



CITY OF NOVATO, CA 2013

Report of Demographic Subgroup Comparisons



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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Novato staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Novato staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

One of the add-on options that Novato chose was to have crosstabulations of evaluative questions 1-21 by demographic questions length of residency, household income, age and ethnicity.

UNDERSTANDING THE RESULTS

“DON’T KNOW” RESPONSES

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

UNDERSTANDING THE TABLES

In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in grey.

COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")																
Please rate each of the following aspects of quality of life in Novato:	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55+	Overall
	Novato as a place to live	92%	90%	94%	92%	89%	93%	94%	92%	92%	92%	93%	92%	92%	90%	93%
Your neighborhood as a place to live	80%	79%	90%	83%	80%	78%	86%	92%	83%	83%	85%	83%	74%	81%	91%	83%
Novato as a place to raise children	85%	80%	90%	85%	83%	85%	86%	86%	85%	85%	84%	85%	83%	83%	89%	85%
Novato as a place to work	60%	48%	63%	57%	63%	58%	47%	58%	57%	59%	48%	58%	55%	53%	63%	57%
Novato as a place to retire	62%	68%	71%	68%	71%	66%	71%	65%	68%	68%	65%	68%	58%	63%	75%	68%
The overall quality of life in Novato	85%	84%	90%	86%	86%	85%	87%	90%	87%	87%	84%	86%	86%	84%	89%	86%

Question 2: Community Characteristics (Percent "excellent" or "good")																
Please rate each of the following characteristics as they relate to Novato as a whole:	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55 +	Overall
	Sense of community	72%	60%	69%	66%	68%	68%	63%	66%	67%	66%	70%	66%	68%	63%	69%
Openness and acceptance of the community toward people of diverse backgrounds	66%	53%	67%	62%	62%	62%	56%	62%	61%	63%	51%	61%	62%	58%	65%	62%
Overall appearance of Novato	81%	62%	68%	69%	77%	70%	68%	61%	70%	68%	79%	69%	82%	63%	69%	70%
Cleanliness of Novato	81%	68%	71%	72%	73%	77%	68%	71%	73%	72%	72%	72%	85%	66%	72%	72%
Variety of housing options	52%	63%	60%	59%	46%	62%	55%	71%	58%	61%	45%	59%	48%	61%	62%	59%
Overall quality of business and service establishments in Novato	58%	62%	57%	59%	62%	66%	51%	56%	60%	60%	56%	60%	63%	57%	60%	60%
Shopping opportunities	52%	55%	50%	53%	58%	57%	44%	47%	52%	52%	57%	53%	54%	51%	53%	53%
Opportunities to attend cultural activities	38%	34%	36%	36%	45%	38%	20%	33%	36%	34%	44%	35%	44%	32%	36%	36%
Recreational opportunities	59%	53%	52%	54%	48%	58%	55%	59%	55%	53%	56%	54%	60%	54%	51%	54%
Employment opportunities	29%	20%	31%	27%	28%	27%	21%	29%	27%	27%	30%	27%	31%	22%	29%	27%
Educational opportunities	60%	45%	55%	52%	60%	60%	38%	43%	52%	50%	65%	53%	63%	44%	55%	52%
Opportunities to participate in social events and activities	47%	45%	55%	50%	52%	56%	48%	41%	50%	49%	54%	50%	51%	44%	54%	49%
Opportunities to participate in religious or spiritual events and activities	60%	68%	77%	70%	77%	74%	63%	65%	71%	70%	68%	70%	78%	60%	75%	70%
Opportunities to volunteer	55%	63%	77%	67%	61%	75%	64%	66%	66%	70%	44%	66%	49%	64%	77%	67%
Opportunities to participate in community matters	51%	65%	65%	62%	57%	65%	68%	62%	63%	63%	52%	62%	51%	59%	69%	62%
Ease of car travel in Novato	78%	77%	68%	74%	75%	73%	77%	73%	74%	75%	70%	74%	78%	73%	73%	74%
Ease of bus travel in Novato	59%	47%	47%	50%	54%	48%	47%	51%	51%	47%	65%	50%	53%	51%	48%	50%

Question 2: Community Characteristics (Percent "excellent" or "good")																
Please rate each of the following characteristics as they relate to Novato as a whole:	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55+	Overall
Ease of bicycle travel in Novato	71%	59%	68%	66%	66%	69%	67%	63%	66%	67%	59%	66%	69%	65%	66%	66%
Ease of walking in Novato	73%	71%	74%	73%	75%	72%	74%	71%	73%	72%	76%	73%	79%	70%	73%	73%
Availability of paths and walking trails	73%	66%	73%	71%	68%	72%	69%	72%	70%	71%	66%	70%	72%	71%	69%	70%
Traffic flow on major streets	71%	57%	56%	60%	56%	61%	57%	69%	61%	61%	57%	60%	64%	61%	57%	60%
Amount of public parking	69%	52%	42%	52%	52%	51%	59%	56%	54%	53%	49%	52%	59%	53%	48%	52%
Availability of affordable quality housing	40%	41%	43%	41%	30%	43%	48%	47%	41%	44%	28%	41%	30%	43%	46%	41%
Availability of affordable quality child care	44%	52%	44%	47%	40%	54%	42%	53%	47%	48%	46%	47%	49%	51%	41%	47%
Availability of affordable quality health care	66%	58%	58%	60%	54%	67%	54%	61%	59%	60%	59%	60%	65%	54%	63%	60%
Availability of affordable quality food	71%	70%	71%	71%	70%	74%	67%	72%	71%	71%	66%	71%	67%	67%	76%	71%
Quality of overall natural environment in Novato	84%	83%	84%	84%	80%	85%	83%	87%	84%	83%	84%	83%	87%	81%	84%	84%
Overall image or reputation of Novato	74%	62%	65%	66%	69%	72%	58%	63%	67%	66%	67%	66%	68%	63%	69%	66%

Question 3: Growth (Percent of respondents)																
Please rate the speed of growth in the following categories in Novato over the past 2 years:	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55 +	Overall
Population growth too fast	23%	33%	48%	38%	42%	29%	36%	40%	37%	38%	41%	38%	26%	40%	41%	38%
Retail growth too slow	38%	40%	40%	40%	37%	33%	37%	53%	40%	40%	34%	39%	40%	44%	36%	40%
Job growth too slow	72%	78%	74%	75%	70%	78%	74%	80%	75%	76%	69%	75%	78%	78%	71%	75%

Question 4: Code Enforcement (Percent a "major" problem)																
Run down buildings, weed lots or junk vehicle a major problem in Novato	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55 +	Overall
Run down buildings, weed lots or junk vehicle a major problem in Novato	8%	10%	8%	9%	10%	7%	8%	10%	9%	9%	5%	9%	8%	9%	10%	9%

Question 5: Community Safety (Percent "very" or "somewhat" safe)																
Please rate how safe or unsafe you feel from the following in Novato:	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55+	Overall
Violent crime (e.g., rape, assault, robbery)	82%	82%	78%	80%	78%	82%	82%	80%	80%	80%	82%	80%	84%	78%	80%	80%
Property crimes (e.g., burglary, theft)	72%	61%	61%	64%	58%	66%	71%	62%	64%	64%	66%	64%	60%	62%	67%	64%
Environmental hazards, including toxic waste	83%	72%	79%	77%	71%	83%	74%	81%	78%	77%	83%	78%	83%	76%	77%	78%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)																
Please rate how safe or unsafe you feel:	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55+	Overall
In your neighborhood during the day	97%	94%	96%	95%	94%	96%	94%	97%	95%	95%	97%	95%	99%	93%	96%	95%
In your neighborhood after dark	78%	76%	81%	78%	68%	80%	80%	87%	78%	79%	77%	79%	69%	78%	83%	78%
In Novato's downtown area during the day	92%	91%	92%	92%	91%	93%	92%	92%	92%	91%	98%	92%	93%	91%	92%	91%
In Novato's downtown area after dark	73%	63%	65%	66%	63%	66%	64%	73%	66%	66%	71%	67%	67%	66%	66%	66%

Question 7: Contact with Police Department (Percent "yes")																
	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55+	Overall
Have you had any in-person or phone contact with an employee of the City of Novato Police Department within the last 12 months?	26%	37%	36%	34%	32%	33%	40%	34%	34%	34%	32%	33%	30%	41%	29%	34%

Question 8: Ratings of Contact with Police Department (Percent "excellent" or "good")																
	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55+	Overall
What was your overall impression of your most recent contact with the City of Novato Police Department?	83%	70%	65%	70%	64%	80%	62%	73%	70%	70%	72%	70%	74%	69%	70%	70%

Questions 9 and 10: Crime Victimization and Reporting (Percent "yes")																
	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55 +	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	13%	15%	16%	15%	17%	15%	15%	12%	15%	15%	16%	15%	21%	16%	11%	15%
If yes, was this crime (these crimes) reported to the police?	79%	72%	87%	80%	89%	72%	77%	74%	79%	78%	86%	79%	76%	89%	70%	79%

Question 11: Resident Behaviors (Percent at least once in past 12 months)																
	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55 +	Overall
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Novato?																
Used Novato public libraries or their services	64%	72%	70%	69%	71%	70%	71%	66%	70%	69%	75%	70%	68%	70%	69%	69%
Used Novato City recreation centers	40%	47%	46%	45%	44%	40%	45%	53%	45%	45%	49%	45%	37%	55%	39%	45%
Participated in a recreation program or activity	40%	42%	43%	42%	34%	43%	47%	46%	42%	42%	43%	42%	39%	52%	33%	42%
Visited a neighborhood park or City park	88%	85%	83%	85%	82%	83%	88%	89%	85%	85%	87%	85%	87%	91%	78%	85%

Question 11: Resident Behaviors (Percent at least once in past 12 months)																
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Novato?	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55+	Overall
Ridden a local bus within Novato	24%	24%	16%	21%	35%	18%	17%	12%	21%	17%	45%	21%	23%	26%	14%	21%
Attended a meeting of local elected officials or other local public meeting	16%	32%	29%	27%	18%	21%	41%	31%	26%	27%	20%	26%	12%	29%	31%	27%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	18%	37%	49%	37%	40%	28%	30%	47%	36%	37%	31%	36%	20%	39%	44%	37%
Read Novato Newsletter	61%	72%	66%	67%	60%	67%	66%	76%	67%	66%	70%	67%	58%	75%	64%	67%
Visited the City of Novato Web site (at www.novato.org)	59%	60%	50%	56%	36%	54%	64%	79%	56%	56%	53%	56%	58%	71%	41%	56%
Volunteered your time to some group or activity in Novato	34%	40%	37%	37%	29%	32%	46%	46%	37%	39%	27%	38%	26%	44%	37%	38%
Participated in religious or spiritual activities in Novato	35%	44%	45%	42%	42%	45%	35%	42%	42%	40%	53%	42%	35%	43%	46%	42%
Participated in a club or civic group in Novato	24%	28%	36%	30%	24%	28%	35%	36%	30%	32%	21%	30%	13%	36%	34%	30%
Provided help to a friend or neighbor	94%	93%	94%	94%	89%	94%	96%	98%	94%	94%	92%	94%	92%	95%	94%	94%

Question 12: Neighborliness (Percent at least several times a week)																
	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55+	Overall
Visit with neighbors at least several times a week	39%	57%	59%	53%	47%	54%	55%	58%	53%	56%	32%	53%	31%	57%	61%	53%

Question 13: Service Quality (Percent "excellent" or "good")																
Please rate the quality of each of the following services in Novato:	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55+	Overall
Police services	80%	74%	76%	76%	73%	81%	74%	74%	76%	76%	76%	76%	72%	73%	81%	76%
Fire services	96%	92%	95%	94%	95%	95%	93%	94%	94%	93%	99%	94%	93%	92%	96%	94%
Ambulance or emergency medical services	96%	95%	96%	96%	97%	95%	99%	92%	96%	96%	95%	96%	100%	93%	96%	96%
Crime prevention	76%	62%	64%	66%	62%	74%	64%	65%	67%	65%	76%	66%	70%	62%	69%	66%
Street repair	61%	44%	32%	43%	47%	46%	37%	43%	44%	40%	67%	43%	61%	39%	38%	43%
Street cleaning	74%	63%	55%	62%	61%	68%	58%	62%	63%	60%	75%	62%	78%	57%	60%	62%
Street lighting	68%	55%	57%	59%	55%	66%	58%	60%	60%	58%	64%	59%	66%	51%	63%	59%

Question 13: Service Quality (Percent "excellent" or "good")																
Please rate the quality of each of the following services in Novato:	Number of years in Novato				Household income				Ethnicity			Age				
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55 +	Overall
Sidewalk maintenance	60%	46%	41%	48%	51%	49%	48%	44%	48%	45%	66%	48%	57%	46%	45%	48%
Traffic signal timing	69%	63%	65%	66%	66%	63%	67%	69%	66%	65%	68%	66%	64%	64%	69%	66%
Bus or transit services	63%	54%	55%	57%	58%	57%	43%	64%	56%	54%	69%	56%	58%	57%	56%	57%
Garbage collection	89%	85%	89%	87%	83%	89%	87%	93%	88%	89%	78%	87%	88%	85%	90%	87%
Recycling	85%	85%	90%	87%	81%	88%	90%	92%	87%	89%	74%	87%	81%	85%	91%	87%
Storm drainage	81%	77%	78%	78%	70%	85%	76%	84%	79%	79%	73%	78%	82%	76%	80%	79%
Sewer services	77%	75%	81%	78%	75%	82%	72%	82%	78%	78%	75%	78%	75%	76%	81%	78%
City parks	88%	82%	83%	84%	83%	85%	82%	85%	84%	83%	89%	84%	89%	83%	82%	84%
City recreation programs or classes	81%	72%	75%	75%	71%	86%	71%	74%	76%	76%	68%	75%	78%	72%	78%	76%
City recreation centers or facilities	84%	74%	75%	77%	79%	86%	68%	75%	78%	77%	76%	77%	91%	74%	75%	77%
Land use, planning and zoning	68%	45%	39%	48%	58%	54%	41%	44%	50%	45%	71%	49%	70%	44%	41%	48%
Code enforcement (weeds, abandoned buildings, etc.)	59%	42%	38%	44%	51%	49%	42%	38%	46%	43%	57%	45%	62%	39%	40%	45%
Animal control	80%	69%	69%	72%	77%	74%	64%	74%	73%	71%	76%	72%	86%	69%	68%	72%
Economic development	57%	39%	39%	43%	57%	46%	40%	33%	45%	41%	57%	43%	63%	35%	40%	43%
Services to seniors	76%	71%	69%	71%	73%	77%	64%	66%	71%	70%	75%	71%	79%	74%	67%	71%
Services to youth	76%	61%	62%	65%	65%	67%	68%	63%	66%	63%	75%	65%	87%	58%	61%	65%
Services to low-income people	69%	47%	67%	60%	50%	65%	65%	70%	60%	62%	53%	61%	57%	61%	62%	61%
Public library services	88%	87%	90%	88%	86%	87%	92%	91%	89%	88%	89%	89%	92%	85%	90%	88%
Public schools	75%	59%	70%	67%	74%	71%	59%	64%	68%	66%	74%	67%	59%	68%	72%	68%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	54%	55%	61%	57%	70%	60%	47%	53%	59%	56%	66%	58%	51%	61%	58%	58%

Question 13: Service Quality (Percent "excellent" or "good")																
Please rate the quality of each of the following services in Novato:	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55 +	Overall
Preservation of natural areas such as open space, farmlands and greenbelts	77%	76%	76%	76%	71%	80%	78%	81%	78%	76%	75%	76%	76%	78%	75%	77%
Senior transportation services	4%	4%	4%	4%	3%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%

Question 14: Government Services Overall (Percent "excellent" or "good")																
Overall, how would you rate the quality of the services provided by each of the following?	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55 +	Overall
The City of Novato	83%	68%	63%	70%	73%	77%	56%	72%	71%	69%	78%	70%	79%	64%	71%	70%
The Federal Government	46%	37%	29%	36%	47%	35%	33%	30%	37%	35%	48%	37%	38%	34%	39%	37%
The State Government	40%	38%	27%	34%	44%	35%	31%	25%	35%	32%	51%	35%	38%	32%	34%	34%
Marin County Government	68%	54%	44%	53%	59%	58%	50%	51%	55%	52%	69%	54%	64%	51%	51%	54%

Question 15: Recommendation and Longevity (Percent "somewhat" or "very" likely)																
Please indicate how likely or unlikely you are to do each of the following:	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55+	Overall
Recommend living in Novato to someone who asks	89%	87%	91%	89%	89%	92%	85%	90%	89%	88%	92%	89%	88%	88%	91%	89%
Remain in Novato for the next five years	81%	87%	92%	87%	89%	85%	85%	90%	88%	88%	81%	87%	78%	87%	92%	87%

Question 16: Impact of the Economy (Percent "somewhat" or "very" positive)																
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55+	Overall
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	35%	35%	26%	32%	31%	29%	32%	42%	33%	30%	43%	32%	25%	40%	27%	32%

Question 17: Contact with City Employees (Percent "yes")																
	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55+	Overall
Have you had any in-person, phone or email with an employee of the City of Novato within the last 12 months (including police, receptionists, planners or any others)?	33%	40%	40%	38%	30%	37%	50%	42%	39%	40%	28%	38%	26%	47%	37%	38%

Question 18: City Employees (Percent "excellent" or "good")																
	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55+	Overall
What was your impression of the employee(s) of the City of Novato in your most recent contact?																
Knowledge	88%	76%	72%	77%	77%	82%	77%	74%	78%	77%	77%	77%	82%	77%	77%	78%
Responsiveness	79%	69%	68%	71%	74%	75%	70%	65%	71%	72%	60%	71%	77%	67%	74%	71%
Courtesy	87%	74%	73%	76%	83%	84%	70%	70%	77%	75%	85%	76%	89%	69%	82%	77%
Overall impression	86%	71%	68%	73%	76%	79%	69%	70%	74%	73%	74%	73%	86%	68%	77%	74%

Question 19: Government Performance (Percent "excellent" or "good")																
Please rate the following categories of Novato government performance:	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55+	Overall
The value of services for the taxes paid to Novato	62%	44%	49%	50%	57%	58%	45%	46%	52%	50%	58%	51%	55%	44%	55%	51%
The overall direction that Novato is taking	73%	53%	46%	55%	58%	63%	45%	53%	56%	54%	64%	55%	75%	50%	50%	55%
The job Novato government does at welcoming citizen involvement	53%	40%	45%	45%	49%	50%	36%	45%	46%	45%	46%	45%	31%	46%	52%	45%

Question 20: Custom Question 1 (Percent "Very high priority" or "High priority")																
Please indicate what level of priority, if any at all, the City should give for the following services	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55 +	Overall
Renewable, alternative energy and other sustainability efforts	59%	56%	47%	53%	61%	51%	46%	59%	54%	53%	62%	54%	60%	51%	52%	53%
Programs for youth and teens	75%	76%	72%	74%	77%	75%	71%	74%	75%	74%	76%	74%	78%	75%	72%	74%
Maintaining park and recreation facilities	69%	70%	72%	70%	66%	73%	73%	72%	71%	71%	67%	71%	60%	74%	72%	70%
Senior programs	58%	64%	64%	62%	69%	57%	68%	55%	62%	62%	64%	62%	53%	60%	70%	62%
Investment in new park and recreation facilities	38%	42%	37%	39%	42%	35%	38%	43%	39%	38%	46%	39%	35%	43%	37%	39%
Investment in new playfields and all-weather turfs	35%	34%	34%	34%	38%	34%	28%	37%	34%	33%	41%	34%	36%	36%	31%	34%
Park maintenance	55%	60%	58%	58%	53%	59%	60%	61%	58%	58%	56%	58%	53%	62%	57%	58%
Island and median maintenance	28%	45%	35%	37%	41%	31%	42%	37%	37%	37%	40%	37%	28%	40%	40%	37%
Renovate downtown Community House (currently closed community center)	31%	37%	35%	35%	45%	33%	27%	32%	35%	32%	47%	34%	34%	30%	40%	35%
Programs for at-risk and low income youth	69%	62%	53%	60%	72%	62%	56%	52%	61%	57%	85%	60%	72%	58%	55%	60%
Special events, like summer concert series, to build community vibrancy	55%	45%	48%	49%	50%	45%	47%	54%	49%	48%	49%	49%	46%	54%	45%	49%
Reaching out to Latino community	36%	36%	23%	31%	46%	31%	28%	18%	31%	25%	70%	31%	42%	26%	30%	31%
Maintaining streets and bike paths	63%	74%	70%	70%	71%	62%	76%	74%	70%	69%	77%	70%	65%	72%	70%	70%

Question 21: Custom Question 2 (Percent "Increase significantly" or "Increase somewhat")																
For each of the following services, would you increase, keep the same, or reduce the service levels provided?	Number of years in Novato				Household income					Ethnicity			Age			
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	Not Spanish, Hispanic or Latino	Yes, Spanish, Hispanic or Latino	Overall	18-34	35-54	55+	Overall
Maintenance of City parks	34%	46%	42%	41%	44%	36%	45%	41%	41%	41%	46%	41%	35%	43%	43%	41%
Maintenance of City public recreation facilities	42%	49%	43%	45%	48%	42%	43%	49%	45%	42%	60%	45%	48%	45%	43%	45%
Maintenance of islands and medians	18%	42%	35%	33%	40%	24%	38%	30%	33%	32%	47%	34%	23%	35%	37%	34%
Maintenance of City streets	44%	58%	68%	59%	67%	51%	61%	55%	58%	58%	60%	59%	46%	60%	64%	59%
Police street patrol	42%	50%	55%	50%	57%	43%	47%	55%	50%	52%	45%	51%	34%	50%	60%	51%
Emergency preparedness/disaster recovery	41%	55%	48%	49%	64%	40%	47%	46%	50%	48%	60%	50%	50%	45%	52%	49%
Recreation programs for youth	64%	60%	58%	60%	70%	61%	57%	52%	61%	58%	77%	60%	76%	56%	56%	60%
Programs and activities for seniors	43%	49%	47%	47%	62%	37%	46%	36%	46%	43%	68%	47%	45%	41%	52%	47%