**5**	**0**	**3**	**4**	**9**	**6**	**5**	**7**	**0**	**4**	**6**	**6**	**7**	**7**	**4**	**2**	**5**	**8**
DK/NA	5	0	3	4	9	6	5	7	0	4	6	6	7	7	4	2	5	8

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY IMPORTANT	**68%**	**68%**	**67%**	**68%**	**67%**	**66%**	**68%**	**83%**	**31%**	**70%**	**69%**	**66%**	**72%**	**68%**	**76%**	**73%**	**53%**	**42%**	**74%**	**63%**
Extremely important	38	38	38	38	38	38	38	57	13	36	36	35	39	37	45	44	30	16	37	35
Very important	30	30	29	30	29	28	30	26	17	35	33	31	33	31	31	30	24	27	37	29
SMWT/NOT TOO IMPORTANT	**26**	**26**	**26**	**26**	**26**	**27**	**23**	**11**	**62**	**24**	**26**	**28**	**23**	**27**	**18**	**18**	**43**	**58**	**21**	**32**
Somewhat important	18	18	18	17	18	17	15	9	29	19	18	20	17	18	16	16	13	29	21	20
Not too important	8	8	9	8	9	9	9	2	33	5	8	8	6	9	3	3	31	28	0	12
DK/NA	**5**	**6**	**6**	**7**	**7**	**7**	**9**	**5**	**7**	**5**	**5**	**6**	**5**	**5**	**6**	**8**	**3**	**0**	**5**	**5**
DK/NA	5	6	6	7	7	7	9	5	7	5	5	6	5	5	6	8	3	0	5	5

TABLE 38: Q7B. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Willow Creek is a part of Sonoma Coast State Park containing rolling grasslands, Coast redwood and Douglas fir forests, and abundant wildlife. The property supports wildlife species and is open to visitors.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY IMPORTANT	**79%**	**85%**	**77%**	**84%**	**74%**	**69%**	**92%**	**78%**	**26%**	**42%**	**85%**	**34%**	**78%**	**93%**	**74%**	**49%**	**24%**	**85%**	**38%**	**55%**
Extremely important	46	48	44	49	41	38	60	42	0	36	51	17	39	56	38	27	13	49	21	31
Very important	34	36	33	35	33	31	32	36	26	7	34	16	38	36	36	21	11	36	17	23
SMWT/NOT TOO IMPORTANT	**19**	**14**	**21**	**15**	**24**	**25**	**8**	**18**	**74**	**58**	**13**	**66**	**20**	**7**	**25**	**46**	**65**	**14**	**54**	**36**
Somewhat important	14	11	16	12	15	20	7	14	46	33	10	40	16	5	21	30	38	12	33	28
Not too important	5	3	5	3	9	5	1	4	28	25	2	26	4	2	4	16	27	3	21	8
DK/NA	**2**	**1**	**2**	**1**	**2**	**6**	**1**	**4**	**0**	**0**	**2**	**0**	**2**	**1**	**1**	**5**	**12**	**1**	**8**	**9**
DK/NA	2	1	2	1	2	6	1	4	0	0	2	0	2	1	1	5	12	1	8	9

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY IMPORTANT	**79%**	**93%**	**70%**	**27%**	**14%**	**83%**	**23%**	**51%**	**91%**	**84%**	**72%**	**56%**	**77%**	**80%**	**74%**	**76%**	**84%**	**81%**	**75%**	**83%**
Extremely important	46	57	35	12	14	48	13	25	56	50	34	31	54	43	34	50	50	45	43	48
Very important	34	35	35	15	0	35	10	26	34	34	39	25	23	37	41	26	34	36	32	35
SMWT/NOT TOO IMPORTANT	**19**	**6**	**28**	**65**	**69**	**15**	**66**	**42**	**9**	**14**	**26**	**39**	**23**	**17**	**24**	**22**	**15**	**16**	**23**	**15**
Somewhat important	14	5	23	28	41	12	32	31	6	13	19	25	15	13	19	16	12	11	17	11
Not too important	5	1	5	37	27	3	34	11	3	1	7	14	7	4	5	6	3	5	6	4
DK/NA	**2**	**1**	**2**	**8**	**17**	**1**	**11**	**7**	**1**	**2**	**1**	**5**	**0**	**3**	**1**	**2**	**1**	**3**	**2**	**2**
DK/NA	2	1	2	8	17	1	11	7	1	2	1	5	0	3	1	2	1	3	2	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 38: Q7B. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Willow Creek is a part of Sonoma Coast State Park containing rolling grasslands, Coast redwood and Douglas fir forests, and abundant wildlife. The property supports wildlife species and is open to visitors.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY IMPORTANT	**79%**	**75%**	**80%**	**80%**	**84%**	**78%**	**79%**	**79%**	**73%**	**86%**	**84%**	**86%**	**82%**	**93%**	**67%**	**73%**	**74%**	**80%**	**84%**	**76%**	**76%**	**76%**
Extremely important	46	34	49	33	48	48	46	49	40	51	41	46	56	53	44	41	47	40	47	44	45	44
Very important	34	41	31	47	36	29	33	30	33	35	44	40	26	40	23	32	27	40	37	32	31	32
SMWT/NOT TOO IMPORTANT	**19**	**23**	**19**	**18**	**16**	**19**	**17**	**21**	**25**	**12**	**16**	**14**	**18**	**7**	**27**	**23**	**21**	**20**	**16**	**21**	**20**	**21**
Somewhat important	14	20	14	15	11	16	11	15	19	10	10	14	10	0	25	19	16	15	11	16	16	16
Not too important	5	2	5	3	5	3	6	6	7	2	5	0	8	7	2	4	5	5	4	5	4	5
DK/NA	**2**	**2**	**2**	**2**	**0**	**4**	**3**	**0**	**2**	**2**	**0**	**0**	**0**	**0**	**6**	**4**	**5**	**0**	**0**	**3**	**4**	**3**
DK/NA	2	2	2	2	0	4	3	0	2	2	0	0	0	0	6	4	5	0	0	3	4	3

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY IMPORTANT	**79%**	**77%**	**69%**	**91%**	**82%**	**85%**	**87%**	**55%**	**86%**	**84%**	**89%**	**85%**	**67%**	**50%**	**81%**	**88%**	**81%**	**93%**	**46%**	**67%**
Extremely important	46	46	35	48	53	50	46	33	50	51	47	43	38	30	44	56	46	45	25	43
Very important	34	31	34	42	30	34	42	22	36	33	42	41	28	20	37	32	36	48	21	24
SMWT/NOT TOO IMPORTANT	**19**	**23**	**27**	**9**	**15**	**14**	**11**	**43**	**14**	**13**	**11**	**11**	**33**	**46**	**18**	**11**	**15**	**7**	**54**	**28**
Somewhat important	14	18	19	5	13	11	9	29	12	11	10	8	16	34	14	9	11	7	36	19
Not too important	5	5	8	4	1	2	2	14	3	2	2	2	17	13	3	2	4	0	18	9
DK/NA	**2**	**0**	**4**	**0**	**3**	**2**	**2**	**2**	**0**	**3**	**0**	**5**	**0**	**3**	**2**	**2**	**4**	**0**	**0**	**5**
DK/NA	2	0	4	0	3	2	2	2	0	3	0	5	0	3	2	2	4	0	0	5

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 38: Q7B. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Willow Creek is a part of Sonoma Coast State Park containing rolling grasslands, Coast redwood and Douglas fir forests, and abundant wildlife. The property supports wildlife species and is open to visitors.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY IMPORTANT	**79%**	**66%**	**87%**	**75%**	**85%**	**80%**	**78%**	**87%**	**79%**	**79%**	**68%**	**82%**	**78%**	**79%**	**78%**	**80%**	**79%**	**82%**
Extremely important	46	49	58	36	49	45	46	50	28	41	51	53	48	37	48	34	57	52
Very important	34	17	28	39	36	35	32	36	52	38	17	29	30	42	30	46	22	30
SMWT/NOT TOO IMPORTANT	**19**	**34**	**13**	**22**	**12**	**19**	**19**	**9**	**21**	**19**	**32**	**18**	**20**	**17**	**19**	**20**	**18**	**18**
Somewhat important	14	23	9	17	10	14	14	7	10	17	32	12	13	14	12	16	13	15
Not too important	5	11	4	6	2	5	4	2	11	2	0	6	6	3	8	4	5	4
DK/NA	**2**	**0**	**0**	**3**	**3**	**2**	**3**	**4**	**0**	**2**	**0**	**0**	**3**	**4**	**2**	**0**	**3**	**0**
DK/NA	2	0	0	3	3	2	3	4	0	2	0	0	3	4	2	0	3	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY IMPORTANT	**79%**	**80%**	**80%**	**78%**	**79%**	**77%**	**78%**	**96%**	**39%**	**81%**	**78%**	**77%**	**82%**	**78%**	**85%**	**88%**	**61%**	**50%**	**88%**	**73%**
Extremely important	46	46	46	45	44	44	47	66	22	43	38	39	44	43	51	50	39	27	46	43
Very important	34	34	34	33	35	33	31	31	18	38	41	38	39	35	34	37	22	23	42	30
SMWT/NOT TOO IMPORTANT	**19**	**18**	**18**	**20**	**19**	**21**	**20**	**3**	**55**	**17**	**22**	**23**	**17**	**21**	**13**	**11**	**36**	**50**	**10**	**26**
Somewhat important	14	14	13	15	14	16	14	2	35	14	16	18	12	16	12	8	20	32	8	20
Not too important	5	5	5	5	5	6	6	1	20	3	5	5	4	5	1	3	16	18	1	5
DK/NA	**2**	**2**	**2**	**2**	**2**	**2**	**3**	**1**	**6**	**2**	**0**	**1**	**1**	**1**	**2**	**2**	**3**	**0**	**3**	**1**
DK/NA	2	2	2	2	2	2	3	1	6	2	0	1	1	1	2	2	3	0	3	1

TABLE 39: Q7C. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Taylor Mountain Regional Park and Open Space Preserve offers opportunities for public recreation on the urban edge and scenic views.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY IMPORTANT	**70%**	**75%**	**68%**	**74%**	**65%**	**63%**	**81%**	**73%**	**7%**	**45%**	**77%**	**26%**	**66%**	**87%**	**58%**	**46%**	**29%**	**75%**	**39%**	**41%**
Extremely important	38	37	38	39	39	34	52	35	0	40	44	20	29	50	25	28	24	40	26	18
Very important	32	38	29	35	27	29	29	38	7	5	33	6	37	36	32	18	6	35	13	22
SMWT/NOT TOO IMPORTANT	**26**	**23**	**28**	**23**	**30**	**30**	**15**	**24**	**93**	**48**	**20**	**71**	**30**	**11**	**39**	**45**	**66**	**23**	**54**	**42**
Somewhat important	22	20	24	21	23	27	14	22	67	25	18	46	28	9	38	32	22	21	28	42
Not too important	4	3	4	2	8	3	1	2	26	23	2	25	3	1	1	12	44	1	26	0
DK/NA	**3**	**2**	**4**	**3**	**4**	**6**	**3**	**4**	**0**	**7**	**3**	**3**	**4**	**2**	**3**	**10**	**5**	**3**	**7**	**17**
DK/NA	3	2	4	3	4	6	3	4	0	7	3	3	4	2	3	10	5	3	7	17

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY IMPORTANT	**70%**	**85%**	**58%**	**20%**	**31%**	**74%**	**23%**	**33%**	**82%**	**77%**	**65%**	**41%**	**78%**	**68%**	**63%**	**66%**	**77%**	**72%**	**65%**	**75%**
Extremely important	38	49	28	12	14	40	13	18	50	42	29	19	51	34	35	31	47	37	33	43
Very important	32	37	30	8	17	34	11	15	32	35	36	22	27	34	28	35	30	34	32	32
SMWT/NOT TOO IMPORTANT	**26**	**13**	**38**	**64**	**69**	**23**	**66**	**49**	**15**	**22**	**28**	**53**	**22**	**27**	**34**	**32**	**19**	**23**	**33**	**20**
Somewhat important	22	12	36	27	13	22	23	42	13	21	24	42	18	24	33	26	15	20	29	17
Not too important	4	1	2	37	56	2	43	7	2	1	4	11	4	4	1	6	4	3	4	4
DK/NA	**3**	**2**	**4**	**16**	**0**	**3**	**11**	**18**	**2**	**1**	**7**	**6**	**0**	**5**	**3**	**2**	**4**	**5**	**2**	**5**
DK/NA	3	2	4	16	0	3	11	18	2	1	7	6	0	5	3	2	4	5	2	5

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 39: Q7C. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Taylor Mountain Regional Park and Open Space Preserve offers opportunities for public recreation on the urban edge and scenic views.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY IMPORTANT	**70%**	**73%**	**71%**	**75%**	**72%**	**76%**	**74%**	**66%**	**64%**	**76%**	**69%**	**80%**	**82%**	**73%**	**65%**	**63%**	**65%**	**65%**	**77%**	**66%**	**66%**	**65%**
Extremely important	38	36	39	35	40	31	43	41	30	46	38	35	54	41	39	31	34	36	42	36	36	35
Very important	32	37	32	40	32	45	31	26	34	30	32	45	29	32	26	33	31	30	35	30	30	30
SMWT/NOT TOO IMPORTANT	**26**	**25**	**26**	**23**	**23**	**21**	**23**	**33**	**34**	**19**	**31**	**20**	**18**	**22**	**33**	**30**	**28**	**27**	**23**	**28**	**29**	**28**
Somewhat important	22	23	22	20	21	19	19	26	29	17	24	20	13	19	28	28	22	25	19	25	26	23
Not too important	4	2	4	3	2	3	4	7	5	2	6	0	4	3	5	2	6	1	4	4	3	4
DK/NA	**3**	**2**	**3**	**2**	**5**	**2**	**3**	**1**	**2**	**5**	**0**	**0**	**0**	**5**	**3**	**6**	**7**	**8**	**0**	**6**	**5**	**7**
DK/NA	3	2	3	2	5	2	3	1	2	5	0	0	0	5	3	6	7	8	0	6	5	7

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY IMPORTANT	**70%**	**67%**	**62%**	**86%**	**69%**	**77%**	**75%**	**45%**	**83%**	**74%**	**78%**	**72%**	**55%**	**41%**	**74%**	**80%**	**75%**	**76%**	**32%**	**63%**
Extremely important	38	36	26	48	44	43	37	26	46	42	41	31	31	24	34	51	34	39	17	38
Very important	32	32	37	39	24	34	39	19	37	32	37	41	25	17	40	29	41	37	15	25
SMWT/NOT TOO IMPORTANT	**26**	**33**	**35**	**14**	**23**	**20**	**21**	**50**	**17**	**21**	**22**	**19**	**45**	**52**	**24**	**17**	**25**	**16**	**64**	**32**
Somewhat important	22	30	29	10	21	18	21	37	15	20	22	19	29	40	23	14	25	16	45	26
Not too important	4	3	6	4	2	2	0	13	3	1	0	0	16	12	1	2	0	0	19	6
DK/NA	**3**	**0**	**3**	**0**	**9**	**3**	**4**	**5**	**0**	**5**	**0**	**9**	**0**	**6**	**2**	**4**	**0**	**8**	**4**	**6**
DK/NA	3	0	3	0	9	3	4	5	0	5	0	9	0	6	2	4	0	8	4	6

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 39: Q7C. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Taylor Mountain Regional Park and Open Space Preserve offers opportunities for public recreation on the urban edge and scenic views.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY IMPORTANT	**70%**	**66%**	**87%**	**64%**	**71%**	**71%**	**68%**	**75%**	**61%**	**72%**	**74%**	**57%**	**74%**	**66%**	**67%**	**75%**	**68%**	**77%**
Extremely important	38	42	59	26	41	38	38	53	13	36	56	31	40	28	49	37	43	34
Very important	32	25	28	38	30	33	30	21	49	36	18	26	34	38	19	38	25	43
SMWT/NOT TOO IMPORTANT	**26**	**34**	**13**	**33**	**22**	**24**	**30**	**18**	**39**	**24**	**26**	**41**	**23**	**29**	**28**	**25**	**28**	**20**
Somewhat important	22	29	9	28	20	21	27	16	28	21	26	39	19	24	23	23	25	17
Not too important	4	4	4	5	2	4	4	2	10	4	0	2	4	4	5	2	4	2
DK/NA	**3**	**0**	**0**	**2**	**7**	**4**	**1**	**7**	**0**	**4**	**0**	**2**	**3**	**5**	**4**	**0**	**4**	**4**
DK/NA	3	0	0	2	7	4	1	7	0	4	0	2	3	5	4	0	4	4

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY IMPORTANT	**70%**	**70%**	**71%**	**68%**	**69%**	**68%**	**69%**	**91%**	**35%**	**70%**	**65%**	**65%**	**72%**	**69%**	**83%**	**77%**	**51%**	**36%**	**70%**	**65%**
Extremely important	38	38	38	37	36	37	38	60	25	33	28	30	34	34	49	38	33	19	36	34
Very important	32	32	33	32	33	31	31	31	11	37	37	36	38	35	34	39	19	17	34	32
SMWT/NOT TOO IMPORTANT	**26**	**26**	**25**	**27**	**26**	**27**	**26**	**7**	**59**	**27**	**34**	**33**	**26**	**29**	**13**	**20**	**39**	**61**	**25**	**35**
Somewhat important	22	22	21	23	23	23	22	5	41	25	32	32	25	27	12	18	26	40	25	31
Not too important	4	4	4	4	4	4	4	2	19	1	2	2	1	2	2	1	13	21	0	3
DK/NA	**3**	**4**	**4**	**5**	**5**	**4**	**6**	**2**	**5**	**4**	**1**	**1**	**2**	**2**	**4**	**3**	**10**	**3**	**5**	**0**
DK/NA	3	4	4	5	5	4	6	2	5	4	1	1	2	2	4	3	10	3	5	0

TABLE 40: Q7D. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Windsor Town Green is a central gathering place where residents and visitors enjoy picnics, concerts, outdoor movies and plays, a farmer's market, and other activities near stately, old blue oak trees.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY IMPORTANT	**61%**	**68%**	**57%**	**64%**	**59%**	**50%**	**69%**	**59%**	**25%**	**45%**	**64%**	**35%**	**59%**	**72%**	**52%**	**48%**	**18%**	**64%**	**35%**	**44%**
Extremely important	27	31	25	27	32	19	35	26	6	33	30	20	22	35	19	22	18	28	20	16
Very important	34	37	32	37	27	31	34	33	19	12	34	15	37	38	33	26	0	36	15	28
SMWT/NOT TOO IMPORTANT	**37**	**31**	**40**	**35**	**39**	**45**	**28**	**38**	**69**	**49**	**33**	**59**	**41**	**25**	**46**	**52**	**77**	**34**	**63**	**48**
Somewhat important	29	23	32	27	28	40	23	31	54	24	27	39	32	21	37	49	37	27	44	33
Not too important	8	8	8	8	11	5	5	7	15	26	6	20	9	4	9	4	40	7	19	14
DK/NA	**2**	**1**	**3**	**1**	**3**	**5**	**3**	**3**	**6**	**5**	**3**	**6**	**0**	**2**	**2**	**0**	**6**	**2**	**2**	**8**
DK/NA	2	1	3	1	3	5	3	3	6	5	3	6	0	2	2	0	6	2	2	8

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY IMPORTANT	**61%**	**73%**	**50%**	**26%**	**0%**	**63%**	**18%**	**50%**	**68%**	**62%**	**62%**	**44%**	**64%**	**60%**	**61%**	**58%**	**63%**	**61%**	**59%**	**62%**
Extremely important	27	34	19	12	0	28	8	30	35	28	22	18	33	26	28	24	32	26	26	29
Very important	34	38	31	14	0	35	10	20	32	34	40	26	31	34	33	34	32	35	34	33
SMWT/NOT TOO IMPORTANT	**37**	**26**	**48**	**60**	**100**	**35**	**73**	**44**	**31**	**36**	**35**	**54**	**34**	**38**	**37**	**41**	**35**	**35**	**39**	**35**
Somewhat important	29	21	40	24	42	29	30	33	23	31	24	43	24	31	33	31	26	27	32	27
Not too important	8	5	8	36	58	6	43	11	9	5	10	11	10	7	4	10	9	7	7	8
DK/NA	**2**	**1**	**2**	**13**	**0**	**2**	**9**	**6**	**1**	**2**	**3**	**3**	**2**	**2**	**2**	**1**	**2**	**5**	**1**	**3**
DK/NA	2	1	2	13	0	2	9	6	1	2	3	3	2	2	2	1	2	5	1	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 40: Q7D. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Windsor Town Green is a central gathering place where residents and visitors enjoy picnics, concerts, outdoor movies and plays, a farmer's market, and other activities near stately, old blue oak trees.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY IMPORTANT	**61%**	**67%**	**60%**	**68%**	**68%**	**61%**	**50%**	**60%**	**56%**	**65%**	**67%**	**74%**	**67%**	**71%**	**47%**	**51%**	**51%**	**60%**	**69%**	**55%**	**54%**	**55%**
Extremely important	27	25	28	27	31	21	23	34	25	29	30	27	32	38	23	23	28	20	30	26	26	25
Very important	34	42	32	41	38	40	28	26	31	36	37	47	35	33	24	28	24	40	40	29	28	31
SMWT/NOT TOO IMPORTANT	**37**	**30**	**38**	**30**	**30**	**35**	**50**	**38**	**43**	**32**	**33**	**26**	**33**	**29**	**51**	**43**	**46**	**34**	**31**	**42**	**42**	**41**
Somewhat important	29	28	30	25	23	30	34	31	32	27	24	19	22	18	48	36	36	29	22	34	36	33
Not too important	8	2	8	5	8	4	15	7	12	5	9	7	12	11	3	7	10	5	9	7	7	8
DK/NA	**2**	**3**	**2**	**2**	**1**	**5**	**0**	**2**	**1**	**3**	**0**	**0**	**0**	**0**	**2**	**7**	**3**	**6**	**0**	**4**	**3**	**4**
DK/NA	2	3	2	2	1	5	0	2	1	3	0	0	0	0	2	7	3	6	0	4	3	4

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY IMPORTANT	**61%**	**67%**	**47%**	**72%**	**61%**	**64%**	**63%**	**49%**	**73%**	**58%**	**64%**	**61%**	**68%**	**41%**	**60%**	**67%**	**62%**	**64%**	**39%**	**61%**
Extremely important	27	32	20	27	31	29	27	23	30	29	29	25	31	19	23	33	31	22	20	25
Very important	34	34	28	45	31	35	36	27	44	30	36	37	37	22	36	34	31	42	19	36
SMWT/NOT TOO IMPORTANT	**37**	**33**	**50**	**28**	**34**	**34**	**37**	**47**	**27**	**38**	**36**	**39**	**32**	**53**	**40**	**29**	**38**	**36**	**57**	**34**
Somewhat important	29	21	39	22	30	27	28	36	17	33	27	30	23	41	29	26	29	27	39	31
Not too important	8	12	11	7	3	6	9	11	9	5	9	9	9	12	11	3	9	9	17	3
DK/NA	**2**	**0**	**2**	**0**	**5**	**2**	**0**	**4**	**0**	**4**	**0**	**0**	**0**	**6**	**1**	**4**	**0**	**0**	**4**	**5**
DK/NA	2	0	2	0	5	2	0	4	0	4	0	0	0	6	1	4	0	0	4	5

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 40: Q7D. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Windsor Town Green is a central gathering place where residents and visitors enjoy picnics, concerts, outdoor movies and plays, a farmer's market, and other activities near stately, old blue oak trees.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY IMPORTANT	**61%**	**52%**	**74%**	**57%**	**62%**	**64%**	**53%**	**63%**	**43%**	**66%**	**94%**	**60%**	**55%**	**57%**	**55%**	**58%**	**76%**	**58%**
Extremely important	27	31	34	23	28	27	29	30	11	25	62	27	27	21	26	17	39	32
Very important	34	21	40	34	34	37	25	33	32	41	32	33	28	36	30	40	36	25
SMWT/NOT TOO IMPORTANT	**37**	**46**	**24**	**41**	**35**	**34**	**44**	**35**	**57**	**33**	**6**	**39**	**42**	**36**	**43**	**42**	**23**	**42**
Somewhat important	29	29	20	32	29	27	34	24	40	27	6	33	32	29	29	34	18	36
Not too important	8	17	3	10	5	7	10	11	17	5	0	6	9	7	14	8	5	6
DK/NA	**2**	**2**	**2**	**1**	**3**	**2**	**3**	**2**	**0**	**1**	**0**	**2**	**4**	**7**	**1**	**0**	**2**	**0**
DK/NA	2	2	2	1	3	2	3	2	0	1	0	2	4	7	1	0	2	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY IMPORTANT	**61%**	**61%**	**60%**	**57%**	**57%**	**57%**	**57%**	**74%**	**36%**	**61%**	**59%**	**59%**	**64%**	**64%**	**63%**	**67%**	**62%**	**40%**	**60%**	**60%**
Extremely important	27	27	28	25	24	25	26	40	20	24	22	22	28	26	30	28	25	19	30	24
Very important	34	33	32	31	32	32	30	34	16	37	38	37	35	38	33	39	36	21	30	35
SMWT/NOT TOO IMPORTANT	**37**	**37**	**38**	**40**	**41**	**40**	**40**	**24**	**61**	**37**	**40**	**41**	**35**	**35**	**33**	**32**	**33**	**57**	**40**	**39**
Somewhat important	29	29	30	32	33	31	30	21	43	30	32	33	28	28	26	29	17	47	31	32
Not too important	8	8	8	8	8	9	10	4	18	8	8	7	7	7	7	3	16	10	10	8
DK/NA	**2**	**2**	**3**	**3**	**3**	**3**	**3**	**2**	**3**	**2**	**1**	**0**	**2**	**1**	**4**	**1**	**6**	**4**	**0**	**1**
DK/NA	2	2	3	3	3	3	3	2	3	2	1	0	2	1	4	1	6	4	0	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 41: Q7E. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Tierra Vegetables is a local farm that uses sustainable practices and sells its produce at local farmer's markets.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY IMPORTANT	**65%**	**65%**	**65%**	**66%**	**64%**	**62%**	**72%**	**67%**	**40%**	**45%**	**70%**	**43%**	**58%**	**77%**	**55%**	**53%**	**24%**	**68%**	**40%**	**49%**
Extremely important	30	28	31	28	35	32	41	28	6	23	35	14	23	38	22	24	13	31	19	27
Very important	35	37	34	38	29	29	31	39	34	23	35	28	36	39	34	29	11	37	21	22
SMWT/NOT TOO IMPORTANT	**32**	**32**	**31**	**32**	**31**	**31**	**26**	**27**	**60**	**49**	**26**	**55**	**39**	**20**	**42**	**47**	**66**	**29**	**55**	**28**
Somewhat important	25	29	23	25	22	26	20	21	27	26	20	26	35	16	35	29	29	24	29	28
Not too important	7	4	9	7	9	5	6	6	33	23	6	28	4	4	7	18	37	5	26	0
DK/NA	**3**	**2**	**4**	**2**	**5**	**7**	**2**	**6**	**0**	**5**	**4**	**3**	**3**	**3**	**3**	**0**	**11**	**3**	**5**	**22**
DK/NA	3	2	4	2	5	7	2	6	0	5	4	3	3	3	3	0	11	3	5	22

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY IMPORTANT	**65%**	**78%**	**55%**	**19%**	**0%**	**69%**	**13%**	**32%**	**74%**	**65%**	**62%**	**51%**	**70%**	**63%**	**79%**	**60%**	**64%**	**61%**	**67%**	**63%**
Extremely important	30	41	20	0	0	33	0	6	36	29	24	29	36	28	34	26	33	29	29	31
Very important	35	37	34	19	0	36	13	26	38	36	38	21	34	35	45	34	31	32	38	32
SMWT/NOT TOO IMPORTANT	**32**	**19**	**43**	**81**	**70**	**29**	**78**	**46**	**23**	**31**	**37**	**43**	**29**	**32**	**20**	**37**	**32**	**34**	**30**	**33**
Somewhat important	25	15	36	42	15	24	34	32	20	24	30	26	20	26	16	29	23	27	24	25
Not too important	7	4	7	39	55	5	44	15	3	7	8	17	9	7	4	8	9	7	6	8
DK/NA	**3**	**2**	**2**	**0**	**30**	**2**	**10**	**22**	**3**	**5**	**1**	**6**	**1**	**5**	**1**	**4**	**4**	**5**	**3**	**4**
DK/NA	3	2	2	0	30	2	10	22	3	5	1	6	1	5	1	4	4	5	3	4

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 41: Q7E. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Tierra Vegetables is a local farm that uses sustainable practices and sells its produce at local farmer's markets.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY IMPORTANT	**65%**	**79%**	**63%**	**78%**	**79%**	**62%**	**66%**	**54%**	**51%**	**78%**	**67%**	**72%**	**69%**	**71%**	**56%**	**54%**	**65%**	**63%**	**69%**	**62%**	**59%**	**64%**
Extremely important	30	27	30	28	36	26	37	29	21	38	25	21	33	41	36	21	38	29	26	33	31	34
Very important	35	52	33	50	42	36	29	26	29	40	42	51	36	29	20	34	27	34	43	29	28	30
SMWT/NOT TOO IMPORTANT	**32**	**21**	**34**	**21**	**21**	**32**	**30**	**43**	**45**	**20**	**31**	**28**	**30**	**29**	**41**	**40**	**29**	**30**	**30**	**33**	**37**	**29**
Somewhat important	25	21	25	19	17	26	21	31	34	16	31	26	21	22	21	28	22	25	26	24	24	23
Not too important	7	0	8	2	4	6	9	13	11	3	0	2	9	7	20	11	7	4	4	10	13	6
DK/NA	**3**	**0**	**4**	**1**	**1**	**6**	**5**	**2**	**5**	**2**	**1**	**0**	**1**	**0**	**3**	**6**	**6**	**8**	**1**	**5**	**3**	**7**
DK/NA	3	0	4	1	1	6	5	2	5	2	1	0	1	0	3	6	6	8	1	5	3	7

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY IMPORTANT	**65%**	**55%**	**47%**	**83%**	**74%**	**71%**	**68%**	**45%**	**76%**	**67%**	**70%**	**66%**	**45%**	**45%**	**58%**	**80%**	**53%**	**85%**	**34%**	**59%**
Extremely important	30	19	22	33	42	30	33	26	23	35	32	34	24	27	20	38	26	40	18	37
Very important	35	36	25	50	33	40	36	19	53	32	38	32	20	18	38	42	26	46	16	22
SMWT/NOT TOO IMPORTANT	**32**	**44**	**45**	**16**	**22**	**25**	**30**	**51**	**23**	**27**	**29**	**31**	**55**	**49**	**37**	**17**	**45**	**13**	**61**	**38**
Somewhat important	25	40	29	13	18	20	26	36	18	21	27	24	50	30	26	15	37	13	45	24
Not too important	7	4	16	3	4	6	4	15	4	6	2	7	5	19	11	2	8	0	16	14
DK/NA	**3**	**1**	**7**	**1**	**3**	**4**	**2**	**4**	**1**	**6**	**1**	**3**	**0**	**6**	**6**	**3**	**2**	**1**	**6**	**3**
DK/NA	3	1	7	1	3	4	2	4	1	6	1	3	0	6	6	3	2	1	6	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 41: Q7E. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Tierra Vegetables is a local farm that uses sustainable practices and sells its produce at local farmer's markets.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY IMPORTANT	**65%**	**55%**	**83%**	**50%**	**76%**	**66%**	**61%**	**71%**	**52%**	**64%**	**69%**	**52%**	**70%**	**65%**	**65%**	**59%**	**70%**	**63%**
Extremely important	30	27	43	19	37	31	28	32	20	26	38	18	38	24	35	26	41	24
Very important	35	28	40	31	38	36	32	40	32	37	31	34	32	42	30	33	29	39
SMWT/NOT TOO IMPORTANT	**32**	**45**	**16**	**44**	**22**	**31**	**35**	**25**	**48**	**33**	**31**	**46**	**25**	**28**	**32**	**40**	**27**	**33**
Somewhat important	25	31	12	33	18	25	24	20	40	25	31	37	17	22	24	33	20	26
Not too important	7	14	4	11	3	6	11	5	7	8	0	8	8	7	8	7	7	7
DK/NA	**3**	**0**	**1**	**6**	**3**	**3**	**4**	**4**	**0**	**4**	**0**	**2**	**5**	**6**	**2**	**1**	**3**	**5**
DK/NA	3	0	1	6	3	3	4	4	0	4	0	2	5	6	2	1	3	5

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY IMPORTANT	**65%**	**64%**	**66%**	**65%**	**64%**	**63%**	**63%**	**79%**	**43%**	**64%**	**59%**	**61%**	**67%**	**67%**	**68%**	**75%**	**47%**	**40%**	**67%**	**64%**
Extremely important	30	30	31	31	31	33	33	48	20	25	20	24	26	28	28	33	32	19	33	30
Very important	35	34	35	33	32	29	30	31	23	39	39	37	41	39	40	42	14	22	34	34
SMWT/NOT TOO IMPORTANT	**32**	**32**	**30**	**31**	**33**	**33**	**32**	**18**	**54**	**32**	**39**	**37**	**31**	**31**	**27**	**22**	**45**	**60**	**31**	**34**
Somewhat important	25	25	22	23	24	24	22	13	31	28	34	33	26	27	20	18	28	40	28	27
Not too important	7	7	8	9	9	10	11	5	23	5	5	4	5	4	7	4	17	20	3	8
DK/NA	**3**	**4**	**4**	**4**	**3**	**4**	**5**	**3**	**3**	**4**	**2**	**1**	**2**	**2**	**5**	**3**	**9**	**0**	**3**	**2**
DK/NA	3	4	4	4	3	4	5	3	3	4	2	1	2	2	5	3	9	0	3	2

TABLE 42: Q7F. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Valley Ford Cheese and Creamery is located on a six-hundred-and-forty-acre farm in Sonoma County where they practice sustainable agriculture and produce delicious cheese.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY IMPORTANT	**61%**	**58%**	**62%**	**61%**	**57%**	**63%**	**73%**	**57%**	**35%**	**37%**	**65%**	**36%**	**56%**	**68%**	**56%**	**41%**	**40%**	**63%**	**41%**	**40%**
Extremely important	28	25	29	26	31	28	38	23	8	30	31	19	22	32	22	24	23	28	23	31
Very important	33	33	33	35	26	35	34	34	27	7	34	17	34	36	34	18	17	35	17	9
SMWT/NOT TOO IMPORTANT	**38**	**41**	**36**	**38**	**42**	**33**	**27**	**41**	**65**	**58**	**34**	**62**	**42**	**32**	**42**	**59**	**55**	**36**	**57**	**36**
Somewhat important	32	36	31	33	32	29	23	36	47	41	29	44	37	27	40	42	25	32	34	36
Not too important	6	5	6	5	10	5	4	6	18	17	5	18	5	5	3	17	31	4	23	0
DK/NA	**1**	**1**	**2**	**1**	**2**	**3**	**1**	**1**	**0**	**5**	**1**	**3**	**2**	**0**	**1**	**0**	**5**	**0**	**2**	**24**
DK/NA	1	1	2	1	2	3	1	1	0	5	1	3	2	0	1	0	5	0	2	24

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY IMPORTANT	**61%**	**72%**	**51%**	**17%**	**17%**	**63%**	**17%**	**46%**	**64%**	**57%**	**65%**	**56%**	**60%**	**61%**	**68%**	**61%**	**62%**	**53%**	**64%**	**58%**
Extremely important	28	35	21	12	0	29	8	11	31	25	24	32	23	30	29	25	32	23	27	29
Very important	33	36	31	5	17	34	9	35	33	32	40	24	38	32	39	36	29	29	37	29
SMWT/NOT TOO IMPORTANT	**38**	**28**	**48**	**83**	**70**	**36**	**79**	**31**	**34**	**41**	**35**	**42**	**39**	**37**	**32**	**38**	**38**	**43**	**36**	**40**
Somewhat important	32	25	43	46	29	33	41	18	30	35	30	34	34	32	32	34	29	37	33	32
Not too important	6	3	5	37	41	4	38	13	4	6	5	8	5	5	0	4	9	6	2	8
DK/NA	**1**	**0**	**0**	**0**	**13**	**0**	**4**	**23**	**1**	**2**	**0**	**2**	**1**	**1**	**0**	**1**	**1**	**4**	**0**	**2**
DK/NA	1	0	0	0	13	0	4	23	1	2	0	2	1	1	0	1	1	4	0	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 42: Q7F. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Valley Ford Cheese and Creamery is located on a six-hundred-and-forty-acre farm in Sonoma County where they practice sustainable agriculture and produce delicious cheese.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY IMPORTANT	**61%**	**55%**	**63%**	**54%**	**68%**	**58%**	**63%**	**55%**	**49%**	**71%**	**50%**	**57%**	**60%**	**71%**	**63%**	**60%**	**66%**	**63%**	**56%**	**64%**	**64%**	**64%**
Extremely important	28	20	29	23	31	29	25	28	22	33	23	17	28	21	34	37	37	21	23	31	32	31
Very important	33	35	34	31	37	28	38	26	28	38	26	41	32	49	30	23	28	41	33	33	32	34
SMWT/NOT TOO IMPORTANT	**38**	**43**	**36**	**44**	**32**	**40**	**36**	**45**	**50**	**27**	**50**	**43**	**39**	**29**	**37**	**36**	**33**	**34**	**44**	**34**	**34**	**34**
Somewhat important	32	41	31	40	31	36	24	39	43	23	47	38	33	19	32	27	29	28	39	28	27	28
Not too important	6	2	5	4	1	4	12	6	7	5	4	4	6	11	5	9	5	6	5	6	8	5
DK/NA	**1**	**2**	**1**	**2**	**0**	**3**	**1**	**0**	**1**	**2**	**0**	**0**	**1**	**0**	**0**	**4**	**1**	**3**	**0**	**2**	**2**	**2**
DK/NA	1	2	1	2	0	3	1	0	1	2	0	0	1	0	0	4	1	3	0	2	2	2

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY IMPORTANT	**61%**	**44%**	**53%**	**66%**	**74%**	**64%**	**65%**	**45%**	**57%**	**69%**	**60%**	**71%**	**41%**	**46%**	**52%**	**74%**	**61%**	**69%**	**29%**	**65%**
Extremely important	28	22	21	23	40	27	30	27	16	33	30	30	24	28	18	33	32	28	16	41
Very important	33	22	32	43	34	38	35	18	40	36	29	41	16	19	34	41	29	41	13	24
SMWT/NOT TOO IMPORTANT	**38**	**56**	**46**	**33**	**24**	**34**	**34**	**53**	**43**	**29**	**39**	**29**	**59**	**51**	**48**	**24**	**39**	**30**	**67**	**35**
Somewhat important	32	51	38	29	19	29	31	42	38	24	36	26	54	37	43	20	36	27	53	27
Not too important	6	5	8	4	5	5	3	12	6	4	3	3	6	14	6	4	3	3	14	9
DK/NA	**1**	**0**	**1**	**1**	**2**	**1**	**1**	**2**	**0**	**2**	**1**	**0**	**0**	**3**	**0**	**2**	**0**	**1**	**4**	**0**
DK/NA	1	0	1	1	2	1	1	2	0	2	1	0	0	3	0	2	0	1	4	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 42: Q7F. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Valley Ford Cheese and Creamery is located on a six-hundred-and-forty-acre farm in Sonoma County where they practice sustainable agriculture and produce delicious cheese.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY IMPORTANT	**61%**	**41%**	**75%**	**52%**	**69%**	**59%**	**66%**	**61%**	**55%**	**60%**	**45%**	**54%**	**67%**	**54%**	**61%**	**59%**	**67%**	**63%**
Extremely important	28	16	28	23	36	25	34	20	15	24	33	25	37	24	27	20	39	28
Very important	33	25	48	29	34	33	32	41	40	36	12	29	30	29	34	38	29	35
SMWT/NOT TOO IMPORTANT	**38**	**59**	**23**	**46**	**29**	**40**	**33**	**39**	**45**	**38**	**55**	**44**	**32**	**41**	**39**	**41**	**33**	**36**
Somewhat important	32	50	21	41	23	34	28	32	45	31	37	42	27	33	33	39	25	32
Not too important	6	9	2	5	6	6	5	7	0	7	18	2	5	8	5	2	8	4
DK/NA	**1**	**0**	**1**	**1**	**2**	**1**	**1**	**0**	**0**	**2**	**0**	**2**	**1**	**5**	**0**	**0**	**0**	**1**
DK/NA	1	0	1	1	2	1	1	0	0	2	0	2	1	5	0	0	0	1

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY IMPORTANT	**61%**	**61%**	**63%**	**63%**	**64%**	**64%**	**65%**	**73%**	**42%**	**60%**	**55%**	**57%**	**60%**	**60%**	**60%**	**70%**	**47%**	**39%**	**65%**	**61%**
Extremely important	28	28	28	29	29	31	32	41	22	24	18	23	22	26	28	24	26	26	34	25
Very important	33	33	34	33	35	33	33	32	20	36	37	34	37	35	32	45	21	13	31	36
SMWT/NOT TOO IMPORTANT	**38**	**38**	**36**	**36**	**34**	**34**	**33**	**27**	**57**	**39**	**45**	**43**	**40**	**40**	**39**	**28**	**47**	**61**	**34**	**39**
Somewhat important	32	32	31	30	28	27	26	22	40	35	40	39	36	36	33	25	33	49	31	34
Not too important	6	6	5	6	6	7	7	5	17	4	4	4	4	3	7	3	14	13	3	5
DK/NA	**1**	**1**	**1**	**2**	**2**	**3**	**2**	**0**	**1**	**2**	**0**	**0**	**0**	**0**	**1**	**3**	**6**	**0**	**1**	**0**
DK/NA	1	1	1	2	2	3	2	0	1	2	0	0	0	0	1	3	6	0	1	0

TABLE 43: Q7G. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Prince Gateway Park and the Memorial Greenway protect is an urban greenway creek through downtown Santa Rosa. It provides a paved pedestrian and bicycle path along Santa Rosa Creek.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY IMPORTANT	**66%**	**69%**	**64%**	**70%**	**50%**	**71%**	**78%**	**63%**	**50%**	**0%**	**71%**	**39%**	**61%**	**76%**	**56%**	**47%**	**40%**	**68%**	**45%**	**58%**
Extremely important	30	32	28	31	25	29	40	26	20	0	33	15	24	41	16	26	0	31	17	33
Very important	36	36	36	39	25	42	38	37	31	0	38	24	36	35	41	21	40	37	28	26
SMWT/NOT TOO IMPORTANT	**33**	**30**	**35**	**29**	**50**	**26**	**21**	**35**	**50**	**100**	**28**	**61**	**39**	**24**	**42**	**53**	**60**	**31**	**55**	**42**
Somewhat important	26	26	27	26	29	22	18	27	24	63	22	32	35	22	34	16	42	27	25	22
Not too important	7	4	9	3	21	5	4	8	26	37	6	28	4	2	8	37	18	4	30	20
DK/NA	**1**	**2**	**0**	**1**	**0**	**2**	**1**	**2**	**0**	**0**	**1**	**0**	**0**	**0**	**2**	**0**	**0**	**1**	**0**	**0**
DK/NA	1	2	0	1	0	2	1	2	0	0	1	0	0	0	2	0	0	1	0	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY IMPORTANT	**66%**	**82%**	**47%**	**74%**	**9%**	**68%**	**37%**	**44%**	**71%**	**68%**	**66%**	**46%**	**70%**	**65%**	**69%**	**67%**	**64%**	**65%**	**68%**	**65%**
Extremely important	30	40	17	17	9	30	13	22	39	26	27	16	32	29	27	30	29	33	29	31
Very important	36	42	30	57	0	37	25	22	32	42	39	30	38	36	43	38	35	32	39	34
SMWT/NOT TOO IMPORTANT	**33**	**18**	**51**	**26**	**91**	**31**	**63**	**56**	**27**	**32**	**32**	**54**	**28**	**34**	**31**	**32**	**34**	**34**	**31**	**34**
Somewhat important	26	17	38	16	60	26	41	31	21	25	27	42	21	28	20	25	30	26	23	28
Not too important	7	1	13	10	31	6	22	26	5	7	5	12	7	7	10	6	5	8	8	6
DK/NA	**1**	**0**	**2**	**0**	**0**	**1**	**0**	**0**	**2**	**0**	**1**	**0**	**1**	**1**	**0**	**1**	**1**	**1**	**1**	**1**
DK/NA	1	0	2	0	0	1	0	0	2	0	1	0	1	1	0	1	1	1	1	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 43: Q7G. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Prince Gateway Park and the Memorial Greenway protect is an urban greenway creek through downtown Santa Rosa. It provides a paved pedestrian and bicycle path along Santa Rosa Creek.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY IMPORTANT	**66%**	**81%**	**64%**	**81%**	**68%**	**67%**	**76%**	**60%**	**61%**	**70%**	**71%**	**58%**	**70%**	**72%**	**49%**	**73%**	**70%**	**64%**	**66%**	**66%**	**64%**	**67%**
Extremely important	30	33	29	38	27	34	35	25	26	33	22	35	29	24	25	40	34	27	29	30	30	31
Very important	36	48	36	43	41	33	40	35	35	37	49	23	41	48	24	34	36	37	38	35	34	37
SMWT/NOT TOO IMPORTANT	**33**	**19**	**34**	**19**	**32**	**33**	**22**	**39**	**38**	**29**	**29**	**40**	**26**	**28**	**51**	**27**	**30**	**36**	**32**	**34**	**36**	**33**
Somewhat important	26	19	27	19	26	29	17	27	30	23	27	34	19	24	37	19	22	29	27	26	27	25
Not too important	7	0	8	0	6	4	5	11	7	6	2	6	7	4	14	8	9	7	5	8	9	8
DK/NA	**1**	**0**	**1**	**0**	**0**	**0**	**2**	**1**	**1**	**1**	**0**	**2**	**5**	**0**	**0**	**0**	**0**	**0**	**2**	**0**	**0**	**0**
DK/NA	1	0	1	0	0	0	2	1	1	1	0	2	5	0	0	0	0	0	2	0	0	0

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY IMPORTANT	**66%**	**57%**	**65%**	**80%**	**66%**	**73%**	**69%**	**45%**	**72%**	**73%**	**71%**	**66%**	**36%**	**49%**	**65%**	**78%**	**71%**	**65%**	**33%**	**55%**
Extremely important	30	22	30	39	31	35	25	22	37	33	23	26	11	27	31	38	24	26	15	28
Very important	36	36	35	41	36	38	44	23	34	40	47	40	25	22	34	40	47	39	18	27
SMWT/NOT TOO IMPORTANT	**33**	**40**	**35**	**18**	**34**	**26**	**31**	**54**	**26**	**27**	**29**	**34**	**59**	**51**	**32**	**22**	**29**	**35**	**67**	**42**
Somewhat important	26	35	26	15	26	22	28	36	23	21	26	30	41	33	27	18	26	31	46	26
Not too important	7	6	9	3	8	4	3	18	2	6	3	4	19	18	5	4	2	5	21	16
DK/NA	**1**	**2**	**0**	**2**	**0**	**1**	**0**	**1**	**3**	**0**	**0**	**0**	**5**	**0**	**3**	**0**	**0**	**0**	**0**	**3**
DK/NA	1	2	0	2	0	1	0	1	3	0	0	0	5	0	3	0	0	0	0	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 43: Q7G. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Prince Gateway Park and the Memorial Greenway protect is an urban greenway creek through downtown Santa Rosa. It provides a paved pedestrian and bicycle path along Santa Rosa Creek.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY IMPORTANT	**66%**	**65%**	**75%**	**60%**	**69%**	**69%**	**59%**	**52%**	**70%**	**67%**	**71%**	**68%**	**67%**	**63%**	**57%**	**77%**	**74%**	**60%**
Extremely important	30	26	39	26	31	32	24	20	31	31	28	29	32	30	25	35	30	29
Very important	36	39	37	34	38	37	35	32	40	36	44	39	35	34	31	41	45	32
SMWT/NOT TOO IMPORTANT	**33**	**33**	**25**	**39**	**30**	**30**	**40**	**45**	**30**	**32**	**29**	**32**	**32**	**37**	**42**	**22**	**24**	**40**
Somewhat important	26	25	18	32	24	26	27	42	21	29	22	22	22	33	33	18	19	27
Not too important	7	8	7	7	6	4	13	4	9	4	6	9	10	4	9	3	6	13
DK/NA	**1**	**2**	**0**	**1**	**1**	**1**	**1**	**3**	**0**	**1**	**0**	**0**	**1**	**0**	**2**	**2**	**1**	**0**
DK/NA	1	2	0	1	1	1	1	3	0	1	0	0	1	0	2	2	1	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY IMPORTANT	**66%**	**66%**	**65%**	**64%**	**61%**	**61%**	**60%**	**84%**	**45%**	**63%**	**60%**	**59%**	**63%**	**65%**	**72%**	**78%**	**55%**	**37%**	**76%**	**54%**
Extremely important	30	30	31	30	28	28	28	47	20	25	24	24	28	29	34	35	23	23	30	24
Very important	36	36	34	34	32	33	33	36	25	39	36	35	35	35	37	43	32	14	47	30
SMWT/NOT TOO IMPORTANT	**33**	**33**	**34**	**36**	**39**	**39**	**40**	**15**	**55**	**36**	**40**	**41**	**37**	**35**	**27**	**21**	**41**	**63**	**24**	**46**
Somewhat important	26	26	27	29	30	29	30	13	29	31	36	34	33	30	22	18	30	35	22	37
Not too important	7	7	8	7	8	10	10	2	26	5	5	7	5	5	5	2	11	28	2	9
DK/NA	**1**	**1**	**1**	**0**	**0**	**1**	**0**	**1**	**0**	**1**	**0**	**0**	**0**	**0**	**1**	**2**	**4**	**0**	**0**	**0**
DK/NA	1	1	1	0	0	1	0	1	0	1	0	0	0	0	1	2	4	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 44: Q7H. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Laguna de Santa Rosa is part of one of the largest freshwater wetlands in northern California. The wetlands are important for wildlife and plant species, provide a Greenbelt between Rohnert Park, Sebastopol and Santa Rosa and scenic views.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY IMPORTANT	**83%**	**82%**	**84%**	**88%**	**69%**	**83%**	**94%**	**81%**	**49%**	**25%**	**88%**	**44%**	**82%**	**94%**	**76%**	**45%**	**44%**	**87%**	**45%**	**58%**
Extremely important	44	40	46	47	36	39	62	40	29	0	52	23	30	58	29	26	8	46	20	32
Very important	39	42	38	40	33	44	32	41	20	25	36	21	51	37	47	19	36	41	25	26
SMWT/NOT TOO IMPORTANT	**16**	**18**	**14**	**11**	**30**	**15**	**4**	**18**	**51**	**75**	**11**	**56**	**18**	**5**	**22**	**55**	**56**	**12**	**55**	**32**
Somewhat important	13	15	12	9	27	13	3	16	36	75	9	44	16	4	20	38	48	11	42	22
Not too important	2	3	2	2	3	2	2	2	15	0	2	12	2	1	2	17	7	1	13	10
DK/NA	**1**	**0**	**2**	**1**	**1**	**1**	**2**	**1**	**0**	**0**	**1**	**0**	**1**	**1**	**1**	**0**	**0**	**1**	**0**	**10**
DK/NA	1	0	2	1	1	1	2	1	0	0	1	0	1	1	1	0	0	1	0	10

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY IMPORTANT	**83%**	**94%**	**72%**	**58%**	**35%**	**85%**	**45%**	**64%**	**86%**	**87%**	**80%**	**71%**	**77%**	**85%**	**81%**	**85%**	**81%**	**86%**	**83%**	**83%**
Extremely important	44	56	30	26	19	45	22	22	46	43	47	33	47	43	48	43	40	50	45	44
Very important	39	38	43	32	16	40	23	42	40	44	32	38	30	42	32	42	42	36	38	40
SMWT/NOT TOO IMPORTANT	**16**	**5**	**26**	**42**	**65**	**14**	**55**	**36**	**13**	**12**	**20**	**26**	**22**	**14**	**19**	**15**	**17**	**13**	**17**	**15**
Somewhat important	13	5	23	42	34	12	38	26	10	10	18	23	19	12	19	15	14	7	17	11
Not too important	2	1	3	0	30	2	17	11	3	2	2	3	2	2	0	0	3	6	0	5
DK/NA	**1**	**1**	**2**	**0**	**0**	**1**	**0**	**0**	**1**	**1**	**0**	**3**	**1**	**1**	**0**	**0**	**2**	**1**	**0**	**1**
DK/NA	1	1	2	0	0	1	0	0	1	1	0	3	1	1	0	0	2	1	0	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 44: Q7H. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Laguna de Santa Rosa is part of one of the largest freshwater wetlands in northern California. The wetlands are important for wildlife and plant species, provide a Greenbelt between Rohnert Park, Sebastopol and Santa Rosa and scenic views.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY IMPORTANT	**83%**	**90%**	**82%**	**92%**	**87%**	**78%**	**77%**	**85%**	**78%**	**88%**	**84%**	**84%**	**75%**	**80%**	**80%**	**84%**	**86%**	**90%**	**81%**	**85%**	**82%**	**88%**
Extremely important	44	53	42	54	46	41	48	36	43	45	37	54	31	47	32	42	55	48	41	46	40	51
Very important	39	37	40	38	41	37	30	48	36	43	47	31	44	33	48	42	31	42	40	39	42	36
SMWT/NOT TOO IMPORTANT	**16**	**7**	**17**	**5**	**12**	**22**	**23**	**14**	**21**	**10**	**16**	**16**	**23**	**15**	**20**	**14**	**14**	**9**	**18**	**14**	**16**	**12**
Somewhat important	13	7	15	5	10	22	17	10	18	9	16	10	23	15	14	8	13	8	16	11	12	10
Not too important	2	0	2	0	2	0	6	3	3	1	0	5	0	0	6	6	1	1	2	3	4	1
DK/NA	**1**	**3**	**1**	**2**	**1**	**0**	**0**	**2**	**0**	**2**	**0**	**0**	**3**	**5**	**0**	**2**	**0**	**1**	**1**	**1**	**2**	**1**
DK/NA	1	3	1	2	1	0	0	2	0	2	0	0	3	5	0	2	0	1	1	1	2	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY IMPORTANT	**83%**	**77%**	**80%**	**88%**	**88%**	**90%**	**82%**	**67%**	**87%**	**92%**	**78%**	**86%**	**66%**	**67%**	**89%**	**91%**	**74%**	**92%**	**59%**	**73%**
Extremely important	44	44	41	36	49	53	36	31	55	51	26	47	26	33	51	53	40	31	27	34
Very important	39	33	38	52	39	38	46	36	32	41	52	38	40	34	37	38	35	61	32	39
SMWT/NOT TOO IMPORTANT	**16**	**23**	**20**	**10**	**10**	**8**	**18**	**33**	**11**	**6**	**22**	**14**	**34**	**33**	**11**	**6**	**26**	**8**	**41**	**27**
Somewhat important	13	20	16	10	8	6	16	28	11	3	20	12	24	30	8	5	24	5	32	25
Not too important	2	3	4	0	2	2	2	5	0	2	1	2	9	4	3	1	1	3	9	2
DK/NA	**1**	**0**	**1**	**2**	**2**	**2**	**0**	**0**	**2**	**2**	**0**	**0**	**0**	**0**	**1**	**3**	**0**	**0**	**0**	**0**
DK/NA	1	0	1	2	2	2	0	0	2	2	0	0	0	0	1	3	0	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 44: Q7H. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Laguna de Santa Rosa is part of one of the largest freshwater wetlands in northern California. The wetlands are important for wildlife and plant species, provide a Greenbelt between Rohnert Park, Sebastopol and Santa Rosa and scenic views.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY IMPORTANT	**83%**	**74%**	**80%**	**79%**	**90%**	**87%**	**75%**	**70%**	**86%**	**85%**	**75%**	**78%**	**87%**	**83%**	**77%**	**85%**	**85%**	**87%**
Extremely important	44	48	47	41	44	45	41	29	52	37	32	43	55	41	41	46	47	45
Very important	39	26	33	38	46	42	34	42	34	48	43	35	32	42	36	39	38	41
SMWT/NOT TOO IMPORTANT	**16**	**26**	**18**	**20**	**8**	**12**	**25**	**27**	**14**	**13**	**25**	**22**	**12**	**16**	**21**	**15**	**15**	**10**
Somewhat important	13	21	18	17	7	10	22	24	11	11	19	18	12	13	20	13	11	9
Not too important	2	5	0	3	2	2	4	3	3	3	6	3	1	3	1	2	4	1
DK/NA	**1**	**0**	**3**	**1**	**2**	**2**	**0**	**3**	**0**	**2**	**0**	**0**	**1**	**1**	**2**	**0**	**0**	**3**
DK/NA	1	0	3	1	2	2	0	3	0	2	0	0	1	1	2	0	0	3

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY IMPORTANT	**83%**	**84%**	**83%**	**83%**	**84%**	**83%**	**83%**	**98%**	**52%**	**83%**	**84%**	**79%**	**87%**	**82%**	**89%**	**92%**	**77%**	**68%**	**86%**	**73%**
Extremely important	44	45	45	44	45	45	44	67	27	38	33	31	40	38	49	58	44	24	39	36
Very important	39	39	38	39	39	38	39	32	26	45	51	48	47	44	40	34	33	44	47	37
SMWT/NOT TOO IMPORTANT	**16**	**15**	**16**	**15**	**14**	**15**	**14**	**0**	**48**	**15**	**16**	**20**	**13**	**17**	**8**	**5**	**23**	**32**	**14**	**27**
Somewhat important	13	13	13	12	11	12	10	0	37	14	14	18	12	16	8	1	20	18	13	26
Not too important	2	2	3	3	3	4	4	0	10	2	2	2	1	1	1	4	3	14	2	1
DK/NA	**1**	**1**	**1**	**2**	**2**	**2**	**2**	**2**	**0**	**1**	**0**	**1**	**0**	**1**	**2**	**3**	**0**	**0**	**0**	**0**
DK/NA	1	1	1	2	2	2	2	2	0	1	0	1	0	1	2	3	0	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 45: Q7I. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Bayer Farm is a six-acre urban farm and city park-in-the-making in the heart of the Roseland neighborhood, close to Downtown Santa Rosa, with old barns, community gardens, and other agricultural aspects that provide relief from the urban environment.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY IMPORTANT	**64%**	**60%**	**66%**	**68%**	**53%**	**61%**	**72%**	**63%**	**39%**	**19%**	**68%**	**35%**	**61%**	**76%**	**51%**	**36%**	**64%**	**66%**	**46%**	**43%**
Extremely important	31	30	31	34	25	27	42	28	20	19	35	20	24	43	16	15	10	32	13	43
Very important	33	29	35	34	27	34	30	35	19	0	33	15	37	33	34	20	55	34	33	0
SMWT/NOT TOO IMPORTANT	**34**	**37**	**32**	**29**	**45**	**37**	**26**	**32**	**61**	**81**	**29**	**65**	**38**	**22**	**46**	**64**	**36**	**32**	**54**	**43**
Somewhat important	24	27	23	22	25	33	22	22	27	63	22	35	28	19	34	26	10	25	20	24
Not too important	9	10	9	7	20	3	4	10	34	18	7	31	9	3	12	38	26	7	34	20
DK/NA	**3**	**3**	**2**	**3**	**3**	**2**	**2**	**5**	**0**	**0**	**3**	**0**	**2**	**2**	**4**	**0**	**0**	**2**	**0**	**14**
DK/NA	3	3	2	3	3	2	2	5	0	0	3	0	2	2	4	0	0	2	0	14

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY IMPORTANT	**64%**	**77%**	**48%**	**49%**	**26%**	**65%**	**36%**	**50%**	**70%**	**67%**	**56%**	**50%**	**56%**	**66%**	**70%**	**60%**	**61%**	**67%**	**63%**	**64%**
Extremely important	31	42	16	17	16	32	16	25	35	32	28	22	32	31	31	31	31	34	31	32
Very important	33	35	32	32	10	34	19	25	35	35	28	28	24	35	38	29	31	34	32	32
SMWT/NOT TOO IMPORTANT	**34**	**21**	**49**	**51**	**74**	**32**	**64**	**50**	**28**	**29**	**42**	**48**	**42**	**32**	**28**	**37**	**35**	**32**	**34**	**34**
Somewhat important	24	18	33	35	21	24	27	39	18	23	28	38	30	23	22	26	28	18	25	24
Not too important	9	3	15	16	53	8	37	11	9	6	14	10	12	9	6	11	7	14	9	10
DK/NA	**3**	**2**	**4**	**0**	**0**	**3**	**0**	**0**	**2**	**3**	**2**	**2**	**3**	**3**	**2**	**3**	**3**	**1**	**3**	**2**
DK/NA	3	2	4	0	0	3	0	0	2	3	2	2	3	3	2	3	3	1	3	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 45: Q7I. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Bayer Farm is a six-acre urban farm and city park-in-the-making in the heart of the Roseland neighborhood, close to Downtown Santa Rosa, with old barns, community gardens, and other agricultural aspects that provide relief from the urban environment.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY IMPORTANT	**64%**	**74%**	**61%**	**73%**	**70%**	**55%**	**72%**	**49%**	**56%**	**71%**	**70%**	**56%**	**62%**	**70%**	**49%**	**78%**	**62%**	**66%**	**62%**	**65%**	**65%**	**64%**
Extremely important	31	30	31	32	30	27	42	27	27	35	23	40	28	34	23	39	33	27	30	31	32	30
Very important	33	44	30	41	39	28	29	22	29	36	47	16	34	36	25	39	29	39	32	33	33	34
SMWT/NOT TOO IMPORTANT	**34**	**26**	**36**	**25**	**28**	**45**	**26**	**46**	**42**	**26**	**30**	**41**	**33**	**26**	**49**	**20**	**34**	**34**	**35**	**33**	**32**	**34**
Somewhat important	24	19	26	19	20	32	11	39	29	20	22	28	20	14	49	8	25	28	23	25	24	26
Not too important	9	7	9	6	8	13	16	7	13	6	8	12	14	12	0	13	9	6	11	8	8	8
DK/NA	**3**	**0**	**3**	**2**	**2**	**0**	**2**	**6**	**2**	**3**	**0**	**4**	**5**	**4**	**3**	**2**	**3**	**0**	**3**	**2**	**3**	**2**
DK/NA	3	0	3	2	2	0	2	6	2	3	0	4	5	4	3	2	3	0	3	2	3	2

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY IMPORTANT	**64%**	**54%**	**58%**	**75%**	**69%**	**71%**	**66%**	**40%**	**70%**	**72%**	**66%**	**66%**	**26%**	**46%**	**63%**	**78%**	**61%**	**74%**	**30%**	**49%**
Extremely important	31	25	29	39	33	35	31	20	39	32	21	42	21	19	29	39	30	32	15	24
Very important	33	29	30	37	36	36	35	21	30	40	45	24	5	27	34	38	31	42	16	25
SMWT/NOT TOO IMPORTANT	**34**	**44**	**40**	**21**	**29**	**26**	**32**	**57**	**26**	**26**	**34**	**30**	**69**	**52**	**33**	**20**	**38**	**24**	**70**	**45**
Somewhat important	24	29	29	15	22	21	24	35	21	21	21	27	40	33	25	18	30	15	39	32
Not too important	9	15	11	6	6	5	9	22	5	5	13	3	28	19	9	3	9	8	31	14
DK/NA	**3**	**2**	**2**	**4**	**3**	**3**	**2**	**3**	**4**	**2**	**0**	**4**	**5**	**2**	**3**	**2**	**1**	**2**	**0**	**6**
DK/NA	3	2	2	4	3	3	2	3	4	2	0	4	5	2	3	2	1	2	0	6

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 45: Q7I. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Bayer Farm is a six-acre urban farm and city park-in-the-making in the heart of the Roseland neighborhood, close to Downtown Santa Rosa, with old barns, community gardens, and other agricultural aspects that provide relief from the urban environment.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY IMPORTANT	**64%**	**40%**	**71%**	**61%**	**71%**	**65%**	**62%**	**59%**	**56%**	**62%**	**67%**	**68%**	**68%**	**68%**	**58%**	**66%**	**66%**	**61%**
Extremely important	31	22	42	29	33	34	24	25	34	26	21	30	38	34	31	39	22	28
Very important	33	18	29	32	38	31	38	34	22	35	45	38	30	33	27	27	44	33
SMWT/NOT TOO IMPORTANT	**34**	**60**	**24**	**37**	**27**	**33**	**37**	**38**	**44**	**35**	**33**	**29**	**30**	**30**	**41**	**30**	**32**	**35**
Somewhat important	24	43	18	25	21	25	24	26	34	25	27	16	23	21	30	22	26	22
Not too important	9	17	6	12	6	8	12	12	9	10	6	13	7	9	10	8	6	14
DK/NA	**3**	**0**	**5**	**3**	**2**	**3**	**2**	**3**	**0**	**4**	**0**	**2**	**2**	**2**	**2**	**3**	**2**	**4**
DK/NA	3	0	5	3	2	3	2	3	0	4	0	2	2	2	2	3	2	4

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY IMPORTANT	**64%**	**63%**	**62%**	**62%**	**61%**	**60%**	**61%**	**79%**	**44%**	**62%**	**59%**	**58%**	**66%**	**67%**	**69%**	**72%**	**42%**	**38%**	**68%**	**63%**
Extremely important	31	31	31	31	28	28	30	53	19	25	23	22	28	29	39	29	19	21	32	27
Very important	33	33	31	31	33	32	30	26	25	37	36	35	38	37	30	42	23	16	35	35
SMWT/NOT TOO IMPORTANT	**34**	**34**	**35**	**35**	**36**	**37**	**38**	**18**	**56**	**35**	**41**	**41**	**33**	**32**	**29**	**23**	**54**	**62**	**30**	**36**
Somewhat important	24	25	25	26	26	28	29	16	30	26	32	31	26	23	26	15	33	44	22	23
Not too important	9	9	10	9	10	9	9	2	26	9	8	10	7	9	3	8	20	18	8	13
DK/NA	**3**	**3**	**3**	**3**	**3**	**2**	**1**	**3**	**0**	**3**	**1**	**2**	**1**	**2**	**2**	**6**	**4**	**0**	**3**	**1**
DK/NA	3	3	3	3	3	2	1	3	0	3	1	2	1	2	2	6	4	0	3	1

TABLE 46: Q7J. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Sonoma's coastal ranches protect the scenic coast from development, provide scenic views and local food sources, preserve wildlife habitats and connect to the California Coastal Trail allowing access to the coast for hikers and bikers.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY IMPORTANT	**79%**	**78%**	**79%**	**80%**	**72%**	**83%**	**91%**	**73%**	**55%**	**45%**	**83%**	**53%**	**75%**	**89%**	**68%**	**55%**	**64%**	**81%**	**59%**	**65%**
Extremely important	43	45	41	45	35	43	58	41	19	0	50	15	33	56	26	39	6	44	27	44
Very important	36	32	38	34	37	39	33	32	36	45	33	38	42	33	42	16	58	36	31	21
SMWT/NOT TOO IMPORTANT	**21**	**22**	**20**	**20**	**28**	**17**	**9**	**27**	**45**	**55**	**17**	**47**	**25**	**11**	**32**	**45**	**36**	**19**	**41**	**26**
Somewhat important	17	20	14	17	17	15	7	23	24	19	14	23	21	9	26	34	10	16	25	7
Not too important	4	2	6	3	11	2	2	4	21	36	3	24	3	1	6	11	26	3	16	20
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**8**
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	8

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY IMPORTANT	**79%**	**90%**	**67%**	**58%**	**31%**	**81%**	**43%**	**55%**	**81%**	**81%**	**81%**	**62%**	**78%**	**78%**	**78%**	**72%**	**83%**	**81%**	**74%**	**82%**
Extremely important	43	56	28	9	9	44	9	35	45	43	43	31	44	42	38	41	43	48	40	45
Very important	36	35	39	49	22	36	34	20	36	37	37	31	34	37	40	31	39	34	34	37
SMWT/NOT TOO IMPORTANT	**21**	**10**	**33**	**42**	**69**	**19**	**57**	**34**	**19**	**19**	**19**	**37**	**22**	**21**	**21**	**28**	**17**	**19**	**25**	**18**
Somewhat important	17	9	28	26	12	17	18	23	15	15	17	26	19	16	12	26	15	12	21	14
Not too important	4	1	5	16	57	3	39	11	4	4	2	11	3	5	9	2	2	7	5	4
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**11**	**0**	**0**	**0**	**2**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**
DK/NA	0	0	0	0	0	0	0	11	0	0	0	2	0	0	1	0	0	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 46: Q7J. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Sonoma's coastal ranches protect the scenic coast from development, provide scenic views and local food sources, preserve wildlife habitats and connect to the California Coastal Trail allowing access to the coast for hikers and bikers.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY IMPORTANT	**79%**	**82%**	**79%**	**82%**	**78%**	**79%**	**80%**	**76%**	**74%**	**82%**	**68%**	**86%**	**70%**	**80%**	**77%**	**85%**	**79%**	**84%**	**75%**	**81%**	**81%**	**82%**
Extremely important	43	39	43	46	39	39	51	42	41	45	23	55	39	57	30	45	49	48	39	46	43	48
Very important	36	42	36	36	39	40	29	35	34	37	45	32	31	23	47	40	31	37	36	36	38	33
SMWT/NOT TOO IMPORTANT	**21**	**18**	**21**	**18**	**22**	**21**	**20**	**24**	**26**	**17**	**32**	**14**	**30**	**20**	**23**	**15**	**21**	**14**	**25**	**18**	**19**	**18**
Somewhat important	17	15	17	16	15	19	18	21	20	14	32	10	26	7	15	11	17	11	23	13	11	14
Not too important	4	3	4	2	7	1	1	3	5	4	0	3	4	13	9	4	4	3	2	6	8	4
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**1**
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY IMPORTANT	**79%**	**71%**	**79%**	**81%**	**83%**	**85%**	**77%**	**64%**	**81%**	**88%**	**74%**	**80%**	**57%**	**67%**	**83%**	**87%**	**74%**	**80%**	**55%**	**72%**
Extremely important	43	39	42	39	48	51	33	34	53	50	28	39	16	41	51	51	32	35	29	38
Very important	36	32	36	43	35	34	43	30	28	38	45	41	41	26	32	36	42	45	26	34
SMWT/NOT TOO IMPORTANT	**21**	**29**	**21**	**19**	**16**	**15**	**23**	**36**	**19**	**12**	**26**	**20**	**43**	**33**	**17**	**12**	**26**	**20**	**45**	**28**
Somewhat important	17	25	15	19	11	12	19	26	18	8	25	13	34	23	15	9	23	15	27	26
Not too important	4	4	7	0	5	3	4	9	1	4	1	7	9	10	2	4	3	5	18	2
DK/NA	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**
DK/NA	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 46: Q7J. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Sonoma's coastal ranches protect the scenic coast from development, provide scenic views and local food sources, preserve wildlife habitats and connect to the California Coastal Trail allowing access to the coast for hikers and bikers.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY IMPORTANT	**79%**	**73%**	**83%**	**75%**	**82%**	**81%**	**73%**	**80%**	**73%**	**78%**	**71%**	**67%**	**84%**	**83%**	**78%**	**83%**	**76%**	**73%**
Extremely important	43	46	43	38	45	45	38	41	44	41	36	36	48	43	43	47	45	37
Very important	36	27	40	36	37	36	35	38	29	38	36	31	36	39	35	37	31	36
SMWT/NOT TOO IMPORTANT	**21**	**27**	**17**	**25**	**18**	**19**	**27**	**20**	**27**	**21**	**29**	**33**	**16**	**16**	**22**	**17**	**24**	**27**
Somewhat important	17	20	17	21	13	16	18	20	21	16	29	23	12	13	17	14	20	21
Not too important	4	7	0	5	5	3	9	0	6	5	0	10	4	3	5	3	4	6
DK/NA	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**
DK/NA	0	0	0	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY IMPORTANT	**79%**	**79%**	**80%**	**80%**	**81%**	**79%**	**81%**	**94%**	**58%**	**77%**	**76%**	**75%**	**77%**	**78%**	**83%**	**88%**	**73%**	**61%**	**78%**	**74%**
Extremely important	43	44	44	45	44	42	44	67	28	37	32	32	38	39	54	47	49	23	34	36
Very important	36	35	36	35	36	37	37	26	31	40	44	43	39	39	29	41	23	38	44	38
SMWT/NOT TOO IMPORTANT	**21**	**21**	**20**	**20**	**19**	**21**	**18**	**6**	**42**	**23**	**24**	**25**	**23**	**22**	**17**	**12**	**27**	**39**	**22**	**26**
Somewhat important	17	17	15	14	13	14	12	5	23	20	19	21	19	19	13	10	24	30	20	17
Not too important	4	4	5	5	6	6	6	2	19	3	5	3	4	3	4	2	3	9	1	9
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**
DK/NA	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 47: Q7K. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Cooley Ranch serves as the headwaters of Lake Sonoma and extends into Mendocino County. It helps protect the drinking water supply for over 600,000 people, and provides a rich diversity of wildlife.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY IMPORTANT	**84%**	**87%**	**83%**	**87%**	**76%**	**86%**	**93%**	**78%**	**55%**	**45%**	**86%**	**53%**	**88%**	**94%**	**78%**	**45%**	**56%**	**88%**	**49%**	**68%**
Extremely important	48	50	46	50	43	44	61	40	39	0	51	30	44	61	33	29	14	50	24	52
Very important	36	36	37	36	33	42	31	38	16	45	34	22	44	33	45	16	42	38	25	17
SMWT/NOT TOO IMPORTANT	**14**	**12**	**15**	**11**	**23**	**12**	**6**	**19**	**41**	**37**	**12**	**40**	**12**	**6**	**18**	**50**	**35**	**10**	**45**	**32**
Somewhat important	12	10	13	10	17	12	5	17	27	19	11	25	11	5	16	39	20	10	32	22
Not too important	2	2	2	1	5	0	1	2	14	18	1	15	1	0	1	11	16	1	13	10
DK/NA	**2**	**1**	**2**	**2**	**1**	**2**	**1**	**4**	**4**	**18**	**2**	**7**	**0**	**0**	**4**	**4**	**9**	**2**	**6**	**0**
DK/NA	2	1	2	2	1	2	1	4	4	18	2	7	0	0	4	4	9	2	6	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY IMPORTANT	**84%**	**93%**	**76%**	**44%**	**59%**	**86%**	**53%**	**64%**	**86%**	**87%**	**86%**	**67%**	**86%**	**84%**	**87%**	**85%**	**84%**	**83%**	**86%**	**84%**
Extremely important	48	59	34	17	35	49	28	42	55	43	53	32	56	46	52	46	49	47	48	48
Very important	36	34	42	27	24	37	25	22	31	44	33	35	30	39	35	39	35	36	37	36
SMWT/NOT TOO IMPORTANT	**14**	**7**	**20**	**56**	**30**	**12**	**41**	**36**	**12**	**11**	**14**	**28**	**13**	**14**	**12**	**12**	**14**	**16**	**12**	**14**
Somewhat important	12	7	18	42	0	11	18	26	11	10	9	24	13	11	10	11	12	12	11	12
Not too important	2	0	2	13	30	1	23	11	1	1	5	3	0	3	1	1	2	4	1	3
DK/NA	**2**	**0**	**4**	**0**	**11**	**2**	**6**	**0**	**2**	**2**	**0**	**5**	**1**	**2**	**1**	**3**	**2**	**1**	**3**	**2**
DK/NA	2	0	4	0	11	2	6	0	2	2	0	5	1	2	1	3	2	1	3	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 47: Q7K. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Cooley Ranch serves as the headwaters of Lake Sonoma and extends into Mendocino County. It helps protect the drinking water supply for over 600,000 people, and provides a rich diversity of wildlife.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY IMPORTANT	**84%**	**87%**	**84%**	**88%**	**89%**	**82%**	**90%**	**77%**	**82%**	**87%**	**93%**	**86%**	**84%**	**79%**	**82%**	**74%**	**88%**	**84%**	**88%**	**82%**	**78%**	**86%**
Extremely important	48	51	47	55	42	46	64	39	47	49	44	58	49	51	38	39	58	42	50	47	42	51
Very important	36	35	37	33	47	37	26	38	35	38	50	28	35	27	44	35	30	42	38	36	36	35
SMWT/NOT TOO IMPORTANT	**14**	**10**	**14**	**9**	**9**	**18**	**10**	**18**	**17**	**11**	**7**	**12**	**11**	**21**	**14**	**26**	**11**	**13**	**10**	**16**	**20**	**12**
Somewhat important	12	10	12	9	8	15	7	17	14	10	7	9	11	21	14	19	8	11	9	14	18	10
Not too important	2	0	2	0	1	3	3	1	3	1	0	3	0	0	0	7	3	1	1	2	3	2
DK/NA	**2**	**3**	**2**	**3**	**2**	**0**	**0**	**5**	**2**	**2**	**0**	**2**	**5**	**0**	**4**	**0**	**1**	**3**	**2**	**2**	**1**	**2**
DK/NA	2	3	2	3	2	0	0	5	2	2	0	2	5	0	4	0	1	3	2	2	1	2

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY IMPORTANT	**84%**	**86%**	**77%**	**90%**	**85%**	**87%**	**88%**	**72%**	**94%**	**83%**	**89%**	**87%**	**62%**	**77%**	**85%**	**89%**	**85%**	**92%**	**68%**	**75%**
Extremely important	48	48	45	53	47	50	48	41	59	45	48	49	25	48	49	51	47	50	38	44
Very important	36	38	32	37	38	37	39	31	36	38	41	37	37	29	36	38	37	42	30	32
SMWT/NOT TOO IMPORTANT	**14**	**13**	**21**	**6**	**13**	**10**	**12**	**25**	**3**	**15**	**11**	**12**	**33**	**22**	**14**	**8**	**14**	**8**	**29**	**22**
Somewhat important	12	11	17	6	12	8	11	22	3	12	10	12	29	18	10	7	13	8	24	20
Not too important	2	2	4	0	1	2	1	4	0	3	1	0	4	3	3	1	1	0	5	2
DK/NA	**2**	**1**	**2**	**4**	**2**	**2**	**1**	**3**	**3**	**2**	**0**	**2**	**5**	**2**	**1**	**3**	**1**	**0**	**3**	**3**
DK/NA	2	1	2	4	2	2	1	3	3	2	0	2	5	2	1	3	1	0	3	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 47: Q7K. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: Cooley Ranch serves as the headwaters of Lake Sonoma and extends into Mendocino County. It helps protect the drinking water supply for over 600,000 people, and provides a rich diversity of wildlife.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY IMPORTANT	**84%**	**84%**	**87%**	**81%**	**86%**	**86%**	**80%**	**94%**	**97%**	**79%**	**81%**	**82%**	**85%**	**80%**	**88%**	**92%**	**85%**	**78%**
Extremely important	48	57	54	43	48	49	46	51	63	39	40	48	54	42	53	51	48	47
Very important	36	26	33	38	39	38	34	43	34	40	41	34	31	38	35	41	37	32
SMWT/NOT TOO IMPORTANT	**14**	**16**	**10**	**16**	**11**	**11**	**19**	**3**	**3**	**18**	**19**	**16**	**14**	**19**	**8**	**6**	**12**	**22**
Somewhat important	12	16	10	12	10	10	15	3	3	15	19	16	11	16	7	6	10	19
Not too important	2	0	0	4	1	1	4	0	0	3	0	0	2	3	1	0	2	3
DK/NA	**2**	**0**	**3**	**2**	**2**	**2**	**2**	**3**	**0**	**3**	**0**	**2**	**1**	**1**	**4**	**2**	**3**	**0**
DK/NA	2	0	3	2	2	2	2	3	0	3	0	2	1	1	4	2	3	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY IMPORTANT	**84%**	**84%**	**83%**	**81%**	**80%**	**82%**	**81%**	**95%**	**59%**	**85%**	**88%**	**86%**	**89%**	**87%**	**88%**	**87%**	**78%**	**79%**	**89%**	**78%**
Extremely important	48	48	48	45	44	41	44	68	35	43	45	45	49	48	52	55	41	47	45	44
Very important	36	36	35	36	36	40	37	27	24	42	43	42	40	39	36	32	38	33	44	34
SMWT/NOT TOO IMPORTANT	**14**	**14**	**15**	**16**	**17**	**17**	**18**	**5**	**37**	**12**	**12**	**13**	**11**	**12**	**11**	**10**	**18**	**21**	**10**	**19**
Somewhat important	12	12	12	14	15	14	14	5	25	12	10	12	9	12	9	7	15	17	10	17
Not too important	2	2	2	2	2	3	3	0	12	1	2	1	2	1	1	3	3	4	0	2
DK/NA	**2**	**2**	**2**	**2**	**3**	**1**	**1**	**0**	**4**	**2**	**0**	**1**	**0**	**0**	**1**	**3**	**4**	**0**	**1**	**3**
DK/NA	2	2	2	2	3	1	1	0	4	2	0	1	0	0	1	3	4	0	1	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 48: Q7L. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Mayacamas Preserve is part of a protected swath of land totaling over twelve thousand acres. A working cattle ranch, the property is characterized by steep terrain, woodlands, creeks and wetlands.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY IMPORTANT	**66%**	**64%**	**67%**	**68%**	**59%**	**66%**	**79%**	**57%**	**50%**	**57%**	**68%**	**52%**	**62%**	**79%**	**50%**	**31%**	**76%**	**67%**	**47%**	**60%**
Extremely important	30	30	30	30	30	27	41	29	23	0	35	18	19	42	14	15	14	31	15	37
Very important	36	34	37	37	30	40	37	28	27	57	33	33	43	37	36	15	61	37	32	23
SMWT/NOT TOO IMPORTANT	**31**	**33**	**30**	**29**	**41**	**28**	**19**	**38**	**50**	**43**	**28**	**48**	**34**	**18**	**46**	**69**	**24**	**29**	**53**	**23**
Somewhat important	27	29	25	25	34	25	17	35	21	43	25	26	30	17	42	42	9	27	30	14
Not too important	4	4	5	4	7	2	2	4	29	0	3	23	4	1	4	28	16	2	23	10
DK/NA	**3**	**3**	**4**	**4**	**0**	**6**	**2**	**5**	**0**	**0**	**3**	**0**	**4**	**2**	**4**	**0**	**0**	**3**	**0**	**16**
DK/NA	3	3	4	4	0	6	2	5	0	0	3	0	4	2	4	0	0	3	0	16

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY IMPORTANT	**66%**	**79%**	**47%**	**61%**	**47%**	**66%**	**53%**	**68%**	**67%**	**68%**	**69%**	**46%**	**68%**	**64%**	**74%**	**63%**	**63%**	**67%**	**67%**	**64%**
Extremely important	30	40	17	0	19	31	11	12	32	29	31	22	34	28	35	27	27	34	30	29
Very important	36	39	30	61	28	35	42	57	35	40	38	24	35	36	39	36	36	33	37	35
SMWT/NOT TOO IMPORTANT	**31**	**19**	**48**	**39**	**53**	**31**	**47**	**11**	**28**	**31**	**31**	**43**	**30**	**32**	**23**	**31**	**35**	**31**	**28**	**33**
Somewhat important	27	18	42	16	23	28	20	0	25	26	27	36	27	27	21	27	31	26	25	29
Not too important	4	1	6	24	30	3	27	11	3	5	3	7	4	4	3	4	4	5	4	4
DK/NA	**3**	**1**	**5**	**0**	**0**	**3**	**0**	**21**	**5**	**1**	**0**	**10**	**1**	**4**	**2**	**6**	**3**	**2**	**4**	**2**
DK/NA	3	1	5	0	0	3	0	21	5	1	0	10	1	4	2	6	3	2	4	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 48: Q7L. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Mayacamas Preserve is part of a protected swath of land totaling over twelve thousand acres. A working cattle ranch, the property is characterized by steep terrain, woodlands, creeks and wetlands.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY IMPORTANT	**66%**	**70%**	**65%**	**72%**	**71%**	**63%**	**67%**	**57%**	**61%**	**70%**	**72%**	**65%**	**64%**	**74%**	**50%**	**65%**	**67%**	**67%**	**67%**	**65%**	**62%**	**67%**
Extremely important	30	31	29	36	27	30	43	22	27	32	20	43	27	36	19	34	33	26	30	30	29	30
Very important	36	40	36	36	43	33	25	34	34	37	52	23	36	38	31	31	34	41	37	35	33	37
SMWT/NOT TOO IMPORTANT	**31**	**27**	**32**	**26**	**28**	**37**	**33**	**33**	**37**	**25**	**28**	**33**	**34**	**23**	**44**	**33**	**30**	**25**	**32**	**31**	**34**	**28**
Somewhat important	27	27	28	26	23	36	26	30	32	23	27	25	31	23	32	28	28	21	28	26	28	25
Not too important	4	0	4	0	6	1	6	3	6	3	1	7	3	0	11	4	3	4	4	4	6	3
DK/NA	**3**	**3**	**4**	**3**	**1**	**0**	**0**	**10**	**1**	**5**	**0**	**2**	**2**	**4**	**7**	**2**	**2**	**8**	**1**	**4**	**4**	**5**
DK/NA	3	3	4	3	1	0	0	10	1	5	0	2	2	4	7	2	2	8	1	4	4	5

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY IMPORTANT	**66%**	**59%**	**64%**	**79%**	**65%**	**72%**	**63%**	**54%**	**75%**	**70%**	**62%**	**63%**	**51%**	**55%**	**70%**	**73%**	**56%**	**72%**	**50%**	**57%**
Extremely important	30	25	29	38	30	35	22	27	38	33	19	26	32	26	32	37	21	24	26	29
Very important	36	34	35	41	35	37	41	26	37	37	44	37	19	29	38	36	35	48	24	28
SMWT/NOT TOO IMPORTANT	**31**	**40**	**35**	**19**	**28**	**26**	**34**	**41**	**24**	**27**	**38**	**30**	**44**	**40**	**29**	**23**	**43**	**21**	**50**	**34**
Somewhat important	27	33	30	19	24	23	29	36	22	23	32	25	34	36	25	21	36	18	40	32
Not too important	4	7	5	0	4	3	5	6	1	4	5	5	9	4	4	3	7	3	10	2
DK/NA	**3**	**1**	**1**	**2**	**7**	**3**	**3**	**5**	**1**	**3**	**0**	**7**	**5**	**5**	**1**	**4**	**1**	**6**	**0**	**9**
DK/NA	3	1	1	2	7	3	3	5	1	3	0	7	5	5	1	4	1	6	0	9

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 48: Q7L. I am going to mention some projects that the District has already completed, and lands they have already worked to conserve - including agricultural lands that the District's work has protected from development and kept in agricultural use. For each project I describe, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the County: The Mayacamas Preserve is part of a protected swath of land totaling over twelve thousand acres. A working cattle ranch, the property is characterized by steep terrain, woodlands, creeks and wetlands.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY IMPORTANT	**66%**	**59%**	**78%**	**62%**	**66%**	**68%**	**60%**	**69%**	**67%**	**62%**	**49%**	**72%**	**69%**	**58%**	**63%**	**78%**	**65%**	**66%**
Extremely important	30	26	41	27	29	31	26	26	38	21	24	31	38	29	25	33	28	34
Very important	36	33	36	35	37	37	34	43	29	41	25	41	30	30	38	45	36	32
SMWT/NOT TOO IMPORTANT	**31**	**41**	**20**	**36**	**28**	**28**	**38**	**26**	**33**	**33**	**51**	**26**	**29**	**38**	**34**	**20**	**32**	**29**
Somewhat important	27	34	20	31	24	26	29	22	25	28	51	26	25	32	30	15	29	26
Not too important	4	8	0	5	4	2	9	4	7	5	0	0	4	6	4	5	3	3
DK/NA	**3**	**0**	**2**	**1**	**6**	**4**	**2**	**5**	**0**	**5**	**0**	**2**	**3**	**4**	**2**	**3**	**3**	**5**
DK/NA	3	0	2	1	6	4	2	5	0	5	0	2	3	4	2	3	3	5

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY IMPORTANT	**66%**	**66%**	**65%**	**64%**	**63%**	**62%**	**61%**	**84%**	**53%**	**61%**	**62%**	**61%**	**68%**	**66%**	**71%**	**81%**	**57%**	**62%**	**65%**	**53%**
Extremely important	30	30	31	31	29	30	32	48	20	24	19	22	27	28	33	38	30	30	25	23
Very important	36	36	34	34	34	32	29	36	33	37	44	40	41	38	37	42	28	32	40	30
SMWT/NOT TOO IMPORTANT	**31**	**31**	**32**	**32**	**32**	**35**	**36**	**15**	**47**	**34**	**35**	**36**	**29**	**32**	**26**	**19**	**39**	**31**	**30**	**44**
Somewhat important	27	27	27	28	28	30	30	15	28	31	32	32	26	28	23	17	36	22	27	38
Not too important	4	4	5	4	4	5	6	0	19	3	3	5	3	4	3	3	3	9	3	6
DK/NA	**3**	**3**	**4**	**4**	**5**	**3**	**3**	**1**	**0**	**5**	**2**	**2**	**3**	**2**	**3**	**0**	**4**	**7**	**5**	**3**
DK/NA	3	3	4	4	5	3	3	1	0	5	2	2	3	2	3	0	4	7	5	3

TABLE 49: Q8A. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting water quality

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY IMPORTANT	**92%**	**96%**	**91%**	**95%**	**87%**	**91%**	**97%**	**94%**	**58%**	**70%**	**96%**	**64%**	**92%**	**97%**	**95%**	**70%**	**52%**	**96%**	**62%**	**73%**
Extremely important	65	72	61	69	59	55	77	64	14	52	71	33	59	78	57	30	31	69	30	46
Very important	28	24	30	26	27	35	20	30	45	17	25	31	33	19	39	40	21	27	31	27
SMWT/NOT TOO IMPORTANT	**8**	**4**	**9**	**5**	**13**	**9**	**3**	**6**	**42**	**30**	**4**	**36**	**8**	**3**	**5**	**30**	**48**	**4**	**38**	**27**
Somewhat important	6	4	6	4	11	5	3	4	35	18	3	27	6	3	3	17	33	3	24	27
Not too important	2	0	3	1	3	5	0	2	7	12	1	9	2	0	1	13	15	1	14	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY IMPORTANT	**92%**	**99%**	**91%**	**47%**	**44%**	**96%**	**46%**	**71%**	**96%**	**97%**	**92%**	**77%**	**93%**	**93%**	**94%**	**93%**	**92%**	**91%**	**93%**	**92%**
Extremely important	65	79	53	27	14	68	23	28	74	70	60	42	72	63	53	63	69	71	59	69
Very important	28	20	38	20	30	27	23	42	22	26	32	35	21	30	41	29	23	21	34	22
SMWT/NOT TOO IMPORTANT	**8**	**1**	**9**	**53**	**56**	**4**	**54**	**29**	**4**	**3**	**8**	**23**	**7**	**7**	**6**	**7**	**8**	**9**	**7**	**8**
Somewhat important	6	1	7	23	43	4	29	24	3	3	6	17	5	6	6	5	6	5	6	6
Not too important	2	0	1	30	13	1	24	5	1	1	2	6	2	2	0	2	2	3	1	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 49: Q8A. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting water quality

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY IMPORTANT	**92%**	**100%**	**92%**	**98%**	**94%**	**95%**	**90%**	**90%**	**87%**	**98%**	**95%**	**98%**	**96%**	**93%**	**91%**	**87%**	**89%**	**92%**	**96%**	**90%**	**90%**	**90%**
Extremely important	65	58	66	63	65	76	65	58	54	75	64	70	85	56	46	67	67	54	73	59	57	61
Very important	28	42	26	35	29	18	25	32	33	23	31	28	10	36	45	20	22	38	23	31	33	29
SMWT/NOT TOO IMPORTANT	**8**	**0**	**8**	**2**	**6**	**5**	**10**	**10**	**13**	**2**	**5**	**2**	**4**	**7**	**9**	**13**	**11**	**8**	**4**	**10**	**10**	**10**
Somewhat important	6	0	7	0	5	4	6	8	10	2	5	2	4	4	9	4	10	5	4	7	6	8
Not too important	2	0	2	2	1	1	4	1	3	0	0	0	0	3	0	9	1	3	0	3	4	2

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY IMPORTANT	**92%**	**95%**	**81%**	**97%**	**98%**	**96%**	**98%**	**75%**	**99%**	**95%**	**97%**	**98%**	**86%**	**71%**	**94%**	**98%**	**96%**	**100%**	**63%**	**91%**
Extremely important	65	65	46	80	71	72	71	38	79	67	76	65	44	36	64	77	61	82	24	56
Very important	28	30	35	17	27	25	27	37	20	28	21	34	42	35	29	21	34	18	39	35
SMWT/NOT TOO IMPORTANT	**8**	**5**	**19**	**3**	**2**	**4**	**2**	**25**	**1**	**5**	**3**	**2**	**14**	**29**	**6**	**2**	**4**	**0**	**37**	**9**
Somewhat important	6	5	13	3	2	3	2	17	1	4	3	2	14	18	5	2	4	0	25	6
Not too important	2	0	6	0	1	0	0	8	0	1	0	0	0	11	1	0	0	0	12	3

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY IMPORTANT	**92%**	**88%**	**96%**	**87%**	**98%**	**92%**	**93%**	**94%**	**91%**	**93%**	**94%**	**91%**	**92%**	**94%**	**89%**	**97%**	**94%**	**90%**
Extremely important	65	59	83	51	73	63	70	66	46	63	80	59	70	64	62	61	63	73
Very important	28	30	14	36	25	30	23	27	45	31	14	32	22	29	26	36	31	17
SMWT/NOT TOO IMPORTANT	**8%**	**12%**	**4%**	**13%**	**2%**	**8%**	**7%**	**6%**	**9%**	**7%**	**6%**	**9%**	**8%**	**6%**	**11%**	**3%**	**6%**	**10%**
Somewhat important	6	7	4	10	1	6	5	6	9	5	0	9	5	4	11	3	3	6
Not too important	2	4	0	3	1	2	2	0	0	2	6	0	3	3	0	0	3	4

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 49: Q8A. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting water quality

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY IMPORTANT	**92%**	**93%**	**92%**	**91%**	**91%**	**89%**	**88%**	**98%**	**68%**	**95%**	**95%**	**94%**	**95%**	**94%**	**96%**	**99%**	**78%**	**59%**	**98%**	**92%**
Extremely important	65	65	64	62	63	62	60	81	35	65	60	59	66	66	77	68	43	21	74	59
Very important	28	28	28	28	28	28	28	17	33	31	35	35	29	28	20	31	35	38	25	33
SMWT/NOT TOO IMPORTANT	**8**	**7**	**8**	**9**	**9**	**11**	**12**	**2**	**32**	**5**	**5**	**6**	**5**	**6**	**4**	**1**	**22**	**41**	**2**	**8**
Somewhat important	6	6	6	7	7	7	8	2	22	4	4	5	4	5	4	0	13	35	2	6
Not too important	2	2	2	3	3	3	4	0	10	1	1	1	1	1	0	1	9	6	0	2

TABLE 50: Q8B. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting Sonoma County from the effects of global warming

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY IMPORTANT	**74%**	**80%**	**70%**	**79%**	**59%**	**77%**	**84%**	**69%**	**25%**	**38%**	**77%**	**32%**	**77%**	**87%**	**67%**	**30%**	**35%**	**78%**	**33%**	**57%**
Extremely important	50	58	45	54	41	45	56	51	6	33	54	19	48	62	39	27	24	52	25	49
Very important	24	22	25	25	17	32	28	18	19	5	23	12	29	25	29	4	12	26	7	8
SMWT/NOT TOO IMPORTANT	**25**	**18**	**29**	**20**	**41**	**18**	**13**	**29**	**75**	**62**	**21**	**68**	**23**	**12**	**32**	**70**	**65**	**20**	**67**	**28**
Somewhat important	14	12	15	14	17	12	11	18	29	12	14	20	11	9	19	26	5	14	17	20
Not too important	11	6	13	7	24	6	2	11	46	50	7	48	11	3	12	44	60	7	51	8
DK/NA	**2**	**2**	**1**	**1**	**1**	**5**	**3**	**1**	**0**	**0**	**2**	**0**	**1**	**1**	**1**	**0**	**0**	**1**	**0**	**15**
DK/NA	2	2	1	1	1	5	3	1	0	0	2	0	1	1	1	0	0	1	0	15

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY IMPORTANT	**74%**	**90%**	**60%**	**19%**	**31%**	**77%**	**23%**	**40%**	**84%**	**81%**	**59%**	**54%**	**72%**	**74%**	**67%**	**75%**	**78%**	**68%**	**72%**	**74%**
Extremely important	50	64	37	12	14	53	13	18	62	53	40	28	54	48	38	50	55	49	45	52
Very important	24	26	23	7	17	25	10	22	22	27	19	27	18	26	29	25	23	19	27	22
SMWT/NOT TOO IMPORTANT	**25**	**9**	**39**	**81**	**69**	**21**	**77**	**49**	**14**	**17**	**40**	**44**	**26**	**25**	**33**	**23**	**19**	**31**	**27**	**24**
Somewhat important	14	7	24	8	13	14	10	18	10	9	28	16	17	13	25	12	9	15	17	12
Not too important	11	2	15	73	56	7	67	31	4	8	12	29	9	11	8	11	9	16	10	12
DK/NA	**2**	**1**	**1**	**0**	**0**	**1**	**0**	**11**	**1**	**2**	**1**	**1**	**2**	**2**	**0**	**2**	**3**	**1**	**1**	**2**
DK/NA	2	1	1	0	0	1	0	11	1	2	1	1	2	2	0	2	3	1	1	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 50: Q8B. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting Sonoma County from the effects of global warming

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY IMPORTANT	**74%**	**88%**	**71%**	**85%**	**80%**	**73%**	**74%**	**65%**	**63%**	**84%**	**82%**	**87%**	**78%**	**75%**	**59%**	**55%**	**73%**	**73%**	**83%**	**67%**	**61%**	**73%**
Extremely important	50	47	50	50	54	52	50	46	38	60	52	63	65	30	33	40	52	46	60	43	35	50
Very important	24	41	21	35	26	21	24	19	25	23	30	24	13	45	26	14	21	27	23	25	26	24
SMWT/NOT TOO IMPORTANT	**25**	**12**	**27**	**15**	**17**	**26**	**26**	**34**	**35**	**15**	**18**	**11**	**21**	**25**	**38**	**43**	**25**	**23**	**16**	**31**	**37**	**25**
Somewhat important	14	10	15	12	10	18	16	15	18	10	10	11	8	14	31	23	12	9	10	17	23	11
Not too important	11	2	12	3	8	7	10	19	17	5	8	0	12	11	8	21	13	14	7	14	14	14
DK/NA	**2**	**0**	**2**	**0**	**3**	**1**	**0**	**1**	**2**	**1**	**0**	**2**	**1**	**0**	**3**	**2**	**1**	**3**	**1**	**2**	**2**	**2**
DK/NA	2	0	2	0	3	1	0	1	2	1	0	2	1	0	3	2	1	3	1	2	2	2

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY IMPORTANT	**74%**	**73%**	**56%**	**92%**	**78%**	**87%**	**76%**	**34%**	**95%**	**83%**	**83%**	**67%**	**38%**	**32%**	**83%**	**91%**	**64%**	**90%**	**22%**	**49%**
Extremely important	50	47	32	72	52	61	53	15	72	55	61	42	17	14	53	67	40	66	5	27
Very important	24	26	24	19	26	26	23	19	23	28	23	25	21	18	29	24	24	23	16	22
SMWT/NOT TOO IMPORTANT	**25**	**26**	**42**	**7**	**21**	**12**	**20**	**65**	**5**	**16**	**14**	**29**	**62**	**66**	**15**	**9**	**35**	**5**	**76**	**51**
Somewhat important	14	16	20	3	15	7	17	29	0	12	12	22	37	25	7	7	27	5	28	29
Not too important	11	10	22	4	6	5	4	36	5	4	2	6	25	41	8	2	7	0	48	22
DK/NA	**2**	**1**	**2**	**1**	**2**	**1**	**4**	**1**	**0**	**1**	**3**	**4**	**0**	**2**	**2**	**0**	**2**	**5**	**2**	**0**
DK/NA	2	1	2	1	2	1	4	1	0	1	3	4	0	2	2	0	2	5	2	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 50: Q8B. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting Sonoma County from the effects of global warming

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY IMPORTANT	**74%**	**57%**	**84%**	**64%**	**83%**	**75%**	**69%**	**79%**	**62%**	**74%**	**75%**	**79%**	**72%**	**73%**	**72%**	**71%**	**71%**	**80%**
Extremely important	50	37	68	37	58	52	44	51	30	47	61	53	53	50	51	43	49	53
Very important	24	20	17	27	25	24	25	28	32	27	14	26	19	23	21	28	22	27
SMWT/NOT TOO IMPORTANT	**25**	**43**	**12**	**33**	**17**	**23**	**29**	**21**	**38**	**24**	**25**	**20**	**26**	**24**	**28**	**27**	**28**	**18**
Somewhat important	14	28	7	15	12	13	17	7	24	14	13	11	15	13	15	17	15	11
Not too important	11	14	6	18	5	10	12	13	14	10	12	8	11	10	13	10	13	8
DK/NA	**2**	**0**	**3**	**3**	**1**	**2**	**2**	**0**	**0**	**2**	**0**	**2**	**2**	**3**	**0**	**3**	**1**	**1**
DK/NA	2	0	3	3	1	2	2	0	0	2	0	2	2	3	0	3	1	1

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY IMPORTANT	**74%**	**74%**	**72%**	**73%**	**72%**	**71%**	**70%**	**90%**	**36%**	**75%**	**77%**	**76%**	**78%**	**78%**	**87%**	**87%**	**35%**	**14%**	**75%**	**75%**
Extremely important	50	50	48	49	48	48	45	62	26	50	45	47	53	55	62	64	16	7	52	44
Very important	24	24	24	24	24	23	25	28	11	25	32	29	25	23	25	22	19	7	23	31
SMWT/NOT TOO IMPORTANT	**25**	**25**	**26**	**25**	**26**	**27**	**27**	**8**	**64**	**23**	**23**	**24**	**22**	**22**	**12**	**12**	**62**	**86**	**20**	**25**
Somewhat important	14	14	15	14	14	14	14	7	20	15	14	14	13	12	7	11	29	28	19	13
Not too important	11	11	12	11	12	13	12	1	44	8	9	10	8	10	5	1	33	58	1	12
DK/NA	**2**	**2**	**1**	**2**	**2**	**2**	**3**	**2**	**0**	**2**	**0**	**0**	**0**	**0**	**1**	**1**	**3**	**0**	**5**	**0**
DK/NA	2	2	1	2	2	2	3	2	0	2	0	0	0	0	1	1	3	0	5	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 51: Q8C. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting the local agricultural economy

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY IMPORTANT	**75%**	**73%**	**77%**	**80%**	**75%**	**59%**	**87%**	**78%**	**68%**	**45%**	**83%**	**56%**	**63%**	**82%**	**73%**	**65%**	**31%**	**78%**	**50%**	**65%**
Extremely important	39	37	39	42	38	26	51	38	13	25	45	19	29	49	29	20	24	40	21	37
Very important	37	36	37	38	37	33	36	40	55	20	38	38	34	34	44	45	7	38	29	28
SMWT/NOT TOO IMPORTANT	**24**	**26**	**23**	**20**	**24**	**38**	**13**	**22**	**32**	**55**	**17**	**44**	**35**	**17**	**26**	**35**	**69**	**21**	**50**	**28**
Somewhat important	19	22	18	17	19	32	11	17	20	32	14	26	31	15	23	22	44	18	32	20
Not too important	5	4	5	4	6	6	2	4	13	23	3	18	5	3	4	13	26	3	18	8
DK/NA	**1**	**1**	**0**	**0**	**1**	**3**	**1**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**1**	**0**	**0**	**1**	**0**	**7**
DK/NA	1	1	0	0	1	3	1	0	0	0	0	0	1	0	1	0	0	1	0	7

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY IMPORTANT	**75%**	**86%**	**68%**	**49%**	**0%**	**79%**	**34%**	**41%**	**79%**	**78%**	**72%**	**69%**	**74%**	**77%**	**86%**	**74%**	**76%**	**69%**	**79%**	**73%**
Extremely important	39	50	27	20	0	41	14	11	52	34	30	33	34	41	43	35	46	33	38	40
Very important	37	36	41	29	0	38	20	30	27	44	42	35	39	36	43	39	31	36	41	33
SMWT/NOT TOO IMPORTANT	**24**	**13**	**31**	**51**	**100**	**21**	**66**	**54**	**20**	**22**	**26**	**31**	**25**	**23**	**14**	**24**	**23**	**31**	**20**	**26**
Somewhat important	19	12	27	14	59	18	28	36	17	17	22	24	19	19	14	20	18	24	18	20
Not too important	5	1	4	37	41	2	38	18	3	4	4	8	5	4	0	4	5	7	2	6
DK/NA	**1**	**0**	**1**	**0**	**0**	**1**	**0**	**5**	**1**	**0**	**2**	**0**	**2**	**0**	**0**	**1**	**1**	**0**	**1**	**0**
DK/NA	1	0	1	0	0	1	0	5	1	0	2	0	2	0	0	1	1	0	1	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 51: Q8C. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting the local agricultural economy

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY IMPORTANT	**75%**	**79%**	**77%**	**75%**	**81%**	**78%**	**70%**	**76%**	**68%**	**82%**	**81%**	**69%**	**79%**	**84%**	**73%**	**69%**	**77%**	**74%**	**76%**	**75%**	**74%**	**76%**
Extremely important	39	34	41	35	45	41	32	42	31	46	40	32	47	41	33	33	46	32	40	38	35	40
Very important	37	45	36	40	36	37	39	34	37	37	41	36	31	43	40	36	31	41	36	37	39	35
SMWT/NOT TOO IMPORTANT	**24**	**21**	**23**	**25**	**18**	**21**	**30**	**24**	**32**	**17**	**19**	**31**	**20**	**16**	**24**	**31**	**23**	**25**	**24**	**24**	**25**	**24**
Somewhat important	19	21	18	23	15	19	21	19	24	15	17	29	15	12	19	20	17	22	21	18	18	19
Not too important	5	0	5	2	2	3	9	5	7	2	2	2	4	3	5	11	6	3	3	6	7	5
DK/NA	**1**	**0**	**1**	**0**	**1**	**1**	**0**	**0**	**0**	**1**	**0**	**0**	**1**	**0**	**3**	**0**	**0**	**1**	**0**	**1**	**1**	**1**
DK/NA	1	0	1	0	1	1	0	0	0	1	0	0	1	0	3	0	0	1	0	1	1	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY IMPORTANT	**75%**	**71%**	**66%**	**80%**	**84%**	**78%**	**80%**	**61%**	**81%**	**77%**	**77%**	**84%**	**56%**	**63%**	**71%**	**84%**	**80%**	**81%**	**47%**	**79%**
Extremely important	39	35	28	44	46	41	45	24	39	42	49	39	19	26	34	46	40	50	14	38
Very important	37	36	37	36	37	37	36	37	42	35	28	45	37	37	37	38	40	31	33	41
SMWT/NOT TOO IMPORTANT	**24**	**29**	**34**	**19**	**16**	**21**	**18**	**39**	**19**	**22**	**21**	**14**	**44**	**37**	**28**	**16**	**20**	**16**	**53**	**21**
Somewhat important	19	24	24	17	13	17	17	28	15	19	20	14	44	21	22	14	18	16	36	18
Not too important	5	4	10	1	2	4	1	11	4	4	2	0	0	16	6	3	2	0	18	3
DK/NA	**1**	**0**	**1**	**1**	**1**	**0**	**2**	**0**	**0**	**1**	**1**	**2**	**0**	**0**	**1**	**0**	**0**	**4**	**0**	**0**
DK/NA	1	0	1	1	1	0	2	0	0	1	1	2	0	0	1	0	0	4	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 51: Q8C. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting the local agricultural economy

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY IMPORTANT	**75%**	**66%**	**80%**	**70%**	**83%**	**75%**	**78%**	**77%**	**70%**	**78%**	**54%**	**67%**	**80%**	**71%**	**77%**	**76%**	**77%**	**78%**
Extremely important	39	30	38	32	49	37	41	46	13	38	36	30	45	32	41	36	42	42
Very important	37	37	42	38	34	37	36	31	57	40	19	37	35	39	35	40	35	35
SMWT/NOT TOO IMPORTANT	**24**	**34**	**17**	**29**	**17**	**25**	**22**	**23**	**30**	**21**	**46**	**33**	**20**	**26**	**23**	**24**	**23**	**22**
Somewhat important	19	25	15	23	15	20	18	18	30	18	34	25	15	21	18	24	19	15
Not too important	5	9	2	6	2	5	4	5	0	3	12	8	5	6	5	0	4	8
DK/NA	**1**	**0**	**3**	**1**	**0**	**1**	**1**	**0**	**0**	**1**	**0**	**0**	**1**	**3**	**0**	**0**	**0**	**0**
DK/NA	1	0	3	1	0	1	1	0	0	1	0	0	1	3	0	0	0	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY IMPORTANT	**75%**	**75%**	**75%**	**74%**	**74%**	**74%**	**73%**	**85%**	**54%**	**76%**	**65%**	**68%**	**72%**	**75%**	**82%**	**73%**	**58%**	**47%**	**78%**	**81%**
Extremely important	39	39	38	37	39	39	39	52	19	38	28	29	36	38	44	39	25	23	46	34
Very important	37	37	37	37	35	35	33	34	35	38	38	39	35	37	38	33	33	25	32	47
SMWT/NOT TOO IMPORTANT	**24**	**24**	**24**	**25**	**25**	**25**	**26**	**15**	**46**	**23**	**34**	**31**	**28**	**25**	**17**	**27**	**42**	**53**	**20**	**19**
Somewhat important	19	19	20	20	19	18	18	12	29	20	29	28	24	22	12	25	29	40	20	15
Not too important	5	5	5	5	5	7	8	2	17	3	5	4	4	3	5	3	12	13	0	5
DK/NA	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**0**	**0**	**1**	**1**	**1**	**0**	**0**	**1**	**0**	**0**	**0**	**2**	**0**
DK/NA	1	1	1	1	1	1	1	0	0	1	1	1	0	0	1	0	0	0	2	0

TABLE 52: Q8D. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting Sonoma County's coastal lands from sea level rise

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY IMPORTANT	**68%**	**77%**	**64%**	**74%**	**59%**	**61%**	**78%**	**66%**	**27%**	**24%**	**72%**	**25%**	**71%**	**79%**	**63%**	**34%**	**29%**	**72%**	**32%**	**72%**
Extremely important	41	51	35	44	36	35	50	42	6	24	46	15	35	51	29	20	29	42	24	56
Very important	28	26	29	30	23	26	28	24	20	0	26	10	37	27	34	14	0	30	8	16
SMWT/NOT TOO IMPORTANT	**29**	**22**	**33**	**25**	**36**	**37**	**20**	**33**	**67**	**70**	**26**	**69**	**25**	**19**	**35**	**62**	**65**	**26**	**63**	**28**
Somewhat important	20	17	21	19	17	28	17	22	24	18	19	21	20	16	23	35	15	19	26	20
Not too important	10	4	12	6	19	9	4	11	43	52	7	47	6	3	12	27	50	7	37	8
DK/NA	**2**	**1**	**3**	**1**	**5**	**3**	**2**	**1**	**6**	**6**	**2**	**6**	**3**	**3**	**2**	**4**	**6**	**2**	**5**	**0**
DK/NA	2	1	3	1	5	3	2	1	6	6	2	6	3	3	2	4	6	2	5	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY IMPORTANT	**68%**	**82%**	**57%**	**25%**	**14%**	**72%**	**22%**	**45%**	**77%**	**72%**	**62%**	**51%**	**67%**	**69%**	**73%**	**70%**	**70%**	**62%**	**71%**	**67%**
Extremely important	41	54	28	12	14	43	13	10	51	45	27	30	43	40	36	47	43	36	42	40
Very important	28	28	30	13	0	29	9	35	26	27	34	22	24	29	37	23	28	25	29	27
SMWT/NOT TOO IMPORTANT	**29**	**17**	**40**	**67**	**86**	**26**	**73**	**43**	**22**	**27**	**34**	**41**	**32**	**28**	**25**	**28**	**28**	**36**	**27**	**31**
Somewhat important	20	15	27	15	13	20	14	18	16	18	24	24	22	19	22	19	16	24	20	19
Not too important	10	2	13	53	73	7	59	26	6	9	10	17	10	9	3	9	12	12	6	12
DK/NA	**2**	**1**	**2**	**7**	**0**	**2**	**5**	**11**	**1**	**1**	**4**	**7**	**1**	**3**	**2**	**3**	**1**	**3**	**3**	**2**
DK/NA	2	1	2	7	0	2	5	11	1	1	4	7	1	3	2	3	1	3	3	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 52: Q8D. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting Sonoma County's coastal lands from sea level rise

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY IMPORTANT	**68%**	**78%**	**67%**	**74%**	**78%**	**70%**	**64%**	**58%**	**56%**	**80%**	**75%**	**83%**	**75%**	**70%**	**47%**	**62%**	**70%**	**59%**	**78%**	**62%**	**59%**	**65%**
Extremely important	41	36	42	38	46	47	35	40	29	51	43	51	53	32	31	33	41	34	49	35	32	38
Very important	28	43	25	36	32	23	29	18	27	28	32	32	22	38	17	29	29	26	29	27	27	27
SMWT/NOT TOO IMPORTANT	**29**	**19**	**31**	**24**	**20**	**28**	**36**	**40**	**41**	**18**	**25**	**17**	**25**	**26**	**51**	**38**	**29**	**28**	**22**	**34**	**39**	**29**
Somewhat important	20	17	21	18	15	14	27	28	26	14	21	13	14	14	45	19	15	20	16	22	27	17
Not too important	10	2	9	6	5	13	8	11	15	4	4	4	11	11	5	19	14	9	6	12	12	12
DK/NA	**2**	**3**	**3**	**2**	**2**	**2**	**0**	**2**	**3**	**2**	**0**	**0**	**0**	**4**	**2**	**0**	**1**	**12**	**0**	**4**	**2**	**6**
DK/NA	2	3	3	2	2	2	0	2	3	2	0	0	0	4	2	0	1	12	0	4	2	6

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY IMPORTANT	**68%**	**66%**	**49%**	**89%**	**74%**	**76%**	**73%**	**44%**	**87%**	**69%**	**81%**	**63%**	**38%**	**47%**	**66%**	**83%**	**61%**	**86%**	**31%**	**60%**
Extremely important	41	37	23	60	45	48	42	21	56	42	53	27	11	25	36	56	31	54	13	31
Very important	28	29	26	28	29	28	31	23	30	27	27	35	26	22	30	27	30	32	18	30
SMWT/NOT TOO IMPORTANT	**29**	**34**	**46**	**11**	**23**	**21**	**27**	**53**	**13**	**26**	**19**	**37**	**62**	**49**	**30**	**15**	**39**	**14**	**67**	**35**
Somewhat important	20	24	27	9	17	15	22	29	8	19	16	29	48	22	18	12	30	13	36	21
Not too important	10	10	19	3	6	6	5	24	6	7	3	8	14	27	11	3	9	1	31	14
DK/NA	**2**	**0**	**5**	**0**	**3**	**3**	**0**	**3**	**0**	**5**	**0**	**0**	**0**	**4**	**5**	**2**	**0**	**0**	**2**	**5**
DK/NA	2	0	5	0	3	3	0	3	0	5	0	0	0	4	5	2	0	0	2	5

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 52: Q8D. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting Sonoma County's coastal lands from sea level rise

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY IMPORTANT	**68%**	**50%**	**81%**	**58%**	**79%**	**71%**	**63%**	**75%**	**58%**	**70%**	**62%**	**68%**	**68%**	**63%**	**66%**	**69%**	**68%**	**77%**
Extremely important	41	28	55	29	51	42	36	50	14	40	37	42	43	40	43	34	39	47
Very important	28	22	26	29	28	28	27	25	44	30	25	26	25	23	23	35	29	30
SMWT/NOT TOO IMPORTANT	**29**	**48**	**19**	**39**	**18**	**27**	**35**	**25**	**42**	**27**	**38**	**28**	**30**	**33**	**34**	**27**	**28**	**23**
Somewhat important	20	31	15	25	13	19	21	9	35	19	26	20	20	24	20	20	18	16
Not too important	10	17	4	14	5	8	14	15	7	7	12	8	10	9	14	7	10	7
DK/NA	**2**	**2**	**0**	**3**	**3**	**3**	**2**	**0**	**0**	**3**	**0**	**4**	**2**	**4**	**0**	**3**	**4**	**0**
DK/NA	2	2	0	3	3	3	2	0	0	3	0	4	2	4	0	3	4	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY IMPORTANT	**68%**	**68%**	**68%**	**69%**	**69%**	**68%**	**65%**	**80%**	**33%**	**71%**	**68%**	**70%**	**72%**	**72%**	**78%**	**71%**	**46%**	**28%**	**73%**	**70%**
Extremely important	41	41	41	40	40	40	38	56	22	38	29	35	38	42	53	41	18	16	41	39
Very important	28	27	27	28	29	28	27	24	11	33	39	35	34	30	25	31	28	12	31	31
SMWT/NOT TOO IMPORTANT	**29**	**29**	**30**	**29**	**28**	**29**	**32**	**18**	**62**	**27**	**28**	**28**	**25**	**26**	**21**	**24**	**51**	**66**	**27**	**28**
Somewhat important	20	20	20	19	18	17	18	17	25	20	19	20	17	18	12	22	23	36	22	18
Not too important	10	10	10	10	11	13	14	2	37	7	9	8	8	8	8	1	28	30	5	10
DK/NA	**2**	**2**	**3**	**2**	**2**	**3**	**3**	**2**	**5**	**2**	**4**	**3**	**3**	**2**	**1**	**5**	**3**	**7**	**0**	**2**
DK/NA	2	2	3	2	2	3	3	2	5	2	4	3	3	2	1	5	3	7	0	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 53: Q8E. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Preserving Sonoma County's scenic landscapes

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY IMPORTANT	**74%**	**77%**	**73%**	**79%**	**67%**	**66%**	**86%**	**75%**	**19%**	**41%**	**81%**	**30%**	**71%**	**88%**	**67%**	**37%**	**29%**	**79%**	**34%**	**57%**
Extremely important	40	39	40	41	38	37	54	37	6	28	46	17	30	49	33	15	13	42	14	40
Very important	35	38	33	38	29	29	32	37	13	12	35	12	40	39	34	23	17	37	20	17
SMWT/NOT TOO IMPORTANT	**25**	**22**	**27**	**21**	**32**	**31**	**14**	**24**	**81**	**59**	**19**	**70**	**27**	**12**	**33**	**63**	**65**	**21**	**64**	**28**
Somewhat important	22	20	23	19	25	28	13	23	68	36	18	53	24	12	31	51	27	20	41	28
Not too important	3	2	3	1	7	3	1	1	13	23	1	18	4	1	2	12	37	1	23	0
DK/NA	**1**	**1**	**0**	**0**	**1**	**3**	**0**	**1**	**0**	**0**	**0**	**0**	**2**	**0**	**0**	**0**	**6**	**0**	**3**	**15**
DK/NA	1	1	0	0	1	3	0	1	0	0	0	0	2	0	0	0	6	0	3	15

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY IMPORTANT	**74%**	**87%**	**67%**	**5%**	**17%**	**79%**	**9%**	**39%**	**84%**	**77%**	**70%**	**52%**	**70%**	**75%**	**69%**	**77%**	**75%**	**73%**	**74%**	**74%**
Extremely important	40	52	29	0	0	42	0	18	46	43	31	31	38	40	34	42	44	36	39	41
Very important	35	36	38	5	17	37	9	20	38	34	39	21	32	35	34	35	30	37	35	33
SMWT/NOT TOO IMPORTANT	**25**	**13**	**33**	**95**	**83**	**21**	**91**	**50**	**16**	**22**	**30**	**48**	**29**	**24**	**31**	**21**	**25**	**27**	**25**	**26**
Somewhat important	22	12	31	60	41	20	54	40	15	21	27	35	26	21	28	17	22	25	21	23
Not too important	3	1	2	35	43	1	38	11	1	1	3	13	3	3	3	4	3	3	4	3
DK/NA	**1**	**0**	**1**	**0**	**0**	**0**	**0**	**11**	**1**	**2**	**0**	**0**	**1**	**1**	**0**	**2**	**1**	**0**	**1**	**0**
DK/NA	1	0	1	0	0	0	0	11	1	2	0	0	1	1	0	2	1	0	1	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 53: Q8E. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Preserving Sonoma County's scenic landscapes

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY IMPORTANT	**74%**	**67%**	**74%**	**70%**	**77%**	**78%**	**74%**	**69%**	**66%**	**82%**	**69%**	**78%**	**79%**	**82%**	**68%**	**74%**	**77%**	**69%**	**75%**	**74%**	**74%**	**73%**
Extremely important	40	36	41	34	44	36	41	43	29	49	29	37	48	42	42	36	45	39	38	41	39	42
Very important	35	31	34	36	33	42	33	26	36	33	40	42	31	40	26	38	32	30	38	33	34	31
SMWT/NOT TOO IMPORTANT	**25**	**33**	**25**	**30**	**23**	**21**	**26**	**31**	**33**	**17**	**31**	**22**	**19**	**18**	**32**	**24**	**22**	**31**	**24**	**26**	**25**	**26**
Somewhat important	22	33	22	29	21	18	19	28	28	16	28	22	17	15	30	22	17	25	22	22	23	21
Not too important	3	0	4	2	1	3	7	3	5	1	3	0	2	3	2	2	5	6	2	4	3	5
DK/NA	**1**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**1**	**0**	**0**	**0**	**1**	**0**	**0**	**2**	**1**	**0**	**0**	**1**	**1**	**1**
DK/NA	1	0	0	0	0	1	0	0	1	0	0	0	1	0	0	2	1	0	0	1	1	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY IMPORTANT	**74%**	**70%**	**63%**	**81%**	**83%**	**81%**	**77%**	**53%**	**81%**	**82%**	**74%**	**80%**	**61%**	**50%**	**77%**	**84%**	**67%**	**87%**	**40%**	**70%**
Extremely important	40	36	25	40	55	43	41	27	38	47	43	39	24	29	32	52	39	44	11	48
Very important	35	34	38	41	28	38	35	26	43	35	31	40	37	22	45	32	28	43	29	22
SMWT/NOT TOO IMPORTANT	**25**	**30**	**36**	**18**	**17**	**19**	**22**	**46**	**19**	**18**	**25**	**19**	**39**	**48**	**23**	**16**	**31**	**12**	**58**	**30**
Somewhat important	22	28	29	17	15	17	22	34	18	17	25	19	31	35	22	14	31	12	38	28
Not too important	3	2	7	1	1	1	0	12	1	1	0	0	8	13	1	2	0	0	19	2
DK/NA	**1**	**0**	**2**	**1**	**0**	**0**	**2**	**1**	**0**	**0**	**1**	**2**	**0**	**2**	**0**	**0**	**2**	**1**	**2**	**0**
DK/NA	1	0	2	1	0	0	2	1	0	0	1	2	0	2	0	0	2	1	2	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 53: Q8E. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Preserving Sonoma County's scenic landscapes

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY IMPORTANT	**74%**	**62%**	**77%**	**66%**	**84%**	**74%**	**74%**	**83%**	**69%**	**75%**	**56%**	**71%**	**75%**	**72%**	**75%**	**76%**	**71%**	**79%**
Extremely important	40	32	44	28	52	40	39	51	20	35	44	38	44	31	46	34	44	44
Very important	35	30	33	38	32	34	35	32	49	40	12	33	32	41	29	42	26	35
SMWT/NOT TOO IMPORTANT	**25**	**38**	**22**	**33**	**16**	**25**	**25**	**17**	**31**	**24**	**44**	**29**	**23**	**25**	**25**	**24**	**29**	**21**
Somewhat important	22	34	20	28	15	22	22	17	24	21	44	27	20	20	23	22	27	19
Not too important	3	4	2	5	1	3	2	0	7	4	0	2	4	5	3	2	2	2
DK/NA	**1**	**0**	**1**	**1**	**0**	**1**	**1**	**0**	**0**	**1**	**0**	**0**	**1**	**3**	**0**	**0**	**0**	**0**
DK/NA	1	0	1	1	0	1	1	0	0	1	0	0	1	3	0	0	0	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY IMPORTANT	**74%**	**75%**	**75%**	**74%**	**76%**	**73%**	**72%**	**89%**	**36%**	**76%**	**71%**	**72%**	**76%**	**74%**	**84%**	**82%**	**62%**	**42%**	**75%**	**69%**
Extremely important	40	40	39	38	39	39	38	57	18	37	30	32	35	37	47	38	30	23	39	40
Very important	35	35	36	36	37	35	34	32	19	39	41	41	41	36	38	44	32	19	36	29
SMWT/NOT TOO IMPORTANT	**25**	**25**	**24**	**25**	**23**	**26**	**27**	**11**	**62**	**23**	**29**	**27**	**24**	**26**	**16**	**18**	**35**	**58**	**23**	**31**
Somewhat important	22	22	21	22	20	22	24	9	44	22	27	25	23	24	14	18	27	41	23	27
Not too important	3	3	3	3	3	4	3	1	18	1	3	2	2	2	2	0	9	17	0	4
DK/NA	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**0**	**2**	**1**	**0**	**1**	**0**	**1**	**0**	**0**	**3**	**0**	**2**	**0**
DK/NA	1	1	1	1	1	1	1	0	2	1	0	1	0	1	0	0	3	0	2	0

TABLE 54: Q8F. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Creating new public parks and preserves for recreational use

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY IMPORTANT	**60%**	**60%**	**60%**	**64%**	**48%**	**60%**	**71%**	**58%**	**33%**	**26%**	**65%**	**30%**	**55%**	**77%**	**45%**	**26%**	**17%**	**64%**	**22%**	**57%**
Extremely important	27	30	26	32	18	22	37	30	6	21	34	13	15	40	15	5	0	30	3	29
Very important	32	30	34	32	30	37	34	28	27	5	31	16	40	37	29	21	17	34	19	28
SMWT/NOT TOO IMPORTANT	**40**	**40**	**40**	**36**	**52**	**40**	**29**	**42**	**67**	**74**	**35**	**70**	**45**	**23**	**55**	**74**	**83**	**36**	**78**	**43**
Somewhat important	32	34	31	31	32	35	25	35	36	27	30	31	37	22	46	45	29	32	38	28
Not too important	8	6	9	4	19	6	4	6	31	47	5	39	7	1	10	29	55	5	40	14

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY IMPORTANT	**60%**	**77%**	**43%**	**12%**	**17%**	**63%**	**13%**	**33%**	**71%**	**65%**	**56%**	**30%**	**59%**	**60%**	**52%**	**62%**	**62%**	**60%**	**58%**	**61%**
Extremely important	27	40	13	0	0	29	0	13	35	29	23	13	27	28	24	30	30	25	27	28
Very important	32	37	30	12	17	34	13	21	35	35	33	17	32	32	28	32	31	35	30	33
SMWT/NOT TOO IMPORTANT	**40**	**23**	**57**	**88**	**83**	**37**	**87**	**67**	**29**	**35**	**44**	**70**	**41**	**40**	**48**	**38**	**38**	**40**	**42**	**39**
Somewhat important	32	22	47	23	43	32	29	36	24	31	41	41	31	33	37	30	29	35	33	32
Not too important	8	1	11	65	41	5	57	30	6	4	3	29	10	8	12	8	9	5	10	7

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 54: Q8F. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Creating new public parks and preserves for recreational use

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY IMPORTANT	**60%**	**63%**	**58%**	**67%**	**61%**	**63%**	**55%**	**56%**	**57%**	**62%**	**66%**	**64%**	**67%**	**67%**	**40%**	**47%**	**63%**	**59%**	**66%**	**56%**	**50%**	**61%**
Extremely important	27	28	27	28	31	30	28	21	23	31	30	29	26	33	20	22	28	30	28	26	24	29
Very important	32	35	31	38	30	33	27	35	34	31	36	35	41	34	20	25	35	29	37	29	25	33
SMWT/NOT TOO IMPORTANT	**40**	**37**	**42**	**33**	**39**	**37**	**45**	**44**	**43**	**38**	**34**	**36**	**33**	**33**	**60**	**53**	**37**	**41**	**34**	**44**	**50**	**39**
Somewhat important	32	32	33	28	32	32	36	32	31	33	29	31	25	26	45	43	33	27	28	35	39	31
Not too important	8	5	9	5	7	5	8	12	12	5	5	5	8	7	14	11	4	14	6	10	11	8

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY IMPORTANT	**60%**	**59%**	**55%**	**72%**	**56%**	**67%**	**67%**	**30%**	**69%**	**65%**	**70%**	**65%**	**42%**	**25%**	**65%**	**68%**	**69%**	**66%**	**26%**	**35%**
Extremely important	27	27	19	29	33	33	27	11	33	34	30	24	10	11	28	37	28	26	5	18
Very important	32	32	36	43	23	33	40	19	37	31	40	41	32	14	36	31	41	40	21	17
SMWT/NOT TOO IMPORTANT	**40**	**41**	**45**	**28**	**44**	**33**	**33**	**70**	**31**	**35**	**30**	**35**	**58**	**75**	**35**	**32**	**31**	**34**	**74**	**65**
Somewhat important	32	32	31	24	39	30	30	40	28	32	27	34	34	43	31	30	27	32	38	44
Not too important	8	9	14	4	6	3	3	30	3	3	4	2	24	32	4	2	4	1	36	22

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY IMPORTANT	**60%**	**54%**	**63%**	**58%**	**61%**	**63%**	**51%**	**61%**	**41%**	**64%**	**31%**	**67%**	**60%**	**57%**	**56%**	**65%**	**57%**	**65%**
Extremely important	27	25	28	22	33	29	24	23	7	32	16	30	29	23	23	30	31	30
Very important	32	29	35	36	28	35	27	38	34	32	15	37	31	34	33	35	26	34
SMWT/NOT TOO IMPORTANT	**40%**	**46%**	**37%**	**42%**	**39%**	**37%**	**49%**	**39%**	**59%**	**36%**	**69%**	**33%**	**40%**	**43%**	**44%**	**35%**	**43%**	**35%**
Somewhat important	32	31	32	31	34	28	41	33	53	26	57	29	31	34	34	31	34	27
Not too important	8	15	5	11	5	8	8	6	7	10	12	4	9	9	10	5	9	8

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 54: Q8F. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Creating new public parks and preserves for recreational use

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY IMPORTANT	**60%**	**60%**	**60%**	**60%**	**62%**	**61%**	**59%**	**80%**	**32%**	**57%**	**58%**	**57%**	**62%**	**61%**	**66%**	**70%**	**36%**	**29%**	**60%**	**60%**
Extremely important	27	27	26	25	26	26	24	47	10	23	16	17	26	25	42	27	11	14	24	21
Very important	32	33	34	35	36	35	35	33	23	34	41	40	36	36	24	43	25	15	36	39
SMWT/NOT TOO IMPORTANT	**40**	**40**	**40**	**40**	**38**	**39**	**41**	**20**	**68**	**43**	**42**	**43**	**38**	**39**	**34**	**30**	**64**	**71**	**40**	**40**
Somewhat important	32	32	31	32	30	30	31	19	37	36	36	38	33	33	30	29	29	36	36	34
Not too important	8	8	8	8	8	9	10	1	31	6	6	6	5	6	4	1	35	35	4	7

TABLE 55: Q8G. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting lands that reduce the impact of floods and coastal surges

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY IMPORTANT	**74%**	**83%**	**70%**	**76%**	**70%**	**76%**	**83%**	**75%**	**43%**	**43%**	**79%**	**43%**	**71%**	**84%**	**69%**	**56%**	**39%**	**78%**	**48%**	**56%**
Extremely important	45	53	41	47	47	36	55	47	6	33	51	19	38	56	35	29	29	47	29	45
Very important	29	29	29	29	23	40	28	28	36	11	28	24	33	28	34	27	9	31	19	10
SMWT/NOT TOO IMPORTANT	**25**	**17**	**28**	**23**	**29**	**23**	**17**	**23**	**57**	**57**	**20**	**57**	**27**	**16**	**30**	**44**	**61**	**22**	**52**	**28**
Somewhat important	19	16	21	21	17	17	15	17	29	39	16	34	24	14	25	20	23	19	22	28
Not too important	5	1	7	2	12	6	2	6	28	18	4	23	3	1	5	24	38	3	30	0
DK/NA	**1**	**0**	**2**	**1**	**1**	**2**	**0**	**2**	**0**	**0**	**1**	**0**	**2**	**0**	**1**	**0**	**0**	**1**	**0**	**16**
DK/NA	1	0	2	1	1	2	0	2	0	0	1	0	2	0	1	0	0	1	0	16

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY IMPORTANT	**74%**	**85%**	**68%**	**33%**	**13%**	**78%**	**27%**	**44%**	**80%**	**80%**	**69%**	**59%**	**77%**	**74%**	**74%**	**76%**	**75%**	**71%**	**75%**	**74%**
Extremely important	45	56	36	18	0	48	12	28	53	54	36	28	50	44	44	47	48	42	45	46
Very important	29	29	32	15	13	30	14	16	27	26	33	31	27	29	30	29	27	29	30	28
SMWT/NOT TOO IMPORTANT	**25**	**14**	**31**	**67**	**87**	**21**	**73**	**44**	**20**	**19**	**29**	**39**	**23**	**25**	**26**	**23**	**23**	**28**	**24**	**25**
Somewhat important	19	13	26	31	27	18	30	32	16	16	24	27	18	20	26	18	18	17	21	18
Not too important	5	2	5	36	59	3	44	12	4	3	5	12	5	5	0	5	5	10	3	7
DK/NA	**1**	**0**	**1**	**0**	**0**	**1**	**0**	**12**	**0**	**1**	**3**	**1**	**0**	**1**	**0**	**1**	**2**	**1**	**0**	**1**
DK/NA	1	0	1	0	0	1	0	12	0	1	3	1	0	1	0	1	2	1	0	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 55: Q8G. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting lands that reduce the impact of floods and coastal surges

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY IMPORTANT	**74%**	**74%**	**74%**	**76%**	**81%**	**73%**	**71%**	**71%**	**63%**	**85%**	**70%**	**83%**	**82%**	**78%**	**71%**	**67%**	**71%**	**73%**	**78%**	**72%**	**71%**	**72%**
Extremely important	45	49	44	50	53	50	39	43	34	56	48	51	56	38	41	44	44	37	51	41	42	41
Very important	29	25	30	25	28	22	33	27	29	29	22	31	26	40	30	23	27	36	27	31	30	31
SMWT/NOT TOO IMPORTANT	**25**	**26**	**25**	**23**	**18**	**25**	**29**	**29**	**36**	**14**	**30**	**17**	**18**	**22**	**29**	**31**	**29**	**21**	**22**	**27**	**28**	**25**
Somewhat important	19	26	19	20	15	18	22	24	29	11	28	17	16	7	26	22	21	13	21	19	20	18
Not too important	5	0	5	3	3	7	7	5	7	3	2	0	2	15	3	9	8	7	1	8	8	8
DK/NA	**1**	**0**	**1**	**1**	**1**	**2**	**0**	**0**	**1**	**1**	**0**	**0**	**0**	**0**	**0**	**2**	**0**	**6**	**0**	**2**	**1**	**3**
DK/NA	1	0	1	1	1	2	0	0	1	1	0	0	0	0	0	2	0	6	0	2	1	3

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY IMPORTANT	**74%**	**66%**	**61%**	**90%**	**82%**	**79%**	**79%**	**56%**	**81%**	**78%**	**80%**	**77%**	**63%**	**53%**	**68%**	**87%**	**70%**	**88%**	**43%**	**73%**
Extremely important	45	39	30	63	52	49	51	27	54	46	57	44	29	26	35	60	44	59	18	40
Very important	29	26	31	27	30	30	27	29	27	31	23	32	34	27	33	28	26	29	25	34
SMWT/NOT TOO IMPORTANT	**25**	**34**	**38**	**10**	**16**	**21**	**20**	**42**	**19**	**21**	**20**	**20**	**37**	**44**	**31**	**13**	**30**	**9**	**55**	**25**
Somewhat important	19	33	26	8	12	18	16	28	19	17	18	14	32	26	27	11	23	9	41	11
Not too important	5	1	12	1	4	3	4	14	0	4	2	6	5	18	4	1	7	0	14	14
DK/NA	**1**	**0**	**2**	**0**	**2**	**0**	**1**	**2**	**0**	**1**	**0**	**3**	**0**	**3**	**1**	**0**	**0**	**3**	**2**	**2**
DK/NA	1	0	2	0	2	0	1	2	0	1	0	3	0	3	1	0	0	3	2	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 55: Q8G. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting lands that reduce the impact of floods and coastal surges

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY IMPORTANT	**74%**	**57%**	**93%**	**64%**	**82%**	**74%**	**75%**	**73%**	**69%**	**76%**	**68%**	**79%**	**74%**	**73%**	**68%**	**76%**	**76%**	**79%**
Extremely important	45	32	64	34	54	45	45	60	35	41	46	39	49	43	50	40	43	51
Very important	29	25	29	31	28	29	29	13	34	35	22	40	25	30	18	36	33	28
SMWT/NOT TOO IMPORTANT	**25**	**43**	**7**	**34**	**16**	**25**	**24**	**27**	**31**	**22**	**32**	**21**	**25**	**23**	**32**	**23**	**24**	**21**
Somewhat important	19	33	5	27	12	21	16	23	24	17	26	19	19	18	25	20	17	16
Not too important	5	10	2	7	4	4	8	4	7	5	6	2	6	5	6	3	6	5
DK/NA	**1**	**0**	**0**	**1**	**2**	**1**	**1**	**0**	**0**	**3**	**0**	**0**	**1**	**4**	**0**	**1**	**0**	**0**
DK/NA	1	0	0	1	2	1	1	0	0	3	0	0	1	4	0	1	0	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY IMPORTANT	**74%**	**75%**	**75%**	**74%**	**75%**	**74%**	**69%**	**87%**	**48%**	**75%**	**71%**	**73%**	**75%**	**75%**	**85%**	**73%**	**62%**	**49%**	**78%**	**69%**
Extremely important	45	46	45	44	43	42	39	62	27	43	35	37	43	44	54	43	28	23	51	44
Very important	29	29	31	30	31	32	30	25	21	32	36	36	32	31	31	31	33	26	27	25
SMWT/NOT TOO IMPORTANT	**25**	**24**	**24**	**24**	**24**	**25**	**29**	**13**	**52**	**23**	**28**	**26**	**24**	**24**	**15**	**25**	**33**	**51**	**20**	**31**
Somewhat important	19	19	18	17	17	17	19	12	27	21	26	23	22	20	12	23	20	31	18	24
Not too important	5	5	6	7	7	8	10	1	25	3	2	3	3	4	3	3	13	21	1	7
DK/NA	**1**	**1**	**1**	**1**	**2**	**1**	**2**	**0**	**0**	**2**	**1**	**1**	**1**	**1**	**0**	**1**	**6**	**0**	**2**	**0**
DK/NA	1	1	1	1	2	1	2	0	0	2	1	1	1	1	0	1	6	0	2	0

TABLE 56: Q8H. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Providing opportunities for outdoor recreation

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
EXT/VERY IMPORTANT	**70%**	**73%**	**69%**	**76%**	**56%**	**69%**	**79%**	**72%**	**17%**	**36%**	**75%**	**26%**	**70%**	**83%**	**62%**	**41%**	**41%**	**74%**	**41%**	**57%**
Extremely important	35	40	32	36	32	31	45	33	6	31	39	18	28	45	24	24	20	36	22	29
Very important	36	33	37	40	23	38	34	39	11	5	37	8	42	38	38	17	21	38	19	28
SMWT/NOT TOO IMPORTANT	**29**	**27**	**30**	**24**	**44**	**29**	**21**	**27**	**83**	**64**	**24**	**74**	**30**	**17**	**38**	**59**	**53**	**26**	**56**	**43**
Somewhat important	25	24	26	21	37	24	16	26	76	29	21	53	27	15	34	54	17	23	38	35
Not too important	4	4	5	3	8	6	5	2	7	35	3	20	3	2	4	5	36	3	18	8
DK/NA	**0**	**0**	**0**	**0**	**0**	**2**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**6**	**0**	**3**	**0**
DK/NA	0	0	0	0	0	2	0	1	0	0	0	0	0	0	0	0	6	0	3	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EXT/VERY IMPORTANT	**70%**	**82%**	**63%**	**24%**	**0%**	**74%**	**16%**	**41%**	**80%**	**78%**	**61%**	**50%**	**70%**	**71%**	**61%**	**71%**	**77%**	**68%**	**67%**	**74%**
Extremely important	35	44	27	9	0	37	6	5	40	38	29	26	33	36	31	29	42	37	30	40
Very important	36	38	36	15	0	37	10	36	39	40	32	24	37	35	31	42	36	31	38	34
SMWT/NOT TOO IMPORTANT	**29**	**18**	**37**	**76**	**83**	**26**	**78**	**59**	**20**	**22**	**39**	**50**	**30**	**29**	**39**	**29**	**23**	**30**	**33**	**26**
Somewhat important	25	16	34	42	29	23	37	48	16	20	35	38	27	24	36	26	18	23	30	20
Not too important	4	2	3	34	55	2	41	11	4	2	3	12	3	5	3	3	5	7	3	6
DK/NA	**0**	**0**	**0**	**0**	**17**	**0**	**5**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**
DK/NA	0	0	0	0	17	0	5	0	1	0	0	0	0	0	0	0	0	1	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 56: Q8H. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Providing opportunities for outdoor recreation

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
EXT/VERY IMPORTANT	**70%**	**70%**	**71%**	**72%**	**74%**	**69%**	**64%**	**73%**	**65%**	**75%**	**73%**	**78%**	**75%**	**74%**	**64%**	**57%**	**68%**	**72%**	**75%**	**67%**	**64%**	**70%**
Extremely important	35	32	36	32	38	32	37	37	27	42	35	36	39	34	33	26	36	35	37	33	31	36
Very important	36	38	35	39	37	37	27	36	39	33	38	42	36	40	31	31	33	37	39	34	33	34
SMWT/NOT TOO IMPORTANT	**29**	**30**	**28**	**28**	**26**	**31**	**34**	**27**	**34**	**25**	**27**	**22**	**25**	**26**	**36**	**43**	**30**	**28**	**25**	**33**	**36**	**29**
Somewhat important	25	27	24	23	22	27	28	22	29	21	23	19	21	19	36	37	27	19	21	28	32	23
Not too important	4	3	4	5	4	4	7	5	6	3	4	2	4	7	0	6	3	9	4	5	4	6
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**1**
DK/NA	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
EXT/VERY IMPORTANT	**70%**	**67%**	**64%**	**83%**	**70%**	**79%**	**72%**	**44%**	**82%**	**78%**	**73%**	**71%**	**57%**	**39%**	**76%**	**82%**	**68%**	**76%**	**40%**	**49%**
Extremely important	35	31	23	42	42	39	35	21	37	41	39	30	30	18	31	45	29	41	14	31
Very important	36	36	41	42	28	40	37	23	46	37	35	41	27	21	45	37	40	35	26	19
SMWT/NOT TOO IMPORTANT	**29**	**33**	**35**	**17**	**30**	**20**	**28**	**56**	**18**	**22**	**27**	**29**	**43**	**61**	**23**	**18**	**32**	**24**	**60**	**51**
Somewhat important	25	30	28	12	28	18	25	43	16	19	22	28	34	46	22	15	28	21	43	43
Not too important	4	3	7	4	3	2	3	13	1	2	4	1	9	15	1	2	3	3	17	8
DK/NA	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**
DK/NA	0	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 56: Q8H. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Providing opportunities for outdoor recreation

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
EXT/VERY IMPORTANT	**70%**	**62%**	**77%**	**67%**	**75%**	**75%**	**60%**	**77%**	**48%**	**74%**	**79%**	**62%**	**72%**	**69%**	**68%**	**71%**	**72%**	**73%**
Extremely important	35	28	38	27	44	37	27	41	10	40	40	27	34	30	34	33	36	41
Very important	36	35	39	40	30	37	33	36	38	34	39	35	37	39	35	38	36	31
SMWT/NOT TOO IMPORTANT	**29**	**38**	**23**	**32**	**25**	**25**	**39**	**21**	**52**	**26**	**21**	**38**	**28**	**31**	**30**	**29**	**28**	**27**
Somewhat important	25	33	21	26	21	21	35	21	48	22	21	31	23	23	26	29	23	23
Not too important	4	4	2	6	4	5	4	0	4	4	0	8	6	8	4	0	5	4
DK/NA	**0**	**0**	**0**	**1**	**0**	**0**	**1**	**2**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**
DK/NA	0	0	0	1	0	0	1	2	0	0	0	0	0	0	1	0	0	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
EXT/VERY IMPORTANT	**70%**	**70%**	**70%**	**69%**	**69%**	**68%**	**69%**	**86%**	**37%**	**71%**	**65%**	**68%**	**70%**	**71%**	**81%**	**81%**	**47%**	**29%**	**68%**	**71%**
Extremely important	35	35	34	32	32	32	30	54	22	30	26	30	31	33	42	38	22	17	34	32
Very important	36	35	36	37	37	36	40	32	15	42	40	37	39	37	39	43	24	11	34	39
SMWT/NOT TOO IMPORTANT	**29**	**30**	**30**	**30**	**31**	**31**	**30**	**14**	**61**	**29**	**35**	**32**	**30**	**29**	**18**	**19**	**53**	**71**	**32**	**29**
Somewhat important	25	25	25	25	26	26	25	11	45	26	33	31	28	27	15	17	32	58	29	27
Not too important	4	5	5	5	5	5	5	3	16	3	2	1	2	2	3	1	21	13	3	2
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**2**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**
DK/NA	0	0	0	0	0	0	1	0	2	0	0	0	0	0	1	0	0	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 57: Q8I. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Attracting tourists to Sonoma County

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY IMPORTANT	**26%**	**26%**	**26%**	**28%**	**18%**	**31%**	**23%**	**27%**	**29%**	**18%**	**25%**	**27%**	**28%**	**27%**	**26%**	**23%**	**9%**	**27%**	**18%**	**15%**
Extremely important	8	8	8	8	6	11	7	9	20	18	8	20	5	8	7	13	9	8	12	0
Very important	18	18	18	19	13	20	16	19	9	0	17	7	22	19	19	10	0	19	6	15
SMWT/NOT TOO IMPORTANT	**74**	**74**	**74**	**72**	**82**	**69**	**77**	**72**	**71**	**82**	**75**	**73**	**72**	**72**	**74**	**77**	**91**	**73**	**82**	**85**
Somewhat important	44	40	46	47	36	43	46	45	27	45	45	31	43	45	44	37	20	45	31	59
Not too important	30	34	27	25	46	26	31	27	44	37	29	43	29	27	30	40	72	28	52	26
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
DK/NA	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY IMPORTANT	**26%**	**31%**	**20%**	**16%**	**20%**	**26%**	**18%**	**30%**	**24%**	**24%**	**31%**	**27%**	**27%**	**25%**	**43%**	**27%**	**21%**	**18%**	**33%**	**20%**
Extremely important	8	9	7	0	20	8	11	0	8	6	10	9	10	7	14	9	5	5	11	5
Very important	18	22	13	16	0	18	7	30	16	18	21	18	18	18	30	17	16	13	22	15
SMWT/NOT TOO IMPORTANT	**74**	**69**	**80**	**84**	**80**	**74**	**82**	**70**	**76**	**76**	**68**	**73**	**72**	**75**	**57**	**73**	**78**	**82**	**67**	**80**
Somewhat important	44	45	44	42	24	45	32	42	45	48	42	33	48	43	37	44	43	51	41	46
Not too important	30	24	36	42	56	29	50	28	31	28	26	40	24	32	19	30	35	31	26	33
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**1**	**0**	**0**	**0**	**1**	**0**	**0**	**0**
DK/NA	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	1	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 57: Q8I. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Attracting tourists to Sonoma County

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY IMPORTANT	**26%**	**40%**	**23%**	**44%**	**30%**	**25%**	**31%**	**19%**	**25%**	**27%**	**28%**	**27%**	**29%**	**32%**	**26%**	**15%**	**30%**	**20%**	**28%**	**24%**	**23%**	**26%**
Extremely important	8	7	7	12	8	3	13	7	9	7	7	8	12	6	12	2	7	9	9	7	7	8
Very important	18	33	16	32	22	21	18	12	16	20	22	19	17	25	14	13	23	11	19	17	17	18
SMWT/NOT TOO IMPORTANT	**74**	**60**	**77**	**56**	**69**	**75**	**69**	**81**	**75**	**73**	**72**	**73**	**69**	**68**	**74**	**85**	**70**	**80**	**71**	**76**	**77**	**74**
Somewhat important	44	48	44	44	40	45	43	48	43	44	41	44	53	33	43	36	44	51	46	43	38	47
Not too important	30	13	32	12	29	30	26	33	31	28	31	29	16	35	31	49	26	29	25	33	39	27
DK/NA	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**2**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**
DK/NA	0	0	0	0	1	0	0	0	0	0	0	0	2	0	0	0	0	0	1	0	0	0

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY IMPORTANT	**26%**	**27%**	**23%**	**30%**	**25%**	**27%**	**28%**	**20%**	**29%**	**26%**	**32%**	**23%**	**16%**	**22%**	**24%**	**29%**	**31%**	**24%**	**18%**	**22%**
Extremely important	8	10	8	7	7	8	9	7	7	8	13	4	6	8	6	9	14	3	9	6
Very important	18	16	16	23	18	19	19	13	22	18	19	19	10	14	18	20	17	22	9	16
SMWT/NOT TOO IMPORTANT	**74**	**73**	**77**	**68**	**75**	**73**	**71**	**80**	**71**	**74**	**67**	**77**	**84**	**78**	**76**	**71**	**69**	**74**	**82**	**78**
Somewhat important	44	48	38	43	45	48	40	39	49	47	40	40	51	34	49	47	44	34	29	47
Not too important	30	25	38	26	30	25	31	41	22	27	27	37	33	44	27	23	26	40	53	31
DK/NA	**0**	**0**	**0**	**1**	**0**	**0**	**1**	**0**	**0**	**0**	**2**	**0**	**0**	**0**	**0**	**0**	**0**	**2**	**0**	**0**
DK/NA	0	0	0	1	0	0	1	0	0	0	2	0	0	0	0	0	0	2	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 57: Q8I. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Attracting tourists to Sonoma County

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY IMPORTANT	**26%**	**25%**	**30%**	**25%**	**26%**	**28%**	**20%**	**31%**	**26%**	**30%**	**30%**	**21%**	**21%**	**18%**	**25%**	**34%**	**28%**	**27%**
Extremely important	8	13	7	8	7	9	6	16	8	7	10	14	4	6	12	9	11	2
Very important	18	12	23	17	19	20	14	15	18	22	20	7	17	11	13	25	17	25
SMWT/NOT TOO IMPORTANT	**74**	**75**	**68**	**75**	**74**	**72**	**79**	**69**	**74**	**70**	**70**	**79**	**78**	**82**	**75**	**66**	**71**	**73**
Somewhat important	44	50	45	42	44	45	42	43	50	45	33	43	44	47	45	44	38	45
Not too important	30	25	23	34	30	27	37	27	24	25	37	36	35	35	30	22	33	28
DK/NA	**0**	**0**	**2**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**1**	**0**
DK/NA	0	0	2	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY IMPORTANT	**26%**	**26%**	**25%**	**25%**	**23%**	**22%**	**21%**	**24%**	**25%**	**27%**	**30%**	**30%**	**30%**	**32%**	**27%**	**29%**	**6%**	**30%**	**31%**	**23%**
Extremely important	8	8	7	7	6	5	6	7	17	7	8	8	8	11	8	5	3	10	10	10
Very important	18	18	18	18	17	17	14	17	8	20	22	21	22	21	20	24	3	20	21	13
SMWT/NOT TOO IMPORTANT	**74**	**74**	**75**	**75**	**77**	**78**	**79**	**76**	**75**	**73**	**70**	**70**	**69**	**67**	**73**	**71**	**94**	**70**	**68**	**77**
Somewhat important	44	44	45	46	48	46	49	47	29	45	44	42	42	41	48	50	51	24	37	44
Not too important	30	30	30	29	29	32	31	28	46	27	26	29	27	27	24	21	43	46	31	34
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**1**	**0**	**0**	**0**	**0**	**1**	**0**
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	1	0

TABLE 58: Q8J. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Improving the air quality in Sonoma County

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY IMPORTANT	**76%**	**76%**	**75%**	**78%**	**67%**	**76%**	**83%**	**70%**	**62%**	**62%**	**77%**	**62%**	**75%**	**84%**	**65%**	**60%**	**64%**	**77%**	**62%**	**77%**
Extremely important	42	39	43	44	33	45	50	36	34	0	44	27	40	51	28	40	34	41	38	62
Very important	34	37	32	34	34	32	33	33	27	62	33	35	35	34	38	20	30	35	24	15
SMWT/NOT TOO IMPORTANT	**24**	**24**	**25**	**22**	**33**	**24**	**17**	**30**	**38**	**38**	**23**	**38**	**25**	**16**	**35**	**40**	**36**	**23**	**38**	**23**
Somewhat important	19	17	20	19	18	20	14	23	16	38	18	21	19	14	27	17	29	19	21	0
Not too important	6	7	5	3	15	4	2	7	22	0	5	17	6	2	8	23	7	4	17	23

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY IMPORTANT	**76%**	**87%**	**61%**	**84%**	**35%**	**77%**	**56%**	**57%**	**83%**	**74%**	**72%**	**70%**	**71%**	**78%**	**83%**	**74%**	**72%**	**79%**	**77%**	**75%**
Extremely important	42	51	30	58	19	42	36	10	49	41	37	32	40	43	40	43	37	51	42	42
Very important	34	36	31	26	16	34	21	47	34	33	35	38	31	35	43	31	35	28	36	32
SMWT/NOT TOO IMPORTANT	**24**	**13**	**39**	**16**	**65**	**23**	**44**	**43**	**17**	**26**	**28**	**30**	**29**	**22**	**17**	**26**	**28**	**21**	**23**	**25**
Somewhat important	19	11	28	16	34	18	26	43	14	21	18	23	21	17	9	23	23	12	18	18
Not too important	6	2	11	0	30	5	17	0	3	5	10	7	8	5	7	3	5	10	4	7

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 58: Q8J. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Improving the air quality in Sonoma County

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY IMPORTANT	**76%**	**85%**	**76%**	**87%**	**79%**	**71%**	**65%**	**80%**	**70%**	**81%**	**82%**	**71%**	**78%**	**71%**	**71%**	**68%**	**79%**	**80%**	**77%**	**75%**	**70%**	**79%**
Extremely important	42	48	42	49	45	44	38	35	37	46	42	40	37	40	36	42	50	42	40	43	39	46
Very important	34	37	34	38	34	27	27	45	33	35	40	31	41	31	35	26	29	38	37	32	30	33
SMWT/NOT TOO IMPORTANT	**24**	**15**	**24**	**13**	**21**	**29**	**35**	**20**	**30**	**19**	**18**	**29**	**22**	**29**	**29**	**32**	**21**	**20**	**23**	**25**	**30**	**21**
Somewhat important	19	11	19	10	15	24	25	15	23	15	17	21	16	22	17	19	18	20	18	19	19	19
Not too important	6	3	5	3	5	5	10	5	8	4	2	8	7	7	12	13	3	0	5	6	11	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY IMPORTANT	**76%**	**72%**	**67%**	**84%**	**80%**	**80%**	**79%**	**60%**	**81%**	**79%**	**81%**	**76%**	**52%**	**63%**	**70%**	**87%**	**77%**	**82%**	**55%**	**63%**
Extremely important	42	38	35	42	48	45	41	34	44	45	41	40	22	39	39	50	43	37	20	46
Very important	34	34	32	42	32	35	38	26	37	34	40	36	30	24	31	37	34	45	35	18
SMWT/NOT TOO IMPORTANT	**24**	**28**	**33**	**16**	**20**	**20**	**21**	**40**	**19**	**21**	**19**	**24**	**48**	**37**	**30**	**13**	**23**	**18**	**45**	**37**
Somewhat important	19	22	24	12	17	16	17	27	16	16	15	20	30	26	22	12	20	13	29	26
Not too important	6	6	9	4	4	4	4	13	3	5	4	4	18	11	8	1	3	5	16	11

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY IMPORTANT	**76%**	**66%**	**75%**	**72%**	**83%**	**79%**	**68%**	**79%**	**80%**	**72%**	**65%**	**81%**	**77%**	**71%**	**73%**	**81%**	**73%**	**81%**
Extremely important	42	35	44	38	47	45	35	37	46	38	37	32	49	45	38	51	32	43
Very important	34	32	31	34	36	34	33	42	34	34	28	50	28	25	36	30	41	37
SMWT/NOT TOO IMPORTANT	**24%**	**34%**	**25%**	**28%**	**17%**	**21%**	**32%**	**21%**	**20%**	**28%**	**35%**	**19%**	**23%**	**29%**	**27%**	**19%**	**27%**	**19%**
Somewhat important	19	27	15	20	15	17	23	21	14	20	35	10	18	22	22	16	20	13
Not too important	6	7	10	8	2	4	10	0	6	8	0	8	5	7	5	3	7	6

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 58: Q8J. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Improving the air quality in Sonoma County

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY IMPORTANT	**76%**	**75%**	**74%**	**72%**	**71%**	**71%**	**72%**	**88%**	**65%**	**73%**	**74%**	**74%**	**77%**	**78%**	**80%**	**84%**	**63%**	**64%**	**82%**	**66%**
Extremely important	42	42	42	42	39	38	39	53	38	38	37	40	39	44	47	44	48	38	43	30
Very important	34	33	32	29	33	33	32	34	27	35	37	34	38	34	32	40	16	26	39	36
SMWT/NOT TOO IMPORTANT	**24**	**25**	**26**	**28**	**29**	**29**	**28**	**12**	**35**	**27**	**26**	**26**	**23**	**22**	**20**	**16**	**37**	**36**	**18**	**34**
Somewhat important	19	19	20	21	21	23	22	11	17	22	19	19	18	16	18	9	22	28	14	26
Not too important	6	6	6	7	7	6	7	1	18	5	6	7	5	6	2	7	15	9	4	8

TABLE 59: Q8K. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Ensuring long-term sources of local food for Sonoma County

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY IMPORTANT	**79%**	**80%**	**78%**	**81%**	**74%**	**78%**	**81%**	**84%**	**49%**	**82%**	**83%**	**56%**	**75%**	**84%**	**74%**	**65%**	**66%**	**80%**	**66%**	**92%**
Extremely important	40	42	39	42	38	34	47	40	34	0	43	27	36	49	28	39	26	40	34	52
Very important	39	38	39	38	36	44	34	45	15	82	39	30	39	35	46	26	40	39	31	40
SMWT/NOT TOO IMPORTANT	**21**	**20**	**21**	**19**	**26**	**21**	**18**	**16**	**51**	**18**	**17**	**44**	**25**	**16**	**26**	**35**	**34**	**20**	**34**	**8**
Somewhat important	17	16	17	16	17	19	17	11	24	0	14	18	21	14	21	24	0	17	15	8
Not too important	4	5	4	4	8	2	1	4	27	18	3	25	4	2	5	11	34	3	19	0
DK/NA	**0**	**0**	**0**	**0**	**0**	**1**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
DK/NA	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY IMPORTANT	**79%**	**85%**	**72%**	**43%**	**53%**	**80%**	**49%**	**100%**	**78%**	**78%**	**83%**	**74%**	**82%**	**78%**	**89%**	**89%**	**74%**	**67%**	**89%**	**71%**
Extremely important	40	46	34	27	29	41	28	22	45	44	34	31	40	41	40	47	37	40	44	38
Very important	39	39	38	16	24	39	20	78	33	34	50	43	42	37	49	43	37	27	45	33
SMWT/NOT TOO IMPORTANT	**21**	**15**	**28**	**57**	**47**	**20**	**51**	**0**	**22**	**22**	**17**	**25**	**18**	**22**	**11**	**11**	**26**	**32**	**11**	**28**
Somewhat important	17	13	23	27	16	17	21	0	17	18	11	21	15	17	10	8	21	22	9	22
Not too important	4	2	5	30	31	3	30	0	5	3	5	4	3	5	1	3	4	10	2	7
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**
DK/NA	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 59: Q8K. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Ensuring long-term sources of local food for Sonoma County

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY IMPORTANT	**79%**	**80%**	**79%**	**82%**	**83%**	**76%**	**79%**	**73%**	**71%**	**86%**	**85%**	**75%**	**79%**	**78%**	**75%**	**80%**	**84%**	**74%**	**80%**	**78%**	**77%**	**79%**
Extremely important	40	40	41	45	43	30	44	38	31	49	38	44	35	35	40	46	48	34	39	41	41	42
Very important	39	40	38	37	39	46	35	35	40	37	47	31	44	43	35	34	36	39	41	37	37	37
SMWT/NOT TOO IMPORTANT	**21**	**20**	**21**	**18**	**17**	**23**	**21**	**27**	**29**	**14**	**15**	**25**	**21**	**22**	**25**	**20**	**16**	**25**	**20**	**21**	**23**	**20**
Somewhat important	17	16	17	16	13	18	17	18	22	12	13	19	14	22	19	12	15	19	16	17	17	17
Not too important	4	3	4	3	4	5	3	8	7	2	2	6	7	0	6	8	1	6	5	4	5	3
DK/NA	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**1**
DK/NA	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY IMPORTANT	**79%**	**75%**	**67%**	**86%**	**86%**	**82%**	**77%**	**72%**	**84%**	**81%**	**77%**	**77%**	**72%**	**73%**	**77%**	**87%**	**73%**	**82%**	**54%**	**88%**
Extremely important	40	33	29	48	50	45	38	32	48	43	27	50	37	30	36	51	33	45	15	47
Very important	39	42	39	38	36	38	39	40	36	39	49	28	35	42	41	36	41	37	39	41
SMWT/NOT TOO IMPORTANT	**21**	**25**	**33**	**14**	**14**	**17**	**23**	**28**	**16**	**18**	**23**	**23**	**28**	**27**	**23**	**12**	**27**	**18**	**46**	**12**
Somewhat important	17	18	25	11	12	14	19	19	12	15	19	19	19	19	16	12	24	13	31	9
Not too important	4	6	8	2	2	3	4	8	4	3	4	3	9	8	7	0	2	6	14	3
DK/NA	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**
DK/NA	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 59: Q8K. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Ensuring long-term sources of local food for Sonoma County

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY IMPORTANT	**79%**	**71%**	**92%**	**71%**	**84%**	**82%**	**71%**	**87%**	**76%**	**76%**	**88%**	**76%**	**80%**	**72%**	**81%**	**81%**	**83%**	**77%**
Extremely important	40	29	49	31	50	43	35	41	44	35	31	30	49	42	41	43	35	41
Very important	39	42	42	40	35	39	37	46	33	41	56	47	31	30	40	38	49	36
SMWT/NOT TOO IMPORTANT	**21**	**29**	**8**	**29**	**15**	**18**	**29**	**13**	**22**	**24**	**12**	**24**	**20**	**28**	**19**	**18**	**17**	**23**
Somewhat important	17	25	5	20	13	15	20	13	22	17	12	21	15	22	15	15	15	15
Not too important	4	4	3	8	2	3	8	0	0	7	0	3	5	6	4	3	1	8
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**2**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**
DK/NA	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	1	0	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY IMPORTANT	**79%**	**79%**	**78%**	**77%**	**77%**	**74%**	**74%**	**86%**	**68%**	**78%**	**73%**	**75%**	**79%**	**80%**	**83%**	**88%**	**86%**	**65%**	**78%**	**70%**
Extremely important	40	41	42	40	39	36	40	55	40	35	36	37	41	40	49	43	36	38	42	28
Very important	39	38	36	36	38	39	33	31	29	43	37	37	37	40	33	44	51	26	37	42
SMWT/NOT TOO IMPORTANT	**21**	**21**	**22**	**23**	**23**	**25**	**26**	**13**	**32**	**22**	**27**	**25**	**21**	**20**	**17**	**12**	**14**	**35**	**22**	**30**
Somewhat important	17	16	16	17	16	19	21	11	16	18	22	21	18	16	14	8	11	31	17	23
Not too important	4	4	5	6	7	6	5	2	15	3	5	4	3	4	3	4	3	4	4	7
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**
DK/NA	0	0	0	0	0	0	1	1	0	0	0	0	0	0	1	0	0	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 60: Q8L. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Preserving Sonoma County's rural feel

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY IMPORTANT	**65%**	**62%**	**68%**	**66%**	**65%**	**60%**	**78%**	**62%**	**35%**	**18%**	**71%**	**31%**	**61%**	**75%**	**56%**	**30%**	**44%**	**67%**	**35%**	**82%**
Extremely important	31	25	35	31	39	20	42	31	24	0	37	19	20	42	17	24	16	32	21	34
Very important	34	36	33	36	26	40	35	32	11	18	34	13	40	33	39	5	28	36	14	48
SMWT/NOT TOO IMPORTANT	**32**	**37**	**29**	**31**	**33**	**38**	**19**	**37**	**60**	**82**	**28**	**65**	**36**	**24**	**41**	**66**	**45**	**31**	**59**	**10**
Somewhat important	27	28	26	26	27	34	17	35	41	63	25	46	26	20	37	38	28	27	35	0
Not too important	5	8	3	5	6	4	2	2	19	19	2	19	10	3	4	28	17	4	24	10
DK/NA	**3**	**2**	**3**	**3**	**2**	**2**	**3**	**1**	**4**	**0**	**2**	**3**	**4**	**1**	**3**	**4**	**10**	**2**	**6**	**8**
DK/NA	3	2	3	3	2	2	3	1	4	0	2	3	4	1	3	4	10	2	6	8

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY IMPORTANT	**65%**	**80%**	**47%**	**58%**	**19%**	**66%**	**36%**	**64%**	**63%**	**69%**	**68%**	**53%**	**61%**	**66%**	**68%**	**63%**	**64%**	**68%**	**65%**	**65%**
Extremely important	31	41	18	22	19	32	21	22	33	33	32	16	29	31	27	30	29	39	29	33
Very important	34	39	29	35	0	35	15	42	30	36	37	36	32	35	41	34	35	29	36	32
SMWT/NOT TOO IMPORTANT	**32**	**19**	**50**	**42**	**81**	**31**	**64**	**15**	**34**	**30**	**30**	**41**	**36**	**31**	**30**	**34**	**33**	**30**	**32**	**32**
Somewhat important	27	16	43	32	51	27	43	0	28	24	25	37	34	25	25	31	27	22	29	25
Not too important	5	3	7	10	30	4	21	15	6	6	5	4	3	6	5	2	7	8	3	7
DK/NA	**3**	**2**	**3**	**0**	**0**	**2**	**0**	**21**	**2**	**2**	**2**	**7**	**2**	**3**	**2**	**3**	**3**	**2**	**3**	**2**
DK/NA	3	2	3	0	0	2	0	21	2	2	2	7	2	3	2	3	3	2	3	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 60: Q8L. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Preserving Sonoma County's rural feel

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY IMPORTANT	**65%**	**69%**	**65%**	**69%**	**67%**	**63%**	**69%**	**62%**	**60%**	**70%**	**61%**	**58%**	**62%**	**75%**	**57%**	**75%**	**72%**	**66%**	**60%**	**69%**	**68%**	**69%**
Extremely important	31	28	32	32	28	29	35	29	29	33	19	32	25	41	29	46	34	29	25	35	39	32
Very important	34	41	33	37	39	34	34	33	31	37	42	26	37	34	28	29	37	37	35	34	30	37
SMWT/NOT TOO IMPORTANT	**32**	**28**	**33**	**29**	**31**	**34**	**29**	**36**	**39**	**26**	**38**	**42**	**38**	**22**	**37**	**25**	**27**	**25**	**39**	**27**	**28**	**26**
Somewhat important	27	22	28	24	26	24	23	33	31	23	30	26	33	22	34	21	25	24	30	25	26	24
Not too important	5	6	5	5	5	10	6	4	8	3	8	16	5	0	3	4	3	1	10	2	3	2
DK/NA	**3**	**3**	**2**	**3**	**2**	**3**	**2**	**2**	**0**	**4**	**1**	**0**	**0**	**3**	**7**	**0**	**1**	**9**	**0**	**4**	**3**	**5**
DK/NA	3	3	2	3	2	3	2	2	0	4	1	0	0	3	7	0	1	9	0	4	3	5

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY IMPORTANT	**65%**	**51%**	**70%**	**74%**	**68%**	**70%**	**60%**	**60%**	**62%**	**75%**	**59%**	**60%**	**56%**	**61%**	**64%**	**75%**	**59%**	**61%**	**54%**	**65%**
Extremely important	31	22	37	30	34	33	28	29	29	36	19	39	27	30	29	37	31	24	27	31
Very important	34	29	33	44	34	37	31	31	33	39	40	22	29	31	35	38	28	37	27	34
SMWT/NOT TOO IMPORTANT	**32**	**48**	**30**	**26**	**25**	**26**	**39**	**39**	**37**	**20**	**41**	**36**	**44**	**37**	**35**	**20**	**41**	**35**	**46**	**33**
Somewhat important	27	35	27	22	24	23	30	34	30	18	26	34	34	34	29	18	31	29	37	31
Not too important	5	14	3	4	2	4	9	5	7	2	14	2	9	3	7	2	11	5	9	2
DK/NA	**3**	**1**	**0**	**0**	**7**	**3**	**2**	**1**	**1**	**5**	**0**	**4**	**0**	**1**	**1**	**6**	**0**	**4**	**0**	**2**
DK/NA	3	1	0	0	7	3	2	1	1	5	0	4	0	1	1	6	0	4	0	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 60: Q8L. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Preserving Sonoma County's rural feel

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY IMPORTANT	**65%**	**54%**	**68%**	**62%**	**70%**	**69%**	**56%**	**54%**	**64%**	**63%**	**74%**	**62%**	**71%**	**65%**	**52%**	**74%**	**68%**	**68%**
Extremely important	31	29	30	29	33	31	32	36	27	25	22	21	41	37	30	33	23	32
Very important	34	25	38	33	36	38	25	18	37	38	52	41	30	28	22	41	46	36
SMWT/NOT TOO IMPORTANT	**32**	**46**	**27**	**37**	**26**	**28**	**42**	**46**	**36**	**33**	**26**	**33**	**27**	**32**	**46**	**26**	**27**	**30**
Somewhat important	27	40	27	28	22	24	33	43	33	25	20	28	23	27	41	20	20	25
Not too important	5	6	0	9	3	4	9	4	3	8	6	6	4	4	4	6	7	5
DK/NA	**3**	**0**	**4**	**1**	**5**	**3**	**1**	**0**	**0**	**4**	**0**	**4**	**2**	**3**	**2**	**0**	**5**	**2**
DK/NA	3	0	4	1	5	3	1	0	0	4	0	4	2	3	2	0	5	2

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY IMPORTANT	**65%**	**65%**	**65%**	**65%**	**64%**	**65%**	**66%**	**83%**	**39%**	**64%**	**58%**	**58%**	**62%**	**66%**	**69%**	**75%**	**61%**	**64%**	**59%**	**60%**
Extremely important	31	31	33	33	33	34	34	49	24	25	21	21	27	29	37	24	30	34	26	31
Very important	34	34	32	32	31	31	32	34	15	38	37	37	34	37	32	51	31	30	33	29
SMWT/NOT TOO IMPORTANT	**32**	**32**	**32**	**31**	**32**	**31**	**30**	**15**	**57**	**34**	**40**	**39**	**37**	**32**	**29**	**24**	**39**	**33**	**38**	**36**
Somewhat important	27	27	26	27	28	27	25	15	40	29	32	29	31	24	26	18	36	24	32	28
Not too important	5	5	6	4	4	4	5	0	17	5	8	10	6	8	3	5	3	9	7	7
DK/NA	**3**	**3**	**3**	**3**	**4**	**3**	**4**	**2**	**4**	**2**	**2**	**3**	**1**	**2**	**2**	**1**	**0**	**3**	**3**	**4**
DK/NA	3	3	3	3	4	3	4	2	4	2	2	3	1	2	2	1	0	3	3	4

TABLE 61: Q8M. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting Sonoma's water sources

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY IMPORTANT	**94%**	**93%**	**94%**	**96%**	**82%**	**99%**	**97%**	**90%**	**70%**	**82%**	**94%**	**73%**	**97%**	**99%**	**91%**	**58%**	**84%**	**96%**	**68%**	**90%**
Extremely important	59	58	59	62	47	62	67	56	60	0	62	47	54	70	45	40	44	60	41	62
Very important	35	35	35	34	35	36	30	34	10	82	32	26	44	29	46	19	40	36	26	29
SMWT/NOT TOO IMPORTANT	**6**	**7**	**6**	**4**	**18**	**0**	**3**	**9**	**30**	**18**	**6**	**27**	**3**	**1**	**8**	**42**	**16**	**4**	**32**	**10**
Somewhat important	5	6	4	3	12	0	2	7	21	18	4	20	3	1	7	31	9	3	23	0
Not too important	1	1	2	0	6	0	1	3	9	0	2	7	0	0	1	11	7	1	10	10
DK/NA	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
DK/NA	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY IMPORTANT	**94%**	**97%**	**90%**	**74%**	**59%**	**95%**	**66%**	**100%**	**98%**	**93%**	**91%**	**88%**	**93%**	**94%**	**96%**	**92%**	**94%**	**92%**	**94%**	**93%**
Extremely important	59	70	44	74	35	59	52	35	70	56	56	38	64	57	48	56	61	70	53	65
Very important	35	27	47	0	24	35	13	65	28	36	35	50	29	37	49	36	33	22	41	29
SMWT/NOT TOO IMPORTANT	**6**	**3**	**9**	**26**	**41**	**5**	**34**	**0**	**2**	**7**	**9**	**12**	**7**	**6**	**4**	**7**	**6**	**8**	**6**	**7**
Somewhat important	5	2	8	26	11	4	17	0	1	6	7	10	7	4	4	5	5	4	5	5
Not too important	1	1	1	0	30	1	17	0	1	2	2	2	0	2	0	2	1	4	1	2
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**
DK/NA	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 61: Q8M. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting Sonoma's water sources

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY IMPORTANT	**94%**	**100%**	**94%**	**100%**	**93%**	**93%**	**92%**	**94%**	**93%**	**94%**	**98%**	**91%**	**97%**	**100%**	**85%**	**89%**	**95%**	**93%**	**96%**	**92%**	**90%**	**94%**
Extremely important	59	53	60	55	58	51	66	55	53	64	57	61	62	73	53	58	62	48	60	58	60	56
Very important	35	47	33	45	35	42	26	39	39	31	42	30	36	27	32	30	32	45	36	34	30	38
SMWT/NOT TOO IMPORTANT	**6**	**0**	**6**	**0**	**7**	**7**	**8**	**5**	**7**	**5**	**2**	**9**	**3**	**0**	**15**	**11**	**5**	**6**	**4**	**8**	**10**	**6**
Somewhat important	5	0	5	0	4	7	4	5	5	5	2	6	3	0	12	9	3	6	3	6	8	4
Not too important	1	0	1	0	3	0	3	0	3	0	0	3	0	0	3	3	3	0	1	2	2	1
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**1**
DK/NA	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY IMPORTANT	**94%**	**95%**	**91%**	**97%**	**93%**	**96%**	**98%**	**81%**	**97%**	**95%**	**99%**	**98%**	**82%**	**81%**	**94%**	**97%**	**99%**	**98%**	**78%**	**84%**
Extremely important	59	57	50	64	64	61	64	45	64	60	61	67	42	46	55	66	58	73	40	49
Very important	35	38	41	33	29	34	34	36	34	35	37	31	41	35	39	31	41	25	38	35
SMWT/NOT TOO IMPORTANT	**6**	**5**	**9**	**3**	**6**	**4**	**2**	**18**	**3**	**5**	**1**	**2**	**18**	**18**	**6**	**3**	**1**	**2**	**22**	**14**
Somewhat important	5	3	6	3	6	3	1	14	3	4	0	2	13	14	3	3	0	2	16	12
Not too important	1	2	3	0	1	1	1	4	0	1	1	0	4	4	2	0	1	0	6	2
DK/NA	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**2**
DK/NA	0	0	0	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 61: Q8M. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting Sonoma's water sources

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY IMPORTANT	**94%**	**95%**	**91%**	**92%**	**95%**	**96%**	**88%**	**97%**	**97%**	**91%**	**100%**	**95%**	**93%**	**90%**	**93%**	**95%**	**95%**	**96%**
Extremely important	59	65	62	50	64	62	51	55	73	52	59	66	61	57	60	64	59	55
Very important	35	30	28	42	32	34	37	41	24	39	41	29	32	33	33	31	37	40
SMWT/NOT TOO IMPORTANT	**6**	**5**	**9**	**8**	**4**	**4**	**12**	**3**	**3**	**9**	**0**	**5**	**7**	**10**	**7**	**5**	**5**	**4**
Somewhat important	5	5	9	5	4	4	8	3	3	6	0	5	6	6	7	5	3	2
Not too important	1	0	0	4	1	0	4	0	0	4	0	0	1	5	0	0	1	1
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**1**
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY IMPORTANT	**94%**	**93%**	**93%**	**93%**	**92%**	**90%**	**90%**	**99%**	**73%**	**96%**	**97%**	**95%**	**97%**	**95%**	**94%**	**97%**	**81%**	**81%**	**100%**	**92%**
Extremely important	59	59	59	58	57	55	56	77	51	53	55	53	61	59	61	67	52	47	68	48
Very important	35	35	35	35	35	35	35	21	21	43	42	42	36	36	33	30	30	35	32	44
SMWT/NOT TOO IMPORTANT	**6**	**6**	**7**	**7**	**8**	**10**	**10**	**1**	**27**	**4**	**3**	**5**	**3**	**5**	**6**	**3**	**19**	**16**	**0**	**8**
Somewhat important	5	5	5	5	6	7	7	1	19	3	3	5	3	4	6	1	15	12	0	5
Not too important	1	2	2	2	2	3	3	0	8	1	0	0	0	1	0	2	3	4	0	3
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**3**	**0**	**0**
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0

TABLE 62: Q8N. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting air quality

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY IMPORTANT	**83%**	**83%**	**83%**	**87%**	**69%**	**89%**	**91%**	**78%**	**64%**	**82%**	**85%**	**68%**	**83%**	**90%**	**77%**	**55%**	**84%**	**85%**	**65%**	**77%**
Extremely important	48	47	49	52	42	43	63	42	39	0	53	31	41	61	33	34	28	49	32	62
Very important	35	36	34	35	27	46	28	35	25	82	31	38	42	30	44	21	56	35	33	15
SMWT/NOT TOO IMPORTANT	**17**	**17**	**17**	**13**	**31**	**11**	**9**	**22**	**36**	**18**	**15**	**32**	**17**	**9**	**23**	**45**	**16**	**15**	**35**	**23**
Somewhat important	13	12	13	10	23	11	8	15	19	18	11	19	16	8	18	34	9	12	25	14
Not too important	4	4	3	3	8	0	1	7	17	0	4	13	1	1	5	11	7	3	10	10
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
DK/NA	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY IMPORTANT	**83%**	**93%**	**71%**	**74%**	**59%**	**84%**	**66%**	**68%**	**87%**	**83%**	**79%**	**80%**	**78%**	**85%**	**88%**	**86%**	**81%**	**80%**	**87%**	**80%**
Extremely important	48	60	34	58	19	50	36	10	56	50	43	37	52	48	43	54	44	54	50	48
Very important	35	33	37	16	40	34	30	58	31	33	36	43	26	37	45	33	36	26	37	32
SMWT/NOT TOO IMPORTANT	**17**	**7**	**29**	**26**	**41**	**16**	**34**	**20**	**13**	**17**	**21**	**20**	**22**	**15**	**12**	**14**	**19**	**20**	**13**	**20**
Somewhat important	13	6	23	26	11	13	17	20	11	12	16	18	18	11	10	11	15	14	11	15
Not too important	4	1	6	0	30	3	17	0	2	5	5	2	4	4	2	3	4	6	2	5
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**12**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
DK/NA	0	0	0	0	0	0	0	12	0	0	0	0	0	0	0	0	0	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 62: Q8N. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting air quality

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY IMPORTANT	**83%**	**97%**	**82%**	**97%**	**88%**	**83%**	**69%**	**84%**	**78%**	**87%**	**93%**	**82%**	**82%**	**85%**	**68%**	**75%**	**89%**	**85%**	**86%**	**81%**	**75%**	**87%**
Extremely important	48	57	48	58	48	54	44	45	43	53	46	53	49	44	39	53	53	45	49	48	46	49
Very important	35	40	34	39	40	29	25	39	35	34	48	28	33	40	29	21	36	40	36	34	29	38
SMWT/NOT TOO IMPORTANT	**17**	**3**	**18**	**3**	**12**	**17**	**31**	**16**	**21**	**13**	**7**	**18**	**18**	**15**	**32**	**25**	**10**	**15**	**14**	**18**	**25**	**12**
Somewhat important	13	3	14	3	8	16	28	11	16	11	7	15	12	15	28	12	6	15	11	14	19	10
Not too important	4	0	4	0	4	1	3	6	5	2	0	3	6	0	3	13	4	0	3	4	6	2
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**1**
DK/NA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY IMPORTANT	**83%**	**82%**	**75%**	**92%**	**86%**	**88%**	**83%**	**71%**	**91%**	**86%**	**84%**	**81%**	**73%**	**70%**	**81%**	**93%**	**82%**	**84%**	**66%**	**75%**
Extremely important	48	45	42	57	52	55	46	35	59	52	45	47	26	39	47	61	47	44	26	43
Very important	35	37	33	35	34	33	37	36	32	34	39	34	46	32	34	33	34	40	40	32
SMWT/NOT TOO IMPORTANT	**17**	**18**	**24**	**8**	**14**	**12**	**17**	**29**	**9**	**13**	**16**	**19**	**27**	**30**	**18**	**7**	**18**	**16**	**34**	**25**
Somewhat important	13	13	18	8	12	8	15	23	5	10	15	15	23	23	10	7	17	12	27	20
Not too important	4	5	6	0	3	3	2	6	4	3	1	4	4	6	8	0	1	4	6	5
DK/NA	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**
DK/NA	0	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 62: Q8N. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting air quality

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY IMPORTANT	**83%**	**74%**	**82%**	**81%**	**89%**	**87%**	**75%**	**83%**	**89%**	**80%**	**88%**	**87%**	**83%**	**82%**	**78%**	**91%**	**82%**	**83%**
Extremely important	48	43	60	44	51	51	42	48	47	46	46	46	53	54	43	56	44	46
Very important	35	32	21	36	38	36	32	35	42	35	42	41	30	29	35	35	38	37
SMWT/NOT TOO IMPORTANT	**17**	**26**	**18**	**19**	**11**	**13**	**25**	**17**	**11**	**20**	**12**	**13**	**16**	**18**	**21**	**9**	**18**	**17**
Somewhat important	13	21	15	13	9	10	19	17	11	13	12	11	13	9	19	9	13	14
Not too important	4	4	3	6	2	3	6	0	0	7	0	2	3	8	2	0	5	3
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**1**	**0**	**0**	**0**
DK/NA	0	0	0	0	0	0	1	0	0	0	0	0	1	0	1	0	0	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY IMPORTANT	**83%**	**83%**	**82%**	**80%**	**80%**	**79%**	**79%**	**95%**	**69%**	**81%**	**82%**	**81%**	**83%**	**84%**	**90%**	**88%**	**70%**	**74%**	**85%**	**77%**
Extremely important	48	49	49	48	46	44	47	73	37	41	40	41	43	45	60	52	46	35	46	38
Very important	35	34	32	33	34	34	32	22	32	40	42	39	39	39	30	36	24	39	39	39
SMWT/NOT TOO IMPORTANT	**17**	**17**	**18**	**19**	**20**	**21**	**20**	**5**	**31**	**18**	**18**	**19**	**17**	**16**	**10**	**10**	**30**	**26**	**15**	**23**
Somewhat important	13	13	14	15	15	16	15	4	20	15	16	18	14	14	7	5	27	22	15	17
Not too important	4	4	4	4	5	6	6	1	11	3	2	2	3	2	3	5	3	4	0	7
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**1**	**0**	**0**	**0**	**0**
DK/NA	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0

TABLE 63: Q8O. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Preserving healthy and thriving wildlife

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY IMPORTANT	**84%**	**84%**	**83%**	**84%**	**77%**	**89%**	**92%**	**84%**	**49%**	**64%**	**89%**	**52%**	**79%**	**94%**	**74%**	**47%**	**74%**	**86%**	**57%**	**82%**
Extremely important	44	45	43	47	35	44	59	38	38	0	49	30	35	59	25	21	34	45	26	45
Very important	40	39	40	38	42	46	34	46	10	64	40	22	44	34	50	26	40	41	31	37
SMWT/NOT TOO IMPORTANT	**16**	**16**	**17**	**16**	**23**	**11**	**8**	**16**	**51**	**36**	**11**	**48**	**21**	**6**	**26**	**53**	**26**	**14**	**43**	**18**
Somewhat important	14	14	14	14	16	11	7	14	38	18	10	34	18	6	24	31	10	13	23	8
Not too important	2	2	3	2	7	0	1	2	13	18	1	14	3	0	2	22	16	1	20	10

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY IMPORTANT	**84%**	**94%**	**72%**	**74%**	**31%**	**85%**	**50%**	**79%**	**83%**	**86%**	**85%**	**74%**	**84%**	**83%**	**88%**	**82%**	**83%**	**83%**	**84%**	**83%**
Extremely important	44	60	23	41	19	45	29	22	53	43	41	24	43	44	41	45	42	50	43	45
Very important	40	34	49	33	12	40	21	57	30	42	44	50	41	39	47	37	41	33	41	38
SMWT/NOT TOO IMPORTANT	**16**	**6**	**28**	**26**	**69**	**15**	**50**	**21**	**17**	**14**	**15**	**26**	**16**	**17**	**12**	**18**	**17**	**17**	**16**	**17**
Somewhat important	14	5	25	16	28	13	23	21	14	13	12	22	14	14	12	15	16	12	14	14
Not too important	2	1	3	10	41	1	28	0	3	2	2	4	2	3	0	3	1	5	2	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 63: Q8O. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Preserving healthy and thriving wildlife

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY IMPORTANT	**84%**	**81%**	**84%**	**84%**	**86%**	**82%**	**83%**	**80%**	**81%**	**86%**	**89%**	**88%**	**78%**	**95%**	**72%**	**77%**	**88%**	**80%**	**85%**	**82%**	**80%**	**84%**
Extremely important	44	44	44	48	47	41	42	32	40	47	43	57	39	41	38	44	46	39	47	42	41	43
Very important	40	37	40	36	39	41	41	48	41	38	46	31	39	54	34	34	42	41	39	40	39	42
SMWT/NOT TOO IMPORTANT	**16**	**19**	**16**	**16**	**14**	**18**	**17**	**20**	**19**	**14**	**11**	**12**	**22**	**5**	**28**	**23**	**12**	**20**	**15**	**18**	**20**	**16**
Somewhat important	14	15	14	13	11	16	11	20	15	13	11	6	19	5	25	20	11	17	12	15	17	14
Not too important	2	3	2	3	3	2	6	0	4	1	0	6	3	0	3	3	1	3	3	2	2	2

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY IMPORTANT	**84%**	**80%**	**82%**	**93%**	**82%**	**88%**	**84%**	**71%**	**88%**	**88%**	**88%**	**80%**	**67%**	**72%**	**83%**	**92%**	**88%**	**78%**	**65%**	**76%**
Extremely important	44	41	39	54	44	49	45	29	54	46	44	47	27	29	46	51	41	51	23	33
Very important	40	39	44	39	38	39	39	42	34	42	44	33	40	43	37	41	47	28	41	43
SMWT/NOT TOO IMPORTANT	**16**	**20**	**18**	**7**	**18**	**12**	**16**	**29**	**12**	**12**	**12**	**20**	**33**	**28**	**17**	**8**	**12**	**22**	**35**	**24**
Somewhat important	14	17	13	4	17	11	12	24	12	11	5	20	29	22	15	8	8	18	26	22
Not too important	2	3	4	2	1	1	4	5	0	1	7	0	4	6	2	0	4	4	9	2

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY IMPORTANT	**84%**	**78%**	**90%**	**82%**	**84%**	**85%**	**79%**	**88%**	**80%**	**80%**	**95%**	**77%**	**87%**	**81%**	**81%**	**85%**	**88%**	**82%**
Extremely important	44	38	48	41	47	46	39	41	43	41	46	44	48	46	39	47	42	45
Very important	40	40	42	41	37	40	40	47	37	39	48	34	39	35	42	38	46	37
SMWT/NOT TOO IMPORTANT	**16%**	**22%**	**10%**	**18%**	**16%**	**15%**	**21%**	**12%**	**20%**	**20%**	**5%**	**23%**	**13%**	**19%**	**19%**	**15%**	**12%**	**18%**
Somewhat important	14	19	10	14	14	14	15	8	20	16	5	23	11	15	16	15	10	14
Not too important	2	3	0	4	2	1	6	4	0	4	0	0	2	4	3	0	2	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 63: Q8O. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Preserving healthy and thriving wildlife

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY IMPORTANT	**84%**	**84%**	**83%**	**82%**	**82%**	**82%**	**80%**	**95%**	**59%**	**84%**	**78%**	**78%**	**83%**	**82%**	**88%**	**91%**	**80%**	**66%**	**87%**	**75%**
Extremely important	44	44	43	43	42	40	40	68	32	37	37	36	44	43	53	46	39	18	50	35
Very important	40	40	40	40	40	42	40	27	27	47	42	41	40	39	36	45	41	48	37	41
SMWT/NOT TOO IMPORTANT	**16**	**16**	**17**	**18**	**18**	**18**	**20**	**5**	**41**	**16**	**22**	**22**	**17**	**18**	**12**	**9**	**20**	**34**	**13**	**25**
Somewhat important	14	13	14	15	14	15	16	5	26	15	20	20	16	15	12	6	17	29	11	20
Not too important	2	3	3	3	3	3	3	0	14	1	1	3	1	3	0	3	3	4	2	5

TABLE 64: Q8P. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Improving the physical health of Sonoma County residents by providing natural areas for walking, hiking, and biking

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY IMPORTANT	**75%**	**75%**	**75%**	**78%**	**67%**	**72%**	**83%**	**72%**	**45%**	**57%**	**78%**	**47%**	**75%**	**85%**	**66%**	**41%**	**66%**	**77%**	**50%**	**70%**
Extremely important	38	38	38	39	39	30	53	31	29	20	43	27	29	50	22	17	35	39	24	45
Very important	37	38	37	39	28	42	30	42	15	37	35	20	46	35	44	24	30	39	26	25
SMWT/NOT TOO IMPORTANT	**25**	**25**	**25**	**22**	**33**	**28**	**17**	**28**	**55**	**43**	**22**	**53**	**25**	**15**	**34**	**59**	**34**	**23**	**50**	**30**
Somewhat important	21	21	20	20	20	26	15	25	33	43	19	35	21	14	29	42	9	20	30	20
Not too important	4	4	5	2	13	2	3	3	23	0	3	18	5	1	5	17	26	3	20	10

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY IMPORTANT	**75%**	**89%**	**59%**	**58%**	**21%**	**76%**	**37%**	**81%**	**80%**	**82%**	**67%**	**60%**	**72%**	**76%**	**84%**	**70%**	**75%**	**77%**	**75%**	**76%**
Extremely important	38	53	18	32	21	39	26	22	49	38	29	23	40	37	36	39	38	40	38	39
Very important	37	36	41	26	0	38	11	59	31	44	38	38	32	39	48	31	37	37	37	37
SMWT/NOT TOO IMPORTANT	**25**	**11**	**41**	**42**	**79**	**24**	**63**	**19**	**20**	**18**	**33**	**40**	**28**	**24**	**16**	**30**	**25**	**23**	**25**	**24**
Somewhat important	21	10	36	26	23	21	24	19	15	17	26	33	25	19	10	25	23	16	20	20
Not too important	4	1	5	16	56	3	39	0	5	1	7	7	3	5	6	5	1	7	5	4

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 64: Q8P. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Improving the physical health of Sonoma County residents by providing natural areas for walking, hiking, and biking

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY IMPORTANT	**75%**	**88%**	**75%**	**84%**	**81%**	**76%**	**62%**	**76%**	**73%**	**77%**	**79%**	**79%**	**66%**	**69%**	**71%**	**74%**	**79%**	**78%**	**75%**	**75%**	**72%**	**78%**
Extremely important	38	43	38	42	39	38	37	38	38	38	35	46	39	25	34	51	37	31	40	36	38	34
Very important	37	45	36	42	43	38	26	37	36	39	44	34	26	44	37	23	42	47	35	39	34	44
SMWT/NOT TOO IMPORTANT	**25**	**12**	**25**	**16**	**19**	**24**	**38**	**24**	**27**	**23**	**21**	**21**	**34**	**31**	**29**	**26**	**21**	**22**	**25**	**25**	**28**	**22**
Somewhat important	21	12	21	16	15	20	34	19	22	20	18	18	32	22	20	18	18	21	22	20	20	19
Not too important	4	0	4	0	3	4	4	6	5	4	3	3	2	9	9	8	3	1	3	5	9	2

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY IMPORTANT	**75%**	**73%**	**73%**	**77%**	**76%**	**80%**	**77%**	**58%**	**79%**	**81%**	**80%**	**74%**	**46%**	**62%**	**76%**	**84%**	**82%**	**71%**	**52%**	**62%**
Extremely important	38	40	35	40	37	40	41	27	43	38	41	41	27	27	39	40	44	37	22	31
Very important	37	34	38	37	40	40	36	31	37	43	38	33	19	35	36	43	38	33	30	31
SMWT/NOT TOO IMPORTANT	**25**	**27**	**27**	**23**	**24**	**20**	**23**	**42**	**21**	**19**	**20**	**26**	**54**	**38**	**24**	**16**	**18**	**29**	**48**	**38**
Somewhat important	21	22	22	23	18	18	19	29	19	17	19	20	41	25	22	15	16	24	32	27
Not too important	4	5	5	0	6	1	4	13	1	1	1	6	13	13	2	1	2	5	16	11

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 64: Q8P. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Improving the physical health of Sonoma County residents by providing natural areas for walking, hiking, and biking

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY IMPORTANT	**75%**	**71%**	**72%**	**74%**	**79%**	**78%**	**68%**	**72%**	**71%**	**75%**	**79%**	**74%**	**76%**	**76%**	**69%**	**79%**	**78%**	**74%**
Extremely important	38	43	36	36	39	40	33	38	37	34	33	26	46	43	39	40	32	33
Very important	37	28	36	38	40	39	34	34	34	41	46	49	31	32	30	38	45	41
SMWT/NOT TOO IMPORTANT	**25**	**29**	**28**	**26**	**21**	**22**	**32**	**28**	**29**	**25**	**21**	**26**	**24**	**24**	**31**	**21**	**22**	**26**
Somewhat important	21	25	25	21	17	20	23	24	26	22	21	13	19	22	22	21	18	21
Not too important	4	4	3	5	4	2	9	3	3	3	0	13	5	3	9	0	5	5

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY IMPORTANT	**75%**	**75%**	**74%**	**74%**	**73%**	**72%**	**72%**	**87%**	**50%**	**75%**	**74%**	**73%**	**75%**	**79%**	**79%**	**83%**	**54%**	**65%**	**81%**	**70%**
Extremely important	38	38	38	39	37	36	35	63	26	30	29	29	33	35	45	34	29	31	46	30
Very important	37	37	35	35	35	36	36	25	24	45	45	43	42	43	34	48	25	34	35	40
SMWT/NOT TOO IMPORTANT	**25**	**25**	**26**	**26**	**27**	**28**	**28**	**13**	**50**	**25**	**26**	**27**	**25**	**21**	**21**	**17**	**46**	**35**	**19**	**30**
Somewhat important	21	21	22	22	22	23	23	11	29	23	20	23	20	17	19	16	27	31	19	23
Not too important	4	4	4	4	5	5	5	2	20	2	6	5	5	4	2	2	19	4	1	8

TABLE 65: Q8Q. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Preserving local parks and open space areas

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY IMPORTANT	**84%**	**82%**	**85%**	**87%**	**75%**	**80%**	**94%**	**81%**	**58%**	**44%**	**88%**	**55%**	**80%**	**94%**	**75%**	**54%**	**64%**	**86%**	**58%**	**75%**
Extremely important	46	47	45	49	37	46	63	38	40	0	51	31	36	58	32	21	34	47	26	45
Very important	38	35	40	39	39	34	31	43	18	44	37	24	44	36	43	33	30	39	32	30
SMWT/NOT TOO IMPORTANT	**16**	**18**	**15**	**13**	**25**	**20**	**6**	**19**	**42**	**56**	**12**	**45**	**20**	**6**	**25**	**46**	**36**	**14**	**42**	**25**
Somewhat important	15	17	14	12	20	20	4	19	25	56	11	32	20	6	24	41	28	13	36	15
Not too important	1	1	1	0	5	0	2	0	17	0	1	13	0	1	1	5	7	1	6	10

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY IMPORTANT	**84%**	**96%**	**71%**	**58%**	**19%**	**86%**	**36%**	**81%**	**87%**	**87%**	**80%**	**71%**	**83%**	**84%**	**86%**	**82%**	**85%**	**82%**	**84%**	**83%**
Extremely important	46	61	27	32	19	47	25	22	56	48	37	28	48	45	43	47	48	46	45	47
Very important	38	35	44	26	0	39	11	59	31	39	43	43	35	39	43	36	37	36	39	36
SMWT/NOT TOO IMPORTANT	**16**	**4**	**29**	**42**	**81**	**14**	**64**	**19**	**13**	**13**	**20**	**29**	**17**	**16**	**14**	**18**	**15**	**18**	**16**	**17**
Somewhat important	15	4	28	42	51	14	47	19	12	12	18	27	16	15	14	17	15	14	16	15
Not too important	1	1	1	0	30	1	17	0	1	1	3	2	1	1	0	1	1	4	1	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 65: Q8Q. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Preserving local parks and open space areas

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY IMPORTANT	**84%**	**84%**	**85%**	**86%**	**87%**	**78%**	**81%**	**84%**	**79%**	**88%**	**85%**	**78%**	**82%**	**85%**	**82%**	**82%**	**87%**	**87%**	**82%**	**85%**	**83%**	**87%**
Extremely important	46	40	47	43	48	40	40	47	44	47	39	50	53	33	45	54	47	40	47	45	45	44
Very important	38	44	37	43	39	38	41	37	35	41	47	28	30	52	37	28	39	46	35	40	38	42
SMWT/NOT TOO IMPORTANT	**16**	**16**	**15**	**14**	**13**	**22**	**19**	**16**	**21**	**12**	**15**	**22**	**18**	**15**	**18**	**18**	**13**	**13**	**18**	**15**	**17**	**13**
Somewhat important	15	16	15	14	11	22	18	14	20	11	15	19	18	11	18	14	12	13	17	14	15	13
Not too important	1	0	1	0	2	0	1	2	2	1	0	3	0	4	0	3	1	0	1	1	2	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY IMPORTANT	**84%**	**77%**	**80%**	**89%**	**88%**	**90%**	**81%**	**69%**	**86%**	**93%**	**83%**	**78%**	**63%**	**71%**	**84%**	**95%**	**83%**	**78%**	**57%**	**79%**
Extremely important	46	42	46	55	44	52	46	28	54	51	43	49	32	27	52	52	45	48	22	34
Very important	38	36	33	34	45	38	35	40	32	43	41	29	31	44	32	43	38	31	35	45
SMWT/NOT TOO IMPORTANT	**16**	**23**	**20**	**11**	**12**	**10**	**19**	**31**	**14**	**7**	**17**	**22**	**37**	**29**	**16**	**5**	**17**	**22**	**43**	**21**
Somewhat important	15	21	19	11	10	10	17	27	14	7	15	20	33	25	16	5	14	22	41	15
Not too important	1	2	1	0	2	0	2	4	0	0	1	2	4	4	0	0	3	0	3	5

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY IMPORTANT	**84%**	**79%**	**87%**	**79%**	**88%**	**87%**	**75%**	**77%**	**80%**	**85%**	**84%**	**83%**	**86%**	**89%**	**72%**	**89%**	**91%**	**78%**
Extremely important	46	48	48	43	47	49	38	37	49	43	27	45	53	48	43	52	44	42
Very important	38	31	39	36	42	38	37	39	31	41	57	38	33	41	29	37	47	36
SMWT/NOT TOO IMPORTANT	**16%**	**21%**	**13%**	**21%**	**12%**	**13%**	**25%**	**23%**	**20%**	**15%**	**16%**	**17%**	**14%**	**11%**	**28%**	**11%**	**9%**	**22%**
Somewhat important	15	21	10	19	11	13	21	23	20	14	16	17	12	10	26	11	7	21
Not too important	1	0	3	2	1	0	4	0	0	1	0	0	3	1	2	0	2	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 65: Q8Q. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Preserving local parks and open space areas

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY IMPORTANT	**84%**	**84%**	**83%**	**83%**	**83%**	**82%**	**82%**	**99%**	**60%**	**82%**	**79%**	**80%**	**83%**	**85%**	**89%**	**95%**	**72%**	**75%**	**85%**	**75%**
Extremely important	46	46	45	46	45	45	44	74	32	38	36	37	41	42	57	48	36	28	52	33
Very important	38	38	39	37	38	37	39	25	28	45	43	43	42	43	32	46	36	47	33	42
SMWT/NOT TOO IMPORTANT	**16**	**16**	**17**	**17**	**17**	**18**	**18**	**1**	**40**	**18**	**21**	**20**	**17**	**15**	**11**	**5**	**28**	**25**	**15**	**25**
Somewhat important	15	15	15	15	15	15	16	0	32	18	19	19	16	14	11	5	25	21	13	23
Not too important	1	1	2	2	2	2	1	1	8	0	1	1	1	1	0	0	3	4	2	2

TABLE 66: Q8R. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting greenbelts separating urban areas

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
EXT/VERY IMPORTANT	**75%**	**74%**	**76%**	**80%**	**65%**	**69%**	**84%**	**71%**	**48%**	**57%**	**78%**	**50%**	**74%**	**88%**	**60%**	**56%**	**63%**	**77%**	**59%**	**60%**
Extremely important	36	34	38	38	35	29	48	30	24	0	40	19	32	50	17	26	34	37	29	37
Very important	39	40	38	41	30	40	36	40	24	57	38	31	42	38	43	30	30	40	30	23
SMWT/NOT TOO IMPORTANT	**25**	**26**	**24**	**20**	**34**	**31**	**16**	**29**	**52**	**43**	**22**	**50**	**25**	**12**	**40**	**44**	**26**	**23**	**37**	**40**
Somewhat important	21	22	20	16	28	31	12	26	42	25	19	38	22	11	36	25	0	21	16	30
Not too important	4	4	4	4	6	0	4	3	10	18	4	12	3	1	3	19	26	2	22	10
DK/NA	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**10**	**0**	**4**	**0**
DK/NA	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	10	0	4	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
EXT/VERY IMPORTANT	**75%**	**89%**	**59%**	**58%**	**31%**	**77%**	**43%**	**58%**	**77%**	**76%**	**74%**	**69%**	**72%**	**76%**	**78%**	**74%**	**73%**	**77%**	**75%**	**75%**
Extremely important	36	50	17	41	19	37	29	22	45	38	30	22	35	37	38	35	30	46	36	37
Very important	39	38	42	17	12	40	14	37	32	38	44	46	37	39	40	38	43	31	39	38
SMWT/NOT TOO IMPORTANT	**25**	**11**	**40**	**42**	**69**	**23**	**57**	**42**	**23**	**23**	**26**	**31**	**27**	**24**	**22**	**26**	**26**	**23**	**25**	**25**
Somewhat important	21	10	34	26	39	20	33	42	19	20	22	26	23	20	20	23	23	16	22	20
Not too important	4	1	6	16	30	3	24	0	5	3	3	6	4	4	2	4	3	7	3	5
DK/NA	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**1**	**0**	**0**	**0**	**1**	**0**	**0**	**1**
DK/NA	0	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 66: Q8R. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting greenbelts separating urban areas

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
EXT/VERY IMPORTANT	**75%**	**84%**	**75%**	**86%**	**79%**	**71%**	**73%**	**71%**	**71%**	**79%**	**74%**	**63%**	**75%**	**85%**	**65%**	**84%**	**80%**	**78%**	**70%**	**78%**	**78%**	**79%**
Extremely important	36	37	36	42	36	34	29	34	34	39	30	36	37	41	26	53	34	37	34	38	40	36
Very important	39	47	39	43	43	36	43	38	37	40	44	27	38	44	39	31	45	41	36	40	38	43
SMWT/NOT TOO IMPORTANT	**25**	**16**	**25**	**14**	**21**	**28**	**27**	**29**	**29**	**20**	**26**	**37**	**25**	**15**	**32**	**16**	**20**	**22**	**30**	**21**	**21**	**21**
Somewhat important	21	16	21	13	16	26	20	25	24	17	24	30	20	15	30	11	18	17	25	18	19	18
Not too important	4	0	4	2	5	1	7	4	5	3	2	7	5	0	3	5	3	5	5	3	3	4
DK/NA	**0**	**0**	**0**	**0**	**0**	**2**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**3**	**0**	**0**	**0**	**0**	**0**	**1**	**0**
DK/NA	0	0	0	0	0	2	0	0	0	1	0	0	0	0	3	0	0	0	0	0	1	0

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
EXT/VERY IMPORTANT	**75%**	**63%**	**79%**	**82%**	**78%**	**83%**	**71%**	**60%**	**79%**	**86%**	**68%**	**74%**	**46%**	**65%**	**77%**	**88%**	**70%**	**71%**	**56%**	**62%**
Extremely important	36	32	35	37	40	42	31	29	39	43	30	33	27	29	38	44	34	28	21	35
Very important	39	31	44	45	38	41	39	31	40	43	38	40	20	36	39	44	36	44	35	28
SMWT/NOT TOO IMPORTANT	**25**	**37**	**21**	**18**	**21**	**16**	**29**	**40**	**21**	**13**	**32**	**26**	**54**	**35**	**23**	**11**	**30**	**29**	**44**	**38**
Somewhat important	21	31	18	16	18	14	23	36	19	11	24	21	49	30	20	10	24	22	38	34
Not too important	4	7	3	2	3	2	7	5	3	2	8	5	5	5	4	1	7	7	6	4
DK/NA	**0**	**0**	**0**	**0**	**1**	**1**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**
DK/NA	0	0	0	0	1	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 66: Q8R. Setting aside specific areas of land that the District has worked to conserve, I am going to read you a list of broader benefits of the District's work. As I read each one, please tell me how important that benefit of the District's work is to you: extremely important, very important, somewhat important, or not too important: Protecting greenbelts separating urban areas

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
EXT/VERY IMPORTANT	**75%**	**68%**	**75%**	**72%**	**80%**	**78%**	**67%**	**60%**	**64%**	**76%**	**74%**	**75%**	**82%**	**79%**	**60%**	**77%**	**83%**	**76%**
Extremely important	36	33	37	34	40	37	35	30	45	34	13	39	41	43	30	42	28	39
Very important	39	35	38	38	41	42	32	30	19	42	60	36	41	36	30	36	55	38
SMWT/NOT TOO IMPORTANT	**25**	**32**	**23**	**28**	**20**	**21**	**33**	**40**	**36**	**23**	**26**	**25**	**18**	**20**	**40**	**23**	**17**	**24**
Somewhat important	21	25	21	24	16	18	28	36	33	18	20	19	16	16	35	19	14	20
Not too important	4	7	1	4	3	4	5	4	3	5	6	6	2	4	4	4	3	3
DK/NA	**0**	**0**	**2**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**
DK/NA	0	0	2	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
EXT/VERY IMPORTANT	**75%**	**75%**	**75%**	**76%**	**75%**	**76%**	**75%**	**90%**	**56%**	**73%**	**74%**	**73%**	**78%**	**78%**	**81%**	**87%**	**67%**	**59%**	**72%**	**68%**
Extremely important	36	37	37	38	37	40	41	57	29	30	30	32	36	37	47	39	31	34	35	24
Very important	39	38	38	39	38	36	34	33	27	43	44	42	43	41	34	48	36	25	37	44
SMWT/NOT TOO IMPORTANT	**25**	**25**	**25**	**23**	**25**	**24**	**25**	**10**	**42**	**27**	**26**	**26**	**22**	**21**	**19**	**13**	**33**	**41**	**28**	**31**
Somewhat important	21	21	20	20	20	20	20	8	26	25	25	23	20	19	17	11	30	37	25	22
Not too important	4	4	4	3	4	4	5	1	15	3	2	3	1	2	2	2	3	4	3	9
DK/NA	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**2**	**0**	**0**	**1**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**1**
DK/NA	0	0	0	0	0	0	0	0	2	0	0	1	0	1	0	0	0	0	0	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 67: Q9A. I'd like to ask you about another issue. As a result of the November 2016 election, California legalized the possession and personal use of marijuana. I am going to read you a series of proposals that have been made for regulating marijuana production in Sonoma County; please tell me whether you support or oppose each one: Allowing the lease of publicly-owned lands for the production of marijuana

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
TOTAL SUPPORT	**29%**	**43%**	**21%**	**32%**	**25%**	**26%**	**26%**	**34%**	**12%**	**18%**	**30%**	**14%**	**31%**	**30%**	**31%**	**11%**	**17%**	**31%**	**13%**	**31%**
Stronly support	11	15	9	10	13	12	12	9	5	13	11	8	13	12	10	8	8	11	8	18
Somewhat support	18	28	12	21	12	14	15	24	7	5	19	6	18	18	21	3	9	19	5	13
TOTAL OPPPOSE	**66**	**54**	**72**	**63**	**73**	**66**	**68**	**62**	**88**	**82**	**65**	**86**	**62**	**64**	**65**	**86**	**75**	**64**	**81**	**56**
Somewhat oppose	20	23	18	23	10	22	19	19	9	8	19	8	24	20	19	32	10	20	23	14
Strongly oppose	46	31	55	40	63	44	49	43	80	75	46	78	38	44	46	53	65	45	58	42
DK/NA	**5**	**3**	**6**	**6**	**2**	**8**	**6**	**4**	**0**	**0**	**5**	**0**	**7**	**6**	**4**	**4**	**8**	**5**	**5**	**12**
DK/NA	5	3	6	6	2	8	6	4	0	0	5	0	7	6	4	4	8	5	5	12

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
TOTAL SUPPORT	**29%**	**32%**	**27%**	**22%**	**22%**	**30%**	**22%**	**15%**	**38%**	**28%**	**28%**	**12%**	**30%**	**29%**	**40%**	**34%**	**25%**	**23%**	**36%**	**24%**
Stronly support	11	13	9	16	10	11	13	15	18	6	13	5	9	12	16	12	8	11	14	9
Somewhat support	18	19	18	6	13	19	9	0	20	22	15	7	21	17	23	22	17	11	22	15
TOTAL OPPPOSE	**66**	**62**	**70**	**78**	**71**	**65**	**75**	**61**	**56**	**66**	**69**	**83**	**64**	**66**	**56**	**62**	**70**	**70**	**60**	**70**
Somewhat oppose	20	21	20	21	6	20	15	11	18	22	16	24	18	21	17	20	22	18	19	20
Strongly oppose	46	41	51	57	65	45	60	50	38	43	52	59	47	45	38	42	48	52	41	50
DK/NA	**5**	**6**	**3**	**0**	**7**	**5**	**3**	**24**	**6**	**6**	**4**	**5**	**5**	**5**	**5**	**4**	**5**	**7**	**4**	**6**
DK/NA	5	6	3	0	7	5	3	24	6	6	4	5	5	5	5	4	5	7	4	6

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 67: Q9A. I'd like to ask you about another issue. As a result of the November 2016 election, California legalized the possession and personal use of marijuana. I am going to read you a series of proposals that have been made for regulating marijuana production in Sonoma County; please tell me whether you support or oppose each one: Allowing the lease of publicly-owned lands for the production of marijuana

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
TOTAL SUPPORT	**29%**	**39%**	**27%**	**40%**	**36%**	**30%**	**23%**	**25%**	**31%**	**28%**	**54%**	**44%**	**29%**	**30%**	**24%**	**25%**	**20%**	**6%**	**43%**	**20%**	**26%**	**14%**
Stronly support	11	23	9	21	14	13	6	5	13	10	22	13	11	10	9	13	8	4	15	9	11	6
Somewhat support	18	16	18	19	22	17	17	19	18	18	32	31	18	20	15	12	12	2	27	11	15	8
TOTAL OPPPOSE	**66**	**59**	**67**	**57**	**58**	**66**	**72**	**73**	**66**	**65**	**44**	**52**	**67**	**66**	**71**	**70**	**72**	**86**	**54**	**74**	**69**	**78**
Somewhat oppose	20	29	19	26	19	21	20	22	21	18	24	22	20	19	15	17	14	26	22	18	17	19
Strongly oppose	46	30	48	31	39	45	52	51	45	47	19	29	47	47	55	52	58	60	32	56	52	59
DK/NA	**5**	**3**	**6**	**3**	**6**	**5**	**5**	**2**	**3**	**7**	**2**	**5**	**4**	**5**	**5**	**5**	**8**	**8**	**4**	**7**	**5**	**8**
DK/NA	5	3	6	3	6	5	5	2	3	7	2	5	4	5	5	5	8	8	4	7	5	8

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
TOTAL SUPPORT	**29%**	**42%**	**21%**	**43%**	**19%**	**30%**	**40%**	**13%**	**44%**	**21%**	**52%**	**26%**	**14%**	**12%**	**32%**	**28%**	**40%**	**40%**	**15%**	**10%**
Stronly support	11	17	9	13	8	12	14	6	16	9	18	9	5	6	14	10	15	12	7	5
Somewhat support	18	25	12	30	11	18	26	7	28	11	34	17	10	6	18	18	25	28	8	6
TOTAL OPPPOSE	**66**	**55**	**76**	**52**	**72**	**64**	**55**	**86**	**52**	**71**	**44**	**67**	**86**	**86**	**65**	**63**	**58**	**51**	**83**	**89**
Somewhat oppose	20	23	20	21	17	21	19	17	22	21	23	14	22	15	25	19	18	19	19	15
Strongly oppose	46	32	56	31	55	42	36	69	30	49	21	54	63	71	40	44	39	31	64	74
DK/NA	**5**	**3**	**3**	**4**	**9**	**7**	**5**	**2**	**4**	**8**	**4**	**6**	**0**	**3**	**4**	**9**	**2**	**9**	**3**	**1**
DK/NA	5	3	3	4	9	7	5	2	4	8	4	6	0	3	4	9	2	9	3	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 67: Q9A. I'd like to ask you about another issue. As a result of the November 2016 election, California legalized the possession and personal use of marijuana. I am going to read you a series of proposals that have been made for regulating marijuana production in Sonoma County; please tell me whether you support or oppose each one: Allowing the lease of publicly-owned lands for the production of marijuana

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
TOTAL SUPPORT	**29%**	**23%**	**37%**	**32%**	**25%**	**31%**	**24%**	**28%**	**41%**	**28%**	**39%**	**32%**	**25%**	**24%**	**30%**	**29%**	**28%**	**35%**
Stronly support	11	5	13	15	9	13	8	8	18	12	14	10	10	7	11	12	11	16
Somewhat support	18	18	24	17	16	19	16	20	23	16	25	22	15	17	20	17	17	18
TOTAL OPPPOSE	**66**	**75**	**55**	**64**	**68**	**64**	**70**	**65**	**58**	**66**	**61**	**61**	**69**	**70**	**64**	**65**	**70**	**59**
Somewhat oppose	20	22	14	22	20	20	19	18	24	25	10	11	18	23	19	22	16	19
Strongly oppose	46	53	41	43	48	43	51	47	34	40	51	50	51	47	44	43	54	40
DK/NA	**5**	**2**	**8**	**3**	**7**	**5**	**6**	**7**	**1**	**6**	**0**	**7**	**5**	**6**	**6**	**6**	**2**	**6**
DK/NA	5	2	8	3	7	5	6	7	1	6	0	7	5	6	6	6	2	6

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
TOTAL SUPPORT	**29%**	**28%**	**25%**	**23%**	**21%**	**18%**	**17%**	**26%**	**16%**	**33%**	**31%**	**29%**	**32%**	**31%**	**32%**	**30%**	**14%**	**9%**	**43%**	**24%**
Stronly support	11	11	9	8	7	7	8	12	10	11	13	12	12	11	14	9	7	4	15	10
Somewhat support	18	18	16	15	14	11	10	15	6	22	18	17	20	19	18	20	7	5	28	15
TOTAL OPPPOSE	**66**	**66**	**69**	**71**	**73**	**75**	**76**	**66**	**80**	**62**	**64**	**67**	**63**	**64**	**62**	**63**	**85**	**91**	**50**	**72**
Somewhat oppose	20	20	19	19	20	18	17	20	18	20	23	23	22	22	21	21	16	16	21	19
Strongly oppose	46	46	50	52	54	57	59	46	62	42	41	44	41	42	41	42	68	74	29	53
DK/NA	**5**	**5**	**6**	**6**	**6**	**7**	**7**	**8**	**4**	**5**	**5**	**5**	**5**	**5**	**6**	**7**	**2**	**0**	**8**	**4**
DK/NA	5	5	6	6	6	7	7	8	4	5	5	5	5	5	6	7	2	0	8	4

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 68: Q9B. I'd like to ask you about another issue. As a result of the November 2016 election, California legalized the possession and personal use of marijuana. I am going to read you a series of proposals that have been made for regulating marijuana production in Sonoma County; please tell me whether you support or oppose each one: Allowing landowners to grow marijuana for personal use on their privately-owned land that is under the protection of the Agricultural and Open Space District

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
TOTAL SUPPORT	**63%**	**73%**	**57%**	**69%**	**48%**	**59%**	**64%**	**65%**	**28%**	**58%**	**65%**	**39%**	**65%**	**68%**	**61%**	**52%**	**35%**	**65%**	**45%**	**49%**
Stronly support	34	46	27	36	27	39	35	34	23	33	35	27	34	37	33	28	21	35	26	19
Somewhat support	29	27	30	33	22	20	29	31	4	25	30	12	31	31	27	23	14	30	19	30
TOTAL OPPOSE	**34**	**25**	**39**	**29**	**49**	**32**	**33**	**31**	**69**	**42**	**32**	**59**	**31**	**29**	**35**	**44**	**61**	**32**	**51**	**43**
Somewhat oppose	13	9	15	14	11	10	14	13	15	4	13	11	12	13	13	13	17	13	15	8
Strongly oppose	21	16	24	15	37	21	19	18	55	38	19	49	19	17	22	30	45	19	36	34
DK/NA	**3**	**2**	**4**	**2**	**3**	**9**	**3**	**4**	**3**	**0**	**3**	**2**	**4**	**3**	**4**	**4**	**4**	**3**	**4**	**9**
DK/NA	3	2	4	2	3	9	3	4	3	0	3	2	4	3	4	4	4	3	4	9

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
TOTAL SUPPORT	**63%**	**69%**	**59%**	**44%**	**33%**	**65%**	**39%**	**29%**	**70%**	**74%**	**56%**	**37%**	**66%**	**63%**	**55%**	**67%**	**66%**	**61%**	**63%**	**64%**
Stronly support	34	38	31	33	12	35	24	15	43	33	35	15	34	34	32	41	33	31	37	32
Somewhat support	29	31	28	11	21	30	15	15	26	40	21	22	32	28	24	27	34	30	25	32
TOTAL OPPOSE	**34**	**28**	**39**	**56**	**54**	**32**	**55**	**50**	**27**	**24**	**42**	**57**	**33**	**33**	**41**	**29**	**32**	**35**	**34**	**33**
Somewhat oppose	13	11	14	20	11	12	16	24	15	10	12	14	13	13	15	9	13	17	11	14
Strongly oppose	21	16	25	36	43	20	39	25	12	14	30	43	20	21	26	20	19	18	23	19
DK/NA	**3**	**3**	**3**	**0**	**13**	**3**	**6**	**21**	**3**	**3**	**2**	**7**	**1**	**4**	**4**	**4**	**2**	**4**	**4**	**3**
DK/NA	3	3	3	0	13	3	6	21	3	3	2	7	1	4	4	4	2	4	4	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 68: Q9B. I'd like to ask you about another issue. As a result of the November 2016 election, California legalized the possession and personal use of marijuana. I am going to read you a series of proposals that have been made for regulating marijuana production in Sonoma County; please tell me whether you support or oppose each one: Allowing landowners to grow marijuana for personal use on their privately-owned land that is under the protection of the Agricultural and Open Space District

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
TOTAL SUPPORT	**63%**	**65%**	**62%**	**68%**	**68%**	**65%**	**55%**	**64%**	**66%**	**60%**	**82%**	**75%**	**64%**	**60%**	**52%**	**65%**	**56%**	**47%**	**74%**	**55%**	**59%**	**52%**
Stronly support	34	33	34	39	41	34	25	35	39	30	54	45	38	31	26	40	21	18	46	26	33	19
Somewhat support	29	32	29	29	27	31	30	29	28	30	28	30	26	29	26	25	35	29	28	29	26	32
TOTAL OPPOSE	**34**	**34**	**34**	**31**	**29**	**32**	**42**	**33**	**30**	**37**	**17**	**23**	**34**	**36**	**42**	**33**	**42**	**45**	**25**	**40**	**37**	**43**
Somewhat oppose	13	13	13	12	12	10	14	16	13	13	10	14	18	14	13	10	11	13	14	12	12	12
Strongly oppose	21	21	20	19	16	23	28	17	17	24	7	10	16	22	29	23	30	32	11	28	25	31
DK/NA	**3**	**1**	**4**	**1**	**3**	**3**	**3**	**3**	**3**	**3**	**1**	**2**	**2**	**4**	**6**	**2**	**3**	**8**	**2**	**5**	**4**	**5**
DK/NA	3	1	4	1	3	3	3	3	3	3	1	2	2	4	6	2	3	8	2	5	4	5

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
TOTAL SUPPORT	**63%**	**77%**	**57%**	**70%**	**54%**	**69%**	**70%**	**37%**	**77%**	**65%**	**83%**	**54%**	**40%**	**36%**	**76%**	**64%**	**72%**	**67%**	**36%**	**38%**
Stronly support	34	49	29	41	23	37	42	16	49	29	48	34	26	12	45	31	44	39	18	15
Somewhat support	29	28	28	28	31	32	28	21	27	35	35	20	14	24	31	33	28	28	19	23
TOTAL OPPOSE	**34**	**21**	**38**	**29**	**42**	**27**	**27**	**59**	**22**	**31**	**16**	**41**	**54**	**62**	**20**	**33**	**25**	**30**	**60**	**58**
Somewhat oppose	13	14	12	13	13	11	16	13	13	10	13	20	20	10	12	10	14	19	13	13
Strongly oppose	21	7	27	16	29	16	11	46	10	21	4	20	34	51	8	23	11	12	47	45
DK/NA	**3**	**2**	**5**	**1**	**4**	**3**	**3**	**4**	**1**	**5**	**1**	**5**	**6**	**3**	**4**	**3**	**3**	**3**	**4**	**4**
DK/NA	3	2	5	1	4	3	3	4	1	5	1	5	6	3	4	3	3	3	4	4

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 68: Q9B. I'd like to ask you about another issue. As a result of the November 2016 election, California legalized the possession and personal use of marijuana. I am going to read you a series of proposals that have been made for regulating marijuana production in Sonoma County; please tell me whether you support or oppose each one: Allowing landowners to grow marijuana for personal use on their privately-owned land that is under the protection of the Agricultural and Open Space District

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
TOTAL SUPPORT	**63%**	**67%**	**65%**	**67%**	**59%**	**62%**	**64%**	**54%**	**82%**	**62%**	**57%**	**57%**	**64%**	**60%**	**62%**	**64%**	**57%**	**73%**
Stronly support	34	35	33	40	29	35	31	27	44	32	39	25	38	29	34	35	29	44
Somewhat support	29	32	32	27	29	27	33	27	37	30	18	32	26	31	28	29	28	28
TOTAL OPPOSE	**34**	**32**	**35**	**29**	**37**	**34**	**32**	**42**	**17**	**34**	**43**	**38**	**32**	**36**	**33**	**32**	**41**	**26**
Somewhat oppose	13	18	8	11	14	14	10	17	7	11	16	16	13	15	13	11	14	11
Strongly oppose	21	13	26	18	23	20	23	25	10	23	27	23	19	21	20	21	27	15
DK/NA	**3**	**1**	**1**	**4**	**4**	**3**	**4**	**3**	**1**	**4**	**0**	**4**	**4**	**4**	**5**	**4**	**2**	**1**
DK/NA	3	1	1	4	4	3	4	3	1	4	0	4	4	4	5	4	2	1

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
TOTAL SUPPORT	**63%**	**63%**	**60%**	**57%**	**56%**	**54%**	**54%**	**67%**	**45%**	**65%**	**63%**	**63%**	**66%**	**65%**	**72%**	**70%**	**36%**	**26%**	**72%**	**57%**
Stronly support	34	33	30	27	24	22	23	36	28	34	35	34	36	35	42	34	18	9	49	24
Somewhat support	29	29	29	30	32	32	30	31	17	30	28	28	30	30	30	36	17	17	24	33
TOTAL OPPOSE	**34**	**34**	**37**	**40**	**40**	**42**	**42**	**31**	**52**	**31**	**34**	**36**	**30**	**33**	**25**	**24**	**58**	**72**	**26**	**40**
Somewhat oppose	13	13	13	14	15	13	14	14	15	12	12	12	12	11	9	11	17	9	16	16
Strongly oppose	21	21	24	25	26	28	27	17	37	19	21	24	18	22	15	13	40	63	10	25
DK/NA	**3**	**3**	**4**	**3**	**4**	**4**	**5**	**2**	**3**	**4**	**3**	**2**	**4**	**3**	**3**	**6**	**7**	**2**	**2**	**2**
DK/NA	3	3	4	3	4	4	5	2	3	4	3	2	4	3	3	6	7	2	2	2

TABLE 69: Q9C. I'd like to ask you about another issue. As a result of the November 2016 election, California legalized the possession and personal use of marijuana. I am going to read you a series of proposals that have been made for regulating marijuana production in Sonoma County; please tell me whether you support or oppose each one: Allowing landowners to grow marijuana for commercial use on their privately-owned land that is under the protection of the Agricultural and Open Space District

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
TOTAL SUPPORT	**51%**	**63%**	**43%**	**53%**	**41%**	**54%**	**49%**	**53%**	**24%**	**45%**	**51%**	**32%**	**55%**	**51%**	**53%**	**39%**	**30%**	**52%**	**35%**	**44%**
Stronly support	20	28	16	21	18	23	24	16	5	33	20	15	22	24	17	17	14	21	16	23
Somewhat support	30	35	27	33	23	31	25	36	18	13	31	16	32	28	36	22	16	31	20	21
TOTAL OPPOSE	**45**	**34**	**51**	**42**	**56**	**41**	**47**	**43**	**73**	**55**	**45**	**67**	**40**	**44**	**42**	**54**	**66**	**44**	**59**	**42**
Somewhat oppose	15	12	17	16	12	15	15	20	9	0	17	6	12	18	13	14	12	16	13	0
Strongly oppose	30	21	34	25	45	25	32	22	64	55	27	61	27	27	29	40	54	28	46	42
DK/NA	**5**	**3**	**5**	**5**	**3**	**6**	**5**	**4**	**3**	**0**	**5**	**2**	**6**	**4**	**4**	**7**	**4**	**4**	**6**	**13**
DK/NA	5	3	5	5	3	6	5	4	3	0	5	2	6	4	4	7	4	4	6	13

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
TOTAL SUPPORT	**51%**	**53%**	**51%**	**36%**	**30%**	**52%**	**33%**	**22%**	**55%**	**58%**	**47%**	**29%**	**54%**	**50%**	**49%**	**55%**	**53%**	**44%**	**53%**	**49%**
Stronly support	20	23	18	22	12	21	17	15	26	18	24	8	21	20	21	26	18	17	24	17
Somewhat support	30	30	33	14	19	31	16	7	29	40	24	21	33	30	28	29	35	27	28	32
TOTAL OPPOSE	**45**	**42**	**46**	**64**	**56**	**44**	**61**	**58**	**38**	**38**	**50**	**65**	**44**	**45**	**49**	**39**	**45**	**47**	**43**	**46**
Somewhat oppose	15	16	14	20	6	15	14	18	17	15	13	13	15	15	15	13	14	20	13	16
Strongly oppose	30	26	32	44	51	28	47	40	21	24	36	52	28	30	35	27	32	26	30	29
DK/NA	**5**	**5**	**3**	**0**	**13**	**4**	**6**	**21**	**6**	**3**	**3**	**6**	**3**	**5**	**2**	**5**	**2**	**9**	**4**	**5**
DK/NA	5	5	3	0	13	4	6	21	6	3	3	6	3	5	2	5	2	9	4	5

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 69: Q9C. I'd like to ask you about another issue. As a result of the November 2016 election, California legalized the possession and personal use of marijuana. I am going to read you a series of proposals that have been made for regulating marijuana production in Sonoma County; please tell me whether you support or oppose each one: Allowing landowners to grow marijuana for commercial use on their privately-owned land that is under the protection of the Agricultural and Open Space District

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
TOTAL SUPPORT	**51%**	**56%**	**49%**	**57%**	**57%**	**53%**	**41%**	**49%**	**56%**	**45%**	**71%**	**64%**	**54%**	**45%**	**37%**	**50%**	**43%**	**35%**	**63%**	**42%**	**44%**	**39%**
Stronly support	20	22	20	22	24	20	18	19	26	16	32	29	21	23	11	22	16	8	28	15	18	13
Somewhat support	30	33	29	35	34	33	23	30	31	30	40	35	32	22	25	29	27	27	36	26	26	27
TOTAL OPPOSE	**45**	**42**	**46**	**40**	**39**	**46**	**53**	**46**	**40**	**49**	**26**	**30**	**45**	**50**	**56**	**46**	**51**	**60**	**33**	**53**	**51**	**55**
Somewhat oppose	15	17	16	15	14	17	16	16	16	14	13	16	20	13	14	17	14	15	16	15	15	14
Strongly oppose	30	26	30	24	25	29	37	30	24	35	13	14	25	36	42	30	38	45	17	38	36	41
DK/NA	**5**	**2**	**5**	**3**	**4**	**2**	**6**	**5**	**4**	**5**	**3**	**5**	**2**	**5**	**7**	**3**	**6**	**5**	**4**	**6**	**5**	**6**
DK/NA	5	2	5	3	4	2	6	5	4	5	3	5	2	5	7	3	6	5	4	6	5	6

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
TOTAL SUPPORT	**51%**	**68%**	**46%**	**58%**	**38%**	**52%**	**64%**	**28%**	**62%**	**45%**	**75%**	**51%**	**37%**	**25%**	**59%**	**46%**	**68%**	**59%**	**31%**	**25%**
Stronly support	20	32	20	22	12	24	21	11	31	19	27	15	20	8	29	20	26	16	18	4
Somewhat support	30	35	27	36	26	28	43	17	32	26	48	37	17	17	31	27	42	44	13	21
TOTAL OPPOSE	**45**	**30**	**49**	**37**	**56**	**42**	**33**	**68**	**33**	**48**	**24**	**43**	**57**	**73**	**35**	**47**	**30**	**36**	**65**	**72**
Somewhat oppose	15	17	15	14	14	17	11	16	17	17	13	9	20	14	18	16	12	10	18	14
Strongly oppose	30	12	34	23	42	25	22	52	16	31	11	35	37	58	17	31	18	26	47	57
DK/NA	**5**	**3**	**5**	**5**	**6**	**6**	**3**	**3**	**4**	**7**	**1**	**5**	**6**	**2**	**6**	**6**	**2**	**5**	**4**	**3**
DK/NA	5	3	5	5	6	6	3	3	4	7	1	5	6	2	6	6	2	5	4	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 69: Q9C. I'd like to ask you about another issue. As a result of the November 2016 election, California legalized the possession and personal use of marijuana. I am going to read you a series of proposals that have been made for regulating marijuana production in Sonoma County; please tell me whether you support or oppose each one: Allowing landowners to grow marijuana for commercial use on their privately-owned land that is under the protection of the Agricultural and Open Space District

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
TOTAL SUPPORT	**51%**	**58%**	**50%**	**56%**	**44%**	**52%**	**47%**	**43%**	**62%**	**54%**	**50%**	**40%**	**50%**	**49%**	**47%**	**53%**	**46%**	**58%**
Stronly support	20	26	17	26	16	21	19	12	24	22	29	10	23	19	18	20	19	26
Somewhat support	30	32	34	30	29	31	28	31	38	32	21	30	27	30	29	33	27	32
TOTAL OPPOSE	**45**	**42**	**45**	**39**	**50**	**43**	**49**	**51**	**34**	**42**	**48**	**51**	**46**	**47**	**47**	**41**	**52**	**35**
Somewhat oppose	15	19	13	15	15	14	18	15	14	14	12	13	17	18	15	12	17	13
Strongly oppose	30	24	32	24	36	29	32	36	20	27	36	38	28	29	31	30	35	22
DK/NA	**5**	**0**	**5**	**5**	**5**	**5**	**4**	**5**	**5**	**4**	**2**	**9**	**4**	**4**	**6**	**5**	**2**	**7**
DK/NA	5	0	5	5	5	5	4	5	5	4	2	9	4	4	6	5	2	7

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
TOTAL SUPPORT	**51%**	**50%**	**47%**	**44%**	**42%**	**41%**	**40%**	**50%**	**36%**	**54%**	**54%**	**52%**	**54%**	**54%**	**55%**	**51%**	**33%**	**11%**	**68%**	**47%**
Stronly support	20	20	17	15	13	13	14	26	15	19	21	21	21	20	25	23	11	2	23	20
Somewhat support	30	30	29	29	30	28	27	23	20	34	32	31	33	34	30	28	22	10	45	27
TOTAL OPPOSE	**45**	**45**	**48**	**51**	**53**	**53**	**53**	**45**	**60**	**41**	**42**	**44**	**42**	**42**	**41**	**37**	**63**	**84**	**29**	**51**
Somewhat oppose	15	15	16	17	18	17	18	14	12	16	13	11	16	14	17	17	15	13	12	16
Strongly oppose	30	29	32	34	35	37	36	31	48	25	29	32	26	28	25	21	49	71	17	35
DK/NA	**5**	**5**	**5**	**5**	**5**	**5**	**6**	**5**	**4**	**5**	**4**	**4**	**4**	**4**	**4**	**11**	**3**	**5**	**3**	**2**
DK/NA	5	5	5	5	5	5	6	5	4	5	4	4	4	4	4	11	3	5	3	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 70: Q10A. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (SPECIAL CHARACTER) People choose to live in Sonoma County because of its beauty, rural feel, and character. Our stunning views and riding, biking, and hiking trails are truly unique. The Sonoma County Agricultural Preservation and Open Space District works to preserve our community's character and quality of life.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
TOTAL MORE FAVORABLE	**80%**	**84%**	**77%**	**85%**	**68%**	**77%**	**82%**	**81%**	**58%**	**52%**	**81%**	**56%**	**82%**	**85%**	**80%**	**64%**	**42%**	**83%**	**55%**	**48%**
Much more favorable	47	47	47	51	39	41	58	42	19	26	50	22	44	57	41	20	11	50	17	26
Somewhat more favorable	33	37	31	34	30	36	24	39	39	26	31	34	38	29	39	44	31	33	38	22
NO DIFF/LESS FAV	**19**	**16**	**21**	**15**	**31**	**22**	**17**	**19**	**42**	**48**	**18**	**44**	**17**	**14**	**20**	**36**	**56**	**16**	**44**	**40**
No difference	19	15	21	14	29	21	17	18	39	44	18	41	16	14	19	31	53	16	40	40
Less favorable	1	1	1	0	1	1	0	0	3	4	0	3	1	0	0	5	3	0	4	0
DK/NA	**1**	**0**	**1**	**1**	**1**	**1**	**1**	**1**	**0**	**0**	**1**	**0**	**1**	**1**	**0**	**0**	**3**	**0**	**1**	**12**
DK/NA	1	0	1	1	1	1	1	1	0	0	1	0	1	1	0	0	3	0	1	12

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
TOTAL MORE FAVORABLE	**80%**	**88%**	**76%**	**37%**	**22%**	**83%**	**30%**	**40%**	**85%**	**84%**	**77%**	**64%**	**74%**	**82%**	**83%**	**79%**	**81%**	**75%**	**81%**	**79%**
Much more favorable	47	63	29	0	22	49	9	17	56	45	43	34	46	47	49	46	49	42	47	46
Somewhat more favorable	33	25	47	37	0	34	21	23	29	38	34	30	28	35	34	33	32	33	33	33
NO DIFF/LESS FAV	**19**	**11**	**24**	**63**	**78**	**16**	**70**	**43**	**14**	**16**	**23**	**35**	**25**	**17**	**15**	**21**	**18**	**24**	**19**	**20**
No difference	19	11	23	58	68	16	62	43	14	15	22	33	25	17	15	20	17	23	18	19
Less favorable	1	0	0	5	11	0	8	0	1	0	1	2	0	1	0	0	1	0	0	1
DK/NA	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**17**	**1**	**1**	**0**	**1**	**1**	**1**	**1**	**0**	**1**	**1**	**1**	**1**
DK/NA	1	0	0	0	0	0	0	17	1	1	0	1	1	1	1	0	1	1	1	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 70: Q10A. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (SPECIAL CHARACTER) People choose to live in Sonoma County because of its beauty, rural feel, and character. Our stunning views and riding, biking, and hiking trails are truly unique. The Sonoma County Agricultural Preservation and Open Space District works to preserve our community's character and quality of life.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
TOTAL MORE FAVORABLE	**80%**	**85%**	**80%**	**85%**	**80%**	**79%**	**81%**	**78%**	**80%**	**80%**	**86%**	**75%**	**82%**	**82%**	**68%**	**80%**	**79%**	**84%**	**81%**	**79%**	**76%**	**81%**
Much more favorable	47	56	47	50	49	46	46	49	40	53	49	42	45	52	39	39	54	51	45	48	42	53
Somewhat more favorable	33	30	33	35	31	33	35	29	39	27	37	34	38	29	29	41	25	32	36	31	34	28
NO DIFF/LESS FAV	**19**	**15**	**19**	**15**	**19**	**21**	**18**	**22**	**20**	**19**	**14**	**25**	**16**	**18**	**30**	**18**	**20**	**15**	**18**	**20**	**22**	**18**
No difference	19	15	18	15	19	20	17	21	19	18	13	25	15	18	30	18	19	14	18	19	22	16
Less favorable	1	0	1	0	0	1	1	1	1	0	1	0	1	0	0	0	1	2	1	1	0	1
DK/NA	**1**	**0**	**1**	**0**	**1**	**1**	**1**	**0**	**0**	**1**	**0**	**0**	**1**	**0**	**2**	**2**	**1**	**1**	**0**	**1**	**1**	**1**
DK/NA	1	0	1	0	1	1	1	0	0	1	0	0	1	0	2	2	1	1	0	1	1	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
TOTAL MORE FAVORABLE	**80%**	**82%**	**78%**	**81%**	**79%**	**83%**	**83%**	**66%**	**83%**	**83%**	**85%**	**82%**	**65%**	**66%**	**86%**	**81%**	**84%**	**83%**	**60%**	**73%**
Much more favorable	47	40	40	51	54	49	50	36	47	50	47	53	34	37	39	56	50	49	28	46
Somewhat more favorable	33	42	38	30	26	34	34	29	36	33	38	29	31	29	46	25	34	33	32	27
NO DIFF/LESS FAV	**19**	**18**	**21**	**19**	**19**	**16**	**15**	**33**	**17**	**16**	**14**	**17**	**35**	**32**	**14**	**18**	**16**	**15**	**38**	**27**
No difference	19	18	20	17	19	15	15	32	16	15	14	17	35	32	13	17	16	15	38	27
Less favorable	1	0	2	1	0	1	0	0	1	1	0	0	0	1	1	1	0	0	1	0
DK/NA	**1**	**0**	**1**	**1**	**1**	**1**	**1**	**1**	**0**	**1**	**1**	**1**	**0**	**1**	**0**	**1**	**0**	**3**	**2**	**0**
DK/NA	1	0	1	1	1	1	1	1	0	1	1	1	0	1	0	1	0	3	2	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 70: Q10A. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (SPECIAL CHARACTER) People choose to live in Sonoma County because of its beauty, rural feel, and character. Our stunning views and riding, biking, and hiking trails are truly unique. The Sonoma County Agricultural Preservation and Open Space District works to preserve our community's character and quality of life.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
TOTAL MORE FAVORABLE	**80%**	**76%**	**72%**	**81%**	**83%**	**81%**	**77%**	**81%**	**83%**	**80%**	**78%**	**79%**	**79%**	**83%**	**79%**	**82%**	**79%**	**77%**
Much more favorable	47	37	53	41	53	49	41	46	43	49	39	48	46	52	43	49	47	41
Somewhat more favorable	33	39	19	39	30	32	36	35	40	31	39	31	33	30	35	33	31	35
NO DIFF/LESS FAV	**19**	**24**	**27**	**19**	**16**	**18**	**22**	**17**	**17**	**20**	**22**	**21**	**20**	**16**	**21**	**17**	**21**	**21**
No difference	19	24	27	17	16	18	21	16	17	18	22	21	19	16	20	16	21	20
Less favorable	1	0	0	1	1	0	1	1	0	1	0	0	0	0	1	1	0	1
DK/NA	**1**	**0**	**1**	**1**	**1**	**1**	**1**	**2**	**0**	**0**	**0**	**0**	**2**	**1**	**1**	**0**	**0**	**2**
DK/NA	1	0	1	1	1	1	1	2	0	0	0	0	2	1	1	0	0	2

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
TOTAL MORE FAVORABLE	**80%**	**80%**	**78%**	**78%**	**78%**	**78%**	**77%**	**85%**	**62%**	**81%**	**86%**	**84%**	**84%**	**85%**	**85%**	**82%**	**67%**	**67%**	**84%**	**76%**
Much more favorable	47	46	45	46	47	46	46	64	22	45	46	45	47	51	51	49	40	40	50	40
Somewhat more favorable	33	33	33	33	32	33	32	21	39	36	40	39	37	34	33	33	26	27	34	36
NO DIFF/LESS FAV	**19**	**20**	**21**	**21**	**20**	**20**	**21**	**15**	**38**	**17**	**14**	**16**	**15**	**15**	**14**	**18**	**32**	**32**	**14**	**24**
No difference	19	19	21	20	20	20	20	15	34	17	13	15	15	14	13	17	32	30	14	23
Less favorable	1	1	1	0	1	1	1	0	4	0	0	1	0	1	1	1	0	2	0	1
DK/NA	**1**	**1**	**1**	**1**	**1**	**1**	**2**	**0**	**1**	**1**	**1**	**1**	**0**	**1**	**1**	**0**	**2**	**2**	**2**	**0**
DK/NA	1	1	1	1	1	1	2	0	1	1	1	1	0	1	1	0	2	2	2	0

TABLE 71: Q10B. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (WATER QUALITY) Nothing is more important than access to clean drinking water. By protecting and restoring areas around sources of water, the District increases access to water and prevents the pollution of our water naturally.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
TOTAL MORE FAVORABLE	**85%**	**88%**	**83%**	**87%**	**79%**	**87%**	**87%**	**86%**	**52%**	**60%**	**87%**	**56%**	**88%**	**88%**	**88%**	**79%**	**34%**	**88%**	**59%**	**72%**
Much more favorable	62	65	61	64	63	57	71	58	31	43	64	37	64	69	62	42	29	66	37	43
Somewhat more favorable	22	23	22	23	16	30	16	28	21	17	22	19	24	20	26	37	5	22	23	29
NO DIFF/LESS FAV	**13**	**10**	**14**	**11**	**19**	**10**	**10**	**11**	**48**	**40**	**11**	**44**	**9**	**9**	**11**	**17**	**55**	**10**	**34**	**20**
No difference	12	10	14	11	18	10	10	11	48	35	11	42	9	9	11	17	51	10	32	20
Less favorable	0	0	0	0	1	0	0	0	0	5	0	3	0	0	0	0	5	0	2	0
DK/NA	**3**	**2**	**3**	**3**	**2**	**3**	**3**	**3**	**0**	**0**	**3**	**0**	**3**	**2**	**1**	**4**	**11**	**2**	**7**	**8**
DK/NA	3	2	3	3	2	3	3	3	0	0	3	0	3	2	1	4	11	2	7	8

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
TOTAL MORE FAVORABLE	**85%**	**90%**	**86%**	**56%**	**27%**	**88%**	**47%**	**42%**	**89%**	**89%**	**84%**	**72%**	**86%**	**85%**	**87%**	**87%**	**87%**	**79%**	**87%**	**84%**
Much more favorable	62	76	51	28	14	66	24	31	67	68	58	49	65	62	59	70	68	50	65	61
Somewhat more favorable	22	15	34	28	13	23	23	12	22	21	26	23	21	23	28	18	19	29	22	23
NO DIFF/LESS FAV	**13**	**9**	**13**	**44**	**56**	**11**	**48**	**19**	**9**	**9**	**15**	**24**	**14**	**13**	**10**	**12**	**11**	**18**	**11**	**14**
No difference	12	9	13	44	43	11	44	19	9	9	15	24	14	12	10	12	11	18	11	14
Less favorable	0	0	0	0	13	0	4	0	0	1	0	0	0	0	0	0	1	0	0	0
DK/NA	**3**	**1**	**1**	**0**	**17**	**1**	**5**	**38**	**2**	**1**	**1**	**4**	**0**	**2**	**3**	**1**	**1**	**3**	**2**	**2**
DK/NA	3	1	1	0	17	1	5	38	2	1	1	4	0	2	3	1	1	3	2	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 71: Q10B. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (WATER QUALITY) Nothing is more important than access to clean drinking water. By protecting and restoring areas around sources of water, the District increases access to water and prevents the pollution of our water naturally.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
TOTAL MORE FAVORABLE	**85%**	**90%**	**84%**	**93%**	**91%**	**83%**	**87%**	**80%**	**83%**	**87%**	**89%**	**86%**	**90%**	**81%**	**79%**	**83%**	**85%**	**81%**	**88%**	**83%**	**81%**	**84%**
Much more favorable	62	68	61	69	75	64	56	53	57	68	69	49	75	71	59	55	62	62	64	61	61	62
Somewhat more favorable	22	21	23	23	16	19	30	27	26	19	20	37	14	10	20	28	24	19	24	21	21	22
NO DIFF/LESS FAV	**13**	**10**	**14**	**7**	**9**	**14**	**11**	**19**	**14**	**12**	**9**	**14**	**9**	**19**	**17**	**14**	**12**	**11**	**11**	**14**	**17**	**11**
No difference	12	10	14	7	9	14	9	19	13	12	9	14	9	19	17	14	12	9	11	14	17	11
Less favorable	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
DK/NA	**3**	**0**	**2**	**0**	**1**	**2**	**3**	**1**	**4**	**1**	**2**	**0**	**2**	**0**	**3**	**2**	**3**	**8**	**1**	**4**	**2**	**5**
DK/NA	3	0	2	0	1	2	3	1	4	1	2	0	2	0	3	2	3	8	1	4	2	5

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
TOTAL MORE FAVORABLE	**85%**	**87%**	**79%**	**89%**	**85%**	**87%**	**87%**	**75%**	**89%**	**86%**	**90%**	**84%**	**82%**	**72%**	**87%**	**88%**	**86%**	**89%**	**70%**	**82%**
Much more favorable	62	62	53	66	69	67	70	40	68	66	67	73	41	40	63	70	62	78	37	44
Somewhat more favorable	22	25	27	23	17	20	17	35	20	20	23	11	41	32	24	18	24	11	32	38
NO DIFF/LESS FAV	**13**	**11**	**16**	**11**	**12**	**11**	**10**	**21**	**11**	**10**	**7**	**13**	**18**	**23**	**10**	**11**	**11**	**9**	**24**	**18**
No difference	12	11	15	11	12	11	10	21	11	10	7	13	18	22	10	11	11	9	23	18
Less favorable	0	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	2	0
DK/NA	**3**	**2**	**5**	**0**	**2**	**2**	**3**	**3**	**0**	**3**	**3**	**3**	**0**	**5**	**3**	**1**	**3**	**3**	**6**	**0**
DK/NA	3	2	5	0	2	2	3	3	0	3	3	3	0	5	3	1	3	3	6	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 71: Q10B. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (WATER QUALITY) Nothing is more important than access to clean drinking water. By protecting and restoring areas around sources of water, the District increases access to water and prevents the pollution of our water naturally.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
TOTAL MORE FAVORABLE	**85%**	**80%**	**91%**	**84%**	**86%**	**84%**	**87%**	**88%**	**74%**	**84%**	**75%**	**92%**	**85%**	**87%**	**85%**	**79%**	**86%**	**87%**
Much more favorable	62	59	71	56	67	62	64	65	51	60	55	60	68	64	65	49	61	72
Somewhat more favorable	22	22	20	28	19	22	23	23	23	24	19	32	17	22	20	29	25	15
NO DIFF/LESS FAV	**13**	**20**	**9**	**12**	**13**	**13**	**11**	**7**	**26**	**12**	**19**	**6**	**14**	**12**	**12**	**19**	**9**	**12**
No difference	12	20	9	12	13	13	10	7	26	12	19	6	14	11	12	19	9	12
Less favorable	0	0	0	1	0	0	1	0	0	1	0	0	0	1	0	0	0	0
DK/NA	**3**	**0**	**0**	**4**	**1**	**3**	**2**	**5**	**0**	**3**	**6**	**2**	**1**	**2**	**3**	**2**	**5**	**1**
DK/NA	3	0	0	4	1	3	2	5	0	3	6	2	1	2	3	2	5	1

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
TOTAL MORE FAVORABLE	**85%**	**85%**	**85%**	**83%**	**83%**	**82%**	**77%**	**88%**	**60%**	**89%**	**88%**	**88%**	**90%**	**88%**	**87%**	**86%**	**83%**	**61%**	**86%**	**87%**
Much more favorable	62	63	62	62	62	60	57	74	40	63	66	64	66	67	64	68	51	21	70	65
Somewhat more favorable	22	23	23	22	22	22	21	14	20	26	22	24	24	21	23	19	32	39	16	22
NO DIFF/LESS FAV	**13**	**12**	**13**	**14**	**13**	**14**	**17**	**10**	**35**	**9**	**11**	**12**	**9**	**12**	**11**	**11**	**14**	**32**	**11**	**11**
No difference	12	12	12	14	13	14	17	10	33	9	11	12	9	12	11	11	14	29	11	11
Less favorable	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	3	0	0
DK/NA	**3**	**3**	**2**	**3**	**3**	**4**	**5**	**2**	**5**	**2**	**1**	**0**	**1**	**0**	**2**	**2**	**3**	**7**	**3**	**1**
DK/NA	3	3	2	3	3	4	5	2	5	2	1	0	1	0	2	2	3	7	3	1

TABLE 72: Q10C. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (PARTNERSHIPS) The Sonoma County Agricultural Preservation and Open Space District regularly partners with local non-profits, the County, and State and Regional Parks to leverage their resources and connect Sonoma County residents with open space, recreational opportunities, and educational programs.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
TOTAL MORE FAVORABLE	**78%**	**82%**	**76%**	**81%**	**70%**	**80%**	**88%**	**80%**	**40%**	**48%**	**84%**	**44%**	**73%**	**84%**	**80%**	**63%**	**26%**	**82%**	**46%**	**57%**
Much more favorable	41	43	40	44	38	33	58	40	15	28	49	21	28	50	37	13	19	45	16	19
Somewhat more favorable	37	39	36	37	32	47	30	40	26	20	35	23	46	34	43	49	7	38	31	39
NO DIFF/LESS FAV	**20**	**17**	**22**	**18**	**29**	**17**	**11**	**17**	**60**	**52**	**14**	**56**	**26**	**15**	**19**	**34**	**70**	**17**	**49**	**43**
No difference	20	17	22	18	28	17	11	17	60	46	14	53	26	15	19	34	65	17	47	43
Less favorable	0	0	0	0	1	0	0	0	0	5	0	3	0	0	0	0	5	0	2	0
DK/NA	**2**	**1**	**2**	**1**	**1**	**3**	**1**	**3**	**0**	**0**	**2**	**0**	**1**	**1**	**1**	**4**	**5**	**1**	**4**	**0**
DK/NA	2	1	2	1	1	3	1	3	0	0	2	0	1	1	1	4	5	1	4	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
TOTAL MORE FAVORABLE	**78%**	**86%**	**78%**	**28%**	**14%**	**82%**	**24%**	**40%**	**80%**	**88%**	**78%**	**58%**	**76%**	**79%**	**74%**	**77%**	**80%**	**80%**	**76%**	**80%**
Much more favorable	41	56	25	9	0	43	6	34	44	48	39	24	38	42	29	42	48	40	36	45
Somewhat more favorable	37	30	53	19	14	39	17	6	36	39	40	34	39	37	45	35	32	41	39	35
NO DIFF/LESS FAV	**20**	**13**	**22**	**72**	**86**	**17**	**76**	**44**	**19**	**12**	**20**	**40**	**24**	**19**	**25**	**22**	**19**	**18**	**23**	**18**
No difference	20	13	22	72	73	17	72	44	19	11	20	40	24	19	25	22	18	18	23	18
Less favorable	0	0	0	0	13	0	4	0	0	1	0	0	0	0	0	0	1	0	0	0
DK/NA	**2**	**1**	**1**	**0**	**0**	**1**	**0**	**16**	**2**	**1**	**2**	**1**	**0**	**2**	**1**	**1**	**1**	**2**	**1**	**2**
DK/NA	2	1	1	0	0	1	0	16	2	1	2	1	0	2	1	1	1	2	1	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 72: Q10C. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (PARTNERSHIPS) The Sonoma County Agricultural Preservation and Open Space District regularly partners with local non-profits, the County, and State and Regional Parks to leverage their resources and connect Sonoma County residents with open space, recreational opportunities, and educational programs.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
TOTAL MORE FAVORABLE	**78%**	**80%**	**78%**	**83%**	**80%**	**85%**	**70%**	**74%**	**75%**	**81%**	**87%**	**76%**	**77%**	**89%**	**68%**	**75%**	**76%**	**80%**	**80%**	**77%**	**76%**	**78%**
Much more favorable	41	33	41	39	46	41	40	39	34	48	41	37	46	45	38	33	45	43	41	41	38	44
Somewhat more favorable	37	47	37	44	34	43	31	35	41	33	45	39	30	44	30	42	32	37	38	36	38	34
NO DIFF/LESS FAV	**20**	**20**	**21**	**17**	**19**	**14**	**27**	**26**	**23**	**18**	**13**	**24**	**22**	**7**	**32**	**25**	**21**	**15**	**20**	**21**	**23**	**19**
No difference	20	20	20	17	19	14	26	26	22	18	13	24	22	7	32	25	21	14	20	20	23	18
Less favorable	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
DK/NA	**2**	**0**	**1**	**0**	**1**	**1**	**3**	**0**	**2**	**1**	**0**	**0**	**2**	**4**	**0**	**0**	**2**	**5**	**0**	**2**	**1**	**3**
DK/NA	2	0	1	0	1	1	3	0	2	1	0	0	2	4	0	0	2	5	0	2	1	3

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
TOTAL MORE FAVORABLE	**78%**	**79%**	**71%**	**80%**	**82%**	**83%**	**80%**	**64%**	**85%**	**81%**	**79%**	**82%**	**66%**	**63%**	**85%**	**81%**	**77%**	**83%**	**51%**	**81%**
Much more favorable	41	37	31	46	49	47	44	23	48	46	40	48	23	22	42	50	35	54	15	32
Somewhat more favorable	37	43	40	34	32	36	36	41	37	35	38	33	43	41	43	30	42	30	36	49
NO DIFF/LESS FAV	**20**	**20**	**25**	**20**	**17**	**16**	**18**	**34**	**15**	**17**	**20**	**16**	**34**	**34**	**13**	**18**	**20**	**17**	**46**	**19**
No difference	20	20	25	20	17	16	18	33	15	17	20	16	34	33	13	18	20	17	44	19
Less favorable	0	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	2	0
DK/NA	**2**	**1**	**3**	**0**	**1**	**1**	**2**	**2**	**0**	**2**	**1**	**2**	**0**	**3**	**1**	**1**	**3**	**0**	**4**	**0**
DK/NA	2	1	3	0	1	1	2	2	0	2	1	2	0	3	1	1	3	0	4	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 72: Q10C. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (PARTNERSHIPS) The Sonoma County Agricultural Preservation and Open Space District regularly partners with local non-profits, the County, and State and Regional Parks to leverage their resources and connect Sonoma County residents with open space, recreational opportunities, and educational programs.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
TOTAL MORE FAVORABLE	**78%**	**75%**	**77%**	**76%**	**83%**	**78%**	**80%**	**72%**	**75%**	**78%**	**84%**	**84%**	**78%**	**81%**	**74%**	**77%**	**82%**	**77%**
Much more favorable	41	41	35	32	52	43	38	37	30	42	55	39	43	42	37	39	49	39
Somewhat more favorable	37	34	42	44	31	35	42	35	45	36	30	45	35	39	37	37	34	38
NO DIFF/LESS FAV	**20**	**25**	**23**	**22**	**16**	**21**	**20**	**26**	**25**	**20**	**16**	**16**	**20**	**18**	**25**	**21**	**18**	**21**
No difference	20	25	23	22	16	21	19	26	25	20	16	16	20	17	25	21	18	21
Less favorable	0	0	0	1	0	0	1	0	0	1	0	0	0	1	0	0	0	0
DK/NA	**2**	**0**	**0**	**2**	**1**	**2**	**1**	**2**	**0**	**2**	**0**	**0**	**2**	**2**	**1**	**3**	**0**	**2**
DK/NA	2	0	0	2	1	2	1	2	0	2	0	0	2	2	1	3	0	2

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
TOTAL MORE FAVORABLE	**78%**	**78%**	**77%**	**76%**	**77%**	**77%**	**78%**	**88%**	**50%**	**80%**	**74%**	**76%**	**76%**	**78%**	**82%**	**86%**	**67%**	**53%**	**81%**	**76%**
Much more favorable	41	41	41	40	41	42	41	63	21	37	30	28	35	37	45	49	27	17	44	38
Somewhat more favorable	37	37	36	36	36	36	37	24	29	44	44	48	42	41	37	37	39	35	37	37
NO DIFF/LESS FAV	**20**	**20**	**22**	**22**	**21**	**21**	**20**	**10**	**47**	**19**	**26**	**24**	**23**	**22**	**16**	**13**	**33**	**41**	**18**	**23**
No difference	20	20	21	22	21	20	19	10	45	19	26	24	23	22	16	13	33	38	18	23
Less favorable	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	3	0	0
DK/NA	**2**	**2**	**2**	**2**	**2**	**2**	**2**	**2**	**3**	**1**	**0**	**0**	**1**	**1**	**2**	**1**	**0**	**6**	**1**	**1**
DK/NA	2	2	2	2	2	2	2	2	3	1	0	0	1	1	2	1	0	6	1	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 73: Q10D. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (PUBLIC HEALTH) Parks and natural areas provide spaces where families and children can safely walk, run, and bicycle - improving the physical health of residents, reducing obesity, and reducing health care costs.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
TOTAL MORE FAVORABLE	**78%**	**81%**	**76%**	**79%**	**74%**	**80%**	**85%**	**74%**	**45%**	**53%**	**80%**	**49%**	**81%**	**84%**	**78%**	**57%**	**41%**	**82%**	**50%**	**44%**
Much more favorable	48	52	46	53	39	41	58	47	12	26	52	19	44	56	45	37	12	51	26	9
Somewhat more favorable	30	29	30	26	36	39	27	27	33	27	27	30	37	28	33	20	29	30	24	36
NO DIFF/LESS FAV	**20**	**18**	**22**	**19**	**25**	**18**	**13**	**24**	**49**	**47**	**19**	**48**	**18**	**14**	**22**	**35**	**54**	**17**	**44**	**48**
No difference	20	18	21	19	23	18	13	23	49	42	18	46	17	14	21	35	50	17	42	40
Less favorable	1	0	1	0	2	0	0	1	0	5	0	3	1	0	1	0	5	0	2	8
DK/NA	**2**	**1**	**2**	**2**	**1**	**2**	**2**	**2**	**6**	**0**	**2**	**3**	**2**	**2**	**1**	**8**	**5**	**1**	**6**	**8**
DK/NA	2	1	2	2	1	2	2	2	6	0	2	3	2	2	1	8	5	1	6	8

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
TOTAL MORE FAVORABLE	**78%**	**88%**	**75%**	**26%**	**0%**	**83%**	**18%**	**32%**	**84%**	**84%**	**77%**	**57%**	**83%**	**77%**	**80%**	**83%**	**81%**	**68%**	**82%**	**76%**
Much more favorable	48	63	34	5	0	51	3	12	58	54	38	31	49	48	47	55	51	37	52	45
Somewhat more favorable	30	25	41	21	0	31	15	19	26	30	39	26	33	29	33	28	30	31	30	30
NO DIFF/LESS FAV	**20**	**12**	**25**	**67**	**100**	**17**	**77**	**30**	**16**	**14**	**23**	**39**	**17**	**22**	**20**	**16**	**18**	**30**	**18**	**23**
No difference	20	12	25	67	73	17	69	24	15	14	23	37	17	21	19	16	17	30	17	22
Less favorable	1	0	0	0	27	0	9	6	1	1	0	1	0	1	1	0	1	1	1	1
DK/NA	**2**	**0**	**0**	**7**	**0**	**0**	**5**	**38**	**0**	**1**	**0**	**4**	**0**	**1**	**0**	**1**	**1**	**2**	**1**	**2**
DK/NA	2	0	0	7	0	0	5	38	0	1	0	4	0	1	0	1	1	2	1	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 73: Q10D. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (PUBLIC HEALTH) Parks and natural areas provide spaces where families and children can safely walk, run, and bicycle - improving the physical health of residents, reducing obesity, and reducing health care costs.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
TOTAL MORE FAVORABLE	**78%**	**82%**	**79%**	**81%**	**82%**	**75%**	**80%**	**74%**	**77%**	**78%**	**81%**	**75%**	**82%**	**82%**	**74%**	**75%**	**76%**	**77%**	**79%**	**77%**	**77%**	**76%**
Much more favorable	48	41	49	42	52	46	45	44	46	49	52	45	51	48	41	44	47	53	49	47	44	49
Somewhat more favorable	30	41	30	39	30	29	36	30	31	29	30	30	31	34	33	31	29	24	30	30	33	27
NO DIFF/LESS FAV	**20**	**18**	**20**	**19**	**17**	**24**	**18**	**25**	**21**	**20**	**17**	**25**	**16**	**18**	**23**	**23**	**23**	**18**	**19**	**21**	**21**	**21**
No difference	20	18	19	19	16	24	17	25	19	20	17	25	16	18	23	23	22	15	19	20	21	19
Less favorable	1	0	1	0	1	0	1	0	1	0	0	0	0	0	0	0	1	3	0	1	0	2
DK/NA	**2**	**0**	**1**	**0**	**1**	**1**	**1**	**1**	**2**	**1**	**2**	**0**	**2**	**0**	**3**	**2**	**1**	**5**	**1**	**2**	**2**	**3**
DK/NA	2	0	1	0	1	1	1	1	2	1	2	0	2	0	3	2	1	5	1	2	2	3

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
TOTAL MORE FAVORABLE	**78%**	**81%**	**75%**	**78%**	**78%**	**83%**	**79%**	**61%**	**86%**	**82%**	**74%**	**86%**	**71%**	**57%**	**84%**	**83%**	**82%**	**76%**	**58%**	**65%**
Much more favorable	48	46	47	53	47	50	55	32	51	49	48	64	44	27	48	52	59	51	28	37
Somewhat more favorable	30	35	28	26	32	34	24	29	35	33	25	22	27	30	36	31	23	25	30	28
NO DIFF/LESS FAV	**20**	**17**	**23**	**22**	**19**	**15**	**18**	**37**	**14**	**16**	**23**	**12**	**29**	**40**	**15**	**16**	**15**	**21**	**38**	**35**
No difference	20	17	21	22	19	15	18	35	14	16	23	12	29	37	14	16	15	21	35	35
Less favorable	1	0	2	0	0	0	0	2	0	1	0	0	0	3	1	0	0	0	4	0
DK/NA	**2**	**2**	**2**	**0**	**2**	**1**	**3**	**2**	**0**	**2**	**3**	**3**	**0**	**3**	**1**	**1**	**3**	**3**	**4**	**0**
DK/NA	2	2	2	0	2	1	3	2	0	2	3	3	0	3	1	1	3	3	4	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 73: Q10D. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (PUBLIC HEALTH) Parks and natural areas provide spaces where families and children can safely walk, run, and bicycle - improving the physical health of residents, reducing obesity, and reducing health care costs.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
TOTAL MORE FAVORABLE	**78%**	**81%**	**84%**	**77%**	**77%**	**78%**	**76%**	**70%**	**68%**	**79%**	**85%**	**84%**	**77%**	**76%**	**72%**	**75%**	**83%**	**82%**
Much more favorable	48	44	53	47	48	49	43	45	38	48	51	53	48	50	40	50	45	54
Somewhat more favorable	30	37	31	30	29	29	33	25	31	31	34	31	30	26	31	26	38	29
NO DIFF/LESS FAV	**20**	**19**	**16**	**21**	**22**	**20**	**22**	**27**	**32**	**19**	**9**	**14**	**21**	**22**	**27**	**22**	**14**	**17**
No difference	20	19	16	19	22	19	22	27	32	18	9	14	20	21	27	22	13	16
Less favorable	1	0	0	2	0	1	1	0	0	1	0	0	1	1	0	0	1	1
DK/NA	**2**	**0**	**0**	**2**	**1**	**2**	**1**	**3**	**0**	**2**	**6**	**2**	**1**	**2**	**2**	**2**	**2**	**1**
DK/NA	2	0	0	2	1	2	1	3	0	2	6	2	1	2	2	2	2	1

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
TOTAL MORE FAVORABLE	**78%**	**78%**	**77%**	**77%**	**78%**	**75%**	**72%**	**86%**	**52%**	**80%**	**82%**	**83%**	**82%**	**83%**	**83%**	**85%**	**60%**	**49%**	**74%**	**83%**
Much more favorable	48	47	46	46	47	47	46	60	29	47	44	46	47	50	50	53	35	21	48	53
Somewhat more favorable	30	31	31	31	31	27	27	26	23	33	38	37	35	32	33	32	25	28	26	30
NO DIFF/LESS FAV	**20**	**20**	**21**	**21**	**20**	**23**	**24**	**13**	**43**	**19**	**17**	**17**	**17**	**17**	**16**	**13**	**37**	**48**	**24**	**15**
No difference	20	19	20	20	19	21	22	13	40	18	17	17	17	17	16	12	34	45	24	15
Less favorable	1	1	1	1	1	1	2	0	3	0	0	0	0	0	0	1	3	3	0	0
DK/NA	**2**	**2**	**2**	**2**	**2**	**3**	**4**	**1**	**5**	**2**	**1**	**0**	**1**	**0**	**1**	**1**	**3**	**3**	**3**	**1**
DK/NA	2	2	2	2	2	3	4	1	5	2	1	0	1	0	1	1	3	3	3	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 74: Q10E. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (PROTECTING WETLANDS) In coastal areas like Sonoma, wetlands are the first line of defense to slow down and absorb storm surges. The District's investments protect communities - both from catastrophic storms and the billions of dollars in damage they cause.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
TOTAL MORE FAVORABLE	**80%**	**88%**	**75%**	**79%**	**81%**	**79%**	**86%**	**79%**	**42%**	**77%**	**82%**	**59%**	**79%**	**85%**	**79%**	**61%**	**57%**	**83%**	**59%**	**51%**
Much more favorable	47	54	43	48	43	45	60	43	18	30	52	24	40	59	37	41	6	50	26	19
Somewhat more favorable	33	34	32	31	38	33	26	36	24	47	30	35	38	26	42	20	51	33	33	32
NO DIFF/LESS FAV	**18**	**10**	**22**	**19**	**18**	**14**	**12**	**19**	**58**	**23**	**15**	**41**	**18**	**11**	**21**	**35**	**38**	**16**	**37**	**33**
No difference	17	10	20	18	15	13	12	18	44	18	15	31	18	11	20	32	27	15	30	33
Less favorable	1	0	2	0	3	1	0	1	14	5	1	10	0	0	1	4	11	1	7	0
DK/NA	**2**	**2**	**3**	**2**	**1**	**7**	**3**	**2**	**0**	**0**	**2**	**0**	**3**	**3**	**0**	**4**	**5**	**2**	**4**	**16**
DK/NA	2	2	3	2	1	7	3	2	0	0	2	0	3	3	0	4	5	2	4	16

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
TOTAL MORE FAVORABLE	**80%**	**89%**	**76%**	**49%**	**13%**	**84%**	**38%**	**32%**	**86%**	**87%**	**70%**	**68%**	**81%**	**80%**	**84%**	**87%**	**77%**	**74%**	**86%**	**76%**
Much more favorable	47	64	28	19	0	49	13	20	56	49	41	32	47	47	49	48	53	37	49	46
Somewhat more favorable	33	25	47	31	13	34	25	13	29	37	29	36	35	32	35	38	24	36	37	29
NO DIFF/LESS FAV	**18**	**10**	**23**	**51**	**87**	**15**	**62**	**30**	**14**	**12**	**27**	**28**	**18**	**18**	**13**	**12**	**20**	**25**	**13**	**22**
No difference	17	10	22	37	59	15	44	30	13	11	25	26	17	17	13	11	18	24	12	20
Less favorable	1	0	1	14	27	0	18	0	1	1	2	2	1	1	0	1	1	2	1	2
DK/NA	**2**	**1**	**1**	**0**	**0**	**1**	**0**	**37**	**1**	**1**	**3**	**4**	**1**	**2**	**3**	**1**	**3**	**1**	**1**	**2**
DK/NA	2	1	1	0	0	1	0	37	1	1	3	4	1	2	3	1	3	1	1	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 74: Q10E. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (PROTECTING WETLANDS) In coastal areas like Sonoma, wetlands are the first line of defense to slow down and absorb storm surges. The District's investments protect communities - both from catastrophic storms and the billions of dollars in damage they cause.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
TOTAL MORE FAVORABLE	**80%**	**82%**	**80%**	**83%**	**82%**	**77%**	**83%**	**80%**	**77%**	**82%**	**85%**	**86%**	**83%**	**71%**	**81%**	**74%**	**77%**	**76%**	**85%**	**76%**	**76%**	**76%**
Much more favorable	47	37	48	41	55	42	51	45	42	51	54	40	55	49	54	27	47	48	50	45	42	47
Somewhat more favorable	33	45	32	42	26	36	32	35	35	31	31	46	27	22	28	47	30	28	35	31	34	29
NO DIFF/LESS FAV	**18**	**16**	**18**	**15**	**18**	**18**	**14**	**19**	**19**	**17**	**13**	**14**	**14**	**29**	**15**	**24**	**22**	**16**	**14**	**21**	**22**	**20**
No difference	17	16	16	15	18	17	12	19	17	17	13	14	14	26	15	22	20	15	14	19	20	18
Less favorable	1	0	1	0	0	1	3	0	2	0	0	0	0	3	0	2	2	1	0	2	2	2
DK/NA	**2**	**2**	**2**	**1**	**1**	**5**	**3**	**1**	**3**	**2**	**2**	**0**	**3**	**0**	**3**	**2**	**1**	**8**	**2**	**3**	**2**	**4**
DK/NA	2	2	2	1	1	5	3	1	3	2	2	0	3	0	3	2	1	8	2	3	2	4

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
TOTAL MORE FAVORABLE	**80%**	**83%**	**73%**	**86%**	**78%**	**83%**	**83%**	**67%**	**85%**	**81%**	**88%**	**77%**	**77%**	**63%**	**83%**	**82%**	**81%**	**86%**	**61%**	**74%**
Much more favorable	47	47	39	52	50	50	52	29	49	51	54	51	41	24	46	54	46	60	31	25
Somewhat more favorable	33	37	34	34	29	32	31	38	36	30	34	27	36	39	38	28	35	26	30	49
NO DIFF/LESS FAV	**18**	**15**	**22**	**13**	**20**	**15**	**15**	**30**	**13**	**16**	**11**	**20**	**23**	**33**	**13**	**17**	**18**	**11**	**33**	**26**
No difference	17	15	18	13	20	15	15	25	13	16	11	20	23	26	12	17	18	11	25	26
Less favorable	1	0	4	0	0	0	0	5	0	1	0	0	0	6	1	0	0	0	8	0
DK/NA	**2**	**2**	**4**	**1**	**2**	**2**	**2**	**3**	**2**	**2**	**1**	**3**	**0**	**4**	**4**	**1**	**1**	**3**	**6**	**0**
DK/NA	2	2	4	1	2	2	2	3	2	2	1	3	0	4	4	1	1	3	6	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 74: Q10E. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (PROTECTING WETLANDS) In coastal areas like Sonoma, wetlands are the first line of defense to slow down and absorb storm surges. The District's investments protect communities - both from catastrophic storms and the billions of dollars in damage they cause.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
TOTAL MORE FAVORABLE	**80%**	**76%**	**85%**	**78%**	**81%**	**80%**	**79%**	**77%**	**78%**	**79%**	**81%**	**85%**	**79%**	**81%**	**82%**	**75%**	**79%**	**81%**
Much more favorable	47	47	46	41	53	49	42	42	39	47	62	49	47	47	44	47	46	50
Somewhat more favorable	33	29	39	37	28	31	37	35	39	32	19	36	32	35	38	28	32	31
NO DIFF/LESS FAV	**18**	**22**	**15**	**18**	**18**	**18**	**19**	**20**	**22**	**18**	**19**	**15**	**18**	**13**	**16**	**23**	**19**	**19**
No difference	17	20	15	16	18	17	17	17	22	17	19	15	16	11	15	23	19	17
Less favorable	1	2	0	2	0	1	2	2	0	1	0	0	2	2	1	0	0	2
DK/NA	**2**	**2**	**0**	**3**	**1**	**3**	**2**	**3**	**0**	**3**	**0**	**0**	**3**	**6**	**2**	**2**	**2**	**0**
DK/NA	2	2	0	3	1	3	2	3	0	3	0	0	3	6	2	2	2	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
TOTAL MORE FAVORABLE	**80%**	**80%**	**78%**	**77%**	**78%**	**75%**	**71%**	**87%**	**57%**	**81%**	**79%**	**80%**	**82%**	**83%**	**82%**	**84%**	**68%**	**55%**	**81%**	**83%**
Much more favorable	47	47	45	45	46	45	45	67	28	43	42	41	46	47	55	47	32	24	51	43
Somewhat more favorable	33	33	32	31	32	29	26	19	29	39	37	40	35	37	27	36	36	31	31	39
NO DIFF/LESS FAV	**18**	**18**	**20**	**20**	**19**	**22**	**24**	**11**	**40**	**16**	**19**	**19**	**16**	**16**	**15**	**15**	**26**	**42**	**16**	**16**
No difference	17	17	18	19	18	20	23	11	32	16	18	18	16	16	15	14	23	34	16	15
Less favorable	1	1	1	2	1	2	2	0	9	0	1	1	1	1	0	1	3	8	0	1
DK/NA	**2**	**2**	**2**	**3**	**3**	**3**	**4**	**3**	**3**	**2**	**2**	**1**	**2**	**0**	**3**	**1**	**6**	**3**	**3**	**1**
DK/NA	2	2	2	3	3	3	4	3	3	2	2	1	2	0	3	1	6	3	3	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 75: Q10F. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (WILDLIFE) By restoring and protecting natural areas the Sonoma County Agricultural and Open Space District is protecting wildlife habitats and Sonoma's unique biodiversity.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
TOTAL MORE FAVORABLE	**81%**	**87%**	**77%**	**83%**	**75%**	**77%**	**89%**	**81%**	**50%**	**33%**	**85%**	**42%**	**80%**	**88%**	**80%**	**49%**	**30%**	**85%**	**41%**	**72%**
Much more favorable	47	51	44	50	41	40	64	45	0	5	55	3	38	60	38	14	6	51	10	33
Somewhat more favorable	34	36	33	33	34	37	25	36	50	28	30	39	41	29	42	35	24	34	31	39
NO DIFF/LESS FAV	**18**	**12**	**20**	**15**	**23**	**22**	**10**	**16**	**50**	**60**	**13**	**55**	**19**	**10**	**19**	**39**	**59**	**14**	**48**	**28**
No difference	17	12	20	14	22	22	10	16	50	55	13	52	19	10	19	39	54	14	46	28
Less favorable	0	0	1	0	1	0	0	1	0	5	0	3	0	0	1	0	5	0	2	0
DK/NA	**2**	**1**	**3**	**2**	**2**	**2**	**1**	**3**	**0**	**7**	**2**	**3**	**1**	**1**	**1**	**12**	**11**	**1**	**12**	**0**
DK/NA	2	1	3	2	2	2	1	3	0	7	2	3	1	1	1	12	11	1	12	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
TOTAL MORE FAVORABLE	**81%**	**90%**	**78%**	**21%**	**0%**	**85%**	**14%**	**50%**	**83%**	**90%**	**81%**	**57%**	**78%**	**82%**	**81%**	**81%**	**85%**	**74%**	**81%**	**80%**
Much more favorable	47	64	29	0	0	50	0	24	51	52	44	32	44	48	36	49	55	43	44	50
Somewhat more favorable	34	26	49	21	0	35	14	25	32	38	37	25	33	34	45	32	30	31	37	30
NO DIFF/LESS FAV	**18**	**10**	**21**	**79**	**83**	**14**	**80**	**20**	**15**	**9**	**19**	**41**	**22**	**16**	**18**	**19**	**14**	**23**	**19**	**18**
No difference	17	10	21	79	56	14	72	20	15	8	19	41	22	16	18	19	13	22	19	17
Less favorable	0	0	0	0	27	0	9	0	1	1	0	0	0	1	0	0	1	1	0	1
DK/NA	**2**	**0**	**1**	**0**	**17**	**1**	**5**	**31**	**1**	**1**	**0**	**3**	**0**	**2**	**1**	**0**	**1**	**3**	**0**	**2**
DK/NA	2	0	1	0	17	1	5	31	1	1	0	3	0	2	1	0	1	3	0	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 75: Q10F. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (WILDLIFE) By restoring and protecting natural areas the Sonoma County Agricultural and Open Space District is protecting wildlife habitats and Sonoma's unique biodiversity.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
TOTAL MORE FAVORABLE	**81%**	**80%**	**81%**	**83%**	**82%**	**89%**	**80%**	**79%**	**77%**	**84%**	**93%**	**78%**	**76%**	**89%**	**69%**	**79%**	**76%**	**86%**	**82%**	**79%**	**78%**	**80%**
Much more favorable	47	39	47	46	52	53	40	41	40	53	48	40	54	47	41	41	47	54	47	46	43	50
Somewhat more favorable	34	41	34	37	30	36	39	38	37	31	45	38	22	42	28	38	29	32	35	33	35	30
NO DIFF/LESS FAV	**18**	**20**	**17**	**16**	**17**	**11**	**18**	**21**	**21**	**14**	**7**	**22**	**23**	**11**	**28**	**19**	**20**	**11**	**17**	**18**	**20**	**16**
No difference	17	20	17	16	17	11	17	21	20	14	7	22	23	11	28	19	19	9	17	17	20	15
Less favorable	0	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0	1	1	0	1	0	1
DK/NA	**2**	**0**	**1**	**1**	**1**	**0**	**3**	**0**	**2**	**2**	**0**	**0**	**2**	**0**	**3**	**2**	**4**	**3**	**0**	**3**	**2**	**4**
DK/NA	2	0	1	1	1	0	3	0	2	2	0	0	2	0	3	2	4	3	0	3	2	4

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
TOTAL MORE FAVORABLE	**81%**	**78%**	**75%**	**86%**	**83%**	**83%**	**84%**	**68%**	**85%**	**82%**	**83%**	**86%**	**70%**	**67%**	**81%**	**85%**	**84%**	**85%**	**59%**	**80%**
Much more favorable	47	42	38	52	54	52	53	24	53	51	46	62	28	22	48	55	45	62	18	32
Somewhat more favorable	34	36	37	35	29	31	31	44	32	31	37	24	42	45	34	30	39	23	41	48
NO DIFF/LESS FAV	**18**	**21**	**22**	**14**	**15**	**14**	**14**	**31**	**15**	**14**	**15**	**12**	**30**	**32**	**16**	**14**	**15**	**12**	**40**	**20**
No difference	17	21	20	14	15	14	14	30	15	14	15	12	30	30	15	14	15	12	38	20
Less favorable	0	0	1	0	0	0	0	1	0	1	0	0	0	1	1	0	0	0	2	0
DK/NA	**2**	**1**	**3**	**0**	**3**	**2**	**2**	**1**	**0**	**3**	**1**	**3**	**0**	**1**	**3**	**1**	**1**	**3**	**2**	**0**
DK/NA	2	1	3	0	3	2	2	1	0	3	1	3	0	1	3	1	1	3	2	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 75: Q10F. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (WILDLIFE) By restoring and protecting natural areas the Sonoma County Agricultural and Open Space District is protecting wildlife habitats and Sonoma's unique biodiversity.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
TOTAL MORE FAVORABLE	**81%**	**68%**	**86%**	**80%**	**84%**	**79%**	**85%**	**73%**	**78%**	**77%**	**87%**	**92%**	**83%**	**83%**	**73%**	**79%**	**86%**	**81%**
Much more favorable	47	39	49	40	55	49	40	33	35	49	43	50	51	55	33	46	50	49
Somewhat more favorable	34	29	37	39	29	29	45	40	43	27	44	42	32	27	40	34	36	33
NO DIFF/LESS FAV	**18**	**32**	**14**	**18**	**15**	**20**	**12**	**20**	**22**	**21**	**13**	**8**	**16**	**15**	**23**	**18**	**14**	**17**
No difference	17	32	14	17	15	19	12	20	22	21	13	8	16	14	23	18	14	16
Less favorable	0	0	0	1	0	0	1	0	0	1	0	0	1	1	0	0	0	1
DK/NA	**2**	**0**	**0**	**2**	**1**	**2**	**2**	**7**	**0**	**2**	**0**	**0**	**1**	**2**	**4**	**2**	**0**	**1**
DK/NA	2	0	0	2	1	2	2	7	0	2	0	0	1	2	4	2	0	1

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
TOTAL MORE FAVORABLE	**81%**	**81%**	**80%**	**79%**	**79%**	**77%**	**74%**	**90%**	**45%**	**84%**	**79%**	**80%**	**80%**	**82%**	**84%**	**80%**	**61%**	**60%**	**83%**	**86%**
Much more favorable	47	47	48	48	49	48	45	71	9	45	35	35	41	43	55	44	28	21	53	45
Somewhat more favorable	34	34	32	31	30	29	29	20	36	39	43	45	39	39	29	36	32	39	30	41
NO DIFF/LESS FAV	**18**	**17**	**18**	**19**	**19**	**20**	**23**	**10**	**47**	**15**	**21**	**19**	**19**	**18**	**13**	**19**	**39**	**37**	**14**	**13**
No difference	17	17	18	19	18	20	22	10	44	15	21	19	19	18	13	17	39	34	14	13
Less favorable	0	0	0	1	1	1	1	0	3	0	0	0	0	0	0	1	0	3	0	0
DK/NA	**2**	**2**	**2**	**2**	**2**	**2**	**3**	**0**	**8**	**1**	**0**	**1**	**1**	**1**	**2**	**1**	**0**	**3**	**3**	**1**
DK/NA	2	2	2	2	2	2	3	0	8	1	0	1	1	1	2	1	0	3	3	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 76: Q10G. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (AGRICULTURAL LANDS) The Sonoma County Agricultural Preservation and Open Space District preserves Sonoma's agricultural lands - including farms, ranches, dairies, vineyards, orchards and timberlands - all major contributors to our local economy.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
TOTAL MORE FAVORABLE	**79%**	**82%**	**77%**	**82%**	**67%**	**84%**	**82%**	**79%**	**65%**	**82%**	**81%**	**69%**	**77%**	**86%**	**77%**	**58%**	**44%**	**82%**	**53%**	**41%**
Much more favorable	40	40	39	40	35	47	54	32	34	25	44	32	32	51	29	21	6	42	16	19
Somewhat more favorable	39	42	37	42	32	37	27	47	31	57	37	37	45	34	48	37	38	40	38	21
NO DIFF/LESS FAV	**19**	**18**	**21**	**16**	**33**	**13**	**17**	**20**	**35**	**18**	**19**	**31**	**19**	**13**	**22**	**42**	**56**	**16**	**47**	**43**
No difference	19	18	19	15	33	13	17	20	35	18	18	31	17	12	21	42	56	16	47	43
Less favorable	1	0	1	1	0	0	0	0	0	0	0	0	2	1	1	0	0	1	0	0
DK/NA	**2**	**0**	**3**	**2**	**0**	**3**	**1**	**1**	**0**	**0**	**1**	**0**	**4**	**2**	**2**	**0**	**0**	**2**	**0**	**16**
DK/NA	2	0	3	2	0	3	1	1	0	0	1	0	4	2	2	0	0	2	0	16

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
TOTAL MORE FAVORABLE	**79%**	**88%**	**71%**	**26%**	**47%**	**81%**	**38%**	**40%**	**79%**	**77%**	**78%**	**83%**	**76%**	**80%**	**86%**	**76%**	**78%**	**80%**	**79%**	**79%**
Much more favorable	40	56	20	0	9	42	5	12	46	42	30	38	39	40	46	37	39	43	40	41
Somewhat more favorable	39	32	51	26	38	40	33	28	34	36	48	45	37	40	40	39	40	37	39	38
NO DIFF/LESS FAV	**19**	**11**	**26**	**74**	**53**	**17**	**62**	**39**	**19**	**22**	**20**	**14**	**23**	**18**	**9**	**22**	**21**	**19**	**17**	**20**
No difference	19	11	25	74	53	16	62	39	17	22	20	12	23	17	9	21	21	19	17	20
Less favorable	1	1	1	0	0	1	0	0	1	0	0	2	0	1	0	1	0	1	1	0
DK/NA	**2**	**0**	**3**	**0**	**0**	**1**	**0**	**21**	**2**	**1**	**2**	**3**	**2**	**2**	**5**	**2**	**1**	**1**	**3**	**1**
DK/NA	2	0	3	0	0	1	0	21	2	1	2	3	2	2	5	2	1	1	3	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 76: Q10G. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (AGRICULTURAL LANDS) The Sonoma County Agricultural Preservation and Open Space District preserves Sonoma's agricultural lands - including farms, ranches, dairies, vineyards, orchards and timberlands - all major contributors to our local economy.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
TOTAL MORE FAVORABLE	**79%**	**85%**	**80%**	**85%**	**78%**	**74%**	**86%**	**78%**	**77%**	**81%**	**90%**	**67%**	**77%**	**83%**	**72%**	**78%**	**80%**	**83%**	**78%**	**79%**	**77%**	**81%**
Much more favorable	40	41	41	38	41	38	42	41	35	44	41	34	35	32	39	40	49	43	36	42	37	46
Somewhat more favorable	39	44	39	47	36	35	44	37	42	37	49	34	42	50	33	39	31	39	42	37	40	35
NO DIFF/LESS FAV	**19**	**12**	**18**	**13**	**20**	**26**	**14**	**20**	**22**	**17**	**10**	**30**	**23**	**17**	**24**	**22**	**20**	**10**	**21**	**18**	**21**	**15**
No difference	19	12	18	13	19	25	14	19	22	15	10	30	23	17	22	22	17	10	21	17	20	14
Less favorable	1	0	1	0	0	1	0	2	0	1	0	0	0	0	3	0	2	0	0	1	1	1
DK/NA	**2**	**3**	**2**	**3**	**3**	**0**	**0**	**2**	**1**	**3**	**0**	**3**	**0**	**0**	**4**	**0**	**0**	**7**	**1**	**2**	**1**	**3**
DK/NA	2	3	2	3	3	0	0	2	1	3	0	3	0	0	4	0	0	7	1	2	1	3

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
TOTAL MORE FAVORABLE	**79%**	**78%**	**76%**	**78%**	**82%**	**79%**	**83%**	**71%**	**80%**	**79%**	**84%**	**82%**	**56%**	**77%**	**76%**	**82%**	**84%**	**83%**	**69%**	**73%**
Much more favorable	40	33	38	42	45	39	41	38	35	42	40	42	32	41	33	44	40	43	32	44
Somewhat more favorable	39	45	38	36	37	40	42	33	45	37	44	40	25	36	42	38	44	40	37	29
NO DIFF/LESS FAV	**19**	**22**	**23**	**19**	**16**	**18**	**16**	**27**	**18**	**18**	**16**	**16**	**44**	**20**	**23**	**15**	**16**	**15**	**31**	**23**
No difference	19	22	23	19	14	17	16	26	18	17	16	16	44	18	23	14	16	15	31	21
Less favorable	1	0	0	0	2	1	0	1	0	1	0	0	0	2	0	1	0	0	0	2
DK/NA	**2**	**0**	**2**	**2**	**3**	**2**	**1**	**2**	**2**	**2**	**0**	**2**	**0**	**3**	**2**	**3**	**0**	**2**	**0**	**3**
DK/NA	2	0	2	2	3	2	1	2	2	2	0	2	0	3	2	3	0	2	0	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 76: Q10G. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (AGRICULTURAL LANDS) The Sonoma County Agricultural Preservation and Open Space District preserves Sonoma's agricultural lands - including farms, ranches, dairies, vineyards, orchards and timberlands - all major contributors to our local economy.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
TOTAL MORE FAVORABLE	**79%**	**78%**	**74%**	**76%**	**83%**	**80%**	**77%**	**85%**	**73%**	**78%**	**86%**	**76%**	**78%**	**78%**	**81%**	**78%**	**84%**	**74%**
Much more favorable	40	35	42	35	45	37	45	47	46	37	28	28	43	43	45	48	30	32
Somewhat more favorable	39	42	32	41	38	42	31	38	27	42	59	49	35	34	36	30	54	42
NO DIFF/LESS FAV	**19**	**22**	**23**	**23**	**14**	**19**	**21**	**12**	**23**	**18**	**14**	**24**	**22**	**20**	**16**	**19**	**16**	**26**
No difference	19	22	23	23	13	18	21	12	23	18	14	24	19	19	15	19	16	26
Less favorable	1	0	0	0	2	1	0	0	0	0	0	0	2	1	1	0	0	1
DK/NA	**2**	**0**	**3**	**1**	**3**	**2**	**2**	**2**	**4**	**3**	**0**	**0**	**0**	**3**	**3**	**3**	**0**	**0**
DK/NA	2	0	3	1	3	2	2	2	4	3	0	0	0	3	3	3	0	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
TOTAL MORE FAVORABLE	**79%**	**79%**	**77%**	**76%**	**76%**	**76%**	**79%**	**87%**	**67%**	**78%**	**85%**	**81%**	**85%**	**82%**	**82%**	**77%**	**72%**	**72%**	**85%**	**75%**
Much more favorable	40	40	38	39	40	40	45	64	26	33	37	36	39	38	41	45	54	33	45	28
Somewhat more favorable	39	39	39	37	37	36	35	23	41	45	48	45	46	44	42	32	18	39	41	47
NO DIFF/LESS FAV	**19**	**20**	**21**	**22**	**22**	**22**	**18**	**12**	**33**	**19**	**12**	**16**	**13**	**16**	**14**	**22**	**28**	**22**	**13**	**25**
No difference	19	19	20	21	21	21	17	12	33	19	10	15	11	15	13	22	25	22	13	25
Less favorable	1	1	1	1	1	1	1	1	0	1	2	2	1	1	2	0	3	0	0	0
DK/NA	**2**	**2**	**2**	**2**	**2**	**2**	**2**	**1**	**0**	**2**	**3**	**2**	**3**	**2**	**3**	**1**	**0**	**6**	**1**	**0**
DK/NA	2	2	2	2	2	2	2	1	0	2	3	2	3	2	3	1	0	6	1	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 77: Q10H. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (ACCOMPLISHMENTS) Since its creation in 1990, the Sonoma County Agricultural Preservation and Open Space District has made 12 thousand acres of open space land available to the public, has expanded parks by eight thousand acres, and has protected over 110 thousand acres in total, to benefit people and wildlife in Sonoma.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
TOTAL MORE FAVORABLE	**85%**	**93%**	**80%**	**91%**	**69%**	**83%**	**89%**	**84%**	**76%**	**43%**	**87%**	**69%**	**84%**	**92%**	**84%**	**69%**	**45%**	**88%**	**60%**	**35%**
Much more favorable	53	58	50	59	36	49	67	44	25	25	56	25	52	66	41	29	17	56	24	35
Somewhat more favorable	32	34	30	31	33	34	23	40	51	18	31	44	32	26	43	40	29	33	36	0
NO DIFF/LESS FAV	**14**	**7**	**19**	**9**	**30**	**15**	**11**	**15**	**24**	**57**	**12**	**31**	**14**	**8**	**15**	**31**	**55**	**11**	**40**	**56**
No difference	14	7	19	8	30	15	11	15	24	57	12	31	13	8	15	31	55	11	40	56
Less favorable	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0
DK/NA	**1**	**1**	**1**	**1**	**1**	**2**	**0**	**1**	**0**	**0**	**1**	**0**	**2**	**0**	**1**	**0**	**0**	**1**	**0**	**8**
DK/NA	1	1	1	1	1	2	0	1	0	0	1	0	2	0	1	0	0	1	0	8

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
TOTAL MORE FAVORABLE	**85%**	**92%**	**81%**	**66%**	**25%**	**88%**	**43%**	**46%**	**85%**	**90%**	**83%**	**74%**	**83%**	**85%**	**79%**	**79%**	**93%**	**85%**	**79%**	**90%**
Much more favorable	53	71	31	0	25	55	14	35	65	52	47	35	49	54	52	50	56	56	51	56
Somewhat more favorable	32	21	50	66	0	33	28	11	20	37	35	39	34	31	27	29	38	29	28	34
NO DIFF/LESS FAV	**14**	**8**	**18**	**34**	**75**	**12**	**57**	**44**	**14**	**10**	**17**	**22**	**17**	**13**	**18**	**20**	**6**	**15**	**19**	**10**
No difference	14	8	17	34	75	11	57	44	14	10	17	20	17	13	18	19	6	15	19	10
Less favorable	0	0	1	0	0	0	0	0	0	0	0	2	0	0	0	1	0	0	1	0
DK/NA	**1**	**0**	**2**	**0**	**0**	**1**	**0**	**11**	**1**	**0**	**0**	**4**	**0**	**1**	**3**	**1**	**0**	**0**	**2**	**0**
DK/NA	1	0	2	0	0	1	0	11	1	0	0	4	0	1	3	1	0	0	2	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 77: Q10H. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (ACCOMPLISHMENTS) Since its creation in 1990, the Sonoma County Agricultural Preservation and Open Space District has made 12 thousand acres of open space land available to the public, has expanded parks by eight thousand acres, and has protected over 110 thousand acres in total, to benefit people and wildlife in Sonoma.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
TOTAL MORE FAVORABLE	**85%**	**80%**	**87%**	**80%**	**84%**	**84%**	**81%**	**88%**	**83%**	**87%**	**94%**	**77%**	**91%**	**88%**	**61%**	**83%**	**92%**	**88%**	**87%**	**83%**	**77%**	**90%**
Much more favorable	53	52	54	55	55	53	44	56	50	56	53	49	46	68	44	51	63	52	49	55	53	58
Somewhat more favorable	32	28	33	25	29	30	36	33	33	31	41	28	45	20	17	32	29	36	38	28	24	32
NO DIFF/LESS FAV	**14**	**20**	**12**	**20**	**16**	**15**	**19**	**11**	**16**	**12**	**6**	**23**	**9**	**12**	**39**	**17**	**7**	**7**	**13**	**15**	**23**	**7**
No difference	14	20	12	20	16	14	19	11	16	12	6	23	9	12	39	17	6	7	13	15	23	6
Less favorable	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1
DK/NA	**1**	**0**	**1**	**0**	**0**	**1**	**0**	**1**	**1**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**5**	**0**	**1**	**0**	**3**
DK/NA	1	0	1	0	0	1	0	1	1	1	0	0	0	0	0	0	1	5	0	1	0	3

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
TOTAL MORE FAVORABLE	**85%**	**86%**	**80%**	**89%**	**86%**	**89%**	**85%**	**75%**	**89%**	**89%**	**86%**	**84%**	**87%**	**70%**	**88%**	**90%**	**81%**	**90%**	**75%**	**75%**
Much more favorable	53	49	51	51	58	60	51	38	55	62	48	54	31	41	52	66	53	48	39	37
Somewhat more favorable	32	38	29	38	27	29	34	37	33	27	38	30	55	29	36	24	28	42	36	37
NO DIFF/LESS FAV	**14**	**14**	**19**	**11**	**13**	**10**	**15**	**23**	**11**	**10**	**14**	**16**	**13**	**26**	**12**	**10**	**19**	**10**	**22**	**23**
No difference	14	14	19	11	12	10	15	21	11	10	14	16	13	25	12	10	19	10	22	21
Less favorable	0	0	0	0	1	0	0	1	0	0	0	0	0	2	0	0	0	0	0	2
DK/NA	**1**	**0**	**2**	**0**	**1**	**1**	**0**	**2**	**0**	**1**	**0**	**0**	**0**	**3**	**1**	**1**	**0**	**0**	**3**	**2**
DK/NA	1	0	2	0	1	1	0	2	0	1	0	0	0	3	1	1	0	0	3	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 77: Q10H. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (ACCOMPLISHMENTS) Since its creation in 1990, the Sonoma County Agricultural Preservation and Open Space District has made 12 thousand acres of open space land available to the public, has expanded parks by eight thousand acres, and has protected over 110 thousand acres in total, to benefit people and wildlife in Sonoma.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
TOTAL MORE FAVORABLE	**85%**	**86%**	**80%**	**82%**	**89%**	**88%**	**78%**	**89%**	**84%**	**85%**	**88%**	**81%**	**85%**	**89%**	**82%**	**85%**	**87%**	**81%**
Much more favorable	53	48	51	50	58	55	48	56	54	48	44	56	58	55	51	56	51	51
Somewhat more favorable	32	38	29	32	30	33	30	33	31	37	45	25	27	34	31	29	36	30
NO DIFF/LESS FAV	**14**	**14**	**20**	**17**	**10**	**11**	**21**	**9**	**16**	**15**	**12**	**15**	**15**	**10**	**15**	**15**	**13**	**18**
No difference	14	14	20	17	10	11	21	9	16	15	12	15	14	10	14	15	13	18
Less favorable	0	0	0	0	1	0	0	0	0	0	0	0	1	0	1	0	0	0
DK/NA	**1**	**0**	**0**	**1**	**1**	**1**	**1**	**2**	**0**	**1**	**0**	**5**	**0**	**1**	**2**	**0**	**0**	**1**
DK/NA	1	0	0	1	1	1	1	2	0	1	0	5	0	1	2	0	0	1

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
TOTAL MORE FAVORABLE	**85%**	**85%**	**83%**	**84%**	**84%**	**83%**	**84%**	**93%**	**68%**	**85%**	**89%**	**86%**	**89%**	**88%**	**91%**	**87%**	**70%**	**84%**	**90%**	**78%**
Much more favorable	53	53	51	51	52	52	54	75	31	49	53	51	52	56	59	66	37	44	56	41
Somewhat more favorable	32	32	32	33	32	31	30	18	37	36	36	35	36	31	32	21	33	40	33	37
NO DIFF/LESS FAV	**14**	**14**	**16**	**15**	**15**	**16**	**14**	**7**	**32**	**13**	**10**	**13**	**10**	**12**	**8**	**13**	**27**	**16**	**10**	**21**
No difference	14	14	15	14	15	15	13	7	32	13	9	12	9	11	8	13	24	16	10	21
Less favorable	0	0	0	0	0	1	1	0	0	0	1	1	1	1	0	0	3	0	0	0
DK/NA	**1**	**1**	**1**	**1**	**1**	**1**	**2**	**0**	**0**	**1**	**1**	**1**	**1**	**1**	**1**	**0**	**3**	**0**	**0**	**1**
DK/NA	1	1	1	1	1	1	2	0	0	1	1	1	1	1	1	0	3	0	0	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 78: Q10I. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (RECREATION) Parks and open spaces provide safe places for the community to gather and explore the outdoors. The District ensures that Sonoma County residents have access to well-maintained and beautiful recreation areas.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
TOTAL MORE FAVORABLE	**84%**	**91%**	**80%**	**89%**	**71%**	**84%**	**87%**	**81%**	**68%**	**82%**	**84%**	**71%**	**88%**	**90%**	**82%**	**64%**	**63%**	**87%**	**64%**	**60%**
Much more favorable	52	54	50	56	34	59	57	45	29	25	52	28	57	63	45	13	6	56	11	36
Somewhat more favorable	33	37	30	33	38	25	29	36	39	57	33	43	31	27	37	50	57	31	53	24
NO DIFF/LESS FAV	**14**	**8**	**18**	**10**	**29**	**14**	**12**	**17**	**32**	**18**	**14**	**29**	**11**	**9**	**17**	**30**	**37**	**12**	**33**	**40**
No difference	14	8	18	10	29	14	12	17	32	18	14	29	11	9	17	30	37	12	33	40
DK/NA	**1**	**1**	**1**	**2**	**0**	**1**	**1**	**2**	**0**	**0**	**1**	**0**	**1**	**1**	**1**	**6**	**0**	**1**	**4**	**0**
DK/NA	1	1	1	2	0	1	1	2	0	0	1	0	1	1	1	6	0	1	4	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
TOTAL MORE FAVORABLE	**84%**	**91%**	**79%**	**58%**	**47%**	**86%**	**52%**	**61%**	**85%**	**89%**	**79%**	**79%**	**79%**	**86%**	**88%**	**82%**	**85%**	**82%**	**84%**	**84%**
Much more favorable	52	67	34	9	25	54	18	25	64	57	33	40	52	52	48	53	52	52	51	52
Somewhat more favorable	33	24	45	49	22	33	34	36	21	32	45	39	28	34	41	29	33	30	33	32
NO DIFF/LESS FAV	**14**	**8**	**19**	**42**	**53**	**12**	**48**	**39**	**13**	**11**	**20**	**19**	**21**	**13**	**12**	**16**	**14**	**15**	**14**	**15**
No difference	14	8	19	42	53	12	48	39	13	11	20	19	21	13	12	16	14	15	14	15
DK/NA	**1**	**1**	**2**	**0**	**0**	**1**	**0**	**0**	**2**	**0**	**1**	**2**	**0**	**2**	**0**	**2**	**1**	**2**	**1**	**1**
DK/NA	1	1	2	0	0	1	0	0	2	0	1	2	0	2	0	2	1	2	1	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 78: Q10I. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (RECREATION) Parks and open spaces provide safe places for the community to gather and explore the outdoors. The District ensures that Sonoma County residents have access to well-maintained and beautiful recreation areas.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
TOTAL MORE FAVORABLE	**84%**	**89%**	**85%**	**90%**	**83%**	**84%**	**78%**	**90%**	**84%**	**85%**	**96%**	**80%**	**89%**	**82%**	**69%**	**84%**	**88%**	**83%**	**88%**	**82%**	**78%**	**86%**
Much more favorable	52	61	52	56	53	49	42	60	47	56	57	50	43	58	43	41	65	51	50	53	47	59
Somewhat more favorable	33	28	33	34	30	35	36	30	37	29	39	29	45	24	26	42	23	32	38	29	31	27
NO DIFF/LESS FAV	**14**	**11**	**14**	**10**	**15**	**15**	**20**	**10**	**14**	**15**	**4**	**20**	**11**	**18**	**31**	**11**	**10**	**14**	**12**	**16**	**20**	**12**
No difference	14	11	14	10	15	15	20	10	14	15	4	20	11	18	31	11	10	14	12	16	20	12
DK/NA	**1**	**0**	**2**	**0**	**2**	**1**	**2**	**0**	**2**	**0**	**0**	**0**	**0**	**0**	**0**	**5**	**1**	**3**	**0**	**2**	**2**	**2**
DK/NA	1	0	2	0	2	1	2	0	2	0	0	0	0	0	0	5	1	3	0	2	2	2

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
TOTAL MORE FAVORABLE	**84%**	**87%**	**81%**	**89%**	**83%**	**87%**	**88%**	**72%**	**90%**	**86%**	**90%**	**86%**	**77%**	**71%**	**86%**	**89%**	**88%**	**88%**	**74%**	**71%**
Much more favorable	52	45	50	59	55	56	49	43	58	55	47	51	32	47	51	61	45	55	42	44
Somewhat more favorable	33	42	31	31	28	31	39	29	32	30	43	34	45	23	35	28	43	34	32	27
NO DIFF/LESS FAV	**14**	**13**	**15**	**11**	**17**	**11**	**12**	**26**	**10**	**11**	**10**	**14**	**23**	**28**	**10**	**11**	**12**	**12**	**26**	**27**
No difference	14	13	15	11	17	11	12	26	10	11	10	14	23	28	10	11	12	12	26	27
DK/NA	**1**	**0**	**4**	**0**	**1**	**2**	**0**	**1**	**0**	**3**	**0**	**0**	**0**	**2**	**4**	**0**	**0**	**0**	**0**	**2**
DK/NA	1	0	4	0	1	2	0	1	0	3	0	0	0	2	4	0	0	0	0	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 78: Q10I. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (RECREATION) Parks and open spaces provide safe places for the community to gather and explore the outdoors. The District ensures that Sonoma County residents have access to well-maintained and beautiful recreation areas.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
TOTAL MORE FAVORABLE	**84%**	**92%**	**68%**	**81%**	**90%**	**85%**	**83%**	**87%**	**91%**	**81%**	**89%**	**78%**	**87%**	**87%**	**82%**	**84%**	**84%**	**86%**
Much more favorable	52	58	45	44	59	53	50	48	57	51	51	46	53	59	46	53	49	52
Somewhat more favorable	33	33	23	38	31	32	34	39	34	29	38	32	34	28	37	31	34	34
NO DIFF/LESS FAV	**14**	**8**	**32**	**16**	**9**	**14**	**15**	**13**	**9**	**17**	**11**	**22**	**13**	**10**	**16**	**15**	**16**	**14**
No difference	14	8	32	16	9	14	15	13	9	17	11	22	13	10	16	15	16	14
DK/NA	**1**	**0**	**0**	**3**	**1**	**1**	**2**	**0**	**0**	**3**	**0**	**0**	**1**	**3**	**1**	**1**	**0**	**0**
DK/NA	1	0	0	3	1	1	2	0	0	3	0	0	1	3	1	1	0	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
TOTAL MORE FAVORABLE	**84%**	**85%**	**84%**	**83%**	**81%**	**82%**	**80%**	**89%**	**72%**	**85%**	**91%**	**89%**	**91%**	**89%**	**88%**	**84%**	**68%**	**81%**	**91%**	**81%**
Much more favorable	52	52	52	52	53	52	54	68	25	50	61	57	60	58	59	56	39	54	56	41
Somewhat more favorable	33	33	31	31	28	30	26	21	46	35	30	32	31	30	30	28	30	28	35	40
NO DIFF/LESS FAV	**14**	**14**	**15**	**16**	**17**	**17**	**18**	**10**	**26**	**14**	**8**	**10**	**8**	**10**	**10**	**13**	**28**	**19**	**9**	**19**
No difference	14	14	15	16	17	17	18	10	26	14	8	10	8	10	10	13	28	19	9	19
DK/NA	**1**	**1**	**1**	**1**	**2**	**2**	**2**	**1**	**2**	**1**	**1**	**1**	**1**	**1**	**2**	**3**	**3**	**0**	**0**	**0**
DK/NA	1	1	1	1	2	2	2	1	2	1	1	1	1	1	2	3	3	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 79: Q10J. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (SMART INVESTMENTS) Smart investments made before a disaster strikes can help protect a community's quality of life, save lives, and reduce the cost to taxpayers. The Sonoma County Agricultural Preservation and Open Space District provides a proactive, practical approach to help Sonoma be prepared for disasters.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
TOTAL MORE FAVORABLE	**77%**	**83%**	**73%**	**80%**	**66%**	**79%**	**83%**	**69%**	**63%**	**43%**	**76%**	**59%**	**83%**	**85%**	**73%**	**62%**	**35%**	**80%**	**52%**	**44%**
Much more favorable	39	44	36	42	32	40	49	29	28	25	40	28	41	53	27	4	8	42	6	36
Somewhat more favorable	38	38	37	39	34	39	33	41	35	18	37	31	41	32	46	57	27	38	46	8
NO DIFF/LESS FAV	**21**	**17**	**23**	**18**	**34**	**14**	**15**	**29**	**37**	**57**	**22**	**41**	**14**	**13**	**25**	**38**	**65**	**18**	**48**	**40**
No difference	20	17	22	17	34	14	15	29	37	57	21	41	13	13	24	38	65	17	48	40
Less favorable	0	0	0	1	0	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0
DK/NA	**2**	**0**	**4**	**2**	**0**	**7**	**2**	**2**	**0**	**0**	**2**	**0**	**3**	**2**	**2**	**0**	**0**	**2**	**0**	**16**
DK/NA	2	0	4	2	0	7	2	2	0	0	2	0	3	2	2	0	0	2	0	16

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
TOTAL MORE FAVORABLE	**77%**	**87%**	**69%**	**27%**	**35%**	**80%**	**32%**	**44%**	**79%**	**79%**	**80%**	**63%**	**80%**	**76%**	**84%**	**76%**	**75%**	**78%**	**79%**	**76%**
Much more favorable	39	55	19	0	35	41	20	20	45	33	40	40	38	40	53	36	36	39	43	37
Somewhat more favorable	38	32	50	27	0	39	12	24	34	46	40	24	42	36	31	40	39	39	37	39
NO DIFF/LESS FAV	**21**	**11**	**29**	**73**	**65**	**19**	**68**	**23**	**18**	**21**	**18**	**31**	**20**	**21**	**12**	**22**	**23**	**20**	**18**	**22**
No difference	20	11	29	73	65	18	68	23	18	21	18	29	20	20	12	21	23	19	18	21
Less favorable	0	0	1	0	0	0	0	0	1	0	0	2	0	1	0	1	0	1	1	0
DK/NA	**2**	**2**	**2**	**0**	**0**	**2**	**0**	**32**	**3**	**0**	**2**	**5**	**0**	**3**	**4**	**2**	**2**	**2**	**3**	**2**
DK/NA	2	2	2	0	0	2	0	32	3	0	2	5	0	3	4	2	2	2	3	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 79: Q10J. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (SMART INVESTMENTS) Smart investments made before a disaster strikes can help protect a community's quality of life, save lives, and reduce the cost to taxpayers. The Sonoma County Agricultural Preservation and Open Space District provides a proactive, practical approach to help Sonoma be prepared for disasters.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
TOTAL MORE FAVORABLE	**77%**	**87%**	**77%**	**86%**	**80%**	**77%**	**86%**	**63%**	**76%**	**78%**	**93%**	**75%**	**80%**	**63%**	**70%**	**65%**	**78%**	**81%**	**83%**	**73%**	**66%**	**79%**
Much more favorable	39	50	39	44	42	40	39	33	36	42	51	37	45	42	22	41	40	35	44	36	34	38
Somewhat more favorable	38	37	38	42	38	37	47	30	40	35	42	39	36	22	48	25	38	46	39	37	32	42
NO DIFF/LESS FAV	**21**	**13**	**21**	**12**	**18**	**22**	**13**	**34**	**22**	**19**	**7**	**25**	**16**	**37**	**24**	**32**	**20**	**15**	**16**	**24**	**31**	**18**
No difference	20	13	20	12	18	20	13	34	22	19	7	25	16	37	24	32	18	13	16	23	31	16
Less favorable	0	0	1	0	1	1	0	0	0	0	0	0	0	0	0	0	1	1	0	1	0	1
DK/NA	**2**	**0**	**2**	**2**	**2**	**1**	**1**	**3**	**2**	**3**	**0**	**0**	**4**	**0**	**6**	**2**	**2**	**4**	**1**	**3**	**3**	**3**
DK/NA	2	0	2	2	2	1	1	3	2	3	0	0	4	0	6	2	2	4	1	3	3	3

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
TOTAL MORE FAVORABLE	**77%**	**78%**	**74%**	**89%**	**72%**	**80%**	**79%**	**65%**	**86%**	**77%**	**83%**	**75%**	**71%**	**63%**	**78%**	**82%**	**80%**	**78%**	**64%**	**67%**
Much more favorable	39	38	34	53	38	40	43	33	47	35	44	42	33	34	35	43	41	45	28	38
Somewhat more favorable	38	40	40	37	35	41	36	32	39	42	39	33	38	29	43	39	39	33	35	29
NO DIFF/LESS FAV	**21**	**20**	**24**	**9**	**24**	**17**	**20**	**33**	**13**	**19**	**15**	**25**	**29**	**34**	**19**	**15**	**18**	**22**	**36**	**30**
No difference	20	20	23	9	23	16	20	32	13	18	15	25	29	33	18	15	18	22	36	28
Less favorable	0	0	1	0	1	0	0	1	0	1	0	0	0	2	1	0	0	0	0	2
DK/NA	**2**	**1**	**2**	**1**	**3**	**3**	**1**	**2**	**1**	**4**	**2**	**0**	**0**	**3**	**2**	**4**	**2**	**0**	**0**	**3**
DK/NA	2	1	2	1	3	3	1	2	1	4	2	0	0	3	2	4	2	0	0	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 79: Q10J. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (SMART INVESTMENTS) Smart investments made before a disaster strikes can help protect a community's quality of life, save lives, and reduce the cost to taxpayers. The Sonoma County Agricultural Preservation and Open Space District provides a proactive, practical approach to help Sonoma be prepared for disasters.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
TOTAL MORE FAVORABLE	**77%**	**81%**	**79%**	**76%**	**77%**	**78%**	**74%**	**83%**	**84%**	**77%**	**89%**	**71%**	**73%**	**77%**	**80%**	**81%**	**83%**	**64%**
Much more favorable	39	30	46	39	41	39	41	47	39	37	42	31	41	45	44	39	34	33
Somewhat more favorable	38	51	34	37	36	39	33	36	46	40	47	40	31	31	36	41	49	31
NO DIFF/LESS FAV	**21**	**19**	**21**	**23**	**19**	**19**	**24**	**14**	**9**	**21**	**11**	**29**	**25**	**23**	**16**	**16**	**17**	**33**
No difference	20	19	21	22	18	19	24	14	9	20	11	29	25	22	14	16	17	33
Less favorable	0	0	0	1	1	0	1	0	0	1	0	0	1	1	1	0	0	0
DK/NA	**2**	**0**	**0**	**2**	**4**	**3**	**1**	**3**	**7**	**2**	**0**	**0**	**2**	**1**	**4**	**3**	**0**	**3**
DK/NA	2	0	0	2	4	3	1	3	7	2	0	0	2	1	4	3	0	3

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
TOTAL MORE FAVORABLE	**77%**	**77%**	**74%**	**72%**	**70%**	**69%**	**72%**	**83%**	**62%**	**78%**	**87%**	**85%**	**84%**	**84%**	**80%**	**77%**	**71%**	**71%**	**83%**	**72%**
Much more favorable	39	39	36	34	35	35	38	54	21	37	46	43	46	46	37	48	38	44	46	31
Somewhat more favorable	38	38	37	38	35	35	34	29	41	40	40	42	38	38	43	29	33	27	37	42
NO DIFF/LESS FAV	**21**	**21**	**24**	**25**	**27**	**27**	**24**	**14**	**38**	**20**	**11**	**13**	**13**	**14**	**16**	**19**	**29**	**23**	**16**	**28**
No difference	20	21	23	24	26	26	23	13	38	19	11	13	13	14	16	19	25	23	16	28
Less favorable	0	0	1	1	1	1	1	1	0	0	1	1	1	1	1	0	3	0	0	0
DK/NA	**2**	**2**	**2**	**3**	**3**	**4**	**4**	**3**	**0**	**3**	**2**	**2**	**2**	**2**	**4**	**4**	**0**	**6**	**2**	**0**
DK/NA	2	2	2	3	3	4	4	3	0	3	2	2	2	2	4	4	0	6	2	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 80: Q10K. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (SAVINGS 2) Since it was created, the District has saved taxpayers over 100 million dollars by leveraging grant funding and taking advantage of bargain sales of land.

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
TOTAL MORE FAVORABLE	**75%**	**80%**	**71%**	**81%**	**62%**	**66%**	**83%**	**69%**	**62%**	**25%**	**76%**	**54%**	**76%**	**81%**	**73%**	**55%**	**25%**	**78%**	**44%**	**44%**
Much more favorable	40	40	39	44	31	34	46	33	35	25	40	33	40	49	33	19	14	42	18	11
Somewhat more favorable	35	39	32	37	30	32	36	36	27	0	36	21	35	32	41	35	10	36	26	33
NO DIFF/LESS FAV	**21**	**18**	**24**	**17**	**32**	**23**	**14**	**28**	**38**	**57**	**21**	**42**	**19**	**16**	**23**	**36**	**75**	**19**	**50**	**30**
No difference	21	17	23	17	30	23	14	26	38	57	20	42	18	15	22	28	75	18	45	30
Less favorable	1	0	1	1	2	0	0	2	0	0	1	0	1	0	0	7	0	0	5	0
DK/NA	**4**	**2**	**5**	**2**	**6**	**11**	**3**	**3**	**0**	**18**	**3**	**4**	**6**	**3**	**4**	**9**	**0**	**3**	**6**	**26**
DK/NA	4	2	5	2	6	11	3	3	0	18	3	4	6	3	4	9	0	3	6	26

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
TOTAL MORE FAVORABLE	**75%**	**86%**	**65%**	**26%**	**19%**	**78%**	**22%**	**32%**	**78%**	**75%**	**76%**	**61%**	**74%**	**75%**	**73%**	**72%**	**74%**	**82%**	**73%**	**77%**
Much more favorable	40	53	24	17	19	41	18	12	47	39	39	20	40	40	36	35	42	47	35	44
Somewhat more favorable	35	33	41	9	0	37	4	20	30	36	37	40	34	35	37	37	32	35	37	33
NO DIFF/LESS FAV	**21**	**11**	**30**	**74**	**81**	**19**	**78**	**34**	**18**	**22**	**19**	**34**	**25**	**20**	**21**	**24**	**24**	**12**	**23**	**19**
No difference	21	11	28	74	81	18	78	34	18	22	19	30	25	19	19	23	23	12	21	19
Less favorable	1	0	1	0	0	1	0	0	0	1	0	4	0	1	2	1	1	0	1	0
DK/NA	**4**	**3**	**5**	**0**	**0**	**4**	**0**	**34**	**4**	**2**	**5**	**5**	**1**	**5**	**6**	**4**	**2**	**6**	**5**	**4**
DK/NA	4	3	5	0	0	4	0	34	4	2	5	5	1	5	6	4	2	6	5	4

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 80: Q10K. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (SAVINGS 2) Since it was created, the District has saved taxpayers over 100 million dollars by leveraging grant funding and taking advantage of bargain sales of land.

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
TOTAL MORE FAVORABLE	**75%**	**86%**	**74%**	**84%**	**79%**	**64%**	**80%**	**73%**	**76%**	**74%**	**82%**	**72%**	**77%**	**78%**	**70%**	**66%**	**77%**	**73%**	**77%**	**73%**	**71%**	**75%**
Much more favorable	40	50	39	47	37	35	41	41	38	41	29	42	40	53	36	25	50	41	37	42	37	46
Somewhat more favorable	35	35	35	36	42	29	39	32	37	33	53	30	37	25	34	41	27	31	40	32	34	29
NO DIFF/LESS FAV	**21**	**14**	**21**	**16**	**18**	**30**	**18**	**25**	**23**	**19**	**18**	**26**	**19**	**22**	**30**	**27**	**16**	**17**	**21**	**22**	**27**	**17**
No difference	21	14	20	16	17	30	18	24	23	19	18	26	19	22	26	27	15	16	21	20	25	16
Less favorable	1	0	1	0	2	0	0	1	1	1	0	0	0	0	4	0	1	1	0	1	1	1
DK/NA	**4**	**0**	**5**	**0**	**3**	**6**	**2**	**2**	**1**	**7**	**0**	**2**	**4**	**0**	**0**	**7**	**6**	**10**	**2**	**5**	**3**	**8**
DK/NA	4	0	5	0	3	6	2	2	1	7	0	2	4	0	0	7	6	10	2	5	3	8

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
TOTAL MORE FAVORABLE	**75%**	**77%**	**74%**	**76%**	**73%**	**77%**	**81%**	**62%**	**74%**	**78%**	**87%**	**74%**	**62%**	**62%**	**77%**	**76%**	**83%**	**78%**	**60%**	**64%**
Much more favorable	40	34	43	42	41	40	44	32	37	43	41	48	28	33	37	43	47	41	26	36
Somewhat more favorable	35	43	31	35	32	36	36	30	38	35	45	26	34	29	40	33	36	37	33	28
NO DIFF/LESS FAV	**21**	**23**	**24**	**19**	**20**	**20**	**17**	**32**	**23**	**17**	**13**	**21**	**33**	**31**	**22**	**18**	**17**	**16**	**38**	**27**
No difference	21	23	23	19	19	19	16	30	23	17	13	20	33	29	22	17	17	15	34	27
Less favorable	1	0	2	0	1	0	1	2	0	1	0	1	0	3	0	1	0	2	4	0
DK/NA	**4**	**0**	**2**	**5**	**8**	**4**	**2**	**6**	**3**	**5**	**0**	**5**	**5**	**7**	**1**	**6**	**0**	**6**	**3**	**10**
DK/NA	4	0	2	5	8	4	2	6	3	5	0	5	5	7	1	6	0	6	3	10

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 80: Q10K. I am going to read you a series of messages about the Sonoma County Agricultural Preservation and Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference: (SAVINGS 2) Since it was created, the District has saved taxpayers over 100 million dollars by leveraging grant funding and taking advantage of bargain sales of land.

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
TOTAL MORE FAVORABLE	**75%**	**77%**	**70%**	**75%**	**75%**	**76%**	**71%**	**90%**	**86%**	**69%**	**79%**	**64%**	**75%**	**74%**	**82%**	**71%**	**75%**	**69%**
Much more favorable	40	40	39	38	41	42	35	41	40	40	42	40	39	45	38	40	44	31
Somewhat more favorable	35	37	31	37	33	34	36	48	46	29	37	24	36	28	45	31	32	39
NO DIFF/LESS FAV	**21**	**23**	**28**	**24**	**17**	**21**	**23**	**8**	**12**	**26**	**21**	**26**	**23**	**23**	**14**	**22**	**21**	**26**
No difference	21	23	28	23	16	20	21	8	12	26	21	26	20	23	13	22	20	25
Less favorable	1	0	0	1	1	0	2	0	0	0	0	0	2	0	2	0	1	1
DK/NA	**4**	**0**	**2**	**1**	**9**	**3**	**5**	**2**	**2**	**5**	**0**	**10**	**3**	**3**	**3**	**6**	**3**	**4**
DK/NA	4	0	2	1	9	3	5	2	2	5	0	10	3	3	3	6	3	4

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
TOTAL MORE FAVORABLE	**75%**	**75%**	**72%**	**72%**	**73%**	**74%**	**73%**	**85%**	**54%**	**75%**	**81%**	**80%**	**81%**	**81%**	**73%**	**86%**	**56%**	**83%**	**86%**	**64%**
Much more favorable	40	40	41	39	40	40	40	52	29	37	45	43	45	47	40	47	30	39	46	33
Somewhat more favorable	35	35	32	33	33	34	33	33	24	38	35	37	35	34	32	39	26	44	41	31
NO DIFF/LESS FAV	**21**	**21**	**23**	**23**	**21**	**21**	**20**	**12**	**41**	**21**	**16**	**15**	**16**	**16**	**21**	**14**	**33**	**14**	**11**	**33**
No difference	21	20	22	22	20	19	18	12	38	21	16	15	15	15	21	13	28	14	10	33
Less favorable	1	1	1	1	1	1	2	0	3	1	1	1	1	0	0	1	5	0	1	0
DK/NA	**4**	**4**	**4**	**5**	**5**	**5**	**7**	**2**	**6**	**4**	**3**	**4**	**3**	**3**	**6**	**0**	**11**	**4**	**2**	**3**
DK/NA	4	4	4	5	5	5	7	2	6	4	3	4	3	3	6	0	11	4	2	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 81: Q11. Having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Sonoma County Agricultural Preservation and Open Space District?

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
TOTAL FAVORABLE	**93%**	**95%**	**92%**	**96%**	**85%**	**92%**	**97%**	**96%**	**66%**	**41%**	**97%**	**57%**	**93%**	**98%**	**96%**	**72%**	**31%**	**97%**	**55%**	**68%**
Strongly favorable	55	55	55	62	37	53	82	45	13	8	64	11	44	79	33	10	6	60	8	30
Somewhat favorable	38	40	37	34	48	40	15	51	53	33	33	46	49	19	63	62	25	37	47	38
TOTAL UNFAVORABLE	**4**	**3**	**5**	**2**	**11**	**3**	**1**	**2**	**30**	**53**	**2**	**39**	**2**	**0**	**2**	**24**	**59**	**1**	**38**	**4**
Somewhat unfavorable	2	2	2	1	6	2	0	2	22	27	1	24	1	0	1	19	27	1	22	0
Strongly unfavorable	2	1	3	1	5	2	1	1	8	26	1	15	1	0	1	5	32	0	16	4
CAN'T RATE/DK/NA	**3**	**2**	**3**	**2**	**4**	**5**	**1**	**1**	**3**	**5**	**1**	**4**	**6**	**1**	**2**	**4**	**10**	**2**	**7**	**28**
Can't rate/DK/NA	3	2	3	2	4	5	1	1	3	5	1	4	6	1	2	4	10	2	7	28

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
TOTAL FAVORABLE	**93%**	**100%**	**100%**	**0%**	**0%**	**100%**	**0%**	**0%**	**94%**	**97%**	**94%**	**82%**	**95%**	**93%**	**93%**	**93%**	**95%**	**92%**	**93%**	**94%**
Strongly favorable	55	100	0	0	0	59	0	0	67	57	46	39	55	56	52	53	58	58	53	58
Somewhat favorable	38	0	100	0	0	41	0	0	27	40	47	42	40	37	41	40	37	34	40	36
TOTAL UNFAVORABLE	**4**	**0**	**0**	**100**	**100**	**0**	**100**	**0**	**4**	**2**	**4**	**10**	**3**	**5**	**2**	**4**	**4**	**6**	**4**	**5**
Somewhat unfavorable	2	0	0	100	0	0	56	0	2	1	2	8	3	2	1	3	3	3	2	3
Strongly unfavorable	2	0	0	0	100	0	44	0	3	1	2	2	0	3	2	1	1	3	2	2
CAN'T RATE/DK/NA	**3**	**0**	**0**	**0**	**0**	**0**	**0**	**100**	**1**	**1**	**2**	**8**	**1**	**3**	**5**	**3**	**1**	**2**	**3**	**1**
Can't rate/DK/NA	3	0	0	0	0	0	0	100	1	1	2	8	1	3	5	3	1	2	3	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 81: Q11. Having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Sonoma County Agricultural Preservation and Open Space District?

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
TOTAL FAVORABLE	**93%**	**98%**	**93%**	**98%**	**95%**	**95%**	**95%**	**92%**	**91%**	**95%**	**97%**	**96%**	**95%**	**92%**	**88%**	**92%**	**92%**	**89%**	**96%**	**91%**	**91%**	**91%**
Strongly favorable	55	66	54	64	61	58	55	50	49	61	61	50	60	57	51	47	57	56	57	54	51	57
Somewhat favorable	38	31	39	34	34	37	40	42	42	34	36	46	36	36	37	45	35	33	39	37	40	34
TOTAL UNFAVORABLE	**4**	**0**	**4**	**0**	**2**	**4**	**4**	**6**	**6**	**3**	**1**	**4**	**2**	**6**	**5**	**6**	**6**	**6**	**2**	**6**	**5**	**6**
Somewhat unfavorable	2	0	3	0	1	2	1	5	4	1	1	2	2	3	2	5	2	3	2	3	4	2
Strongly unfavorable	2	0	2	0	1	1	3	2	2	1	0	2	0	2	2	1	4	3	1	3	2	4
CAN'T RATE/DK/NA	**3**	**2**	**2**	**2**	**2**	**1**	**1**	**2**	**3**	**2**	**2**	**0**	**2**	**2**	**7**	**2**	**2**	**5**	**1**	**4**	**4**	**4**
Can't rate/DK/NA	3	2	2	2	2	1	1	2	3	2	2	0	2	2	7	2	2	5	1	4	4	4

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
TOTAL FAVORABLE	**93%**	**95%**	**87%**	**98%**	**93%**	**95%**	**95%**	**86%**	**98%**	**93%**	**96%**	**94%**	**93%**	**83%**	**94%**	**95%**	**94%**	**96%**	**81%**	**91%**
Strongly favorable	55	49	49	67	57	64	57	27	63	65	63	51	19	31	59	68	52	64	21	34
Somewhat favorable	38	46	38	31	36	30	38	59	34	28	33	43	75	52	34	27	42	32	60	57
TOTAL UNFAVORABLE	**4**	**4**	**8**	**1**	**4**	**3**	**3**	**10**	**1**	**4**	**2**	**3**	**7**	**11**	**5**	**2**	**3**	**1**	**12**	**8**
Somewhat unfavorable	2	3	4	1	2	2	1	5	1	2	1	1	5	6	4	1	2	0	6	5
Strongly unfavorable	2	1	3	0	2	1	2	4	0	2	1	3	2	5	1	1	2	1	6	2
CAN'T RATE/DK/NA	**3**	**1**	**5**	**2**	**3**	**2**	**3**	**4**	**1**	**3**	**2**	**3**	**0**	**6**	**2**	**3**	**3**	**2**	**7**	**1**
Can't rate/DK/NA	3	1	5	2	3	2	3	4	1	3	2	3	0	6	2	3	3	2	7	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 81: Q11. Having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Sonoma County Agricultural Preservation and Open Space District?

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
TOTAL FAVORABLE	**93%**	**94%**	**96%**	**91%**	**95%**	**94%**	**91%**	**93%**	**97%**	**93%**	**97%**	**92%**	**91%**	**92%**	**92%**	**96%**	**95%**	**90%**
Strongly favorable	55	46	64	51	60	55	56	47	50	56	39	54	61	59	50	58	51	58
Somewhat favorable	38	48	33	40	34	39	36	46	48	37	58	38	30	32	43	38	45	32
TOTAL UNFAVORABLE	**4**	**6**	**1**	**6**	**3**	**4**	**6**	**6**	**3**	**4**	**0**	**4**	**5**	**5**	**5**	**2**	**2**	**7**
Somewhat unfavorable	2	6	1	3	2	2	3	2	1	2	0	1	4	3	2	1	1	5
Strongly unfavorable	2	0	0	3	2	1	3	3	1	2	0	3	2	2	3	1	1	2
CAN'T RATE/DK/NA	**3**	**0**	**3**	**3**	**2**	**3**	**3**	**2**	**0**	**3**	**3**	**4**	**4**	**3**	**3**	**2**	**3**	**3**
Can't rate/DK/NA	3	0	3	3	2	3	3	2	0	3	3	4	4	3	3	2	3	3

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
TOTAL FAVORABLE	**93%**	**93%**	**92%**	**92%**	**92%**	**91%**	**91%**	**100%**	**62%**	**97%**	**95%**	**100%**	**96%**	**98%**	**95%**	**96%**	**83%**	**86%**	**97%**	**91%**
Strongly favorable	55	55	54	54	54	56	55	100	11	47	45	44	53	61	65	68	24	32	60	45
Somewhat favorable	38	38	39	39	38	36	36	0	51	50	50	56	43	37	30	28	59	54	37	45
TOTAL UNFAVORABLE	**4**	**4**	**5**	**5**	**5**	**5**	**5**	**0**	**34**	**0**	**2**	**0**	**2**	**1**	**3**	**2**	**13**	**11**	**1**	**5**
Somewhat unfavorable	2	2	3	3	3	2	2	0	19	0	1	0	2	1	2	2	8	4	1	3
Strongly unfavorable	2	2	2	2	2	3	3	0	15	0	1	0	0	0	2	1	5	7	0	2
CAN'T RATE/DK/NA	**3**	**3**	**3**	**3**	**3**	**3**	**4**	**0**	**4**	**3**	**3**	**0**	**2**	**1**	**2**	**2**	**4**	**4**	**2**	**4**
Can't rate/DK/NA	3	3	3	3	3	3	4	0	4	3	3	0	2	1	2	2	4	4	2	4

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 82: Q12A. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Local television stations

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
FREQ/OCCAS	**43%**	**33%**	**49%**	**43%**	**52%**	**31%**	**46%**	**45%**	**45%**	**66%**	**45%**	**56%**	**35%**	**41%**	**43%**	**56%**	**61%**	**42%**	**58%**	**31%**
Frequently	24	18	27	24	29	15	22	29	33	46	25	39	16	25	21	25	39	23	31	23
Occasionally	19	15	21	19	23	17	24	16	13	20	20	16	19	16	22	31	22	19	27	8
RARELY/NEVER	**54**	**65**	**49**	**55**	**45**	**67**	**50**	**53**	**55**	**34**	**52**	**44**	**63**	**56**	**56**	**40**	**39**	**56**	**39**	**69**
Rarely	20	18	21	21	19	16	15	25	30	22	20	26	19	20	22	19	0	21	11	8
Never	35	47	28	34	26	51	36	29	25	12	32	18	45	35	33	20	39	34	29	61
DK/NA	**2**	**2**	**3**	**3**	**2**	**1**	**4**	**2**	**0**	**0**	**3**	**0**	**2**	**3**	**1**	**4**	**0**	**2**	**2**	**0**
DK/NA	2	2	3	3	2	1	4	2	0	0	3	0	2	3	1	4	0	2	2	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
FREQ/OCCAS	**43%**	**43%**	**45%**	**53%**	**39%**	**44%**	**49%**	**28%**	**44%**	**45%**	**37%**	**49%**	**33%**	**47%**	**52%**	**51%**	**35%**	**39%**	**52%**	**37%**
Frequently	24	25	24	30	26	24	29	5	25	24	20	29	20	26	33	27	23	19	29	21
Occasionally	19	18	21	23	13	19	20	23	19	21	18	20	13	22	20	24	13	20	22	16
RARELY/NEVER	**54**	**56**	**54**	**47**	**61**	**55**	**51**	**44**	**56**	**54**	**61**	**50**	**67**	**52**	**45**	**48**	**64**	**61**	**47**	**63**
Rarely	20	19	21	32	14	20	26	6	21	16	26	20	19	21	23	16	24	18	19	22
Never	35	37	32	15	46	35	25	38	36	38	34	30	48	31	22	32	40	43	28	41
DK/NA	**2**	**1**	**2**	**0**	**0**	**1**	**0**	**28**	**0**	**1**	**2**	**2**	**0**	**1**	**3**	**1**	**0**	**0**	**2**	**0**
DK/NA	2	1	2	0	0	1	0	28	0	1	2	2	0	1	3	1	0	0	2	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 82: Q12A. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Local television stations

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
FREQ/OCCAS	**43%**	**52%**	**43%**	**47%**	**45%**	**40%**	**36%**	**45%**	**40%**	**46%**	**37%**	**32%**	**41%**	**43%**	**51%**	**46%**	**41%**	**59%**	**36%**	**48%**	**47%**	**49%**
Frequently	24	25	24	27	29	22	18	25	21	26	15	17	29	21	26	26	24	33	20	26	25	28
Occasionally	19	27	19	21	17	17	18	20	18	20	22	15	11	22	25	20	17	26	16	21	22	21
RARELY/NEVER	**54**	**46**	**57**	**50**	**53**	**60**	**63**	**54**	**58**	**51**	**59**	**68**	**54**	**57**	**43**	**54**	**59**	**36**	**61**	**50**	**51**	**49**
Rarely	20	14	21	15	20	26	17	17	22	18	22	17	18	20	20	20	24	16	19	20	20	20
Never	35	32	35	36	34	35	45	37	36	33	38	51	36	37	23	34	36	20	42	30	31	29
DK/NA	**2**	**2**	**1**	**2**	**1**	**0**	**1**	**1**	**2**	**2**	**4**	**0**	**5**	**0**	**6**	**0**	**0**	**5**	**3**	**2**	**2**	**2**
DK/NA	2	2	1	2	1	0	1	1	2	2	4	0	5	0	6	0	0	5	3	2	2	2

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
FREQ/OCCAS	**43%**	**31%**	**46%**	**41%**	**50%**	**44%**	**40%**	**45%**	**35%**	**50%**	**43%**	**35%**	**24%**	**53%**	**40%**	**48%**	**44%**	**35%**	**33%**	**59%**
Frequently	24	16	25	25	27	23	21	31	19	25	20	21	24	34	20	25	21	20	24	40
Occasionally	19	16	20	17	22	22	19	14	16	25	23	14	0	19	20	22	23	15	9	19
RARELY/NEVER	**54**	**64**	**53**	**58**	**47**	**53**	**56**	**55**	**63**	**47**	**52**	**61**	**76**	**47**	**57**	**50**	**51**	**61**	**67**	**41**
Rarely	20	22	21	16	19	20	21	18	20	20	16	27	23	16	22	19	28	13	14	23
Never	35	42	32	42	28	33	35	37	43	28	36	34	53	31	36	32	23	48	53	18
DK/NA	**2**	**5**	**1**	**1**	**3**	**2**	**4**	**0**	**2**	**2**	**4**	**4**	**0**	**0**	**2**	**2**	**5**	**4**	**0**	**0**
DK/NA	2	5	1	1	3	2	4	0	2	2	4	4	0	0	2	2	5	4	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 82: Q12A. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Local television stations

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
FREQ/OCCAS	**43%**	**25%**	**40%**	**45%**	**49%**	**43%**	**44%**	**50%**	**45%**	**41%**	**45%**	**47%**	**40%**	**48%**	**47%**	**40%**	**40%**	**39%**
Frequently	24	11	28	25	26	24	23	33	21	26	10	18	24	26	29	22	18	24
Occasionally	19	14	13	20	23	19	21	18	24	15	36	30	17	22	18	18	23	15
RARELY/NEVER	**54**	**75**	**60**	**54**	**49**	**55**	**54**	**45**	**55**	**56**	**49**	**49**	**59**	**49**	**50**	**59**	**56**	**60**
Rarely	20	19	19	24	18	22	14	19	20	24	17	11	20	20	22	18	25	14
Never	35	56	41	31	31	32	40	26	35	32	31	38	39	29	28	40	31	47
DK/NA	**2**	**0**	**0**	**1**	**2**	**2**	**3**	**5**	**0**	**3**	**6**	**4**	**1**	**3**	**3**	**1**	**4**	**1**
DK/NA	2	0	0	1	2	2	3	5	0	3	6	4	1	3	3	1	4	1

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
FREQ/OCCAS	**43%**	**42%**	**43%**	**44%**	**45%**	**42%**	**41%**	**41%**	**57%**	**41%**	**35%**	**39%**	**38%**	**41%**	**40%**	**49%**	**42%**	**53%**	**35%**	**48%**
Frequently	24	24	23	24	26	23	22	21	37	22	19	21	23	24	23	23	24	40	15	29
Occasionally	19	18	20	20	20	19	19	20	20	19	16	18	15	16	16	26	19	14	19	20
RARELY/NEVER	**54**	**55**	**55**	**54**	**52**	**55**	**56**	**57**	**42**	**56**	**63**	**61**	**60**	**59**	**60**	**50**	**58**	**47**	**61**	**47**
Rarely	20	20	20	20	20	21	25	17	19	21	24	21	26	24	20	21	22	17	19	19
Never	35	35	35	34	33	34	31	39	22	35	39	40	35	35	39	29	36	30	41	28
DK/NA	**2**	**2**	**2**	**2**	**2**	**2**	**3**	**2**	**2**	**3**	**2**	**0**	**2**	**0**	**1**	**1**	**0**	**0**	**4**	**5**
DK/NA	2	2	2	2	2	2	3	2	2	3	2	0	2	0	1	1	0	0	4	5

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 83: Q12B. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: KQED Radio

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
FREQ/OCCAS	**42%**	**36%**	**45%**	**45%**	**36%**	**40%**	**53%**	**43%**	**20%**	**26%**	**48%**	**23%**	**31%**	**49%**	**37%**	**32%**	**21%**	**44%**	**27%**	**28%**
Frequently	22	23	21	25	20	11	29	24	7	14	27	10	13	27	18	9	5	23	7	20
Occasionally	20	13	24	19	16	30	24	20	13	12	22	13	18	21	19	23	16	20	20	8
RARELY/NEVER	**56**	**60**	**53**	**53**	**62**	**56**	**44**	**55**	**80**	**74**	**50**	**77**	**64**	**48**	**61**	**60**	**79**	**54**	**69**	**72**
Rarely	13	19	9	13	13	12	10	15	28	11	12	20	12	14	13	5	5	13	5	21
Never	43	41	44	40	49	43	34	40	51	63	37	57	52	35	48	55	75	40	64	51
DK/NA	**3**	**4**	**2**	**3**	**2**	**4**	**2**	**1**	**0**	**0**	**2**	**0**	**6**	**3**	**2**	**8**	**0**	**3**	**4**	**0**
DK/NA	3	4	2	3	2	4	2	1	0	0	2	0	6	3	2	8	0	3	4	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
FREQ/OCCAS	**42%**	**49%**	**35%**	**15%**	**43%**	**44%**	**23%**	**22%**	**49%**	**50%**	**40%**	**16%**	**37%**	**44%**	**22%**	**41%**	**49%**	**50%**	**33%**	**49%**
Frequently	22	26	17	0	27	23	9	16	24	30	19	6	20	23	7	21	27	27	15	27
Occasionally	20	23	18	15	15	21	15	6	25	20	21	10	16	21	15	20	21	23	18	22
RARELY/NEVER	**56**	**48**	**63**	**85**	**57**	**54**	**77**	**56**	**49**	**49**	**59**	**84**	**59**	**56**	**74**	**57**	**51**	**50**	**64**	**51**
Rarely	13	15	11	11	13	13	12	6	17	12	11	11	14	13	17	13	11	14	15	12
Never	43	34	52	74	44	41	65	51	32	37	48	73	45	43	57	44	41	36	49	39
DK/NA	**3**	**2**	**1**	**0**	**0**	**2**	**0**	**22**	**2**	**1**	**1**	**0**	**4**	**0**	**4**	**2**	**0**	**0**	**3**	**0**
DK/NA	3	2	1	0	0	2	0	22	2	1	1	0	4	0	4	2	0	0	3	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 83: Q12B. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: KQED Radio

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
FREQ/OCCAS	**42%**	**28%**	**43%**	**35%**	**34%**	**45%**	**46%**	**44%**	**40%**	**43%**	**29%**	**40%**	**39%**	**40%**	**39%**	**52%**	**47%**	**47%**	**36%**	**46%**	**45%**	**47%**
Frequently	22	10	22	15	15	22	15	31	20	23	8	22	32	18	23	20	24	25	21	22	21	24
Occasionally	20	18	21	20	18	23	31	13	20	20	20	18	7	22	16	32	24	21	15	23	24	23
RARELY/NEVER	**56**	**69**	**56**	**63**	**63**	**53**	**54**	**56**	**57**	**54**	**69**	**54**	**53**	**60**	**58**	**48**	**52**	**52**	**59**	**53**	**54**	**52**
Rarely	13	14	13	14	14	16	12	12	12	13	22	16	13	18	8	5	13	8	17	10	9	10
Never	43	55	43	49	49	37	42	44	44	41	48	38	40	42	50	43	39	44	42	43	45	41
DK/NA	**3**	**3**	**1**	**2**	**3**	**2**	**0**	**0**	**3**	**2**	**2**	**5**	**7**	**0**	**3**	**0**	**1**	**2**	**5**	**1**	**1**	**1**
DK/NA	3	3	1	2	3	2	0	0	3	2	2	5	7	0	3	0	1	2	5	1	1	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
FREQ/OCCAS	**42%**	**32%**	**46%**	**40%**	**46%**	**51%**	**42%**	**17%**	**38%**	**59%**	**43%**	**40%**	**12%**	**19%**	**49%**	**53%**	**39%**	**44%**	**23%**	**9%**
Frequently	22	20	20	21	24	30	17	5	26	33	19	16	5	5	30	31	15	20	7	2
Occasionally	20	12	26	18	21	21	24	12	11	27	25	24	7	15	19	22	24	24	17	7
RARELY/NEVER	**56**	**61**	**53**	**57**	**53**	**48**	**52**	**80**	**61**	**40**	**48**	**57**	**82**	**79**	**49**	**47**	**56**	**48**	**72**	**91**
Rarely	13	17	9	18	11	10	13	21	19	4	13	13	22	21	12	8	11	14	14	30
Never	43	45	44	39	42	38	40	59	42	36	35	45	60	58	38	39	45	34	57	61
DK/NA	**3**	**6**	**1**	**3**	**2**	**1**	**6**	**3**	**1**	**1**	**9**	**3**	**6**	**1**	**1**	**1**	**5**	**8**	**5**	**0**
DK/NA	3	6	1	3	2	1	6	3	1	1	9	3	6	1	1	1	5	8	5	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 83: Q12B. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: KQED Radio

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
FREQ/OCCAS	**42%**	**42%**	**32%**	**40%**	**48%**	**41%**	**44%**	**54%**	**26%**	**44%**	**11%**	**51%**	**40%**	**50%**	**42%**	**45%**	**29%**	**42%**
Frequently	22	26	15	18	27	21	23	30	12	21	5	30	21	28	25	23	11	20
Occasionally	20	16	17	22	21	20	21	24	14	23	6	21	19	22	17	21	18	22
RARELY/NEVER	**56**	**55**	**63**	**59**	**52**	**56**	**55**	**43**	**74**	**52**	**83**	**45**	**59**	**49**	**56**	**51**	**69**	**53**
Rarely	13	10	18	14	12	15	9	15	9	12	15	7	15	12	12	13	11	15
Never	43	45	45	46	40	41	46	29	66	40	68	38	44	36	44	38	57	38
DK/NA	**3**	**3**	**5**	**1**	**0**	**3**	**2**	**3**	**0**	**4**	**6**	**4**	**1**	**1**	**2**	**4**	**3**	**5**
DK/NA	3	3	5	1	0	3	2	3	0	4	6	4	1	1	2	4	3	5

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
FREQ/OCCAS	**42%**	**41%**	**44%**	**46%**	**46%**	**45%**	**42%**	**63%**	**27%**	**37%**	**31%**	**31%**	**35%**	**34%**	**55%**	**47%**	**11%**	**22%**	**40%**	**39%**
Frequently	22	21	22	24	24	24	22	36	9	19	13	13	17	16	31	28	0	3	18	21
Occasionally	20	20	22	22	22	20	19	27	18	18	18	19	19	18	24	19	11	19	22	18
RARELY/NEVER	**56**	**56**	**55**	**53**	**52**	**54**	**56**	**36**	**69**	**60**	**64**	**64**	**62**	**64**	**45**	**52**	**81**	**78**	**55**	**57**
Rarely	13	13	12	12	11	13	12	12	14	13	15	14	16	17	8	13	11	36	13	12
Never	43	43	43	41	41	41	44	24	55	47	49	50	45	46	37	39	71	42	42	45
DK/NA	**3**	**3**	**1**	**1**	**2**	**1**	**2**	**1**	**3**	**3**	**5**	**4**	**3**	**3**	**0**	**1**	**8**	**0**	**5**	**4**
DK/NA	3	3	1	1	2	1	2	1	3	3	5	4	3	3	0	1	8	0	5	4

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 84: Q12C. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Other radio stations

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
FREQ/OCCAS	**54%**	**56%**	**53%**	**54%**	**57%**	**50%**	**63%**	**51%**	**49%**	**37%**	**57%**	**43%**	**50%**	**56%**	**55%**	**50%**	**53%**	**55%**	**51%**	**38%**
Frequently	31	31	32	32	36	24	41	27	28	19	34	24	27	34	28	32	22	32	28	38
Occasionally	23	26	22	23	21	27	23	24	21	18	23	20	23	21	27	18	31	24	24	0
RARELY/NEVER	**44**	**42**	**45**	**43**	**41**	**50**	**34**	**47**	**45**	**63**	**40**	**54**	**49**	**42**	**44**	**46**	**47**	**43**	**46**	**62**
Rarely	18	19	17	21	12	12	11	23	15	19	17	17	20	16	22	12	13	18	12	19
Never	26	22	28	22	29	37	23	23	31	44	23	37	29	26	22	34	34	24	34	43
DK/NA	**2**	**2**	**2**	**2**	**2**	**0**	**3**	**2**	**5**	**0**	**2**	**3**	**1**	**2**	**2**	**4**	**0**	**2**	**2**	**0**
DK/NA	2	2	2	2	2	0	3	2	5	0	2	3	1	2	2	4	0	2	2	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
FREQ/OCCAS	**54%**	**58%**	**53%**	**43%**	**73%**	**56%**	**52%**	**19%**	**59%**	**62%**	**53%**	**38%**	**68%**	**51%**	**49%**	**58%**	**57%**	**56%**	**54%**	**56%**
Frequently	31	35	29	12	28	33	17	14	39	34	32	15	44	28	28	35	35	29	32	33
Occasionally	23	23	23	31	44	23	35	5	20	28	21	23	24	23	21	24	22	27	22	24
RARELY/NEVER	**44**	**41**	**45**	**57**	**27**	**43**	**48**	**59**	**40**	**38**	**47**	**61**	**32**	**48**	**50**	**42**	**43**	**43**	**45**	**43**
Rarely	18	15	21	15	14	17	15	37	18	16	23	18	13	20	14	21	17	19	18	18
Never	26	26	24	42	13	26	33	22	22	22	25	43	19	28	35	21	25	24	27	25
DK/NA	**2**	**0**	**2**	**0**	**0**	**1**	**0**	**22**	**1**	**0**	**0**	**2**	**0**	**1**	**1**	**0**	**1**	**1**	**1**	**1**
DK/NA	2	0	2	0	0	1	0	22	1	0	0	2	0	1	1	0	1	1	1	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 84: Q12C. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Other radio stations

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
FREQ/OCCAS	**54%**	**59%**	**54%**	**62%**	**55%**	**55%**	**63%**	**54%**	**52%**	**57%**	**43%**	**65%**	**65%**	**59%**	**66%**	**65%**	**42%**	**41%**	**57%**	**52%**	**64%**	**41%**
Frequently	31	29	32	32	30	34	35	38	26	36	17	37	41	40	30	38	31	23	31	31	36	27
Occasionally	23	29	22	29	25	21	28	16	26	20	26	28	24	19	36	27	11	18	26	21	28	14
RARELY/NEVER	**44**	**41**	**45**	**37**	**44**	**45**	**37**	**46**	**45**	**42**	**55**	**35**	**30**	**41**	**31**	**33**	**58**	**56**	**40**	**46**	**34**	**57**
Rarely	18	13	20	10	17	20	17	20	21	15	26	22	10	14	21	13	17	18	20	17	16	17
Never	26	29	25	27	27	26	20	26	25	27	29	14	19	27	10	20	42	38	21	29	18	40
DK/NA	**2**	**0**	**1**	**1**	**1**	**0**	**0**	**0**	**2**	**2**	**2**	**0**	**5**	**0**	**3**	**2**	**0**	**3**	**2**	**2**	**2**	**1**
DK/NA	2	0	1	1	1	0	0	0	2	2	2	0	5	0	3	2	0	3	2	2	2	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
FREQ/OCCAS	**54%**	**49%**	**55%**	**66%**	**50%**	**53%**	**59%**	**52%**	**59%**	**49%**	**58%**	**60%**	**49%**	**53%**	**55%**	**51%**	**50%**	**69%**	**48%**	**57%**
Frequently	31	21	30	41	33	31	30	34	33	30	27	33	36	34	29	33	20	41	30	41
Occasionally	23	28	25	25	17	22	29	17	26	19	31	27	13	19	27	18	31	28	19	16
RARELY/NEVER	**44**	**47**	**45**	**34**	**47**	**45**	**37**	**48**	**39**	**49**	**37**	**37**	**51**	**47**	**43**	**47**	**45**	**28**	**52**	**43**
Rarely	18	23	19	16	14	18	14	21	17	19	19	8	30	18	23	15	15	14	24	18
Never	26	24	25	18	33	27	23	27	23	30	18	29	21	29	19	33	30	15	28	25
DK/NA	**2**	**5**	**1**	**0**	**3**	**2**	**4**	**0**	**1**	**2**	**4**	**3**	**0**	**0**	**2**	**1**	**5**	**3**	**0**	**0**
DK/NA	2	5	1	0	3	2	4	0	1	2	4	3	0	0	2	1	5	3	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 84: Q12C. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Other radio stations

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
FREQ/OCCAS	**54%**	**62%**	**73%**	**50%**	**52%**	**53%**	**58%**	**48%**	**65%**	**59%**	**54%**	**52%**	**52%**	**54%**	**50%**	**59%**	**60%**	**49%**
Frequently	31	37	51	24	32	31	33	31	27	36	26	35	27	33	29	31	36	28
Occasionally	23	25	22	26	20	22	25	17	38	22	28	16	24	21	21	28	24	21
RARELY/NEVER	**44**	**38**	**27**	**50**	**47**	**45**	**40**	**47**	**35**	**39**	**40**	**46**	**48**	**44**	**47**	**40**	**37**	**50**
Rarely	18	15	10	24	17	20	12	18	16	17	24	22	17	14	20	18	15	23
Never	26	23	16	26	30	25	28	29	19	22	16	24	31	29	28	22	23	27
DK/NA	**2**	**0**	**0**	**1**	**1**	**2**	**2**	**5**	**0**	**2**	**6**	**2**	**1**	**2**	**3**	**1**	**3**	**1**
DK/NA	2	0	0	1	1	2	2	5	0	2	6	2	1	2	3	1	3	1

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
FREQ/OCCAS	**54%**	**55%**	**55%**	**56%**	**57%**	**54%**	**54%**	**63%**	**49%**	**52%**	**50%**	**51%**	**47%**	**50%**	**53%**	**58%**	**52%**	**52%**	**60%**	**51%**
Frequently	31	32	31	33	32	28	27	41	27	29	24	28	22	26	30	35	34	25	29	33
Occasionally	23	23	24	23	24	26	28	23	22	23	26	23	25	24	22	23	18	28	31	18
RARELY/NEVER	**44**	**43**	**44**	**42**	**41**	**44**	**43**	**37**	**48**	**45**	**48**	**49**	**51**	**49**	**46**	**41**	**48**	**48**	**36**	**47**
Rarely	18	17	17	15	15	16	15	10	18	21	22	19	24	20	16	16	17	20	18	22
Never	26	26	27	27	26	28	29	27	30	25	27	30	27	29	30	24	32	28	19	25
DK/NA	**2**	**2**	**2**	**2**	**2**	**2**	**2**	**0**	**3**	**2**	**2**	**1**	**2**	**0**	**2**	**1**	**0**	**0**	**4**	**2**
DK/NA	2	2	2	2	2	2	2	0	3	2	2	1	2	0	2	1	0	0	4	2

TABLE 85: Q12D. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: The Sonoma County website

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
FREQ/OCCAS	**27%**	**29%**	**26%**	**29%**	**27%**	**19%**	**31%**	**29%**	**20%**	**20%**	**30%**	**20%**	**20%**	**28%**	**27%**	**28%**	**29%**	**27%**	**28%**	**7%**
Frequently	6	8	4	6	6	3	10	4	0	7	7	3	2	6	6	5	0	6	3	0
Occasionally	21	21	21	22	21	16	21	25	20	13	23	17	18	22	20	23	29	21	26	7
RARELY/NEVER	**71**	**69**	**72**	**69**	**73**	**78**	**67**	**69**	**80**	**80**	**68**	**80**	**77**	**71**	**71**	**64**	**71**	**71**	**67**	**93**
Rarely	24	27	22	24	24	22	22	31	30	19	26	25	17	24	25	12	17	25	14	24
Never	48	42	51	45	49	55	45	39	51	61	42	56	59	46	46	52	54	46	53	70
DK/NA	**2**	**2**	**2**	**2**	**1**	**3**	**2**	**1**	**0**	**0**	**2**	**0**	**3**	**2**	**2**	**8**	**0**	**2**	**4**	**0**
DK/NA	2	2	2	2	1	3	2	1	0	0	2	0	3	2	2	8	0	2	4	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
FREQ/OCCAS	**27%**	**30%**	**23%**	**22%**	**45%**	**27%**	**30%**	**12%**	**34%**	**31%**	**20%**	**14%**	**35%**	**25%**	**24%**	**24%**	**27%**	**35%**	**24%**	**30%**
Frequently	6	6	5	8	0	6	5	0	3	10	8	1	10	4	4	3	9	6	3	8
Occasionally	21	24	18	15	45	21	24	12	31	22	12	13	25	20	19	21	19	28	20	23
RARELY/NEVER	**71**	**69**	**76**	**78**	**55**	**72**	**70**	**55**	**66**	**69**	**77**	**86**	**65**	**75**	**75**	**76**	**72**	**65**	**75**	**69**
Rarely	24	28	19	20	13	25	18	7	22	27	26	21	21	25	20	26	25	25	23	25
Never	48	41	57	58	42	47	53	48	44	42	51	65	44	49	55	50	47	41	52	44
DK/NA	**2**	**1**	**0**	**0**	**0**	**1**	**0**	**33**	**0**	**0**	**3**	**0**	**0**	**1**	**1**	**1**	**1**	**0**	**1**	**0**
DK/NA	2	1	0	0	0	1	0	33	0	0	3	0	0	1	1	1	1	0	1	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 85: Q12D. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: The Sonoma County website

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
FREQ/OCCAS	**27%**	**30%**	**26%**	**32%**	**25%**	**33%**	**26%**	**27%**	**24%**	**30%**	**29%**	**32%**	**26%**	**26%**	**26%**	**24%**	**27%**	**23%**	**29%**	**25%**	**25%**	**25%**
Frequently	6	8	5	8	7	2	7	8	6	5	6	8	10	4	8	5	3	1	8	4	6	3
Occasionally	21	22	20	24	18	31	19	19	18	25	23	24	16	22	19	19	24	21	21	21	20	23
RARELY/NEVER	**71**	**68**	**74**	**67**	**74**	**67**	**72**	**73**	**74**	**69**	**67**	**68**	**69**	**74**	**71**	**76**	**72**	**76**	**68**	**73**	**73**	**73**
Rarely	24	24	25	24	22	33	26	18	23	24	12	31	35	32	20	26	22	16	26	22	25	19
Never	48	44	49	43	52	33	46	54	51	45	55	38	34	42	50	49	50	60	43	51	48	54
DK/NA	**2**	**2**	**0**	**1**	**1**	**0**	**1**	**0**	**3**	**1**	**4**	**0**	**5**	**0**	**3**	**0**	**1**	**2**	**3**	**1**	**1**	**1**
DK/NA	2	2	0	1	1	0	1	0	3	1	4	0	5	0	3	0	1	2	3	1	1	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
FREQ/OCCAS	**27%**	**28%**	**20%**	**30%**	**30%**	**27%**	**33%**	**18%**	**27%**	**27%**	**36%**	**29%**	**20%**	**18%**	**27%**	**28%**	**28%**	**38%**	**13%**	**26%**
Frequently	6	9	4	7	4	4	10	3	5	4	12	8	7	2	3	5	13	7	3	3
Occasionally	21	20	16	23	26	23	23	15	22	23	24	21	14	16	23	22	15	31	9	23
RARELY/NEVER	**71**	**67**	**78**	**69**	**69**	**72**	**64**	**80**	**71**	**72**	**60**	**68**	**80**	**81**	**71**	**72**	**68**	**59**	**85**	**74**
Rarely	24	24	22	27	23	24	21	27	26	22	25	16	25	28	25	23	16	26	27	27
Never	48	43	56	42	47	48	43	54	45	50	35	53	55	53	46	49	51	34	58	47
DK/NA	**2**	**5**	**1**	**1**	**1**	**1**	**4**	**1**	**2**	**1**	**4**	**3**	**0**	**1**	**2**	**1**	**5**	**3**	**2**	**0**
DK/NA	2	5	1	1	1	1	4	1	2	1	4	3	0	1	2	1	5	3	2	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 85: Q12D. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: The Sonoma County website

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
FREQ/OCCAS	**27%**	**30%**	**38%**	**22%**	**27%**	**29%**	**23%**	**27%**	**28%**	**30%**	**34%**	**19%**	**26%**	**28%**	**24%**	**27%**	**28%**	**27%**
Frequently	6	13	7	4	5	7	3	2	0	7	0	4	8	9	1	7	6	5
Occasionally	21	18	31	18	23	22	19	25	28	23	34	15	18	20	22	20	23	22
RARELY/NEVER	**71**	**70**	**62**	**77**	**72**	**69**	**76**	**70**	**72**	**68**	**60**	**79**	**73**	**70**	**75**	**70**	**69**	**73**
Rarely	24	20	23	25	25	24	22	19	4	26	16	25	27	23	21	24	21	28
Never	48	50	39	52	47	45	54	51	68	42	44	53	46	47	54	45	47	44
DK/NA	**2**	**0**	**0**	**1**	**1**	**2**	**2**	**3**	**0**	**3**	**6**	**2**	**1**	**2**	**2**	**3**	**3**	**0**
DK/NA	2	0	0	1	1	2	2	3	0	3	6	2	1	2	2	3	3	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
FREQ/OCCAS	**27%**	**27%**	**26%**	**26%**	**25%**	**25%**	**24%**	**34%**	**21%**	**26%**	**19%**	**20%**	**22%**	**24%**	**26%**	**31%**	**17%**	**21%**	**31%**	**26%**
Frequently	6	6	5	5	5	5	4	9	2	5	3	2	2	3	6	2	6	3	11	3
Occasionally	21	21	21	20	19	20	20	24	19	20	16	17	20	21	20	28	12	18	20	23
RARELY/NEVER	**71**	**71**	**73**	**72**	**73**	**73**	**73**	**66**	**76**	**72**	**78**	**80**	**76**	**76**	**74**	**68**	**80**	**79**	**66**	**71**
Rarely	24	24	24	24	25	27	28	23	21	25	20	20	25	26	24	23	13	30	25	24
Never	48	47	48	48	49	46	46	43	55	48	58	59	51	50	49	45	67	49	41	46
DK/NA	**2**	**2**	**2**	**2**	**2**	**2**	**3**	**0**	**3**	**2**	**3**	**1**	**2**	**0**	**0**	**1**	**3**	**0**	**4**	**3**
DK/NA	2	2	2	2	2	2	3	0	3	2	3	1	2	0	0	1	3	0	4	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 86: Q12E. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Information you receive in the mail

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	403	139	264	247	96	60	135	130	15	14	265	29	109	206	148	21	16	354	37	11
FREQ/OCCAS	**54%**	**42%**	**60%**	**58%**	**48%**	**44%**	**64%**	**57%**	**47%**	**36%**	**60%**	**42%**	**40%**	**59%**	**50%**	**48%**	**32%**	**55%**	**41%**	**39%**
Frequently	19	15	21	20	22	12	23	24	6	17	23	12	12	25	14	21	11	20	17	0
Occasionally	34	27	38	38	25	32	42	33	41	18	37	30	28	35	36	27	22	35	25	39
RARELY/NEVER	**45**	**56**	**39**	**40**	**52**	**56**	**34**	**42**	**53**	**64**	**38**	**58**	**59**	**40**	**49**	**48**	**68**	**43**	**57**	**61**
Rarely	28	33	25	29	20	34	21	28	46	28	25	37	33	24	36	9	28	29	17	19
Never	18	23	15	11	31	22	13	14	7	36	14	21	26	16	13	39	40	14	40	42
DK/NA	**1**	**2**	**1**	**2**	**1**	**0**	**2**	**1**	**0**	**0**	**2**	**0**	**1**	**1**	**1**	**4**	**0**	**1**	**2**	**0**
DK/NA	1	2	1	2	1	0	2	1	0	0	2	0	1	1	1	4	0	1	2	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
FREQ/OCCAS	**54%**	**60%**	**48%**	**38%**	**41%**	**55%**	**39%**	**31%**	**55%**	**57%**	**48%**	**56%**	**53%**	**55%**	**46%**	**57%**	**54%**	**57%**	**53%**	**55%**
Frequently	19	24	15	16	13	20	15	8	21	21	13	22	15	21	24	25	15	17	25	16
Occasionally	34	37	33	22	28	35	24	23	34	36	35	34	39	33	22	32	39	40	28	40
RARELY/NEVER	**45**	**39**	**51**	**62**	**59**	**44**	**61**	**47**	**45**	**43**	**52**	**44**	**47**	**45**	**54**	**43**	**46**	**43**	**47**	**45**
Rarely	28	24	32	36	27	27	33	24	26	22	41	28	25	29	27	26	30	27	27	29
Never	18	15	19	26	31	17	28	23	19	21	11	17	21	17	26	17	16	16	21	16
DK/NA	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**22**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
DK/NA	1	0	0	0	0	0	0	22	0	0	0	0	0	0	0	0	0	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 86: Q12E. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Information you receive in the mail

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	307	68	121	73	66	80	193	210	56	56	52	29	41	46	69	52	165	238	117	121
FREQ/OCCAS	**54%**	**47%**	**54%**	**51%**	**54%**	**60%**	**51%**	**56%**	**49%**	**58%**	**39%**	**44%**	**47%**	**64%**	**45%**	**65%**	**55%**	**74%**	**44%**	**61%**	**58%**	**63%**
Frequently	19	19	19	21	25	20	12	20	20	19	11	10	13	32	20	32	18	29	11	25	28	22
Occasionally	34	28	36	30	28	40	39	37	29	39	28	35	35	32	24	34	38	45	32	36	30	41
RARELY/NEVER	**45**	**53**	**46**	**49**	**46**	**40**	**49**	**44**	**49**	**42**	**59**	**56**	**48**	**36**	**52**	**35**	**45**	**26**	**54**	**39**	**41**	**37**
Rarely	28	27	29	23	23	28	38	28	30	25	30	29	32	18	39	23	33	11	31	26	27	24
Never	18	27	17	25	23	12	10	16	19	16	29	26	15	18	12	12	11	15	24	13	14	13
DK/NA	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**2**	**1**	**2**	**0**	**5**	**0**	**3**	**0**	**0**	**0**	**2**	**1**	**1**	**0**
DK/NA	1	0	0	0	0	0	0	0	2	1	2	0	5	0	3	0	0	0	2	1	1	0

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57	52	45	35
FREQ/OCCAS	**54%**	**32%**	**61%**	**55%**	**60%**	**57%**	**47%**	**53%**	**45%**	**64%**	**43%**	**53%**	**39%**	**58%**	**61%**	**54%**	**38%**	**58%**	**39%**	**71%**
Frequently	19	9	27	13	23	21	17	18	13	26	11	26	7	23	26	17	13	23	16	21
Occasionally	34	22	34	42	37	36	30	34	33	39	32	27	32	36	36	37	25	35	22	50
RARELY/NEVER	**45**	**64**	**39**	**45**	**39**	**42**	**49**	**47**	**53**	**36**	**53**	**45**	**61**	**42**	**37**	**46**	**58**	**40**	**61**	**29**
Rarely	28	35	27	26	25	27	28	28	33	24	27	28	31	27	25	29	30	25	42	11
Never	18	28	12	19	14	15	21	19	20	12	25	16	30	15	13	17	27	15	20	18
DK/NA	**1**	**5**	**0**	**0**	**1**	**1**	**4**	**0**	**1**	**0**	**4**	**3**	**0**	**0**	**1**	**0**	**5**	**3**	**0**	**0**
DK/NA	1	5	0	0	1	1	4	0	1	0	4	3	0	0	1	0	5	3	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 86: Q12E. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Information you receive in the mail

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	403	46	56	142	151	286	117	48	28	123	18	50	135	89	85	73	81	77
FREQ/OCCAS	**54%**	**41%**	**63%**	**53%**	**56%**	**53%**	**56%**	**66%**	**38%**	**56%**	**38%**	**63%**	**49%**	**58%**	**55%**	**58%**	**52%**	**44%**
Frequently	19	16	14	22	21	19	21	28	5	20	21	16	20	22	21	18	21	13
Occasionally	34	26	49	31	36	34	35	39	32	36	17	46	30	36	34	40	31	32
RARELY/NEVER	**45**	**59**	**37**	**47**	**44**	**46**	**43**	**31**	**62**	**43**	**56**	**35**	**51**	**41**	**43**	**41**	**45**	**56**
Rarely	28	33	19	30	27	26	30	19	39	24	44	23	31	27	29	29	24	29
Never	18	25	18	17	16	20	12	12	23	19	12	12	20	14	14	12	21	27
DK/NA	**1**	**0**	**0**	**0**	**0**	**1**	**2**	**3**	**0**	**1**	**6**	**2**	**0**	**1**	**2**	**1**	**3**	**0**
DK/NA	1	0	0	0	0	1	2	3	0	1	6	2	0	1	2	1	3	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	88
FREQ/OCCAS	**54%**	**54%**	**57%**	**61%**	**63%**	**62%**	**62%**	**61%**	**43%**	**53%**	**39%**	**40%**	**50%**	**48%**	**54%**	**70%**	**42%**	**59%**	**46%**	**50%**
Frequently	19	19	20	23	24	19	19	26	15	18	13	12	19	17	26	19	15	26	15	14
Occasionally	34	35	36	38	40	43	42	35	28	35	26	28	31	31	28	51	27	33	31	36
RARELY/NEVER	**45**	**45**	**42**	**38**	**35**	**36**	**37**	**39**	**55**	**46**	**60**	**60**	**50**	**52**	**46**	**30**	**58**	**41**	**50**	**48**
Rarely	28	27	26	24	23	24	26	23	25	30	39	35	32	31	28	19	29	26	29	32
Never	18	18	16	14	12	12	11	16	30	16	21	25	18	21	18	11	29	15	20	15
DK/NA	**1**	**1**	**1**	**1**	**1**	**1**	**2**	**0**	**2**	**2**	**1**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**4**	**2**
DK/NA	1	1	1	1	1	1	2	0	2	2	1	0	1	0	0	0	0	0	4	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 87: Q12F. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Facebook

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
FREQ/OCCAS	**43%**	**47%**	**40%**	**46%**	**37%**	**39%**	**44%**	**44%**	**37%**	**18%**	**44%**	**32%**	**43%**	**43%**	**43%**	**38%**	**54%**	**43%**	**44%**	**35%**
Frequently	25	27	24	26	23	26	25	28	15	18	26	16	25	25	26	22	30	25	25	24
Occasionally	18	20	16	20	14	13	19	17	22	0	18	17	18	19	17	16	24	18	19	11
RARELY/NEVER	**56**	**53**	**57**	**52**	**63**	**59**	**54**	**53**	**63**	**82**	**54**	**68**	**57**	**55**	**55**	**62**	**46**	**55**	**56**	**65**
Rarely	11	10	12	12	12	6	15	10	4	0	12	3	10	13	10	9	0	12	6	0
Never	44	43	46	40	51	53	39	44	60	82	41	65	47	42	46	53	46	43	50	65
DK/NA	**1**	**0**	**2**	**2**	**0**	**1**	**2**	**2**	**0**	**0**	**2**	**0**	**0**	**1**	**2**	**0**	**0**	**2**	**0**	**0**
DK/NA	1	0	2	2	0	1	2	2	0	0	2	0	0	1	2	0	0	2	0	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
FREQ/OCCAS	**43%**	**46%**	**41%**	**57%**	**33%**	**44%**	**43%**	**10%**	**47%**	**51%**	**39%**	**24%**	**58%**	**39%**	**38%**	**44%**	**45%**	**47%**	**42%**	**46%**
Frequently	25	24	27	27	22	26	24	10	28	28	26	11	39	21	21	29	28	21	26	25
Occasionally	18	21	14	30	11	18	19	0	19	22	14	14	19	18	17	15	17	26	16	21
RARELY/NEVER	**56**	**53**	**58**	**43**	**67**	**55**	**57**	**78**	**52**	**48**	**60**	**76**	**42**	**60**	**62**	**55**	**54**	**52**	**57**	**53**
Rarely	11	13	8	26	0	11	11	20	9	12	12	15	7	13	8	11	14	8	10	12
Never	44	40	50	17	67	44	46	58	44	36	48	61	35	47	54	43	40	44	47	42
DK/NA	**1**	**1**	**1**	**0**	**0**	**1**	**0**	**12**	**1**	**1**	**1**	**0**	**1**	**1**	**0**	**1**	**1**	**1**	**1**	**1**
DK/NA	1	1	1	0	0	1	0	12	1	1	1	0	1	1	0	1	1	1	1	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 87: Q12F. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Facebook

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
FREQ/OCCAS	**43%**	**65%**	**42%**	**55%**	**46%**	**34%**	**50%**	**51%**	**39%**	**47%**	**54%**	**59%**	**45%**	**45%**	**37%**	**40%**	**40%**	**22%**	**53%**	**36%**	**40%**	**32%**
Frequently	25	42	24	35	29	21	29	31	21	29	34	34	31	36	24	18	20	7	33	19	25	14
Occasionally	18	23	18	20	18	13	21	21	18	18	20	25	14	9	13	22	21	15	20	17	15	18
RARELY/NEVER	**56**	**35**	**58**	**45**	**52**	**66**	**50**	**48**	**60**	**52**	**46**	**39**	**55**	**51**	**63**	**60**	**58**	**73**	**46**	**62**	**59**	**65**
Rarely	11	6	12	9	11	16	5	9	9	13	15	5	14	7	12	11	11	13	11	11	10	12
Never	44	29	46	36	41	50	45	38	50	39	31	34	41	44	51	49	47	61	35	51	48	53
DK/NA	**1**	**0**	**1**	**0**	**1**	**0**	**0**	**1**	**1**	**2**	**0**	**2**	**0**	**3**	**0**	**0**	**1**	**5**	**1**	**2**	**1**	**3**
DK/NA	1	0	1	0	1	0	0	1	1	2	0	2	0	3	0	0	1	5	1	2	1	3

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
FREQ/OCCAS	**43%**	**47%**	**30%**	**62%**	**40%**	**43%**	**46%**	**41%**	**49%**	**39%**	**57%**	**33%**	**59%**	**33%**	**34%**	**49%**	**46%**	**46%**	**40%**	**41%**
Frequently	25	27	16	43	22	26	27	22	34	20	34	18	30	19	18	32	29	24	18	26
Occasionally	18	21	15	18	18	17	19	18	15	18	23	15	29	14	16	18	17	22	22	15
RARELY/NEVER	**56**	**53**	**67**	**37**	**59**	**56**	**54**	**58**	**50**	**59**	**43**	**65**	**41**	**65**	**64**	**49**	**53**	**54**	**60**	**57**
Rarely	11	12	6	11	14	12	13	8	14	10	10	16	5	9	10	13	13	12	0	14
Never	44	41	61	26	45	44	41	51	36	49	34	50	36	56	54	36	40	43	60	43
DK/NA	**1**	**0**	**2**	**2**	**1**	**2**	**1**	**1**	**1**	**2**	**0**	**1**	**0**	**2**	**2**	**2**	**1**	**0**	**0**	**2**
DK/NA	1	0	2	2	1	2	1	1	1	2	0	1	0	2	2	2	1	0	0	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 87: Q12F. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Facebook

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
FREQ/OCCAS	**43%**	**59%**	**56%**	**33%**	**45%**	**45%**	**38%**	**37%**	**45%**	**42%**	**59%**	**43%**	**43%**	**38%**	**36%**	**44%**	**50%**	**50%**
Frequently	25	41	37	15	27	25	25	29	31	25	31	11	25	19	27	31	25	25
Occasionally	18	18	20	18	18	20	13	8	13	17	28	31	18	19	9	13	24	24
RARELY/NEVER	**56**	**40**	**44**	**66**	**55**	**53**	**62**	**60**	**55**	**57**	**41**	**54**	**55**	**61**	**61**	**56**	**49**	**50**
Rarely	11	2	11	12	14	12	10	4	14	11	0	8	15	17	11	13	5	9
Never	44	37	33	55	41	41	51	56	41	46	41	46	40	44	50	42	44	40
DK/NA	**1**	**2**	**0**	**1**	**1**	**2**	**1**	**3**	**0**	**1**	**0**	**3**	**2**	**1**	**4**	**0**	**1**	**1**
DK/NA	1	2	0	1	1	2	1	3	0	1	0	3	2	1	4	0	1	1

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
FREQ/OCCAS	**43%**	**44%**	**44%**	**42%**	**40%**	**38%**	**36%**	**49%**	**34%**	**43%**	**41%**	**41%**	**40%**	**42%**	**38%**	**50%**	**29%**	**55%**	**51%**	**39%**
Frequently	25	26	25	22	19	18	15	27	22	25	24	24	23	23	22	29	23	22	26	27
Occasionally	18	18	19	20	21	20	22	21	12	18	17	18	17	19	16	21	6	34	25	12
RARELY/NEVER	**56**	**55**	**54**	**56**	**57**	**59**	**60**	**51**	**66**	**55**	**59**	**59**	**60**	**57**	**62**	**45**	**68**	**45**	**48**	**60**
Rarely	11	11	10	10	10	9	10	13	6	11	10	10	9	10	15	11	17	4	12	5
Never	44	44	44	46	47	49	50	38	60	44	49	49	50	47	47	34	51	40	36	55
DK/NA	**1**	**1**	**2**	**2**	**2**	**3**	**3**	**1**	**0**	**2**	**0**	**0**	**1**	**1**	**0**	**4**	**3**	**0**	**1**	**1**
DK/NA	1	1	2	2	2	3	3	1	0	2	0	0	1	1	0	4	3	0	1	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 88: Q12G. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Twitter

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
FREQ/OCCAS	**11%**	**15%**	**8%**	**10%**	**13%**	**11%**	**12%**	**8%**	**11%**	**18%**	**10%**	**13%**	**12%**	**11%**	**12%**	**11%**	**0%**	**11%**	**7%**	**16%**
Frequently	5	6	4	6	6	2	4	5	6	0	5	5	7	5	5	0	0	5	0	16
Occasionally	6	8	4	5	7	10	7	3	5	18	5	8	6	5	7	11	0	6	7	0
RARELY/NEVER	**87**	**84**	**89**	**87**	**87**	**89**	**88**	**89**	**89**	**82**	**88**	**87**	**86**	**88**	**86**	**89**	**100**	**87**	**93**	**75**
Rarely	7	9	5	8	2	8	5	6	15	0	5	12	9	7	6	17	8	6	14	0
Never	81	75	84	79	86	81	83	83	74	82	83	76	77	81	81	73	92	81	80	75
DK/NA	**2**	**1**	**2**	**3**	**0**	**0**	**1**	**3**	**0**	**0**	**2**	**0**	**2**	**2**	**2**	**0**	**0**	**2**	**0**	**8**
DK/NA	2	1	2	3	0	0	1	3	0	0	2	0	2	2	2	0	0	2	0	8

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
FREQ/OCCAS	**11%**	**12%**	**9%**	**17%**	**12%**	**11%**	**14%**	**0%**	**16%**	**11%**	**9%**	**3%**	**15%**	**10%**	**14%**	**7%**	**12%**	**14%**	**10%**	**13%**
Frequently	5	6	4	17	0	5	7	0	8	6	2	1	6	5	5	3	7	6	4	7
Occasionally	6	6	5	0	12	6	7	0	8	4	7	2	9	5	9	4	5	8	6	6
RARELY/NEVER	**87**	**87**	**88**	**83**	**88**	**88**	**86**	**78**	**84**	**89**	**90**	**94**	**85**	**89**	**84**	**92**	**88**	**86**	**89**	**87**
Rarely	7	8	5	13	0	7	6	0	8	8	6	0	8	6	5	3	8	11	4	9
Never	81	79	84	70	88	81	80	78	76	80	83	94	77	83	79	89	80	75	85	78
DK/NA	**2**	**1**	**2**	**0**	**0**	**1**	**0**	**22**	**0**	**1**	**1**	**3**	**0**	**1**	**2**	**1**	**1**	**0**	**1**	**0**
DK/NA	2	1	2	0	0	1	0	22	0	1	1	3	0	1	2	1	1	0	1	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 88: Q12G. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Twitter

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
FREQ/OCCAS	**11%**	**25%**	**8%**	**26%**	**14%**	**16%**	**4%**	**7%**	**10%**	**11%**	**20%**	**18%**	**9%**	**9%**	**2%**	**9%**	**12%**	**3%**	**16%**	**8%**	**7%**	**8%**
Frequently	5	13	3	15	10	7	0	1	4	6	10	9	0	4	0	5	9	1	7	4	3	5
Occasionally	6	13	5	10	4	9	4	6	6	6	10	8	9	6	2	5	4	2	9	4	4	3
RARELY/NEVER	**87**	**75**	**91**	**74**	**85**	**84**	**96**	**93**	**88**	**86**	**79**	**80**	**91**	**87**	**98**	**91**	**85**	**92**	**83**	**90**	**92**	**88**
Rarely	7	6	7	5	7	6	10	8	5	9	11	4	9	6	8	9	4	4	8	6	8	4
Never	81	69	84	70	78	77	86	85	84	78	68	76	83	81	89	82	81	89	75	84	84	84
DK/NA	**2**	**0**	**1**	**0**	**1**	**0**	**0**	**0**	**1**	**2**	**1**	**2**	**0**	**3**	**0**	**0**	**2**	**4**	**1**	**2**	**1**	**3**
DK/NA	2	0	1	0	1	0	0	0	1	2	1	2	0	3	0	0	2	4	1	2	1	3

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
FREQ/OCCAS	**11%**	**13%**	**7%**	**19%**	**8%**	**12%**	**10%**	**8%**	**20%**	**7%**	**12%**	**8%**	**10%**	**8%**	**11%**	**13%**	**10%**	**11%**	**9%**	**8%**
Frequently	5	5	4	9	4	8	1	2	13	5	0	3	0	3	8	8	1	2	0	3
Occasionally	6	8	4	10	3	4	9	7	7	2	12	5	10	5	3	5	9	9	9	5
RARELY/NEVER	**87**	**86**	**91**	**79**	**90**	**85**	**90**	**90**	**78**	**90**	**88**	**92**	**90**	**90**	**86**	**84**	**90**	**89**	**91**	**90**
Rarely	7	6	3	11	8	8	5	5	9	8	9	0	0	7	5	10	4	6	3	6
Never	81	80	88	68	82	77	85	86	69	82	79	92	90	84	81	74	86	83	88	83
DK/NA	**2**	**1**	**2**	**2**	**2**	**3**	**0**	**1**	**2**	**3**	**0**	**0**	**0**	**2**	**3**	**3**	**0**	**0**	**0**	**2**
DK/NA	2	1	2	2	2	3	0	1	2	3	0	0	0	2	3	3	0	0	0	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 88: Q12G. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Twitter

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
FREQ/OCCAS	**11%**	**9%**	**20%**	**11%**	**9%**	**12%**	**9%**	**13%**	**19%**	**9%**	**20%**	**11%**	**8%**	**7%**	**12%**	**15%**	**12%**	**10%**
Frequently	5	3	8	5	5	6	4	8	6	4	20	4	3	3	6	6	8	3
Occasionally	6	6	12	6	4	6	5	5	13	5	0	7	5	4	6	9	4	7
RARELY/NEVER	**87**	**91**	**80**	**88**	**90**	**86**	**90**	**84**	**81**	**90**	**75**	**86**	**89**	**92**	**84**	**85**	**86**	**90**
Rarely	7	7	9	4	9	8	5	4	11	6	0	18	5	4	5	10	5	11
Never	81	85	71	84	81	78	86	80	70	84	75	68	84	88	79	75	81	79
DK/NA	**2**	**0**	**0**	**1**	**2**	**2**	**1**	**3**	**0**	**1**	**4**	**3**	**2**	**2**	**4**	**0**	**2**	**1**
DK/NA	2	0	0	1	2	2	1	3	0	1	4	3	2	2	4	0	2	1

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
FREQ/OCCAS	**11%**	**11%**	**11%**	**8%**	**7%**	**7%**	**6%**	**12%**	**9%**	**11%**	**14%**	**12%**	**12%**	**11%**	**10%**	**16%**	**7%**	**6%**	**12%**	**9%**
Frequently	5	5	5	3	2	2	1	5	2	6	7	6	6	7	7	9	0	6	1	5
Occasionally	6	6	5	5	5	5	5	7	6	5	7	6	6	4	3	7	7	0	11	5
RARELY/NEVER	**87**	**87**	**88**	**90**	**90**	**90**	**90**	**88**	**91**	**86**	**85**	**86**	**86**	**87**	**88**	**81**	**90**	**94**	**88**	**88**
Rarely	7	7	7	7	7	6	7	7	13	5	10	10	7	9	8	9	9	5	7	2
Never	81	80	81	82	84	84	83	81	79	81	75	77	79	78	79	72	81	89	80	86
DK/NA	**2**	**2**	**2**	**2**	**3**	**3**	**4**	**0**	**0**	**3**	**1**	**1**	**2**	**2**	**2**	**3**	**3**	**0**	**0**	**2**
DK/NA	2	2	2	2	3	3	4	0	0	3	1	1	2	2	2	3	3	0	0	2

TABLE 89: Q12H. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Instagram

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
FREQ/OCCAS	**12%**	**16%**	**10%**	**14%**	**7%**	**9%**	**16%**	**11%**	**5%**	**0%**	**14%**	**4%**	**10%**	**16%**	**10%**	**0%**	**6%**	**13%**	**2%**	**0%**
Frequently	5	4	5	6	1	5	5	4	5	0	5	4	5	6	3	0	6	5	2	0
Occasionally	7	12	4	9	6	4	11	7	0	0	9	0	5	9	7	0	0	8	0	0
RARELY/NEVER	**86**	**83**	**88**	**83**	**93**	**90**	**82**	**88**	**95**	**100**	**85**	**96**	**88**	**83**	**88**	**100**	**94**	**85**	**98**	**92**
Rarely	8	8	8	7	9	8	8	7	16	0	8	12	6	6	9	16	0	7	10	0
Never	79	76	81	77	84	81	74	81	79	100	77	84	82	77	80	84	94	78	87	92
DK/NA	**2**	**1**	**2**	**2**	**0**	**1**	**2**	**2**	**0**	**0**	**2**	**0**	**1**	**1**	**2**	**0**	**0**	**1**	**0**	**8**
DK/NA	2	1	2	2	0	1	2	2	0	0	2	0	1	1	2	0	0	1	0	8

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
FREQ/OCCAS	**12%**	**16%**	**8%**	**16%**	**0%**	**13%**	**7%**	**0%**	**17%**	**14%**	**8%**	**3%**	**19%**	**10%**	**21%**	**11%**	**11%**	**10%**	**14%**	**11%**
Frequently	5	6	4	0	0	5	0	0	8	5	1	1	7	4	6	4	4	6	5	5
Occasionally	7	10	4	16	0	8	7	0	9	9	7	2	12	6	14	7	7	4	10	6
RARELY/NEVER	**86**	**84**	**90**	**84**	**100**	**86**	**93**	**78**	**82**	**86**	**91**	**95**	**81**	**89**	**78**	**89**	**88**	**89**	**85**	**89**
Rarely	8	7	7	17	12	7	14	20	10	7	6	6	5	8	6	8	8	9	7	8
Never	79	77	83	67	88	79	79	57	72	79	85	89	75	81	72	82	81	80	78	80
DK/NA	**2**	**1**	**2**	**0**	**0**	**1**	**0**	**22**	**1**	**0**	**1**	**2**	**1**	**1**	**1**	**0**	**1**	**1**	**0**	**1**
DK/NA	2	1	2	0	0	1	0	22	1	0	1	2	1	1	1	0	1	1	0	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 89: Q12H. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Instagram

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
FREQ/OCCAS	**12%**	**40%**	**8%**	**33%**	**18%**	**8%**	**6%**	**12%**	**9%**	**15%**	**41%**	**18%**	**9%**	**7%**	**6%**	**2%**	**5%**	**3%**	**23%**	**5%**	**5%**	**4%**
Frequently	5	20	3	17	8	3	0	5	2	7	20	4	2	4	6	0	1	0	9	2	3	1
Occasionally	7	20	5	16	11	6	6	7	7	8	21	13	7	4	0	2	4	3	14	3	2	4
RARELY/NEVER	**86**	**60**	**91**	**67**	**81**	**92**	**94**	**87**	**89**	**84**	**58**	**80**	**91**	**90**	**94**	**98**	**93**	**93**	**76**	**94**	**94**	**93**
Rarely	8	7	8	7	7	12	10	5	5	10	12	5	4	10	9	10	9	3	7	8	9	6
Never	79	53	83	60	74	80	84	81	84	74	46	75	87	80	85	88	84	90	69	86	85	87
DK/NA	**2**	**0**	**0**	**0**	**1**	**0**	**0**	**1**	**2**	**1**	**1**	**2**	**0**	**3**	**0**	**0**	**1**	**4**	**1**	**2**	**1**	**3**
DK/NA	2	0	0	0	1	0	0	1	2	1	1	2	0	3	0	0	1	4	1	2	1	3

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
FREQ/OCCAS	**12%**	**15%**	**3%**	**34%**	**6%**	**14%**	**13%**	**5%**	**26%**	**7%**	**22%**	**3%**	**14%**	**2%**	**10%**	**17%**	**9%**	**19%**	**9%**	**2%**
Frequently	5	5	0	15	3	5	7	1	7	3	12	0	5	0	3	6	3	12	0	2
Occasionally	7	10	3	19	3	9	7	4	18	3	10	3	9	2	7	11	6	8	9	0
RARELY/NEVER	**86**	**84**	**94**	**64**	**93**	**83**	**86**	**95**	**72**	**91**	**78**	**95**	**86**	**98**	**88**	**80**	**90**	**81**	**91**	**98**
Rarely	8	6	5	10	10	8	8	7	8	7	9	6	0	10	3	11	9	5	3	10
Never	79	78	89	55	83	76	78	88	64	83	69	89	86	88	84	69	80	75	88	87
DK/NA	**2**	**1**	**2**	**2**	**1**	**3**	**1**	**0**	**2**	**3**	**0**	**1**	**0**	**0**	**3**	**2**	**1**	**0**	**0**	**0**
DK/NA	2	1	2	2	1	3	1	0	2	3	0	1	0	0	3	2	1	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 89: Q12H. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Instagram

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
FREQ/OCCAS	**12%**	**15%**	**23%**	**8%**	**12%**	**11%**	**15%**	**18%**	**20%**	**10%**	**4%**	**16%**	**10%**	**11%**	**15%**	**13%**	**15%**	**6%**
Frequently	5	7	7	1	7	4	8	7	15	3	4	2	4	3	5	8	7	1
Occasionally	7	8	16	7	6	7	8	11	5	7	0	13	7	8	10	6	8	5
RARELY/NEVER	**86**	**84**	**77**	**92**	**87**	**87**	**84**	**80**	**80**	**88**	**92**	**81**	**89**	**87**	**83**	**87**	**83**	**93**
Rarely	8	2	8	6	11	8	7	2	5	9	4	9	8	7	3	11	9	8
Never	79	82	70	85	76	79	77	77	75	79	88	72	81	81	80	75	74	84
DK/NA	**2**	**2**	**0**	**1**	**1**	**2**	**1**	**3**	**0**	**1**	**4**	**3**	**1**	**2**	**2**	**0**	**2**	**1**
DK/NA	2	2	0	1	1	2	1	3	0	1	4	3	1	2	2	0	2	1

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
FREQ/OCCAS	**12%**	**12%**	**9%**	**8%**	**7%**	**4%**	**2%**	**17%**	**6%**	**12%**	**11%**	**11%**	**12%**	**11%**	**14%**	**10%**	**4%**	**4%**	**18%**	**11%**
Frequently	5	5	4	3	3	2	2	4	3	5	6	6	7	6	5	3	4	0	8	5
Occasionally	7	8	6	5	4	2	1	13	2	6	6	5	6	5	10	7	0	4	10	6
RARELY/NEVER	**86**	**86**	**89**	**90**	**91**	**94**	**94**	**82**	**94**	**86**	**88**	**89**	**86**	**88**	**85**	**86**	**96**	**96**	**81**	**87**
Rarely	8	7	7	7	6	6	6	8	11	7	7	6	5	6	8	5	10	11	8	6
Never	79	79	82	83	85	87	88	74	84	80	81	82	81	82	77	81	87	85	73	81
DK/NA	**2**	**2**	**2**	**2**	**2**	**3**	**4**	**1**	**0**	**2**	**1**	**1**	**1**	**1**	**1**	**4**	**0**	**0**	**1**	**2**
DK/NA	2	2	2	2	2	3	4	1	0	2	1	1	1	1	1	4	0	0	1	2

TABLE 90: Q12I. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Blogs

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
FREQ/OCCAS	**13%**	**14%**	**12%**	**14%**	**11%**	**13%**	**17%**	**11%**	**0%**	**18%**	**14%**	**4%**	**13%**	**14%**	**12%**	**11%**	**9%**	**13%**	**10%**	**16%**
Frequently	3	4	2	2	8	0	4	2	0	0	3	0	3	2	4	0	0	3	0	16
Occasionally	10	10	10	12	3	13	13	9	0	18	11	4	11	12	8	11	9	11	10	0
RARELY/NEVER	**85**	**84**	**86**	**84**	**88**	**86**	**81**	**86**	**100**	**82**	**84**	**96**	**86**	**84**	**86**	**89**	**91**	**85**	**90**	**84**
Rarely	15	20	12	16	13	16	14	18	30	0	16	23	11	15	18	11	10	16	11	0
Never	70	64	73	68	75	70	67	68	70	82	67	73	74	69	68	78	81	69	79	84
DK/NA	**2**	**1**	**2**	**2**	**1**	**1**	**2**	**3**	**0**	**0**	**2**	**0**	**1**	**2**	**2**	**0**	**0**	**2**	**0**	**0**
DK/NA	2	1	2	2	1	1	2	3	0	0	2	0	1	2	2	0	0	2	0	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
FREQ/OCCAS	**13%**	**16%**	**11%**	**0%**	**11%**	**14%**	**6%**	**0%**	**18%**	**12%**	**13%**	**6%**	**20%**	**11%**	**17%**	**11%**	**14%**	**13%**	**13%**	**14%**
Frequently	3	3	3	0	0	3	0	0	5	3	2	0	4	2	4	4	1	3	4	2
Occasionally	10	12	8	0	11	11	6	0	13	9	10	6	16	9	13	7	13	10	9	12
RARELY/NEVER	**85**	**84**	**86**	**100**	**89**	**85**	**94**	**88**	**81**	**88**	**85**	**94**	**79**	**88**	**83**	**89**	**84**	**85**	**87**	**85**
Rarely	15	14	15	42	21	15	30	20	21	17	12	5	15	16	12	18	14	19	16	16
Never	70	69	71	58	68	70	64	68	61	71	73	89	64	72	71	72	71	66	71	69
DK/NA	**2**	**1**	**3**	**0**	**0**	**2**	**0**	**12**	**1**	**0**	**3**	**0**	**1**	**1**	**0**	**0**	**1**	**2**	**0**	**1**
DK/NA	2	1	3	0	0	2	0	12	1	0	3	0	1	1	0	0	1	2	0	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 90: Q12I. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Blogs

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
FREQ/OCCAS	**13%**	**15%**	**14%**	**15%**	**12%**	**18%**	**13%**	**15%**	**12%**	**15%**	**19%**	**13%**	**26%**	**10%**	**7%**	**9%**	**11%**	**8%**	**19%**	**9%**	**9%**	**10%**
Frequently	3	6	2	6	3	5	4	1	2	4	5	3	2	3	4	3	4	0	3	3	3	2
Occasionally	10	9	11	9	9	13	9	15	10	11	14	11	24	7	3	7	7	8	16	6	6	7
RARELY/NEVER	**85**	**85**	**86**	**85**	**87**	**81**	**87**	**84**	**86**	**84**	**80**	**85**	**74**	**87**	**93**	**91**	**85**	**89**	**80**	**89**	**91**	**87**
Rarely	15	12	16	17	20	15	9	17	15	16	23	18	20	4	22	10	11	11	20	12	12	11
Never	70	72	70	68	68	66	77	67	72	68	57	66	54	84	71	81	74	79	59	77	78	76
DK/NA	**2**	**0**	**1**	**0**	**1**	**1**	**0**	**1**	**2**	**1**	**1**	**2**	**0**	**3**	**0**	**0**	**4**	**3**	**1**	**2**	**1**	**3**
DK/NA	2	0	1	0	1	1	0	1	2	1	1	2	0	3	0	0	4	3	1	2	1	3

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
FREQ/OCCAS	**13%**	**12%**	**12%**	**31%**	**7%**	**17%**	**11%**	**7%**	**29%**	**9%**	**11%**	**11%**	**5%**	**8%**	**13%**	**20%**	**14%**	**7%**	**5%**	**8%**
Frequently	3	1	3	7	2	3	3	2	5	2	1	4	0	3	1	4	3	1	0	4
Occasionally	10	11	9	24	5	14	8	5	24	7	10	7	5	5	11	15	10	6	5	4
RARELY/NEVER	**85**	**88**	**85**	**68**	**91**	**81**	**88**	**92**	**69**	**88**	**89**	**88**	**95**	**91**	**84**	**78**	**85**	**93**	**95**	**90**
Rarely	15	21	8	20	14	12	20	17	16	10	27	12	19	16	12	13	17	24	17	16
Never	70	67	77	47	77	68	68	75	53	79	62	76	76	75	72	66	68	68	78	73
DK/NA	**2**	**1**	**3**	**2**	**1**	**3**	**1**	**1**	**2**	**3**	**0**	**1**	**0**	**1**	**3**	**2**	**1**	**0**	**0**	**2**
DK/NA	2	1	3	2	1	3	1	1	2	3	0	1	0	1	3	2	1	0	0	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 90: Q12I. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: Blogs

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
FREQ/OCCAS	**13%**	**13%**	**27%**	**11%**	**11%**	**13%**	**13%**	**26%**	**8%**	**12%**	**8%**	**12%**	**13%**	**10%**	**21%**	**10%**	**7%**	**18%**
Frequently	3	0	9	2	2	4	1	2	0	2	8	8	3	0	3	0	6	6
Occasionally	10	13	18	9	9	10	12	24	8	10	0	4	10	10	19	10	1	12
RARELY/NEVER	**85**	**86**	**73**	**87**	**88**	**85**	**86**	**71**	**92**	**87**	**88**	**85**	**84**	**89**	**76**	**90**	**90**	**81**
Rarely	15	11	19	16	15	15	17	14	17	14	16	21	15	13	14	15	16	19
Never	70	75	54	71	73	70	69	57	75	74	72	64	69	75	62	75	74	62
DK/NA	**2**	**2**	**0**	**1**	**1**	**2**	**1**	**3**	**0**	**1**	**4**	**3**	**2**	**2**	**2**	**0**	**3**	**1**
DK/NA	2	2	0	1	1	2	1	3	0	1	4	3	2	2	2	0	3	1

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
FREQ/OCCAS	**13%**	**14%**	**14%**	**11%**	**11%**	**11%**	**11%**	**19%**	**6%**	**12%**	**11%**	**12%**	**10%**	**11%**	**21%**	**14%**	**8%**	**6%**	**10%**	**9%**
Frequently	3	3	3	1	1	1	2	4	0	3	1	2	1	2	3	5	4	3	2	2
Occasionally	10	11	11	10	10	10	9	15	6	9	10	10	9	9	19	9	4	3	8	7
RARELY/NEVER	**85**	**85**	**84**	**87**	**86**	**86**	**85**	**80**	**94**	**85**	**88**	**87**	**88**	**88**	**78**	**82**	**92**	**91**	**89**	**88**
Rarely	15	15	14	13	12	11	9	14	17	16	15	13	17	15	13	11	19	8	22	16
Never	70	70	70	73	74	75	76	66	77	70	73	74	71	73	65	71	74	83	67	73
DK/NA	**2**	**2**	**2**	**2**	**3**	**3**	**4**	**1**	**0**	**2**	**1**	**1**	**2**	**1**	**1**	**4**	**0**	**3**	**1**	**2**
DK/NA	2	2	2	2	3	3	4	1	0	2	1	1	2	1	1	4	0	3	1	2

TABLE 91: Q12J. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: The Press Democrat newspaper

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
FREQ/OCCAS	**74%**	**75%**	**74%**	**77%**	**70%**	**67%**	**82%**	**73%**	**80%**	**25%**	**78%**	**68%**	**67%**	**73%**	**78%**	**87%**	**61%**	**75%**	**78%**	**43%**
Frequently	47	43	50	50	46	34	60	41	43	25	51	39	40	49	45	58	32	47	49	33
Occasionally	27	32	24	27	23	33	22	32	37	0	27	29	27	24	32	29	29	27	29	10
RARELY/NEVER	**25**	**25**	**25**	**22**	**30**	**33**	**17**	**25**	**20**	**75**	**21**	**32**	**33**	**27**	**21**	**13**	**39**	**24**	**22**	**57**
Rarely	10	12	8	8	12	14	9	8	0	19	9	4	14	10	9	8	10	10	8	11
Never	15	12	17	13	18	20	8	17	20	56	12	28	19	16	12	5	30	15	14	46
DK/NA	**1**	**0**	**1**	**1**	**0**	**0**	**1**	**2**	**0**	**0**	**1**	**0**	**0**	**1**	**1**	**0**	**0**	**1**	**0**	**0**
DK/NA	1	0	1	1	0	0	1	2	0	0	1	0	0	1	1	0	0	1	0	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
FREQ/OCCAS	**74%**	**77%**	**72%**	**82%**	**51%**	**75%**	**64%**	**41%**	**81%**	**81%**	**71%**	**53%**	**78%**	**74%**	**62%**	**72%**	**80%**	**84%**	**68%**	**82%**
Frequently	47	51	43	65	30	47	45	41	52	53	43	32	39	51	25	47	55	56	39	55
Occasionally	27	27	30	16	21	28	19	0	28	29	28	20	39	24	37	25	25	28	29	26
RARELY/NEVER	**25**	**22**	**27**	**18**	**49**	**24**	**36**	**47**	**19**	**19**	**29**	**47**	**22**	**26**	**38**	**28**	**20**	**16**	**32**	**18**
Rarely	10	9	12	0	0	10	0	28	8	10	10	14	13	9	13	11	9	7	11	8
Never	15	14	15	18	49	14	36	19	11	9	19	34	9	17	26	18	10	9	21	10
DK/NA	**1**	**0**	**1**	**0**	**0**	**1**	**0**	**12**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
DK/NA	1	0	1	0	0	1	0	12	0	0	0	0	0	0	0	0	0	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 91: Q12J. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: The Press Democrat newspaper

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
FREQ/OCCAS	**74%**	**73%**	**77%**	**65%**	**69%**	**80%**	**81%**	**81%**	**75%**	**74%**	**66%**	**76%**	**87%**	**58%**	**73%**	**71%**	**77%**	**77%**	**76%**	**73%**	**68%**	**77%**
Frequently	47	30	52	26	38	55	47	58	47	47	23	44	47	38	49	60	55	59	38	54	50	57
Occasionally	27	42	25	39	31	24	35	23	27	27	44	32	41	19	24	11	22	18	39	19	18	20
RARELY/NEVER	**25**	**27**	**23**	**35**	**31**	**20**	**19**	**19**	**25**	**25**	**34**	**22**	**13**	**39**	**27**	**29**	**21**	**23**	**23**	**27**	**31**	**22**
Rarely	10	12	10	13	12	6	15	9	10	10	18	11	10	16	11	5	9	1	13	8	10	5
Never	15	15	14	22	20	15	4	10	16	15	16	10	2	24	16	24	13	22	10	19	21	17
DK/NA	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**2**	**0**	**3**	**0**	**0**	**1**	**0**	**1**	**1**	**1**	**1**
DK/NA	1	0	0	0	0	0	0	0	0	1	0	2	0	3	0	0	1	0	1	1	1	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
FREQ/OCCAS	**74%**	**74%**	**75%**	**80%**	**71%**	**80%**	**67%**	**69%**	**79%**	**80%**	**67%**	**68%**	**91%**	**59%**	**79%**	**80%**	**71%**	**63%**	**69%**	**68%**
Frequently	47	37	59	39	51	51	40	47	35	61	32	50	63	40	52	50	38	44	52	43
Occasionally	27	37	17	41	20	29	27	22	45	19	35	18	28	19	27	31	33	18	18	25
RARELY/NEVER	**25**	**26**	**24**	**18**	**28**	**19**	**33**	**31**	**19**	**18**	**33**	**32**	**9**	**41**	**20**	**18**	**29**	**37**	**31**	**32**
Rarely	10	13	6	13	9	8	13	10	12	6	18	8	5	11	9	8	9	19	12	8
Never	15	13	18	5	20	11	19	22	7	13	15	24	4	29	11	10	20	18	19	24
DK/NA	**1**	**0**	**1**	**2**	**1**	**1**	**0**	**0**	**1**	**1**	**0**	**0**	**0**	**0**	**1**	**2**	**0**	**0**	**0**	**0**
DK/NA	1	0	1	2	1	1	0	0	1	1	0	0	0	0	1	2	0	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 91: Q12J. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: The Press Democrat newspaper

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
FREQ/OCCAS	**74%**	**77%**	**79%**	**74%**	**74%**	**76%**	**71%**	**65%**	**71%**	**79%**	**68%**	**59%**	**78%**	**87%**	**64%**	**73%**	**75%**	**71%**
Frequently	47	37	41	51	50	48	46	33	46	51	40	32	52	62	35	46	49	43
Occasionally	27	40	38	24	24	28	24	32	25	28	28	27	25	25	29	27	27	28
RARELY/NEVER	**25**	**23**	**21**	**26**	**26**	**24**	**29**	**32**	**29**	**21**	**32**	**38**	**22**	**13**	**34**	**27**	**24**	**29**
Rarely	10	11	16	9	9	8	15	10	9	9	10	16	9	4	12	12	7	16
Never	15	12	5	17	17	16	14	22	20	12	22	22	12	9	22	15	17	13
DK/NA	**1**	**0**	**0**	**0**	**0**	**1**	**1**	**3**	**0**	**0**	**0**	**3**	**1**	**0**	**2**	**0**	**1**	**0**
DK/NA	1	0	0	0	0	1	1	3	0	0	0	3	1	0	2	0	1	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
FREQ/OCCAS	**74%**	**75%**	**76%**	**77%**	**77%**	**78%**	**76%**	**85%**	**71%**	**71%**	**68%**	**69%**	**65%**	**68%**	**81%**	**78%**	**65%**	**69%**	**65%**	**74%**
Frequently	47	48	50	53	55	60	60	64	45	41	40	40	37	39	49	54	44	52	42	44
Occasionally	27	27	26	24	22	19	16	21	27	29	28	29	28	29	32	24	21	18	22	31
RARELY/NEVER	**25**	**25**	**23**	**22**	**21**	**20**	**22**	**15**	**29**	**28**	**32**	**31**	**34**	**31**	**19**	**19**	**35**	**31**	**35**	**24**
Rarely	10	10	8	6	5	4	5	8	5	11	12	12	12	12	5	12	12	5	16	10
Never	15	15	15	16	17	16	17	7	23	17	20	19	22	19	14	7	23	26	19	14
DK/NA	**1**	**1**	**1**	**1**	**1**	**2**	**2**	**0**	**0**	**1**	**0**	**0**	**1**	**1**	**0**	**3**	**0**	**0**	**0**	**1**
DK/NA	1	1	1	1	1	2	2	0	0	1	0	0	1	1	0	3	0	0	0	1

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 92: Q12K. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: The San Francisco Chronicle newspaper

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	400	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
FREQ/OCCAS	**26%**	**29%**	**24%**	**28%**	**19%**	**30%**	**32%**	**23%**	**20%**	**0%**	**28%**	**15%**	**26%**	**31%**	**21%**	**21%**	**8%**	**27%**	**17%**	**27%**
Frequently	9	8	9	10	4	10	12	4	6	0	8	5	11	12	6	6	0	9	4	8
Occasionally	18	21	15	18	15	19	20	19	14	0	19	11	14	20	15	15	8	18	13	18
RARELY/NEVER	**73**	**71**	**74**	**70**	**81**	**70**	**67**	**76**	**80**	**100**	**71**	**85**	**74**	**68**	**78**	**79**	**92**	**72**	**83**	**73**
Rarely	17	16	17	18	13	16	18	23	11	0	20	9	11	17	17	18	16	17	17	0
Never	56	55	57	53	68	54	50	53	69	100	51	76	63	51	61	61	76	55	66	73
DK/NA	**1**	**0**	**2**	**2**	**0**	**0**	**1**	**2**	**0**	**0**	**1**	**0**	**1**	**1**	**1**	**0**	**0**	**1**	**0**	**0**
DK/NA	1	0	2	2	0	0	1	2	0	0	1	0	1	1	1	0	0	1	0	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	400	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
FREQ/OCCAS	**26%**	**32%**	**19%**	**40%**	**9%**	**27%**	**23%**	**11%**	**33%**	**30%**	**19%**	**15%**	**27%**	**26%**	**19%**	**22%**	**28%**	**35%**	**21%**	**31%**
Frequently	9	11	5	17	9	9	13	11	10	10	6	9	9	9	8	6	11	9	7	10
Occasionally	18	21	14	24	0	18	10	0	23	20	14	5	18	17	11	15	17	25	14	20
RARELY/NEVER	**73**	**68**	**79**	**60**	**91**	**73**	**77**	**78**	**67**	**70**	**81**	**83**	**73**	**74**	**81**	**78**	**72**	**65**	**79**	**69**
Rarely	17	17	16	41	12	17	24	0	19	18	15	11	18	17	14	14	24	14	14	20
Never	56	51	63	18	79	56	53	78	47	53	65	72	55	57	66	65	48	51	65	50
DK/NA	**1**	**0**	**1**	**0**	**0**	**1**	**0**	**12**	**0**	**0**	**0**	**2**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
DK/NA	1	0	1	0	0	1	0	12	0	0	0	2	0	0	0	0	0	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 92: Q12K. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: The San Francisco Chronicle newspaper

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	400	48	313	60	142	69	56	75	192	208	56	56	52	32	41	43	66	54	164	236	116	120
FREQ/OCCAS	**26%**	**27%**	**27%**	**26%**	**24%**	**25%**	**30%**	**30%**	**27%**	**25%**	**27%**	**25%**	**34%**	**21%**	**19%**	**25%**	**26%**	**29%**	**28%**	**25%**	**22%**	**27%**
Frequently	9	9	9	7	9	6	7	12	8	9	4	9	9	10	9	11	5	14	7	10	10	9
Occasionally	18	18	18	19	15	19	23	17	19	16	23	16	25	12	10	14	21	15	21	15	12	18
RARELY/NEVER	**73**	**73**	**73**	**74**	**76**	**75**	**70**	**70**	**72**	**74**	**73**	**73**	**66**	**75**	**81**	**75**	**73**	**69**	**71**	**74**	**77**	**71**
Rarely	17	16	17	16	19	16	14	18	17	16	24	21	16	15	9	20	16	9	21	14	15	13
Never	56	57	56	58	58	59	55	52	55	58	49	52	50	60	71	55	57	60	50	60	62	58
DK/NA	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**1**	**0**	**2**	**0**	**3**	**0**	**0**	**1**	**2**	**1**	**1**	**1**	**1**
DK/NA	1	0	0	0	0	0	0	0	1	1	0	2	0	3	0	0	1	2	1	1	1	1

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63	45	37	43
FREQ/OCCAS	**26%**	**24%**	**31%**	**35%**	**21%**	**31%**	**25%**	**14%**	**37%**	**28%**	**25%**	**26%**	**5%**	**18%**	**33%**	**30%**	**27%**	**22%**	**13%**	**15%**
Frequently	9	7	9	7	10	10	8	6	12	9	4	13	0	8	10	10	7	10	5	7
Occasionally	18	17	22	28	11	21	17	8	26	18	21	13	5	10	23	20	21	12	8	9
RARELY/NEVER	**73**	**76**	**68**	**63**	**78**	**67**	**75**	**85**	**61**	**71**	**75**	**74**	**95**	**81**	**66**	**68**	**73**	**78**	**85**	**85**
Rarely	17	19	15	23	13	16	19	16	15	17	24	13	35	9	16	16	15	23	23	10
Never	56	57	52	41	65	51	56	69	47	54	52	62	60	72	50	52	57	55	62	74
DK/NA	**1**	**0**	**2**	**2**	**1**	**1**	**0**	**1**	**1**	**1**	**0**	**0**	**0**	**2**	**1**	**2**	**0**	**0**	**2**	**0**
DK/NA	1	0	2	2	1	1	0	1	1	1	0	0	0	2	1	2	0	0	2	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 92: Q12K. I'm going to read you a list of sources from which people get information about local issues in Sonoma County. For each, I'd like you to tell me how often you use it to get information about local issues: frequently, occasionally, rarely, or never: The San Francisco Chronicle newspaper

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	400	48	50	142	154	282	118	42	38	138	19	35	129	88	84	72	80	76
FREQ/OCCAS	**26%**	**32%**	**23%**	**25%**	**27%**	**27%**	**25%**	**25%**	**29%**	**25%**	**22%**	**23%**	**29%**	**30%**	**23%**	**26%**	**23%**	**30%**
Frequently	9	13	5	6	11	10	7	6	13	8	5	8	11	10	7	10	9	7
Occasionally	18	18	18	19	16	17	19	19	16	18	17	15	18	19	16	15	14	23
RARELY/NEVER	**73**	**68**	**77**	**74**	**73**	**73**	**73**	**72**	**71**	**75**	**78**	**75**	**70**	**69**	**74**	**74**	**76**	**70**
Rarely	17	17	18	18	16	18	13	20	8	13	26	26	18	14	16	8	20	24
Never	56	51	58	56	58	55	60	53	64	62	52	49	52	55	58	66	55	47
DK/NA	**1**	**0**	**0**	**1**	**0**	**1**	**1**	**3**	**0**	**0**	**0**	**3**	**1**	**1**	**2**	**0**	**1**	**0**
DK/NA	1	0	0	1	0	1	1	3	0	0	0	3	1	1	2	0	1	0

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	94
FREQ/OCCAS	**26%**	**26%**	**26%**	**24%**	**24%**	**25%**	**24%**	**34%**	**17%**	**25%**	**25%**	**24%**	**25%**	**26%**	**40%**	**24%**	**7%**	**26%**	**28%**	**15%**
Frequently	9	9	9	8	8	8	9	12	7	8	11	10	8	9	16	4	7	7	8	5
Occasionally	18	18	17	16	17	17	15	22	10	17	14	14	17	17	25	20	0	19	21	10
RARELY/NEVER	**73**	**73**	**73**	**74**	**74**	**73**	**73**	**66**	**83**	**73**	**74**	**75**	**74**	**73**	**60**	**73**	**93**	**74**	**72**	**83**
Rarely	17	17	16	15	15	14	13	15	14	18	10	10	14	13	10	22	24	9	23	15
Never	56	56	57	59	59	59	59	51	69	56	64	65	60	60	50	51	70	64	48	68
DK/NA	**1**	**1**	**1**	**1**	**2**	**2**	**3**	**0**	**0**	**2**	**1**	**1**	**1**	**1**	**0**	**3**	**0**	**0**	**0**	**2**
DK/NA	1	1	1	1	2	2	3	0	0	2	1	1	1	1	0	3	0	0	0	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 93: Q13. How often do you visit or use a park, open space, or recreation area or trail in Sonoma County?

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
1+/WEEK	**32%**	**39%**	**28%**	**34%**	**26%**	**31%**	**38%**	**28%**	**26%**	**21%**	**33%**	**24%**	**31%**	**40%**	**24%**	**17%**	**27%**	**33%**	**21%**	**31%**
Almost every day	9	10	7	9	8	8	12	6	11	0	9	7	8	11	6	2	9	9	5	8
Several times a week	24	28	21	26	18	23	26	22	15	21	24	17	24	29	19	15	17	24	16	22
SEVERAL/MONTH	**31**	**34**	**29**	**31**	**32**	**26**	**29**	**39**	**8**	**28**	**34**	**15**	**28**	**31**	**33**	**28**	**29**	**32**	**28**	**15**
Several times a month	31	34	29	31	32	26	29	39	8	28	34	15	28	31	33	28	29	32	28	15
SEVERAL/YEAR	**21**	**18**	**24**	**21**	**20**	**24**	**21**	**21**	**36**	**28**	**21**	**33**	**21**	**18**	**28**	**30**	**10**	**22**	**22**	**10**
Several times a year	21	18	24	21	20	24	21	21	36	28	21	33	21	18	28	30	10	22	22	10
ALMOST NEVER/NEVER	**14**	**8**	**17**	**10**	**20**	**18**	**10**	**11**	**27**	**23**	**11**	**26**	**19**	**10**	**13**	**23**	**34**	**12**	**28**	**45**
Almost never	11	6	13	8	17	13	6	9	27	20	7	24	15	7	10	23	34	8	28	27
Never	3	2	4	3	4	6	4	2	0	4	3	1	4	3	3	0	0	3	0	18
DK/NA	**2**	**1**	**2**	**2**	**1**	**1**	**2**	**2**	**2**	**0**	**2**	**2**	**1**	**2**	**2**	**2**	**0**	**2**	**1**	**0**
DK/NA	2	1	2	2	1	1	2	2	2	0	2	2	1	2	2	2	0	2	1	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 93: Q13. How often do you visit or use a park, open space, or recreation area or trail in Sonoma County?

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
1+/WEEK	**32%**	**39%**	**23%**	**23%**	**46%**	**33%**	**33%**	**16%**	**100%**	**0%**	**0%**	**0%**	**39%**	**31%**	**31%**	**29%**	**31%**	**42%**	**30%**	**35%**
Almost every day	9	11	5	6	5	9	6	4	26	0	0	0	10	8	10	8	7	12	9	9
Several times a week	24	28	18	17	41	24	27	12	74	0	0	0	29	23	21	22	24	30	21	27
SEVERAL/MONTH	**31**	**32**	**33**	**18**	**10**	**32**	**14**	**8**	**0**	**100**	**0**	**0**	**37**	**30**	**24**	**35**	**36**	**26**	**31**	**32**
Several times a month	31	32	33	18	10	32	14	8	0	100	0	0	37	30	24	35	36	26	31	32
SEVERAL/YEAR	**21**	**18**	**27**	**15**	**25**	**22**	**19**	**19**	**0**	**0**	**100**	**0**	**19**	**22**	**21**	**21**	**24**	**21**	**21**	**22**
Several times a year	21	18	27	15	25	22	19	19	0	0	100	0	19	22	21	21	24	21	21	22
ALMOST NEVER/NEVER	**14**	**10**	**15**	**45**	**18**	**12**	**33**	**39**	**0**	**0**	**0**	**100**	**5**	**17**	**24**	**14**	**9**	**11**	**18**	**10**
Almost never	11	7	12	41	12	9	29	33	0	0	0	77	4	13	21	11	6	8	15	7
Never	3	3	3	4	6	3	5	6	0	0	0	23	1	4	3	3	3	3	3	3
DK/NA	**2**	**1**	**2**	**0**	**0**	**1**	**0**	**19**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
DK/NA	2	1	2	0	0	1	0	19	0	0	0	0	0	0	0	0	0	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 93: Q13. How often do you visit or use a park, open space, or recreation area or trail in Sonoma County?

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
1+/WEEK	**32%**	**34%**	**32%**	**36%**	**29%**	**30%**	**35%**	**39%**	**30%**	**34%**	**48%**	**42%**	**34%**	**28%**	**26%**	**30%**	**28%**	**18%**	**41%**	**26%**	**28%**	**23%**
Almost every day	9	4	9	6	10	6	12	9	8	9	15	11	5	6	10	7	8	6	10	7	8	7
Several times a week	24	30	23	30	19	24	24	30	22	25	33	31	29	23	16	23	20	12	31	19	21	17
SEVERAL/MONTH	**31**	**34**	**31**	**31**	**31**	**34**	**27**	**36**	**33**	**29**	**34**	**39**	**33**	**35**	**30**	**28**	**26**	**24**	**36**	**28**	**30**	**25**
Several times a month	31	34	31	31	31	34	27	36	33	29	34	39	33	35	30	28	26	24	36	28	30	25
SEVERAL/YEAR	**21**	**21**	**22**	**21**	**21**	**25**	**28**	**15**	**23**	**20**	**14**	**17**	**17**	**27**	**25**	**29**	**28**	**18**	**16**	**25**	**27**	**24**
Several times a year	21	21	22	21	21	25	28	15	23	20	14	17	17	27	25	29	28	18	16	25	27	24
ALMOST NEVER/NEVER	**14**	**11**	**15**	**11**	**19**	**11**	**10**	**10**	**12**	**15**	**3**	**1**	**12**	**8**	**17**	**14**	**17**	**37**	**5**	**20**	**13**	**26**
Almost never	11	10	11	9	14	8	10	8	10	11	3	0	10	6	16	11	12	27	4	15	11	19
Never	3	2	4	2	5	2	0	3	2	4	0	1	2	2	1	2	5	10	1	5	2	7
DK/NA	**2**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**2**	**2**	**2**	**1**	**3**	**2**	**2**	**0**	**1**	**3**	**2**	**2**	**1**	**2**
DK/NA	2	0	0	0	0	0	0	0	2	2	2	1	3	2	2	0	1	3	2	2	1	2

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
1+/WEEK	**32%**	**37%**	**24%**	**46%**	**27%**	**34%**	**41%**	**17%**	**40%**	**30%**	**50%**	**29%**	**26%**	**14%**	**33%**	**35%**	**37%**	**45%**	**16%**	**18%**
Almost every day	9	10	7	11	7	10	9	5	10	9	11	5	8	4	8	11	9	8	7	4
Several times a week	24	28	17	35	19	24	32	12	29	21	39	24	17	9	24	24	28	37	9	14
SEVERAL/MONTH	**31**	**37**	**29**	**34**	**26**	**33**	**30**	**27**	**37**	**30**	**31**	**28**	**40**	**22**	**35**	**31**	**31**	**28**	**31**	**24**
Several times a month	31	37	29	34	26	33	30	27	37	30	31	28	40	22	35	31	31	28	31	24
SEVERAL/YEAR	**21**	**18**	**27**	**13**	**24**	**21**	**18**	**27**	**18**	**23**	**12**	**25**	**20**	**30**	**24**	**19**	**21**	**13**	**24**	**31**
Several times a year	21	18	27	13	24	21	18	27	18	23	12	25	20	30	24	19	21	13	24	31
ALMOST NEVER/NEVER	**14**	**5**	**19**	**6**	**21**	**10**	**10**	**28**	**3**	**15**	**5**	**17**	**14**	**34**	**7**	**12**	**9**	**12**	**29**	**27**
Almost never	11	3	16	5	14	7	8	23	3	10	5	11	7	30	5	9	8	7	24	22
Never	3	1	3	1	6	3	2	5	0	5	0	5	8	4	2	4	1	5	5	5
DK/NA	**2%**	**3%**	**0%**	**1%**	**2%**	**2%**	**2%**	**0%**	**2%**	**2%**	**2%**	**1%**	**0%**	**0%**	**2%**	**3%**	**2%**	**1%**	**0%**	**0%**
DK/NA	2	3	0	1	2	2	2	0	2	2	2	1	0	0	2	3	2	1	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 93: Q13. How often do you visit or use a park, open space, or recreation area or trail in Sonoma County?

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
1+/WEEK	**32%**	**35%**	**42%**	**30%**	**32%**	**33%**	**29%**	**40%**	**31%**	**35%**	**34%**	**35%**	**26%**	**28%**	**35%**	**31%**	**30%**	**37%**
Almost every day	9	6	14	9	7	10	6	11	9	9	11	11	6	13	8	6	7	7
Several times a week	24	29	28	21	24	24	23	29	21	26	24	25	20	15	27	24	23	29
SEVERAL/MONTH	**31**	**39**	**35**	**32**	**28**	**29**	**36**	**21**	**28**	**33**	**22**	**34**	**33**	**38**	**25**	**31**	**28**	**32**
Several times a month	31	39	35	32	28	29	36	21	28	33	22	34	33	38	25	31	28	32
SEVERAL/YEAR	**21**	**21**	**18**	**24**	**21**	**21**	**22**	**19**	**30**	**21**	**28**	**16**	**22**	**20**	**21**	**25**	**26**	**15**
Several times a year	21	21	18	24	21	21	22	19	30	21	28	16	22	20	21	25	26	15
ALMOST NEVER/NEVER	**14**	**6**	**5**	**15**	**19**	**15**	**11**	**17**	**11**	**11**	**10**	**11**	**17**	**12**	**17**	**12**	**13**	**15**
Almost never	11	3	5	13	13	11	10	12	9	7	5	9	15	9	14	9	10	11
Never	3	3	0	2	6	4	1	5	2	4	5	2	2	3	3	3	3	4
DK/NA	**2**	**0**	**0**	**0**	**0**	**2**	**1**	**3**	**0**	**1**	**5**	**5**	**1**	**1**	**3**	**1**	**3**	**2**
DK/NA	2	0	0	0	0	2	1	3	0	1	5	5	1	1	3	1	3	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 93: Q13. How often do you visit or use a park, open space, or recreation area or trail in Sonoma County?

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
1+/WEEK	**32%**	**31%**	**30%**	**29%**	**28%**	**28%**	**26%**	**43%**	**25%**	**30%**	**32%**	**31%**	**34%**	**33%**	**38%**	**34%**	**19%**	**19%**	**45%**	**21%**
Almost every day	9	8	8	8	8	7	8	13	7	7	9	8	9	8	10	10	6	8	10	6
Several times a week	24	23	22	21	20	20	18	29	19	22	23	23	25	25	28	25	13	12	34	15
SEVERAL/MONTH	**31**	**31**	**30**	**30**	**30**	**27**	**25**	**30**	**20**	**33**	**26**	**28**	**28**	**30**	**33**	**30**	**24**	**24**	**25**	**38**
Several times a month	31	31	30	30	30	27	25	30	20	33	26	28	28	30	33	30	24	24	25	38
SEVERAL/YEAR	**21**	**22**	**23**	**23**	**23**	**22**	**23**	**17**	**29**	**22**	**25**	**24**	**22**	**23**	**20**	**21**	**26**	**27**	**17**	**24**
Several times a year	21	22	23	23	23	22	23	17	29	22	25	24	22	23	20	21	26	27	17	24
ALMOST NEVER/NEVER	**14**	**14**	**15**	**16**	**18**	**20**	**23**	**9**	**24**	**14**	**16**	**16**	**14**	**13**	**9**	**11**	**31**	**30**	**11**	**14**
Almost never	11	11	11	12	13	15	17	5	22	11	13	13	11	11	5	10	23	23	7	14
Never	3	3	4	4	4	5	7	4	2	3	3	3	2	2	4	1	8	7	4	0
DK/NA	**2**	**2**	**2**	**2**	**2**	**2**	**3**	**1**	**2**	**2**	**2**	**1**	**1**	**1**	**1**	**3**	**0**	**0**	**2**	**3**
DK/NA	2	2	2	2	2	2	3	1	2	2	2	1	1	1	1	3	0	0	2	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 94: Q14. CHILDREN UNDER 19 AT HOME

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
Yes	25%	31%	21%	24%	26%	24%	23%	25%	35%	20%	24%	30%	26%	23%	26%	22%	33%	24%	26%	38%
No	73	67	77	73	73	74	75	73	65	80	74	70	72	75	72	77	67	74	73	62
DK/NA/Refused	2	1	2	2	1	1	2	2	0	0	2	0	2	2	2	2	0	2	1	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
Yes	25%	25%	26%	35%	0%	25%	20%	12%	30%	30%	22%	10%	100%	0%	31%	22%	26%	23%	26%	25%
No	73	74	72	65	100	73	80	69	70	70	77	90	0	100	69	77	74	77	74	75
DK/NA/Refused	2	1	2	0	0	1	0	19	0	0	1	0	0	0	0	0	0	0	0	0

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
Yes	25%	38%	25%	30%	20%	22%	33%	43%	24%	25%	18%	51%	62%	37%	24%	10%	3%	1%	43%	12%	22%	2%
No	73	62	75	70	80	78	67	57	74	73	81	48	35	61	73	90	95	96	55	86	76	96
DK/NA/Refused	2	0	0	0	0	0	0	0	2	2	2	1	3	2	3	0	2	2	2	2	1	2

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
Yes	25%	35%	15%	53%	10%	23%	27%	27%	44%	10%	38%	12%	54%	16%	21%	25%	26%	27%	29%	24%
No	73	62	84	46	88	74	72	73	54	87	59	86	46	84	77	73	72	71	70	76
DK/NA/Refused	2	3	1	1	2	2	2	1	2	2	2	1	0	1	3	2	2	1	1	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 94: Q14. CHILDREN UNDER 19 AT HOME

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
Yes	25%	100%	100%	0%	0%	23%	28%	26%	25%	25%	41%	24%	22%	17%	25%	28%	30%	25%
No	73	0	0	100	100	75	70	71	75	74	54	72	76	82	73	71	67	73
DK/NA/Refused	2	0	0	0	0	2	2	3	0	1	5	5	2	1	3	1	3	2

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
Yes	25%	25%	24%	23%	19%	17%	15%	25%	27%	24%	24%	28%	24%	27%	22%	26%	15%	27%	25%	30%
No	73	74	74	75	79	80	82	74	72	73	74	71	74	72	78	71	85	72	73	66
DK/NA/Refused	2	2	2	2	2	2	3	1	1	2	2	1	1	1	0	3	0	2	2	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 95: Q15. EDUCATION

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
NON-COLLEGE	**44%**	**48%**	**41%**	**40%**	**52%**	**47%**	**34%**	**46%**	**48%**	**47%**	**40%**	**48%**	**52%**	**39%**	**48%**	**50%**	**47%**	**43%**	**49%**	**56%**
Grades 1-8	1	2	1	0	3	3	1	1	0	7	1	3	1	2	0	0	0	1	0	4
Grades 9-11	2	2	2	2	3	3	1	2	3	0	2	2	4	3	1	3	3	2	3	0
High school graduate	14	12	14	12	17	14	8	15	23	15	11	20	18	11	16	22	14	13	18	27
Some coll/business/voc school	19	24	16	19	19	20	17	21	16	17	19	16	21	17	22	19	26	19	22	26
Comm college/associates deg	8	8	7	7	10	7	7	8	7	9	7	7	8	7	10	6	4	8	5	0
COLLEGE+	**54**	**50**	**56**	**57**	**45**	**51**	**63**	**52**	**50**	**53**	**58**	**51**	**44**	**58**	**49**	**46**	**53**	**54**	**49**	**44**
Four-year college graduate	32	33	31	36	25	25	37	31	26	32	34	28	27	33	32	22	34	33	27	16
Post-grad work/prof school	22	17	25	21	21	27	25	22	24	21	24	23	17	24	17	24	19	21	22	28
DK	**3**	**2**	**3**	**3**	**3**	**1**	**3**	**2**	**2**	**0**	**2**	**1**	**4**	**3**	**2**	**4**	**0**	**3**	**2**	**0**
Don't know	3	2	3	3	3	1	3	2	2	0	2	1	4	3	2	4	0	3	2	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
NON-COLLEGE	**44%**	**42%**	**46%**	**35%**	**37%**	**44%**	**36%**	**54%**	**40%**	**44%**	**43%**	**57%**	**46%**	**44%**	**100%**	**100%**	**0%**	**0%**	**100%**	**0%**
Grades 1-8	1	2	0	0	0	1	0	4	1	1	2	2	2	1	7	0	0	0	3	0
Grades 9-11	2	2	2	0	6	2	3	0	2	3	2	1	4	2	14	0	0	0	5	0
High school graduate	14	12	16	5	10	14	7	24	13	10	13	26	16	13	80	0	0	0	31	0
Some coll/business/voc school	19	19	21	19	21	19	20	11	18	23	18	18	15	21	0	72	0	0	44	0
Comm college/associates deg	8	7	8	11	0	7	6	15	6	8	9	10	9	7	0	28	0	0	17	0
COLLEGE+	**54**	**56**	**51**	**61**	**63**	**54**	**62**	**27**	**59**	**56**	**56**	**39**	**54**	**55**	**0**	**0**	**100**	**100**	**0**	**100**
Four-year college graduate	32	33	31	38	23	32	31	15	30	38	35	21	34	32	0	0	100	0	0	60
Post-grad work/prof school	22	23	20	23	40	21	31	13	28	18	21	18	20	23	0	0	0	100	0	40
DK	**3**	**2**	**3**	**4**	**0**	**2**	**2**	**19**	**1**	**1**	**1**	**4**	**1**	**1**	**0**	**0**	**0**	**0**	**0**	**0**
Don't know	3	2	3	4	0	2	2	19	1	1	1	4	1	1	0	0	0	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 95: Q15. EDUCATION

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
NON-COLLEGE	**44%**	**65%**	**42%**	**62%**	**59%**	**40%**	**40%**	**29%**	**46%**	**42%**	**62%**	**43%**	**35%**	**44%**	**52%**	**41%**	**36%**	**39%**	**47%**	**42%**	**46%**	**38%**
Grades 1-8	1	7	0	5	3	0	1	0	1	2	1	1	3	0	0	3	0	1	2	1	1	0
Grades 9-11	2	6	1	6	5	0	2	0	1	3	6	1	4	3	1	1	1	1	4	1	2	1
High school graduate	14	28	12	25	20	9	13	8	17	10	21	16	4	19	20	8	10	14	14	13	15	12
Some coll/business/voc school	19	20	19	20	24	21	17	12	19	19	25	19	15	11	24	22	15	21	20	19	20	18
Comm college/associates deg	8	4	8	5	7	10	7	9	8	7	9	6	9	10	7	7	9	3	8	7	8	7
COLLEGE+	**54**	**32**	**58**	**36**	**40**	**60**	**59**	**70**	**51**	**55**	**36**	**55**	**61**	**50**	**44**	**59**	**62**	**57**	**50**	**56**	**51**	**60**
Four-year college graduate	32	16	35	18	27	36	35	40	33	31	25	35	42	30	29	28	37	26	34	31	29	32
Post-grad work/prof school	22	17	23	18	13	24	24	30	19	24	11	20	20	20	15	31	26	30	17	25	22	28
DK	**3**	**3**	**1**	**2**	**1**	**0**	**1**	**1**	**3**	**3**	**2**	**2**	**3**	**6**	**4**	**0**	**2**	**4**	**3**	**3**	**3**	**3**
Don't know	3	3	1	2	1	0	1	1	3	3	2	2	3	6	4	0	2	4	3	3	3	3

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
NON-COLLEGE	**44%**	**47%**	**45%**	**47%**	**39%**	**39%**	**46%**	**54%**	**43%**	**36%**	**51%**	**40%**	**52%**	**55%**	**43%**	**36%**	**49%**	**42%**	**49%**	**60%**
Grades 1-8	1	1	1	3	1	1	1	1	2	1	1	1	3	0	0	2	1	2	2	0
Grades 9-11	2	3	1	5	2	3	3	1	3	2	5	0	0	1	1	3	2	4	0	1
High school graduate	14	18	16	9	11	9	15	23	9	10	17	12	21	23	11	8	20	8	24	21
Some coll/business/voc school	19	18	21	22	17	18	21	21	20	16	20	22	18	23	20	16	21	21	15	28
Comm college/associates deg	8	8	7	8	7	8	6	9	9	8	6	5	10	8	10	7	4	7	8	9
COLLEGE+	**54**	**49**	**53**	**52**	**58**	**57**	**52**	**45**	**54**	**59**	**46**	**59**	**48**	**44**	**53**	**60**	**49**	**56**	**50**	**40**
Four-year college graduate	32	35	31	33	30	35	31	25	37	34	30	32	30	22	35	35	32	30	29	20
Post-grad work/prof school	22	15	22	19	28	22	21	21	17	26	16	27	18	22	18	25	17	26	21	20
DK	**3**	**4**	**2**	**1**	**4**	**4**	**2**	**1**	**3**	**4**	**3**	**1**	**0**	**1**	**4**	**4**	**2**	**2**	**1**	**0**
Don't know	3	4	2	1	4	4	2	1	3	4	3	1	0	1	4	4	2	2	1	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 95: Q15. EDUCATION

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
NON-COLLEGE	**44%**	**41%**	**50%**	**49%**	**40%**	**43%**	**45%**	**42%**	**53%**	**45%**	**36%**	**39%**	**43%**	**38%**	**47%**	**48%**	**44%**	**43%**
Grades 1-8	1	1	3	0	1	1	2	0	0	1	0	0	3	1	1	2	1	1
Grades 9-11	2	0	7	2	2	2	3	1	0	3	0	2	3	0	1	4	2	4
High school graduate	14	17	15	17	9	12	17	18	15	13	13	15	12	9	18	14	15	12
Some coll/business/voc school	19	13	18	22	20	21	15	19	27	20	19	16	17	18	20	18	20	20
Comm college/associates deg	8	10	8	7	7	7	8	3	11	8	5	7	8	9	8	9	6	6
COLLEGE+	**54**	**58**	**50**	**51**	**59**	**54**	**52**	**56**	**46**	**53**	**58**	**55**	**54**	**60**	**50**	**51**	**52**	**53**
Four-year college graduate	32	37	30	32	32	32	31	40	24	32	28	30	32	37	35	34	27	27
Post-grad work/prof school	22	20	19	19	27	22	21	16	22	22	30	25	21	24	16	18	25	26
DK	**3**	**1**	**1**	**1**	**2**	**2**	**4**	**3**	**1**	**1**	**5**	**6**	**3**	**2**	**3**	**1**	**4**	**4**
Don't know	3	1	1	1	2	2	4	3	1	1	5	6	3	2	3	1	4	4

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
NON-COLLEGE	**44%**	**43%**	**40%**	**38%**	**36%**	**33%**	**31%**	**30%**	**51%**	**48%**	**52%**	**52%**	**49%**	**50%**	**40%**	**40%**	**61%**	**47%**	**44%**	**44%**
Grades 1-8	1	1	1	1	0	0	0	2	1	1	2	1	2	1	2	0	2	0	1	1
Grades 9-11	2	2	2	2	0	0	0	1	3	3	4	4	4	4	3	3	1	0	3	2
High school graduate	14	13	13	12	11	11	10	4	22	15	19	18	17	17	9	12	22	17	15	16
Some coll/business/voc school	19	19	18	17	17	16	15	17	18	21	18	20	18	20	18	18	24	23	19	19
Comm college/associates deg	8	8	7	7	7	6	6	6	8	8	9	8	9	9	9	7	11	7	6	6
COLLEGE+	**54**	**54**	**57**	**59**	**61**	**64**	**65**	**68**	**48**	**49**	**44**	**45**	**48**	**47**	**58**	**55**	**39**	**53**	**53**	**52**
Four-year college graduate	32	32	34	34	34	34	34	39	28	30	27	28	29	29	35	30	25	21	32	34
Post-grad work/prof school	22	22	24	25	28	30	31	29	20	19	17	17	19	18	23	25	14	32	21	18
DK	**3**	**3**	**3**	**3**	**3**	**3**	**4**	**2**	**1**	**3**	**4**	**3**	**3**	**2**	**2**	**5**	**0**	**0**	**2**	**4**
Don't know	3	3	3	3	3	3	4	2	1	3	4	3	3	2	2	5	0	0	2	4

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 96: Q16. ETHNICITY

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
WHITE	**77%**	**74%**	**79%**	**79%**	**76%**	**69%**	**80%**	**79%**	**75%**	**85%**	**79%**	**78%**	**72%**	**75%**	**80%**	**76%**	**87%**	**77%**	**81%**	**65%**
Caucasian/White	77	74	79	79	76	69	80	79	75	85	79	78	72	75	80	76	87	77	81	65
NON-WHITE	**16**	**20**	**13**	**16**	**15**	**19**	**15**	**15**	**14**	**0**	**15**	**9**	**19**	**19**	**14**	**5**	**0**	**17**	**3**	**22**
Latino/Hispanic	12	15	10	12	10	15	10	11	8	0	11	5	17	14	11	5	0	13	3	18
African-American/Black	1	2	1	1	2	1	2	0	3	0	1	2	0	2	0	0	0	1	0	5
Asian/Pacific Islander	1	1	1	1	0	1	1	1	0	0	1	0	1	1	1	0	0	1	0	0
Mixed race	1	2	1	1	1	2	1	1	3	0	1	2	1	1	1	0	0	1	0	0
Other	1	1	1	0	2	1	0	2	0	0	1	0	0	1	1	0	0	1	0	0
DK/NA/Refused	**7**	**6**	**7**	**5**	**9**	**12**	**5**	**6**	**11**	**15**	**5**	**13**	**9**	**6**	**6**	**19**	**13**	**6**	**17**	**13**
DK/NA/Refused	7	6	7	5	9	12	5	6	11	15	5	13	9	6	6	19	13	6	17	13

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
WHITE	**77%**	**76%**	**79%**	**84%**	**69%**	**77%**	**78%**	**69%**	**77%**	**79%**	**78%**	**82%**	**77%**	**79%**	**63%**	**80%**	**85%**	**82%**	**73%**	**84%**
Caucasian/White	77	76	79	84	69	77	78	69	77	79	78	82	77	79	63	80	85	82	73	84
NON-WHITE	**16**	**18**	**14**	**0**	**0**	**17**	**0**	**9**	**18**	**16**	**16**	**13**	**20**	**15**	**34**	**15**	**9**	**13**	**22**	**11**
Latino/Hispanic	12	14	10	0	0	13	0	9	13	13	12	10	18	10	29	11	6	9	18	7
African-American/Black	1	1	1	0	0	1	0	0	2	0	1	1	0	1	1	1	0	1	1	1
Asian/Pacific Islander	1	1	1	0	0	1	0	0	1	1	0	1	0	1	1	0	1	2	0	1
Mixed race	1	1	2	0	0	1	0	0	2	1	1	2	1	1	1	2	1	1	2	1
Other	1	1	0	0	0	1	0	0	0	1	2	0	0	1	2	0	1	0	1	0
DK/NA/Refused	**7**	**5**	**7**	**16**	**31**	**6**	**22**	**22**	**5**	**5**	**6**	**5**	**3**	**6**	**3**	**5**	**6**	**5**	**4**	**6**
DK/NA/Refused	7	5	7	16	31	6	22	22	5	5	6	5	3	6	3	5	6	5	4	6

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 96: Q16. ETHNICITY

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
WHITE	**77%**	**0%**	**100%**	**0%**	**71%**	**79%**	**84%**	**89%**	**75%**	**79%**	**58%**	**64%**	**79%**	**83%**	**85%**	**80%**	**83%**	**90%**	**67%**	**85%**	**83%**	**86%**
Caucasian/White	77	0	100	0	71	79	84	89	75	79	58	64	79	83	85	80	83	90	67	85	83	86
NON-WHITE	**16**	**100**	**0**	**100**	**24**	**17**	**12**	**7**	**18**	**14**	**39**	**26**	**14**	**12**	**8**	**14**	**8**	**2**	**26**	**9**	**11**	**6**
Latino/Hispanic	12	100	0	76	17	13	11	4	12	12	34	21	10	9	7	7	5	0	22	5	8	3
African-American/Black	1	0	0	7	2	2	0	1	1	1	2	1	1	0	0	2	1	1	1	1	1	1
Asian/Pacific Islander	1	0	0	6	1	1	0	1	1	1	1	1	1	2	0	1	2	0	1	1	1	1
Mixed race	1	0	0	7	3	1	1	1	2	0	2	2	0	2	1	2	1	0	1	1	2	1
Other	1	0	0	5	1	1	0	0	1	1	0	1	2	0	0	1	0	1	1	1	0	1
DK/NA/Refused	**7**	**0**	**0**	**0**	**5**	**4**	**4**	**4**	**7**	**7**	**3**	**10**	**7**	**5**	**7**	**6**	**9**	**7**	**7**	**7**	**6**	**8**
DK/NA/Refused	7	0	0	0	5	4	4	4	7	7	3	10	7	5	7	6	9	7	7	7	6	8

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
WHITE	**77%**	**66%**	**83%**	**67%**	**86%**	**75%**	**74%**	**88%**	**63%**	**82%**	**63%**	**88%**	**89%**	**88%**	**72%**	**77%**	**73%**	**76%**	**86%**	**91%**
Caucasian/White	77	66	83	67	86	75	74	88	63	82	63	88	89	88	72	77	73	76	86	91
NON-WHITE	**16**	**25**	**11**	**28**	**7**	**19**	**19**	**4**	**30**	**11**	**29**	**6**	**5**	**4**	**22**	**16**	**21**	**17**	**4**	**4**
Latino/Hispanic	12	21	5	24	5	14	14	3	26	7	24	3	3	2	16	13	15	14	2	3
African-American/Black	1	1	2	2	0	1	2	0	1	1	2	1	0	0	2	1	2	1	0	0
Asian/Pacific Islander	1	1	1	1	1	1	0	1	1	1	0	0	2	1	2	1	0	0	1	1
Mixed race	1	2	2	1	0	1	2	1	1	1	2	2	0	1	1	1	4	0	1	0
Other	1	1	1	1	1	1	1	0	1	1	1	1	0	0	1	1	0	2	0	0
DK/NA/Refused	**7**	**8**	**6**	**5**	**8**	**7**	**7**	**7**	**6**	**7**	**8**	**6**	**6**	**8**	**6**	**7**	**6**	**8**	**10**	**5**
DK/NA/Refused	7	8	6	5	8	7	7	7	6	7	8	6	6	8	6	7	6	8	10	5

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 96: Q16. ETHNICITY

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
WHITE	**77%**	**80%**	**74%**	**76%**	**82%**	**78%**	**76%**	**78%**	**76%**	**74%**	**76%**	**76%**	**81%**	**82%**	**83%**	**71%**	**73%**	**75%**
Caucasian/White	77	80	74	76	82	78	76	78	76	74	76	76	81	82	83	71	73	75
NON-WHITE	**16**	**18**	**21**	**18**	**12**	**16**	**17**	**12**	**19**	**18**	**18**	**15**	**14**	**12**	**10**	**20**	**21**	**17**
Latino/Hispanic	12	17	20	11	9	12	11	6	15	15	14	12	11	9	5	17	18	13
African-American/Black	1	0	0	2	1	1	2	2	2	0	3	2	1	1	3	1	1	1
Asian/Pacific Islander	1	0	1	2	1	1	1	1	2	1	2	0	1	1	1	2	0	1
Mixed race	1	1	0	2	1	1	3	2	0	1	0	2	1	1	2	0	1	2
Other	1	0	0	1	1	1	0	1	2	1	0	0	1	0	1	1	1	1
DK/NA/Refused	**7**	**2**	**5**	**6**	**5**	**7**	**7**	**10**	**5**	**8**	**5**	**9**	**5**	**6**	**6**	**9**	**7**	**7**
DK/NA/Refused	7	2	5	6	5	7	7	10	5	8	5	9	5	6	6	9	7	7

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
WHITE	**77%**	**77%**	**80%**	**82%**	**84%**	**86%**	**87%**	**80%**	**80%**	**76%**	**74%**	**73%**	**74%**	**73%**	**79%**	**69%**	**84%**	**90%**	**72%**	**80%**
Caucasian/White	77	77	80	82	84	86	87	80	80	76	74	73	74	73	79	69	84	90	72	80
NON-WHITE	**16**	**16**	**13**	**11**	**9**	**6**	**5**	**16**	**6**	**18**	**19**	**19**	**19**	**20**	**16**	**23**	**8**	**2**	**20**	**13**
Latino/Hispanic	12	12	9	8	6	4	3	10	4	14	17	16	15	16	11	20	5	0	14	11
African-American/Black	1	1	1	1	1	1	1	3	1	0	0	1	1	1	1	1	0	0	2	1
Asian/Pacific Islander	1	1	1	1	1	1	0	1	0	1	1	1	1	1	2	1	2	2	0	1
Mixed race	1	1	1	1	1	1	1	1	1	1	2	1	2	1	0	2	2	0	3	1
Other	1	1	1	1	0	0	0	1	0	1	0	0	1	1	2	0	0	0	1	0
DK/NA/Refused	**7**	**7**	**7**	**7**	**7**	**8**	**7**	**4**	**14**	**7**	**7**	**8**	**6**	**7**	**5**	**8**	**8**	**9**	**8**	**7**
DK/NA/Refused	7	7	7	7	7	8	7	4	14	7	7	8	6	7	5	8	8	9	8	7

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 97: Q17. INCOME

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
$0-$60K	**33%**	**33%**	**32%**	**30%**	**36%**	**41%**	**33%**	**33%**	**24%**	**22%**	**33%**	**24%**	**34%**	**33%**	**33%**	**28%**	**25%**	**33%**	**27%**	**41%**
$30,000 and under	14	14	14	13	15	18	15	13	5	14	14	8	16	15	12	12	14	14	13	18
$30,001-$60,000	19	19	18	17	20	22	18	20	19	9	19	15	18	18	20	16	10	19	14	23
$60K-$90K	**18**	**18**	**17**	**17**	**20**	**18**	**18**	**19**	**13**	**5**	**19**	**10**	**17**	**18**	**18**	**12**	**11**	**18**	**11**	**30**
$60,001-$90,000	18	18	17	17	20	18	18	19	13	5	19	10	17	18	18	12	11	18	11	30
$90K-$120K	**15**	**16**	**15**	**17**	**13**	**11**	**17**	**11**	**24**	**13**	**14**	**20**	**17**	**15**	**15**	**17**	**21**	**15**	**19**	**11**
$90,001-$120,000	15	16	15	17	13	11	17	11	24	13	14	20	17	15	15	17	21	15	19	11
$120K+	**19**	**19**	**19**	**22**	**15**	**15**	**17**	**22**	**25**	**33**	**20**	**28**	**17**	**19**	**21**	**15**	**29**	**20**	**21**	**6**
$120,001-$150,000	10	10	10	11	8	8	9	10	12	10	10	11	9	9	11	3	14	10	8	0
More than $150,000	10	10	9	11	8	7	8	12	13	23	10	16	8	10	9	12	15	9	13	6
REFUSED	**15**	**13**	**16**	**15**	**15**	**16**	**14**	**15**	**14**	**27**	**14**	**19**	**15**	**15**	**14**	**27**	**14**	**14**	**22**	**12**
Refused	15	13	16	15	15	16	14	15	14	27	14	19	15	15	14	27	14	14	22	12

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 97: Q17. INCOME

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
$0-$60K	**33%**	**36%**	**29%**	**18%**	**19%**	**33%**	**19%**	**29%**	**30%**	**32%**	**32%**	**44%**	**26%**	**36%**	**53%**	**38%**	**28%**	**20%**	**44%**	**25%**
$30,000 and under	14	16	12	10	7	14	8	16	14	13	16	18	8	16	26	15	11	9	19	10
$30,001-$60,000	19	20	17	8	13	19	10	13	16	20	16	27	17	19	27	23	16	11	25	14
$60K-$90K	**18**	**19**	**17**	**17**	**13**	**18**	**15**	**9**	**17**	**20**	**21**	**14**	**16**	**19**	**9**	**20**	**20**	**20**	**16**	**20**
$60,001-$90,000	18	19	17	17	13	18	15	9	17	20	21	14	16	19	9	20	20	20	16	20
$90K-$120K	**15**	**15**	**16**	**5**	**22**	**16**	**13**	**7**	**17**	**13**	**20**	**11**	**21**	**14**	**14**	**14**	**17**	**17**	**14**	**17**
$90,001-$120,000	15	15	16	5	22	16	13	7	17	13	20	11	21	14	14	14	17	17	14	17
$120K+	**19**	**17**	**21**	**38**	**16**	**19**	**29**	**14**	**23**	**22**	**14**	**15**	**33**	**15**	**10**	**15**	**24**	**27**	**13**	**25**
$120,001-$150,000	10	9	11	16	11	10	14	0	11	15	6	4	20	7	5	8	13	11	7	12
More than $150,000	10	9	10	23	5	9	15	14	13	8	7	11	14	8	4	7	12	16	6	13
REFUSED	**15**	**12**	**16**	**22**	**29**	**14**	**25**	**41**	**13**	**12**	**14**	**16**	**5**	**16**	**13**	**13**	**11**	**16**	**13**	**13**
Refused	15	12	16	22	29	14	25	41	13	12	14	16	5	16	13	13	11	16	13	13

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 97: Q17. INCOME

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE												
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
$0-$60K	**33%**	**48%**	**30%**	**50%**	**100%**	**0%**	**0%**	**0%**	**31%**	**35%**	**50%**	**32%**	**23%**	**16%**	**28%**	**31%**	**29%**	**43%**	**35%**	**31%**	**26%**	**35%**
$30,000 and under	14	23	13	24	43	0	0	0	14	15	23	12	7	7	12	17	13	19	14	14	13	16
$30,001-$60,000	19	24	17	26	57	0	0	0	17	20	27	20	16	9	16	14	16	24	21	17	14	20
$60K-$90K	**18**	**20**	**18**	**19**	**0**	**100**	**0**	**0**	**16**	**19**	**16**	**19**	**18**	**14**	**8**	**22**	**23**	**16**	**18**	**18**	**15**	**20**
$60,001-$90,000	18	20	18	19	0	100	0	0	16	19	16	19	18	14	8	22	23	16	18	18	15	20
$90K-$120K	**15**	**14**	**17**	**11**	**0**	**0**	**100**	**0**	**16**	**15**	**10**	**20**	**18**	**27**	**14**	**17**	**15**	**7**	**16**	**15**	**18**	**11**
$90,001-$120,000	15	14	17	11	0	0	100	0	16	15	10	20	18	27	14	17	15	7	16	15	18	11
$120K+	**19**	**7**	**22**	**9**	**0**	**0**	**0**	**100**	**23**	**16**	**7**	**21**	**32**	**27**	**35**	**15**	**15**	**11**	**20**	**19**	**25**	**13**
$120,001-$150,000	10	7	11	6	0	0	0	50	12	8	5	11	19	11	17	5	7	5	11	8	11	6
More than $150,000	10	0	11	3	0	0	0	50	11	9	2	10	13	16	19	10	7	6	8	11	14	7
REFUSED	**15**	**12**	**13**	**12**	**0**	**0**	**0**	**0**	**14**	**15**	**17**	**8**	**9**	**16**	**14**	**16**	**18**	**23**	**11**	**18**	**15**	**20**
Refused	15	12	13	12	0	0	0	0	14	15	17	8	9	16	14	16	18	23	11	18	15	20

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
$0-$60K	**33%**	**34%**	**28%**	**37%**	**33%**	**34%**	**38%**	**22%**	**38%**	**32%**	**39%**	**37%**	**18%**	**24%**	**33%**	**35%**	**34%**	**43%**	**20%**	**24%**
$30,000 and under	14	14	14	15	14	14	16	11	15	14	17	16	4	13	12	16	19	14	10	12
$30,001-$60,000	19	20	14	22	19	20	22	12	22	18	22	21	14	11	21	19	15	29	11	13
$60K-$90K	**18**	**16**	**17**	**21**	**18**	**18**	**15**	**21**	**17**	**18**	**18**	**12**	**20**	**21**	**16**	**19**	**14**	**17**	**22**	**20**
$60,001-$90,000	18	16	17	21	18	18	15	21	17	18	18	12	20	21	16	19	14	17	22	20
$90K-$120K	**15**	**15**	**16**	**17**	**14**	**14**	**14**	**20**	**17**	**12**	**13**	**15**	**19**	**20**	**16**	**13**	**15**	**13**	**18**	**22**
$90,001-$120,000	15	15	16	17	14	14	14	20	17	12	13	15	19	20	16	13	15	13	18	22
$120K+	**19**	**22**	**24**	**17**	**15**	**18**	**17**	**25**	**19**	**18**	**17**	**16**	**30**	**23**	**20**	**17**	**22**	**10**	**30**	**20**
$120,001-$150,000	10	12	12	11	6	9	9	13	11	7	10	7	17	12	11	7	12	4	14	12
More than $150,000	10	10	12	7	10	10	8	12	8	11	7	9	14	12	9	10	10	6	16	8
REFUSED	**15%**	**13%**	**15%**	**9%**	**19%**	**16%**	**16%**	**11%**	**9%**	**20%**	**13%**	**19%**	**13%**	**11%**	**16%**	**16%**	**16%**	**17%**	**9%**	**13%**
Refused	15	13	15	9	19	16	16	11	9	20	13	19	13	11	16	16	16	17	9	13

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 97: Q17. INCOME

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
$0-$60K	**33%**	**16%**	**34%**	**36%**	**36%**	**31%**	**37%**	**25%**	**32%**	**35%**	**21%**	**20%**	**39%**	**28%**	**34%**	**38%**	**27%**	**39%**
$30,000 and under	14	4	12	17	16	13	17	7	16	16	5	9	18	12	13	19	10	18
$30,001-$60,000	19	12	22	19	20	18	20	18	16	20	16	11	21	16	21	18	17	21
$60K-$90K	**18**	**14**	**17**	**18**	**20**	**19**	**15**	**13**	**22**	**21**	**18**	**14**	**16**	**23**	**15**	**17**	**15**	**17**
$60,001-$90,000	18	14	17	18	20	19	15	13	22	21	18	14	16	23	15	17	15	17
$90K-$120K	**15**	**21**	**20**	**15**	**13**	**14**	**17**	**22**	**14**	**14**	**22**	**19**	**12**	**11**	**19**	**18**	**17**	**12**
$90,001-$120,000	15	21	20	15	13	14	17	22	14	14	22	19	12	11	19	18	17	12
$120K+	**19**	**44**	**24**	**16**	**14**	**20**	**17**	**23**	**19**	**15**	**19**	**27**	**20**	**20**	**21**	**16**	**21**	**18**
$120,001-$150,000	10	26	14	8	5	11	7	11	11	8	8	13	9	9	9	9	14	8
More than $150,000	10	18	10	9	8	10	10	12	8	7	11	14	10	11	11	8	7	10
REFUSED	**15**	**5**	**4**	**15**	**17**	**15**	**14**	**17**	**13**	**14**	**20**	**21**	**14**	**18**	**12**	**11**	**19**	**14**
Refused	15	5	4	15	17	15	14	17	13	14	20	21	14	18	12	11	19	14

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 97: Q17. INCOME

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
$0-$60K	**33%**	**32%**	**31%**	**30%**	**29%**	**29%**	**28%**	**30%**	**28%**	**35%**	**33%**	**33%**	**35%**	**35%**	**38%**	**30%**	**36%**	**17%**	**43%**	**22%**
$30,000 and under	14	14	13	13	12	12	12	13	12	15	16	15	15	15	18	9	22	4	19	9
$30,001-$60,000	19	18	18	17	16	17	16	17	16	20	18	18	20	20	20	21	14	13	24	13
$60K-$90K	**18**	**18**	**18**	**18**	**18**	**18**	**17**	**19**	**12**	**18**	**15**	**16**	**15**	**17**	**17**	**20**	**25**	**14**	**13**	**19**
$60,001-$90,000	18	18	18	18	18	18	17	19	12	18	15	16	15	17	17	20	25	14	13	19
$90K-$120K	**15**	**15**	**16**	**16**	**16**	**15**	**15**	**20**	**18**	**13**	**18**	**19**	**15**	**15**	**13**	**14**	**14**	**27**	**12**	**19**
$90,001-$120,000	15	15	16	16	16	15	15	20	18	13	18	19	15	15	13	14	14	27	12	19
$120K+	**19**	**20**	**20**	**20**	**21**	**21**	**20**	**19**	**18**	**20**	**18**	**17**	**20**	**19**	**16**	**18**	**11**	**34**	**16**	**26**
$120,001-$150,000	10	10	10	10	11	11	11	9	8	10	10	9	10	10	7	9	4	21	8	13
More than $150,000	10	10	10	10	10	10	9	10	10	9	8	8	10	9	9	9	7	13	8	13
REFUSED	**15**	**15**	**15**	**15**	**17**	**18**	**19**	**12**	**23**	**15**	**16**	**15**	**15**	**14**	**15**	**17**	**14**	**9**	**15**	**15**
Refused	15	15	15	15	17	18	19	12	23	15	16	15	15	14	15	17	14	9	15	15

TABLE 98: GENDER

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
Men	48%	54%	44%	49%	43%	51%	40%	56%	55%	68%	48%	60%	46%	44%	53%	55%	58%	48%	56%	32%
Women	52	46	56	51	57	49	60	44	45	32	52	40	54	56	47	45	42	52	44	68

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
Men	48%	43%	53%	70%	59%	47%	66%	54%	45%	51%	51%	43%	47%	48%	54%	48%	49%	41%	50%	46%
Women	52	57	47	30	41	53	34	46	55	49	49	57	53	52	46	52	51	59	50	54

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
Men	48%	50%	47%	53%	45%	44%	50%	57%	100%	0%	54%	59%	50%	46%	44%	47%	42%	40%	54%	43%	46%	41%
Women	52	50	53	47	55	56	50	43	0	100	46	41	50	54	56	53	58	60	46	57	54	59

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
Men	48%	100%	100%	0%	0%	43%	55%	51%	52%	37%	53%	58%	66%	45%	100%	0%	100%	0%	100%	0%
Women	52	0	0	100	100	57	45	49	48	63	47	42	34	55	0	100	0	100	0	100

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 98: GENDER

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
Men	48%	100%	0%	100%	0%	47%	52%	44%	52%	49%	51%	51%	46%	49%	47%	47%	49%	48%
Women	52	0	100	0	100	53	48	56	48	51	49	49	54	51	53	53	51	52

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
Men	48%	48%	46%	45%	44%	45%	42%	38%	52%	51%	48%	46%	49%	47%	41%	47%	44%	49%	49%	57%
Women	52	52	54	55	56	55	58	62	48	49	52	54	51	53	59	53	56	51	51	43

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 99: PARTY REGISTRATION

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
DEMOCRAT	**53%**	**51%**	**54%**	**58%**	**38%**	**53%**	**60%**	**53%**	**29%**	**25%**	**57%**	**28%**	**50%**	**62%**	**43%**	**45%**	**26%**	**54%**	**37%**	**59%**
Democrat	53	51	54	58	38	53	60	53	29	25	57	28	50	62	43	45	26	54	37	59
NPP/OTHER	**27**	**32**	**24**	**28**	**24**	**28**	**28**	**26**	**18**	**13**	**27**	**16**	**29**	**26**	**31**	**17**	**19**	**28**	**18**	**15**
No Party Preference	22	26	20	23	17	24	24	21	9	8	23	9	24	22	25	13	10	23	12	12
Other	5	6	4	5	6	4	4	5	9	5	5	7	5	4	6	4	9	5	6	4
REPUBLICAN	**20**	**17**	**22**	**14**	**38**	**20**	**11**	**20**	**53**	**62**	**16**	**56**	**21**	**11**	**27**	**38**	**55**	**17**	**45**	**25**
Republican	20	17	22	14	38	20	11	20	53	62	16	56	21	11	27	38	55	17	45	25

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
DEMOCRAT	**53%**	**62%**	**42%**	**44%**	**30%**	**54%**	**38%**	**46%**	**55%**	**56%**	**52%**	**39%**	**50%**	**54%**	**41%**	**51%**	**58%**	**55%**	**47%**	**57%**
Democrat	53	62	42	44	30	54	38	46	55	56	52	39	50	54	41	51	58	55	47	57
NPP/OTHER	**27**	**28**	**27**	**11**	**22**	**28**	**16**	**25**	**34**	**26**	**22**	**20**	**29**	**26**	**31**	**27**	**26**	**26**	**28**	**26**
No Party Preference	22	24	21	8	10	23	9	18	27	22	18	16	23	22	27	22	21	21	24	21
Other	5	4	6	3	13	5	7	7	7	4	4	4	6	5	4	5	5	5	5	5
REPUBLICAN	**20**	**10**	**31**	**45**	**48**	**19**	**46**	**30**	**11**	**18**	**25**	**41**	**21**	**20**	**28**	**22**	**15**	**19**	**25**	**17**
Republican	20	10	31	45	48	19	46	30	11	18	25	41	21	20	28	22	15	19	25	17

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 99: PARTY REGISTRATION

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
DEMOCRAT	**53%**	**63%**	**51%**	**62%**	**55%**	**53%**	**49%**	**50%**	**48%**	**58%**	**49%**	**46%**	**55%**	**54%**	**48%**	**57%**	**58%**	**56%**	**50%**	**55%**	**53%**	**57%**
Democrat	53	63	51	62	55	53	49	50	48	58	49	46	55	54	48	57	58	56	50	55	53	57
NPP/OTHER	**27**	**33**	**26**	**32**	**31**	**23**	**25**	**23**	**31**	**23**	**41**	**35**	**32**	**28**	**27**	**23**	**18**	**14**	**36**	**21**	**26**	**16**
No Party Preference	22	31	21	29	25	20	21	18	25	19	33	32	22	24	19	19	16	11	29	17	20	14
Other	5	2	5	3	6	3	4	5	6	4	8	2	10	4	8	4	2	2	7	4	5	2
REPUBLICAN	**20**	**4**	**23**	**5**	**14**	**24**	**26**	**26**	**21**	**19**	**10**	**19**	**13**	**18**	**25**	**20**	**24**	**31**	**14**	**24**	**21**	**27**
Republican	20	4	23	5	14	24	26	26	21	19	10	19	13	18	25	20	24	31	14	24	21	27

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
DEMOCRAT	**53%**	**48%**	**47%**	**52%**	**61%**	**100%**	**0%**	**0%**	**100%**	**100%**	**0%**	**0%**	**0%**	**0%**	**100%**	**100%**	**0%**	**0%**	**0%**	**0%**
Democrat	53	48	47	52	61	100	0	0	100	100	0	0	0	0	100	100	0	0	0	0
NPP/OTHER	**27**	**35**	**28**	**37**	**15**	**0**	**100**	**0**	**0**	**0**	**100**	**100**	**0**	**0**	**0**	**0**	**100**	**100**	**0**	**0**
No Party Preference	22	29	23	30	13	0	81	0	0	0	81	82	0	0	0	0	82	81	0	0
Other	5	6	5	7	3	0	19	0	0	0	19	18	0	0	0	0	18	19	0	0
REPUBLICAN	**20**	**17**	**25**	**11**	**23**	**0**	**0**	**100**	**0**	**0**	**0**	**0**	**100**	**100**	**0**	**0**	**0**	**0**	**100**	**100**
Republican	20	17	25	11	23	0	0	100	0	0	0	0	100	100	0	0	0	0	100	100

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 99: PARTY REGISTRATION

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
DEMOCRAT	**53%**	**41%**	**57%**	**49%**	**58%**	**53%**	**54%**	**55%**	**44%**	**57%**	**50%**	**54%**	**51%**	**49%**	**52%**	**56%**	**53%**	**55%**
Democrat	53	41	57	49	58	53	54	55	44	57	50	54	51	49	52	56	53	55
NPP/OTHER	**27**	**33**	**25**	**30**	**23**	**28**	**24**	**29**	**36**	**25**	**23**	**23**	**28**	**27**	**26**	**28**	**25**	**29**
No Party Preference	22	27	19	25	19	23	20	20	30	19	21	22	24	24	20	22	20	24
Other	5	6	6	5	4	5	4	8	6	6	2	2	4	3	6	6	4	5
REPUBLICAN	**20**	**26**	**18**	**20**	**20**	**19**	**22**	**17**	**20**	**18**	**27**	**22**	**21**	**24**	**21**	**15**	**22**	**16**
Republican	20	26	18	20	20	19	22	17	20	18	27	22	21	24	21	15	22	16

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
DEMOCRAT	**53%**	**53%**	**54%**	**55%**	**56%**	**56%**	**59%**	**65%**	**36%**	**52%**	**48%**	**48%**	**53%**	**52%**	**100%**	**100%**	**0%**	**0%**	**0%**	**37%**
Democrat	53	53	54	55	56	56	59	65	36	52	48	48	53	52	100	100	0	0	0	37
NPP/OTHER	**27**	**27**	**24**	**23**	**21**	**20**	**17**	**28**	**19**	**28**	**29**	**28**	**27**	**26**	**0**	**0**	**0**	**0**	**100**	**35**
No Party Preference	22	22	19	18	17	16	14	24	12	23	23	22	23	21	0	0	0	0	81	29
Other	5	5	5	4	4	4	3	4	7	5	6	5	5	4	0	0	0	0	19	6
REPUBLICAN	**20**	**20**	**22**	**22**	**23**	**24**	**25**	**7**	**44**	**20**	**24**	**25**	**20**	**22**	**0**	**0**	**100**	**100**	**0**	**28**
Republican	20	20	22	22	23	24	25	7	44	20	24	25	20	22	0	0	100	100	0	28

TABLE 100: LANGUAGE

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
English	98%	99%	97%	98%	98%	95%	99%	99%	95%	100%	99%	97%	95%	96%	99%	95%	100%	98%	97%	100%
Spanish	2	1	3	2	2	5	1	1	5	0	1	3	5	4	1	5	0	2	3	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
English	98%	97%	98%	100%	100%	98%	100%	92%	98%	98%	96%	98%	95%	98%	88%	100%	100%	100%	95%	100%
Spanish	2	3	2	0	0	2	0	8	2	2	4	2	5	2	12	0	0	0	5	0

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
English	98%	83%	100%	87%	95%	100%	98%	100%	98%	97%	97%	99%	98%	92%	97%	95%	100%	100%	98%	98%	95%	100%
Spanish	2	17	0	13	5	0	2	0	2	3	3	1	2	8	3	5	0	0	2	2	5	0

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
English	98%	98%	98%	97%	97%	96%	98%	100%	97%	96%	98%	99%	100%	100%	98%	95%	97%	100%	100%	100%
Spanish	2	2	2	3	3	4	2	0	3	4	2	1	0	0	2	5	3	0	0	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 100: LANGUAGE

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
English	98%	96%	95%	99%	98%	98%	96%	100%	98%	96%	100%	95%	99%	98%	100%	94%	97%	98%
Spanish	2	4	5	1	2	2	4	0	2	4	0	5	1	2	0	6	3	2

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
English	98%	98%	98%	98%	99%	99%	99%	99%	96%	97%	95%	95%	96%	96%	96%	96%	100%	100%	99%	98%
Spanish	2	2	2	2	1	1	1	1	4	3	5	5	4	4	4	4	0	0	1	2

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 101: FLAGS

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
P10	50%	26%	65%	49%	58%	44%	58%	50%	71%	50%	54%	63%	39%	50%	47%	51%	73%	49%	60%	61%
G10	66	41	80	63	70	72	73	67	81	68	70	76	54	64	65	82	72	64	78	74
P12	48	24	62	47	49	51	56	46	67	35	51	55	38	48	44	54	57	47	55	59
G12	72	47	87	70	77	78	76	72	94	74	74	87	65	69	73	86	83	71	85	87
P14	47	24	60	47	46	48	57	46	55	40	52	50	34	49	43	45	49	46	47	61
G14	62	38	76	61	62	71	71	62	75	49	67	65	51	63	60	62	58	62	60	83
P16	72	60	79	70	74	75	78	70	72	60	75	68	66	74	68	70	68	72	69	86
G16	95	92	97	95	94	98	96	97	97	93	96	96	92	95	95	98	91	95	95	93
BLANK	2	3	1	2	1	1	1	1	3	0	1	2	3	2	2	2	0	2	1	0

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
P10	50%	49%	50%	52%	79%	49%	64%	64%	42%	44%	56%	72%	36%	55%	37%	43%	55%	62%	40%	58%
G10	66	63	67	81	79	65	80	79	59	62	71	81	63	66	52	60	69	78	57	73
P12	48	47	47	52	79	47	63	58	42	40	52	71	34	52	37	39	49	65	38	55
G12	72	70	74	87	79	71	84	91	64	70	82	84	69	73	65	68	77	77	67	77
P14	47	47	44	48	66	46	56	56	40	41	49	69	33	51	30	38	49	65	35	56
G14	62	61	64	55	79	62	65	67	54	60	68	76	53	65	45	55	67	77	51	71
P16	72	71	72	81	79	71	80	70	68	72	70	83	62	75	60	66	76	83	64	79
G16	95	95	95	100	90	95	96	93	91	97	96	100	93	96	88	94	98	98	92	98
BLANK	2	2	2	0	10	2	4	0	5	0	1	0	3	1	6	1	0	1	3	1

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
P10	50%	20%	55%	24%	43%	53%	50%	55%	47%	53%	3%	20%	39%	55%	62%	61%	79%	86%	20%	71%	60%	82%
G10	66	31	71	36	59	68	69	68	62	69	10	44	61	78	78	86	88	91	38	85	81	89
P12	48	19	53	23	43	47	49	49	45	51	3	25	36	45	58	51	75	89	21	67	52	81
G12	72	49	77	51	68	73	75	76	70	75	21	54	67	81	89	88	94	94	47	90	86	94
P14	47	19	52	21	43	46	47	47	42	51	2	26	32	46	48	58	74	85	20	65	51	79
G14	62	32	68	35	54	64	67	67	60	64	14	40	53	72	66	81	86	92	35	81	74	89
P16	72	51	74	56	66	78	71	74	66	77	52	57	60	70	70	83	88	93	56	83	75	90
G16	95%	89%	96%	90%	93%	95%	98%	98%	94%	96%	88%	89%	94%	98%	95%	99%	99%	100%	90%	99%	97%	100%
BLANK	2	5	2	4	3	0	1	1	2	2	5	4	2	2	1	0	0	0	4	1	1	0

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 101: FLAGS

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
P10	50%	20%	71%	20%	72%	50%	39%	65%	20%	69%	17%	65%	28%	81%	46%	54%	42%	35%	57%	74%
G10	66	36	85	40	85	67	53	78	40	85	29	82	51	89	63	71	54	52	70	86
P12	48	21	65	21	68	51	37	55	23	68	18	60	21	68	49	52	37	37	46	64
G12	72	47	90	47	90	75	61	83	50	90	37	90	59	92	70	78	65	56	77	88
P14	47	19	62	21	68	49	34	57	21	67	15	56	31	68	46	52	29	40	53	61
G14	62	36	82	34	81	64	52	72	36	81	29	80	46	82	62	66	53	51	68	76
P16	72	53	78	60	87	77	57	78	64	86	43	73	62	85	72	81	53	61	73	84
G16	95	88	98	92	99	96	93	97	91	98	90	97	89	100	94	96	93	93	94	100
BLANK	2	3	0	4	1	2	3	0	4	0	5	1	0	0	2	2	3	4	0	0

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
P10	50%	33%	38%	52%	57%	51%	48%	57%	45%	49%	30%	54%	52%	57%	55%	39%	53%	45%
G10	66	62	64	62	70	63	72	66	56	66	61	67	68	72	66	54	70	64
P12	48	29	39	49	54	49	44	52	40	48	30	44	52	59	50	40	44	45
G12	72	71	68	70	77	70	79	76	58	74	56	74	76	77	72	65	73	73
P14	47	33	33	44	56	48	43	45	34	47	35	52	50	55	43	38	51	45
G14	62	58	50	61	69	62	62	65	53	61	48	69	64	73	60	52	64	59
P16	72	57	65	69	81	74	68	71	60	68	63	72	80	83	67	68	68	72
G16	95	93	93	94	98	95	94	94	95	95	92	96	96	98	93	94	95	95
BLANK	2	1	4	2	1	2	2	2	3	1	4	3	1	0	2	3	1	3

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
P10	50%	51%	59%	68%	77%	84%	91%	57%	59%	46%	39%	40%	41%	42%	46%	55%	59%	72%	40%	53%
G10	66	67	76	86	92	95	96	72	77	61	53	55	57	56	64	71	74	82	53	68
P12	48	49	57	68	78	90	100	55	56	43	38	39	41	39	46	58	46	62	40	46
G12	72	74	85	95	97	99	100	75	86	69	65	67	65	68	72	78	78	82	59	76
P14	47	48	56	66	77	90	100	57	46	43	35	34	39	37	44	60	50	68	36	43
G14	62	63	74	87	95	98	100	70	59	60	50	52	55	54	58	70	59	86	52	65
P16	72	73	84	88	93	96	100	77	69	70	67	65	69	65	72	86	77	83	59	67
G16	95%	97%	99%	99%	99%	99%	100%	97%	93%	95%	92%	92%	93%	93%	94%	98%	93%	100%	95%	93%
BLANK	2	0	0	0	0	0	0	1	3	2	4	3	3	2	2	1	0	0	2	3

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 102: HOUSEHOLD PARTY TYPE

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
Dem 1	28%	32%	26%	29%	24%	31%	34%	28%	11%	19%	31%	14%	25%	32%	25%	17%	13%	29%	15%	32%
Dem 2+	16	12	19	19	8	17	15	19	15	0	17	10	17	20	11	21	4	16	14	27
Rep 1	7	7	8	5	13	10	5	5	11	30	5	18	10	4	9	17	11	7	15	13
Rep 2+	6	5	7	4	14	6	2	7	25	17	5	22	6	3	8	12	25	5	17	6
Ind 1+	19	26	15	19	16	23	21	19	12	8	20	10	19	18	23	11	12	20	11	15
Mix	23	18	26	24	26	13	22	22	26	27	22	26	23	22	24	22	34	23	27	6

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
Dem 1	28%	33%	22%	21%	24%	29%	22%	21%	33%	30%	26%	19%	25%	30%	22%	29%	31%	30%	26%	31%
Dem 2+	16	20	12	12	6	17	9	12	18	16	16	13	17	16	15	15	15	19	15	17
Rep 1	7	3	11	25	18	7	22	12	4	6	9	17	4	9	11	10	6	5	10	5
Rep 2+	6	4	9	10	23	6	15	8	4	5	8	13	7	6	6	7	4	9	7	6
Ind 1+	19	21	19	8	0	20	4	13	26	16	15	15	19	19	21	18	19	19	19	19
Mix	23	19	27	25	29	22	27	34	15	28	26	23	28	20	25	21	24	18	23	22

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
Dem 1	28%	27%	29%	29%	33%	28%	24%	24%	24%	32%	25%	25%	36%	25%	22%	31%	28%	31%	29%	28%	26%	29%
Dem 2+	16	27	15	24	15	19	15	15	16	17	12	14	10	18	11	20	24	20	12	19	16	22
Rep 1	7	3	8	4	8	10	7	4	7	8	5	7	6	4	8	9	7	13	6	9	7	10
Rep 2+	6	0	7	1	3	5	11	11	6	6	4	5	3	4	9	4	10	9	4	8	6	10
Ind 1+	19	22	18	24	25	14	16	16	20	19	31	26	23	19	15	13	14	10	27	14	16	12
Mix	23	21	23	19	15	24	27	30	27	19	23	23	22	29	35	23	16	17	23	23	29	17

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 102: HOUSEHOLD PARTY TYPE

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
Dem 1	28%	29%	20%	29%	34%	53%	0%	0%	58%	51%	0%	0%	0%	0%	51%	55%	0%	0%	0%	0%
Dem 2+	16	10	21	15	18	31	0	0	24	35	0	0	0	0	34	29	0	0	0	0
Rep 1	7	7	7	5	10	0	0	37	0	0	0	0	41	36	0	0	0	0	32	42
Rep 2+	6	4	8	4	7	0	0	31	0	0	0	0	29	32	0	0	0	0	30	32
Ind 1+	19	22	17	32	11	0	71	0	0	0	74	67	0	0	0	0	63	81	0	0
Mix	23	29	26	16	20	16	29	32	18	14	26	33	30	33	15	16	37	19	38	25

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
Dem 1	28%	22%	28%	26%	34%	28%	30%	24%	29%	36%	26%	21%	24%	27%	23%	38%	24%	30%
Dem 2+	16	14	20	17	15	16	16	16	12	15	11	24	18	16	14	13	20	19
Rep 1	7	5	4	8	10	7	8	6	5	8	2	7	9	9	10	7	8	3
Rep 2+	6	6	7	6	6	7	5	7	10	6	8	6	5	8	5	5	7	6
Ind 1+	19	15	22	21	17	20	16	21	32	18	12	14	19	15	20	24	15	23
Mix	23	38	18	23	18	22	25	26	12	18	42	27	25	25	27	14	26	19

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
Dem 1	28%	28%	28%	28%	27%	27%	28%	36%	17%	28%	24%	23%	26%	26%	100%	0%	0%	0%	0%	0%
Dem 2+	16	17	18	19	20	20	22	17	14	16	15	17	19	18	0	100	0	0	0	0
Rep 1	7	8	8	7	8	8	7	3	17	7	12	11	9	9	0	0	100	0	0	0
Rep 2+	6	6	7	8	8	9	9	3	15	6	6	8	6	7	0	0	0	100	0	0
Ind 1+	19	19	17	16	16	15	13	20	12	20	19	19	18	19	0	0	0	0	100	0
Mix	23	22	23	23	22	21	22	22	26	22	23	22	23	21	0	0	0	0	0	100

TABLE 103: PERMANENT ABSENTEE

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
Yes	71%	75%	68%	73%	64%	71%	70%	76%	53%	49%	73%	51%	71%	73%	70%	52%	70%	72%	59%	70%
No	29	25	32	27	36	29	30	24	47	51	27	49	29	27	30	48	30	28	41	30

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
Yes	71%	70%	73%	68%	53%	71%	62%	68%	73%	66%	70%	76%	67%	72%	63%	75%	72%	72%	70%	72%
No	29	30	27	32	47	29	38	32	27	34	30	24	33	28	37	25	28	28	30	28

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
Yes	71%	72%	71%	69%	67%	75%	67%	74%	69%	73%	74%	74%	77%	54%	64%	66%	70%	78%	75%	68%	62%	73%
No	29	28	29	31	33	25	33	26	31	27	26	26	23	46	36	34	30	22	25	32	38	27

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
Yes	71%	71%	66%	79%	69%	70%	74%	67%	74%	68%	76%	71%	73%	65%	71%	70%	66%	84%	67%	68%
No	29	29	34	21	31	30	26	33	26	32	24	29	27	35	29	30	34	16	33	32

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 103: PERMANENT ABSENTEE

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
Yes	71%	63%	70%	71%	73%	100%	0%	74%	69%	73%	82%	72%	66%	70%	68%	73%	73%	70%
No	29	37	30	29	27	0	100	26	31	27	18	28	34	30	32	27	27	30

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
Yes	71%	71%	70%	70%	71%	73%	75%	72%	56%	73%	68%	67%	70%	70%	69%	71%	70%	75%	76%	68%
No	29	29	30	30	29	27	25	28	44	27	32	33	30	30	31	29	30	25	24	32

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 104: BOARD OF SUPERVISORS

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
1	22%	21%	23%	21%	24%	22%	25%	22%	8%	19%	23%	12%	21%	24%	19%	12%	29%	22%	19%	30%
2	21	21	21	22	20	17	20	23	34	44	21	38	17	19	25	14	29	21	20	10
3	18	22	16	18	14	24	14	17	20	10	16	16	23	18	18	29	8	18	20	18
4	20	18	21	20	22	16	19	23	18	4	21	13	20	17	25	22	12	20	18	21
5	19	19	19	18	20	20	22	15	19	22	19	20	19	22	14	24	22	19	23	21

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
1	22%	24%	19%	27%	22%	22%	25%	26%	19%	27%	20%	20%	15%	25%	14%	22%	25%	24%	19%	25%
2	21	19	24	16	36	21	25	22	23	17	21	26	21	21	24	22	23	15	23	20
3	18	19	18	11	6	19	9	14	17	18	21	16	20	18	22	18	19	15	20	17
4	20	18	24	9	11	21	10	18	19	18	24	19	24	18	21	19	17	23	20	19
5	19	20	16	37	26	18	32	19	22	20	13	20	19	19	19	18	16	23	18	19

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
1	22%	17%	23%	17%	19%	29%	16%	23%	22%	22%	19%	19%	16%	11%	21%	23%	26%	37%	18%	25%	19%	31%
2	21	9	23	14	22	18	26	22	21	21	25	15	26	20	31	13	20	18	22	20	21	19
3	18	25	17	23	21	17	21	15	18	18	25	23	17	19	16	14	15	14	22	15	16	15
4	20	29	19	26	17	17	22	22	21	19	17	21	18	24	19	31	18	16	19	21	25	17
5	19	20	19	21	22	19	15	18	19	19	14	21	23	25	13	20	22	15	19	19	19	19

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 104: BOARD OF SUPERVISORS

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
1	22%	20%	25%	15%	25%	20%	22%	27%	14%	25%	20%	24%	27%	26%	18%	22%	24%	19%	29%	24%
2	21	22	19	23	21	21	21	22	25	18	21	20	15	25	21	21	21	19	19	26
3	18	21	15	23	15	19	19	14	24	16	22	15	15	14	21	18	15	23	14	13
4	20	20	21	18	21	20	18	22	19	21	17	20	23	22	18	21	23	13	23	22
5	19	18	20	21	18	20	20	15	19	20	20	21	21	13	22	18	17	25	15	15

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
1	22%	17%	14%	24%	25%	22%	22%	0%	0%	37%	0%	14%	26%	100%	0%	0%	0%	0%
2	21	20	22	21	21	20	23	100	31	0	0	13	18	0	100	0	0	0
3	18	17	24	18	17	19	17	0	69	32	0	0	6	0	0	100	0	0
4	20	26	22	18	19	21	19	0	0	16	100	47	15	0	0	0	100	0
5	19	20	18	18	20	19	19	0	0	14	0	26	35	0	0	0	0	100

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
1	22%	22%	24%	26%	26%	27%	28%	26%	18%	21%	19%	18%	19%	19%	21%	21%	28%	29%	17%	24%
2	21	21	20	20	20	20	21	18	28	21	22	21	23	22	17	19	29	18	22	25
3	18	18	16	16	16	15	15	16	20	19	22	24	19	22	24	14	16	13	22	11
4	20	20	21	20	20	20	18	17	16	22	19	19	19	20	17	24	20	22	16	23
5	19	19	19	18	18	18	19	23	18	18	18	18	20	17	20	22	7	18	23	16

TABLE 105: CITY

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
Petaluma	11%	11%	11%	12%	9%	10%	11%	13%	21%	16%	12%	19%	8%	11%	12%	9%	18%	11%	12%	5%
Rohnert Park	8	12	6	8	8	12	5	8	15	9	6	13	11	6	12	8	7	8	7	5
Santa Rosa	33	34	32	31	33	37	32	30	21	25	31	23	38	33	29	44	30	32	38	41
Windsor	5	6	4	6	3	2	2	6	2	0	4	1	6	3	7	3	0	5	2	7
Other	11	10	11	11	10	8	13	8	15	10	11	13	10	9	14	9	8	11	9	0
Unincorporated	33	28	36	32	37	32	37	35	25	40	36	30	27	38	26	27	37	33	31	42

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
Petaluma	11%	10%	13%	11%	19%	11%	15%	6%	14%	8%	10%	14%	12%	11%	13%	9%	14%	8%	11%	12%
Rohnert Park	8	7	10	5	6	9	5	0	8	7	11	7	8	8	7	12	6	8	10	7
Santa Rosa	33	33	32	28	28	33	28	34	35	35	32	27	33	33	32	35	32	32	34	32
Windsor	5	3	7	0	0	5	0	5	5	3	6	3	8	3	3	4	4	6	4	5
Other	11	10	11	6	17	11	11	14	12	12	8	8	10	10	10	9	10	12	9	11
Unincorporated	33	36	26	50	30	32	41	41	27	35	33	41	29	34	34	31	33	33	32	33

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
Petaluma	11%	5%	11%	9%	9%	8%	16%	13%	10%	12%	12%	12%	15%	10%	10%	6%	11%	12%	13%	10%	9%	12%
Rohnert Park	8	10	8	10	8	10	7	8	9	8	20	9	4	6	10	7	5	4	11	6	8	4
Santa Rosa	33	40	31	37	35	39	30	26	34	32	27	39	32	32	31	28	33	36	33	32	30	34
Windsor	5	5	5	5	3	5	7	5	5	4	6	8	2	4	4	6	5	1	6	4	5	3
Other	11	10	10	10	6	8	13	15	11	10	11	12	9	9	8	15	9	11	11	10	11	10
Unincorporated	33	29	34	29	39	30	27	33	31	34	24	19	38	39	37	38	37	36	27	37	38	37

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 105: CITY

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
Petaluma	11%	12%	9%	13%	11%	12%	12%	9%	15%	9%	12%	12%	6%	11%	10%	12%	13%	10%	6%	13%
Rohnert Park	8	13	5	9	7	7	11	8	10	5	13	9	11	7	8	6	10	12	9	8
Santa Rosa	33	33	34	33	31	35	30	29	34	36	35	24	24	31	36	34	33	27	30	29
Windsor	5	6	4	5	4	4	4	6	6	4	3	4	11	4	5	4	4	4	7	6
Other	11	12	11	10	10	11	9	12	10	12	11	7	16	10	10	12	11	7	15	8
Unincorporated	33	24	37	30	37	31	34	35	26	35	26	44	32	36	31	31	29	40	33	37

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
Petaluma	11%	12%	11%	10%	12%	12%	10%	100%	0%	0%	0%	0%	0%	0%	53%	0%	0%	0%
Rohnert Park	8	11	6	9	8	8	9	0	100	0	0	0	0	0	12	31	0	0
Santa Rosa	33	27	38	36	30	33	31	0	0	100	0	0	0	55	0	58	27	25
Windsor	5	7	8	3	3	5	3	0	0	0	100	0	0	0	0	0	23	0
Other	11	13	8	10	11	11	10	0	0	0	0	100	0	7	7	0	25	14
Unincorporated	33	30	29	32	36	31	38	0	0	0	0	0	100	39	28	10	25	61

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
Petaluma	11%	11%	12%	11%	12%	11%	11%	10%	15%	11%	10%	10%	11%	10%	10%	11%	9%	13%	12%	13%
Rohnert Park	8	8	7	7	6	6	6	6	9	9	12	13	9	11	8	6	6	13	14	4
Santa Rosa	33	33	32	33	33	32	31	33	34	32	35	35	32	32	42	29	34	29	30	26
Windsor	5	4	5	3	3	3	3	2	2	6	5	6	5	5	4	3	1	6	3	8
Other	11	10	11	11	11	12	11	12	10	10	11	10	9	10	8	16	11	11	8	12
Unincorporated	33	33	34	35	35	36	38	37	30	32	26	26	34	32	28	35	39	27	33	36

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 106:AGE

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
18-49	**41%**	**72%**	**22%**	**45%**	**32%**	**38%**	**33%**	**42%**	**18%**	**32%**	**37%**	**23%**	**54%**	**41%**	**43%**	**33%**	**27%**	**42%**	**31%**	**40%**
18-29	14	29	5	17	6	11	9	13	3	5	11	4	24	15	15	7	6	15	7	5
30-39	14	28	5	13	15	15	13	14	9	21	13	13	16	14	14	15	9	14	13	26
40-49	13	16	11	14	10	13	12	15	6	6	13	6	14	12	14	11	12	13	11	9
50+	**59**	**28**	**78**	**55**	**68**	**62**	**67**	**58**	**82**	**68**	**63**	**77**	**46**	**59**	**57**	**67**	**73**	**58**	**69**	**60**
50-54	8	5	9	8	7	5	8	8	10	6	8	8	7	8	7	8	8	8	8	6
55-59	10	5	13	9	13	10	12	9	20	11	11	17	7	8	12	11	22	10	15	0
60-64	11	6	14	11	12	12	13	12	17	5	12	12	8	10	11	16	12	11	14	14
65-74	17	6	23	15	22	18	19	18	14	30	18	20	12	17	16	17	16	17	17	12
75+	13	5	18	12	14	16	15	11	22	17	13	20	12	14	10	16	15	13	15	28

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
18-49	**41%**	**42%**	**43%**	**30%**	**12%**	**42%**	**22%**	**20%**	**53%**	**47%**	**31%**	**15%**	**71%**	**31%**	**46%**	**43%**	**44%**	**32%**	**44%**	**39%**
18-29	14	16	13	5	0	15	3	9	21	16	9	3	10	15	23	18	11	7	20	9
30-39	14	13	17	13	12	14	13	0	18	18	11	1	29	9	15	13	16	13	14	14
40-49	13	14	12	12	0	13	7	11	14	14	10	11	32	6	9	12	17	12	10	15
50+	**59**	**58**	**57**	**70**	**88**	**58**	**78**	**80**	**47**	**53**	**69**	**85**	**29**	**69**	**54**	**57**	**56**	**68**	**56**	**61**
50-54	8	8	7	11	10	8	10	5	7	9	10	4	12	6	10	6	7	7	8	7
55-59	10	9	10	10	13	10	12	27	8	10	12	13	10	10	13	12	9	7	12	8
60-64	11	9	13	21	7	11	15	9	10	10	15	11	4	14	8	12	10	16	10	12
65-74	17	17	16	12	35	17	22	14	15	14	22	21	2	22	11	16	19	20	14	20
75+	13	13	11	15	23	13	18	25	7	10	11	36	1	17	12	12	11	18	12	14

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 106: AGE

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE												
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
18-49	**41%**	**75%**	**35%**	**68%**	**44%**	**41%**	**43%**	**42%**	**47%**	**36%**	**100%**	**100%**	**100%**	**0%**	**0%**	**0%**	**0%**	**0%**	**100%**	**0%**	**0%**	**0%**
18-29	14	40	11	34	21	13	9	5	16	12	100	0	0	0	0	0	0	0	34	0	0	0
30-39	14	24	12	23	14	15	18	15	17	11	0	100	0	0	0	0	0	0	34	0	0	0
40-49	13	11	13	11	9	13	15	22	14	12	0	0	100	0	0	0	0	0	32	0	0	0
50+	**59**	**25**	**65**	**32**	**56**	**59**	**57**	**58**	**53**	**64**	**0**	**0**	**0**	**100**	**100**	**100**	**100**	**100**	**0**	**100**	**100**	**100**
50-54	8	6	8	6	4	6	14	11	7	8	0	0	0	100	0	0	0	0	0	13	26	0
55-59	10	6	11	5	9	5	9	19	9	11	0	0	0	0	100	0	0	0	0	17	35	0
60-64	11	7	12	10	11	14	12	8	11	11	0	0	0	0	0	100	0	0	0	19	38	0
65-74	17	7	18	9	15	22	17	13	15	19	0	0	0	0	0	0	100	0	0	29	0	56
75+	13	0	15	2	17	12	6	8	11	15	0	0	0	0	0	0	0	100	0	22	0	44

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
18-49	**41%**	**100%**	**0%**	**100%**	**0%**	**39%**	**55%**	**29%**	**100%**	**0%**	**100%**	**0%**	**100%**	**0%**	**47%**	**32%**	**52%**	**57%**	**37%**	**20%**
18-29	14	34	0	34	0	13	21	7	34	0	39	0	23	0	16	11	20	23	10	4
30-39	14	37	0	31	0	12	18	14	31	0	33	0	47	0	15	10	18	18	19	8
40-49	13	29	0	35	0	13	15	9	35	0	28	0	30	0	16	12	14	17	8	9
50+	**59**	**0**	**100**	**0**	**100**	**61**	**45**	**71**	**0**	**100**	**0**	**100**	**0**	**100**	**53**	**68**	**48**	**43**	**63**	**80**
50-54	8	0	14	0	12	8	8	7	0	13	0	17	0	10	7	9	9	7	7	7
55-59	10	0	18	0	17	9	10	13	0	15	0	22	0	18	6	12	12	8	14	12
60-64	11	0	20	0	18	12	9	11	0	20	0	21	0	15	13	11	10	9	6	16
65-74	17	0	28	0	29	18	11	20	0	30	0	25	0	28	15	21	11	11	18	22
75+	13	0	21	0	24	14	7	20	0	23	0	15	0	28	12	16	6	8	17	23

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 106: AGE

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
18-49	**41%**	**67%**	**75%**	**39%**	**23%**	**43%**	**35%**	**46%**	**56%**	**41%**	**49%**	**42%**	**33%**	**33%**	**43%**	**50%**	**38%**	**42%**
18-29	14	5	15	19	12	15	12	14	33	12	18	15	10	12	17	19	12	10
30-39	14	32	26	13	6	15	13	15	16	17	25	16	8	12	10	18	15	16
40-49	13	31	34	7	5	14	10	17	7	13	6	11	15	9	16	13	11	16
50+	**59**	**33**	**25**	**61**	**77**	**57**	**65**	**54**	**44**	**59**	**51**	**58**	**67**	**67**	**57**	**50**	**62**	**58**
50-54	8	14	9	5	7	6	12	7	5	7	6	7	9	4	7	8	9	10
55-59	10	10	9	9	11	9	12	9	13	10	9	8	11	10	15	9	10	7
60-64	11	6	3	13	14	10	13	6	9	10	14	16	13	12	7	8	17	11
65-74	17	2	2	19	25	17	17	17	11	17	17	14	19	20	16	14	15	19
75+	13	1	1	15	20	15	10	15	6	15	4	13	14	22	11	10	10	10

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
18-49	**41%**	**40%**	**33%**	**26%**	**21%**	**17%**	**11%**	**35%**	**26%**	**46%**	**51%**	**52%**	**48%**	**49%**	**42%**	**30%**	**32%**	**27%**	**57%**	**41%**
18-29	14	14	8	4	2	1	0	8	5	18	24	22	21	20	13	11	9	9	23	14
30-39	14	14	13	10	8	7	4	12	12	15	15	17	14	15	12	12	13	12	19	14
40-49	13	13	12	12	11	9	7	15	9	13	12	12	12	14	17	8	10	7	16	13
50+	**59**	**60**	**67**	**74**	**79**	**83**	**89**	**65**	**74**	**54**	**49**	**48**	**52**	**51**	**58**	**70**	**68**	**73**	**43**	**59**
50-54	8	8	8	8	8	8	8	10	9	6	8	7	8	7	7	8	4	5	8	10
55-59	10	10	11	12	11	11	11	11	15	9	9	8	8	9	8	7	10	15	8	16
60-64	11	11	12	14	15	13	13	11	13	11	7	8	10	9	12	14	13	7	8	11
65-74	17	17	20	22	24	27	29	20	20	15	13	14	15	14	17	24	17	27	13	12
75+	13	13	16	18	21	24	28	14	16	12	11	11	12	12	14	16	24	19	7	10

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 107:DEMOGRAPHIC COMBINATIONS

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
GENDER BY AGE	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
MEN 18-49	22	41	11	26	13	23	16	26	12	32	21	19	27	20	26	22	15	23	19	17
MEN 50+	26	13	33	23	30	29	25	29	43	37	27	40	19	24	26	34	43	25	37	16
WOMEN 18-49	19	32	11	19	19	15	18	16	6	0	17	4	27	21	17	11	12	19	12	23
WOMEN 50+	33	14	45	32	38	33	42	29	39	32	36	37	27	35	31	33	30	33	32	44
PARTY BY AGE	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**
DEM 18-49	20	35	12	24	12	18	17	23	0	12	20	4	26	23	19	8	4	22	7	23
DEM 50+	33	15	43	34	26	35	43	30	29	13	37	23	24	39	23	37	22	33	31	36
NPP/O 18-49	15	27	7	16	10	15	15	12	5	8	13	6	20	15	15	12	12	15	12	11
NPP/O 50+	12	5	17	12	13	12	14	14	13	5	14	10	9	11	16	5	7	13	6	5
REP 18-49	6	10	3	5	9	5	2	7	13	12	4	12	8	3	8	13	11	5	12	6
REP 50+	14	7	18	9	29	14	10	14	40	50	12	44	13	8	18	25	44	12	33	19
PARTY BY GENDER	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**
DEM MEN	23	27	21	27	11	22	21	28	18	12	25	16	21	25	22	16	11	24	14	17
DEM WOMEN	30	24	34	31	28	30	39	25	11	13	32	11	30	38	20	29	15	30	24	42
NPP/O MEN	15	17	14	16	12	15	16	15	12	13	16	12	13	13	19	17	10	15	14	0
NPP/O WOMEN	12	16	10	12	11	12	12	11	6	0	11	4	16	13	12	0	9	13	4	15
REP MEN	10	11	10	6	20	13	3	12	24	43	7	31	12	6	12	23	36	8	28	15
REP WOMEN	10	6	12	8	18	6	8	9	29	19	9	25	9	5	15	15	19	9	17	10
PARENTS	**98**	**99**	**98**	**98**	**99**	**99**	**98**	**98**	**100**	**100**	**98**	**100**	**98**	**98**	**98**	**98**	**100**	**98**	**99**	**100**
DADS	12	15	9	12	8	15	9	14	22	20	11	21	11	10	13	10	15	12	12	12
MOMS	13	16	12	12	19	10	14	11	13	0	13	8	16	13	13	11	18	13	14	26
MEN NO KIDS	35	38	34	35	35	36	31	41	33	48	36	38	34	33	38	43	42	35	43	21
WOMEN NO KIDS	38	30	43	38	38	38	44	32	32	32	38	32	38	42	34	33	25	39	30	41

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 107: DEMOGRAPHIC COMBINATIONS

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
GENDER BY AGE	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
MEN 18-49	22	20	27	25	12	23	19	9	26	27	19	7	31	19	28	21	24	15	24	21
MEN 50+	26	23	26	46	47	24	46	46	19	24	32	35	15	29	26	27	25	26	27	25
WOMEN 18-49	19	23	15	6	0	20	3	12	27	21	11	8	40	12	18	21	19	16	20	18
WOMEN 50+	33	35	31	24	41	33	31	34	28	28	37	50	13	40	28	30	31	43	29	36
PARTY BY AGE	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**
DEM 18-49	20	24	18	12	0	21	7	8	25	25	17	4	36	15	17	22	24	16	20	21
DEM 50+	33	38	24	32	30	32	31	37	30	31	35	35	14	39	24	29	34	39	27	36
NPP/O 18-49	15	17	13	8	5	15	7	12	23	15	8	5	23	12	21	15	14	11	17	13
NPP/O 50+	12	11	14	3	17	12	9	13	11	11	14	15	6	14	10	12	12	15	11	13
REP 18-49	6	2	11	11	7	6	9	0	5	7	5	6	13	4	8	6	5	5	7	5
REP 50+	14	8	20	35	41	13	37	30	6	10	20	35	9	16	20	16	10	14	18	12
PARTY BY GENDER	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**
DEM MEN	23	25	21	35	12	23	25	14	23	26	25	11	19	24	17	26	25	19	22	23
DEM WOMEN	30	37	22	9	18	31	13	32	32	31	27	27	30	30	24	25	33	35	25	34
NPP/O MEN	15	14	17	11	13	15	12	15	17	15	15	9	16	15	21	14	15	12	17	14
NPP/O WOMEN	12	14	10	0	10	12	4	10	17	11	7	11	13	12	10	13	11	14	12	13
REP MEN	10	4	16	25	34	9	29	25	5	10	11	22	12	10	16	9	9	10	11	10
REP WOMEN	10	6	15	21	13	10	17	5	5	8	14	19	9	10	13	14	6	9	13	7
PARENTS	**98**	**99**	**98**	**100**	**100**	**99**	**100**	**81**	**100**	**100**	**99**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**
DADS	12	10	15	29	0	12	17	0	13	15	11	5	47	0	13	10	14	11	11	13
MOMS	13	15	11	6	0	14	3	12	17	15	11	5	53	0	19	13	13	12	15	12
MEN NO KIDS	35	33	37	41	59	35	49	42	33	36	39	38	0	48	41	38	36	30	39	34
WOMEN NO KIDS	38	41	34	24	41	39	31	27	37	34	38	53	0	52	27	39	38	47	35	42

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 107: DEMOGRAPHIC COMBINATIONS

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE											
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
GENDER BY AGE	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
MEN 18-49	22	38	19	36	23	20	22	25	47	0	54	59	50	0	0	0	0	0	54	0	0	0
MEN 50+	26	12	28	18	22	25	28	31	53	0	0	0	0	46	44	47	42	40	0	43	46	41
WOMEN 18-49	19	37	16	33	21	22	20	17	0	36	46	41	50	0	0	0	0	0	46	0	0	0
WOMEN 50+	33	13	37	14	34	34	30	27	0	64	0	0	0	54	56	53	58	60	0	57	54	59
PARTY BY AGE	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**
DEM 18-49	20	44	17	39	23	20	23	20	22	19	49	46	55	0	0	0	0	0	50	0	0	0
DEM 50+	33	19	34	23	31	33	26	30	25	39	0	0	0	54	48	57	58	56	0	55	53	57
NPP/O 18-49	15	30	12	27	17	15	13	13	16	13	41	35	32	0	0	0	0	0	36	0	0	0
NPP/O 50+	12	3	14	5	14	8	12	10	15	10	0	0	0	28	27	23	18	14	0	21	26	16
REP 18-49	6	2	7	2	3	7	7	9	8	4	10	19	13	0	0	0	0	0	14	0	0	0
REP 50+	14	3	16	4	10	17	19	17	13	15	0	0	0	18	25	20	24	31	0	24	21	27
PARTY BY GENDER	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**
DEM MEN	23	30	21	31	23	20	24	23	48	0	26	25	27	20	13	28	21	20	26	21	21	21
DEM WOMEN	30	34	30	31	32	33	26	27	0	58	23	21	28	34	35	30	37	36	24	35	33	37
NPP/O MEN	15	19	14	19	16	12	14	17	31	0	21	19	16	17	17	14	10	6	19	12	16	8
NPP/O WOMEN	12	14	12	13	16	12	11	6	0	23	20	15	16	11	10	9	8	7	17	9	10	8
REP MEN	10	2	11	3	6	13	12	16	21	0	7	14	7	9	14	6	11	13	9	11	10	12
REP WOMEN	10	3	11	3	7	11	14	10	0	19	2	6	7	9	11	14	13	17	5	13	12	15
PARENTS	**98**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**98**	**98**	**98**	**99**	**97**	**98**	**97**	**100**	**98**	**98**	**98**	**98**	**99**	**98**
DADS	12	16	12	13	6	9	16	27	24	0	4	26	28	21	12	6	1	1	19	6	12	1
MOMS	13	22	13	17	14	13	17	16	0	25	14	25	34	16	12	4	2	1	24	6	10	1
MEN NO KIDS	35	34	35	40	39	35	34	30	74	0	49	32	19	25	32	41	40	39	34	36	33	39
WOMEN NO KIDS	38	28	40	29	41	43	33	27	0	73	32	16	16	36	42	49	55	57	21	50	43	56

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 107: DEMOGRAPHIC COMBINATIONS

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
GENDER BY AGE	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
MEN 18-49	22	100	0	0	0	20	29	19	52	0	53	0	66	0	47	0	52	0	37	0
MEN 50+	26	0	100	0	0	23	26	32	0	37	0	58	0	45	53	0	48	0	63	0
WOMEN 18-49	19	0	0	100	0	18	26	10	48	0	47	0	34	0	0	32	0	57	0	20
WOMEN 50+	33	0	0	0	100	38	19	39	0	63	0	42	0	55	0	68	0	43	0	80
PARTY BY AGE	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**
DEM 18-49	20	48	0	52	0	39	0	0	100	0	0	0	0	0	47	32	0	0	0	0
DEM 50+	33	0	47	0	61	61	0	0	0	100	0	0	0	0	53	68	0	0	0	0
NPP/O 18-49	15	35	0	37	0	0	55	0	0	0	100	0	0	0	0	0	52	57	0	0
NPP/O 50+	12	0	28	0	15	0	45	0	0	0	0	100	0	0	0	0	48	43	0	0
REP 18-49	6	17	0	11	0	0	0	29	0	0	0	0	100	0	0	0	0	0	37	20
REP 50+	14	0	25	0	23	0	0	71	0	0	0	0	0	100	0	0	0	0	63	80
PARTY BY GENDER	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**
DEM MEN	23	48	47	0	0	43	0	0	52	37	0	0	0	0	100	0	0	0	0	0
DEM WOMEN	30	0	0	52	61	57	0	0	48	63	0	0	0	0	0	100	0	0	0	0
NPP/O MEN	15	35	28	0	0	0	55	0	0	0	53	58	0	0	0	0	100	0	0	0
NPP/O WOMEN	12	0	0	37	15	0	45	0	0	0	47	42	0	0	0	0	0	100	0	0
REP MEN	10	17	25	0	0	0	0	51	0	0	0	0	66	45	0	0	0	0	100	0
REP WOMEN	10	0	0	11	23	0	0	49	0	0	0	0	34	55	0	0	0	0	0	100
PARENTS	**98**	**97**	**99**	**99**	**98**	**98**	**98**	**99**	**98**	**98**	**98**	**99**	**100**	**99**	**97**	**98**	**98**	**99**	**99**	**100**
DADS	12	35	15	0	0	9	14	15	16	5	18	10	33	7	21	0	26	0	29	0
MOMS	13	0	0	53	10	14	12	12	28	6	21	2	20	8	0	25	0	27	0	24
MEN NO KIDS	35	62	84	0	0	33	40	36	35	32	33	48	32	37	77	0	72	0	70	0
WOMEN NO KIDS	38	0	0	46	88	41	32	37	20	55	26	38	14	47	0	73	0	71	0	76

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 107: DEMOGRAPHIC COMBINATIONS

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
GENDER BY AGE	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
MEN 18-49	22	67	0	39	0	22	22	24	36	23	27	25	16	20	23	26	22	21
MEN 50+	26	33	0	61	0	24	30	20	16	27	23	26	29	29	24	21	27	27
WOMEN 18-49	19	0	75	0	23	21	13	22	21	19	22	17	17	13	20	24	16	21
WOMEN 50+	33	0	25	0	77	33	35	34	27	32	27	32	38	38	33	29	34	32
PARTY BY AGE	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**
DEM 18-49	20	28	43	20	11	21	18	28	26	21	25	19	16	13	24	27	19	20
DEM 50+	33	13	14	29	47	31	35	27	18	36	26	36	35	37	28	29	34	35
NPP/O 18-49	15	23	23	14	10	16	12	16	23	16	11	15	12	13	15	18	12	15
NPP/O 50+	12	11	2	17	12	12	12	13	13	9	12	8	16	13	11	10	12	14
REP 18-49	6	17	9	5	2	6	5	3	8	4	13	9	6	7	4	5	7	6
REP 50+	14	9	9	15	17	13	17	14	12	14	13	14	16	17	17	11	16	10
PARTY BY GENDER	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**
DEM MEN	23	41	0	49	0	23	22	21	22	25	24	21	22	19	23	27	21	26
DEM WOMEN	30	0	57	0	58	30	31	34	22	32	27	34	29	30	30	30	32	29
NPP/O MEN	15	33	0	30	0	14	18	17	19	15	12	15	13	16	15	13	17	13
NPP/O WOMEN	12	0	25	0	23	14	6	11	17	10	11	8	15	10	11	16	8	16
REP MEN	10	26	0	20	0	10	12	6	11	9	15	15	10	13	9	8	12	8
REP WOMEN	10	0	18	0	20	9	11	11	9	9	12	8	11	11	12	7	11	8
PARENTS	**98**	**100**	**100**	**100**	**100**	**98**	**98**	**97**	**100**	**99**	**95**	**95**	**98**	**99**	**97**	**99**	**97**	**98**
DADS	12	100	0	0	0	10	15	13	15	10	19	14	10	9	11	11	15	12
MOMS	13	0	100	0	0	13	13	13	10	16	23	9	11	9	14	17	14	13
MEN NO KIDS	35	0	0	100	0	35	35	32	37	39	27	34	34	39	36	36	32	33
WOMEN NO KIDS	38	0	0	0	100	39	35	40	38	35	27	38	42	42	37	35	35	39

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 107: DEMOGRAPHIC COMBINATIONS

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
GENDER BY AGE	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
MEN 18-49	22	22	18	13	11	9	6	14	15	27	27	27	26	27	23	14	20	14	26	28
MEN 50+	26	26	29	31	33	36	37	24	37	24	21	19	24	20	19	33	24	35	23	29
WOMEN 18-49	19	18	15	13	10	8	5	20	11	20	25	25	22	23	19	17	12	13	31	13
WOMEN 50+	33	34	38	42	46	47	52	41	37	30	27	29	29	30	40	36	44	38	20	30
PARTY BY AGE	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**
DEM 18-49	20	20	17	14	12	9	6	18	7	24	25	24	25	26	42	30	0	0	0	16
DEM 50+	33	33	37	41	44	47	53	47	29	28	23	23	27	26	58	70	0	0	0	21
NPP/O 18-49	15	14	10	8	5	5	3	14	9	16	19	18	16	16	0	0	0	0	57	17
NPP/O 50+	12	12	14	15	16	15	14	13	10	12	10	10	11	10	0	0	0	0	43	18
REP 18-49	6	6	6	5	3	3	2	2	11	6	8	9	6	7	0	0	32	27	0	8
REP 50+	14	14	16	18	19	21	23	5	34	14	16	16	14	15	0	0	68	73	0	20
PARTY BY GENDER	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**
DEM MEN	23	23	22	22	23	22	23	21	14	25	22	20	25	23	41	47	0	0	0	15
DEM WOMEN	30	30	32	33	33	33	35	44	22	26	26	28	27	29	59	53	0	0	0	22
NPP/O MEN	15	15	13	12	11	11	8	15	14	15	13	13	13	13	0	0	0	0	49	25
NPP/O WOMEN	12	12	10	10	10	9	9	13	6	13	15	14	15	13	0	0	0	0	51	10
REP MEN	10	10	11	10	10	11	11	2	24	10	13	13	11	11	0	0	44	49	0	17
REP WOMEN	10	10	11	12	13	13	14	5	20	10	11	12	9	11	0	0	56	51	0	11
PARENTS	**98**	**98**	**98**	**98**	**98**	**98**	**97**	**99**	**99**	**98**	**98**	**99**	**99**	**99**	**100**	**97**	**100**	**98**	**98**	**97**
DADS	12	12	11	11	9	8	7	10	13	12	11	12	13	12	9	10	8	11	9	20
MOMS	13	13	13	12	11	9	8	16	14	12	13	15	11	15	13	16	7	16	15	11
MEN NO KIDS	35	35	34	34	35	36	35	29	39	37	35	32	35	34	32	36	36	37	39	35
WOMEN NO KIDS	38	38	40	42	44	45	47	45	34	36	39	39	39	38	45	35	49	35	35	31

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 108:TARGETS

		QA CELL PHONE		Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY							Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	DK/NA
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20
CONSISTENCY TARGETS	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
CONSISTENT STRONG FAV	24	20	27	28	18	18	71	0	0	0	37	0	0	46	0	0	0	27	0	0
EVER UNFAV	13	10	14	7	28	13	1	8	100	100	5	100	10	2	7	100	100	4	100	9
SWING	63	70	59	65	54	69	28	92	0	0	58	0	90	52	93	0	0	69	0	91
POSITIVE MOVERS	**31**	**39**	**26**	**29**	**29**	**41**	**0**	**0**	**70**	**45**	**0**	**61**	**96**	**26**	**35**	**40**	**25**	**30**	**34**	**60**
AFTER INFO	26	33	22	27	22	32	0	0	54	34	0	47	84	26	35	0	0	30	0	0
FIRST TO LAST	30	38	25	28	28	40	0	0	66	41	0	57	93	25	33	40	25	28	34	60
INTENSITY MOVERS	**49**	**57**	**45**	**50**	**45**	**55**	**0**	**56**	**73**	**74**	**27**	**73**	**96**	**49**	**49**	**51**	**40**	**49**	**46**	**60**
AFTER INFO	39	46	35	41	31	43	0	39	57	52	19	55	84	49	35	8	0	44	5	5
FIRST TO LAST	45	52	40	45	41	51	0	45	70	74	22	71	93	42	47	51	40	44	46	60

		Q11 SCAPOSD FAVORABILITY AFTER MESSAGING							Q13 SONOMA TRAIL USE				Q14 CHLDRN <19 AT HOME		Q15 EDUCATION					
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
CONSISTENCY TARGETS	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
CONSISTENT STRONG FAV	24	44	0	0	0	26	0	0	32	24	19	16	25	24	10	20	30	33	16	31
EVER UNFAV	13	2	17	100	100	8	100	20	10	8	17	21	14	12	19	12	11	12	15	11
SWING	63	54	83	0	0	66	0	80	58	68	64	63	62	63	71	68	59	56	69	58
POSITIVE MOVERS	**31**	**24**	**44**	**10**	**10**	**32**	**10**	**29**	**30**	**27**	**34**	**37**	**34**	**30**	**43**	**32**	**27**	**24**	**36**	**26**
AFTER INFO	26	22	35	10	10	27	10	29	27	22	30	30	26	27	38	27	23	20	32	22
FIRST TO LAST	30	24	44	0	0	32	0	0	28	27	33	34	33	29	41	32	26	23	35	25
INTENSITY MOVERS	**49**	**49**	**53**	**37**	**10**	**51**	**25**	**43**	**50**	**48**	**51**	**48**	**53**	**48**	**64**	**51**	**45**	**42**	**56**	**44**
AFTER INFO	39	38	45	26	10	40	19	33	42	36	40	39	39	40	52	39	35	35	44	35
FIRST TO LAST	45	49	44	28	0	47	16	9	46	44	47	43	49	44	56	48	41	38	51	40

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 108: TARGETS

		Q16 ETHNICITY			Q17 INCOME				GENDER		AGE												
	Total	LATNO	WHITE	NON-WHITE	$0-$60K	$60K-$90K	$90K-$120K	$120K+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104	61	82	89	135	106	329	474	233	241
CONSISTENCY TARGETS	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
CONSISTENT STRONG FAV	24	20	25	24	22	26	32	24	19	29	13	21	27	32	26	23	29	25	20	27	26	27
EVER UNFAV	13	4	13	4	11	9	15	12	14	11	5	11	8	15	19	15	15	15	8	16	16	15
SWING	63	76	62	71	67	65	53	64	67	60	82	68	64	53	56	61	56	60	72	58	57	58
POSITIVE MOVERS	**31**	**40**	**29**	**36**	**31**	**28**	**37**	**27**	**30**	**32**	**49**	**36**	**29**	**32**	**25**	**22**	**25**	**27**	**38**	**26**	**26**	**26**
AFTER INFO	26	36	25	32	27	22	32	24	26	26	46	28	25	26	24	18	21	23	33	22	22	22
FIRST TO LAST	30	39	28	35	30	27	36	26	28	31	47	36	28	27	24	22	24	25	37	24	24	25
INTENSITY MOVERS	**49**	**63**	**47**	**60**	**53**	**46**	**46**	**49**	**50**	**49**	**70**	**51**	**52**	**51**	**43**	**39**	**41**	**47**	**58**	**43**	**43**	**43**
AFTER INFO	39	50	38	48	42	34	38	41	40	38	59	40	38	42	30	34	34	36	46	35	35	35
FIRST TO LAST	45	59	42	55	48	42	44	44	44	46	65	49	47	42	39	36	37	40	54	38	38	38

		GENDER BY AGE				PARTY REG			PARTY BY AGE						PARTY BY GENDER					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78
CONSISTENCY TARGETS	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
CONSISTENT STRONG FAV	24	15	23	26	30	30	25	9	22	35	23	27	8	9	22	35	24	25	6	12
EVER UNFAV	13	9	18	7	14	9	9	28	4	11	8	11	23	30	8	9	11	6	30	26
SWING	63	76	59	66	56	62	66	63	74	54	69	63	69	61	70	55	64	69	64	62
POSITIVE MOVERS	**31**	**36**	**24**	**41**	**27**	**28**	**32**	**38**	**36**	**22**	**38**	**25**	**47**	**35**	**27**	**29**	**27**	**37**	**40**	**37**
AFTER INFO	26	32	22	35	22	24	28	31	32	18	34	21	35	30	25	23	23	34	34	29
FIRST TO LAST	30	35	22	40	26	27	31	37	35	21	37	23	47	33	25	27	26	36	37	36
INTENSITY MOVERS	**49**	**58**	**43**	**58**	**44**	**48**	**49**	**55**	**61**	**40**	**55**	**42**	**58**	**54**	**50**	**46**	**44**	**55**	**58**	**52**
AFTER INFO	39	45	36	47	34	39	40	39	48	33	43	36	43	38	43	36	34	48	43	36
FIRST TO LAST	45	53	36	55	40	44	43	49	58	36	48	36	55	47	45	43	39	48	48	50

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

TABLE 108: TARGETS

		PARENTS				PERMANENT ABSENTEE		CITY						BOARD OF SUPERVISORS				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5
Base	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153
CONSISTENCY TARGETS	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
CONSISTENT STRONG FAV	24	20	29	20	29	24	23	21	17	25	13	27	27	29	20	21	21	29
EVER UNFAV	13	14	13	14	11	10	19	17	14	13	6	12	11	10	17	14	10	12
SWING	63	66	58	67	60	66	58	61	70	62	82	61	62	61	63	66	69	58
POSITIVE MOVERS	**31**	**32**	**36**	**28**	**32**	**29**	**35**	**27**	**46**	**33**	**39**	**31**	**25**	**26**	**31**	**39**	**29**	**29**
AFTER INFO	26	26	26	26	27	25	29	23	39	29	31	28	21	23	28	33	25	25
FIRST TO LAST	30	32	35	27	30	28	34	27	46	32	36	28	24	24	30	39	29	28
INTENSITY MOVERS	**49**	**55**	**52**	**48**	**49**	**49**	**51**	**48**	**61**	**49**	**57**	**43**	**48**	**44**	**52**	**56**	**48**	**48**
AFTER INFO	39	44	34	39	41	39	40	40	43	38	42	33	41	35	42	42	37	42
FIRST TO LAST	45	48	50	43	45	44	47	42	60	44	51	40	43	39	46	54	45	41

		FLAGS (P/G12, P/G14, P/G16)						CONSISTENCY TARGETS			POSITIVE MOVERS		INTENSITY MOVERS		HOUSEHOLD PARTY TYPE					
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182
CONSISTENCY TARGETS	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
CONSISTENT STRONG FAV	24	24	25	26	28	29	29	100	0	0	0	0	0	0	30	26	9	11	25	23
EVER UNFAV	13	12	14	13	13	13	12	0	100	0	13	20	10	16	8	11	28	29	8	14
SWING	63	63	62	61	59	58	58	0	0	100	87	80	90	84	62	64	63	59	67	63
POSITIVE MOVERS	**31**	**30**	**29**	**28**	**24**	**23**	**22**	**0**	**51**	**39**	**100**	**100**	**68**	**67**	**26**	**31**	**47**	**37**	**30**	**31**
AFTER INFO	26	26	24	24	21	20	20	0	26	37	100	85	67	57	23	24	42	27	26	27
FIRST TO LAST	30	29	28	27	24	22	21	0	47	38	95	100	65	66	24	30	44	37	30	29
INTENSITY MOVERS	**49**	**49**	**47**	**45**	**42**	**40**	**39**	**0**	**59**	**66**	**100**	**100**	**100**	**100**	**45**	**55**	**55**	**56**	**48**	**49**
AFTER INFO	39	39	37	36	34	33	33	0	31	56	100	86	100	77	36	45	46	36	37	41
FIRST TO LAST	45	44	43	41	37	35	34	0	56	59	96	100	88	100	42	49	53	49	44	41