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.

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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. <u>Correspondence/Communication</u>.

The District's independent sales tax analyst firm, HdL Companies, quarterly report titled <u>Q4</u> <u>Sonoma County Measure F Sales Tax Update</u> 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.

Fiscal Oversight Commission Unapproved Minutes 06.01.17

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 <u>Consolidated Balance Sheet – District and OSSTA Funds for April 30, 2017</u>, and (2) the <u>Consolidated District and OSSTA Budget to Actual for the ten months</u> 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. <u>California Coastal Trail Segments Funding Agreement and Kashia Coastal Reserve Recreation</u> 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 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



SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY



Methodology:

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

Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY



Mood of the Electorate and Issue Concerns



SONOMA COUNTY

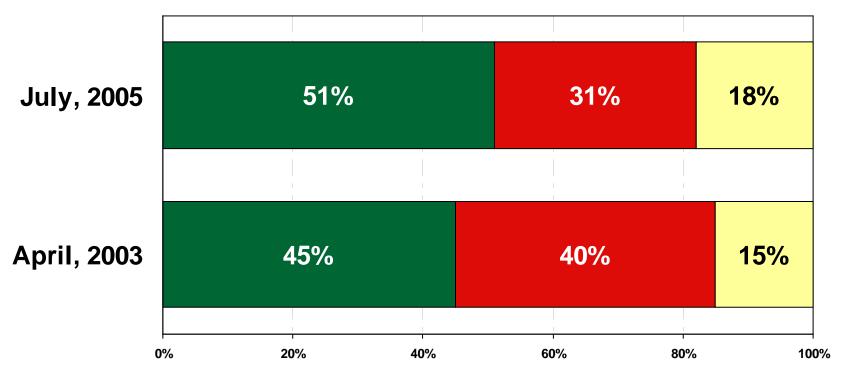
SALES TAX REAUTHORIZATION SURVEY



Opinion Research & Public Policy Analysis

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



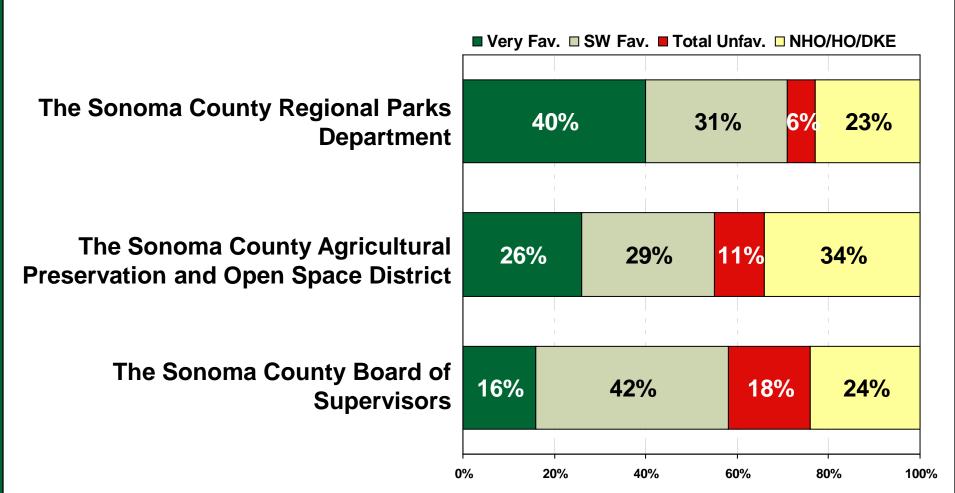


Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY





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.

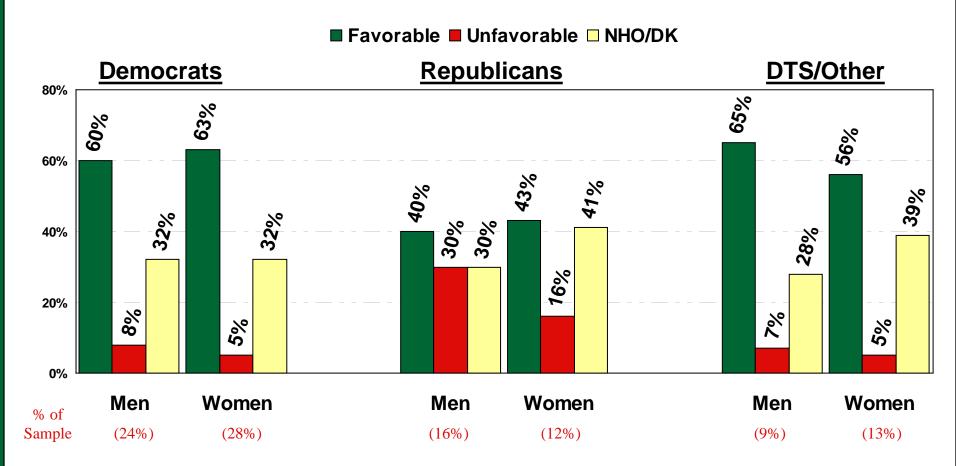
Opinion Research & Public Policy Analysis

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.

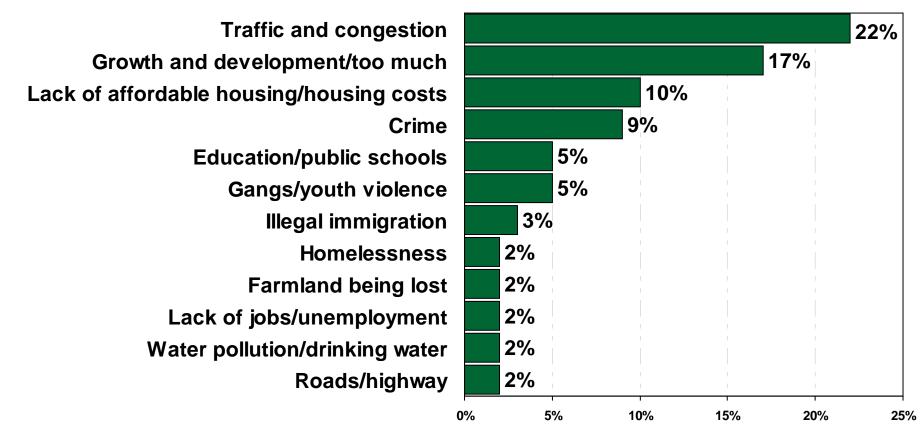
Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY



(Open-end; Top Responses Only)

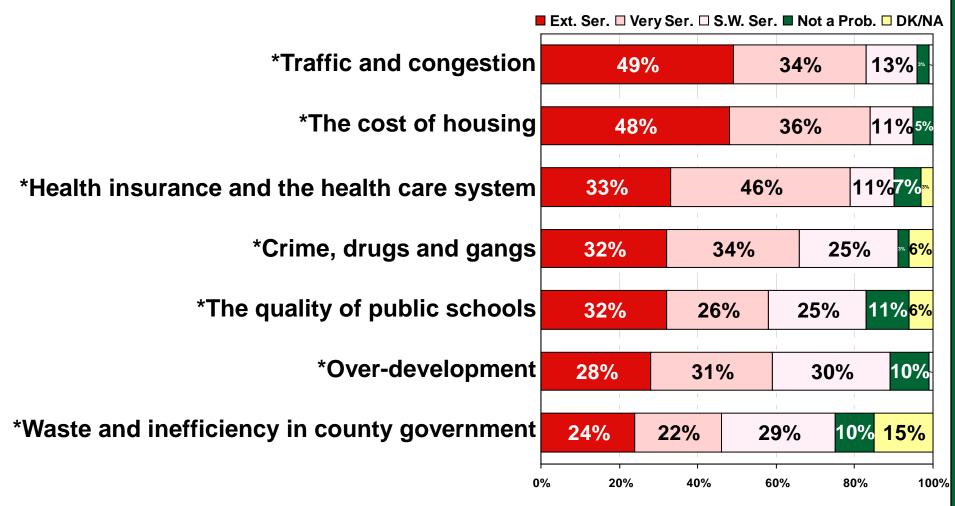


Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

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



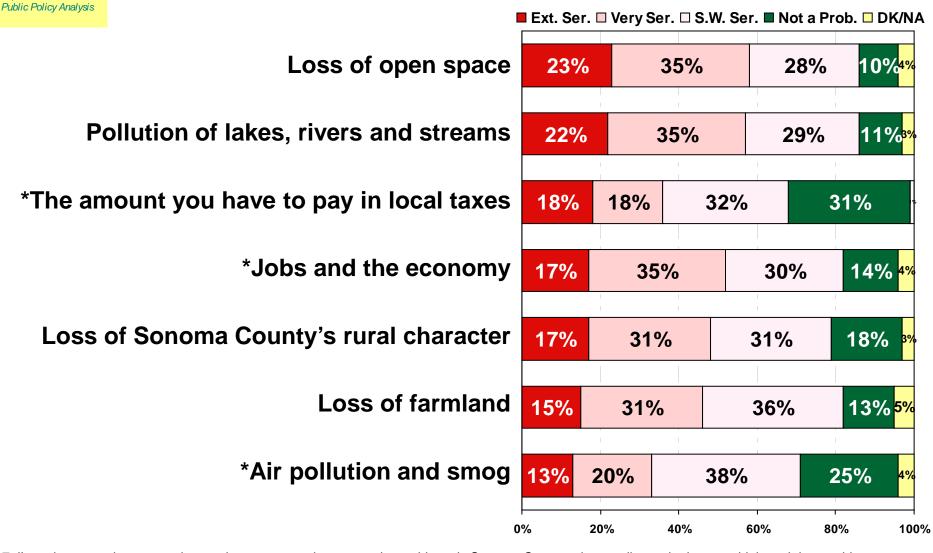
^{7.} I'm going to read you some issues that some people say may be problems in Sonoma County; please tell me whether you think each is a problem or not. *Split Sample

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Continued:





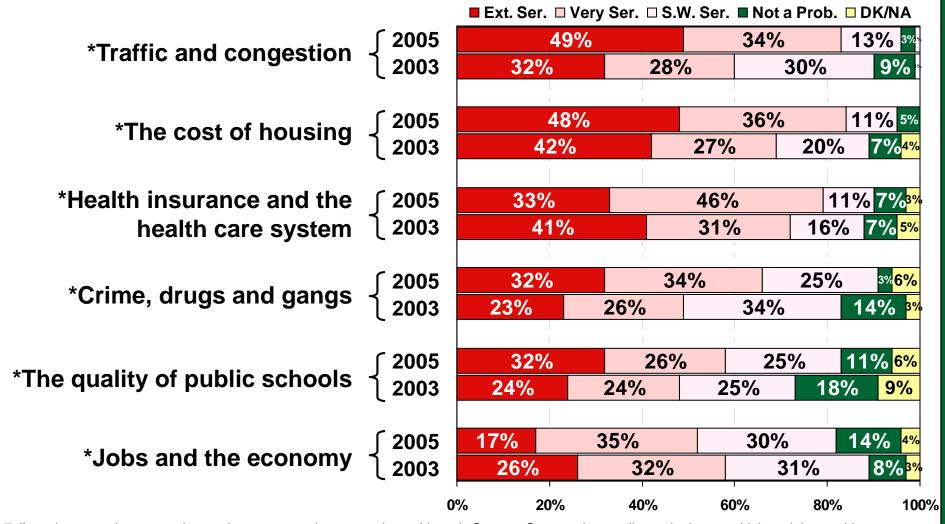
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Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Concern about many issues has grown.



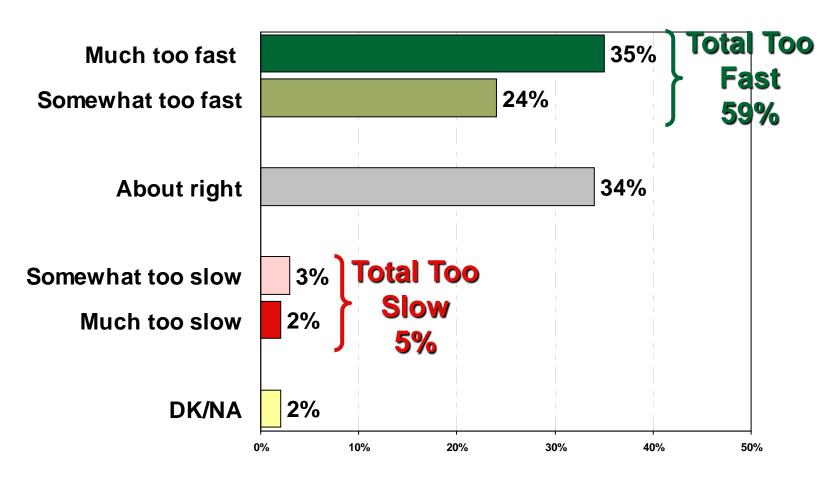
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SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

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



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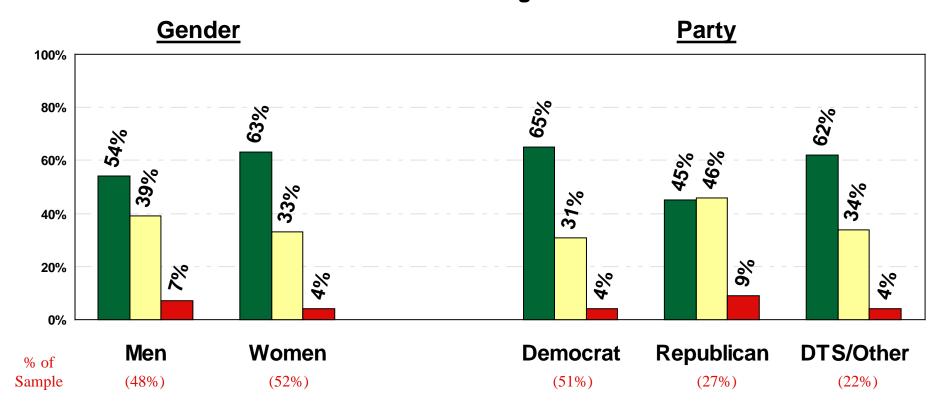
SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

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?

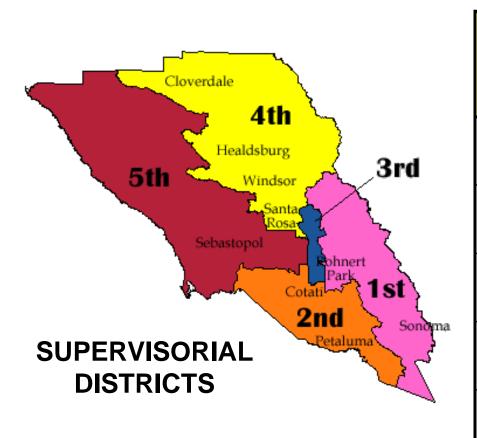
Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Attitude Toward Growth Demographics:

Supervisory District



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%

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SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY



Support for Sales Tax Reauthorization



SONOMA COUNTY

ALES TAX REAUTHORIZATION SURVEY



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 1/4 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?



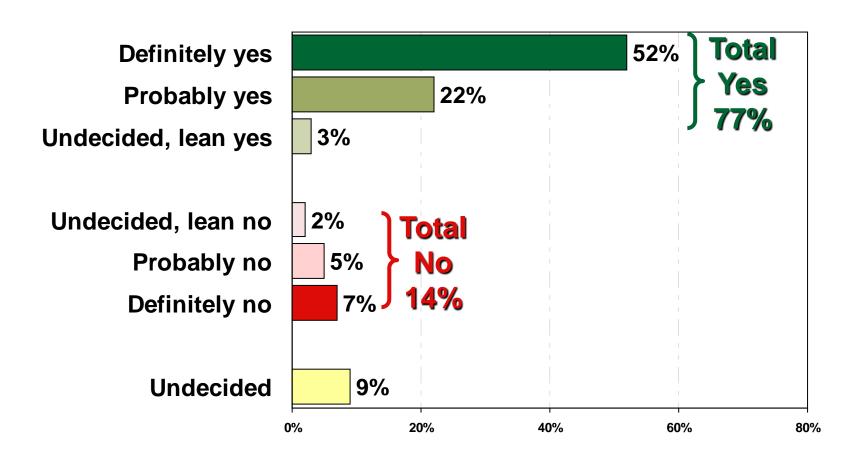
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SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY



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



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SONOMA COUNTY

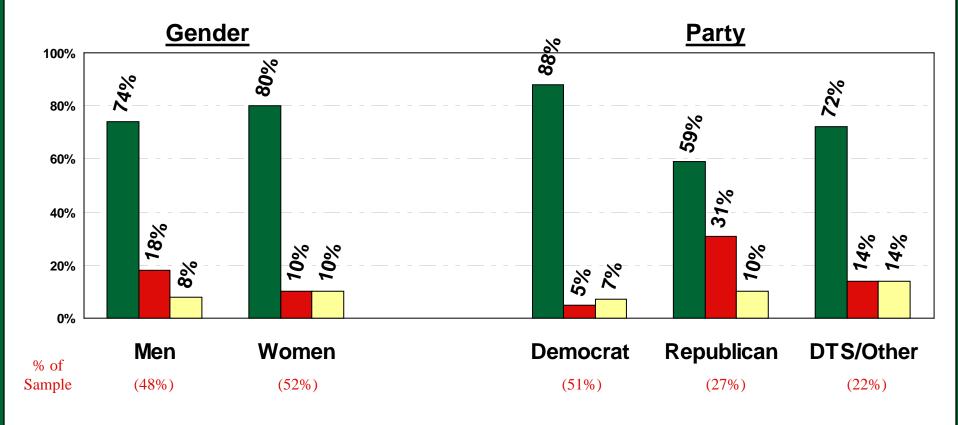
SALES TAX REAUTHORIZATION SURVEY



Initial Vote Demographics:

Gender and Party





Opinion Research & Public Policy Analysis

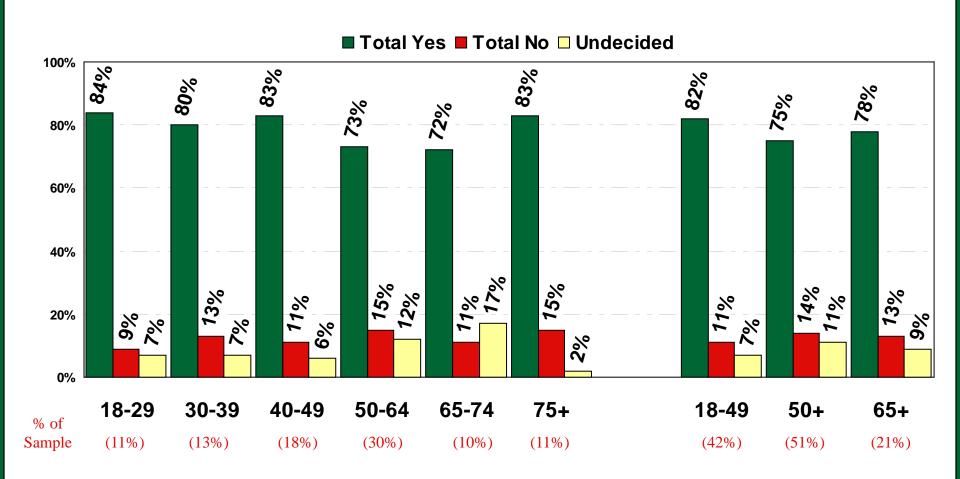
SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY



Initial Vote Demographics:

Age



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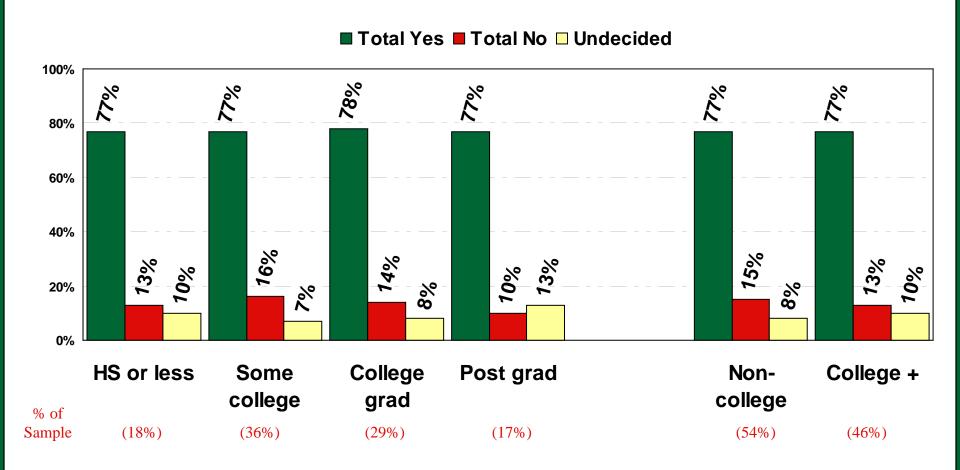
SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY



Initial Vote Demographics:

Education



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Maslin,
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Associates

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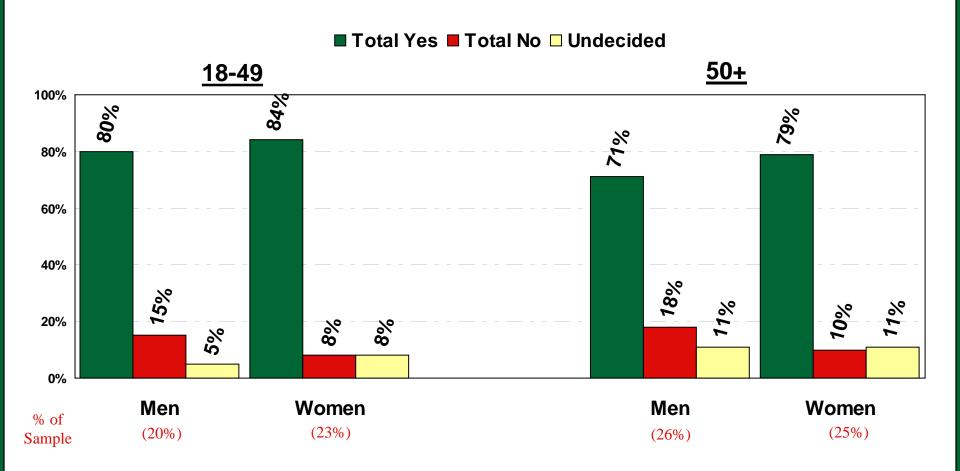
SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY



Initial Vote Demographics:

Gender by Age





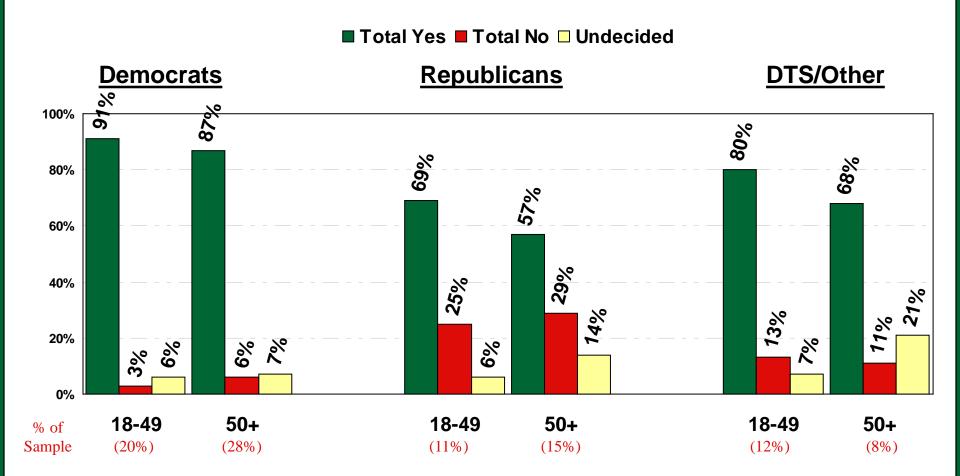
SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY



Initial Vote Demographics:

Party by Age



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SONOMA COUNTY

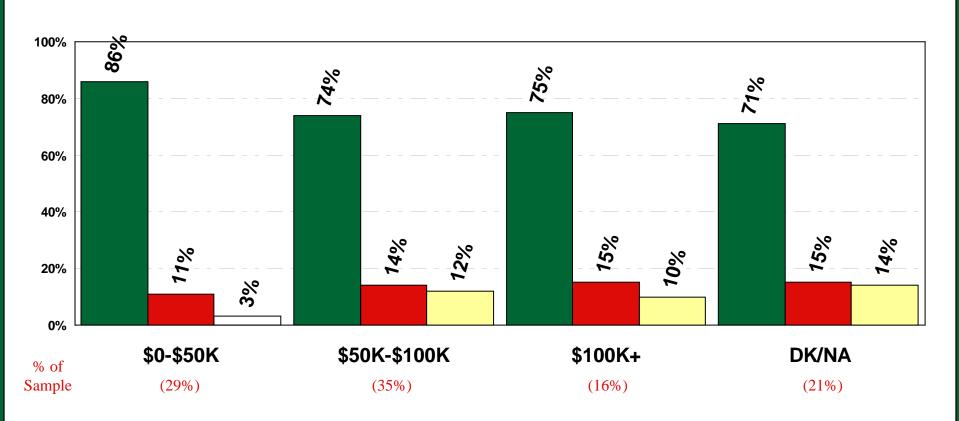
SALES TAX REAUTHORIZATION SURVEY



Initial Vote Demographics:

Income

■ Total Yes
■ Total No
□ Undecided





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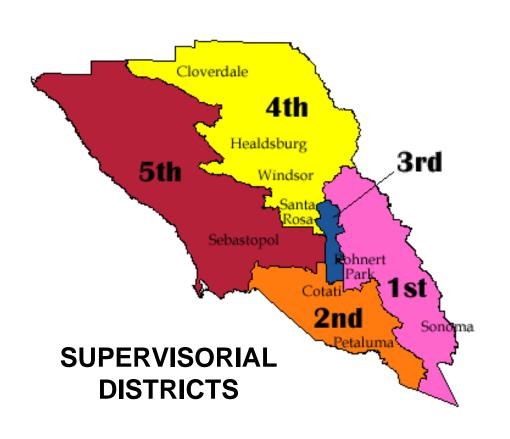
SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY



Initial Vote Demographics:

Supervisory District



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

Public Policy Analysis

SONOMA COUNTY

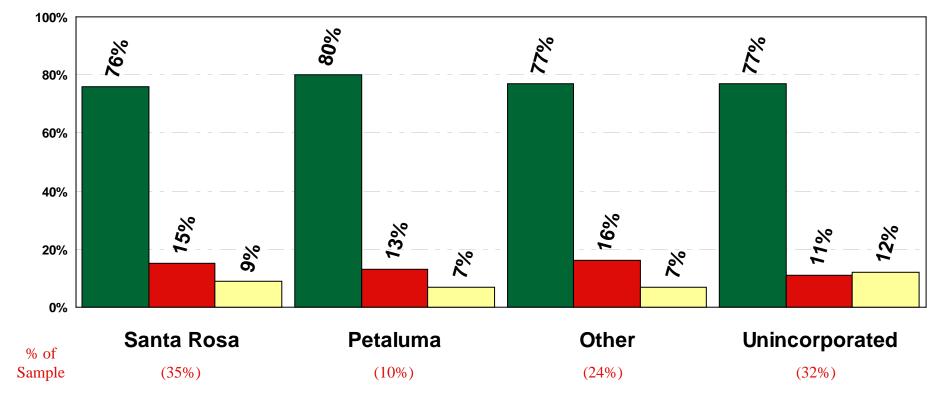
SALES TAX REAUTHORIZATION SURVEY



Initial Vote Demographics:

City





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



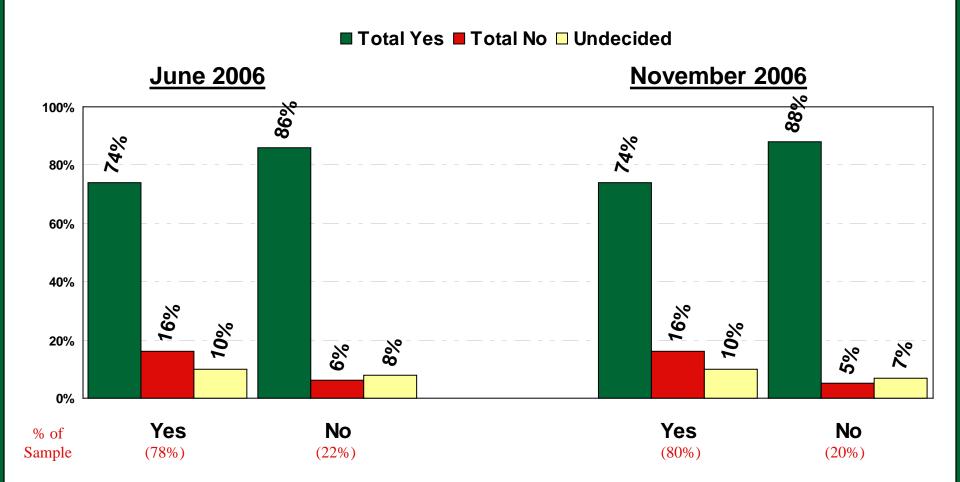
SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY



Initial Vote Demographics:

Likely Voters in 2006 Elections



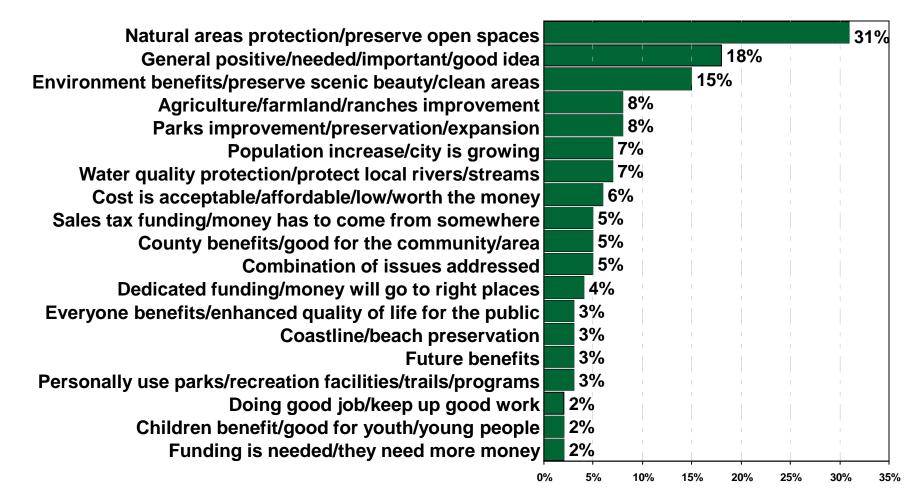
Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Supporters want to preserve the environment and open space.

(Open-end; Top Responses Only)

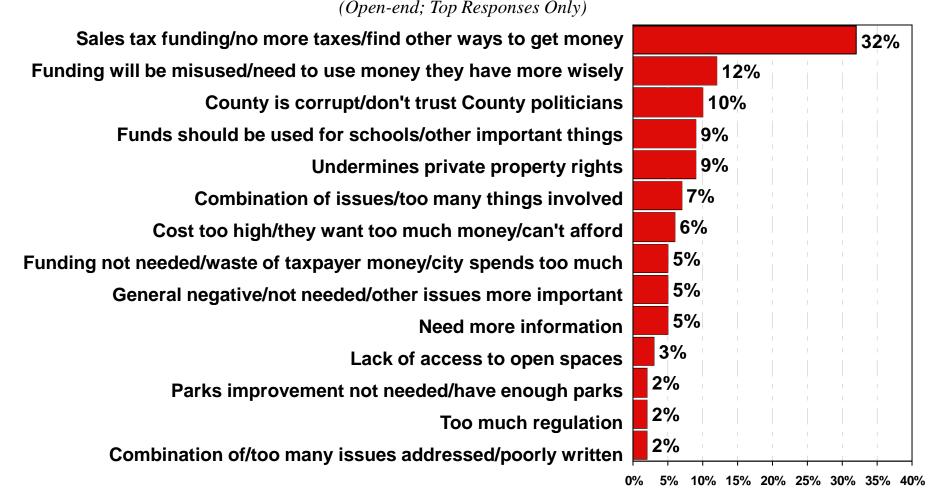


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SONOMA COUNTY

Opponents object to the sales tax as a funding mechanism.

(Open-end; Top Responses Only)



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SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY



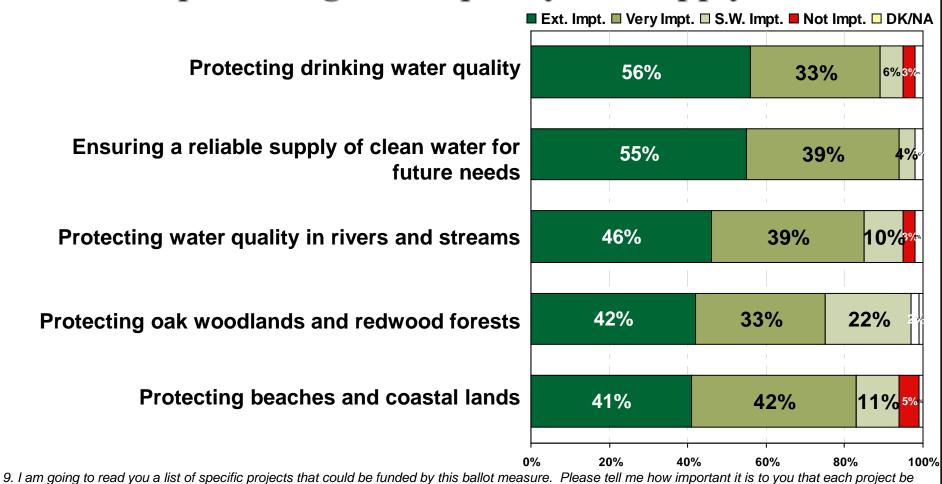
Communicating with Voters About the Measure

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

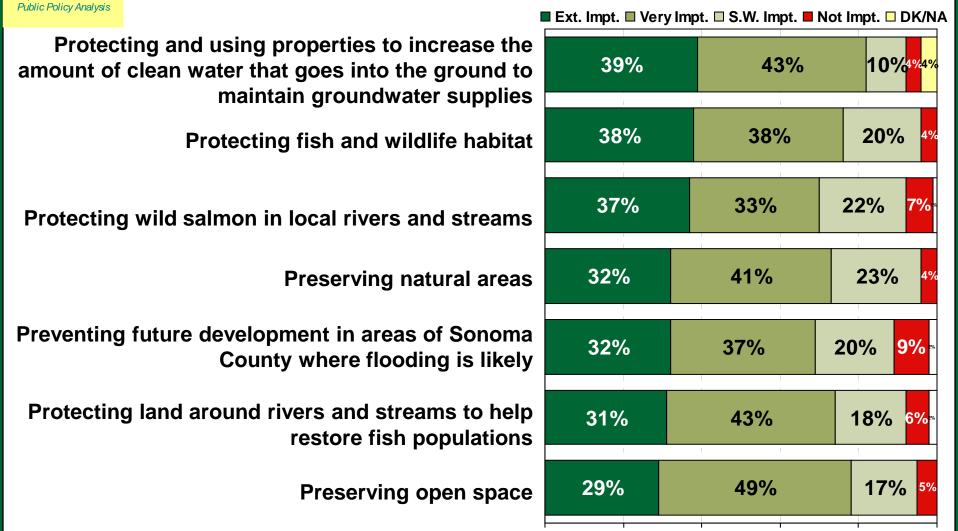
Opinion Research &

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

20%

40%

60%

80%

100%

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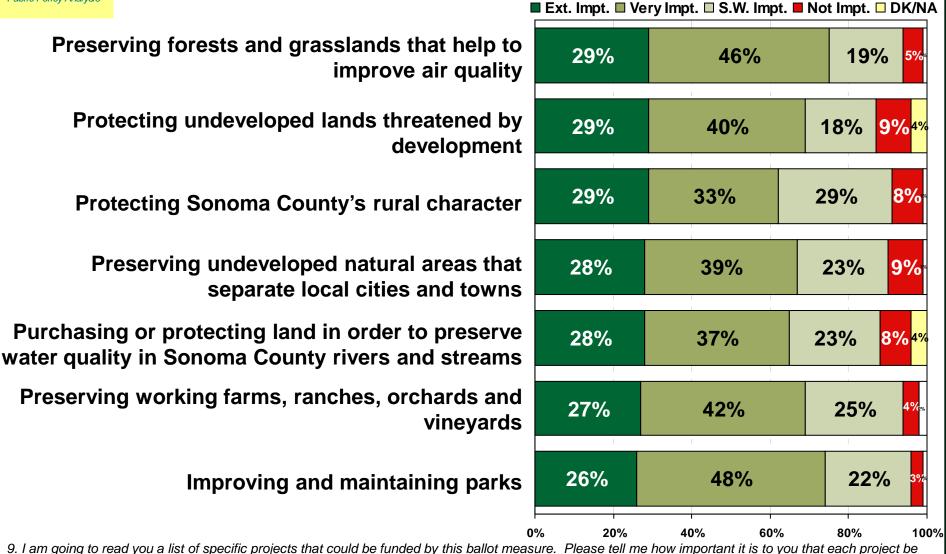
SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY



Opinion Research & Public Policy Analysis

Continued:



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Fairbank,
Maslin,
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Associates

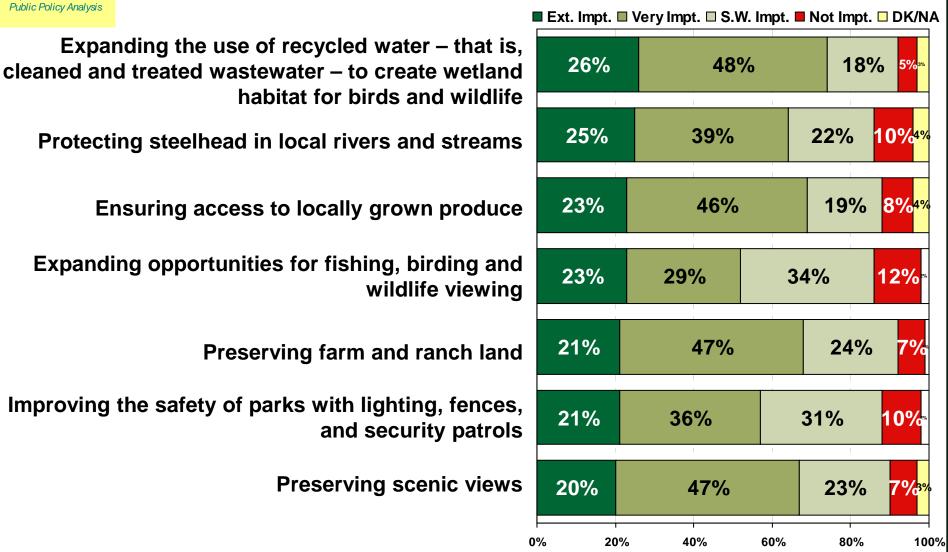
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SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Continued:





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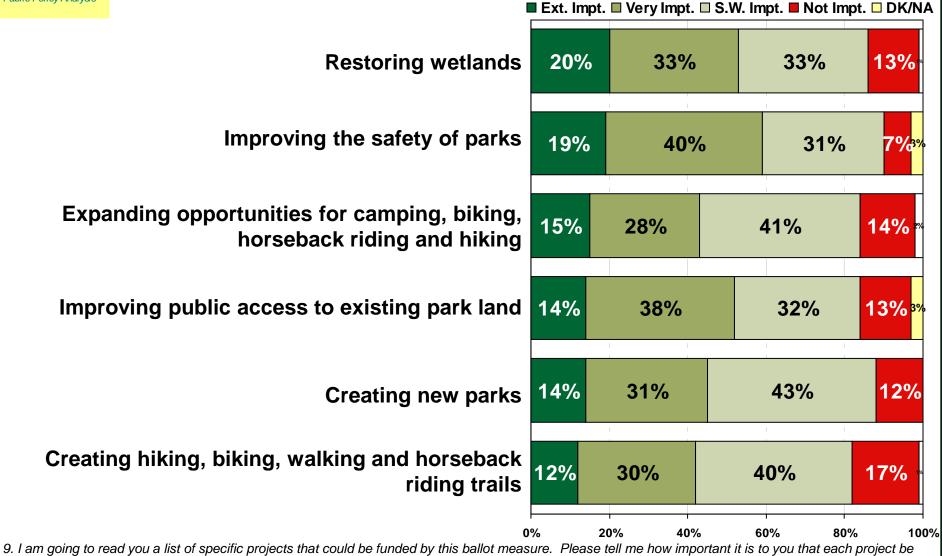
Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Continued:





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Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

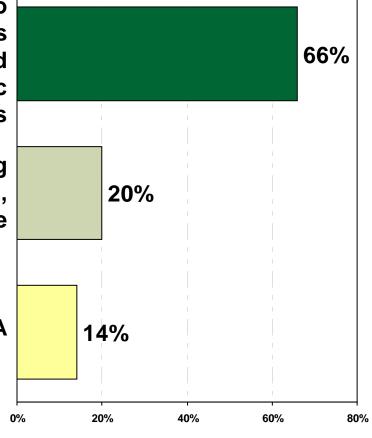


Two-thirds of voters are wiling to use some money for operations and maintenance.

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

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



Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY



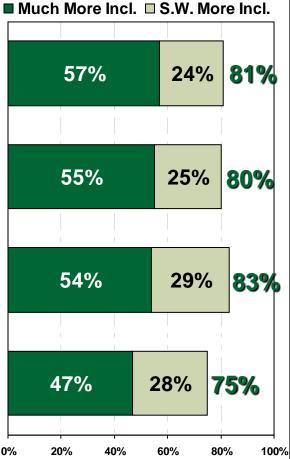
(Ranked by Much More Inclined to Vote in Favor of the Measure)

*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 <u>favor</u> 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

Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY



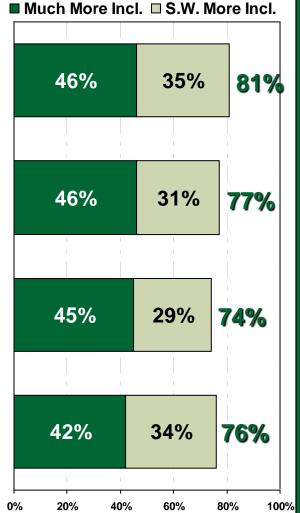
(Ranked by Much More Inclined to Vote in Favor of the Measure)

*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 <u>favor</u> 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

Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY

Continued:

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

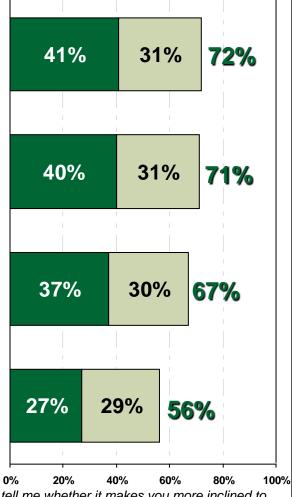




All land purchases funded by this measure will be with willing sellers only, and all will be for fair market value.

This measure will <u>not</u> increase taxes – it will just continue a small, existing quarter-cent sales tax.

*People living outside the County, such as tourists and shoppers from nearby communities, would pay about 15% of this sales tax to fund land and water conservation in Sonoma County.



■ Much More Incl. ■ S.W. More Incl.

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Opinion Research & Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY



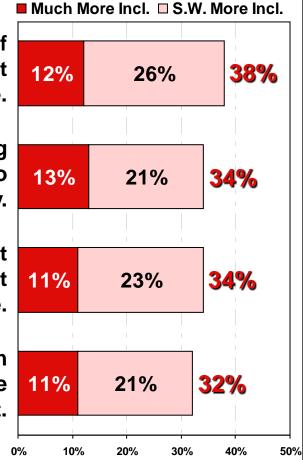
(Ranked by Total More Inclined to Vote Against the Measure)

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

Opinion Research &

Public Policy Analysis

SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY



Continued:

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

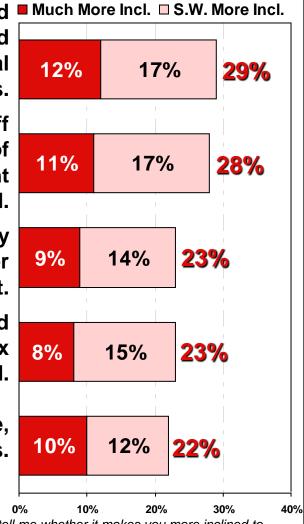
*This measure will be bad for Sonoma County farmers and ranchers. It will take thousands of acres of farm and ranch land out of agricultural use and set them aside for environmental projects.

*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 <u>no</u> on this measure, we can reduce sales taxes.



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

Opinion Research & Public Policy Analysis

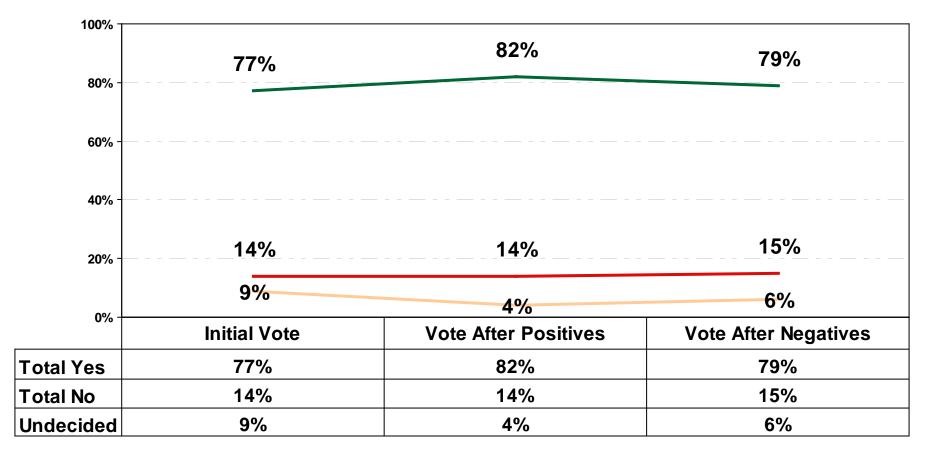
SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY



Overall, messages have little impact on support.







SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY



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+		



SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY



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.



SONOMA COUNTY

SALES TAX REAUTHORIZATION SURVEY



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.
- Given a well-run campaign and only minimal opposition, the prospects for reauthorizing the tax are very good.



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



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

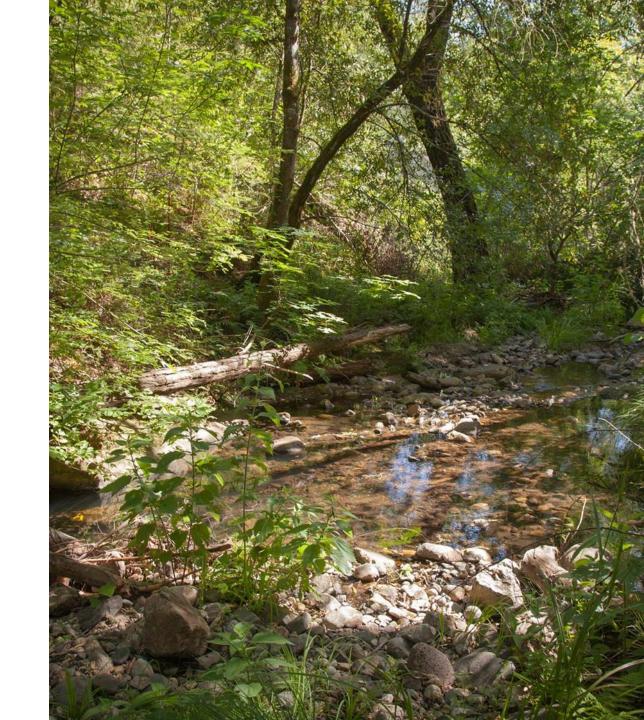
Key Findings from a Countywide Voter Survey Conducted April 4-9, 2017

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

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

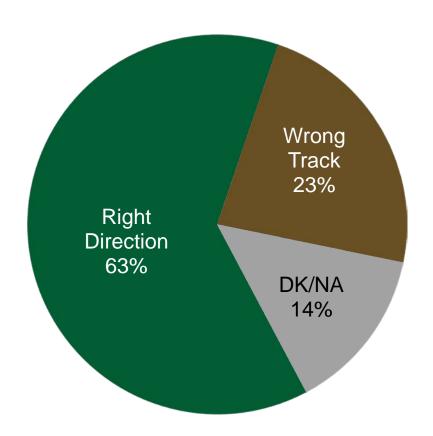




Issue Context

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

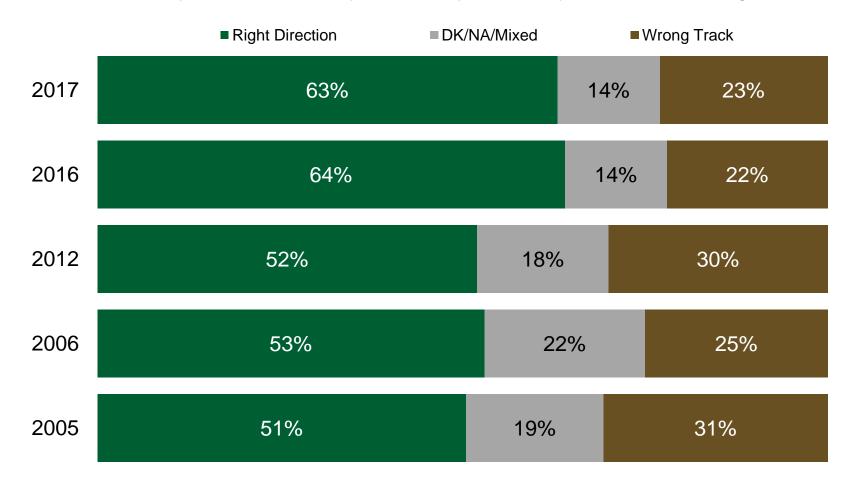
Would you say that things in Sonoma County are generally headed in the right direction, or do you feel that they are pretty seriously off on the wrong track?



Q1.

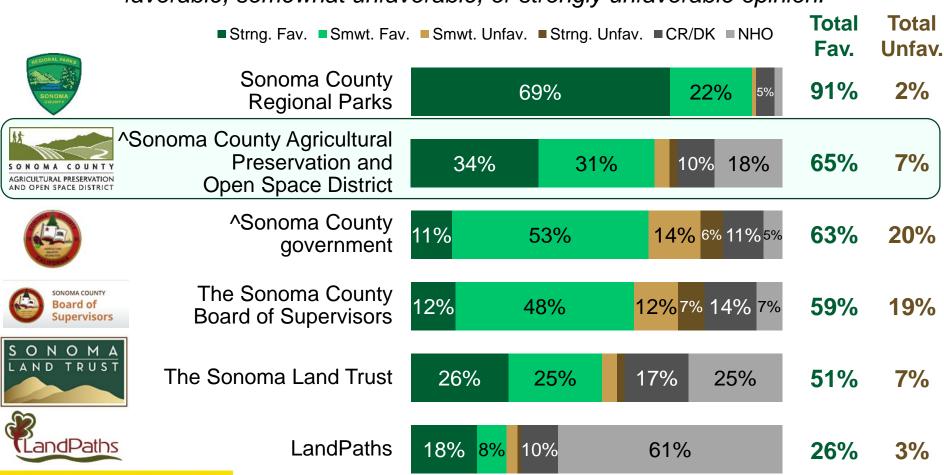
Voters feel more positive about the direction of the County relative to prior years.

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?



Approximately two-thirds of voters view the district favorably.

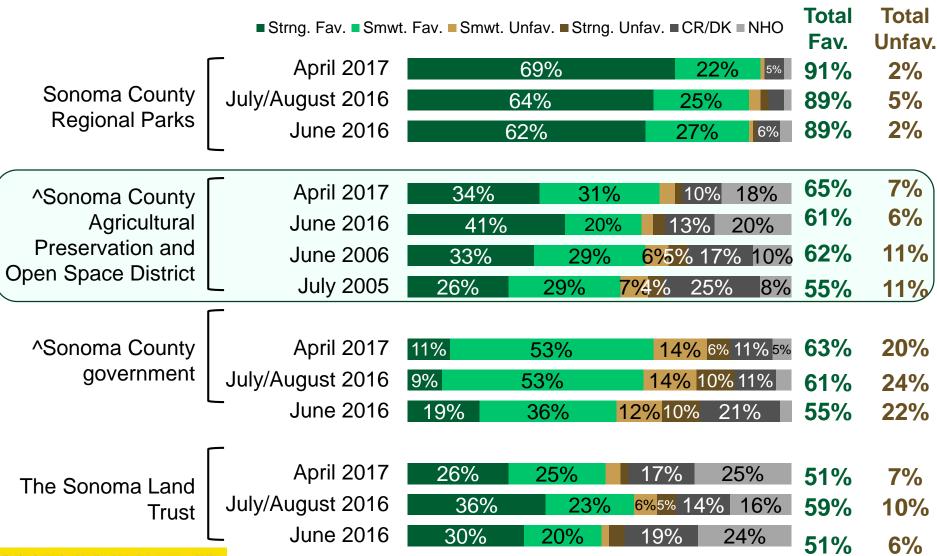
I'm going to read you a list of local organizations and public institutions. I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion.



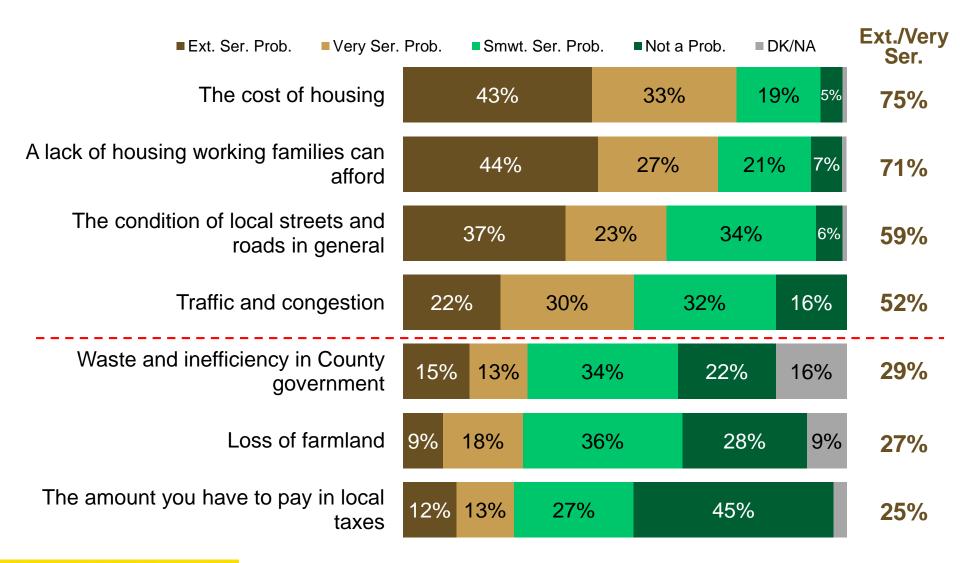
Fairbank, Maslin, Maullin, Metz & Associates - FM3

PUBLIC OPINION RESEARCH & STRATEGY Q2. Not Part of Split Sample

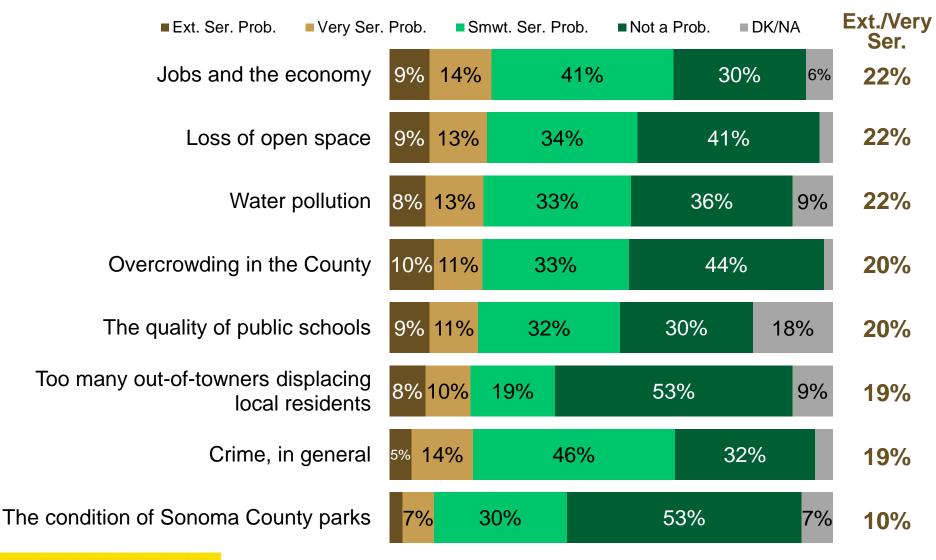
Positive perceptions of the District have grown over the past decade.



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



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



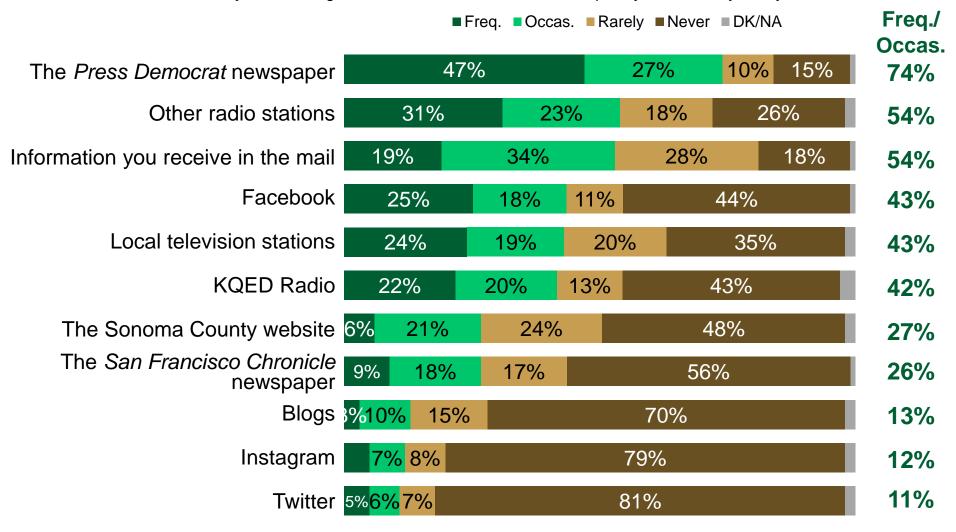
Overall, voters' concerns are far less intense than they were 12 years ago.

(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%

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.

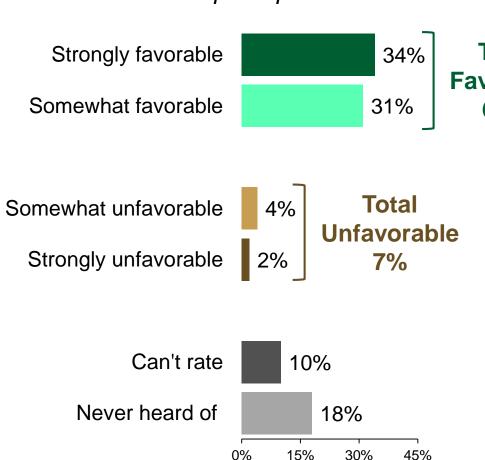




Perspectives on the District

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





0%

15%

45%

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%



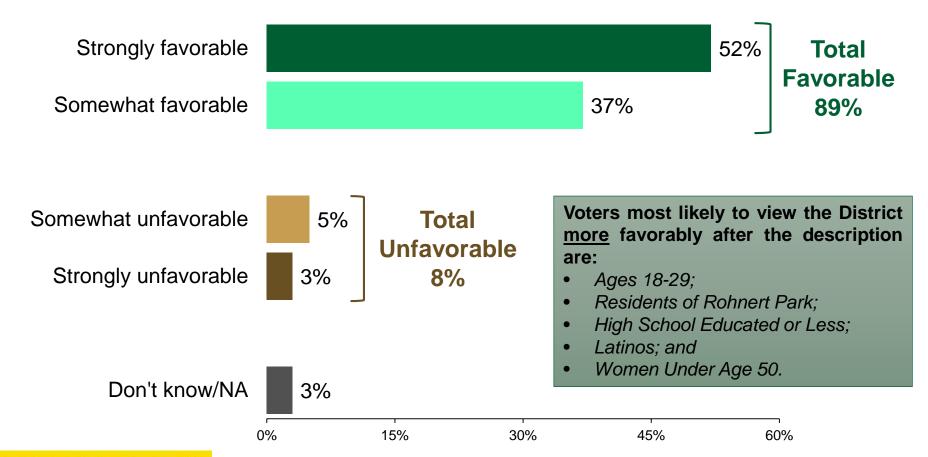
Description of the Sonoma County Agricultural Preservation and Open Space District

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?



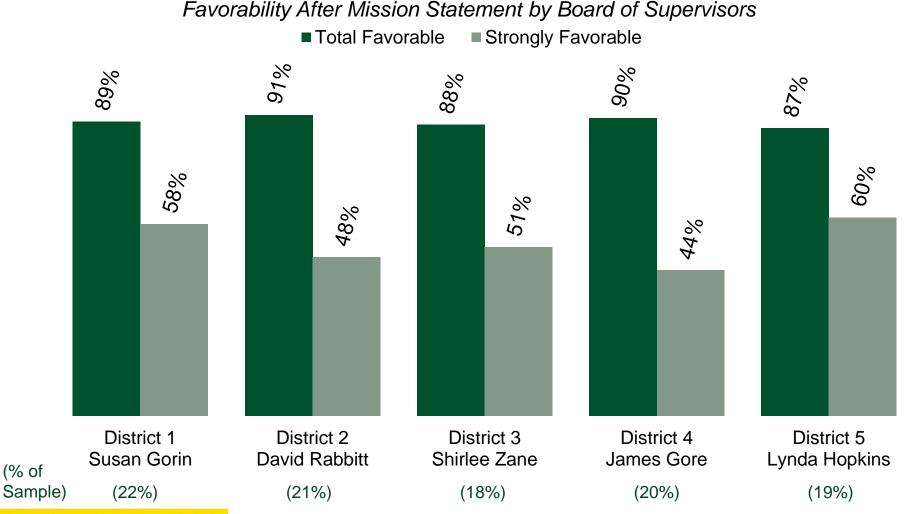
Q5.

Majorities of <u>all</u> 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.

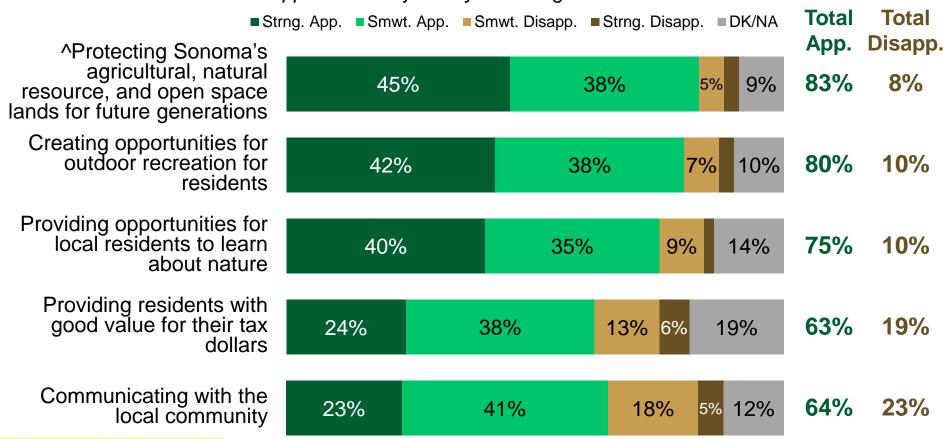


Voters in Districts 1 and 5 are most likely to have a "strongly" favorable opinion of SCAPOSD after the description.



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.

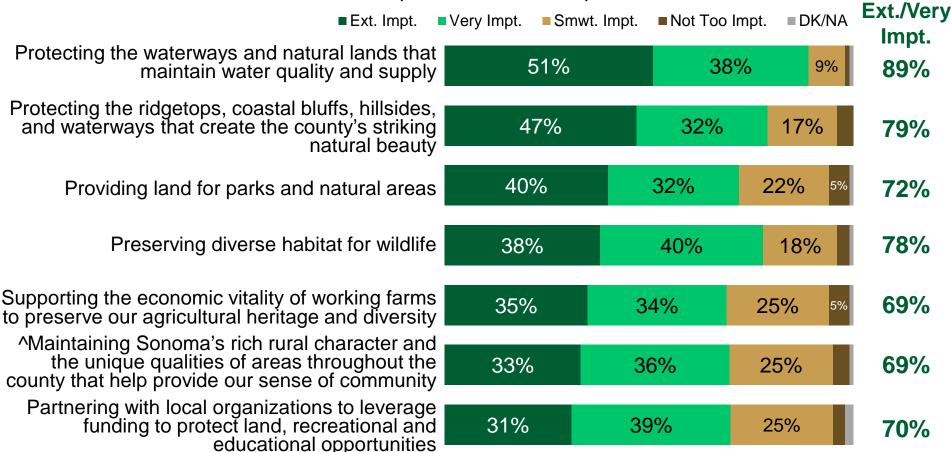


Fairbank, Maslin, Maullin, Metz & Associates – FM3

Public Opinion research & Strategy

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.

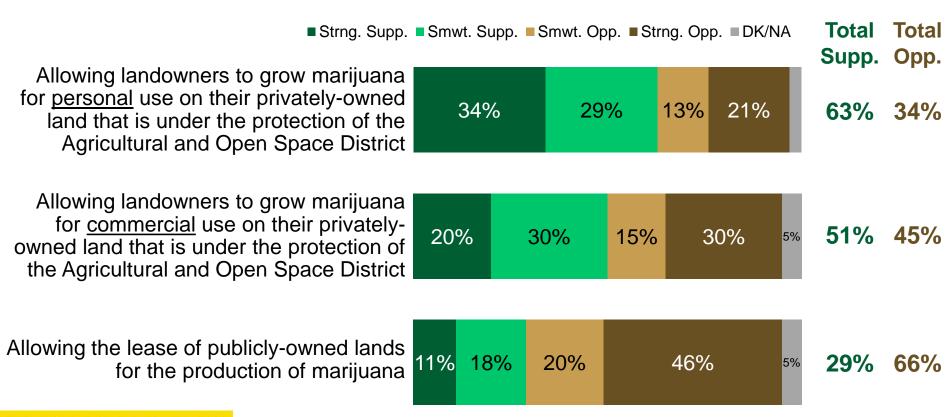


Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

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.

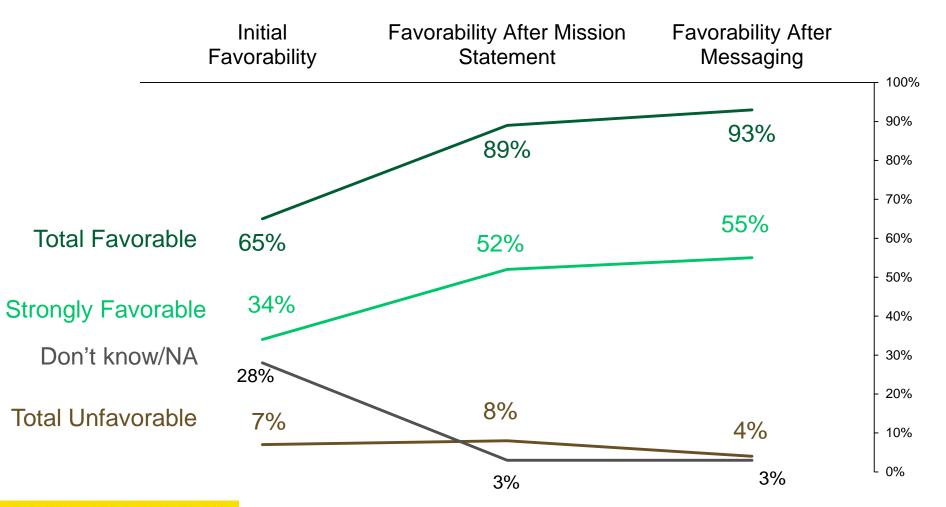


Q9.



Identifying Targets for District Communications

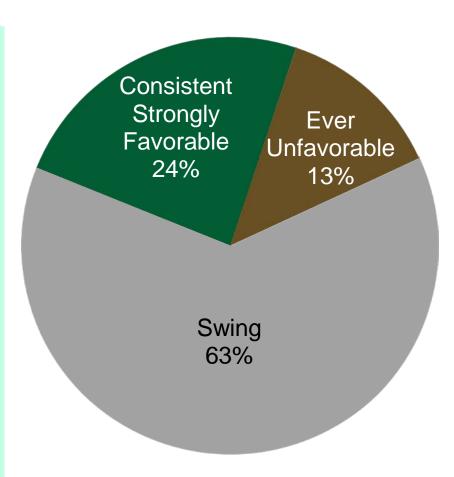
Favorability increased dramatically once voters learned more about the District.



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 <u>more</u> 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%



Messaging

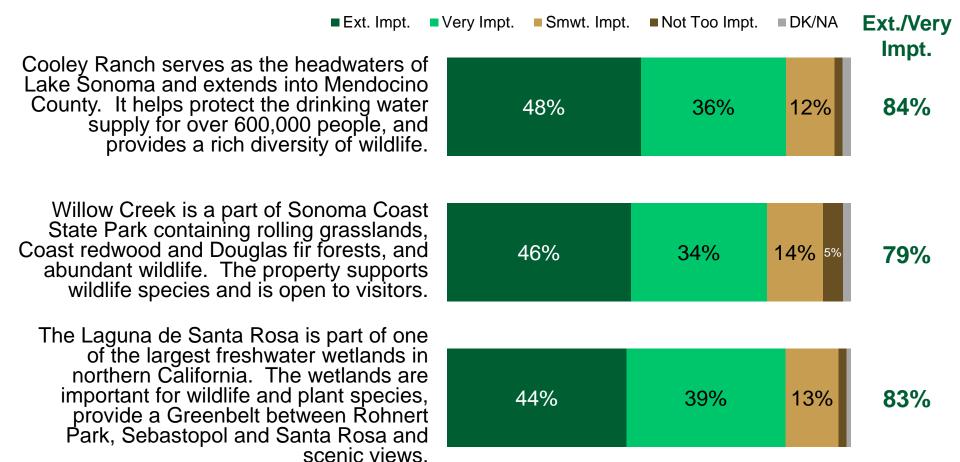
Exploring Elements of Messaging

- Three questions gathered voters' reactions to elements of messaging:
 - One presented a list of the District's accomplishments and asked voters to rate their importance;
 - 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.

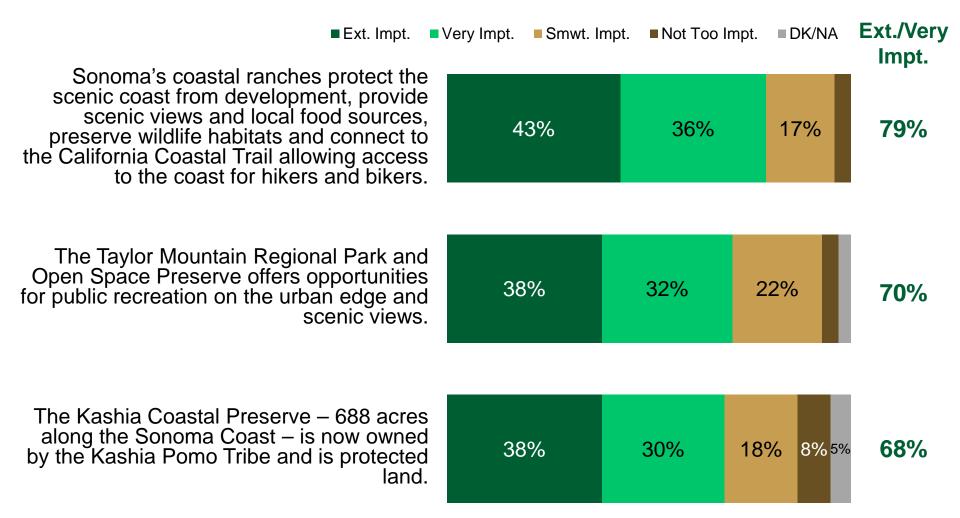




Cooley Ranch, Laguna de Santa Rosa, Willow Creek and Sonoma's coastal ranches are seen as the District's greatest accomplishments.



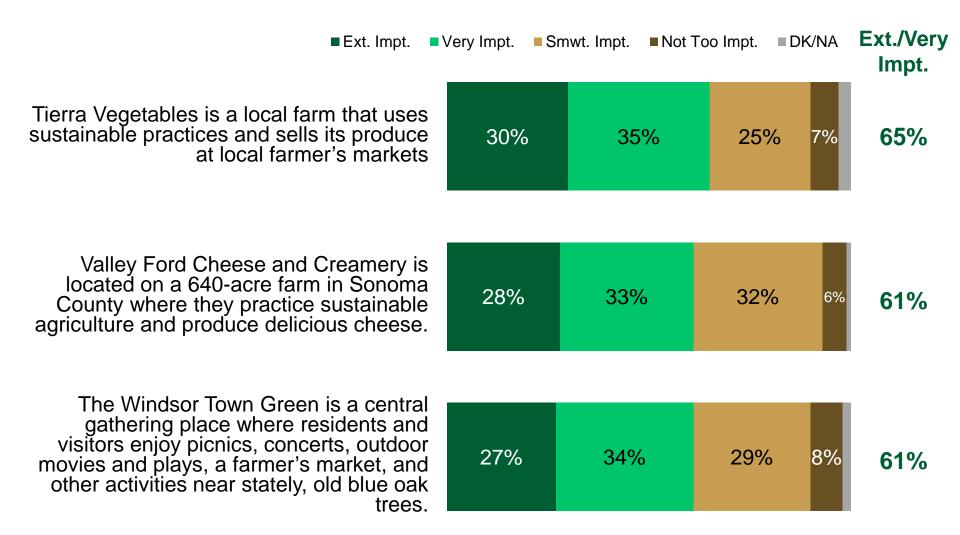
Voters also highly value the County's coastal ranches, Taylor Mountain, and the Kashia Coastal Preserve.



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

Ext./Very ■ DK/NA ■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. Impt. 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, 31% 9% 33% 24% 64% community gardens, and other agricultural aspects that provide relief from the urban environment. The Prince Gateway Park and the Memorial Greenway project is an urban greenway creek through downtown Santa 30% 26% 36% 66% Rosa. It provides a paved pedestrian and bicycle path along Santa Rosa Creek. The Mayacamas Preserve is part of a protected swath of land totaling over 12,000 acres. A working cattle ranch, the 30% 36% 27% 66% property is characterized by steep terrain, woodlands, creeks and wetlands.

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



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

(Extremely/Very Important)

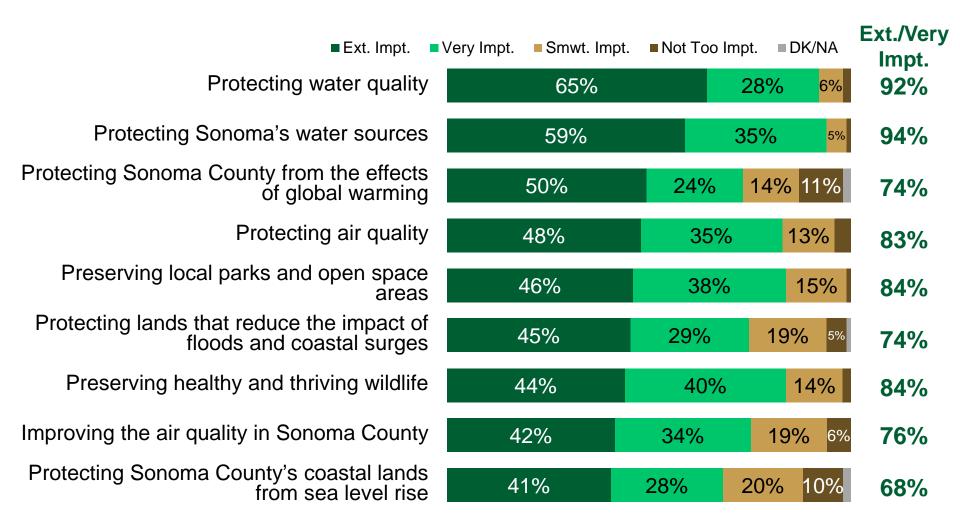
Projects	All Voters	Intensity Movers
Cooley Ranch serves as the headwaters of Lake Sonoma and extends into Mendocino County. It helps protect the drinking water supply for over 600,000 people, and provides a rich diversity of wildlife.	84%	87%
The Laguna de Santa Rosa is part of one of the largest freshwater 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%

Movers tend to value projects similarly to all other voters.

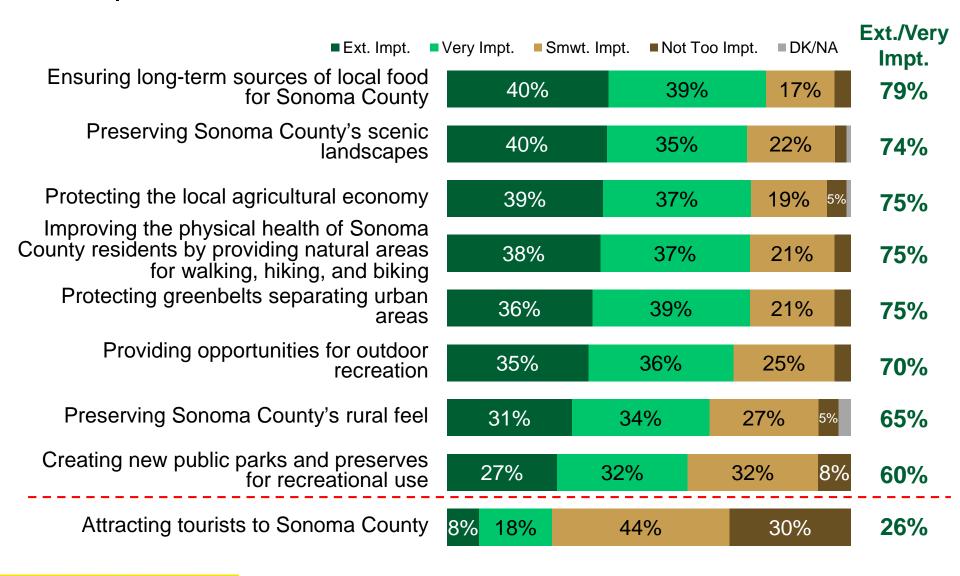
(Extremely/Very Important)

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%

Protecting water quality and water sources were perceived as the most important <u>benefits</u> of the District's work.



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



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%

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.

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.

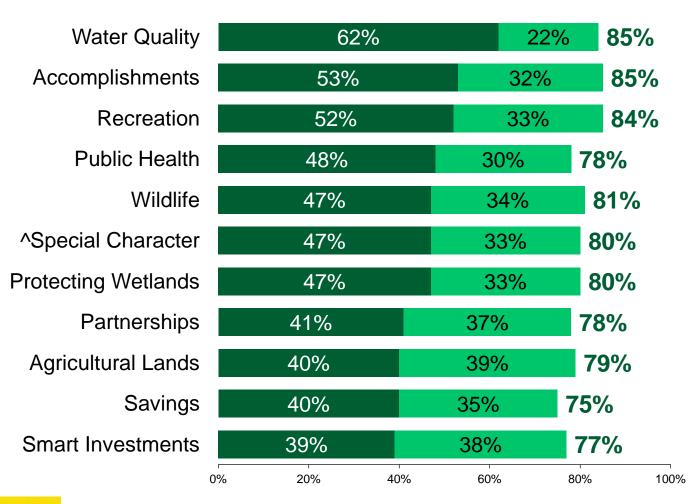
(AGRICULTURAL LANDS) The Sonoma County Agricultural Preservation and Open Space District preserves Sonoma's agricultural lands — including farms, ranches, dairies, vineyards, orchards and timberlands — all major contributors to our local economy.

(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.

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





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

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%

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

	All	Board of Supervisors				
Messages	Voters	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%

Voters across different ethnic groups evaluated the messages similarly.

		Ethnicity			
Messages	All Voters	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%	

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

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%



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.

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PUBLIC OPINION RESEARCH & STRATEGY

BANNER OVERALL	Q2a TOTAL FAV 65%	Q5 TOTAL FAV 89%	DIFFERENCE 24% *	PERCENT OF SAMPLE 100%	BANNER OVERALL	Q2a TOTAL FAV 65%	Q5 TOTAL FAV 89%	DIFFERENCE 24% *	PERCENT OF SAMPLE 100%
Age 18-29	50%	95%	45% *	14%	HHPT 1+ Ind	69%	93%	24% *	19%
City Rohnert Park	52%	91%	39% *	8%	City Santa Rosa	63%	87%	24% *	33%
Ethn Latino	59%	94%	36% *	12%	Inc \$120K+	66%	90%	24% *	19%
HHPT 1 Rep	45%	78%	34% *	7%	Women	66%	90%	24% *	52%
Women 18-49	59%	91%	33% *	19%	Rep 50+	54%	77%	24% *	14%
Rep 18-49	47%	79%	33% *	6%	Men	65%	88%	23% *	48%
NPP/O Women	62%	94%	32% *	12%	Inc \$0-60K	66%	90%	23% *	33%
Ethn Non-White	63%	95%	32% *	16%	No Chldrn <19 @ H	Iome 66%	89%	23% *	73%
Age 18-49	60%	91%	32% *	41%	Moms	63%	86%	23% *	13%
Dem 18-49	63%	94%	32% *	20%	Perm Abs Yes	67%	90%	23% *	71%
Cell Phone Yes	59%	90%	31% *	37%	Age 40-49	68%	91%	23% *	13%
NPP/O 18-49	60%	91%	31% *	15%	Dem Men	70%	93%	23% *	23%
Educ HS or Less	53%	85%	31% *	17%	Age 50-54	67%	89%	23% *	8%
City Windsor	61%	92%	31% *	5%	Men w/ no kids	66%	88%	22% *	35%
Men 18-49	60%	91%	31% *	22%	NPP/O Men	70%	92%	22% *	15%
BOS 3	58%	88%	30% *	18%	BOS 5	65%	87%	22% *	19%
Inc \$90K-\$120K	60%	88%	28% *	15%	Ethn White	67%	89%	22% *	77%
City Other	65%	93%	28% *	11%	BOS 4	68%	90%	22% *	20%
Educ Non-College	60%	87%	28% *	44%	Educ College Grad	70%	92%	22% *	32%
Trail use sev/yr	63%	90%	27% *	21%	Pty Democrat	70%	91%	21% *	53%
Rep Men	46%	73%	27% *	10%	NPP/O 50+	74%	95%	21% *	12%
Pty NPP/Other	66%	93%	27% *	27%	Inc \$60K-\$90K	70%	90%	21% *	18%
Age 30-39	61%	88%	26% *	14%	HHPT 2+ Dem	68%	88%	21% *	16%
Pty Republican	52%	78%	26% *	20%	HHPT 1 Dem	72%	92%	20% *	28%
Dads	62%	88%	26% *	12%	City Petaluma	69%	90%	20% *	11%
HHPT Mixed	64%	89%	25% *	23%	Trail use sev/mo	71%	91%	20% *	31%
HHPT 2+ Rep	49%	74%	25% *	6%	Dem Women	70%	90%	20% *	30%
Educ Some College	64%	89%	25% *	27%	Educ College+	70%	90%	20% *	54%
Rep Women	58%	83%	25% *	10%	Age 75+	65%	85%	20% *	13%
BOS 2	65%	91%	25% *	21%	BOS 1	70%	89%	20% *	22%
Trail use alnvr/nv	r 50%	75%	25% *	14%	Cell Phone Total	No 69%	88%	19% *	63%
Perm Abs No	61%	85%	25% *	29%	Age 65+	69%	88%	19% *	30%
Chldrn <19 @ Home	63%	87%	25% *	25%	Women 50+	70%	88%	19% *	33%
Trail use 1+/wk	68%	92%	24% *	32%	Age 50+	69%	87%	18% *	59%
Women w/ no kids	66%	91%	24% *	38%	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 OVERALL	Q2a TOTAL FAV 65%	Q5 TOTAL FAV 89%	DIFFERENCE 24% *	PERCENT OF SAMPLE 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)

SONOMA COUNTY AGRIC	Q2a	Q 5		PERCENT
BANNER OVERALL	STR FAV 34%	STR FAV 52%	DIFFERENCE 18% *	OF SAMPLE 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 OVERALL	Q2a STR FAV 34%	Q5 STR FAV 52%	DIFFERENCE 18% *	PERCENT OF SAMPLE 100%
Inc \$60K-\$90K	35%	54%	19% *	18%
Women w/ no kids	39%	58%	18% *	38%
No Chldrn <19 @ Ho	me 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 N	io 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/nv	r 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

CONOMA COUNTRY ACT	•		CDACE DICTRICT	- 320-724 (APRIL 4-9, 2017)
SUNUMA CUUNTI AGE	Q2a	Q5	SPACE DISTRICT	PERCENT
BANNER OVERALL	STR FAV 34%	STR FAV 52%	DIFFERENCE 18% *	OF SAMPLE 100%
Pty Republican	19%	29%	10% *	20%
NPP/O Men	37%	46%	9%	15%
ннрт 1 Кер	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 OVERALL	Q2a TOTAL FAV 65%	Q11 TOTAL FAV 93%	DIFFERENCE 28% *	PERCENT OF SAMPLE 100%	BANNER	Q2a TOTAL FAV	Q11 TOTAL FAV	DIFFERENCE
Age 18-29	50%	97%	47% *	14%	OVERALL	65%	93%	28% *
Rep 18-49	47%	93%	47% *	6%	HHPT 1+ Ind	69%	97%	28% *
City Rohnert Park	52%	97%	46% *	8%	Women w/ no kids	66%	95%	28% *
Educ HS or Less	53%	93%	39% *	17%	HHPT 2+ Dem	68%	96%	28% *
Ethn Latino	59%	98%	39% *	12%	Age 40-49	68%	95%	28% *
Women 18-49	59%	98%	39% *	19%	BOS 4	68%	95%	27% *
HHPT 1 Rep	45%	83%	38% *	7%	HHPT Mixed	64%	91%	27% *
BOS 3	58%	96%	38% *	18%	City Other	65%	92%	27% *
HHPT 2+ Rep	49%	86%	37% *	6%	BOS 2	65%	92%	27% *
Age 18-49	60%	96%	37% *	41%	Trail use 1+/wk	68%	94%	27% *
Cell Phone Yes	59%	95%	37% *	37%	No Chldrn <19 @ H	ome 66%	93%	27% *
City Windsor	61%	97%	36% *	5%	Perm Abs Yes	67%	94%	26% *
NPP/O 18-49	60%	96%	36% *	15%	Men	65%	91%	26% *
Inc \$90K-\$120K	60%	95%	36% *	15%	Trail use sev/mo	71%	97%	26% *
Ethn Non-White	63%	98%	35% *	16%	Ethn White	67%	93%	26% *
Rep Men	46%	81%	35% *	10%	Age 50-54	67%	92%	26% *
Men 18-49	60%	95%	35% *	22%	Inc \$60K-\$90K	70%	95%	25% *
Age 30-39	61%	96%	35% *	14%	Dem Women	70%	95%	25% *
Dem 18-49	63%	98%	35% *	20%	Inc \$120K+	66%	92%	25% *
Pty Republican	52%	86%	34% *	20%	BOS 5	65%	90%	25% *
NPP/O Women	62%	96%	34% *	12%	Men w/ no kids	66%	91%	25% *
Moms	63%	96%	34% *	13%	Educ College Grad	70%	95%	25% *
Rep Women	58%	91%	34% *	10%	Pty Democrat	70%	95%	24% *
Educ Non-College	60%	93%	33% *	44%	NPP/O Men	70%	94%	24% *
Chldrn <19 @ Home	63%	95%	33% *	25%	Age 75+	65%	89%	24% *
Trail use alnvr/nv	r 50%	82%	32% *	14%	City Petaluma	69%	93%	23% *
Dads	62%	94%	32% *	12%	Dem Men	70%	94%	23% *
City Santa Rosa	63%	93%	31% *	33%	Women 50+	70%	93%	23% *
Trail use sev/yr	63%	94%	31% *	21%	Educ College+	70%	94%	23% *
Perm Abs No	61%	91%	31% *	29%	HHPT 1 Dem	72%	95%	22% *
Educ Some College	64%	93%	30% *	27%	Cell Phone Total	No 69%	92%	22% *
Rep 50+	54%	83%	29% *	14%	BOS 1	70%	92%	22% *
Women	66%	95%	29% *	52%	Age 65+	69%	91%	22% *
Inc \$0-60K	66%	95%	29% *	33%	Educ Post-Grad	71%	92%	21% *
Pty NPP/Other	66%	95%	29% *	27%	Age 50+	69%	91%	21% *
					Age 50-64	70%	91%	21% *

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

PERCENT OF SAMPLE 100% 19% 38% 16% 13% 20% 23% 11% 21% 32% 73% 71% 48% 31% 77% 8% 18% 30% 19% 19% 35% 32% 53% 15% 13% 11% 23% 33% 54% 28% 63% 22% 30% 22% 59% 29%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES

SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

Q2a Q11 PERCENT

BANNER OVERALL	Q2a TOTAL FAV 65%	Q11 TOTAL FAV 93%	DIFFERENCE 28% *	PERCENT OF SAMPLE 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]	Q2a	Q11		PERCENT
OVERALL	34%	55%	21% *	100%	BANNER	STR FAV	STR FAV	DIFFERENCE	OF SAMPLE
Age 18-29	21%	61%	40% *	14%	OVERALL	34%	55%	21% *	100%
Ethn Latino	29%	66%	37% *	12%	Women w/ no kids	39%	60%	21% *	38%
HHPT 2+ Dem	31%	68%	37% *	16%	No Chldrn <19 @ Ho		56%	21% *	73%
Dem 18-49	28%	63%	36% *	20%	Men w/ no kids	30%	51%	21% *	35%
Women 18-49	32%	67%	35% *	19%	Dads	25%	46%	21% *	12%
Ethn Non-White	33%	64%	31% *	16%	Perm Abs No	35%	56%	21% *	29%
Educ HS or Less	21%	52%	31% *	17%	Men	29%	49%	20% *	48%
BOS 3	27%	58%	31% *	18%	City Windsor	19%	39%	20%	5%
NPP/O Women	34%	64%	31% *	12%	Dem 50+	45%	65%	20% *	33%
Age 18-49	27%	57%	29% *	41%	Age 30-39	31%	50%	19% *	14%
City Rohnert Park	20%	50%	29% *	8%	Ethn White	35%	54%	19% *	77%
NPP/O 18-49	34%	63%	29% *	15%	Inc \$120K+	31%	50%	19% *	19%
Age 40-49	31%	60%	29% *	13%	HHPT 2+ Rep	13%	32%	19% *	6%
Dem Men	31%	59%	28% *	23%	BOS 5	39%	58%	19% *	19%
Moms	36%	64%	28% *	13%	Age 65-74	39%	57%	18% *	17%
Trail use 1+/wk	40%	67%	27% *	32%	Educ Post-Grad	40%	58%	18% *	22%
Cell Phone Yes	28%	55%	27% *	37%	BOS 4	32%	51%	18% *	20%
Inc \$0-60K	34%	61%	27% *	33%	Age 65+	39%	57%	18% *	30%
Educ Non-College	27%	53%	26% *	44%	BOS 2	32%	50%	18% *	21%
Pty Democrat	39%	64%	26% *	53%	Educ College+	40%	58%	18% *	54%
Men 18-49	24%	49%	25% *	22%	Educ College Grad	40%	58%	18% *	32%
Trail use sev/mo	32%	57%	25% *	31%	Cell Phone Total N		55%	18% *	63%
Chldrn <19 @ Home	31%	55%	24% *	25%	Age 75+	38%	56%	18% *	13%
HHPT 1 Dem	41%	65%	24% *	28%	Inc \$90K-\$120K	38%	55%	17% *	15%
Dem Women	44%	68%	24% *	30%	Men 50+	33%	49%	16% *	26%
Educ Some College	30%	53%	23% *	27%	Age 50+	39%	54%	15% *	59%
Inc \$60K-\$90K	35%	58%	23% *	18%	City Petaluma	32%	47%	15% *	11%
City Uninc.	38%	61%	23% *	33%	Trail use alnvr/nv		39%	15% *	14%
City Santa Rosa	33%	56%	23% *	33%	Women 50+	43%	57%	14% *	33%
HHPT 1+ Ind	38%	60%	22% *	19%	NPP/O Men	37%	52%	14% *	15%
Age 50-54	35%	57%	22% *	8%	Trail use sev/yr	33%	46%	13% *	21%
Women	39%	61%	22% *	52%	Age 50-64	39%	51%	12% *	29%
Pty NPP/Other	36%	57%	22% *	27%	NPP/O 50+	38%	51%	12%	12%
Perm Abs Yes	34%	55%	21% *	71%	HHPT Mixed	34%	45%	12% *	23%
BOS 1	39%	59%	21% *	22%	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)

Q2a Q11 PERCENT

	Q2a	Q11		PERCENT	
BANNER	STR FAV	STR FAV	DIFFERENCE	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)

SONOMA COUNTY AGRIC	Q5	Q11		PERCENT
BANNER OVERALL	TOTAL FAV 89%	TOTAL FAV 93%	DIFFERENCE 4% *	OF SAMPLE 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/nv	vr 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 OVERALL	Q5 TOTAL FAV 89%	Q11 TOTAL FAV 93%	DIFFERENCE 4% *	PERCENT OF SAMPLE 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 N	Io 88%	92%	3%	63%
Age 50-64	87%	91%	3%	29%
City Petaluma	90%	93%	3%	11%
No Chldrn <19 @ Ho	ome 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)

Q5 Q11 PERCENT

Q5 TOTAL FAV 89%	Q11 TOTAL FAV 93%	DIFFERENCE 4% *	PERCENT OF SAMPLE 100%	
91%	92%	2%	21%	
90%	92%	2%	19%	
86%	87%	1%	26%	
93%	94%	1%	23%	
87%	88%	1%	10%	
93%	92%	(1%)	11%	
95%	94%	(1%)	12%	
	TOTAL FAV 89% 91% 90% 86% 93% 87% 93%	TOTAL FAV TOTAL FAV 89% 93% 91% 92% 90% 92% 86% 87% 93% 94% 87% 88% 93% 92%	TOTAL FAV TOTAL FAV DIFFERENCE 89% 93% 4% * 91% 92% 2% 90% 92% 2% 86% 87% 1% 93% 94% 1% 87% 88% 1% 93% 92% (1%)	TOTAL FAV TOTAL FAV DIFFERENCE OF SAMPLE 89% 93% 4% * 100% 91% 92% 2% 21% 90% 92% 2% 19% 86% 87% 1% 26% 93% 94% 1% 23% 87% 88% 1% 10% 93% 92% (1%) 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 OVERALL	Q5 STR FAV 52%	Q11 STR FAV 55%	DIFFERENCE 3%	PERCENT OF SAMPLE 100%	BANNER	Q5 STR FAV	Q11 STR FAV	DIFFERENCE	PERCENT OF SAMPLE
City Rohnert Park	37%	50%	13%	8%	OVERALL	52%	55%	3%	100%
Moms	51%	64%	13%	13%	HHPT 2+ Rep	29%	32%	3%	6%
HHPT 1+ Ind	49%	60%	11%	19%	Trail use 1+/wk	64%	67%	3%	32%
NPP/O 18-49	54%	63%	9%	15%	Dem Women	65%	68%	3%	30%
Age 40-49	50%	60%	9%	13%	Women 50+	55%	57%	3%	33%
City Other	46%	54%	8%	11%	Inc \$90K-\$120K	52%	55%	3%	15%
Inc \$0-60K	53%	61%	8%	33%	Pty Democrat	62%	64%	3%	53%
Perm Abs No	48%	56%	8%	29%	NPP/O 50+	48%	51%	2%	12%
Women 18-49	59%	67%	8%	19%	Men w/ no kids	49%	51%	2%	35%
Age 55-59	43%	51%	7%	10%	No Chldrn <19 @ Ho	ome 53%	56%	2%	73%
NPP/O Women	57%	64%	7%	12%	Women w/ no kids	58%	60%	2%	38%
Educ Some College	46%	53%	7%	27%	City Santa Rosa	54%	56%	2%	33%
BOS 3	51%	58%	7%	18%	Dem Men	57%	59%	2%	23%
BOS 4	44%	51%	6%	20%	Dem 50+	63%	65%	2%	33%
Pty NPP/Other	51%	57%	6%	27%	Age 50-64	49%	51%	2%	29%
Chldrn <19 @ Home	49%	55%	6%	25%	Age 50+	52%	54%	2%	59%
Rep Women	28%	34%	6%	10%	BOS 2	48%	50%	2%	21%
Educ Non-College	47%	53%	6%	44%	Age 65+	55%	57%	2%	30%
NPP/O Men	46%	52%	5%	15%	Educ College+	56%	58%	2%	54%
Cell Phone Yes	50%	55%	5%	37%	BOS 1	58%	59%	1%	22%
HHPT 1 Dem	60%	65%	5%	28%	Ethn Non-White	63%	64%	1%	16%
Trail use sev/mo	52%	57%	5%	31%	Cell Phone Total 1	No 54%	55%	1%	63%
Ethn Latino	62%	66%	5%	12%	Men 18-49	48%	49%	1%	22%
Women	56%	61%	5%	52%	Rep 50+	30%	31%	1%	14%
Inc \$60K-\$90K	54%	58%	4%	18%	City Uninc.	60%	61%	1%	33%
HHPT 2+ Dem	64%	68%	4%	16%	Men	48%	49%	1%	48%
City Windsor	35%	39%	4%	5%	Perm Abs Yes	54%	55%	1%	71%
Age 18-49	53%	57%	4%	41%	Men 50+	49%	49%	0%	26%
Educ HS or Less	48%	52%	4%	17%	Age 75+	56%	56%	0%	13%
Dem 18-49	60%	63%	4%	20%	Trail use alnvr/nv		39%	(0%)	14%
Age 18-29	57%	61%	4%	14%	Age 50-54	57%	57%	(0%)	8%
Trail use sev/yr	43%	46%	3%	21%	Age 30-39	51%	50%	(1%)	14%
Ethn White	51%	54%	3%	77%	Educ Post-Grad	59%	58%	(1%)	22%
Age 65-74	54%	57%	3%	17%	Inc \$120K+	51%	50%	(1%)	19%
Educ College Grad	55%	58%	3%	32%	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)

Q5 Q11 PERCENT

BANNER OVERALL	Q5 STR FAV 52%	Q11 STR FAV 55%	DIFFERENCE 3%	PERCENT OF SAMPLE 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)

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

		Q	A PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	/ORABIL	ITY AF	TER INF	'O		
	Total	YES	TOTAL NO	RIGHT DIREC		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		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	SCAPOSI	D FAVOR	RABILIT	Y AFTEF	R MESSA	GING	~	SONOMA			Q14 C				Q15 EDU	JCATION	1			
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA		SEV/ MONTH	SEV/	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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER							GE					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K		\$90K- \$120K	\$120K +	MEN	WOMEN			40-49	50-54	55-59		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

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

	GENDER BY AGE				ARTY RE		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 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		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		6	10	17	26	14	23	8	10
F SONOMA BOARD OF SUP 12	6	13	12	15	16	7	8	10	19	10		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
		PARI	ENTS		PERMA ABSE	ANENT NTEE			CI	TY			E	BOARD C	F SUPE	RVISORS	3		
			MEN	WOMEN			PETAL	RHONT	SANTA	WIND									
Total	DADS	MOMS	NOKDS	NOKDS	YES	NO	UMA	PARK	ROSA	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		15	14	3	8	20	15		
B SONOMA COUNTY GOVT 11	12	10	10	12	10	12	10		12	7		11	10	10	11	13	10		
B BONOMI COONII GOVI			10		10					,									
	F:	LAGS	(P/G12,	P/G14,	P/G16	5)		NSISTEN TARGETS			TIVE VERS	INTEN MOV			HOUS	SEHOLD	PARTY T	'YPE	
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		66	51		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	41	31	23	13	38	34
E SONOMA LAND TRUST 26	26	29	31	34	36	37	66		14	9			11	34	36	17	17	21	17
D LANDPATHS 18	19	20	23	25	28	31	43		13	6		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

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

		Q CELL	PHONE	SONON	Q1 MA DIRE	CTION		~	ITIAL S	CAPOSD	FAVORA	ABILITY		Q 	5 SCAP	OSD FAV	/ORABIL	ITY AF'	TER INF	'O		
	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		
		011	SCADOS	D EVIOL	RABILIT	v aeter	MFCCA	CINC	013	SONOMA	TPΔTI.	IIQF	~	HLDRN I HOME			015 EDU	TCATTON	ī			
																	~		· 			
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON			
	Total	FAV	FAV	UNFAV	UNFAV	FAV		- ,	1+/WK	MONTH		NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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		21	62	27	11	65	58	53	59	55		39	61	70	59		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	ETHNIC	CITY		Q17 I			GEN							Α(
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K-		MEN	WOMEN	18-29		40-49			60-64		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	93 67	63	66	70	60	66	65	66	50	61	68	67	70	73	72	65		69	70	69
B SONOMA COUNTY GOVT	63	69	64		62	64	65	71	62	64	68	64	75	66	48	53	66	64		60	7 U	65
F SONOMA BOARD OF SUP	59	60	61		60	54	69	68	61	57	52	56	74		44	52	70	68		59	47	69
E SONOMA LAND TRUST	59	41	55		43	53	62	61	51	51	32	51	61	45	57	52 57	61	45	47	54	53	54
D LANDPATHS	26	21	28	23	18	35	34	24	24	28	32 17	15	31	29	28	38	29	27	21	30	32	28
D HAMDEATUS	∠ 0	21	20	23	Τ0	33	34	24	4	40	Ι/	тэ	31	49	∠0	30	49	21	21	30	32	40

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

		(GENDER	BY AGE	1	P.	ARTY RE	EG			PARTY	BY AGE				P	ARTY BY	GENDE:	₹.	
	Total	MEN 18-49	MEN 50+	18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	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 A SONOMA AG PRES/OPEN SPACE B SONOMA COUNTY GOVT F SONOMA BOARD OF SUP E SONOMA LAND TRUST D LANDPATHS	91 65 63 59 51 26	88 60 68 65 47 20	92 69 57 57 55 28	95 59 69 53 48 21	91 70 62 59 53 33	94 70 71 64 55 31	94 66 60 57 49 24	82 52 49 49 43	93 63 76 61 52 24	94 75 67 67 58 35	93 60 62 63 46 20	96 74 58 50 53 29	84 47 59 51 37	81 54 45 48 45 20	94 70 72 70 54 28	93 70 69 60 56 32	94 70 62 57 48 25	94 62 58 57 50 23	75 46 41 46 48 16	57 51 39
			PARI	ENTS		PERMA ABSE				CI	TY			E	BOARD O	F SUPE	RVISORS	;		
	Total	DADS	MOMS	MEN	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT		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 A SONOMA AG PRES/OPEN SPACE B SONOMA COUNTY GOVT F SONOMA BOARD OF SUP E SONOMA LAND TRUST D LANDPATHS	91 65 63 59 51 26	92 62 66 66 51 31	95 63 65 44 45 25	89 66 62 61 51 22	92 66 64 61 53 30	91 67 66 65 53 28	92 61 57 45 45 23	93 69 71 75 47 12	87 52 70 54 42 13	91 63 62 60 43 23	95 61 63 47 31 21	90 65 61 46 57 34	92 71 62 61 65 34	91 70 62 67 58 29	91 65 66 56 49 20	92 58 64 50 43 28	87 68 61 60 51 25	95 65 65 61 53 29		
		Fl	LAGS	(P/G12,	P/G14,	P/G16	;)		NSISTEN TARGETS		MOV	TIVE	INTEN MOV	ERS		HOUS	SEHOLD	PARTY I	YPE	
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING		FIRST LAST	AFTER INFO		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 A SONOMA AG PRES/OPEN SPACE B SONOMA COUNTY GOVT F SONOMA BOARD OF SUP E SONOMA LAND TRUST D LANDPATHS	91 65 63 59 51 26	91 66 64 59 52 26	92 67 63 58 53 28	92 68 64 63 55 31	92 71 64 64 56 33	91 72 65 66 60 35	90 73 64 65 60 38	98 100 76 76 82 51	83 25 41 39 31 8	91 60 63 57 43 21	85 0 52 50 31 9	85 0 52 51 28 10	90 31 60 57 37 15	88 32 60 55 35 14	96 72 68 62 54 28	92 68 75 69 60 26	79 45 47 45 47 16	78 49 44 51 29 17	97 69 62 62 48 24	

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

		CELL	A PHONE		Q1 MA DIRE			Q2A IN				ABILITY		^	5 SCAP		ORABIL	ITY AF	TER INF	0		
	Total	YES		RIGHT DIREC	WRONG			SMWT FAV	SMWT UNFAV	STRNG	TOTAL FAV		CR/	STRNG FAV	SMWT FAV		STRNG	TOTAL FAV	TOTAL UNFAV	DK/NA		
Base	803	299	504	508	182	113	273	252	34	20	525	54		421	294	41		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		1	0	20	1	10	2	0	1	5	18	1	11	0		
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	~		TRAIL		<19 A	CHLDRN T HOME			Q15 EDI	UCATION	1			
	Total	STRNG FAV	SMWT FAV	UNFAV	STRNG	FAV		CR/ DK/NA		SEV/ MONTH		ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD		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	ETHNI	CITY		Q17 I	NCOME		GEN	DER						A	GE					
	Total	LATNO	WHITE			\$90K	\$90K- \$120K	+						50-54							50-64	65+
Base	803	96	620	128	262	142	123	155	385	418	112	112	104		82	89	135	106		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			24			22	17					31	25		15		22		16
A SONOMA AG PRES/OPEN SPACE						4				5	2	6			11	7		10		9		9
E SONOMA LAND TRUST	7					8			8	5		11						6				5
D LANDPATHS	3	0	4			3	5	4	3	4	2				0	2		1		3		2
C SONOMA COUNTY REG PARKS	2	0	2		1	0	1	2	3	1	4	0		0	0	0	2	1	3	1	0	2

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

	(GENDER	BY AGE	:	P.	ARTY RI	EG				BY AGE				P.	ARTY B	Y GENDE	R	
Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+		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			9	6	13	11
D LANDPATHS 3	3	3	5	3	1	4	9				2	10	9	1	1	2	6	7	12
C SONOMA COUNTY REG PARKS 2	5	1	0	1	1		3		1	2		4	3	2	1	2	0	4	2
		PARI	ENTS		PERMA ABSE	ANENT NTEE			CI	TY			E	BOARD C	F SUPE	RVISORS	5		
			MEN	WOMEN			PETAL	RHONT	SANTA	WIND									
Total	DADS	MOMS	NOKDS	NOKDS	YES	NO	UMA	PARK	ROSA	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		21	18		22	22	19	20	21			
F SONOMA BOARD OF SUP 19	21	26	21	14	15	28	11	22						19		21	19		
A SONOMA AG PRES/OPEN SPACE 7	12		7	6	5	11				2	8	6	4	12		4			
E SONOMA LAND TRUST 7	3	9	10	4	4	12		5	8	12	5	5	6 2	7		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		
	F	LAGS ((P/G12,	P/G14,	P/G16	5)		NSISTEN TARGETS			TIVE VERS	INTEN MOV			HOUS	SEHOLD	PARTY T	'YPE	
Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV		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
				5	5				6					4		8	6	8	9
E SONOMA LAND TRUST 7 D LANDPATHS 3	3	3		2	2				2			5	4	2	0	10		4	5
C SONOMA COUNTY REG PARKS 2	1	1	1	1	1	2	0	8	1	1			3	1	1	0	7	0	3

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

		Q CELL		SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q		OSD FAV	ORABIL	ITY AF	TER INF	°O		
	Total	YES	TOTAL NO	RIGHT		DK/NA	STRNG FAV	SMWT FAV	SMWT	STRNG	TOTAL	TOTAL	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV		TOTAL FAV		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		
		011	SCAPOS	D FAVOR	RABILIT	Y AFTER	R MESSA	GING	013	SONOMA	TRAIL	USE	~	HLDRN F HOME			015 EDI	JCATION	1			
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON			
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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				
A SONOMA AG PRES/OPEN SPACE		22	36	6	16	28	10	58	27	25	27	37	29	27	37	31	24	22				
F SONOMA BOARD OF SUP	21	21	22	9	26	21	19	43	22	24	18	20	21	21	41	19	13	20				
B SONOMA COUNTY GOVT	16	14	17	5	12	15	8	49	15	12	20	21	12	17	20	16	15	12				
C SONOMA COUNTY REG PARKS	7	4	8	6	14	5	9	44	3	3	6	24	6	8	14	7	4	7				
c bowers cooming the rings	,		Ü	·		3			3	3	· ·	21	Ü	Ü		,	-	,	10	3		
			ETHNIC			Q17 I	NCOME			DER						A						
				NON-	\$0-		\$90K-	\$120K														
	Total	LATNO	WHITE		\$60K		\$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
	000	20	020	110	202		123	100	233	110			-01	0.1	32		100		525		200	
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

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

		(GENDER	BY AGE]		ARTY RE				PARTY	BY AGE				P.	ARTY B	GENDE	R	
T	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		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		24	25	11	30	19			10	12	18	28	22	29	8	15
B SONOMA COUNTY GOVT	16	18	14	13	18	15	19	13	12	18	21		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
				ENTS		PERMA ABSE					TY			E	BOARD C	F SUPE	RVISORS	3		
				MEN	WOMEN				RHONT		MIND									
т	otal	DADS	MOMS	NOKDS	NOKDS	YES	NO	UMA	PARK	ROSA	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		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		17	20	17	15	16	15	16	18	15		
C SONOMA COUNTY REG PARKS	7		5	8	7	7	8	4	9	8	5	8	7	7	6	- 6	12	3		
o bollotar cooner tibe rinate	•	· ·	3	J	,	•	Ü	=	NSISTEN			TIVE	INTEN		ŭ	Ū		3		
		F1	LAGS ((P/G12,	P/G14,	P/G16)		TARGETS			ERS	MOV	ERS		HOUS	SEHOLD	PARTY T	YPE	
т	[otal	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV		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		40	88		59	58	25	28	39	27	28	29
F SONOMA BOARD OF SUP	21	21	21	17	16	14	15	14		24	37		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
o Solloral Coollil REG PARKS	,	,	,	,	,	O	O	4	-0	U		13	,		,	O	21	13	5	O

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

	_	A PHONE	SONOM	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVOR	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AFI	TER INF	0
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		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
		SCAPOS	D FAVOR			R MESSA	GING CR/	Q13 	SONOMA			~	HLDRN F HOME			~ 	JCATION	r 	
Total	STRNG FAV	FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	UNFAV		1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	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		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		13	9	18	7	13	8	7	8	14		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

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

		~	ETHNI			~	NCOME		GEN	IDER						AC						
	Total			NON- WHITE	\$0- \$60K	\$60K-	\$90K- \$120K	\$120K +	MEN			30-39				60-64	65-74	75+	18-49	50+	50-64	65+
Base	403	48	313	68	142	73	66	80		210	56	56	52	32	41	46	69	54			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		P.	ARTY RE	EG.			PARTY I	BY AGE				P.	ARTY B	Y GENDE	ER			
	Total	MEN	MEN 50+	WOMEN 18-49		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 WOMEN	REP	REP WOMEN		
Base	Total 403	MEN	MEN	WOMEN	WOMEN				DEM	DEM			REP	REP	DEM	DEM	NPP/O		REP MEN	REP WOMEN		
Base G LACK OF HOUSING		MEN 18-49	MEN 50+	WOMEN 18-49 84	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49 83	DEM 50+	18-49	50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	WOMEN	REP MEN 45	REP WOMEN 43		
	403	MEN 18-49 98	MEN 50+ 112	WOMEN 18-49 84	WOMEN 50+ 142	DEM 214	NPP/O 109	REP 81	DEM 18-49 83	DEM 50+ 132	18-49	50+ 50	REP 18-49 23	REP 50+ 57	DEM MEN 92	DEM WOMEN 122	NPP/O MEN 63	WOMEN 52	REP MEN 45	REP WOMEN 43		
G LACK OF HOUSING	403	MEN 18-49 98	MEN 50+ 112	WOMEN 18-49 84 53 40	WOMEN 50+ 142 47	DEM 214 47	NPP/O 109	REP 81 28	DEM 18-49 83 46 43	DEM 50+ 132	18-49 60 54	50+ 50 45	REP 18-49 23	REP 50+ 57	DEM MEN 92	DEM WOMEN 122	NPP/O MEN 63	WOMEN 52 50	REP MEN 45 20 43	REP WOMEN 43 38 41		
G LACK OF HOUSING K COST OF HOUSING	44 43	MEN 18-49 98 37 47	MEN 50+ 112 38 41	WOMEN 18-49 84 53 40	WOMEN 50+ 142 47 42	DEM 214 47 41	NPP/O 109 50 47	REP 81 28 42	DEM 18-49 83 46 43 21	DEM 50+ 132 47 40	18-49 60 54 49	50+ 50 45 46	REP 18-49 23 20 39	REP 50+ 57 31 43	DEM MEN 92 39 40	DEM WOMEN 122 53 42	NPP/O MEN 63 49 52	WOMEN 52 50 41	REP MEN 45 20 43 38	REP WOMEN 43 38 41 51		
G LACK OF HOUSING K COST OF HOUSING C LOCAL ROAD/STREET COND	44 43 37	MEN 18-49 98 37 47 27	MEN 50+ 112 38 41 43	WOMEN 18-49 84 53 40 30	WOMEN 50+ 142 47 42 42	DEM 214 47 41 33	NPP/O 109 50 47 39	REP 81 28 42 44	DEM 18-49 83 46 43 21 19	DEM 50+ 132 47 40 40	18-49 60 54 49 40	50+ 50 45 46 36	REP 18-49 23 20 39 21	REP 50+ 57 31 43 53	DEM MEN 92 39 40 31	DEM WOMEN 122 53 42 34	NPP/O MEN 63 49 52 41	WOMEN 52 50 41 36	REP MEN 45 20 43 38 30	REP WOMEN 43 38 41 51 22		
G LACK OF HOUSING K COST OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION	44 43 37 22	MEN 18-49 98 37 47 27 17	MEN 50+ 112 38 41 43 25	WOMEN 18-49 84 53 40 30 18	WOMEN 50+ 142 47 42 42 24	DEM 214 47 41 33 21	NPP/O 109 50 47 39 21	REP 81 28 42 44 26	DEM 18-49 83 46 43 21 19	DEM 50+ 132 47 40 40 22	18-49 60 54 49 40 18	50+ 50 45 46 36 24	REP 18-49 23 20 39 21 11	REP 50+ 57 31 43 53 31	DEM MEN 92 39 40 31 18	DEM WOMEN 122 53 42 34 23	NPP/O MEN 63 49 52 41 21	WOMEN 52 50 41 36 21	REP MEN 45 20 43 38 30 43	REP WOMEN 43 38 41 51 22 23		
G LACK OF HOUSING K COST OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE	403 44 43 37 22 15	MEN 18-49 98 37 47 27 17 12	MEN 50+ 112 38 41 43 25 25	WOMEN 18-49 84 53 40 30 18 10	WOMEN 50+ 142 47 42 42 42 24 14	DEM 214 47 41 33 21	NPP/O 109 50 47 39 21 14	REP 81 28 42 44 26 32	DEM 18-49 83 46 43 21 19	DEM 50+ 132 47 40 40 22 10	18-49 60 54 49 40 18 10	50+ 50 45 46 36 24 20	REP 18-49 23 20 39 21 11 20	REP 50+ 57 31 43 53 31 37	DEM MEN 92 39 40 31 18 10	DEM WOMEN 122 53 42 34 23 9	NPP/O MEN 63 49 52 41 21	WOMEN 52 50 41 36 21 13	REP MEN 45 20 43 38 30 43 29	REP WOMEN 43 38 41 51 22 23		
G LACK OF HOUSING K COST OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE E AMT OF LOCAL TAXES	403 44 43 37 22 15	MEN 18-49 98 37 47 27 17 12 11	MEN 50+ 112 38 41 43 25 25 13	WOMEN 18-49 84 53 40 30 18 10 11	WOMEN 50+ 142 47 42 42 24 14	DEM 214 47 41 33 21 10 6	NPP/O 109 50 47 39 21 14 14	REP 81 28 42 44 26 32 24	DEM 18-49 83 46 43 21 19 9 3 8	DEM 50+ 132 47 40 40 22 10 8	18-49 60 54 49 40 18 10	50+ 50 45 46 36 24 20 8	REP 18-49 23 20 39 21 11 20 22	REP 50+ 57 31 43 53 31 37 24 14	DEM MEN 92 39 40 31 18 10 4	DEM WOMEN 122 53 42 34 23 9 7	NPP/O MEN 63 49 52 41 21 15	WOMEN 52 50 41 36 21 13 16	REP MEN 45 20 43 38 30 43 29	REP WOMEN 43 38 41 51 22 23 17 20		
G LACK OF HOUSING K COST OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE E AMT OF LOCAL TAXES F OVERCROWDING IN COUNTY	403 44 43 37 22 15 12	MEN 18-49 98 37 47 27 17 12 11	MEN 50+ 112 38 41 43 25 25 13 7	WOMEN 18-49 84 53 40 30 18 10 11 8	WOMEN 50+ 142 47 42 42 42 24 14 11 12	DEM 214 47 41 33 21 10 6	NPP/O 109 50 47 39 21 14 14	REP 81 28 42 44 26 32 24 13	DEM 18-49 83 46 43 21 19 9 3 8	DEM 50+ 132 47 40 40 22 10 8	18-49 60 54 49 40 18 10 19	50+ 50 45 46 36 24 20 8	REP 18-49 23 20 39 21 11 20 22	REP 50+ 57 31 43 53 31 37 24 14	DEM MEN 92 39 40 31 18 10 4	DEM WOMEN 122 53 42 34 23 9 7 8	NPP/O MEN 63 49 52 41 21 15 12	WOMEN 52 50 41 36 21 13 16 9	REP MEN 45 20 43 38 30 43 29 7	REP WOMEN 43 38 41 51 22 23 17 20		
G LACK OF HOUSING K COST OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE E AMT OF LOCAL TAXES F OVERCROWDING IN COUNTY D LOSS OF OPEN SPACE	403 44 43 37 22 15 12 10 9	MEN 18-49 98 37 47 27 17 12 11 11	MEN 50+ 112 38 41 43 25 25 13 7 6	WOMEN 18-49 84 53 40 30 18 10 11 8	WOMEN 50+ 142 47 42 42 24 14 11 12 12	DEM	NPP/O 109 50 47 39 21 14 14 10 7	REP 81 28 42 44 26 32 24 13 7	DEM 18-49 83 46 43 21 19 9 3 8 9	DEM 50+ 132 47 40 40 22 10 8 8 13	18-49 60 54 49 40 18 10 19 12	50+ 50 45 46 36 24 20 8 8	REP 18-49 23 20 39 21 11 20 22 9	REP 50+ 57 31 43 53 31 37 24 14 7	DEM MEN 92 39 40 31 18 10 4 8	DEM WOMEN 122 53 42 34 23 9 7 8 11	NPP/O MEN 63 49 52 41 21 15 12	WOMEN 52 50 41 36 21 13 16 9 5	REP MEN 45 20 43 38 30 43 29 7	REP WOMEN 43 38 41 51 22 23 17 20 14		
G LACK OF HOUSING K COST OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE E AMT OF LOCAL TAXES F OVERCROWDING IN COUNTY D LOSS OF OPEN SPACE I LOSS OF FARMLAND	403 44 43 37 22 15 12 10 9	MEN 18-49 98 37 47 27 17 12 11 11 12 6	MEN 50+ 112 38 41 43 25 25 13 7 6 16	WOMEN 18-49	WOMEN 50+ 142 47 42 42 24 14 11 12 12 9	DEM 214 47 41 33 21 10 6 8 12 10	NPP/O 109 50 47 39 21 14 14 10 7	REP 81 28 42 44 26 32 24 13 7 15	DEM 18-49 83 46 43 21 19 9 3 8 9 6	DEM 50+ 132 47 40 40 22 10 8 8 13 12	18-49 60 54 49 40 18 10 19 12 11	50+ 50 45 46 36 24 20 8 8 2	REP 18-49 23 20 39 21 11 20 22 9 7	REP 50+ 57 31 43 53 31 377 24 14 7 14	DEM MEN 92 39 40 31 18 10 4 8 12 9	DEM WOMEN 122 53 42 34 23 9 7 8 11	NPP/O MEN 63 49 52 41 21 15 12 12 11 9	WOMEN 52 50 41 366 21 13 16 9 5 0	REP MEN 45 20 43 38 30 43 29 7 2 2 23	REP WOMEN 43 38 41 51 22 23 17 7 20 14		
G LACK OF HOUSING K COST OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE E AMT OF LOCAL TAXES F OVERCROWDING IN COUNTY D LOSS OF OPEN SPACE I LOSS OF FARMLAND B QUALITY OF PUB SCHOOLS	443 44443 37 22 15 12 10 9 9	MEN 18-49 98 37 47 27 17 12 11 11 12 6	MEN 50+ 112 38 41 43 25 25 13 7 6 16 3	WOMEN 18-49 84 53 40 30 18 10 11 8 7 6 8	WOMEN 50+ 142 47 42 42 24 14 11 12 12 9 10	DEM 214 47 41 33 21 10 6 8 12 10 6	NPP/O 109 50 47 39 21 14 14 10 7 4	REP 81 28 42 44 26 32 24 13 7 15 16	DEM 18-49 83 466 433 21 19 9 3 8 8 9 6 8	DEM 50+ 132 47 40 40 22 10 8 8 8 13 312 4	18-49 60 54 49 40 18 10 19 12 11 2	50+ 50 45 46 36 24 20 8 8 2 7	REP 18-49 23 20 39 21 11 20 22 9 7 20 23	REP 50+ 57 31 43 53 31 37 24 14 14 14	DEM MEN 92 39 40 31 18 10 4 8 122 9 5	DEM WOMEN 122 53 42 34 23 9 7 8 11 10 6	NPP/O MEN 	WOMEN 52 50 411 366 211 133 166 9 9 5 0 9	REP MEN 45 20 43 38 30 43 29 7 2 23	REP WOMEN 43 38 41 51 22 23 17 20 14 9		
G LACK OF HOUSING K COST OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONCESTION H GOVT INEFFICIENCY/WASTE E AMT OF LOCAL TAXES F OVERCROWDING IN COUNTY D LOSS OF OPEN SPACE I LOSS OF FARMLAND B QUALITY OF PUB SCHOOLS A JOBS AND ECONOMY	443 44443 37 22 15 12 10 9 9	MEN 18-49 98 37 47 27 17 12 11 11 12 6 6 18	MEN 50+ 112 388 411 43 25 25 13 7 66 166 3 11	WOMEN 18-49 84 53 400 300 18 10 11 8 7 6 6 8 12 10	WOMEN 50+ 142 47 42 42 24 14 11 12 12 9 10 6	DEM	NPP/O 109 50 47 39 21 14 14 10 7 4 11	REP	DEM 18-49 83 46 43 21 19 9 3 8 9 6 8 10	DEM 50+ 132 47 40 40 22 10 8 8 13 12 4 9	18-49 60 54 49 40 18 10 19 12 11 2 16 12	50+ 50 45 46 36 24 20 8 8 2 7 5	REP 18-49 23 20 39 21 11 20 22 9 7 20 23 0	REP 50+ 57 311 433 533 31 377 244 144 7 7 144 44	DEM MEN 92 39 40 31 18 10 4 8 12 9 5 10	DEM WOMEN 122 533 422 334 233 9 7 8 11 10 6 9	NPP/O MEN 63 49 522 41 21 15 12 11 9 7 13	WOMEN 52 50 411 366 211 133 166 9 5 0 9 11	REP MEN 45 20 43 38 30 43 29 7 2 2 23 14 4	REP WOMEN 43 38 41 51 22 23 17 20 14 9 9 20 3 6		
G LACK OF HOUSING K COST OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE E AMT OF LOCAL TAXES F OVERCROWDING IN COUNTY D LOSS OF OPEN SPACE I LOSS OF FARMLAND B QUALITY OF PUB SCHOOLS A JOBS AND ECONOMY M OUT-OF-TOWNERS DISPLACING	443 44443 37 22 15 12 10 9 9	MEN 18-49 98 37 47 27 17 12 11 11 12 6 188 7	MEN 50+ 112 388 411 433 25 25 13 7 6 16 6 3 11 7	WOMEN 18-49 84 53 400 300 18 10 11 8 7 6 6 8 12 10	WOMEN 50+ 142 47 42 42 24 14 11 12 12 9 10 6 10	DEM	NPP/O 109 500 47 39 21 14 14 10 7 4 11 12 8	REP	DEM 18-49 83 46 43 21 19 9 3 8 9 6 8 10	DEM 50+ 132 47 40 40 22 10 8 8 13 12 4 9 9 9	18-49 60 54 49 40 18 10 19 12 11 2 16 12 6	50+ 50 45 46 36 24 20 8 8 2 7 5 12	REP 18-49 23 20 39 21 11 20 22 9 7 20 23 0 14	REP 50+ 57 31 43 53 31 37 24 14 7 14 4 7	DEM MEN 92 39 400 311 18 10 4 8 12 9 5 10 5	DEM WOMEN 122 53 42 34 23 9 7 8 11 10 6 9	NPP/O MEN 63 49 522 411 21 15 12 11 9 7 7 13 13 6	WOMEN 52 50 411 366 21 133 166 9 5 0 0 9 11 10	REP MEN 45 20 43 38 30 43 29 7 2 23 14 4 12 6	REP WOMEN 43 38 41 51 22 23 17 20 14 9 20 3 6 5		

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

			PARI	ENTS		PERMA ABSEI				CI				В	30ARD 01	F SUPER	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO			SANTA			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 31	42	43 30	43 45	45 31	49 39	35 38		
C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION	37 22	17 23	24 25	42 21	42 21	38 22	33 22	48 19	36 33	32 17	18 21	31	41 22	18	45 29	22	39 26	38 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		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		
								CO	NSISTEN	ICY	POSI	TIVE	INTEN	SITY						
		F	LAGS	(P/G12,	P/G14,	, P/G16)		NSISTEN TARGETS		POSI MOV		INTEN MOV			HOUS	EHOLD I	PARTY T	YPE	
		F1	LAGS	(P/G12,	P/G14,	, P/G16)		TARGETS		MOV	ERS	MOV	ERS						
	Toto!							CN ST	TARGETS EVER	5	MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	 DEM	DEM	REP	REP	IND	
	Total		LAGS	(P/G12, 3+/6	P/G14;	, P/G16 5+/6) 6/6		TARGETS EVER		MOV	ERS	MOV	ERS	 DEM 1	DEM 2+				MIX
							6/6	CN ST	TARGETS EVER	5	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
		1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST	TARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
Base	403	1+/6 396	2+/6 342	3+/6 284	4+/6 244	5+/6 198	6/6	CN ST FAV	TARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 110	ERS FIRST LAST 123	MOV AFTER INFO 158	ERS FIRST LAST 182	1 114	DEM 2+ 	REP 1 30	REP 2+ 25	IND 1+ 	94
Base G LACK OF HOUSING	44	1+/6 396 44	2+/6 342 42	3+/6 284 41	4+/6 244 40	5+/6 198 40	6/6 142 41	CN ST FAV 97	TARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOV. AFTER INFO 158	FIRST LAST 182	1 114 55	DEM 2+ 67	REP 1 30	REP 2+ 25	IND 1+ 80 52	94
Base G LACK OF HOUSING K COST OF HOUSING	403 44 43	1+/6 396 44 43	2+/6 342 42 43	3+/6 284 41 42	4+/6 244 40 38	5+/6 198 40 38	6/6 142 41 36	CN ST FAV 97 44 48	EVER UNFAV 52 28 44	SWING 254 47 41	MOV AFTER INFO 110 41 35	FIRST LAST 123 42 35	MOV AFTER INFO 158 45 38	FIRST LAST 182 45 37	1 114 55 46	DEM 2+ 67 43 39	REP 1 30 18 51	REP 2+ 25 17 37	IND 1+ 80 52 43	94 40 41
Base G LACK OF HOUSING K COST OF HOUSING C LOCAL ROAD/STREET COND	44 43 37	1+/6 396 44 43 36	2+/6 342 42 43 37	3+/6 284 41 42 37	4+/6 244 40 38 37	5+/6 198 40 38 38	6/6 142 41 36 39	CN ST FAV 97 44 48 31	EVER UNFAV 52 28 44 40	SWING 254 47 41 38	MOV AFTER INFO 110 41 35 37	FIRST LAST 123 42 35 40	MOV AFTER INFO 158 45 38 36 18 17	FIRST LAST 182 45 37 37	1 114 55 46 33	DEM 2+ 67 43 39 39 27 12	REP 1 30 18 51 44	REP 2+ 25 17 37 50 16 25	IND 1+ 80 52 43 35 19	94 40 41 33 23 22
Base G LACK OF HOUSING K COST OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE E AMT OF LOCAL TAXES	403 44 43 37 22 15	1+/6 396 44 43 36 22 16 12	2+/6 342 42 43 37 23 16 11	3+/6 284 41 42 37 21	4+/6 244 40 38 37 19	5+/6 198 40 38 38 21	6/6 142 41 36 39 22 13	CN ST FAV 97 44 48 31 19 6	TARGETS EVER UNFAV 52 28 44 40 29 33 24	SWING 254 47 41 38 22 15	MOV AFTER INFO 110 41 35 37 18 17	FIRST LAST 123 42 45 40 17 18 11	MOV AFTER INFO 158 45 38 36 18 17	FIRST LAST 182 45 37 37 20 18 11	1 114 55 46 33 19 8 5	DEM 2+ 67 43 39 39 27 12 9	REP 1 30 18 51 44 33 35 16	REP 2+ 25 17 37 50 16 25 36	IND 1+ 80 52 43 35 19 10	94 40 41 33 23 22 9
Base G LACK OF HOUSING K COST OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE E AMT OF LOCAL TAXES F OVERCROWDING IN COUNTY	403 44 43 37 22 15 12	1+/6 396 44 43 36 22 16 12	2+/6 342 42 43 37 23 16 11 8	3+/6 284 41 42 37 21 15 11	4+/6 244 40 38 37 19 13 11	5+/6 198 40 38 38 21 14 10 7	6/6 	CN ST FAV	TARGETS EVER UNFAV 52 28 44 40 29 33 24 14	SWING 254 47 41 38 22 15 11 9	MOV 	FIRST LAST 123 42 35 40 17 18 11 9	MOVAFTER INFO 158	ERS FIRST LAST 182 45 37 37 20 18 11 10	1 114 55 46 33 19 8 5	DEM 2+ 67 43 39 27 12 9 7	REP 1 30 18 51 44 33 35 16 20	REP 2+ 25 17 37 50 16 25 36 13	IND 1+ 80 52 43 35 19 10 17 8	94 40 41 33 23 22 9
Base G LACK OF HOUSING K COST OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE E AMT OF LOCAL TAXES F OVERCROWDING IN COUNTY D LOSS OF OPEN SPACE	403 44 43 37 22 15	1+/6 396 44 43 36 22 16 12 9	2+/6 342 42 43 37 23 16 11 8	3+/6 284 41 42 37 21 15	4+/6 244 40 38 37 19	5+/6 198 40 38 38 21 14 10 7	6/6 	CN ST FAV 97 44 48 31 19 6 7 10 13	TARGETS EVER UNFAV 52 28 44 40 29 33 24 14	SWING 254 47 41 38 22 15 11 9 8	MOV 	FIRST LAST 123 42 35 40 17 18 11 9 12	MOV	ERS FIRST LAST 182 45 37 37 20 18 11 10 10	1 114 55 46 33 19 8 5 10	DEM 2+	REP 1 30 18 51 44 33 35 16 20 7	REP 2+ 25 17 37 50 16 25 36 13 16	IND 1+ 80 52 43 35 19 10 17 8 4	94 40 41 33 23 22 9 7 5
Base G LACK OF HOUSING K COST OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE E AMT OF LOCAL TAXES F OVERCROWDING IN COUNTY D LOSS OF OPEN SPACE I LOSS OF FARMLAND	403 44 43 37 22 15 12	1+/6 396 44 43 36 22 16 12 9 9	2+/6 342 42 43 37 23 16 11 18 8	3+/6 284 41 42 37 21 15 11 7 9 8	4+/6 244 40 38 37 19 13 11 7 9	5+/6 198 40 38 38 21 14 10 7	6/6 142 41 36 39 22 13 10 7 8	CN ST FAV 97 44 48 31 19 6 7 10 13 14	TARGETS TARGET	SWING 254 47 41 38 22 15 11 9 8 6	MOV 	FIRST LAST 123 42 35 40 17 18 11 9 12 8	MOV	ERS FIRST LAST 182 45 37 37 20 18 11 10 10 6	1 114 55 46 33 19 8 5 10 18	DEM 2+	REP 1 30 18 51 44 33 35 16 20 7 15	REP 2+ 25 17 37 50 16 25 36 13 16 23	IND 1+	94 40 41 33 23 22 9 7 5
Base G LACK OF HOUSING K COST OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE E AMT OF LOCAL TAXES F OVERCROWDING IN COUNTY D LOSS OF OPEN SPACE I LOSS OF FARMLAND B QUALITY OF PUB SCHOOLS	403 44 43 37 22 15 12	1+/6 396 44 43 36 22 16 12 9 9	2+/6 342 42 43 37 23 16 11 8 8 9 9	3+/6 284 41 42 37 21 15 11 7 9 8 8	4+/6 244 40 38 37 19 13 11 7 9 7 8	5+/6 198 40 38 38 21 14 10 7	6/6 	CN ST FAV 97 44 48 311 19 6 7 10 13 14 8	TARGETS EVER UNFAV 52 28 44 40 29 33 24 14 10 16 14	SWING 254 47 41 38 22 15 11 9 8	MOV 	FIRST LAST 123 42 35 40 17 18 11 9 12 8 13	MOV	ERS FIRST LAST 182 45 37 20 18 11 10 10 6 12	1 114 55 46 33 19 8 5 10 18 12 7	DEM 2+	REP 1 30 18 51 44 33 35 16 20 7 15 11	REP 2+ 25 17 37 50 16 25 36 13 16 23 31	IND 1+	94 40 41 33 23 22 9 7 5 7
Base G LACK OF HOUSING K COST OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE E AMT OF LOCAL TAXES F OVERCROWDING IN COUNTY D LOSS OF OPEN SPACE I LOSS OF FARMLAND B QUALITY OF PUB SCHOOLS A JOBS AND ECONOMY	443 44443 37 22 15 12 10 9 9	1+/6 396 44 43 36 22 16 12 9 9 9 10 10	2+/6 342 42 43 37 23 16 11 8 8 9 9	3+/6 284 41 42 37 21 15 11 7 9 8	4+/6 	5+/6 198 40 38 38 21 14 10 7	6/6 	CN ST FAV 97 44 48 31 19 6 7 10 13 14 8 14	TARGETS EVER UNFAV 52 28 44 40 29 33 24 14 10 16 14 8	SWING 254 47 41 38 22 15 11 9 8 6	MOV 	FIRST LAST 123 42 35 40 17 18 11 9 12 8 13 7	MOV	ERS FIRST LAST 182 45 37 20 18 11 10 10 6 6 12 8	1 114 55 46 33 19 8 5 10 18 12 7	DEM 2+	REP 1 30 18 51 44 33 35 16 20 7 15 11 6	REP 2+ 25 17 37 50 16 25 36 13 16 23 31 0	IND 1+ 80 52 43 35 19 10 17 8 4 4 2 14 15	94 40 41 33 23 22 9 7 5 7 4
G LACK OF HOUSING K COST OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE E AMT OF LOCAL TAXES F OVERCROWDING IN COUNTY D LOSS OF OPEN SPACE I LOSS OF FARMLAND B QUALITY OF PUB SCHOOLS A JOBS AND ECONOMY M OUT-OF-TOWNERS DISPLACING	443 44443 37 22 15 12 10 9 9	1+/6 396 44 43 36 22 16 12 9 9	2+/6 342 42 43 37 23 16 11 8 8 9 9	3+/6 284 41 42 37 21 15 11 7 9 8 8 9 7	4+/6	5+/6 198 40 38 38 21 14 10 7 8 9 9 7	6/6 142 41 36 39 22 13 10 7 8 10 7 5	CN ST FAV 97 44 48 31 19 6 7 100 13 14 8 14 7	TARGETS EVER UNFAV 52 28 44 40 29 33 24 14 10 16 14 8	SWING 254 47 41 38 22 15 11 9 8 6	MOV 	FIRST LAST 123 42 35 40 17 18 11 9 12 8 13	MOV	FIRST LAST 182 45 37 20 18 11 10 10 6 12 8 7	1 114 55 46 33 19 8 5 10 18 12 7 11	DEM 2+	REP 1 30 18 51 44 33 35 16 20 7 15 11 6 10	REP 2+	IND 1+	94 40 41 33 23 22 9 7 5 7 4 4
Base G LACK OF HOUSING K COST OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE E AMT OF LOCAL TAXES F OVERCROWDING IN COUNTY D LOSS OF OPEN SPACE I LOSS OF FARMLAND B QUALITY OF PUB SCHOOLS A JOBS AND ECONOMY M OUT-OF-TOWNERS DISPLACING O WATER POLLUTION	 403 44 43 37 22 15 12 10 9 9 9 9 9 8 8	1+/6 396 44 43 36 22 16 12 9 9 10 10 9 9	2+/6 342 42 43 37 23 166 11 8 8 9 9 9	3+/6 284 41 42 37 21 15 11 7 9 8 8 9 7 6	4+/6244 40 38 37 19 13 11 7 9 7 8 7 7 6	5+/6 198 40 38 38 21 14 10 7 8 9 7 7 7	6/6 142 41 36 39 22 13 10 7 8 10 7 5 9	CN ST FAV 97 44 48 31 19 6 7 10 13 14 8 14 7 13	TARGETS EVER UNFAV 52 28 44 40 29 33 24 14 10 16 14 8 8	SWING 254 47 41 38 22 15 11 9 8 6	MOV 	FIRST LAST 123 42 35 40 17 18 11 9 12 8 13 7 5 7	MOV	ERS FIRST LAST 182 45 37 37 20 18 11 10 6 12 8 7 6	1 114 55 46 33 19 8 5 10 18 12 7 7 11 10 9	DEM 2+	REP 1 30 18 51 44 33 35 16 20 7 15 11 6 10 11	REP 2+ 25 17 37 50 16 25 36 13 16 23 31 0 0 12 0	IND 1+ 80 52 43 35 19 10 17 8 4 2 14 15 3 8	94 40 41 33 22 9 7 5 7 4 4 9 8
G LACK OF HOUSING K COST OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE E AMT OF LOCAL TAXES F OVERCROWDING IN COUNTY D LOSS OF OPEN SPACE I LOSS OF FARMLAND B QUALITY OF PUB SCHOOLS A JOBS AND ECONOMY M OUT-OF-TOWNERS DISPLACING	443 44443 37 22 15 12 10 9 9	1+/6 396 44 43 36 22 16 12 9 9 9 10 10	2+/6 342 42 43 37 23 16 11 8 8 9 9	3+/6 284 41 42 37 21 15 11 7 9 8 8 9 7	4+/6	5+/6 198 40 38 38 21 14 10 7 8 9 9 7	6/6 142 41 36 39 22 13 10 7 8 10 7 5	CN ST FAV 97 44 48 31 19 6 7 100 13 14 8 14 7	TARGETS EVER UNFAV 52 28 44 40 29 33 24 14 10 16 14 8	SWING 254 47 41 38 22 15 11 9 8 6	MOV 	FIRST LAST 123 42 35 40 17 18 11 9 12 8 13 7	MOV	FIRST LAST 182 45 37 20 18 11 10 10 6 12 8 7	1 114 55 46 33 19 8 5 10 18 12 7 11	DEM 2+	REP 1 30 18 51 44 33 35 16 20 7 15 11 6 10	REP 2+	IND 1+	94 40 41 33 23 22 9 7 5 7 4 4

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

		Q CELL	A PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FA	/ORABIL	ITY AFT	rer inf	0
	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		60	28	24	34	66	100	28	74	20	22	36	26		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 L CONDITION OF PARKS	19 10	20 8	18 11	14 7	35 12	16 17	20 9	22 13	19 14	63 20	21 11	29 16	12 6	20 9	15 11	16 5	29 28	18 10	21 14	44 0
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	~	HLDRN F HOME			Q15 EDU	JCATION	I	
	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																			21
	20	18	20	20	44	19	28	32	28	17	16	16	26	18	22	17	19	23	19	
N CRIME	19	19	14	35	42	17	39	64	18	17	19	27	16	20	33	27	9	12	29	10
N CRIME M OUT-OF-TOWNERS DISPLACING L CONDITION OF PARKS	19			35 18																

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

		Q16	ETHNI	CITY		Q17 I	NCOME		GEN	DER						AC	3E					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K		\$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	3 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	}	P	ARTY RE	:G			PARTY	BY AGE				P.	ARTY B	Y GENDE	lR			
	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	75	80	71	76	74	79	81	76	69	72		79	80	75	68		
G LACK OF HOUSING	71	70	62		76	75		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		60	53	66	75		
J TRAFFIC & CONGESTION	52	43	56		56	48		56	41	53	55	55	37	64	42		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	3 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		

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

			PARI	ENTS		PERMA ABSEI	TEE			CI	TY			E	30ARD O	F SUPER	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO		RHONT PARK		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		
		F	LAGS	P/G12,	P/G14,	P/G16)		NSISTEN TARGETS		POSI MOV	TIVE ERS	INTEN MOV			HOUS	EHOLD E	PARTY T	YPE	
								CN ST	EVER		AFTER	FIRST	AFTER		DEM	DEM	REP	REP	IND	
	Total	1+/6	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST FAV		SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base		1+/6 396	2+/6 342	3+/6 284	4+/6 244	5+/6 198	6/6 142			SWING 254					1					
Base K COST OF HOUSING								FAV	UNFAV		INFO	LAST	INFO	LAST	1	2+	1	2+	1+	
	403	396	342	284	244	198	142	FAV 97	UNFAV 52	254	INFO 110	LAST 123	INFO 158	LAST 182	1 114	2+ 67	1 30	2+ 25	1+ 80	94
K COST OF HOUSING	403 75	396 76	342	 284 75	244 75	198 75	142 72	FAV 97 78	UNFAV 52 71	 254 75	INFO 110 66	LAST 123 68	INFO 158 72	LAST 182 74	1 114 76	2+ 67 78	1 30 73	2+ 25 63	1+ 80 78	94 74
K COST OF HOUSING G LACK OF HOUSING	 403 75 71	396 76 71	75 69	75 69	75 69	198 75 70	72 70	FAV 97 78 76	UNFAV 52 71 49	75 73	INFO 110 66 68	LAST 123 68 68	INFO 158 72 72	LAST 182 74 72	1 114 76 86	2+ 67 78 66	1 30 73 42	2+ 25 63 43	1+ 80 78 74	74 70
K COST OF HOUSING G LACK OF HOUSING C LOCAL ROAD/STREET COND	75 71 59	76 71 59	75 69	75 69	75 69 64	198 75 70 64	72 70 64	FAV 97 78 76 55	UNFAV 52 71 49 68	75 73 79	INFO 110 66 68 60	LAST 123 68 68 61	INFO 158 72 72 62	LAST 182 74 72 61	1 114 76 86 57	2+ 67 78 66 65	1 30 73 42 71	2+ 25 63 43 70	1+ 80 78 74 53	74 70 55
K COST OF HOUSING G LACK OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION	403 75 71 59 52	396 76 71 59 52	75 69 60 52	284 75 69 61 51	75 69 64 50	198 75 70 64 52	72 70 64 54	FAV 97 78 76 55 49	UNFAV 52 71 49 68 65	254 75 73 59 50	INFO 110 66 68 60 42	LAST 123 68 68 61 44	INFO 158 72 72 62 48	LAST 182 74 72 61 49	1 114 76 86 57 47	2+ 67 78 66 65 48	1 30 73 42 71 63	2+ 25 63 43 70 55	1+ 80 78 74 53 53	74 70 55 55
K COST OF HOUSING G LACK OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE	403 75 71 59 52 29	396 76 71 59 52 29	75 69 60 52 30	75 69 61 51 28	75 69 64 50 28	198 75 70 64 52 29	72 70 64 54 28	FAV 97 78 76 55 49	UNFAV 52 71 49 68 65 50	75 73 59 50 28	INFO 110 66 68 60 42 27	LAST 123 68 68 61 44 26	1NFO 158 72 72 62 48 27	TAST 182 74 72 61 49 27	1 114 76 86 57 47 20	2+ 67 78 66 65 48 23	1 30 73 42 71 63 42	2+ 25 63 43 70 55 47	1+ 80 78 74 53 53 27	74 70 55 55 35
K COST OF HOUSING G LACK OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE I LOSS OF FARMLAND	403 75 71 59 52 29 27	396 76 71 59 52 29 27	75 69 60 52 30 27	75 69 61 51 28 27	75 69 64 50 28 28	198 75 70 64 52 29 30	72 70 64 54 28 32	FAV 97 78 76 55 49 19 42	UNFAV 52 71 49 68 65 50 41	75 73 59 50 28	INFO 110 66 68 60 42 27 17	LAST 123 68 68 61 44 26 19	1NFO 158 72 72 62 48 27 20	TAST 182 74 72 61 49 27 20	1 114 76 86 57 47 20 27	2+ 67 78 66 65 48 23 37	1 30 73 42 71 63 42 30	2+ 25 63 43 70 55 47 37	1+ 80 78 74 53 53 27 17	74 70 55 55 35 24
K COST OF HOUSING G LACK OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE I LOSS OF FARMLAND E AMT OF LOCAL TAXES	403 75 71 59 52 29 27 25	396 76 71 59 52 29 27 25	75 69 60 52 30 27 24	75 69 61 51 28 27 23	75 69 64 50 28 28 23	198 75 70 64 52 29 30 20	72 70 64 54 28 32 21	FAV 97 78 76 55 49 19 42 13	UNFAV 52 71 49 68 65 50 41 45	75 73 59 50 28 19 26	INFO 110 66 68 60 42 27 17 25	LAST 123 68 68 61 44 26 19 26	TNFO 158 72 72 62 48 27 20 27	LAST 182 74 72 61 49 27 20 26	1 114 76 86 57 47 20 27 19	2+ 67 78 66 65 48 23 37 18	1 30 73 42 71 63 42 30 38	2+ 25 63 43 70 55 47 37 58	1+ 80 78 74 53 53 27 17 27	74 70 55 55 35 24 23
K COST OF HOUSING G LACK OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE I LOSS OF FARMLAND E AMT OF LOCAL TAXES A JOBS AND ECONOMY	403 75 71 59 52 29 27 25 22	396 76 71 59 52 29 27 25 23	75 69 60 52 30 27 24	75 69 61 51 28 27 23 23	75 69 64 50 28 28 23 23	198 75 70 64 52 29 30 20 24	72 70 64 54 28 32 21	FAV 97 78 76 55 49 19 42 13 29	UNFAV 52 71 49 68 65 50 41 45 24	75 73 59 50 28 19 26 20	INFO 110 66 68 60 42 27 17 25 22	LAST 123 68 68 61 44 26 19 26 22	TNFO 158 72 72 62 48 27 20 27 20	TAST 182 74 72 61 49 27 20 26 22	1 114 76 86 57 47 20 27 19	2+ 67 78 66 65 48 23 37 18	1 30 73 42 71 63 42 30 38 25	2+ 25 63 43 70 55 47 37 58 28	1+ 80 78 74 53 53 27 17 27 26	74 70 55 55 35 24 23
K COST OF HOUSING G LACK OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE I LOSS OF FARMLAND E AMT OF LOCAL TAXES A JOBS AND ECONOMY D LOSS OF OPEN SPACE	403 75 71 59 52 29 27 25 22	396 76 71 59 52 29 27 25 23 23	342 75 69 60 52 30 27 24 22	75 69 61 51 28 27 23 23	75 69 64 50 28 28 23 23	198 75 70 64 52 29 30 20 24 24	72 70 64 54 28 32 21 23 26	FAV 97 78 76 55 49 19 42 13 29 34	UNFAV 52 71 49 68 65 50 41 45 24 16	75 73 59 50 28 19 26 20	INFO 110 66 68 60 42 27 17 25 22 18	LAST 123 68 68 61 44 26 19 26 22 18	TNFO 158 72 72 62 48 27 20 27 20 21	TAST 182 74 72 61 49 27 20 26 22 21	1 114 76 86 57 47 20 27 19 27 35	2+ 67 78 66 65 48 23 37 18 18 21	1 30 73 42 71 63 42 30 38 25 13	2+ 25 63 43 70 55 47 37 58 28 19	1+ 80 78 74 53 53 27 17 27 26 12	74 70 55 55 35 24 23 15 20
K COST OF HOUSING G LACK OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE I LOSS OF FARMLAND E AMT OF LOCAL TAXES A JOBS AND ECONOMY D LOSS OF OPEN SPACE O WATER POLLUTION	403 75 71 59 52 29 27 25 22 22	396 76 71 59 52 29 27 25 23 23 23	75 69 60 52 30 27 24 22 22	75 69 61 51 28 27 23 23 23	75 69 64 50 28 28 23 23 24	198 75 70 64 52 29 30 20 24 24	72 70 64 54 28 32 21 23 26	FAV 97 78 76 55 49 19 42 213 29 34 22	UNFAV 52 52 71 49 68 65 50 41 45 24 16	75 73 59 50 28 19 26 20 19	INFO 110 666 68 60 42 27 17 25 22 18 21	LAST 123 68 68 61 44 26 19 26 22 18 20	TNFO 158 72 72 62 48 27 20 27 20 21 22	TAST 182 74 72 61 49 27 20 26 22 21 20	1 114 76 86 57 47 20 27 19 27 35 22	2+ 67 78 66 65 48 23 37 18 18 21 24	1 30 73 42 71 63 42 30 38 25 13 18	2+ 25 63 43 70 55 47 37 58 28 19 6	1+ 80 78 74 53 53 27 17 27 26 12 29	74 70 55 55 35 24 23 15 20
K COST OF HOUSING G LACK OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE I LOSS OF FARMLAND E AMT OF LOCAL TAXES A JOBS AND ECONOMY D LOSS OF OPEN SPACE O WATER POLLUTION F OVERCROWDING IN COUNTY	403 75 71 59 52 29 27 25 22 22 22	396 76 71 59 52 29 27 25 23 23 21 21	342 75 69 60 52 30 27 24 22 22 20	75 69 61 51 28 27 23 23 23 18 18	75 69 64 50 28 28 23 23 24 18	75 70 64 52 29 30 20 24 24 16	72 70 64 54 28 32 21 23 26 14	FAV 97 78 76 55 49 19 42 13 29 34 22 18	UNFAV 52 71 49 68 65 50 41 45 24 126	75 73 59 50 28 19 26 20 19 22 20	INFO 110 666 688 600 42 27 17 25 22 188 21 24	LAST 123 68 68 61 44 26 19 26 22 18 20 25	INFO 158 72 72 62 48 27 20 27 20 21	TAST 182 74 72 61 49 27 20 26 22 21 20 22 21	1 114 76 86 57 47 20 27 19 27 35 22 24	2+ 67 78 66 65 48 23 37 18 18 21 24	1 30 73 42 71 63 42 30 38 25 13 18 34	2+ 25 63 43 70 55 47 37 58 28 19 6	1+ 80 78 74 53 53 27 17 27 26 12 29 17	74 70 55 55 35 24 23 15 20 19
K COST OF HOUSING G LACK OF HOUSING C LOCAL ROAD/STREET COND J TRAFFIC & CONGESTION H GOVT INEFFICIENCY/WASTE I LOSS OF FARMLAND E AMT OF LOCAL TAXES A JOBS AND ECONOMY D LOSS OF OPEN SPACE O WATER POLLUTION F OVERCROWDING IN COUNTY B QUALITY OF PUB SCHOOLS	403 75 71 59 52 29 27 25 22 22 22 20 20	396 76 71 59 52 29 27 25 23 23 21 21	75 69 60 52 30 27 24 22 22 20 19	75 69 61 51 28 27 23 23 23 23 18 18	75 69 64 50 28 28 23 23 24 18 18	198 75 70 64 52 29 30 20 24 24 16 17	72 70 64 54 28 32 21 23 26 14 16	FAV 97 78 76 55 49 19 42 13 29 34 22 18 17	UNFAV 52 71 49 68 65 50 411 45 24 16 21 26 23	75 73 59 50 28 19 26 20 19 22 20	INFO 110 666 688 600 42 27 17 25 22 188 21 24 29	LAST 123 68 68 61 44 26 19 26 22 18 20 25 27	INFO 158 72 72 62 48 27 20 27 20 21 22 21	TAST 182 74 72 61 49 27 20 26 22 21 20 22 24	1 114 76 86 57 47 20 27 19 27 35 22 24	2+ 67 78 66 65 48 23 37 18 18 21 24 17	1 30 73 42 71 63 42 30 38 25 13 18 34 15	2+ 25 63 43 70 55 47 37 58 28 19 6 19 59	1+ 80 78 74 53 53 27 17 27 26 12 29 17 23	74 70 55 55 35 24 23 15 20 19 17

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

		Q CELL	A PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL:	ITY AF	rer inf	0		
To	otal	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG	SMWT FAV	SMWT	STRNG	TOTAL	TOTAL	CR/ NHO	STRNG	SMWT FAV		STRNG	TOTAL	TOTAL	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	SCAPOS:	D FAVOF	RABILIT	Y AFTEI	R MESSA	GING	~	SONOMA			Q14 C	г номе			Q15 EDU	JCATION	I			
		STRNG	SMWT	SMMT	STRNG	т∩тат.	тотат.	CR/		SEV/		ALNVR				SOME	COLL	POST	NON			
To	otal	FAV	FAV		UNFAV	FAV	UNFAV		1+/WK			NEVER	YES	NO	LESS	COLL	GRAD	GRAD		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		
		~	ETHNIC			Q17 I	NCOME		GEN	DER						A(GE 					
To	otal	LATNO	WHITE	NON- WHITE	\$0- \$60K		\$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

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

		GENDER	BY AGE		P.	ARTY RE	G.			PARTY	BY AGE				P	ARTY BY	GENDE	₹	
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
		PARI	ENTS		PERMA	ANENT INTEE			CI	TY			В	SOARD C	F SUPE	RVISORS			
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		
							CO	NSISTEN	ICY	POSI	TIVE	INTEN	ISITY						
	F	LAGS ((P/G12,	P/G14,	P/G16	5)		TARGETS	3	MOV	ERS	MOV	ERS		HOUS	SEHOLD	PARTY I	YPE	
							CN ST				FIRST	AFTER		DEM	DEM	REP	REP	IND	
Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	FAV	UNFAV	SWING	INFO	LAST	INFO	LAST	1	2+	1	2+	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

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

		Q CELL			Q1 MA DIRE			Q2A IN	ITIAL S			ABILITY		Q 		OSD FAV	ORABIL	ITY AF	rer inf	'O		
	otal	YES	TOTAL NO	RIGHT	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV		STRNG UNFAV	TOTAL FAV	TOTAL	CR/ NHO	STRNG FAV	SMWT FAV		STRNG	TOTAL FAV		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		
													014 0	HLDRN								
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTER	R MESSA	GING	~	SONOMA		USE	<19 A	г номе			Q15 EDT	JCATION	1			
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/		ALNVR			HS OR	SOME	COLL	POST	NON			
	otal	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV		1+/WK			NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						A	GE					
				NON-	\$0-		\$90K-	\$120K														
To	otal	LATNO	WHITE	WHITE	\$60K	\$90K	\$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		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

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

		GENDER	BY AGE]	P.	ARTY RE	iG			PARTY	BY AGE				P	ARTY BY	GENDE	₹.	
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 B CREATE OUTDOOR REC OPP 80	87 76	82 80	88 86	79 79	85 83	88 84	72 68	90 87	82 81	89 84	88 85	75 57	70 72	87 82	84 84	87 85	90 84	76 63	68 73
E OPP TO LEARN ABT NATURE 75	81	68	78	75	74	83	68	75	74		77	80	63	73	75	78	89	72	64
D COMMUNICATE W/ COMMUNITY 64	74	54	72	62	66	65	60	73	62		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		62	54	45	68	67	65	65	46	50
					PERM	ANENT													
		PAR	ENTS		ABSE	NTEE			CI	TY			E	OARD C	F SUPE	RVISORS	;		
Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5		
		106		205					261				177	1.60	145	1.61	152		
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		
	F	LAGS	(P/G12,	P/G14,	P/G16	5)		NSISTEN TARGETS			TIVE VERS	INTEN MOV			HOUS	SEHOLD	PARTY I	YPE	
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		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

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

A PROTECT AG/NAT RESOURCES

	(Qi CELL 1		SONOM	Q1 IA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVORA	ABILITY		Q 	5 SCAP	OSD FAV	ORABIL	ITY AF	rer inf	0		
Tota		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		DK/NA		
	03	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20		
D COMMUNICATE W/ COMMUNITY 2	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 1	19	18	19	14	32	16	13	14	66	68	13	67	19	9	20	60	73	14	66	17		
	10	12	9	9	15	12	3	9	41	18	6	36	15	6	11	28	56	8	38	16		
	10	10	10		13	11	4	9	25	74	7		8	4	10	27	66	6	44	9		
	8	6	9	5	15	13	4	5	32	65	4	44	8	3	8	20	61	5	36	13		
II INOIDOI NO, INII NEBOONOED	Ü	ŭ				13	-		32	0.5	-		Ü		· ·	20			50			
													014	HLDRN								
		Q11	SCAPOSI	D FAVOR	ABILIT	Y AFTER	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	T HOME			Q15 EDI	JCATION	1			
	S'	TRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON			
Tota	al :	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	COLL	COLL+		
Base 80	03	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430		
D COMMUNICATE W/ COMMUNITY 2	23	16	30	66	63	21	64	20	25	24	24	17	30	21	23	21	26	24	22	25		
	19	11	21	82	70	15	78	25	1.4	16	20	31	22	17	21	21	17	14	21	16		
	10		15	57	32	9	43	0	11	9	11	12	10	11	7	11	9	16	9	12		
	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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						A(GE					
		·		NON-	\$0-		\$90K-	\$120K	_					· -		-			· -			_
Tota	al L	ATNO	WHITE	WHITE	\$60K	\$90K	\$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 80	03	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 2	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 1	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 1	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

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

		GENDER	BY AGE		P.	ARTY RE	G.			PARTY	BY AGE				P	ARTY BY	GENDE	₹	
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				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
		PARI	ENTS			ANENT INTEE			CI	TY			В	SOARD C	F SUPE	RVISORS			
Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	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			25	9	19	17	16	21	20	18		
E OPP TO LEARN ABT NATURE 10	7		11	10	10	12	7			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		9	6	12	7	15	6	5	9	9	7	9	8	5	12		
	F	LAGS	(P/G12,	P/G14,	, P/G16	5)		NSISTEN TARGETS			TIVE	INTEN MOV			HOUS	SEHOLD :	PARTY T	YPE	
Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV		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		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

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

		Q CELL		SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	BILITY		Q	5 SCAP	OSD FAV	ORABIL:	ITY AF	rer inf	0		
	rotal	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK		STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV		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 OUAL/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		34	41	17	26	47	26	13	19	38		21		
A MAINTAIN RURAL CHARACTER	33	32	34	35	32	26	44	34	10	25	39	16	23	44	23	12	23	36		11		
G PARTNER WITH LOCAL ORGS	31	36	28	33	30	24	43	30	11	0	37	9	24	46	14	5	8	33		35		
G PARTINER WITH LOCAL GROS	31	50	20	33	50	21	13	30		O	37		21	10	1.1	3	0	33	O	33		
		Q11	SCAPOS	D FAVOF	ABILIT	AFTEF	R MESSA	GING	~		TRAIL		~	HLDRN F HOME			Q15 EDU	JCATION	1			
			~					~~ ′														
		STRNG	SMWT	SMWT	STRNG			CR/		SEV/	SEV/				HS OR		COLL	POST	NON			
	Гotal	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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 OUAL/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		53		
D PROVIDING LAND FOR PARKS	40	55	25	9	0	43	6	18	49	46	28	23	44	39	23	39	48	43		46		
E PRESERVE WILDLIFE HABITAT	38	47	25	42	19	38	29	47	46	36	38	18	41	36	42	39	37	33		35		
B SUPP ECON OF FARMS	35	45	26	9	0	37	6	22	43	32	38	25	35	36	30	32	37	43		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	ETHNIC	CITY		Q17 I			GEN								GE					
				NON-	\$0-	\$60K-	\$90K-			-						- -						
	rotal	LATNO	พนากะ		\$60K	\$90K-	\$120K	+	MEN	WOMEN	18-29	30-39	40-49	50-54	55_50	60-64	65_74	75+	18-49	50+	50-64	65+
		LAINO	MHIIF	WHIIE	SOUK	SOUV	ŞIZUK	+	MEN	WOMEN	10-29	30-39	40-49	50-54	55-59	00-04	05-74	/5+	10-49	50+	50-64	
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 OUAL/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		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
		33	33	34	36		34	33	30	37		31		35			36 37	29	33		34	33
A MAINTAIN RURAL CHARACTER	33 31	28	33	34	36 27	29 35	34	33	32	31	27 29	31 44	41 35	35	26 15	40 25	37	29	36	34 28	34 24	
G PARTNER WITH LOCAL ORGS	3 L	∠8	32	32	21	35	35	30	32	5 L	29	44	35	54	15	∠5	35	∠8	36	∠8	∠4	32

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

			GENDER	BY AGE	:		ARTY RI					BY AGE					ARTY BY	GENDE	₹.	
	Total		MEN 50+	WOMEN 18-49		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	7 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	2.2	24	27	23
			D.4.D.	DATE:			ANENT			Q.T.	m.			-	0.7.7.7.0	n ampri	DIII	,		
				ENTS 		ABSE	NIEE				TY 				OARD O	F SUPE	RVISORS			
				MEN	WOMEN			PETAL	RHONT	SANTA	WIND									
	Total	DADS	MOMS	NOKDS	NOKDS	YES	NO	UMA	PARK	ROSA	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	7 51	55	58	51	48	51	51	56	45	48	48	60	53	51	52	47	57	47		
C PROTECTING NATURAL BEAUTY		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		
								CO	NSISTEN	ICY	POSI	TIVE	INTEN	ISITY						
		F:	LAGS	(P/G12,	P/G14,	P/G16	;) 		TARGETS		MOV	ERS	MOV	ERS		HOUS	SEHOLD	PARTY T	YPE	
											AFTER	FIRST	AFTER		DEM	DEM	REP	REP	IND	
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	FAV	UNFAV	SWING	INFO	LAST	INFO	LAST	1	2+	1	2+	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 OUAL/SUPPLY	7 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	49	49	48	49	47	71	19	44	40		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	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

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

		Q. CELL		SONOM	Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVORA	BILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AF	rer inf	0		
	rotal	YES	TOTAL NO	RIGHT DIREC			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			
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		
		011	car doc	D FAVOR	יים דד דת ג		MECCA	CINC	012	CONOMA	TRAIL	HCE	~	HLDRN I HOME			Q15 EDU	ICATE ON	т			
		Q11	SCAFOS	D PAVON				JING			INAIL		~19 A.				Q13 EDC	CALLOR				
		STRNG	SMWT	SMWT	STRNG	TOTAL.	TOTAL	CR/		SEV/		ALNVR			HS OR	SOME	COLL	POST	NON			
2	Total	FAV	FAV	UNFAV	UNFAV	FAV		- ,	1+/WK			NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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		53	90	67	79	90	88	92	84	91	89	91	86	93	86	88	90		
C PROTECTING NATURAL BEAUTY	79	94	70		44	84	19	38	88	82	79	55	77	80	65	78	83	86	72	84		
E PRESERVE WILDLIFE HABITAT	78	90	63		31	79	44	79	83	77	76	66	75	78	83	74	79	76		78		
D PROVIDING LAND FOR PARKS	72	89	58		17	76	25	39	84	76	67	47	74	72	59	71	77	78		77		
G PARTNER WITH LOCAL ORGS	70	87	49		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	ETHNIC	CITY		Q17 I			GEN							A(3E					
				NON-	\$0-	\$60K-	\$90K-			_												
ч	[ot.a]	LATNO	WHITE		\$60K	\$90K	\$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		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		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		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

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

		GENDER	BY AGE		P.	ARTY RI	EG			PARTY	BY AGE				P.	ARTY B	Y GENDE	R	
Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	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
		וסגם	ENTS		PERMA ABSE	ANENT			СТ	TY			τ.	ט מפגטפ	F SUPE	D77T C/D			
			MEN	WOMEN				RHONT									_		
Total	DADS	MOMS	NOKDS	NOKDS	YES	NO 	UMA	PARK	ROSA	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		
	F	LAGS	(P/G12,	P/G14,	, P/G16	;)		NSISTEN TARGETS		POSI MOV	TIVE ERS	INTEN MOV			HOUS	SEHOLD	PARTY I	YPE	
•							CN ST				FIRST	AFTER		DEM	DEM	REP	REP	IND	
Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	FAV	UNFAV	SWING	INFO	LAST	INFO	LAST	1	2+	1	2+	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

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

	CELL	QA PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AFT	TER INF	0
Total	YES		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	33	39	52	32	0	28	42	14	34	52	28	9	13	42	11	10
I BAYER FARM 31	30		34	25	27	42	28	20	19	35	20	24	43	16	15	10	32	13	43
E TIERRA VEGETABLES 30	28		28	35	32	41	28	6	23	35	14	23	38	22	24	13	31	19	27
L MAYACAMAS PRESERVE 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				25	29	40	26	20	0	33	15	24	41	16	26	0	31	17	33
F VALLEY FORD CHEESE & CREAM 28			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
												014 a	III DDM						
	Q11	SCAPOS	D FAVOR	ABILIT:	Y AFTEF	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C <19 AT				Q15 EDU	CATION		
								~				~							
Total	STRNG		D FAVOR		Y AFTEF TOTAL FAV	TOTAL	GING CR/ DK/NA		 SEV/		USE ALNVR NEVER	~		HS OR		Q15 EDU COLL GRAD	CATION POST GRAD	NON COLL	COLL+
	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	<19 AT	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	COLL	
Total Base 403	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG	TOTAL FAV	TOTAL UNFAV	CR/		SEV/ MONTH	SEV/ YEAR	ALNVR	<19 AT	HOME 	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	COLL	COLL+ 221
	STRNG FAV	SMWT FAV 153	SMWT UNFAV 12	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	<19 AT	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	COLL	
Base 403	STRNG FAV 224	SMWT FAV 153	SMWT UNFAV 12	STRNG UNFAV 9	TOTAL FAV 377	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 62	YES	NO 296	HS OR LESS 71	SOME COLL 115	COLL GRAD 	POST GRAD 91	COLL 180 48 43	221
Base 403 K COOLEY RANCH 48	STRNG FAV 224 59	SMWT FAV 153 34 35	SMWT UNFAV 12	STRNG UNFAV 9	TOTAL FAV 377	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 62	<19 AT	NO 296	HS OR LESS 71	SOME COLL 115	COLL GRAD 130	POST GRAD 91	COLL 180 48	221 48
Base 403 K COOLEY RANCH 48 B WILLOW CREEK 46	STRNG FAV 224	SMWT FAV 153 34 35 30	SMWT UNFAV 12 17 12 26 9	STRNG UNFAV 9 35 14	TOTAL FAV 377 49 48	TOTAL UNFAV 18 28 13	CR/ DK/NA 15 42 25	1+/WK 129 55 56	SEV/ MONTH 125 43 50	SEV/ YEAR 91 53 34	ALNVR NEVER 62 32 31	YES 101 56 54	NO 296 46 43	HS OR LESS 71 52 34 48 38	SOME COLL 115 46 50	COLL GRAD 130 49 50 40 43	POST GRAD 91 47 45	COLL 180 48 43 45 40	221 48 48
Base 403 K COOLEY RANCH 48 B WILLOW CREEK 46 H LAGUNA DE SANTA ROSA 44	59 57 57 59 57	SMWT FAV 153 34 35 30 28	SMWT UNFAV 12 17 12 26	STRNG UNFAV 9 35 14 19	TOTAL FAV 377 49 48 45	TOTAL UNFAV 18 28 13 22	CR/ DK/NA 15 42 25 22	1+/WK 129 55 56 46	SEV/ MONTH 125 43 50 43	SEV/ YEAR 91 53 34 47	ALNVR NEVER 62 32 31 33	YES 101 56 54 47	NO 296 46 43 43	HS OR LESS 71 52 34 48	SOME COLL 115 46 50 43	COLL GRAD 130 49 50 40	POST GRAD 91 47 45 50	COLL 180 48 43 45	221 48 48 44
Base 403 K COOLEY RANCH 48 B WILLOW CREEK 46 H LAGUNA DE SANTA ROSA 44 J COASTAL RANCHES 43	59 56 56 56	SMWT FAV 153 34 35 30 28 28	SMWT UNFAV 12 17 12 26 9	STRNG UNFAV 9 35 14 19 9	TOTAL FAV 377 49 48 45 44	TOTAL UNFAV 18 28 13 22 9	CR/ DK/NA 15 42 25 22 35	1+/WK 129 55 56 46 45	SEV/ MONTH 125 43 50 43 43	SEV/ YEAR 91 53 34 47 43	ALNVR NEVER 62 32 31 33 31	YES 101 56 54 47 44	NO 296 46 43 43 42	HS OR LESS 71 52 34 48 38	SOME COLL 115 46 50 43 41	COLL GRAD 130 49 50 40 43	POST GRAD 91 47 45 50 48	COLL 180 48 43 45 40	221 48 48 44 45
Base 403 K COOLEY RANCH 48 B WILLOW CREEK 46 H LAGUNA DE SANTA ROSA 44 J COASTAL RANCHES 43 C TAYLOR MTN REGIONAL PARK 38	59 57 56 56	SMWT FAV 153 34 35 30 28 28 29 16	SMWT UNFAV 12 17 12 26 9 12 0	STRNG UNFAV 9 35 14 19 9	TOTAL FAV 377 49 48 45 44 40 41 32	TOTAL UNFAV 18 28 13 22 9	CR/ DK/NA 15 42 25 22 35 18 6 25	1+/WK 129 55 56 46 45 50	SEV/ MONTH 125 43 50 43 43 42 39 32	SEV/ YEAR 91 53 34 47 43 29 31 28	ALNVR NEVER 62 32 31 33 31 19 25 22	YES	NO 296 46 43 43 42 34 37 31	HS OR LESS 71 52 34 48 38 35	SOME COLL 115 46 50 43 41 31 40 31	COLL GRAD 130 49 50 40 43 47	POST GRAD 91 47 45 50 48 37 33 34	COLL 180 48 43 45 40 33	221 48 48 44 45 43 40 32
Base 403 K COOLEY RANCH 48 B WILLOW CREEK 46 H LAGUNA DE SANTA ROSA 44 J COASTAL RANCHES 43 C TAYLOR MTN REGIONAL PARK 38 A KASHIA COASTAL PRESERVE 38 I BAYER FARM 31 E TIERRA VEGETABLES 30	59 57 57 59 57 56 56 56 49 50 42	SMWT FAV 153 34 35 30 28 28 29 16 20	SMWT UNFAV 12 17 12 26 9 12 0 17	STRNG UNFAV 9 35 14 19 9 14 0 16	TOTAL FAV 377 49 48 45 44 40 41 32 33	TOTAL UNFAV 18 28 13 22 9 13 0 16 0	CR/DK/NA 15 42 25 22 35 18 6 25 6	1+/WK 129 55 56 46 45 50 49 35 36	SEV/ MONTH 125 43 50 43 43 42 39 32 29	SEV/ YEAR 91 53 34 477 43 29 31 28 24	ALNVR NEVER 	YES	NO 296 46 43 43 42 34 37 31 28	HS OR LESS 71 52 34 48 38 35 32 31 34	SOME COLL 115 46 50 43 41 31 40 31 26	COLL GRAD 130 49 50 40 43 47 45 31 33	POST GRAD 91 47 45 50 48 37 33 34 29	COLL 180 48 43 45 40 33 37 31 29	221 48 48 44 45 43 40 32 31
Base 403 K COOLEY RANCH 48 B WILLOW CREEK 46 H LAGUNA DE SANTA ROSA 44 J COASTAL RANCHES 43 C TAYLOR MTN REGIONAL PARK 38 A KASHIA COASTAL PRESERVE 38 I BAYER FARM 31 E TIERRA VEGETABLES 30 L MAYACAMAS PRESERVE 30	57RNG FAV 224 59 57 56 56 49 50 42 41	SMWT FAV 153 34 35 30 28 28 29 29 10 17	SMWT UNFAV 12 17 12 26 9 12 0 0 17 0	STRNG UNFAV 9 35 14 19 9 14 0 16 0	TOTAL FAV 377 49 48 45 44 40 411 322 33 31	TOTAL UNFAV 18 28 13 22 9 13 0 16 0 11	CR/DK/NA 15 42 25 22 35 18 62 65 12	1+/WK 129 55 56 46 45 50 49 35 36 32	SEV/ MONTH 125 43 50 43 43 42 39 29 29	SEV/ YEAR 91 53 34 47 43 29 31 28 24 31	ALNVR NEVER 	YES 101 56 54 47 44 51 43 32 36 34	NO 296 46 43 43 42 34 37 31 28 28	HS OR LESS 71 52 34 48 38 35 32 31 34 35	SOME COLL	COLL GRAD 	POST GRAD 91 47 45 50 48 37 33 4 29 34	COLL 180 48 43 45 40 33 37 31 29 30	48 48 44 45 43 40 32 31 29
Base	57RNG FAV 224 59 57 56 56 49 50 42 41 40 40	SMWT FAV 153 34 35 30 28 29 16 20 17	SMWT UNFAV 12 17 12 26 9 12 0 17 0	STRNG UNFAV 9 35 14 19 9 14 0 16 0 19	TOTAL FAV 3777 49 48 45 44 40 411 32 33 31 30	TOTAL UNFAV 18 28 13 22 9 13 0 16 0 11 13	CR/DK/NA 15 42 25 22 35 18 6 25 6 12 22	1+/WK 129 55 56 46 45 50 49 35 36 32 39	SEV/ MONTH 125 43 50 43 43 42 39 32 29 29 26	SEV/ YEAR 91 53 34 47 43 29 31 28 24 31	ALNVR NEVER 	<19 AT YES 101 56 54 47 51 43 32 36 34 32	NO	HS OR LESS 71 52 34 48 38 35 32 311 34 35 27	SOME COLL	COLL GRAD 	POST GRAD 91 47 45 50 48 37 33 34 29 34 33	COLL 180 48 43 45 40 33 37 31 29 30 29	221 48 48 44 45 43 40 32 31 29 31
Base 403 K COOLEY RANCH 48 B WILLOW CREEK 46 H LAGUNA DE SANTA ROSA 44 J COASTAL RANCHES 43 C TAYLOR MTN REGIONAL PARK 38 A KASHIA COASTAL PRESERVE 38 I BAYER FARM 31 E TIERRA VEGETABLES 30 L MAYACAMAS PRESERVE 30	57RNG FAV 224 59 57 56 56 56 49 50 42 41 40 35	SMWT FAV 153 34 35 30 28 28 29 16 20 17 17	SMWT UNFAV 12 17 12 26 9 12 0 0 17 0	STRNG UNFAV 9 35 14 19 9 14 0 16 0	TOTAL FAV 377 49 48 45 44 40 411 322 33 31	TOTAL UNFAV 18 28 13 22 9 13 0 16 0 11	CR/DK/NA 15 42 25 22 35 18 62 65 12	1+/WK 129 55 56 46 45 50 49 35 36 32	SEV/ MONTH 125 43 50 43 43 42 39 29 29	SEV/ YEAR 91 53 34 47 43 29 31 28 24 31	ALNVR NEVER 	YES 101 56 54 47 44 51 43 32 36 34	NO 296 46 43 43 42 34 37 31 28 28	HS OR LESS 71 52 34 48 38 35 32 31 34 35	SOME COLL	COLL GRAD 	POST GRAD 91 47 45 50 48 37 33 4 29 34	COLL 180 48 43 45 40 33 37 31 29 30	48 48 44 45 43 40 32 31 29

D WINDSOR TOWN GREEN 27 32 20 27 31 29 27 23 30 29 29 25

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

		Q16	ETHNI	CITY		Q17 I	NCOME		GEN	IDER						AC	€E					
	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 & CREAN	1 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		P.	ARTY RE	lG			PARTY					Pi	ARTY B	Y GENDE	R 			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM		NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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		39	42	39	48	51	33	34	53	50	28		16	41	51	51		35		38		
C TAYLOR MTN REGIONAL PARK	43 38	39	26	48	46	43	37	26	46	42	41	39 31	31	24	34	51	32 34	39	29 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		23	30	39	31	35	25	22	37	33	23	26	32 11	27	31	38	24	26	15	29		
F VALLEY FORD CHEESE & CREAN		22	21	23	40	27	30	27	16	33	30	30	24	28	18	33	32	28	16	41		
r vallei ford cheese & crear	1 20	22	21	23	40	27	30	27	10	33	30	30	24	20	10	33	34	20	10	41		

25

31 19 23 33 31 22 20

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

			PARI	ENTS		PERMA ABSEI	TEE				TY			E	BOARD O	F SUPEI	RVISORS			
To	otal	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO			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		
					P/G14,				NSISTEN TARGETS		MOV		INTEN MOV	ERS		HOUS		PARTY I		
To	otal	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV		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		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					19	22	27	28	33	38	30	30	25	23
							5.2		2.0	2.4										
G PRINCE GTWY PARK/MEM GRNWY							32 28	48 47	20 20	24 25										
G PRINCE GTWY PARK/MEM GRNWY F VALLEY FORD CHEESE & CREAM	30 28	30 28	31 28	30 29	28 29	28 31	28 32	48 47 41	20 20 22	25 24	24 18	24 23	28 22	29 26	34 28	35 24	23 26	23 26	30 34	24 25

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

		A PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Ç	5 SCAP	OSD FAV	ORABIL	ITY AFT	TER INF	0
Total	YES	TOTAL NO	RIGHT	WRONG TRACK	DK/NA	STRNG	SMWT FAV	SMWT	STRNG	TOTAL FAV	TOTAL	CR/ NHO	STRNG FAV	SMWT FAV	SMWT	STRNG	TOTAL	TOTAL	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
												Q14 C	HLDRN						
	Q11	SCAPOS:	D FAVOR	RABILIT	Y AFTEF	R MESSA	GING	~	SONOMA		USE	Q14 C				Q15 EDU	JCATION		
								~				~						NON	
Total	STRNG	SCAPOS: SMWT FAV	D FAVOF SMWT UNFAV		Y AFTEF TOTAL FAV	R MESSA TOTAL UNFAV	CR/	~	SEV/		USE ALNVR NEVER	~		HS OR		Q15 EDU COLL GRAD	JCATION POST GRAD	NON COLL	COLL+
Total Base 403	STRNG FAV	SMWT	SMWT	STRNG UNFAV	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR NEVER	<19 A	r HOME	HS OR	SOME	COLL	POST		COLL+ 221
	STRNG FAV 224	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER 62	<19 A	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	COLL	
Base 403	STRNG FAV 224	SMWT FAV 153	SMWT UNFAV 12	STRNG UNFAV 9	TOTAL FAV 377	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 	YES	NO 296	HS OR LESS 71	SOME COLL 115	COLL GRAD 	POST GRAD 91	COLL 180	221
Base 403 K COOLEY RANCH 84	STRNG FAV 224	SMWT FAV 153	SMWT UNFAV 12	STRNG UNFAV 9	TOTAL FAV 377	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 62	YES 101	NO 296	HS OR LESS 71	SOME COLL 115	COLL GRAD 130	POST GRAD 91	COLL 180 86	221
Base 403 K COOLEY RANCH 84 H LAGUNA DE SANTA ROSA 83	STRNG FAV 224 93 94 93	SMWT FAV 153 76 72	SMWT UNFAV 12 44 58	STRNG UNFAV 9 59 35	TOTAL FAV 377 86 85	TOTAL UNFAV 18 53 45	CR/ DK/NA 15 64 64	1+/WK 129 86 86	SEV/ MONTH 125 87 87	SEV/ YEAR 91 86 80	ALNVR NEVER 62 67 71	YES 101 86 77	NO 296 84 85	HS OR LESS 71 87 81	SOME COLL 115 85 85	COLL GRAD 130 84 81	POST GRAD 91 83 86	COLL 180 86 83	221 84 83
Base 403 K COOLEY RANCH 84 H LAGUNA DE SANTA ROSA 83 B WILLOW CREEK 79	STRNG FAV 224 93 94 93 90	SMWT FAV 153 76 72 70	SMWT UNFAV 12 44 58 27	STRNG UNFAV 9 59 35 14	TOTAL FAV 377 86 85 83	TOTAL UNFAV 18 53 45 23	CR/ DK/NA 15 64 64 51	1+/WK 129 86 86 91	SEV/ MONTH 125 87 87 84	SEV/ YEAR 91 86 80 72	ALNVR NEVER 62 67 71 56	YES 101 86 77 77	NO 296 84 85 80	HS OR LESS 71 87 81 74	SOME COLL 115 85 85 76	COLL GRAD 130 84 81 84	POST GRAD 91 83 86 81	COLL 180 86 83 75	221 84 83 83
Base 403 K COOLEY RANCH 84 H LAGUNA DE SANTA ROSA 83 B WILLOW CREEK 79 J COASTAL RANCHES 79	STRNG FAV 224 93 94 93 90	SMWT FAV 153 76 72 70 67	SMWT UNFAV 12 44 58 27 58	STRNG UNFAV 9 59 35 14 31	TOTAL FAV 377 86 85 83 81	TOTAL UNFAV 18 53 45 23 43	CR/ DK/NA 15 64 64 51 55	1+/WK 129 86 86 91 81	SEV/ MONTH 125 87 87 84 81	SEV/ YEAR 91 86 80 72 81	ALNVR NEVER 62 67 71 56 62	YES 101 86 77 77 78	NO 296 84 85 80 78	HS OR LESS 71 87 81 74 78	SOME COLL 115 85 85 76 72	COLL GRAD 130 84 81 84 83	POST GRAD 91 83 86 81 81	COLL 180 86 83 75 74	221 84 83 83 82 75 69
Base 403 K COOLEY RANCH 84 H LAGUNA DE SANTA ROSA 83 B WILLOW CREEK 79 J COASTAL RANCHES 79 C TAYLOR MTN REGIONAL PARK 70	STRNG FAV 224 93 94 93 90 85 83	SMWT FAV 153 76 72 70 67 58	SMWT UNFAV 12 44 58 27 58 20	STRNG UNFAV 9 59 35 14 31	TOTAL FAV 377 86 85 83 81 74	TOTAL UNFAV 18 53 45 23 43 23	CR/ DK/NA 15 64 64 51 55 33	1+/WK 129 86 86 91 81 82	SEV/ MONTH 125 87 87 84 81	SEV/ YEAR 91 86 80 72 81 65	ALNVR NEVER 62 67 71 56 62 41	YES 101 86 77 78 78	NO 296 84 85 80 78 68	HS OR LESS 71 87 81 74 78 63	SOME COLL 115 85 85 76 72 66	COLL GRAD 130 84 81 84 83 77	POST GRAD 91 83 86 81 81 72	COLL 180 86 83 75 74 65	221 84 83 83 82 75 69 65
Base 403 K COOLEY RANCH 84 H LAGUNA DE SANTA ROSA 83 B WILLOW CREEK 79 J COASTAL RANCHES 79 C TAYLOR MIN REGIONAL PARK 70 A KASHIA COASTAL PRESERVE 68	STRNG FAV 224 93 94 93 90 85 83	SMWT FAV 153 76 72 70 67 58 59 47 47	SMWT UNFAV 12 44 58 27 58 20 8	STRNG UNFAV 9 59 35 14 31 31	TOTAL FAV 377 86 85 83 81 74 73	TOTAL UNFAV 18 53 45 23 43 23 11	CR/ DK/NA 15 64 64 51 55 33 33	1+/WK 129 86 86 91 81 82 80	SEV/ MONTH 125 87 87 84 81 77 75	SEV/ YEAR 91 86 80 72 81 65 61	ALNVR NEVER 62 67 71 56 62 41 42	YES 101 86 77 78 78 74	NO 296 84 85 80 78 68 67	HS OR LESS 71 87 81 74 78 63 69	SOME COLL 115 85 85 76 72 66 68	COLL GRAD 130 84 81 84 83 77 69	POST GRAD 91 83 86 81 81 72 70	COLL 180 86 83 75 74 65 68	221 84 83 83 82 75 69 65 64
Base 403 K COOLEY RANCH 84 H LAGUNA DE SANTA ROSA 83 B WILLOW CREEK 79 J COASTAL RANCHES 79 C TAYLOR MTN REGIONAL PARK 70 A KASHIA COASTAL PRESERVE 68 G PRINCE GTWY PARK/MEM GRNWY 66	STRNG FAV 224 93 94 93 90 85 83 82 79	SMWT FAV 153 76 72 70 67 58 59 47	SMWT UNFAV 12 44 58 27 58 20 8 74	STRNG UNFAV 9 59 35 14 31 31 17	TOTAL FAV 377 86 85 83 81 74 73 68	TOTAL UNFAV 18 53 45 23 43 23 11 37	CR/ DK/NA 15 64 64 51 55 33 33 44	1+/WK 129 86 86 91 81 82 80 71	SEV/ MONTH 125 87 87 84 81 77 75 68	SEV/ YEAR 91 86 80 72 81 65 61 66	ALNVR NEVER 62 67 71 56 62 41 42 46	YES 101 866 77 78 78 74 70	NO 296 84 85 80 78 68 67 65	HS OR LESS 71 87 81 74 78 63 69 69	SOME COLL 115 85 85 76 72 66 68 67	COLL GRAD 130 84 81 84 83 77 69 64	POST GRAD 91 83 86 81 81 72 70 65	COLL 180 86 83 75 74 65 68	221 84 83 83 82 75 69 65 64 63
Base 403 K COOLEY RANCH 84 H LAGUNA DE SANTA ROSA 83 B WILLOW CREEK 79 J COASTAL RANCHES 79 C TAYLOR MTN REGIONAL PARK 70 A KASHIA COASTAL PRESERVE 68 G PRINCE GTWY PARK/MEM GRNWY 66 L MAYACAMAS PRESERVE 66 E TIERRA VEGETABLES 65 I BAYER FARM 64	STRNG FAV 224 93 94 93 90 85 83 82 79 78	SMWT FAV 153 76 72 70 67 58 59 47 47 55	SMWT UNFAV 12 44 58 27 58 20 8 74 61 19	STRNG UNFAV 9 59 35 14 31 17 9 47 0 26	TOTAL FAV 3777 866 85 83 81 74 73 68 66 69 65	TOTAL UNFAV 18 53 45 23 43 23 11 37 53 36 36	CR/DK/NA 15 64 64 51 55 33 33 44 68 32 50	1+/WK 129 86 86 91 81 82 80 71 67 74	SEV/ MONTH 125 87 87 84 81 77 75 68 68 65 67	SEV/ YEAR 91 866 80 72 81 65 61 666 69 62 56	ALNVR NEVER 	YES 101 866 77 78 88 74 70 68	NO 296 84 85 80 78 68 67 65 64 63 66	HS OR LESS 71 87 81 74 78 63 69 69 74 79 70	SOME COLL	COLL GRAD 	POST GRAD 91 83 86 81 81 72 70 65 67 61 67	COLL 180 86 83 75 74 655 68 68 67 67	221 84 83 83 82 75 69 65 64 63
Base 403 K COOLEY RANCH 84 H LAGUNA DE SANTA ROSA 83 B WILLOW CREEK 79 J COASTAL RANCHES 79 C TAYLOR MTN REGIONAL PARK 70 A KASHIA COASTAL PRESERVE 68 G PRINCE GTWY PARK/MEM GRNWY 66 L MAYACAMAS PRESERVE 665 E TIERRA VEGETABLES 65	STRNG FAV 224 93 94 93 90 85 83 82 79 78	SMWT FAV 153 76 72 70 67 58 59 47 47 55	SMWT UNFAV 12 44 58 27 58 20 8 74 61 19	STRNG UNFAV 9 59 35 14 31 31 17 9 47	TOTAL FAV 377 86 85 83 81 74 73 68 66 69	TOTAL UNFAV 18 53 45 23 43 23 11 37 53 13	CR/DK/NA 15 64 64 51 55 33 33 44 68 32	1+/WK 129 86 86 91 81 82 80 71 67 74	SEV/ MONTH 125 87 87 84 81 77 75 68 68 68	SEV/ YEAR 91 86 80 72 81 65 61 66 69 62	ALNVR NEVER 	YES 101 86 77 77 78 78 74 70 68 70	NO 296 84 85 80 78 68 67 65 64 63	HS OR LESS 71 87 81 74 78 63 69 74 79	SOME COLL	COLL GRAD 	POST GRAD 91 83 86 81 81 72 70 65 67 61	COLL 180 86 83 75 74 65 68 68 67	221 84 83 83 82 75 69 65 64 63

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

		Q16	ETHNI	CITY		Q17 I	NCOME		GEN	IDER						AC	GE.					
	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	Y 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 & CREAN	4 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		P	ARTY RE	lG			PARTY	BY AGE				P	ARTY B	Y GENDE	:R			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		
Base	403	98	112		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	Y 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

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

			ENTS		PERMA ABSEN	TEE			CI	TY			E	BOARD O	F SUPEF	RVISORS			
Total	DADS	MOMS	MEN	WOMEN NOKDS	YES	NO		RHONT PARK		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		
	T.	T.ACS I	D/G12	D/G14	D/G16	١		NSISTEN			TIVE	INTEN			HOIIG	FHOLD I	מסערע ת	VDF	
	F	LAGS (P/G12,	P/G14,	P/G16)		NSISTEN TARGETS		POSI MOV		INTEN MOV			HOUS	EHOLD 1	PARTY T	'YPE	
	F	LAGS (P/G12,	P/G14,	P/G16)		TARGETS		MOV	ERS	MOV	ERS	 DEM					
Total		LAGS (3+/6	P/G14,	P/G16;) 6/6		TARGETS		MOV	ERS		ERS	 DEM 1	HOUS DEM 2+	EHOLD 1	PARTY T REP 2+	YPE IND 1+	MIX
	1+/6		3+/6		5+/6	6/6 	CN ST FAV	TARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP	IND	
Total Base 403	1+/6						CN ST	TARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND	MIX 94
	1+/6 396	2+/6	3+/6	4+/6	5+/6	6/6 	CN ST FAV	TARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
Base 403	1+/6 396	2+/6 342	3+/6 284	4+/6 244	5+/6 198	6/6 142	CN ST FAV	TARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 110	ERS FIRST LAST 123	MOV AFTER INFO 158	ERS FIRST LAST 182	1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 80	94
Base 403 K COOLEY RANCH 84	1+/6 396 84 84	2+/6 342 83	3+/6 284 81	4+/6 244 80	5+/6 198 82	6/6 142 81	CN ST FAV 97	TARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOV AFTER INFO 158	ERS FIRST LAST 182	1 114 88	DEM 2+ 67	REP 1 30	REP 2+ 25	IND 1+ 80	94 78
Base 403 K COOLEY RANCH 84 H LAGUNA DE SANTA ROSA 83	1+/6 396 84 84 80	2+/6 342 83 83	3+/6 284 81 83	4+/6 244 80 84	5+/6 198 82 83	6/6 142 81 83	CN ST FAV 97 95 98	TARGETS EVER UNFAV 52 59 52	SWING 254 85 83	MOV AFTER INFO 110 88 84	FIRST LAST 123 86 79	MOV AFTER INFO 158 89 87	FIRST LAST 182 87 82	1 114 88 89	DEM 2+ 67 87 92	REP 1 30 78 77	REP 2+ 25 79 68	IND 1+ 80 89 86	78 73
Base 403 K COOLEY RANCH 84 H LAGUNA DE SANTA ROSA 83 B WILLOW CREEK 79	1+/6 396 84 84 80 79	2+/6 342 83 83 80	3+/6 284 81 83 78	4+/6 244 80 84 79	5+/6 198 82 83 77	6/6 142 81 83 78	CN ST FAV 97 95 98 96	EVER UNFAV 52 59 52 39	SWING 254 85 83 81	MOV AFTER INFO 110 88 84 78	FIRST LAST 123 86 79 77	MOV AFTER INFO 158 89 87 82	FIRST LAST 182 87 82 78	1 114 88 89 85	DEM 2+ 67 87 92 88	REP 1 30 78 77 61	REP 2+ 25 79 68 50	IND 1+ 80 89 86 88	78 73
Base 403 K COOLEY RANCH 84 H LAGUNA DE SANTA ROSA 83 B WILLOW CREEK 79 J COASTAL RANCHES 79	1+/6 396 84 84 80 79 70	2+/6 342 83 83 80 80	3+/6 284 81 83 78 80	4+/6 244 80 84 79 81	5+/6 198 82 83 77 79	6/6 142 81 83 78 81	CN ST FAV 97 95 98 96 94	EVER UNFAV 52 59 52 39 58	SWING 254 85 83 81 77	MOV AFTER INFO 110 88 84 78 76	FIRST LAST 123 86 79 77 75	MOV AFTER INFO 158 89 87 82 77	FIRST LAST 182 87 82 78 78	1 114 88 89 85 83	DEM 2+ 67 87 92 88 88	REP 1 30 78 77 61 73	REP 2+ 25 79 68 50 61	IND 1+ 80 89 86 88 78	78 73 73 74
Base 403 K COOLEY RANCH 84 H LAGUNA DE SANTA ROSA 83 B WILLOW CREEK 79 J COASTAL RANCHES 79 C TAYLOR MTN REGIONAL PARK 70	1+/6 396 84 84 80 79 70 68	2+/6 342 83 83 80 80 71	3+/6 284 81 83 78 80 68	4+/6 244 80 84 79 81 69	5+/6 198 82 83 77 79 68	6/6 142 81 83 78 81 69	CN ST FAV 97 95 98 96 94 91	EVER UNFAV 52 59 52 39 58 35	SWING 254 85 83 81 77 70	MOV AFTER INFO 110 88 84 78 76 65	FIRST LAST 123 86 79 77 75 65	MOV AFTER INFO 158 89 87 82 77 72	FIRST LAST 182 87 82 78 78 69	1 114 88 89 85 83 83	DEM 2+67 87 92 88 88 77	REP 1 30 78 77 61 73 51	REP 2+ 25 79 68 50 61 36	IND 1+ 80 89 86 88 78 70	78 73 73 74 65
Base 403 K COOLEY RANCH 84 H LAGUNA DE SANTA ROSA 83 B WILLOW CREEK 79 J COASTAL RANCHES 79 C TAYLOR MIN REGIONAL PARK 70 A KASHIA COASTAL PRESERVE 68	1+/6 396 84 84 80 79 70 68 66	2+/6 342 83 83 80 80 71 67	3+/6 284 81 83 78 80 68 68	4+/6 244 80 84 79 81 69 67	5+/6 198 82 83 77 79 68 66	6/6 142 81 83 78 81 69 68	CN ST FAV 97 95 98 96 94 91 83	TARGETS EVER UNFAV 52 59 52 39 58 35 31	SWING 254 85 83 81 77 70 70	MOV AFTER INFO 110 88 84 78 76 65 69	FERS FIRST LAST 123 86 79 77 75 65	MOV AFTER INFO 158 89 87 82 77 72 72	ERS FIRST LAST 182 87 82 78 78 69 68	1 114 88 89 85 83 83 76	DEM 2+67 87 92 88 88 77 73	REP 1 30 78 77 61 73 51 53	REP 2+ 25 79 68 50 61 36 42	IND 1+ 80 89 86 88 78 70 74	78 73 73 74 65
Base 403 K COOLEY RANCH 84 H LAGUNA DE SANTA ROSA 83 B WILLOW CREEK 79 C C TAYLOR MTN REGIONAL PARK 70 A KASHIA COASTAL PRESERVE 68 G PRINCE GTWY PARK/MEM GRNWY 66	1+/6 396 84 84 80 79 70 68 66	2+/6 342 83 83 80 71 67 65	3+/6 284 81 83 78 80 68 68	4+/6 244 80 84 79 81 69 67 61	5+/6 198 82 83 77 79 68 66 61	6/6 142 81 83 78 81 69 68 60	CN ST FAV 97 95 98 96 94 91 83 84	TARGETS EVER UNFAV 52 59 52 39 58 35 31 45	SWING 254 85 83 81 77 70 70 63	MOV 	FERS FIRST LAST 123 86 79 77 75 65 66 59	MOV 	ERS FIRST LAST 182 87 82 78 69 68 65	1 114 88 89 85 83 76 72	DEM 2+ 67 87 92 88 88 77 73 78	REP 1 30 78 77 61 73 51 53 55	REP 2+ 25 79 68 50 61 36 42 37	IND 1+ 80 89 86 88 78 70 74 76	78 73 73 74 65 63
Base 403 K COOLEY RANCH 84 H LAGUNA DE SANTA ROSA 83 B WILLOW CREEK 79 J COASTAL RANCHES 79 C TAYLOR MTN REGIONAL PARK 70 A KASHIA COASTAL PRESERVE 68 G PRINCE GTWY PARK/MEM GRNWY 66 L MAYACAMAS PRESERVE 66	1+/6 396 84 84 80 79 70 688 66 66 64	2+/6 342 83 83 80 80 71 67 65 65	3+/6 284 81 83 78 80 68 68 64 64	4+/6 244 80 84 79 81 69 67 61 63	5+/6 198 82 83 77 79 68 66 61 62	6/6 142 81 83 78 81 69 68 60 61	CN ST FAV 97 95 98 96 94 91 38 84 84	EVER UNFAV 52 59 52 39 58 35 45 53	SWING 254 85 83 81 77 70 63 61	MOV 	FIRST LAST 123 86 79 77 75 65 66 59 61	MOV	ERS FIRST LAST 182 87 82 78 78 69 68 65 66	1 114 88 89 85 83 76 72 71	DEM 2+ 67 87 92 88 88 77 73 78 81	REP 1 30 78 77 61 53 55 57	REP 2+	IND 1+	78 73 73 74 65 63 54 53
Base 403 K COOLEY RANCH 84 H LAGUNA DE SANTA ROSA 83 B WILLOW CREEK 79 J COASTAL RANCHES 79 C TAYLOR MTN REGIONAL PARK 70 A KASHIA COASTAL PRESERVE 68 G PRINCE GTWY PARK/MEM GRNWY 66 L MAYACAMAS PRESERVE 66 E TIERRA VEGETABLES 65	1+/6 396 84 84 80 79 70 688 66 66 64	2+/6 342 83 83 80 80 71 67 65 65 66	3+/6 284 81 83 78 80 68 68 64 64 65	4+/6 244 80 84 79 81 69 67 61 63 64	5+/6 198 82 83 77 79 68 66 61 62 63	6/6 142 81 83 78 81 69 68 60 61 63	CN ST FAV 97 95 98 96 94 91 83 84 84 79	TARGETSCA	SWING 254 85 83 81 77 70 63 61 64	MOV 	FIRST LAST 123 86 79 77 75 65 66 59 61 61	MOV	ERS FIRST LAST 182 87 82 78 78 69 68 65 66 67	1 114 88 89 85 83 76 72 71 68	DEM 2+	REP 1 30 78 77 61 73 51 53 55 57 47	REP 2+ 25 79 68 50 61 36 42 37 62 40	IND 1+	78 73 73 74 65 63 54 53 64

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

	C:	QA ELL P		SONOM	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVOR	ABILITY		Q	5 SCAP	OSD FAV	'ORABIL	ITY AFT	CER INF	°O
Tota	l Y	/ES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG	TOTAL FAV	TOTAL UNFAV	DK/NA
Base 40	3	160	264	261	96	60	138	130	19	14	265	29	115	215	148	21	16	360	37	11
A PROTECT WATER QUAL 6	5	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 WARMING 5	0	58	45	54	41	45	56	51	6	33	54	19	48	62	39	27	24	52	25	49
N PROTECT AIR QUALITY 4		47	49	52	42	43	63	42	39	0	53	31	41	61	33	34	28	49	32	
Q PRESERVE LOCAL PARKS 4	6	47	45	49	37	46	63	38	40	0	51	31	36	58	32	21	34	47	26	45
G PROTECT LANDS REDUCE FLOOD 4		53	41	47	47	36	55	47	6	33	51	19	38	56	35	29	29	47	29	
O PRESERVE WILDLIFE 4	4	45	43	47	35	44	59	38	38	0	49	30	35	59	25	21	34	45	26	
J IMPROVE AIR QUALITY 4:		39	43	44	33	45	50	36	34	0	44	27	40	51	28	40	34	41	38	
D PROTECT FRM SEA LEVEL RISE 4:	- 1	51	35	44	36	35	50	42	6	24	46	15	35	51	29	20	29	42	24	
K SOURCES OF LOCAL FOOD 40		42	39	42	38	34	47	40	34	0	43	27	36	49	28	39	26	40	34	
E PRESERVE SCENIC LANDSCAPES 4	0	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	R	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 3		40	32	36	32	31	45	33	6	31	39	18	28	45	24	24	20	36	22	
L PRESERVE RURAL FEEL 3.		25	35	31	39	20	42	31	24	0	37	19	20	42	17	24	16	32	21	
F CREATE NEW PARKS & PRESERV 2		30	26	32	18	22	37	30	- 6	21	34	13	15	40	15	5	0	30	3	
	8	8	8	8	6	11	7	9	20	18	8	20	5	8	7	13	9	8	12	
	(Q11 S	CAPOSI	D FAVOR	ABILIT	Y AFTEF	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C	HLDRN F HOME		(Q15 EDU	JCATION		
Tota	ST	Q11 S TRNG FAV	SCAPOSI SMWT FAV	D FAVOR			TOTAL	GING CR/ DK/NA		SEV/ MONTH	TRAIL SEV/ YEAR	ALNVR NEVER	<19 AT	r home	HS OR	SOME COLL	Q15 EDU COLL GRAD	POST GRAD	NON COLL	 COLL+
Total Base 400	ST L F	- RNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	 CR/		SEV/	SEV/	ALNVR	<19 A	r HOME	HS OR	SOME	COLL	POST	NON	COLL+ 221
Base 403	ST L F 	TRNG TAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA 15	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS 71	SOME COLL	COLL GRAD	POST GRAD	NON COLL 	221
Base 403 A PROTECT WATER QUAL 69	ST L F 3	FAV 224	SMWT FAV 153	SMWT UNFAV 12	STRNG UNFAV 	TOTAL FAV 377	TOTAL UNFAV 18	CR/ DK/NA	1+/WK 129	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 62	<19 AT	NO 296	HS OR LESS 71	SOME COLL 115	COLL GRAD 	POST GRAD 	NON COLL 180	221 69
Base 403 A PROTECT WATER QUAL 69	ST L F 3	TRNG FAV 224	SMWT FAV 153	SMWT UNFAV 12	STRNG UNFAV 9	TOTAL FAV 377	TOTAL UNFAV 	CR/ DK/NA 15	1+/WK 129	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 	YES 101	NO 296	HS OR LESS 71	SOME COLL 115	COLL GRAD 130	POST GRAD 91	NON COLL 	 221 69 65
Base 403 A PROTECT WATER QUAL 68 M PROTECT WATER SOURCS 55 B PROTECT FROM GLOBAL WARMING 56	ST S	79 70	SMWT FAV 153 53 44	SMWT UNFAV 12 27 74	STRNG UNFAV 9 14 35	TOTAL FAV 377 68 59	TOTAL UNFAV 18 23 52	CR/ DK/NA 15 28 35	1+/WK 129 74 70	SEV/ MONTH 125 70 56	SEV/ YEAR 91 60 56	ALNVR NEVER 62 42 38	YES 101 72 64	NO 296 63 57	HS OR LESS 71 53 48	SOME COLL 115 63 56	COLL GRAD 130 69 61	POST GRAD 91 71 70	NON COLL 180 59 53	221 69 65 52
Base 403 A PROTECT WATER QUAL 68 M PROTECT WATER SOURCS 55 B PROTECT FROM GLOBAL WARMING 56	ST F33 5 9 0 8	79 70 64	SMWT FAV 153 53 44 37	SMWT UNFAV 12 27 74 12	STRNG UNFAV 9 14 35 14	TOTAL FAV 377 68 59 53	TOTAL UNFAV 18 23 52 13	CR/ DK/NA 15 28 35 18	1+/WK 129 74 70 62	SEV/ MONTH 125 70 56 53	SEV/ YEAR 91 60 56 40	ALNVR NEVER 62 42 38 28	YES 101 72 64 54	NO 296 63 57 48	HS OR LESS 71 53 48 38	SOME COLL 115 63 56 50	COLL GRAD 130 69 61 55	POST GRAD 91 71 70 49	NON COLL 180 59 53 45	221 69 65 52
Base 40: A PROTECT WATER QUAL 6: M PROTECT WATER SOURCS 5: B PROTECT FROM GLOBAL WARMING 5: N PROTECT AIR QUALITY 4: Q PRESERVE LOCAL PARKS 4:	ST S	78NG FAV 224 79 70 64 60	SMWT FAV 153 53 44 37 34	SMWT UNFAV 12 27 74 12 58	STRNG UNFAV 9 14 35 14 19	TOTAL FAV 377 68 59 53 50	TOTAL UNFAV 18 23 52 13 36	CR/ DK/NA 15 28 35 18	1+/WK 129 74 70 62 56	SEV/ MONTH 125 70 56 53 50	SEV/ YEAR 91 60 56 40 43	ALNVR NEVER 	YES 101 72 64 54 52	NO 296 63 57 48 48	HS OR LESS 71 53 48 38 43	SOME COLL 115 63 56 50 54	COLL GRAD 130 69 61 55 44	POST GRAD 91 71 70 49 54	NON COLL 180 59 53 45 50	221 69 65 52 48
Base 40: A PROTECT WATER QUAL 6: M PROTECT WATER SOURCS 5: B PROTECT FROM GLOBAL WARMING 5: N PROTECT AIR QUALITY 4: Q PRESERVE LOCAL PARKS 4:	ST S	79 70 64 60	SMWT FAV 153 53 44 37 34 27	SMWT UNFAV 12 27 74 12 58 32	STRNG UNFAV 9 14 35 14 19	TOTAL FAV 377 68 59 53 50 47	TOTAL UNFAV 18 23 52 13 36 25	CR/ DK/NA 15 28 35 18 10 22	1+/WK 129 74 70 62 56	SEV/ MONTH 125 70 56 53 50 48	SEV/ YEAR 91 60 56 40 43 37	ALNVR NEVER 	YES 101 72 64 54 52 48	NO 296 63 57 48 48 45	HS OR LESS 71 53 48 38 43 43	SOME COLL 115 63 56 50 54 47	COLL GRAD 130 69 61 55 44 48	POST GRAD 91 71 70 49 54 46	NON COLL 180 59 53 45 50 45	221 69 65 52 48 47
Base 40: A PROTECT WATER QUAL 6: M PROTECT WATER SOURCS 5: B PROTECT FROM GLOBAL WARMING 5: N PROTECT AIR QUALITY 4: Q PRESERVE LOCAL PARKS 4: G PROTECT LANDS REDUCE FLOOD 4: O PRESERVE WILDLIFE 4:	ST S	FRNG FAV 224 79 70 64 60 61 56	SMWT FAV 153 53 44 37 34 27 36	SMWT UNFAV 12 27 74 12 58 32 18	STRNG UNFAV 9 14 35 14 19 19	TOTAL FAV 377 68 59 53 50 47 48	TOTAL UNFAV 18 23 52 13 36 25 12	CR/ DK/NA 15 28 35 18 10 22 28	1+/WK 129 74 70 62 56 56 53	SEV/ MONTH 125 70 56 53 50 48 54	SEV/ YEAR 91 60 56 40 43 37 36	ALNVR NEVER 62 42 38 28 37 28 28	YES 101 72 64 54 52 48 50	NO 296 63 57 48 48 45 44	HS OR LESS 71 53 48 38 43 43 44	SOME COLL 115 63 56 50 54 47 47	COLL GRAD 130 69 61 55 44 48	POST GRAD 91 71 70 49 54 46 42	NON COLL	221 69 65 52 48 47 46 45
Base 40: A PROTECT WATER QUAL 6: M PROTECT WATER SOURCS 5: B PROTECT FROM GLOBAL WARMING 5: N PROTECT AIR QUALITY 4: Q PRESERVE LOCAL PARKS 4: G PROTECT LANDS REDUCE FLOOD 4: O PRESERVE WILDLIFE 4:	ST S	79 70 64 60 61 56	SMWT FAV 153 53 44 37 34 27 36 23	SMWT UNFAV 12 27 74 12 58 32 18 41	STRNG UNFAV 9 14 35 14 19 19	TOTAL FAV 377 68 59 53 50 47 48 45	TOTAL UNFAV 18 23 52 13 36 25 12 29	CR/ DK/NA 15 28 35 18 10 22 28 22	1+/WK 129 74 70 62 56 56 53	SEV/ MONTH 125 70 56 53 50 48 54 43	SEV/ YEAR 91 60 56 40 43 37 36 41	ALNVR NEVER 62 42 38 28 37 28 28 28	YES	NO 296 63 57 48 48 45 44 44	HS OR LESS 71 53 48 38 43 43 44	SOME COLL 115 63 56 50 54 47 47 45	COLL GRAD 130 69 61 55 44 48 48	POST GRAD 91 71 70 49 54 46 42 50	NON COLL 180 59 53 45 50 45 45 43	221 69 65 52 48 47 46
Base 40: A PROTECT WATER QUAL 6: M PROTECT WATER SOURCS 5: B PROTECT FROM GLOBAL WARMING 5: N PROTECT AIR QUALITY 4: Q PRESERVE LOCAL PARKS 4: G PROTECT LANDS REDUCE FLOOD 4: O PRESERVE WILDLIFE 4: J IMPROVE AIR QUALITY 4: D PROTECT FRM SEA LEVEL RISE 4:	ST S	79 70 64 60 61 56 60 51	SMWT FAV 153 53 44 37 34 27 36 23 30	SMWT UNFAV 	STRNG UNFAV 9 14 35 14 19 19 0 0 19 19	TOTAL FAV 377 68 59 53 50 47 48 45 42 43	TOTAL UNFAV	CR/ DK/NA 15 28 35 18 10 22 28 28 210	1+/WK 129 74 70 62 56 56 53 49 51	SEV/ MONTH 125 70 56 53 500 48 54 43 41	SEV/ YEAR 91 60 56 40 43 37 36 41 37 27	ALNVR NEVER 62 42 38 28 37 28 28 28 28 24	YES 101 72 64 54 52 48 50 43 40 43	NO 296 63 57 48 48 45 44 44 43	HS OR LESS 71 53 48 38 43 43 44 41 40 36	SOME COLL	COLL GRAD 	POST GRAD 91 71 70 49 54 46 42 50 51	NON COLL	221 69 65 52 48 47 46 45 42
Base 40: A PROTECT WATER QUAL 6: M PROTECT WATER SOURCS 5: B PROTECT FROM GLOBAL WARMING 5: N PROTECT AIR QUALITY 4: Q PRESERVE LOCAL PARKS 4: G PROTECT LANDS REDUCE FLOOD 4: O PRESERVE WILDLIFE 4: J IMPROVE AIR QUALITY 4: D PROTECT FRM SEA LEVEL RISE 4:	ST S	79 70 64 60 61 56 60 51	SMWT FAV 153 53 44 37 34 27 36 23 30 28	SMWT UNFAV 12 27 74 12 58 32 18 41 58	STRNG UNFAV 9 14 35 14 19 0 19	TOTAL FAV 377 68 59 53 50 47 48 45 42	TOTAL UNFAV 18 23 52 13 36 625 12 29 36	CR/ DK/NA 15 28 35 18 10 22 28 22 10	1+/WK 129 74 70 62 56 56 53 53	SEV/ MONTH	SEV/ YEAR 91 60 566 40 43 37 36 41	ALNVR NEVER 	YES 101	NO 296 63 57 48 48 45 44 44 43 40	HS OR LESS 71 53 48 38 43 44 41 40	SOME COLL	COLL GRAD 130 69 61 55 44 48 48 42 37	POST GRAD 91 71 70 49 54 46 42 50 51 36	NON COLL 180 59 53 45 500 45 45 43 42	221 69 65 52 48 47 46 45 42 40 38
Base 40: A PROTECT WATER QUAL M PROTECT WATER SOURCS 5: B PROTECT FROM GLOBAL WARMING 5: N PROTECT AIR QUALITY 4: Q PRESERVE LOCAL PARKS 4: G PROTECT LANDS REDUCE FLOOD 4: O PRESERVE WILDLIFE 4: J IMPROVE AIR QUALITY 4: D PROTECT FRM SEA LEVEL RISE 4: K SOURCES OF LOCAL FOOD 4:	ST F3 5 9 0 8 6 5 4 4 2 1 0 0 0	79 70 64 60 51 54	SMWT FAV 153 53 444 37 34 27 36 23 30 28 34	SMWT UNFAV 12 27 74 12 58 32 18 41 58 12 27	STRNG UNFAV 9 14 35 14 19 19 0 19 19 29	TOTAL FAV 377 68 59 53 50 47 48 45 42 43 41	TOTAL UNFAV	CR/DK/NA 15 28 35 18 10 22 28 22 10 10 22	1+/WK 129 74 70 62 56 53 53 49 51 45	SEV/ MONTH	SEV/ YEAR 91 60 56 40 43 37 36 41 37 27 34	ALNVR NEVER 	YES	NO 296 63 57 48 48 45 44 44 43 40 41	HS OR LESS 71 53 48 43 43 44 41 40 36 40	SOME COLL 	COLL GRAD 	POST GRAD	NON COLL	221 69 65 52 48 47 46 45 42 40 38 41
Base 40: A PROTECT WATER QUAL 6: M PROTECT WATER SOURCS 5: B PROTECT FROM GLOBAL WARMING 5: N PROTECT AIR QUALITY 4: Q PRESERVE LOCAL PARKS 4: G PROTECT LANDS REDUCE FLOOD 4: O PRESERVE WILDLIFE 4: J IMPROVE AIR QUALITY 4: D PROTECT FRM SEA LEVEL RISE 4: K SOURCES OF LOCAL FOOD 4: E PRESERVE SCENIC LANDSCAPES 4:	ST S	79 70 64 60 51 54 46 52	SMWT FAV	SMWT UNFAV 12 27 74 12 58 32 18 41 588 12 27 0	STRNG UNFAV 9 14 35 14 19 19 0 19 19 14 29 0	TOTAL FAV 377 68 59 53 50 47 48 45 42 43 41 42	TOTAL UNFAV	CR/ DK/NA 15 28 35 18 10 0 22 28 22 10 10 22 218	1+/WK 129 74 70 62 56 56 53 53 49 51 45 46	SEV/ MONTH	SEV/ YEAR 91 600 566 400 433 377 366 411 377 277 344 31	ALNVR NEVER 62 42 38 28 37 28 24 32 30 31 31	<19 AT YES 101 72 64 54 52 48 50 43 40 43 40 38	NO 296 63 57 48 48 45 44 44 43 40 41 40	HS OR LESS 71 53 48 43 43 44 41 40 36 40 34	SOME COLL 	COLL GRAD 	POST GRAD 91 71 70 49 54 46 42 50 51 36 40 36	NON COLL	 221 69 65 52 48 47 46 45 42 40 38 41 40
Base 40: A PROTECT WATER QUAL 6: M PROTECT WATER SOURCS 5: B PROTECT FROM GLOBAL WARMING 5: N PROTECT AIR QUALITY 4: Q PRESERVE LOCAL PARKS 4: G PROTECT LANDS REDUCE FLOOD 4: O PRESERVE WILDLIFE 4: J IMPROVE AIR QUALITY 4: D PROTECT FRM SEA LEVEL RISE 4: K SOURCES OF LOCAL FOOD 4: E PRESERVE SCENIC LANDSCAPES 4: C PROTECT LOC AG ECON 3:	STT F STT STT STT STT STT STT STT STT ST	79 70 64 60 61 56 60 51 54 46 52	SMWT FAV 153 53 44 37 34 27 36 23 30 28 34 29 27	SMWT UNFAV 12 27 74 12 58 32 218 41 58 12 27 0 20	STRNG UNFAV 9 14 35 14 19 19 0 19 14 29 0 0 0	TOTAL FAV 377 68 59 53 50 47 48 45 42 43 411 42 41	TOTAL UNFAV	CR/ DK/NA 15 28 35 18 10 22 22 28 22 10 10 22 21 18	1+/WK 129 74 70 62 56 53 53 49 51 45 46	SEV/ MONTH	SEV/ YEAR 91 60 566 40 433 37 36 41 37 27 34 31 30	ALNVR NEVER 62 42 38 28 27 28 28 24 32 30 31 31	<19 A YES 101 72 64 54 52 48 50 43 40 43 40 38 34	NO 296 63 57 48 48 45 44 44 43 40 41 40 41	HS OR LESS 71 53 48 38 43 44 41 40 36 40 34 43	SOME COLL	COLL GRAD 130 69 61 55 44 48 42 37 43 37 44 46	POST GRAD	NON COLL	 221 69 65 52 48 47 46 45 42 40 38 41 40 39
Base 40: A PROTECT WATER QUAL 6: M PROTECT WATER SOURCS 5: B PROTECT FROM GLOBAL WARMING 5: N PROTECT AIR QUALITY 4: Q PRESERVE LOCAL PARKS 4: G PROTECT LANDS REDUCE FLOOD 4: O PRESERVE WILDLIFE 4: J IMPROVE AIR QUALITY 4: D PROTECT FRM SEA LEVEL RISE 4: K SOURCES OF LOCAL FOOD 4: C PROTECT LOC AG ECON 3: P IMP PHYS HEALTH OF RES 3:	STT	79 70 64 60 61 56 60 51 54 46 52 50	SMWT FAV 153 53 44 37 34 27 36 23 30 28 34 29 27 18	SMWT UNFAV 	STRNG UNFAV 9 14 35 14 19 19 19 14 29 0 0 21	TOTAL FAV 377 68 59 53 50 47 48 45 42 43 41 42 41 39	TOTAL UNFAV	CR/ DK/NA 15 28 35 18 10 22 28 22 10 10 22 11 22 11	1+/WK 129 74 70 62 56 56 53 53 49 51 45 45 45 45 49	SEV/ MONTH	SEV/ YEAR 91 60 56 40 43 37 36 41 37 27 34 31 30 29	ALNVR NEVER 	YES 101 72 64 54 52 48 50 43 40 43 40 38 34 40	NO	HS OR LESS 71 53 48 38 43 44 41 40 36 40 34 33 36	SOME COLL	COLL GRAD 	POST GRAD	NON COLL	 221 69 65 52 48 47 46 45 42 40 38 41 40 39 37
Base 40: A PROTECT WATER QUAL 6: M PROTECT WATER SOURCS 5: B PROTECT FROM GLOBAL WARMING 5: N PROTECT AIR QUALITY 4: Q PRESERVE LOCAL PARKS 4: G PROTECT LANDS REDUCE FLOOD 4: O PRESERVE WILDLIFE 4: J IMPROVE AIR QUALITY 4: D PROTECT FRM SEA LEVEL RISE 4: K SOURCES OF LOCAL FOOD 4: C PRESERVE SCENIC LANDSCAPES 4: C PROTECT LOC AG ECON 3: P IMP PHYS HEALTH OF RES 3: R PROTECT GREENBELTS 3:	ST S	79 70 64 60 61 56 60 51 54 46 52 50	SMWT FAV 153 53 44 37 34 27 36 23 30 28 34 29 27 18 17	SMWT UNFAV	STRNG UNFAV 9 14 35 14 19 19 19 19 14 29 0 0 0 21 19	TOTAL FAV 377 68 59 53 50 47 48 45 42 43 41 42 41 39 37	TOTAL UNFAV	CR/ DK/NA 15 28 35 18 10 22 28 22 10 10 22 18 11 12 22 22	1+/WK 129 74 70 622 56 53 33 49 51 45 46 52 49 45	SEV/ MONTH	SEV/ YEAR 91 60 56 40 43 37 36 41 37 27 34 31 31 30 29	ALNVR NEVER 	YES	NO	HS OR LESS 71 53 48 38 43 44 41 40 36 40 34 43 36 38	SOME COLL	COLL GRAD	POST GRAD 91 71 70 49 54 46 42 50 51 36 40 36 33 340 46	NON COLL	 221 69 65 52 48 47 46 45 42 40 38 41 40 39 37
Base 40: A PROTECT WATER QUAL 6: M PROTECT WATER SOURCS 5: B PROTECT FROM GLOBAL WARMING 5: N PROTECT AIR QUALITY 4: Q PRESERVE LOCAL PARKS 4: G PROTECT LANDS REDUCE FLOOD 4: O PRESERVE WILDLIFE 4- J IMPROVE AIR QUALITY 4: D PROTECT FRM SEA LEVEL RISE 4: K SOURCES OF LOCAL FOOD 4: E PRESERVE SCENIC LANDSCAPES 4: C PROTECT LOC AG ECON 3: P IMP PHYS HEALTH OF RES 3: R PROTECT GREENBELTS 3: H PROVIDE OPP OUTDOOR REC 3:	STT	79 70 64 60 61 56 60 51 54 46 52 50 53	SMWT FAV 153 53 44 37 34 27 36 623 30 28 34 29 27 18 17 27	SMWT UNFAV	STRNG UNFAV 9 14 35 14 19 19 19 19 14 29 0 0 0 21 19 0 0	TOTAL FAV 377 68 59 53 50 47 48 45 42 43 41 42 41 39 37 37	TOTAL UNFAV	CR/ DK/NA 15 28 35 18 10 22 28 22 10 10 22 18 11 22 25	1+/WK 129 74 70 622 56 53 53 49 51 45 46 52 46 45	SEV/ MONTH	SEV/ YEAR 	ALNVR NEVER 	YES	NO 296 63 57 48 48 45 44 44 43 40 41 37 37 36	HS OR LESS 71 53 48 43 44 41 40 36 40 34 43 36 38 31	SOME COLL	COLL GRAD	POST GRAD 91 71 70 49 54 46 42 50 51 36 40 36 33 34 46 37	NON COLL	221 69 65 52 48 47 46 45 42 40 38 41 40 39 37 40

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

		Q16	ETHNIC	CITY		Q17 I	NCOME		GEN	IDER						AC						
•	[otal	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN	18-29								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 WARMING		47	50	50	54	52	50	46	38	60	52	63	65	30	33	40	52	46	60	43	35	50
N PROTECT AIR OUALITY	48	57	48	58	48	54	44	45	43	5.3	46	53	49	44	39	53	53	45	49	48	46	49
O 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		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		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		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
I IIIIIIIIIII IOMIDID	Ü	•	•		ŭ			•		•	•	Ū		ŭ		_	•			•	•	Ü
			SENDER	BY AGE			ARTY RE				PARTY I							Y GENDE	R			
					 WOMEN 50+				DEM 18-49				REP 18-49	REP 50+	DEM MEN					REP WOMEN		
	Total 403	MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
		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	MEN 18-49 	MEN 50+ 	WOMEN 18-49 	WOMEN 50+ 142	DEM 214	NPP/O 109	REP 81	DEM 18-49 83	DEM 50+ 132	NPP/O 18-49 	NPP/O 50+ 	REP 18-49 23	REP 50+ 57	DEM MEN 92	DEM WOMEN 122	NPP/O MEN 	NPP/O WOMEN	REP MEN 	REP WOMEN 43		
Base A PROTECT WATER QUAL	403 65 59	MEN 18-49 98	MEN 50+ 112	WOMEN 18-49 84	WOMEN 50+ 142	DEM 214 72	NPP/O 109	REP 81	DEM 18-49 83	DEM 50+ 132	NPP/O 18-49 60	NPP/O 50+ 50	REP 18-49 23	REP 50+ 57	DEM MEN 92	DEM WOMEN 122	NPP/O MEN 63	NPP/O WOMEN 52	REP MEN 45	REP WOMEN 43		
Base A PROTECT WATER QUAL M PROTECT WATER SOURCS B PROTECT FROM GLOBAL WARMING	403 65 59	MEN 18-49 98 65 57	MEN 50+ 112 46 50	WOMEN 18-49 84 80 64	WOMEN 50+ 142 71 64	DEM 214 72 61	NPP/O 109 71 64	REP 81 38 45	DEM 18-49 83 79 64	DEM 50+ 132 67 60	NPP/O 18-49 60 76 61	NPP/O 50+ 50 65 67	REP 18-49 23 44 42	REP 50+ 57 36 46	DEM MEN 92 64 55	DEM WOMEN 122 77 66	NPP/O MEN 63 61 58	NPP/O WOMEN 52 82 73	REP MEN 45	REP WOMEN 43 56 49		
Base A PROTECT WATER QUAL M PROTECT WATER SOURCS	403 65 59 50	MEN 18-49 98 65 57 47	MEN 50+ 112 46 50 32	WOMEN 18-49 84 80 64 72	WOMEN 50+ 142 71 64 52	DEM 214 72 61 61	NPP/O 109 71 64 53	REP 81 38 45 15	DEM 18-49 83 79 64 72	DEM 50+ 132 67 60 55	NPP/O 18-49 60 76 61 61	NPP/O 50+ 50 65 67 42	REP 18-49 23 44 42 17	REP 50+ 57 36 46 14	DEM MEN 92 64 55 53	DEM WOMEN 122 77 66 67	NPP/O MEN 63 61 58 40	NPP/O WOMEN 52 82 73 66	REP MEN 45 24 40 5	REP WOMEN 43 56 49 27		
Base A PROTECT WATER QUAL M PROTECT WATER SOURCS B PROTECT FROM GLOBAL WARMNO N PROTECT AIR QUALITY	403 65 59 50 48 46	MEN 18-49 98 65 57 47 45	MEN 50+ 112 46 50 32 42	WOMEN 18-49 84 80 64 72 57	WOMEN 50+ 142 71 64 52 52	DEM 214 72 61 61 55	NPP/O 109 71 64 53 46	REP 81 38 45 15 35	DEM 18-49 83 79 64 72 59	DEM 50+ 132 67 60 55 52	NPP/O 18-49 60 76 61 61 45	NPP/O 50+ 50 65 67 42 47	REP 18-49 23 44 42 17 26	REP 50+ 57 36 46 14 39	DEM MEN 92 64 55 53 47	DEM WOMEN 122 77 66 67 61	NPP/O MEN 63 61 58 40 47	NPP/O WOMEN 52 82 73 66 44	REP MEN 45 24 40 5 26	REP WOMEN 43 56 49 27 43		
Base A PROTECT WATER QUAL M PROTECT WATER SOURCS B PROTECT FROM GLOBAL WARMING N PROTECT AIR QUALITY Q PRESERVE LOCAL PARKS	403 65 59 50 48 46	MEN 18-49 98 65 57 47 45 42	MEN 50+ 112 46 50 32 42 46	WOMEN 18-49 84 80 64 72 57 55	MOMEN 50+ 142 71 64 52 52 44	DEM 214 72 61 61 55 52	NPP/O 109 71 64 53 46 46	REP 81 38 45 15 35 28	DEM 18-49 83 79 64 72 59 54	DEM 50+ 132 67 60 55 52 51	NPP/O 18-49 60 76 61 61 45 43	NPP/O 50+ 50 65 67 42 47 49	REP 18-49 23 44 42 17 26 32	REP 50+ 57 36 46 14 39 27	DEM MEN 92 64 55 53 47 52	DEM WOMEN 122 77 66 67 61 52	NPP/O MEN 63 61 58 40 47 45	NPP/O WOMEN 52 82 73 66 44 48	REP MEN	REP WOMEN 43 56 49 27 43 34		
Base A PROTECT WATER QUAL M PROTECT WATER SOURCS B PROTECT FROM GLOBAL WARMING N PROTECT AIR QUALITY Q PRESERVE LOCAL PARKS G PROTECT LANDS REDUCE FLOOD	403 65 59 50 48 46 45	MEN 18-49 98 65 57 47 45 42 39	MEN 50+ 112 46 50 32 42 46 30	WOMEN 18-49 84 80 64 72 57 55 63	WOMEN 50+ 142 71 64 52 52 44 52	DEM 214 72 61 61 55 52 49	NPP/O 109 71 64 53 46 46 51	REP 81 38 45 15 35 28 27	DEM 18-49 83 79 64 72 59 54 54	DEM 50+ 132 67 60 55 52 51 46	NPP/O 18-49 60 76 61 61 45 43 57	NPP/O 50+ 50 65 67 42 47 49 44	REP 18-49 23 44 42 17 26 32 29	REP 50+ 57 36 46 14 39 27 26	DEM MEN 92 64 55 53 47 52 35	DEM WOMEN 122 77 66 67 61 52 60	NPP/O MEN 63 61 58 40 47 45 44	NPP/O WOMEN 52 82 73 66 44 48 59	REP MEN	REP WOMEN 43 56 49 27 43 34 40		
Base A PROTECT WATER QUAL M PROTECT WATER SOURCS B PROTECT FROM GLOBAL WARMING N PROTECT AIR QUALITY Q PRESERVE LOCAL PARKS G PROTECT LANDS REDUCE FLOOD O PRESERVE WILDLIFE J IMPROVE AIR QUALITY	403 65 59 50 48 46 45 44 42	MEN 18-49 98 65 57 47 45 42 39 41 38	MEN 50+	WOMEN 18-49 84 80 64 72 57 55 63 54	WOMEN 50+ 142 71 64 52 52 44 52 44	DEM 214 72 61 61 55 52 49 49	NPP/O 109 71 64 53 46 46 51 45	REP 81 38 45 15 35 28 27 29	DEM 18-49 83 79 64 72 59 54 54 54	DEM 50+ 132 67 60 55 52 51 46 46	NPP/O 18-49 60 76 61 61 45 43 57 44	NPP/O 50+ 50 50 65 67 42 47 49 44 47	REP 18-49 23 44 42 17 26 32 29 27	REP 50+ 57 36 46 14 39 27 26 29	DEM MEN 92 64 55 53 47 52 35 46	DEM WOMEN 122 77 66 67 61 52 60 51	NPP/O MEN 63 61 58 40 47 45 44 41	NPP/O WOMEN 52 82 73 66 44 48 59 51	REP MEN 45 24 40 5 26 22 18 23	REP WOMEN 43 56 49 27 43 34 40 33		
Base A PROTECT WATER QUAL M PROTECT WATER SOURCS B PROTECT FROM GLOBAL WARMING N PROTECT AIR QUALITY Q PRESERVE LOCAL PARKS G PROTECT LANDS REDUCE FLOOD O PRESERVE WILDLIFE J IMPROVE AIR QUALITY D PROTECT FRM SEA LEVEL RISE	403 65 59 50 48 46 45 44 42 41	MEN 18-49 98 65 57 47 45 42 39 41 38 37	MEN 50+ 112 46 50 32 42 46 30 39 35 23	WOMEN 18-49	WOMEN 50+ 142 71 64 52 52 44 52 44 48	DEM 214 72 61 61 55 52 49 49 45 48	NPP/O 109 71 64 53 46 46 51 45 41 42	REP 81 38 45 15 35 28 27 29 34 21	DEM 18-49 83 79 64 72 59 54 54 44 56	DEM 50+	NPP/O 18-49 	NPP/O 50+ 500 65 67 42 47 49 44 47 40 27	REP 18-49 23 44 42 17 26 32 29 27 22	REP 50+ 57 36 46 14 39 27 26 29 39	DEM MEN 92 64 55 53 47 522 35 46 39 36	DEM WOMEN	NPP/O MEN 63 61 58 40 47 45 44 41 43 31	NPP/O WOMEN 52 82 73 66 44 48 59 51 37	REP MEN 45 24 40 55 26 22 18 23 20	REP WOMEN 43 56 49 27 43 34 40 33 46 31		
Base A PROTECT WATER QUAL M PROTECT WATER SOURCS B PROTECT FROM GLOBAL WARMING N PROTECT AIR QUALITY Q PRESERVE LOCAL PARKS G PROTECT LANDS REDUCE FLOOD O PRESERVE WILDLIFE J IMPROVE AIR QUALITY	403 65 59 50 48 46 45 44 42 41 40	MEN 18-49 98 65 57 47 45 42 39 41 38	MEN 50+ 112 46 50 32 42 46 30 39 35	WOMEN 18-49	WOMEN 50+ 142 71 64 52 52 44 52 44 48 45	DEM 214 72 61 61 55 52 49 49 45	NPP/O 109 71 64 53 46 46 51 45 41	REP 81 38 45 15 28 27 29 34	DEM 18-49 83 79 64 72 59 54 54 54	DEM 50+ 132 67 60 55 52 51 46 46 45	NPP/O 18-49 60 76 61 61 45 43 57 44 41	NPP/O 50+ 50 65 67 42 47 49 44 47	REP 18-49 23 44 42 17 26 32 29 27 22	REP 50+ 57 36 46 14 39 27 26 29 39 25	DEM MEN 92 64 55 53 47 52 35 46 39	DEM WOMEN 122 77 66 67 61 52 60 51 50	NPP/O MEN 63 61 58 40 47 45 44 41 43	NPP/O WOMEN 52 82 73 666 44 48 59 51 37	REP MEN 	REP WOMEN 43 56 49 27 43 34 40 33 46		
Base A PROTECT WATER QUAL M PROTECT WATER SOURCS B PROTECT FROM GLOBAL WARMIG N PROTECT AIR QUALITY Q PRESERVE LOCAL PARKS G PROTECT LANDS REDUCE FLOOD O PRESERVE WILDLIFE J IMPROVE AIR QUALITY D PROTECT FRM SEA LEVEL RISE K SOURCES OF LOCAL FOOD E PRESERVE SCENIC LANDSCAPES	403 65 59 50 48 46 45 44 42 41 40	MEN 18-49 98 65 57 47 45 42 39 41 38 37 33 36	MEN 50+	WOMEN 18-49	71 64 52 52 44 52 44 48 45 50	DEM 214 72 61 61 55 52 49 45 48 45 43	NPP/O 109 71 64 53 46 46 51 45 41 42 38 41	REP 81 38 45 15 35 28 27 29 34 21 32 27	DEM 18-49 83 79 64 72 59 54 54 54 44 56 48	DEM 50+ 132 67 60 55 52 51 46 46 45 42 43 47	NPP/O 18-49 	NPP/O 50+ 50 65 67 42 47 49 44 47 40 27 50 39	REP 18-49 23 44 42 17 26 32 29 27 22 11	REP 50+ 57 36 46 14 39 27 26 29 39 25 30 29	DEM MEN 92 644 555 53 47 522 35 466 39 366 36 32	DEM WOMEN	NPP/O MEN	NPP/O WOMEN 52 82 73 666 44 48 59 51 37 54 45	REP MEN	REP WOMEN 43 56 49 27 43 34 40 33 46 31 47 48		
Base A PROTECT WATER QUAL M PROTECT WATER SOURCS B PROTECT FROM GLOBAL WARMIG N PROTECT AIR QUALITY Q PRESERVE LOCAL PARKS G PROTECT LANDS REDUCE FLOOD O PRESERVE WILDLIFE J IMPROVE AIR QUALITY D PROTECT FRM SEA LEVEL RISE K SOURCES OF LOCAL FOOD	403 65 59 50 48 46 45 44 42 41 40 40	MEN 18-49 98 65 57 47 45 42 39 41 38 37 33	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM 214 72 61 61 55 52 49 45 48 45	NPP/O 109 71 64 53 46 46 51 45 41 42 38	REP 81 38 45 15 35 28 27 29 34 21 32	DEM 18-49 83 79 64 72 59 54 54 44 44 566 48 38	DEM 50+	NPP/O 18-49 	NPP/O 50+ 50 65 67 42 47 49 44 47 40 27 50	REP 18-49 23 44 42 17 26 32 29 27 22 21 137 24	REP 50+ 57 36 46 14 39 27 26 29 39 25 30	DEM MEN 92 64 55 53 47 52 35 46 39 36 36	DEM WOMEN	NPP/O MEN	NPP/O WOMEN 52 82 73 66 44 48 59 51 37 54	REP MEN	REP WOMEN 43 56 49 27 43 34 40 33 46 31 47		
Base A PROTECT WATER QUAL M PROTECT WATER SOURCS B PROTECT FROM GLOBAL WARMING N PROTECT AIR QUALITY Q PRESERVE LOCAL PARKS G PROTECT LANDS REDUCE FLOOD O PRESERVE WILDLIFE J IMPROVE AIR QUALITY D PROTECT FRM SEA LEVEL RISE K SOURCES OF LOCAL FOOD E PRESERVE SCENIC LANDSCAPES C PROTECT LOC AG ECON P IMP PHYS HEALTH OF RES	403 65 59 50 48 46 45 44 42 41 40 40	MEN 18-49 98 65 57 47 45 42 39 41 38 37 33 36 35	MEN 50+ 112 46 50 32 42 46 30 39 35 23 29 25 28	WOMEN 18-49	WOMEN 50+ 142 71 64 52 52 44 48 45 50 55 46	DEM 214 72 61 61 55 52 49 49 45 48 45 43 41	NPP/O 109 71 64 53 46 45 145 41 42 38 41 45	REP 81 38 45 15 28 27 29 34 21 322 27 24	DEM 18-49 83 79 64 72 59 54 54 54 44 56 48 38	DEM 50+ 132 67 60 55 52 51 46 46 45 42 43 47 42	NPP/O 18-49	NPP/O 50+ 50 65 67 42 47 49 44 47 40 27 50 39	REP 18-49 23 44 42 17 26 32 29 27 22 11 37 24	REP 50+ 57 36 46 14 39 27 26 29 39 25 30 29 26	DEM MEN 92 64 55 53 47 52 35 46 39 36 32 34	DEM WOMEN	NPP/O MEN 63 61 588 40 47 45 44 41 43 31 33 39 40	NPP/O WOMEN	REP MEN 45 45 24 40 5 22 18 23 20 13 15 11 14	REP WOMEN 43 56 49 27 43 34 40 33 46 31 47 48 38		
Base A PROTECT WATER QUAL M PROTECT WATER SOURCS B PROTECT FROM GLOBAL WARMING N PROTECT AIR QUALITY Q PRESERVE LOCAL PARKS G PROTECT LANDS REDUCE FLOOD O PRESERVE WILDLIFE J IMPROVE AIR QUALITY D PROTECT FRM SEA LEVEL RISE K SOURCES OF LOCAL FOOD E PRESERVE SCENIC LANDSCAPES C PROTECT LOC AG ECON	403 65 59 50 48 46 45 44 42 41 40 40 39 38	MEN 18-49 98 65 57 47 45 42 39 41 38 37 33 36 65 55 40	MEN 50+	WOMEN 18-49	71 64 52 52 44 45 48 45 50 55 46 37	DEM 72 61 61 55 52 49 49 45 48 45 43 41	NPP/O 109 71 64 53 46 46 51 45 41 42 38 41 45 41 31	REP 81 38 45 15 35 28 27 29 34 21 32 27 24 27	DEM 18-49 83 79 64 72 59 54 54 44 56 48 38 38 39 43	DEM 50+ 132 67 60 55 52 51 46 46 45 42 43 47 42 38	NPP/O 18-49	NPP/O 50+ 500 65 67 42 47 49 44 47 40 27 50 39 41	REP 18-49 23 44 42 17 26 32 29 27 22 11 37 24 19	REP 50+ 57 36 46 14 39 27 26 29 39 25 30 29 26 27	DEM MEN 92 64 55 53 47 52 35 46 39 36 36 32 34 39	DEM WOMEN	NPP/O MEN 63 61 58 40 47 455 44 41 43 31 33 33 39 40 44	NPP/O WOMEN 52 82 73 666 44 48 59 51 37 54 45 45	REP MEN 45 45 24 40 5 26 22 18 23 20 13 15 11 14 22	REP WOMEN 43 56 49 27 43 34 40 33 46 31 47 48 38 38		
Base A PROTECT WATER QUAL M PROTECT WATER SOURCS B PROTECT FROM GLOBAL WARMING N PROTECT AIR QUALITY Q PRESERVE LOCAL PARKS G PROTECT LANDS REDUCE FLOOD O PRESERVE WILDLIFE J IMPROVE AIR QUALITY D PROTECT FRM SEA LEVEL RISE K SOURCES OF LOCAL FOOD E PRESERVE SCENIC LANDSCAPES C PROTECT LOC AG ECON P IMP PHYS HEALTH OF RES R PROTECT GREENBELTS	403 65 59 48 46 45 44 42 41 40 40 39 38	MEN 18-49 98 65 57 47 45 42 39 41 38 37 33 36 6 35 40 32	MEN 50+	WOMEN 18-49	71 64 52 52 44 48 45 50 55 46 37	DEM 214 72 61 61 55 52 49 45 48 45 43 41 40 42	NPP/O 109 71 64 53 46 46 51 45 41 422 38 41 45 41	REP 81 38 45 15 35 28 27 29 34 21 32 27 24 27 29	DEM 18-49 83 79 64 72 59 54 54 44 56 48 38 39 39 39	DEM 50+ 132 67 60 55 52 51 46 45 42 43 47 42 38 43	NPP/O 18-49	NPP/O 50+ 50 65 67 42 47 49 44 47 40 27 50 39 39 39	REP 18-49 23 44 42 17 26 32 29 27 22 11 37 24 19 27 27	REP 50+ 57 36 46 14 39 27 26 29 25 30 29 26 27 29	DEM MEN 92 64 55 53 47 52 35 46 39 36 32 34 39 38	DEM WOMEN	NPP/O MEN 63 61 58 40 47 45 44 41 43 31 33 39 40 44 34	NPP/O WOMEN 52 82 73 666 44 48 59 51 37 54 45 45 37	REP MEN 45 24 40 5 26 22 18 23 20 13 15 11 14 22 21	REP WOMEN 43 566 49 27 43 34 400 331 46 311 47 48 38 31 35		
Base A PROTECT WATER QUAL M PROTECT WATER SOURCS B PROTECT FROM GLOBAL WARMIG N PROTECT AIR QUALITY Q PRESERVE LOCAL PARKS G PROTECT LANDS REDUCE FLOOD O PRESERVE WILDLIFE J IMPROVE AIR QUALITY D PROTECT FRM SEA LEVEL RISE K SOURCES OF LOCAL FOOD E PRESERVE SCENIC LANDSCAPES C PROTECT LOC AG ECON P IMP PHYS HEALTH OF RES R PROTECT GREENBELTS H PROVIDE OPP OUTDOOR REC	403 65 59 50 48 46 45 44 40 40 39 38 36 35 31	MEN 18-49 98 65 57 47 45 42 39 41 38 37 33 36 35 40 32 31	MEN 50+	WOMEN 18-49	WOMEN 50+ 142 71 644 522 52 444 520 44 48 45 50 55 46 37 40 42	DEM 214 72 61 61 55 52 49 49 45 48 45 43 41 40 42 39	NPP/O 109 71 64 53 46 46 51 45 41 42 38 41 45 41 31 35	REP 81 38 45 15 35 28 27 29 34 21 32 27 24 27 29 21	DEM 18-49 83 79 64 72 59 54 54 54 56 48 38 39 43 39 37	DEM 50+	NPP/O 18-49 	NPP/O 50+ 50 65 67 42 47 49 44 47 50 39 39 39 31 33 30	REP 18-49 23 44 42 17 26 32 29 27 22 11 37 24 19 27 30	REP 50+ 57 36 46 14 39 27 26 29 25 30 29 26 27 29	DEM MEN 92 644 555 53 477 522 356 466 329 346 342 344 338 31	DEM WOMEN	NPP/O MEN 63 61 58 40 47 45 44 41 43 31 33 39 40 44 34 29	NPP/O WOMEN 52 82 73 666 44 48 59 51 37 54 45 44 50 37 28	REP MEN 45 24 40 5 26 22 18 3 20 13 15 11 14 22 21 14	REP WOMEN 43 56 49 27 43 34 40 33 46 31 47 48 38 31 35		

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

			PARI	ENTS		PERMA ABSEI				CI						F SUPER				
Tota	al I			MEN	WOMEN NOKDS	YES	NO			SANTA ROSA		OTHER		1	2	3	4	5		
Base 40		48	56	142	154	286	118	48	38	138	19	50	135	89	85	73	81	77		
A PROTECT WATER QUAL 6	55	59	83	51	73	63	70	66	46	63	80	59	70	64	62	61	63	73		
·-	59	65	62	50	64	62	51	55	73	52	59	66	61	57	60	64	59	55		
	50	37	68	37	58	52	44	51	30	47	61	53	53	50	51	43	49	53		
	18	43	60	44	51	51	42	48	47	46	46	46	53	54	43	56	44	46		
~	16	48	48	43	47	49	38	37	49	43	27	45	53	48	43	52	44	42		
~	15	32	64	34	54	45	45	60	35	41	46	39	49	43	50	40	43	51		
	14	38	48	41	47	46	39	41	43	41	46	44	48	46	39	47	42	45		
	12	35	44	38	47	45	35	37	46	38	37	32	49	45	38	51	32	43		
	±2 11	28	55	29	51	42	36	50	14	40	37	42	43	40	43	34	39	47		
	10	29	49	31	50	43	35	41	44	35	31	30	49	42	41	43	35	41		
	10	32	44	28	52	40	39	51	20	35	44	38	44	31	46	34	44	44		
	39	30	38	32	49	37	41	46	13	38	36	30	45	32	41	36	42	42		
	38	43	36	36	39	40	33	38	37	34	33	26	46	43	39	40	32	33		
	36	33	37	34	40	37	35	30	45	34	13	39	41	43	30	42	28	39		
	35	28	38	27	44	37	27	41	10	40	40	27	34	30	34	33	36	41		
L PRESERVE RURAL FEEL 3	31	29	30	29	33	31	32	36	27	25	22	21	41	37	30	33	23	32		
F CREATE NEW PARKS & PRESERV 2	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		
									NSISTE			TIVE	INTE							
		FI	LAGS (P/G12,	P/G14,	P/G16)		NSISTE TARGETS		POSI MOV		INTEN MOV			HOUS	EHOLD 1	PARTY T	YPE	
		FI	JAGS (P/G12,	P/G14,	P/G16)		TARGETS		MOV	ERS	MOV	ERS						
								CN ST	TARGETS EVER	S 	MOV 	ERS FIRST	MOV AFTER	ERS FIRST	DEM	DEM	REP	REP	IND	
Tota	al 1		AGS (3+/6	P/G14,	P/G16 5 5+/6	6/6		TARGETS EVER		MOV	ERS	MOV AFTER INFO	ERS FIRST LAST	1					MIX
		1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	TARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
Tota Base 40							6/6	CN ST	TARGETS EVER	S 	MOV AFTER INFO	ERS FIRST	MOV AFTER INFO	ERS FIRST LAST	1	DEM	REP	REP	IND 1+	MIX 94
Base 40)3	1+/6 396	2+/6 342	3+/6 284	4+/6 244	5+/6 198	6/6 142	CN ST FAV	TARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 	ERS FIRST LAST 123	MOV AFTER INFO 158	ERS FIRST LAST 182	1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	94
Base 40 A PROTECT WATER QUAL 6	 03 55	1+/6 396	2+/6 342 64	3+/6 284 62	4+/6 244	5+/6 198	6/6 142 60	CN ST FAV 97	TARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 110	ERS FIRST LAST 123	MOV AFTER INFO 158	ERS FIRST LAST 182	1 114 77	DEM 2+ 67	REP 1 30 43	REP 2+ 25	IND 1+ 80	94
Base 40 A PROTECT WATER QUAL 6 M PROTECT WATER SOURCS 5	 03 55 59	1+/6 396 65 59	2+/6 342 64 59	3+/6 284 62 58	4+/6 244 63 57	5+/6 198 62 55	6/6 142 60 56	CN ST FAV 97	TARGETS EVER UNFAV 52 35	SWING 254 65 53	MOV AFTER INFO 110	FIRST LAST 123 59 53	MOV AFTER INFO 158 66 61	FIRST LAST 182 66 59	1 114 77 61	DEM 2+ 67 68 67	REP 1 30 43 52	REP 2+ 25 21 47	IND 1+ 80 74 68	94 59 48
Base 40 A PROTECT WATER QUAL 6 M PROTECT WATER SOURCS 5 B PROTECT FROM GLOBAL WARMING 5	55 59 50	1+/6 396 65 59 50	2+/6 342 64 59 48	3+/6 284 62 58 49	4+/6 244 63 57 48	5+/6 198 62 55 48	6/6 142 60 56 45	CN ST FAV 97 81 77 62	EVER UNFAV 52 35 51 26	SWING 254 65 53 50	MOV AFTER INFO 110 60 55 45	FIRST LAST 123 59 53 47	MOV AFTER INFO 158 66 61 53	FIRST LAST 182 66 59 55	1 114 77 61 62	DEM 2+ 67 68 67 64	REP 1 30 43 52 16	REP 2+ 25 21 47 7	IND 1+ 80 74 68 52	94 59 48 44
Base 40 A PROTECT WATER QUAL 66 M PROTECT WATER SOURCS 5 B PROTECT FROM GLOBAL WARMNG N PROTECT AIR QUALITY 4	55 59 50	1+/6 396 65 59 50 49	2+/6 342 64 59 48 49	3+/6 284 62 58 49 48	4+/6 244 63 57 48 46	5+/6 198 62 55 48 44	6/6 142 60 56	CN ST FAV 97 81 77 62 73	EVER UNFAV 52 35 51 26 37	SWING 254 65 53 50 41	MOV AFTER INFO 110 60 55 45 40	FIRST LAST 123 59 53 47 41	MOV AFTER INFO 158 66 61 53 43	FIRST LAST 182 66 59 55 45	1 114 77 61 62 60	DEM 2+ 67 68 67 64 52	REP 1 30 43 52 16 46	REP 2+ 25 21 47 7 35	IND 1+ 80 74 68 52 46	59 48 44 38
Base 40 A PROTECT WATER QUAL 66 M PROTECT WATER SOURCS 5 B PROTECT FROM GLOBAL WARMNG N PROTECT AIR QUALITY 4	55 59 50	1+/6 396 65 59 50	2+/6 342 64 59 48	3+/6 284 62 58 49	4+/6 244 63 57 48	5+/6 198 62 55 48	6/6 142 60 56 45	CN ST FAV 97 81 77 62 73 74	TARGETS EVER UNFAV 52 35 51 26 37 32	SWING 254 65 53 50	MOV AFTER INFO 110 60 55 45	FIRST LAST 123 59 53 47 41 37	MOV AFTER INFO 158 66 61 53	FIRST LAST 182 66 59 55	1 114 77 61 62	DEM 2+ 67 68 67 64	REP 1 30 43 52 16 46 36	REP 2+ 25 21 47 7 35 28	IND 1+ 80 74 68 52 46 52	94 59 48 44
Base 40 A PROTECT WATER QUAL 6 M PROTECT WATER SOURCS 5 B PROTECT FROM GLOBAL WARMING 1 N PROTECT AIR QUALITY 4 Q PRESERVE LOCAL PARKS 4	55 59 50	1+/6 396 65 59 50 49	2+/6 342 64 59 48 49	3+/6 284 62 58 49 48	4+/6 244 63 57 48 46	5+/6 198 62 55 48 44	6/6 142 60 56 45	CN ST FAV 97 81 77 62 73	EVER UNFAV 52 35 51 26 37	SWING 254 65 53 50 41	MOV AFTER INFO 110 60 55 45 40	FIRST LAST 123 59 53 47 41	MOV AFTER INFO 158 66 61 53 43	FIRST LAST 182 66 59 55 45	1 114 77 61 62 60	DEM 2+ 67 68 67 64 52	REP 1 30 43 52 16 46	REP 2+ 25 21 47 7 35	IND 1+ 80 74 68 52 46	59 48 44 38
Base 40 A PROTECT WATER QUAL 6 M PROTECT WATER SOURCS 5 B PROTECT FROM GLOBAL WARMING 5 N PROTECT AIR QUALITY 4 Q PRESERVE LOCAL PARKS 4 G PROTECT LANDS REDUCE FLOOD 4	55 59 50 48	1+/6 396 65 59 50 49	2+/6 342 64 59 48 49 45	3+/6 284 62 58 49 48 46	4+/6 244 63 57 48 46 45	5+/6 198 62 55 48 44 45	6/6 142 60 56 45 47 44	CN ST FAV 97 81 77 62 73 74	TARGETS EVER UNFAV 52 35 51 26 37 32	SWING 254 65 53 50 41 38	MOV AFTER INFO 110 60 55 45 40 36	FIRST LAST 123 59 53 47 41 37	MOV AFTER INFO 158 66 61 53 43 41	FIRST LAST 182 66 59 55 45 42	1 114 77 61 62 60 57	DEM 2+ 67 68 67 64 52 48	REP 1 30 43 52 16 46 36	REP 2+ 25 21 47 7 35 28	IND 1+ 80 74 68 52 46 52	59 48 44 38 33
Base 40 A PROTECT WATER QUAL M PROTECT WATER SOURCS B PROTECT FROM GLOBAL WARMING N PROTECT AIR QUALITY Q PRESERVE LOCAL PARKS G PROTECT LANDS REDUCE FLOOD O PRESERVE WILDLIFE 40	55 59 50 48 46	1+/6 396 65 59 50 49 46 46	2+/6 342 64 59 48 49 45 45	3+/6 284 62 58 49 48 46 44	4+/6 244 63 57 48 46 45 43	5+/6 198 62 55 48 44 45 42	6/6 142 60 56 45 47 44 39	 CN ST FAV 97 81 77 62 73 74 62	TARGETS EVER UNFAV 52 35 51 26 37 32 27	SWING 254 65 53 50 41 38 43	MOV 	FIRST LAST 123 59 53 47 41 37	MOV AFTER INFO 158 66 61 53 43 41 43	ERS FIRST LAST 182 66 59 55 45 42 44	1 114 77 61 62 60 57 54	DEM 2+67 68 67 64 52 48 43	REP 1 30 43 52 16 46 36 28	REP 2+ 25 21 47 7 35 28 23	IND 1+ 80 74 68 52 46 52 51	59 48 44 38 33 44
Base 40 A PROTECT WATER QUAL 6 M PROTECT WATER SOURCS 5 B PROTECT FROM GLOBAL WARMING 5 N PROTECT AIR QUALITY 4 Q PRESERVE LOCAL PARKS 4 G PROTECT LANDS REDUCE FLOOD 4 O PRESERVE WILDLIFE 4 J IMPROVE AIR QUALITY 4	55 59 50 18 16 15	1+/6 396 65 59 50 49 46 46 46	2+/6 342 64 59 48 49 45 45 43	3+/6 284 62 58 49 48 46 44	4+/6 244 63 57 48 46 45 43	5+/6 198 62 55 48 44 45 42 40	6/6 142 60 56 45 47 44 39	CN ST FAV 97 81 77 62 73 74 62 68	EVER UNFAV 52 35 51 26 37 32 27 32	SWING 254 65 53 50 41 38 43 37	MOV 	FIRST LAST 123 59 53 47 41 37 36	MOV 	FIRST LAST 182 66 59 55 45 42 44 43	1 114 77 61 62 60 57 54 53	DEM 2+ 67 68 67 64 52 48 43 46	REP 1 30 43 52 16 46 36 28 39	REP 2+ 25 21 47 7 35 28 23 18	IND 1+ 80 74 68 52 46 52 51 50	59 48 44 38 33 44 35
Base 40 A PROTECT WATER QUAL M PROTECT WATER SOURCS 5 B PROTECT FROM GLOBAL WARMING 5 N PROTECT AIR QUALITY 4 Q PRESERVE LOCAL PARKS 4 G PROTECT LANDS REDUCE FLOOD 4 O PRESERVE WILDLIFE 4 J IMPROVE AIR QUALITY 4 D PROTECT FRM SEA LEVEL RISE 4	55 59 50 18 16 15	1+/6 396 65 59 50 49 46 46 44 42	2+/6 342 64 59 48 49 45 45 45 43 42	3+/6 284 62 58 49 48 46 44 43 42	4+/6 244 63 57 48 46 45 43 42 39	5+/6 198 62 55 48 44 45 42 40 38	6/6 142 60 56 45 47 44 39 40	CN ST FAV 97 81 77 62 73 74 62 68 53	EVER UNFAV 52 35 51 26 37 32 27 32 38	SWING 254 65 53 50 41 38 43 37 38	MOV 	FIRST LAST 123 59 53 47 41 37 36 40	MOV AFTER INFO 158 66 61 53 43 41 44 39	ERS FIRST LAST 182 66 59 55 45 42 44 43 44	1 114 77 61 62 60 57 54 53 47	DEM 2+ 67 68 67 64 52 48 43 46 44	REP 1 30 43 52 16 46 36 28 39 48	REP 2+ 25 21 47 7 35 28 23 18 38	IND 1+	59 48 44 38 33 44 35 30
Base 40 A PROTECT WATER QUAL 66 M PROTECT WATER SOURCS 55 B PROTECT FROM GLOBAL WARMING 10 N PROTECT AIR QUALITY 4 Q PRESERVE LOCAL PARKS 4 G PROTECT LANDS REDUCE FLOOD 4 O PRESERVE WILDLIFE 4 J IMPROVE AIR QUALITY 4 D PROTECT FRM SEA LEVEL RISE 4 K SOURCES OF LOCAL FOOD 4	55 59 50 148 146 141 142	1+/6 396 65 59 50 49 46 46 44 42 41	2+/6 342 64 59 48 49 45 45 43 42 41	3+/6 284 62 58 49 48 46 44 43 42 40	4+/6 244 63 57 48 46 45 43 42 39 40	5+/6 198 62 55 48 44 45 42 40 38 40	6/6 142 60 56 45 47 44 39 40 39 38 40	CN ST FAV 97 81 77 622 73 74 622 688 53 56	EVER UNFAV 52 35 51 26 37 32 27 32 38 22 40	SWING 254 65 53 500 41 38 43 37 38 38	MOV 	FIRST LAST 123 59 53 47 41 37 36 40 35	MOV	ERS FIRST LAST 182 66 59 55 45 42 44 43 44 42	1 114 77 61 62 60 57 54 53 47 53	DEM 2+	REP 1 30 43 52 16 46 36 28 39 48 18	REP 2+ 25 21 47 7 35 28 23 18 38 16 38	IND 1+	59 48 44 38 33 44 35 30 39 28
Base 40 A PROTECT WATER QUAL 66 M PROTECT WATER SOURCS 55 B PROTECT FROM GLOBAL WARMING 10 N PROTECT AIR QUALITY 4 Q PRESERVE LOCAL PARKS 4 G PROTECT LANDS REDUCE FLOOD 4 O PRESERVE WILDLIFE 4 J IMPROVE AIR QUALITY 4 D PROTECT FRM SEA LEVEL RISE 4 K SOURCES OF LOCAL FOOD 4 E PRESERVE SCENIC LANDSCAPES 4	55 59 50 18 16 15 14 12 11	1+/6 396 65 59 50 49 46 46 44 42 41 41 40	2+/6342 64 59 48 49 45 45 43 42 41 42 39	3+/6	4+/6244 63 57 48 46 45 43 42 39 40 39 39	5+/6 	6/6 142 60 56 45 47 44 39 40 39 38 40 38	CN ST FAV 97 81 77 62 68 53 566 55 57	TARGETS EVER UNFAV 52 35 51 26 37 32 27 32 27 32 38 22 40 18	SWING 254 65 53 50 41 38 43 37 38 38 35 37	MOV 	FIRST LAST 123 59 53 47 41 37 36 40 357 32	MOV	ERS FIRST LAST 182 66 59 55 45 42 44 43 44 42 40 37	1 114 77 61 62 60 57 54 53 47 53 49 47	DEM 2+	REP 1 30 43 52 16 46 636 28 39 48 18 36 30	REP 2+ 25 21 47 7 35 28 23 18 38 16 38 23	IND 1+	59 48 44 38 33 44 35 30 39 28
Base 40 A PROTECT WATER QUAL 66 M PROTECT WATER SOURCS 5 B PROTECT FROM GLOBAL WARMING 5 N PROTECT AIR QUALITY 4 Q PRESERVE LOCAL PARKS 4 G PROTECT LANDS REDUCE FLOOD 4 O PRESERVE WILDLIFE 4 J IMPROVE AIR QUALITY 4 D PROTECT FRM SEA LEVEL RISE 4 K SOURCES OF LOCAL FOOD 4 E PRESERVE SCENIC LANDSCAPES 4 C PROTECT LOC AG ECON 3	55 59 50 48 46 45 44 41 41 41 41 41 41 41 41 41 41 41 41	1+/6 396 65 59 50 49 46 46 44 42 41 41 40 39	2+/6 	3+/6 284 62 58 49 48 46 44 43 42 40 40 38 37	4+/6 244 63 57 48 46 45 43 42 39 40 39 39 39	5+/6 198 62 55 48 44 45 42 40 38 40 36 39 39	6/6 142 60 56 45 47 44 39 40 39 38 40 38 39	CN ST FAV 97 81 77 62 73 74 62 68 53 56 55 57 52	TARGETS EVER UNFAV 52 35 51 26 37 32 27 32 38 22 40 18 19	SWING 254 65 53 50 411 38 43 37 38 38 37 38 37 38	MOV 	FIRST LAST 123 59 53 47 41 37 36 40 35 37 32 29	MOV	ERS FIRST LAST 182 66 59 55 42 44 43 44 42 40 37 38	1 114 77 61 62 60 57 54 53 47 53 49 47	DEM 2+	REP 1 30 43 52 16 46 36 28 39 48 18 36 30 25	REP 2+ 25 21 47 7 35 28 23 18 38 16 38 23 23 23	IND 1+	59 48 44 38 33 44 35 30 39 28 40 34
Base 40 A PROTECT WATER QUAL 6 M PROTECT WATER SOURCS 5 B PROTECT FROM GLOBAL WARMING 5 N PROTECT AIR QUALITY 4 Q PRESERVE LOCAL PARKS 4 G PROTECT LANDS REDUCE FLOOD 4 O PRESERVE WILDLIFE 4 J IMPROVE AIR QUALITY 4 D PROTECT FRM SEA LEVEL RISE 4 K SOURCES OF LOCAL FOOD 4 E PRESERVE SCENIC LANDSCAPES 4 C PROTECT LOC AG ECON 3 P IMP PHYS HEALTH OF RES 3	55 59 50 18 16 15 14 11 10 10 39	1+/6 396 65 59 50 49 46 44 42 41 41 40 39 38	2+/6342 64 59 48 49 45 45 43 42 41 42 39 38 38	3+/6 284 62 58 49 48 466 44 43 42 40 38 37 39	4+/6244 63 57 48 46 45 43 42 39 40 39 39 39 37	5+/6 198 62 55 48 44 45 42 40 38 40 36 39 39	6/6 142 60 56 45 47 44 39 40 39 38 40 38 39 35	CN ST FAV 97 81 77 62 73 74 62 68 53 56 55 57 52 63	TARGETS EVER UNFAV 52 35 51 26 37 32 27 32 38 22 40 18 19 26	SWING 254 65 53 50 411 38 43 37 38 38 35 37 38 30	MOV 	FIRST LAST 123 59 53 47 41 37 36 40 35 37 32 29 29	MOV	ERS FIRST LAST 182 66 59 55 45 42 44 43 44 42 40 37 38 35	1 114 77 61 62 60 57 54 53 47 53 49 47 44 45	DEM 2+ 67 68 67 64 52 48 43 46 44 41 43 38 39 34	REP 1 30 43 52 16 46 36 39 48 18 36 30 25 29	REP 2+ 25 21 47 7 35 28 23 18 38 16 38 23 23 31	IND 1+	59 48 44 38 33 44 35 30 39 28 40 34 30
Base 40 A PROTECT WATER QUAL 6 M PROTECT WATER SOURCS 5 B PROTECT FROM GLOBAL WARMING 5 N PROTECT AIR QUALITY 4 Q PRESERVE LOCAL PARKS 4 G PROTECT LANDS REDUCE FLOOD 4 O PRESERVE WILDLIFE 4 J IMPROVE AIR QUALITY 4 D PROTECT FRM SEA LEVEL RISE 4 K SOURCES OF LOCAL FOOD 4 E PRESERVE SCENIC LANDSCAPES 4 C PROTECT LOC AG ECON 3 P IMP PHYS HEALTH OF RES 3 R PROTECT GREENBELTS 3	55 55 55 56 56 56 56 56 56 56 56 56 56 5	1+/6 396 65 59 50 49 46 46 44 42 41 41 40 39 38 37	2+/6 342 64 59 48 49 45 45 43 42 41 42 39 38 37	3+/6284 62 58 49 48 46 44 43 42 40 40 38 37 39 38	4+/6	5+/6 198 62 55 48 44 45 40 38 40 36 39 39 36 40	6/6 142 60 56 45 47 44 39 38 40 38 39 35	CN ST FAV 97 81 77 62 73 74 62 68 53 56 55 57 52 63 57	TARGETS EVER UNFAV 52 35 51 26 37 32 27 32 38 22 40 18 19 26 29	SWING 254 65 53 50 41 38 43 37 38 38 35 37 38 30 30	MOV 	FIRST LAST 123 59 53 47 41 37 36 40 35 37 32 29 32	MOVU	ERS FIRST LAST 182 66 59 55 45 42 44 43 44 42 40 37 38 35 37	1 114 77 61 62 60 57 54 53 47 53 49 47 44 45 47	DEM 2+ 67 68 67 64 52 48 43 46 44 41 43 38 39 34 39	REP 1 30 43 52 16 46 36 36 39 48 18 36 30 25 29 31	REP 2+ 25 21 47 7 35 28 23 18 38 16 38 23 23 31 34	IND 1+	59 48 44 38 33 44 35 30 39 28 40 34 30 24
Base 40 A PROTECT WATER QUAL 66 M PROTECT WATER SOURCS 5 B PROTECT FROM GLOBAL WARMIG N PROTECT AIR QUALITY 4 Q PRESERVE LOCAL PARKS 4 G PROTECT LANDS REDUCE FLOOD 4 O PRESERVE WILDLIFE 4 J IMPROVE AIR QUALITY 4 D PROTECT FRM SEA LEVEL RISE 4 K SOURCES OF LOCAL FOOD 4 E PRESERVE SCENIC LANDSCAPES 4 C PROTECT LOC AG ECON 3 P IMP PHYS HEALTH OF RES 3 R PROTECT GREENBELTS 3 H PROVIDE OPP OUTDOOR REC 3	303 303 303 303 303 303 303 303 303 303	1+/6 396 65 59 50 49 46 46 44 42 41 41 40 39 38 37 35	2+/6342 64 59 48 49 45 45 45 43 42 41 42 39 38 38 37 34	3+/6284 62 58 49 48 46 44 43 42 40 40 38 37 39 38 32	4+/6	5+/6 198 62 55 48 44 45 42 40 38 40 36 39 39 36 40 32	6/6 142 60 56 45 47 44 39 38 40 38 39 38 40 38 39 35	CN ST FAV 97 81 77 62 73 74 62 68 53 56 55 57 52 63 57 54	TARGETS EVER UNFAV 52 35 51 26 37 32 27 32 22 40 18 19 26 29 22	SWING 254 65 53 50 41 38 43 37 38 38 35 37 38 30 30 30	MOV 	FIRST LAST 123 59 53 47 41 37 36 40 35 37 32 29 29 32 30	MOV	ERS FIRST LAST 182 66 59 55 45 42 44 43 44 42 40 37 38 35 37	1 114 77 61 62 60 57 54 53 47 47 44 45 47	DEM 2+	REP 1 30 43 52 16 46 36 28 39 48 18 36 30 25 29 31 22	REP 2+ 25 21 47 7 35 28 23 18 38 16 38 23 23 31 34 17	IND 1+	59 48 44 38 33 44 35 30 39 28 40 34 30 24
Base 40 A PROTECT WATER QUAL 66 M PROTECT WATER SOURCS 55 B PROTECT FROM GLOBAL WARMING 10 N PROTECT AIR QUALITY 4 Q PRESERVE LOCAL PARKS 4 G PROTECT LANDS REDUCE FLOOD 4 O PRESERVE WILDLIFE 4 J IMPROVE AIR QUALITY 4 D PROTECT FRM SEA LEVEL RISE 4 K SOURCES OF LOCAL FOOD 4 E PRESERVE SCENIC LANDSCAPES 4 C PROTECT LOC AG ECON 3 P IMP PHYS HEALTH OF RES 3 R PROTECT GREENBELTS 3 H PROVIDE OPP OUTDOOR REC 3 L PRESERVE RURAL FEEL 3	733 755 759 755 755 755 755 755 755 755 755	1+/6 396 65 59 50 49 46 44 42 41 40 39 38 37 35 31	2+/6 342 64 59 48 49 45 45 43 42 41 42 39 38 38 38 37 34 33	3+/6 284 62 58 49 48 46 44 43 42 40 38 37 39 38 38 33 32 33	4+/6 244 63 57 48 46 45 43 42 39 40 39 39 39 37 37 37 32 33	5+/6 198 62 55 48 44 45 42 40 38 40 36 39 39 36 40 32 33	6/6 142 60 56 45 47 44 39 40 39 38 39 35 41 30 34	CN ST FAV 97 81 77 622 73 54 62 63 55 57 52 63 57 54 49	TARGETS EVER UNFAV 52 35 51 266 37 32 27 32 28 40 18 19 26 29 22 24	SWING 254 65 53 500 41 38 43 37 38 38 38 37 38 30 30 30 25	MOV 	FIRST LAST 123 59 53 47 41 37 36 40 35 37 32 29 29 32 30 21	MOV	ERS FIRST LAST 182 66 59 55 45 42 44 43 44 42 40 37 38 35 37 33	1 114 77 61 62 60 57 54 53 47 53 49 47 44 45 47 42 37	DEM 2+	REP 1 30 43 52 16 46 36 28 39 48 18 36 30 25 29 31 22 30	REP 2+ 25 21 47 7 35 28 23 18 38 16 38 23 23 31 34 17 34	IND 1+	59 48 44 38 33 44 35 30 39 28 40 34 30 24 32
Base A PROTECT WATER QUAL M PROTECT WATER SOURCS B PROTECT FROM GLOBAL WARMING N PROTECT AIR QUALITY Q PRESERVE LOCAL PARKS G PROTECT LANDS REDUCE FLOOD O PRESERVE WILDLIFE J IMPROVE AIR QUALITY P PROTECT FRM SEA LEVEL RISE K SOURCES OF LOCAL FOOD E PRESERVE SCENIC LANDSCAPES C PROTECT LOC AG ECON J IMP PHYS HEALTH OF RES R PROTECT GREENBELTS H PROVIDE OPP OUTDOOR REC L PRESERVE RURAL FEEL G CREATE NEW PARKS & PRESERV	303 303 303 303 303 303 303 303 303 303	1+/6 396 65 59 50 49 46 46 44 42 41 41 40 39 38 37 35	2+/6342 64 59 48 49 45 45 45 43 42 41 42 39 38 38 37 34	3+/6284 62 58 49 48 46 44 43 42 40 40 38 37 39 38 32	4+/6	5+/6 198 62 55 48 44 45 42 40 38 40 36 39 39 36 40 32	6/6 142 60 56 45 47 44 39 38 40 38 39 38 40 38 39 35	CN ST FAV 97 81 77 62 73 74 62 68 53 56 55 57 52 63 57 54	TARGETS EVER UNFAV 52 35 51 26 37 32 27 32 22 40 18 19 26 29 22	SWING 254 65 53 50 41 38 43 37 38 38 35 37 38 30 30 30	MOV 	FIRST LAST 123 59 53 47 41 37 36 40 35 37 32 29 29 32 30	MOV	ERS FIRST LAST 182 66 59 55 45 42 44 43 44 42 40 37 38 35 37	1 114 77 61 62 60 57 54 53 47 47 44 45 47	DEM 2+	REP 1 30 43 52 16 46 36 28 39 48 18 36 30 25 29 31 22	REP 2+ 25 21 47 7 35 28 23 18 38 16 38 23 23 31 34 17	IND 1+	59 48 44 38 33 44 35 30 39 28 40 34 30 24

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

	-	A PHONE	SONOM	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AF	TER INF	0
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
	011	223 DO2					a=11a	012	G0370343	mp 1		Q14 C				015 777	·		
	Q11	SCAPOSI	D FAVOR	ABILIT	Y AFTEF	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C1 <19 AT				Q15 EDU	CATION	Γ	
								Q13				~							
Total	STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 AT	HOME	HS OR	SOME	COLL	POST	NON	COLL+
Total	STRNG		SMWT			TOTAL	CR/	Q13 1+/WK	SEV/			~		HS OR					 COLL+
Total Base 403	STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 AT	HOME		SOME	COLL GRAD	POST	NON COLL	COLL+ 221
Base 403	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	<19 AT	NO	LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL 180	
Base 403 M PROTECT WATER SOURCS 94	STRNG FAV 224	SMWT FAV 153	SMWT UNFAV 12	STRNG UNFAV 9	TOTAL FAV 377	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 62	<19 AT YES 101	NO 296	LESS 71	SOME COLL 115	COLL GRAD 	POST GRAD 91	NON COLL 180	221
Base 403 M PROTECT WATER SOURCS 94	STRNG FAV 224	SMWT FAV 153	SMWT UNFAV 12	STRNG UNFAV 9	TOTAL FAV 377	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 62	<19 AT YES 101	NO 296	LESS 71 96	SOME COLL 115	COLL GRAD 130	POST GRAD 91	NON COLL 180 94 93	221
Base 403 M PROTECT WATER SOURCS 94 A PROTECT WATER QUAL 92	STRNG FAV 224	SMWT FAV 153 90 91	SMWT UNFAV 12 74 47	STRNG UNFAV 9 59 44	TOTAL FAV 377 95 96	TOTAL UNFAV 18 66 46	CR/ DK/NA 15	1+/WK 129 98 96	SEV/ MONTH 125 93 97	SEV/ YEAR 91 91 92	ALNVR NEVER 62 88 77	<19 AT YES 101 93 93	NO 296 94 93	LESS 71 96 94	SOME COLL 115 92 93	COLL GRAD 130 94 92	POST GRAD 91 92 91	NON COLL 180 94 93	221 93 92
Base 403 M PROTECT WATER SOURCS 94 A PROTECT WATER QUAL 92 Q PRESERVE LOCAL PARKS 84	STRNG FAV 224 97 99	SMWT FAV 153 90 91 71	SMWT UNFAV 12 74 47 58	STRNG UNFAV 9 59 44 19	TOTAL FAV 377 95 96 86	TOTAL UNFAV 18 66 46 36	CR/ DK/NA 15 100 71 81	1+/WK 129 98 96 87	SEV/ MONTH 125 93 97 87	SEV/ YEAR 91 91 92 80	ALNVR NEVER 62 88 77 71	<19 AT YES 101 93 93 83	NO 296 94 93 84	LESS 71 96 94 86	SOME COLL 115 92 93 82	COLL GRAD 130 94 92 85	POST GRAD 91 92 91 82	NON COLL 180 94 93 84	221 93 92 83
Base 403 M PROTECT WATER SOURCS 94 A PROTECT WATER QUAL 92 Q PRESERVE LOCAL PARKS 84 O PRESERVE WILDLIFE 84	STRNG FAV 224 97 99 96 94	SMWT FAV 153 90 91 71 72	SMWT UNFAV 12 74 47 58 74	STRNG UNFAV 9 59 44 19 31	TOTAL FAV 377 95 96 86 85	TOTAL UNFAV 18 66 46 36 50	CR/ DK/NA 15 100 71 81 79	1+/WK 129 98 96 87 83	SEV/ MONTH 125 93 97 87 86	SEV/ YEAR 91 91 92 80 85	ALNVR NEVER 62 88 77 71 74	YES 101 93 93 83 84	NO 296 94 93 84 83	LESS 71 96 94 86 88	SOME COLL 115 92 93 82 82	COLL GRAD 130 94 92 85 83	POST GRAD 91 92 91 82 83	NON COLL 180 94 93 84 84	221 93 92 83 83
Base 403 M PROTECT WATER SOURCS 94 A PROTECT WATER QUAL 92 Q PRESERVE LOCAL PARKS 84 O PRESERVE WILDLIFE 84 N PROTECT AIR QUALITY 83	STRNG FAV 224 97 99 96 94 93	SMWT FAV 153 90 91 71 72 71	SMWT UNFAV 12 74 47 58 74 74	STRNG UNFAV 9 59 44 19 31 59	TOTAL FAV 377 95 96 86 85 84	TOTAL UNFAV 18 66 46 36 50 66	CR/ DK/NA 15 100 71 81 79 68	1+/WK 129 98 96 87 83 87	SEV/ MONTH 125 93 97 87 86 83	SEV/ YEAR 91 91 92 80 85 79	ALNVR NEVER 62 88 77 71 74 80	<19 AT YES 101 93 93 83 84 78	NO 296 94 93 84 83 85	LESS 71 96 94 86 88 88	SOME COLL 115 92 93 82 82 86	COLL GRAD 130 94 92 85 83 81	POST GRAD 91 92 91 82 83 80	NON COLL 180 94 93 84 84 87	221 93 92 83 83 80
Base 403 M PROTECT WATER SOURCS 94 A PROTECT WATER QUAL 92 Q PRESERVE LOCAL PARKS 84 O PRESERVE WILDLIFE 84 N PROTECT AIR QUALITY 83 K SOURCES OF LOCAL FOOD 79	STRNG FAV 224 97 99 96 94 93 85	SMWT FAV 153 90 91 71 72 71 72	SMWT UNFAV 12 74 47 58 74 74 43	STRNG UNFAV 9 59 44 19 31 59 53	TOTAL FAV 377 95 96 86 85 84 80	TOTAL UNFAV 18 66 46 36 50 66 49	CR/ DK/NA 15 100 71 81 79 68 100	1+/WK 129 98 96 87 83 87 78	SEV/ MONTH 125 93 97 87 86 83 78	SEV/ YEAR 91 91 92 80 85 79 83	ALNVR NEVER 62 88 77 71 74 80 74	YES 101 93 93 83 84 78 82	NO 296 94 93 84 83 85 78	LESS 71 96 94 86 88 88 89	SOME COLL 115 92 93 82 82 86 89	COLL GRAD 130 94 92 85 83 81 74	POST GRAD 91 92 91 82 83 80 67	NON COLL 180 94 93 84 84 87 89	221 93 92 83 83 80 71
Base 403 M PROTECT WATER SOURCS 94 A PROTECT WATER QUAL 92 Q PRESERVE LOCAL PARKS 84 O PRESERVE WILDLIFE 84 N PROTECT AIR QUALITY 83 K SOURCES OF LOCAL FOOD 79 J IMPROVE AIR QUALITY 76	STRNG FAV 224 97 99 96 94 93 85	SMWT FAV 153 90 91 71 72 71 72 61	SMWT UNFAV 12 74 47 58 74 74 43 84	STRNG UNFAV 9 59 44 19 31 59 53 35	TOTAL FAV 377 95 96 86 85 84 80 77	TOTAL UNFAV 18 66 46 36 50 66 49 56	CR/ DK/NA 15 100 71 81 79 68 100 57	1+/WK 129 98 96 87 83 87 78 83	SEV/ MONTH 125 93 97 87 86 83 78 74	SEV/ YEAR 91 91 92 80 85 79 83 72	ALNVR NEVER 62 88 77 71 74 80 74 70	YES 101 93 83 84 78 82 71	NO 296 94 93 84 83 85 78 78	LESS 71 96 94 86 88 88 89 83	SOME COLL 115 92 93 82 82 86 89 74	COLL GRAD 130 94 92 85 83 81 74 72	POST GRAD 91 92 91 82 83 80 67 79	NON COLL 180 94 93 84 84 87 89 77	221 93 92 83 83 80 71 75
Base 403 M PROTECT WATER SOURCS 94 A PROTECT WATER QUAL 92 Q PRESERVE LOCAL PARKS 84 O PRESERVE WILDLIFE 84 N PROTECT AIR QUALITY 83 K SOURCES OF LOCAL FOOD 79 J IMPROVE AIR QUALITY 76 C PROTECT LOC AG ECON 75	STRNG FAV 224 97 99 96 94 93 85 87 86	SMWT FAV 153 90 91 71 72 71 72 61 68	SMWT UNFAV 12 74 47 58 74 74 43 84 49	STRNG UNFAV 9 59 44 19 31 59 53 35 0	TOTAL FAV 377 95 96 86 85 84 80 77 79	TOTAL UNFAV 18 66 46 36 50 66 49 56 34	CR/ DK/NA 15 100 71 81 79 68 100 57 41	1+/WK 129 98 96 87 83 87 78	SEV/ MONTH 125 93 97 87 86 83 78 74 78	SEV/ YEAR 91 91 92 80 85 79 83 72 72	ALNVR NEVER 62 88 77 71 74 80 74 70 69	<19 AT YES 101 93 93 83 84 78 82 71 74	NO 296 94 93 84 83 85 78 77	LESS 71 96 94 86 88 88 89 83 86	SOME COLL 115 92 93 82 82 86 89 74 74	COLL GRAD 130 94 92 85 83 81 74 72 76	POST GRAD 91 92 91 82 83 80 67 79 69	NON COLL 180 94 93 84 84 87 77	221 93 92 83 83 80 71 75 73
Base 403 M PROTECT WATER SOURCS 94 A PROTECT WATER QUAL 92 Q PRESERVE LOCAL PARKS 84 O PRESERVE WILDLIFE 84 N PROTECT AIR QUALITY 83 K SOURCES OF LOCAL FOOD 79 J IMPROVE AIR QUALITY 76 C PROTECT LOC AG ECON 75 R PROTECT GREENBELTS 75	STRNG FAV 224 97 99 96 94 93 85 87 86	SMWT FAV 153 90 91 71 72 71 72 61 68 59	SMWT UNFAV 	STRNG UNFAV 9 59 44 19 31 59 53 355 0 31	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA 15 100 71 81 79 68 100 57 41	1+/WK 129 98 96 87 83 87 78 83 79 77	SEV/ MONTH 125 93 97 87 86 83 78 74 78	SEV/ YEAR 	ALNVR NEVER 62 88 77 71 74 80 74 70 69	<19 AT YES 101 93 93 83 84 78 82 71 74 72	NO 296 94 93 84 83 85 78 77 76	LESS 71 96 94 86 88 88 89 83 86 78	SOME COLL 115 92 93 82 82 86 89 74 74 74	COLL GRAD 	POST GRAD 	NON COLL 180 94 93 84 84 87 89 77 79 75	93 92 83 83 80 71 75 73
Base 403 M PROTECT WATER SOURCS 94 A PROTECT WATER QUAL 92 Q PRESERVE LOCAL PARKS 84 O PRESERVE WILDLIFE 84 N PROTECT AIR QUALITY 83 K SOURCES OF LOCAL FOOD 79 J IMPROVE AIR QUALITY 76 C PROTECT LOC AG ECON 75 R PROTECT GREENBELTS 75 P IMP PHYS HEALTH OF RES 75	STRNG FAV 224 97 99 96 94 93 85 87 86 89	SMWT FAV 	SMWT UNFAV 12 74 47 58 74 43 84 49 58 58	STRNG UNFAV 9 59 44 19 31 59 53 35 0 31 21	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA 15 100 71 81 79 68 100 57 41 58	1+/WK 129 98 96 87 83 87 78 83 79 77	SEV/ MONTH 125 93 97 87 86 83 78 74 78 76 82	SEV/ YEAR 	ALNVR NEVER 62 88 77 71 74 80 74 70 69	<19 AT YES 101 93 93 83 83 84 78 82 71 74 72 72	NO 296 94 93 84 83 85 78 77 76 76 76	LESS 71 96 94 86 88 89 83 86 78 84	SOME COLL 115 92 93 82 82 86 89 74 74 74 70	COLL GRAD 	POST GRAD 	NON COLL	93 92 83 83 80 71 75 73 75
Base 403 M PROTECT WATER SOURCS 94 A PROTECT WATER QUAL 92 Q PRESERVE LOCAL PARKS 84 O PRESERVE WILDLIFE 84 N PROTECT AIR QUALITY 83 K SOURCES OF LOCAL FOOD 79 J IMPROVE AIR QUALITY 76 C PROTECT LOC AG ECON 75 R PROTECT GREENBELTS 75 P IMP PHYS HEALTH OF RES 75 G PROTECT LANDS REDUCE FLOOD 74	STRNG FAV 224 97 99 96 94 93 85 87 86 89 89	SMWT FAV 	SMWT UNFAV 12 74 47 58 74 43 84 49 58 58 33	STRNG UNFAV 9 59 444 19 311 59 53 35 0 31 21 13	TOTAL FAV 377 95 96 86 85 84 80 77 79 77 76 78	TOTAL UNFAV	CR/ DK/NA 15 100 71 81 79 68 100 57 41 58 81	1+/WK 129 98 96 87 83 87 78 83 79 77 80 80	SEV/ MONTH 125 93 97 87 86 83 78 74 78 76 82 80	SEV/ YEAR 	ALNVR NEVER 62 88 77 71 74 80 74 70 69 69	<19 AT YES 101 93 93 83 84 78 82 71 74 72 72 77	NO 296 94 93 84 83 85 78 77 76 76 74	LESS 71 96 94 86 88 88 89 83 86 78 84 74	SOME COLL 115 92 93 82 82 86 89 74 74 74 70 76	COLL GRAD 	POST GRAD 91 92 91 82 83 80 67 79 69 77 71	NON COLL	93 92 83 83 80 71 75 73 75 76
Base 403 M PROTECT WATER SOURCS 94 A PROTECT WATER QUAL 92 Q PRESERVE LOCAL PARKS 84 O PRESERVE WILDLIFE 84 N PROTECT AIR QUALITY 83 K SOURCES OF LOCAL FOOD 79 J IMPROVE AIR QUALITY 76 C PROTECT LOCA AG ECON 75 R PROTECT GREENBELTS 75 P IMP PHYS HEALTH OF RES 75 G PROTECT LANDS REDUCE FLOOD 74 E PRESERVE SCENIC LANDSCAPES 74	STRNG FAV 224 97 99 96 94 93 85 87 86 89 89 85 87 90	SMWT FAV 153 90 91 71 72 71 66 68 59 59 68 67	SMWT UNFAV 12 74 47 58 74 74 43 84 49 58 58 33 5	STRNG UNFAV 9 59 444 19 31 55 53 35 0 31 21 13 17	TOTAL FAV 377 95 96 86 85 84 80 77 79 77 76 78 78 79	TOTAL UNFAV	CR/DK/NA 15 100 71 81 79 68 100 57 41 58 811 44 39	1+/WK 129 98 96 87 83 87 78 83 79 77 80 80 84	SEV/ MONTH	SEV/ YEAR 91 91 92 80 85 79 83 72 72 74 69 70	ALNVR NEVER 	<19 AT YES 101 93 93 83 84 78 82 71 74 72 72 77 70	NO 296 94 93 84 83 78 77 76 76 74 75	LESS 71 96 94 86 88 88 89 83 86 78 84 74 69	SOME COLL 115 92 93 82 82 86 89 74 74 70 76 77	COLL GRAD 130 94 92 85 83 81 74 72 76 73 75 75	POST GRAD 91 92 91 82 83 80 67 79 69 77 71 71	NON COLL	93 92 83 83 80 71 75 73 75 76 74
Base 403 M PROTECT WATER SOURCS 94 A PROTECT WATER QUAL 92 Q PRESERVE LOCAL PARKS 84 O PRESERVE WILDLIFE 84 N PROTECT AIR QUALITY 83 K SOURCES OF LOCAL FOOD 79 J IMPROVE AIR QUALITY 76 C PROTECT LOC AG ECON 75 R PROTECT GREENBELTS 75 P IMP PHYS HEALTH OF RES 75 G PROTECT LANDS REDUCE FLOOD 74 E PRESERVE SCENIC LANDSCAPES 74 B PROTECT FROM GLOBAL WARMNG 74	STRNG FAV 224 97 99 96 94 93 85 87 86 89 89 85 87 90	SMWT FAV	SMWT UNFAV 12 74 47 58 74 74 43 84 49 58 58 33 5	STRNG UNFAV 9 9 44 19 31 53 35 0 31 21 13 17 31	TOTAL FAV 377 95 96 86 85 84 80 77 79 77 76 78 79 77 76 78 79 77 77 76 78 79 77 77 76 78 79 77	TOTAL UNFAV	CR/DK/NA 15 100 71 81 79 68 100 57 41 58 81 44 39 40	1+/WK 129 98 96 87 83 87 77 80 80 84 84	SEV/ MONTH	SEV/ YEAR 91 91 92 80 85 79 83 72 72 74 67 69 70	ALNVR NEVER 	<19 AT YES 101 93 93 83 84 78 82 71 74 72 72 77 70 72	NO 296 94 93 84 83 85 78 77 76 76 76 74 75 74	LESS 71 96 94 86 88 88 88 89 83 86 78 84 74 69 67	SOME COLL	COLL GRAD 	POST GRAD 91 92 91 82 83 80 67 79 69 77 77 71 73 68	NON COLL	93 92 83 83 80 71 75 73 75 76 74 74
Base 403 M PROTECT WATER SOURCS 94 A PROTECT WATER QUAL 92 Q PRESERVE LOCAL PARKS 84 O PRESERVE WILDLIFE 84 N PROTECT AIR QUALITY 83 K SOURCES OF LOCAL FOOD 79 J IMPROVE AIR QUALITY 76 C PROTECT LOC AG ECON 75 R PROTECT GREENBELTS 75 P IMP PHYS HEALTH OF RES 75 G PROTECT LANDS REDUCE FLOOD 74 E PRESERVE SCENIC LANDSCAPES 74 B PROTECT FROM GLOBAL WARMING 74 H PROVIDE OPP OUTDOOR REC 700	STRNG FAV 224 97 99 96 94 93 85 87 86 89 89 85 87 90 82	SMWT FAV	SMWT UNFAV	STRNG UNFAV 9 59 44 19 31 59 53 35 0 31 21 13 17 31 0	TOTAL FAV 377 95 96 86 85 84 80 77 79 77 76 78 79 77 74	TOTAL UNFAV	CR/DK/NA 15 100 71 81 79 68 100 57 41 58 81 44 39 40 41	1+/WK 129 98 96 87 83 87 77 80 80 80 84 84	SEV/ MONTH	SEV/ YEAR 91 91 92 80 85 79 83 72 72 74 67 69 70 59 61	ALNVR NEVER 	<19 AT YES 101 93 93 83 84 78 82 71 74 72 72 77 70 72 70	NO 296 94 93 84 83 85 78 77 76 76 74 75 74 71	LESS 71 96 94 86 88 88 88 89 83 86 78 84 74 699 67 61	SOME COLL	COLL GRAD 	POST GRAD 91 92 91 82 83 80 67 79 69 77 77 71 73 68 68	NON COLL	93 92 83 83 80 71 75 73 75 76 74 74 74
Base 403 M PROTECT WATER SOURCS 94 A PROTECT WATER QUAL 92 Q PRESERVE LOCAL PARKS 84 O PRESERVE WILDLIFE 84 N PROTECT AIR QUALITY 83 K SOURCES OF LOCAL FOOD 79 J IMPROVE AIR QUALITY 76 C PROTECT LOC AG ECON 75 R PROTECT GREENBELTS 75 P IMP PHYS HEALTH OF RES 75 G PROTECT LANDS REDUCE FLOOD 74 E PRESERVE SCENIC LANDSCAPES 74 B PROTECT FROM GLOBAL WARMING 74 H PROVIDE OPP OUTDOOR REC 70 D PROTECT FRM SEA LEVEL RISE 68	STRNG FAV 224 97 99 96 94 93 85 87 86 89 85 87 90 82 82 82 80	SMWT FAV	SMWT UNFAV	STRNG UNFAV 9 59 44 19 31 59 53 50 31 21 13 17 31 17 31 0 14	TOTAL FAV 377 95 96 86 85 84 80 77 76 78 79 77 76 78 79 77 74 72	TOTAL UNFAV	CR/ DK/NA 15 100 71 81 79 68 1000 57 41 58 81 44 39 40 41 45	1+/WK 129 98 96 87 83 87 77 80 80 80 84 84 80	SEV/ MONTH	SEV/ YEAR 	ALNVR NEVER 	<19 AT YES 101 93 93 83 84 78 82 71 74 72 72 77 70 72 70 67	NO 296 94 93 84 83 85 78 77 76 76 74 71 69	LESS 71 96 94 86 88 88 89 83 86 78 84 74 69 61 73	SOME COLL 115 92 93 82 82 86 89 74 74 74 70 76 77 75 71 70	COLL GRAD 	POST GRAD 	NON COLL	93 92 83 83 80 71 75 73 75 76 74 74 74 74
Base 403 M PROTECT WATER SOURCS 94 A PROTECT WATER QUAL 92 Q PRESERVE LOCAL PARKS 84 O PRESERVE WILDLIFE 84 N PROTECT AIR QUALITY 83 K SOURCES OF LOCAL FOOD 79 J IMPROVE AIR QUALITY 76 C PROTECT LOC AG ECON 75 R PROTECT GREENBELTS 75 P IMP PHYS HEALTH OF RES 75 G PROTECT LANDS REDUCE FLOOD 74 E PRESERVE SCENIC LANDSCAPES 74 B PROTECT FROM GLOBAL WARMING 74 H PROVIDE OPP OUTDOOR REC 70 D PROTECT FRM SEA LEVEL RISE 68 L PRESERVE RURAL FEEL 65	STRNG FAV 224 97 99 96 94 493 85 87 86 89 85 87 90 82 82 80 77	SMWT FAV	SMWT UNFAV	STRNG UNFAV 9 59 44 19 31 59 53 35 0 31 21 13 17 31 0 14 19	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA 15 100 71 81 79 68 100 57 41 58 81 44 39 40 41 45 64	1+/WK 129 98 96 87 83 87 78 80 80 84 84 84 86 77	SEV/ MONTH	SEV/ YEAR 	ALNVR NEVER 62 88 77 71 74 80 74 70 69 69 60 59 52 54 50 51	<19 AT YES 101 93 93 84 78 82 71 74 72 77 70 72 70 67 61	NO 296 94 93 84 83 85 78 76 76 74 75 74 71 69 66	LESS 71 96 94 86 88 88 89 83 86 78 84 74 69 67 61 73 68	SOME COLL 115 92 93 82 82 86 89 74 74 70 76 77 75 71 70 63	COLL GRAD 	POST GRAD 	NON COLL	93 92 83 83 80 71 75 73 75 76 74 74 74 67

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

		~	ETHNI			Q17 I	NCOME		GEN	DER							GE					
	Total	LATNO		NON-	\$0- \$60K		\$90K- \$120K		MEN							60-64			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 FLOOI	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		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 WARMNO		88	71	85	80	73	74	65	63	84	82	87	78	75	59	55	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		68	72	75	67	64	70
D PROTECT FRM SEA LEVEL RISE	E 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		60	69	68	69
F CREATE NEW PARKS & PRESERV		63	58	67	61	63	55	56	57	62	66	64	67	67	40	47	63		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		P.	ARTY RE	G 			PARTY							Y GENDE				
		MEN	GENDER MEN	BY AGE WOMEN	 WOMEN	P:			 DEM	DEM			REP	REP	 DEM					REP		
	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		
		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		
		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	MEN 18-49 98	MEN 50+ 112	WOMEN 18-49 	WOMEN 50+ 142	DEM 214	NPP/O 109	REP 81	DEM 18-49 83	DEM 50+ 132	NPP/O 18-49 	NPP/O 50+ 	REP 18-49 23	REP 50+ 57	DEM MEN 92	DEM WOMEN 122	NPP/O MEN 	NPP/O WOMEN	REP MEN 45	REP WOMEN 43		
Base M PROTECT WATER SOURCS	403 94	MEN 18-49 98	MEN 50+ 112	WOMEN 18-49 84	WOMEN 50+ 142	DEM 214	NPP/O 109 98	REP 81	DEM 18-49 83	DEM 50+ 132 95	NPP/O 18-49 60	NPP/O 50+ 50	REP 18-49 23	REP 50+ 57	DEM MEN 92	DEM WOMEN 122	NPP/O MEN 63	NPP/O WOMEN 52	REP MEN 45	REP WOMEN 43		
Base M PROTECT WATER SOURCS A PROTECT WATER QUAL	403 94 92	MEN 18-49 98 95 95	MEN 50+ 112 91 81	WOMEN 18-49 84 97 97	WOMEN 50+ 142 93 98	DEM 214 96 96	NPP/O 109 98 98	REP 81 81 75	DEM 18-49 83 97 99	DEM 50+ 132 95 95	NPP/O 18-49 60 99 97	NPP/O 50+ 50 98 98	REP 18-49 23 82 86	REP 50+ 57 81 71	DEM MEN 92 94 94	DEM WOMEN 122 97 98	NPP/O MEN 63 99 96	NPP/O WOMEN 52 98 100	REP MEN 45 78 63	REP WOMEN 43 84 91		
Base M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS	94 92 84	MEN 18-49 98 95 95 77	MEN 50+ 112 91 81 80	WOMEN 18-49 84 97 97 89	WOMEN 50+ 142 93 98 88	DEM 214 96 96 90	NPP/O 109 98 98 81	REP 81 81 75 69	DEM 18-49 83 97 99 86	DEM 50+ 132 95 95 93	NPP/O 18-49 60 99 97 83	NPP/O 50+ 50 98 98 78	REP 18-49 23 82 86 63	REP 50+ 57 81 71 71	DEM MEN 92 94 94 84	DEM WOMEN 122 97 98 95	NPP/O MEN 63 99 96 83	NPP/O WOMEN 52 98 100 78	REP MEN 45 78 63 57	REP WOMEN 43 84 91 79		
Base M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE	94 92 84 84	MEN 18-49 98 95 95 77 80	MEN 50+ 112 91 81 80 82	WOMEN 18-49 84 97 97 97 89	WOMEN 50+ 142 93 98 88 82	DEM 214 96 96 90 88	NPP/O 109 98 98 81 84	REP 81 81 75 69 71	DEM 18-49 83 97 99 86 88	DEM 50+ 132 95 95 93 88	NPP/O 18-49 60 99 97 83 88	NPP/O 50+ 50 98 98 78 80	REP 18-49 23 82 86 63 67	REP 50+ 57 81 71 71 72	DEM MEN 92 94 94 84 83	DEM WOMEN 122 97 98 95 92	NPP/O MEN 63 99 96 83 88	NPP/O WOMEN 52 98 100 78 78	REP MEN 45 78 63 57 65	REP WOMEN 43 84 91 79 76		
Base M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY	 403 94 92 84 84 83	MEN 18-49 98 95 95 77 80 82	MEN 50+ 112 91 81 80 82 75	WOMEN 18-49 84 97 97 97 89 93	WOMEN 50+ 142 93 98 88 82 86	DEM 214 96 96 90 88 88	NPP/O 109 98 98 81 84 83	REP 81 81 75 69 71 71	DEM 18-49 83 97 99 86 88 91	DEM 50+ 132 95 95 93 88 86	NPP/O 18-49 60 99 97 83 88 84	NPP/O 50+ 50 98 98 78 80 81	REP 18-49 23 82 86 63 67 73	REP 50+ 57 81 71 71 72 70	DEM MEN 92 94 94 84 83 81	DEM WOMEN 122 97 98 95 92 93	NPP/O MEN 63 99 96 83 88 82	NPP/O WOMEN 52 98 100 78 78 84	REP MEN 45 78 63 57 65 66	REP WOMEN 43 84 91 79 76 75		
Base M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY K SOURCES OF LOCAL FOOD	 403 94 92 84 84 83 79	MEN 18-49 98 95 95 77 80 82 75	MEN 50+ 112 91 81 80 82 75 67	WOMEN 18-49 84 97 97 89 93 92 86	WOMEN 50+ 142 93 98 88 82 86 86	DEM 214 96 96 90 88 88 88	NPP/O 109 98 98 81 84 83 77	REP 81 81 75 69 71 71 72	DEM 18-49 83 97 99 86 88 91 84	DEM 50+ 132 95 95 93 88 86 81	NPP/O 18-49 60 99 97 83 88 84 77	NPP/O 50+ 50 98 98 78 80 81	REP 18-49 23 82 86 63 67 73 72	REP 50+ 57 81 71 71 72 70 73	DEM MEN 92 94 94 84 83 81 77	DEM WOMEN 122 97 98 95 92 93 87	NPP/O MEN 63 99 96 83 88 82 73	NPP/O WOMEN 52 98 100 78 78 84 82	REP MEN	REP WOMEN 43 84 91 79 76 75 88		
Base M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY K SOURCES OF LOCAL FOOD J IMPROVE AIR QUALITY	 403 94 92 84 84 83 79 76	MEN 18-49 98 95 95 77 80 82 75 72	MEN 50+ 112 91 81 80 82 75 67	WOMEN 18-49 84 97 97 97 89 93 92 86 84	WOMEN 50+ 142 93 98 88 82 86 86 86	DEM 214 96 96 90 88 88 82 80	NPP/O 109 98 98 81 84 83 77	REP 81 81 75 69 71 72 60	DEM 18-49 83 97 99 86 88 91 84 81	DEM 50+ 132 95 95 93 88 86 81 79	NPP/O 18-49 60 99 97 83 88 84 77 81	NPP/O 50+ 50 98 98 78 80 81 77	REP 18-49 23 82 86 63 67 73 72 52	REP 50+ 57 81 71 72 70 73 63	DEM MEN 92 94 94 84 83 81 77	DEM WOMEN 122 97 98 95 92 93 87 87	NPP/O MEN 63 99 96 83 88 82 73	NPP/O WOMEN 52 98 100 78 78 84 82 82	REP MEN 45 78 63 57 65 66 54 55	REP WOMEN 43 84 91 79 76 75 88 63		
M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY K SOURCES OF LOCAL FOOD J IMPROVE AIR QUALITY C PROTECT LOC AG ECON	 403 94 92 84 84 83 79 76	MEN 18-49 98 95 95 77 80 82 75 72 71	MEN 50+ 112 91 81 80 82 75 67 67	WOMEN 18-49 84 97 97 99 93 92 86 84 80	WOMEN 50+ 142 93 98 88 82 86 86 80 84	DEM 214 96 96 90 88 88 82 80 78	NPP/O 109 98 98 81 84 83 77 79 80	REP 81 81 75 69 71 72 60 61	DEM 18-49 83 97 99 86 88 91 84 81	DEM 50+ 132 95 95 93 88 86 81 79 77	NPP/O 18-49 60 99 97 83 88 84 77 81	NPP/O 50+ 50 98 98 78 80 81 77 76 84	REP 18-49 23 82 86 63 67 73 72 52 56	REP 50+ 57 81 71 72 70 73 63 63 63	DEM MEN 92 94 94 84 83 81 77 70 71	DEM WOMEN 122 97 98 95 992 93 87 87 84	NPP/O MEN 63 99 96 83 88 82 73 77 80	NPP/O WOMEN 52 98 100 78 78 84 82 82 82	REP MEN 45 78 63 57 65 66 54 55 47	REP WOMEN 43 84 91 79 76 75 88 63 79		
Base M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY K SOURCES OF LOCAL FOOD J IMPROVE AIR QUALITY C PROTECT LOC AG ECON R PROTECT GREENBELTS	403 94 92 84 84 83 79 76 75 75	MEN 18-49 98 95 95 77 80 82 75 72 71 63	MEN 50+ 112 91 81 80 82 75 67 66 79	WOMEN 18-49	WOMEN 50+ 142 93 98 88 82 86 86 86 84 78	DEM 214 96 96 90 88 88 82 80 78 83	NPP/O 109 98 98 81 84 83 77 79 80 71	REP 81 81 75 69 71 71 72 60 61 60	DEM 18-49 83 97 99 86 88 91 81 81	DEM 50+ 132 95 95 93 88 86 81 79 77 86	NPP/O 18-49 	NPP/O 50+ 500 98 98 78 80 81 77 76 84 74	REP 18-49 23 82 86 63 67 73 72 52 56 46	REP 50+ 57 81 71 72 70 73 63 63 65	DEM MEN 92 94 94 84 83 81 770 71 77	DEM WOMEN 122 97 98 95 92 93 87 84 88	NPP/O MEN 63 99 96 83 88 82 73 77 80	NPP/O WOMEN 52 98 100 78 78 84 82 82 81 71	REP MEN 45 78 63 57 65 66 54 54 55 47	REP WOMEN 43 84 91 79 76 75 88 63 79 62		
Base M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY K SOURCES OF LOCAL FOOD J IMPROVE AIR QUALITY C PROTECT LOC AG ECON R PROTECT GREENBELTS P IMP PHYS HEALTH OF RES	403 94 92 84 84 83 79 76 75 75 75	MEN 18-49 98 95 95 77 80 82 75 72 163 73	MEN 50+ 112 91 81 80 822 75 67 67 666 79 73	WOMEN 18-49	WOMEN 50+ 142 93 98 88 82 86 86 86 84 78 76	DEM	NPPP/O 109 98 98 81 84 83 77 79 980 71	REP 81 81 75 69 71 72 600 61 60 58	DEM 18-49 83 97 99 86 88 91 84 81 81 79	DEM 50+ 132 95 95 93 88 86 81 79 77 86 81	NPP/O 18-49 	NPP/O 50+ 50 98 98 78 80 81 77 76 84 74	REP 18-49 23 82 86 63 67 73 72 52 56 46 46	REP 50+ 57 81 71 71 72 70 73 63 63 65 62	DEM MEN 92 94 94 84 83 81 77 70 71 77 76	DEM WOMEN 122 97 98 95 92 93 87 84 88 84	NPP/O MEN 63 99 96 83 88 82 73 77 80 70 82 70	NPP/O WOMEN 52 98 100 78 78 84 82 82 82 81 71	REP MEN 45 78 63 57 65 66 54 55 47 56	REP WOMEN 43 84 91 79 76 75 88 63 79 62 62		
Base M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY K SOURCES OF LOCAL FOOD J IMPROVE AIR QUALITY C PROTECT LOC AG ECON R PROTECT GREENBELTS P IMP PHYS HEALTH OF RES G PROTECT LANDS REDUCE FLOOI	94 92 84 84 83 79 76 75 75 75 75	MEN 18-49 98 95 95 77 80 82 75 72 71 633 73 66	MEN 50+ 112 91 81 80 82 75 67 67 66 79 73 61	WOMEN 18-49 	WOMEN 50+	DEM	NPP/O 109 98 98 81 84 83 77 79 80 71 77 79	REP 81 81 75 69 71 72 60 61 60 58 56	DEM 18-49 83 97 99 86 88 91 84 81 81 79 79	DEM 50+ 132 95 95 93 88 86 81 79 77 86 81 78	NPP/O 18-49 	NPP/O 50+ 50 98 98 78 80 81 77 76 84 74 77	REP 18-49 23 82 86 63 67 73 72 52 56 46 46 63	REP 50+ 57 81 71 72 70 73 63 63 65 62 53	DEM MEN 92 94 94 84 83 81 77 70 71 76 68	DEM WOMEN 122 97 98 95 92 93 87 87 84 88 84 87	NPP/O MEN 63 99 96 83 88 82 73 77 80 70 82 70	NPP/O WOMEN 52 98 100 78 78 84 82 82 82 81 71 71	REP MEN	REP WOMEN 43 84 91 79 76 75 88 63 79 62 62 73		
Base M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY K SOURCES OF LOCAL FOOD J IMPROVE AIR QUALITY C PROTECT LOC AG ECON R PROTECT GREENBELTS P IMP PHYS HEALTH OF RES G PROTECT LANDS REDUCE FLOOI E PRESERVE SCENIC LANDSCAPES	94 92 84 84 83 79 76 75 75 75 75	MEN 18-49 98 95 95 77 80 82 275 72 71 63 73 66 70	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM 214 96 96 90 88 88 82 80 78 83 80 79 81	NPP/O 109 98 98 81 84 83 77 79 80 71 77 97 77	REP 81 81 75 69 71 72 600 61 600 588 566 53	DEM 18-49 83 97 99 86 88 91 84 81 79 79 81 81	DEM 50+ 132 95 95 93 88 86 81 79 77 86 81 78 82	NPP/O 18-49	NPP/O 50+ 50 98 98 78 80 81 17 76 84 74 74 74 77 80	REP 18-49 23 82 86 63 67 73 72 52 56 46 46 63 61	REP 50+ 57 81 71 72 70 73 63 63 65 62 53 50	DEM MEN 92 94 94 84 83 81 77 70 71 77 668 77	DEM WOMEN 122 97 98 95 92 93 87 87 84 88 84 87 84	NPP/O MEN 63 99 96 83 88 82 73 77 80 70 67	NPP/O WOMEN 52 98 100 78 78 84 82 82 81 71 71 71 88 87	REP MEN 45 78 63 57 65 66 64 55 47 56 52 43 40	REP WOMEN 43 84 91 79 76 75 88 63 79 62 62 73 70		
Base M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY K SOURCES OF LOCAL FOOD J IMPROVE AIR QUALITY C PROTECT LOC AG ECON R PROTECT GREENBELTS P IMP PHYS HEALTH OF RES G PROTECT LANDS REDUCE FLOOI E PRESERVE SCENIC LANDSCAPES B PROTECT FROM GLOBAL WARMNO	94 92 84 84 83 79 76 75 75 75 74 3 74	MEN 18-49 98 95 95 77 80 82 275 72 71 63 73 66 70 73	MEN 50+ 112 91 81 80 82 75 67 66 79 73 61 63 56	WOMEN 18-49	93 98 88 82 86 86 86 87 86 88 82 86 86 87 88	DEM 214 96 96 90 88 88 82 80 78 83 80 79 81	NPPP/O 109 98 98 81 84 83 77 79 80 71 77 77	REP 81 81 75 69 71 71 72 60 61 60 58 56 53 34	DEM 18-49 83 97 99 86 88 91 84 81 79 79 81 81	DEM 50+ 132 95 95 93 88 86 81 79 77 86 81 78 82 83	NPP/O 18-49	NPP/O 50+ 500 98 98 78 80 81 77 76 84 74 74 74 77 80 67	REP 18-49 23 82 86 63 67 73 72 52 56 46 46 63 37 21 52	REP 50+ 57 81 71 71 72 70 73 63 65 62 53 50 32	DEM MEN 92 94 94 84 83 81 777 76 688 77 83	DEM WOMEN	NPP/O MEN 63 99 96 83 88 82 73 77 80 70 82 70 67 64	NPP/O WOMEN	REP MEN 45 78 63 57 65 66 54 47 56 52 47 40 22	REP WOMEN 43 84 91 79 76 75 88 63 79 62 62 73 70 49		
M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY K SOURCES OF LOCAL FOOD J IMPROVE AIR QUALITY C PROTECT LOC AG ECON R PROTECT GREENBELTS P IMP PHYS HEALTH OF RES G PROTECT LANDS REDUCE FLOOI E PRESERVE SCENIC LANDSCAPES B PROTECT FROM GLOBAL WARMNO H PROVIDE OPP OUTDOOR REC	94 92 84 84 83 79 76 75 75 75 74 3 74	MEN 18-49 98 95 95 77 80 82 75 72 71 63 73 66 70 73 67	MEN 50+	WOMEN 18-49	93 98 88 82 86 86 86 86 86 87 78 76 82 83	DEM 214 96 96 90 88 88 82 80 78 83 80 79 81 87	NPPP/O 109 98 98 81 84 83 77 79 80 71 77 79 77	REP 81 81 75 69 71 71 72 60 61 60 58 53 34 44	DEM 18-49 83 97 99 86 88 91 84 81 79 79 81 81 95	DEM 50+ 132 95 95 93 88 86 811 79 77 86 81 78 83 78	NPP/O 18-49	NPP/O 50+ 500 98 98 78 80 81 77 76 84 74 74 74 77	REP 18-49 23 82 86 63 67 73 72 52 52 56 46 46 63 61 38 57	REP 50+ 57 81 71 72 70 73 63 65 62 53 500 32 39	DEM MEN 92 94 84 83 81 77 76 68 77 83 76	DEM WOMEN 122 97 98 95 92 93 87 84 88 84 87 84 91 82	NPP/O MEN 63 99 96 83 88 82 73 77 80 70 82 70 67 64 68	NPP/O WOMEN	REP MEN 45 78 63 57 65 66 54 75 56 52 43 40 22 40	REP WOMEN 43 844 91 79 76 75 88 63 79 62 62 73 70 49		
Base M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY K SOURCES OF LOCAL FOOD J IMPROVE AIR QUALITY C PROTECT LOC AG ECON R PROTECT GREENBELTS P IMP PHYS HEALTH OF RES G PROTECT LANDS REDUCE FLOOI E PRESERVE SCENIC LANDSCAPES B PROTECT FROM GLOBAL WARMNO H PROVIDE OPP OUTDOOR REC D PROTECT FRM SEA LEVEL RISE	94 92 84 84 83 79 76 75 75 75 75 74 74 74 74 74 74 68 68	MEN 18-49 98 95 95 77 80 82 75 72 71 63 73 66 70 73 67 66	MEN 50+ 112 91 81 80 82 75 67 66 79 73 61 63 56 64 49	WOMEN 18-49	WOMEN 50+ 142 93 98 88 82 86 86 86 84 78 76 82 83 78 70 74	DEM 214 96 96 90 88 88 82 78 83 80 79 81 87 79 76	NPPP/O 109 98 98 81 84 83 77 79 80 71 77 76 76 72 73	REP 81 81 75 69 71 71 72 60 61 60 58 56 53 34 44 44	DEM 18-49 83 83 97 99 86 88 91 84 81 79 79 81 81 95 82 87	DEM 50+ 132 95 95 93 88 86 81 79 977 86 81 78 82 83 78 69	NPP/O 18-49	NPP/O 50+ 50 98 98 78 80 81 77 76 84 74 77 80 67 71	REP 18-49 23 82 86 63 67 73 72 55 46 46 63 61 38 57 38	REP 50+ 57 81 71 72 70 73 63 65 62 53 50 32 29 47	DEM MEN 92 94 84 83 81 77 76 68 77 83 876 66	DEM WOMEN 122 97 98 95 92 93 87 84 88 84 87 84 91 82 83	NPP/O MEN 63 99 96 83 88 82 73 77 70 80 70 64 68 61	NPP/O WOMEN 52 98 100 78 84 82 82 81 71 71 88 88 87 90 76 86	REP MEN 45 78 63 57 65 66 54 75 56 52 43 40 22 240 31	REP WOMEN 43 84 91 79 76 75 88 63 79 62 62 73 70 49 49		

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

			PARI	ENTS		PERMA ABSEN				CI	TY				BOARD O					
Tot	cal	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO		RHONT PARK		WIND SOR	OTHER	UNINC	1	2	3	4	5 		
Base 4	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 OUAL	92	88	96	87	98	92	93	94	91	93	94	91	92	94	89	97	94	90		
~	84	79	87	79	88	87	75	77	80	85	84	83	86	89	72	89	91	78		
	84	78	90	82	84	85	79	88	80	80	95	77	87	81	81	85	88	82		
	83	74	82	81	89	87	75	83	89	80	88	87	83	82	78	91	82	83		
·-	79	71	92	71	84	82	71	87	76	76	88	76	80	72	81	81	83	77		
	76	66	75	72	83	79	68	79	80	72	65	81	77	71	73	81	73	81		
	75	66	80	70	83	75	78	77	70	78	54	67	80	71	77	76	77	78		
	75	68	75	72	80	78	67	60	64	76	74	75	82	79	60	77	83	76		
	75	71	72	74	79	78	68	72	71	75	79	74	76	76	69	79	78	74		
	74	57	93	64	82	74	75	73	69	76	68	79	74	73	68	76	76	79		
	74	62	77	66	84	74	74	83	69	75	56	71	75	72	75	76	71	79		
	74	57	84	64	83	75	69	79	62	74	75	79	72	73	72	71	71	80		
	70	62	77	67	75	75	60	77	48	74	79	62	72	69	68	71	72	73		
	68	50	81	58	79	71	63	75	58	70	62	68	68	63	66	69	68	77		
	65	54	68	62	70	69	56	54	64	63	74	62	71	65	52	74	68	68		
	60	54	63	58	61	63	51	61	41	64	31	67	60	57	56	65	57	65		
	26	25	30	25	26	28	20	31	26	30	30	21	21	18	25	34	28	27		
		FI	LAGS ((P/G12,	P/G14,	, P/G16))		NSISTEN TARGETS		MOV	TIVE ERS	INTEN MOV	ERS		HOUS	SEHOLD	PARTY I	'YPE	
Tot	al	FI 	LAGS (2+/6	(P/G12, 	P/G14,	, P/G16; 5+/6	6/6	CN ST	TARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	 DEM 1	DEM 2+	SEHOLD REP 1	REP 2+	TYPE IND 1+	MIX
	cal 403							CN ST	TARGETS EVER		MOV 	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	MIX 94
Base 4	403	1+/6 396	2+/6 342	3+/6 284	4+/6 244	5+/6 198	6/6 142	CN ST FAV	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 	ERS FIRST LAST 123	MOV AFTER INFO 158	ERS FIRST LAST 182	1 114	DEM 2+ 67	REP 1 	REP 2+ 25	IND 1+ 	94
Base 4 M PROTECT WATER SOURCS	 403 94	1+/6 396	2+/6 342 93	3+/6 284	4+/6 244 92	5+/6 198	6/6 142 90	CN ST FAV 97	TARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 110	ERS FIRST LAST 123	MOV AFTER INFO 158	ERS FIRST LAST 182	1 114 94	DEM 2+ 67	REP 1 30	REP 2+ 25	IND 1+ 80	94 92
Base 4 M PROTECT WATER SOURCS A PROTECT WATER QUAL	94 92	1+/6 396 93 93	2+/6 342 93 92	3+/6 284 93 91	4+/6 244 92 91	5+/6 198 90 89	6/6 142 90 88	CN ST FAV 97 99 98	EVER UNFAV 52 73 68	SWING 254 96 95	MOV AFTER INFO 110 97 95	FIRST LAST 123 95 94	MOV AFTER INFO 158 97 95	FIRST LAST 182 95 94	1 114 94 96	DEM 2+ 67 97 99	REP 1 30 81 78	REP 2+ 25 81 59	IND 1+ 80 100 98	94 92 92
Base 4 M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS	94 92 84	1+/6 396 93 93 84	2+/6 342 93 92 83	3+/6 284 93 91 83	4+/6 244 92 91 83	5+/6 198 90 89 82	6/6 142 90 88 82	CN ST FAV 97 99 98 99	EVER UNFAV 52 73 68 60	SWING 254 96 95 82	MOV AFTER INFO 110 97 95 79	FIRST LAST 123 95 94 80	MOV AFTER INFO 158 97 95 83	FIRST LAST 182 95 94 85	1 114 94 96 89	DEM 2+ 67 97 99 95	REP 1 30 81 78 72	REP 2+ 25 81 59 75	IND 1+ 80 100 98 85	94 92 92 75
Base 4 M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE	94 92 84 84	1+/6 396 93 93 84 84	2+/6 342 93 92 83 83	3+/6 284 93 91 83 82	4+/6 244 92 91 83 82	5+/6 198 90 89 82 82	6/6 142 90 88 82 80	CN ST FAV 97 99 98 99	EVER UNFAV 52 73 68 60 59	SWING 254 96 95 82 84	MOV AFTER INFO 110 97 95 79 78	FIRST LAST 123 95 94 80 78	MOV AFTER INFO 158 97 95 83 83	FIRST LAST 182 95 94 85 82	1 114 94 96 89 88	DEM 2+ 67 97 99 95 91	REP 1 30 81 78 72 80	REP 2+ 25 81 59 75 66	IND 1+ 80 100 98 85 87	94 92 92 75 75
Base 4 M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY	94 92 84 84 83	1+/6 396 93 93 84 84 83	2+/6 342 93 92 83 83 83	3+/6 284 93 91 83 82 80	4+/6 244 92 91 83 82 80	5+/6 198 90 89 82 82 79	90 88 82 80 79	CN ST FAV 97 99 98 99 95	FARGETS EVER UNFAV 52 73 68 60 59 69	SWING 254 96 95 82 84 81	MOV AFTER INFO 110 97 95 79 78 82	FIRST LAST 123 95 94 80 78 81	MOV AFTER INFO 158 97 95 83 83 83	FIRST LAST 182 95 94 85 82 84	1 114 94 96 89 88 90	DEM 2+ 67 97 99 95 91 88	REP 1 30 81 78 72 80 70	REP 2+ 25 81 59 75 66 74	IND 1+ 80 100 98 85 87 85	94 92 92 75 75 77
Base 4 M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY K SOURCES OF LOCAL FOOD	94 92 84 84 83	1+/6 396 93 93 84 84 83 79	2+/6 342 93 92 83 83 82 78	3+/6 284 93 91 83 82 80 77	4+/6 244 92 91 83 82 80 77	5+/6 198 90 89 82 82 79 74	6/6 142 90 88 82 80 79 74	 CN ST FAV 97 99 98 99 95 95	TARGETS EVER UNFAV 52 73 68 60 59 69 68	SWING 254 96 95 82 84 81 78	MOV AFTER INFO 110 97 95 79 78 82 73	FERS FIRST LAST 123 95 94 80 78 81 75	MOV AFTER INFO 158 97 95 83 83 83	FIRST LAST 182 95 94 85 82 84 80	1 114 94 96 89 88 90 83	DEM 2+ 67 97 99 95 91 88 88	REP 1 30 81 78 72 80 70 86	REP 2+ 25 81 59 75 66 74 65	IND 1+ 80 100 98 85 87 85 78	94 92 92 75 75 77
Base 4 M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY K SOURCES OF LOCAL FOOD J IMPROVE AIR QUALITY	94 92 84 84 83 79	1+/6 396 93 93 84 84 83 79 75	2+/6 342 93 92 83 83 82 78 74	3+/6 284 93 91 83 82 80 77 72	4+/6 244 92 91 83 82 80 77 71	5+/6 198 90 89 82 82 79 74 71	6/6 142 90 88 82 80 79 74 72	CN ST FAV 97 99 98 99 95 95 86 88	FARGETS EVER UNFAV 52 73 68 60 59 69 68 65	SWING 254 96 95 82 84 81 78 73	MOV AFTER INFO 110 97 95 79 78 82 73 74	FIRST LAST 123 95 94 80 78 81 75 74	MOV 	FIRST LAST 182 95 94 85 82 84 80 78	1 114 94 96 89 88 90 83 80	DEM 2+	REP 1 30 81 78 72 80 70 86 63	REP 2+ 25 81 59 75 66 74 65 64	IND 1+ 80 100 98 85 87 85 78 82	94 92 92 75 75 77 70 66
Base 4 M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY K SOURCES OF LOCAL FOOD J IMPROVE AIR QUALITY C PROTECT LOC AG ECON	94 92 84 84 83 79 76	1+/6 396 93 93 84 84 83 79 75	2+/6 342 93 92 83 83 82 78 74	3+/6 284 93 91 83 82 80 77 72 74	4+/6 	5+/6 198 90 89 82 82 79 74 71	6/6 142 90 88 82 80 79 74 72 73	CN ST FAV 97 99 98 99 95 95 86 88 85	EVER UNFAV 52 73 68 60 59 69 68 65 54	SWING 254 96 95 82 84 81 73 76	MOV AFTER INFO 110 97 95 79 78 82 73 74 65	FIRST LAST 123 95 94 80 78 81 74 68	MOV	ERS FIRST LAST 182 95 94 85 82 84 80 78 75	1 114 94 96 89 88 90 83 80 82	DEM 2+67 97 99 95 91 88 88 84 73	REP 1 30 81 78 72 80 70 86 63 58	REP 2+ 25 81 59 75 66 74 65 64 47	IND 1+80 100 98 85 87 85 78 82 78	94 92 92 75 75 77 70 66 81
Base 4 M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY K SOURCES OF LOCAL FOOD J IMPROVE AIR QUALITY C PROTECT LOC AG ECON R PROTECT GREENBELTS	94 92 84 84 83 79 76 75	1+/6 396 93 93 84 84 83 79 75 75	2+/6 342 93 92 83 83 82 74 75	3+/6284 93 91 83 82 80 77 72 74 76	4+/6 244 92 91 83 82 80 77 71 74 75	5+/6 198 90 89 82 82 79 74 71 74 76	6/6 142 90 88 82 80 79 74 72 73	CN ST FAV 97 99 98 99 95 95 86 88 88 85 90	TARGETS EVER UNFAV 52 73 68 60 59 69 68 65 54	SWING 254 96 95 82 84 81 73 76 73	MOV AFTER INFO 110 97 95 79 78 82 73 74 65 74	FIRST LAST 123 95 94 80 78 81 75 74 68 73	MOVAFTER INFO 158	ERS FIRST LAST 182 95 94 85 82 84 80 78 75 78	1 114 94 96 89 88 90 83 80 82 81	DEM 2+	REP 1 30 81 78 72 80 70 86 63 58	REP 2+ 25 81 59 75 66 74 65 64 47 59	IND 1+	94 92 92 75 75 77 70 66 81 68
Base M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY K SOURCES OF LOCAL FOOD J IMPROVE AIR QUALITY C PROTECT LOC AG ECON R PROTECT GREENBELTS P IMP PHYS HEALTH OF RES	94 92 84 84 83 79 76 75	1+/6 396 93 93 84 84 83 79 75 75	2+/6 342 93 92 83 83 82 78 74	3+/6 284 93 91 83 82 80 77 72 74	4+/6 244 92 91 83 82 80 77 71 74 75 73	5+/6 198 90 89 82 82 79 74 71 74 76 72	6/6 142 90 88 82 80 79 74 72 73 75	CN ST FAV 97 99 98 99 95 95 86 88 88 85 90 87	EVER UNFAV 52 68 68 69 69 68 65 56 50	SWING 254 96 95 82 84 81 78 73 76 73 75	MOV AFTER INFO 110 97 95 79 78 82 73 74 65 74 74	FIRST LAST 123 95 94 80 78 81 75 74 688 73 73	MOV	ERS FIRST LAST 182 95 94 85 82 84 80 78 75 78 79	1 114 94 96 89 88 90 83 80 82 81	DEM 2+	REP 1 30 81 78 72 80 70 86 63 58 67 54	REP 2+ 25 81 59 75 66 74 65 64 47 59 65	IND 1+	92 92 75 75 77 70 66 81 68
Base 4 M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY K SOURCES OF LOCAL FOOD J IMPROVE AIR QUALITY C PROTECT LOC AG ECON R PROTECT GREENBELTS P IMP PHYS HEALTH OF RES G PROTECT LANDS REDUCE FLOOD	94 92 84 84 83 79 76 75 75	1+/6 396 93 93 84 84 83 79 75 75 75	2+/6 342 93 92 83 82 78 74 75 75 74 75	3+/6 284 93 91 83 82 80 77 72 74 76 674 74	4+/6 244 92 91 83 82 80 77 71 74 75 73 75	5+/6 198 90 89 82 82 79 74 71 74 76 72	6/6 142 90 88 82 80 79 74 72 73 75 72 69	CN ST FAV 97 99 98 99 95 95 86 88 85 90 087 87	TARGETS	SWING 254 96 95 82 84 81 78 73 76 73 75	MOV AFTER INFO 110 97 95 79 78 82 73 74 65 74 74 71	FIRST LAST 123 95 94 80 78 81 75 74 68 73 73	MOV 	ERS FIRST LAST 182 95 94 85 82 84 80 78 75 78 79 75	1 114 94 96 89 88 90 83 80 82 81 79 85	DEM 2+	REP 1	REP 2+	IND 1+	94 92 92 75 75 77 70 66 81 68 70
Base 4 M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY K SOURCES OF LOCAL FOOD J IMPROVE AIR QUALITY C PROTECT LOCA AG ECON R PROTECT GREENBELTS P IMP PHYS HEALTH OF RES G PROTECT LANDS REDUCE FLOOD E PRESERVE SCENIC LANDSCAPES	94 92 84 84 83 79 76 75 75 74	1+/6 396 93 93 84 84 83 79 75 75 75 75	2+/6 342 93 92 83 83 82 78 74 75 75 75 75	3+/6 284 93 91 83 82 80 77 72 74 76 74 74 74	4+/6	5+/6 198 90 89 82 82 79 74 71 74 76 72 74 73	6/6 142 90 88 82 80 79 74 72 73 75 72 69	CN ST FAV 97 99 98 99 95 86 88 85 90 87 87 89	TARGETS EVER UNFAV 52 73 68 60 59 69 68 65 54 56 50 48 36	SWING 254 96 95 82 84 81 78 73 76 73 75 75	MOV AFTER INFO 110 97 95 79 78 82 73 74 65 74 74 71	FIRST LAST 123 95 94 80 78 81 75 74 68 73 73 73	MOV 	ERS FIRST LAST 182 95 94 85 82 84 80 78 75 78 79 75 74	1 114 94 96 89 88 90 83 80 82 81 79 85 84	DEM 2+67 97 99 95 91 88 84 73 87 83 87 83 82	REP 1	REP 2+ 25 81 59 75 66 74 47 59 65 49 42	IND 1+	94 92 92 75 77 70 66 81 68 70 69
Base 4 M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY K SOURCES OF LOCAL FOOD J IMPROVE AIR QUALITY C PROTECT LOC AG ECON R PROTECT LOC AG ECON R PROTECT GREENBELTS P IMP PHYS HEALTH OF RES G PROTECT LANDS REDUCE FLOOD E PRESERVE SCENIC LANDSCAPES B PROTECT FROM GLOBAL WARMNG	94 92 84 84 83 79 76 75 75 74 74	1+/6 396 93 93 84 84 83 79 75 75 75 75 75	2+/6342 93 92 83 83 82 78 74 75 75 74 75 75 77	3+/6 284 93 91 83 82 80 77 72 74 76 74 74 74 73	4+/6244 92 91 83 82 80 77 71 74 75 73 75 76 72	5+/6 198 90 89 82 82 79 74 71 74 76 72 74 73 71	6/6 142 90 88 82 80 79 74 72 73 75 72 69 72 70	CN ST FAV 97 99 98 99 95 86 88 85 90 87 89 90	TARGETS EVER UNFAV 52 73 68 60 59 69 68 65 54 56 50 48 36 36	SWING 254 96 95 82 84 81 78 73 76 73 76 75 75 76 75	MOV AFTER INFO 110 97 95 79 78 82 27 37 44 65 74 74 71 71	FIRST LAST 123 95 94 80 78 81 75 74 68 73 73 72 76	MOV	ERS FIRST LAST 182 95 94 85 82 84 80 78 75 78 79 75 74 78	1 114 94 96 89 88 90 83 80 82 81 79 85 84	DEM 2+	REP 1 30 81 78 72 80 70 86 63 58 67 54 62 35	REP 2+ 25 81 59 75 66 74 47 59 65 49 42 14	IND 1+	94 92 92 75 77 70 66 81 68 70 69
Base 4 M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY K SOURCES OF LOCAL FOOD J IMPROVE AIR QUALITY C PROTECT LOC AG ECON R PROTECT GREENBELTS P IMP PHYS HEALTH OF RES G PROTECT LANDS REDUCE FLOOD E PRESERVE SCENIC LANDSCAPES B PROTECT FROM GLOBAL WARMNG H PROVIDE OPP OUTDOOR REC	94 92 84 84 83 79 76 75 75 74 74	1+/6 396 93 93 84 84 87 75 75 75 75 75 75 75	2+/6342 93 92 83 83 82 78 74 75 75 74 75 75 72 70	3+/6 284 93 91 83 82 80 77 72 74 76 74 74 74 73 69	4+/6244 92 91 83 82 80 77 71 74 75 73 75 76 72 69	5+/6 198 90 89 82 82 79 74 71 74 76 72 74 73 71 68	6/6 142 90 88 82 80 79 74 72 73 75 72 69	CN ST FAV 97 99 98 99 95 95 95 86 88 85 90 87 87 87 89 90 86	TARGETS EVER UNFAV 52 73 68 60 59 69 69 65 54 56 50 48 36 36 37	SWING -254 96 95 82 84 81 78 73 76 73 75 75 76 75 71	MOV AFTER INFO 110 97 95 79 78 822 73 74 65 74 74 71 71 77 65	FIRST LAST 123 95 94 80 78 815 74 68 73 73 72 76 68	MOV	ERS FIRST LAST 182 95 94 85 82 84 80 78 75 78 79 75 74 78 71	1 114 94 96 89 88 90 83 80 82 81 79 85 84 87	DEM 2+	REP 1 30 81 78 72 80 70 86 63 58 67 54 62 62 35 47	REP 2+ 25 81 59 75 66 74 65 64 47 59 65 49 42 29	IND 1+	94 92 92 75 75 77 70 66 81 68 70 69 69
Base 4 M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY K SOURCES OF LOCAL FOOD J IMPROVE AIR QUALITY C PROTECT LOC AG ECON R PROTECT GREENBELTS P IMP PHYS HEALTH OF RES G PROTECT LANDS REDUCE FLOOD E PRESERVE SCENIC LANDSCAPES B PROTECT FROM GLOBAL WARMING H PROVIDE OPP OUTDOOR REC D PROTECT FRM SEA LEVEL RISE	94 92 84 84 83 79 76 75 75 74 74 70 68	1+/6 396 93 93 84 84 83 79 75 75 75 75 75 75 76	2+/6342 93 92 83 83 82 74 75 75 74 75 72 70 68	3+/6 284 93 91 83 82 80 77 72 74 76 74 74 74 73 69 69	4+/6	5+/6 198 90 89 82 82 79 74 71 74 76 72 74 73 71 68 68	6/6 142 90 88 82 80 79 74 72 73 75 72 69 72 70 69 65	CN ST FAV 97 98 99 95 95 86 88 85 90 87 87 89 96 86 80	TARGETS EVER UNFAV 52 73 68 60 59 69 69 65 54 56 50 48 36 36 37 33	SWING 254 96 95 82 84 81 73 76 73 75 75 75 76 71 71	MOV AFTER INFO 110 97 95 79 78 82 74 65 74 71 71 71 77 65 68	FIRST LAST 123 95 94 80 78 81 73 73 73 73 76 68 70	MOV	ERS FIRST LAST 182 95 94 85 82 84 80 78 75 78 79 75 74 78 71 72	1 114 94 96 89 88 90 83 80 82 81 79 85 84 87 81 78	DEM 2+	REP 1	REP 2+ 25 81 59 75 666 74 65 64 47 59 65 49 42 29 28	IND 1+	94 92 92 75 75 77 70 66 81 68 70 69 69 75
Base M PROTECT WATER SOURCS A PROTECT WATER QUAL Q PRESERVE LOCAL PARKS O PRESERVE WILDLIFE N PROTECT AIR QUALITY K SOURCES OF LOCAL FOOD J IMPROVE AIR QUALITY C PROTECT LOC AG ECON R PROTECT GREENBELTS P IMP PHYS HEALTH OF RES G PROTECT LANDS REDUCE FLOOD E PRESERVE SCENIC LANDSCAPES B PROTECT FROM GLOBAL WARMING H PROVIDE OPP OUTDOOR REC D PROTECT FRM SEA LEVEL RISE L PRESERVE RURAL FEEL	94 92 84 84 83 79 76 75 75 74 74	1+/6 396 93 93 84 84 87 75 75 75 75 75 75 75	2+/6342 93 92 83 83 82 78 74 75 75 74 75 75 72 70	3+/6 284 93 91 83 82 80 77 72 74 76 74 74 74 73 69	4+/6244 92 91 83 82 80 77 71 74 75 73 75 76 72 69	5+/6 198 90 89 82 82 79 74 71 74 76 72 74 73 71 68	6/6 142 90 88 82 80 79 74 72 73 75 72 69	CN ST FAV 97 99 98 99 95 95 95 86 88 85 90 87 87 87 89 90 86	TARGETS EVER UNFAV 52 73 68 60 59 69 69 65 54 56 50 48 36 36 37	SWING -254 96 95 82 84 81 78 73 76 73 75 75 76 75 71	MOV AFTER INFO 110 97 95 79 78 822 73 74 65 74 74 71 71 77 65	FIRST LAST 123 95 94 80 78 815 74 68 73 73 72 76 68	MOV	ERS FIRST LAST 182 95 94 85 82 84 80 78 75 78 79 75 74 78 71	1 114 94 96 89 88 90 83 80 82 81 79 85 84 87	DEM 2+	REP 1 30 81 78 72 80 70 86 63 58 67 54 62 62 35 47	REP 2+ 25 81 59 75 66 74 65 64 47 59 65 49 42 29	IND 1+	94 92 92 75 75 77 70 66 81 68 70 69 69

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

		Q CELL		SONON	Q1 MA DIREC	CTION		Q2A IN	ITIAL S	CAPOSD	FAVOR <i>I</i>	ABILITY		Q	5 SCAP(OSD FAV	ORABIL:	ITY AF	TER INF	0		
	otal	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 C PRVT LAND FOR COMMERCL USE A PUBLIC LANDS FOR PRODUCTN	34 20 11	46 28 15	27 16 9	36 21 10	27 18 13	39 23 12	35 24 12	34 16 9	23 5 5	33 33 13	35 20 11	27 15 8	34 22 13	37 24 12	33 17 10	28 17 8	21 14 8	35 21 11	26 16 8	19 23 18		
		Q11	SCAPOSI	D FAVOR	ABILITY	/ AFTEF	R MESSAG	GING	Q13	SONOMA	TRAIL	USE	~	HLDRN F HOME			Q15 EDU	JCATION				
	otal	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV		CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS		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 C PRVT LAND FOR COMMERCL USE A PUBLIC LANDS FOR PRODUCTN	34 20 11	38 23 13	31 18 9	33 22 16	12 12 10	35 21 11	24 17 13	15 15 15	43 26 18	33 18 6	35 24 13	15 8 5	34 21 9	20	32 21 16	41 26 12		31 17 11	37 24 14	32 17 9		
		Q16	ETHNIC	CITY		Q17 I	NCOME		GEN							AC	GE					
	otal	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K-	\$90K- \$120K		MEN		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 C PRVT LAND FOR COMMERCL USE A PUBLIC LANDS FOR PRODUCTN	34 20 11	33 22 23	34 20 9	39 22 21	41 24 14	34 20 13	25 18 6	35 19 5	39 26 13	30 16 10	54 32 22	45 29 13	38 21 11	31 23 10	26 11 9	40 22 13	21 16 8	18 8 4	46 28 15	26 15 9	33 18 11	19 13 6
			GENDER	BY AGE		Pi	ARTY RE	G			PARTY						ARTY BY		R			
	otal	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	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN		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 C PRVT LAND FOR COMMERCL USE A PUBLIC LANDS FOR PRODUCTN	34 20 11	49 32 17	29 20 9	41 22 13	23 12 8	37 24 12	42 21 14	16 11 6	49 31 16	29 19 9	48 27 18	34 15 9	26 20 5	12 8 6	45 29 14	31 20 10	44 26 15	39 16 12	18 18 7	15 4 5		

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

			PAR	ENTS		PERMAN ABSEN				CI	TY			E	BOARD O	F SUPER	RVISORS			
				MEN	WOMEN			PETAL		SANTA	WIND									
Tota	ι <u>Ι</u>	DADS	MOMS	NOKDS	NOKDS	YES	NO	UMA	PARK	ROSA	SOR	OTHER	UNINC	1	2	3	4	5		
Base 80)3	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153		
B PRVT LAND FOR PERSONAL USE 3	34	35	33	40	29	35	31	27	44	32	39	25	38	29	34	35	29	44		
C PRVT LAND FOR COMMERCL USE 2	20	26	17	26	16	21	19	12	24	22	29	10	23	19	18	20	19	26		
A PUBLIC LANDS FOR PRODUCTN 1	.1	5	13	15	9	13	8	8	18	12	14	10	10	7	11	12	11	16		
		FI	LAGS	(P/G12,	P/G14,	P/G16)			NSISTEN TARGETS			TIVE ERS	INTEN MOV			HOUS	EHOLD I	PARTY T	YPE	
Tota	ıl	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+	1
Base 80)3	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	-
B PRVT LAND FOR PERSONAL USE 3	34	33	30	27	24	22	23	36	28	34	35	34	36	35	42	34	18	9	49	
C PRVT LAND FOR COMMERCL USE 2	20	20	17	15	13	13	14	26	15	19	21	21	21	20	25	23	11	2	23	
A PUBLIC LANDS FOR PRODUCTN 1	.1	11	9	8	7	7	8	12	10	11	13	12	12	11	14	9	7	4	15	

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

		QA CELL I		SONON	Q1 IA DIREC	CTION		Q2A IN	ITIAL S	CAPOSD	FAVORA	BILITY		Q	5 SCAPO	SD FAV	ORABIL:	ITY AF	TER INF	0		
Tota		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		DK/NA		
Base 8	303	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		
	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		
													~	HLDRN								
		Q11 S	SCAPOSI	D FAVOF	ABILITY	AFTER	MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	r home			Q15 EDU	JCATION	[
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON			
Tota		FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	COLL	COLL+		
Base 8	303	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430		
babe	, 0 5	112	301	10	13	, 1,	31	22	250	210	1/2		100	303	150	213	250	1,1	331	150		
	46	41	51	57	65	45	60	50	38	43	52	59	47	45	38	42	48	52	41	50		
	30	26	32	44	51	28	47	40	21	24	36	52	28		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	ETHNIC	CITY		Q17 I			GEN							AC	GE.					
				NON-	\$0-		\$90K-															
Tota		LATNO	WHITE	WHITE	\$60K	\$90K	\$120K	+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64	65-74	75+	18-49	50+	50-64	65+
	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
		C	GENDER	BY AGE		PA	ARTY RE	G			PARTY	BY AGE				P	ARTY BY	GENDE	R			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
		18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		
Base 8	303	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		
	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		

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

		PAR	ENTS		PERMAI ABSEN				CI	TY			E	OARD O	F SUPER	VISORS			
Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT	SANTA	WIND	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 C PRVT LAND FOR COMMERCL USE 30				48 36	43 29	51 32	47 36	34 20	40 27	51 36	50 38	51 28	47 29	44 31	43 30	54 35	40 22		
B PRVT LAND FOR PERSONAL USE 21	13	26		23	20	23	25	10	23	27	23	19	21	20	21	27	15		
	F	LAGS	(P/G12,	P/G14,	P/G16))		NSISTEN FARGETS			TIVE	INTEN MOV			HOUS	EHOLD I	PARTY T	YPE	
Total		LAGS 2+/6	(P/G12,	P/G14,	P/G16) 5+/6	6/6		TARGETS EVER		MOV	ERS	MOV		 DEM 1	HOUS DEM 2+	EHOLD I REP	PARTY T REP 2+	YPE IND 1+	
Total Base 803	1+/6	2+/6	3+/6				CN ST	TARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	DEM 1 227	DEM		REP	IND	MIX 182

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

		Q CELL	A PHONE	SONON	Q1 MA DIREC	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVOR <i>A</i>	BILITY		Q	5 SCAP	OSD FAV	ORABIL:	ITY AFT	rer inf	0		
	[otal	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	FAV	UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV		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 C PRVT LAND FOR COMMERCL USE		73 63	57 43	69 53	48 41	59 54	64 49	65 53	28 24	58 45	65 51	39 32	65 55	68 51	61 53	52 39	35 30	65 52	45 35	49 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	SCAPOS	D FAVOF	ABILIT	Y AFTEF	R MESSA	GING	~		TRAIL		Q14 C				Q15 EDU	CATION	ī			
	[otal	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA		SEV/ MONTH		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 C PRVT LAND FOR COMMERCL USE A PUBLIC LANDS FOR PRODUCTN		69 53 32	59 51 27	44 36 22	33 30 22	65 52 30	39 33 22	29 22 15	70 55 38	74 58 28	56 47 28	37 29 12	66 54 30	63 50 29	55 49 40	67 55 34	66 53 25	61 44 23	63 53 36	64 49 24		
		Q16	ETHNIC	CITY		Q17 I			GEN	IDER						AC	3E					
		LATNO	WHITE	NON- WHITE	\$0- \$60K		\$90K- \$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 C PRVT LAND FOR COMMERCL USE A PUBLIC LANDS FOR PRODUCTN		65 56 39	62 49 27	68 57 40	68 57 36	65 53 30	55 41 23	64 49 25	66 56 31	60 45 28	82 71 54	75 64 44	64 54 29	60 45 30	52 37 24	65 50 25	56 43 20	47 35 6	74 63 43	55 42 20	59 44 26	52 39 14
			GENDER	BY AGE	l	P	ARTY RE	:G			PARTY	BY AGE				P.	ARTY BY	GENDE	lR			
		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 C PRVT LAND FOR COMMERCL USE A PUBLIC LANDS FOR PRODUCTN		77 68 42	57 46 21	70 58 43	54 38 19	69 52 30	70 64 40	37 28 13	77 62 44	65 45 21	83 75 52	54 51 26	40 37 14	36 25 12	76 59 32	64 46 28	72 68 40	67 59 40	36 31 15	38 25 10		

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

		PAR	ENTS		PERMAI ABSEN				CI	TY			E	BOARD O	F SUPER	RVISORS			
			MEN	WOMEN				RHONT		WIND									
Total	DADS	MOMS	NOKDS	NOKDS	YES	NO	UMA	PARK	ROSA	SOR	OTHER	UNINC		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		
	F:	LAGS	(P/G12,	P/G14,	P/G16))		NSISTEN TARGETS			TIVE	INTEN MOV			HOUS	EHOLD I	PARTY T	YPE	
							CN ST	EVER				AFTER		DEM	DEM	REP	REP	IND	
Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	FAV	UNFAV	SWING	INFO	LAST	INFO	LAST	Τ	2+	Τ	2+	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

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

		QZ CELL I		SONOM	Q1 IA DIREC	CTION		Q2A IN	ITIAL S	CAPOSD	FAVORA	BILITY		Q	5 SCAP	OSD FAV	ORABIL:	ITY AF	TER INF	0		
				RIGHT	WRONG		STRNG	SMWT	SMWT	STRNG	тотат.	 ТОТАТ.	 CR/	STRNG	SMWT		 STRNG	тотат.	т∩тат.			
	otal	YES	NO	DIREC	TRACK	DK/NA	FAV	FAV	UNFAV		FAV	UNFAV	NHO	FAV	FAV		UNFAV	FAV	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 :	SCAPOS:	D FAVOR	ABILIT	AFTER	MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C <19 AT				Q15 EDU	JCATION	1			
	otal	STRNG FAV	SMWT FAV		STRNG UNFAV	TOTAL FAV	TOTAL	CR/ DK/NA	1+/WK	SEV/ MONTH		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	ETHNIC	CITY		Q17 I			GEN							AC						
To	otal	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K-	\$90K- \$120K		MEN								65-74		18-49	50+		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		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		Pž	ARTY RE				PARTY						ARTY BY	Y GENDE				
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O		REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
To	otal	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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		

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

		PAR	ENTS		PERMA ABSEN				CI	TY			Е	BOARD O	F SUPER	RVISORS			
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 C PRVT LAND FOR COMMERCL USE 49		55 45		68 50	64 43	70 49	65 51	58 34	66 42	61 48	61 51	69 46	70 47	64 47	65 41	70 52	59 35		
B PRVT LAND FOR PERSONAL USE 34		35		37	34	32	42	17	34	43	38	32	36	33	32	41	26		
							aoi	NSISTEN		DOCT	TIVE	TNTEN	SITY						
	F	LAGS	(P/G12,	P/G14,	P/G16)		TARGETS			ERS	MOV			HOUS	EHOLD E	PARTY I	'YPE	
Total		LAGS 	(P/G12, 3+/6	P/G14,	P/G16;	6/6		TARGETS EVER		MOV	ERS	MOV		 DEM 1	HOUS: DEM 2+	EHOLD E REP 1	PARTY T REP 2+	TYPE IND 1+	
Total Base 80:	1+/6		3+/6				CN ST	TARGETS EVER		MOV 	ERS FIRST	MOV AFTER	ERS FIRST	DEM 1 227	DEM		REP	IND	MIX 182

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

		Q CELL	A PHONE	SONOM	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AFT	ER INF	0
	Total	YES	TOTAL NO	RIGHT	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL	TOTAL	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL	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
													014 0	III DDM						
		011	GG3 DOG	D	3 D T T T T		MEGGA	CTNC	013	CONTONAN	mp a TT		Q14 C				015 555	TO A TO T O A T		
		Q11	SCAPOSI	. FAVOR	CABILII.	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 AT				Q15 EDU 	CATION		
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV		1+/WK		YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD		COLL+
Base	803	442	304	19	15	747	34	22	258	248	172	111	199	589	136	215	256	174	351	430
B WATER OUALITY	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

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

		Q16	ETHNIC	CITY		Q17 I	NCOME		GEN	IDER						AC	GE.					
	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
			SENDER	BY AGE		P.	ARTY RE	lG			PARTY					P.	ARTY BY	Y GENDE	R			
	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		

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

			PARI	ENTS		PERMA ABSEN	TEE				TY			E	BOARD O	F SUPER	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN	YES	NO			SANTA ROSA	WIND		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 E PROTECTING WETLANDS	47	39	49	40	55 53	49	40	33	35 39	49	43	50	51	55	33	46	50 46	49		
A SPECIAL CHARACTER	47 47	47 37	46 53	41 41	53	49 49	42 41	42 46	43	47 49	62 39	49 48	47 46	47 52	44 43	47 49	46	50 41		
C PARTNERSHIPS	41	41	35	32	53 52	49	38	37	30	49	55	39	43	42	43 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		
					P/G14,				NSISTEN FARGETS	3	POSI MOV	TIVE ERS	INTEN MOV	ERS		HOUS	EHOLD 1	PARTY T	YPE	
								CN ST	TARGETS EVER	3	MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	 DEM	DEM	REP	REP	IND	
	Total								TARGETS EVER	3	MOV	ERS	MOV	ERS						MIX
Base	Total 803							CN ST	TARGETS EVER	3	MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	DEM	DEM	REP	REP	IND	MIX 182
Base B WATER QUALITY		1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	
	803	1+/6 788	2+/6 675	3+/6 568	4+/6 481	5+/6 388	6/6 281	CN ST FAV 	FARGETS EVER UNFAV 101	SWING 509	MOV AFTER INFO 213	ERS FIRST LAST 238	MOV AFTER INFO 316	ERS FIRST LAST 359	DEM 1 227	DEM 2+ 131	REP 1 	REP 2+ 	IND 1+ 153	182
B WATER QUALITY	803 62	1+/6 788	2+/6 675	3+/6 568	4+/6 481 62	5+/6 388 60	6/6 281 57	CN ST FAV 194	FARGETS EVER UNFAV 101	SWING 509	MOV AFTER INFO 213	FIRST LAST 238	MOV. AFTER INFO 316	ERS FIRST LAST 359	DEM 1 227	DEM 2+ 131	REP 1 60	REP 2+ 50	IND 1+ 153	182 65
B WATER QUALITY H ACCOMPLISHMENTS	803 62 53	1+/6 788 63 53	2+/6 675 62 51	3+/6 568 62 51	4+/6 481 62 52	5+/6 388 60 52	6/6 281 57 54	CN ST FAV 194 74 75	FARGETS EVER UNFAV 101 40 31	SWING 509 63 49	MOV AFTER INFO 213 66 53	FIRST LAST 238 64 51	MOV. AFTER INFO 316 66 52	FIRST LAST 359 67 56	DEM 1 227 64 59	DEM 2+ 131 68 66	REP 1 60 51 37	REP 2+ 50 21 44	IND 1+ 153 70 56	182 65 41 41 53
B WATER QUALITY H ACCOMPLISHMENTS I RECREATION D PUBLIC HEALTH F WILDLIFE	803 62 53 52 48 47	1+/6 788 63 53 52 47 47	2+/6 675 62 51 52 46 48	3+/6 568 62 51 52 46 48	4+/6 481 62 52 53 47 49	5+/6 388 60 52 52 47 48	6/6 281 57 54 54 46 45	CN ST FAV 194 74 75 68 60 71	EVER UNFAV 101 40 31 25 29	SWING 509 63 49 50 47 45	MOV AFTER INFO 213 66 53 61 44 35	FIRST LAST 238 64 51 57 46 35	MOV AFTER INFO 316 66 52 60 47 41	FIRST LAST 359 67 56 58 50 43	DEM 1 227 64 59 59 50 55	DEM 2+ 131 68 66 56 53 44	REP 1 60 51 37 39 35 28	REP 2+ 50 21 44 54 21 21	IND 1+ 153 70 56 56 48 53	182 65 41 41 53 45
B WATER QUALITY H ACCOMPLISHMENTS I RECREATION D PUBLIC HEALTH F WILDLIFE E PROTECTING WETLANDS	803 62 53 52 48 47 47	1+/6 788 63 53 52 47 47	2+/6 675 62 51 52 46 48 45	3+/6 568 62 51 52 46 48 45	4+/6 481 62 52 53 47 49 46	5+/6 388 60 52 52 47 48 45	6/6 281 57 54 54 46 45 45	CN ST FAV 194 74 75 68 60 71 67	EVER UNFAV 101 40 31 25 29 9 28	SWING 509 63 49 50 47 45 43	MOV AFTER INFO 213 66 53 61 44 35 42	ERS FIRST LAST 238 64 51 57 46 35 41	MOV AFTER INFO 316 66 52 60 47 41 46	FIRST LAST 359 67 56 58 50 43 47	DEM 1 227 64 59 59 50 55 55	DEM 2+ 131 68 66 56 53 44 47	REP 1 60 51 37 39 35 28 32	REP 2+ 50 21 44 54 21 21 24	IND 1+ 153 70 56 56 48 53 51	182 65 41 41 53 45
B WATER QUALITY H ACCOMPLISHMENTS I RECREATION D PUBLIC HEALTH F WILDLIFE E PROTECTING WETLANDS A SPECIAL CHARACTER	803 62 53 52 48 47 47	1+/6 788 63 53 52 47 47 47	2+/6 675 62 51 52 46 48 45	3+/6 568 62 51 52 46 48 45	4+/6 481 62 52 53 47 49 46 47	5+/6 388 60 52 52 47 48 45 46	6/6 281 57 54 54 46 45 45	CN ST FAV 194 74 75 68 60 71 67 64	EVER UNFAV 101 40 31 25 29 9 28 22	SWING 509 63 49 50 47 45 43 45	MOV 	FIRST LAST 238 64 51 57 46 35 41 45	MOVAFTER INFO 316 66 52 60 47 41 46 47	FIRST LAST 359 67 56 58 50 43 47 51	DEM 1 227 64 59 59 50 55 55 51	DEM 2+ 131 68 66 56 53 44 47 49	REP 1 60 51 37 39 35 28 32 40	REP 2+ 50 21 44 54 21 21 24 40	IND 1+ 153 70 56 56 48 53 51 50	182 65 41 41 53 45 43
B WATER QUALITY H ACCOMPLISHMENTS I RECREATION D PUBLIC HEALTH F WILDLIFE E PROTECTING WETLANDS A SPECIAL CHARACTER C PARTNERSHIPS	803 62 53 52 48 47 47 47	1+/6 788 63 53 52 47 47 47 46 41	2+/6 	3+/6 568 62 51 52 46 48 45 46	4+/6 481 62 52 53 47 49 46 47 41	5+/6 388 60 52 52 47 48 45 46 42	6/6 281 57 54 54 46 45 45 46	CN ST FAV 194 74 75 68 60 71 64 63	EVER UNFAV 101 40 31 25 29 9 28 22 21	SWING 509 63 49 50 47 45 43 45 37	MOV 	FIRST LAST 238 64 51 57 46 355 41 45 28	MOV	FIRST LAST359 67 56 58 50 43 47 51 37	DEM 1 227 64 59 50 55 55 51 45	DEM 2+ 131 68 66 56 53 44 47 49 49	REP 1 60 51 37 39 35 28 32 40 27	REP 2+ 50 21 44 54 21 21 24 40 17	IND 1+ 153 70 56 56 48 53 51 50 44	182 65 41 41 53 45 43 40 38
B WATER QUALITY H ACCOMPLISHMENTS I RECREATION D PUBLIC HEALTH F WILDLIFE E PROTECTING WETLANDS A SPECIAL CHARACTER C PARTNERSHIPS K SAVINGS 2	803 62 53 52 48 47 47 47 41	1+/6 788 63 53 52 47 47 47 46 41 40	2+/6 675 62 51 52 46 48 45 45 41	3+/6 568 62 51 52 46 48 45 46 40 39	4+/6 	5+/6 388 60 52 52 47 48 45 46 42 40	6/6 281 57 54 54 45 45 45 46 41 40	CN ST FAV 	EVER UNFAV 101 40 31 25 29 9 28 22 21 29	SWING 509 63 49 50 47 45 43 45 37	MOV 	FIRST LAST 238 64 51 57 46 35 41 45 28 43	MOV	ERS FIRST LAST 359 67 56 58 50 43 47 51 37 47	DEM 1 227 64 59 59 50 55 55 51 45 40	DEM 2+ 131 68 66 56 53 44 47 49 49	REP 1 60 51 37 39 35 28 32 40 27 30	REP 2+ 50 21 44 54 21 21 24 40 17 39	IND 1+ 153 70 56 56 48 53 51 50 44 46	65 41 41 53 45 43 40 38 33
B WATER QUALITY H ACCOMPLISHMENTS I RECREATION D PUBLIC HEALTH F WILDLIFE E PROTECTING WETLANDS A SPECIAL CHARACTER C PARTNERSHIPS	803 62 53 52 48 47 47 47	1+/6 788 63 53 52 47 47 47 46 41	2+/6 	3+/6 568 62 51 52 46 48 45 46	4+/6 481 62 52 53 47 49 46 47 41	5+/6 388 60 52 52 47 48 45 46 42	6/6 281 57 54 54 46 45 45 46	CN ST FAV 194 74 75 68 60 71 64 63	EVER UNFAV 101 40 31 25 29 9 28 22 21	SWING 509 63 49 50 47 45 43 45 37	MOV 	FIRST LAST 238 64 51 57 46 355 41 45 28	MOV	FIRST LAST359 67 56 58 50 43 47 51 37	DEM 1 227 64 59 50 55 55 51 45	DEM 2+ 131 68 66 56 53 44 47 49 49	REP 1 60 51 37 39 35 28 32 40 27	REP 2+ 50 21 44 54 21 21 24 40 17	IND 1+ 153 70 56 56 48 53 51 50 44	182 65 41 41 53 45 43 40 38

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

		Q CELL		SONOM	Q1 IA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	/ORABIL	ITY AFT	rer inf	' O
	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	
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
													Q14 C							
		Q11	SCAPOSI	FAVOR	ABILIT	Y AFTER	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 AT	HOME			Q15 EDT	JCATION		
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
7	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV		1+/WK		YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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

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

		Q16	ETHNIC	CITY		Q17 I	NCOME		GEN	IDER						AG	€E					
	Total	LATNO	WHITE		\$0- \$60K	\$90K	\$90K- \$120K	+	MEN	WOMEN					55-59			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		P.	ARTY RE	G 			PARTY	BY AGE				P2	ARTY B	Y GENDE	R 			
	Total		MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	50+	REP 18-49	REP 50+	DEM MEN	WOMEN	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		

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

			PARI	ENTS		PERMAI ABSEN				CI	TY			E	BOARD O	F SUPE	RVISORS			
Tot	al :	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT	SANTA ROSA	WIND SOR	OTHER	UNINC	1	2	3	4	5		
Base 8	803	93	106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153		
	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		
	37	34	42	44	31	35	42	35	45	36	30	45	35	39	37	37	34	38		
	35	37	31	37	33	34	36	48	46	29	37	24	36	28	45	31	32	39		
F WILDLIFE A SPECIAL CHARACTER	34 33	29 39	37 19	39 39	29 30	29 32	45 36	40 35	43 40	27 31	44 39	42 31	32 33	27 30	40 35	34 33	36 31	33 35		
E PROTECTING WETLANDS	33	29	39	37	28	32	37	35	39	32	19	3£	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		
	30	37	31	30	29	29	33	25	31	31	34	31	30	26	31	26	38	29		
	22	22	20	28	19	22	23	23	23	24	19	32	17	22	20	29	25	15		
		T T	LAGS ((p /c1 2	P/G14,	D/C16)			NSISTEN FARGETS		POSI MOV	TIVE	INTEN MOV			noiid	בתטוח :	PARTY I	יעחבי	
				(F/G12,	F/G14,					, . – – – –									 	
								CN ST	EVER		AFTER	FIRST	AFTER	FIRST	DEM	DEM	REP	REP	IND	
Tot	al	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	FAV	UNFAV	SWING	INFO	LAST	INFO	LAST	1	2+	1	2+	1+	MIX
Base 8	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
	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
	34	34	32	31	30	29	29	20	36	39	43	45	39	39	29	36	32	39	30	41
	33	33	33	33	32	33	32	21	39	36	40	39	37	34	33	33	26	27	34	36
	33	33	32	31	32	29	26	19	29	39	37	40	35	37	27	36	36	31	31	39
	33	33	31	31	28	30	26	21	46	35	30	32	31	30	30	28	30	28	35	40
H ACCOMPLISHMENTS D PUBLIC HEALTH	32 30	32 31	32 31	33 31	32 31	31 27	30 27	18 26	37 23	36 33	36 38	35 37	36 35	31 32	32 33	21 32	33 25	40 28	33 26	37 30
D PUDLIC DEALID	<i>3</i> U	.5 ±																		

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

		-	A PHONE					Q2A IN	ITIAL S	SCAPOSD	FAVOR	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AF	rer inf	0
	Total	YES	TOTAL NO			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 OUALITY	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		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
	Total	Q11 STRNG FAV	SCAPOS: SMWT FAV	D FAVOR	RABILITSTRNG UNFAV	Y AFTER	R MESSA TOTAL UNFAV	CR/	Q13 	SONOMA SEV/ MONTH	TRAIL SEV/ YEAR	USE ALNVR NEVER	Q14 C		HS OR	SOME	Q15 EDU COLL GRAD	JCATION 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

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

		Q16	ETHNIC	CITY		Q17 I	NCOME		GEN	IDER						AG	ΞE					
		LATNO	WHITE	NON- WHITE	\$0- \$60K		\$90K- \$120K	+	MEN	WOMEN	18-29				55-59		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		P.	ARTY RE	G 			PARTY I	BY AGE				P2	ARTY BY	Y GENDE	R			
	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		

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

			PARI	ENTS		PERMA ABSEN				CI	TY			E	BOARD O	F SUPE	RVISORS	;		
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT	SANTA ROSA	WIND	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 81	77	76	83	78	80	72 70	75	78	84	84	78 77	81	74	77	82	77		
D PUBLIC HEALTH J SMART INVESTMENTS	78 77	81	84 79	77 76	77 77	78 78	76 74	83	68 84	79 77	85 89	84 71	73	76 77	72 80	75 81	83 83	82 64		
K SAVINGS 2	75	77	79	75	75	76 76	71	90	86	69	79	64	75	74	82	71	75	69		
		F	LAGS	(P/G12,	P/G14,	P/G16))		NSISTEN TARGETS		POSI MOV		INTEN MOV			HOUS	EHOLD	PARTY I	TYPE	
		F:	LAGS	(P/G12,	P/G14,	P/G16)			TARGETS		MOV	ERS	MOV	ERS						
	Total	F: 	LAGS ((P/G12,	P/G14,	P/G16) 5+/6	6/6		TARGETS	3	MOV			ERS	 DEM 1	HOUS DEM 2+	EHOLD REP	PARTY T REP 2+	TYPE IND 1+	MIX
Base	Total 803							CN ST	TARGETS EVER	\$ 	MOV 	ERS FIRST	MOV 	ERS FIRST		DEM	REP	REP	IND	MIX 182
Base H ACCOMPLISHMENTS		1+/6	2+/6	3+/6	4+/6	5+/6	6/6 	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	803	1+/6 788	2+/6 675	3+/6 568	4+/6 481	5+/6 388	6/6 281	CN ST FAV 194	FARGETS EVER UNFAV 101	SWING 509	MOV AFTER INFO 213	FIRST LAST 238	MOV AFTER INFO 	ERS FIRST LAST 359	1 227	DEM 2+ 131	REP 1 	REP 2+ 	IND 1+ 153	182
H ACCOMPLISHMENTS	803 85	1+/6 788 85	2+/6 675 83	3+/6 568 84	4+/6 481 84	5+/6 388 83	6/6 281 84	CN ST FAV 194	FARGETS EVER UNFAV 101	SWING 509	MOV AFTER INFO 213	FIRST LAST 238	MOV AFTER INFO 316	ERS FIRST LAST 359	1 227 91	DEM 2+ 131	REP 1 60 70	REP 2+ 50	IND 1+ 153	 182 78
H ACCOMPLISHMENTS B WATER QUALITY	803 85 85	1+/6 788 85 85	2+/6 675 83 85	3+/6 568 84 83	4+/6 481 84 83	5+/6 388 83 82	6/6 281 84 77	CN ST FAV 194	EVER UNFAV 101 68	SWING 509 85	MOV AFTER INFO 213	FIRST LAST 238 86 88	MOV AFTER INFO 316 89 90	FIRST LAST 359 88 88	1 227 91 87	DEM 2+ 131 87 86	REP 1 60 70 83	REP 2+ 50 84 61	IND 1+ 153 90 86	78 87
H ACCOMPLISHMENTS B WATER QUALITY I RECREATION	803 85 85 84	1+/6 788 85 85 85	2+/6 675 83 85 84	3+/6 568 84 83 83	4+/6 481 84 83 81	5+/6 388 83 82 82	6/6 281 84 77 80	CN ST FAV 194 93 88 89	EVER UNFAV 101 68 60 72	SWING 509 85 89 85	MOV AFTER INFO 213 89 88 91	FIRST LAST 238 86 88 89	MOV AFTER INFO 316 89 90 91	FIRST LAST 359 88 88 89	1 227 91 87 88	DEM 2+ 131 87 86 84	REP 1 60 70 83 68	REP 2+ 50 84 61 81	IND 1+ 153 90 86 91	78 87 81 86 76
H ACCOMPLISHMENTS B WATER QUALITY I RECREATION F WILDLIFE A SPECIAL CHARACTER E PROTECTING WETLANDS	803 85 85 84 81	1+/6 788 85 85 85 81	2+/6 675 83 85 84 80 78 78	3+/6 568 84 83 83 79 78 77	4+/6 481 84 83 81 79 78	5+/6 388 83 82 82 77 78 75	6/6 281 84 77 80 74 77	CN ST FAV 194 93 88 89 90 85 87	EVER UNFAV 101 68 60 72 45 62 57	SWING 509 85 89 85 84	MOV AFTER INFO 213 89 88 91 79 86 79	FIRST LAST 238 86 88 89 80 84 80	MOV AFTER INFO 316 89 90 91 80 84 82	ERS FIRST LAST 359 88 88 89 82 85 83	1 227 91 87 88 84 85 82	DEM 2+ 131 87 86 84 80 82 84	REP 1 60 70 83 68 61 67 68	REP 2+ 50 84 61 81 60 67 55	IND 1+ 153 90 86 91 83 84 81	78 87 81 86 76 83
H ACCOMPLISHMENTS B WATER QUALITY I RECREATION F WILDLIFE A SPECIAL CHARACTER E PROTECTING WETLANDS G AGRICULTURAL LANDS	803 85 85 84 81 80	1+/6 788 85 85 85 81 80	2+/6 675 83 85 84 80 78	3+/6 568 84 83 83 79 78	4+/6 481 84 83 81 79 78	5+/6 388 83 82 82 77 78	6/6 281 84 77 80 74 77	CN ST FAV 194 93 88 89 90 85 87 87	EVER UNFAV 101 68 60 72 45 62 57 67	SWING 509 85 89 85 84 81	MOV AFTER INFO 213 89 88 91 79 86 79 85	ERS FIRST LAST 238 86 88 89 80 84	MOV AFTER INFO 316 89 90 91 80 84	ERS FIRST LAST 359 88 88 89 82 85	1 227 91 87 88 84 85 82 82	DEM 2+ 131 87 86 84 80 82 84 77	REP 1 60 70 83 68 61 67	REP 2+ 50 84 61 81 60 67 55 72	IND 1+ 153 90 86 91 83 84 81	78 87 81 86 76 83 75
H ACCOMPLISHMENTS B WATER QUALITY I RECREATION F WILDLIFE A SPECIAL CHARACTER E PROTECTING WETLANDS G AGRICULTURAL LANDS C PARTNERSHIPS	803 85 85 84 81 80 80 79 78	1+/6 788 85 85 85 81 80 79 78	2+/6 675 83 85 84 80 78 77	3+/6 568 84 83 83 79 78 77 76	4+/6 	5+/6 388 83 82 82 77 78 75 76	6/6 281 84 77 80 74 77 71 79	CN ST FAV 194 93 88 89 90 85 87	EVER UNFAV 101 68 60 72 45 62 57 67 50	SWING 509 85 89 85 84 81 81 78 80	MOV 	FIRST LAST 238 86 88 89 80 84 84 80 81 76	MOV 	ERS	1 227 91 87 88 84 85 82 82	DEM 2+ 131 87 86 84 80 82 84 77 86	REP 1 60 70 83 68 61 67 68 72 67	REP 2+ 50 84 61 81 60 67 55 72 53	IND 1+ 153 90 86 91 83 84 81 85 81	78 87 81 86 76 83 75
H ACCOMPLISHMENTS B WATER QUALITY I RECREATION F WILDLIFE A SPECIAL CHARACTER E PROTECTING WETLANDS G AGRICULTURAL LANDS C PARTNERSHIPS D PUBLIC HEALTH	803 85 85 84 81 80 80 79 78	1+/6 788 85 85 85 81 80 80 79 78	2+/6 	3+/6 568 84 83 83 79 78 77 76 76	4+/6 	5+/6 388 83 82 82 77 78 75 76 77	6/6 281 84 77 80 74 77 71 79 78	CN ST FAV 194 93 88 89 90 85 87 88 86	EVER UNFAV 101 68 60 72 45 62 57 67 50 52	SWING 509 85 89 85 84 81 81 78 80 80	MOV 	FIRST LAST 238 86 88 89 80 84 80 81 76 83	MOV 	ERS FIRST LAST 359 88 88 89 82 85 83 82 78 83	1 227 91 87 88 84 85 82 82 82 82	DEM 2+ 131 87 86 84 80 82 84 77 86 85	REP 1 60 70 83 68 61 67 68 72 67 60	REP 2+ 50 84 61 81 60 67 55 72 53 49	IND 1+ 153 90 86 91 83 84 81 85 81 74	78 87 81 86 76 83 75 76 83
H ACCOMPLISHMENTS B WATER QUALITY I RECREATION F WILDLIFE A SPECIAL CHARACTER E PROTECTING WETLANDS G AGRICULTURAL LANDS C PARTNERSHIPS	803 85 85 84 81 80 80 79 78	1+/6 788 85 85 85 81 80 79 78	2+/6 675 83 85 84 80 78 77	3+/6 568 84 83 83 79 78 77 76	4+/6 	5+/6 388 83 82 82 77 78 75 76	6/6 281 84 77 80 74 77 71 79	CN ST FAV 194 93 88 89 90 85 87 87	EVER UNFAV 101 68 60 72 45 62 57 67 50	SWING 509 85 89 85 84 81 81 78 80	MOV 	FIRST LAST 238 86 88 89 80 84 84 80 81 76	MOV 	ERS	1 227 91 87 88 84 85 82 82	DEM 2+ 131 87 86 84 80 82 84 77 86	REP 1 60 70 83 68 61 67 68 72 67	REP 2+ 50 84 61 81 60 67 55 72 53	IND 1+ 153 90 86 91 83 84 81 85 81	78 87 81 86 76 83 75

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

			QA Q1 PHONE SONOMA DIRECTION TOTAL RIGHT WRONG NO DIREC TRACK DK/NA				Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	/ORABIL	ITY AF	FER INF	0'	
	Total	YES				DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	FAV	UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	
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	1.0	32	20
													014 0							
		011	GG3 DOG					a = 1 = a	013	G0170147		***	~	HLDRN			015 555			
		Q11	SCAPOS	D FAVOR	 KABILII.	 Y AF"I'E1	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	r home			Q15 EDT		ı . – – – – –	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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	73	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	23	33	25	17	15	20	17	23	18	19
G AGRICULTURAL LANDS	19	11	25 25	74	53	16	62	39	17	22	20	12	23	17	9	21	21	19	17	20
F WILDLIFE	19	10	25	79	56	14	72	20	15	8	19	41	23	16	18	19	13	22	19	17
	17	10	21		59	15		30	13	11		26		17	13		18	24	19	20
E PROTECTING WETLANDS			22 19				44				25		17			11 16		24 15		20 15
I RECREATION H ACCOMPLISHMENTS	14	8	19 17	42 34	53 75	12 11	48 57	39 44	13 14	11 10	20 17	19 20	21 17	13 13	12 18	16 19	14 6	15	14 19	10
	14 12	9	13		43			19	9	10	15	24		13	10	19		18	19	14
B WATER QUALITY	12	9	13	44	43	11	44	19	9	9	15	24	14	12	10	12	11	18	TT	14

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

		Q16	ETHNIC	CITY		Q17 I	NCOME		GEN	IDER						AC	ΞE					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K		\$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			ARTY RE				PARTY I						ARTY B	GENDE				
		MEN 18-49	GENDER MEN 50+	BY AGE WOMEN 18-49	 WOMEN 50+		ARTY RE		DEM 18-49	DEM 50+	PARTY 1 NPP/O 18-49		REP 18-49	REP 50+	DEM MEN	DEM WOMEN	ARTY BY NPP/O MEN		REP MEN	REP WOMEN		
Base	Total 803	MEN	MEN	WOMEN	WOMEN						NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
K SAVINGS 2		MEN 18-49	MEN 50+ 206	WOMEN 18-49	WOMEN 50+ 268	DEM	NPP/O	REP	18-49	50+ 261 17	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 78		
K SAVINGS 2 J SMART INVESTMENTS	803	MEN 18-49 179	MEN 50+ 206	WOMEN 18-49 	WOMEN 50+ 268	DEM 426	NPP/O 217	REP 161	18-49 164	50+ 261 17 18	NPP/O 18-49 118	NPP/O 50+ 98	REP 18-49 46	REP 50+ 114 29 33	DEM MEN 183	DEM WOMEN 242	NPP/O MEN 120	NPP/O WOMEN	REP MEN 82	REP WOMEN 78		
K SAVINGS 2	803 21	MEN 18-49 179	MEN 50+ 206	WOMEN 18-49 150	WOMEN 50+ 268	DEM 426	NPP/O 217	REP 161	18-49 164 23	50+ 261 17 18 17	NPP/O 18-49 118	NPP/O 50+ 98	REP 18-49 46	REP 50+ 114 29	DEM MEN 183	DEM WOMEN 242	NPP/O MEN 120	NPP/O WOMEN 97	REP MEN 82	REP WOMEN 78		
K SAVINGS 2 J SMART INVESTMENTS	803 21 20	MEN 18-49 179 23 20	MEN 50+ 206	WOMEN 18-49 150	WOMEN 50+ 268 19 23	DEM 426 19 16	NPP/O 217 16 20	REP 161 30 32	18-49 164 23 13	50+ 261 17 18	NPP/O 18-49 118 13 15	NPP/O 50+ 98 20 25	REP 18-49 46 33 29	REP 50+ 114 29 33	DEM MEN 183 22 18	DEM WOMEN 242 17 15	NPP/O MEN 120 17	NPP/O WOMEN 97 15 22	REP MEN 82 34 36	REP WOMEN 78 27 28		
K SAVINGS 2 J SMART INVESTMENTS C PARTNERSHIPS	803 21 20 20	MEN 18-49 179 23 20 20	MEN 50+ 206 23 23 25	WOMEN 18-49 150 19 9 20 22 17	WOMEN 50+ 268 19 23 17	DEM 426 19 16 16 15 15	NPP/O 217 16 20 18	REP 161 30 32 33	18-49 164 23 13 15	50+ 261 17 18 17 16 15	NPP/O 18-49 118 13 15 20	NPP/O 50+ 98 20 25 16 12 17	REP 18-49 46 33 29 34	REP 50+ 114 29 33 33 37 32	DEM MEN 183 22 18 13 14 13	DEM WOMEN 242 17 15 18	NPP/O MEN 120 17 18 20	NPP/O WOMEN 97 15 22 17	REP MEN 82 34 36 44 35 38	REP WOMEN 78 27 28 19 35 27		
K SAVINGS 2 J SMART INVESTMENTS C PARTNERSHIPS D PUBLIC HEALTH A SPECIAL CHARACTER G AGRICULTURAL LANDS	803 21 20 20 20	MEN 18-49 179 23 20 20 17	MEN 50+ 206 23 23 25 21 20 23	WOMEN 18-49 150 19 9 20 22	WOMEN 50+ 268 19 23 17 19 19	DEM 426 19 16 16 15 15	NPP/O 217 16 20 18 18	REP 161 30 32 33 35	18-49 164 23 13 15 14 16 18	50+ 261 17 18 17 16 15	NPP/O 18-49 118 13 15 20 23	NPP/O 50+ 98 20 25 16 12 17 16	REP 18-49 46 33 29 34 29	REP 50+ 114 29 33 33 37	DEM MEN 183 22 18 13 14 13 23	DEM WOMEN 242 17 15 18 16	NPP/O MEN 120 17 18 20 15	NPP/O WOMEN 97 15 22 17 21 15 15	REP MEN 82 34 36 44 35	REP WOMEN 78 27 28 19 35 27 21		
K SAVINGS 2 J SMART INVESTMENTS C PARTNERSHIPS D PUBLIC HEALTH A SPECIAL CHARACTER G AGRICULTURAL LANDS F WILDLIFE	803 21 20 20 20 19 19	MEN 18-49 179 23 20 20 17 18 22 21	MEN 50+	WOMEN 18-49 150 19 9 20 22 17 19 14	WOMEN 50+ 268 19 23 17 19 19 14	DEM 426 19 16 16 15 17 14	NPP/O 217 16 20 18 18 15 16	REP 161 30 32 33 35 32 26 30	18-49 164 23 13 15 14 16 18	50+ 261 17 18 17 16 15 17	NPP/O 18-49 118 13 15 20 23 14 16 15	NPP/O 50+ 98 20 25 16 12 17 16 12	REP 18-49 46 33 29 34 29 35 44 30	REP 50+ 114 29 33 33 37 32 18 30	DEM MEN 183 22 18 13 14 13 23 15	DEM WOMEN 242 17 15 18 16 17 14	NPP/O MEN 120 17 18 20 15 16 16 15	NPP/O WOMEN 97 15 22 17 21 15 15	REP MEN 82 34 36 44 35 38 31 38	REP WOMEN 78 27 28 19 35 27 21		
K SAVINGS 2 J SMART INVESTMENTS C PARTNERSHIPS D PUBLIC HEALTH A SPECIAL CHARACTER G AGRICULTURAL LANDS F WILDLIFE E PROTECTING WETLANDS	803 21 20 20 20 19	MEN 18-49 179 23 20 20 17 18 22 21 15	MEN 50+	WOMEN 18-49 150 19 9 20 22 17 19 14	WOMEN 50+ 268 19 23 17 19 19 14 15 20	DEM 426 19 16 16 15 15 17 14 15	NPP/0 217 16 20 18 18 15 16 14	REP 161 30 32 33 35 32 26 30 25	18-49 164 23 13 15 14 16 18 15 13	50+ 261 17 18 17 16 15 17 14	NPP/O 18-49 118 13 15 20 23 14 16 15 11	NPP/O 50+ 98 20 25 16 12 17 16 12 20	REP 18-49 46 33 29 34 29 35 44 30 23	REP 50+ 114 29 33 33 37 32 18 30 26	DEM MEN 183 22 18 13 14 13 23 15 12	DEM WOMEN 242 17 15 18 16 17 14 14	NPP/O MEN 120 17 18 20 15 16 16 15 18	NPP/O WOMEN 97 15 22 17 21 15 15 12	REP MEN	REP WOMEN 78 27 28 19 35 27 21 20 26		
K SAVINGS 2 J SMART INVESTMENTS C PARTNERSHIPS D PUBLIC HEALTH A SPECIAL CHARACTER G AGRICULTURAL LANDS F WILDLIFE E PROTECTING WETLANDS I RECREATION	803 21 20 20 20 19 19 17 17	MEN 18-49 179 23 20 20 17 18 22 21 15 13	MEN 50+	WOMEN 18-49 150 19 9 20 22 17 19 14 13 11	WOMEN 50+ 268 19 23 17 19 19 14 15 20 17	DEM 426 19 16 16 15 15 17 14 15 11	NPPP/O 217 16 20 18 18 15 16 14 15 12	REP 161 30 32 33 35 32 26 30 25 26	18-49 164 23 13 15 14 16 18 15 13	50+ 261 17 18 17 16 15 17 14 16	NPP/O 18-49 118 13 15 20 23 14 16 15 11	NPP/O 50+ 98 20 25 16 12 17 16 22 20	REP 18-49 46 33 29 34 29 35 44 30 23 23	REP 50+ 114 29 33 37 32 18 30 26 28	DEM MEN	DEM WOMEN 242 17 15 18 16 17 14 14 17 11	NPP/O MEN	NPP/O WOMEN 97 15 22 17 21 15 15 15 12	REP MEN 82 34 36 44 35 38 31 38 25 26	REP WOMEN 78 27 28 19 35 27 21 20 26 27		
K SAVINGS 2 J SMART INVESTMENTS C PARTNERSHIPS D PUBLIC HEALTH A SPECIAL CHARACTER G AGRICULTURAL LANDS F WILDLIFE E PROTECTING WETLANDS	803 21 20 20 20 19 19 17	MEN 18-49 179 23 20 20 17 18 22 21 15	MEN 50+	WOMEN 18-49 150 19 9 20 22 17 19 14	WOMEN 50+ 268 19 23 17 19 19 14 15 20	DEM 426 19 16 16 15 15 17 14 15	NPP/0 217 16 20 18 18 15 16 14	REP 161 30 32 33 35 32 26 30 25	18-49 164 23 13 15 14 16 18 15 13	50+ 261 17 18 17 16 15 17 14	NPP/O 18-49 118 13 15 20 23 14 16 15 11	NPP/O 50+ 98 20 25 16 12 17 16 12 20	REP 18-49 46 33 29 34 29 35 44 30 23	REP 50+ 114 29 33 33 37 32 18 30 26	DEM MEN 183 22 18 13 14 13 23 15 12	DEM WOMEN 242 17 15 18 16 17 14 14	NPP/O MEN 120 17 18 20 15 16 16 15 18	NPP/O WOMEN 97 15 22 17 21 15 15 12	REP MEN	REP WOMEN 78 27 28 19 35 27 21 20 26		

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

			PARI	ENTS		PERMA ABSEI	TEE				TY				SOARD O					
	Total	DADS	MOMS	MEN NOKDS	WOMEN	YES	NO			SANTA ROSA				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	1.3	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		
								COI	NSISTEN	ICY	POSI	TIVE	INTEN	ISITY						
					P/G14,				FARGETS	3	MOV	ERS	MOV	ERS		HOUS	EHOLD I	PARTY T	YPE	
					P/G14,				FARGETS		MOV	ERS		ERS	 DEM	HOUS	EHOLD 1	PARTY T	YPE IND	
	Total								TARGETS	3	MOV	ERS	MOV	ERS		DEM 2+				MIX
Base	Total 803							CN ST	TARGETS EVER	3	MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	DEM	DEM	REP 1	REP	IND	MIX 182
Base K SAVINGS 2		1+/6	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	
	803	1+/6 788	2+/6 675	3+/6 568	4+/6 481	5+/6 388	6/6 281	CN ST FAV 	FARGETS EVER UNFAV 101	SWING 509	MOV AFTER INFO 213	ERS FIRST LAST 238	MOV AFTER INFO 316	ERS FIRST LAST 359	DEM 1 227	DEM 2+ 131	REP 1 	REP 2+ 	IND 1+ 153	182
K SAVINGS 2	803 21	1+/6 788	2+/6 675 22	3+/6 568 22	4+/6 481 20	5+/6 388 19	6/6 281	CN ST FAV 194	FARGETS EVER UNFAV 101	SWING 509	MOV AFTER INFO 213	ERS FIRST LAST 238	MOV AFTER INFO 316	ERS FIRST LAST 359	DEM 1 227 21	DEM 2+ 131	REP 1 60 28	REP 2+ 50	IND 1+ 153	182
K SAVINGS 2 J SMART INVESTMENTS	803 21 20	1+/6 788 20 21	2+/6 675 22 23	3+/6 568 22 24	4+/6 481 20 26	5+/6 388 19 26	6/6 281 18 23	CN ST FAV 194	FARGETS EVER UNFAV 101 38 38	SWING 509 21	MOV AFTER INFO 213	FIRST LAST 238 15	MOV AFTER INFO 316	FIRST LAST 359 15	DEM 1 227 21 16	DEM 2+ 131 13 19	REP 1 60 28 25	REP 2+ 50 14 23	IND 1+ 153 10 16	182 33 28
K SAVINGS 2 J SMART INVESTMENTS C PARTNERSHIPS	803 21 20 20	1+/6 788 20 21 20	2+/6 675 22 23 21	3+/6 568 22 24 22	4+/6 481 20 26 21	5+/6 388 19 26 20	6/6 281 18 23 19	CN ST FAV 194 12 13 10	EVER UNFAV 101 38 38 45	SWING 509 21 19	MOV AFTER INFO 213 16 11 26	FIRST LAST 238 15 13 24	MOV AFTER INFO 316 15 13 23	FIRST LAST 359 15 14 22	DEM 1 227 21 16 16	DEM 2+ 131 13 19 13	REP 1 60 28 25 33	REP 2+ 50 14 23 38	IND 1+ 153 10 16 18	182 33 28 23
K SAVINGS 2 J SMART INVESTMENTS C PARTNERSHIPS D PUBLIC HEALTH	803 21 20 20 20	1+/6 788 20 21 20 19	2+/6 675 22 23 21 20	3+/6 568 22 24 22 20	4+/6 481 20 26 21 19	5+/6 388 19 26 20 21	6/6 281 18 23 19 22	CN ST FAV 194 12 13 10 13	EVER UNFAV 101 38 38 45 40	SWING 509 21 19 19	MOV AFTER INFO 213 16 11 26 17	FIRST LAST 238 15 13 24 17	MOV AFTER INFO 316 15 13 23 17	FIRST LAST 359 15 14 22 17	DEM 1 227 21 16 16 16 16	DEM 2+ 131 13 19 13 12	REP 1 60 28 25 33 34	REP 2+ 50 14 23 38 45	IND 1+ 153 10 16 18 24	182 33 28 23 15
K SAVINGS 2 J SMART INVESTMENTS C PARTNERSHIPS D PUBLIC HEALTH A SPECIAL CHARACTER	803 21 20 20 20 20	1+/6 788 20 21 20 19	2+/6 675 22 23 21 20 21	3+/6 568 22 24 22 20 20	4+/6 481 20 26 21 19 20	5+/6 388 19 26 20 21 20	6/6 281 18 23 19 22 20	CN ST FAV 194 12 13 10 13 15	EVER UNFAV 101 38 38 45 40 34	SWING 509 21 19 19 18	MOV AFTER INFO 213 16 11 26 17 13	FIRST LAST 238 15 13 24 17 15	MOV AFTER INFO 316 15 13 23 17 15	FIRST LAST 359 15 14 22 17 14	DEM 1 227 21 16 16 16 16	DEM 2+ 131 13 19 13 12 17	REP 1 60 28 25 33 34 32	REP 2+ 50 14 23 38 45 30	IND 1+ 153 10 16 18 24 14	182 33 28 23 15 23
K SAVINGS 2 J SMART INVESTMENTS C PARTNERSHIPS D PUBLIC HEALTH A SPECIAL CHARACTER G AGRICULTURAL LANDS	803 21 20 20 20 19	1+/6 788 20 21 20 19 19	2+/6 675 22 23 21 20 21 20	3+/6 568 22 24 22 20 20 21	4+/6 481 20 26 21 19 20 21	5+/6 388 19 26 20 21 20 21	6/6 281 18 23 19 22 20 17	CN ST FAV 194 12 13 10 13 15	EVER UNFAV 101 38 38 45 40 34 33	SWING 509 21 19 19 18 17	MOV AFTER INFO 213 16 11 26 17 13	ERS FIRST LAST 238 15 13 24 17 15 15	MOV AFTER INFO 316 15 13 23 17 15 11	FIRST LAST 359 15 14 22 17 14 15	DEM 1 227 21 16 16 16 13 13	DEM 2+ 131 13 19 13 12 17 22	REP 1 60 28 25 33 34 32 25	REP 2+ 50 14 23 38 45 30 22	IND 1+ 153 10 16 18 24 14	182 33 28 23 15 23 25
K SAVINGS 2 J SMART INVESTMENTS C PARTNERSHIPS D PUBLIC HEALTH A SPECIAL CHARACTER G AGRICULTURAL LANDS F WILDLIFE	803 21 20 20 20 19 19	1+/6 788 20 21 20 19 19	2+/6 	3+/6 568 22 24 22 20 20 21	4+/6 	5+/6 388 19 26 20 21 20 21 20	6/6 281 18 23 19 22 20 17 22	CN ST FAV 194 12 13 10 13 15 12 10	EVER UNFAV 101 38 38 45 40 34 33 44	SWING 509 21 19 19 18 17 19 15	MOV 	FIRST LAST 238	MOVAFTER INFO 316	ERS FIRST LAST 359 15 14 22 17 14 15 18	DEM 1 227 21 16 16 16 13 13 13 13	DEM 2+ 131 13 19 13 12 17 22 17	REP 1 60 28 25 33 34 32 25 39	REP 2+ 50 14 23 38 45 30 22 34	IND 1+ 153 10 16 18 24 14 13 14	182 33 28 23 15 23 25
K SAVINGS 2 J SMART INVESTMENTS C PARTNERSHIPS D PUBLIC HEALTH A SPECIAL CHARACTER G AGRICULTURAL LANDS F WILDLIFE E PROTECTING WETLANDS	803 21 20 20 20 19 19 17	1+/6 788 20 21 20 19 19 19 17	2+/6 	3+/6 568 22 24 22 20 20 21 19	4+/6 481 20 26 21 19 20 21 18 18	5+/6 388 19 26 20 21 20 21 20 20	6/6 281 18 23 19 22 20 17 22 23	CN ST FAV 194 12 13 10 13 15 12 10 11	EVER UNFAV 101 38 38 45 40 34 33 44 32	SWING 509 21 19 19 18 17 19 15	MOV 	FIRST LAST 238 15 13 24 17 15 15 19 18	MOV	ERS FIRST LAST 359 15 14 22 17 14 15 18 16	DEM 1 227 21 16 16 16 13 13 13 15	DEM 2+ 131 13 19 13 12 17 22 17 14	REP 1 60 28 25 33 34 32 25 39 23	REP 2+ 50 14 23 38 45 30 22 34 34	IND 1+ 153 10 16 18 24 14 13 14 16	182 33 28 23 15 23 25 13

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

		Q CELL	A PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AFT	TER INF	0
	Total	YES	TOTAL NO	RIGHT	WRONG	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV		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
													014 C	LIT DDM						
		011	SCAPOS	D FAVOR	ARTT.TT	Y AFTER	R MESSA	STNG	013	SONOMA	TRATI.	USE	<19 AT				Q15 EDU	ICATTON		
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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	0	_	2	1	6		5	3	7	6	4	7
H INSTAGRAM		-	-	1 /	0	J	/	U	8	6	4		U	5	J		,	0	_	
II INDIAGRAM	5	6	4	0	0	5	0	0	8	5	1	1	7	4	6	4	4	6	5	5 2

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

		Q16	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$90K	\$90K- \$120K	\$120K +	MEN		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		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		P.	ARTY RE	:G			PARTY I	BY AGE				P.	ARTY BY	Y GENDE	R			
		MEN 18-49	GENDER MEN 50+	BY AGE WOMEN 18-49		P. DEM	ARTY RE	REP	 DEM 18-49	DEM 50+	PARTY 1 NPP/O 18-49		REP 18-49	 REP 50+	 DEM MEN	DEM WOMEN			R REP MEN	REP WOMEN		
Base	Total 403	 MEN	MEN	WOMEN	WOMEN						NPP/O	NPP/O				DEM	NPP/O	NPP/O	REP			
Base J PRESS DEMOCRAT NEWSPAPER	403	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	18-49	50+	NPP/O 18-49	NPP/O 50+	18-49	50+ 	MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	WOMEN 43		
	403	MEN 18-49 	MEN 50+ 	WOMEN 18-49 	WOMEN 50+ 142	DEM 214	NPP/O 109	REP 81	18-49 83	50+ 132	NPP/O 18-49 	NPP/O 50+ 	18-49 23	50+ 57	MEN 92	DEM WOMEN 	NPP/O MEN 	NPP/O WOMEN	REP MEN 	WOMEN 43		
J PRESS DEMOCRAT NEWSPAPER	403	MEN 18-49 98	MEN 50+ 112	WOMEN 18-49 84	WOMEN 50+ 142	DEM 214 51	NPP/O 109	REP 81 47	18-49 83 35	50+ 132 61	NPP/O 18-49 60	NPP/O 50+ 50	18-49 23 63	50+ 57 40	MEN 92 52	DEM WOMEN 122	NPP/O MEN 63	NPP/O WOMEN 52	REP MEN 45	WOMEN 43		
J PRESS DEMOCRAT NEWSPAPER C OTHER RADIO STATIONS	47 31	MEN 18-49 98 37 21	MEN 50+ 112 59 30	WOMEN 18-49 84 39 41	WOMEN 50+ 142 51 33	DEM 214 51 31	NPP/O 109 40 30	REP 81 47 34	18-49 83 35 33	50+ 132 61 30	NPP/O 18-49 60 32 27	NPP/O 50+ 50 50 33	18-49 23 63 36	50+ 57 40 34	MEN 92 52 29	DEM WOMEN 122 50 33	NPP/O MEN 63 38 20	NPP/O WOMEN 52 44 41	REP MEN 45 52 30	WOMEN 43 43 41		
J PRESS DEMOCRAT NEWSPAPER C OTHER RADIO STATIONS F FACEBOOK	47 31 25	MEN 18-49 98 37 21 27	MEN 50+ 112 59 30 16	WOMEN 18-49 84 39 41 43	WOMEN 50+ 142 51 33 22	DEM 214 51 31 26	NPP/O 109 40 30 27	REP 81 47 34 22	18-49 83 35 33 34	50+ 132 61 30 20	NPP/O 18-49 60 32 27 34	NPP/O 50+ 50 50 33 18	18-49 23 63 36 30	50+ 57 40 34 19	MEN 92 52 29 18	DEM WOMEN 122 50 33 32	NPP/O MEN 63 38 20 29	NPP/O WOMEN 52 44 41 24	REP MEN 45 52 30 18	WOMEN 43 43 41 26		
J PRESS DEMOCRAT NEWSPAPER C OTHER RADIO STATIONS F FACEBOOK A LOCAL TV STATIONS	403 47 31 25 24	MEN 18-49 98 37 21 27 16	MEN 50+ 112 59 30 16 25	WOMEN 18-49 84 39 41 43 25	WOMEN 50+ 142 51 33 22 27	DEM 214 51 31 26 23	NPP/O 109 40 30 27 21	REP 81 47 34 22 31	18-49 83 35 33 34 19	50+ 132 61 30 20 25	NPP/O 18-49 60 32 27 34 20	NPP/O 50+ 50 50 33 18 21	18-49 23 63 36 30 24	50+ 57 40 34 19	MEN 92 52 29 18 20	DEM WOMEN 122 50 33 32 25	NPP/O MEN 63 38 20 29 21	NPP/O WOMEN 52 44 41 24 20	REP MEN 45 52 30 18	WOMEN 43 43 41 26 40		
J PRESS DEMOCRAT NEWSPAPER C OTHER RADIO STATIONS F FACEBOOK A LOCAL TV STATIONS B KQED RADIO	403 47 31 25 24 22	MEN 18-49 98 37 21 27 16 20	MEN 50+ 112 59 30 16 25 20	WOMEN 18-49 84 39 41 43 25 21	WOMEN 50+ 142 51 33 22 27 24	DEM 214 51 31 26 23 30	NPP/O 109 40 30 27 21 17	REP 81 47 34 22 31 5	18-49 83 35 33 34 19 26	50+ 132 61 30 20 25 33	NPP/O 18-49 	NPP/O 50+ 50 50 33 18 21 16	18-49 23 63 36 30 24 5	50+ 57 40 34 19 34 5	MEN 92 52 29 18 20 30	DEM WOMEN 122 50 33 32 25 31	NPP/O MEN 63 38 20 29 21 15	NPP/O WOMEN 52 44 41 24 20 20	REP MEN 45 52 30 18 24 7	WOMEN 43 43 41 26 40 2		
J PRESS DEMOCRAT NEWSPAPER C OTHER RADIO STATIONS F FACEBOOK A LOCAL TV STATIONS B KQED RADIO E INFO FROM MAIL	403 47 31 25 24 22	MEN 18-49 98 37 21 27 16 20	MEN 50+ 112 59 30 16 25 20 27	WOMEN 18-49 84 39 41 43 25 21	WOMEN 50+ 142 51 33 22 27 24 23	DEM 214 51 31 26 23 30 21	NPP/O 109 40 30 27 21 17	REP 81 47 34 22 31 5 18	18-49 83 35 33 34 19 26 13	50+ 132 61 30 20 25 33 26	NPP/O 18-49 	NPP/O 50+ 50 50 33 18 21 16 26	18-49 23 63 36 30 24 5	50+ 57 40 34 19 34 5 23	MEN 92 52 29 18 20 30 26	DEM WOMEN 122 50 33 32 25 31 17	NPP/O MEN 63 38 20 29 21 15	NPP/O WOMEN 52 44 41 24 20 20 23	REP MEN 45 52 30 18 24 7 16	WOMEN 43 43 41 26 40 2 21		
J PRESS DEMOCRAT NEWSPAPER C OTHER RADIO STATIONS F FACEBOOK A LOCAL TV STATIONS B KQED RADIO E INFO FROM MAIL K SF CHRONICLE NEWSPAPER	403 47 31 25 24 22 19	MEN 18-49 98 37 21 27 16 20 9	MEN 50+ 112 59 30 16 25 20 27 9	WOMEN 18-49 84 39 41 43 25 21 13	WOMEN 50+ 142 51 33 22 27 24 23 10	DEM 214 51 31 26 23 30 21 10	NPP/O 109 40 30 27 21 17 17	REP 81 47 34 22 31 5 18 6	18-49 83 35 33 34 19 26 13 12	50+ 132 61 30 20 25 33 26 9	NPP/O 18-49 60 32 27 34 20 19 11	50 50 50 50 50 33 18 21 16 26	18-49 23 63 36 30 24 5 7	50+ 57 40 34 19 34 5 23 8	MEN 92 52 29 18 20 30 26 10	DEM WOMEN 122 50 33 32 25 31 17 10	NPP/O MEN 63 38 20 29 21 15 13 7	NPP/O WOMEN 52 44 41 24 20 20 23 10	REP MEN 45 52 30 18 24 7 16 5	WOMEN 43 43 41 26 40 2 21 7		
J PRESS DEMOCRAT NEWSPAPER C OTHER RADIO STATIONS F FACEBOOK A LOCAL TV STATIONS B KQED RADIO E INFO FROM MAIL K SF CHRONICLE NEWSPAPER D SONOMA COUNTY WEBSITE	403 47 31 25 24 22 19	MEN 18-49 98 37 21 27 166 20 9 7 9	MEN 50+ 112 59 30 16 25 20 27 9	WOMEN 18-49 84 39 41 43 255 21 13 7 7	WOMEN 50+ 142 51 33 22 27 24 23 10	DEM 214 51 31 266 23 30 21 10 4	NPP/O 109 40 30 27 21 17 17 8	REP 81 47 34 22 31 5 18 6 3	18-49 83 35 33 34 19 26 13 12 5	50+ 132 61 30 20 25 33 26 9 4	NPP/O 18-49 60 32 27 34 20 19 11 4	NPP/O 50+ 50 50 33 18 21 16 26 13 8	18-49 23 63 36 30 24 5 7 0 7	50+ 57 40 34 19 34 5 23 8	MEN 92 52 29 18 20 30 26 10 3	DEM WOMEN 122 50 33 32 25 31 17 10 5	NPP/O MEN 63 38 20 29 21 15 13 7 13	NPP/O WOMEN 52 44 41 24 20 20 23 10 7	REP MEN 45 52 30 18 24 7 7 16 5 3	WOMEN 43 43 41 26 40 2 21 7 3		

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

				ENTS		PERMA ABSEN	TEE			CI					BOARD O					
	Total	DADS	MOMS	MEN NOKDS	WOMEN	YES	NO	PETAL UMA	RHONT	SANTA ROSA	WIND	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		
					P/G14,				NSISTEN TARGETS		POSI MOV	TIVE ERS	INTEN MOV			HOUS	EHOLD :	PARTY T	YPE	
	Total								TARGETS	S 	MOV	ERS		ERS	 DEM 1	HOUS DEM 2+	EHOLD :	PARTY T REP 2+	TYPE IND 1+	MIX
Base	Total 403							CN ST	TARGETS EVER	S 	MOV 	ERS FIRST	MOV 	ERS FIRST	DEM 1 	DEM	REP	REP	IND	MIX 94
Base J PRESS DEMOCRAT NEWSPAPER		1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	403	1+/6 396	2+/6 342	3+/6 284	4+/6 244	5+/6 198	6/6 142	CN ST FAV	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOV AFTER INFO 158	ERS FIRST LAST 182	1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	94
J PRESS DEMOCRAT NEWSPAPER	403 47	1+/6 396	2+/6 342 50	3+/6 284 53	4+/6 244 55	5+/6 198 60	6/6 142 60	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 110	FIRST LAST LAST 123	MOV AFTER INFO 158	ERS FIRST LAST 182	1 114 49	DEM 2+ 67	REP 1 30 44	REP 2+ 25	IND 1+ 80 42	94
J PRESS DEMOCRAT NEWSPAPER C OTHER RADIO STATIONS	47 31	1+/6 396 48 32	2+/6 342 50 31	3+/6 284 53 33	4+/6 244 55 32	5+/6 198 60 28	6/6 142 60 27	CN ST FAV 97 64 41	FARGETS EVER UNFAV 52 45 27	SWING 254 41 29	MOV AFTER INFO 110 40 24	FIRST LAST 123 40 28	MOV AFTER INFO 158 37 22	FIRST LAST 182 39 26	1 114 49 30	DEM 2+ 67 54 35	REP 1 30 44 34	REP 2+ 25 52 25	IND 1+ 80 42 29	94 44 33
J PRESS DEMOCRAT NEWSPAPER C OTHER RADIO STATIONS F FACEBOOK	47 31 25	1+/6 396 48 32 26	2+/6 342 50 31 25	3+/6 284 53 33 22	4+/6 244 55 32 19	5+/6 198 60 28 18	6/6 142 60 27 15	CN ST FAV 97 64 41 27	EVER UNFAV 52 45 27	SWING 254 41 29 25	MOV 	FIRST LAST 123 40 28 24	MOV AFTER INFO 158 37 22 23	FIRST LAST 182 39 26 23	1 114 49 30 22	DEM 2+ 67 54 35 29	REP 1 30 44 34 23	REP 2+ 25 52 25 22	IND 1+ 80 42 29 26	94 44 33 27
J PRESS DEMOCRAT NEWSPAPER C OTHER RADIO STATIONS F FACEBOOK A LOCAL TV STATIONS	403 47 31 25 24	1+/6 396 48 32 26 24	2+/6 342 50 31 25 23	3+/6 284 53 33 22 24	4+/6 244 55 32 19 26	5+/6 198 60 28 18 23	6/6 142 60 27 15 22	CN ST FAV 97 64 41 27 21	EVER UNFAV 52 45 27 22 37	SWING 254 41 29 25 22	MOV 	FIRST LAST 123 40 28 24 21	MOV AFTER INFO 158 37 22 23 23	ERS FIRST LAST 182 39 26 23 24	1 114 49 30 22 23	DEM 2+ 67 54 35 29 23	REP 1 30 44 34 23 24	REP 2+ 25 52 25 22 40	IND 1+ 80 42 29 26 15	94 44 33 27 29
J PRESS DEMOCRAT NEWSPAPER C OTHER RADIO STATIONS F FACEBOOK A LOCAL TV STATIONS B KQED RADIO	403 47 31 25 24 22	1+/6 396 48 32 26 24 21	2+/6 342 50 31 25 23 22	3+/6 284 53 33 22 24 24	4+/6 244 55 32 19 26 24	5+/6 198 60 28 18 23 24	6/6 142 60 27 15 22 22	CN ST FAV 97 64 41 27 21 36	EVER UNFAV 52 45 27 22 37 9	SWING 254 41 29 25 22 19	MOV AFTER INFO 110 40 24 24 19 13	FIRST LAST 123 40 28 24 21 13	MOV AFTER INFO 158 37 22 23 23 17	ERS FIRST LAST 182 39 26 23 24 16	1 114 49 30 22 23 31	DEM 2+ 67 54 35 29 23 28	REP 1 30 44 34 23 24 0	REP 2+ 25 52 25 40 3	IND 1+80 42 29 26 15 18	94 44 33 27 29 21
J PRESS DEMOCRAT NEWSPAPER C OTHER RADIO STATIONS F FACEBOOK A LOCAL TV STATIONS B KQED RADIO E INFO FROM MAIL	403 47 31 25 24 22	1+/6 396 48 32 26 24 21	2+/6 342 50 31 25 23 22 20	3+/6 284 53 33 22 24 24 23	4+/6 244 55 32 19 26 24 24	5+/6 198 60 28 18 23 24 19	6/6 142 60 27 15 22 22 19	CN ST FAV 97 64 41 27 21 36 26	FARGETS EVER UNFAV 52 45 27 27 22 37 9 15	SWING 254 41 29 25 22 19	MOV AFTER INFO 110 40 24 24 24 19 13	FIRST LAST 123 40 28 24 21 13 12	MOV AFTER INFO 158 37 22 23 23 17 19	ERS FIRST LAST 182 39 26 23 24 16 17	1 114 49 30 22 23 31 26	DEM 2+ 67 54 35 29 23 28 19	REP 1 30 44 34 23 24 0 15	REP 2+ 25 52 25 22 40 3 26	IND 1+ 80 42 29 26 15 18	94 44 33 27 29 21
J PRESS DEMOCRAT NEWSPAPER C OTHER RADIO STATIONS F FACEBOOK A LOCAL TV STATIONS B KQED RADIO E INFO FROM MAIL K SF CHRONICLE NEWSPAPER	403 47 31 25 24 22 19	1+/6 396 48 32 26 24 21 19	2+/6 342 50 31 25 23 22 20 9	3+/6 284 53 33 22 24 24 23	4+/6 244 55 32 19 26 24 24	5+/6 198 60 28 18 23 24 19 8	6/6 142 60 27 15 22 22 19	CN ST FAV 97 644 411 27 21 36 26 12	FARGETS EVER UNFAV 52 45 27 22 37 9 15 7	SWING 254 41 29 25 22 19 18 8	MOV AFTER INFO 110 40 24 24 19 13 13 11	FIRST LAST 123 40 28 24 21 13 12 10 2	MOV AFTER INFO 158 37 22 23 23 17 19 8	FIRST LAST 182 39 26 23 24 16 17 9	1 114 49 30 22 23 31 26 16	DEM 2+ 67 54 35 29 23 28 19 4	REP 1 30 44 34 23 24 0 15 7	REP 2+ 25 52 25 22 40 3 26 7	IND 1+ 80 42 29 26 15 18 15 8	94 44 33 27 29 21 14 5
J PRESS DEMOCRAT NEWSPAPER C OTHER RADIO STATIONS F FACEBOOK A LOCAL TV STATIONS B KQED RADIO E INFO FROM MAIL K SF CHRONICLE NEWSPAPER D SONOMA COUNTY WEBSITE	403 47 31 25 24 22 19	1+/6 396 48 32 26 24 21 19	2+/6 342 50 31 25 23 22 20 9	3+/6 284 53 33 22 24 24 23	4+/6 244 55 32 19 26 24 24	5+/6 198 60 28 18 23 24 19 8	6/6 142 60 27 15 22 22 19	CN ST FAV 97 644 411 27 21 36 26 12	EVER UNFAV	SWING 254 41 29 25 22 19 18 8	MOV AFTER INFO 110 40 24 24 19 13 13 11 3	FIRST LAST 123 40 28 24 21 13 12 10 2	MOV 	FIRST LAST 182 39 26 23 24 16 17 9 3	1 114 49 30 22 23 31 26 16 6	DEM 2+ 67 54 35 29 23 28 19 4 2	REP 1 30 44 34 23 24 0 15 7 6	REP 2+ 25 52 25 40 3 26 7 3	IND 1+	94 44 33 27 29 21 14 5

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

		QZ CELL I		Q1 SONOMA DIRECTION RIGHT WRONG DIREC TRACK DK/NA				Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AFT	TER INF	0
	otal	YES	TOTAL NO			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 KOED 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
													Q14 C	HLDRN						
		Q11 S	SCAPOSI	FAVOR	ABILITY	Y AFTER	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 AT	HOME			Q15 EDU	JCATION		
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
To	otal	FAV	FAV	UNFAV	UNFAV	FAV			1+/WK		YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	COLL	COLL+
			I'AV	ONFAV	ONLAV	I'AV	ONLAV	DIC/IVA		MONTH	IBAK	1417 4 1717	1110				GIAD	GRAD		
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 KOED 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	n	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

11 13 7 19

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G TWITTER

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

		Q16	ETHNIC	!ITY		Q17 I	NCOME		GEN	DER						AC	ЭE					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K		\$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
		(SENDER	BY AGE		P	ARTY RE	G			PARTY	BY AGE				P	ARTY B	Y GENDE	R			
		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		

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

			PARI	ENTS		PERMA ABSEN	TEE			CI				В	OARD O	F SUPER	VISORS			
	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 KOED 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		12	13	10	21	10	7	18		
H INSTAGRAM	12	15	23		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		
					P/G14,				NSISTEN FARGETS	}	POSI MOV		INTEN			HOUS	EHOLD 1	PARTY I	YPE	
	Total				P/G14,				FARGETS EVER		MOV	ERS		ERS	 DEM 1	DEM 2+	REP 1	PARTY T	YPE IND 1+	MIX
Base	Total 403							CN ST	FARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	DEM	DEM 2+	REP	REP	IND	MIX 94
Base J PRESS DEMOCRAT NEWSPAPER		1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	
	403	1+/6 396	2+/6 342	3+/6 284	4+/6 244	5+/6 198	6/6 142	CN ST FAV	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOV AFTER INFO 158	ERS FIRST LAST 182	DEM 1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	94
J PRESS DEMOCRAT NEWSPAPER	403	1+/6 396	2+/6 342 76	3+/6 284 77	4+/6 244 77	5+/6 198 78	6/6 142 76	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOV AFTER INFO 158	ERS FIRST LAST 182	DEM 1 114 81	DEM 2+ 67	REP 1 30	REP 2+ 25	IND 1+ 80	94 74
J PRESS DEMOCRAT NEWSPAPER C OTHER RADIO STATIONS	 403 74 54	1+/6 396 75 55	2+/6 342 76 55	3+/6 284 77 56	4+/6 244 77 57	5+/6 198 78 54	6/6 142 76 54	CN ST FAV 97 85 63	EVER UNFAV 52 71 49	SWING 254 71 52	MOV AFTER INFO 110 68 50	FIRST LAST 123 69 51	MOV. 	FIRST LAST 182 68 50	DEM 1 114 81 53	DEM 2+ 67 78 58	REP 1 30 65 52	REP 2+ 25 69 52	IND 1+ 80 65 60	74 51
J PRESS DEMOCRAT NEWSPAPER C OTHER RADIO STATIONS E INFO FROM MAIL	74 54	1+/6 396 75 55 54	2+/6 342 76 55 57	3+/6 284 77 56 61	4+/6 244 77 57 63	5+/6 198 78 54 62	6/6 142 76 54 62	CN ST FAV 97 85 63 61	EVER UNFAV 52 71 49 43	SWING 254 71 52 53	MOV 	FIRST LAST 123 69 51 40	MOV. 	FIRST LAST 182 68 50 48	DEM 1 114 81 53 54	DEM 2+ 67 78 58 70	REP 1 30 65 52 42	REP 2+ 25 69 52 59	IND 1+ 80 65 60 46	74 51
J PRESS DEMOCRAT NEWSPAPER C OTHER RADIO STATIONS E INFO FROM MAIL A LOCAL TV STATIONS	403 74 54 54 43	1+/6 396 75 55 54 42	2+/6 342 76 55 57 43	3+/6 284 77 56 61 44	4+/6 244 77 57 63 45	5+/6 198 78 54 62 42	6/6 142 76 54 62 41	CN ST FAV 97 85 63 61 41	EVER UNFAV 52 71 49 43 57	SWING 254 71 52 53 41	MOV AFTER INFO 110 68 50 39 35	FIRST LAST 123 69 51 40 39	MOV. 	ERS FIRST LAST 182 68 50 48 41	DEM 1 114 81 53 54 40	DEM 2+ 67 67 78 58 70 49	REP 1 30 65 52 42 42 42	REP 2+ 25 69 52 59 53	IND 1+ 80 65 60 46 35	74 51 50 48
J PRESS DEMOCRAT NEWSPAPER C OTHER RADIO STATIONS E INFO FROM MAIL A LOCAL TV STATIONS F FACEBOOK	403 74 54 54 43 43	1+/6 396 75 55 54 42 44	2+/6 342 76 55 57 43 44	3+/6 284 77 56 61 44 42	4+/6 244 77 57 63 45 40	5+/6 198 78 54 62 42 38	6/6 142 76 54 62 41 36	CN ST FAV 97 85 63 61 41 49	FARGETS EVER UNFAV 52 71 49 43 57 34	SWING 254 71 52 53 41 43	MOV AFTER INFO 110 68 50 39 35 41	FIRST LAST 123 69 51 40 39 41	MOV AFTER INFO 158 65 47 50 38 40	ERS FIRST LAST 182 68 50 48 41 42	DEM 1 114 81 53 54 40 38	DEM 2+ 67 67 78 58 70 49 50	REP 1 30 65 52 42 42 29	REP 2+ 25 69 52 59 53 55	IND 1+ 80 65 60 46 35 51	74 51 50 48 39
J PRESS DEMOCRAT NEWSPAPER C OTHER RADIO STATIONS E INFO FROM MAIL A LOCAL TV STATIONS F FACEBOOK B KQED RADIO	403 74 54 54 43 43	1+/6 396 75 55 54 42 44 41	2+/6 342 76 55 57 43 44 44	3+/6 284 77 56 61 44 42 46	4+/6 244 77 57 63 45 40 46	5+/6 198 78 54 62 42 38 45	6/6 142 76 54 62 41 36 42	CN ST FAV 97 85 63 61 41 49 63	TARGETS EVER UNFAV 52 71 49 43 57 34 27	SWING 254 71 52 53 41 43 37	MOV AFTER INFO 110 68 50 39 35 41 31	ERS FIRST LAST 123 69 51 40 39 41 31	MOV AFTER INFO 158 65 47 50 38 40 35	ERS FIRST LAST 182 68 50 48 41 42 34	DEM 1 114 81 53 54 40 38 55	DEM 2+ 67 78 58 70 49 50 47	REP 1 30 65 52 42 42 29 11	REP 2+ 25 69 52 59 53 55 22	IND 1+ 80 65 60 46 35 51 40	74 51 50 48 39 39
J PRESS DEMOCRAT NEWSPAPER C OTHER RADIO STATIONS E INFO FROM MAIL A LOCAL TV STATIONS F FACEBOOK B KQED RADIO D SONOMA COUNTY WEBSITE	403 74 54 54 43 43 42 27	1+/6 396 75 55 54 42 44 41 27	2+/6 342 76 55 57 43 44 44 26	3+/6 284 77 56 61 44 42 46 26	4+/6 244 77 57 63 45 40 46 25	5+/6 198 78 54 62 42 38 45 25	6/6 142 76 54 62 41 36 42 24	CN ST FAV 97 85 63 61 41 49 63 34	FARGETS EVER UNFAV 52 71 49 43 57 34 27 21	SWING 254 71 52 53 41 43 37 26	MOV	FIRST LAST 123 69 51 40 39 41 31 20	MOV	ERS FIRST LAST 182 68 50 48 41 42 34 24	DEM 1 114 81 53 54 40 38 55 26	DEM 2+ 67 78 58 70 49 50 47 31	REP 1 30 65 52 42 42 29 11 17	REP 2+ 25 69 52 59 53 55 22 21	IND 1+ 80 65 60 46 35 51 40 31	74 51 50 48 39 39 26
J PRESS DEMOCRAT NEWSPAPER C OTHER RADIO STATIONS E INFO FROM MAIL A LOCAL TV STATIONS F FACEBOOK B KQED RADIO D SONOMA COUNTY WEBSITE K SF CHRONICLE NEWSPAPER	403 74 54 54 43 43 42 27 26	1+/6 396 75 55 54 42 44 41 27 26	2+/6 342 76 55 57 43 44 44 26 26	3+/6 284 77 566 611 44 42 46 26 24	4+/6 244 77 57 63 45 40 46 25 24	5+/6 198 78 54 62 42 38 45 25 25	6/6 142 76 54 62 41 36 42 24 24	CN ST FAV 97 85 63 61 41 49 63 34 34	EVER UNFAV 52 71 49 43 57 34 27 21 17	SWING -254 71 52 53 41 43 37 26 25	MOV AFTER INFO 110 68 50 39 35 411 31 19 25	FIRST LAST 123 69 51 40 39 41 31 20 24	MOV 	ERS FIRST LAST 182 68 50 48 41 42 24 24	DEM 1 114 81 53 54 40 38 55 26 40	DEM 2+ 67 78 58 70 49 50 47 31 24	REP 1 30 65 52 42 29 11 17 7	REP 2+ 25 69 52 59 53 55 22 21 26	IND 1+	74 51 50 48 39 39 26

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

			A PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	/ORABIL	ITY AFT	TER INF	0
	Total	YES	TOTAL NO	RIGHT DIREC		DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV		DK/NA
Base	403	160	264	261	96	60		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 KOED 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
			~~					~	-10	~ ~			Q14 C				.15			
		QII	SCAPOS.	D FAVOR		Y AFTEF	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	. HOWE			Q15 EDT	JCATION		
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV		1+/WK		YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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 KOED 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

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

		Q16	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AG	€E					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K		\$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		P.	ARTY RE				PARTY I						ARTY BY	GENDE	R			
	Total	 MEN	GENDER MEN 50+			DEM		G REP	 DEM 18-49		PARTY I NPP/O 18-49		REP 18-49	REP 50+	 DEM MEN		ARTY BY NPP/O MEN	NPP/O WOMEN	R REP MEN	REP WOMEN		
Base	Total 403	 MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP			
Base G TWITTER		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	WOMEN		
	403	MEN 18-49 	MEN 50+ 	WOMEN 18-49 	WOMEN 50+ 142	DEM 214	NPP/O 109	REP 81	DEM 18-49 83	DEM 50+ 	NPP/O 18-49 	NPP/O 50+ 	REP 18-49 23	REP 50+ 57	DEM MEN 92	DEM WOMEN 	NPP/O MEN 	NPP/O WOMEN	REP MEN 	WOMEN 43		
G TWITTER	403 87	MEN 18-49 98	MEN 50+ 112	WOMEN 18-49 84	WOMEN 50+ 142	DEM 214	NPP/O 109 90	REP 81 90	DEM 18-49 83	DEM 50+ 132	NPP/O 18-49 60	NPP/O 50+ 50	REP 18-49 23	REP 50+ 57 90	DEM MEN 92	DEM WOMEN 122	NPP/O MEN 63	NPP/O WOMEN 52	REP MEN 45	WOMEN 43		
G TWITTER H INSTAGRAM	403 87 86	MEN 18-49 98 86 84	MEN 50+ 112 91 94	WOMEN 18-49 84 79 64	WOMEN 50+ 142 90 93	DEM 214 85 83	NPP/O 109 90 86	REP 81 90 95	DEM 18-49 83 78 72	DEM 50+ 132 90 91	NPP/O 18-49 60 88 78	NPP/O 50+ 50 92 95	REP 18-49 23 90 86	REP 50+ 57 90 98	DEM MEN 92 86 88	DEM WOMEN 122 84 80	NPP/O MEN 63 90	NPP/O WOMEN 52 89 81	REP MEN 45 91	WOMEN 43 90 98		
G TWITTER H INSTAGRAM I BLOGS	403 87 86 85	MEN 18-49 98 86 84 88	MEN 50+ 112 91 94 85	WOMEN 18-49 84 79 64 68	WOMEN 50+ 142 90 93 91	DEM 214 85 83 81	NPP/O 109 90 86 88	REP 81 90 95 92	DEM 18-49 83 78 72 69	DEM 50+ 132 90 91 88	NPP/O 18-49 60 88 78 89	NPP/O 50+ 50 92 95 88	REP 18-49 23 90 86 95	REP 50+ 57 90 98 91	DEM MEN 92 86 88 84	DEM WOMEN 122 84 80 78	NPP/O MEN 63 90 90 85	NPP/O WOMEN 52 89 81 93	REP MEN 45 91 91 95	WOMEN 43 90 98 90		
G TWITTER H INSTAGRAM I BLOGS K SF CHRONICLE NEWSPAPER	403 87 86 85 73	MEN 18-49 98 86 84 88 76	MEN 50+ 112 91 94 85 68	WOMEN 18-49 84 79 64 68 63	WOMEN 50+ 142 90 93 91 78	DEM 214 85 83 81 67	NPP/O 109 90 86 88 75	REP 81 90 95 92 85	DEM 18-49 83 78 72 69 61	DEM 50+ 132 90 91 88 71	NPP/O 18-49 60 88 78 89 75	NPP/O 50+ 50 92 95 88 74	REP 18-49 23 90 86 95 95	REP 50+ 57 90 98 91 81	DEM MEN 92 86 88 84 66	DEM WOMEN 122 84 80 78 68	NPP/O MEN 63 90 90 85 73	NPP/O WOMEN 52 89 81 93 78	REP MEN 45 91 91 95 85	WOMEN 43 90 98 90 85		
G TWITTER H INSTAGRAM I BLOGS K SF CHRONICLE NEWSPAPER D SONOMA COUNTY WEBSITE	403 87 86 85 73	MEN 18-49 98 86 84 88 76 67	MEN 50+ 112 91 94 85 68 78	WOMEN 18-49 84 79 64 68 63 69	WOMEN 50+ 142 90 93 91 78 69	DEM 214 85 83 81 67 72	NPP/O 109 90 86 88 75 64	REP 81 90 95 92 85 80	DEM 18-49 83 78 72 69 61 71	DEM 50+ 132 90 91 88 71 72	NPP/O 18-49 60 88 78 89 75 60	NPP/O 50+ 50 92 95 88 74 68	REP 18-49 23 90 86 95 95 80	REP 50+ 57 90 98 91 81 81	DEM MEN 92 86 88 84 66 71	DEM WOMEN 122 84 80 78 68 72	NPP/O MEN 63 90 90 85 73 68	NPP/O WOMEN 52 89 81 93 78 59	REP MEN 45 91 91 95 85 85	WOMEN 43 90 98 90 85 74		
G TWITTER H INSTAGRAM I BLOGS K SF CHRONICLE NEWSPAPER D SONOMA COUNTY WEBSITE F FACEBOOK	403 87 86 85 73 71 56	MEN 18-49 98 86 84 88 76 67 53	MEN 50+ 112 91 94 85 68 78 67	WOMEN 18-49 84 79 64 68 63 69 37	WOMEN 50+ 142 90 93 91 78 69 59	DEM 214 85 83 81 67 72 56	NPP/O 109 90 86 88 75 64 54	REP 81 90 95 92 85 80 58	DEM 18-49 83 78 72 69 61 71 50	DEM 50+ 132 90 91 88 71 72 59	NPP/O 18-49 	NPP/O 50+ 50 92 95 88 74 68 65	REP 18-49 23 90 86 95 95 80 41	REP 50+ 57 90 98 91 81 81 65	DEM MEN 92 86 88 84 66 71 64	DEM WOMEN 122 84 80 78 68 72 49	NPP/O MEN 63 90 90 85 73 68 53	NPP/O WOMEN 52 89 81 93 78 59 54	REP MEN 45 91 91 95 85 85	WOMEN 43 90 98 90 85 74 57		
G TWITTER H INSTAGRAM I BLOGS K SF CHRONICLE NEWSPAPER D SONOMA COUNTY WEBSITE F FACEBOOK B KQED RADIO	403 87 86 85 73 71 56	MEN 18-49 98 86 84 88 76 67 53 61	MEN 50+ 112 91 94 85 68 78 67 53	WOMEN 18-49 84 79 64 68 63 69 37 57	WOMEN 50+ 142 90 93 91 78 69 59	DEM 214 85 83 81 67 72 56 48	NPP/O 109 90 86 88 75 64 54	REP 81 90 95 92 85 80 58 80	DEM 18-49 83 78 72 69 61 71 50 61	DEM 50+ 132 90 91 88 71 72 59 40	NPP/O 18-49 60 88 78 89 75 60 43 48	NPP/O 50+ 50 50 92 95 88 74 68 65 57	REP 18-49 23 90 86 95 95 80 41 82	REP 50+ 57 90 98 91 81 81 65	DEM MEN 92 86 88 84 66 71 64 49	DEM WOMEN 122 84 80 78 68 72 49 47	NPP/O MEN 63 90 90 85 73 68 53 56	NPP/O WOMEN 52 89 81 93 78 59 54 48	REP MEN 45 91 91 95 85 85 60	WOMEN 43 90 98 90 85 74 57		
G TWITTER H INSTAGRAM I BLOGS K SF CHRONICLE NEWSPAPER D SONOMA COUNTY WEBSITE F FACEBOOK B KQED RADIO A LOCAL TV STATIONS	403 87 86 85 73 71 56 56	MEN 18-49 98 86 84 88 76 67 53 61 64	MEN 50+ 112 91 94 856 68 78 67 53	WOMEN 18-49 84 79 64 68 63 69 37 57 58	WOMEN 50+ 142 90 93 91 78 69 59 53 47	DEM 214 85 83 81 67 72 56 48 53	NPP/0 109 90 86 88 75 64 54 52 56	REP 81 90 95 92 85 80 58 80 55	DEM 18-49 83 78 72 69 61 71 50 61 63	DEM 50+ 132 90 91 88 71 72 59 40 47	NPP/O 18-49 60 88 78 89 75 60 43 48 52	NPP/O 50+ 50 92 95 88 74 68 65 57 61	REP 18-49 23 90 86 95 95 80 41 82 76	REP 50+ 57 90 98 91 81 65 79 47	DEM MEN 92 86 88 84 66 71 64 49	DEM WOMEN 122 84 80 78 68 72 49 47 50	NPP/O MEN 63 90 90 85 73 68 53 56 51	NPP/O WOMEN 52 89 81 93 78 59 54 48 61	REP MEN 45 91 91 95 85 85 60 72 67	WOMEN 43 90 98 90 85 74 57 91 41		

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

			PARI	ENTS		PERMA ABSEI	TEE			CI				E	BOARD O	F SUPER	RVISORS	3		
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK			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		
								COI	NSISTEN	ICY	POSI	TIVE	INTE	SITY						
					P/G14,				FARGETS	3	MOV		MOV	ERS		HOUS	EHOLD	PARTY I	YPE	
					P/G14,				FARGETS		MOV	ERS	MOV	ERS	 DEM					
	Total								FARGETS	3	MOV	ERS	MOV	ERS	 DEM 1	HOUS DEM 2+	EHOLD REP	PARTY T REP 2+	TYPE IND 1+	MIX
Base	Total 403							CN ST	FARGETS EVER	3	MOV 	ERS FIRST	MOV AFTER	ERS FIRST	DEM	DEM	REP	REP	IND	MIX 94
Base G TWITTER		1+/6	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	94
G TWITTER	403 87	1+/6 396	2+/6 342	3+/6 284	4+/6 244 90	5+/6 198	6/6 142	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 110	ERS FIRST LAST 123	MOV AFTER INFO 158	ERS FIRST LAST 182	DEM 1 114 88	DEM 2+ 67	REP 1 30 90	REP 2+ 25	IND 1+ 80	94
	403	1+/6 396	2+/6 342 88	3+/6 284 90	4+/6 244	5+/6 198 90	6/6 142 90	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOV AFTER INFO 158	ERS FIRST LAST 182	DEM 1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	94 88 87
G TWITTER H INSTAGRAM I BLOGS	403 87 86	1+/6 396 87 86	2+/6 342 88 89	3+/6 284 90 90	4+/6 244 90 91	5+/6 198 90 94	6/6 142 90 94	CN ST FAV 97 88 82	FARGETS EVER UNFAV 52 91 94	SWING 254 86 86	MOV AFTER INFO 110	FIRST LAST 123 86 89	MOV AFTER INFO 158 86 86	FIRST LAST 182 87 88	DEM 1 114 88 85	DEM 2+ 67 81 86	REP 1 30 90 96	REP 2+ 25 94 96	IND 1+ 80 88 81	94 88 87 88
G TWITTER H INSTAGRAM I BLOGS K SF CHRONICLE NEWSPAPER	403 87 86 85	1+/6 396 87 86 85	2+/6 342 88 89 84	3+/6 284 90 90 87	4+/6 244 90 91 86	5+/6 198 90 94 86	6/6 142 90 94 85	CN ST FAV 97 88 82 80	EVER UNFAV 52 91 94 94	SWING 254 86 86 85	MOV AFTER INFO 110 85 88 88	FIRST LAST 123 86 89 87	MOV AFTER INFO 158 86 86 86	FIRST LAST 182 87 88 88	DEM 1 114 88 85 78	DEM 2+ 67 81 86 82	REP 1 30 90 96 92	REP 2+ 25 94 96 91	IND 1+ 80 88 81 89	94 88 87 88 83
G TWITTER H INSTAGRAM I BLOGS	403 87 86 85 73	1+/6 396 87 86 85 73	2+/6 342 88 89 84 73	3+/6 284 90 90 87 74	4+/6 244 90 91 86 74	5+/6 198 90 94 86 73	6/6 142 90 94 85 73	CN ST FAV 97 88 82 80 66	EVER UNFAV 52 91 94 94 83	SWING 254 86 86 85 73	MOV AFTER INFO 110 85 88 88 74	FIRST LAST 123 86 89 87 75	MOV AFTER INFO 158 86 86 88 74	FIRST LAST 182 87 88 88 73	DEM 1 114 88 85 78 60	DEM 2+ 67 81 86 82 73	REP 1 30 90 96 92 93	REP 2+ 25 94 96 91 74	IND 1+ 80 88 81 89 72	94 88 87 88
G TWITTER H INSTAGRAM I BLOGS K SF CHRONICLE NEWSPAPER D SONOMA COUNTY WEBSITE	403 87 86 85 73 71	1+/6 396 87 86 85 73 71	2+/6 342 88 89 84 73 73	3+/6 284 90 90 87 74 72	4+/6 244 90 91 86 74 73	5+/6 198 90 94 86 73 73	90 94 85 73	CN ST FAV 97 88 82 80 66 66	EVER UNFAV 52 91 94 94 83 76	SWING 254 86 86 85 73 72	MOV AFTER INFO 110 85 88 88 74 78	FIRST LAST 123 86 89 87 75 80	MOV AFTER INFO 158 86 86 88 74 76	ERS FIRST LAST 182 87 88 88 73 76	DEM 1 114 88 85 78 60 74	DEM 2+ 67 81 86 82 73 68	REP 1 30 90 96 92 93 80	REP 2+ 25 94 96 91 74 79	IND 1+80 88 81 89 72 66	94 88 87 88 83 71
G TWITTER H INSTAGRAM I BLOGS K SF CHRONICLE NEWSPAPER D SONOMA COUNTY WEBSITE F FACEBOOK	403 87 86 85 73 71 56	1+/6 396 87 86 85 73 71 55	2+/6 342 88 89 84 73 73 54	3+/6 284 90 90 87 74 72 56	4+/6 244 90 91 86 74 73 57	5+/6 198 90 94 86 73 73 59	6/6 142 90 94 85 73 73 60	CN ST FAV 97 88 82 80 66 66 51	FARGETS EVER UNFAV 52 91 94 94 83 76 66	SWING 254 86 86 85 73 72 55	MOV 	ERS FIRST LAST 123 86 89 87 75 80 59	MOV AFTER INFO 158 86 86 86 88 74 76 60	ERS FIRST LAST 182 87 88 88 73 76 57	DEM 1 114 88 85 78 60 74 62	DEM 2+ 67 81 86 82 73 68 45	REP 1 30 90 96 92 93 80 68	REP 2+ 25 94 96 91 74 79 45	IND 1+80 88 81 89 72 66 48	94 88 87 88 83 71 60
G TWITTER H INSTAGRAM I BLOGS K SF CHRONICLE NEWSPAPER D SONOMA COUNTY WEBSITE F FACEBOOK B KQED RADIO	403 87 86 85 73 71 56	1+/6 396 87 86 85 73 71 55	2+/6 342 88 89 84 73 73 54 55	3+/6 284 90 90 87 74 72 56 53	4+/6 244 90 91 86 74 73 57	5+/6 198 90 94 86 73 73 59 54	6/6 142 90 94 85 73 73 60 56	CN ST FAV	EVER UNFAV 52 91 94 94 83 76 66 69	SWING 254 86 85 73 72 55 60	MOV 	FIRST LAST 123 86 89 87 75 80 59 64	MOV 	FIRST LAST 182 87 88 88 73 76 57 64	DEM 1 114 88 85 78 60 74 62 45	DEM 2+ 67 81 86 82 73 68 45 52	REP 1 30 90 96 92 93 80 68 81	REP 2+ 25 94 96 91 74 79 45 78	IND 1+ 80 88 81 89 72 66 48 55	94 88 87 88 83 71 60 57
G TWITTER H INSTAGRAM I BLOGS K SF CHRONICLE NEWSPAPER D SONOMA COUNTY WEBSITE F FACEBOOK B KQED RADIO A LOCAL TV STATIONS	403 87 86 85 73 71 56 56	1+/6 396 87 86 85 73 71 55 56 55	2+/6 342 88 89 84 73 73 54 55	3+/6 284 90 90 87 74 72 56 53 54	4+/6 244 90 91 86 74 73 57 52 52	5+/6 198 90 94 86 73 73 59 54 55	6/6 142 90 94 85 73 73 60 56	CN ST FAV 97 88 82 80 66 66 51 36 57	EVER UNFAV	SWING 254 86 86 85 73 72 55 60 56	MOV 	FIRST LAST 123 86 89 87 75 80 59 64 61	MOV	ERS	DEM 1 114 88 85 78 60 74 62 45 60	DEM 2+ 67 81 86 82 73 68 45 52 50	REP 1 30 90 96 92 93 80 68 81 58	REP 2+	IND 1+	94 88 87 88 83 71 60 57 47

BANNER OVERALL	Q2a STR FAVOR 34%	PERCENT OF SAMPLE 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 N	o 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 @ Ho	me 35%	73%
Inc \$0-60K	34%	33%

BANNER OVERALL	Q2a STR FAVOR 34%	PERCENT OF SAMPLE 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/n	vr 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

BANNER OVERALL	Q2a STR FAVOR 34%	PERCENT OF SAMPLE 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	SPACE	DISTRICT	- 320-724	(AL
OVERALL	31%	100%				
City Windsor	43%	5%				
Trail use sev/m	o 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 Colle	ge 33%	27%				
City Uninc.	33%	33%				
Age 65-74	33%	17%				
Educ Non-Colleg	e 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 Tota	1 No 32%	63%				
Age 50-54	32%	8%				
Chldrn <19 @ Ho	me 32%	25%				

BANNER OVERALL	Q2a SMWT FAVOR 31%	PERCENT OF SAMPLE 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 @ H	ome 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

BANNER OVERALL	Q2a SMWT FAVOR 31%	PERCENT OF SAMPLE 100%	
Dem Women	26%	30%	
Perm Abs No	26%	29%	
BOS 5	26%	19%	
Trail use alnvr/nv	r 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 OVERALL	Q2a TOTAL FAV 65%	PERCENT	SPACE	נע
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 N	To 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 OVERALL	Q2a TOTAL FAV 65%	PERCENT OF SAMPLE 100%
Women w/ no kids	66%	38%
No Chldrn <19 @ Ho	me 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

BANNER OVERALL	Q2a TOTAL FAV 65%	PERCENT OF SAMPLE 100%	
City Rohnert Park	52%	8%	
Trail use alnvr/nv	r 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)

SONOMA COUNTY AGE	Q2a	PERCENT	SPACE	DISTRICT	- 320-72
BANNER OVERALL	TOTAL UNFAV 7%	OF SAMPLE 100%			
HHPT 2+ Rep	24%	6%			
Rep 50+	21%	14%			
Rep Men	20%	10%			
Pty Republican	19%	20%			
Rep Women	17%	10%			
ннрт 1 кер	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 Par	k 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 @ Hom	ne 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	2 7%	44%			
Men w/ no kids	7%	35%			
Age 50-54	7%	8%			
BOS 5	7%	19%			

BANNER OVERALL	Q2a TOTAL UNFAV 7%	PERCENT OF SAMPLE 100%
Educ Post-Grad	7%	22%
Ethn White	7%	77%
No Chldrn <19 @ H	Iome 6%	73%
Educ College+	6%	54%
Age 30-39	6%	14%
City Uninc.	6%	33%
BOS 3	6%	18%
Educ College Grad	l 6%	32%
Educ Some College	e 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

BANNER OVERALL	Q2a TOTAL UNFAV 7%	PERCENT OF SAMPLE 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

PERCENT

OF SAMPLE

100%

19%

20%

19%

30%

73%

32%

6%

48%

11%

21%

18%

35%

22%

53%

77%

8%

14%

31%

12%

10%

23%

13%

28%

15%

19%

32%

54%

33%

63%

33%

21%

30%

22%

59%

29%

BANNER OVERALL	Q2a NHO/CR 28%	PERCENT OF SAMPLE 100%	BANNER N	Q2a IHO/CR
Age 18-29	48%	14%	OVERALL	28%
Women 18-49	40%	19%	BOS 5	28%
HHPT 1 Rep	39%	7%	BOS 4	28%
Rep 18-49	39%	6%	HHPT 1+ Ind	28%
Ethn Latino	38%	12%	Dem Women	27%
City Rohnert Park	38%	8%	No Chldrn <19 @ Home	27%
Trail use alnvr/nvr	37%	14%	Trail use 1+/wk	27%
NPP/O 18-49	37%	15%	HHPT 2+ Rep	27%
Educ HS or Less	37%	17%	Men	27%
City Windsor	37%	5%	City Other	27%
Age 18-49	37%	41%	Trail use sev/yr	27%
Cell Phone Yes	37%	37%	Inc \$60K-\$90K	27%
BOS 3	36%	18%	Men w/ no kids	27%
NPP/O Women	36%	12%	BOS 1	26%
Dem 18-49	36%	20%	Pty Democrat	26%
Men 18-49	34%	22%	Ethn White	26%
Rep Men	34%	10%	Age 50-54	26%
Educ Non-College	33%	44%	Rep 50+	26%
Ethn Non-White	33%	16%	Trail use sev/mo	25%
Moms	33%	13%	Dads	25%
City Santa Rosa	33%	33%	Rep Women	25%
Age 30-39	32%	14%	Dem Men	25%
Inc \$90K-\$120K	32%	15%	Age 75+	25%
Educ Some College	31%	27%	HHPT 1 Dem	25%
Pty NPP/Other	30%	27%	NPP/O Men	25%
Pty Republican	29%	20%	Inc \$120K+	24%
Chldrn <19 @ Home	29%	25%	Educ College Grad	24%
Age 40-49	29%	13%	Educ College+	23%
Women	29%	52%	City Uninc.	23%
Inc \$0-60K	29%	33%	Cell Phone Total No	23%
HHPT Mixed	29%	23%	Women 50+	23%
HHPT 2+ Dem	28%	16%	BOS 2	22%
Women w/ no kids	28%	38%	Age 65+	22%
Perm Abs No	28%	29%	Educ Post-Grad	22%
Perm Abs Yes	28%	71%	Age 50+	22%
			Age 50-64	21%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES

BANNER OVERALL	Q2a NHO/CR 28%	PERCENT OF SAMPLE 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%	

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES

SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

O5 PERCENT

BANNER OVERALL	Q5 STR FAV 52%	PERCENT OF SAMPLE 100%		Q5 STR FAV	(
Dem Women	65%	30%	OVERALL	52%	
Trail use 1+/wk	64%	32%	Trail use sev/mo	52%	
HHPT 2+ Dem	64%	16%	Age 50+	52%	
Dem 50+	63%	33%	City Petaluma	51%	
Ethn Non-White	63%	16%	BOS 3	51%	
Ethn Latino	62%	12%	Moms	51%	
Pty Democrat	62%	53%	Pty NPP/Other	51%	
BOS 5	60%	19%	Ethn White	51%	
HHPT 1 Dem	60%	28%	Age 30-39	51%	
City Uninc.	60%	33%	Inc \$120K+	51%	
Dem 18-49	60%	20%	HHPT Mixed	51%	
Women 18-49	59%	19%	Age 40-49	50%	
Educ Post-Grad	59%	22%	Cell Phone Yes	50%	
BOS 1	58%	22%	Chldrn <19 @ Home	49%	
Women w/ no kids	58%	38%	HHPT 1+ Ind	49%	
Age 50-54	57%	8%	Age 50-64	49%	
Dem Men	57%	23%	Age 60-64	49%	
Age 18-29	57%	14%	Men 50+	49%	
NPP/O Women	57%	12%	Men w/ no kids	49%	
Educ College+	56%	54%	NPP/O 50+	48%	
Women	56%	52%	Educ HS or Less	48%	
Age 75+	56%	13%	Men	48%	
Age 65+	55%	30%	Perm Abs No	48%	
Educ College Grad	55%	32%	BOS 2	48%	
Women 50+	55%	33%	Men 18-49	48%	
Perm Abs Yes	54%	71%	Dads	47%	
Age 65-74	54%	17%	Educ Non-College	47%	
Cell Phone Total No		63%	NPP/O Men	46%	
Inc \$60K-\$90K	54%	18%	Educ Some College	46%	
City Santa Rosa	54%	33%	City Other	46%	
NPP/O 18-49	54%	15%	BOS 4	44%	
No Chldrn <19 @ Hom		73%	Age 55-59	43%	
Inc \$0-60K	53%	33%	Trail use sev/yr	43%	
Age 18-49	53%	41%	Trail use alnvr/nvr	39%	
Inc \$90K-\$120K	52%	15%	City Rohnert Park	37%	
			City Windsor	35%	

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES

BANNER OVERALL	Q5 STR FAV 52%	PERCENT OF SAMPLE 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%	

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

Q5

PERCENT

NAMERIAL 37% 100%	BANNER	Q5 SMWT FAV	PERCENT OF SAMPLE		Q5	
Chidyn < 19 & Home 38	OVERALL				MWT FAV	
Nem 10 10 10 10 10 10 10 1	City Windsor	58%	5%			
Perm Abs No 378	Rep Women	55%	10%			
NPP/O Women 37% Age 60-64 37% Age 60-64 37% Age 60-64 37% Age 50-54 47% 11% Age 60-64 37% Age 50-54 47% 14% Age 50-54 47% 14% Age 30-39 37% BDS 3	City Rohnert Park	54%	8%			
Age 60-64 37% City Other 47% 11% City Other 47% 14% City Other 47% 14% City Other 47% 14% City Other 47% 14% City Other 47% 12% City Other 45% 15% City Other 45% 15% City Other 45% 15% City Other 45% 10% City Other 45% 10% City Canada 44% City Canada	Rep 18-49	52%	6%			
### And College Grad 37% And College Grad 37% Age 30-39 37% Age 50-60 47% 14% 14% Age 30-39 37% Age 30-30 Age 30-30 Age 30-39 37% Age 30-39 Age 50-60K 37% Age 50-60K 37% Age 50-59 Ade 10% Age 65-59 Ade 10% Age 65-59 Ade 10% Age 65-74 Age 50-74	Pty Republican	49%	20%	NPP/O Women	37%	
Age 30-39 37% Age 4 45% 20% Age 55-59 44% 10% Age 55-59 44% 10% Age 55-59 44% 10% Age 55-74 36% Age 50-74 36% Age	City Other	47%	11%			
No No No No No No No No	Trail use sev/yr	47%	21%	Educ College Grad	37%	
INFT Rep 478	Rep 50+	47%	14%	Age 30-39	37%	
Solid Soli	HHPT 1 Rep	47%	7%	BOS 3	37%	
No.	NPP/O 50+	47%	12%	Inc \$0-60K	37%	
No Childrn 19 % 15 % 15 % 16 % 1	BOS 4	45%	20%	Educ HS or Less	36%	
No Chldrn <19 @ Home 36% Age 55-59 44% 10% HHPT 1+ Ind 44% 19% Men 18-49 43% 22% BOS 2 43% 21% BOS 2 43% 21% BOS 2 43% 21% BOS 2 43% 27% BOS 2 10° BOS 2 10° BOS 2 10° BOS 2 10° BOS 35% BOS 2 10° BOS 2 10° BOS 2 10° BOS 35% BOS 2 10° BOS 2 10° BOS 35% BOS 35% BOS 2 10° BOS 2 10° BOS 35% BOS 35% BOS 2 10° BOS 1 10° BOS	NPP/O Men	45%	15%	Inc \$60K-\$90K	36%	
Dem Men 36%	HHPT 2+ Rep	45%	6%	Perm Abs Yes	36%	
Age 65-74 36% 36% 368 22% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36	Age 55-59	44%	10%	No Chldrn <19 @ Home	36%	
Age 50+ 35% 35% 35% 35% 35% 35% 35% 35% 35% 35%	HHPT 1+ Ind	44%	19%	Dem Men	36%	
## Back	Men 18-49	43%	22%	Age 65-74	36%	
Trail use alnvr/nvr 35% Dem 18-49 35% Age 40-49 40% 13% Cell Phone Total No 34% Women 50+ 34% Educ Non-College 40% 44% Cell Phone Yes 40% 37% Men 40% 48% Momen 33% Men w/ no kids 40% 35% City Santa Rosa 33% Momen w/ no kids 40% 35% City Santa Rosa 33% Momen w/ no kids 33% City Santa Rosa 33% Momen w/ no kids 33% City Santa Rosa 33% Momen w/ no kids 33% City Santa Rosa 33% Momen w/ no kids 40% Momen w/ no	BOS 2	43%	21%	Age 50+	35%	
Dem 18-49 35% Dem 18-49 36% Dem 18-49 35% Dem 18-49 36% Dem 18-49 35% Dem 18-49 36% De	Educ Some College	43%	27%	Inc \$90K-\$120K	35%	
Mome	Rep Men	42%	10%	Trail use alnvr/nvr	35%	
Age 40-49	Pty NPP/Other	42%	27%	Dem 18-49	35%	
## Age 10-49 ## Adv	Dads	41%	12%	Moms	35%	
Educ College 40% 34% Men 40% 48% Men w/ no kids 40% 35% City Santa Rosa 33% Women w/ no kids 33% Inc \$120K+ 39% 19% Women w/ no kids 33% Age 65+ 33% HHPT Mixed 39% 23% Age 18-49 38% 41% Age 50-64 38% 29% City Petaluma 38% 11% Age 18-29 38% 14% Educ College+ 34% Women 33% Women w/ no kids 33% Age 65+ 33% HHPT 1 Dem 33% Women 18-49 32% Ethn Latino 32% Age 50-64 38% Age 50-64 38% Age 18-29 38% 11% Educ College+ 34% Women 33% Bos 1 33% Bos 1 31% Pty Democrat 29%	Age 40-49	40%	13%	Cell Phone Total No	34%	
Wen w/ no kids 40% 48% City Santa Rosa 33% Women w/ no kids 40% 35% Women w/ no kids 33% Women w/ no kids 33% Age 65+ 33% HHPT Mixed 39% 23% HHPT 1 Dem 33% Women 18-49 32% Age 18-49 38% 41% Women 18-49 32% Ethn Latino 32% Age 50-64 38% 29% Ethn Latino 32% Age 18-29 38% 11% Age 50-54 32% Ethn Non-White 32% Sthn White 38% 77% BOS 1 31% Pty Democrat 29%	Educ Non-College	40%	44%	Women 50+	34%	
Men w/ no kids 40% 35% Inc \$120K+ 39% 19% Women w/ no kids 33% Age 65+ 33% HHPT Mixed 39% 23% Age 18-49 38% 41% Age 50-64 38% 29% City Santa Rosa 33% Women w/ no kids 33% Age 65+ 33% HHPT 1 Dem 33% Women 18-49 32% Ethn Latino 32% Age 50-54 32% Ethn Non-White 32% Ethn Non-White 32% BOS 1 31% Pty Democrat 29%	Cell Phone Yes	40%	37%	Educ College+	34%	
## Women w/ no kids 33% Inc \$120K+ 39% 19% Women w/ no kids 33% Age 65+ 33% HHPT Mixed 39% 23% Age 18-49 38% 41% Age 50-64 38% 29% City Petaluma 38% 11% Age 18-29 38% 14% Age 18-29 38% 77% BOS 1 31% Pty Democrat 29%	Men	40%	48%	Women	33%	
Age 65+ 33% HHPT Mixed 39% 23% Age 18-49 38% 41% Age 50-64 38% 29% City Petaluma 38% 11% Age 18-29 38% 14% Ethn Non-White 32% Ethn White 38% 77% NPP/O 18-49 38% 15% Age 65+ 33% HHPT 1 Dem 33% Women 18-49 32% Ethn Latino 32% Age 50-54 32% Ethn Non-White 32% BOS 1 31% Pty Democrat 29%	Men w/ no kids	40%	35%	City Santa Rosa	33%	
HHPT Mixed 39% 23% Age 18-49 38% 41% Age 50-64 38% 29% City Petaluma 38% 11% Age 18-29 38% 14% Ethn Non-White 32% Ethn White 38% 77% BOS 1 31% Pty Democrat 29%	Inc \$120K+	39%	19%	Women w/ no kids	33%	
Age 18-49 38% 41% Women 18-49 32% Ethn Latino 32% Age 50-64 38% 11% Age 50-54 32% Ethn Non-White 32% Ethn White 38% 77% BOS 1 31% Pty Democrat 29%	Trail use sev/mo	39%	31%	Age 65+	33%	
Age 18-49 38% 41% Age 50-64 38% 29% City Petaluma 38% 11% Age 18-29 38% 14% Ethn Latino 32% Age 50-54 32% Ethn Non-White 32% Ethn Non-White 32% BOS 1 31% Pty Democrat 29%	HHPT Mixed	39%	23%	HHPT 1 Dem	33%	
Age 50-64 38% 29% City Petaluma 38% 11% Age 50-54 32% Ethn Non-White 32% Ethn White 38% 77% NPP/O 18-49 38% 15% Pty Democrat 29%	Age 18-49	38%	41%	Women 18-49	32%	
Age 18-29 38% 11% Ethn Non-White 32% BOS 1 31% BOY 18-49 38% 15% Pty Democrat 29%	Age 50-64	38%	29%	Ethn Latino	32%	
Age 18-29 38% 14% Ethn Non-White 32% BOS 1 31% STANDED TO THE STAN	City Petaluma	38%	11%	Age 50-54	32%	
Ethn White 38% 77% BOS 1 31% Pty Democrat 29%	Age 18-29			Ethn Non-White	32%	
NPP/O 18-49 38% 15% Pty Democrat 29%	Ethn White	38%	77%	BOS 1	31%	
	NPP/O 18-49			Pty Democrat	29%	
				Educ Post-Grad	29%	

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES

BANNER OVERALL	Q5 SMWT FAV 37%	PERCENT OF SAMPLE 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%	

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

PERCENT

OF SAMPLE

100%

11%

52%

73%

22%

8%

23%

33%

77%

27%

33%

33%

12%

48% 63%

16%

35%

22%

18%

15%

14%

30%

59%

44%

29%

10%

25%

19%

33%

26%

13%

11%

29%

17%

13%

10%

BANNER OVERALL	Q5 TOTAL FAV 89%	PERCENT OF SAMPLE 100%	Since District	BANNER	Q5 TOTAL FAV
Age 18-29	95%	14%		OVERALL	89%
NPP/O 50+	95%	12%		City Petaluma	90%
Ethn Non-White	95%	16%		Women	90%
Dem 18-49	94%	20%		No Chldrn <19 @ Ho	ome 89%
NPP/O Women	94%	12%		BOS 1	89%
Ethn Latino	94%	12%		Age 50-54	89%
City Other	93%	11%		HHPT Mixed	89%
Pty NPP/Other	93%	27%		Dem 50+	89%
HHPT 1+ Ind	93%	19%		Ethn White	89%
Dem Men	93%	23%		Educ Some College	89%
HHPT 1 Dem	92%	28%		City Uninc.	89%
City Windsor	92%	5%		Women 50+	88%
Trail use 1+/wk	92%	32%		Dads	88%
NPP/O Men	92%	15%		Men	88%
Educ College Grad	92%	32%		Cell Phone Total N	10 88%
Women 18-49	91%	19%		HHPT 2+ Dem	88%
NPP/O 18-49	91%	15%		Men w/ no kids	88%
Age 18-49	91%	41%		Educ Post-Grad	88%
Pty Democrat	91%	53%		BOS 3	888
Trail use sev/mo	91%	31%		Inc \$90K-\$120K	888
City Rohnert Park	91%	8%		Age 30-39	888
Men 18-49	91%	22%		Age 65+	888
Age 40-49	91%	13%		Age 50+	87%
Women w/ no kids	91%	38%		Educ Non-College	87%
BOS 2	91%	21%		Age 50-64	87%
Perm Abs Yes	90%	71%		Age 55-59	87%
Inc \$60K-\$90K	90%	18%		Chldrn <19 @ Home	87%
Inc \$120K+	90%	19%		BOS 5	87%
Educ College+	90%	54%		City Santa Rosa	87%
Trail use sev/yr	90%	21%		Men 50+	86%
Cell Phone Yes	90%	37%		Moms	86%
Inc \$0-60K	90%	33%		Age 60-64	86%
Dem Women	90%	30%		Perm Abs No	85%
Age 65-74	90%	17%		Educ HS or Less	85%
BOS 4	90%	20%		Age 75+	85%
				Rep Women	83%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES

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

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

SONOMA COUNTY AGRI		RVATION AND OPEN S: PERCENT	PACE DISTRICT - 320-724 (APRIL 4-9, 2017)		
BANNER OVERALL	Q5 TOTAL UNFAV 8%	OF SAMPLE 100%		Q5 AL UNFAV	PERCENT OF SAMPLE
Rep Men	23%	10%	OVERALL	8%	100%
HHPT 2+ Rep	23%	6%	Age 50-54	9%	8%
Rep 50+	19%	14%	Age 65-74	8%	17%
Pty Republican	19%	20%	No Chldrn <19 @ Home		73%
Rep 18-49	18%	6%	BOS 2	8%	21%
HHPT 1 Rep	17%	7%	Women 50+	8%	33%
Trail use alnvr/n	vr 17%	14%	City Uninc.	8%	33%
Rep Women	14%	10%	NPP/O Men	8%	15%
Age 55-59	13%	10%	Dem 50+	8%	33%
Men 50+	12%	26%	Educ College+	8%	54%
Perm Abs No	12%	29%	Trail use sev/mo	8%	31%
Age 50-64	11%	29%	BOS 4	8%	20%
Age 60-64	11%	11%	Age 30-39	8%	14%
Educ HS or Less	11%	17%	City Rohnert Park	8%	8%
Inc \$90K-\$120K	10%	15%	HHPT 2+ Dem	7%	16%
Men w/ no kids	10%	35%	Age 40-49	7%	13%
BOS 5	10%	19%	Educ College Grad	7%	32%
HHPT Mixed	10%	23%	BOS 1	7%	22%
City Santa Rosa	10%	33%	Men 18-49	7%	22%
Age 50+	10%	59%	Women	7%	52%
Men	10%	48%	Perm Abs Yes	7%	71%
Age 75+	10%	13%	Inc \$0-60K	7%	33%
Cell Phone Total	No 10%	63%	City Other	7%	11%
BOS 3	9%	18%	NPP/O 18-49	7%	15%
Educ Non-College	9%	44%	Cell Phone Yes	7%	37%
City Petaluma	9%	11%	Women w/ no kids	7%	38%
Inc \$120K+	9%	19%	Dem Women	7%	30%
Age 65+	9%	30%	Age 18-49	6%	41%
Dads	9%	12%	Pty Democrat	6%	53%
Chldrn <19 @ Home	9%	25%	Pty NPP/Other	6%	27%
Moms	9%	13%	Trail use 1+/wk	6%	32%
Ethn White	9%	77%	Inc \$60K-\$90K	5%	18%
Trail use sev/yr	9%	21%	Women 18-49	5%	19%
Educ Post-Grad	9%	22%	Dem Men	5%	23%
Educ Some College		27%	HHPT 1+ Ind	5%	19%
- 3			HHPT 1 Dem	5%	28%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES

BANNER OVERALL	Q5 TOTAL UNFAV 8%	PERCENT OF SAMPLE 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%	

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES

SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT - 320-724 (APRIL 4-9, 2017)

Q5 PERCENT

BANNER OVERALL	Q5 DK/NA 3%	PERCENT OF SAMPLE 100%	BANNER	Q5 DK/NA	
Trail use alnvr/nv		14%	OVERALL	3%	
Age 75+	5%	13%	Rep Women	3%	
Ioms	5%	13%	BOS 4	3%	
ge 30-39	5%	14%	Perm Abs No	3%	
duc HS or Less	5%	17%	Rep 18-49	3%	
HPT 1 Rep	5%	7%	Age 50+	3%	
nc \$60K-\$90K	4%	18%	Dads	3%	
HPT 2+ Dem	4%	16%	BOS 3	3%	
ity Windsor	4%	5%	Perm Abs Yes	3%	
nldrn <19 @ Home	4%	25%	Educ Some College	2%	
thn Latino	4%	12%	Age 18-49	2%	
ep Men	4%	10%	HHPT 2+ Rep	2%	
thn Non-White	4%	16%	Trail use 1+/wk	2%	
em Women	4%	30%	No Chldrn <19 @ Home	2%	
ep 50+	3%	14%	Ethn White	2%	
s 1	3%	22%	Cell Phone Total No	2%	
omen 50+	3%	33%	Educ College+	2%	
ge 65+	3%	30%	HHPT 1+ Ind	2%	
omen	3%	52%	Age 50-54	2%	
ell Phone Yes	3%	37%	Dem Men	2%	
uc Non-College	3%	44%	Men 18-49	2%	
luc Post-Grad	3%	22%	NPP/O 18-49	2%	
ty Santa Rosa	3%	33%	Inc \$90K-\$120K	2%	
PP/O Women	3%	12%	Age 40-49	2%	
ty Uninc.	3%	33%	Age 65-74	2%	
y Republican	3%	20%	Age 50-64	2%	
e 60-64	3%	11%	Men	2%	
nc \$0-60K	3%	33%	Men 50+	2%	
omen 18-49	3%	19%	City Rohnert Park	2%	
HPT 1 Dem	3%	28%	Men w/ no kids	1%	
em 18-49	3%	20%	Pty NPP/Other	1%	
y Democrat	3%	53%	Educ College Grad	1%	
em 50+	3%	33%	BOS 2	1%	
OS 5	3%	19%	Trail use sev/mo	1%	
omen w/ no kids	3%	38%	Trail use sev/yr	1%	
			City Petaluma	1%	

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES

BANNER OVERALL	Q5 DK/NA 3%	PERCENT OF SAMPLE 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%	

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	DISTRICT - 320-724 (APRIL 4-9, 2017)
OVERALL	55%	100%	BANNER S
Dem Women	68%	30%	OVERALL
HHPT 2+ Dem	68%	16%	City Santa Rosa
Trail use 1+/wk	67%	32%	Age 75+
Women 18-49	67%	19%	Perm Abs No
Ethn Latino	66%	12%	No Chldrn <19 @ Home
HHPT 1 Dem	65%	28%	Chldrn <19 @ Home
Dem 50+	65%	33%	Cell Phone Total No
Pty Democrat	64%	53%	Inc \$90K-\$120K
NPP/O Women	64%	12%	Cell Phone Yes
Ethn Non-White	64%	16%	Perm Abs Yes
Moms	64%	13%	Ethn White
Dem 18-49	63%	20%	City Other
NPP/O 18-49	63%	15%	Age 50+
Inc \$0-60K	61%	33%	Educ Some College
Age 18-29	61%	14%	Educ Non-College
Women	61%	52%	Educ HS or Less
City Uninc.	61%	33%	NPP/O Men
HHPT 1+ Ind	60%	19%	Men w/ no kids
Women w/ no kids	60%	38%	Age 50-64
Age 40-49	60%	13%	Age 55-59
Dem Men	59%	23%	NPP/O 50+
BOS 1	59%	22%	BOS 4
Inc \$60K-\$90K	58%	18%	Age 30-39
BOS 3	58%	18%	Inc \$120K+
Educ Post-Grad	58%	22%	City Rohnert Park
BOS 5	58%	19%	BOS 2
Educ College+	58%	54%	Men 50+
Educ College Grad	58%	32%	Men
Women 50+	57%	33%	Men 18-49
Pty NPP/Other	57%	27%	City Petaluma
Age 65-74	57%	17%	Age 60-64
Age 18-49	57%	41%	Trail use sev/yr
Trail use sev/mo	57%	31%	Dads
Age 50-54	57%	8%	HHPT Mixed
Age 65+	57%	30%	Trail use alnvr/nvr
			City Windsor

BANNER S	Q11 STR FAV 55%	PERCENT OF SAMPLE 100%
City Santa Rosa	56%	33%
Age 75+	56%	13%
Perm Abs No	56%	29%
No Chldrn <19 @ Home	e 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

BANNER OVERALL	Q11 STR FAV 55%	PERCENT OF SAMPLE 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%	

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

SONOMA COUNTY AGRIC	ULTURAL PRES Q11	ERVATION AND OPEN SE PERCENT	ACE DISTRICT - 320-724 (APRIL 4-9, 2017)		
BANNER OVERALL	SMWT FAV 38%	OF SAMPLE 100%		Q11 MWT FAV	PERCENT OF SAMPLE
Rep 18-49	75%	6%	OVERALL	38%	100%
Rep Men	60%	10%	Men 50+	38%	26%
Pty Republican	59%	20%	City Other	38%	11%
HHPT 1 Rep	59%	7%	BOS 3	38%	18%
City Windsor	58%	5%	Pty NPP/Other	38%	27%
Rep Women	57%	10%	City Santa Rosa	37%	33%
HHPT 2+ Rep	54%	6%	No Chldrn <19 @ Home		73%
Rep 50+	52%	14%	Age 55-59	37%	10%
Dads	48%	12%	Inc \$60K-\$90K	37%	18%
City Rohnert Park	48%	8%	Age 50+	37%	59%
Trail use sev/yr	47%	21%	Educ College Grad	37%	32%
Men 18-49	46%	22%	HHPT 1+ Ind	37%	19%
Age 30-39	46%	14%	Cell Phone Total No	37%	63%
City Petaluma	46%	11%	Age 18-29	36%	14%
HHPT Mixed	45%	23%	Educ College+	36%	54%
Age 60-64	45%	11%	Age 40-49	36%	13%
BOS 4	45%	20%	Age 50-54	36%	8%
NPP/O 50+	43%	12%	Women 50+	36%	33%
BOS 2	43%	21%	Perm Abs No	36%	29%
Trail use alnvr/nv	r 42%	14%	Age 65-74	35%	17%
Men	42%	48%	Ethn Non-White	34%	16%
NPP/O Men	42%	15%	Women w/ no kids	34%	38%
Inc \$120K+	42%	19%	Educ Post-Grad	34%	22%
Educ HS or Less	41%	17%	Dem Men	34%	23%
Trail use sev/mo	40%	31%	Age 65+	34%	30%
Educ Non-College	40%	44%	Inc \$0-60K	34%	33%
Cell Phone Yes	40%	37%	Dem 18-49	34%	20%
Inc \$90K-\$120K	40%	15%	Women	34%	52%
Educ Some College	40%	27%	Age 75+	33%	13%
Men w/ no kids	40%	35%	NPP/O 18-49	33%	15%
Chldrn <19 @ Home	40%	25%	Moms	33%	13%
Age 50-64	40%	29%	BOS 1	32%	22%
Age 18-49	39%	41%	BOS 5	32%	19%
Perm Abs Yes	39%	71%	NPP/O Women	32%	12%
Ethn White	39%	77%	Ethn Latino	31%	12%
	·	-	Women 18-49	31%	19%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES

BANNER OVERALL	Q11 SMWT FAV 38%	PERCENT OF SAMPLE 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%	

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

TOTAL FAV

PERCENT

OF SAMPLE 100%

21%

54%

23% 71%

33%

6%

77%

27%

33%

44%

11% 17%

33% 73%

8%

22%

11%

21%

17%

11%

22%

63%

19%

29%

33%

10%

48%

35%

23%

30% 59%

29%

19%

13%

10%

BANNER OVERALL	Q11 TOTAL FAV 93%	PERCENT OF SAMPLE 100%	BANNER TOI
Ethn Non-White	98%	16%	OVERALL
Ethn Latino	98%	12%	Trail use sev/yr
Women 18-49	98%	19%	Educ College+
Dem 18-49	98%	20%	Dem Men
Age 18-29	97%	14%	Perm Abs Yes
Trail use sev/mo	97%	31%	City Santa Rosa
City Rohnert Park	97%	8%	Rep 18-49
HHPT 1+ Ind	97%	19%	Ethn White
City Windsor	97%	5%	Educ Some College
Moms	96%	13%	Women 50+
NPP/O Women	96%	12%	Educ Non-College
Age 18-49	96%	41%	City Petaluma
Age 30-39	96%	14%	Educ HS or Less
NPP/O 18-49	96%	15%	Dem 50+
BOS 3	96%	18%	No Chldrn <19 @ Home
HHPT 2+ Dem	96%	16%	Age 50-54
Age 40-49	95%	13%	Educ Post-Grad
BOS 4	95%	20%	City Other
Dem Women	95%	30%	BOS 2
Men 18-49	95%	22%	Age 65-74
Chldrn <19 @ Home	95%	25%	Age 60-64
Inc \$90K-\$120K	95%	15%	BOS 1
Inc \$0-60K	95%	33%	Cell Phone Total No
Cell Phone Yes	95%	37%	Inc \$120K+
Inc \$60K-\$90K	95%	18%	Perm Abs No
Pty NPP/Other	95%	27%	City Uninc.
Women	95%	52%	Rep Women
HHPT 1 Dem	95%	28%	Men
Pty Democrat	95%	53%	Men w/ no kids
Educ College Grad	95%	32%	HHPT Mixed
Women w/ no kids	95%	38%	Age 65+
Trail use 1+/wk	94%	32%	Age 50+
Dads	94%	12%	Age 50-64
NPP/O 50+	94%	12%	BOS 5
NPP/O Men	94%	15%	Age 75+
			Age 55-59

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES

BANNER OVERALL	Q11 TOTAL FAV 93%	PERCENT OF SAMPLE 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/nv	r 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)

L	Q11 TOTAL UNFAV 4%	PERCENT OF SAMPLE 100%	BANNER	Q TOTAL
1 Rep	13%	7%	OVERALL	•
Men	12%	10%	City Other	
50+	11%	14%	Educ College Grad	
PT 2+ Rep	11%	6%	Educ Some College	
ail use alnvr/		14%	Dem 50+	
y Republican	10%	20%	Women 50+	
en 50+	8%	26%	Age 30-39	
ep Women	8%	10%	Trail use sev/yr	
OS 5	7%	19%	Perm Abs Yes	
ep 18-49	7%	6%	City Santa Rosa	
nc \$120K+	6%	19%	Men 18-49	
ads	6%	12%	Inc \$60K-\$90K	
duc Post-Grad	6%	22%	Inc \$90K-\$120K	
ge 75+	6%	13%	Educ Non-College	
en w/ no kids	6%	35%	Women w/ no kids	
ge 50-54	6%	8%	Chldrn <19 @ Home	
en	6%	48%	HHPT 1 Dem	
ge 60-64	6%	11%	NPP/O Men	
ge 65+	6%	30%	NPP/O 50+	
ity Petaluma	6%	11%	Cell Phone Yes	
ge 65-74	6%	17%	Pty Democrat	
ge 50+	6%	59%	Women	
erm Abs No	6%	29%	City Rohnert Park	
ge 50-64	5%	29%	Pty NPP/Other	
ity Uninc.	5%	33%	Educ HS or Less	
HPT Mixed	5%	23%	Inc \$0-60K	
OS 2	5%	21%	HHPT 2+ Dem	
ell Phone Total	. No 5%	63%	Age 18-49	
duc College+	5%	54%	Age 40-49	
os 1	5%	22%	BOS 4	
ge 55-59	5%	10%	BOS 3	
em Men	5%	23%	Trail use sev/mo	
o Chldrn <19 @		73%	NPP/O 18-49	
rail use 1+/wk	4%	32%	Dem Women	
thn White	4%	77%	NPP/O Women	
	•		Dem 18-49	

PERCENT

OF SAMPLE 100%

11%

32% 27% 33%

33% 14%

21% 71%

33% 22%

18% 15%

44% 38%

25% 28% 15%

12% 37%

53% 52% 8%

27% 17%

33%

16% 41% 13% 20%

18%

31% 15% 30%

12%

20%

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES

BANNER OVERALL	Q11 TOTAL UNFAV 4%	PERCENT OF SAMPLE 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%	

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES

BANNER OVERALL	Q11 DK/NA 3%	PERCENT OF SAMPLE 100%	BANNER	Q11 DK/NA	PERC OF SA
Trail use alnvr/nvr	8%	14%	OVERALL	3%	100
Age 55-59	7%	10%	BOS 4	3%	20
Rep Men	7 % 7 %	10%	Pty NPP/Other	3%	2'
Rep 50+	7 % 6%	14%	Ethn White	2%	7'
Age 75+	5%	13%	Inc \$0-60K	2%	3
Men 50+	5%	26%	Trail use sev/yr	2%	2
Educ HS or Less	5%	17%	Women	2%	5
HHPT 1 Rep	4%	7%	Age 40-49	2%	1
Pty Republican	4%	20%	Pty Democrat	2%	5
HHPT Mixed	4%	23%	Age 65-74	2%	1
Age 50-64	4%	29%	NPP/O 18-49	2%	1
_	4%	59%	BOS 3	2%	1
Age 50+			Age 60-64	2%	1:
HHPT 2+ Rep Age 65+	4% 4%	6% 30%	NPP/O Women	2%	1
_	4%	11%	HHPT 2+ Dem	2%	1
City Other		33%	HHPT 1 Dem	2%	2
City Uninc.	4%		Ethn Latino	2%	1
Educ Non-College	3%	44%	Women w/ no kids	2%	3
BOS 1	3%	22%	Inc \$120K+	2%	1:
Men w/ no kids	3%	35%	HHPT 1+ Ind	2%	1:
Cell Phone Total No	3%	63%	Cell Phone Yes	2%	3
Dem 50+	3%	33%	Age 18-29	2%	1.
Men	3%	48%	Women 18-49	2%	1:
Perm Abs No	3%	29%	Dem Men	2%	2:
City Windsor	3%	5%	Age 50-54	2%	
Dem Women	3%	30%	Educ Post-Grad	2%	2:
NPP/O 50+	3%	12%	City Petaluma	2%	1:
City Santa Rosa	3%	33%	Ethn Non-White	2%	10
BOS 2	3%	21%	Educ College+	1%	5.
Women 50+	3%	33%	Trail use 1+/wk	1%	3:
BOS 5	3%	19%	Inc \$60K-\$90K	1%	1
NPP/O Men	3%	15%	Chldrn <19 @ Hom		2
Perm Abs Yes	3%	71%	Age 18-49	1%	4:
Educ Some College	3%	27%	Inc \$90K-\$120K	1%	1!
No Chldrn <19 @ Home		73%	Rep Women	1%	1
Moms	3%	13%	Educ College Gra		3:
				u 16	32
			1		

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES

BANNER OVERALL	Q11 DK/NA 3%	PERCENT OF SAMPLE 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)

SONOMA COUNTY AGRICUL	ONSTARG	PERCENT	V SPACE DISTRICT	- 320-724 (APRIL 5	2017)
BANNER CONSIST OVERALL	TENT STR FAV 24%	OF SAMPLE 100%			BANNER
Dem Women	35%	30%			OVERAL
Dem 50+	35%	33%			Age 75
Educ Post-Grad	33%	22%			NPP/O
Trail use 1+/wk	32%	32%			Perm A
Inc \$90K-\$120K	32%	15%			Ethn N
Age 50-54	32%	8%			No Chl
Educ College+	31%	54%			Trail
HHPT 1 Dem	30%	28%			Inc \$1
Women 50+	30%	33%			Age 60
Educ College Grad	30%	32%			Perm A
Pty Democrat	30%	53%			NPP/O
BOS 5	29%	19%			HHPT M
Moms	29%	13%			Men 50
Age 65-74	29%	17%			Inc \$0
BOS 1	29%	22%			Dem Me
Women	29%	52%			Dem 18
Women w/ no kids	29%	38%			City P
Age 40-49	27%	13%			Age 30
Age 65+	27%	30%			BOS 4
City Other	27%	11%			BOS 3
City Uninc.	27%	33%			Age 18
Cell Phone Total No	27%	63%			Ethn L
Age 50+	27%	59%			BOS 2
NPP/O 50+	27%	12%			Educ S
Age 50-64	26%	29%			Dads
Inc \$60K-\$90K	26%	18%			Cell P
Women 18-49	26%	19%			Men w/
HHPT 2+ Dem	26%	16%			Trail
Age 55-59	26%	10%			Men
NPP/O Women	25%	12%			City R
Ethn White	25%	77%			Educ N
HHPT 1+ Ind	25%	19%			Trail
Pty NPP/Other	25%	27%			Men 18
Chldrn <19 @ Home	25%	25%			Age 18
City Santa Rosa	25%	33%			City W
					Rep Wo

BANNER OVERALL		NSTARG ENT STR 24%	FAV	PERCENT OF SAMPLE 100%
Age 75+		25%		13%
NPP/O Men		24%		15%
Perm Abs Yes		24%		71%
Ethn Non-Whit	e	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 Col	lege	20%		27%
Dads		20%		12%
Cell Phone Ye	s	20%		37%
Men w/ no kid	.s	20%		35%
Trail use sev	/yr	19%		21%
Men		19%		48%
City Rohnert	Park	17%		8%
Educ Non-Coll	ege	16%		44%
Trail use aln	vr/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

	CONSTARG	PERCENT
BANNER OVERALL	CONSISTENT STR FA	V OF SAMPLE 100%
HHPT 2+ Rep	11%	6%
Educ HS or Le	ss 10%	17%
Rep 50+	9%	14%
Pty Republica	n 9%	20%
HHPT 1 Rep	9%	7%
Rep 18-49	8%	6%
Rep Men	6%	10%

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

	CONSTARG	PERCENT	SPACE DISTRICT - 320-7	24 (APRIL 4-9, 2017)
BANNER OVERALL	EVER UNFAV 13%	OF SAMPLE 100%		BANNER
				OVERALL
Rep Men	30%	10%		City Santa F
Rep 50+	30%	14%		No Chldrn <1
HHPT 2+ Rep	29%	6%		BOS 5
HHPT 1 Rep	28%	7%		City Other
Pty Republican	28%	20%		Inc \$120K+
Rep Women	26%	10%		Educ Some Co
Rep 18-49	23%	6%		Educ Post-Gr
Trail use alnvr/nv	r 21%	14%		Women
Educ HS or Less	19%	17%		
Age 55-59	19%	10%		NPP/O Men
Perm Abs No	19%	29%		Dem 50+
Men 50+	18%	26%		City Uninc.
City Petaluma	17%	11%		Educ College
Trail use sev/yr	17%	21%		Women w/ no
BOS 2	17%	21%		Age 30-39
Age 50-64	16%	29%		Inc \$0-60K
Age 50+	16%	59%		Educ College
Age 75+	15%	13%		NPP/O 50+
Age 60-64	15%	11%		HHPT 2+ Dem
Inc \$90K-\$120K	15%	15%		BOS 1
Age 65+	15%	30%		Cell Phone N
Age 50-54	15%	8%		Perm Abs Yes
Age 65-74	15%	17%		BOS 4
Educ Non-College	15%	44%		Trail use 1
HHPT Mixed	14%	23%		Dem Women
Cell Phone Total N	To 14%	63%		Pty NPP/Othe
Dads	14%	12%		Men 18-49
City Rohnert Park	14%	8%		Pty Democrat
Women 50+	14%	33%		Inc \$60K-\$90
Men w/ no kids		35%		Age 40-49
Men	14%	48%		Trail use se
BOS 3	14%	18%		Age 18-49
Chldrn <19 @ Home		25%		Dem Men
Moms	13%	13%		HHPT 1+ Ind
				NPP/O 18-49
Ethn White	13%	77%		HHPT 1 Dem

BANNER OVERALL	CONSTARG EVER UNFAV 13%	PERCENT OF SAMPLE 100%
City Santa Rosa	13%	33%
No Chldrn <19 @ H	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

BANNER OVERALL	CONSTARG EVER UNFAV 13%	PERCENT OF SAMPLE 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)

CONSTARG PERCENT

NER RALL	CONSTARG SWING 63%	PERCENT OF SAMPLE 100%		NSTARG SWING	
ge 18-29	82%	14%	OVERALL	63%	
ty Windsor	82%	5%	Pty Republican	63%	
en 18-49	76%	22%	No Chldrn <19 @ Home	63%	
thn Latino	76%	12%	HHPT 1 Rep	63%	
em 18-49	74%	20%	Trail use alnvr/nvr	63%	
ge 18-49	72%	41%	BOS 2	63%	
thn Non-White	71%	16%	NPP/O 50+	63%	
duc HS or Less	71%	17%	HHPT Mixed	63%	
ell Phone Yes	70%	37%	Rep Women	62%	
em Men	70%	23%	City Santa Rosa	62%	
ity Rohnert Park	70%	8%	Ethn White	62%	
ep 18-49	69%	6%	HHPT 1 Dem	62%	
os 4	69%	20%	Pty Democrat	62%	
duc Non-College	69%	44%	City Uninc.	62%	
PP/O 18-49	69%	15%	Chldrn <19 @ Home	62%	
PP/O Women	69%	12%	Age 60-64	61%	
duc Some College	68%	27%	City Petaluma	61%	
rail use sev/mo	68%	31%	Rep 50+	61%	
ge 30-39	68%	14%	BOS 1	61%	
HPT 1+ Ind	67%	19%	City Other	61%	
en	67%	48%	Women w/ no kids	60%	
nc \$0-60K	67%	33%	Age 75+	60%	
en w/ no kids	67%	35%	Women	60%	
omen 18-49	66%	19%	HHPT 2+ Rep	59%	
ads	66%	12%	Educ College Grad	59%	
ty NPP/Other	66%	27%	Men 50+	59%	
erm Abs Yes	66%	71%	Cell Phone Total No	59%	
OS 3	66%	18%	BOS 5	58%	
nc \$60K-\$90K	65%	18%	Trail use 1+/wk	58%	
re 40-49	64%	13%	Educ College+	58%	
ep Men	64%	10%	Age 65+	58%	
nc \$120K+	64%	19%	Perm Abs No	58%	
PP/O Men	64%	15%	Moms	58%	
rail use sev/yr	64%	21%	Age 50+	58%	
HPT 2+ Dem	64%	16%	Age 50-64	57%	
II I I DCIII	0 1 0	100	Age 65-74	56%	

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES

BANNER OVERALL	CONSTARG SWING 63%	PERCENT OF SAMPLE 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)

POSMOV1 PERCENT

	POSMOV1 OV AFT INFO 26%	PERCENT OF SAMPLE 100%		POSMOV1 OV AFT INFO	PE OF
	46%	14%	OVERALL	26%	
	42%	7%	No Chldrn <19 @ Home	27%	
	39%	8%	Trail use 1+/wk	27%	
	38%	17%	Men	26%	
	36%	12%	Women	26%	
	35%	19%	HHPT 1+ Ind	26%	
	35%	6%	Dads	26%	
1	34%	12%	Men w/ no kids	26%	
	34%	10%	Age 50-54	26%	
9	34%	15%	Chldrn <19 @ Home	26%	
Yes	33%	37%	Moms	26%	
	33%	41%	Perm Abs Yes	25%	
	33%	18%	Dem Men	25%	
Mite	32%	16%	Ethn White	25%	
	32%	20%	BOS 4	25%	
College	32%	44%	BOS 5	25%	
\$120K	32%	15%	Age 40-49	25%	
,	32%	22%	HHPT 2+ Dem	24%	
lican	31%	20%	Inc \$120K+	24%	
sor	31%	5%	Age 55-59	24%	
sev/yr	30%	21%	Pty Democrat	24%	
	30%	14%	NPP/O Men	23%	
e alnvr/nvr	30%	14%	City Petaluma	23%	
No	29%	29%	BOS 1	23%	
1	29%	10%	HHPT 1 Dem	23%	
a Rosa	29%	33%	Educ College Grad	23%	
Other	28%	27%	Dem Women	23%	
er	28%	11%	Age 75+	23%	
9	28%	14%	Inc \$60K-\$90K	22%	
	28%	21%	Cell Phone Total No	22%	
Rep	27%	6%	Trail use sev/mo	22%	
ed	27%	23%	Age 50-64	22%	
e College	27%	27%	Men 50+	22%	
no kids	27%	38%	Age 50+	22%	
0K	27%	33%	Women 50+	22%	
	-	-	Age 65+	22%	

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES

BANNER OVERALL	POSMOV1 POS MOV AFT INFO 26%	PERCENT OF SAMPLE 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)

SONOMA COUNTY AGRICUI	TURAL PRESERV. POSMOV2	ATION AND OPEN PERCENT	SPACE D	ISTRICT	- 320-724	(APRIL 4-
	V FIRST-LAST 30%					
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%				

	POSMOV2 V FIRST-LAST 30%	PERCENT OF SAMPLE 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	e 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

BANNER F	 SMOV2 FIRST-LAST 30%	PERCENT OF SAMPLE 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)

	INTMOV1 MOV AFT INFO	PERCENT	PACE DISTRICT - 320-724	(APRIL 4-9, 2017)
OVERALL	39%	100%		BANNER
Age 18-29	59%	14%		OVERALL
Educ HS or Less	52%	17%		Age 30-39
Ethn Latino	50%	12%		No Chldrn <19 @
Dem 18-49	48%	20%		Pty Republican
NPP/O Women	48%	12%		Trail use alnvr
Ethn Non-White	48%	16%		Educ Some Colle
Women 18-49	47%	19%		Pty Democrat
Cell Phone Yes	46%	37%		Perm Abs Yes
HHPT 1 Rep	46%	7%		Men w/ no kids
Age 18-49	46%	41%		Chldrn <19 @ Ho
Men 18-49	45%	22%		Women
HHPT 2+ Dem	45%	16%		City Santa Rosa
Educ Non-College	44%	44%		Inc \$90K-\$120K
Dads	44%	12%		Rep 50+
Rep 18-49	43%	6%		Ethn White
NPP/O 18-49	43%	15%		Age 40-49
Dem Men	43%	23%		HHPT 1+ Ind
Rep Men	43%	10%		BOS 4
City Rohnert Park	43%	8%		Trail use sev/m
BOS 2	42%	21%		Age 75+
Age 50-54	42%	8%		Men 50+
BOS 5	42%	19%		HHPT 2+ Rep
Trail use 1+/wk	42%	32%		Dem Women
BOS 3	42%	18%		NPP/O 50+
City Windsor	42%	5%		Rep Women
Inc \$0-60K	42%	33%		HHPT 1 Dem
Women w/ no kids	41%	38%		Educ College Gr
City Uninc.	41%	33%		Educ College+
HHPT Mixed	41%	23%		Cell Phone Tota
Inc \$120K+	41%	19%		Educ Post-Grad
Trail use sev/yr	40%	21%		Age 65+
Perm Abs No	40%	29%		Age 50+
Men	40%	48%		Age 50-64
City Petaluma	40%	11%		BOS 1
Pty NPP/Other	40%	27%		Inc \$60K-\$90K
-1 ,				Moms
				1

	NTMOV1 DV AFT INFO 39%	PERCENT OF SAMPLE 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

	INTMOV1	PERCENT	
BANNER	INT MOV AFT INFO		
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)

	URAL PRESERVA ITMOV2 FIRST-LAST	PERCENT	SPACE DIS	TRICT -	320-724	(APRIL	4-9, 2
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%					

	NTMOV2 FIRST-LAST 45%	PERCENT OF SAMPLE 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

	INTMOV2	PERCENT	
BANNER INT OVERALL	MOV FIRST-LAST 45%	OF SAMPLE 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
TABLE	2:		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?
TABLE	3:	7	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
TABLE	4:	7	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
TABLE	5:	7	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
TABLE	6:	7	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 ou have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so: LandPaths
TABLE	7:	7	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 ou 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
TABLE	8:	7	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
TABLE	9:		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
TABLE	10:		. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, blease tell me whether you think each is a problem or not: The quality of public schools
TABLE	11:		. 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
TABLE	12:		. 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 space4
TABLE	13:		. 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 taxes4
TABLE	14:		. 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 County4
TABLE	15:		. 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 afford4
TABLE	16:		. 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
TABLE	17:		. 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
TABLE	18:		. I'm going to read you some issues that some people say may be problems in Sonoma County. After I read each one, blease tell me whether you think each is a problem or not: Traffic and congestion

TABLE 19	O3K. 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 housing6
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 parks60
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 residents6
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
TABLE 23	Q30. 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
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
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
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 dollars8
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
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 nature8
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?9
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
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
TABLE 32	QGC. 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
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
TABLE 34	QGE. 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

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
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
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
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
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
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
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
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
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
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

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
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
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
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
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 quality151
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
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
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
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
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

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
	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
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
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
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
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
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
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 quality190
TABLE 63:	Q80. 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
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
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
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

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
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
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
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
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
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
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
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
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
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

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
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
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
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
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
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
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
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
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
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
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
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

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES
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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
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
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
TABLE	93:	Q13. How often do you visit or use a park, open space, or recreation area or trail in Sonoma County?
TABLE	94:	Q14. CHILDREN UNDER 19 AT HOME
TABLE	95:	Q15. EDUCATION
TABLE	96:	Q16. ETHNICITY
TABLE	97:	Q17. INCOME
TABLE	98:	GENDER
TABLE	99:	PARTY REGISTRATION
TABLE	100:	LANGUAGE
TABLE	101:	FLAGS
TABLE	102:	HOUSEHOLD PARTY TYPE
TABLE	103:	PERMANENT ABSENTEE
TABLE	104:	BOARD OF SUPERVISORS
TABLE	105:	CITY
TABLE	106:	AGE
TABLE	107:	DEMOGRAPHIC COMBINATIONS
TABLE	108:	TARGETS

TABLE 1: QA. CELL PHONE

		Q CELL		SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVORA	ABILITY		Ç	5 SCAP	OSD FAV	ORABIL	ITY AF	TER INF	0		
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Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20		
YES Yes, cell	37 % 37	100 % 100	0% 0	38% 38	35% 35	37 % 37	31 % 31	36 % 36	25% 25	31 % 31	33% 33	27 % 27	49 % 49	35 % 35	41 % 41	32% 32	24 % 24	38% 38	29 % 29	48 % 48		
TOTAL NO	63	0	100	62	65	63	69	64		69	67	73	51	65	59	68	76	62		52		
No, not on cell/own one No, not on cell/do not own	52 10	0	84 16	53 9	55 10	45 18	59 11	54 10	60 15	59 10	56 10	60 13	42 9	53 11	51 8	56 11	57 18	53 10	57 14	36 16		
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		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	~	HLDRN F HOME			Q15 ED	UCATION	1			
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON			
	Total	FAV	FAV	UNFAV		FAV			1+/WK		YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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		74		59	69	77	53	66	65	55	61	71		65		
No, not on cell/own one No, not on cell/do not own	52 10	52 11	53 8		69 19	52 10	65 8	44 31	48 8	51 9	55 14	63 14	45 9	55 11	49 15	45 10	54 7	61 11	47 12	57 9		
NO, HOU OH CEIT/GO HOU OWN	10	11	0	U	19	10	0	31	0	9	11	14	9	11	13	10	,	11	12	9		
		~	ETHNI			Q17 I	NCOME			DER							GE 					
	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		62	62	61	63	58	67	24	25	55	74	82	81	86	85	34	83	80	86
No, not on cell/own one No, not on cell/do not own	52 10	45 9	54 11	43 9	47 15	51 11	56 5	55 7	50 8	55 12	21	22	48 8	62 12	73 10	64 16	74 12	64 21	30 4	68 14	67 13	70 16

TABLE 1: QA. CELL PHONE

			GENDER	BY AGE	1	P	ARTY RE	:G			PARTY	BY AGE			PARTY BY GENDER						
	Total	MEN	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 Yes, cell	37% 37	68% 68	19% 19	63 %	16% 16	36% 36	44 % 44	32 % 32	64% 64	18% 18	69% 69	15% 15	64 % 64	19% 19	44 % 44	29% 29	42 % 42	48% 48	40% 40	24 % 24	
TOTAL NO No, not on cell/own one No, not on cell/do not own	63 52 10	32 29 3	81 67 13	37 31 6	69	64 53 11	56 47 9	68 58 10	36 31 5	82 68 15	31 28 4	85 70 15	36 33 3	81 68 14	56 48 8	71 57 13	58 51 7	41	60 50 10	76 65 11	
			PAR	ENTS		PERMA ABSE				CI	TY			Е	BOARD C	F SUPE	RVISOR	5			
	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, cell	37% 37	49 % 49	45 % 45	40 % 40	29% 29	40 % 40	31 % 31	36% 36	55% 55	39% 39	46% 46	34 % 34	31 % 31	35% 35	37% 37	45 % 45	33% 33	38% 38			
TOTAL NO No, not on cell/own one No, not on cell/do not own	63 52 10	51 43 8	55 46 9	60 52 9	71 58 13	60 49 12	69 62 7	64 56 8	45 36 9	61 49 12	54 41 13	66 64 2	69 57 12	65 53 12	63 56 8	55 44 12	67 56 10	62 52 10			
		F	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN TARGETS			TIVE ERS	INTEN MOVI			HOUS	SEHOLD	PARTY T	YPE		
	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 Yes, cell	37% 37	37% 37	31 % 31	25% 25	21% 21	18% 18	14 % 14	30% 30	30% 30	41 % 41	47 % 47	48% 48	44 % 44	43 % 43	42 % 42	27% 27	36% 36	28% 28	52% 52	29 % 29	
TOTAL NO No, not on cell/own one No, not on cell/do not own	63 52 10	63 53 10	69 58 11	75 62 13	79 66 14	82 67 14	86 70 15	70 58 12	70 58 12	59 49 10	53 45 8	52 44 9	56 48 9	57 47 10	58 46 12	73 64 9	64 48 16	72 60 11	48 41 7	71 61 10	

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?

		Q CELL	A PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AF	rer inf	'O		
	Total	YES	TOTAL NO	RIGHT DIREC		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		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%		0%	0%	70%	65%	36%	10%	67%	27%	63%	72%	61%	38%	26%	67%	33%	23%		
Wrong track DK/NA	23 14	21 14	24 14		100 0	0 100	19 11	23 12	52 12	85 5	21 12	64 9	17 21	17 12	24 15	38 24	68 7	20 13	50 17	40 37		
		Q11	SCAPOS	D FAVOI	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	~	HLDRN F HOME			Q15 EDI	UCATION	1			
	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 Wrong track	63% 23	71% 15	57% 29		27% 59	65% 21	29% 60	46% 31	68% 19	65% 24	63% 22	48% 33	62% 24	63% 23	53% 30	61% 25	72% 17	61% 22	58% 27	67% 19		
DK/NA	14	13	15		14	14	11	23	14	12	16	19	14	14	16	14	11	17	15	13		
		Q16	ETHNIC	CITY		Q17 I	NCOME			IDER							GE 					
	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 Wrong track DK/NA	63% 23 14	64% 19 17	65% 22 13	21	58% 25 17	60% 26 14	70% 20 10	71% 18 11	65% 20 15	62% 25 13	79% 10 11	60% 25 15	68% 18 14	69% 22 10	57% 29 14	61% 25 15	56% 29 15	59% 24 18	69% 18 13	59% 26 15	61% 26 13	57% 27 16
			GENDER	BY AGE	2	P	ARTY RE	:G			PARTY	BY AGE				P	ARTY B	Y GENDE	ER			
	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 Wrong track DK/NA	63% 23 14	73% 13 14	58% 27 16	23	60% 26 14	70% 16 14	66% 20 14	43% 43 14	74% 14 12	67% 18 15	70% 16 14	61% 25 14	51% 35 13	40% 46 14	76% 11 14	65% 21 14	67% 19 15	65% 21 14	38% 44 18	49% 42 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?

			PAR	ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPEF	RVISORS			
	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		305	568	235	90	66	261	37	85	264	177	169	145	161	153		
Right direction Wrong track DK/NA	63% 23 14	67% 15 18	58% 32 10	22	63% 23 14	65% 21 14	59% 28 14	69% 19 12	58% 21 20	61% 23 16	81% 13 5		61% 26 14	61% 25 14	67% 22 12	63% 18 19	64% 25 11	62% 23 15		
		F	LAGS	(P/G12,	P/G14	, P/G16)		NSISTEN TARGETS			TIVE VERS	INTEI MOV			HOUS	EHOLD I	PARTY I	YPE	
	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 Wrong track DK/NA	63% 23 14	63% 23 14	62% 24 14	23	62% 23	62% 23	62% 22	73% 17	35% 50	65% 19	64% 19	60% 21	67% 18	63% 21	66% 19	73% 12	42% 39	38% 50	64% 19 17	66% 26 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

		Q. CELL		SONOM	Q1 IA DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVORA	ABILITY		Q	5 SCAP(OSD FAV	ORABIL	ITY AF	TER INF	0
	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 Somewhat favorable	34 31	28 31	38 32	37 32	29 32	27 28	100	0 100	0	0	52 48	0	0	51 23	19 46	2 38	3 10	38 33	3 27	12 4
Somewhat lavorable	31	31	34	32	32	20	U	100	U	U	40	U	U	23	40	30	10	33	21	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
													014 0	HLDRN						
		Q11	SCAPOS	D FAVOR	ABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C <19 A	HLDRN F HOME			Q15 EDI	JCATION	ī	
			SCAPOS	D FAVOR	ABILIT				Q13				~							
	Total	Q11 STRNG FAV				Y AFTEI TOTAL FAV	TOTAL	CR/	Q13 	SONOMA SEV/ MONTH	TRAIL SEV/ YEAR	USE ALNVR NEVER	~		HS OR LESS	SOME COLL	Q15 EDT COLL GRAD	JCATION POST GRAD	NON COLL	COLL+
Base	Total 803	STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 A	T HOME		SOME	COLL	POST	NON	COLL+ 430
Base TOTAL FAVORABLE		STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	<19 A'	NO	LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	
	803	STRNG FAV 442	SMWT FAV 304	SMWT UNFAV 19	STRNG UNFAV 	TOTAL FAV 747	TOTAL UNFAV 	CR/ DK/NA 22	1+/WK 258	SEV/ MONTH 248	SEV/ YEAR 172	ALNVR NEVER 	YES	NO 589	LESS 136	SOME COLL 215	COLL GRAD 	POST GRAD 174	NON COLL 	430
TOTAL FAVORABLE	803 65 %	STRNG FAV 442	SMWT FAV 304	SMWT UNFAV 19	STRNG UNFAV 15	TOTAL FAV 747	TOTAL UNFAV 34 28%	CR/ DK/NA 22	1+/WK 258 68 %	SEV/ MONTH 248	SEV/ YEAR 172	ALNVR NEVER 111	YES 199	NO 589	LESS 136 53 %	SOME COLL 215	COLL GRAD 256	POST GRAD 174 71 %	NON COLL 351	430 70 %
TOTAL FAVORABLE Strongly favorable	803 65 % 34	STRNG FAV 442 76% 51	SMWT FAV 304 56%	SMWT UNFAV 19 26% 3	STRNG UNFAV 15 30% 18	TOTAL FAV 747 68% 36	TOTAL UNFAV 34 28% 10	CR/ DK/NA 22 33% 17	1+/WK 258 68% 40	SEV/ MONTH 248 71% 32	SEV/ YEAR 172 63% 33	ALNVR NEVER 111 50% 25	YES 199 63%	NO 589 66% 35	LESS 136 53% 21	SOME COLL 215 64% 30	COLL GRAD 256 70% 40	POST GRAD 174 71% 40	NON COLL 351 60% 27	430 70% 40
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE Somewhat unfavorable	803 65% 34 31	STRNG FAV 442 76% 51 26	SMWT FAV 304 56% 14 42	SMWT UNFAV 19 26% 3 23 67	STRNG UNFAV 15 30% 18 12 54	TOTAL FAV 747 68% 36 32	TOTAL UNFAV 34 28% 10 18 62 31	CR/ DK/NA 22 33% 17 15	1+/WK 258 68% 40 27	SEV/ MONTH 248 71% 32 39	SEV/ YEAR 172 63% 33 30 10 7	ALNVR NEVER 111 50% 25 25	YES 199 63% 31 32 8 6	NO 589 66% 35 31 6	LESS 136 53% 21 32 9 6	SOME COLL 215 64% 30 33	COLL GRAD 256 70% 40 30 6	POST GRAD 174 71% 40 31	NON COLL 351 60% 27 33	430 70% 40 31 6 4
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE	803 65% 34 31	STRNG FAV 442 76% 51 26	SMWT FAV 304 56% 14 42	SMWT UNFAV 19 26% 3 23	STRNG UNFAV 15 30% 18 12	TOTAL FAV 747 68% 36 32	TOTAL UNFAV 34 28% 10 18	CR/ DK/NA 22 33% 17 15	1+/WK 258 68% 40 27	SEV/ MONTH 248 71% 32 39	SEV/ YEAR 172 63% 33 30	ALNVR NEVER 111 50% 25 25	YES 199 63% 31 32	NO 589 66% 35 31 6	LESS 136 53% 21 32	SOME COLL 215 64% 30 33	COLL GRAD 256 70% 40 30	POST GRAD 174 71% 40 31	NON COLL 351 60% 27 33	430 70% 40 31
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE Somewhat unfavorable	803 65% 34 31 7 4	STRNG FAV 442 76% 51 26	SMWT FAV 304 56% 14 42 8 6	SMWT UNFAV 19 26% 3 23 67	STRNG UNFAV 15 30% 18 12 54	TOTAL FAV 747 68% 36 32 4	TOTAL UNFAV 34 28% 10 18 62 31	CR/ DK/NA 22 33% 17 15	1+/WK 258 68% 40 27	SEV/ MONTH 248 71% 32 39	SEV/ YEAR 172 63% 33 30 10 7	ALNVR NEVER 111 50% 25 25 25	YES 199 63% 31 32 8 6	NO 589 66% 35 31 6	LESS 136 53% 21 32 9 6	SOME COLL 215 64% 30 33	COLL GRAD 256 70% 40 30 6	POST GRAD 174 71% 40 31	NON COLL 351 60% 27 33	430 70% 40 31 6 4
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE Somewhat unfavorable Strongly unfavorable	803 65% 34 31 7 4 2	STRNG FAV 442 76% 51 26 1 0	SMWT FAV 304 56% 14 42 8 6 2	SMWT UNFAV 19 26% 3 23 67 39 28	STRNG UNFAV 15 30% 18 12 54 19 35	TOTAL FAV 747 68% 36 32 4 3 1	TOTAL UNFAV 34 28% 10 18 62 31 31	CR/ DK/NA 22 33% 17 15 9 5	1+/WK 258 68% 40 27 5 4 2	SEV/ MONTH 248 71% 32 39 3	SEV/ YEAR 	ALNVR NEVER 111 50% 25 25 25	YES 199 63% 31 32 8 6 2	NO	LESS 136 53% 21 32 9 6 3	SOME COLL 215 64% 30 33 6 4 2	COLL GRAD 256 70% 40 30 6 3	POST GRAD	NON COLL 351 60% 27 33 7 5 3	70% 40 31 6 4 2

Can't rate

Never heard of

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	ETHNI	CITY		Q17 I	NCOME			IDER							GE					
		LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN	18-29	30-39		50-54				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	1	P	ARTY RE	EG			PARTY	BY AGE				P	ARTY B	Y GENDE	lR			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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		

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

		PERMA ABSEI	NTEE				TY						RVISORS							
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA		SANTA ROSA		OTHER		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%		67%	61%		52%	63%	61%		71%	70%	65%	58%	68%	65%		
Strongly favorable	34	25	36	30		34	35	32	20	33	19		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		10	9	3	16	12			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		
		F	LAGS	(P/G12,	P/G14,	, P/G16)		NSISTEN TARGETS			TIVE ÆRS	INTEI MOV			HOUS	EHOLD I	PARTY T	YPE	
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING	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	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		6	7	2	4	6	17	3	5
Strongly unfavorable	2	3	3			2	2		20	0	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		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

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

		Q CELL		SONOM	Q1 IA DIREC	CTION		Q2A IN	ITIAL S	CAPOSD	FAVORA	ABILITY		Q	5 SCAPO	OSD FAV	ORABIL	ITY AFI	rer inf	0
	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
													Q14 C							
		Q11	SCAPOSI	D FAVOR	ABILIT	Y AFTEF	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	г номе			Q15 EDT	JCATION	Į.	
	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+
Base	Total 803	-						- ,	1+/WK 258				YES 	NO 589						COLL+ 430
Base TOTAL FAVORABLE		FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA		MONTH	YEAR	NEVER			LESS	COLL	GRAD	GRAD	COLL	
	803	FAV 442	FAV 304	UNFAV 19	UNFAV 15	FAV 747	UNFAV 34	DK/NA 22	258	MONTH 248	YEAR 172	NEVER	199	589	LESS 136	COLL 215	GRAD 256	GRAD 174	COLL 351	430
TOTAL FAVORABLE	803 63%	FAV 442 71 %	FAV 304 60%	UNFAV 19 42 %	UNFAV 15 12%	FAV 747 67 %	UNFAV 34 29 %	DK/NA 22 15%	258 68 %	MONTH 248 71 %	YEAR 172 56%	NEVER 111 49 %	199 66 %	589 63 %	LESS 136 57%	COLL 215 54 %	GRAD 256 71 %	GRAD 174 70 %	COLL 351 55%	430 71 %
TOTAL FAVORABLE Strongly favorable	803 63%	FAV 442 71 %	FAV 304 60% 7	UNFAV 19 42 % 16	UNFAV 15 12% 6	FAV 747 67 % 11	UNFAV 34 29% 11	DK/NA 22 15% 0	258 68%	MONTH 248 71% 12	YEAR 172 56% 10	NEVER 111 49% 7	199 66% 11	589 63%	LESS 136 57% 9	COLL 215 54% 10	GRAD 256 71% 11	GRAD 174 70% 12	COLL 351 55% 10	 430 71% 12
TOTAL FAVORABLE Strongly favorable Somewhat favorable	803 63% 11 53	FAV 442 71% 14 58	FAV 304 60% 7 52	UNFAV 19 42% 16 26	UNFAV 15 12% 6 6	FAV 747 67% 11 55	UNFAV 34 29% 11 17	DK/NA 22 15% 0 15	258 68% 11 57	MONTH 248 71% 12 59	YEAR 172 56% 10 46	NEVER 111 49% 7 42	199 66% 11 55	589 63% 11 53	LESS 136 57% 9 48	COLL 215 54% 10 44	GRAD 256 71% 11 60	GRAD 174 70% 12 58	COLL 351 55% 10 46	430 71% 12 59
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE	803 63% 11 53	FAV 442 71% 14 58	FAV 304 60% 7 52 23	UNFAV 19 42% 16 26 53	UNFAV 15 12% 6 6 76	FAV 747 67% 11 55	UNFAV 34 29% 11 17	DK/NA 22 15% 0 15	258 68% 11 57	MONTH 248 71% 12 59	YEAR 172 56% 10 46 24	NEVER 111 49% 7 42	199 66% 11 55	589 63% 11 53 20	LESS 136 57% 9 48 23	COLL 215 54% 10 44 30	GRAD 256 71% 11 60 14	GRAD 174 70% 12 58 18	COLL 351 55% 10 46	430 71% 12 59
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE Somewhat unfavorable	803 63% 11 53 20	FAV 442 71% 14 58 15	FAV 304 60% 7 52 23 15	UNFAV 19 42% 16 26 53 25	UNFAV 15 12% 6 6 6 76 28	FAV 747 67% 11 55 18	UNFAV 34 29% 11 17 63 26	DK/NA 22 15% 0 15 36 25	258 68% 11 57 17	MONTH 248 71% 12 59 17 12	YEAR 172 56% 10 46 24 15	NEVER 111 49% 7 42 30 20	199 66% 11 55 22	589 63% 11 53 20 14	LESS 136 57% 9 48 23 14	COLL 215 54% 10 44 30 21	GRAD 256 71% 11 60 14 11	GRAD 174 70% 12 58 18 10	COLL 351 55% 10 46 27 18	430 71% 12 59 16 11
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE Somewhat unfavorable Strongly unfavorable	803 63% 11 53 20 14 6	FAV 442 71% 14 58 15 12 3	FAV 304 60% 7 52 23 15 7	UNFAV 19 42% 16 26 53 25 28	UNFAV 15	FAV 747 67% 11 55 18 13 5	UNFAV 34 29% 11 17 63 26 37	DK/NA 22 15% 0 15 36 25 11	 258 68% 11 57 17 12 5	MONTH 248 71% 12 59 17 12 5	YEAR 172 56% 10 46 24 15 9	NEVER 111 49% 7 42 30 20 10	199 66% 11 55 22 15 7	589 63% 11 53 20 14 6	LESS 136 57% 9 48 23 14 8	COLL 215 54% 10 44 30 21 9	GRAD 256 71% 11 60 14 11 3	GRAD 174 70% 12 58 18 10 8	COLL 351 55% 10 46 27 18 9	430 71% 12 59 16 11 5

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	ETHNIC	CITY	Q17 INCOME					IDER						AC	GE					
	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		20	15	12		24	22	11	16	16		19	13
Can't rate	11	13	10	13	11	9	10	10	11	10	11	9	9		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		P	ARTY RE	:G			PARTY	BY AGE				P	ARTY B	Y GENDE	R			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total		50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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		11	18	14	23	10	13	13	16	20			
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		

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

			PARI	ENTS		PERMA ABSEI				CI				E	SOARD O	F SUPEF	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO					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%		66%	57%	71%	70%	62%	63%	61%	62%	62%	66%	64%	61%	65%		
Strongly favorable Somewhat favorable	11 53	12 54	10 55	10 52		10 56	12 45	10 61	11 58	12 50	7 55	11 50	11 51	10 52	10 55	11 53	13 48	10 55		
TOTAL UNFAVORABLE	20	19	25	22		19	24		15	21	18	21	22	22	19	20	21	20		
Somewhat unfavorable Strongly unfavorable	14 6	14 5	16 8	12 10		13 5	15 9	11 6	9 6	14 7	15 3	18 4	15 7	17 5	11 8	12 8	16 5	13 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 Never heard of	11 5	10 5	6 4	11 5		10 5	13 6	8 5	10 5	12 5	12 7	10 7	10 5	13 3	9 6	11 5	12 6	8 7		
		F	LAGS	(P/G12,	P/G14	, P/G16)		NSISTEN FARGETS		POSI MOV		INTEN MOV			HOUS	EHOLD 1	PARTY T	YPE	
	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%		65%	64%	76%	41%	63%	52%	52%	60%	60%	68%	75%	47%	44%	62%	62%
Strongly favorable Somewhat favorable	11 53	11 53	11 52	12 52		12 52	13 51	18 58	10 32	9 55	9 43	9 43	8 52	9 51	15 53	10 65	8 39	5 39	6 55	12 50
TOTAL UNFAVORABLE Somewhat unfavorable	20 14	20 14	21 15	22		22 15	21 14	14	46	18	18	20	18	19	15	12	32	43	17	26
Strongly unfavorable	6	6	6	15 6		7	7	9 4	20 25	14 4	14 5	14 6	13 5	13 6	11 4	12 0	17 15	22 22	13 4	17 9
CAN'T RATE/NHO Can't rate	16	16	16	15	15	14	15	10	13	19	29	28	22	22	16	14	21	12	22	12
	11	10	10	11	11	10	12	7	10	12	19	17	14	13	12	8	12	10	14	8

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

		Q CELL		SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVOR	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AFT	TER INF	0
	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		0	0	1	0	20	1	10	2	0	1	5	18	1	11	0
Somewhat unfavorable	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
													014 0	HLDRN						
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	T HOME			Q15 ED	JCATION	Ī	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	- ,	1+/WK		YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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

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	ETHNIC	CITY	Q17 INCOME					IDER						AC	GE					
	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		1	0	1	2			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		P.	ARTY RE	EG .			PARTY	BY AGE				P	ARTY B	Y GENDE	R			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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			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		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		

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

			PARI	ENTS		PERMA ABSEN				CI				Е	SOARD OI	F SUPER	VISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO			SANTA ROSA		OTHER		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 Somewhat favorable	69 22	63 28	81 13	67 22	70 22	71 20	65 27	62 31	55 33	72 19	63 32	71 19	72 19	69 22	63 28	72 21	66 21	76 19		
TOTAL UNFAVORABLE	2	3	0	3	1	2	0	2	4	1	0	2	1	2	3	1	1	1		
Somewhat unfavorable Strongly unfavorable	1 0	3	0	2 1	1 0	2 0	0	2	4 0	1 0	0	0 2	1 0	2 0	3 0	1 0	1 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 Never heard of	5 2	3	4 2	7 2	5 2	5 2	5 3	2 2	9 0	6 2	0 5	6 2	5 2	7 0	4	6 0	7 5	2 2		
		F	LAGS ((P/G12,	P/G14,	P/G16)		NSISTEN FARGETS		POSI MOV		INTEN MOVI			HOUS	EHOLD E	PARTY T	'YPE	
	Total	1+/6	2+/6					CN ST											IND	
Base			2+/0	3+/6	4+/6	5+/6	6/6	FAV	EVER UNFAV	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	1+	MIX
base	403	396	342	3+/6 283	4+/6 244	5+/6 198	6/6 142			SWING 254									1+ 80	MIX
TOTAL FAVORABLE	91%	91%	342 92 %	283 92 %	244 9 2 %	198 91 %	142 90%	FAV 97 98 %	UNFAV 52 83%	254 91 %	INFO 102 85%	LAST 115 85%	INFO 158 90 %	LAST 182 88%	1 113 96 %	2+ 67 92 %	1 30 79%	2+ 25 78%	80 97 %	88 88%
			342	283	244	198	142	FAV 97	UNFAV 52	254	INFO 102	LAST 115	INFO 158	LAST 182	1 113	2+ 67	1 30	2+ 25	80	88
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE	91% 69 22	91% 70 22	342 92% 70 22	283 92% 71 21	244 92% 71 20	198 91% 73	90% 70 20	FAV 97 98% 91 7	UNFAV 52 83% 43 40 8	254 91% 66	INFO 102 85% 51 34	LAST 115 85% 53 32 2	INFO 158 90% 64 26	LAST 182 88% 63 25	1 113 96% 75 20	2+ 67 92% 76 16	1 30 79% 34 45	2+ 25 78% 46	80 97% 79 17	88% 65 23
TOTAL FAVORABLE Strongly favorable Somewhat favorable	91% 69 22	91% 70 22	342 92% 70 22	283 92% 71 21	244 92% 71 20	198 91% 73 18	90% 70 20	FAV 97 98% 91 7	UNFAV 52 83% 43 40	254 91% 66 24	INFO 102 85% 51 34	LAST 115 85% 53 32	INFO 158 90% 64 26	LAST 182 88% 63 25	1 113 96% 75 20	2+ 67 92% 76 16	1 30 79% 34 45	2+ 25 78% 46	97% 79	88% 65 23
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE Somewhat unfavorable	91% 69 22 2	91% 70 22 1	342 92% 70 22 1	283 92% 71 21 1	244 92% 71 20	198 91% 73 18	90% 70 20 2	FAV 97 98% 91 7	UNFAV 52 83% 43 40 8 6	254 91% 66 24	INFO 102 85% 51 34 1	LAST 115 85% 53 32 2 1	INFO 158 90% 64 26 1 1	LAST 182 88% 63 25 3 2	1 113 96% 75 20 1 1	2+ 67 92% 76 16 1	1 30 79% 34 45 0 0	2+ 25 78% 46 32 7 7	80 97% 79 17 0	88 88% 65 23

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

		Q. CELL		SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVOR	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AFT	TER INF	'O
	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		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
													Q14 C	HLDRN						
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTER	MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	T HOME			Q15 EDT	JCATION	ſ 	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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

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	ETHNIC	CITY		Q17 I	NCOME		GEN	IDER						AC	3E					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$90K	\$90K- \$120K	+	MEN	WOMEN	18-29	30-39	40-49	50-54		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]	P.	ARTY RE	lG			PARTY	BY AGE				P.	ARTY B	Y GENDE	lR.			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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		

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

			PAR:	ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPER	RVISORS			
	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		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		
		F.	LAGS	(P/G12,	P/G14	, P/G16)		NSISTEN TARGETS			TIVE VERS	INTEN MOV			HOUS	EHOLD	PARTY I	'YPE	
	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

			PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL:	ITY AFT	TER INF	0
	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
													Q14 C							
		Q11	SCAPOS	D FAVOR	RABILIT 	Y AFTE	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	HOME			Q15 EDT	JCATION	[
		STRNG	SMWT	SMWT	STRNG	TOTAL		CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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	2.5	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

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		Q16	ETHNIC	CITY		Q17 I	NCOME		GEN	IDER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$90K	\$90K- \$120K	+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64		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		P.	ARTY RE	G			PARTY	BY AGE				P	ARTY B	Y GENDE	lR.			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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		

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	Total DADS MOMS NOT TOTAL DATE OF						NENT NTEE			CI							RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT	SANTA ROSA	WIND	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			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			10	4	4	12	5	5	8	12	5	5	6	7	6	7	6		
	4			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				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		
		F	LAGS	(P/G12,	P/G14,	, P/G16)		NSISTEN TARGETS			TIVE ERS	INTE MOV			HOUS	EHOLD 1	PARTY T	YPE	
		F:	LAGS	(P/G12,	P/G14,	, P/G16)		TARGETS		MOV	ERS	MOV	ERS						
	Total	1+/6	LAGS 2+/6	(P/G12,	P/G14,	, P/G16 5+/6) 6/6				MOV			ERS	 DEM 1	HOUS DEM 2+	EHOLD 1 REP 1	PARTY T REP 2+	TYPE IND 1+	MIX
Base	Total 400							CN ST	TARGETS EVER	3	MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST LAST	1	DEM	REP	REP	IND	MIX
Base TOTAL FAVORABLE		1+/6	2+/6	3+/6	4+/6	5+/6 	6/6 	CN ST	TARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190	6/6 139	 CN ST FAV 	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110 31% 9	FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	94 51% 17
TOTAL FAVORABLE	400 51 %	1+/6 392 52 %	2+/6 333 53 %	3+/6 284 55 %	4+/6 237 56 %	5+/6 190 60 %	6/6 139 60%	 CN ST FAV 97	TARGETS EVER UNFAV 49 31%	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114 54 %	DEM 2+ 65	REP 1 30 47 %	REP 2+ 25	IND 1+ 73	94 51 %
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE	 400 51% 26	1+/6 392 52% 26	2+/6 333 53% 29	3+/6 284 55% 31	4+/6 237 56% 34	5+/6 190 60% 36	6/6 139 60% 37	CN ST FAV 97	TARGETS EVER UNFAV 49 31% 6 24	SWING 254 43%	MOV AFTER INFO 110 31% 9	FIRST LAST 123 28%	MOV AFTER INFO 157 37% 13	FIRST LAST 177 35%	1 114 54% 34	DEM 2+ 65 60% 36	REP 1 30 47% 17	REP 2+ 25 29% 17	IND 1+ 73 48% 21	94 51% 17
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE Somewhat unfavorable	400 51% 26 25 7 4	1+/6 392 52% 26 26	2+/6 333 53% 29 24 7 4	3+/6 284 55% 31 25 5	4+/6 237 56% 34 22 5	5+/6 190 60% 36 23 5	6/6 139 60% 37 23	CN ST FAV 97 82% 66 16	TARGETS EVER UNFAV 49 31% 6 24 25	SWING 254 43% 14 29	MOV AFTER INFO 110 31% 9 22 4	FIRST LAST 123 28% 7 21 4 1	MOV AFTER INFO 157 37% 13 24 6 4	FIRST LAST 177 35% 11 24 6	1 114 54% 34 19 4 3	DEM 2+ 65 60% 36 23 6 4	REP 1 30 47% 17 30 8 0	REP 2+ 25 29% 17 12 6 3	IND 1+ 73 48% 21 27	94 51% 17 35
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE	400 51% 26 25	1+/6 392 52% 26 26	2+/6 333 53% 29 24	3+/6 284 55% 31 25	4+/6 237 56% 34 22	5+/6 190 60% 36 23	6/6 139 60% 37 23	CN ST FAV 97 82% 66 16	TARGETS EVER UNFAV 49 31% 6 24	SWING 254 43% 14 29	MOV AFTER INFO 110 31% 9 22	FIRST LAST 123 28% 7 21 4	MOV AFTER INFO 157 37% 13 24	FIRST LAST 177 35% 11 24	1 114 54% 34 19	DEM 2+ 65 60% 36 23 6	REP 1 30 47% 17 30 8	REP 2+ 25 29% 17 12 6	IND 1+ 73 48% 21 27	94 51% 17 35
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE Somewhat unfavorable	400 51% 26 25 7 4	1+/6 392 52% 26 26	2+/6 333 53% 29 24 7 4	3+/6 284 55% 31 25 5	4+/6 237 56% 34 22 5	5+/6 190 60% 36 23 5	6/6 139 60% 37 23	CN ST FAV 97 82% 66 16	TARGETS EVER UNFAV 49 31% 6 24 25	SWING 254 43%	MOV AFTER INFO 110 31% 9 22 4	FIRST LAST 123 28% 7 21 4 1	MOV AFTER INFO 157 37% 13 24 6 4	FIRST LAST 177 35% 11 24 6	1 114 54% 34 19 4 3	DEM 2+ 65 60% 36 23 6 4	REP 1 30 47% 17 30 8 0	REP 2+ 25 29% 17 12 6 3	IND 1+ 73 48% 21 27	94 51% 17 35
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE Somewhat unfavorable Strongly unfavorable	400 51% 26 25 7 4 2	1+/6 392 52% 26 26 7 4	2+/6 333 53% 29 24 7 4 3	3+/6 284 55% 31 25 5	4+/6 237 56% 34 22 5 3	5+/6 190 60% 36 23 5 3	6/6 139 60% 37 23 4 2	CN ST FAV 97 82% 666 16 0 0 0	EVER UNFAV 49 31% 6 24 25 13 12	SWING 254 43% 14 29 6 4 1	MOV 	FIRST LAST 123 28% 7 21 4 1 3	MOVU	FIRST LAST 177 35% 11 24 6 3 3 3	1 114 54% 34 19 4 3 1	DEM 2+ 65 60% 36 23 6 4 2	REP 1 30 47% 17 30 8 0 8	REP 2+ 25 29% 17 12 6 3 3	IND 1+ 73 48% 21 27 8 6 2	94 51% 17 35 9 6 3

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

		Q CELL		SONOM	Q1 IA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP(OSD FAV	ORABIL	ITY AF	TER INF	0
	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 Somewhat favorable	12 48	12 45	12 49	14 60	8 16	8 37	20 51	53	0 45	0	14 52	0 35	10 41	16 51	10 45	0 49	0 38	13 48	0 45	0 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 Strongly unfavorable	12 7	14 4	11 9	5 0	31 29	20 2	10 5	21 5	17 24	0 100	15 5	13 41	6 4	8	19 6	16 13	0 44	12 5	10 24	26 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	25 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
													Q14 C							
		Q11	SCAPOS	D FAVOR	ABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C				Q15 EDU	JCATION	ī	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 A	r home	 HS OR	SOME	COLL	POST	NON	
	Total							CR/	Q13 1+/WK	SEV/			~		HS OR LESS					COLL+
Base	Total 400	STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 A	r home		SOME	COLL	POST	NON	COLL+ 209
TOTAL FAVORABLE	400 59 %	STRNG FAV 224	SMWT FAV 153	SMWT UNFAV 7	STRNG UNFAV 9	TOTAL FAV 377	TOTAL UNFAV 16	CR/ DK/NA 7	1+/WK 129 65%	SEV/ MONTH	SEV/ YEAR 91	ALNVR NEVER 49	YES 98	NO 296	LESS 65	SOME COLL 115	COLL GRAD 126	POST GRAD 83	NON COLL 180	209 66 %
TOTAL FAVORABLE Strongly favorable	400 59%	STRNG FAV 224 70% 17	SMWT FAV 153 50% 6	SMWT UNFAV 7 35% 0	STRNG UNFAV 9 21% 0	TOTAL FAV 377 62% 13	TOTAL UNFAV 16 27% 0	CR/ DK/NA 7 11%	1+/WK 129 65% 12	SEV/ MONTH 125 58% 10	SEV/ YEAR 91 53% 11	ALNVR NEVER 49 59%	YES 98	NO 296 61%	LESS 65 39% 13	SOME COLL 115 61%	COLL GRAD 126 70% 8	POST GRAD 83 59% 16	NON COLL 180 53%	209 66% 11
TOTAL FAVORABLE	400 59 %	STRNG FAV 224	SMWT FAV 153	SMWT UNFAV 7	STRNG UNFAV 9	TOTAL FAV 377	TOTAL UNFAV 16	CR/ DK/NA 7	1+/WK 129 65%	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 49	YES 98	NO 296	LESS 65	SOME COLL 115	COLL GRAD 126	POST GRAD 83	NON COLL 180	209 66 %
TOTAL FAVORABLE Strongly favorable	400 59%	STRNG FAV 224 70% 17	SMWT FAV 153 50% 6	SMWT UNFAV 7 35% 0	STRNG UNFAV 9 21% 0	TOTAL FAV 377 62% 13	TOTAL UNFAV 16 27% 0	CR/ DK/NA 7 11%	1+/WK 129 65% 12	SEV/ MONTH 125 58% 10	SEV/ YEAR 91 53% 11	ALNVR NEVER 49 59%	YES 98	NO 296 61%	LESS 65 39% 13	SOME COLL 115 61%	COLL GRAD 126 70% 8	POST GRAD 83 59% 16	NON COLL 180 53%	209 66% 11
TOTAL FAVORABLE Strongly favorable Somewhat favorable	400 59% 12 48	TRNG FAV 224 70% 17 53	SMWT FAV 153 50% 6 43	SMWT UNFAV 7 35% 0 35	STRNG UNFAV 9 21% 0 21	TOTAL FAV 377 62% 13 49	TOTAL UNFAV 16 27% 0 27	CR/ DK/NA 7 11% 0 11	1+/WK 129 65% 12 53	SEV/ MONTH 125 58% 10 48	SEV/ YEAR 91 53% 11 42	ALNVR NEVER 49 59% 15 44	YES 98 55% 8 47	NO 296 61% 13 48	LESS 65 39% 13 25	SOME COLL 115 61% 11 50	COLL GRAD 126 70% 8 62	POST GRAD 83 59% 16 43	NON COLL 180 53% 12 41	209 66% 11 55
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE	400 59% 12 48	TRNG FAV 224 70% 17 53	SMWT FAV 153 50% 6 43 28	SMWT UNFAV 7 35% 0 35	STRNG UNFAV 9 21% 0 21	TOTAL FAV 377 62% 13 49	TOTAL UNFAV 16 27% 0 27	CR/ DK/NA 7 11% 0 11	1+/WK 129 65% 12 53	SEV/ MONTH 125 58% 10 48	SEV/ YEAR 91 53% 11 42	ALNVR NEVER 49 59% 15 44	YES 98 55% 8 47 24	NO 296 61% 13 48	LESS 65 39% 13 25 20	SOME COLL 115 61% 11 50	COLL GRAD 126 70% 8 62	POST GRAD 83 59% 16 43	NON COLL 180 53% 12 41 20	209 66% 11 55
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE Somewhat unfavorable Strongly unfavorable CAN'T RATE/NHO	400 59% 12 48 19 12 7	TRNG FAV	SMWT FAV	SMWT UNFAV 7 35% 0 35 56 26 30 9	STRNG UNFAV 9 21% 0 21 53 10 43 26	TOTAL FAV 377 62% 13 49 17 12 5	TOTAL UNFAV 	CR/ DK/NA 7 11% 0 11 47 12 35	1+/WK 129 65% 12 53 13 8 5	SEV/ MONTH 125 58% 10 48 18 12 7	SEV/ YEAR 	ALNVR NEVER 49 59% 15 44 21 11 10	YES 98 55% 8 47 24 19 4	NO 296 61% 13 48 10 8	LESS 65 39% 13 25 20 11 9	SOME COLL 115 61% 11 50 20 14 6 19	COLL GRAD 	POST GRAD 83 59% 16 43 21 14 8	NON COLL	209 66% 11 55 18 12 7
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE Somewhat unfavorable Strongly unfavorable	400 59% 12 48 19 12	5TRNG FAV 224 70% 17 53 10 7 3	SMWT FAV	SMWT UNFAV 7 35% 0 35 56 26 30	STRNG UNFAV 9 21% 0 21 53 10 43	TOTAL FAV 377 62% 13 49 17 12 5	TOTAL UNFAV 16 27% 0 27 54 17 37	CR/ DK/NA 7 11% 0 11 47 12 35	1+/WK 129 65% 12 53 13 8	SEV/ MONTH 125 58% 10 48 18 12 7	SEV/ YEAR 91 53% 11 42 29 20 8	ALNVR NEVER 49 59% 15 44 21 11	YES 98 55% 8 47 24 19 4	NO	LESS 65 39% 13 25 20 11	SOME COLL	COLL GRAD 	POST GRAD	NON COLL 180 53% 12 41 20 13 7	209 66% 11 55 18 12 7

Can't rate

Never heard of

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	ETHNI	CITY		Q17 I	NCOME		GEN								GE					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN		18-29	30-39		50-54				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		Р	ARTY RE	G.			PARTY	BY AGE				P	ARTY B	Y GENDE	ER.			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		
Base	400	98	94		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		

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

	Total DADS MOMS NOKE 400 48 50 14 ABLE 59% 66% 44% 61 vorable 12 10 6 vorable 48 56 39 5 ORABLE 19 21 26 2 favorable 12 19 20 favorable 7 2 6 1 NHO 21 12 30 1 14 5 16 1					PERMA ABSEI	NTEE			CI	TY				BOARD O		RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK			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				61%	61%	65%	45%	75%	54%	60%	47%	46%	61%	67%	56%	50%	60%	61%		
Strongly favorable Somewhat favorable				9 51	16 45	12 53	11 34	6 70	7 47	15 45	9 38	2 45	15 45	14 54	3 54	8 42	20 40	15 47		
TOTAL UNFAVORABLE				21	14	15	28	11	22	19	30	16		17	19	21	21	19		
Somewhat unfavorable				9 13	11	12	14 14	8	17 5	14 5	30	7 9	10 11	11 6	12 7	16 5	14	10		
Strongly unfavorable	/	2	б	13	3	4	14	3	5	5	0	9	11	ь	/	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		
								CO.	NSISTEN	JCY	POST	TIVE	INTE	ISTTY						
		F	LAGS	(P/G12,	P/G14,	P/G16)		TARGETS			ERS	MOV			HOUS	EHOLD I	PARTY I	YPE	
								CN ST	EVER		AFTER	FIRST	AFTER	FIRST	DEM	DEM	REP	REP	IND	
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	FAV	UNFAV	SWING	INFO	LAST	INFO	LAST	1	2+	1	2+	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

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

		Q CELL		SONOM	Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVOR <i>I</i>	ABILITY		Q	5 SCAPO	OSD FAV	ORABIL	ITY AFT	rer inf	0
	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		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
													014 C	HIJDRN						
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTER	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A				Q15 EDT	UCATION	1	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV			OEV/	SEV/	ALINVE			AU GE	POME				
Base							OIVITAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	COLL	COLL+
	102	210	1 5 1	1.0		270														
Dube	403	218	151	12	6	370	18	DK/NA 15	1+/WK 129	MONTH 123	YEAR 81	NEVER 62	YES 101	NO 293	LESS 71	COLL 100	GRAD 130	GRAD 91	COLL 171	COLL+ 221
EXT/VERY SERIOUS	22%	25%	21%	31%	0%	23%	18 21%	15 10%	129 24 %	123 20%	81 24%	62 24 %	101 22%	293 23%	71 3 1 %	100 17%	130 23%	91 22 %	171 23%	221 22%
EXT/VERY SERIOUS Extremely serious problem	22% 9	25 %	21% 8	31 % 17	0 % 0	23% 9	18 21% 12	15 10% 10	129 24% 13	123 20% 6	81 24% 8	62 24% 8	101 22% 11	293 23% 8	71 31% 11	100 17%	130 23% 8	91 22% 7	171 23% 11	221 22% 8
EXT/VERY SERIOUS	22%	25%	21%	31%	0%	23%	18 21%	15 10%	129 24 %	123 20%	81 24%	62 24 %	101 22%	293 23%	71 3 1 %	100 17%	130 23%	91 22 %	171 23%	221 22%
EXT/VERY SERIOUS Extremely serious problem	22% 9	25 %	21% 8	31 % 17	0 % 0	23% 9	18 21% 12	15 10% 10	129 24% 13	123 20% 6	81 24% 8	62 24% 8	101 22% 11	293 23% 8	71 31% 11	100 17%	130 23% 8	91 22% 7	171 23% 11 12	221 22% 8
EXT/VERY SERIOUS Extremely serious problem Very serious problem	22% 9 14	25% 9 15	21% 8 13	31% 17 14	0% 0 0	23% 9 14	18 21% 12 9	15 10% 10 0	129 24% 13 11	123 20% 6 14	81 24% 8 16	62 24% 8 16	101 22% 11 10	293 23% 8 15	71 31% 11 20	100 17% 11 6	130 23% 8 14	91 22% 7 14	171 23% 11 12	221 22% 8 14
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	22% 9 14 71	25% 9 15	21% 8 13	31% 17 14 69	0% 0 0 73	23% 9 14 71	18 21% 12 9	15 10% 10 0 79	129 24% 13 11	123 20% 6 14 73	81 24% 8 16	62 24% 8 16	101 22% 11 100	293 23% 8 15	71 31% 11 20	100 17% 11 6	130 23% 8 14	91 22% 7 14	171 23% 11 12 72 43	221 22% 8 14
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	22% 9 14 71 41	25% 9 15 70 39	21% 8 13 73 43	31 % 17 14 69 56	0% 0 0 73 14	23% 9 14 71 41	18 21% 12 9 70 43	15 10% 10 0 79 54	129 24% 13 11 74 43	123 20% 6 14 73 38	 81 24% 8 16 63 38	62 24% 8 16 71 45	 101 22% 11 10 77 43	293 23% 8 15 69	71 31% 11 20 63 35	100 17% 11 6 79 49	130 23% 8 14 70 40	91 22% 7 14 70 39	171 23% 11 12 72 43	221 22% 8 14 70 40

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	ETHNIC	CITY		Q17 I	NCOME		GEN							AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN						55-59			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 Extremely serious problem	22 % 9	27 %	21 %	29% 12	34 %	15%	26 %	14 % 5	20% 9	25 % 9	19 % 9	21 % 10	21 %	30 % 4	24 % 6	23 %	26 %	19 % 3	20 %	24 % 9	25 %	23 %
Very serious problem	14	17	12	17	17	10	17	9	11	16	10	11	11	26	18	11	12	16	11	15		14
SMWT/NOT A PROBLEM	71	71	72		61	80	68	83	74	69	81	75	77	67	72	75	64	60	78	67	72	62
Somewhat serious problem Not a problem	41 30	33 38	42 30	38 32	38 23	47 33	39 29	41 41	38 36	44 25	47 34	44 31	43 34	32 34	37 35	43 32	42 22	36 24	45 33	39 28	38 34	39 23
DK/NA	6	2	7	2	5	5	6	4 4	6	6	0	5	2 2	3	4 4	2 2	9	21 21	2	9 9	3	15
DK/NA	ь	_	,	_	3	5	ь	-	ь	ь	· ·	3	2	3	4	_			-	9	3	15
				BY AGE			ARTY RE				PARTY							GENDE				
	Total	MEN 18-49	MEN 50+		WOMEN				DEM	DEM	NPP/O	NPP/O	REP	חשם	DEM	DEM	NPP/O	NPP/O	REP	REP		
Dege				18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	REP 50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		
Base	403	81	112	18-49	125	DEM 214	NPP/O 109	REP 81			, -	, -					, -	, -				
EXT/VERY SERIOUS	403 22 %		112 22 %	84 23 %	125 26 %	214 23%	109 22 %	81 22%	18-49 81 22 %	50+ 132 24 %	18-49 60 22 %	50+ 48 22 %	18-49 23 11%	50+ 57 26 %	MEN 91 22 %	WOMEN 122 24 %	MEN 57 24 %	WOMEN 52 20%	MEN	WOMEN 35 34 %		
	403	81	112	84	125	214	109	81	18-49 81	50+ 132	18-49	50+ 48	18-49 23	50+ 57	MEN 91	WOMEN 122	MEN 57	WOMEN 52	MEN 45	WOMEN 35		
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	403 22% 9 14 71	81 18% 7 11 81	22% 111 111 68	23% 12 11	125 26% 6 20	214 23% 9 14 70	109 22% 12 10	81 22% 3 19	18-49 81 22% 10 11	50+ 132 24% 9 15	18-49 60 22% 12 10	50+ 48 22% 12 10	18-49 23 11% 0 11	50+ 57 26% 4 22	MEN 91 22% 10 12 71	WOMEN 122 24% 9 15	MEN 57 24% 13 11 71	WOMEN 52 20% 11 9	MEN 45 12% 4 9	WOMEN 35 34% 3 32 66		
EXT/VERY SERIOUS Extremely serious problem Very serious problem	403 22% 9 14	81 18% 7 11	112 22% 11 11	 84 23% 12 11 74 44	125 26% 6 20	214 23% 9 14	109 22% 12 10	81 22% 3 19	18-49 81 22% 10 11	50+ 132 24% 9 15	18-49 60 22% 12 10	50+ 48 22% 12 10	18-49 23 11% 0 11	50+ 57 26% 4 22	MEN 91 22% 10 12	WOMEN 122 24% 9 15	MEN 57 24% 13 11	WOMEN 52 20% 11 9	MEN 45 12% 4 9	WOMEN 35 34% 3 32		
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	403 22% 9 14 71 41	81 18% 7 11 81 46	22% 111 111 68 32	 84 23% 12 11 74 44	125 26% 6 20 66 45	214 23% 9 14 70 40	109 22% 12 10 72 42	81 22% 3 19 74 43	18-49 81 22% 10 11 76 43	50+ 132 24% 9 15 66 39	18-49 60 22% 12 10 76 42	50+ 48 22% 12 10 68 41	18-49 23 11% 0 11 89 56	50+ 57 26% 4 22 68 38	MEN 91 22% 10 12 71 40	WOMEN 122 24% 9 15 69 40	MEN 57 24% 13 11 71 34	WOMEN 52 20% 11 9 74 50	MEN 45 12% 4 9 81 37	WOMEN 35 34% 3 32 66 50		

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

	## A03 46 56 14: ## A04 15 15 16 1: ## A05 16 16 16: ## A05 16:									CI	TY			E	BOARD O	F SUPEI	RVISORS	3		
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT	SANTA	WIND	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		5		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			70		70	74		75	72	94	72	67	60	71	80	78	71		
Somewhat serious problem				37		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		4		7		6	7		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		
		F:	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN		POSI MOV	TIVE ERS	INTEI MOV			HOUS	EHOLD	PARTY T	TYPE	
								CN ST	TARGETS EVER	3	MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	 DEM	DEM	REP	REP	IND	
	Total	1+/6	LAGS ((P/G12, 3+/6	P/G14,	P/G16 5+/6) 6/6		TARGETS	3	MOV	ERS	MOV	ERS	 DEM 1					MIX
Base	Total 403							CN ST	TARGETS EVER	3	MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	DEM 1 	DEM	REP	REP	IND	MIX
Base EXT/VERY SERIOUS		1+/6	2+/6	3+/6	4+/6 244	5+/6 	6/6	CN ST	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	403	1+/6 396	2+/6 342	3+/6 283	4+/6 244 23 %	5+/6 198	6/6 142	CN ST FAV	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	88
EXT/VERY SERIOUS	403 22 %	1+/6 396 23 %	2+/6 342 22 %	3+/6 283 23 %	4+/6 244 23% 7	5+/6 198 24 %	6/6 142 23 %	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113 27 %	DEM 2+ 67	REP 1 30 25%	REP 2+ 25	IND 1+ 80 26%	88 15%
EXT/VERY SERIOUS Extremely serious problem	403 22% 9	1+/6 396 23% 9	2+/6 342 22% 9	3+/6 283 23% 9	4+/6 244 23% 7 16	5+/6 198 24% 7	6/6 142 23% 5	CN ST FAV 97	FARGETS EVER UNFAV 52 24%	SWING 254 20%	MOV AFTER INFO 102 22%	FIRST LAST 115 22%	MOV AFTER INFO 158 20%	FIRST LAST 182 22% 8	1 113 27% 11	DEM 2+ 67 18% 10	REP 1 30 25% 6	REP 2+ 25 28% 0	IND 1+ 80 26% 15	 88 15% 4
EXT/VERY SERIOUS Extremely serious problem Very serious problem	403 22% 9 14	1+/6 396 23% 9	2+/6 342 22 % 9	3+/6 283 23% 9	4+/6 244 23% 7 16	5+/6 198 24% 7 18	6/6 142 23% 5	CN ST FAV 97 29% 14 16	EVER UNFAV 52 24% 8 16	SWING 254 20% 7	MOV AFTER INFO 102 22% 7 15	FIRST LAST 115 22% 7 15	MOV AFTER INFO 158 20% 7 13	FIRST LAST 182 22% 8 15	1 113 27% 11 16	DEM 2+ 67 18% 10 8	REP 1 30 25% 6 19	REP 2+ 25 28% 0 28	IND 1+ 80 26% 15	88 15% 4 11
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	403 22% 9 14	1+/6 396 23% 9 14 71	2+/6 342 22% 9 13	3+/6 283 23% 9 14	4+/6 244 23% 7 16 69 43	5+/6 198 24% 7 18	6/6 142 23% 5 18	CN ST FAV 97 29% 14 16 68	EVER UNFAV 52 24% 8 16	SWING 254 20% 7 12	MOV AFTER INFO 102 22% 7 15	FIRST LAST 115 22% 7 15	MOV AFTER INFO 158 20% 7 13	FIRST LAST 182 22% 8 15	1 113 27% 11 16	DEM 2+ 67 18% 10 8	REP 1 30 25% 6 19 70	REP 2+ 25 28% 0 28 69	IND 1+80 26% 15 11	88 15% 4 11
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	403 22% 9 14 71 41	1+/6 396 23% 9 14 71 42	2+/6 342 22% 9 13 71 41	3+/6 283 23% 9 14 69 42	4+/6 244 23% 7 16 69 43 27	5+/6 198 24% 7 18 68 41	6/6 142 23% 5 18 68 42	CN ST FAV 97 29% 14 16 68 38	FARGETS EVER UNFAV 52 24% 8 16 69 41	SWING 254 20%	MOV AFTER INFO 102 22% 7 15 70 37	FIRST LAST 115 22% 7 15 70 37	MOV AFTER INFO 158 20% 7 13	ERS FIRST LAST 182 22% 8 15 70 39	1 113 27% 11 16 66 37	DEM 2+ 67 18% 10 8	REP 1 30 25% 6 19 70 42	REP 2+ 25 28% 0 28 69 40	IND 1+80 26% 15 11 70 39	88 15% 4 11 81 46

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

		Q CELL		SONOM	Q1 A DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVOR <i>I</i>	ABILITY		Q	5 SCAP(OSD FAV	ORABIL	ITY AFT	ER INF	0
	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		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
Not a problem	30	23	32	30	23	10	33	33	10	52	33	30	Ι,	50	31	21	2)	31	20	13
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
													Q14 C							
		Q11	SCAPOS	D FAVOR	ABILIT	Y AFTER	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	T HOME			Q15 EDU	JCATION		
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK		YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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	20.0	±0.0	20.0									8	14	8	12	9	7	11	10	9
	9	8	1.0	2.0	13	9	18	./	13	8	/									
	9 11	8 10	10 10	20	13 31	9 10	18 10	7 25	13 15	8	7			•		-	-			
Very serious problem	9 11	8 10	10 10	20 0	13 31	9 10	18 10	25	13 15	9	9	8	12	10	10	8	12	12	9	12
														•		-	-			
Very serious problem	11	10	10	0	31	10	10	25	15	9	9	8	12	10	10	8	12	12	9	12
Very serious problem SMWT/NOT A PROBLEM	11 62	10 65	10 63	0 74	31 0	10 64	10 50	25 29	15 57	9 71	9 64	8 58	12 69	10 61	10 59	8 69	12 66	12 55	9 65	12 61
Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem Not a problem	11 62 32 30	10 65 36 30	10 63 29 34	7 4 58 16	31 0 0 0	10 64 33 31	10 50 40 11	25 29 13 16	15 57 31 26	9 71 35 35	9 64 31 32	58 35 23	12 69 34 35	10 61 33 28	10 59 28 31	69 35 33	12 66 36 30	12 55 31 24	9 65 32 33	12 61 34 28
Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	11 62 32	10 65 36	10 63 29	7 4 58	31 0 0	10 64 33	10 50 40	25 29 13	15 57 31	9 71 35	9 64 31	8 58 35	12 69 34	10 61 33	10 59 28	8 69 35	12 66 36	12 55 31	9 65 32	12 61 34

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	ETHNIC	CITY		Q17 I	NCOME		GEN	IDER						AC	GE					
	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
				BY AGE			ARTY RE				PARTY							Y GENDE				
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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		

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

			PARI	ENTS		PERMA ABSEI				CI	TY			E	SOARD O	F SUPER	RVISORS			
	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		
					P/G14,				NSISTEN FARGETS		MOV	TIVE ERS	INTEN MOV	ERS		HOUS	EHOLD :	PARTY I	TYPE	
								CN ST	EVER				AFTER		DEM	DEM	REP	REP	IND	
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	FAV	UNFAV	SWING	INFO	LAST	INFO	LAST	1	2+	1	2+	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																				12
	11	11	11	11	11	11	10	9	9	12	14	14	13	12	11	9	4	28	8	
SMWT/NOT A PROBLEM	11 62	62	62	11 63	11 63	11 62	68	9 70	9 61	12 60	14 50	14 50	57	12 58	11 69	9 69	4 51	28 28	8 54	71
SMWT/NOT A PROBLEM Somewhat serious problem																_				
	62	62	62	63	63	62	68	70	61	60	50	50	57	58	69	69	51	28	54	71
Somewhat serious problem	62 32	62 32	62 32	63 32	63 31	62 31	68 34	70 37	61 31	60 31	50 27	50 27	57 31	58 30	69 38	69 37	51 22	28 14	54 27	71 36

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

		Q CELL	A PHONE	SONOM	Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVOR <i>I</i>	ABILITY		Q 	5 SCAP(OSD FAV	ORABIL	ITY AF:	TER INF	'O
	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		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		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
													Q14 C	HLDRN						
		Q11	SCAPOS	D FAVOF	RABILIT	Y AFTEF	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C				Q15 ED	JCATION	ſ	
									Q13 				~							
	Total	Q11 STRNG FAV	SCAPOS SMWT FAV	D FAVOR SMWT UNFAV	RABILIT STRNG UNFAV			CR/	Q13 	SEV/	TRAIL SEV/ YEAR	USE ALNVR NEVER	~		 HS OR LESS	SOME COLL	Q15 EDI COLL GRAD	UCATION POST GRAD	NON COLL	
Rase		STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	<19 A	NO	LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	
Base	403	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 	TOTAL FAV 370	TOTAL UNFAV 	CR/ DK/NA 15	1+/WK 129	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62	YES	NO 293	LESS 71	SOME COLL 	COLL GRAD 	POST GRAD 	NON COLL 	221
EXT/VERY SERIOUS	 403 59 %	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 6	TOTAL FAV 370	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129 54 %	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62	YES 101	NO 293	LESS 71 67 %	SOME COLL 100	COLL GRAD 130	POST GRAD 91 53%	NON COLL 171 59%	221 59 %
EXT/VERY SERIOUS Extremely serious problem	 403 59% 37	STRNG FAV 218 58% 35	SMWT FAV 151 60% 39	SMWT UNFAV 12 57% 24	STRNG UNFAV 6 6 68% 55	TOTAL FAV 370 59% 37	TOTAL UNFAV 18 60% 34	CR/ DK/NA 15 61% 40	1+/WK 129 54% 33	SEV/ MONTH 123 56% 30	SEV/ YEAR 81 56% 37	ALNVR NEVER 62 80% 56	YES 101 47% 21	NO 293 63%	LESS 71 67% 47	SOME COLL 100 54% 33	COLL GRAD 130 63% 37	POST GRAD 91 53% 30	NON COLL 171 59% 39	 221 59% 34
EXT/VERY SERIOUS	 403 59 %	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 6	TOTAL FAV 370	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129 54 %	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62	YES 101	NO 293	LESS 71 67 %	SOME COLL 100	COLL GRAD 130	POST GRAD 91 53%	NON COLL 171 59% 39	221 59 %
EXT/VERY SERIOUS Extremely serious problem	 403 59% 37	STRNG FAV 218 58% 35	SMWT FAV 151 60% 39	SMWT UNFAV 12 57% 24	STRNG UNFAV 6 6 68% 55	TOTAL FAV 370 59% 37	TOTAL UNFAV 18 60% 34	CR/ DK/NA 15 61% 40	1+/WK 129 54% 33	SEV/ MONTH 123 56% 30	SEV/ YEAR 81 56% 37	ALNVR NEVER 62 80% 56	YES 101 47% 21	NO 293 63%	LESS 71 67% 47	SOME COLL 100 54% 33	COLL GRAD 130 63% 37	POST GRAD 91 53% 30	NON COLL 171 59% 39	221 59% 34 25
EXT/VERY SERIOUS Extremely serious problem Very serious problem	403 59% 37 23	STRNG FAV 218 58% 35 24	SMWT FAV 151 60% 39 20	SMWT UNFAV 12 57% 24 33	STRNG UNFAV 6 6 68% 55 13	TOTAL FAV 370 59% 37 22	TOTAL UNFAV 18 60% 34 26	CR/ DK/NA 15 61% 40 21	1+/WK 129 54% 33 22	SEV/ MONTH 123 56% 30 26	SEV/ YEAR 81 56% 37	ALNVR NEVER 62 80% 56 24	YES 101 47% 21 26	NO 293 63% 42 21	LESS 71 67% 47 19	SOME COLL 100 54% 33 21	COLL GRAD 130 63% 37 26	POST GRAD 91 53% 30 22	NON COLL 171 59% 39 21	221 59% 34 25
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	403 59% 37 23	STRNG FAV 218 58% 35 24	SMWT FAV 151 60% 39 20	SMWT UNFAV 12 57% 24 33	STRNG UNFAV 6 6 68% 55 13	TOTAL FAV 370 59% 37 22 41	TOTAL UNFAV 18 60% 34 26 40	CR/ DK/NA 15 61% 40 21	1+/WK 129 54% 33 22 45	SEV/ MONTH 123 56% 30 26	SEV/ YEAR 81 56% 37 19	ALNVR NEVER 62 80% 56 24	YES 101 47% 21 26	NO 293 63% 42 21 36	LESS 71 67% 47 19	SOME COLL 100 54% 33 21 44	COLL GRAD 130 63% 37 26	POST GRAD 91 53% 30 22	NON COLL 171 59% 39 21 40	221 59% 34 25
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	403 59% 37 23 40 34	STRNG FAV 218 58% 35 24 41 36	SMWT FAV 151 60% 39 20 40 33	SMWT UNFAV 12 57% 24 33 43	STRNG UNFAV 6 6 68% 55 13 32	TOTAL FAV 370 59% 37 22 41 35	TOTAL UNFAV 18 60% 34 26 40 34	CR/ DK/NA 15 61% 40 21 34 23	1+/WK 129 54% 33 22 45 37	SEV/ MONTH 123 56% 30 26 44 39	SEV/ YEAR 	ALNVR NEVER 62 80% 56 24 19	YES 101 47% 21 26 52 45	NO 293 63% 42 21 36 31	LESS 71 67% 47 19 33 25	SOME COLL 100 54% 33 21 44 39	COLL GRAD 130 63% 37 26 37	POST GRAD 91 53% 30 22 46 39	NON COLL 171 59% 39 21 40 33	221 59% 34 25 41 36

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN	18-29	30-39	40-49			60-64		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 Extremely serious problem Very serious problem	59 % 37 23	38% 28 10	63 % 39 25	43 % 29 14	63 % 36 27	57% 31 26	60% 49 11	56% 28 27	60% 36 24	59 % 37 22	47% 28 19	47% 28 18	48 % 29 19	63 % 42 21	64 % 44 20	63 % 39 24	69 % 43 26	73 % 43 30	47 % 28 19	67 % 42 25	63% 41 22	71% 43 28
SMWT/NOT A PROBLEM Somewhat serious problem	40 34	62 51	36 31	57 49	37 31	42 33	40 37	44 38	40 33	41 36	53 42	53 44	51 46	37 25	36 34	37 35	31 28	24 19	52 44	32 28	37 32	28 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 DK/NA	1 1	0 0	1 1	0 0	0 0	1 1	0 0	0 0	0 0	1 1	0 0	0 0	1 1	0 0	0 0	0 0	0 0	3 3	0 0	1 1	0 0	1 1
		,	משרואשב	BY AGE		D	ARTY RE	G			משמע ה	BY AGE				П	ARTY B	CENTE	D			
		,	אייורואיייב	DI AGE				G			PARII	DI AGE				P	AKII D.	GENDE	К			
	Total	MEN	MEN 50+	WOMEN 18-49		DEM	NPP/O	REP	DEM 18-49	DEM 50+		NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN		
Base	Total 403	MEN	MEN	WOMEN	 WOMEN					DEM	NPP/O	NPP/O				DEM	NPP/O	NPP/O	REP			
Base EXT/VERY SERIOUS Extremely serious problem Very serious problem		MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	18-49	50+	MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	WOMEN		
EXT/VERY SERIOUS Extremely serious problem	 403 59 % 37	MEN 18-49 81 48% 27	MEN 50+ 112 68% 43	WOMEN 18-49 84 47% 30	WOMEN 50+ 125 67% 42	DEM 214 56% 33	NPP/O 109 56% 39	REP 81 69 % 44	18-49 81 45% 21	DEM 50+ 132 63% 40	NPP/O 18-49 60 51% 40	NPP/O 50+ 48 64% 36	18-49 23 46% 21	50+ 57 79 % 53	MEN 91 56% 31	DEM WOMEN 122 56% 34	NPP/O MEN 57 60% 41	NPP/O WOMEN 52 53% 36	REP MEN 45 66% 38	WOMEN 35 75% 51 24		

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

			PARI	ENTS		PERMA ABSEI					TY			E	BOARD O	F SUPEI	RVISORS	3		
	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		
								COI	NSISTEN	ICY	POSI	TIVE	INTEN	SITY						
		F	LAGS	(P/G12,	P/G14,	, P/G16)		NSISTEN FARGETS			TIVE ERS	INTEN MOV			HOUS	EHOLD	PARTY T	TYPE	
		F.	LAGS	(P/G12,	P/G14	, P/G16)		TARGETS		MOV	ERS	MOV	ERS	 DEM					
	Total	F: 	LAGS ((P/G12, 	P/G14,	, P/G16 5+/6) 6/6			S 	MOV			ERS	 DEM 1	HOUS DEM 2+	EEHOLD REP	PARTY T	ГҮРЕ IND 1+	MIX
Base	Total 403							CN ST	TARGETS EVER	S 	MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	MIX
Base EXT/VERY SERIOUS		1+/6	2+/6	3+/6	4+/6 244	5+/6	6/6	CN ST	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	403	1+/6 396	2+/6 342	3+/6 283	4+/6 244	5+/6 198	6/6 142	 CN ST FAV 	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	88
EXT/VERY SERIOUS	403 59 %	1+/6 396 59 %	2+/6 342 60 %	3+/6 283 61% 37	4+/6 244 64 % 37	5+/6 198 64 %	6/6 142 64 %	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182 61%	1 113 57 %	DEM 2+ 67	REP 1 30 71 %	REP 2+ 25	IND 1+ 80 53%	88 55 %
EXT/VERY SERIOUS Extremely serious problem	 403 59 % 37	1+/6 396 59% 36	2+/6 342 60% 37	3+/6 283 61% 37	4+/6 244 64% 37 27	5+/6 198 64% 38	6/6 142 64% 39	CN ST FAV 97 55% 31	EVER UNFAV 52 68% 40	SWING 254 59% 38	MOV AFTER INFO 102 60% 37	FIRST LAST 115 61% 40	MOV AFTER INFO 158 62% 36	FIRST LAST 182 61% 37	1 113 57% 33	DEM 2+ 67 65% 39	REP 1 30 71% 44	REP 2+ 25 70% 50	IND 1+ 80 53% 35	 88 55% 33
EXT/VERY SERIOUS Extremely serious problem Very serious problem	403 59% 37 23	1+/6 396 59 % 36 23	2+/6 342 60% 37 23	3+/6 283 61% 37 24	4+/6 244 64% 37 27	5+/6 198 64% 38 26	6/6 142 64 % 39 25	CN ST FAV 97 55% 31 24	EVER UNFAV 52 68% 40 28	SWING 254 59% 38 21	MOV AFTER INFO 102 60% 37 23	FIRST LAST 115 61% 40 21	MOV AFTER INFO 158 62% 36 25	FIRST LAST 182 61% 37 24	1 113 57% 33 24	DEM 2+ 67 65% 39 25	REP 1 30 71% 44 27	REP 2+ 25 70% 50 21	IND 1+ 80 53% 35 18	55% 33 22
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	403 59% 37 23	1+/6 396 59% 36 23	2+/6 342 60% 37 23	3+/6 283 61% 37 24 38 33	4+/6 244 64% 37 27 35 32	5+/6 198 64% 38 26	6/6 142 64 % 39 25	CN ST FAV 97 55% 31 24	EVER UNFAV 52 68% 40 28	SWING 254 59% 38 21	MOV AFTER INFO 102 60% 37 23	FIRST LAST 115 61% 40 21	MOV AFTER INFO 158 62% 36 25	FIRST LAST 182 61% 37 24	1 113 57% 33 24 42	DEM 2+ 67 65% 39 25 35	REP 1 30 71% 44 27 29	REP 2+ 25 70% 50 21 30	IND 1+80 53% 35 18	88 55% 33 22 45
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	403 59% 37 23 40 34	1+/6 396 59% 36 23 40 35	2+/6 342 60% 37 23 39 34	3+/6 283 61% 37 24 38 33	4+/6 244 64% 37 27 35 32	5+/6 198 64% 38 26 35 32	6/6 142 64% 39 25 36 33	CN ST FAV 97 55% 31 24 45 40	EVER UNFAV 52 68% 40 28 32 27	SWING 254 59% 38 21 40 34	MOV AFTER INFO 102 60% 37 23 39	FERS FIRST LAST 115 61% 40 21 38 29	MOV AFTER INFO 158 62% 36 25 38 31	FIRST LAST 182 61% 37 24 38 31	1 113 57% 33 24 42 38	DEM 2+ 67 65% 39 25 35 33	REP 1 30 71% 44 27 29 23	REP 2+ 25 70% 50 21 30 22	IND 1+80 53% 35 18 45 38	88 55% 33 22 45 35

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

		Q CELL	A PHONE	SONOM	Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVOR <i>I</i>	ABILITY		Q 	5 SCAP	OSD FAV	ORABIL	ITY AF	TER INF	0
	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		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
													Q14 C	HLDRN						
		Q11	SCAPOS:	D FAVOR	RABILIT	Y AFTEF	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C				Q15 ED	UCATION	1	
									Q13 				~		 HS OR					
	Total	Q11 STRNG FAV	SCAPOS: SMWT FAV	D FAVOR	RABILIT STRNG UNFAV			CR/	Q13 	SEV/	TRAIL SEV/ YEAR	USE ALNVR NEVER	~		HS OR	SOME COLL	Q15 EDI COLL GRAD	UCATION POST GRAD	NON COLL	
Base		STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	<19 A	NO	LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	
Base	Total 403	STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 A	T HOME		SOME	COLL	POST	NON	COLL+ 221
EXT/VERY SERIOUS	403 22 %	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 6	TOTAL FAV 370	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62	YES 101 21%	NO 293	LESS 71 24 %	SOME COLL 100	COLL GRAD 130	POST GRAD 91	NON COLL 171 21%	221 24%
	403	STRNG FAV 218 27% 11	SMWT FAV 151	SMWT UNFAV 12 11% 0	STRNG UNFAV 6 17% 0	TOTAL FAV 370	TOTAL UNFAV	CR/ DK/NA 15 13%	1+/WK 129 30% 13	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62	YES	NO 293	LESS 71 24 % 11	SOME COLL 100 18%	COLL GRAD 130 28%	POST GRAD 91 20% 3	NON COLL 171 21%	221 24% 8
EXT/VERY SERIOUS	403 22 %	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 6	TOTAL FAV 370	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62	YES 101 21%	NO 293	LESS 71 24 %	SOME COLL 100	COLL GRAD 130	POST GRAD 91	NON COLL 171 21%	221 24%
EXT/VERY SERIOUS Extremely serious problem	403 22% 9	STRNG FAV 218 27% 11	SMWT FAV 151 18% 9	SMWT UNFAV 12 11% 0	STRNG UNFAV 6 17% 0	TOTAL FAV 370 23% 10	TOTAL UNFAV 18 13% 0	CR/ DK/NA 15 13%	1+/WK 129 30% 13	SEV/ MONTH 123 23% 9	SEV/ YEAR 81 16% 6	ALNVR NEVER 62 13% 7	YES 101 21% 8	NO 293 23%	LESS 71 24 % 11	SOME COLL 100 18%	COLL GRAD 130 28%	POST GRAD 91 20% 3 17	NON COLL 171 21% 11	221 24% 8 16
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	403 22% 9 13	STRNG FAV 218 27% 11 16	SMWT FAV 151 18% 9	SMWT UNFAV 12 11% 0 11	STRNG UNFAV 6 6 17% 0 17	TOTAL FAV 370 23% 10 13	TOTAL UNFAV 18 13% 0 13	CR/ DK/NA 15 13% 0 13	1+/WK 129 30% 13 17	SEV/ MONTH 123 23% 9 14	SEV/ YEAR 81 16% 6	ALNVR NEVER 62 13% 7	YES 101 21% 8 13	NO 293 23% 10 13	LESS 71 24% 11 13	SOME COLL 100 18% 12 7	COLL GRAD 130 28% 12 16	POST GRAD 91 20% 3 17	NON COLL 171 21% 11	221 24% 8 16
EXT/VERY SERIOUS Extremely serious problem Very serious problem	403 22% 9 13	STRNG FAV 218 27% 11 16	SMWT FAV 151 18% 9	SMWT UNFAV 12 11% 0 11	STRNG UNFAV 6 17% 0 17	TOTAL FAV 370 23% 10 13	TOTAL UNFAV 18 13% 0 13	CR/ DK/NA 15 13% 0 13	1+/WK 129 30% 13 17	SEV/ MONTH 123 23% 9 14	SEV/ YEAR 81 16% 6 10	ALNVR NEVER 62 13% 7 6	YES 101 21% 8 13 78	NO 293 23% 10 13	LESS 71 24% 11 13	SOME COLL 100 18% 12 7	COLL GRAD 130 28% 12 16	POST GRAD 91 20% 3 17	NON COLL 171 21% 11 9 75 34	221 24% 8 16
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	403 22% 9 13 75 34	STRNG FAV 218 27% 11 16 70 34	SMWT FAV 151 18% 9 9	SMWT UNFAV 12 11% 0 11 89 16	STRNG UNFAV 6 17% 0 17 83	TOTAL FAV 370 23% 10 13 74 35	TOTAL UNFAV 18 13% 0 13 87 16	CR/ DK/NA 15 13% 0 13	1+/WK 129 30% 13 17 67 36	SEV/ MONTH 123 23% 9 14 76 26	SEV/ YEAR 81 16% 6 10 77 40	ALNVR NEVER 62 13% 7 6	YES 101 21% 8 13 78 30	NO 293 23% 10 13 73 35	LESS 71 24% 11 13 69	SOME COLL 100 18% 12 7 80 37	COLL GRAD 130 28% 12 16 71	POST GRAD 91 20% 3 17 77 47	NON COLL 171 21% 11 9 75 34	221 24% 8 16 74 33

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K		MEN	WOMEN	18-29	30-39	40-49	50-54		60-64			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 Extremely serious problem Very serious problem	22% 9 13	21% 10 11	21% 8 13	27% 15 13	27 % 13 14	22 % 7 15	23% 11 13	15 % 5 9	21 % 9 12	24% 10 14	22% 12 10	18% 7 11	17% 9 8	29 % 16 13	18 % 8 10	20 % 11 9	33% 10 23	21% 5 16	19% 9 10	25% 9 15	22% 11 10	28% 8 20
SMWT/NOT A PROBLEM Somewhat serious problem	75 34	74 26	76 35	69 26	69 36	74 30	75 31	85 34	77 28	73	73 36	79 28	79 40	67 33	82 38	78 25	66 38	76 31	77 34	73	76 32	70 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 DK/NA	3	5 5	3 3	4 4	4 4	4 4	2 2	0 0	3	3	5 5	3	4 4	4 4	0 0	2 2	1 1	3	4 4	2 2	2 2	2 2
		(BY AGE		P	ARTY RE	G			PARTY I							GENDE				
		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	Total 403	MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
Base EXT/VERY SERIOUS Extremely serious problem Very serious problem		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		
EXT/VERY SERIOUS Extremely serious problem	403 22% 9	MEN 18-49 81 20% 12	MEN 50+ 112 21% 6	WOMEN 18-49 84 18%	WOMEN 50+ 125 28% 12	DEM 214 28% 12	NPP/O 109 18%	REP 81 13% 7	DEM 18-49 81 19% 9	DEM 50+ 132 34% 13	NPP/O 18-49 60 21% 11	NPP/O 50+ 48 14% 2	REP 18-49 23 15% 7	REP 50+ 57 12% 7	DEM MEN 91 27% 12	DEM WOMEN 122 30% 11	NPP/O MEN 57 21% 9	NPP/O WOMEN 52 14% 5	REP MEN 45 8% 2	REP WOMEN 35 20% 14		

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

			PAR:	ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPER	RVISORS	· 		
	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		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		
		F.	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN FARGETS		POSI MOV	TIVE ERS	INTEN MOV			HOUS	EHOLD i	PARTY T	YPE	
	Total	1+/6	LAGS 2+/6	(P/G12, 3+/6	P/G14,	P/G16 5+/6) 6/6			3		ERS		ERS	 DEM 1	HOUS DEM 2+	SEHOLD 1 REP 1	PARTY T REP 2+	TYPE IND 1+	MIX
Base	Total 403							CN ST	TARGETS EVER	3	MOV 	ERS FIRST	MOV AFTER	ERS FIRST		DEM		REP	IND	MIX
Base EXT/VERY SERIOUS		1+/6	2+/6	3+/6 283	4+/6 244	5+/6	6/6	CN ST	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	403	1+/6 396	2+/6 342	3+/6 283	4+/6 244	5+/6 198	6/6 142	CN ST FAV 	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	88
EXT/VERY SERIOUS	403 22 %	1+/6 396 23 %	2+/6 342 22 %	3+/6 283 23 %	4+/6 244 24% 9	5+/6 198 24 %	6/6 142 26 %	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182 21%	1 113 35 %	DEM 2+ 67	REP 1 	REP 2+ 25	IND 1+ 80	88 20 %
EXT/VERY SERIOUS Extremely serious problem	403 22% 9	1+/6 396 23%	2+/6 342 22% 8	3+/6 283 23% 9	4+/6 244 24% 9	5+/6 198 24% 8	6/6 142 26% 8	CN ST FAV 97	EVER UNFAV 52 16%	SWING 254 19% 8	MOV AFTER INFO 102 18%	FIRST LAST 115 18%	MOV AFTER INFO 158 21%	FIRST LAST 182 21% 10 11	1 113 35% 18	DEM 2+ 67 21% 6	REP 1 30 13% 7	REP 2+ 25 19% 16	IND 1+ 80 12% 4	 88 20% 5
EXT/VERY SERIOUS Extremely serious problem Very serious problem	403 22% 9	1+/6 396 23% 9	2+/6 342 22% 8 14	3+/6 283 23% 9 14	4+/6 244 24% 9 15	5+/6 198 24% 8 16	6/6 142 26% 8	CN ST FAV 97 34% 13 20	EVER UNFAV 52 16% 10 6	SWING 254 19% 8	MOV AFTER INFO 102 18% 10 8	FIRST LAST 115 18% 12 6	MOV AFTER INFO 158 21% 10 12	FIRST LAST 182 21% 10 11	1 113 35% 18 17	DEM 2+ 67 21% 6 15	REP 1 30 13% 7 6	REP 2+ 25 19% 16 3	IND 1+ 80 12% 4	20% 5 15
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	403 22% 9 13	1+/6 396 23% 9 13	2+/6 342 22% 8 14	3+/6 283 23% 9 14 75	4+/6 244 24% 9 15 74 36	5+/6 198 24% 8 16	6/6 142 26% 8 18	CN ST FAV 97 34% 13 20	EVER UNFAV 52 16% 10 6	SWING 254	MOV AFTER INFO 102 18% 10 8	FIRST LAST 115 18% 12 6	MOV AFTER INFO 158 21% 10 12	FIRST LAST 182 21% 10 11	1 113 35% 18 17	DEM 2+ 67 21% 6 15 76	REP 1 30 13% 7 6	REP 2+ 25 19% 16 3 81	IND 1+80 12% 4 9	20% 5 15
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	403 22% 9 13 75 34	1+/6 396 23% 9 13 75 34	2+/6 342 22% 8 14 76 34	3+/6 283 23% 9 14 75 35 40	4+/6 244 24% 9 15 74 36 38	5+/6 198 24% 8 16 75 38	6/6 	CN ST FAV 97 34% 13 20 66	FARGETS EVER UNFAV 52 16% 10 6	SWING 254 19% 8 12 76 37	MOV AFTER INFO 102 18% 10 8 75	FIRST LAST 115 18% 12 6 75 39	MOV AFTER INFO 158 21% 10 12 74 36	FIRST LAST 182 21% 10 11 75 37	1 113 35% 18 17 64 31	DEM 2+ 67 21% 6 15 76 41	REP 1 30 13% 7 6 84 35	REP 2+ 25 19% 16 3 81 24	IND 1+ 80 12% 4 9 81 41	20% 5 15 77 27

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

		Q CELL	A PHONE	SONOM	Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVORA	ABILITY		Q 	5 SCAP(OSD FAV	ORABIL	ITY AF	rer inf	0
	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
													Q14 C	HLDRN						
		Q11	SCAPOS:	D FAVOR	RABILIT	Y AFTEF	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C				Q15 EDT	JCATION	1	
									Q13				~		 HS OR					
	Total	Q11 STRNG FAV	SCAPOS: SMWT FAV	D FAVOR	RABILIT STRNG UNFAV		R MESSA TOTAL UNFAV	CR/	Q13 	SEV/	TRAIL SEV/ YEAR	USE ALNVR NEVER	~		HS OR LESS	SOME COLL	Q15 EDU COLL GRAD	JCATION POST GRAD	NON COLL	COLL+
Base	Total 403	STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 A	T HOME		SOME	COLL	POST	NON	COLL+ 221
	403	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 	TOTAL FAV 370	TOTAL UNFAV	CR/ DK/NA 	1+/WK 129	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62	YES	NO 293	LESS 71	SOME COLL 	COLL GRAD 	POST GRAD 91	NON COLL 	221
EXT/VERY SERIOUS	403 25 %	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 6	TOTAL FAV 370 23%	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129 27 %	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62	YES 101	NO 293	LESS 71 37 %	SOME COLL 100	COLL GRAD 130	POST GRAD 91	NON COLL 171 29%	221 22%
EXT/VERY SERIOUS Extremely serious problem	403 25% 12	STRNG FAV 218 18%	SMWT FAV 151 31 % 14	SMWT UNFAV 12 62% 42	STRNG UNFAV 6 41% 41	TOTAL FAV 370 23% 10	TOTAL UNFAV 18 55% 42	CR/ DK/NA 15 37% 20	1+/WK 129 27% 13	SEV/ MONTH 123 17% 5	SEV/ YEAR 81 19% 6	ALNVR NEVER 62 48% 32	YES 101 25% 12	NO 293 25%	LESS 71 37% 22	SOME COLL 100 24% 13	COLL GRAD 130 26% 8	POST GRAD 91 18%	NON COLL 171 29% 17	221 22% 9
EXT/VERY SERIOUS	403 25 %	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 6	TOTAL FAV 370 23%	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129 27 %	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62	YES 101	NO 293	LESS 71 37 %	SOME COLL 100	COLL GRAD 130	POST GRAD 91	NON COLL 171 29%	221 22%
EXT/VERY SERIOUS Extremely serious problem	403 25% 12	STRNG FAV 218 18%	SMWT FAV 151 31 % 14	SMWT UNFAV 12 62% 42	STRNG UNFAV 6 41% 41	TOTAL FAV 370 23% 10	TOTAL UNFAV 18 55% 42	CR/ DK/NA 15 37% 20	1+/WK 129 27% 13	SEV/ MONTH 123 17% 5	SEV/ YEAR 81 19% 6	ALNVR NEVER 62 48% 32	YES 101 25% 12	NO 293 25%	LESS 71 37% 22	SOME COLL 100 24% 13	COLL GRAD 130 26% 8	POST GRAD 91 18% 9	NON COLL 171 29% 17	221 22% 9
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	403 25% 12 13	STRNG FAV 218 18% 7 11	SMWT FAV 151 31% 14	SMWT UNFAV 12 62% 42 20	STRNG UNFAV 6 41% 41 0	TOTAL FAV 370 23% 10 13	TOTAL UNFAV 18 55% 42 14	CR/ DK/NA 15 37% 20 17	1+/WK 129 27% 13	SEV/ MONTH 123 17% 5	SEV/ YEAR 81 19% 6	ALNVR NEVER 62 48% 32 16	YES 101 25% 12 13	NO 293 25% 12 14	LESS 71 37% 22 15	SOME COLL 100 24% 13 10	COLL GRAD 130 26% 8 18	POST GRAD 91 18% 9	NON COLL 171 29% 17	221 22% 9 14
EXT/VERY SERIOUS Extremely serious problem Very serious problem	403 25% 12 13	STRNG FAV 218 18% 7 11	SMWT FAV 151 31% 14 17	SMWT UNFAV 12 62% 42 20	STRNG UNFAV 6 6 41% 41 0	TOTAL FAV 370 23% 10 13	TOTAL UNFAV 18 55% 42 14 39	CR/ DK/NA 15 37% 20 17	1+/WK 129 27% 13 13	SEV/ MONTH 123 17% 5 12	SEV/ YEAR 81 19% 6 13	ALNVR NEVER 62 48% 32 16	YES 101 25% 12 13	NO 293 25% 12 14 71	LESS 71 37% 22 15	SOME COLL 100 24% 13 10	COLL GRAD 130 26% 8 18	POST GRAD 91 18% 9	NON COLL 171 29% 17 12 68	221 22% 9 14 74
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	403 25% 12 13 71 27	STRNG FAV 218 18% 7 11 78 26	SMWT FAV 151 31% 14 17 67	SMWT UNFAV 12 62% 42 20 38 16	STRNG UNFAV 6 6 41% 41 0	TOTAL FAV 370 23% 10 13 74 28	TOTAL UNFAV 18 55% 42 14 39 19	CR/DK/NA 15 37% 20 17 58 20	1+/WK 129 27% 13 13	SEV/ MONTH 123 17% 5 12 80 29	SEV/ YEAR 	ALNVR NEVER 62 48% 32 16 52 24	YES 101 25% 12 13 73 29	NO 293 25% 12 14 71 26	LESS 71 37% 22 15 60 24	SOME COLL 100 24% 13 10 73 36	COLL GRAD 130 26% 8 18	POST GRAD 91 18% 9 9	NON COLL 171 29% 17 12 68 31	221 22% 9 14 74 24

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AG						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN					55-59			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 Extremely serious problem Very serious problem	25% 12 13	35% 8 27	23% 12 11	31% 9 22	28% 11 17	24 % 8 16	22% 14 8	26 % 15 11	21 % 12 9	29 % 11 17	25% 6 18	19% 10 9	27% 18 9	30% 7 22	33% 21 12	29% 9 20	24% 11 12	20% 12 8	24 % 11 12	26 % 12 14	31% 13 18	22% 12 10
SMWT/NOT A PROBLEM Somewhat serious problem Not a problem	71 27 45	60 13 46	74 30 43	65 13 53	67 26 40	75 26 49	72 22 51	73 28 45	75 28 47	68 26 42	69 39 31	76 26 49	71 27 44	70 19 51	63 21 42	71 27 44	72 24 47	77 27 50	72 31 41	71 24 47	68 23 45	74 25 48
DK/NA DK/NA	3	5 5	3	4 4	5 5	1 1	6 6	1 1	4 4	3	6 6	5 5	2 2	0 0	4 4	0 0	5 5	3	4 4	3	1 1	4 4
			GENDER	BY AGE	:	P	ARTY RE	G			PARTY I					P.		Y GENDE				
	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 Extremely serious problem Very serious problem	25% 12	19 %	23 %	11	29 %	19 %	25 %	42 % 24	18 %	19 %	28%	23%	33 % 22	46 % 24	11% 4	24 %	22% 12	29% 16	41% 29	43 %		
	13	8	10	17	18	12	11	19	16	11	9	14	10	22	7	17	9	13	12	27		
SMWT/NOT A PROBLEM Somewhat serious problem Not a problem	13 71 27 45	76 30 47	10 74 26 48		18 68 22 46	12 77 27 51	11 72 27 45	19 56 28 28	16 76 28 48	78 26 52	9 69 30 39	76 23 53	67 42 25	22 51 22 29	7 85 27 58	17 72 26 45	9 75 35 40	13 68 18 51	55 19 36	57 39 18		

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

			PARI	ENTS		PERMA ABSEI				CI	TY			E	30ARD 01	F SUPER	VISORS			
	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		
		F:	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN FARGETS			TIVE ERS	INTEN MOV			HOUS	EHOLD F	ARTY T	'YPE	
		F.	LAGS	(P/G12,	P/G14,	P/G16)				MOV			ERS	 DEM	HOUS	EHOLD F	PARTY T	TYPE IND	·
	Total	1+/6	LAGS (3+/6	P/G14,	P/G16 5+/6) 6/6		TARGETS		MOV	ERS	MOV	ERS	 DEM 1					MIX
Base	Total 403							CN ST	TARGETS EVER		MOV 	ERS FIRST	MOV 	ERS FIRST		DEM	REP	REP	IND	MIX
Base EXT/VERY SERIOUS		1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	403	1+/6 396	2+/6 342	3+/6 283	4+/6 244	5+/6 198	6/6 142	CN ST FAV	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 80	88
EXT/VERY SERIOUS	403 25 %	1+/6 396 25 %	2+/6 342 24 %	3+/6 283 23 %	4+/6 244 23 %	5+/6 198 20 %	6/6 142 21 %	CN ST FAV	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102 25%	FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182 26%	1 113 19 %	DEM 2+ 67	REP 1 30	REP 2+ 25	IND 1+ 80 27%	88 23 %
EXT/VERY SERIOUS Extremely serious problem	403 25% 12	1+/6 396 25% 12	2+/6 342 24% 11	3+/6 283 23% 11	4+/6 244 23% 11 11	5+/6 198 20% 10	6/6 142 21% 10	CN ST FAV 97	FARGETS EVER UNFAV 52 45% 24	SWING 254 26% 11	MOV AFTER INFO 102 25% 10	FIRST LAST 115 26%	MOV AFTER INFO 158 27% 11	ERS FIRST LAST 182 26% 11	1 113 19 % 5	DEM 2+ 67 18% 9	REP 1 30 38% 16	REP 2+ 25 58% 36	IND 1+ 80 27% 17	 88 23% 9
EXT/VERY SERIOUS Extremely serious problem Very serious problem	403 25% 12 13	1+/6 396 25% 12 14	2+/6 342 24% 11	3+/6 283 23% 11 12	4+/6 244 23% 11 11	5+/6 198 20% 10	6/6 142 21% 10	CN ST FAV 97 13% 7 6	EVER UNFAV 52 45% 24 22	SWING 254 26% 11 14	MOV 	FIRST LAST 115 26% 11 15	MOV AFTER INFO 158 27% 11 16	ERS FIRST LAST 182 26% 11 15	1 113 19% 5 14	DEM 2+ 67 18% 9	REP 1 30 38% 16 21	REP 2+ 25 58% 36 21	IND 1+ 80 27% 17 9	88 23% 9
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	403 25% 12 13	1+/6 396 25% 12 14	2+/6 342 24% 11 13	3+/6 283 23% 11 12 74	4+/6 244 23% 11 11	5+/6 198 20% 10 10	6/6 142 21% 10 10	CN ST FAV 97 13% 7 6	EVER UNFAV 52 45% 24 22	SWING 254 26% 11 14 71	MOV 	FIRST LAST 115 26% 11 15	MOV AFTER INFO 158 27% 11 16	ERS FIRST LAST 182 26% 11 15	1 113 19% 5 14 76	DEM 2+ 67 18% 9 9	REP 1 30 38% 16 21 57	REP 2+ 25 58% 36 21 42	IND 1+ 80 27% 17 9	88 23% 9 15
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	403 25% 12 13 71 27	1+/6 396 25% 12 14 72 27	2+/6 342 24% 11 13 73 28	3+/6 283 23% 11 12 74 27	4+/6 244 23% 11 11 75 27	5+/6 198 20% 10 10 78 28	6/6 142 21% 10 10	CN ST FAV 97 13% 7 6	EVER UNFAV 52 45% 24 22 51 28	SWING 254 26% 11 14 71 27	MOV 	FIRST LAST 115 26% 11 15 69 25	MOV AFTER INFO 158 27% 11 16 70 23	ERS FIRST LAST 182 26% 11 15 70 26	1 113 19% 5 14 76 20	DEM 2+ 67 18% 9 9 81 34	REP 1 30 38% 16 21 57 24	REP 2+ 25 58% 36 21 42 27	IND 1+ 80 27% 17 9 71 24	88 23% 9 15 73 35

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

		Q CELL		SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVORA	ABILITY		Q	5 SCAP(OSD FAV	'ORABIL'	ITY AF1	rer inf	0
	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
													Q14 C	HLDRN						
		Q11	SCAPOS:	D FAVOF	RABILIT	Y AFTEF	R MESSA	GING	Q13	SONOMA	TRAIL	USE	~	HLDRN I HOME			Q15 EDU	JCATION	ſ	
									Q13 				~							
	Total	Q11 STRNG FAV	SCAPOS: SMWT FAV	D FAVOF SMWT UNFAV	RABILIT STRNG UNFAV	Y AFTER TOTAL FAV	R MESSA TOTAL UNFAV	GING CR/ DK/NA	Q13 	SEV/	TRAIL SEV/ YEAR	USE ALNVR NEVER	~		HS OR LESS	SOME COLL	Q15 EDU COLL GRAD	JCATION POST GRAD	NON COLL	COLL+
Base	Total 403	STRNG FAV	SMWT FAV	SMWT	STRNG	TOTAL	TOTAL UNFAV	CR/	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	<19 A'	NO	LESS	SOME COLL	COLL GRAD	POST	NON COLL	
Base	403	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 	TOTAL FAV 370	TOTAL UNFAV 	CR/ DK/NA 15	1+/WK 129	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 	YES	NO 293	LESS 71	SOME COLL 	COLL GRAD 	POST GRAD 	NON COLL 171	221
EXT/VERY SERIOUS	403 20 %	STRNG FAV 218	SMWT FAV 151 23%	SMWT UNFAV 12	STRNG UNFAV 6	TOTAL FAV 370	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129 24 %	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62 28%	YES 101	NO 293	LESS 71 32 %	SOME COLL 100	COLL GRAD 130	POST GRAD 91	NON COLL 171 24%	221 17%
EXT/VERY SERIOUS Extremely serious problem	403 20% 10	STRNG FAV 218 19% 8	SMWT FAV 151 23%	SMWT UNFAV 12 14% 8	STRNG UNFAV 6	TOTAL FAV 370 21% 9	TOTAL UNFAV 18	CR/ DK/NA 15 25%	1+/WK 129 24%	SEV/ MONTH 123 16% 3	SEV/ YEAR 81 15% 9	ALNVR NEVER 62 28% 16	YES 101 17%	NO 293 21%	LESS 71 32% 21	SOME COLL 100 18% 10	COLL GRAD 130 17% 7	POST GRAD 91 19% 4	NON COLL 171 24 % 14	221 17% 6
EXT/VERY SERIOUS	403 20 %	STRNG FAV 218	SMWT FAV 151 23%	SMWT UNFAV 12	STRNG UNFAV 6	TOTAL FAV 370	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129 24 %	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62 28%	YES 101	NO 293	LESS 71 32 %	SOME COLL 100	COLL GRAD 130	POST GRAD 91	NON COLL 171 24%	221 17%
EXT/VERY SERIOUS Extremely serious problem	403 20% 10	STRNG FAV 218 19% 8	SMWT FAV 151 23%	SMWT UNFAV 12 14% 8	STRNG UNFAV 6	TOTAL FAV 370 21% 9	TOTAL UNFAV 18	CR/ DK/NA 15 25%	1+/WK 129 24%	SEV/ MONTH 123 16% 3	SEV/ YEAR 81 15% 9	ALNVR NEVER 62 28% 16 11	YES 101 17%	NO 293 21%	LESS 71 32% 21	SOME COLL 100 18% 10	COLL GRAD 130 17% 7	POST GRAD 91 19% 4	NON COLL 171 24 % 14	221 17% 6
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	403 20% 10	STRNG FAV 218 19% 8 11	SMWT FAV 151 23% 11 12	SMWT UNFAV 12 14% 8 6	STRNG UNFAV 6 0 0	TOTAL FAV 370 21% 9	TOTAL UNFAV 18 10% 6 4	CR/ DK/NA 15 25% 18	1+/WK 129 24% 12	SEV/ MONTH 123 16% 3 13	SEV/ YEAR 81 15% 9	ALNVR NEVER 62 28% 16 11	YES 101 17% 8	NO 293 21% 10 12	LESS 71 32% 21 11	SOME COLL 100 18% 10	COLL GRAD 130 17% 7	POST GRAD 91 19% 4 14	NON COLL 171 24% 14 10 74	221 17% 6 12
EXT/VERY SERIOUS Extremely serious problem Very serious problem	403 20% 10 11	STRNG FAV 218 19% 8 11	SMWT FAV 151 23% 11 12	SMWT UNFAV 12 14% 8 6	STRNG UNFAV 6 0% 0	TOTAL FAV 370 21% 9 11	TOTAL UNFAV 18 10% 6 4	CR/ DK/NA 15 25% 18 8	1+/WK 129 24% 12 12	SEV/ MONTH 123 16% 3 13	SEV/ YEAR 81 15% 9 6	ALNVR NEVER 62 28% 16 11	YES 101 17% 9 8	NO 293 21% 10 12	LESS 71 32% 21 11 68	SOME COLL 100 18% 10 9	COLL GRAD 130 17% 7 10	POST GRAD 91 19% 4 14	NON COLL 171 24% 14 10 74 35	221 17% 6 12
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	403 20% 10 11 77 33	STRNG FAV 218 19% 8 11 77	SMWT FAV 151 23% 11 12 77	SMWT UNFAV 12 14% 8 6	STRNG UNFAV 6 0% 0 0	TOTAL FAV 370 21% 9 11 77 34	TOTAL UNFAV 18 10% 6 4 86 22	CR/ DK/NA 15 25% 18 8 68 33	1+/WK 129 24% 12 12 75	SEV/ MONTH 123 16% 3 13 81 29	SEV/ YEAR 	ALNVR NEVER 	YES 101 17% 9 8 82 34	NO 293 21% 10 12 76 34	LESS 71 32% 21 11 68 25	SOME COLL 100 18% 10 9	COLL GRAD 130 17% 7 10 82 31	POST GRAD 91 19% 4 14	NON COLL 171 24% 14 10 74 35 39	221 17% 6 12 80 33

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN					55-59			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 Extremely serious problem Very serious problem	20% 10 11	20% 9 11	20% 9 11	20% 10 11	27% 16 11	18% 7 11	14% 7 8	12 % 5 7	15% 9 6	26% 10 15	18% 8 10	18 % 5 14	22% 16 6	16% 11 4	24 % 13 11	27% 9 19	18% 9 8	21% 7 14	19 % 10 10	21% 10 12	23% 11 12	19% 8 11
SMWT/NOT A PROBLEM Somewhat serious problem Not a problem	77 33 44	78 23 55	79 38 41	77 22 55	71 33 38	81 36 45	84 40 44	85 31 54	83 33 51	72 34 38	82 26 55	80 24 56	74 42 32	81 30 51	76 31 46	70 34 37	80 39 41	75 38 38	79 31 48	77 35 41	75 32 43	78 39 39
DK/NA	2 2	2 2	2 2	3 3	2 2	1 1	2 2	2 2	2 2	3	0 0	2 2	4 4	3	0 0	2 2	2 2	3	2 2	2 2	2 2	3 3
				BY AGE			ARTY RE				PARTY I							Y GENDE				
	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 WOMEN		
Base	Total 403	MEN	MEN	WOMEN	WOMEN					DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
Base EXT/VERY SERIOUS Extremely serious problem Very serious problem		MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	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		
EXT/VERY SERIOUS Extremely serious problem	403 20% 10	MEN 18-49 81 16% 11	MEN 50+ 112 14% 7	WOMEN 18-49 84 23% 8	WOMEN 50+ 125 27% 12	DEM 214 19% 8	NPP/O 109 21% 10	REP 81 23% 13	18-49 81 15% 8	DEM 50+ 132 22% 8	NPP/O 18-49 60 23% 12	NPP/O 50+ 48 18% 8	REP 18-49 23 27% 9	REP 50+ 57 21% 14	DEM MEN 91 14% 8	DEM WOMEN 122 23% 8	NPP/O MEN 57 16% 11	NPP/O WOMEN 52 26% 9	REP MEN 45 15% 7	REP WOMEN 35 33% 20		

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

			PARI			PERMA ABSEN				CI				E	30ARD 0	F SUPEF	RVISORS			
	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		
					P/G14,				NSISTEN FARGETS			TIVE ERS	INTEN MOV	ERS		HOUS	EHOLD I		YPE	
								CN ST	FARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	DEM	DEM	REP	REP	IND	
	Total								FARGETS		MOV	ERS	MOV	ERS FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	Total 403							CN ST	FARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	
EXT/VERY SERIOUS		1+/6 396 21 %	2+/6 342 19 %	3+/6 283 18 %	4+/6 244 18%	5+/6	6/6	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING	MOV AFTER INFO 102	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST 182	DEM 1 113 24%	DEM 2+	REP 1 30 34 %	REP 2+ 25	IND 1+ 80	MIX
	403	1+/6 396 21%	2+/6 342 19% 8	3+/6 283 18%	4+/6 244 18%	5+/6 198 17% 7	6/6 142 16% 7	 CN ST FAV 	EVER UNFAV 52 26% 14	SWING 254 20% 9	MOV AFTER INFO 102	FIRST LAST 115 25%	MOV AFTER INFO 158 21% 9	FIRST LAST 182 22% 10	DEM 1 113 24% 10	DEM 2+ 67 17% 7	REP 1 30 34% 20	REP 2+ 25	IND 1+ 	MIX 88 17% 7
EXT/VERY SERIOUS	403 20 %	1+/6 396 21 %	2+/6 342 19 %	3+/6 283 18 %	4+/6 244 18%	5+/6 198 17 %	6/6 142	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	DEM 1 113 24%	DEM 2+ 67	REP 1 30 34 %	REP 2+ 25	IND 1+ 80	MIX 88 17 %
EXT/VERY SERIOUS Extremely serious problem	403 20% 10	1+/6 396 21%	2+/6 342 19% 8	3+/6 283 18%	4+/6 244 18%	5+/6 198 17% 7	6/6 142 16% 7	CN ST FAV 97	EVER UNFAV 52 26% 14	SWING 254 20% 9	MOV AFTER INFO 102 24% 8	FIRST LAST 115 25%	MOV AFTER INFO 158 21% 9	FIRST LAST 182 22% 10	DEM 1 113 24% 10	DEM 2+ 67 17% 7	REP 1 30 34% 20	REP 2+ 25 19% 13	IND 1+ 80 17% 8	MIX 88 17% 7
EXT/VERY SERIOUS Extremely serious problem Very serious problem	403 20% 10	1+/6 396 21% 9	2+/6 342 19% 8	3+/6 283 18% 7 11	4+/6 244 18% 7 11	5+/6 198 17% 7	6/6 142 16% 7	CN ST FAV 97 18% 10	EVER UNFAV 52 26% 14 12	SWING 254 20% 9	MOV AFTER INFO 102 24% 8 16	FIRST LAST 115 25% 9 16	MOV AFTER INFO 158 21% 9 13	ERS FIRST LAST 182 22% 10 12	DEM 1 113 24% 10 13	DEM 2+ 67 17% 7 10	REP 1 30 34% 20 14	REP 2+ 25 19% 13 6	IND 1+ 80 17% 8	MIX 88 17% 7 10
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	403 20% 10 11	1+/6 396 21% 9 11	2+/6 342 19% 8 11	3+/6 283 18% 7 11	4+/6 244 18% 7 11	5+/6 198 17% 7 10	6/6 142 16% 7 10	CN ST FAV 97 18% 10 8	EVER UNFAV 52 26% 14 12	SWING 254 20% 9 12 77	MOV AFTER INFO 102 24% 8 16	FIRST LAST 115 25% 9 16	MOV AFTER INFO 158 21% 9 13	FIRST LAST 182 22% 10 12	DEM 1 113 24% 10 13 72	DEM 2+ 67 17% 7 10 81	REP 1 30 34% 20 14 66	REP 2+ 25 19% 13 6 78	IND 1+ 80 17% 8 9	MIX 88 17% 7 10
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	403 20% 10 11 77 33	1+/6 396 21% 9 11 77 33	2+/6 342 19% 8 11 78 35	3+/6 283 18% 7 11 79 37	4+/6 244 18% 7 11 79 38	5+/6 198 17% 7 10 80 40	6/6 142 16% 7 10 81 42	CN ST FAV 97 18% 10 8 81	FARGETS EVER UNFAV 52 26% 14 12 71 23	SWING 254 20% 9 12 77 34	MOV 	ERS FIRST LAST 115 25% 9 16 70 30	MOV AFTER INFO 158 21% 9 13 77 34	ERS FIRST LAST 182 22% 10 12 75 34	DEM 1 113 24% 10 13 72 28	DEM 2+ 67 17% 7 10 81 41	REP 1 30 34% 20 14 66 28	REP 2+ 25 19% 13 6 78 30	IND 1+ 80 17% 8 9	MIX 88 17% 7 10 82 31

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

		Q CELL	A PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVOR <i>I</i>	ABILITY		Q 	5 SCAP(OSD FAV	ORABIL	ITY AF1	TER INF	'O
	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		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		10	5	6	3	12	38	5	25	7	4	7	8	40	5		
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		2		2	1	1	0	0	6	0	3	4	1	1	4	0	1	2	
DIC/ 1411	_	_	2	_		_	_	U	U	U	U	5	-	_	_	-	U	_		O
													Q14 C	HLDRN						
		Q11	SCAPOS	D FAVOF	RABILIT	Y AFTEF	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C				Q15 EDT	JCATION	ſ	
									Q13 				~				~ 			
	Total	STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 A	T HOME	HS OR	SOME	COLL	POST	NON	
	Total							CR/	Q13 1+/WK	SEV/			~		HS OR LESS		~ 			COLL+
Base	Total 403	STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 A	T HOME		SOME	COLL	POST	NON	COLL+ 221
Base EXT/VERY SERIOUS		STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	<19 A	NO	LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	221
	403	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 6	TOTAL FAV 370	TOTAL UNFAV 	CR/ DK/NA 	1+/WK 129	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 	YES	NO 293	LESS 71	SOME COLL 	COLL GRAD 	POST GRAD 	NON COLL 	221
EXT/VERY SERIOUS	 403 71 %	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 6	TOTAL FAV 370	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129 76 %	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62	YES 101	NO 293	LESS 71 71 %	SOME COLL 100	COLL GRAD 130	POST GRAD 91 78%	NON COLL 171 67% 42	 221 74% 47
EXT/VERY SERIOUS Extremely serious problem Very serious problem	403 71% 44 27	STRNG FAV 218 78% 48 30	SMWT FAV 151 65 % 41 24	SMWT UNFAV 12 34% 19 16	STRNG UNFAV 6 59% 29 30	TOTAL FAV 370 73% 45 28	TOTAL UNFAV 18 42% 22 20	CR/ DK/NA 15 58% 37 21	1+/WK 129 76% 48 28	SEV/ MONTH 123 75% 48 26	SEV/ YEAR 81 69% 38 31	ALNVR NEVER 62 60% 37 23	YES 101 78% 51 28	NO 293 69% 42 27	LESS 71 71% 37 34	SOME COLL 100 65% 45 20	COLL GRAD 130 72% 47 25	POST GRAD 91 78% 47 30	NON COLL 171 67% 42 26	221 74% 47 27
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	403 71% 44 27	STRNG FAV 218 78% 48 30	SMWT FAV 151 65% 41 24	SMWT UNFAV 12 34% 19 16	STRNG UNFAV 6 59% 29 30	TOTAL FAV 370 73% 45 28	TOTAL UNFAV 18 42% 22 20 58	CR/ DK/NA 15 58% 37 21	1+/WK 129 76% 48 28	SEV/ MONTH 123 75% 48 26	SEV/ YEAR 81 69% 38 31	ALNVR NEVER 62 60% 37 23	YES 101 78% 51 28	NO 293 69% 42 27 29	LESS 71 71% 37 34 28	SOME COLL 100 65% 45 20	COLL GRAD 130 72% 47 25	POST GRAD 91 78% 47 30	NON COLL 171 67% 42 26 32	221 74% 47 27
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	403 71% 444 27 28 21	STRNG FAV 218 78% 48 30 21	SMWT FAV 151 65% 41 24 33 25	SMWT UNFAV 12 34% 19 16 66 31	STRNG UNFAV 6 59% 29 30 41	TOTAL FAV 370 73% 45 28 26 21	TOTAL UNFAV 18 42% 22 20 58 26	CR/ DK/NA 15 58% 37 21 42	1+/WK 129 76% 48 28 23	SEV/ MONTH 123 75% 48 26 25 20	SEV/ YEAR 	ALNVR NEVER 62 60% 37 23 39 24	YES 101 78% 51 28 22 14	NO 293 69% 42 27 29	TESS 71 71% 37 34 28 20	SOME COLL 100 65% 45 20 34 27	COLL GRAD 130 72% 47 25 26 20	POST GRAD 91 78% 47 30 21 14	NON COLL 171 67% 42 26 32 24	221 74% 47 27 24 18
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	403 71% 44 27	STRNG FAV 218 78% 48 30	SMWT FAV 151 65% 41 24	SMWT UNFAV 12 34% 19 16 66 31	STRNG UNFAV 6 59% 29 30 41	TOTAL FAV 370 73% 45 28	TOTAL UNFAV 18 42% 22 20 58	CR/ DK/NA 15 58% 37 21	1+/WK 129 76% 48 28	SEV/ MONTH 123 75% 48 26	SEV/ YEAR 81 69% 38 31	ALNVR NEVER 62 60% 37 23	YES 101 78% 51 28	NO 293 69% 42 27 29	LESS 71 71% 37 34 28	SOME COLL 100 65% 45 20	COLL GRAD 130 72% 47 25	POST GRAD 91 78% 47 30	NON COLL 171 67% 42 26 32	221 74% 47 27
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	403 71% 444 27 28 21	STRNG FAV 218 78% 48 30 21	SMWT FAV 151 65% 41 24 33 25	SMWT UNFAV 12 34% 19 16 66 31 34	STRNG UNFAV 6 59% 29 30 41	TOTAL FAV 370 73% 45 28 26 21	TOTAL UNFAV 18 42% 22 20 58 26	CR/ DK/NA 15 58% 37 21 42	1+/WK 129 76% 48 28 23	SEV/ MONTH 123 75% 48 26 25 20	SEV/ YEAR 	ALNVR NEVER 62 60% 37 23 39 24	YES 101 78% 51 28 22 14	NO 293 69% 42 27 29	TESS 71 71% 37 34 28 20	SOME COLL 100 65% 45 20 34 27	COLL GRAD 130 72% 47 25 26 20	POST GRAD 91 78% 47 30 21 14	NON COLL 171 67% 42 26 32 24	221 74% 47 27 24 18

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER							GE					
				NON-	\$0-		\$90K-	\$120K														
	Total	LATNO	WHITE	WHITE	\$60K	\$90K	\$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		P	ARTY RE	lG			PARTY	BY AGE				P	ARTY B	GENDE	R			
						P2	ARTY RE	lG 		DEM			PED							 RED		
	Total	 MEN	GENDER MEN 50+		 WOMEN 50+	DEM	ARTY RE	REP	DEM 18-49	DEM 50+	PARTY NPP/O 18-49		REP 18-49	 REP 50+	DEM MEN	DEM WOMEN	ARTY B NPP/O MEN	GENDE NPP/O WOMEN	R REP MEN	REP WOMEN		
Base	Total 403	 MEN	MEN	WOMEN 18-49	WOMEN						NPP/O	NPP/O				DEM	NPP/O	NPP/O	REP			
Base EXT/VERY SERIOUS		MEN 18-49	MEN 50+	WOMEN 18-49 84	WOMEN 50+	DEM	NPP/O	REP	18-49	50+ 	NPP/O 18-49	NPP/O 50+	18-49	50+ 	MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	WOMEN		
	403	MEN 18-49 	MEN 50+ 	WOMEN 18-49 84 75 %	WOMEN 50+ 125	DEM 214	NPP/O 109	REP 81	18-49 81	50+ 132	NPP/O 18-49 	NPP/O 50+ 48	18-49 23	50+ 57	MEN 91	DEM WOMEN 	NPP/O MEN 	NPP/O WOMEN	REP MEN 	WOMEN 35		
EXT/VERY SERIOUS	403 71 %	MEN 18-49 81	MEN 50+ 112 62 %	WOMEN 18-49 84 75% 53	WOMEN 50+ 125	DEM 214 75%	NPP/O 109 74 %	REP 81 55 %	18-49 81 76%	50+ 132 75 %	NPP/O 18-49 60 75 %	NPP/O 50+ 48	18-49 23 58 %	50+ 57 55 %	MEN 91 71 %	DEM WOMEN 122	NPP/O MEN 57	NPP/O WOMEN 52 75 %	REP MEN 45	WOMEN 35 68%		
EXT/VERY SERIOUS Extremely serious problem	 403 71 % 44	MEN 18-49 81 70% 37	MEN 50+ 112 62% 38	WOMEN 18-49 84 75% 53 22	WOMEN 50+ 125 76% 47	DEM 214 75% 47	NPP/O 109 74% 50	REP 81 55% 28	18-49 81 76% 46	50+ 132 75% 47	NPP/O 18-49 60 75% 54	NPP/O 50+ 48 72% 45	18-49 23 58% 20	50+ 57 55 % 31	MEN 91 71 % 39	DEM WOMEN 122 79% 53	NPP/O MEN 57 72% 49	NPP/O WOMEN 52 75% 50	REP MEN 45 46% 20	WOMEN 35 68% 38		
EXT/VERY SERIOUS Extremely serious problem Very serious problem	403 71% 44 27	MEN 18-49 81 70% 37 34	MEN 50+ 112 62% 38 24	WOMEN 18-49 84 75% 53 22 23	WOMEN 50+ 125 76% 47 29	DEM 214 75% 47 28	NPP/O 109 74% 50 24	REP 81 55% 28 28	18-49 81 76% 46 29	50+ 132 75% 47 28	NPP/O 18-49 60 75% 54 21	NPP/O 50+ 48 72% 45 27	18-49 23 58% 20 37	50+ 57 55% 31 24	MEN 91 71% 39 32	DEM WOMEN 122 79% 53 26	NPP/O MEN 57 72% 49 23	NPP/O WOMEN 52 75% 50 25	REP MEN 45 46% 20 25	WOMEN 35 68% 38 30		
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	403 71% 44 27	MEN 18-49 81 70% 37 34	MEN 50+ 112 62% 38 24	WOMEN 18-49 84 75% 53 22 23 19	WOMEN 50+ 125 76% 47 29	DEM 214 75% 47 28	NPP/O 109 74% 50 24 26	REP 81 55% 28 28	18-49 81 76% 46 29	50+ 132 75% 47 28	NPP/O 18-49 60 75% 54 21	NPP/O 50+ 48 72% 45 27	18-49 23 58% 20 37	50+ 57 55% 31 24 41	MEN 91 71% 39 32 28	DEM WOMEN 122 79% 53 26	NPP/O MEN 57 72% 49 23	NPP/O WOMEN 52 75% 50 25	REP MEN 45 46% 20 25	WOMEN 35 68% 38 30 26		
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	403 71% 44 27	MEN 18-49 81 70% 37 34 30 20	MEN 50+ 112 62% 38 24 36 28	WOMEN 18-49 84 75% 53 22 23 19	WOMEN 50+ 125 76% 47 29 22 16	DEM 214 75% 47 28 24 19	NPP/O 109 74% 50 24 26 20	REP 81 55% 28 28 40 26	18-49 81 76% 46 29 24 18	50+ 132 75% 47 28 24 20	NPP/O 18-49 60 75% 54 21 25 19	NPP/O 50+ 48 72% 45 27 26 21	18-49 23 58% 20 37 37 24	50+ 57 55% 31 24 41 27	MEN 91 71% 39 32 28 23	DEM WOMEN 122 79% 53 26 21 17	NPP/O MEN 57 72% 49 23 28	NPP/O WOMEN 52 75% 50 25 23	REP MEN 45 46% 20 25 51	WOMEN 35 68% 38 30 26 18		

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

			PAR	ENTS		PERMA ABSEI				CI	TY			E	BOARD 01	F SUPER	RVISORS			
	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	_		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		
		F:	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN FARGETS			TIVE ERS	INTEN MOV			HOUS	EHOLD I	PARTY T	'YPE 	
								CN ST	EVER		AFTER	FIRST	AFTER	FIRST	DEM	DEM	REP	REP	IND	
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	FAV	UNFAV	SWING	INFO	LAST	INFO	LAST	1	2+	1	2+	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			7	7		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											3									

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 Q1 CELL PHONE SONOMA DIRECTION Q2A INITIAL SCAPOSD FAVORABILITY Q5 SCAPOSD FAVORABILITY AFTER	NFO
TOTAL RIGHT WRONG STRNG SMWT STRNG TOTAL TOTAL CR/ STRNG SMWT SMWT STRNG TOTAL TO Total YES NO DIREC TRACK DK/NA FAV FAV UNFAV UNFAV FAV UNFAV NHO FAV FAV UNFAV UNFAV FAV UN	AL AV 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%	0% 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
<u>DK/NA</u> 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
O14 CHLDRN	
O11 SCAPOSD FAVORABILITY AFTER MESSAGING O13 SONOMA TRAIL USE <19 AT HOME O15 EDUCATION	

STRNG SMWT SMWT STRNG TOTAL TOTAL CR/ SEV/ SEV/ ALNVR HS OR SOME COLL POST N	Ŋ
Total FAV FAV UNFAV UNFAV FAV UNFAV DK/NA 1+/WK MONTH YEAR NEVER YES NO LESS COLL GRAD GRAD C	L COLL+
Base 400 224 153 7 9 377 16 7 129 125 91 49 98 296 65 115 126 83	80 209
EXT/VERY SERIOUS 29% 23% 33% 49% 75% 27% 63% 47% 27% 27% 29% 36% 35% 27% 35% 38% 24% 19%	7% 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
Very serious problem 13 12 14 32 33 13 32 0 12 13 14 20 15 13 16 19 15 4	
<u>SMWT/NOT A PROBLEM</u> 56 61 52 51 25 58 37 0 57 57 44 54 57 47 51 61 64	49 62
<u>SMWT/NOT A PROBLEM</u> 56 61 52 51 25 58 37 0 57 57 44 54 57 47 51 61 64 Somewhat serious problem 34 34 36 35 16 35 24 0 36 35 35 26 39 33 25 31 37 44	29 39
<u>SMWT/NOT A PROBLEM</u> 56 61 52 51 25 58 37 0 57 57 44 54 57 47 51 61 64	
<u>SMWT/NOT A PROBLEM</u> 56 61 52 51 25 58 37 0 57 57 44 54 57 47 51 61 64 Somewhat serious problem 34 34 36 35 16 35 24 0 36 35 35 26 39 33 25 31 37 44	29 39

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	ETHNIC	CITY		Q17 I	NCOME		GEN							AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K		MEN		18-29	30-39	40-49	50-54		60-64			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 Extremely serious problem Very serious problem	29 % 15 13	22% 10 12	28% 15 13	24 % 13 11	25% 12 13	34 % 16 18	33% 15 18	28% 18 10	32% 18 14	26% 13 13	25% 9 15	32% 17 15	24 % 7 17	32% 18 15	45 % 36	29% 14 15	27% 12 15	22% 16 6	27% 11 16	30% 18 12	36% 23 12	25 % 14 11
SMWT/NOT A PROBLEM Somewhat serious problem	56 34	62 30	56 36	62 28	59	55	57 38	55	60 35	52 33	66 27	51 34	70 46	40 24	42 37	47 29	57 37	61 31	62 35	51 33	43 31	59 35
Not a problem DK/NA DK/NA	22 16 16	33 16 16	19 16 16	34 14	28 16 16	21 12 12	19 10	17 17 17	25 9 9	19 22 22	39 9	17 17 17	24 7	15 28 28	5 13 13	17 24 24	20 16 16	30 17 17	27 11 11	19 19 19	13 21 21	24 16 16
		(GENDER	BY AGE		P	ARTY RE	:G			PARTY	BY AGE				P.	ARTY B	Y GENDE	R			
	Total	 MEN 18-49	GENDER MEN 50+		 WOMEN 50+	P DEM	ARTY RE	G REP	DEM 18-49	DEM 50+	PARTY : NPP/O 18-49		REP 18-49	REP 50+	DEM MEN	P. DEM WOMEN	ARTY B NPP/O MEN	Y GENDE NPP/O WOMEN	R REP MEN	REP WOMEN		
Base	Total 400	MEN	MEN	WOMEN	 WOMEN					DEM	NPP/O	NPP/O				DEM	NPP/O	NPP/O	REP			
Base EXT/VERY SERIOUS Extremely serious problem Very serious problem		MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	18-49	50+ 	MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	WOMEN		
EXT/VERY SERIOUS Extremely serious problem	 400 29% 15	MEN 18-49 98 26% 12	MEN 50+ 94 38% 25	WOMEN 18-49 66 29% 10	WOMEN 50+ 142 25% 14	DEM 212 21%	NPP/O 108 30% 14 16	REP 80 47% 32	18-49 83 24% 9	DEM 50+ 129 20% 10	NPP/O 18-49 58 27% 10	NPP/O 50+ 50 34% 20	18-49 23 39% 20	50+ 57 50% 37	MEN 92 22 % 10	DEM WOMEN 120 21% 9	NPP/O MEN 63 31% 15	NPP/O WOMEN 45 29% 13	REP MEN 37 58% 43	WOMEN 43 38% 23		

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

			PARI	ENTS		PERMA ABSEI				CI	TY			В	SOARD O	F SUPER	RVISORS			
	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		
								COI	NSISTEN	ICY	POSI	TIVE	INTEN	ISITY						
					P/G14,				TARGETS	3	MOV	ERS	MOV			HOUS	EHOLD :	PARTY I	YPE	
								CN ST	EVER		AFTER	FIRST	AFTER	FIRST	DEM	DEM	REP	REP	IND	
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	FAV	UNFAV	SWING	INFO	LAST	INFO	LAST	1	2+	1	2+	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	13	14	15	15	15	13	16	13	9	8	11	9	13	11	7	21	17	13
SMWT/NOT A PROBLEM	13 56	13 55	13 54		15 56	15 54	15 53	13 65	16 37	13 56	9 50	8 50	11 53	9 54	13 57	11 57	7 53	21 41	17 55	58
SMWT/NOT A PROBLEM Somewhat serious problem												_								
	56	55	54	55	56	54	53	65	37	56	50	50	53	54	57	57	53	41	55	58
Somewhat serious problem	56 34	55 33	54 34	55 35	56 34	54 34	53	65 39	37 28	56 33	50 29	50 30	53 28	54 30	57 26	57 39	53 43	41 20	55	58 40

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

		Q CELL		SONOM	Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVOR <i>I</i>	ABILITY		Q 	5 SCAP(OSD FAV	ORABIL	ITY AF	TER INF	'O
	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		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	
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	
DK/NA	9	9	10	8	10	13	6	8	0	0	7	0	17	9	9	6	10	9	7	18
													~	HLDRN						
		Q11	SCAPOS:	D FAVOR	RABILIT	Y AFTEF	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C				Q15 ED	UCATION	T	
									Q13 				~							
	Total	Q11 STRNG FAV	SCAPOS: SMWT FAV	D FAVOF			R MESSA TOTAL UNFAV	CR/	Q13 	SEV/	TRAIL SEV/ YEAR	USE ALNVR NEVER	~		HS OR LESS	SOME COLL	Q15 EDI COLL GRAD	UCATION POST GRAD	NON COLL	 COLL+
Base	Total 400	STRNG FAV	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	<19 A	NO	LESS	SOME COLL	COLL GRAD	POST	NON COLL	
Base	400	STRNG FAV	SMWT FAV 153	SMWT UNFAV 	STRNG UNFAV 	TOTAL FAV 	TOTAL UNFAV 	CR/ DK/NA 	1+/WK 129	SEV/ MONTH 	SEV/ YEAR 91	ALNVR NEVER 49	YES 98	NO 296	LESS 65	SOME COLL 115	COLL GRAD 	POST GRAD 	NON COLL 	209
EXT/VERY SERIOUS	400 27 %	STRNG FAV 224	SMWT FAV 153	SMWT UNFAV 7	STRNG UNFAV 9	TOTAL FAV 377	TOTAL UNFAV 16	CR/ DK/NA 7	1+/WK 129 25 %	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 49	YES 98	NO 296	LESS 65 32 %	SOME COLL 115	COLL GRAD 126	POST GRAD 83	NON COLL 180	209 24 %
EXT/VERY SERIOUS Extremely serious problem	 400 27% 9	STRNG FAV 224 32%	SMWT FAV 153 18% 9	SMWT UNFAV 7 27% 0	STRNG UNFAV 9 33% 10	TOTAL FAV 377 27% 9	TOTAL UNFAV 16 31% 6	CR/ DK/NA 7 40% 32	1+/WK 129 25% 9	SEV/ MONTH 125 23% 8	SEV/ YEAR 91 29% 12	ALNVR NEVER 49 34% 6	YES 98	NO 296 30%	LESS 65 32% 11	SOME COLL 115 29% 11	COLL GRAD 126 20% 4	POST GRAD 83 30% 11	NON COLL 180 30%	209 24% 7
EXT/VERY SERIOUS	400 27 %	STRNG FAV 224	SMWT FAV 153	SMWT UNFAV 7	STRNG UNFAV 9	TOTAL FAV 377	TOTAL UNFAV 16	CR/ DK/NA 7	1+/WK 129 25 %	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 49	YES 98	NO 296	LESS 65 32 %	SOME COLL 115	COLL GRAD 126	POST GRAD 83	NON COLL 180 30%	209 24 %
EXT/VERY SERIOUS Extremely serious problem	 400 27% 9	STRNG FAV 224 32%	SMWT FAV 153 18% 9	SMWT UNFAV 7 27% 0	STRNG UNFAV 9 33% 10	TOTAL FAV 377 27% 9	TOTAL UNFAV 16 31% 6	CR/ DK/NA 7 40% 32	1+/WK 129 25% 9	SEV/ MONTH 125 23% 8	SEV/ YEAR 91 29% 12	ALNVR NEVER 49 34% 6	YES 98	NO 296 30%	LESS 65 32% 11	SOME COLL 115 29% 11	COLL GRAD 126 20% 4	POST GRAD 83 30% 11	NON COLL 180 30% 11	209 24% 7 17
EXT/VERY SERIOUS Extremely serious problem Very serious problem	400 27% 9	STRNG FAV 224 32% 9 23	SMWT FAV 153 18% 9	SMWT UNFAV 7 27% 0 27	STRNG UNFAV 9 33% 10 23	TOTAL FAV 377 27% 9	TOTAL UNFAV 16 31% 6 25	CR/ DK/NA 7 40% 32 9	1+/WK 129 25% 9	SEV/ MONTH 125 23% 8 15	SEV/ YEAR 91 29% 12	ALNVR NEVER 49 34% 6 28	YES 98 17% 3 14	NO 296 30% 11	LESS 65 32% 11 20	SOME COLL 115 29% 11	COLL GRAD 126 20% 4 16	POST GRAD 83 30% 11	NON COLL 180 30% 11 19	209 24% 7 17
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	400 27% 9 18	STRNG FAV 224 32% 9 23	SMWT FAV 153 18% 9 10	SMWT UNFAV 7 27% 0 27	STRNG UNFAV 9 33% 10 23	TOTAL FAV 377 27% 9 17	TOTAL UNFAV 16 31% 6 25 69	CR/ DK/NA 7 40% 32 9	1+/WK 129 25% 9 16	SEV/ MONTH 125 23% 8 15	SEV/ YEAR 91 29% 12 17	ALNVR NEVER 49 34% 6 28	YES 98 17% 3 14 72	NO 296 30% 11 19	LESS 65 32% 11 20 56	SOME COLL 115 29% 11 19	COLL GRAD 126 20% 4 16	POST GRAD 83 30% 11 19	NON COLL 180 30% 11 19 61 36	209 24% 7 17 68 38
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	400 27% 9 18 64 36	STRNG FAV 224 32% 9 23 59 34	SMWT FAV 153 18% 9 10 71 41	SMWT UNFAV 7 27% 0 27 73 16	STRNG UNFAV 9 33% 10 23 67 39	TOTAL FAV 377 27% 9 17 64 37	TOTAL UNFAV 16 31% 6 25 69 29	CR/ DK/NA 7 40% 32 9	1+/WK 129 25% 9 16 65	SEV/ MONTH 125 23% 8 15 68 40	SEV/ YEAR 91 29% 12 17 65 40	ALNVR NEVER 49 34% 6 28 50 20	YES 98 17% 3 14 72 44	NO 296 30% 11 19 61 34	LESS 65 32% 11 20 56 28	SOME COLL 115 29% 11 19 63 40	COLL GRAD 126 20% 4 16 72 42	POST GRAD	NON COLL 180 30% 11 19 61 36 25	209 24% 7 17 68 38

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	ETHNIC	CITY		Q17 I			GEN	DER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K		MEN	WOMEN	18-29	30-39	40-49			60-64		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 Extremely serious problem Very serious problem	27% 9 18	32 % 9 23	24 % 8 16	34 % 9 25	33 % 9 24	23 % 8 15	26% 11 16	13 % 5	27% 11 16	27% 8 19	26% 6 20	27 % 10 17	4 % 3 2	22 % 12 10	41 % 16 24	36% 11 26	27 % 9 17	36% 11 24	19 % 6 13	32% 12 21	34% 13 21	31% 10 20
SMWT/NOT A PROBLEM Somewhat serious problem Not a problem	64 36 28	52 23 29	67 40 27	53 21 32	56 33 23	68 37 31	70 51 19	77 38 39	68 35 33	60 37 23	64 43 21	63 32 31	90 49 41	63 37 26	47 33 14	52 23 29	69 44 25	54 24 30	72 41 31	58 33 25	53 30 23	62 35 27
DK/NA DK/NA	9	16 16	9	13	11 11	9 9	4 4	10 10	5 5	13 13	10 10	10 10	5 5	15 15	12 12	12 12	5 5	10 10	8 8	10 10	13 13	7 7
			GENDER	BY AGE		P.	ARTY RE	G 			PARTY	BY AGE				P.	ARTY B	Y GENDE	R 			
	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 Extremely serious problem Very serious problem	27% 9 18	20% 6 14	34% 16 18	19% 6 13	31 % 9 22	30% 10 21	20% 4 16	27% 15 12	20% 6 15	37% 12 25	17% 2 15	24 % 7 17	24 % 20 4	29 % 14 15	27% 9 18	33% 10 23	22% 7 15	17% 0 17	36% 23 13	20% 9 11		
SMWT/NOT A PROBLEM														62	68	50	76	74	55	72		
Somewhat serious problem Not a problem	64 36 28	75 38 37	61 32 28	68 46 21	56 33 23	58 30 28	75 47 28	64 38 26	66 40 27	52 24 28	81 46 35	69 47 21	71 35 36	39 22	30 38	31 19	45 31	49 25	32 23	43 29		

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

			PARI	ENTS		PERMA ABSEI				CI				E	SOARD O	F SUPER	RVISORS			
	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		
								COI	NSISTEN	ICY	POSI	TIVE	INTEN	SITY						
		F	LAGS	(P/G12,	P/G14,	, P/G16)		NSISTEN FARGETS		POSI		INTEN MOV			HOUS	EHOLD 1	PARTY I	TYPE	
		F.	LAGS	(P/G12,	P/G14,	, P/G16)		FARGETS		MOV	ERS	MOV	ERS						
	Total	F 1 1+/6	LAGS	(P/G12,	P/G14,	, P/G16 5+/6) 6/6				MOV	ERS		ERS	 DEM 1	HOUS DEM 2+	EHOLD 1 REP 1	PARTY T REP 2+	TYPE IND 1+	MIX
Base	Total 400							CN ST	FARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	MIX 94
Base EXT/VERY SERIOUS		1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190	6/6 139	 CN ST FAV 	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOVE AFTER INFO 157	ERS FIRST LAST 	1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	94
EXT/VERY SERIOUS	400 27 %	1+/6 392 27 %	2+/6 333 27 %	3+/6 284 27 %	4+/6 237 28 %	5+/6 190 30 %	6/6 139 32 %	CN ST FAV 97	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOVE AFTER INFO 157	ERS FIRST LAST 177	1 114 27 %	DEM 2+ 65	REP 1 30	REP 2+ 25	IND 1+ 73	94 24 %
EXT/VERY SERIOUS Extremely serious problem Very serious problem	400 27% 9	1+/6 392 27% 10 18	2+/6 333 27 % 9 17	3+/6 284 27% 8	4+/6 237 28% 7 20	5+/6 190 30% 9 21	6/6 139 32% 10 21	CN ST FAV 97 42% 14 28	EVER UNFAV 49 41% 16 25	SWING 254 19% 6 12	MOV AFTER INFO 110 17% 8 10	FIRST LAST 123 19% 8 11	MOV: AFTER INFO 157 20% 7 14	ERS FIRST LAST 177 20% 6 14	1 114 27% 12 15	DEM 2+ 65 37% 10 28	REP 1 30 30% 15 15	REP 2+ 25 37% 23 14	IND 1+ 73 17% 2	94 24% 7 17
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	400 27% 9 18	1+/6 392 27% 10 18	2+/6 333 27 % 9 17	3+/6 284 27% 8 19	4+/6 237 28% 7 20	5+/6 190 30% 9 21	6/6 139 32% 10 21	CN ST FAV 97 42% 14 28	EVER UNFAV 49 41% 16 25	SWING 254 19% 6 12	MOV AFTER INFO 110 17% 8 10	FIRST LAST 123 19% 8 11	MOV: AFTER INFO 157 20% 7 14 68	ERS FIRST LAST 177 20% 6 14 67	1 114 27% 12 15	DEM 2+ 65 37% 10 28 49	REP 1 30 30% 15 15	REP 2+ 25 37% 23 14 57	IND 1+ 73 17% 2 15	94 24% 7 17
EXT/VERY SERIOUS Extremely serious problem Very serious problem	400 27% 9	1+/6 392 27% 10 18	2+/6 333 27 % 9 17	3+/6 284 27% 8	4+/6 237 28% 7 20	5+/6 190 30% 9 21	6/6 139 32% 10 21	CN ST FAV 97 42% 14 28	EVER UNFAV 49 41% 16 25	SWING 254 19% 6 12	MOV AFTER INFO 110 17% 8 10	FIRST LAST 123 19% 8 11	MOV: AFTER INFO 157 20% 7 14	ERS FIRST LAST 177 20% 6 14	1 114 27% 12 15	DEM 2+ 65 37% 10 28	REP 1 30 30% 15 15	REP 2+ 25 37% 23 14	IND 1+ 73 17% 2	94 24% 7 17
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem Not a problem	400 27% 9 18 64 36 28	1+/6 392 27% 10 18 64 36 28	2+/6 333 27% 9 17 64 37 28	3+/6 284 27% 8 19 64 37 27	4+/6 237 28% 7 20 63 35 28	5+/6 190 30% 9 21 60 35 25	6/6 139 32% 10 21 58 29 29	CN ST FAV 97 42% 14 28 51 37 14	EVER UNFAV 49 41% 16 25 55 30 25	SWING -254 19% 6 12 70 37 33	MOV 	FIRST LAST 123 19% 8 11 67 31 36	MOV. AFTER INFO 157 20% 7 14 68 33 35	ERS FIRST LAST 177 20% 6 14 67 34 32	1 114 27% 12 15 62 29 33	DEM 2+ 65 37% 10 28 49 35 15	REP 1 30 30% 15 15 63 46 17	REP 2+ 25 37% 23 14 57 24 33	IND 1+ 73 17% 2 15 77 46 30	94 24% 7 17 68 38 30
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	400 27% 9 18 64 36	1+/6 392 27% 10 18 64 36	2+/6 333 27% 9 17 64 37	3+/6 284 27% 8 19 64 37	4+/6 237 28% 7 20 63 35	5+/6 190 30% 9 21 60 35	6/6 139 32% 10 21 58 29	CN ST FAV 97 42% 14 28 51	EVER UNFAV 49 41% 16 25 55 30	SWING 254 19% 6 12 70 37	MOV 	FIRST LAST 123 19% 8 11 67 31	MOV: AFTER INFO 157 20% 7 14 68 33	FIRST LAST 177 20% 6 14 67 34	1 114 27% 12 15 62 29	DEM 2+ 65 37% 10 28 49 35	REP 1 30 30% 15 15 63 46	REP 2+ 25 37% 23 14 57 24	IND 1+ 73 17% 2 15 77 46	94 24% 7 17 68 38

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

		Q CELL		SONOM	Q1 A DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AF	TER INF	0
	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		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	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
													014 C	HLDRN						
		Q11	SCAPOS	D FAVOR	ABILIT	Y AFTER	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	r home			Q15 EDT	JCATION	ī	
		CEDAG	CMUT	CMUT	GEDNG		TOTAL	CD /				A.T. NT/ID				SOME	COLL	POST		
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG	TOTAL FAV		CR/ DK/NA	1+/WK	SEV/	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	COLL	GRAD	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

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN					55-59			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 Extremely serious problem Very serious problem	52% 22 30	50% 27 23	52 % 21 31	53% 26 26	53 % 21 32	59 % 27 32	49 % 17 32	37% 15 23	49 % 21 28	54 % 22 31	49 % 14 35	52 % 23 28	36% 16 20	59 % 30 29	67% 36 31	49 % 20 30	60% 23 38	45% 20 25	46% 18 28	56% 25 31	58% 28 30	53% 21 32
SMWT/NOT A PROBLEM	48	50	48	47	47	41	51	61	50	46	51	48	62	41	33	51	40	53	54			46
Somewhat serious problem Not a problem	32 16	25 26	33 15	24 23	27 20	27 14	44 7	41 21	33 17	30 16	26 25	36 13	40 22	20 21	18 14	37 14	31 8	39 15	34 20		26 16	35 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		P2	ARTY RE	G 			PARTY	BY AGE				P.		Y GENDE				
	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 WOMEN	REP MEN	REP WOMEN		
Base	Total 400	MEN	MEN	WOMEN	 WOMEN					DEM	NPP/O	NPP/O	REP	REP		DEM	NPP/O	NPP/O	REP	REP		
Base EXT/VERY SERIOUS		MEN 18-49	MEN 50+	WOMEN 18-49 	WOMEN 50+	DEM	NPP/O	REP	18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN 43		
EXT/VERY SERIOUS Extremely serious problem	 400 52% 22	MEN 18-49 98 43% 17	MEN 50+ 94 56% 25	WOMEN 18-49 66 49% 18	WOMEN 50+ 142 56% 24	DEM 212 48% 21	NPP/O 108 55% 21	REP 80 56% 26	18-49 83 41% 19	DEM 50+ 129 53% 22	NPP/O 18-49 58 55% 18	NPP/O 50+ 50 55% 24	REP 18-49 23 37% 11	REP 50+ 57 64% 31	MEN 92 42% 18	DEM WOMEN 120 53% 23	NPP/O MEN 63 56% 21	NPP/O WOMEN 45 53% 21	REP MEN 37 57% 30	REP WOMEN 43 55% 22		
EXT/VERY SERIOUS	400 52 %	MEN 18-49 98	MEN 50+ 94	WOMEN 18-49 66	WOMEN 50+ 142 56%	DEM 212 48%	NPP/O 108 55%	REP 80 56 %	18-49 83 41 %	DEM 50+ 129	NPP/O 18-49 58	NPP/O 50+ 50	REP 18-49 23	REP 50+ 57 64 %	MEN 92 42 %	DEM WOMEN 120	NPP/O MEN 63	NPP/O WOMEN 45	REP MEN 37	REP WOMEN 43 55% 22		
EXT/VERY SERIOUS Extremely serious problem	 400 52% 22	MEN 18-49 98 43% 17	MEN 50+ 94 56% 25	WOMEN 18-49 66 49% 18 31	WOMEN 50+ 142 56% 24	DEM 212 48% 21	NPP/O 108 55% 21	REP 80 56% 26	18-49 83 41% 19	DEM 50+ 129 53% 22	NPP/O 18-49 58 55% 18	NPP/O 50+ 50 55% 24	REP 18-49 23 37% 11	REP 50+ 57 64% 31	MEN 92 42% 18	DEM WOMEN 120 53% 23	NPP/O MEN 63 56% 21	NPP/O WOMEN 45 53% 21	REP MEN 37 57% 30	REP WOMEN 43 55% 22 33		
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	400 52% 22 30 48 32	MEN 18-49 98 43% 17 26 57 34	MEN 50+ 94 56% 25 31 43 33	WOMEN 18-49 66 49% 18 31 49 34	WOMEN 50+ 142 56% 24 31 44 29	DEM 212 48% 21 27 51 33	NPP/O 108 55% 21 34 45 30	REP 80 56% 26 31 43 32	18-49 83 41% 19 22 57 34	DEM 50+ 129 53% 22 30 47 31	NPP/O 18-49 58 55% 18 36 45 27	NPP/O 50+ 50 55% 24 31 45 33	REP 18-49 23 37% 11 26 63 48	REP 50+ 57 64% 31 32 35 25	MEN 92 42% 18 24 58 36	DEM WOMEN 120 53% 23 30 46 30	NPP/O MEN 63 56% 21 35 44	NPP/O WOMEN 45 53% 21 33 47 29	REP MEN 37 57% 30 28 40 31	REP WOMEN 43 55% 22 33 45		
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	400 52% 22 30 48	MEN 18-49 98 43% 17 26 57	MEN 50+ 94 56% 25 31	WOMEN 18-49 66 49% 18 31 49 34	WOMEN 50+ 142 56% 24 31	DEM 212 48% 21 27	NPP/O 108 55% 21 34 45	REP 80 56% 26 31 43	18-49 83 41% 19 22 57	DEM 50+ 129 53% 22 30 47	NPP/O 18-49 58 55% 18 36	NPP/O 50+ 50 55% 24 31	REP 18-49 23 37% 11 26	REP 50+ 57 64% 31 32	MEN 92 42% 18 24 58	DEM WOMEN 120 53% 23 30 46	NPP/O MEN 63 56% 21 35	NPP/O WOMEN 45 53% 21 33	REP MEN 37 57% 30 28	REP WOMEN 43 55% 22 33 45		
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	400 52% 22 30 48 32	MEN 18-49 98 43% 17 26 57 34	MEN 50+ 94 56% 25 31 43 33	WOMEN 18-49 66 49% 18 31 49 34	WOMEN 50+ 142 56% 24 31 44 29	DEM 212 48% 21 27 51 33	NPP/O 108 55% 21 34 45 30	REP 80 56% 26 31 43 32	18-49 83 41% 19 22 57 34	DEM 50+ 129 53% 22 30 47 31	NPP/O 18-49 58 55% 18 36 45 27	NPP/O 50+ 50 55% 24 31 45 33	REP 18-49 23 37% 11 26 63 48	REP 50+ 57 64% 31 32 35 25	MEN 92 42% 18 24 58 36	DEM WOMEN 120 53% 23 30 46 30	NPP/O MEN 63 56% 21 35 44	NPP/O WOMEN 45 53% 21 33 47 29	REP MEN 37 57% 30 28 40 31	REP WOMEN 43 55% 22 33 45		

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

			PARI	ENTS		PERMA ABSEI				CI	TY			E	30ARD 01	F SUPER	:VISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT	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		
		F:	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN FARGETS			TIVE ERS	INTEN MOV			HOUS	EHOLD E	PARTY T	'YPE 	
	mot al							CN ST	TARGETS EVER		MOV 	ERS FIRST	MOV AFTER	ERS FIRST	 DEM	DEM	REP	REP	IND	MTV
	Total	1+/6	LAGS (3+/6	P/G14,	P/G16 5+/6) 6/6		TARGETS		MOV	ERS	MOV	ERS	 DEM 1					MIX
Base	Total 400							CN ST	TARGETS EVER		MOV 	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	MIX
Base EXT/VERY SERIOUS		1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190	6/6 139	 CN ST FAV 	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	ERS FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 73	94
EXT/VERY SERIOUS	400 52 %	1+/6 392 52 %	2+/6 333 52 %	3+/6 284 51 %	4+/6 237 50 %	5+/6 190 52 %	6/6 139 54 %	CN ST FAV 97	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114 47 %	DEM 2+ 65 48%	REP 1 30	REP 2+ 25	IND 1+ 73	94 55%
EXT/VERY SERIOUS Extremely serious problem	 400 52% 22	1+/6 392 52% 22	2+/6 333 52% 23	3+/6 284 51% 21	4+/6 237 50% 19	5+/6 190 52% 21	6/6 139 54% 22	CN ST FAV 97	FARGETS EVER UNFAV 49 65% 29	SWING 254 50% 22	MOV AFTER INFO 110 42% 18	FIRST LAST 123 44% 17	MOV AFTER INFO 157 48% 18	FIRST LAST 177 49% 20	1 114 47% 19	DEM 2+ 65 48% 27	REP 1 30 63% 33	REP 2+ 25 55% 16	IND 1+ 73 53% 19	94 55% 23
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	400 52% 22 30	1+/6 392 52% 22 30	2+/6 333 52% 23 30	3+/6 284 51% 21	4+/6 237 50% 19 31	5+/6 190 52% 21 32	6/6 139 54% 22 32	CN ST FAV 97 49% 19 30	EVER UNFAV 49 65% 29 36	SWING 254 50% 22 28	MOV AFTER INFO 110 42% 18 24	FIRST LAST 123 44% 17 26	MOV AFTER INFO 157 48% 18 29	ERS FIRST LAST 177 49% 20 29	1 114 47% 19 28	DEM 2+ 65 48% 27 21	REP 1 30 63% 33 30	REP 2+ 25 55% 16 39	IND 1+ 73 53% 19 34	94 55% 23 32
EXT/VERY SERIOUS Extremely serious problem Very serious problem	400 52% 22 30	1+/6 392 52% 22 30 48	2+/6 333 52% 23 30 47	3+/6 284 51% 21 30 48	4+/6 237 50% 19 31 49	5+/6 190 52% 21 32 47	6/6 139 54% 22 32 45	CN ST FAV 97 49% 19 30 51	EVER UNFAV 49 65% 29 36	SWING 254 50% 22 28 49	MOV AFTER INFO 110 42% 18 24	FIRST LAST 123 44% 17 26	MOV AFTER INFO 157 48% 18 29 51	FIRST LAST 177 49% 20 29	1 114 47% 19 28 52	DEM 2+ 65 48% 27 21 52	REP 1 30 63% 33 30 37	REP 2+ 25 55% 16 39 45	IND 1+ 73 53% 19 34 47	94 55% 23 32
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	400 52% 22 30 48 32	1+/6 392 52% 22 30 48 32	2+/6 333 52% 23 30 47 32	3+/6 284 51% 21 30 48 34	4+/6 237 50% 19 31 49 34	5+/6 190 52% 21 32 47 34	6/6 139 54% 22 32 45 33	CN ST FAV 97 49% 19 30 51 27	EVER UNFAV 49 65% 29 36 35 29	SWING 254 50% 22 28 49 34	MOV 	FIRST LAST 123 44% 17 26 56 38	MOV AFTER INFO 157 48% 18 29 51 35	FIRST LAST 177 49% 20 29 50 35	1 114 47% 19 28 52 32	DEM 2+ 65 48% 27 21 52 39	REP 1 30 63% 33 30 37 30	REP 2+ 25 55% 16 39 45 28	IND 1+ 73 53% 19 34 47	94 55% 23 32 44 29

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

		Q CELL		SONOM	Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVOR <i>I</i>	ABILITY		Q 	5 SCAP(OSD FAV	ORABIL	ITY AF?	TER INF	'O
	Total	YES	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	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
													Q14 C	HLDRN						
		Q11	SCAPOSI	D FAVOF	RABILIT	Y AFTEF	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C				Q15 ED	JCATION	ī	
									Q13 				~							
	Total	Q11 STRNG FAV	SCAPOSI SMWT FAV	D FAVOF SMWT UNFAV	RABILIT STRNG UNFAV		R MESSA TOTAL UNFAV	CR/	Q13 	SEV/	TRAIL SEV/ YEAR	USE ALNVR NEVER	~		HS OR LESS	SOME COLL	Q15 EDT COLL GRAD	UCATION POST GRAD	NON COLL	 COLL+
Base	Total 400	STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 A	T HOME		SOME	COLL	POST	NON	
	400	STRNG FAV	SMWT FAV 153	SMWT UNFAV 	STRNG UNFAV 9	TOTAL FAV 	TOTAL UNFAV 	CR/ DK/NA 	1+/WK 129	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 49	YES 98	NO 296	LESS 65	SOME COLL 	COLL GRAD 	POST GRAD 83	NON COLL 180	209
EXT/VERY SERIOUS	400 75 %	STRNG FAV 224	SMWT FAV 153	SMWT UNFAV 7	STRNG UNFAV 9	TOTAL FAV 377	TOTAL UNFAV 16	CR/ DK/NA 7	1+/WK 129 72 %	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 49	YES 98	NO 296	LESS 65 82 %	SOME COLL 115	COLL GRAD 126	POST GRAD 83	NON COLL 180	209 74 %
EXT/VERY SERIOUS Extremely serious problem	 400 75% 43	STRNG FAV 224 79% 43	SMWT FAV 153 70% 42	SMWT UNFAV 7 70% 70	STRNG UNFAV 9 91% 45	TOTAL FAV 377 75% 43	TOTAL UNFAV 16 82% 56	CR/ DK/NA 7 64% 32	1+/WK 129 72% 44	SEV/ MONTH 125 83 % 43	SEV/ YEAR 91 78% 48	ALNVR NEVER 49 62% 30	YES 98	NO 296 76%	LESS 65 82% 42	SOME COLL 115 75% 44	COLL GRAD 126 76% 46	POST GRAD 83 71% 37	NON COLL 180 77% 43	 209 74% 42
EXT/VERY SERIOUS	400 75 %	STRNG FAV 224	SMWT FAV 153	SMWT UNFAV 7	STRNG UNFAV 9	TOTAL FAV 377	TOTAL UNFAV 16	CR/ DK/NA 7	1+/WK 129 72 %	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 49	YES 98	NO 296	LESS 65 82 %	SOME COLL 115	COLL GRAD 126	POST GRAD 83	NON COLL 180 77% 43	74%
EXT/VERY SERIOUS Extremely serious problem	 400 75% 43	STRNG FAV 224 79% 43	SMWT FAV 153 70% 42	SMWT UNFAV 7 70% 70	STRNG UNFAV 9 91% 45	TOTAL FAV 377 75% 43	TOTAL UNFAV 16 82% 56	CR/ DK/NA 7 64% 32	1+/WK 129 72% 44	SEV/ MONTH 125 83% 43	SEV/ YEAR 91 78% 48	ALNVR NEVER 49 62% 30	YES 98	NO 296 76%	LESS 65 82% 42	SOME COLL 115 75% 44	COLL GRAD 126 76% 46	POST GRAD 83 71% 37 34	NON COLL 180 77% 43	209 74% 42 32
EXT/VERY SERIOUS Extremely serious problem Very serious problem	400 75% 43 33	STRNG FAV 224 79% 43 36	SMWT FAV 153 70% 42 28	SMWT UNFAV 7 70% 70	STRNG UNFAV 9 91% 45 46	TOTAL FAV 377 75% 43 33	TOTAL UNFAV 16 82% 56 26	CR/ DK/NA 7 64% 32 32	1+/WK 129 72% 44 28	SEV/ MONTH 125 83% 43 39	SEV/ YEAR 91 78% 48 30	ALNVR NEVER 49 62% 30 32	YES 98 74% 50 25	NO 296 76% 41 36	LESS 65 82% 42 40	SOME COLL 115 75% 44 31	COLL GRAD 126 76% 46 30	POST GRAD 83 71% 37 34	NON COLL 180 77% 43 34	74% 42 32
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	75% 43 33	STRNG FAV 224 79% 43 36	SMWT FAV 153 70% 42 28	SMWT UNFAV 7 70% 70 0	STRNG UNFAV 9 91% 45 46	TOTAL FAV 377 75% 43 33	TOTAL UNFAV 16 82% 56 26	CR/ DK/NA 7 64% 32 32	1+/WK 129 72% 44 28	SEV/ MONTH 125 83% 43 39	SEV/ YEAR 91 78% 48 30	ALNVR NEVER 49 62% 30 32	YES 98 74% 50 25	NO 296 76% 41 36	LESS 65 82% 42 40 18	SOME COLL 115 75% 44 31	COLL GRAD 126 76% 46 30	POST GRAD 83 71% 37 34 28	NON COLL 180 77% 43 34 22	74% 42 32
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	400 75% 43 33 24 19	TRNG FAV 224 79% 43 36 20 16	SMWT FAV 153 70% 42 28 30 23	SMWT UNFAV 7 70% 70 0	STRNG UNFAV 9 91% 45 46	TOTAL FAV 377 75% 43 33 24	TOTAL UNFAV 16 82% 56 26 18 12	CR/ DK/NA 7 64% 32 32 32	1+/WK 129 72% 44 28 27 22	SEV/ MONTH 125 83% 43 39 17 14	SEV/ YEAR 91 78% 48 30 22 17	ALNVR NEVER 49 62% 30 32 36 29	YES 98 74% 50 25 26 21	NO 296 76% 41 36 23	LESS 65 82% 42 40 18 13	SOME COLL 115 75% 44 31 25 22	COLL GRAD 126 76% 46 30 23	POST GRAD 83 71% 37 34 28 21	NON COLL 180 77% 43 34 22 19	209 74% 42 32 25 19

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	ETHNIC	CITY		Q17 I	NCOME		GEN	IDER						A	GE					
	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		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%		87%	72%	64%	63%	75%		74%	85%	71%		83%	77%	76%	68%	77%	74%	77%	72%
Extremely serious problem Very serious problem	43 33	45 40	42 31		49 38	43 28	36 28	34 29	44 31	41 34	32 41	62 23	39 32	40 28	48 35	49 28	45 31	28 40	44 32	42 33	46 30	37 35
SMWT/NOT A PROBLEM	24	15	26		12	28	36	37	24		26	15	29	32	17	23	24	28	23		23	26
Somewhat serious problem Not a problem	19 5	12 3	20 6		10 2	24 4	32 4	26 11	18 6		21 6	15 0	20 9		14 3	17 6	21 3	16 12	19 5	19 5	20 4	19 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	1	P.	ARTY RE	lG			PARTY	BY AGE				P		Y GENDE				
	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 33	47 30	41 31	40 35	42 34	41 34	47 32	42 29	43 33	40 35	49 30	46 35	39 36	43 26	40 33	42 35	52 28	41 39	43 31	41 27		
Very serious problem	33	30	31	35	34	34	32	29	33	35	30	35	36	26	3.3	35	28	39	31	21		
SMWT/NOT A PROBLEM	24	22	26		24	24		29	24		21	17	24		26	23	21	18	25			
Somewhat serious problem	19	16	20		18	18	18	22	16		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		

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

	Ous problem 43 56 44 41 roblem 33 20 29 35 BLEM 24 24 27 23 us problem 19 19 22 17 5 4 5 6					PERMA ABSEI				CI	TY 			E	30ARD 0:	F SUPER	RVISORS			
	Total	DADS	MOMS		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			23	24	25	33	16	27	24	21	21	23	30	19	16	31		
Somewhat serious problem	19	19			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		
		F.	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN			TIVE ERS	INTEN MOV			HOUS	EHOLD I	PARTY T	YPE	
	Total	1+/6	LAGS	(P/G12, 3+/6	P/G14, 4+/6	P/G16 5+/6) 6/6		FARGETS EVER		MOV			ERS	 DEM 1	HOUS DEM 2+	EHOLD I REP 1	PARTY T REP 2+	TYPE IND 1+	MIX
Base	Total 400							CN ST	FARGETS EVER		MOV 	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	
Base EXT/VERY SERIOUS		1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190	6/6 139	 CN ST FAV 	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 	ERS FIRST LAST 123	MOV AFTER INFO 	ERS FIRST LAST 177	1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	94
EXT/VERY SERIOUS	400 75 %	1+/6 392 76 %	2+/6 333 75 %	3+/6 284 75 %	4+/6 237 75% 38	5+/6 190 75 %	6/6 139 72%	CN ST FAV 97 78% 48	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	ERS FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114 76 %	DEM 2+ 65	REP 1 30 73 %	REP 2+ 25	IND 1+ 73	94 74 %
EXT/VERY SERIOUS Extremely serious problem	 400 75 % 43	1+/6 392 76% 43	2+/6 333 75% 43	3+/6 284 75% 42	4+/6 237 75% 38 37	5+/6 190 75% 38	6/6 139 72% 36	CN ST FAV 97 78% 48	FARGETS EVER UNFAV 49 71%	SWING 254 75% 41	MOV AFTER INFO 110 66% 35	FIRST LAST 123 68% 35	MOV AFTER INFO 157 72% 38	FIRST LAST 177 74% 37	1 114 76% 46	DEM 2+ 65 78% 39	REP 1 30 73% 51	REP 2+ 25 63% 37	IND 1+ 73 78% 43	74%
EXT/VERY SERIOUS Extremely serious problem Very serious problem	400 75% 43 33	1+/6 392 76% 43 32	2+/6 333 75% 43 31	3+/6 284 75% 42 34	4+/6 237 75% 38 37	5+/6 190 75% 38 37	6/6 139 72% 36 36	CN ST FAV 97 78% 48 30	EVER UNFAV 49 71% 44 27	SWING 254 75% 41 34	MOV AFTER INFO 110 66% 35	FIRST LAST 123 68% 35 32	MOV AFTER INFO 157 72% 38 35	ERS FIRST LAST 177 74% 37 37	1 114 76% 46 31	DEM 2+ 65 78% 39 40	REP 1 30 73% 51 22	REP 2+ 25 63% 37 26	IND 1+ 73 78% 43 35	94 74% 41 33
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	400 75% 43 33	1+/6 392 76% 43 32	2+/6 333 75% 43 31 25	3+/6 284 75% 42 34 24	4+/6 237 75% 38 37 24 18	5+/6 190 75% 38 37 24	6/6 139 72% 36 36	CN ST FAV 97 78% 48 30	TARGETS EVER UNFAV 49 71% 44 27	SWING 254 75% 41 34 24	MOV AFTER INFO 110 66% 35 31	FIRST LAST 123 68% 35 32	MOV AFTER INFO 157 72% 38 35	FIRST LAST 177 74% 37 37 25	1 114 76% 46 31 22	DEM 2+ 65 78% 39 40 22	REP 1 30 73% 51 22 27	REP 2+ 25 63% 37 26 37	IND 1+ 73 78% 43 35	74% 41 33
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	400 75% 43 33 24 19	1+/6 392 76% 43 32 24	2+/6 333 75% 43 31 25	3+/6 284 75% 42 34 24	4+/6 237 75% 38 37 24 18	5+/6 190 75% 38 37 24 18	6/6 139 72% 36 36 27 22	 CN ST FAV 97 78% 48 30 22	TARGETS EVER UNFAV 49 71% 44 27 29	SWING 254 75% 41 34 24	MOV AFTER INFO 110 66% 35 31 33	FIRST LAST 123 68% 35 32 31 24	MOV AFTER INFO 157 72% 38 35 27 20	FIRST LAST 177 74% 37 37 25	1 114 76% 46 31 22 15	DEM 2+ 65 78% 39 40 22 17	REP 1 30 73% 51 22 27 27	REP 2+ 25 63% 37 26 37 30	IND 1+ 73 78% 43 35 20 20	74% 41 33 26 18

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

		400 160 240 261 86 10% 8% 11% 7% 12% 1 3 2 3 2 3						Q2A IN	ITIAL S	CAPOSD	FAVOR	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AFT	rer inf	0
	Total	YES				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		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
													Q14 C	HLDRN						
		Q11	SCAPOS:	D FAVOF	RABILIT	Y AFTER	R MESSA	GING	Q13	SONOMA	TRAIL	USE	~	CHLDRN T HOME			Q15 EDT	JCATION	ī 	
									Q13				~							
	Total	Q11 STRNG FAV	SCAPOS: SMWT FAV	D FAVOF	RABILIT STRNG UNFAV	Y AFTER TOTAL FAV	R MESSA TOTAL UNFAV	GING CR/ DK/NA	Q13 	SEV/	TRAIL SEV/ YEAR	USE ALNVR NEVER	~		HS OR	SOME COLL	Q15 EDU COLL GRAD	JCATION POST GRAD	NON COLL	 COLL+
Base	Total 400	STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 A'	T HOME		SOME	COLL	POST	NON	
	400	STRNG FAV	SMWT FAV 153	SMWT UNFAV 	STRNG UNFAV 	TOTAL FAV 377	TOTAL UNFAV 	CR/ DK/NA 	1+/WK 129	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 49	YES	NO 296	LESS 65	SOME COLL 115	COLL GRAD 	POST GRAD 83	NON COLL 	209
EXT/VERY SERIOUS	400 10 %	STRNG FAV 224	SMWT FAV 153	SMWT UNFAV 7	STRNG UNFAV 9	TOTAL FAV 377	TOTAL UNFAV 16	CR/ DK/NA 7	1+/WK 129	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 49	<19 A' YES 98 15%	NO 296	LESS 65 11%	SOME COLL 115	COLL GRAD 126	POST GRAD	NON COLL 180	209 8%
EXT/VERY SERIOUS Extremely serious problem	400 10% 3	STRNG FAV 224 9%	SMWT FAV 153 12% 5	SMWT UNFAV 7 0% 0	STRNG UNFAV 9 22% 0	TOTAL FAV 377 10%	TOTAL UNFAV 16 13% 0	CR/ DK/NA 7 0% 0	1+/WK 129 12%	SEV/ MONTH 125 12% 4	SEV/ YEAR 91 6% 3	ALNVR NEVER 49 3% 0	<19 A' YES 98 15% 5	NO 296	LESS 65 11% 4	SOME COLL 115	COLL GRAD 	POST GRAD 83	NON COLL 180 11% 4	209 8% 2
EXT/VERY SERIOUS	400 10 %	STRNG FAV 224	SMWT FAV 153	SMWT UNFAV 7	STRNG UNFAV 9	TOTAL FAV 377	TOTAL UNFAV 16	CR/ DK/NA 7	1+/WK 129	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 49	<19 A' YES 98 15%	NO 296	LESS 65 11%	SOME COLL 115	COLL GRAD 126	POST GRAD 83	NON COLL 180	209 8%
EXT/VERY SERIOUS Extremely serious problem	400 10% 3	STRNG FAV 224 9%	SMWT FAV 153 12% 5	SMWT UNFAV 7 0% 0	STRNG UNFAV 9 22% 0	TOTAL FAV 377 10%	TOTAL UNFAV 16 13% 0	CR/ DK/NA 7 0% 0	1+/WK 129 12%	SEV/ MONTH 125 12% 4	SEV/ YEAR 91 6% 3	ALNVR NEVER 49 3% 0	<19 A' YES 98 15% 5	NO 296 8% 2 6	LESS 65 11% 4	SOME COLL 115	COLL GRAD 126	POST GRAD 83	NON COLL 180 11% 4	209 8% 2
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	400 10% 3	STRNG FAV 224 9% 2	SMWT FAV 153 12% 5	SMWT UNFAV 7 0% 0	STRNG UNFAV 9 22% 0 22	TOTAL FAV 377 10% 3	TOTAL UNFAV 16 13% 0 13	CR/ DK/NA 7 0% 0	1+/WK 129 12% 2	SEV/ MONTH 125 12% 4	SEV/ YEAR 91 6% 3	ALNVR NEVER 49 3% 0	YES 98 15% 5	NO 296 8% 2 6	LESS 65 11% 4 7	SOME COLL 115 11% 3	COLL GRAD 126 10% 3	POST GRAD 83 5% 1 4	NON COLL 180 11% 4	209 8% 2 6
EXT/VERY SERIOUS Extremely serious problem Very serious problem	400 10% 3 7	STRNG FAV 224 9% 2 6	SMWT FAV 153 12% 5 7	SMWT UNFAV 7 0% 0 0	STRNG UNFAV 9 22% 0 22 78	TOTAL FAV 377 10% 3 7	TOTAL UNFAV 16 13% 0 13	CR/ DK/NA 7 0% 0	1+/WK 129 12% 2 10	SEV/ MONTH 125 12% 4 7	SEV/ YEAR 91 6% 3 3	ALNVR NEVER 49 3% 0 3	YES 98 15% 5 10 80	NO 296 8% 2 6	LESS 65 11% 4 7	SOME COLL 115 11% 3 8	COLL GRAD 126 10% 3 7	POST GRAD 83 5% 1 4	NON COLL 180 11% 4 8	209 8% 2 6
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	400 10% 3 7 83 30	STRNG FAV 224 9% 2 6	SMWT FAV 153 12% 5 7	SMWT UNFAV 7 0% 0 0	STRNG UNFAV 9 22% 0 22 78 45	TOTAL FAV 377 10% 3 7	TOTAL UNFAV 16 13% 0 13	CR/ DK/NA 7 0% 0 0 81 48	1+/WK 129 12% 2 10 84	SEV/ MONTH 125 12% 4 7	SEV/ YEAR 91 6% 3 3	ALNVR NEVER 49 3% 0 3 68 27	YES 98 15% 5 10 80 32	NO 296 8% 2 6 85 30 54	LESS 65 11% 4 7 80 30	SOME COLL 115 11% 3 8 80 25	COLL GRAD 126 10% 3 7	POST GRAD	NON COLL 180 11% 4 8	209 8% 2 6 86 34

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	ETHNIC	CITY		Q17 I			GEN	DER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K		MEN	WOMEN					55-59			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
		(BY AGE			ARTY RE				PARTY							Y GENDE				
	Total	MEN		BY AGE WOMEN 18-49			ARTY RE		 DEM 18-49	DEM 50+	PARTY NPP/O 18-49		REP 18-49	REP 50+	 DEM MEN			Y GENDE NPP/O WOMEN		REP WOMEN		
Base	Total 400	MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
Base EXT/VERY SERIOUS		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		
	400	MEN 18-49 98	MEN 50+ 	WOMEN 18-49 	WOMEN 50+ 142	DEM 212	NPP/O 108	REP 80	DEM 18-49 	DEM 50+ 129	NPP/O 18-49 	NPP/O 50+ 	REP 18-49 23	REP 50+ 	DEM MEN 	DEM WOMEN 	NPP/O MEN 	NPP/O WOMEN	REP MEN 	REP WOMEN 		
EXT/VERY SERIOUS	400 10 %	MEN 18-49 98	MEN 50+ 94	WOMEN 18-49 66	WOMEN 50+ 142	DEM 212 12 %	NPP/O 108 12%	REP 80 1 %	DEM 18-49 83	DEM 50+ 129 9 %	NPP/O 18-49 58	NPP/O 50+ 50 18 %	REP 18-49 23 0%	REP 50+ 57	DEM MEN 	DEM WOMEN 120	NPP/O MEN 63	NPP/O WOMEN 45	REP MEN 37	REP WOMEN 43		
EXT/VERY SERIOUS Extremely serious problem	400 10% 3	MEN 18-49 98 11% 4	MEN 50+ 94 7% 4	WOMEN 18-49 66 11% 3	WOMEN 50+ 142 10% 1	DEM 212 12% 3	NPP/O 108 12% 4	REP 80 1%	DEM 18-49 83 17% 5	DEM 50+ 129 9 % 2	NPP/O 18-49 58 6% 2	NPP/O 50+ 50 18% 6	REP 18-49 23 0% 0	REP 50+ 57 2% 0	DEM MEN 92 10% 4	DEM WOMEN 120	NPP/O MEN 63 13%	NPP/O WOMEN 45 10% 2	REP MEN 37 0%	REP WOMEN 43 2%		
EXT/VERY SERIOUS Extremely serious problem Very serious problem	400 10% 3	MEN 18-49 98 11% 4 7	MEN 50+ 94 7% 4	WOMEN 18-49 66 11% 3 8	WOMEN 50+ 142 10% 1	DEM 212 12% 3 9	NPP/O 108 12% 4 7	REP 80 1% 0	DEM 18-49 83 17% 5 12	DEM 50+ 129 9% 2	NPP/O 18-49 58 6% 2 4	NPP/O 50+ 50 18% 6 12	REP 18-49 23 0% 0	REP 50+ 57 2% 0 2	DEM MEN 92 10% 4	DEM WOMEN 120 14% 3 11	NPP/O MEN 63 13% 6	NPP/O WOMEN 45 10% 2 8	REP MEN 37 0% 0	REP WOMEN 43 2% 0 2		
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	400 10% 3 7	MEN 18-49 98 11% 4 7	MEN 50+ 94 7% 4 3	WOMEN 18-49 66 11% 3 8	WOMEN 50+ 142 10% 1 9	DEM 212 12% 3 9	NPP/O 108 12% 4 7 78 28	REP 80 1% 0 1	DEM 18-49 83 17% 5 12	DEM 50+ 129 9% 2 7	NPP/O 18-49 58 6% 2 4	NPP/O 50+ 50 18% 6 12	REP 18-49 23 0% 0 0	REP 50+ 57 2% 0 2	DEM MEN 92 10% 4 6	DEM WOMEN 120 14% 3 11 79	NPP/O MEN 63 13% 6 7	NPP/O WOMEN 45 10% 2 8	REP MEN 37 0% 0	REP WOMEN 43 2% 0 2		
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	400 10% 3 7 83 30	MEN 18-49 98 11% 4 7	MEN 50+ 94 7% 4 3	WOMEN 18-49 66 11% 3 8	WOMEN 50+ 142 10% 1 9	DEM 212 12% 3 9 83 31	NPP/O 108 12% 4 7 78 28	REP 80 1% 0 1	DEM 18-49 83 17% 5 12 81 30	DEM 50+ 129 9% 2 7	NPP/O 18-49 58 6% 2 4 87 26	NPP/O 50+ 50 18% 6 12 68 31	REP 18-49 23 0% 0 0	REP 50+ 57 2% 0 2 85 30	DEM MEN 92 10% 4 6	DEM WOMEN 120 14% 3 11 79 31	NPP/O MEN 63 13% 6 7	NPP/O WOMEN 45 10% 2 8 77 20	REP MEN 37 0% 0 0	REP WOMEN 43 2% 0 2		

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

			PAR	ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPEI	RVISORS	}		
	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		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		86		82	85	87	79	83	79		84	86	87	77	79	85		
Somewhat serious problem	30	34	31	34		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			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		
		F	LAGS	(P/G12,	P/G14	, P/G16)		NSISTEN TARGETS			TIVE ÆRS	INTEI MOV			HOUS	EHOLD :	PARTY T	'YPE	
		F.	LAGS	(P/G12,	P/G14	, P/G16)		TARGETS		MOV	ERS	MOV	ERS		HOUS				
	Total	F. 	LAGS 2+/6	(P/G12,	P/G14, 4+/6	, P/G16 5+/6) 6/6		TARGETS EVER		MOV			ERS	 DEM 1	HOUS DEM 2+	SEHOLD : REP 1	PARTY T REP 2+	ГҮРЕ IND 1+	MIX
Base	Total 400							CN ST	TARGETS EVER	3	MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST		DEM		REP	IND	MIX 94
Base EXT/VERY SERIOUS		1+/6	2+/6	3+/6	4+/6 237	5+/6	6/6	CN ST	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	FIRST LAST 123	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190	6/6 139	CN ST FAV	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 	YERS FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	94
EXT/VERY SERIOUS	400 10%	1+/6 392 10%	2+/6 333 10 %	3+/6 284 10 %	4+/6 237 9 %	5+/6 190 9 %	6/6 139 8%	CN ST FAV 97	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	YERS FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114 15 %	DEM 2+ 65	REP 1 30 3 %	REP 2+ 25	IND 1+ 73	94 10%
EXT/VERY SERIOUS Extremely serious problem	400 10 %	1+/6 392 10%	2+/6 333 10%	3+/6 284 10 %	4+/6 237 9% 1 8	5+/6 190 9 %	6/6 139 8%	CN ST FAV 97	EVER UNFAV 49 14% 6	SWING 254	MOV AFTER INFO 110 7%	FIRST LAST 123	MOV AFTER INFO 157 8%	FIRST LAST 177 9% 3	1 114 15% 2	DEM 2+ 65 8% 6	REP 1 30 3% 0	REP 2+ 25 0% 0	IND 1+ 73 9 % 1	94 10%
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	400 10% 3	1+/6 392 10% 3	2+/6 333 10% 3	3+/6 284 10% 3	4+/6 237 9% 1 8	5+/6 190 9% 1 8	6/6 139 8% 1	CN ST FAV 97 6% 1	EVER UNFAV 49 14% 6	SWING 254 10% 3	MOV AFTER INFO 110 7% 2	FIRST LAST 123 8% 2 6	MOV AFTER INFO 157 8% 2 6	FIRST LAST 177 9% 3 6	1 114 15% 2 13	DEM 2+ 65 8% 6 3	REP 1 30 3% 0 3	REP 2+ 25 0% 0	IND 1+ 73 9% 1 8	94 10% 5 4
EXT/VERY SERIOUS Extremely serious problem Very serious problem	400 10% 3 7	1+/6 392 10% 3 7	2+/6 333 10% 3 7	3+/6 284 10% 3 7	4+/6 237 9% 1 8 81	5+/6 190 9% 1 8	6/6 139 8% 1 7	CN ST FAV 97 6% 1 5	EVER UNFAV 49 14% 6 9	SWING 254 10% 3 7	MOV AFTER INFO 110 7% 2 5	FIRST LAST 123 8% 2 6	MOV AFTER INFO 157 8% 2 6	FIRST LAST 177 9% 3 6	1 114 15% 2 13	DEM 2+ 65 8% 6 3	REP 1 30 3% 0 3	REP 2+ 25 0% 0 0	IND 1+ 73 9% 1 8	94 10% 5 4
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	400 10% 3 7 83 30	1+/6 392 10% 3 7	2+/6 333 10% 3 7	3+/6 284 10% 3 7 82 31 51	4+/6 237 9% 1 8 81 31	5+/6 190 9% 1 8 80 33	6/6 139 8% 1 7	CN ST FAV 97 6% 1 5	TARGETS EVER UNFAV 49 14% 6 9 84 35	SWING 254 10%	MOV AFTER INFO 110 7% 2 5	FIRST LAST 123 8% 2 6	MOV AFTER INFO 157 8% 2 6	FIRST LAST 177 9% 3 6 83 29	1 114 15% 2 13 81 25	DEM 2+ 65 8% 6 3 88 40	REP 1 30 3% 0 3 80 26	REP 2+ 25 0% 0 0 888 24	IND 1+ 73 9% 1 8 80 23	94 10% 5 4 84 38

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

			A PHONE	SONOM	Q1 IA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AF	TER INF	0
	Total	YES	TOTAL NO	RIGHT DIREC		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		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
													014 0	HLDRN						
		Q11	SCAPOS	D FAVOR	ABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	~	г номе			Q15 EDU	JCATION	ī	
	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		10	16	8	10	10	13	5	8	12	6

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	ETHNIC	CITY		Q17 I			GEN	DER						AG	3E					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$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		P.	ARTY RE	G			PARTY	BY AGE				P	ARTY BY	GENDE	R			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NDD /O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total		50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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		

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

	400 48 50 14. SERIOUS 19% 16% 12% 229 Serious problem 8 11 6 6 Dus problem 10 5 6 19 A PROBLEM 72 81 76 75					PERMA ABSEI				CI	TY 			E	BOARD O	F SUPEI	RVISORS	; 		
	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		
					P/G14				NSISTEN TARGETS			TIVE ZERS	INTEN MOV	ERS		HOUS	EHOLD	PARTY T	TYPE	
								CN ST	EVER		AFTER	FIRST	AFTER	FIRST	DEM	DEM	REP	REP	IND	
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	FAV	UNFAV	SWING	INFO	LAST	INFO	LAST	1	2+	1	2+	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 DK/NA	9	9	9	11 11	10	11 11	13	12 12	4	9	13 13	13	11 11	11 11	14 14	10 10	7	9	10 10	3 3

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

								Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AFT	rer inf	0
	Total	YES				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			-			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			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
													014 C	HLDRN						
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	г номе			Q15 EDU	JCATION	I	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV		1+/WK		YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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
very berroad problem		13		33		13	2.2	2,	13		12	20			23	2.1	Ü	Ü	22	,
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

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN	18-29	30-39		50-54		60-64		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 Extremely serious problem Very serious problem	19% 5 14	30% 7 23	17% 5 12	29 % 7 22	23% 5 18	15% 3 12	12% 6 6	14% 5 9	19% 6 13	19 % 5 15	10% 0 10	25% 8 18	17% 4 13	19 % 5 14	31% 20 11	24 % 0 24	17% 5 12	13 % 5 8	17% 4 14	20% 7 14	25% 8 17	15% 5 11
SMWT/NOT A PROBLEM Somewhat serious problem Not a problem	77 46 32	70 40 31	79 47 32	70 40 31	75 42 33	79 54 25	80 54 26	86 46 40	79 46 33	76 45 30	88 44 44	75 51 24	81 43 38	75 48 27	69 35 34	66 39 26	77 51 26	84 52 33	81 46 35	75 46 29	69 40 29	80 51 29
DK/NA	4 4	0 0	4 4	1 1	2 2	6	8 8	0 0	2 2	5 5	2 2	0 0	3	6 6	0 0	10 10	6 6	2 2	1 1	5 5	6	4 4
		(GENDER	BY AGE		P.	ARTY RE	G			PARTY	BY AGE				P.	ARTY B	Y GENDE	R			
	Total	MEN	GENDER MEN 50+	BY AGE WOMEN 18-49		P. DEM	ARTY RE	G REP	 DEM 18-49	DEM 50+	PARTY NPP/O 18-49	BY AGE NPP/O 50+	REP 18-49	REP 50+	 DEM MEN	P. DEM WOMEN	ARTY B'	Y GENDE NPP/O WOMEN	R REP MEN	REP WOMEN		
Base	Total 400	MEN	MEN	WOMEN	 WOMEN					DEM	NPP/O	NPP/O				DEM	NPP/O	NPP/O	REP			
Base EXT/VERY SERIOUS Extremely serious problem Very serious problem		MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	18-49	50+ 	MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	WOMEN		
EXT/VERY SERIOUS Extremely serious problem	 400 19 % 5	MEN 18-49 98 19% 5	MEN 50+ 94 18%	WOMEN 18-49 66 15% 2	WOMEN 50+ 142 21% 6	DEM 212 18% 4	NPP/O 108 18% 4	REP 80 24% 10	18-49 83 14% 1	DEM 50+ 129 20% 6	NPP/O 18-49 58 18% 3	NPP/O 50+ 50 18% 5	18-49 23 29 % 15	50+ 57 22 % 8	MEN 92 16% 4	DEM WOMEN 120	NPP/O MEN 63 20%	NPP/O WOMEN 45 15% 0	REP MEN 37 24% 12	WOMEN 43 24% 9		

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

	Total DADS MOMS NOKDS 400 48 50 142 19% 12% 20% 21%						NENT NTEE			CI	TY			E	BOARD O	F SUPER	RVISORS	:		
	Total	DADS	MOMS		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		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		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		
					P/G14,				NSISTEN TARGETS			TIVE ERS	INTEI MOV			HOUS	EHOLD :	PARTY T	'YPE 	
	Total								TARGETS	3	MOV			ERS	 DEM 1	HOUS DEM 2+	EHOLD : REP 1	PARTY T REP 2+	YPE IND 1+	MIX
Base	Total 400							CN ST	TARGETS EVER	3	MOV 	ERS FIRST	MOV 	ERS FIRST		DEM		REP	IND	MIX 94
Base EXT/VERY SERIOUS		1+/6	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190	6/6 139	CN ST FAV	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	94
EXT/VERY SERIOUS	400 19 %	1+/6 392 19 %	2+/6 333 19 %	3+/6 284 18 %	4+/6 237 19 %	5+/6 190 19 %	6/6 139 19 %	CN ST FAV 97	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114 19 %	DEM 2+ 65 20%	REP 1 30 22%	REP 2+ 25	IND 1+ 73	94 13%
EXT/VERY SERIOUS Extremely serious problem	 400 19% 5	1+/6 392 19%	2+/6 333 19% 6	3+/6 284 18%	4+/6 237 19% 5	5+/6 190 19% 6	6/6 139 19% 5	CN ST FAV 97	EVER UNFAV 49 27%	SWING 254 20% 4	MOV AFTER INFO 110 24%	FIRST LAST 123 23% 6	MOV AFTER INFO 157 22% 5	ERS FIRST LAST 177 22% 6	1 114 19% 4	DEM 2+ 65 20% 3	REP 1 30 22% 11	REP 2+ 25 40% 12	IND 1+ 73 18% 3	94 13%
EXT/VERY SERIOUS Extremely serious problem Very serious problem	400 19% 5	1+/6 392 19% 6	2+/6 333 19% 6 13	3+/6 284 18% 5	4+/6 237 19% 5	5+/6 190 19% 6 14	6/6 139 19% 5	CN ST FAV 97 14% 3 10	EVER UNFAV 49 27% 16	SWING 254 20% 4	MOV 	FIRST LAST 123 23% 6 17	MOV AFTER INFO 157 22% 5	ERS FIRST LAST 177 22% 6 17	1 114 19% 4 15	DEM 2+ 65 20% 3 18	REP 1 30 22% 11 11	REP 2+ 25 40% 12 28	IND 1+ 73 18% 3 15	94 13% 7 5
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	400 19% 5 14	1+/6 392 19% 6 13	2+/6 333 19% 6 13	3+/6 284 18% 5 13	4+/6 237 19% 5 13 77 47	5+/6 190 19% 6 14	6/6 139 19% 5 13	CN ST FAV 97 14% 3 10 84	EVER UNFAV 49 27% 16 11	SWING 254 20% 4 15 76	MOV AFTER INFO 110 24% 6 18	FIRST LAST 123 23% 6 17	MOV AFTER INFO 157 22% 5 17	ERS FIRST LAST 177 22% 6 17 74	1 114 19% 4 15	DEM 2+ 65 20% 3 18 79	REP 1 30 22% 11 11 70	REP 2+ 25 40% 12 28 60	IND 1+ 73 18% 3 15	94 13% 7 5
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	400 19% 5 14 77 46	1+/6 392 19% 6 13 77 46	2+/6 333 19% 6 13 78 46	3+/6 284 18% 5 13 78 48	4+/6 237 19% 5 13 77 47	5+/6 190 19% 6 14 76 47	6/6 139 19% 5 13 75 46	CN ST FAV 97 14% 3 10 84 47	TARGETS EVER UNFAV 49 27% 16 11 73 49	SWING 254 20%	MOV	FIRST LAST 123 23% 6 17 71 38	MOV AFTER INFO 157 22% 5 17 74	ERS FIRST LAST 177 22% 6 17 74 40	1 114 19% 4 15 76 39	DEM 2+ 65 20% 3 18 79 51	REP 1 30 22% 11 11 70 44	REP 2+ 25 40% 12 28 60 43	IND 1+ 73 18% 3 15 79 48	94 13% 7 5 84 51

TABLE 23: Q30. 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

		Q. CELL		SONOM	Q1 IA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVOR <i>I</i>	ABILITY		Q 	5 SCAP(OSD FAV	ORABIL	ITY AFT	rer inf	'O
	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
													Q14 C	HLDRN						
		Q11	SCAPOSI	D FAVOR	ABILIT	Y AFTEF	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C				Q15 ED	JCATION	ī	
									Q13				~							
	Total	Q11 STRNG FAV	SCAPOSI SMWT FAV	D FAVOR				CR/	Q13 	SEV/	TRAIL SEV/ YEAR	USE ALNVR NEVER	~		HS OR LESS	SOME COLL	Q15 EDT COLL GRAD	JCATION POST GRAD	NON COLL	
		STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	<19 AT	NO	LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	
Base	400	STRNG FAV 224	SMWT FAV 153	SMWT UNFAV 	STRNG UNFAV 9	TOTAL FAV 	TOTAL UNFAV 	CR/ DK/NA 	1+/WK 129	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 49	<19 AT YES 98	NO 296	LESS 65	SOME COLL 	COLL GRAD 	POST GRAD 83	NON COLL 	209
Base EXT/VERY SERIOUS	400 22 %	STRNG FAV 224	SMWT FAV 153	SMWT UNFAV 7	STRNG UNFAV 9	TOTAL FAV 377 21 %	TOTAL UNFAV 16	CR/ DK/NA 7	1+/WK 129 26 %	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 49	YES 98	NO 296	LESS 65 40 %	SOME COLL 115	COLL GRAD 126	POST GRAD 83	NON COLL 180	209 17 %
Base EXT/VERY SERIOUS Extremely serious problem	400 22% 8	STRNG FAV 224 22% 9	SMWT FAV 153 20% 6	SMWT UNFAV 7 27% 9	STRNG UNFAV 9 42% 11	TOTAL FAV 377 21% 8	TOTAL UNFAV 16 36% 10	CR/ DK/NA 7 20% 20	1+/WK 129 26% 13	SEV/ MONTH 125 18% 4	SEV/ YEAR 91 19%	ALNVR NEVER 49 23% 11	YES 98	NO 296 20%	LESS 65 40% 15	SOME COLL 115 18% 8	COLL GRAD 126 18% 4	POST GRAD 83 14% 6	NON COLL 180 26%	209 17% 5
Base EXT/VERY SERIOUS	400 22 %	STRNG FAV 224	SMWT FAV 153	SMWT UNFAV 7	STRNG UNFAV 9	TOTAL FAV 377 21 %	TOTAL UNFAV 16	CR/ DK/NA 7	1+/WK 129 26 %	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 49	YES 98	NO 296	LESS 65 40 %	SOME COLL 115	COLL GRAD 126	POST GRAD 83	NON COLL 180	209 17 %
Base EXT/VERY SERIOUS Extremely serious problem	400 22% 8	STRNG FAV 224 22% 9	SMWT FAV 153 20% 6	SMWT UNFAV 7 27% 9	STRNG UNFAV 9 42% 11	TOTAL FAV 377 21% 8	TOTAL UNFAV 16 36% 10	CR/ DK/NA 7 20% 20	1+/WK 129 26% 13	SEV/ MONTH 125 18% 4	SEV/ YEAR 91 19%	ALNVR NEVER 49 23% 11	YES 98	NO 296 20%	LESS 65 40% 15	SOME COLL 115 18% 8	COLL GRAD 126 18% 4	POST GRAD 83 14% 6	NON COLL 180 26%	209 17% 5 12
Base EXT/VERY SERIOUS Extremely serious problem Very serious problem	400 22% 8 13	STRNG FAV 224 22% 9 13	SMWT FAV 153 20% 6	SMWT UNFAV 7 27% 9 18	STRNG UNFAV 9 42% 11 31	TOTAL FAV 377 21% 8 13	TOTAL UNFAV 16 36% 10 26	CR/ DK/NA 7 20% 20 0	1+/WK 129 26% 13	SEV/ MONTH 125 18% 4 14	SEV/ YEAR 91 19% 7	ALNVR NEVER 49 23% 11 12	YES 98 26% 12 14	NO 296 20% 7 13	LESS 65 40% 15 24	SOME COLL 115 18% 8 10	COLL GRAD 126 18% 4 14	POST GRAD 83 14% 6	NON COLL 180 26% 11	209 17% 5 12
Base EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	400 22% 8 13	STRNG FAV 224 22% 9 13	SMWT FAV 153 20% 6 14 71	SMWT UNFAV 7 27% 9 18	STRNG UNFAV 9 42% 11 31	TOTAL FAV 377 21% 8 13	TOTAL UNFAV 16 36% 10 26 64	CR/ DK/NA 7 20% 20 0	1+/WK 129 26% 13 13	SEV/ MONTH 125 18% 4 14	SEV/ YEAR 91 19% 7 12	ALNVR NEVER 49 23% 11 12	YES 98 26% 12 14 64	NO 296 20% 7 13 72	LESS 65 40% 15 24 51	SOME COLL 115 18% 8 10	COLL GRAD 126 18% 4 14	POST GRAD 83 14% 6 9	NON COLL 180 26% 11 15	209 17% 5 12 75 37
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	400 22% 8 13 70 33	STRNG FAV 224 22% 9 13 70 35	SMWT FAV 153 20% 6 14 71 31	SMWT UNFAV 7 27% 9 18 73 30	STRNG UNFAV 9 42% 11 31 58 49	TOTAL FAV 377 21% 8 13 70 34	TOTAL UNFAV 16 36% 10 26 64 41	CR/ DK/NA 7 20% 20 0	1+/WK 129 26% 13 13 66 32	SEV/ MONTH 125 18% 4 14 76 38	SEV/ YEAR 91 19% 7 12 72 36	ALNVR NEVER 49 23% 11 12 62 24	YES 98 26% 12 14 64 33	NO 296 20% 7 13 72 34	LESS 65 40% 15 24 51 20	SOME COLL 115 18% 8 10 72 36	COLL GRAD 126 18% 4 14	POST GRAD	NON COLL 180 26% 11 15 64 30	209 17% 5 12 75 37

TABLE 23: Q30. 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	ETHNIC	CITY		Q17 I			GEN							AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K			MEN	WOMEN							65-74		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 Extremely serious problem Very serious problem	22% 8 13	35% 18 16	19% 7 12	15	28% 10 18	15% 3 12	14% 6 7	17 % 7 10	19 % 7 12	24 % 10 15	31 % 11 21	21 % 10 11	31 % 13 19	26 % 13 13	26% 10 16	16% 5 11	11% 2 9	15 % 7 8	28% 11 17	17% 6 11	22 % 9 13	13 % 4 8
SMWT/NOT A PROBLEM Somewhat serious problem Not a problem	70 33 36	62 27 35	72 34 37	63 26	62 30 33	76 35 42	78 41 37	78 41 37	78 36 42	62 31 31	67 32 35	72 34 38	59 34 25	56 21 35	70 27 43	76 37 39	78 45 32	74 29 45	66 33 33	72 34 39	68 29 39	76 38 38
DK/NA DK/NA	9	3	10 10		10 10	9 9	8 8	6 6	4 4	13	2 2	6	10 10	18 18	5 5	8 8	12 12	11 11	6	10 10	10 10	11 11
			GENDER	BY AGE		P.	ARTY RE	G 			PARTY	BY AGE				P.	ARTY BY	GENDE	R 			
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	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 Extremely serious problem	22%	21%	16%		18%	22%	30%	11%	26%	19%	39%	18%	6%	13%	14%	28%	31%	27%	9%	13 %		
Very serious problem	8 13	7 14	6 10	17 21	7 12	9 13	9 20	5 5	12 14	7 12	12 27	6 12	6 0	5 8	6 8	12 16	8 23	10 17	6 2	8		
Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem Not a problem			-	21 52 27	7 12 67 33 34	_		-		7 12 70 34 37				5 8 77 32 44	•				-			

TABLE 23: Q30. 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

			PARI	ENTS		PERMA ABSEN				CI	TY			E	30ARD 01	F SUPER	VISORS			
	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		
		F.	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN FARGETS		POSI MOV	TIVE ERS	INTEN MOV			HOUS	EHOLD I	PARTY T	YPE	
		F.	LAGS	(P/G12,	P/G14,	P/G16		CN ST	TARGETS EVER			ERS FIRST	MOV AFTER	ERS FIRST	 DEM	DEM	REP	REP	IND	
	Total	1+/6	LAGS ((P/G12, 	P/G14,	P/G16 5+/6) 6/6		FARGETS		MOV	ERS	MOV	ERS	 DEM 1					MIX
Base	Total 400							CN ST	TARGETS EVER		MOV 	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	MIX 94
Base EXT/VERY SERIOUS		1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190	6/6 139	CN ST FAV	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	94
EXT/VERY SERIOUS	400 22 %	1+/6 392 21 %	2+/6 333 20 %	3+/6 284 18 %	4+/6 237 18%	5+/6 190 16 %	6/6 139 14 %	CN ST FAV 97	FARGETS EVER UNFAV 49 21%	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOV. AFTER INFO 157	ERS FIRST LAST 177	1 114 22 %	DEM 2+ 65 24 %	REP 1 30 18%	REP 2+ 25	IND 1+ 73 29%	94 1 9 %
EXT/VERY SERIOUS Extremely serious problem	 400 22% 8	1+/6 392 21% 9	2+/6 333 20% 7	3+/6 284 18%	4+/6 237 18% 6	5+/6 190 16% 5	6/6 139 14%	CN ST FAV 97 22%	FARGETS EVER UNFAV 49 21%	SWING 254 22% 7	MOV AFTER INFO 110 21%	FIRST LAST 123 20%	MOV. AFTER INFO 157 22% 6	FIRST LAST 177 20% 6	1 114 22% 9	DEM 2+ 65 24% 11	REP 1 30 18% 11	REP 2+ 25 6% 0	IND 1+ 73 29% 8	94 19% 8
EXT/VERY SERIOUS Extremely serious problem Very serious problem	400 22% 8	1+/6 392 21% 9	2+/6 333 20% 7 12	3+/6 284 18% 6 12	4+/6 237 18% 6 12	5+/6 190 16% 5	6/6 139 14% 6	CN ST FAV 97 22% 13 9	EVER UNFAV 49 21% 6 15	SWING 254 22% 7 14	MOV 	FIRST LAST 123 20% 7 13	MOV. 	ERS FIRST LAST 177 20% 6 14	1 114 22% 9 13	DEM 2+ 65 24% 11 13	REP 1 30 18% 11 7	REP 2+ 25 6% 0 6	IND 1+ 73 29% 8 21	94 19% 8 11
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM	400 22% 8 13	1+/6 392 21% 9 13	2+/6 333 20% 7 12 71	3+/6 284 18% 6 12	4+/6 237 18% 6 12	5+/6 190 16% 5 11	6/6 139 14% 6 8	CN ST FAV 97 22% 13 9	EVER UNFAV 49 21% 6 15	SWING 254 22% 7 14	MOV AFTER INFO 110 21% 7 15	FIRST LAST 123 20% 7 13	MOV AFTER INFO 157 22% 6 16	ERS FIRST LAST 177 20% 6 14 71	1 114 22% 9 13	DEM 2+ 65 24% 11 13 64	REP 1 30 18% 11 7	REP 2+ 25 6% 0 6	IND 1+ 73 29% 8 21	94 19% 8 11
EXT/VERY SERIOUS Extremely serious problem Very serious problem SMWT/NOT A PROBLEM Somewhat serious problem	400 22% 8 13 70 33	1+/6 392 21% 9 13 70 33	2+/6 333 20% 7 12 71 34	3+/6 284 18% 6 12 72 34	4+/6 237 18% 6 12 72 34	5+/6 190 16% 5 11 74 33	6/6 139 14% 6 8 74 33	CN ST FAV 97 22% 13 9 66 28	EVER UNFAV 49 21% 6 15 72 36	SWING 254 22% 7 14 71 35	MOVAFTER INFO 110 21% 7 15 67 30	ERS FIRST LAST 123 20% 7 13 66 30	MOV AFTER INFO 157 22% 6 16 69 31	ERS FIRST LAST 177 20% 6 14 71 35	1 114 22% 9 13 69 31	DEM 2+ 65 24% 11 13 64 39	REP 1 30 18% 11 7 67 35	REP 2+ 25 6% 0 6 88 34	IND 1+ 73 29% 8 21 62 31	94 19% 8 11 76 34

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

		Q			Q1 MA DIRE			Q2A IN	ITIAL S	SCAPOSD	FAVOR <i>I</i>	ABILITY		Q		OSD FAY	ORABIL	ITY AFT	TER INF	'O
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG	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	
DK/NA	9	9	9	8	6	17	3	4	6	0	3	4	23	5	11	11	13	7	12	46
								~	-10				Q14 C				.15			
		Q11	SCAPOS.	D FAVOR	 KABTTT.I.	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 AT	HOME			Q15 EDT	CATION	 	
	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															

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		Q16	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AC	€E					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K		\$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 Strongly approve Somewhat approve	83 % 45 38	92 % 65 27	83 % 43 40	89 % 59 30	84 % 48 36	81 % 43 38	88% 46 42	80 % 42 38	84 % 43 42	82 % 47 35	93% 60 32	86% 48 38	84 % 49 35	81 % 51 31	80 % 37 43	82 % 40 42	79% 36 42	81 % 39 42	88% 53 35	80 % 40 41	81% 42 39	80% 38 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 Strongly disapprove	5 3	2	5 3	4 2	7	4	6 2	3	5 3	5 3	1	6 1	1	7 2	7 5	4	7 4	8	3 2	7 4	6 4	7 4
		-		_		_	_	_			_	_		_		_		_			_	
DK/NA DK/NA	9 9	5 5	9 9	6	6 6	12 12	4	13 13	8 8	10 10	6	7 7	12 12	10 10	7 7	9 9	11 11	7	8 8	9 9	9 9	9 9
DR/ NA	9	3	,	0	0	12	7	13	0	10	0	,	12	10	,	9	11	,	0	9	9	9
			GENDER	BY AGE		P.	ARTY RE	G			PARTY	BY AGE				P	ARTY B	Y GENDE	R			
	Total	MEN	GENDER MEN 50+	BY AGE WOMEN 18-49	 WOMEN 50+	P. DEM	ARTY RE	G REP	 DEM 18-49	DEM 50+	PARTY NPP/O 18-49		REP 18-49	REP 50+	 DEM MEN	P. DEM WOMEN	ARTY B NPP/O MEN		R REP MEN	REP		
Base	Total 803	MEN	MEN	WOMEN	WOMEN						NPP/O	NPP/O	REP			DEM	NPP/O	NPP/O	REP			
Base TOTAL APPROVE		MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	18-49	50+ 	NPP/O 18-49	NPP/O 50+	REP 18-49	50+ 	MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN 	REP MEN	WOMEN 78		
	803	MEN 18-49 179	MEN 50+ 206 82% 38	WOMEN 18-49 150	WOMEN 50+ 268	DEM 426 85%	NPP/O 217	REP 161	18-49 164 90% 56	50+ 261 82 % 44	NPP/O 18-49 118	NPP/O 50+ 98	REP 18-49 46 75% 35	50+ 114 70% 28	MEN 183 87 % 44	DEM WOMEN 242 84% 52	NPP/O MEN 120 87% 49	NPP/O WOMEN 97 90% 50	REP MEN 82 76% 32	WOMEN 78 68% 28		
TOTAL APPROVE	803 83%	MEN 18-49 179	MEN 50+ 206	WOMEN 18-49 150	WOMEN 50+ 268	DEM 426	NPP/O 217 88%	REP 161 72 %	18-49 164 90 %	50+ 261 82 %	NPP/O 18-49 118	NPP/O 50+ 98	REP 18-49 46	50+ 114 70 %	MEN 183 87 %	DEM WOMEN 242	NPP/O MEN 120	NPP/O WOMEN 97 90% 50	REP MEN 82	WOMEN 78 68% 28		
TOTAL APPROVE Strongly approve	83% 85	MEN 18-49 179 87% 48	MEN 50+ 206 82% 38	WOMEN 18-49 150 88% 58	WOMEN 50+ 268 79% 41	DEM 426 85%	NPP/O 217 88% 49	REP 161 72% 30	18-49 164 90% 56	50+ 261 82 % 44	NPP/O 18-49 118 89% 54	NPP/O 50+ 98 88% 43	REP 18-49 46 75% 35	50+ 114 70% 28	MEN 183 87 % 44	DEM WOMEN 242 84% 52	NPP/O MEN 120 87% 49	NPP/O WOMEN 97 90% 50 40	REP MEN 82 76% 32	WOMEN 78 68% 28		
TOTAL APPROVE Strongly approve Somewhat approve TOTAL DISAPPROVE Somewhat disapprove	803 83% 45 38 8	MEN 18-49 179 87% 48 39 6 3	MEN 50+ 206 82% 38 44 10 7	WOMEN 18-49 150 88% 58 31	WOMEN 50+ 268 79% 41 38 11 6	DEM 426 85% 49 37 6 3	NPP/O 217 88% 49 39	REP 161 72% 30 42 16 12	18-49 164 90% 56 34	50+ 261 82% 44 38	NPP/O 18-49 118 89% 54 34	NPP/O 50+ 98 88% 43 45	REP 18-49 46 75% 35 40 6	50+ 114 70% 28 43 21 16	MEN 183 87% 44 42 7 3	DEM WOMEN 242 84% 52 32	NPP/O MEN 120 87% 49 38	NPP/O WOMEN 97 90% 50 40	REP MEN 82 76% 32 44 14	WOMEN 78 68% 28 40 19 14		
TOTAL APPROVE Strongly approve Somewhat approve TOTAL DISAPPROVE	803 83% 45 38	MEN 18-49 179 87% 48 39	MEN 50+ 206 82% 38 44	WOMEN 18-49 150 88% 58 31	WOMEN 50+ 268 79% 41 38	DEM 426 85% 49 37	NPP/O 217 88% 49 39	REP 161 72% 30 42 16	18-49 164 90% 56 34	50+ 261 82% 44 38	NPP/O 18-49 118 89% 54 34	NPP/O 50+ 98 88% 43 45	REP 18-49 46 75% 35 40	50+ 114 70% 28 43	MEN 183 87% 44 42 7	DEM WOMEN 242 84% 52 32	NPP/O MEN 120 87% 49 38	NPP/O WOMEN 97 90% 50 40	REP MEN 82 76% 32 44 14	WOMEN 78 68% 28 40		
TOTAL APPROVE Strongly approve Somewhat approve TOTAL DISAPPROVE Somewhat disapprove	803 83% 45 38 8	MEN 18-49 179 87% 48 39 6 3	MEN 50+ 206 82% 38 44 10 7	WOMEN 18-49 150 88% 58 31	WOMEN 50+ 268 79% 41 38 11 6	DEM 426 85% 49 37 6 3	NPP/O 217 88% 49 39	REP 161 72% 30 42 16 12	18-49 164 90% 56 34	50+ 261 82% 44 38	NPP/O 18-49 118 89% 54 34	NPP/O 50+ 98 88% 43 45	REP 18-49 46 75% 35 40 6	50+ 114 70% 28 43 21 16	MEN 183 87% 44 42 7 3	DEM WOMEN 242 84% 52 32	NPP/O MEN 120 87% 49 38	NPP/O WOMEN 97 90% 50 40 4 4	REP MEN 82 76% 32 44 14	WOMEN 78 68% 28 40 19 14		

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

											TY			E	BOARD O	F SUPEI	RVISORS	3		
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK		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%				84%	82%		81%	80%	86%		84%	81%	85%	83%	88%	79%		
Strongly approve Somewhat approve	45 38	43 38	50 33	43 43		46 38	42 40	48 42	40 41	46 35	33 52			46 36	43 42	44 39	43 45	49 30		
TOTAL DISAPPROVE	8	8	_			6	12		15	6	5		9	7	9	8	5	12		
Somewhat disapprove Strongly disapprove	5 3	5 3	4 1			3	9	1 5	14 1	3	2		6 3	2 5	5 4	6 2	3 2	10 2		
DK/NA	9	11 11	12 12		9	10 10	6	3	4 4	14 14	9 9		7 7	12 12	6	9 9	7 7	9 9		
		F	LAGS	(P/G12,	P/G14	, P/G16)		NSISTE TARGETS			TIVE ÆRS	INTEI MOV			HOUS	SEHOLD	PARTY 1	ΓΥΡΕ	
	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+	MI
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	1
TOTAL APPROVE	83%	83%				81%	81%		58%	84%	75%		80%	76%	84%	83%	66%	66%	88%	8:
Strongly approve Somewhat approve	45 38	45 39	42 40	42 40		43 38	44 37	75 19	9 48	41 44	41 34	38 32	45 35	41 35	52 33	43 40	28 38	27 39	47 41	4
TOTAL DISAPPROVE	8	8	9			8	10	4	34	4	8		7	10	6	7	19	19	4	
Somewhat disapprove Strongly disapprove	5 3	5 3	6 3			6 3	7 3	1	21 13	3 1	7 2		5 2	7 3	3 4	3 4	12 7	14 5	3 0	
DK/NA	9	9	9	9		10	9	2	8	11	17	19	12	14	9	10	15	15	8	
DK/NA	9	9	9	9	11	10	9	2	8	11	17	19	12	14	9	10	15	15	8	

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

								Q2A IN:	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q 	5 SCAP(OSD FAV	ORABIL	ITY AFT	rer inf	'O
	Total	YES	NO			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
													Q14 C	HLDRN						
		Q11	SCAPOS:	D FAVOF	ABILIT	Y AFTEF	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C				Q15 ED	JCATION	I	
									Q13 				~		 HS OR					
	Total	Q11 STRNG FAV	SCAPOS: SMWT FAV	D FAVOF SMWT UNFAV		Y AFTEF TOTAL FAV		GING CR/ DK/NA	Q13 	SEV/	TRAIL SEV/ YEAR	USE ALNVR NEVER	~		HS OR LESS	SOME COLL	Q15 EDU COLL GRAD	JCATION POST GRAD	NON COLL	 COLL+
Base	Total 403	STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 A	T HOME		SOME	COLL	POST	NON	COLL+ 221
	403	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 	TOTAL FAV 370	TOTAL UNFAV	CR/ DK/NA 	1+/WK 129	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 	YES	NO 293	LESS 71	SOME COLL 	COLL GRAD 	POST GRAD 	NON COLL 	221
TOTAL APPROVE	403 80%	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 6	TOTAL FAV 370	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129 85 %	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62	YES 101	NO 293	LESS 71 83%	SOME COLL 100	COLL GRAD 130	POST GRAD 91	NON COLL 171 82%	221 78 %
TOTAL APPROVE Strongly approve	403 80 % 42	STRNG FAV 218 87% 54	SMWT FAV 151 78% 32	SMWT UNFAV 12 42% 0	STRNG UNFAV 6 6 14%	TOTAL FAV 370 83% 45	TOTAL UNFAV 18 33% 0	CR/ DK/NA 15 59% 21	1+/WK 129 85% 53	SEV/ MONTH 123 79% 45	SEV/ YEAR 81 83% 37	ALNVR NEVER 62 69% 21	YES 101 81% 46	NO 293 80% 41	LESS 71 83% 44	SOME COLL 100 82% 50	COLL GRAD 130 78% 33	POST GRAD 91 78% 46	NON COLL 171 82% 47	78%
TOTAL APPROVE	403 80%	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 6	TOTAL FAV 370	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129 85 %	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62	YES 101	NO 293	LESS 71 83%	SOME COLL 100	COLL GRAD 130	POST GRAD 91	NON COLL 171 82%	221 78 %
TOTAL APPROVE Strongly approve	403 80 % 42	STRNG FAV 218 87% 54	SMWT FAV 151 78% 32	SMWT UNFAV 12 42% 0	STRNG UNFAV 6 6 14%	TOTAL FAV 370 83% 45	TOTAL UNFAV 18 33% 0	CR/ DK/NA 15 59% 21	1+/WK 129 85% 53	SEV/ MONTH 123 79% 45	SEV/ YEAR 81 83% 37	ALNVR NEVER 62 69% 21	YES 101 81% 46	NO 293 80% 41	LESS 71 83% 44	SOME COLL 100 82% 50	COLL GRAD 130 78% 33	POST GRAD 91 78% 46	NON COLL 171 82% 47	78%
TOTAL APPROVE Strongly approve Somewhat approve	403 80% 42 38	STRNG FAV 218 87% 54 34	SMWT FAV 151 78% 32 46	SMWT UNFAV 12 42% 0 42	STRNG UNFAV 6 6 14% 0 14	TOTAL FAV 370 83% 45 39	TOTAL UNFAV 18 33% 0 33	CR/ DK/NA 15 59% 21 39	1+/WK 129 85% 53 32	SEV/ MONTH 123 79% 45	SEV/ YEAR 81 83% 37 46	ALNVR NEVER 62 69% 21 49	YES 101 81% 46 35	NO 293 80% 41 39	LESS 71 83% 44 39	SOME COLL 100 82% 50 32	COLL GRAD 130 78% 33 45	POST GRAD 91 78% 46 32	NON COLL 171 82% 47 35	78% 39 39
TOTAL APPROVE Strongly approve Somewhat approve TOTAL DISAPPROVE	403 80% 42 38	STRNG FAV 218 87% 54 34	SMWT FAV 151 78% 32 46 11	SMWT UNFAV 12 42% 0 42 45	STRNG UNFAV 6 6 14% 0 14	TOTAL FAV 370 83% 45 39	TOTAL UNFAV 18 33% 0 33 53	CR/ DK/NA 15 59% 21 39	1+/WK 129 85% 53 32	SEV/ MONTH 123 79% 45 33	SEV/ YEAR 81 83% 37 46	ALNVR NEVER 62 69% 21 49	YES 101 81% 46 35 11	NO 293 80% 41 39	LESS 71 83% 44 39	SOME COLL 100 82% 50 32 11	COLL GRAD 130 78% 33 45	POST GRAD 91 78% 46 32	NON COLL 171 82% 47 35	78% 39 39
TOTAL APPROVE Strongly approve Somewhat approve TOTAL DISAPPROVE Somewhat disapprove	403 80% 42 38 10	STRNG FAV 218 87% 54 34	SMWT FAV 151 78% 32 46 11 9	SMWT UNFAV 12 42% 0 42 45 28	STRNG UNFAV 6 14% 0 14 71	TOTAL FAV 370 83% 45 39 8 6	TOTAL UNFAV 18 33% 0 33 53 19	CR/ DK/NA 15 59% 21 39 19	1+/WK 129 85% 53 32 5	SEV/ MONTH 123 79% 45 33 11	SEV/ YEAR 	ALNVR NEVER 62 69% 21 49 17	YES 101 81% 46 35 11 9	NO 293 80% 41 39 10	LESS 71 83% 44 39 8 7	SOME COLL 100 82% 50 32 11 10	COLL GRAD 130 78% 33 45	POST GRAD 91 78% 46 32 9	NON COLL 171 82% 47 35 10 9	78% 39 39 10 6

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K		\$90K- \$120K	\$120K +	MEN	WOMEN				50-54				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 Strongly approve	80 %	88 % 54	81 %	83 % 50	81 %	81 %	91 % 46	73 %	78 %	82 %	87 % 64	83 %	74% 37	83 % 51	83% 38	80 %	80% 30	73% 37	82 %	79% 38	82 % 43	77% 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 Strongly disapprove	7	9 0	7 3	9 0	12 1	6 0	1 6	11 6	7 4	7 1	8	7 0	9 4	7 4	10 0	6 2	5 4	6 4	8 2	7 3	8 2	6 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			ARTY RE	G			PARTY :					P		Y GENDE				
	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	Total 403	MEN	MEN	WOMEN	WOMEN					DEM	NPP/O	NPP/O	REP	REP		DEM	NPP/O	NPP/O	REP			
Base TOTAL APPROVE		MEN 18-49	MEN 50+	WOMEN 18-49 	WOMEN 50+	DEM	NPP/O	REP	18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	WOMEN		
TOTAL APPROVE Strongly approve	403 80% 42	MEN 18-49 81 76% 43	MEN 50+ 112 80% 38	WOMEN 18-49 84 86% 53	WOMEN 50+ 125 79% 38	DEM 214 83% 46	NPP/O 109	REP 81 68% 24	18-49 81 87% 53	DEM 50+ 132 81% 41	NPP/O 18-49 60 84% 46	NPP/O 50+ 48 85% 49	REP 18-49 23 57% 32	REP 50+ 57 72% 21	MEN 91 82 % 42	DEM WOMEN 122 84% 48	NPP/O MEN 	NPP/O WOMEN 52 84% 49	REP MEN 45 63% 28	WOMEN 35 73% 18		
TOTAL APPROVE Strongly approve Somewhat approve	403 80% 42 38	MEN 18-49 81 76% 43 34	MEN 50+ 112 80% 38 42	WOMEN 18-49 84 86% 53 34	WOMEN 50+ 125 79% 38 41	DEM 214 83% 46 37	NPP/O 109 84% 47 37	REP 81 68% 24 44	18-49 81 87% 53 34	DEM 50+ 132 81% 41 39	NPP/O 18-49 60 84% 46 37	NPP/O 50+ 48 85% 49 36	REP 18-49 23 57% 32 25	REP 50+ 57 72% 21 51	MEN 91 82% 42 40	DEM WOMEN 122 84% 48 36	NPP/O MEN 57 85% 46 39	NPP/O WOMEN 52 84% 49 34	REP MEN 45 63% 28 35	WOMEN 35 73% 18 54		
TOTAL APPROVE Strongly approve Somewhat approve TOTAL DISAPPROVE	403 80% 42	MEN 18-49 81 76% 43 34	MEN 50+ 112 80% 38 42 9	WOMEN 18-49 84 86% 53	WOMEN 50+ 125 79% 38	DEM 214 83% 46	NPP/O 109 84% 47	REP 81 68% 24 44 20	18-49 81 87% 53	DEM 50+ 132 81% 41	NPP/O 18-49 60 84% 46 37	NPP/O 50+ 48 85% 49 36	REP 18-49 23 57% 32 25	REP 50+ 57 72% 21 51	MEN 91 82 % 42	DEM WOMEN 122 84% 48	NPP/O MEN 57 85% 46	NPP/O WOMEN 52 84% 49 34	REP MEN 45 63% 28 35	WOMEN 35 73% 18 54 19		
TOTAL APPROVE Strongly approve Somewhat approve	403 80% 42 38	MEN 18-49 81 76% 43 34	MEN 50+ 112 80% 38 42	WOMEN 18-49 84 86% 53 34	WOMEN 50+ 125 79% 38 41	DEM 214 83% 46 37	NPP/O 109 84% 47 37	REP 81 68% 24 44	18-49 81 87% 53 34	DEM 50+ 132 81% 41 39	NPP/O 18-49 60 84% 46 37	NPP/O 50+ 48 85% 49 36	REP 18-49 23 57% 32 25	REP 50+ 57 72% 21 51	MEN 91 82% 42 40	DEM WOMEN 122 84% 48 36	NPP/O MEN 57 85% 46 39	NPP/O WOMEN 52 84% 49 34	REP MEN 45 63% 28 35	WOMEN 35 73% 18 54		
TOTAL APPROVE Strongly approve Somewhat approve TOTAL DISAPPROVE Somewhat disapprove	403 80% 42 38 10	MEN 18-49 81 76% 43 34 15	MEN 50+ 112 80% 38 42 9 4	WOMEN 18-49 84 86% 53 34 6	WOMEN 50+ 125 79% 38 41 10 9	DEM 214 83% 46 37	NPP/O 109 84% 47 37 5 5	REP 81 68% 24 44 20 11	18-49 81 87% 53 34 9 7	DEM 50+ 132 81% 41 39 7	NPP/O 18-49 60 84% 46 37	NPP/O 50+ 48 85% 49 36 2 2	REP 18-49 23 57% 32 25 22	REP 50+ 57 72% 21 51 18 10	MEN 91 82% 42 40 9 5	DEM WOMEN 122 84% 48 36	NPP/O MEN 57 85% 46 39	NPP/O WOMEN 52 84% 49 34	REP MEN 45 63% 28 35 20 11	WOMEN 35 73% 18 54 19 11		

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

							NENT NTEE			CI	TY			E	BOARD O	F SUPER	RVISORS			
	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		
								COI	NSISTEN	ICY	POSI	TIVE	INTEN	SITY						
					P/G14,				rargets	3	MOV	ERS	MOV			HOUS	EHOLD 1	PARTY I	YPE	
								CN ST	EVER		AFTER	FIRST	AFTER		DEM	DEM	REP	REP	IND	
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	FAV	UNFAV	SWING	INFO	LAST	INFO	LAST	1	2+	1	2+	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												2 -							45	47
Somewhat approve	42	42	40	38	40	38	40	66	6	40	40	35	42	38	42	44	24	29	45	
Bollicwilde approve	42 38	42 38	40 39	38 41	40 39	38 40	40 42	66 26	6 47	40 42	40 35	36	42 36	38	42 41	44 38	24 38	29 40	36	38
TOTAL DISAPPROVE																				38 12
	38	38 10 7	39	41	39	40	42	26	47	42	35	36	36	37	41	38	38	40	36	
TOTAL DISAPPROVE	38 10	38 10	39 10	41 9	39 9	40 10	42 10	26 4	47 39	42 6	35 7	36 11	36 8	37 12	41 10	38 9	38 13	40 19	36 6	12
TOTAL DISAPPROVE Somewhat disapprove	38 10 7	38 10 7	39 10 8	41 9 6	39 9 6	40 10 7	42 10 7	26 4 4	47 39 21	6	35 7 7	36 11 8	36 8 8	37 12 9	41 10 8	38 9 7	38 13 6	40 19 3	36 6 6	12 9

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 Q1 CELL PHONE SONOMA DIRECTION TOTAL RIGHT WRONG Total YES NO DIREC TRACK DK/NA						Q2A IN	ITIAL S	CAPOSD	FAVOR <i>I</i>	ABILITY		Q	5 SCAP(OSD FAV	ORABIL	ITY AFT	TER INF	0
	Total	YES	TOTAL NO	RIGHT DIREC		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		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
													Q14 C	HLDRN						
		Q11	SCAPOS	D FAVOR	ABILIT	Y AFTER	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	r home			015 EDI	JCATION	ſ	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR /			SEV/	ALNVR			HS OR				NON	
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	COLL+
Base	Total 403								1+/WK 	SEV/			YES 	NO 293		SOME	COLL	POST		COLL+ 221
	403	FAV 218	FAV 151	UNFAV 12	UNFAV 6	FAV 370	UNFAV 18	DK/NA 15	129	SEV/ MONTH 123	YEAR 81	NEVER 62	101	293	LESS 71	SOME COLL 	COLL GRAD 	POST GRAD 	COLL 171	221
TOTAL APPROVE	403 63%	FAV 218 74 %	FAV 151 55 %	UNFAV 12 18%	UNFAV 6	FAV 370 66 %	UNFAV 18 12%	DK/NA 15	129 71 %	SEV/ MONTH 123	YEAR 81 58%	NEVER 62 44 %	101 64 %	293 62 %	LESS 71 60 %	SOME COLL 100	COLL GRAD 130	POST GRAD 91	COLL 171 65%	221 62 %
TOTAL APPROVE Strongly approve	403 63% 24	FAV 218 74 % 34	FAV 151 55 % 14	UNFAV 12 18% 6	UNFAV 6 6 0%	FAV 370 66% 26	UNFAV 18 12% 4	DK/NA 15 33% 9	71% 30	SEV/ MONTH 123 66% 28	YEAR 81 58% 17	NEVER 62 44% 14	 101 64% 30	293 62% 22	LESS 71 60% 28	SOME COLL 100 68% 23	COLL GRAD 130 58% 21	POST GRAD 91 67% 28	COLL 171 65 % 25	 221 62% 24
TOTAL APPROVE	403 63% 24 38	FAV 218 74% 34 40	FAV 151 55 %	UNFAV 12 18% 6 12	UNFAV 6 0% 0 0	FAV 370 66% 26 40	UNFAV 18 12%	DK/NA 15	129 71% 30 41	SEV/ MONTH 123 66% 28 38	YEAR 81 58% 17 41	NEVER 62 44% 14 29	101 64% 30 34	293 62% 22 40	LESS 71 60% 28 32	SOME COLL 100	COLL GRAD 130 58% 21 37	POST GRAD 91 67% 28 39	COLL 171 65% 25 40	221 62% 24 38
TOTAL APPROVE Strongly approve Somewhat approve TOTAL DISAPPROVE	403 63% 24 38	FAV 218 74% 34 40 11	FAV 151 55% 14 41 21	UNFAV 12 18% 6 12	UNFAV6 6 0% 0	FAV 370 66% 26 40	UNFAV 18 12% 4 8	DK/NA 15 33% 9 24 25	129 71% 30 41	SEV/ MONTH 123 66% 28 38 16	YEAR 81 58% 17 41	NEVER 62 44% 14 29 31	 101 64% 30 34	293 62% 22 40	LESS 71 60% 28 32 21	SOME COLL 100 68% 23 45	COLL GRAD 130 58% 21 37	POST GRAD 91 67% 28 39	COLL 171 65% 25 40 21	221 62% 24 38
TOTAL APPROVE Strongly approve Somewhat approve TOTAL DISAPPROVE Somewhat disapprove	403 63% 24 38 19	FAV 218 74% 34 40 11 9	FAV 151 55% 14 41 21 16	UNFAV 12 18% 6 12 82 43	UNFAV6 0% 00 0	FAV 370 66% 26 40 15	UNFAV 18 12% 4 8 78 34	DK/NA 15 33% 9 24 25 18	129 71% 30 41 14	SEV/ MONTH 123 66% 28 38 16 10	YEAR 81 58% 17 41 20 16	NEVER 62 44% 14 29 31 21	 101 64% 30 34 22 14	293 62% 22 40 17	LESS 71 60% 28 32 21 15	SOME COLL 100 68% 23 45 21	COLL GRAD 130 58% 21 37	POST GRAD 91 67% 28 39 14	COLL 171 65% 25 40 21 15	221 62% 24 38 16 10
TOTAL APPROVE Strongly approve Somewhat approve TOTAL DISAPPROVE	403 63% 24 38	FAV 218 74% 34 40 11	FAV 151 55% 14 41 21	UNFAV 12 18% 6 12 82 43	UNFAV6 6 0% 0	FAV 370 66% 26 40	UNFAV 18 12% 4 8	DK/NA 15 33% 9 24 25	129 71% 30 41	SEV/ MONTH 123 66% 28 38 16	YEAR 81 58% 17 41	NEVER 62 44% 14 29 31	 101 64% 30 34	293 62% 22 40	LESS 71 60% 28 32 21	SOME COLL 100 68% 23 45	COLL GRAD 130 58% 21 37	POST GRAD 91 67% 28 39	COLL 171 65% 25 40 21	221 62% 24 38
TOTAL APPROVE Strongly approve Somewhat approve TOTAL DISAPPROVE Somewhat disapprove	403 63% 24 38 19	FAV 218 74% 34 40 11 9	FAV 151 55% 14 41 21 16	UNFAV 12 18% 6 12 82 43 39	UNFAV6 0% 00 0	FAV 370 66% 26 40 15	UNFAV 18 12% 4 8 78 34	DK/NA 15 33% 9 24 25 18	129 71% 30 41 14	SEV/ MONTH 123 66% 28 38 16 10	YEAR 81 58% 17 41 20 16	NEVER 62 44% 14 29 31 21	 101 64% 30 34 22 14	293 62% 22 40 17	LESS 71 60% 28 32 21 15	SOME COLL 100 68% 23 45 21	COLL GRAD 130 58% 21 37	POST GRAD 91 67% 28 39 14	COLL 171 65% 25 40 21 15	221 62% 24 38 16 10

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AC	ξE					
	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
				BY AGE			ARTY RE				PARTY :					P		Y GENDE	R			
	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	Total 403		MEN	WOMEN	WOMEN				DEM		NPP/O						NPP/O	NPP/O	REP	REP		
Base TOTAL APPROVE		18-49	MEN 50+	WOMEN 18-49 84	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	50+ 	NPP/O 18-49	50+	18-49	50+ 	MEN	WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN		
	403	18-49 81	MEN 50+ 112	WOMEN 18-49 84	WOMEN 50+ 125	DEM 214	NPP/O 109	REP 81	DEM 18-49 	50+ 132	NPP/O 18-49 	50+ 48	18-49 23	50+ 57	MEN 91	WOMEN 122	NPP/O MEN 57	NPP/O WOMEN 52	REP MEN 45	REP WOMEN 		
TOTAL APPROVE	403 63 %	18-49 81 67 %	MEN 50+ 112 58%	WOMEN 18-49 84 69 %	WOMEN 50+ 125 59 %	DEM 214 67 %	NPP/O 109 65 %	REP 81 48 %	DEM 18-49 81 73 %	50+ 132 64 %	NPP/O 18-49 60 67 %	50+ 48 62 %	18-49 23 54 %	50+ 57 45 %	MEN 91 68%	WOMEN 122 67 %	NPP/O MEN 57 65 %	NPP/O WOMEN 52 65 %	REP MEN 45	REP WOMEN 35		
TOTAL APPROVE Strongly approve	 403 63 % 24	18-49 81 67% 20	MEN 50+ 112 58% 21	WOMEN 18-49 84 69 % 34	WOMEN 50+ 125 59% 23	DEM 214 67% 24	NPP/O 109 65% 28	REP 81 48% 19	DEM 18-49 81 73% 26	50+ 132 64 % 23	NPP/O 18-49 60 67% 33	50+ 48 62% 21	18-49 23 54 % 16	50+ 57 45 % 20	MEN 91 68 % 20	WOMEN 122 67% 28	NPP/O MEN 57 65% 23	NPP/O WOMEN 52 65 % 34	REP MEN 45 46% 19	REP WOMEN 35 50% 19		
TOTAL APPROVE Strongly approve Somewhat approve	403 63% 24 38	18-49 81 67% 20 47	MEN 50+ 112 58% 21 37	WOMEN 18-49 84 69% 34 35	WOMEN 50+ 125 59% 23 36	DEM 214 67% 24 43	NPP/O 109 65% 28 37	REP 81 48% 19 29	DEM 18-49 81 73% 26 47	50+ 132 64% 23 40	NPP/O 18-49 60 67% 33 34	50+ 48 62% 21 40	18-49 23 54% 16 38	50+ 57 45% 20 25	MEN 91 68% 20 48	WOMEN 122 67% 28 39	NPP/O MEN 57 65% 23 42	NPP/O WOMEN 52 65% 34 31	REP MEN 45 46% 19 27	REP WOMEN 35 50% 19 31		
TOTAL APPROVE Strongly approve Somewhat approve TOTAL DISAPPROVE	403 63% 24 38	18-49 81 67% 20 47	MEN 50+ 112 58% 21 37	WOMEN 18-49 84 69% 34 35	WOMEN 50+ 125 59% 23 36	DEM 214 67% 24 43	NPP/O 109 65% 28 37	REP 81 48% 19 29	DEM 18-49 81 73% 26 47	50+ 132 64% 23 40	NPP/O 18-49 60 67% 33 34	50+ 48 62% 21 40	18-49 23 54% 16 38 19	50+ 57 45% 20 25	MEN 91 68% 20 48	WOMEN 122 67% 28 39 15	NPP/O MEN 57 65% 23 42 16	NPP/O WOMEN 52 65% 34 31	REP MEN 45 46% 19 27	REP WOMEN 35 50% 19 31		
TOTAL APPROVE Strongly approve Somewhat approve TOTAL DISAPPROVE Somewhat disapprove	403 63% 24 38 19	18-49 81 67% 20 47 20	MEN 50+ 112 58% 21 37 17	WOMEN 18-49 84 69% 34 35 19	WOMEN 50+ 125 59% 23 36 19	DEM 214 67% 24 43 15	NPP/O 109 65% 28 37 16 15	REP 81 48% 19 29 32 18	DEM 18-49 81 73% 26 47 19	50+ 132 64% 23 40 12 9	NPP/O 18-49 60 67% 33 34 20 17	50+ 48 62% 21 40 12	18-49 23 54% 16 38 19 11	50+ 57 45% 20 25 37 21	MEN 91 68% 20 48 14 12	WOMEN 122 67% 28 39 15	NPP/O MEN 57 65% 23 42 16 13	NPP/O WOMEN 52 65% 34 31 16	REP MEN 45 46% 19 27 29	REP WOMEN 35 50% 19 31 35		

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

			PARI	ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPEI	RVISORS	;		
	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			18	21	13	37	19	25	9	19	17	16	21	20	18		
Somewhat disapprove	13	22		10		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		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		
								CO	NSISTEN	ICY	POSI	TIVE	INTE	SITY						
					P/G14			,	FARGETS	3	MOV	ERS	MOV	ERS		HOUS	EHOLD	PARTY 1	TYPE	
								CN ST	EVER		AFTER	FIRST	AFTER		DEM	DEM	REP	REP	IND	
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	FAV	UNFAV	SWING	INFO	LAST	INFO	LAST	1	2+	1	2+	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	13	7	33	11	17	19	14	16	12	11	19	7	11	17
Strongly disapprove							_			_	_	_			_	-			_	6
	6	5	5	5	4	4	6	4	27	2	1	3	0	4	5	1	10	29	1	O
DK/NA	6 19 19	5 19 19	5 20 20	5 22 22	22	22 22	6 18 18	4 7 7	27 12 12	2 25 25	30 30	29 29	25 25	23 23	22 22	16 16	10 31 31	29 22 22	1 22 22	9

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 Q1 CELL PHONE SONOMA DIRECTION TOTAL RIGHT WRONG Total YES NO DIREC TRACK DK/NA							Q2A INI	TIAL S	CAPOSD	FAVORA	ABILITY		Q	5 SCAP(OSD FAV	/ORABIL	ITY AF1	TER INF	0
	Total	YES	TOTAL NO	RIGHT DIREC		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		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
													Q14 C	HLDRN						
		Q11	SCAPOS	D FAVOR	ABILIT	Y AFTER	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 AT	HOME			Q15 EDT	UCATION	1	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV									110 010					
Base					0141 114	FAV	UNFAV	DK/NA	1+/WK		YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	COLL	COLL+
Dase	400	224	153	 7	9	377	UNFAV 16	DK/NA 7	1+/WK 129		YEAR 91		YES 98	NO 296	LESS 	COLL 115	GRAD 126	GRAD 		209
					9	377	16	7	129	MONTH 125	91	NEVER 49	98	296	65	115	126	83	180	209
TOTAL APPROVE	64%	73%	57%	34%	9	377 67 %	 16 27 %	7 37%	129 64 %	MONTH 125 66 %	91	NEVER 49 67 %	98 59 %	296 66 %	65 63 %	 115 67 %	126 60 %	83 66%	180 66 %	209 62 %
TOTAL APPROVE Strongly approve	64 % 23	73% 30	57% 15	34%	9 21 % 0	 377 67% 24	 16 27% 7	7 37% 12	129 64 % 31	MONTH 125 66% 22	91 60% 18	NEVER 49 67% 14	98 59% 21	296 66% 24	65 63% 26	 115 67% 21	 126 60% 22	83 66% 27	180 66% 23	209 62% 24
TOTAL APPROVE	64%	73%	57%	34%	9	377 67 %	 16 27 %	7 37%	129 64 %	MONTH 125 66 %	91	NEVER 49 67 %	98 59 %	296 66 %	65 63% 26 38	 115 67 %	126 60 %	83 66%	180 66% 23	209 62 %
TOTAL APPROVE Strongly approve Somewhat approve TOTAL DISAPPROVE	64% 23 41 23	73% 30 43	57% 15 42	34% 16 18	9 21% 0 21	377 67% 24 42 21	16 27% 7 20	7 37% 12 26	129 64% 31 33	MONTH 125 66% 22 44 24	91 60% 18 42 24	NEVER 49 67% 14 52 17	98 59% 21 38	296 66% 24 42	65 63% 26 38 23	115 67% 21 46	126 60% 22 39	83 66% 27 39	180 66% 23 43	209 62% 24 39
TOTAL APPROVE Strongly approve Somewhat approve TOTAL DISAPPROVE Somewhat disapprove	64% 23 41 23 18	73% 30 43 16 13	57% 15 42 30 22	34% 16 18 66 49	9 21% 0 21 63 44	377 67% 24 42 21 17	16 27% 7 20 64 46	7 37% 12 26 20	129 64% 31 33 25	MONTH 125 66% 22 44 24	91 60% 18 42 24 21	NEVER 49 67% 14 52 17 16	98 59% 21 38 30 22	296 66% 24 42 21 17	65 63% 26 38 23	115 67% 21 46 21	126 60% 22 39 26 21	83 66% 27 39 24 21	180 66% 23 43 22	209 62% 24 39 25 21
TOTAL APPROVE Strongly approve Somewhat approve TOTAL DISAPPROVE	64% 23 41 23	73% 30 43	57% 15 42	34% 16 18	9 21% 0 21	377 67% 24 42 21	16 27% 7 20	7 37% 12 26	129 64% 31 33	MONTH 125 66% 22 44 24	91 60% 18 42 24	NEVER 49 67% 14 52 17	98 59% 21 38	296 66% 24 42	65 63% 26 38 23	115 67% 21 46	126 60% 22 39	83 66% 27 39	180 66% 23 43	209 62% 24 39
TOTAL APPROVE Strongly approve Somewhat approve TOTAL DISAPPROVE Somewhat disapprove	64% 23 41 23 18	73% 30 43 16 13	57% 15 42 30 22	34% 16 18 66 49	9 21% 0 21 63 44	377 67% 24 42 21 17	16 27% 7 20 64 46	7 37% 12 26 20	129 64% 31 33 25	MONTH 125 66% 22 44 24	91 60% 18 42 24 21	NEVER 49 67% 14 52 17 16	98 59% 21 38 30 22	296 66% 24 42 21 17	65 63% 26 38 23	115 67% 21 46 21	126 60% 22 39 26 21	83 66% 27 39 24 21	180 66% 23 43 22 15 7	209 62% 24 39 25 21

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						A						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN	18-29	30-39	40-49		55-59	60-64			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 Strongly approve Somewhat approve	64% 23 41	87% 28 59	61% 22 39	85% 30 56	72 % 24 48	56% 28 28	59 % 25 34	65% 19 46	64 % 23 41	65 % 23 42	76% 38 38	77% 28 49	65% 22 43	61% 18 43	56% 16 40	52% 21 32	54% 16 38	23	73% 29 43	59% 19 40	56% 18 38	61% 20 42
TOTAL DISAPPROVE Somewhat disapprove Strongly disapprove	23 18 5	13 6 6	24 19 4	13 7 7	17 13 4	28 17 11	30 27 3	21 19 3	27 22 5	20 14 6	14 11 3	17 9 8	20 16 4	17 10 7	33 22 11	46 39 7	27 21 5	16 16 0	17 12 5	28 22 6	33 25 8	22 19 3
DK/NA DK/NA	12 12	0 0	15 15	1 1	11 11	16 16	12 12	14 14	9 9	15 15	10 10	6	15 15	22 22	11 11	2 2	19 19	14	10 10	14 14	11 11	17 17
	Total	 MEN	GENDER MEN 50+	BY AGE WOMEN 18-49	 WOMEN 50+	DEM	ARTY RE	G REP	 DEM 18-49	DEM 50+	PARTY NPP/O 18-49		REP	REP 50+	 DEM MEN	DEM	ARTY B NPP/O MEN	, -	R REP MEN	REP		
Base	Total 400	 MEN	MEN	WOMEN	WOMEN					DEM	NPP/O	NPP/O		REP	DEM MEN		NPP/O		REP	REP WOMEN		
Base TOTAL APPROVE Strongly approve Somewhat approve		MEN 18-49	MEN 50+	WOMEN 18-49 	WOMEN 50+	DEM	NPP/O	REP	18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49 	REP 50+	MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN 	REP MEN	WOMEN		
TOTAL APPROVE Strongly approve	400 64% 23	MEN 18-49 98 74% 30	MEN 50+ 94 54% 16	WOMEN 18-49 66 72% 29 43	WOMEN 50+ 142 62% 21	DEM 212 66% 27	NPP/O 108 65% 19	REP 80 60% 18	18-49 83 73% 28	DEM 50+ 129 62% 27	NPP/O 18-49 58 76% 29	NPP/O 50+ 50 52% 7	REP 18-49 23 66% 36 30	REP 50+ 57 58% 12	MEN 92 64 % 24	DEM WOMEN 120 68% 30	NPP/O MEN 63 65% 21	NPP/O WOMEN 45 65% 16 49	REP MEN 37 63% 26	WOMEN 43 58% 12		

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			PARI	ENTS		PERMA ABSEI				CI	TY			F	BOARD O	F SUPER	RVISORS			
	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		
								COI	NSISTEN	ICY	POSI	TIVE	INTEN	SITY						
		F	LAGS	(P/G12,	P/G14,	, P/G16)		NSISTEN FARGETS			TIVE ERS	INTEN MOV			HOUS	EHOLD :	PARTY I	TYPE	
		F	LAGS	(P/G12,	P/G14,	, P/G16)		TARGETS		MOV	ERS	MOV	ERS						
	Total	F 	LAGS 	(P/G12,	P/G14,	, P/G16 5+/6	6/6		FARGETS EVER		MOV			ERS	 DEM 1	HOUS DEM 2+	EHOLD : REP	PARTY T REP 2+	TYPE IND 1+	MIX
Base	Total 400							CN ST	FARGETS EVER	\$ 	MOV 	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	MIX 94
	400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190	6/6 139	 CN ST FAV 	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 	ERS FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	94
TOTAL APPROVE	400 64 %	1+/6 392 64 %	2+/6 333 63 %	3+/6 284 62 %	4+/6 237 65 %	5+/6 190 65 %	6/6 139 64%	CN ST FAV 97	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114 69 %	DEM 2+ 65	REP 1 30 67 %	REP 2+ 25	IND 1+ 73	94 59 %
TOTAL APPROVE Strongly approve	400 64% 23	1+/6 392 64% 23	2+/6 333 63% 21	3+/6 284 62%	4+/6 237 65% 21	5+/6 190 65% 21	6/6 139 64% 23	CN ST FAV 97	FARGETS EVER UNFAV 49 30%	SWING 254 64%	MOV AFTER INFO 110 52%	FIRST LAST 123 47%	MOV AFTER INFO 157 59% 19	FIRST LAST 177 56%	1 114 69% 28	DEM 2+ 65 58% 26	REP 1 30 67% 15	REP 2+ 25 57% 25	IND 1+ 73 73 % 23	94 59% 18
TOTAL APPROVE	400 64 %	1+/6 392 64 %	2+/6 333 63 %	3+/6 284 62 %	4+/6 237 65 %	5+/6 190 65 %	6/6 139 64%	CN ST FAV 97	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114 69 %	DEM 2+ 65	REP 1 30 67 %	REP 2+ 25	IND 1+ 73	94 59 %
TOTAL APPROVE Strongly approve	400 64% 23	1+/6 392 64% 23	2+/6 333 63% 21	3+/6 284 62%	4+/6 237 65% 21	5+/6 190 65% 21	6/6 139 64% 23	CN ST FAV 97	FARGETS EVER UNFAV 49 30%	SWING 254 64%	MOV AFTER INFO 110 52%	FIRST LAST 123 47%	MOV AFTER INFO 157 59% 19	FIRST LAST 177 56%	1 114 69% 28	DEM 2+ 65 58% 26	REP 1 30 67% 15	REP 2+ 25 57% 25	IND 1+ 73 73 % 23	94 59% 18
TOTAL APPROVE Strongly approve Somewhat approve	400 64% 23 41	1+/6 392 64% 23 41	2+/6 333 63% 21 41	3+/6 284 62% 19 43	4+/6 237 65% 21 44	5+/6 190 65 % 21 44	6/6 139 64% 23 40	CN ST FAV 97 83% 42 40	EVER UNFAV 49 30% 7 23	SWING 254 64% 19 45	MOV AFTER INFO 110 52% 15	FIRST LAST 123 47% 13 33	MOV AFTER INFO 157 59% 19	ERS FIRST LAST 177 56% 15 41	1 114 69% 28 40	DEM 2+ 65 58% 26 32	REP 1 30 67% 15 53	REP 2+ 25 57% 25 32	IND 1+ 73 73% 23 50	94 59% 18 40
TOTAL APPROVE Strongly approve Somewhat approve TOTAL DISAPPROVE	400 64% 23 41	1+/6 392 64% 23 41	2+/6 333 63% 21 41	3+/6 284 62% 19 43	4+/6 237 65% 21 44	5+/6 190 65% 21 44 21	6/6 139 64% 23 40	CN ST FAV 97 83% 42 40 8	EVER UNFAV 49 30% 7 23	SWING 254 64% 19 45	MOV AFTER INFO 110 52% 15 37	FIRST LAST 123 47% 13 33 34	MOV AFTER INFO 157 59% 19 39	FIRST LAST 177 56% 15 41	1 114 69% 28 40 17	DEM 2+ 65 58% 26 32 30	REP 1 30 67% 15 53	REP 2+ 25 57% 25 32 31	IND 1+ 73 73% 23 50	94 59% 18 40
TOTAL APPROVE Strongly approve Somewhat approve TOTAL DISAPPROVE Somewhat disapprove	400 64% 23 41 23	1+/6 392 64% 23 41 23	2+/6 333 63% 21 41 25 20	3+/6 284 62% 19 43 25 21	4+/6 237 65% 21 44 21	5+/6 190 65% 21 44 21	6/6 139 64% 23 40 20	CN ST FAV 97 83% 42 40	TARGETS EVER UNFAV 49 30% 7 23 57 43	SWING 254 64% 19 45 22	MOV AFTER INFO 110 52% 15 37 31 25	FIRST LAST 123 47% 13 33 34 26	MOV AFTER INFO 157 59% 19 39 26 20	ERS FIRST LAST 177 56% 15 41 28 21	1 114 69% 28 40 17 13	DEM 2+ 65 58% 26 32 30 21	REP 1 30 67% 15 53 16 16	REP 2+ 25 57% 25 32 31 31	IND 1+ 73 73% 23 50 13	94 59% 18 40 33 24

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

		QZ CELL 1		SONOM	Q1 A DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVOR <i>I</i>	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AF1	rer inf	0
To	otal	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		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		12	46
DK/NA	14	15	14	15	9	19	10	11	14	0	11	11	23	10	20	11	14	14	12	46
													014 0	HLDRN						
													2							
		Q11	SCAPOS	D FAVOR	ABILIT	Y AFTEF	MESSA	GING	Q13	SONOMA	TRAIL	USE	~	r home			Q15 ED	UCATION	T 	
									Q13 				~							
To	otal	Q11 STRNG FAV	SCAPOS SMWT FAV	D FAVOR SMWT UNFAV	ABILIT STRNG UNFAV	Y AFTER TOTAL FAV	R MESSA TOTAL UNFAV	CR/	Q13 	SEV/	TRAIL SEV/ YEAR	USE ALNVR NEVER	~		HS OR	SOME COLL	Q15 EDI COLL GRAD	UCATION POST GRAD	NON COLL	COLL+
To Base		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 A	г номе		SOME	COLL	POST GRAD	NON	COLL+ 209
Base	otal 400	STRNG FAV 224	SMWT FAV 153	SMWT UNFAV 	STRNG UNFAV 9	TOTAL FAV 	TOTAL UNFAV 	CR/ DK/NA 	1+/WK 129	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 49	YES 98	NO 296	LESS 65	SOME COLL 	COLL GRAD 	POST GRAD 83	NON COLL 180	209
Base TOTAL APPROVE	otal	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	<19 A	NO	LESS	SOME COLL	COLL GRAD	POST GRAD 83	NON COLL 180	209 74 %
Base	75%	STRNG FAV 224	SMWT FAV 153	SMWT UNFAV 7	STRNG UNFAV 9	TOTAL FAV 377	TOTAL UNFAV 16	CR/ DK/NA 7	1+/WK 129 80%	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 49	YES 98	NO 296	LESS 65	SOME COLL 115	COLL GRAD 126	POST GRAD 83 69% 43	NON COLL 180	209
Base TOTAL APPROVE Strongly approve	75% 400	STRNG FAV 224 82 % 52	SMWT FAV 153 70% 27	SMWT UNFAV 7 43% 16	STRNG UNFAV 9 58% 16	TOTAL FAV 377 77% 42	TOTAL UNFAV 16 52% 16	CR/ DK/NA 7 37% 26	1+/WK 129 80% 45	SEV/ MONTH 125 76% 46	SEV/ YEAR 91 71% 31	ALNVR NEVER 49 68% 28	YES 98 74%	NO 296 75%	LESS 65 77% 51	SOME COLL 115 76% 40	COLL GRAD 126 77% 34	POST GRAD 83 69% 43	NON COLL 180 76% 44	209 74% 37
Base TOTAL APPROVE Strongly approve Somewhat approve TOTAL DISAPPROVE	75% 400 35	STRNG FAV 224 82 % 52 30	SMWT FAV 153 70% 27 43	SMWT UNFAV 7 43% 16 27	STRNG UNFAV 9 58% 16 42	TOTAL FAV 377 77% 42 35	TOTAL UNFAV 16 52% 16 36	CR/ DK/NA 7 37% 26 11	1+/WK 129 80% 45 35	SEV/ MONTH 125 76% 46 30	SEV/ YEAR 91 71% 31 39	ALNVR NEVER 49 68% 28 40	YES 98 74% 40 34	NO 296 75% 40 35	LESS 65 77% 51 26	SOME COLL 115 76% 40 36	COLL GRAD 126 77% 34 43	POST GRAD 83 69% 43 26	NON COLL 180 76% 44 33	209 74% 37 36
Base TOTAL APPROVE Strongly approve Somewhat approve	75% 400 35	STRNG FAV 224 82 % 52 30	SMWT FAV 153 70% 27 43	SMWT UNFAV 7 7 43% 16 27	STRNG UNFAV 9 58% 16 42	TOTAL FAV 377 77% 42 35	TOTAL UNFAV 16 52% 16 36	CR/ DK/NA 7 37% 26 11	1+/WK 129 80% 45 35	SEV/ MONTH 125 76% 46 30	SEV/ YEAR 91 71% 31 39	ALNVR NEVER 49 68% 28 40	YES 98 40 34 10	NO 296 75% 40 35	LESS 65 77% 51 26	SOME COLL 115 76% 40 36	COLL GRAD 126 77% 34 43	POST GRAD	NON COLL 180 76% 44 33	209 74% 37 36
Base TOTAL APPROVE Strongly approve Somewhat approve TOTAL DISAPPROVE Somewhat disapprove	75% 400 35 10	STRNG FAV 224 82% 52 30 6	SMWT FAV 153 70% 27 43 15	SMWT UNFAV 7 43% 16 27 57 22	STRNG UNFAV 9 58% 16 42 32	TOTAL FAV 377 77% 42 35	TOTAL UNFAV 16 52% 16 36 43 16	CR/ DK/NA 7 37% 26 11	1+/WK 129 80% 45 35 11	SEV/ MONTH 125 76% 46 30	SEV/ YEAR 91 71% 31 39 11	ALNVR NEVER 49 68% 28 40 12 5	YES 98 40 34 10 7	NO 296 75% 40 35 11 9	LESS 65 77% 51 26 7	SOME COLL 115 76% 40 36 11 8	COLL GRAD 126 77% 34 43	POST GRAD	NON COLL 180 76% 44 33	209 74% 37 36 12 10

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		Q16	ETHNIC	CITY		Q17 INCOME \$60K- \$90K- \$120K				DER						A						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN	18-29	30-39	40-49		55-59			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
				BY AGE			ARTY RE				PARTY							Y GENDE				
	Total		MEN 50+	WOMEN 18-49	50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	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								_	_			_	_	6	1	1	-	•	_	_		
	2	2	2	2	2	1	1	5	2	1	1	0	5	6	Τ	1	Τ	0	6	5		
DK/NA	2 14	2 12	2 19	2 16	2 12	1 16	1 10	5 14	2 18	1 16	1 7	0 14	5 15	14	16	16	1 15	3	6 12	5 17		

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

			PARI	ENTS		PERMA ABSE				CI	TY			E	BOARD O	F SUPEI	RVISORS	;		
	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		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		
								CO	NSISTEN	ICY	POSI	TIVE	INTEN	SITY						
					P/G14,			•	TARGETS	3	MOV	ERS	MOV	ERS		HOUS	EHOLD	PARTY I	YPE	
								CN ST	EVER		AFTER	FIRST	AFTER		DEM	DEM	REP	REP	IND	
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	FAV	UNFAV	SWING	INFO	LAST	INFO	LAST	1	2+	1	2+	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

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?

		QZ CELL I						Q2A IN:	ITIAL S	CAPOSD	FAVORA	ABILITY		Q 	5 SCAP(OSD FAV	ORABIL	ITY AF	rer inf	0
:	Total	YES	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
													Q14 C	HLDRN						
		Q11	SCAPOS	D FAVOR	ABILIT	Y AFTEF	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	r HOME			Q15 EDI	JCATION	Ţ	
		Q11 :	SCAPOSI SMWT	D FAVOR			R MESSA TOTAL	GING CR/	Q13 	SONOMA SEV/	TRAIL SEV/	USE ALNVR	<19 A	r home	HS OR	SOME	Q15 EDT COLL	JCATION POST	NON	
,	Total							CR/	Q13 	SEV/			<19 A	r home	HS OR					COLL+
Base		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR				SOME	COLL	POST	NON	COLL+ 430
Base	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK 258	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL 351	430
Base TOTAL FAVORABLE	Total 803 89 %	STRNG FAV 442	SMWT FAV 304	SMWT UNFAV 19	STRNG UNFAV 	TOTAL FAV 747	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH 248	SEV/ YEAR 172	ALNVR NEVER 111	YES 199	NO 589	LESS 136	SOME COLL 215	COLL GRAD 	POST GRAD 174	NON COLL	430 90 %
Base	Total 803	STRNG FAV 442	SMWT FAV 304	SMWT UNFAV 	STRNG UNFAV 15	TOTAL FAV 747	TOTAL UNFAV 34	CR/ DK/NA 22 54 %	1+/WK 258 92 %	SEV/ MONTH 248	SEV/ YEAR 172	ALNVR NEVER 111	YES 199	NO 589 89 %	LESS 136 85 %	SOME COLL 215	COLL GRAD 256	POST GRAD 	NON COLL 351	430
Base TOTAL FAVORABLE Strongly favorable	Total 803 89% 52	STRNG FAV 442 97 % 75	SMWT FAV 304 87% 26	SMWT UNFAV 19 22% 6	STRNG UNFAV 15 21% 6	TOTAL FAV 747 93 % 55	TOTAL UNFAV 34 22% 6	CR/ DK/NA 22 54% 23	1+/WK 258 92% 64	SEV/ MONTH 248 91% 52	SEV/ YEAR 172 90% 43	ALNVR NEVER 111 75% 39	YES 199 87% 49	NO 589 89% 53	LESS 136 85% 48	SOME COLL 215 89% 46	COLL GRAD 256 92% 55	POST GRAD 174 88% 59	NON COLL 351 87% 47	430 90 % 56
Base TOTAL FAVORABLE Strongly favorable Somewhat favorable	Total 803 89% 52 37	STRNG FAV 442 97% 75 22	SMWT FAV 304 87% 26 61	SMWT UNFAV 19 22% 6 16	STRNG UNFAV 15 21% 6 15	TOTAL FAV 747 93% 55 38	TOTAL UNFAV 34 22% 6 15	CR/ DK/NA 22 54% 23 32	1+/WK 258 92% 64 28	SEV/ MONTH 248 91% 52 39	SEV/ YEAR 172 90% 43 47	ALNVR NEVER 111 75% 39 35	YES 199 87% 49 38	NO 589 89% 53 36	LESS 136 85% 48 36	SOME COLL 215 89% 46 43	COLL GRAD 256 92% 55	POST GRAD 174 88% 59 29	NON COLL 351 87% 47 40	430 90% 56 34
Base TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE	Total 803 89% 52 37	STRNG FAV 442 97% 75 22	SMWT FAV 304 87% 26 61	SMWT UNFAV 19 22% 6 16	STRNG UNFAV 15 21% 6 15	TOTAL FAV 747 93% 55 38	TOTAL UNFAV 34 22% 6 15 76	CR/ DK/NA 22 54% 23 32 20	1+/WK 258 92% 64 28	SEV/ MONTH 248 91% 52 39	SEV/ YEAR 172 90% 43 47	ALNVR NEVER 111 75% 39 35	YES 199 87% 49 38	NO 589 89% 53 36 8	LESS 136 85% 48 36	SOME COLL 215 89% 46 43	COLL GRAD 256 92% 55 37	POST GRAD 174 88% 59 29	NON COLL 351 87% 47 40 9 6	430 90% 56 34
Base TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE Somewhat unfavorable	Total 803 89% 52 37 8 5	STRNG FAV 442 97% 75 22 1	SMWT FAV 304 87% 26 61 11 8	SMWT UNFAV 19 22% 6 16 78 40	STRNG UNFAV 15 21% 6 15 73 14	TOTAL FAV 747 93% 55 38	TOTAL UNFAV 34 22% 6 15 76 29	CR/DK/NA 22 54% 23 32 20 7	1+/WK 258 92% 64 28	SEV/ MONTH 248 91% 52 39	SEV/ YEAR 172 90% 43 47	ALNVR NEVER 111 75% 39 35 17 8	YES 199 87% 49 38	NO 589 89% 53 36 8 5	LESS 136 85% 48 36 11 7	SOME COLL 215 89% 46 43	COLL GRAD 256 92% 55 37	POST GRAD 174 88% 59 29	NON COLL 351 87% 47 40 9 6	430 90% 56 34 8 4

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	ETHNIC	CITY	Q17 INCOME					DER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN	18-29	30-39	40-49	50-54		60-64		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		241
TOTAL FAVORABLE Strongly favorable	89 % 52	94% 62	89 % 51	95% 63	90 %	90 % 54	88% 52	90 % 51	88 %	90% 56	95 % 57	88% 51	91% 50	89% 57	87 %	86 %	90 % 54	85 % 56	91 % 53	87% 52		88% 55
Somewhat favorable	37	32	38	32	37	36	35	39	40	33	38	37	40	32	44	37	36	29	38	35		33
TOTAL UNFAVORABLE	8	2	9	2		5	10	9	10	7	4	8	7	9	13	11	8	10	6	10		9
Somewhat unfavorable Strongly unfavorable	3	2	5 4	2 0	4	3 2	6 5	4 5	6 4	3	2 1	5 2	3	5 3	5 7	4	3	6 4	2	6 4	6 5	6 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		Pi	ARTY RE	G			PARTY	BY AGE				P	ARTY B	Y GENDE	R			
	Total	MEN	GENDER MEN 50+		 WOMEN 50+	DEM	ARTY RE	G REP	DEM 18-49	DEM 50+	PARTY NPP/O 18-49		REP 18-49	 REP 50+	DEM MEN	DEM WOMEN		Y GENDE NPP/O WOMEN	R REP MEN	REP		
Base	Total 803	MEN	MEN	WOMEN	WOMEN						NPP/O	NPP/O				DEM	NPP/O	NPP/O	REP			
TOTAL FAVORABLE	803 89%	MEN 18-49 179	MEN 50+ 206	WOMEN 18-49 150 91 %	WOMEN 50+ 268	DEM 426 91 %	NPP/O 217 93%	REP 161 78 %	18-49 164 94 %	50+ 261 89 %	NPP/O 18-49 118	NPP/O 50+ 98	18-49 46 79 %	50+ 114 77 %	MEN 183 93 %	DEM WOMEN 242	NPP/O MEN	NPP/O WOMEN 97	REP MEN 82	WOMEN 78 83%		
	803	MEN 18-49 179	MEN 50+ 206	WOMEN 18-49 150	WOMEN 50+ 268	DEM 426	NPP/O 217	REP 161	18-49 164	50+ 261	NPP/O 18-49 	NPP/O 50+ 98	18-49 46	50+ 114	MEN 183	DEM WOMEN 242	NPP/O MEN 	NPP/O WOMEN 	REP MEN 	WOMEN 78 83% 28		
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE	803 89% 52	MEN 18-49 179 91% 48	MEN 50+ 206 86% 49	WOMEN 18-49 150 91% 59	WOMEN 50+ 268 88% 55	DEM 426 91% 62	NPP/O 217 93% 51	REP 161 78% 29 49	18-49 164 94% 60	50+ 261 89 % 63	NPP/O 18-49 118 91% 54	NPP/O 50+ 98 95% 48	18-49 46 79% 28 52 18	50+ 114 77% 30	MEN 183 93 % 57	DEM WOMEN 242 90% 65	NPP/O MEN 120 92% 46	NPP/O WOMEN 97 94% 57	REP MEN 82 73% 31	WOMEN 78 83% 28		
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE Somewhat unfavorable	803 89% 52 37 8	MEN 18-49 179 91% 48 43	MEN 50+ 206 86% 49 37 12 7	WOMEN 18-49 150 91% 59 32 5	WOMEN 50+ 268 88% 55 34	DEM 426 91% 62 29 6 4	NPP/O 217 93% 51 42 6	REP 161 78% 29 49 19	18-49 164 94% 60 35	50+ 261 89% 63 26	NPP/O 18-49 118 91% 54 38	NPP/O 50+ 98 95% 48 47	18-49 46 79% 28 52 18 11	50+ 114 77% 30 47 19 9	MEN 183 93% 57 36 5	DEM WOMEN 242 90% 65 25 7 5	NPP/O MEN 120 92% 46 45	NPP/O WOMEN 97 94% 57 37	REP MEN 82 73% 31 42 23	WOMEN 78 83% 28 55 14 8		
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE	803 89% 52 37	MEN 18-49 179 91% 48 43	MEN 50+ 206 86% 49 37	WOMEN 18-49 150 91% 59 32	WOMEN 50+ 268 88% 55 34	DEM 426 91% 62 29	NPP/O 217 93% 51 42	REP 161 78% 29 49	18-49 164 94% 60 35	50+ 261 89% 63 26	NPP/O 18-49 118 91% 54 38	NPP/O 50+ 98 95% 48 47	18-49 46 79% 28 52 18	50+ 114 77% 30 47	MEN 183 93% 57 36	DEM WOMEN 242 90% 65 25	NPP/O MEN 120 92% 46 45	NPP/O WOMEN 97 94% 57 37	REP MEN 82 73% 31 42 23	WOMEN 78 83% 28 55		
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE Somewhat unfavorable	803 89% 52 37 8	MEN 18-49 179 91% 48 43	MEN 50+ 206 86% 49 37 12 7	WOMEN 18-49 150 91% 59 32 5	WOMEN 50+ 268 88% 55 34	DEM 426 91% 62 29 6 4	NPP/O 217 93% 51 42 6	REP 161 78% 29 49 19	18-49 164 94% 60 35	50+ 261 89% 63 26	NPP/O 18-49 118 91% 54 38	NPP/O 50+ 98 95% 48 47	18-49 46 79% 28 52 18 11	50+ 114 77% 30 47 19 9	MEN 183 93% 57 36 5	DEM WOMEN 242 90% 65 25 7 5	NPP/O MEN 120 92% 46 45	NPP/O WOMEN 97 94% 57 37	REP MEN 82 73% 31 42 23	WOMEN 78 83% 28 55 14 8		

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?

			PAR	ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPER	RVISORS			
	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	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			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		
		F	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN FARGETS		POSI MOV	TIVE ERS	INTEN MOV			HOUS	EHOLD	PARTY I	'YPE	
	Total	1+/6	LAGS 2+/6	(P/G12, 3+/6	P/G14,	P/G16 5+/6) 6/6				MOV			ERS	 DEM 1	HOUS DEM 2+	EHOLD : REP 1	PARTY T REP 2+	TYPE IND 1+	MIX
Base	Total 803							CN ST	TARGETS EVER	3	MOV 	ERS FIRST	MOV AFTER	ERS FIRST		DEM		REP	IND	MIX 182
Base TOTAL FAVORABLE		1+/6	2+/6	3+/6	4+/6 481	5+/6 	6/6	CN ST	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	803	1+/6 788	2+/6 675	3+/6 568	4+/6 481 88 %	5+/6 388	6/6 281	CN ST FAV	FARGETS EVER UNFAV 101	SWING 509	MOV AFTER INFO 213	FIRST LAST 238	MOV AFTER INFO 316	ERS FIRST LAST 359	1 227	DEM 2+ 131	REP 1 	REP 2+ 	IND 1+ 153	182
TOTAL FAVORABLE	803 89 %	1+/6 788 89 %	2+/6 675 88 %	3+/6 568 88 %	4+/6 481 88 % 53	5+/6 388 89 %	6/6 281 88 %	CN ST FAV 194	FARGETS EVER UNFAV 101	SWING 509	MOV AFTER INFO 213	FIRST LAST 238	MOV AFTER INFO 316	ERS FIRST LAST 359	1 227 92 %	DEM 2+ 131	REP 1 60 78 %	REP 2+ 50	IND 1+ 153	182 89%
TOTAL FAVORABLE Strongly favorable Somewhat favorable	803 89% 52	1+/6 788 89% 52	2+/6 675 88% 51	3+/6 568 88% 52 36	4+/6 481 88% 53 35	5+/6 388 89 % 55	6/6 281 88% 56	CN ST FAV 194	FARGETS EVER UNFAV 101 30%	SWING 509 96% 43	MOV AFTER INFO 213 100% 51	FIRST LAST 238 85% 45	MOV AFTER INFO 316 99% 66	FIRST LAST 359 88% 49	1 227 92% 60	DEM 2+ 131 88% 64	REP 1 60 78% 32	REP 2+ 50 74% 29	IND 1+ 153 93 % 49	182 89 % 51
TOTAL FAVORABLE Strongly favorable	803 89% 52 37	1+/6 788 89 % 52 37	2+/6 675 88% 51 37	3+/6 568 88% 52 36	4+/6 481 88% 53 35	5+/6 388 89 % 55 34	6/6 281 88% 56 31	CN ST FAV 194 100% 100	EVER UNFAV 101 30% 10 21	SWING 509 96% 43 54	MOV AFTER INFO 213 100% 51 49	FIRST LAST 238 85% 45 41	MOV AFTER INFO 316 99% 66 33	ERS FIRST LAST 359 88% 49 39	1 227 92% 60 33	DEM 2+ 131 88% 64	REP 1 60 78% 32 47	REP 2+ 50 74% 29 45	IND 1+ 153 93 % 49 44	182 89% 51 39
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE	803 89% 52 37	1+/6 788 89% 52 37	2+/6 675 88% 51 37	3+/6 568 88% 52 36	4+/6 481 88% 53 35	5+/6 388 89 % 55 34	6/6 281 88% 56 31	CN ST FAV 194 100% 100 0	EVER UNFAV 101 30% 10 21	SWING 509 96% 43 54	MOV AFTER INFO 213 100% 51 49	ERS FIRST LAST 238 85% 45 41	MOV AFTER INFO 316 99% 66 33	FIRST LAST 359 88% 49 39	1 227 92% 60 33	DEM 2+ 131 88% 64	REP 1 60 78% 32 47 17	REP 2+ 50 74% 29 45	IND 1+ 153 93% 49 44	182 89% 51 39
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE Somewhat unfavorable	803 89% 52 37 8	1+/6 788 89% 52 37	2+/6 675 88% 51 37 9	3+/6 568 88% 52 36 9	4+/6 481 88% 53 35	5+/6 388 89% 55 34 8	6/6 281 88% 56 31 9	CN ST FAV 194 100% 100 0	EVER UNFAV 101 30% 10 21 68 40	SWING 509 96% 43 54 0	MOV 	FIRST LAST 238 85% 45 41 10	MOV AFTER INFO 316 99% 66 33	FIRST LAST 359 88% 49 39 6	1 227 92% 60 33 5 3	DEM 2+ 131 88% 64 25 7 7	REP 1 60 78% 32 47 17 12	REP 2+ 50 74% 29 45 23 10	IND 1+ 153 93% 49 44 5 3	182 89% 51 39 10 5

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

			A PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AFT	TER INF	'O
	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
		011	CGADOG	D EXTO	RABILIT	v vener	MEGGA	GING	01.2	SONOMA	mp a rr	HCE	~	CHLDRN T HOME			015 EDI	ION TO A		
		Q11	SCAPUS			1 AFIE				SUNUMA	. IRAIL	USE	<19 A						' 	
	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

DK/NA

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

		~	ETHNI			~	INCOME		GEN	IDER							GE					
	Total	LATNO		NON-	\$0- \$60K		\$90K- \$120K	\$120K +	MEN	WOMEN	18-29	30-39	40-49	50-54					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		34	32		40	35	29	36		39	35	31		33	37	39	
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		P	ARTY RI	EG			PARTY	BY AGE				P	PARTY B	Y GENDE	IR.			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O		REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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			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		

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				ANENT NTEE				TY			E	BOARD O	F SUPE	RVISORS	\$		
	Total	DADS	MOMS	MEN NOKDS		YES	NO	PETAL UMA	RHONT PARK		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%			72%	61%		61%	66%	64%	67%	75%	73%	65%	66%	71%	70%		
Extremely important Very important	33 36	35 29	38 38	28 33		33 39	34 27	39 34	29 32	26 40	39 25	34 33	39 36	32 41	35 29	30 37	38 33	32 39		
SMWT/NOT TOO IMPORTANT	30	36	21	39		27	37	28	39	33	36	33		27	33	34	28	27		
Somewhat important Not too important	25 4	25 11	19 2	34 5		23 4	32 5		31 7	28 5	34 2	28 5	20 3	24 3	28 6	30 4	25 3	21 6		
DK/NA DK/NA	1 1	0 0	3	1 1	1 1	1 1	1 1	0 0	0 0	1 1	0 0	0 0	3	0 0	2 2	0 0	1 1	3		
		F	LAGS	(P/G12,	P/G14	, P/G16)		NSISTE TARGETS			TIVE ÆRS	INTE MOV			HOUS	EHOLD	PARTY T	ΓΥΡΕ	
	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	18
EXT/VERY IMPORTANT	69%	69%				71%	72%	86%	40%	68%	64%	64%		69%	73%	77%	58%	54%	70%	66
Extremely important Very important	33 36	33 36	34 36	34 38		33 38	33 39	52 34	16 25	30 38	25 39	23 40	31 38	32 37	37 36	34 43	30 28	27 27	35 35	3!
SMWT/NOT TOO IMPORTANT Somewhat important	30 25 4	30 25 4	28 24 5	23	22	28 23 4	25 21 4	12 12 1	58 41 17	31 28	34 29 5	35 28	30 26 4	29 24	26 23 3	22 22 1	41 31	42 24 17	29 26 3	3 :
Not too important						_										_	10		_	
DK/NA DK/NA	1 1	1 1	1 1	1 1	1 1	2 2	2 2		2 2	1 1	1 1	1 1	1 1	1 1	1 1	1 1	2 2	4 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

		A PHONE	SONON				Q2A IN	ITIAL S	SCAPOSD	FAVOR	ABILITY		Q	5 SCAP	OSD FAV	VORABIL	ITY AF	rer inf	0
Total	YES	TOTAL NO	RIGHT DIREC		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%		66%	67%	82%	70%	34%	54%	76%	44%	58%	81%	63%	29%		73%	30%	63%
Extremely important 35	35	35	37	34	32	50	32	0	34	41	17	26	47	26	13		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		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		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
												014 0	HLDRN						
	Q11	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE		T HOME			Q15 ED	JCATION	1	
	STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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

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	ETHNI	CITY		Q17 I	NCOME		GEN	DER						Α(3E					
	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		P.	ARTY RE	EG			PARTY	BY AGE				P		Y GENDE				
	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		14	20	32	29	18	21	38	24		24	30		44		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		

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				PERMA ABSEI				CI				E	BOARD O	F SUPEF	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	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		
					P/G14,				NSISTEN FARGETS		POSI MOV		INTEN MOV			HOUS	EHOLD I		YPE	
	Total								FARGETS EVER		MOV	ERS		ERS	 DEM 1	HOUS DEM 2+	EHOLD I REP		IND 1+	MIX
Base	Total 403							CN ST	FARGETS EVER		MOV AFTER	ERS FIRST	MOV. AFTER	ERS FIRST		DEM	REP	REP	IND	
Base EXT/VERY IMPORTANT		1+/6	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
	403	1+/6 396	2+/6 342	3+/6 283	4+/6 244	5+/6 198	6/6 142	CN ST FAV	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113	DEM 2+ 	REP 1 30	REP 2+ 25	IND 1+ 	MIX
EXT/VERY IMPORTANT	403 69 %	1+/6 396 69 %	2+/6 342 70 %	3+/6 283 69 %	4+/6 244 69 %	5+/6 198 73 %	6/6 142 73 %	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOV. AFTER INFO 158	ERS FIRST LAST 182	1 113 83 %	DEM 2+ 67	REP 1 30 55 %	REP 2+ 25	IND 1+ 80 69 %	MIX 88 63 %
EXT/VERY IMPORTANT Extremely important	 403 69 % 35	1+/6 396 69 %	2+/6 342 70% 35	3+/6 283 69 % 35	4+/6 244 69 % 35	5+/6 198 73% 37	6/6 142 73% 35	CN ST FAV 97 84% 56	EVER UNFAV 52 38% 14	SWING 254 70% 32	MOV AFTER INFO 102 61% 26	FIRST LAST 115 58% 25	MOV AFTER INFO 158 67% 31	FIRST LAST 182 66% 33	1 113 83 % 45	DEM 2+ 67 68% 30	REP 1 30 55% 29	REP 2+ 25 51% 21	IND 1+ 80 69% 39	MIX 88 63% 29
EXT/VERY IMPORTANT Extremely important Very important	403 69% 35 34	1+/6 396 69 % 35	2+/6 342 70% 35 34	3+/6 283 69% 35 34	4+/6 244 69 % 35 34	5+/6 198 73 % 37 36	6/6 142 73% 35 38	CN ST FAV 97 84% 56 28	FARGETS EVER UNFAV 52 38% 14 24	SWING 254 70% 32 38	MOV AFTER INFO 102 61% 26 35	FIRST LAST 115 58% 25 33	MOV AFTER INFO 158 67% 31 35	FIRST LAST 182 66% 33 33	1 113 83% 45 38	DEM 2+ 67 68% 30 38	REP 1 30 55% 29 27	REP 2+ 25 51% 21 30	IND 1+ 80 69% 39 29	MIX 88 63% 29 34
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	403 69% 35 34	1+/6 396 69% 35 34	2+/6 342 70% 35 34 29	3+/6 283 69% 35 34	4+/6 244 69% 35 34	5+/6 198 73% 37 36 25	6/6 142 73% 35 38	CN ST FAV 97 84% 56 28	FARGETS EVER UNFAV 52 38% 14 24	SWING 254 70% 32 38 29	MOV AFTER INFO 102 61% 26 35	FIRST LAST 115 58% 25 33	MOV AFTER INFO 158 67% 31 35	FIRST LAST 182 66% 33 33	1 113 83% 45 38 16	DEM 2+ 67 68% 30 38	REP 1 30 55% 29 27 45	REP 2+ 25 51% 21 30 49	IND 1+ 80 69% 39 29	MIX 88 63% 29 34 37
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	403 69% 35 34 30 25	1+/6 396 69% 35 34 29 24	2+/6 342 70% 35 34 29 23	3+/6 283 69% 35 34 30 23	4+/6 244 69% 35 34 29 22	5+/6 198 73% 37 36 25 18	6/6 142 73% 35 38 25 18	CN ST FAV 97 84% 56 28 15	FARGETS EVER UNFAV 52 38% 14 24 62 44	SWING 254 70% 32 38 29 26	MOV AFTER INFO 102 61% 26 35 38 34	ERS FIRST LAST 115 58% 25 33 42 36	MOV AFTER INFO 158 67% 31 35	FIRST LAST 182 66% 33 33 34 29	1 113 83% 45 38 16 10	DEM 2+ 67 68% 30 38 28 27	REP 1 30 55% 29 27 45 25	REP 2+ 25 51% 21 30 49 32	IND 1+ 80 69% 39 29 31 31	MIX 88 63% 29 34 37 35

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

		Q		SONOM	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVOR	ABILITY		Q	5 SCAP(OSD FAV	ORABIL	ITY AFT	TER INF	0
	Total	YES	TOTAL NO	RIGHT DIREC		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
		011	SCADOS	D FAVOF	ARTI.TT	V AFTEI	O MESSA	GING	013	SONOMA	TPATI.	IIQF	Q14 C				015 EDU	ICATION		
	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

DK/NA

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER							GE					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN	18-29	30-39	40-49	50-54					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		P	ARTY RE	EG .			PARTY	BY AGE				P	ARTY B	Y GENDE	R			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total		50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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		

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 MEN WOME					PERMA ABSE					TY			E	BOARD O	F SUPER	RVISORS	.		
	Total DAI 403		MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK		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%			78%	83%		68%	83%	74%		79%	82%	72%	84%	79%	80%		
Extremely important Very important	47 32	50 20	49 34	37 35		47 31	48 35	51 28	35 33	41 41	55 19		53 26	42 39	49 23	44 40	52 27	48 31		
SMWT/NOT TOO IMPORTANT	20	30				22	17	21	32		26			18	28	14	21	20		
Somewhat important Not too important	17 4	28 2	13 4	20 6		17 4	15 2	21 0	25 7	12 5	20 6		18 3	15 4	24 4	12 1	16 5	16 5		
DK/NA	0	0	0	1	0	1	0	0	0	1	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		
		F	LAGS	(P/G12,	P/G14	, P/G16)		NSISTEN TARGETS			TIVE ÆRS	INTEN MOV			HOUS	EHOLD 1	PARTY 1	YPE	
	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	
EXT/VERY IMPORTANT	79%	79%				79%	77%		41%		75%		79%	79%	92%	84%	63%	43%	81%	7
Extremely important Very important	47 32	47 32	49 32	49 31		49 30	47 31	71 25	19 22	44 37	40 35		42 37	43 36	52 40	47 37	42 21	15 27	62 19	3
SMWT/NOT TOO IMPORTANT	20	20		19		21	23	4	58	19	25			21	8	16	37	57	19	2
Somewhat important Not too important	17 4	17 4	15 3	16 4		17 4	19 4	3 1	37 20	18 1	24 1		19 1	19 3	5 3	16 0	27 11	33 24	18 1	2
DK/NA	0	0	0	1	1	1	0	1	2	0	0	0	0	0	1	0	0	0	0	
DK/NA	0	0	0	1	1	1	0	1	2	0	0	0	0	0	1	0	0	0	0	

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

		Q CELL			Q1 MA DIRE			Q2A IN:	ITIAL S	CAPOSD	FAVOR <i>I</i>	ABILITY		Q 	5 SCAP(OSD FAV	ORABIL	ITY AF1	TER INF	'O
	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		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	
Somewhat important	22	19	24	20	25	25	12	25	43	28	19	35	27	10	34	62	17	20	42	
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			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
													Q14 C	HLDRN						
		Q11	SCAPOS	D FAVOF	RABILIT	Y AFTER	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C				Q15 ED	UCATION	ī	
									Q13 				~							
	Total	Q11 STRNG FAV	SCAPOS SMWT FAV	D FAVOF SMWT UNFAV		Y AFTER TOTAL FAV		CR/	Q13 	SEV/	TRAIL SEV/ YEAR	USE ALNVR NEVER	~		HS OR LESS	SOME COLL	Q15 EDU COLL GRAD	JCATION POST GRAD	NON COLL	 COLL+
Base	Total 403	STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 A	T HOME		SOME	COLL	POST	NON	COLL+ 221
	403	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 6	TOTAL FAV 370	TOTAL UNFAV 	CR/ DK/NA 15	1+/WK 129	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62	YES	NO 293	LESS 71	SOME COLL 	COLL GRAD 	POST GRAD 	NON COLL 171	221
EXT/VERY IMPORTANT	403 72 %	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 6	TOTAL FAV 370	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129 84 %	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62 47%	YES 101	NO 293	LESS 71 59 %	SOME COLL 100	COLL GRAD 130	POST GRAD 91	NON COLL 171 66%	 221 77 %
EXT/VERY IMPORTANT Extremely important	403 72 % 40	STRNG FAV 218 89% 55	SMWT FAV 151 58% 25	SMWT UNFAV 12 29% 9	STRNG UNFAV 6	TOTAL FAV 370 76% 43	TOTAL UNFAV 18 25% 6	CR/ DK/NA 15 39% 18	1+/WK 129 84% 49	SEV/ MONTH 123 76% 46	SEV/ YEAR 81 67% 28	ALNVR NEVER 62 47% 23	YES 101 74% 44	NO 293 72% 39	LESS 71 59% 23	SOME COLL 100 71% 39	COLL GRAD 130 77% 48	POST GRAD 91 78% 43	NON COLL 171 66% 33	77% 46
EXT/VERY IMPORTANT	403 72 %	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 6	TOTAL FAV 370	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129 84 %	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62 47%	YES 101	NO 293	LESS 71 59 %	SOME COLL 100	COLL GRAD 130	POST GRAD 91	NON COLL 171 66%	 221 77 %
EXT/VERY IMPORTANT Extremely important	403 72 % 40	STRNG FAV 218 89% 55	SMWT FAV 151 58% 25	SMWT UNFAV 12 29% 9	STRNG UNFAV 6	TOTAL FAV 370 76% 43	TOTAL UNFAV 18 25% 6	CR/ DK/NA 15 39% 18	1+/WK 129 84% 49	SEV/ MONTH 123 76% 46	SEV/ YEAR 81 67% 28	ALNVR NEVER 62 47% 23	YES 101 74% 44	NO 293 72% 39	LESS 71 59% 23	SOME COLL 100 71% 39	COLL GRAD 130 77% 48	POST GRAD 91 78% 43	NON COLL 171 66% 33	77% 46 31
EXT/VERY IMPORTANT Extremely important Very important	403 72% 40 32	STRNG FAV 218 89% 55 34	SMWT FAV 151 58% 25 33	SMWT UNFAV 12 29% 9 19	STRNG UNFAV 6 17% 0 17	TOTAL FAV 370 76% 43 33	TOTAL UNFAV 18 25% 6 19	CR/ DK/NA 15 39% 18 21	1+/WK 129 84% 49 35	SEV/ MONTH 123 76% 46 30	SEV/ YEAR 81 67% 28 38	ALNVR NEVER 62 47% 23 25	YES 101 74% 44 30	NO 293 72% 39 33	LESS 71 59% 23 36	SOME COLL 100 71% 39 32	COLL GRAD 130 77% 48 29	POST GRAD 91 78% 43 34	NON COLL 171 66% 33	77% 46 31
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	403 72% 40 32 27	STRNG FAV 218 89% 55 34	SMWT FAV 151 58% 25 33 41	SMWT UNFAV 12 29% 9 19	STRNG UNFAV 6 17% 0 17 83 27	TOTAL FAV 370 76% 43 33	TOTAL UNFAV 18 25% 6 19 75	CR/ DK/NA 15 39% 18 21	1+/WK 129 84% 49 35	SEV/ MONTH 123 76% 46 30	SEV/ YEAR 81 67% 28 38	ALNVR NEVER 62 47% 23 25	YES 101 74% 44 30 26	NO 293 72% 39 33	LESS 71 59% 23 36 38	SOME COLL 100 71% 39 32 28	COLL GRAD 130 77% 48 29	POST GRAD 91 78% 43 34	NON COLL 171 66% 33 34 32 25	77% 46 31
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	403 72% 40 32 27 22	STRNG FAV 218 89% 55 34 11	SMWT FAV 151 58% 25 33 41 34	SMWT UNFAV 12 29% 9 19 71 56	STRNG UNFAV 6 17% 0 17 83 27	TOTAL FAV 370 76% 43 33 23	TOTAL UNFAV 18 25% 6 19 75 47	CR/ DK/NA 15 39% 18 21 55 45	1+/WK 129 84% 49 35 16 12	SEV/ MONTH 123 76% 46 30 22 19	SEV/ YEAR 	ALNVR NEVER 62 47% 23 25 51 38	YES 101 74% 44 30 26 20	NO 293 72% 39 33 27 23	LESS 71 59% 23 36 38 28	SOME COLL 100 71% 39 32 28 23	COLL GRAD 130 77% 48 29 23	POST GRAD 91 78% 43 34 22 21	NON COLL 171 66% 33 34 32 25	221 77% 46 31 23 19

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

		~	ETHNIC			~	NCOME			IDER						AC						
	Total		WHITE	NON-	\$0- \$60K		\$90K- \$120K		MEN		18-29	30-39		50-54					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		P.	ARTY RE	EG			PARTY	BY AGE				P.	ARTY B	Y GENDE	R 			
	m-+-1	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NDD /O	DED	DEM 18-49	DEM 50+	NPP/O 18-49		REP 18-49	REP 50+	DEM	DEM		NPP/O	REP	REP		
	Total				50+	DEM	NPP/O	REP				50+	18-49		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		
Base	403	81	112		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		

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 MEN WOMEN					PERMA ABSEI	NTEE			CI				E	SOARD O	F SUPER	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO		RHONT PARK			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		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	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		
								CO	NSISTEN	CY	POSI	TIVE	INTEN	SITY						
		F	LAGS	(P/G12,	P/G14	, P/G16)		NSISTEN FARGETS			TIVE	INTEN MOV			HOUS	EHOLD 1	PARTY I	YPE	
		F.	LAGS	(P/G12,	P/G14	, P/G16)		FARGETS		MOV	ERS	MOV	ERS						
	Total	F: 1	LAGS	(P/G12,	P/G14,	, P/G16 5+/6) 6/6				MOV			ERS	 DEM 1	HOUS DEM 2+	EHOLD I	PARTY T REP 2+	YPE IND 1+	MIX
Base	Total 403							CN ST	FARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	DEM	DEM	REP	REP	IND	MIX
	403	1+/6 396	2+/6	3+/6	4+/6 244	5+/6 198	6/6 142	CN ST FAV	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST	MOVE AFTER INFO 158	ERS FIRST LAST	DEM 1 113	DEM 2+	REP 1 	REP 2+	IND 1+ 	88
EXT/VERY IMPORTANT	403 72 %	1+/6 396 73 %	2+/6 342 73 %	3+/6 283 74 %	4+/6 244 73 %	5+/6 198 72 %	6/6 142 71 %	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254 71%	MOV AFTER INFO 102	FIRST LAST 115	MOV: AFTER INFO 158	ERS FIRST LAST 182 73%	DEM 1 113 85 %	DEM 2+ 67	REP 1 30 51 %	REP 2+ 25	IND 1+ 80 72 %	88 72 %
EXT/VERY IMPORTANT Extremely important	 403 72 % 40	1+/6 396 73% 40	2+/6 342 73% 41	3+/6 283 74% 39	4+/6 244 73% 39	5+/6 198 72% 40	6/6 142 71% 36	CN ST FAV 97	EVER UNFAV 52 42% 20	SWING 254 71% 35	MOV AFTER INFO 102 69% 34	FIRST LAST 115 67% 32	MOV: AFTER INFO 158 75% 38	FIRST LAST 182 73% 38	DEM 1 113 85% 46	DEM 2+ 67 77% 40	REP 1 30 51% 32	REP 2+ 25 27% 19	IND 1+ 80 72% 43	72% 40
EXT/VERY IMPORTANT	403 72 %	1+/6 396 73% 40	2+/6 342 73 %	3+/6 283 74 %	4+/6 244 73 %	5+/6 198 72 %	6/6 142 71 %	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254 71%	MOV AFTER INFO 102	FIRST LAST 115	MOV: AFTER INFO 158	ERS FIRST LAST 182 73%	DEM 1 113 85 %	DEM 2+ 67	REP 1 30 51 %	REP 2+ 25	IND 1+ 80 72 %	88 72 %
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	403 72% 40 32 27	1+/6 396 73% 40 33	2+/6 342 73% 41 32 26	3+/6 283 74% 39 34 25	4+/6 244 73% 39 34 25	5+/6 198 72% 40 32 27	6/6 142 71 % 36 35	CN ST FAV 97	EVER UNFAV 52 42% 20	SWING 254 71% 35 36 29	MOV AFTER INFO 102 69% 34 35	FIRST LAST 115 67% 32 36	MOV: AFTER INFO 158 75% 38 36 25	FIRST LAST 182 73% 38	DEM 1 113 85% 46 39 14	DEM 2+ 67 77% 40 37 22	REP 1 30 51% 32	REP 2+ 25 27% 19	IND 1+ 80 72% 43	72% 40 33 28
EXT/VERY IMPORTANT Extremely important Very important	403 72% 40 32 27	1+/6 396 73% 40 33 26 21	2+/6 342 73% 41 32 26 21	3+/6 283 74% 39 34 25 21	4+/6 244 73% 39 34 25 20	5+/6 198 72% 40 32 27 21	6/6 142 71% 36 35 28 23	CN ST FAV 97 92% 64 28	EVER UNFAV 52 42% 20 22 56 38	SWING 254 71% 35 36 29 25	MOV AFTER INFO 102 69% 34 35	FERS FIRST LAST 115 67% 32 36 32 27	MOV: AFTER INFO 158 75% 38 36 25 22	FIRST LAST 182 73% 38 34	DEM 1 113 85% 46 39 14 11	DEM 2+ 67 77% 40 37	REP 1 30 51% 32 19 46 31	REP 2+ 25 27% 19 8 73 46	IND 1+ 80 72% 43 29 27 24	72% 40 33 28 26
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	403 72% 40 32 27	1+/6 396 73% 40 33 26 21	2+/6 342 73% 41 32 26	3+/6 283 74% 39 34 25	4+/6 244 73% 39 34 25	5+/6 198 72% 40 32 27	6/6 142 71 % 36 35	CN ST FAV 97 92% 64 28	EVER UNFAV 52 42% 20 22	SWING 254 71% 35 36 29	MOV AFTER INFO 102 69% 34 35	FIRST LAST 115 67% 32 36	MOV: AFTER INFO 158 75% 38 36 25	FIRST LAST 182 73% 38 34 27	DEM 1 113 85% 46 39 14	DEM 2+ 67 77% 40 37 22	REP 1 30 51% 32 19 46	REP 2+ 25 27% 19 8	IND 1+ 80 72% 43 29 27	72% 40 33 28
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	403 72% 40 32 27	1+/6 396 73% 40 33 26 21	2+/6 342 73% 41 32 26 21	3+/6 283 74% 39 34 25 21	4+/6 244 73% 39 34 25 20	5+/6 198 72% 40 32 27 21	6/6 142 71% 36 35 28 23	CN ST FAV 97 92% 64 28	EVER UNFAV 52 42% 20 22 56 38	SWING 254 71% 35 36 29 25	MOV AFTER INFO 102 69% 34 35	FERS FIRST LAST 115 67% 32 36 32 27	MOV: AFTER INFO 158 75% 38 36 25 22	FIRST LAST 182 73% 38 34 27 23	DEM 1 113 85% 46 39 14 11	DEM 2+ 67 77% 40 37 22 22	REP 1 30 51% 32 19 46 31	REP 2+ 25 27% 19 8 73 46	IND 1+ 80 72% 43 29 27 24	72% 40 33 28 26

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 PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVORA	ABILITY		Q 	5 SCAP(OSD FAV	ORABIL	ITY AF1	rer inf	0
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		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		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			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
												Q14 C	HLDRN						
	Q11	SCAPOS	D FAVOF	RABILIT	Y AFTEF	MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	T HOME			Q15 ED	JCATION	I 	
	STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV		1+/WK		YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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
				58	20	50	21	16	23	24	24	23	21	16	23	21	24	20	22
SMWT/NOT TOO IMPORTANT 21	9	34	40	30															
SMWT/NOT TOO IMPORTANT 21 Somewhat important 18	9 8		40 26	16	17	21	21	13	20	20	22	21	17	16	17	19	19	17	19
		31	26	16		21 30	21 0	13 3	20 3	20 4	22 2	21 3	17 4	16 0	17 6	19 2	19 5	17 4	19 3
Somewhat important 18	8	31	26 13	16	17														

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AC	GE					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$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%		79%	76%	74%	79%
Extremely important	38	37	37	39	38	42	32	32	39	37	37	48	39	50	26	25	39		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		P.	ARTY RE	G			PARTY	BY AGE				P.	ARTY B	Y GENDE	R			
	Total	MEN 18-49	MEN 50+	18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	WOMEN	REP MEN	REP WOMEN		
Base	400	98	94	66	142	212	108	80	83	129	58	50	23	57	92	120	63		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		

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

		PERMA ABSEI	NTEE			CI				E	SOARD O	F SUPER	RVISORS							
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO		RHONT PARK		WIND SOR		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		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		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		
								COI	NSISTEN	ICY	POSI	TIVE	INTEN	SITY						
		F	LAGS	(P/G12,	P/G14,	, P/G16)		NSISTEN FARGETS		POSI MOV		INTEN MOV			HOUS	EHOLD I	PARTY T	YPE	
		F)	LAGS	(P/G12,	P/G14,	, P/G16)		FARGETS		MOV	ERS	MOV	ERS	 DEM	HOUS	EHOLD I	PARTY T		
	Total	F	LAGS 2+/6	(P/G12, 	P/G14,	, P/G16 5+/6) 6/6				MOV	ERS		ERS	 DEM 1				YPE IND 1+	MIX
Base	Total 400							CN ST	TARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	MIX 94
		1+/6 392	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOVE AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	94
EXT/VERY IMPORTANT	400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190	6/6 139	CN ST FAV	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	ERS FIRST LAST 123	MOVE AFTER INFO 157	ERS FIRST LAST 177	1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	94 67%
	 400 78 %	1+/6 392 78% 38	2+/6 333 77 %	3+/6 284 78 %	4+/6 237 77 %	5+/6 190 76 %	6/6 139 74 %	CN ST FAV 97	FARGETS EVER UNFAV 49	SWING 254 75%	MOV AFTER INFO 110	ERS FIRST LAST 123	MOV: AFTER INFO 157	ERS FIRST LAST 177	1 114 81 %	DEM 2+ 65	REP 1 30 69 %	REP 2+ 25	IND 1+ 73	94
EXT/VERY IMPORTANT Extremely important	 400 78 % 38	1+/6 392 78% 38	2+/6 333 77% 38	3+/6 284 78% 38	4+/6 237 77% 37	5+/6 190 76% 35	6/6 139 74% 37	CN ST FAV 97 94% 57	TARGETS EVER UNFAV 49 58% 19	SWING 254 75% 34	MOV AFTER INFO 110 76% 29	FIRST LAST 123 74% 26	MOV: AFTER INFO 157 80% 38	ERS FIRST LAST 177 79%	1 114 81% 43	DEM 2+ 65 86% 42	REP 1 30 69% 32	REP 2+ 25 70% 30	IND 1+ 73 84 % 40	94 67% 32
EXT/VERY IMPORTANT Extremely important Very important	400 78% 38 40	1+/6 392 78% 38 39	2+/6 333 77% 38 39	3+/6 284 78% 38 40	4+/6 237 77% 37 40	5+/6 190 76% 35 41	6/6 139 74% 37	CN ST FAV 97 94% 57	EVER UNFAV 49 58% 19 39	SWING 254 75% 34 41	MOV AFTER INFO 110 76% 29 47	FIRST LAST 123 74% 26 49	MOV: AFTER INFO 157 80% 38 43	ERS FIRST LAST 177 79% 34 45	1 114 81% 43 39	DEM 2+ 65 86% 42 45	REP 1 30 69% 32 37	REP 2+ 25 70% 30 40	IND 1+ 73 84% 40 44	94 67% 32 35
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	400 78% 38 40 21	1+/6 392 78% 38 39 21 18	2+/6 333 77% 38 39	3+/6 284 78% 38 40 21	4+/6 237 77% 37 40 21	5+/6 190 76% 35 41	6/6 139 74% 37 37	CN ST FAV 97 94% 57 37	EVER UNFAV 49 58% 19 39	SWING 254 75% 34 41 23	MOV AFTER INFO 110 76% 29 47	FIRST LAST 123 74% 26 49	MOV: AFTER INFO 157 80% 38 43	ERS FIRST LAST 177 79% 34 45	1 114 81% 43 39 17	DEM 2+ 65 86% 42 45 12	REP 1 30 69% 32 37 31	REP 2+ 25 70% 30 40 30	IND 1+ 73 84% 40 44 15	94 67% 32 35
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	400 78% 38 40 21	1+/6 392 78% 38 39 21 18	2+/6 333 77% 38 39 22 18	3+/6 284 78% 38 40 21	4+/6 237 77% 37 40 21 17	5+/6 190 76% 35 41 22 17	6/6 139 74% 37 37 23	CN ST FAV 97 94% 57 37	FARGETS EVER UNFAV 49 58% 19 39 40 22	SWING 254	MOV AFTER INFO 110 76% 29 47 23	FIRST LAST 123 74% 26 49 25 23	MOV: AFTER INFO 157 80% 38 43 19	ERS FIRST LAST 177 79% 34 45 20 18	1 114 81% 43 39 17 16	DEM 2+ 65 86% 42 45 12 10	REP 1 30 69% 32 37 31 21	REP 2+ 25 70% 30 40 30 21	IND 1+ 73 84% 40 44 15 15	94 67% 32 35 31 25

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

		Q CELL		SONOM	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVOR!	ABILITY		Q	5 SCAP(OSD FAV	/ORABIL	ITY AFT	TER INF	0
	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
													Q14 C	HLDRN						
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	г номе			Q15 EDU	JCATION	ſ	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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

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	ETHNIC	CITY		Q17 I	NCOME		GEN	IDER						A	GE					
		LATNO	WHITE	NON- WHITE	\$0- \$60K		\$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		P	ARTY RE	EG			PARTY	BY AGE				F	PARTY B	Y GENDE	lR			
	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		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		

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

			PAR	ENTS		PERMA ABSE					TY			E	BOARD O	F SUPER	RVISORS			
	Total	DADS	MEN NOKDS	YES	NO	PETAL UMA	RHONT PARK		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 Extremely important Very important	89 % 51 38	89% 55 34	93% 58 35	51	48	92% 51 41	84 % 51 33	92% 56 36	92% 45 48	86% 48 38	94% 48 46	93% 60 33	89% 53 37	86% 51 35	86% 52 34	91% 47 44	93% 57 36	91% 47 44		
SMWT/NOT TOO IMPORTANT Somewhat important Not too important	10 9 1	11 11 0	7 7 0	8	10	8 7 0	15 12 3	8 8 0	6 6 0	12	6 6 0	3 3 0	10 9 2	14 12 2	12 11 1	8 8 0	6 5 1	9 8 1		
DK/NA DK/NA	1	0 0	0	0	2 2	0 0	1 1	0 0	2 2		0 0	4 4	1 1	0 0	2 2	1 1	1 1	0 0		
		F	LAGS	(P/G12,	, P/G14	, P/G16)		NSISTEI TARGET:			TIVE ÆRS	INTEN MOV			HOUS	EHOLD 1	PARTY T	YPE	
	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+	MIZ
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	
EXT/VERY IMPORTANT Extremely important Very important	89% 51 38	90% 52 38	52	50	50	86% 48 39	84 % 47 37	98% 68 29	70% 26 44	90 % 49 41	89 % 49 39	88% 45 43	54	90% 50 40	92% 49 43	96% 63 34	85% 53 32	70% 34 35	95 % 57 38	84
SMWT/NOT TOO IMPORTANT Somewhat important Not too important	10 9 1	10 9 1	10 9 1		10	13 11 2	15 12 3	2 2 0	25 17 8	10 9 0	9 9 0	11 11 0	9	9 9 0	8 8 0	3 1 2	15 15 0	30 26 4	5 5 0	:
DK/NA	1 1	0 0	0 0	0 0	1 1	1 1	1 1	0 0	4	0 0	2 2	1 1	1 1	1 1	1 1	1 1	0 0	0 0	0 0	

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

		CELL	A PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVOR/	ABILITY		Q 	5 SCAP	OSD FA	/ORABIL	ITY AF	rer inf	'O
	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%		53%	68%	86%	66%	38%	45%	76%	39%	62%	87%	54%	20%	46%	73%	29%	62%
Extremely important	31	36	28		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			3	1	2	0	18	2		3	1	4	0	0	2	0	18
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C				Q15 EDI	JCATION	I	
			CMUT	CMM	CEDMO			 CR/		SEV/	SEV/	A T NT/D				COME			NON	
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV		1+/WK		YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	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		27	24	35	54	14	26	33	33	33	22	23	33	23	17	29	21
Not too important	3	1	4	10	32		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	_	_	_	•																

TABLE 36: QGG. 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 							GEN	IDER						Α(
		LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K		MEN	WOMEN	18-29	30-39	40-49					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		P	ARTY RE	EG			PARTY	BY AGE				P	ARTY B		R 			
	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		
		U		3	-			5			2	4	U	,			U	3	3	,		

TABLE 36: QGG. 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

			PARI	ENTS		PERMA ABSEI				CI	TY			F	BOARD O	F SUPER	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	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		
Dit/ Wii	_	Ü	_	_	-	_	5	O	U	-	Ū	ŭ	_	9	_					
<i>DI</i> () (II)	2	F	LAGS		P/G14,	, P/G16)	COI	NSISTEN FARGETS	ICY	POSI MOV	TIVE	INTEN MOV			HOUS	EHOLD I		'YPE	
	Total	F	LAGS			, P/G16)	COI	NSISTEN FARGETS EVER	ICY	POSI MOV	TIVE	INTEN	ERS	 DEM 1	DEM 2+	EHOLD I		IND 1+	MIX
Base		F.	LAGS			P/G16)	COI CN ST	NSISTEN FARGETS EVER	ICY ;	POSI MOV 	TIVE ERS FIRST	INTEN MOV AFTER	ERS FIRST	 DEM	DEM	REP	REP	IND	
	Total	1+/6	LAGS 2+/6	3+/6	4+/6	P/G16 5+/6) 6/6	COI CN ST FAV	NSISTEN FARGETS EVER UNFAV	SWING	POSI MOV AFTER INFO	TIVE ERS FIRST LAST	INTEN MOV AFTER INFO	ERS FIRST LAST	 DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	Total 400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190 70% 29	6/6 139	COI ST FAV 97 92% 52	NSISTEN FARGETS EVER UNFAV 49	SWING	POSI MOV AFTER INFO 110 63% 24	TIVE ERS FIRST LAST 123 61% 23	INTEN MOV AFTER INFO 157	FIRST LAST 177 69% 28	DEM 1 	DEM 2+ 65 86% 40	REP 1 30	REP 2+ 25 47% 30	IND 1+ 73 74% 21	MIX 94 56% 28
Base EXT/VERY IMPORTANT	Total 400 70 %	1+/6 392 70 %	2+/6 333 69 %	3+/6 284 69 %	4+/6 237 70 %	5+/6 190 70%) 6/6 139 70 %	COI ST FAV 97	NSISTEN FARGETS EVER UNFAV 49	SWING 254	POSI MOV AFTER INFO 110	TIVE ERS FIRST LAST 123	INTEN MOV AFTER INFO 157	ERS FIRST LAST 177	DEM 1 114 78%	DEM 2+ 65	REP 1 30 53%	REP 2+ 25	IND 1+ 73	MIX 94 56 %
Base EXT/VERY IMPORTANT Extremely important	Total 400 70% 31	F 1+/6 392 70% 32	2+/6 333 69 %	3+/6 284 69 % 31	4+/6 237 70% 30	5+/6 190 70% 29	6/6 139 70% 28	COI ST FAV 97 92% 52	NSISTEN FARGETS EVER UNFAV 49 36% 11	SWING 254 68% 27	POSI MOV AFTER INFO 110 63% 24	TIVE ERS FIRST LAST 123 61% 23	INTEN MOV AFTER INFO 157 71% 31	FIRST LAST 177 69% 28	DEM 1 114 78% 39	DEM 2+ 65 86% 40	REP 1 30 53% 20	REP 2+ 25 47% 30	IND 1+ 73 74% 21	MIX 94 56% 28
Base EXT/VERY IMPORTANT Extremely important Very important	Total 400 70% 31 39	1+/6 392 70% 32 38	2+/6 333 69% 32 37	3+/6 284 69% 31 38	4+/6 237 70% 30 40	5+/6 5+/6 190 70% 29 41	6/6 139 70% 28 42	CON ST FAV 97 92% 52 40	NSISTEN FARGETS EVER UNFAV 49 36% 11 24	SWING 254 68% 27 41	POSI MOV	TIVE ERS FIRST LAST 123 61% 23 39	INTEN MOV AFTER INFO 157 71% 31 40	FIRST LAST 177 69% 28 41	DEM 1 114 78% 39 39	DEM 2+ 65 86% 40 46	REP 1 30 53% 20 33	REP 2+ 25 47% 30 17	IND 1+ 73 74% 21 53	MIX 94 56% 28 29
Base EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	Total 400 70% 31 39 28	1+/6 392 70% 32 38 28	2+/6 333 69% 32 37 29	3+/6 284 69% 31 38	4+/6 237 70% 30 40 28	5+/6 	6/6 139 70% 28 42 26	CN ST FAV	NSISTEN FARGETS EVER UNFAV 49 36% 11 24	SWING 254 68% 27 41 29	POSI MOV 	TIVE ERS	INTEN MOV	FIRST LAST 177 69% 28 41	DEM 1 1114 78% 39 39 20	DEM 2+ 65 86% 40 46 13	REP 1 30 53% 20 33 41	REP 2+ 25 47% 30 17 49	IND 1+ 73 74% 21 53	MIX 94 56% 28 29
Base EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	Total 400 70% 31 39 28 25	1+/6 392 70% 32 38 28 25	2+/6 3333 69% 32 37 29 25	3+/6 284 69% 31 38 28 24	4+/6 237 70% 30 40 28 23	5+/6 	6/6 139 70% 28 42 26 23	CON ST FAV 97 92% 52 40	NSISTEN FARGETS EVER UNFAV 49 36% 11 24 60 47	SWING 254 68% 27 41 29 27	POSI MOV 	TIVE ERS	INTEN MOV	FIRST LAST 177 69% 28 41 29 24	DEM 1 144 78% 39 39 20 20	DEM 2+ 65 86% 40 46 13 10	REP 1 30 53% 20 33 41 34	REP 2+ 25 47% 30 17 49 46	IND 1+ 73 74% 21 53 23 21	MIX 94 56% 28 29 42 35

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.

		Q CELL		SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Ç 	5 SCAP	OSD FAV	ORABIL	ITY AFT	TER INF	0
	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%		57%	68%	78%	70%	6%	28%	74%		68%	81%	63%	31%	34%	73%	32%	32%
Extremely important Very important	38 30	34 38	40 26	40 33	33 24	39 29	52 26	32 38	0 6	28 0	42 32		34 34	52 30	28 34	9 22	13 21	42 32	11 21	10 21
SMWT/NOT TOO IMPORTANT Somewhat important	26 18	25 18	27 18		35 16	26 21	18 14	25 19	87 49	59	21 17		25 19	13 11	33 25	55 35	66 11	22 17	60 24	52 36
Not too important	8	6	9		18	5				48	5		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		8	6	4	5	7	13	5		6	5	4	14	0	5	8	16
													014 0	HLDRN						
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	~	г номе			Q15 EDT	JCATION		
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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		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		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

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.

		~	ETHNIC			Q17 I	NCOME		GEN	IDER						Α(
	Total			NON-	\$0- \$60K	\$60K- \$90K	\$90K- \$120K		MEN	WOMEN	18-29	30-39	40-49			60-64			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		P.	ARTY RE	EG			PARTY	BY AGE				P	ARTY B	Y GENDE	R			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NDD /O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	WOMEN 50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	 57	91	122	 57	 52	 45	35		
Dase	403	01	112	04	125	214	109	01	0.1	132	00	40	23	57	91	122	57	52	43	33		
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		

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.

			PAR	ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPEI	RVISORS	¦ 		
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER		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		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			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		
					P/G14				NSISTEN FARGETS		POSI MOV		INTEN MOV			HOUS	EHOLD 1	PARTY T		
					, P/G14,							ERS		ERS	 DEM	HOUS	SEHOLD I		ГҮРЕ IND	
	Total								TARGETS		MOV	ERS	MOV	ERS	 DEM 1		REP 1			MIX
Base	Total 403							CN ST	TARGETS EVER	3	MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST		DEM		REP	IND	MIX
Base EXT/VERY IMPORTANT		1+/6	2+/6	3+/6	4+/6 244	5+/6 	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	403	1+/6 396	2+/6 342	3+/6	4+/6 244	5+/6 198	6/6 142	CN ST FAV	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	88
EXT/VERY IMPORTANT	403 68 %	1+/6 396 68 %	2+/6 342 67 %	3+/6 283 68 %	4+/6 244 67% 38	5+/6 198 66 %	6/6 142 68 %	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182 68%	1 113 76 %	DEM 2+ 67	REP 1 30 53%	REP 2+ 25	IND 1+ 80	88 63 %
EXT/VERY IMPORTANT Extremely important	403 68% 38	1+/6 396 68% 38	2+/6 342 67% 38	3+/6 283 68% 38	4+/6 244 67% 38 29	5+/6 198 66% 38	6/6 142 68% 38	CN ST FAV 97	EVER UNFAV 52 31%	SWING 254 70% 36	MOV 	FIRST LAST 115 66% 35	MOV AFTER INFO 158 72% 39	FIRST LAST 182 68% 37	1 113 76% 45	DEM 2+ 67 73% 44	REP 1 30 53% 30	REP 2+ 25 42% 16	IND 1+ 80 74% 37	 88 63% 35
EXT/VERY IMPORTANT Extremely important Very important	403 68% 38 30	1+/6 396 68% 38	2+/6 342 67% 38 29	3+/6 283 68% 38 30	4+/6 244 67% 38 29	5+/6 198 66% 38 28	6/6 142 68% 38	CN ST FAV 97 83% 57 26	EVER UNFAV 52 31% 13	SWING 254 70% 36 35	MOV 	FIRST LAST 115 66% 35 31	MOV AFTER INFO 158 72% 39 33	FIRST LAST 182 68% 37 31	1 113 76% 45 31	DEM 2+ 67 67 44 30	REP 1 30 53% 30 24	REP 2+ 25 42% 16 27	IND 1+ 80 74% 37 37	88 63% 35 29
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	403 68% 38 30	1+/6 396 68% 38 30 26	2+/6 342 67% 38 29	3+/6 283 68% 38 30 26	4+/6 244 67% 38 29 26 18	5+/6 198 66% 38 28	6/6 142 68% 38 30	CN ST FAV 97 83% 57 26	EVER UNFAV 52 31% 13 17 62	SWING 254 70% 36 35	MOV AFTER INFO 102 69% 36 33	FIRST LAST 115 66% 35 31	MOV AFTER INFO 158 72% 39 33	FIRST LAST 182 68% 37 31	1 113 76% 45 31 18	DEM 2+ 67 67 73% 44 30 18	REP 1 30 53% 30 24 43	REP 2+ 25 42% 16 27 58	IND 1+80 74% 37 37	88 63% 35 29
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	403 68% 38 30 26	1+/6 396 68% 38 30 26 18	2+/6 342 67% 38 29 26 18	3+/6 283 68% 38 30 26 17 8	4+/6 244 67% 38 29 26 18	5+/6 198 66% 38 28 27	6/6 142 68% 38 30 23	CN ST FAV 97 83% 57 26	FARGETS EVER UNFAV 52 31% 13 17 62 29	SWING 254 70% 36 35 24	MOV 	FIRST LAST 115 66% 35 31 28 20	MOV AFTER INFO 158 72% 39 33 23	ERS FIRST LAST 182 68% 37 31 27	1 113 76% 45 31 18 16	DEM 2+ 67 73% 44 30 18 16	REP 1 30 53% 30 24 43 13	REP 2+ 25 42% 16 27 58 29	IND 1+80 74% 37 37 21 21	88 63% 35 29 32 20

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 Q1 LL PHONE SONOMA DIRECTION TOTAL RIGHT WRONG					Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AF:	rer inf	0
	Total	YES	TOTAL NO	RIGHT DIREC		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		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%		55%
Extremely important	46	48	44	49	41	38	60	42	0	36	51	17	39	56	38	27	13	49		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		36
Somewhat important	14	11	16	12	15	20	7	14	46	33	10	40	16	5	21	30	38	12		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
													014 C	HLDRN						
		Q11	SCAPOS:	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	~	HLDRN F HOME			Q15 EDI	UCATION	Γ	
		Q11 STRNG	SCAPOS:	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING 	Q13 	SONOMA	TRAIL	USE ALNVR	~		 HS OR	SOME	Q15 EDI COLL	UCATION	NON 	
	Total							CR/	Q13 1+/WK	SEV/			~	r home	HS OR					COLL+
Base	Total 403	STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 A	Г НОМЕ		SOME	COLL	POST	NON	COLL+ 221
Base EXT/VERY IMPORTANT		STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	<19 A	NO	LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL 171	
	403	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 	TOTAL FAV 370	TOTAL UNFAV	CR/ DK/NA 	1+/WK 129	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 	YES	NO 293	LESS 71	SOME COLL 	COLL GRAD 	POST GRAD 	NON COLL 171	221
EXT/VERY IMPORTANT	403 79 %	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 6	TOTAL FAV 370	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129 91 %	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62	YES 101	NO 293	LESS 71 74 %	SOME COLL 100	COLL GRAD 130	POST GRAD 91	NON COLL 171 75% 43	221 83%
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	403 79% 46 34	STRNG FAV 218 93% 57 35	SMWT FAV 151 70% 35 35	SMWT UNFAV 12 27% 12	STRNG UNFAV 6 14% 14 0	TOTAL FAV 370 83% 48 35	TOTAL UNFAV 18 23% 13 10 66	CR/ DK/NA 15 51% 25	1+/WK 129 91% 56 34	SEV/ MONTH 123 84% 50 34	SEV/ YEAR 81 72% 34 39	ALNVR NEVER 62 56% 31 25	YES 101 77% 54 23	NO 293 80% 43 37	LESS 71 74% 34 41 24	SOME COLL 100 76% 50 26	COLL GRAD 130 84% 50	POST GRAD 91 81% 45	NON COLL 171 75% 43 32	221 83% 48
EXT/VERY IMPORTANT Extremely important Very important	403 79% 46 34	STRNG FAV 218 93% 57 35	SMWT FAV 151 70% 35 35 35	SMWT UNFAV 12 27% 12 15	STRNG UNFAV 6 14% 14 0	TOTAL FAV 370 83% 48 35	TOTAL UNFAV 18 23% 13 10	CR/ DK/NA 15 51% 25 26	1+/WK 129 91% 56 34 9	SEV/ MONTH 123 84% 50 34	SEV/ YEAR 	ALNVR NEVER 62 56% 31 25 39 25	YES 101 77% 54 23 15	NO 293 80% 43 37	LESS 71 74% 34 41 24 19	SOME COLL 100 76% 50 26	COLL GRAD 130 84% 50 34	POST GRAD 91 81% 45 36	NON COLL 171 75% 43 32	221 83% 48 35
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	403 79% 46 34	STRNG FAV 218 93% 57 35	SMWT FAV 151 70% 35 35	SMWT UNFAV 12 27% 12 15	STRNG UNFAV 6 14% 14 0	TOTAL FAV 370 83% 48 35	TOTAL UNFAV 18 23% 13 10 66	CR/ DK/NA 15 51% 25 26	1+/WK 129 91% 56 34	SEV/ MONTH 123 84% 50 34	SEV/ YEAR 81 72% 34 39	ALNVR NEVER 62 56% 31 25	YES 101 77% 54 23	NO 293 80% 43 37	LESS 71 74% 34 41 24	SOME COLL 100 76% 50 26	COLL GRAD 130 84% 50 34	POST GRAD 91 81% 45 36	NON COLL 171 75% 43 32 23	221 83% 48 35
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	403 79% 46 34 19	STRNG FAV 218 93% 57 35	SMWT FAV 151 70% 35 35 35	SMWT UNFAV 12 27% 12 15 65 28	STRNG UNFAV 6 14% 14 0	TOTAL FAV 370 83% 48 35 15 12	TOTAL UNFAV 18 23% 13 10 66 32	CR/ DK/NA 15 51% 25 26 42	1+/WK 129 91% 56 34 9	SEV/ MONTH 123 84% 50 34 14 13	SEV/ YEAR 	ALNVR NEVER 62 56% 31 25 39 25	YES 101 77% 54 23 15	NO 293 80% 43 37 17	LESS 71 74% 34 41 24 19	SOME COLL 100 76% 50 26 22 16	COLL GRAD 130 84% 50 34 15	POST GRAD 91 81% 45 36 16	NON COLL 171 75% 43 32 23 17	221 83% 48 35 15

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.

		~	ETHNI			Q17 I	NCOME			IDER							GE					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K		MEN	WOMEN	18-29	30-39	40-49	50-54				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		5	3		6	7	2	5	0	8	7	2		5	5	4	5	4	5
DK/NA	2		2 2	2	0	4		0	2	2 2	0	0	0	0	6	4	5		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		P	ARTY RI	EG			PARTY	BY AGE				P	ARTY B	Y GENDE	ER.			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NDD / O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	WOMEN 50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49		MEN	WOMEN	MEN	WOMEN	MEN	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			51	47	43	38		44	56	46	45	25	43		
Very important	34	31	34		30	34				33	42	41	28		37	32	36	48	21	24		
very important	34	21	34	72	30	24	42	22	30	23	72	41	20	20	37	ے د	30	40	21	24		
SMWT/NOT TOO IMPORTANT	19		27	9	15	14				13	11	11	33		18	11	15	7	54			
Somewhat important	14	18	19		13	11	9			11	10	8	16		14	9	11	7	36			
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		

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.

			PARI	ENTS		PERMA ABSEI				CI				E	BOARD O	F SUPER	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO			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		
	_	Ū	-		-	_		-	•	_										
,	_			(P/G12,	P/G14,				NSISTEN FARGETS	ICY	POSI MOV	ERS	INTEN MOV	ERS		HOUS	EHOLD E		'YPE	
	Total			(P/G12,	P/G14,				NSISTEN	ICY	MOV	ERS	MOV	ERS	 DEM 1	HOUS DEM 2+	EHOLD F			MIX
Base		F.	LAGS			, P/G16)	CN ST	NSISTEN FARGETS EVER	ICY	MOV AFTER	ERS FIRST	MOV 	ERS FIRST	DEM	DEM	REP	REP	IND	
	Total	1+/6	LAGS 2+/6	3+/6	4+/6	, P/G16 5+/6) 6/6 	CN ST FAV	NSISTEN FARGETS EVER UNFAV	CY SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	Total 403	1+/6 396 80% 46	2+/6 342 80% 46	3+/6 283 78% 45	4+/6 244 79 % 44	5+/6 5+/8 198 77% 44) 6/6 142 78% 47	CN ST FAV 97	NSISTEN FARGETS EVER UNFAV 52 39% 22	SWING 254 81% 43	MOV AFTER INFO 102 78% 38	FIRST LAST 115 77% 39	MOV AFTER INFO 158 82% 44	FIRST LAST 182 78% 43	DEM 1 113 85% 51	DEM 2+ 67 88% 50	REP 1 30 61% 39	REP 2+ 25 50% 27	IND 1+ 80 88% 46	MIX 88 73 % 43
Base EXT/VERY IMPORTANT	Total 403 79 %	1+/6 396 80%	2+/6 342 80%	3+/6 283 78 %	4+/6 244 79 %	5+/6 5+/8 198 77 %	6/6 142 78%	CN ST FAV 97	NSISTEN FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	DEM 1 113 85%	DEM 2+ 67	REP 1 30 61 %	REP 2+ 25	IND 1+ 80	MIX 88 73 %
Base EXT/VERY IMPORTANT Extremely important	Total 403 79% 46	1+/6 396 80% 46	2+/6 342 80% 46	3+/6 283 78% 45	4+/6 244 79 % 44	5+/6 5+/8 198 77% 44) 6/6 142 78% 47	CN ST FAV 97	NSISTEN FARGETS EVER UNFAV 52 39% 22	SWING 254 81% 43	MOV AFTER INFO 102 78% 38	FIRST LAST 115 77% 39	MOV AFTER INFO 158 82% 44	FIRST LAST 182 78% 43	DEM 1 113 85% 51	DEM 2+ 67 88% 50	REP 1 30 61% 39	REP 2+ 25 50% 27	IND 1+ 80 88% 46	MIX 88 73 % 43
Base EXT/VERY IMPORTANT Extremely important Very important	Total 403 79% 46 34	1+/6 396 80% 46	2+/6 342 80% 46 34	3+/6 283 78% 45 33	4+/6 244 79% 44 35	5+/6 5+/6 198 77% 44 33	6/6 142 78% 47	CN ST FAV 97 96% 66 31	NSISTEN FARGETS EVER UNFAV 52 39% 22 18	SWING 254 81% 43 38	MOV AFTER INFO 102 78% 38 41	FIRST LAST 115 77% 39 38	MOV AFTER INFO 158 82% 44 39	FIRST LAST 182 78% 43 35	DEM 1 113 85% 51 34	DEM 2+ 67 88% 50 37	REP 1 30 61% 39 22	REP 2+ 25 50% 27 23	IND 1+ 80 88% 46 42	MIX 88 73% 43 30
Base EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	Total 403 79% 46 34 19	1+/6 396 80% 46 34 18	2+/6 342 80% 46 34 18	3+/6 283 78% 45 33	4+/6 244 79% 44 35	5+/6 198 77% 44 33) 6/6 142 78% 47 31 20	CN ST FAV 97 96% 66 31 3	NSISTEN FARGETS EVER UNFAV 52 39% 22 18	SWING 254 81% 43 38 17	MOV AFTER INFO 102 78% 38 41	FIRST LAST 115 77% 39 38 23	MOV AFTER INFO 158 82% 44 39	FIRST LAST 182 78% 43 35	DEM 1 113 85% 51 34	DEM 2+ 67 88% 50 37 11	REP 1 30 61% 39 22 36	REP 2+ 25 50% 27 23 50	IND 1+ 80 88% 46 42	MIX 88 73% 43 30 26
Base EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	Total 403 79% 46 34 19	1+/6 396 80% 46 34 18	2+/6 	3+/6 283 78% 45 33 20	4+/6 244 79% 44 35 19	5+/6 	6/6 142 78% 47 31 20	CN ST FAV 97 96% 66 31 3	NSISTEN FARGETS EVER UNFAV 52 39% 22 18 55 35	SWING 254 81% 43 38 17 14	MOV 	FIRST LAST 115 77% 39 38 23 18	MOV AFTER INFO 158 82% 44 39 17 12	FIRST LAST 182 78% 43 35 21	DEM 1 113 85% 51 34 13	DEM 2+ 67 88% 50 37 11 8	REP 1 30 61% 39 22 36 20	REP 2+ 25 50% 27 23 50 32	IND 1+ 80 88% 46 42 10 8	MIX 88 73% 43 30 26 20

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 Q1 CELL PHONE SONOMA DIRECTION TOTAL RIGHT WRONG					Q2A IN	ITIAL S	SCAPOSD	FAVOR	ABILITY		Q	5 SCAP	OSD FA	VORABIL	ITY AF	TER INF	0	
	Total	YES	TOTAL NO	RIGHT DIREC		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%		65%	63%	81%	73%	7%		77%	26%	66%	87%	58%	46%		75%	39%	41%
Extremely important Very important	38 32	37 38	38 29	39 35	39 27	34 29	52 29	35 38	0 7	40 5	44 33	20 6	29 37	50 36	25 32	28 18	24 6	40 35	26 13	18 22
SMWT/NOT TOO IMPORTANT	26	23	28		30	30	15	24	93	48	20	71	30	11	39	45		23	54	42
Somewhat important Not too important	22 4	20 3	24 4		23 8	27 3	14 1	22 2	67 26	25 23	18 2	46 25	28 3	9 1	38 1	32 12		21 1	28 26	42 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	SCAPOS	D FAVOF	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C <19 A	HLDRN F HOME			Q15 ED	JCATION	I	
	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%		31%	74%	23%	33%	82%	77%	65%	41%	78%	68%	63%	66%		72%	65%	75%
Extremely important Very important	38 32	49 37	28 30	12 8	14 17	40 34	13 11	18 15	50 32	42 35	29 36	19 22	51 27	34 34	35 28	31 35	47 30	37 34	33 32	43 32
SMWT/NOT TOO IMPORTANT Somewhat important	26 22	13 12	38 36		69 13	23 22	66 23	49 42	15 13	22 21	28 24	53 42	22 18	27 24	34 33	32 26		23 20	33 29	20 17
Not too important	4	1	2		56	2	43	7	2		4	11	4	4	1	6	4	3	4	4
DK/NA	3	2	4	16	0	3	11	18	2		7	6	0	5	3	2		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

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AG	ŧΕ					
		LATNO	WHITE	NON- WHITE	\$0- \$60K		\$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		P.	ARTY RE	lG			PARTY I	BY AGE				P.	ARTY B	Y GENDE	R 			
	Total	MEN 18-49	MEN 50+	WOMEN	WOMEN	DEM			DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
D			501	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		
Base	403	81	112	84	125	214	NPP/O 109	REP 81	18-49 81	50+ 132	18-49	50+ 48	18-49 23	50+ 57	MEN 91	WOMEN 122	MEN 57	WOMEN 52	MEN 45	WOMEN 35		
EXT/VERY IMPORTANT	403 70 %	67%																				
			112	84	125	214	109	81	81	132	60	48	23	57	91	122	 57	 52	45	35		
EXT/VERY IMPORTANT	70%	67%	112 62 %	84 86%	125 69 %	 214 77 %	109 75 %	81 45%	81 83%	132 74 %	60 78 %	48 72 %	23 55%	57 41 %	91 74 %	122 80%	 57 75 %	 52 76 %	45 32 %	35 63 %		
EXT/VERY IMPORTANT Extremely important	70% 38	67% 36	112 62% 26	84 86% 48	125 69 % 44	77%	109 75% 37	 81 45 % 26	81 83% 46	132 74% 42	 60 78% 41	 48 72% 31	23 55% 31	57 41 % 24	74%	122 80% 51	 57 75% 34	76%	45 32% 17	 35 63 % 38		
EXT/VERY IMPORTANT Extremely important Very important	70% 38 32	67% 36 32	112 62% 26 37	86% 48 39	125 69 % 44 24	214 77% 43 34	109 75% 37 39	81 45% 26 19	83% 46 37	132 74% 42 32	60 78% 41 37	 48 72% 31 41	23 55% 31 25	57 41% 24 17	74% 34 40	122 80% 51 29	57 75% 34 41	76% 39	45 32% 17 15	35 63% 38 25		
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	70% 38 32 26	67% 36 32	62% 26 37	86% 48 39	125 69% 44 24	77% 43 34	109 75% 37 39	81 45% 26 19	81 83% 46 37	74% 42 32 21	78% 41 37	72% 31 41	23 55% 31 25	57 41% 24 17	74% 34 40	122 80% 51 29	57 75% 34 41 25	76% 39 37	45 32% 17 15	35 63% 38 25		
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	70% 38 32 26 22	67% 36 32 33 30	112 62% 26 37 35 29	84 86% 48 39 14	 125 69% 44 24 23 21	77% 43 34 20 18	109 75% 37 39 21	81 45% 26 19 50 37	81 83% 46 37 17	132 74% 42 32 21 20	78% 41 37 22	 48 72% 31 41 19	23 55% 31 25 45	57 41% 24 17 52 40	74% 34 40 24 23	122 80% 51 29 17	75% 34 41 25 25	76% 39 37 16	45 32% 17 15 64 45	35 63% 38 25 32 26		

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 MEN WOMEN					NENT NTEE			CI				E	BOARD O	F SUPER	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER		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		
		F	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN FARGETS		POSI MOV		INTEN MOV			HOUS	EHOLD F	ARTY T	'YPE	
		F:	LAGS	(P/G12,	P/G14,	P/G16)		FARGETS		MOV	ERS	MOV	ERS						
	Total	F: 1+/6	LAGS ((P/G12, 	P/G14,	P/G16 5+/6) 6/6		FARGETS EVER		MOV	ERS	MOV	ERS	 DEM 1	HOUS DEM 2+	EHOLD F REP 1	REP 2+	IND 1+	MIX
Base	Total 403							CN ST	FARGETS EVER		MOV 	ERS FIRST	MOV. AFTER	ERS FIRST	DEM	DEM	REP	REP	IND	MIX 88
Base EXT/VERY IMPORTANT		1+/6	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	DEM 1 	DEM 2+	REP 1	REP 2+	IND 1+	
	403	1+/6 396	2+/6 342	3+/6 283	4+/6 244	5+/6 198	6/6 142	CN ST FAV	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	DEM 1 113	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 80	88
EXT/VERY IMPORTANT	 403 70 %	1+/6 396 70 %	2+/6 342 71 %	3+/6 283 68 %	4+/6 244 69 %	5+/6 198 68 %	6/6 142 69 %	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOV. AFTER INFO 158	ERS FIRST LAST 182 69%	DEM 1 113 83%	DEM 2+ 67	REP 1 30 51 %	REP 2+ 25	IND 1+ 80	88 65 %
EXT/VERY IMPORTANT Extremely important	 403 70% 38	1+/6 396 70% 38	2+/6 342 71% 38	3+/6 283 68% 37	4+/6 244 69 % 36	5+/6 198 68% 37	6/6 142 69% 38	CN ST FAV 97	EVER UNFAV 52 35% 25	SWING 254 70% 33	MOV AFTER INFO 102 65% 28	FIRST LAST 115 65% 30	MOV. 	FIRST LAST 182 69% 34	DEM 1 113 83% 49	DEM 2+ 67 77% 38	REP 1 30 51% 33	REP 2+ 25 36% 19	IND 1+ 80 70% 36	 88 65% 34
EXT/VERY IMPORTANT Extremely important Very important	403 70% 38 32	1+/6 396 70% 38 32	2+/6 342 71% 38 33	3+/6 283 68% 37 32	4+/6 244 69% 36 33	5+/6 198 68% 37 31	6/6 142 69% 38 31	CN ST FAV 97 91% 60 31	EVER UNFAV 52 35% 25 11	SWING 254 70% 33 37	MOV AFTER INFO 102 65% 28 37	FIRST LAST 115 65% 30 36	MOV AFTER INFO 158 72% 34 38	ERS FIRST LAST 182 69% 34 35	DEM 1 113 83% 49 34	DEM 2+ 67 67 38 39	REP 1 30 51% 33 19	REP 2+ 25 36% 19 17	IND 1+ 80 70% 36 34	65% 34 32
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	403 70% 38 32 26	1+/6 396 70% 38 32 26	2+/6 342 71% 38 33	3+/6 283 68% 37 32 27	4+/6 244 69% 36 33	5+/6 198 68% 37 31 27	6/6 142 69% 38 31	CN ST FAV 97 91% 60 31 7	TARGETS EVER UNFAV 52 35% 25 11	SWING 254 70% 33 37 27	MOV AFTER INFO 102 65% 28 37	FIRST LAST 115 65% 30 36	MOV AFTER INFO 158 72% 34 38	ERS FIRST LAST 182 69% 34 35	DEM 1 113 83% 49 34	DEM 2+ 67 77% 38 39 20	REP 1 30 51% 33 19 39	REP 2+ 25 36% 19 17 61	IND 1+ 80 70% 36 34 25	88 65% 34 32
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	403 70% 38 32 26 22	1+/6 396 70% 38 32 26 22	2+/6 342 71% 38 33 25 21	3+/6 283 68% 37 32 27 23	4+/6 244 69% 36 33 26 23	5+/6 198 68% 37 31 27 23	6/6 142 69% 38 31 26 22	CN ST FAV 97 91% 60 31	FARGETS EVER UNFAV 52 35% 25 11 59 41	SWING 254 70% 33 37 27 25	MOV 	FIRST LAST 115 65% 30 36	MOV AFTER INFO 158 72% 34 38 26 25	FIRST LAST 182 69% 34 35 29 27	DEM 1 113 83% 49 34 13 12	DEM 2+ 67 77% 38 39 20 18	REP 1 30 51% 33 19 26	REP 2+ 25 36% 19 17 61 40	IND 1+ 80 70% 36 34 25 25	88 65% 34 32 35 31

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.

		Q CELL		SONOM	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVOR	ABILITY		Q 	5 SCAP	OSD FAV	VORABIL	ITY AF	TER INF	0
	Total	YES	TOTAL NO	RIGHT DIREC		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%		59%	50%	69%	59%	25%	45%	64%		59%	72%	52%	48%		64%	35%	44%
Extremely important Very important	27 34	31 37	25 32	27 37	32 27	19 31	35 34	26 33	6 19	33 12	30 34		22 37	35 38	19 33	22 26		28 36	20 15	16 28
SMWT/NOT TOO IMPORTANT	37	31	40	35	39	45	28	38	69	49	33		41	25	46	52		34	63	48
Somewhat important Not too important	29 8	23 8	32 8		28 11	40 5	23 5	31 7	54 15	24 26	27 6	39 20	32 9	21 4	37 9	49 4	37 40	27 7	44 19	33 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	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C <19 A	HLDRN F HOME			Q15 ED	JCATION	ī	
	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%		0%	63%	18%	50%	68%	62%	62%		64%	60%	61%	58%		61%	59%	62%
Extremely important Very important	27 34	34 38	19 31	12 14	0	28 35	8 10	30 20	35 32	28 34	22 40		33 31	26 34	28 33	24 34	32 32	26 35	26 34	29 33
	2.5	2.5	40	50	100	2-		4.4	2.1	2.5	25	-4	2.4	20	2.0	4.1	25	25	20	
SMWT/NOT TOO IMPORTANT Somewhat important	37 29	26 21	48 40	60 24	100 42	35 29	73	44 33	31 23	36 31	35 24		34 24	38 31	37 33	41 31	35 26	35 27	39 32	35 27
Not too important	8	5	8	36	58	6	43	11	9	5	10		10	7	4	10		7	7	8
DK/NA	2	1	2		0	2	9	6	1	2	3		2	2	2	1		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

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	ETHNIC	CITY		~	NCOME		GEN	DER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K		MEN	WOMEN		30-39	40-49	50-54	55-59	60-64		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			ARTY RE				PARTY					P.		Y GENDE				
	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	_	- 1	4	0	0	1	-		

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.

			PARI	ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPE	RVISORS	:		
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT	SANTA	WIND	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%		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		34	44		57	33	6	39	42	36	43	42	23	42		
Somewhat important	29	29	20	32		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		
		F.	LAGS	(P/G12,	P/G14	P/G16)		NSISTEN FARGETS		POSI MOV	TIVE ERS	INTEN MOV			HOUS	EHOLD	PARTY T	TYPE	
								CN ST	FARGETS EVER	3	MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	 DEM	DEM	REP	REP	IND	
	Total	1+/6	LAGS 2+/6	3+/6	P/G14, 4+/6	P/G16 5+/6) 6/6 		FARGETS		MOV	ERS	MOV	ERS	 DEM 1					MIX
Base	Total 403							CN ST	FARGETS EVER	3	MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	1	DEM 2+	REP	REP	IND	
Base EXT/VERY IMPORTANT		1+/6	2+/6	3+/6	4+/6 244	5+/6 	6/6	CN ST	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	403 61% 27	1+/6 396 61% 27	2+/6 342 60% 28	3+/6 283 57% 25	4+/6 244 57% 24	5+/6 198 57% 25	6/6 142 57% 26	CN ST FAV 97	FARGETS EVER UNFAV 52 36% 20	SWING 254 61% 24	MOV AFTER INFO 102 59% 22	FIRST LAST 115 59% 22	MOV AFTER INFO 158 64% 28	FIRST LAST 182 64% 26	1 113 63% 30	DEM 2+ 67 67 28	REP 1 30 62 % 25	REP 2+ 25	IND 1+ 	 88 60% 24
EXT/VERY IMPORTANT	403 61 %	1+/6 396 61 %	2+/6 342 60 %	3+/6 283 57 %	4+/6 244 57% 24	5+/6 198 57 %	6/6 142 57 %	 CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113 63 %	DEM 2+ 67	REP 1 30 62 %	REP 2+ 25	IND 1+ 80	88 60%
EXT/VERY IMPORTANT Extremely important Very important	403 61% 27	1+/6 396 61% 27	2+/6 342 60% 28	3+/6 283 57% 25	4+/6 244 57% 24 32	5+/6 198 57% 25	6/6 142 57% 26	CN ST FAV 97	FARGETS EVER UNFAV 52 36% 20	SWING 254 61% 24	MOV AFTER INFO 102 59% 22	FIRST LAST 115 59% 22	MOV AFTER INFO 158 64% 28	FIRST LAST 182 64% 26	1 113 63% 30	DEM 2+ 67 67 28	REP 1 30 62 % 25	REP 2+ 25 40% 19	IND 1+ 80 60% 30	88 60% 24 35
EXT/VERY IMPORTANT Extremely important	403 61% 27 34	1+/6 396 61% 27	2+/6 342 60% 28 32	3+/6 283 57% 25 31	4+/6 244 57% 24 32 41	5+/6 198 57% 25 32	6/6 142 57% 26 30	CN ST FAV 97 74% 40 34	EVER UNFAV 52 36% 20 16	SWING 254 61% 24 37	MOV AFTER INFO 102 59% 22 38	FIRST LAST 115 59% 22 37	MOV AFTER INFO 158 64% 28 35	FIRST LAST 182 64% 26 38	1 113 63% 30 33	DEM 2+ 67 67 28 39	REP 1 30 62% 25 36	REP 2+ 25 40% 19 21	IND 1+ 80 60% 30 30	 88 60% 24
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	403 61% 27 34	1+/6 396 61% 27 33	2+/6 342 60% 28 32 38	3+/6 283 57% 25 31 40	4+/6 244 57% 24 32 41 33	5+/6 198 57% 25 32 40	6/6 142 57% 26 30 40	CN ST FAV 97 74% 40 34	EVER UNFAV 52 36% 20 16	SWING 254 61% 24 37	MOV AFTER INFO 102 59% 22 38	FIRST LAST 115 59% 22 37	MOV AFTER INFO 158 64% 28 35	FIRST LAST 182 64% 26 38	1 113 63% 30 33	DEM 2+ 67 67% 28 39 32	REP 1 30 62% 25 36 33	REP 2+ 25 40% 19 21 57	IND 1+80 60% 30 30	88 60% 24 35
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	403 61% 27 34 37 29	1+/6 396 61% 27 33 37 29	2+/6 342 60% 28 32 38 30	3+/6 283 57% 25 31 40 32	4+/6 244 57% 24 32 41 33 8	5+/6 198 57% 25 32 40 31	6/6 142 57% 26 30 40	 CN ST FAV 97 74% 40 34 24 21	EVER UNFAV 52 36% 20 16 61 43	SWING 254 61% 24 37 37	MOV AFTER INFO 102 59% 22 38 40 32	FIRST LAST 115 59% 22 37 41 33	MOV AFTER INFO 158 64% 28 35 35	ERS FIRST LAST 182 64% 26 38 35 28	1 113 63% 30 33 33 26	DEM 2+ 67 67% 28 39 32 29	REP 1 30 62% 25 36 33 17	REP 2+ 25 40% 19 21 57 47	IND 1+	88 60% 24 35 39 32

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.

		Q CELL		SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVOR	ABILITY		Q 	5 SCAP(OSD FAV	ORABIL	ITY AF	rer inf	0
	Total	YES	TOTAL NO	RIGHT DIREC		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%		64%	62%	72%	67%	40%	45%	70%		58%	77%	55%	53%	24%	68%	40%	49%
Extremely important Very important	30 35	28 37	31 34	28 38	35 29	32 29	41 31	28 39	6 34	23 23	35 35		23 36	38 39	22 34	24 29	13 11	31 37	19 21	27 22
SMWT/NOT TOO IMPORTANT	32	32	31	32	31	31	26	27	60	49	26		39	20	42	47	66	29	55	28
Somewhat important Not too important	25 7	29 4	23 9	25 7	22 9	26 5	20 6	21 6	27 33	26 23	20 6		35 4	16 4	35 7	29 18	29 37	24 5	29 26	28 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	SCAPOS	D FAVOF	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE		г номе			Q15 EDU	JCATION	1	
	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%		70%	63%	79%	60%	64%	61%	67%	63%
Extremely important Very important	30 35	41 37	20 34	0 19	0	33 36	0 13	6 26	36 38	29 36	24 38		36 34	28 35	34 45	26 34	33 31	29 32	29 38	31 32
very important	33	3 /	34	19	U	30	13	20	30	30	30	21	34	35	45	34	31	34	30	34
SMWT/NOT TOO IMPORTANT	32	19	43		70	29	78	46	23	31	37	43	29	32	20	37	32	34	30	33
Somewhat important	25	15	36		15	24	34	32	20	24	30		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		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

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	ETHNIC			~	NCOME			IDER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K			MEN	WOMEN	18-29	30-39	40-49			60-64		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		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		P.	ARTY RE	G			PARTY	BY AGE				P.	ARTY B	Y GENDE	R 			
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	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		

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.

			PARI	ENTS		PERMA ABSEI				CI				E	BOARD O	F SUPEI	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER		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		
		F	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN FARGETS			TIVE ERS	INTEN MOV			HOUS	EHOLD I	PARTY T	YPE	
		F.	LAGS	(P/G12,	P/G14,	P/G16)		FARGETS		MOV	ERS	MOV	ERS						
	Total	F: 1	LAGS	(P/G12, 	P/G14,	P/G16 5+/6) 6/6		FARGETS		MOV	ERS	MOV	ERS	 DEM 1	HOUS DEM 2+	EHOLD I REP 1	REP 2+	IND 1+	MIX
Base	Total 403							CN ST	FARGETS EVER		MOV 	ERS FIRST	MOV AFTER	ERS FIRST	DEM	DEM	REP	REP	IND	MIX
Base EXT/VERY IMPORTANT		1+/6	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	
	403	1+/6 396	2+/6 342	3+/6 283	4+/6 244	5+/6 198	6/6 142	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	DEM 1 113	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	88
EXT/VERY IMPORTANT	403 65%	1+/6 396 64 %	2+/6 342 66 %	3+/6 283 65 %	4+/6 244 64 %	5+/6 198 63 %	6/6 142 63 %	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	DEM 1 113 68%	DEM 2+ 67	REP 1 30 47 %	REP 2+ 25	IND 1+ 80 67%	88 64 %
EXT/VERY IMPORTANT Extremely important	403 65% 30	1+/6 396 64 %	2+/6 342 66% 31	3+/6 283 65% 31	4+/6 244 64% 31	5+/6 198 63 % 33	6/6 142 63% 33	CN ST FAV 97	EVER UNFAV 52 43% 20	SWING 254 64% 25	MOV AFTER INFO 102 59% 20	FIRST LAST 115 61% 24	MOV AFTER INFO 158 67% 26	FIRST LAST 182 67% 28	DEM 1 113 68% 28	DEM 2+ 67 75% 33	REP 1 30 47% 32	REP 2+ 25 40% 19	IND 1+ 80 67% 33	 88 64% 30
EXT/VERY IMPORTANT Extremely important Very important	403 65% 30 35	1+/6 396 64% 30 34	2+/6 342 66% 31 35	3+/6 283 65% 31 33	4+/6 244 64% 31 32	5+/6 198 63 % 33 29	6/6 142 63 % 33 30	CN ST FAV 97 79% 48 31	EVER UNFAV 52 43% 20 23	SWING 254 64% 25 39	MOV AFTER INFO 102 59% 20 39	FIRST LAST 115 61% 24 37	MOV AFTER INFO 158 67% 26 41	ERS FIRST LAST 182 67% 28 39	DEM 1 113 68% 28 40	DEM 2+ 67 67 33 42	REP 1 30 47% 32 14	REP 2+ 25 40% 19 22	IND 1+ 80 67% 33 34	88 64% 30 34
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	403 65% 30 35	1+/6 396 64% 30 34	2+/6 342 66% 31 35	3+/6 283 65% 31 33	4+/6 244 64% 31 32 33	5+/6 198 63% 33 29	6/6 142 63% 33 30	CN ST FAV 97 79% 48 31 18	EVER UNFAV 52 43% 20 23	SWING 254 64% 25 39 32	MOV AFTER INFO 102 59% 20 39	FIRST LAST 115 61% 24 37	MOV AFTER INFO 158 67% 26 41	FIRST LAST 182 67% 28 39	DEM 1 113 68% 28 40	DEM 2+ 67 75% 33 42 22	REP 1 30 47% 32 14 45	REP 2+ 25 40% 19 22 60	IND 1+ 80 67% 33 34	 88 64% 30 34
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	403 65% 30 35 32 25	1+/6 396 64% 30 34 32 25	2+/6 342 66% 31 35 30 22	3+/6 283 65% 31 33 31 23	4+/6 244 64% 31 32 33 24	5+/6 198 63% 33 29 33	6/6 142 63% 33 30 32 22	CN ST FAV 97 79% 48 31 18 13	FARGETS EVER UNFAV 52 43% 20 23 54 31	SWING 254 64%	MOV 	FIRST LAST 115 61% 24 37	MOV AFTER INFO 158 67% 26 41 31 26	ERS FIRST LAST 182 67% 28 39 31 27	DEM 1 113 68% 28 40 27 20	DEM 2+ 67 75% 33 42 22 18	REP 1 30 47% 32 14 45 28	REP 2+ 25 40% 19 22 60 40	IND 1+ 80 67% 33 34 31 28	88 64% 30 34 34

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.

		Q CELL		SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q 	5 SCAP	OSD FAV	VORABIL	ITY AF	TER INF	0
	Total	YES	TOTAL NO	RIGHT DIREC		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%		57%	63%	73%	57%	35 %	37 %	65%	36 %	56%	68%	56%	41%		63%	41%	40%
Extremely important Very important	28 33	25 33	29 33	26 35	31 26	28 35	38 34	23 34		7	31 34	17	22 34	32 36	22 34	24 18	23 17	28 35	23 17	31 9
SMWT/NOT TOO IMPORTANT	38	41	36		42	33	27	41	65	58	34	62	42	32	42	59		36	57	36
Somewhat important Not too important	32 6	36 5	31 6	33 5	32 10	29 5	23 4	36 6	47 18	41 17	29 5	44 18	37 5	27 5	40 3	42 17		32 4	34 23	36 0
DK/NA	1	1	2	1	2	3	1	1	0	5	1	3	2	0	1	0		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	SCAPOS	D FAVOF	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C <19 A	HLDRN F HOME			Q15 ED	JCATION	ſ	
	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%	63%	17%	46%	64%	57%	65%	56%	60%	61%	68%	61%		53%	64%	58%
Extremely important Very important	28 33	35 36	21 31	12 5	0 17	29 34	8 9	11 35	31 33	25 32	24 40	32 24	23 38	30 32	29 39	25 36	32 29	23 29	27 37	29 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 Not too important	32 6	25 3	43 5		29 41	33 4	41 38	18 13	30 4	35 6	30 5	34 8	34 5	32 5	32 0	34 4	29 9	37 6	33 2	32 8
DK/NA	1	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

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 sixhundred-and-forty-acre farm in Sonoma County where they practice sustainable agriculture and produce delicious cheese.

		Q16	ETHNIC	CITY		~	NCOME		GEN	DER							GE					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K		MEN	WOMEN	18-29	30-39		50-54		60-64			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			ARTY RE				PARTY							Y GENDE				
		MEN	MEN	WOMEN	WOMEN				DEM	DEM		NPP/O	REP	REP	DEM	DEM	NPP/O	, -	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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																						

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.

			ENTS	PERMA ABSEI				CI	TY			E	BOARD O	F SUPEI	RVISORS					
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR		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		
									NSISTEN		POSI		INTE							
					P/G14,				NSISTEN FARGETS		POSI MOV		INTEI MOV			HOUS	EHOLD :		TYPE	
								CN ST	FARGETS EVER	3	MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	 DEM	DEM	EHOLD :	REP	IND	
	Total								FARGETS		MOV	ERS	MOV	ERS	 DEM 1					MIX
Base	Total 403							CN ST	FARGETS EVER	3	MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	MIX
Base EXT/VERY IMPORTANT		1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
EXT/VERY IMPORTANT Extremely important	403 61% 28	1+/6 396 61% 28	2+/6 342 63% 28	3+/6 283 63% 29	4+/6 244 64 % 29	5+/6 198 64% 31	6/6 142 65% 32	CN ST FAV 97	FARGETS EVER UNFAV 52 42% 22	SWING 254 60% 24	MOV 	FIRST LAST 115 57% 23	MOV AFTER INFO 158 60% 22	FIRST LAST 182 60% 26	1 113 60% 28	DEM 2+ 67 70% 24	REP 1 30 47% 26	REP 2+ 25 39% 26	IND 1+ 80 65% 34	88 61% 25
EXT/VERY IMPORTANT	403 61 %	1+/6 396 61 %	2+/6 342 63 %	3+/6 283 63 %	4+/6 244 64 %	5+/6 198 64 %	6/6 142 65 %	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102 55%	FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113 60 %	DEM 2+ 67	REP 1 30 47 %	REP 2+ 25	IND 1+ 80	88 61 %
EXT/VERY IMPORTANT Extremely important	403 61% 28	1+/6 396 61% 28	2+/6 342 63% 28	3+/6 283 63% 29	4+/6 244 64 % 29	5+/6 198 64% 31	6/6 142 65% 32	CN ST FAV 97	FARGETS EVER UNFAV 52 42% 22	SWING 254 60% 24	MOV 	FIRST LAST 115 57% 23	MOV AFTER INFO 158 60% 22	FIRST LAST 182 60% 26	1 113 60% 28	DEM 2+ 67 70% 24	REP 1 30 47% 26	REP 2+ 25 39% 26	IND 1+ 80 65% 34	88 61% 25
EXT/VERY IMPORTANT Extremely important Very important	403 61% 28 33	1+/6 396 61% 28 33	2+/6 342 63% 28 34	3+/6 283 63% 29 33	4+/6 244 64 % 29 35	5+/6 198 64 % 31 33	6/6 142 65 % 32 33	CN ST FAV 97 73% 41 32	EVER UNFAV 52 42% 22 20	SWING 254 60% 24 36	MOV 	FIRST LAST 115 57% 23 34	MOV AFTER INFO 158 60% 22 37	FIRST LAST 182 60% 26 35	1 113 60% 28 32	DEM 2+ 67 67 24 45	REP 1 30 47% 26 21	REP 2+ 25 39% 26 13	IND 1+ 80 65% 34 31	88 61% 25 36
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	403 61% 28 33	1+/6 396 61% 28 33	2+/6 342 63% 28 34	3+/6 283 63% 29 33	4+/6 244 64% 29 35	5+/6 198 64% 31 33	6/6 142 65% 32 33	CN ST FAV 97 73% 41 32	EVER UNFAV 52 42% 22 20 57	SWING 254 60% 24 36	MOV 	FIRST LAST 115 57% 23 34 43	MOV AFTER INFO 158 60% 22 37	FIRST LAST 182 60% 26 35	1 113 60% 28 32 39	DEM 2+ 67 70% 24 45 28	REP 1 30 47% 26 21 47	REP 2+ 25 39% 26 13 61	IND 1+ 80 65% 34 31	88 61% 25 36
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	403 61% 28 33 38 32	1+/6 396 61% 28 33 38 32	2+/6 342 63% 28 34 36 31	3+/6 283 63% 29 33 36 30	4+/6 244 64% 29 35 34 28	5+/6 198 64% 31 33 34 27	6/6 142 65% 32 33 33	CN ST FAV 97 73% 41 32 27	EVER UNFAV 52 42% 22 20 57 40	SWING 254 60% 24 36 39 35	MOV AFTER INFO 102 55% 18 37 45 40	FIRST LAST 115 57% 23 34 43	MOV AFTER INFO 158 60% 22 37 40 36	ERS FIRST LAST 182 60% 26 35 40 36	1 113 60% 28 32 39 33	DEM 2+ 67 70% 24 45 28 25	REP 1 30 47% 26 21 47 33	REP 2+ 25 39% 26 13 61 49	IND 1+ 80 65% 34 31	88 61% 25 36 39 34

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.

		Q CELL		SONOM	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q 	5 SCAP(OSD FAV	/ORABIL	ITY AFT	rer inf	0
	Total	YES	NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV		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		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
													014 C	HLDRN						
		Q11	SCAPOS:	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	г номе			Q15 EDU	JCATION	I	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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		0	2		0				2		1						1			

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	ETHNIC	CITY		~	NCOME			DER							GE					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K		MEN		18-29	30-39		50-54	55-59	60-64		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%		66%	66%	64%	67%
Extremely important	30	33	29	38	27	34	35	25	26	33	22	35	29	24	25	40	34		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		P.	ARTY RE	lG			PARTY							Y GENDE				
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total		50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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		

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.

			PARI	ENTS		PERMA ABSEI				CI				E	BOARD O	F SUPER	VISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO			SANTA ROSA	WIND	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		
									NSISTEN		POSI		INTEN							
		F	LAGS	(P/G12,	P/G14	P/G16)		TARGETS	3	POSI MOV		INTEN			HOUS	EHOLD E	PARTY T	YPE	
		F	LAGS	(P/G12,	P/G14	P/G16)		TARGETS			ERS	MOV	ERS	 DEM	HOUS	EHOLD E	PARTY T	YPE IND	
	Total		LAGS ((P/G12,	P/G14,	P/G16) 6/6		TARGETS EVER	3	MOV	ERS		ERS						MIX
Base	Total 400							CN ST	TARGETS EVER	3	MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	DEM	DEM	REP	REP	IND	MIX 94
Base EXT/VERY IMPORTANT		1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	
	400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190	6/6 139	CN ST FAV	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	ERS FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 	DEM 1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	94
EXT/VERY IMPORTANT	400 66%	1+/6 392 66%	2+/6 333 65 %	3+/6 284 64 %	4+/6 237 61 %	5+/6 190 61 %	6/6 139 60 %	CN ST FAV 97	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	ERS FIRST LAST 123	MOV. AFTER INFO 157	ERS FIRST LAST 177	DEM 1 114 72 %	DEM 2+ 65	REP 1 30 55%	REP 2+ 25	IND 1+ 73	94 54 %
EXT/VERY IMPORTANT Extremely important	400 66% 30	1+/6 392 66% 30	2+/6 333 65% 31	3+/6 284 64% 30	4+/6 237 61% 28	5+/6 190 61% 28	6/6 139 60% 28	CN ST FAV 97 84% 47	FARGETS EVER UNFAV 49 45% 20	SWING 254 63% 25	MOV AFTER INFO 110 60% 24	FIRST LAST 123 59% 24	MOV. 	FIRST LAST 177 65% 29	DEM 1 114 72% 34	DEM 2+ 65 78% 35	REP 1 30 55% 23	REP 2+ 25 37% 23	IND 1+ 73 76% 30	94 54 % 24
EXT/VERY IMPORTANT Extremely important Very important	400 66% 30 36	1+/6 392 66% 30 36	2+/6 333 65 % 31 34	3+/6 284 64% 30 34	4+/6 237 61% 28 32	5+/6 190 61% 28 33	6/6 139 60% 28 33	CN ST FAV 97 84% 47 36	EVER UNFAV 49 45% 20 25	SWING 254 63% 25 39	MOV AFTER INFO 110 60% 24 36	FIRST LAST 123 59% 24 35	MOV AFTER INFO 157 63% 28 35	FIRST LAST 177 65% 29 35	DEM 1 114 72% 34 37	DEM 2+ 65 78% 35 43	REP 1 30 55% 23 32	REP 2+ 25 37% 23 14	IND 1+ 73 76% 30 47	94 54% 24 30
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	400 66% 30 36	1+/6 392 66% 30 36	2+/6 333 65% 31 34	3+/6 284 64% 30 34	4+/6 237 61% 28 32 39	5+/6 190 61% 28 33 39	6/6 139 60% 28 33	CN ST FAV 97 84% 47 36 15	EVER UNFAV 49 45% 20 25	SWING 254 63% 25 39	MOV AFTER INFO 110 60% 24 36	FIRST LAST 123 59% 24 35	MOV AFTER INFO 157 63% 28 35	FIRST LAST 177 65% 29 35	DEM 1 114 72% 34 37 27	DEM 2+ 65 78% 35 43 21	REP 1 30 55% 23 32 41	REP 2+ 25 37% 23 14 63	IND 1+ 73 76% 30 47	94 54% 24 30
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	400 66% 30 36	1+/6 392 66% 30 36 33	2+/6 333 65% 31 34 34 27	3+/6 284 64% 30 34 36 29	4+/6 237 61% 28 32 39 30	5+/6 190 61% 28 33 39 29	6/6 139 60% 28 33 40	CN ST FAV 97 84% 47 36 15 13	EVER UNFAV 49 45% 20 25 55 29	SWING 254 63% 25 39 36 31	MOV AFTER INFO 110 60% 24 36 40	FIRST LAST 123 59% 24 35 41 34	MOV AFTER INFO 157 63% 28 35 37 33	FIRST LAST 177 65% 29 35 35 30	DEM 1 114 72% 34 37 27 22	DEM 2+ 65 78% 35 43 21 18	REP 1 30 55% 23 32 41 30	REP 2+ 25 37% 23 14 63 35	IND 1+ 73 76% 30 47 24 22	94 54% 24 30 46 37

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.

		Q CELL			Q1 MA DIRE			Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AFT	TER INF	°O
	Total	YES	TOTAL NO		WRONG	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
													014 C	HLDRN						
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	~	г номе			Q15 EDI	CATION	ſ	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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

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.

		~	ETHNI			~	NCOME			IDER							GE					
	Total	LATNO	WHITE	NON-	\$0- \$60K			\$120K +	MEN	WOMEN	18-29	30-39		50-54				75+	18-49		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		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	1	P	ARTY RE	EG			PARTY	BY AGE				P	ARTY B	Y GENDE	ER			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O		REP	REP	DEM	DEM		NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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		

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.

			PARI	ENTS		PERMA ABSEI				CI	TY 			E	SOARD OI	F SUPER	VISORS			
	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		
		F:			P/G14,				NSISTEN FARGETS		POSI MOV		INTEN MOVE			HOUS	EHOLD F	PARTY T	YPE 	
								CN ST	EVER		AFTER	FIRST	AFTER	FIRST	DEM	DEM	REP	REP	IND	
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	FAV	UNFAV	SWING	INFO	LAST	INFO	LAST	1	2+	1	2+	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	83% 44	84 % 45	83 % 45	83 % 44	84 % 45	83 % 45	83 %	98% 67	52% 27	83% 38	84 % 33	79 % 31	87 % 40	82% 38	89 % 49	92 % 58	77 % 44	68 % 24	86% 39	73% 36
Extremely important	44	45	45	44	45	45	44	67	27	38	33	31	40	38	49	58	44	24	39	36
Extremely important Very important	44 39	45 39	45 38	44 39	45 39	45 38	44 39	67 32	27 26	38 45	33 51	31 48	40 47	38 44	49 40	58 34	44 33	24 44	39 47	36 37
Extremely important Very important SMWT/NOT TOO IMPORTANT	44 39 16	45 39 15	45 38 16	44 39 15	45 39 14	45 38 15	44 39 14	67 32 0	27 26 48	38 45 15	33 51 16	31 48 20	40 47 13	38 44 17	49 40 8	58 34 5	44 33 23	24 44 32	39 47 14	36 37 27
Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	44 39 16 13	45 39 15 13	45 38 16 13	44 39 15 12	45 39 14 11	45 38 15 12	44 39 14 10	67 32 0 0	27 26 48 37	38 45 15 14	33 51 16 14	31 48 20 18	40 47 13 12	38 44 17 16	49 40 8 8	58 34 5 1	44 33 23 20	24 44 32 18	39 47 14 13	36 37 27 26

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.

		Q		SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAY	/ORABIL	ITY AF	TER INF	0
	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
													Q14 C	HLDRN						
		Q11	SCAPOS	D FAVOF	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A				Q15 EDT	JCATION	ſ	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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		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

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.

		~	ETHNI(IDER							GE					
	Total	LATNO	WHITE	NON-	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN	18-29	30-39	40-49	50-54					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		8		16	7	13		8	12		12	0		9		11	8	8	8
DK/NA	3	0	3		2		2	6	2	3	0	4	5	4	3		3		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	1	P	ARTY RE	EG			PARTY	BY AGE				P	ARTY B	Y GENDE	IR.			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		
Base	400	98	94		142	212	108	80	83	129	58	50	23	57	92	120	63		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		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		22		24	35	21		21	27	40	33	25		30		39	32		
Not too important	9	15	11	6	6	5	9	22	5	5	13	3		19	9		9		31	14		
DK/NA	3	2	2	4	3	3	2	3	4	2	0	4	5	2	3	2	1	2	0	6		

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.

			PARI	ENTS		PERMA ABSEI				CI				E	30ARD 0	F SUPEF	RVISORS			
	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		
		F:	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN FARGETS		POSI MOV	ERS	INTEN MOV	ERS		HOUS	EHOLD I	PARTY T	YPE	
	Total	1+/6	LAGS (2+/6	3+/6	P/G14,	P/G16 5+/6	6/6				MOV	ERS	MOV	ERS	 DEM 1	HOUS DEM 2+	EHOLD I			MIX
Base	Total 400							CN ST	FARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	MIX
Base EXT/VERY IMPORTANT		1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	400 64% 31	1+/6 392 63% 31	2+/6 333 62 % 31	3+/6 284 62% 31	4+/6 237 61% 28	5+/6 190 60% 28	6/6 139 61% 30	CN ST FAV 97 79% 53	EVER UNFAV 49 44% 19	SWING 254 62% 25	MOV AFTER INFO 110 59% 23	FIRST LAST 123 58% 22	MOV AFTER INFO 157 66% 28	FIRST LAST 177 67% 29	1 114 69 % 39	DEM 2+ 65 72% 29	REP 1 30 42% 19	REP 2+ 25 38% 21	IND 1+ 73 68% 32	94 63% 27
EXT/VERY IMPORTANT	400 64 %	1+/6 392 63 %	2+/6 333 62 %	3+/6 284 62 %	4+/6 237 61 %	5+/6 190 60 %	6/6 139 61 %	CN ST FAV 97	FARGETS EVER UNFAV 49	SWING 254 62%	MOV AFTER INFO 110	ERS FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114 69 %	DEM 2+ 65	REP 1 30 42 %	REP 2+ 25	IND 1+ 73	94 63 %
EXT/VERY IMPORTANT Extremely important	400 64% 31	1+/6 392 63% 31	2+/6 333 62 % 31	3+/6 284 62% 31	4+/6 237 61% 28	5+/6 190 60% 28	6/6 139 61% 30	CN ST FAV 97 79% 53	EVER UNFAV 49 44% 19	SWING 254 62% 25	MOV AFTER INFO 110 59% 23	FIRST LAST 123 58% 22	MOV AFTER INFO 157 66% 28	FIRST LAST 177 67% 29	1 114 69 % 39	DEM 2+ 65 72% 29	REP 1 30 42% 19	REP 2+ 25 38% 21	IND 1+ 73 68% 32	94 63% 27
EXT/VERY IMPORTANT Extremely important Very important	400 64% 31 33	1+/6 392 63% 31 33	2+/6 333 62% 31 31	3+/6 284 62% 31 31	4+/6 237 61% 28 33	5+/6 190 60% 28 32	6/6 139 61% 30 30	CN ST FAV 97 79% 53 26	FARGETS EVER UNFAV 49 44% 19 25 56 30	SWING 254 62% 25 37	MOV AFTER INFO 110 59% 23 36	FIRST LAST 123 58% 22 35	MOV AFTER INFO 157 66% 28 38	ERS FIRST LAST 177 67% 29 37	1 114 69% 39 30	DEM 2+ 65 72% 29 42	REP 1 30 42% 19 23	REP 2+ 25 38% 21 16	IND 1+ 73 68% 32 35	94 63% 27 35
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	400 64% 31 33	1+/6 392 63% 31 33	2+/6 333 62% 31 31	3+/6 284 62% 31 31	4+/6 237 61% 28 33	5+/6 190 60% 28 32 37	6/6 139 61% 30 30	CN ST FAV 97 79% 53 26 18	EVER UNFAV 49 44% 19 25	SWING 254 62% 25 37	MOV AFTER INFO 110 59% 23 36 41	FIRST LAST 123 58% 22 35	MOV AFTER INFO 157 66% 28 38	FIRST LAST 177 67% 29 37	1 114 69% 39 30 29	DEM 2+ 65 72% 29 42 23	REP 1 30 42% 19 23 54	REP 2+ 25 38% 21 16 62	IND 1+ 73 68% 32 35	94 63% 27 35
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	400 64% 31 33 34 24	1+/6 392 63% 31 33 34 25	2+/6 333 62% 31 31 35 25	3+/6 284 62% 31 31 35	4+/6 237 61% 28 33 36 26	5+/6 190 60% 28 32 37 28	6/6 139 61% 30 30 38 29	CN ST FAV 97 79% 53 26 18 16	FARGETS EVER UNFAV 49 44% 19 25 56 30	SWING 254 62% 25 37 35 26	MOV 	FIRST LAST 123 58% 22 35 41	MOV AFTER INFO 157 66% 28 38 33	ERS FIRST LAST 177 67% 29 37 32 23	1 114 69% 39 30 29 26	DEM 2+ 65 72% 29 42 23 15	REP 1 30 42% 19 23 54 33	REP 2+ 25 38% 21 16 62 44	IND 1+ 73 68% 32 35 30 22	94 63% 27 35 36 23

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.

		Q		SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAY	/ORABIL	ITY AFT	rer inf	0
	Total	YES	TOTAL NO	RIGHT DIREC		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%		83%	91%	73%	55%	45%	83%	53%	75%	89%	68%	55%		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
													014 C	מאט.זאי						
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	r home			Q15 EDU	JCATION	ī	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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
	-		3	10	5,	9			-	-	_									
DK/NA	0	0	0	0		0	0	11	0	0	0	2	0	0	1	0	0	0	0	0

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AC	ΞE					
Tota		JATNO	WHITE	NON- WHITE	\$0- \$60K		\$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 40		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 4	3	39	43	46	39	39	51	42	41	45	23	55	39	57	30	45	49	48	39	46	43	48
Very important 3	6	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 2	1	18	21	18	22	21	20	24	26	17	32	14	30	20	23	15	21	14	25	18	19	18
Somewhat important 1	7	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
		G	GENDER	BY AGE		P	ARTY RE	EG			PARTY	BY AGE				P	ARTY BY	Y GENDE	IR.			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NDD/O	REP	REP	DEM	DEM	NPP/O	 NPP/O	REP	REP		
Tota			50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		
Base 40		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 4	3	39	42	39	48	51	33	34	53	50	28	39	16	41	51	51	32	35	29	38		
	6	32	36	43	35	34	43	30	28	38	45	41	41	26	32	36	42	45	26	34		
SMWT/NOT TOO IMPORTANT 2	1	29	21	19	16	15	23	36	19	12	26	20	43	33	17	12	26	20	45	28		
Somewhat important 1	7	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		

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.

			PAR.	ENTS		PERMA ABSEI					TY 			E	BOARD O	F SUPEI	RVISORS	; 		
	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%		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		
		F	LAGS	(P/G12,	P/G14	, P/G16)		NSISTEN			TIVE ERS	INTEN MOV			HOUS	SEHOLD :	PARTY I	'YPE	
	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	1.5	14	13	14	12	5	23	20	19	21	19	19	13	10	24	30	20	17
	17	Ι/	12	TI	10															
Not too important	4	4	5	5		6	6	2	19	3	5	3	4	3	4	2	3	9	1	9
Not too important DK/NA										3 0		3 0	4 0			2 0				9 0

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.

		Q CELL		SONOM	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVORA	ABILITY		Q 	5 SCAP(OSD FAV	/ORABIL	ITY AFT	rer inf	0
	Total	YES	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		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		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
													014 C	HLDRN						
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTE	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 AT	г номе			Q15 EDI	JCATION	I	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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																				
DK/NA	2	0	4	0	11 11	2 2	6	0	2 2	2 2	0	5 5	1	2 2	1	3 3	2 2	1 1	3	2 2

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	ETHNIC	CITY		~	NCOME		GEN	IDER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K		\$90K- \$120K		MEN	WOMEN	18-29	30-39				60-64			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		P.	ARTY RE	lG			PARTY					P.		Y GENDE				
		MEN	MEN		WOMEN				DEM	DEM		NPP/O	REP	REP	DEM	DEM	NPP/O	, -	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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			
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		

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.

			PARI	ENTS		PERMA ABSEI				CI				E	30ARD 0	F SUPEI	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN	YES	NO			SANTA		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		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		
								CO	NSISTEN	ICY	POSI	TIVE	INTEN	SITY						
		F	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN FARGETS			TIVE ERS	INTEN MOV			HOUS	EHOLD 1	PARTY I	YPE	
		F:	LAGS	(P/G12,	P/G14,	P/G16)				MOV	ERS		ERS	 DEM	HOUS	EHOLD I	PARTY T	YPE IND	
	Total	F: 1+/6	LAGS 2+/6	(P/G12, 	P/G14,	P/G16 5+/6) 6/6		TARGETS EVER		MOV	ERS	MOV	ERS	 DEM 1				IND 1+	MIX
Base	Total 400							CN ST	TARGETS EVER	3	MOV 	ERS FIRST	MOV AFTER	ERS FIRST		DEM 2+	REP 1	REP 2+	IND	
Base EXT/VERY IMPORTANT		1+/6	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190	6/6 139	CN ST FAV 	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 	ERS FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	94
EXT/VERY IMPORTANT	400 84 %	1+/6 392 84 %	2+/6 333 83 %	3+/6 284 81 %	4+/6 237 80 %	5+/6 190 82 %	6/6 139 81%	CN ST FAV 97	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114 88%	DEM 2+ 65	REP 1 30 78 %	REP 2+ 25	IND 1+ 73	94 78 %
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	400 84% 48 36	1+/6 392 84% 48 36	2+/6 333 83 % 48 35	3+/6 284 81 % 45	4+/6 237 80% 44 36	5+/6 190 82% 41 40	6/6 139 81% 44 37	CN ST FAV 97 95% 68	EVER UNFAV 49 59% 35 24	SWING 254 85% 43	MOV AFTER INFO 110 88% 45 43	FIRST LAST 123 86% 45 42	MOV AFTER INFO 157 89% 49 40	FIRST LAST 177 87% 48 39	1 114 88% 52	DEM 2+ 65 87% 55	REP 1 30 78% 41	REP 2+ 25 79% 47	IND 1+ 73 89 % 45	78% 44 34
EXT/VERY IMPORTANT Extremely important Very important	400 84% 48 36 14 12	1+/6 392 84% 48 36 14	2+/6 333 83% 48 35 15	3+/6 284 81% 45 36 16	4+/6 237 80% 44 36 17	5+/6 190 82% 41 40 17	6/6 139 81% 44 37	CN ST FAV 97 95% 68 27	FARGETS EVER UNFAV 49 59% 35 24 37 25	SWING 254 85% 43 42	MOV 	FIRST LAST 123 86% 45 42 13 12	MOV AFTER INFO 157 89% 49 40 11 9	ERS FIRST LAST 177 87% 48 39	1 114 88% 52 36 11 9	DEM 2+ 65 87% 55 32 10 7	REP 1 30 78% 41 38 15	REP 2+ 25 79% 47 33	IND 1+ 73 89 % 45 44	78% 44 34 19
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	400 84% 48 36	1+/6 392 84% 48 36	2+/6 333 83 % 48 35	3+/6 284 81% 45 36	4+/6 237 80% 44 36	5+/6 190 82% 41 40	6/6 139 81% 44 37	CN ST FAV 97 95% 68 27	EVER UNFAV 49 59% 35 24	SWING 254 85% 43 42	MOV AFTER INFO 110 88% 45 43	FIRST LAST 123 86% 45 42	MOV AFTER INFO 157 89% 49 40	FIRST LAST 177 87% 48 39	1 114 88% 52 36 11	DEM 2+ 65 87% 55 32 10	REP 1 30 78% 41 38 18	REP 2+ 25 79% 47 33 21	IND 1+ 73 89% 45 44	78% 44 34
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	400 84% 48 36 14 12	1+/6 392 84% 48 36 14	2+/6 333 83% 48 35 15	3+/6 284 81% 45 36 16	4+/6 237 80% 44 36 17	5+/6 190 82% 41 40 17	6/6 139 81% 44 37 18	 CN ST FAV 97 95% 68 27 5	FARGETS EVER UNFAV 49 59% 35 24 37 25	SWING 254 85% 43 42 12	MOV 	FIRST LAST 123 86% 45 42 13 12	MOV AFTER INFO 157 89% 49 40 11 9	ERS FIRST LAST 177 87% 48 39 12 12	1 114 88% 52 36 11 9	DEM 2+ 65 87% 55 32 10 7	REP 1 30 78% 41 38 15	REP 2+ 25 79% 47 33 21 17	IND 1+ 73 89% 45 44 10	78% 44 34 19

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.

		Q. CELL		SONOM	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q 	5 SCAP	OSD FAV	VORABIL	ITY AF	FER INF	0
	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%		67%	47%	60%
Extremely important Very important	30 36	30 34	30 37	30 37	30 30	27 40	41 37	29 28	23 27	0 57	35 33	18 33	19 43	42 37	14 36	15 15		31 37	15 32	37 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 Not too important	27 4	29 4	25 5	25 4	34 7	25 2	17 2	35 4	21 29	43 0	25 3	26 23	30 4	17 1	42 4	42 28		27 2	30 23	14 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	SCAPOS	D FAVOF	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C	HLDRN F HOME			Q15 EDI	JCATION	1	
	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%		67%	67%	64%
Extremely important Very important	30 36	40 39	17 30	0 61	19 28	31 35	11 42	12 57	32 35	29 40	31 38	22 24	34 35	28 36	35 39	27 36	27 36	34 33	30 37	29 35
SMWT/NOT TOO IMPORTANT	31 27	19 18	48 42	39 16	53 23	31 28	47 20	11 0	28 25	31 26	31 27	43 36	30 27	32 27	23 21	31 27	35 31	31 26	28 25	33
Somewhat important Not too important	4	18	6	24	30	3	27	11	3	∠6 5	3	7	4	4	3	4	4	26 5	4	29 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

3 1 1 2 7 3 3 5 1

DK/NA

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	ETHNI	CITY		Q17 1	INCOME		GEN	IDER						A	GE					
	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	:	P	ARTY RI	EG			PARTY	BY AGE				P	ARTY B	Y GENDE	ER.			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/0	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total		50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49		MEN	WOMEN	MEN	WOMEN	MEN	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			38	33	19	26	32		32	37	21	24	26			
Very important	36	34	35		35	37		26		37	44	37	19		38	36	35	48	24			
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		24	23		36		23	32	25	34		25	21	36	18	40			
Not too important	4	7	5		4	3		6	1	4	5	5	9		4	3	7	3	10			
DK/NA	3	1	1	2	7	3	3	5	1	3	0	7	5	5	1	4	1	6	0	9		

3 0 7

5 5 1

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.

			PARI	ENTS		PERMA ABSEI				CI	TY			F	BOARD O	F SUPEI	RVISORS			
	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		
								CO	NSISTEN	ICY	POSI	TIVE	INTEN	SITY						
		F	LAGS	(P/G12,	P/G14,	, P/G16)		NSISTEN FARGETS			TIVE ERS	INTEN			HOUS	EHOLD 1	PARTY I	YPE	
		F.	LAGS	(P/G12,	P/G14,	, P/G16)				MOV			ERS	 DEM	HOUS	EHOLD 1	PARTY T	YPE IND	
	Total	1+/6	LAGS 2+/6	3+/6	P/G14,	, P/G16 5+/6) 6/6		TARGETS EVER		MOV	ERS	MOV	ERS	 DEM 1					MIX
Base	Total 400							CN ST	TARGETS EVER	3	MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	MIX
Base EXT/VERY IMPORTANT		1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	400	1+/6 392	2+/6 333	3+/6	4+/6 237	5+/6 190	6/6	CN ST FAV	FARGETS EVER UNFAV 49	SWING	MOV AFTER INFO 110	FIRST LAST 123	MOV AFTER INFO 	ERS FIRST LAST 177	1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	94
EXT/VERY IMPORTANT	400 66%	1+/6 392 66%	2+/6 333 65 %	3+/6 284 64 %	4+/6 237 63% 29	5+/6 190 62 %	6/6 139 61 %	CN ST FAV 97	FARGETS EVER UNFAV 49	SWING 254 61%	MOV AFTER INFO 110	FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114 71 %	DEM 2+ 65	REP 1 30 57 %	REP 2+ 25	IND 1+ 73 65%	94 53 %
EXT/VERY IMPORTANT Extremely important	400 66% 30	1+/6 392 66% 30	2+/6 333 65% 31	3+/6 284 64% 31	4+/6 237 63% 29	5+/6 190 62 % 30	6/6 139 61% 32	CN ST FAV 97	FARGETS EVER UNFAV 49 53% 20	SWING 254 61% 24	MOV 	FIRST LAST 123 61% 22	MOV AFTER INFO 157 68% 27	FIRST LAST 177 66% 28	1 114 71% 33	DEM 2+ 65 81% 38	REP 1 30 57% 30	REP 2+ 25 62% 30	IND 1+ 73 65 % 25	94 53% 23
EXT/VERY IMPORTANT Extremely important Very important	400 66% 30 36	1+/6 392 66% 30 36	2+/6 333 65% 31 34	3+/6 284 64% 31 34	4+/6 237 63% 29 34	5+/6 190 62 % 30 32	6/6 139 61% 32 29	CN ST FAV 97 84% 48 36	EVER UNFAV 49 53% 20 33	SWING 254 61% 24	MOV 	FIRST LAST 123 61% 22 40	MOV AFTER INFO 157 68% 27 41	ERS FIRST LAST 177 66% 28 38	1 114 71% 33 37	DEM 2+ 65 81% 38 42	REP 1 30 57% 30 28	REP 2+ 25 62% 30 32	IND 1+ 73 65% 25 40	94 53% 23 30
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	400 66% 30 36	1+/6 392 66% 30 36	2+/6 333 65% 31 34	3+/6 284 64% 31 34	4+/6 237 63% 29 34	5+/6 190 62% 30 32 35	6/6 139 61% 32 29	CN ST FAV 97 84% 48 36	EVER UNFAV 49 53% 20 33	SWING 254 61% 24 37	MOV AFTER INFO 110 62% 19 44	FIRST LAST 123 61% 22 40 36	MOV AFTER INFO 157 68% 27 41	FIRST LAST 177 66% 28 38	1 114 71% 33 37 26	DEM 2+ 65 81% 38 42 19	REP 1 30 57% 30 28 39	REP 2+ 25 62% 30 32 31	IND 1+ 73 65% 25 40	94 53% 23 30
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	400 66% 30 36 31 27	1+/6 392 66% 30 36 31 27	2+/6 333 65% 31 34 32 27	3+/6 284 64% 31 34 32 28	4+/6 237 63% 29 34 32 28	5+/6 190 62% 30 32 35 30	6/6 139 61% 32 29 36 30	CN ST FAV 97 84% 48 36 15	FARGETS EVER UNFAV 49 53% 20 33 47 28	SWING 254 61%	MOV 	FIRST LAST 123 61% 22 40 36	MOV AFTER INFO 157 68% 27 41 29 26	ERS FIRST LAST 177 66% 28 38 32 28	1 114 71% 33 37 26 23	DEM 2+ 65 81% 38 42 19 17	REP 1 30 57% 30 28 39 36	REP 2+ 25 62% 30 32 31 22	IND 1+ 73 65% 25 40 30 27	94 53% 23 30 44 38

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

		-	A PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVOR	ABILITY		Q 	5 SCAP	OSD FAV	VORABIL	ITY AF	TER INF	0
	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
													~	HLDRN						
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTE	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	T HOME			Q15 ED	JCATION	í 	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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		5		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

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	ETHNIC	CITY		Q17 I	NCOME		GEN	IDER						A	GE					
		LATNO			\$0- \$60K	\$90K	\$90K- \$120K	+	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64		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		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		6	5	10	10			5	2	4		9	13	11	8	4	10	10	10
Somewhat important	6		7	-	5	4	6	8			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		P	ARTY RE	IG			PARTY :	BY AGE				P	ARTY B	GENDE	R			
		MEN	MEN		WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	MEN 18-49	50+	18-49	WOMEN 50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	 57	91	122	 57	 52	45	35		
													23		71							
EXT/VERY IMPORTANT	92%	95%	81%		98%	96%	98%	75%			97%	98%	86%		94%	98%	96%	100%	63%	91%		
Extremely important	65	65	46	80	71	72	71	38		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		
				ENTS		ABSE	ANENT ENTEE			CI							RVISORS					
	Total	DADS	MOMS	MEN	WOMEN	YES	NO			SANTA ROSA		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%		98%	92%	93%	94%			94%	91%	92%	94%	89%	97%	94%	90%				
Extremely important	65	59	83		73	63	70	66			80	59	70		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		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)							NSISTEN TARGETS			TIVE ERS		NSITY ÆRS		HOUS	SEHOLD	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 1		SONOM	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	VORABIL	ITY AF	rer inf	0
To	otal	YES	TOTAL NO	RIGHT DIREC		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%		77%	87%	67%	30%		78%	33%	57%
Extremely important	50	58	45	54	41	45	56	51	6	33	54		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		23	12	32	70		20	67	28
Somewhat important	14	12	15	14	17	12	11	18	29	12	14		11	9	19	26	-	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		1	1	1	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 :	SCAPOSI	D FAVOF	RABILIT	Y AFTER	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C				Q15 ED	JCATION	1	
To	otal	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

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

		~	ETHNIC			~	NCOME		GEN							A(
	Total	LATNO		NON-	\$0- \$60K		\$90K- \$120K		MEN		18-29	30-39		50-54					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		P	ARTY RE	G			PARTY					P.		GENDE	R			
	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		

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

			PARI	ENTS		PERMA ABSEI				CI				E	SOARD O	F SUPEF	RVISORS			
	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		
					P/G14,				NSISTEN FARGETS		POSI MOV		INTEN MOVI			HOUS	EHOLD E		YPE 	
	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	50	30	48	49	40	40	43	02	20	50	-13		0.0	55	02	0 1	Τ0	,		
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																		•		31 25
	24	24	24	24	24	23	25	28	11	25	32	29	25	23	25	22	19	7	23	
SMWT/NOT TOO IMPORTANT	24 25	24 25	24 26	24 25	24 26	23 27	25 27	28	11 64	25 23	32 23	29 24	25 22	23 22	25 12	22 12	19 62	7 86	23 20	25
SMWT/NOT TOO IMPORTANT Somewhat important	24 25 14	24 25 14	24 26 15	24 25 14	24 26 14	23 27 14	25 27 14	28 8 7	11 64 20	25 23 15	32 23 14	29 24 14	25 22 13	23 22 12	25 12 7	22 12 11	19 62 29	7 86 28	23 20 19	25 13

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 I		SONOM	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	VORABIL	ITY AF	rer inf	0
То	tal	YES	TOTAL NO	RIGHT DIREC		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
	75%	73%	77%	80%	75%	59%	87%	78%	68%	45%	83%	56%	63%	82%	73%	65%		78%	50%	65%
Extremely important	39	37	39	42	38	26	51	38	13	25	45	19	29	49	29	20		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		21	50	28
Somewhat important	19	22	18	17	19	32	11	17	20	32	14	26	31	15	23	22		18	32	20
Not too important	5	4	5	4	6	6	2	4	13	2.3	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		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
													Q14 C	HLDRN						
		Q11 S	SCAPOSI	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A				Q15 ED	JCATION	1	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
To	tal	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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

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	ETHNI	CITY		Q17 I	NCOME		GEN	IDER						A	GE					
		LATNO	WHITE	NON- WHITE	\$0- \$60K		\$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		36	37	39			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	1	P	ARTY RI	EG			PARTY	BY AGE				P	ARTY B	Y GENDE	R			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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		37	37	36	37			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		13	17	17	28			20	14	44	21	22	14	18	16	36	18		
Not too important	5	4	10		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		

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

						PERMA ABSEI				CI				E	BOARD O	F SUPER	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA		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		
		F:	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN TARGETS			TIVE VERS	INTEN MOV			HOUS	EHOLD 1	PARTY I	'YPE 	
	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

		Q		SONOM	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVOR	ABILITY		Q	5 SCAP	OSD FAV	/ORABIL	ITY AF	TER INF	0
	Total	YES	TOTAL NO	RIGHT DIREC		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%		71%	79%	63%	34%	29%	72%	32%	72%
Extremely important	41	51	35	44	36	35	50	42	6	24	46		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		3	3	2 2	4	6	2	5	0
		Q11	SCAPOS	D FAVOF	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C <19 A				Q15 ED	JCATION	I	
	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		22	19	22	19	16	24	20	19
Not too important	10	2	13	53	73	7	59	26	6	9	10		10	9	3	9		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

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	ETHNI	CITY		Q17 I	NCOME		GEN	DER						A0	}E					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K		\$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		P.	ARTY RE	IG			PARTY I	BY AGE				P.	ARTY B	Y GENDE	R			
	Total	 MEN	GENDER MEN 50+	BY AGE WOMEN 18-49	 WOMEN 50+	P. DEM	ARTY RE	EG REP	DEM 18-49	DEM 50+	PARTY I NPP/O 18-49		REP 18-49	REP 50+	DEM MEN	P. DEM WOMEN			REP MEN	REP WOMEN		
Base	Total 403	 MEN	MEN	WOMEN	WOMEN						NPP/O	NPP/O				DEM	NPP/O	NPP/O	REP			
Base EXT/VERY IMPORTANT		MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	18-49	50+ 	NPP/O 18-49	NPP/O 50+	18-49	50+ 	MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN 	REP MEN	WOMEN		
	403	MEN 18-49 	MEN 50+ 112	WOMEN 18-49 84	WOMEN 50+ 125	DEM 214	NPP/O 109	REP 81	18-49 81	50+ 132	NPP/O 18-49 	NPP/O 50+ 48	18-49 23	50+ 57	MEN 91	DEM WOMEN 122	NPP/O MEN 	NPP/O WOMEN 	REP MEN 	WOMEN 35		
EXT/VERY IMPORTANT	403 68%	MEN 18-49 81	MEN 50+ 112	WOMEN 18-49 84	WOMEN 50+ 125	DEM 214 76%	NPP/O 109 73 %	REP 81 44 %	18-49 81 87 %	50+ 132 69 %	NPP/O 18-49 60 81 %	NPP/O 50+ 48	18-49 23 38 %	50+ 57 47 %	MEN 91 66 %	DEM WOMEN 122	NPP/O MEN 57	NPP/O WOMEN 52 86% 54	REP MEN 45	WOMEN 35 60%		
EXT/VERY IMPORTANT Extremely important	403 68% 41	MEN 18-49 81 66% 37	MEN 50+ 112 49 % 23	WOMEN 18-49 84 89% 60 28	WOMEN 50+ 125 74% 45	DEM 214 76% 48	NPP/O 109 73% 42	REP 81 44% 21	18-49 81 87% 56	50+ 132 69 % 42	NPP/O 18-49 60 81% 53	NPP/O 50+ 48 63% 27	18-49 23 38% 11	50+ 57 47% 25	MEN 91 66% 36	DEM WOMEN 122 83% 56	NPP/O MEN 57 61% 31	NPP/O WOMEN 52 86% 54 32	REP MEN 45 31%	WOMEN 35 60% 31		
EXT/VERY IMPORTANT Extremely important Very important	403 68% 41 28	MEN 18-49 81 66% 37 29	MEN 50+ 112 49% 23 26	WOMEN 18-49 84 89% 60 28	WOMEN 50+ 125 74% 45 29	DEM 214 76% 48 28	NPP/O 109 73% 42 31	REP 	18-49 81 87% 56 30	50+ 132 69% 42 27	NPP/O 18-49 60 81% 53 27 19	NPP/O 50+ 48 63% 27 35	18-49 23 38% 11 26 62 48	50+ 57 47% 25 22	MEN 91 66% 36 30 30	DEM WOMEN 122 83% 56 27 15 12	NPP/O MEN 57 61% 31	NPP/O WOMEN 52 86% 54 32	REP MEN 45 31% 13 18	WOMEN 35 60% 31 30		
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	403 68% 41 28	MEN 18-49 81 66% 37 29	MEN 50+ 112 49% 23 26 46	WOMEN 18-49 84 89% 60 28	WOMEN 50+ 125 74% 45 29	DEM 214 76% 48 28	NPP/O 109 73% 42 31	REP 81 44% 21 23	18-49 81 87% 56 30	50+ 132 69% 42 27	NPP/O 18-49 60 81% 53 27	NPP/O 50+ 48 63% 27 35	18-49 23 38% 11 26	50+ 57 47% 25 22 49	MEN 91 66% 36 30	DEM WOMEN 122 83% 56 27	NPP/O MEN 57 61% 31 30	NPP/O WOMEN 52 86% 54 32 14	REP MEN 45 31% 13 18	WOMEN 35 60% 31 30		
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	403 68% 41 28 29 20	MEN 18-49 81 66% 37 29	MEN 50+ 112 49% 23 26 46 27	WOMEN 18-49 84 89% 60 28 11 9	WOMEN 50+ 125 74% 45 29 23 17	DEM 214 76% 48 28 21 15	NPP/O 109 73% 42 31 27 22	REP 81 44% 21 23 53 29	18-49 81 87% 56 30 13 8	50+ 132 69% 42 27 26 19	NPP/O 18-49 60 81% 53 27 19	NPP/O 50+ 48 63% 27 35	18-49 23 38% 11 26 62 48	50+ 57 47% 25 22 49 22	MEN 91 66% 36 30 30	DEM WOMEN 122 83% 56 27 15 12	NPP/O MEN 57 61% 31 30 39	NPP/O WOMEN 52 86% 54 32 14 13	REP MEN 45 31% 13 18 67 36	WOMEN 35 60% 31 30 35		

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

							NENT NTEE			CI	TY			E	30ARD 0:	F SUPER	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	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		
		F	LAGS	(P/G12	D/G14	P/G16	١		NSISTEN		POSI		INTEN							
									FARGETS		MOV	ERS	MOVI			HOUS	EHOLD E		'YPE 	
	Total	1+/6						CN ST	EVER	SWING	AFTER		AFTER		 DEM 1	HOUS DEM 2+	EHOLD E REP 1		IND 1+	MIX
Base	Total 403							CN ST	EVER		AFTER	FIRST	AFTER	 FIRST		DEM	REP	REP	IND	MIX
Base EXT/VERY IMPORTANT		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	1	DEM 2+	REP 1	REP 2+	IND 1+	
	403	1+/6 396	2+/6 342	3+/6 283	4+/6 244	5+/6 198	6/6 142	CN ST FAV 	EVER UNFAV 52	SWING	AFTER INFO 102	FIRST LAST 115	AFTER INFO 158	FIRST LAST 182	1 113	DEM 2+ 	REP 1 30	REP 2+ 25	IND 1+ 	88
EXT/VERY IMPORTANT	403 68 %	1+/6 396 68 %	2+/6 342 68 %	3+/6 283 69 %	4+/6 244 69 %	5+/6 198 68 %	6/6 142 65 %	CN ST FAV 97	EVER UNFAV 52	SWING 254 71 %	AFTER INFO 102	FIRST LAST 115	AFTER INFO 158	FIRST LAST 182	1 113 78%	DEM 2+ 67	REP 1 30	REP 2+ 25	IND 1+ 80	 88 70 %
EXT/VERY IMPORTANT Extremely important	403 68% 41	1+/6 396 68% 41	2+/6 342 68% 41	3+/6 283 69 % 40	4+/6 244 69% 40	5+/6 198 68% 40	6/6 142 65% 38	CN ST FAV 97 80% 56	EVER UNFAV 52 33% 22	SWING 254 71% 38	AFTER INFO 102 68% 29 39	FIRST LAST 115 70% 35	AFTER INFO 158 72% 38 34 25	FIRST LAST 182 72% 42	1 113 78 % 53	DEM 2+ 67 71% 41	REP 1 30 46% 18	REP 2+ 25 28% 16	IND 1+ 80 73% 41	70%
EXT/VERY IMPORTANT Extremely important Very important	403 68% 41 28	1+/6 396 68% 41 27	2+/6 342 68% 41 27	3+/6 283 69% 40 28	4+/6 244 69% 40 29	5+/6 198 68% 40 28	6/6 142 65% 38 27	CN ST FAV 97 80% 56 24	EVER UNFAV 52 33% 22 11	SWING 254 71% 38 33	AFTER INFO 102 68% 29 39	FIRST LAST 115 70% 35 35	AFTER INFO 158 72% 38 34	FIRST LAST 182 72% 42 30	1 113 78% 53 25	DEM 2+ 67 71% 41 31	REP 1 30 46% 18 28	REP 2+ 25 28% 16 12	IND 1+ 80 73% 41 31	70% 39 31
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	403 68% 41 28	1+/6 396 68% 41 27	2+/6 342 68% 41 27	3+/6 283 69% 40 28	4+/6 244 69% 40 29 28	5+/6 198 68% 40 28	6/6 142 65% 38 27	CN ST FAV 97 80% 56 24 18	EVER UNFAV 52 33% 22 11	SWING 254 71% 38 33	AFTER INFO 102 68% 29 39	FIRST LAST 115 70% 35 35	AFTER INFO 158 72% 38 34 25	FIRST LAST 182 72% 42 30 26	1 113 78% 53 25 21	DEM 2+ 67 71% 41 31 24	REP 1 30 46% 18 28 51	REP 2+ 25 28% 16 12	IND 1+ 80 73% 41 31	70% 39 31 28
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	403 68% 41 28 29	1+/6 396 68% 41 27 29	2+/6 342 68% 41 27	3+/6 283 69% 40 28 29	4+/6 244 69% 40 29 28 18	5+/6 198 68% 40 28 29	6/6 142 65% 38 27 32	CN ST FAV 97 80% 56 24 18 17	EVER UNFAV 52 33% 22 11 62 25	SWING 254 71% 38 33 27 20	AFTER INFO 102 68% 29 39 28 19	FIRST LAST 115 70% 35 35 35	AFTER INFO 158 72% 38 34 25 17	FIRST LAST 182 72% 42 30 26 18	1 113 78% 53 25 21 12	DEM 2+ 67 71% 41 31 24 22	REP 1 30 46% 18 28 51 23	REP 2+ 25 28% 16 12 66 36	IND 1+ 80 73% 41 31 27 22	70% 39 31 28

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

		Q		SONOM	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVOR!	ABILITY		Q	5 SCAP(OSD FAV	/ORABIL	ITY AFT	TER INF	0
	Total	YES	TOTAL NO	RIGHT DIREC		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
													Q14 C	HLDRN						
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 AT	T HOME			Q15 EDI	JCATION	ſ	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						A	GE					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$90K	\$90K- \$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		P	ARTY RE	:G			PARTY	BY AGE				P	ARTY B	Y GENDE	lR.			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NDD /O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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		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		

TABLE 53: QRE. 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 A							CI				E	OARD O	F SUPER	RVISORS	¦		
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA		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		
		F:	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN TARGETS			TIVE VERS	INTEN MOV			HOUS	EHOLD 1		YPE	
	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

		Q CELL	PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	SCAPOSD	FAVOR	ABILITY		Q 	5 SCAP	OSD FAV	/ORABIL	ITY AF	TER INF	0
	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		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
													Q14 C							
		Q11	SCAPOS	D FAVOF	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A				Q15 ED	JCATION		
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	COLL	COLL+
Base	403	218	151	12	6	370	18	15	129	123	81	62	101	293	71	100	130	91	171	221
EVE /VEDV TWOODEANS	60%	77%	43%	12%	17%	63%	13%	33%	71%	65%	56%	30%	59%	60%	52%	62%	62%	60%	58%	61%
EXT/VERY IMPORTANT Extremely important	27	40	13	0	1/%	29	13%	13	35	29	23	13	27	28	24	30	30	25	27	28
1 1	32	37	30	12	17	34		21	35	35	33	17	32	32	28	30	31	35	30	33
Very important	34	3/	30	12	Τ/	34	13	21	35	35	33	1/	32	32	∠8	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

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	ETHNI	CITY		Q17 I	NCOME		GEN	IDER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K		\$90K- \$120K	\$120K +	MEN	WOMEN				50-54				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%		61%	63%	55%	56%			66%	64%	67%		40%	47%	63%	59%	66%	56%	50%	61%
Extremely important Very important	27 32	28 35	27 31	28 38	31 30	30 33	28 27	21 35	23 34		30 36	29 35	26 41		20 20	22 25	28 35	30 29	28 37	26 29	24 25	29 33
very important	34	33	31	30	30	33	21	33	34	31	30	33	41	34	20	23	33	29	31	23	23	33
SMWT/NOT TOO IMPORTANT	40	37	42		39	37	45	44			34	36	33		60	53	37	41	34	44	50	39
Somewhat important	32 8	32 5	33 9		32 7	32 5	36 8	32 12			29 5	31 5	25 8		45 14	43 11	33 4	27 14	28 6	35 10	39 11	31 8
Not too important	0	5	9	5	/	5	0	12	12	5	5	5	0	,	14	11	4	14	6	10	11	0
				BY AGE	1	P	ARTY RE	iG			PARTY					P	ARTY B	Y GENDE	ER.			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O		REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		
D	402		110		105		100			120						100						
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		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		
				ENTS			ANENT NTEE			CI				:	BOARD (F SUPE	RVISORS	5				
	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				
EVE /VEDV INDODESNE	60%	E 4 %	63%	F00.	610	63%	E10.	<i>c</i> 10.	410.	619	210	670	60%	E 70.	E 6 %	6 E %	F70.	65%				
EXT/VERY IMPORTANT Extremely important	60% 27	54% 25	63% 28	58 % 22	61 %	63 % 29	51% 24	61 % 23		64 % 32	31 % 16	67 % 30	60 % 29		56% 23	65% 30	57 % 31	65 % 30				
Very important	32	29	35		28	35	27	38			15	37	31		33	35	26	34				
SMWT/NOT TOO IMPORTANT	40%	46%	37%		39%	37%	49%	39%			69%	33%	40%		44%	35%	43%	35%				
Somewhat important	32 8	31 15	32 5	31 11	34 5	28 8	41 8	33 6			57 12	29 4	31 9	34	34 10	31 5	34 9	27 8				
Not too important	8	12	5	11	5	8	8	ь	/	Τ0	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)							NSISTEI TARGETS			TIVE ZERS		NSITY ÆRS		HOUS	EHOLD 1	PARTY I	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	1.0	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

		Q		SONOM	Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVOR!	ABILITY		Q	5 SCAP(OSD FAV	ORABIL	ITY AFT	TER INF	0
	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
		011	SCAPOS	D FAVOR	ABILIT	Y AFTEI	R MESSA	GING	013	SONOMA	TRAIL	USE	Q14 C	HLDRN G HOME			015 EDU	JCATION		
	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

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	ETHNI	CITY		Q17 I	NCOME		GEN	IDER						AC	ΞE					
	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		P.	ARTY RE	G 			PARTY							Y GENDE				
	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		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		

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

			PARI	ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPEF	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	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		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		
								~~-		ar.	DOGT	m = 3.752	INTEN	CTTV						
					P/G14,				NSISTEN FARGETS		POSI MOV		MOV			HOUS	EHOLD E		YPE	
	Total								FARGETS EVER		MOV	ERS		ERS	 DEM 1	HOUS DEM 2+	EHOLD I		IND 1+	MIX
Base	Total 403							CN ST	FARGETS EVER		MOV AFTER	ERS FIRST	MOV: AFTER	ERS FIRST		DEM	REP	REP	IND	
Base EXT/VERY IMPORTANT		1+/6	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOVE AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
	403	1+/6 396	2+/6 342	3+/6 283	4+/6 244	5+/6 198	6/6 142	 CN ST FAV 	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOVE AFTER INFO 158	ERS FIRST LAST 182	1 113	DEM 2+ 	REP 1 30	REP 2+ 25	IND 1+ 	MIX
EXT/VERY IMPORTANT	 403 74 %	1+/6 396 75 %	2+/6 342 75 %	3+/6 283 74 %	4+/6 244 75 %	5+/6 198 74 %	6/6 142 69 %	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254 75%	MOV AFTER INFO 102	FIRST LAST 115	MOV: AFTER INFO 158	ERS FIRST LAST 182 75%	1 113 85 %	DEM 2+ 67	REP 1 30 62%	REP 2+ 25	IND 1+ 80	MIX 88 69 %
EXT/VERY IMPORTANT Extremely important	 403 74 % 45	1+/6 396 75% 46	2+/6 342 75% 45	3+/6 283 74% 44	4+/6 244 75% 43 31 24	5+/6 198 74% 42	6/6 142 69% 39	CN ST FAV 97	EVER UNFAV 52 48% 27	SWING 254 75% 43	MOV AFTER INFO 102 71% 35 36 28	FIRST LAST 115 73% 37	MOV: AFTER INFO 158 75% 43 32 24	ERS FIRST LAST 182 75% 44	1 113 85 % 54	DEM 2+ 67 73% 43	REP 1 30 62% 28	REP 2+ 25 49% 23	IND 1+ 80 78% 51	MIX 88 69% 44
EXT/VERY IMPORTANT Extremely important Very important	403 74% 45 29	1+/6 396 75% 46 29	2+/6 342 75% 45	3+/6 283 74% 44 30	4+/6 244 75% 43 31	5+/6 198 74% 42 32	6/6 142 69 % 39	CN ST FAV 97 87% 62 25	FARGETS EVER UNFAV 52 48% 27 21 52 27	SWING 254 75% 43 32	MOV AFTER INFO 102 71% 35 36	FIRST LAST 115 73% 37 36	MOV: AFTER INFO 158 75% 43 32	ERS FIRST LAST 182 75% 44 31	1 113 85% 54 31	DEM 2+ 67 67 43 31	REP 1 30 62% 28 33	REP 2+ 25 49% 23 26	IND 1+ 80 78% 51 27	MIX 88 69% 44 25
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	403 74% 45 29	1+/6 396 75% 46 29	2+/6 342 75% 45 31 24	3+/6 283 74% 44 30	4+/6 244 75% 43 31 24	5+/6 198 74% 42 32 25	6/6 142 69% 39 30	CN ST FAV 97 87% 62 25 13	FARGETS EVER UNFAV 52 48% 27 21	SWING 254 75% 43 32 23	MOV AFTER INFO 102 71% 35 36 28	FIRST LAST 115 73% 37 36 26	MOV: AFTER INFO 158 75% 43 32 24	ERS FIRST LAST 182 75% 44 31	1 113 85% 54 31 15	DEM 2+ 67 73% 43 31 25	REP 1 30 62% 28 33 33	REP 2+ 25 49% 23 26 51	IND 1+ 80 78% 51 27	MIX 88 69% 44 25
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	403 74% 45 29 25	1+/6 396 75% 46 29 24	2+/6 342 75% 45 31 24 18	3+/6 283 74% 44 30 24	4+/6 244 75% 43 31 24	5+/6 198 74% 42 32 25 17	6/6 142 69% 39 30 29	CN ST FAV 97 87% 62 25 13 12	FARGETS EVER UNFAV 52 48% 27 21 52 27	SWING 254 75% 43 32 23 21	MOV 	FIRST LAST 115 73% 37 36 26 23	MOV: AFTER INFO 158 75% 43 32 24 22	FIRST LAST 182 75% 44 31 24 20	1 113 85% 54 31 15 12	DEM 2+ 67 73% 43 31 25 23	REP 1 30 62% 28 33 33 20	REP 2+ 25 49% 23 26 51 31	IND 1+ 80 78% 51 27 20 18	MIX 88 69% 44 25 31 24

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

		Q		SONOM	Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVOR!	ABILITY		Q	5 SCAP(OSD FAV	ORABIL	ITY AFT	TER INF	0
	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
													014 C	HLDRN						
		Q11	SCAPOS	D FAVOF	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	г номе			Q15 EDU	CATION		
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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

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	ETHNI	CITY		Q17 I	NCOME		GEN	DER						A	GE					
	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		P	ARTY RI	EG			PARTY	BY AGE				P	ARTY B	Y GENDE	lR.			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM		NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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		

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

			PAR	ENTS		PERMA ABSE					TY			E	BOARD O	F SUPE	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK		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%				75%	60%		48%	74%	79%	62%		69%	68%	71%	72%	73%		
Extremely important Very important	35 36	28 35	38 39	27 40	44 30	37 37	27 33	41 36	10 38	40 34	40 39	27 35	34 37	30 39	34 35	33 38	36 36	41 31		
SMWT/NOT TOO IMPORTANT	29	38				25	39	21	52		21	38		31	30	29	28	27		
Somewhat important Not too important	25 4	33 4	21 2			21 5	35 4	21 0	48 4	22 4	21 0	31 8	23 6	23 8	26 4	29 0	23 5	23 4		
DK/NA	0	0	0	1 1	o	0	1 1	2 2	0	0	0 0	0	0	0	1 1	0	0	0		
		F	LAGS	(P/G12,	, P/G14	, P/G16)		NSISTEN TARGETS			TIVE ERS	INTE MOV			HOUS	EHOLD 1	PARTY I	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+	M
Base	403	396	342	283	244	198	142	97	52	254	102	115	158	182	113	67	30	25	80	
EXT/VERY IMPORTANT	70%					68%	69%		37%		65%	68%		71%	81%	81%	47%	29%	68%	•
Extremely important Very important	35 36	35 35	34 36			32 36	30 40	54 32	22 15	30 42	26 40	30 37	31 39	33 37	42 39	38 43	22 24	17 11	34 34	
SMWT/NOT TOO IMPORTANT	29	30				31	30	14	61	29	35	32		29	18	19	53	71	32	
Somewhat important Not too important	25 4	25 5				26 5	25 5	11 3	45 16	26 3	33 2	31 1	28 2	27 2	15 3	17 1	32 21	58 13	29 3	
DK/NA	0	0	0	-	-	0	1	0	2	0	0	0	0	0	1	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	

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

			A PHONE	SONOM	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVOR	ABILITY		Q	5 SCAP(OSD FAV	/ORABIL	ITY AFT	TER INF	0
	Total	YES	TOTAL NO	RIGHT DIREC		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%		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
													014 C	HLDRN						
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A				Q15 EDI	JCATION	ſ	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER							GE					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN	18-29	30-39	40-49	50-54				75+	18-49		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		P	ARTY RE	EG			PARTY	BY AGE				P	ARTY B	Y GENDE	R			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total		50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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		

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

			PARI	ENTS		PERMA ABSEI				CI				E	30ARD 01	F SUPER	VISORS			
	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		
					P/G14,				NSISTEN FARGETS		POSI MOV		INTEN MOVI			HOUS	EHOLD E		YPE	
	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	1.0	10	18	18	17	17	14	17	8	20	22	21	22	21	20	24	3	20	21	13
	18	18	10	10	1/	1,		_ ,												
SMWT/NOT TOO IMPORTANT	18 74	18 74	75	75	77	78	79	76	75	73	70	70	69	67	73	71	94	70	68	77
Somewhat important													69 42	67 41	73	71 50			68 37	77 44
	74	74	75	75	77	78	79	76	75	73	70	70					94	70		
Somewhat important	74 44	74 44	75 45	75	77 48	78 46	79 49	76 47	75 29	73 45	70 44	70 42	42	41	48	50	94 51	70 24	37	44

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

		Q CELL	PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AFT	TER INF	0
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	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
		011	aar boa	D FALLOR	RABILIT		MEGGA	GING	012	SONOMA	mp 3 TI	HOR	~	HLDRN F HOME			015 70	ICA III CA		
		Q11	SCAPUS	D FAVOR		Y AFIEI		GING		SUNUMA	TRAIL	USE	<19 A	I HOME			Q15 EDU	CALION		
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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

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	ETHNI	CITY		Q17 I	NCOME		GEN	IDER						AC	ΞE					
		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		21	29	35	20		19	18	29	22	29	29	32	21	20	23	25	30	21
Somewhat important	19	11	19		15	24	25	15		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]	P	ARTY RE	iG			PARTY	BY AGE					ARTY B	Y GENDE	lR			
	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		
base	400	90	24	00	142	212	108	80	03	129	36	30	23	37	92	120	03	45	31	43		
EXT/VERY IMPORTANT	76%	72%	67%		80%	80%	79%	60%		79%	81%	76%	52%	63%	70%	87%	77%	82%	55%	63%		
Extremely important	42	38	35		48	45	41	34		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		
			PAR	ENTS			ANENT INTEE			CI	TY			1	BOARD C	F SUPE	RVISORS	5				
	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				
EVM /VEDV TWDODMANM	7.00	660.	750.	7.00	0.20	700	600	700	0.00	720	6 E 0.	010	770.	710	720	010	730	81%				
EXT/VERY IMPORTANT	76 %	66% 35	75 % 44		83 % 47	79%	68% 35	79 % 37		72% 38	65% 37	81%	77 % 49	71 % 45	73% 38	81 % 51	73 % 32	81 %				
Extremely important Very important	42 34	32	31		36	45 34	33	42		34	28	32 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		15	17	23	21%		20%	35	10	18	22	22	16	20	13				
Not too important	6	7	10		2	4	10	0		8	0	8	5	7	5	3	7	6				
	ŭ	•		Ū	_	-	0	Ū	ŭ	Ü	Ü	Ü		•			•	ŭ				

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

						, P/G16			NSISTEN TARGETS			TIVE ZERS		NSITY ERS		HOUS	EHOLD 1	PARTY T	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

		CELL	A PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	SCAPOSD	FAVOR	ABILITY		Q	5 SCAP(OSD FAV	ORABIL	ITY AF	rer inf	'O
	Total	YES	TOTAL NO	RIGHT DIREC		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%		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	SCAPOS	D FAVOF	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C	г номе			Q15 EDT	JCATION	1	
	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		16	17	21	0	17	18	11	21	15	17	10	8	21	22	9	22
Not too important	4	2	5		31	3	30	0	5	3	5	4	3	5	1	3	4	10	2	
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	-	-	-	-	-		_				-	-			-

DK/NA

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

			ETHNI			Q17 I	NCOME		GEN	IDER							GE					
	Total		WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN	18-29	30-39	40-49	50-54				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		P	ARTY RE	EG			PARTY	BY AGE				P	ARTY B	Y GENDE	R			
		MEN	MEN		WOMEN		/		DEM	DEM	/ -	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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		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		

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

			PARI	ENTS		PERMA ABSEI				CI				E	BOARD O	F SUPEF	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	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		
					P/G14,				NSISTEN FARGETS			TIVE ERS	INTEN MOV			HOUS	EHOLD I		YPE	
											MOV			ERS	 DEM	DEM	EHOLD I			
	Total								FARGETS EVER		MOV	ERS	MOV	ERS	 DEM 1				IND 1+	MIX
Base	Total 400							CN ST	FARGETS EVER		MOV AFTER	ERS FIRST	MOV. AFTER	ERS FIRST		DEM	REP	REP	IND	
Base EXT/VERY IMPORTANT		1+/6	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
	400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190	6/6 139	CN ST FAV	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	ERS FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 	1 114	DEM 2+ 	REP 1 30	REP 2+ 25	IND 1+ 	MIX 94
EXT/VERY IMPORTANT	 400 79 %	1+/6 392 79 %	2+/6 333 78 %	3+/6 284 77 %	4+/6 237 77 %	5+/6 190 74 %	6/6 139 74 %	CN ST FAV 97	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOV. AFTER INFO 157	ERS FIRST LAST 177	1 114 83%	DEM 2+ 65	REP 1 30 86%	REP 2+ 25	IND 1+ 73	MIX 94 70 %
EXT/VERY IMPORTANT Extremely important	 400 79% 40	1+/6 392 79% 41	2+/6 333 78% 42	3+/6 284 77% 40	4+/6 237 77% 39	5+/6 190 74% 36	6/6 139 74% 40 33	CN ST FAV 97	FARGETS EVER UNFAV 49 68% 40 29	SWING 254 78% 35	MOV AFTER INFO 110 73% 36 37	FIRST LAST 123 75% 37	MOV AFTER INFO 157 79% 41	FIRST LAST 177 80% 40	1 114 83% 49	DEM 2+ 65 88% 43	REP 1 30 86% 36	REP 2+ 25 65% 38	IND 1+ 73 78% 42	MIX 94 70% 28
EXT/VERY IMPORTANT Extremely important Very important	400 79% 40 39	1+/6 392 79% 41	2+/6 333 78 % 42 36	3+/6 284 77% 40 36	4+/6 237 77% 39 38	5+/6 190 74% 36 39	6/6 139 74% 40 33	CN ST FAV 97 86% 55 31	EVER UNFAV 49 68% 40 29	SWING 254 78% 35 43	MOV AFTER INFO 110 73% 36 37	FIRST LAST 123 75% 37	MOV AFTER INFO 157 79% 41 37	FIRST LAST 177 80% 40 40	1 114 83% 49 33	DEM 2+ 65 88% 43 44	REP 1 30 86% 36 51	REP 2+ 25 65% 38 26	IND 1+ 73 78% 42 37	MIX 94 70% 28 42
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	400 79% 40 39	1+/6 392 79% 41 38	2+/6 333 78% 42 36	3+/6 284 77% 40 36	4+/6 237 77% 39 38 23	5+/6 190 74% 36 39 25	6/6 139 74% 40 33	CN ST FAV 97 86% 55 31 13	FARGETS EVER UNFAV 49 68% 40 29	SWING 254 78% 35 43	MOV AFTER INFO 110 73% 36 37	FIRST LAST 123 75% 37 37 25	MOV AFTER INFO 157 79% 41 37	FIRST LAST 177 80% 40 40	1 114 83% 49 33 17	DEM 2+ 65 88% 43 44 12	REP 1 30 86% 36 51 14	REP 2+ 25 65% 38 26 35	IND 1+ 73 78% 42 37	MIX 94 70% 28 42 30
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	400 79% 40 39 21	1+/6 392 79% 41 38 21 16	2+/6 333 78% 42 36 22 16	3+/6 284 77% 40 36 23	4+/6 237 77% 39 38 23	5+/6 190 74% 36 39 25 19	6/6 139 74% 40 33 26 21	CN ST FAV 97 86% 55 31	FARGETS EVER UNFAV 49 68% 40 29 32 16	SWING 254 78% 35 43 22 18	MOV AFTER INFO 110 73% 36 37 27 22	FERS FIRST LAST 123 75% 37 37 25	MOV AFTER INFO 157 79% 41 37 21 18	FIRST LAST 177 80% 40 40 20 16	1 114 83% 49 33 17 14	DEM 2+65 88% 43 44 12 8	REP 1 30 86% 36 51 14 11	REP 2+ 25 65% 38 26 35 31	IND 1+ 73 78% 42 37 22 17	MIX 94 70% 28 42 30 23

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

		Q. CELL		SONOM	Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	SCAPOSD	FAVOR!	ABILITY		Q	5 SCAP(OSD FAV	/ORABIL	ITY AFT	TER INF	0
	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	SCAPOS:	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C	г номе			Q15 EDU	JCATION	r . – – – – – .	
	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

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	ETHNI	CITY		Q17 I	NCOME		GEN	DER						A	GE					
	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%		67%	63%	69%	62%	60%	70%	61%	58%	62%	75%	57%	75%	72%	66%	60%	69%	68%	69%
Extremely important Very important	31 34	28 41	32 33		28 39	29 34	35 34	29 33	29 31	33 37	19 42	32 26	25 37	41 34	29 28	46 29	34 37	29 37	25 35	35 34	39 30	32 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		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		P	ARTY RE	G			PARTY	BY AGE				P	ARTY B	Y GENDE	R			
		 MEN	MEN	WOMEN	WOMEN				 DEM	DEM	NPP/O	NPP/O	REP	REP	 DEM	DEM	NPP/O	NPP/O	REP	 REP		
	Total					DEM	ARTY RE	G REP	 DEM 18-49	DEM 50+		NPP/O 50+	REP 18-49	 REP 50+	 DEM MEN					WOMEN		
Base	Total 400	 MEN	MEN	WOMEN 18-49	WOMEN						NPP/O	NPP/O				DEM	NPP/O	NPP/O	REP			
	400	MEN 18-49 98	MEN 50+ 94	WOMEN 18-49 66	WOMEN 50+ 142	DEM 212	NPP/O 108	REP 80	18-49 83	50+ 129	NPP/O 18-49 58	NPP/O 50+ 	18-49 23	50+ 57	MEN 92	DEM WOMEN 	NPP/O MEN 	NPP/O WOMEN	REP MEN 	WOMEN 43		
EXT/VERY IMPORTANT	400 65 %	MEN 18-49 98	MEN 50+ 94	WOMEN 18-49 66	WOMEN 50+ 142 68%	DEM 212 70 %	NPP/O 108 60%	REP 80	18-49 83 62 %	50+ 129 75 %	NPP/O 18-49 58	NPP/O 50+ 50 60 %	18-49 23 56%	50+ 57 61 %	MEN 92 64 %	DEM WOMEN 120	NPP/O MEN 63	NPP/O WOMEN 45	REP MEN 37	WOMEN 43 65 %		
	400	MEN 18-49 98	MEN 50+ 94	WOMEN 18-49 66 74% 30	WOMEN 50+ 142	DEM 212	NPP/O 108	REP 80	18-49 83	50+ 129	NPP/O 18-49 58	NPP/O 50+ 	18-49 23	50+ 57	MEN 92	DEM WOMEN 	NPP/O MEN 	NPP/O WOMEN	REP MEN 	WOMEN 43		
EXT/VERY IMPORTANT Extremely important	400 65 % 31	MEN 18-49 98 51% 22	MEN 50+ 94 70% 37	WOMEN 18-49 66 74% 30 44	WOMEN 50+ 142 68% 34	DEM 212 70% 33	NPP/O 108 60% 28	REP 80 60% 29	18-49 83 62% 29	50+ 129 75% 36	NPP/O 18-49 58 59% 19	NPP/O 50+ 50 60% 39	18-49 23 56% 27	50+ 57 61 % 30	MEN 92 64 % 29	DEM WOMEN 120 75% 37	NPP/O MEN 63 59% 31	NPP/O WOMEN 45 61% 24	REP MEN 37 54% 27	WOMEN 43 65% 31		
EXT/VERY IMPORTANT Extremely important Very important	400 65% 31 34	MEN 18-49 98 51% 22 29	MEN 50+ 94 70% 37	WOMEN 18-49 66 74% 30 44	WOMEN 50+ 142 68% 34 34 25 24	DEM 212 70% 33 37	NPP/O 108 60% 28 31	REP 80 60% 29 31 39 34	18-49 83 62% 29 33 37 30	50+ 129 75% 36 39 20 18	NPP/O 18-49 58 59% 19 40 41 26	NPP/O 50+ 50 60% 39 22	18-49 23 56% 27 29	50+ 57 61% 30 31	MEN 92 64% 29 35	DEM WOMEN 120 75% 37	NPP/O MEN 63 59% 31 28	NPP/O WOMEN 45 61% 24 37	REP MEN 37 54% 27 27	WOMEN 43 65% 31 34		
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	400 65% 31 34	MEN 18-49 98 51% 22 29	MEN 50+ 94 70% 37 33	WOMEN 18-49 66 74% 30 44 26 22	WOMEN 50+ 142 68% 34 34	DEM 212 70% 33 37 26	NPP/O 108 60% 28 31	REP 80 60% 29 31 39	18-49 83 62% 29 33	50+ 129 75% 36 39	NPP/O 18-49 58 59% 19 40	NPP/O 50+ 50 60% 39 22 36	18-49 23 56% 27 29 44	50+ 57 61% 30 31	MEN 92 64% 29 35	DEM WOMEN 120 75% 37 38	NPP/O MEN 63 59% 31 28	NPP/O WOMEN 45 61% 24 37	REP MEN 37 54% 27 27	WOMEN 43 65% 31 34		
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	400 65% 31 34 32 27	MEN 18-49 98 51% 22 29 48 35	MEN 50+ 94 70% 37 33 30 27	WOMEN 18-49 66 74% 30 44 26 22	WOMEN 50+ 142 68% 34 34 25 24	DEM 212 70% 33 37	NPP/O 108 60% 28 31 39 30	REP 80 60% 29 31 39 34	18-49 83 62% 29 33 37 30	50+ 129 75% 36 39 20 18	NPP/O 18-49 58 59% 19 40 41 26	NPP/O 50+ 50 60% 39 22 36 34	18-49 23 56% 27 29 44 34	50+ 57 61% 30 31 37 34	MEN 92 64% 29 35 35 29	DEM WOMEN 120 75% 37 38 20 18	NPP/O MEN 63 59% 31 28 41	NPP/O WOMEN 45 61% 24 37 35 29	REP MEN 37 54% 27 27 46 37	WOMEN 43 65% 31 34 33 31		

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

			PAR	ENTS		PERMA ABSE				CI	TY			E	BOARD O	F SUPER	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK		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%				69%	56%		64%	63%	74%		71%	65%	52%	74%	68%	68%		
Extremely important Very important	31 34	29 25	30 38	29 33		31 38	32 25	36 18	27 37	25 38	22 52		41 30	37 28	30 22	33 41	23 46	32 36		
SMWT/NOT TOO IMPORTANT	32					28	42		36		26			32	46	26	27	30		
Somewhat important Not too important	27 5	40 6				24 4	33 9		33 3	25 8	20 6		23 4	27 4	41 4	20 6	20 7	25 5		
DK/NA DK/NA	3	0	4 4	1 1	5	3	1 1	0	0 0	4 4	0 0		2 2	3	2 2	0	5	2 2		
		F	LAGS	(P/G12,	, P/G14	, P/G16)		NSISTEI TARGETS			TIVE ÆRS	INTE MOV			HOUS	EHOLD 1	PARTY I	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+	MI
Base	400	392	333	284	237	190	139	97	49	254	110	123	157	177	114	65	30	25	73	
EXT/VERY IMPORTANT	65%	65%				65%	66%		39%	64%	58%			66%	69%	75%	61%	64%	59%	6
Extremely important Very important	31 34	31 34	33 32	33 32		34 31	34 32	49 34	24 15	25 38	21 37	21 37	27 34	29 37	37 32	24 51	30 31	34 30	26 33	3
SMWT/NOT TOO IMPORTANT	32					31	30	15	57	34	40			32	29	24	39	33	38	
Somewhat important Not too important	27 5	27 5				27 4	25 5	15 0	40 17	29 5	32 8		31 6	24 8	26 3	18 5	36 3	24 9	32 7	:
DK/NA	3	3	3	3	4	3	4		4	2	2		1	2	2	1	0	3	3	
DK/NA	3	3	3	3	4	3	4	2	4	2	2	3	1	2	2	1	0	3	3	

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

		Q		SONOM	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVOR	ABILITY		Q	5 SCAP(OSD FAV	ORABIL	ITY AF	rer inf	0
	Total	YES	TOTAL NO	RIGHT DIREC		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		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
													014 C	HLDRN						
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	г номе			Q15 EDI	JCATION	í	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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	1.3	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

DK/NA

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

			ETHNIC			Q17 I	NCOME		GEN	IDER						A						
	Total	LATNO		NON-	\$0- \$60K	\$60K- \$90K	\$90K- \$120K		MEN		18-29	30-39	40-49						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		P	ARTY RE	:G			PARTY	BY AGE				P	ARTY B	Y GENDE	R			
		MEN	MEN							DEM	NDD /O	NPP/O				DEM	NPP/O					
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	18-49	50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	MEN	WOMEN	REP MEN	REP WOMEN		
Da					140		100			100						120						
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		

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

			PARI	ENTS		PERMA ABSEI				CI						F SUPER				
	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		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		
					P/G14,				NSISTEN FARGETS		MOV	TIVE ERS	INTEN MOV	ERS		HOUS	EHOLD E	PARTY T		
	Total								FARGETS EVER UNFAV		MOV	ERS	MOV AFTER INFO	ERS FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	Total 400							CN ST	FARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	DEM	DEM	REP 1	REP 2+	IND	
Base <u>EXT/VERY IMPORTANT</u>		1+/6	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
	 400 94 % 59	1+/6 392 93% 59	2+/6 333 93% 59	3+/6 284 93 % 58	4+/6 237 92% 57	5+/6 190 90% 55	6/6 139 90% 56	CN ST FAV 97 99% 77	EVER UNFAV 49 73%	SWING 254 96% 53	MOV AFTER INFO 110 97% 55	FIRST LAST 123 95% 53	MOV AFTER INFO 157 97% 61	FIRST LAST 177 95% 59	DEM 1 114 94 % 61	DEM 2+ 65 97% 67	REP 1 30 81% 52	REP 2+ 25 81% 47	IND 1+ 73 100% 68	MIX 94 92% 48
EXT/VERY IMPORTANT	 400 94 %	1+/6 392 93 %	2+/6 333 93 %	3+/6 284 93 %	4+/6 237 92 %	5+/6 190 90 %	6/6 139 90 %	CN ST FAV 97	TARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	DEM 1 114 94 %	DEM 2+ 65	REP 1 30 81%	REP 2+ 25	IND 1+ 73	MIX 94
EXT/VERY IMPORTANT Extremely important	 400 94 % 59	1+/6 392 93% 59	2+/6 333 93% 59	3+/6 284 93 % 58	4+/6 237 92% 57	5+/6 190 90% 55	6/6 139 90% 56	CN ST FAV 97 99% 77	EVER UNFAV 49 73%	SWING 254 96% 53	MOV AFTER INFO 110 97% 55	FIRST LAST 123 95% 53	MOV AFTER INFO 157 97% 61	FIRST LAST 177 95% 59	DEM 1 114 94 % 61	DEM 2+ 65 97% 67	REP 1 30 81% 52	REP 2+ 25 81% 47	IND 1+ 73 100% 68	MIX 94 92% 48
EXT/VERY IMPORTANT Extremely important Very important	400 94% 59 35	1+/6 392 93 % 59	2+/6 333 93 % 59 35	3+/6 284 93 % 58 35	4+/6 237 92% 57 35	5+/6 190 90% 55 35	6/6 139 90% 56 35	CN ST FAV 97 99% 77 21	FARGETS EVER UNFAV 49 73% 51 21	SWING 254 96% 53 43	MOV AFTER INFO 110 97% 55 42	FIRST LAST 123 95% 53 42	MOV AFTER INFO 157 97% 61 36	FIRST LAST 177 95% 59 36	DEM 1 114 94% 61 33	DEM 2+ 65 97% 67 30	REP 1 30 81% 52 30	REP 2+ 25 81% 47 35	IND 1+ 73 100% 68 32	MIX 94 92% 48 44
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	400 94% 59 35	1+/6 392 93% 59 35	2+/6 333 93% 59 35	3+/6 284 93% 58 35	4+/6 237 92% 57 35	5+/6 190 90% 55 35	6/6 139 90% 56 35	CN ST FAV 97 99% 77 21	FARGETS EVER UNFAV 49 73% 51 21	SWING 254 96% 53 43	MOV AFTER INFO 110 97% 55 42	FIRST LAST 123 95% 53 42	MOV AFTER INFO 157 97% 61 36	FIRST LAST 177 95% 59 36	DEM 1 114 94% 61 33	DEM 2+ 65 97% 67 30 3	REP 1 30 81% 52 30 19	REP 2+ 25 81% 47 35 16	IND 1+ 73 100% 68 32	MIX 94 92% 48 44
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	400 94% 59 35 6 5	1+/6 392 93% 59 35	2+/6 333 93% 59 35	3+/6 284 93% 58 35 7	4+/6 237 92% 57 35	5+/6 190 90% 55 35 10 7	6/6 139 90% 56 35 10 7	CN ST FAV 97 99% 77 21	FARGETS EVER UNFAV 49 73% 51 21 27	SWING 254 96% 53 43	MOV 	FERS FIRST LAST 123 95% 53 42 5	MOV AFTER INFO 157 97% 61 36	ERS FIRST LAST 177 95% 59 36 5 4	DEM 1 114 94% 61 33 6 6	DEM 2+ 65 97% 67 30 3 1	REP 1 30 81% 52 30 19 15	REP 2+ 25 81% 47 35 16 12	IND 1+ 73 100% 68 32 0	MIX 94 92% 48 44 8 5

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 Q1 CELL PHONE SONOMA DIRECTION					Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	VORABIL	ITY AF	TER INF	rO.	
	Total	YES NO DI		RIGHT DIREC		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%			78%	64%		85%	68%	83%	90%	77%			85%		
Extremely important Very important	48 35	47 36	49 34	52 35	42 27	43 46	63 28	42 35	39 25	0 82	53 31	31 38	41 42	61 30	33 44		28 56	49 35		
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 Not too important	13 4	12 4	13 3	10 3		11 0	8 1	15 7	19 17	18 0	11 4	19 13	16 1	8 1	18 5		9 7	12 3		
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		
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTE	R MESSA	GING	Q13	SONOMA	TRAIL	USE	~	HLDRN F HOME			Q15 EDI	JCATIO1	1	
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV		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 Very important	48 35	60 33	34 37	58 16	19 40	50 34		10 58	56 31	50 33	43 36	37 43	52 26	48 37	43 45	54 33		54 26		
SMWT/NOT TOO IMPORTANT	17	7		26				20	13	17	21	20	22	15	12			20		
Somewhat important Not too important	13 4	6 1	23 6	26 0		13 3		20 0	11 2	12 5	16 5	18 2	18 4	11 4	10 2		15 4	14 6		
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

DK/NA

DK/NA

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	ETHNI	CITY		Q17 I	NCOME		GEN	IDER						A	GE					
	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		48	54	44	45		53	46	53			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
				BY AGE			ARTY RI				PARTY	BY AGE					ARTY B	Y GENDE				
		MEN	MEN		WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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		

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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

			PAR	ENTS		PERMA ABSEI				CI	TY 			E	BOARD O	F SUPER	RVISORS			
	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		
								COI	NSISTEN	CY	POSI	TIVE	INTEN	ISITY						
			T 7/2/2	(p/c12	D/C1/	D/C16	1		TADCETO		MOT	TDC	MOT/	FDC		HULLG	ד תוחש	ד עידם גם	ישמעי	
						, P/G16			TARGETS		MOV	ERS	MOV	ERS		HOUS	EHOLD I		'YPE 	
	Total							CN ST	FARGETS EVER UNFAV	SWING		ERS FIRST LAST	MOV AFTER INFO		 DEM 1	HOUS DEM 2+	EHOLD I REP 1			
		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	1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	Total 400							CN ST	EVER		AFTER	FIRST	AFTER	FIRST		DEM	REP	REP	IND	
Base EXT/VERY IMPORTANT		1+/6	2+/6	3+/6	4+/6 237 80 %	5+/6 	6/6 139 79 %	CN ST FAV	EVER UNFAV 49	SWING	AFTER INFO	FIRST LAST	AFTER INFO	FIRST LAST	1	DEM 2+ 65	REP 1 30 70 %	REP 2+ 25	IND 1+ 73	MIX 94 77 %
EXT/VERY IMPORTANT Extremely important	400 83% 48	1+/6 392 83% 49	2+/6 333 82 % 49	3+/6 284 80% 48	4+/6 237 80% 46	5+/6 190 79% 44	6/6 139 79% 47	CN ST FAV 97 95% 73	EVER UNFAV 49 69% 37	SWING 254 81% 41	AFTER INFO 110 82% 40	FIRST LAST 123 81% 41	AFTER INFO 157	FIRST LAST 177 84% 45	1 114 90% 60	DEM 2+ 65 88% 52	REP 1 30 70% 46	REP 2+ 25 74% 35	IND 1+ 73 85% 46	MIX 94 77% 38
EXT/VERY IMPORTANT	400 83%	1+/6 392 83 %	2+/6 333 82 %	3+/6 284 80% 48	4+/6 237 80 %	5+/6 190 79 %	6/6 139 79 %	CN ST FAV 97	EVER UNFAV 49	SWING 254 81%	AFTER INFO 110	FIRST LAST 123	AFTER INFO 157	FIRST LAST 177	1 114 90%	DEM 2+ 65	REP 1 30 70 %	REP 2+ 25	IND 1+ 73	MIX 94 77 %
EXT/VERY IMPORTANT Extremely important	400 83% 48	1+/6 392 83% 49	2+/6 333 82 % 49	3+/6 284 80% 48	4+/6 237 80% 46	5+/6 190 79% 44	6/6 139 79% 47	CN ST FAV 97 95% 73	EVER UNFAV 49 69% 37	SWING 254 81% 41	AFTER INFO 110 82% 40	FIRST LAST 123 81% 41	AFTER INFO 157	FIRST LAST 177 84% 45	1 114 90% 60	DEM 2+ 65 88% 52	REP 1 30 70% 46	REP 2+ 25 74% 35	IND 1+ 73 85% 46	MIX 94 77% 38
EXT/VERY IMPORTANT Extremely important Very important	400 83% 48 35	1+/6 392 83 % 49 34	2+/6 333 82% 49 32	3+/6 284 80% 48 33	4+/6 237 80% 46 34	5+/6 190 79% 44 34	6/6 139 79% 47 32	CN ST FAV 97 95% 73 22	EVER UNFAV 49 69% 37 32	SWING 254 81% 41 40	AFTER INFO 110 82% 40 42	FIRST LAST 123 81% 41 39	AFTER INFO 157 83% 43 39	FIRST LAST 177 84 % 45 39	1 114 90% 60 30	DEM 2+ 65 88% 52 36	REP 1 30 70% 46 24	REP 2+ 25 74% 35 39	IND 1+ 73 85% 46 39	MIX 94 77% 38 39
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	400 83% 48 35	1+/6 392 83% 49 34	2+/6 333 82% 49 32 18	3+/6 284 80% 48 33	4+/6 237 80% 46 34	5+/6 190 79% 44 34	6/6 139 79% 47 32	CN ST FAV 97 95% 73 22	EVER UNFAV 49 69% 37 32	SWING 254 81% 41 40 18	AFTER INFO 110 82% 40 42 18	FIRST LAST 123 81% 41 39	AFTER INFO 157 83% 43 39 17	FIRST LAST 177 84% 45 39	1 114 90% 60 30	DEM 2+ 65 88% 52 36 10	REP 1 30 70% 46 24 30	REP 2+ 25 74% 35 39 26	IND 1+ 73 85% 46 39	MIX 94 77% 38 39 23
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	400 83% 48 35 17 13	1+/6 392 83% 49 34 17	2+/6 333 82% 49 32 18 14	3+/6 284 80% 48 33 19	4+/6 237 80% 46 34 20 15	5+/6 190 79% 44 34 21 16	6/6 139 79% 47 32 20 15	CN ST FAV 97 95% 73 22 5 4	EVER UNFAV 49 69% 37 32 31 20	SWING 254 81% 41 40 18 15	AFTER INFO 110 82% 40 42 18 16	FIRST LAST 123 81% 41 39 19	AFTER INFO 157 83% 43 39 17 14	FIRST LAST 177 84% 45 39 16 14	1 114 90% 60 30 10 7	DEM 2+ 65 88% 52 36 10 5	REP 1 30 70% 46 24 30 27	REP 2+ 25 74% 35 39 26 22	IND 1+ 73 85% 46 39 15	MIX 94 77% 38 39 23 17

TABLE 63: Q80. 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

		Q. CELL	PHONE	SONOM	Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	SCAPOSD	FAVOR/	ABILITY		Q 	5 SCAP	OSD FAV	ORABIL	ITY AFT	TER INF	0
	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	SCAPOS:	D FAVOR	RABILIT	Y AFTER	R MESSA	.GING	Q13	SONOMA	TRAIL	USE	Q14 C	г номе			Q15 EDI	UCATION	ī	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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

Q80. 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	ETHNIC	CITY		Q17 I	NCOME		GEN	IDER						AC	GE.					
		LATNO	WHITE		\$0- \$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		P	ARTY RI	EG			PARTY							Y GENDE				
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O		REP	REP	DEM	DEM		NPP/O	REP	REP		
	Total		50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49		18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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		7	18	12		29		12	12	20	33	28	17	8	12	22	35	24		
Somewhat important	14	17	13	4	17	11	12	24		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		
				ENTS			ANENT INTEE			CI	TY				BOARD C							
				MEN	WOMEN				RHONT	SANTA	WIND											
	Total	DADS	MOMS	NOKDS	NOKDS	YES	NO	UMA	PARK	ROSA	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		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: Q80. 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

		F	LAGS (P/G12,	P/G14,	, P/G16)		NSISTEI TARGETS			TIVE ZERS		NSITY ÆRS		HOUS	EHOLD :	PARTY I	CYPE		
	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

		Q CELL		SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AF	TER INF	0
	Total	YES	TOTAL NO	RIGHT DIREC		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	SCAPOS	D FAVOF	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C	г номе			Q15 ED		ſ	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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

Not too important

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	ETHNIC	CITY		Q17 I	NCOME		GEN	IDER						A	GE					
	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		P.	ARTY RE	EG .			PARTY	BY AGE				P	ARTY B	Y GENDE	lR			
	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		

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

			PAR	ENTS		PERMA ABSEI					TY			E	BOARD O	F SUPER	VISORS			
	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 Very important	38 37	43 28	36 36	36 38	39 40	40 39	33 34	38 34	37 34	34 41	33 46	26 49	46 31	43 32	39 30	40 38	32 45	33 41		
			•				-	•												
SMWT/NOT TOO IMPORTANT	25	29 25	28	26	21 17	22	32 23	28 24	29	25 22	21	26	24	24 22	31	21	22	26		
Somewhat important Not too important	21 4	∠5 4	25 3	21 5	4	20 2	∠3 9	24 3	26 3	3	21 0	13 13	19 5	3	22 9	21 0	18 5	21 5		
		F	LAGS	(P/G12,	P/G14	, P/G16)		NSISTE TARGETS			TIVE ERS		NSITY ERS		HOUS	EHOLD E	PARTY T	YPE	
	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		25	26		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

		Q. CELL		SONOM	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AF	rer inf	'0
	Total	YES		RIGHT DIREC		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		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	SCAPOS	D FAVOF	RABILIT	Y AFTEI	R MESSA	GING	~	SONOMA			~	HLDRN I HOME			Q15 EDT			
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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

Not too important

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						A	GE					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K		\$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			ARTY RE				PARTY	BY AGE					ARTY B	Y GENDE	R			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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		
			PARI	ENTS			ANENT INTEE			CI				:	BOARD C	F SUPE	RVISOR	5				
				MEN	WOMEN			PETAL	RHONT	SANTA	WIND											
	Total	DADS	MOMS	NOKDS	NOKDS	YES	NO	UMA	PARK	ROSA	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 Somewhat important	16 % 15	21 % 21	13 %	21 % 19	12 % 11	13 %	25 % 21	23 % 23	20 % 20	15 %	16 % 16	17 % 17	14 % 12	11% 10	28% 26	11 % 11	9 % 7	22 % 21				

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))		NSISTEN TARGETS			TIVE ERS	INTEI MOV			HOUS	EHOLD	PARTY T	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

		Q		SONOM	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVOR	ABILITY		Q	5 SCAP(OSD FAV	ORABIL	ITY AFT	TER INF	0
	Total	YES	TOTAL NO	RIGHT DIREC		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		22	50	25	12	40	44	26	23	37	40
Somewhat important	21	22	20	16	28	31	12	26	42		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	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
													Q14 C	HLDRN						
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 AT	T HOME			Q15 EDI	JCATION	ſ	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AG	ŧΕ					
	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			ARTY RE	G 			PARTY	BY AGE						GENDE				
	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	Total 400	MEN	MEN	WOMEN	WOMEN					DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
Base EXT/VERY IMPORTANT		MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	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		
	400	MEN 18-49 	MEN 50+ 	WOMEN 18-49 	WOMEN 50+ 142	DEM 212	NPP/O 108	REP 80	18-49 83	DEM 50+ 129	NPP/O 18-49 58	NPP/O 50+ 	REP 18-49 23	REP 50+ 57	DEM MEN 92	DEM WOMEN 	NPP/O MEN 	NPP/O WOMEN	REP MEN 	REP WOMEN 43		
EXT/VERY IMPORTANT	400 75 %	MEN 18-49 98	MEN 50+ 94	WOMEN 18-49 66	WOMEN 50+ 142 78%	DEM 212 83%	NPP/O 108 71%	REP 80	18-49 83 79 %	DEM 50+ 129	NPP/O 18-49 58	NPP/O 50+ 50 74 %	REP 18-49 23 46 %	REP 50+ 57	DEM MEN 92	DEM WOMEN 120	NPP/O MEN 63	NPP/O WOMEN 45	REP MEN 37	REP WOMEN 43		
EXT/VERY IMPORTANT Extremely important	75% 36	MEN 18-49 98 63% 32	MEN 50+ 94 79% 35	WOMEN 18-49 66 82% 37	WOMEN 50+ 142 78% 40	DEM 212 83% 42	NPP/O 108 71% 31	REP 80 60% 29	18-49 83 79% 39	DEM 50+ 129 86% 43	NPP/O 18-49 58 68% 30	NPP/O 50+ 50 74% 33	REP 18-49 23 46% 27	REP 50+ 57 65% 29	DEM MEN 92 77% 38	DEM WOMEN 120 88% 44	NPP/O MEN 63 70% 34	NPP/O WOMEN 45 71% 28	REP MEN 37 56% 21	REP WOMEN 43 62% 35 28		
EXT/VERY IMPORTANT Extremely important Very important	400 75% 36 39	MEN 18-49 98 63% 32 31	MEN 50+ 94 79% 35 44	WOMEN 18-49 66 82% 37 45	WOMEN 50+ 142 78% 40 38	DEM 212 83% 42 41	NPP/O 108 71% 31 39	REP 80 60% 29 31	18-49 83 79% 39 40	DEM 50+ 129 86% 43 43	NPP/O 18-49 58 68% 30 38	NPP/O 50+ 50 74% 33 40	REP 18-49 23 46% 27 20	REP 50+ 57 65% 29 36	DEM MEN 92 77% 38 39	DEM WOMEN 120 88% 44 44	NPP/O MEN 63 70% 34 36	NPP/O WOMEN 45 71% 28 44	REP MEN 37 56% 21 35	REP WOMEN 43 62% 35 28		
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	400 75% 36 39	MEN 18-49 98 63% 32 31 37	MEN 50+ 94 79% 35 44	WOMEN 18-49 66 82% 37 45	WOMEN 50+ 142 78% 40 38	DEM 212 83% 42 41 16	NPP/O 108 71% 31 39	REP 80 60% 29 31 40	18-49 83 79% 39 40 21	DEM 50+ 129 86% 43 43 13	NPP/O 18-49 58 68% 30 38	NPP/O 50+ 50 74% 33 40 26	REP 18-49 23 46% 27 20 54	REP 50+ 57 65% 29 36	DEM MEN 92 77% 38 39	DEM WOMEN 120 88% 44 44	NPP/O MEN 63 70% 34 36	NPP/O WOMEN 45 71% 28 44	REP MEN 37 56% 21 35	REP WOMEN 43 62% 35 28		
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	400 75% 36 39 25 21	MEN 18-49 98 63% 32 31 37	MEN 50+ 94 79% 35 44 21 18	WOMEN 18-49 66 82% 37 45 18 16	WOMEN 50+ 142 78% 40 38 21	DEM 212 83% 42 41 16 14	NPP/O 108 71% 31 39 29 23	REP 80 60% 29 31 40 36	18-49 83 79% 39 40 21 19	DEM 50+ 129 86% 43 43 11	NPP/O 18-49 58 68% 30 38 32 24	NPP/O 50+ 50 74% 33 40 26 21	REP 18-49 23 46% 27 20 54 49	REP 50+ 57 65% 29 36 35 30	DEM MEN 92 77% 38 39 23 20	DEM WOMEN 120 88% 44 44	NPP/O MEN 63 70% 34 36 30 24	NPP/O WOMEN 45 71% 28 44 29 22	REP MEN 37 56% 21 35 44 38	REP WOMEN 43 62% 35 28 38 34		

TABLE 66: QRR. 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

			PARI	ENTS		PERMA ABSEI				CI	TY			E	30ARD 0	F SUPEF	VISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	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		
					P/G14,				NSISTEN FARGETS		POSI MOV		INTEN MOV			HOUS	EHOLD E	PARTY T	TYPE	
	moto!							CN ST	FARGETS EVER		MOV AFTER	ERS FIRST	MOV: AFTER	ERS FIRST	 DEM	DEM	REP	REP	IND	
	Total								FARGETS EVER		MOV	ERS	MOV	ERS	 DEM 1					MIX
Base	Total 400							CN ST	FARGETS EVER		MOV AFTER	ERS FIRST	MOV: AFTER	ERS FIRST		DEM	REP	REP	IND 1+	
Base EXT/VERY IMPORTANT		1+/6	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOVE AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
	400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190	6/6 139	CN ST FAV 97 90% 57	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110 74% 30	FIRST LAST 123 73% 32	MOVE AFTER INFO 157	ERS FIRST LAST 177	1 114	DEM 2+ 	REP 1 	REP 2+ 25 59% 34	IND 1+ 73	MIX 94 68 % 24
EXT/VERY IMPORTANT	400 75 %	1+/6 392 75 %	2+/6 333 75 %	3+/6 284 76 %	4+/6 237 75 %	5+/6 190 76 %	6/6 139 75 %	CN ST FAV 97	TARGETS EVER UNFAV 49 56%	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOV: AFTER INFO 157	ERS FIRST LAST 177	1 114 81 %	DEM 2+ 65	REP 1 30	REP 2+ 25	IND 1+ 73	MIX 94 68 %
EXT/VERY IMPORTANT Extremely important	 400 75% 36	1+/6 392 75% 37	2+/6 333 75% 37	3+/6 284 76% 38	4+/6 237 75% 37	5+/6 190 76% 40	6/6 139 75% 41	CN ST FAV 97 90% 57	EVER UNFAV 49 56% 29	SWING 254 73% 30	MOV AFTER INFO 110 74% 30	FIRST LAST 123 73% 32	MOV: AFTER INFO 157 78% 36	ERS FIRST LAST 177 78%	1 114 81 % 47	DEM 2+ 65 87% 39	REP 1 30 67% 31	REP 2+ 25 59% 34	IND 1+ 73 72% 35	MIX 94 68 % 24
EXT/VERY IMPORTANT Extremely important Very important	400 75% 36 39	1+/6 392 75 % 37 38	2+/6 333 75 % 37 38	3+/6 284 76% 38 39	4+/6 237 75% 37 38	5+/6 190 76% 40 36	6/6 139 75% 41 34	CN ST FAV 97 90% 57 33	FARGETS EVER UNFAV 49 56% 29 27	SWING 254 73% 30 43	MOV AFTER INFO 110 74% 30 44	FIRST LAST 123 73% 32 42	MOV: AFTER INFO 157 78% 36 43	ERS FIRST LAST 177 78% 37 41	1 114 81% 47 34	DEM 2+ 65 87% 39 48	REP 1 30 67% 31 36	REP 2+ 25 59% 34 25	IND 1+ 73 72% 35 37	MIX 94 68% 24 44
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT	400 75% 36 39	1+/6 392 75% 37 38	2+/6 333 75% 37 38 25	3+/6 284 76% 38 39	4+/6 237 75% 37 38 25	5+/6 190 76% 40 36	6/6 139 75% 41 34	CN ST FAV 97 90% 57 33	FARGETS EVER UNFAV 49 56% 29 27	SWING 254 73% 30 43 27	MOV AFTER INFO 110 74% 30 44 26	FIRST LAST 123 73% 32 42 26	MOV: AFTER INFO 157 78% 36 43	ERS FIRST LAST 177 78% 37 41	1 114 81% 47 34	DEM 2+ 65 87% 39 48 13	REP 1 30 67% 31 36 33	REP 2+ 25 59% 34 25 41	IND 1+ 73 72% 35 37 28	MIX 94 68% 24 44 31
EXT/VERY IMPORTANT Extremely important Very important SMWT/NOT TOO IMPORTANT Somewhat important	400 75% 36 39 25 21	1+/6 392 75% 37 38 25 21	2+/6 333 75% 37 38 25 20	3+/6 284 76% 38 39 23 20	4+/6 237 75% 37 38 25 20	5+/6 190 76% 40 36 24 20	6/6 139 75% 41 34 25 20	CN ST FAV 97 90% 57 33 10	FARGETS EVER UNFAV 49 56% 29 27 42 26	SWING 254 73% 30 43 27 25	MOV 	FIRST LAST 123 73% 32 42 26 23	MOV: AFTER INFO 157 78% 36 43 22 20	ERS FIRST LAST 177 78% 37 41 21	1 114 81% 47 34 19 17	DEM 2+ 65 87% 39 48 13 11	REP 1 30 67% 31 36 33 30	REP 2+ 25 59% 34 25 41 37	IND 1+ 73 72% 35 37 28 25	MIX 94 68% 24 44 31 22

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

		Qi CELL I		SONOM	Q1 IA DIRE			Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL:	ITY AFT	TER INF	0
To	otal	YES	TOTAL NO	RIGHT DIREC			STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV		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		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 :	SCAPOSI	D FAVOR	ABILIT	Y AFTEF	R MESSA	GING	Q13	SONOMA	TRAIL	USE	~	HLDRN F HOME			Q15 EDU	JCATION	· 	
т	otal	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME	COLL GRAD	POST	NON	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		4		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

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		Q16	ETHNIC	CITY		Q17 I			GEN	DER							ЗE					
	Total	LATNO	WHITE		\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN	18-29	30-39	40-49		55-59		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		6	5	5	2	3	7	2	5	4	5	5	5	8	8	4	7	5	8
,	_	_	-	-	_	_	_	_	_	•	_	_	_	_	_	_	-	-	_		_	•
			GENDER	BY AGE			ARTY RE	lG			PARTY	BY AGE				P	ARTY BY					
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM		NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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		q	7	5															

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

			PARI	ENTS		PERMA ABSEI				CI				E	BOARD O	F SUPER	RVISORS			
	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		
					P/G14,				NSISTEN FARGETS		POSI MOV		INTEN MOV			HOUS	EHOLD :	PARTY T	TYPE	
	Total								FARGETS EVER	;	MOV	ERS		ERS	 DEM 1	HOUS DEM 2+	EHOLD :	PARTY T REP 2+	IND 1+	MIX
Base	Total 803							CN ST	FARGETS EVER		MOV AFTER	ERS FIRST	MOV. AFTER	ERS FIRST		DEM	REP	REP	IND	
Base TOTAL SUPPORT		1+/6	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	803	1+/6 788	2+/6 675	3+/6 568	4+/6 481	5+/6 388	6/6 281	CN ST FAV 	FARGETS EVER UNFAV 101	SWING 509	MOV AFTER INFO 213	ERS FIRST LAST 238	MOV AFTER INFO 316	ERS FIRST LAST 359	1 227	DEM 2+ 131	REP 1 	REP 2+ 	IND 1+ 153	182
TOTAL SUPPORT	803 29 %	1+/6 788 28 %	2+/6 675 25 %	3+/6 568 23 %	4+/6 481 21 %	5+/6 388 18 %	6/6 281 17 %	CN ST FAV 194	FARGETS EVER UNFAV 101	SWING 509	MOV AFTER INFO 213	ERS FIRST LAST 238	MOV. AFTER INFO 316	ERS FIRST LAST 359	1 227 32 %	DEM 2+ 131	REP 1 60 14%	REP 2+ 50	IND 1+ 153	182 24 %
TOTAL SUPPORT Stronly support	803 29%	1+/6 788 28% 11	2+/6 675 25% 9	3+/6 568 23% 8	4+/6 481 21% 7	5+/6 388 18% 7	6/6 281 17% 8	CN ST FAV 194 26%	EVER UNFAV 101 16%	SWING 509 33%	MOV AFTER INFO 213 31% 13	FIRST LAST 238 29%	MOV AFTER INFO 316 32% 12	FIRST LAST 359 31%	1 227 32% 14	DEM 2+ 131 30% 9	REP 1 60 14% 7	REP 2+ 50 9% 4	IND 1+ 153 43 % 15	182 24% 10
TOTAL SUPPORT Stronly support Somewhat support	803 29% 11 18	1+/6 788 28% 11 18	2+/6 675 25 % 9 16	3+/6 568 23% 8	4+/6 481 21% 7 14	5+/6 388 18% 7 11	6/6 281 17% 8	CN ST FAV 194 26% 12	EVER UNFAV 101 16% 10 6	SWING 509 33% 11 22	MOV AFTER INFO 213 31% 13	FIRST LAST 238 29% 12 17	MOV AFTER INFO 316 32% 12 20	FIRST LAST 359 31% 11	1 227 32% 14 18	DEM 2+ 131 30% 9 20	REP 1 60 14% 7	REP 2+ 50 9% 4 5	IND 1+ 153 43% 15 28	182 24% 10 15
TOTAL SUPPORT Stronly support Somewhat support TOTAL OPPPOSE	803 29% 11 18	1+/6 788 28% 11 18	2+/6 675 25% 9 16	3+/6 568 23% 8 15	4+/6 481 21% 7 14	5+/6 388 18% 7 11	6/6 281 17% 8 10	CN ST FAV 194 26% 12 15	EVER UNFAV 101 16% 10 6	SWING 509 33% 11 22 62	MOV AFTER INFO 213 31% 13 18	FIRST LAST 238 29% 12 17	MOV AFTER INFO 316 32% 12 20	FIRST LAST 359 31% 11 19	1 227 32% 14 18	DEM 2+ 131 30% 9 20	REP 1 60 14% 7 7 85	REP 2+ 50 9% 4 5	IND 1+ 153 43% 15 28	182 24% 10 15
TOTAL SUPPORT Stronly support Somewhat support TOTAL OPPPOSE Somewhat oppose	803 29% 11 18 66 20	1+/6 788 28% 11 18 66 20	2+/6 675 25% 9 16 69	3+/6 568 23% 8 15 71	4+/6 481 21% 7 14 73 20	5+/6 388 18% 7 11 75 18	6/6 281 17% 8 10 76	CN ST FAV 194 26% 12 15	FARGETS EVER UNFAV 101 16% 10 6	SWING 509 33% 11 22 62 20	MOV AFTER INFO 213 31% 13 18 64 23	FIRST LAST 238 29% 12 17 67 23	MOV AFTER INFO 316 32% 12 20 63 22	FIRST LAST 359 31% 11 19 64 22	1 227 32% 14 18 62 21	DEM 2+ 131 30% 9 20 63 21	REP 1 60 14% 7 7 85 16	REP 2+ 50 9% 4 5 91 16	IND 1+ 153 43% 15 28 50 21	182 24% 10 15 72

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

	Q CELL	A PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q 	5 SCAP(OSD FAV	ORABIL	ITY AFT	TER INF	'O
Total	YES	TOTAL NO	RIGHT DIREC		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%			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		9	3	4	3	0	3	2	4	3	4	4	4	3	4	9
	Q11	SCAPOS	D FAVOF	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C				Q15 ED	JCATION	r 	
Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG	TOTAL FAV	TOTAL	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME	COLL	POST	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		11	12	16	24	15	10	12	14	13	13	15	9	13	17	11	14
Strongly oppose 21	16	25		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	_	•	_	-	4	4	4	•		4	3
DK/NA 3		J	U	13	3	О	21	- 3	3	2	7	1	4	4	4	2	4	4	

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	ETHNIC			~	NCOME		GEN							AG						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K			MEN	WOMEN	18-29	30-39	40-49		55-59	60-64		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%		60%	52%	65%			74%	55%		52%
Stronly support	34	33	34	39	41	34	25	35	39	30	54	45	38	31	26	40	21		46	26		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		P.	ARTY RE	G 			PARTY	BY AGE				P	ARTY B	Y GENDE	R 			
	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		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		

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					NENT VTEE			CI	TY			E	BOARD O	F SUPER	RVISORS	;		
	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		
								CO	NSISTEN	ICY	POSI	TIVE	INTEN	SITY						
		F1	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN FARGETS		POSI MOV		INTEN MOV			HOUS	EHOLD :	PARTY T	YPE	
		F)	LAGS	(P/G12,	P/G14,	P/G16)		FARGETS		MOV			ERS	 DEM	DEM	EHOLD :	REP	IND	
	Total	1+/6	LAGS	(P/G12, 3+/6	P/G14,	P/G16 5+/6	6/6		FARGETS		MOV	ERS	MOV	ERS	 DEM 1					MIX
Base	Total 803							CN ST	FARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	1	DEM	REP	REP	IND 1+	MIX 182
Base TOTAL SUPPORT		1+/6	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	803	1+/6 788	2+/6 675	3+/6 568	4+/6 481	5+/6 388	6/6 281	CN ST FAV 	FARGETS EVER UNFAV 101	SWING 509	MOV AFTER INFO 213	ERS FIRST LAST 238	MOV AFTER INFO 316	ERS FIRST LAST 359	1 227	DEM 2+ 131	REP 1 	REP 2+ 	IND 1+ 153	182
TOTAL SUPPORT	803 63%	1+/6 788 63 %	2+/6 675 60 %	3+/6 568 57 %	4+/6 481 56 %	5+/6 388 54 %	6/6 281 54 %	CN ST FAV 194	FARGETS EVER UNFAV 101	SWING 509	MOV AFTER INFO 213	FIRST LAST 238	MOV. AFTER INFO 316	ERS FIRST LAST 359 65%	1 227 72 %	DEM 2+ 131 70%	REP 1 60 36 %	REP 2+ 50	IND 1+ 153 72 %	 182 57 %
TOTAL SUPPORT Stronly support	803 63 % 34	1+/6 788 63% 33	2+/6 675 60% 30	3+/6 568 57% 27	4+/6 481 56% 24	5+/6 388 54% 22	6/6 281 54% 23	CN ST FAV 194 67% 36	EVER UNFAV 101 45% 28	SWING 509 65% 34	MOV AFTER INFO 213 63% 35	FIRST LAST 238 63% 34	MOV. AFTER INFO 316 66% 36	FIRST LAST 359 65% 35	1 227 72% 42	DEM 2+ 131 70% 34	REP 1 60 36% 18	REP 2+ 50 26% 9	IND 1+ 153 72 % 49	 182 57% 24
TOTAL SUPPORT Stronly support Somewhat support	803 63% 34 29	1+/6 788 63% 33 29	2+/6 675 60% 30 29	3+/6 568 57% 27 30	4+/6 481 56% 24 32	5+/6 388 54% 22 32	6/6 281 54% 23 30	CN ST FAV 194 67% 36	EVER UNFAV 101 45% 28 17	SWING 509 65% 34 30	MOV AFTER INFO 213 63% 35 28	FIRST LAST 238 63% 34 28	MOV AFTER INFO 316 66% 36 30	FIRST LAST 359 65% 35	1 227 72% 42 30	DEM 2+ 131 70% 34 36	REP 1 60 36% 18 17	REP 2+ 50 26% 9 17	IND 1+ 153 72 % 49 24	182 57% 24 33
TOTAL SUPPORT Stronly support Somewhat support TOTAL OPPOSE	803 63% 34 29	1+/6 788 63% 33 29	2+/6 675 60% 30 29	3+/6 568 57% 27 30 40	4+/6 481 56% 24 32	5+/6 388 54% 22 32 42	6/6 281 54% 23 30	CN ST FAV 194 67% 36 31	EVER UNFAV 101 45% 28 17	SWING 509 65% 34 30	MOV AFTER INFO 213 63% 35 28	FIRST LAST 238 63% 34 28	MOV AFTER INFO 316 66% 36 30	FIRST LAST 359 65% 35 30	1 227 72% 42 30 25	DEM 2+ 131 70% 34 36 24	REP 1 60 36% 18 17 58	REP 2+ 50 26% 9 17	IND 1+ 153 72% 49 24 26	182 57% 24 33
TOTAL SUPPORT Stronly support Somewhat support TOTAL OPPOSE Somewhat oppose	803 63% 34 29 34	1+/6 788 63% 33 29 34 13	2+/6 675 60% 30 29 37	3+/6 568 57% 27 30 40	4+/6 481 56% 24 32 40 15	5+/6 388 54% 22 32 42	6/6 281 54% 23 30 42	CN ST FAV 194 67% 36 31 31	FARGETS EVER UNFAV 101 45% 28 17 52	SWING 509 65% 34 30 31	MOV AFTER INFO 213 63% 35 28 34	ERS FIRST LAST 238 63% 34 28 36 12	MOV AFTER INFO 316 66% 36 30	FIRST LAST 359 65% 35 30 33 11	1 227 72% 42 30 25 9	DEM 2+ 131 70% 34 36 24 11	REP 1 60 36% 18 17 58 17	REP 2+ 50 26% 9 17 72 9	IND 1+ 153 72% 49 24 26 16	182 57% 24 33 40

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

		Q. CELL		SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVOR/	ABILITY		Q	5 SCAP	OSD FAV	/ORABIL	ITY AF	TER INF	°O
	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		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%		
Stronly support Somewhat support	20 30	28 35	16 27	21 33	18 23	23 31	24 25	16 36	5 18	33 13	20 31	15 16	22 32	24 28	17 36	17 22	14 16	21 31	16 20	
			2,	33		31						10		20				31		
TOTAL OPPOSE	45	34	51	42	56	41	47	43	73	55	45	67	40	44	42	54		44		
Somewhat oppose Strongly oppose	15 30	12 21	17 34	16 25	12 45	15 25	15 32	20 22	9 64	0 55	17 27	6 61	12 27	18 27	13 29	14 40	12 54	16 28		
2-1-1-5-1 OFF-02-																	-			
DK/NA DK/NA	5 5	3 3	5 5	5	3	6	5 5	4 4	3	0 0	5	2 2	6	4 4	4 4	7 7	4 4	4 4		
DR/NA	5	3	5	5	3	0	5	4	3	U	5	4	0	4	4	,	4	4	6	1.3
													Q14 C							
		Q11	SCAPOS	D FAVOF	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 AT	T HOME			Q15 ED	JCATION	í 	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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

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	ETHNIC	CITY		~	NCOME		GEN	DER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K		MEN	WOMEN	18-29	30-39	40-49	50-54	55-59	60-64		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		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			ARTY RE				PARTY							Y GENDE				
	Total	MEN	GENDER MEN 50+		 WOMEN 50+				 DEM 18-49	DEM				 REP 50+	 DEM MEN					 REP WOMEN		
	Total	MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
Base		MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM	NPP/O	NPP/O WOMEN	REP	REP WOMEN		
Base TOTAL SUPPORT		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		
	803	MEN 18-49 179	MEN 50+ 206	WOMEN 18-49 150	WOMEN 50+ 268	DEM 426	NPP/O 217	REP 161	DEM 18-49 164	DEM 50+ 261	NPP/O 18-49 	NPP/O 50+ 	REP 18-49 46	REP 50+ 114	DEM MEN 183	DEM WOMEN 242	NPP/O MEN 	NPP/O WOMEN 97	REP MEN 	REP WOMEN 78		
TOTAL SUPPORT	803 51 %	MEN 18-49 179	MEN 50+ 206	WOMEN 18-49 150	WOMEN 50+ 268 38%	DEM 426 52%	NPP/O 217 64 %	REP 161 28%	DEM 18-49 164 62 %	DEM 50+ 261 45 %	NPP/O 18-49 118	NPP/O 50+ 98	REP 18-49 46	REP 50+ 114 25 %	DEM MEN 183	DEM WOMEN 242	NPP/O MEN 120	NPP/O WOMEN 97 59% 16	REP MEN 82	REP WOMEN 78 25 %		
TOTAL SUPPORT Stronly support	803 51% 20	MEN 18-49 179 68% 32	MEN 50+ 206 46% 20	WOMEN 18-49 150 58% 22	WOMEN 50+ 268 38% 12	DEM 426 52% 24	NPP/O 217 64% 21	REP 161 28% 11	DEM 18-49 164 62% 31	DEM 50+ 261 45% 19	NPP/O 18-49 118 75% 27	NPP/O 50+ 98 51% 15	REP 18-49 46 37% 20	REP 50+ 114 25% 8	DEM MEN 183 59% 29	DEM WOMEN 242 46% 20	NPP/O MEN 120 68% 26	NPP/O WOMEN 97 59% 16 44	REP MEN 82 31% 18	REP WOMEN 78 25% 4		
TOTAL SUPPORT Stronly support Somewhat support	803 51% 20 30	MEN 18-49 179 68% 32 35	MEN 50+ 206 46% 20 27	WOMEN 18-49 150 58% 22 36	WOMEN 50+ 268 38% 12 26	DEM 426 52% 24 28	NPP/O 217 64% 21 43	REP 161 28% 11 17	DEM 18-49 164 62% 31 32	DEM 50+ 261 45% 19 26	NPP/O 18-49 118 75% 27 48	NPP/O 50+ 98 51% 15	REP 18-49 46 37% 20 17	REP 50+ 114 25% 8 17	DEM MEN 183 59% 29 31	DEM WOMEN 242 46% 20 27	NPP/O MEN 120 68% 26 42	NPP/O WOMEN 97 59% 16 44	REP MEN 82 31% 18 13	REP WOMEN 78 25% 4 21		
TOTAL SUPPORT Stronly support Somewhat support TOTAL OPPOSE	803 51% 20 30	MEN 18-49 179 68% 32 35	MEN 50+ 206 46% 20 27	WOMEN 18-49 150 58% 22 36	WOMEN 50+ 268 38% 12 26 56	DEM 426 52% 24 28	NPP/O 217 64% 21 43 33	REP 161 28% 11 17	DEM 18-49 164 62% 31 32	DEM 50+ 261 45% 19 26 48	NPP/O 18-49 118 75% 27 48	NPP/O 50+ 98 51% 15 37	REP 18-49 46 37% 20 17	REP 50+ 114 25% 8 17	DEM MEN 183 59% 29 31	DEM WOMEN 242 46% 20 27	NPP/O MEN 120 68% 26 42	NPP/O WOMEN 97 59% 16 44 36	REP MEN 82 31% 18 13	REP WOMEN 78 25% 4 21		
TOTAL SUPPORT Stronly support Somewhat support TOTAL OPPOSE Somewhat oppose	803 51% 20 30 45	MEN 18-49 179 68% 32 35 30 17	MEN 50+ 206 46% 20 27 49 15	WOMEN 18-49 150 58% 22 36 37 14	WOMEN 50+ 268 38% 12 26 56 14	DEM 426 52% 24 28 42	NPP/O 217 64% 21 43 33 11	REP 161 28% 11 17 68 16	DEM 18-49 164 62% 31 32 33 17	DEM 50+ 261 45% 19 26 48	NPP/O 18-49 118 75% 27 48 24	NPP/O 50+ 98 51% 15 37 43	REP 18-49 46 37% 20 17 57 20	REP 50+ 114 25% 8 17 73	DEM MEN 183 59% 29 31 35 18	DEM WOMEN 242 46% 20 27 47 16	NPP/O MEN 120 68% 26 42 30	NPP/O WOMEN 97 59% 16 44 36	REP MEN 	REP WOMEN 78 25% 4 21 72		

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

			PARI	ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPER	RVISORS	i		
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO		RHONT PARK		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		
								COI	NSISTEN	ICY	POSI	TIVE	INTEN	SITY						
		F	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN FARGETS		POSI MOV		INTEN MOV			HOUS	EHOLD 1	PARTY I	YPE.	
		F)	LAGS	(P/G12,	P/G14,	P/G16)				MOV	ERS		ERS	 DEM	HOUS	EHOLD 1	PARTY I	ΓΥΡΕ IND	
	Total	F: 1	LAGS	(P/G12, 	P/G14,	P/G16 5+/6) 6/6		TARGETS EVER		MOV	ERS	MOV	ERS	 DEM 1					MIX
Base	Total 803							CN ST	TARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	MIX 182
Base TOTAL SUPPORT		1+/6	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	803	1+/6 788	2+/6 675	3+/6 568	4+/6 481	5+/6 388	6/6 281	CN ST FAV 	FARGETS EVER UNFAV 101	SWING 509	MOV AFTER INFO 213	ERS FIRST LAST 238	MOV AFTER INFO 316	ERS FIRST LAST 359	1 227	DEM 2+ 131	REP 1 	REP 2+ 	IND 1+ 153	182
TOTAL SUPPORT	803 51 %	1+/6 788 50 %	2+/6 675 47 %	3+/6 568 44 %	4+/6 481 42 %	5+/6 388 41 %	6/6 281 40 %	CN ST FAV 194	FARGETS EVER UNFAV 101	SWING 509 54%	MOV AFTER INFO 213	FIRST LAST 238	MOV AFTER INFO 316	ERS FIRST LAST 359	1 227 55 %	DEM 2+ 131 51 %	REP 1 60	REP 2+ 50	IND 1+ 153	182 47%
TOTAL SUPPORT Stronly support	803 51% 20	1+/6 788 50% 20	2+/6 675 47% 17	3+/6 568 44%	4+/6 481 42% 13	5+/6 388 41% 13	6/6 281 40% 14	CN ST FAV 194 50% 26	EVER UNFAV 101 36%	SWING 509 54% 19	MOV AFTER INFO 213 54% 21	FIRST LAST 238 52% 21	MOV AFTER INFO 316 54% 21	FIRST LAST 359 54% 20	1 227 55% 25	DEM 2+ 131 51% 23	REP 1 60 33% 11	REP 2+ 50 11% 2	IND 1+ 153 68 % 23	182 47% 20
TOTAL SUPPORT Stronly support Somewhat support	803 51% 20 30	1+/6 788 50% 20 30	2+/6 675 47% 17 29	3+/6 568 44% 15 29	4+/6 481 42% 13 30	5+/6 388 41% 13 28	6/6 281 40% 14 27	CN ST FAV 194 50% 26 23	EVER UNFAV 101 36% 15 20	SWING 509 54% 19	MOV AFTER INFO 213 54% 21 32	FIRST LAST 238 52% 21 31	MOV AFTER INFO 316 54% 21 33	FIRST LAST 359 54% 20 34	1 227 55% 25 30	DEM 2+ 131 51% 23 28	REP 1 60 33% 11 22	REP 2+ 50 11% 2 10	IND 1+ 153 68% 23 45	182 47% 20 27
TOTAL SUPPORT Stronly support Somewhat support TOTAL OPPOSE	803 51% 20 30	1+/6 788 50% 20 30 45	2+/6 675 47% 17 29	3+/6 568 44% 15 29	4+/6 481 42% 13 30 53	5+/6 388 41% 13 28 53	6/6 281 40% 14 27	CN ST FAV 194 50% 26 23	EVER UNFAV 101 36% 15 20 60	SWING 509 54% 19 34 41	MOV AFTER INFO 213 54% 21 32 42	FIRST LAST 238 52% 21 31	MOV AFTER INFO 316 54% 21 33	FIRST LAST 359 54% 20 34	1 227 55% 25 30 41	DEM 2+ 131 51% 23 28 37	REP 1 60 33% 11 22 63	REP 2+ 50 11% 2 10 84	IND 1+ 153 68% 23 45	182 47% 20 27
TOTAL SUPPORT Stronly support Somewhat support TOTAL OPPOSE Somewhat oppose	803 51% 20 30 45	1+/6 788 50% 20 30 45	2+/6 675 47% 17 29 48	3+/6 568 44% 15 29 51	4+/6 481 42% 13 30 53 18	5+/6 388 41% 13 28 53	6/6 281 40% 14 27 53 18	CN ST FAV 194 50% 26 23 45	EVER UNFAV 101 36% 20 60 12	SWING 509 54% 19 34 41 16	MOV AFTER INFO 213 54% 21 32 42 13	ERS FIRST LAST 238 52% 21 31 44 11	MOV AFTER INFO 316 54% 21 33 42 16	ERS FIRST LAST 359 54% 20 34 42 14	1 227 55% 25 30 41 17	DEM 2+ 131 51% 23 28 37 17	REP 1 60 33% 11 22 63 15	REP 2+ 50 11% 2 10 84 13	IND 1+ 153 68% 23 45	182 47% 20 27 51 16

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.

		Q CELL		SONON	Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVOR <i>I</i>	ABILITY		Q 	5 SCAP	OSD FAV	ORABIL	ITY AFT	TER INF	0
	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 Somewhat more favorable	47 33	47 37	47 31	51 34	39 30	41 36	58 24	42 39	19 39	26 26	50 31	22 34	44 38	57 29	41 39	20 44	11 31	50 33	17 38	26 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
													Q14 C							
		Q11	SCAPOS	D FAVOF	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	r home			Q15 EDT	JCATION	·	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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					^	34	21	23	29	38	34	30	28	35	34	33	32	33	33	33
	33	25	47	37	0	21	21	23		50										
NO DIFF/LESS FAV	33 19	25 11	47 24		78	16	70	43	14	16	23	35	25	17	15	21	18	24	19	20
NO DIFF/LESS FAV No difference									14 14		23 22	35 33	25 25	17 17	15 15	21 20	18 17	24 23	19 18	20 19
	19	11	24	63 58	78 68	16	70	43		16										
No difference	19	11 11	24 23	63 58	78 68	16 16 0	70 62	43	14	16 15	22	33	25	17	15	20	17	23	18	19

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AC						
		LATNO	WHITE	NON- WHITE	\$0- \$60K		\$90K- \$120K	+	MEN	WOMEN	18-29	30-39	40-49	50-54		60-64		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		Pi	ARTY RE	IG			PARTY	BY AGE				P.	ARTY B	Y GENDE	R			
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	17DD (0		DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
Base				10 17	501	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		
Dabe	803	179	206	150	268	 426	217	REP 161	18-49 164	50+ 261	18-49 118	50+ 98	18-49 46	50+ 114	MEN 183	WOMEN 242	MEN 120	WOMEN 97	MEN 82	WOMEN 78		
TOTAL MORE FAVORABLE	803 80 %	179 82 %	206 78 %			426														 78		
				150	268	426	217	161	164	261	118	98	46	114	183	242	120	97	82	78 73 %		
TOTAL MORE FAVORABLE	80%	82%	78%	150 81 %	268 79 %	426 83 %	217 83%	161 66 %	164 83%	261 83%	118 85 %	98 82 %	46 65 %	114	183 86 %	242 81 %	120 84 %	97 83 %	82 60%	78 73%		
TOTAL MORE FAVORABLE Much more favorable	80% 47	82 % 40	78 %	150 81 % 51	268 79% 54	426 83% 49 34	217 83% 50	161 66% 36	164 83% 47	261 83% 50	 118 85% 47	98 82 % 53	46 65% 34	 114 66% 37	183 86% 39	242 81 % 56	120 84 % 50	97 83% 49	82 60% 28	78 73% 46 27		
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable	80% 47 33	82 % 40 42	78 % 40 38	150 81% 51 30	268 79% 54 26	426 83% 49 34	217 83% 50 34	161 66% 36 29	164 83% 47 36	261 83% 50 33	118 85% 47 38	98 82% 53 29	46 65% 34 31	114 66% 37 29	183 86% 39 46	242 81% 56 25	120 84% 50 34	97 83% 49 33	82 60% 28 32	78 73% 46 27		
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable NO DIFF/LESS FAV	80% 47 33	82% 40 42 18	78% 40 38	150 81% 51 30	268 79% 54 26 19	426 83% 49 34	217 83% 50 34	161 66% 36 29	164 83% 47 36	261 83% 50 33	118 85% 47 38	98 82% 53 29	46 65% 34 31	114 66% 37 29	183 86% 39 46	242 81% 56 25	120 84% 50 34	97 83% 49 33	60% 28 32	78 73% 46 27		
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable NO DIFF/LESS FAV No difference	80% 47 33 19 19	82 % 40 42 18 18	78% 40 38 21 20	150 81% 51 30 19	268 79% 54 26 19	426 83% 49 34 16 15	217 83% 50 34 15	161 66% 36 29 33 32	164 83% 47 36 17	261 83% 50 33 16	118 85% 47 38 14 14	98 82% 53 29 17	46 65% 34 31 35	114 66% 37 29 32	 183 86% 39 46 14 13	242 81% 56 25 18	120 84% 50 34 16	97 83% 49 33 15	60% 28 32 38 38	78 73% 46 27 27 0		

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					NENT NTEE			CI	TY			F	BOARD O	F SUPER	RVISORS	; 		
	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		
									NSISTEN		POSI		INTE							
		F	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN TARGETS		POSI		INTEN MOV			HOUS	EHOLD	PARTY T	YPE	
		F:	LAGS	(P/G12,	P/G14,	P/G16)				MOV			ERS	 DEM	HOUS	EHOLD REP	PARTY T	TYPE IND	
	Total	1+/6	LAGS (3+/6	P/G14,	P/G16 5+/6	6/6		TARGETS EVER		MOV	ERS	MOV	ERS FIRST LAST	1	DEM 2+	REP	REP 2+	IND 1+	MIX
Base	Total 803							CN ST	TARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	MIX 182
Base TOTAL MORE FAVORABLE		1+/6	2+/6	3+/6	4+/6 481	5+/6 	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	803	1+/6 788	2+/6 675	3+/6 568	4+/6 481 78 %	5+/6 388	6/6 281	CN ST FAV 	FARGETS EVER UNFAV 101	SWING 509	MOV AFTER INFO 213	ERS FIRST LAST 238	MOV AFTER INFO 316	ERS FIRST LAST 359	1 227	DEM 2+ 131	REP 1 	REP 2+ 	IND 1+ 153	182
TOTAL MORE FAVORABLE	80%	1+/6 788 80%	2+/6 675 78 %	3+/6 568 78 %	4+/6 481 78% 47	5+/6 388 78 %	6/6 281 77%	CN ST FAV 194	FARGETS EVER UNFAV 101	SWING 509 81%	MOV AFTER INFO 213	FIRST LAST 238	MOV AFTER INFO 316	ERS FIRST LAST 359	1 227 85 %	DEM 2+ 131 82%	REP 1 60 67 %	REP 2+ 50	IND 1+ 153	76%
TOTAL MORE FAVORABLE Much more favorable	80% 80%	1+/6 788 80% 46	2+/6 675 78% 45	3+/6 568 78% 46	4+/6 481 78% 47 32	5+/6 388 78% 46	6/6 281 77% 46	CN ST FAV 194 85% 64	EVER UNFAV 101 62% 22	SWING 509 81% 45	MOV AFTER INFO 213 86% 46	FIRST LAST 238 84% 45	MOV AFTER INFO 316 84% 47	FIRST LAST 359 85% 51	1 227 85% 51	DEM 2+ 131 82% 49	REP 1 60 67% 40	REP 2+ 50 67% 40 27	IND 1+ 153 84 % 50	76% 40
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable	803 80% 47 33	1+/6 788 80% 46 33	2+/6 675 78% 45 33	3+/6 568 78% 46 33	4+/6 481 78% 47 32 20	5+/6 388 78% 46 33	6/6 281 77% 46 32	CN ST FAV 194 85% 64 21	EVER UNFAV 101 62% 22 39	SWING 509 81% 45 36	MOV AFTER INFO 213 86% 46 40	FIRST LAST 238 84% 45 39	MOV AFTER INFO 316 84% 47 37	ERS FIRST LAST 359 85% 51 34	1 227 85% 51 33	DEM 2+ 131 82% 49 33	REP 1 60 67% 40 26	REP 2+ 50 67% 40 27	IND 1+ 153 84% 50 34	76% 40 36
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable NO DIFF/LESS FAV	803 80% 47 33	1+/6 788 80% 46 33	2+/6 675 78% 45 33	3+/6 568 78% 46 33	4+/6 481 78% 47 32 20 20	5+/6 388 78% 46 33	6/6 281 77% 46 32 21	CN ST FAV 194 85% 64 21	EVER UNFAV 101 62% 22 39 38	SWING 509 81% 45 36	MOV AFTER INFO 213 86% 46 40	FIRST LAST 238 84% 45 39	MOV AFTER INFO 316 84% 47 37	ERS FIRST LAST 359 85% 51 34 15	1 227 85% 51 33 14	DEM 2+ 131 82% 49 33 18	REP 1 60 67% 40 26 32	REP 2+ 50 67% 40 27 32	IND 1+ 153 84% 50 34 14	76% 40 36
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable NO DIFF/LESS FAV No difference	803 80% 47 33 19	1+/6 788 80% 46 33	2+/6 675 78% 45 33 21	3+/6 568 78% 46 33 21 20	4+/6 481 78% 47 32 20 20	5+/6 388 78% 46 33 20 20	6/6 281 77% 46 32 21 20	CN ST FAV 194 85% 64 21 15	EVER UNFAV 101 62% 22 39 38 34	SWING 509 81% 45 36 17	MOV AFTER INFO 213 86% 46 40 14	ERS FIRST LAST 238 84% 45 39 16 15	MOV AFTER INFO 316 84% 47 37 15	ERS FIRST LAST 359 85% 51 34 15 14	1 227 85% 51 33 14 13	DEM 2+ 131 82% 49 33 18 17	REP 1 60 67% 40 26 32 32	REP 2+ 50 67% 40 27 32 30	IND 1+ 153 84% 50 34 14	76% 40 36 24 23

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.

		Q CELL		SONOM	Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVORA	ABILITY		Q 	5 SCAP(OSD FAV	ORABIL	ITY AFT	ER INF	0
	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 Somewhat more favorable	62 22	65 23	61 22	64 23	63 16	57 30	71 16	58 28	31 21	43 17	64 22	37 19	64 24	69 20	62 26	42 37	29 5	66 22	37 23	43 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 Less favorable	12 0	10 0	14 0	11 0	18 1	10 0	10 0	11 0	48 0	35 5	11 0	42 3	9 0	9 0	11 0	17 0	51 5	10 0	32 2	20 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	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C <19 A				Q15 EDU	JCATION		
	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									C D		58	49	65	62	F 0	70		5.0	65	61
	62 22	76 15	51 34	28 28	14 13	66 23	24 23	31 12	67 22	68 21	26	23	21	23	59 28	18	68 19	29		
Somewhat more favorable	22	15	34	28	13	23	23	12	22	21	26	23	21	23	28	18	19	29	22	23
Somewhat more favorable NO DIFF/LESS FAV	22 13	15 9	34 13	28 44	13 56	23 11	23 48	12 19	22 9	21 9	26 15	23 24	21 14	23 13	28 10	18 12	19 11	29 18	22 11	23 14
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 No difference	22 13 12	15 9 9	34 13	28 44 44	13 56 43	23 11 11	23 48 44	12 19 19	22 9 9	21 9 9	26 15 15	23 24 24	21 14 14	23 13 12	28 10 10	18 12 12	19 11 11	29 18 18	22 11 11	23 14 14

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		Q16	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AG	ξE					
	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 Much more favorable Somewhat more favorable	85% 62 22	90% 68 21	84% 61 23	93% 69 23	91 % 75 16	83 % 64 19	87% 56 30	80% 53 27	83% 57 26	87% 68 19	89 % 69 20	86% 49 37	90% 75 14	81% 71 10	79 % 59 20	83% 55 28	85% 62 24	81% 62 19	88% 64 24	83% 61 21	81% 61 21	84% 62 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 Less favorable	12 0	10	14 0	7	9	14	9 1	19 0	13	12	9	14	9	19 0	17 0	14 0	12 0	9 1	11	14	17 0	11 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		P	ARTY RE	G			PARTY							Y GENDE				
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49		REP 18-49	REP 50+	DEM MEN	DEM WOMEN		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																						
Much more favorable Somewhat more favorable	85 % 62 22	87% 62 25	79% 53 27	89 % 66 23	85% 69 17	87 % 67 20	87% 70 17	75 % 40 35	89% 68 20	86% 66 20	90% 67 23	84 % 73 11	82 % 41 41	72 % 40 32	87 % 63 24	88% 70 18	86% 62 24	89% 78 11	70 % 37 32	44		
	62	62	53	66	69	67	70	40	68	66	67	73	41	40	63	70	62	78	37	44		

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			PARI	ENTS		PERMA ABSEI				CI	TY			E	30ARD 0	F SUPER	RVISORS	; 		
	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		
		F:	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN FARGETS		POSI MOV		INTEN MOV			HOUS	EHOLD :	PARTY T	TYPE	
		F:	LAGS	(P/G12,	P/G14,	P/G16)					ERS		ERS	 DEM	DEM	EHOLD :	REP	IND	
	Total	1+/6	LAGS ((P/G12, 3+/6	P/G14,	P/G16 5+/6) 6/6		TARGETS		MOV	ERS	MOV	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	Total 403							CN ST	FARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	DEM 1 113	DEM	REP	REP	IND	MIX
Base TOTAL MORE FAVORABLE		1+/6	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	403	1+/6 396	2+/6 342	3+/6 283	4+/6 244	5+/6 198	6/6 142	CN ST FAV	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	88
TOTAL MORE FAVORABLE	403 85 %	1+/6 396 85 %	2+/6 342 85 %	3+/6 283 83 %	4+/6 244 83%	5+/6 198 82 %	6/6 142 77%	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113 87 %	DEM 2+ 67	REP 1 30 83%	REP 2+ 25	IND 1+ 80	88 87%
TOTAL MORE FAVORABLE Much more favorable	403 85 % 62	1+/6 396 85 % 63	2+/6 342 85% 62	3+/6 283 83% 62	4+/6 244 83% 62	5+/6 198 82% 60	6/6 142 77% 57	CN ST FAV 97	EVER UNFAV 52 60%	SWING 254 89% 63	MOV AFTER INFO 102 88% 66	FIRST LAST 115 88% 64	MOV AFTER INFO 158 90% 66	FIRST LAST 182 88% 67	1 113 87 % 64	DEM 2+ 67 86% 68	REP 1 30 83% 51	REP 2+ 25 61% 21	IND 1+ 80 86% 70	88 87% 65
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable	403 85% 62 22	1+/6 396 85% 63 23	2+/6 342 85% 62 23	3+/6 283 83% 62 22	4+/6 244 83% 62 22	5+/6 198 82% 60 22	6/6 142 77% 57 21	CN ST FAV 97 88% 74 14	EVER UNFAV 52 60% 40 20	SWING 254 89% 63 26	MOV AFTER INFO 102 88% 66 22	FIRST LAST 115 88% 64 24	MOV AFTER INFO 158 90% 66 24	ERS FIRST LAST 182 88% 67 21	1 113 87% 64 23	DEM 2+ 67 86% 68 19	REP 1 30 83% 51 32	REP 2+ 25 61% 21 39	IND 1+ 80 86% 70 16	88 87% 65 22
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable NO DIFF/LESS FAV	403 85% 62 22	1+/6 396 85% 63 23	2+/6 342 85% 62 23	3+/6 283 83% 62 22	4+/6 244 83% 62 22	5+/6 198 82% 60 22 14	6/6 142 77% 57 21	CN ST FAV 97 88% 74 14	EVER UNFAV 52 60% 40 20 35	SWING 254 89% 63 26	MOV AFTER INFO 102 88% 66 22	FIRST LAST 115 88% 64 24	MOV AFTER INFO 158 90% 66 24	FIRST LAST 182 88% 67 21	1 113 87% 64 23 11	DEM 2+ 67 86% 68 19	REP 1 30 83% 51 32 14	REP 2+ 25 61% 21 39 32	IND 1+ 80 86% 70 16	88 87% 65 22
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable NO DIFF/LESS FAV No difference	403 85% 62 22 13 12	1+/6 396 85% 63 23 12	2+/6 342 85% 62 23 13	3+/6 283 83% 62 22 14	4+/6 244 83% 62 22 13	5+/6 198 82% 60 22 14 14	6/6 142 77% 57 21 17	CN ST FAV 97 88% 74 14	FARGETS EVER UNFAV 52 60% 40 20 35 33	SWING 254 89% 63 26	MOV AFTER INFO 102 88% 66 22 11	ERS FIRST LAST 115 88% 64 24 12	MOV AFTER INFO 158 90% 66 24	ERS FIRST LAST 182 88% 67 21 12	1 113 87% 64 23 11 11	DEM 2+ 67 86% 68 19 11 11	REP 1 30 83% 51 32 14 14	REP 2+ 25 61% 21 39 32 29	IND 1+ 80 86% 70 16 11	88 87% 65 22 11

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 Q1 CELL PHONE SONOMA DIRECTION TOTAL RIGHT WRONG					Q2A IN	ITIAL S	CAPOSD	FAVORA	ABILITY		Ç	5 SCAP	OSD FAV	ORABIL	ITY AF	rer inf	0	
	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%		70%	80%	88%	80%	40%	48%	84%	44%	73%	84%	80%	63%	26%	82%	46%	57%
Much more favorable Somewhat more favorable	41 37	43 39	40 36	44 37	38 32	33 47	58 30	40 40	15 26	28 20	49 35	21 23	28 46	50 34	37 43	13 49	19 7	45 38	16 31	19 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 Less favorable	20 0	17 0	22 0		28 1	17 0	11 0	17 0	60 0	46 5	14 0	53 3	26 0	15 0	19 0	34 0	65 5	17 0	47 2	43 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	SCAPOS	D FAVOR	RABILIT	Y AFTER	R MESSA	.GING	Q13	SONOMA	TRAIL	USE	Q14 C				Q15 EDI	JCATION	ī	
	Total	Q11 STRNG FAV	SCAPOS SMWT FAV	D FAVOF SMWT UNFAV	RABILIT STRNG UNFAV	Y AFTER TOTAL FAV	R MESSA TOTAL UNFAV	GING CR/ DK/NA	Q13 	SONOMA SEV/ MONTH	TRAIL SEV/ YEAR	USE ALNVR NEVER	~		HS OR	SOME COLL	Q15 EDI COLL GRAD	JCATION POST GRAD	I NON COLL	
Base	Total 403	STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 A	Γ HOME		SOME	COLL	POST	NON	COLL+ 221
TOTAL MORE FAVORABLE	403 78 %	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12 28%	STRNG UNFAV 6	TOTAL FAV 370	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129 80%	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62 58%	YES 101	NO 293	LESS 71 74 %	SOME COLL 100	COLL GRAD 130	POST GRAD 91	NON COLL 171	221 80%
	403	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12 28% 9	STRNG UNFAV	TOTAL FAV 370	TOTAL UNFAV	CR/ DK/NA 15	1+/WK 129	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62 58% 24	YES	NO 293	LESS 71	SOME COLL 	COLL GRAD 	POST GRAD 91	NON COLL 	221
TOTAL MORE FAVORABLE Much more favorable	 403 78 % 41	STRNG FAV 218 86% 56	SMWT FAV 151 78% 25	SMWT UNFAV 12 28% 9 19	STRNG UNFAV 6 14%	TOTAL FAV 370 82% 43	TOTAL UNFAV 18 24% 6	CR/ DK/NA 15 40% 34	1+/WK 129 80% 44	SEV/ MONTH 123 88% 48	SEV/ YEAR 81 78% 39	ALNVR NEVER 62 58% 24 34	YES 101 76% 38	NO 293 79%	LESS 71 74% 29	SOME COLL 100 77% 42	COLL GRAD 130 80% 48	POST GRAD 91 80% 40	NON COLL 171 76% 36	221 80% 45
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable NO DIFF/LESS FAV No difference	403 78% 41 37	STRNG FAV 218 86% 56 30	SMWT FAV 151 78% 25 53	SMWT UNFAV 12 28% 9 19 72	STRNG UNFAV 6 14% 0 14	TOTAL FAV 370 82% 43 39	TOTAL UNFAV 18 24% 6 17	CR/ DK/NA 15 40% 34 6	1+/WK 129 80% 44 36	SEV/ MONTH 123 88% 48 39	SEV/ YEAR 81 78% 39 40	ALNVR NEVER 62 58% 24 34	YES 101 76% 38 39	NO 293 79% 42 37	LESS 71 74% 29 45	SOME COLL 100 77% 42 35	COLL GRAD 130 80% 48 32	POST GRAD 91 80% 40 41	NON COLL 171 76% 36 39	221 80% 45 35
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable NO DIFF/LESS FAV	78% 41 37 20 20	STRNG FAV 218 86% 56 30 13	SMWT FAV 151 78% 25 53 22 22	SMWT UNFAV 12 28% 9 19 72	STRNG UNFAV 6 14% 0 14 86 73	TOTAL FAV 370 82% 43 39 17	TOTAL UNFAV 18 24% 6 17 76 72	CR/ DK/NA 15 40% 34 6	1+/WK 129 80% 44 36 19 0	SEV/ MONTH 123 88% 48 39 12	SEV/ YEAR 81 78% 39 40 20	ALNVR NEVER 62 58% 24 34 40	YES 101 76% 38 39 24 24	NO 293 79% 42 37 19	LESS 71 74% 29 45 25	SOME COLL 100 77% 42 35 22	COLL GRAD 130 80% 48 32 19	POST GRAD 91 80% 40 41 18	NON COLL 171 76% 36 39 23	221 80% 45 35 18

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	ETHNI	CITY		Q17 I	NCOME		GEN	IDER							GE					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59			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	:	P	ARTY RE	lG			PARTY					P		Y GENDE				
	Total	MEN 18-49	MEN 50+	WOMEN	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	Ω	0	0	1	0	0	0	0	2.	0		
	0	0	1	0	0	U	U	1	U	U	U	U	U	1	U	U	U	U	2	U		
DK/NA	0 2	0 1	1 3	0 0	1	1	2	2	_	2	1	2	0	3	1	1	3	0	4	0		

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.

			PARI	ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPER	RVISORS	: 		
	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%		78%	80%	72%	75%	78%	84%		78%	81%	74%	77%	82%	77%		
Much more favorable Somewhat more favorable	41 37	41 34	35 42	32 44	52 31	43 35	38 42	37 35	30 45	42 36	55 30	39 45	43 35	42 39	37 37	39 37	49 34	39 38		
NO DIFF/LESS FAV	20	25	23	22		21	20	26	25	20	16		20	18	25	21	18	21		
No difference Less favorable	20 0	25 0	23 0	22 1		21 0	19 1	26 0	25 0	20 1	16 0	16 0	20 0	17 1	25 0	21 0	18 0	21 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		
		F	LAGS	(P/G12,	P/G14,	, P/G16)		NSISTEN FARGETS			TIVE ERS	INTEN MOV			HOUS	EHOLD	PARTY I	YPE	
	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	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Paga	403	396	342	283	244	198	142	 97	 52	254	102	115	158	182	113	 67	30	 25	80	88
Base	403	390	342	203	244	196	142	97	54	254	102	115	120	102	113	67	30	25	80	00
TOTAL MORE FAVORABLE	78%	78%	77%	76%		77%	78%	88%	50%	80%	74%	76%	76%	78%	82%	86%	67%	53%	81%	76%
Much more favorable Somewhat more favorable	41 37	41 37	41 36	40 36	41 36	42 36	41 37	63 24	21 29	37 44	30 44	28 48	35 42	37 41	45 37	49 37	27 39	17 35	44 37	38 37
Bomewhat more ravorable	3,	5,	30	30	50	30	37	2.1	2,7			10	12		3,	3,	3,5	33	5,	37
NO DIFF/LESS FAV	20	20	22	22		21	20	10	47	19	26			22	16	13	33	41	18	23
No difference Less favorable	20 0	20 0	21 0	22 0		20 0	19	10 0	45	19 0	26 0	24	23	22 0	16 0	13 0	33	38 3	18	23
Less lavorable	0	U	0	0	U	Ü	1	U	1	Ü	U	U	U	U	0	U	U	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

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.

			A PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	SCAPOSD	FAVOR/	ABILITY		Q 	5 SCAP(OSD FAV	ORABIL	ITY AFT	TER INF	0
	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 Somewhat more favorable	48 30	52 29	46 30	53 26	39 36	41 39	58 27	47 27	12 33	26 27	52 27	19 30	44 37	56 28	45 33	37 20	12 29	51 30	26 24	9 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 Less favorable	20 1	18 0	21 1	19 0	23 2	18 0	13 0	23 1	49 0	42 5	18 0	46 3	17 1	14 0	21 1	35 0	50 5	17 0	42 2	40 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	SCAPOS	D FAVOF	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C <19 A				Q15 EDI	JCATION	I	
	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 Somewhat more favorable	48	63	34	5	0	51	3	12	58	54 30	38 39	31 26	49 33	48 29	47 33	55 28	51 30	37 31	52 30	45 30
	3.0	25	41	2.1	0	.3⊥	1.5	19	2.6	.5 ()										
			41	21		31	15	19	26		-									
NO DIFF/LESS FAV	20	12	25	67	100	17	77	30	16	14	23	39	17	22	20	16	18	30	18	23
				67 67	100 73						-									23 22 1
NO DIFF/LESS FAV No difference	20 20	12 12	25 25	67 67	100 73	17 17	77 69	30 24	16 15	14 14	23 23	39 37	17 17	22 21	20 19	16	18	30 30	18 17	22

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							GEN	DER						A						
	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		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%		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
DE /A13	2	0	1	0	1	1	1	1	•	1	2	0	•	0	3	•	1	5	1	2	2	•
DK/NA DK/NA	2 2	0	1 1	0	1	1	1	1 1	2 2	1	2	0	2 2	0		2 2	1	5	1	2	2 2	3 3
DK/NA	4	U	1	U	1	Т.	1		۷	1	4	U	2	U	3	2	1	5	1	4	۷	3
		(GENDER	BY AGE		P	ARTY RE	lG			PARTY	BY AGE				P	ARTY B	Y GENDE	R			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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	2		1	0	0	0	3,	1	0	0	0	4	0		
		U		U	U						0	0								U		
	1	ŭ			· ·	Ü	· ·		ŭ	_	Ü			J	_		-	· ·	-			
DK/NA	2 2	2 2	2 2 2	0	2	1	3	2 2	0	2	3	3	0	3	1	1	3	3	4	0		

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.

			PARI	ENTS		PERMAI ABSEN				CI	TY			В	SOARD OI	F SUPER	VISORS			
	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		
		F:	LAGS	(P/G12,	P/G14,	P/G16))		NSISTEN FARGETS		POSI MOV		INTEN MOV			HOUS:	EHOLD I	PARTY T	.'YPE 	
	Total	1+/6	2+/6	2 . 76				CN ST	EVER		AFTER	FIRST	AFTER	FIRST	DEM	DEM	REP	REP	IND	
_				3+/6	4+/6	5+/6	6/6	FAV	UNFAV	SWING	INFO	LAST	INFO	LAST	1	2+	1	2+	1+	MIX
Base	403	396	342	283	4+/6 244	5+/6 198	6/6 142			SWING 254			INFO 158	LAST 182			_	2+ 25	= :	MIX
Base TOTAL MORE FAVORABLE	403 78 %	396 78 %	342 77%					FAV	UNFAV		INFO	LAST								
				283	244	198	142	FAV 97	UNFAV 52	254	INFO 102	LAST 115	158	182	113	67	30	25	80	88
TOTAL MORE FAVORABLE	78%	78%	77% 46	283 77 %	78% 47	198 75 %	142 7 2 %	FAV 97 86 %	UNFAV 52 52 %	254 80%	INFO 102 82 %	LAST 115 83%	158 82%	182 83%	113 83%	67 85 %	30 60 %	25 49 %	80 74 %	88 83%
TOTAL MORE FAVORABLE Much more favorable	78 %	78 % 47	77% 46	283 77 % 46	78% 47	198 75% 47	72% 46	FAV 97 86% 60 26	UNFAV 52 52% 29	254 80% 47	INFO 102 82% 44	LAST 115 83% 46	158 82% 47	182 83% 50	 113 83 % 50	67 85% 53	30 60 % 35	25 49% 21	80 74% 48	88 83% 53
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable	78% 48 30	78% 47 31	77% 46 31	283 77% 46 31	78% 47	198 75% 47 27	72% 46 27	FAV 97 86% 60 26	UNFAV 52 52% 29 23	254 80% 47 33	INFO 102 82% 44 38	LAST 115 83% 46 37	158 82% 47 35	182 83% 50 32	113 83% 50 33	67 85% 53 32	30 60% 35 25	25 49% 21 28	74% 48 26	88 83% 53 30
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable NO DIFF/LESS FAV	78% 48 30	78% 47 31	77% 46 31	283 77% 46 31 21	78% 47 31	198 75% 47 27	72% 46 27	FAV 97 86% 60 26	UNFAV 52 52% 29 23 43	254 80% 47 33	INFO 102 82% 44 38	LAST 115 83% 46 37	158 82% 47 35	182 83% 50 32	113 83% 50 33	67 85% 53 32	30 60% 35 25	25 49% 21 28	74% 48 26	88 83% 53 30
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable NO DIFF/LESS FAV No difference	78% 48 30 20 20	78% 47 31	77% 46 31 21 20	283 77% 46 31 21 20	244 78% 47 31 20 19	198 75% 47 27 23 21	72% 46 27 24 22	FAV 97 86% 60 26 13	UNFAV 52 52% 29 23 43 40	254 80% 47 33 19	INFO 102 82% 44 38 17	LAST 115 83% 46 37 17	158 82% 47 35 17	182 83% 50 32 17	113 83% 50 33 16 16	67 85% 53 32 13	30 60% 35 25 37 34	25 49% 21 28 48 45	74% 48 26 24	88 83% 53 30 15

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 Q1 CELL PHONE SONOMA DIRECTION TOTAL RIGHT WRONG					Q2A IN	ITIAL S	SCAPOSD	FAVOR	ABILITY		<u> </u>	5 SCAP(OSD FAV	ORABIL	ITY AF1	TER INF	'O	
	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%		79%	85%	79%	61%		83%	59%	51%
Much more favorable Somewhat more favorable	47 33	54 34	43 32	48 31	43 38	45 33	60 26	43 36	18 24	30 47	52 30		40 38	59 26	37 42	41 20	6 51	50 33	26 33	19 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 Less favorable	17 1	10 0	20 2	18 0	15 3	13 1	12 0	18 1	44 14	18 5	15 1		18 0	11 0	20 1	32 4	27 11	15 1	30 7	33 0
DK/NA	2	2	3	2	1	7	3	2	0	0	2		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	SCAPOS	D FAVOF	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C <19 A	HLDRN F HOME			Q15 EDI	JCATION	ī	
	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%		81%	80%	84%	87%	77%	74%	86%	76%
Much more favorable Somewhat more favorable	47 33	64 25	28 47	19 31	0 13	49 34	13 25	20 13	56 29	49 37	41 29	32 36	47 35	47 32	49 35	48 38	53 24	37 36	49 37	46 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		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 DK/NA	2 2	1 1	1 1	0 0	0 0	1 1	0 0	37 37	1 1	1 1	3 3	4 4	1 1	2 2	3 3	1 1	3 3	1 1	1 1	2 2

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							GEN	DER						AG						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59				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	:	P.	ARTY RE	G			PARTY							Y GENDE				
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		
Base	403	81	112	84	125	214	109	81	81	132	60	48	23	57	91	122	57		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						_	•			_	_	_		6	1	0	0	_	_	_		
LODD TAVOTABLE	1	0	4	0	0	0	0	5	0	1	0	0	0	6	Τ	0	0	0	8	0		
DK/NA	1 2	· ·	4 4	0 1	0 2	0 2	0 2	3	0 2	1 2	0 1	3	0 0	4	1 4	1	1	3	8 6	0 0		

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.

			PARI	ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPER	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO		RHONT PARK		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				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		0	3		3	2			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		
								COI	NSISTEN	ICY	POSI	TIVE	INTEN	SITY						
		F	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN TARGETS		POSI MOV		INTEN MOV			HOUS	EHOLD I	PARTY I	'YPE	
		F	LAGS	(P/G12,	P/G14,	P/G16)		TARGETS		MOV	ERS		ERS	 DEM	HOUS	EHOLD I	PARTY T	'YPE IND	
	Total		LAGS 2+/6	(P/G12, 3+/6	P/G14,	P/G16 5+/6) 6/6		TARGETS		MOV	ERS	MOV	ERS	 DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	Total 403							CN ST	TARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP 1	REP	IND	MIX 88
Base TOTAL MORE FAVORABLE		1+/6 396	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST FAV	TARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	403	1+/6 396	2+/6 342	3+/6 283	4+/6 244	5+/6 198	6/6 142	CN ST FAV	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113	DEM 2+ 	REP 1 30	REP 2+ 	IND 1+ 	88
TOTAL MORE FAVORABLE	403 80%	1+/6 396 80% 47	2+/6 342 78% 45	3+/6 283 77 %	4+/6 244 78% 46	5+/6 198 75 %	6/6 142 71 %	CN ST FAV 97	TARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOV. AFTER INFO 158	ERS FIRST LAST 182	1 113 82 %	DEM 2+ 67	REP 1 30 68 %	REP 2+ 25	IND 1+ 80 81 %	88 83%
TOTAL MORE FAVORABLE Much more favorable	403 80 % 47	1+/6 396 80% 47 33	2+/6 342 78% 45	3+/6 283 77% 45	4+/6 244 78% 46 32	5+/6 198 75% 45	6/6 142 71% 45	CN ST FAV 97 87% 67	FARGETS EVER UNFAV 52 57% 28 29	SWING 254 81% 43	MOV AFTER INFO 102 79% 42	FIRST LAST 115 80% 41	MOV. 	FIRST LAST 182 83% 47	1 113 82 % 55	DEM 2+ 67 84% 47	REP 1 30 68% 32	REP 2+ 25 55% 24	IND 1+ 80 81% 51	88 83% 43
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable	403 80% 47 33	1+/6 396 80% 47 33	2+/6 342 78% 45 32	3+/6 283 77% 45 31	4+/6 244 78% 46 32	5+/6 198 75% 45 29	6/6 142 71% 45 26	CN ST FAV 97 87% 67	FARGETS EVER UNFAV 52 57% 28 29	SWING 254 81% 43 39	MOV AFTER INFO 102 79% 42 37	FIRST LAST 115 80% 41 40	MOV AFTER INFO 158 82% 46 35	ERS FIRST LAST 182 83% 47 37	1 113 82% 55 27	DEM 2+ 67 84% 47 36	REP 1 30 68% 32 36	REP 2+ 25 55% 24 31	IND 1+ 80 81% 51 31	88 83% 43 39
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable NO DIFF/LESS FAV	403 80% 47 33	1+/6 396 80% 47 33	2+/6 342 78% 45 32	3+/6 283 77% 45 31	4+/6 244 78% 46 32	5+/6 198 75% 45 29	6/6 142 71% 45 26	CN ST FAV 97 87% 67 19 11	FARGETS EVER UNFAV 52 57% 28 29	SWING 254 81% 43 39	MOV AFTER INFO 102 79% 42 37	FIRST LAST 115 80% 41 40	MOV AFTER INFO 158 82% 46 35	ERS FIRST LAST 182 83% 47 37	1 113 82% 55 27 15	DEM 2+ 67 84% 47 36 15	REP 1 30 68% 32 36 26	REP 2+ 25 55% 24 31 42	IND 1+ 80 81% 51 31	88 83% 43 39
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable NO DIFF/LESS FAV No difference	403 80% 47 33 18	1+/6 396 80% 47 33 18 17	2+/6 342 78% 45 32 20 18	3+/6 283 77% 45 31 20	4+/6 244 78% 46 32 19 18	5+/6 198 75% 45 29 22 20	6/6 142 71% 45 26 24	CN ST FAV 97 87% 67 19 11	TARGETS EVER UNFAV 52 57% 28 29 40 32	SWING 254 81% 43 39 16 16	MOV 	FIRST LAST 115 80% 41 40 19	MOV AFTER INFO 158 82% 46 35 16	ERS FIRST LAST 182 83% 47 37 16 16	1 113 82% 55 27 15	DEM 2+ 67 84% 47 36 15 14	REP 1 30 68% 32 36 26 23	REP 2+ 25 55% 24 31 42 34	IND 1+ 80 81% 51 31 16 16	88 83% 43 39 16 15

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.

		Q. CELL		SONOM	Q1 IA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AFT	TER INF	0
	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		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%		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		13		19	10	19	39	59	14	48	28
No difference	17	12	20	14	22	22	10	16	50	55	13		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		0		2		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
														HLDRN						
		Q11	SCAPOS	D FAVOR	ABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	T HOME			Q15 EDT	JCATION	[
	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		1	1	0		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

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	ETHNIC	CITY		~	NCOME		GEN	DER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K		MEN	WOMEN	18-29	30-39							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
				BY AGE		P.	ARTY RE	lG			PARTY							Y GENDE				
	Total	MEN	MEN 50+	WOMEN	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49		REP 18-49	REP 50+	DEM MEN	DEM WOMEN		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		

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.

			PARI	ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPEF	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND SOR	OTHER		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		
					P/G14,				NSISTEN FARGETS		POSI MOV		INTEN MOV			HOUS	EHOLD I		YPE	
	Total							CN ST	FARGETS EVER		MOV AFTER	ERS FIRST	MOV. AFTER	ERS FIRST	 DEM 1	DEM	REP	REP	IND	
	Total								FARGETS EVER		MOV	ERS	MOV	ERS	 DEM 1					 MIX
Base	Total 403							CN ST	FARGETS EVER		MOV AFTER	ERS FIRST	MOV. AFTER	ERS FIRST		DEM	REP	REP	IND 1+	
Base TOTAL MORE FAVORABLE		1+/6	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
	403	1+/6 396	2+/6 342	3+/6 283	4+/6 244	5+/6 198	6/6 142	CN ST FAV	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113	DEM 2+ 	REP 1 30	REP 2+ 25	IND 1+ 	MIX
TOTAL MORE FAVORABLE	403 81 %	1+/6 396 81 %	2+/6 342 80 %	3+/6 283 79 %	4+/6 244 79 %	5+/6 198 77 %	6/6 142 74 %	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	FIRST LAST 115	MOV. AFTER INFO 158	ERS FIRST LAST 182	1 113 84 %	DEM 2+ 67	REP 1 30 61 %	REP 2+ 25	IND 1+ 80	MIX 88
TOTAL MORE FAVORABLE Much more favorable	403 81% 47	1+/6 396 81% 47	2+/6 342 80% 48	3+/6 283 79% 48	4+/6 244 79% 49	5+/6 198 77% 48	6/6 142 74% 45	CN ST FAV 97 90% 71	FARGETS EVER UNFAV 52 45%	SWING 254 84% 45	MOV AFTER INFO 102 79% 35	FIRST LAST 115 80% 35	MOV AFTER INFO 158 80% 41	FIRST LAST 182 82% 43	1 113 84 % 55	DEM 2+ 67 80% 44	REP 1 30 61% 28	REP 2+ 25 60% 21	IND 1+ 80 83% 53	MIX 88 86% 45
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable	403 81% 47 34	1+/6 396 81% 47 34	2+/6 342 80% 48 32	3+/6 283 79% 48 31	4+/6 244 79% 49 30	5+/6 198 77% 48 29	6/6 142 74% 45 29	CN ST FAV 97 90% 71 20	EVER UNFAV 52 45% 9 36	SWING 254 84% 45 39	MOV AFTER INFO 102 79% 35 43	FIRST LAST 115 80% 35 45	MOV AFTER INFO 158 80% 41 39	FIRST LAST 182 82% 43 39	1 113 84% 55 29	DEM 2+ 67 80% 44 36	REP 1 30 61% 28 32	REP 2+ 25 60% 21 39	IND 1+ 80 83% 53 30	MIX 88 86% 45 41
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable NO DIFF/LESS FAV	403 81% 47 34	1+/6 396 81% 47 34	2+/6 342 80% 48 32	3+/6 283 79% 48 31	4+/6 244 79% 49 30 19	5+/6 198 77% 48 29 20	6/6 142 74% 45 29	CN ST FAV 97 90% 71 20 10	EVER UNFAV 52 45% 9 36	SWING 254 84% 45 39	MOV AFTER INFO 102 79% 35 43	FIRST LAST 115 80% 35 45	MOV AFTER INFO 158 80% 41 39	FIRST LAST 182 82% 43 39	1 113 84% 55 29 13	DEM 2+ 67 80% 44 36 19	REP 1 30 61% 28 32 39	REP 2+ 25 60% 21 39 37	IND 1+ 80 83% 53 30	MIX 88 86% 45 41 13
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable NO DIFF/LESS FAV No difference	403 81% 47 34 18	1+/6 396 81% 47 34 17	2+/6 342 80% 48 32 18	3+/6 283 79% 48 31 19	4+/6 244 79% 49 30 19 18	5+/6 198 77% 48 29 20	6/6 142 74% 45 29 23	CN ST FAV 97 90% 71 20 10	FARGETS EVER UNFAV 52 45% 9 36 47 44	SWING 254 84% 45 39 15	MOV 	FIRST LAST 115 80% 35 45 19	MOV AFTER INFO 158 80% 41 39 19	ERS FIRST LAST 182 82% 43 39 18 18	1 113 84% 55 29 13 13	DEM 2+ 67 80% 44 36 19 17	REP 1 30 61% 28 32 39 39	REP 2+ 25 60% 21 39 37 34	IND 1+ 80 83% 53 30 14 14	MIX 88 86% 45 41 13

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.

			A PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVOR	ABILITY		Q 	5 SCAP	OSD FAV	ORABIL	ITY AFT	TER INF	0
	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%		67%		82%	79%	65%	82%	81%	69%	77%	86%	77%	58%	44%	82%	53%	41%
Much more favorable Somewhat more favorable	40 39	40 42	39 37	40 42	35 32	47 37	54 27	32 47	34 31	25 57	44 37	32 37	32 45	51 34	29 48	21 37	6 38	42 40	16 38	19 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 Less favorable	19 1	18 0	19 1	15 1	33 0	13 0	17 0	20 0	35 0	18 0	18 0	31	17 2	12 1	21 1	42 0	56 0	16 1	47 0	43 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	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	HLDRN F HOME			Q15 EDU	JCATION	ï	
	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%		47%	81%	38%	40%	79%	77%	78%	83%	76%	80%	86%	76%	78%	80%	79%	79%
Much more favorable Somewhat more favorable	40 39	56 32	20 51		9 38	42 40	5 33	12 28	46 34	42 36	30 48	38 45	39 37	40 40	46 40	37 39	39 40	43 37	40 39	41 38
NO DIED /LEGG ENV	19	11	26	74	53	17	62	39	19	22	20	14	23	18	9	22	21	19	17	20
NO DIFF/LESS FAV No difference	19	11	2 6 25		53 53	16	62	39	19 17	22	20	12	23 23	17	9	22	21	19	17	20
Less favorable	1	1	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

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	ETHNIC	CITY		~	NCOME			IDER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59			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
				BY AGE		P.	ARTY RE	IG			PARTY							Y GENDE				
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total		50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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		

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.

			PARI	ENTS		PERMA ABSEI				CI	TY			I	30ARD 0	F SUPER	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO			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		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		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		
								COI	NSISTEN	ICY	POSI	TIVE	INTEN	SITY						
		F	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN FARGETS		POSI MOV		INTEN MOV			HOUS	EHOLD I	PARTY T	YPE	
		F.	LAGS	(P/G12,	P/G14,	P/G16)				MOV	ERS		ERS	 DEM	HOUS	EHOLD I	PARTY T	YPE IND	
	Total		LAGS	(P/G12,	P/G14,	P/G16 5+/6) 6/6		TARGETS EVER		MOV	ERS	MOV	ERS	 DEM 1			REP 2+	IND 1+	MIX
Base	Total 400							CN ST	TARGETS EVER	3	MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	1	DEM 2+	REP 1	REP	IND	MIX 94
Base TOTAL MORE FAVORABLE		1+/6	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190	6/6 139	CN ST FAV	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	ERS FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114	DEM 2+ 	REP 1 30	REP 2+ 25	IND 1+ 	94
TOTAL MORE FAVORABLE	 400 79 %	1+/6 392 79 %	2+/6 333 77% 38	3+/6 284 76 %	4+/6 237 76% 40	5+/6 190 76 %	6/6 139 79 %	CN ST FAV 97 87% 64	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	ERS FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114 82 %	DEM 2+ 65	REP 1 30 72 %	REP 2+ 25	IND 1+ 73	94 75 %
TOTAL MORE FAVORABLE Much more favorable	 400 79 % 40	1+/6 392 79% 40	2+/6 333 77% 38	3+/6 284 76% 39	4+/6 237 76% 40 37	5+/6 190 76% 40	6/6 139 79% 45	CN ST FAV 97 87% 64 23	EVER UNFAV 49 67%	SWING 254 78% 33	MOV AFTER INFO 110 85% 37	FIRST LAST 123 81% 36	MOV AFTER INFO 157 85% 39	FIRST LAST 177 82% 38	1 114 82 % 41	DEM 2+ 65 77% 45	REP 1 30 72% 54	REP 2+ 25 72% 33	IND 1+ 73 85 % 45	94 75% 28
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable	400 79% 40 39	1+/6 392 79% 40 39	2+/6 333 77% 38 39	3+/6 284 76% 39 37	4+/6 237 76% 40 37	5+/6 190 76% 40 36	6/6 139 79% 45 35	CN ST FAV 97 87% 64 23	EVER UNFAV 49 67% 26 41	SWING 254 78% 33 45	MOV AFTER INFO 110 85% 37 48	FIRST LAST 123 81% 36 45	MOV AFTER INFO 157 85% 39 46	ERS FIRST LAST 177 82% 38 44	1 114 82% 41 42	DEM 2+ 65 77% 45 32	REP 1 30 72% 54 18	REP 2+ 25 72% 33 39	IND 1+ 73 85% 45 41	94 75% 28 47
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable NO DIFF/LESS FAV	79% 400 39	1+/6 392 79% 40 39	2+/6 333 77% 38 39 21	3+/6 284 76% 39 37	4+/6 237 76% 40 37	5+/6 190 76% 40 36	6/6 139 79% 45 35	CN ST FAV 97 87% 64 23	EVER UNFAV 49 67% 26 41	SWING 254 78% 33 45	MOV AFTER INFO 110 85% 37 48	FIRST LAST 123 81% 36 45	MOV AFTER INFO 157 85% 39 46	ERS FIRST LAST 177 82% 38 44 16	1 114 82% 41 42 14	DEM 2+ 65 77% 45 32 22	REP 1 30 72% 54 18	REP 2+ 25 72% 33 39 22	IND 1+ 73 85% 45 41	75% 28 47
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable NO DIFF/LESS FAV No difference	79% 400 39 19	1+/6 392 79% 40 39 20 19	2+/6 333 77% 38 39 21 20	3+/6 284 76% 39 37 22 21	4+/6 237 76% 40 37 22 21	5+/6 190 76% 40 36	6/6 139 79% 45 35 18	CN ST FAV 97 87% 64 23 12 12 1	FARGETS EVER UNFAV 49 67% 26 41 33 33	SWING 254 78% 33 45 19 19	MOV 	FIRST LAST 123 81% 36 45 16 15	MOV AFTER INFO 157 85% 39 46 13	ERS FIRST LAST 177 82% 38 44 16 15	1 114 82% 41 42 14 13	DEM 2+ 65 77% 45 32 22 22	REP 1 30 72% 54 18 28 25	REP 2+ 25 72% 33 39 22 22	IND 1+ 73 85% 45 41 13	75% 28 47 25 25

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.

		Q		SONOM	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVOR	ABILITY		Q	5 SCAP(OSD FAV	VORABIL	ITY AF	TER INF	0
	Total	YES	TOTAL NO	RIGHT DIREC		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%		69%	83%	89%	84%	76%	43%	87%	69%	84%	92%	84%	69%		88%	60%	35%
Much more favorable Somewhat more favorable	53 32	58 34	50 30	59 31	36 33	49 34	67 23	44 40	25 51	25 18	56 31	25 44	52 32	66 26	41 43	29 40	17 29	56 33	24 36	35 0
NO DIFF/LESS FAV	14	7	19	9	30	15	11		24		12	31	14	8	15	31		11	40	56
No difference Less favorable	14 0	7 0	19 0	8	3 0 0	15 0	11 0	15 0	24 0	57 0	12 0	31 0	13 1	8	15 1	31 0	55 0	11 0	40 0	56 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	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C <19 A				Q15 ED	JCATION	ī	
	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%		25%	88%	43%	46%	85%	90%	83%	74%	83%	85%	79%	79%		85%	79%	90%
Much more favorable Somewhat more favorable	53 32	71 21	31 50	0 66	25 0	55 33	14 28	35 11	65 20	52 37	47 35	35 39	49 34	54 31	52 27	50 29		56 29	51 28	56 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

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN	18-29	30-39	40-49	50-54	55-59				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		P.	ARTY RE	G 			PARTY					P.		GENDE				
		MEN	MEN		WOMEN				DEM	DEM	NPP/O		REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		
Base	Total 400					DEM 212	NPP/O 108	REP 80									, -	, -				
Base TOTAL MORE FAVORABLE		18-49	50+	18-49	50+ 				18-49	50+ 	18-49	50+	18-49	50+ 	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		
	400	18-49 98	50+ 94	18-49 66	50+ 142	212	108	80	18-49 83	50+ 129	18-49	50+ 50	18-49 23	50+ 57	MEN 92	WOMEN 120	MEN 63	WOMEN	MEN 37	WOMEN 43		
TOTAL MORE FAVORABLE	400 85 %	18-49 98 86 %	50+ 94 80 %	18-49 66 89 %	50+ 142 86 %	212 8 9 %	108 85%	80 75 %	18-49 83 89 %	50+ 129 89 %	18-49 58 86 %	50+ 50 84 %	18-49 23 87 %	50+ 57 70%	MEN 92 88%	WOMEN 120 90 %	MEN 63 81 %	WOMEN 45 90%	MEN 37 75 %	WOMEN 43 75 %		
TOTAL MORE FAVORABLE Much more favorable	400 85 % 53	18-49 98 86% 49	50+ 94 80 % 51	18-49 66 89% 51	50+ 142 86% 58	212 89% 60	108 85% 51	75%	18-49 83 89 % 55	50+ 129 89% 62	18-49 58 86% 48	50+ 50 84 % 54	18-49 23 87 % 31	50+ 57 70 % 41	MEN 92 88% 52	WOMEN 120 90% 66	MEN 63 81 % 53	WOMEN 45 90% 48	MEN 37 75% 39	WOMEN 43 75% 37		
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable	400 85% 53 32	18-49 98 86% 49 38	50+ 94 80% 51 29	18-49 66 89% 51 38	50+ 142 86% 58 27	212 89% 60 29	108 85% 51 34	75% 38	18-49 83 89% 55 33	50+ 129 89% 62 27	18-49 58 86% 48 38	50+ 50 84% 54 30	18-49 23 87% 31 55	50+ 57 70% 41 29	MEN 92 88% 52 36	WOMEN 120 90% 66 24	MEN 63 81% 53 28	WOMEN 45 90% 48 42	MEN 37 75% 39 36	WOMEN 43 75% 37		
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable NO DIFF/LESS FAV	400 85% 53 32	18-49 98 86% 49 38 14	50+ 94 80% 51 29	18-49 66 89% 51 38 11	50+ 142 86% 58 27 13	212 89% 60 29	108 85% 51 34	75% 38 37 23	18-49 83 89% 55 33 11	50+ 129 89% 62 27 10	18-49 58 86% 48 38 14	50+ 50 84% 54 30 16	18-49 23 87% 31 55	50+ 57 70% 41 29 26	MEN 92 88% 52 36	WOMEN 120 90% 66 24 10	MEN 63 81% 53 28 19	WOMEN 45 90% 48 42 10	MEN 37 75% 39 36	WOMEN 43 75% 37 37		
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable NO DIFF/LESS FAV No difference	400 85% 53 32 14 14	18-49 98 86% 49 38 14 14	50+ 94 80% 51 29 19	18-49 66 89% 51 38 11	50+ 142 86% 58 27 13 12	212 89% 60 29 10	108 85% 51 34 15	75% 38 37 23	18-49 83 89% 55 33 11 11	50+ 129 89% 62 27 10	18-49 58 86% 48 38 14 14	50+ 50 84% 54 30 16 16	18-49 23 87% 31 55 13	50+ 57 70% 41 29 26 25	MEN 92 88% 52 36 12	WOMEN 120 90% 66 24 10	MEN 63 81% 53 28 19 19	WOMEN 45 90% 48 42 10	MEN 37 75% 39 36 22 22	WOMEN 43 75% 37 37 23 21		

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.

			PARI	ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPER	RVISORS			
	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		
								CO	NSISTEN	CY	POSI	TIA	INTEN	1STTY						
		F:	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN FARGETS		MOV		MOV			HOUS	EHOLD 1	PARTY T	YPE	
			LAGS	(P/G12,	P/G14,	P/G16		CN ST	FARGETS EVER		MOV AFTER		MOV AFTER	ERS FIRST	 DEM	DEM	REP	REP	YPE IND	
	Total	1+/6	LAGS 2+/6	3+/6	P/G14,	P/G16 5+/6	6/6		FARGETS		MOV	ERS	MOV	ERS	 DEM 1		REP 1			MIX
Base	Total 400							CN ST	FARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
Base TOTAL MORE FAVORABLE		1+/6	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190	6/6 139	CN ST FAV	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 	ERS FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	94
TOTAL MORE FAVORABLE	400 85 %	1+/6 392 85 %	2+/6 333 83 %	3+/6 284 84 %	4+/6 237 84% 52	5+/6 190 83%	6/6 139 84 %	CN ST FAV 97	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114 91 %	DEM 2+ 65	REP 1 30 70 %	REP 2+ 25	IND 1+ 73	94 78 %
TOTAL MORE FAVORABLE Much more favorable	400 85 % 53	1+/6 392 85% 53 32	2+/6 333 83% 51 32	3+/6 284 84% 51 33	4+/6 237 84% 52 32	5+/6 190 83 % 52	6/6 139 84% 54	CN ST FAV 97 93% 75	EVER UNFAV 49 68% 31	SWING 254 85% 49	MOV AFTER INFO 110 89% 53	FIRST LAST 123 86% 51	MOV AFTER INFO 157 89% 52	FIRST LAST 177 88% 56	1 114 91 % 59	DEM 2+ 65 87% 66	REP 1 30 70% 37	REP 2+ 25 84% 44	IND 1+ 73 90% 56	78% 41
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable	400 85% 53 32	1+/6 392 85% 53 32	2+/6 333 83 % 51 32	3+/6 284 84% 51 33	4+/6 237 84% 52 32	5+/6 190 83% 52 31	6/6 139 84% 54 30	CN ST FAV 97 93% 75	EVER UNFAV 49 68% 31 37	SWING 254 85% 49 36	MOV AFTER INFO 110 89% 53 36	FIRST LAST 123 86% 51 35	MOV AFTER INFO 157 89% 52 36	FIRST LAST 177 88% 56 31	1 114 91% 59 32	DEM 2+ 65 87% 66 21	REP 1 30 70% 37 33	REP 2+ 25 84% 44 40	IND 1+ 73 90% 56 33	78% 41 37
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable NO DIFF/LESS FAV	400 85% 53 32	1+/6 392 85% 53 32 14	2+/6 333 83 % 51 32 16	3+/6 284 84% 51 33	4+/6 237 84% 52 32 15	5+/6 190 83% 52 31 16	6/6 139 84% 54 30	CN ST FAV 97 93% 75 18	EVER UNFAV 49 68% 31 37	SWING 254 85% 49 36	MOV AFTER INFO 110 89% 53 36	FIRST LAST 123 86% 51 35	MOV AFTER INFO 157 89% 52 36	FIRST LAST 177 88% 56 31	1 114 91% 59 32 8	DEM 2+ 65 87% 66 21	REP 1 30 70% 37 33 27	REP 2+ 25 84% 44 40 16	IND 1+ 73 90% 56 33	78% 41 37
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable NO DIFF/LESS FAV No difference	400 85% 53 32 14 14	1+/6 392 85% 53 32 14 14	2+/6 333 83% 51 32 16 15	3+/6 284 84% 51 33 15	4+/6 237 84% 52 32 15	5+/6 190 83% 52 31 16 15	6/6 139 84% 54 30 14 13	 CN ST FAV 97 93% 75 18	FARGETS EVER UNFAV 49 68% 31 37 32 32	SWING 254 85% 49 36 13	MOV 	FERS FIRST LAST 123 86% 51 35	MOV AFTER INFO 157 89% 52 36 10	ERS FIRST LAST 177 88% 56 31 12 11	1 114 91% 59 32 8 8	DEM 2+ 65 87% 66 21 13 13	REP 1 30 70% 37 33 27 24	REP 2+ 25 84% 44 40 16 16	IND 1+ 73 90% 56 33 10	78% 41 37 21

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.

	CELI	QA DHONE	SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVOR	ABILITY		Ç	95 SCAP	OSD FAV	ORABIL	ITY AF	ΓER INF	·O
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) 16	0 240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
TOTAL MORE FAVORABLE 849	s 91	% 80%	89%	71%	84%	87%	81%	68%	82%	84%	71%	88%	90%	82%	64%	63%	87%	64%	60%
Much more favorable 52	2 5	4 50	56	34	59	57	45	29	25	52	28	57	63	45	13	6	56	11	36
Somewhat more favorable 33	3	7 30	33	38	25	29	36	39	57	33	43	31	27	37	50	57	31	53	24
NO DIFF/LESS FAV 14	Ŀ	8 18	10	29	14	12	17	32	18	14	29	11	9	17	30	37	12	33	40
No difference 14	ł	8 18	10	29	14	12	17	32	18	14	29	11	9	17	30	37	12	33	40
DK/NA	_	1 1	2	0	1	1	2	0	0	1	0	1	1	1	6	0	1	4	0
DK/NA	-	1 1	2	0	1	1	2	0	0	1	0	1	1	1	6	0	1	4	0
	01:	l SCAPOS	D FAVOE	PARTI.TT	V AFTEI	R MESSA	GING	013	SONOMA	TRATI.	IISE	~	HLDRN F HOME			Q15 EDI	TCATTON	т	
																		. – – – – –	
Total	STRN FAV	G 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) 22	4 153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
TOTAL MORE FAVORABLE 849	s 91	% 79%	58%	47%	86%	52%	61%	85%	89%	79%	79%	79%	86%	88%	82%	85%	82%	84%	84%
Much more favorable 52	2 6	7 34	9	25	54	18	25	64	57	33	40	52	52	48	53	52	52	51	52
Somewhat more favorable 33	3 2	4 45	49	22	33	34	36	21	32	45	39	28	34	41	29	33	30	33	32
NO DIFF/LESS FAV 14	<u> </u>	8 19	42	53	12	48	39	13	11	20	19	21	13	12	16	14	15	14	15
No difference 14	ŀ	8 19	42	53	12	48	39	13	11	20	19	21	13	12	16	14	15	14	15
DK/NA	_	1 2	0	0	1	0	0	2	0	1	2	0	2	0	2	1	2	1	1
DK/NA	-	1 2	0	0	1	0	0	2	0	1	2	0	2	0	2	1	2	1	1

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		Q16	ETHNIC	CITY		~	NCOME		GEN	IDER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K		\$90K- \$120K		MEN	WOMEN	18-29	30-39		50-54		60-64		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		P.	ARTY RE	:G			PARTY							Y GENDE				
	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		

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			PAR:	ENTS		PERMA ABSEI				CI	TY			I	BOARD O	F SUPER	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN	YES	NO	PETAL UMA			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%		87%	87%	82%	84%	84%	86%		
Much more favorable	52	58	45	44		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		
					, P/G14				NSISTEN TARGETS		MOV	TIVE VERS		NSITY ERS		HOUS	EHOLD 1			
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	EVER UNFAV	SWING		FIRST LAST	AFTER INFO	FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	MIX
Base	400	392	333			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		30	26	21	46	35	30		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																				
<u> </u>	1	1	1	1	2	2	2	1	2	1	1	1	1	1	2	3	3	0	0	0

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.

		Q CELL		SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVOR	ABILITY		Q 	5 SCAP(OSD FAV	ORABIL	ITY AFT	TER INF	'O
	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%		66%	79%	83%	69%	63%	43%	76%		83%	85%	73%	62%		80%	52%	44%
Much more favorable Somewhat more favorable	39 38	44 38	36 37		32 34	40 39	49 33	29 41	28 35	25 18	40 37	28 31	41 41	53 32	27 46	4 57	8 27	42 38	6 46	36 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 Less favorable	20 0	17 0	22 0		34 0	14 0	15 1	29 0	37 0	57 0	21 0		13 1	13 0	24 1	38 0	65 0	17 0	48 0	40 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	SCAPOS	D FAVOF	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C <19 A				Q15 ED	JCATION	ī	
	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%		35%	80%	32%	44%	79%	79%	80%		80%	76%	84%	76%	75%	78%	79%	76%
Much more favorable Somewhat more favorable	39 38	55 32	19 50		35 0	41 39	20 12	20 24	45 34	33 46	40 40	40 24	38 42	40 36	53 31	36 40	36 39	39 39	43 37	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		65	18	68	23		21	18		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 DK/NA	2 2	2 2	2 2	0 0	0 0	2 2	0 0	32 32	3 3	0 0	2 2	5 5	0 0	3 3	4 4	2 2	2 2	2 2	3 3	2 2

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	ETHNIC	CITY		~	NCOME		GEN	IDER							GE					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K			MEN	WOMEN	18-29	30-39	40-49		55-59			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			ARTY RE				PARTY							Y GENDE				
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		
Base	400	98	94		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		

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.

			PARI	ENTS		PERMA ABSEI				CI	TY			E	30ARD 01	F SUPER	VISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO			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%		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	24		9	21	11	29	25	23	16	16	17	33		
No difference	20	19	21	22		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		
								COI	NSISTEN	ICY	POSI	TIVE	INTE	SITY						
		F	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN FARGETS			TIVE ERS	INTEN MOV			HOUS	EHOLD I	PARTY I	YPE	
		F:	LAGS	(P/G12,	P/G14,	P/G16)				MOV	ERS		ERS	 DEM	HOUS	EHOLD I	PARTY T	YPE IND	
	Total		LAGS 2+/6	(P/G12, 	P/G14,	P/G16 5+/6	6/6		FARGETS		MOV	ERS	MOV	ERS	 DEM 1			REP 2+	IND 1+	MIX
Base	Total 400							CN ST	FARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	1	DEM 2+	REP 1	REP	IND	MIX 94
Base TOTAL MORE FAVORABLE		1+/6	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190	6/6 139	CN ST FAV 97	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	ERS FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	94
TOTAL MORE FAVORABLE	 400 77 %	1+/6 392 77 %	2+/6 333 74% 36	3+/6 284 72 %	4+/6 237 70% 35	5+/6 190 69 %	6/6 139 72 %	CN ST FAV 97	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114 80 %	DEM 2+ 65	REP 1 30 71 %	REP 2+ 25	IND 1+ 73	94 72 %
TOTAL MORE FAVORABLE Much more favorable	 400 77% 39	1+/6 392 77% 39	2+/6 333 74% 36	3+/6 284 72% 34 38	4+/6 237 70% 35	5+/6 190 69 % 35	6/6 139 72% 38	CN ST FAV 97 83% 54 29	EVER UNFAV 49 62% 21	SWING 254 78% 37	MOV AFTER INFO 110 87% 46	FIRST LAST 123 85% 43	MOV AFTER INFO 157 84% 46	FIRST LAST 177 84% 46	1 114 80 % 37	DEM 2+ 65 77% 48	REP 1 30 71% 38	REP 2+ 25 71% 44	IND 1+ 73 83% 46	94 72% 31
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable	400 77% 39 38	1+/6 392 77% 39 38	2+/6 333 74% 36 37	3+/6 284 72% 34 38	4+/6 237 70% 35 35	5+/6 190 69 % 35 35	6/6 139 72% 38 34	CN ST FAV 97 83% 54 29	EVER UNFAV 49 62% 21 41	SWING 254 78% 37 40	MOV AFTER INFO 110 87% 46 40	FIRST LAST 123 85% 43 42	MOV AFTER INFO 157 84% 46 38	FIRST LAST 177 84% 46 38	1 114 80% 37 43	DEM 2+ 65 77% 48 29	REP 1 30 71% 38 33	REP 2+ 25 71% 44 27	IND 1+ 73 83% 46 37	94 72% 31 42
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable NO DIFF/LESS FAV	77% 39 38	1+/6 392 77% 39 38 21	2+/6 333 74% 36 37 24	3+/6 284 72% 34 38	4+/6 237 70% 35 35	5+/6 190 69% 35 35	6/6 139 72% 38 34	CN ST FAV 97 83% 54 29 14	EVER UNFAV 49 62% 21 41	SWING 254 78% 37 40	MOV AFTER INFO 110 87% 46 40	FIRST LAST 123 85% 43 42	MOV AFTER INFO 157 84% 46 38	FIRST LAST 177 84% 46 38	1 114 80% 37 43	DEM 2+ 65 77% 48 29	REP 1 30 71% 38 33 29	REP 2+ 25 71% 44 27 23	IND 1+ 73 83% 46 37	72% 31 42
TOTAL MORE FAVORABLE Much more favorable Somewhat more favorable NO DIFF/LESS FAV No difference	77% 39 38 21	1+/6 392 77% 39 38 21 21	2+/6 333 74% 36 37 24 23	3+/6 284 72% 34 38 25 24	4+/6 237 70% 35 35 35	5+/6 190 69% 35 35	6/6 139 72% 38 34 24 23	CN ST FAV 97 83% 54 29 14	FARGETS EVER UNFAV 49 62% 21 41 38 38	SWING 254 78% 37 40 20 19	MOV AFTER INFO 110 87% 46 40 11	FIRST LAST 123 85% 43 42 13 13	MOV AFTER INFO 157 84% 46 38 13	ERS FIRST LAST 177 84% 46 38 14 14	1 114 80% 37 43 16 16	DEM 2+ 65 77% 48 29 19	REP 1 30 71% 38 33 29 25	REP 2+ 25 71% 44 27 23 23	IND 1+ 73 83% 46 37 16	72% 31 42 28 28

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.

		Q CELL		SONOM	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AFT	rer inf	0
	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		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		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 	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE		HLDRN F HOME			Q15 EDU	JCATION		
	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	4	0	34	4		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

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	ETHNIC	CITY		Q17 I	NCOME		GEN	IDER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K			MEN	WOMEN	18-29	30-39	40-49						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
				BY AGE			ARTY RE				PARTY							Y GENDE				
	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		

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.

			PAR	ENTS		PERMA ABSE				CI	TY			E	BOARD O	F SUPER	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK		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%		70%			76%	71%		86%	69%	79%			74%	82%	71%	75%	69%		
Much more favorable Somewhat more favorable	40 35	40 37	39 31	38 37		42 34	35 36	41 48	40 46	40 29	42 37		39 36	45 28	38 45	40 31	44 32	31 39		
NO DIFF/LESS FAV	21					21	23		12		21			23	14	22	21	26		
No difference Less favorable	21 1	23 0			16 1	20 0	21 2	8	12 0		21 0			23 0	13 2	22 0	20 1	25 1		
DK/NA	4	0	2	1	9	3	5				0		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		
		F	LAGS	(P/G12,	, P/G14	, P/G16)		NSISTE TARGETS			TIVE ÆRS	INTE MOV			HOUS	EHOLD 1	PARTY I	YPE	
	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	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	
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 Somewhat more favorable	40 35	40 35	41 32	39 33		40 34	40 33	52 33	29 24	37 38	45 35		45 35	47 34	40 32	47 39	30 26	39 44	46 41	3
NO DIFF/LESS FAV	21	21	23	23	21	21	20	12	41	21	16	15	16	16	21	14	33	14	11	:
No difference Less favorable	21 1	20 1	22 1	22 1		19 1	18 2	12 0	38 3	21 1	16 1		15 1	15 0	21 0	13 1	28 5	14 0	10 1	3
DK/NA	4	4	4	5	5	5	7	2	6	4	3	4	3	3	6	0	11	4	2	
DK/NA	4	4	4	5	5	5	7	2	6	4	3	4	3	3	6	0	11	4	2	

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?

		Q. CELL		SONOM	Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVOR <i>i</i>	ABILITY		Q 	5 SCAP(OSD FAV	ORABIL	ITY AFT	TER INF	0
	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	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		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
													Q14 C	HLDRN						
		Q11	SCAPOS:	D FAVOR	ABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C				Q15 EDU	JCATION	r	
									Q13 				~							
	Total	Q11 STRNG FAV	SCAPOS: SMWT FAV	D FAVOF SMWT UNFAV	RABILIT STRNG UNFAV		R MESSA TOTAL UNFAV	GING CR/ DK/NA	Q13 	SEV/	TRAIL SEV/ YEAR	USE ALNVR NEVER	~		HS OR	SOME COLL	Q15 EDU COLL GRAD	UCATION POST GRAD	NON COLL	 COLL+
Base	Total 803	STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 AT	T HOME		SOME	COLL	POST	NON COLL	COLL+ 430
	803	STRNG FAV 442	SMWT FAV 304	SMWT UNFAV 19	STRNG UNFAV 15	TOTAL FAV 747	TOTAL UNFAV 	CR/ DK/NA 22	1+/WK 258	SEV/ MONTH 248	SEV/ YEAR 172	ALNVR NEVER 111	YES	NO 589	LESS 136	SOME COLL 215	COLL GRAD 256	POST GRAD 174	NON COLL 351	430
TOTAL FAVORABLE	803 93 %	STRNG FAV 442	SMWT FAV 304	SMWT UNFAV 19	STRNG UNFAV 15	TOTAL FAV 747	TOTAL UNFAV 34	CR/ DK/NA 22	1+/WK 258 94 %	SEV/ MONTH 248	SEV/ YEAR 172 94 %	ALNVR NEVER 111	YES 199	NO 589	LESS 136 93%	SOME COLL 215	COLL GRAD 256	POST GRAD 174	NON COLL 351	430 94 %
TOTAL FAVORABLE Strongly favorable	803 93 % 55	STRNG FAV 442 100%	SMWT FAV 304 100%	SMWT UNFAV 19 0%	STRNG UNFAV 15 0% 0	TOTAL FAV 747 100% 59	TOTAL UNFAV 34 0% 0	CR/ DK/NA 22 0% 0	1+/WK 258 94% 67	SEV/ MONTH 248 97% 57	SEV/ YEAR 172 94% 46	ALNVR NEVER 111 82% 39	YES 199 95% 55	NO 589 93% 56	LESS 136 93% 52	SOME COLL 215 93% 53	COLL GRAD 256 95% 58	POST GRAD 174 92% 58	NON COLL 351 93 % 53	 430 94 % 58
TOTAL FAVORABLE	803 93 %	STRNG FAV 442	SMWT FAV 304	SMWT UNFAV 19	STRNG UNFAV 15	TOTAL FAV 747	TOTAL UNFAV 34	CR/ DK/NA 22	1+/WK 258 94 %	SEV/ MONTH 248	SEV/ YEAR 172 94 %	ALNVR NEVER 111	YES 199	NO 589	LESS 136 93%	SOME COLL 215	COLL GRAD 256	POST GRAD 174	NON COLL 351 93 % 53	430 94 %
TOTAL FAVORABLE Strongly favorable	803 93 % 55	STRNG FAV 442 100%	SMWT FAV 304 100%	SMWT UNFAV 19 0%	STRNG UNFAV 15 0% 0	TOTAL FAV 747 100% 59	TOTAL UNFAV 34 0% 0	CR/ DK/NA 22 0% 0	1+/WK 258 94% 67	SEV/ MONTH 248 97% 57	SEV/ YEAR 172 94% 46	ALNVR NEVER 111 82% 39	YES 199 95% 55	NO 589 93% 56	LESS 136 93% 52	SOME COLL 215 93% 53	COLL GRAD 256 95% 58	POST GRAD 174 92% 58	NON COLL 351 93 % 53	 430 94 % 58
TOTAL FAVORABLE Strongly favorable Somewhat favorable	803 93 % 55	STRNG FAV 442 100% 100	SMWT FAV 304 100% 0 100	SMWT UNFAV 19 0% 0	STRNG UNFAV 15 0% 0	TOTAL FAV 747 100% 59 41	TOTAL UNFAV 34 0% 0	CR/ DK/NA 22 0% 0	1+/WK 258 94% 67 27	SEV/ MONTH 248 97% 57 40	SEV/ YEAR 172 94% 46 47	ALNVR NEVER 111 82% 39 42	YES 199 95% 55 40	NO 589 93% 56 37	LESS 136 93% 52 41	SOME COLL 215 93% 53 40	COLL GRAD 256 95% 58 37	POST GRAD 174 92% 58 34	NON COLL 351 93% 53 40	430 94% 58 36
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE	803 93% 55 38	STRNG FAV 442 100% 100 0	SMWT FAV 304 100% 0	SMWT UNFAV 19 0% 0	STRNG UNFAV 15 0% 0	TOTAL FAV 747 100% 59 41	TOTAL UNFAV 34 0% 0 0	CR/ DK/NA 22 0% 0	1+/WK 258 94% 67 27	SEV/ MONTH 248 97% 57 40	SEV/ YEAR 172 94% 46 47	ALNVR NEVER 111 82% 39 42	YES 199 95% 55 40	NO 589 93% 56 37	LESS 136 93% 52 41	SOME COLL 215 93% 53 40	COLL GRAD 256 95% 58 37	POST GRAD 174 92% 58 34	NON COLL 351 93% 53 40	430 94% 58 36 5
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE Somewhat unfavorable	803 93% 55 38	STRNG FAV 442 100% 100 0	SMWT FAV 304 100% 0 100	SMWT UNFAV 19 0% 0 0	STRNG UNFAV 15 0% 0 0	TOTAL FAV 747 100% 59 41 0 0	TOTAL UNFAV 34 0% 0 0	CR/ DK/NA 22 0% 0 0	1+/WK 258 94% 67 27	SEV/ MONTH 248 97% 57 40	SEV/ YEAR 172 94% 46 47	ALNVR NEVER 111 82% 39 42 10 8	YES 199 95% 40 3 3	NO 589 93% 56 37 5	LESS 136 93% 52 41 2	SOME COLL 215 93% 53 40	COLL GRAD 256 95% 58 37	POST GRAD 174 92% 58 34 6	NON COLL 351 93% 53 40 4 2 2	430 94% 58 36 5

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AG	ŧΕ					
	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		Pi	ARTY RE	G			PARTY I	BY AGE				P	ARTY BY	GENDE	R			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total		50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49		18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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%																					
	330	95%	87%	98%	93%	95%	95%	86%	98%	93%	96%	94%	93%	83%	94%	95%	94%	96%	81%	91%		
Strongly favorable	55 55	95 % 49	87 % 49	98% 67	93 % 57	95 % 64	95 % 57	86% 27	98% 63	93% 65	96% 63	94 % 51	93% 19	83 % 31	94% 59	95% 68	94% 52	96 % 64	81 % 21	91 % 34		
Strongly favorable Somewhat favorable																						
Somewhat favorable	55	49	49	67 31	57	64	57	27	63	65	63 33	51	19	31 52	59	68	52	64 32	21 60	34		
	55 38	49 46	49 38	67	57	64 30 3	57 38	27 59 10	63 34	65	63	51 43	19 75 7	31	59 34	68 27	52 42	64	21	34 57		
Somewhat favorable TOTAL UNFAVORABLE	55 38 4	49 46 4	49 38 8	67 31 1	57 36 4	64 30	57 38	27 59	63 34	65 28 4	63 33	51 43	19	31 52 11	59 34	68 27	52 42 3	64 32 1	21 60 12	34 57 8		
Somewhat favorable TOTAL UNFAVORABLE Somewhat unfavorable	55 38 4 2	49 46 4 3	49 38 8 4	67 31 1	57 36 4 2	64 30 3	57 38 3	27 59 10 5	63 34 1 1	65 28 4 2	63 33	51 43 3 1	19 75 7 5	31 52 11 6	59 34 5 4	68 27	52 42 3 2	64 32 1 0	21 60 12 6	34 57 8 5		

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?

			PAR	ENTS		PERMA ABSEI				CI	TY 			E	BOARD O	F SUPEI	RVISORS	3		
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT PARK	SANTA ROSA	WIND	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		1	3	2	2	3	2	1	2	0		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		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		
		F	LAGS	(P/G12,	P/G14,	P/G16)		NSISTEN FARGETS			TIVE ÆRS	INTEI MOV			HOUS	EHOLD :	PARTY I	YPE	
	Total	1+/6	LAGS 2+/6	(P/G12, 3+/6	P/G14,	P/G16 5+/6) 6/6				MOV			ERS	 DEM 1	HOUS DEM 2+	REP	PARTY T REP 2+	TYPE IND 1+	MIX
Base	Total 803							CN ST	TARGETS EVER		MOV 	ERS FIRST	MOV AFTER	ERS FIRST		DEM		REP	IND	MIX 182
Base TOTAL FAVORABLE		1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	FIRST LAST 238	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	803	1+/6 788	2+/6 675	3+/6 568	4+/6 481	5+/6 388	6/6 281	CN ST FAV 	FARGETS EVER UNFAV 101	SWING 509	MOV AFTER INFO 213	FIRST LAST 238	MOV AFTER INFO 316	ERS FIRST LAST 359	1 227	DEM 2+ 	REP 1 	REP 2+ 50	IND 1+ 153	182
TOTAL FAVORABLE	803 93 %	1+/6 788 93 %	2+/6 675 92 %	3+/6 568 92 %	4+/6 481 92 %	5+/6 388 91 %	6/6 281 91 %	CN ST FAV 194	FARGETS EVER UNFAV 101	SWING 509 97 %	MOV AFTER INFO 213	FIRST LAST 238 100%	MOV AFTER INFO 316	ERS FIRST LAST 359	1 227 95 %	DEM 2+ 131	REP 1 60 83%	REP 2+ 50 86%	IND 1+ 153	182 91%
TOTAL FAVORABLE Strongly favorable	93% 55	1+/6 788 93% 55	2+/6 675 92% 54 39	3+/6 568 92% 54	4+/6 481 92% 54 38	5+/6 388 91% 56	6/6 281 91% 55	CN ST FAV 194	FARGETS EVER UNFAV 101 62%	SWING 509 97% 47	MOV AFTER INFO 213 95% 45	FIRST LAST 238 100% 44 56	MOV AFTER INFO 316 96% 53	FIRST LAST 359 98% 61	1 227 95% 65	DEM 2+ 131 96% 68	REP 1 60 83 % 24	REP 2+ 50 86% 32	IND 1+ 153 97 % 60	182 91% 45
TOTAL FAVORABLE Strongly favorable Somewhat favorable	803 93% 55 38	1+/6 788 93% 55 38	2+/6 675 92% 54 39	3+/6 568 92% 54 39	4+/6 481 92% 54 38	5+/6 388 91% 56 36	6/6 281 91% 55 36	CN ST FAV 194 100% 100	EVER UNFAV 101 62% 11	SWING 509 97% 47 50	MOV AFTER INFO 213 95% 45	FIRST LAST 238 100% 44 56	MOV AFTER INFO 316 96% 53 43	FIRST LAST 359 98% 61 37	1 227 95% 65 30	DEM 2+ 131 96% 68 28	REP 1 60 83% 24 59	REP 2+ 50 86% 32 54	IND 1+ 153 97 % 60 37	182 91% 45 45
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE	803 93% 55 38	1+/6 788 93% 55 38	2+/6 675 92% 54 39	3+/6 568 92% 54 39 5	4+/6 481 92% 54 38 5	5+/6 388 91% 56 36	6/6 281 91% 55 36	CN ST FAV 194 100% 100 0	EVER UNFAV 101 62% 11 51	SWING 509 97% 47 50	MOV AFTER INFO 213 95% 45 50	TERS FIRST LAST 238 100% 44 56	MOV AFTER INFO 316 96% 53 43	FIRST LAST 359 98% 61 37	1 227 95 % 65 30	DEM 2+ 131 96% 68 28	REP 1 60 83% 24 59 13	REP 2+ 50 86% 32 54 11	IND 1+ 153 97 % 60 37	182 91% 45 45
TOTAL FAVORABLE Strongly favorable Somewhat favorable TOTAL UNFAVORABLE Somewhat unfavorable	803 93% 55 38 4	1+/6 788 93% 55 38 4	2+/6 675 92% 54 39 5	3+/6 568 92% 54 39 5	4+/6 481 92% 54 38 5	5+/6 388 91% 56 36 5	6/6 281 91% 55 36	CN ST FAV 194 100% 100 0	EVER UNFAV 101 62% 11 51 34	SWING 509 97% 47 50 0	MOV AFTER INFO 213 95% 45 50 2	TERS FIRST LAST 238 100% 44 56 0	MOV AFTER INFO 316 96% 53 43	FIRST LAST 359 98% 61 37	1 227 95% 65 30 3	DEM 2+ 131 96% 68 28 2	REP 1 60 83% 24 59 13 8	REP 2+ 50 86% 32 54 11 4	IND 1+ 153 97% 60 37 1 1	182 91% 45 45 3

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

		Q. CELL		SONOM	Q1 IA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVOR <i>I</i>	ABILITY		Q 	5 SCAP(OSD FAV	ORABIL	ITY AF1	TER INF	0
	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
													Q14 C	HLDRN						
		Q11	SCAPOS	D FAVOR	ABILIT	Y AFTER	MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 AT	HOME			Q15 EDT	JCATION	r 	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK		YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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	24 19			30 23	26 13					24 21	20 18	29 20	20 13	26 22			23 13	19 20	29 22	21 16
		25	24			24	29	5	25						33	27				
Occasionally	19	25 18	24 21	23	13	24 19	29 20	5 23	25 19	21	18	20	13	22	33 20	27 24	13	20	22	16
Occasionally RARELY/NEVER	19 54	25 18 56	24 21 54	23 47	13 61	24 19 55	29 20 51	5 23 44	25 19 56	21 54	18 61	20 50	13 67	22 52	33 20 45	27 24 48	13 64	20 61	22 47	16 63
Occasionally RARELY/NEVER Rarely	19 54 20	25 18 56 19	24 21 54 21	23 47 32	13 61 14	24 19 55 20	29 20 51 26	5 23 44 6	25 19 56 21	21 54 16	18 61 26	20 50 20	13 67 19	22 52 21	33 20 45 23	27 24 48 16	13 64 24	20 61 18	22 47 19	16 63 22

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		Q16	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AC	∃E					
	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%		45%	40%	36%	45%	40%	46%	37%	32%		43%	51%	46%	41%	59%	36%	48%	47%	49%
Frequently Occasionally	24 19	25 27	24 19		29 17	22 17	18 18	25 20	21 18	26 20	15 22	17 15	29 11	21 22	26 25	26 20	24 17	33 26	20 16	26 21	25 22	28 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		34	35	45	37	36	33	38	51	36	37	23	34	36		42	30	31	29
DK/NA	2	2	-	2	-	0	1	-	2	2	4	0	5	0	6	0	0	5	3	2	2	2
DK/NA	2 2	2 2	1 1	2 2	1 1	0	1	1 1	2 2	2	4	0	5	0	6	0	0	5	3	2 2	2 2	2
		(GENDER	BY AGE		P.	ARTY RE	G			PARTY	BY AGE				P.	ARTY B	Y GENDE	R			
	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		

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

			PARI	ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPEI	RVISORS	;		
	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		
								COI	NSISTEN	ICY	POSI	TIVE	INTE	SITY						
		F	LAGS (P/G12,	P/G14	, P/G16)		NSISTEN PARGETS			TIVE ERS	INTEI MOV			HOUS	EHOLD :	PARTY T	YPE	
			LAGS (P/G12,	P/G14	, P/G16)	CN ST	TARGETS EVER		MOV	ERS FIRST	MOV AFTER	ERS FIRST	 DEM	HOUS	EHOLD :	REP	IND	
	Total	1+/6	LAGS (3+/6	P/G14, 4+/6	, P/G16 5+/6) 6/6		TARGETS		MOV	ERS	MOV	ERS	 DEM 1					MIX
Base	Total 403							CN ST	TARGETS EVER		MOV 	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	MIX
Base FREQ/OCCAS		1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	403	1+/6 396	2+/6 342	3+/6 283	4+/6 244	5+/6 198	6/6 142	 CN ST FAV 	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 80	88
FREQ/OCCAS	403 43%	1+/6 396 42 %	2+/6 342 43 %	3+/6 283 44 %	4+/6 244 45 %	5+/6 198 42 %	6/6 142 41 %	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113 40 %	DEM 2+ 67	REP 1 30 42 %	REP 2+ 25	IND 1+ 80 35%	88 48 %
FREQ/OCCAS Frequently	403 43% 24	1+/6 396 42% 24 18	2+/6 342 43% 23	3+/6 283 44% 24 20	4+/6 244 45% 26 20	5+/6 198 42% 23 19 55	6/6 142 41% 22 19	CN ST FAV 97 41% 21 20 57	EVER UNFAV 52 57% 37 20	SWING 254 41% 22	MOV AFTER INFO 102 35% 19 16	FIRST LAST 115 39% 21 18	MOV AFTER INFO 158 38% 23 15	FIRST LAST 182 41% 24 16	1 113 40% 23	DEM 2+ 67 49% 23	REP 1 30 42% 24 19 58	REP 2+ 25 53% 40 14 47	IND 1+ 80 35% 15	88 48% 29 20
FREQ/OCCAS Frequently Occasionally	403 43% 24 19	1+/6 396 42% 24 18 55	2+/6 342 43% 23 20 55 20	3+/6 283 44% 24 20	4+/6 244 45% 26 20 52 20	5+/6 198 42% 23 19 55 21	6/6 142 41% 22 19 56 25	CN ST FAV 97 41% 21	FARGETS FARGET	SWING 254 41%	MOV 	FIRST LAST 115 39% 21 18 61	MOV AFTER INFO 158 38% 23 15 60 26	FIRST LAST 182 41% 24 16 59 24	1 113 40% 23 16 60 20	DEM 2+ 67 49% 23 26	REP 1 30 42% 24 19 58 22	REP 2+ 25 53% 40 14 47 17	IND 1+ 80 35% 15 19 61	88 48% 29 20 47
FREQ/OCCAS Frequently Occasionally RARELY/NEVER	403 43% 24 19	1+/6 396 42% 24 18	2+/6 342 43% 23 20	3+/6 283 44% 24 20	4+/6 244 45% 26 20	5+/6 198 42% 23 19 55	6/6 142 41% 22 19	CN ST FAV 97 41% 21 20 57	EVER UNFAV 52 57% 37 20	SWING 254 41% 22 19 56	MOV AFTER INFO 102 35% 19 16	FIRST LAST 115 39% 21 18	MOV AFTER INFO 158 38% 23 15	FIRST LAST 182 41% 24 16	1 113 40% 23 16 60	DEM 2+ 67 49% 23 26 50	REP 1 30 42% 24 19 58	REP 2+ 25 53% 40 14 47	IND 1+ 80 35% 15 19 61	88 48% 29 20
FREQ/OCCAS Frequently Occasionally RARELY/NEVER Rarely	403 43% 24 19 54 20	1+/6 396 42% 24 18 55	2+/6 342 43% 23 20 55 20	3+/6 283 44% 24 20 54 20	4+/6 244 45% 26 20 52 20	5+/6 198 42% 23 19 55 21	6/6 142 41% 22 19 56 25	CN ST FAV 97 41% 21 20 57	FARGETS FARGET	SWING 254 41%	MOV 	FIRST LAST 115 39% 21 18 61	MOV AFTER INFO 158 38% 23 15 60 26	FIRST LAST 182 41% 24 16 59 24	1 113 40% 23 16 60 20	DEM 2+ 67 49% 23 26 50 21	REP 1 30 42% 24 19 58 22	REP 2+ 25 53% 40 14 47 17	IND 1+ 80 35% 15 19 61	88 48% 29 20 47

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

		QZ CELL 1		SONOM	Q1 IA DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AFT	TER INF	0
	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
													014 C	HLDRN						
		Q11 :	SCAPOSI	D FAVOR	ABILIT	Y AFTEF	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C <19 AT				Q15 EDI	JCATION	ī	
									Q13				~							
	Total	Q11 STRNG FAV	SCAPOSI SMWT FAV	D FAVOR SMWT UNFAV		Y AFTEF TOTAL FAV	R MESSA TOTAL UNFAV	CR/	Q13 	SEV/	TRAIL SEV/ YEAR	USE ALNVR NEVER	~		HS OR LESS	SOME COLL	Q15 EDU COLL GRAD	JCATION POST GRAD	NON COLL	COLL+
Base		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 AT	T HOME		SOME	COLL	POST	NON	COLL+ 221
Base	Total 403	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 	TOTAL FAV 370	TOTAL UNFAV 	CR/ DK/NA 	1+/WK 129	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 	YES	NO 293	LESS 71	SOME COLL 	COLL GRAD 	POST GRAD 91	NON COLL 	221
Base FREQ/OCCAS	Total 403 42 %	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 6	TOTAL FAV 370	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129 49 %	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62	<19 AT YES 101 37%	NO 293	LESS 71 22 %	SOME COLL 100	COLL GRAD 130	POST GRAD 91	NON COLL 171	221 49%
Base FREQ/OCCAS Frequently	Total 403 42% 22	STRNG FAV 218 49% 26	SMWT FAV 151 35% 17	SMWT UNFAV 12 15% 0	STRNG UNFAV 6 43% 27	TOTAL FAV 370 44% 23	TOTAL UNFAV 18 23% 9	CR/ DK/NA 15 22% 16	1+/WK 129 49% 24	SEV/ MONTH 123 50% 30	SEV/ YEAR 81 40% 19	ALNVR NEVER 62 16% 6	<19 AT YES 101 37% 20	NO 293 44% 23	LESS 71 22% 7	SOME COLL 100 41% 21	COLL GRAD 130 49% 27	POST GRAD 91 50% 27	NON COLL 171 33% 15	221 49% 27
Base FREQ/OCCAS	Total 403 42 %	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 6	TOTAL FAV 370	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129 49 %	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62	<19 AT YES 101 37%	NO 293	LESS 71 22 %	SOME COLL 100	COLL GRAD 130	POST GRAD 91	NON COLL 171	221 49%
Base FREQ/OCCAS Frequently	Total 403 42% 22	STRNG FAV 218 49% 26	SMWT FAV 151 35% 17	SMWT UNFAV 12 15% 0	STRNG UNFAV 6 43% 27	TOTAL FAV 370 44% 23	TOTAL UNFAV 18 23% 9	CR/ DK/NA 15 22% 16	1+/WK 129 49% 24	SEV/ MONTH 123 50% 30	SEV/ YEAR 81 40% 19	ALNVR NEVER 62 16% 6	<19 AT YES 101 37% 20	NO 293 44% 23	LESS 71 22% 7	SOME COLL 100 41% 21	COLL GRAD 130 49% 27	POST GRAD 91 50% 27	NON COLL 171 33% 15	221 49% 27
Base FREQ/OCCAS Frequently Occasionally	Total 403 42% 22 20	STRNG FAV 218 49% 26 23	SMWT FAV 151 35% 17	SMWT UNFAV 12 15% 0 15	STRNG UNFAV 6 6 43% 27 15	TOTAL FAV 370 44% 23 21	TOTAL UNFAV 18 23% 9 15	CR/ DK/NA 15 22% 16 6	1+/WK 129 49% 24 25 49	SEV/ MONTH 123 50% 30 20	SEV/ YEAR 81 40% 19 21	ALNVR NEVER 62 16% 6 10 84	YES 101 37% 20 16	NO 293 44% 23 21	LESS 71 22% 7 15	SOME COLL 100 41% 21 20	COLL GRAD 130 49% 27 21 51	POST GRAD 91 50% 27 23	NON COLL 171 33% 15 18	221 49% 27 22
Base FREQ/OCCAS Frequently Occasionally RARELY/NEVER	Total 403 42% 22 20 56	STRNG FAV 218 49% 26 23	SMWT FAV 151 35% 17 18	SMWT UNFAV 12 15% 0 15	STRNG UNFAV 66 43% 27 15	TOTAL FAV 370 44% 23 21	TOTAL UNFAV 18 23% 9 15	CR/ DK/NA 15 22% 16 6	1+/WK 129 49% 24 25	SEV/ MONTH 123 50% 30 20	SEV/ YEAR 	ALNVR NEVER 62 16% 6 10	YES 101 37% 20 16 59	NO 293 44% 23 21 56	LESS 71 22% 7 15	SOME COLL 100 41% 21 20	COLL GRAD 130 49% 27 21	POST GRAD 91 50% 27 23	NON COLL 171 33% 15 18 64	221 49% 27 22 51
Base FREQ/OCCAS Frequently Occasionally RARELY/NEVER Rarely	Total 403 42% 22 20 56 13	STRNG FAV 218 49% 26 23 48 15	SMWT FAV 151 35% 17 18 63 11	SMWT UNFAV 12 15% 0 15 85	STRNG UNFAV 6 6 43% 27 15 57 13	TOTAL FAV 370 44% 23 21 54 13	TOTAL UNFAV 18 23% 9 15 77 12	CR/ DK/NA 15 22% 16 6	1+/WK 129 49% 24 25 49	SEV/ MONTH 123 50% 30 20 49	SEV/ YEAR 	ALNVR NEVER 62 16% 6 10 84	YES 101 37% 20 16 59 14	NO	LESS 71 22% 7 15 74 17	SOME COLL 100 41% 21 20 57	COLL GRAD 130 49% 27 21 51	POST GRAD 91 50% 27 23 50 14	NON COLL 171 33% 15 18 64 15	221 49% 27 22 51

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AG	ŀΕ					
	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 Frequently Occasionally	42 % 22 20	28% 10 18	43 % 22 21	35% 15 20	34% 15 18	45% 22 23	46 % 15 31	44% 31 13	40% 20 20	43 % 23 20	29% 8 20	40% 22 18	39 % 32 7	40% 18 22	39% 23 16	52% 20 32	47 % 24 24	47% 25 21	36% 21 15	46 % 22 23	45% 21 24	47% 24 23
RARELY/NEVER Rarely Never	56 13 43	69 14 55	56 13 43	63 14 49	63 14 49	53 16 37	54 12 42	56 12 44	57 12 44	54 13 41	69 22 48	54 16 38	53 13 40	60 18 42	58 8 50	48 5 43	52 13 39	52 8 44	59 17 42	53 10 43	54 9 45	52 10 41
DK/NA	3	3	1 1	2 2	3 3	2 2	0 0	0 0	3	2 2	2 2	5 5	7 7	0 0	3 3	0 0	1 1	2 2	5 5	1 1	1 1	1 1
			ENDER	BY AGE		P.	ARTY RE	G 			PARTY I							Y GENDE				
	Total	MEN	SENDER MEN 50+					G REP	DEM 18-49	DEM 50+			REP 18-49	REP 50+	DEM MEN					 REP WOMEN		
Base	Total 403	MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
Base FREQ/OCCAS Frequently Occasionally		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		
FREQ/OCCAS Frequently	403 42% 22	MEN 18-49 81 32% 20	MEN 50+ 112 46% 20	WOMEN 18-49 84 40% 21	WOMEN 50+ 125 46% 24	DEM 214 51% 30	NPP/O 109 42% 17	REP 81 17% 5	DEM 18-49 81 38% 26	DEM 50+ 132 59% 33	NPP/O 18-49 60 43% 19	NPP/O 50+ 48 40% 16	REP 18-49 23 12% 5	REP 50+ 57 19% 5	DEM MEN 91 49% 30	DEM WOMEN 122 53% 31	NPP/O MEN 57 39% 15	NPP/O WOMEN 52 44% 20	REP MEN 45 23%	REP WOMEN 35 9% 2 7		

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

			PARI	ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPEI	RVISORS	; 		
	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		
								COI	NSISTEN	ICY	POSI	TIVE	INTEN	SITY						
		F	LAGS	(P/G12,	P/G14,	, P/G16)		NSISTEN FARGETS		POSI MOV		INTEN MOV			HOUS	EHOLD	PARTY I	YPE	
		F.	LAGS	(P/G12,	P/G14,	, P/G16)					ERS		ERS	 DEM	HOUS	EHOLD 	PARTY I	YPE IND	
	Total	T+/6	LAGS ((P/G12, 	P/G14,	, P/G16 5+/6) 6/6		TARGETS		MOV	ERS	MOV	ERS	 DEM 1				IND 1+	MIX
Base	Total 403							CN ST	TARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	MIX
Base FREO/OCCAS		1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
FREQ/OCCAS	403	1+/6 396	2+/6 342	3+/6 283	4+/6 244	5+/6 198	6/6 142	CN ST FAV	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	88 39 %
	403 42 %	1+/6 396 41 %	2+/6 342 44 %	3+/6 283 46 %	4+/6 244 46 %	5+/6 198 45 %	6/6 142 42 %	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113 55 %	DEM 2+ 67	REP 1 30 11%	REP 2+ 25	IND 1+ 80	88
FREQ/OCCAS Frequently	403 42% 22	1+/6 396 41% 21	2+/6 342 44% 22	3+/6 283 46% 24	4+/6 244 46% 24	5+/6 198 45% 24	6/6 142 42% 22	CN ST FAV 97	TARGETS EVER UNFAV 52 27% 9	SWING 254 37% 19	MOV AFTER INFO 102 31% 13	FIRST LAST 115 31%	MOV AFTER INFO 158 35% 17	FIRST LAST 182 34% 16	1 113 55% 31	DEM 2+ 67 47% 28	REP 1 30 11% 0	REP 2+ 25 22% 3	IND 1+ 80 40% 18	88 39% 21
FREQ/OCCAS Frequently Occasionally	403 42% 22 20	1+/6 396 41% 21 20	2+/6 342 44% 22 22	3+/6 283 46% 24 22	4+/6 244 46% 24 22	5+/6 198 45% 24 20	6/6 142 42% 22	CN ST FAV 97 63% 36 27	EVER UNFAV 52 27% 9 18	SWING 254 37% 19 18	MOV AFTER INFO 102 31% 13	FIRST LAST 115 31% 13	MOV AFTER INFO 158 35% 17 19	FIRST LAST 182 34% 16 18	1 113 55% 31 24	DEM 2+ 67 47% 28 19	REP 1 30 11% 0 11	REP 2+ 25 22% 3 19	IND 1+ 80 40% 18 22	88 39% 21 18
FREQ/OCCAS Frequently Occasionally RARELY/NEVER	403 42% 22 20	1+/6 396 41% 21 20	2+/6 342 44% 22 22 25	3+/6 283 46% 24 22	4+/6 244 46% 24 22	5+/6 198 45% 24 20	6/6 142 42% 22 19	CN ST FAV 97 63% 36 27	EVER UNFAV 52 27% 9 18	SWING 254 37% 19 18 60	MOV AFTER INFO 102 31% 13 18	FIRST LAST 115 31% 13 19	MOV AFTER INFO 158 35% 17 19	FIRST LAST 182 34% 16 18	1 113 55% 31 24 45	DEM 2+ 67 47% 28 19 52	REP 1 30 11% 0 11	REP 2+ 25 22% 3 19 78	IND 1+ 80 40% 18 22 55	88 39% 21 18
FREQ/OCCAS Frequently Occasionally RARELY/NEVER Rarely	403 42% 22 20 56 13	1+/6 396 41% 21 20 56	2+/6 342 44% 22 22 25 12	3+/6 283 46% 24 22 53	4+/6 244 46% 24 22 52	5+/6 198 45% 24 20 54 13	6/6 142 42% 22 19 56	CN ST FAV 97 63% 36 27	EVER UNFAV 52 27% 9 18 69 14	SWING 254 37% 19 18 60 13	MOV AFTER INFO 102 31% 13 18 64 15	FIRST LAST 115 31% 13 19 64 14	MOV AFTER INFO 158 35% 17 19 62 16	FIRST LAST 182 34% 16 18 64 17	1 113 55% 31 24 45 8	DEM 2+ 67 47% 28 19 52 13	REP 1 30 11% 0 11 81 11	REP 2+ 25 22% 3 19 78 36	IND 1+ 80 40% 18 22 55	88 39% 21 18 57 12

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 TOTAL Total YES NO 403 139 264				Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVORA	BILITY		Q 		OSD FAV	ORABIL	ITY AF	rer inf	0
То	tal		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		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	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
													Q14 C							
		Q11 :	SCAPOSI	D FAVOF	ABILIT	Y AFTEF	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C				Q15 EDT	JCATION	I	
		Q11 :	SCAPOSI	D FAVOR		Y AFTEF		GING CR/	Q13	SONOMA	TRAIL SEV/	USE ALNVR	~		 HS OR	SOME	Q15 EDU	JCATION	I NON	
To	tal							CR/	Q13 	SEV/			~		HS OR			POST GRAD		COLL+
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 AT	HOME		SOME	COLL	POST	NON	COLL+ 221
Base	tal	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	<19 AT	NO	LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	
Base	tal 403	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 	TOTAL FAV 370	TOTAL UNFAV 	CR/ DK/NA 15	1+/WK 129	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER	YES	NO 293	LESS 71	SOME COLL 	COLL GRAD 	POST GRAD 	NON COLL 	221
Base FREQ/OCCAS	tal 403 54 %	STRNG FAV 218	SMWT FAV 151 53%	SMWT UNFAV 12	STRNG UNFAV 6	TOTAL FAV 370	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129 59 %	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62	<19 AT YES 101 68%	NO 293	LESS 71 49 %	SOME COLL 100	COLL GRAD 130	POST GRAD 91	NON COLL 171 54 %	221 56%
Base FREQ/OCCAS Frequently	tal 403 54% 31	STRNG FAV 218 58% 35	SMWT FAV 151 53% 29	SMWT UNFAV 12 43% 12	STRNG UNFAV 6 6 73% 28	TOTAL FAV 370 56% 33	TOTAL UNFAV 18 52% 17	CR/ DK/NA 15 19% 14	1+/WK 129 59% 39	SEV/ MONTH 123 62 % 34	SEV/ YEAR 81 53% 32	ALNVR NEVER 62 38% 15	<19 AT YES 101 68% 44	NO 293 51% 28	LESS 71 49% 28	SOME COLL 100 58% 35	COLL GRAD 130 57% 35	POST GRAD 91 56% 29	NON COLL 171 54% 32	221 56% 33
Base FREQ/OCCAS Frequently Occasionally	tal 403 54% 31 23	STRNG FAV 218 58% 35 23	SMWT FAV 151 53% 29 23	SMWT UNFAV 12 43% 12 31	STRNG UNFAV 6 73% 28 44	TOTAL FAV 370 56% 33 23	TOTAL UNFAV 18 52% 17 35	CR/ DK/NA 15 19% 14 5	1+/WK 129 59% 39 20	SEV/ MONTH 123 62% 34 28	SEV/ YEAR 81 53% 32 21	ALNVR NEVER 62 38% 15 23	YES 101 68% 44 24	NO 293 51% 28 23	LESS 71 49% 28 21	SOME COLL 100 58% 35 24	COLL GRAD 130 57% 35 22	POST GRAD 91 56% 29 27	NON COLL 171 54% 32 22	221 56% 33 24
Base FREQ/OCCAS Frequently Occasionally RARELY/NEVER	tal 403 54% 31 23	STRNG FAV 218 58% 35 23	SMWT FAV 151 53% 29 23	SMWT UNFAV 12 43% 12 31	STRNG UNFAV 6 73% 28 44 27	TOTAL FAV 370 56% 33 23	TOTAL UNFAV 18 52% 17 35	CR/ DK/NA 15 19% 14 5	1+/WK 129 59% 39 20 40	SEV/ MONTH 123 62% 34 28	SEV/ YEAR 81 53% 32 21	ALNVR NEVER 62 38% 15 23 61	YES 101 68% 44 24 32	NO 293 51% 28 23 48	LESS 71 49% 28 21 50	SOME COLL 100 58% 35 24	COLL GRAD 130 57% 35 22	POST GRAD 91 56% 29 27	NON COLL 171 54% 32 22 45	221 56% 33 24
Base FREQ/OCCAS Frequently Occasionally RARELY/NEVER Rarely	tal 403 54% 31 23 44	STRNG FAV 218 58% 35 23 41	SMWT FAV 151 53% 29 23 45	SMWT UNFAV 12 43% 12 31 57 15	STRNG UNFAV 6 73% 28 44 27 14	TOTAL FAV 370 56% 33 23 43 17	TOTAL UNFAV 18 52% 17 35 48 15	CR/ DK/NA 15 19% 14 5	1+/WK 129 59% 39 20 40 18	SEV/ MONTH 123 62% 34 28 38 16	SEV/ YEAR 	ALNVR NEVER 62 38% 15 23 61 18	YES 101 68% 44 24 32 13	NO 293 51% 28 23 48 20	LESS 71 49% 28 21 50 14	SOME COLL 100 58% 35 24 42 21	COLL GRAD 130 57% 35 22 43	POST GRAD 91 56% 29 27 43	NON COLL 171 54% 32 22 45 18	221 56% 33 24 43 18

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	ETHNIC	CITY		Q17 I			GEN	DER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K			MEN	WOMEN		30-39			55-59				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		P.	ARTY RE	:G			PARTY	BY AGE				P.		GENDE				
	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		

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

			PARI	ENTS		PERMA ABSEI				CI	TY			F	BOARD O	F SUPER	RVISORS			
	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		
								COI	NSISTEN	ICY	POSI	TIVE	INTEN	SITY						
		F:	LAGS (P/G12,	P/G14,	P/G16)		NSISTEN FARGETS			TIVE ERS	INTEN MOV			HOUS	EHOLD 1	PARTY T	YPE	
								CN ST	TARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	 DEM	DEM	REP	REP	IND	
	Total	1+/6	LAGS (3+/6	P/G14,	P/G16 5+/6) 6/6		TARGETS		MOV	ERS	MOV	ERS	 DEM 1					MIX
Base	Total 403							CN ST	TARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	MIX
Base FREQ/OCCAS		1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	403	1+/6 396	2+/6 342	3+/6 283	4+/6 244	5+/6 198	6/6 142	 CN ST FAV 	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	88
FREQ/OCCAS	403 54 %	1+/6 396 55 %	2+/6 342 55 %	3+/6 283 56 %	4+/6 244 57 %	5+/6 198 54 %	6/6 142 54 %	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113 53 %	DEM 2+ 67	REP 1 30 52 %	REP 2+ 25	IND 1+ 80	88 51%
FREQ/OCCAS Frequently	403 54% 31	1+/6 396 55% 32	2+/6 342 55% 31	3+/6 283 56% 33	4+/6 244 57% 32	5+/6 198 54% 28	6/6 142 54% 27	CN ST FAV 97	FARGETS EVER UNFAV 52 49% 27	SWING 254 52% 29	MOV AFTER INFO 102 50% 24	FIRST LAST 115 51% 28	MOV AFTER INFO 158 47% 22	FIRST LAST 182 50% 26	1 113 53% 30	DEM 2+ 67 58% 35	REP 1 30 52% 34	REP 2+ 25 52% 25	IND 1+ 80 60% 29	 88 51% 33
FREQ/OCCAS Frequently Occasionally	403 54% 31 23	1+/6 396 55% 32 23	2+/6 342 55% 31 24	3+/6 283 56% 33 23	4+/6 244 57% 32 24	5+/6 198 54% 28 26	6/6 142 54% 27 28	CN ST FAV 97 63% 41 23	EVER UNFAV 52 49% 27 22	SWING 254 52% 29 23	MOV AFTER INFO 102 50% 24 26	FIRST LAST 115 51% 28 23	MOV AFTER INFO 158 47% 22 25	FIRST LAST 182 50% 26 24	1 113 53% 30 22	DEM 2+ 67 58% 35 23	REP 1 30 52% 34 18	REP 2+ 25 52% 25 28	IND 1+ 80 60% 29 31	88 51% 33 18
FREQ/OCCAS Frequently Occasionally RARELY/NEVER	403 54% 31 23	1+/6 396 55% 32 23	2+/6 342 55% 31 24 44	3+/6 283 56% 33 23	4+/6 244 57% 32 24 41	5+/6 198 54% 28 26 44	6/6 142 54% 27 28	CN ST FAV 97 63% 41 23	EVER UNFAV 52 49% 27 22	SWING 254 52% 29 23 45	MOV AFTER INFO 102 50% 24 26	FIRST LAST 115 51% 28 23	MOV AFTER INFO 158 47% 22 25 51	FIRST LAST 182 50% 26 24	1 113 53% 30 22 46	DEM 2+ 67 58% 35 23 41	REP 1 30 52% 34 18	REP 2+ 25 52% 25 28 48	IND 1+ 80 60% 29 31 36	 88 51% 33 18 47
FREQ/OCCAS Frequently Occasionally RARELY/NEVER Rarely	403 54% 31 23 44	1+/6 396 55% 32 23 43	2+/6 342 55% 31 24 44 17	3+/6 283 56% 33 23 42	4+/6 244 57% 32 24 41 15	5+/6 198 54% 28 26 44	6/6 142 54% 27 28 43	CN ST FAV 97 63% 41 23	EVER UNFAV 52 49% 27 22 48 18	SWING 254 52% 29 23 45 21	MOV AFTER INFO 102 50% 24 26 48 22	FIRST LAST 115 51% 28 23 49	MOV AFTER INFO 158 47% 22 25 51 24	FIRST LAST 182 50% 26 24 49 20	1 113 53% 30 22 46 16	DEM 2+ 67 58% 35 23 41 16	REP 1 30 52% 34 18 48 17	REP 2+ 25 52% 25 28 48 20	IND 1+ 80 60% 29 31 36 18	88 51% 33 18 47 22

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

		Qi CELL I		SONOM	Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVOR <i>i</i>	ABILITY		Q 	5 SCAP(OSD FAV	ORABIL	ITY AFT	rer inf	0
T	rotal	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		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		1	3	2	1	0	0	2	0	3	2	2	8	0	2		0
DK/NA	2	2	2	2	1	3	2	1	0	0	2	0	3	2	2	8	0	2	4	0
													Q14 C							
		Q11 :	SCAPOS	D FAVOR	RABILIT	Y AFTEF	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C				Q15 EDU	UCATION	f 	
		Q11 :	SCAPOSI	D FAVOR	ABILIT		R MESSA	GING CR/	Q13 	SONOMA	TRAIL 	USE ALNVR	~		 HS OR	SOME	Q15 EDT	UCATION POST	NON	
-	Гotal							CR/	Q13 	SEV/			~		HS OR					 COLL+
T Base		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 AT	T HOME		SOME	COLL	POST	NON	COLL+ 221
-	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	<19 AT	NO	LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	
Base	Total 403	STRNG FAV 218	SMWT FAV 151	SMWT UNFAV 12	STRNG UNFAV 	TOTAL FAV 370	TOTAL UNFAV 	CR/ DK/NA 15	1+/WK 129	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 	YES	NO 293	LESS 71	SOME COLL 	COLL GRAD 	POST GRAD 91	NON COLL 171	221
Base FREQ/OCCAS	rotal 403 27 %	STRNG FAV 218	SMWT FAV 151 23%	SMWT UNFAV 12	STRNG UNFAV 6	TOTAL FAV 370	TOTAL UNFAV 18	CR/ DK/NA 15	1+/WK 129	SEV/ MONTH 123	SEV/ YEAR 81	ALNVR NEVER 62	YES 101	NO 293	LESS 71 24 %	SOME COLL 100	COLL GRAD 130	POST GRAD 91	NON COLL 171 24%	221 30%
Base FREQ/OCCAS Frequently	rotal 403 27% 6	STRNG FAV 218 30% 6	SMWT FAV 151 23% 5	SMWT UNFAV 12 22% 8	STRNG UNFAV 6 6 45% 0	TOTAL FAV 370 27% 6	TOTAL UNFAV 18 30% 5	CR/ DK/NA 15 12%	1+/WK 129 34% 3	SEV/ MONTH 123 31% 10	SEV/ YEAR 81 20% 8	ALNVR NEVER 62 14%	YES 101 35%	NO 293 25% 4	LESS 71 24 % 4	SOME COLL 100 24% 3	COLL GRAD 130 27%	POST GRAD 91 35% 6 28	NON COLL 171 24% 3	221 30% 8
Base FREQ/OCCAS Frequently Occasionally	rotal 403 27% 6 21	STRNG FAV 218 30% 6 24	SMWT FAV 151 23% 5	SMWT UNFAV 12 22% 8 15	STRNG UNFAV 6 6 45% 0 45	TOTAL FAV 370 27% 6 21	TOTAL UNFAV 18 30% 5 24	CR/ DK/NA 15 12% 0 12	1+/WK 129 34% 3	SEV/ MONTH 123 31% 10 22	SEV/ YEAR 81 20% 8 12	ALNVR NEVER 62 14% 1	YES 101 35% 10 25	NO 293 25% 4 20	LESS 71 24% 4 19	SOME COLL 100 24% 3 21	COLL GRAD 130 27% 9	POST GRAD 91 35% 6 28	NON COLL 171 24% 3 20	221 30% 8 23
Base FREQ/OCCAS Frequently Occasionally RARELY/NEVER	Total 403 27% 6 21 71	STRNG FAV 218 30% 6 24	SMWT FAV 151 23% 5 18	SMWT UNFAV 12 22% 8 15	STRNG UNFAV 6 6 45% 0 45	TOTAL FAV 370 27% 6 21	TOTAL UNFAV 18 30% 5 24 70	CR/ DK/NA 15 12% 0 12	1+/WK 129 34% 3 31	SEV/ MONTH 123 31% 10 22	SEV/ YEAR 81 20% 8 12	ALNVR NEVER 62 14% 13	YES 101 35% 10 25	NO 293 25% 4 20 75	LESS 71 24% 4 19	SOME COLL 100 24% 3 21	COLL GRAD 130 27% 9 19	POST GRAD 91 35% 6 28	NON COLL 171 24% 3 20 75	221 30% 8 23
Base FREQ/OCCAS Frequently Occasionally RARELY/NEVER Rarely	Total 403 27% 6 21 71 24	STRNG FAV 218 30% 6 24 69 28	SMWT FAV 151 23% 5 18 76	SMWT UNFAV 12 22% 8 15 78 20	STRNG UNFAV 6 6 45% 0 45 55 13	TOTAL FAV 370 27% 6 21 72 25	TOTAL UNFAV 18 30% 5 24 70 18	CR/ DK/NA 15 12% 0 12 55 7	1+/WK 129 34% 3 31 66 22	SEV/ MONTH 123 31% 10 22 69 27	SEV/ YEAR 	ALNVR NEVER 62 14% 13 86 21	YES 101 35% 10 25 65 21	NO 293 25% 4 20 75 25	LESS 71 24% 4 19 75 20	SOME COLL 100 24% 3 21 76 26	COLL GRAD 130 27% 9 19	POST GRAD 91 35% 6 28 65 25	NON COLL 171 24% 3 20 75 23	221 30% 8 23 69 25

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	ETHNIC	CITY		Q17 I	NCOME		GEN	IDER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN	18-29			50-54				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 Frequently Occasionally	27% 6 21	30% 8 22	26 % 5 20	32 % 8 24	25% 7 18	33% 2 31	26% 7 19	27% 8 19	24% 6 18	30% 5 25	29 % 6 23	32 % 8 24	26% 10 16	26 % 4 22	26% 8 19	24 % 5 19	27 % 3 24	23% 1 21	29% 8 21	25% 4 21	25% 6 20	25% 3 23
RARELY/NEVER Rarely	71 24	68 24	74 25	67 24	74 22	67 33	72 26	73 18	74 23	69 24	67 12	68 31	69 35	74 32	71 20	76 26	72 22	76 16	68 26	73 22	73 25	73 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 DK/NA	2 2	2 2	0 0	1 1	1 1	0 0	1 1	0 0	3	1 1	4 4	0 0	5 5	0 0	3	0 0	1 1	2 2	3	1 1	1 1	1 1
				BY AGE			ARTY RE				PARTY							Y GENDE				
	Total	MEN 18-49	MEN 50+	WOMEN 18-49		DEM	NPP/O	REP	DEM 18-49	DEM 50+	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 Frequently Occasionally	27% 6 21	28% 9 20	20% 4 16	30 % 7 23	30% 4 26	27 % 4 23	33% 10 23	18% 3 15	27% 5 22	27 % 4 23	36% 12 24	29% 8 21	20% 7 14	18% 2 16	27 % 3 23	28 % 5 22	28% 13 15	38% 7 31	13% 3 9	26% 3 23		
RARELY/NEVER Rarely Never	71 24 48	67 24 43	78 22 56	27	69 23 47	72 24 48	64 21 43	80 27 54	71 26 45	72 22 50	60 25 35	68 16 53	80 25 55	81 28 53	71 25 46	72 23 49	68 16 51	59 26 34	85 27 58	74 27 47		
DK/NA DK/NA	2 2	5 5	1 1	1 1	1 1	1 1	4 4	1 1	2 2	1 1	4 4	3	0 0	1 1	2 2	1 1	5 5	3	2 2	0 0		

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

			PARE	ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPER	RVISORS			
тс	otal	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		
		FI	LAGS (P/G12,	P/G14,	P/G16)		NSISTEN FARGETS		POSI MOV		INTEN MOV			HOUS	EHOLD E	PARTY T	YPE	
Tc	otal	FI 1+/6	LAGS (2+/6	3+/6	P/G14, 4+/6	P/G16 5+/6) 6/6 				MOV			ERS	 DEM 1	HOUS DEM 2+	EHOLD I REP 1	PARTY T REP 2+	YPE IND 1+	MIX
To Base	otal 403							CN ST	TARGETS EVER		MOV 	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	MIX
		1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
Base	403	1+/6 396	2+/6 342	3+/6 283	4+/6 244	5+/6 198	6/6 142	 CN ST FAV 	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	88
Base FREQ/OCCAS	403 27 %	1+/6 396 27 %	2+/6 342 26 %	3+/6 283 26 %	4+/6 244 25 %	5+/6 198 25 %	6/6 142 24 %	CN ST FAV 97	FARGETS EVER UNFAV 52 21%	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113 26 %	DEM 2+ 67 31 %	REP 1 30 17%	REP 2+ 25 21 %	IND 1+ 80	88 26 %
Base FREQ/OCCAS Frequently	403 27% 6	1+/6 396 27% 6	2+/6 342 26% 5	3+/6 283 26% 5	4+/6 244 25% 5	5+/6 198 25% 5	6/6 142 24% 4	CN ST FAV 97	FARGETS EVER UNFAV 52 21% 2	SWING 254 26% 5	MOV AFTER INFO 102 19%	FIRST LAST 115 20%	MOV AFTER INFO 158 22% 2	FIRST LAST 182 24% 3	1 113 26% 6	DEM 2+ 67 31% 2	REP 1 30 17% 6	REP 2+ 25 21% 3	IND 1+ 80 31% 11	 88 26% 3
Base FREQ/OCCAS Frequently Occasionally	403 27% 6 21	1+/6 396 27% 6 21	2+/6 342 26% 5 21	3+/6 283 26% 5 20	4+/6 244 25% 5	5+/6 198 25% 5	6/6 142 24% 4 20	CN ST FAV 97 34% 9 24	EVER UNFAV 52 21% 2	SWING 254 26% 5 20	MOV AFTER INFO 102 19% 3 16	FIRST LAST 115 20% 2	MOV AFTER INFO 158 22% 2	FIRST LAST 182 24% 3 21	1 113 26% 6 20	DEM 2+ 67 31% 2	REP 1 30 17% 6 12	REP 2+ 25 21% 3 18	IND 1+ 80 31% 11 20	26% 3 23
Base FREQ/OCCAS Frequently Occasionally RARELY/NEVER	27% 6 21	1+/6 396 27% 6 21 71	2+/6 342 26% 5 21	3+/6 283 26% 5 20	4+/6 244 25% 5 19	5+/6 198 25% 5 20	6/6 142 24% 4 20	CN ST FAV 97 34% 9 24 66	EVER UNFAV 52 21% 2 19	SWING 254 26% 5 20 72	MOV AFTER INFO 102 19% 3 16	FIRST LAST 115 20% 2 17	MOV AFTER INFO 158 22% 2 20 76	FIRST LAST 182 24% 3 21	1 113 26% 6 20 74	DEM 2+ 67 31% 2 28 68	REP 1 30 17% 6 12 80	REP 2+ 25 21% 3 18 79	IND 1+ 80 31% 11 20	26% 3 23
Base FREQ/OCCAS Frequently Occasionally RARELY/NEVER Rarely	27% 6 21 71 24	1+/6 396 27% 6 21 71 24	2+/6 342 26% 5 21 73 24	3+/6 283 26% 5 20 72 24	4+/6 244 25% 5 19 73 25	5+/6 198 25% 5 20 73 27	6/6 142 24% 4 20 73 28	CN ST FAV 97 34% 9 24 66 23	EVER UNFAV 52 21% 2 19 76 21	SWING 254 26% 5 20 72 25	MOV 	ERS FIRST LAST 115 20% 2 17 80 20	MOV AFTER INFO 158 22% 2 20 76 25	FIRST LAST 182 24% 3 21 76 26	1 113 26% 6 20 74 24	DEM 2+ 67 31% 2 28 68 23	REP 1 30 17% 6 12 80 13	REP 2+ 25 21% 3 18 79 30	IND 1+ 80 31% 11 20 66 25	88 26% 3 23 71 24

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 Q1 CELL PHONE SONOMA DIRECT: TOTAL RIGHT WRONG Total YES NO DIREC TRACK DE					CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL:	ITY AFT	TER INF	0
	Total	YES				DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV		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
													Q14 C	HLDRN						
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTER	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	T HOME			Q15 EDU	CATION	r 	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
	Total	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV		1+/WK		YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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

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		Q16	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AC	ЭE					
	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%		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		P	ARTY RE	G			PARTY	BY AGE				P	ARTY B	Y GENDE	R			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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		42	11		
Never	18	28	12	19	14	15	21	19	20	12	25	16		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		

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			PARE	ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPER	RVISORS			
To	otal	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		
								COI	NSISTEN	ICY	POSI	TIVE	INTEN	ISITY						
		FI	LAGS (P/G12,	P/G14,	P/G16)		NSISTEN FARGETS			TIVE ERS	INTEN MOV			HOUS	EHOLD E	PARTY T	'YPE	
			LAGS (P/G12,	P/G14,	P/G16)	CN ST	TARGETS EVER		MOV	ERS FIRST	MOV AFTER	ERS FIRST	 DEM	HOUS	EHOLD I	REP	IND	
To -	otal	FI 1+/6	LAGS (2+/6	3+/6	P/G14, 4+/6	P/G16 5+/6) 6/6		TARGETS		MOV	ERS	MOV	ERS	 DEM 1					MIX
To - Base	otal 403							CN ST	TARGETS EVER		MOV 	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	MIX
-		1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
- Base	403	1+/6 396	2+/6 342	3+/6 283	4+/6 244	5+/6 198	6/6 142	 CN ST FAV 	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	88
Base FREQ/OCCAS	403 54 %	1+/6 396 54 %	2+/6 342 57 %	3+/6 283 61 %	4+/6 244 63 %	5+/6 198 62 %	6/6 142 62 %	CN ST FAV 97	FARGETS EVER UNFAV 52	SWING 254	MOV AFTER INFO 102	ERS FIRST LAST 115	MOV AFTER INFO 158	ERS FIRST LAST 182	1 113 54 %	DEM 2+ 67	REP 1 30 42%	REP 2+ 25	IND 1+ 80 46%	88 50%
Base FREQ/OCCAS Frequently	403 54% 19	1+/6 396 54% 19	2+/6 342 57% 20	3+/6 283 61% 23	4+/6 244 63% 24	5+/6 198 62% 19	6/6 142 62% 19	CN ST FAV 97 61% 26	FARGETS EVER UNFAV 52 43% 15	SWING 254 53% 18	MOV AFTER INFO 102 39% 13	FIRST LAST 115 40%	MOV AFTER INFO 158 50%	FIRST LAST 182 48% 17	1 113 54% 26	DEM 2+ 67 70% 19	REP 1 30 42% 15	REP 2+ 25 59% 26	IND 1+ 80 46% 15	 88 50% 14
Base FREQ/OCCAS Frequently Occasionally	403 54% 19 34	1+/6 396 54% 19 35	2+/6 342 57% 20 36 42 26	3+/6 283 61% 23 38	4+/6 244 63% 24 40 35 23	5+/6 198 62% 19 43	6/6 142 62% 19 42 37 26	CN ST FAV 97 61% 26 35	EVER UNFAV 52 43% 15 28	SWING 254 53% 18 35	MOV AFTER INFO 102 39% 13 26	FIRST LAST 115 40% 12 28 60 35	MOV AFTER INFO 158 50% 19 31 50 32	FIRST LAST 182 48% 17 31 52 31	1 113 54% 26 28	DEM 2+ 67 70% 19 51 30 19	REP 1 30 42% 15 27	REP 2+ 25 59% 26 33	IND 1+ 80 46% 15 31	88 50% 14 36 48 32
Base FREQ/OCCAS Frequently Occasionally RARELY/NEVER	403 54% 19 34 45	1+/6 396 54% 19 35 45	2+/6 342 57% 20 36	3+/6 283 61% 23 38	4+/6 244 63% 24 40 35	5+/6 198 62% 19 43 36	6/6 142 62% 19 42	CN ST FAV 97 61% 26 35	EVER UNFAV 52 43% 15 28	SWING 254 53% 18 35	MOV AFTER INFO 102 39% 13 26	FIRST LAST 115 40% 12 28	MOV AFTER INFO 158 50% 19 31	FIRST LAST 182 48% 17 31	1 113 54% 26 28 46	DEM 2+ 67 70% 19 51 30	REP 1 30 42% 15 27 58	REP 2+ 25 59% 26 33 41	IND 1+ 80 46% 15 31	50% 14 36
Base FREQ/OCCAS Frequently Occasionally RARELY/NEVER Rarely	403 54% 19 34 45 28	1+/6 396 54% 19 35 45 27	2+/6 342 57% 20 36 42 26	3+/6 283 61% 23 38 38	4+/6 244 63% 24 40 35 23	5+/6 198 62% 19 43 36 24	6/6 142 62% 19 42 37 26	CN ST FAV 97 61% 26 35 39 23	EVER UNFAV 52 43% 15 28 55 25	SWING 254 53% 18 35 46 30	MOV 	FIRST LAST 115 40% 12 28 60 35	MOV AFTER INFO 158 50% 19 31 50 32	FIRST LAST 182 48% 17 31 52 31	1 113 54% 26 28 46 28	DEM 2+ 67 70% 19 51 30 19	REP 1 30 42% 15 27 58 29	REP 2+ 25 59% 26 33 41 26	IND 1+ 80 46% 15 31 50 29	88 50% 14 36 48 32

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

		Qi CELL I		SONOM	Q1 IA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVOR <i>I</i>	ABILITY		Q 	5 SCAP(OSD FAV	ORABIL	ITY AF	rer inf	'O
To	otal	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		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
DK/NA	1	0	2	2	0	1	2	2	0	0	2	0	0	1	2	0	0	2	0	0
													Q14 C							
		Q11 :	SCAPOS	D FAVOR	ABILIT	Y AFTEF	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C				Q15 EDU	JCATION	r 	
			SCAPOSI						Q13 				~		 HS OR	SOME				
T	otal	Q11 STRNG FAV		D FAVOR SMWT UNFAV			R MESSA TOTAL UNFAV	CR/	Q13 	SEV/	TRAIL SEV/ YEAR	USE ALNVR NEVER	~		HS OR		Q15 EDU COLL GRAD	JCATION POST GRAD	NON COLL	
T(- Base		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 A	T HOME		SOME	COLL	POST	NON	COLL+ 209
- Base	otal 400	STRNG FAV 224	SMWT FAV 153	SMWT UNFAV 	STRNG UNFAV 	TOTAL FAV 	TOTAL UNFAV 	CR/ DK/NA 	1+/WK 129	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 49	YES 98	NO 296	LESS 65	SOME COLL 	COLL GRAD 	POST GRAD 83	NON COLL 	209
Base FREQ/OCCAS	otal 400 43 %	STRNG FAV 224	SMWT FAV 153 41%	SMWT UNFAV 7	STRNG UNFAV 9	TOTAL FAV 377	TOTAL UNFAV 16	CR/ DK/NA 7	1+/WK 129 47 %	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 49	YES 98	NO 296	LESS 65 38%	SOME COLL 115	COLL GRAD 126	POST GRAD 83	NON COLL 180	209 46 %
- Base FREQ/OCCAS Frequently	otal 400 43% 25	STRNG FAV 224 46% 24	SMWT FAV 153 41% 27	SMWT UNFAV 7 57% 27	STRNG UNFAV 9 33% 22	TOTAL FAV 377 44% 26	TOTAL UNFAV 16 43% 24	CR/ DK/NA 7 10%	1+/WK 129 47% 28	SEV/ MONTH 125 51% 28	SEV/ YEAR 91 39% 26	ALNVR NEVER 49 24% 11	YES 98 58% 39	NO 296 39% 21	LESS 65 38% 21	SOME COLL 115 44% 29	COLL GRAD 126 45% 28	POST GRAD 83 47% 21	NON COLL 180 42% 26	209 46% 25
Base FREQ/OCCAS	otal 400 43 %	STRNG FAV 224	SMWT FAV 153 41%	SMWT UNFAV 7	STRNG UNFAV 9	TOTAL FAV 377	TOTAL UNFAV 16	CR/ DK/NA 7	1+/WK 129 47 %	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 49	YES 98	NO 296	LESS 65 38%	SOME COLL 115	COLL GRAD 126	POST GRAD 83	NON COLL 180	209 46 %
Base FREQ/OCCAS Frequently Occasionally RARELY/NEVER	otal 400 43% 25 18	STRNG FAV 224 46% 24 21	SMWT FAV 153 41% 27 14	SMWT UNFAV 7 57% 27 30	STRNG UNFAV 9 33% 22 11	TOTAL FAV 377 44% 26 18 55	TOTAL UNFAV 16 43% 24 19 57	CR/ DK/NA 7 10% 10 0	1+/WK 129 47% 28 19	SEV/ MONTH 125 51% 28 22 48	SEV/ YEAR 91 39% 26 14	ALNVR NEVER 49 24% 11 14	YES 98 58% 39 19 42	NO 296 39% 21 18	LESS 65 38% 21 17	SOME COLL 115 44% 29 15	COLL GRAD 126 45% 28 17	POST GRAD 83 47% 21 26	NON COLL 180 42% 26 16 57	209 46% 25 21
Base FREQ/OCCAS Frequently Occasionally	otal 400 43% 25 18 56	STRNG FAV 224 46% 24 21 53	SMWT FAV 153 41% 27 14 58	SMWT UNFAV 7 57% 27 30 43 26	STRNG UNFAV 9 33% 22 11 67	TOTAL FAV 377 44% 26 18 55 11	TOTAL UNFAV 16 43% 24 19 57 11	CR/ DK/NA 7 10% 10 0	1+/WK 129 47% 28 19 52	SEV/ MONTH 125 51% 28 22 48 12	SEV/ YEAR 91 39% 26 14 60	ALNVR NEVER 49 24% 11 14 76 15	YES 98 58% 39 19 42 7	NO 296 39% 21 18 60 13	LESS 65 38% 21 17 62 8	SOME COLL 115 44% 29 15 55	COLL GRAD 126 45% 28 17 54	POST GRAD 83 47% 21 26 52 8	NON COLL 180 42% 26 16 57 10	209 46% 25 21 53
Base FREQ/OCCAS Frequently Occasionally RARELY/NEVER	otal 400 43% 25 18	STRNG FAV 224 46% 24 21	SMWT FAV 153 41% 27 14	SMWT UNFAV 7 57% 27 30	STRNG UNFAV 9 33% 22 11	TOTAL FAV 377 44% 26 18 55	TOTAL UNFAV 16 43% 24 19 57	CR/ DK/NA 7 10% 10 0	1+/WK 129 47% 28 19	SEV/ MONTH 125 51% 28 22 48	SEV/ YEAR 91 39% 26 14	ALNVR NEVER 49 24% 11 14	YES 98 58% 39 19 42	NO 296 39% 21 18	LESS 65 38% 21 17	SOME COLL 115 44% 29 15	COLL GRAD 126 45% 28 17	POST GRAD 83 47% 21 26	NON COLL 180 42% 26 16 57	209 46% 25 21
Base FREQ/OCCAS Frequently Occasionally RARELY/NEVER Rarely	otal 400 43% 25 18 56	STRNG FAV 224 46% 24 21 53	SMWT FAV 153 41% 27 14 58	SMWT UNFAV 7 57% 27 30 43 26	STRNG UNFAV 9 33% 22 11 67	TOTAL FAV 377 44% 26 18 55 11	TOTAL UNFAV 16 43% 24 19 57 11	CR/ DK/NA 7 10% 10 0	1+/WK 129 47% 28 19 52	SEV/ MONTH 125 51% 28 22 48 12	SEV/ YEAR 91 39% 26 14 60	ALNVR NEVER 49 24% 11 14 76 15	YES 98 58% 39 19 42 7	NO 296 39% 21 18 60 13	LESS 65 38% 21 17 62 8	SOME COLL 115 44% 29 15 55	COLL GRAD 126 45% 28 17 54	POST GRAD 83 47% 21 26 52 8	NON COLL 180 42% 26 16 57 10	209 46% 25 21 53

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		Q16	ETHNIC	CITY		~	NCOME		GEN	DER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN	18-29	30-39	40-49	50-54		60-64		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
						_	*DEW DE	ıa			D. 1. D	D 3.00					מ עשמע		_			
		(3ENDER	BY AGE		Ρ.	ARTY RE	i.G			PARTY	BY AGE				P.	ARII B	Y GENDE	R			
		MEN	JENDER MEN		 WOMEN	P.			DEM	DEM	NPP/O		REP	REP		DEM	ARII B NPP/O		K REP	REP		
			MEN 50+			DEM		REP	DEM 18-49	50+	NPP/O 18-49		REP 18-49	50+	MEN					WOMEN		
Base	Total 400	MEN	MEN	WOMEN	WOMEN						NPP/O	NPP/O				DEM	NPP/O	NPP/O	REP			
Base FREQ/OCCAS		MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	18-49	50+	NPP/O 18-49	NPP/O 50+	18-49	50+ 	MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN 	REP MEN	WOMEN		
	400	MEN 18-49 	MEN 50+ 	WOMEN 18-49 	WOMEN 50+ 142	DEM 212	NPP/O 108	REP 80	18-49 83	50+ 129	NPP/O 18-49 	NPP/O 50+ 	18-49 23	50+ 57	MEN 92	DEM WOMEN 	NPP/O MEN 	NPP/O WOMEN 	REP MEN 	WOMEN 43		
FREQ/OCCAS	400 43%	MEN 18-49 98	MEN 50+ 94	WOMEN 18-49 66	WOMEN 50+ 142 40%	DEM 212 43%	NPP/O 108 46%	REP 80 41 %	18-49 83 49 %	50+ 129 39 %	NPP/O 18-49 58	NPP/O 50+ 50	18-49 23 59 %	50+ 57 33 %	MEN 92 34 %	DEM WOMEN 120	NPP/O MEN 63	NPP/O WOMEN 45	REP MEN 37	WOMEN 43 41 %		
FREQ/OCCAS Frequently	400 43% 25	MEN 18-49 98 47% 27	MEN 50+ 94 30%	WOMEN 18-49 66 62% 43	WOMEN 50+ 142 40% 22	DEM 212 43% 26	NPP/O 108 46% 27	REP 80 41% 22	18-49 83 49 % 34	50+ 129 39 % 20	NPP/O 18-49 58 57% 34	NPP/O 50+ 50 33% 18	18-49 23 59 % 30	50+ 57 33 % 19	MEN 92 34 % 18	DEM WOMEN 120 49% 32	NPP/O MEN 63 46 % 29	NPP/O WOMEN 45 46% 24 22	REP MEN 37 40% 18	WOMEN 43 41 % 26		
FREQ/OCCAS Frequently Occasionally	400 43% 25 18	MEN 18-49 98 47% 27 21	MEN 50+ 94 30% 16 15	WOMEN 18-49 66 62% 43 18	WOMEN 50+ 142 40% 22 18	DEM 212 43% 26 17	NPP/O 108 46% 27 19	REP 80 41% 22 18	18-49 83 49% 34 15	50+ 129 39% 20 18	NPP/O 18-49 58 57% 34 23	NPP/O 50+ 50 33% 18 15	18-49 23 59% 30 29	50+ 57 33% 19 14	MEN 92 34% 18 16	DEM WOMEN 120 49% 32 18	NPP/O MEN 63 46% 29	NPP/O WOMEN 45 46% 24 22	REP MEN 37 40% 18 22	WOMEN 43 41% 26 15		
FREQ/OCCAS Frequently Occasionally RARELY/NEVER	400 43% 25 18	MEN 18-49 98 47% 27 21	MEN 50+ 94 30% 16 15	WOMEN 18-49 66 62% 43 18	WOMEN 50+ 142 40% 22 18	DEM 212 43% 26 17	NPP/O 108 46% 27 19	REP 80 41% 22 18	18-49 83 49% 34 15	50+ 129 39% 20 18	NPP/O 18-49 58 57% 34 23	NPP/O 50+ 50 33% 18 15	18-49 23 59% 30 29	50+ 57 33% 19 14 65	MEN 92 34% 18 16 64	DEM WOMEN 120 49% 32 18	NPP/O MEN 63 46% 29 17	NPP/O WOMEN 45 46% 24 22 54 12	REP MEN 37 40% 18 22 60	WOMEN 43 41% 26 15		
FREQ/OCCAS Frequently Occasionally RARELY/NEVER Rarely	400 43% 25 18 56	MEN 18-49 98 47% 27 21 53	MEN 50+ 94 30% 16 15 67 6	WOMEN 18-49 66 62% 43 18 37	WOMEN 50+ 142 40% 22 18 59	DEM 212 43% 26 17 56 12	NPP/O 108 46% 27 19 54 13	REP 80 41% 22 18 58 8	18-49 83 49% 34 15 50 14	50+ 129 39% 20 18 59	NPP/O 18-49 58 57% 34 23 43	NPP/O 50+ 50 33% 18 15 65	18-49 23 59% 30 29 41 5	50+ 57 33% 19 14 65 9	MEN 92 34% 18 16 64	DEM WOMEN 120 49% 32 18 49 13	NPP/O MEN 63 46% 29 17 53	NPP/O WOMEN 45 46% 24 22 54 12	REP MEN 37 40% 18 22 60 0	WOMEN 43 41% 26 15 57 14		

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

			PARI	ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPEI	RVISORS	;		
	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		
								COI	NSISTEN	ICY	POSI	TIVE	INTEN	SITY						
		F	LAGS (P/G12,	P/G14,	P/G16)		NSISTEN FARGETS		POSI MOV		INTEN MOV			HOUS	EHOLD :	PARTY T	YPE	
		F]	LAGS (P/G12,	P/G14,	P/G16)				MOV			ERS	 DEM	HOUS	SEHOLD :	PARTY I	ΓΥΡΕ IND	
	Total	F1 	LAGS ((P/G12, 	P/G14,	P/G16 5+/6) 6/6		FARGETS		MOV	ERS	MOV	ERS	 DEM 1			REP 2+	IND 1+	MIX
Base	Total 400							CN ST	FARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	MIX 94
Base	400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190	6/6 139	 CN ST FAV 	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	ERS FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	94
Base FREQ/OCCAS	400 43%	1+/6	2+/6	3+/6	4+/6 237 40 %	5+/6	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+ 25	IND 1+ 73 51 %	94 3 9 %
Base	400	1+/6 392 44 %	2+/6 333 44 %	3+/6 284 42 %	4+/6 237	5+/6 190 38%	6/6 139 36%	CN ST FAV 97	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	ERS FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114 38%	DEM 2+ 65	REP 1 30 29%	REP 2+ 25	IND 1+ 	94
Base FREQ/OCCAS Frequently	400 43% 25	1+/6 392 44% 26	2+/6 333 44 % 25	3+/6 284 42% 22	4+/6 237 40% 19	5+/6 190 38% 18	6/6 139 36% 15	CN ST FAV 97	EVER UNFAV 49 34% 22	SWING 254 43% 25	MOV AFTER INFO 110 41% 24	FIRST LAST 123 41% 24	MOV AFTER INFO 157 40% 23	FIRST LAST 177 42% 23	1 114 38% 22	DEM 2+ 65 50% 29	REP 1 30 29% 23	REP 2+ 25 55% 22	IND 1+ 73 51% 26	94 39% 27 12
Base FREQ/OCCAS Frequently Occasionally	400 43% 25 18	1+/6 392 44% 26 18	2+/6 333 44% 25 19	3+/6 284 42% 22 20	4+/6 237 40% 19 21	5+/6 190 38% 18 20	6/6 139 36% 15 22	CN ST FAV 97 49% 27 21	EVER UNFAV 49 34% 22 12	SWING 254 43% 25 18	MOV AFTER INFO 110 41% 24 17	FIRST LAST 123 41% 24 18	MOV AFTER INFO 157 40% 23 17	ERS FIRST LAST 177 42% 23 19	1 114 38% 22 16	DEM 2+ 65 50% 29 21	REP 1 30 29% 23 6	REP 2+ 25 55% 22 34	IND 1+ 73 51% 26 25	94 39% 27
Base FREQ/OCCAS Frequently Occasionally RARELY/NEVER	400 43% 25 18	1+/6 392 44% 26 18	2+/6 333 44 % 25 19	3+/6 284 42% 22 20	4+/6 237 40% 19 21	5+/6 190 38% 18 20 59	6/6 139 36% 15 22 60	CN ST FAV 97 49% 27 21 51	EVER UNFAV 49 34% 22 12	SWING 254 43% 25 18 55	MOV AFTER INFO 110 41% 24 17	FIRST LAST 123 41% 24 18	MOV AFTER INFO 157 40% 23 17	FIRST LAST 177 42% 23 19	1 114 38% 22 16 62	DEM 2+ 65 50% 29 21 45	REP 1 30 29% 23 6	REP 2+ 25 55% 22 34 45	IND 1+ 73 51% 26 25	94 39% 27 12
Base FREQ/OCCAS Frequently Occasionally RARELY/NEVER Rarely	400 43% 25 18 56	1+/6 392 44% 26 18 55	2+/6 333 44% 25 19 54	3+/6 284 42% 22 20 56 10	4+/6 237 40% 19 21 57	5+/6 190 38% 18 20 59	6/6 139 36% 15 22 60	CN ST FAV 97 49% 27 21 51	FARGETS EVER UNFAV 49 34% 22 12 66 6	SWING 254 43% 25 18 55 11	MOV AFTER INFO 110 41% 24 17 59	FIRST LAST 123 41% 24 18 59	MOV AFTER INFO 157 40% 23 17 60 9	FIRST LAST 177 42% 23 19 57 10	1 114 38% 22 16 62 15	DEM 2+ 65 50% 29 21 45 11	REP 1 30 29% 23 6	REP 2+ 25 55% 22 34 45 4	IND 1+ 73 51% 26 25 48 12	94 39% 27 12 60 5

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 PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVOR/	ABILITY		Q 	5 SCAP(OSD FAV	ORABIL	ITY AF	rer inf	0
Tota	YES	TOTAL NO	RIGHT DIREC		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 40	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	5 8	4	5	7	10	7	3	5	18	5	8	6	5	7	11	0	6	7	0
RARELY/NEVER 8	7 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 8	L 75	84	79	86	81	83	83	74	82	83	76	77	81	81	73	92	81	80	75
	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
												Q14 C	HLDRN						
	Q11	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	г номе			Q15 EDI	JCATION	I	
	STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
Tota		FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK	MONTH	YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	COLL	COLL+
Base 40	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%
	5 6	4	17	0	5	7	0	8	6	2	1	6	5	5	3	7	6	4	7
	5 6	5	0	12	6	7	0	8	4	7	2	9	5	9	4	5	8	6	6
RARELY/NEVER 8	7 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 8	L 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) 1	. 2																	

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	ETHNIC	CITY		Q17 I			GEN							AC						
מ	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K		\$90K- \$120K		MEN	WOMEN						60-64			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
				BY AGE			ARTY RE				PARTY							Y GENDE				
,	Total	MEN	MEN 50+	WOMEN 18-49		DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49		REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN		
		10-49		10-49					10-49		10-49		10-49					WOMEN		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		

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

			PARI	ENTS		PERMA ABSEI				CI				I	BOARD O	F SUPEI	RVISORS	} 		
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO			SANTA ROSA		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		
								COI	NSISTEN	ICY	POSI	TIVE	INTEN	SITY						
		F	LAGS	(P/G12,	P/G14,	, P/G16)		NSISTEN FARGETS		POSI MOV		INTEN			HOUS	SEHOLD	PARTY T	TYPE	
		F:	LAGS	(P/G12,	P/G14,	, P/G16)		FARGETS		MOV	ERS	MOV	ERS	 DEM					
	Total	F: 	LAGS (2+/6	(P/G12, 	P/G14,	, P/G16 5+/6	6/6		FARGETS EVER		MOV	ERS		ERS	 DEM 1	HOUS DEM 2+	SEHOLD REP 1	PARTY T REP 2+	TYPE IND 1+	MIX
Base	Total 400							CN ST	FARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	MIX 94
Base FREQ/OCCAS		1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	94
	400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190	6/6 139	CN ST FAV	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	ERS FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	
FREQ/OCCAS	400 11%	1+/6 392 11%	2+/6 333 11%	3+/6 284 8 %	4+/6 237 7 %	5+/6 190 7 %	6/6 139 6 %	CN ST FAV 97	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114 10 %	DEM 2+ 65	REP 1 30 7 %	REP 2+ 25	IND 1+ 73	94 9%
FREQ/OCCAS Frequently	400 11% 5	1+/6 392 11%	2+/6 333 11% 5	3+/6 284 8% 3	4+/6 237 7% 2	5+/6 190 7% 2	6/6 139 6%	CN ST FAV 97	EVER UNFAV 49 9% 2	SWING 254 11% 6	MOV AFTER INFO 110 14%	FIRST LAST 123 12%	MOV AFTER INFO 157 12% 6	FIRST LAST 177 11%	1 114 10% 7	DEM 2+ 65 16% 9	REP 1 30 7% 0	REP 2+ 25 6% 6	IND 1+ 73 12% 1	94 9% 5
FREQ/OCCAS Frequently Occasionally	400 11% 5	1+/6 392 11% 5	2+/6 333 11% 5	3+/6 284 8% 3 5	4+/6 237 7% 2 5	5+/6 190 7% 2 5	6/6 139 6% 1	CN ST FAV 97 12% 5	EVER UNFAV 49 9% 2 6	SWING 254 11% 6	MOV AFTER INFO 110 14% 7	FIRST LAST 123 12% 6 6	MOV AFTER INFO 157 12% 6 6	ERS FIRST LAST 177 11% 7 4	1 114 10% 7 3	DEM 2+ 65 16% 9 7	REP 1 30 7% 0 7	REP 2+ 25 6% 6	IND 1+ 73 12% 1	94 9% 5 5
FREQ/OCCAS Frequently Occasionally RARELY/NEVER	400 11% 5 6	1+/6 392 11% 5 6	2+/6 333 11% 5 5	3+/6 284 8% 3 5	4+/6 237 7% 2 5	5+/6 190 7% 2 5	6/6 139 6% 1 5	CN ST FAV 97 12% 5 7	EVER UNFAV 49 9% 2 6	SWING 254 11% 6 5	MOV AFTER INFO 110 14% 7 7	FIRST LAST 123 12% 6 6 6	MOV AFTER INFO 157 12% 6 6	FIRST LAST 177 11% 7 4	1 114 10% 7 3	DEM 2+ 65 16% 9 7	REP 1 30 7% 0 7	REP 2+ 25 6% 6 0	IND 1+ 73 12% 1 11	94 9% 5 5
FREQ/OCCAS Frequently Occasionally RARELY/NEVER Rarely	400 11% 5 6	1+/6 392 11% 5 6	2+/6 333 11% 5 5	3+/6 284 8% 3 5	4+/6 237 7% 2 5 90 7	5+/6 190 7% 2 5 90 6	6/6 139 6% 1 5	CN ST FAV 97 12% 57	FARGETS EVER UNFAV 49 9% 2 6 91	SWING 254 11% 65 86 5	MOV AFTER INFO 110 14% 7 7	FIRST LAST 123 12% 6 6 86 10	MOV AFTER INFO 157 12% 6 6 7	ERS FIRST LAST 177 11% 7 4	1 114 10% 7 3 88 8	DEM 2+ 65 16% 9 7 81 9	REP 1 30 7% 0 7	REP 2+ 25 6% 6 0 94 5	IND 1+ 73 12% 1 11 88	94 9% 5 5

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

		QZ CELL I		SONOM	Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVORA	ABILITY		Q 		OSD FAV	ORABIL	ITY AFT	TER INF	0
Tot	al	YES	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	100	160	240	261	86	53	138	122	19	5	260	25	115	215	145	20	11	360	31	9
FREQ/OCCAS	L 2 %	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
													Q14 C	HLDRN						
		Q11	SCAPOSI	FAVOR	RABILIT	Y AFTER	MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	r home			Q15 EDT	JCATION	·	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
Tot		FAV	FAV	UNFAV	UNFAV	FAV	UNFAV		1+/WK		YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	COLL	COLL+
Base	100	224	153	7	9	377	16	7	129	125	91	49	98	296	65	115	126	83	180	209
FREQ/OCCAS	L 2 %	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

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		Q16	ETHNIC	CITY			NCOME		GEN	IDER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K		\$90K- \$120K		MEN	WOMEN	18-29					60-64			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		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
				BY AGE			ARTY RE				PARTY							Y GENDE				
		MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	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		

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

			PARI	ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPEI	RVISORS	3		
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO		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		
								COI	NSISTEN	ICY	POSI	TIVE	INTEN	SITY						
		F	LAGS	P/G12,	P/G14,	P/G16)		NSISTEN FARGETS		POSI MOV		INTEN MOV			HOUS	EHOLD	PARTY I	TYPE	
		F.	LAGS	P/G12,	P/G14,	P/G16)				MOV			ERS	 DEM	HOUS	SEHOLD :	PARTY I	TYPE 	
	Total	F: 1	LAGS (3+/6	P/G14,	P/G16 5+/6	6/6		FARGETS		MOV	ERS	MOV	ERS	 DEM 1		REP 1	REP 2+	IND 1+	MIX
Base	Total 400							CN ST	FARGETS EVER	3	MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	MIX 94
Base FREQ/OCCAS		1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190	6/6 139	 CN ST FAV 	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	ERS FIRST LAST 123	MOV AFTER INFO 	ERS FIRST LAST 177	1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	94
FREQ/OCCAS	400 12 %	1+/6 392 12 %	2+/6 333 9 %	3+/6 284 8 %	4+/6 237 7 %	5+/6 190 4 %	6/6 139 2 %	CN ST FAV 97	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	ERS FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114 14 %	DEM 2+ 65	REP 1 30 4 %	REP 2+ 25	IND 1+ 73	94 11%
FREQ/OCCAS Frequently	 400 12% 5	1+/6 392 12% 5	2+/6 333 9% 4	3+/6 284 8% 3	4+/6 237 7% 3	5+/6 190 4% 2	6/6 139 2%	CN ST FAV 97	EVER UNFAV 49 6% 3	SWING 254 12%	MOV AFTER INFO 110	FIRST LAST 123 11% 6	MOV AFTER INFO 157 12% 7	FIRST LAST 177 11% 6	1 114 14% 5	DEM 2+ 65 10% 3	REP 1 30 4% 4	REP 2+ 25 4% 0	IND 1+ 73	94 11%
FREQ/OCCAS Frequently Occasionally	400 12% 5	1+/6 392 12% 5 86	2+/6 333 9% 4 6	3+/6 284 8% 3 5	4+/6 237 7% 3	5+/6 190 4% 2 2	6/6 139 2% 2	CN ST FAV 97 17% 4 13 82 8	EVER UNFAV 49 6% 3	SWING 254 12% 5	MOV AFTER INFO 110 11% 6	FIRST LAST 123 11% 6 5	MOV AFTER INFO 157 12% 7 6	ERS FIRST LAST 177 11% 6 5	1 114 14% 5 10	DEM 2+ 65 10% 3 7	REP 1 30 4% 4	REP 2+ 25 4% 0 4	IND 1+ 73 18% 8	94 11% 5 6
FREQ/OCCAS Frequently Occasionally RARELY/NEVER	400 12% 5 7	1+/6 392 12% 5 8	2+/6 333 9 % 4 6	3+/6 284 8% 3 5	4+/6 237 7% 3 4	5+/6 190 4% 2 2	6/6 139 2% 2 1	CN ST FAV 97 17% 4 13	EVER UNFAV 49 6% 3 2	SWING 254 12% 5 6	MOV AFTER INFO 110 11% 6 6	FIRST LAST 123 11% 6 5	MOV AFTER INFO 157 12% 7 6	FIRST LAST 177 11% 6 5	1 114 14% 5 10	DEM 2+ 65 10% 3 7 86	REP 1 30 4% 4 0	REP 2+ 25 4% 0 4	IND 1+ 73 18% 8 10	94 11% 5 6
FREQ/OCCAS Frequently Occasionally RARELY/NEVER Rarely	400 12% 5 7 86 8	1+/6 392 12% 5 86	2+/6 333 9% 4 6	3+/6 284 8% 3 5	4+/6 237 7% 3 4 91 6	5+/6 190 4% 2 2 2 94 6	6/6 139 2% 2 1 94 6	CN ST FAV 97 17% 4 13 82 8	FARGETS EVER UNFAV 49 6% 3 2 94 11	SWING 254 12% 56 86 7	MOV 	FIRST LAST 123 11% 65 89 6	MOV AFTER INFO 157 12% 7 6 86 5	FIRST LAST 177 11% 6 5 88 6	1 114 14% 5 10 85 8	DEM 2+ 65 10% 3 7 86 5	REP 1 30 4% 4 0 96 10	REP 2+ 25 4% 0 4 96 11	IND 1+ 73 18% 8 10 81	94 11% 5 6

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

	Q CELL	A PHONE	SONOM	Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AF	TER INF	'O
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		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		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		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
												Q14 C							
	Q11	SCAPOS:	D FAVOF	RABILIT	Y AFTEF	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 C				Q15 EDT	UCATION	I	
	Q11 	SCAPOS:		RABILIT				Q13				~		 HS OR	SOME				
Total			D FAVOR SMWT UNFAV			TOTAL	CR/	Q13 1+/WK	SEV/	TRAIL SEV/ YEAR	USE ALNVR NEVER	~		HS OR		Q15 EDT COLL GRAD	UCATION POST GRAD	NON NON	COLL+
Total Base 400	STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 A	Г НОМЕ		SOME	COLL	POST	NON	COLL+ 209
Base 400	STRNG FAV 224	SMWT FAV 153	SMWT UNFAV	STRNG UNFAV 	TOTAL FAV	TOTAL UNFAV 	CR/ DK/NA 	1+/WK 129	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 49	YES 98	NO 296	LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	209
Base 400 FREQ/OCCAS 13%	STRNG FAV 224	SMWT FAV	SMWT UNFAV 	STRNG UNFAV	TOTAL FAV 	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	<19 A	NO	LESS 65	SOME COLL 115	COLL GRAD 	POST GRAD 83	NON COLL 	209
Base 400 FREQ/OCCAS 13%	STRNG FAV 224 16%	SMWT FAV 153	SMWT UNFAV 7	STRNG UNFAV 9	TOTAL FAV 377	TOTAL UNFAV 16	CR/ DK/NA 7	1+/WK 129	SEV/ MONTH 125	SEV/ YEAR 91	ALNVR NEVER 49	YES 98	NO 296	LESS 65	SOME COLL 115	COLL GRAD 126	POST GRAD 83	NON COLL 180	209 14%
Base 400 FREQ/OCCAS Frequently 3	STRNG FAV 224 16% 3 12	SMWT FAV 153 11% 3	SMWT UNFAV 7 0% 0	STRNG UNFAV 9 11% 0	TOTAL FAV 377 14% 3	TOTAL UNFAV 16 6% 0	CR/ DK/NA 7 0%	1+/WK 129 18%	SEV/ MONTH 125 12% 3	SEV/ YEAR 91 13% 2	ALNVR NEVER 49 6% 0	YES 98	NO 296 11%	LESS 65 17% 4	SOME COLL 115 11% 4	COLL GRAD 126 14%	POST GRAD 83 13% 3	NON COLL 180 13% 4	209 14% 2
Base 400 FREQ/OCCAS 13% Frequently 3 Occasionally 10	STRNG FAV 224 16% 3 12	SMWT FAV 153 11% 3	SMWT UNFAV 7 0% 0	STRNG UNFAV 9 11% 0	TOTAL FAV 377 14% 3	TOTAL UNFAV 16 6% 0 6	CR/ DK/NA 7 7 0% 0	1+/WK 129 18% 5	SEV/ MONTH 125 12% 3	SEV/ YEAR 91 13% 2	ALNVR NEVER 49 6% 0 6	YES 98 20% 4 16	NO 296 11% 2 9	LESS 65 17% 4	SOME COLL 115 11% 4	COLL GRAD 126 14% 1	POST GRAD 83 13% 3	NON COLL 180 13% 4	209 14% 2 12
Base 400 FREQ/OCCAS Frequently 3 Occasionally 10 RARELY/NEVER 85	STRNG FAV 224 16% 3 12 84	SMWT FAV 153 11% 3 86	SMWT UNFAV 7 0% 0 0	STRNG UNFAV 9 11% 0 11	TOTAL FAV 377 14% 3 11 85	TOTAL UNFAV 16 6% 0 6	CR/ DK/NA 7 7 0% 0	1+/WK 129 18% 5 13	SEV/ MONTH 125 12% 3 9	SEV/ YEAR 91 13% 2 10	ALNVR NEVER 49 6% 0 6	YES 98 20% 4 16 79	NO 296 11% 2 9	LESS 65 17% 4 13	SOME COLL 115 11% 4 7	COLL GRAD 126 14% 1 13	POST GRAD 83 13% 3 10 85	NON COLL 180 13% 4 9	209 14% 2 12 85
Base 400 FREQ/OCCAS 13% Frequently 3 Occasionally 10 RARELY/NEVER 85 Rarely 15	STRNG FAV 224 16% 3 12 84 14 69	SMWT FAV 153 11% 3 8 86 15	SMWT UNFAV 7 0% 0 0	STRNG UNFAV 9 11% 0 11 89 21	TOTAL FAV 377 14% 3 11 85	TOTAL UNFAV 16 6% 0 6	CR/ DK/NA 7 7 0% 0 0	1+/WK 129 18% 5 13 81 21	SEV/ MONTH 125 12% 3 9	SEV/ YEAR 91 13% 2 10	ALNVR NEVER 49 6% 0 6	YES 98 20% 4 16 79 15	NO 296 11% 2 9 88 16	LESS 65 17% 4 13 83 12	SOME COLL 115 11% 4 7	COLL GRAD 126 14% 1 13	POST GRAD 83 13% 3 10 85 19	NON COLL 180 13% 4 9	209 14% 2 12 85 16

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	ETHNIC	CITY		~	NCOME		GEN	DER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN	18-29	30-39		50-54		60-64		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			ARTY RE	G			PARTY	BY AGE						Y GENDE				
	Total	MEN	GENDER MEN 50+		 WOMEN 50+	P. DEM		G REP	DEM 18-49	DEM 50+	PARTY : NPP/O 18-49		REP 18-49	REP 50+	DEM MEN					REP		
Base	Total 400	MEN	MEN	WOMEN	WOMEN						NPP/O	NPP/O	REP			DEM	NPP/O	NPP/O	REP	REP		
Base FREQ/OCCAS		MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	18-49	50+	NPP/O 18-49	NPP/O 50+	REP 18-49	50+ 	MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN 	REP MEN	REP WOMEN 43		
	400	MEN 18-49 98	MEN 50+ 	WOMEN 18-49 	WOMEN 50+ 142	DEM 212	NPP/O 108	REP 80	18-49 83	50+ 129	NPP/O 18-49 	NPP/O 50+ 	REP 18-49 23	50+ 57	MEN 92	DEM WOMEN 	NPP/O MEN 	NPP/O WOMEN 	REP MEN 	REP WOMEN 43		
FREQ/OCCAS	400 13%	MEN 18-49 98	MEN 50+ 94	WOMEN 18-49 	WOMEN 50+ 142 7 %	DEM 212 17 %	NPP/O 108	REP 80	18-49 83 29 %	50+ 129 9 %	NPP/O 18-49 	NPP/O 50+ 	REP 18-49 23	50+ 57 8 %	MEN 92	DEM WOMEN 	NPP/O MEN 63	NPP/O WOMEN 45	REP MEN 37	REP WOMEN 43		
FREQ/OCCAS Frequently	400 13% 3	MEN 18-49 98 12%	MEN 50+ 94 12% 3	WOMEN 18-49 66 31% 7	WOMEN 50+ 142 7% 2	DEM 212 17%	NPP/O 108 11% 3	REP 80 7% 2	18-49 83 29 % 5	50+ 129 9% 2	NPP/O 18-49 58 11%	NPP/O 50+ 50 11% 4	REP 18-49 23 5% 0	50+ 57 8% 3	MEN 92 13% 1	DEM WOMEN 120 20% 4	NPP/O MEN 63 14%	NPP/O WOMEN 45 7% 1 6	REP MEN 37 5% 0	REP WOMEN 43 8% 4 4		
FREQ/OCCAS Frequently Occasionally	400 13% 3	MEN 18-49 98 12% 1	MEN 50+ 94 12% 3	WOMEN 18-49 66 31% 7 24	WOMEN 50+ 142 7% 2 5	DEM 212 17% 3 14	NPP/O 108 11% 3	REP 80 7% 2 5	18-49 83 29% 5 24	50+ 129 9% 2	NPP/O 18-49 58 11% 1	NPP/O 50+ 50 11% 4	REP 18-49 23 5% 0 5	50+ 57 8% 3 5	MEN 92 13% 1	DEM WOMEN 120 20% 4 15	NPP/O MEN 63 14% 3	NPP/O WOMEN 45 7% 1 6	REP MEN 37 5% 0 5	REP WOMEN 43 8% 4 4		
FREQ/OCCAS Frequently Occasionally RARELY/NEVER	400 13% 3 10	MEN 18-49 98 12% 1 11	MEN 50+ 94 12% 3 9	WOMEN 18-49 66 31% 7 24	WOMEN 50+ 142 7% 2 5	DEM 212 17% 3 14 81	NPP/O 108 11% 3 8	REP 80 7% 2 5	18-49 83 29% 5 24	50+ 129 9% 2 7	NPP/O 18-49 58 11% 1 10	NPP/O 50+ 50 11% 4 7	REP 18-49 23 5% 0 5	50+ 57 8% 3 5	MEN 92 13% 1 11	DEM WOMEN 120 20% 4 15	NPP/O MEN 63 14% 3 10	NPP/O WOMEN 45 7% 1 6	REP MEN 37 5% 0 5	REP WOMEN 43 8% 4 4 90 16		
FREQ/OCCAS Frequently Occasionally RARELY/NEVER Rarely	400 13% 3 10 85 15	MEN 18-49 98 12% 1 11 88 21	MEN 50+ 94 12% 3 9	WOMEN 18-49 66 31% 7 24 68 20	WOMEN 50+ 142 7% 2 5 91 14	DEM 212 17% 3 14 81 12	NPP/O 108 11% 3 8	REP 80 7% 2 5	18-49 83 29% 5 24 69 16	50+ 129 9% 2 7	NPP/O 18-49 58 11% 1 10 89 27	NPP/O 50+ 50 11% 4 7	REP 18-49 23 5% 0 5	50+ 57 8% 3 5 91 16	MEN 92 13% 1 11 84 12	DEM WOMEN 120 20% 4 15 78 13	NPP/O MEN 63 14% 3 10	NPP/O WOMEN 45 7% 1 6	REP MEN 37 5% 0 5	REP WOMEN 43 8% 4 4 90 16		

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

			PARI	ENTS		PERMA ABSE				CI	TY			E	BOARD O	F SUPEI	RVISORS	3		
	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		
		F	LAGS	(P/G12,	P/G14,	, P/G16)		NSISTEN FARGETS		POSI MOV	TIVE	INTEI MOV			HOUS	EHOLD :	PARTY I	「YPE	
		F.	LAGS	(P/G12,	P/G14,	, P/G16)		FARGETS		MOV	ERS	MOV	ERS	 DEM					
	Total	F: 1	LAGS	(P/G12,	P/G14,	, P/G16 5+/6	6/6				MOV			ERS	 DEM 1	HOUS DEM 2+	SEHOLD : REP	PARTY T REP 2+	TYPE IND 1+	MIX
Base	Total 400							CN ST	FARGETS EVER	3	MOV 	ERS FIRST	MOV AFTER	ERS FIRST		DEM		REP	IND	MIX 94
Base FREQ/OCCAS		1+/6	2+/6	3+/6	4+/6 237	5+/6	6/6	CN ST	FARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
	400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190	6/6 139	 CN ST FAV 97	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 	ERS FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	94
FREQ/OCCAS	400 13%	1+/6 392 14 %	2+/6 333 14 %	3+/6 284 11%	4+/6 237 11%	5+/6 190 11 %	6/6 139 11%	 CN ST FAV 97	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 177	1 114 21 %	DEM 2+ 65	REP 1 30 8%	REP 2+ 25	IND 1+ 73	94 9 %
FREQ/OCCAS Frequently	400 13% 3	1+/6 392 14%	2+/6 333 14%	3+/6 284 11%	4+/6 237 11%	5+/6 190 11%	6/6 139 11% 2	CN ST FAV 97	FARGETS EVER UNFAV 49 6%	SWING 254 12% 3	MOV AFTER INFO 110 11%	FIRST LAST 123	MOV AFTER INFO 157 10%	FIRST LAST 177 11% 2	1 114 21% 3	DEM 2+ 65 14% 5	REP 1 30 8%	REP 2+ 25 6% 3	IND 1+ 73 10% 2	94 9% 2
FREQ/OCCAS Frequently Occasionally	400 13% 3 10	1+/6 392 14% 3	2+/6 333 14% 3 11	3+/6 284 11% 1	4+/6 237 11% 1 10	5+/6 190 11% 1	6/6 139 11% 2	CN ST FAV 97 19% 4	EVER UNFAV 49 6% 0	SWING 254 12% 3	MOV AFTER INFO 110 11% 1	FIRST LAST 123 12% 2 10	MOV AFTER INFO 157 10% 1	FIRST LAST 177 11% 2 9	1 114 21% 3 19	DEM 2+ 65 14% 5 9	REP 1 30 8% 4 4	REP 2+ 25 6% 3 3	IND 1+ 73 10% 2 8	94 98 2 7
FREQ/OCCAS Frequently Occasionally RARELY/NEVER	400 13% 3 10	1+/6 392 14% 3 11	2+/6 333 14% 3 11	3+/6 284 11% 1 10	4+/6 237 11% 1 10 86 12	5+/6 190 11% 1 10	6/6 139 11% 2 9	CN ST FAV 97 19% 4 15	EVER UNFAV 49 6% 0 6	SWING 254 12% 3 9	MOV AFTER INFO 110 11% 1 10	FIRST LAST 123 12% 2 10	MOV AFTER INFO 157 10% 1 9	FIRST LAST 177 11% 2 9	1 114 21% 3 19 78	DEM 2+ 65 14% 5 9	REP 1 30 8% 4 4	REP 2+ 25 6% 3 3 91	IND 1+ 73 10% 2 8	94 9% 2 7
FREQ/OCCAS Frequently Occasionally RARELY/NEVER Rarely	400 13% 3 10 85	1+/6 392 14% 3 11 85	2+/6 333 14% 3 11 84 14	3+/6 284 11% 1 10 87	4+/6 237 11% 1 10 86 12 74	5+/6 190 11% 1 10 86 11	6/6 139 11% 2 9	 CN ST FAV 97 19% 4 15	FARGETS EVER UNFAV 49 6% 0 6 94	SWING 254 12%	MOV AFTER INFO 110 11% 1 10 88 15	FERS FIRST LAST 123 12% 2 10 87 13	MOV AFTER INFO 157 10% 1 9	FIRST LAST 177 11% 2 9 88 15	1 114 21% 3 19 78 13	DEM 2+ 65 14% 5 9 82 11	REP 1 30 8% 4 4 4 92 19	REP 2+ 25 6% 3 3 91 8	IND 1+ 73 10% 2 8 89 22	94 9% 2 7 88 16

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

		QZ CELL I		SONON	Q1 MA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVOR <i>i</i>	ABILITY		Q 		OSD FAV	ORABIL	ITY AF	TER INF	'O
Tot		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
	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
													Q14 C							
		Q11	SCAPOS!	D FAVOF	RABILIT	Y AFTEI	MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	Γ HOME			Q15 EDT	JCATION	I 	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR			HS OR	SOME	COLL	POST	NON	
Tot	cal	FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA	1+/WK		YEAR	NEVER	YES	NO	LESS	COLL	GRAD	GRAD	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					4.0		2.0	1.0		_	1.0	2.4	9	17	26	18	1.0	•		1.0
Nevel	15	14	15	18	49	14	36	19	11	9	19	34	9	1/	26	18	10	9	21	10
DK/NA	15 1	14	15 1	18 0	49 0	14 1	0	19 12	0	9 0	19	0	0	0	0	0	0	9 0	21 0	0

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	ETHNIC	CITY		Q17 I			GEN	DER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K		\$90K- \$120K		MEN	WOMEN		30-39	40-49		55-59			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
				BY AGE			ARTY RE				PARTY							Y GENDE				
		MEN	MEN		WOMEN				DEM	DEM		NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total	18-49	50+	18-49	50+	DEM	NPP/O	REP	18-49	50+	18-49	50+	18-49	50+	MEN	WOMEN	MEN	WOMEN	MEN	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			_		0	8	13	10	12	6	18	8	5	11	9	8	9	19	12	8		
	10	13	6	13	9	O	13			-										Ü		
Never	10 15	13 13	6 18	5	20	11	19	22	7	13	15	24	4	29	11	10	20	18	19	24		
												24	4 0	29 0	11 1	10 2	20 0					

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

			PARI	ENTS		PERMA ABSEI				CI	TY			F	BOARD O	F SUPER	RVISORS	l 		
	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		
								COI	NSISTEN	ICY	POSI	TIVE	INTEN	ISITY						
		F			P/G14,				FARGETS	;		TIVE	INTEN MOV			HOUS	EHOLD	PARTY I		
		F]			P/G14,				FARGETS		MOV	ERS	MOV	ERS	 DEM					
	Total	FI 							FARGETS EVER	;	MOV			ERS	 DEM 1	HOUS DEM 2+	EHOLD : REP 1	REP 2+	IND 1+	MIX
Base	Total 400							CN ST	FARGETS EVER		MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	DEM	DEM	REP	REP	IND	
	400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190	6/6 139	 CN ST FAV 	FARGETS EVER UNFAV 49	SWING 254	MOV AFTER INFO 110	ERS FIRST LAST 123	MOV AFTER INFO 157	ERS FIRST LAST 	DEM 1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	MIX 94
FREQ/OCCAS	400 74 %	1+/6 392 75 %	2+/6 333 76%	3+/6 284 77 %	4+/6 237 77 %	5+/6 190 78 %	6/6 139 76 %	CN ST FAV 97	TARGETS EVER UNFAV 49 71%	SWING 254 71%	MOV AFTER INFO 110	FIRST LAST 123	MOV. AFTER INFO 157	ERS FIRST LAST 177	DEM 1 114 81 %	DEM 2+ 65	REP 1 30 65 %	REP 2+ 25	IND 1+ 73	MIX 94 74 %
FREQ/OCCAS Frequently	 400 74% 47	1+/6 392 75% 48	2+/6 333 76% 50	3+/6 284 77% 53	4+/6 237 77% 55	5+/6 190 78% 60	6/6 139 76% 60	CN ST FAV 97	EVER UNFAV 49 71% 45	SWING 254 71% 41	MOV AFTER INFO 110 68% 40	FIRST LAST 123 69% 40	MOV. 	FIRST LAST 177 68% 39	DEM 1 114 81% 49	DEM 2+ 65 78% 54	REP 1 30 65 % 44	REP 2+ 25 69 % 52	IND 1+ 73 65% 42	MIX 94 74 % 44
FREQ/OCCAS	400 74 %	1+/6 392 75 %	2+/6 333 76%	3+/6 284 77 %	4+/6 237 77 %	5+/6 190 78 %	6/6 139 76 %	CN ST FAV 97	TARGETS EVER UNFAV 49 71%	SWING 254 71%	MOV AFTER INFO 110	FIRST LAST 123	MOV. AFTER INFO 157	ERS FIRST LAST 177	DEM 1 114 81 %	DEM 2+ 65	REP 1 30 65 %	REP 2+ 25	IND 1+ 73	MIX 94 74 %
FREQ/OCCAS Frequently	 400 74% 47	1+/6 392 75% 48	2+/6 333 76% 50	3+/6 284 77% 53	4+/6 237 77% 55	5+/6 190 78% 60	6/6 139 76% 60	CN ST FAV 97	EVER UNFAV 49 71% 45	SWING 254 71% 41	MOV AFTER INFO 110 68% 40	FIRST LAST 123 69% 40	MOV. 	FIRST LAST 177 68% 39	DEM 1 114 81% 49	DEM 2+ 65 78% 54	REP 1 30 65 % 44	REP 2+ 25 69 % 52	IND 1+ 73 65% 42	MIX 94 74 % 44
FREQ/OCCAS Frequently Occasionally	400 74% 47 27	1+/6 392 75% 48 27	2+/6 333 76% 50 26	3+/6 284 77% 53 24	4+/6 237 77% 55 22	5+/6 190 78% 60 19	6/6 139 76% 60 16	CN ST FAV 97 85% 64 21	FARGETS EVER UNFAV 49 71% 45 27	SWING 254 71% 41 29	MOV AFTER INFO 110 68% 40 28	FIRST LAST 123 69% 40 29	MOV AFTER INFO 157 65% 37 28	FIRST LAST 177 68% 39 29	DEM 1 114 81% 49 32	DEM 2+ 65 78% 54 24	REP 1 30 65% 44 21	REP 2+ 25 69% 52 18	IND 1+ 73 65% 42 22	MIX 94 74% 44 31
FREQ/OCCAS Frequently Occasionally RARELY/NEVER	400 74% 47 27	1+/6 392 75% 48 27	2+/6 333 76% 50 26	3+/6 284 77% 53 24	4+/6 237 77% 55 22 21	5+/6 190 78% 60 19 20	6/6 139 76% 60 16	CN ST FAV 97 85% 64 21 15	TARGETS EVER UNFAV 49 71% 45 27	SWING 254 71% 41 29 28	MOV AFTER INFO 110 68% 40 28	FIRST LAST 123 69% 40 29	MOV AFTER INFO 157 65% 37 28	FIRST LAST 177 68% 39 29	DEM 1 114 81% 49 32 19	DEM 2+ 65 78% 54 24 19	REP 1 30 65% 44 21 35	REP 2+ 25 69% 52 18 31	IND 1+ 73 65% 42 22	MIX 94 74% 44 31 24
FREQ/OCCAS Frequently Occasionally RARELY/NEVER Rarely	400 74% 47 27 25 10	1+/6 392 75% 48 27 25	2+/6 333 76% 50 26 23 8	3+/6 284 77% 53 24 22 6	4+/6 237 77% 55 22 21 5	5+/6 190 78% 60 19 20 4	6/6 139 76% 60 16 22	CN ST FAV 97 85% 64 21 15	TARGETS EVER UNFAV 49 71% 45 27 29 5	SWING 254 71% 41 29 28 11	MOV AFTER INFO 110 68% 40 28 32 12	FERS FIRST LAST 123 69% 40 29 31 12	MOV AFTER INFO 157 65% 37 28 34 12	FIRST LAST 177 68% 39 29 31	DEM 1 114 81% 49 32 19 5	DEM 2+ 65 78% 54 24 19 12	REP 1 30 65% 44 21 35 12	REP 2+ 25 69% 52 18 31 5	IND 1+ 73 65% 42 22 35 16	MIX 94 74% 44 31 24 10

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

		Q. CELL		SONOM	Q1 IA DIRE	CTION		Q2A IN:	ITIAL S	CAPOSD	FAVORA	BILITY		Q 		OSD FAV	ORABIL	ITY AFT	TER INF	0
	Total	YES	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
													Q14 C							
		Q11	SCAPOSI	D FAVOR	ABILIT	Y AFTER	RMESSA	GING	013	SONOMA	TRAIL	USE	<19 AT	T HOME			015 FDI	JCATION	ſ	
		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	 CR/			SEV/	ALNVR			HS OR	SOME		POST	NON	
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA		SEV/	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS		COLL GRAD	POST GRAD	NON COLL	COLL+
Base										SEV/			YES 	NO 296		SOME	COLL	POST		COLL+ 209
Base	Total 400	FAV 224	FAV	UNFAV 7	UNFAV 9	FAV 377	UNFAV 16	DK/NA	1+/WK 129	SEV/ MONTH	YEAR 91	NEVER	98		LESS 65	SOME COLL 	COLL GRAD 	POST GRAD	COLL	209
Base FREQ/OCCAS	Total	FAV	FAV 153	UNFAV	UNFAV	FAV	UNFAV	DK/NA 7	1+/WK	SEV/ MONTH 125	YEAR	NEVER 49		296	LESS	SOME COLL	COLL GRAD	POST GRAD 	COLL 180	
Base	Total 400 26 %	FAV 224 32 %	FAV 153 19 %	UNFAV 7 40%	UNFAV 9	FAV 377 27 %	UNFAV 16 23%	DK/NA 7	1+/WK 129	SEV/ MONTH 125	YEAR 91 19 %	NEVER 49 15%	98 27 %	296 26 %	LESS 65 19%	SOME COLL 115	COLL GRAD 126	POST GRAD 83	COLL 180 21 %	209 31 %
Base FREQ/OCCAS Frequently	Total 400 26% 9	FAV 224 32% 11	FAV 153 19% 5	UNFAV 7 40 % 17	UNFAV 9 9 9% 9	FAV 377 27% 9	UNFAV 16 23% 13	DK/NA 7 11% 11	1+/WK 129 33% 10	SEV/ MONTH 125 30% 10	YEAR 91 19% 6	NEVER 49 15% 9	98 27% 9	296 26% 9	LESS 65 19% 8	SOME COLL 115 22% 6	COLL GRAD 126 28% 11	POST GRAD 83 35% 9	COLL 180 21% 7	209 31% 10
Base FREQ/OCCAS Frequently Occasionally	Total 400 26% 9 18	FAV 224 32% 11 21	FAV 153 19% 5	UNFAV 7 40% 17 24	UNFAV 9 9 9% 9	FAV 377 27% 9 18	UNFAV 16 23% 13 10	DK/NA 7 11% 11 0	1+/WK 129 33% 10 23	SEV/ MONTH 125 30% 10 20	YEAR 91 19% 6 14	NEVER 49 15% 9 5	98 27% 9 18	296 26% 9 17	LESS 65 19% 8 11	SOME COLL 115 22% 6 15	COLL GRAD 126 28% 11	POST GRAD 83 35% 9 25	COLL 180 21% 7 14	209 31% 10 20
Base FREQ/OCCAS Frequently Occasionally RARELY/NEVER	Total 400 26% 9 18 73	FAV 224 32% 11 21 68	FAV 153 19% 5 14	UNFAV 7 40% 17 24 60	UNFAV 9 9 9% 9 0	FAV 377 27% 9 18	UNFAV 16 23% 13 10	DK/NA 7 11% 11 0	1+/WK 129 33% 10 23	SEV/ MONTH 125 30% 10 20	YEAR 91 19% 6 14 81	NEVER 49 15% 9 5	98 27% 9 18	296 26% 9 17	LESS 65 19% 8 11	SOME COLL 115 22% 6 15	COLL GRAD 126 28% 11 17	POST GRAD 83 35% 9 25	COLL 180 21% 7 14	209 31% 10 20
Base FREQ/OCCAS Frequently Occasionally RARELY/NEVER Rarely	Total 400 26% 9 18 73 17	FAV 224 32% 11 21 68 17	FAV 153 19% 5 14 79 16	UNFAV 7 40% 17 24 60 41	UNFAV 9 9 9% 9 0 0 91 12	FAV 377 27% 9 18 73	UNFAV 16 23% 13 10 77 24	DK/NA 7 11% 11 0 78 0	1+/WK 129 33% 10 23 67	SEV/ MONTH 125 30% 10 20 70 18	YEAR 91 19% 6 14 81 15	NEVER 49 15% 9 5 83 11	98 27% 9 18 73	296 26% 9 17 74 17	LESS 65 19% 8 11 81 14	SOME COLL 115 22% 6 15 78 14	COLL GRAD 126 28% 11 17 72 24	POST GRAD 83 35% 9 25 65 14	COLL 180 21% 7 14 79 14	209 31% 10 20 69 20

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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K		\$120K +	MEN	WOMEN	18-29	30-39	40-49		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 Frequently Occasionally	26% 9 18	27% 9 18	27% 9 18	26% 7 19	24% 9 15	25% 6 19	30% 7 23	30% 12 17	27 % 8 19	25% 9 16	27 % 4 23	25% 9 16	34% 9 25	21% 10 12	19 % 9 10	25 % 11 14	26% 5 21	29 % 14 15	28% 7 21	25 % 10 15	22% 10 12	27% 9 18
RARELY/NEVER Rarely Never	73 17 56	73 16 57	73 17 56	74 16 58	76 19 58	75 16 59	70 14 55	70 18 52	72 17 55	74 16 58	73 24 49	73 21 52	66 16 50	75 15 60	81 9 71	75 20 55	73 16 57	69 9 60	71 21 50	74 14 60	77 15 62	71 13 58
DK/NA DK/NA	1 1	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 1	1 1	0 0	2 2	0 0	3 3	0 0	0 0	1 1	2 2	1 1	1 1	1 1	1 1
		(GENDER	BY AGE			ARTY RE				PARTY							GENDE:				
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+		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 Frequently Occasionally	26% 9 18	24% 7 17	31% 9 22	35% 7 28	21% 10 11	31% 10 21	25% 8 17	14 % 6 8	37 % 12 26	28% 9 18	25 % 4 21	26% 13 13	5% 0 5	18% 8 10	33% 10 23	30% 10 20	27% 7 21	22% 10 12	13 % 5 8	15% 7 9		
RARELY/NEVER Rarely Never	73 17 56	76 19 57	68 15 52	63 23 41	78 13 65	67 16 51	75 19 56	85 16 69	61 15 47	71 17 54	75 24 52	74 13 62	95 35 60	81 9 72	66 16 50	68 16 52	73 15 57	78 23 55	85 23 62	85 10 74		
DK/NA DK/NA	1 1	0 0	2 2	2 2	1 1	1 1	0 0	1 1	1 1	1 1	0 0	0 0	0 0	2 2	1 1	2 2	0 0	0 0	2 2	0 0		

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

			PARI	ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPER	RVISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN	YES	NO	PETAL UMA	RHONT	SANTA ROSA	WIND	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		
									NSISTEN		POSI		INTE							
		E-1										TD C								
			LAGS (P/G12,	P/G14,	. P/G16)		TARGETS		MOV	ERS	MOV	ERS		HOUS	EHOLD 1	PARTY T	YPE	
								CN ST	EVER		AFTER	FIRST	AFTER	FIRST	DEM	DEM	REP	REP	IND	
	Total	1+/6	2+/6	3+/6	P/G14, 4+/6	5+/6) 6/6 								 DEM 1					MIX
Base	Total 400							CN ST	EVER		AFTER	FIRST	AFTER	FIRST		DEM	REP	REP	IND	
Base FREQ/OCCAS		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	1	DEM 2+	REP 1	REP 2+	IND 1+	
	400	1+/6 392	2+/6 333	3+/6 284	4+/6 237	5+/6 190	6/6 139	CN ST FAV 	EVER UNFAV 49	SWING	AFTER INFO 110	FIRST LAST 123	AFTER INFO 157	FIRST LAST 177	1 114	DEM 2+ 	REP 1 	REP 2+ 25	IND 1+ 	94
FREQ/OCCAS	400 26 %	1+/6 392 26 %	2+/6 333 26 %	3+/6 284 24 %	4+/6 237 24 %	5+/6 190 25 %	6/6 139 24 %	CN ST FAV 97	EVER UNFAV 49	SWING 254 25%	AFTER INFO 110	FIRST LAST 123	AFTER INFO 157	FIRST LAST 177	1 114 40 %	DEM 2+ 65	REP 1 30 7 %	REP 2+ 25	IND 1+ 73 28%	94 15 %
FREQ/OCCAS Frequently	400 26% 9	1+/6 392 26% 9	2+/6 333 26% 9	3+/6 284 24% 8	4+/6 237 24% 8 17	5+/6 190 25% 8	6/6 139 24% 9	CN ST FAV 97 34% 12	EVER UNFAV 49 17% 7	SWING 254 25% 8	AFTER INFO 110 25% 11	FIRST LAST 123 24% 10	AFTER INFO 157 25% 8	FIRST LAST 177 26% 9	1 114 40% 16	DEM 2+ 65 24% 4	REP 1 30 7% 7	REP 2+ 25 26% 7	IND 1+ 73 28% 8	94 1 5 % 5
FREQ/OCCAS Frequently Occasionally	400 26% 9	1+/6 392 26% 9	2+/6 333 26% 9	3+/6 284 24% 8 16	4+/6 237 24% 8 17	5+/6 190 25% 8 17	6/6 139 24% 9	CN ST FAV 97 34% 12 22	EVER UNFAV 49 17% 7	SWING 254 25% 8 17	AFTER INFO 110 25% 11 14	FIRST LAST 123 24% 10 14	AFTER INFO 157 25% 8 17	FIRST LAST 177 26% 9	1 114 40% 16 25	DEM 2+ 65 24% 4 20	REP 1 30 7% 7 0	REP 2+ 25 26% 7 19	IND 1+ 73 28% 8 21	94 15% 5 10
FREQ/OCCAS Frequently Occasionally RARELY/NEVER	400 26% 9 18	1+/6 392 26% 9 18	2+/6 333 26% 9 17	3+/6 284 24% 8 16	4+/6 237 24% 8 17	5+/6 190 25% 8 17	6/6 139 24% 9 15	CN ST FAV 97 34% 12 22	EVER UNFAV 49 17% 7 10	SWING 254 25% 8 17 73	AFTER INFO 110 25% 11 14 74	FIRST LAST 123 24% 10 14	AFTER INFO 157 25% 8 17 74	FIRST LAST 177 26% 9 17	1 114 40% 16 25 60	DEM 2+ 65 24% 4 20 73	REP 1 30 7% 7 0	REP 2+ 25 26% 7 19 74	IND 1+ 73 28% 8 21	94 15% 5 10
FREQ/OCCAS Frequently Occasionally RARELY/NEVER Rarely	400 26% 9 18 73	1+/6 392 26% 9 18 73	2+/6 333 26% 9 17 73 16	3+/6 284 24% 8 16 74	4+/6 237 24% 8 17 74 15	5+/6 190 25% 8 17 73	6/6 139 24% 9 15 73	CN ST FAV 97 34% 12 22 66 15	EVER UNFAV 49 17% 7 10 83 14	SWING 254 25% 8 17 73 18	AFTER INFO 110 25% 11 14 74 10	FIRST LAST 123 24% 10 14 75	AFTER INFO 157 25% 8 17 74 14	FIRST LAST 177 26% 9 17 73 13	1 114 40% 16 25 60 10	DEM 2+ 65 24% 4 20 73 22	REP 1 30 7% 7 0 93 24	REP 2+ 25 26% 7 19 74 9	IND 1+ 73 28% 8 21 72 23	94 15% 5 10 83 15

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?

)A PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	/ORABIL	ITY AF	rer inf	'O
	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

TABLE 93: Q13. How often do you visit or use a park, open space, or recreation area or trail in Sonoma County?

		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 CH				Q15 EDI	JCATION	ī	
	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	2.2	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

TABLE 93: Q13. How often do you visit or use a park, open space, or recreation area or trail in Sonoma County?

		Q16	ETHNIC	CITY		~	NCOME		GEN							AC						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K		\$90K- \$120K	\$120K +	MEN				40-49					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
				BY AGE			ARTY RE				PARTY I							Y GENDE				
						P		G 														
	Total	MEN							DEM 18-49	DEM 50+	PARTY 1 NPP/O 18-49	NPP/O	REP 18-49	REP 50+	DEM MEN					REP WOMEN		
Base	Total 803	MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
Base 1+/WEEK		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		
	803	MEN 18-49 179	MEN 50+ 	WOMEN 18-49 150	WOMEN 50+ 268	DEM 426	NPP/O 217	REP 161	DEM 18-49 164	DEM 50+ 261	NPP/O 18-49 118	NPP/O 50+ 	REP 18-49 46	REP 50+ 114	DEM MEN 183	DEM WOMEN 242	NPP/O MEN 	NPP/O WOMEN	REP MEN	REP WOMEN 78		
1+/WEEK	803 32 %	MEN 18-49 179	MEN 50+ 206	WOMEN 18-49 150	WOMEN 50+ 268	DEM 426	NPP/O 217 41 %	REP 161 17%	DEM 18-49 164 40 %	DEM 50+ 261 30%	NPP/O 18-49 118	NPP/O 50+ 98	REP 18-49 46 26%	REP 50+ 114 14 %	DEM MEN 183	DEM WOMEN 242	NPP/O MEN 120	NPP/O WOMEN 97	REP MEN 82	REP WOMEN 78		
1+/WEEK Almost every day	803 32 %	MEN 18-49 179 37% 10	MEN 50+ 206 24% 7	WOMEN 18-49 150 46% 11	WOMEN 50+ 268 27% 7	DEM 426 34%	NPP/O 217 41% 9	REP 161 17% 5	DEM 18-49 164 40% 10	DEM 50+ 261 30% 9	NPP/O 18-49 118 50% 11	NPP/O 50+ 98 29% 5	REP 18-49 46 26% 8	REP 50+ 114 14% 4	DEM MEN 183 33% 8	DEM WOMEN 242 35% 11	NPP/O MEN 120 37% 9	NPP/O WOMEN 97 45% 8	REP MEN 82 16%	REP WOMEN 78 18% 4		
1+/WEEK Almost every day Several times a week	803 32% 9 24	MEN 18-49 179 37% 10 28	MEN 50+ 206 24% 7	WOMEN 18-49 150 46% 11 35	WOMEN 50+ 268 27% 7	DEM 426 34% 10 24	NPP/O 217 41% 9 32	REP 161 17% 5	DEM 18-49 164 40% 10 29	DEM 50+ 261 30% 9 21	NPP/O 18-49 118 50% 11 39	NPP/O 50+ 98 29% 5 24	REP 18-49 46 26% 8 17	REP 50+ 114 14% 4 9	DEM MEN 183 33% 8 24	DEM WOMEN 242 35% 11 24	NPP/O MEN 120 37% 9 28	NPP/O WOMEN 97 45% 8	REP MEN 82 16% 7	REP WOMEN 78 18% 4 14		
1+/WEEK Almost every day Several times a week SEVERAL/MONTH	803 32% 9 24 31 31 21	MEN 18-49 179 37% 10 28 37 37	MEN 50+	WOMEN 18-49 150 46% 11 35 34 34	WOMEN 50+ 268 27% 7 19 26 26 26	DEM 426 34% 10 24 33 33 21	NPP/0 217 41% 9 32 30 30	REP 161 17% 5 12 27 27	DEM 18-49 164 40% 10 29 37 37	DEM 50+ 261 30% 9 21 30 30	NPP/O 18-49 118 50% 11 39 31 31	NPP/O 50+ 98 29% 5 24 28 28	REP 18-49 46 26% 8 17 40 40	REP 50+ 114 14% 4 9 22 22	DEM MEN 183 33% 8 24 35 35 24	DEM WOMEN 242 35% 11 24 31 31 19	NPP/O MEN 120 37% 9 28 31 31	NPP/O WOMEN 97 45% 8 37 28 28	REP MEN	REP WOMEN 78 18% 4 14 24 24		
1+/WEEK Almost every day Several times a week SEVERAL/MONTH Several times a month	803 32% 9 24 31	MEN 18-49 179 37% 10 28 37	MEN 50+	WOMEN 18-49 150 46% 11 35 34	WOMEN 50+ 268 27% 7 19 26 26	DEM 426 34% 10 24 33 33	NPP/O 217 41% 9 32 30 30	REP 161 17% 5 12 27	DEM 18-49 164 40% 10 29 37	DEM 50+ 261 30% 9 21 30 30	NPP/O 18-49 118 50% 11 39 31	NPP/O 50+ 98 29% 5 24 28	REP 18-49 46 26% 8 17 40	REP 50+ 114 14% 4 9 22 22	DEM MEN 183 33% 8 24 35	DEM WOMEN 242 35% 11 24 31 31	NPP/O MEN 120 37% 9 28 31	NPP/O WOMEN 97 45% 8 37 28	REP MEN 82 16% 7 9 31	REP WOMEN 78 18% 4 14 24		
1+/WEEK Almost every day Several times a week SEVERAL/MONTH Several times a month SEVERAL/YEAR Several times a year ALMOST NEVER/NEVER	803 32% 9 24 31 31 21 21	MEN 18-49 179 37% 10 28 37 37 18 18 5	MEN 50+	WOMEN 18-49 150 46% 11 35 34 34 13 13	WOMEN 50+268 27% 7 19 26 26 24 24 21	DEM 426 34% 10 24 33 33 21 21 10	NPP/0 217 41% 9 32 30 30 18 18	REP 161 17% 5 12 27 27 27 27	DEM 18-49 164 40% 100 29 37 37 18 18	DEM 50+ 261 30% 9 21 30 30 23 23	NPP/O 18-49 118 50% 11 39 31 31 12 12	NPP/O 50+ 98 29% 5 24 28 25 25 17	REP 18-49 	REP 50+ 114 14% 4 9 22 22 30 30 34	DEM MEN 183 33% 8 24 35 35 24 24 7	DEM WOMEN 242 35% 11 24 31 31 19 19 12	NPP/O MEN	NPP/O WOMEN	REP MEN 82 16% 7 9 31 31 24 24	REP WOMEN 78 18% 4 14 24 24 31 31		
1+/WEEK Almost every day Several times a week SEVERAL/MONTH Several times a month SEVERAL/YEAR Several times a year	803 32% 9 24 31 31 21 21 14	MEN 18-49 179 37% 10 28 37 37 18 18 5 3	MEN 50+ 206 24% 7 17 29 27 27 19 16	WOMEN 18-49 150 46% 11 35 34 34 13 13 6 5	WOMEN 50+ 268 27% 7 19 26 26 24 24 21 14	DEM 426 34% 10 24 33 33 21 21 10 7	NPP/O 217 41% 9 32 30 30 18 18 10 8	REP 161 17% 5 12 27 27 27 28 23	DEM 18-49 164 40% 10 29 37 37 18 18 18	DEM 50+ 261 30% 9 21 30 30 23 23 15 10	NPP/O 18-49 118 50% 11 39 31 31 12 12	NPP/O 50+ 988 29% 5 24 28 25 25 17 11	REP 18-49 46 26% 8 17 40 40 20 20	REP 50+ 114 14% 4 9 22 22 30 30 34 30	DEM MEN 183 33% 8 24 35 35 24 24 7 5	DEM WOMEN	NPP/O MEN 120 37% 9 28 31 31 21 21 9 8	NPP/O WOMEN 97 45% 8 37 28 28 13 13	REP MEN 82 16% 7 9 31 31 24 24 29 24	REP WOMEN 78 18% 4 14 24 24 31 31 27 22		
1+/WEEK Almost every day Several times a week SEVERAL/MONTH Several times a month SEVERAL/YEAR Several times a year ALMOST NEVER/NEVER	803 32% 9 24 31 31 21 21	MEN 18-49 179 37% 10 28 37 37 18 18 5	MEN 50+	WOMEN 18-49 150 46% 11 35 34 34 13 13	WOMEN 50+268 27% 7 19 26 26 24 24 21	DEM 426 34% 10 24 33 33 21 21 10	NPP/0 217 41% 9 32 30 30 18 18	REP 161 17% 5 12 27 27 27 27	DEM 18-49 164 40% 100 29 37 37 18 18	DEM 50+ 261 30% 9 21 30 30 23 23	NPP/O 18-49 118 50% 11 39 31 31 12 12	NPP/O 50+ 98 29% 5 24 28 25 25 17	REP 18-49 	REP 50+ 114 14% 4 9 22 22 30 30 34	DEM MEN 183 33% 8 24 35 35 24 24 7	DEM WOMEN 242 35% 11 24 31 31 19 19 12	NPP/O MEN	NPP/O WOMEN	REP MEN 82 16% 7 9 31 31 24 24	REP WOMEN 78 18% 4 14 24 24 31 31		
1+/WEEK Almost every day Several times a week SEVERAL/MONTH Several times a month SEVERAL/YEAR Several times a year ALMOST NEVER/NEVER Almost never	803 32% 9 24 31 31 21 21 14	MEN 18-49 179 37% 10 28 37 37 18 18 5 3	MEN 50+ 206 24% 7 17 29 27 27 19 16	WOMEN 18-49 150 46% 11 35 34 34 13 13 6 5	WOMEN 50+ 268 27% 7 19 26 26 24 24 21 14	DEM 426 34% 10 24 33 33 21 21 10 7	NPP/O 217 41% 9 32 30 30 18 18 10 8	REP 161 17% 5 12 27 27 27 28 23	DEM 18-49 164 40% 10 29 37 37 18 18 18	DEM 50+ 261 30% 9 21 30 30 23 23 15 10	NPP/O 18-49 118 50% 11 39 31 31 12 12	NPP/O 50+ 988 29% 5 24 28 25 25 17 11	REP 18-49 46 26% 8 17 40 40 20 20	REP 50+ 114 14% 4 9 22 22 30 30 34 30	DEM MEN 183 33% 8 24 35 35 24 24 7 5	DEM WOMEN	NPP/O MEN 120 37% 9 28 31 31 21 21 9 8	NPP/O WOMEN 97 45% 8 37 28 28 13 13	REP MEN 82 16% 7 9 31 31 24 24 29 24	REP WOMEN 78 18% 4 14 24 24 31 31 27 22		

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?

			PAR	ENTS		PERMA ABSE				CI	TY			E	BOARD O	F SUPEI	RVISORS	;
	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		29	36	21	28	33	22	34		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		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

TABLE 93: Q13. How often do you visit or use a park, open space, or recreation area or trail in Sonoma County?

		FI	LAGS ((P/G12,	P/G14,	P/G16)		NSISTEN TARGETS		POSI		INTEN			HOUS	EHOLD 1	PARTY I	YPE	
T	otal	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

TABLE 94: Q14. CHILDREN UNDER 19 AT HOME

		Q CELL		SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVORA	BILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AF	TER INF	'O		
	Total	YES	TOTAL NO	RIGHT DIREC		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%		26%	24%	23%	25%	35%	20%	24%	30%	26%	23%	26%	22%	33%	24%				
No DK/NA/Refused	73 2	67 1	77 2	73 2	73 1	74 1	75 2	73 2	65 0	80 0	74 2	70 0	72 2	75 2	72 2	77 2	67 0	74 2	73 1	62 0		
, ,													014.6	UII DDN								
		Q11	SCAPOS	D FAVOF	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	~	HLDRN HOME			Q15 ED	UCATION	1			
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV		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 DK/NA/Refused	73 2	74 1	72 2		100 0	73 1	08	69 19	70 0	70 0	77 1	90 0	0	100 0	69 0	77 0	74 0	77 0	74 0			
		016	ETHNIC	CITY		017 I	NCOME		GEN	DER						A	GE					
				NON			 \$90K-															
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K		\$90K- \$120K	\$12UK +	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 DK/NA/Refused	73 2	62 0	75 0	70 0	80 0	78 0	67 0	57 0	74 2	73 2	81 2	48 1	35 3	61 2	73 3	90	95 2	96 2		86 2		96 2
DR/NA/Refused	2	_	-	BY AGE	_	-	ARTY RE	_	۷	۷	PARTY	_	3	۷	3	-	ARTY B			2	1	۷
				BI AGE																		
	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 DK/NA/Refused	73 2	62 3	84 1	46 1	88 2	74 2	72 2	73 1	54 2	87 2	59 2	86 1	46 0	84 1	77 3	73 2	72 2	71 1	70 1	76 0		
DV/NA/KETUSEG	2	3	1	1	2	2	2	1	2	2	2	1	U	1	3	2	2	1	1	U		

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

			PAR	ENTS		PERMA ABSEI				CI	TY			Е	OARD O	F SUPER	VISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT	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 No DK/NA/Refused	25% 73 2	100% 0 0	100% 0 0	0% 100 0	0% 100 0	23% 75 2	28% 70 2	26% 71 3	25% 75 0	25% 74 1	41% 54 5	24% 72 5	22% 76 2	17% 82 1	25% 73 3	28% 71 1	30% 67 3	25% 73 2		
		F	LAGS	(P/G12,	P/G14,	, P/G16)		NSISTEN TARGETS			TIVE	INTEI MOV	NSITY ERS		HOUS	EHOLD I	PARTY T	YPE	
	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
D																				
Base	803	788	675	568	481	388	281	194	101	509	213	238	316	359	227	131	60	50	153	182

TABLE 95: Q15. EDUCATION

	Q CELL		SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AFT	CER INF	0
Total		TOTAL NO	RIGHT	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL	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	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		14	12	17	14	8	15	23	15	11	20	18	11	16	22	14	13	18	27
Some coll/business/voc school 19		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		56	57	45	51	63	52	50	53	58	51	44	58	49	46	53	54	49	44
Four-year college graduate 32		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
<u>DK</u> 3	2	3	3	3	1	3	2	2	0	2	1	4	3	2	4	0	3	2	0
Don't know	2	3	3	3	1	3	2	2	0	2	1	4	3	2	4	0	3	2	0
												014 C	HLDRN						
	Q11	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A				Q15 EDU	JCATION	ī	
Total	STRNG	SCAPOS SMWT FAV	D FAVOR SMWT UNFAV	RABILIT STRNG UNFAV	Y AFTER TOTAL FAV	TOTAL UNFAV	GING CR/ DK/NA	Q13 	SONOMA SEV/ MONTH	TRAIL SEV/ YEAR	USE ALNVR NEVER	~		HS OR	SOME COLL	Q15 EDU COLL GRAD	JCATION POST GRAD	NON COLL	COLL+
Total Base 803	STRNG FAV	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 A	T HOME		SOME	COLL	POST	NON	COLL+ 430
	STRNG FAV 442	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	<19 A	NO	LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	
Base 803	STRNG FAV 442	SMWT FAV 304	SMWT UNFAV 	STRNG UNFAV 	TOTAL FAV 747	TOTAL UNFAV 	CR/ DK/NA 22	1+/WK 258	SEV/ MONTH 248	SEV/ YEAR 172	ALNVR NEVER 111	YES	NO 589	LESS 136	SOME COLL 215	COLL GRAD 256	POST GRAD 174	NON COLL 	430
Base 803 NON-COLLEGE 44%	STRNG FAV 442	SMWT FAV 304	SMWT UNFAV 19	STRNG UNFAV 15	TOTAL FAV 747	TOTAL UNFAV 34	CR/ DK/NA 22 54 %	1+/WK 258 40%	SEV/ MONTH 248	SEV/ YEAR 172 43%	ALNVR NEVER 111	YES 199	NO 589	LESS 136 100%	SOME COLL 215	COLL GRAD 256	POST GRAD 174	NON COLL 351	430 0 %
Base 803 NON-COLLEGE 44% Grades 1-8 1	STRNG FAV 442 42% 2	SMWT FAV 304 46% 0	SMWT UNFAV 19 35% 0 0 5	STRNG UNFAV 15 37% 0	TOTAL FAV 747 44%	TOTAL UNFAV 34 36% 0 3 7	CR/ DK/NA 22 54% 4	1+/WK 258 40% 1 2	SEV/ MONTH 248 44% 1	SEV/ YEAR 172 43% 2 2 13	ALNVR NEVER 111	YES 199 46%	NO 589 44% 1 2 13	LESS 136 100% 7	SOME COLL 215 100% 0	COLL GRAD 256 0%	POST GRAD 174 0% 0	NON COLL 351	430 0% 0
Base 803 NON-COLLEGE 44% Grades 1-8 1 Grades 9-11 2	STRNG FAV 442 42% 2 2 2	SMWT FAV 304 46% 0 2	SMWT UNFAV 19 35% 0 0	STRNG UNFAV 15 37% 0 6	TOTAL FAV 747 44% 1 2	TOTAL UNFAV 34 36% 0 3	CR/ DK/NA 22 54% 4 0	1+/WK 258 40% 1	SEV/ MONTH 248 44% 1	SEV/ YEAR 172 43% 2	ALNVR NEVER 111 57% 2 1	YES 199 46% 2	NO 589 44% 1 2	LESS 136 100% 7 14	SOME COLL 215 100% 0	COLL GRAD 256 0% 0	POST GRAD 174 0% 0	NON COLL 351 100% 3 5	430 0% 0
Base 803 NON-COLLEGE 44% Grades 1-8 1 Grades 9-11 2 High school graduate 14	STRNG FAV 442 2 2 2 12	SMWT FAV 304 46% 0 2 16	SMWT UNFAV 19 35% 0 0 5	STRNG UNFAV 15 37% 0 6 10	TOTAL FAV 747 44% 1 2 14	TOTAL UNFAV 34 36% 0 3 7	CR/ DK/NA 22 54% 4 0 24	1+/WK 258 40% 1 2	SEV/ MONTH 248 44% 1 3	SEV/ YEAR 172 43% 2 2 13	ALNVR NEVER 111 57% 2 1 26	YES 199 46% 2 416	NO 589 44% 1 2 13	LESS 136 100% 7 14 80	SOME COLL 215 100% 0 0	COLL GRAD 256 0% 0	POST GRAD 174 0% 0	NON COLL 351 100% 3 5 31	430 0% 0 0 0
Base 803 NON-COLLEGE Grades 1-8 1 Grades 9-11 High school graduate 14 Some coll/business/voc school 19 Comm college/associates deg 8	STRNG FAV 442 42% 2 2 2 12 19 7	SMWT FAV 304 46% 0 2 166 21 8	SMWT UNFAV 19 35% 0 0 5 19 11	STRNG UNFAV 15 37% 0 6 10 21 0	TOTAL FAV 747 44% 1 2 14 19 7	TOTAL UNFAV 34 36% 0 37 20 6	CR/ DK/NA 22 54% 4 0 0 24 11 15	1+/WK 258 40% 1 2 13 18 6	SEV/ MONTH 248 44% 1 3 10 23 8	SEV/ YEAR 172 43% 2 2 2 133 18 9	ALNVR NEVER 111 57% 2 1 26 18 10	YES	NO	LESS 136 100% 7 14 80 0	SOME COLL	COLL GRAD 256 0% 0 0	POST GRAD 	NON COLL 351 100% 3 5 5 31 44 17	430 0% 0 0 0 0 0 0
Base 803 NON-COLLEGE 448 Grades 1-8 1 Grades 9-11 2 High school graduate 14 Some coll/business/voc school Comm college/associates deg 8 COLLEGE+ 54 Four-year college graduate 32	STRNG FAV 442 2 2 2 12 19 7 56 33	SMWT FAV 304 46% 0 2 166 21 8 51	SMWT UNFAV 19 35% 0 0 5 19 11 61 38	STRNG UNFAV	TOTAL FAV 747 44% 1 2 144 19 7 54 32	TOTAL UNFAV 34 36% 0 37 20 6 62 31	CR/ DK/NA 22 54% 4 0 24 11 15 27	1+/WK 258 40% 1 2 13 18 6	SEV/ MONTH 248 44% 1 3 10 23 8 56 38	SEV/ YEAR 	ALNVR NEVER 1111 57% 2 1 26 18 10	YES	NO 589 44% 1 2 13 21 7 55 32	LESS 136 100% 7 14 80 0 0	SOME COLL 215 100% 0 0 0 72 28 0 0	COLL GRAD 256 0% 0 0 0 0	POST GRAD	NON COLL 351 100% 3 5 31 44 17 0 0	430 0% 0 0 0 0 0 0 0 100 60
Base 803 NON-COLLEGE Grades 1-8 1 Grades 9-11 High school graduate 14 Some coll/business/voc school 19 Comm college/associates deg 8	STRNG FAV 442 2 2 2 12 19 7 56 33	SMWT FAV 304 46% 0 2 166 21 8	SMWT UNFAV 19 35% 0 0 5 19 11	STRNG UNFAV 15 37% 0 6 10 21 0	TOTAL FAV 747 44% 1 2 14 19 7	TOTAL UNFAV 34 36% 0 37 20 6	CR/ DK/NA 22 54% 4 0 0 24 11 15	1+/WK 258 40% 1 2 13 18 6	SEV/ MONTH 248 44% 1 3 10 23 8	SEV/ YEAR 172 43% 2 2 2 133 18 9	ALNVR NEVER 111 57% 2 1 26 18 10	YES	NO	LESS 136 100% 7 14 80 0	SOME COLL	COLL GRAD 256 0% 0 0	POST GRAD 	NON COLL 351 100% 3 5 5 31 44 17	430 0% 0 0 0 0 0 0
Base 803 NON-COLLEGE 448 Grades 1-8 1 Grades 9-11 2 High school graduate 14 Some coll/business/voc school Comm college/associates deg 8 COLLEGE+ 54 Four-year college graduate 32	STRNG FAV 442 2 2 2 12 19 7 56 33	SMWT FAV 304 46% 0 2 166 21 8 51	SMWT UNFAV 19 35% 0 0 5 19 11 61 38	STRNG UNFAV	TOTAL FAV 747 44% 1 2 144 19 7 54 32	TOTAL UNFAV 34 36% 0 37 20 6 62 31	CR/ DK/NA 22 54% 4 0 24 11 15 27	1+/WK 258 40% 1 2 13 18 6	SEV/ MONTH 248 44% 1 3 10 23 8 56 38	SEV/ YEAR 	ALNVR NEVER 1111 57% 2 1 26 18 10	YES	NO 589 44% 1 2 13 21 7 55 32	LESS 136 100% 7 14 80 0 0	SOME COLL 215 100% 0 0 0 72 28 0 0	COLL GRAD 256 0% 0 0 0 0	POST GRAD	NON COLL 351 100% 3 5 31 44 17 0 0	430 0% 0 0 0 0 0 0 0 100 60

TABLE 95: Q15. EDUCATION

		~	ETHNIC			Q17 I	NCOME		GEN	DER							ΞE					
	Total	LATNO		NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN	18-29	30-39				60-64		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	ol 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
<u>DK</u>	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		P.	ARTY RE	G			PARTY I	BY AGE				P	ARTY B	Y GENDE	R			
			GENDER	BY AGE		P.	ARTY RE	G 			PARTY I	BY AGE				P.	ARTY B	Y GENDE	R 			
	Total	 MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	P. DEM	ARTY RE	G 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	Total 803	MEN	MEN	WOMEN	WOMEN					DEM	NPP/O	NPP/O				DEM	NPP/O	NPP/O	REP			
		MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	18-49	50+ 	MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	WOMEN		
Base	803	MEN 18-49 179	MEN 50+ 206	WOMEN 18-49 150	WOMEN 50+ 268	DEM 426	NPP/O 217	REP 161	18-49 164	DEM 50+ 261	NPP/O 18-49 118	NPP/O 50+ 98	18-49 46	50+ 114	MEN 183	DEM WOMEN 242	NPP/O MEN 	NPP/O WOMEN	REP MEN 	WOMEN 78		
Base	803	MEN 18-49 179	MEN 50+ 206	WOMEN 18-49 150	WOMEN 50+ 268	DEM 426	NPP/O 217 46%	REP 161 54 %	18-49 164 43 %	DEM 50+ 261	NPP/O 18-49 118 51%	NPP/O 50+ 98	18-49 46 52 %	50+ 114 55 %	MEN 183 43 %	DEM WOMEN 242	NPP/O MEN 120	NPP/O WOMEN 97	REP MEN 82	WOMEN 78 60 %		
Base NON-COLLEGE Grades 1-8	803	MEN 18-49 179 47% 1	MEN 50+ 206 45%	WOMEN 18-49 150	WOMEN 50+ 268 39% 1	DEM 426	NPP/O 217 46% 1	REP 161 54% 1	18-49 164 43% 2	DEM 50+ 261 36% 1	NPP/O 18-49 118 51%	NPP/O 50+ 98 40% 1	18-49 46 52% 3	50+ 114 55 %	MEN 183 43 %	DEM WOMEN 242	NPP/O MEN 120 49%	NPP/O WOMEN 97	REP MEN 82 49% 2	WOMEN 78 60% 0		
Base NON-COLLEGE Grades 1-8 Grades 9-11	803 44% 1 2 14	MEN 18-49 179 47% 1	MEN 50+ 206 45% 1	WOMEN 18-49 150 47% 3 5	WOMEN 50+ 268 39% 1 2	DEM 426 39% 1 3	NPP/O 217 46% 1 3	REP 161 54% 1	18-49 164 43% 2 3	DEM 50+ 261 36% 1 2	NPP/O 18-49 118 51% 1 5	NPP/O 50+ 98 40% 1 0	18-49 46 52% 3 0	50+ 114 55% 0 1	MEN 183 43% 0 1	DEM WOMEN 242 36% 2 3	NPP/O MEN 120 49% 1 2	NPP/O WOMEN 97 42% 2 4	REP MEN 82 49% 2 0	WOMEN 78 60% 0 1		
Base NON-COLLEGE Grades 1-8 Grades 9-11 High school graduate	803 44% 1 2 14	MEN 18-49 179 47% 1 3 18	MEN 50+ 206 45% 1 1 16	WOMEN 18-49 150 47% 3 5	WOMEN 50+ 268 39% 1 2 11	DEM 426 39% 1 3	NPP/O 217 46% 1 3 15	REP 161 54% 1 1 23	18-49 164 43% 2 3 9	DEM 50+ 261 36% 1 2 10	NPP/O 18-49 118 51% 1 5	NPP/O 50+ 98 40% 1 0	18-49 46 52% 3 0 21	50+ 114 55% 0 1 23	MEN 183 43% 0 1	DEM WOMEN 242 36% 2 3 8	NPP/O MEN 120 49% 1 2 20	NPP/O WOMEN 97 42% 2 4	REP MEN 	WOMEN 78 60% 0 1 21		
MON-COLLEGE Grades 1-8 Grades 9-11 High school graduate Some coll/business/voc school Comm college/associates deg	803 44% 1 2 14 01 19 8	MEN 18-49 179 47% 1 3 18 8 8 49	MEN 50+	WOMEN 18-49 150 47% 3 5 9 22 8 52	WOMEN 50+ 268 39% 1 2 11 17 7	DEM 426 39% 1 3 9 18 8 57	NPP/O 217 46% 1 3 15 21 6	REP 161 54% 1 1 23 21 9	18-49 164 43% 2 3 9 20 9	DEM 50+ 261 36% 1 2 2 10 16 8 59	NPP/O 18-49 118 51% 1 5 17 20 6	NPP/O 50+ 98 40% 1 0 12 22 5	18-49 46 52% 3 0 21 18 10	50+ 114 55% 0 1 23 23 8	MEN 183 43% 0 1 11 20 10	DEM WOMEN 242 36% 2 3 8 16 7 60	NPP/O MEN 120 49% 1 2 2 20 21 4	NPP/O WOMEN 97 42% 2 4 8 21 7	REP MEN	WOMEN 78 60% 0 1 21 28 9		
MON-COLLEGE Grades 1-8 Grades 9-11 High school graduate Some coll/business/voc school Comm college/associates deg	803 44% 1 2 14 01 19 8	MEN 18-49 179 47% 1 3 18 18 8 49 35	MEN 50+ 206 45% 1 16 21 7	WOMEN 18-49 150 47% 3 5 9 22 8	WOMEN 50+ 268 39% 1 2 11 17 7	DEM 426 39% 1 3 9 18 8	NPP/O 217 46% 1 3 15 21 6	REP 161 54% 1 23 21 9	18-49 164 43% 2 3 9 20 9	DEM 50+ 261 36% 1 2 10 16 8	NPP/O 18-49 118 51% 1 5 17 20 6	NPP/O 50+ 98 40% 1 0 12 22 5	18-49 46 52% 3 0 21 18 10	50+ 114 55% 0 1 23 23 8	MEN 183 43% 0 1 11 20 10	DEM WOMEN 242 36% 2 3 8 16 7	NPP/O MEN	NPP/O WOMEN 97 42% 2 4 8 21 7	REP MEN 82 49% 2 0 24 15 8	WOMEN 78 60% 0 1 21 28 9		
MON-COLLEGE Grades 1-8 Grades 9-11 High school graduate Some coll/business/voc school Comm college/associates deg	803 44% 1 2 14 01 19 8	MEN 18-49 179 47% 1 3 18 8 8 49	MEN 50+	WOMEN 18-49 150 47% 3 5 9 22 8 52	WOMEN 50+ 268 39% 1 2 11 17 7	DEM 426 39% 1 3 9 18 8 57	NPP/O 217 46% 1 3 15 21 6	REP 161 54% 1 1 23 21 9	18-49 164 43% 2 3 9 20 9	DEM 50+ 261 36% 1 2 2 10 16 8 59	NPP/O 18-49 118 51% 1 5 17 20 6	NPP/O 50+ 98 40% 1 0 12 22 5	18-49 46 52% 3 0 21 18 10	50+ 114 55% 0 1 23 23 8	MEN 183 43% 0 1 11 20 10	DEM WOMEN 242 36% 2 3 8 16 7 60	NPP/O MEN 120 49% 1 2 2 20 21 4	NPP/O WOMEN 97 42% 2 4 8 21 7	REP MEN	WOMEN 78 60% 0 1 21 28 9		
MON-COLLEGE Grades 1-8 Grades 9-11 High school graduate Some coll/business/voc school Comm college/associates deg COLLEGE+ Four-year college graduate	803 44% 1 2 14 ol 19 8 54 32	MEN 18-49 179 47% 1 3 18 18 8 49 35	MEN 50+ 206 45% 1 16 21 7 53 31	WOMEN 18-49 150 47% 3 5 9 22 8 52 33	WOMEN 50+ 268 39% 1 2 11 17 7 58 30	DEM 426 39% 1 3 9 18 8 57 35	NPP/O 217 46% 1 3 15 21 6 52 31	REP 161 54% 1 1 23 21 9 45	18-49 164 43% 2 3 9 20 9	DEM 50+261 36% 1 2 100 166 8 59 34	NPP/O 18-49 118 51% 1 5 17 20 6	NPP/O 50+ 98 40% 1 0 12 22 5 59 32	18-49 46 52% 3 0 21 18 10 48	50+ 114 55% 0 1 23 23 8 44	MEN 183 43% 0 1 11 20 10 53 35	DEM WOMEN 242 36% 2 3 8 16 7 60 35	NPP/O MEN	NPP/O WOMEN 97 42% 2 4 8 21 7	REP MEN 82 49% 2 0 24 15 8	WOMEN 78 60% 0 1 21 28 9		

TABLE 95: Q15. EDUCATION

		PARI	ENTS		PERMA ABSEN				CI				В	OARD O	F SUPEF	RVISORS			
Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO			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	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 15	18	15	13	13	15	12	9	18	14	15	12		
Some coll/business/voc school 19 Comm college/associates deg 8	13 10	18 8	22 7	20 7	21 7	15	19 3	27 11	20 8	19 5	16 7	17 8	18 9	20 8	18 9	20 6	20 6		
commi correge/associates deg 6	10	0	/	,	/	0	3	TT	0	5	,	0	9	0	9	0	0		
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		
	171	T ACC	D/G12	D/G14	D/G16			NSISTEN		POSI		INTEN			HOHG	EHOLD I	ADMX M	VDE	
	F1	LAGS (P/G12,	P/G14,	P/G16)		NSISTEN TARGETS		POSI MOV		INTEN MOV			HOUS	SEHOLD I	PARTY T	YPE	
	F1	LAGS (P/G12,	P/G14,	P/G16)				MOV		MOV		 DEM	HOUS 	SEHOLD I	PARTY T	'YPE IND	
Total		LAGS (3+/6	P/G14,	P/G16 5) 6/6		TARGETS EVER		MOV	ERS	MOV	ERS	 DEM 1					MIX
Total Base 803							CN ST	TARGETS EVER	3	MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST		DEM	REP	REP	IND	MIX 182
	1+/6	2+/6	3+/6	4+/6	5+/6 	6/6 	CN ST	TARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	1	DEM 2+	REP 1	REP 2+	IND 1+	
Base 803	1+/6 788	2+/6 675	3+/6 568	4+/6 481	5+/6 388	6/6 281	CN ST FAV 194	TARGETS EVER UNFAV 101	SWING 509	MOV AFTER INFO 213	ERS FIRST LAST 238	MOV AFTER INFO 316	ERS FIRST LAST 359	1 227	DEM 2+ 131	REP 1 	REP 2+ 	IND 1+ 153	182
Base 803 NON-COLLEGE 44%	1+/6 788 43% 1	2+/6 675 40% 1 2	3+/6 568 38% 1 2	4+/6 481 36 %	5+/6 388 33 %	6/6 281 31 %	CN ST FAV 194	EVER UNFAV 101 51% 1	SWING 509 48% 1	MOV AFTER INFO 213	FIRST LAST 238 52% 1 4	MOV AFTER INFO 316	ERS FIRST LAST 359 50%	1 227 40 %	DEM 2+ 131	REP 1 60 61 %	REP 2+ 50 47 %	IND 1+ 153 44% 1	182 44% 1 2
Base 803 NON-COLLEGE 44% Grades 1-8 1 Grades 9-11 2 High school graduate 14	1+/6 788 43% 1 2 13	2+/6 675 40% 1 2 13	3+/6 568 38% 1 2 12	4+/6 481 36% 0 0	5+/6 388 33% 0 0	6/6 281 31% 0 0	CN ST FAV 194 30% 2 1 4	EVER UNFAV 101 51% 1 3 22	SWING 509 48% 1 3	MOV AFTER INFO 213 52% 2 4 19	FIRST LAST 238 52% 1 4 18	MOV AFTER INFO 316 49% 2 4 17	FIRST LAST 359 50% 1 4 17	1 227 40% 2 3 9	DEM 2+ 131 40% 0 3 12	REP 1 60 61% 2 1 22	REP 2+ 50 47% 0 0 17	IND 1+ 153 44% 1 3 15	182 44% 1 2 16
Base 803 NON-COLLEGE 44% Grades 1-8 1 Grades 9-11 2 High school graduate 14 Some coll/business/voc school 19	1+/6 788 43% 1 2 13	2+/6 675 40% 1 2 13 18	3+/6 568 38% 1 2 12 17	4+/6 481 36% 0 0 11 17	5+/6 388 33% 0 0 11 16	 6/6 281 31% 0 0 10 15	CN ST FAV 194 30% 2 1 4 17	FARGETS EVER UNFAV 101 51% 1 3 22 18	SWING 509 48% 1 3 15 21	MOV AFTER INFO 213 52% 2 4 19 18	FIRST LAST 238 52% 1 4 18 20	MOV AFTER INFO 316 49% 2 4 17 18	FIRST LAST 359 50% 1 4 17 20	1 227 40% 2 3 9 18	DEM 2+ 131 40% 0 3 12 18	REP 1 60 61% 2 1 22 24	REP 2+ 50 47% 0 0 17 23	IND 1+ 153 44% 1 3 15	182 44% 1 2 16 19
Base 803 NON-COLLEGE 44% Grades 1-8 1 Grades 9-11 2 High school graduate 14	1+/6 788 43% 1 2 13	2+/6 675 40% 1 2 13	3+/6 568 38% 1 2 12	4+/6 481 36% 0 0	5+/6 388 33% 0 0	6/6 281 31% 0 0	CN ST FAV 194 30% 2 1 4	EVER UNFAV 101 51% 1 3 22	SWING 509 48% 1 3	MOV AFTER INFO 213 52% 2 4 19	FIRST LAST 238 52% 1 4 18	MOV AFTER INFO 316 49% 2 4 17	FIRST LAST 359 50% 1 4 17	1 227 40% 2 3 9	DEM 2+ 131 40% 0 3 12	REP 1 60 61% 2 1 22	REP 2+ 50 47% 0 0 17	IND 1+ 153 44% 1 3 15	182 44% 1 2 16
Base 803 NON-COLLEGE 44% Grades 1-8 1 Grades 9-11 2 High school graduate 14 Some coll/business/voc school 19	1+/6 788 43% 1 2 13	2+/6 675 40% 1 2 13 18	3+/6 568 38% 1 2 12 17	4+/6 481 36% 0 0 11 17	5+/6 388 33% 0 0 11 16	 6/6 281 31% 0 0 10 15	CN ST FAV 194 30% 2 1 4 17	FARGETS EVER UNFAV 101 51% 1 3 22 18	SWING 509 48% 1 3 15 21	MOV AFTER INFO 213 52% 2 4 19 18	FIRST LAST 238 52% 1 4 18 20	MOV AFTER INFO 316 49% 2 4 17 18	FIRST LAST 359 50% 1 4 17 20	1 227 40% 2 3 9 18	DEM 2+ 131 40% 0 3 12 18	REP 1 60 61% 2 1 22 24	REP 2+ 50 47% 0 0 17 23	IND 1+ 153 44% 1 3 15	182 44% 1 2 16 19
Base 803 NON-COLLEGE 44% Grades 1-8 1 Grades 9-11 2 High school graduate 14 Some coll/business/voc school 19 Comm college/associates deg 8 COLLEGE+ 54 Four-year college graduate 32	1+/6 788 43% 1 2 13 19 8 54	2+/6 675 40% 1 2 13 18 7	3+/6 568 38% 1 2 12 17 7	4+/6 	5+/6 388 33% 0 0 11 16 6 64 34	6/6 281 31% 0 0 10 15 6	CN ST FAV 194 30% 2 1 4 4 17 6 68 39	EVER UNFAV 101 51% 1 3 222 18 8 48 28	SWING 509 48% 1 3 15 21 8	MOV 	FIRST LAST 238 52% 1 4 18 20 8 45 28	MOVAFTER INFO 316 49% 2 4 17 18 9 48 29	ERS FIRST LAST 359 50% 1 4 17 20 9 47 29	1 227 40% 2 3 9 18 9	DEM 2+ 131 40% 0 3 12 18 7 55 30	REP 1 60 61% 2 1 222 24 11 39 25	REP 2+ 50 47% 0 0 17 23 7 53 21	IND 1+ 153 44% 1 3 15 19 6 53 32	182 44% 1 2 16 19 6 52 34
Base 803 NON-COLLEGE 44% Grades 1-8 1 Grades 9-11 2 High school graduate 14 Some coll/business/voc school 19 Comm college/associates deg 8 COLLEGE+ 54	1+/6 788 43% 1 2 13 19 8	2+/6 	3+/6 568 38% 1 2 12 17 7	4+/6 481 36% 0 0 11 17 7	5+/6 388 33% 0 0 11 16 6	6/6 281 31% 0 0 10 15 6	CN ST FAV 194 30% 2 1 4 17 6 68	EVER UNFAV 101 51% 1 3 22 18 8 48	SWING 509 48% 1 3 15 21 8	MOV AFTER INFO 213 52% 2 4 19 18 9	FIRST LAST 238 52% 1 4 18 20 8	MOV AFTER INFO 316 49% 2 4 177 188 9	ERS FIRST LAST 359 50% 1 4 17 20 9	1 227 40% 2 3 9 18 9	DEM 2+ 131 40% 0 3 12 18 7 55	REP 1 60 61% 2 1 22 24 11 39	REP 2+ 50 47% 0 0 17 23 7 53	IND 1+ 153 44% 1 3 15 19 6	182 44% 1 2 16 19 6
Base 803 NON-COLLEGE 44% Grades 1-8 1 Grades 9-11 2 High school graduate 14 Some coll/business/voc school 19 Comm college/associates deg 8 COLLEGE+ 54 Four-year college graduate 32	1+/6 788 43% 1 2 13 19 8 54	2+/6 675 40% 1 2 13 18 7	3+/6 568 38% 1 2 12 17 7	4+/6 	5+/6 388 33% 0 0 11 16 6 64 34	6/6 281 31% 0 0 10 15 6	CN ST FAV 194 30% 2 1 4 4 17 6 68 39	EVER UNFAV 101 51% 1 3 222 18 8 48 28	SWING 509 48% 1 3 155 21 8 49 30	MOV 	FIRST LAST 238 52% 1 4 18 20 8 45 28	MOVAFTER INFO 316 49% 2 4 17 18 9 48 29	ERS FIRST LAST 359 50% 1 4 17 20 9 47 29	1 227 40% 2 3 9 18 9	DEM 2+ 131 40% 0 3 12 18 7 55 30	REP 1 60 61% 2 1 222 24 11 39 25	REP 2+ 50 47% 0 0 17 23 7 53 21	IND 1+ 153 44% 1 3 15 19 6 53 32	182 44% 1 2 16 19 6 52 34

TABLE 96: Q16. ETHNICITY

		CELL	A PHONE	SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVORA	ABILITY		_	5 SCAP	OSD FAV	ORABIL:	ITY AF	rer inf	ro
	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	
African-American/Black	1	2	1	1	2	1	2	0	3	0	1	2	0	2	0	0	0	1	0	-
Asian/Pacific Islander Mixed race	1	1 2	1	1	0 1	1 2	1 1	1	0	0	1	0	1	1	1	0	0	1	0	-
Other	1	1	1	0	2	1	0	2	0	0	1	2	1	1	1	0	0	1	0	
Other	Τ.	_	1	U	2	1	U	2	U	U	1	U	U	_	1	U	U		U	U
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
													Q14 C							
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTE	R MESSA	GING	~	SONOMA	TRAIL	USE	<19 A	T HOME			Q15 EDU	CATION	1	
								GD /												
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG	TOTAL FAV		CR/ DK/NA	1+/WK	SEV/	SEV/ YEAR	ALNVR NEVER	YES	NO	HS OR LESS	SOME	COLL GRAD	POST GRAD	NON COLL	COLL+
	10tai	FAV	FAV	UNFAV	UNFAV		UNFAV	DK/NA	1+/WK	MONIA	ILAK	NEVER	155	110	TE00	COTT	GRAD	GRAD	COTT	COPP+
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	
Latino/Hispanic	12	14	10	0	0	13	0	9	13	13	12	10	18	10	29	11	6	9	18	
African-American/Black	1	1	1	0	0	1	0	0	2	0	1	1	0	1	1	1	0	1	1	
Asian/Pacific Islander	1	1	1	0	0	1	0	0	1	1	0	1	0	1	1	0	1	2		_
Mixed race	1	1	2	0	0	1	0	0	2	1	1	2	1	1	1	2	1	1	2	
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	,		,	-0	J 1															

TABLE 96: Q16. ETHNICITY

		Q16	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						A	ΞE					
		LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$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
				BY AGE			ARTY RE				PARTY I	BY AGE					ARTY B	Y GENDE	IR.			
		MEN	MEN	WOMEN	WOMEN				DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP		
	Total			WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49				NPP/O MEN	NPP/O WOMEN	REP MEN	WOMEN		
Base	Total 803	MEN	MEN			DEM 426	NPP/O 217	REP 161						REP	DEM	DEM						
Base WHITE		MEN 18-49	MEN 50+	18-49	50+ 		217		18-49	50+	18-49	50+	18-49	REP 50+	DEM MEN	DEM WOMEN 242	MEN	WOMEN	MEN	WOMEN 78		
	803	MEN 18-49 179	MEN 50+ 206	18-49 150	50+ 268	426	217 74 %	161	18-49 164	50+ 261	18-49 118	50+ 98	18-49 46	REP 50+ 114	DEM MEN 183	DEM WOMEN 242 77 %	MEN 120	WOMEN 97	MEN 82	WOMEN 78 91 %		
WHITE	 803 77 %	MEN 18-49 179 66 %	MEN 50+ 206 83%	18-49 150 67 %	50+ 268 86 %	426 75 %	217 74 %	161 88%	18-49 164 63 %	50+ 261 82 %	18-49 118 63 %	50+ 98 88 %	18-49 46 89 %	REP 50+ 114 88%	DEM MEN 183	DEM WOMEN 242 77% 77	MEN 120 73 %	WOMEN 97 76 %	MEN 82 86 %	WOMEN 78 91 %		
WHITE Caucasian/White	803 77% 77	MEN 18-49 179 66% 66	MEN 50+ 206 83% 83	18-49 150 67% 67	50+ 268 86% 86	 426 75 % 75	217 74 % 74	161 88% 88	18-49 164 63% 63	50+ 261 82% 82	18-49 118 63% 63	50+ 98 88% 88	18-49 46 89% 89	REP 50+ 114 88% 88	DEM MEN 183 72% 72	DEM WOMEN 242 77% 77	MEN 120 73% 73	WOMEN 97 76% 76	MEN 82 86% 86	WOMEN 78 91% 91		
WHITE Caucasian/White NON-WHITE Latino/Hispanic	77% 77	MEN 18-49 179 66% 66	MEN 50+ 206 83% 83	18-49 150 67% 67 28	50+ 268 86% 86	 426 75% 75	217 74% 74 19	161 88% 88	18-49 164 63% 63 30	50+ 261 82% 82 11	18-49 118 63% 63	50+ 98 88% 88	18-49 46 89% 89 5	REP 50+ 114 88% 88	DEM MEN 183 72% 72	DEM WOMEN 242 77% 77	MEN 120 73% 73	WOMEN 97 76% 76 17	MEN 82 86% 86	WOMEN 78 91% 91		
WHITE Caucasian/White NON-WHITE	77% 77	MEN 18-49 179 66% 66 25 21	MEN 50+ 206 83% 83 11 5	18-49 150 67% 67 28 24	50+ 268 86% 86 7 5	75% 75 75	217 74% 74 19 14	161 88% 88 4	18-49 164 63% 63 30 26	50+ 261 82% 82 11	18-49 118 63% 63 29 24	50+ 98 88% 88	18-49 46 89% 89 5	REP 50+ 114 88% 88	DEM MEN 183 72% 72 22 16	DEM WOMEN 242 77% 77 16 13	MEN 120 73% 73 21 15	WOMEN 97 76% 76 17	MEN 82 86% 86 4	WOMEN 78 91% 91 4		
WHITE Caucasian/White NON-WHITE Latino/Hispanic African-American/Black	77% 77	MEN 18-49 179 66% 66 25 21	MEN 50+ 206 83% 83 11 5	18-49 150 67% 67 28 24 2	50+ 268 86% 86 7 5	75% 75 75	217 74% 74 19 14 2	161 88% 88 4	18-49 164 63% 63 30 26	50+ 261 82% 82 11	18-49 118 63% 63 29 24 2	50+ 98 88% 88 6 3	18-49 46 89% 89 5 3	REP 50+ 114 88% 88	DEM MEN 183 72% 72 22 16	DEM WOMEN 242 77% 77 16 13	MEN 120 73% 73 21 15	WOMEN 97 76% 76 17	MEN 82 86% 86 4	WOMEN 78 91% 91 4		
WHITE Caucasian/White NON-WHITE Latino/Hispanic African-American/Black Asian/Pacific Islander	77% 77	MEN 18-49 179 66% 66 25 21 1	MEN 50+ 206 83% 83 11 5 2	18-49 150 67% 67 28 24 2	50+ 268 86% 86 7 5 0	75% 75 75 19 14	74% 74 74 19 14 2	161 88% 88 4 3 0	18-49 164 63% 63 30 26 1	50+ 261 82% 82 11 7	18-49 118 63% 63 29 24 2	50+ 98 88% 88 6 3 1	18-49 46 89% 89 5 3 0 2	REP 50+ 114 88% 88 4 2 0	DEM MEN 183 72% 72 22 16 2	DEM WOMEN 242 77% 77 16 13 1	MEN 120 73% 73 21 15	WOMEN 97 76% 76 17 14 1	MEN 82 86% 86 4 2 0 1	WOMEN 78 91% 91 4 3 0 1		
WHITE Caucasian/White NON-WHITE Latino/Hispanic African-American/Black Asian/Pacific Islander Mixed race	77% 77	MEN 18-49 179 66% 66 25 21 1	MEN 50+ 206 83% 83 11 5 2 1 2	18-49 150 67% 67 28 24 2 1	50+ 268 86% 86 7 5 0 1	75% 75 19 14 1	74% 74 74 19 14 2 0 2	161 88% 88 4 3 0	18-49 164 63% 63 30 26 1 1	50+ 261 82% 82 11 7 1	18-49 118 63% 63 29 24 2 0 2	50+ 98 88% 88 6 3 1 0 2	18-49 46 89% 89 5 3 0 2	REP 50+ 1114 88% 88 4 2 0 1 1 1	DEM MEN 183 72% 72 22 16 2 2 1	DEM WOMEN 242 77% 77 16 13 1 1 1 1 1	MEN 120 73% 73 21 15 2 0 4	WOMEN 97 76% 76 17 14 1 0	MEN 82 86% 86 4 2 0 1 1	WOMEN 78 91% 91 4 3 0 1 0		

TABLE 96: Q16. ETHNICITY

				ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPEI	RVISORS			
	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 Asian/Pacific Islander	1	0	0 1	2	1	1 1	2 1	2 1	2 2	0 1	3 2	2	1	1	3 1	1 2	1	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		
					P/G14,				NSISTEN TARGETS			TIVE ERS	INTEI MOV	NSITY ERS		HOUS	EHOLD 1	PARTY I	'YPE	
	Total								TARGETS	3	MOV	ERS	MOV AFTER INFO	ERS FIRST LAST	DEM 1	DEM 2+	EHOLD 1 REP 1	REP 2+	IND 1+	MIX
Base	Total 803							CN ST	TARGETS EVER	3	MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	DEM	DEM	REP	REP	IND	MIX 182
Base WHITE		1+/6	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST	TARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOV AFTER INFO	ERS FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	
	803	1+/6 788	2+/6 675	3+/6 568	4+/6 481	5+/6 388	6/6 281	 CN ST FAV 	TARGETS EVER UNFAV 101	SWING 509	MOV AFTER INFO 213	ERS FIRST LAST 238	MOV AFTER INFO 316	ERS FIRST LAST 359	DEM 1 227	DEM 2+ 131	REP 1 	REP 2+ 	IND 1+ 153	182
WHITE	803 77% 77	1+/6 788 77% 77	2+/6 675 80 %	3+/6 568 82 %	4+/6 481 84 %	5+/6 388 86 %	6/6 281 87% 87	CN ST FAV 194	TARGETS EVER UNFAV 101	SWING 509 76% 76	MOV AFTER INFO 213 74% 74	ERS FIRST LAST 238	MOV AFTER INFO 316 74% 74	ERS FIRST LAST 359 73%	DEM 1 227 79% 79	DEM 2+ 131	REP 1 60 84 %	REP 2+ 50	IND 1+ 153 72 %	80% 80 80
WHITE Caucasian/White NON-WHITE Latino/Hispanic	803 77% 77 16 12	1+/6 788 77% 77 16	2+/6 675 80% 80 13 9	3+/6 568 82% 82	4+/6 481 84% 84 9 6	5+/6 388 86% 86	6/6 281 87% 87	CN ST FAV 194 80% 80 16	EVER UNFAV 101 80% 80 6 4	SWING 509 76% 76 18	MOV AFTER INFO 213 74% 74 19	FIRST LAST 238 73% 73 19 16	MOV AFTER INFO 316 74% 74 19	FIRST LAST 359 73%	DEM 1 227 79% 79 16 11	DEM 2+ 131 69% 69 23 20	REP 1 60 84% 84 8 5	REP 2+ 50 90% 90 2 0	IND 1+ 153 72% 72 20 14	182 80% 80 13
WHITE Caucasian/White NON-WHITE Latino/Hispanic African-American/Black	803 77% 77 16 12	1+/6 788 77% 77 16 12	2+/6 675 80% 80 13 9	3+/6 568 82% 82	4+/6 481 84% 84 9 6	5+/6 388 86% 86 6 4	6/6 281 87% 87 5	CN ST FAV 194 80% 80 16 10 3	EVER UNFAV 101 80% 80 6 4	SWING 509 76% 76 18 14	MOV AFTER INFO 213 74% 74 19 17	FIRST LAST 238 73% 73 19 16 1	MOV AFTER INFO 316 74% 74 19 15	FIRST LAST 359 73% 73	DEM 1 227 79% 79	DEM 2+ 131 69% 69	REP 1 60 84% 84 8 5 0	REP 2+ 50 90% 90 2 0 0	IND 1+ 153 72% 72 20 14 2	182 80% 80 13 11
WHITE Caucasian/White NON-WHITE Latino/Hispanic African-American/Black Asian/Pacific Islander	803 77% 77 16 12 1	1+/6 788 77% 77 16 12 1	2+/6 675 80% 80 13 9	3+/6 568 82% 82 11 8	4+/6 481 84% 84 9 6 1	5+/6 388 86% 86 6 4 1	6/6 281 87% 87 5 3 1	CN ST FAV 194 80% 80 16 10 3 1	EVER UNFAV 101 80% 80 6 4 1 0	SWING 509 76% 76 18 14 0 1	MOV AFTER INFO 213 74% 74 19 17 0	FIRST LAST 238 73% 73 19 16 1 1	MOV 	FIRST LAST 359	DEM 1 227 79% 79 16 11 1 2	DEM 2+ 131 69% 69 23 20 1 1	REP 1 60 84% 84 8 5 0 2	REP 2+ 50 90% 90 2	IND 1+ 153 72% 72 20 14 2	182 80% 80 13 11 1
WHITE Caucasian/White NON-WHITE Latino/Hispanic African-American/Black	803 77% 77 16 12	1+/6 788 77% 77 16 12	2+/6 675 80% 80 13 9	3+/6 568 82% 82	4+/6 481 84% 84 9 6	5+/6 388 86% 86 6 4	6/6 281 87% 87 5	CN ST FAV 194 80% 80 16 10 3	EVER UNFAV 101 80% 80 6 4	SWING 509 76% 76 18 14	MOV AFTER INFO 213 74% 74 19 17	FIRST LAST 238 73% 73 19 16 1	MOV AFTER INFO 316 74% 74 19 15	FIRST LAST 359 73% 73	DEM 1 227 79% 79 16 11	DEM 2+ 131 69% 69 23 20	REP 1 60 84% 84 8 5 0	REP 2+ 50 90% 90 2 0 0	IND 1+ 153 72% 72 20 14 2	182 80% 80 13 11
WHITE Caucasian/White NON-WHITE Latino/Hispanic African-American/Black Asian/Pacific Islander Mixed race	803 77% 77 16 12 1	1+/6 788 77% 77 16 12 1	2+/6 	3+/6 568 82% 82 11 8 1	4+/6 481 84% 84 9 6 1 1	5+/6 388 86% 86 6 4 1 1	6/6 281 87% 87 5 3 1 0	CN ST FAV 194 80% 80 16 10 3 1 1	EVER UNFAV 101 80% 80 6 4 1 0 0 1	SWING 509 76% 76 18 14 0 1 1	MOV 	FIRST LAST 238 73% 73 19 16 1 1 1	MOV 	FIRST LAST 359 73% 73 20 16 1 1 1 1	DEM 1 227 79% 79 16 11 1 2 0	DEM 2+ 131 69% 69 23 20 1 1 2	REP 1 60 84% 84 8 5 0 2 2 2	REP 2+ 50 90% 90 2 0 0 2 0	IND 1+ 153 72% 72 20 14 2 0 3	182 80% 80 13 11 1

TABLE 97: Q17. INCOME

			PHONE	SONOM	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL:	ITY AF	TER INF	0
	Total	YES	TOTAL NO	DIREC TRACK DK/NA FX				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	SCAPOS	D FAVOR	RABILIT	Y AFTER	R MESSA	GING	Q13	SONOMA	TRAIL	USE	Q14 CF <19 AT	HDRN HOME			Q15 EDI	JCATION	ſ	
	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

TABLE 97: Q17. INCOME

		Q16	ETHNIC	CITY		Q17 I	NCOME		GEN	IDER						AC	ΞE					
		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		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		P	ARTY RE	G			PARTY 1	BY AGE				P.	ARTY B	Y GENDE	R			
	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		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		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		
														23		17	22	1.0				
\$120K+	19	22	24	17	15	18	17	25	19	18	17	16	30		20		22		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		
																						
\$120,001-\$150,000	10	12	12	11	6	9	9	13	11	7	10	7	17	12	11	7	12	4 6 17 %	14	12		

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

TABLE 97: Q17. INCOME

			PAR:	ENTS		PERMA ABSEI				CI	TY				OARD OI		VISORS	
	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

				P/G12,)		NSISTEN TARGETS		POSI MOV	TIVE	INTEN MOV	ISITY ERS		HOUS	EHOLD 1	PARTY I	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

		Q. CELL	PHONE		Q1 MA DIRE			~	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q		OSD FAV	ORABIL	ITY AF	rer inf	'0		
	Total		TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG			STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ NHO	STRNG FAV	SMWT FAV		STRNG UNFAV	TOTAL FAV		DK/NA		
Base	803	299	504	508	182	113	273	252	34		525	54	224	421	294	41	27	714	68	20		
Men Women	48% 52	54% 46	44% 56	49% 51	43% 57	51% 49	40% 60	56% 44	55% 45	68% 32	48% 52	60% 40	46% 54		53% 47	55% 45	58% 42	48% 52				
		Q11	SCAPOS:	D FAVOR	RABILIT	Y AFTEF	R MESSA	GING	~	SONOMA		USE	Q14 C <19 A	г номе			Q15 EDI	JCATION	1			
	Total	STRNG FAV	SMWT FAV		STRNG UNFAV		TOTAL UNFAV	CR/	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR	YES	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD		COLL+		
Base	803	442	304	19	15	747	34	22		248	172		199	589		215	256	174				
Men Women	48% 52	43% 57	53% 47	70% 30	59% 41	47% 53		54% 46								48% 52	49% 51	41% 59				
		~	ETHNIC			~	NCOME			IDER						A(
	Total	LATNO			\$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		262	142		155		418					82	89	135	106		474	233	241
Men Women	48% 52	50% 50	47% 53	53% 47	45% 55	44% 56		57% 43		0% 100		59% 41	50% 50		44% 56	47% 53	42% 58	40% 60			46% 54	41% 59
				BY AGE			ARTY RE					BY AGE				P	ARTY B	Y GENDE	ER			
	Total	MEN 18-49	MEN	WOMEN 18-49			NPP/O		DEM 18-49	DEM	NPP/O 18-49	NPP/O 50+	REP 18-49	REP	DEM MEN		NPP/O MEN	NPP/O WOMEN		REP WOMEN		
Base	803	179	206	150	268	426	217	161				98			183	242	120	97	82	78		
Men Women	48% 52	100% 0	100% 0	0% 100	0% 100	43% 57		51% 49	52% 48	37% 63		58% 42	66% 34		100% 0	0% 100		0% 100	100% 0	0% 100		

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

TABLE 98: GENDER

		PARENT	rs		PERMAN ABSEN				CI	TY			E	SOARD OF	F SUPER	VISORS			
Total	DADS M			WOMEN NOKDS	YES	NO	PETAL UMA	RHONT	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		
	FLA	GS (P/	/G12,	P/G14,	P/G16)			NSISTEN FARGETS			TIVE VERS	INTEN MOV			HOUS	EHOLD I	PARTY T	YPE	
Total	1+/6 2	2+/6 3	8+/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% Women 52	48%	46%	45%	44%	45%	42%	38%	52%	51%	48%	46%	49%	47%	41%	47%	44%	49%	49%	57%

TABLE 99: PARTY REGISTRATION

		Q CELL		SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	/ORABIL	ITY AF	ΓER INF	⁷ O
	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 Democrat	53% 53	51 % 51	54 % 54	58% 58	38% 38	53 % 53	60% 60	53 % 53	29 % 29	25% 25	57 % 57	28% 28	50% 50	62 % 62	43 % 43	45 % 45	26% 26	54 % 54	37 % 37	
NPP/OTHER	27	32	24		24	28	28	26	18	13	27	16	29	26	31	17	19	28	18	
No Party Preference Other	22 5	26 6	20 4	23 5	17 6	24 4	24 4	21 5	9 9	8 5	23 5	9 7	24 5	22 4	25 6	13 4	10 9	23 5	12 6	
Ochci	3	_			Ü	-		3		5		,	3	-	Ü	-		3	_	
REPUBLICAN	20	17	22	14	38	20	11	20	53	62	16	56	21	11	27	38	55	17	45	
Republican	20	17	22	14	38	20	11	20	53	62	16	56	21	11	27	38	55	17	45	25
		011	SCAPOS	D FAMOR	ARTI.TT	V AFTEI	MESSA	GING	013	SONOMA	TRATI.	HSE	Q14 C				015 EDI	ICATION	ī	
		Q11	SCAPOS:	D FAVOF	RABILIT	Y AFTEI	R MESSA	GING		SONOMA			Q14 C	г номе			Q15 ED		1	
	Total	Q11 STRNG FAV	SCAPOS: SMWT FAV	D FAVOF SMWT UNFAV	RABILIT STRNG UNFAV	Y AFTER TOTAL FAV	TOTAL	CR/		SEV/			<19 A	г номе	HS OR		~		NON COLL	COLL+
Base		STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/		SEV/	SEV/	ALNVR	<19 A	r HOME	HS OR	SOME	COLL	POST	NON	COLL+ 430
Base DEMOCRAT	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	<19 AT	NO	HS OR LESS	SOME COLL	COLL GRAD 256	POST GRAD	NON COLL 	430
	Total 803	STRNG FAV 442	SMWT FAV 304	SMWT UNFAV 19	STRNG UNFAV 15	TOTAL FAV 747	TOTAL UNFAV 	CR/ DK/NA 22	1+/WK 258	SEV/ MONTH 248	SEV/ YEAR 172	ALNVR NEVER 111	YES	NO 589	HS OR LESS 136	SOME COLL 215	COLL GRAD 256	POST GRAD 	NON COLL 351	430 57 %
DEMOCRAT	Total 803 53 %	STRNG FAV 442 62 %	SMWT FAV 304 42 %	SMWT UNFAV 19	STRNG UNFAV 15	TOTAL FAV 747	TOTAL UNFAV 34	CR/ DK/NA 22 46%	1+/WK 258 55 %	SEV/ MONTH 248	SEV/ YEAR 172 52 %	ALNVR NEVER 111	YES 199	NO 589	HS OR LESS 136 41 %	SOME COLL 215	COLL GRAD 256	POST GRAD 174 55%	NON COLL 351 47% 47	430 57% 57
DEMOCRAT Democrat	Total 803 53% 53	STRNG FAV 442 62% 62	SMWT FAV 304 42% 42 27 21	SMWT UNFAV 19 44% 44 11 8	STRNG UNFAV 15 30% 30 22	TOTAL FAV 747 54% 54 28 23	TOTAL UNFAV 34 38% 38 16	CR/ DK/NA 22 46% 46 25	1+/WK 258 55% 55 34 27	SEV/ MONTH 248 56% 56	SEV/ YEAR 172 52% 52 22 18	ALNVR NEVER 111 39% 39	YES 199 50% 50 29 23	NO 589 54% 54 26 22	HS OR LESS 136 41% 41 31 27	SOME COLL 215 51% 51 27 22	COLL GRAD 256 58% 58 26	POST GRAD 174 55% 55 26	NON COLL 351 47% 47	430 57% 57 26 21
DEMOCRAT Democrat NPP/OTHER	Total 803 53% 53	STRNG FAV 442 62% 62	SMWT FAV 304 42% 42	SMWT UNFAV 19 44% 44	STRNG UNFAV 15 30% 30	TOTAL FAV 747 54% 54	TOTAL UNFAV 34 38% 38	CR/ DK/NA 22 46% 46	1+/WK 258 55% 55	SEV/ MONTH 248 56% 56	SEV/ YEAR 172 52% 52	ALNVR NEVER 111 39% 39	YES 199 50% 50	NO 589 54% 54	HS OR LESS 136 41% 41 31	SOME COLL 215 51% 51	COLL GRAD 256 58% 58 26	POST GRAD 174 55% 55	NON COLL 351 47% 47	430 57% 57 26 21
DEMOCRAT Democrat NPP/OTHER No Party Preference	Total 803 53% 53 27 22	STRNG FAV 442 62% 62 28 24	SMWT FAV 304 42% 42 27 21	SMWT UNFAV 19 44% 44 11 8	STRNG UNFAV 15 30% 30 22	TOTAL FAV 747 54% 54 28 23	TOTAL UNFAV 34 38% 38 16	CR/ DK/NA 22 46% 46 25	1+/WK 258 55% 55 34 27	SEV/ MONTH 248 56% 56 26	SEV/ YEAR 172 52% 52 22 18	ALNVR NEVER 111 39% 39 20 16	YES 199 50% 50 29 23	NO 589 54% 54 26 22	HS OR LESS 136 41% 41 31 27	SOME COLL 215 51% 51 27 22	COLL GRAD 256 58% 58 26	POST GRAD 174 55% 55 26	NON COLL 351 47% 47	430 57% 57 26 21 5

TABLE 99: PARTY REGISTRATION

		Q16	ETHNIC	CITY	Y Q17 INCOME				GEN	IDER						AG						
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$90K	\$90K- \$120K	\$120K +	MEN		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 Democrat	53% 53	63 % 63	51 % 51	62% 62	55% 55	53% 53	49 % 49	50% 50	48% 48	58% 58	49 % 49	46 % 46	55% 55	54 % 54	48 % 48	57% 57	58% 58	56% 56	50% 50	55% 55	53% 53	57% 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 Other	22 5	31 2	21 5	29 3	25 6	20 3	21 4	18 5	25 6	19 4	33 8	32 2	22 10	24 4	19 8	19 4	16 2	11 2	29 7	17 4	20 5	14 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
				BY AGE			ARTY RE				PARTY 1							Y GENDE	lR			
		MEN	MEN	MOMEN	WOMEN								REP			DEM			REP	REP		
		18-49	50+	18-49	50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49	50+	18-49	REP 50+	DEM MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		
Base	Total 803					DEM 426	NPP/O 217	REP 161														
Base DEMOCRAT		18-49	50+	18-49	50+ 				18-49	50+ 	18-49	50+	18-49	50+ 	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		
	803	18-49 179	50+ 206	18-49 150	50+ 268	426	217	161	18-49 164	50+ 261	18-49 118	50+ 98	18-49 46	50+ 114	MEN 183	WOMEN 242	MEN 120	WOMEN 97	MEN 82	WOMEN 78		
DEMOCRAT Democrat NPP/OTHER	803 53% 53	18-49 179 48% 48 35	50+ 206 47% 47 28	18-49 150 52% 52 37	50+ 268 61% 61 15	426 100 %	217 0% 0	161 0% 0	18-49 164 100 %	50+ 261 100 %	18-49 118 0% 0	50+ 98 0% 0	18-49 46 0% 0	50+ 114 0 %	MEN 183 100 %	WOMEN 242 100%	MEN 120 0% 0	WOMEN 97 0%	MEN 82 0%	WOMEN 78 0 %		
DEMOCRAT Democrat NPP/OTHER NO Party Preference	803 53% 53	18-49 179 48% 48 35 29	50+ 206 47% 47 28 23	18-49 150 52% 52 37 30	50+ 268 61% 61 15 13	426 100% 100 0	217 0% 0 100 81	161 0% 0	18-49 164 100% 100 0	50+ 261 100% 100 0	18-49 118 0% 0 100 81	50+ 98 0% 0 100 82	18-49 46 0% 0	50+ 114 0% 0	MEN 183 100% 100 0	WOMEN 242 100% 100 0	MEN 120 0% 0 100 82	WOMEN 97 0% 0	MEN 82 0% 0	WOMEN 78 0% 0 0		
DEMOCRAT Democrat NPP/OTHER	803 53% 53	18-49 179 48% 48 35	50+ 206 47% 47 28	18-49 150 52% 52 37	50+ 268 61% 61 15	426 100% 100	217 0% 0	161 0% 0	18-49 164 100% 100	50+ 261 100% 100	18-49 118 0% 0	50+ 98 0% 0	18-49 46 0% 0	50+ 114 0% 0	MEN 183 100% 100	WOMEN 242 100% 100	MEN 120 0% 0	WOMEN 97 0% 0	MEN 82 0% 0	WOMEN 78 0% 0		
DEMOCRAT Democrat NPP/OTHER NO Party Preference	803 53% 53	18-49 179 48% 48 35 29	50+ 206 47% 47 28 23	18-49 150 52% 52 37 30	50+ 268 61% 61 15 13	426 100% 100 0	217 0% 0 100 81	161 0% 0	18-49 164 100% 100 0	50+ 261 100% 100 0	18-49 118 0% 0 100 81	50+ 98 0% 0 100 82	18-49 46 0% 0	50+ 114 0% 0	MEN 183 100% 100 0	WOMEN 242 100% 100 0	MEN 120 0% 0 100 82	WOMEN 97 0% 0	MEN 82 0% 0	WOMEN 78 0% 0 0		

TABLE 99: PARTY REGISTRATION

			PAR	ENTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPER	RVISORS	3		
	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 Democrat	53 %	41 % 41	57 % 57	49 % 49	58% 58	53 %	54 % 54	55 %	44 % 44	57 % 57	50% 50		51% 51	49 % 49	52% 52	56% 56	53 %	55% 55		
NPP/OTHER	27	33			23	28	24	29	36	25	23		28	27	26	28	25	29		
No Party Preference Other	22 5	27 6	19 6		19 4	23 5	20 4	20 8	30 6	19 6	21 2		24 4	24 3	20 6	22 6	20 4	24 5		
REPUBLICAN	20 20	26 26			20 20	19 19	22 22	17 17	20 20	18	27 27	22 22	21 21	24 24	21 21	15 15	22 22	16 16		
Republican	20				P/G14,			CO	NSISTEI TARGET:	NCY	POSI	TIVE /ERS	INTE	NSITY ERS			SEHOLD		ΓΥΡΕ 	
	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 Democrat	53 % 53	53 % 53	54 % 54		56% 56	56% 56	59% 59	65% 65	36% 36	52 % 52	48 % 48	48 % 48	53 % 53	52% 52	100% 100	100 % 100	0 % 0	0% 0	0% 0	37% 37
NPP/OTHER	27	27	24		21	20	17	28	19	28	29		27	26	0	0	0	0	100	35
No Party Preference Other	22 5	22 5	19 5		17 4	16 4	14 3	24 4	12 7	23 5	23 6		23 5	21 4	0	0	0 0	0 0	81 19	29 6
REPUBLICAN Republican	20 20	20 20	22 22		23	24 24	25 25	7 7	44 44	20 20	24 24		20 20	22 22	0 0	0 0	100	100	0 0	28 28

TABLE 100: LANGUAGE

		Q. CELL	PHONE	SONOM	Q1 MA DIRE	CTION		Q2A IN		SCAPOSD	FAVORA	ABILITY		_	5 SCAP	OSD FAV	ORABIL	ITY AF	TER INF	'O		
	Total	YES		RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT	STRNG UNFAV	TOTAL FAV	TOTAL	CR/ NHO	STRNG FAV		SMWT UNFAV	STRNG UNFAV	TOTAL FAV		DK/NA		
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20		
English Spanish	98% 2	99% 1	97% 3	98% 2	98% 2	95% 5	99% 1	99% 1	95% 5	100% 0	99% 1	97% 3	95% 5	96% 4	99% 1	95% 5	100% 0	98% 2				
		Q11	SCAPOS	D FAVOF	RABILIT	Y AFTER	R MESSA		~	SONOMA		USE		HLDRN F HOME			Q15 EDI		1			
	Total	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV		CR/		SEV/	SEV/	ALNVR	YES	NO	HS OR LESS		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					
English Spanish	98% 2	97% 3	98% 2		100% 0	98% 2	100% 0	92% 8	98% 2	98% 2	96% 4	98% 2	95% 5	98% 2	88% 12	100% 0	100% 0	100% 0				
		~	ETHNIC			~	NCOME			IDER							GE					
	Total	LATNO		NON-	\$0- \$60K	\$60K-	\$90K- \$120K		MEN										18-49		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 Spanish	98% 2	83% 17	100% 0	87% 13	95% 5	100% 0	98% 2	100% 0	98% 2	97% 3	97% 3	99% 1	98% 2	92% 8	97% 3	95% 5	100% 0	100% 0	98% 2	98% 2	95% 5	100% 0
				BY AGE			ARTY RE					BY AGE				P	ARTY B		ER			
	Total	MEN	MEN	WOMEN 18-49		DEM	NPP/O	REP	DEM 18-49	DEM 50+	NPP/O 18-49		REP 18-49	REP 50+	DEM MEN		NPP/O 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 Spanish	98% 2	98% 2	98% 2		97% 3	96% 4	98% 2	100% 0	97% 3	96% 4	98% 2	99% 1	100% 0		98% 2	95% 5	97% 3			100%		

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

TABLE 100: LANGUAGE

			PAR	ENTS		PERMA ABSE				CI	TY			F	BOARD O	F SUPER	RVISORS			
	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 Spanish	98% 2	96% 4	95% 5		98% 2	98% 2	96% 4	100% 0	98% 2	96% 4	100%		99% 1	98% 2	100%	94% 6	97% 3	98% 2		
		F	LAGS	(P/G12,	P/G14	, P/G16)		NSISTE TARGETS			TIVE ÆRS		NSITY ÆRS			EHOLD I	PARTY T	YPE	
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	CN ST FAV		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 Spanish	98% 2	98% 2	98% 2		99% 1	99% 1	99% 1	99% 1	96% 4	97% 3	95% 5		96% 4	96% 4	96% 4	96% 4	100% 0	100% 0	99% 1	98% 2

TABLE 101: FLAGS

			A PHONE		Q1 IA DIRE			~		CAPOSD				~					rer inf			
	Total	YES	TOTAL NO	RIGHT	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG		TOTAL	CR/ NHO	STRNG FAV	SMWT FAV		STRNG		TOTAL	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		62		83		
P16	72	60	79	70	74	75	78	70	72	60	75	68	66		68	70		72		86		
G16	95	92	97	95	94	98	96	97	97	93	96	96	92		95	98		95		93		
BLANK	2	3	1	2	1	1	1	1	3	0	1	2	3	2	2	2	0	2	1	0		
		~		D FAVOR					~	SONOMA			<19 A	CHLDRN T HOME			Q15 EDI		1			
			SMWT				TOTAL			SEV/					HS OR		COLL	POST	NON			
	Total		FAV		UNFAV	FAV			1 + / WTK	MONTH	,		YES	NO	LESS	COLL	GRAD	GRAD	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		45	55		77		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	ETHNIC	CITY		Q17 I	NCOME		GEN	DER						A	GE					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K		\$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		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		58	51		89		67	52	81
G12	72	49	77	51	68	73	75	76	70	75	21	54	67	81	89	88		94		90	86	94
P14	47	19	52	21	43	46	47	47	42	51	2	26	32	46	48	58	74	85		65	51	79
G14	62	32	68	35	54	64	67	67	60	64	14	40	53	72	66	81	86	92		81	74	89
P16	72	51	74	56	66	78	71	74	66	77	52	57	60	70	70	83		93		83	75	90
G16	95%	89%	96%		93%	95%	98%	98%	94%	96%	88%	89%	94%	98%	95%	99%				99%	97%	100%
BLANK	2	5	2		3	0	1	1	2	2	5	4	2		1	0		0		1	1	0
		3		-	3	0	_		2		3	1	2	2	_	O	O	O	-	_	_	J

TABLE 101: FLAGS

		2	P	ARTY RI	EG				BY AGE				P	ARTY BY	GENDE:	R			
Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	DEM 18-49	DEM 50+		NPP/O 50+	REP 18-49	REP 50+	DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base 803		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	
G14 62		82	34	81	64		72	36	81	29	80	46	82	62	66	53	51	68	76
P16 72		78	60	87	77	57	78	64	86	43		62	85	72	81	53	61	73	
G16 95		98	92	99	96			91	98	90		89	100	94	96	93	93	94	
BLANK	3	0	4	1	2	3	0	4	0	5	1	0	0	2	2	3	4	0	0
		PARI	ENTS			ANENT ENTEE			CI	TY			В	BOARD O	F SUPE	RVISORS	3		
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		106	284	305	568	235	90	66	261	37	85	264	177	169	145	161	153		
P10 50%		38%	52%	57%	51%	48%	57%	45%	49%	30%	54%	52%	57%	55%	39%	53%	45%		
G10 66		64	62	70	63	72	66	56	66	61	67	68	72	66	54	70	64		
P12 48		39	49	54	49	44	52	40	48	30	44	52	59	50	40	44	45		
G12 72		68	70	77	70	79	76	58	74	56	74	76	77	72	65	73	73		
P14 47 G14 62		33 50	44 61	56 69	48 62	43	45 65	34 53	47 61	35 48		50 64	55 73	43 60	38 52	51 64	45 59		
G14 62 P16 72		65	69	81	74	62 68	71	60	68	63		80	83	67	68	68	72		
G16 95		93	94		95	94			95	92		96	98	93	94	95	95		
BLANK 2		4	2		2					4		1	0	2	3	1	3		
DIAM	_	-	2	_	2	2	2	5	_	-	5	_	O	2	3	_	3		
				P/G14				NSISTEN TARGETS	3		TIVE ÆRS	INTEN MOV				SEHOLD	PARTY T	TYPE	
							CN ST					AFTER	FTRST	DEM	DEM	REP	REP	IND	
Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	FAV		SWING	INFO	LAST	INFO	LAST	1	2+	1	2+	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		76	86	92	95	96	72	77	61	53	55	57	56	64	71	74	82	53	
P12 48		57	68	78	90	100	55	56	43	38		41	39	46	58	46	62	40	
G12 72		85	95	97	99	100	75	86	69	65		65	68	72	78	78	82	59	
P14 45		56	66	77	90	100	57	46	43	35		39	37	44	60	50	68	36	
G14 62		74	87	95	98	100	70	59	60	50		55	54	58	70	59	86	52	
P16 72		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	0	0	0	0	0	0	1	3	2	4	3	3	2	2	1	0	0	2	3

TABLE 102: HOUSEHOLD PARTY TYPE

		Q. CELL :	PHONE	SONON	Q1 MA DIRE	CTION		~	ITIAL S	CAPOSD	FAVORA	ABILITY		Q		OSD FAV	ORABIL	ITY AF	rer inf	'O		
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL	CR/ NHO	STRNG FAV	SMWT FAV		STRNG UNFAV	TOTAL FAV		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		
													014	HLDRN!								
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTEI		GING	~	SONOMA			<19 A	T HOME			Q15 EDI	JCATION	1			
		CTDMC	SMWT	SMWT	STRNG	TOTAL	TOTAL	CR/				ALNVR				COME	COLL	POST	NON			
	Total	STRNG FAV	FAV		UNFAV	FAV			1+/WK	SEV/ MONTH		NEVER	YES	NO	HS OR LESS	COLL	GRAD	GRAD	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		
		~	ETHNI(~	NCOME		GEN	DER						Α(
	Total	LATNO		NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K	\$120K +	MEN	WOMEN		30-39	40-49	50-54	55-59		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		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

TABLE 102: HOUSEHOLD PARTY TYPE

		GENDER BY AGE					ARTY RE					BY AGE					ARTY B	GENDE	R	
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+		NPP/O		DEM	DEM 50+	NPP/O 18-49	NPP/O 50+	REP 18-49	REP 50+	DEM MEN		NPP/O MEN	NPP/O WOMEN	REP MEN	REP WOMEN
Base	803	179	206	150		426	217	161		261			46	114	183	242	120	97	82	78
Dem 1 Dem 2+	28% 16	29% 10	20% 21	29% 15	34% 18	53% 31	0% 0	0%	58% 24	51% 35			0% 0	0% 0	51% 34	55% 29	0%	0 % 0	0% 0	0 % 0
Rep 1	7	7	7	5		0	-	37		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			0		0					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
			מגם	ENTS			ANENT INTEE			CI	TY			-	O ARD O	e cine	RVISORS	,		
														E		F SUPE.				
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	UMA	RHONT PARK	SANTA ROSA	SOR		UNINC	1	2	3	4	5		
Base	803	93	106	284	305	568	235	90	66	261	37		264	177	169	145	161	153		
Base	003))	100	201	303	300	233	50	00	201	37	03	201	1//	100	113	101	133		
Dem 1	28%	22%	28%	26%	34%	28%	30%	24%		36%	26%	21%	24%	27%	23%	38%	24%	30%		
Dem 2+	16	14	20	17	15	16	16	16		15			18	16	14	13	20	19		
Rep 1	7	5 6	4	8 6		7 7	8	6		8			9 5	9	10 5	7	8	3		
Rep 2+ Ind 1+	6 19	15	7 22	21	6 17	20	5 16	7 21		6 18			19	8 15	20	5 24	7 15	6 23		
Mix	23	38	18	23	18	22		26		18			25	25	27	14	26	19		
								CO	NSISTEN	icv	DOGI	ITIVE	INTEN	יפדייע						
					P/G14		•		TARGETS	3	/OM	/ERS	MOV	ERS		HOUS	SEHOLD	PARTY I	YPE	
	Total	1+/6	2+/6	3+/6	4+/6		6/6		EVER	SWING	AFTER		AFTER INFO		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		3		7			9	9	0	0	100	0	0	0
Rep 2+	6	6	7	8	8	9		3		6			6	7	0	0	0	100	0	0
Ind 1+	19 23	19 22	17 23	16 23	16 22	15 21		20 22		20 22			18 23	19 21	0	0	0	0	100	100
Mix	23	22	23	23	22	21	22	22	∠6	22	23	22	∠3	∠⊥	U	U	U	U	U	100

TABLE 103: PERMANENT ABSENTEE

			A PHONE		Q1 MA DIRE			Q2A IN		CAPOSD	FAVORA	ABILITY		~	5 SCAP		ORABIL	ITY AF	rer inf	0		
	Total			RIGHT			STRNG		SMWT	STRNG UNFAV		TOTAL				SMWT UNFAV		TOTAL FAV		DK/NA		
Base	803	299	504	508	182	113		252			525	54	224	421	294	41	27	714	68	20		
Yes No	71% 29	75% 25	68% 32	73% 27	64% 36	71% 29	70% 30	76% 24		49% 51	73% 27	51% 49	71% 29	73% 27	70% 30	52% 48	70% 30	72% 28				
		~					R MESSA		~	SONOMA			Q14 C <19 A	г номе			Q15 EDU					
	Total	STRNG			STRNG	TOTAL	TOTAL UNFAV	CR/	1+/WK	SEV/	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		22			172		199	589		215	256	174				
Yes No	71% 29	70% 30	73% 27		53% 47		62% 38	68% 32	73% 27	66% 34	70% 30	76% 24	67% 33	72% 28	63% 37	75% 25	72% 28	72% 28				
		~	ETHNI			~	NCOME			IDER						AC						
	Total			NON-	\$0-	\$60K-	\$90K- \$120K	\$120K +		WOMEN											50-64	
Base	803	96	620	128	262	142		155			112	112	104	61	82	89	135	106	329	474	233	241
Yes No	71% 29	72% 28	71% 29	69% 31	67% 33	75% 25	67% 33	74% 26	69% 31	73% 27	74% 26	74% 26	77% 23	54% 46	64% 36	66% 34	70% 30	78% 22		68% 32	62% 38	73% 27
				BY AGE			ARTY RE					BY AGE				P.	ARTY BY	Y GENDE	R 			
	Total	MEN 18-49		WOMEN 18-49		DEM	NPP/O	REP			18-49	NPP/O 50+	18-49		DEM MEN	DEM WOMEN	NPP/O MEN	NPP/O WOMEN		REP WOMEN		
Base	803	179	206	150		426	217	161			118				183	242	120	97	82	78		
Yes No	71% 29	71% 29	66% 34	79% 21	69% 31	70% 30		67% 33			76% 24	71% 29	73% 27	65% 35	71% 29	70% 30	66% 34	84% 16		68% 32		

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

TABLE 103: PERMANENT ABSENTEE

			PAR	ENTS		PERMA ABSEI				CI	TY			E	30ARD 0	F SUPER	VISORS			
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO	PETAL UMA	RHONT	SANTA ROSA	WIND	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 No	71% 29	63% 37	70% 30		73% 27	100%	0% 100		69% 31	73% 27	82% 18	72% 28	66% 34	70% 30	68% 32	73% 27	73% 27	70% 30		
					P/G14,)		NSISTEN			TIVE VERS	INTEI	NSITY ERS		HOUS	EHOLD E	PARTY I	YPE	
	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 No	71% 29	71% 29	70% 30		71% 29	73% 27	75% 25	72% 28	56% 44	73% 27	68% 32	67% 33	70% 30	70% 30	69% 31	71% 29	70% 30	75% 25	76% 24	68% 32

TABLE 104: BOARD OF SUPERVISORS

		QELL I			Q1 IA DIREC			~		CAPOSD				~					rer inf			
	Total	YES	TOTAL NO	RIGHT DIREC	WRONG TRACK	DK/NA	STRNG			STRNG				STRNG FAV	SMWT FAV		STRNG UNFAV	TOTAL FAV		,		
Base	803	299	504	508	182	113	273	252	34	20	525	54	224	421	294	41	27	714	68	20		
1 2	22% 21	21% 21	23% 21	21% 22	24% 20	22% 17	25% 20	22% 23	8% 34	19% 44	23% 21	12% 38	21% 17	24% 19	19% 25	12% 14	29% 29	22% 21	19% 20	30% 10		
3	18 20	22 18	16 21	18 20	14 22	24 16	14 19	17 23	20 18	10 4	16 21	16 13	23 20	18 17	18 25	29 22	8 12	18 20		18 21		
5	19	19	19	18	20	20	22	15	19	22	19	20	19		14	24				21		
		~			ABILIT				~	SONOMA			<19 A	HLDRN F HOME			Q15 EDI		1			
	Total	STRNG FAV	SMWT		STRNG		TOTAL	CR/		SEV/ MONTH	SEV/	ALNVR	YES	NO	HS OR LESS		COLL GRAD	POST GRAD	NON	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		20		
3	18 20	19 18	18 24	11 9	6 11	19 21	9 10	14 18	17 19	18 18	21 24	16 19	20 24		22 21	18 19	19 17	15 23		17 19		
5	19	20	16	37	26	18	32	19	22	20	13	20	19	19	19	18	16	23		19		
		~	ETHNIC			Q17 I	NCOME		GEN							A						
	Total		WHITE	NON-	\$0- \$60K		\$90K- \$120K	\$120K	MEN	WOMEN												65+
Base	803	96	620	128	262	142	123	155	385		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		20	21	19
3	18	25	17	23	21	17	21	15	18	18	25	23	17	19	16	14	15	14		15	16	15
4	20	29	19	26	17	17	22	22	21	19	17	21	18	24	19	31	18	16		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

TABLE 104: BOARD OF SUPERVISORS

		GENDER	BY AGE			ARTY RE					BY AGE					ARTY BY	GENDE:	R	
Total	MEN 18-49	MEN 50+	WOMEN 18-49			NPP/O		DEM 18-49			NPP/O 50+		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% 2 21	20% 22	25% 19	15% 23	25% 21	20% 21	22% 21	27% 22	14% 25	25% 18		24% 20	27% 15	26% 25	18% 21	22% 21	24% 21	19% 19	29% 19	24% 26
3 18	21	15	23		19	19	14	24	16			15	14	21	18	15	23	14	13
4 20	20	21	18		20	18	22	19	21			23	22	18	21	23	13	23	22
5 19	18	20	21		20	20	15	19	20			21	13	22	18	17	25	15	15
					PERM	ANENT													
			ENTS			NTEE				TY						RVISORS			
Total	DADS		MEN NOKDS	WOMEN	YES	NO		RHONT PARK			OTHER		1	2	3	4	5		
		106							261				177	1.60	145	1.61	152		
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			21	19	0					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		
				P/G14,		,		NSISTEN TARGETS	3	MOV		INTEN MOV			HOUS	SEHOLD	PARTY I	YPE.	
							CN ST					AFTER	FIRST	DEM	DEM	REP	REP	IND	
Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6		UNFAV	SWING		LAST	INFO	LAST	1	2+	1	2+	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		24	19	22	24	14	16	13	22	11
4 20	20	21	20	20	20	18	17	16	22			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

		Q. CELL		SONON	Q1 MA DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVOR <i>I</i>	ABILITY		<u> </u>	5 SCAP	OSD FAV	ORABIL	ITY AF	FER INF	0		
	Total	YES	TOTAL NO	RIGHT DIREC		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		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		
													Q14 C	HLDRN								
		Q11	SCAPOS	D FAVOF	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	T HOME			Q15 ED	JCATION	1			
	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%	88	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	ETHNI	CITY		Q17 I	NCOME		GEN	IDER							GE					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K	\$60K- \$90K	\$90K- \$120K		MEN	WOMEN	18-29	30-39	40-49	50-54				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		31	28	33	36	33	32	30	34
Windsor	5	5	5	5		5	7	5	5	4	6	8	2		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
*																						

TABLE 105: CITY

		GENDER BY AGE					ARTY RE	EG			PARTY	BY AGE				P.	ARTY B	Y GENDE	R	
		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		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
						PERM	ANENT													
			PAR	ENTS		ABSE	INTEE			Cl	TY			F	BOARD C	F SUPE	RVISOR	5		
									DIIONIII											
	m-+-1	DADG	MOMO	MEN	WOMEN	YES	NO		RHONT			OFFITTE	INITAG	1	2	3	4	5		
	Total	DADS	MOMS	NOKDS	NOKDS	IES	NO	UMA	PARK	ROSA	SOR	OTHER	UNINC			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		
								CO	NSISTE	ICY	POSI	TIVE	INTE	NSITY						
		F	LAGS	(P/G12,	P/G14	, P/G16	5)		TARGETS	3	MOV	ERS	MOV	ERS		HOUS	SEHOLD	PARTY I	YPE	
								CN ST	EVER		AFTER	FIRST	AFTER	FTRST	DEM	DEM	REP	REP	IND	
	Total	1+/6	2+/6	3+/6	4+/6	5+/6	6/6	FAV		SWING	INFO	LAST	INFO	LAST	1	2+	1	2+	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

TABLE 106:AGE

		QZ CELL 1		SONOM	Q1 IA DIRE	CTION		Q2A IN	ITIAL S	CAPOSD	FAVORA	ABILITY		Q	5 SCAP	OSD FAV	ORABIL	ITY AFT	ER INF	0
Tot	cal	YES	TOTAL NO	RIGHT DIREC			STRNG FAV	SMWT FAV	SMWT UNFAV	UNFAV	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
<u>50+</u>	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
	17 13	6 5	23 18	15 12	22 14	18 16	19 15	18 11	14 22	30 17	18 13	20 20	12 12	17 14	16 10	17 16	16 15	17 13	17 15	12 28
					ABILIT				~	SONOMA			Q14 C	г номе						
Tot 	tal	Q11 STRNG FAV	SCAPOSI SMWT FAV	D FAVOR			TOTAL	 CR/	~	SEV/			<19 A	г номе	HS OR LESS		~	JCATION POST GRAD	NON COLL	COLL+
	tal 803	STRNG	SMWT	SMWT	STRNG	TOTAL	TOTAL	 CR/		SEV/	SEV/	ALNVR	<19 A	r HOME	HS OR	SOME	COLL	POST	NON	COLL+ 430
Base 8		STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG UNFAV	TOTAL FAV	TOTAL UNFAV	CR/ DK/NA	1+/WK	SEV/ MONTH	SEV/ YEAR	ALNVR NEVER	<19 A	NO	HS OR LESS	SOME COLL	COLL GRAD	POST GRAD	NON COLL	
Base 8	803	STRNG FAV 442	SMWT FAV 304	SMWT UNFAV 19	STRNG UNFAV 15	TOTAL FAV 747	TOTAL UNFAV	CR/ DK/NA 22	1+/WK 258	SEV/ MONTH 248	SEV/ YEAR 172	ALNVR NEVER 	YES	NO 589	HS OR LESS 136	SOME COLL 215	COLL GRAD 256	POST GRAD 174	NON COLL 	430
Base 8	 803 41 %	STRNG FAV 442	SMWT FAV 304 43%	SMWT UNFAV 19	STRNG UNFAV 15	TOTAL FAV 747	TOTAL UNFAV 34	CR/ DK/NA 22	1+/WK 258 53 %	SEV/ MONTH 248	SEV/ YEAR 172	ALNVR NEVER 111	YES 199	NO 589	HS OR LESS 136	SOME COLL 215	COLL GRAD 256	POST GRAD 174 32%	NON COLL 351 44%	430 39 %
Base 8 18-49 18-29 30-39	 803 41% 14	STRNG FAV 442 42% 16	SMWT FAV 304 43 % 13	SMWT UNFAV 19 30% 5	STRNG UNFAV 15 12% 0	TOTAL FAV 747 42% 15	TOTAL UNFAV 34 22% 3	CR/ DK/NA 22 20% 9	1+/WK 258 53% 21	SEV/ MONTH 248 47% 16	SEV/ YEAR 172 31% 9	ALNVR NEVER 111 15% 3	YES 199 71%	NO 589 31%	HS OR LESS 136 46% 23	SOME COLL 215 43% 18	COLL GRAD 256 44% 11	POST GRAD 174 32% 7	NON COLL 351	430 39 % 9
Base 8 18-49 18-29 30-39 40-49 50+	803 41% 14 14 13	STRNG FAV 442 42% 16 13 14	SMWT FAV 304 43% 13 17 12	SMWT UNFAV 19 30% 5 13 12	STRNG UNFAV 15 12% 0 12 0	TOTAL FAV 747 42% 15 14 13	TOTAL UNFAV 34 22% 3 13 7	CR/ DK/NA 22 20% 9 0 11	1+/WK 258 53% 21 18 14	SEV/ MONTH 248 47% 16 18 14	SEV/ YEAR 172 31% 9 11 10	ALNVR NEVER 111 15% 3 1 11	YES	NO 589 31% 15 9 6	HS OR LESS 136 46% 23 15 9	SOME COLL 215 43% 18 13 12	COLL GRAD 256 44% 11 16 17	POST GRAD 174 32% 7 13 12	NON COLL 351 44% 20 14 10	430 39% 9 14 15
Base 8 18-49 18-29 30-39 40-49 50+ 50-54	41% 14 14 13 59	STRNG FAV 442 42% 16 13 14 58 8	SMWT FAV 304 43% 13 17 12 57 7	SMWT UNFAV 19 30% 5 13 12 70	STRNG UNFAV 15 12% 0 12 0	TOTAL FAV 747 42% 15 14 13 58 8	TOTAL UNFAV 34 22% 3 13 7 78	CR/ DK/NA 22 20% 9 0 11 80 5	1+/WK 258 53% 21 18 14 47	SEV/ MONTH 248 47% 16 18 14 53	SEV/ YEAR 172 31% 9 11 10 69	ALNVR NEVER 111 15% 3 1 11 85	YES 199 71% 100 29 32 29 12	NO 589 31% 15 9 6	HS OR LESS 136 46% 23 15 9 54 10	SOME COLL 215 43% 18 13 12 57 6	COLL GRAD 256 44% 11 16 17 56	POST GRAD 174 32% 7 13 12 68 7	NON COLL 351 44% 20 14 10 56	430 39% 9 14 15 61 7
Base 8 18-49 18-29 30-39 40-49 50+ 50-54 55-59	41% 14 14 13 59 8	STRNG FAV 442 42% 16 13 14 58 8	SMWT FAV	SMWT UNFAV 19 30% 5 13 12 70 11 10	STRNG UNFAV 15 12% 0 12 0	TOTAL FAV 747 42% 15 14 13 58 8	TOTAL UNFAV 34 22% 3 13 7 78 10 12	CR/ DK/NA 22 20% 9 0 11 80 5 27	1+/WK 258 53% 21 18 14 47 7	SEV/ MONTH 248 47% 16 18 14 53 9	SEV/ YEAR 172 31% 9 11 10 69 10	ALNVR NEVER 1111 15% 3 1 111 85 4 13	YES	NO 589 31% 15 9 6 69 6 10	HS OR LESS 136 46% 23 15 9 54 10 13	SOME COLL 215 43% 18 13 12 57 6 12	COLL GRAD 256 44% 11 16 17 56 7	POST GRAD	NON COLL 351 44% 20 14 10 56 8 12	430 39% 9 14 15 61 7 8
Base 18-49 18-29 30-39 40-49 50+ 50-54 55-59 60-64	**************************************	STRNG FAV	SMWT FAV	SMWT UNFAV 19 30% 5 13 12 70 11 10 21	STRNG UNFAV 15 12% 0 12 0 888 10 13 7	TOTAL FAV 747 42% 15 14 13 58 8 10 11	TOTAL UNFAV 34 22% 3 13 7 78 10 12 15	CR/ DK/NA 22 20% 9 0 11 80 5 27 9	1+/WK 258 53% 21 18 14 47 7 8	SEV/ MONTH 248 47% 16 18 14 53 9 10 10	SEV/ YEAR 	ALNVR NEVER 1111 15% 3 1 111 85 4 13 11	YES 199 71% 10 29 32 29 12 10 4	NO 589 31% 15 9 6 69 6 10 14	HS OR LESS 136 46% 23 15 9 54 10 13 8	SOME COLL 215 43% 18 13 12 57 6 12 12	COLL GRAD 256 44% 11 16 17 56 7 9	POST GRAD 	NON COLL 351 44% 20 14 10 56 8 12 10	430 39% 9 14 15 61 7 8 12
Base 18-49 18-29 30-39 40-49 50+ 50-54 55-59 60-64	41% 14 14 13 59 8	STRNG FAV 442 42% 16 13 14 58 8	SMWT FAV	SMWT UNFAV 19 30% 5 13 12 70 11 10	STRNG UNFAV 15 12% 0 12 0	TOTAL FAV 747 42% 15 14 13 58 8	TOTAL UNFAV 34 22% 3 13 7 78 10 12	CR/ DK/NA 22 20% 9 0 11 80 5 27	1+/WK 258 53% 21 18 14 47 7	SEV/ MONTH 248 47% 16 18 14 53 9	SEV/ YEAR 172 31% 9 11 10 69 10	ALNVR NEVER 1111 15% 3 1 111 85 4 13	YES	NO 589 31% 15 9 6 69 6 10	HS OR LESS 136 46% 23 15 9 54 10 13	SOME COLL 215 43% 18 13 12 57 6 12	COLL GRAD 256 44% 11 16 17 56 7	POST GRAD	NON COLL 351 44% 20 14 10 56 8 12	430 39% 9 14 15 61 7 8

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

TABLE 106: AGE

		~	ETHNIC			Q17 I			GEN							AC						
	Total		WHITE	NON-	\$0- \$60K	\$60K-	\$90K- \$120K	\$120K +	MEN									75+			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
<u>50+</u> 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		P.	ARTY RE	lG			PARTY 1							Y GENDE	R			
						P.	ARTY RE	G 														
	Total	MEN 18-49	MEN 50+	WOMEN 18-49	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	Total 803	MEN	MEN	WOMEN					DEM	DEM	NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP			
18-49		MEN 18-49	MEN 50+	WOMEN 18-49	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	WOMEN 78		
	803	MEN 18-49 179	MEN 50+ 	WOMEN 18-49 150	50+ 268	DEM 426	NPP/O 217	REP 161	DEM 18-49 164	DEM 50+ 261	NPP/O 18-49 118	NPP/O 50+ 	REP 18-49 46	REP 50+ 114	DEM MEN 183	DEM WOMEN 242	NPP/O MEN 	NPP/O WOMEN 97	REP MEN 	WOMEN 78		
18-49	803 41 %	MEN 18-49 179	MEN 50+ 206	WOMEN 18-49 150	50+ 268 0 %	DEM 426	NPP/O 217 55%	REP 161 29%	DEM 18-49 164 100%	DEM 50+ 261	NPP/O 18-49 118	NPP/O 50+ 98	REP 18-49 46 100%	REP 50+ 114 0%	DEM MEN 183	DEM WOMEN 242	NPP/O MEN 120	NPP/O WOMEN 97	REP MEN 82	WOMEN 78 20%		
18-49 18-29	 803 41% 14	MEN 18-49 179 100% 34	MEN 50+ 206	WOMEN 18-49 150 100% 34	50+ 268 0% 0	DEM 426 39% 13	NPP/O 217 55% 21	REP 161 29% 7	DEM 18-49 164 100% 34	DEM 50+ 261 0% 0	NPP/O 18-49 118 100% 39	NPP/O 50+ 98 0% 0	REP 18-49 46 100% 23	REP 50+ 114 0% 0	DEM MEN 183 47% 16	DEM WOMEN 242 32% 11	NPP/O MEN 120 52% 20	NPP/O WOMEN 97 57% 23	REP MEN 82 37% 10	WOMEN 78 20% 4		
18-49 18-29 30-39 40-49	803 41% 14 14	MEN 18-49 179 100% 34 37	MEN 50+ 206 0% 0	WOMEN 18-49 150 100% 34 31	50+ 268 0% 0	DEM 426 39% 13 12	NPP/O 217 55% 21 18	REP 161 29% 7	DEM 18-49 164 100% 34 31	DEM 50+ 261 0% 0	NPP/O 18-49 118 100% 39 33	NPP/O 50+ 98 0% 0	REP 18-49 46 100% 23 47	REP 50+ 114 0% 0 0	DEM MEN 183 47% 16 15	DEM WOMEN 242 32% 11 10	NPP/O MEN 120 52% 20 18	NPP/O WOMEN 97 57% 23 18	REP MEN 82 37% 10 19	WOMEN 78 20% 4 8		
18-49 18-29 30-39	803 41% 14 14 13	MEN 18-49 179 100% 34 37 29	MEN 50+ 206 0% 0	WOMEN 18-49 150 100% 34 31 35	50+ 268 0% 0 0	DEM 426 39% 13 12 13	NPP/O 217 55% 21 18 15	REP 161 29% 7 14	DEM 18-49 164 100% 34 31 35	DEM 50+ 261 0% 0	NPP/O 18-49 118 100% 39 33 28	NPP/O 50+ 98 0% 0	REP 18-49 46 100% 23 47 30	REP 50+ 114 0% 0 0	DEM MEN 183 47% 16 15 16	DEM WOMEN 242 32% 11 10 12	NPP/O MEN 120 52% 20 18 14	NPP/O WOMEN 97 57% 23 18 17	REP MEN 82 37% 10 19 8	WOMEN 78 20% 4 8 9		
18-49 18-29 30-39 40-49	803 41% 14 14 13	MEN 18-49 179 100% 34 37 29	MEN 50+ 206 0% 0	WOMEN 18-49 150 100% 34 31 35	50+ 268 0% 0 0	DEM 426 39% 13 12 13	NPP/O 217 55% 21 18 15 45	REP 161 29% 7 14 9	DEM 18-49 164 100% 34 31 35	DEM 50+ 261 0% 0 0 100	NPP/O 18-49 118 100% 39 33 28	NPP/O 50+ 98 0% 0 0	REP 18-49 46 100% 23 47 30	REP 50+ 114 0% 0 0	DEM MEN 183 47% 16 15 16	DEM WOMEN 242 32% 11 10 12	NPP/O MEN 120 52% 20 18 14	NPP/O WOMEN 97 57% 23 18 17	REP MEN 	WOMEN 78 20% 4 8 9		
18-49 18-29 30-39 40-49 50+ 50-54	803 41% 14 14 13 59 8	MEN 18-49 179 100% 34 37 29 0 0	MEN 50+206 0% 0 0 100 14	WOMEN 18-49 150 100% 34 31 35	50+ 268 0% 0 0 0	DEM 426 39% 13 12 13 61 8	NPP/O 217 55% 21 18 15 45	REP 161 29% 7 14 9 71	DEM 18-49 164 100% 34 31 35 0 0	DEM 50+ 261 0% 0 0 0 13	NPP/O 18-49 118 100% 39 33 28 0	NPP/O 50+ 98 0% 0 0 0	REP 18-49 46 100% 23 47 30 0	REP 50+ 114 0% 0 0 0	DEM MEN 183 47% 16 15 16	DEM WOMEN 242 32% 11 10 12 68	NPP/O MEN 120 52% 20 18 14 48 9	NPP/O WOMEN 97 57% 23 18 17 43	REP MEN 82 37% 10 19 8	WOMEN 78 20% 4 8 9 80 7		
18-49 18-29 30-39 40-49 50+ 50-54 55-59	803 41% 14 14 13 59 8 10	MEN 18-49 179 100% 34 37 29 0 0 0 0	MEN 50+	WOMEN 18-49 150 100% 34 31 35 0 0 0 0	50+ 268 0% 0 0 0 100 12 17	DEM 426 39% 13 12 13 61 8 9	NPP/0 217 55% 21 18 15 45 8	REP 161 29% 7 14 9 71 7 13	DEM 18-49 164 100% 34 31 35 0 0	DEM 50+ 261 0% 0 0 100 13 15	NPP/O 18-49 118 100% 39 33 28 0 0	NPP/O 50+ 98 0% 0 0 0 0	REP 18-49 	REP 50+ 114 0% 0 0 0 0	DEM MEN 183 47% 16 15 16 53 7 6	DEM WOMEN 242 32% 11 10 12 68 9 12	NPP/O MEN 120 52% 20 18 14 48 9 12	NPP/O WOMEN 97 57% 23 18 17 43 7	REP MEN 	WOMEN 78 20% 4 8 9 80 7 12		

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

TABLE 106: AGE

			PARE			PERMA ABSEI	TEE			CI						F SUPER				
	Total	DADS		MEN NOKDS	WOMEN NOKDS	YES	NO			SANTA ROSA		OTHER		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		
<u>50+</u>	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 75+	17 13	2	2 1	19 15	25 20	17 15	17 10	17 15	11 6	17 15	17 4	14 13	19 14	20 22	16 11	14 10	15 10	19 10		
		F1	LAGS (P/G12,	P/G14,	, P/G16)		NSISTEN	3	MOV	TIVE ERS	INTEN MOV	ERS		HOUS	EHOLD 1	PARTY T	'YPE	
	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
<u>50+</u>	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	11	12	14	15	13	13	11	13	11	7	8	10	9	12	14	13	7	8	
65-74 75+	11 17 13	17 13	12 20 16	14 22 18	15 24 21	13 27 24	13 29 28	20 14	13 20 16	11 15 12	7 13 11	8 14 11	10 15 12	14 12	12 17 14	14 24 16	13 17 24	27 19	13 7	12 10

TABLE 107:DEMOGRAPHIC COMBINATIONS

		CELL I		SONOM	Q1 IA DIRE	CTION		Q2A IN	ITIAL S	SCAPOSD	FAVORA	ABILITY		Q 	5 SCAP	OSD FAV	ORABIL	ITY AFT	TER INF	O
То	tal	YES	TOTAL NO	RIGHT		DK/NA	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG	TOTAL FAV	TOTAL	CR/ NHO	STRNG FAV	SMWT FAV	SMWT UNFAV	STRNG	TOTAL FAV	TOTAL	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 1	.00%	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

TABLE 107: DEMOGRAPHIC COMBINATIONS

		Q11 :	SCAPOS	D FAVOR	RABILIT	Y AFTE	R MESSA	GING	~	SONOMA			Q14 CH	HOME			Q15 EDU	JCATION	r 	
	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	
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	
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	
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

TABLE 107: DEMOGRAPHIC COMBINATIONS

		Q16	ETHNIC	CITY		Q17 I	NCOME		GEN	IDER						AC	GE					
	Total	LATNO	WHITE	NON- WHITE	\$0- \$60K		\$90K- \$120K	\$120K +	MEN	WOMEN					55-59			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

TABLE 107: DEMOGRAPHIC COMBINATIONS

		(GENDER	BY AGE		P.	ARTY RE	G			PARTY :	BY AGE				P.	ARTY B	Y GENDE	R	
	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	2.5	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

TABLE 107: DEMOGRAPHIC COMBINATIONS

			PARE	INTS		PERMA ABSEI				CI	TY			E	BOARD O	F SUPEF	RVISORS	
	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

TABLE 107: DEMOGRAPHIC COMBINATIONS

		F1	LAGS (P/G12,	P/G14,	, P/G16)		NSISTEN TARGETS		POSITIVE MOVERS		INTEN MOV	ERS	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

TABLE 108:TARGETS

		QA CELL PHONE						Q1 SONOMA DIRECTION			Q2A INITIAL SCAPOSD FAVORABILITY								Q5 SCAPOSD FAVORABILITY AFTER INFO						
	Total	YES	TOTAL NO	RIGHT DIREC		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					
													014 C	HLDRN											
		Q11	SCAPOS	D FAVOR	RABILIT	Y AFTEI	R MESSA	GING	Q13	SONOMA	TRAIL	USE	<19 A	г номе			Q15 EDU	JCATION	1						
			CMMT	CMMT	CTDMC	TOTAT	TOTAT	CP/			CEW/	71 T NT 7D				COME	COLL	DOST	MOM						
	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	Total 803							- ,	1+/WK 258	,			YES 199	NO 589	HS OR					COLL+ 430					
Base CONSISTENCY TARGETS		FAV	FAV	UNFAV	UNFAV	FAV	UNFAV	DK/NA		MONTH	YEAR	NEVER			HS OR LESS	COLL	GRAD	GRAD	COLL						
	803	FAV 442	FAV 304	UNFAV 19	UNFAV 15	FAV 747	UNFAV 34	DK/NA 22	258	MONTH 248	YEAR 172	NEVER 111	199	589	HS OR LESS 136	COLL 215	GRAD 256	GRAD 174	COLL 351	430					
CONSISTENCY TARGETS CONSISTENT STRONG FAV EVER UNFAV	803 100%	FAV 442 100%	FAV 304 100%	UNFAV 19 100%	UNFAV 15 100%	FAV 747 100%	UNFAV 34 100%	DK/NA 22 100%	258 100%	MONTH 248 100%	YEAR 172 100%	NEVER 111 100%	199 100% 25 14	589 100 %	HS OR LESS 136	COLL 215 100% 20 12	GRAD 256 100%	GRAD 174 100%	COLL 351 100%	430 100% 31 11					
CONSISTENCY TARGETS CONSISTENT STRONG FAV	 803 100% 24	FAV 442 100% 44	FAV 304 100 % 0	UNFAV 19 100% 0	UNFAV 15 100% 0	FAV 747 100 % 26	UNFAV 34 100% 0	DK/NA 22 100% 0	258 100% 32	MONTH 248 100% 24	YEAR 172 100% 19	NEVER 111 100% 16	199 100% 25	589 100% 24	HS OR LESS 136 100% 10	COLL 215 100% 20	GRAD 256 100% 30	GRAD 174 100% 33	COLL 351 100% 16	430 100% 31					
CONSISTENCY TARGETS CONSISTENT STRONG FAV EVER UNFAV	100% 24 13	FAV 442 100% 44 2	FAV 304 100% 0 17	UNFAV 19 100% 0 100	UNFAV 15 100% 0 100	FAV 747 100% 26 8	UNFAV 34 100% 0 100	DK/NA 22 100% 0 20	258 100% 32 10	MONTH 248 100% 24 8	YEAR 172 100% 19 17	NEVER 111 100% 16 21	199 100% 25 14	589 100% 24 12	HS OR LESS 136 100% 10 19	COLL 215 100% 20 12	GRAD 256 100% 30 11	GRAD 174 100% 33 12	COLL 351 100% 16 15	430 100% 31 11					
CONSISTENCY TARGETS CONSISTENT STRONG FAV EVER UNFAV SWING	803 100% 24 13 63	FAV 442 100% 44 2 54	FAV 304 100% 0 17 83	UNFAV 19 100% 0 100	UNFAV 15 100% 0 100 0	FAV 747 100% 26 8 66	UNFAV 34 100% 0 100 0	DK/NA 22 100% 0 20 80	258 100% 32 10 58 30 27	MONTH 248 100% 24 8 68	YEAR 172 100% 19 17 64 34 30	NEVER 111 100% 16 21 63	199 100% 25 14 62	589 100% 24 12 63	HS OR LESS 136 100% 10 19 71	COLL 215 100% 20 12 68 32 27	GRAD 256 100% 30 11 59 27 23	GRAD 174 100% 33 12 56 24 20	COLL 351 100% 16 15 69 36 32	430 100% 31 11 58 26 22					
CONSISTENCY TARGETS CONSISTENT STRONG FAV EVER UNFAV SWING POSITIVE MOVERS	803 100% 24 13 63	FAV 442 100% 44 2 54	FAV 304 100% 0 17 83	UNFAV 19 100% 0 100 0	UNFAV 15 100% 0 100 0	FAV 747 100% 26 8 66	UNFAV 34 100% 0 100 0	DK/NA 22 100% 0 20 80	258 100% 32 10 58	MONTH 248 100% 24 8 68	YEAR 172 100% 19 17 64	NEVER 111 100% 16 21 63 37	199 100% 25 14 62 34	589 100% 24 12 63	HS OR LESS 136 100% 10 19 71	COLL 215 100% 20 12 68	GRAD 256 100% 30 11 59	GRAD 174 100% 33 12 56	COLL 351 100% 16 15 69	430 100% 31 11 58					
CONSISTENCY TARGETS CONSISTENT STRONG FAV EVER UNFAV SWING POSITIVE MOVERS AFTER INFO	803 100% 24 13 63 31	FAV 442 100% 44 2 54 24 22	FAV 304 100% 0 17 83 44 35	UNFAV 19 100% 0 100 0	UNFAV 15 100% 0 100 0 10 10	FAV 747 100% 26 8 66	UNFAV 34 100% 0 100 0	DK/NA 22 100% 0 20 80 29	258 100% 32 10 58 30 27	MONTH 248 100% 24 8 68 27 22	YEAR 172 100% 19 17 64 34 30	NEVER 111 100% 16 21 63 37 30	199 100% 25 14 62 34 26	589 100% 24 12 63 30 27	HS OR LESS 136 100% 10 19 71 43 38	COLL 215 100% 20 12 68 32 27	GRAD 256 100% 30 11 59 27 23	GRAD 174 100% 33 12 56 24 20	COLL 351 100% 16 15 69 36 32	430 100% 31 11 58 26 22					
CONSISTENCY TARGETS CONSISTENT STRONG FAV EVER UNFAV SWING POSITIVE MOVERS AFTER INFO FIRST TO LAST	803 100% 24 13 63 31 26 30	FAV 442 100% 44 2 54 24 22 24	FAV 304 100% 0 17 83 44 35 44	UNFAV 19 100% 0 100 0 10 0 0	UNFAV 15 100% 0 100 0 10 10	FAV 747 100% 26 8 66 32 27 32	UNFAV 34 100% 0 100 0 10 10	DK/NA 22 100% 0 20 80 29 29 0	258 100% 32 10 58 30 27 28	MONTH 248 100% 24 8 68 27 22 27	YEAR 172 100% 19 17 64 34 30 33	NEVER 111 100% 16 21 63 37 30 34	199 100% 25 14 62 34 26 33	589 100% 24 12 63 30 27 29	HS OR LESS 136 100% 10 19 71 43 38 41	COLL 215 100% 20 12 68 32 27 32	GRAD 256 100% 30 11 59 27 23 26	GRAD 174 100% 33 12 56 24 20 23	COLL 351 100% 16 15 69 36 32 35	430 100% 31 11 58 26 22 25					

TABLE 108: TARGETS

	Q16 ETHNICITY				Q17 INCOME					DER		AGE											
	Total		WHITE	NON- WHITE	\$0- \$60K	\$60K-	\$90K- \$120K		MEN	WOMEN						60-64		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	
				BY AGE		P.	ARTY RE	lG			PARTY I	BY AGE					ARTY B	Y GENDE					
	Total	 MEN				P. DEM	ARTY RE	REP	DEM 18-49	DEM 50+	PARTY 1 NPP/O 18-49		REP 18-49	REP 50+	DEM MEN		ARTY BY NPP/O MEN			REP			
Base	Total 803	 MEN	MEN	WOMEN	WOMEN						NPP/O	NPP/O	REP	REP	DEM	DEM	NPP/O	NPP/O	REP	REP			
Base CONSISTENCY TARGETS		MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	DEM	NPP/O	REP	18-49	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			
	803	MEN 18-49 179	MEN 50+ 206	WOMEN 18-49 	WOMEN 50+ 268	DEM 426	NPP/O 217	REP 161	18-49 164	50+ 261	NPP/O 18-49 118	NPP/O 50+ 	REP 18-49 46	REP 50+ 114	DEM MEN 183	DEM WOMEN 242	NPP/O MEN 	NPP/O WOMEN	REP MEN 	REP WOMEN 78			
CONSISTENCY TARGETS	803 100%	MEN 18-49 179	MEN 50+ 206	WOMEN 18-49 150	WOMEN 50+ 268	DEM 426	NPP/O 217	REP 161 100%	18-49 164 100%	50+ 261 100%	NPP/O 18-49 118	NPP/O 50+ 98	REP 18-49 46 100%	REP 50+ 114 100%	DEM MEN 183	DEM WOMEN 242	NPP/O MEN 120	NPP/O WOMEN 97	REP MEN 82	REP WOMEN 78			
CONSISTENCY TARGETS CONSISTENT STRONG FAV	803 100% 24	MEN 18-49 179 100% 15	MEN 50+ 206 100% 23	WOMEN 18-49 150	WOMEN 50+ 268 100% 30	DEM 426 100% 30	NPP/O 217 100% 25	REP 161 100%	18-49 164 100% 22	50+ 261 100% 35	NPP/O 18-49 118 100% 23	NPP/O 50+ 98 100% 27	REP 18-49 46 100% 8	REP 50+ 114 100% 9	DEM MEN 183 100% 22	DEM WOMEN 242 100% 35	NPP/O MEN 120 100% 24	NPP/O WOMEN 97 100% 25	REP MEN 82 100%	REP WOMEN 78 100% 12			
CONSISTENCY TARGETS CONSISTENT STRONG FAV EVER UNFAV	803 100% 24 13	MEN 18-49 179 100% 15	MEN 50+ 206 100% 23 18	WOMEN 18-49 150 100% 26 7	WOMEN 50+ 268 100% 30 14	DEM 426 100% 30 9	NPP/O 217 100% 25	REP 161 100% 9 28	18-49 164 100% 22 4	50+ 261 100% 35 11	NPP/O 18-49 118 100% 23 8	NPP/O 50+ 98 100% 27 11	REP 18-49 46 100% 8 23	REP 50+ 114 100% 9 30	DEM MEN 183 100% 22 8	DEM WOMEN 242 100% 35 9	NPP/O MEN 120 100% 24 11	NPP/O WOMEN 97 100% 25 6	REP MEN 82 100% 6 30	REP WOMEN 78 100% 12 26			
CONSISTENCY TARGETS CONSISTENT STRONG FAV EVER UNFAV SWING	803 100% 24 13 63	MEN 18-49 179 100% 15 9 76	MEN 50+ 206 100% 23 18 59	WOMEN 18-49 150 100% 26 7 66	WOMEN 50+ 268 100% 30 14 56	DEM 426 100% 30 9 62	NPP/O 217 100% 25 9 66	REP 161 100% 9 28 63	18-49 164 100% 22 4 74	50+ 261 100% 35 11 54	NPP/O 18-49 118 100% 23 8 69	NPP/O 50+ 98 100% 27 11 63	REP 18-49 46 100% 8 23 69	REP 50+ 114 100% 9 30 61	DEM MEN 183 100% 22 8 70	DEM WOMEN 242 100% 35 9 55	NPP/O MEN 120 100% 24 11 64	NPP/O WOMEN 97 100% 25 6	REP MEN 82 100% 6 30 64	REP WOMEN 78 100% 12 26 62			
CONSISTENCY TARGETS CONSISTENT STRONG FAV EVER UNFAV SWING POSITIVE MOVERS	803 100% 24 13 63	MEN 18-49 179 100% 15 9 76	MEN 50+ 206 100% 23 18 59 24	WOMEN 18-49 150 100% 26 7 66	WOMEN 50+ 268 100% 30 14 56	DEM 426 100% 30 9 62	NPP/O 217 100% 25 9 66	REP 161 100% 9 28 63	18-49 164 100% 22 4 74 36	50+ 261 100% 35 11 54	NPP/O 18-49 118 100% 23 8 69	NPP/O 50+ 98 100% 27 11 63	REP 18-49 46 100% 8 23 69 47	REP 50+ 114 100% 9 30 61	DEM MEN 183 100% 22 8 70	DEM WOMEN 242 100% 35 9 55	NPP/O MEN 120 100% 24 11 64	NPP/O WOMEN 97 100% 25 6 69	REP MEN 	REP WOMEN 78 100% 12 26 62 37			
CONSISTENCY TARGETS CONSISTENT STRONG FAV EVER UNFAV SWING POSITIVE MOVERS AFTER INFO	803 100% 24 13 63 31 26	MEN 18-49 179 100% 15 9 76 36 32	MEN 50+ 206 100% 23 18 59 24 22	WOMEN 18-49 150 100% 26 7 66 41 35	WOMEN 50+ 268 100% 30 14 56 27 22	DEM 426 100% 30 9 62 28 24	NPP/O 217 100% 25 9 66 32 28	REP 161 100% 9 28 63 38 31	18-49 164 100% 22 4 74 36 32	50+ 261 100% 35 11 54 22 18	NPP/O 18-49 118 100% 23 8 69 38 34	NPP/O 50+98 100% 27 11 63 25 21	REP 18-49 46 100% 8 23 69 47 35	REP 50+ 114 100% 9 30 61 35 30	DEM MEN 183 100% 22 8 70 27 25	DEM WOMEN 242 100% 35 9 55	NPP/O MEN 120 120 100% 24 11 64 27 23	NPP/O WOMEN 97 100% 25 6 69 37 34	REP MEN 82 100% 6 30 64 40 34	REP WOMEN 78 100% 12 26 62 37 29			
CONSISTENCY TARGETS CONSISTENT STRONG FAV EVER UNFAV SWING POSITIVE MOVERS AFTER INFO FIRST TO LAST	803 100% 24 13 63 31 26 30	MEN 18-49 179 100% 15 9 76 36 32 35	MEN 50+ 206 100% 23 18 59 24 22 22	WOMEN 18-49 150 100% 26 7 66 41 35 40	WOMEN 50+ 268 100% 30 14 56 27 222	DEM 426 100% 30 9 62 28 24 27	NPP/O 217 100% 25 9 66 32 28 31	REP 161 100% 9 28 63 38 31 37	18-49 164 100% 22 4 74 36 32 35	50+ 261 100% 35 11 54 22 18 21	NPP/O 18-49 	NPP/O 50+ 98 100% 27 11 63 25 21 23	REP 18-49 	REP 50+	DEM MEN 183 100% 22 8 70 27 25 25	DEM WOMEN 242 100% 35 9 55 29 23 27	NPP/O MEN	NPP/O WOMEN 97 100% 25 6 69 37 34 36	REP MEN 82 100% 6 30 64 40 34 37	REP WOMEN 78 100% 12 26 62 37 29 36			

TABLE 108: TARGETS

				PERMA ABSEI	TEE				CITY				OARD O							
	Total	DADS	MOMS	MEN NOKDS	WOMEN NOKDS	YES	NO		RHONT			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,															JSEHOLD PARTY TYPE			
		F	LAGS (P/G12,	P/G14,	P/G16)		NSISTEN TARGETS		POSI MOV		INTEN MOV			HOUS	EHOLD I	PARTY T	YPE	
	Total				P/G14,				TARGETS		MOV	ERS	MOV		 DEM 1	HOUS DEM 2+	EHOLD I REP 1	PARTY T REP 2+	YPE IND 1+	
Base	Total 803							CN ST	TARGETS EVER	3	MOV AFTER	ERS FIRST	MOV AFTER	ERS FIRST	DEM	DEM	REP	REP	IND	MIX 182
Base <u>CONSISTENCY TARGETS</u>		1+/6	2+/6	3+/6	4+/6	5+/6 	6/6	CN ST	TARGETS EVER UNFAV	SWING	MOV AFTER INFO	ERS FIRST LAST	MOVE AFTER INFO	ERS FIRST LAST	DEM 1	DEM 2+	REP 1	REP 2+	IND 1+	
CONSISTENCY TARGETS CONSISTENT STRONG FAV	803	1+/6 788 100% 24	2+/6 675 100% 25	3+/6 568 100% 26	4+/6 481 100% 28	5+/6 388 100% 29	6/6 281 100% 29	CN ST FAV 194	EVER UNFAV 101 100%	SWING 509 100%	MOV AFTER INFO 213 100%	FIRST LAST 238 100%	MOV: AFTER INFO 316 100%	FIRST LAST 359 100% 0	DEM 1 227 100% 30	DEM 2+ 131 100% 26	REP 1 60 100% 9	REP 2+ 50 100%	IND 1+ 153 100% 25	182 100% 23
CONSISTENCY TARGETS CONSISTENT STRONG FAV EVER UNFAV	803 100% 24 13	1+/6 788 100% 24 12	2+/6 675 100% 25 14	3+/6 568 100% 26 13	4+/6 481 100% 28 13	5+/6 388 100% 29 13	6/6 281 100% 29 12	CN ST FAV 194 100% 100	EVER UNFAV 101 100% 0	SWING 509 100% 0	MOV AFTER INFO 213 100% 0 13	FIRST LAST 238 100% 0 20	MOV: AFTER INFO 316 100% 0 10	FIRST LAST 359 100% 0 16	DEM 1 227 100% 30 8	DEM 2+ 131 100% 26 11	REP 1 60 100% 9 28	REP 2+ 50 100% 11 29	IND 1+ 153 100% 25 8	182 100% 23 14
CONSISTENCY TARGETS CONSISTENT STRONG FAV	803 100% 24	1+/6 788 100% 24	2+/6 675 100% 25	3+/6 568 100% 26	4+/6 481 100% 28	5+/6 388 100% 29	6/6 281 100% 29	CN ST FAV 194	EVER UNFAV 101 100%	SWING 509 100%	MOV AFTER INFO 213 100%	FIRST LAST 238 100%	MOV: AFTER INFO 316 100%	FIRST LAST 359 100% 0	DEM 1 227 100% 30	DEM 2+ 131 100% 26	REP 1 60 100% 9	REP 2+ 50 100%	IND 1+ 153 100% 25	182 100% 23
CONSISTENCY TARGETS CONSISTENT STRONG FAV EVER UNFAV	803 100% 24 13	1+/6 788 100% 24 12	2+/6 675 100% 25 14	3+/6 568 100% 26 13	4+/6 481 100% 28 13	5+/6 388 100% 29 13	6/6 281 100% 29 12	CN ST FAV 194 100% 100	EVER UNFAV 101 100% 0	SWING 509 100% 0	MOV AFTER INFO 213 100% 0 13	FIRST LAST 238 100% 0 20	MOV: AFTER INFO 316 100% 0 10	FIRST LAST 359 100% 0 16	DEM 1 227 100% 30 8	DEM 2+ 131 100% 26 11	REP 1 60 100% 9 28	REP 2+ 50 100% 11 29	IND 1+ 153 100% 25 8	182 100% 23 14
CONSISTENCY TARGETS CONSISTENT STRONG FAV EVER UNFAV SWING	803 100% 24 13 63	1+/6 788 100% 24 12 63	2+/6 675 100% 25 14 62 29 24	3+/6 568 100% 26 13 61	4+/6 481 100% 28 13 59	5+/6 388 100% 29 13 58	6/6 281 100% 29 12 58	CN ST FAV 194 100% 100 0	EVER UNFAV 101 100% 0	SWING 509 100% 0 100 39 37	MOV AFTER INFO 213 100% 0 13 87	FIRST LAST 238 100% 0 20 80	MOV: AFTER INFO 316 100% 0 10 90 68 67	FIRST LAST 359 100% 0 16 84	DEM 1 227 100% 30 8 62 26 23	DEM 2+ 131 100% 26 11 64	REP 1 60 100% 9 28 63	REP 2+ 50 100% 11 29 59	IND 1+ 153 100% 25 8 67	182 100% 23 14 63 31 27
CONSISTENCY TARGETS CONSISTENT STRONG FAV EVER UNFAV SWING POSITIVE MOVERS	803 100% 24 13 63	1+/6 788 100% 24 12 63	2+/6 675 100% 25 14 62	3+/6 568 100% 26 13 61	4+/6 481 100% 28 13 59	5+/6 388 100% 29 13 58	6/6 281 100% 29 12 58	CN ST FAV 194 100% 100 0	EVER UNFAV 101 100% 0 100 0	SWING 509 100% 0 100	MOV AFTER INFO 213 100% 0 13 87	FIRST LAST 238 100% 0 20 80	MOV: AFTER INFO 316 100% 0 10 90 68	FIRST LAST 359 100% 0 16 84	DEM 1 227 100% 30 8 62 26	DEM 2+ 131 100% 26 11 64 31	REP 1 60 100% 9 28 63 47	REP 2+ 50 100% 11 29 59 37	IND 1+ 153 100% 25 8 67	182 100% 23 14 63 31
CONSISTENCY TARGETS CONSISTENT STRONG FAV EVER UNFAV SWING POSITIVE MOVERS AFTER INFO	803 100% 24 13 63 31 26	1+/6 788 100% 24 12 63 30 26	2+/6 675 100% 25 14 62 29 24	3+/6 568 100% 26 13 61 28 24	4+/6 481 100% 28 13 59 24 21	5+/6 388 100% 29 13 58 23 20	6/6 281 100% 29 12 58 22	CN ST FAV 194 100% 100 0 0 0	EVER UNFAV 101 100% 0 100 0 51 26	SWING 509 100% 0 100 39 37	MOV 	FIRST LAST 238 100% 0 20 80 100 85	MOV: AFTER INFO 316 100% 0 10 90 68 67	ERS FIRST LAST 359 100% 0 16 84 67 57	DEM 1 227 100% 30 8 62 26 23	DEM 2+ 131 100% 26 11 64 31 24	REP 1 60 100% 9 28 63 47 42	REP 2+ 50 100% 11 29 59 37 27	IND 1+ 153 100% 25 8 67 30 26	182 100% 23 14 63 31 27
CONSISTENCY TARGETS CONSISTENT STRONG FAV EVER UNFAV SWING POSITIVE MOVERS AFTER INFO FIRST TO LAST	803 100% 24 13 63 31 26 30	1+/6 788 100% 24 12 63 30 26 29	2+/6 	3+/6 568 100% 26 13 61 28 24 27	4+/6 	5+/6 388 100% 29 13 58 23 20 22	6/6 	CN ST FAV 194 100% 100 0 0 0 0 0 0 0 0	EVER UNFAV 101 100% 0 100 0 51 26 47	SWING 509 100% 0 0 100 39 37 38	MOV 	FIRST LAST 238 100% 0 20 80 100 85 100	MOV. AFTER INFO 316 100% 0 10 90 68 67 65	ERS FIRST LAST 359 100% 0 16 84 67 57 66	DEM 1 227 100% 30 8 62 26 23 24	DEM 2+ 131 100% 26 11 64 31 24 30	REP 1 60 100% 9 28 63 47 42 44	REP 2+ 50 100% 11 29 59 37 27 37	IND 1+ 153 100% 25 8 67 30 26 30	182 100% 23 14 63 31 27 29