



## COUNTY SATISFACTION SURVEY

CONDUCTED FOR THE  
COUNTY OF MARIN

May 2005

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## INTRODUCTION

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Godbe Research is pleased to present the results of a county satisfaction survey to the County of Marin. This report is organized into the following sections:

- The *Executive Summary* includes a summary of the *Key Findings* from the survey as well as a *Conclusions* and *Recommendations* section.
- The *Methodology* section explains the methods and procedures used to conduct this research. This section also explains how to interpret the detailed cross tabulation tables in Appendix C.
- The *Summary of Findings* section offers a question-by-question analysis of the survey. The discussion is organized into the following sections:
  - Quality of Life
  - Satisfaction with County Services
  - Perceived Problems in County
  - Proposed Solutions to Problems
  - Importance and Satisfaction with Selected Programs and Services
  - Reasons to Live in Marin County
  - Access to County Services
  - Performance of County in the Expenditure of Taxpayer Dollars
  - Usage of County Programs and Services
  - Level of County Customer Service
  - Additional Demographic Information
- *Appendix A* provides the presentation of results
- *Appendix B* provides the questionnaire with overall topline results
- *Appendix C* provides the open-end responses
- *Appendix D* presents the complete cross tabulation tables

## EXECUTIVE SUMMARY

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### Introduction to the Study

The County of Marin commissioned Godbe Research to conduct a county satisfaction survey. The primary objectives of the research were to: assess the perceptions of Marin County residents on various county issues, provide a baseline for key indicators that can be tracked over time, and segment the data by key demographic variables to uncover differences.

In total, 1000 residents of Marin County were interviewed via telephone for this study. For more details on this research methodology, see the Methodology section later in this Executive Summary.

### Key Findings

Based on an analysis of the survey data, Godbe Research offers the following key findings to the County of Marin:

#### Length of Residence in Marin County

The first substantive question of the survey asked respondents how long they had lived in Marin County. Five percent reported “Less than 1 year,” 12 percent replied “1 to 3 years,” 18 percent reported “4 to 9 years,” and 12 percent indicated “10 to 15 years.” Eleven percent reported “16 to 20 years,” six percent replied “21 to 25 years,” 36 percent indicated “More than 25 years,” and one percent did not know.

#### Quality of Life in Marin County

Respondents were next asked about the quality of life in Marin County. Thirteen percent reported that it was “Getting better,” 51 percent reported that it was “Staying the same,” 33 percent indicated that it was “Getting worse,” and four percent did not know.

#### Overall Satisfaction with County Services

The next question asked respondents how satisfied they were, in general, with the services and programs that the County offers. Thirty-seven percent were “Very satisfied,” 46 percent were “Somewhat satisfied,” eight percent were “Somewhat dissatisfied,” four percent were “Very dissatisfied,” and six percent didn’t know.

#### Two Biggest Perceived Problems in Marin County

Next, the respondents were asked what they perceived to be the two biggest problems in Marin County. “Traffic” was rated as the top problem (44%) followed by “Housing costs too high/Lack of affordable housing” (20%).

#### Proposed Solutions to County Problems

Regarding the traffic problem, respondents proposed that the County should improve and/or build more public transportation (30%) followed by improving, widening and/or building more roads (19%). Regarding the housing problem, the top solution was providing more affordable and/or low-income housing (33%). However, 17 percent responded that there was nothing that the County could do about this problem.

### Importance of Programs and Services

The top four County services, in terms of importance, were “Preventing wildfires” (86% indicating either “Extremely” or “Very important”), “Maintaining County library services” (84% reporting either “Extremely” or “Very important”) “Providing law enforcement services” (83% indicating either “Extremely” or “Very important”), and “Maintaining County roads and streets” (also 83% stating either “Extremely” or “Very important”).

### Satisfaction with County Performance in Providing Programs and Services

The top four programs and/or services in terms of satisfaction levels were: “Providing law enforcement services” (89% “Satisfied”), “Preventing wildfires” (87% “Satisfied”), “Conducting elections” (86% “Satisfied”), and “Maintaining facilities at County parks” (86% “Satisfied”).

### Top Reasons to Live in Marin County

Next, participants were asked what they perceived to be the top two reasons for living in Marin County. Fifty-six percent of the respondents reported that it was the beauty of the area. This included the fact that Marin County was close to the ocean with lots of open space and had a good environment. Twenty-two percent indicated that the great weather was one of the top reasons to live in Marin.

### Access to County Services

The next question asked if Marin County was ensuring that all residents had equal access to County services and programs. Four percent reported “Too much,” 52 percent replied “About the right amount,” 27 percent indicated “Not enough,” and 18 percent didn’t know.

### Performance of County in the Expenditure of Taxpayer Dollars

Next, residents were asked to rate Marin County’s performance in the expenditure of taxpayer dollars. Five percent replied “Excellent,” 36 percent reported “Good,” and 38 percent indicated “Fair.” Seven percent responded “Poor,” four percent replied “Very poor,” and nine percent didn’t know.

### County Services Used

The next question asked respondents what County services or programs they or someone in their household had used in the past year. The top four were: “County library” (43%), “County parks” (35%), “County streets and roads” (22%), and “Public transportation” (13%).

### Level of Customer Service

The next question asked respondents to rate the level of customer service for the County services or programs they had used in the past year. Twenty-five percent replied “Excellent,” 51 percent responded “Good,” and 15 percent indicated “Fair.” Two percent replied “Poor” and “Very poor,” and five percent didn’t know.

Sources of County Information

Finally, residents were asked from what sources they received County information. Half of the respondents reported that they received information from the *Marin Independent Journal*. Sixteen percent reported the *San Francisco Chronicle*, 14 percent replied a local TV station, and 12 percent each responded the Internet and family/friends.



## Conclusions and Recommendations

Based on the survey results, Godbe Research offers the following conclusions and recommendations to the County of Marin:

### Overview

This study acted as a baseline for gauging residents' opinions for 2005. The core questions which ask for the importance and satisfaction of selected County services and programs help in prioritizing areas for improvement. Tracking results over time (whether annually, biennially, or some other frequency) will provide valuable information on the impacts of County services and programs.

One of the primary outcomes of the survey is the identification of those programs or services that tested high in importance, but low in satisfaction (e.g. areas for improvement). However, Godbe Research cautions that these results do not specifically provide objective guidance in how to direct funds or tactics for improving services. These results do, however, provide the County an additional input into a larger decision-making process.

### Summary of Results

In general, Marin County residents were happy with Marin County and its government. Eighty-three percent were satisfied with County services, and over 75 percent rated the County programs and services as "Excellent" or "Good." However, it's obvious that, often times, residents are not aware of what constitutes a County service or program as evidenced by the relatively low response rates on Question 11 that inquires about County services or programs used in the past year.

Based upon the issues raised in Questions 6 and 7, there are some areas that have room for improvement. These areas include "Maintaining County roads and streets," "Maintaining County bus systems," and "Providing health services for low-income residents." These areas received relatively high importance ratings and relatively low satisfaction ratings. In addition, the two biggest perceived problems are traffic and lack of affordable and/or low-income housing.

The study contained a few open-ended questions and although Godbe Research has categorized responses for this report, it is helpful to review the actual verbatim answers to these questions. In many instances, respondents offer important details that Godbe cannot cleanly capture through coding.

### Recommendations and Next Steps

As previously mentioned, this 2005 survey is a baseline for further research. By tracking key indicators such as overall satisfaction, quality of life, and the importance and satisfaction of selected programs and services, Marin County will be able to measure the success or failure of certain efforts. Subsequent surveys will help the County understand the impact of its services and programs.

After conducting each survey, Godbe recommends the County communication back to the community via a press release or some other form of public communication. This communication should summarize both the negative (areas for improvement) and positive results, as well as key tactics for change.

## METHODOLOGY

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### Research Objectives

At the outset of the project, the County of Marin and Godbe Research identified several research objectives for this study. Viewed broadly, the County of Marin is interested in using the research to:

- Assess the perceptions of Marin County residents on various county issues;
- Provide a baseline for key indicators that can be tracked over time; and
- Segment the data by key demographic variables to uncover differences.

### Survey Methodology

Table 1 briefly outlines the methodology used in this project. One thousand respondents completed the survey. Interviews were conducted from April 11 through April 21, 2005.

Table 1 Methodology

Technique	Telephone Interviews
Universe	197,104* residents in Marin County 18 years and older
Field Dates	April 11-21, 2005
Sample Size	1000 total 200 in each of the five supervisorial districts

### Sample & Weighting

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

Another screener question asked all respondents to identify their zip code of residence. Based upon their zip code and answers to follow-up geographical boundary questions (asked of some of the respondents), they were categorized into one of the five supervisorial districts in Marin County. Respondents who did not know their zip code, gave a different zip code from the ones listed on the survey, or indicated that they were not a resident of Marin County were thanked and the interview was terminated.

\* Figure based upon Census 2000 data.

Once collected, the data were compared with 2000 Census data to examine possible differences between the sample and the population of residents 18 years and older within the County on major demographic variables. After examining the demographic characteristics, the data were weighted to accurately represent the adult population of County residents.

### Understanding the “Margin of Error”

Because a survey typically interviews a limited number of people who are part of a larger population group, by mere chance alone there will almost always be some difference between a sample and the population from which it was drawn. For example, researchers might collect information from 400 adults in a town of 15,000 people. Because not all people in the population were surveyed, there are bound to be differences between the results obtained from interviewing the sample respondents and the results that would be obtained if all people in the population were interviewed. These differences are known as “Sampling error” and they are expected to occur regardless of how scientifically the sample has been selected. The advantage of a scientific sample is that we are able to estimate the amount of sampling error that occurs. Sampling error is determined by four factors: the size of the population, the chosen sample size, a confidence level, and the dispersion of responses to a survey.

Table 2 shows the possible sampling variation that applies to a percentage result reported from a probability type sample. If a sample of 1000 residents (18 and older) in Marin County is drawn from the estimated population of approximately 197,104 residents that are 18 and older, one can be 95 percent confident that the margin of error due to sampling will not vary, plus or minus, by more than the indicated number of percentage points from the result that would have been obtained if the interviews had been conducted with all persons in the universe.

Table 2 Margin of Error

n	Distribution of Responses				
	90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%
1000	1.85%	2.47%	2.83%	3.03%	3.09%
900	1.96%	2.61%	2.99%	3.19%	3.26%
800	2.07%	2.77%	3.17%	3.39%	3.46%
700	2.22%	2.96%	3.39%	3.62%	3.70%
600	2.40%	3.20%	3.66%	3.91%	3.99%
500	2.63%	3.50%	4.01%	4.29%	4.38%
400	2.94%	3.92%	4.49%	4.80%	4.90%
300	3.39%	4.52%	5.18%	5.54%	5.65%
200	4.16%	5.54%	6.35%	6.79%	6.93%
100	5.88%	7.84%	8.98%	9.60%	9.80%
50	8.31%	11.09%	12.70%	13.58%	13.86%

As the table indicates, the maximum margin of error for all topline responses is between 1.85 and 3.09 percent for the survey. This means that for a given question with dichotomous response options (e.g. a yes/no question) answered by all 1000 respondents, one can be 95 percent confident that the difference between the percentage breakdowns of the sample population and those of the total population is no greater than 3.09 percent. The percent margin of error applies to both sides of the answer, so that for a question in which 50 percent of respondents indicated yes, one

can be 95 percent confident that the actual percent of the population that would say yes is between 46.91 percent and 53.09 percent.

The actual margin of error for a given question in this survey depends on the distribution of the responses to the question. The 3.09 percent refers to dichotomous questions, such as yes/no questions, where opinions are evenly split in the sample with 50 percent of respondents saying yes and 50 percent saying no. If that same question were to receive a response in which 10 percent of respondents say yes and 90 percent say no, then the margin of error would be no greater than 1.85 percent. As the number of respondents in a particular subgroup (e.g. age) is smaller than the number of total respondents, the margin of error associated with estimating a given subgroup's response will be higher. Due to the high margin of error, Godbe Research cautions against generalizing the results for subgroups that are composed of 25 or fewer respondents.

## Questionnaire Design

The overall questionnaire design was a collaborative effort between the County of Marin and Godbe Research.

As mentioned before, respondents were asked a question(s) so that they could be placed in one of the five supervisorial districts. There were a couple of instances in which questions were skipped based on a previous response. Only people who offered responses to: "What do you feel are the two biggest problems facing your community?" were asked the follow-up: "What, if anything, do you feel your County government should do about this/these issue(s)?" Only respondents who reported using County services or programs within the past year were asked to rate the County's level of customer service in providing those County services or programs.

## Tables and Charts

The body of this report presents a variety of tables, charts, and analytical formats. This section of the Methodology describes the conventions underlying these analyses.

### Subgroup Labels

Appendix D contains a complete set of cross tabulations of the data from the survey. Subgroups identified within the cross tabulations and in the body of this report are presented in Table 3.

Table 3 Subgroup Labels

Subgroup Label	Respondents were grouped:
Age	According to their age: "18-29," "30-39," "40-49," "50-64," and "65 and older."
Gender	By their gender: "Male" or "Female."
Working status	Based on their working status: "Full-time," "Part-time," "Unemployed," "Homemaker," or "Retired."
Own or rent place of residence	Based on if they "Own," "Rent," or have some other living arrangement.
How long in Marin County	Based on how long they have lived in Marin County: "Less than 1 year," "1 to 3 years," "4 to 9 years," "10 to 15 years," "16 to 20 years," "21 to 25 years," or "More than 25 years."
Supervisory District	Based upon in which supervisory district they reside: 1, 2, 3, 4, or 5.
Area	Based upon whether they live in an incorporated or unincorporated area of Marin County.
Total household income	Based upon their total household income: "Below \$40,000," "40,000 to less than \$80,000," "\$80,000 to less than \$120,000," or "\$120,000 to less than \$160,000," or "\$160,000 or more."
Registered to vote	Based on if they are registered to vote at their current residence or not.

#### How to Read a Cross Tabulation Table

The questions discussed and analyzed in this report comprise a subset of the various cross tabulation tables available for each question. Only those subgroups that are of particular interest or that illustrate a particular insight are included in the discussion on the following pages. Should readers wish to conduct a closer analysis of subgroups for a given question, the complete breakdown appears in Appendix C. These cross tabulation tables provide detailed information on the responses to each question by many of the demographic groups that were assessed in the survey. A typical cross tabulation table is shown in Table 4.

A short description of the item appears at the top of the table. The sample size (in this example, n=1003) is presented in the first column of data under "Overall." The results to each possible answer choice of all respondents are also presented in the first column of data under "Overall." The aggregate number of respondents in each answer category is presented as a whole number and the percentage of the entire sample that this number represents is just below the whole number. For example, among all respondents, 127 respondents replied that the quality of life had gotten better, and 127 represents 13 percent of the total sample size of 1003. Next to the "Overall" column are other columns representing opinions of male and female respondents. The data from these columns are read in exactly the same fashion as the data in the "Overall" column, although each group makes up a smaller percentage of the entire sample.

Table 4 Quality of Life in Marin County by Gender

	Overall	Gender	
	Overall	Male	Female
Base	1003	481	521
Getting better	127 12.7%	57 11.8%	70 13.5%
Getting worse	330 32.9%	160 33.3%	170 32.6%
Staying the same	508 50.7%	254 52.8%	254 48.8%
Don't know	37 3.7%	10 2.1%	27 5.2%

A Note on the Tables

To present the data in the most accurate fashion, we display the results to the first decimal point in the tables and figures. For the purposes of discussion, however, conventional rounding rules are applied, with numbers that include 0.5 or higher rounded to the next highest whole number and numbers that include 0.4 or lower rounded to the next lowest whole number. Because of this rounding, the reader may notice that percentages in the discussion may not sum to 100 percent. Moreover, the decimal numbers shown in pie charts may vary somewhat from the decimal numbers shown in the tables due to software requirements that pie charts sum to exactly 100 percent. These disparities are confined to the first decimal place.

## COUNTY SATISFACTION ISSUES

The first substantive question asked respondents about the quality of life in Marin County.

Q2. Overall, would you say the quality of life in the County of Marin is getting better, getting worse, or staying about the same?

Figure 1 shows that 13 percent reported that the quality of life was “Getting better,” 51 percent indicated that it was “Staying the same,” 33 percent replied that it was “Getting worse,” and four percent didn’t know.

Figure 1 Quality of Life in Marin County

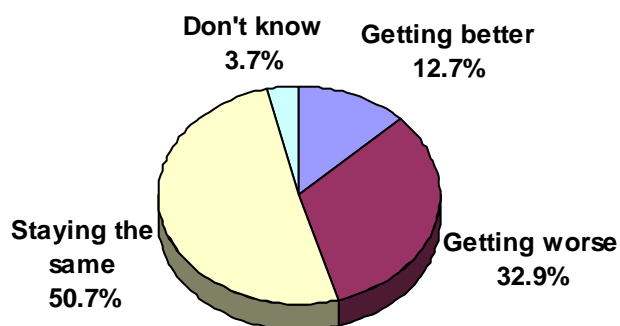


Table 5 shows that 44 percent of respondents in District 1 replied that the quality of life was staying the same in Marin County, but 58 percent of those in District 2 responded similarly.

Table 5 Quality of Life by Supervisorial District

	Overall	Supervisorial Districts				
	Overall	Sup. District 1	Sup. District 2	Sup. District 3	Sup. District 4	Sup. District 5
Base	1003	205	209	192	200	197
Getting better	127 12.7%	31 14.9%	18 8.4%	27 14.1%	30 15.0%	22 11.1%
Getting worse	330 32.9%	81 39.3%	62 29.8%	59 30.6%	58 29.2%	70 35.7%
Staying the same	508 50.7%	91 44.3%	122 58.3%	99 51.4%	105 52.2%	93 47.1%
Don't know	37 3.7%	3 1.5%	7 3.5%	8 3.9%	7 3.6%	12 6.1%

As shown in Table 6, 39 percent of the respondents in an “Unincorporated area” felt the quality of life was getting worse which is a significantly higher proportion than those respondents in an “Incorporated area” (30%).

Table 6 Quality of Life by Area

	Overall	Incorporated vs. Unincorporated Areas		
	Overall	Incorporated area	Unincorporated area	Unknown
Base	1003	681	306	15
Getting better	127 12.7%	95 13.9%	31 10.0%	2 10.9%
Getting worse	330 32.9%	206 30.2%	119 38.9%	5 33.3%
Staying the same	508 50.7%	351 51.5%	149 48.7%	8 55.9%
Don't know	37 3.7%	30 4.4%	7 2.3%	- -

Table 7 shows a higher proportion of respondents in younger age categories (18-39) feel the quality of life is getting better when compared to those respondents aged 40 and up.

Table 7 Quality of Life by Age

	Overall	Age					
	Overall	18-29	30-39	40-49	50-64	65+ years	Not coded
Base	1003	137	200	231	251	168	15
Getting better	127 12.7%	24 17.9%	36 17.9%	24 10.6%	21 8.3%	22 12.9%	- -
Getting worse	330 32.9%	26 19.0%	51 25.7%	87 37.6%	101 40.3%	55 32.9%	9 60.0%
Staying the same	508 50.7%	82 59.5%	104 52.1%	113 49.1%	121 48.2%	82 48.8%	6 40.0%
Don't know	37 3.7%	5 3.6%	9 4.3%	6 2.8%	8 3.3%	9 5.4%	- -

Table 8 shows that there are no significant differences in the results when broken down by gender.

Table 8 Quality of Life by Gender

	Overall	Gender	
	Overall	Male	Female
Base	1003	481	521
Getting better	127 12.7%	57 11.8%	70 13.5%
Getting worse	330 32.9%	160 33.3%	170 32.6%
Staying the same	508 50.7%	254 52.8%	254 48.8%
Don't know	37 3.7%	10 2.1%	27 5.2%



The next question asked respondents if they were, overall, satisfied or dissatisfied with various County services.

Q3. Thinking of the services and programs that the County offers and **not** services you might receive from your city or town, are you satisfied or dissatisfied with the County of Marin's performance in providing these services?

Figure 2 shows that 83 percent of respondents were either "Very satisfied" or "Somewhat satisfied" with Marin County's performance in providing services. Eight percent were "Somewhat dissatisfied," four percent were "Very dissatisfied," and six percent didn't know.

Figure 2 Satisfaction with County's Performance in Providing Services

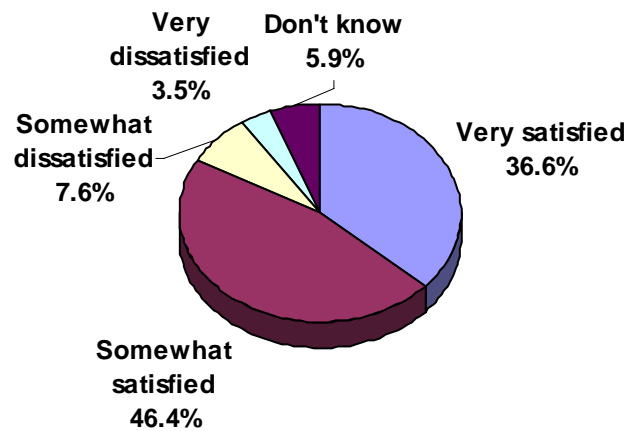


Table 9 shows that there were no significant differences between districts in regards to satisfaction with the County's performance in providing services.

Table 9 Satisfaction with Performance in Providing Services by Supervisorial District

	Overall	Supervisorial Districts				
	Overall	Sup. District 1	Sup. District 2	Sup. District 3	Sup. District 4	Sup. District 5
Base	1003	205	209	192	200	197
Very satisfied	367 36.6%	71 34.7%	74 35.6%	75 39.2%	71 35.6%	75 38.0%
Somewhat satisfied	465 46.4%	96 46.6%	105 50.3%	87 45.6%	87 43.5%	90 45.9%
Somewhat dissatisfied	76 7.6%	16 7.9%	17 8.1%	12 6.5%	19 9.4%	12 5.9%
Very dissatisfied	35 3.5%	10 4.7%	3 1.4%	9 4.5%	7 3.5%	7 3.6%
Don't know	59 5.9%	12 6.0%	10 4.6%	8 4.2%	16 8.0%	13 6.6%

As shown in Tables 10, 11, and 12, results remain fairly consistent when broken down by area, age, and gender.

Table 10 Satisfaction with Performance in Providing Services by Area

	Overall	Incorporated vs. Unincorporated Areas		
	Overall	Incorporated area	Unincorporated area	Unknown
Base	1003	681	306	15
Very satisfied	367 36.6%	239 35.1%	121 39.4%	7 47.5%
Somewhat satisfied	465 46.4%	332 48.8%	127 41.5%	6 37.5%
Somewhat dissatisfied	76 7.6%	52 7.7%	24 7.8%	- -
Very dissatisfied	35 3.5%	19 2.7%	16 5.2%	1 5.5%
Don't know	59 5.9%	39 5.7%	18 6.0%	1 9.5%

Table 11 Satisfaction with Performance in Providing Services by Age

	Overall	Age					
	Overall	18-29	30-39	40-49	50-64	65+ years	Not coded
Base	1003	137	200	231	251	168	15
Very satisfied	367 36.6%	49 35.7%	70 35.0%	81 34.9%	90 36.0%	73 43.3%	4 26.7%
Somewhat satisfied	465 46.4%	68 50.0%	99 49.3%	96 41.7%	125 49.5%	67 40.0%	10 66.7%
Somewhat dissatisfied	76 7.6%	10 7.1%	9 4.3%	30 12.8%	19 7.6%	9 5.4%	- -
Very dissatisfied	35 3.5%	3 2.4%	1 0.7%	14 6.0%	10 4.0%	7 4.2%	- -
Don't know	59 5.9%	7 4.8%	21 10.7%	11 4.6%	7 3.0%	12 7.1%	1 6.7%

Table 12 Satisfaction with Performance in Providing Services by Gender

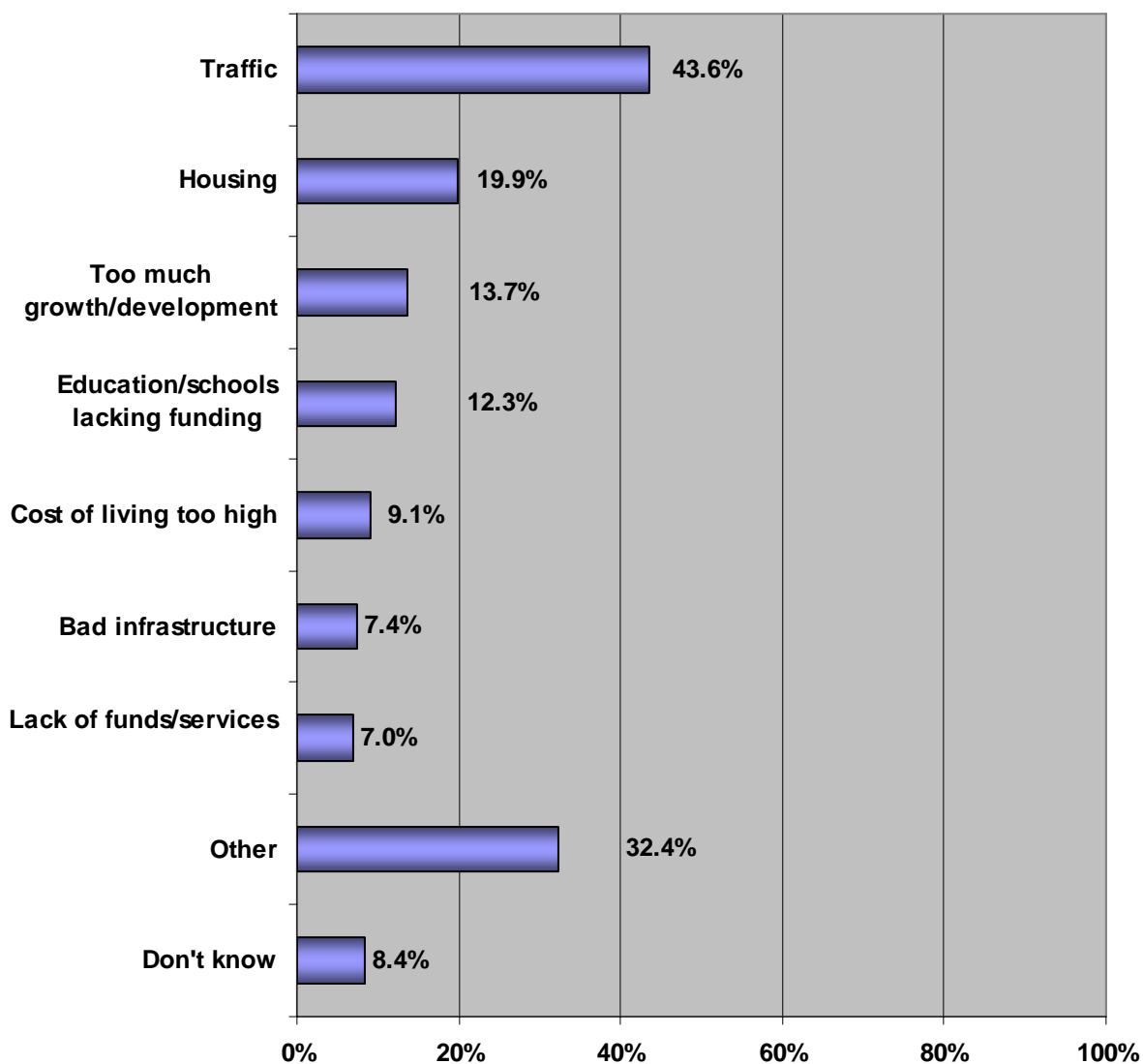
	Overall	Gender	
	Overall	Male	Female
Base	1003	481	521
Very satisfied	367 36.6%	162 33.6%	205 39.3%
Somewhat satisfied	465 46.4%	243 50.5%	222 42.7%
Somewhat dissatisfied	76 7.6%	29 5.9%	48 9.2%
Very dissatisfied	35 3.5%	19 4.0%	16 3.1%
Don't know	59 5.9%	29 6.0%	30 5.8%

Respondents were next asked about problems in the County.

Q4. What do you feel are the two biggest problems facing your community?  
(Open-ended response. Allow up to two responses).

Figure 3 shows that forty-four percent of respondents perceived “Traffic” to be the top perceived problem in Marin County. Twenty percent of respondents reported that “Housing” was one of the two biggest problems. More specifically, the housing problem is defined by a lack of low-income housing as well as the fact that housing prices are becoming difficult to afford.

Figure 3 Two Biggest Perceived Problems in Marin County\*



\* Only items that are 5% or above are listed. Those items less than 5% are in the “Other” category.

As Table 13 illustrates, the two biggest perceived problems in each of the districts were consistent with the overall findings, except for District 3. The two biggest problems in District 3 were “Traffic” (45%) followed by “Too much growth/development” (16%).

Table 13 Two Biggest Problems by Supervisorial District

	Overall	Supervisorial Districts				
	Overall	Sup. District 1	Sup. District 2	Sup. District 3	Sup. District 4	Sup. District 5
Base	1003	205	209	192	200	197
Traffic	437 43.6%	89 43.2%	99 47.2%	85 44.5%	77 38.6%	87 44.3%
Housing costs too high/Lack of affordable housing	199 19.9%	41 20.0%	46 22.2%	29 15.3%	43 21.3%	40 20.3%
Too much growth/development	137 13.7%	30 14.5%	32 15.5%	31 16.2%	26 13.0%	18 9.1%
Education/schools lacking funding	124 12.3%	20 9.6%	26 12.4%	17 9.0%	29 14.4%	32 16.3%
Cost of living too high	92 9.1%	16 7.6%	30 14.2%	19 9.9%	13 6.6%	14 7.2%
Bad infrastructure (streets, sewers, sidewalks, etc.)	74 7.4%	19 9.3%	12 5.7%	17 8.7%	12 6.0%	14 7.2%
Lack of funds/services (i.e. library, police, fire, mental health)	70 7.0%	10 5.0%	13 6.2%	10 5.4%	18 8.8%	20 9.9%
Other	325 32.4%	69 33.7%	62 29.5%	63 33.1%	69 34.3%	62 31.6%
DK/NO	84 8.4%	18 9.0%	9 4.4%	13 7.0%	24 11.9%	20 9.9%

Table 14 shows, the top three problems in the overall results were consistent with the top three problems in both incorporated and unincorporated areas.

Table 14 Two Biggest Problems by Area

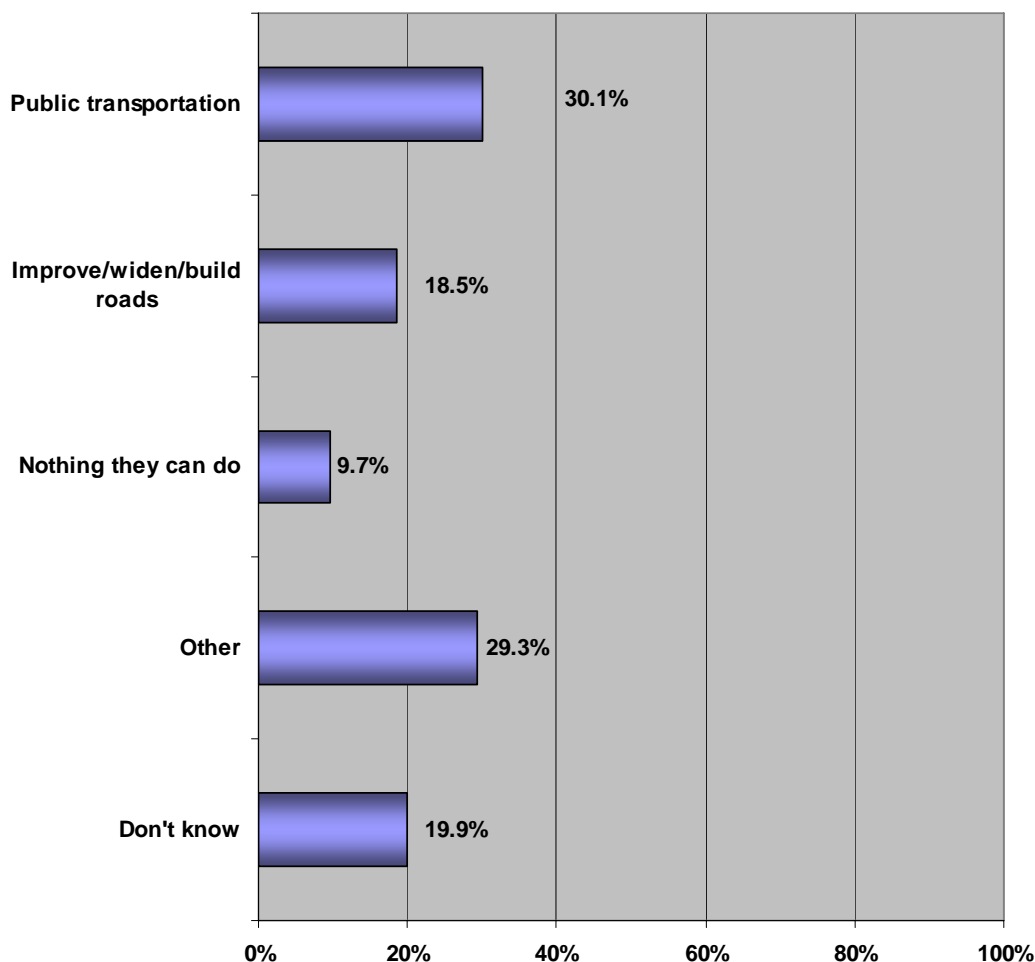
	Overall	Incorporated vs. Unincorporated Areas		
	Overall	Incorporated area	Unincorporated area	Unknown
Base	1003	681	306	15
Traffic	437 43.6%	286 42.0%	144 46.9%	7 48.5%
Housing costs too high/Lack of affordable housing	199 19.9%	127 18.6%	69 22.5%	3 23.1%
Too much growth/development	137 13.7%	101 14.8%	36 11.8%	- -
Education/schools lacking funding	124 12.3%	91 13.4%	33 10.6%	- -
Cost of living too high	92 9.1%	62 9.2%	28 9.0%	2 10.2%
Bad infrastructure (streets, sewers, sidewalks, etc.)	74 7.4%	47 6.8%	27 8.9%	- -
Lack of funds/services (i.e. library, police, fire, mental health)	70 7.0%	45 6.6%	23 7.5%	3 19.7%
Other	325 32.4%	228 33.5%	92 30.2%	5 30.6%
DK/NO	84 8.4%	60 8.8%	23 7.5%	2 10.9%

The next question addressed proposed solutions to the two biggest problems (traffic and housing).

Q5. What, if anything, do you feel your County government should do about this/these issue(s)? (Open-ended response)

As Figure 4 illustrates, thirty percent of respondents reported that “Public transportation” was a solution to the traffic problem. A couple of different specific solutions fall under “Public transportation” including improving the bus schedules, building a light rail, and simply encouraging more usage of the existing public transportation services by the County. Nineteen percent of residents indicated that improving, widening, and or building new roads is the solution to the traffic problem. Any responses categories that garnered five percent or more of the total responses are listed below. The “Other” category is fragmented with various response categories—each of which constitutes less than five percent of the overall responses.

Figure 4 Solutions to Traffic Problem\*



\* Only items that are 5% or above are listed. Those items less than 5% are in the “Other” category.

Table 15 illustrates that each of the five districts had the same top two solutions as the overall County did.

Table 15 Solutions to Traffic Problem by Supervisorial District

	Overall	Supervisorial Districts				
	Overall	Sup. District 1	Sup. District 2	Sup. District 3	Sup. District 4	Sup. District 5
Base	402	83	91	76	72	79
Build more public transportation (light rail), improve bus routes/schedules/encourage use	121 30.1%	24 29.1%	20 21.7%	25 32.5%	24 33.2%	28 35.6%
Improve/widen/build roads	74 18.5%	10 12.2%	12 13.7%	18 23.9%	16 22.5%	17 21.6%
Nothing they can do	39 9.7%	8 9.9%	9 10.4%	6 8.4%	8 10.5%	7 9.1%
Other	118 29.3%	29 35.1%	32 34.8%	18 24.0%	17 22.9%	22 28.0%
Don't know	80 19.9%	17 21.1%	21 23.1%	12 15.7%	14 19.3%	16 19.6%

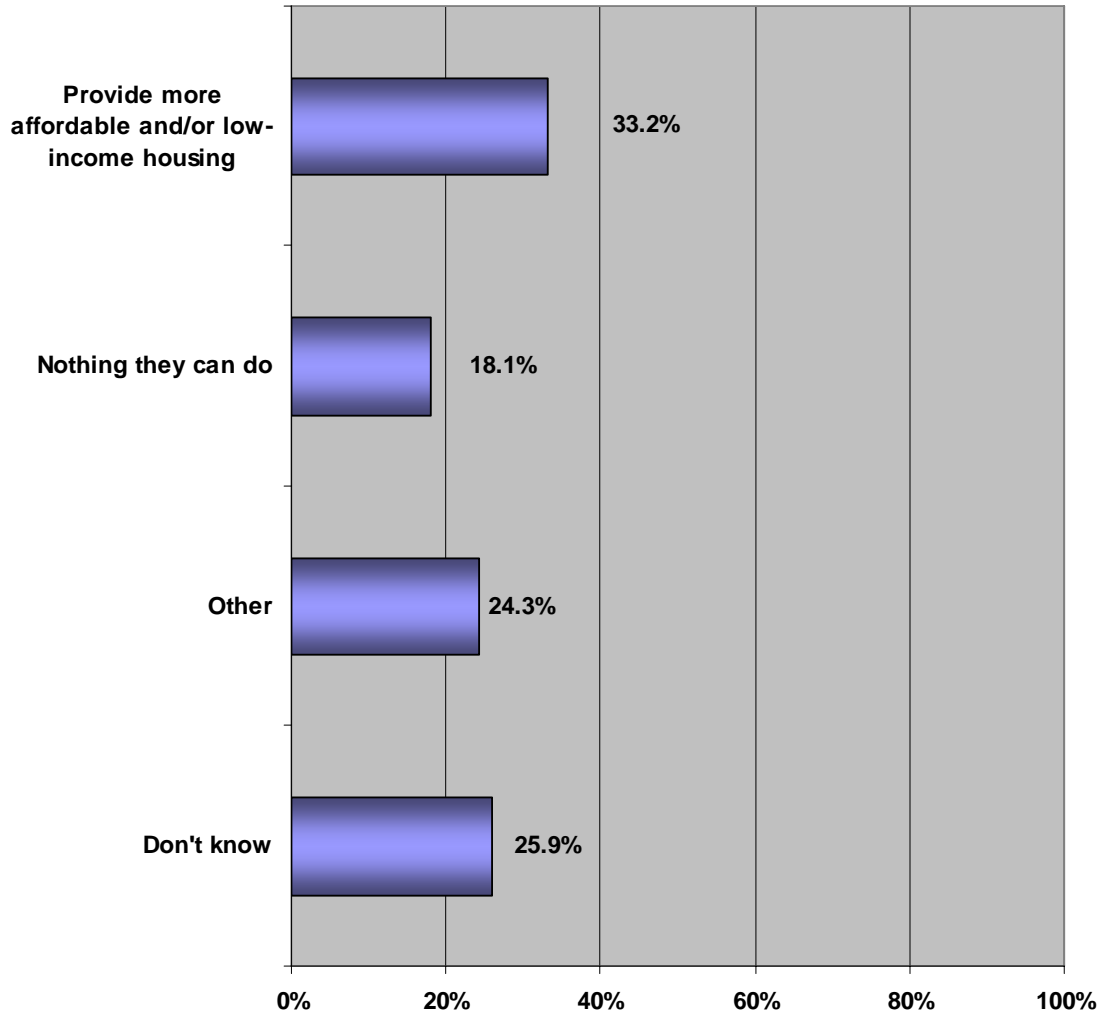
Table 16 shows the results broken down by area.

Table 16 Solutions to Traffic Problem by Area

	Overall	Incorporated vs. Unincorporated Areas		
	Overall	Incorporated area	Unincorporated area	Unknown
Base	402	258	138	6
Build more public transportation (light rail), improve bus routes/schedules/encourage use	121 30.1%	72 27.9%	46 33.6%	3 44.3%
Improve/widen/build roads	74 18.5%	41 16.0%	31 22.8%	2 27.3%
Nothing they can do	39 9.7%	25 9.9%	12 8.7%	1 22.2%
Other	118 29.3%	76 29.5%	41 29.7%	1 12.9%
Don't know	80 19.9%	57 22.2%	22 15.9%	1 15.5%

Figure 5 illustrates that “Provide more affordable and/or low-income housing” was cited by thirty-three percent of respondents as a solution to the housing problem followed by “Nothing they can do” (18%).

Figure 5 Solutions to Housing Problem\*



\* Only items that are 5% or above are listed. Those items less than 5% are in the “Other” category.



Table 17 illustrates that as in the overall County, each district cited “Provide more affordable and/or low-income housing” followed by “Nothing they can do” as the top two responses.

Table 17 Solutions to Housing Problem by Supervisorial District

	Overall	Supervisorial Districts				
	Overall	Sup. District 1	Sup. District 2	Sup. District 3	Sup. District 4	Sup. District 5
Base	166	35	43	27	33	28
Provide more affordable and/or low - income housing	55 33.2%	12 32.9%	15 34.9%	9 32.5%	11 33.9%	9 30.9%
Nothing they can do	30 18.1%	3 9.1%	13 29.1%	5 19.6%	4 12.0%	5 17.9%
Other	40 24.3%	13 36.2%	6 13.1%	7 25.0%	9 28.1%	6 21.6%
Don't know	43 25.9%	9 25.8%	10 22.9%	7 26.8%	8 26.0%	8 29.6%

Table 18 shows the results broken down by area.

Table 18 Solutions to Housing Problem by Area

	Overall	Incorporated vs. Unincorporated Areas		
	Overall	Incorporated area	Unincorporated area	Unknown
Base	166	110	52	3
Provide more affordable and/or low - income housing	55 33.2%	36 32.7%	18 34.8%	1 24.0%
Nothing they can do	30 18.1%	21 19.5%	9 16.3%	0 0.0%
Other	40 24.3%	24 21.7%	16 31.5%	0 0.0%
Don't know	43 25.9%	30 27.1%	10 20.0%	3 76.0%

The next question asked respondents about the importance of various County services.

Q6. Now I'm going to read a list of services and programs that are provided by County government. For each one, please tell me how important you feel that program or service is to you. \_\_\_\_: Do you feel this program or service is extremely important, very important, somewhat important, or not at all important?

Figure 6 shows the top four County services, in terms of importance, were “Preventing wildfires” (86% indicating either “Extremely” or “Very important”), “Maintaining County library services” (84% reporting either “Extremely” or “Very important”) “Providing law enforcement services” (83% indicating either “Extremely” or “Very important”), and “Maintaining County roads and streets” (also 83% stating either “Extremely” or “Very important”).

Figure 6 Importance of Various Services and Programs Part I

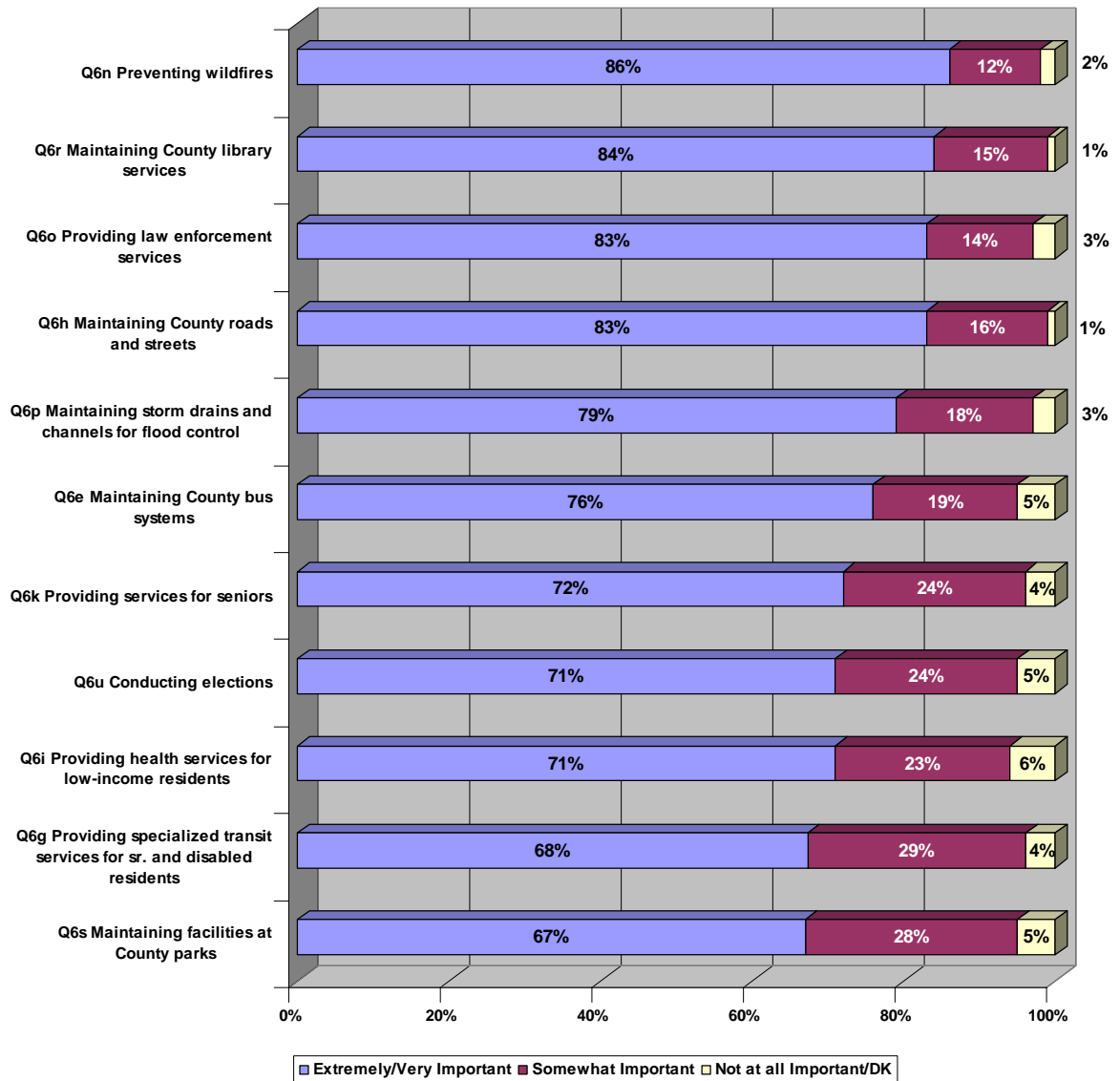
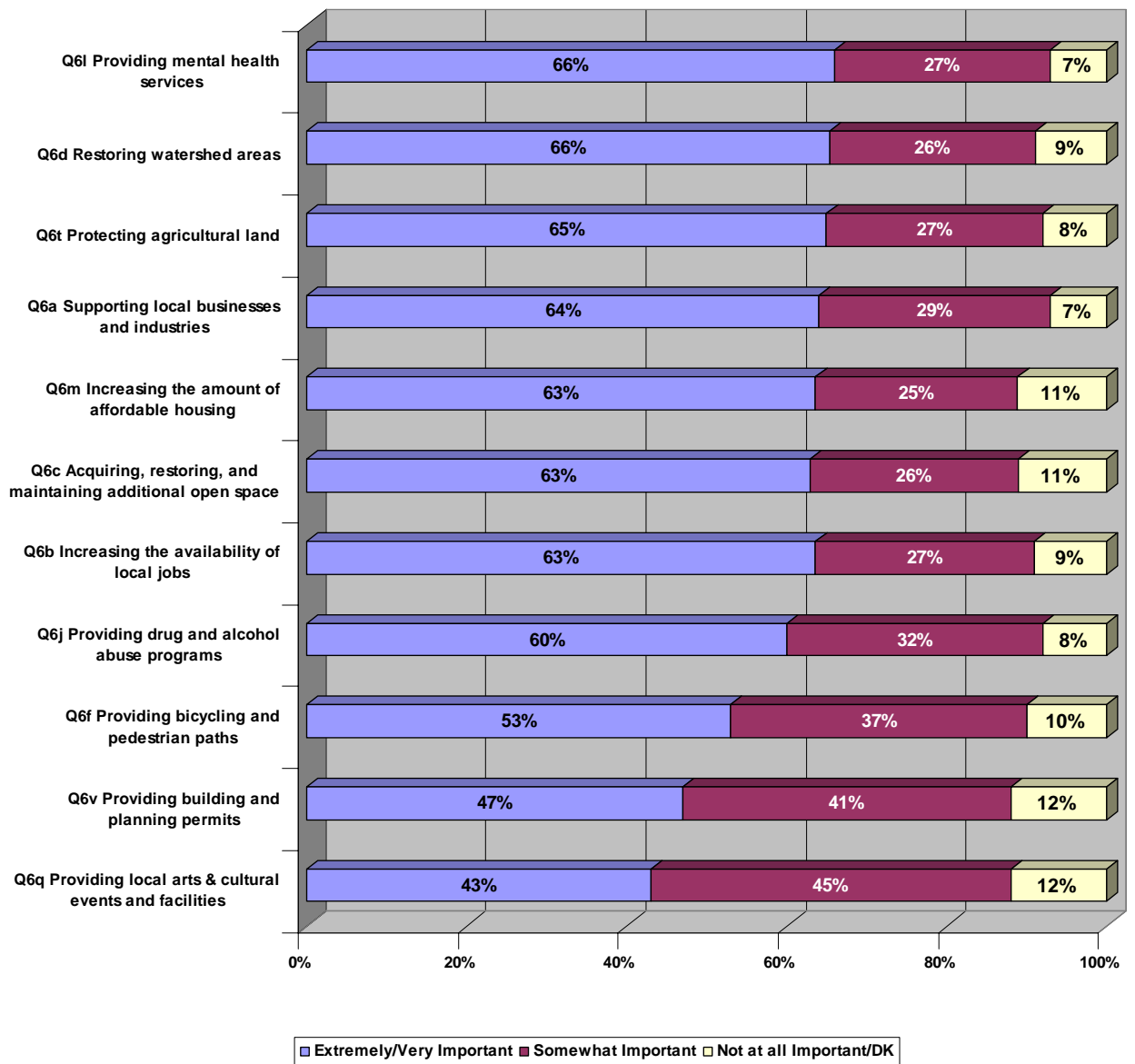


Figure 7 Importance of Various Services and Programs Part II



The next question asked respondents about their level of satisfaction with the County's performance in providing programs and services.

Q7. Next I'm going to read the same list of County services and programs. For each one, now please tell me if you are satisfied or dissatisfied with the County's performance in providing that program or service to residents.

\_\_\_\_\_: Are you satisfied or dissatisfied with the County's performance in providing that program or service to residents? Is that very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Figure 8 illustrates that the top four programs and/or services in terms of satisfaction levels were: "Providing law enforcement services" (89% "Satisfied"), "Preventing wildfires" (87% "Satisfied"), "Conducting elections" (86% "Satisfied"), and "Maintaining facilities at County parks" (86% "Satisfied").

Figure 8 Satisfaction with County's Performance in Providing Services and Programs Part I

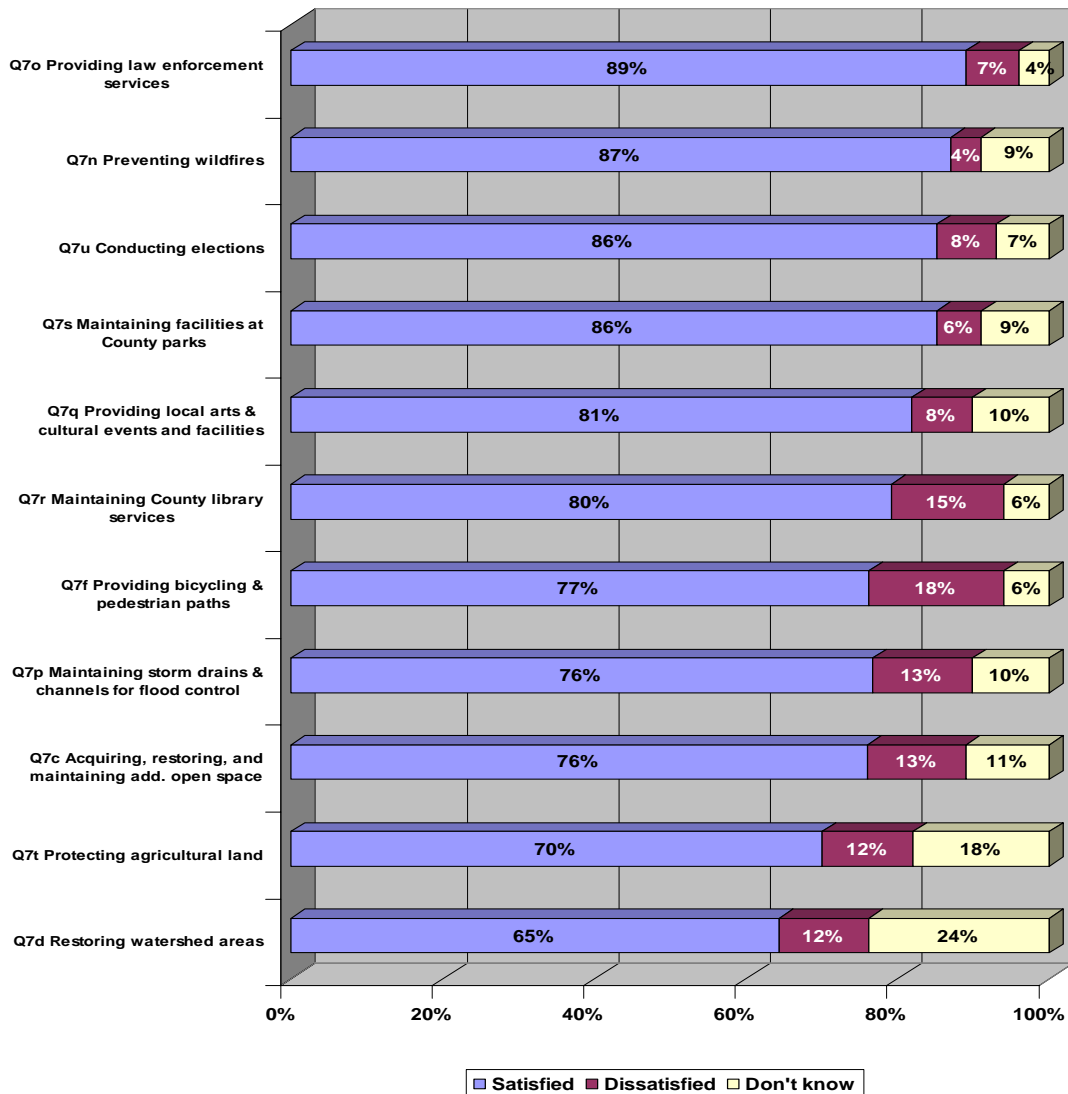


Figure 9 Satisfaction with County's Performance in Providing Services and Programs Part II

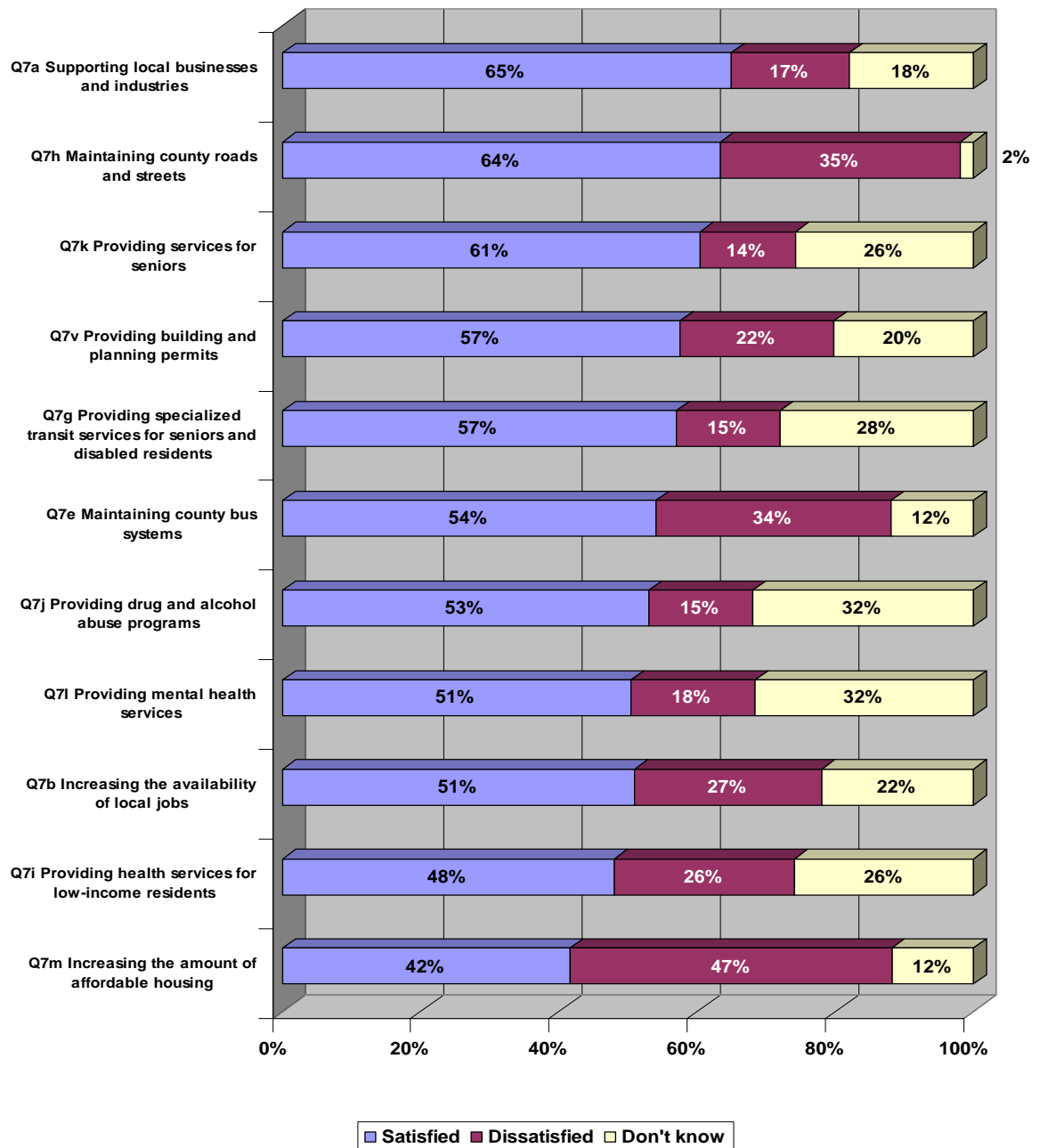
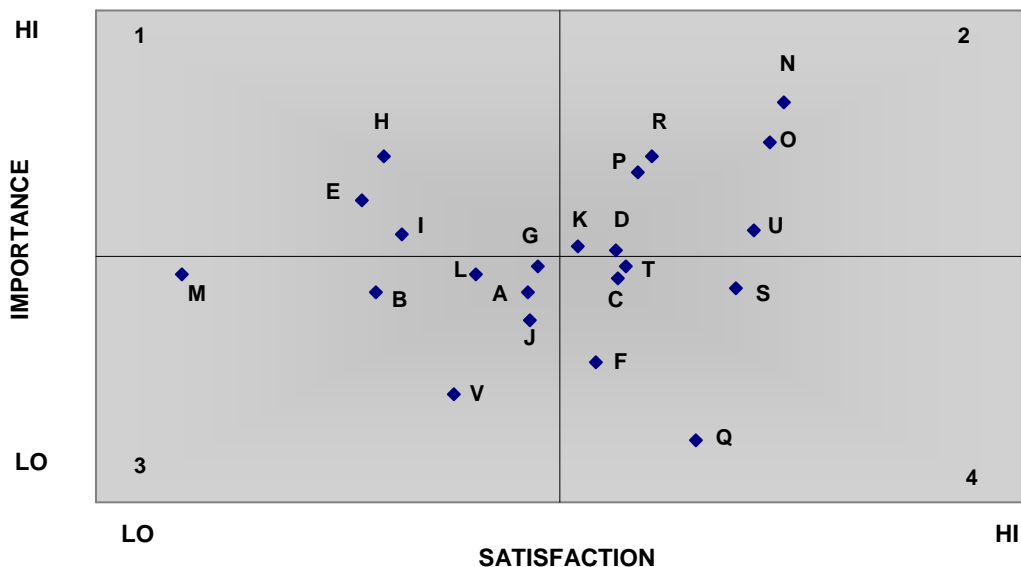


Figure 10 depicts standardized plots for the issues listed in Questions 6 and 7. **Quadrant 1 contains issues that have relatively low satisfaction levels, but relatively high importance levels.** Some of the issues in this quadrant are: “Maintaining County bus systems,” “Maintaining County roads and streets,” and “Providing health services for low-income residents.” These are areas that might need some improvement. **Next, Quadrant 2 contains issues that have relatively high satisfaction and importance levels.** Therefore, these programs or services should probably be maintained at the current level. Some of the issues in this quadrant are: “Preventing wildfires,” “Providing law enforcement services,” and “Maintaining storm drains and channels for flood control.”

Figure 10 Importance/Satisfaction Matrix of Issues



- |   |  |
|---|--|
| A. Supporting local businesses                        | L. Providing mental health services            |
| B. Increasing availability of jobs                    | M. Increasing the amount of affordable housing |
| C. Open space   | N. Preventing wildfires                        |
| D. Restoring watershed areas                          | O. Providing law enforcement services          |
| E. Maintaining County bus systems                     | P. Maintaining storm drains & channels         |
| F. Providing bicycling & pedestrian paths             | Q. Providing local arts & cultural events      |
| G. Providing senior & disabled transit service        | R. Maintaining County library services         |
| H. Maintaining County roads & streets                 | S. Maintaining County park facilities          |
| I. Providing health services for low-income residents | T. Protecting agricultural land                |
| J. Providing drug & alcohol abuse programs            | U. Conducting elections                        |
| K. Providing senior services                          | V. Providing building and planning permits     |

The next question asked respondents the reasons why they live in Marin County.

Q8. What, in your opinion, are the top two reasons for living in Marin County?  
(Open-ended)

Figure 11 shows that the top two reasons for living in Marin County were “Natural beauty/Good environment” (56%) and “Great weather/climate” (22%). Several responses were included in the top category, including clean air and water, peaceful, close to ocean, and a lot of open space.

Figure 11 Top Reasons for Living in Marin County

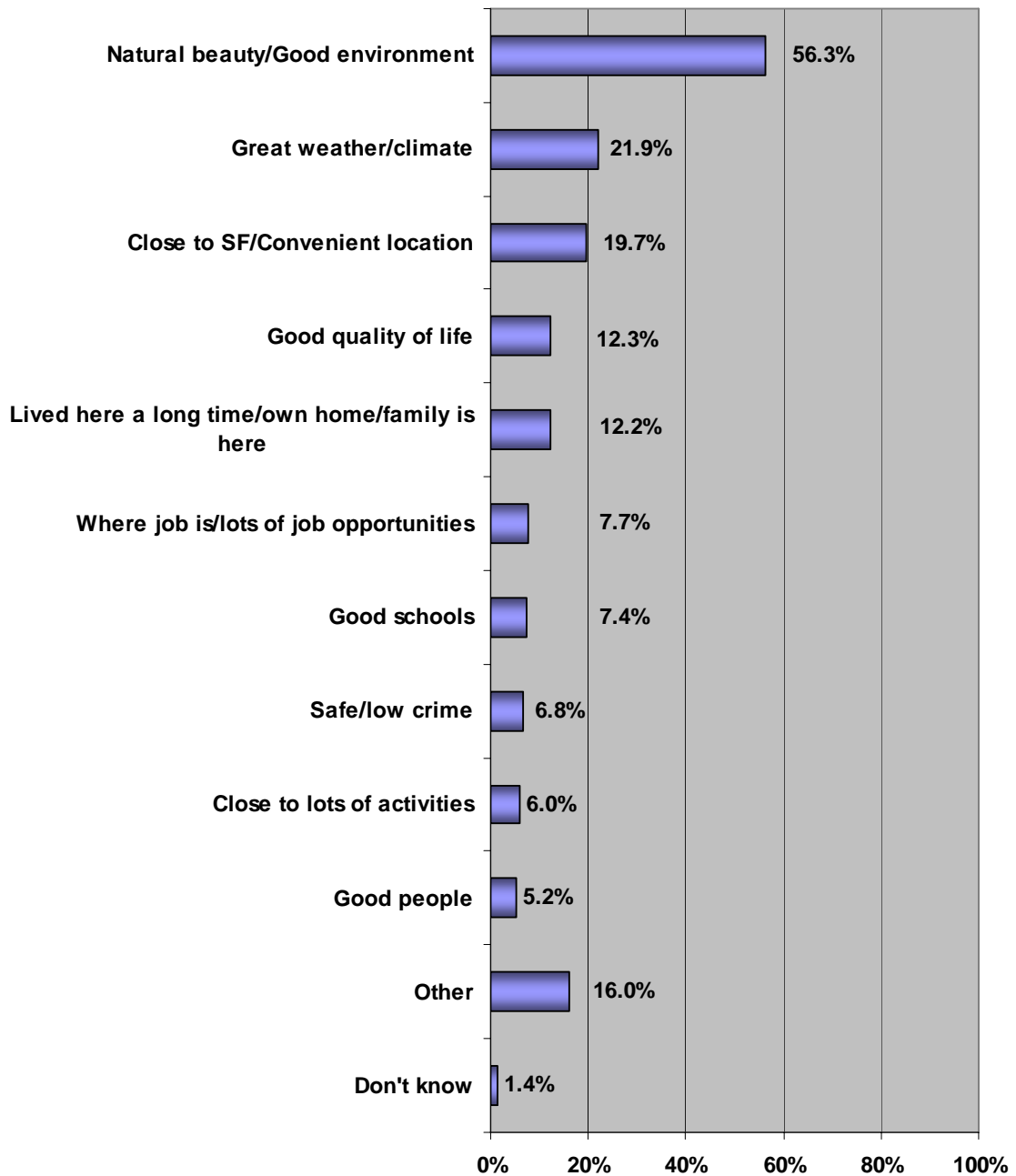


Table 19 illustrates that each district had the same top two reasons, except for Supervisorial District 3, which rated “Close to San Francisco/Convenient location” as the number two reason instead of “Great weather/climate.”

Table 19 Top Reasons for Living in Marin County by Supervisorial District

	Overall	Supervisorial Districts				
	Overall	Sup. District 1	Sup. District 2	Sup. District 3	Sup. District 4	Sup. District 5
Base	1003	205	209	192	200	197
Natural beauty/Good environment/Peaceful/Open space/Ocean	564 56.3%	98 47.9%	126 60.3%	121 63.1%	116 57.8%	104 52.6%
Great weather/climate	220 21.9%	49 24.1%	50 23.8%	35 18.3%	43 21.4%	43 21.6%
Close to SF/Convenient location	197 19.7%	43 20.8%	41 19.8%	52 27.2%	38 19.0%	23 11.8%
Good quality of life	123 12.3%	22 10.8%	32 15.4%	26 13.7%	18 9.0%	25 12.5%
Lived here a long time/own home/family is here	122 12.2%	36 17.3%	11 5.2%	14 7.2%	30 15.1%	32 16.1%
Where job is/lots of job opportunities	77 7.7%	19 9.3%	14 6.5%	6 3.3%	15 7.7%	22 11.4%
Good schools	74 7.4%	8 4.0%	22 10.3%	18 9.6%	11 5.4%	15 7.6%
Safe/low crime	68 6.8%	18 8.7%	16 7.9%	15 7.9%	5 2.7%	13 6.7%
Close to lots of activities (cultural, outdoor, etc.)	60 6.0%	12 6.0%	15 7.0%	8 4.4%	16 7.9%	9 4.6%
Good people	52 5.2%	10 4.8%	13 6.2%	9 4.5%	12 6.0%	8 4.3%
Other	161 16.0%	34 16.6%	30 14.3%	31 16.3%	33 16.6%	32 16.4%
Don't know	14 1.4%	4 1.9%	3 1.5%	2 0.9%	4 2.0%	1 0.4%



Table 20 shows that there are no significant differences in the results between the “Incorporated area” and “Unincorporated area” subgroups.

Table 20 Top Reasons for Living in Marin County by Area

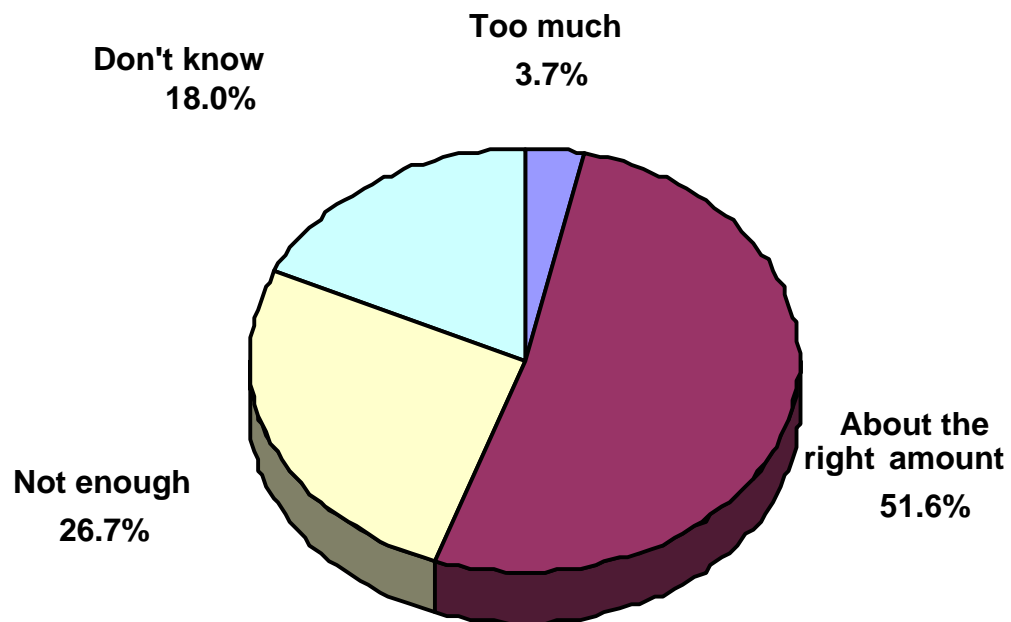
	Overall	Incorporated vs. Unincorporated Areas		
	Overall	Incorporated area	Unincorporated area	Unknown
Base	1003	681	306	15
Natural beauty/Good environment/Peaceful/Open space/Ocean	564 56.3%	377 55.3%	177 57.8%	10 68.9%
Great weather/climate	220 21.9%	148 21.7%	70 22.9%	2 10.2%
Close to SF/Convenient location	197 19.7%	135 19.9%	60 19.5%	2 15.1%
Good quality of life	123 12.3%	85 12.4%	34 11.1%	5 30.6%
Lived here a long time/own home/family is here	122 12.2%	83 12.2%	38 12.4%	1 6.7%
Where job is/lots of job opportunities	77 7.7%	52 7.6%	23 7.6%	2 10.9%
Good schools	74 7.4%	46 6.8%	26 8.5%	2 10.9%
Safe/low crime	68 6.8%	45 6.6%	21 6.8%	2 15.5%
Close to lots of activities (cultural, outdoor, etc.)	60 6.0%	41 6.0%	19 6.2%	1 4.7%
Good people	52 5.2%	33 4.8%	19 6.2%	- -
Other	161 16.0%	112 16.4%	48 15.7%	1 7.1%
Don't know	14 1.4%	12 1.8%	2 0.5%	- -

The next substantive question inquired about residents' access to County services.

Q9. Do you think the County of Marin is doing too much, about the right amount, or not enough to ensure that all residents have equal access to County services and programs?

Figure 12 shows that four percent replied that Marin County was doing "Too much," 52 percent responded "About the right amount," 27 percent replied "Not enough," and 18 percent didn't know.

Figure 12 Access to County Services and Programs



The following five tables show access to County services by supervisorial district, ethnicity, age, income level, and area. Table 21 illustrates that there were no significant differences in responses between supervisorial districts on the issue of residents having equal access to County services. In terms of ethnicity, 37 percent of minorities reported that the County was not doing enough, compared to only 25 percent of Caucasians. Thirty-one percent of those aged 18-29 replied that the County was not doing enough, compared to only 22 percent of those aged 65 and older. In terms of income level, 39 percent of those with income levels below \$40,000 responded that the County was not doing enough to ensure equal access to services, compared to only 18 percent of those with incomes between \$80,000 and \$160,000. Table 25 shows that there were no significant differences in responses between responses by area.

Table 21 Access to County Services and Programs by Supervisorial District

	Overall	Supervisorial Districts				
	Overall	Sup. District 1	Sup. District 2	Sup. District 3	Sup. District 4	Sup. District 5
Base	1003	205	209	192	200	197
Too much	37 3.7%	10 4.8%	2 1.1%	7 3.9%	7 3.3%	11 5.3%
About the right amount	518 51.6%	101 49.5%	122 58.3%	93 48.3%	106 52.8%	96 48.9%
Not enough	268 26.7%	59 28.9%	50 24.0%	46 24.1%	55 27.5%	57 28.8%
Don't know	181 18.0%	35 16.9%	34 16.5%	45 23.7%	33 16.4%	33 16.9%

Table 22 Access to County Services and Programs by Ethnicity

	Overall	Ethnic group		
	Overall	Minority	Caucasian	Refused/prefer not to say
Base	1003	124	803	86
Too much	37 3.7%	5 3.9%	27 3.4%	5 5.6%
About the right amount	518 51.6%	61 49.2%	425 52.9%	37 43.0%
Not enough	268 26.7%	45 36.7%	200 24.9%	24 27.8%
Don't know	181 18.0%	13 10.1%	151 18.8%	20 23.7%

Table 23 Access to County Services by Age

	Overall	Age					
	Overall	18-29	30-39	40-49	50-64	65+ years	Not coded
Base	1003	137	200	231	251	168	15
Too much	37 3.7%	11 8.3%	9 4.3%	7 3.2%	7 2.6%	3 1.7%	- -
About the right amount	518 51.6%	77 56.0%	106 52.9%	117 50.5%	126 50.2%	81 47.9%	12 80.0%
Not enough	268 26.7%	42 31.0%	47 23.6%	68 29.4%	73 29.0%	37 22.1%	- -
Don't know	181 18.0%	7 4.8%	39 19.3%	39 17.0%	46 18.2%	48 28.3%	3 20.0%

Table 24 Access to County Services by Income

	Overall	Total household income					
	Overall	Below \$40,000	\$40,000 to under \$80,000	\$80,000 to under \$120,000	\$120,000 to under \$160,000	\$160,000 or above	Don't know /Prefer not to say
Base	1003	197	232	172	74	145	182
Too much	37 3.7%	6 3.3%	5 2.1%	9 4.9%	1 1.1%	11 7.3%	6 3.1%
About the right amount	518 51.6%	92 46.8%	128 55.3%	97 56.5%	37 50.4%	76 52.4%	87 47.5%
Not enough	268 26.7%	76 38.6%	62 26.6%	32 18.4%	13 17.6%	36 24.8%	49 26.9%
Don't know	181 18.0%	22 11.4%	37 16.0%	35 20.2%	23 30.9%	23 15.5%	41 22.4%

Table 25 Access to County Services by Area

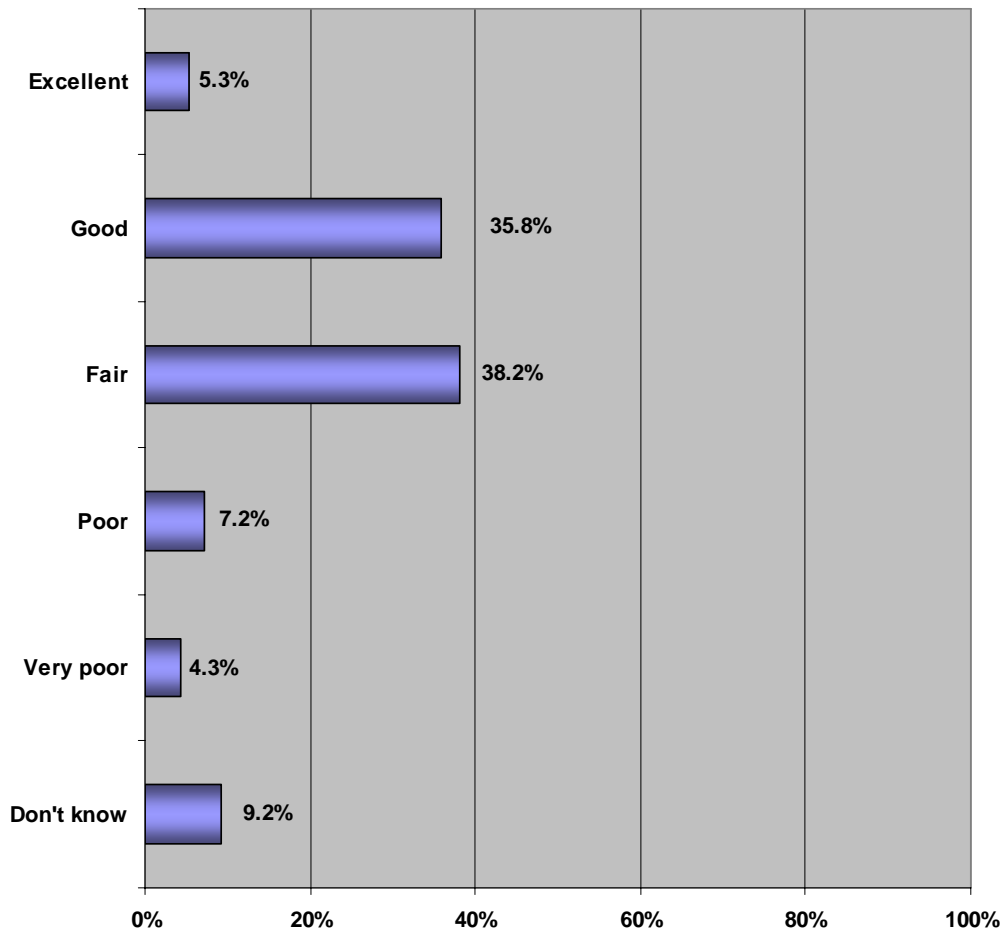
	Overall	Incorporated vs. Unincorporated Areas		
	Overall	Incorporated area	Unincorporated area	Unknown
Base	1003	681	306	15
Too much	37 3.7%	23 3.3%	14 4.6%	- -
About the right amount	518 51.6%	359 52.7%	151 49.2%	8 52.3%
Not enough	268 26.7%	175 25.7%	89 29.1%	3 22.1%
Don't know	181 18.0%	124 18.2%	53 17.1%	4 25.5%

The next substantive question asked about the County’s performance in the expenditure of taxpayer dollars.

Q10. How would you rate the performance of the County of Marin in the expenditure of taxpayer dollars? Would you say they are doing an excellent, good, fair, poor, or very poor job?

Figure 13 illustrates that five percent rated the County’s performance as “Excellent,” 36 percent responded “Good,” and 38 percent replied “Fair.” Seven percent responded “Poor,” four percent replied “Very poor,” and nine percent didn’t know.

Figure 13 Expenditure of Taxpayer Dollars



Tables 26 and 27 show that there were no significant differences between “Supervisorial Districts” or among respondents in “Incorporated” versus “Unincorporated Areas.”

Table 26 Expenditure of Taxpayer Dollars by Supervisorial District

	Overall	Supervisorial Districts				
	Overall	Sup. District 1	Sup. District 2	Sup. District 3	Sup. District 4	Sup. District 5
Base	1003	205	209	192	200	197
Excellent	53 5.3%	16 7.9%	9 4.2%	15 7.8%	6 2.8%	8 3.8%
Good	359 35.8%	66 32.3%	79 37.6%	70 36.8%	84 42.2%	59 30.1%
Fair	383 38.2%	80 38.8%	84 40.0%	68 35.6%	68 34.0%	83 42.4%
Poor	73 7.2%	16 7.8%	6 3.0%	16 8.1%	16 7.8%	19 9.6%
Very poor	43 4.3%	9 4.4%	10 4.9%	6 2.9%	7 3.7%	11 5.7%
Don't know	92 9.2%	18 8.8%	21 10.2%	17 8.9%	19 9.6%	16 8.4%

Table 27 Expenditure of Taxpayer Dollars by Area

	Overall	Incorporated vs. Unincorporated Areas		
	Overall	Incorporated area	Unincorporated area	Unknown
Base	1003	681	306	15
Excellent	53 5.3%	39 5.7%	14 4.5%	1 4.7%
Good	359 35.8%	234 34.4%	117 38.1%	8 52.5%
Fair	383 38.2%	263 38.6%	116 38.0%	4 25.9%
Poor	73 7.2%	49 7.2%	22 7.3%	1 4.7%
Very poor	43 4.3%	28 4.2%	14 4.5%	1 5.5%
Don't know	92 9.2%	68 9.9%	23 7.6%	1 6.7%

Respondents were next asked about their usage of County services or programs.

Q11. What County services or programs are you or someone in your household currently using or have used in the past year? (Open-ended. Allowed multiple responses)

Figure 14 shows that the top four programs and/or services in terms of usage were: “County Library” (43%), “County parks” (35%), “County streets and roads” (22%), and “Public transportation” (13%).

Figure 14 County Services/Programs Used in the Past Year Part I

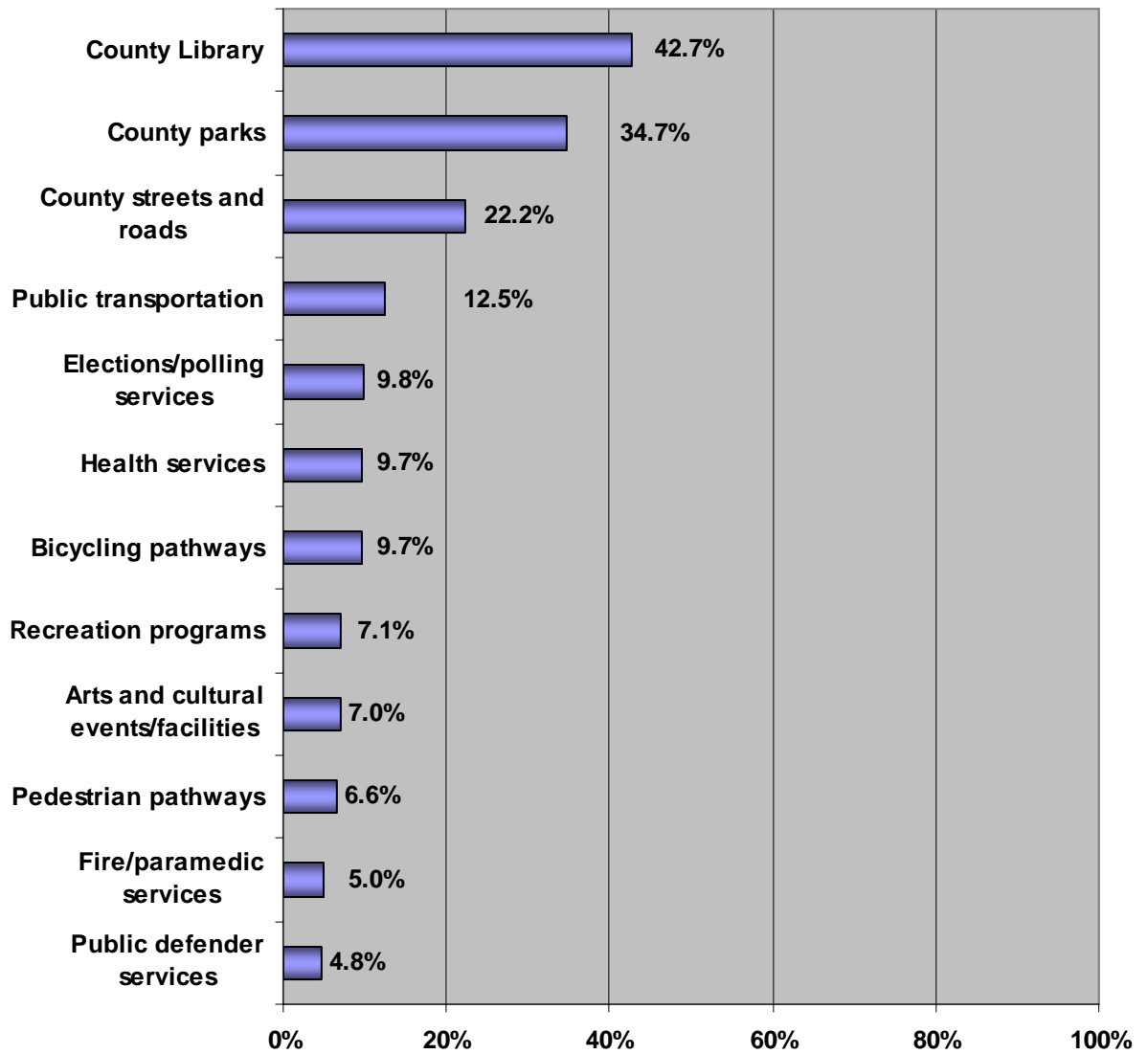


Figure 15 County Services/Programs Used in the Past Year Part II

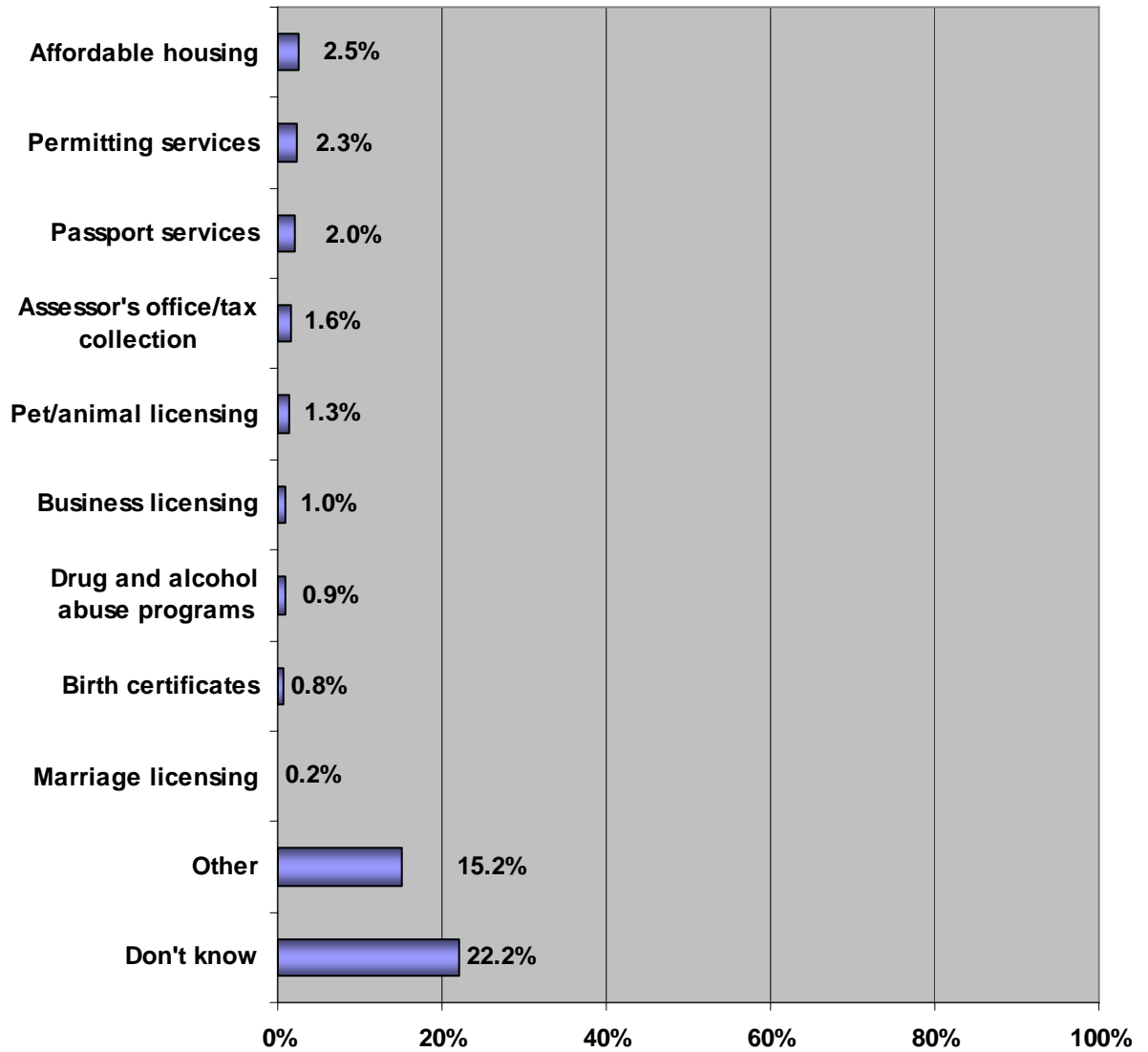


Table 28, on the following page, illustrates that Districts 1, 2, and 4 had the same top four programs/services, in terms of usage, that the overall County did. Districts 3 and 5 shared the same top three services/programs. However, District 3's fourth highest one was "Bicycling pathways," and District 5's fourth highest one was "Health services."



Table 28 County Services/Programs Used in the Past Year by Supervisorial District

	Overall	Supervisorial Districts				
	Overall	Sup. District 1	Sup. District 2	Sup. District 3	Sup. District 4	Sup. District 5
Base	1003	205	209	192	200	197
County Library	429 42.7%	78 38.0%	94 45.1%	87 45.4%	79 39.4%	91 46.0%
County parks	348 34.7%	75 36.6%	79 38.0%	75 39.4%	63 31.6%	55 27.8%
County streets and roads	223 22.2%	31 14.9%	60 28.7%	52 27.3%	41 20.3%	39 19.8%
Public transportation	125 12.5%	23 11.4%	33 15.8%	23 12.0%	27 13.5%	19 9.5%
Elections/polling services	98 9.8%	13 6.6%	26 12.4%	28 14.6%	10 4.8%	21 10.8%
Health services	97 9.7%	15 7.2%	19 9.0%	23 11.9%	18 8.9%	23 11.9%
Bicycling pathw ays	97 9.7%	10 4.8%	27 13.1%	31 16.2%	18 9.0%	11 5.6%
Recreation programs	71 7.1%	16 8.0%	16 7.5%	16 8.2%	14 6.8%	10 4.9%
Arts and cultural events/facilities	71 7.0%	14 7.0%	19 9.1%	20 10.2%	9 4.5%	9 4.4%
Pedestrian pathw ays	66 6.6%	12 6.0%	15 7.1%	20 10.3%	13 6.6%	6 3.2%
Fire/paramedic services	50 5.0%	12 5.9%	9 4.5%	12 6.2%	10 4.9%	7 3.6%
Public defender services	48 4.8%	16 7.6%	11 5.5%	10 5.2%	9 4.5%	2 0.8%
Affordable housing	25 2.5%	9 4.2%	2 1.2%	3 1.5%	5 2.6%	6 2.9%
Permitting services	23 2.3%	2 0.9%	7 3.1%	4 2.3%	9 4.4%	2 0.8%
Passport services	20 2.0%	5 2.5%	1 0.5%	5 2.8%	5 2.7%	3 1.6%
Assessor's office/tax collection	16 1.6%	3 1.3%	4 2.0%	4 2.0%	2 1.1%	3 1.6%
Pet/animal licensing	13 1.3%	3 1.6%	3 1.4%	2 1.3%	2 0.8%	2 1.2%
Business licensing	10 1.0%	1 0.4%	2 0.9%	4 1.8%	2 0.8%	2 1.2%
Drug and alcohol abuse programs	9 0.9%	4 1.8%	1 0.5%	1 0.4%	2 0.8%	2 0.9%
Birth certificates	8 0.8%	1 0.4%	-	6 3.0%	1 0.4%	1 0.4%
Marriage licensing	2 0.2%	1 0.4%	-	-	-	2 0.8%
Other	153 15.2%	28 13.7%	43 20.6%	34 17.8%	22 10.9%	26 13.0%
Don't know	223 22.2%	53 25.6%	36 17.5%	36 18.9%	50 24.7%	48 24.3%

Table 29 shows that the top responses were the same for respondents in the “Incorporated” and “Unincorporated Areas.”

Table 29 County Services/Programs Used in the Past Year by Area

	Overall	Incorporated vs. Unincorporated Areas		
	Overall	Incorporated area	Unincorporated area	Unknown
Base	1003	681	306	15
County Library	427 42.6%	286 42.0%	135 43.9%	6 40.3%
County parks	345 34.4%	243 35.6%	99 32.4%	3 23.3%
County streets and roads	218 21.8%	139 20.4%	75 24.6%	4 26.8%
Public transportation	283 28.2%	191 28.0%	88 28.7%	5 30.6%
Elections/polling services	98 9.8%	65 9.5%	32 10.4%	2 10.2%
Health services	94 9.3%	55 8.1%	39 12.6%	- -
Bicycling pathways	97 9.7%	68 10.0%	29 9.6%	- -
Recreation programs	70 7.0%	51 7.5%	19 6.1%	- -
Arts and cultural events/facilities	71 7.0%	48 7.1%	22 7.1%	1 5.5%
Pedestrian pathways	66 6.6%	45 6.6%	22 7.1%	- -
Fire/paramedic services	49 4.9%	26 3.9%	22 7.0%	1 5.5%
Public defender services	48 4.8%	22 3.3%	23 7.6%	2 12.6%
Affordable housing	20 2.0%	7 1.0%	13 4.3%	- -
Permitting services	20 2.0%	8 1.2%	12 3.8%	- -
Passport services	20 2.0%	10 1.5%	10 3.2%	- -
Assessor's office/tax collection	16 1.6%	12 1.8%	3 1.1%	- -
Pet/animal licensing	13 1.3%	8 1.2%	4 1.5%	- -
Business licensing	10 1.0%	8 1.1%	2 0.6%	1 4.7%
Drug and alcohol abuse programs	9 0.9%	5 0.8%	4 1.1%	- -
Birth certificates	8 0.8%	7 1.0%	2 0.5%	- -
Marriage licensing	2 0.2%	2 0.4%	- -	- -
Other	222 22.1%	157 23.0%	62 20.1%	3 20.2%
Don't know	- -	- -	- -	- -

Table 30 shows that the top four responses in all other age groups were the same as the top four in the overall results.

Table 30 County Services/Programs Used in the Past Year by Age

	Overall	Age					
	Overall	18-29	30-39	40-49	50-64	65+ years	Not coded
Base	1003	137	200	231	251	168	15
County Library	427 42.6%	49 35.7%	100 50.0%	99 42.7%	112 44.6%	62 37.1%	5 33.3%
County parks	345 34.4%	36 26.2%	82 40.7%	100 43.1%	90 35.6%	34 20.0%	5 33.3%
County streets and roads	218 21.8%	21 15.5%	43 21.4%	54 23.4%	70 27.7%	27 16.3%	3 20.0%
Public transportation	283 28.2%	44 32.1%	59 29.3%	77 33.5%	67 26.7%	33 19.6%	3 20.0%
Elections/polling services	98 9.8%	10 7.1%	16 7.9%	28 11.9%	32 12.9%	12 7.1%	1 6.7%
Health services	94 9.3%	23 16.7%	19 9.3%	16 6.9%	18 7.3%	16 9.6%	2 13.3%
Bicycling pathw ays	97 9.7%	16 11.9%	30 15.0%	21 9.2%	25 9.9%	5 2.9%	- -
Recreation programs	70 7.0%	13 9.5%	19 9.3%	19 8.3%	14 5.6%	4 2.5%	1 6.7%
Arts and cultural events/facilities	71 7.0%	18 13.1%	4 2.1%	17 7.3%	20 7.9%	11 6.3%	1 6.7%
Pedestrian pathw ays	66 6.6%	8 6.0%	14 7.1%	17 7.3%	20 7.9%	7 4.2%	- -
Fire/paramedic services	49 4.9%	3 2.4%	3 1.4%	15 6.4%	17 6.6%	11 6.7%	- -
Public defender services	48 4.8%	5 3.6%	7 3.6%	18 7.8%	14 5.6%	4 2.1%	- -
Affordable housing	20 2.0%	3 2.4%	6 2.9%	3 1.4%	5 2.0%	3 1.7%	- -
Permitting services	20 2.0%	3 2.4%	1 0.7%	6 2.8%	8 3.3%	1 0.4%	- -
Passport services	20 2.0%	7 4.8%	- -	6 2.8%	5 2.0%	2 1.3%	- -
Assessor's office/tax collection	16 1.6%	3 2.4%	1 0.7%	6 2.8%	4 1.7%	1 0.4%	- -
Pet/animal licensing	13 1.3%	5 3.6%	- -	2 0.9%	5 2.0%	1 0.4%	- -
Business licensing	10 1.0%	3 2.4%	- -	2 0.9%	4 1.7%	1 0.4%	- -
Drug and alcohol abuse programs	9 0.9%	2 1.2%	- -	4 1.8%	2 0.7%	1 0.8%	- -
Birth certificates	8 0.8%	3 2.4%	1 0.7%	1 0.5%	2 0.7%	1 0.4%	- -
Marriage licensing	2 0.2%	2 1.2%	- -	- -	1 0.3%	- -	- -
Other	222 22.1%	46 33.3%	31 15.7%	34 14.7%	49 19.5%	57 33.8%	5 33.3%
Don't know	- -	- -	- -	- -	- -	- -	- -

Table 31 shows that a significantly higher proportion of female respondents indicated use of the library than did male respondents (47% versus 38%). For other major County services noted, few differences exist between male and female usage.

Table 31 County Services/Programs Used in the Past Year by Gender

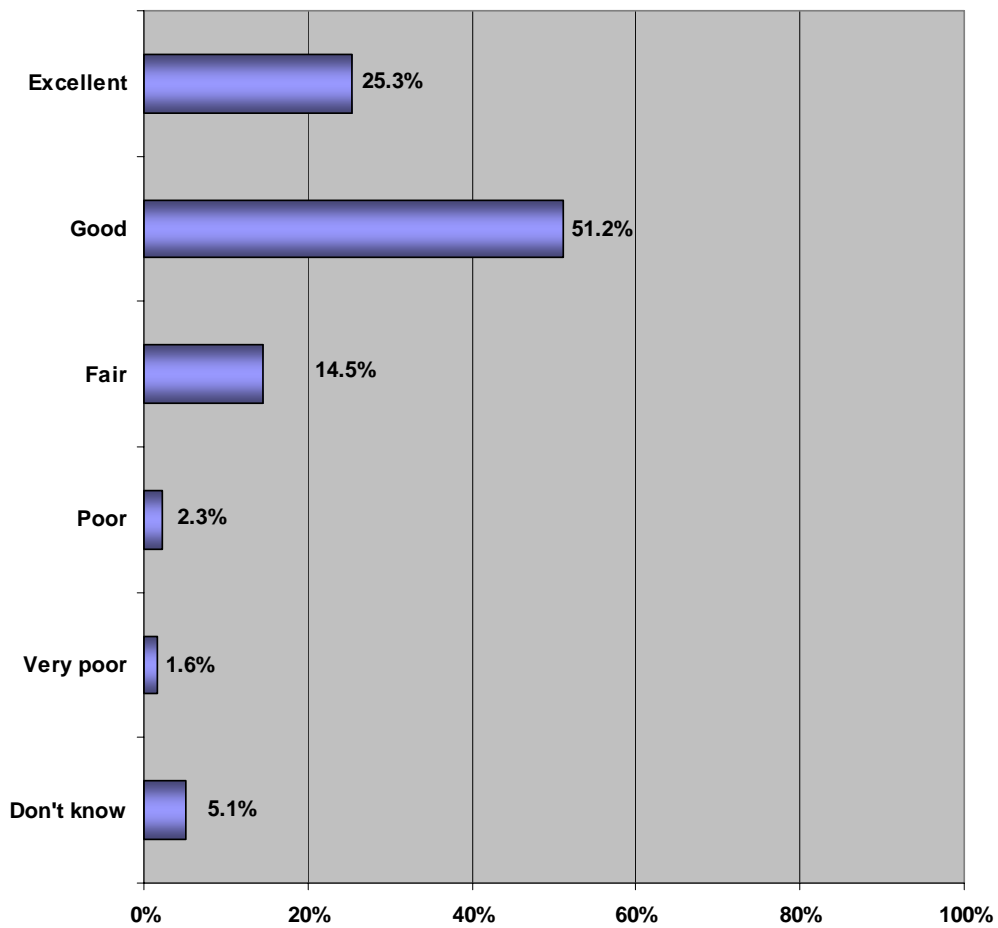
	Overall	Gender	
	Overall	Male	Female
Base	1003	481	521
County Library	427 42.6%	182 37.8%	245 47.0%
County parks	345 34.4%	159 33.0%	186 35.8%
County streets and roads	218 21.8%	107 22.2%	111 21.3%
Public transportation	283 28.2%	143 29.6%	141 27.0%
Elections/polling services	98 9.8%	44 9.2%	54 10.4%
Health services	94 9.3%	36 7.5%	58 11.0%
Bicycling pathw ays	97 9.7%	55 11.5%	42 8.1%
Recreation programs	70 7.0%	32 6.7%	38 7.3%
Arts and cultural events/facilities	71 7.0%	29 6.1%	41 7.9%
Pedestrian pathw ays	66 6.6%	29 6.1%	37 7.1%
Fire/paramedic services	49 4.9%	18 3.6%	31 6.0%
Public defender services	48 4.8%	15 3.2%	32 6.2%
Affordable housing	20 2.0%	10 2.2%	10 1.8%
Permitting services	20 2.0%	7 1.4%	13 2.6%
Passport services	20 2.0%	4 0.9%	16 3.0%
Assessor's office/tax collection	16 1.6%	8 1.6%	8 1.6%
Pet/animal licensing	13 1.3%	5 1.0%	8 1.5%
Business licensing	10 1.0%	5 1.1%	5 1.0%
Drug and alcohol abuse programs	9 0.9%	3 0.6%	6 1.2%
Birth certificates	8 0.8%	5 1.0%	4 0.7%
Marriage licensing	2 0.2%	2 0.5%	-
Other	222 22.1%	116 24.1%	106 20.3%
Don't know	-	-	-

Respondents were next asked about the level of customer service they received.

Q12. How would you rate the level of customer service for the County services or programs that you or somebody in your household are currently using or have used in the past year? Would you say this customer service was excellent, good, fair, poor, or very poor?

Figure 16 shows that 25 percent reported receiving “Excellent” customer service, 51 percent responded “Good,” and 15 percent responded “Fair.” Two percent responded that they received “Poor” customer service, two percent replied “Very poor,” and five percent didn’t know.

Figure 16 Level of Customer Service (n=772)



The following five tables show level of customer service by supervisorial district, ethnicity, age, income level, and area. In terms of district, 17 percent of respondents replied “Excellent” in District 2, whereas 30 percent of those in District 3 responded similarly. Forty-six percent of those in District 4 replied “Good,” while 59 percent of those in District 2 responded similarly. Twenty-one percent of those between the ages of 18 and 29 responded “Excellent,” while 32 percent of those aged 65 and older responded similarly. In terms of income, 46 percent of those with incomes between \$120,000 and \$160,000 replied “Good,” while 59 percent of those with incomes \$160,000 and above responded similarly. There were no significant differences between ethnic groups. Table 36 shows that there were no significant differences in responses between responses by area.

Table 32 Level of Customer Service by Supervisorial Districts

	Overall	Supervisorial Districts				
	Overall	Sup. District 1	Sup. District 2	Sup. District 3	Sup. District 4	Sup. District 5
Base	780	153	172	155	151	149
Excellent	197 25.3%	38 24.7%	30 17.3%	47 30.3%	40 26.2%	43 28.8%
Good	400 51.2%	81 53.1%	102 59.1%	74 47.9%	69 45.6%	74 49.3%
Fair	113 14.5%	20 12.9%	33 19.0%	15 10.0%	27 17.8%	18 12.2%
Poor	18 2.3%	4 2.3%	2 0.9%	4 2.9%	4 2.8%	4 2.9%
Very poor	12 1.6%	2 1.6%	1 0.8%	2 1.4%	4 2.9%	2 1.3%
Don't know	40 5.1%	8 5.3%	5 2.8%	12 7.5%	7 4.6%	8 5.4%

Table 33 Level of Customer Service by Ethnicity

	Overall	Ethnic group		
	Overall	Minority	Caucasian	Refused/prefer not to say
Base	780	83	639	64
Excellent	197 25.3%	27 32.8%	159 24.9%	12 19.0%
Good	400 51.2%	36 43.5%	333 52.0%	35 53.9%
Fair	113 14.5%	15 17.6%	89 13.9%	11 16.4%
Poor	18 2.3%	3 3.5%	13 2.1%	2 3.3%
Very poor	12 1.6%	- -	12 1.9%	- -
Don't know	40 5.1%	2 2.7%	33 5.1%	5 7.4%

Table 34 Level of Customer Service by Age

	Overall	Age					
	Overall	18-29	30-39	40-49	50-64	65+ years	Not coded
Base	780	91	169	197	202	111	10
Excellent	197 25.3%	20 21.4%	39 22.9%	49 24.7%	51 25.5%	36 32.1%	3 30.0%
Good	400 51.2%	55 60.7%	83 49.2%	98 49.5%	106 52.7%	53 47.2%	5 50.0%
Fair	113 14.5%	11 12.5%	24 14.4%	37 18.8%	32 15.6%	8 6.9%	1 10.0%
Poor	18 2.3%	3 3.6%	7 4.2%	4 2.2%	1 0.4%	3 2.5%	- -
Very poor	12 1.6%	- -	6 3.4%	2 1.1%	2 1.2%	2 1.9%	- -
Don't know	40 5.1%	2 1.8%	10 5.9%	7 3.8%	9 4.5%	11 9.4%	1 10.0%

Table 35 Level of Customer Service by Income

	Overall	Total household income					
	Overall	Below \$40,000	\$40,000 to under \$80,000	\$80,000 to under \$120,000	\$120,000 to under \$160,000	\$160,000 or above	Don't know/Prefer not to say
Base	780	151	184	142	56	120	127
Excellent	197 25.3%	39 25.5%	51 27.5%	39 27.2%	14 25.0%	29 24.0%	26 20.8%
Good	400 51.2%	71 46.8%	96 52.1%	69 48.2%	26 45.9%	70 58.5%	69 54.1%
Fair	113 14.5%	31 20.4%	21 11.2%	20 14.4%	9 15.2%	16 13.3%	17 13.3%
Poor	18 2.3%	4 2.8%	5 2.6%	4 3.1%	4 6.6%	- -	1 0.8%
Very poor	12 1.6%	4 2.6%	2 1.2%	4 2.7%	3 4.6%	- -	- -
Don't know	40 5.1%	3 1.9%	10 5.4%	6 4.4%	2 2.7%	5 4.3%	14 11.0%

Table 36 Level of Customer Service by Area

	Overall	Incorporated vs. Unincorporated Areas		
	Overall	Incorporated area	Unincorporated area	Unknown
Base	781	524	245	12
Excellent	198 25.3%	129 24.6%	66 27.1%	2 19.5%
Good	400 51.2%	273 52.1%	120 48.9%	7 55.8%
Fair	113 14.5%	82 15.6%	31 12.7%	- -
Poor	18 2.3%	10 2.0%	8 3.3%	- -
Very poor	12 1.6%	6 1.1%	6 2.3%	1 6.9%
Don't know	40 5.1%	24 4.5%	14 5.7%	2 17.8%

## ADDITIONAL DEMOGRAPHIC INFORMATION

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Figures 17 to 29 graphically present the demographic information collected in the survey. Although the primary motivation for collecting the demographic information is to provide a better insight into how responses to the substantive questions of the survey vary across respondent subgroups, the information is also useful for better understanding the profile of residents in Marin County.

Figure 17 Percentage of Respondents in Each Supervisorial District

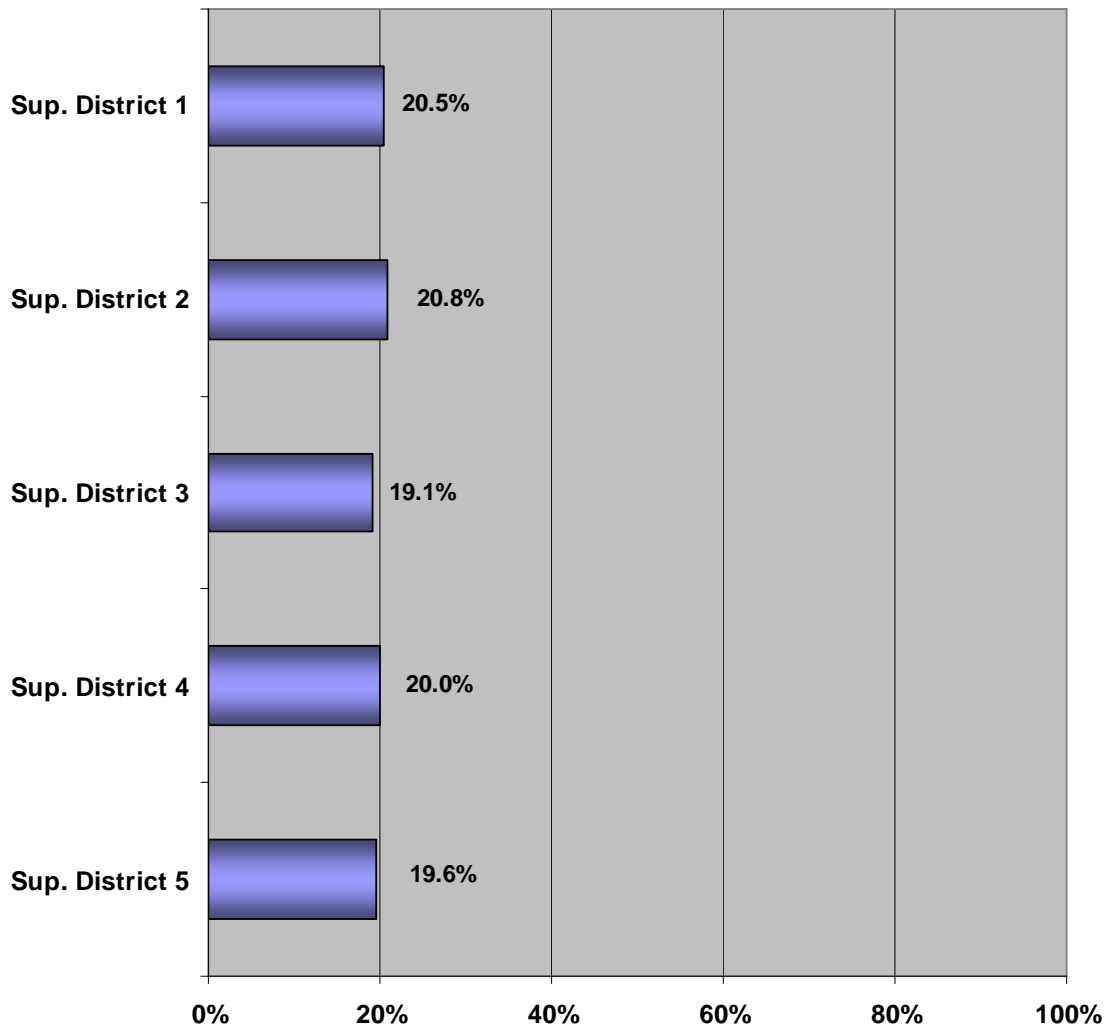
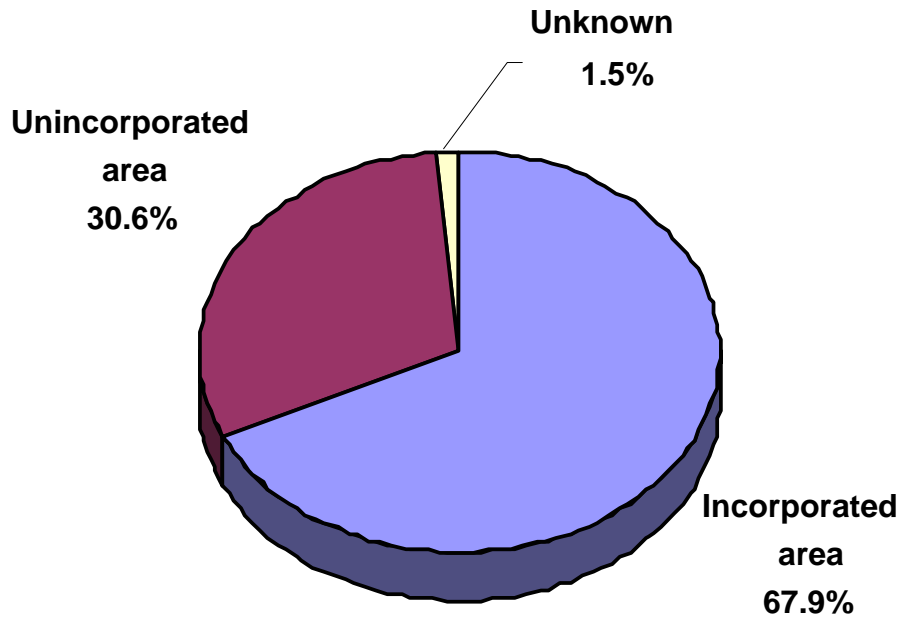


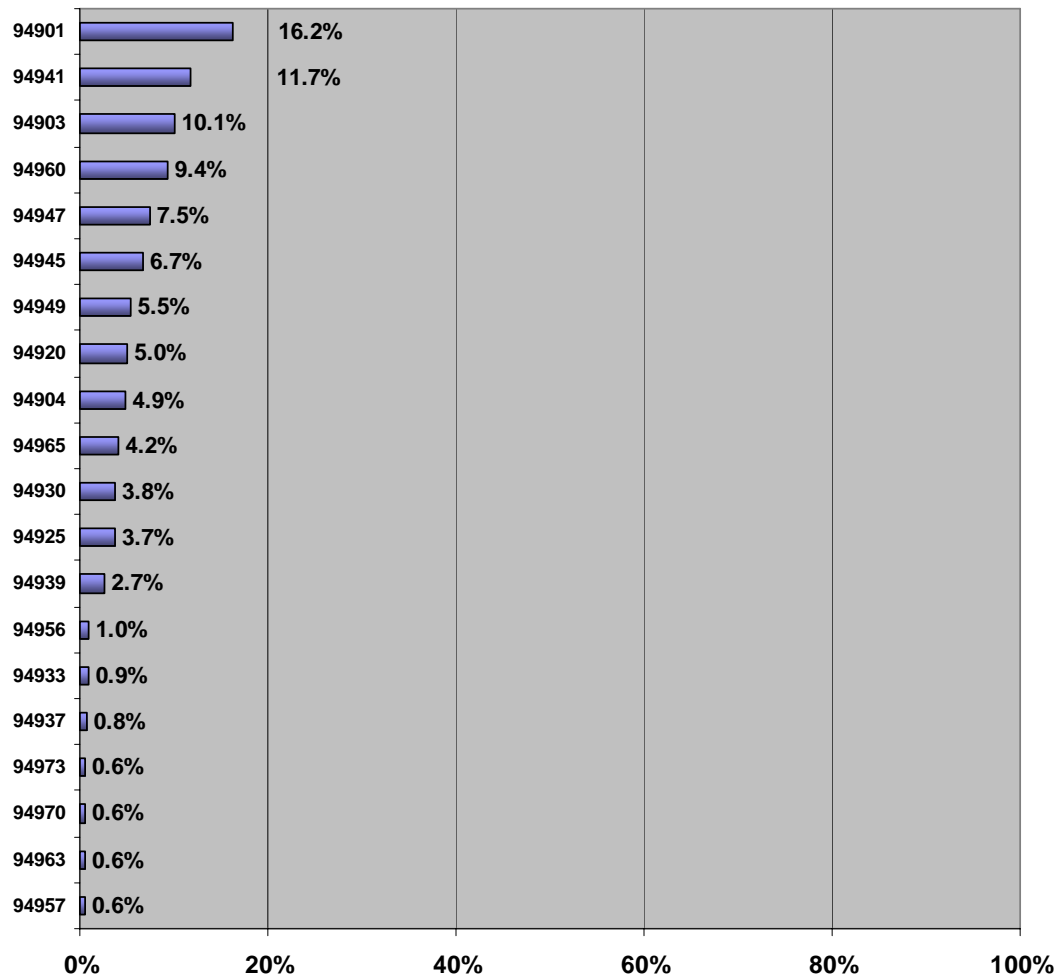


Figure 18 Incorporated vs. Unincorporated Area



The percent of respondents in each zip code shown in Figure 19 are proportional to the actual population distribution in Marin County.

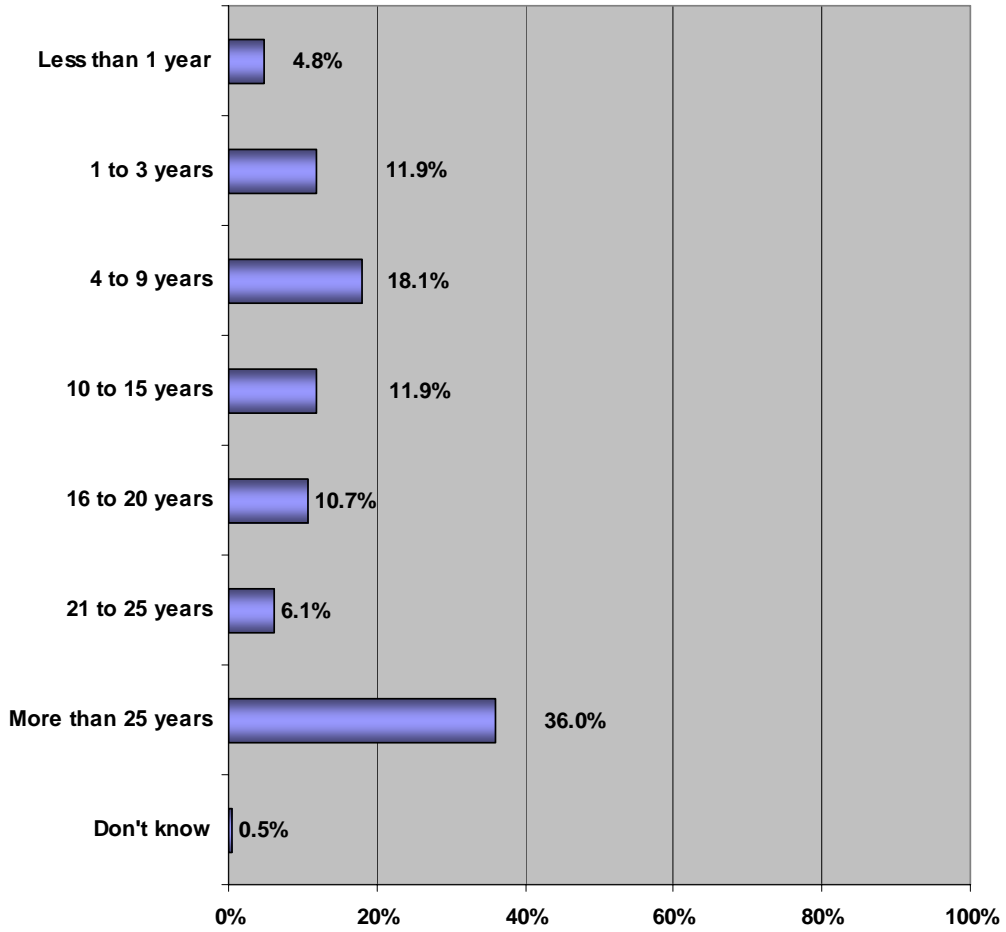
Figure 19 Zip code \*



\* Those zip codes that comprised less than .5% of the overall were not included in this figure.

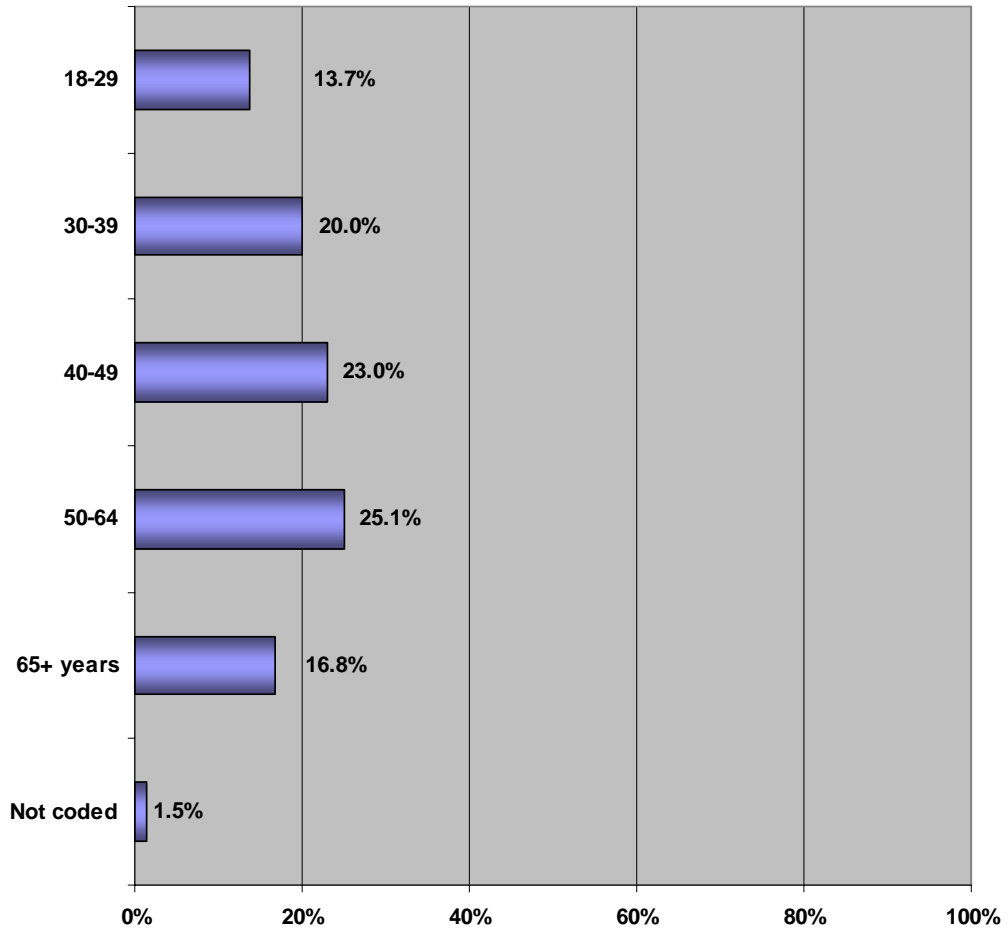
How long have you lived in the County of Marin?

Figure 20 Length of Residence in Marin County



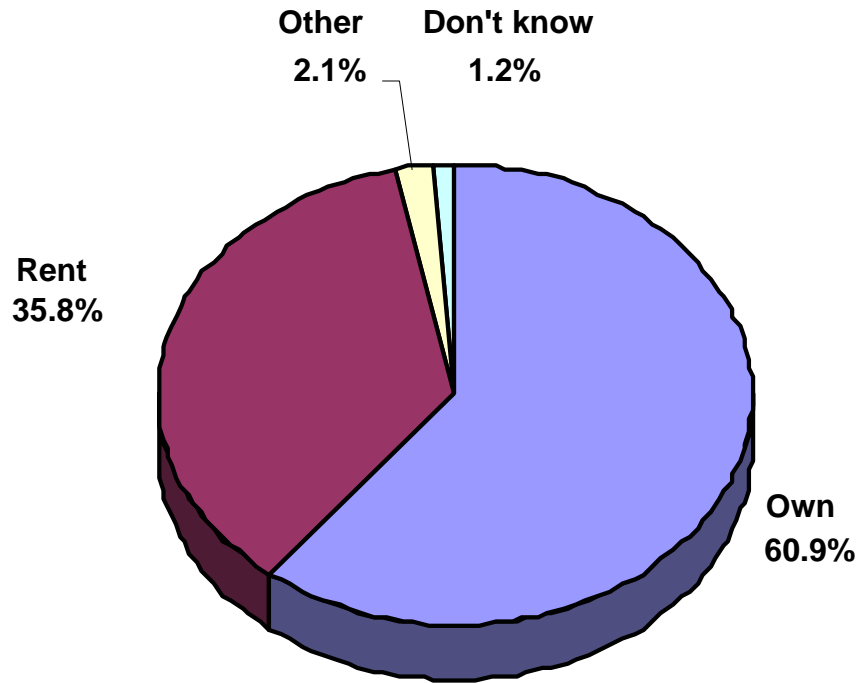
Please stop me when I reach the group that best describes your age.

Figure 21 Age



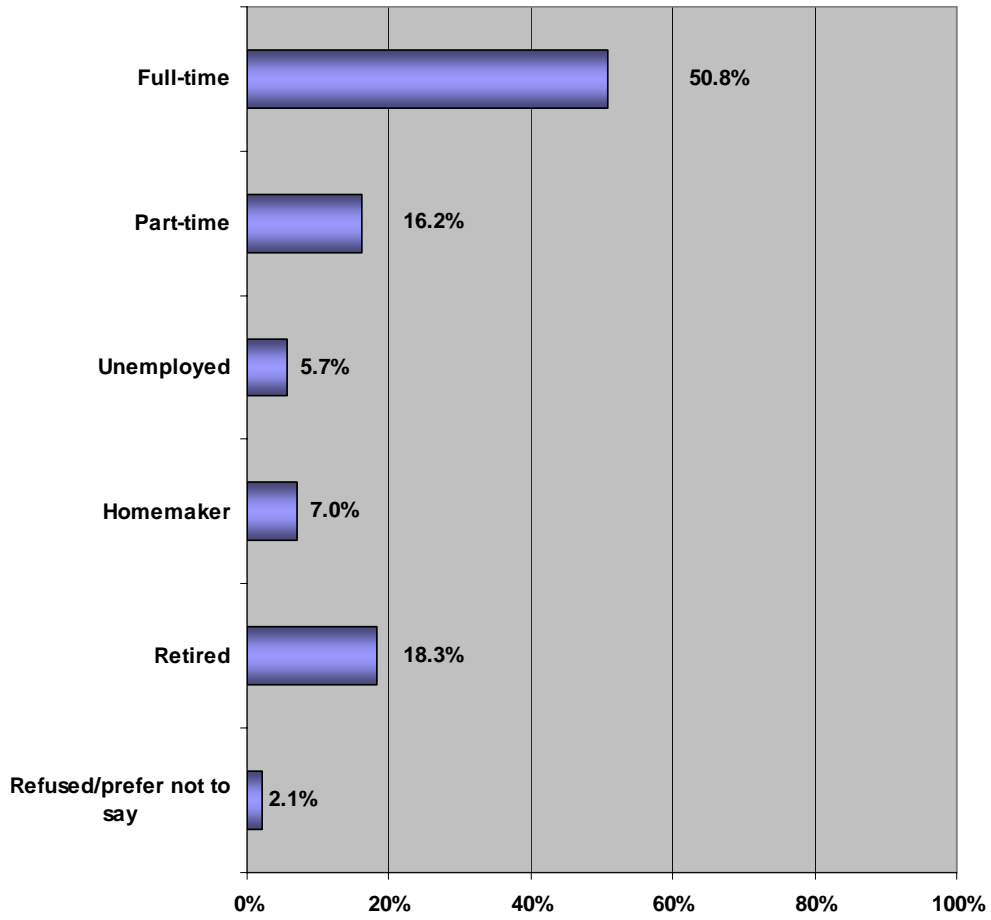
Do you own or rent your place of residence?

Figure 22 Owning vs. Renting Place of Residence



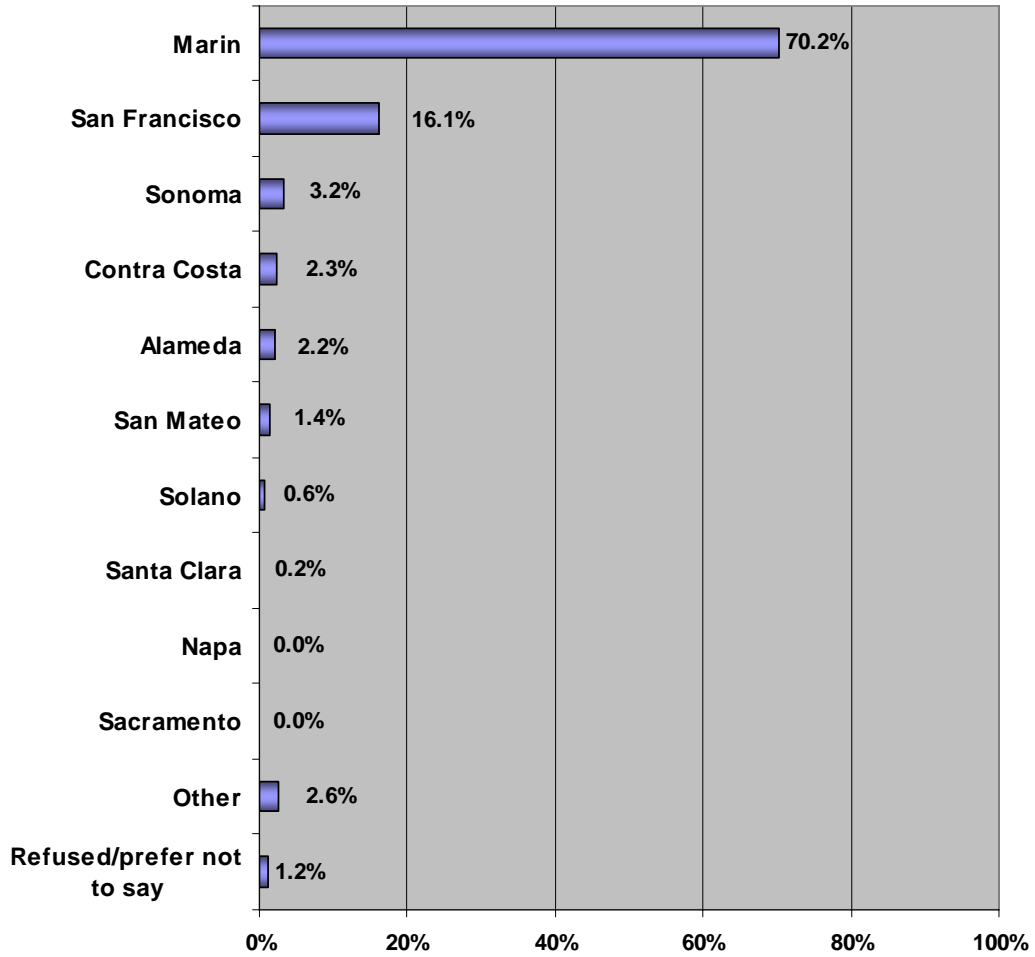
Which of the following best describes your working status?

Figure 23 Working Status



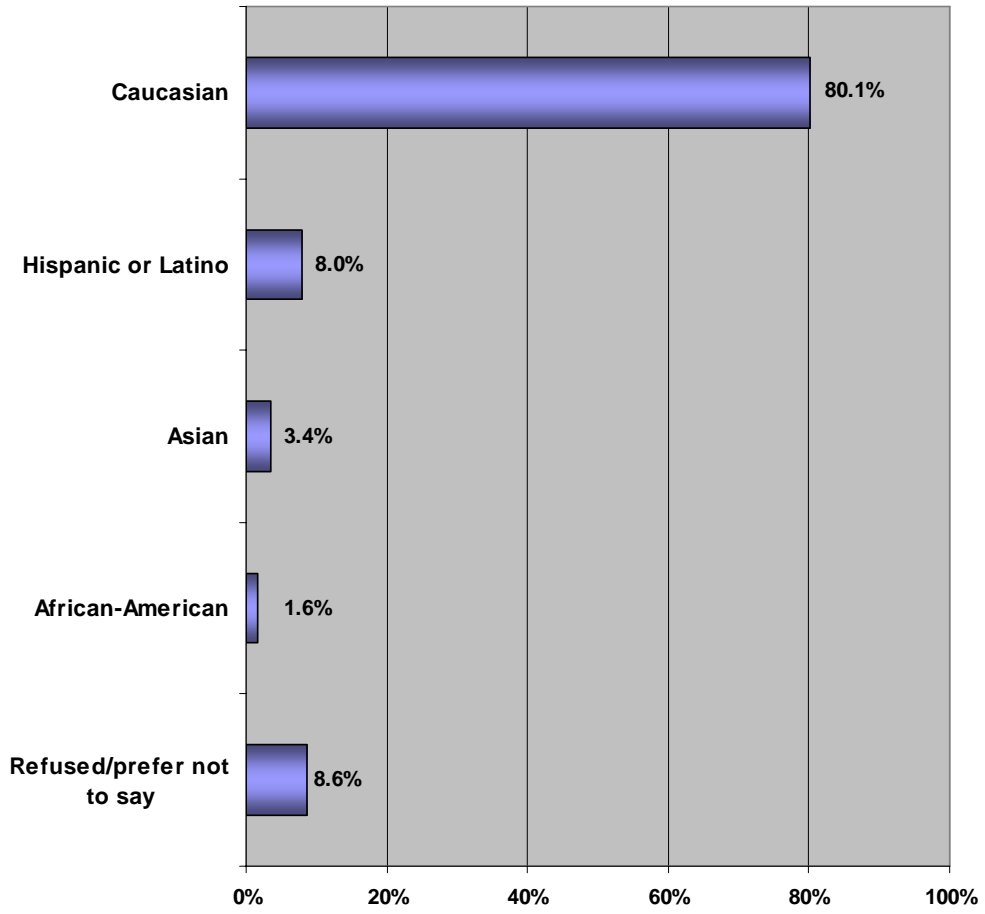
Which county do you work in?

Figure 24 Job Location



Are you a member of any of the following ethnic groups?

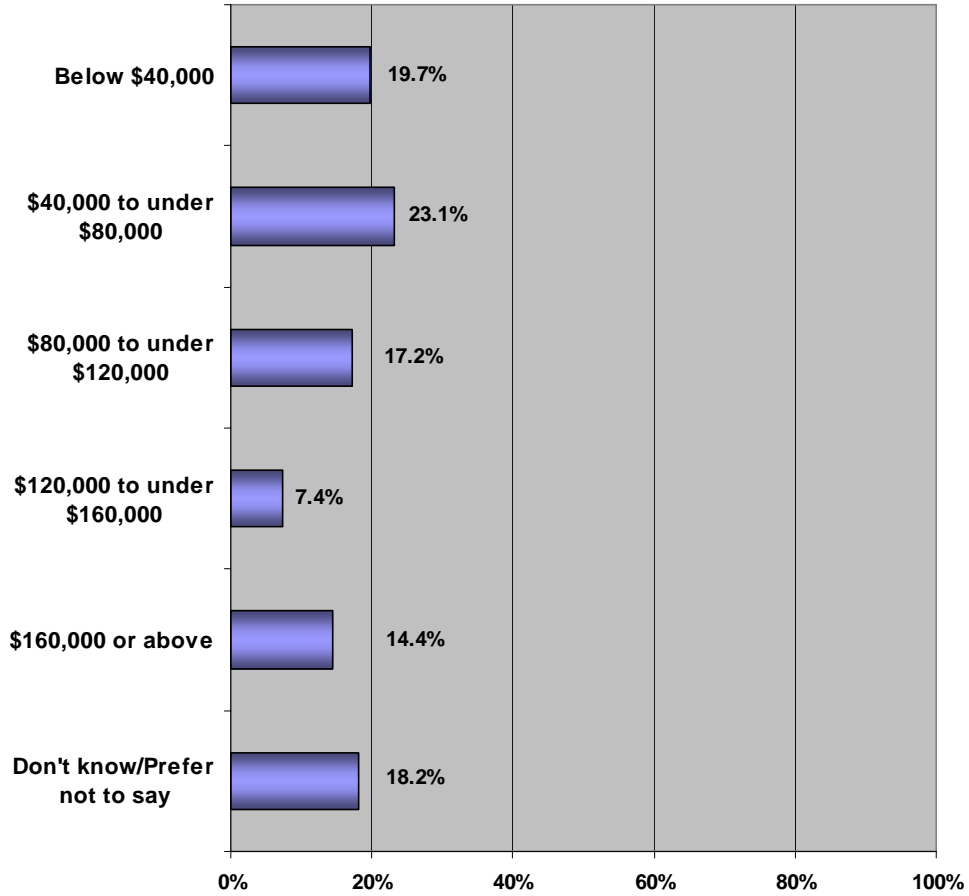
Figure 25 Ethnicity





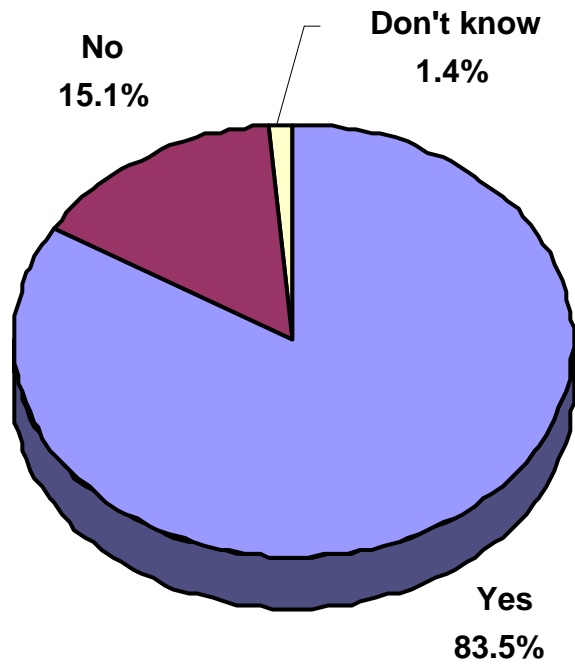
What was the approximate total income of your household last year before taxes?

Figure 26 Household Income



Are you registered to vote at your current residence?

Figure 27 Voting Registration Status



From what sources do you get information on County government?

Figure 28 Sources of County Government Information

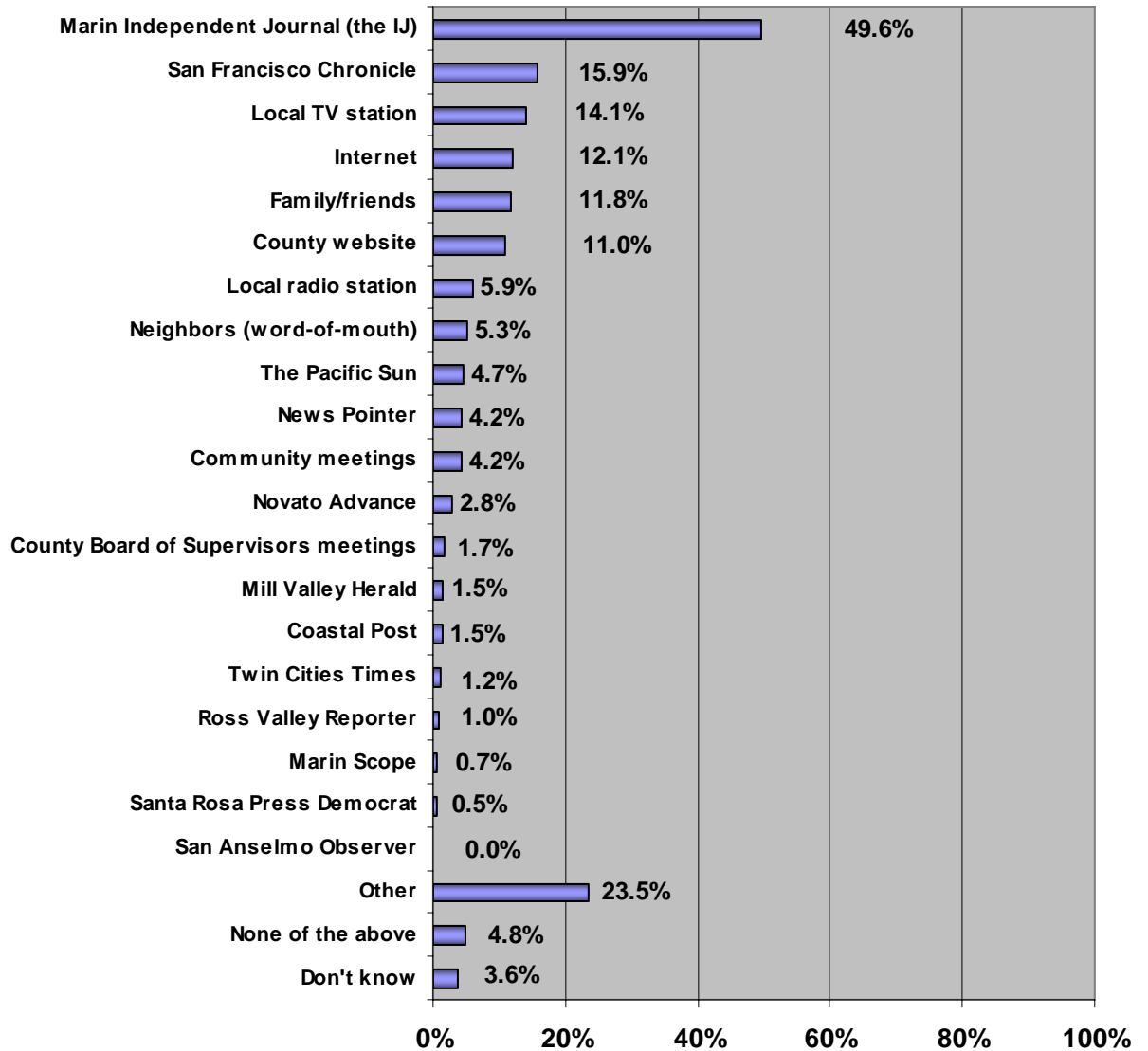
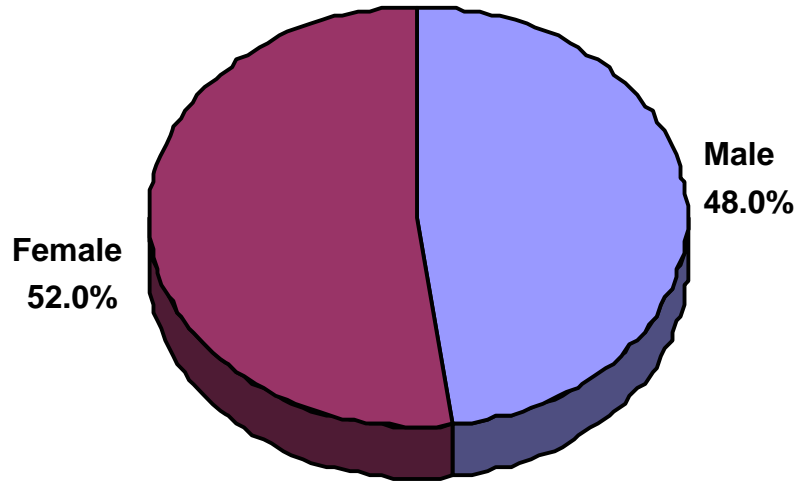


Figure 29 Gender





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