

DOWNTOWN  
REVITALIZATION &  
ECONOMIC  
ASSISTANCE FOR  
MISSOURI

December 2011

# COMMUNITY TELEPHONE SURVEY REPORT

FINAL SURVEY  
FINDINGS & RESULTS

California, Missouri



**PCAV** PLANNERS





## ACKNOWLEDGMENTS



DOWNTOWN REVITALIZATION AND ECONOMIC  
ASSISTANCE FOR MISSOURI (DREAM)  
PROGRAM SPONSORS:



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## SECTION I

### METHODOLOGY

#### COMMUNITY SURVEY

- Three hundred (300) interviews were completed from a random telephone sample of residents of California, Missouri.
- The margin of error for this survey is  $\pm 5.7\%$ .
- The survey consisted of 69 questions and took, on average, almost 15 minutes to complete.
- Fieldwork was conducted through August 29, 2011 by Customer Research International (CRI) located in Austin, Texas.
  - CRI fields all studies from its outbound call center in San Marcos, TX at 135 S Guadalupe Street. Interviewers dial from 4:00 PM to 9:00 PM weeknights, 10:00 AM to 6:00 PM on Saturdays, and 1:00 PM to 7:00 PM on Sundays.
  - Interviews were conducted using computer-assisted telephone interviewing (CATI) software. This CATI software ensures all questions were asked correctly and all logic and skip patterns were implemented properly.
  - The electronic telephone sample was randomized and de-duped to ensure each household was only represented once. Telephone numbers were distributed equally among ten separate replicate groups. Telephone numbers were deemed exhausted once five calling attempts were made or an ending call result was encountered (completed survey, disconnected phone, terminate, refusal, etc.). There was a minimum of 1.5 hours between each call attempt.
  - Project supervisors validated 10% of each interviewer's completed surveys by calling back the respondent and verifying specific responses. Additionally, supervisors continually monitored live calls through CRI's call monitoring system in order to ensure proper interviewing procedures were maintained.

**CRI DAILY REPORT**  
**UNI112 - DREAM Initiative - California Community Questionnaire**  
**Cumulative Thru 8/29/11**

		<u>Dials</u>	
No Answer		2944	44.47%
Phone busy		228	3.44%
Disconnected Phone		364	5.50%
Business/Government		112	1.69%
Respondent Not Available		788	11.90%
Refusal		193	2.92%
Computer Tone		70	1.06%
Language Problem		27	0.41%
Schedule Callback		34	0.51%
Mid-Interview Terminate		1	0.02%
Answering Machine		1471	22.22%
Terminate - No One in Household 18 or Older		10	0.15%
Overquota - Age		78	1.18%
<b>Completes</b>	<b>(Quota = 300)</b>	<b>300</b>	<b>4.53%</b>
<b>TOTAL DIALS</b>		<b>6620</b>	<b>100.00%</b>
<b>Incidence:</b>		<b>77.38%</b>	
<b>Length:</b>		<b>14.61 min.</b>	

## SECTION II

### EXECUTIVE SUMMARY

#### A. KEY POINTS: PRIORITIES AND FEEDBACK

- ◆ Respondents placed the highest priority on “attracting more small businesses.”
- ◆ Most respondents indicated that they visited Business 50 area and Highway 87/Oak street area most frequently and most often utilize the business district for dining, conducting business and shopping.
- ◆ Respondents gave very high marks to “safety during the day,” “convenient parking,” and “convenient business hours.” The California business district “entertainment options” and “condition of sidewalks” were the only characteristics viewed unfavorably by a majority of respondents.
- ◆ The vast majority of respondents answered that it was either very or somewhat important for California to retain the business districts historic character.
- ◆ The majority of respondents placed the highest priority on adding “farmer’s market” to business districts, with “clothing stores” second on the list.
- ◆ Among several potential Downtown improvements, only two items were highly rated by majorities: “repairing streets and sidewalks” and “removing of derelict homes and buildings.”
- ◆ A slight plurality of respondents felt that there was no need for more second story living space in business districts.
- ◆ Respondents indicated that they received information about Downtown from a variety of sources, especially through local newspapers and “word-of-mouth.”
- ◆ A strong majority of respondents stated that they would likely vote in favor of a new sales tax to fund business districts development and the amount of the sales tax did not effect support.

#### B. KEY DEMOGRAPHIC INFORMATION

##### By age:

- ◆ Younger respondents (ages 18 to 34) visited California business district more often as compared to other age groups.
- ◆ Younger respondents (ages 18 to 34) answered “improving signage to help people find their way” was a high priority for improvements in the California business district.

- ◆ The local newspaper and word-of-mouth was the top source of information about downtown across all age groups.
- ◆ Although majorities of every age group were supportive of a potential sales tax increase for Downtown development, younger respondents (18 to 34) and respondents in the 35 to 49 age group were more likely to support it than were older respondents.
- ◆ Respondents of all age groups were not very familiar with the state sponsored program DREAM Initiative.
- ◆ When respondents were asked about the one reason they most often visit the California business district, older respondents (50 or older) answered “shopping,” while younger respondents (ages 18 to 34) were considerably more likely to be interested in dining.
- ◆ California residents visit Business 50 area and Highway 87/Oak street business area more often as compared to Courthouse square business area. Although majorities of every age group visited the Business 50 area most frequently, the age group of 35 to 49 were the most likely to have visited compared to other age groups.

#### **By amount of time respondents had lived in California:**

- ◆ More than two-thirds of respondents lived in the California area for more than 20 years.
- ◆ Respondents who lived in the California area for three to five years were the most likely to want to revitalize the Business 50 area and to improve emergency services.
- ◆ California residents visited the Business 50 and Highway 87/Oak Street business area more often as compared to the Courthouse Square business area. Although majorities of every age group visited the Business 50 area and Highway 87/Oak street business area frequently, residents who lived in California area for three to five years were more likely to answer that they visited “somewhat often.”
- ◆ Although most of California residents visited California business districts for activities like shopping, dining, government/post office, respondents who lived in the California area for three to five years visited California business districts most often for shopping and government/post office. Older residents living in the region for eleven to twenty years and more than 20 years visited the business area for dining purposes.
- ◆ Respondents who have lived in the California area for three to five years were the most likely to want family and casual style dining improved.
- ◆ Respondents who had lived in the California area for three to five years and eleven to twenty years were more likely to support a sales tax increase for downtown development than other age groups.

### By income level:

- ◆ Although residents of all income groups visited the business 50 area “often,” residents with incomes that exceeded \$100,000 were the most likely to answer that they visit “often.”
- ◆ When asked the one reason respondents most often visited California business districts, lower income respondents (under \$25,000) answered “shopping.” A “coffee shop” was seen as more of a priority for residents with higher incomes (\$100,000 plus) as compared to other income groups.
- ◆ Improving lighting and adding new parking spaces or lots were seen as more of a priority for residents with lower incomes (under \$25,000) as compared to other income groups.
- ◆ Respondents with higher incomes (\$75,000 to \$99,999 and \$100,000 plus) were considerably more likely to support a sales tax increase for Downtown development, compared to respondents in any other income brackets.

### By gender:

- ◆ When asked about the conditions in California business district area, males were more likely to rate “safety at night” as excellent or good compared to female respondents.
- ◆ Making the area more pedestrian friendly was seen as a higher priority for female residents than men.

## C. COMMUNITY PRIORITIES AND FEEDBACK IN DETAIL

### Priorities for the Community:

#### ✓ Respondents placed the highest priority on “repairing streets and sidewalks.”

At the beginning of the survey, respondents were asked to prioritize five potential improvements that “might to done to improve the quality of life in California” using a 5-point scale, where “5” indicated the improvement should be a top priority and “1” indicated the item should be a very low priority. Of the eight proposed improvements, four were considered to be a priority by a majority of respondents.

- Attracting more small businesses (75.0%, 4-5)
- Repairing major streets (63.3%)
- Revitalizing the Business 50 area (52.7%)
- Attracting more big box retail development (50.7%)

Respondents were less likely to place a priority on:

- Revitalizing the Highway 87/Oak Street business area (47.0%, 4-5)
- Revitalizing the Courthouse Square area (42.3%)
- Improving emergency services (41.3%)
- Upgrading parks and recreation facilities (36.0%)

### Visiting Downtown:

- ✓ Respondents indicated they visited businesses in the Business 50 area the most and visited the Courthouse Square business area the least. Respondents most often utilized the business district for dining.

Respondents were asked how often they visited Courthouse square business area, Highway 87/Oak street business area and Business 50 area. One-third (33.3%) answered that they visited Courthouse square business area "hardly ever," about one-third (32.7%) visited "frequently" and 31.0% visited "somewhat often."

More than half (52.3%) answered that they visit Highway 87/Oak street business area "frequently" and three in ten (29.7%) visited "somewhat often." More than three in four respondents (76.3%) answered that they visit Business 50 area "frequently" and one in five (20.3%) visit "somewhat often." Few (3.0%) answered "hardly ever."

Respondents were then read a list of reasons for visiting the California business district and asked how often they conducted these activities. Respondents indicated they were most likely to visit the business district for a variety of reasons:

- Dining (79.3%, very/somewhat often)
- Conducting business (78.7%)
- Shopping (77.7%)
- Government/Post Office (71.7%)
- Special Events (62.0%)

Two activities had lower levels of participation: "other outdoor recreation, such as walking" (42.7%) and "entertainment" (31.7%).

### Views of the Current California Downtown:

- ✓ Respondents gave very high marks to safety during the day, convenient parking and convenient business hours regarding California business districts. The business district's "entertainment options," "occupied storefronts," and "condition of sidewalks" were viewed unfavorably by majorities of respondents.
- ✓ The vast majority of respondents answered that it is important for California business districts to retain their historic character.

Respondents were read a list of thirteen characteristics of a business district and asked to rate conditions in California.

Ten characteristics were highly rated by a majority:

- Safety during the day (95.3% excellent/good)
- Convenient parking (84.0%)
- Convenient business hours (82.3%)
- Preservation of historic structures (81.0%)
- Dining options (81.0%)
- Safety at night (71.7%)
- Diverse mix of businesses (66.0% excellent/good)
- Signs to help people find their way around (65.3%)
- Available green space (64.7%)
- Condition of streets (57.0%)

Three other characteristics were not highly rated:

- Occupied storefronts (48.0%)
- Conditions of sidewalks (40.0%)
- Entertainment option (21.3%)

Almost nine in ten (89.6%) suggested that it is "very" or "somewhat" important that California work to retain its historic character of its business district. Only 9.0% thought that doing so was "not very" or "not at all" important.

### Priorities for Types of Downtown Businesses:

- ✓ Respondents placed a top priority on adding a "farmer's market."

Respondents were read a list of various businesses that "one might find in California" and asked how high of a priority California should place on bringing each type of business to its own business districts. The highest priority was placed on "farmer's market" (63.0%, 4-5 on a five-point scale).

Five other types of businesses were seen as a high priority to more than two in five of all respondents:

- Clothing stores (60.0%, 4-5)
- Family or casual dining style (50.7%)
- Arcade or other attraction aimed at teenagers (46.3%)
- Ice cream shop (45.0%)

The remaining businesses were a high priority for less than two in five of all respondents:

- Lodging such as hotel motel or bed and breakfast (38.7%, 4-5)
- Fine Dining (38.3%)
- Bookstore (34.0%)
- Coffee shop (26.0%)
- Outdoor dining (24.3%)
- Art galleries and shops (21.3%)
- Antique shops (19.7%)
- Bars/nightclubs (8.3%)

When asked to choose the one business respondents would most like to see in California, a plurality (24.7%) answered "clothing stores," followed by "arcade or other attractions aimed at teenagers" (14.7%) and "family or casual style dining" (12.0%).

### **Priorities for Other Business Districts Improvements:**

- ✓ **Among several potential business districts improvements, respondents were most likely to place a high priority on improving repairing streets and sidewalks.**

Using the same priority scale, respondents were read a list of other improvements that "might be made to a California business districts area," and asked to prioritize each.

Two of the possible improvements were considered a high priority by more than half of all respondents:

- Repairing streets and sidewalks (61.0%, 4-5)
- Removing of derelict homes and buildings (58.7%)

Ten other potential improvements tested in the survey were considered a priority to less than half of respondents:

- Moving utilities underground (47.7%, 4-5)
- Making area more pedestrian-friendly (45.7%)
- Improving building facades and awnings (43.0%)
- Improving signage to help people find their way around (40.3%)
- Improving lighting (36.7%)
- Adding green space and landscaping (32.7%)
- Adopting a uniform zoning code (32.0%)

- Adopting standards or building codes to ensure that business districts' building exteriors have a similar look (28.7%)
- Adding new parking spaces or lots (24.0%)
- Developing second-story residential space (22.0%)

When asked how they felt about California business districts developing upper-floor living space in some California business districts buildings, about two-fifths of respondents (39.3%) felt they should be developed into rental units, 3.7% respondents indicated that they would like to rent a second floor unit in one of the existing buildings, while a plurality (43.7%) indicated that there was no need to develop second floor spaces into residential units.

### **Communication about Downtown:**

- ✓ **Respondents indicated that they received information about California business districts through local newspapers and word-of-mouth.**

When asked to indicate their primary and secondary sources of information about Downtown California, more than three-fifths (67.1%) answered that they get their information (primary and secondary) from "a local newspaper." And more than half (60.9%) answered that "word-of-mouth" is a primary or secondary source of information about Downtown.

### **Possible Sales Tax Increase:**

- ✓ **A solid majority of respondents stated that they would likely vote in favor of a new sales tax to fund business districts' development.**

Respondents were told about an economic development sales tax that was being proposed for California, which would support economic development in both the business districts and the rest of the community and will help fund projects such as street or infrastructure upgrades. They were then asked their likelihood of supporting this sales tax increase. A majority (60.0%) said they would be either "very" or "somewhat likely" to support a sales tax increase, while 36.0% were either "not very" or "not at all" likely to support a sales tax increase. Of those who were supportive of a sales tax increase, we then asked about a sales tax increase of 0.25%, 0.5% and 0.75% (with a split sample so that one-third of the sample received each amount, and 100% respondents said that they would either "very" or "somewhat likely" to support a sales tax increase for each proposed tax rate increase respectively. The amount of the sales tax made no difference in the support level.

Respondents were read three statements about the new highway and asked which was the closest to the way they feel about the issue. Respondents' views were split with 48.0% answering "the new highway will hurt businesses in California by making it easier to shop in Jefferson City," and 41.3% answering "the new highway will help businesses in California by making them more accessible for residents and visitors." A few respondents (10.7%) answered that both of those statements were true.

### **DREAM Initiative Familiarity:**

- ✓ **A majority of respondents answered that they were not familiar with the DREAM Initiative program.**

Respondents were also asked to indicate their level of familiarity with the “DREAM Initiative” program. A majority of respondents (71.0%) indicated that they were “not very” or “not at all familiar” with the state sponsored program. More than one-fourth (27.7%) respondents indicated that they were “very” or “somewhat familiar” with the program.

### **D. DEMOGRAPHIC INFORMATION IN DETAIL**

#### **Visiting Business Districts:**

- ✓ **California residents visited the Business 50 and Highway 87/Oak Street business areas more often as compared to Courthouse square business area. Although majorities of every age group visited Business 50 area most frequently, age group of 35-49 were more likely to visit compared to other age groups.**

When asked how often they visited the Business 50 area, more than four in five (84.8%) respondents in the 35-49 age category indicated that they visit business 50 area “frequently,” compared to smaller percentages in the 18-34 category (66.7%), 35-49 category (75.8%), and 65 or over category (74.8%).

#### **Priorities for Types of Downtown Businesses:**

- ✓ **Male and female priorities differed on several proposed businesses in California’s business districts.**

When read a list of various businesses that “one might find in a business district” and asked how high of a priority California should place on bringing each type of business to its own business districts, more female respondents indicated that the following businesses were a high priority (score of 4-5 on a five-point scale) compared to male respondents:

- Lodging such as hotel, motel or bed and breakfast (40.7% female/36.7% male)
- Ice cream shop (50.0% female/40.0% male)
- Antique shops (22.7% female/16.6% male)
- Art galleries and shops (24.0% female/18.7% male)
- Farmer’s market (70.0% female/56.0% male)
- Clothing stores (67.3% female/52.6% male)
- Arcade or other attraction aimed at teenagers (50.7% female/42.0% male)
- Bookstore (36.7% female/31.4% male)

Men were more likely to prioritize bringing a coffee shop to Downtown (28.7% female/39.3% male).

- ✓ **Younger respondents (18-34) were more interested in a coffee shop and bars/nightclubs.**

Two in five (43.3%) respondents in the 18-34 age category cited adding a “coffee shop” to the business districts as a high priority compared to 24.3% of the 35-49 age group, 27.3% of the 50-64 age group and 20.5% of the 65 or over age group. Respondents ages 18 to 34 (33.3%) were also more likely to prioritize adding bars/night clubs compared to respondents 35 to 49 (3.0%), respondents 50 to 64 (7.4%) and respondents over 65 (5.6%).

### **Communication about California Business Districts:**

- ✓ **Local newspapers and word-of-mouth were much more often cited as a source of information about business districts events and businesses by majority of respondents.**

Residents who live in California area for less than two years received more information about California businesses from word-of-mouth (30.8% primary, 18.2% secondary) and comparatively less from local newspapers (30.8% primary, 0.0% secondary).

### **Possible Sales Tax Increase:**

- ✓ **Respondents 65 or over and those who have lived in the California area less than two years were the least likely to support a sales tax increase for business district development.**

A majority of respondents in every age category were “very” or “somewhat likely” to support a new sales tax, with 52.4% of the 65 or over age group supporting the proposal compared to 70.0% of respondents 18 to 34, 71.2% of respondents 35 to 49 and 57.9% of respondents 50 to 64.

Respondents who have lived in California for two years or less were much less likely to support a potential sales tax (38.5% very/somewhat likely), compared to 72.8% of respondents who have lived in California for three to five years, 56.0% respondents living in California for six to 10 years, 78.3% respondents of who have lived in California for 11 to 20 years and 56.8% respondents who have lived for more than 20 years in California.

### **Ramifications of New Highway:**

- ✓ **Respondents 65 and over were more likely to think the new highway would help businesses, where respondents 18 to 34 were more likely to think the new highway would hurt businesses.**

Almost two-thirds (63.3%) of respondents eighteen to thirty-four answered that the “new highway will hurt businesses in California by making it easier to shop in Jefferson City,” compared to 59.1% of 35 to 49 year olds, 44.2% of 50 to 64 year olds and 41.1% of respondents 65 and over.

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## SECTION II

### OVERVIEW OF DATA

In August 2011, UNICOM•ARC conducted a phone survey of residents of California Missouri. The purpose of the survey was to better understand the area residents' perceptions of and priorities for Downtown California.

Three hundred (300) surveys were completed, and a sample of this size yields an overall error margin of  $\pm 4.9\%$ . This Overview of Data provides overall results of every question asked. We give exact wording of each question, editing only some instructions in the interest of space. Top responses are bolded.

		%
1. Thinking about the California, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	<b>Right direction</b>	<b>72.0%</b>
	Mixed	12.0%
	Wrong direction	9.7%
	Other/don't know	6.3%

**2-9.** I'm going to read a list of things that might be done to improve the quality of life in California. For each of the following items, please tell me how high a priority you would place on each by using a 5-point scale. If you think the item should be a top priority, rate it a 5. If you think it should be a very low priority, rate it a 1.

	Very high priority (5)	Total high priority (4-5)	3	Total low priority (1-2)	Other/don't know
	%	%	%	%	%
2. Revitalizing the Courthouse Square area	22.3%	42.3%	32.0%	24.3%	1.3%
3. Revitalizing the Highway 87/Oak Street business area	23.0%	47.0%	33.0%	17.7%	2.3%
4. Revitalizing the Business 50 area	26.3%	52.7%	28.7%	16.7%	2.0%
5. Repairing major streets	40.0%	63.3%	21.3%	14.3%	1.0%
6. Improving emergency services	22.7%	41.3%	26.7%	28.0%	4.0%
7. Upgrading parks and recreation facilities	18.3%	36.0%	30.3%	33.3%	.3%
8. Attracting more big box retail development	30.0%	50.7%	19.3%	27.7%	2.3%
<b>9. Attracting more small businesses</b>	<b>49.7%</b>	<b>75.0%</b>	<b>15.3%</b>	<b>9.0%</b>	<b>.7%</b>

	%
10. How often do you visit Courthouse square business area?	
Frequently	32.7%
Somewhat often	31.0%
<b>Hardly ever</b>	<b>33.3%</b>
Never	3.0%
Don't know	.0%

	%
<b>Frequently</b>	<b>52.3%</b>
Somewhat often	29.7%
Hardly ever	17.3%
Never	.7%
Don't know	.0%

	%
<b>Frequently</b>	<b>76.3%</b>
Somewhat often	20.3%
Hardly ever	3.0%
Never	.0%
Don't know	.3%

**13-19.** I'd like to ask you some questions about the area that includes the Courthouse Square area, Highway 87/Oak Street area and the Business 50 area. In the rest of the survey, we will use the term California business districts to refer to these three areas. Please tell me how often you visit the California business districts for these activities: very often, somewhat often, not very often or not at all.

	Very often	Very/ somewhat often	Not very/ not at all often	Other/ don't know
	%	%	%	%
13. Shopping	37.3%	77.7%	22.3%	.0%
<b>14. Dining</b>	<b>38.0%</b>	<b>79.3%</b>	<b>20.7%</b>	<b>.0%</b>
15. Entertainment	6.7%	31.7%	68.3%	.0%
16. Other outdoor recreation, such as walking	18.7%	42.7%	57.3%	.0%
17. Special events	18.3%	62.0%	37.7%	.3%
18. Government/post office	31.7%	71.7%	28.3%	.0%
19. Conducting business	36.3%	78.7%	21.3%	.0%

	%
	<b>38.0%</b>
<b>Shopping</b>	
Dining	23.0%
Conducting business	18.0%
Government/post office	8.3%
Other outdoor recreation	2.7%
Special events	2.7%
Entertainment	2.3%
Other/don't know	5.0%

19a. Of the items listed above, which would you say is the one reason you most often visit California business districts?

**20-32.** For each of the following characteristics of a business districts I read, please tell me if you think conditions in California are excellent, good, not so good or poor.

	Excellent	Excellent/ good	Not so good/ poor	Other/ don't know
	%	%	%	%
20. Signs to help people find their way around	6.7%	65.3%	28.0%	6.7%
21. Convenient business hours	10.0%	82.3%	17.0%	.7%
22. Available green space	8.0%	64.7%	27.0%	8.3%
23. Preservation of historic structures	17.0%	81.0%	15.3%	3.7%
24. Occupied storefronts	2.7%	48.0%	50.7%	1.3%
25. Convenient parking	14.0%	84.0%	14.0%	2.0%
26. Diverse mix of businesses	4.3%	66.0%	32.0%	2.0%
27. Dining options	14.0%	81.0%	18.0%	1.0%
28. Entertainment options	2.3%	21.3%	74.0%	4.7%
29. Condition of streets	2.3%	57.0%	42.0%	1.0%
30. Condition of sidewalks	3.7%	40.0%	55.0%	5.0%
<b>31. Safety during the day</b>	<b>24.7%</b>	<b>95.3%</b>	<b>3.0%</b>	<b>1.7%</b>
32. Safety at night	8.7%	71.7%	17.3%	11.0%

	%
Very	43.3%
Somewhat	46.3%
33. How important would you say it is that California work to retain the historic character of its business districts?	
Not very	6.0%
Not at all	3.0%
Other/don't know	1.3%
<b>Very/somewhat important</b>	<b>89.6%</b>
<b>Not very/not at all important</b>	<b>9.0%</b>

**34-46.** I'm going to read a list of the kinds of businesses that one might find in California. For each, please tell me how high a priority California should place on bringing or adding more of that type of business to its business districts. If you think an item should be a top priority, rate it a "5." If you think it shouldn't be a priority at all, rate it a "1."

	Very high priority (5)	Total high priority (4-5)	3	Total low priority (1-2)	Other/ don't know
	%	%	%	%	%
34. Lodging such as hotel, motel or bed and breakfast	20.3%	38.7%	27.3%	32.3%	1.7%
35. Family or casual style dining	27.3%	50.7%	26.3%	21.7%	1.3%
36. Fine dining	17.3%	38.3%	26.0%	34.0%	1.7%
37. Ice cream shop	23.3%	45.0%	26.7%	27.3%	1.0%
38. Antique shops	5.7%	19.7%	33.3%	46.0%	1.0%
39. Art galleries and shops	6.0%	21.3%	28.3%	49.0%	1.3%
<b>40. Farmer's market</b>	<b>32.3%</b>	<b>63.0%</b>	<b>19.0%</b>	<b>17.3%</b>	<b>.7%</b>
41. Clothing stores	32.7%	60.0%	21.3%	17.7%	1.0%
42. Arcade or other attraction aimed at teenagers	24.7%	46.3%	27.3%	23.7%	2.7%
43. Bars/nightclubs	4.0%	8.3%	12.0%	77.0%	2.7%
44. Coffee shop	9.3%	26.0%	26.7%	46.7%	.7%
45. Bookstore	13.3%	34.0%	29.3%	35.7%	1.0%
46. Outdoor dining	10.3%	24.3%	26.0%	48.3%	1.3%

	%
<b>Clothing stores</b>	<b>24.7%</b>
Arcade or other attractions aimed at teenagers	14.7%
Family or casual style dining	12.0%
Farmer's market	9.7%
Fine dining	9.0%
Ice cream shop	9.0%
47. Of the items just listed which business would you most like to see in California?	
Bookstore	2.7%
Lodging such as hotel, motel or bed and breakfast	2.3%
Art galleries and shops	2.0%
Coffee shop	1.3%
Outdoor dining	1.0%
Bars/nightclubs	.7%
Antique shops	.3%
Other/don't know	10.7%

**48-59.** I'm going to read a list of other improvements that might be made to the California business districts. Again, please tell me how high a priority you think each should be for California using the same 5-point scale.

	Very high priority (5)	Total high priority (4-5)	3	Total low priority (1-2)	Other/ don't know
	%	%	%	%	%
48. Adding green space and landscaping	14.7%	32.7%	29.3%	36.0%	2.0%
49. Improving lighting	19.0%	36.7%	29.3%	33.0%	1.0%
50. Moving utilities underground	30.7%	47.7%	21.7%	28.0%	2.7%
51. Adding new parking spaces or lots	10.7%	24.0%	25.7%	49.3%	1.0%
52. Developing second-story residential space	10.3%	22.0%	33.7%	42.3%	2.0%
53. Making the area more pedestrian-friendly	24.0%	45.7%	32.3%	20.0%	2.0%
54. Improving signage to help people find their way around	16.7%	40.3%	29.3%	28.3%	2.0%
55. Improving building facades and awnings	16.3%	43.0%	33.3%	22.7%	1.0%
<b>56. Repairing streets and sidewalks</b>	<b>34.0%</b>	<b>61.0%</b>	<b>23.7%</b>	<b>14.7%</b>	<b>.7%</b>
57. Adopting standards or building codes to ensure that business districts' building exteriors have a similar look	11.0%	28.7%	28.0%	41.3%	2.0%
58. Adopting a uniform zoning code	14.3%	32.0%	23.3%	37.0%	7.7%
59. Removing of derelict homes and buildings	35.0%	58.7%	18.7%	21.3%	1.3%

	%	
61. There has been some discussion about developing upper floor living space in some California business districts. Which of the following statements is closest to the way you feel?	Property owners should turn the second floors of their existing buildings into rental units.	39.3%
	I would like to rent a second floor unit in one of the existing buildings in the business districts.	3.7%
	<b>There is no need for more second story living space in the business districts.</b>	<b>43.0%</b>
	Other/don't know	14.0%

	%	
62A. Other than your own personal knowledge from living in the community, what would you say is your main source of information about California businesses?	<b>Local newspaper</b>	<b>38.0%</b>
	Word-of-mouth	30.3%
	I live in the business district.	5.7%
	Radio	3.7%
	Chamber of Commerce website	.7%
	Television	.7%
	Other - specify	10.3%
None/don't know	10.7%	

	%	
62B. And what is your second most likely source of information?	<b>Word-of-mouth</b>	<b>30.6%</b>
	Local newspaper	29.1%
	Radio	11.2%
	Television	3.7%
	I live in the business district.	3.0%
	Chamber of Commerce website	1.1%
	Other - specify	7.5%
	None/don't know	13.8%

		%
63. Let's assume that an economic development sales tax was proposed for California, which would support development both in the business districts and elsewhere in California and fund projects such as street or other infrastructure improvements. Would you be very likely, somewhat, not very or not at all likely to support such a sales tax?	Very likely	19.3%
	Somewhat likely	40.7%
	Not very likely	16.0%
	Not at all likely	20.0%
	Other/don't know	4.0%
	<b>Very/somewhat likely</b>	<b>60.0%</b>
	<b>Not very/not at all likely</b>	<b>36.0%</b>

		Split sample		
		0.25%	0.5%	0.75%
		%	%	%
63 If that economic development sales tax was a 0.5% (split sample and ask 100 about 0.25%, 0.5% and 0.75%) sales tax increase, would you strongly favor, favor, oppose or strongly oppose this increase?	Strongly favor	8.3%	13.3%	8.3%
	Favor	58.3%	51.7%	55.0%
	Oppose	25.0%	20.0%	25.0%
	Strongly oppose	0.0%	5.0%	3.3%
	Other/don't know	8.3%	10.0%	8.3%
	<b>Strongly/favor</b>	<b>66.6%</b>	<b>65.0%</b>	<b>63.3%</b>
	<b>Strongly/oppose</b>	<b>25.0%</b>	<b>25.0%</b>	<b>28.3%</b>

\* 60 respondents in each category were asked for a sales tax increase of 0.25%, 0.5% and 0.75% respectively.

		%
64. Which of these statements is closest to the way you feel?	<b>The new highway will hurt business in California by making it easier to shop in Jefferson City.</b>	<b>48.0%</b>
	The new highway will help businesses in California by making them more accessible for residents and visitors.	41.3%
	Both	10.7%
	Don't know	.0%

		%
65. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?	Very familiar	4.0%
	Somewhat familiar	23.7%
	Not very familiar	23.0%
	Not at all familiar	48.0%
	Other/don't know	1.3%
	<b>Very/somewhat familiar</b>	<b>27.7%</b>
<b>Not very/not at all familiar</b>	<b>71.0%</b>	

		%
66. In which of the following age groups are you? Are you . .	18 - 34	10.0%
	35 - 49	22.0%
	50 - 64	31.7%
	65 and over	35.7%
	Other/don't know/refused	.7%

		%
67. How long have you lived in the California area?	0 - 2 years	4.3%
	3 - 5 years	3.7%
	6 - 10 years	8.3%
	11 - 20 years	15.3%
	More than 20 years	68.0%
	Other/don't know	.3%

		%
68. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2010. Just stop me when I get to your category.	Under \$25,000	14.3%
	\$25,000 to \$49,999	32.0%
	\$50,000 to \$74,999	18.0%
	\$75,000 to \$99,999	12.3%
	\$100,000 plus	7.3%
	Other/don't know/refused	16.0%

		%
69. GENDER	Male	50.0%
	Female	50.0%

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## SECTION IV

### RESPONSE TO OPEN-ENDED QUESTIONS

**60. Are there any other improvements you think should be made to California business districts?**

Add a Walmart. 3

Adding a movie theatre.

Adding a Walmart, a smaller Walmart not a supercenter; organize the downtown in a more uniform way.

Adding movie theatre.

Better lighting at night.

Better police patrol - they are way out on the highway 50 too much and don't pay attention to the business districts and when they do they are more harassing than helping.

Bring the train stop back to California.

Business owners must be required to keep their areas clean.

Clean up at the four way stop at the intersection of 50 and 87.

Clothing store and shoe store.

Easier way to merge off of new highway heading into California.

Every small business that opens up isn't supported; they go elsewhere to shop; I'm hoping the dream initiative helps small businesses.

Fill in gaps in historic lighting.

Fill up some of the empty buildings.

Finish the high school football field.

Fix the alley alongside my house.

Fix up the streets.

General cleanup in terms of the old buildings and things; we have buildings that are vacant and empty but there needs to be a general cleanup.

I think the city police department should start enforcing the city ordinances and stop giving people special treatment.

I think there should be more than one entry and exit to the high school.

I think they need to expand their library; they need something like a Walmart because the closest one is like 20 miles away.

I would like to see them improve the old hospital into a nice apartment for the elderly and downtown we used to have a lot of businesses that aren't there anymore; the downtown could take some improvement.

Improve the city police department.

Improved signage on the new 50, don't want people to bypass because they don't know what's there.

It would be nice to have a college here.

Just need better businesses in the place; a better variety.

Keep the government out of it.

Large department stores but you don't want this for a small town; longer business hours or later at night; most people work in Jefferson City and when they get home it is closed.

Less government; pretty much let the state do what they do best and leave us alone.

Longer business hours.

More business come in; hardware store.

More businesses in general.

More businesses; fix vacant buildings; the historic homes we have and check conditions; fix sidewalks.

More cheap advertisement.

More entertainment; roller rink; slide for the pool.

More industries; businesses.

More movie rental places.

More name brand stores.

More public transportation like trains and buses and taxis.

More retail businesses.

More security and police activity.

More shopping options.

More small businesses.

More stores to shop.

More variety of retail and service options; there is only one place in town that you can get a picture frame; there is a shopping center on the other side of town so we don't go there; it is just the hwy 50 through town is so far and so long so we go to Jefferson City; there is no easy way to get to the other side of town.

Neatness and i think they need color; don't like gaudy stuff.

Need a better shopping area, can't buy decent shoes, a dress or even a spool of thread..

Need a recycling spot; now is impossible to recycle.

Need to add more flower boxes or planters so that flowers can grow in them; beautification and clean it up; make it attractive to the eye.

New sidewalks, more diverse shops.

One of the best things that could happen to the districts is to change 87 highway so that it comes down industrial road into the center of town so it would be more convenient to everybody.

Put a Dairy Queen back in.

Regulations for a few radical groups.

Resurfacing curbs and gutters.

Roadway at the intersection of Highway 87 and Business 50 is not big enough for the 18 wheelers to make wide turns and there is a bump on Highway 87 in the middle of the intersection with hardly any blacktop.

Some of the places don't look so good; making the buildings as you go through town look better.

Speed limit signs.

Storm water stuff; there are places where it floods real bad when it rains; storm drainage is kind of not up to stuff in places.

Take 87 around California.

The only thing that I could think of and MODOT would have to do this because they maintain business 50 I think a turn lane in the middle of town would be best for us because the traffic makes it hard to get through town i think a turn lane would be a big deal for town from the stop light west to about the village green area.

The sewer system stinks; it doesn't work; the drainage system is horrible; peoples' homes get flooded; our house flooded three times in one year; we were going to sue the city for this; lots of people's houses are getting flooded.

They have strong water drainage which is a pretty major thing.

They should get rid of all the dead businesses; there are a lot of businesses there that are just there for a tax ride; the location for the high school is bad; they need to come up with a back road just in case of any danger; it is up on the hill; they over price everything they have; which pushes people away to surrounding cities.

They should get rid of the cars that are at the four-way or making them look nicer.

Trash needs to be picked up in the yard; keep yards mowed; friendlier policeman.

Wal-mart; a Christian fellowship center.

We have a lot of Hispanics living here and houses are rented to people that are more than one family living in the house and cars are parked everywhere.

We need a new courthouse; more entertainment and options for the kids and young adults.

We need clothing stores and access to larger stores; we need more choices to buy things like stationary, books, and things like that; we need more diversified businesses; shoe stores we also need.

We need crosswalks and signal lights for the kids at school; we also need a Walmart; the police will not do anything about anything.

We need more entertainment for adults and teenagers.

We need to get people to shop in California; we should get a Walmart so that other businesses follow.

Would like to see more businesses there.

**62a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about California businesses?**

Personal experience.	3
Coffee shop.	2
Internet.	2
Phone book.	2

Actually going to the districts.

Always around the business area.

At place of employment.

Buying stuff from them.

City Hall.

CMCA helps people find jobs and has information about jobs in the area.

Cop.

Driving around town.

Driving by.

Going to the businesses.

Good business hours.

I own four businesses in California.

I work for the city.

I've lived here for fifty years.

My profession.

Observation.

Own a business here.

Personal observation.

Telephone book.

Trust in the people that are here.

Visibility drive by.

Work in district.

**62b. And what is your second most likely source of information?**

Internet. 3

Chamber of commerce. 2

Driving through town.

Going out.

Going to the stores.

How they represent themselves.

Internet not specific.

Just driving by.

Library.

Local realtor.

My banker.

Personal observation.

School.

Talking to the mayor.

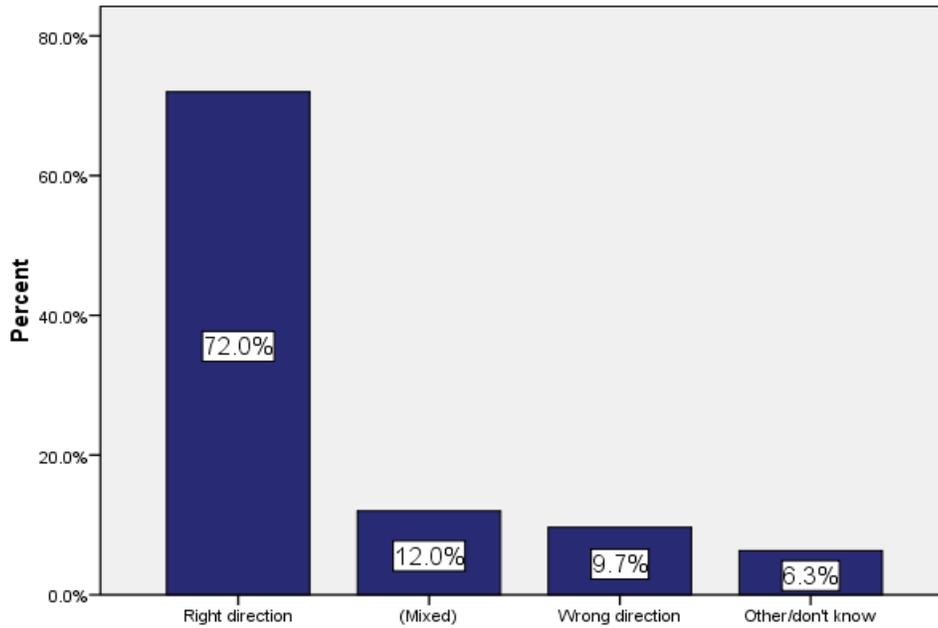
Telephone book.

What I see when I'm in town.

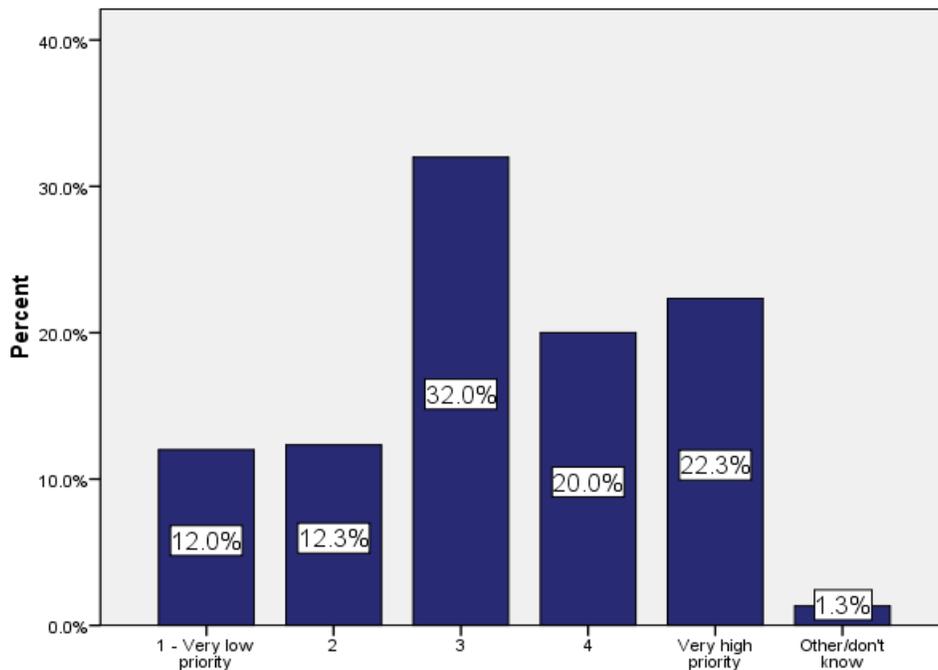
Working for the county.

## SECTION V

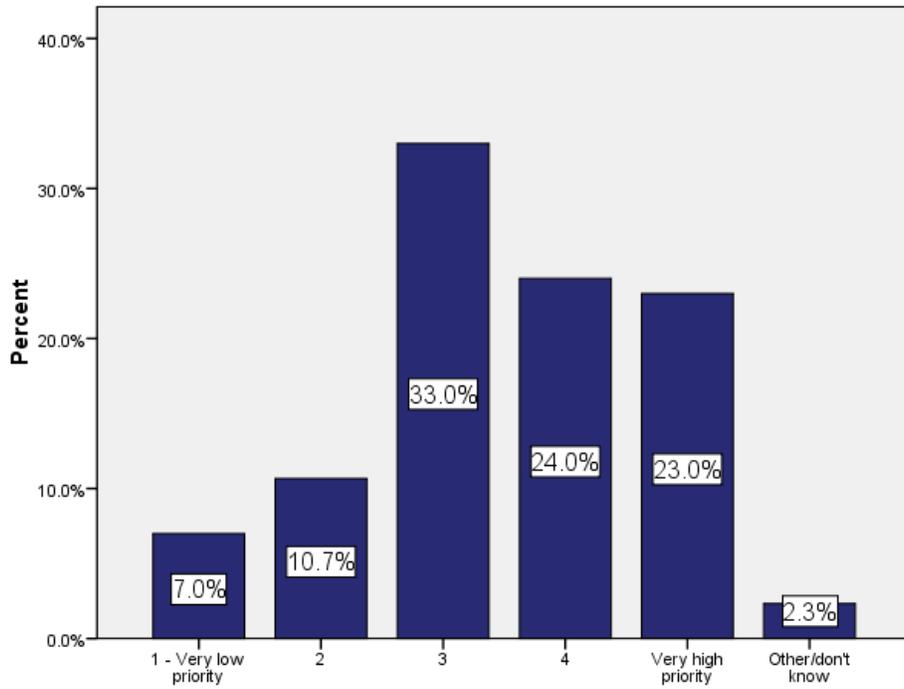
### BAR CHARTS



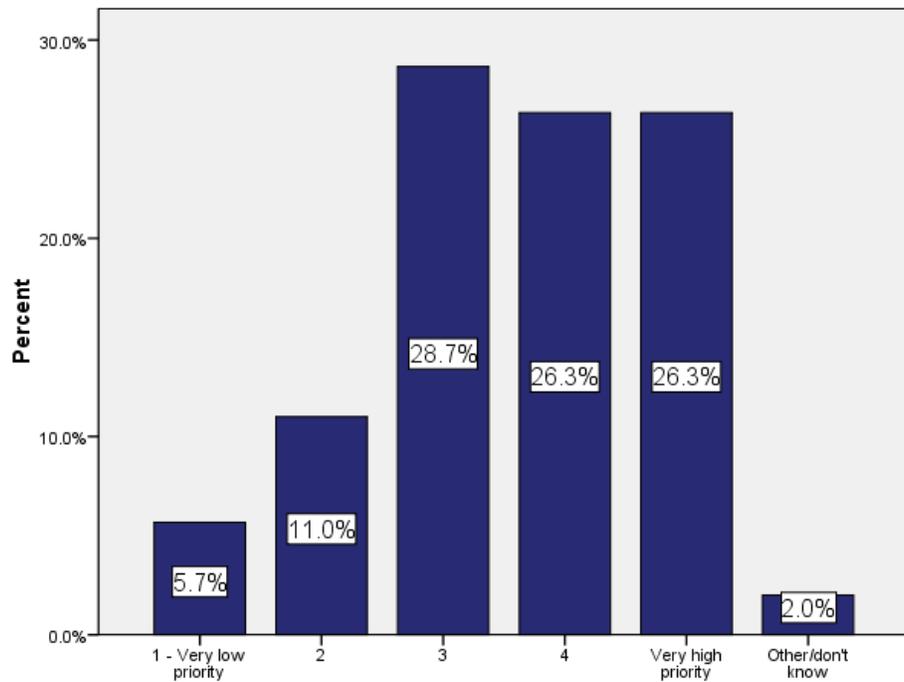
**1. Thinking about the California, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?**



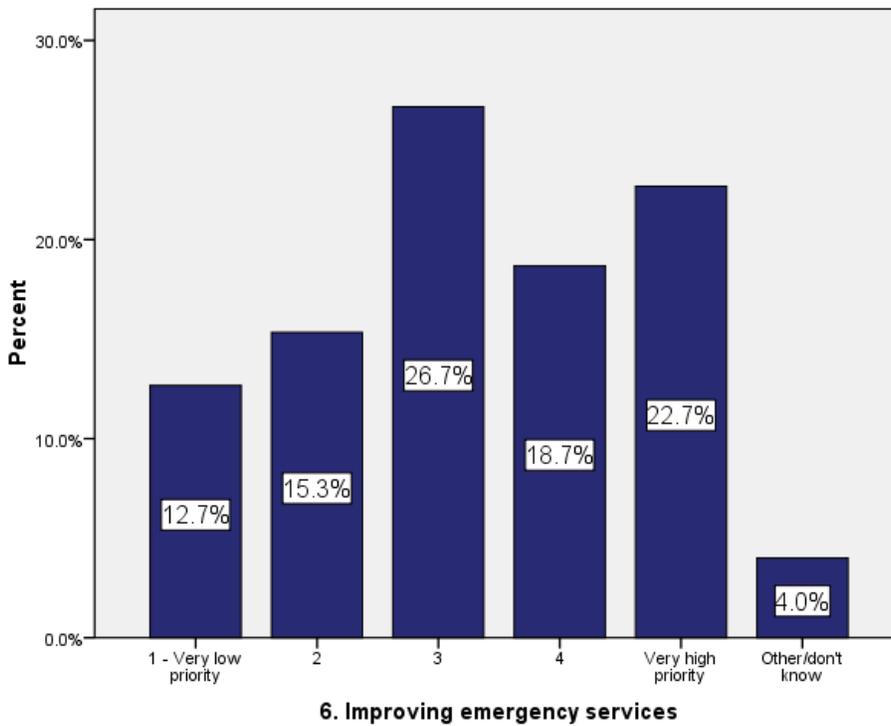
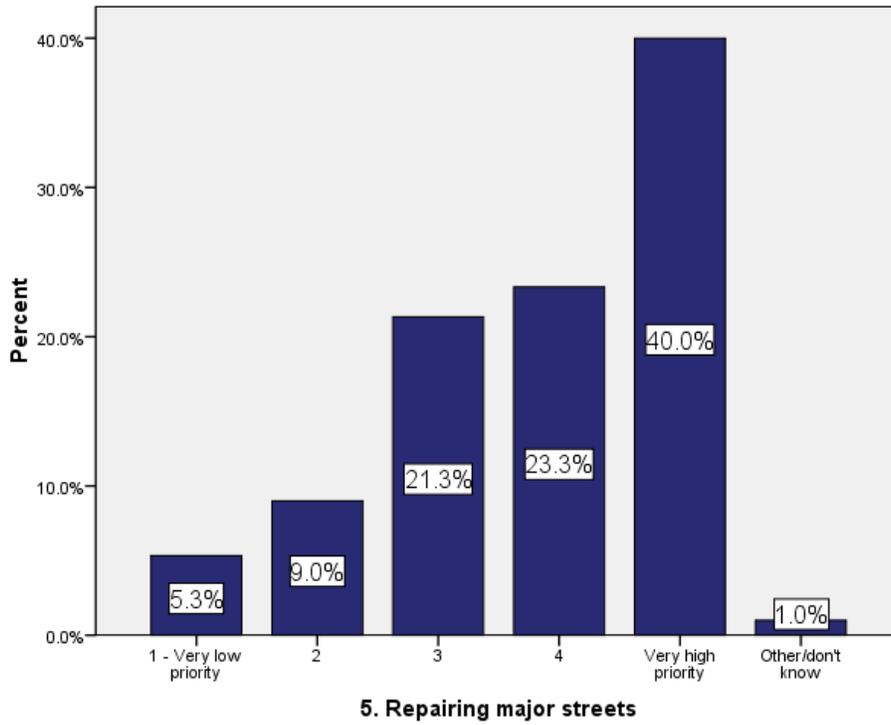
**2. Revitalizing the Courthouse Square area**

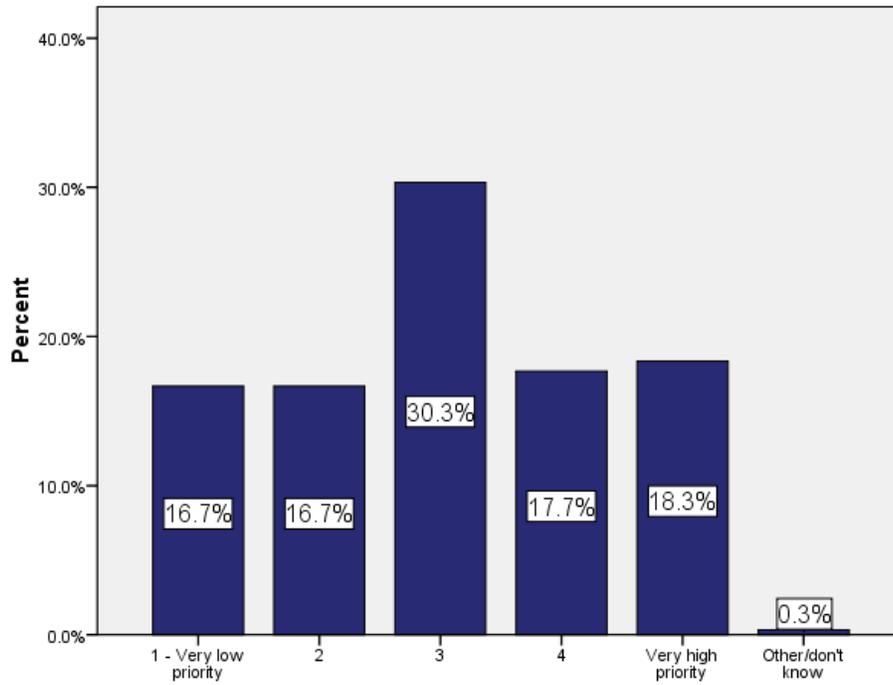


**3. Revitalizing the Highway 87/Oak Street business area**

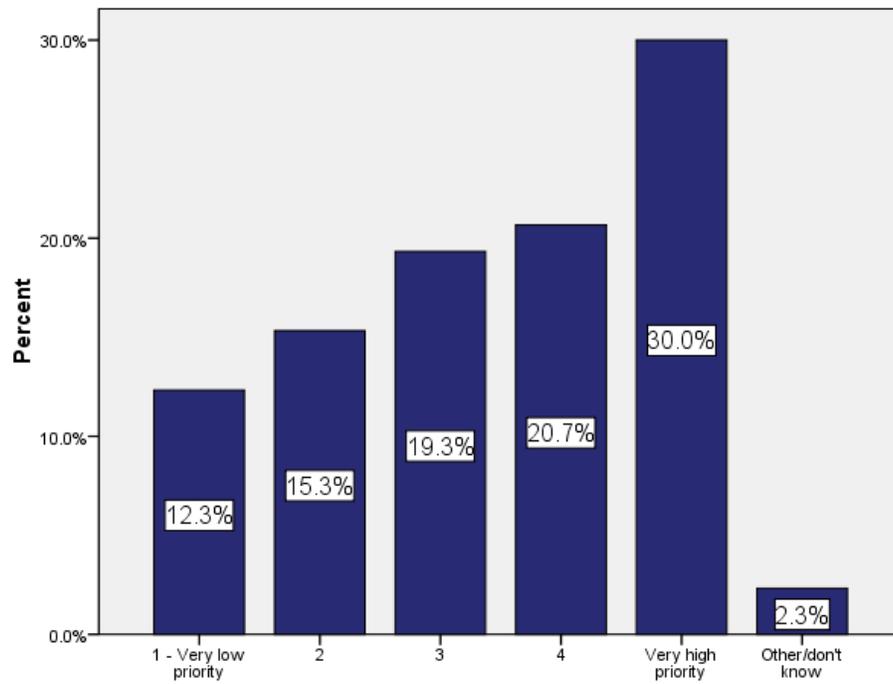


**4. Revitalizing the Business 50 area**

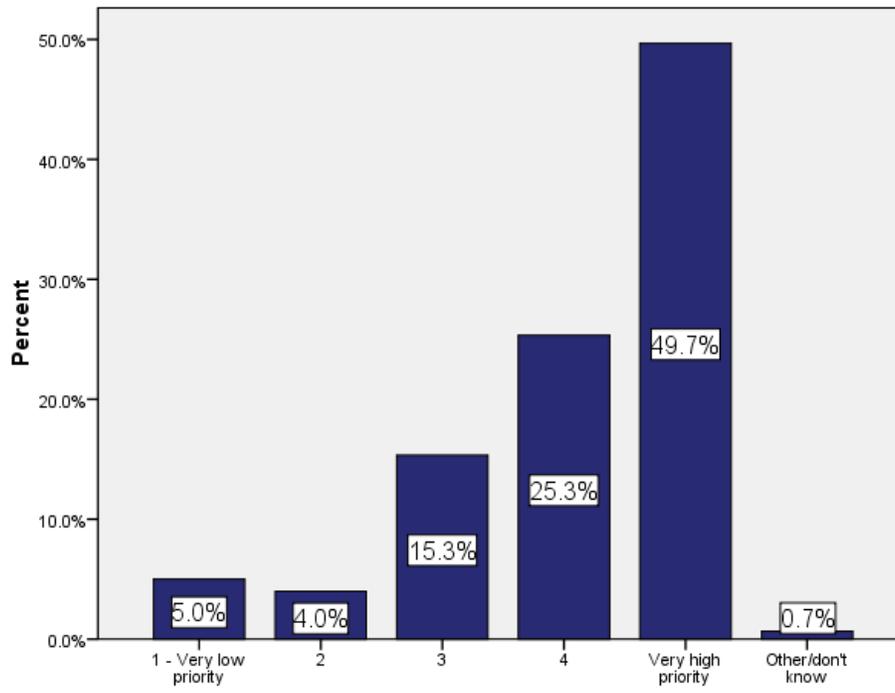




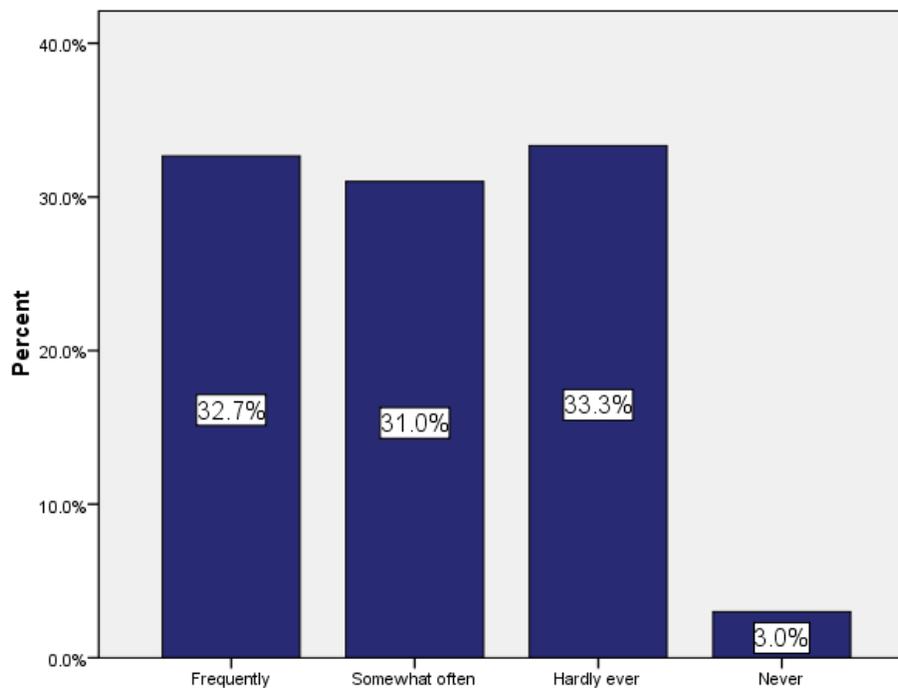
7. Upgrading parks and recreation facilities



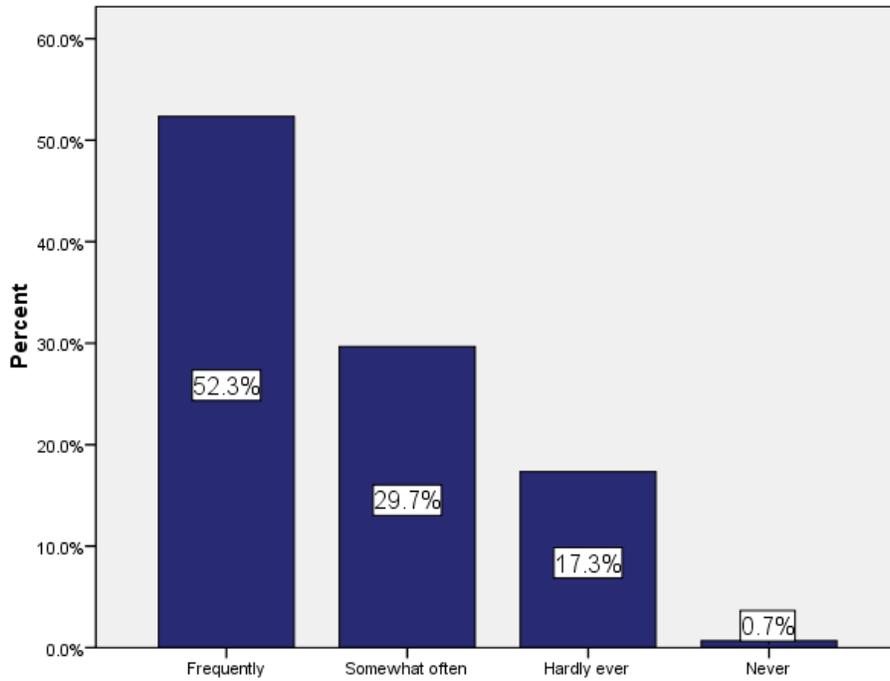
8. Attracting more big box retail development



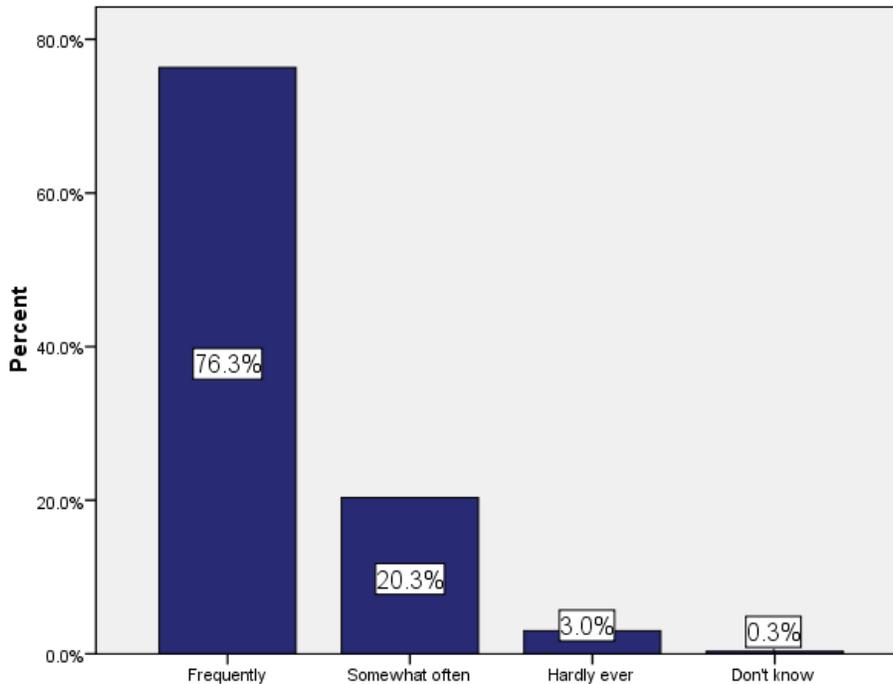
9. Attracting more small businesses



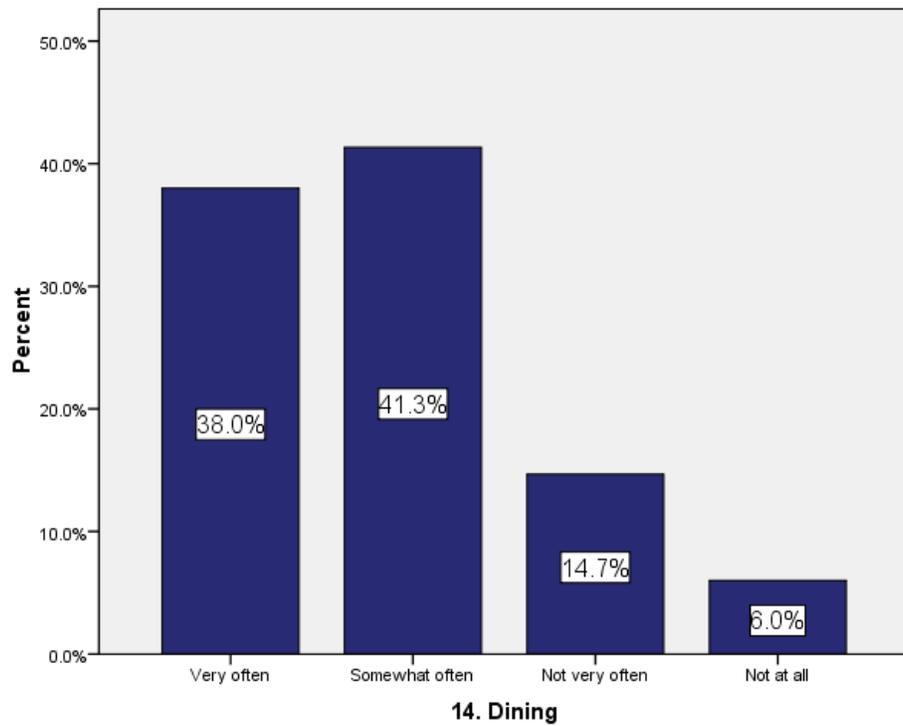
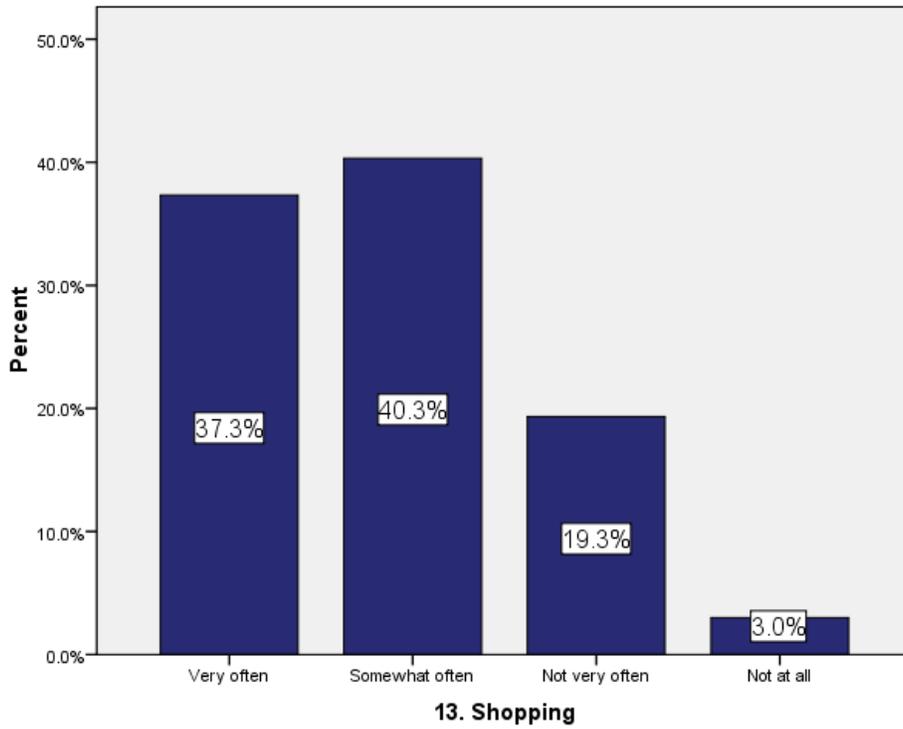
10. How often do you visit Courthouse square business area?

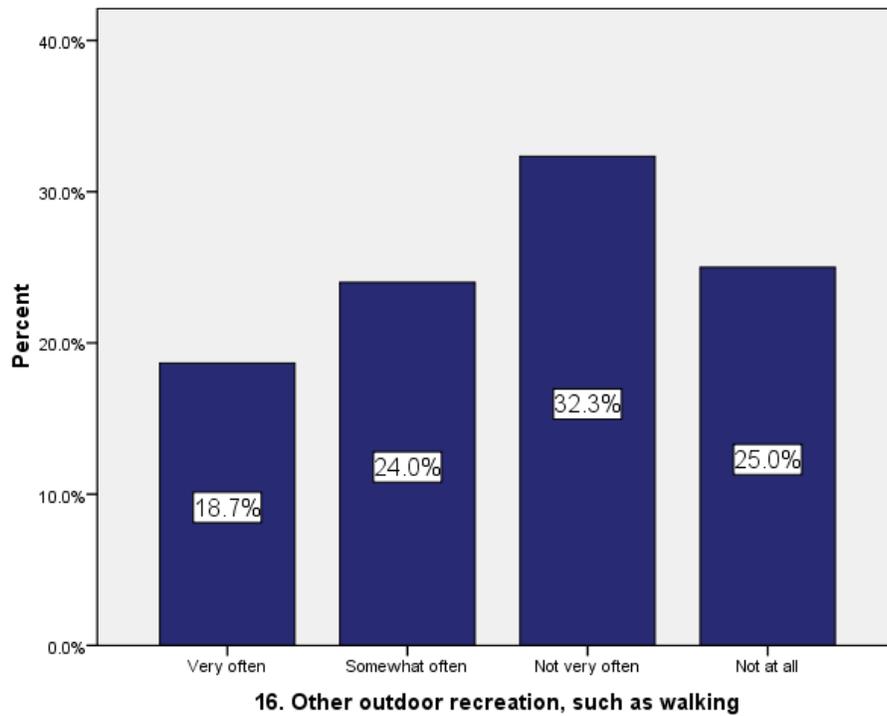
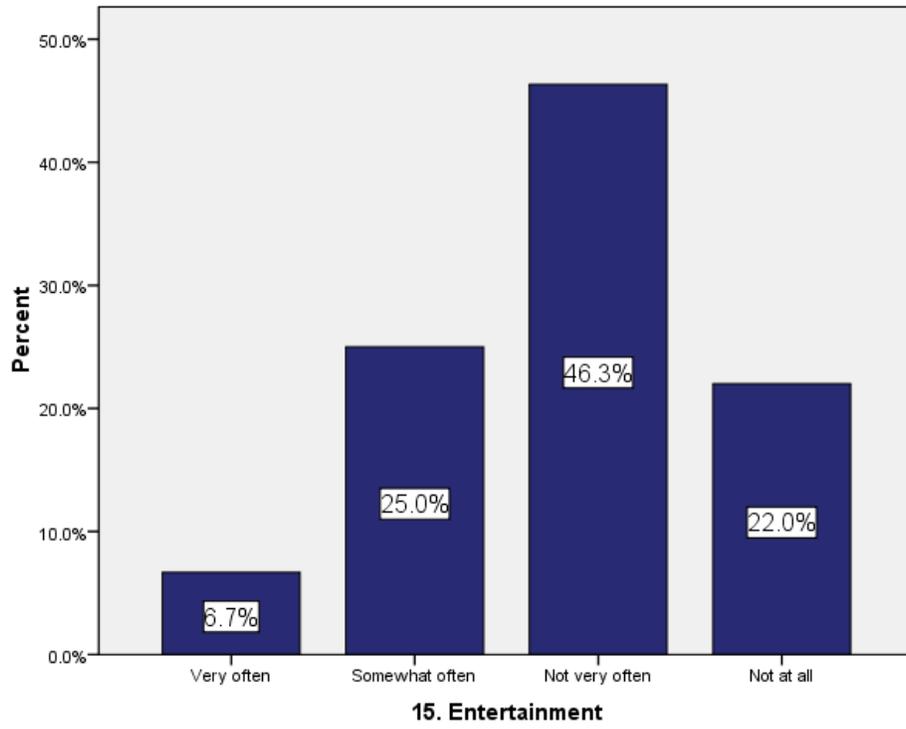


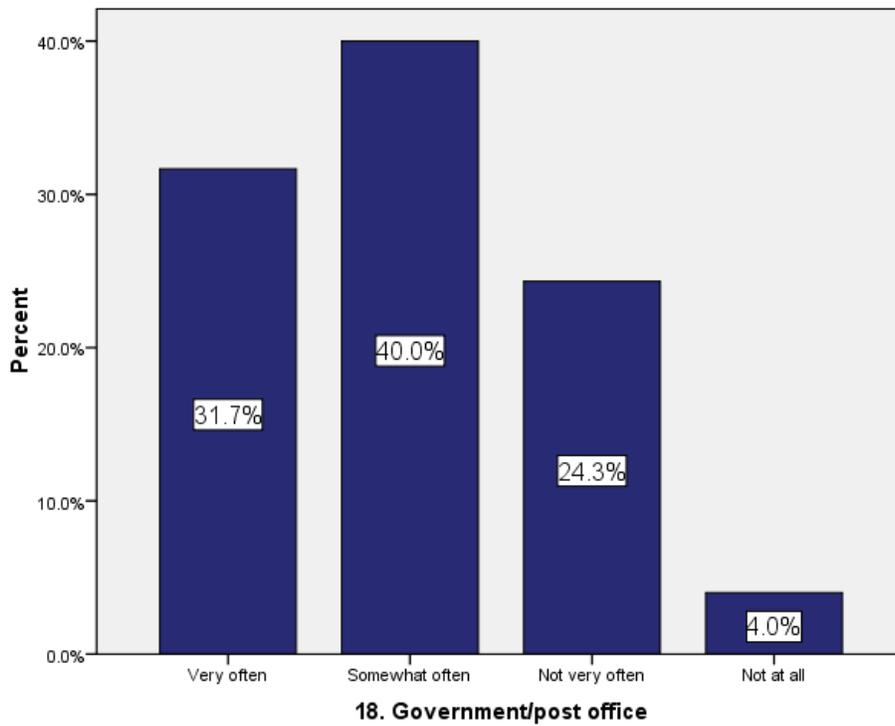
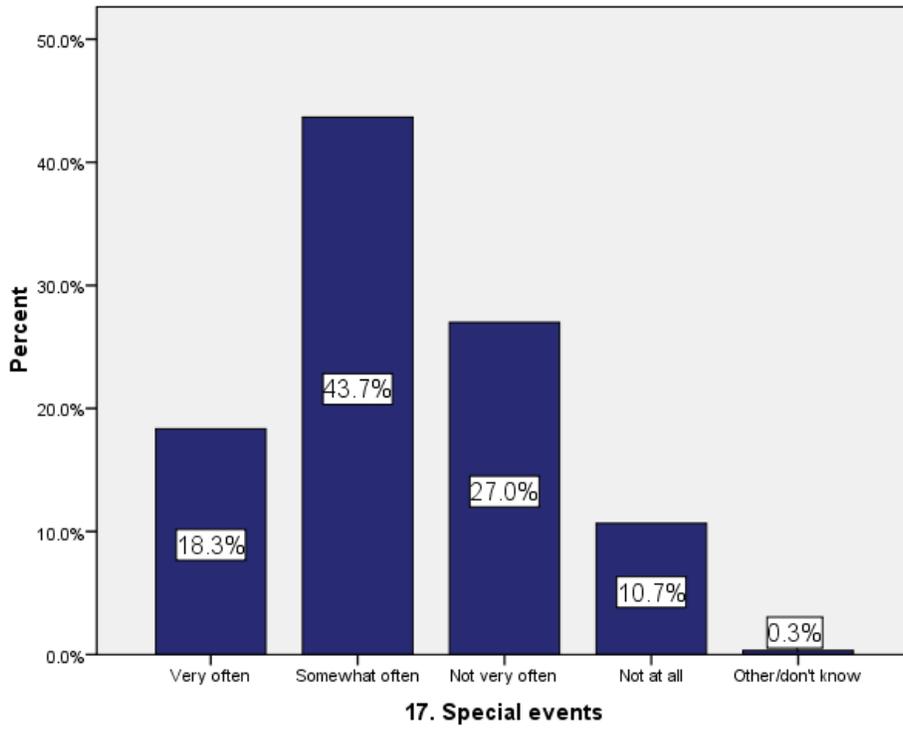
11. How often do you visit Highway 87/Oak Street business area?

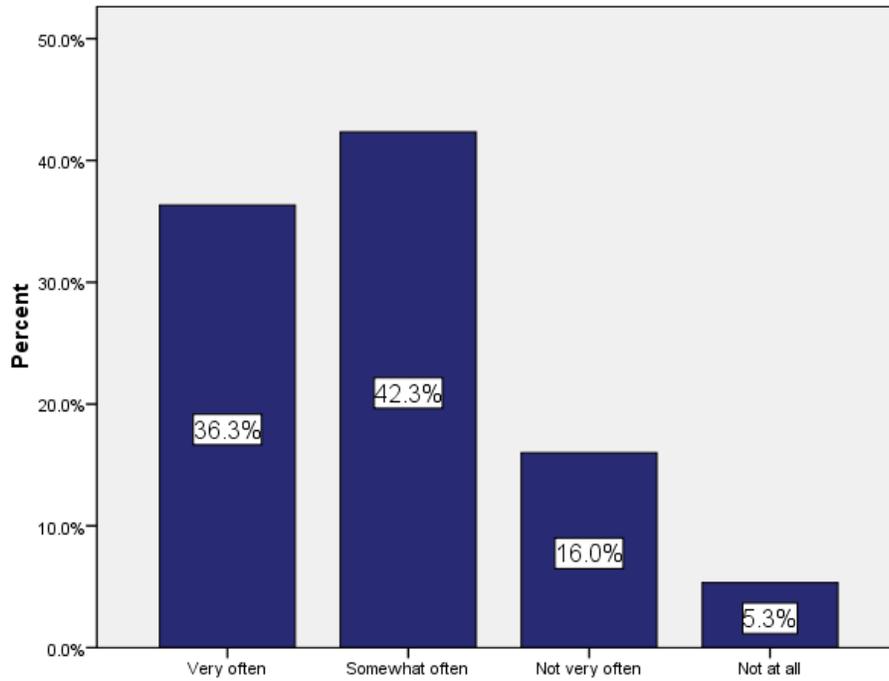


12. How often do you visit businesses in the Business 50 area?

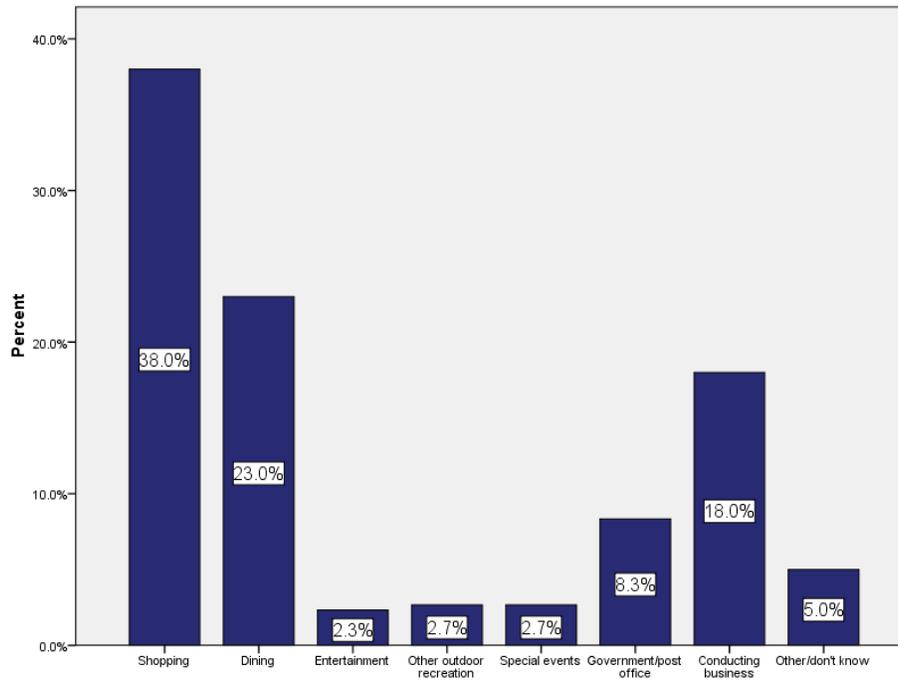




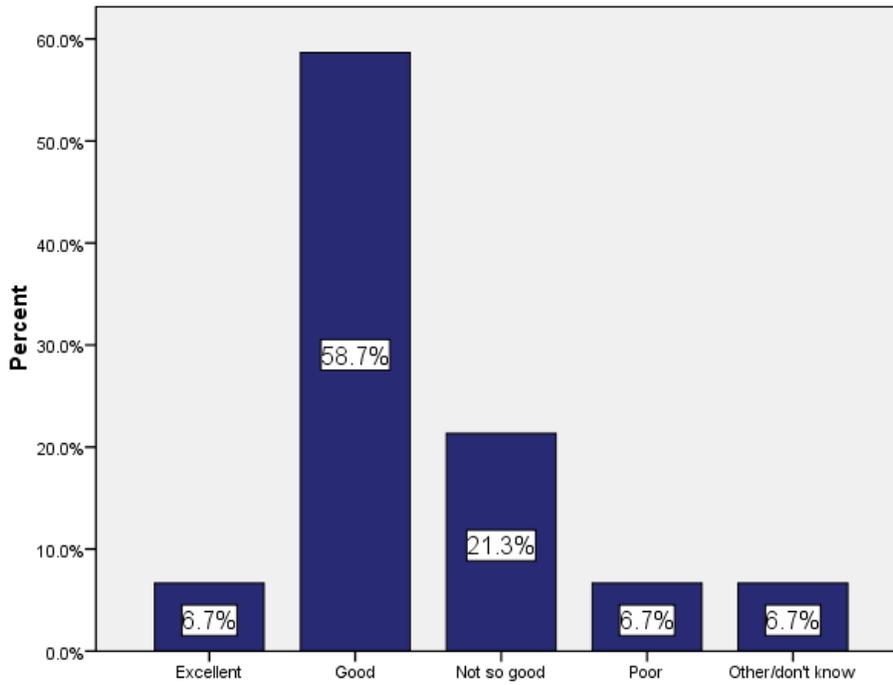




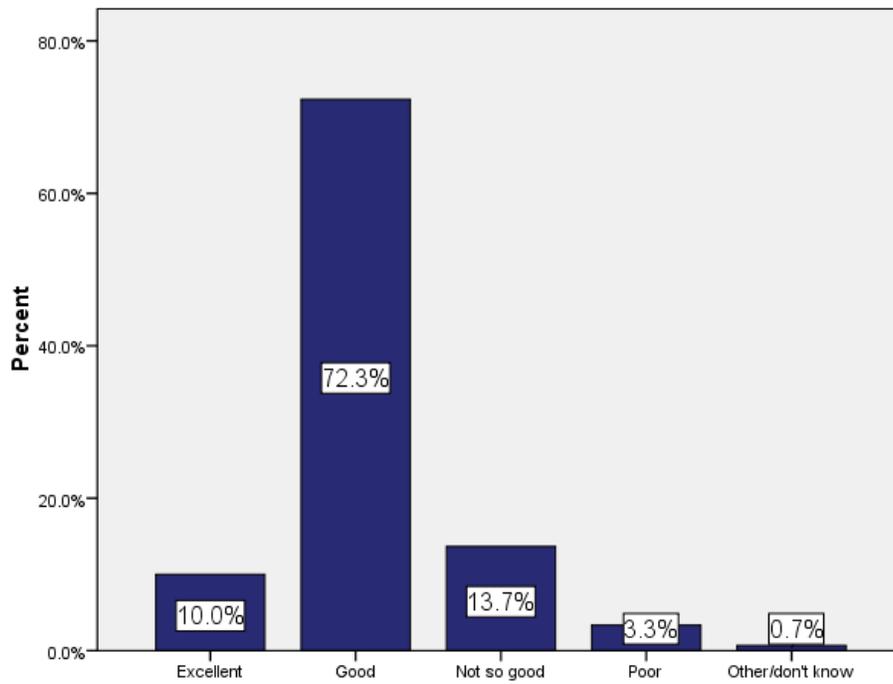
19. Conducting business



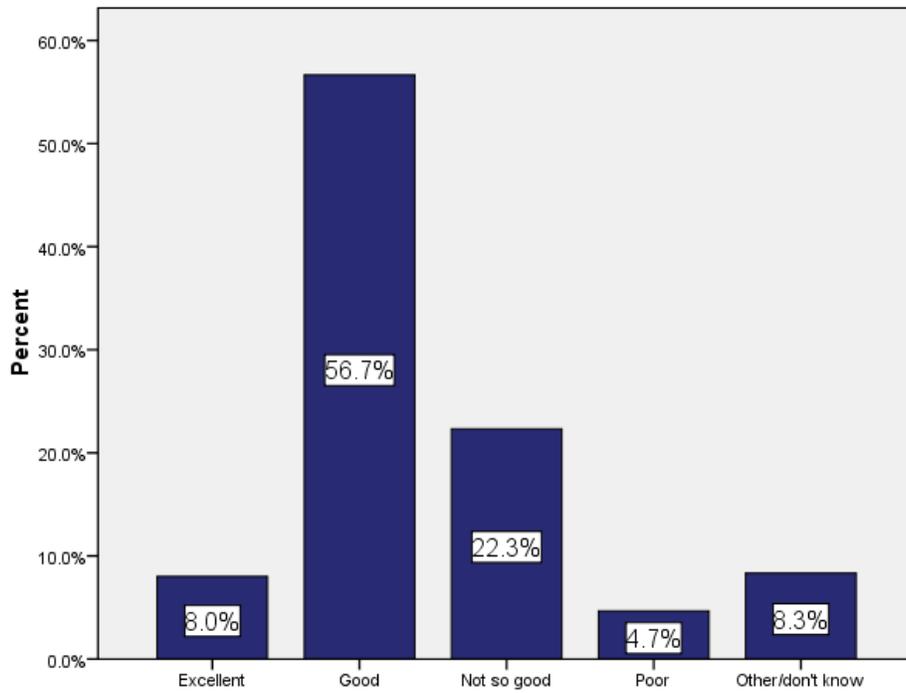
19a. Of the items listed above, which would you say is the one reason you most often visit California business districts?



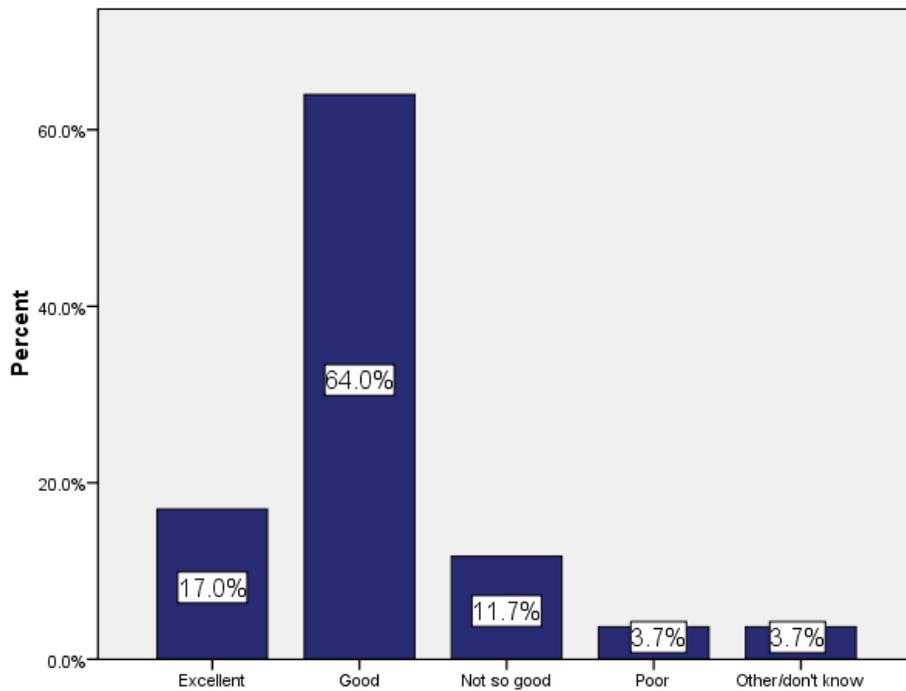
20. Signs to help people find their way around



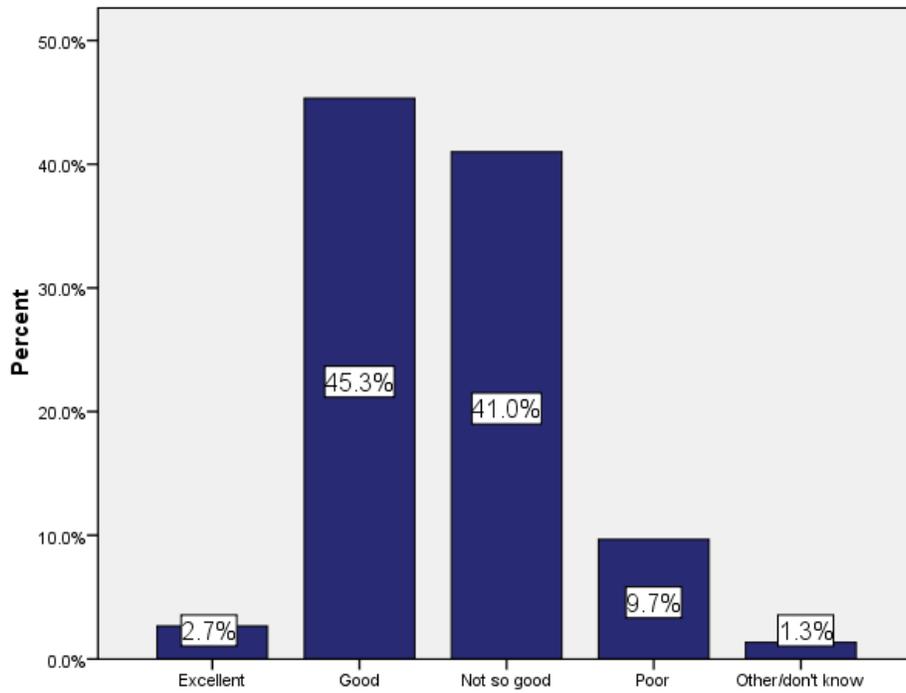
21. Convenient business hours



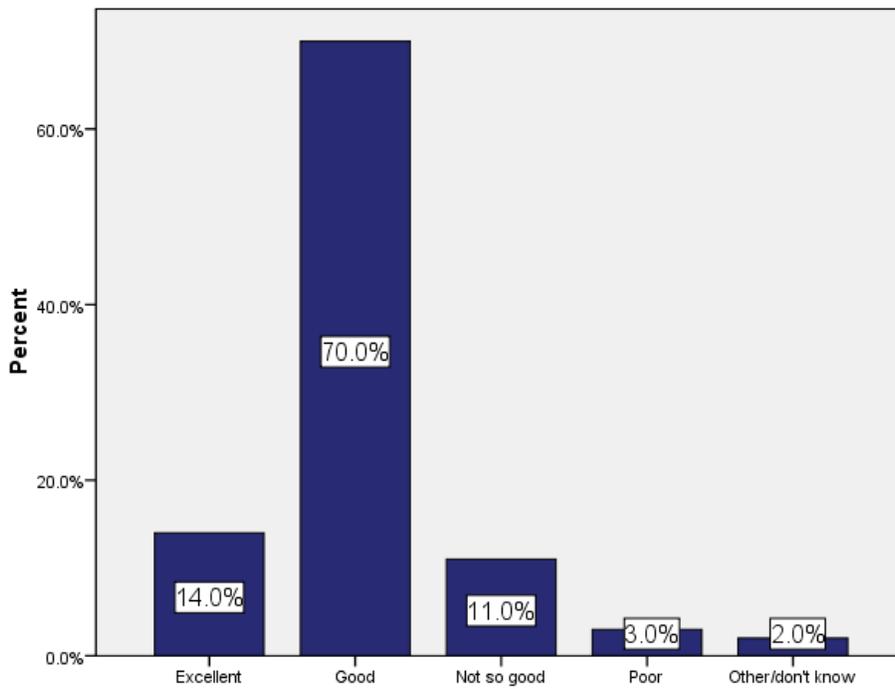
**22. Available green space**



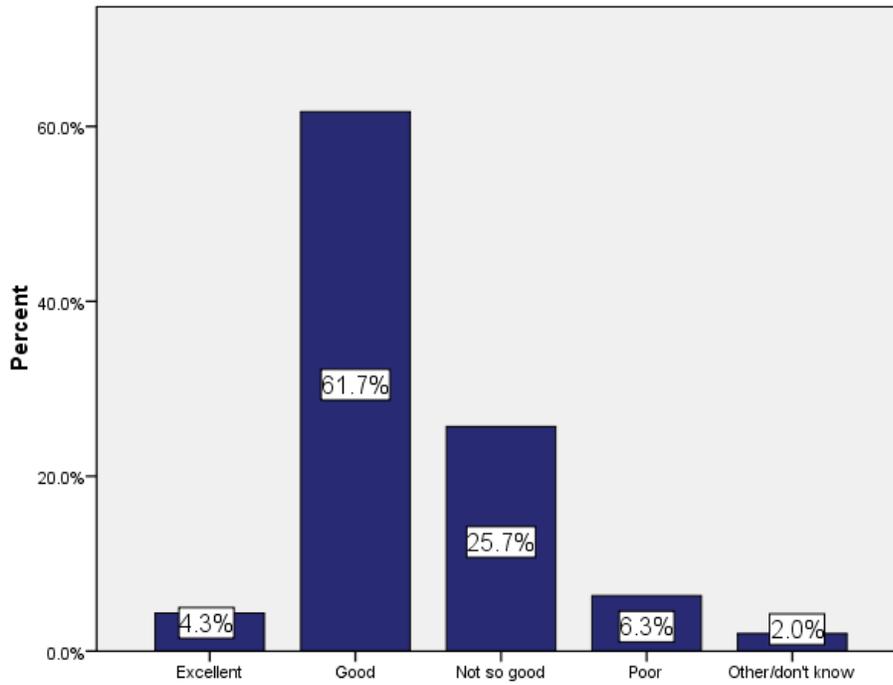
**23. Preservation of historic structures**



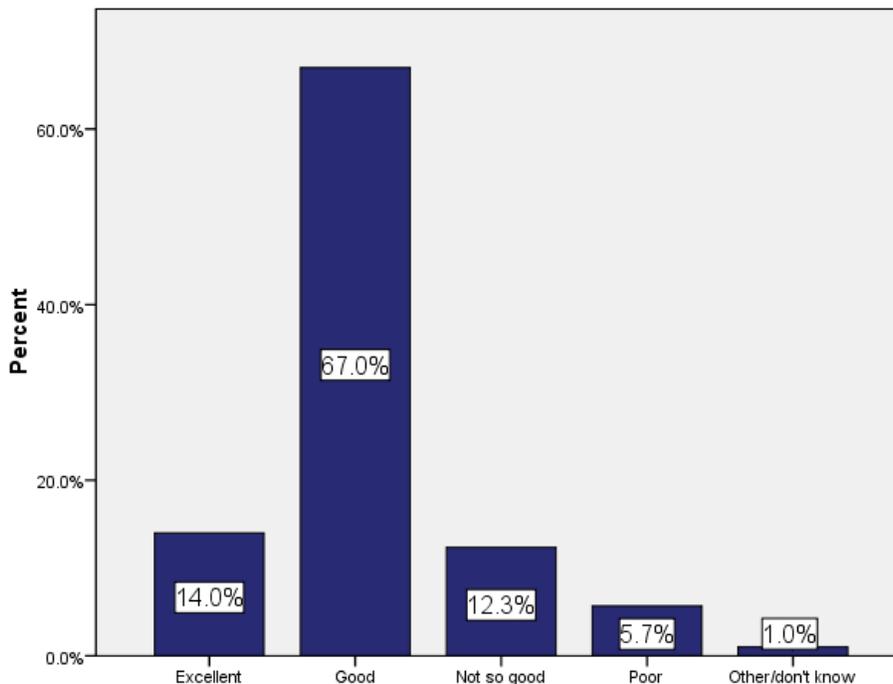
**24. Occupied storefronts**



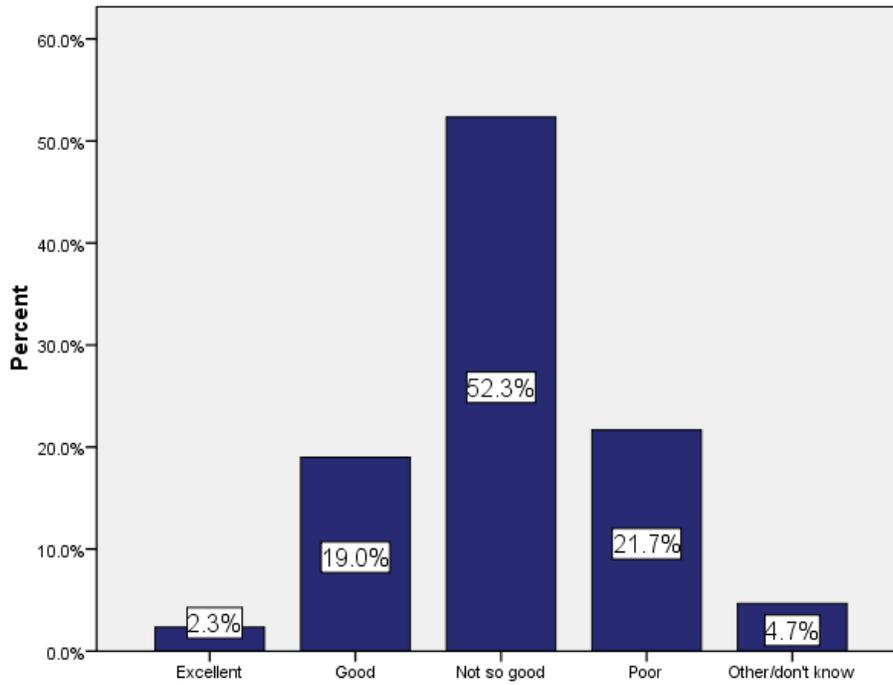
**25. Convenient parking**



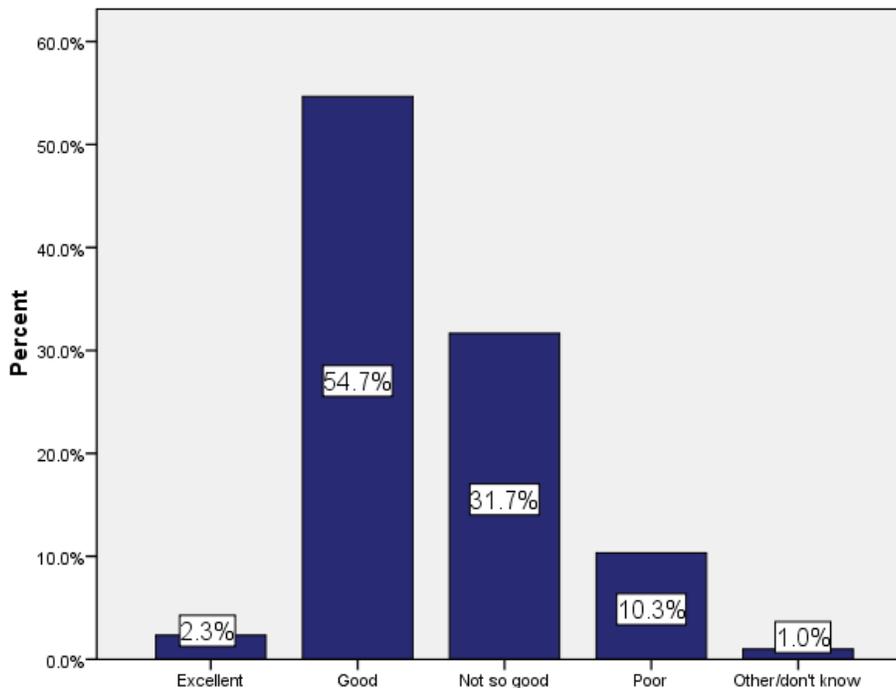
26. Diverse mix of businesses



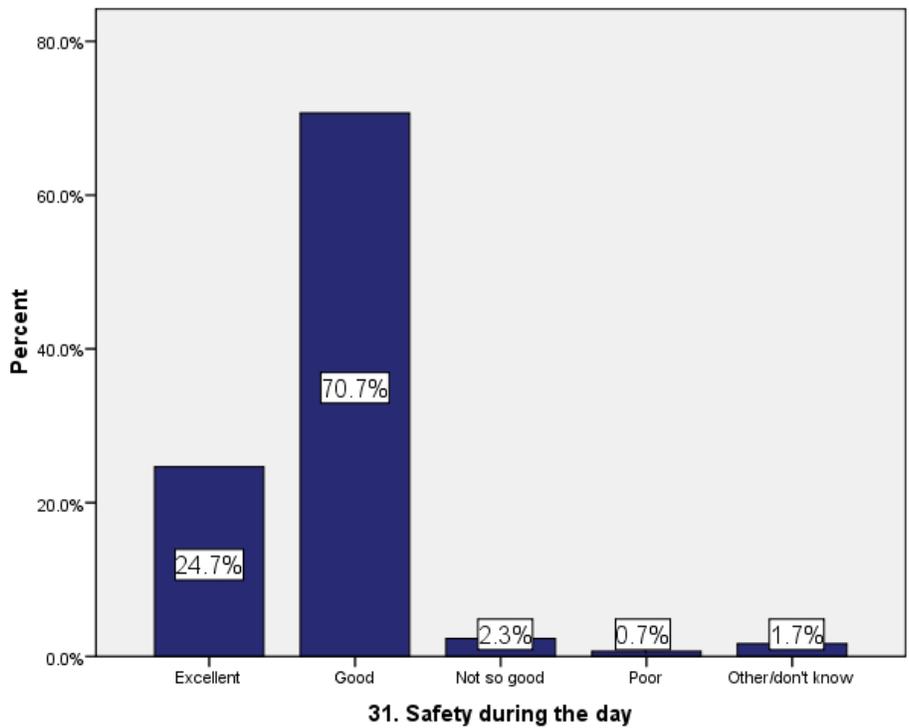
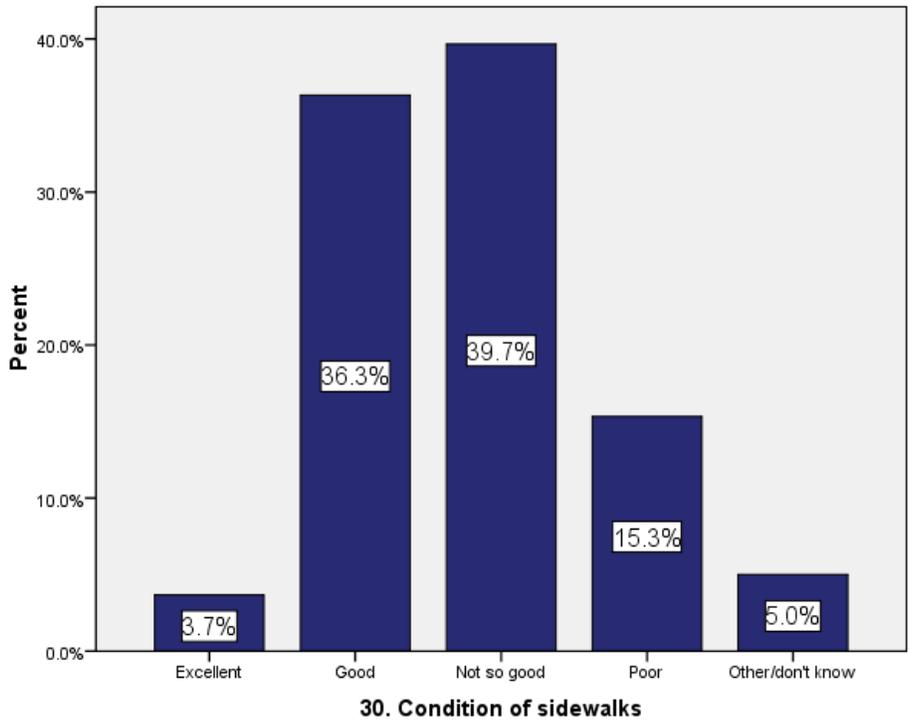
27. Dining options

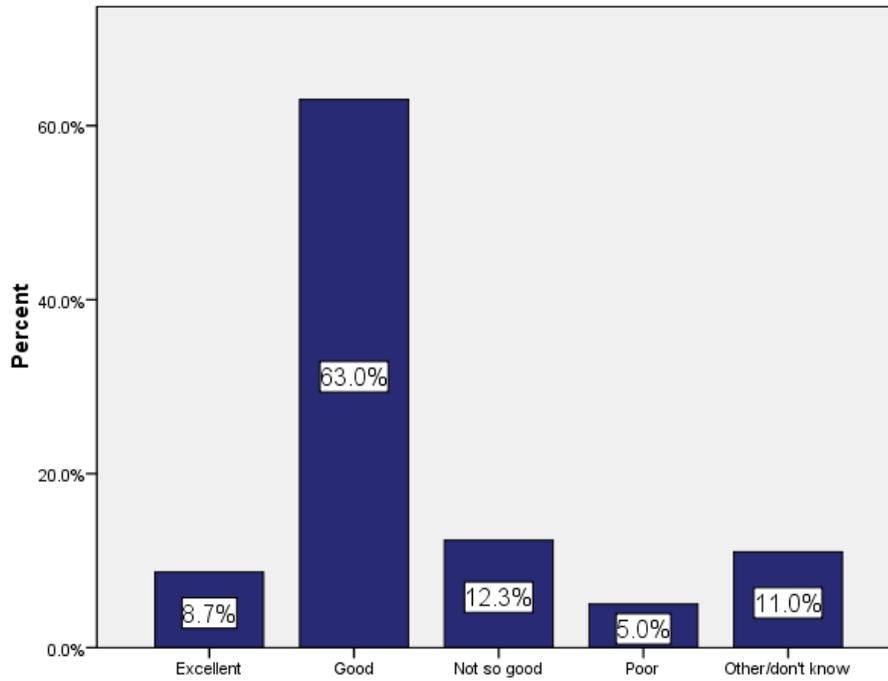


**28. Entertainment options**

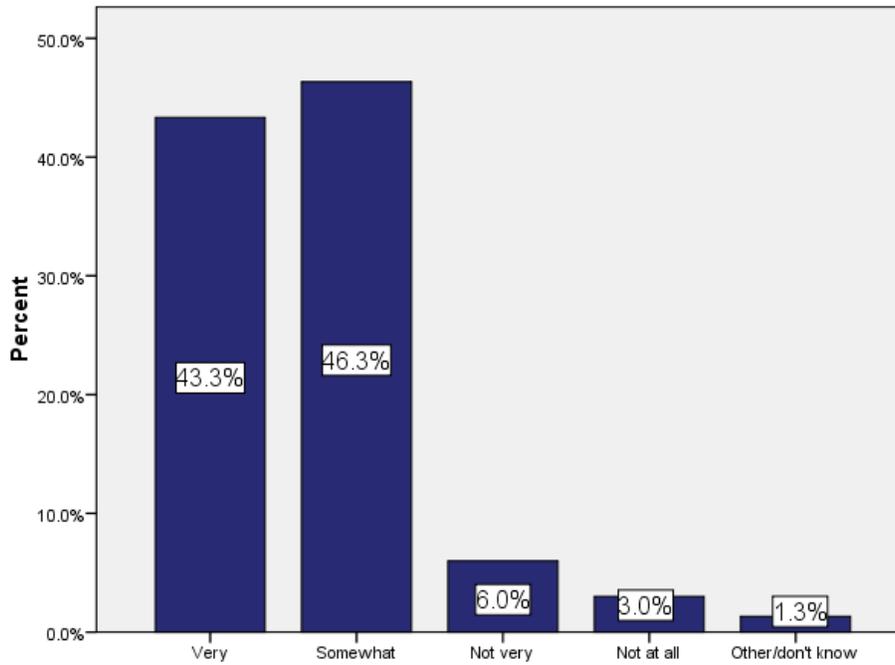


**29. Condition of streets**

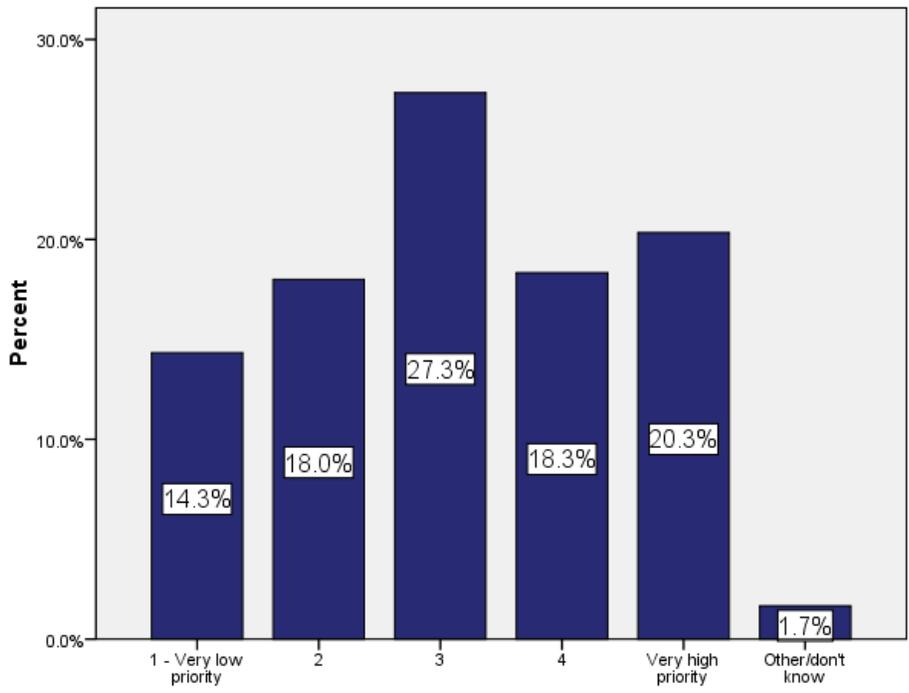




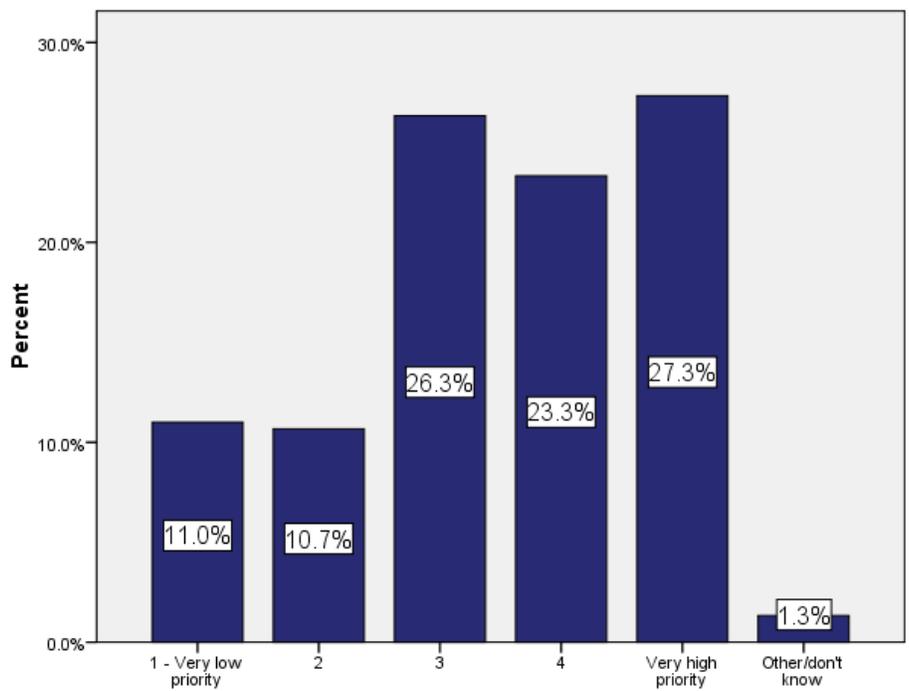
32. Safety at night



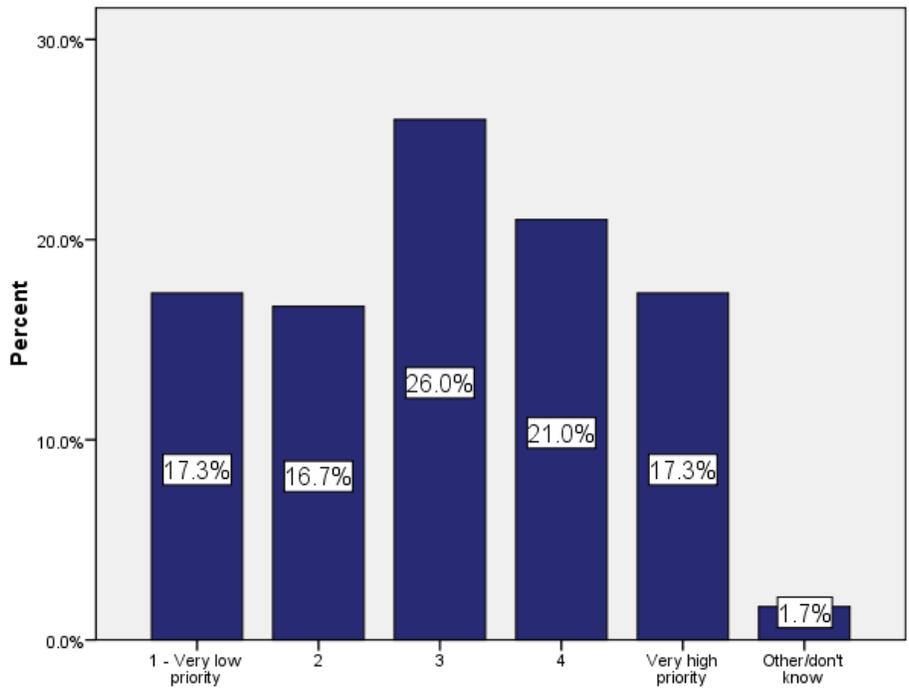
33. How important would you say it is that California work to retain the historic character of its business districts?



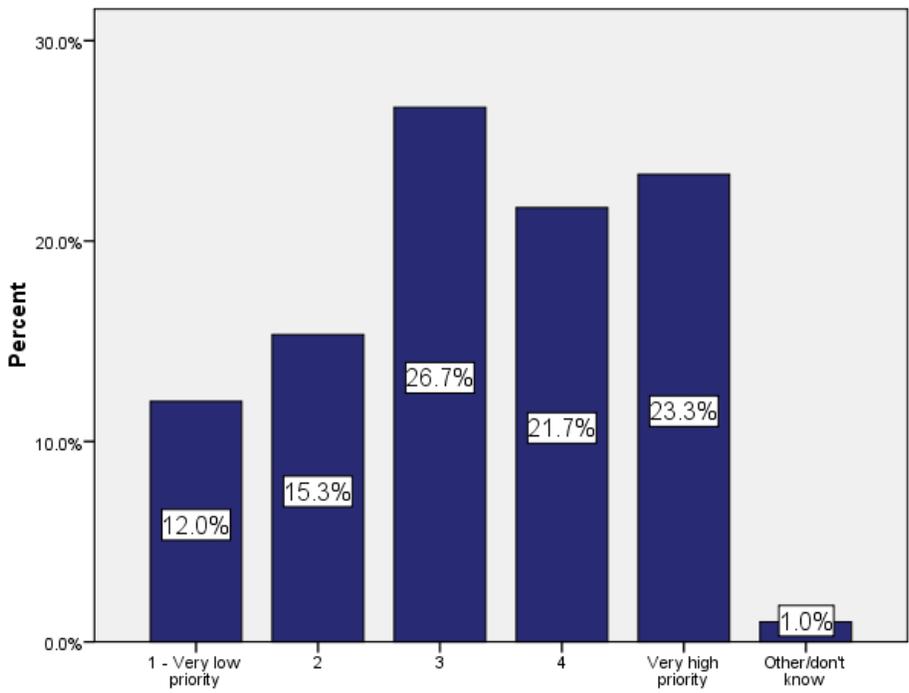
**34. Lodging such as hotel, motel or bed and breakfast**



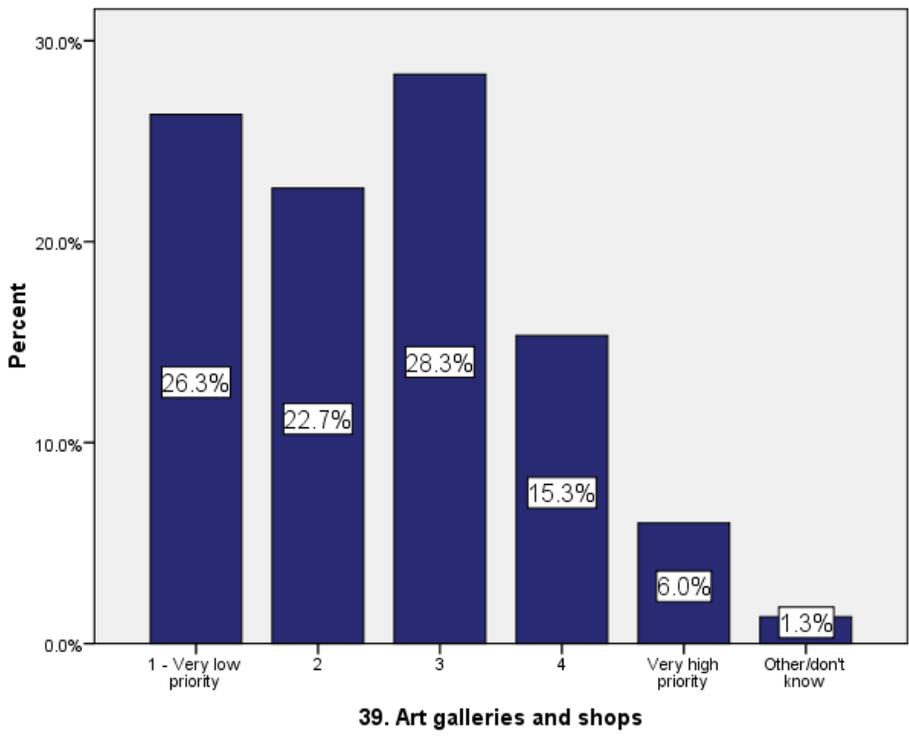
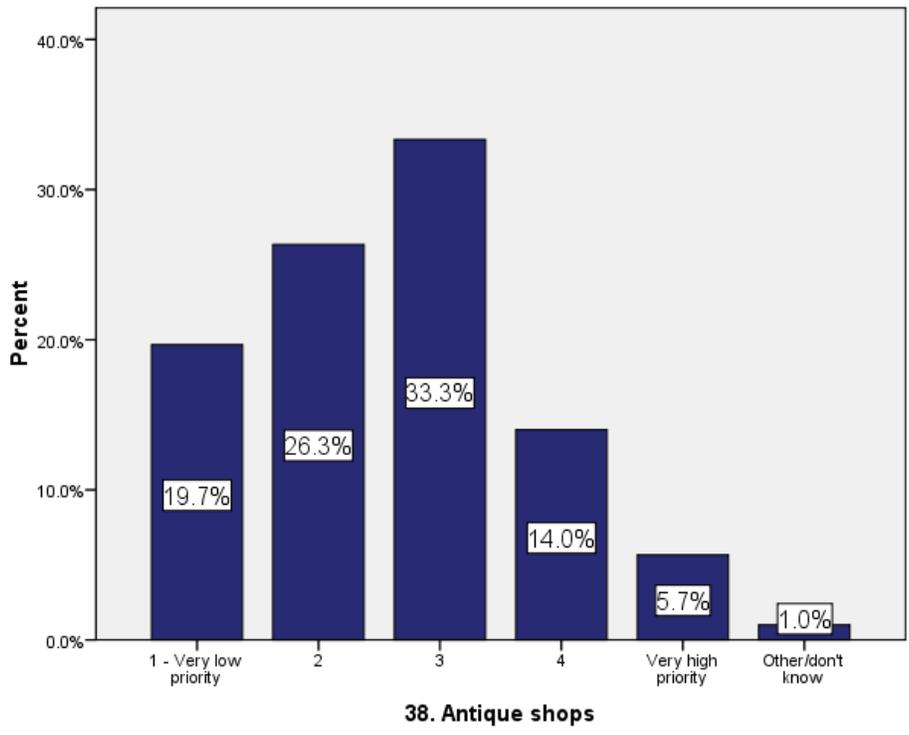
**35. Family or casual style dining**

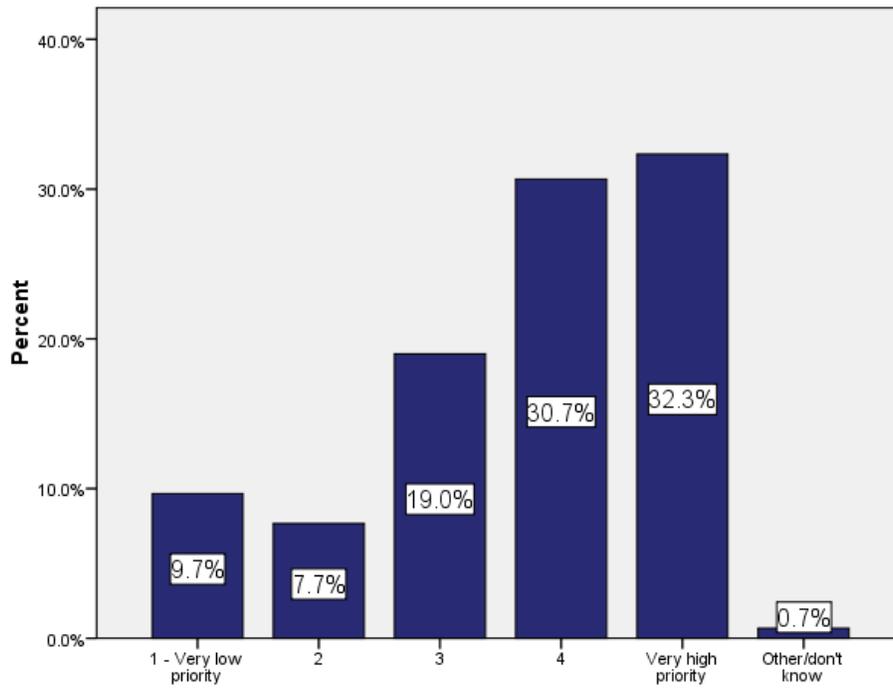


36. Fine dining

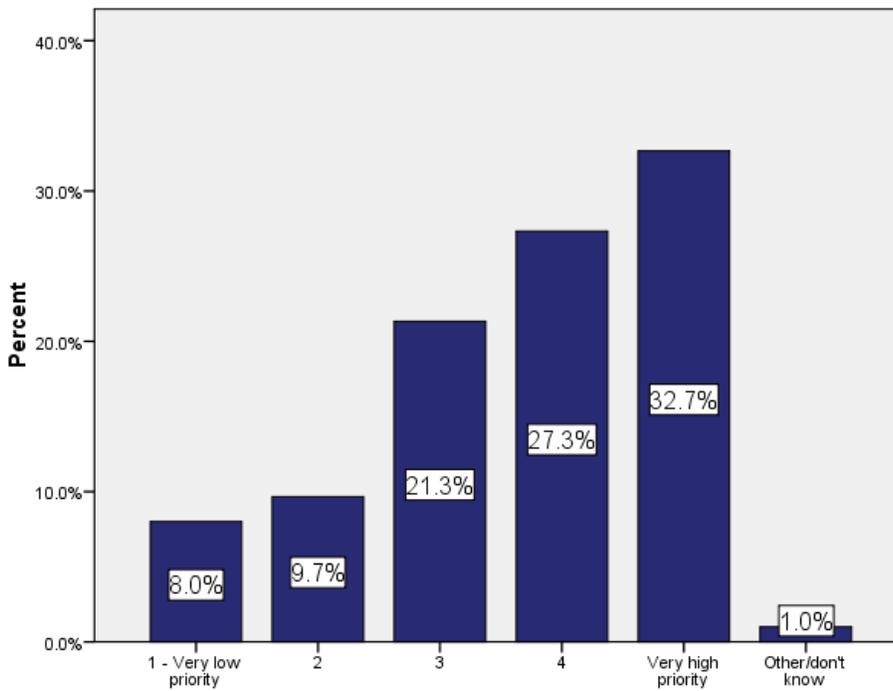


37. Ice cream shop

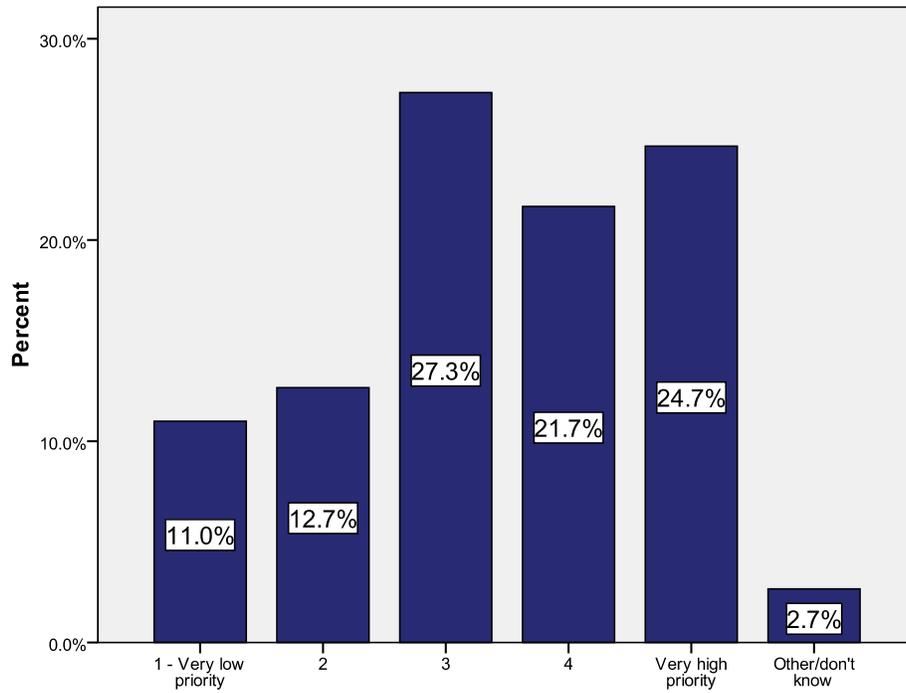




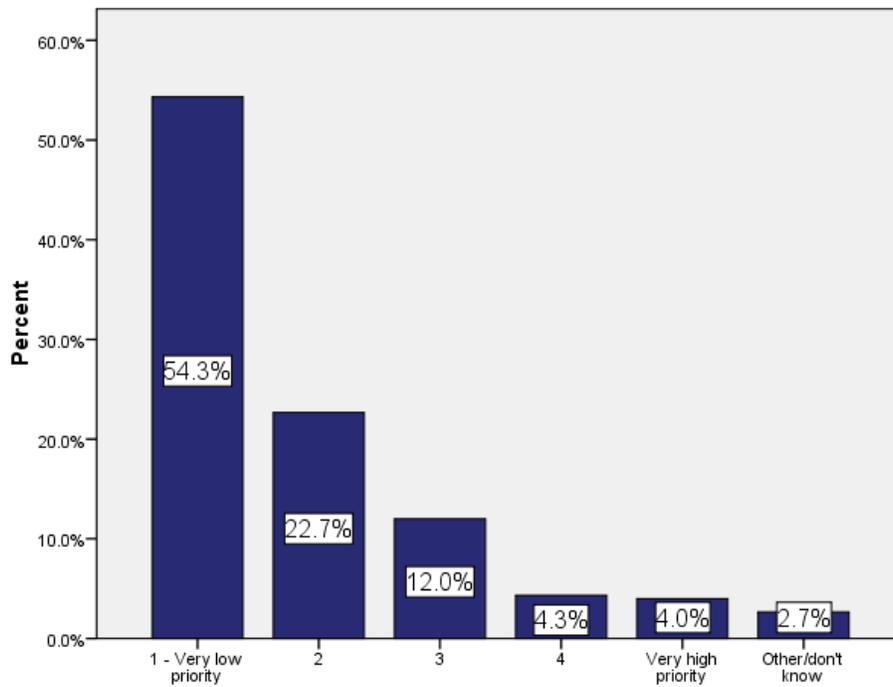
40. Farmer's market



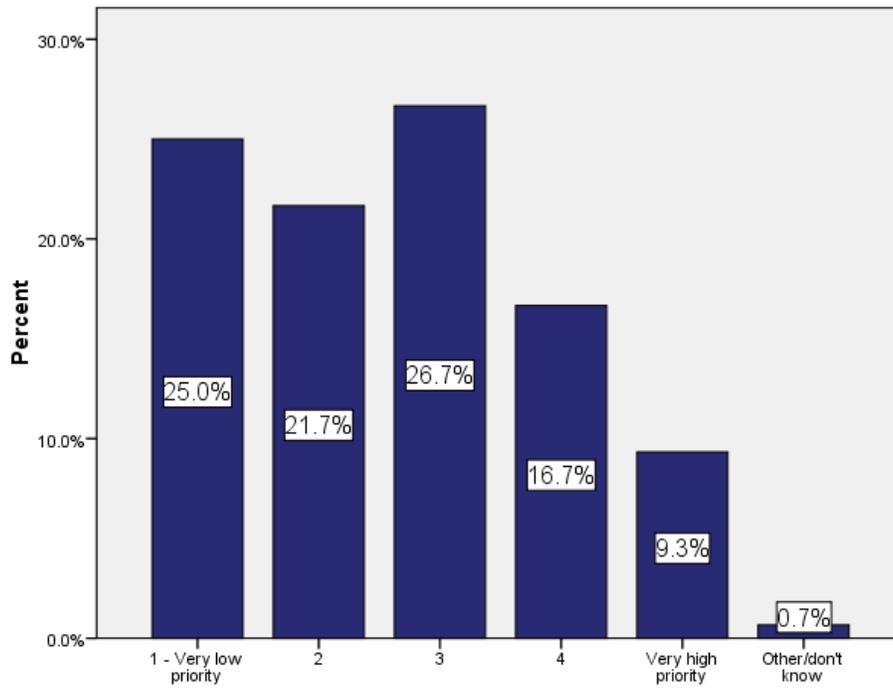
41. Clothing stores



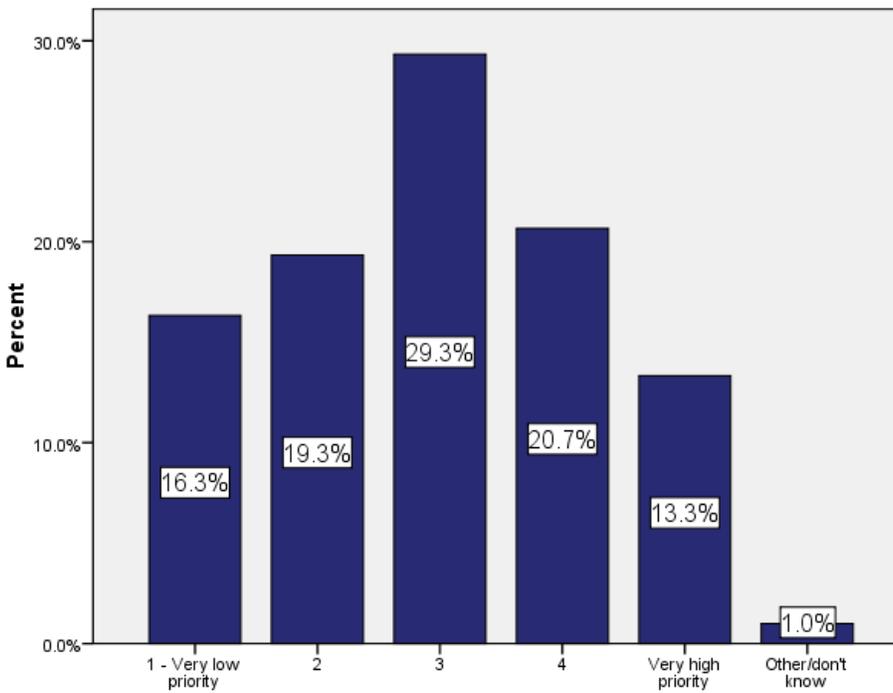
42. Arcade or other attraction aimed at teenagers



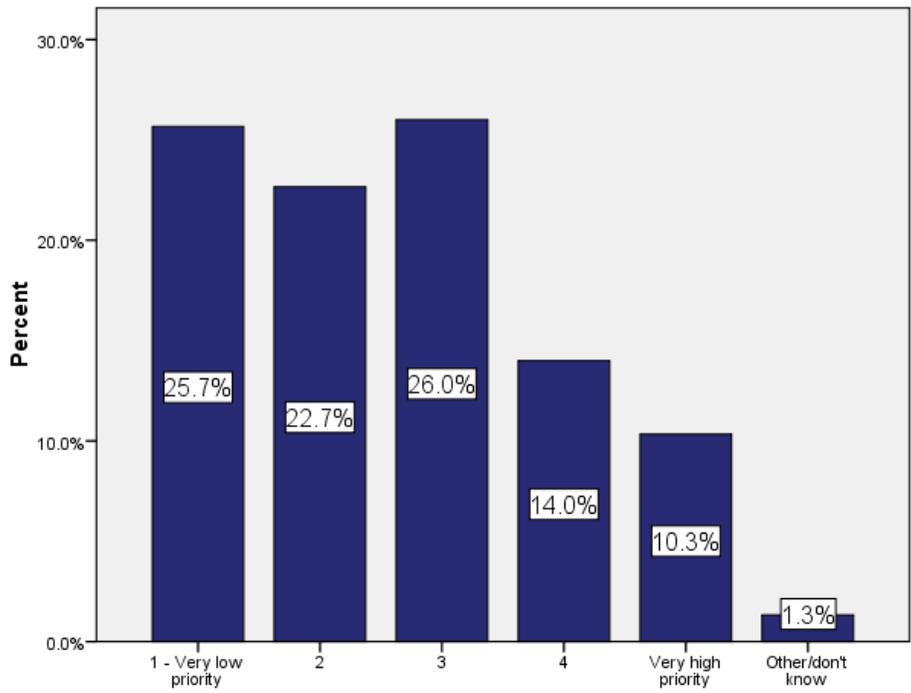
43. Bars/nightclubs



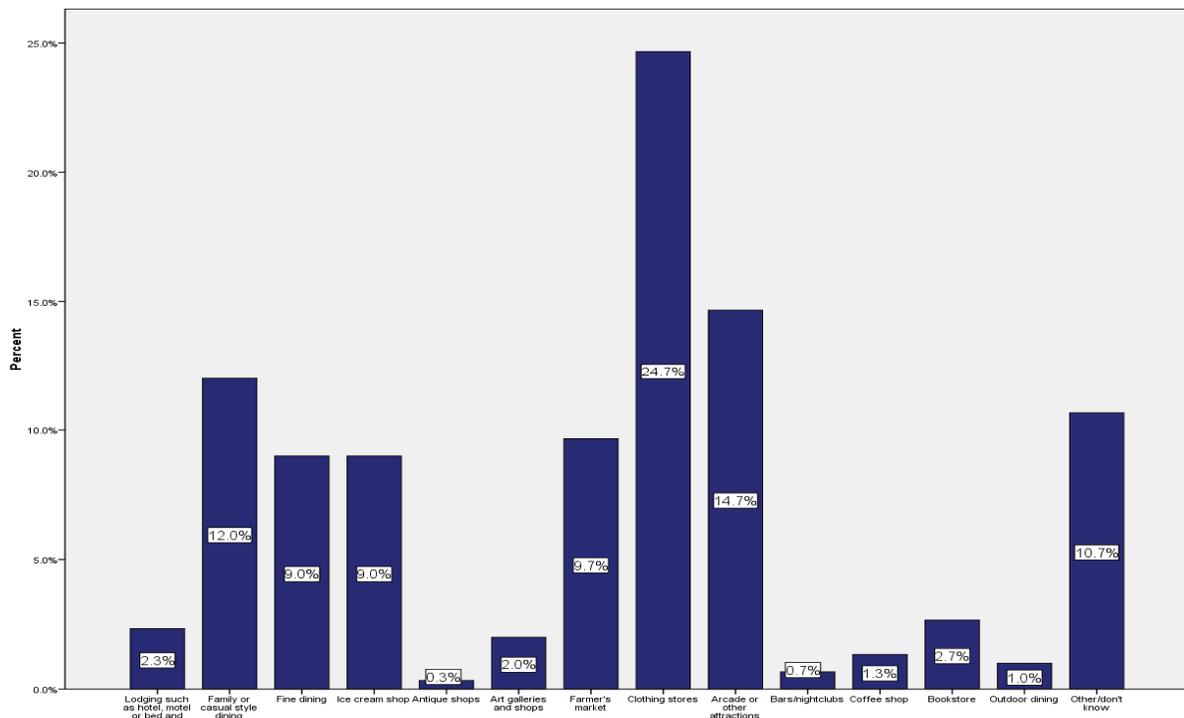
44. Coffee shop



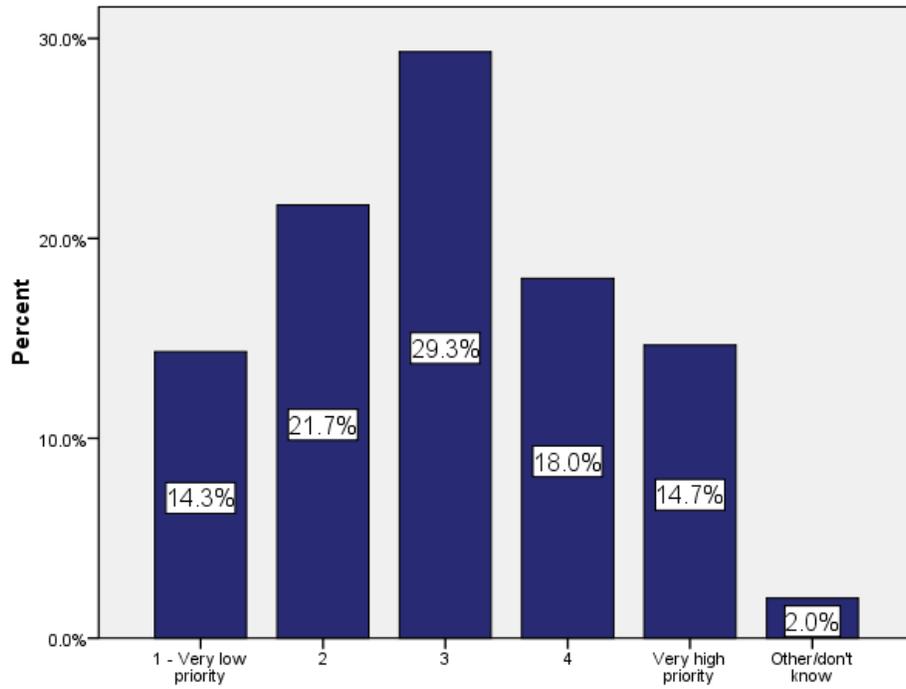
45. Bookstore



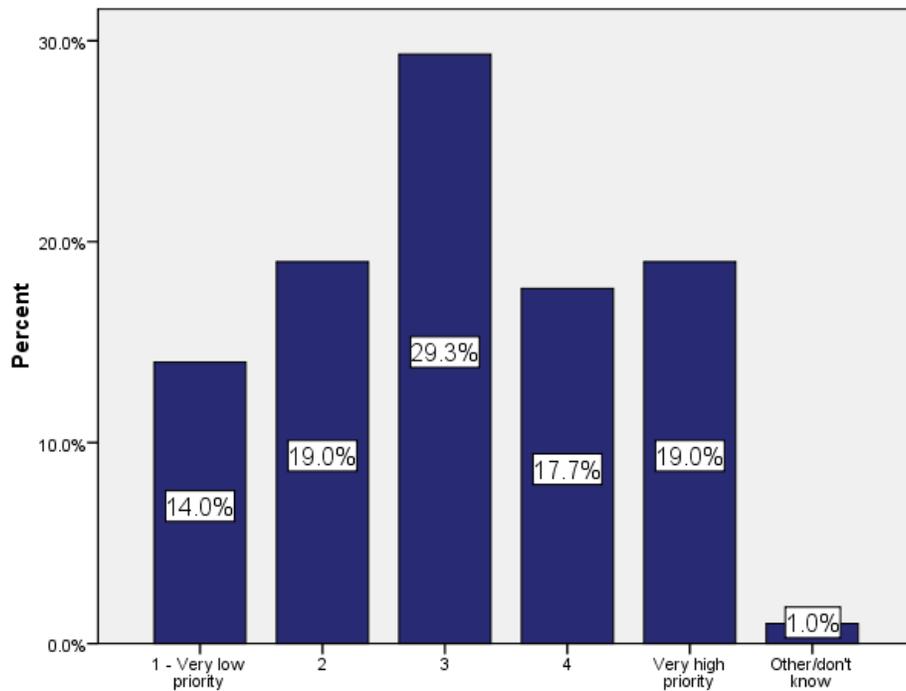
46. Outdoor dining



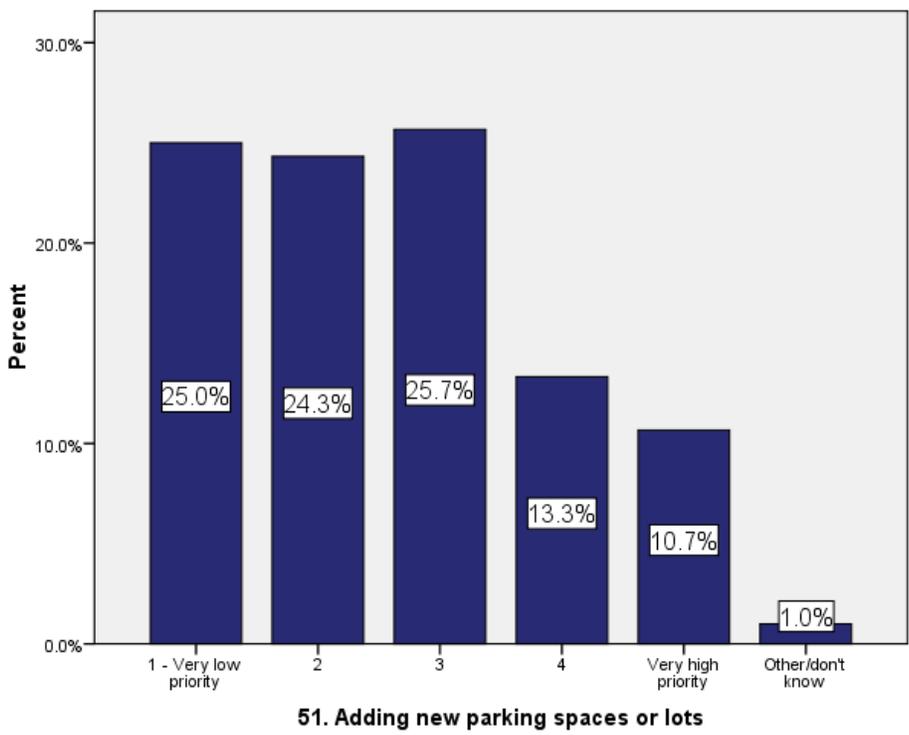
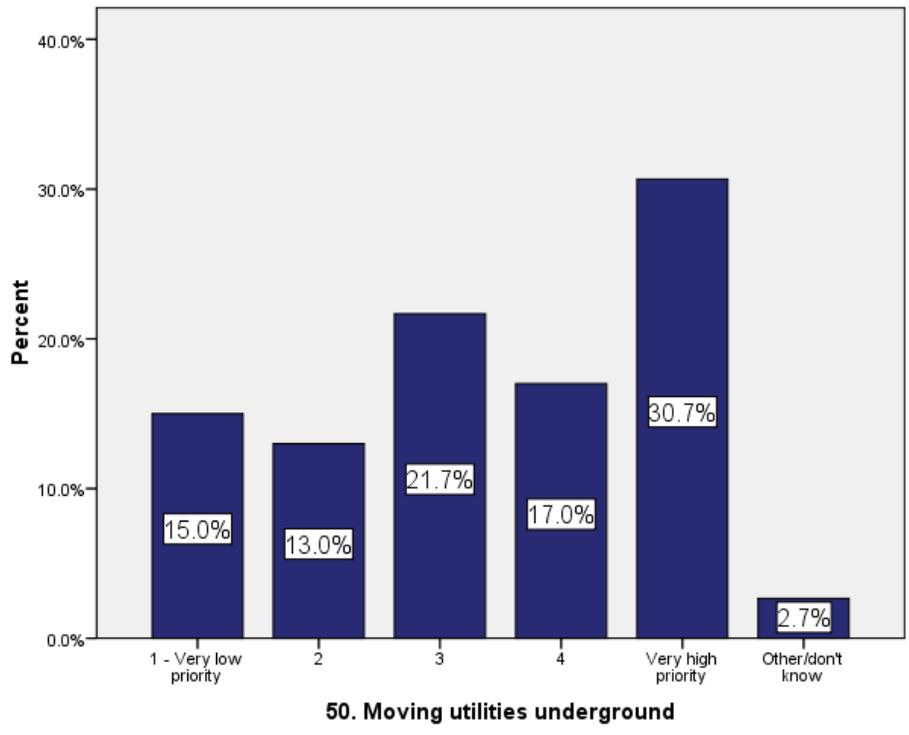
47. Of the items just listed, which business would you most like to see in California?

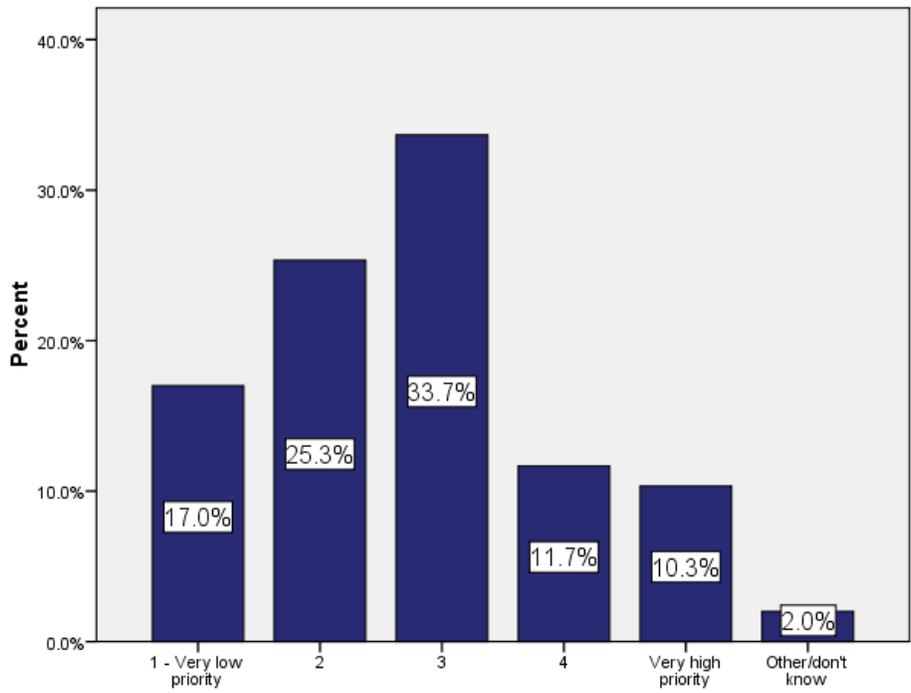


**48. Adding green space and landscaping**

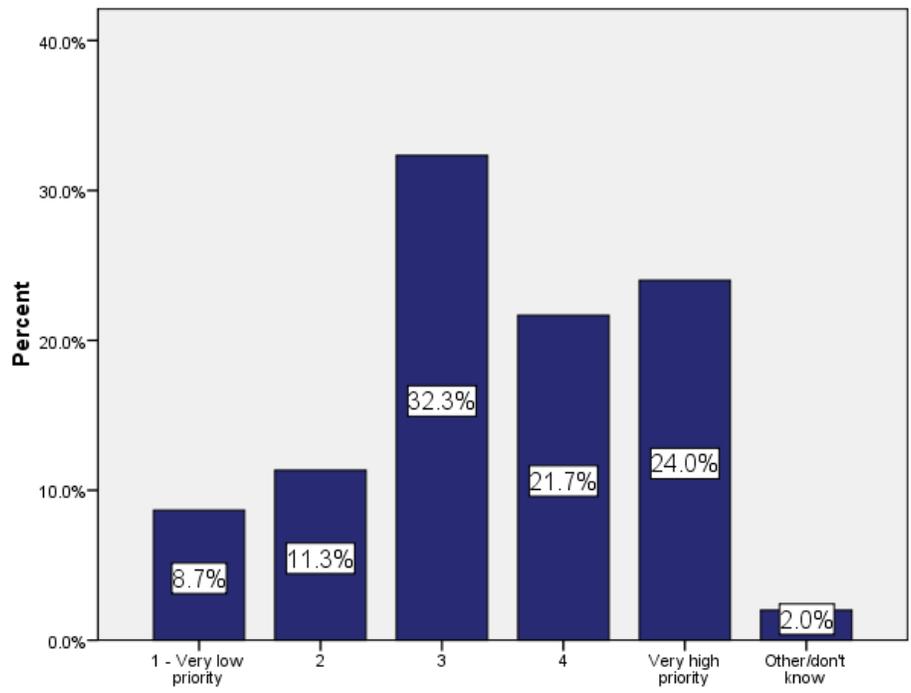


**49. Improving lighting**

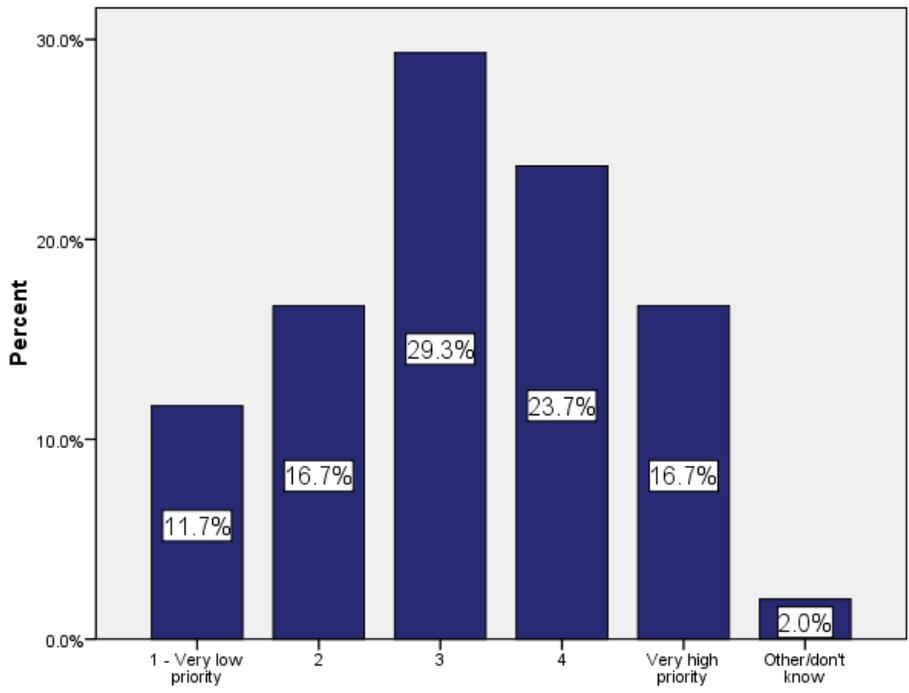




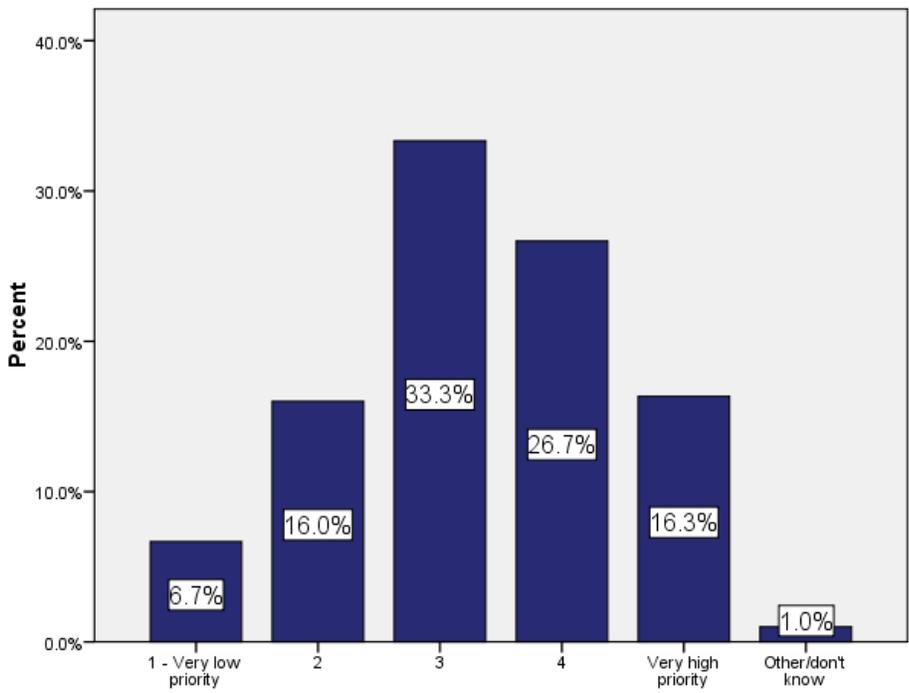
52. Developing second-story residential space



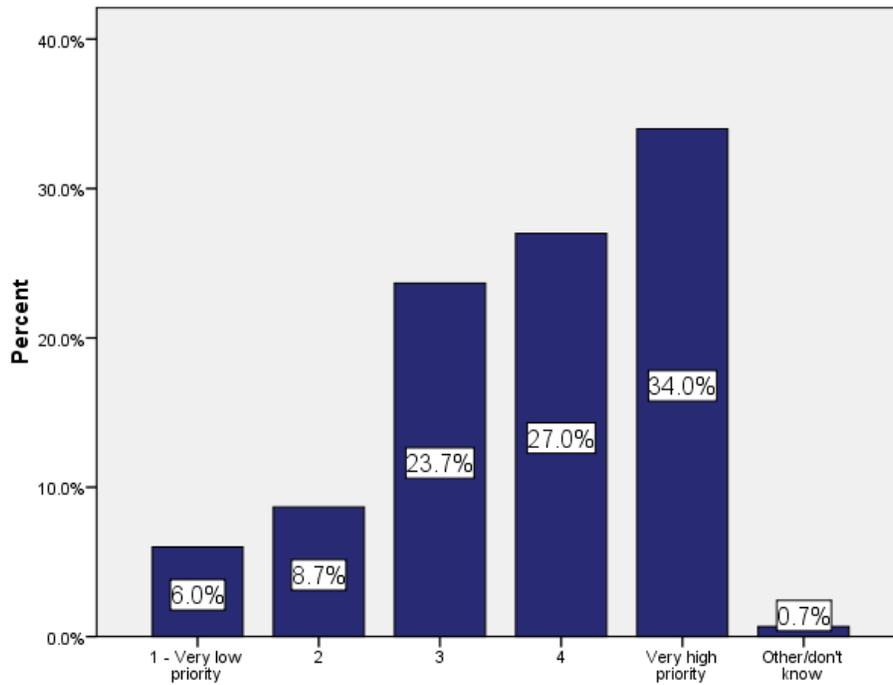
53. Making the area more pedestrian-friendly



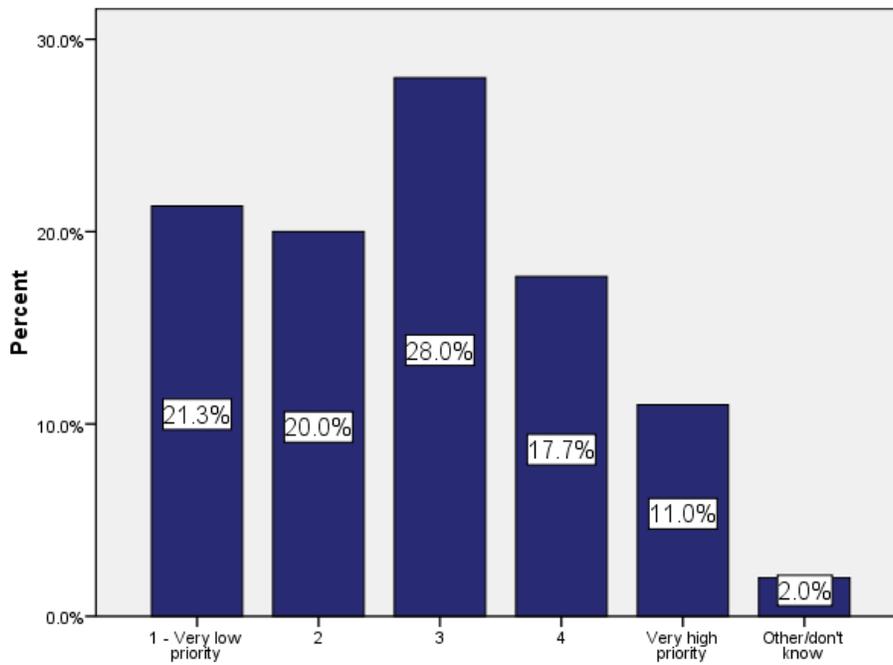
54. Improving signage to help people find their way around



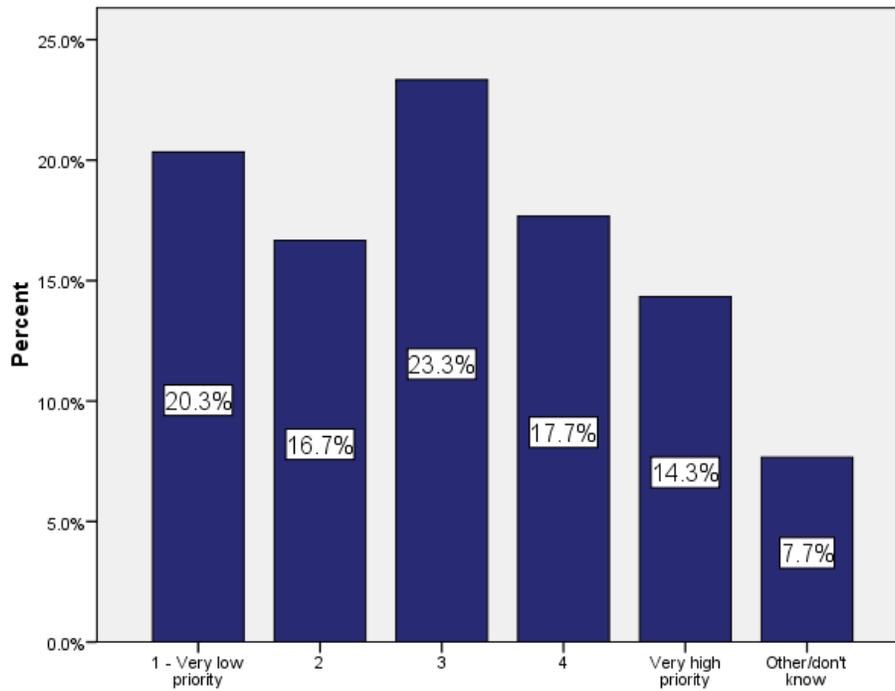
55. Improving building facades and awnings



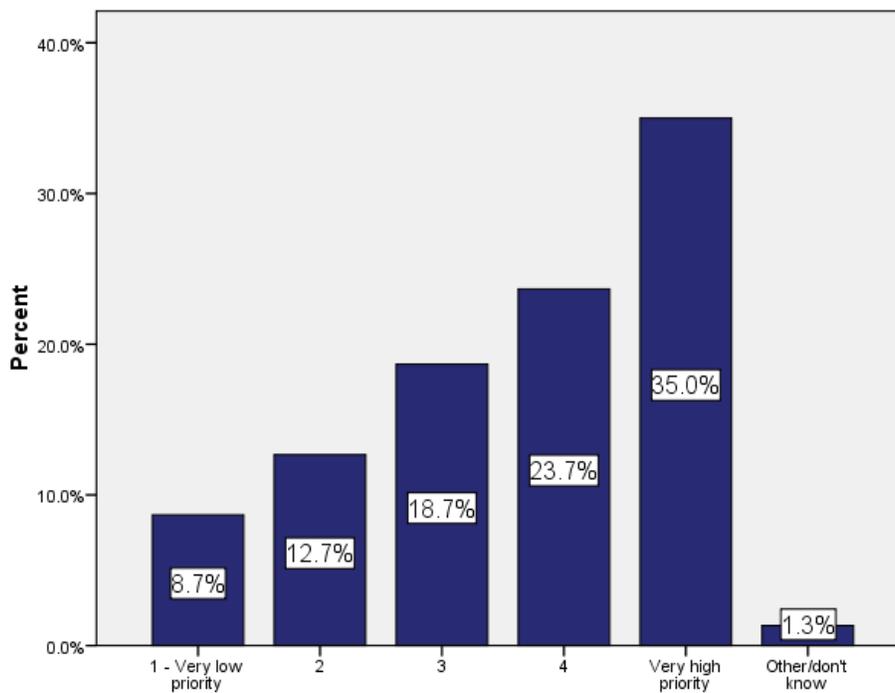
56. Repairing streets and sidewalks



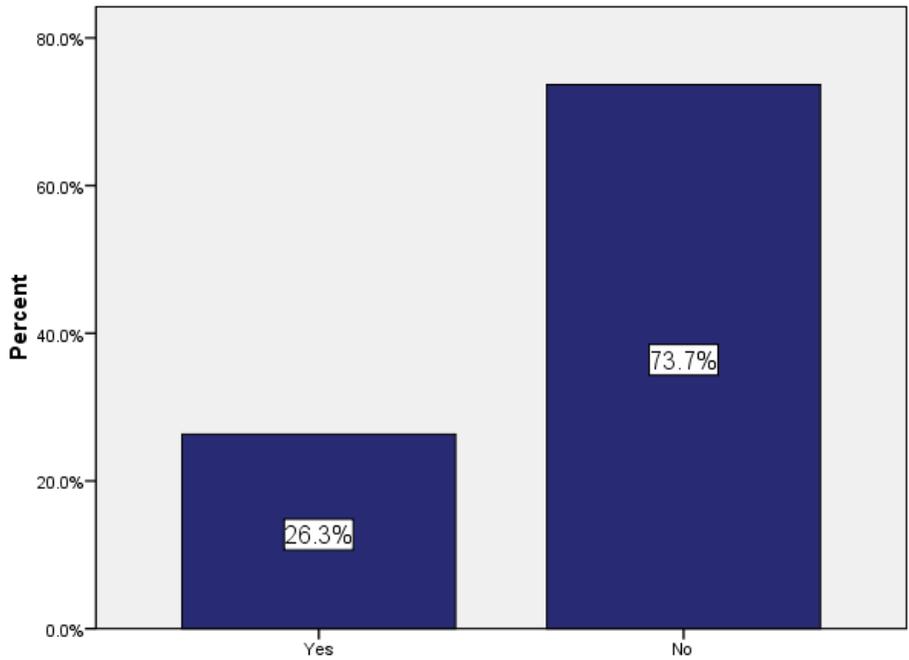
57. Adopting standards or building codes to ensure that business districts' building exteriors have a similar look



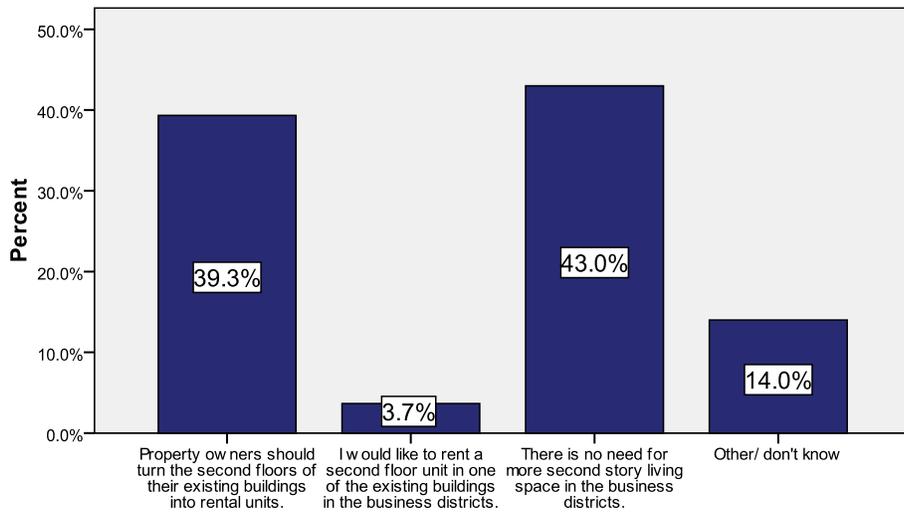
58. Adopting a uniform zoning code



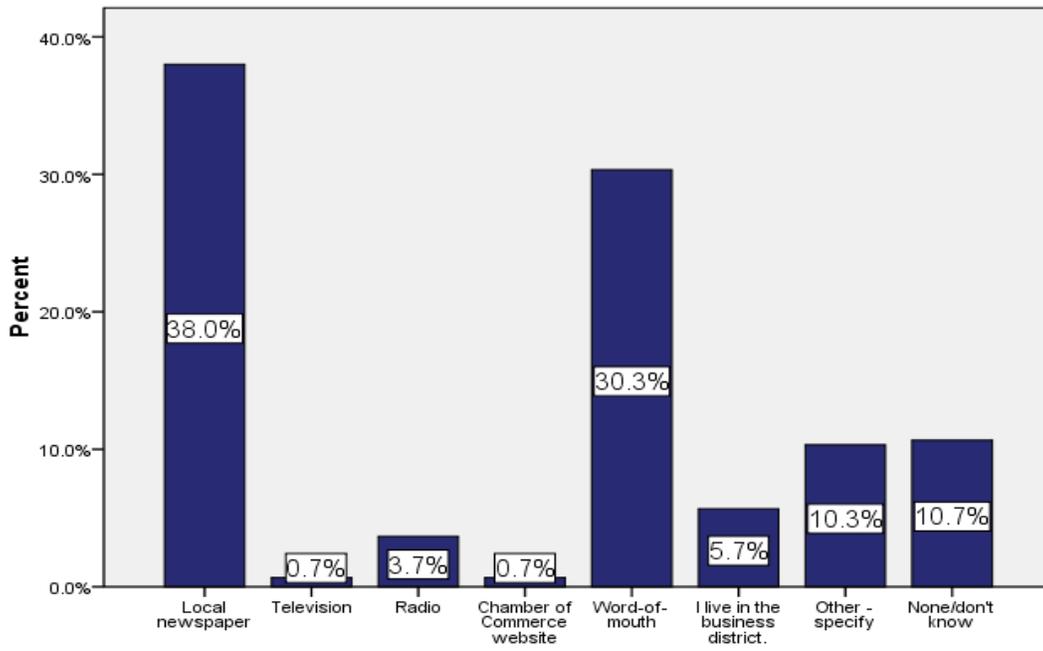
59. Removing of derelict homes and buildings



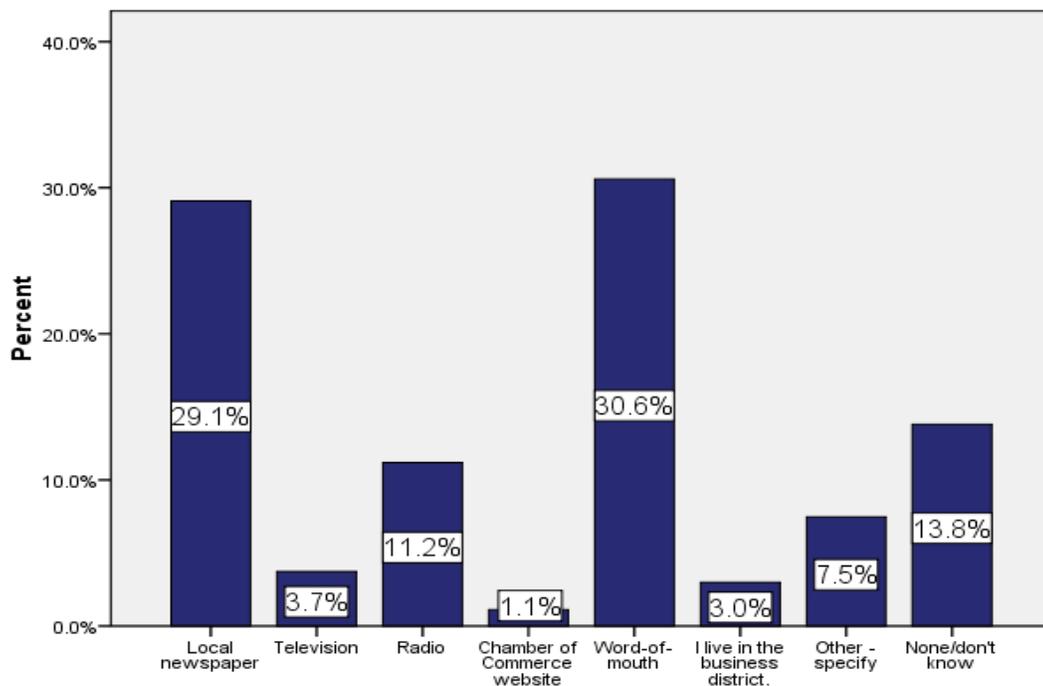
**60PRE. Are there any other improvements you think should be made to California business districts?**



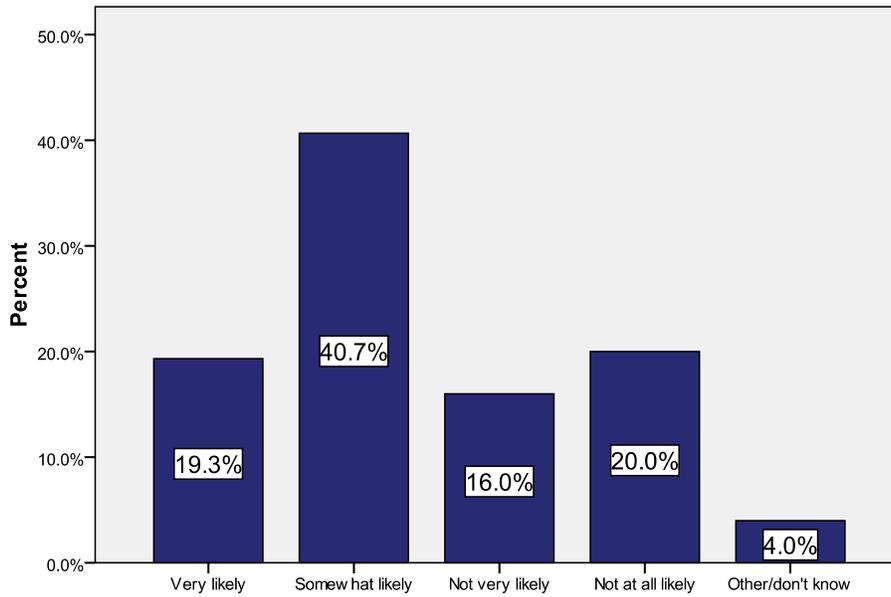
**61. There has been some discussion about developing upper floor living space in some California business districts. Which of the following statements is closest to the way you feel?**



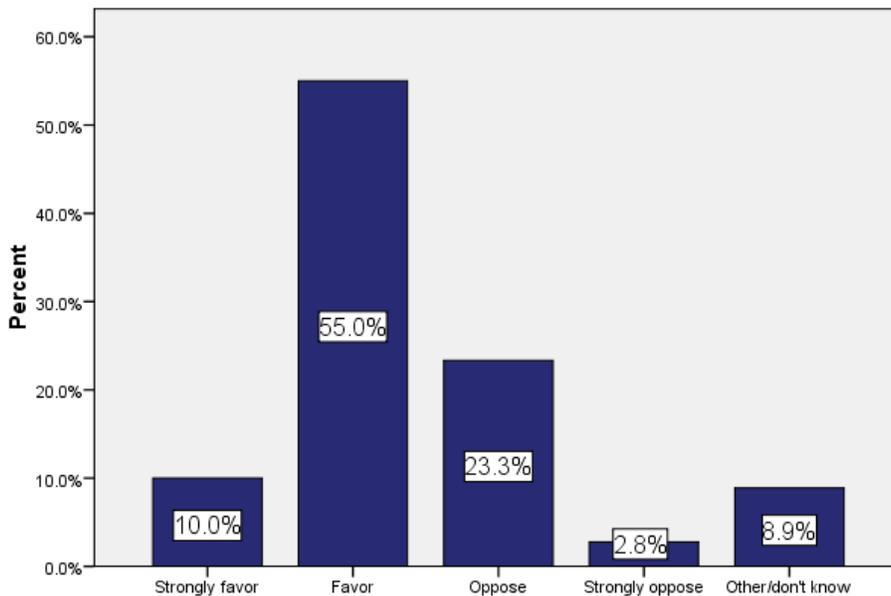
**62A. Other than your own personal knowledge from living in the community, what would you say is your main source of information about California businesses?**



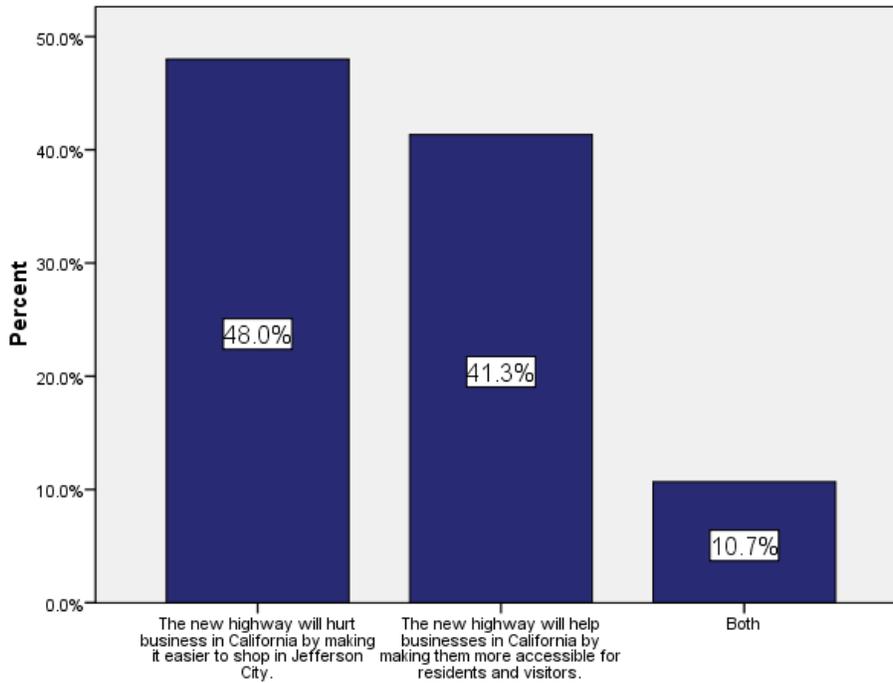
**62B. And what is your second most likely source of information?**



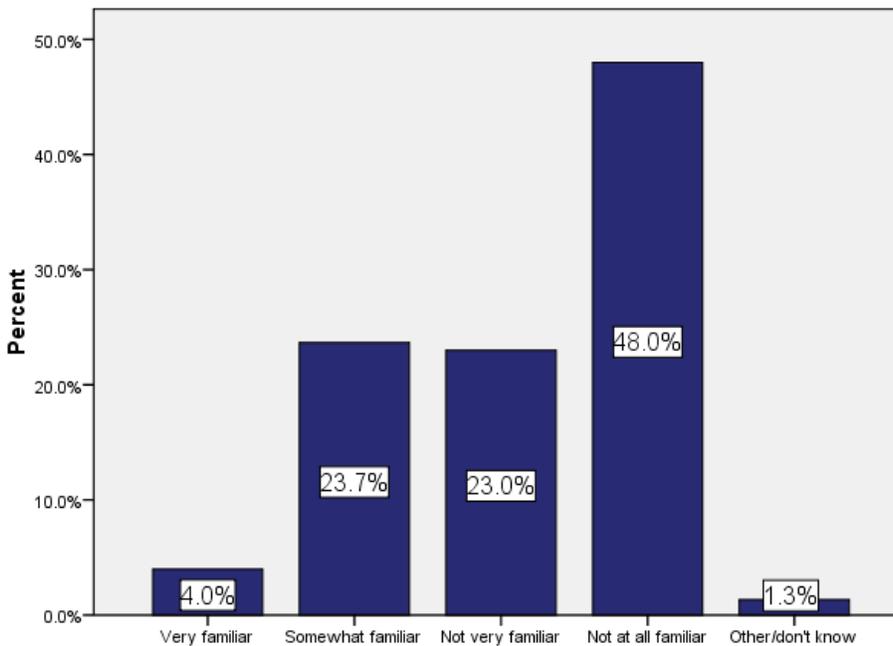
**63. Let's assume that an economic development sales tax was proposed for California, which would support development both in the business districts and elsewhere in California and fund projects such as street or other infrastructure improvements. . Would you be very likely, somewhat, not very or not at all likely to support such a sales tax?**



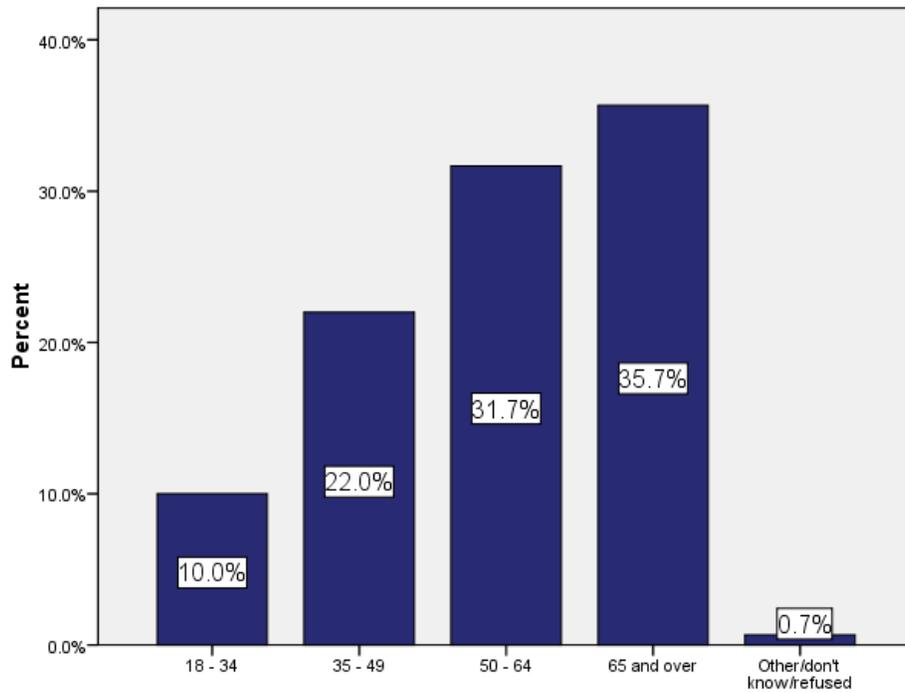
**63a. If that economic development sales tax was proposed for California, which would support development both in the business districts and elsewhere in California and fund projects such as street or other infrastructure improvements. Would you be very likely, somewhat, not very or not at all likely to support such a sales tax?**



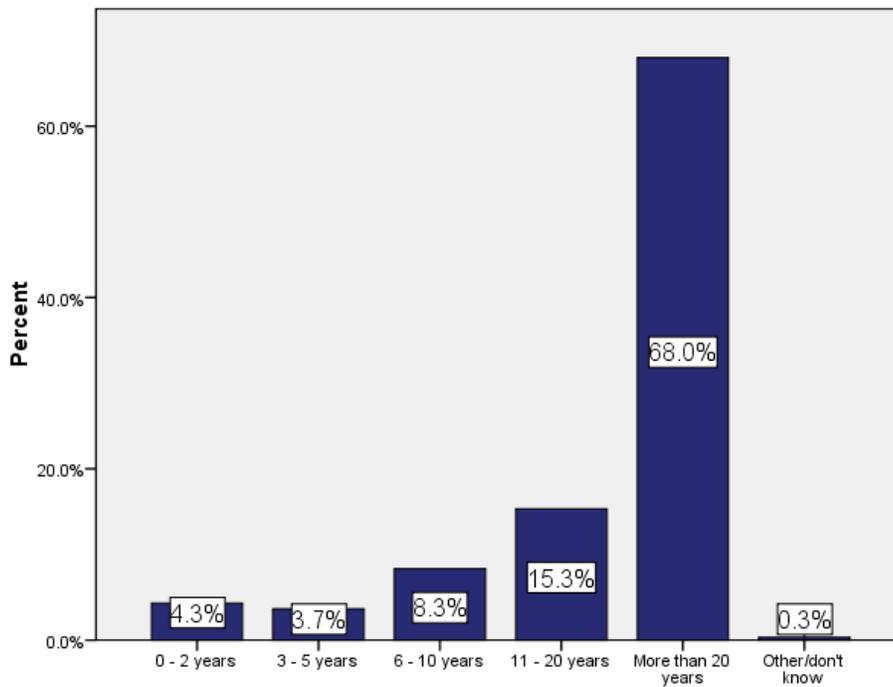
**64. Which of these statements is closest to the way you feel?**



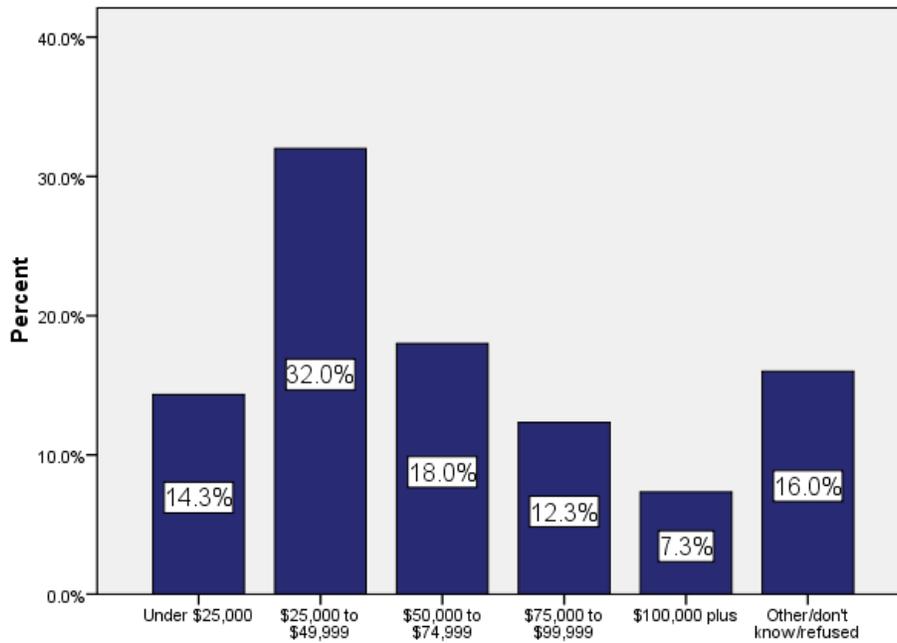
**65. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?**



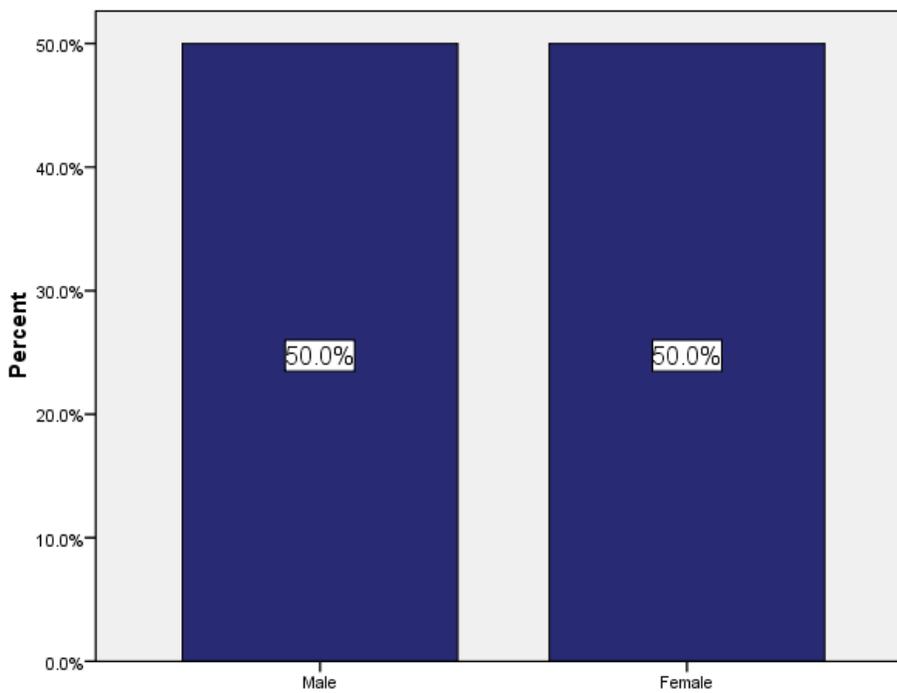
66. In which of the following age groups are you? Are you . .



67. How long have you lived in the California area?



**68. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2010. Just stop me when I get to your category.**



**69. GENDER**

## SECTION VI

### QUESTIONNAIRE

Hello, I'm \_\_\_\_\_ calling from Attitude Research Company on behalf of the City of California. We're conducting a survey to learn more about people's attitudes concerning the community, and this phone number was selected at random. According to our research procedure, I have to speak to a (male or female) over the age of 18 who is at home when I place this call.

*[If criteria cannot be met, politely terminate call]*

1. **Thinking about the California, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?**
  - 1) right direction
  - 2) mixed *[do not read]*
  - 3) wrong
  - 9) other, don't know

I'm going to give you a description of three business areas in California.

1. "Courthouse square area" refers to the area immediately surrounding the Courthouse square.
2. "Highway 87, Oak Street" refers to the area from Business 50 to the Courthouse square.
3. "Business 50" refers to the area from the Fire Station to the High School

I'm going to read a list of things that might be done to improve the quality of life in California.

For each of the following items, please tell me how high a priority you would place on each by using a 5-point scale. If you think the item should be a top priority, rate it a 5. If you think it should be a very low priority, rate it a 1. Of course, you can use any number between 5 and 1. Okay? *[pause, repeat instructions if necessary]* The first is...

*[rotate order]*

2. **Revitalizing the Courthouse square area**
3. **Revitalizing the Highway 87/Oak Street business area**
4. **Revitalizing the Business 50 area**
5. **Repairing major streets**

6. Improving emergency services
7. Upgrading parks and recreation facilities
8. Attracting more big box retail development
9. Attracting more small businesses
10. How often do you visit Courthouse square business area?
  - 1) Frequently
  - 2) Somewhat often
  - 3) Hardly ever
  - 4) Never
11. How often do you visit Highway 87/Oak Street business area?
  - 1) Frequently
  - 2) Somewhat often
  - 3) Hardly ever
  - 4) Never
12. How often do you visit businesses in the Business 50 area?
  - 1) Frequently
  - 2) Somewhat often
  - 3) Hardly ever
  - 4) Never

I'd like to ask you some questions about the area that includes the Courthouse Square area, Highway 87/Oak Street area and the Business 50 area. In the rest of the survey, we will use the term California business districts to refer to these three areas. Please tell me how often you visit the California business districts for these activities: very often, somewhat often, not very often or not at all.

*Read list, code as follows:*

- 1) very often
- 2) somewhat often
- 3) not very often
- 4) not at all
- 9) other, don't know

[rotate order]

13. shopping

14. dining

15. **entertainment**
16. **other outdoor recreation, such as walking**
17. **special events**
18. **government/post office**
19. **conducting business**

Of the items listed above, which would you say is the one reason you most often visit California business districts? [repeat list if necessary, code responses as follows]

- 1) shopping
- 2) dining
- 3) entertainment
- 4) other outdoor recreation
- 5) special events
- 6) government/post office
- 7) conducting business
- 9) other, don't know

For each of the following characteristics of a business districts I read, please tell me if you think conditions in California are excellent, good, not so good or poor. The first is...

Read list, code as follows:

- 1) excellent
- 2) good
- 3) not so good
- 4) poor
- 9) other, don't know

[rotate order]

20. **signs to help people find their way around**
21. **convenient business hours**
22. **available green space**
23. **preservation of historic structures**
24. **occupied storefronts**
25. **convenient parking**
26. **diverse mix of businesses**

27. dining options
28. entertainment options
29. condition of streets
30. condition of sidewalks
31. safety during the day
32. safety at night
33. How important would you say it is that California work to retain the historic character of its business districts? Would you say it is very important, somewhat, not very or not at all important?
  - 1) very
  - 2) somewhat
  - 3) not very
  - 4) not at all
  - 9) other, don't know

I'm going to read a list of the kinds of businesses that one might find in California. For each, please tell me how high a priority California should place on bringing or adding more of that type of business to its business districts. If you think an item should be a top priority, rate it a "5." If you think it shouldn't be a priority at all, rate it a "1." Of course, you can use any number between five and one. The first is...

READ LIST, CODE 1-5, 9=OTHER, DON'T KNOW

[rotate order]

34. lodging such as hotel, motel or bed and breakfast
35. family or casual style dining
36. fine dining
37. ice cream shop
38. antique shops
39. art galleries and shops
40. farmer's market
41. clothing stores

42. arcade or other attraction aimed at teenagers
43. bars/nightclubs
44. coffee shop
45. bookstore
46. outdoor dining
47. Of the items listed above, what business would you most like to see in California? [Read choices again if necessary]
  1. lodging such as hotel, motel or bed and breakfast
  2. family or casual style dining
  3. fine dining
  4. ice cream shop
  5. antique shops
  6. art galleries and shops
  7. farmer's market
  8. clothing stores
  9. arcade or other attraction aimed at teenagers
  10. bars/nightclubs
  11. coffee shop
  12. bookstore
  13. outdoor dining
  99. other, don't know

I'm going to read a list of other improvements that might be made to the California business districts. Again, please tell me how high a priority you think each should be for California using the same 5-point scale. [Repeat scale again if necessary, 9=other, don't know]

[rotate order]

48. adding green space and landscaping
49. improving lighting
50. moving utilities underground
51. adding new parking spaces or lots
52. developing second-story residential space
53. making the area more pedestrian-friendly
54. improving signage to help people find their way around

55. improving building facades and awnings
56. repairing streets and sidewalks
57. Adopting standards or building codes to ensure that business districts building exteriors have a similar look
58. Adopting a uniform zoning code
59. Removing of tumbledown homes and building
60. Are there any other improvements you think should be made to California business districts? *[open-ended, record first two responses]*
61. There has been some discussion about developing upper floor living space in some California business districts. Which of the following statements is closest to the way you feel?
  - 1) Property owners should turn the second floors of their existing buildings into rental units.
  - 2) I would like to rent a second floor unit in one of the existing buildings in the business district.
  - 3) There is no need for more second story living space in the business districts.
  - 9) other, don't know
62. Other than your own personal knowledge from living in the community, what would you say is your main source of information about California businesses? And what is your second most likely source of information? *[do not read list – code first two responses as follows]*
  - 1) local newspaper
  - 2) television
  - 3) radio
  - 4) Chamber of Commerce web site
  - 5) word-of-mouth
  - 6) I live in the business district.
  - 9) other [specify]
63. Let's assume that an economic development sales tax was proposed for California, which would support development both in the business districts and elsewhere in California and fund projects such as street or other infrastructure improvements. Would you be very likely, somewhat, not very or not at all likely to support such a sales tax?
  - 1) very likely
  - 2) somewhat likely
  - 3) not very likely (Skip to question 64)
  - 4) not at all likely (Skip to question 64)
  - 9) other, don't know (Skip to question 64)

**63a. If that economic development sales tax was a 0.5% (split sample and ask 100 about 0.25%, 0.5% and 0.75%) sales tax increase, would you strongly favor, favor, oppose or strongly oppose this increase?**

- 1) strongly favor
- 2) favor
- 3) oppose
- 4) strongly oppose
- 9) other, don't know

**64. Do you feel the new highway will...**

- 1) Hurt business in California
- 2) Will help business in California
- 3) Will make is easier to shop in Jefferson City
- 4) I don't know

**65. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?**

- 1) very familiar
- 2) somewhat familiar
- 3) not very familiar
- 4) not at all familiar
- 9) other, don't know

And now, a few final questions for classification purposes.

**66. In which of the following age groups are you?**

- 1) 18-34
- 2) 35-49
- 3) 50-64
- 4) 65 or over
- 9) other, don't know, refused

**67. How long have you lived in the California area?**

- 1) 0-2 years
- 2) 3-5 years
- 3) 6-10 years
- 4) 11-20 years
- 5) more than 20 years
- 9) other, don't know

**68.** For statistical purposes only, please indicate which of the following categories best fits your total household income for 2010. Just stop me when I get to your category.

- 1) Under \$25,000
- 2) \$25,000 to \$49,999
- 3) \$50,000 to \$74,999
- 4) \$75,000 to \$99,999
- 5) \$100,000 plus
- 9) other, don't know, refused

**69.** Gender [do not ask – code as follows]

- 1) male
- 2) female

That concludes our survey. Thank you for your time and cooperation.

## SECTION VII

### CROSS TABULATION

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		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. Thinking about the California, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	Right direction	80.0%	78.3%	81.7%	70.0%	74.2%	68.4%	74.8%	53.8%	81.8%	76.0%	71.7%	72.5%	62.8%	71.9%	81.5%	67.6%	81.8%	70.0%	74.0%
	(Mixed)	13.3%	8.3%	6.7%	26.7%	10.6%	12.6%	8.4%	15.4%	9.1%	8.0%	10.9%	12.3%	11.6%	14.6%	11.1%	16.2%	9.1%	13.3%	10.7%
	Wrong direction	5.0%	8.3%	11.7%	0.0%	12.1%	13.7%	6.5%	7.7%	0.0%	12.0%	17.4%	8.3%	18.6%	7.3%	3.7%	8.1%	9.1%	10.7%	8.7%
	Other/don't know	1.7%	5.0%	0.0%	3.3%	3.0%	5.3%	10.3%	23.1%	9.1%	4.0%	0.0%	6.9%	7.0%	6.3%	3.7%	8.1%	0.0%	6.0%	6.7%
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
2. Revitalizing the Courthouse Square area	1 - Very low priority	1.7%	13.3%	6.7%	20.0%	10.6%	9.5%	13.1%	15.4%	0.0%	12.0%	8.7%	12.7%	16.3%	8.3%	5.6%	16.2%	13.6%	10.7%	13.3%
	2	8.3%	1.7%	13.3%	16.7%	13.6%	14.7%	8.4%	30.8%	0.0%	8.0%	15.2%	11.8%	14.0%	9.4%	11.1%	16.2%	4.5%	11.3%	13.3%
	3	30.0%	38.3%	33.3%	26.7%	37.9%	28.4%	32.7%	23.1%	45.5%	48.0%	30.4%	30.4%	30.2%	40.6%	35.2%	24.3%	36.4%	36.0%	28.0%
	4	30.0%	21.7%	13.3%	10.0%	22.7%	25.3%	16.8%	23.1%	0.0%	8.0%	15.2%	23.5%	11.6%	18.8%	25.9%	21.6%	18.2%	22.7%	17.3%
	Very high priority	28.3%	23.3%	33.3%	26.7%	15.2%	21.1%	26.2%	7.7%	54.5%	20.0%	30.4%	20.1%	25.6%	21.9%	20.4%	21.6%	27.3%	18.7%	26.0%
	Other/don't know	1.7%	1.7%	0.0%	0.0%	0.0%	1.1%	2.8%	0.0%	0.0%	4.0%	0.0%	1.5%	2.3%	1.0%	1.9%	0.0%	0.0%	0.7%	2.0%
	<b>Total low priority</b>	<b>10.0%</b>	<b>15.0%</b>	<b>20.0%</b>	<b>36.7%</b>	<b>24.2%</b>	<b>24.2%</b>	<b>21.5%</b>	<b>46.2%</b>	<b>0.0%</b>	<b>20.0%</b>	<b>23.9%</b>	<b>24.5%</b>	<b>30.3%</b>	<b>17.7%</b>	<b>16.7%</b>	<b>32.4%</b>	<b>18.1%</b>	<b>22.0%</b>	<b>26.6%</b>
	<b>Total high priority</b>	<b>58.3%</b>	<b>45.0%</b>	<b>46.6%</b>	<b>36.7%</b>	<b>37.9%</b>	<b>46.4%</b>	<b>43.0%</b>	<b>30.8%</b>	<b>54.5%</b>	<b>28.0%</b>	<b>45.6%</b>	<b>43.6%</b>	<b>37.2%</b>	<b>40.7%</b>	<b>46.3%</b>	<b>43.2%</b>	<b>45.5%</b>	<b>41.4%</b>	<b>43.3%</b>
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
3. Revitalizing the Highway 87/Oak Street business area	1 - Very low priority	0.0%	6.7%	8.3%	10.0%	6.1%	6.3%	7.5%	7.7%	9.1%	12.0%	10.9%	4.9%	4.7%	2.1%	5.6%	16.2%	9.1%	6.7%	7.3%
	2	5.0%	11.7%	11.7%	10.0%	13.6%	9.5%	10.3%	23.1%	9.1%	4.0%	13.0%	10.3%	4.7%	14.6%	11.1%	8.1%	9.1%	12.0%	9.3%
	3	36.7%	33.3%	36.7%	20.0%	51.5%	32.6%	26.2%	23.1%	36.4%	20.0%	32.6%	35.3%	27.9%	34.4%	42.6%	29.7%	45.5%	34.7%	31.3%
	4	23.3%	28.3%	23.3%	33.3%	13.6%	26.3%	26.2%	15.4%	18.2%	32.0%	23.9%	24.0%	23.3%	29.2%	22.2%	21.6%	9.1%	24.0%	24.0%
	Very high priority	33.3%	20.0%	20.0%	23.3%	15.2%	24.2%	25.2%	7.7%	27.3%	28.0%	19.6%	24.0%	34.9%	19.8%	16.7%	24.3%	27.3%	20.7%	25.3%
	Other/don't know	1.7%	0.0%	0.0%	3.3%	0.0%	1.1%	4.7%	23.1%	0.0%	4.0%	0.0%	1.5%	4.7%	0.0%	1.9%	0.0%	0.0%	2.0%	2.7%
	<b>Total low priority</b>	<b>5.0%</b>	<b>18.4%</b>	<b>20.0%</b>	<b>20.0%</b>	<b>19.7%</b>	<b>15.8%</b>	<b>17.8%</b>	<b>30.8%</b>	<b>18.2%</b>	<b>16.0%</b>	<b>23.9%</b>	<b>15.2%</b>	<b>9.4%</b>	<b>16.7%</b>	<b>16.7%</b>	<b>24.3%</b>	<b>18.2%</b>	<b>18.7%</b>	<b>16.6%</b>
	<b>Total high priority</b>	<b>56.6%</b>	<b>48.3%</b>	<b>43.3%</b>	<b>56.6%</b>	<b>28.8%</b>	<b>50.5%</b>	<b>51.4%</b>	<b>23.1%</b>	<b>45.5%</b>	<b>60.0%</b>	<b>43.5%</b>	<b>48.0%</b>	<b>58.2%</b>	<b>49.0%</b>	<b>38.9%</b>	<b>45.9%</b>	<b>36.4%</b>	<b>44.7%</b>	<b>49.3%</b>
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
4. Revitalizing the Business 50 area	1 - Very low priority	1.7%	5.0%	5.0%	3.3%	6.1%	6.3%	4.7%	7.7%	0.0%	8.0%	6.5%	4.9%	7.0%	2.1%	5.6%	13.5%	9.1%	6.7%	4.7%
	2	3.3%	10.0%	11.7%	6.7%	18.2%	10.5%	8.4%	15.4%	9.1%	12.0%	6.5%	11.8%	7.0%	11.5%	13.0%	8.1%	9.1%	10.0%	12.0%
	3	38.3%	23.3%	30.0%	36.7%	25.8%	31.6%	26.2%	23.1%	9.1%	28.0%	26.1%	30.9%	27.9%	29.2%	33.3%	18.9%	45.5%	30.7%	26.7%
	4	23.3%	31.7%	33.3%	26.7%	30.3%	21.1%	29.0%	7.7%	54.5%	24.0%	37.0%	24.0%	18.6%	25.0%	25.9%	37.8%	22.7%	26.0%	26.7%
	Very high priority	33.3%	28.3%	20.0%	23.3%	18.2%	29.5%	29.0%	23.1%	27.3%	28.0%	23.9%	27.0%	34.9%	30.2%	22.2%	21.6%	13.6%	24.0%	28.7%
	Other/don't know	0.0%	1.7%	0.0%	3.3%	1.5%	1.1%	2.8%	23.1%	0.0%	0.0%	0.0%	1.5%	4.7%	2.1%	0.0%	0.0%	0.0%	2.7%	1.3%
	<b>Total low priority</b>	<b>5.0%</b>	<b>15.0%</b>	<b>16.7%</b>	<b>10.0%</b>	<b>24.3%</b>	<b>16.8%</b>	<b>13.1%</b>	<b>23.1%</b>	<b>9.1%</b>	<b>20.0%</b>	<b>13.0%</b>	<b>16.7%</b>	<b>14.0%</b>	<b>13.6%</b>	<b>18.6%</b>	<b>21.6%</b>	<b>18.2%</b>	<b>16.7%</b>	<b>16.7%</b>
	<b>Total high priority</b>	<b>56.6%</b>	<b>60.0%</b>	<b>53.3%</b>	<b>50.0%</b>	<b>48.5%</b>	<b>50.6%</b>	<b>58.0%</b>	<b>30.8%</b>	<b>81.8%</b>	<b>52.0%</b>	<b>60.9%</b>	<b>51.0%</b>	<b>53.5%</b>	<b>55.2%</b>	<b>48.1%</b>	<b>59.4%</b>	<b>36.3%</b>	<b>50.0%</b>	<b>55.4%</b>

		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
5. Repairing major streets	1 - Very low priority	1.7%	3.3%	5.0%	3.3%	1.5%	7.4%	5.6%	7.7%	9.1%	8.0%	2.2%	5.4%	11.6%	4.2%	3.7%	5.4%	0.0%	4.0%	6.7%
	2	5.0%	11.7%	5.0%	13.3%	13.6%	9.5%	4.7%	7.7%	9.1%	12.0%	6.5%	8.8%	4.7%	12.5%	7.4%	2.7%	13.6%	11.3%	6.7%
	3	20.0%	20.0%	23.3%	13.3%	28.8%	18.9%	21.5%	15.4%	18.2%	16.0%	19.6%	23.0%	23.3%	18.8%	18.5%	29.7%	22.7%	23.3%	19.3%
	4	26.7%	28.3%	25.0%	20.0%	25.8%	20.0%	26.2%	30.8%	27.3%	16.0%	30.4%	22.1%	14.0%	20.8%	27.8%	32.4%	27.3%	28.0%	18.7%
	Very high priority	46.7%	35.0%	41.7%	50.0%	30.3%	44.2%	39.3%	38.5%	36.4%	48.0%	41.3%	39.2%	46.5%	42.7%	42.6%	27.0%	36.4%	33.3%	46.7%
	Other/don't know	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	1.0%	0.0%	2.7%	0.0%	0.0%	2.0%
	<b>Total low priority</b>	<b>6.7%</b>	<b>15.0%</b>	<b>10.0%</b>	<b>16.6%</b>	<b>15.1%</b>	<b>16.9%</b>	<b>10.3%</b>	<b>15.4%</b>	<b>18.2%</b>	<b>20.0%</b>	<b>8.7%</b>	<b>14.2%</b>	<b>16.3%</b>	<b>16.7%</b>	<b>11.1%</b>	<b>8.1%</b>	<b>13.6%</b>	<b>15.3%</b>	<b>13.4%</b>
	<b>Total high priority</b>	<b>73.4%</b>	<b>63.3%</b>	<b>66.7%</b>	<b>70.0%</b>	<b>56.1%</b>	<b>64.2%</b>	<b>65.5%</b>	<b>69.3%</b>	<b>63.7%</b>	<b>64.0%</b>	<b>71.7%</b>	<b>61.3%</b>	<b>60.5%</b>	<b>63.5%</b>	<b>70.4%</b>	<b>59.4%</b>	<b>63.7%</b>	<b>61.3%</b>	<b>65.4%</b>
6. Improving emergency services	1 - Very low priority	13.3%	10.0%	11.7%	3.3%	16.7%	12.6%	13.1%	7.7%	9.1%	12.0%	15.2%	12.7%	9.3%	10.4%	14.8%	16.2%	18.2%	13.3%	12.0%
	2	10.0%	18.3%	8.3%	16.7%	12.1%	18.9%	14.0%	7.7%	0.0%	8.0%	13.0%	18.1%	11.6%	20.8%	11.1%	8.1%	13.6%	20.0%	10.7%
	3	30.0%	18.3%	31.7%	30.0%	24.2%	29.5%	25.2%	15.4%	9.1%	20.0%	23.9%	29.9%	23.3%	33.3%	27.8%	24.3%	22.7%	24.7%	28.7%
	4	23.3%	18.3%	28.3%	13.3%	25.8%	12.6%	21.5%	30.8%	18.2%	24.0%	17.4%	17.6%	16.3%	16.7%	22.2%	27.0%	18.2%	19.3%	18.0%
	Very high priority	20.0%	30.0%	13.3%	26.7%	18.2%	22.1%	23.4%	23.1%	63.6%	36.0%	23.9%	18.6%	39.5%	16.7%	20.4%	18.9%	18.2%	19.3%	26.0%
	Other/don't know	3.3%	5.0%	6.7%	10.0%	3.0%	4.2%	2.8%	15.4%	0.0%	0.0%	6.5%	2.9%	0.0%	2.1%	3.7%	5.4%	9.1%	3.3%	4.7%
	<b>Total low priority</b>	<b>23.3%</b>	<b>28.3%</b>	<b>20.0%</b>	<b>20.0%</b>	<b>28.8%</b>	<b>31.5%</b>	<b>27.1%</b>	<b>15.4%</b>	<b>9.1%</b>	<b>20.0%</b>	<b>28.2%</b>	<b>30.8%</b>	<b>20.9%</b>	<b>31.2%</b>	<b>25.9%</b>	<b>24.3%</b>	<b>31.8%</b>	<b>33.3%</b>	<b>22.7%</b>
	<b>Total high priority</b>	<b>43.3%</b>	<b>48.3%</b>	<b>41.6%</b>	<b>40.0%</b>	<b>44.0%</b>	<b>34.7%</b>	<b>44.9%</b>	<b>53.9%</b>	<b>81.8%</b>	<b>60.0%</b>	<b>41.3%</b>	<b>36.2%</b>	<b>55.8%</b>	<b>33.4%</b>	<b>42.6%</b>	<b>45.9%</b>	<b>36.4%</b>	<b>38.6%</b>	<b>44.0%</b>
7. Upgrading parks and recreation facilities	1 - Very low priority	6.7%	8.3%	15.0%	6.7%	10.6%	18.9%	21.5%	15.4%	9.1%	20.0%	15.2%	16.7%	27.9%	11.5%	11.1%	13.5%	13.6%	18.0%	15.3%
	2	20.0%	15.0%	13.3%	16.7%	18.2%	17.9%	15.0%	23.1%	0.0%	16.0%	17.4%	17.2%	7.0%	18.8%	11.1%	10.8%	22.7%	21.3%	12.0%
	3	26.7%	31.7%	33.3%	26.7%	36.4%	30.5%	27.1%	23.1%	45.5%	28.0%	28.3%	30.9%	25.6%	35.4%	37.0%	29.7%	27.3%	28.7%	32.0%
	4	30.0%	16.7%	26.7%	23.3%	21.2%	13.7%	16.8%	15.4%	18.2%	20.0%	17.4%	17.6%	14.0%	17.7%	20.4%	27.0%	22.7%	18.0%	17.3%
	Very high priority	16.7%	28.3%	11.7%	26.7%	13.6%	18.9%	18.7%	23.1%	27.3%	16.0%	21.7%	17.2%	25.6%	15.6%	20.4%	18.9%	13.6%	14.0%	22.7%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	<b>Total low priority</b>	<b>26.7%</b>	<b>23.3%</b>	<b>28.3%</b>	<b>23.4%</b>	<b>28.8%</b>	<b>36.8%</b>	<b>36.5%</b>	<b>38.5%</b>	<b>9.1%</b>	<b>36.0%</b>	<b>32.6%</b>	<b>33.9%</b>	<b>34.9%</b>	<b>30.3%</b>	<b>22.2%</b>	<b>24.3%</b>	<b>36.3%</b>	<b>39.3%</b>	<b>27.3%</b>
	<b>Total high priority</b>	<b>46.7%</b>	<b>45.0%</b>	<b>38.4%</b>	<b>50.0%</b>	<b>34.8%</b>	<b>32.6%</b>	<b>35.5%</b>	<b>38.5%</b>	<b>45.5%</b>	<b>36.0%</b>	<b>39.1%</b>	<b>34.8%</b>	<b>39.6%</b>	<b>33.3%</b>	<b>40.8%</b>	<b>45.9%</b>	<b>36.3%</b>	<b>32.0%</b>	<b>40.0%</b>
8. Attracting more big box retail development	1 - Very low priority	11.7%	13.3%	10.0%	10.0%	15.2%	14.7%	9.3%	23.1%	9.1%	24.0%	10.9%	10.3%	14.0%	7.3%	18.5%	16.2%	18.2%	15.3%	9.3%
	2	16.7%	20.0%	15.0%	23.3%	13.6%	12.6%	15.9%	23.1%	27.3%	12.0%	17.4%	14.2%	20.9%	11.5%	16.7%	21.6%	18.2%	17.3%	13.3%
	3	15.0%	16.7%	26.7%	26.7%	19.7%	15.8%	20.6%	7.7%	27.3%	16.0%	19.6%	20.1%	14.0%	18.8%	20.4%	32.4%	18.2%	15.3%	23.3%
	4	16.7%	21.7%	28.3%	13.3%	19.7%	25.3%	19.6%	7.7%	9.1%	32.0%	26.1%	19.6%	11.6%	22.9%	18.5%	8.1%	31.8%	22.7%	18.7%
	Very high priority	38.3%	26.7%	20.0%	23.3%	30.3%	29.5%	31.8%	23.1%	27.3%	16.0%	26.1%	33.3%	32.6%	37.5%	25.9%	18.9%	13.6%	28.0%	32.0%
	Other/don't know	1.7%	1.7%	0.0%	3.3%	1.5%	2.1%	2.8%	15.4%	0.0%	0.0%	0.0%	2.5%	7.0%	2.1%	0.0%	2.7%	0.0%	1.3%	3.3%
	<b>Total low priority</b>	<b>28.4%</b>	<b>33.3%</b>	<b>25.0%</b>	<b>33.3%</b>	<b>28.8%</b>	<b>27.3%</b>	<b>25.2%</b>	<b>46.2%</b>	<b>36.4%</b>	<b>36.0%</b>	<b>28.3%</b>	<b>24.5%</b>	<b>34.9%</b>	<b>18.8%</b>	<b>35.2%</b>	<b>37.8%</b>	<b>36.4%</b>	<b>32.6%</b>	<b>22.6%</b>
	<b>Total high priority</b>	<b>55.0%</b>	<b>48.4%</b>	<b>48.3%</b>	<b>36.6%</b>	<b>50.0%</b>	<b>54.8%</b>	<b>51.4%</b>	<b>30.8%</b>	<b>36.4%</b>	<b>48.0%</b>	<b>52.2%</b>	<b>52.9%</b>	<b>44.2%</b>	<b>60.4%</b>	<b>44.4%</b>	<b>27.0%</b>	<b>45.4%</b>	<b>50.7%</b>	<b>50.7%</b>

		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
9. Attracting more small businesses	1 - Very low priority	0.0%	3.3%	5.0%	6.7%	4.5%	5.3%	3.7%	15.4%	9.1%	0.0%	2.2%	5.4%	14.0%	4.2%	5.6%	0.0%	0.0%	3.3%	6.7%
	2	1.7%	1.7%	3.3%	3.3%	6.1%	2.1%	4.7%	0.0%	0.0%	12.0%	0.0%	4.4%	4.7%	2.1%	5.6%	5.4%	4.5%	5.3%	2.7%
	3	16.7%	20.0%	11.7%	23.3%	27.3%	11.6%	9.3%	15.4%	18.2%	12.0%	19.6%	14.2%	7.0%	13.5%	14.8%	21.6%	18.2%	16.0%	14.7%
	4	21.7%	20.0%	33.3%	26.7%	19.7%	24.2%	29.9%	15.4%	18.2%	32.0%	19.6%	27.0%	23.3%	30.2%	24.1%	24.3%	31.8%	20.7%	30.0%
	Very high priority	60.0%	55.0%	46.7%	40.0%	42.4%	56.8%	50.5%	46.2%	54.5%	44.0%	58.7%	48.5%	51.2%	50.0%	50.0%	48.6%	45.5%	54.0%	45.3%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	7.7%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
	<b>Total low priority</b>	<b>1.7%</b>	<b>5.0%</b>	<b>8.3%</b>	<b>10.0%</b>	<b>10.6%</b>	<b>7.4%</b>	<b>8.4%</b>	<b>15.4%</b>	<b>9.1%</b>	<b>12.0%</b>	<b>2.2%</b>	<b>9.8%</b>	<b>18.7%</b>	<b>6.3%</b>	<b>11.2%</b>	<b>5.4%</b>	<b>4.5%</b>	<b>8.6%</b>	<b>9.4%</b>
	<b>Total high priority</b>	<b>81.7%</b>	<b>75.0%</b>	<b>80.0%</b>	<b>66.7%</b>	<b>62.1%</b>	<b>81.0%</b>	<b>80.4%</b>	<b>61.6%</b>	<b>72.7%</b>	<b>76.0%</b>	<b>78.3%</b>	<b>75.5%</b>	<b>74.5%</b>	<b>80.2%</b>	<b>74.1%</b>	<b>72.9%</b>	<b>77.3%</b>	<b>74.7%</b>	<b>75.3%</b>
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
10. How often do you visit Courthouse square business area?	Frequently	41.7%	33.3%	30.0%	30.0%	28.8%	34.7%	33.6%	30.8%	9.1%	20.0%	37.0%	34.8%	30.2%	36.5%	37.0%	37.8%	27.3%	34.0%	31.3%
	Somewhat often	33.3%	30.0%	31.7%	26.7%	27.3%	32.6%	33.6%	15.4%	54.5%	40.0%	39.1%	27.5%	30.2%	27.1%	35.2%	32.4%	36.4%	31.3%	30.7%
	Hardly ever	18.3%	35.0%	35.0%	33.3%	42.4%	29.5%	30.8%	46.2%	36.4%	32.0%	23.9%	34.8%	37.2%	35.4%	24.1%	27.0%	31.8%	30.7%	36.0%
	Never	6.7%	1.7%	3.3%	10.0%	1.5%	3.2%	1.9%	7.7%	0.0%	8.0%	0.0%	2.9%	2.3%	1.0%	3.7%	2.7%	4.5%	4.0%	2.0%
	Don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
11. How often do you visit Highway 87/Oak Street business area?	Frequently	51.7%	51.7%	43.3%	50.0%	59.1%	51.6%	49.5%	61.5%	63.6%	52.0%	47.8%	52.0%	48.8%	52.1%	50.0%	54.1%	63.6%	52.0%	52.7%
	Somewhat often	31.7%	31.7%	35.0%	33.3%	21.2%	31.6%	31.8%	15.4%	18.2%	36.0%	37.0%	28.9%	34.9%	29.2%	25.9%	35.1%	18.2%	30.7%	28.7%
	Hardly ever	16.7%	16.7%	20.0%	13.3%	19.7%	15.8%	18.7%	23.1%	18.2%	12.0%	15.2%	18.1%	16.3%	17.7%	22.2%	10.8%	18.2%	16.7%	18.0%
	Never	0.0%	0.0%	1.7%	3.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%	1.9%	0.0%	0.0%	0.7%	0.7%
	Don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
12. How often do you visit businesses in the Business 50 area?	Frequently	81.7%	75.0%	76.7%	66.7%	84.8%	75.8%	74.8%	53.8%	81.8%	76.0%	78.3%	77.0%	74.4%	75.0%	81.5%	67.6%	86.4%	74.7%	78.0%
	Somewhat often	15.0%	21.7%	21.7%	23.3%	13.6%	22.1%	21.5%	30.8%	18.2%	24.0%	15.2%	20.6%	18.6%	21.9%	18.5%	27.0%	13.6%	24.0%	16.7%
	Hardly ever	3.3%	3.3%	1.7%	6.7%	1.5%	2.1%	3.7%	7.7%	0.0%	0.0%	6.5%	2.5%	4.7%	3.1%	0.0%	5.4%	0.0%	1.3%	4.7%
	Never	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Don't know	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%

		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender		
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
13. Shopping	Very often	43.3%	43.3%	31.7%	30.0%	40.9%	30.5%	43.9%	15.4%	45.5%	40.0%	26.1%	40.7%	37.2%	36.5%	40.7%	48.6%	36.4%	38.7%	36.0%	
	Somewhat often	45.0%	30.0%	38.3%	26.7%	37.9%	51.6%	34.6%	38.5%	45.5%	44.0%	43.5%	39.2%	39.5%	37.5%	37.0%	37.8%	40.9%	40.7%	40.0%	
	Not very often	8.3%	26.7%	25.0%	33.3%	19.7%	15.8%	18.7%	38.5%	9.1%	16.0%	23.9%	17.6%	18.6%	25.0%	18.5%	10.8%	18.2%	18.0%	20.7%	
	Not at all	3.3%	0.0%	5.0%	10.0%	1.5%	2.1%	2.8%	7.7%	0.0%	0.0%	6.5%	2.5%	4.7%	1.0%	3.7%	2.7%	4.5%	2.7%	3.3%	
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Very/somewhat often</b>	<b>88.3%</b>	<b>73.3%</b>	<b>70.0%</b>	<b>56.7%</b>	<b>78.8%</b>	<b>82.1%</b>	<b>78.5%</b>	<b>53.9%</b>	<b>91.0%</b>	<b>84.0%</b>	<b>69.6%</b>	<b>79.9%</b>	<b>76.7%</b>	<b>74.0%</b>	<b>77.7%</b>	<b>86.4%</b>	<b>77.3%</b>	<b>79.4%</b>	<b>76.0%</b>	
	<b>Not very/not at all often</b>	<b>11.6%</b>	<b>26.7%</b>	<b>30.0%</b>	<b>43.3%</b>	<b>21.2%</b>	<b>17.9%</b>	<b>21.5%</b>	<b>46.2%</b>	<b>9.1%</b>	<b>16.0%</b>	<b>30.4%</b>	<b>20.1%</b>	<b>23.3%</b>	<b>26.0%</b>	<b>22.2%</b>	<b>13.5%</b>	<b>22.7%</b>	<b>20.7%</b>	<b>24.0%</b>	
14. Dining	Very often	43.3%	36.7%	30.0%	26.7%	50.0%	38.9%	33.6%	23.1%	45.5%	28.0%	43.5%	38.7%	37.2%	22.9%	57.4%	54.1%	40.9%	42.0%	34.0%	
	Somewhat often	40.0%	48.3%	53.3%	40.0%	39.4%	42.1%	43.0%	38.5%	27.3%	44.0%	45.7%	40.7%	25.6%	54.2%	31.5%	35.1%	50.0%	41.3%	41.3%	
	Not very often	13.3%	8.3%	15.0%	26.7%	7.6%	13.7%	16.8%	30.8%	18.2%	16.0%	6.5%	15.2%	25.6%	18.8%	7.4%	2.7%	4.5%	10.7%	18.7%	
	Not at all	3.3%	6.7%	1.7%	6.7%	3.0%	5.3%	6.5%	7.7%	9.1%	12.0%	4.3%	5.4%	11.6%	4.2%	3.7%	8.1%	4.5%	6.0%	6.0%	
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Very/somewhat often</b>	<b>83.3%</b>	<b>85.0%</b>	<b>83.3%</b>	<b>66.7%</b>	<b>89.4%</b>	<b>81.0%</b>	<b>76.6%</b>	<b>61.6%</b>	<b>72.8%</b>	<b>72.0%</b>	<b>89.2%</b>	<b>79.4%</b>	<b>62.8%</b>	<b>77.1%</b>	<b>88.9%</b>	<b>89.2%</b>	<b>90.9%</b>	<b>83.3%</b>	<b>75.3%</b>	
	<b>Not very/not at all often</b>	<b>16.6%</b>	<b>15.0%</b>	<b>16.7%</b>	<b>33.4%</b>	<b>10.6%</b>	<b>19.0%</b>	<b>23.3%</b>	<b>38.5%</b>	<b>27.3%</b>	<b>28.0%</b>	<b>10.8%</b>	<b>20.6%</b>	<b>37.2%</b>	<b>23.0%</b>	<b>11.1%</b>	<b>10.8%</b>	<b>9.0%</b>	<b>16.7%</b>	<b>24.7%</b>	
15. Entertainment	Very often	6.7%	3.3%	3.3%	6.7%	7.6%	5.3%	7.5%	15.4%	0.0%	4.0%	8.7%	6.4%	14.0%	6.3%	9.3%	0.0%	0.0%	8.0%	5.3%	
	Somewhat often	30.0%	31.7%	25.0%	20.0%	18.2%	25.3%	29.9%	23.1%	18.2%	40.0%	26.1%	23.5%	23.3%	20.8%	31.5%	27.0%	31.8%	18.7%	31.3%	
	Not very often	48.3%	41.7%	51.7%	40.0%	53.0%	45.3%	45.8%	30.8%	54.5%	40.0%	41.3%	48.5%	41.9%	47.9%	48.1%	43.2%	40.9%	49.3%	43.3%	
	Not at all	15.0%	23.3%	20.0%	33.3%	21.2%	24.2%	16.8%	30.8%	27.3%	16.0%	23.9%	21.6%	20.9%	25.0%	11.1%	29.7%	27.3%	24.0%	20.0%	
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	<b>Very/somewhat often</b>	<b>36.7%</b>	<b>35.0%</b>	<b>28.3%</b>	<b>26.7%</b>	<b>25.8%</b>	<b>30.6%</b>	<b>37.4%</b>	<b>38.5%</b>	<b>18.2%</b>	<b>44.0%</b>	<b>34.8%</b>	<b>29.9%</b>	<b>37.3%</b>	<b>27.1%</b>	<b>40.8%</b>	<b>27.0%</b>	<b>31.8%</b>	<b>26.7%</b>	<b>36.6%</b>	
	<b>Not very/not at all often</b>	<b>63.3%</b>	<b>65.0%</b>	<b>71.7%</b>	<b>73.3%</b>	<b>74.2%</b>	<b>69.5%</b>	<b>62.6%</b>	<b>61.6%</b>	<b>81.8%</b>	<b>56.0%</b>	<b>65.2%</b>	<b>70.1%</b>	<b>62.8%</b>	<b>72.9%</b>	<b>59.2%</b>	<b>72.9%</b>	<b>68.2%</b>	<b>73.3%</b>	<b>63.3%</b>	
16. Other outdoor recreation, such as walking	Very often	15.0%	20.0%	21.7%	26.7%	16.7%	20.0%	15.9%	30.8%	18.2%	36.0%	17.4%	16.2%	23.3%	19.8%	20.4%	16.2%	13.6%	16.7%	20.7%	
	Somewhat often	33.3%	23.3%	25.0%	43.3%	28.8%	23.2%	15.9%	30.8%	27.3%	16.0%	37.0%	21.6%	25.6%	24.0%	27.8%	21.6%	22.7%	24.0%	24.0%	
	Not very often	25.0%	33.3%	31.7%	3.3%	39.4%	35.8%	33.6%	30.8%	27.3%	28.0%	21.7%	35.8%	27.9%	28.1%	35.2%	37.8%	31.8%	34.0%	30.7%	
	Not at all	26.7%	23.3%	21.7%	26.7%	15.2%	21.1%	34.6%	7.7%	27.3%	20.0%	23.9%	26.5%	23.3%	28.1%	16.7%	24.3%	31.8%	25.3%	24.7%	
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	<b>Very/somewhat often</b>	<b>48.3%</b>	<b>43.3%</b>	<b>46.7%</b>	<b>70.0%</b>	<b>45.5%</b>	<b>43.2%</b>	<b>31.8%</b>	<b>61.6%</b>	<b>45.5%</b>	<b>52.0%</b>	<b>54.4%</b>	<b>37.8%</b>	<b>48.9%</b>	<b>43.8%</b>	<b>48.2%</b>	<b>37.8%</b>	<b>36.3%</b>	<b>40.7%</b>	<b>44.7%</b>	
	<b>Not very/not at all often</b>	<b>51.7%</b>	<b>56.6%</b>	<b>53.4%</b>	<b>30.0%</b>	<b>54.6%</b>	<b>56.9%</b>	<b>68.2%</b>	<b>38.5%</b>	<b>54.6%</b>	<b>48.0%</b>	<b>45.6%</b>	<b>62.3%</b>	<b>51.2%</b>	<b>56.2%</b>	<b>51.9%</b>	<b>62.1%</b>	<b>63.6%</b>	<b>59.3%</b>	<b>55.4%</b>	

		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
17. Special events	Very often	26.7%	18.3%	21.7%	10.0%	21.2%	20.0%	16.8%	7.7%	18.2%	12.0%	21.7%	19.1%	11.6%	14.6%	27.8%	18.9%	27.3%	20.7%	16.0%
	Somewhat often	43.3%	55.0%	35.0%	53.3%	48.5%	41.1%	41.1%	38.5%	27.3%	60.0%	54.3%	40.2%	27.9%	54.2%	46.3%	48.6%	40.9%	40.7%	46.7%
	Not very often	23.3%	20.0%	35.0%	20.0%	24.2%	27.4%	30.8%	23.1%	45.5%	16.0%	15.2%	30.4%	39.5%	20.8%	20.4%	18.9%	27.3%	28.7%	25.3%
	Not at all	5.0%	6.7%	8.3%	16.7%	6.1%	11.6%	10.3%	30.8%	9.1%	12.0%	8.7%	9.8%	18.6%	10.4%	5.6%	13.5%	4.5%	10.0%	11.3%
	Other/don't know	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.5%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	<b>Very/somewhat often</b>	<b>70.0%</b>	<b>73.3%</b>	<b>56.7%</b>	<b>63.3%</b>	<b>69.7%</b>	<b>61.1%</b>	<b>57.9%</b>	<b>46.2%</b>	<b>45.5%</b>	<b>72.0%</b>	<b>76.0%</b>	<b>59.3%</b>	<b>39.5%</b>	<b>68.8%</b>	<b>74.1%</b>	<b>67.5%</b>	<b>68.2%</b>	<b>61.4%</b>	<b>62.7%</b>
	<b>Not very/not at all often</b>	<b>28.3%</b>	<b>26.7%</b>	<b>43.3%</b>	<b>36.7%</b>	<b>30.3%</b>	<b>39.0%</b>	<b>41.1%</b>	<b>53.9%</b>	<b>54.6%</b>	<b>28.0%</b>	<b>23.9%</b>	<b>40.2%</b>	<b>58.1%</b>	<b>31.2%</b>	<b>26.0%</b>	<b>32.4%</b>	<b>31.8%</b>	<b>38.7%</b>	<b>36.6%</b>
18. Government/post office	Very often	38.3%	30.0%	26.7%	13.3%	25.8%	36.8%	35.5%	38.5%	27.3%	24.0%	37.0%	31.4%	46.5%	29.2%	31.5%	35.1%	36.4%	36.0%	27.3%
	Somewhat often	38.3%	46.7%	38.3%	56.7%	39.4%	41.1%	39.4%	38.5%	63.6%	32.0%	39.1%	40.2%	20.9%	44.8%	48.1%	40.5%	27.3%	35.3%	44.7%
	Not very often	20.0%	21.7%	26.7%	20.0%	27.3%	21.1%	26.2%	15.4%	9.1%	40.0%	21.7%	24.0%	30.2%	20.8%	18.5%	21.6%	31.8%	24.0%	24.7%
	Not at all	3.3%	1.7%	8.3%	10.0%	7.6%	1.1%	2.8%	7.7%	0.0%	4.0%	2.2%	4.4%	2.3%	5.2%	1.9%	2.7%	4.5%	4.7%	3.3%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Very/somewhat often</b>	<b>76.6%</b>	<b>76.7%</b>	<b>65.0%</b>	<b>70.0%</b>	<b>65.2%</b>	<b>77.9%</b>	<b>71.0%</b>	<b>77.0%</b>	<b>90.9%</b>	<b>56.0%</b>	<b>76.1%</b>	<b>71.6%</b>	<b>67.4%</b>	<b>74.0%</b>	<b>79.6%</b>	<b>75.6%</b>	<b>63.7%</b>	<b>71.3%</b>	<b>72.0%</b>
	<b>Not very/not at all often</b>	<b>23.3%</b>	<b>23.4%</b>	<b>35.0%</b>	<b>30.0%</b>	<b>34.9%</b>	<b>22.2%</b>	<b>29.0%</b>	<b>23.1%</b>	<b>9.1%</b>	<b>44.0%</b>	<b>23.9%</b>	<b>28.4%</b>	<b>32.5%</b>	<b>26.0%</b>	<b>20.4%</b>	<b>24.3%</b>	<b>36.3%</b>	<b>28.7%</b>	<b>28.0%</b>
19. Conducting business	Very often	46.7%	35.0%	28.3%	20.0%	40.9%	40.0%	35.5%	15.4%	36.4%	32.0%	28.3%	39.7%	34.9%	33.3%	44.4%	45.9%	31.8%	38.7%	34.0%
	Somewhat often	40.0%	45.0%	41.7%	36.7%	42.4%	43.2%	43.0%	23.1%	45.5%	40.0%	54.3%	41.2%	30.2%	44.8%	40.7%	32.4%	59.1%	42.7%	42.0%
	Not very often	8.3%	15.0%	25.0%	23.3%	12.1%	14.7%	17.8%	23.1%	9.1%	8.0%	13.0%	17.6%	27.9%	17.7%	13.0%	10.8%	4.5%	12.7%	19.3%
	Not at all	5.0%	5.0%	5.0%	20.0%	4.5%	2.1%	3.7%	38.5%	9.1%	20.0%	4.3%	1.5%	7.0%	4.2%	1.9%	10.8%	4.5%	6.0%	4.7%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Very/somewhat often</b>	<b>86.7%</b>	<b>80.0%</b>	<b>70.0%</b>	<b>56.7%</b>	<b>83.3%</b>	<b>83.2%</b>	<b>78.5%</b>	<b>38.5%</b>	<b>81.9%</b>	<b>72.0%</b>	<b>82.6%</b>	<b>80.9%</b>	<b>65.1%</b>	<b>78.1%</b>	<b>85.1%</b>	<b>78.3%</b>	<b>90.9%</b>	<b>81.4%</b>	<b>76.0%</b>
	<b>Not very/not at all often</b>	<b>13.3%</b>	<b>20.0%</b>	<b>30.0%</b>	<b>43.3%</b>	<b>16.6%</b>	<b>16.8%</b>	<b>21.5%</b>	<b>61.6%</b>	<b>18.2%</b>	<b>28.0%</b>	<b>17.3%</b>	<b>19.1%</b>	<b>34.9%</b>	<b>21.9%</b>	<b>14.9%</b>	<b>21.6%</b>	<b>9.0%</b>	<b>18.7%</b>	<b>24.0%</b>
19a. Of the items listed above, which would you say is the one reason you most often visit California business districts?	Shopping	40.0%	33.3%	30.0%	23.3%	30.3%	38.9%	44.9%	46.2%	54.5%	36.0%	30.4%	38.7%	58.1%	35.4%	24.1%	32.4%	36.4%	30.7%	45.3%
	Dining	25.0%	25.0%	21.7%	33.3%	28.8%	23.2%	16.8%	15.4%	18.2%	32.0%	21.7%	22.5%	9.3%	35.2%	24.3%	18.2%	26.7%	19.3%	
	Entertainment	0.0%	1.7%	5.0%	0.0%	1.5%	2.1%	3.7%	7.7%	0.0%	4.0%	4.3%	1.5%	4.7%	1.0%	3.7%	0.0%	0.0%	3.3%	1.3%
	Other outdoor recreation	1.7%	3.3%	1.7%	3.3%	6.1%	1.1%	1.9%	7.7%	0.0%	4.0%	2.2%	2.5%	2.3%	3.1%	5.6%	0.0%	0.0%	2.7%	2.7%
	Special events	1.7%	3.3%	1.7%	10.0%	3.0%	1.1%	1.9%	0.0%	0.0%	4.0%	8.7%	1.5%	0.0%	2.1%	1.9%	8.1%	4.5%	2.7%	2.7%
	Government/post office	15.0%	6.7%	6.7%	3.3%	3.0%	13.7%	8.4%	15.4%	0.0%	0.0%	10.9%	8.8%	14.0%	9.4%	7.4%	2.7%	4.5%	5.3%	11.3%
	Conducting business	11.7%	21.7%	23.3%	16.7%	21.2%	16.8%	17.8%	0.0%	9.1%	20.0%	15.2%	20.1%	7.0%	17.7%	20.4%	27.0%	27.3%	23.3%	12.7%
	Other/don't know	5.0%	5.0%	10.0%	10.0%	6.1%	3.2%	4.7%	7.7%	18.2%	0.0%	6.5%	4.4%	4.7%	7.3%	1.9%	5.4%	9.1%	5.3%	4.7%

		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
20. Signs to help people find their way around	Excellent	6.7%	8.3%	5.0%	10.0%	6.1%	5.3%	7.5%	30.8%	0.0%	0.0%	10.9%	5.4%	16.3%	8.3%	1.9%	8.1%	0.0%	5.3%	8.0%
	Good	58.3%	65.0%	61.7%	46.7%	54.5%	65.3%	58.9%	30.8%	72.7%	68.0%	56.5%	58.8%	46.5%	64.6%	46.3%	59.5%	81.8%	60.7%	56.7%
	Not so good	26.7%	20.0%	21.7%	33.3%	22.7%	21.1%	17.8%	30.8%	9.1%	24.0%	23.9%	20.6%	18.6%	17.7%	37.0%	16.2%	18.2%	20.7%	22.0%
	Poor	3.3%	5.0%	5.0%	3.3%	9.1%	5.3%	6.5%	0.0%	18.2%	8.0%	4.3%	6.9%	11.6%	7.3%	7.4%	5.4%	0.0%	8.0%	5.3%
	Other/don't know	5.0%	1.7%	6.7%	6.7%	7.6%	3.2%	9.3%	7.7%	0.0%	0.0%	4.3%	8.3%	7.0%	2.1%	7.4%	10.8%	0.0%	5.3%	8.0%
	<b>Excellent/good</b>	<b>65.0%</b>	<b>73.3%</b>	<b>66.7%</b>	<b>56.7%</b>	<b>60.6%</b>	<b>70.6%</b>	<b>66.4%</b>	<b>61.6%</b>	<b>72.7%</b>	<b>68.0%</b>	<b>67.4%</b>	<b>64.2%</b>	<b>62.8%</b>	<b>72.9%</b>	<b>48.2%</b>	<b>67.6%</b>	<b>81.8%</b>	<b>66.0%</b>	<b>64.7%</b>
<b>Not so good/poor</b>	<b>30.0%</b>	<b>25.0%</b>	<b>26.7%</b>	<b>36.6%</b>	<b>31.8%</b>	<b>26.4%</b>	<b>24.3%</b>	<b>30.8%</b>	<b>27.3%</b>	<b>32.0%</b>	<b>28.2%</b>	<b>27.5%</b>	<b>30.2%</b>	<b>25.0%</b>	<b>44.4%</b>	<b>21.6%</b>	<b>18.2%</b>	<b>28.7%</b>	<b>27.3%</b>	
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
21. Convenient business hours	Excellent	13.3%	11.7%	6.7%	10.0%	7.6%	9.5%	12.1%	15.4%	0.0%	8.0%	17.4%	8.8%	14.0%	10.4%	3.7%	13.5%	13.6%	9.3%	10.7%
	Good	68.3%	70.0%	75.0%	63.3%	69.7%	70.5%	77.6%	69.2%	90.9%	64.0%	65.2%	74.0%	62.8%	70.8%	81.5%	62.2%	63.6%	72.7%	72.0%
	Not so good	13.3%	13.3%	15.0%	20.0%	15.2%	15.8%	9.3%	15.4%	9.1%	24.0%	10.9%	13.2%	20.9%	14.6%	11.1%	18.9%	13.6%	14.7%	12.7%
	Poor	5.0%	3.3%	3.3%	6.7%	6.1%	4.2%	0.0%	0.0%	0.0%	0.0%	6.5%	3.4%	2.3%	3.1%	3.7%	2.7%	9.1%	2.7%	4.0%
	Other/don't know	0.0%	1.7%	0.0%	0.0%	1.5%	0.0%	0.9%	0.0%	0.0%	4.0%	0.0%	0.5%	0.0%	1.0%	0.0%	2.7%	0.0%	0.7%	0.7%
	<b>Excellent/good</b>	<b>81.6%</b>	<b>81.7%</b>	<b>81.7%</b>	<b>73.3%</b>	<b>77.3%</b>	<b>80.0%</b>	<b>89.7%</b>	<b>84.6%</b>	<b>90.9%</b>	<b>72.0%</b>	<b>82.6%</b>	<b>82.8%</b>	<b>76.8%</b>	<b>81.2%</b>	<b>85.2%</b>	<b>75.7%</b>	<b>77.2%</b>	<b>82.0%</b>	<b>82.7%</b>
<b>Not so good/poor</b>	<b>18.3%</b>	<b>16.6%</b>	<b>18.3%</b>	<b>26.7%</b>	<b>21.3%</b>	<b>20.0%</b>	<b>9.3%</b>	<b>15.4%</b>	<b>9.1%</b>	<b>24.0%</b>	<b>17.4%</b>	<b>16.6%</b>	<b>23.2%</b>	<b>17.7%</b>	<b>14.8%</b>	<b>21.6%</b>	<b>22.7%</b>	<b>17.4%</b>	<b>16.7%</b>	
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
22. Available green space	Excellent	1.7%	11.7%	11.7%	3.3%	7.6%	6.3%	11.2%	7.7%	9.1%	12.0%	8.7%	7.4%	4.7%	4.2%	7.4%	8.1%	13.6%	9.3%	6.7%
	Good	60.0%	56.7%	53.3%	60.0%	47.0%	62.1%	57.0%	53.8%	72.7%	40.0%	54.3%	58.3%	51.2%	57.3%	72.2%	51.4%	45.5%	52.7%	60.7%
	Not so good	25.0%	21.7%	25.0%	26.7%	25.8%	23.2%	18.7%	23.1%	18.2%	36.0%	26.1%	20.1%	25.6%	30.2%	13.0%	18.9%	27.3%	22.0%	22.7%
	Poor	6.7%	3.3%	6.7%	6.7%	7.6%	3.2%	2.8%	0.0%	0.0%	0.0%	6.5%	5.4%	7.0%	5.2%	5.6%	2.7%	4.5%	5.3%	4.0%
	Other/don't know	6.7%	6.7%	3.3%	3.3%	12.1%	5.3%	10.3%	15.4%	0.0%	12.0%	4.3%	8.8%	11.6%	3.1%	1.9%	18.9%	9.1%	10.7%	6.0%
	<b>Excellent/good</b>	<b>61.7%</b>	<b>68.4%</b>	<b>65.0%</b>	<b>63.3%</b>	<b>54.6%</b>	<b>68.4%</b>	<b>68.2%</b>	<b>61.5%</b>	<b>81.8%</b>	<b>52.0%</b>	<b>63.0%</b>	<b>65.7%</b>	<b>55.9%</b>	<b>61.5%</b>	<b>79.6%</b>	<b>59.5%</b>	<b>59.1%</b>	<b>62.0%</b>	<b>67.4%</b>
<b>Not so good/poor</b>	<b>31.7%</b>	<b>25.0%</b>	<b>31.7%</b>	<b>33.4%</b>	<b>33.4%</b>	<b>26.4%</b>	<b>21.5%</b>	<b>23.1%</b>	<b>18.2%</b>	<b>36.0%</b>	<b>32.6%</b>	<b>25.5%</b>	<b>32.6%</b>	<b>35.4%</b>	<b>18.6%</b>	<b>21.6%</b>	<b>31.8%</b>	<b>27.3%</b>	<b>26.7%</b>	
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
23. Preservation of historic structures	Excellent	20.0%	21.7%	11.7%	10.0%	16.7%	20.0%	16.8%	23.1%	9.1%	8.0%	15.2%	18.6%	16.3%	19.8%	18.5%	21.6%	9.1%	13.3%	20.7%
	Good	66.7%	58.3%	65.0%	63.3%	63.6%	64.2%	64.5%	53.8%	54.5%	64.0%	67.4%	64.2%	55.8%	59.4%	64.8%	67.6%	81.8%	66.0%	62.0%
	Not so good	8.3%	10.0%	15.0%	20.0%	18.2%	7.4%	9.3%	15.4%	27.3%	20.0%	8.7%	10.3%	20.9%	14.6%	11.1%	2.7%	4.5%	13.3%	10.0%
	Poor	5.0%	3.3%	3.3%	3.3%	0.0%	5.3%	3.7%	0.0%	0.0%	0.0%	6.5%	3.9%	2.3%	4.2%	3.7%	2.7%	4.5%	4.0%	3.3%
	Other/don't know	0.0%	6.7%	5.0%	3.3%	1.5%	3.2%	5.6%	7.7%	9.1%	8.0%	2.2%	2.9%	4.7%	2.1%	1.9%	5.4%	0.0%	3.3%	4.0%
	<b>Excellent/good</b>	<b>86.7%</b>	<b>80.0%</b>	<b>76.7%</b>	<b>73.3%</b>	<b>80.3%</b>	<b>84.2%</b>	<b>81.3%</b>	<b>76.9%</b>	<b>63.6%</b>	<b>72.0%</b>	<b>82.6%</b>	<b>82.8%</b>	<b>72.1%</b>	<b>79.2%</b>	<b>83.3%</b>	<b>89.2%</b>	<b>90.9%</b>	<b>79.3%</b>	<b>82.7%</b>
<b>Not so good/poor</b>	<b>13.3%</b>	<b>13.3%</b>	<b>18.3%</b>	<b>23.3%</b>	<b>18.2%</b>	<b>12.7%</b>	<b>13.0%</b>	<b>15.4%</b>	<b>27.3%</b>	<b>20.0%</b>	<b>15.2%</b>	<b>14.2%</b>	<b>23.2%</b>	<b>18.8%</b>	<b>14.8%</b>	<b>5.4%</b>	<b>9.0%</b>	<b>17.3%</b>	<b>13.3%</b>	

		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
24. Occupied storefronts	Excellent	1.7%	3.3%	6.7%	6.7%	1.5%	2.1%	2.8%	7.7%	0.0%	4.0%	4.3%	2.0%	2.3%	2.1%	0.0%	2.7%	9.1%	2.7%	2.7%
	Good	41.7%	45.0%	46.7%	53.3%	53.0%	33.7%	49.5%	53.8%	54.5%	48.0%	39.1%	45.6%	46.5%	49.0%	40.7%	43.2%	40.9%	46.7%	44.0%
	Not so good	45.0%	48.3%	38.3%	23.3%	39.4%	49.5%	39.3%	23.1%	36.4%	48.0%	43.5%	40.7%	34.9%	42.7%	44.4%	43.2%	45.5%	40.0%	42.0%
	Poor	10.0%	3.3%	8.3%	16.7%	4.5%	11.6%	8.4%	7.7%	9.1%	0.0%	13.0%	10.3%	11.6%	6.3%	14.8%	10.8%	4.5%	8.0%	11.3%
	Other/don't know	1.7%	0.0%	0.0%	0.0%	1.5%	3.2%	0.0%	7.7%	0.0%	0.0%	0.0%	1.5%	4.7%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%
	<b>Excellent/good</b>	<b>43.4%</b>	<b>48.3%</b>	<b>53.4%</b>	<b>60.0%</b>	<b>54.5%</b>	<b>35.8%</b>	<b>52.3%</b>	<b>61.5%</b>	<b>54.5%</b>	<b>52.0%</b>	<b>43.4%</b>	<b>47.6%</b>	<b>48.8%</b>	<b>51.1%</b>	<b>40.7%</b>	<b>45.9%</b>	<b>50.0%</b>	<b>49.4%</b>	<b>46.7%</b>
<b>Not so good/poor</b>	<b>55.0%</b>	<b>51.6%</b>	<b>46.6%</b>	<b>40.0%</b>	<b>43.9%</b>	<b>61.1%</b>	<b>47.7%</b>	<b>30.8%</b>	<b>45.5%</b>	<b>48.0%</b>	<b>56.5%</b>	<b>51.0%</b>	<b>46.5%</b>	<b>49.0%</b>	<b>59.2%</b>	<b>54.0%</b>	<b>50.0%</b>	<b>48.0%</b>	<b>53.3%</b>	
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
25. Convenient parking	Excellent	15.0%	23.3%	11.7%	6.7%	15.2%	12.6%	15.9%	15.4%	18.2%	12.0%	15.2%	13.7%	16.3%	15.6%	9.3%	16.2%	18.2%	12.0%	16.0%
	Good	66.7%	66.7%	73.3%	86.7%	65.2%	68.4%	71.0%	53.8%	72.7%	52.0%	71.7%	72.5%	60.5%	69.8%	68.5%	70.3%	77.3%	71.3%	68.7%
	Not so good	13.3%	8.3%	13.3%	3.3%	12.1%	13.7%	10.3%	7.7%	9.1%	24.0%	8.7%	10.3%	11.6%	10.4%	14.8%	10.8%	0.0%	11.3%	10.7%
	Poor	5.0%	0.0%	1.7%	3.3%	4.5%	3.2%	0.9%	15.4%	0.0%	4.0%	4.3%	2.0%	7.0%	2.1%	5.6%	0.0%	4.5%	3.3%	2.7%
	Other/don't know	0.0%	1.7%	0.0%	0.0%	3.0%	2.1%	1.9%	7.7%	0.0%	8.0%	0.0%	1.5%	4.7%	2.1%	1.9%	2.7%	0.0%	2.0%	2.0%
	<b>Excellent/good</b>	<b>81.7%</b>	<b>90.0%</b>	<b>85.0%</b>	<b>93.4%</b>	<b>80.4%</b>	<b>81.0%</b>	<b>86.9%</b>	<b>69.2%</b>	<b>90.9%</b>	<b>64.0%</b>	<b>86.9%</b>	<b>86.2%</b>	<b>76.8%</b>	<b>85.4%</b>	<b>77.8%</b>	<b>86.5%</b>	<b>95.5%</b>	<b>83.3%</b>	<b>84.7%</b>
<b>Not so good/poor</b>	<b>18.3%</b>	<b>8.3%</b>	<b>15.0%</b>	<b>6.6%</b>	<b>16.6%</b>	<b>16.9%</b>	<b>11.2%</b>	<b>23.1%</b>	<b>9.1%</b>	<b>28.0%</b>	<b>13.0%</b>	<b>12.3%</b>	<b>18.6%</b>	<b>12.5%</b>	<b>20.4%</b>	<b>10.8%</b>	<b>4.5%</b>	<b>14.6%</b>	<b>13.4%</b>	
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
26. Diverse mix of businesses	Excellent	5.0%	8.3%	1.7%	3.3%	3.0%	3.2%	5.6%	7.7%	0.0%	4.0%	6.5%	3.9%	7.0%	3.1%	1.9%	5.4%	13.6%	4.0%	4.7%
	Good	61.7%	61.7%	58.3%	73.3%	63.6%	58.9%	60.7%	53.8%	72.7%	60.0%	47.8%	64.7%	41.9%	64.6%	63.0%	67.6%	45.5%	68.0%	55.3%
	Not so good	25.0%	25.0%	30.0%	13.3%	25.8%	28.4%	27.1%	15.4%	27.3%	16.0%	34.8%	25.5%	39.5%	27.1%	27.8%	18.9%	31.8%	21.3%	30.0%
	Poor	8.3%	3.3%	6.7%	10.0%	6.1%	6.3%	4.7%	7.7%	0.0%	8.0%	10.9%	5.4%	7.0%	5.2%	7.4%	5.4%	9.1%	4.0%	8.7%
	Other/don't know	0.0%	1.7%	3.3%	0.0%	1.5%	3.2%	1.9%	15.4%	0.0%	12.0%	0.0%	0.5%	4.7%	0.0%	0.0%	2.7%	0.0%	2.7%	1.3%
	<b>Excellent/good</b>	<b>66.7%</b>	<b>70.0%</b>	<b>60.0%</b>	<b>76.6%</b>	<b>66.6%</b>	<b>62.1%</b>	<b>66.3%</b>	<b>61.5%</b>	<b>72.7%</b>	<b>64.0%</b>	<b>54.3%</b>	<b>68.6%</b>	<b>48.9%</b>	<b>67.7%</b>	<b>64.9%</b>	<b>73.0%</b>	<b>59.1%</b>	<b>72.0%</b>	<b>60.0%</b>
<b>Not so good/poor</b>	<b>33.3%</b>	<b>28.3%</b>	<b>36.7%</b>	<b>23.3%</b>	<b>31.9%</b>	<b>34.7%</b>	<b>31.8%</b>	<b>23.1%</b>	<b>27.3%</b>	<b>24.0%</b>	<b>45.7%</b>	<b>30.9%</b>	<b>46.5%</b>	<b>32.3%</b>	<b>35.2%</b>	<b>24.3%</b>	<b>40.9%</b>	<b>25.3%</b>	<b>38.7%</b>	
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
27. Dining options	Excellent	18.3%	13.3%	11.7%	3.3%	18.2%	12.6%	15.9%	15.4%	0.0%	4.0%	15.2%	15.7%	11.6%	12.5%	20.4%	18.9%	9.1%	12.0%	16.0%
	Good	61.7%	70.0%	70.0%	80.0%	63.6%	65.3%	67.3%	46.2%	81.8%	88.0%	67.4%	64.7%	65.1%	66.7%	68.5%	64.9%	68.2%	69.3%	64.7%
	Not so good	16.7%	11.7%	10.0%	10.0%	13.6%	12.6%	12.1%	23.1%	9.1%	0.0%	15.2%	12.7%	14.0%	14.6%	7.4%	10.8%	13.6%	11.3%	13.3%
	Poor	3.3%	1.7%	8.3%	6.7%	3.0%	8.4%	3.7%	7.7%	0.0%	4.0%	2.2%	6.9%	4.7%	6.3%	3.7%	2.7%	9.1%	5.3%	6.0%
	Other/don't know	0.0%	3.3%	0.0%	0.0%	1.5%	1.1%	0.9%	7.7%	9.1%	4.0%	0.0%	0.0%	4.7%	0.0%	0.0%	2.7%	0.0%	2.0%	0.0%
	<b>Excellent/good</b>	<b>80.0%</b>	<b>83.3%</b>	<b>81.7%</b>	<b>83.3%</b>	<b>81.8%</b>	<b>77.9%</b>	<b>83.2%</b>	<b>61.6%</b>	<b>81.8%</b>	<b>92.0%</b>	<b>82.6%</b>	<b>80.4%</b>	<b>76.7%</b>	<b>79.2%</b>	<b>88.9%</b>	<b>83.8%</b>	<b>77.3%</b>	<b>81.3%</b>	<b>80.7%</b>
<b>Not so good/poor</b>	<b>20.0%</b>	<b>13.4%</b>	<b>18.3%</b>	<b>16.7%</b>	<b>16.6%</b>	<b>21.0%</b>	<b>15.8%</b>	<b>30.8%</b>	<b>9.1%</b>	<b>4.0%</b>	<b>17.4%</b>	<b>19.6%</b>	<b>18.7%</b>	<b>20.9%</b>	<b>11.1%</b>	<b>13.5%</b>	<b>22.7%</b>	<b>16.6%</b>	<b>19.3%</b>	

		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
28. Entertainment options	Excellent	3.3%	1.7%	3.3%	0.0%	1.5%	1.1%	4.7%	7.7%	0.0%	0.0%	0.0%	2.9%	4.7%	1.0%	1.9%	2.7%	0.0%	2.0%	2.7%
	Good	23.3%	20.0%	16.7%	10.0%	13.6%	15.8%	27.1%	15.4%	27.3%	28.0%	19.6%	17.6%	30.2%	15.6%	16.7%	10.8%	13.6%	18.0%	20.0%
	Not so good	46.7%	48.3%	56.7%	60.0%	59.1%	53.7%	45.8%	46.2%	45.5%	48.0%	50.0%	53.9%	39.5%	61.5%	57.4%	51.4%	54.5%	50.0%	54.7%
	Poor	26.7%	23.3%	21.7%	30.0%	21.2%	25.3%	15.9%	23.1%	18.2%	16.0%	30.4%	20.6%	20.9%	21.9%	24.1%	24.3%	31.8%	23.3%	20.0%
	Other/don't know	0.0%	6.7%	1.7%	0.0%	4.5%	4.2%	6.5%	7.7%	9.1%	8.0%	0.0%	4.9%	4.7%	0.0%	0.0%	10.8%	0.0%	6.7%	2.7%
	<b>Excellent/good</b>	<b>26.6%</b>	<b>21.7%</b>	<b>20.0%</b>	<b>10.0%</b>	<b>15.1%</b>	<b>16.9%</b>	<b>31.8%</b>	<b>23.1%</b>	<b>27.3%</b>	<b>28.0%</b>	<b>19.6%</b>	<b>20.5%</b>	<b>34.9%</b>	<b>16.6%</b>	<b>18.6%</b>	<b>13.5%</b>	<b>13.6%</b>	<b>20.0%</b>	<b>22.7%</b>
<b>Not so good/poor</b>	<b>73.4%</b>	<b>71.6%</b>	<b>78.4%</b>	<b>90.0%</b>	<b>80.3%</b>	<b>79.0%</b>	<b>61.7%</b>	<b>69.3%</b>	<b>63.7%</b>	<b>64.0%</b>	<b>80.4%</b>	<b>74.5%</b>	<b>60.4%</b>	<b>83.4%</b>	<b>81.5%</b>	<b>75.7%</b>	<b>86.3%</b>	<b>73.3%</b>	<b>74.7%</b>	
29. Condition of streets	Excellent	0.0%	3.3%	1.7%	3.3%	4.5%	2.1%	0.9%	7.7%	0.0%	0.0%	4.3%	2.0%	0.0%	2.1%	1.9%	2.7%	4.5%	2.7%	2.0%
	Good	60.0%	65.0%	36.7%	53.3%	59.1%	50.5%	56.1%	46.2%	72.7%	48.0%	47.8%	56.4%	37.2%	49.0%	51.9%	67.6%	63.6%	58.7%	50.7%
	Not so good	31.7%	23.3%	50.0%	30.0%	25.8%	35.8%	31.8%	15.4%	27.3%	48.0%	32.6%	30.9%	41.9%	35.4%	38.9%	24.3%	27.3%	28.0%	35.3%
	Poor	8.3%	8.3%	10.0%	13.3%	10.6%	9.5%	10.3%	15.4%	0.0%	4.0%	15.2%	10.3%	16.3%	12.5%	7.4%	5.4%	4.5%	9.3%	11.3%
	Other/don't know	0.0%	0.0%	1.7%	0.0%	0.0%	2.1%	0.9%	15.4%	0.0%	0.0%	0.0%	0.5%	4.7%	1.0%	0.0%	0.0%	0.0%	1.3%	0.7%
	<b>Excellent/good</b>	<b>60.0%</b>	<b>68.3%</b>	<b>38.4%</b>	<b>56.6%</b>	<b>63.6%</b>	<b>52.6%</b>	<b>57.0%</b>	<b>53.9%</b>	<b>72.7%</b>	<b>48.0%</b>	<b>52.1%</b>	<b>58.4%</b>	<b>37.2%</b>	<b>51.1%</b>	<b>53.8%</b>	<b>70.3%</b>	<b>68.1%</b>	<b>61.4%</b>	<b>52.7%</b>
<b>Not so good/poor</b>	<b>40.0%</b>	<b>31.6%</b>	<b>60.0%</b>	<b>43.3%</b>	<b>36.4%</b>	<b>45.3%</b>	<b>42.1%</b>	<b>30.8%</b>	<b>27.3%</b>	<b>52.0%</b>	<b>47.8%</b>	<b>41.2%</b>	<b>58.2%</b>	<b>47.9%</b>	<b>46.3%</b>	<b>29.7%</b>	<b>31.8%</b>	<b>37.3%</b>	<b>46.6%</b>	
30. Condition of sidewalks	Excellent	3.3%	1.7%	1.7%	0.0%	4.5%	4.2%	3.7%	23.1%	0.0%	0.0%	2.2%	3.4%	7.0%	3.1%	1.9%	8.1%	0.0%	1.3%	6.0%
	Good	35.0%	40.0%	36.7%	43.3%	34.8%	37.9%	34.6%	38.5%	9.1%	20.0%	34.8%	39.7%	34.9%	34.4%	44.4%	27.0%	36.4%	45.3%	27.3%
	Not so good	36.7%	38.3%	41.7%	33.3%	37.9%	40.0%	42.1%	23.1%	54.5%	64.0%	32.6%	38.7%	37.2%	43.8%	33.3%	43.2%	31.8%	36.0%	43.3%
	Poor	16.7%	13.3%	20.0%	23.3%	18.2%	15.8%	10.3%	15.4%	9.1%	12.0%	28.3%	13.2%	18.6%	13.5%	14.8%	16.2%	27.3%	11.3%	19.3%
	Other/don't know	8.3%	6.7%	0.0%	0.0%	4.5%	2.1%	9.3%	0.0%	27.3%	4.0%	2.2%	4.9%	2.3%	5.2%	5.6%	5.4%	4.5%	6.0%	4.0%
	<b>Excellent/good</b>	<b>38.3%</b>	<b>41.7%</b>	<b>38.4%</b>	<b>43.3%</b>	<b>39.3%</b>	<b>42.1%</b>	<b>38.3%</b>	<b>61.6%</b>	<b>9.1%</b>	<b>20.0%</b>	<b>37.0%</b>	<b>43.1%</b>	<b>41.9%</b>	<b>37.5%</b>	<b>46.3%</b>	<b>35.1%</b>	<b>36.4%</b>	<b>46.6%</b>	<b>33.3%</b>
<b>Not so good/poor</b>	<b>53.4%</b>	<b>51.6%</b>	<b>61.7%</b>	<b>56.6%</b>	<b>56.1%</b>	<b>55.8%</b>	<b>52.4%</b>	<b>38.5%</b>	<b>63.6%</b>	<b>76.0%</b>	<b>60.9%</b>	<b>51.9%</b>	<b>55.8%</b>	<b>57.3%</b>	<b>48.1%</b>	<b>59.4%</b>	<b>59.1%</b>	<b>47.3%</b>	<b>62.6%</b>	
31. Safety during the day	Excellent	28.3%	31.7%	20.0%	23.3%	34.8%	24.2%	19.6%	46.2%	27.3%	8.0%	39.1%	22.1%	20.9%	21.9%	27.8%	32.4%	36.4%	24.7%	24.7%
	Good	68.3%	63.3%	76.7%	73.3%	59.1%	69.5%	77.6%	53.8%	72.7%	80.0%	56.5%	73.5%	67.4%	76.0%	68.5%	59.5%	59.1%	71.3%	70.0%
	Not so good	3.3%	0.0%	3.3%	3.3%	3.0%	3.2%	0.9%	0.0%	0.0%	0.0%	2.2%	2.9%	7.0%	2.1%	3.7%	0.0%	0.0%	2.0%	2.7%
	Poor	0.0%	1.7%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	2.2%	0.5%	2.3%	0.0%	0.0%	2.7%	0.0%	0.0%	1.3%
	Other/don't know	0.0%	3.3%	0.0%	0.0%	3.0%	1.1%	1.9%	0.0%	0.0%	12.0%	0.0%	1.0%	2.3%	0.0%	0.0%	5.4%	4.5%	2.0%	1.3%
	<b>Excellent/good</b>	<b>96.6%</b>	<b>95.0%</b>	<b>96.7%</b>	<b>96.6%</b>	<b>93.9%</b>	<b>93.7%</b>	<b>97.2%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>88.0%</b>	<b>95.6%</b>	<b>95.6%</b>	<b>88.3%</b>	<b>97.9%</b>	<b>96.3%</b>	<b>91.9%</b>	<b>95.5%</b>	<b>96.0%</b>	<b>94.7%</b>
<b>Not so good/poor</b>	<b>3.3%</b>	<b>1.7%</b>	<b>3.3%</b>	<b>3.3%</b>	<b>3.0%</b>	<b>5.3%</b>	<b>0.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.4%</b>	<b>3.4%</b>	<b>9.3%</b>	<b>2.1%</b>	<b>3.7%</b>	<b>2.7%</b>	<b>0.0%</b>	<b>2.0%</b>	<b>4.0%</b>	

		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
32. Safety at night	Excellent	13.3%	11.7%	6.7%	6.7%	12.1%	11.6%	4.7%	7.7%	0.0%	12.0%	15.2%	7.4%	7.0%	4.2%	9.3%	18.9%	9.1%	8.7%	8.7%
	Good	55.0%	61.7%	66.7%	76.7%	60.6%	63.2%	60.7%	53.8%	72.7%	56.0%	58.7%	64.7%	51.2%	71.9%	66.7%	62.2%	59.1%	71.3%	54.7%
	Not so good	11.7%	15.0%	11.7%	13.3%	13.6%	11.6%	12.1%	23.1%	9.1%	8.0%	17.4%	11.3%	16.3%	9.4%	18.5%	8.1%	4.5%	11.3%	13.3%
	Poor	1.7%	3.3%	8.3%	0.0%	3.0%	8.4%	3.7%	0.0%	0.0%	4.0%	4.3%	5.9%	14.0%	4.2%	3.7%	2.7%	0.0%	2.7%	7.3%
	Other/don't know	18.3%	8.3%	6.7%	3.3%	10.6%	5.3%	18.7%	15.4%	18.2%	20.0%	4.3%	10.8%	11.6%	10.4%	1.9%	8.1%	27.3%	6.0%	16.0%
	<b>Excellent/good</b>	<b>68.3%</b>	<b>73.4%</b>	<b>73.4%</b>	<b>83.4%</b>	<b>72.7%</b>	<b>74.8%</b>	<b>65.4%</b>	<b>61.5%</b>	<b>72.7%</b>	<b>68.0%</b>	<b>73.9%</b>	<b>72.1%</b>	<b>58.2%</b>	<b>76.1%</b>	<b>76.0%</b>	<b>81.1%</b>	<b>68.2%</b>	<b>80.0%</b>	<b>63.4%</b>
<b>Not so good/poor</b>	<b>13.4%</b>	<b>18.3%</b>	<b>20.0%</b>	<b>13.3%</b>	<b>16.6%</b>	<b>20.0%</b>	<b>15.8%</b>	<b>23.1%</b>	<b>9.1%</b>	<b>12.0%</b>	<b>21.7%</b>	<b>17.2%</b>	<b>30.3%</b>	<b>13.6%</b>	<b>22.2%</b>	<b>10.8%</b>	<b>4.5%</b>	<b>14.0%</b>	<b>20.6%</b>	
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
33. How important would you say it is that California work to retain the historic character of its business districts?	Very	45.0%	51.7%	50.0%	43.3%	39.4%	50.5%	38.3%	23.1%	54.5%	60.0%	52.2%	40.2%	60.5%	40.6%	42.6%	54.1%	40.9%	38.7%	48.0%
	Somewhat	55.0%	40.0%	41.7%	43.3%	50.0%	36.8%	54.2%	69.2%	27.3%	20.0%	41.3%	50.0%	30.2%	50.0%	50.0%	29.7%	50.0%	48.7%	44.0%
	Not very	0.0%	3.3%	5.0%	10.0%	6.1%	5.3%	5.6%	0.0%	18.2%	8.0%	4.3%	5.9%	0.0%	7.3%	5.6%	5.4%	4.5%	8.0%	4.0%
	Not at all	0.0%	3.3%	1.7%	3.3%	1.5%	6.3%	0.9%	0.0%	0.0%	4.0%	2.2%	3.4%	7.0%	1.0%	1.9%	8.1%	4.5%	3.3%	2.7%
	Other/don't know	0.0%	1.7%	1.7%	0.0%	3.0%	1.1%	0.9%	7.7%	0.0%	8.0%	0.0%	0.5%	2.3%	1.0%	0.0%	2.7%	0.0%	1.3%	1.3%
	<b>Very/somewhat often</b>	<b>100.0%</b>	<b>91.7%</b>	<b>91.7%</b>	<b>86.6%</b>	<b>89.4%</b>	<b>87.3%</b>	<b>92.5%</b>	<b>92.3%</b>	<b>81.8%</b>	<b>80.0%</b>	<b>93.5%</b>	<b>90.2%</b>	<b>90.7%</b>	<b>90.6%</b>	<b>92.6%</b>	<b>83.8%</b>	<b>90.9%</b>	<b>87.4%</b>	<b>92.0%</b>
<b>Not very/not at all often</b>	<b>0.0%</b>	<b>6.6%</b>	<b>6.7%</b>	<b>13.3%</b>	<b>7.6%</b>	<b>11.6%</b>	<b>6.5%</b>	<b>0.0%</b>	<b>18.2%</b>	<b>12.0%</b>	<b>6.5%</b>	<b>9.3%</b>	<b>7.0%</b>	<b>8.3%</b>	<b>7.5%</b>	<b>13.5%</b>	<b>9.0%</b>	<b>11.3%</b>	<b>6.7%</b>	
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
34. Lodging such as hotel, motel or bed and breakfast	1 - Very low priority	8.3%	13.3%	13.3%	16.7%	10.6%	14.7%	15.9%	7.7%	9.1%	12.0%	21.7%	13.2%	16.3%	12.5%	9.3%	16.2%	18.2%	14.0%	14.7%
	2	16.7%	18.3%	23.3%	20.0%	25.8%	12.6%	17.8%	23.1%	18.2%	4.0%	15.2%	20.1%	18.6%	20.8%	18.5%	13.5%	22.7%	20.0%	16.0%
	3	30.0%	18.3%	30.0%	26.7%	27.3%	23.2%	30.8%	46.2%	27.3%	28.0%	21.7%	27.5%	25.6%	27.1%	29.6%	29.7%	22.7%	27.3%	27.3%
	4	25.0%	23.3%	15.0%	13.3%	21.2%	18.9%	17.8%	7.7%	9.1%	20.0%	13.0%	20.6%	2.3%	22.9%	25.9%	18.9%	13.6%	18.0%	18.7%
	Very high priority	16.7%	26.7%	18.3%	23.3%	15.2%	27.4%	15.9%	7.7%	36.4%	36.0%	28.3%	16.7%	32.6%	15.6%	16.7%	21.6%	22.7%	18.7%	22.0%
	Other/don't know	3.3%	0.0%	0.0%	0.0%	0.0%	3.2%	1.9%	7.7%	0.0%	0.0%	0.0%	2.0%	4.7%	1.0%	0.0%	0.0%	0.0%	2.0%	1.3%
	<b>Total low priority</b>	<b>25.0%</b>	<b>31.6%</b>	<b>36.6%</b>	<b>36.7%</b>	<b>36.4%</b>	<b>27.3%</b>	<b>33.7%</b>	<b>30.8%</b>	<b>27.3%</b>	<b>16.0%</b>	<b>36.9%</b>	<b>33.3%</b>	<b>34.9%</b>	<b>33.3%</b>	<b>27.8%</b>	<b>29.7%</b>	<b>40.9%</b>	<b>34.0%</b>	<b>30.7%</b>
	<b>Total high priority</b>	<b>41.7%</b>	<b>50.0%</b>	<b>33.3%</b>	<b>36.6%</b>	<b>36.4%</b>	<b>46.3%</b>	<b>33.7%</b>	<b>15.4%</b>	<b>45.5%</b>	<b>56.0%</b>	<b>41.3%</b>	<b>37.3%</b>	<b>34.9%</b>	<b>38.5%</b>	<b>42.6%</b>	<b>40.5%</b>	<b>36.3%</b>	<b>36.7%</b>	<b>40.7%</b>
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
35. Family or casual style dining	1 - Very low priority	5.0%	10.0%	11.7%	10.0%	9.1%	10.5%	13.1%	7.7%	9.1%	12.0%	13.0%	10.8%	16.3%	10.4%	7.4%	13.5%	4.5%	8.7%	13.3%
	2	11.7%	5.0%	13.3%	13.3%	15.2%	4.2%	13.1%	7.7%	9.1%	4.0%	13.0%	11.3%	7.0%	9.4%	16.7%	2.7%	13.6%	10.0%	11.3%
	3	21.7%	35.0%	23.3%	23.3%	25.8%	28.4%	26.2%	38.5%	0.0%	28.0%	26.1%	27.0%	27.9%	31.3%	16.7%	37.8%	27.3%	29.3%	23.3%
	4	31.7%	23.3%	15.0%	23.3%	28.8%	20.0%	23.4%	7.7%	36.4%	28.0%	17.4%	24.5%	14.0%	21.9%	27.8%	24.3%	31.8%	25.3%	21.3%
	Very high priority	30.0%	25.0%	36.7%	30.0%	21.2%	34.7%	23.4%	23.1%	45.5%	28.0%	30.4%	26.0%	30.2%	27.1%	31.5%	21.6%	22.7%	24.7%	30.0%
	Other/don't know	0.0%	1.7%	0.0%	0.0%	0.0%	2.1%	0.9%	15.4%	0.0%	0.0%	0.0%	0.5%	4.7%	0.0%	0.0%	0.0%	0.0%	2.0%	0.7%
	<b>Total low priority</b>	<b>16.7%</b>	<b>15.0%</b>	<b>25.0%</b>	<b>23.3%</b>	<b>24.3%</b>	<b>14.7%</b>	<b>26.2%</b>	<b>15.4%</b>	<b>18.2%</b>	<b>16.0%</b>	<b>26.0%</b>	<b>22.1%</b>	<b>23.3%</b>	<b>19.8%</b>	<b>24.1%</b>	<b>16.2%</b>	<b>18.1%</b>	<b>18.7%</b>	<b>24.6%</b>
	<b>Total high priority</b>	<b>61.7%</b>	<b>48.3%</b>	<b>51.7%</b>	<b>53.3%</b>	<b>50.0%</b>	<b>54.7%</b>	<b>46.8%</b>	<b>30.8%</b>	<b>81.9%</b>	<b>56.0%</b>	<b>47.8%</b>	<b>50.5%</b>	<b>44.2%</b>	<b>49.0%</b>	<b>59.3%</b>	<b>45.9%</b>	<b>54.5%</b>	<b>50.0%</b>	<b>51.3%</b>

		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
36. Fine dining	1 - Very low priority	8.3%	11.7%	16.7%	23.3%	12.1%	12.6%	23.4%	15.4%	9.1%	16.0%	15.2%	18.1%	20.9%	17.7%	13.0%	18.9%	9.1%	14.7%	20.0%
	2	21.7%	11.7%	20.0%	6.7%	25.8%	20.0%	10.3%	0.0%	9.1%	12.0%	15.2%	19.1%	14.0%	20.8%	20.4%	10.8%	18.2%	16.0%	17.3%
	3	31.7%	28.3%	33.3%	23.3%	36.4%	23.2%	23.4%	38.5%	27.3%	24.0%	30.4%	24.5%	27.9%	22.9%	27.8%	18.9%	45.5%	23.3%	28.7%
	4	21.7%	23.3%	18.3%	23.3%	12.1%	23.2%	24.3%	23.1%	45.5%	20.0%	17.4%	20.6%	16.3%	21.9%	20.4%	29.7%	9.1%	23.3%	18.7%
	Very high priority	16.7%	23.3%	11.7%	23.3%	13.6%	20.0%	15.0%	15.4%	0.0%	28.0%	21.7%	16.2%	14.0%	14.6%	18.5%	21.6%	18.2%	21.3%	13.3%
	Other/don't know	0.0%	1.7%	0.0%	0.0%	0.0%	1.1%	3.7%	7.7%	9.1%	0.0%	0.0%	1.5%	7.0%	2.1%	0.0%	0.0%	0.0%	1.3%	2.0%
	<b>Total low priority</b>	<b>30.0%</b>	<b>23.4%</b>	<b>36.7%</b>	<b>30.0%</b>	<b>37.9%</b>	<b>32.6%</b>	<b>33.7%</b>	<b>15.4%</b>	<b>18.2%</b>	<b>28.0%</b>	<b>30.4%</b>	<b>37.2%</b>	<b>34.9%</b>	<b>38.5%</b>	<b>33.4%</b>	<b>29.7%</b>	<b>27.3%</b>	<b>30.7%</b>	<b>37.3%</b>
	<b>Total high priority</b>	<b>38.4%</b>	<b>46.6%</b>	<b>30.0%</b>	<b>46.6%</b>	<b>25.7%</b>	<b>43.2%</b>	<b>39.3%</b>	<b>38.5%</b>	<b>45.5%</b>	<b>48.0%</b>	<b>39.1%</b>	<b>36.8%</b>	<b>30.3%</b>	<b>36.5%</b>	<b>38.9%</b>	<b>51.3%</b>	<b>27.3%</b>	<b>44.6%</b>	<b>32.0%</b>
37. Ice cream shop	1 - Very low priority	10.0%	15.0%	10.0%	10.0%	6.1%	9.5%	17.8%	7.7%	0.0%	16.0%	13.0%	12.3%	23.3%	13.5%	5.6%	5.4%	13.6%	10.0%	14.0%
	2	10.0%	20.0%	16.7%	3.3%	21.2%	14.7%	15.9%	7.7%	18.2%	24.0%	13.0%	15.2%	9.3%	19.8%	16.7%	16.2%	9.1%	18.0%	12.7%
	3	30.0%	25.0%	20.0%	33.3%	22.7%	26.3%	28.0%	7.7%	27.3%	16.0%	17.4%	30.9%	18.6%	29.2%	27.8%	21.6%	18.2%	30.7%	22.7%
	4	23.3%	11.7%	26.7%	23.3%	21.2%	17.9%	24.3%	46.2%	27.3%	20.0%	15.2%	21.6%	18.6%	16.7%	24.1%	29.7%	22.7%	20.0%	23.3%
	Very high priority	26.7%	26.7%	26.7%	30.0%	28.8%	30.5%	12.1%	23.1%	18.2%	24.0%	41.3%	19.6%	25.6%	19.8%	25.9%	27.0%	36.4%	20.0%	26.7%
	Other/don't know	0.0%	1.7%	0.0%	0.0%	0.0%	1.1%	1.9%	7.7%	9.1%	0.0%	0.0%	0.5%	4.7%	1.0%	0.0%	0.0%	0.0%	1.3%	0.7%
	<b>Total low priority</b>	<b>20.0%</b>	<b>35.0%</b>	<b>26.7%</b>	<b>13.3%</b>	<b>27.3%</b>	<b>24.2%</b>	<b>33.7%</b>	<b>15.4%</b>	<b>18.2%</b>	<b>40.0%</b>	<b>26.0%</b>	<b>27.5%</b>	<b>32.6%</b>	<b>33.3%</b>	<b>22.3%</b>	<b>21.6%</b>	<b>22.7%</b>	<b>28.0%</b>	<b>26.7%</b>
	<b>Total high priority</b>	<b>50.0%</b>	<b>38.4%</b>	<b>53.4%</b>	<b>53.3%</b>	<b>50.0%</b>	<b>48.4%</b>	<b>36.4%</b>	<b>69.3%</b>	<b>45.5%</b>	<b>44.0%</b>	<b>56.5%</b>	<b>41.2%</b>	<b>44.2%</b>	<b>36.5%</b>	<b>50.0%</b>	<b>56.7%</b>	<b>59.1%</b>	<b>40.0%</b>	<b>50.0%</b>
38. Antique shops	1 - Very low priority	13.3%	16.7%	18.3%	16.7%	19.7%	17.9%	22.4%	7.7%	27.3%	16.0%	19.6%	20.1%	18.6%	14.6%	13.0%	27.0%	27.3%	20.0%	19.3%
	2	25.0%	28.3%	26.7%	30.0%	33.3%	25.3%	22.4%	30.8%	27.3%	28.0%	21.7%	27.0%	9.3%	28.1%	33.3%	21.6%	50.0%	30.7%	22.0%
	3	40.0%	36.7%	33.3%	36.7%	28.8%	35.8%	32.7%	30.8%	18.2%	36.0%	37.0%	33.3%	41.9%	40.6%	33.3%	37.8%	9.1%	30.7%	36.0%
	4	15.0%	15.0%	15.0%	6.7%	13.6%	13.7%	15.9%	7.7%	18.2%	8.0%	13.0%	15.2%	18.6%	11.5%	13.0%	10.8%	9.1%	11.3%	16.7%
	Very high priority	6.7%	1.7%	6.7%	10.0%	4.5%	5.3%	5.6%	15.4%	0.0%	12.0%	8.7%	3.9%	7.0%	5.2%	7.4%	2.7%	4.5%	5.3%	6.0%
	Other/don't know	0.0%	1.7%	0.0%	0.0%	0.0%	2.1%	0.9%	7.7%	9.1%	0.0%	0.0%	0.5%	4.7%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%
	<b>Total low priority</b>	<b>38.3%</b>	<b>45.0%</b>	<b>45.0%</b>	<b>46.7%</b>	<b>53.0%</b>	<b>43.2%</b>	<b>44.8%</b>	<b>38.5%</b>	<b>54.6%</b>	<b>44.0%</b>	<b>41.3%</b>	<b>47.1%</b>	<b>27.9%</b>	<b>42.7%</b>	<b>46.3%</b>	<b>48.6%</b>	<b>77.3%</b>	<b>50.7%</b>	<b>41.3%</b>
	<b>Total high priority</b>	<b>21.7%</b>	<b>16.7%</b>	<b>21.7%</b>	<b>16.7%</b>	<b>18.1%</b>	<b>19.0%</b>	<b>21.5%</b>	<b>23.1%</b>	<b>18.2%</b>	<b>20.0%</b>	<b>21.7%</b>	<b>19.1%</b>	<b>25.6%</b>	<b>16.7%</b>	<b>20.4%</b>	<b>13.5%</b>	<b>13.6%</b>	<b>16.6%</b>	<b>22.7%</b>
39. Art galleries and shops	1 - Very low priority	20.0%	21.7%	18.3%	33.3%	25.8%	25.3%	25.2%	15.4%	9.1%	24.0%	17.4%	30.4%	30.2%	27.1%	18.5%	29.7%	22.7%	29.3%	23.3%
	2	21.7%	23.3%	28.3%	10.0%	30.3%	23.2%	21.5%	38.5%	36.4%	20.0%	21.7%	21.6%	23.3%	21.9%	25.9%	13.5%	36.4%	22.7%	22.7%
	3	28.3%	30.0%	21.7%	36.7%	27.3%	26.3%	29.0%	23.1%	27.3%	28.0%	39.1%	26.5%	18.6%	28.1%	42.6%	24.3%	22.7%	26.7%	30.0%
	4	20.0%	18.3%	21.7%	6.7%	13.6%	17.9%	15.9%	7.7%	18.2%	20.0%	13.0%	15.7%	16.3%	16.7%	9.3%	24.3%	13.6%	12.7%	18.0%
	Very high priority	10.0%	3.3%	10.0%	13.3%	3.0%	4.2%	7.5%	7.7%	0.0%	8.0%	8.7%	5.4%	7.0%	6.3%	3.7%	8.1%	4.5%	6.0%	6.0%
	Other/don't know	0.0%	3.3%	0.0%	0.0%	0.0%	3.2%	0.9%	7.7%	9.1%	0.0%	0.0%	0.5%	4.7%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%
	<b>Total low priority</b>	<b>41.7%</b>	<b>45.0%</b>	<b>46.6%</b>	<b>43.3%</b>	<b>56.1%</b>	<b>48.5%</b>	<b>46.7%</b>	<b>53.9%</b>	<b>45.5%</b>	<b>44.0%</b>	<b>39.1%</b>	<b>52.0%</b>	<b>53.5%</b>	<b>49.0%</b>	<b>44.4%</b>	<b>43.2%</b>	<b>59.1%</b>	<b>52.0%</b>	<b>46.0%</b>
	<b>Total high priority</b>	<b>30.0%</b>	<b>21.6%</b>	<b>31.7%</b>	<b>20.0%</b>	<b>16.6%</b>	<b>22.1%</b>	<b>23.4%</b>	<b>15.4%</b>	<b>18.2%</b>	<b>28.0%</b>	<b>21.7%</b>	<b>21.1%</b>	<b>23.3%</b>	<b>23.0%</b>	<b>13.0%</b>	<b>32.4%</b>	<b>18.1%</b>	<b>18.7%</b>	<b>24.0%</b>

		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
40. Farmer's market	1 - Very low priority	3.3%	5.0%	13.3%	6.7%	3.0%	9.5%	15.0%	7.7%	9.1%	12.0%	8.7%	9.8%	16.3%	6.3%	5.6%	5.4%	22.7%	9.3%	10.0%
	2	3.3%	10.0%	8.3%	6.7%	9.1%	6.3%	8.4%	0.0%	27.3%	8.0%	4.3%	7.8%	11.6%	10.4%	7.4%	2.7%	4.5%	9.3%	6.0%
	3	25.0%	15.0%	18.3%	10.0%	21.2%	20.0%	19.6%	0.0%	0.0%	16.0%	13.0%	22.5%	11.6%	21.9%	11.1%	16.2%	27.3%	24.7%	13.3%
	4	31.7%	36.7%	31.7%	43.3%	31.8%	25.3%	31.8%	38.5%	27.3%	20.0%	37.0%	30.4%	18.6%	25.0%	53.7%	29.7%	27.3%	32.0%	29.3%
	Very high priority	36.7%	33.3%	28.3%	33.3%	34.8%	37.9%	24.3%	46.2%	36.4%	44.0%	37.0%	28.9%	39.5%	36.5%	22.2%	45.9%	18.2%	24.0%	40.7%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.9%	7.7%	0.0%	0.0%	0.0%	0.5%	2.3%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
	<b>Total low priority</b>	<b>6.6%</b>	<b>15.0%</b>	<b>21.6%</b>	<b>13.4%</b>	<b>12.1%</b>	<b>15.8%</b>	<b>23.4%</b>	<b>7.7%</b>	<b>36.4%</b>	<b>20.0%</b>	<b>13.0%</b>	<b>17.6%</b>	<b>27.9%</b>	<b>16.7%</b>	<b>13.0%</b>	<b>8.1%</b>	<b>27.2%</b>	<b>18.6%</b>	<b>16.0%</b>
	<b>Total high priority</b>	<b>68.4%</b>	<b>70.0%</b>	<b>60.0%</b>	<b>76.6%</b>	<b>66.6%</b>	<b>63.2%</b>	<b>56.1%</b>	<b>84.7%</b>	<b>63.7%</b>	<b>64.0%</b>	<b>74.0%</b>	<b>59.3%</b>	<b>58.1%</b>	<b>61.5%</b>	<b>75.9%</b>	<b>75.6%</b>	<b>45.5%</b>	<b>56.0%</b>	<b>70.0%</b>
41. Clothing stores	1 - Very low priority	3.3%	8.3%	5.0%	13.3%	4.5%	9.5%	7.5%	7.7%	0.0%	4.0%	13.0%	7.4%	9.3%	5.2%	1.9%	10.8%	22.7%	8.0%	8.0%
	2	11.7%	10.0%	8.3%	10.0%	10.6%	6.3%	12.1%	7.7%	36.4%	8.0%	6.5%	9.3%	4.7%	12.5%	14.8%	2.7%	13.6%	14.0%	5.3%
	3	20.0%	20.0%	26.7%	20.0%	25.8%	22.1%	17.8%	23.1%	27.3%	16.0%	19.6%	22.1%	20.9%	21.9%	25.9%	24.3%	9.1%	24.0%	18.7%
	4	28.3%	26.7%	28.3%	26.7%	34.8%	30.5%	20.6%	30.8%	18.2%	24.0%	26.1%	28.4%	23.3%	20.8%	37.0%	32.4%	27.3%	27.3%	27.3%
	Very high priority	36.7%	35.0%	31.7%	30.0%	24.2%	29.5%	41.1%	23.1%	18.2%	48.0%	34.8%	31.9%	39.5%	38.5%	20.4%	29.7%	27.3%	25.3%	40.0%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.9%	7.7%	0.0%	0.0%	0.0%	1.0%	2.3%	1.0%	0.0%	0.0%	0.0%	1.3%	0.7%
	<b>Total low priority</b>	<b>15.0%</b>	<b>18.3%</b>	<b>13.3%</b>	<b>23.3%</b>	<b>15.1%</b>	<b>15.8%</b>	<b>19.6%</b>	<b>15.4%</b>	<b>36.4%</b>	<b>12.0%</b>	<b>19.5%</b>	<b>16.7%</b>	<b>14.0%</b>	<b>17.7%</b>	<b>16.7%</b>	<b>13.5%</b>	<b>36.3%</b>	<b>22.0%</b>	<b>13.3%</b>
	<b>Total high priority</b>	<b>65.0%</b>	<b>61.7%</b>	<b>60.0%</b>	<b>56.7%</b>	<b>59.0%</b>	<b>60.0%</b>	<b>61.7%</b>	<b>53.9%</b>	<b>36.4%</b>	<b>72.0%</b>	<b>60.9%</b>	<b>60.3%</b>	<b>62.8%</b>	<b>59.3%</b>	<b>57.4%</b>	<b>62.1%</b>	<b>54.6%</b>	<b>52.6%</b>	<b>67.3%</b>
42. Arcade or other attraction aimed at teenager	1 - Very low priority	6.7%	6.7%	6.7%	13.3%	6.1%	14.7%	9.3%	7.7%	9.1%	20.0%	10.9%	10.3%	18.6%	9.4%	7.4%	5.4%	18.2%	11.3%	10.7%
	2	13.3%	20.0%	8.3%	10.0%	18.2%	5.3%	16.8%	7.7%	9.1%	16.0%	13.0%	12.7%	14.0%	6.3%	20.4%	18.9%	9.1%	16.0%	9.3%
	3	35.0%	28.3%	31.7%	16.7%	24.2%	29.5%	30.8%	0.0%	36.4%	16.0%	21.7%	30.9%	20.9%	22.9%	27.8%	32.4%	45.5%	28.0%	26.7%
	4	11.7%	26.7%	25.0%	23.3%	30.3%	23.2%	15.0%	30.8%	27.3%	20.0%	26.1%	20.1%	11.6%	25.0%	22.2%	27.0%	13.6%	22.7%	20.7%
	Very high priority	31.7%	16.7%	25.0%	36.7%	21.2%	26.3%	21.5%	38.5%	18.2%	24.0%	28.3%	23.5%	30.2%	34.4%	22.2%	13.5%	13.6%	19.3%	30.0%
	Other/don't know	1.7%	1.7%	3.3%	0.0%	0.0%	1.1%	6.5%	15.4%	0.0%	4.0%	0.0%	2.5%	4.7%	2.1%	0.0%	2.7%	0.0%	2.7%	2.7%
	<b>Total low priority</b>	<b>20.0%</b>	<b>26.7%</b>	<b>15.0%</b>	<b>23.3%</b>	<b>24.3%</b>	<b>20.0%</b>	<b>26.1%</b>	<b>15.4%</b>	<b>18.2%</b>	<b>36.0%</b>	<b>23.9%</b>	<b>23.0%</b>	<b>32.6%</b>	<b>15.7%</b>	<b>27.8%</b>	<b>24.3%</b>	<b>27.3%</b>	<b>27.3%</b>	<b>20.0%</b>
	<b>Total high priority</b>	<b>43.4%</b>	<b>43.4%</b>	<b>50.0%</b>	<b>60.0%</b>	<b>51.5%</b>	<b>49.5%</b>	<b>36.5%</b>	<b>69.3%</b>	<b>45.5%</b>	<b>44.0%</b>	<b>54.4%</b>	<b>43.6%</b>	<b>41.8%</b>	<b>59.4%</b>	<b>44.4%</b>	<b>40.5%</b>	<b>27.2%</b>	<b>42.0%</b>	<b>50.7%</b>
43. Bars/nightclubs	1 - Very low priority	50.0%	50.0%	50.0%	36.7%	51.5%	49.5%	64.5%	23.1%	45.5%	60.0%	47.8%	57.8%	58.1%	57.3%	40.7%	62.2%	50.0%	47.3%	61.3%
	2	25.0%	23.3%	21.7%	23.3%	33.3%	23.2%	15.9%	30.8%	18.2%	28.0%	28.3%	20.1%	11.6%	25.0%	25.9%	13.5%	36.4%	27.3%	18.0%
	3	10.0%	15.0%	16.7%	6.7%	12.1%	16.8%	9.3%	15.4%	18.2%	0.0%	8.7%	13.7%	11.6%	9.4%	20.4%	10.8%	4.5%	12.0%	12.0%
	4	5.0%	8.3%	3.3%	13.3%	1.5%	5.3%	2.8%	15.4%	9.1%	4.0%	6.5%	2.9%	7.0%	2.1%	5.6%	8.1%	4.5%	4.7%	4.0%
	Very high priority	10.0%	1.7%	6.7%	20.0%	1.5%	2.1%	2.8%	7.7%	0.0%	8.0%	6.5%	2.9%	2.3%	5.2%	5.6%	5.4%	4.5%	6.0%	2.0%
	Other/don't know	0.0%	1.7%	1.7%	0.0%	0.0%	3.2%	4.7%	7.7%	9.1%	0.0%	2.2%	2.5%	9.3%	1.0%	1.9%	0.0%	0.0%	2.7%	2.7%
	<b>Total low priority</b>	<b>75.0%</b>	<b>73.3%</b>	<b>71.7%</b>	<b>60.0%</b>	<b>84.8%</b>	<b>72.7%</b>	<b>80.4%</b>	<b>53.9%</b>	<b>63.7%</b>	<b>88.0%</b>	<b>76.1%</b>	<b>77.9%</b>	<b>69.7%</b>	<b>82.3%</b>	<b>66.6%</b>	<b>75.7%</b>	<b>86.4%</b>	<b>74.6%</b>	<b>79.3%</b>
	<b>Total high priority</b>	<b>15.0%</b>	<b>10.0%</b>	<b>10.0%</b>	<b>33.3%</b>	<b>3.0%</b>	<b>7.4%</b>	<b>5.6%</b>	<b>23.1%</b>	<b>9.1%</b>	<b>12.0%</b>	<b>13.0%</b>	<b>5.8%</b>	<b>9.3%</b>	<b>7.3%</b>	<b>11.2%</b>	<b>13.5%</b>	<b>9.0%</b>	<b>10.7%</b>	<b>6.0%</b>

		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
44. Coffee shop	1 - Very low priority	21.7%	25.0%	18.3%	20.0%	21.2%	22.1%	30.8%	15.4%	9.1%	28.0%	26.1%	25.5%	25.6%	21.9%	24.1%	24.3%	18.2%	24.7%	25.3%
	2	25.0%	16.7%	20.0%	6.7%	27.3%	21.1%	23.4%	7.7%	27.3%	12.0%	19.6%	24.0%	16.3%	28.1%	24.1%	16.2%	13.6%	18.7%	24.7%
	3	25.0%	25.0%	28.3%	26.7%	27.3%	28.4%	25.2%	23.1%	27.3%	24.0%	23.9%	27.9%	20.9%	29.2%	22.2%	32.4%	27.3%	32.7%	20.7%
	4	16.7%	20.0%	20.0%	33.3%	15.2%	16.8%	12.1%	23.1%	18.2%	28.0%	17.4%	14.7%	20.9%	14.6%	22.2%	13.5%	22.7%	14.7%	18.7%
	Very high priority	10.0%	13.3%	13.3%	10.0%	9.1%	10.5%	8.4%	23.1%	18.2%	8.0%	10.9%	7.8%	14.0%	5.2%	7.4%	13.5%	18.2%	8.7%	10.0%
	Other/don't know	1.7%	0.0%	0.0%	3.3%	0.0%	1.1%	0.0%	7.7%	0.0%	0.0%	2.2%	0.0%	2.3%	1.0%	0.0%	0.0%	0.0%	0.7%	0.7%
	<b>Total low priority</b>	<b>46.7%</b>	<b>41.7%</b>	<b>38.3%</b>	<b>26.7%</b>	<b>48.5%</b>	<b>43.2%</b>	<b>54.2%</b>	<b>23.1%</b>	<b>36.4%</b>	<b>40.0%</b>	<b>45.7%</b>	<b>49.5%</b>	<b>41.9%</b>	<b>50.0%</b>	<b>48.2%</b>	<b>40.5%</b>	<b>31.8%</b>	<b>43.4%</b>	<b>50.0%</b>
	<b>Total high priority</b>	<b>26.7%</b>	<b>33.3%</b>	<b>33.3%</b>	<b>43.3%</b>	<b>24.3%</b>	<b>27.3%</b>	<b>20.5%</b>	<b>46.2%</b>	<b>36.4%</b>	<b>36.0%</b>	<b>28.3%</b>	<b>22.5%</b>	<b>34.9%</b>	<b>19.8%</b>	<b>29.6%</b>	<b>27.0%</b>	<b>40.9%</b>	<b>23.4%</b>	<b>28.7%</b>
45. Bookstore	1 - Very low priority	13.3%	11.7%	16.7%	16.7%	9.1%	14.7%	22.4%	7.7%	18.2%	4.0%	13.0%	19.1%	16.3%	12.5%	18.5%	16.2%	27.3%	18.7%	14.0%
	2	18.3%	15.0%	21.7%	10.0%	18.2%	20.0%	21.5%	7.7%	18.2%	24.0%	17.4%	20.1%	23.3%	19.8%	16.7%	16.2%	18.2%	16.7%	22.0%
	3	28.3%	30.0%	25.0%	26.7%	34.8%	26.3%	29.9%	23.1%	27.3%	20.0%	28.3%	31.4%	23.3%	37.5%	24.1%	24.3%	36.4%	31.3%	27.3%
	4	30.0%	21.7%	23.3%	26.7%	27.3%	22.1%	14.0%	30.8%	18.2%	24.0%	28.3%	18.1%	16.3%	18.8%	25.9%	27.0%	9.1%	18.7%	22.7%
	Very high priority	10.0%	20.0%	13.3%	20.0%	10.6%	13.7%	12.1%	23.1%	18.2%	28.0%	13.0%	10.8%	18.6%	11.5%	14.8%	16.2%	9.1%	12.7%	14.0%
	Other/don't know	0.0%	1.7%	0.0%	0.0%	0.0%	3.2%	0.0%	7.7%	0.0%	0.0%	0.0%	0.5%	2.3%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%
	<b>Total low priority</b>	<b>31.6%</b>	<b>26.7%</b>	<b>38.4%</b>	<b>26.7%</b>	<b>27.3%</b>	<b>34.7%</b>	<b>43.9%</b>	<b>15.4%</b>	<b>36.4%</b>	<b>28.0%</b>	<b>30.4%</b>	<b>39.2%</b>	<b>39.6%</b>	<b>32.3%</b>	<b>35.2%</b>	<b>32.4%</b>	<b>45.5%</b>	<b>35.4%</b>	<b>36.0%</b>
	<b>Total high priority</b>	<b>40.0%</b>	<b>41.7%</b>	<b>36.6%</b>	<b>46.7%</b>	<b>37.9%</b>	<b>35.8%</b>	<b>26.1%</b>	<b>53.9%</b>	<b>36.4%</b>	<b>52.0%</b>	<b>41.3%</b>	<b>28.9%</b>	<b>34.9%</b>	<b>30.3%</b>	<b>40.7%</b>	<b>43.2%</b>	<b>18.2%</b>	<b>31.4%</b>	<b>36.7%</b>
46. Outdoor dining	1 - Very low priority	18.3%	20.0%	20.0%	20.0%	19.7%	26.3%	30.8%	23.1%	18.2%	28.0%	15.2%	27.9%	30.2%	24.0%	16.7%	27.0%	22.7%	23.3%	28.0%
	2	31.7%	20.0%	20.0%	16.7%	19.7%	17.9%	30.8%	7.7%	18.2%	8.0%	21.7%	26.0%	11.6%	24.0%	33.3%	16.2%	22.7%	26.0%	19.3%
	3	23.3%	30.0%	35.0%	30.0%	37.9%	25.3%	17.8%	38.5%	36.4%	20.0%	32.6%	24.0%	27.9%	28.1%	27.8%	32.4%	31.8%	24.7%	27.3%
	4	13.3%	20.0%	13.3%	13.3%	13.6%	17.9%	10.3%	7.7%	9.1%	28.0%	10.9%	13.7%	16.3%	14.6%	14.8%	13.5%	0.0%	13.3%	14.7%
	Very high priority	13.3%	10.0%	11.7%	20.0%	9.1%	10.5%	8.4%	15.4%	18.2%	16.0%	19.6%	6.9%	11.6%	7.3%	7.4%	10.8%	22.7%	10.7%	10.0%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	1.9%	7.7%	0.0%	0.0%	0.0%	1.5%	2.3%	2.1%	0.0%	0.0%	0.0%	2.0%	0.7%
	<b>Total low priority</b>	<b>50.0%</b>	<b>40.0%</b>	<b>40.0%</b>	<b>36.7%</b>	<b>39.4%</b>	<b>44.2%</b>	<b>61.6%</b>	<b>30.8%</b>	<b>36.4%</b>	<b>36.0%</b>	<b>36.9%</b>	<b>53.9%</b>	<b>41.8%</b>	<b>48.0%</b>	<b>50.0%</b>	<b>43.2%</b>	<b>45.4%</b>	<b>49.3%</b>	<b>47.3%</b>
	<b>Total high priority</b>	<b>26.6%</b>	<b>30.0%</b>	<b>25.0%</b>	<b>33.3%</b>	<b>22.7%</b>	<b>28.4%</b>	<b>18.7%</b>	<b>23.1%</b>	<b>27.3%</b>	<b>44.0%</b>	<b>30.5%</b>	<b>20.6%</b>	<b>27.9%</b>	<b>21.9%</b>	<b>22.2%</b>	<b>24.3%</b>	<b>22.7%</b>	<b>24.0%</b>	<b>24.7%</b>
47. Of the items just listed, which business would you most like to see in California?	Lodging such as hotel, motel or bed and breakfast	1.7%	3.3%	5.0%	3.3%	1.5%	2.1%	2.8%	0.0%	0.0%	12.0%	2.2%	1.5%	2.3%	1.0%	1.9%	5.4%	0.0%	3.3%	1.3%
	Family or casual style dining	13.3%	13.3%	11.7%	10.0%	18.2%	13.7%	6.5%	7.7%	27.3%	16.0%	6.5%	12.3%	7.0%	9.4%	14.8%	16.2%	22.7%	12.0%	12.0%
	Fine dining	11.7%	8.3%	5.0%	10.0%	10.6%	8.4%	8.4%	7.7%	0.0%	16.0%	6.5%	9.3%	0.0%	10.4%	7.4%	18.9%	4.5%	14.0%	4.0%
	Ice cream shop	8.3%	8.3%	11.7%	13.3%	9.1%	7.4%	9.3%	0.0%	9.1%	16.0%	13.0%	7.8%	0.0%	7.3%	11.1%	13.5%	18.2%	10.0%	8.0%
	Antique shops	0.0%	0.0%	1.7%	3.3%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	Art galleries and shops	5.0%	3.3%	0.0%	3.3%	0.0%	4.2%	0.9%	0.0%	0.0%	4.0%	4.3%	1.5%	0.0%	2.1%	3.7%	0.0%	4.5%	1.3%	2.7%
	Farmer's market	5.0%	10.0%	6.7%	6.7%	7.6%	11.6%	9.3%	15.4%	9.1%	8.0%	4.3%	10.8%	11.6%	10.4%	14.8%	8.1%	4.5%	14.0%	5.3%
	Clothing stores	26.7%	16.7%	21.7%	13.3%	18.2%	23.2%	33.6%	30.8%	18.2%	12.0%	26.1%	26.0%	30.2%	22.9%	24.1%	10.8%	27.3%	17.3%	32.0%
	Arcade or other attractions aimed at teenagers	16.7%	16.7%	21.7%	26.7%	24.2%	11.6%	8.4%	23.1%	18.2%	4.0%	21.7%	13.7%	20.9%	21.9%	14.8%	8.1%	4.5%	11.3%	18.0%
	Bars/nightclubs	0.0%	0.0%	3.3%	3.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	2.2%	0.5%	0.0%	1.0%	0.0%	0.0%	4.5%	0.7%	0.7%
	Coffee shop	0.0%	5.0%	0.0%	3.3%	1.5%	1.1%	0.9%	0.0%	9.1%	0.0%	2.2%	1.0%	2.3%	0.0%	0.0%	8.1%	0.0%	1.3%	1.3%
	Bookstore	3.3%	3.3%	1.7%	0.0%	1.5%	4.2%	2.8%	0.0%	0.0%	4.0%	4.3%	2.5%	7.0%	1.0%	3.7%	0.0%	4.5%	1.3%	4.0%
	Outdoor dining	1.7%	1.7%	0.0%	0.0%	0.0%	1.1%	1.9%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	1.0%	0.0%	0.0%	4.5%	1.3%	0.7%
	Other/don't know	6.7%	10.0%	10.0%	3.3%	7.6%	10.5%	15.0%	7.7%	9.1%	8.0%	6.5%	11.8%	16.3%	11.5%	3.7%	10.8%	0.0%	11.3%	10.0%

		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
48. Adding green space and landscaping	1 - Very low priority	3.3%	10.0%	15.0%	16.7%	12.1%	13.7%	15.9%	7.7%	9.1%	8.0%	15.2%	15.2%	9.3%	11.5%	13.0%	18.9%	13.6%	14.7%	14.0%
	2	18.3%	25.0%	15.0%	16.7%	24.2%	24.2%	19.6%	7.7%	18.2%	28.0%	15.2%	23.5%	14.0%	26.0%	18.5%	29.7%	22.7%	26.7%	16.7%
	3	35.0%	20.0%	33.3%	16.7%	37.9%	24.2%	31.8%	46.2%	18.2%	32.0%	28.3%	28.9%	25.6%	32.3%	33.3%	10.8%	31.8%	26.7%	32.0%
	4	23.3%	28.3%	23.3%	23.3%	18.2%	22.1%	13.1%	15.4%	27.3%	12.0%	26.1%	16.7%	23.3%	16.7%	25.9%	18.9%	13.6%	17.3%	18.7%
	Very high priority	18.3%	16.7%	13.3%	26.7%	7.6%	12.6%	16.8%	15.4%	27.3%	16.0%	15.2%	13.7%	23.3%	12.5%	9.3%	18.9%	18.2%	12.7%	16.7%
	Other/don't know	1.7%	0.0%	0.0%	0.0%	0.0%	3.2%	2.8%	7.7%	0.0%	4.0%	0.0%	2.0%	4.7%	1.0%	0.0%	2.7%	0.0%	2.0%	2.0%
	<b>Total low priority</b>	<b>21.6%</b>	<b>35.0%</b>	<b>30.0%</b>	<b>33.4%</b>	<b>36.3%</b>	<b>37.9%</b>	<b>35.5%</b>	<b>15.4%</b>	<b>27.3%</b>	<b>36.0%</b>	<b>30.4%</b>	<b>38.7%</b>	<b>23.3%</b>	<b>37.5%</b>	<b>31.5%</b>	<b>48.6%</b>	<b>36.3%</b>	<b>41.4%</b>	<b>30.7%</b>
	<b>Total high priority</b>	<b>41.6%</b>	<b>45.0%</b>	<b>36.6%</b>	<b>50.0%</b>	<b>25.8%</b>	<b>34.7%</b>	<b>29.9%</b>	<b>30.8%</b>	<b>54.6%</b>	<b>28.0%</b>	<b>41.3%</b>	<b>30.4%</b>	<b>46.6%</b>	<b>29.2%</b>	<b>35.2%</b>	<b>37.8%</b>	<b>31.8%</b>	<b>30.0%</b>	<b>35.4%</b>
49. Improving lighting	1 - Very low priority	5.0%	8.3%	8.3%	10.0%	9.1%	16.8%	15.9%	15.4%	0.0%	8.0%	8.7%	16.2%	14.0%	11.5%	11.1%	13.5%	9.1%	14.0%	14.0%
	2	21.7%	15.0%	23.3%	16.7%	21.2%	20.0%	17.8%	7.7%	27.3%	20.0%	21.7%	18.6%	9.3%	21.9%	24.1%	24.3%	18.2%	20.7%	17.3%
	3	31.7%	35.0%	26.7%	30.0%	36.4%	28.4%	26.2%	38.5%	9.1%	28.0%	21.7%	31.9%	18.6%	32.3%	33.3%	27.0%	36.4%	34.7%	24.0%
	4	20.0%	21.7%	23.3%	10.0%	16.7%	18.9%	18.7%	15.4%	36.4%	16.0%	23.9%	15.7%	27.9%	12.5%	14.8%	27.0%	18.2%	16.0%	19.3%
	Very high priority	20.0%	20.0%	18.3%	33.3%	16.7%	15.8%	18.7%	23.1%	27.3%	28.0%	23.9%	16.2%	30.2%	18.8%	16.7%	8.1%	18.2%	14.7%	23.3%
	Other/don't know	1.7%	0.0%	0.0%	0.0%	0.0%	2.8%	2.8%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	2.0%
	<b>Total low priority</b>	<b>26.7%</b>	<b>23.3%</b>	<b>31.6%</b>	<b>26.7%</b>	<b>30.3%</b>	<b>36.8%</b>	<b>33.7%</b>	<b>23.1%</b>	<b>27.3%</b>	<b>28.0%</b>	<b>30.4%</b>	<b>34.8%</b>	<b>23.3%</b>	<b>33.4%</b>	<b>35.2%</b>	<b>37.8%</b>	<b>27.3%</b>	<b>34.7%</b>	<b>31.3%</b>
	<b>Total high priority</b>	<b>40.0%</b>	<b>41.7%</b>	<b>41.6%</b>	<b>43.3%</b>	<b>33.4%</b>	<b>34.7%</b>	<b>37.4%</b>	<b>38.5%</b>	<b>63.7%</b>	<b>44.0%</b>	<b>47.8%</b>	<b>31.9%</b>	<b>58.1%</b>	<b>31.3%</b>	<b>31.5%</b>	<b>35.1%</b>	<b>36.4%</b>	<b>30.7%</b>	<b>42.6%</b>
50. Moving utilities underground	1 - Very low priority	6.7%	13.3%	8.3%	13.3%	9.1%	13.7%	20.6%	15.4%	9.1%	8.0%	17.4%	15.2%	9.3%	16.7%	11.1%	10.8%	13.6%	16.0%	14.0%
	2	16.7%	15.0%	10.0%	16.7%	16.7%	10.5%	12.1%	15.4%	9.1%	12.0%	15.2%	12.7%	16.3%	8.3%	24.1%	16.2%	4.5%	13.3%	12.7%
	3	20.0%	20.0%	18.3%	26.7%	25.8%	23.2%	16.8%	15.4%	9.1%	16.0%	15.2%	25.0%	16.3%	32.3%	20.4%	8.1%	31.8%	22.7%	20.7%
	4	20.0%	15.0%	25.0%	16.7%	18.2%	14.7%	18.7%	23.1%	18.2%	16.0%	19.6%	16.2%	4.7%	10.4%	20.4%	24.3%	31.8%	20.0%	14.0%
	Very high priority	31.7%	36.7%	36.7%	26.7%	28.8%	34.7%	28.0%	30.8%	54.5%	48.0%	30.4%	27.5%	51.2%	31.3%	22.2%	40.5%	13.6%	26.7%	34.7%
	Other/don't know	5.0%	0.0%	1.7%	0.0%	1.5%	3.2%	3.7%	0.0%	0.0%	0.0%	2.2%	3.4%	2.3%	1.0%	1.9%	0.0%	4.5%	1.3%	4.0%
	<b>Total low priority</b>	<b>23.4%</b>	<b>28.3%</b>	<b>18.3%</b>	<b>30.0%</b>	<b>25.8%</b>	<b>24.2%</b>	<b>32.7%</b>	<b>30.8%</b>	<b>18.2%</b>	<b>20.0%</b>	<b>32.6%</b>	<b>27.9%</b>	<b>25.6%</b>	<b>25.0%</b>	<b>35.2%</b>	<b>27.0%</b>	<b>18.1%</b>	<b>29.3%</b>	<b>26.7%</b>
	<b>Total high priority</b>	<b>51.7%</b>	<b>51.7%</b>	<b>61.7%</b>	<b>43.4%</b>	<b>47.0%</b>	<b>49.4%</b>	<b>46.7%</b>	<b>53.9%</b>	<b>72.7%</b>	<b>64.0%</b>	<b>50.0%</b>	<b>43.7%</b>	<b>55.9%</b>	<b>41.7%</b>	<b>42.6%</b>	<b>64.8%</b>	<b>45.4%</b>	<b>46.7%</b>	<b>48.7%</b>
51. Adding new parking spaces or lots	1 - Very low priority	6.7%	23.3%	25.0%	16.7%	22.7%	28.4%	26.2%	15.4%	18.2%	8.0%	23.9%	27.9%	20.9%	27.1%	11.1%	27.0%	27.3%	24.0%	26.0%
	2	26.7%	23.3%	30.0%	26.7%	34.8%	23.2%	18.7%	23.1%	18.2%	20.0%	26.1%	25.0%	11.6%	19.8%	42.6%	18.9%	36.4%	26.7%	22.0%
	3	25.0%	33.3%	26.7%	33.3%	18.2%	27.4%	27.1%	15.4%	36.4%	28.0%	26.1%	25.5%	18.6%	30.2%	27.8%	37.8%	18.2%	26.7%	24.7%
	4	30.0%	15.0%	5.0%	13.3%	16.7%	6.3%	16.8%	15.4%	9.1%	20.0%	19.6%	11.3%	14.0%	13.5%	11.1%	13.5%	13.6%	13.3%	13.3%
	Very high priority	11.7%	5.0%	13.3%	10.0%	7.6%	13.7%	9.3%	23.1%	18.2%	24.0%	4.3%	9.3%	30.2%	8.3%	7.4%	2.7%	4.5%	8.7%	12.7%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.9%	7.7%	0.0%	0.0%	0.0%	1.0%	4.7%	1.0%	0.0%	0.0%	0.0%	0.7%	1.3%
	<b>Total low priority</b>	<b>33.4%</b>	<b>46.6%</b>	<b>55.0%</b>	<b>43.4%</b>	<b>57.5%</b>	<b>51.6%</b>	<b>44.9%</b>	<b>38.5%</b>	<b>36.4%</b>	<b>28.0%</b>	<b>50.0%</b>	<b>52.9%</b>	<b>32.5%</b>	<b>46.9%</b>	<b>53.7%</b>	<b>45.9%</b>	<b>63.7%</b>	<b>50.7%</b>	<b>48.0%</b>
	<b>Total high priority</b>	<b>41.7%</b>	<b>20.0%</b>	<b>18.3%</b>	<b>23.3%</b>	<b>24.3%</b>	<b>20.0%</b>	<b>26.1%</b>	<b>38.5%</b>	<b>27.3%</b>	<b>44.0%</b>	<b>23.9%</b>	<b>20.6%</b>	<b>44.2%</b>	<b>21.8%</b>	<b>18.5%</b>	<b>16.2%</b>	<b>18.1%</b>	<b>22.0%</b>	<b>26.0%</b>

		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
52. Developing second-story residential space	1 - Very low priority	11.7%	20.0%	6.7%	16.7%	10.6%	15.8%	22.4%	15.4%	27.3%	8.0%	19.6%	16.7%	14.0%	20.8%	9.3%	18.9%	18.2%	17.3%	16.7%
	2	20.0%	25.0%	26.7%	23.3%	36.4%	21.1%	23.4%	30.8%	27.3%	16.0%	15.2%	28.4%	20.9%	27.1%	33.3%	18.9%	18.2%	25.3%	25.3%
	3	38.3%	31.7%	36.7%	33.3%	30.3%	37.9%	32.7%	30.8%	0.0%	36.0%	41.3%	33.8%	27.9%	31.3%	40.7%	48.6%	27.3%	34.7%	32.7%
	4	16.7%	16.7%	13.3%	10.0%	13.6%	13.7%	8.4%	0.0%	36.4%	20.0%	10.9%	10.3%	16.3%	10.4%	7.4%	5.4%	22.7%	12.0%	11.3%
	Very high priority	11.7%	6.7%	16.7%	16.7%	9.1%	10.5%	8.4%	23.1%	9.1%	20.0%	13.0%	7.8%	18.6%	9.4%	9.3%	8.1%	13.6%	9.3%	11.3%
	Other/don't know	1.7%	0.0%	0.0%	0.0%	0.0%	1.1%	4.7%	0.0%	0.0%	0.0%	0.0%	2.9%	2.3%	1.0%	0.0%	0.0%	0.0%	1.3%	2.7%
	<b>Total low priority</b>	<b>31.7%</b>	<b>45.0%</b>	<b>33.4%</b>	<b>40.0%</b>	<b>47.0%</b>	<b>36.9%</b>	<b>45.8%</b>	<b>46.2%</b>	<b>54.6%</b>	<b>24.0%</b>	<b>34.8%</b>	<b>45.1%</b>	<b>34.9%</b>	<b>47.9%</b>	<b>42.6%</b>	<b>37.8%</b>	<b>36.4%</b>	<b>42.6%</b>	<b>42.0%</b>
	<b>Total high priority</b>	<b>28.4%</b>	<b>23.4%</b>	<b>30.0%</b>	<b>26.7%</b>	<b>22.7%</b>	<b>24.2%</b>	<b>16.8%</b>	<b>23.1%</b>	<b>45.5%</b>	<b>40.0%</b>	<b>23.9%</b>	<b>18.1%</b>	<b>34.9%</b>	<b>19.8%</b>	<b>16.7%</b>	<b>13.5%</b>	<b>36.3%</b>	<b>21.3%</b>	<b>22.6%</b>
53. Making the area more pedestrian-friendly	1 - Very low priority	3.3%	10.0%	5.0%	3.3%	3.0%	13.7%	9.3%	0.0%	9.1%	8.0%	8.7%	8.8%	4.7%	7.3%	7.4%	10.8%	4.5%	10.0%	7.3%
	2	10.0%	11.7%	8.3%	16.7%	18.2%	7.4%	9.3%	0.0%	0.0%	16.0%	6.5%	13.2%	7.0%	13.5%	11.1%	8.1%	18.2%	16.7%	6.0%
	3	31.7%	25.0%	38.3%	26.7%	31.8%	27.4%	39.3%	61.5%	27.3%	24.0%	21.7%	34.3%	34.9%	35.4%	40.7%	32.4%	22.7%	32.0%	32.7%
	4	28.3%	25.0%	18.3%	20.0%	24.2%	24.2%	18.7%	23.1%	27.3%	28.0%	28.3%	19.1%	20.9%	15.6%	16.7%	29.7%	31.8%	20.0%	23.3%
	Very high priority	23.3%	28.3%	28.3%	33.3%	22.7%	26.3%	18.7%	15.4%	36.4%	20.0%	34.8%	22.1%	32.6%	26.0%	24.1%	18.9%	22.7%	18.7%	29.3%
	Other/don't know	3.3%	0.0%	1.7%	0.0%	0.0%	1.1%	4.7%	0.0%	0.0%	4.0%	0.0%	2.5%	0.0%	2.1%	0.0%	0.0%	0.0%	2.7%	1.3%
	<b>Total low priority</b>	<b>13.3%</b>	<b>21.7%</b>	<b>13.3%</b>	<b>20.0%</b>	<b>21.2%</b>	<b>21.1%</b>	<b>18.6%</b>	<b>0.0%</b>	<b>9.1%</b>	<b>24.0%</b>	<b>15.2%</b>	<b>22.0%</b>	<b>11.7%</b>	<b>20.8%</b>	<b>18.5%</b>	<b>18.9%</b>	<b>22.7%</b>	<b>26.7%</b>	<b>13.3%</b>
	<b>Total high priority</b>	<b>51.6%</b>	<b>53.3%</b>	<b>46.6%</b>	<b>53.3%</b>	<b>46.9%</b>	<b>50.5%</b>	<b>37.4%</b>	<b>38.5%</b>	<b>63.7%</b>	<b>48.0%</b>	<b>63.1%</b>	<b>41.2%</b>	<b>53.5%</b>	<b>41.6%</b>	<b>40.8%</b>	<b>48.6%</b>	<b>54.5%</b>	<b>38.7%</b>	<b>52.6%</b>
54. Improving signage to help people find their way around	1 - Very low priority	6.7%	10.0%	11.7%	13.3%	10.6%	11.6%	12.1%	15.4%	0.0%	4.0%	10.9%	12.7%	11.6%	11.5%	3.7%	10.8%	9.1%	9.3%	14.0%
	2	8.3%	23.3%	21.7%	13.3%	16.7%	17.9%	16.8%	15.4%	27.3%	16.0%	17.4%	16.2%	14.0%	17.7%	18.5%	13.5%	31.8%	20.0%	13.3%
	3	35.0%	31.7%	23.3%	13.3%	34.8%	30.5%	29.0%	38.5%	9.1%	40.0%	32.6%	27.9%	23.3%	31.3%	31.5%	37.8%	27.3%	29.3%	29.3%
	4	36.7%	16.7%	23.3%	40.0%	18.2%	24.2%	21.5%	15.4%	36.4%	12.0%	15.2%	27.0%	18.6%	25.0%	29.6%	18.9%	13.6%	22.0%	25.3%
	Very high priority	11.7%	18.3%	18.3%	20.0%	16.7%	14.7%	17.8%	15.4%	27.3%	28.0%	21.7%	13.7%	32.6%	13.5%	14.8%	13.5%	18.2%	18.7%	14.7%
	Other/don't know	1.7%	0.0%	1.7%	0.0%	3.0%	1.1%	2.8%	0.0%	0.0%	0.0%	2.2%	2.5%	0.0%	1.0%	1.9%	5.4%	0.0%	0.7%	3.3%
	<b>Total low priority</b>	<b>15.0%</b>	<b>33.3%</b>	<b>33.4%</b>	<b>26.6%</b>	<b>27.3%</b>	<b>29.5%</b>	<b>28.9%</b>	<b>30.8%</b>	<b>27.3%</b>	<b>20.0%</b>	<b>28.3%</b>	<b>28.9%</b>	<b>25.6%</b>	<b>29.2%</b>	<b>22.2%</b>	<b>24.3%</b>	<b>40.9%</b>	<b>29.3%</b>	<b>27.3%</b>
	<b>Total high priority</b>	<b>48.4%</b>	<b>35.0%</b>	<b>41.6%</b>	<b>60.0%</b>	<b>34.9%</b>	<b>38.9%</b>	<b>39.3%</b>	<b>30.8%</b>	<b>63.7%</b>	<b>40.0%</b>	<b>36.9%</b>	<b>40.7%</b>	<b>51.2%</b>	<b>38.5%</b>	<b>44.4%</b>	<b>32.4%</b>	<b>31.8%</b>	<b>40.7%</b>	<b>40.0%</b>
55. Improving building facades and awnings	1 - Very low priority	0.0%	3.3%	3.3%	6.7%	1.5%	7.4%	9.3%	15.4%	9.1%	0.0%	6.5%	6.4%	11.6%	7.3%	0.0%	2.7%	9.1%	8.0%	5.3%
	2	16.7%	20.0%	11.7%	13.3%	18.2%	14.7%	16.8%	0.0%	9.1%	12.0%	13.0%	18.6%	4.7%	19.8%	22.2%	21.6%	4.5%	21.3%	10.7%
	3	33.3%	26.7%	38.3%	26.7%	48.5%	31.6%	28.0%	53.8%	45.5%	24.0%	39.1%	31.4%	23.3%	32.3%	40.7%	27.0%	40.9%	32.0%	34.7%
	4	40.0%	31.7%	26.7%	23.3%	24.2%	30.5%	25.2%	15.4%	9.1%	44.0%	21.7%	27.5%	34.9%	26.0%	25.9%	35.1%	22.7%	26.0%	27.3%
	Very high priority	10.0%	18.3%	18.3%	30.0%	7.6%	14.7%	18.7%	15.4%	27.3%	20.0%	19.6%	14.7%	23.3%	13.5%	11.1%	13.5%	22.7%	12.0%	20.7%
	Other/don't know	0.0%	0.0%	1.7%	0.0%	0.0%	1.1%	1.9%	0.0%	0.0%	0.0%	0.0%	1.5%	2.3%	1.0%	0.0%	0.0%	0.0%	0.7%	1.3%
	<b>Total low priority</b>	<b>16.7%</b>	<b>23.3%</b>	<b>15.0%</b>	<b>20.0%</b>	<b>19.7%</b>	<b>22.1%</b>	<b>26.1%</b>	<b>15.4%</b>	<b>18.2%</b>	<b>12.0%</b>	<b>19.5%</b>	<b>25.0%</b>	<b>16.3%</b>	<b>27.1%</b>	<b>22.2%</b>	<b>24.3%</b>	<b>13.6%</b>	<b>29.3%</b>	<b>16.0%</b>
	<b>Total high priority</b>	<b>50.0%</b>	<b>50.0%</b>	<b>45.0%</b>	<b>53.3%</b>	<b>31.8%</b>	<b>45.2%</b>	<b>43.9%</b>	<b>30.8%</b>	<b>36.4%</b>	<b>64.0%</b>	<b>41.3%</b>	<b>42.2%</b>	<b>58.2%</b>	<b>39.5%</b>	<b>37.0%</b>	<b>48.6%</b>	<b>45.4%</b>	<b>38.0%</b>	<b>48.0%</b>

		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
56. Repairing streets and sidewalks	1 - Very low priority	0.0%	5.0%	3.3%	6.7%	1.5%	6.3%	8.4%	0.0%	0.0%	4.0%	4.3%	6.9%	7.0%	5.2%	3.7%	5.4%	0.0%	4.7%	7.3%
	2	6.7%	8.3%	3.3%	3.3%	10.6%	10.5%	7.5%	7.7%	18.2%	4.0%	2.2%	10.3%	4.7%	9.4%	11.1%	8.1%	4.5%	11.3%	6.0%
	3	25.0%	25.0%	28.3%	20.0%	27.3%	23.2%	23.4%	30.8%	36.4%	16.0%	15.2%	25.5%	25.6%	25.0%	25.9%	29.7%	22.7%	26.7%	20.7%
	4	28.3%	25.0%	33.3%	30.0%	30.3%	20.0%	29.9%	23.1%	18.2%	20.0%	26.1%	28.9%	18.6%	21.9%	31.5%	32.4%	40.9%	28.0%	26.0%
	Very high priority	40.0%	36.7%	31.7%	40.0%	30.3%	38.9%	29.9%	38.5%	27.3%	52.0%	52.2%	27.9%	41.9%	37.5%	27.8%	24.3%	31.8%	29.3%	38.7%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.9%	0.0%	0.0%	4.0%	0.0%	0.5%	2.3%	1.0%	0.0%	0.0%	0.0%	0.0%	1.3%
	<b>Total low priority</b>	<b>6.7%</b>	<b>13.3%</b>	<b>6.6%</b>	<b>10.0%</b>	<b>12.1%</b>	<b>16.8%</b>	<b>15.9%</b>	<b>7.7%</b>	<b>18.2%</b>	<b>8.0%</b>	<b>6.5%</b>	<b>17.2%</b>	<b>11.7%</b>	<b>14.6%</b>	<b>14.8%</b>	<b>13.5%</b>	<b>4.5%</b>	<b>16.0%</b>	<b>13.3%</b>
	<b>Total high priority</b>	<b>68.3%</b>	<b>61.7%</b>	<b>65.0%</b>	<b>70.0%</b>	<b>60.6%</b>	<b>58.9%</b>	<b>59.8%</b>	<b>61.6%</b>	<b>45.5%</b>	<b>72.0%</b>	<b>78.3%</b>	<b>56.8%</b>	<b>60.5%</b>	<b>59.4%</b>	<b>59.3%</b>	<b>56.7%</b>	<b>72.7%</b>	<b>57.3%</b>	<b>64.7%</b>
57. Adopting standards or building codes to ensure that business districts' building exteriors have a similar look	1 - Very low priority	11.7%	18.3%	13.3%	16.7%	25.8%	21.1%	20.6%	30.8%	0.0%	12.0%	26.1%	21.6%	20.9%	20.8%	22.2%	24.3%	13.6%	21.3%	21.3%
	2	25.0%	15.0%	23.3%	30.0%	24.2%	20.0%	15.0%	30.8%	18.2%	20.0%	13.0%	21.1%	27.9%	24.0%	16.7%	18.9%	13.6%	22.0%	18.0%
	3	25.0%	36.7%	30.0%	20.0%	24.2%	30.5%	30.8%	23.1%	45.5%	12.0%	23.9%	30.4%	25.6%	28.1%	25.9%	32.4%	31.8%	28.0%	28.0%
	4	33.3%	20.0%	16.7%	20.0%	18.2%	15.8%	17.8%	7.7%	27.3%	32.0%	21.7%	15.2%	9.3%	17.7%	25.9%	13.5%	27.3%	19.3%	16.0%
	Very high priority	5.0%	8.3%	16.7%	13.3%	7.6%	12.6%	10.3%	7.7%	9.1%	20.0%	15.2%	9.3%	11.6%	8.3%	9.3%	10.8%	13.6%	8.0%	14.0%
	Other/don't know	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	4.0%	0.0%	2.5%	4.7%	1.0%	0.0%	0.0%	0.0%	1.3%	2.7%
	<b>Total low priority</b>	<b>36.7%</b>	<b>33.3%</b>	<b>36.6%</b>	<b>46.7%</b>	<b>50.0%</b>	<b>41.1%</b>	<b>35.6%</b>	<b>61.6%</b>	<b>18.2%</b>	<b>32.0%</b>	<b>39.1%</b>	<b>42.7%</b>	<b>48.8%</b>	<b>44.8%</b>	<b>38.9%</b>	<b>43.2%</b>	<b>27.2%</b>	<b>43.3%</b>	<b>39.3%</b>
	<b>Total high priority</b>	<b>38.3%</b>	<b>28.3%</b>	<b>33.4%</b>	<b>33.3%</b>	<b>25.8%</b>	<b>28.4%</b>	<b>28.1%</b>	<b>15.4%</b>	<b>36.4%</b>	<b>52.0%</b>	<b>36.9%</b>	<b>24.5%</b>	<b>20.9%</b>	<b>26.0%</b>	<b>35.2%</b>	<b>24.3%</b>	<b>40.9%</b>	<b>27.3%</b>	<b>30.0%</b>
58. Adopting a uniform zoning code	1 - Very low priority	8.3%	15.0%	13.3%	16.7%	15.2%	27.4%	18.7%	15.4%	9.1%	12.0%	19.6%	22.1%	14.0%	20.8%	22.2%	16.2%	13.6%	22.0%	18.7%
	2	16.7%	18.3%	15.0%	30.0%	22.7%	14.7%	11.2%	23.1%	9.1%	16.0%	15.2%	17.2%	16.3%	24.0%	14.8%	8.1%	22.7%	19.3%	14.0%
	3	31.7%	21.7%	28.3%	16.7%	22.7%	17.9%	29.9%	30.8%	27.3%	28.0%	21.7%	22.5%	27.9%	19.8%	18.5%	32.4%	31.8%	22.0%	24.7%
	4	15.0%	28.3%	20.0%	20.0%	19.7%	17.9%	15.9%	7.7%	27.3%	20.0%	26.1%	15.7%	9.3%	19.8%	27.8%	13.5%	13.6%	16.0%	19.3%
	Very high priority	18.3%	11.7%	16.7%	6.7%	12.1%	12.6%	18.7%	15.4%	18.2%	12.0%	13.0%	14.7%	23.3%	10.4%	14.8%	16.2%	13.6%	14.0%	14.7%
	Other/don't know	10.0%	5.0%	6.7%	10.0%	7.6%	9.5%	5.6%	7.7%	9.1%	12.0%	4.3%	7.8%	9.3%	5.2%	1.9%	13.5%	4.5%	6.7%	8.7%
	<b>Total low priority</b>	<b>25.0%</b>	<b>33.3%</b>	<b>28.3%</b>	<b>46.7%</b>	<b>37.9%</b>	<b>42.1%</b>	<b>29.9%</b>	<b>38.5%</b>	<b>18.2%</b>	<b>28.0%</b>	<b>34.8%</b>	<b>39.3%</b>	<b>30.3%</b>	<b>44.8%</b>	<b>37.0%</b>	<b>24.3%</b>	<b>36.3%</b>	<b>41.3%</b>	<b>32.7%</b>
	<b>Total high priority</b>	<b>33.3%</b>	<b>40.0%</b>	<b>36.7%</b>	<b>26.7%</b>	<b>31.8%</b>	<b>30.5%</b>	<b>34.6%</b>	<b>23.1%</b>	<b>45.5%</b>	<b>32.0%</b>	<b>30.4%</b>	<b>32.6%</b>	<b>30.2%</b>	<b>42.6%</b>	<b>29.7%</b>	<b>27.2%</b>	<b>30.0%</b>	<b>34.0%</b>	
59. Removing of derelict homes and buildings	1 - Very low priority	1.7%	10.0%	3.3%	3.3%	4.5%	11.6%	10.3%	0.0%	0.0%	8.0%	6.5%	10.3%	11.6%	7.3%	9.3%	5.4%	9.1%	11.3%	6.0%
	2	8.3%	18.3%	13.3%	16.7%	18.2%	7.4%	13.1%	15.4%	0.0%	8.0%	13.0%	13.7%	11.6%	14.6%	13.0%	13.5%	4.5%	16.0%	9.3%
	3	20.0%	10.0%	26.7%	26.7%	19.7%	17.9%	16.8%	38.5%	45.5%	12.0%	19.6%	16.2%	25.6%	18.8%	16.7%	13.5%	36.4%	19.3%	18.0%
	4	28.3%	33.3%	15.0%	16.7%	24.2%	25.3%	23.4%	15.4%	18.2%	20.0%	26.1%	24.5%	7.0%	22.9%	31.5%	35.1%	13.6%	22.7%	24.7%
	Very high priority	41.7%	26.7%	41.7%	33.3%	31.8%	36.8%	35.5%	23.1%	36.4%	48.0%	32.6%	34.8%	41.9%	35.4%	27.8%	32.4%	36.4%	30.0%	40.0%
	Other/don't know	0.0%	1.7%	0.0%	3.3%	1.5%	1.1%	0.9%	7.7%	0.0%	4.0%	2.2%	0.5%	2.3%	1.0%	1.9%	0.0%	0.0%	0.7%	2.0%
	<b>Total low priority</b>	<b>10.0%</b>	<b>28.3%</b>	<b>16.6%</b>	<b>20.0%</b>	<b>22.7%</b>	<b>19.0%</b>	<b>23.4%</b>	<b>15.4%</b>	<b>0.0%</b>	<b>16.0%</b>	<b>19.5%</b>	<b>24.0%</b>	<b>23.2%</b>	<b>21.9%</b>	<b>22.3%</b>	<b>18.9%</b>	<b>13.6%</b>	<b>27.3%</b>	<b>15.3%</b>
	<b>Total high priority</b>	<b>70.0%</b>	<b>60.0%</b>	<b>56.7%</b>	<b>50.0%</b>	<b>56.0%</b>	<b>62.1%</b>	<b>58.9%</b>	<b>38.5%</b>	<b>54.6%</b>	<b>68.0%</b>	<b>58.7%</b>	<b>59.3%</b>	<b>48.9%</b>	<b>58.3%</b>	<b>59.3%</b>	<b>67.5%</b>	<b>50.0%</b>	<b>52.7%</b>	<b>64.7%</b>

		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
60PRE. Are there any other improvements you think should be made to California business districts?	Yes	18.3%	28.3%	28.3%	16.7%	16.7%	33.7%	28.0%	23.1%	9.1%	28.0%	23.9%	27.9%	32.6%	18.8%	25.9%	29.7%	27.3%	28.0%	24.7%
	No	81.7%	71.7%	71.7%	83.3%	83.3%	66.3%	72.0%	76.9%	90.9%	72.0%	76.1%	72.1%	67.4%	81.3%	74.1%	70.3%	72.7%	72.0%	75.3%
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
61. There has been some discussion about developing upper floor living space in some California business districts. Which of the following statements is closest to the way you feel?	Property owners should turn the second floors of their existing buildings into rental units.	45.0%	51.7%	53.3%	63.3%	51.5%	36.8%	28.0%	23.1%	45.5%	44.0%	52.2%	36.8%	37.2%	31.3%	53.7%	48.6%	59.1%	37.3%	41.3%
	I would like to rent a second floor unit in one of the existing buildings in the business districts.	3.3%	3.3%	5.0%	6.7%	3.0%	3.2%	1.9%	7.7%	0.0%	12.0%	4.3%	2.5%	9.3%	2.1%	5.6%	2.7%	4.5%	3.3%	4.0%
	There is no need for more second story living space in the business districts.	33.3%	38.3%	33.3%	23.3%	30.3%	48.4%	52.3%	46.2%	45.5%	28.0%	37.0%	45.6%	37.2%	55.2%	27.8%	32.4%	31.8%	45.3%	40.7%
	Other/don't know	18.3%	6.7%	8.3%	6.7%	15.2%	11.6%	17.8%	23.1%	9.1%	16.0%	6.5%	15.2%	16.3%	11.5%	13.0%	16.2%	4.5%	14.0%	14.0%
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
62A. Other than your own personal knowledge from living in the community, what would you say is your main source of information about California businesses?	Local newspaper	45.0%	38.3%	35.0%	33.3%	33.3%	38.9%	42.1%	30.8%	36.4%	24.0%	37.0%	40.7%	25.6%	37.5%	40.7%	43.2%	45.5%	30.7%	45.3%
	Television	0.0%	1.7%	0.0%	0.0%	1.5%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.7%	0.7%
	Radio	5.0%	5.0%	1.7%	3.3%	0.0%	3.2%	6.5%	7.7%	0.0%	0.0%	2.2%	4.4%	4.7%	3.1%	3.7%	5.4%	0.0%	2.7%	4.7%
	Chamber of Commerce website	0.0%	0.0%	1.7%	0.0%	0.0%	1.1%	0.9%	7.7%	0.0%	0.0%	0.0%	0.5%	2.3%	1.0%	0.0%	0.0%	0.0%	0.7%	0.7%
	Word-of-mouth	30.0%	28.3%	25.0%	23.3%	34.8%	36.8%	23.4%	30.8%	36.4%	40.0%	34.8%	27.5%	25.6%	31.3%	37.0%	32.4%	22.7%	39.3%	21.3%
	I live in the business district.	1.7%	5.0%	6.7%	3.3%	4.5%	6.3%	5.6%	0.0%	9.1%	4.0%	4.3%	6.4%	14.0%	5.2%	3.7%	8.1%	0.0%	3.3%	8.0%
	Other - specify	10.0%	10.0%	15.0%	13.3%	12.1%	8.4%	10.3%	7.7%	0.0%	24.0%	13.0%	8.8%	16.3%	7.3%	13.0%	8.1%	13.6%	12.0%	8.7%
	None/don't know	8.3%	11.7%	15.0%	23.3%	13.6%	4.2%	11.2%	15.4%	18.2%	8.0%	8.7%	10.8%	11.6%	14.6%	1.9%	0.0%	18.2%	10.7%	10.7%
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
62B. And what is your second most likely source of information?	Local newspaper	23.6%	30.2%	33.3%	13.0%	35.1%	31.9%	26.3%	0.0%	33.3%	39.1%	31.0%	28.6%	21.1%	28.0%	37.7%	37.8%	22.2%	32.1%	26.1%
	Television	5.5%	3.8%	5.9%	8.7%	1.8%	3.3%	4.2%	9.1%	11.1%	4.3%	4.8%	2.7%	7.9%	2.4%	1.9%	8.1%	0.0%	3.7%	3.7%
	Radio	18.2%	9.4%	15.7%	4.3%	12.3%	9.9%	13.7%	0.0%	0.0%	0.0%	9.5%	14.3%	2.6%	11.0%	17.0%	10.8%	16.7%	11.9%	10.4%
	Chamber of Commerce website	1.8%	0.0%	0.0%	0.0%	1.8%	1.1%	1.1%	0.0%	0.0%	0.0%	2.4%	1.1%	0.0%	1.2%	0.0%	0.0%	5.6%	2.2%	0.0%
	Word-of-mouth	36.4%	28.3%	33.3%	39.1%	29.8%	29.7%	30.5%	18.2%	22.2%	17.4%	33.3%	33.0%	36.8%	35.4%	22.6%	27.0%	33.3%	22.4%	38.8%
	I live in the business district.	3.6%	3.8%	2.0%	4.3%	5.3%	3.3%	1.1%	9.1%	0.0%	4.3%	4.8%	2.2%	0.0%	2.4%	0.0%	2.7%	5.6%	3.0%	3.0%
	Other - specify	3.6%	11.3%	2.0%	4.3%	7.0%	6.6%	8.4%	27.3%	22.2%	17.4%	2.4%	5.5%	18.4%	2.4%	9.4%	8.1%	0.0%	6.0%	9.0%
	None/don't know	7.3%	13.2%	7.8%	26.1%	7.0%	14.3%	14.7%	36.4%	11.1%	17.4%	11.9%	12.6%	13.2%	17.1%	11.3%	5.4%	16.7%	18.7%	9.0%

		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
63. Let's assume that an economic development sales tax was proposed for California, which would support development both in the business districts and elsewhere in California and fund projects such as street or other infrastructure improvements. Would you be very likely, somewhat, not very or not at all likely to support such a sales tax?	Very likely	30.0%	33.3%	33.3%	23.3%	28.8%	17.9%	13.1%	15.4%	36.4%	24.0%	34.8%	14.2%	18.6%	14.6%	16.7%	35.1%	45.5%	20.0%	18.7%
	Somewhat likely	70.0%	66.7%	66.7%	46.7%	42.4%	40.0%	39.3%	23.1%	36.4%	32.0%	43.5%	42.6%	37.2%	41.7%	50.0%	43.2%	31.8%	41.3%	40.0%
	Not very likely	0.0%	0.0%	0.0%	6.7%	7.6%	18.9%	21.5%	15.4%	0.0%	16.0%	13.0%	17.6%	11.6%	21.9%	14.8%	0.0%	9.1%	16.0%	16.0%
	Not at all likely	0.0%	0.0%	0.0%	20.0%	16.7%	20.0%	21.5%	38.5%	27.3%	28.0%	8.7%	20.1%	25.6%	19.8%	16.7%	18.9%	9.1%	18.7%	21.3%
	Other/don't know	0.0%	0.0%	0.0%	3.3%	4.5%	3.2%	4.7%	7.7%	0.0%	0.0%	0.0%	5.4%	7.0%	2.1%	1.9%	2.7%	4.5%	4.0%	4.0%
	<b>Very/somewhat likely</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>70.0%</b>	<b>71.2%</b>	<b>57.9%</b>	<b>52.4%</b>	<b>38.5%</b>	<b>72.8%</b>	<b>56.0%</b>	<b>78.3%</b>	<b>56.8%</b>	<b>55.8%</b>	<b>56.3%</b>	<b>66.7%</b>	<b>78.3%</b>	<b>77.3%</b>	<b>61.3%</b>	<b>58.7%</b>
	<b>Not very/not at all likely</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>26.7%</b>	<b>24.3%</b>	<b>38.9%</b>	<b>43.0%</b>	<b>53.9%</b>	<b>27.3%</b>	<b>44.0%</b>	<b>21.7%</b>	<b>37.7%</b>	<b>37.2%</b>	<b>41.7%</b>	<b>31.5%</b>	<b>18.9%</b>	<b>18.2%</b>	<b>34.7%</b>	<b>37.3%</b>
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
63a. If that economic development sales tax was a [Q148A1]## sales tax increase, would you strongly favor, favor, oppose or strongly oppose this increase?	Strongly favor	8.3%	13.3%	8.3%	9.5%	4.3%	18.2%	7.1%	20.0%	12.5%	7.1%	11.1%	9.5%	12.5%	7.4%	8.3%	13.8%	23.5%	10.9%	9.1%
	Favor	58.3%	51.7%	55.0%	66.7%	68.1%	61.8%	32.1%	40.0%	50.0%	57.1%	61.1%	53.4%	33.3%	55.6%	61.1%	65.5%	58.8%	58.7%	51.1%
	Oppose	25.0%	20.0%	25.0%	19.0%	21.3%	12.7%	37.5%	20.0%	37.5%	21.4%	19.4%	24.1%	37.5%	29.6%	19.4%	13.8%	5.9%	18.5%	28.4%
	Strongly oppose	0.0%	5.0%	3.3%	4.8%	0.0%	1.8%	5.4%	0.0%	0.0%	0.0%	5.6%	2.6%	4.2%	1.9%	2.8%	3.4%	5.9%	3.3%	2.3%
	Other/don't know	8.3%	10.0%	8.3%	0.0%	6.4%	5.5%	17.9%	20.0%	0.0%	14.3%	2.8%	10.3%	12.5%	5.6%	8.3%	3.4%	5.9%	8.7%	9.1%
	<b>Total favor</b>	<b>66.6%</b>	<b>65.0%</b>	<b>63.3%</b>	<b>76.2%</b>	<b>72.4%</b>	<b>80.0%</b>	<b>39.2%</b>	<b>60.0%</b>	<b>62.5%</b>	<b>64.2%</b>	<b>72.2%</b>	<b>62.9%</b>	<b>45.8%</b>	<b>63.0%</b>	<b>69.4%</b>	<b>79.3%</b>	<b>82.3%</b>	<b>69.6%</b>	<b>60.2%</b>
	<b>Total oppose</b>	<b>25.0%</b>	<b>25.0%</b>	<b>28.3%</b>	<b>23.8%</b>	<b>21.3%</b>	<b>14.5%</b>	<b>42.9%</b>	<b>20.0%</b>	<b>37.5%</b>	<b>21.4%</b>	<b>25.0%</b>	<b>26.7%</b>	<b>41.7%</b>	<b>31.5%</b>	<b>22.2%</b>	<b>17.2%</b>	<b>11.8%</b>	<b>21.8%</b>	<b>30.7%</b>
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
64. Which of these statements is closest to the way you feel?	The new highway will hurt business in California by making it easier to shop in Jefferson City.	51.7%	50.0%	53.3%	63.3%	59.1%	44.2%	41.1%	46.2%	45.5%	40.0%	58.7%	47.1%	51.2%	54.2%	48.1%	51.4%	36.4%	44.7%	51.3%
	The new highway will help businesses in California by making them more accessible for residents and visitors.	40.0%	40.0%	38.3%	30.0%	36.4%	45.3%	43.9%	38.5%	54.5%	52.0%	37.0%	40.7%	34.9%	38.5%	46.3%	37.8%	63.6%	48.0%	34.7%
	Both	8.3%	10.0%	8.3%	6.7%	4.5%	10.5%	15.0%	15.4%	0.0%	8.0%	4.3%	12.3%	14.0%	7.3%	5.6%	10.8%	0.0%	7.3%	14.0%
	Don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
65. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?	Very familiar	3.3%	3.3%	1.7%	0.0%	6.1%	6.3%	1.9%	0.0%	9.1%	8.0%	2.2%	3.9%	2.3%	1.0%	5.6%	8.1%	4.5%	4.0%	4.0%
	Somewhat familiar	28.3%	31.7%	28.3%	20.0%	18.2%	24.2%	26.2%	7.7%	18.2%	12.0%	34.8%	24.0%	30.2%	16.7%	29.6%	35.1%	27.3%	22.7%	24.7%
	Not very familiar	35.0%	18.3%	20.0%	16.7%	24.2%	23.2%	24.3%	15.4%	54.5%	16.0%	17.4%	24.0%	23.3%	28.1%	25.9%	18.9%	22.7%	20.7%	25.3%
	Not at all familiar	33.3%	43.3%	46.7%	63.3%	51.5%	45.3%	44.9%	76.9%	18.2%	64.0%	45.7%	46.6%	41.9%	54.2%	38.9%	37.8%	45.5%	52.0%	44.0%
	Other/don't know	0.0%	3.3%	3.3%	0.0%	0.0%	1.1%	2.8%	0.0%	0.0%	0.0%	0.0%	1.5%	2.3%	0.0%	0.0%	0.0%	0.0%	0.7%	2.0%
	<b>Very/somewhat familiar</b>	<b>31.6%</b>	<b>35.0%</b>	<b>30.0%</b>	<b>20.0%</b>	<b>24.3%</b>	<b>30.5%</b>	<b>28.1%</b>	<b>7.7%</b>	<b>27.3%</b>	<b>20.0%</b>	<b>37.0%</b>	<b>27.9%</b>	<b>32.5%</b>	<b>17.7%</b>	<b>35.2%</b>	<b>43.2%</b>	<b>31.8%</b>	<b>26.7%</b>	<b>28.7%</b>
	<b>Not very/not at all familiar</b>	<b>68.3%</b>	<b>61.6%</b>	<b>66.7%</b>	<b>80.0%</b>	<b>75.7%</b>	<b>68.5%</b>	<b>69.2%</b>	<b>92.3%</b>	<b>72.7%</b>	<b>80.0%</b>	<b>63.1%</b>	<b>70.6%</b>	<b>65.2%</b>	<b>82.3%</b>	<b>64.8%</b>	<b>56.7%</b>	<b>68.2%</b>	<b>72.7%</b>	<b>69.3%</b>

		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
66. In which of the following age groups are you? Are you . . .	18 - 34	13.3%	8.3%	13.3%	100.0%	0.0%	0.0%	0.0%	30.8%	18.2%	12.0%	19.6%	5.9%	7.0%	16.7%	9.3%	10.8%	9.1%	11.3%	8.7%
	35 - 49	18.3%	30.0%	30.0%	0.0%	100.0%	0.0%	0.0%	15.4%	18.2%	28.0%	34.8%	19.1%	9.3%	12.5%	27.8%	40.5%	50.0%	23.3%	20.7%
	50 - 64	35.0%	30.0%	26.7%	0.0%	0.0%	100.0%	0.0%	23.1%	18.2%	32.0%	34.8%	31.9%	30.2%	35.4%	38.9%	24.3%	31.8%	34.0%	29.3%
	65 and over	31.7%	31.7%	30.0%	0.0%	0.0%	0.0%	100.0%	30.8%	45.5%	24.0%	10.9%	42.6%	48.8%	35.4%	24.1%	24.3%	9.1%	31.3%	40.0%
	Other/don't know/refused	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.5%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
67. How long have you lived in the California area?	0 - 2 years	1.7%	1.7%	5.0%	13.3%	3.0%	3.2%	3.7%	100.0%	0.0%	0.0%	0.0%	0.0%	14.0%	2.1%	1.9%	2.7%	4.5%	3.3%	5.3%
	3 - 5 years	3.3%	5.0%	5.0%	6.7%	3.0%	2.1%	4.7%	0.0%	100.0%	0.0%	0.0%	0.0%	9.3%	4.2%	3.7%	0.0%	4.5%	4.0%	3.3%
	6 - 10 years	6.7%	8.3%	8.3%	10.0%	10.6%	8.4%	5.6%	0.0%	0.0%	100.0%	0.0%	0.0%	11.6%	7.3%	7.4%	5.4%	9.1%	10.0%	6.7%
	11 - 20 years	16.7%	23.3%	20.0%	30.0%	24.2%	16.8%	4.7%	0.0%	0.0%	0.0%	100.0%	0.0%	9.3%	14.6%	18.5%	21.6%	27.3%	14.0%	16.7%
	More than 20 years	71.7%	60.0%	61.7%	40.0%	59.1%	68.4%	81.3%	0.0%	0.0%	0.0%	0.0%	100.0%	55.8%	71.9%	68.5%	70.3%	54.5%	68.0%	68.0%
Other/don't know	0.0%	1.7%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
68. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2010. Just stop me when I get to your category.	Under \$25,000	6.7%	13.3%	20.0%	10.0%	6.1%	13.7%	19.6%	46.2%	36.4%	20.0%	8.7%	11.8%	100.0%	0.0%	0.0%	0.0%	0.0%	9.3%	19.3%
	\$25,000 to \$49,999	35.0%	26.7%	28.3%	53.3%	18.2%	35.8%	31.8%	15.4%	36.4%	28.0%	30.4%	33.8%	0.0%	100.0%	0.0%	0.0%	0.0%	31.3%	32.7%
	\$50,000 to \$74,999	21.7%	16.7%	21.7%	16.7%	22.7%	22.1%	12.1%	7.7%	18.2%	16.0%	21.7%	18.1%	0.0%	0.0%	100.0%	0.0%	0.0%	23.3%	12.7%
	\$75,000 to \$99,999	13.3%	25.0%	10.0%	13.3%	22.7%	9.5%	8.4%	7.7%	0.0%	8.0%	17.4%	12.7%	0.0%	0.0%	0.0%	100.0%	0.0%	13.3%	11.3%
	\$100,000 plus	11.7%	5.0%	11.7%	6.7%	16.7%	7.4%	1.9%	7.7%	9.1%	8.0%	13.0%	5.9%	0.0%	0.0%	0.0%	0.0%	100.0%	8.7%	6.0%
Other/don't know/refused	11.7%	13.3%	8.3%	0.0%	13.6%	11.6%	26.2%	15.4%	0.0%	20.0%	8.7%	17.6%	0.0%	0.0%	0.0%	0.0%	0.0%	14.0%	18.0%	
		Sales tax increase			66. Age				67. How long have you lived in the California area?					68. Total household income for 2010					69. Gender	
		0.25%	0.50%	0.75%	18 - 34	35 - 49	50 - 64	65 and over	0 - 2 years	3 - 5 years	6 - 10 years	11 - 20 years	More than 20 years	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
69. GENDER	Male	56.7%	51.7%	45.0%	56.7%	53.0%	53.7%	43.9%	38.5%	54.5%	60.0%	45.7%	50.0%	32.6%	49.0%	64.8%	54.1%	59.1%	100.0%	0.0%
	Female	43.3%	48.3%	55.0%	43.3%	47.0%	46.3%	56.1%	61.5%	45.5%	40.0%	54.3%	50.0%	67.4%	51.0%	35.2%	45.9%	40.9%	0.0%	100.0%