

# Davis Resident Satisfaction and Policing Survey Residents of Davis, CA

Conducted: April 12-18, 2022  
n=500; Margin of Error =  $\pm 4.37$  percentage points  
EMC Research #22-8403



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[www.EMCresearch.com](http://www.EMCresearch.com)

*Tips for Reading Crosstabs: To see the results of a survey question within a demographic or attitudinal subgroup, locate the column for that subgroup and read down. Note the sample size for each subgroup shown at the top of each column when considering results. Use hyperlink bookmarks in the table of contents to navigate to a particular survey question or subgroup column.*

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[30. Crime in Davis compared to a year ago](#)

[31. Agree: I am confident that Davis' leaders are able to solve difficult problems as they arise](#)

[32. Agree: My interactions with Davis police have been positive](#)

[33. Agree: I would feel comfortable calling the police in an emergency](#)

[34. Agree: I am worried about being a victim of crime in Davis](#)

[35. Agree: the Davis Police Department is over-funded](#)

[36. Agree: Davis police respond promptly to 911 calls](#)

[37. Agree: Davis would benefit from additional police officers patrolling the city](#)

[32. Agree: My interactions with Davis police have been positive](#)

[33. Agree: I would feel comfortable calling the police in an emergency](#)

[34. Agree: I am worried about being a victim of crime in Davis](#)

[35. Agree: the Davis Police Department is over-funded](#)

[36. Agree: Davis police respond promptly to 911 calls](#)

[37. Agree: Davis would benefit from additional police officers patrolling the city](#)

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[41. Usefulness: the Davis Enterprise](#)

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[44. Usefulness: Personal Social media such as Facebook, Twitter, Nextdoor or Instagram](#)

[45. Usefulness: Local TV news](#)

[46. Usefulness: Capital public radio](#)

[40. Usefulness: the City of Davis website](#)

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[31. Agree: I am confident that Davis' leaders are able to solve difficult problems as they arise](#)

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	n	%	3. Gender			Zip code		48. Age (Self-ID + Sample)					Gender/A	
			Male	Female	Other	East (95618)	West (95616)	18-34	35-44	45-54	55-64	65+	Male: <44	Male: 45+
Number of cases	500		229	249	22	209	291	159	85	70	70	115	113	122
Row percent		100%	46%	50%	4%	42%	58%	32%	17%	14%	14%	23%	23%	24%
4. Davis Right direction/Wrong track														
Right Direction	344	69%	69%	70%	62%	68%	70%	74%	73%	67%	60%	66%	69%	67%
Wrong Track	152	30%	31%	29%	38%	32%	30%	25%	27%	33%	39%	33%	31%	32%
(Don't Know/Refused)	3	1%	0%	1%	-	0%	1%	1%	-	-	1%	1%	-	1%
Net Right Direction	+192	+38	+38	+40	+24	+36	+40	+48	+46	+34	+20	+33	+38	+35
5. Most important problem in Davis														
Growth/development and land use/sustainable	27	5%	5%	6%	-	7%	4%	3%	2%	7%	11%	6%	1%	8%
Water quality	1	0%	0%	-	-	0%	-	-	-	1%	-	-	-	0%
Water rates	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Budget/economy/Values/Planning/Low Income	20	4%	5%	4%	-	3%	4%	3%	3%	5%	3%	6%	4%	5%
Lack of affordable housing/Senior House/Student	145	29%	28%	28%	49%	23%	33%	30%	48%	25%	20%	21%	39%	19%
Education/lack of funding/More pay for teachers	10	2%	2%	2%	-	4%	1%	1%	6%	1%	1%	2%	2%	2%
Traffic	17	3%	2%	5%	-	2%	4%	5%	2%	1%	3%	4%	3%	2%
Cost of living	16	3%	3%	4%	-	3%	4%	3%	2%	2%	5%	4%	4%	2%
Lack of retail shopping/Small Businesses/Restaurants	23	5%	4%	6%	-	5%	5%	5%	3%	5%	7%	4%	3%	5%
Population growth/Immigration	8	2%	1%	2%	-	2%	2%	2%	-	3%	-	3%	-	2%
Lack of parking	1	0%	0%	-	-	-	0%	-	-	-	1%	-	-	1%
Quality of life	7	1%	1%	2%	-	2%	1%	1%	2%	1%	1%	2%	-	2%
Government/Leadership/Information/Access	20	4%	5%	2%	17%	5%	3%	2%	2%	6%	3%	9%	3%	8%
Lack of transportation	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/public safety/Drugs	49	10%	14%	6%	9%	10%	10%	12%	5%	10%	11%	9%	12%	14%
Taxes	1	0%	-	1%	-	-	1%	-	-	-	-	1%	-	-
Homelessness	70	14%	14%	14%	3%	18%	11%	11%	16%	19%	16%	12%	15%	14%
Quality/Condition/Repair Roads	23	5%	4%	5%	3%	5%	4%	3%	1%	4%	7%	9%	2%	7%
Climate/Environment	19	4%	2%	5%	-	3%	4%	4%	2%	6%	6%	3%	-	4%
Other	29	6%	5%	6%	15%	5%	6%	13%	3%	2%	3%	3%	10%	1%
None	3	1%	1%	0%	-	-	1%	1%	1%	-	-	-	1%	-
Don't know/Refused	10	2%	2%	2%	4%	3%	2%	2%	1%	3%	2%	2%	1%	3%
6. Rating: Job City of Davis is doing to provide city services														
Very satisfied	110	22%	22%	23%	3%	21%	23%	21%	32%	25%	21%	15%	25%	19%
Somewhat satisfied	273	55%	55%	54%	59%	52%	57%	63%	48%	45%	53%	54%	57%	53%
Somewhat dissatisfied	77	15%	15%	16%	20%	18%	14%	10%	14%	21%	19%	17%	13%	16%
Very dissatisfied	39	8%	8%	6%	18%	8%	7%	6%	5%	9%	6%	14%	5%	12%

	n	Age Combo			56. Ethnicity (Multiple Response)					56. Ethnicity			Party (S	
		%	Female: <44	Female: 45+	White	Hispanic	Asian	Black	Else/(Ref)	White	Non-White	Unknown/ (Ref)	Democrat	Republican
Number of cases	500		131	133	317	65	81	24	66	317	145	38	266	54
Row percent		100%	26%	27%	63%	13%	16%	5%	13%	63%	29%	8%	53%	11%
4. Davis Right direction/Wrong track														
Right Direction	344	69%	77%	62%	69%	77%	80%	68%	45%	69%	77%	38%	78%	47%
Wrong Track	152	30%	21%	37%	31%	19%	20%	32%	55%	31%	22%	62%	22%	53%
(Don't Know/Refused)	3	1%	2%	0%	0%	4%	-	-	-	0%	1%	-	0%	-
Net Right Direction	+192	+38	+56	+25	+38	+58	+60	+37	-10	+38	+55	-25	+56	-7
5. Most important problem in Davis														
Growth/development and land use/sustainable	27	5%	4%	7%	6%	6%	1%	11%	4%	6%	5%	3%	4%	4%
Water quality	1	0%	-	-	0%	-	-	-	-	0%	-	-	0%	-
Water rates	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Budget/economy/Values/Planning/Low Income	20	4%	2%	5%	5%	2%	-	5%	5%	5%	2%	7%	4%	6%
Lack of affordable housing/Senior House/Student	145	29%	35%	25%	35%	20%	30%	10%	20%	35%	19%	21%	36%	10%
Education/lack of funding/More pay for teachers	10	2%	3%	1%	2%	5%	3%	-	2%	2%	3%	4%	2%	-
Traffic	17	3%	5%	4%	4%	7%	-	4%	1%	4%	3%	-	4%	1%
Cost of living	16	3%	1%	5%	4%	1%	1%	-	1%	4%	2%	-	3%	3%
Lack of retail shopping/Small Businesses/Restaurants	23	5%	6%	5%	4%	3%	9%	15%	4%	4%	7%	7%	5%	11%
Population growth/Immigration	8	2%	2%	2%	2%	5%	-	-	3%	2%	2%	-	2%	1%
Lack of parking	1	0%	-	-	0%	-	-	-	-	0%	-	-	0%	-
Quality of life	7	1%	2%	0%	1%	4%	-	-	-	1%	2%	-	2%	-
Government/Leadership/Information/Access	20	4%	1%	5%	2%	4%	5%	11%	13%	2%	6%	16%	2%	7%
Lack of transportation	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/public safety/Drugs	49	10%	8%	6%	8%	11%	16%	8%	14%	8%	14%	10%	8%	15%
Taxes	1	0%	-	1%	0%	-	-	-	-	0%	-	-	1%	-
Homelessness	70	14%	11%	16%	12%	13%	21%	12%	16%	12%	17%	19%	12%	22%
Quality/Condition/Repair Roads	23	5%	3%	7%	5%	4%	4%	-	6%	5%	4%	6%	5%	5%
Climate/Environment	19	4%	6%	5%	5%	-	1%	-	4%	5%	2%	2%	3%	3%
Other	29	6%	9%	5%	6%	12%	4%	8%	5%	6%	7%	4%	7%	5%
None	3	1%	1%	-	-	2%	3%	-	-	-	2%	-	1%	2%
Don't know/Refused	10	2%	2%	2%	1%	-	3%	16%	1%	1%	5%	-	1%	4%
6. Rating: Job City of Davis is doing to provide city services														
Very satisfied	110	22%	24%	20%	23%	24%	29%	15%	10%	23%	23%	8%	25%	5%
Somewhat satisfied	273	55%	59%	50%	56%	57%	51%	63%	48%	56%	51%	53%	57%	47%
Somewhat dissatisfied	77	15%	11%	21%	14%	12%	14%	13%	24%	14%	16%	28%	15%	23%
Very dissatisfied	39	8%	5%	8%	6%	7%	6%	9%	17%	6%	10%	11%	2%	25%

	n	Sample			49. Children in HH		53. Current student		55. Education (Self-ID)		50. Homeowner (Self-ID)		52. Duration of residence in Davis	
		%	NPP/Other	Non-Voters	Yes	No/(DK)	Yes	No/PNR	< 4-year degree	4 year degree +	Homeowner	Renter/Other	Less than 10 years	10+ years
Number of cases	500		101	79	168	332	72	428	224	276	265	235	191	309
Row percent		100%	20%	16%	34%	66%	14%	86%	45%	55%	53%	47%	38%	62%
4. Davis Right direction/Wrong track														
Right Direction	344	69%	59%	67%	69%	69%	74%	68%	67%	70%	67%	70%	82%	61%
Wrong Track	152	30%	41%	30%	31%	30%	26%	31%	32%	29%	32%	29%	18%	38%
(Don't Know/Refused)	3	1%	1%	3%	-	1%	-	1%	1%	0%	0%	1%	-	1%
Net Right Direction	+192	+38	+18	+37	+38	+39	+48	+37	+36	+41	+35	+42	+63	+23
5. Most important problem in Davis														
Growth/development and land use/sustainability	27	5%	7%	10%	6%	5%	1%	6%	5%	6%	8%	3%	3%	7%
Water quality	1	0%	-	-	0%	-	-	0%	-	0%	0%	-	-	0%
Water rates	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Budget/economy/Values/Planning/Low Income	20	4%	6%	1%	3%	4%	2%	4%	4%	4%	5%	3%	3%	5%
Lack of affordable housing/Senior House/Student	145	29%	24%	25%	28%	30%	26%	30%	28%	30%	21%	38%	41%	22%
Education/lack of funding/More pay for teachers	10	2%	3%	3%	5%	0%	-	2%	2%	2%	3%	1%	2%	2%
Traffic	17	3%	2%	5%	4%	3%	5%	3%	4%	3%	4%	3%	0%	5%
Cost of living	16	3%	-	6%	2%	4%	4%	3%	1%	5%	4%	3%	3%	4%
Lack of retail shopping/Small Businesses/Restaurants	23	5%	4%	1%	4%	5%	9%	4%	5%	5%	5%	4%	4%	5%
Population growth/Immigration	8	2%	1%	1%	2%	1%	4%	1%	1%	2%	1%	2%	1%	2%
Lack of parking	1	0%	-	-	-	0%	-	0%	-	0%	0%	-	-	0%
Quality of life	7	1%	-	3%	1%	2%	-	2%	0%	2%	1%	2%	1%	2%
Government/Leadership/Information/Access	20	4%	6%	5%	3%	5%	3%	4%	2%	5%	4%	4%	2%	5%
Lack of transportation	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/public safety/Drugs	49	10%	15%	7%	12%	9%	17%	9%	12%	8%	9%	11%	12%	9%
Taxes	1	0%	-	-	-	0%	-	0%	0%	0%	1%	-	0%	0%
Homelessness	70	14%	16%	12%	18%	12%	9%	15%	17%	11%	17%	11%	12%	15%
Quality/Condition/Repair Roads	23	5%	4%	5%	2%	6%	2%	5%	4%	5%	6%	3%	3%	6%
Climate/Environment	19	4%	6%	5%	3%	4%	5%	4%	4%	4%	5%	2%	4%	4%
Other	29	6%	4%	6%	4%	7%	9%	5%	7%	5%	4%	8%	8%	5%
None	3	1%	-	-	1%	0%	2%	0%	-	1%	0%	1%	1%	0%
Don't know/Refused	10	2%	3%	4%	2%	2%	2%	2%	3%	1%	3%	1%	2%	2%
6. Rating: Job City of Davis is doing to provide city services														
Very satisfied	110	22%	16%	32%	23%	22%	18%	23%	21%	23%	20%	25%	30%	17%
Somewhat satisfied	273	55%	60%	44%	53%	55%	64%	53%	56%	53%	54%	56%	55%	54%
Somewhat dissatisfied	77	15%	16%	11%	15%	15%	14%	16%	16%	15%	17%	13%	13%	17%
Very dissatisfied	39	8%	8%	14%	8%	7%	3%	9%	7%	9%	9%	6%	2%	11%



	n	%	54. HH Income					Prefer not to respond	38. Interacted with Davis police in past 2 years		4. Davis Right direction/Wrong track		6. Rating: Job City of Davis is doing to provide city services		7. Satisfac
			Less than \$50,000	\$50,000 to \$100,000	\$100,000 to \$150,000	\$150,000+	Yes		No	Right Direction	Wrong Track	Satisfied	Dissatisfied	Satisfied	
Number of cases	500		112	103	59	148	78	255	245	344	152	383	115	437	
Row percent		100%	22%	21%	12%	30%	16%	51%	49%	69%	30%	77%	23%	87%	
4. Davis Right direction/Wrong track	Right Direction	344	69%	74%	68%	73%	70%	58%	61%	77%	100%	-	79%	36%	76%
	Wrong Track	152	30%	24%	32%	25%	30%	42%	38%	23%	-	100%	20%	64%	23%
	(Don't Know/Refused)	3	1%	2%	-	2%	-	-	1%	0%	-	-	1%	-	1%
	Net Right Direction	+192	+38	+51	+35	+49	+39	+16	+23	+54	-	-	+59	-28	+53
5. Most important problem in Davis	Growth/development and land use/sustainable	27	5%	4%	5%	6%	5%	8%	5%	5%	4%	8%	5%	7%	5%
	Water quality	1	0%	-	1%	-	-	-	-	0%	-	0%	0%	-	0%
	Water rates	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Budget/economy/Values/Planning/Low Income	20	4%	2%	3%	2%	5%	6%	5%	3%	2%	8%	4%	5%	4%
	Lack of affordable housing/Senior House/Student	145	29%	36%	30%	41%	24%	19%	24%	35%	34%	19%	33%	17%	31%
	Education/lack of funding/More pay for teachers	10	2%	-	2%	-	4%	2%	3%	1%	2%	1%	2%	2%	2%
	Traffic	17	3%	2%	6%	5%	4%	-	4%	3%	2%	5%	3%	5%	4%
	Cost of living	16	3%	5%	4%	2%	2%	2%	3%	4%	4%	2%	4%	1%	4%
	Lack of retail shopping/Small Businesses/Restaurants	23	5%	3%	4%	5%	7%	4%	7%	3%	4%	7%	5%	5%	4%
	Population growth/Immigration	8	2%	3%	2%	1%	1%	1%	2%	1%	2%	1%	2%	2%	2%
	Lack of parking	1	0%	-	-	-	0%	-	-	0%	0%	-	0%	-	0%
	Quality of life	7	1%	1%	3%	-	1%	1%	1%	2%	1%	2%	1%	1%	1%
	Government/Leadership/Information/Access	20	4%	1%	2%	1%	5%	12%	4%	4%	2%	8%	2%	12%	3%
	Lack of transportation	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Crime/public safety/Drugs	49	10%	9%	12%	12%	10%	6%	10%	10%	10%	10%	9%	12%	10%
	Taxes	1	0%	-	1%	-	-	1%	-	1%	0%	-	0%	1%	0%
	Homelessness	70	14%	8%	13%	13%	17%	18%	17%	10%	13%	16%	13%	18%	13%
Quality/Condition/Repair Roads	23	5%	6%	2%	6%	4%	7%	5%	5%	4%	5%	5%	5%	5%	
Climate/Environment	19	4%	4%	1%	4%	5%	6%	2%	5%	5%	1%	4%	3%	4%	
Other	29	6%	12%	4%	2%	5%	4%	5%	7%	8%	2%	6%	4%	6%	
None	3	1%	-	-	-	1%	2%	0%	1%	1%	-	1%	-	1%	
Don't know/Refused	10	2%	2%	4%	1%	1%	2%	3%	1%	2%	2%	2%	1%	2%	
6. Rating: Job City of Davis is doing to provide city services	Very satisfied	110	22%	21%	27%	24%	27%	6%	20%	24%	29%	6%	29%	-	25%
	Somewhat satisfied	273	55%	65%	56%	47%	49%	55%	49%	60%	58%	45%	71%	-	58%
	Somewhat dissatisfied	77	15%	10%	10%	19%	15%	27%	19%	12%	11%	25%	-	67%	13%
	Very dissatisfied	39	8%	3%	6%	10%	9%	11%	11%	4%	1%	24%	-	33%	3%

	n	%	ion: Overall	8. Satisfaction: Overall		20. Satisfaction: The		21. Satisfaction: Policing		30. Crime in Davis compared to a			31. Agree: I am	
			of life	safety of the city		safety of streets, sidewalks and pedestrian and bike paths		in Davis		year ago			confident that Davis' leaders are able to solve difficult problems as they arise	
			Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Worse	Same/ (DK/Ref)	Better	Agree	Disagree
Number of cases	500		63	385	114	368	132	350	146	227	250	24	296	201
Row percent		100%	13%	77%	23%	74%	26%	70%	29%	45%	50%	5%	59%	40%
4. Davis Right direction/Wrong track														
Right Direction	344	69%	18%	79%	37%	76%	50%	76%	52%	55%	81%	73%	88%	42%
Wrong Track	152	30%	82%	21%	63%	23%	50%	23%	48%	44%	18%	27%	12%	57%
(Don't Know/Refused)	3	1%	-	1%	1%	1%	-	1%	-	1%	1%	-	0%	1%
Net Right Direction	+192	+38	-63	+58	-26	+52	-0	+52	+5	+11	+63	+45	+76	-14
5. Most important problem in Davis														
Growth/development and land use/sustainable	27	5%	6%	6%	4%	5%	6%	5%	5%	4%	6%	6%	3%	8%
Water quality	1	0%	-	0%	-	0%	-	-	0%	0%	-	-	-	0%
Water rates	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Budget/economy/Values/Planning/Low Income	20	4%	4%	3%	6%	4%	5%	4%	5%	4%	4%	-	2%	7%
Lack of affordable housing/Senior House/Student	145	29%	16%	35%	11%	34%	15%	31%	25%	21%	36%	35%	34%	21%
Education/lack of funding/More pay for teachers	10	2%	4%	2%	1%	2%	1%	3%	1%	2%	2%	3%	2%	2%
Traffic	17	3%	1%	3%	3%	3%	5%	3%	5%	4%	3%	-	4%	3%
Cost of living	16	3%	-	4%	-	4%	1%	4%	1%	3%	4%	6%	4%	2%
Lack of retail shopping/Small Businesses/Restaurants	23	5%	12%	5%	5%	4%	6%	6%	2%	5%	4%	6%	4%	6%
Population growth/Immigration	8	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	-	1%	2%
Lack of parking	1	0%	-	-	1%	-	1%	0%	-	-	0%	-	0%	-
Quality of life	7	1%	1%	2%	-	2%	-	1%	2%	1%	2%	-	2%	0%
Government/Leadership/Information/Access	20	4%	12%	3%	8%	3%	7%	3%	5%	5%	3%	11%	1%	8%
Lack of transportation	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/public safety/Drugs	49	10%	11%	5%	26%	8%	16%	8%	15%	15%	6%	3%	8%	12%
Taxes	1	0%	-	0%	1%	0%	0%	0%	0%	0%	0%	-	0%	0%
Homelessness	70	14%	18%	11%	23%	12%	18%	12%	20%	21%	8%	13%	12%	17%
Quality/Condition/Repair Roads	23	5%	5%	4%	6%	2%	11%	5%	5%	4%	5%	7%	5%	4%
Climate/Environment	19	4%	4%	4%	2%	5%	1%	4%	2%	1%	6%	-	5%	2%
Other	29	6%	3%	7%	1%	7%	2%	7%	4%	4%	8%	10%	8%	3%
None	3	1%	-	1%	-	1%	-	0%	1%	1%	-	-	1%	-
Don't know/Refused	10	2%	1%	2%	2%	2%	2%	3%	1%	3%	2%	-	3%	0%
6. Rating: Job City of Davis is doing to provide city services														
Very satisfied	110	22%	-	28%	1%	28%	6%	28%	8%	11%	31%	34%	33%	5%
Somewhat satisfied	273	55%	28%	57%	45%	57%	49%	56%	51%	56%	54%	49%	56%	53%
Somewhat dissatisfied	77	15%	32%	11%	29%	11%	27%	12%	25%	21%	10%	14%	8%	25%
Very dissatisfied	39	8%	39%	3%	24%	4%	19%	5%	15%	12%	5%	3%	2%	16%

	n	%	32. Agree: My interactions with Davis police have been positive		33. Agree: I would feel comfortable calling the police in an emergency		34. Agree: I am worried about being a victim of crime in Davis		35. Agree: the Davis Police Department is over-funded		36. Agree: Davis police respond promptly to 911 calls		37. Agree: Davis would benefit from additional police officers patrolling the city	
			Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
Number of cases	500		412	86	422	78	208	292	196	297	424	58	274	222
Row percent		100%	82%	17%	84%	16%	42%	58%	39%	59%	85%	12%	55%	44%
4. Davis Right direction/Wrong track														
Right Direction	344	69%	70%	62%	70%	64%	61%	74%	73%	66%	71%	47%	61%	79%
Wrong Track	152	30%	29%	37%	29%	36%	38%	25%	26%	34%	28%	53%	39%	20%
(Don't Know/Refused)	3	1%	1%	1%	1%	-	0%	1%	1%	0%	1%	-	0%	1%
Net Right Direction	+192	+38	+41	+26	+40	+28	+23	+50	+47	+32	+43	-5	+22	+59
5. Most important problem in Davis														
Growth/development and land use/sustainable	27	5%	6%	3%	6%	2%	6%	5%	3%	6%	5%	3%	7%	3%
Water quality	1	0%	-	1%	-	1%	-	0%	0%	-	-	1%	-	0%
Water rates	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Budget/economy/Values/Planning/Low Income	20	4%	4%	5%	4%	3%	2%	5%	4%	4%	4%	3%	5%	2%
Lack of affordable housing/Senior House/Student	145	29%	26%	43%	26%	44%	22%	34%	35%	25%	30%	26%	19%	42%
Education/lack of funding/More pay for teachers	10	2%	2%	2%	2%	1%	3%	1%	2%	2%	2%	-	2%	2%
Traffic	17	3%	3%	3%	4%	-	3%	3%	3%	3%	3%	8%	5%	2%
Cost of living	16	3%	4%	1%	3%	5%	3%	3%	3%	3%	3%	4%	3%	4%
Lack of retail shopping/Small Businesses/Restaurants	23	5%	5%	4%	5%	4%	5%	5%	2%	7%	5%	1%	6%	4%
Population growth/Immigration	8	2%	2%	2%	2%	1%	2%	1%	2%	1%	2%	-	1%	2%
Lack of parking	1	0%	0%	-	0%	-	-	0%	-	0%	0%	-	0%	-
Quality of life	7	1%	1%	2%	1%	3%	1%	1%	2%	1%	1%	-	2%	1%
Government/Leadership/Information/Access	20	4%	4%	4%	4%	6%	4%	4%	2%	5%	3%	8%	5%	3%
Lack of transportation	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/public safety/Drugs	49	10%	11%	4%	10%	8%	17%	4%	10%	10%	10%	9%	14%	5%
Taxes	1	0%	0%	-	0%	-	-	1%	0%	0%	0%	-	0%	0%
Homelessness	70	14%	15%	11%	14%	13%	16%	13%	11%	16%	12%	30%	17%	10%
Quality/Condition/Repair Roads	23	5%	5%	4%	5%	2%	5%	4%	5%	5%	5%	3%	5%	4%
Climate/Environment	19	4%	4%	4%	4%	3%	1%	5%	3%	4%	4%	-	2%	6%
Other	29	6%	6%	5%	6%	6%	6%	6%	11%	2%	6%	5%	5%	7%
None	3	1%	0%	1%	1%	-	1%	-	-	1%	1%	-	1%	-
Don't know/Refused	10	2%	2%	2%	2%	-	2%	2%	1%	2%	2%	-	2%	2%
6. Rating: Job City of Davis is doing to provide city services														
Very satisfied	110	22%	24%	12%	23%	15%	15%	27%	24%	20%	24%	7%	18%	28%
Somewhat satisfied	273	55%	54%	59%	55%	51%	54%	55%	54%	55%	54%	56%	53%	56%
Somewhat dissatisfied	77	15%	15%	19%	14%	22%	16%	15%	17%	14%	14%	26%	17%	13%
Very dissatisfied	39	8%	7%	8%	7%	11%	15%	3%	4%	10%	8%	10%	12%	2%

		n	%	Segmentation			
				Agree to both	Agree to over funded and Disagree to additional police	Disagree to over funded and Agree to additional police	Disagree to both
Number of cases		500		50	144	230	75
Row percent			100%	10%	29%	46%	15%
4. Davis Right direction/Wrong track	Right Direction	344	69%	68%	75%	59%	86%
	Wrong Track	152	30%	32%	23%	40%	13%
	(Don't Know/Refused)	3	1%	-	1%	0%	1%
	Net Right Direction	+192	+38	+35	+52	+19	+73
5. Most important problem in Davis	Growth/development and land use/sustainable	27	5%	3%	3%	9%	2%
	Water quality	1	0%	-	0%	-	-
	Water rates	-	-	-	-	-	-
	Budget/economy/Values/Planning/Low Income	20	4%	9%	3%	4%	2%
	Lack of affordable housing/Senior House/Student	145	29%	10%	44%	21%	39%
	Education/lack of funding/More pay for teachers	10	2%	5%	0%	2%	5%
	Traffic	17	3%	6%	3%	4%	1%
	Cost of living	16	3%	3%	3%	3%	5%
	Lack of retail shopping/Small Businesses/Restaurants	23	5%	2%	2%	6%	7%
	Population growth/Immigration	8	2%	-	3%	1%	1%
	Lack of parking	1	0%	-	-	0%	-
	Quality of life	7	1%	5%	1%	1%	-
	Government/Leadership/Information/Access	20	4%	5%	1%	5%	7%
	Lack of transportation	-	-	-	-	-	-
	Crime/public safety/Drugs	49	10%	17%	7%	13%	1%
	Taxes	1	0%	1%	-	-	1%
	Homelessness	70	14%	12%	10%	18%	10%
Quality/Condition/Repair Roads	23	5%	3%	5%	6%	2%	
Climate/Environment	19	4%	-	4%	3%	10%	
Other	29	6%	17%	10%	3%	1%	
None	3	1%	-	-	1%	-	
Don't know/Refused	10	2%	2%	1%	2%	5%	
6. Rating: Job City of Davis is doing to provide city services	Very satisfied	110	22%	34%	21%	14%	42%
	Somewhat satisfied	273	55%	35%	60%	58%	48%
	Somewhat dissatisfied	77	15%	21%	16%	16%	9%
	Very dissatisfied	39	8%	9%	3%	12%	2%

	n	%	3. Gender			Zip code		48. Age (Self-ID + Sample)					Gender/A	
			Male	Female	Other	East (95618)	West (95616)	18-34	35-44	45-54	55-64	65+	Male: <44	Male: 45+
Number of cases	500		229	249	22	209	291	159	85	70	70	115	113	122
Row percent		100%	46%	50%	4%	42%	58%	32%	17%	14%	14%	23%	23%	24%
(Don't Know/No Opinion)	2	0%	-	1%	-	1%	-	-	1%	-	1%	-	-	-
6. Rating: Job City of Davis is doing to provide city services	383	77%	77%	78%	62%	73%	79%	84%	80%	70%	74%	69%	82%	72%
Dissatisfied	115	23%	23%	22%	38%	26%	21%	16%	19%	30%	24%	31%	18%	28%
(DK/NO)	2	0%	-	1%	-	1%	-	-	1%	-	1%	-	-	-
Net Satisfied	+268	+54	+54	+56	+25	+47	+58	+68	+62	+40	+50	+38	+64	+43
7. Satisfaction: Overall quality of life	227	45%	46%	47%	20%	39%	50%	45%	47%	41%	43%	48%	39%	51%
Somewhat satisfied	211	42%	42%	42%	41%	45%	40%	43%	39%	45%	45%	39%	49%	36%
Somewhat dissatisfied	44	9%	8%	7%	35%	13%	6%	9%	11%	9%	9%	6%	9%	9%
Very dissatisfied	19	4%	4%	4%	4%	3%	4%	2%	3%	5%	3%	7%	3%	4%
(Don't Know/No Opinion)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8. Satisfaction: Overall safety of the city	174	35%	38%	32%	33%	29%	39%	34%	42%	41%	33%	27%	34%	40%
Somewhat satisfied	211	42%	40%	45%	36%	43%	41%	48%	38%	35%	38%	45%	44%	35%
Somewhat dissatisfied	79	16%	14%	16%	28%	19%	13%	13%	14%	17%	22%	16%	16%	15%
Very dissatisfied	35	7%	8%	7%	4%	8%	6%	5%	6%	7%	7%	11%	6%	9%
(Don't Know/No Opinion)	1	0%	0%	-	-	-	0%	-	-	-	-	1%	-	1%
9. Satisfaction: Quality of parks, recreation programs	223	45%	48%	42%	38%	42%	47%	46%	49%	43%	49%	37%	51%	47%
Somewhat satisfied	205	41%	38%	44%	41%	41%	41%	44%	37%	36%	43%	41%	37%	36%
Somewhat dissatisfied	48	10%	9%	10%	17%	12%	8%	9%	9%	12%	5%	13%	9%	9%
Very dissatisfied	21	4%	5%	3%	4%	4%	4%	1%	5%	7%	1%	8%	2%	7%
(Don't Know/No Opinion)	3	1%	0%	1%	-	1%	1%	-	1%	1%	1%	1%	-	1%
10. Satisfaction: Overall image and reputation of the city	191	38%	41%	37%	19%	34%	41%	41%	40%	44%	31%	33%	44%	38%
Somewhat satisfied	226	45%	46%	46%	35%	47%	44%	44%	44%	39%	52%	48%	42%	48%
Somewhat dissatisfied	53	11%	7%	12%	32%	13%	9%	11%	12%	12%	11%	8%	8%	7%
Very dissatisfied	29	6%	5%	5%	14%	5%	6%	4%	4%	5%	6%	10%	6%	6%
(Don't Know/No Opinion)	1	0%	0%	-	-	0%	-	-	-	-	-	1%	-	1%
11. Satisfaction: Maintenance of	104	21%	20%	21%	28%	18%	23%	29%	24%	19%	16%	10%	28%	14%









	n	%	9. Satisfaction: Overall quality of life		8. Satisfaction: Overall safety of the city		20. Satisfaction: The safety of streets, sidewalks and pedestrian and bike paths		21. Satisfaction: Policing in Davis		30. Crime in Davis compared to a year ago			31. Agree: I am confident that Davis' leaders are able to solve difficult problems as they arise	
			Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Worse	Same/ (DK/Ref)	Better	Agree
Number of cases	500		63	385	114	368	132	350	146	227	250	24	296	201	
Row percent		100%	13%	77%	23%	74%	26%	70%	29%	45%	50%	5%	59%	40%	
(Don't Know/No Opinion)	2	0%	1%	0%	1%	0%	-	-	1%	0%	0%	-	-	0%	
6. Rating: Job City of Davis is doing to provide city services	383	77%	28%	86%	46%	84%	55%	84%	59%	67%	85%	83%	89%	59%	
	115	23%	71%	14%	53%	15%	45%	16%	40%	32%	15%	17%	11%	41%	
	2	0%	1%	0%	1%	0%	-	-	1%	0%	0%	-	-	0%	
Net Satisfied	+268	+54	-43	+71	-7	+69	+9	+67	+19	+35	+69	+67	+78	+18	
7. Satisfaction: Overall quality of life	227	45%	-	55%	11%	53%	24%	52%	28%	32%	55%	66%	58%	27%	
	211	42%	-	39%	54%	40%	48%	40%	49%	48%	38%	30%	39%	47%	
	44	9%	70%	5%	20%	6%	16%	7%	14%	13%	6%	4%	3%	17%	
	19	4%	30%	1%	14%	1%	12%	2%	9%	7%	1%	-	0%	9%	
(Don't Know/No Opinion)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
8. Satisfaction: Overall safety of the city	174	35%	12%	45%	-	41%	17%	40%	20%	19%	48%	52%	44%	21%	
	211	42%	25%	55%	-	47%	29%	46%	34%	40%	44%	45%	45%	39%	
	79	16%	26%	-	69%	10%	33%	10%	30%	27%	7%	3%	9%	26%	
	35	7%	37%	-	31%	2%	21%	4%	16%	14%	1%	-	3%	13%	
(Don't Know/No Opinion)	1	0%	-	-	-	0%	-	0%	-	0%	-	-	0%	-	
9. Satisfaction: Quality of parks, recreation programs	223	45%	16%	51%	24%	52%	25%	48%	35%	33%	54%	51%	52%	34%	
	205	41%	42%	39%	49%	38%	48%	39%	46%	49%	35%	34%	40%	42%	
	48	10%	25%	8%	16%	7%	16%	8%	12%	12%	7%	15%	6%	15%	
	21	4%	16%	2%	10%	2%	10%	4%	5%	6%	3%	-	1%	8%	
(Don't Know/No Opinion)	3	1%	1%	1%	-	1%	1%	0%	1%	-	1%	-	1%	-	
10. Satisfaction: Overall image and reputation of the city	191	38%	5%	47%	8%	47%	14%	46%	20%	27%	47%	49%	51%	19%	
	226	45%	25%	43%	52%	42%	55%	43%	51%	52%	39%	48%	43%	48%	
	53	11%	39%	8%	20%	9%	17%	7%	19%	11%	11%	-	5%	19%	
	29	6%	31%	2%	20%	2%	15%	4%	11%	10%	3%	3%	1%	13%	
(Don't Know/No Opinion)	1	0%	-	0%	-	0%	-	-	-	0%	-	-	-	0%	
11. Satisfaction: Maintenance of	104	21%	8%	26%	4%	27%	2%	24%	12%	14%	24%	43%	27%	11%	

	n	%	32. Agree: My interactions with Davis police have been positive		33. Agree: I would feel comfortable calling the police in an emergency		34. Agree: I am worried about being a victim of crime in Davis		35. Agree: the Davis Police Department is over-funded		36. Agree: Davis police respond promptly to 911 calls		37. Agree: Davis would benefit from additional police officers patrolling the city	
			Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
Number of cases	500		412	86	422	78	208	292	196	297	424	58	274	222
Row percent		100%	82%	17%	84%	16%	42%	58%	39%	59%	85%	12%	55%	44%
(Don't Know/No Opinion)	2	0%	-	2%	0%	1%	-	1%	0%	-	-	2%	-	1%
6. Rating: Job City of Davis is doing to provide city services														
Satisfied	383	77%	78%	71%	78%	66%	69%	82%	78%	76%	78%	63%	71%	83%
Dissatisfied	115	23%	22%	27%	21%	33%	31%	17%	22%	24%	22%	36%	29%	16%
(DK/NO)	2	0%	-	2%	0%	1%	-	1%	0%	-	-	2%	-	1%
Net Satisfied	+268	+54	+56	+44	+57	+34	+38	+65	+56	+52	+56	+27	+42	+68
7. Satisfaction: Overall quality of life														
Very satisfied	227	45%	47%	37%	46%	40%	32%	55%	46%	45%	48%	25%	40%	52%
Somewhat satisfied	211	42%	42%	45%	43%	38%	50%	37%	43%	41%	40%	53%	45%	39%
Somewhat dissatisfied	44	9%	7%	17%	7%	18%	12%	7%	10%	8%	8%	16%	10%	7%
Very dissatisfied	19	4%	4%	1%	4%	5%	6%	2%	2%	5%	3%	6%	5%	2%
(Don't Know/No Opinion)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8. Satisfaction: Overall safety of the city														
Very satisfied	174	35%	35%	32%	36%	30%	15%	49%	37%	33%	38%	12%	25%	48%
Somewhat satisfied	211	42%	43%	40%	42%	44%	43%	42%	47%	39%	41%	48%	41%	43%
Somewhat dissatisfied	79	16%	14%	23%	16%	16%	29%	7%	11%	19%	15%	23%	23%	7%
Very dissatisfied	35	7%	8%	5%	6%	10%	14%	2%	5%	9%	6%	17%	11%	2%
(Don't Know/No Opinion)	1	0%	-	1%	0%	-	-	0%	-	0%	0%	-	-	0%
9. Satisfaction: Quality of parks, recreation programs														
Very satisfied	223	45%	46%	39%	46%	37%	35%	51%	46%	44%	45%	39%	38%	52%
Somewhat satisfied	205	41%	39%	48%	39%	50%	48%	36%	41%	41%	40%	46%	45%	36%
Somewhat dissatisfied	48	10%	9%	10%	9%	11%	9%	10%	9%	10%	9%	14%	10%	9%
Very dissatisfied	21	4%	5%	1%	5%	1%	7%	2%	4%	5%	5%	1%	6%	1%
(Don't Know/No Opinion)	3	1%	0%	1%	1%	1%	0%	1%	0%	1%	0%	-	0%	1%
10. Satisfaction: Overall image and reputation of the city														
Very satisfied	191	38%	40%	30%	40%	26%	29%	44%	42%	36%	41%	14%	31%	47%
Somewhat satisfied	226	45%	45%	48%	45%	49%	48%	44%	43%	47%	44%	57%	48%	42%
Somewhat dissatisfied	53	11%	9%	17%	9%	18%	12%	10%	11%	10%	10%	15%	12%	9%
Very dissatisfied	29	6%	6%	4%	5%	7%	11%	2%	3%	7%	5%	13%	9%	2%
(Don't Know/No Opinion)	1	0%	0%	-	0%	-	0%	-	0%	-	-	1%	-	-
11. Satisfaction: Maintenance of														
Very satisfied	104	21%	20%	25%	18%	33%	13%	26%	24%	19%	21%	20%	13%	30%

		n	%	Segmentation			
				Agree to both	Agree to over funded and Disagree to additional police	Disagree to over funded and Agree to additional police	Disagree to both
Number of cases		500		50	144	230	75
Row percent			100%	10%	29%	46%	15%
	(Don't Know/No Opinion)	2	0%	-	1%	0%	-
6. Rating: Job City of Davis is doing to provide city services	Satisfied	383	77%	69%	81%	72%	90%
	Dissatisfied	115	23%	31%	19%	28%	10%
	(DK/NO)	2	0%	-	1%	0%	-
	Net Satisfied	+268	+54	+39	+62	+43	+79
7. Satisfaction: Overall quality of life	Very satisfied	227	45%	37%	49%	41%	59%
	Somewhat satisfied	211	42%	53%	39%	43%	37%
	Somewhat dissatisfied	44	9%	8%	10%	10%	3%
	Very dissatisfied	19	4%	2%	2%	6%	2%
	(Don't Know/No Opinion)	-	-	-	-	-	-
8. Satisfaction: Overall safety of the city	Very satisfied	174	35%	23%	42%	25%	58%
	Somewhat satisfied	211	42%	44%	48%	41%	33%
	Somewhat dissatisfied	79	16%	24%	7%	23%	7%
	Very dissatisfied	35	7%	9%	3%	11%	1%
	(Don't Know/No Opinion)	1	0%	-	-	-	1%
9. Satisfaction: Quality of parks, recreation programs	Very satisfied	223	45%	35%	49%	39%	59%
	Somewhat satisfied	205	41%	46%	39%	44%	32%
	Somewhat dissatisfied	48	10%	7%	10%	11%	7%
	Very dissatisfied	21	4%	12%	1%	5%	3%
	(Don't Know/No Opinion)	3	1%	-	1%	1%	-
10. Satisfaction: Overall image and reputation of the city	Very satisfied	191	38%	38%	43%	30%	53%
	Somewhat satisfied	226	45%	48%	41%	47%	44%
	Somewhat dissatisfied	53	11%	10%	12%	13%	3%
	Very dissatisfied	29	6%	4%	3%	9%	1%
	(Don't Know/No Opinion)	1	0%	-	-	0%	-
11. Satisfaction: Maintenance of	Very satisfied	104	21%	18%	26%	12%	39%

	n	%	3. Gender			Zip code		48. Age (Self-ID + Sample)					Gender/A	
			Male	Female	Other	East (95618)	West (95616)	18-34	35-44	45-54	55-64	65+	Male: <44	Male: 45+
Number of cases	500		229	249	22	209	291	159	85	70	70	115	113	122
Row percent		100%	46%	50%	4%	42%	58%	32%	17%	14%	14%	23%	23%	24%
streets sidewalks and pedestrian and bike paths														
	206	41%	39%	43%	35%	44%	39%	40%	54%	36%	45%	34%	41%	38%
	99	20%	22%	17%	21%	24%	16%	18%	12%	24%	21%	24%	20%	25%
	91	18%	18%	19%	16%	14%	21%	12%	10%	21%	18%	32%	11%	24%
	1	0%	-	0%	-	0%	-	-	1%	-	-	-	-	-
12. Satisfaction: City's efforts to communicate with residents														
	100	20%	19%	22%	16%	18%	21%	20%	27%	13%	20%	20%	22%	16%
	233	47%	48%	46%	36%	48%	45%	44%	43%	55%	49%	47%	42%	52%
	116	23%	24%	23%	26%	24%	22%	26%	22%	24%	22%	21%	26%	20%
	49	10%	9%	10%	22%	9%	11%	11%	8%	9%	9%	12%	10%	11%
	2	0%	0%	0%	-	0%	0%	-	1%	-	-	1%	-	1%
13. Satisfaction: Affordability of housing														
	32	6%	8%	5%	7%	8%	5%	4%	6%	10%	6%	8%	8%	9%
	82	16%	20%	14%	3%	21%	13%	10%	14%	17%	28%	20%	12%	27%
	132	26%	24%	29%	25%	29%	25%	24%	21%	27%	25%	35%	19%	27%
	251	50%	47%	51%	65%	41%	57%	62%	58%	45%	41%	37%	61%	35%
	2	0%	0%	1%	-	1%	0%	-	-	1%	1%	1%	-	1%
14. Satisfaction: Openness and acceptance of the community toward people of diverse backgrounds														
	211	42%	53%	34%	24%	42%	42%	49%	47%	35%	41%	35%	58%	49%
	196	39%	31%	46%	45%	40%	39%	34%	34%	44%	38%	48%	26%	36%
	64	13%	10%	16%	4%	12%	13%	13%	11%	13%	16%	11%	13%	8%
	28	6%	5%	4%	27%	6%	5%	4%	7%	8%	5%	6%	4%	6%
	1	0%	0%	-	-	-	0%	-	-	-	-	1%	-	1%
15. Satisfaction: Management of city finances														
	75	15%	17%	14%	3%	17%	14%	15%	20%	12%	13%	15%	19%	15%
	231	46%	46%	48%	23%	44%	48%	49%	49%	45%	42%	43%	50%	42%
	118	24%	22%	23%	40%	26%	22%	20%	20%	27%	28%	24%	18%	25%
	66	13%	13%	12%	28%	12%	14%	12%	7%	14%	16%	16%	11%	17%
	11	2%	2%	2%	6%	1%	3%	2%	4%	2%	1%	2%	2%	2%
16. Satisfaction: Downtown parking														
	76	15%	18%	13%	17%	12%	17%	16%	22%	15%	13%	10%	19%	17%
	159	32%	36%	28%	31%	35%	29%	31%	33%	38%	31%	30%	39%	34%
	152	30%	24%	36%	28%	28%	32%	30%	21%	27%	33%	38%	19%	28%

	n	Age Combo			56. Ethnicity (Multiple Response)					56. Ethnicity			Party (S	
		%	Female: <44	Female: 45+	White	Hispanic	Asian	Black	Else/(Ref)	White	Non-White	Unknown/ (Ref)	Democrat	Republican
Number of cases	500		131	133	317	65	81	24	66	317	145	38	266	54
Row percent		100%	26%	27%	63%	13%	16%	5%	13%	63%	29%	8%	53%	11%
streets sidewalks and pedestrian and bike paths														
	206	41%	49%	37%	40%	41%	52%	36%	41%	40%	45%	36%	41%	48%
	99	20%	12%	22%	21%	15%	12%	18%	19%	21%	17%	20%	23%	8%
	91	18%	12%	25%	18%	14%	16%	21%	28%	18%	15%	31%	12%	36%
	1	0%	1%	-	0%	-	-	-	-	0%	-	-	0%	-
12. Satisfaction: City's efforts to communicate with residents														
	100	20%	22%	20%	20%	27%	14%	29%	17%	20%	21%	18%	21%	3%
	233	47%	45%	47%	51%	45%	49%	21%	27%	51%	43%	25%	49%	52%
	116	23%	23%	24%	20%	15%	29%	41%	32%	20%	26%	35%	23%	28%
	49	10%	10%	9%	8%	12%	8%	9%	24%	8%	10%	23%	6%	18%
	2	0%	1%	-	1%	-	-	-	-	1%	-	-	1%	-
13. Satisfaction: Affordability of housing														
	32	6%	3%	6%	2%	15%	6%	20%	9%	2%	15%	10%	3%	10%
	82	16%	11%	15%	15%	15%	15%	23%	22%	15%	16%	28%	15%	19%
	132	26%	26%	33%	28%	26%	28%	26%	15%	28%	26%	18%	27%	19%
	251	50%	60%	45%	54%	44%	52%	32%	54%	54%	44%	45%	54%	53%
	2	0%	-	1%	1%	-	-	-	-	1%	-	-	0%	-
14. Satisfaction: Openness and acceptance of the community toward people of diverse backgrounds														
	211	42%	40%	25%	41%	38%	49%	45%	46%	41%	42%	54%	42%	44%
	196	39%	42%	52%	41%	34%	39%	26%	39%	41%	37%	33%	40%	39%
	64	13%	12%	18%	12%	18%	8%	20%	11%	12%	15%	14%	13%	7%
	28	6%	6%	5%	6%	10%	4%	9%	4%	6%	6%	-	5%	11%
	1	0%	-	-	0%	-	-	-	-	0%	-	-	0%	-
15. Satisfaction: Management of city finances														
	75	15%	14%	13%	15%	18%	17%	11%	7%	15%	18%	6%	18%	-
	231	46%	49%	44%	49%	47%	46%	53%	29%	49%	44%	27%	52%	36%
	118	24%	24%	27%	22%	27%	19%	28%	34%	22%	23%	37%	20%	31%
	66	13%	10%	14%	11%	6%	15%	9%	30%	11%	13%	31%	7%	33%
	11	2%	3%	2%	2%	2%	2%	-	-	2%	2%	-	2%	-
16. Satisfaction: Downtown parking														
	76	15%	17%	8%	17%	17%	7%	23%	6%	17%	14%	4%	16%	2%
	159	32%	25%	31%	32%	22%	39%	33%	31%	32%	30%	40%	34%	25%
	152	30%	35%	39%	30%	30%	32%	14%	36%	30%	31%	36%	28%	33%

	n	Sample			49. Children in HH		53. Current student		55. Education (Self-ID)		50. Homeowner (Self-ID)		52. Duration of residence in Davis	
		%	NPP/Other	Non-Voters	Yes	No/(DK)	Yes	No/PNR	< 4-year degree	4 year degree +	Homeowner	Renter/Other	Less than 10 years	10+ years
Number of cases	500		101	79	168	332	72	428	224	276	265	235	191	309
Row percent		100%	20%	16%	34%	66%	14%	86%	45%	55%	53%	47%	38%	62%
streets sidewalks and pedestrian and bike paths														
	206	41%	38%	40%	46%	39%	44%	41%	43%	40%	37%	46%	43%	40%
	99	20%	20%	17%	19%	20%	9%	21%	17%	22%	25%	14%	16%	22%
	91	18%	21%	23%	16%	19%	10%	20%	17%	19%	24%	11%	10%	23%
	1	0%	-	-	-	0%	-	0%	-	0%	-	0%	-	0%
12. Satisfaction: City's efforts to communicate with residents														
	100	20%	16%	33%	18%	21%	22%	20%	18%	21%	18%	23%	24%	17%
	233	47%	43%	38%	48%	46%	34%	49%	46%	47%	50%	42%	47%	46%
	116	23%	24%	21%	24%	23%	32%	22%	23%	23%	23%	23%	22%	24%
	49	10%	17%	8%	10%	10%	12%	10%	12%	8%	9%	11%	7%	12%
	2	0%	-	-	-	1%	-	0%	-	1%	-	1%	-	1%
13. Satisfaction: Affordability of housing														
	32	6%	8%	15%	10%	5%	6%	7%	7%	6%	8%	5%	5%	8%
	82	16%	21%	13%	14%	18%	8%	18%	15%	17%	25%	7%	14%	18%
	132	26%	27%	29%	27%	26%	34%	25%	27%	26%	31%	22%	22%	30%
	251	50%	44%	42%	48%	51%	52%	50%	50%	50%	35%	67%	59%	45%
	2	0%	1%	1%	1%	0%	-	1%	0%	1%	1%	-	0%	0%
14. Satisfaction: Openness and acceptance of the community toward people of diverse backgrounds														
	211	42%	43%	42%	44%	41%	40%	43%	44%	41%	42%	42%	48%	39%
	196	39%	35%	43%	37%	41%	40%	39%	38%	41%	43%	35%	37%	41%
	64	13%	15%	12%	14%	12%	14%	13%	13%	13%	11%	15%	10%	15%
	28	6%	7%	2%	6%	5%	6%	5%	6%	5%	4%	7%	6%	5%
	1	0%	-	-	-	0%	-	0%	-	0%	-	0%	-	0%
15. Satisfaction: Management of city finances														
	75	15%	7%	25%	14%	15%	18%	14%	14%	15%	15%	15%	16%	14%
	231	46%	43%	38%	49%	45%	41%	47%	43%	48%	44%	48%	56%	40%
	118	24%	29%	22%	22%	24%	27%	23%	28%	20%	24%	23%	19%	26%
	66	13%	20%	11%	12%	14%	12%	13%	13%	13%	15%	11%	6%	18%
	11	2%	2%	4%	3%	2%	2%	2%	1%	3%	2%	3%	3%	2%
16. Satisfaction: Downtown parking														
	76	15%	14%	21%	18%	14%	17%	15%	16%	14%	17%	13%	19%	13%
	159	32%	28%	33%	30%	33%	37%	31%	30%	33%	34%	30%	33%	31%
	152	30%	36%	28%	26%	32%	27%	31%	28%	32%	29%	32%	30%	30%

	n	%	54. HH Income					Prefer not to respond	38. Interacted with Davis police in past 2 years		4. Davis Right direction/Wrong track		6. Rating: Job City of Davis is doing to provide city services		7. Satisfact
			Less than \$50,000	\$50,000 to \$100,000	\$100,000 to \$150,000	\$150,000+	Yes		No	Right Direction	Wrong Track	Satisfied	Dissatisfied	Satisfied	
Number of cases	500		112	103	59	148	78	255	245	344	152	383	115	437	
Row percent		100%	22%	21%	12%	30%	16%	51%	49%	69%	30%	77%	23%	87%	
streets sidewalks and pedestrian and bike paths	206	41%	45%	45%	39%	38%	38%	45%	38%	45%	31%	46%	25%	44%	
	99	20%	12%	18%	14%	28%	22%	17%	22%	19%	22%	20%	20%	19%	
	91	18%	10%	14%	30%	20%	22%	22%	15%	9%	40%	9%	49%	15%	
	1	0%	-	-	-	-	1%	0%	-	-	1%	-	-	-	
12. Satisfaction: City's efforts to communicate with residents	100	20%	25%	26%	17%	16%	15%	19%	21%	27%	5%	26%	2%	23%	
	233	47%	44%	45%	52%	51%	39%	40%	54%	51%	37%	51%	31%	50%	
	116	23%	19%	21%	26%	23%	29%	28%	18%	20%	30%	20%	35%	22%	
	49	10%	11%	7%	5%	10%	16%	13%	6%	2%	28%	3%	32%	5%	
	2	0%	-	1%	-	-	1%	1%	-	0%	1%	0%	-	0%	
13. Satisfaction: Affordability of housing	32	6%	2%	15%	3%	6%	5%	7%	6%	7%	5%	7%	5%	6%	
	82	16%	8%	16%	8%	26%	18%	16%	17%	17%	15%	17%	16%	16%	
	132	26%	23%	14%	31%	28%	41%	22%	31%	29%	21%	29%	19%	29%	
	251	50%	65%	55%	58%	39%	37%	54%	46%	47%	57%	47%	60%	48%	
	2	0%	1%	-	-	1%	-	0%	1%	0%	0%	1%	-	1%	
14. Satisfaction: Openness and acceptance of the community toward people of diverse backgrounds	211	42%	45%	45%	32%	43%	41%	43%	41%	45%	36%	45%	33%	44%	
	196	39%	38%	35%	51%	41%	35%	35%	44%	41%	36%	41%	36%	40%	
	64	13%	11%	13%	14%	10%	19%	15%	10%	11%	15%	11%	17%	13%	
	28	6%	6%	7%	3%	5%	6%	6%	5%	3%	12%	3%	14%	2%	
	1	0%	-	1%	-	-	-	0%	-	0%	-	0%	-	0%	
15. Satisfaction: Management of city finances	75	15%	15%	15%	16%	18%	8%	16%	14%	21%	3%	19%	1%	17%	
	231	46%	55%	49%	43%	48%	28%	40%	52%	56%	24%	54%	20%	50%	
	118	24%	20%	28%	20%	21%	31%	28%	19%	18%	36%	19%	38%	23%	
	66	13%	8%	8%	17%	12%	26%	15%	11%	3%	36%	5%	41%	7%	
	11	2%	2%	-	4%	1%	6%	1%	4%	2%	2%	3%	-	2%	
16. Satisfaction: Downtown parking	76	15%	13%	16%	16%	17%	12%	14%	17%	19%	7%	17%	8%	16%	
	159	32%	32%	38%	23%	33%	28%	30%	34%	35%	24%	34%	23%	34%	
	152	30%	33%	26%	24%	30%	37%	29%	31%	29%	33%	32%	26%	32%	

	n	%	ion: Overall	8. Satisfaction: Overall		20. Satisfaction: The		21. Satisfaction: Policing		30. Crime in Davis compared to a			31. Agree: I am	
			y of life	safety of the city		safety of streets, sidewalks and pedestrian and bike paths		in Davis		year ago			confident that Davis' leaders are able to solve difficult problems as they arise	
			Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Worse	Same/ (DK/Ref)	Better	Agree	Disagree
Number of cases	500		63	385	114	368	132	350	146	227	250	24	296	201
Row percent		100%	13%	77%	23%	74%	26%	70%	29%	45%	50%	5%	59%	40%
streets sidewalks and pedestrian and bike paths														
	206	41%	24%	42%	37%	45%	31%	41%	40%	46%	38%	22%	46%	35%
	99	20%	24%	19%	21%	17%	28%	18%	24%	16%	24%	18%	18%	23%
	91	18%	42%	12%	38%	11%	38%	16%	22%	24%	13%	17%	10%	31%
	1	0%	1%	0%	-	0%	-	-	1%	-	0%	-	-	-
12. Satisfaction: City's efforts to communicate with residents														
	100	20%	1%	24%	6%	24%	9%	25%	8%	14%	25%	29%	29%	6%
	233	47%	21%	50%	36%	50%	37%	49%	42%	43%	52%	28%	53%	38%
	116	23%	33%	21%	28%	21%	30%	20%	30%	29%	16%	35%	16%	34%
	49	10%	43%	4%	30%	5%	24%	6%	20%	14%	7%	8%	2%	21%
	2	0%	1%	0%	-	0%	-	0%	1%	-	1%	-	0%	-
13. Satisfaction: Affordability of housing														
	32	6%	7%	6%	9%	6%	7%	7%	5%	10%	4%	6%	7%	5%
	82	16%	17%	15%	20%	16%	17%	18%	13%	16%	17%	19%	15%	18%
	132	26%	11%	27%	24%	27%	25%	25%	30%	22%	31%	13%	32%	19%
	251	50%	66%	51%	48%	50%	49%	50%	52%	52%	47%	61%	45%	58%
	2	0%	-	1%	-	0%	1%	0%	-	0%	1%	-	1%	0%
14. Satisfaction: Openness and acceptance of the community toward people of diverse backgrounds														
	211	42%	30%	43%	40%	44%	38%	48%	30%	42%	42%	52%	48%	35%
	196	39%	32%	39%	40%	39%	39%	39%	39%	40%	40%	25%	38%	41%
	64	13%	11%	14%	10%	12%	14%	10%	20%	11%	14%	15%	12%	14%
	28	6%	27%	4%	10%	4%	9%	3%	11%	7%	4%	8%	2%	11%
	1	0%	-	0%	-	0%	-	0%	-	-	0%	-	0%	-
15. Satisfaction: Management of city finances														
	75	15%	-	19%	2%	19%	3%	19%	5%	9%	20%	19%	24%	2%
	231	46%	17%	53%	25%	49%	37%	51%	35%	38%	53%	48%	56%	31%
	118	24%	26%	20%	37%	21%	31%	19%	35%	31%	17%	16%	15%	36%
	66	13%	53%	7%	35%	8%	27%	10%	22%	20%	7%	14%	2%	30%
	11	2%	3%	2%	1%	2%	2%	1%	3%	2%	2%	2%	3%	1%
16. Satisfaction: Downtown parking														
	76	15%	8%	18%	7%	18%	8%	18%	9%	10%	19%	20%	20%	8%
	159	32%	17%	33%	27%	35%	23%	33%	29%	27%	35%	44%	33%	30%
	152	30%	18%	32%	26%	29%	34%	27%	36%	32%	29%	23%	31%	29%



	n	%	32. Agree: My interactions with Davis police have been positive		33. Agree: I would feel comfortable calling the police in an emergency		34. Agree: I am worried about being a victim of crime in Davis		35. Agree: the Davis Police Department is over-funded		36. Agree: Davis police respond promptly to 911 calls		37. Agree: Davis would benefit from additional police officers patrolling the city	
			Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
Number of cases	500		412	86	422	78	208	292	196	297	424	58	274	222
Row percent		100%	82%	17%	84%	16%	42%	58%	39%	59%	85%	12%	55%	44%
streets sidewalks and pedestrian and bike paths														
	206	41%	42%	40%	41%	44%	45%	38%	46%	38%	41%	40%	41%	41%
	99	20%	19%	23%	21%	13%	18%	21%	17%	22%	20%	14%	20%	20%
	91	18%	20%	11%	20%	9%	24%	14%	13%	22%	18%	26%	26%	9%
	1	0%	-	1%	-	1%	-	0%	0%	-	-	-	-	0%
12. Satisfaction: City's efforts to communicate with residents														
	100	20%	21%	17%	20%	20%	18%	21%	21%	19%	22%	6%	17%	24%
	233	47%	48%	41%	49%	31%	46%	47%	44%	48%	47%	36%	47%	46%
	116	23%	23%	26%	22%	30%	22%	24%	23%	24%	22%	35%	23%	23%
	49	10%	9%	16%	9%	17%	13%	7%	11%	9%	8%	23%	13%	7%
	2	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	-	-	0%
13. Satisfaction: Affordability of housing														
	32	6%	6%	7%	7%	5%	11%	3%	6%	6%	7%	3%	9%	3%
	82	16%	19%	6%	19%	3%	20%	14%	12%	20%	17%	13%	21%	10%
	132	26%	27%	21%	27%	21%	24%	28%	24%	29%	26%	25%	27%	26%
	251	50%	47%	66%	46%	71%	45%	54%	58%	45%	50%	60%	42%	60%
	2	0%	0%	-	1%	-	-	1%	0%	0%	0%	-	1%	0%
14. Satisfaction: Openness and acceptance of the community toward people of diverse backgrounds														
	211	42%	45%	31%	44%	31%	42%	42%	38%	46%	44%	31%	42%	43%
	196	39%	40%	37%	41%	31%	43%	37%	37%	41%	40%	36%	43%	35%
	64	13%	12%	18%	11%	20%	8%	16%	16%	10%	12%	18%	11%	16%
	28	6%	4%	14%	3%	17%	6%	5%	9%	3%	4%	15%	5%	7%
	1	0%	0%	-	0%	-	0%	-	-	0%	0%	-	-	-
15. Satisfaction: Management of city finances														
	75	15%	16%	11%	16%	8%	12%	17%	14%	15%	17%	3%	14%	17%
	231	46%	47%	41%	46%	49%	40%	51%	52%	42%	48%	30%	39%	55%
	118	24%	23%	29%	24%	24%	28%	21%	19%	27%	22%	37%	28%	19%
	66	13%	12%	15%	13%	15%	19%	9%	11%	14%	12%	25%	19%	7%
	11	2%	2%	3%	2%	5%	2%	3%	3%	1%	1%	5%	1%	3%
16. Satisfaction: Downtown parking														
	76	15%	15%	17%	15%	14%	12%	17%	23%	10%	17%	3%	10%	21%
	159	32%	32%	30%	33%	24%	28%	34%	31%	31%	31%	36%	27%	37%
	152	30%	30%	33%	28%	43%	33%	28%	30%	31%	30%	33%	33%	27%

		n	%	Segmentation			
				Agree to both	Agree to over funded and Disagree to additional police	Disagree to over funded and Agree to additional police	Disagree to both
Number of cases		500		50	144	230	75
Row percent			100%	10%	29%	46%	15%
streets sidewalks and pedestrian and bike paths	Somewhat satisfied	206	41%	41%	48%	41%	28%
	Somewhat dissatisfied	99	20%	20%	16%	20%	26%
	Very dissatisfied	91	18%	21%	10%	27%	6%
	(Don't Know/No Opinion)	1	0%	-	1%	-	-
12. Satisfaction: City's efforts to communicate with residents	Very satisfied	100	20%	25%	20%	15%	32%
	Somewhat satisfied	233	47%	40%	46%	49%	45%
	Somewhat dissatisfied	116	23%	19%	24%	24%	21%
	Very dissatisfied	49	10%	16%	9%	12%	2%
	(Don't Know/No Opinion)	2	0%	-	1%	0%	-
13. Satisfaction: Affordability of housing	Very satisfied	32	6%	24%	0%	6%	8%
	Somewhat satisfied	82	16%	20%	8%	22%	13%
	Somewhat dissatisfied	132	26%	24%	24%	27%	33%
	Very dissatisfied	251	50%	31%	68%	44%	46%
	(Don't Know/No Opinion)	2	0%	1%	-	1%	-
14. Satisfaction: Openness and acceptance of the community toward people of diverse backgrounds	Very satisfied	211	42%	29%	41%	44%	47%
	Somewhat satisfied	196	39%	42%	35%	43%	35%
	Somewhat dissatisfied	64	13%	20%	15%	9%	16%
	Very dissatisfied	28	6%	9%	9%	4%	2%
	(Don't Know/No Opinion)	1	0%	-	-	0%	-
15. Satisfaction: Management of city finances	Very satisfied	75	15%	18%	13%	13%	23%
	Somewhat satisfied	231	46%	43%	55%	38%	55%
	Somewhat dissatisfied	118	24%	22%	19%	29%	19%
	Very dissatisfied	66	13%	17%	9%	18%	2%
	(Don't Know/No Opinion)	11	2%	-	4%	2%	1%
16. Satisfaction: Downtown parking	Very satisfied	76	15%	20%	24%	8%	16%
	Somewhat satisfied	159	32%	35%	30%	27%	48%
	Somewhat dissatisfied	152	30%	30%	29%	34%	23%

	n	%	3. Gender			Zip code		48. Age (Self-ID + Sample)					Gender/A	
			Male	Female	Other	East (95618)	West (95616)	18-34	35-44	45-54	55-64	65+	Male: <44	Male: 45+
Number of cases	500		229	249	22	209	291	159	85	70	70	115	113	122
Row percent		100%	46%	50%	4%	42%	58%	32%	17%	14%	14%	23%	23%	24%
	112	22%	22%	23%	24%	24%	21%	22%	23%	21%	23%	23%	24%	22%
	1	0%	-	0%	-	0%	-	-	1%	-	-	-	-	-
17. Satisfaction: Responsiveness to complaints from the public	80	16%	18%	16%	3%	14%	18%	12%	20%	15%	18%	17%	18%	16%
	235	47%	43%	51%	42%	46%	47%	49%	46%	49%	48%	43%	37%	48%
	112	22%	24%	19%	37%	24%	21%	26%	20%	24%	22%	18%	33%	17%
	64	13%	12%	13%	19%	13%	13%	12%	9%	10%	12%	18%	10%	15%
	10	2%	3%	1%	-	3%	1%	-	5%	2%	-	4%	2%	4%
18. Satisfaction: Performance of the city council	66	13%	14%	13%	3%	13%	14%	12%	20%	13%	11%	11%	17%	11%
	233	47%	44%	49%	41%	44%	49%	49%	52%	48%	38%	43%	45%	43%
	127	25%	26%	24%	33%	28%	24%	27%	18%	27%	33%	23%	27%	24%
	66	13%	13%	13%	18%	14%	13%	10%	9%	12%	17%	19%	10%	18%
	7	1%	2%	1%	6%	2%	1%	2%	1%	-	1%	3%	1%	2%
19. Satisfaction: Traffic safety and enforcement	135	27%	28%	27%	13%	23%	30%	27%	30%	27%	26%	25%	28%	29%
	222	44%	41%	46%	62%	50%	40%	47%	40%	46%	40%	44%	41%	41%
	82	16%	17%	16%	22%	16%	17%	14%	20%	13%	22%	16%	21%	14%
	58	12%	13%	11%	3%	9%	13%	12%	8%	12%	11%	13%	11%	15%
	4	1%	1%	1%	-	2%	-	-	1%	1%	-	2%	-	1%
20. Satisfaction: The safety of streets, sidewalks and pedestrian and bike paths	166	33%	36%	30%	35%	30%	35%	42%	41%	31%	32%	18%	43%	31%
	202	40%	41%	40%	35%	44%	38%	44%	36%	40%	35%	43%	41%	39%
	90	18%	13%	22%	26%	19%	17%	12%	13%	20%	22%	26%	10%	17%
	42	8%	10%	7%	4%	8%	9%	2%	9%	9%	11%	14%	7%	12%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
21. Satisfaction: Policing in Davis	123	25%	27%	24%	14%	24%	25%	21%	28%	27%	24%	25%	21%	32%
	227	45%	43%	50%	22%	47%	44%	44%	46%	48%	46%	46%	47%	38%
	90	18%	19%	16%	35%	17%	19%	18%	17%	17%	21%	18%	17%	19%
	56	11%	11%	10%	30%	10%	12%	17%	9%	7%	9%	9%	14%	9%
	4	1%	1%	0%	-	2%	-	-	-	1%	-	2%	-	2%



	n	Sample			49. Children in HH		53. Current student		55. Education (Self-ID)		50. Homeowner (Self-ID)		52. Duration of residence in Davis	
		%	NPP/Other	Non-Voters	Yes	No/(DK)	Yes	No/PNR	< 4-year degree	4 year degree +	Homeowner	Renter/Other	Less than 10 years	10+ years
Number of cases	500		101	79	168	332	72	428	224	276	265	235	191	309
Row percent		100%	20%	16%	34%	66%	14%	86%	45%	55%	53%	47%	38%	62%
	112	22%	22%	17%	26%	20%	19%	23%	26%	20%	20%	26%	18%	25%
	1	0%	-	-	-	0%	-	0%	-	0%	-	0%	-	0%
17. Satisfaction: Responsiveness to complaints from the public														
Very satisfied	80	16%	13%	29%	18%	15%	10%	17%	15%	17%	19%	12%	16%	16%
Somewhat satisfied	235	47%	48%	35%	44%	49%	39%	48%	43%	50%	44%	50%	58%	40%
Somewhat dissatisfied	112	22%	25%	12%	24%	21%	38%	20%	27%	19%	21%	24%	21%	23%
Very dissatisfied	64	13%	14%	19%	12%	13%	11%	13%	13%	12%	14%	12%	5%	18%
(Don't Know/No Opinion)	10	2%	1%	5%	2%	2%	2%	2%	2%	2%	3%	1%	0%	3%
18. Satisfaction: Performance of the city council														
Very satisfied	66	13%	8%	25%	15%	12%	11%	14%	11%	15%	13%	13%	13%	14%
Somewhat satisfied	233	47%	43%	40%	47%	47%	48%	46%	42%	51%	43%	50%	61%	38%
Somewhat dissatisfied	127	25%	34%	17%	21%	28%	31%	25%	30%	22%	26%	24%	21%	28%
Very dissatisfied	66	13%	14%	18%	16%	12%	11%	14%	16%	11%	15%	11%	4%	19%
(Don't Know/No Opinion)	7	1%	2%	-	1%	2%	-	2%	1%	2%	2%	1%	1%	2%
19. Satisfaction: Traffic safety and enforcement														
Very satisfied	135	27%	24%	39%	23%	29%	29%	27%	27%	27%	28%	26%	29%	26%
Somewhat satisfied	222	44%	46%	33%	44%	44%	45%	44%	43%	46%	44%	45%	49%	41%
Somewhat dissatisfied	82	16%	15%	14%	20%	15%	10%	18%	17%	16%	17%	15%	13%	18%
Very dissatisfied	58	12%	15%	10%	13%	11%	16%	11%	13%	10%	10%	13%	8%	14%
(Don't Know/No Opinion)	4	1%	-	3%	1%	1%	-	1%	-	1%	1%	0%	0%	1%
20. Satisfaction: The safety of streets, sidewalks and pedestrian and bike paths														
Very satisfied	166	33%	33%	37%	34%	33%	40%	32%	35%	32%	29%	38%	37%	31%
Somewhat satisfied	202	40%	36%	38%	38%	42%	43%	40%	36%	44%	41%	40%	41%	40%
Somewhat dissatisfied	90	18%	21%	13%	20%	17%	15%	19%	19%	18%	19%	17%	17%	19%
Very dissatisfied	42	8%	10%	12%	8%	9%	3%	9%	10%	7%	11%	6%	5%	10%
(Don't Know/No Opinion)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
21. Satisfaction: Policing in Davis														
Very satisfied	123	25%	27%	33%	27%	23%	20%	25%	25%	24%	26%	22%	27%	23%
Somewhat satisfied	227	45%	36%	49%	44%	46%	32%	48%	46%	45%	46%	45%	45%	46%
Somewhat dissatisfied	90	18%	19%	10%	17%	18%	27%	16%	17%	19%	18%	18%	17%	19%
Very dissatisfied	56	11%	18%	5%	11%	12%	21%	10%	11%	11%	8%	15%	11%	12%
(Don't Know/No Opinion)	4	1%	1%	3%	1%	1%	-	1%	0%	1%	1%	-	0%	1%

	n	%	54. HH Income					Prefer not to respond	38. Interacted with Davis police in past 2 years		4. Davis Right direction/Wrong track		6. Rating: Job City of Davis is doing to provide city services		7. Satisfac
			Less than \$50,000	\$50,000 to \$100,000	\$100,000 to \$150,000	\$150,000+	Yes		No	Right Direction	Wrong Track	Satisfied	Dissatisfied	Satisfied	
Number of cases	500		112	103	59	148	78	255	245	344	152	383	115	437	
Row percent		100%	22%	21%	12%	30%	16%	51%	49%	69%	30%	77%	23%	87%	
	112	22%	21%	19%	38%	20%	23%	27%	18%	17%	35%	16%	43%	18%	
	1	0%	-	-	-	-	1%	0%	-	-	1%	-	-	-	
17. Satisfaction: Responsiveness to complaints from the public	80	16%	11%	17%	23%	20%	8%	17%	15%	21%	4%	20%	4%	18%	
	235	47%	55%	52%	44%	44%	35%	42%	52%	55%	29%	55%	20%	51%	
	112	22%	27%	22%	19%	21%	22%	26%	19%	18%	32%	18%	37%	20%	
	64	13%	6%	8%	14%	13%	28%	15%	10%	3%	33%	5%	40%	9%	
	10	2%	1%	1%	-	2%	7%	1%	3%	2%	2%	2%	-	2%	
18. Satisfaction: Performance of the city council	66	13%	7%	20%	16%	14%	9%	13%	14%	19%	1%	17%	2%	15%	
	233	47%	60%	44%	38%	50%	32%	41%	53%	57%	23%	57%	14%	52%	
	127	25%	25%	25%	28%	22%	30%	27%	24%	20%	38%	20%	43%	24%	
	66	13%	7%	10%	15%	13%	26%	19%	7%	3%	36%	5%	41%	8%	
	7	1%	1%	1%	2%	1%	3%	1%	2%	1%	1%	2%	-	1%	
19. Satisfaction: Traffic safety and enforcement	135	27%	24%	29%	28%	27%	27%	23%	31%	31%	17%	32%	12%	30%	
	222	44%	52%	42%	33%	47%	39%	41%	48%	48%	36%	46%	37%	45%	
	82	16%	10%	19%	27%	13%	21%	19%	14%	14%	23%	14%	26%	15%	
	58	12%	14%	10%	12%	12%	9%	17%	5%	6%	24%	8%	25%	9%	
	4	1%	-	-	-	1%	3%	0%	1%	1%	1%	1%	-	1%	
20. Satisfaction: The safety of streets, sidewalks and pedestrian and bike paths	166	33%	42%	35%	30%	31%	25%	29%	37%	38%	22%	39%	14%	36%	
	202	40%	40%	43%	41%	39%	40%	42%	39%	43%	34%	42%	34%	42%	
	90	18%	14%	16%	20%	20%	21%	20%	16%	16%	22%	16%	25%	17%	
	42	8%	4%	5%	10%	10%	14%	9%	8%	3%	21%	3%	27%	4%	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
21. Satisfaction: Policing in Davis	123	25%	17%	29%	30%	31%	14%	27%	22%	28%	17%	28%	14%	26%	
	227	45%	46%	48%	42%	46%	44%	38%	53%	49%	36%	49%	35%	48%	
	90	18%	19%	16%	18%	15%	23%	21%	15%	15%	24%	16%	23%	17%	
	56	11%	18%	7%	9%	8%	15%	14%	8%	7%	22%	7%	27%	8%	
	4	1%	-	-	-	1%	3%	-	1%	1%	1%	1%	-	1%	

	n	%	7. Satisfaction: Overall quality of life		8. Satisfaction: Overall safety of the city		20. Satisfaction: The safety of streets, sidewalks and pedestrian and bike paths		21. Satisfaction: Policing in Davis		30. Crime in Davis compared to a year ago			31. Agree: I am confident that Davis' leaders are able to solve difficult problems as they arise	
			Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Worse	Same/(DK/Ref)	Better	Agree
Number of cases	500		63	385	114	368	132	350	146	227	250	24	296	201	
Row percent		100%	13%	77%	23%	74%	26%	70%	29%	45%	50%	5%	59%	40%	
	112	22%	56%	17%	40%	18%	35%	22%	25%	30%	17%	13%	16%	33%	
	1	0%	1%	0%	-	0%	-	-	1%	-	0%	-	-	-	
17. Satisfaction: Responsiveness to complaints from the public	80	16%	1%	20%	4%	19%	8%	20%	6%	10%	21%	21%	24%	4%	
	235	47%	20%	54%	23%	52%	32%	54%	32%	41%	53%	35%	59%	29%	
	112	22%	37%	16%	42%	18%	33%	18%	34%	30%	13%	42%	12%	38%	
	64	13%	41%	7%	32%	8%	26%	8%	25%	17%	10%	-	3%	27%	
	10	2%	1%	3%	-	2%	1%	1%	2%	2%	2%	2%	1%	2%	
18. Satisfaction: Performance of the city council	66	13%	-	16%	3%	16%	5%	17%	4%	7%	19%	12%	22%	1%	
	233	47%	10%	53%	25%	51%	35%	53%	31%	41%	51%	59%	60%	28%	
	127	25%	38%	23%	33%	24%	29%	20%	37%	30%	22%	15%	13%	44%	
	66	13%	49%	5%	40%	7%	30%	8%	26%	21%	6%	14%	4%	27%	
	7	1%	3%	2%	-	2%	1%	1%	1%	2%	1%	-	2%	1%	
19. Satisfaction: Traffic safety and enforcement	135	27%	2%	32%	11%	33%	11%	34%	11%	19%	33%	33%	32%	19%	
	222	44%	41%	48%	33%	46%	39%	46%	40%	42%	46%	43%	48%	39%	
	82	16%	26%	13%	27%	14%	23%	14%	24%	20%	13%	16%	16%	18%	
	58	12%	29%	6%	29%	6%	26%	6%	25%	17%	7%	8%	4%	23%	
	4	1%	1%	1%	-	1%	1%	-	1%	1%	1%	-	0%	1%	
20. Satisfaction: The safety of streets, sidewalks and pedestrian and bike paths	166	33%	12%	42%	3%	45%	-	41%	15%	22%	41%	61%	43%	19%	
	202	40%	27%	42%	34%	55%	-	39%	43%	41%	41%	24%	39%	42%	
	90	18%	23%	12%	38%	-	68%	14%	27%	23%	14%	15%	16%	22%	
	42	8%	37%	4%	24%	-	32%	6%	15%	14%	4%	-	2%	18%	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
21. Satisfaction: Policing in Davis	123	25%	15%	29%	9%	28%	16%	35%	-	16%	33%	17%	32%	14%	
	227	45%	31%	49%	34%	49%	37%	65%	-	48%	42%	63%	50%	39%	
	90	18%	21%	14%	30%	15%	25%	-	61%	20%	16%	11%	15%	21%	
	56	11%	33%	6%	28%	8%	22%	-	39%	14%	9%	9%	3%	24%	
	4	1%	-	1%	-	1%	1%	-	-	1%	0%	-	0%	1%	

	n	%	32. Agree: My interactions with Davis police have been positive		33. Agree: I would feel comfortable calling the police in an emergency		34. Agree: I am worried about being a victim of crime in Davis		35. Agree: the Davis Police Department is over-funded		36. Agree: Davis police respond promptly to 911 calls		37. Agree: Davis would benefit from additional police officers patrolling the city	
			Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
Number of cases	500		412	86	422	78	208	292	196	297	424	58	274	222
Row percent		100%	82%	17%	84%	16%	42%	58%	39%	59%	85%	12%	55%	44%
	112	22%	23%	20%	23%	19%	26%	20%	16%	28%	22%	29%	29%	15%
	1	0%	-	1%	-	1%	-	0%	0%	-	-	-	-	0%
17. Satisfaction: Responsiveness to complaints from the public														
Very satisfied	80	16%	17%	10%	17%	11%	12%	19%	17%	16%	18%	7%	14%	18%
Somewhat satisfied	235	47%	49%	39%	48%	39%	45%	48%	46%	48%	50%	24%	44%	51%
Somewhat dissatisfied	112	22%	21%	29%	21%	32%	25%	20%	24%	21%	21%	36%	23%	22%
Very dissatisfied	64	13%	12%	18%	12%	15%	17%	10%	11%	14%	11%	30%	18%	6%
(Don't Know/No Opinion)	10	2%	1%	4%	2%	4%	0%	3%	2%	1%	1%	4%	1%	2%
18. Satisfaction: Performance of the city council														
Very satisfied	66	13%	14%	8%	15%	5%	11%	15%	13%	13%	14%	3%	12%	15%
Somewhat satisfied	233	47%	47%	44%	47%	43%	43%	49%	49%	45%	49%	33%	39%	57%
Somewhat dissatisfied	127	25%	24%	31%	25%	30%	25%	26%	25%	26%	24%	37%	30%	19%
Very dissatisfied	66	13%	13%	16%	12%	18%	20%	8%	11%	15%	12%	24%	18%	8%
(Don't Know/No Opinion)	7	1%	1%	2%	1%	3%	1%	2%	2%	1%	0%	1%	1%	1%
19. Satisfaction: Traffic safety and enforcement														
Very satisfied	135	27%	29%	19%	29%	17%	23%	30%	27%	27%	29%	16%	22%	33%
Somewhat satisfied	222	44%	45%	43%	43%	52%	38%	49%	46%	42%	45%	38%	42%	46%
Somewhat dissatisfied	82	16%	14%	27%	15%	24%	21%	13%	15%	18%	16%	23%	19%	13%
Very dissatisfied	58	12%	12%	11%	13%	6%	18%	7%	11%	12%	10%	24%	16%	7%
(Don't Know/No Opinion)	4	1%	0%	1%	1%	1%	-	1%	0%	1%	0%	-	1%	1%
20. Satisfaction: The safety of streets, sidewalks and pedestrian and bike paths														
Very satisfied	166	33%	34%	29%	33%	34%	16%	45%	39%	30%	36%	12%	23%	46%
Somewhat satisfied	202	40%	39%	48%	40%	42%	47%	36%	39%	41%	39%	53%	41%	39%
Somewhat dissatisfied	90	18%	17%	19%	18%	18%	23%	14%	16%	19%	16%	25%	24%	11%
Very dissatisfied	42	8%	9%	5%	9%	6%	14%	5%	6%	10%	8%	10%	12%	4%
(Don't Know/No Opinion)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
21. Satisfaction: Policing in Davis														
Very satisfied	123	25%	28%	8%	28%	8%	18%	29%	14%	32%	27%	5%	24%	25%
Somewhat satisfied	227	45%	51%	19%	50%	23%	47%	44%	47%	45%	49%	23%	46%	45%
Somewhat dissatisfied	90	18%	15%	33%	15%	34%	19%	18%	21%	16%	15%	35%	17%	19%
Very dissatisfied	56	11%	5%	40%	7%	35%	15%	8%	18%	7%	8%	35%	11%	11%
(Don't Know/No Opinion)	4	1%	1%	-	1%	-	0%	1%	0%	1%	0%	1%	1%	0%



		n	%	Segmentation			
				Agree to both	Agree to over funded and Disagree to additional police	Disagree to over funded and Agree to additional police	Disagree to both
Number of cases		500		50	144	230	75
Row percent			100%	10%	29%	46%	15%
	Very dissatisfied	112	22%	16%	16%	31%	14%
	(Don't Know/No Opinion)	1	0%	-	1%	-	-
17. Satisfaction: Responsiveness to complaints from the public	Very satisfied	80	16%	22%	15%	12%	25%
	Somewhat satisfied	235	47%	38%	49%	45%	55%
	Somewhat dissatisfied	112	22%	21%	25%	23%	17%
	Very dissatisfied	64	13%	19%	8%	17%	4%
	(Don't Know/No Opinion)	10	2%	-	2%	3%	-
18. Satisfaction: Performance of the city council	Very satisfied	66	13%	18%	12%	10%	21%
	Somewhat satisfied	233	47%	44%	51%	38%	67%
	Somewhat dissatisfied	127	25%	22%	26%	32%	6%
	Very dissatisfied	66	13%	16%	10%	18%	5%
	(Don't Know/No Opinion)	7	1%	-	1%	2%	1%
19. Satisfaction: Traffic safety and enforcement	Very satisfied	135	27%	25%	28%	21%	44%
	Somewhat satisfied	222	44%	38%	49%	44%	41%
	Somewhat dissatisfied	82	16%	20%	14%	19%	12%
	Very dissatisfied	58	12%	18%	9%	15%	3%
	(Don't Know/No Opinion)	4	1%	-	1%	1%	-
20. Satisfaction: The safety of streets, sidewalks and pedestrian and bike paths	Very satisfied	166	33%	29%	43%	21%	54%
	Somewhat satisfied	202	40%	28%	43%	45%	32%
	Somewhat dissatisfied	90	18%	34%	10%	22%	11%
	Very dissatisfied	42	8%	10%	5%	12%	3%
	(Don't Know/No Opinion)	-	-	-	-	-	-
21. Satisfaction: Policing in Davis	Very satisfied	123	25%	17%	13%	25%	50%
	Somewhat satisfied	227	45%	51%	46%	45%	43%
	Somewhat dissatisfied	90	18%	12%	24%	19%	7%
	Very dissatisfied	56	11%	21%	17%	9%	-
	(Don't Know/No Opinion)	4	1%	-	-	2%	-

	n	%	3. Gender			Zip code		48. Age (Self-ID + Sample)					Gender/A		
			Male	Female	Other	East (95618)	West (95616)	18-34	35-44	45-54	55-64	65+	Male: <44	Male: 45+	
Number of cases	500		229	249	22	209	291	159	85	70	70	115	113	122	
Row percent		100%	46%	50%	4%	42%	58%	32%	17%	14%	14%	23%	23%	24%	
7. Satisfaction: Overall quality of life	Satisfied	437	87%	88%	89%	62%	83%	90%	89%	86%	86%	87%	88%	88%	87%
	Dissatisfied	63	13%	12%	11%	38%	17%	10%	11%	14%	14%	13%	12%	13%	
	(DK/NO)	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Net Satisfied	+375	+75	+76	+78	+23	+67	+81	+77	+73	+72	+75	+76	+76	+74
8. Satisfaction: Overall safety of the city	Satisfied	385	77%	78%	77%	68%	73%	80%	82%	80%	76%	71%	72%	78%	75%
	Dissatisfied	114	23%	22%	23%	32%	27%	20%	18%	20%	24%	29%	28%	22%	24%
	(DK/NO)	1	0%	0%	-	-	-	0%	-	-	-	-	1%	-	1%
	Net Satisfied	+271	+54	+56	+54	+36	+45	+61	+64	+61	+52	+41	+44	+56	+51
9. Satisfaction: Quality of parks, recreation programs	Satisfied	428	86%	86%	86%	79%	83%	88%	91%	86%	79%	92%	78%	88%	84%
	Dissatisfied	68	14%	14%	13%	21%	16%	12%	9%	13%	20%	7%	21%	12%	16%
	(DK/NO)	3	1%	0%	1%	-	1%	1%	-	1%	1%	1%	1%	-	1%
	Net Satisfied	+360	+72	+72	+73	+58	+67	+76	+81	+73	+60	+86	+57	+76	+68
10. Satisfaction: Overall image and reputation of the city	Satisfied	417	83%	87%	83%	54%	81%	85%	85%	84%	82%	83%	82%	86%	86%
	Dissatisfied	82	16%	13%	17%	46%	18%	15%	15%	16%	18%	17%	18%	14%	13%
	(DK/NO)	1	0%	0%	-	-	0%	-	-	-	-	-	1%	-	1%
	Net Satisfied	+335	+67	+74	+66	+8	+63	+70	+70	+68	+65	+66	+64	+72	+72
11. Satisfaction: Maintenance of streets sidewalks and pedestrian and bike paths	Satisfied	310	62%	60%	64%	63%	61%	62%	70%	77%	55%	61%	44%	69%	51%
	Dissatisfied	190	38%	40%	36%	37%	38%	38%	30%	22%	45%	39%	56%	31%	49%
	(DK/NO)	1	0%	-	0%	-	0%	-	-	1%	-	-	-	-	-
	Net Satisfied	+120	+24	+19	+28	+26	+23	+25	+40	+56	+11	+22	-12	+38	+3
12. Satisfaction: City's efforts to communicate with residents	Satisfied	333	67%	67%	67%	52%	66%	67%	63%	70%	68%	70%	67%	64%	69%
	Dissatisfied	165	33%	33%	32%	48%	33%	33%	37%	29%	32%	30%	33%	36%	31%
	(DK/NO)	2	0%	0%	0%	-	0%	0%	-	1%	-	-	1%	-	1%
	Net Satisfied	+168	+34	+35	+35	+4	+33	+34	+27	+40	+35	+39	+34	+28	+38
13. Satisfaction: Affordability of	Satisfied	114	23%	29%	19%	10%	29%	18%	14%	21%	27%	33%	27%	20%	37%

	n	%	Age Combo		56. Ethnicity (Multiple Response)					56. Ethnicity			Party (S		
			Female: <44	Female: 45+	White	Hispanic	Asian	Black	Else/(Ref)	White	Non-White	Unknown/ (Ref)	Democrat	Republican	
Number of cases	500		131	133	317	65	81	24	66	317	145	38	266	54	
Row percent		100%	26%	27%	63%	13%	16%	5%	13%	63%	29%	8%	53%	11%	
7. Satisfaction: Overall quality of life	Satisfied	437	87%	88%	87%	90%	84%	89%	84%	79%	90%	84%	82%	93%	68%
	Dissatisfied	63	13%	12%	13%	10%	16%	11%	16%	21%	10%	16%	18%	7%	32%
	(DK/NO)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Net Satisfied	+375	+75	+75	+75	+80	+69	+79	+68	+59	+80	+67	+64	+86	+35
8. Satisfaction: Overall safety of the city	Satisfied	385	77%	84%	70%	80%	80%	75%	75%	59%	80%	77%	52%	84%	51%
	Dissatisfied	114	23%	16%	30%	20%	20%	25%	25%	41%	20%	23%	48%	16%	49%
	(DK/NO)	1	0%	-	-	0%	-	-	-	-	0%	-	-	0%	-
	Net Satisfied	+271	+54	+69	+40	+61	+60	+51	+50	+18	+61	+53	+4	+68	+3
9. Satisfaction: Quality of parks, recreation programs	Satisfied	428	86%	90%	81%	86%	86%	88%	85%	76%	86%	85%	85%	90%	81%
	Dissatisfied	68	14%	10%	17%	13%	14%	12%	15%	24%	13%	15%	15%	10%	19%
	(DK/NO)	3	1%	1%	1%	1%	-	-	-	-	1%	-	-	1%	-
	Net Satisfied	+360	+72	+80	+64	+73	+71	+75	+71	+53	+73	+70	+69	+80	+62
10. Satisfaction: Overall image and reputation of the city	Satisfied	417	83%	84%	79%	85%	83%	87%	85%	69%	85%	85%	66%	91%	62%
	Dissatisfied	82	16%	16%	21%	15%	17%	13%	15%	31%	15%	15%	34%	9%	38%
	(DK/NO)	1	0%	-	-	0%	-	-	-	-	0%	-	-	-	-
	Net Satisfied	+335	+67	+67	+58	+70	+66	+74	+70	+37	+70	+69	+32	+82	+24
11. Satisfaction: Maintenance of streets sidewalks and pedestrian and bike paths	Satisfied	310	62%	76%	52%	61%	71%	72%	61%	53%	61%	68%	49%	65%	56%
	Dissatisfied	190	38%	24%	48%	39%	29%	28%	39%	47%	39%	32%	51%	35%	44%
	(DK/NO)	1	0%	1%	-	0%	-	-	-	-	0%	-	-	0%	-
	Net Satisfied	+120	+24	+52	+5	+22	+42	+44	+21	+5	+22	+35	-2	+30	+12
12. Satisfaction: City's efforts to communicate with residents	Satisfied	333	67%	67%	67%	71%	73%	63%	50%	43%	71%	64%	42%	71%	55%
	Dissatisfied	165	33%	33%	33%	29%	27%	37%	50%	57%	29%	36%	58%	28%	45%
	(DK/NO)	2	0%	1%	-	1%	-	-	-	-	1%	-	-	1%	-
	Net Satisfied	+168	+34	+34	+34	+42	+45	+26	+0	-13	+42	+28	-15	+42	+9
13. Satisfaction: Affordability of	Satisfied	114	23%	14%	22%	18%	30%	21%	43%	30%	18%	30%	38%	18%	29%

	n	Sample			49. Children in HH		53. Current student		55. Education (Self-ID)		50. Homeowner (Self-ID)		52. Duration of residence in Davis	
		%	NPP/Other	Non-Voters	Yes	No/(DK)	Yes	No/PNR	< 4-year degree	4 year degree +	Homeowner	Renter/Other	Less than 10 years	10+ years
Number of cases	500		101	79	168	332	72	428	224	276	265	235	191	309
Row percent		100%	20%	16%	34%	66%	14%	86%	45%	55%	53%	47%	38%	62%
7. Satisfaction: Overall quality of life	Satisfied	437	87%	81%	90%	86%	88%	85%	88%	86%	88%	87%	89%	86%
	Dissatisfied	63	13%	19%	10%	14%	12%	15%	12%	14%	12%	13%	11%	14%
	(DK/NO)	-	-	-	-	-	-	-	-	-	-	-	-	-
	Net Satisfied	+375	+75	+62	+80	+72	+76	+70	+76	+73	+77	+76	+74	+72
8. Satisfaction: Overall safety of the city	Satisfied	385	77%	67%	84%	73%	79%	83%	76%	76%	78%	73%	81%	73%
	Dissatisfied	114	23%	33%	16%	27%	21%	17%	24%	24%	22%	27%	19%	27%
	(DK/NO)	1	0%	-	-	-	0%	-	0%	-	0%	0%	-	0%
	Net Satisfied	+271	+54	+34	+69	+47	+58	+67	+52	+52	+56	+47	+62	+46
9. Satisfaction: Quality of parks, recreation programs	Satisfied	428	86%	80%	82%	84%	86%	86%	86%	88%	84%	86%	86%	89%
	Dissatisfied	68	14%	19%	17%	15%	13%	14%	14%	12%	15%	14%	13%	10%
	(DK/NO)	3	1%	1%	1%	1%	1%	-	1%	-	1%	1%	1%	1%
	Net Satisfied	+360	+72	+62	+65	+69	+74	+71	+72	+75	+69	+72	+72	+80
10. Satisfaction: Overall image and reputation of the city	Satisfied	417	83%	76%	81%	81%	85%	87%	83%	81%	85%	84%	82%	90%
	Dissatisfied	82	16%	23%	19%	19%	15%	13%	17%	18%	15%	15%	18%	10%
	(DK/NO)	1	0%	1%	-	-	0%	-	0%	0%	-	0%	-	0%
	Net Satisfied	+335	+67	+53	+62	+61	+70	+74	+66	+63	+70	+69	+65	+80
11. Satisfaction: Maintenance of streets sidewalks and pedestrian and bike paths	Satisfied	310	62%	58%	60%	65%	61%	80%	59%	66%	59%	51%	75%	54%
	Dissatisfied	190	38%	42%	40%	35%	39%	20%	41%	34%	41%	49%	25%	46%
	(DK/NO)	1	0%	-	-	-	0%	-	0%	-	0%	-	0%	0%
	Net Satisfied	+120	+24	+17	+20	+29	+21	+60	+18	+32	+17	+1	+49	+8
12. Satisfaction: City's efforts to communicate with residents	Satisfied	333	67%	59%	71%	66%	67%	56%	68%	65%	68%	68%	65%	71%
	Dissatisfied	165	33%	41%	29%	34%	33%	44%	31%	35%	31%	32%	34%	29%
	(DK/NO)	2	0%	-	-	-	1%	-	0%	-	1%	-	1%	1%
	Net Satisfied	+168	+34	+17	+42	+32	+34	+13	+37	+29	+37	+36	+31	+42
13. Satisfaction: Affordability of	Satisfied	114	23%	28%	28%	23%	23%	14%	24%	23%	23%	33%	11%	19%

	n	%	54. HH Income					Prefer not to respond	38. Interacted with Davis police in past 2 years		4. Davis Right direction/Wrong track		6. Rating: Job City of Davis is doing to provide city services		7. Satisfac
			Less than \$50,000	\$50,000 to \$100,000	\$100,000 to \$150,000	\$150,000+	Yes		No	Right Direction	Wrong Track	Satisfied	Dissatisfied	Satisfied	
Number of cases	500		112	103	59	148	78	255	245	344	152	383	115	437	
Row percent		100%	22%	21%	12%	30%	16%	51%	49%	69%	30%	77%	23%	87%	
7. Satisfaction: Overall quality of life	Satisfied	437	87%	87%	93%	85%	90%	80%	82%	94%	97%	66%	95%	61%	100%
	Dissatisfied	63	13%	13%	7%	15%	10%	20%	18%	6%	3%	34%	5%	39%	-
	(DK/NO)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Net Satisfied	+375	+75	+73	+85	+70	+79	+59	+63	+87	+93	+33	+91	+23	-
8. Satisfaction: Overall safety of the city	Satisfied	385	77%	82%	79%	74%	77%	70%	72%	83%	88%	53%	86%	47%	83%
	Dissatisfied	114	23%	18%	21%	25%	23%	30%	28%	17%	12%	47%	14%	53%	17%
	(DK/NO)	1	0%	-	-	1%	-	-	-	0%	-	-	0%	-	0%
	Net Satisfied	+271	+54	+64	+58	+49	+54	+40	+43	+66	+76	+6	+72	-5	+66
9. Satisfaction: Quality of parks, recreation programs	Satisfied	428	86%	89%	84%	88%	84%	86%	83%	88%	91%	73%	93%	61%	90%
	Dissatisfied	68	14%	11%	16%	12%	16%	12%	16%	12%	8%	26%	6%	39%	10%
	(DK/NO)	3	1%	-	1%	-	1%	2%	1%	0%	1%	1%	1%	-	1%
	Net Satisfied	+360	+72	+78	+68	+76	+68	+74	+67	+77	+83	+47	+87	+21	+80
10. Satisfaction: Overall image and reputation of the city	Satisfied	417	83%	82%	92%	86%	84%	73%	80%	87%	96%	55%	92%	56%	91%
	Dissatisfied	82	16%	18%	8%	14%	16%	26%	20%	12%	4%	45%	8%	44%	9%
	(DK/NO)	1	0%	-	-	-	-	1%	-	0%	-	1%	0%	-	0%
	Net Satisfied	+335	+67	+64	+84	+71	+67	+46	+59	+75	+92	+10	+84	+12	+82
11. Satisfaction: Maintenance of streets sidewalks and pedestrian and bike paths	Satisfied	310	62%	78%	68%	56%	51%	55%	61%	63%	72%	38%	71%	32%	66%
	Dissatisfied	190	38%	22%	32%	44%	49%	44%	39%	37%	28%	62%	29%	68%	34%
	(DK/NO)	1	0%	-	-	-	-	1%	0%	-	-	1%	-	-	-
	Net Satisfied	+120	+24	+57	+36	+11	+3	+11	+22	+26	+45	-24	+42	-36	+32
12. Satisfaction: City's efforts to communicate with residents	Satisfied	333	67%	70%	71%	70%	67%	54%	58%	75%	78%	42%	77%	33%	73%
	Dissatisfied	165	33%	30%	28%	30%	33%	45%	41%	25%	22%	57%	23%	67%	27%
	(DK/NO)	2	0%	-	1%	-	-	1%	1%	-	0%	1%	0%	-	0%
	Net Satisfied	+168	+34	+39	+43	+39	+34	+8	+18	+50	+56	-15	+54	-34	+46
13. Satisfaction: Affordability of	114	23%	10%	31%	11%	32%	23%	23%	22%	24%	21%	24%	21%	23%	

	n	%	7. Satisfaction: Overall quality of life		8. Satisfaction: Overall safety of the city		20. Satisfaction: The safety of streets, sidewalks and pedestrian and bike paths		21. Satisfaction: Policing in Davis		30. Crime in Davis compared to a year ago			31. Agree: I am confident that Davis' leaders are able to solve difficult problems as they arise	
			Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Worse	Same/ (DK/Ref)	Better	Agree
Number of cases	500		63	385	114	368	132	350	146	227	250	24	296	201	
Row percent		100%	13%	77%	23%	74%	26%	70%	29%	45%	50%	5%	59%	40%	
7. Satisfaction: Overall quality of life	Satisfied	437	87%	-	94%	65%	93%	71%	92%	77%	80%	93%	96%	74%	
	Dissatisfied	63	13%	100%	6%	35%	7%	29%	8%	23%	20%	7%	4%	26%	
	(DK/NO)	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Net Satisfied	+375	+75	-	+88	+31	+86	+43	+84	+53	+60	+87	+93	+49	
8. Satisfaction: Overall safety of the city	Satisfied	385	77%	37%	100%	-	88%	46%	86%	55%	59%	92%	97%	60%	
	Dissatisfied	114	23%	63%	-	100%	12%	54%	14%	45%	41%	8%	3%	40%	
	(DK/NO)	1	0%	-	-	-	0%	-	0%	-	0%	-	-	0%	
	Net Satisfied	+271	+54	-26	-	-	+76	-8	+72	+9	+18	+83	+94	+21	
9. Satisfaction: Quality of parks, recreation programs	Satisfied	428	86%	58%	89%	74%	90%	73%	87%	82%	82%	89%	85%	76%	
	Dissatisfied	68	14%	41%	10%	26%	9%	26%	12%	18%	18%	10%	15%	24%	
	(DK/NO)	3	1%	1%	1%	-	1%	1%	0%	1%	-	1%	-	1%	
	Net Satisfied	+360	+72	+17	+79	+47	+81	+47	+75	+64	+64	+79	+70	+53	
10. Satisfaction: Overall image and reputation of the city	Satisfied	417	83%	31%	90%	60%	89%	68%	89%	71%	79%	86%	97%	68%	
	Dissatisfied	82	16%	69%	9%	40%	11%	32%	11%	29%	21%	14%	3%	32%	
	(DK/NO)	1	0%	-	0%	-	0%	-	-	-	0%	-	-	0%	
	Net Satisfied	+335	+67	-39	+81	+20	+78	+37	+78	+41	+58	+73	+94	+35	
11. Satisfaction: Maintenance of streets sidewalks and pedestrian and bike paths	Satisfied	310	62%	33%	68%	41%	72%	34%	66%	53%	61%	63%	65%	46%	
	Dissatisfied	190	38%	66%	32%	59%	28%	66%	34%	47%	39%	37%	35%	54%	
	(DK/NO)	1	0%	1%	0%	-	0%	-	-	1%	-	0%	-	-	
	Net Satisfied	+120	+24	-34	+36	-18	+44	-32	+32	+6	+21	+26	+30	-8	
12. Satisfaction: City's efforts to communicate with residents	Satisfied	333	67%	23%	74%	42%	74%	46%	74%	50%	57%	76%	57%	44%	
	Dissatisfied	165	33%	76%	26%	58%	26%	54%	26%	50%	43%	23%	43%	56%	
	(DK/NO)	2	0%	1%	0%	-	0%	-	0%	1%	-	1%	-	0%	
	Net Satisfied	+168	+34	-53	+49	-16	+48	-8	+48	+0	+13	+54	+14	-11	
13. Satisfaction: Affordability of	114	23%	24%	21%	28%	22%	25%	25%	18%	25%	21%	25%	23%	23%	

	n	%	32. Agree: My interactions with Davis police have been positive		33. Agree: I would feel comfortable calling the police in an emergency		34. Agree: I am worried about being a victim of crime in Davis		35. Agree: the Davis Police Department is over-funded		36. Agree: Davis police respond promptly to 911 calls		37. Agree: Davis would benefit from additional police officers patrolling the city		
			Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	
Number of cases	500		412	86	422	78	208	292	196	297	424	58	274	222	
Row percent		100%	82%	17%	84%	16%	42%	58%	39%	59%	85%	12%	55%	44%	
7. Satisfaction: Overall quality of life	Satisfied	437	87%	89%	82%	89%	78%	82%	91%	88%	87%	89%	78%	85%	91%
	Dissatisfied	63	13%	11%	18%	11%	22%	18%	9%	12%	13%	11%	22%	15%	9%
	(DK/NO)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Net Satisfied	+375	+75	+77	+64	+79	+56	+64	+83	+77	+73	+77	+57	+69	+81
8. Satisfaction: Overall safety of the city	Satisfied	385	77%	78%	71%	78%	74%	58%	91%	84%	72%	79%	60%	66%	90%
	Dissatisfied	114	23%	22%	28%	22%	26%	42%	9%	16%	28%	21%	40%	34%	9%
	(DK/NO)	1	0%	-	1%	0%	-	-	0%	-	0%	0%	-	-	0%
	Net Satisfied	+271	+54	+57	+44	+55	+48	+16	+81	+68	+45	+58	+21	+32	+81
9. Satisfaction: Quality of parks, recreation programs	Satisfied	428	86%	85%	88%	85%	86%	83%	87%	87%	85%	86%	85%	83%	89%
	Dissatisfied	68	14%	14%	11%	14%	12%	16%	12%	13%	14%	14%	15%	16%	10%
	(DK/NO)	3	1%	0%	1%	1%	1%	0%	1%	0%	1%	0%	-	0%	1%
	Net Satisfied	+360	+72	+71	+77	+72	+74	+67	+76	+74	+71	+72	+70	+67	+78
10. Satisfaction: Overall image and reputation of the city	Satisfied	417	83%	85%	79%	85%	75%	77%	88%	85%	82%	85%	71%	79%	89%
	Dissatisfied	82	16%	15%	21%	15%	25%	23%	12%	15%	18%	15%	28%	21%	11%
	(DK/NO)	1	0%	0%	-	0%	-	0%	-	0%	-	-	1%	-	-
	Net Satisfied	+335	+67	+69	+57	+70	+50	+54	+76	+70	+65	+70	+43	+58	+78
11. Satisfaction: Maintenance of streets sidewalks and pedestrian and bike paths	Satisfied	310	62%	62%	65%	59%	77%	58%	65%	69%	57%	62%	60%	54%	71%
	Dissatisfied	190	38%	38%	34%	41%	22%	42%	35%	30%	43%	38%	40%	46%	28%
	(DK/NO)	1	0%	-	1%	-	1%	-	0%	0%	-	-	-	-	0%
	Net Satisfied	+120	+24	+23	+30	+18	+55	+16	+30	+39	+14	+24	+20	+8	+43
12. Satisfaction: City's efforts to communicate with residents	Satisfied	333	67%	69%	58%	69%	52%	64%	68%	65%	67%	69%	42%	64%	70%
	Dissatisfied	165	33%	31%	41%	30%	47%	35%	31%	34%	33%	31%	58%	36%	30%
	(DK/NO)	2	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	-	-	0%
	Net Satisfied	+168	+34	+37	+16	+39	+4	+29	+37	+31	+34	+39	-16	+28	+40
13. Satisfaction: Affordability of	114	23%	25%	13%	26%	7%	31%	17%	18%	26%	24%	15%	30%	13%	

		n	%	Segmentation			
				Agree to both	Agree to over funded and Disagree to additional police	Disagree to over funded and Agree to additional police	Disagree to both
Number of cases		500		50	144	230	75
Row percent			100%	10%	29%	46%	15%
7. Satisfaction: Overall quality of life	Satisfied	437	87%	90%	88%	84%	96%
	Dissatisfied	63	13%	10%	12%	16%	4%
	(DK/NO)	-	-	-	-	-	-
	Net Satisfied	+375	+75	+80	+76	+68	+91
8. Satisfaction: Overall safety of the city	Satisfied	385	77%	67%	90%	66%	92%
	Dissatisfied	114	23%	33%	10%	34%	7%
	(DK/NO)	1	0%	-	-	-	1%
	Net Satisfied	+271	+54	+34	+80	+32	+84
9. Satisfaction: Quality of parks, recreation programs	Satisfied	428	86%	82%	88%	83%	91%
	Dissatisfied	68	14%	18%	11%	16%	9%
	(DK/NO)	3	1%	-	1%	1%	-
	Net Satisfied	+360	+72	+63	+77	+68	+82
10. Satisfaction: Overall image and reputation of the city	Satisfied	417	83%	86%	85%	78%	97%
	Dissatisfied	82	16%	14%	15%	22%	3%
	(DK/NO)	1	0%	-	-	0%	-
	Net Satisfied	+335	+67	+72	+70	+56	+93
11. Satisfaction: Maintenance of streets sidewalks and pedestrian and bike paths	Satisfied	310	62%	59%	73%	53%	68%
	Dissatisfied	190	38%	41%	26%	47%	32%
	(DK/NO)	1	0%	-	1%	-	-
	Net Satisfied	+120	+24	+18	+47	+7	+36
12. Satisfaction: City's efforts to communicate with residents	Satisfied	333	67%	65%	66%	64%	77%
	Dissatisfied	165	33%	35%	34%	36%	23%
	(DK/NO)	2	0%	-	1%	0%	-
	Net Satisfied	+168	+34	+31	+32	+28	+55
13. Satisfaction: Affordability of	Satisfied	114	23%	44%	9%	28%	21%



	n	%	3. Gender			Zip code		48. Age (Self-ID + Sample)					Gender/A			
			Male	Female	Other	East (95618)	West (95616)	18-34	35-44	45-54	55-64	65+	Male: <44	Male: 45+		
Number of cases	500		229	249	22	209	291	159	85	70	70	115	113	122		
Row percent		100%	46%	50%	4%	42%	58%	32%	17%	14%	14%	23%	23%	24%		
housing																
		Dissatisfied	383	77%	71%	80%	90%	70%	81%	86%	79%	71%	66%	72%	80%	62%
		(DK/NO)	2	0%	0%	1%	-	1%	0%	-	-	1%	1%	1%	-	1%
		Net Satisfied	-269	-54	-43	-62	-80	-41	-63	-72	-58	-44	-32	-45	-61	-26
14. Satisfaction: Openness and acceptance of the community toward people of diverse backgrounds																
		Satisfied	408	82%	84%	80%	69%	82%	81%	83%	82%	79%	79%	83%	83%	85%
		Dissatisfied	92	18%	15%	20%	31%	18%	19%	17%	18%	21%	21%	17%	17%	14%
		(DK/NO)	1	0%	0%	-	-	-	0%	-	-	-	-	1%	-	1%
		Net Satisfied	+316	+63	+69	+60	+38	+64	+62	+65	+64	+58	+58	+66	+66	+71
15. Satisfaction: Management of city finances																
		Satisfied	305	61%	63%	62%	26%	60%	62%	64%	69%	57%	55%	58%	69%	57%
		Dissatisfied	184	37%	35%	36%	68%	38%	36%	34%	27%	41%	44%	40%	29%	42%
		(DK/NO)	11	2%	2%	2%	6%	1%	3%	2%	4%	2%	1%	2%	2%	2%
		Net Satisfied	+122	+24	+28	+27	-42	+22	+26	+30	+42	+16	+10	+18	+40	+15
16. Satisfaction: Downtown parking																
		Satisfied	235	47%	54%	40%	48%	48%	46%	47%	55%	52%	44%	40%	58%	50%
		Dissatisfied	264	53%	46%	59%	52%	52%	54%	53%	44%	48%	56%	60%	42%	50%
		(DK/NO)	1	0%	-	0%	-	0%	-	-	-	-	-	-	-	-
		Net Satisfied	-29	-6	+8	-19	-4	-4	-7	-6	+11	+5	-13	-20	+16	+1
17. Satisfaction: Responsiveness to complaints from the public																
		Satisfied	314	63%	61%	67%	45%	60%	65%	62%	66%	64%	66%	60%	55%	64%
		Dissatisfied	176	35%	36%	32%	55%	37%	34%	38%	29%	34%	34%	36%	43%	32%
		(DK/NO)	10	2%	3%	1%	-	3%	1%	-	5%	2%	-	4%	2%	4%
		Net Satisfied	+139	+28	+24	+35	-11	+23	+31	+23	+37	+30	+31	+24	+13	+32
18. Satisfaction: Performance of the city council																
		Satisfied	299	60%	59%	62%	44%	56%	62%	61%	72%	61%	49%	55%	62%	55%
		Dissatisfied	193	39%	39%	37%	50%	42%	37%	37%	27%	39%	50%	43%	37%	43%
		(DK/NO)	7	1%	2%	1%	6%	2%	1%	2%	1%	-	1%	3%	1%	2%
		Net Satisfied	+106	+21	+19	+25	-7	+15	+26	+24	+46	+22	-0	+12	+25	+12
19. Satisfaction: Traffic safety and enforcement																
		Satisfied	356	71%	69%	73%	75%	73%	70%	74%	70%	73%	66%	70%	68%	70%
		Dissatisfied	140	28%	30%	27%	25%	25%	30%	26%	29%	25%	34%	29%	32%	29%
		(DK/NO)	4	1%	1%	1%	-	2%	-	-	1%	1%	-	2%	-	1%

		Age Combo			56. Ethnicity (Multiple Response)					56. Ethnicity			Party (S		
		n	%	Female: <44	Female: 45+	White	Hispanic	Asian	Black	Else/(Ref)	White	Non-White	Unknown/ (Ref)	Democrat	Republican
Number of cases		500		131	133	317	65	81	24	66	317	145	38	266	54
Row percent			100%	26%	27%	63%	13%	16%	5%	13%	63%	29%	8%	53%	11%
housing	Dissatisfied	383	77%	86%	77%	82%	70%	79%	57%	70%	82%	70%	62%	81%	71%
	(DK/NO)	2	0%	-	1%	1%	-	-	-	-	1%	-	-	0%	-
	Net Satisfied	-269	-54	-72	-55	-64	-39	-59	-14	-39	-64	-39	-25	-63	-43
14. Satisfaction: Openness and acceptance of the community toward people of diverse backgrounds	Satisfied	408	82%	82%	76%	82%	72%	88%	71%	85%	82%	80%	86%	82%	82%
	Dissatisfied (DK/NO)	92	18%	18%	24%	18%	28%	12%	29%	15%	18%	20%	14%	18%	18%
	Net Satisfied	+316	+63	+64	+53	+64	+43	+77	+42	+70	+64	+59	+72	+64	+65
15. Satisfaction: Management of city finances	Satisfied	305	61%	63%	57%	64%	65%	63%	63%	36%	64%	62%	33%	70%	36%
	Dissatisfied (DK/NO)	184	37%	34%	41%	34%	33%	34%	37%	64%	34%	36%	67%	28%	64%
	Net Satisfied	+122	+24	+29	+15	+30	+32	+29	+27	-28	+30	+27	-35	+42	-28
16. Satisfaction: Downtown parking	Satisfied	235	47%	43%	39%	49%	40%	46%	56%	36%	49%	44%	44%	51%	27%
	Dissatisfied (DK/NO)	264	53%	57%	61%	51%	60%	54%	44%	64%	51%	56%	56%	49%	73%
	Net Satisfied	-29	-6	-14	-23	-2	-21	-8	+12	-27	-2	-12	-13	+2	-47
17. Satisfaction: Responsiveness to complaints from the public	Satisfied	314	63%	70%	61%	64%	64%	63%	65%	42%	64%	66%	43%	66%	48%
	Dissatisfied (DK/NO)	176	35%	28%	38%	34%	36%	35%	35%	58%	34%	32%	57%	32%	52%
	Net Satisfied	+139	+28	+41	+23	+30	+28	+28	+30	-16	+30	+34	-15	+35	-5
18. Satisfaction: Performance of the city council	Satisfied	299	60%	68%	55%	62%	69%	63%	60%	43%	62%	61%	38%	68%	27%
	Dissatisfied (DK/NO)	193	39%	30%	45%	37%	29%	35%	40%	57%	37%	37%	62%	30%	69%
	Net Satisfied	+106	+21	+37	+10	+25	+41	+28	+20	-14	+25	+24	-24	+38	-43
19. Satisfaction: Traffic safety and enforcement	Satisfied	356	71%	77%	70%	71%	74%	70%	79%	64%	71%	74%	64%	72%	67%
	Dissatisfied (DK/NO)	140	28%	22%	30%	29%	26%	28%	21%	36%	29%	24%	36%	27%	33%
		4	1%	1%	1%	1%	-	2%	-	-	1%	1%	-	0%	-

	n	Sample			49. Children in HH		53. Current student		55. Education (Self-ID)		50. Homeowner (Self-ID)		52. Duration of residence in Davis	
		%	NPP/Other	Non-Voters	Yes	No/(DK)	Yes	No/PNR	< 4-year degree	4 year degree +	Homeowner	Renter/Other	Less than 10 years	10+ years
Number of cases	500		101	79	168	332	72	428	224	276	265	235	191	309
Row percent		100%	20%	16%	34%	66%	14%	86%	45%	55%	53%	47%	38%	62%
housing														
			Dissatisfied											
	383	77%	71%	71%	76%	77%	86%	75%	77%	76%	66%	89%	81%	74%
	2	0%	1%	1%	1%	0%	-	1%	0%	1%	1%	-	0%	0%
			Net Satisfied											
	-269	-54	-43	-44	-52	-54	-71	-51	-54	-53	-33	-77	-62	-49
14. Satisfaction: Openness and acceptance of the community toward people of diverse backgrounds														
			Satisfied											
	408	82%	78%	85%	81%	82%	80%	82%	81%	82%	85%	78%	84%	80%
	92	18%	22%	15%	19%	18%	20%	18%	19%	18%	15%	22%	16%	20%
	1	0%	-	-	-	0%	-	0%	-	0%	-	0%	-	0%
			Net Satisfied											
	+316	+63	+56	+70	+61	+64	+60	+64	+63	+64	+70	+56	+69	+60
15. Satisfaction: Management of city finances														
			Satisfied											
	305	61%	50%	63%	63%	60%	59%	61%	58%	64%	59%	63%	72%	54%
	184	37%	49%	33%	35%	38%	39%	36%	41%	33%	39%	34%	25%	44%
	11	2%	2%	4%	3%	2%	2%	2%	1%	3%	2%	3%	3%	2%
			Net Satisfied											
	+122	+24	+1	+30	+28	+22	+20	+25	+16	+31	+20	+29	+47	+10
16. Satisfaction: Downtown parking														
			Satisfied											
	235	47%	42%	55%	47%	47%	54%	46%	46%	47%	51%	42%	52%	44%
	264	53%	58%	45%	53%	53%	46%	54%	54%	52%	49%	57%	48%	56%
	1	0%	-	-	-	0%	-	0%	-	0%	-	0%	-	0%
			Net Satisfied											
	-29	-6	-16	+9	-5	-6	+8	-8	-7	-5	+2	-15	+3	-12
17. Satisfaction: Responsiveness to complaints from the public														
			Satisfied											
	314	63%	61%	64%	62%	63%	49%	65%	58%	67%	63%	63%	74%	56%
	176	35%	38%	31%	36%	35%	49%	33%	40%	31%	34%	36%	26%	41%
	10	2%	1%	5%	2%	2%	2%	2%	2%	2%	3%	1%	0%	3%
			Net Satisfied											
	+139	+28	+22	+33	+26	+29	-0	+33	+17	+36	+29	+27	+48	+15
18. Satisfaction: Performance of the city council														
			Satisfied											
	299	60%	51%	65%	62%	59%	59%	60%	53%	65%	57%	63%	74%	51%
	193	39%	47%	35%	37%	39%	41%	38%	46%	33%	41%	36%	25%	47%
	7	1%	2%	-	1%	2%	-	2%	1%	2%	2%	1%	1%	2%
			Net Satisfied											
	+106	+21	+4	+30	+24	+20	+17	+22	+8	+32	+15	+28	+49	+4
19. Satisfaction: Traffic safety and enforcement														
			Satisfied											
	356	71%	70%	72%	67%	73%	74%	71%	70%	72%	71%	71%	78%	67%
	140	28%	30%	24%	32%	26%	26%	28%	30%	27%	28%	29%	21%	32%
	4	1%	-	3%	1%	1%	-	1%	-	1%	1%	0%	0%	1%

	n	%	54. HH Income					Prefer not to respond	38. Interacted with Davis police in past 2 years		4. Davis Right direction/Wrong track		6. Rating: Job City of Davis is doing to provide city services		7. Satisfact quality
			Less than \$50,000	\$50,000 to \$100,000	\$100,000 to \$150,000	\$150,000+	Yes		No	Right Direction	Wrong Track	Satisfied	Dissatisfied		
Number of cases	500		112	103	59	148	78	255	245	344	152	383	115	437	
Row percent		100%	22%	21%	12%	30%	16%	51%	49%	69%	30%	77%	23%	87%	
housing															
Dissatisfied	383	77%	88%	69%	89%	68%	77%	76%	77%	75%	79%	76%	79%	77%	
(DK/NO)	2	0%	1%	-	-	1%	-	0%	1%	0%	0%	1%	-	1%	
Net Satisfied	-269	-54	-78	-38	-79	-36	-55	-53	-54	-51	-58	-52	-58	-54	
14. Satisfaction: Openness and acceptance of the community toward people of diverse backgrounds															
Satisfied	408	82%	83%	79%	83%	84%	75%	78%	85%	86%	73%	86%	69%	84%	
Dissatisfied	92	18%	17%	20%	17%	16%	25%	21%	15%	14%	27%	14%	31%	15%	
(DK/NO)	1	0%	-	1%	-	-	-	0%	-	0%	-	0%	-	0%	
Net Satisfied	+316	+63	+66	+60	+66	+69	+50	+57	+69	+72	+45	+72	+38	+69	
15. Satisfaction: Management of city finances															
Satisfied	305	61%	69%	64%	59%	66%	37%	56%	67%	76%	26%	73%	21%	67%	
Dissatisfied	184	37%	29%	36%	37%	33%	57%	43%	30%	21%	72%	24%	79%	31%	
(DK/NO)	11	2%	2%	-	4%	1%	6%	1%	4%	2%	2%	3%	-	2%	
Net Satisfied	+122	+24	+41	+28	+22	+34	-20	+12	+37	+55	-45	+49	-58	+37	
16. Satisfaction: Downtown parking															
Satisfied	235	47%	46%	55%	39%	50%	39%	43%	51%	54%	31%	52%	31%	50%	
Dissatisfied	264	53%	54%	45%	61%	50%	60%	56%	49%	46%	68%	48%	69%	50%	
(DK/NO)	1	0%	-	-	-	-	1%	0%	-	-	1%	-	-	-	
Net Satisfied	-29	-6	-9	+9	-23	+0	-20	-13	+1	+8	-37	+3	-37	+0	
17. Satisfaction: Responsiveness to complaints from the public															
Satisfied	314	63%	66%	69%	67%	65%	43%	58%	68%	76%	34%	75%	24%	69%	
Dissatisfied	176	35%	33%	30%	33%	34%	50%	41%	29%	22%	65%	23%	76%	29%	
(DK/NO)	10	2%	1%	1%	-	2%	7%	1%	3%	2%	2%	2%	-	2%	
Net Satisfied	+139	+28	+33	+40	+35	+31	-7	+18	+38	+54	-31	+52	-53	+40	
18. Satisfaction: Performance of the city council															
Satisfied	299	60%	67%	64%	54%	64%	41%	54%	66%	76%	25%	73%	16%	67%	
Dissatisfied	193	39%	32%	35%	44%	35%	56%	46%	32%	22%	74%	25%	84%	32%	
(DK/NO)	7	1%	1%	1%	2%	1%	3%	1%	2%	1%	1%	2%	-	1%	
Net Satisfied	+106	+21	+35	+29	+11	+29	-15	+8	+35	+54	-50	+48	-68	+35	
19. Satisfaction: Traffic safety and enforcement															
Satisfied	356	71%	76%	71%	61%	75%	66%	64%	79%	79%	53%	78%	49%	75%	
Dissatisfied	140	28%	24%	29%	39%	25%	31%	36%	20%	20%	46%	21%	51%	24%	
(DK/NO)	4	1%	-	-	-	1%	3%	0%	1%	1%	1%	1%	-	1%	

	n	%	9. Satisfaction: Overall quality of life		8. Satisfaction: Overall safety of the city		20. Satisfaction: The safety of streets, sidewalks and pedestrian and bike paths		21. Satisfaction: Policing in Davis		30. Crime in Davis compared to a year ago			31. Agree: I am confident that Davis' leaders are able to solve difficult problems as they arise	
			Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Worse	Same/ (DK/Ref)	Better	Agree
Number of cases	500		63	385	114	368	132	350	146	227	250	24	296	201	
Row percent		100%	13%	77%	23%	74%	26%	70%	29%	45%	50%	5%	59%	40%	
housing															
	383	77%	76%	78%	72%	78%	74%	75%	82%	75%	79%	75%	77%	76%	
	2	0%	-	1%	-	0%	1%	0%	-	0%	1%	-	1%	0%	
	Net Satisfied	-269	-54	-53	-57	-43	-55	-50	-49	-65	-49	-58	-49	-54	
14. Satisfaction: Openness and acceptance of the community toward people of diverse backgrounds															
	408	82%	62%	82%	80%	83%	77%	87%	69%	82%	82%	77%	86%	76%	
	92	18%	38%	18%	20%	17%	23%	13%	31%	18%	18%	23%	14%	24%	
	1	0%	-	0%	-	0%	-	0%	-	-	0%	-	0%	-	
	Net Satisfied	+316	+63	+24	+64	+59	+66	+55	+74	+37	+64	+54	+72	+51	
15. Satisfaction: Management of city finances															
	305	61%	17%	71%	27%	68%	41%	70%	40%	47%	73%	67%	80%	34%	
	184	37%	80%	26%	72%	29%	58%	28%	57%	51%	25%	30%	17%	66%	
	11	2%	3%	2%	1%	2%	2%	1%	3%	2%	2%	2%	3%	1%	
	Net Satisfied	+122	+24	-63	+45	-45	+39	-17	+42	-17	+48	+37	+63	-32	
16. Satisfaction: Downtown parking															
	235	47%	25%	51%	34%	53%	31%	51%	38%	38%	54%	64%	53%	38%	
	264	53%	74%	49%	66%	47%	69%	49%	61%	62%	46%	36%	47%	62%	
	1	0%	1%	0%	-	0%	-	-	1%	-	0%	-	-	-	
	Net Satisfied	-29	-6	-49	+2	-32	+5	-37	+2	-23	+8	+27	+7	-24	
17. Satisfaction: Responsiveness to complaints from the public															
	314	63%	21%	74%	26%	71%	40%	74%	39%	51%	74%	56%	83%	33%	
	176	35%	78%	24%	74%	26%	59%	25%	59%	47%	24%	42%	15%	65%	
	10	2%	1%	3%	-	2%	1%	1%	2%	2%	2%	2%	1%	2%	
	Net Satisfied	+139	+28	-57	+50	-47	+45	-19	+48	-20	+4	+51	+14	+68	
18. Satisfaction: Performance of the city council															
	299	60%	10%	70%	27%	67%	40%	71%	35%	48%	70%	70%	82%	29%	
	193	39%	87%	29%	73%	31%	59%	28%	64%	51%	29%	30%	17%	71%	
	7	1%	3%	2%	-	2%	1%	1%	1%	2%	1%	-	2%	1%	
	Net Satisfied	+106	+21	-78	+41	-45	+36	-19	+42	-29	-3	+41	+41	+65	
19. Satisfaction: Traffic safety and enforcement															
	356	71%	43%	79%	45%	79%	50%	80%	51%	62%	80%	76%	80%	58%	
	140	28%	56%	20%	55%	20%	50%	20%	49%	38%	20%	24%	20%	41%	
	4	1%	1%	1%	-	1%	1%	-	1%	1%	1%	-	0%	1%	

	n	%	32. Agree: My interactions with Davis police have been positive		33. Agree: I would feel comfortable calling the police in an emergency		34. Agree: I am worried about being a victim of crime in Davis		35. Agree: the Davis Police Department is over-funded		36. Agree: Davis police respond promptly to 911 calls		37. Agree: Davis would benefit from additional police officers patrolling the city	
			Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
Number of cases	500		412	86	422	78	208	292	196	297	424	58	274	222
Row percent		100%	82%	17%	84%	16%	42%	58%	39%	59%	85%	12%	55%	44%
housing														
			Dissatisfied											
	383	77%	74%	87%	74%	93%	69%	82%	82%	74%	76%	85%	69%	87%
	2	0%	0%	-	1%	-	-	1%	0%	0%	0%	-	1%	0%
			Net Satisfied											
	-269	-54	-49	-75	-48	-85	-38	-65	-64	-48	-52	-70	-39	-74
14. Satisfaction: Openness and acceptance of the community toward people of diverse backgrounds														
			Satisfied											
	408	82%	84%	68%	85%	63%	85%	79%	74%	86%	83%	68%	85%	78%
	92	18%	15%	32%	15%	37%	14%	21%	26%	13%	16%	32%	15%	22%
	1	0%	0%	-	0%	-	0%	-	-	0%	0%	-	-	-
			Net Satisfied											
	+316	+63	+69	+36	+70	+26	+71	+57	+49	+73	+67	+36	+69	+55
15. Satisfaction: Management of city finances														
			Satisfied											
	305	61%	63%	52%	62%	57%	52%	68%	66%	57%	65%	33%	52%	72%
	184	37%	35%	45%	36%	39%	47%	30%	31%	41%	34%	62%	47%	25%
	11	2%	2%	3%	2%	5%	2%	3%	3%	1%	1%	5%	1%	3%
			Net Satisfied											
	+122	+24	+28	+7	+25	+18	+5	+38	+35	+16	+30	-29	+6	+46
16. Satisfaction: Downtown parking														
			Satisfied											
	235	47%	47%	47%	49%	37%	41%	51%	54%	41%	48%	39%	38%	58%
	264	53%	53%	52%	51%	61%	59%	48%	45%	59%	52%	61%	62%	42%
	1	0%	-	1%	-	1%	-	0%	0%	-	-	-	-	0%
			Net Satisfied											
	-29	-6	-6	-5	-3	-24	-19	+3	+9	-17	-4	-23	-24	+17
17. Satisfaction: Responsiveness to complaints from the public														
			Satisfied											
	314	63%	66%	50%	65%	49%	57%	67%	63%	63%	67%	31%	58%	69%
	176	35%	33%	47%	33%	46%	43%	30%	35%	36%	32%	65%	41%	29%
	10	2%	1%	4%	2%	4%	0%	3%	2%	1%	1%	4%	1%	2%
			Net Satisfied											
	+139	+28	+33	+3	+32	+3	+14	+37	+28	+28	+35	-34	+17	+40
18. Satisfaction: Performance of the city council														
			Satisfied											
	299	60%	62%	51%	62%	49%	54%	64%	63%	58%	63%	37%	51%	71%
	193	39%	37%	47%	37%	48%	45%	34%	36%	41%	37%	62%	48%	27%
	7	1%	1%	2%	1%	3%	1%	2%	2%	1%	0%	1%	1%	1%
			Net Satisfied											
	+106	+21	+25	+4	+25	+0	+9	+30	+27	+17	+26	-25	+3	+44
19. Satisfaction: Traffic safety and enforcement														
			Satisfied											
	356	71%	73%	62%	72%	69%	61%	79%	73%	70%	74%	53%	65%	79%
	140	28%	26%	37%	28%	30%	39%	20%	26%	30%	26%	47%	35%	20%
	4	1%	0%	1%	1%	1%	-	1%	0%	1%	0%	-	1%	1%

		n	%	Segmentation			
				Agree to both	Agree to over funded and Disagree to additional police	Disagree to over funded and Agree to additional police	Disagree to both
Number of cases		500		50	144	230	75
Row percent			100%	10%	29%	46%	15%
housing	Dissatisfied	383	77%	55%	91%	71%	79%
	(DK/NO)	2	0%	1%	-	1%	-
	Net Satisfied	-269	-54	-11	-83	-43	-58
14. Satisfaction: Openness and acceptance of the community toward people of diverse backgrounds	Satisfied	408	82%	71%	75%	87%	83%
	Dissatisfied	92	18%	29%	25%	12%	17%
	(DK/NO)	1	0%	-	-	0%	-
	Net Satisfied	+316	+63	+43	+51	+75	+65
15. Satisfaction: Management of city finances	Satisfied	305	61%	61%	68%	51%	78%
	Dissatisfied	184	37%	39%	28%	47%	21%
	(DK/NO)	11	2%	-	4%	2%	1%
	Net Satisfied	+122	+24	+22	+40	+4	+58
16. Satisfaction: Downtown parking	Satisfied	235	47%	54%	54%	35%	64%
	Dissatisfied	264	53%	46%	45%	65%	36%
	(DK/NO)	1	0%	-	1%	-	-
	Net Satisfied	-29	-6	+9	+9	-30	+27
17. Satisfaction: Responsiveness to complaints from the public	Satisfied	314	63%	60%	65%	57%	79%
	Dissatisfied	176	35%	40%	33%	40%	21%
	(DK/NO)	10	2%	-	2%	3%	-
	Net Satisfied	+139	+28	+19	+32	+17	+58
18. Satisfaction: Performance of the city council	Satisfied	299	60%	62%	63%	48%	87%
	Dissatisfied	193	39%	38%	35%	50%	12%
	(DK/NO)	7	1%	-	1%	2%	1%
	Net Satisfied	+106	+21	+25	+28	-2	+76
19. Satisfaction: Traffic safety and enforcement	Satisfied	356	71%	62%	77%	65%	85%
	Dissatisfied	140	28%	38%	23%	34%	15%
	(DK/NO)	4	1%	-	1%	1%	-

	n	%	3. Gender			Zip code		48. Age (Self-ID + Sample)					Gender/A		
			Male	Female	Other	East (95618)	West (95616)	18-34	35-44	45-54	55-64	65+	Male: <44	Male: 45+	
Number of cases	500		229	249	22	209	291	159	85	70	70	115	113	122	
Row percent		100%	46%	50%	4%	42%	58%	32%	17%	14%	14%	23%	23%	24%	
	Net Satisfied	+216	+43	+40	+46	+50	+48	+40	+49	+41	+48	+33	+41	+37	+41
20. Satisfaction: The safety of streets, sidewalks and pedestrian and bike paths	Satisfied	368	74%	77%	71%	70%	74%	74%	85%	77%	71%	67%	60%	83%	71%
	Dissatisfied	132	26%	23%	29%	30%	26%	26%	15%	23%	29%	33%	40%	17%	29%
	(DK/NO)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Net Satisfied	+236	+47	+54	+41	+40	+47	+47	+71	+55	+42	+34	+20	+67	+41
21. Satisfaction: Policing in Davis	Satisfied	350	70%	69%	74%	36%	72%	69%	65%	74%	75%	70%	71%	69%	70%
	Dissatisfied	146	29%	30%	26%	64%	26%	31%	35%	26%	24%	30%	27%	31%	28%
	(DK/NO)	4	1%	1%	0%	-	2%	-	-	-	1%	-	2%	-	2%
	Net Satisfied	+204	+41	+40	+48	-28	+46	+37	+30	+48	+50	+40	+44	+37	+41
22. Concern: Public drug use	Very concerned	117	23%	24%	24%	14%	25%	22%	13%	20%	24%	29%	38%	16%	31%
	Somewhat concerned	130	26%	24%	29%	20%	31%	23%	17%	25%	26%	36%	32%	18%	29%
	Not too concerned	172	34%	36%	32%	44%	31%	37%	48%	34%	34%	28%	20%	47%	25%
	Not at all concerned	78	16%	16%	15%	21%	12%	18%	22%	22%	15%	7%	8%	20%	13%
	(Don't Know/Refused)	3	1%	1%	-	-	1%	-	-	-	-	-	2%	-	2%
23. Concern: Car and home break-ins	Very concerned	202	40%	36%	43%	62%	42%	40%	31%	33%	42%	37%	60%	30%	42%
	Somewhat concerned	184	37%	39%	36%	16%	39%	35%	39%	34%	36%	46%	31%	39%	39%
	Not too concerned	94	19%	21%	17%	18%	16%	21%	25%	26%	18%	13%	9%	26%	16%
	Not at all concerned	19	4%	3%	4%	3%	3%	4%	5%	7%	3%	3%	1%	5%	2%
	(Don't Know/Refused)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
24. Concern: Violent crime	Very concerned	111	22%	20%	25%	17%	23%	21%	14%	22%	26%	20%	33%	13%	26%
	Somewhat concerned	161	32%	28%	35%	35%	34%	31%	30%	25%	25%	39%	40%	28%	30%
	Not too concerned	174	35%	37%	33%	31%	34%	35%	48%	30%	38%	31%	21%	42%	33%
	Not at all concerned	53	11%	14%	7%	17%	8%	13%	8%	23%	11%	9%	6%	17%	11%
	(Don't Know/Refused)	1	0%	0%	-	-	0%	-	-	-	-	-	1%	-	1%
25. Concern: Panhandling	Very concerned	140	28%	30%	28%	4%	32%	25%	18%	27%	26%	37%	39%	23%	35%
	Somewhat concerned	169	34%	29%	39%	33%	36%	32%	30%	26%	41%	42%	35%	24%	35%



	n	Age Combo			56. Ethnicity (Multiple Response)					56. Ethnicity			Party (S		
		%	Female: <44	Female: 45+	White	Hispanic	Asian	Black	Else/(Ref)	White	Non-White	Unknown/ (Ref)	Democrat	Republican	
Number of cases	500		131	133	317	65	81	24	66	317	145	38	266	54	
Row percent		100%	26%	27%	63%	13%	16%	5%	13%	63%	29%	8%	53%	11%	
	Net Satisfied	+216	+43	+55	+40	+42	+49	+42	+57	+28	+42	+50	+28	+45	+33
20. Satisfaction: The safety of streets, sidewalks and pedestrian and bike paths	Satisfied	368	74%	82%	60%	75%	77%	83%	69%	51%	75%	76%	50%	76%	67%
	Dissatisfied	132	26%	18%	40%	25%	23%	17%	31%	49%	25%	24%	50%	24%	33%
	(DK/NO)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Net Satisfied	+236	+47	+64	+20	+51	+53	+66	+38	+3	+51	+51	-0	+52	+34
21. Satisfaction: Policing in Davis	Satisfied	350	70%	68%	74%	69%	77%	64%	79%	60%	69%	75%	63%	70%	67%
	Dissatisfied	146	29%	32%	26%	31%	23%	33%	21%	40%	31%	24%	37%	30%	33%
	(DK/NO)	4	1%	-	1%	1%	-	2%	-	-	1%	1%	-	-	-
	Net Satisfied	+204	+41	+36	+48	+38	+55	+31	+58	+21	+38	+51	+25	+40	+34
22. Concern: Public drug use	Very concerned	117	23%	14%	32%	18%	30%	26%	22%	34%	18%	31%	42%	10%	61%
	Somewhat concerned	130	26%	22%	34%	26%	34%	22%	11%	29%	26%	26%	30%	29%	24%
	Not too concerned	172	34%	40%	27%	37%	23%	40%	44%	25%	37%	31%	21%	43%	14%
	Not at all concerned	78	16%	24%	7%	19%	13%	10%	23%	12%	19%	10%	6%	18%	1%
	(Don't Know/Refused)	3	1%	-	-	0%	-	2%	-	-	0%	1%	-	-	-
23. Concern: Car and home break-ins	Very concerned	202	40%	33%	55%	33%	45%	45%	41%	55%	33%	53%	52%	33%	59%
	Somewhat concerned	184	37%	36%	34%	39%	34%	38%	47%	30%	39%	34%	34%	39%	36%
	Not too concerned	94	19%	25%	10%	23%	15%	17%	9%	12%	23%	11%	12%	24%	4%
	Not at all concerned	19	4%	6%	2%	5%	6%	-	2%	3%	5%	2%	2%	4%	-
	(Don't Know/Refused)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
24. Concern: Violent crime	Very concerned	111	22%	20%	29%	17%	29%	25%	35%	41%	17%	31%	36%	13%	43%
	Somewhat concerned	161	32%	29%	41%	32%	37%	42%	15%	16%	32%	37%	20%	34%	29%
	Not too concerned	174	35%	41%	24%	39%	28%	32%	45%	31%	39%	27%	31%	42%	23%
	Not at all concerned	53	11%	10%	6%	13%	7%	2%	6%	12%	13%	5%	12%	11%	5%
	(Don't Know/Refused)	1	0%	-	-	0%	-	-	-	-	0%	-	-	-	-
25. Concern: Panhandling	Very concerned	140	28%	19%	34%	22%	39%	31%	49%	36%	22%	38%	40%	17%	62%
	Somewhat concerned	169	34%	33%	42%	34%	37%	37%	20%	31%	34%	31%	42%	37%	16%

	n	Sample			49. Children in HH		53. Current student		55. Education (Self-ID)		50. Homeowner (Self-ID)		52. Duration of residence in Davis		
		%	NPP/Other	Non-Voters	Yes	No/(DK)	Yes	No/PNR	< 4-year degree	4 year degree +	Homeowner	Renter/Other	Less than 10 years	10+ years	
Number of cases	500		101	79	168	332	72	428	224	276	265	235	191	309	
Row percent		100%	20%	16%	34%	66%	14%	86%	45%	55%	53%	47%	38%	62%	
	Net Satisfied	+216	+43	+40	+48	+35	+48	+48	+42	+41	+45	+44	+42	+57	+35
20. Satisfaction: The safety of streets, sidewalks and pedestrian and bike paths	Satisfied	368	74%	69%	76%	72%	74%	82%	72%	71%	75%	70%	78%	71%	
	Dissatisfied	132	26%	31%	24%	28%	26%	18%	28%	29%	25%	30%	22%	29%	
	(DK/NO)	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Net Satisfied	+236	+47	+38	+51	+44	+49	+65	+44	+43	+51	+40	+55	+56	+42
21. Satisfaction: Policing in Davis	Satisfied	350	70%	62%	82%	72%	69%	52%	73%	71%	69%	73%	67%	72%	69%
	Dissatisfied	146	29%	37%	15%	28%	30%	48%	26%	28%	30%	26%	33%	27%	30%
	(DK/NO)	4	1%	1%	3%	1%	1%	-	1%	0%	1%	1%	-	0%	1%
	Net Satisfied	+204	+41	+26	+67	+44	+39	+4	+47	+43	+39	+47	+34	+45	+38
22. Concern: Public drug use	Very concerned	117	23%	30%	35%	29%	20%	6%	26%	24%	23%	29%	17%	11%	31%
	Somewhat concerned	130	26%	22%	22%	26%	26%	15%	28%	23%	29%	30%	21%	26%	26%
	Not too concerned	172	34%	30%	26%	35%	34%	49%	32%	36%	33%	30%	39%	43%	29%
	Not at all concerned	78	16%	18%	15%	10%	18%	31%	13%	17%	14%	9%	23%	20%	13%
	(Don't Know/Refused)	3	1%	1%	2%	-	1%	-	1%	0%	1%	1%	-	-	1%
23. Concern: Car and home break-ins	Very concerned	202	40%	50%	40%	42%	40%	36%	41%	43%	39%	47%	34%	33%	45%
	Somewhat concerned	184	37%	30%	38%	37%	37%	30%	38%	36%	37%	36%	38%	37%	37%
	Not too concerned	94	19%	17%	16%	17%	20%	25%	18%	16%	21%	15%	23%	25%	15%
	Not at all concerned	19	4%	3%	6%	5%	3%	9%	3%	5%	3%	3%	5%	4%	4%
	(Don't Know/Refused)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
24. Concern: Violent crime	Very concerned	111	22%	33%	25%	27%	20%	18%	23%	23%	22%	24%	20%	16%	26%
	Somewhat concerned	161	32%	26%	36%	24%	36%	34%	32%	29%	34%	33%	31%	29%	34%
	Not too concerned	174	35%	31%	24%	35%	34%	35%	35%	36%	34%	33%	37%	42%	30%
	Not at all concerned	53	11%	8%	15%	14%	9%	13%	10%	11%	10%	9%	12%	13%	9%
	(Don't Know/Refused)	1	0%	1%	-	-	0%	-	0%	0%	-	0%	-	-	0%
25. Concern: Panhandling	Very concerned	140	28%	29%	40%	28%	28%	17%	30%	27%	29%	36%	19%	15%	36%
	Somewhat concerned	169	34%	35%	33%	35%	33%	20%	36%	32%	35%	36%	31%	36%	33%

	n	%	54. HH Income					Prefer not to respond	38. Interacted with Davis police in past 2 years		4. Davis Right direction/Wrong track		6. Rating: Job City of Davis is doing to provide city services		7. Satisfac
			Less than \$50,000	\$50,000 to \$100,000	\$100,000 to \$150,000	\$150,000+	Yes		No	Right Direction	Wrong Track	Satisfied	Dissatisfied	Satisfied	
Number of cases	500		112	103	59	148	78	255	245	344	152	383	115	437	
Row percent		100%	22%	21%	12%	30%	16%	51%	49%	69%	30%	77%	23%	87%	
Net Satisfied	+216	+43	+53	+42	+22	+50	+35	+28	+59	+59	+7	+57	-2	+51	
20. Satisfaction: The safety of streets, sidewalks and pedestrian and bike paths															
Satisfied	368	74%	82%	78%	70%	70%	64%	71%	76%	81%	56%	81%	48%	78%	
Dissatisfied (DK/NO)	132	26%	18%	22%	30%	30%	36%	29%	24%	19%	44%	19%	52%	22%	
Net Satisfied	+236	+47	+64	+57	+40	+40	+29	+42	+52	+62	+13	+62	-4	+57	
21. Satisfaction: Policing in Davis															
Satisfied	350	70%	63%	77%	73%	76%	58%	65%	76%	77%	54%	77%	49%	74%	
Dissatisfied (DK/NO)	146	29%	37%	23%	27%	23%	39%	35%	23%	22%	46%	23%	51%	26%	
Net Satisfied	+204	+41	+26	+53	+46	+53	+19	+30	+53	+55	+8	+54	-1	+48	
22. Concern: Public drug use															
Very concerned	117	23%	14%	26%	27%	27%	25%	24%	23%	15%	42%	18%	41%	20%	
Somewhat concerned	130	26%	19%	27%	22%	27%	35%	28%	24%	27%	24%	26%	26%	27%	
Not too concerned	172	34%	41%	34%	33%	35%	25%	31%	38%	41%	21%	39%	20%	36%	
Not at all concerned (Don't Know/Refused)	78	16%	26%	13%	18%	11%	11%	17%	14%	17%	13%	16%	13%	16%	
	3	1%	-	-	-	-	3%	-	1%	1%	1%	1%	-	1%	
23. Concern: Car and home break-ins															
Very concerned	202	40%	36%	42%	37%	41%	47%	46%	35%	33%	59%	37%	54%	37%	
Somewhat concerned	184	37%	34%	37%	36%	36%	41%	33%	40%	41%	28%	38%	32%	39%	
Not too concerned	94	19%	24%	20%	22%	18%	10%	17%	21%	24%	8%	21%	11%	20%	
Not at all concerned (Don't Know/Refused)	19	4%	5%	1%	5%	5%	2%	4%	3%	3%	5%	4%	4%	4%	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
24. Concern: Violent crime															
Very concerned	111	22%	20%	25%	16%	20%	32%	27%	17%	16%	38%	18%	38%	18%	
Somewhat concerned	161	32%	33%	35%	35%	31%	27%	31%	34%	32%	32%	33%	29%	33%	
Not too concerned	174	35%	36%	27%	36%	41%	32%	32%	38%	40%	21%	39%	22%	38%	
Not at all concerned (Don't Know/Refused)	53	11%	11%	13%	12%	9%	8%	11%	10%	12%	8%	10%	10%	12%	
	1	0%	-	-	-	-	1%	-	0%	-	1%	0%	-	0%	
25. Concern: Panhandling															
Very concerned	140	28%	19%	35%	34%	29%	26%	31%	25%	20%	48%	23%	45%	25%	
Somewhat concerned	169	34%	33%	32%	32%	36%	33%	32%	36%	39%	24%	35%	29%	36%	

	n	%	ion: Overall	8. Satisfaction: Overall		20. Satisfaction: The		21. Satisfaction: Policing		30. Crime in Davis compared to a			31. Agree: I am		
			of life	safety of the city		safety of streets, sidewalks and pedestrian and bike paths		in Davis		year ago			confident that Davis' leaders are able to solve difficult problems as they arise		
			Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Worse	Same/ (DK/Ref)	Better	Agree	Disagree	
Number of cases	500		63	385	114	368	132	350	146	227	250	24	296	201	
Row percent		100%	13%	77%	23%	74%	26%	70%	29%	45%	50%	5%	59%	40%	
Net Satisfied	+216	+43	-13	+60	-11	+59	-0	+61	+2	+24	+60	+52	+61	+17	
20. Satisfaction: The safety of streets, sidewalks and pedestrian and bike paths	Satisfied	368	74%	40%	84%	38%	100%	-	80%	58%	63%	82%	85%	82%	61%
	Dissatisfied	132	26%	60%	16%	62%	-	100%	20%	42%	37%	18%	15%	18%	39%
	(DK/NO)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Net Satisfied	+236	+47	-20	+68	-25	-	-	+60	+16	+26	+64	+70	+64	+21
21. Satisfaction: Policing in Davis	Satisfied	350	70%	46%	78%	42%	76%	53%	100%	-	64%	74%	80%	82%	53%
	Dissatisfied	146	29%	54%	21%	58%	23%	47%	-	100%	35%	25%	20%	18%	46%
	(DK/NO)	4	1%	-	1%	-	1%	1%	-	-	1%	0%	-	0%	1%
	Net Satisfied	+204	+41	-9	+58	-16	+53	+6	-	-	+30	+49	+60	+64	+7
22. Concern: Public drug use	Very concerned	117	23%	46%	16%	48%	18%	39%	22%	27%	38%	11%	16%	17%	32%
	Somewhat concerned	130	26%	21%	26%	27%	25%	29%	27%	23%	29%	24%	23%	28%	23%
	Not too concerned	172	34%	20%	39%	18%	40%	20%	38%	25%	23%	45%	32%	39%	27%
	Not at all concerned	78	16%	13%	18%	7%	17%	12%	12%	24%	10%	20%	28%	15%	16%
	(Don't Know/Refused)	3	1%	-	1%	-	1%	-	-	-	1%	-	-	-	1%
23. Concern: Car and home break-ins	Very concerned	202	40%	63%	30%	76%	33%	61%	37%	49%	65%	21%	15%	35%	49%
	Somewhat concerned	184	37%	22%	42%	19%	40%	27%	41%	28%	28%	44%	46%	39%	34%
	Not too concerned	94	19%	14%	23%	4%	22%	11%	20%	17%	7%	29%	31%	22%	15%
	Not at all concerned	19	4%	1%	5%	1%	5%	1%	3%	6%	1%	6%	7%	4%	3%
	(Don't Know/Refused)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
24. Concern: Violent crime	Very concerned	111	22%	52%	13%	54%	16%	40%	19%	30%	37%	11%	4%	16%	31%
	Somewhat concerned	161	32%	30%	32%	32%	32%	32%	33%	29%	42%	25%	17%	32%	33%
	Not too concerned	174	35%	15%	42%	12%	38%	25%	36%	31%	16%	51%	50%	40%	27%
	Not at all concerned	53	11%	3%	13%	1%	13%	4%	11%	10%	5%	14%	29%	12%	8%
	(Don't Know/Refused)	1	0%	-	0%	-	0%	-	-	-	0%	-	-	-	0%
25. Concern: Panhandling	Very concerned	140	28%	52%	20%	55%	23%	42%	29%	26%	45%	14%	13%	21%	38%
	Somewhat concerned	169	34%	20%	35%	29%	33%	36%	35%	31%	31%	37%	37%	38%	29%

	n	%	32. Agree: My interactions with Davis police have been positive		33. Agree: I would feel comfortable calling the police in an emergency		34. Agree: I am worried about being a victim of crime in Davis		35. Agree: the Davis Police Department is over-funded		36. Agree: Davis police respond promptly to 911 calls		37. Agree: Davis would benefit from additional police officers patrolling the city		
			Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	
Number of cases	500		412	86	422	78	208	292	196	297	424	58	274	222	
Row percent		100%	82%	17%	84%	16%	42%	58%	39%	59%	85%	12%	55%	44%	
	Net Satisfied	+216	+43	+47	+24	+44	+39	+22	+59	+47	+40	+48	+6	+30	+60
20. Satisfaction: The safety of streets, sidewalks and pedestrian and bike paths	Satisfied	368	74%	73%	77%	73%	75%	63%	81%	78%	71%	75%	65%	64%	85%
	Dissatisfied	132	26%	27%	23%	27%	25%	37%	19%	22%	29%	25%	35%	36%	15%
	(DK/NO)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Net Satisfied	+236	+47	+46	+53	+47	+51	+26	+62	+56	+41	+50	+31	+27	+71
21. Satisfaction: Policing in Davis	Satisfied	350	70%	79%	27%	77%	31%	66%	73%	61%	76%	76%	28%	70%	70%
	Dissatisfied	146	29%	20%	73%	22%	69%	34%	26%	39%	23%	24%	70%	29%	30%
	(DK/NO)	4	1%	1%	-	1%	-	0%	1%	0%	1%	0%	1%	1%	0%
	Net Satisfied	+204	+41	+60	-47	+55	-38	+32	+47	+21	+54	+52	-42	+41	+40
22. Concern: Public drug use	Very concerned	117	23%	26%	12%	26%	10%	40%	12%	12%	31%	23%	29%	37%	7%
	Somewhat concerned	130	26%	28%	19%	28%	13%	30%	23%	20%	29%	26%	26%	35%	15%
	Not too concerned	172	34%	34%	35%	33%	43%	24%	42%	40%	31%	35%	23%	22%	49%
	Not at all concerned	78	16%	12%	35%	12%	34%	6%	22%	27%	9%	15%	21%	5%	28%
	(Don't Know/Refused)	3	1%	1%	-	1%	-	0%	1%	0%	1%	0%	1%	1%	-
23. Concern: Car and home break-ins	Very concerned	202	40%	42%	33%	42%	31%	69%	20%	30%	48%	40%	47%	58%	18%
	Somewhat concerned	184	37%	37%	34%	36%	39%	26%	44%	35%	37%	38%	29%	35%	39%
	Not too concerned	94	19%	17%	26%	18%	22%	4%	29%	28%	13%	18%	19%	6%	35%
	Not at all concerned	19	4%	3%	7%	3%	7%	0%	6%	7%	2%	4%	5%	1%	8%
	(Don't Know/Refused)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
24. Concern: Violent crime	Very concerned	111	22%	23%	17%	24%	14%	40%	9%	17%	26%	20%	37%	33%	9%
	Somewhat concerned	161	32%	33%	31%	32%	31%	46%	23%	32%	32%	33%	27%	39%	24%
	Not too concerned	174	35%	34%	38%	34%	38%	13%	51%	38%	33%	35%	26%	23%	49%
	Not at all concerned	53	11%	10%	14%	9%	17%	1%	17%	13%	9%	11%	10%	5%	18%
	(Don't Know/Refused)	1	0%	0%	-	0%	-	0%	-	0%	-	-	1%	-	-
25. Concern: Panhandling	Very concerned	140	28%	31%	14%	31%	10%	48%	14%	14%	38%	28%	31%	45%	8%
	Somewhat concerned	169	34%	35%	27%	35%	27%	30%	37%	37%	31%	34%	31%	30%	38%

	n	%	Segmentation				
			Agree to both	Agree to over funded and Disagree to additional police	Disagree to over funded and Agree to additional police	Disagree to both	
Number of cases	500		50	144	230	75	
Row percent		100%	10%	29%	46%	15%	
	Net Satisfied	+216	+43	+24	+54	+32	+70
20. Satisfaction: The safety of streets, sidewalks and pedestrian and bike paths	Satisfied	368	74%	57%	85%	66%	86%
	Dissatisfied	132	26%	43%	15%	34%	14%
	(DK/NO)	-	-	-	-	-	-
	Net Satisfied	+236	+47	+13	+71	+32	+72
21. Satisfaction: Policing in Davis	Satisfied	350	70%	67%	59%	70%	93%
	Dissatisfied	146	29%	33%	41%	28%	7%
	(DK/NO)	4	1%	-	-	2%	-
	Net Satisfied	+204	+41	+34	+17	+42	+85
22. Concern: Public drug use	Very concerned	117	23%	35%	5%	36%	12%
	Somewhat concerned	130	26%	43%	12%	33%	19%
	Not too concerned	172	34%	17%	48%	24%	51%
	Not at all concerned	78	16%	5%	34%	5%	18%
	(Don't Know/Refused)	3	1%	-	-	1%	-
23. Concern: Car and home break-ins	Very concerned	202	40%	59%	20%	57%	17%
	Somewhat concerned	184	37%	36%	36%	36%	43%
	Not too concerned	94	19%	5%	36%	6%	34%
	Not at all concerned	19	4%	1%	9%	1%	6%
	(Don't Know/Refused)	-	-	-	-	-	-
24. Concern: Violent crime	Very concerned	111	22%	36%	10%	31%	9%
	Somewhat concerned	161	32%	47%	27%	37%	18%
	Not too concerned	174	35%	15%	46%	26%	54%
	Not at all concerned	53	11%	2%	18%	5%	19%
	(Don't Know/Refused)	1	0%	-	-	0%	-
25. Concern: Panhandling	Very concerned	140	28%	42%	4%	44%	16%
	Somewhat concerned	169	34%	40%	37%	29%	39%

			3. Gender			Zip code		48. Age (Self-ID + Sample)					Gender/A	
	n	%	Male	Female	Other	East (95618)	West (95616)	18-34	35-44	45-54	55-64	65+	Male: <44	Male: 45+
Number of cases	500		229	249	22	209	291	159	85	70	70	115	113	122
Row percent		100%	46%	50%	4%	42%	58%	32%	17%	14%	14%	23%	23%	24%
26. Concern: Racial profiling and other bias in policing														
Very concerned	121	24%	18%	29%	37%	20%	27%	32%	21%	29%	17%	17%	24%	12%
Somewhat concerned	138	28%	27%	27%	35%	30%	26%	34%	27%	16%	25%	29%	32%	23%
Not too concerned	139	28%	28%	29%	7%	29%	27%	17%	27%	33%	36%	35%	19%	35%
Not at all concerned	99	20%	26%	14%	20%	20%	20%	17%	23%	21%	22%	18%	25%	29%
(Don't Know/Refused)	4	1%	1%	1%	-	1%	0%	-	2%	1%	-	2%	-	1%
27. Concern: People experiencing homelessness														
Very concerned	327	65%	63%	66%	85%	69%	63%	59%	62%	65%	72%	72%	61%	65%
Somewhat concerned	133	27%	28%	27%	6%	21%	31%	28%	30%	30%	24%	22%	29%	28%
Not too concerned	31	6%	6%	6%	9%	8%	5%	11%	5%	4%	3%	5%	8%	5%
Not at all concerned	8	2%	3%	1%	-	2%	2%	2%	3%	1%	2%	1%	3%	2%
(Don't Know/Refused)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
28. Concern: Graffiti and vandalism														
Very concerned	88	18%	17%	19%	4%	20%	16%	9%	14%	14%	25%	30%	14%	19%
Somewhat concerned	152	30%	28%	33%	30%	38%	25%	23%	29%	34%	35%	37%	24%	32%
Not too concerned	176	35%	36%	35%	30%	28%	41%	37%	36%	44%	35%	27%	33%	39%
Not at all concerned	84	17%	18%	14%	36%	15%	18%	31%	21%	8%	5%	7%	29%	10%
(Don't Know/Refused)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
29. Concern: People experiencing mental health crises														
Very concerned	239	48%	47%	49%	54%	49%	47%	44%	41%	54%	48%	54%	41%	52%
Somewhat concerned	180	36%	33%	38%	36%	35%	37%	38%	34%	36%	39%	32%	34%	32%
Not too concerned	64	13%	15%	11%	7%	14%	12%	14%	15%	7%	13%	13%	17%	14%
Not at all concerned	16	3%	5%	2%	3%	2%	4%	3%	9%	3%	-	1%	8%	2%
(Don't Know/Refused)	1	0%	-	0%	-	0%	-	-	1%	-	-	-	-	-
22. Concern: Public drug use														
Concerned	247	49%	47%	53%	34%	56%	45%	30%	45%	50%	65%	70%	34%	60%
Not concerned	250	50%	52%	47%	66%	43%	55%	70%	55%	50%	35%	28%	66%	38%
(DK/Ref)	3	1%	1%	-	-	1%	-	-	-	-	-	2%	-	2%









	n	%	ion: Overall	8. Satisfaction: Overall		20. Satisfaction: The		21. Satisfaction: Policing		30. Crime in Davis compared to a			31. Agree: I am	
			of life	safety of the city		safety of streets, sidewalks and pedestrian and bike paths		in Davis		year ago			confident that Davis' leaders are able to solve difficult problems as they arise	
			Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Worse	Same/ (DK/Ref)	Better	Agree	Disagree
Number of cases	500		63	385	114	368	132	350	146	227	250	24	296	201
Row percent		100%	13%	77%	23%	74%	26%	70%	29%	45%	50%	5%	59%	40%
26. Concern: Racial profiling and other bias in policing														
	130	26%	14%	31%	11%	30%	14%	28%	23%	15%	35%	34%	31%	19%
	56	11%	13%	13%	5%	12%	8%	8%	20%	7%	14%	16%	10%	13%
	4	1%	-	1%	-	1%	-	0%	-	1%	0%	-	1%	1%
	121	24%	36%	26%	17%	25%	22%	19%	37%	24%	24%	22%	24%	24%
	138	28%	15%	29%	22%	29%	24%	30%	22%	26%	28%	39%	32%	21%
	139	28%	12%	28%	27%	27%	30%	31%	22%	26%	30%	13%	28%	26%
	99	20%	37%	15%	35%	19%	23%	20%	20%	23%	16%	26%	14%	28%
	4	1%	-	1%	-	1%	1%	1%	-	0%	1%	-	1%	1%
27. Concern: People experiencing homelessness														
	327	65%	82%	61%	80%	64%	70%	62%	73%	74%	59%	51%	59%	74%
	133	27%	11%	31%	14%	28%	24%	31%	17%	20%	33%	30%	32%	19%
	31	6%	4%	8%	1%	8%	2%	6%	6%	4%	8%	15%	8%	4%
	8	2%	3%	1%	4%	1%	3%	1%	3%	3%	-	4%	1%	3%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
28. Concern: Graffiti and vandalism														
	88	18%	32%	10%	42%	13%	31%	17%	20%	29%	8%	7%	14%	22%
	152	30%	33%	32%	26%	31%	30%	33%	25%	38%	25%	17%	29%	32%
	176	35%	16%	40%	19%	38%	27%	39%	27%	22%	47%	44%	40%	28%
	84	17%	19%	18%	13%	18%	12%	11%	29%	11%	21%	32%	17%	17%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
29. Concern: People experiencing mental health crises														
	239	48%	63%	45%	57%	46%	54%	46%	51%	57%	39%	55%	44%	55%
	180	36%	25%	38%	31%	36%	37%	37%	34%	32%	41%	23%	39%	31%
	64	13%	7%	14%	9%	15%	7%	14%	11%	8%	17%	13%	14%	11%
	16	3%	5%	3%	3%	3%	2%	3%	4%	3%	3%	9%	3%	3%
	1	0%	1%	0%	-	0%	-	-	1%	-	0%	-	-	-
22. Concern: Public drug use														
	247	49%	67%	42%	75%	43%	68%	50%	50%	66%	35%	40%	46%	55%
	250	50%	33%	57%	25%	56%	32%	50%	50%	33%	65%	60%	54%	43%
	3	1%	-	1%	-	1%	-	-	-	1%	-	-	-	1%

		n	%	32. Agree: My interactions with Davis police have been positive		33. Agree: I would feel comfortable calling the police in an emergency		34. Agree: I am worried about being a victim of crime in Davis		35. Agree: the Davis Police Department is over-funded		36. Agree: Davis police respond promptly to 911 calls		37. Agree: Davis would benefit from additional police officers patrolling the city	
				Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
Number of cases		500		412	86	422	78	208	292	196	297	424	58	274	222
Row percent			100%	82%	17%	84%	16%	42%	58%	39%	59%	85%	12%	55%	44%
	Not too concerned	130	26%	25%	33%	24%	39%	17%	32%	31%	23%	28%	13%	18%	36%
	Not at all concerned	56	11%	9%	24%	9%	24%	4%	16%	18%	7%	10%	24%	6%	17%
	(Don't Know/Refused)	4	1%	1%	1%	1%	-	1%	1%	0%	1%	1%	1%	1%	0%
26. Concern: Racial profiling and other bias in policing	Very concerned	121	24%	20%	47%	20%	44%	24%	24%	42%	12%	23%	36%	19%	31%
	Somewhat concerned	138	28%	28%	27%	26%	35%	24%	30%	36%	22%	28%	25%	21%	36%
	Not too concerned	139	28%	31%	11%	31%	9%	28%	27%	15%	37%	28%	27%	34%	20%
	Not at all concerned	99	20%	21%	16%	21%	12%	23%	18%	7%	28%	21%	13%	26%	12%
	(Don't Know/Refused)	4	1%	1%	-	1%	-	1%	1%	-	1%	0%	-	-	1%
27. Concern: People experiencing homelessness	Very concerned	327	65%	64%	71%	63%	77%	72%	61%	64%	66%	64%	75%	68%	62%
	Somewhat concerned	133	27%	28%	19%	28%	20%	21%	31%	31%	24%	28%	14%	23%	31%
	Not too concerned	31	6%	6%	8%	7%	1%	6%	7%	5%	7%	6%	8%	6%	6%
	Not at all concerned	8	2%	1%	3%	2%	2%	2%	1%	-	3%	2%	3%	3%	0%
	(Don't Know/Refused)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
28. Concern: Graffiti and vandalism	Very concerned	88	18%	20%	7%	19%	11%	30%	9%	11%	22%	17%	21%	29%	4%
	Somewhat concerned	152	30%	32%	25%	33%	14%	34%	28%	23%	35%	32%	21%	37%	22%
	Not too concerned	176	35%	36%	31%	35%	34%	27%	41%	37%	34%	36%	28%	28%	45%
	Not at all concerned	84	17%	13%	37%	12%	41%	8%	23%	28%	10%	15%	30%	6%	30%
	(Don't Know/Refused)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
29. Concern: People experiencing mental health crises	Very concerned	239	48%	48%	47%	47%	54%	57%	41%	50%	47%	46%	62%	52%	43%
	Somewhat concerned	180	36%	37%	31%	37%	29%	33%	38%	39%	34%	37%	29%	32%	40%
	Not too concerned	64	13%	12%	16%	14%	9%	8%	16%	8%	16%	14%	5%	13%	12%
	Not at all concerned	16	3%	3%	5%	2%	7%	2%	4%	3%	3%	3%	5%	2%	4%
	(Don't Know/Refused)	1	0%	-	1%	-	1%	-	0%	0%	-	-	-	-	0%
22. Concern: Public drug use	Concerned	247	49%	53%	31%	54%	23%	70%	35%	33%	60%	49%	55%	72%	22%
	Not concerned	250	50%	46%	69%	45%	77%	30%	64%	67%	39%	50%	44%	28%	78%
	(DK/Ref)	3	1%	1%	-	1%	-	0%	1%	0%	1%	0%	1%	1%	-

		n	%	Segmentation			
				Agree to both	Agree to over funded and Disagree to additional police	Disagree to over funded and Agree to additional police	Disagree to both
Number of cases		500		50	144	230	75
Row percent			100%	10%	29%	46%	15%
	Not too concerned	130	26%	12%	37%	19%	35%
	Not at all concerned	56	11%	6%	22%	6%	8%
	(Don't Know/Refused)	4	1%	-	-	2%	1%
26. Concern: Racial profiling and other bias in policing	Very concerned	121	24%	47%	40%	12%	14%
	Somewhat concerned	138	28%	25%	40%	20%	29%
	Not too concerned	139	28%	20%	13%	37%	33%
	Not at all concerned	99	20%	8%	7%	30%	22%
	(Don't Know/Refused)	4	1%	-	-	1%	2%
27. Concern: People experiencing homelessness	Very concerned	327	65%	57%	66%	71%	54%
	Somewhat concerned	133	27%	36%	29%	20%	36%
	Not too concerned	31	6%	7%	5%	6%	9%
	Not at all concerned	8	2%	-	-	3%	1%
	(Don't Know/Refused)	-	-	-	-	-	-
28. Concern: Graffiti and vandalism	Very concerned	88	18%	33%	4%	27%	5%
	Somewhat concerned	152	30%	38%	19%	37%	27%
	Not too concerned	176	35%	24%	42%	29%	49%
	Not at all concerned	84	17%	5%	36%	7%	19%
	(Don't Know/Refused)	-	-	-	-	-	-
29. Concern: People experiencing mental health crises	Very concerned	239	48%	63%	45%	49%	40%
	Somewhat concerned	180	36%	28%	42%	34%	36%
	Not too concerned	64	13%	8%	9%	14%	19%
	Not at all concerned	16	3%	2%	3%	3%	4%
	(Don't Know/Refused)	1	0%	-	1%	-	-
22. Concern: Public drug use	Concerned	247	49%	78%	17%	70%	31%
	Not concerned	250	50%	22%	83%	29%	69%
	(DK/Ref)	3	1%	-	-	1%	-

	n	%	3. Gender			Zip code		48. Age (Self-ID + Sample)					Gender/A		
			Male	Female	Other	East (95618)	West (95616)	18-34	35-44	45-54	55-64	65+	Male: <44	Male: 45+	
Number of cases	500		229	249	22	209	291	159	85	70	70	115	113	122	
Row percent		100%	46%	50%	4%	42%	58%	32%	17%	14%	14%	23%	23%	24%	
23. Concern: Car and home break-ins	Concerned	386	77%	75%	79%	79%	81%	75%	70%	67%	79%	83%	91%	69%	82%
	Not concerned	114	23%	25%	21%	21%	19%	25%	30%	33%	21%	17%	9%	31%	18%
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
24. Concern: Violent crime	Concerned	272	54%	49%	60%	52%	58%	52%	44%	48%	51%	60%	73%	41%	55%
	Not concerned	227	45%	51%	40%	48%	42%	48%	56%	52%	49%	40%	27%	59%	44%
	(DK/Ref)	1	0%	0%	-	-	0%	-	-	-	-	-	1%	-	1%
25. Concern: Panhandling	Concerned	309	62%	59%	67%	37%	68%	57%	48%	53%	67%	79%	74%	47%	70%
	Not concerned	186	37%	39%	33%	63%	31%	42%	52%	47%	33%	21%	22%	53%	26%
	(DK/Ref)	4	1%	2%	-	-	1%	1%	-	-	-	-	4%	-	3%
26. Concern: Racial profiling and other bias in policing	Concerned	259	52%	45%	56%	73%	50%	53%	66%	48%	45%	42%	45%	56%	34%
	Not concerned	237	47%	54%	43%	27%	49%	47%	34%	50%	54%	58%	53%	44%	64%
	(DK/Ref)	4	1%	1%	1%	-	1%	0%	-	2%	1%	-	2%	-	1%
27. Concern: People experiencing homelessness	Concerned	460	92%	91%	93%	91%	90%	93%	88%	92%	95%	96%	94%	89%	93%
	Not concerned	40	8%	9%	7%	9%	10%	7%	12%	8%	5%	4%	6%	11%	7%
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
28. Concern: Graffiti and vandalism	Concerned	240	48%	45%	52%	34%	58%	41%	32%	43%	48%	60%	67%	38%	51%
	Not concerned	260	52%	55%	48%	66%	42%	59%	68%	57%	52%	40%	33%	62%	49%
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
29. Concern: People experiencing mental health crises	Concerned	419	84%	80%	87%	90%	84%	84%	82%	76%	90%	87%	86%	75%	84%
	Not concerned	80	16%	20%	13%	10%	16%	16%	18%	23%	10%	13%	14%	25%	16%
	(DK/Ref)	1	0%	-	0%	-	0%	-	-	1%	-	-	-	-	-
30. Crime in Davis compared to a year ago	Much worse	69	14%	14%	14%	14%	13%	15%	11%	15%	17%	12%	17%	15%	14%
	Somewhat worse	157	31%	27%	36%	22%	36%	28%	23%	30%	36%	36%	38%	22%	31%
	About the same	248	50%	52%	46%	57%	47%	51%	58%	49%	42%	48%	44%	54%	50%
	Somewhat better	22	4%	5%	3%	7%	4%	5%	8%	5%	4%	4%	-	8%	3%

	n	Age Combo			56. Ethnicity (Multiple Response)					56. Ethnicity			Party (S		
		%	Female: <44	Female: 45+	White	Hispanic	Asian	Black	Else/(Ref)	White	Non-White	Unknown/ (Ref)	Democrat	Republican	
Number of cases	500		131	133	317	65	81	24	66	317	145	38	266	54	
Row percent		100%	26%	27%	63%	13%	16%	5%	13%	63%	29%	8%	53%	11%	
23. Concern: Car and home break-ins	Concerned	386	77%	69%	89%	72%	79%	83%	89%	85%	72%	87%	87%	72%	96%
	Not concerned	114	23%	31%	11%	28%	21%	17%	11%	15%	28%	13%	13%	28%	4%
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
24. Concern: Violent crime	Concerned	272	54%	49%	71%	48%	65%	66%	50%	57%	48%	68%	56%	47%	72%
	Not concerned	227	45%	51%	29%	52%	35%	34%	50%	43%	52%	32%	44%	53%	28%
	(DK/Ref)	1	0%	-	-	0%	-	-	-	-	0%	-	-	-	-
25. Concern: Panhandling	Concerned	309	62%	52%	77%	56%	76%	68%	69%	67%	56%	69%	82%	54%	78%
	Not concerned	186	37%	48%	23%	43%	24%	30%	31%	33%	43%	30%	18%	45%	22%
	(DK/Ref)	4	1%	-	-	1%	-	2%	-	-	1%	1%	-	1%	-
26. Concern: Racial profiling and other bias in policing	Concerned	259	52%	63%	53%	52%	57%	58%	62%	38%	52%	57%	32%	58%	11%
	Not concerned	237	47%	36%	46%	47%	43%	42%	38%	62%	47%	43%	68%	42%	89%
	(DK/Ref)	4	1%	1%	1%	1%	-	-	-	-	1%	-	-	1%	-
27. Concern: People experiencing homelessness	Concerned	460	92%	89%	97%	91%	93%	91%	85%	86%	91%	96%	83%	93%	83%
	Not concerned	40	8%	11%	3%	9%	7%	9%	15%	14%	9%	4%	17%	7%	17%
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
28. Concern: Graffiti and vandalism	Concerned	240	48%	34%	67%	45%	55%	43%	44%	49%	45%	51%	64%	40%	68%
	Not concerned	260	52%	66%	33%	55%	45%	57%	56%	51%	55%	49%	36%	60%	32%
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
29. Concern: People experiencing mental health crises	Concerned	419	84%	84%	91%	83%	84%	82%	85%	87%	83%	86%	84%	82%	84%
	Not concerned	80	16%	15%	9%	17%	16%	18%	15%	13%	17%	14%	16%	18%	16%
	(DK/Ref)	1	0%	1%	-	0%	-	-	-	-	0%	-	-	0%	-
30. Crime in Davis compared to a year ago	Much worse	69	14%	10%	17%	11%	23%	14%	12%	23%	11%	19%	21%	5%	40%
	Somewhat worse	157	31%	28%	42%	30%	29%	37%	42%	29%	30%	34%	37%	33%	29%
	About the same	248	50%	55%	39%	55%	43%	45%	44%	35%	55%	44%	27%	55%	30%
	Somewhat better	22	4%	5%	1%	3%	4%	4%	-	13%	3%	3%	16%	6%	2%

	n	Sample			49. Children in HH		53. Current student		55. Education (Self-ID)		50. Homeowner (Self-ID)		52. Duration of residence in Davis	
		%	NPP/Other	Non-Voters	Yes	No/(DK)	Yes	No/PNR	< 4-year degree	4 year degree +	Homeowner	Renter/Other	Less than 10 years	10+ years
Number of cases	500		101	79	168	332	72	428	224	276	265	235	191	309
Row percent		100%	20%	16%	34%	66%	14%	86%	45%	55%	53%	47%	38%	62%
23. Concern: Car and home break-ins	Concerned	386	77%	80%	78%	78%	66%	79%	79%	76%	82%	72%	71%	81%
	Not concerned	114	23%	20%	22%	23%	34%	21%	21%	24%	18%	28%	29%	19%
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-
24. Concern: Violent crime	Concerned	272	54%	60%	62%	51%	56%	53%	55%	53%	57%	51%	45%	60%
	Not concerned	227	45%	39%	38%	49%	43%	47%	45%	47%	42%	49%	55%	39%
	(DK/Ref)	1	0%	1%	-	-	0%	-	0%	0%	-	-	-	0%
25. Concern: Panhandling	Concerned	309	62%	64%	73%	64%	61%	37%	66%	60%	72%	51%	51%	69%
	Not concerned	186	37%	35%	25%	36%	38%	63%	33%	40%	27%	49%	49%	30%
	(DK/Ref)	4	1%	1%	2%	-	1%	-	1%	0%	1%	0%	-	1%
26. Concern: Racial profiling and other bias in policing	Concerned	259	52%	49%	63%	52%	52%	74%	48%	51%	43%	61%	55%	50%
	Not concerned	237	47%	51%	34%	47%	48%	26%	51%	48%	56%	38%	45%	49%
	(DK/Ref)	4	1%	-	3%	1%	1%	-	1%	1%	1%	0%	0%	1%
27. Concern: People experiencing homelessness	Concerned	460	92%	91%	97%	94%	91%	91%	92%	91%	93%	89%	90%	93%
	Not concerned	40	8%	9%	3%	6%	9%	9%	8%	9%	7%	5%	11%	7%
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-
28. Concern: Graffiti and vandalism	Concerned	240	48%	53%	55%	51%	46%	31%	51%	49%	47%	38%	32%	58%
	Not concerned	260	52%	47%	45%	49%	54%	69%	49%	51%	53%	62%	68%	42%
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-
29. Concern: People experiencing mental health crises	Concerned	419	84%	82%	95%	85%	83%	73%	86%	81%	85%	83%	81%	86%
	Not concerned	80	16%	18%	5%	15%	16%	27%	14%	19%	13%	17%	19%	14%
	(DK/Ref)	1	0%	-	-	-	0%	-	0%	-	0%	-	0%	0%
30. Crime in Davis compared to a year ago	Much worse	69	14%	19%	19%	17%	12%	12%	14%	16%	14%	14%	11%	16%
	Somewhat worse	157	31%	33%	25%	36%	29%	30%	32%	31%	33%	29%	27%	34%
	About the same	248	50%	43%	52%	42%	54%	48%	50%	47%	51%	50%	57%	45%
	Somewhat better	22	4%	4%	2%	5%	4%	7%	4%	6%	3%	5%	5%	4%



		n	%	54. HH Income				Prefer not to respond	38. Interacted with Davis police in past 2 years		4. Davis Right direction/Wrong track		6. Rating: Job City of Davis is doing to provide city services		7. Satisfac
				Less than \$50,000	\$50,000 to \$100,000	\$100,000 to \$150,000	\$150,000+		Yes	No	Right Direction	Wrong Track	Satisfied	Dissatisfied	Satisfied
Number of cases		500		112	103	59	148	78	255	245	344	152	383	115	437
Row percent			100%	22%	21%	12%	30%	16%	51%	49%	69%	30%	77%	23%	87%
23. Concern: Car and home break-ins	Concerned	386	77%	71%	79%	73%	77%	88%	79%	75%	73%	87%	75%	85%	76%
	Not concerned	114	23%	29%	21%	27%	23%	12%	21%	25%	27%	13%	25%	15%	24%
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
24. Concern: Violent crime	Concerned	272	54%	53%	60%	51%	50%	59%	58%	51%	48%	70%	51%	67%	51%
	Not concerned	227	45%	47%	40%	49%	50%	40%	42%	48%	52%	30%	49%	33%	49%
	(DK/Ref)	1	0%	-	-	-	-	1%	-	0%	-	1%	0%	-	0%
25. Concern: Panhandling	Concerned	309	62%	52%	68%	66%	65%	59%	62%	61%	58%	72%	58%	74%	60%
	Not concerned	186	37%	48%	31%	33%	35%	37%	37%	37%	41%	28%	41%	26%	39%
	(DK/Ref)	4	1%	-	1%	1%	-	3%	0%	1%	1%	1%	1%	-	1%
26. Concern: Racial profiling and other bias in policing	Concerned	259	52%	68%	49%	51%	43%	49%	46%	58%	55%	44%	53%	48%	52%
	Not concerned	237	47%	32%	49%	49%	56%	51%	53%	42%	44%	56%	46%	52%	47%
	(DK/Ref)	4	1%	-	2%	-	1%	-	1%	0%	1%	-	1%	-	1%
27. Concern: People experiencing homelessness	Concerned	460	92%	95%	93%	92%	93%	85%	92%	92%	92%	91%	91%	94%	92%
	Not concerned	40	8%	5%	7%	8%	7%	15%	8%	8%	8%	9%	9%	6%	8%
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
28. Concern: Graffiti and vandalism	Concerned	240	48%	40%	57%	50%	43%	55%	50%	46%	43%	60%	45%	57%	46%
	Not concerned	260	52%	60%	43%	50%	57%	45%	50%	54%	57%	40%	55%	43%	54%
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
29. Concern: People experiencing mental health crises	Concerned	419	84%	82%	88%	85%	82%	83%	86%	82%	81%	89%	83%	86%	83%
	Not concerned	80	16%	18%	12%	15%	18%	16%	14%	18%	19%	10%	17%	14%	17%
	(DK/Ref)	1	0%	-	-	-	-	1%	0%	-	-	1%	-	-	-
30. Crime in Davis compared to a year ago	Much worse	69	14%	14%	14%	12%	14%	17%	20%	8%	6%	31%	9%	30%	10%
	Somewhat worse	157	31%	27%	37%	33%	28%	35%	34%	29%	30%	35%	31%	34%	31%
	About the same	248	50%	54%	45%	54%	55%	36%	41%	58%	58%	30%	55%	33%	53%
	Somewhat better	22	4%	4%	3%	2%	4%	10%	4%	4%	5%	3%	5%	2%	5%

	n	%	9. Satisfaction: Overall quality of life		8. Satisfaction: Overall safety of the city		20. Satisfaction: The safety of streets, sidewalks and pedestrian and bike paths		21. Satisfaction: Policing in Davis		30. Crime in Davis compared to a year ago			31. Agree: I am confident that Davis' leaders are able to solve difficult problems as they arise	
			Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Worse	Same/(DK/Ref)	Better	Agree
Number of cases	500		63	385	114	368	132	350	146	227	250	24	296	201	
Row percent		100%	13%	77%	23%	74%	26%	70%	29%	45%	50%	5%	59%	40%	
23. Concern: Car and home break-ins	Concerned	386	77%	85%	72%	95%	73%	88%	77%	77%	92%	65%	61%	74%	82%
	Not concerned	114	23%	15%	28%	5%	27%	12%	23%	23%	8%	35%	39%	26%	18%
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
24. Concern: Violent crime	Concerned	272	54%	82%	45%	86%	48%	71%	53%	59%	79%	35%	21%	48%	64%
	Not concerned	227	45%	18%	55%	14%	51%	29%	47%	41%	21%	65%	79%	52%	36%
	(DK/Ref)	1	0%	-	0%	-	0%	-	-	-	0%	-	-	-	0%
25. Concern: Panhandling	Concerned	309	62%	73%	55%	84%	56%	78%	64%	57%	76%	50%	50%	59%	67%
	Not concerned	186	37%	27%	44%	16%	43%	22%	35%	43%	23%	49%	50%	41%	32%
	(DK/Ref)	4	1%	-	1%	-	1%	-	0%	-	1%	0%	-	1%	1%
26. Concern: Racial profiling and other bias in policing	Concerned	259	52%	51%	56%	38%	54%	46%	49%	58%	50%	52%	61%	57%	45%
	Not concerned	237	47%	49%	43%	62%	45%	53%	50%	42%	49%	47%	39%	42%	55%
	(DK/Ref)	4	1%	-	1%	-	1%	1%	1%	-	0%	1%	-	1%	1%
27. Concern: People experiencing homelessness	Concerned	460	92%	93%	91%	94%	91%	95%	93%	91%	93%	92%	81%	91%	93%
	Not concerned	40	8%	7%	9%	6%	9%	5%	7%	9%	7%	8%	19%	9%	7%
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
28. Concern: Graffiti and vandalism	Concerned	240	48%	65%	42%	68%	43%	61%	50%	44%	67%	33%	25%	44%	55%
	Not concerned	260	52%	35%	58%	32%	57%	39%	50%	56%	33%	67%	75%	56%	45%
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
29. Concern: People experiencing mental health crises	Concerned	419	84%	87%	83%	88%	81%	91%	83%	85%	89%	80%	78%	83%	86%
	Not concerned	80	16%	11%	17%	12%	19%	9%	17%	15%	11%	20%	22%	17%	14%
	(DK/Ref)	1	0%	1%	0%	-	0%	-	-	1%	-	0%	-	-	-
30. Crime in Davis compared to a year ago	Much worse	69	14%	39%	6%	41%	9%	27%	12%	18%	31%	-	-	9%	21%
	Somewhat worse	157	31%	33%	29%	40%	30%	37%	29%	36%	69%	-	-	27%	38%
	About the same	248	50%	26%	59%	18%	55%	34%	53%	42%	-	99%	-	58%	37%
	Somewhat better	22	4%	1%	5%	1%	5%	3%	5%	2%	-	-	93%	5%	2%

		n	%	32. Agree: My interactions with Davis police have been positive		33. Agree: I would feel comfortable calling the police in an emergency		34. Agree: I am worried about being a victim of crime in Davis		35. Agree: the Davis Police Department is over-funded		36. Agree: Davis police respond promptly to 911 calls		37. Agree: Davis would benefit from additional police officers patrolling the city	
				Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
Number of cases		500		412	86	422	78	208	292	196	297	424	58	274	222
Row percent			100%	82%	17%	84%	16%	42%	58%	39%	59%	85%	12%	55%	44%
23. Concern: Car and home break-ins	Concerned	386	77%	79%	67%	79%	70%	95%	64%	65%	85%	78%	76%	94%	57%
	Not concerned	114	23%	21%	33%	21%	30%	5%	36%	35%	15%	22%	24%	6%	43%
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
24. Concern: Violent crime	Concerned	272	54%	56%	48%	56%	45%	86%	32%	48%	58%	54%	63%	72%	33%
	Not concerned	227	45%	44%	52%	44%	55%	14%	68%	51%	42%	46%	35%	28%	67%
	(DK/Ref)	1	0%	0%	-	0%	-	0%	-	0%	-	-	1%	-	-
25. Concern: Panhandling	Concerned	309	62%	66%	42%	66%	37%	78%	50%	51%	69%	62%	61%	75%	46%
	Not concerned	186	37%	33%	58%	33%	63%	21%	49%	49%	30%	38%	37%	24%	54%
	(DK/Ref)	4	1%	1%	1%	1%	-	1%	1%	0%	1%	1%	1%	1%	0%
26. Concern: Racial profiling and other bias in policing	Concerned	259	52%	47%	73%	47%	79%	48%	55%	78%	34%	50%	61%	39%	67%
	Not concerned	237	47%	52%	27%	52%	21%	51%	45%	22%	65%	49%	39%	61%	32%
	(DK/Ref)	4	1%	1%	-	1%	-	1%	1%	-	1%	0%	-	-	1%
27. Concern: People experiencing homelessness	Concerned	460	92%	93%	90%	91%	97%	92%	92%	95%	90%	92%	89%	91%	93%
	Not concerned	40	8%	7%	10%	9%	3%	8%	8%	5%	10%	8%	11%	9%	7%
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
28. Concern: Graffiti and vandalism	Concerned	240	48%	51%	32%	52%	25%	65%	36%	35%	56%	49%	42%	66%	26%
	Not concerned	260	52%	49%	68%	48%	75%	35%	64%	65%	44%	51%	58%	34%	74%
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
29. Concern: People experiencing mental health crises	Concerned	419	84%	85%	78%	84%	83%	90%	80%	88%	81%	83%	90%	85%	84%
	Not concerned	80	16%	15%	21%	16%	16%	10%	20%	11%	19%	17%	10%	15%	16%
	(DK/Ref)	1	0%	-	1%	-	1%	-	0%	0%	-	-	-	-	0%
30. Crime in Davis compared to a year ago	Much worse	69	14%	14%	14%	14%	15%	27%	5%	12%	16%	13%	26%	21%	4%
	Somewhat worse	157	31%	32%	29%	33%	24%	42%	24%	25%	36%	31%	38%	38%	23%
	About the same	248	50%	50%	46%	50%	48%	28%	65%	56%	45%	52%	25%	38%	64%
	Somewhat better	22	4%	4%	8%	3%	9%	2%	6%	6%	4%	4%	7%	2%	7%

		n	%	Segmentation			
				Agree to both	Agree to over funded and Disagree to additional police	Disagree to over funded and Agree to additional police	Disagree to both
Number of cases		500		50	144	230	75
Row percent			100%	10%	29%	46%	15%
23. Concern: Car and home break-ins	Concerned	386	77%	94%	55%	93%	59%
	Not concerned	114	23%	6%	45%	7%	41%
	(DK/Ref)	-	-	-	-	-	-
24. Concern: Violent crime	Concerned	272	54%	83%	37%	69%	26%
	Not concerned	227	45%	17%	63%	31%	74%
	(DK/Ref)	1	0%	-	-	0%	-
25. Concern: Panhandling	Concerned	309	62%	82%	40%	73%	55%
	Not concerned	186	37%	18%	60%	25%	44%
	(DK/Ref)	4	1%	-	-	2%	1%
26. Concern: Racial profiling and other bias in policing	Concerned	259	52%	72%	80%	32%	43%
	Not concerned	237	47%	28%	20%	67%	55%
	(DK/Ref)	4	1%	-	-	1%	2%
27. Concern: People experiencing homelessness	Concerned	460	92%	93%	95%	91%	90%
	Not concerned	40	8%	7%	5%	9%	10%
	(DK/Ref)	-	-	-	-	-	-
28. Concern: Graffiti and vandalism	Concerned	240	48%	71%	22%	64%	32%
	Not concerned	260	52%	29%	78%	36%	68%
	(DK/Ref)	-	-	-	-	-	-
29. Concern: People experiencing mental health crises	Concerned	419	84%	90%	88%	83%	76%
	Not concerned	80	16%	10%	12%	17%	24%
	(DK/Ref)	1	0%	-	1%	-	-
30. Crime in Davis compared to a year ago	Much worse	69	14%	27%	6%	20%	2%
	Somewhat worse	157	31%	33%	22%	39%	24%
	About the same	248	50%	39%	63%	38%	66%
	Somewhat better	22	4%	2%	7%	2%	8%

	n	%	3. Gender			Zip code		48. Age (Self-ID + Sample)					Gender/A	
			Male	Female	Other	East (95618)	West (95616)	18-34	35-44	45-54	55-64	65+	Male: <44	Male: 45+
Number of cases	500		229	249	22	209	291	159	85	70	70	115	113	122
Row percent		100%	46%	50%	4%	42%	58%	32%	17%	14%	14%	23%	23%	24%
	2	0%	1%	-	-	0%	0%	1%	-	1%	-	-	1%	0%
	2	0%	0%	1%	-	-	1%	-	2%	-	-	1%	-	1%
30. Crime in Davis compared to a year ago	227	45%	41%	50%	36%	49%	43%	34%	45%	53%	48%	55%	37%	45%
	250	50%	53%	47%	57%	47%	52%	58%	50%	42%	48%	45%	54%	51%
	24	5%	6%	3%	7%	4%	5%	8%	5%	5%	4%	-	9%	4%
31. Agree: I am confident that Davis' leaders are able to solve difficult problems as they arise	57	11%	12%	12%	-	12%	11%	11%	16%	9%	10%	11%	14%	9%
	239	48%	43%	51%	55%	45%	50%	51%	51%	49%	40%	44%	42%	44%
	140	28%	28%	27%	34%	30%	27%	29%	26%	30%	35%	22%	31%	26%
	61	12%	16%	9%	11%	12%	12%	9%	6%	11%	14%	22%	13%	20%
	3	1%	1%	1%	-	1%	1%	-	1%	1%	1%	1%	-	1%
32. Agree: My interactions with Davis police have been positive	211	42%	42%	46%	8%	44%	41%	26%	39%	53%	49%	56%	28%	52%
	201	40%	44%	36%	43%	42%	39%	49%	44%	35%	31%	34%	55%	35%
	56	11%	12%	9%	29%	7%	14%	14%	12%	10%	16%	5%	12%	11%
	30	6%	3%	8%	17%	5%	6%	11%	5%	1%	4%	4%	6%	1%
	2	0%	-	0%	4%	1%	-	-	-	1%	-	1%	-	-
33. Agree: I would feel comfortable calling the police in an emergency	323	65%	64%	69%	24%	65%	64%	51%	58%	71%	69%	82%	50%	76%
	99	20%	23%	18%	14%	22%	19%	23%	24%	18%	20%	13%	29%	15%
	48	10%	10%	7%	41%	8%	11%	15%	13%	7%	7%	2%	15%	6%
	30	6%	4%	7%	21%	6%	6%	10%	5%	3%	4%	3%	6%	3%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
34. Agree: I am worried about being a victim of crime in Davis	63	13%	13%	12%	17%	15%	11%	11%	13%	15%	9%	15%	13%	15%
	145	29%	25%	32%	29%	31%	27%	23%	26%	21%	33%	42%	20%	31%
	173	35%	36%	34%	27%	34%	35%	40%	26%	45%	36%	26%	39%	33%
	119	24%	25%	22%	27%	19%	27%	26%	36%	19%	22%	16%	28%	22%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
35. Agree: the Davis Police	67	13%	14%	10%	42%	12%	15%	22%	13%	12%	5%	7%	17%	11%

	n	Age Combo			56. Ethnicity (Multiple Response)					56. Ethnicity			Party (S	
		%	Female: <44	Female: 45+	White	Hispanic	Asian	Black	Else/(Ref)	White	Non-White	Unknown/ (Ref)	Democrat	Republican
Number of cases	500		131	133	317	65	81	24	66	317	145	38	266	54
Row percent		100%	26%	27%	63%	13%	16%	5%	13%	63%	29%	8%	53%	11%
	2	0%	-	-	0%	-	-	2%	-	0%	0%	-	0%	-
	2	0%	1%	-	1%	-	-	-	-	1%	-	-	0%	-
30. Crime in Davis compared to a year ago	227	45%	38%	59%	41%	52%	51%	53%	52%	41%	53%	57%	38%	69%
	250	50%	57%	39%	56%	43%	45%	44%	35%	56%	44%	27%	56%	30%
	24	5%	5%	1%	4%	4%	4%	2%	13%	4%	4%	16%	6%	2%
31. Agree: I am confident that Davis' leaders are able to solve difficult problems as they arise	57	11%	11%	11%	12%	13%	15%	4%	5%	12%	12%	6%	14%	2%
	239	48%	59%	45%	48%	51%	41%	60%	42%	48%	51%	35%	51%	30%
	140	28%	26%	30%	29%	26%	28%	21%	27%	29%	24%	33%	28%	40%
	61	12%	3%	14%	10%	7%	15%	14%	25%	10%	13%	26%	6%	27%
	3	1%	1%	0%	1%	2%	-	-	1%	1%	-	-	1%	-
32. Agree: My interactions with Davis police have been positive	211	42%	33%	55%	41%	39%	37%	52%	41%	41%	45%	42%	34%	64%
	201	40%	41%	31%	39%	50%	43%	38%	37%	39%	43%	39%	43%	29%
	56	11%	14%	8%	12%	8%	11%	7%	13%	12%	11%	7%	14%	7%
	30	6%	12%	5%	8%	3%	9%	2%	7%	8%	1%	9%	8%	-
	2	0%	-	1%	0%	-	-	-	1%	0%	-	2%	-	-
33. Agree: I would feel comfortable calling the police in an emergency	323	65%	56%	75%	65%	66%	63%	41%	58%	65%	65%	64%	61%	77%
	99	20%	18%	17%	20%	17%	25%	46%	17%	20%	21%	14%	21%	16%
	48	10%	14%	4%	10%	8%	7%	5%	14%	10%	9%	11%	12%	5%
	30	6%	11%	4%	6%	8%	5%	7%	11%	6%	4%	11%	6%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
34. Agree: I am worried about being a victim of crime in Davis	63	13%	10%	12%	8%	28%	12%	26%	19%	8%	21%	22%	7%	21%
	145	29%	28%	36%	29%	23%	32%	31%	29%	29%	30%	23%	29%	44%
	173	35%	32%	35%	35%	25%	44%	23%	34%	35%	32%	37%	36%	26%
	119	24%	30%	16%	28%	24%	12%	20%	18%	28%	17%	19%	28%	10%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
35. Agree: the Davis Police	67	13%	21%	5%	14%	18%	11%	22%	11%	14%	14%	7%	15%	2%

	n	Sample			49. Children in HH		53. Current student		55. Education (Self-ID)		50. Homeowner (Self-ID)		52. Duration of residence in Davis	
		%	NPP/Other	Non-Voters	Yes	No/(DK)	Yes	No/PNR	< 4-year degree	4 year degree +	Homeowner	Renter/Other	Less than 10 years	10+ years
Number of cases	500		101	79	168	332	72	428	224	276	265	235	191	309
Row percent		100%	20%	16%	34%	66%	14%	86%	45%	55%	53%	47%	38%	62%
	2	0%	1%	-	-	1%	2%	0%	-	1%	0%	0%	-	1%
	2	0%	-	2%	1%	0%	2%	0%	-	1%	-	1%	-	1%
30. Crime in Davis compared to a year ago														
	227	45%	52%	44%	53%	41%	42%	46%	47%	44%	47%	43%	38%	50%
	250	50%	43%	53%	42%	54%	50%	50%	47%	52%	49%	51%	57%	46%
	24	5%	5%	2%	5%	5%	9%	4%	6%	4%	4%	6%	5%	4%
31. Agree: I am confident that Davis' leaders are able to solve difficult problems as they arise														
	57	11%	6%	16%	11%	11%	11%	11%	12%	11%	11%	11%	9%	13%
	239	48%	48%	49%	52%	46%	48%	48%	47%	49%	45%	52%	62%	39%
	140	28%	30%	16%	26%	29%	27%	28%	31%	26%	28%	28%	25%	30%
	61	12%	15%	18%	10%	13%	14%	12%	10%	14%	15%	9%	4%	17%
	3	1%	1%	1%	0%	1%	-	1%	0%	1%	1%	0%	-	1%
32. Agree: My interactions with Davis police have been positive														
	211	42%	40%	56%	45%	41%	22%	46%	38%	45%	53%	30%	34%	47%
	201	40%	42%	36%	41%	40%	43%	40%	44%	37%	36%	46%	45%	37%
	56	11%	11%	4%	9%	12%	17%	10%	12%	11%	8%	15%	14%	10%
	30	6%	7%	2%	5%	6%	18%	4%	6%	6%	3%	10%	7%	5%
	2	0%	1%	1%	1%	0%	-	0%	-	1%	0%	0%	0%	0%
33. Agree: I would feel comfortable calling the police in an emergency														
	323	65%	67%	66%	67%	63%	43%	68%	65%	64%	79%	49%	56%	70%
	99	20%	15%	24%	21%	19%	21%	20%	15%	24%	16%	24%	20%	20%
	48	10%	10%	5%	5%	12%	22%	8%	13%	7%	3%	17%	15%	6%
	30	6%	8%	5%	6%	6%	14%	5%	7%	5%	2%	11%	8%	4%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
34. Agree: I am worried about being a victim of crime in Davis														
	63	13%	17%	20%	13%	12%	12%	13%	13%	13%	12%	13%	10%	14%
	145	29%	26%	23%	29%	29%	17%	31%	27%	31%	33%	25%	28%	30%
	173	35%	35%	35%	31%	37%	38%	34%	34%	35%	35%	34%	34%	35%
	119	24%	22%	22%	27%	22%	33%	22%	27%	21%	21%	27%	28%	21%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
35. Agree: the Davis Police														
	67	13%	15%	14%	11%	15%	26%	11%	14%	13%	7%	20%	14%	13%

	n	%	54. HH Income					Prefer not to respond	38. Interacted with Davis police in past 2 years		4. Davis Right direction/Wrong track		6. Rating: Job City of Davis is doing to provide city services		7. Satisfact
			Less than \$50,000	\$50,000 to \$100,000	\$100,000 to \$150,000	\$150,000+	Yes		No	Right Direction	Wrong Track	Satisfied	Dissatisfied	Satisfied	
Number of cases	500		112	103	59	148	78	255	245	344	152	383	115	437	
Row percent		100%	22%	21%	12%	30%	16%	51%	49%	69%	30%	77%	23%	87%	
	2	0%	1%	-	-	-	1%	0%	0%	-	1%	0%	1%	0%	
	2	0%	-	1%	-	-	2%	0%	1%	1%	-	1%	-	1%	
30. Crime in Davis compared to a year ago	227	45%	41%	51%	44%	42%	52%	54%	37%	36%	66%	40%	64%	41%	
	250	50%	54%	46%	54%	55%	38%	41%	59%	59%	30%	55%	33%	53%	
	24	5%	5%	3%	2%	4%	10%	5%	5%	5%	4%	5%	3%	5%	
31. Agree: I am confident that Davis' leaders are able to solve difficult problems as they arise	57	11%	6%	17%	13%	12%	9%	12%	11%	14%	5%	14%	2%	13%	
	239	48%	53%	48%	45%	50%	38%	43%	53%	61%	19%	55%	26%	52%	
	140	28%	35%	25%	26%	26%	28%	30%	26%	21%	43%	26%	35%	26%	
	61	12%	5%	10%	15%	12%	24%	15%	10%	4%	32%	5%	36%	9%	
	3	1%	1%	-	1%	1%	1%	1%	-	-	2%	0%	1%	1%	
32. Agree: My interactions with Davis police have been positive	211	42%	23%	54%	50%	48%	37%	47%	37%	40%	47%	41%	45%	42%	
	201	40%	52%	30%	34%	42%	39%	34%	47%	44%	31%	42%	34%	42%	
	56	11%	14%	14%	14%	6%	12%	11%	12%	11%	11%	10%	14%	11%	
	30	6%	11%	2%	2%	4%	12%	9%	3%	4%	10%	6%	6%	6%	
	2	0%	-	-	-	1%	1%	-	1%	0%	1%	0%	1%	0%	
33. Agree: I would feel comfortable calling the police in an emergency	323	65%	46%	74%	71%	73%	58%	66%	63%	66%	61%	66%	60%	66%	
	99	20%	26%	14%	21%	21%	18%	16%	23%	20%	21%	20%	18%	20%	
	48	10%	19%	5%	7%	5%	13%	9%	11%	8%	13%	8%	14%	8%	
	30	6%	9%	8%	1%	2%	10%	9%	3%	6%	6%	5%	8%	5%	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
34. Agree: I am worried about being a victim of crime in Davis	63	13%	13%	17%	4%	10%	17%	14%	11%	10%	19%	12%	15%	10%	
	145	29%	29%	25%	40%	29%	27%	30%	28%	27%	34%	26%	41%	29%	
	173	35%	33%	35%	32%	36%	36%	33%	36%	37%	30%	37%	27%	37%	
	119	24%	25%	23%	25%	25%	20%	23%	24%	26%	18%	26%	17%	24%	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
35. Agree: the Davis Police	67	13%	24%	17%	7%	4%	16%	15%	11%	13%	15%	12%	16%	13%	





		n	%	32. Agree: My interactions with Davis police have been positive		33. Agree: I would feel comfortable calling the police in an emergency		34. Agree: I am worried about being a victim of crime in Davis		35. Agree: the Davis Police Department is over-funded		36. Agree: Davis police respond promptly to 911 calls		37. Agree: Davis would benefit from additional police officers patrolling the city	
				Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
Number of cases		500		412	86	422	78	208	292	196	297	424	58	274	222
Row percent			100%	82%	17%	84%	16%	42%	58%	39%	59%	85%	12%	55%	44%
	Much better	2	0%	0%	1%	-	2%	0%	0%	1%	-	0%	2%	-	1%
	(Don't Know/Refused)	2	0%	0%	2%	0%	2%	0%	0%	1%	0%	0%	2%	-	1%
30. Crime in Davis compared to a year ago	Worse	227	45%	46%	43%	47%	39%	69%	28%	36%	51%	43%	64%	60%	28%
	Same/(DK/Ref)	250	50%	50%	48%	50%	50%	29%	65%	57%	45%	52%	27%	38%	64%
	Better	24	5%	4%	10%	3%	12%	2%	7%	6%	4%	4%	9%	2%	8%
31. Agree: I am confident that Davis' leaders are able to solve difficult problems as they arise	Strongly agree	57	11%	13%	5%	13%	2%	10%	13%	11%	12%	13%	1%	10%	12%
	Somewhat agree	239	48%	49%	44%	47%	52%	42%	52%	53%	45%	51%	25%	40%	58%
	Somewhat disagree	140	28%	27%	33%	27%	33%	27%	29%	29%	26%	25%	45%	30%	26%
	Strongly disagree	61	12%	11%	17%	12%	12%	21%	6%	7%	16%	11%	27%	19%	4%
	(Don't Know/Refused)	3	1%	0%	2%	1%	1%	0%	1%	0%	1%	0%	1%	1%	0%
32. Agree: My interactions with Davis police have been positive	Strongly agree	211	42%	51%	-	49%	5%	49%	37%	23%	55%	47%	14%	53%	28%
	Somewhat agree	201	40%	49%	-	43%	28%	34%	45%	47%	36%	40%	36%	35%	46%
	Somewhat disagree	56	11%	-	65%	6%	38%	11%	11%	17%	8%	10%	21%	7%	16%
	Strongly disagree	30	6%	-	35%	2%	29%	6%	6%	13%	1%	3%	29%	4%	9%
	(Don't Know/Refused)	2	0%	-	-	0%	-	-	1%	-	-	-	-	0%	0%
33. Agree: I would feel comfortable calling the police in an emergency	Strongly agree	323	65%	74%	19%	76%	-	69%	62%	42%	80%	70%	26%	77%	49%
	Somewhat agree	99	20%	20%	20%	24%	-	18%	21%	26%	16%	19%	26%	18%	22%
	Somewhat disagree	48	10%	5%	33%	-	62%	9%	10%	21%	2%	7%	26%	2%	19%
	Strongly disagree	30	6%	1%	28%	-	38%	4%	7%	12%	2%	4%	22%	3%	10%
	(Don't Know/Refused)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
34. Agree: I am worried about being a victim of crime in Davis	Strongly agree	63	13%	13%	13%	13%	13%	30%	-	15%	11%	13%	14%	18%	6%
	Somewhat agree	145	29%	30%	27%	30%	23%	70%	-	21%	34%	29%	30%	40%	16%
	Somewhat disagree	173	35%	35%	33%	34%	40%	-	59%	36%	34%	34%	36%	30%	41%
	Strongly disagree	119	24%	23%	27%	24%	24%	-	41%	28%	21%	24%	20%	13%	37%
	(Don't Know/Refused)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
35. Agree: the Davis Police	Strongly agree	67	13%	7%	42%	7%	46%	11%	15%	34%	-	11%	29%	6%	23%

		n	%	Segmentation			
				Agree to both	Agree to over funded and Disagree to additional police	Disagree to over funded and Agree to additional police	Disagree to both
Number of cases		500		50	144	230	75
Row percent			100%	10%	29%	46%	15%
	Much better	2	0%	-	1%	-	-
	(Don't Know/Refused)	2	0%	-	1%	0%	-
30. Crime in Davis compared to a year ago	Worse	227	45%	60%	28%	59%	27%
	Same/(DK/Ref)	250	50%	39%	64%	39%	66%
	Better	24	5%	2%	8%	2%	8%
31. Agree: I am confident that Davis' leaders are able to solve difficult problems as they arise	Strongly agree	57	11%	13%	10%	10%	16%
	Somewhat agree	239	48%	51%	54%	37%	67%
	Somewhat disagree	140	28%	25%	31%	31%	15%
	Strongly disagree	61	12%	12%	5%	20%	2%
	(Don't Know/Refused)	3	1%	-	1%	1%	-
32. Agree: My interactions with Davis police have been positive	Strongly agree	211	42%	39%	17%	56%	51%
	Somewhat agree	201	40%	40%	50%	34%	40%
	Somewhat disagree	56	11%	7%	20%	8%	8%
	Strongly disagree	30	6%	15%	13%	2%	1%
	(Don't Know/Refused)	2	0%	-	-	1%	-
33. Agree: I would feel comfortable calling the police in an emergency	Strongly agree	323	65%	57%	36%	81%	76%
	Somewhat agree	99	20%	28%	25%	17%	14%
	Somewhat disagree	48	10%	7%	26%	1%	6%
	Strongly disagree	30	6%	8%	13%	2%	4%
	(Don't Know/Refused)	-	-	-	-	-	-
34. Agree: I am worried about being a victim of crime in Davis	Strongly agree	63	13%	36%	7%	13%	6%
	Somewhat agree	145	29%	31%	18%	41%	11%
	Somewhat disagree	173	35%	26%	40%	31%	43%
	Strongly disagree	119	24%	7%	36%	15%	40%
	(Don't Know/Refused)	-	-	-	-	-	-
35. Agree: the Davis Police	Strongly agree	67	13%	30%	35%	0%	-

	n	%	3. Gender			Zip code		48. Age (Self-ID + Sample)					Gender/A	
			Male	Female	Other	East (95618)	West (95616)	18-34	35-44	45-54	55-64	65+	Male: <44	Male: 45+
Number of cases	500		229	249	22	209	291	159	85	70	70	115	113	122
Row percent		100%	46%	50%	4%	42%	58%	32%	17%	14%	14%	23%	23%	24%
Department is over-funded														
Somewhat agree	129	26%	22%	28%	38%	23%	28%	37%	23%	26%	18%	18%	27%	18%
Somewhat disagree	157	31%	33%	32%	6%	32%	31%	23%	36%	33%	40%	33%	30%	35%
Strongly disagree	141	28%	30%	28%	10%	30%	27%	18%	27%	27%	34%	40%	25%	35%
(Don't Know/Refused)	7	1%	1%	2%	4%	3%	0%	-	2%	2%	4%	1%	1%	1%
36. Agree: Davis police respond promptly to 911 calls														
Strongly agree	169	34%	33%	36%	19%	37%	32%	28%	34%	36%	33%	41%	29%	35%
Somewhat agree	255	51%	54%	49%	49%	48%	53%	55%	49%	52%	48%	47%	56%	50%
Somewhat disagree	43	9%	8%	8%	19%	7%	9%	11%	9%	10%	10%	3%	10%	8%
Strongly disagree	15	3%	2%	4%	4%	3%	3%	3%	4%	1%	5%	3%	3%	2%
(Don't Know/Refused)	18	4%	3%	3%	10%	5%	3%	3%	4%	2%	4%	5%	2%	4%
37. Agree: Davis would benefit from additional police officers patrolling the city														
Strongly agree	129	26%	27%	26%	7%	28%	25%	11%	26%	31%	27%	42%	19%	34%
Somewhat agree	145	29%	30%	29%	14%	31%	28%	20%	24%	27%	45%	36%	25%	34%
Somewhat disagree	122	24%	25%	24%	22%	24%	25%	30%	28%	25%	20%	16%	32%	21%
Strongly disagree	100	20%	15%	21%	57%	17%	22%	39%	21%	16%	9%	3%	24%	8%
(Don't Know/Refused)	4	1%	2%	-	-	1%	1%	-	1%	-	-	3%	1%	3%
31. Agree: I am confident that Davis' leaders are able to solve difficult problems as they arise														
Agree	296	59%	55%	63%	55%	57%	61%	62%	67%	58%	50%	55%	56%	53%
Disagree	201	40%	44%	36%	45%	42%	39%	38%	32%	41%	49%	44%	44%	45%
(DK/Ref)	3	1%	1%	1%	-	1%	1%	-	1%	1%	1%	1%	-	1%
Net Agree	+95	+19	+11	+27	+9	+15	+22	+25	+35	+17	+1	+12	+12	+8
32. Agree: My interactions with Davis police have been positive														
Agree	412	82%	86%	82%	51%	86%	80%	75%	83%	88%	80%	90%	83%	87%
Disagree	86	17%	14%	18%	45%	13%	20%	25%	17%	11%	20%	9%	17%	13%
(DK/Ref)	2	0%	-	0%	4%	1%	-	-	-	1%	-	1%	-	-
Net Agree	+326	+65	+72	+64	+6	+73	+59	+50	+66	+78	+60	+80	+65	+75
33. Agree: I would feel comfortable calling the police in an emergency														
Agree	422	84%	87%	86%	38%	86%	83%	74%	81%	89%	89%	95%	79%	91%
Disagree	78	16%	13%	14%	62%	14%	17%	26%	19%	11%	11%	5%	21%	9%
(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Agree	+345	+69	+73	+73	-24	+73	+66	+48	+63	+79	+78	+90	+58	+83

	n	Age Combo			56. Ethnicity (Multiple Response)					56. Ethnicity			Party (S	
		%	Female: <44	Female: 45+	White	Hispanic	Asian	Black	Else/(Ref)	White	Non-White	Unknown/ (Ref)	Democrat	Republican
Number of cases	500		131	133	317	65	81	24	66	317	145	38	266	54
Row percent		100%	26%	27%	63%	13%	16%	5%	13%	63%	29%	8%	53%	11%
Department is over-funded														
Somewhat agree	129	26%	36%	22%	25%	32%	37%	20%	16%	25%	29%	15%	31%	8%
Somewhat disagree	157	31%	25%	35%	33%	30%	23%	25%	29%	33%	28%	32%	33%	26%
Strongly disagree	141	28%	18%	35%	26%	20%	30%	34%	42%	26%	29%	44%	20%	63%
(Don't Know/Refused)	7	1%	0%	3%	2%	-	-	-	1%	2%	-	2%	1%	-
36. Agree: Davis police respond promptly to 911 calls														
Strongly agree	169	34%	31%	40%	32%	41%	33%	32%	34%	32%	39%	34%	32%	41%
Somewhat agree	255	51%	50%	47%	52%	39%	48%	57%	49%	52%	50%	46%	52%	48%
Somewhat disagree	43	9%	11%	5%	9%	16%	13%	8%	10%	9%	7%	7%	10%	6%
Strongly disagree	15	3%	3%	4%	3%	1%	-	2%	6%	3%	1%	11%	3%	2%
(Don't Know/Refused)	18	4%	5%	3%	4%	3%	7%	-	1%	4%	4%	2%	2%	3%
37. Agree: Davis would benefit from additional police officers patrolling the city														
Strongly agree	129	26%	14%	36%	20%	28%	32%	32%	40%	20%	34%	39%	17%	64%
Somewhat agree	145	29%	19%	38%	27%	32%	32%	26%	24%	27%	33%	30%	30%	28%
Somewhat disagree	122	24%	28%	19%	28%	21%	15%	16%	20%	28%	17%	23%	26%	7%
Strongly disagree	100	20%	40%	8%	23%	19%	20%	27%	15%	23%	16%	8%	26%	1%
(Don't Know/Refused)	4	1%	-	-	1%	-	-	-	1%	1%	-	-	1%	-
31. Agree: I am confident that Davis' leaders are able to solve difficult problems as they arise														
Agree	296	59%	71%	56%	60%	64%	56%	65%	46%	60%	63%	41%	65%	32%
Disagree	201	40%	29%	44%	39%	33%	44%	35%	52%	39%	37%	59%	35%	68%
(DK/Ref)	3	1%	1%	0%	1%	2%	-	-	1%	1%	-	-	1%	-
Net Agree	+95	+19	+42	+12	+20	+31	+13	+29	-6	+20	+26	-18	+30	-35
32. Agree: My interactions with Davis police have been positive														
Agree	412	82%	74%	86%	80%	89%	79%	90%	78%	80%	87%	81%	78%	93%
Disagree	86	17%	26%	13%	19%	11%	21%	10%	21%	19%	13%	16%	22%	7%
(DK/Ref)	2	0%	-	1%	0%	-	-	-	1%	0%	-	2%	-	-
Net Agree	+326	+65	+48	+73	+61	+78	+59	+81	+58	+61	+75	+65	+55	+86
33. Agree: I would feel comfortable calling the police in an emergency														
Agree	422	84%	75%	92%	84%	84%	88%	88%	75%	84%	86%	78%	82%	93%
Disagree	78	16%	25%	8%	16%	16%	12%	12%	25%	16%	14%	22%	18%	7%
(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Agree	+345	+69	+49	+85	+69	+67	+76	+76	+51	+69	+72	+56	+64	+87

	n	Sample			49. Children in HH		53. Current student		55. Education (Self-ID)		50. Homeowner (Self-ID)		52. Duration of residence in Davis	
		%	NPP/Other	Non-Voters	Yes	No/(DK)	Yes	No/PNR	< 4-year degree	4 year degree +	Homeowner	Renter/Other	Less than 10 years	10+ years
Number of cases	500		101	79	168	332	72	428	224	276	265	235	191	309
Row percent		100%	20%	16%	34%	66%	14%	86%	45%	55%	53%	47%	38%	62%
Department is over-funded														
Somewhat agree	129	26%	20%	27%	26%	26%	37%	24%	27%	25%	21%	31%	31%	22%
Somewhat disagree	157	31%	37%	22%	32%	31%	19%	33%	28%	34%	35%	27%	33%	31%
Strongly disagree	141	28%	25%	35%	29%	27%	18%	30%	31%	26%	34%	21%	20%	33%
(Don't Know/Refused)	7	1%	2%	2%	2%	1%	-	2%	1%	2%	2%	1%	2%	1%
36. Agree: Davis police respond promptly to 911 calls														
Strongly agree	169	34%	31%	39%	37%	32%	26%	35%	33%	34%	38%	30%	30%	37%
Somewhat agree	255	51%	54%	44%	46%	54%	52%	51%	50%	52%	49%	53%	60%	46%
Somewhat disagree	43	9%	6%	9%	8%	9%	21%	7%	10%	7%	7%	11%	7%	10%
Strongly disagree	15	3%	3%	2%	5%	2%	2%	3%	3%	3%	2%	5%	2%	4%
(Don't Know/Refused)	18	4%	5%	6%	5%	3%	-	4%	3%	4%	5%	2%	2%	4%
37. Agree: Davis would benefit from additional police officers patrolling the city														
Strongly agree	129	26%	23%	33%	32%	23%	10%	28%	24%	27%	34%	16%	15%	33%
Somewhat agree	145	29%	34%	20%	27%	30%	13%	32%	29%	29%	32%	26%	25%	32%
Somewhat disagree	122	24%	25%	30%	25%	24%	24%	25%	24%	25%	24%	25%	33%	19%
Strongly disagree	100	20%	18%	17%	15%	22%	52%	14%	22%	19%	8%	33%	28%	15%
(Don't Know/Refused)	4	1%	1%	-	1%	1%	-	1%	2%	0%	1%	0%	-	1%
31. Agree: I am confident that Davis' leaders are able to solve difficult problems as they arise														
Agree	296	59%	54%	65%	63%	57%	60%	59%	59%	59%	56%	63%	71%	52%
Disagree	201	40%	45%	34%	36%	42%	40%	40%	41%	40%	43%	37%	29%	47%
(DK/Ref)	3	1%	1%	1%	0%	1%	-	1%	0%	1%	1%	0%	-	1%
Net Agree	+95	+19	+9	+31	+27	+15	+19	+19	+18	+20	+13	+26	+42	+5
32. Agree: My interactions with Davis police have been positive														
Agree	412	82%	81%	93%	85%	81%	65%	85%	82%	82%	89%	75%	79%	84%
Disagree	86	17%	18%	6%	14%	19%	35%	14%	18%	17%	11%	25%	21%	15%
(DK/Ref)	2	0%	1%	1%	1%	0%	-	0%	-	1%	0%	0%	0%	0%
Net Agree	+326	+65	+64	+86	+71	+62	+30	+71	+65	+65	+78	+50	+58	+69
33. Agree: I would feel comfortable calling the police in an emergency														
Agree	422	84%	82%	90%	88%	83%	64%	88%	80%	88%	95%	73%	76%	90%
Disagree	78	16%	18%	10%	12%	17%	36%	12%	20%	12%	5%	27%	24%	10%
(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Agree	+345	+69	+64	+80	+76	+65	+28	+76	+61	+75	+90	+45	+52	+79

	n	%	54. HH Income					Prefer not to respond	38. Interacted with Davis police in past 2 years		4. Davis Right direction/Wrong track		6. Rating: Job City of Davis is doing to provide city services		7. Satisfact
			Less than \$50,000	\$50,000 to \$100,000	\$100,000 to \$150,000	\$150,000+	Yes		No	Right Direction	Wrong Track	Satisfied	Dissatisfied	Satisfied	
Number of cases	500		112	103	59	148	78	255	245	344	152	383	115	437	
Row percent		100%	22%	21%	12%	30%	16%	51%	49%	69%	30%	77%	23%	87%	
Department is over-funded															
Somewhat agree	129	26%	33%	20%	25%	25%	24%	20%	31%	29%	19%	27%	21%	27%	
Somewhat disagree	157	31%	31%	31%	27%	41%	19%	31%	32%	36%	22%	35%	19%	34%	
Strongly disagree	141	28%	10%	31%	41%	29%	40%	32%	24%	21%	43%	24%	44%	25%	
(Don't Know/Refused)	7	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	2%	
36. Agree: Davis police respond promptly to 911 calls															
Strongly agree	169	34%	27%	36%	40%	33%	37%	38%	30%	34%	33%	34%	33%	35%	
Somewhat agree	255	51%	57%	51%	48%	54%	40%	45%	57%	54%	45%	52%	48%	51%	
Somewhat disagree	43	9%	7%	10%	5%	7%	15%	10%	7%	6%	15%	8%	12%	8%	
Strongly disagree	15	3%	6%	2%	-	2%	5%	4%	2%	2%	5%	2%	6%	3%	
(Don't Know/Refused)	18	4%	3%	1%	7%	4%	3%	3%	4%	4%	2%	4%	1%	4%	
37. Agree: Davis would benefit from additional police officers patrolling the city															
Strongly agree	129	26%	12%	31%	33%	29%	26%	27%	25%	19%	42%	21%	43%	22%	
Somewhat agree	145	29%	22%	24%	30%	35%	33%	30%	28%	29%	28%	30%	26%	31%	
Somewhat disagree	122	24%	31%	25%	18%	27%	15%	21%	28%	29%	14%	28%	11%	26%	
Strongly disagree	100	20%	34%	18%	19%	8%	25%	22%	18%	22%	15%	20%	20%	20%	
(Don't Know/Refused)	4	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	
31. Agree: I am confident that Davis' leaders are able to solve difficult problems as they arise															
Agree	296	59%	60%	65%	58%	61%	47%	55%	64%	75%	24%	69%	28%	65%	
Disagree	201	40%	40%	35%	40%	38%	52%	44%	36%	25%	75%	31%	71%	34%	
(DK/Ref)	3	1%	1%	-	1%	1%	1%	1%	-	-	2%	0%	1%	1%	
Net Agree	+95	+19	+20	+30	+18	+23	-4	+10	+28	+51	-51	+38	-44	+31	
32. Agree: My interactions with Davis police have been positive															
Agree	412	82%	75%	84%	84%	90%	75%	80%	84%	84%	79%	84%	79%	83%	
Disagree	86	17%	25%	16%	16%	10%	23%	20%	15%	16%	21%	16%	20%	16%	
(DK/Ref)	2	0%	-	-	-	1%	1%	-	1%	0%	1%	0%	1%	0%	
Net Agree	+326	+65	+50	+69	+68	+80	+52	+61	+70	+68	+58	+68	+59	+67	
33. Agree: I would feel comfortable calling the police in an emergency															
Agree	422	84%	72%	87%	92%	94%	76%	82%	87%	86%	82%	87%	78%	86%	
Disagree	78	16%	28%	13%	8%	6%	24%	18%	13%	14%	18%	13%	22%	14%	
(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net Agree	+345	+69	+44	+74	+84	+87	+53	+64	+74	+71	+63	+73	+56	+72	

	n	%	9. Satisfaction: Overall safety of life		8. Satisfaction: Overall safety of the city		20. Satisfaction: The safety of streets, sidewalks and pedestrian and bike paths		21. Satisfaction: Policing in Davis		30. Crime in Davis compared to a year ago			31. Agree: I am confident that Davis' leaders are able to solve difficult problems as they arise	
			Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Worse	Same/(DK/Ref)	Better	Agree
Number of cases	500		63	385	114	368	132	350	146	227	250	24	296	201	
Row percent		100%	13%	77%	23%	74%	26%	70%	29%	45%	50%	5%	59%	40%	
Department is over-funded															
Somewhat agree	129	26%	18%	29%	16%	27%	23%	27%	24%	21%	29%	37%	30%	20%	
Somewhat disagree	157	31%	13%	34%	24%	34%	25%	37%	19%	31%	33%	19%	36%	24%	
Strongly disagree	141	28%	51%	22%	47%	23%	41%	28%	28%	36%	21%	28%	21%	39%	
(Don't Know/Refused)	7	1%	-	1%	2%	2%	1%	1%	1%	1%	2%	-	1%	2%	
36. Agree: Davis police respond promptly to 911 calls															
Strongly agree	169	34%	27%	36%	28%	34%	33%	41%	17%	37%	32%	23%	36%	31%	
Somewhat agree	255	51%	50%	52%	49%	52%	47%	51%	51%	44%	57%	53%	56%	45%	
Somewhat disagree	43	9%	14%	7%	13%	8%	10%	3%	20%	12%	5%	18%	4%	16%	
Strongly disagree	15	3%	6%	2%	7%	2%	5%	1%	7%	4%	2%	5%	1%	5%	
(Don't Know/Refused)	18	4%	3%	4%	3%	3%	5%	3%	4%	2%	5%	2%	3%	3%	
37. Agree: Davis would benefit from additional police officers patrolling the city															
Strongly agree	129	26%	52%	16%	57%	19%	45%	22%	34%	41%	14%	11%	18%	37%	
Somewhat agree	145	29%	15%	30%	24%	28%	30%	33%	20%	31%	28%	15%	28%	30%	
Somewhat disagree	122	24%	10%	29%	10%	29%	13%	30%	12%	17%	31%	34%	32%	13%	
Strongly disagree	100	20%	23%	24%	8%	23%	12%	15%	33%	10%	27%	40%	20%	19%	
(Don't Know/Refused)	4	1%	-	1%	-	1%	-	1%	1%	1%	1%	-	1%	1%	
31. Agree: I am confident that Davis' leaders are able to solve difficult problems as they arise															
Agree	296	59%	17%	68%	30%	66%	40%	69%	36%	47%	69%	69%	100%	-	
Disagree	201	40%	82%	32%	70%	33%	60%	30%	63%	53%	30%	28%	-	100%	
(DK/Ref)	3	1%	1%	1%	1%	1%	-	0%	1%	0%	1%	3%	-	-	
Net Agree	+95	+19	-65	+36	-40	+33	-20	+39	-27	-6	+39	+41	-	-	
32. Agree: My interactions with Davis police have been positive															
Agree	412	82%	75%	84%	78%	82%	83%	93%	56%	84%	83%	65%	86%	78%	
Disagree	86	17%	25%	16%	21%	18%	15%	7%	43%	16%	17%	35%	14%	21%	
(DK/Ref)	2	0%	-	0%	1%	-	1%	-	1%	-	1%	-	0%	0%	
Net Agree	+326	+65	+51	+68	+57	+64	+68	+87	+13	+68	+66	+30	+72	+57	
33. Agree: I would feel comfortable calling the police in an emergency															
Agree	422	84%	73%	85%	82%	84%	86%	93%	63%	87%	85%	62%	86%	83%	
Disagree	78	16%	27%	15%	18%	16%	14%	7%	37%	13%	15%	38%	14%	17%	
(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net Agree	+345	+69	+45	+70	+65	+68	+71	+86	+27	+73	+69	+23	+71	+66	



	n	%	32. Agree: My interactions with Davis police have been positive		33. Agree: I would feel comfortable calling the police in an emergency		34. Agree: I am worried about being a victim of crime in Davis		35. Agree: the Davis Police Department is over-funded		36. Agree: Davis police respond promptly to 911 calls		37. Agree: Davis would benefit from additional police officers patrolling the city	
			Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
Number of cases	500		412	86	422	78	208	292	196	297	424	58	274	222
Row percent		100%	82%	17%	84%	16%	42%	58%	39%	59%	85%	12%	55%	44%
Department is over-funded														
Somewhat agree	129	26%	26%	26%	24%	37%	23%	28%	66%	-	25%	32%	13%	42%
Somewhat disagree	157	31%	35%	15%	35%	9%	24%	37%	-	53%	34%	18%	36%	25%
Strongly disagree	141	28%	31%	16%	32%	8%	41%	19%	-	47%	29%	19%	44%	9%
(Don't Know/Refused)	7	1%	1%	1%	2%	-	1%	2%	-	-	1%	2%	1%	1%
36. Agree: Davis police respond promptly to 911 calls														
Strongly agree	169	34%	39%	11%	39%	6%	37%	32%	25%	40%	40%	-	40%	26%
Somewhat agree	255	51%	51%	51%	51%	53%	48%	53%	54%	50%	60%	-	47%	57%
Somewhat disagree	43	9%	6%	22%	6%	24%	9%	9%	14%	5%	-	74%	7%	10%
Strongly disagree	15	3%	1%	12%	1%	12%	4%	3%	4%	2%	-	26%	3%	3%
(Don't Know/Refused)	18	4%	3%	4%	3%	5%	3%	4%	2%	3%	-	-	3%	3%
37. Agree: Davis would benefit from additional police officers patrolling the city														
Strongly agree	129	26%	29%	13%	29%	9%	45%	12%	10%	37%	25%	28%	47%	-
Somewhat agree	145	29%	30%	22%	33%	7%	30%	28%	15%	37%	31%	19%	53%	-
Somewhat disagree	122	24%	26%	17%	25%	23%	13%	33%	30%	20%	26%	17%	-	55%
Strongly disagree	100	20%	14%	47%	13%	60%	11%	26%	44%	5%	18%	35%	-	45%
(Don't Know/Refused)	4	1%	1%	1%	1%	-	1%	1%	0%	1%	0%	1%	-	-
31. Agree: I am confident that Davis' leaders are able to solve difficult problems as they arise														
Agree	296	59%	62%	48%	60%	54%	52%	64%	63%	57%	64%	26%	51%	70%
Disagree	201	40%	38%	50%	39%	44%	48%	35%	36%	42%	36%	72%	49%	29%
(DK/Ref)	3	1%	0%	2%	1%	1%	0%	1%	0%	1%	0%	1%	1%	0%
Net Agree	+95	+19	+23	-2	+21	+10	+5	+29	+27	+14	+28	-46	+2	+41
32. Agree: My interactions with Davis police have been positive														
Agree	412	82%	100%	-	92%	32%	83%	82%	70%	91%	87%	50%	89%	75%
Disagree	86	17%	-	100%	8%	68%	17%	18%	30%	9%	13%	50%	11%	25%
(DK/Ref)	2	0%	-	-	0%	-	-	1%	-	-	-	-	0%	0%
Net Agree	+326	+65	-	-	+84	-36	+67	+64	+40	+82	+75	+0	+78	+50
33. Agree: I would feel comfortable calling the police in an emergency														
Agree	422	84%	94%	39%	100%	-	87%	83%	67%	96%	89%	52%	95%	71%
Disagree	78	16%	6%	61%	-	100%	13%	17%	33%	4%	11%	48%	5%	29%
(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Agree	+345	+69	+88	-22	-	-	+73	+66	+34	+91	+78	+4	+90	+42

		n	%	Segmentation			
				Agree to both	Agree to over funded and Disagree to additional police	Disagree to over funded and Agree to additional police	Disagree to both
Number of cases		500		50	144	230	75
Row percent			100%	10%	29%	46%	15%
Department is over-funded							
	Somewhat agree	129	26%	70%	65%	-	-
	Somewhat disagree	157	31%	-	-	44%	75%
	Strongly disagree	141	28%	-	-	53%	25%
	(Don't Know/Refused)	7	1%	-	-	3%	-
36. Agree: Davis police respond promptly to 911 calls							
	Strongly agree	169	34%	39%	21%	40%	37%
	Somewhat agree	255	51%	45%	58%	46%	58%
	Somewhat disagree	43	9%	11%	15%	6%	2%
	Strongly disagree	15	3%	6%	3%	3%	2%
	(Don't Know/Refused)	18	4%	-	3%	5%	2%
37. Agree: Davis would benefit from additional police officers patrolling the city							
	Strongly agree	129	26%	40%	-	47%	-
	Somewhat agree	145	29%	60%	-	50%	-
	Somewhat disagree	122	24%	-	41%	1%	81%
	Strongly disagree	100	20%	-	59%	-	19%
	(Don't Know/Refused)	4	1%	-	-	2%	-
31. Agree: I am confident that Davis' leaders are able to solve difficult problems as they arise							
	Agree	296	59%	64%	63%	48%	84%
	Disagree	201	40%	36%	36%	51%	16%
	(DK/Ref)	3	1%	-	1%	1%	-
	Net Agree	+95	+19	+28	+27	-4	+67
32. Agree: My interactions with Davis police have been positive							
	Agree	412	82%	79%	67%	90%	91%
	Disagree	86	17%	21%	33%	9%	9%
	(DK/Ref)	2	0%	-	-	1%	-
	Net Agree	+326	+65	+57	+34	+81	+82
33. Agree: I would feel comfortable calling the police in an emergency							
	Agree	422	84%	85%	61%	98%	90%
	Disagree	78	16%	15%	39%	2%	10%
	(DK/Ref)	-	-	-	-	-	-
	Net Agree	+345	+69	+70	+21	+95	+80

	n	%	3. Gender			Zip code		48. Age (Self-ID + Sample)					Gender/A	
			Male	Female	Other	East (95618)	West (95616)	18-34	35-44	45-54	55-64	65+	Male: <44	Male: 45+
Number of cases	500		229	249	22	209	291	159	85	70	70	115	113	122
Row percent		100%	46%	50%	4%	42%	58%	32%	17%	14%	14%	23%	23%	24%
34. Agree: I am worried about being a victim of crime in Davis														
Agree	208	42%	39%	44%	46%	46%	38%	34%	39%	36%	42%	57%	33%	45%
Disagree	292	58%	61%	56%	54%	54%	62%	66%	61%	64%	58%	43%	67%	55%
(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Agree	-83	-17	-22	-12	-8	-7	-24	-31	-23	-28	-16	+14	-33	-9
35. Agree: the Davis Police Department is over-funded														
Agree	196	39%	36%	39%	80%	35%	42%	59%	36%	38%	23%	25%	44%	30%
Disagree	297	59%	63%	60%	16%	62%	58%	41%	63%	60%	73%	73%	55%	69%
(DK/Ref)	7	1%	1%	2%	4%	3%	0%	-	2%	2%	4%	1%	1%	1%
Net Agree	-102	-20	-28	-21	+64	-27	-15	+18	-27	-23	-51	-48	-11	-40
36. Agree: Davis police respond promptly to 911 calls														
Agree	424	85%	86%	85%	67%	85%	85%	84%	83%	88%	82%	88%	85%	86%
Disagree	58	12%	10%	12%	23%	10%	13%	14%	13%	10%	15%	7%	13%	10%
(DK/Ref)	18	4%	3%	3%	10%	5%	3%	3%	4%	2%	4%	5%	2%	4%
Net Agree	+366	+73	+76	+73	+45	+75	+72	+70	+70	+77	+67	+81	+73	+75
37. Agree: Davis would benefit from additional police officers patrolling the city														
Agree	274	55%	57%	55%	21%	58%	52%	31%	50%	59%	71%	78%	44%	68%
Disagree	222	44%	41%	45%	79%	41%	47%	69%	49%	41%	29%	19%	55%	29%
(DK/Ref)	4	1%	2%	-	-	1%	1%	-	1%	-	-	3%	1%	3%
Net Agree	+52	+10	+17	+11	-59	+18	+5	-38	+2	+17	+43	+59	-11	+39
38. Interacted with Davis police in past 2 years														
Yes	255	51%	46%	57%	42%	53%	50%	48%	66%	58%	54%	38%	51%	40%
No	245	49%	54%	43%	58%	47%	50%	52%	34%	42%	46%	62%	49%	60%
39. Most important source of news and information														
The City of Davis website	6	1%	3%	-	-	1%	1%	2%	-	1%	2%	1%	3%	2%
The Davis Enterprise	113	23%	25%	22%	7%	23%	23%	12%	22%	30%	26%	31%	21%	27%
The Sacramento Bee	6	1%	2%	1%	-	2%	1%	3%	2%	-	-	1%	2%	1%
The Aggie (or the UC Davis Newspaper)	9	2%	2%	2%	-	1%	2%	1%	2%	1%	1%	4%	3%	1%
Davis Vanguard or other local blogs	5	1%	2%	0%	-	1%	1%	1%	2%	1%	-	1%	2%	2%
The City of Davis social media sites (including Facebook)	5	1%	0%	2%	-	1%	1%	1%	3%	1%	-	1%	-	1%
Twitter	35	7%	4%	10%	9%	9%	6%	8%	18%	11%	1%	-	7%	1%
Nextdoor	1	0%	-	1%	-	1%	-	1%	-	-	-	-	-	-
Nextdoor	39	8%	7%	9%	-	9%	7%	7%	9%	5%	8%	10%	6%	8%

	n	Age Combo			56. Ethnicity (Multiple Response)					56. Ethnicity			Party (S		
		%	Female: <44	Female: 45+	White	Hispanic	Asian	Black	Else/(Ref)	White	Non-White	Unknown/ (Ref)	Democrat	Republican	
Number of cases	500		131	133	317	65	81	24	66	317	145	38	266	54	
Row percent		100%	26%	27%	63%	13%	16%	5%	13%	63%	29%	8%	53%	11%	
34. Agree: I am worried about being a victim of crime in Davis	Agree	208	42%	38%	49%	37%	50%	44%	57%	48%	37%	51%	44%	36%	65%
	Disagree	292	58%	62%	51%	63%	50%	56%	43%	52%	63%	49%	56%	64%	35%
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Net Agree	-83	-17	-24	-3	-26	+1	-12	+14	-5	-26	+2	-12	-28	+29
35. Agree: the Davis Police Department is over-funded	Agree	196	39%	56%	26%	39%	51%	48%	42%	28%	39%	43%	22%	46%	10%
	Disagree	297	59%	43%	70%	58%	49%	52%	58%	71%	58%	57%	76%	53%	90%
	(DK/Ref)	7	1%	0%	3%	2%	-	-	-	1%	2%	-	2%	1%	-
	Net Agree	-102	-20	+13	-44	-19	+1	-5	-17	-43	-19	-14	-54	-7	-79
36. Agree: Davis police respond promptly to 911 calls	Agree	424	85%	82%	87%	84%	80%	80%	89%	82%	84%	89%	80%	84%	89%
	Disagree	58	12%	14%	10%	13%	17%	13%	11%	16%	13%	8%	18%	13%	9%
	(DK/Ref)	18	4%	5%	3%	4%	3%	7%	-	1%	4%	4%	2%	2%	3%
	Net Agree	+366	+73	+68	+77	+71	+63	+67	+78	+66	+71	+81	+61	+71	+80
37. Agree: Davis would benefit from additional police officers patrolling the city	Agree	274	55%	32%	73%	48%	60%	64%	57%	64%	48%	67%	69%	47%	92%
	Disagree	222	44%	68%	27%	51%	40%	36%	43%	35%	51%	33%	31%	52%	8%
	(DK/Ref)	4	1%	-	-	1%	-	-	-	1%	1%	-	-	1%	-
	Net Agree	+52	+10	-36	+47	-4	+20	+29	+15	+29	-4	+34	+38	-5	+83
38. Interacted with Davis police in past 2 years	Yes	255	51%	58%	54%	49%	54%	55%	68%	59%	49%	55%	48%	46%	59%
	No	245	49%	42%	46%	51%	46%	45%	32%	41%	51%	45%	52%	54%	41%
39. Most important source of news and information	The City of Davis website	6	1%	-	-	2%	2%	-	-	-	2%	1%	-	2%	-
	The Davis Enterprise	113	23%	11%	31%	26%	8%	22%	18%	16%	26%	17%	14%	27%	15%
	The Sacramento Bee	6	1%	2%	-	2%	-	-	-	-	2%	-	-	1%	-
	The Aggie (or the UC Davis Newspaper)	9	2%	-	3%	2%	2%	4%	-	2%	2%	2%	-	2%	-
	Davis Vanguard or other local blogs	5	1%	1%	-	2%	-	-	-	-	2%	-	-	2%	-
	The City of Davis social media sites (including Facebook)	5	1%	3%	1%	1%	-	1%	-	2%	1%	1%	2%	1%	4%
	Twitter	35	7%	15%	5%	8%	16%	3%	7%	4%	8%	6%	4%	7%	9%
	Nextdoor	1	0%	1%	-	0%	2%	-	-	-	0%	-	-	0%	-
	39	8%	9%	9%	7%	5%	15%	-	4%	7%	10%	5%	7%	13%	

	n	Sample			49. Children in HH		53. Current student		55. Education (Self-ID)		50. Homeowner (Self-ID)		52. Duration of residence in Davis		
		%	NPP/Other	Non-Voters	Yes	No/(DK)	Yes	No/PNR	< 4-year degree	4 year degree +	Homeowner	Renter/Other	Less than 10 years	10+ years	
Number of cases	500		101	79	168	332	72	428	224	276	265	235	191	309	
Row percent		100%	20%	16%	34%	66%	14%	86%	45%	55%	53%	47%	38%	62%	
34. Agree: I am worried about being a victim of crime in Davis	Agree	208	42%	43%	43%	42%	41%	29%	44%	40%	43%	45%	38%	38%	44%
	Disagree	292	58%	57%	57%	58%	59%	71%	56%	60%	57%	55%	62%	62%	56%
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Net Agree	-83	-17	-14	-14	-16	-17	-42	-12	-21	-13	-11	-23	-24	-12
35. Agree: the Davis Police Department is over-funded	Agree	196	39%	36%	41%	37%	40%	63%	35%	41%	38%	29%	51%	46%	35%
	Disagree	297	59%	62%	57%	61%	59%	37%	63%	58%	60%	69%	48%	53%	64%
	(DK/Ref)	7	1%	2%	2%	2%	1%	-	2%	1%	2%	2%	1%	2%	1%
	Net Agree	-102	-20	-26	-16	-25	-18	+26	-28	-18	-22	-41	+2	-7	-29
36. Agree: Davis police respond promptly to 911 calls	Agree	424	85%	85%	83%	83%	86%	78%	86%	83%	86%	87%	83%	89%	82%
	Disagree	58	12%	9%	11%	12%	11%	22%	10%	13%	10%	8%	15%	9%	13%
	(DK/Ref)	18	4%	5%	6%	5%	3%	-	4%	3%	4%	5%	2%	2%	4%
	Net Agree	+366	+73	+76	+72	+70	+75	+56	+76	+70	+76	+78	+67	+81	+69
37. Agree: Davis would benefit from additional police officers patrolling the city	Agree	274	55%	56%	53%	59%	53%	23%	60%	53%	56%	66%	42%	39%	64%
	Disagree	222	44%	43%	47%	40%	46%	77%	39%	46%	43%	33%	58%	61%	34%
	(DK/Ref)	4	1%	1%	-	1%	1%	-	1%	2%	0%	1%	0%	-	1%
	Net Agree	+52	+10	+14	+6	+19	+6	-53	+21	+7	+13	+33	-16	-21	+30
38. Interacted with Davis police in past 2 years	Yes	255	51%	61%	48%	63%	45%	49%	51%	55%	48%	48%	54%	52%	50%
	No	245	49%	39%	52%	37%	55%	51%	49%	45%	52%	52%	46%	48%	50%
39. Most important source of news and information	The City of Davis website	6	1%	1%	-	0%	2%	2%	1%	0%	2%	1%	2%	2%	1%
	The Davis Enterprise	113	23%	20%	18%	24%	22%	6%	26%	15%	29%	31%	13%	18%	26%
	The Sacramento Bee	6	1%	3%	-	1%	2%	6%	1%	2%	1%	1%	2%	-	2%
	The Aggie (or the UC Davis Newspaper)	9	2%	2%	1%	1%	2%	3%	2%	1%	3%	2%	2%	1%	2%
	Davis Vanguard or other local blogs	5	1%	1%	-	1%	1%	-	1%	2%	1%	1%	1%	1%	1%
	The City of Davis social media sites (including Facebook)	5	1%	1%	-	3%	0%	-	1%	1%	1%	1%	1%	2%	1%
	Twitter	35	7%	3%	9%	15%	3%	6%	7%	9%	6%	6%	8%	8%	7%
	Nextdoor	1	0%	-	-	-	0%	-	0%	1%	-	-	1%	-	0%
		39	8%	12%	3%	7%	8%	11%	7%	8%	8%	9%	7%	8%	8%

	n	%	54. HH Income					Prefer not to respond	38. Interacted with Davis police in past 2 years		4. Davis Right direction/Wrong track		6. Rating: Job City of Davis is doing to provide city services		7. Satisfac
			Less than \$50,000	\$50,000 to \$100,000	\$100,000 to \$150,000	\$150,000+	Yes		No	Right Direction	Wrong Track	Satisfied	Dissatisfied	Satisfied	
Number of cases	500		112	103	59	148	78	255	245	344	152	383	115	437	
Row percent		100%	22%	21%	12%	30%	16%	51%	49%	69%	30%	77%	23%	87%	
34. Agree: I am worried about being a victim of crime in Davis	Agree	208	42%	42%	42%	43%	39%	45%	44%	40%	37%	53%	37%	56%	39%
	Disagree	292	58%	58%	58%	57%	61%	55%	56%	60%	63%	47%	63%	44%	61%
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Net Agree	-83	-17	-16	-15	-13	-23	-11	-13	-21	-26	+5	-25	+13	-22
35. Agree: the Davis Police Department is over-funded	Agree	196	39%	57%	37%	32%	29%	40%	36%	43%	41%	33%	40%	37%	40%
	Disagree	297	59%	41%	62%	67%	69%	59%	63%	56%	57%	66%	59%	62%	59%
	(DK/Ref)	7	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	2%
	Net Agree	-102	-20	+16	-25	-36	-40	-18	-27	-13	-15	-32	-19	-25	-19
36. Agree: Davis police respond promptly to 911 calls	Agree	424	85%	84%	88%	88%	87%	77%	83%	87%	88%	78%	86%	81%	86%
	Disagree	58	12%	13%	12%	5%	9%	20%	14%	9%	8%	20%	10%	18%	10%
	(DK/Ref)	18	4%	3%	1%	7%	4%	3%	3%	4%	4%	2%	4%	1%	4%
	Net Agree	+366	+73	+71	+76	+83	+78	+57	+68	+78	+80	+58	+77	+63	+76
37. Agree: Davis would benefit from additional police officers patrolling the city	Agree	274	55%	35%	55%	63%	64%	59%	57%	53%	48%	70%	51%	69%	53%
	Disagree	222	44%	65%	43%	37%	35%	40%	42%	46%	51%	29%	48%	30%	46%
	(DK/Ref)	4	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%
	Net Agree	+52	+10	-30	+13	+26	+29	+19	+14	+6	-3	+41	+2	+38	+7
38. Interacted with Davis police in past 2 years	Yes	255	51%	54%	51%	43%	56%	44%	100%	-	45%	63%	46%	66%	48%
	No	245	49%	46%	49%	57%	44%	56%	-	100%	55%	37%	54%	34%	52%
39. Most important source of news and information	The City of Davis website	6	1%	2%	1%	-	1%	1%	1%	2%	1%	1%	1%	1%	1%
	The Davis Enterprise	113	23%	13%	22%	34%	30%	16%	22%	24%	24%	21%	24%	20%	23%
	The Sacramento Bee	6	1%	2%	1%	-	1%	3%	2%	1%	1%	2%	1%	1%	1%
	The Aggie (or the UC Davis Newspaper)	9	2%	1%	3%	3%	1%	2%	2%	1%	1%	3%	2%	3%	2%
	Davis Vanguard or other local blogs	5	1%	3%	-	-	0%	2%	1%	1%	2%	-	1%	1%	1%
	The City of Davis social media sites (including Facebook)	5	1%	-	2%	1%	1%	2%	1%	1%	1%	1%	0%	3%	1%
	Twitter	35	7%	8%	6%	5%	12%	-	8%	6%	5%	9%	7%	6%	7%
	Nextdoor	1	0%	-	1%	-	-	-	1%	-	0%	-	0%	-	0%
	39	8%	8%	4%	8%	8%	11%	8%	7%	7%	11%	8%	9%	8%	

	n	%	ion: Overall	8. Satisfaction: Overall		20. Satisfaction: The		21. Satisfaction: Policing		30. Crime in Davis compared to a			31. Agree: I am		
			y of life	safety of the city	safety of streets, sidewalks and pedestrian and bike paths	safety of the city	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Worse	Same/ (DK/Ref)	Better	Agree	Disagree
			Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied						
Number of cases	500		63	385	114	368	132	350	146	227	250	24	296	201	
Row percent		100%	13%	77%	23%	74%	26%	70%	29%	45%	50%	5%	59%	40%	
34. Agree: I am worried about being a victim of crime in Davis	Agree	208	42%	60%	31%	77%	36%	58%	39%	48%	64%	24%	17%	37%	49%
	Disagree	292	58%	40%	69%	23%	64%	42%	61%	52%	36%	76%	83%	63%	51%
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Net Agree	-83	-17	+20	-37	+53	-29	+16	-22	-4	+28	-52	-65	-27	-1
35. Agree: the Davis Police Department is over-funded	Agree	196	39%	36%	43%	27%	41%	33%	34%	52%	31%	45%	53%	42%	35%
	Disagree	297	59%	64%	56%	71%	57%	66%	65%	47%	67%	53%	47%	57%	63%
	(DK/Ref)	7	1%	-	1%	2%	2%	1%	1%	1%	2%	-	1%	2%	
	Net Agree	-102	-20	-28	-13	-44	-16	-33	-31	+6	-36	-9	+6	-15	-27
36. Agree: Davis police respond promptly to 911 calls	Agree	424	85%	76%	87%	77%	87%	80%	92%	68%	81%	89%	75%	92%	76%
	Disagree	58	12%	20%	9%	20%	10%	15%	5%	28%	16%	6%	22%	5%	21%
	(DK/Ref)	18	4%	3%	4%	3%	3%	5%	3%	4%	2%	5%	2%	3%	3%
	Net Agree	+366	+73	+56	+78	+57	+76	+65	+87	+41	+65	+83	+53	+86	+55
37. Agree: Davis would benefit from additional police officers patrolling the city	Agree	274	55%	67%	47%	82%	47%	75%	55%	54%	72%	42%	26%	47%	67%
	Disagree	222	44%	33%	52%	18%	52%	25%	44%	45%	27%	57%	74%	53%	32%
	(DK/Ref)	4	1%	-	1%	-	1%	-	1%	1%	1%	1%	-	1%	1%
	Net Agree	+52	+10	+34	-5	+64	-4	+51	+11	+9	+45	-16	-49	-6	+34
38. Interacted with Davis police in past 2 years	Yes	255	51%	75%	47%	64%	49%	56%	47%	62%	60%	42%	53%	47%	56%
	No	245	49%	25%	53%	36%	51%	44%	53%	38%	40%	58%	47%	53%	44%
39. Most important source of news and information	The City of Davis website	6	1%	-	1%	2%	1%	1%	1%	1%	0%	2%	3%	2%	1%
	The Davis Enterprise	113	23%	20%	23%	21%	22%	25%	25%	17%	19%	27%	12%	21%	25%
	The Sacramento Bee	6	1%	-	2%	-	2%	-	1%	1%	2%	1%	5%	1%	1%
	The Aggie (or the UC Davis Newspaper)	9	2%	3%	2%	2%	2%	3%	1%	3%	2%	2%	-	1%	3%
	Davis Vanguard or other local blogs	5	1%	-	1%	-	1%	1%	1%	1%	-	1%	7%	2%	0%
	The City of Davis social media sites (including Facebook)	5	1%	-	1%	3%	1%	0%	1%	1%	2%	1%	-	1%	1%
	Twitter	35	7%	9%	8%	5%	8%	5%	7%	7%	8%	7%	-	6%	9%
	Nextdoor	1	0%	-	0%	-	0%	-	0%	-	-	-	6%	0%	-
	39	8%	10%	7%	10%	8%	6%	8%	8%	10%	7%	-	6%	10%	

	n	%	32. Agree: My interactions with Davis police have been positive		33. Agree: I would feel comfortable calling the police in an emergency		34. Agree: I am worried about being a victim of crime in Davis		35. Agree: the Davis Police Department is over-funded		36. Agree: Davis police respond promptly to 911 calls		37. Agree: Davis would benefit from additional police officers patrolling the city		
			Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	
Number of cases	500		412	86	422	78	208	292	196	297	424	58	274	222	
Row percent		100%	82%	17%	84%	16%	42%	58%	39%	59%	85%	12%	55%	44%	
34. Agree: I am worried about being a victim of crime in Davis	Agree	208	42%	40%	43%	36%	100%	-	36%	46%	42%	44%	58%	22%	
	Disagree	292	58%	60%	57%	64%	-	100%	64%	54%	58%	56%	42%	78%	
	(DK/Ref)	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Net Agree	-83	-17	-16	-20	-14	-29	-	-	-28	-9	-17	-11	+15	-56
35. Agree: the Davis Police Department is over-funded	Agree	196	39%	68%	31%	83%	34%	43%	100%	-	37%	62%	18%	65%	
	Disagree	297	59%	31%	67%	17%	65%	55%	-	100%	63%	37%	80%	34%	
	(DK/Ref)	7	1%	1%	2%	-	1%	2%	-	-	1%	2%	1%	1%	
	Net Agree	-102	-20	-32	+36	-36	+66	-31	-13	-	-	-26	+25	-62	+31
36. Agree: Davis police respond promptly to 911 calls	Agree	424	85%	90%	63%	90%	59%	85%	85%	79%	90%	100%	-	87%	83%
	Disagree	58	12%	7%	33%	7%	36%	12%	11%	18%	7%	-	100%	10%	14%
	(DK/Ref)	18	4%	3%	4%	3%	5%	3%	4%	2%	3%	-	-	3%	3%
	Net Agree	+366	+73	+83	+29	+82	+23	+72	+74	+61	+83	-	-	+77	+69
37. Agree: Davis would benefit from additional police officers patrolling the city	Agree	274	55%	35%	62%	17%	76%	40%	26%	74%	56%	46%	100%	-	
	Disagree	222	44%	64%	37%	83%	24%	59%	74%	25%	43%	52%	-	100%	
	(DK/Ref)	4	1%	1%	1%	-	1%	1%	0%	1%	0%	1%	-	-	
	Net Agree	+52	+10	+19	-29	+24	-66	+52	-19	-48	+49	+13	-6	-	-
38. Interacted with Davis police in past 2 years	Yes	255	51%	50%	50%	59%	53%	49%	47%	54%	50%	63%	53%	49%	
	No	245	49%	50%	50%	41%	47%	51%	53%	46%	50%	37%	47%	51%	
39. Most important source of news and information	The City of Davis website	6	1%	2%	1%	-	2%	1%	2%	1%	1%	3%	1%	1%	
	The Davis Enterprise	113	23%	17%	26%	7%	20%	25%	17%	26%	24%	13%	22%	23%	
	The Sacramento Bee	6	1%	5%	1%	5%	-	2%	2%	1%	1%	2%	0%	2%	
	The Aggie (or the UC Davis Newspaper)	9	2%	3%	2%	3%	1%	2%	2%	2%	2%	1%	2%	1%	
	Davis Vanguard or other local blogs	5	1%	1%	1%	1%	1%	-	2%	1%	1%	-	1%	2%	
	The City of Davis social media sites (including Facebook)	5	1%	1%	1%	2%	3%	-	1%	1%	1%	1%	1%	1%	
	Facebook	35	7%	7%	8%	4%	5%	9%	8%	7%	7%	7%	6%	8%	
	Twitter	1	0%	-	0%	-	-	0%	-	0%	0%	-	-	1%	
	Nextdoor	39	8%	3%	8%	7%	10%	7%	7%	9%	7%	11%	10%	5%	



	n	%	Segmentation			
			Agree to both	Agree to over funded and Disagree to additional police	Disagree to over funded and Agree to additional police	Disagree to both
Number of cases	500		50	144	230	75
Row percent		100%	10%	29%	46%	15%
34. Agree: I am worried about being a victim of crime in Davis						
Agree	208	42%	67%	25%	55%	17%
Disagree	292	58%	33%	75%	45%	83%
(DK/Ref)	-	-	-	-	-	-
Net Agree	-83	-17	+34	-50	+9	-66
35. Agree: the Davis Police Department is over-funded						
Agree	196	39%	100%	100%	0%	-
Disagree	297	59%	-	-	96%	100%
(DK/Ref)	7	1%	-	-	3%	-
Net Agree	-102	-20	-	-	-96	-
36. Agree: Davis police respond promptly to 911 calls						
Agree	424	85%	83%	78%	86%	95%
Disagree	58	12%	17%	18%	9%	4%
(DK/Ref)	18	4%	-	3%	5%	2%
Net Agree	+366	+73	+67	+60	+77	+91
37. Agree: Davis would benefit from additional police officers patrolling the city						
Agree	274	55%	100%	-	97%	-
Disagree	222	44%	-	100%	1%	100%
(DK/Ref)	4	1%	-	-	2%	-
Net Agree	+52	+10	-	-	+96	-
38. Interacted with Davis police in past 2 years						
Yes	255	51%	45%	47%	55%	51%
No	245	49%	55%	53%	45%	49%
39. Most important source of news and information						
The City of Davis website	6	1%	2%	1%	1%	2%
The Davis Enterprise	113	23%	11%	19%	25%	28%
The Sacramento Bee	6	1%	-	3%	1%	1%
The Aggie (or the UC Davis Newspaper)	9	2%	1%	2%	2%	-
Davis Vanguard or other local blogs	5	1%	-	2%	1%	1%
The City of Davis social media sites (including Facebook)	5	1%	-	1%	2%	-
Facebook	35	7%	6%	8%	6%	8%
Twitter	1	0%	-	-	-	2%
Nextdoor	39	8%	9%	6%	10%	4%

	n	%	3. Gender			Zip code		48. Age (Self-ID + Sample)					Gender/A	
			Male	Female	Other	East (95618)	West (95616)	18-34	35-44	45-54	55-64	65+	Male: <44	Male: 45+
Number of cases	500		229	249	22	209	291	159	85	70	70	115	113	122
Row percent		100%	46%	50%	4%	42%	58%	32%	17%	14%	14%	23%	23%	24%
Other social media	30	6%	4%	7%	15%	6%	6%	9%	3%	9%	9%	-	6%	2%
Local TV News	29	6%	5%	7%	4%	6%	5%	8%	4%	1%	8%	6%	6%	4%
Capital Public Radio	5	1%	2%	0%	-	1%	1%	1%	-	1%	-	2%	1%	2%
Online or other Internet sites	61	12%	17%	8%	11%	13%	12%	11%	7%	19%	16%	11%	15%	18%
Communications from the City	25	5%	4%	5%	14%	2%	7%	7%	4%	5%	6%	3%	2%	6%
Friends, family, or word of mouth	65	13%	14%	10%	36%	13%	13%	18%	11%	6%	13%	12%	17%	14%
Some other source	57	11%	10%	13%	3%	10%	13%	11%	10%	8%	8%	17%	8%	12%
(Don't Know/Refused)	6	1%	0%	2%	-	1%	1%	-	3%	2%	2%	1%	-	1%
40. Usefulness: the City of Davis website														
Very Useful	94	19%	19%	20%	-	18%	19%	19%	17%	18%	17%	22%	14%	22%
Somewhat Useful	271	54%	57%	52%	56%	62%	49%	52%	61%	64%	62%	42%	63%	51%
Not Very Useful	88	18%	14%	18%	44%	13%	21%	22%	17%	14%	10%	18%	18%	12%
Not At All Useful	41	8%	9%	8%	-	5%	10%	6%	3%	4%	11%	15%	4%	13%
(Don't Know/Refused)	6	1%	1%	1%	-	2%	1%	1%	2%	-	-	2%	1%	1%
41. Usefulness: the Davis Enterprise														
Very Useful	187	37%	41%	36%	16%	39%	36%	35%	33%	40%	37%	43%	38%	41%
Somewhat Useful	204	41%	36%	44%	45%	42%	40%	41%	51%	44%	41%	30%	39%	34%
Not Very Useful	70	14%	14%	14%	17%	12%	15%	17%	16%	7%	16%	13%	21%	10%
Not At All Useful	38	8%	8%	5%	22%	7%	8%	7%	-	10%	6%	13%	2%	14%
(Don't Know/Refused)	2	0%	0%	0%	-	0%	0%	-	1%	-	-	1%	-	1%
42. Usefulness: the Sacramento Bee														
Very Useful	57	11%	12%	11%	9%	12%	11%	17%	10%	10%	7%	9%	13%	11%
Somewhat Useful	199	40%	35%	44%	39%	42%	38%	45%	44%	32%	48%	29%	39%	33%
Not Very Useful	164	33%	35%	30%	36%	31%	34%	30%	32%	40%	18%	42%	38%	33%
Not At All Useful	74	15%	16%	14%	16%	15%	15%	8%	12%	18%	25%	19%	10%	22%
(Don't Know/Refused)	6	1%	1%	2%	-	1%	1%	-	3%	-	3%	1%	-	1%
43. Usefulness: the City of Davis social media sites, including the City's Facebook, Twitter, and Instagram														
Very Useful	106	21%	15%	27%	21%	21%	21%	29%	25%	27%	13%	9%	19%	13%
Somewhat Useful	219	44%	40%	49%	31%	46%	42%	51%	49%	41%	38%	36%	50%	29%
Not Very Useful	97	19%	24%	13%	45%	16%	22%	16%	16%	19%	22%	26%	22%	28%
Not At All Useful	68	14%	18%	10%	3%	14%	13%	4%	7%	12%	24%	26%	8%	27%
(Don't Know/Refused)	10	2%	2%	2%	-	2%	2%	-	2%	1%	4%	4%	1%	3%

	n	Age Combo			56. Ethnicity (Multiple Response)					56. Ethnicity			Party (S	
		%	Female: <44	Female: 45+	White	Hispanic	Asian	Black	Else/(Ref)	White	Non-White	Unknown/ (Ref)	Democrat	Republican
Number of cases	500		131	133	317	65	81	24	66	317	145	38	266	54
Row percent		100%	26%	27%	63%	13%	16%	5%	13%	63%	29%	8%	53%	11%
Other social media	30	6%	8%	8%	5%	7%	5%	7%	14%	5%	8%	6%	7%	3%
Local TV News	29	6%	7%	6%	5%	6%	7%	21%	2%	5%	9%	3%	5%	3%
Capital Public Radio	5	1%	-	0%	0%	1%	4%	-	3%	0%	3%	-	0%	3%
Online or other Internet sites	61	12%	5%	11%	11%	14%	8%	17%	18%	11%	10%	28%	9%	19%
Communications from the City	25	5%	9%	4%	6%	2%	7%	-	4%	6%	3%	-	5%	2%
Friends, family, or word of mouth	65	13%	15%	8%	12%	10%	19%	13%	22%	12%	13%	23%	12%	12%
Some other source	57	11%	12%	12%	9%	25%	4%	17%	10%	9%	15%	15%	12%	15%
(Don't Know/Refused)	6	1%	2%	2%	2%	1%	-	-	-	2%	0%	-	0%	2%
40. Usefulness: the City of Davis website														
Very Useful	94	19%	21%	17%	15%	21%	23%	26%	15%	15%	26%	18%	18%	14%
Somewhat Useful	271	54%	48%	55%	56%	53%	53%	47%	49%	56%	49%	59%	57%	51%
Not Very Useful	88	18%	23%	18%	19%	19%	12%	27%	22%	19%	15%	16%	19%	15%
Not At All Useful	41	8%	6%	9%	7%	6%	10%	-	13%	7%	10%	8%	5%	20%
(Don't Know/Refused)	6	1%	2%	1%	2%	-	2%	-	-	2%	-	-	2%	-
41. Usefulness: the Davis Enterprise														
Very Useful	187	37%	31%	40%	41%	26%	39%	41%	33%	41%	32%	28%	44%	23%
Somewhat Useful	204	41%	50%	40%	37%	41%	43%	53%	40%	37%	48%	43%	37%	41%
Not Very Useful	70	14%	12%	14%	15%	16%	10%	4%	18%	15%	10%	25%	13%	22%
Not At All Useful	38	8%	7%	7%	7%	17%	8%	2%	9%	7%	10%	4%	5%	14%
(Don't Know/Refused)	2	0%	1%	-	1%	-	-	-	-	1%	-	-	1%	-
42. Usefulness: the Sacramento Bee														
Very Useful	57	11%	16%	6%	10%	20%	6%	22%	15%	10%	12%	17%	12%	4%
Somewhat Useful	199	40%	50%	36%	41%	33%	40%	23%	38%	41%	38%	35%	40%	28%
Not Very Useful	164	33%	24%	37%	33%	30%	45%	40%	31%	33%	33%	35%	34%	34%
Not At All Useful	74	15%	9%	19%	14%	18%	8%	14%	16%	14%	17%	12%	13%	34%
(Don't Know/Refused)	6	1%	2%	1%	2%	-	-	-	-	2%	-	-	2%	-
43. Usefulness: the City of Davis social media sites, including the City's Facebook, Twitter, and Instagram														
Very Useful	106	21%	36%	17%	21%	30%	20%	41%	19%	21%	24%	14%	23%	17%
Somewhat Useful	219	44%	51%	46%	46%	46%	42%	42%	35%	46%	40%	38%	45%	42%
Not Very Useful	97	19%	11%	18%	16%	15%	22%	10%	31%	16%	22%	37%	18%	13%
Not At All Useful	68	14%	2%	16%	14%	9%	14%	7%	15%	14%	13%	11%	12%	28%
(Don't Know/Refused)	10	2%	1%	3%	3%	-	1%	-	-	3%	1%	-	3%	-

	n	Sample			49. Children in HH		53. Current student		55. Education (Self-ID)		50. Homeowner (Self-ID)		52. Duration of residence in Davis	
		%	NPP/Other	Non-Voters	Yes	No/(DK)	Yes	No/PNR	< 4-year degree	4 year degree +	Homeowner	Renter/Other	Less than 10 years	10+ years
Number of cases	500		101	79	168	332	72	428	224	276	265	235	191	309
Row percent		100%	20%	16%	34%	66%	14%	86%	45%	55%	53%	47%	38%	62%
Other social media	30	6%	7%	4%	5%	7%	10%	5%	8%	4%	3%	9%	7%	5%
Local TV News	29	6%	5%	12%	5%	6%	7%	6%	8%	4%	4%	8%	6%	6%
Capital Public Radio	5	1%	1%	2%	1%	1%	1%	1%	-	2%	1%	1%	-	2%
Online or other Internet sites	61	12%	18%	10%	8%	14%	9%	13%	12%	12%	11%	14%	13%	12%
Communications from the City	25	5%	7%	4%	2%	7%	7%	5%	6%	4%	4%	6%	8%	3%
Friends, family, or word of mouth	65	13%	15%	15%	15%	12%	19%	12%	15%	12%	11%	15%	14%	12%
Some other source	57	11%	4%	16%	9%	13%	13%	11%	13%	10%	13%	10%	9%	13%
(Don't Know/Refused)	6	1%	-	5%	2%	1%	2%	1%	0%	2%	1%	1%	2%	1%
40. Usefulness: the City of Davis website														
Very Useful	94	19%	20%	23%	19%	19%	13%	20%	19%	19%	18%	20%	18%	20%
Somewhat Useful	271	54%	49%	54%	57%	53%	52%	55%	55%	54%	55%	53%	57%	52%
Not Very Useful	88	18%	18%	16%	19%	17%	26%	16%	15%	20%	17%	18%	18%	18%
Not At All Useful	41	8%	11%	7%	5%	10%	9%	8%	10%	6%	9%	7%	8%	8%
(Don't Know/Refused)	6	1%	2%	-	1%	2%	-	1%	1%	1%	1%	1%	-	2%
41. Usefulness: the Davis Enterprise														
Very Useful	187	37%	29%	36%	34%	39%	35%	38%	31%	43%	43%	32%	32%	40%
Somewhat Useful	204	41%	48%	45%	47%	38%	39%	41%	41%	40%	38%	43%	43%	40%
Not Very Useful	70	14%	13%	13%	14%	14%	13%	14%	18%	11%	12%	17%	16%	13%
Not At All Useful	38	8%	10%	7%	4%	9%	13%	7%	9%	6%	7%	8%	8%	7%
(Don't Know/Refused)	2	0%	-	-	-	1%	-	0%	0%	0%	0%	0%	0%	0%
42. Usefulness: the Sacramento Bee														
Very Useful	57	11%	14%	12%	8%	13%	25%	9%	13%	10%	7%	16%	10%	12%
Somewhat Useful	199	40%	43%	44%	43%	38%	40%	40%	40%	39%	37%	43%	42%	38%
Not Very Useful	164	33%	31%	32%	31%	34%	24%	34%	31%	34%	35%	31%	38%	29%
Not At All Useful	74	15%	13%	9%	17%	14%	7%	16%	16%	14%	20%	9%	9%	18%
(Don't Know/Refused)	6	1%	-	2%	1%	1%	3%	1%	0%	2%	1%	2%	0%	2%
43. Usefulness: the City of Davis social media sites, including the City's Facebook, Twitter, and Instagram														
Very Useful	106	21%	17%	24%	26%	19%	32%	20%	21%	21%	14%	30%	24%	20%
Somewhat Useful	219	44%	38%	50%	43%	45%	38%	45%	47%	41%	41%	48%	50%	40%
Not Very Useful	97	19%	32%	13%	18%	20%	23%	19%	17%	21%	23%	16%	16%	21%
Not At All Useful	68	14%	13%	9%	12%	14%	6%	15%	13%	14%	20%	6%	9%	16%
(Don't Know/Refused)	10	2%	-	4%	2%	2%	1%	2%	1%	3%	3%	1%	1%	3%

	n	%	54. HH Income					Prefer not to respond	38. Interacted with Davis police in past 2 years		4. Davis Right direction/Wrong track		6. Rating: Job City of Davis is doing to provide city services		7. Satisfac
			Less than \$50,000	\$50,000 to \$100,000	\$100,000 to \$150,000	\$150,000+	Yes		No	Right Direction	Wrong Track	Satisfied	Dissatisfied	Satisfied	
Number of cases	500		112	103	59	148	78	255	245	344	152	383	115	437	
Row percent		100%	22%	21%	12%	30%	16%	51%	49%	69%	30%	77%	23%	87%	
Other social media	30	6%	8%	3%	5%	4%	11%	8%	4%	7%	4%	5%	9%	6%	
Local TV News	29	6%	11%	11%	3%	1%	3%	5%	6%	7%	4%	6%	4%	6%	
Capital Public Radio	5	1%	1%	1%	-	2%	-	1%	1%	1%	1%	1%	2%	1%	
Online or other Internet sites	61	12%	10%	12%	16%	10%	17%	11%	13%	10%	18%	11%	15%	11%	
Communications from the City	25	5%	8%	5%	8%	5%	-	6%	4%	6%	2%	5%	4%	5%	
Friends, family, or word of mouth	65	13%	14%	11%	12%	13%	17%	14%	12%	14%	12%	13%	12%	13%	
Some other source	57	11%	9%	16%	7%	10%	13%	9%	14%	12%	10%	11%	12%	12%	
(Don't Know/Refused)	6	1%	2%	-	-	1%	2%	0%	2%	2%	-	1%	-	1%	
40. Usefulness: the City of Davis website															
Very Useful	94	19%	17%	22%	23%	16%	18%	21%	17%	21%	15%	22%	10%	20%	
Somewhat Useful	271	54%	49%	51%	55%	58%	59%	51%	58%	59%	44%	57%	46%	57%	
Not Very Useful	88	18%	23%	17%	11%	18%	14%	18%	18%	16%	23%	17%	21%	17%	
Not At All Useful	41	8%	9%	8%	10%	7%	7%	9%	7%	4%	18%	4%	23%	5%	
(Don't Know/Refused)	6	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	
41. Usefulness: the Davis Enterprise															
Very Useful	187	37%	22%	36%	45%	43%	44%	34%	40%	40%	31%	39%	31%	39%	
Somewhat Useful	204	41%	43%	50%	35%	35%	40%	41%	41%	40%	44%	39%	47%	40%	
Not Very Useful	70	14%	24%	4%	16%	15%	10%	17%	12%	14%	14%	15%	12%	15%	
Not At All Useful	38	8%	10%	10%	4%	7%	5%	8%	7%	6%	11%	7%	10%	6%	
(Don't Know/Refused)	2	0%	-	-	-	1%	1%	0%	0%	0%	1%	0%	-	0%	
42. Usefulness: the Sacramento Bee															
Very Useful	57	11%	13%	16%	8%	6%	15%	10%	14%	12%	10%	13%	8%	12%	
Somewhat Useful	199	40%	43%	42%	40%	38%	35%	39%	40%	42%	35%	41%	36%	41%	
Not Very Useful	164	33%	33%	29%	30%	36%	33%	35%	31%	33%	33%	34%	30%	33%	
Not At All Useful	74	15%	9%	13%	21%	19%	14%	15%	14%	11%	21%	12%	26%	14%	
(Don't Know/Refused)	6	1%	2%	-	1%	1%	3%	1%	1%	1%	1%	1%	-	1%	
43. Usefulness: the City of Davis social media sites, including the City's Facebook, Twitter, and Instagram															
Very Useful	106	21%	29%	27%	15%	15%	20%	22%	21%	24%	17%	24%	12%	22%	
Somewhat Useful	219	44%	50%	44%	43%	41%	40%	46%	42%	46%	38%	47%	35%	45%	
Not Very Useful	97	19%	14%	18%	18%	24%	21%	16%	23%	18%	23%	17%	27%	19%	
Not At All Useful	68	14%	6%	9%	20%	18%	17%	15%	12%	10%	21%	10%	25%	12%	
(Don't Know/Refused)	10	2%	1%	3%	4%	2%	1%	1%	3%	2%	2%	2%	1%	2%	

	n	%	ion: Overall	8. Satisfaction: Overall		20. Satisfaction: The		21. Satisfaction: Policing		30. Crime in Davis compared to a			31. Agree: I am	
			y of life	safety of the city		safety of streets, sidewalks and pedestrian and bike paths		in Davis		year ago			confident that Davis' leaders are able to solve difficult problems as they arise	
			Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Worse	Same/ (DK/Ref)	Better	Agree	Disagree
Number of cases	500		63	385	114	368	132	350	146	227	250	24	296	201
Row percent		100%	13%	77%	23%	74%	26%	70%	29%	45%	50%	5%	59%	40%
Other social media	30	6%	8%	6%	7%	6%	7%	4%	11%	4%	8%	4%	8%	3%
Local TV News	29	6%	2%	6%	5%	6%	4%	7%	3%	8%	4%	-	7%	5%
Capital Public Radio	5	1%	-	1%	-	1%	1%	1%	-	0%	2%	-	1%	1%
Online or other Internet sites	61	12%	18%	10%	20%	10%	19%	12%	13%	15%	9%	12%	12%	13%
Communications from the City	25	5%	3%	6%	2%	5%	5%	5%	6%	5%	5%	8%	5%	5%
Friends, family, or word of mouth	65	13%	17%	13%	13%	14%	11%	13%	14%	12%	12%	27%	14%	12%
Some other source	57	11%	9%	12%	9%	12%	11%	11%	12%	10%	12%	18%	13%	10%
(Don't Know/Refused)	6	1%	-	1%	1%	1%	0%	1%	1%	1%	1%	-	1%	1%
40. Usefulness: the City of Davis website														
Very Useful	94	19%	9%	21%	13%	20%	15%	21%	13%	18%	20%	17%	25%	9%
Somewhat Useful	271	54%	35%	57%	45%	58%	43%	56%	49%	50%	57%	69%	57%	49%
Not Very Useful	88	18%	26%	16%	22%	15%	26%	15%	24%	19%	17%	14%	14%	24%
Not At All Useful	41	8%	29%	5%	18%	6%	14%	6%	12%	12%	5%	-	3%	16%
(Don't Know/Refused)	6	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	-	1%	2%
41. Usefulness: the Davis Enterprise														
Very Useful	187	37%	23%	39%	31%	37%	37%	39%	32%	35%	41%	26%	40%	33%
Somewhat Useful	204	41%	46%	39%	46%	42%	36%	40%	43%	41%	41%	37%	40%	42%
Not Very Useful	70	14%	11%	15%	10%	13%	17%	14%	14%	14%	13%	32%	13%	15%
Not At All Useful	38	8%	19%	6%	13%	7%	10%	6%	11%	10%	5%	5%	6%	9%
(Don't Know/Refused)	2	0%	1%	0%	-	0%	-	0%	1%	-	1%	-	0%	-
42. Usefulness: the Sacramento Bee														
Very Useful	57	11%	10%	14%	4%	13%	7%	12%	10%	9%	12%	25%	13%	9%
Somewhat Useful	199	40%	33%	39%	42%	39%	40%	38%	44%	42%	40%	20%	44%	34%
Not Very Useful	164	33%	32%	35%	27%	33%	33%	33%	30%	30%	34%	41%	31%	36%
Not At All Useful	74	15%	24%	12%	25%	13%	20%	15%	14%	18%	12%	14%	11%	20%
(Don't Know/Refused)	6	1%	1%	1%	1%	2%	-	1%	2%	1%	2%	-	1%	0%
43. Usefulness: the City of Davis social media sites, including the City's Facebook, Twitter, and Instagram														
Very Useful	106	21%	16%	23%	14%	22%	19%	23%	17%	23%	19%	28%	27%	13%
Somewhat Useful	219	44%	34%	46%	37%	48%	33%	47%	37%	39%	49%	34%	48%	38%
Not Very Useful	97	19%	24%	18%	24%	17%	26%	15%	29%	18%	20%	25%	14%	27%
Not At All Useful	68	14%	25%	10%	24%	11%	21%	12%	16%	18%	9%	14%	9%	20%
(Don't Know/Refused)	10	2%	1%	2%	1%	2%	1%	2%	1%	1%	3%	-	2%	1%

	n	%	32. Agree: My interactions with Davis police have been positive		33. Agree: I would feel comfortable calling the police in an emergency		34. Agree: I am worried about being a victim of crime in Davis		35. Agree: the Davis Police Department is over-funded		36. Agree: Davis police respond promptly to 911 calls		37. Agree: Davis would benefit from additional police officers patrolling the city	
			Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
Number of cases	500		412	86	422	78	208	292	196	297	424	58	274	222
Row percent		100%	82%	17%	84%	16%	42%	58%	39%	59%	85%	12%	55%	44%
Other social media	30	6%	5%	10%	4%	15%	5%	6%	9%	4%	6%	8%	5%	8%
Local TV News	29	6%	6%	4%	7%	2%	7%	5%	5%	7%	6%	5%	9%	2%
Capital Public Radio	5	1%	1%	-	1%	-	1%	1%	-	2%	1%	-	2%	-
Online or other Internet sites	61	12%	13%	6%	13%	11%	16%	10%	14%	11%	12%	14%	14%	10%
Communications from the City	25	5%	4%	11%	5%	6%	6%	5%	5%	5%	6%	3%	4%	6%
Friends, family, or word of mouth	65	13%	12%	18%	12%	20%	13%	13%	16%	12%	12%	20%	9%	17%
Some other source	57	11%	11%	12%	11%	15%	12%	11%	11%	11%	11%	10%	12%	11%
(Don't Know/Refused)	6	1%	1%	2%	1%	4%	1%	1%	1%	1%	1%	2%	1%	1%
40. Usefulness: the City of Davis website														
Very Useful	94	19%	20%	13%	20%	13%	20%	18%	16%	21%	21%	7%	21%	16%
Somewhat Useful	271	54%	55%	52%	56%	47%	47%	59%	55%	53%	54%	56%	51%	59%
Not Very Useful	88	18%	16%	24%	15%	30%	22%	15%	22%	15%	17%	22%	16%	20%
Not At All Useful	41	8%	8%	8%	8%	6%	11%	6%	5%	10%	7%	15%	13%	2%
(Don't Know/Refused)	6	1%	1%	4%	1%	4%	-	2%	1%	1%	0%	-	0%	2%
41. Usefulness: the Davis Enterprise														
Very Useful	187	37%	38%	32%	40%	21%	37%	38%	35%	38%	40%	17%	38%	36%
Somewhat Useful	204	41%	41%	41%	40%	46%	40%	41%	39%	42%	41%	48%	41%	40%
Not Very Useful	70	14%	14%	14%	13%	20%	13%	15%	15%	14%	14%	14%	12%	17%
Not At All Useful	38	8%	7%	12%	7%	12%	10%	6%	11%	6%	6%	21%	9%	6%
(Don't Know/Refused)	2	0%	0%	1%	0%	1%	-	1%	0%	0%	-	-	0%	0%
42. Usefulness: the Sacramento Bee														
Very Useful	57	11%	11%	12%	11%	12%	10%	13%	12%	12%	12%	10%	9%	14%
Somewhat Useful	199	40%	39%	42%	39%	45%	41%	38%	41%	38%	39%	38%	38%	42%
Not Very Useful	164	33%	33%	29%	33%	31%	31%	34%	33%	32%	34%	32%	33%	34%
Not At All Useful	74	15%	16%	12%	16%	9%	18%	12%	12%	17%	15%	15%	20%	8%
(Don't Know/Refused)	6	1%	0%	4%	1%	3%	-	2%	1%	1%	0%	4%	0%	2%
43. Usefulness: the City of Davis social media sites, including the City's Facebook, Twitter, and Instagram														
Very Useful	106	21%	22%	18%	20%	28%	25%	19%	27%	18%	22%	18%	18%	25%
Somewhat Useful	219	44%	45%	39%	46%	34%	39%	47%	42%	46%	45%	35%	41%	48%
Not Very Useful	97	19%	18%	27%	18%	29%	19%	20%	20%	19%	18%	29%	20%	19%
Not At All Useful	68	14%	14%	14%	15%	7%	16%	12%	10%	16%	13%	18%	20%	6%
(Don't Know/Refused)	10	2%	2%	2%	2%	1%	1%	3%	1%	2%	1%	-	1%	2%

	n	%	Segmentation			
			Agree to both	Agree to over funded and Disagree to additional police	Disagree to over funded and Agree to additional police	Disagree to both
Number of cases	500		50	144	230	75
Row percent		100%	10%	29%	46%	15%
Other social media	30	6%	9%	10%	4%	5%
Local TV News	29	6%	16%	1%	7%	6%
Capital Public Radio	5	1%	-	-	2%	-
Online or other Internet sites	61	12%	21%	11%	12%	8%
Communications from the City	25	5%	-	7%	5%	4%
Friends, family, or word of mouth	65	13%	9%	18%	10%	17%
Some other source	57	11%	16%	9%	11%	13%
(Don't Know/Refused)	6	1%	-	2%	1%	-
40. Usefulness: the City of Davis website						
Very Useful	94	19%	21%	14%	20%	22%
Somewhat Useful	271	54%	52%	56%	50%	64%
Not Very Useful	88	18%	15%	25%	15%	12%
Not At All Useful	41	8%	11%	3%	13%	1%
(Don't Know/Refused)	6	1%	-	2%	1%	1%
41. Usefulness: the Davis Enterprise						
Very Useful	187	37%	34%	36%	39%	37%
Somewhat Useful	204	41%	39%	39%	41%	44%
Not Very Useful	70	14%	12%	16%	12%	18%
Not At All Useful	38	8%	16%	8%	7%	2%
(Don't Know/Refused)	2	0%	-	1%	0%	-
42. Usefulness: the Sacramento Bee						
Very Useful	57	11%	14%	11%	8%	21%
Somewhat Useful	199	40%	43%	41%	37%	44%
Not Very Useful	164	33%	26%	36%	34%	28%
Not At All Useful	74	15%	17%	10%	21%	5%
(Don't Know/Refused)	6	1%	-	2%	1%	2%
43. Usefulness: the City of Davis social media sites, including the City's Facebook, Twitter, and Instagram						
Very Useful	106	21%	28%	27%	16%	23%
Somewhat Useful	219	44%	36%	44%	42%	55%
Not Very Useful	97	19%	18%	20%	20%	16%
Not At All Useful	68	14%	19%	7%	20%	4%
(Don't Know/Refused)	10	2%	-	1%	2%	4%



	n	%	3. Gender			Zip code		48. Age (Self-ID + Sample)					Gender/A	
			Male	Female	Other	East (95618)	West (95616)	18-34	35-44	45-54	55-64	65+	Male: <44	Male: 45+
Number of cases	500		229	249	22	209	291	159	85	70	70	115	113	122
Row percent		100%	46%	50%	4%	42%	58%	32%	17%	14%	14%	23%	23%	24%
44. Usefulness: Personal Social media such as Facebook, Twitter, Nextdoor or Instagram														
Very Useful	145	29%	24%	34%	25%	30%	28%	33%	35%	35%	24%	17%	29%	19%
Somewhat Useful	227	45%	44%	46%	51%	48%	44%	52%	46%	42%	46%	38%	49%	39%
Not Very Useful	74	15%	18%	12%	16%	13%	16%	11%	11%	13%	11%	26%	15%	20%
Not At All Useful	48	10%	13%	6%	8%	8%	11%	4%	4%	10%	17%	16%	5%	21%
(Don't Know/Refused)	7	1%	1%	2%	-	2%	1%	-	4%	-	2%	2%	1%	1%
45. Usefulness: Local TV news														
Very Useful	51	10%	10%	11%	-	15%	7%	10%	10%	15%	10%	8%	10%	10%
Somewhat Useful	157	31%	26%	36%	32%	37%	28%	33%	27%	24%	34%	35%	29%	24%
Not Very Useful	145	29%	32%	26%	32%	25%	32%	29%	32%	34%	23%	28%	34%	30%
Not At All Useful	136	27%	30%	24%	36%	21%	32%	25%	28%	25%	32%	28%	25%	35%
(Don't Know/Refused)	11	2%	2%	2%	-	3%	2%	3%	3%	1%	1%	2%	3%	1%
46. Usefulness: Capital public radio														
Very Useful	90	18%	16%	21%	5%	15%	20%	13%	15%	23%	22%	22%	11%	20%
Somewhat Useful	152	30%	27%	32%	47%	33%	28%	33%	31%	29%	31%	26%	28%	27%
Not Very Useful	165	33%	38%	29%	29%	35%	32%	39%	31%	31%	28%	30%	43%	32%
Not At All Useful	87	17%	17%	18%	13%	16%	19%	14%	22%	17%	17%	19%	15%	20%
(Don't Know/Refused)	7	1%	1%	1%	7%	1%	1%	2%	1%	-	1%	2%	2%	1%
40. Usefulness: the City of Davis website														
Useful	365	73%	75%	72%	56%	80%	68%	70%	78%	82%	78%	64%	77%	73%
Not useful	129	26%	24%	26%	44%	18%	31%	28%	20%	18%	22%	33%	22%	26%
(DK/Ref)	6	1%	1%	1%	-	2%	1%	1%	2%	-	-	2%	1%	1%
Net Useful	+236	+47	+52	+46	+13	+61	+37	+42	+58	+63	+56	+31	+55	+48
41. Usefulness: the Davis Enterprise														
Useful	390	78%	77%	80%	61%	81%	76%	76%	83%	84%	78%	73%	77%	75%
Not useful	108	22%	22%	19%	39%	19%	24%	24%	16%	16%	22%	26%	23%	25%
(DK/Ref)	2	0%	0%	0%	-	0%	0%	-	1%	-	-	1%	-	1%
Net Useful	+282	+56	+55	+61	+22	+62	+52	+53	+68	+67	+55	+47	+54	+50
42. Usefulness: the Sacramento Bee														
Useful	256	51%	48%	55%	48%	53%	50%	62%	54%	42%	54%	38%	52%	44%
Not useful	238	48%	52%	44%	52%	46%	49%	38%	44%	58%	43%	61%	48%	54%
(DK/Ref)	6	1%	1%	2%	-	1%	1%	-	3%	-	3%	1%	-	1%

	n	Age Combo			56. Ethnicity (Multiple Response)					56. Ethnicity			Party (S	
		%	Female: <44	Female: 45+	White	Hispanic	Asian	Black	Else/(Ref)	White	Non-White	Unknown/ (Ref)	Democrat	Republican
Number of cases	500		131	133	317	65	81	24	66	317	145	38	266	54
Row percent		100%	26%	27%	63%	13%	16%	5%	13%	63%	29%	8%	53%	11%
44. Usefulness: Personal Social media such as Facebook, Twitter, Nextdoor or Instagram														
Very Useful	145	29%	38%	28%	26%	37%	28%	44%	35%	26%	36%	27%	29%	25%
Somewhat Useful	227	45%	50%	44%	47%	42%	51%	35%	40%	47%	42%	46%	47%	45%
Not Very Useful	74	15%	7%	17%	14%	12%	17%	9%	16%	14%	15%	17%	13%	12%
Not At All Useful	48	10%	3%	9%	11%	9%	4%	12%	9%	11%	7%	10%	9%	17%
(Don't Know/Refused)	7	1%	2%	1%	2%	-	-	-	-	2%	-	-	2%	-
45. Usefulness: Local TV news														
Very Useful	51	10%	10%	11%	8%	21%	7%	23%	4%	8%	17%	4%	11%	5%
Somewhat Useful	157	31%	34%	39%	30%	24%	31%	38%	42%	30%	30%	44%	28%	40%
Not Very Useful	145	29%	26%	26%	29%	32%	29%	27%	22%	29%	28%	29%	34%	18%
Not At All Useful	136	27%	27%	23%	30%	22%	27%	12%	32%	30%	23%	23%	25%	37%
(Don't Know/Refused)	11	2%	3%	2%	3%	-	6%	-	-	3%	2%	-	3%	-
46. Usefulness: Capital public radio														
Very Useful	90	18%	15%	24%	17%	23%	19%	11%	12%	17%	23%	7%	18%	11%
Somewhat Useful	152	30%	36%	30%	33%	34%	20%	23%	26%	33%	25%	30%	32%	22%
Not Very Useful	165	33%	30%	28%	33%	27%	39%	43%	34%	33%	31%	35%	36%	25%
Not At All Useful	87	17%	18%	16%	15%	17%	22%	24%	26%	15%	21%	23%	13%	42%
(Don't Know/Refused)	7	1%	1%	2%	2%	-	-	-	2%	2%	-	4%	2%	-
40. Usefulness: the City of Davis website														
Useful	365	73%	70%	73%	71%	75%	76%	73%	65%	71%	76%	76%	75%	65%
Not useful	129	26%	28%	27%	27%	25%	22%	27%	35%	27%	24%	24%	24%	35%
(DK/Ref)	6	1%	2%	1%	2%	-	2%	-	-	2%	-	-	2%	-
Net Useful	+236	+47	+42	+46	+45	+50	+54	+46	+29	+45	+51	+53	+51	+29
41. Usefulness: the Davis Enterprise														
Useful	390	78%	80%	80%	78%	68%	82%	93%	73%	78%	80%	71%	81%	64%
Not useful	108	22%	19%	20%	21%	32%	18%	7%	27%	21%	20%	29%	19%	36%
(DK/Ref)	2	0%	1%	-	1%	-	-	-	-	1%	-	-	1%	-
Net Useful	+282	+56	+61	+59	+56	+36	+64	+86	+46	+56	+60	+43	+62	+27
42. Usefulness: the Sacramento Bee														
Useful	256	51%	66%	43%	51%	52%	46%	46%	52%	51%	50%	52%	52%	32%
Not useful	238	48%	33%	56%	47%	48%	54%	54%	48%	47%	50%	48%	47%	68%
(DK/Ref)	6	1%	2%	1%	2%	-	-	-	-	2%	-	-	2%	-



	n	%	54. HH Income					Prefer not to respond	38. Interacted with Davis police in past 2 years		4. Davis Right direction/Wrong track		6. Rating: Job City of Davis is doing to provide city services		7. Satisfac
			Less than \$50,000	\$50,000 to \$100,000	\$100,000 to \$150,000	\$150,000+	Yes		No	Right Direction	Wrong Track	Satisfied	Dissatisfied	Satisfied	
Number of cases	500		112	103	59	148	78	255	245	344	152	383	115	437	
Row percent		100%	22%	21%	12%	30%	16%	51%	49%	69%	30%	77%	23%	87%	
44. Usefulness: Personal Social media such as Facebook, Twitter, Nextdoor or Instagram															
Very Useful	145	29%	34%	25%	20%	31%	29%	32%	26%	31%	24%	31%	23%	30%	
Somewhat Useful	227	45%	52%	49%	41%	39%	48%	43%	48%	46%	45%	46%	44%	46%	
Not Very Useful	74	15%	13%	17%	21%	15%	10%	14%	16%	14%	17%	14%	17%	14%	
Not At All Useful	48	10%	2%	9%	15%	13%	10%	10%	9%	8%	13%	8%	16%	9%	
(Don't Know/Refused)	7	1%	-	1%	3%	2%	2%	1%	1%	1%	1%	1%	1%	1%	
45. Usefulness: Local TV news															
Very Useful	51	10%	11%	15%	14%	4%	12%	7%	13%	12%	6%	10%	9%	10%	
Somewhat Useful	157	31%	28%	35%	29%	27%	43%	32%	31%	32%	32%	31%	32%	32%	
Not Very Useful	145	29%	31%	25%	19%	40%	20%	31%	27%	29%	28%	31%	24%	30%	
Not At All Useful	136	27%	27%	25%	36%	27%	24%	28%	26%	25%	33%	25%	34%	26%	
(Don't Know/Refused)	11	2%	3%	1%	3%	2%	1%	2%	3%	3%	1%	2%	1%	2%	
46. Usefulness: Capital public radio															
Very Useful	90	18%	12%	17%	22%	20%	21%	16%	20%	19%	14%	19%	15%	19%	
Somewhat Useful	152	30%	34%	39%	23%	29%	21%	30%	31%	34%	24%	31%	27%	32%	
Not Very Useful	165	33%	38%	28%	31%	34%	32%	32%	34%	32%	35%	35%	27%	34%	
Not At All Useful	87	17%	13%	15%	24%	17%	23%	21%	13%	13%	26%	14%	31%	14%	
(Don't Know/Refused)	7	1%	3%	1%	-	-	3%	1%	2%	1%	1%	1%	1%	1%	
40. Usefulness: the City of Davis website															
Useful	365	73%	66%	74%	78%	74%	77%	72%	75%	79%	59%	78%	56%	77%	
Not useful	129	26%	31%	26%	21%	26%	22%	27%	24%	19%	40%	20%	44%	22%	
(DK/Ref)	6	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	
Net Useful	+236	+47	+35	+48	+56	+48	+56	+44	+50	+60	+19	+58	+12	+55	
41. Usefulness: the Davis Enterprise															
Useful	390	78%	65%	87%	80%	78%	84%	75%	81%	80%	74%	78%	78%	79%	
Not useful	108	22%	35%	13%	20%	22%	15%	24%	19%	20%	25%	22%	22%	20%	
(DK/Ref)	2	0%	-	-	-	1%	1%	0%	0%	0%	1%	0%	-	0%	
Net Useful	+282	+56	+31	+74	+59	+56	+69	+51	+62	+60	+49	+57	+56	+59	
42. Usefulness: the Sacramento Bee															
Useful	256	51%	56%	58%	48%	45%	50%	49%	54%	54%	45%	53%	44%	52%	
Not useful	238	48%	42%	42%	51%	55%	48%	50%	45%	45%	54%	46%	56%	47%	
(DK/Ref)	6	1%	2%	-	1%	1%	3%	1%	1%	1%	1%	1%	-	1%	

	n	%	ion: Overall	8. Satisfaction: Overall		20. Satisfaction: The		21. Satisfaction: Policing		30. Crime in Davis compared to a			31. Agree: I am	
			of life	safety of the city		safety of streets, sidewalks and pedestrian and bike paths		in Davis		year ago			confident that Davis' leaders are able to solve difficult problems as they arise	
			Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Worse	Same/ (DK/Ref)	Better	Agree	Disagree
Number of cases	500		63	385	114	368	132	350	146	227	250	24	296	201
Row percent		100%	13%	77%	23%	74%	26%	70%	29%	45%	50%	5%	59%	40%
44. Usefulness: Personal Social media such as Facebook, Twitter, Nextdoor or Instagram														
Very Useful	145	29%	21%	30%	25%	30%	26%	31%	26%	29%	29%	35%	32%	24%
Somewhat Useful	227	45%	39%	46%	44%	47%	40%	45%	47%	46%	45%	38%	48%	42%
Not Very Useful	74	15%	22%	14%	18%	13%	19%	13%	19%	13%	16%	21%	11%	20%
Not At All Useful	48	10%	17%	8%	13%	8%	15%	10%	9%	12%	8%	7%	7%	13%
(Don't Know/Refused)	7	1%	1%	2%	-	2%	0%	2%	1%	1%	2%	-	1%	1%
45. Usefulness: Local TV news														
Very Useful	51	10%	10%	10%	9%	10%	10%	12%	7%	12%	9%	9%	13%	6%
Somewhat Useful	157	31%	30%	30%	35%	32%	30%	31%	34%	39%	24%	41%	36%	25%
Not Very Useful	145	29%	24%	31%	22%	29%	30%	28%	30%	25%	33%	26%	25%	36%
Not At All Useful	136	27%	34%	26%	32%	27%	28%	28%	26%	25%	30%	24%	23%	32%
(Don't Know/Refused)	11	2%	2%	2%	2%	2%	3%	2%	2%	-	4%	-	2%	2%
46. Usefulness: Capital public radio														
Very Useful	90	18%	13%	19%	14%	19%	15%	20%	14%	17%	19%	12%	21%	14%
Somewhat Useful	152	30%	16%	33%	23%	32%	25%	32%	27%	28%	33%	25%	37%	20%
Not Very Useful	165	33%	27%	32%	37%	33%	33%	30%	40%	34%	31%	47%	27%	42%
Not At All Useful	87	17%	41%	15%	25%	14%	26%	17%	17%	20%	15%	9%	14%	23%
(Don't Know/Refused)	7	1%	2%	2%	1%	1%	1%	1%	1%	0%	2%	6%	1%	1%
40. Usefulness: the City of Davis website														
Useful	365	73%	44%	78%	58%	78%	58%	77%	62%	68%	76%	86%	83%	59%
Not useful	129	26%	55%	22%	40%	21%	40%	22%	36%	31%	22%	14%	17%	40%
(DK/Ref)	6	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	-	1%	2%
Net Useful	+236	+47	-11	+56	+18	+58	+18	+56	+25	+37	+54	+72	+66	+19
41. Usefulness: the Davis Enterprise														
Useful	390	78%	69%	78%	77%	80%	73%	79%	75%	76%	81%	63%	80%	75%
Not useful	108	22%	29%	21%	23%	20%	27%	21%	24%	24%	18%	37%	20%	25%
(DK/Ref)	2	0%	1%	0%	-	0%	-	0%	1%	-	1%	-	0%	-
Net Useful	+282	+56	+40	+57	+53	+60	+47	+59	+51	+52	+63	+26	+61	+51
42. Usefulness: the Sacramento Bee														
Useful	256	51%	43%	53%	47%	53%	47%	51%	54%	51%	52%	46%	57%	43%
Not useful	238	48%	56%	46%	52%	46%	53%	49%	44%	48%	47%	54%	42%	56%
(DK/Ref)	6	1%	1%	1%	1%	2%	-	1%	2%	1%	2%	-	1%	0%

	n	%	32. Agree: My interactions with Davis police have been positive		33. Agree: I would feel comfortable calling the police in an emergency		34. Agree: I am worried about being a victim of crime in Davis		35. Agree: the Davis Police Department is over-funded		36. Agree: Davis police respond promptly to 911 calls		37. Agree: Davis would benefit from additional police officers patrolling the city	
			Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
Number of cases	500		412	86	422	78	208	292	196	297	424	58	274	222
Row percent		100%	82%	17%	84%	16%	42%	58%	39%	59%	85%	12%	55%	44%
44. Usefulness: Personal Social media such as Facebook, Twitter, Nextdoor or Instagram														
Very Useful	145	29%	29%	28%	29%	29%	33%	26%	32%	28%	30%	26%	28%	30%
Somewhat Useful	227	45%	45%	46%	44%	51%	44%	46%	47%	44%	45%	50%	43%	49%
Not Very Useful	74	15%	14%	17%	15%	12%	12%	17%	15%	15%	15%	16%	15%	14%
Not At All Useful	48	10%	10%	7%	10%	6%	11%	8%	6%	12%	10%	8%	13%	4%
(Don't Know/Refused)	7	1%	1%	2%	1%	2%	-	2%	1%	1%	1%	-	0%	2%
45. Usefulness: Local TV news														
Very Useful	51	10%	11%	7%	11%	6%	13%	8%	11%	10%	11%	4%	13%	7%
Somewhat Useful	157	31%	32%	31%	31%	35%	37%	27%	29%	34%	31%	35%	35%	27%
Not Very Useful	145	29%	29%	27%	30%	24%	22%	34%	30%	29%	30%	25%	27%	31%
Not At All Useful	136	27%	26%	33%	26%	31%	27%	28%	27%	27%	26%	36%	24%	30%
(Don't Know/Refused)	11	2%	2%	3%	2%	4%	1%	3%	4%	1%	2%	-	0%	4%
46. Usefulness: Capital public radio														
Very Useful	90	18%	18%	20%	19%	15%	18%	18%	21%	16%	17%	19%	19%	17%
Somewhat Useful	152	30%	31%	27%	30%	35%	29%	31%	32%	29%	32%	23%	29%	32%
Not Very Useful	165	33%	33%	32%	33%	35%	28%	37%	36%	31%	33%	34%	28%	39%
Not At All Useful	87	17%	17%	20%	18%	14%	24%	13%	10%	23%	17%	23%	23%	10%
(Don't Know/Refused)	7	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	2%
40. Usefulness: the City of Davis website														
Useful	365	73%	75%	64%	75%	60%	67%	77%	71%	74%	75%	63%	71%	76%
Not useful	129	26%	24%	32%	24%	37%	33%	21%	27%	25%	25%	37%	29%	23%
(DK/Ref)	6	1%	1%	4%	1%	4%	-	2%	1%	1%	0%	-	0%	2%
Net Useful	+236	+47	+51	+32	+52	+23	+34	+57	+44	+49	+50	+26	+43	+53
41. Usefulness: the Davis Enterprise														
Useful	390	78%	79%	73%	80%	67%	77%	79%	74%	80%	80%	64%	79%	77%
Not useful	108	22%	21%	26%	20%	32%	23%	20%	26%	19%	20%	36%	20%	23%
(DK/Ref)	2	0%	0%	1%	0%	1%	-	1%	0%	0%	-	-	0%	0%
Net Useful	+282	+56	+58	+47	+60	+35	+53	+59	+48	+61	+61	+29	+59	+54
42. Usefulness: the Sacramento Bee														
Useful	256	51%	51%	54%	50%	57%	51%	51%	53%	50%	51%	49%	47%	56%
Not useful	238	48%	49%	41%	49%	41%	49%	47%	46%	49%	49%	47%	52%	42%
(DK/Ref)	6	1%	0%	4%	1%	3%	-	2%	1%	1%	0%	4%	0%	2%

	n	%	Segmentation			
			Agree to both	Agree to over funded and Disagree to additional police	Disagree to over funded and Agree to additional police	Disagree to both
Number of cases	500		50	144	230	75
Row percent		100%	10%	29%	46%	15%
44. Usefulness: Personal Social media such as Facebook, Twitter, Nextdoor or Instagram						
Very Useful	145	29%	34%	31%	26%	30%
Somewhat Useful	227	45%	49%	46%	41%	55%
Not Very Useful	74	15%	7%	17%	17%	7%
Not At All Useful	48	10%	10%	4%	14%	4%
(Don't Know/Refused)	7	1%	-	1%	1%	3%
45. Usefulness: Local TV news						
Very Useful	51	10%	31%	4%	8%	13%
Somewhat Useful	157	31%	28%	29%	36%	26%
Not Very Useful	145	29%	24%	33%	27%	30%
Not At All Useful	136	27%	16%	30%	28%	28%
(Don't Know/Refused)	11	2%	-	5%	1%	2%
46. Usefulness: Capital public radio						
Very Useful	90	18%	29%	18%	17%	16%
Somewhat Useful	152	30%	42%	29%	26%	38%
Not Very Useful	165	33%	19%	43%	30%	33%
Not At All Useful	87	17%	11%	10%	26%	10%
(Don't Know/Refused)	7	1%	-	1%	1%	3%
40. Usefulness: the City of Davis website						
Useful	365	73%	74%	70%	70%	86%
Not useful	129	26%	26%	28%	29%	13%
(DK/Ref)	6	1%	-	2%	1%	1%
Net Useful	+236	+47	+47	+42	+42	+73
41. Usefulness: the Davis Enterprise						
Useful	390	78%	73%	75%	81%	81%
Not useful	108	22%	27%	25%	19%	19%
(DK/Ref)	2	0%	-	1%	0%	-
Net Useful	+282	+56	+45	+50	+62	+61
42. Usefulness: the Sacramento Bee						
Useful	256	51%	57%	52%	45%	65%
Not useful	238	48%	43%	46%	54%	33%
(DK/Ref)	6	1%	-	2%	1%	2%

	n	%	3. Gender			Zip code		48. Age (Self-ID + Sample)					Gender/A		
			Male	Female	Other	East (95618)	West (95616)	18-34	35-44	45-54	55-64	65+	Male: <44	Male: 45+	
Number of cases	500		229	249	22	209	291	159	85	70	70	115	113	122	
Row percent		100%	46%	50%	4%	42%	58%	32%	17%	14%	14%	23%	23%	24%	
Net Useful	+18	+4	-4	+11	-3	+8	+1	+25	+10	-15	+12	-24	+4	-10	
43. Usefulness: the City of Davis social media sites, including the City's Facebook, Twitter, and Instagram	Useful Not useful (DK/Ref) Net Useful	326 164 10 +161	65% 33% 2% +32	55% 43% 2% +12	76% 22% 2% +53	52% 48% - +4	68% 30% 2% +38	63% 35% 2% +28	80% 20% - +61	75% 23% 2% +51	68% 31% 1% +37	51% 45% 4% +5	44% 52% 4% -7	69% 30% 1% +38	42% 55% 3% -13
44. Usefulness: Personal Social media such as Facebook, Twitter, Nextdoor or Instagram	Useful Not useful (DK/Ref) Net Useful	372 122 7 +250	74% 24% 1% +50	67% 31% 1% +36	80% 18% 2% +63	76% 24% - +53	77% 21% 2% +56	72% 27% 1% +46	85% 15% - +69	81% 15% 4% +66	78% 22% - +56	70% 28% 2% +42	56% 42% 2% +13	78% 21% 1% +57	59% 40% 1% +19
45. Usefulness: Local TV news	Useful Not useful (DK/Ref) Net Useful	208 281 11 -73	42% 56% 2% -15	36% 61% 2% -25	47% 50% 2% -3	32% 68% - -36	52% 45% 3% +7	34% 64% 2% -30	43% 54% 3% -11	37% 60% 3% -22	39% 59% 1% -20	44% 55% 1% -11	43% 56% 2% -13	38% 58% 3% -20	34% 65% 1% -31
46. Usefulness: Capital public radio	Useful Not useful (DK/Ref) Net Useful	242 252 7 -10	48% 50% 1% -2	44% 55% 1% -12	52% 46% 1% +6	52% 42% 7% +10	48% 51% 1% -2	48% 50% 1% -2	46% 52% 2% -6	46% 53% 1% -8	52% 48% - +4	53% 45% 1% +8	48% 50% 2% -2	40% 58% 2% -19	47% 52% 1% -5
47. Best way for City of Davis to communicate with the local community (Multiple Response)	Email Text message Print mail Online newsletter City website Social media Something else (Don't know/Refused)	235 173 63 102 111 185 30 2	47% 35% 13% 20% 22% 37% 6% 0%	49% 34% 13% 18% 24% 31% 7% 0%	47% 35% 12% 21% 20% 43% 5% 1%	27% 35% 11% 33% 29% 39% 0% 0%	44% 35% 8% 21% 23% 39% 6% 0%	49% 34% 16% 20% 22% 35% 6% 0%	44% 40% 14% 13% 20% 52% 3% 0%	43% 34% 10% 19% 24% 45% 7% 2%	47% 42% 6% 16% 21% 47% 3% 0%	56% 36% 13% 26% 22% 18% 8% 0%	48% 23% 15% 31% 25% 15% 11% 1%	42% 39% 11% 17% 26% 43% 7% 0%	55% 29% 14% 20% 22% 20% 8% 1%
48. Age (Self-ID)	18-24	64	13%	11%	13%	27%	15%	11%	40%	-	-	-	-	22%	-



	n	Age Combo			56. Ethnicity (Multiple Response)					56. Ethnicity			Party (S		
		%	Female: <44	Female: 45+	White	Hispanic	Asian	Black	Else/(Ref)	White	Non-White	Unknown/ (Ref)	Democrat	Republican	
Number of cases	500		131	133	317	65	81	24	66	317	145	38	266	54	
Row percent		100%	26%	27%	63%	13%	16%	5%	13%	63%	29%	8%	53%	11%	
Net Useful	+18	+4	+33	-13	+5	+5	-7	-8	+5	+5	+1	+5	+5	-36	
43. Usefulness: the City of Davis social media sites, including the City's Facebook, Twitter, and Instagram	Useful Not useful (DK/Ref) Net Useful	326 164 10 +161	65% 33% 2% +32	87% 13% 1% +74	63% 34% 3% +28	67% 30% 3% +37	76% 24% - +52	63% 36% 1% +27	83% 17% - +66	54% 46% - +8	67% 30% 3% +37	64% 35% 1% +29	52% 48% - +4	68% 30% 3% +38	60% 40% - +19
44. Usefulness: Personal Social media such as Facebook, Twitter, Nextdoor or Instagram	Useful Not useful (DK/Ref) Net Useful	372 122 7 +250	74% 24% 1% +50	88% 10% 2% +77	72% 27% 1% +46	73% 25% 2% +48	79% 21% - +58	79% 21% - +57	79% 21% - +59	75% 25% - +51	73% 25% 2% +48	78% 22% - +55	73% 27% - +45	76% 22% 2% +54	71% 29% - +41
45. Usefulness: Local TV news	Useful Not useful (DK/Ref) Net Useful	208 281 11 -73	42% 56% 2% -15	44% 54% 3% -10	49% 49% 2% +1	38% 59% 3% -21	46% 54% - -9	38% 56% 6% -19	61% 39% - +22	46% 54% - -7	38% 59% 3% -21	47% 51% 2% -4	49% 51% - -3	39% 58% 3% -20	45% 55% - -11
46. Usefulness: Capital public radio	Useful Not useful (DK/Ref) Net Useful	242 252 7 -10	48% 50% 1% -2	51% 48% 1% +4	54% 44% 2% +10	50% 48% 2% +2	56% 44% - +12	39% 61% - -22	33% 67% - -34	38% 60% 2% -21	50% 48% 2% +2	47% 53% - -5	37% 59% 4% -21	50% 48% 2% +1	33% 67% - -35
47. Best way for City of Davis to communicate with the local community (Multiple Response)	Email Text message Print mail Online newsletter City website Social media Something else (Don't know/Refused)	235 173 63 102 111 185 30 2	47% 35% 13% 20% 22% 37% 6% 0%	46% 36% 14% 14% 17% 55% 2% 1%	46% 34% 11% 30% 24% 29% 8% 0%	49% 35% 13% 19% 22% 38% 5% 1%	33% 41% 8% 19% 19% 51% 5% 0%	46% 26% 10% 21% 22% 40% 9% 0%	51% 34% 4% 20% 21% 32% 7% 0%	46% 33% 17% 22% 15% 29% 11% 0%	49% 35% 13% 19% 22% 38% 5% 1%	41% 34% 10% 24% 23% 36% 7% 0%	51% 33% 16% 20% 20% 31% 7% 0%	44% 38% 12% 16% 25% 44% 4% 0%	42% 28% 18% 24% 15% 33% 7% 0%
48. Age (Self-ID)	18-24	64	13%	29%	-	14%	20%	18%	23%	12%	14%	12%	5%	19%	3%

	n	Sample			49. Children in HH		53. Current student		55. Education (Self-ID)		50. Homeowner (Self-ID)		52. Duration of residence in Davis		
		%	NPP/Other	Non-Voters	Yes	No/(DK)	Yes	No/PNR	< 4-year degree	4 year degree +	Homeowner	Renter/Other	Less than 10 years	10+ years	
Number of cases	500		101	79	168	332	72	428	224	276	265	235	191	309	
Row percent		100%	20%	16%	34%	66%	14%	86%	45%	55%	53%	47%	38%	62%	
Net Useful	+18	+4	+13	+15	+4	+3	+34	-2	+6	+2	-10	+19	+4	+3	
43. Usefulness: the City of Davis social media sites, including the City's Facebook, Twitter, and Instagram	Useful Not useful (DK/Ref) Net Useful	326 164 10 +161	65% 33% 2% +32	55% 45% - +10	74% 23% 4% +51	68% 30% 2% +38	64% 34% 2% +29	70% 28% 1% +42	64% 34% 2% +31	68% 31% 1% +38	63% 35% 3% +28	54% 43% 3% +11	77% 21% 1% +56	74% 25% 1% +49	60% 38% 3% +22
44. Usefulness: Personal Social media such as Facebook, Twitter, Nextdoor or Instagram	Useful Not useful (DK/Ref) Net Useful	372 122 7 +250	74% 24% 1% +50	71% 28% 1% +42	76% 22% 1% +54	80% 19% 1% +61	71% 27% 1% +44	84% 15% 1% +70	73% 26% 1% +47	78% 20% 1% +58	71% 28% 1% +44	66% 32% 2% +33	84% 16% 0% +69	79% 20% 1% +59	71% 27% 2% +44
45. Usefulness: Local TV news	Useful Not useful (DK/Ref) Net Useful	208 281 11 -73	42% 56% 2% -15	40% 57% 3% -17	51% 48% 1% +3	41% 58% 1% -17	42% 55% 3% -13	41% 57% 2% -16	42% 56% 2% -14	48% 52% 1% -4	37% 60% 3% -23	40% 58% 2% -17	43% 54% 3% -11	38% 59% 3% -21	44% 55% 1% -11
46. Usefulness: Capital public radio	Useful Not useful (DK/Ref) Net Useful	242 252 7 -10	48% 50% 1% -2	43% 55% 1% -12	61% 39% - +21	48% 52% - -5	49% 49% 2% -1	44% 55% 1% -10	49% 50% 1% -1	45% 53% 1% -8	51% 48% 1% +3	49% 50% 1% -1	48% 50% 2% -3	47% 52% 2% -5	49% 49% 1% -0
47. Best way for City of Davis to communicate with the local community (Multiple Response)	Email Text message Print mail Online newsletter City website Social media Something else (Don't know/Refused)	235 173 63 102 111 185 30 2	47% 35% 13% 20% 22% 37% 6% 0%	49% 32% 9% 26% 25% 29% 9% 0%	58% 31% 13% 24% 15% 28% 7% 2%	46% 34% 11% 16% 22% 48% 4% 1%	48% 35% 13% 23% 22% 32% 7% 0%	29% 41% 18% 13% 23% 49% 6% 2%	50% 34% 12% 22% 22% 35% 6% 0%	44% 36% 16% 16% 24% 39% 4% 0%	49% 33% 10% 24% 20% 35% 8% 0%	49% 33% 13% 26% 22% 28% 6% 0%	45% 37% 12% 14% 22% 48% 6% 1%	45% 39% 9% 17% 26% 45% 6% 0%	49% 32% 14% 23% 20% 32% 6% 1%
48. Age (Self-ID)	18-24	64	13%	8%	4%	10%	14%	55%	6%	21%	6%	21%	16%	11%	

	n	%	54. HH Income					Prefer not to respond	38. Interacted with Davis police in past 2 years		4. Davis Right direction/Wrong track		6. Rating: Job City of Davis is doing to provide city services		7. Satisfac
			Less than \$50,000	\$50,000 to \$100,000	\$100,000 to \$150,000	\$150,000+	Yes		No	Right Direction	Wrong Track	Satisfied	Dissatisfied	Satisfied	
Number of cases	500		112	103	59	148	78	255	245	344	152	383	115	437	
Row percent		100%	22%	21%	12%	30%	16%	51%	49%	69%	30%	77%	23%	87%	
Net Useful	+18	+4	+14	+15	-2	-10	+2	-1	+9	+10	-9	+8	-11	+6	
43. Usefulness: the City of Davis social media sites, including the City's Facebook, Twitter, and Instagram	Useful Not useful (DK/Ref) Net Useful	326 164 10 +161	65% 33% 2% +32	79% 20% 1% +59	71% 26% 3% +45	58% 38% 4% +20	56% 42% 2% +13	61% 38% 1% +23	67% 31% 1% +36	63% 35% 3% +28	70% 28% 2% +42	54% 44% 2% +11	71% 27% 2% +44	47% 52% 1% -5	67% 31% 2% +37
44. Usefulness: Personal Social media such as Facebook, Twitter, Nextdoor or Instagram	Useful Not useful (DK/Ref) Net Useful	372 122 7 +250	74% 24% 1% +50	86% 14% - +71	74% 26% 1% +48	60% 37% 3% +23	70% 28% 2% +42	77% 20% 2% +57	75% 24% 1% +52	73% 25% 1% +48	77% 22% 1% +55	69% 30% 1% +39	77% 22% 1% +55	67% 32% 1% +35	76% 22% 1% +54
45. Usefulness: Local TV news	Useful Not useful (DK/Ref) Net Useful	208 281 11 -73	42% 56% 2% -15	39% 58% 3% -19	49% 50% 1% -0	42% 55% 3% -12	31% 67% 2% -36	55% 44% 1% +12	39% 59% 2% -20	44% 53% 3% -9	43% 54% 3% -10	38% 61% 1% -23	42% 56% 2% -14	41% 58% 1% -17	42% 56% 2% -14
46. Usefulness: Capital public radio	Useful Not useful (DK/Ref) Net Useful	242 252 7 -10	48% 50% 1% -2	46% 51% 3% -5	55% 43% 1% +12	45% 55% - -9	49% 51% - -1	42% 55% 3% -13	46% 53% 1% -7	51% 47% 2% +3	53% 46% 1% +7	38% 61% 1% -23	50% 48% 1% +2	42% 57% 1% -15	51% 48% 1% +3
47. Best way for City of Davis to communicate with the local community (Multiple Response)	Email Text message Print mail Online newsletter City website Social media Something else (Don't know/Refused)	235 173 63 102 111 185 30 2	47% 35% 13% 20% 22% 37% 6% 0%	45% 41% 11% 17% 21% 48% 3% 0%	48% 33% 14% 23% 24% 34% 6% 1%	57% 34% 13% 20% 24% 25% 9% 0%	42% 37% 9% 22% 22% 41% 6% 0%	52% 22% 19% 21% 21% 27% 9% 2%	47% 34% 11% 18% 22% 39% 8% 0%	47% 35% 14% 20% 22% 35% 4% 1%	47% 34% 10% 23% 25% 40% 5% 1%	47% 36% 18% 20% 16% 29% 8% 0%	49% 36% 10% 20% 23% 38% 4% 1%	38% 32% 20% 22% 19% 33% 12% 0%	48% 34% 13% 21% 23% 38% 5% 1%
48. Age (Self-ID)	18-24	64	13%	24%	9%	-	5%	26%	14%	12%	15%	7%	14%	8%	13%

	n	%	ion: Overall	8. Satisfaction: Overall		20. Satisfaction: The		21. Satisfaction: Policing		30. Crime in Davis compared to a			31. Agree: I am		
			y of life	safety of the city		safety of streets, sidewalks and pedestrian and bike paths		in Davis		year ago			confident that Davis' leaders are able to solve difficult problems as they arise		
			Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Worse	Same/ (DK/Ref)	Better	Agree	Disagree	
Number of cases	500		63	385	114	368	132	350	146	227	250	24	296	201	
Row percent		100%	13%	77%	23%	74%	26%	70%	29%	45%	50%	5%	59%	40%	
Net Useful	+18	+4	-13	+6	-6	+7	-5	+2	+9	+3	+5	-9	+16	-13	
43. Usefulness: the City of Davis social media sites, including the City's Facebook, Twitter, and Instagram	Useful Not useful (DK/Ref) Net Useful	326 164 10 +161	65% 33% 2% +32	50% 49% 1% +0	69% 28% 2% +41	51% 48% 1% +3	70% 28% 2% +42	52% 47% 1% +5	71% 27% 2% +44	53% 45% 1% +8	63% 36% 1% +26	68% 29% 3% +39	62% 38% - +24	75% 23% 2% +52	52% 47% 1% +5
44. Usefulness: Personal Social media such as Facebook, Twitter, Nextdoor or Instagram	Useful Not useful (DK/Ref) Net Useful	372 122 7 +250	74% 24% 1% +50	60% 39% 1% +21	76% 22% 2% +54	69% 31% - +38	77% 21% 2% +56	66% 34% 0% +32	76% 22% 2% +54	72% 27% 1% +45	75% 24% 1% +50	74% 24% 2% +50	72% 28% - +45	81% 18% 1% +62	66% 33% 1% +32
45. Usefulness: Local TV news	Useful Not useful (DK/Ref) Net Useful	208 281 11 -73	42% 56% 2% -15	40% 58% 2% -18	41% 57% 2% -16	44% 54% 2% -10	42% 56% 2% -13	39% 58% 3% -19	42% 56% 2% -14	41% 57% 2% -16	50% 50% - +0	33% 63% 4% -30	50% 50% - +0	50% 48% 2% +2	30% 68% 2% -38
46. Usefulness: Capital public radio	Useful Not useful (DK/Ref) Net Useful	242 252 7 -10	48% 50% 1% -2	30% 68% 2% -38	52% 47% 2% +5	37% 63% 1% -26	51% 47% 1% +4	40% 59% 1% -19	52% 47% 1% +5	41% 58% 1% -17	45% 54% 0% -9	52% 46% 2% +6	38% 56% 6% -18	58% 40% 1% +18	34% 65% 1% -31
47. Best way for City of Davis to communicate with the local community (Multiple Response)	Email Text message Print mail Online newsletter City website Social media Something else (Don't know/Refused)	235 173 63 102 111 185 30 2	47% 35% 13% 20% 22% 37% 6% 0%	43% 40% 12% 17% 18% 27% 14% 0%	48% 33% 12% 20% 25% 40% 5% 1%	44% 40% 14% 20% 14% 27% 8% 0%	48% 33% 10% 19% 24% 41% 5% 1%	45% 39% 19% 23% 16% 27% 9% 0%	45% 37% 11% 21% 23% 39% 5% 0%	50% 27% 16% 17% 21% 33% 8% 1%	46% 37% 12% 20% 21% 34% 8% 0%	47% 32% 13% 21% 23% 41% 4% 1%	61% 34% 18% 15% 31% 28% 5% 0%	49% 33% 12% 20% 24% 41% 3% 1%	44% 38% 12% 21% 21% 32% 10% 0%
48. Age (Self-ID)	18-24	64	13%	10%	14%	9%	16%	4%	9%	21%	11%	14%	22%	13%	12%

	n	%	32. Agree: My interactions with Davis police have been positive		33. Agree: I would feel comfortable calling the police in an emergency		34. Agree: I am worried about being a victim of crime in Davis		35. Agree: the Davis Police Department is over-funded		36. Agree: Davis police respond promptly to 911 calls		37. Agree: Davis would benefit from additional police officers patrolling the city		
			Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	
Number of cases	500		412	86	422	78	208	292	196	297	424	58	274	222	
Row percent		100%	82%	17%	84%	16%	42%	58%	39%	59%	85%	12%	55%	44%	
Net Useful	+18	+4	+2	+13	+1	+16	+2	+4	+7	+1	+2	+1	-5	+14	
43. Usefulness: the City of Davis social media sites, including the City's Facebook, Twitter, and Instagram	Useful Not useful (DK/Ref) Net Useful	326 164 10 +161	65% 33% 2% +32	67% 31% 2% +36	58% 41% 2% +17	66% 32% 1% +33	63% 36% 1% +27	64% 35% 1% +30	66% 32% 3% +34	69% 30% 1% +40	63% 35% 2% +29	68% 31% 1% +37	53% 47% - +6	60% 40% 1% +20	73% 24% 2% +49
44. Usefulness: Personal Social media such as Facebook, Twitter, Nextdoor or Instagram	Useful Not useful (DK/Ref) Net Useful	372 122 7 +250	74% 24% 1% +50	75% 24% 1% +50	74% 24% 2% +50	73% 26% 1% +48	80% 18% 2% +62	77% 23% - +53	73% 25% 2% +48	78% 21% 1% +57	72% 27% 1% +45	75% 24% 1% +51	75% 25% - +51	71% 29% 0% +43	80% 18% 2% +61
45. Usefulness: Local TV news	Useful Not useful (DK/Ref) Net Useful	208 281 11 -73	42% 56% 2% -15	43% 56% 2% -13	37% 60% 3% -22	42% 56% 2% -15	41% 56% 4% -15	51% 48% 1% +3	35% 62% 3% -27	40% 57% 4% -17	44% 56% 1% -12	42% 56% 2% -14	40% 60% - -20	48% 52% 0% -4	35% 61% 4% -27
46. Usefulness: Capital public radio	Useful Not useful (DK/Ref) Net Useful	242 252 7 -10	48% 50% 1% -2	49% 50% 1% -1	47% 52% 1% -5	48% 51% 1% -2	50% 49% 1% +0	48% 51% 1% -4	49% 50% 2% -1	52% 47% 1% +6	45% 53% 1% -8	49% 50% 1% -0	42% 58% - -15	48% 51% 1% -3	49% 49% 2% -0
47. Best way for City of Davis to communicate with the local community (Multiple Response)	Email Text message Print mail Online newsletter City website Social media Something else (Don't know/Refused)	235 173 63 102 111 185 30 2	47% 35% 13% 20% 22% 37% 6% 0%	46% 35% 13% 22% 21% 38% 6% 0%	51% 31% 13% 14% 25% 34% 6% 2%	47% 36% 13% 21% 21% 37% 5% 0%	48% 29% 10% 16% 27% 38% 10% 2%	49% 37% 13% 20% 21% 30% 6% 0%	46% 33% 12% 15% 23% 42% 6% 1%	44% 36% 14% 15% 23% 42% 5% 1%	48% 34% 12% 23% 22% 34% 6% 0%	48% 37% 13% 21% 23% 37% 5% 0%	39% 27% 11% 19% 22% 38% 12% 2%	48% 34% 13% 24% 22% 30% 7% 0%	46% 35% 12% 16% 23% 47% 5% 1%
48. Age (Self-ID)	18-24	64	13%	10%	24%	10%	29%	11%	14%	22%	7%	12%	23%	6%	21%

	n	%	Segmentation			
			Agree to both	Agree to over funded and Disagree to additional police	Disagree to over funded and Agree to additional police	Disagree to both
Number of cases	500		50	144	230	75
Row percent		100%	10%	29%	46%	15%
Net Useful	+18	+4	+14	+5	-9	+32
43. Usefulness: the City of Davis social media sites, including the City's Facebook, Twitter, and Instagram						
Useful	326	65%	63%	72%	57%	77%
Not useful (DK/Ref)	164	33%	37%	27%	40%	19%
Net Useful	10	2%	-	1%	2%	4%
	+161	+32	+27	+45	+17	+58
44. Usefulness: Personal Social media such as Facebook, Twitter, Nextdoor or Instagram						
Useful	372	74%	83%	77%	67%	85%
Not useful (DK/Ref)	122	24%	17%	22%	32%	11%
Net Useful	7	1%	-	1%	1%	3%
	+250	+50	+66	+55	+35	+74
45. Usefulness: Local TV news						
Useful	208	42%	59%	33%	44%	39%
Not useful (DK/Ref)	281	56%	41%	62%	55%	59%
Net Useful	11	2%	-	5%	1%	2%
	-73	-15	+19	-30	-11	-20
46. Usefulness: Capital public radio						
Useful	242	48%	71%	46%	43%	54%
Not useful (DK/Ref)	252	50%	29%	52%	56%	43%
Net Useful	7	1%	-	1%	1%	3%
	-10	-2	+41	-6	-13	+10
47. Best way for City of Davis to communicate with the local community (Multiple Response)						
Email	235	47%	45%	44%	49%	48%
Text message	173	35%	43%	34%	32%	38%
Print mail	63	13%	16%	13%	12%	11%
Online newsletter	102	20%	15%	15%	26%	17%
City website	111	22%	22%	23%	22%	20%
Social media	185	37%	25%	49%	30%	45%
Something else (Don't know/Refused)	30	6%	7%	5%	7%	6%
	2	0%	0%	1%	0%	0%
48. Age (Self-ID)						
18-24	64	13%	4%	29%	6%	7%

	n	%	3. Gender			Zip code		48. Age (Self-ID + Sample)					Gender/A		
			Male	Female	Other	East (95618)	West (95616)	18-34	35-44	45-54	55-64	65+	Male: <44	Male: 45+	
Number of cases	500		229	249	22	209	291	159	85	70	70	115	113	122	
Row percent		100%	46%	50%	4%	42%	58%	32%	17%	14%	14%	23%	23%	24%	
	25-34	95	19%	20%	16%	42%	16%	21%	60%	-	-	-	-	44%	-
	35-44	85	17%	16%	19%	11%	17%	17%	-	100%	-	-	-	34%	-
	45-54	70	14%	13%	15%	13%	17%	12%	-	-	100%	-	-	-	26%
	55-64	70	14%	14%	15%	-	14%	14%	-	-	-	100%	-	-	26%
	65 or over	112	22%	25%	22%	4%	19%	25%	-	-	-	-	97%	-	47%
	Prefer not to respond	4	1%	0%	1%	4%	1%	0%	-	-	-	-	3%	-	1%
48. Age (Self-ID + Sample)	18-34	159	32%	31%	29%	69%	31%	33%	100%	-	-	-	-	66%	-
	35-44	85	17%	16%	19%	11%	17%	17%	-	100%	-	-	-	34%	-
	45-54	70	14%	13%	15%	13%	17%	12%	-	-	100%	-	-	-	26%
	55-64	70	14%	14%	15%	-	14%	14%	-	-	-	100%	-	-	26%
	65+	115	23%	25%	23%	8%	21%	25%	-	-	-	-	100%	-	48%
49. Children in HH	Yes	168	34%	31%	37%	28%	40%	29%	20%	74%	69%	16%	12%	33%	30%
	No	318	64%	66%	61%	62%	56%	69%	77%	26%	29%	78%	85%	64%	66%
	Prefer not to respond	14	3%	3%	2%	10%	4%	2%	3%	-	1%	6%	2%	3%	4%
49. Children in HH	Yes	168	34%	31%	37%	28%	40%	29%	20%	74%	69%	16%	12%	33%	30%
	No/(DK)	332	66%	69%	63%	72%	60%	71%	80%	26%	31%	84%	88%	67%	70%
50. Homeowner (Self-ID)	Own/buying	265	53%	56%	53%	20%	59%	49%	21%	43%	71%	73%	81%	33%	76%
	Rent/lease	197	39%	35%	41%	59%	33%	44%	68%	51%	25%	23%	11%	55%	16%
	Prefer not to respond	38	8%	9%	5%	21%	8%	7%	12%	5%	4%	3%	8%	12%	8%
50. Homeowner (Self-ID)	Homeowner	265	53%	56%	53%	20%	59%	49%	21%	43%	71%	73%	81%	33%	76%
	Renter/Other	235	47%	44%	47%	80%	41%	51%	79%	57%	29%	27%	19%	67%	24%
51. Renter type	Single room	34	17%	22%	16%	-	20%	16%	21%	17%	9%	9%	7%	28%	-
	Full apartment or house	158	80%	78%	79%	100%	79%	81%	75%	83%	91%	86%	93%	72%	100%
	Prefer not to respond	5	3%	-	5%	-	1%	3%	4%	-	-	5%	-	-	-
52. Duration of residence in	Less than one year	22	4%	4%	5%	4%	5%	4%	8%	9%	1%	-	1%	7%	1%

		Age Combo			56. Ethnicity (Multiple Response)					56. Ethnicity			Party (S		
		n	%	Female: <44	Female: 45+	White	Hispanic	Asian	Black	Else/(Ref)	White	Non-White	Unknown/ (Ref)	Democrat	Republican
Number of cases		500		131	133	317	65	81	24	66	317	145	38	266	54
Row percent			100%	26%	27%	63%	13%	16%	5%	13%	63%	29%	8%	53%	11%
	25-34	95	19%	35%	-	19%	21%	22%	21%	16%	19%	19%	19%	18%	18%
	35-44	85	17%	36%	-	17%	18%	11%	12%	20%	17%	16%	20%	15%	16%
	45-54	70	14%	-	29%	12%	18%	14%	25%	9%	12%	19%	9%	13%	20%
	55-64	70	14%	-	28%	15%	9%	10%	4%	17%	15%	10%	23%	13%	19%
	65 or over	112	22%	-	41%	22%	13%	23%	11%	24%	22%	24%	21%	22%	22%
	Prefer not to respond	4	1%	-	2%	1%	2%	1%	4%	3%	1%	1%	2%	0%	2%
48. Age (Self-ID + Sample)	18-34	159	32%	64%	-	33%	40%	40%	44%	28%	33%	31%	25%	37%	21%
	35-44	85	17%	36%	-	17%	18%	11%	12%	20%	17%	16%	20%	15%	16%
	45-54	70	14%	-	29%	12%	18%	14%	25%	9%	12%	19%	9%	13%	20%
	55-64	70	14%	-	28%	15%	9%	10%	4%	17%	15%	10%	23%	13%	19%
	65+	115	23%	-	43%	22%	14%	25%	16%	26%	22%	25%	23%	22%	24%
49. Children in HH	Yes	168	34%	44%	28%	30%	41%	41%	35%	31%	30%	41%	33%	29%	38%
	No	318	64%	55%	70%	68%	58%	57%	65%	60%	68%	57%	51%	68%	55%
	Prefer not to respond	14	3%	2%	3%	2%	1%	2%	-	9%	2%	2%	16%	3%	7%
49. Children in HH	Yes	168	34%	44%	28%	30%	41%	41%	35%	31%	30%	41%	33%	29%	38%
	No/(DK)	332	66%	56%	72%	70%	59%	59%	65%	69%	70%	59%	67%	71%	62%
50. Homeowner (Self-ID)	Own/buying	265	53%	25%	76%	50%	46%	55%	41%	53%	50%	60%	50%	51%	60%
	Rent/lease	197	39%	67%	20%	44%	46%	34%	55%	29%	44%	35%	23%	42%	31%
	Prefer not to respond	38	8%	7%	4%	6%	9%	11%	4%	18%	6%	5%	28%	7%	9%
50. Homeowner (Self-ID)	Homeowner	265	53%	25%	76%	50%	46%	55%	41%	53%	50%	60%	50%	51%	60%
	Renter/Other	235	47%	75%	24%	50%	54%	45%	59%	47%	50%	40%	50%	49%	40%
51. Renter type	Single room	34	17%	14%	15%	16%	16%	26%	25%	35%	16%	20%	24%	19%	-
	Full apartment or house	158	80%	81%	82%	83%	71%	74%	75%	65%	83%	73%	76%	78%	94%
	Prefer not to respond	5	3%	5%	3%	1%	13%	-	-	-	1%	7%	-	4%	6%
52. Duration of residence in	Less than one year	22	4%	9%	1%	5%	7%	2%	-	-	5%	4%	-	6%	3%







	n	%	ion: Overall y of life	8. Satisfaction: Overall safety of the city		20. Satisfaction: The safety of streets, sidewalks and pedestrian and bike paths		21. Satisfaction: Policing in Davis		30. Crime in Davis compared to a year ago			31. Agree: I am confident that Davis' leaders are able to solve difficult problems as they arise		
			Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Worse	Same/ (DK/Ref)	Better	Agree	Disagree	
Number of cases	500		63	385	114	368	132	350	146	227	250	24	296	201	
Row percent		100%	13%	77%	23%	74%	26%	70%	29%	45%	50%	5%	59%	40%	
	25-34	95	19%	19%	20%	15%	21%	13%	20%	17%	13%	23%	35%	20%	17%
	35-44	85	17%	19%	18%	15%	18%	15%	18%	15%	17%	17%	16%	19%	14%
	45-54	70	14%	16%	14%	15%	14%	15%	15%	12%	16%	12%	14%	14%	14%
	55-64	70	14%	14%	13%	18%	13%	18%	14%	14%	15%	13%	12%	12%	17%
	65 or over	112	22%	21%	21%	26%	19%	33%	23%	20%	27%	20%	-	21%	24%
	Prefer not to respond	4	1%	2%	0%	2%	0%	2%	1%	1%	1%	1%	-	0%	1%
48. Age (Self-ID + Sample)	18-34	159	32%	29%	34%	25%	37%	18%	30%	38%	24%	37%	57%	33%	30%
	35-44	85	17%	19%	18%	15%	18%	15%	18%	15%	17%	17%	16%	19%	14%
	45-54	70	14%	16%	14%	15%	14%	15%	15%	12%	16%	12%	14%	14%	14%
	55-64	70	14%	14%	13%	18%	13%	18%	14%	14%	15%	13%	12%	12%	17%
	65+	115	23%	22%	22%	28%	19%	35%	23%	21%	28%	21%	-	22%	25%
49. Children in HH	Yes	168	34%	37%	32%	39%	33%	35%	34%	32%	39%	29%	33%	36%	31%
	No	318	64%	61%	65%	57%	64%	62%	63%	65%	58%	69%	61%	62%	66%
	Prefer not to respond	14	3%	1%	2%	4%	3%	3%	3%	3%	3%	2%	6%	2%	4%
49. Children in HH	Yes	168	34%	37%	32%	39%	33%	35%	34%	32%	39%	29%	33%	36%	31%
	No/(DK)	332	66%	63%	68%	61%	67%	65%	66%	68%	61%	71%	67%	64%	69%
50. Homeowner (Self-ID)	Own/buying	265	53%	50%	50%	61%	50%	60%	55%	47%	55%	52%	41%	50%	57%
	Rent/lease	197	39%	40%	43%	27%	43%	29%	40%	38%	34%	44%	50%	45%	33%
	Prefer not to respond	38	8%	9%	6%	12%	7%	10%	5%	15%	11%	4%	9%	5%	10%
50. Homeowner (Self-ID)	Homeowner	265	53%	50%	50%	61%	50%	60%	55%	47%	55%	52%	41%	50%	57%
	Renter/Other	235	47%	50%	50%	39%	50%	40%	45%	53%	45%	48%	59%	50%	43%
51. Renter type	Single room	34	17%	11%	18%	13%	18%	15%	17%	16%	10%	16%	76%	19%	14%
	Full apartment or house	158	80%	84%	80%	81%	80%	81%	81%	78%	84%	84%	24%	80%	81%
	Prefer not to respond	5	3%	4%	2%	6%	2%	4%	1%	6%	6%	1%	-	1%	5%
52. Duration of residence in	Less than one year	22	4%	2%	6%	-	6%	2%	6%	1%	2%	6%	11%	5%	4%

	n	%	32. Agree: My interactions with Davis police have been positive		33. Agree: I would feel comfortable calling the police in an emergency		34. Agree: I am worried about being a victim of crime in Davis		35. Agree: the Davis Police Department is over-funded		36. Agree: Davis police respond promptly to 911 calls		37. Agree: Davis would benefit from additional police officers patrolling the city		
			Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	
Number of cases	500		412	86	422	78	208	292	196	297	424	58	274	222	
Row percent		100%	82%	17%	84%	16%	42%	58%	39%	59%	85%	12%	55%	44%	
	25-34	95	19%	19%	22%	18%	24%	15%	22%	26%	15%	19%	14%	12%	28%
	35-44	85	17%	17%	17%	16%	20%	16%	18%	15%	18%	17%	19%	16%	19%
	45-54	70	14%	15%	9%	15%	10%	12%	15%	14%	14%	15%	13%	15%	13%
	55-64	70	14%	14%	16%	15%	10%	14%	14%	8%	17%	14%	18%	18%	9%
	65 or over	112	22%	24%	13%	25%	7%	31%	16%	14%	28%	23%	14%	32%	10%
	Prefer not to respond	4	1%	1%	-	1%	-	1%	1%	0%	1%	1%	-	1%	-
48. Age (Self-ID + Sample)	18-34	159	32%	29%	46%	28%	53%	26%	36%	48%	22%	31%	37%	18%	49%
	35-44	85	17%	17%	17%	16%	20%	16%	18%	15%	18%	17%	19%	16%	19%
	45-54	70	14%	15%	9%	15%	10%	12%	15%	14%	14%	15%	13%	15%	13%
	55-64	70	14%	14%	16%	15%	10%	14%	14%	8%	17%	14%	18%	18%	9%
	65+	115	23%	25%	13%	26%	7%	32%	17%	15%	28%	24%	14%	33%	10%
49. Children in HH	Yes	168	34%	35%	28%	35%	26%	34%	33%	31%	35%	33%	36%	36%	31%
	No	318	64%	63%	69%	62%	70%	64%	64%	65%	63%	64%	62%	61%	66%
	Prefer not to respond	14	3%	2%	4%	2%	4%	2%	3%	3%	2%	3%	2%	2%	3%
49. Children in HH	Yes	168	34%	35%	28%	35%	26%	34%	33%	31%	35%	33%	36%	36%	31%
	No/(DK)	332	66%	65%	72%	65%	74%	66%	67%	69%	65%	67%	64%	64%	69%
50. Homeowner (Self-ID)	Own/buying	265	53%	57%	33%	60%	17%	57%	50%	39%	62%	54%	38%	64%	39%
	Rent/lease	197	39%	36%	56%	34%	70%	34%	43%	52%	32%	40%	42%	27%	55%
	Prefer not to respond	38	8%	7%	11%	7%	13%	9%	6%	9%	6%	6%	20%	9%	6%
50. Homeowner (Self-ID)	Homeowner	265	53%	57%	33%	60%	17%	57%	50%	39%	62%	54%	38%	64%	39%
	Renter/Other	235	47%	43%	67%	40%	83%	43%	50%	61%	38%	46%	62%	36%	61%
51. Renter type	Single room	34	17%	13%	31%	11%	33%	13%	20%	21%	13%	17%	15%	7%	24%
	Full apartment or house	158	80%	85%	64%	86%	65%	85%	78%	78%	83%	82%	76%	87%	76%
	Prefer not to respond	5	3%	2%	5%	3%	2%	3%	3%	1%	4%	2%	9%	7%	-
52. Duration of residence in	Less than one year	22	4%	5%	1%	4%	9%	4%	5%	8%	2%	5%	5%	2%	7%

		n	%	Segmentation			
				Agree to both	Agree to over funded and Disagree to additional police	Disagree to over funded and Agree to additional police	Disagree to both
Number of cases		500		50	144	230	75
Row percent			100%	10%	29%	46%	15%
	25-34	95	19%	14%	30%	11%	26%
	35-44	85	17%	14%	16%	16%	24%
	45-54	70	14%	21%	11%	14%	16%
	55-64	70	14%	14%	6%	19%	14%
	65 or over	112	22%	31%	8%	32%	13%
	Prefer not to respond	4	1%	2%	-	1%	-
48. Age (Self-ID + Sample)	18-34	159	32%	18%	59%	17%	33%
	35-44	85	17%	14%	16%	16%	24%
	45-54	70	14%	21%	11%	14%	16%
	55-64	70	14%	14%	6%	19%	14%
	65+	115	23%	33%	8%	34%	13%
49. Children in HH	Yes	168	34%	38%	29%	36%	31%
	No	318	64%	60%	67%	61%	66%
	Prefer not to respond	14	3%	2%	3%	2%	3%
49. Children in HH	Yes	168	34%	38%	29%	36%	31%
	No/(DK)	332	66%	62%	71%	64%	69%
50. Homeowner (Self-ID)	Own/buying	265	53%	54%	33%	66%	49%
	Rent/lease	197	39%	34%	59%	26%	48%
	Prefer not to respond	38	8%	12%	8%	8%	3%
50. Homeowner (Self-ID)	Homeowner	265	53%	54%	33%	66%	49%
	Renter/Other	235	47%	46%	67%	34%	51%
51. Renter type	Single room	34	17%	8%	23%	6%	26%
	Full apartment or house	158	80%	83%	77%	88%	74%
	Prefer not to respond	5	3%	8%	-	6%	-
52. Duration of residence in	Less than one year	22	4%	6%	8%	1%	6%

	n	%	3. Gender			Zip code		48. Age (Self-ID + Sample)					Gender/A	
			Male	Female	Other	East (95618)	West (95616)	18-34	35-44	45-54	55-64	65+	Male: <44	Male: 45+
Number of cases	500		229	249	22	209	291	159	85	70	70	115	113	122
Row percent		100%	46%	50%	4%	42%	58%	32%	17%	14%	14%	23%	23%	24%
Davis														
1-4 years	93	19%	17%	18%	45%	14%	22%	31%	19%	11%	12%	10%	26%	9%
5-9 years	75	15%	11%	18%	24%	12%	17%	15%	26%	22%	6%	8%	15%	8%
10-19 years	103	21%	24%	18%	9%	26%	17%	20%	24%	32%	20%	12%	26%	22%
20 or more	197	39%	40%	41%	17%	41%	38%	23%	20%	30%	59%	70%	23%	55%
Prefer not to respond	9	2%	3%	1%	-	2%	2%	2%	1%	4%	3%	-	2%	4%
53. Current student														
Yes	72	14%	13%	14%	32%	12%	16%	40%	6%	1%	3%	1%	26%	-
No	420	84%	85%	86%	60%	85%	83%	59%	93%	98%	95%	97%	71%	97%
Prefer not to respond	7	1%	2%	-	8%	3%	1%	2%	1%	1%	2%	2%	3%	3%
53. Current student														
Yes	72	14%	13%	14%	32%	12%	16%	40%	6%	1%	3%	1%	26%	-
No/PNR	428	86%	87%	86%	68%	88%	84%	60%	94%	99%	97%	99%	74%	100%
54. HH Income														
Less than \$25,000	44	9%	7%	10%	24%	5%	11%	22%	5%	1%	3%	1%	13%	1%
\$25,000 to \$50,000	68	14%	10%	16%	33%	13%	14%	24%	13%	3%	9%	9%	17%	3%
\$50,000 to \$75,000	45	9%	10%	8%	8%	8%	9%	11%	8%	10%	4%	10%	13%	7%
\$75,000 to \$100,000	58	12%	13%	12%	5%	12%	11%	9%	13%	10%	11%	16%	9%	15%
\$100,000 to \$150,000	59	12%	13%	12%	-	8%	14%	6%	10%	12%	22%	14%	9%	16%
\$150,000+	148	30%	33%	28%	9%	31%	28%	11%	40%	55%	34%	30%	22%	42%
Prefer not to respond	78	16%	15%	15%	22%	22%	11%	17%	11%	10%	18%	20%	17%	16%
54. HH Income														
Less than \$50,000	112	22%	16%	25%	57%	18%	25%	47%	18%	4%	11%	10%	30%	4%
\$50,000 to \$100,000	103	21%	23%	19%	13%	20%	21%	20%	20%	20%	15%	26%	22%	22%
\$100,000 to \$150,000	59	12%	13%	12%	-	8%	14%	6%	10%	12%	22%	14%	9%	16%
\$150,000+	148	30%	33%	28%	9%	31%	28%	11%	40%	55%	34%	30%	22%	42%
Prefer not to respond	78	16%	15%	15%	22%	22%	11%	17%	11%	10%	18%	20%	17%	16%
55. Education (Self-ID)														
Some grade school	2	0%	-	1%	-	0%	0%	-	-	-	1%	1%	-	-
Some high school	9	2%	1%	3%	-	0%	3%	1%	3%	1%	1%	2%	2%	-
Graduated high school	32	6%	6%	7%	-	10%	4%	12%	4%	4%	7%	2%	8%	4%
Technical or Vocational school	31	6%	5%	5%	22%	5%	7%	7%	5%	10%	7%	3%	5%	8%
Some college or less than four-year degree	123	25%	25%	23%	40%	27%	23%	33%	26%	15%	20%	20%	28%	21%

	n	Age Combo			56. Ethnicity (Multiple Response)					56. Ethnicity			Party (S	
		%	Female: <44	Female: 45+	White	Hispanic	Asian	Black	Else/(Ref)	White	Non-White	Unknown/ (Ref)	Democrat	Republican
Number of cases	500		131	133	317	65	81	24	66	317	145	38	266	54
Row percent		100%	26%	27%	63%	13%	16%	5%	13%	63%	29%	8%	53%	11%
Davis														
1-4 years	93	19%	28%	12%	21%	15%	20%	30%	16%	21%	16%	7%	20%	12%
5-9 years	75	15%	22%	14%	16%	15%	14%	14%	14%	16%	12%	22%	17%	13%
10-19 years	103	21%	18%	17%	18%	26%	23%	17%	16%	18%	27%	17%	19%	15%
20 or more	197	39%	21%	57%	39%	32%	38%	36%	51%	39%	38%	49%	35%	56%
Prefer not to respond	9	2%	2%	-	1%	6%	2%	2%	3%	1%	3%	5%	3%	-
53. Current student														
Yes	72	14%	30%	3%	15%	19%	20%	17%	14%	15%	13%	11%	21%	2%
No	420	84%	70%	97%	84%	77%	79%	78%	81%	84%	86%	81%	78%	94%
Prefer not to respond	7	1%	-	1%	1%	4%	1%	4%	5%	1%	1%	8%	1%	4%
53. Current student														
Yes	72	14%	30%	3%	15%	19%	20%	17%	14%	15%	13%	11%	21%	2%
No/PNR	428	86%	70%	97%	85%	81%	80%	83%	86%	85%	87%	89%	79%	98%
54. HH Income														
Less than \$25,000	44	9%	20%	2%	11%	13%	5%	6%	6%	11%	5%	3%	11%	-
\$25,000 to \$50,000	68	14%	23%	11%	15%	16%	7%	30%	11%	15%	12%	10%	12%	15%
\$50,000 to \$75,000	45	9%	7%	9%	10%	9%	9%	11%	4%	10%	8%	3%	11%	3%
\$75,000 to \$100,000	58	12%	12%	11%	12%	12%	7%	18%	9%	12%	13%	5%	8%	14%
\$100,000 to \$150,000	59	12%	7%	16%	13%	9%	16%	4%	4%	13%	10%	7%	12%	22%
\$150,000+	148	30%	20%	34%	28%	31%	35%	24%	26%	28%	36%	16%	32%	25%
Prefer not to respond	78	16%	13%	17%	11%	10%	20%	7%	40%	11%	15%	56%	13%	20%
54. HH Income														
Less than \$50,000	112	22%	43%	13%	26%	29%	13%	36%	17%	26%	18%	13%	23%	15%
\$50,000 to \$100,000	103	21%	18%	20%	22%	21%	17%	29%	13%	22%	21%	8%	19%	18%
\$100,000 to \$150,000	59	12%	7%	16%	13%	9%	16%	4%	4%	13%	10%	7%	12%	22%
\$150,000+	148	30%	20%	34%	28%	31%	35%	24%	26%	28%	36%	16%	32%	25%
Prefer not to respond	78	16%	13%	17%	11%	10%	20%	7%	40%	11%	15%	56%	13%	20%
55. Education (Self-ID)														
Some grade school	2	0%	-	1%	0%	-	-	-	1%	0%	-	2%	0%	-
Some high school	9	2%	2%	3%	2%	5%	-	-	1%	2%	1%	2%	2%	4%
Graduated high school	32	6%	10%	3%	6%	5%	9%	-	6%	9%	9%	-	8%	6%
Technical or Vocational school	31	6%	7%	4%	7%	3%	3%	10%	10%	7%	4%	7%	6%	6%
Some college or less than four-year degree	123	25%	33%	17%	26%	33%	11%	21%	21%	26%	23%	21%	28%	28%

	n	Sample			49. Children in HH		53. Current student		55. Education (Self-ID)		50. Homeowner (Self-ID)		52. Duration of residence in Davis	
		%	NPP/Other	Non-Voters	Yes	No/(DK)	Yes	No/PNR	< 4-year degree	4 year degree +	Homeowner	Renter/Other	Less than 10 years	10+ years
Number of cases	500		101	79	168	332	72	428	224	276	265	235	191	309
Row percent		100%	20%	16%	34%	66%	14%	86%	45%	55%	53%	47%	38%	62%
Davis														
1-4 years	93	19%	25%	10%	15%	21%	35%	16%	21%	17%	10%	28%	49%	-
5-9 years	75	15%	14%	11%	17%	14%	9%	16%	14%	16%	12%	19%	39%	-
10-19 years	103	21%	21%	27%	34%	14%	29%	19%	22%	19%	25%	15%	-	33%
20 or more	197	39%	37%	46%	31%	44%	14%	44%	34%	44%	51%	26%	-	64%
Prefer not to respond	9	2%	-	3%	1%	3%	5%	1%	2%	1%	1%	3%	-	3%
53. Current student														
Yes	72	14%	13%	3%	8%	18%	100%	-	20%	10%	4%	26%	20%	11%
No	420	84%	84%	97%	91%	81%	-	98%	78%	89%	96%	71%	79%	87%
Prefer not to respond	7	1%	3%	-	1%	2%	-	2%	2%	1%	-	3%	1%	2%
53. Current student														
Yes	72	14%	13%	3%	8%	18%	100%	-	20%	10%	4%	26%	20%	11%
No/PNR	428	86%	87%	97%	92%	82%	-	100%	80%	90%	96%	74%	80%	89%
54. HH Income														
Less than \$25,000	44	9%	13%	3%	2%	12%	33%	5%	13%	5%	1%	18%	16%	4%
\$25,000 to \$50,000	68	14%	16%	14%	8%	16%	15%	13%	14%	13%	4%	24%	23%	8%
\$50,000 to \$75,000	45	9%	6%	9%	9%	9%	13%	8%	7%	11%	6%	12%	7%	10%
\$75,000 to \$100,000	58	12%	15%	19%	11%	12%	-	14%	11%	13%	10%	13%	11%	12%
\$100,000 to \$150,000	59	12%	8%	10%	12%	11%	-	14%	10%	13%	16%	7%	10%	13%
\$150,000+	148	30%	24%	30%	47%	21%	13%	32%	27%	32%	47%	10%	27%	31%
Prefer not to respond	78	16%	19%	16%	10%	18%	26%	14%	18%	13%	16%	15%	6%	21%
54. HH Income														
Less than \$50,000	112	22%	29%	16%	10%	29%	48%	18%	28%	18%	5%	42%	39%	12%
\$50,000 to \$100,000	103	21%	21%	28%	20%	21%	13%	22%	17%	23%	16%	26%	18%	22%
\$100,000 to \$150,000	59	12%	8%	10%	12%	11%	-	14%	10%	13%	16%	7%	10%	13%
\$150,000+	148	30%	24%	30%	47%	21%	13%	32%	27%	32%	47%	10%	27%	31%
Prefer not to respond	78	16%	19%	16%	10%	18%	26%	14%	18%	13%	16%	15%	6%	21%
55. Education (Self-ID)														
Some grade school	2	0%	1%	-	1%	0%	-	0%	1%	-	1%	-	0%	0%
Some high school	9	2%	1%	2%	2%	2%	3%	2%	4%	-	2%	2%	2%	2%
Graduated high school	32	6%	2%	6%	7%	6%	15%	5%	14%	-	6%	6%	4%	8%
Technical or Vocational school	31	6%	10%	-	6%	6%	3%	7%	14%	-	5%	7%	6%	6%
Some college or less than four-year degree	123	25%	21%	16%	24%	25%	39%	22%	55%	-	20%	29%	29%	22%



	n	%	54. HH Income					Prefer not to respond	38. Interacted with Davis police in past 2 years		4. Davis Right direction/Wrong track		6. Rating: Job City of Davis is doing to provide city services		7. Satisfact
			Less than \$50,000	\$50,000 to \$100,000	\$100,000 to \$150,000	\$150,000+	Yes		No	Right Direction	Wrong Track	Satisfied	Dissatisfied	Satisfied	
Number of cases	500		112	103	59	148	78	255	245	344	152	383	115	437	
Row percent		100%	22%	21%	12%	30%	16%	51%	49%	69%	30%	77%	23%	87%	
Davis															
1-4 years	93	19%	37%	18%	9%	17%	4%	20%	17%	23%	9%	21%	13%	19%	
5-9 years	75	15%	21%	10%	18%	16%	11%	17%	13%	16%	12%	16%	12%	15%	
10-19 years	103	21%	9%	24%	21%	27%	21%	21%	20%	20%	21%	20%	20%	20%	
20 or more	197	39%	25%	41%	45%	39%	55%	39%	40%	34%	53%	36%	52%	38%	
Prefer not to respond	9	2%	-	2%	-	-	9%	1%	3%	1%	3%	2%	3%	2%	
53. Current student															
Yes	72	14%	31%	9%	-	6%	24%	14%	15%	15%	12%	16%	11%	14%	
No	420	84%	67%	91%	100%	94%	70%	85%	83%	84%	84%	84%	85%	85%	
Prefer not to respond	7	1%	2%	-	-	-	6%	1%	2%	1%	3%	1%	4%	1%	
53. Current student															
Yes	72	14%	31%	9%	-	6%	24%	14%	15%	15%	12%	16%	11%	14%	
No/PNR	428	86%	69%	91%	100%	94%	76%	86%	85%	85%	88%	84%	89%	86%	
54. HH Income															
Less than \$25,000	44	9%	39%	-	-	-	-	10%	7%	7%	13%	9%	7%	8%	
\$25,000 to \$50,000	68	14%	61%	-	-	-	-	13%	14%	18%	5%	16%	6%	14%	
\$50,000 to \$75,000	45	9%	-	43%	-	-	-	9%	9%	9%	8%	10%	5%	9%	
\$75,000 to \$100,000	58	12%	-	57%	-	-	-	11%	12%	11%	14%	12%	10%	13%	
\$100,000 to \$150,000	59	12%	-	-	100%	-	-	10%	14%	12%	9%	11%	15%	11%	
\$150,000+	148	30%	-	-	-	100%	-	32%	27%	30%	29%	29%	31%	30%	
Prefer not to respond	78	16%	-	-	-	-	100%	14%	18%	13%	22%	12%	26%	14%	
54. HH Income															
Less than \$50,000	112	22%	100%	-	-	-	-	24%	21%	24%	17%	25%	13%	22%	
\$50,000 to \$100,000	103	21%	-	100%	-	-	-	20%	21%	20%	22%	22%	15%	22%	
\$100,000 to \$150,000	59	12%	-	-	100%	-	-	10%	14%	12%	9%	11%	15%	11%	
\$150,000+	148	30%	-	-	-	100%	-	32%	27%	30%	29%	29%	31%	30%	
Prefer not to respond	78	16%	-	-	-	-	100%	14%	18%	13%	22%	12%	26%	14%	
55. Education (Self-ID)															
Some grade school	2	0%	-	1%	-	-	1%	0%	0%	0%	1%	0%	-	0%	
Some high school	9	2%	2%	-	3%	2%	1%	3%	0%	2%	2%	1%	3%	2%	
Graduated high school	32	6%	4%	4%	3%	10%	10%	8%	5%	7%	3%	7%	5%	7%	
Technical or Vocational school	31	6%	6%	7%	10%	5%	5%	8%	4%	6%	6%	6%	7%	6%	
Some college or less than four-year degree	123	25%	41%	24%	22%	16%	20%	24%	26%	23%	28%	25%	23%	24%	

	n	%	ion: Overall	8. Satisfaction: Overall		20. Satisfaction: The		21. Satisfaction: Policing		30. Crime in Davis compared to a			31. Agree: I am	
			of life	safety of the city		safety of streets, sidewalks and pedestrian and bike paths		in Davis		year ago			confident that Davis' leaders are able to solve difficult problems as they arise	
			Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Worse	Same/ (DK/Ref)	Better	Agree	Disagree
Number of cases	500		63	385	114	368	132	350	146	227	250	24	296	201
Row percent		100%	13%	77%	23%	74%	26%	70%	29%	45%	50%	5%	59%	40%
Davis														
1-4 years	93	19%	16%	21%	11%	21%	12%	19%	17%	13%	24%	17%	23%	12%
5-9 years	75	15%	14%	15%	16%	14%	19%	14%	18%	17%	13%	15%	18%	12%
10-19 years	103	21%	21%	21%	18%	22%	17%	21%	21%	18%	23%	21%	20%	21%
20 or more	197	39%	47%	35%	54%	36%	49%	38%	41%	48%	32%	32%	32%	50%
Prefer not to respond	9	2%	-	2%	1%	2%	2%	2%	2%	2%	2%	3%	2%	1%
53. Current student														
Yes	72	14%	17%	16%	11%	16%	10%	11%	24%	13%	14%	26%	15%	15%
No	420	84%	78%	84%	86%	83%	87%	88%	74%	85%	84%	74%	85%	82%
Prefer not to respond	7	1%	5%	1%	4%	1%	3%	1%	2%	1%	2%	-	-	4%
53. Current student														
Yes	72	14%	17%	16%	11%	16%	10%	11%	24%	13%	14%	26%	15%	15%
No/PNR	428	86%	83%	84%	89%	84%	90%	89%	76%	87%	86%	74%	85%	85%
54. HH Income														
Less than \$25,000	44	9%	16%	8%	10%	9%	8%	6%	15%	6%	10%	16%	6%	12%
\$25,000 to \$50,000	68	14%	8%	15%	8%	16%	7%	14%	13%	14%	14%	8%	16%	10%
\$50,000 to \$75,000	45	9%	9%	9%	8%	10%	6%	10%	7%	10%	8%	10%	10%	8%
\$75,000 to \$100,000	58	12%	3%	12%	11%	12%	11%	13%	9%	13%	11%	3%	13%	10%
\$100,000 to \$150,000	59	12%	14%	11%	13%	11%	13%	12%	11%	12%	13%	5%	12%	12%
\$150,000+	148	30%	24%	30%	30%	28%	34%	32%	23%	27%	32%	24%	31%	28%
Prefer not to respond	78	16%	26%	14%	21%	14%	21%	13%	21%	18%	12%	34%	13%	20%
54. HH Income														
Less than \$50,000	112	22%	24%	24%	18%	25%	15%	20%	28%	20%	24%	24%	23%	22%
\$50,000 to \$100,000	103	21%	12%	21%	19%	22%	17%	23%	17%	23%	19%	14%	23%	18%
\$100,000 to \$150,000	59	12%	14%	11%	13%	11%	13%	12%	11%	12%	13%	5%	12%	12%
\$150,000+	148	30%	24%	30%	30%	28%	34%	32%	23%	27%	32%	24%	31%	28%
Prefer not to respond	78	16%	26%	14%	21%	14%	21%	13%	21%	18%	12%	34%	13%	20%
55. Education (Self-ID)														
Some grade school	2	0%	-	0%	-	0%	1%	0%	-	1%	-	-	0%	0%
Some high school	9	2%	1%	1%	3%	1%	3%	1%	4%	2%	1%	-	2%	2%
Graduated high school	32	6%	-	7%	3%	8%	2%	7%	6%	4%	8%	12%	7%	6%
Technical or Vocational school	31	6%	9%	6%	6%	6%	7%	6%	6%	5%	7%	-	8%	4%
Some college or less than four-year degree	123	25%	30%	24%	25%	25%	24%	26%	22%	27%	21%	34%	23%	26%

		n	%	32. Agree: My interactions with Davis police have been positive		33. Agree: I would feel comfortable calling the police in an emergency		34. Agree: I am worried about being a victim of crime in Davis		35. Agree: the Davis Police Department is over-funded		36. Agree: Davis police respond promptly to 911 calls		37. Agree: Davis would benefit from additional police officers patrolling the city	
				Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
Number of cases		500		412	86	422	78	208	292	196	297	424	58	274	222
Row percent			100%	82%	17%	84%	16%	42%	58%	39%	59%	85%	12%	55%	44%
Davis	1-4 years	93	19%	18%	22%	17%	29%	13%	22%	23%	16%	19%	16%	11%	28%
	5-9 years	75	15%	13%	22%	14%	20%	18%	13%	13%	16%	16%	7%	14%	17%
	10-19 years	103	21%	21%	17%	22%	14%	17%	23%	21%	20%	19%	24%	18%	23%
	20 or more	197	39%	40%	35%	42%	24%	47%	34%	31%	45%	39%	48%	53%	22%
	Prefer not to respond	9	2%	2%	3%	2%	3%	2%	2%	3%	1%	2%	-	2%	2%
53. Current student	Yes	72	14%	11%	29%	11%	33%	10%	18%	23%	9%	13%	27%	6%	25%
	No	420	84%	87%	70%	87%	66%	88%	81%	76%	90%	85%	71%	92%	74%
	Prefer not to respond	7	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	2%	1%
53. Current student	Yes	72	14%	11%	29%	11%	33%	10%	18%	23%	9%	13%	27%	6%	25%
	No/PNR	428	86%	89%	71%	89%	67%	90%	82%	77%	91%	87%	73%	94%	75%
54. HH Income	Less than \$25,000	44	9%	6%	22%	6%	23%	7%	10%	14%	5%	7%	19%	4%	14%
	\$25,000 to \$50,000	68	14%	14%	10%	13%	17%	15%	12%	19%	10%	15%	5%	10%	18%
	\$50,000 to \$75,000	45	9%	8%	13%	9%	9%	9%	9%	10%	8%	9%	11%	7%	11%
	\$75,000 to \$100,000	58	12%	13%	5%	12%	8%	12%	11%	9%	13%	12%	10%	14%	9%
	\$100,000 to \$150,000	59	12%	12%	11%	13%	6%	12%	11%	10%	13%	12%	5%	14%	10%
	\$150,000+	148	30%	32%	17%	33%	12%	28%	31%	22%	34%	30%	23%	35%	24%
	Prefer not to respond	78	16%	14%	21%	14%	24%	17%	15%	16%	15%	14%	27%	17%	14%
54. HH Income	Less than \$50,000	112	22%	20%	32%	19%	40%	23%	22%	33%	15%	22%	25%	14%	33%
	\$50,000 to \$100,000	103	21%	21%	19%	21%	17%	21%	20%	19%	21%	21%	21%	21%	20%
	\$100,000 to \$150,000	59	12%	12%	11%	13%	6%	12%	11%	10%	13%	12%	5%	14%	10%
	\$150,000+	148	30%	32%	17%	33%	12%	28%	31%	22%	34%	30%	23%	35%	24%
	Prefer not to respond	78	16%	14%	21%	14%	24%	17%	15%	16%	15%	14%	27%	17%	14%
55. Education (Self-ID)	Some grade school	2	0%	0%	-	0%	-	1%	-	-	1%	0%	-	0%	0%
	Some high school	9	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	-	2%	1%
	Graduated high school	32	6%	7%	4%	7%	5%	3%	9%	7%	6%	6%	9%	5%	9%
	Technical or Vocational school	31	6%	6%	8%	5%	12%	4%	8%	7%	6%	6%	6%	7%	6%
	Some college or less than four-year degree	123	25%	23%	30%	23%	33%	26%	23%	28%	23%	24%	28%	23%	26%

		n	%	Segmentation			
				Agree to both	Agree to over funded and Disagree to additional police	Disagree to over funded and Agree to additional police	Disagree to both
Number of cases		500		50	144	230	75
Row percent			100%	10%	29%	46%	15%
Davis	1-4 years	93	19%	6%	30%	12%	25%
	5-9 years	75	15%	15%	13%	14%	23%
	10-19 years	103	21%	16%	23%	19%	25%
	20 or more	197	39%	54%	23%	53%	21%
	Prefer not to respond	9	2%	3%	3%	1%	1%
53. Current student	Yes	72	14%	5%	30%	6%	16%
	No	420	84%	95%	69%	91%	84%
	Prefer not to respond	7	1%	-	1%	2%	-
53. Current student	Yes	72	14%	5%	30%	6%	16%
	No/PNR	428	86%	95%	70%	94%	84%
54. HH Income	Less than \$25,000	44	9%	3%	18%	5%	6%
	\$25,000 to \$50,000	68	14%	16%	20%	8%	16%
	\$50,000 to \$75,000	45	9%	7%	11%	8%	10%
	\$75,000 to \$100,000	58	12%	20%	6%	12%	16%
	\$100,000 to \$150,000	59	12%	7%	11%	15%	8%
	\$150,000+	148	30%	31%	19%	35%	32%
	Prefer not to respond	78	16%	16%	15%	17%	12%
54. HH Income	Less than \$50,000	112	22%	19%	38%	13%	22%
	\$50,000 to \$100,000	103	21%	27%	17%	20%	26%
	\$100,000 to \$150,000	59	12%	7%	11%	15%	8%
	\$150,000+	148	30%	31%	19%	35%	32%
	Prefer not to respond	78	16%	16%	15%	17%	12%
55. Education (Self-ID)	Some grade school	2	0%	-	-	0%	1%
	Some high school	9	2%	2%	2%	2%	-
	Graduated high school	32	6%	4%	8%	5%	10%
	Technical or Vocational school	31	6%	6%	7%	7%	3%
	Some college or less than four-year degree	123	25%	26%	28%	23%	23%





	n	Sample			49. Children in HH		53. Current student		55. Education (Self-ID)		50. Homeowner (Self-ID)		52. Duration of residence in Davis	
		%	NPP/Other	Non-Voters	Yes	No/(DK)	Yes	No/PNR	< 4-year degree	4 year degree +	Homeowner	Renter/Other	Less than 10 years	10+ years
Number of cases	500		101	79	168	332	72	428	224	276	265	235	191	309
Row percent		100%	20%	16%	34%	66%	14%	86%	45%	55%	53%	47%	38%	62%
			Graduated college or four-year degree (B-A, Graduate or Professional Degree (M-A, Mas											
	126	25%	28%	35%	27%	24%	23%	26%	-	46%	18%	33%	27%	24%
	150	30%	32%	30%	28%	31%	14%	33%	-	54%	42%	17%	25%	33%
	28	6%	6%	12%	6%	5%	4%	6%	13%	-	5%	6%	6%	5%
55. Education (Self-ID)			< 4-year degree											
	224	45%	40%	36%	46%	44%	63%	42%	100%	-	40%	51%	48%	43%
	276	55%	60%	64%	54%	56%	37%	58%	-	100%	60%	49%	52%	57%
56. Ethnicity (Multiple Response)			Hispanic											
	65	13%	9%	25%	16%	12%	17%	12%	16%	11%	11%	15%	12%	13%
	317	63%	53%	45%	57%	67%	67%	63%	64%	63%	60%	67%	70%	59%
	24	5%	6%	6%	5%	5%	6%	5%	4%	5%	4%	6%	6%	4%
	81	16%	18%	14%	20%	14%	22%	15%	9%	22%	17%	15%	16%	17%
	28	6%	9%	5%	5%	6%	7%	5%	6%	5%	6%	5%	5%	6%
	38	8%	12%	8%	8%	8%	6%	8%	10%	6%	7%	8%	6%	9%
56. Ethnicity			White											
	317	63%	53%	45%	57%	67%	67%	63%	64%	63%	60%	67%	70%	59%
	145	29%	35%	46%	36%	26%	27%	29%	26%	32%	33%	25%	24%	32%
	38	8%	12%	8%	8%	8%	6%	8%	10%	6%	7%	8%	6%	9%
Zip code			East (95618)											
	209	42%	40%	43%	49%	38%	35%	43%	45%	39%	46%	37%	34%	47%
	291	58%	60%	57%	51%	62%	65%	57%	55%	61%	54%	63%	66%	53%
Segmentation			Agree to both											
	50	10%	9%	17%	11%	9%	3%	11%	10%	10%	10%	10%	7%	12%
	144	29%	26%	24%	25%	31%	60%	24%	30%	28%	18%	41%	39%	23%
	230	46%	49%	38%	50%	44%	20%	50%	44%	47%	58%	33%	33%	54%
	75	15%	16%	22%	14%	16%	17%	15%	16%	15%	14%	16%	21%	11%









		n	%	Segmentation			
				Agree to both	Agree to over funded and Disagree to additional police	Disagree to over funded and Agree to additional police	Disagree to both
Number of cases		500		50	144	230	75
Row percent			100%	10%	29%	46%	15%
	Graduated college or four-year degree (B-A)	126	25%	30%	26%	23%	25%
	Graduate or Professional Degree (M-A, Mas)	150	30%	25%	26%	34%	29%
	Prefer not to respond	28	6%	6%	2%	6%	10%
55. Education (Self-ID)	< 4-year degree	224	45%	45%	47%	43%	46%
	4 year degree +	276	55%	55%	53%	57%	54%
56. Ethnicity (Multiple Response)	Hispanic	65	13%	24%	14%	12%	7%
	White	317	63%	42%	72%	59%	75%
	Black	24	5%	7%	5%	5%	5%
	Asian	81	16%	22%	19%	18%	1%
	Something else (Refused)	28	6%	2%	6%	7%	3%
	(Refused)	38	8%	9%	3%	9%	11%
56. Ethnicity	White	317	63%	42%	72%	59%	75%
	Non-White	145	29%	49%	26%	31%	14%
	Unknown/(Ref)	38	8%	9%	3%	9%	11%
Zip code	East (95618)	209	42%	50%	32%	44%	48%
	West (95616)	291	58%	50%	68%	56%	52%
Segmentation	Agree to both	50	10%	100%	-	-	-
	Agree to over funded and Disagree to additional police	144	29%	-	100%	-	-
	Disagree to over funded and Agree to additional police	230	46%	-	-	100%	-
	Disagree to both	75	15%	-	-	-	100%