



GODBE RESEARCH
Gain Insight



County of San Mateo: County Satisfaction Survey

August 9, 2016

Overview and Research Objectives

The County of San Mateo commissioned Godbe Research to conduct a survey of San Mateo County residents with the following research objectives:

- Gauge the public's perceptions of quality of life;
- Gauge satisfaction with the County's provision of services;
- Assess importance and satisfaction with County issues and services;
- Gauge opinion of whether the County effectively manages public funds;
- Assess opinion on the Sheriff's Department and feelings of safety;
- Gauge opinion on contact with County employees; and
- Identify demographic and/or voter behavioral characteristics for statistical purposes.

➤ Data Collection	Telephone and Online Interviewing
➤ Universe	All registered voters weighted to the 2014 American Community Survey of 578,237 adult (age 18 and older) residents of San Mateo County
➤ Fielding Dates	June 13 through June 23, 2016
➤ Interview Length	20 minutes
➤ Sample Size	612 (online=244; cell=106; landline=262)
➤ Margin of Error	± 3.96%

Note: The data have been weighted by respondent gender, age and ethnicity to reflect the actual population characteristics of the adult residents in San Mateo County (Based on 2014 ACS (American Community Survey)).

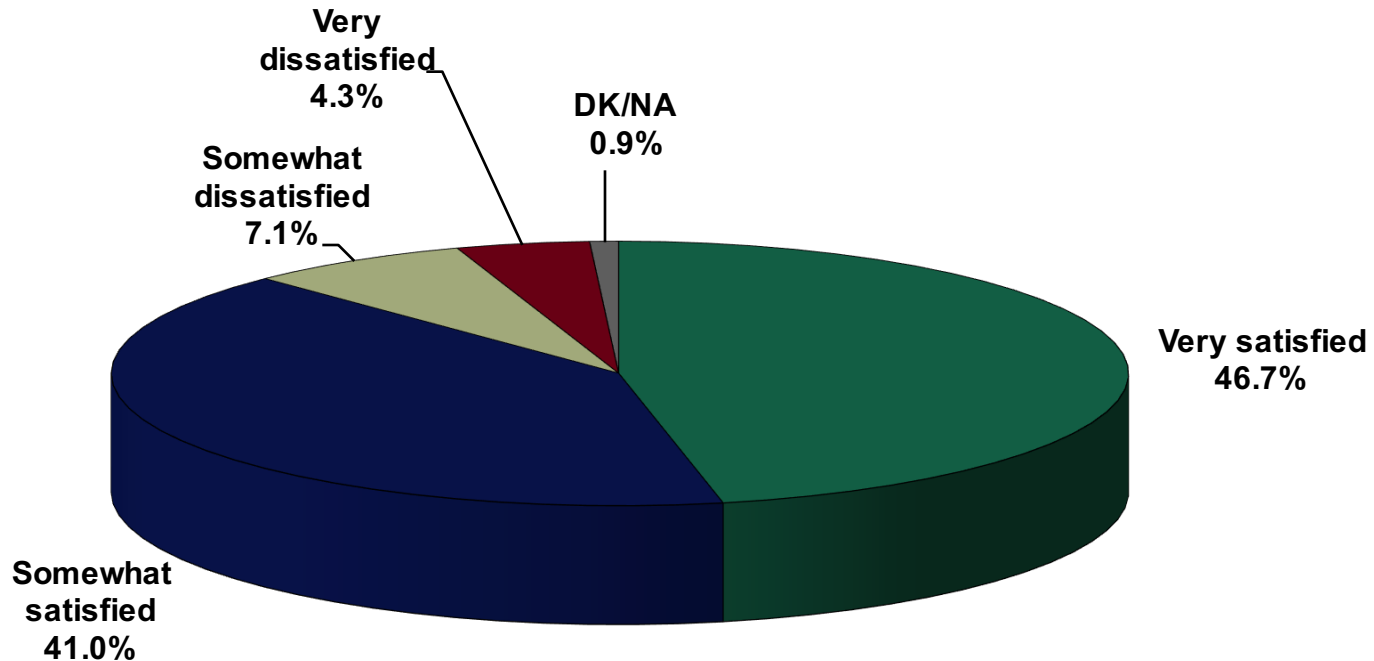


GODBE RESEARCH
Gain Insight



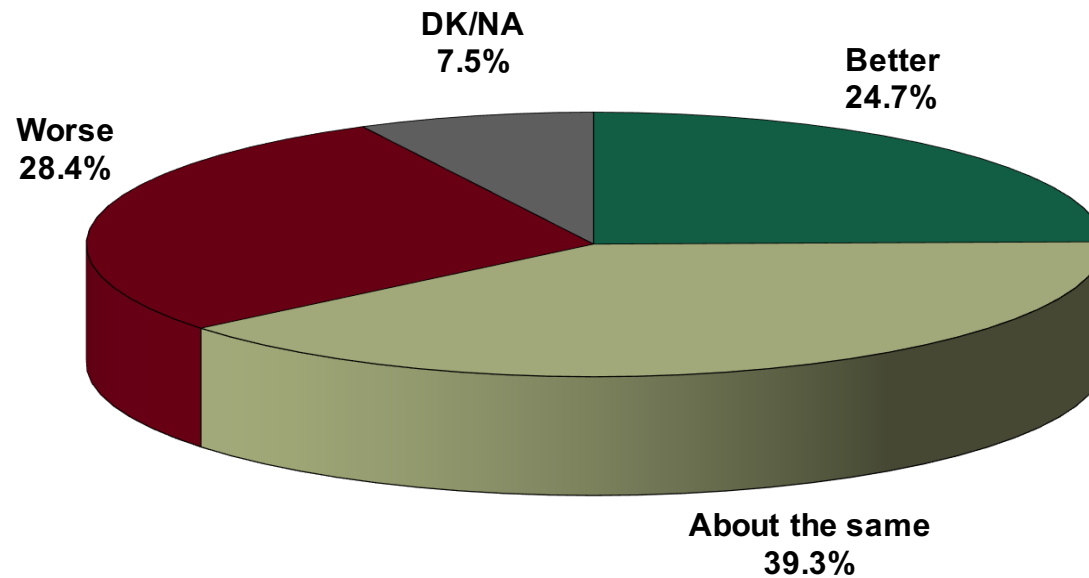
Key Findings

Q1. Satisfaction With Overall Quality of Life in San Mateo County (n=612)

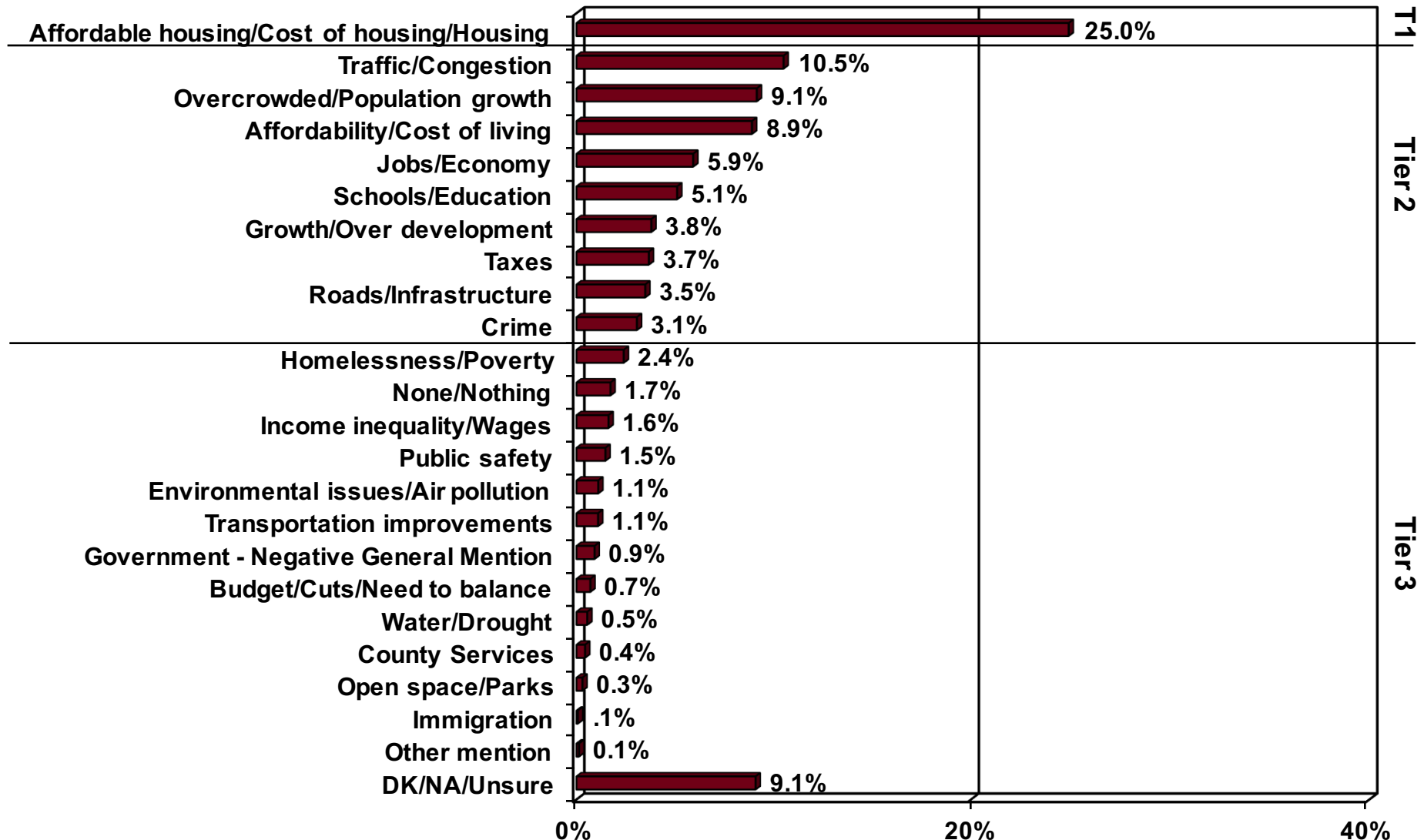


Total Sat = 87.7%
Total Dissat = 11.4%
Ratio Sat to Dissat = 7.7 to 1

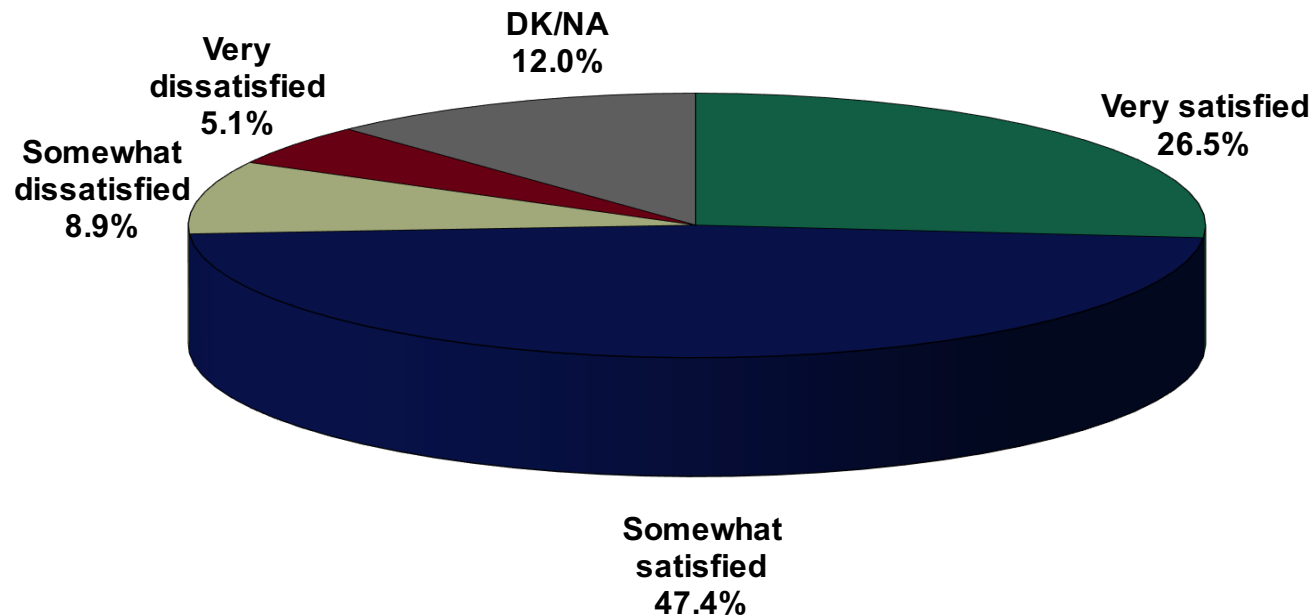
Q2. Opinion on Quality of Life in the Next Five Years (n=612)



Q3. Most Important Issue Facing San Mateo County (n=612)

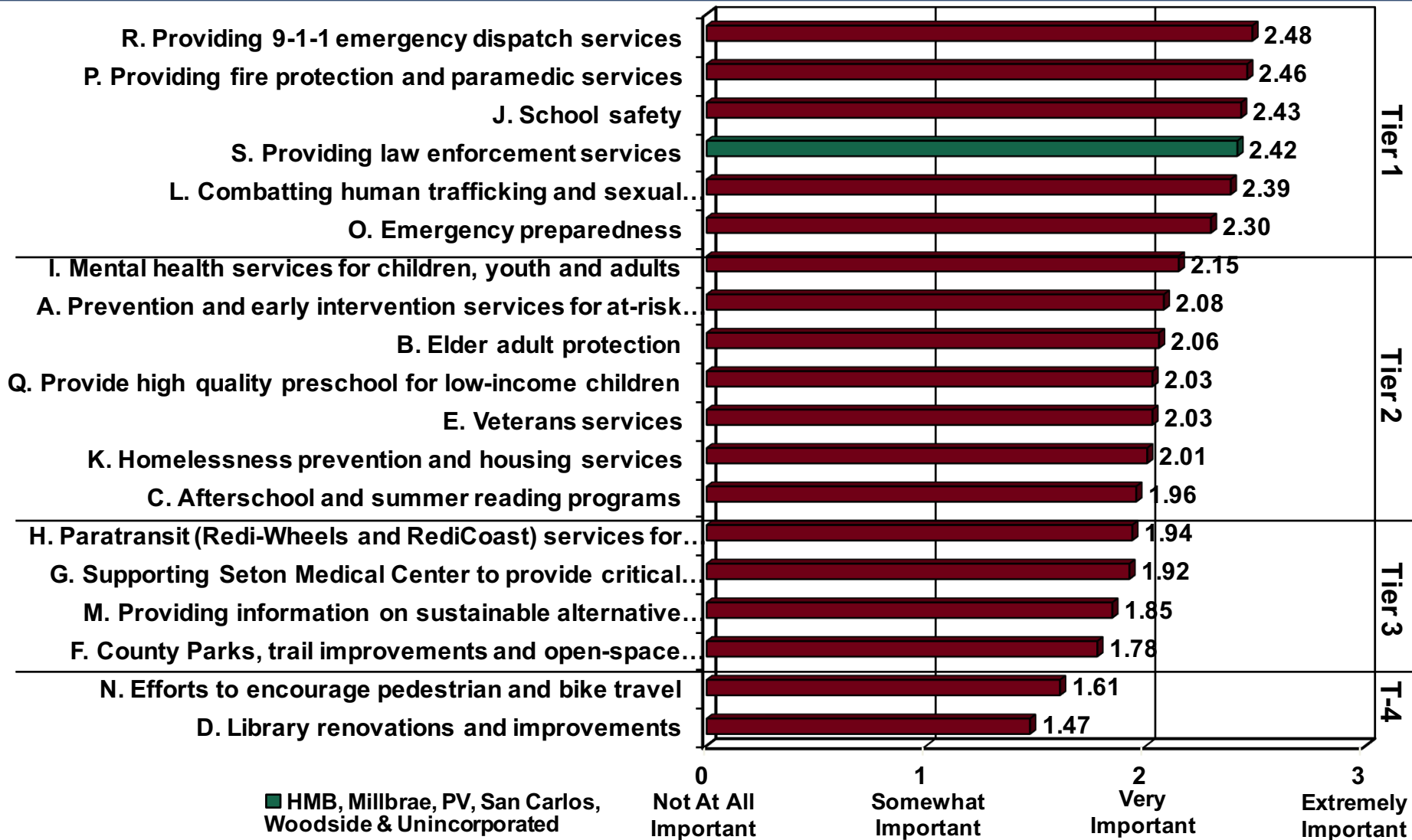


Q4. Satisfaction With Provision of County Services (n=612)



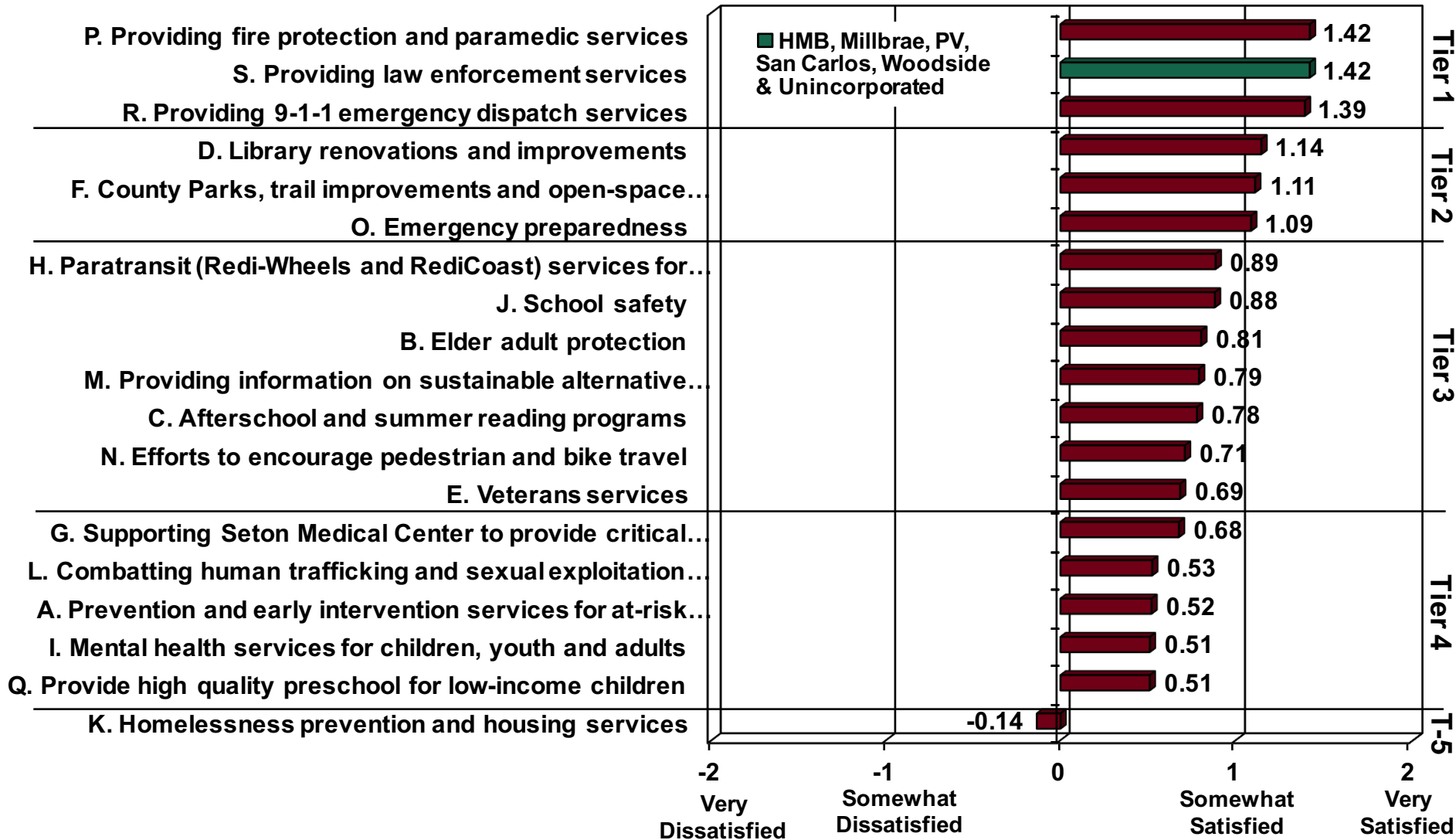
Total Sat = 73.9%
Total Dissat = 14.0%
Ratio Sat to Dissat = 5.3 to 1

Q5. Importance of County Issues and Services (n=612)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not At All Important" = 0.

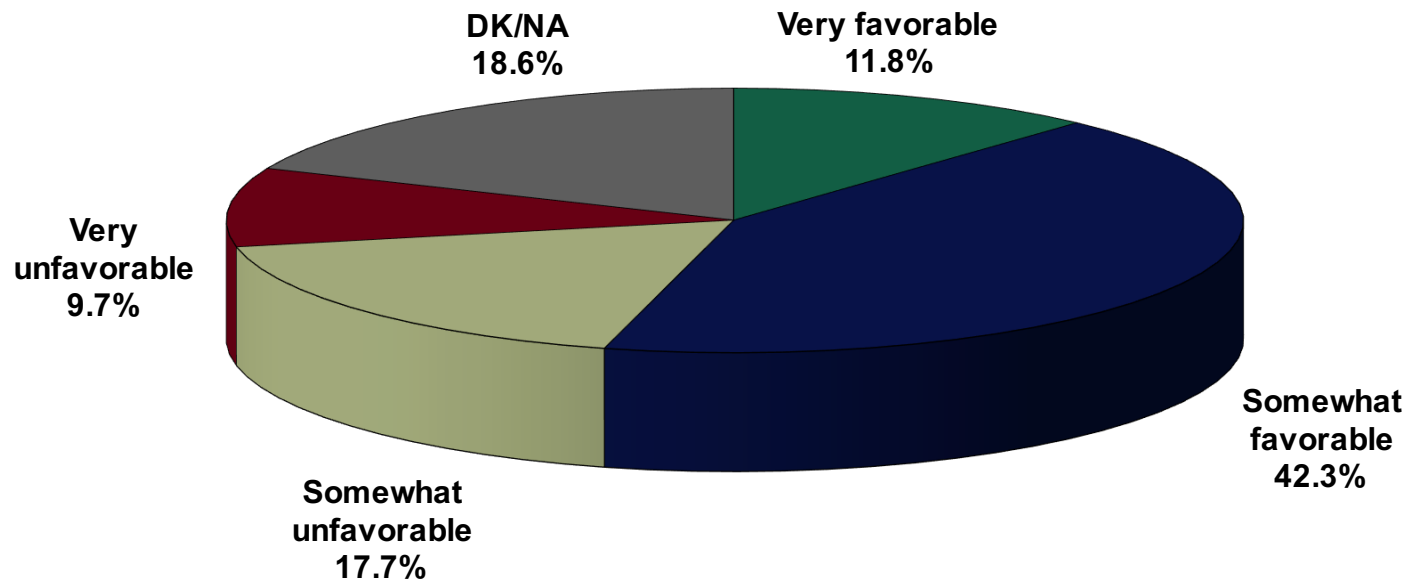
Q6. Satisfaction With County Issues and Services (n=612)



Importance – Satisfaction Prioritization (n=612)

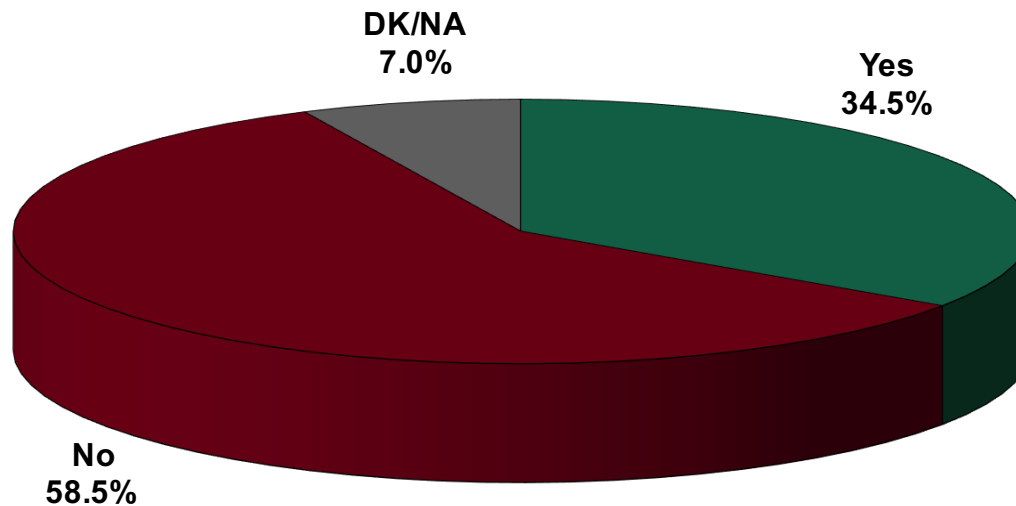
	Importance	Satisfaction
5R. Providing 9-1-1 emergency dispatch services	2.48	1.39
5P. Providing fire protection and paramedic services	2.46	1.42
5J. School safety	2.43	0.88
5S. Providing law enforcement services	2.42	1.42
5L. Combatting human trafficking and sexual exploitation of children	2.39	0.53
5O. Emergency preparedness	2.30	1.09
5I. Mental health services for children, youth and adults	2.15	0.51
5A. Prevention and early intervention services for at-risk youth	2.08	0.52
5B. Elder adult protection	2.06	0.81
5Q. Provide high quality preschool for low-income children	2.03	0.51
5E. Veterans services	2.03	0.69
5K. Homelessness prevention and housing services	2.01	-0.14
5C. Afterschool and summer reading programs	1.96	0.78
5H. Paratransit (Redi-Wheels and RediCoast) services for elderly and disabled individuals	1.94	0.89
5G. Supporting Seton Medical Center to provide critical health care services to low-income residents	1.92	0.68
5M. Providing information on sustainable alternative energy, water usage and sea level rise	1.85	0.79
5F. County Parks, trail improvements and open-space protection	1.78	1.11
5N. Efforts to encourage pedestrian and bike travel	1.61	0.71
5D. Library renovations and improvements	1.47	1.14

Q7. Opinion on Whether County is Effectively Managing Public Funds (n=612)

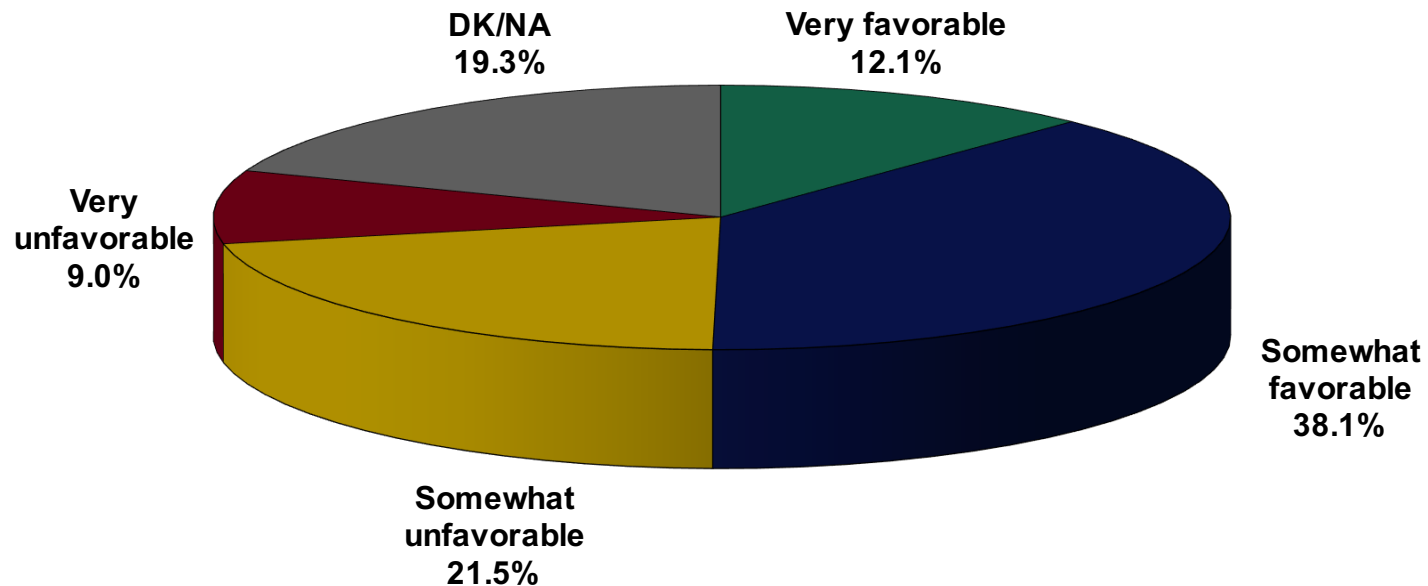


Total Sat = 54.1%
Total Dissat = 27.4%
Ratio Sat to Dissat = 2.0 to 1

Q8. Seen, Heard or Read About Measure A (n=612)

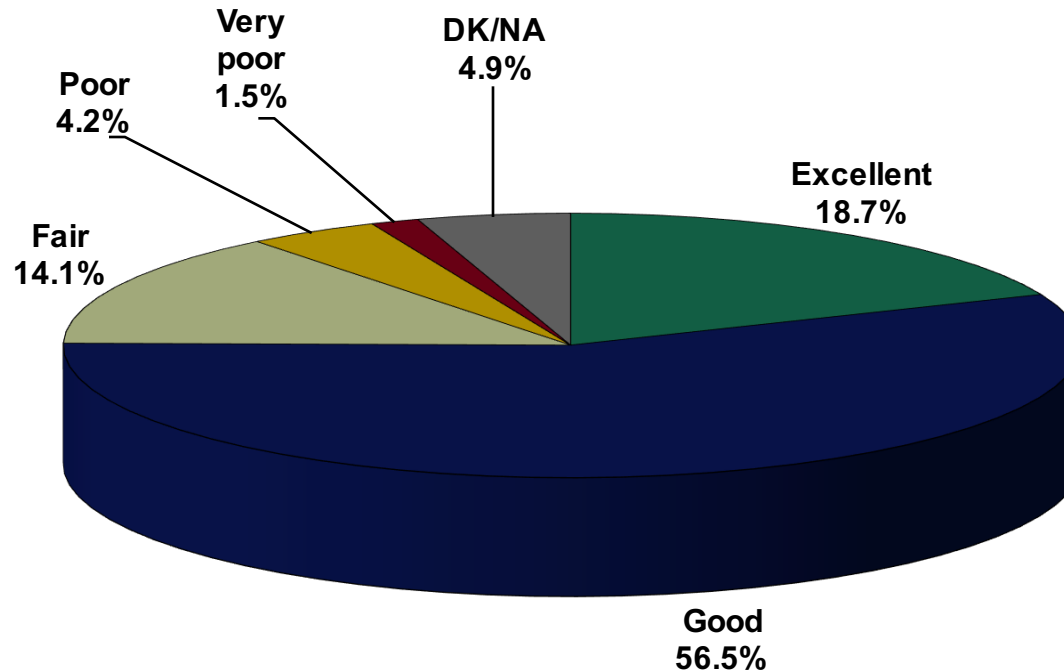


Q9. Opinion on Whether County is Effectively Managing Measure A Funds (n=211)



Total Sat = 50.2%
Total Dissat = 30.5%
Ratio Sat to Dissat = 1.6 to 1

Q10. Opinion on Job the Sheriff's Department Does Addressing Neighborhood Concerns (n=122)



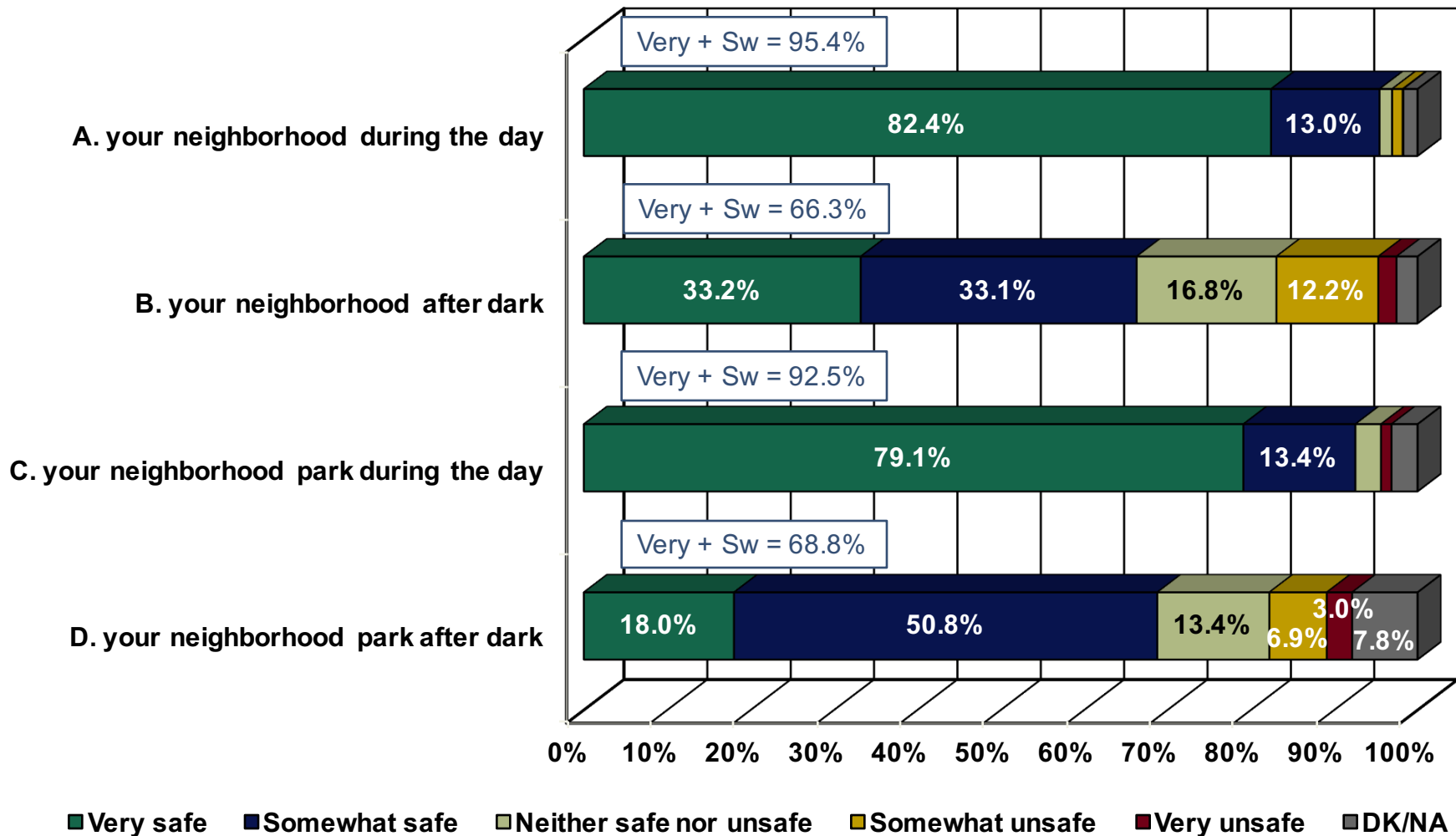
Excell + Good = 75.2%

Fair = 14.1%

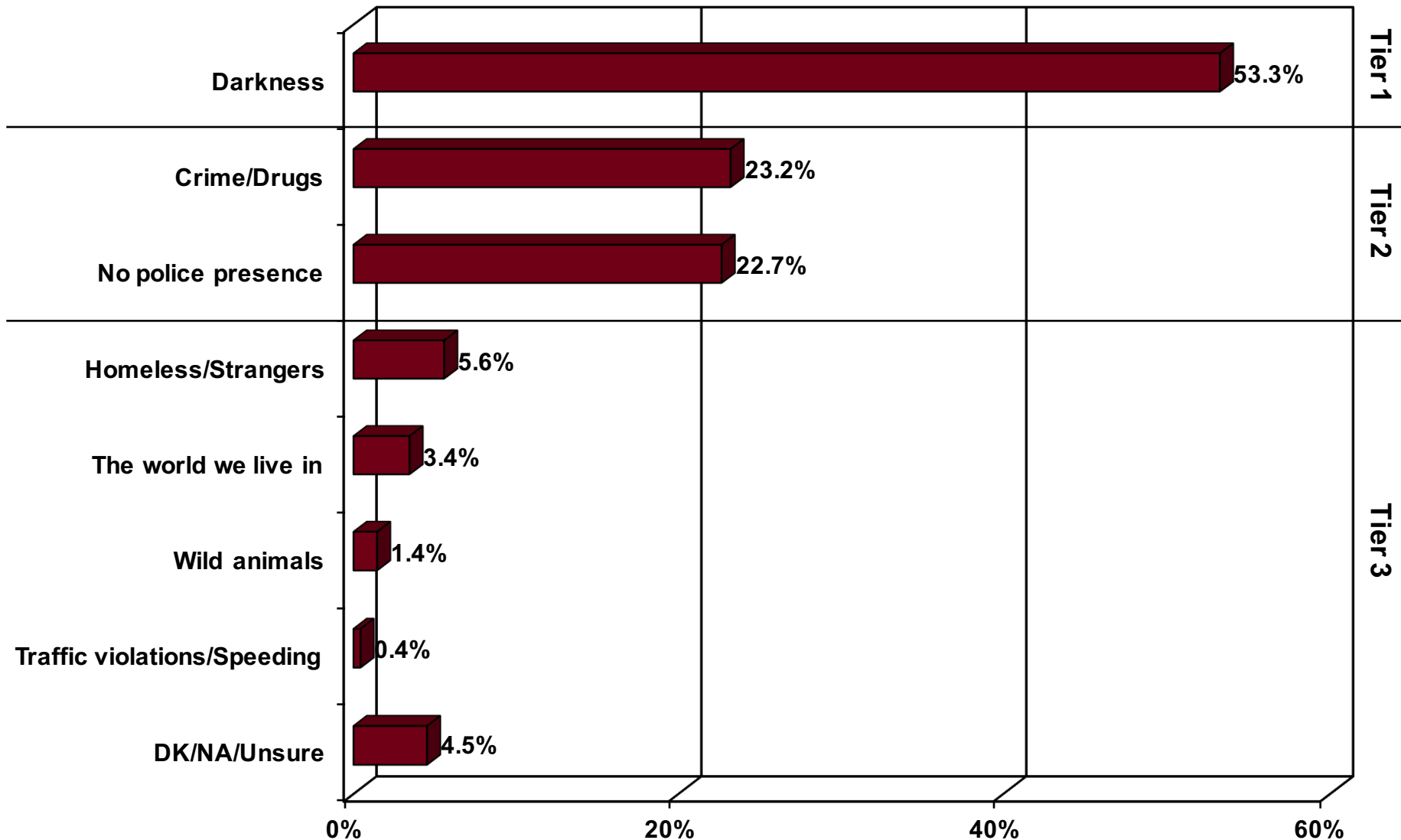
Poor + Very Poor = 5.7%

Ratio E+G to P+VP = 13.2 to 1

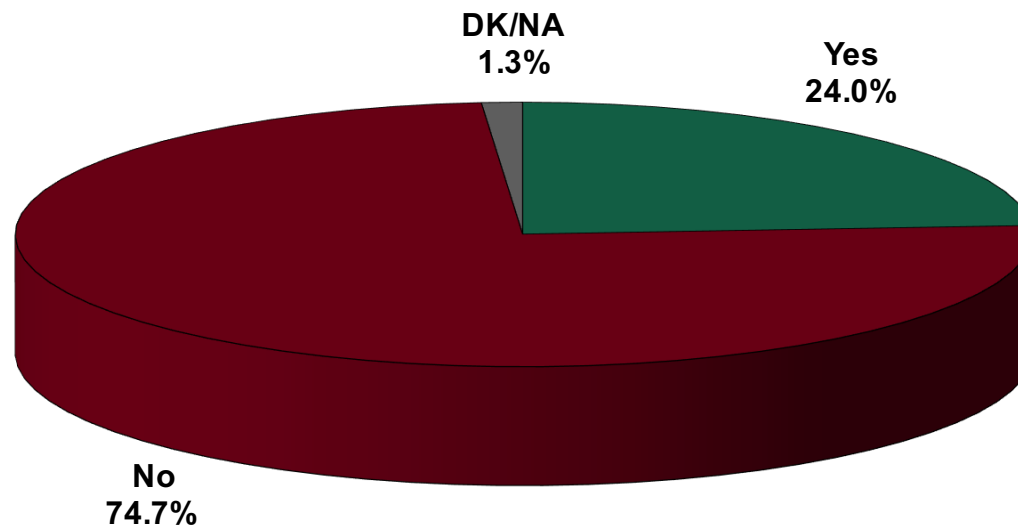
Q11. Feelings of Safety (n=612)



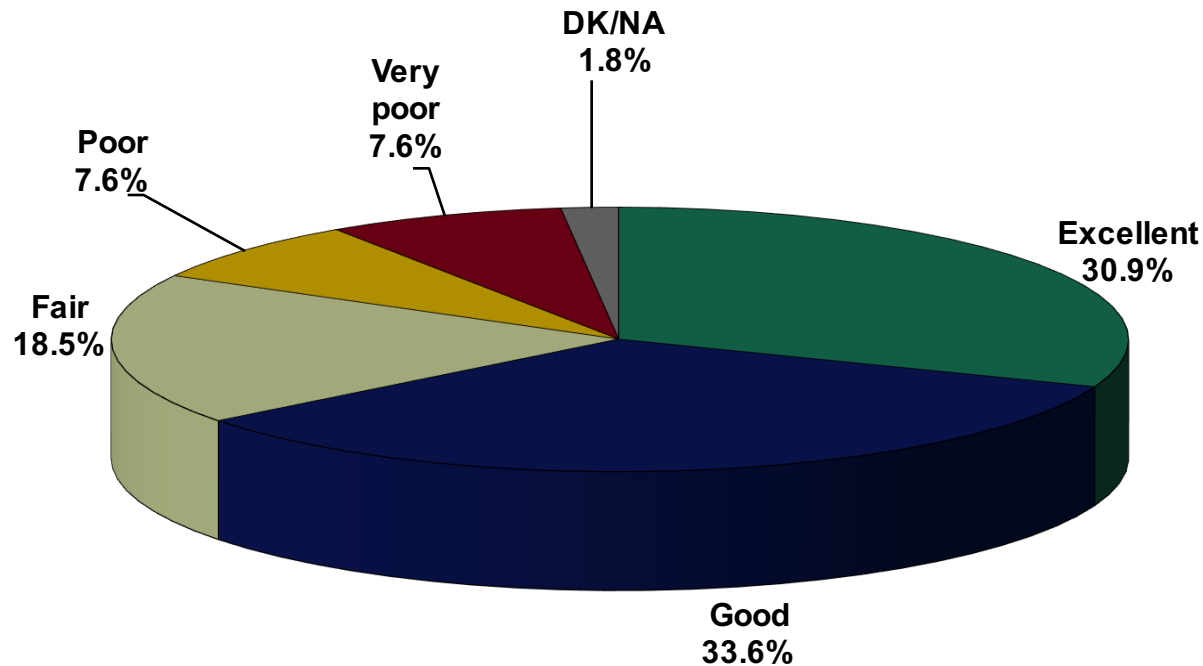
Q12. Reasons for Feeling Unsafe (n=24)



Q13. Interacted With County Employee in Past 12 Months (n=612)



Q14. Opinion on Customer Service and Response (n=147)



Excell + Good = 64.5%

Fair = 18.5%

Poor + Very Poor = 15.2%

Ratio E+G to P+VP = 4.2 to 1



GODBE RESEARCH
Gain Insight



www.godberesearch.com

California and Corporate Offices
1575 Old Bayshore Highway, Suite 102
Burlingame, CA 94010

Nevada Office
59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

Pacific Northwest Office
601 108th Avenue NE, Suite 1900
Bellevue, WA 98004