

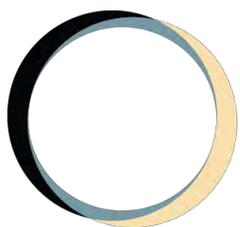


THE NCSTM
The National Citizen SurveyTM

Livermore, CA

Comparisons by Demographic Subgroups

2014



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ATTACHMENT 7

Summary

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 research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by the number of years lived in Livermore, annual household income, race and ethnicity and age of respondent.

Responses in the following tables 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 attended a public meeting more than once a month.** ANOVA and chi-square tests of significance were applied to **these comparisons of survey questions. 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 have been shaded grey.**

The margin of error for this report is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (736 completed surveys). For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
The overall quality of life in Livermore	98%	89%	89%	81%	90%	96%	96%	93%	88%	89%	93%	93%	92%
Overall image or reputation of Livermore	89%	86%	85%	87%	88%	86%	86%	85%	90%	91%	87%	84%	86%
Livermore as a place to live	99%	96%	92%	89%	96%	97%	99%	97%	93%	95%	96%	96%	96%
Your neighborhood as a place to live	90%	91%	83%	78%	84%	91%	93%	89%	86%	78%	91%	93%	88%
Livermore as a place to raise children	89%	90%	91%	88%	84%	96%	92%	92%	87%	88%	93%	90%	90%
Livermore as a place to retire	71%	66%	62%	76%	67%	57%	66%	66%	67%	80%	57%	69%	66%
Overall appearance of Livermore	88%	84%	84%	88%	84%	87%	87%	87%	85%	86%	87%	85%	86%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Overall feeling of safety in Livermore	88%	89%	85%	82%	89%	90%	90%	89%	87%	85%	89%	89%	87%
In your neighborhood during the day	97%	98%	96%	97%	97%	98%	96%	96%	98%	97%	98%	96%	97%
In Livermore's downtown area during the day	99%	98%	96%	96%	99%	99%	98%	99%	97%	99%	98%	97%	97%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Overall ease of getting to the places you usually have to visit	88%	79%	81%	81%	88%	83%	80%	82%	85%	89%	81%	81%	82%
Traffic flow on major streets	65%	59%	58%	63%	64%	56%	59%	60%	63%	63%	57%	63%	61%
Ease of public parking	73%	60%	47%	64%	57%	65%	56%	57%	65%	71%	60%	49%	59%
Ease of travel by car in Livermore	86%	75%	71%	76%	76%	77%	78%	76%	81%	84%	76%	75%	77%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Ease of travel by public transportation in Livermore	34%	47%	47%	55%	41%	35%	41%	40%	50%	42%	44%	46%	43%
Ease of travel by bicycle in Livermore	69%	76%	68%	74%	68%	76%	67%	72%	69%	75%	69%	71%	72%
Ease of walking in Livermore	85%	86%	85%	87%	88%	87%	83%	88%	82%	89%	84%	86%	85%
Availability of paths and walking trails	83%	84%	81%	79%	86%	83%	83%	83%	81%	83%	83%	81%	83%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Quality of overall natural environment in Livermore	95%	90%	85%	85%	92%	95%	89%	91%	87%	94%	89%	89%	90%
Air quality	85%	78%	72%	77%	81%	74%	80%	77%	80%	92%	74%	73%	77%
Cleanliness of Livermore	89%	82%	80%	82%	83%	82%	87%	84%	84%	88%	82%	83%	84%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Overall "built environment" of Livermore (including overall design, buildings, parks and transportation systems)	79%	78%	75%	80%	75%	77%	80%	78%	78%	76%	81%	75%	77%
Public places where people want to spend time	91%	83%	82%	83%	86%	86%	89%	86%	85%	88%	86%	82%	85%
Variety of housing options	61%	58%	57%	54%	56%	56%	67%	61%	54%	58%	59%	60%	59%
Availability of affordable quality housing	40%	32%	30%	24%	36%	26%	43%	35%	32%	35%	33%	34%	34%
Overall quality of new development in Livermore	77%	74%	75%	77%	71%	79%	79%	77%	73%	77%	78%	71%	75%

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Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Overall economic health of Livermore	84%	80%	79%	76%	80%	82%	84%	80%	82%	90%	80%	76%	81%
Livermore as a place to work	77%	69%	76%	70%	74%	83%	72%	78%	66%	73%	70%	81%	74%
Livermore as a place to visit	83%	83%	81%	87%	83%	80%	84%	85%	79%	83%	84%	81%	83%
Employment opportunities	59%	32%	35%	28%	39%	44%	45%	43%	37%	41%	39%	41%	40%
Shopping opportunities	83%	75%	69%	73%	77%	75%	77%	76%	73%	80%	78%	67%	75%
Cost of living in Livermore	39%	39%	31%	28%	35%	34%	43%	38%	34%	33%	37%	40%	37%
Overall quality of business and service establishments in Livermore	81%	82%	74%	81%	78%	79%	82%	81%	76%	81%	81%	77%	79%
Vibrant downtown area	92%	87%	84%	81%	87%	89%	93%	90%	83%	85%	90%	85%	87%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Health and wellness opportunities in Livermore	82%	79%	72%	75%	77%	82%	79%	80%	74%	78%	79%	76%	78%
Fitness opportunities (including exercise classes and paths or trails, etc.)	85%	84%	76%	75%	83%	81%	86%	84%	76%	79%	85%	79%	81%
Recreational opportunities	81%	78%	75%	69%	81%	77%	84%	83%	69%	73%	82%	76%	78%
Availability of affordable quality food	87%	79%	76%	71%	82%	82%	84%	84%	74%	85%	78%	82%	80%
Availability of affordable quality health care	72%	71%	64%	62%	70%	68%	74%	75%	55%	65%	71%	69%	69%
Availability of preventive health services	69%	68%	69%	60%	73%	66%	75%	75%	58%	60%	71%	74%	68%
Availability of affordable quality mental health care	65%	52%	42%	42%	56%	49%	55%	53%	49%	54%	49%	51%	51%

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Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Overall opportunities for education and enrichment	81%	81%	75%	75%	80%	82%	79%	81%	75%	83%	82%	74%	79%
Availability of affordable quality child care/preschool	53%	57%	52%	48%	36%	49%	68%	59%	48%	39%	60%	59%	54%
K-12 education	78%	73%	76%	74%	73%	78%	73%	74%	78%	80%	74%	75%	75%
Adult educational opportunities	70%	62%	68%	49%	71%	66%	71%	71%	56%	56%	68%	71%	66%
Opportunities to attend cultural/arts/music activities	75%	80%	76%	62%	73%	80%	86%	81%	68%	60%	84%	80%	77%
Opportunities to participate in religious or spiritual events and activities	83%	79%	89%	71%	84%	83%	90%	89%	72%	70%	85%	91%	84%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Opportunities to participate in social events and activities	81%	77%	71%	66%	76%	75%	82%	80%	67%	67%	81%	77%	76%
Opportunities to volunteer	79%	76%	75%	70%	77%	80%	78%	82%	66%	65%	81%	81%	76%
Opportunities to participate in community matters	76%	69%	65%	61%	66%	68%	78%	75%	57%	55%	75%	73%	69%
Openness and acceptance of the community toward people of diverse backgrounds	86%	69%	68%	64%	68%	74%	83%	79%	62%	67%	75%	75%	73%
Neighborliness of residents in Livermore	73%	67%	63%	64%	62%	71%	71%	70%	62%	68%	65%	70%	67%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
The City of Livermore	90%	86%	81%	76%	88%	88%	89%	87%	83%	89%	86%	83%	85%
The value of services for the taxes paid to Livermore	69%	61%	55%	49%	67%	60%	65%	64%	56%	65%	59%	63%	61%
The overall direction that Livermore is taking	81%	70%	67%	56%	73%	80%	79%	75%	69%	69%	75%	72%	72%

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Percent rating positively (e.g., excellent/good)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
The job Livermore government does at welcoming citizen involvement	65%	61%	63%	58%	64%	60%	68%	66%	58%	67%	63%	60%	63%
Overall confidence in Livermore government	80%	61%	66%	62%	67%	68%	75%	71%	62%	73%	68%	65%	68%
Generally acting in the best interest of the community	79%	66%	63%	63%	69%	67%	77%	71%	64%	71%	69%	67%	69%
Being honest	73%	70%	64%	70%	70%	66%	75%	73%	63%	73%	70%	65%	69%
Treating all residents fairly	83%	67%	63%	65%	68%	70%	74%	70%	69%	74%	69%	67%	70%
Overall customer service by Livermore employees (police, receptionists, planners, etc.)	85%	79%	71%	74%	83%	76%	78%	79%	77%	76%	78%	81%	78%
The Federal Government	38%	36%	31%	42%	29%	41%	31%	32%	42%	45%	33%	30%	35%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Police services	87%	75%	81%	75%	83%	85%	79%	84%	75%	81%	77%	85%	80%
Fire services	91%	92%	94%	86%	95%	93%	95%	95%	89%	88%	95%	95%	93%
Ambulance or emergency medical services	84%	86%	93%	91%	93%	81%	88%	92%	83%	88%	86%	93%	89%
Crime prevention	81%	71%	68%	71%	77%	76%	69%	76%	67%	71%	71%	76%	73%
Fire prevention and education	83%	75%	77%	81%	75%	81%	74%	78%	77%	76%	77%	81%	77%
Animal control	70%	72%	70%	70%	72%	70%	72%	72%	71%	77%	70%	69%	71%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	50%	51%	47%	43%	52%	55%	46%	52%	42%	42%	48%	55%	49%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Traffic enforcement	57%	66%	64%	67%	66%	57%	69%	66%	60%	60%	67%	62%	63%
Street repair	64%	63%	46%	55%	60%	46%	68%	58%	59%	60%	60%	51%	58%
Street cleaning	68%	73%	64%	68%	70%	62%	72%	68%	70%	72%	68%	68%	69%
Street lighting	63%	64%	56%	49%	61%	63%	68%	62%	58%	58%	62%	63%	61%

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Percent rating positively (e.g., excellent/good)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Sidewalk maintenance	52%	56%	37%	55%	49%	44%	49%	45%	56%	56%	48%	44%	49%
Traffic signal timing	54%	50%	47%	46%	52%	48%	55%	49%	54%	50%	49%	54%	51%
Bus or transit services	51%	62%	57%	60%	58%	44%	65%	58%	60%	54%	62%	58%	58%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Garbage collection	86%	84%	85%	90%	88%	73%	90%	84%	86%	82%	83%	90%	85%
Recycling	90%	87%	87%	90%	86%	81%	92%	87%	90%	85%	87%	91%	88%
Yard waste pick-up	86%	82%	85%	83%	82%	81%	87%	86%	80%	81%	84%	87%	84%
Drinking water	63%	55%	63%	58%	63%	57%	65%	61%	60%	58%	57%	67%	61%
Preservation of natural areas such as open space, farmlands and greenbelts	76%	74%	73%	67%	68%	83%	80%	80%	62%	72%	75%	75%	75%
Livermore open space	75%	75%	72%	67%	72%	80%	80%	78%	65%	70%	75%	77%	74%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Storm drainage	87%	74%	74%	67%	80%	79%	79%	80%	71%	81%	75%	76%	77%
Sewer services	87%	77%	78%	66%	83%	82%	85%	85%	70%	75%	81%	84%	80%
Power (electric and/or gas) utility	78%	75%	80%	76%	80%	77%	78%	81%	71%	78%	74%	85%	78%
Utility billing	84%	68%	69%	68%	79%	72%	71%	73%	72%	75%	69%	78%	73%
Land use, planning and zoning	70%	66%	57%	58%	60%	64%	69%	65%	64%	70%	66%	58%	64%
Code enforcement (weeds, abandoned buildings, etc.)	50%	60%	49%	57%	52%	51%	57%	54%	55%	54%	57%	50%	54%
Cable television	53%	53%	61%	60%	64%	49%	57%	57%	56%	62%	52%	60%	56%

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Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Economic development	77%	68%	61%	67%	68%	67%	67%	66%	72%	81%	66%	61%	68%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
City parks	88%	87%	83%	87%	82%	85%	88%	87%	84%	85%	86%	86%	86%
Recreation programs or classes	83%	82%	78%	76%	83%	80%	85%	84%	76%	82%	84%	78%	81%
Recreation centers or facilities	90%	86%	82%	83%	86%	88%	88%	89%	82%	94%	87%	79%	86%
Health services	68%	76%	71%	74%	72%	71%	73%	73%	72%	76%	70%	74%	72%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Public library services	90%	90%	91%	88%	90%	90%	93%	92%	90%	93%	91%	90%	91%
City-sponsored special events	80%	83%	76%	79%	82%	83%	77%	81%	76%	78%	82%	78%	80%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Public information services	62%	74%	66%	67%	67%	70%	69%	72%	61%	62%	71%	70%	68%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Sense of community	79%	80%	72%	74%	78%	79%	77%	79%	76%	76%	80%	75%	77%
Recommend living in Livermore to someone who asks	96%	93%	95%	95%	92%	96%	96%	97%	92%	94%	96%	94%	95%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Remain in Livermore for the next five years	93%	92%	95%	92%	93%	95%	92%	94%	91%	91%	95%	93%	93%
Contacted the City of Livermore (in-person, phone, email or web) for help or information	43%	42%	35%	30%	46%	40%	39%	40%	37%	34%	41%	43%	41%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Was NOT the victim of a crime	96%	90%	92%	94%	92%	96%	92%	94%	92%	97%	91%	94%	92%
Did NOT report a crime	78%	75%	79%	76%	73%	85%	79%	79%	75%	73%	76%	84%	77%
Stocked supplies in preparation for an emergency	40%	50%	38%	48%	40%	41%	43%	41%	45%	38%	44%	47%	43%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Walked or biked instead of driving	69%	69%	67%	67%	70%	72%	65%	69%	66%	72%	70%	62%	68%
Carpooled with other adults or children instead of driving alone	45%	52%	48%	53%	42%	49%	51%	46%	52%	48%	55%	40%	48%
Used bus, rail, subway or other public transportation instead of driving	25%	29%	34%	38%	30%	29%	24%	26%	34%	32%	27%	29%	29%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Recycle at home	99%	99%	100%	99%	99%	100%	98%	100%	98%	98%	100%	100%	99%
Made efforts to make your home more energy efficient	81%	85%	86%	91%	81%	77%	89%	83%	87%	81%	85%	86%	85%
Made efforts to conserve water	98%	98%	99%	100%	95%	99%	100%	99%	97%	98%	98%	99%	98%

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Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
NOT under housing cost stress	55%	53%	63%	16%	31%	64%	100%	64%	42%	45%	63%	57%	57%
Did NOT observe a code violation	53%	59%	54%	58%	51%	54%	65%	60%	48%	51%	61%	53%	56%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Purchase goods or services from a business located in Livermore	98%	99%	99%	98%	97%	100%	100%	99%	98%	98%	99%	100%	99%
Economy will have positive impact on income	46%	39%	28%	27%	32%	41%	46%	36%	42%	40%	42%	29%	37%
Work in Livermore	42%	49%	40%	39%	42%	49%	46%	46%	42%	57%	44%	32%	44%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Used Livermore recreation centers or their services	65%	70%	66%	67%	63%	72%	69%	67%	68%	65%	71%	63%	67%
Visited a neighborhood park or City park	89%	89%	88%	83%	89%	88%	94%	87%	92%	93%	93%	80%	89%
Eat at least 5 portions of fruits and vegetables a day	85%	83%	88%	83%	81%	89%	87%	86%	85%	86%	85%	85%	85%
Participate in moderate or vigorous physical activity	88%	91%	89%	79%	89%	93%	92%	88%	93%	90%	93%	84%	90%
Reported being in "very good" or "excellent" health	66%	70%	68%	50%	69%	69%	78%	69%	67%	70%	73%	58%	68%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Used Livermore public libraries or their services	58%	81%	79%	78%	74%	70%	75%	77%	68%	69%	77%	73%	74%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Participated in religious or spiritual activities in Livermore	44%	46%	52%	49%	47%	44%	45%	43%	57%	52%	46%	46%	48%
Attended a City-sponsored event	62%	64%	68%	51%	59%	75%	69%	65%	64%	63%	69%	60%	65%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Campaigned or advocated for an issue, cause or candidate	10%	14%	18%	13%	17%	12%	13%	13%	15%	8%	14%	21%	14%
Contacted Livermore elected officials (in-person, phone, email or web) to express your opinion	5%	11%	12%	10%	10%	13%	6%	11%	7%	4%	9%	15%	10%
Volunteered your time to some group/activity in Livermore	30%	42%	43%	30%	41%	38%	38%	41%	33%	29%	42%	41%	39%
Participated in a club	22%	34%	32%	22%	29%	29%	33%	30%	27%	19%	33%	33%	30%
Talked to or visited with your immediate neighbors	85%	91%	98%	91%	90%	90%	95%	92%	92%	82%	94%	97%	92%
Done a favor for a neighbor	71%	78%	91%	81%	77%	74%	87%	80%	80%	67%	84%	87%	81%
Attended a local public meeting	4%	18%	24%	16%	16%	15%	14%	14%	18%	10%	16%	20%	16%
Watched (online or on television) a local public meeting	12%	19%	31%	25%	22%	19%	18%	20%	21%	12%	19%	30%	21%
Read or watch local news (via television, paper, computer, etc.)	68%	89%	88%	86%	78%	81%	88%	82%	83%	70%	82%	94%	83%
Vote in local elections	73%	89%	88%	75%	81%	87%	91%	89%	74%	74%	83%	94%	84%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Overall feeling of safety in Livermore	92%	94%	94%	95%	92%	93%	93%	94%	93%	95%	92%	94%	93%
Overall ease of getting to the places you usually have to visit	81%	81%	82%	80%	84%	82%	80%	82%	80%	79%	81%	84%	81%
Quality of overall natural environment in Livermore	86%	85%	82%	78%	84%	83%	88%	83%	88%	81%	87%	85%	85%

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Percent rating positively (e.g., essential/very important)	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Overall "built environment" of Livermore (including overall design, buildings, parks and transportation systems)	77%	78%	75%	71%	77%	82%	82%	81%	70%	70%	79%	81%	77%
Health and wellness opportunities in Livermore	70%	64%	77%	82%	71%	67%	67%	69%	74%	65%	69%	77%	71%
Overall opportunities for education and enrichment	73%	74%	83%	82%	79%	72%	79%	75%	82%	72%	79%	79%	77%
Overall economic health of Livermore	91%	89%	95%	93%	91%	90%	97%	94%	89%	90%	92%	94%	92%
Sense of community	80%	80%	81%	85%	76%	78%	81%	80%	81%	77%	81%	81%	80%

Table 29: Custom Question 1: Areas of Emphasis

Please rate how important, if at all, each of the following areas of emphasis are to the overall quality of life in Livermore: (Percent rating as "essential" or "very important").	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Springtown public facilities planning (library, golf course, trails and parks)	50%	50%	53%	61%	62%	37%	43%	48%	59%	47%	49%	58%	52%
Youth initiatives and programs (e.g. Pathway to Picasso, Livermore Believes and Art in the Schools programs)	69%	65%	64%	77%	68%	64%	58%	63%	75%	68%	65%	68%	67%
Regional and local transportation (BART, I-580, regional rail)	82%	74%	68%	78%	79%	71%	74%	75%	75%	78%	70%	77%	74%
Water supply, recycling and conservation	95%	91%	92%	97%	97%	91%	87%	92%	95%	93%	90%	95%	92%
Preserve open space/greenbelt areas around Livermore	89%	87%	91%	92%	88%	85%	91%	89%	88%	90%	88%	90%	89%
Downtown parking	72%	78%	81%	81%	77%	75%	77%	81%	72%	63%	81%	85%	77%

Table 30: Custom Question 2: Former Livermore Village Site

The former Livermore Village site, commonly referred to as the old Lucky's site, (located between First St. and Railroad Ave. and S. Livermore and South "L" St.) is slated for redevelopment. How much do you support or oppose each of the following potential uses for that site? (Percent rating as "strongly support" or "somewhat support").	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Conference/event center	61%	50%	47%	52%	52%	51%	54%	49%	62%	60%	52%	47%	52%
Hotel	46%	41%	46%	37%	42%	46%	51%	47%	39%	38%	48%	47%	45%

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The former Livermore Village site, commonly referred to as the old Lucky's site, (located between First St. and Railroad Ave. and S. Livermore and South "L" St.) is slated for redevelopment. How much do you support or oppose each of the following potential uses for that site? (Percent rating as "strongly support" or "somewhat support").	Number of years in Livermore			Annual household income				Race/ethnicity		Age			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Hispanic and/or other race	18-34	35-54	55+	
Retail	78%	74%	77%	67%	75%	82%	81%	79%	71%	73%	77%	79%	77%
Housing	39%	37%	32%	53%	32%	32%	33%	34%	38%	38%	33%	38%	36%
Parking	68%	82%	89%	79%	85%	79%	81%	83%	75%	66%	82%	91%	80%