THE NCS™

The National Citizen Survey™

Livermore, CA

Technical Appendices
2014

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ATTACHMENT 5

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Appendix A: Complete Survey Responses

Responses excluding "don't know"

The following pages contain a complete set of responses to each question on the survey, excluding the "don't know" responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with "N=").

Table 1: Question 1

Please rate each of the following aspects of quality of life in Livermore:	Excellent		Good		Fair		Poor		Total	
Livermore as a place to live	53%	N=388	42%	N=306	4%	N=31	0%	N=1	100%	N=725
Your neighborhood as a place to live	44%	N=323	43%	N=315	10%	N=74	2%	N=14	100%	N=726
Livermore as a place to raise children	47%	N=311	43%	N=284	9%	N=59	1%	N=5	100%	N=659
Livermore as a place to work	30%	N=167	44%	N=246	19%	N=103	7%	N=41	100%	N=557
Livermore as a place to visit	36%	N=250	47%	N=332	15%	N=105	2%	N=15	100%	N=702
Livermore as a place to retire	31%	N=193	35%	N=215	25%	N=152	9%	N=55	100%	N=614
The overall quality of life in Livermore	40%	N=290	52%	N=377	8%	N=58	1%	N=4	100%	N=728

Table 2: Question 2

Please rate each of the following characteristics as they relate to Livermore as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Livermore	31%	N=229	56%	N=409	11%	N=82	1%	N=9	100%	N=730
Overall ease of getting to the places you usually have to visit	29%	N=208	54%	N=392	14%	N=103	3%	N=24	100%	N=728
Quality of overall natural environment in Livermore	38%	N=272	52%	N=371	9%	N=63	1%	N=9	100%	N=716
Overall "built environment" of Livermore (including overall design, buildings, parks and transportation systems)	24%	N=169	54%	N=382	20%	N=142	3%	N=18	100%	N=712
Health and wellness opportunities in Livermore	24%	N=162	53%	N=359	20%	N=132	3%	N=20	100%	N=672
Overall opportunities for education and enrichment	23%	N=150	56%	N=373	19%	N=125	2%	N=14	100%	N=662
Overall economic health of Livermore	15%	N=103	66%	N=445	17%	N=116	2%	N=13	100%	N=677
Sense of community	24%	N=168	53%	N=374	19%	N=132	4%	N=30	100%	N=704
Overall image or reputation of Livermore	26%	N=189	60%	N=428	12%	N=87	2%	N=11	100%	N=714

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Livermore to someone who asks	67%	N=483	28%	N=203	3%	N=24	2%	N=13	100%	N=724
Remain in Livermore for the next five years	72%	N=510	22%	N=156	5%	N=32	2%	N=14	100%	N=713

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	76%	N=548	21%	N=155	2%	N=12	1%	N=8	0%	N=3	100%	N=725
In Livermore's downtown area during the day	78%	N=559	19%	N=135	2%	N=14	1%	N=5	0%	N=0	100%	N=712

Table 5: Question 5

Please rate each of the following characteristics as they relate to Livermore as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	12%	N=86	49%	N=354	30%	N=217	9%	N=67	100%	N=724

Please rate each of the following characteristics as they relate to Livermore as a whole:	Excellent		Good		Fair		Poor		Total	
Ease of public parking	13%	N=96	46%	N=330	32%	N=232	9%	N=61	100%	N=720
Ease of travel by car in Livermore	21%	N=153	56%	N=399	19%	N=134	4%	N=30	100%	N=716
Ease of travel by public transportation in Livermore	12%	N=49	31%	N=124	35%	N=139	22%	N=86	100%	N=398
Ease of travel by bicycle in Livermore	21%	N=115	50%	N=273	24%	N=132	4%	N=22	100%	N=542
Ease of walking in Livermore	32%	N=222	54%	N=374	13%	N=91	2%	N=11	100%	N=698
Availability of paths and walking trails	33%	N=224	50%	N=341	15%	N=103	2%	N=14	100%	N=683
Air quality	21%	N=147	57%	N=407	19%	N=136	4%	N=27	100%	N=716
Cleanliness of Livermore	27%	N=194	57%	N=414	15%	N=106	2%	N=13	100%	N=728
Overall appearance of Livermore	28%	N=205	58%	N=420	13%	N=94	1%	N=10	100%	N=729
Public places where people want to spend time	32%	N=232	53%	N=377	12%	N=89	2%	N=17	100%	N=715
Variety of housing options	15%	N=98	44%	N=284	32%	N=212	9%	N=58	100%	N=652
Availability of affordable quality housing	8%	N=50	25%	N=154	39%	N=237	27%	N=166	100%	N=607
Fitness opportunities (including exercise classes and paths or trails, etc.)	29%	N=199	52%	N=356	18%	N=122	1%	N=7	100%	N=684
Recreational opportunities	25%	N=174	52%	N=358	21%	N=142	2%	N=12	100%	N=687
Availability of affordable quality food	26%	N=182	54%	N=385	17%	N=119	3%	N=23	100%	N=709
Availability of affordable quality health care	19%	N=125	49%	N=323	26%	N=172	5%	N=34	100%	N=654
Availability of preventive health services	19%	N=109	50%	N=294	27%	N=160	5%	N=27	100%	N=590
Availability of affordable quality mental health care	16%	N=52	35%	N=115	31%	N=103	17%	N=57	100%	N=327

Table 6: Question 6

Please rate each of the following characteristics as they relate to Livermore as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	16%	N=54	38%	N=127	35%	N=117	10%	N=35	100%	N=333
K-12 education	18%	N=88	57%	N=272	22%	N=104	3%	N=15	100%	N=480
Adult educational opportunities	19%	N=94	47%	N=234	28%	N=139	6%	N=31	100%	N=498
Opportunities to attend cultural/arts/music activities	25%	N=159	53%	N=342	20%	N=130	2%	N=16	100%	N=647
Opportunities to participate in religious or spiritual events and activities	32%	N=171	52%	N=284	15%	N=83	1%	N=4	100%	N=542
Employment opportunities	7%	N=36	33%	N=170	44%	N=228	15%	N=77	100%	N=512
Shopping opportunities	25%	N=181	50%	N=356	20%	N=141	5%	N=38	100%	N=716
Cost of living in Livermore	4%	N=30	32%	N=231	50%	N=354	14%	N=97	100%	N=712
Overall quality of business and service establishments in Livermore	16%	N=116	63%	N=440	20%	N=139	1%	N=9	100%	N=703
Vibrant downtown area	47%	N=333	41%	N=290	11%	N=79	2%	N=11	100%	N=713
Overall quality of new development in Livermore	24%	N=149	52%	N=329	20%	N=127	5%	N=29	100%	N=634
Opportunities to participate in social events and activities	25%	N=161	51%	N=332	21%	N=138	3%	N=17	100%	N=649
Opportunities to volunteer	24%	N=130	53%	N=288	22%	N=120	2%	N=11	100%	N=549
Opportunities to participate in community matters	20%	N=108	49%	N=266	24%	N=129	7%	N=36	100%	N=538
Openness and acceptance of the community toward people of diverse backgrounds	18%	N=112	54%	N=328	21%	N=125	7%	N=42	100%	N=607
Neighborliness of residents in Livermore	17%	N=118	50%	N=350	30%	N=208	3%	N=20	100%	N=696

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	2%	N=12	98%	N=715	100%	N=726
Made efforts to make your home more energy efficient	15%	N=110	85%	N=614	100%	N=724

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Observed a code violation or other hazard in Livermore	56%	N=396	44%	N=315	100%	N=711
Household member was a victim of a crime in Livermore	92%	N=658	8%	N=56	100%	N=714
Reported a crime to the police in Livermore	77%	N=558	23%	N=165	100%	N=723
Stocked supplies in preparation for an emergency	57%	N=410	43%	N=312	100%	N=722
Campaigned or advocated for an issue, cause or candidate	86%	N=621	14%	N=103	100%	N=724
Contacted the City of Livermore (in-person, phone, email or web) for help or information	59%	N=430	41%	N=295	100%	N=724
Contacted Livermore elected officials (in-person, phone, email or web) to express your opinion	90%	N=647	10%	N=71	100%	N=718

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Livermore?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Livermore recreation centers or their services	15%	N=104	18%	N=131	34%	N=246	33%	N=232	100%	N=713
Visited a neighborhood park or City park	25%	N=181	32%	N=230	32%	N=228	11%	N=79	100%	N=718
Used Livermore public libraries or their services	9%	N=67	23%	N=169	41%	N=296	26%	N=190	100%	N=722
Participated in religious or spiritual activities in Livermore	11%	N=77	16%	N=117	21%	N=148	52%	N=376	100%	N=719
Attended a City-sponsored event	2%	N=15	7%	N=50	56%	N=401	35%	N=251	100%	N=718
Used bus, rail, subway or other public transportation instead of driving	7%	N=54	3%	N=23	18%	N=133	71%	N=513	100%	N=723
Carpooled with other adults or children instead of driving alone	14%	N=101	13%	N=93	21%	N=148	52%	N=373	100%	N=714
Walked or biked instead of driving	19%	N=136	20%	N=142	29%	N=211	32%	N=227	100%	N=716
Volunteered your time to some group/activity in Livermore	9%	N=68	9%	N=67	20%	N=144	61%	N=437	100%	N=717
Participated in a club	7%	N=50	9%	N=63	14%	N=101	70%	N=505	100%	N=719
Talked to or visited with your immediate neighbors	40%	N=287	32%	N=229	20%	N=147	8%	N=58	100%	N=721
Done a favor for a neighbor	18%	N=127	26%	N=189	37%	N=264	19%	N=140	100%	N=720

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=1	1%	N=5	15%	N=109	84%	N=599	100%	N=714
Watched (online or on television) a local public meeting	0%	N=3	3%	N=21	18%	N=128	79%	N=564	100%	N=716

Table 10: Question 10

Please rate the quality of each of the following services in Livermore:	Excellent		Good		Fair		Poor		Total	
Police services	32%	N=199	48%	N=300	13%	N=79	7%	N=43	100%	N=622
Fire services	48%	N=255	45%	N=242	6%	N=30	1%	N=8	100%	N=535
Ambulance or emergency medical services	43%	N=188	46%	N=205	10%	N=43	2%	N=7	100%	N=443
Crime prevention	20%	N=106	53%	N=278	21%	N=110	7%	N=35	100%	N=528
Fire prevention and education	24%	N=104	53%	N=226	20%	N=84	3%	N=14	100%	N=428
Traffic enforcement	15%	N=87	48%	N=276	27%	N=153	10%	N=57	100%	N=573
Street repair	12%	N=79	46%	N=306	32%	N=215	10%	N=69	100%	N=669
Street cleaning	20%	N=136	49%	N=332	25%	N=169	6%	N=44	100%	N=680
Street lighting	16%	N=112	45%	N=314	26%	N=184	13%	N=90	100%	N=701

Please rate the quality of each of the following services in Livermore:	Excellent		Good		Fair		Poor		Total	
Sidewalk maintenance	12%	N=81	37%	N=249	34%	N=234	17%	N=115	100%	N=679
Traffic signal timing	10%	N=66	41%	N=283	34%	N=238	15%	N=102	100%	N=689
Bus or transit services	21%	N=73	37%	N=128	33%	N=114	9%	N=31	100%	N=346
Garbage collection	35%	N=248	50%	N=347	12%	N=86	3%	N=20	100%	N=700
Recycling	39%	N=261	49%	N=332	10%	N=66	2%	N=16	100%	N=675
Yard waste pick-up	38%	N=225	46%	N=276	13%	N=79	3%	N=15	100%	N=596
Storm drainage	21%	N=124	56%	N=321	20%	N=114	3%	N=18	100%	N=576
Drinking water	15%	N=100	46%	N=309	25%	N=171	14%	N=96	100%	N=677
Sewer services	21%	N=126	59%	N=348	19%	N=112	1%	N=5	100%	N=591
Power (electric and/or gas) utility	22%	N=154	56%	N=386	21%	N=147	1%	N=8	100%	N=696
Utility billing	18%	N=120	55%	N=372	24%	N=158	3%	N=21	100%	N=671
City parks	35%	N=237	51%	N=347	12%	N=79	2%	N=15	100%	N=678
Recreation programs or classes	29%	N=146	52%	N=259	18%	N=89	1%	N=5	100%	N=499
Recreation centers or facilities	34%	N=182	52%	N=283	12%	N=66	2%	N=10	100%	N=540
Land use, planning and zoning	19%	N=95	45%	N=225	28%	N=140	7%	N=36	100%	N=496
Code enforcement (weeds, abandoned buildings, etc.)	11%	N=57	43%	N=212	33%	N=164	13%	N=65	100%	N=498
Animal control	18%	N=85	53%	N=255	22%	N=108	7%	N=32	100%	N=480
Economic development	15%	N=73	53%	N=261	27%	N=132	6%	N=27	100%	N=493
Health services	15%	N=76	57%	N=288	24%	N=120	4%	N=19	100%	N=504
Public library services	50%	N=302	40%	N=240	8%	N=51	1%	N=5	100%	N=597
Public information services	21%	N=102	47%	N=232	29%	N=143	3%	N=13	100%	N=489
Cable television	14%	N=78	42%	N=238	30%	N=170	13%	N=75	100%	N=561
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	N=34	39%	N=134	34%	N=116	17%	N=57	100%	N=341
Preservation of natural areas such as open space, farmlands and greenbelts	28%	N=172	46%	N=282	22%	N=131	4%	N=23	100%	N=607
Livermore open space	29%	N=186	45%	N=295	23%	N=148	3%	N=19	100%	N=649
City-sponsored special events	26%	N=149	53%	N=305	18%	N=104	2%	N=12	100%	N=570
Overall customer service by Livermore employees (police, receptionists, planners, etc.)	24%	N=143	54%	N=316	19%	N=113	3%	N=15	100%	N=588

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Livermore	23%	N=153	62%	N=411	14%	N=92	1%	N=8	100%	N=664
The Federal Government	6%	N=37	28%	N=165	41%	N=237	25%	N=145	100%	N=584

Table 12: Question 12

Please rate the following categories of Livermore government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Livermore	11%	N=66	50%	N=301	34%	N=204	5%	N=31	100%	N=601
The overall direction that Livermore is taking	18%	N=119	54%	N=354	24%	N=154	4%	N=26	100%	N=654
The job Livermore government does at welcoming citizen involvement	12%	N=62	51%	N=256	29%	N=145	8%	N=41	100%	N=504
Overall confidence in Livermore government	13%	N=82	55%	N=340	27%	N=165	6%	N=35	100%	N=622
Generally acting in the best interest of the community	14%	N=89	54%	N=337	28%	N=173	4%	N=23	100%	N=623
Being honest	16%	N=84	53%	N=278	27%	N=144	4%	N=22	100%	N=528

Please rate the following categories of Livermore government performance:	Excellent		Good		Fair		Poor		Total	
Treating all residents fairly	18%	N=94	52%	N=274	23%	N=119	8%	N=40	100%	N=528

Table 13: Question 13

Please rate how important, if at all, you think it is for the Livermore community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Livermore	61%	N=442	32%	N=231	7%	N=47	0%	N=2	100%	N=722
Overall ease of getting to the places you usually have to visit	27%	N=193	54%	N=391	17%	N=119	2%	N=16	100%	N=719
Quality of overall natural environment in Livermore	40%	N=281	45%	N=319	15%	N=105	0%	N=3	100%	N=709
Overall "built environment" of Livermore (including overall design, buildings, parks and transportation systems)	31%	N=222	46%	N=328	21%	N=152	2%	N=12	100%	N=714
Health and wellness opportunities in Livermore	25%	N=180	45%	N=319	25%	N=173	5%	N=34	100%	N=706
Overall opportunities for education and enrichment	32%	N=230	45%	N=321	20%	N=143	3%	N=20	100%	N=713
Overall economic health of Livermore	43%	N=311	49%	N=349	8%	N=57	0%	N=1	100%	N=718
Sense of community	32%	N=227	49%	N=348	19%	N=133	1%	N=9	100%	N=717

Table 14: Question 14

Please rate how important, if at all, each of the following areas of emphasis are to the overall quality of life in Livermore:	Essential		Very important		Somewhat important		Not at all important		Total	
Springtown public facilities planning (library, golf course, trails and parks)	18%	N=128	34%	N=240	37%	N=263	12%	N=83	100%	N=715
Youth initiatives and programs (e.g. Pathway to Picasso, Livermore Believes and Art in the Schools programs)	27%	N=192	39%	N=276	27%	N=189	7%	N=47	100%	N=704
Regional and local transportation (BART, I-580, regional rail)	42%	N=273	32%	N=208	15%	N=99	10%	N=67	100%	N=647
Water supply, recycling and conservation	58%	N=415	34%	N=243	7%	N=47	1%	N=7	100%	N=712
Preserve open space/greenbelt areas around Livermore	54%	N=388	35%	N=252	9%	N=68	2%	N=12	100%	N=720
Downtown parking	38%	N=275	39%	N=283	20%	N=141	3%	N=22	100%	N=721

Table 15: Question 15

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?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Conference/event center	18%	N=120	34%	N=223	20%	N=131	28%	N=184	100%	N=659
Hotel	12%	N=83	32%	N=217	22%	N=148	34%	N=226	100%	N=673
Retail	30%	N=205	47%	N=315	14%	N=96	9%	N=61	100%	N=677
Housing	13%	N=89	22%	N=151	24%	N=163	40%	N=272	100%	N=674
Parking	45%	N=313	35%	N=241	12%	N=86	7%	N=50	100%	N=690

Table 16: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	0%	N=3	0%	N=2	2%	N=13	17%	N=123	80%	N=573	100%	N=714
Purchase goods or services from a business located in Livermore	0%	N=2	1%	N=7	13%	N=92	57%	N=403	29%	N=206	100%	N=710
Eat at least 5 portions of fruits and vegetables a day	2%	N=11	13%	N=92	33%	N=231	34%	N=243	19%	N=133	100%	N=710
Participate in moderate or vigorous physical activity	1%	N=9	9%	N=65	33%	N=234	33%	N=232	24%	N=169	100%	N=710
Read or watch local news (via television, paper, computer, etc.)	6%	N=40	12%	N=85	18%	N=131	28%	N=200	36%	N=258	100%	N=713

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Vote in local elections	10%	N=70	6%	N=40	8%	N=58	24%	N=167	53%	N=372	100%	N=707

Table 17: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	22%	N=156
Very good	47%	N=334
Good	28%	N=203
Fair	3%	N=22
Poor	1%	N=4
Total	100%	N=719

Table 18: Question D3

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	Percent	Number
Very positive	9%	N=62
Somewhat positive	28%	N=202
Neutral	50%	N=354
Somewhat negative	12%	N=82
Very negative	1%	N=9
Total	100%	N=710

Table 19: Question D4

What is your employment status?	Percent	Number
Working full time for pay	65%	N=461
Working part time for pay	11%	N=80
Unemployed, looking for paid work	3%	N=21
Unemployed, not looking for paid work	4%	N=26
Fully retired	17%	N=124
Total	100%	N=712

Table 20: Question D5

Do you work inside the boundaries of Livermore?	Percent	Number
Yes, outside the home	34%	N=235
Yes, from home	10%	N=67
No	56%	N=381
Total	100%	N=683

Table 21: Question D6

How many years have you lived in Livermore?	Percent	Number
Less than 2 years	13%	N=95
2 to 5 years	16%	N=111
6 to 10 years	13%	N=91
11 to 20 years	25%	N=176
More than 20 years	34%	N=242
Total	100%	N=715

Table 22: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	73%	N=524
Building with two or more homes (duplex, townhome, apartment or condominium)	25%	N=176
Mobile home	2%	N=11
Other	1%	N=6
Total	100%	N=717

Table 23: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	29%	N=207
Owned	71%	N=508
Total	100%	N=715

Table 24: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than $300 per month	3%	N=20
$300 to $599 per month	5%	N=33
$600 to $999 per month	5%	N=34
$1,000 to $1,499 per month	13%	N=92
$1,500 to $2,499 per month	38%	N=259
$2,500 or more per month	36%	N=249
Total	100%	N=687

Table 25: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	60%	N=431
Yes	40%	N=283
Total	100%	N=714

Table 26: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	78%	N=558
Yes	22%	N=155
Total	100%	N=713

Table 27: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than $25,000	8%	N=56
$25,000 to $49,999	11%	N=77
$50,000 to $99,999	26%	N=174
$100,000 to $149,999	25%	N=165
$150,000 or more	30%	N=201
Total	100%	N=672

Table 28: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	82%	N=579
Yes, I consider myself to be Spanish, Hispanic or Latino	18%	N=126
Total	100%	N=705

Table 29: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=14
Asian, Asian Indian or Pacific Islander	9%	N=61
Black or African American	1%	N=10
White	81%	N=568
Other	12%	N=82

Total may exceed 100% as respondents could select more than one option.

Table 30: Question D15

In which category is your age?	Percent	Number
18 to 24 years	3%	N=22
25 to 34 years	23%	N=163
35 to 44 years	15%	N=106
45 to 54 years	29%	N=205
55 to 64 years	14%	N=96
65 to 74 years	9%	N=63
75 years or older	7%	N=53
Total	100%	N=709

Table 31: Question D16

What is your sex?	Percent	Number
Female	50%	N=355
Male	50%	N=350
Total	100%	N=705

Table 32: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	56%	N=398
Land line	23%	N=166
Both	21%	N=152
Total	100%	N=716

Responses including "don't know"

The following pages contain a complete set of responses to each question on the survey, including the "don't know" responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with "N=").

Table 33: Question 1

Please rate each of the following aspects of quality of life in Livermore:	Excellent		Good		Fair		Poor		Don't know		Total	
Livermore as a place to live	53%	N=388	42%	N=306	4%	N=31	0%	N=1	0%	N=1	100%	N=727
Your neighborhood as a place to live	44%	N=323	43%	N=315	10%	N=74	2%	N=14	0%	N=0	100%	N=726
Livermore as a place to raise children	43%	N=311	39%	N=284	8%	N=59	1%	N=5	9%	N=64	100%	N=723
Livermore as a place to work	23%	N=167	34%	N=246	14%	N=103	6%	N=41	23%	N=167	100%	N=724
Livermore as a place to visit	35%	N=250	46%	N=332	15%	N=105	2%	N=15	2%	N=18	100%	N=720
Livermore as a place to retire	27%	N=193	30%	N=215	21%	N=152	8%	N=55	15%	N=105	100%	N=719
The overall quality of life in Livermore	40%	N=290	52%	N=377	8%	N=58	1%	N=4	0%	N=1	100%	N=729

Table 34: Question 2

Please rate each of the following characteristics as they relate to Livermore as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Livermore	31%	N=229	56%	N=409	11%	N=82	1%	N=9	0%	N=1	100%	N=731
Overall ease of getting to the places you usually have to visit	29%	N=208	54%	N=392	14%	N=103	3%	N=24	0%	N=1	100%	N=728
Quality of overall natural environment in Livermore	38%	N=272	51%	N=371	9%	N=63	1%	N=9	1%	N=8	100%	N=724
Overall "built environment" of Livermore (including overall design, buildings, parks and transportation systems)	23%	N=169	53%	N=382	20%	N=142	2%	N=18	2%	N=14	100%	N=726
Health and wellness opportunities in Livermore	22%	N=162	49%	N=359	18%	N=132	3%	N=20	8%	N=55	100%	N=728
Overall opportunities for education and enrichment	21%	N=150	52%	N=373	17%	N=125	2%	N=14	8%	N=59	100%	N=721
Overall economic health of Livermore	14%	N=103	62%	N=445	16%	N=116	2%	N=13	6%	N=46	100%	N=723
Sense of community	23%	N=168	52%	N=374	18%	N=132	4%	N=30	2%	N=15	100%	N=719
Overall image or reputation of Livermore	26%	N=189	59%	N=428	12%	N=87	1%	N=11	2%	N=12	100%	N=727

Table 35: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Livermore to someone who asks	66%	N=483	28%	N=203	3%	N=24	2%	N=13	0%	N=3	100%	N=727
Remain in Livermore for the next five years	71%	N=510	22%	N=156	4%	N=32	2%	N=14	1%	N=10	100%	N=722

Table 36: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	75%	N=548	21%	N=155	2%	N=12	1%	N=8	0%	N=3	0%	N=1	100%	N=726
In Livermore's downtown area during the day	77%	N=559	19%	N=135	2%	N=14	1%	N=5	0%	N=0	2%	N=12	100%	N=724

Table 37: Question 5

Please rate each of the following characteristics as they relate to Livermore as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	12%	N=86	49%	N=354	30%	N=217	9%	N=67	0%	N=3	100%	N=727
Ease of public parking	13%	N=96	45%	N=330	32%	N=232	8%	N=61	1%	N=9	100%	N=729
Ease of travel by car in Livermore	21%	N=153	55%	N=399	18%	N=134	4%	N=30	1%	N=10	100%	N=726

Please rate each of the following characteristics as they relate to Livermore as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Ease of travel by public transportation in Livermore	7%	N=49	17%	N=124	19%	N=139	12%	N=86	45%	N=322	100%	N=720
Ease of travel by bicycle in Livermore	16%	N=115	38%	N=273	18%	N=132	3%	N=22	25%	N=178	100%	N=721
Ease of walking in Livermore	31%	N=222	52%	N=374	13%	N=91	2%	N=11	4%	N=27	100%	N=724
Availability of paths and walking trails	31%	N=224	47%	N=341	14%	N=103	2%	N=14	6%	N=44	100%	N=727
Air quality	20%	N=147	56%	N=407	19%	N=136	4%	N=27	1%	N=9	100%	N=725
Cleanliness of Livermore	27%	N=194	57%	N=414	15%	N=106	2%	N=13	0%	N=1	100%	N=728
Overall appearance of Livermore	28%	N=205	58%	N=420	13%	N=94	1%	N=10	0%	N=1	100%	N=730
Public places where people want to spend time	32%	N=232	52%	N=377	12%	N=89	2%	N=17	2%	N=11	100%	N=726
Variety of housing options	14%	N=98	40%	N=284	29%	N=212	8%	N=58	9%	N=66	100%	N=718
Availability of affordable quality housing	7%	N=50	21%	N=154	33%	N=237	23%	N=166	16%	N=117	100%	N=725
Fitness opportunities (including exercise classes and paths or trails, etc.)	28%	N=199	49%	N=356	17%	N=122	1%	N=7	5%	N=37	100%	N=722
Recreational opportunities	24%	N=174	50%	N=358	20%	N=142	2%	N=12	5%	N=34	100%	N=721
Availability of affordable quality food	25%	N=182	53%	N=385	16%	N=119	3%	N=23	3%	N=18	100%	N=727
Availability of affordable quality health care	17%	N=125	44%	N=323	24%	N=172	5%	N=34	10%	N=73	100%	N=727
Availability of preventive health services	15%	N=109	41%	N=294	22%	N=160	4%	N=27	19%	N=135	100%	N=725
Availability of affordable quality mental health care	7%	N=52	16%	N=115	14%	N=103	8%	N=57	55%	N=396	100%	N=724

Table 38: Question 6

Please rate each of the following characteristics as they relate to Livermore as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	8%	N=54	18%	N=127	16%	N=117	5%	N=35	54%	N=385	100%	N=718
K-12 education	12%	N=88	38%	N=272	15%	N=104	2%	N=15	33%	N=232	100%	N=712
Adult educational opportunities	13%	N=94	33%	N=234	19%	N=139	4%	N=31	30%	N=215	100%	N=714
Opportunities to attend cultural/arts/music activities	22%	N=159	48%	N=342	18%	N=130	2%	N=16	10%	N=73	100%	N=720
Opportunities to participate in religious or spiritual events and activities	24%	N=171	40%	N=284	12%	N=83	0%	N=4	24%	N=172	100%	N=714
Employment opportunities	5%	N=36	24%	N=170	32%	N=228	11%	N=77	29%	N=204	100%	N=716
Shopping opportunities	25%	N=181	49%	N=356	20%	N=141	5%	N=38	1%	N=5	100%	N=721
Cost of living in Livermore	4%	N=30	32%	N=231	49%	N=354	13%	N=97	1%	N=7	100%	N=718
Overall quality of business and service establishments in Livermore	16%	N=116	61%	N=440	19%	N=139	1%	N=9	2%	N=15	100%	N=719
Vibrant downtown area	46%	N=333	40%	N=290	11%	N=79	2%	N=11	1%	N=8	100%	N=721
Overall quality of new development in Livermore	21%	N=149	46%	N=329	18%	N=127	4%	N=29	12%	N=87	100%	N=721
Opportunities to participate in social events and activities	22%	N=161	46%	N=332	19%	N=138	2%	N=17	10%	N=69	100%	N=718
Opportunities to volunteer	18%	N=130	40%	N=288	17%	N=120	2%	N=11	24%	N=171	100%	N=720
Opportunities to participate in community matters	15%	N=108	37%	N=266	18%	N=129	5%	N=36	24%	N=174	100%	N=712
Openness and acceptance of the community toward people of diverse backgrounds	16%	N=112	46%	N=328	17%	N=125	6%	N=42	16%	N=113	100%	N=719
Neighborliness of residents in Livermore	16%	N=118	49%	N=350	29%	N=208	3%	N=20	3%	N=23	100%	N=719

Table 39: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	2%	N=12	98%	N=715	100%	N=726
Made efforts to make your home more energy efficient	15%	N=110	85%	N=614	100%	N=724
Observed a code violation or other hazard in Livermore	56%	N=396	44%	N=315	100%	N=711

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Household member was a victim of a crime in Livermore	92%	N=658	8%	N=56	100%	N=714
Reported a crime to the police in Livermore	77%	N=558	23%	N=165	100%	N=723
Stocked supplies in preparation for an emergency	57%	N=410	43%	N=312	100%	N=722
Campaigned or advocated for an issue, cause or candidate	86%	N=621	14%	N=103	100%	N=724
Contacted the City of Livermore (in-person, phone, email or web) for help or information	59%	N=430	41%	N=295	100%	N=724
Contacted Livermore elected officials (in-person, phone, email or web) to express your opinion	90%	N=647	10%	N=71	100%	N=718

Table 40: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Livermore?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Livermore recreation centers or their services	15%	N=104	18%	N=131	34%	N=246	33%	N=232	100%	N=713
Visited a neighborhood park or City park	25%	N=181	32%	N=230	32%	N=228	11%	N=79	100%	N=718
Used Livermore public libraries or their services	9%	N=67	23%	N=169	41%	N=296	26%	N=190	100%	N=722
Participated in religious or spiritual activities in Livermore	11%	N=77	16%	N=117	21%	N=148	52%	N=376	100%	N=719
Attended a City-sponsored event	2%	N=15	7%	N=50	56%	N=401	35%	N=251	100%	N=718
Used bus, rail, subway or other public transportation instead of driving	7%	N=54	3%	N=23	18%	N=133	71%	N=513	100%	N=723
Carpooled with other adults or children instead of driving alone	14%	N=101	13%	N=93	21%	N=148	52%	N=373	100%	N=714
Walked or biked instead of driving	19%	N=136	20%	N=142	29%	N=211	32%	N=227	100%	N=716
Volunteered your time to some group/activity in Livermore	9%	N=68	9%	N=67	20%	N=144	61%	N=437	100%	N=717
Participated in a club	7%	N=50	9%	N=63	14%	N=101	70%	N=505	100%	N=719
Talked to or visited with your immediate neighbors	40%	N=287	32%	N=229	20%	N=147	8%	N=58	100%	N=721
Done a favor for a neighbor	18%	N=127	26%	N=189	37%	N=264	19%	N=140	100%	N=720

Table 41: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=1	1%	N=5	15%	N=109	84%	N=599	100%	N=714
Watched (online or on television) a local public meeting	0%	N=3	3%	N=21	18%	N=128	79%	N=564	100%	N=716

Table 42: Question 10

Please rate the quality of each of the following services in Livermore:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	28%	N=199	42%	N=300	11%	N=79	6%	N=43	12%	N=88	100%	N=710
Fire services	36%	N=255	34%	N=242	4%	N=30	1%	N=8	25%	N=174	100%	N=709
Ambulance or emergency medical services	27%	N=188	29%	N=205	6%	N=43	1%	N=7	38%	N=266	100%	N=709
Crime prevention	15%	N=106	40%	N=278	16%	N=110	5%	N=35	25%	N=174	100%	N=702
Fire prevention and education	15%	N=104	32%	N=226	12%	N=84	2%	N=14	39%	N=274	100%	N=702
Traffic enforcement	12%	N=87	39%	N=276	22%	N=153	8%	N=57	18%	N=127	100%	N=700
Street repair	11%	N=79	44%	N=306	31%	N=215	10%	N=69	5%	N=33	100%	N=703
Street cleaning	19%	N=136	47%	N=332	24%	N=169	6%	N=44	3%	N=23	100%	N=703
Street lighting	16%	N=112	45%	N=314	26%	N=184	13%	N=90	1%	N=5	100%	N=706
Sidewalk maintenance	11%	N=81	35%	N=249	33%	N=234	16%	N=115	4%	N=25	100%	N=703

Please rate the quality of each of the following services in Livermore:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic signal timing	9%	N=66	40%	N=283	34%	N=238	14%	N=102	3%	N=20	100%	N=709
Bus or transit services	10%	N=73	18%	N=128	16%	N=114	4%	N=31	51%	N=358	100%	N=705
Garbage collection	35%	N=248	49%	N=347	12%	N=86	3%	N=20	1%	N=9	100%	N=709
Recycling	37%	N=261	47%	N=332	9%	N=66	2%	N=16	5%	N=33	100%	N=708
Yard waste pick-up	32%	N=225	39%	N=276	11%	N=79	2%	N=15	16%	N=110	100%	N=707
Storm drainage	18%	N=124	46%	N=321	16%	N=114	3%	N=18	18%	N=128	100%	N=704
Drinking water	14%	N=100	44%	N=309	24%	N=171	14%	N=96	5%	N=32	100%	N=709
Sewer services	18%	N=126	49%	N=348	16%	N=112	1%	N=5	16%	N=117	100%	N=707
Power (electric and/or gas) utility	22%	N=154	55%	N=386	21%	N=147	1%	N=8	1%	N=10	100%	N=706
Utility billing	17%	N=120	53%	N=372	23%	N=158	3%	N=21	4%	N=29	100%	N=700
City parks	34%	N=237	49%	N=347	11%	N=79	2%	N=15	4%	N=28	100%	N=707
Recreation programs or classes	21%	N=146	37%	N=259	13%	N=89	1%	N=5	29%	N=208	100%	N=706
Recreation centers or facilities	26%	N=182	40%	N=283	9%	N=66	1%	N=10	23%	N=165	100%	N=706
Land use, planning and zoning	14%	N=95	32%	N=225	20%	N=140	5%	N=36	29%	N=206	100%	N=702
Code enforcement (weeds, abandoned buildings, etc.)	8%	N=57	30%	N=212	23%	N=164	9%	N=65	29%	N=203	100%	N=700
Animal control	12%	N=85	37%	N=255	15%	N=108	5%	N=32	31%	N=219	100%	N=699
Economic development	10%	N=73	37%	N=261	19%	N=132	4%	N=27	29%	N=205	100%	N=698
Health services	11%	N=76	41%	N=288	17%	N=120	3%	N=19	27%	N=191	100%	N=695
Public library services	43%	N=302	34%	N=240	7%	N=51	1%	N=5	15%	N=109	100%	N=707
Public information services	15%	N=102	33%	N=232	21%	N=143	2%	N=13	30%	N=205	100%	N=695
Cable television	11%	N=78	34%	N=238	24%	N=170	11%	N=75	20%	N=138	100%	N=699
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	5%	N=34	19%	N=134	17%	N=116	8%	N=57	51%	N=356	100%	N=697
Preservation of natural areas such as open space, farmlands and greenbelts	25%	N=172	41%	N=282	19%	N=131	3%	N=23	13%	N=88	100%	N=695
Livermore open space	27%	N=186	42%	N=295	21%	N=148	3%	N=19	7%	N=52	100%	N=701
City-sponsored special events	21%	N=149	44%	N=305	15%	N=104	2%	N=12	18%	N=124	100%	N=695
Overall customer service by Livermore employees (police, receptionists, planners, etc.)	20%	N=143	45%	N=316	16%	N=113	2%	N=15	16%	N=115	100%	N=703

Table 43: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Livermore	22%	N=153	58%	N=411	13%	N=92	1%	N=8	6%	N=43	100%	N=708
The Federal Government	5%	N=37	23%	N=165	34%	N=237	21%	N=145	17%	N=121	100%	N=705

Table 44: Question 12

Please rate the following categories of Livermore government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Livermore	9%	N=66	43%	N=301	29%	N=204	4%	N=31	14%	N=101	100%	N=702
The overall direction that Livermore is taking	17%	N=119	50%	N=354	22%	N=154	4%	N=26	7%	N=53	100%	N=706
The job Livermore government does at welcoming citizen involvement	9%	N=62	36%	N=256	21%	N=145	6%	N=41	28%	N=198	100%	N=702
Overall confidence in Livermore government	12%	N=82	48%	N=340	23%	N=165	5%	N=35	12%	N=83	100%	N=705
Generally acting in the best interest of the community	13%	N=89	48%	N=337	25%	N=173	3%	N=23	12%	N=85	100%	N=707
Being honest	12%	N=84	39%	N=278	20%	N=144	3%	N=22	25%	N=177	100%	N=705

Please rate the following categories of Livermore government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
Treating all residents fairly	13%	N=94	39%	N=274	17%	N=119	6%	N=40	25%	N=176	100%	N=704

Table 45: Question 13

Please rate how important, if at all, you think it is for the Livermore community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Livermore	61%	N=442	32%	N=231	7%	N=47	0%	N=2	100%	N=722
Overall ease of getting to the places you usually have to visit	27%	N=193	54%	N=391	17%	N=119	2%	N=16	100%	N=719
Quality of overall natural environment in Livermore	40%	N=281	45%	N=319	15%	N=105	0%	N=3	100%	N=709
Overall "built environment" of Livermore (including overall design, buildings, parks and transportation systems)	31%	N=222	46%	N=328	21%	N=152	2%	N=12	100%	N=714
Health and wellness opportunities in Livermore	25%	N=180	45%	N=319	25%	N=173	5%	N=34	100%	N=706
Overall opportunities for education and enrichment	32%	N=230	45%	N=321	20%	N=143	3%	N=20	100%	N=713
Overall economic health of Livermore	43%	N=311	49%	N=349	8%	N=57	0%	N=1	100%	N=718
Sense of community	32%	N=227	49%	N=348	19%	N=133	1%	N=9	100%	N=717

Table 46: Question 14

Please rate how important, if at all, each of the following areas of emphasis are to the overall quality of life in Livermore:	Essential		Very important		Somewhat important		Not at all important		Total	
Springtown public facilities planning (library, golf course, trails and parks)	18%	N=128	34%	N=240	37%	N=263	12%	N=83	100%	N=715
Youth initiatives and programs (e.g. Pathway to Picasso, Livermore Believes and Art in the Schools programs)	27%	N=192	39%	N=276	27%	N=189	7%	N=47	100%	N=704
Regional and local transportation (BART, I-580, regional rail)	42%	N=273	32%	N=208	15%	N=99	10%	N=67	100%	N=647
Water supply, recycling and conservation	58%	N=415	34%	N=243	7%	N=47	1%	N=7	100%	N=712
Preserve open space/greenbelt areas around Livermore	54%	N=388	35%	N=252	9%	N=68	2%	N=12	100%	N=720
Downtown parking	38%	N=275	39%	N=283	20%	N=141	3%	N=22	100%	N=721

Table 47: Question 15

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?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
Conference/event center	17%	N=120	31%	N=223	19%	N=131	26%	N=184	7%	N=50	100%	N=710
Hotel	12%	N=83	31%	N=217	21%	N=148	32%	N=226	5%	N=37	100%	N=711
Retail	29%	N=205	45%	N=315	14%	N=96	9%	N=61	4%	N=30	100%	N=708
Housing	13%	N=89	21%	N=151	23%	N=163	38%	N=272	5%	N=32	100%	N=707
Parking	44%	N=313	34%	N=241	12%	N=86	7%	N=50	4%	N=28	100%	N=718

Table 48: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	0%	N=3	0%	N=2	2%	N=13	17%	N=123	80%	N=573	100%	N=714
Purchase goods or services from a business located in Livermore	0%	N=2	1%	N=7	13%	N=92	57%	N=403	29%	N=206	100%	N=710
Eat at least 5 portions of fruits and vegetables a day	2%	N=11	13%	N=92	33%	N=231	34%	N=243	19%	N=133	100%	N=710
Participate in moderate or vigorous physical activity	1%	N=9	9%	N=65	33%	N=234	33%	N=232	24%	N=169	100%	N=710

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Read or watch local news (via television, paper, computer, etc.)	6%	N=40	12%	N=85	18%	N=131	28%	N=200	36%	N=258	100%	N=713
Vote in local elections	10%	N=70	6%	N=40	8%	N=58	24%	N=167	53%	N=372	100%	N=707

Table 49: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	22%	N=156
Very good	47%	N=334
Good	28%	N=203
Fair	3%	N=22
Poor	1%	N=4
Total	100%	N=719

Table 50: Question D3

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	Percent	Number
Very positive	9%	N=62
Somewhat positive	28%	N=202
Neutral	50%	N=354
Somewhat negative	12%	N=82
Very negative	1%	N=9
Total	100%	N=710

Table 51: Question D4

What is your employment status?	Percent	Number
Working full time for pay	65%	N=461
Working part time for pay	11%	N=80
Unemployed, looking for paid work	3%	N=21
Unemployed, not looking for paid work	4%	N=26
Fully retired	17%	N=124
Total	100%	N=712

Table 52: Question D5

Do you work inside the boundaries of Livermore?	Percent	Number
Yes, outside the home	34%	N=235
Yes, from home	10%	N=67
No	56%	N=381
Total	100%	N=683

Table 53: Question D6

How many years have you lived in Livermore?	Percent	Number
Less than 2 years	13%	N=95
2 to 5 years	16%	N=111
6 to 10 years	13%	N=91
11 to 20 years	25%	N=176
More than 20 years	34%	N=242
Total	100%	N=715

Table 54: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	73%	N=524
Building with two or more homes (duplex, townhome, apartment or condominium)	25%	N=176
Mobile home	2%	N=11
Other	1%	N=6
Total	100%	N=717

Table 55: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	29%	N=207
Owned	71%	N=508
Total	100%	N=715

Table 56: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than $300 per month	3%	N=20
$300 to $599 per month	5%	N=33
$600 to $999 per month	5%	N=34
$1,000 to $1,499 per month	13%	N=92
$1,500 to $2,499 per month	38%	N=259
$2,500 or more per month	36%	N=249
Total	100%	N=687

Table 57: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	60%	N=431
Yes	40%	N=283
Total	100%	N=714

Table 58: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	78%	N=558
Yes	22%	N=155
Total	100%	N=713

Table 59: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than $25,000	8%	N=56
$25,000 to $49,999	11%	N=77
$50,000 to $99,999	26%	N=174
$100,000 to $149,999	25%	N=165
$150,000 or more	30%	N=201
Total	100%	N=672

Table 60: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	82%	N=579
Yes, I consider myself to be Spanish, Hispanic or Latino	18%	N=126
Total	100%	N=705

Table 61: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=14
Asian, Asian Indian or Pacific Islander	9%	N=61
Black or African American	1%	N=10
White	81%	N=568
Other	12%	N=82

Total may exceed 100% as respondents could select more than one option.

Table 62: Question D15

In which category is your age?	Percent	Number
18 to 24 years	3%	N=22
25 to 34 years	23%	N=163
35 to 44 years	15%	N=106
45 to 54 years	29%	N=205
55 to 64 years	14%	N=96
65 to 74 years	9%	N=63
75 years or older	7%	N=53
Total	100%	N=709

Table 63: Question D16

What is your sex?	Percent	Number
Female	50%	N=355
Male	50%	N=350
Total	100%	N=705

Table 64: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	56%	N=398
Land line	23%	N=166
Both	21%	N=152
Total	100%	N=716

Appendix B: Benchmark Comparisons

Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Livermore chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (the west coast states of California, Oregon and Washington).

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Livermore's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month. The second column is the rank assigned to Livermore's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Livermore's rating to the benchmark.

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

In that final column, Livermore's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by Livermore residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as "much higher" or "much lower."

National Benchmark Comparisons

Table 65: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Livermore	92%	89	390	Similar
Overall image or reputation of Livermore	86%	91	296	Similar
Livermore as a place to live	96%	65	337	Similar
Your neighborhood as a place to live	88%	75	259	Similar
Livermore as a place to raise children	90%	93	327	Similar
Livermore as a place to retire	66%	116	310	Similar
Overall appearance of Livermore	86%	76	307	Similar

Table 66: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Overall feeling of safety in Livermore	87%	79	175	Similar
	In your neighborhood during the day	97%	92	300	Similar
Safety	In Livermore's downtown area during the day	97%	35	255	Similar
	Overall ease of getting to the places you usually have to visit	82%	33	86	Similar
	Availability of paths and walking trails	83%	38	255	Higher
	Ease of walking in Livermore	85%	38	246	Higher
	Ease of travel by bicycle in Livermore	72%	45	255	Higher
	Ease of travel by public transportation in Livermore	43%	43	90	Similar
	Ease of travel by car in Livermore	77%	57	251	Similar
	Ease of public parking	59%	25	67	Similar
Mobility	Traffic flow on major streets	61%	83	290	Similar
	Quality of overall natural environment in Livermore	90%	39	233	Higher
Natural Environment	Cleanliness of Livermore	84%	83	223	Similar
	Air quality	77%	97	213	Similar
	Overall "built environment" of Livermore (including overall design, buildings, parks and transportation systems)	77%	18	82	Similar
	Overall quality of new development in Livermore	75%	27	241	Higher
	Availability of affordable quality housing	34%	204	254	Similar
Built Environment	Variety of housing options	59%	112	228	Similar
	Public places where people want to spend time	85%	11	77	Higher
	Overall economic health of Livermore	81%	30	86	Similar
	Vibrant downtown area	87%	2	76	Much higher
	Overall quality of business and service establishments in Livermore	79%	43	224	Similar
	Cost of living in Livermore	37%	55	82	Similar
	Shopping opportunities	75%	53	246	Higher
	Employment opportunities	40%	80	264	Similar
	Livermore as a place to visit	83%	22	95	Higher
Economy	Livermore as a place to work	74%	83	305	Similar
	Health and wellness opportunities in Livermore	78%	32	82	Similar
	Availability of affordable quality mental health care	51%	29	72	Similar
	Availability of preventive health services	68%	60	184	Similar
	Availability of affordable quality health care	69%	57	217	Similar
	Availability of affordable quality food	80%	26	184	Similar
	Recreational opportunities	78%	74	258	Similar
Recreation and Wellness	Fitness opportunities (including exercise classes and paths or trails, etc.)	81%	21	81	Similar
Education and	Overall opportunities for education and enrichment	79%	38	81	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Enrichment	Opportunities to participate in religious or spiritual events and activities	84%	44	174	Similar
	Opportunities to attend cultural/arts/music activities	77%	41	249	Higher
	Adult educational opportunities	66%	30	75	Similar
	K-12 education	75%	117	218	Similar
	Availability of affordable quality child care/preschool	54%	71	217	Similar
	Opportunities to participate in social events and activities	76%	34	210	Similar
	Neighborliness of Livermore	67%	25	78	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	73%	67	243	Similar
Community Engagement	Opportunities to participate in community matters	69%	74	224	Similar
	Opportunities to volunteer	76%	86	222	Similar

Table 67: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Livermore	85%	100	376	Similar
Overall customer service by Livermore employees (police, receptionists, planners, etc.)	78%	167	314	Similar
Value of services for the taxes paid to Livermore	61%	117	351	Similar
Overall direction that Livermore is taking	72%	37	276	Similar
Job Livermore government does at welcoming citizen involvement	63%	67	264	Similar
Overall confidence in Livermore government	68%	17	84	Similar
Generally acting in the best interest of the community	69%	17	82	Similar
Being honest	69%	18	82	Similar
Treating all residents fairly	70%	16	82	Higher
Services provided by the Federal Government	35%	147	209	Similar

Table 68: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	80%	190	371	Similar
	Fire services	93%	120	306	Similar
	Ambulance or emergency medical services	89%	148	297	Similar
	Crime prevention	73%	149	300	Similar
	Fire prevention and education	77%	143	247	Similar
	Animal control	71%	101	282	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	49%	203	239	Similar
Mobility	Traffic enforcement	63%	190	325	Similar
	Street repair	58%	129	373	Similar
	Street cleaning	69%	95	261	Similar
	Street lighting	61%	135	263	Similar
	Sidewalk maintenance	49%	172	264	Similar
	Traffic signal timing	51%	107	210	Similar
	Bus or transit services	58%	57	182	Similar
Natural Environment	Garbage collection	85%	156	300	Similar
	Recycling	88%	87	310	Similar
	Yard waste pick-up	84%	43	222	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Drinking water	61%	222	286	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	75%	35	218	Higher
	Livermore open space	74%	20	86	Similar
	Storm drainage	77%	50	309	Similar
	Sewer services	80%	114	272	Similar
	Power (electric and/or gas) utility	78%	64	127	Similar
	Utility billing	73%	31	77	Similar
	Land use, planning and zoning	64%	25	249	Higher
Built Environment	Code enforcement (weeds, abandoned buildings, etc.)	54%	140	311	Similar
	Cable television	56%	78	166	Similar
Economy	Economic development	68%	41	239	Higher
	City parks	86%	113	274	Similar
	Recreation programs or classes	81%	84	279	Similar
Recreation and Wellness	Recreation centers or facilities	86%	43	229	Similar
	Health services	72%	64	163	Similar
Education and Enrichment	City-sponsored special events	80%	19	90	Similar
	Public library services	91%	51	289	Similar
Community Engagement	Public information services	68%	99	241	Similar

Table 69: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	77%	63	260	Similar
Recommend living in Livermore to someone who asks	95%	40	233	Similar
Remain in Livermore for the next five years	93%	8	230	Higher
Contacted Livermore (in-person, phone, email or web) for help or information	41%	201	272	Similar

Table 70: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Stocked supplies in preparation for an emergency	43%	22	73	Similar
	Did NOT report a crime to the police	77%	43	81	Similar
Safety	Household member was NOT a victim of a crime	92%	52	230	Similar
	Used bus, rail, subway or other public transportation instead of driving	29%	28	66	Similar
	Carpooled with other adults or children instead of driving alone	48%	25	79	Similar
Mobility	Walked or biked instead of driving	68%	20	80	Higher
	Made efforts to conserve water	98%	1	74	Higher
Natural Environment	Made efforts to make your home more energy efficient	85%	3	75	Similar
	Recycle at home	99%	1	216	Higher
	Did NOT observe a code violation or other hazard in Livermore	56%	38	75	Similar
Built Environment	NOT experiencing housing costs stress	57%	181	212	Lower
	Purchase goods or services from a business located in Livermore	99%	9	77	Similar
Economy	Economy will have positive impact on income	37%	8	215	Higher

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Work inside boundaries of Livermore	44%	33	77	Similar
	Used Livermore recreation centers or their services	67%	30	193	Similar
	Visited a neighborhood park or City park	89%	63	228	Similar
	Eat at least 5 portions of fruits and vegetables a day	85%	31	76	Similar
Recreation and Wellness	Participate in moderate or vigorous physical activity	90%	12	76	Similar
	In very good to excellent health	68%	30	77	Similar
	Used Livermore public libraries or their services	74%	57	201	Similar
Education and Enrichment	Participated in religious or spiritual activities in Livermore	48%	104	170	Similar
	Attended City-sponsored event	65%	11	78	Higher
	Campaigned or advocated for an issue, cause or candidate	14%	69	73	Similar
	Contacted Livermore elected officials (in-person, phone, email or web) to express your opinion	10%	72	76	Similar
	Volunteered your time to some group/activity in Livermore	39%	130	222	Similar
	Participated in a club	30%	89	195	Similar
	Talked to or visited with your immediate neighbors	92%	37	77	Similar
	Done a favor for a neighbor	81%	47	75	Similar
	Attended a local public meeting	16%	186	222	Similar
	Watched (online or on television) a local public meeting	21%	139	179	Lower
Community Engagement	Read or watch local news (via television, paper, computer, etc.)	83%	68	76	Similar
	Vote in local elections	84%	54	214	Similar

Communities included in national comparisons

The communities included in Livermore's comparisons are listed on the following pages along with their population according to the 2010 Census.

Abilene city, KS 6,844
Adams County, CO 441,603
Airway Heights city, WA 6,114
Albany city, OR 50,158
Albemarle County, VA 98,970
Albert Lea city, MN 18,016
Algonquin village, IL 30,046
Aliso Viejo city, CA 47,823
Altoona city, IA 14,541
Ames city, IA 58,965
Andover CDP, MA 8,762
Ankeny city, IA 45,582
Ann Arbor city, MI 113,934
Annapolis city, MD 38,394
Apple Valley town, CA 69,135
Arapahoe County, CO 572,003
Arkansas City city, AR 366
Arlington city, TX 365,438
Arlington County, VA 207,627
Arvada city, CO 106,433
Ashland city, OR 20,078
Ashland town, VA 7,225
Aspen city, CO 6,658
Auburn city, AL 53,380
Auburn city, WA 70,180
Aurora city, CO 325,078
Austin city, TX 790,390
Bainbridge Island city, WA 23,025
Baltimore city, MD 620,961
Baltimore County, MD 805,029
Battle Creek city, MI 52,347
Bay City city, MI 34,932
Baytown city, TX 71,802
Bedford city, TX 46,979
Bedford town, MA 13,320
Bellevue city, WA 122,363
Bellingham city, WA 80,885
Beltrami County, MN 44,442
Benbrook city, TX 21,234
Bend city, OR 76,639
Benicia city, CA 26,997
Bettendorf city, IA 33,217
Billings city, MT 104,170
Blaine city, MN 57,186
Bloomfield Hills city, MI 3,869
Bloomington city, IL 76,610
Bloomington city, MN 82,893
Blue Springs city, MO 52,575

Boise City city, ID 205,671
Boonville city, MO 8,319
Boulder city, CO 97,385
Boulder County, CO 294,567
Bowling Green city, KY 58,067
Brentwood city, MO 8,055
Brentwood city, TN 37,060
Brighton city, CO 33,352
Bristol city, TN 26,702
Broken Arrow city, OK 98,850
Brookfield city, WI 37,920
Brookline CDP, MA 58,732
Brookline town, NH 4,991
Broomfield city, CO 55,889
Brownsburg town, IN 21,285
Bryan city, TX 76,201
Burien city, WA 33,313
Burleson city, TX 36,690
Cabarrus County, NC 178,011
Cambridge city, MA 105,162
Canton city, SD 3,057
Cape Coral city, FL 154,305
Cape Girardeau city, MO 37,941
Carlisle borough, PA 18,682
Carlsbad city, CA 105,328
Cartersville city, GA 19,731
Cary town, NC 135,234
Casa Grande city, AZ 48,571
Casper city, WY 55,316
Castine town, ME 1,366
Castle Pines North city, CO 10,360
Castle Rock town, CO 48,231
Cedar Falls city, IA 39,260
Cedar Rapids city, IA 126,326
Centennial city, CO 100,377
Centralia city, IL 13,032
Chambersburg borough, PA 20,268
Chandler city, AZ 236,123
Chanhassen city, MN 22,952
Chapel Hill town, NC 57,233
Charlotte city, NC 731,424
Charlotte County, FL 159,978
Charlottesville city, VA 43,475
Chesterfield County, VA 316,236
Chippewa Falls city, WI 13,661
Citrus Heights city, CA 83,301
Clackamas County, OR 375,992
Clarendon Hills village, IL 8,427
Clayton city, MO 15,939
Clearwater city, FL 107,685
Cleveland Heights city, OH 46,121
Clive city, IA 15,447
Clovis city, CA 95,631
College Park city, MD 30,413
College Station city, TX 93,857
Colleyville city, TX 22,807
Collinsville city, IL 25,579
Columbia city, MO 108,500
Columbus city, WI 4,991
Commerce City city, CO 45,913
Concord city, CA 122,067
Concord town, MA 17,668
Conyers city, GA 15,195
Cookeville city, TN 30,435
Coon Rapids city, MN 61,476
Cooper City city, FL 28,547
Coronado city, CA 18,912
Corvallis city, OR 54,462
Creve Coeur city, MO 17,833
Cross Roads town, TX 1,563
Crystal Lake city, IL 40,743
Dade City city, FL 6,437
Dakota County, MN 398,552
Dallas city, OR 14,583
Dallas city, TX 1,197,816
Dardenne Prairie city, MO 11,494
Davenport city, IA 99,685
Davidson town, NC 10,944
Decatur city, GA 19,335
Delray Beach city, FL 60,522
Denison city, TX 22,682
Denver city, CO 600,158
Derby city, KS 22,158
Des Moines city, IA 203,433
Des Peres city, MO 8,373
Destin city, FL 12,305
Dewey-Humboldt town, AZ 3,894
Dorchester County, MD 32,618
Dothan city, AL 65,496
Douglas County, CO 285,465
Dover city, NH 29,987
Dublin city, OH 41,751
Duluth city, MN 86,265
Duncanville city, TX 38,524
Durham city, NC 228,330
East Baton Rouge Parish, LA 440,171
East Grand Forks city, MN 8,601
East Lansing city, MI 48,579
Eau Claire city, WI 65,883
Eden Prairie city, MN 60,797
Edgerton city, KS 1,671
Edina city, MN 47,941
Edmond city, OK 81,405
Edmonds city, WA 39,709
El Cerrito city, CA 23,549
El Dorado County, CA 181,058
El Paso city, TX 649,121
Elk Grove city, CA 153,015
Elk River city, MN 22,974
Elko New Market city, MN 4,110
Elmhurst city, IL 44,121
Encinitas city, CA 59,518
Englewood city, CO 30,255
Erie town, CO 18,135
Escambia County, FL 297,619
Estes Park town, CO 5,858
Fairview town, TX 7,248
Farmington Hills city, MI 79,740
Fayetteville city, NC 200,564
Fishers town, IN 76,794
Flagstaff city, AZ 65,870
Flower Mound town, TX 64,669
Flushing city, MI 8,389
Forest Grove city, OR 21,083
Fort Collins city, CO 143,986
Fort Smith city, AR 86,209
Fort Worth city, TX 741,206
Fountain Hills town, AZ 22,489
Franklin city, TN 62,487
Fredericksburg city, VA 24,286
Freeport CDP, ME 1,485
Freeport city, IL 25,638
Fremont city, CA 214,089
Friendswood city, TX 35,805
Fruita city, CO 12,646
Gahanna city, OH 33,248
Gainesville city, FL 124,354
Gaithersburg city, MD 59,933
Galveston city, TX 47,743
Garden City city, KS 26,658

Gardner city, KS 19,123
Geneva city, NY 13,261
Georgetown city, TX 47,400
Gilbert town, AZ 208,453
Gillette city, WY 29,087
Globe city, AZ 7,532
Golden Valley city, MN 20,371
Goodyear city, AZ 65,275
Grafton village, WI 11,459
Grand Blanc city, MI 8,276
Grand Island city, NE 48,520
Grass Valley city, CA 12,860
Greeley city, CO 92,889
Green Valley CDP, AZ 21,391
Greenwood Village city, CO 13,925
Greer city, SC 25,515
Guilford County, NC 488,406
Gunnison County, CO 15,324
Gurnee village, IL 31,295
Hailey city, ID 7,960
Haines Borough, AK 2,508
Hallandale Beach city, FL 37,113
Hamilton city, OH 62,477
Hampton city, VA 137,436
Hanover County, VA 99,863
Harrisonburg city, VA 48,914
Harrisonville city, MO 10,019
Hayward city, CA 144,186
Henderson city, NV 257,729
Hermiston city, OR 16,745
High Point city, NC 104,371
Highland Park city, IL 29,763
Highlands Ranch CDP, CO 96,713
Hillsborough town, NC 6,087
Holden town, MA 17,346
Holland city, MI 33,051
Honolulu County, HI 953,207
Hooksett town, NH 13,451
Hopkins city, MN 17,591
Hopkinton town, MA 14,925
Hoquiam city, WA 8,726
Houston city, TX 2,099,451
Hudson city, OH 22,262
Hudson town, CO 2,356
Hudsonville city, MI 7,116
Huntersville town, NC 46,773
Hurst city, TX 37,337
Hutchinson city, MN 14,178
Hutto city, TX 14,698
Hyattsville city, MD 17,557
Independence city, MO 116,830
Indian Trail town, NC 33,518
Indianola city, IA 14,782
Iowa City city, IA 67,862
Jackson County, MI 160,248
James City County, VA 67,009
Jefferson City city, MO 43,079
Jefferson County, CO 534,543
Jefferson County, NY 116,229
Jerome city, ID 10,890
Johnson City city, TN 63,152
Johnson County, KS 544,179
Johnston city, IA 17,278
Jupiter town, FL 55,156
Kalamazoo city, MI 74,262
Kansas City city, KS 145,786
Kansas City city, MO 459,787
Keizer city, OR 36,478
Kenmore city, WA 20,460
Kennedale city, TX 6,763
Kennett Square borough, PA 6,072
Kirkland city, WA 48,787
La Mesa city, CA 57,065
La Plata town, MD 8,753
La Porte city, TX 33,800
La Vista city, NE 15,758
Lafayette city, CO 24,453
Laguna Beach city, CA 22,723
Laguna Hills city, CA 30,344
Laguna Niguel city, CA 62,979
Lake Oswego city, OR 36,619
Lake Zurich village, IL 19,631
Lakeville city, MN 55,954
Lakewood city, CO 142,980
Lane County, OR 351,715
Larimer County, CO 299,630
Las Cruces city, NM 97,618
Las Vegas city, NV 583,756
Lawrence city, KS 87,643
League City city, TX 83,560
Lee County, FL 618,754
Lee's Summit city, MO 91,364
Lehi city, UT 47,407
Lenexa city, KS 48,190
Lewis County, NY 27,087
Lewiston city, ME 36,592
Lincoln city, NE 258,379
Lindsborg city, KS 3,458
Littleton city, CO 41,737
Livermore city, CA 80,968
Lone Tree city, CO 10,218
Longmont city, CO 86,270
Longview city, TX 80,455
Los Alamos County, NM 17,950
Louisville city, CO 18,376
Lynchburg city, VA 75,568
Lynnwood city, WA 35,836
Madison city, WI 233,209
Mankato city, MN 39,309
Maple Grove city, MN 61,567
Maple Valley city, WA 22,684
Maricopa County, AZ 3,817,117
Marin County, CA 252,409
Maryland Heights city, MO 27,472
Matthews town, NC 27,198
McAllen city, TX 129,877
McDonough city, GA 22,084
McKinney city, TX 131,117
McMinnville city, OR 32,187
Mecklenburg County, NC 919,628
Medford city, OR 74,907
Menlo Park city, CA 32,026
Mercer Island city, WA 22,699
Meridian charter township, MI 39,688
Meridian city, ID 75,092
Merriam city, KS 11,003
Merrill city, WI 9,661
Mesa city, AZ 439,041
Mesa County, CO 146,723
Miami Beach city, FL 87,779
Miami city, FL 399,457
Midland city, MI 41,863
Milford city, DE 9,559
Milton city, GA 32,661
Minneapolis city, MN 382,578
Mission Viejo city, CA 93,305
Modesto city, CA 201,165
Monterey city, CA 27,810
Montgomery County, MD 971,777
Montgomery County, VA 94,392

Montpelier city, VT 7,855
Monument town, CO 5,530
Mooresville town, NC 32,711
Morristown city, TN 29,137
Moscow city, ID 23,800
Mountain Village town, CO 1,320
Mountlake Terrace city, WA 19,909
Munster town, IN 23,603
Muscatine city, IA 22,886
Naperville city, IL 141,853
Needham CDP, MA 28,886
New Braunfels city, TX 57,740
New Brighton city, MN 21,456
New Hanover County, NC 202,667
New Orleans city, LA 343,829
New Smyrna Beach city, FL 22,464
Newberg city, OR 22,068
Newport Beach city, CA 85,186
Newport city, RI 24,672
Newport News city, VA 180,719
Newton city, IA 15,254
Noblesville city, IN 51,969
Nogales city, AZ 20,837
Norfolk city, VA 242,803
Norman city, OK 110,925
North Las Vegas city, NV 216,961
Northglenn city, CO 35,789
Novato city, CA 51,904
Novi city, MI 55,224
O'Fallon city, IL 28,281
O'Fallon city, MO 79,329
Oak Park village, IL 51,878
Oakland Park city, FL 41,363
Oakley city, CA 35,432
Ogdensburg city, NY 11,128
Oklahoma City city, OK 579,999
Olathe city, KS 125,872
Old Town city, ME 7,840
Olmsted County, MN 144,248
Orland Park village, IL 56,767
Oshkosh city, WI 66,083
Otsego County, MI 24,164
Overland Park city, KS 173,372
Oviedo city, FL 33,342
Paducah city, KY 25,024
Palm Coast city, FL 75,180
Palm Springs city, CA 44,552
Palo Alto city, CA 64,403
Panama City city, FL 36,484
Papillion city, NE 18,894
Park City city, UT 7,558
Parker town, CO 45,297
Parkland city, FL 23,962
Pasadena city, CA 137,122
Pasco city, WA 59,781
Pasco County, FL 464,697
Peachtree City city, GA 34,364
Pearland city, TX 91,252
Peoria city, AZ 154,065
Peoria city, IL 115,007
Peoria County, IL 186,494
Peters township, PA 21,213
Petoskey city, MI 5,670
Pflugerville city, TX 46,936
Phoenix city, AZ 1,445,632
Pinal County, AZ 375,770
Pinehurst village, NC 13,124
Piqua city, OH 20,522
Pitkin County, CO 17,148
Platte City city, MO 4,691
Plymouth city, MN 70,576
Pocatello city, ID 54,255
Polk County, IA 430,640
Port Huron city, MI 30,184
Port Orange city, FL 56,048
Port St. Lucie city, FL 164,603
Portland city, OR 583,776
Post Falls city, ID 27,574
Prince William County, VA 402,002
Prior Lake city, MN 22,796
Provo city, UT 112,488
Pueblo city, CO 106,595
Purcellville town, VA 7,727
Queen Creek town, AZ 26,361
Radford city, VA 16,408
Radnor township, PA 31,531
Ramsey city, MN 23,668
Rapid City city, SD 67,956
Raymore city, MO 19,206
Redmond city, WA 54,144
Rehoboth Beach city, DE 1,327
Reno city, NV 225,221
Reston CDP, VA 58,404
Richmond city, CA 103,701
Richmond Heights city, MO 8,603
Rifle city, CO 9,172
River Falls city, WI 15,000
Riverdale city, UT 8,426
Riverside city, CA 303,871
Riverside city, MO 2,937
Rochester city, MI 12,711
Rochester Hills city, MI 70,995
Rock Hill city, SC 66,154
Rockford city, IL 152,871
Rockville city, MD 61,209
Rogers city, MN 8,597
Rolla city, MO 19,559
Roselle village, IL 22,763
Roswell city, GA 88,346
Round Rock city, TX 99,887
Royal Oak city, MI 57,236
Saco city, ME 18,482
Sahuarita town, AZ 25,259
Salida city, CO 5,236
Salt Lake City city, UT 186,440
Sammamish city, WA 45,780
San Anselmo town, CA 12,336
San Antonio city, TX 1,327,407
San Carlos city, CA 28,406
San Diego city, CA 1,307,402
San Francisco city, CA 805,235
San Jose city, CA 945,942
San Juan County, NM 130,044
San Marcos city, CA 83,781
San Marcos city, TX 44,894
San Rafael city, CA 57,713
Sandy Springs city, GA 93,853
Sanford city, FL 53,570
Sangamon County, IL 197,465
Santa Clarita city, CA 176,320
Santa Fe County, NM 144,170
Santa Monica city, CA 89,736
Sarasota County, FL 379,448
Savage city, MN 26,911
Savannah city, GA 136,286
Scarborough CDP, ME 4,403
Schaumburg village, IL 74,227
Scott County, MN 129,928
Scottsdale city, AZ 217,385
Seaside city, CA 33,025

SeaTac city, WA 26,909
Sevierville city, TN 14,807
Sheboygan city, WI 49,288
Shoreview city, MN 25,043
Shorewood city, MN 7,307
Shorewood village, IL 15,615
Shorewood village, WI 13,162
Sioux Center city, IA 7,048
Sioux Falls city, SD 153,888
Skokie village, IL 64,784
Snellville city, GA 18,242
South Kingstown town, RI 30,639
South Lake Tahoe city, CA 21,403
South Portland city, ME 25,002
Southborough town, MA 9,767
Southlake city, TX 26,575
Sparks city, NV 90,264
Spokane Valley city, WA 89,755
Spring Hill city, KS 5,437
Springboro city, OH 17,409
Springfield city, MO 159,498
Springfield city, OR 59,403
Springville city, UT 29,466
St. Charles city, IL 32,974
St. Cloud city, FL 35,183
St. Cloud city, MN 65,842
St. Joseph city, MO 76,780
St. Louis County, MN 200,226
St. Louis Park city, MN 45,250
Stallings town, NC 13,831
State College borough, PA 42,034
Sterling Heights city, MI 129,699
Sugar Grove village, IL 8,997
Sugar Land city, TX 78,817
Summit city, NJ 21,457
Summit County, UT 36,324
Sunnyvale city, CA 140,081
Surprise city, AZ 117,517
Suwanee city, GA 15,355
Tacoma city, WA 198,397
Takoma Park city, MD 16,715
Tamarac city, FL 60,427
Temecula city, CA 100,097
Temple city, TX 66,102
The Woodlands CDP, TX 93,847
Thornton city, CO 118,772
Thousand Oaks city, CA 126,683
Tualatin city, OR 26,054
Tulsa city, OK 391,906
Twin Falls city, ID 44,125
Tyler city, TX 96,900
Umatilla city, OR 6,906
Upper Arlington city, OH 33,771
Urbandale city, IA 39,463
Vail town, CO 5,305
Vancouver city, WA 161,791
Ventura CCD, CA 111,889
Vestavia Hills city, AL 34,033
Virginia Beach city, VA 437,994
Wake Forest town, NC 30,117
Walnut Creek city, CA 64,173
Washington County, MN 238,136
Washoe County, NV 421,407
Watauga city, TX 23,497
Wauwatosa city, WI 46,396
Waverly city, IA 9,874
Weddington town, NC 9,459
Wentzville city, MO 29,070
West Carrollton city, OH 13,143
West Chester borough, PA 18,461
West Des Moines city, IA 56,609
West Richland city, WA 11,811
Westerville city, OH 36,120
Westlake town, TX 992
Westminster city, CO 106,114
Weston town, MA 11,261
Wheat Ridge city, CO 30,166
White House city, TN 10,255
Whitewater township, MI 2,597
Wichita city, KS 382,368
Williamsburg city, VA 14,068
Wilmington city, NC 106,476
Wilsonville city, OR 19,509
Winchester city, VA 26,203
Windsor town, CO 18,644
Windsor town, CT 29,044
Winnetka village, IL 12,187
Winston-Salem city, NC 229,617
Winter Garden city, FL 34,568
Woodland city, CA 55,468
Woodland city, WA 5,509
Wrentham town, MA 10,955
Wyandotte city, MI 25,883
Yakima city, WA 91,067
York County, VA 65,464
Yuma city, AZ 93,064

West Coast Benchmark Comparisons

Table 71: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Livermore	92%	18	56	Similar
Overall image or reputation of Livermore	86%	13	35	Higher
Livermore as a place to live	96%	8	47	Higher
Your neighborhood as a place to live	88%	11	40	Similar
Livermore as a place to raise children	90%	12	40	Higher
Livermore as a place to retire	66%	18	39	Similar
Overall appearance of Livermore	86%	10	37	Higher

Table 72: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Overall feeling of safety in Livermore	87%	8	21	Similar
Safety	In your neighborhood during the day	97%	14	47	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	In Livermore's downtown area during the day	97%	5	43	Higher
	Overall ease of getting to the places you usually have to visit	82%	4	14	Similar
	Availability of paths and walking trails	83%	7	34	Higher
	Ease of walking in Livermore	85%	9	36	Higher
	Ease of travel by bicycle in Livermore	72%	13	37	Similar
	Ease of travel by public transportation in Livermore	43%	12	20	Similar
	Ease of travel by car in Livermore	77%	11	37	Similar
	Ease of public parking	59%	4	11	Similar
Mobility	Traffic flow on major streets	61%	10	42	Similar
	Quality of overall natural environment in Livermore	90%	10	35	Higher
Natural Environment	Cleanliness of Livermore	84%	13	35	Similar
	Air quality	77%	14	31	Similar
	Overall "built environment" of Livermore (including overall design, buildings, parks and transportation systems)	77%	4	14	Higher
	Overall quality of new development in Livermore	75%	2	33	Higher
	Availability of affordable quality housing	34%	23	39	Similar
Built Environment	Variety of housing options	59%	8	32	Similar
	Public places where people want to spend time	85%	5	14	Higher
	Overall economic health of Livermore	81%	4	14	Higher
	Vibrant downtown area	87%	1	14	Much higher
	Overall quality of business and service establishments in Livermore	79%	3	35	Higher
	Cost of living in Livermore	37%	9	15	Similar
	Shopping opportunities	75%	7	36	Higher
	Employment opportunities	40%	8	34	Similar
	Livermore as a place to visit	83%	4	15	Higher
Economy	Livermore as a place to work	74%	9	39	Higher
	Health and wellness opportunities in Livermore	78%	5	14	Similar
	Availability of affordable quality mental health care	51%	4	13	Similar
	Availability of preventive health services	68%	7	31	Similar
	Availability of affordable quality health care	69%	5	34	Higher
	Availability of affordable quality food	80%	2	31	Higher
	Recreational opportunities	78%	11	36	Similar
Recreation and Wellness	Fitness opportunities (including exercise classes and paths or trails, etc.)	81%	4	14	Similar
	Overall opportunities for education and enrichment	79%	6	14	Similar
	Opportunities to participate in religious or spiritual events and activities	84%	6	29	Similar
	Opportunities to attend cultural/arts/music activities	77%	7	37	Higher
	Adult educational opportunities	66%	4	14	Similar
	K-12 education	75%	15	30	Similar
Education and Enrichment	Availability of affordable quality child care/preschool	54%	6	34	Similar
	Opportunities to participate in social events and activities	76%	8	33	Higher
	Neighborliness of Livermore	67%	5	14	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	73%	10	35	Similar
Community Engagement	Opportunities to participate in community matters	69%	13	35	Similar
	Opportunities to volunteer	76%	15	35	Similar

Table 73: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Livermore	85%	18	61	Similar
Overall customer service by Livermore employees (police, receptionists, planners, etc.)	78%	22	39	Similar
Value of services for the taxes paid to Livermore	61%	15	40	Similar
Overall direction that Livermore is taking	72%	5	44	Higher
Job Livermore government does at welcoming citizen involvement	63%	10	38	Similar
Overall confidence in Livermore government	68%	2	14	Higher
Generally acting in the best interest of the community	69%	1	14	Higher
Being honest	69%	2	14	Higher
Treating all residents fairly	70%	2	14	Higher
Services provided by the Federal Government	35%	24	35	Similar

Table 74: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	80%	23	52	Similar
	Fire services	93%	16	36	Similar
	Ambulance or emergency medical services	89%	24	42	Similar
	Crime prevention	73%	17	41	Similar
	Fire prevention and education	77%	16	33	Similar
	Animal control	71%	18	43	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	49%	27	42	Similar
	Traffic enforcement	63%	19	42	Similar
Mobility	Street repair	58%	23	55	Similar
	Street cleaning	69%	17	42	Similar
	Street lighting	61%	18	42	Similar
	Sidewalk maintenance	49%	19	36	Similar
	Traffic signal timing	51%	17	33	Similar
	Bus or transit services	58%	15	34	Similar
Natural Environment	Garbage collection	85%	23	38	Similar
	Recycling	88%	13	37	Similar
	Yard waste pick-up	84%	11	29	Similar
	Drinking water	61%	34	40	Lower
	Preservation of natural areas such as open space, farmlands and greenbelts	75%	11	37	Higher
	Livermore open space	74%	5	14	Higher
Built Environment	Storm drainage	77%	6	37	Similar
	Sewer services	80%	19	37	Similar
	Power (electric and/or gas) utility	78%	13	20	Similar
	Utility billing	73%	5	14	Similar
	Land use, planning and zoning	64%	1	38	Higher
	Code enforcement (weeds, abandoned buildings, etc.)	54%	16	42	Similar
	Cable television	56%	10	25	Similar
Economy	Economic development	68%	3	37	Higher
Recreation and Wellness	City parks	86%	18	39	Similar
	Recreation programs or classes	81%	12	41	Similar
	Recreation centers or facilities	86%	5	31	Higher
	Health services	72%	6	22	Similar
Education and	City-sponsored special events	80%	3	13	Higher

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Enrichment	Public library services	91%	9	47	Similar
Community Engagement	Public information services	68%	12	33	Similar

Table 75: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	77%	8	36	Higher
Recommend living in Livermore to someone who asks	95%	5	37	Higher
Remain in Livermore for the next five years	93%	2	37	Higher
Contacted Livermore (in-person, phone, email or web) for help or information	41%	23	36	Similar

Table 76: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Stocked supplies in preparation for an emergency	43%	6	13	Similar
	Did NOT report a crime to the police	77%	5	14	Similar
Safety	Household member was NOT a victim of a crime	92%	2	36	Similar
	Used bus, rail, subway or other public transportation instead of driving	29%	9	14	Similar
	Carpooled with other adults or children instead of driving alone	48%	10	14	Similar
Mobility	Walked or biked instead of driving	68%	6	14	Similar
	Made efforts to conserve water	98%	1	13	Higher
Natural Environment	Made efforts to make your home more energy efficient	85%	2	13	Similar
	Recycle at home	99%	1	34	Similar
	Did NOT observe a code violation or other hazard in Livermore	56%	7	14	Similar
Built Environment	NOT experiencing housing costs stress	57%	22	34	Similar
	Purchase goods or services from a business located in Livermore	99%	3	14	Similar
	Economy will have positive impact on income	37%	1	34	Higher
Economy	Work inside boundaries of Livermore	44%	7	14	Similar
	Used Livermore recreation centers or their services	67%	4	31	Higher
	Visited a neighborhood park or City park	89%	15	34	Similar
	Eat at least 5 portions of fruits and vegetables a day	85%	9	14	Similar
Recreation and Wellness	Participate in moderate or vigorous physical activity	90%	6	14	Similar
	In very good to excellent health	68%	6	14	Similar
	Used Livermore public libraries or their services	74%	11	34	Similar
Education and Enrichment	Participated in religious or spiritual activities in Livermore	48%	8	29	Similar
	Attended City-sponsored event	65%	4	14	Higher
	Campaigned or advocated for an issue, cause or candidate	14%	12	13	Similar
Community Engagement	Contacted Livermore elected officials (in-person, phone, email or web) to express your opinion	10%	13	14	Similar

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Volunteered your time to some group/activity in Livermore	39%	19	35	Similar
Participated in a club	30%	17	34	Similar
Talked to or visited with your immediate neighbors	92%	6	14	Similar
Done a favor for a neighbor	81%	7	14	Similar
Attended a local public meeting	16%	28	35	Similar
Watched (online or on television) a local public meeting	21%	21	30	Similar
Read or watch local news (via television, paper, computer, etc.)	83%	12	14	Similar
Vote in local elections	84%	8	34	Similar

Communities included in west coast comparisons

The communities included in Livermore's custom comparisons are listed on the following pages along with their population according to the 2010 Census.

Airway Heights city, WA 6,114
Albany city, OR 50,158
Aliso Viejo city, CA 47,823
Apple Valley town, CA 69,135
Ashland city, OR 20,078
Auburn city, WA 70,180
Bainbridge Island city, WA 23,025
Bellevue city, WA 122,363
Bellingham city, WA 80,885
Bend city, OR 76,639
Benicia city, CA 26,997
Burien city, WA 33,313
Carlsbad city, CA 105,328
Citrus Heights city, CA 83,301
Clackamas County, OR 375,992
Clovis city, CA 95,631
Concord city, CA 122,067
Coronado city, CA 18,912
Corvallis city, OR 54,462
Dallas city, OR 14,583
Edmonds city, WA 39,709
El Cerrito city, CA 23,549
El Dorado County, CA 181,058
Elk Grove city, CA 153,015
Encinitas city, CA 59,518
Forest Grove city, OR 21,083
Fremont city, CA 214,089
Grass Valley city, CA 12,860
Hayward city, CA 144,186
Hermiston city, OR 16,745
Hoquiam city, WA 8,726
Keizer city, OR 36,478
Kenmore city, WA 20,460
Kirkland city, WA 48,787
La Mesa city, CA 57,065
Laguna Beach city, CA 22,723
Laguna Hills city, CA 30,344
Laguna Niguel city, CA 62,979
Lake Oswego city, OR 36,619
Lane County, OR 351,715
Livermore city, CA 80,968
Lynnwood city, WA 35,836
Maple Valley city, WA 22,684
Marin County, CA 252,409
McMinnville city, OR 32,187
Medford city, OR 74,907
Menlo Park city, CA 32,026
Mercer Island city, WA 22,699
Mission Viejo city, CA 93,305
Modesto city, CA 201,165
Monterey city, CA 27,810
Mountlake Terrace city, WA 19,909
Newberg city, OR 22,068
Newport Beach city, CA 85,186
Novato city, CA 51,904
Oakley city, CA 35,432
Palm Springs city, CA 44,552
Palo Alto city, CA 64,403
Pasadena city, CA 137,122
Pasco city, WA 59,781
Portland city, OR 583,776
Redmond city, WA 54,144
Richmond city, CA 103,701
Riverside city, CA 303,871
Sammamish city, WA 45,780
San Anselmo town, CA 12,336
San Carlos city, CA 28,406
San Diego city, CA 1,307,402
San Francisco city, CA 805,235
San Jose city, CA 945,942
San Marcos city, CA 83,781
San Rafael city, CA 57,713
Santa Clarita city, CA 176,320
Santa Monica city, CA 89,736
Seaside city, CA 33,025
SeaTac city, WA 26,909
South Lake Tahoe city, CA 21,403
Spokane Valley city, WA 89,755
Springfield city, OR 59,403
Sunnyvale city, CA 140,081
Tacoma city, WA 198,397
Temecula city, CA 100,097
Thousand Oaks city, CA 126,683
Tualatin city, OR 26,054
Umatilla city, OR 6,906
Vancouver city, WA 161,791
Ventura CCD, CA 111,889
Walnut Creek city, CA 64,173

West Richland city, WA..... 11,811
Wilsonville city, OR..... 19,509
Woodland city, CA..... 55,468
Woodland city, WA..... 5,509
Yakima city, WA..... 91,067

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™) was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual

behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

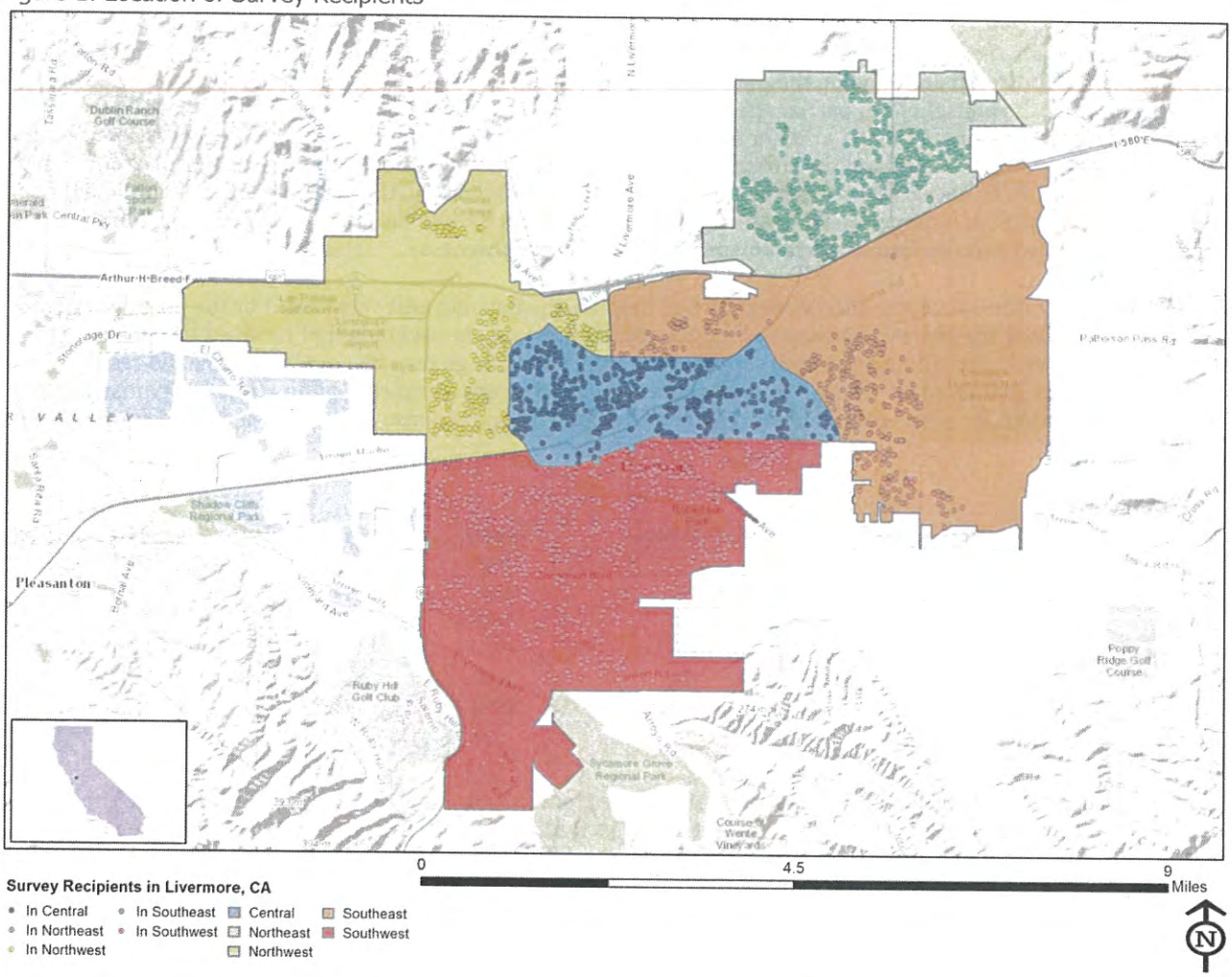
Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Livermore were eligible to participate in the survey. A list of all households was represented by a United States Postal Service listing of housing units within the zip codes serving Livermore. Since some of the zip codes that serve the City of Livermore households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Livermore boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of five geographic areas of the City (Central, Northeast, Northwest, Southeast or Southwest).

To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every *Nth* one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning in November 2014. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Both cover letters contained paragraphs in Spanish instructing participants to complete the survey online in Spanish if they preferred; all respondents could opt to take the survey online in English or Spanish. Completed surveys were collected over the following seven weeks.

About 2% of the 3,000 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,953 households that received the survey, 736 completed the survey, providing an overall response rate of 25%; average response rates for a mailed resident survey range from 25% to 40%. Of the 736 completed surveys, 64 were completed online (one in Spanish and 63 in English). Additionally, responses were tracked by geographic area; response rates by area ranged from 18% to 32%.

Table 77: Survey Response Rates by Area

	Number mailed	Undeliverable	Eligible	Returned	Response rate
Central	717	9	708	136	19%
Northeast	568	9	559	129	23%
Northwest	366	6	360	65	18%
Southeast	377	9	368	99	27%
Southwest	972	14	958	307	32%
Overall	3,000	47	2,953	736	25%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions.[1]

The margin of error for the City of Livermore survey is 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.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and "cleaned" as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Livermore. The primary objective of weighting

[1] A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as "excellent" or "good," then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure, housing unit type, race, ethnicity and sex and age. The results of the weighting scheme are presented in the following table.

Table 78: Livermore, CA 2014 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	30%	19%	29%
Own home	70%	81%	71%
Detached unit	74%	77%	75%
Attached unit	26%	23%	25%
Race and Ethnicity			
White	77%	80%	77%
Not white	23%	20%	23%
Not Hispanic	82%	90%	82%
Hispanic	18%	10%	18%
Sex and Age			
Female	51%	54%	50%
Male	49%	46%	50%
18-34 years of age	27%	9%	26%
35-54 years of age	45%	37%	44%
55+ years of age	28%	55%	30%
Females 18-34	13%	5%	13%
Females 35-54	22%	19%	22%
Females 55+	15%	30%	16%
Males 18-34	14%	4%	14%
Males 35-54	22%	17%	22%
Males 55+	13%	25%	14%
Areas			
Central	23%	18%	20%
Northeast	18%	18%	19%
Northwest	12%	9%	9%
Southeast	13%	13%	13%
Southwest	33%	42%	40%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month.

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 reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Appendix D: Survey Materials

Dear Livermore Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better City!

Sincerely,

Marc Roberts
City Manager/Administrador Municipal de Livermore

Estimado Residente de Livermore,

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

¡Gracias por ayudar a crear una Livermore mejor!

Atentamente,

Dear Livermore Resident,

It won't take much of your time to make a big difference!

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Marc Roberts
City Manager/Administrador Municipal de Livermore

LIVERMORE
CALIFORNIA

City Hall
1052 S. Livermore Avenue
Livermore, CA 94550

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

LIVERMORE
CALIFORNIA

City Hall
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LIVERMORE
CALIFORNIA

November 2014

Dear City of Livermore Resident:

Please help us shape the future of Livermore! You have been selected at random to participate in the 2014 Livermore Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Livermore make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

  www.n-r-c.com/survey/livermore.htm

The Livermore Public Library offers free computer use to complete your survey.

If you have any questions about the survey please call (925) 960-4660.

Thank you for your time and participation!

Sincerely,

Estimado Residente de La Ciudad de Livermore:

¡Por favor ayúdenos a moldear el futuro de Livermore! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Livermore del 2014.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Livermore tomar decisiones que afectarán a nuestra ciudad.

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

  www.n-r-c.com/survey/livermore.htm

  Para la versión en español haga clic en "Español" en la esquina superior a mano derecha. La Biblioteca Pública de Livermore le ofrece uso gratuito de computadora para completar su encuesta.

Si tiene alguna pregunta sobre la encuesta por favor llame al (925) 960-4660.

¡Gracias por su tiempo y participación!

Atentamente,

Marc Roberts
City Manager/Administrador Municipal de Livermore

City Hall
1052 South Livermore Avenue
Livermore, CA 94550

www.cityoflivermore.net
TDD: (925) 960-4104

LIVERMORE
CALIFORNIA

November 2014

Dear City of Livermore Resident:

Here's a second chance if you haven't already responded to the 2014 Livermore Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Livermore! You have been selected at random to participate in the 2014 Livermore Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Livermore make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

  www.n-r-c.com/survey/livermoreca.htm

The Livermore Public Library offers free computer use to complete your survey.

If you have any questions about the survey please call (925) 960-4660.

Thank you for your time and participation!

Sincerely,

Estimado Residente de La Ciudad de Livermore:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de Ciudadanos de Livermore del 2014! **(Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)**

¡Por favor ayúdenos a moldear el futuro de Livermore! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Livermore del 2014.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Livermore tomar decisiones que afectarán a nuestra ciudad.

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

  www.n-r-c.com/survey/livermoreca.htm

  Para la versión en español haga clic en "Español" en la esquina superior a mano derecha. La Biblioteca Pública de Livermore le ofrece uso gratuito de computadora para completar su encuesta.

Si tiene alguna pregunta sobre la encuesta por favor llame al (925) 960-4660.
¡Gracias por su tiempo y participación!

Atentamente,

Marc Roberts, City Manager/Administrador Municipal de Livermore

City Hall
1052 South Livermore Avenue
Livermore, CA 94550

www.cityoflivermore.net
TDD: (925) 960-4104

The City of Livermore 2014 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Livermore:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Livermore as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Livermore as a place to raise children	1	2	3	4	5
Livermore as a place to work	1	2	3	4	5
Livermore as a place to visit	1	2	3	4	5
Livermore as a place to retire	1	2	3	4	5
The overall quality of life in Livermore	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Livermore as a whole:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Overall feeling of safety in Livermore	1	2	3	4	5
Overall ease of getting to the places you usually have to visit	1	2	3	4	5
Quality of overall natural environment in Livermore	1	2	3	4	5
Overall "built environment" of Livermore (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Livermore	1	2	3	4	5
Overall opportunities for education and enrichment	1	2	3	4	5
Overall economic health of Livermore	1	2	3	4	5
Sense of community	1	2	3	4	5
Overall image or reputation of Livermore	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	Very likely	*Somewhat likely*	*Somewhat unlikely*	*Very unlikely*	*Don't know*
Recommend living in Livermore to someone who asks	1	2	3	4	5
Remain in Livermore for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	Very safe	*Somewhat safe*	*Neither safe nor unsafe*	*Somewhat unsafe*	*Very unsafe*	*Don't know*
In your neighborhood during the day	1	2	3	4	5	6
In Livermore's downtown area during the day	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Livermore as a whole:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Traffic flow on major streets	1	2	3	4	5
Ease of public parking	1	2	3	4	5
Ease of travel by car in Livermore	1	2	3	4	5
Ease of travel by public transportation in Livermore	1	2	3	4	5
Ease of travel by bicycle in Livermore	1	2	3	4	5
Ease of walking in Livermore	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of Livermore	1	2	3	4	5
Overall appearance of Livermore	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Livermore as a whole:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Livermore	1	2	3	4	5
Overall quality of business and service establishments in Livermore	1	2	3	4	5
Vibrant downtown area	1	2	3	4	5
Overall quality of new development in Livermore	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Livermore	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	No	*Yes*
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Livermore (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Livermore	1	2
Reported a crime to the police in Livermore	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the City of Livermore (in-person, phone, email or web) for help or information	1	2
Contacted Livermore elected officials (in-person, phone, email or web) to express your opinion	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Livermore?

	2 times a week or more	*2-4 times a month*	*Once a month or less*	*Not at all*
Used Livermore recreation centers or their services	1	2	3	4
Visited a neighborhood park or City park	1	2	3	4
Used Livermore public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Livermore	1	2	3	4
Attended a City-sponsored event	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving	1	2	3	4
Carpooled with other adults or children instead of driving alone	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Livermore	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Supervisors, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	2 times a week or more	*2-4 times a month*	*Once a month or less*	*Not at all*
Attended a local public meeting	1	2	3	4
Watched (online or on television) a local public meeting	1	2	3	4

The National Citizen Survey™ • © 2001-2014 National Research Center, Inc.

The City of Livermore 2014 Citizen Survey

10. Please rate the quality of each of the following services in Livermore:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
Utility billing	1	2	3	4	5
City parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5
Livermore open space	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Livermore employees (police, receptionists, planners, etc.)	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
The City of Livermore	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Livermore government performance:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
The value of services for the taxes paid to Livermore	1	2	3	4	5
The overall direction that Livermore is taking	1	2	3	4	5
The job Livermore government does at welcoming citizen involvement	1	2	3	4	5
Overall confidence in Livermore government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Livermore community to focus on each of the following in the coming two years:

	Essential	*Very important*	*Somewhat important*	*Not at all important*
Overall feeling of safety in Livermore	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Livermore	1	2	3	4
Overall "built environment" of Livermore (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Livermore	1	2	3	4
Overall opportunities for education and enrichment	1	2	3	4
Overall economic health of Livermore	1	2	3	4
Sense of community	1	2	3	4

14. Please rate how important, if at all, each of the following areas of emphasis are to the overall quality of life in Livermore:

	Essential	*Very important*	*Somewhat important*	*Not at all important*
Springtown public facilities planning (library, golf course, trails and parks)	1	2	3	4
Youth initiatives and programs (e.g. Pathway to Picasso, Livermore Believes and Art in the Schools programs)	1	2	3	4
Regional and local transportation (BART, I-580, regional rail)	1	2	3	4
Water supply, recycling and conservation	1	2	3	4
Preserve open space/greenbelt areas around Livermore	1	2	3	4
Downtown parking	1	2	3	4

15. 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?

	Strongly support	*Somewhat support*	*Somewhat oppose*	*Strongly oppose*	*Don't know*
Conference/event center	1	2	3	4	5
Hotel	1	2	3	4	5
Retail	1	2	3	4	5
Housing	1	2	3	4	5
Parking	1	2	3	4	5

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The City of Livermore 2014 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	Never	*Rarely*	*Sometimes*	*Usually*	*Always*
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Livermore	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections	1	2	3	4	5

D2. Would you say that in general your health is:

❍ Excellent ❍ Very good ❍ Good ❍ Fair ❍ Poor

D3. 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:

❍ Very positive ❍ Somewhat positive ❍ Neutral ❍ Somewhat negative ❍ Very negative

D4. What is your employment status?

❍ Working full time for pay
❍ Working part time for pay
❍ Unemployed, looking for paid work
❍ Unemployed, not looking for paid work
❍ Fully retired

D5. Do you work inside the boundaries of Livermore?

❍ Yes, outside the home
❍ Yes, from home
❍ No

D6. How many years have you lived in Livermore?

❍ Less than 2 years ❍ 11-20 years
❍ 2-5 years ❍ More than 20 years
❍ 6-10 years

D7. Which best describes the building you live in?

❍ One family house detached from any other houses
❍ Building with two or more homes (duplex, townhome, apartment or condominium)
❍ Mobile home
❍ Other

D8. Is this house, apartment or mobile home...

❍ Rented
❍ Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

❍ Less than $300 per month
❍ $300 to $599 per month
❍ $600 to $999 per month
❍ $1,000 to $1,499 per month
❍ $1,500 to $2,499 per month
❍ $2,500 or more per month

D10. Do any children 17 or under live in your household?

❍ No ❍ Yes

D11. Are you or any other members of your household aged 65 or older?

❍ No ❍ Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

❍ Less than $25,000
❍ $25,000 to $49,999
❍ $50,000 to $99,999
❍ $100,000 to $149,999
❍ $150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

❍ No, not Spanish, Hispanic or Latino
❍ Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

❍ American Indian or Alaskan Native
❍ Asian, Asian Indian or Pacific Islander
❍ Black or African American
❍ White
❍ Other

D15. In which category is your age?

❍ 18-24 years ❍ 55-64 years
❍ 25-34 years ❍ 65-74 years
❍ 35-44 years ❍ 75 years or older
❍ 45-54 years

D16. What is your sex?

❍ Female ❍ Male

D17. Do you consider a cell phone or land line your primary telephone number?

❍ Cell ❍ Land line ❍ Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502

LIVERMORE
CALIFORNIA

City Hall
1052 S. Livermore Avenue
Livermore, CA 94550

Information for Spanish speakers enclosed.

Adjunto hay información en español para los hispanoparlantes.

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