EMC research

Survey of Residents
Sonoma County, CA
Mode: Phone, Email-to-Web, Text-to-Web
18 minutes
1000n
FINAL 03/13/23
EMC Research #23-8811

(T) = "Tracking" question, meaning this question was asked in a previous survey for Sonoma County.

GREETING: Hello, my name is _____, may I speak with **(NAME ON LIST)**?
INTERVIEWER: NOL ONLY
INTRO: Hello, my name is _____, and I'm conducting a survey for _____ to find out how people feel about issues in Sonoma County. We are not trying to sell anything and are collecting this information on a scientific and completely confidential basis.

LANGUAGE OF INTERVIEW.
1. English
2. Spanish

Introductory Questions

1.   To start, do you live in Sonoma County?
1. Yes
2. No ➔ **TERMINATE**
3. (Don't know/Refused) ➔ **TERMINATE**

2.   What city do you live in? **(DO NOT READ LIST)**
1. Cloverdale
2. Cotati
3. Healdsburg
4. Petaluma
5. Rohnert Park
6. Santa Rosa
7. Sebastopol
8. Sonoma
9. Windsor
10. Unincorporated Sonoma County
11. Other
12. (Don't know/Refused)

3.   **(T)** Do you feel that things in Sonoma County are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?
1. Right Direction
2. Wrong Track
3. (Don't Know/Refused)

Quality of Life

4INT. Using a scale of excellent, good, only fair, or poor, how would you rate each of the following in Sonoma County? **(PROMPT IF NECESSARY:** How would you rate that in Sonoma County, using a scale of excellent, good, only fair or poor?**)**

SCALE:

1. Excellent
2. Good
3. Only fair
4. Poor
5. (Don't know/Refused)

4.   The overall quality of life in Sonoma County

5.   The quality of life in your neighborhood

Top Issues/Concerns

6.   And what do you think is the most important problem facing Sonoma County today? **(OPEN ENDED QUESTION)**

7INT. Please tell me if you feel each of the following is a very serious problem facing Sonoma County, a somewhat serious problem, a not too serious problem or a not at all serious problem in this area.
(PROMPT IF NECESSARY: Do you feel that is a very serious problem, a somewhat serious problem, a not too serious problem, or a not at all serious problem?**)**

SCALE:

    1. Not at all serious
    2. Not too serious
    3. Somewhat serious
    4. Very serious
    5. (Don't know/Refused)

(RANDOMIZE)

7.   **(T)** Traffic congestion

8.   **(T)** The economy

9.   **(T)** The cost of living

10.   **(T)** The quality of local public education

11.   **(T)** The supply of water

12.   **(T)** The danger of flooding

13.   **(T)** Global warming, or climate change

14.   The danger of wildfires

15.   Crime and public safety

16.   Homelessness

17.   Mental health and addiction

18.   Racial inequity

19.   Income inequality

20.   A lack of available housing for all income levels

(END RANDOMIZE)

County of Sonoma Government Overall Ratings

21INT. Please rate how you think the County of Sonoma government is doing in each of the following areas. Please use a scale of excellent, good, only fair, or poor. If you aren't sure one way or the other, please just say so.

SCALE:

1. Excellent
2. Good
3. Only fair
4. Poor
5. (Don't know/Refused)

(ALWAYS ASK FIRST)

21.   The job the County of Sonoma government is doing overall

(RANDOMIZE)

22.   **(IF Q2=/=10, NOT IN UNINCORPORATED)** The job your city government is doing overall

23.   The job the County of Sonoma government is doing managing its budget and finances

(END RANDOMIZE)

Service Ratings

24INT. And again using a scale of excellent, good, only fair, or poor, how would you rate each of the following in Sonoma County?
(PROMPT IF NECESSARY: How would you rate that in Sonoma County, using a scale of excellent, good, only fair, or poor?**)**

SCALE:

1. Excellent
2. Good
3. Only fair
4. Poor
5. (Don't know/Refused)

(RANDOMIZE)

24.   Public safety services

25.   Fire services

26.   Emergency and disaster response

27.   Street and road maintenance

28.   Sidewalk and walking path maintenance

29.   Parks, playgrounds, and recreational areas

30.   Preservation of natural areas such as open space, farmlands and greenbelts

31.   Programs for family and youth

32.   Public transportation

33.   Services for people experiencing homelessness

34.   Services for people experiencing mental health crises

35.   Programs for seniors

(END RANDOMIZE)

36.   Have you had any interactions with a county employee in the process of seeking services in the last two years? **(IF YES was that in person, by phone, or by email)**
        1. Yes, in person
        2. Yes, by phone
        3. Yes, by email
        4. No
        5. (Don't know/Refused)

37.   **(IF Q36=1-3, Yes, had interaction(s) with a county employee)** In which department or departments did you seek services? **(OPEN-ENDED QUESTION; RECORD VERBATIMS; ACCEPT MULTIPLE RESPONSES)**

38.   **(IF Q36=1-3, Yes, had interaction(s) with a county employee)** How would you rate your experience with the county service or services you accessed? Would you say your experience was excellent, good, only fair, or poor?
        1. Excellent
        2. Good
        3. Only fair
        4. Poor
        5. (Don't know/Refused)

39.   **(IF Q38=3 or 4, "Only fair" or "Poor")** Why did you rate your experience as **[**Only/fair **/** poor**] (OPEN-ENDED QUESTION; RECORD VERBATIMS; ACCEPT MULTIPLE RESPONSES)**

Attitudes about Sonoma County

40INT. Please indicate if you agree or disagree with each of the following statements.
(PROMPT IF NECESSARY: Would you say you strongly agree, somewhat agree, somewhat disagree or strongly disagree with that statement?**)**

SCALE:

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
5. (Don't know/Refused)

(RANDOMIZE)

40.   I am excited about the future of Sonoma County

41.   I am unhappy or worried about changes happening in Sonoma County

42.   Sonoma County is a place that is welcoming to people of all backgrounds

43.   The County of Sonoma government is focusing on the priorities that matter most to community members

44.   Services provided by the County of Sonoma government are convenient and easy-to-use

45.   I am concerned about finding an affordable place to live in Sonoma County for myself

46.   I am concerned about friends or family members being able to find an affordable place to live in Sonoma County

(END RANDOMIZE)

47.   Would you say that homelessness in Sonoma County has gotten better in the past few years, gotten worse, or stayed about the same? **(If better/worse** Is that much better/worse or somewhat **better/worse?)**
    1. Much better
    2. Somewhat better
    3. Somewhat worse
    4. Much worse
    5. Stayed the same
    6. (Don't know/Refused)

Emergency preparedness

48.   What sources do you use to stay informed or for information during an emergency? **(OPEN-ENDED QUESTION, ACCEPT MULTIPLE RESPONSES, CODE RESPONSES INTO CATEGORIES LISTED BELOW)**
1.   (Email)
2.   (SoCoAlert)
3.   (NOAA Radio)
4.   (Nixle)
5.   (Text)
6.   (Phone call)
7.   (Voice Mail)
8.   (Social Media)
9.   (Broadcast TV/Radio)
10. (Newspaper)
11. (Neighbor/family member)
12. (Other)
13. (Don't know/Refused)

Communications

49.   What is your **primary** source of information for finding out what is going on with Sonoma County government, if any? **(OPEN ENDED QUESTION, CODE USING LIST BELOW, ONLY ALLOW ONE RESPONSE, DO NOT PROBE]**
1.   (Santa Rosa Press Democrat)
2.   (SF Chronicle)
3.   (West County Times)
4.   (Social media)
5.   (Radio)
6.   (County website)
7.   (County Newsletter)
8.   (Other online source)
9.   (Other)
10. (None)
11. (Don't know)

50.   What do you think would be the best way for the County to communicate with the local community on information about local news and events – by email, text message, print mail, online newsletter, the county website, social media or something else? **(IF SOMETHING ELSE)** What would be the best way to receive communications? **(RECORD UP TO 2)**
1.   Email
2.   Text message
3.   Print mail
4.   Online newsletter
5.   County website
6.   Social Media
7.   Something else **(Please Specify)**
8.   (Don't know/Refused)

DEMOS. My last questions are for statistical purposes only.

51.   In what year were you born? **(DO NOT READ CATEGORIES; CODE AS APPROPRIATE)**
        1. 1948 or earlier
        2. 1949-1953
        3. 1954-1958
        4. 1959-1963
        5. 1964-1968
        6. 1969-1973
        7. 1974-1978
        8. 1979-1983
        9. 1984-1988
        10. 1989-1993
        11. 1994-1998
        12. 1999-2005
        13. (Refused)

51B.   **[AGE RANGE - CODE FROM PREVIOUS QUESTION]**
        [IF Q51=11-12 Q51B=1]
        [IF Q51=9-10 Q51B=2]
        [IF Q51=7-8 Q51B=3]
        [IF Q51=4-6 Q51B=4]
        [IF Q51=1-3 Q51B=5]
        (IF REFUSED THEN ASK FOLLOWUP: "Which age group are you in? **(READ LIST)**…"**)**
        1. 18-29
        2. 30-39
        3. 40-49
        4. 50-64
        5. 65 or over
        6. (Refused)

52.   Do you identify as male, female, non-binary, transgender, or another gender identity?
        1. Male
        2. Female
        3. Non-binary
        4. Transgender
        5. Another gender identity
        6. (Don't know/Refused)

53.   Do you have any children under the age of eighteen living in your household?
        1. Yes
        2. No
        3. (Refused)

54.   What is the last grade you completed in school? **(READ LIST IF NECESSARY)**
        1.   Some grade school
        2.   Some high school
        3.   Graduated high school
        4.   Technical or Vocational school
        5.   Some college or Less than 4-year degree
        6.   Graduated college or 4-year degree (B-A, Bachelor)
        7.   Graduate or Professional Degree (M-A, Master's, P-h-D, M-B-A, Doctorate)
        8.   (Don't know/Refused)

55.   Do you own or rent the place in which you live?
        1.   Own/Buying
        2.   Rent
        3.   (Another arrangement)
        4.   (Don't know/Refused)

56.   What will be your estimated total household income before taxes for 2022? **(READ CATEGORIES IF NECESSARY)**
        1.   Less than $25,000
        2. $25,000 to less than $50,000
        3. $50,000 to less than $75,000
        4. $75,000 to less than $100,000
        5. $100,000 to less than $150,000
        6. $150,000 to less than $200,000
        7. $200,000 or more
        8.   (Don't know/Refused)

57.   For this question, tell me all responses that apply to you. Do you consider yourself to be Black or African American, Arab American, Asian American, Native Hawaiian or Other Pacific Islander, South Asian, Hispanic or Latino, Multiracial, American Indian or Alaska Native, White or Caucasian, or another race or ethnicity? **(ACCEPT MULTIPLE RESPONSES)**
        1.   Black/African American
        2.   Arab American
        3.   Asian American
        4.   Native Hawaiian/Other Pacific Islander
        5.   South Asian
        6.   Hispanic/Latinx
        7.   Multiracial
        8.   American Indian/Alaska Native
        9.   White/Caucasian
        10. Another race or ethnicity
        11. (Don't know/Refused)

58.   What language(s) do you regularly speak in your home? **(OPEN END; RECORD VERBATIM; ACCEPT MULTIPLE RESPONSES)**

THANK YOU!