

Draft

Including Comparison of Opinion Leaders with the Mainstream

2025 Annual Year-End Community Survey

Prepared Expressly for...



January 2026

Strategy Research Institute
An Institute for CONSENSUS BUILDING
WWW.SRI-CONSULTING.ORG
800.224-7608



San Pablo 2025 Year-End Community Survey
January 2026

Research Design

Sample size:	N=302
	14.5 % Opinion Leaders (N=44)
	13.6% Young Adults (N=41)
	38% chose to take survey in Spanish
Population surveyed:	Community-at-large
Sampling Error:	±4.5 to 5.8%
Data Collection:	January 16 thru February 4, 2026



Figure 1
San Pablo 2025 Year-End Community Survey
January 2026

San Pablo is a great community... I am happy to be a resident

Question 1.0: San Pablo is a great community; I am happy to be a resident.

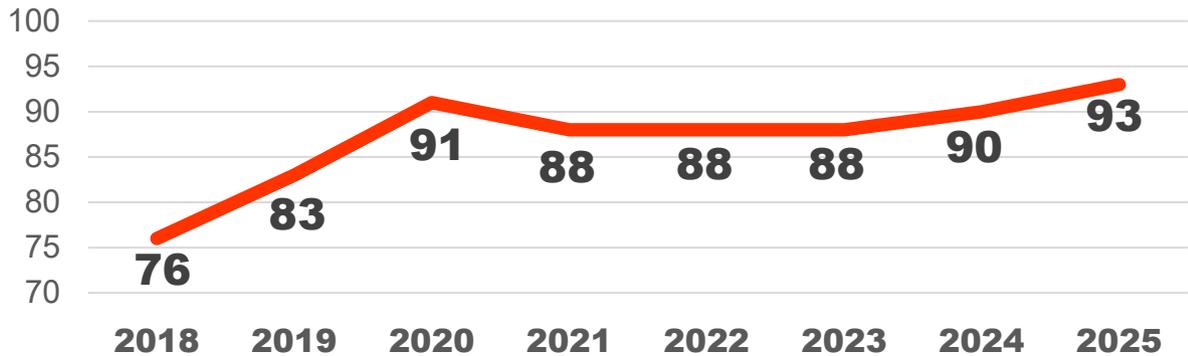
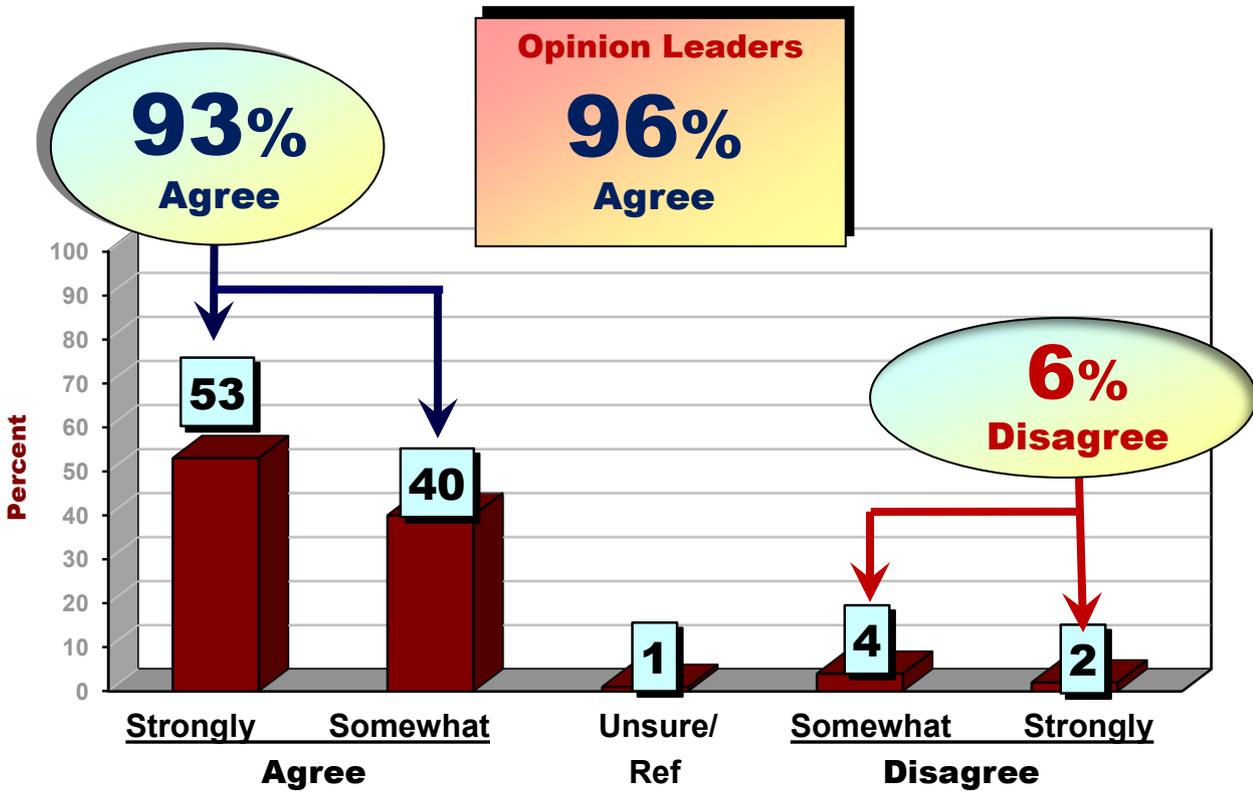


Figure 2
San Pablo 2025 Year-End Community Survey
January 2026

Satisfaction with... **City-Sponsored Services & Programs**

Question 6.0: The City provides many services to San Pablo residents, including City street and park maintenance, programs and services for local youth and seniors, public safety services (such as police services), and many more. On whole, how satisfied are you with the services presently being provided by and/or through the City?

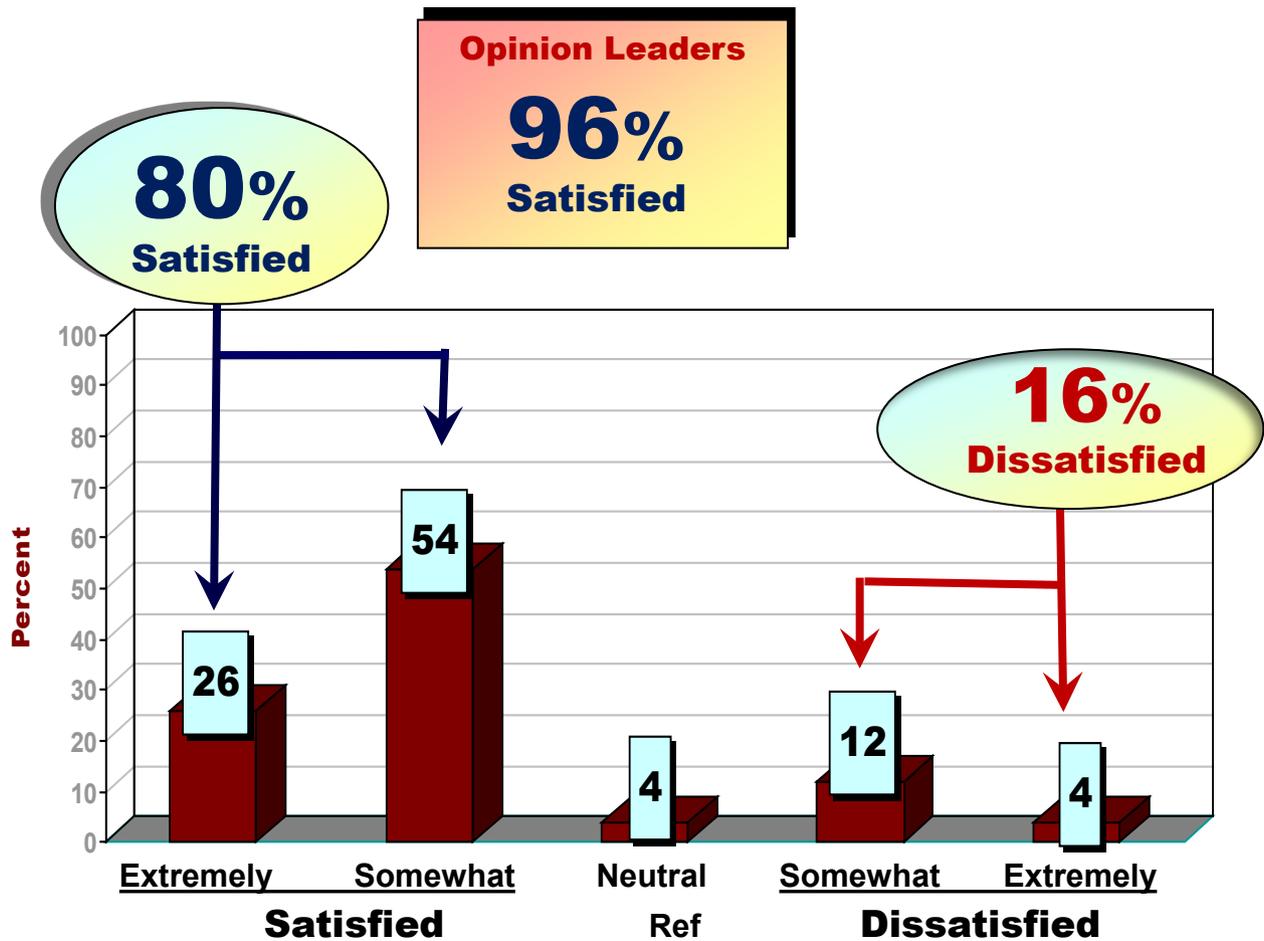
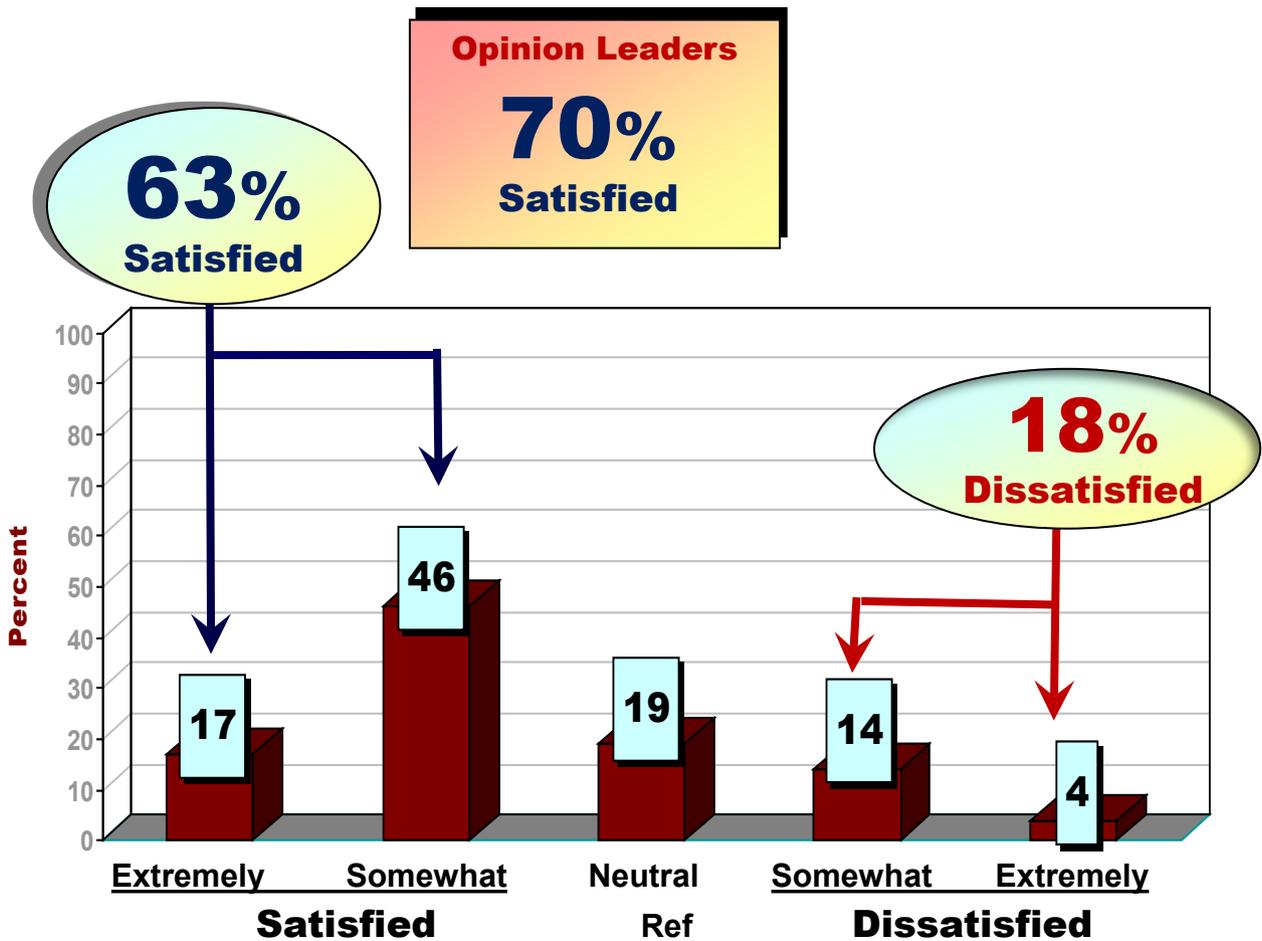


Figure 3
San Pablo 2025 Year-End Community Survey
January 2026

Satisfaction with... Level of Honesty & Openness of City Officials

Question 7.0: How satisfied are you with the level of honesty and openness of City Officials?



Draft

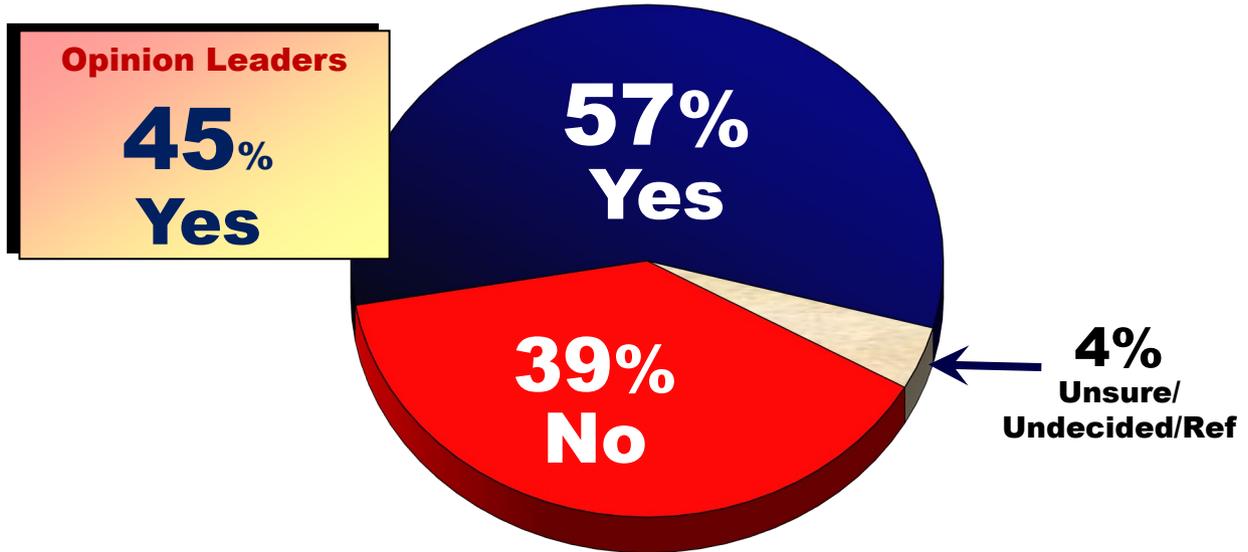
Desired Changes & Issues of Concern



Figure 4
San Pablo 2025 Year-End Community Survey
January 2026

Desired Changes in the City of San Pablo (Open-ended)

Question 2.0: Is there anything about the City of San Pablo that you would like changed?



Would Like Changed (front-end of mind)

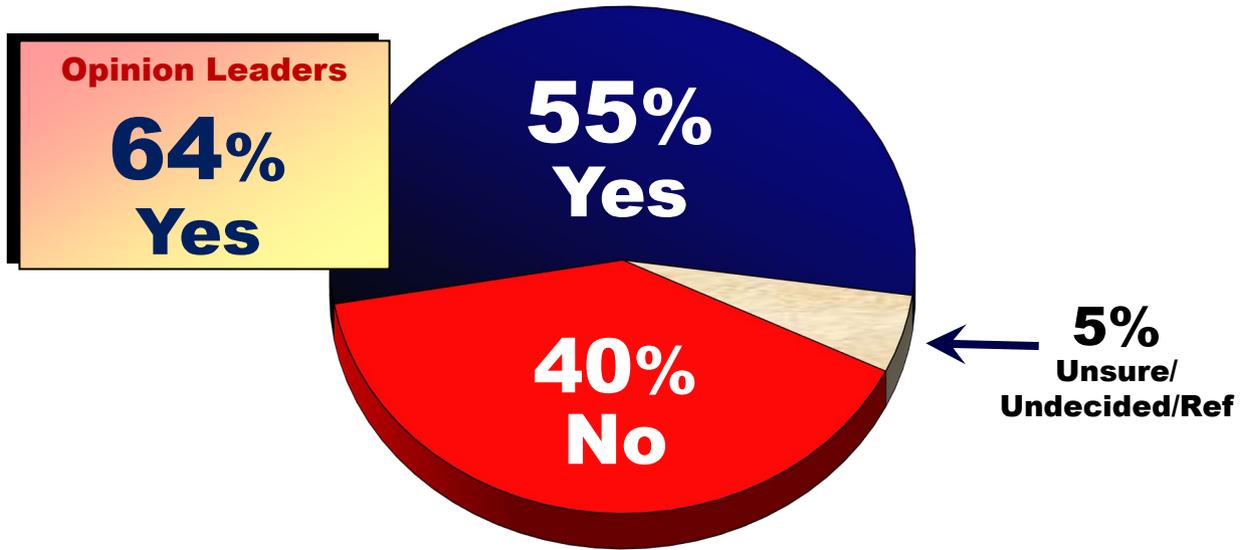
- 37% Cleanliness & maintenance (dumping trash)
- 25% Public safety & crime prevention
- 10% Economic development & local shopping
- 7% Transportation/traffic
- 7% Parks & recreation & community amenities
- 7% City's services & responsiveness
- 1% or less: Housing, Homelessness, Social support services, Environment & health; Schools/education



Figure 5
San Pablo 2025 Year-End Community Survey
January 2026

Local Issues of Concern (Open-ended)

Question 3.0: Is there a Local Issue, or more than one issue, you are especially concerned about today, as a resident of San Pablo?



Concerns (front-end of mind)

- 26% **Crime, safety, policing & ordinance enforcement**
- 22% **Cleanliness, blight & maintenance (dumping trash)**
- 21% **Cost of living, affordability**
- 8% **Traffic, transportation & infrastructure**
- 7% **Homeless & related impacts**
- 5% **Economic conditions**
- 9% **3% each: City leadership & trust; Parks, recreation & community programs; social services**
- 2% **Less than 1% each: Schools & youth programs; Environmental & health; immigration**

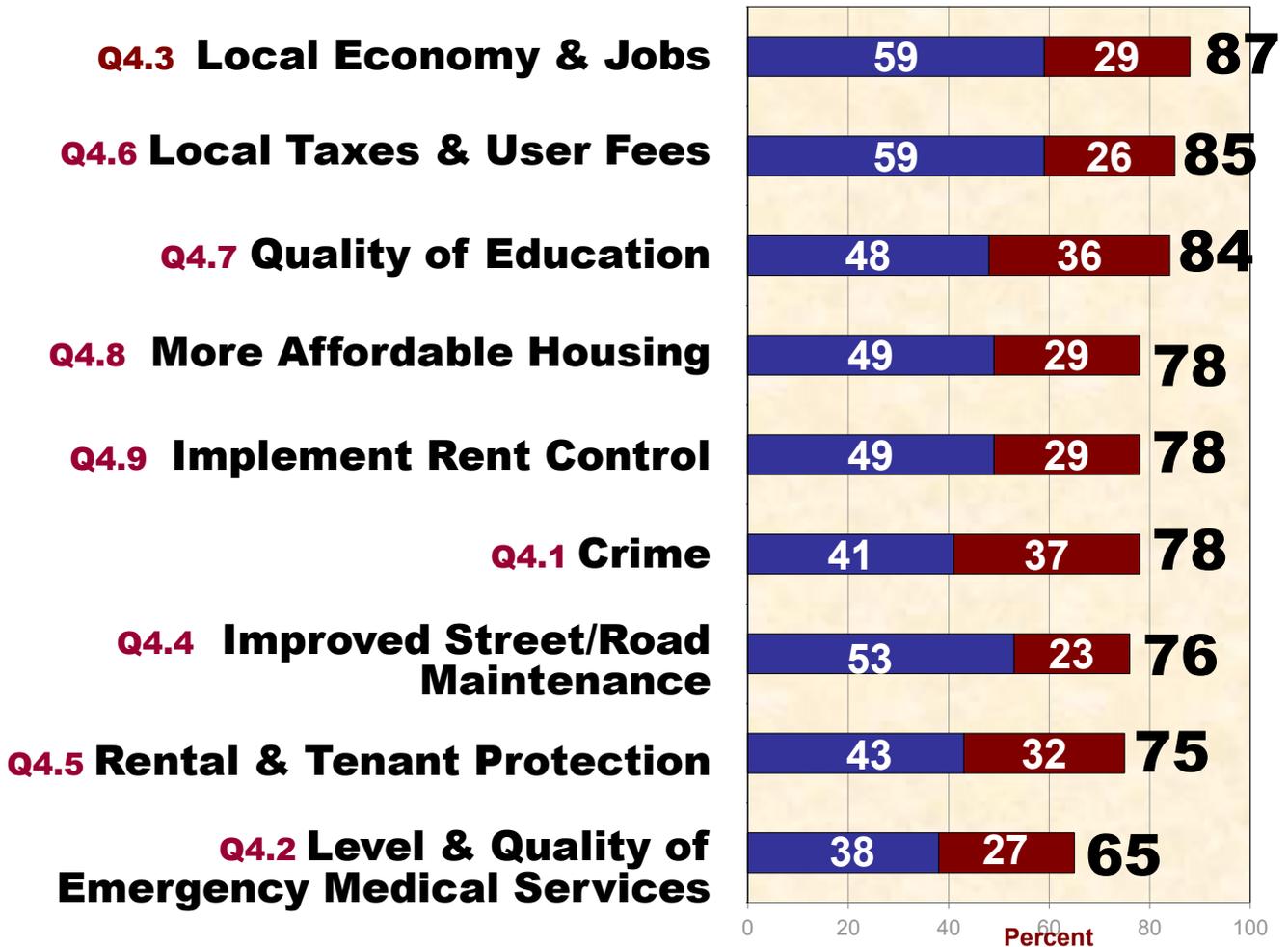


Figure 6
San Pablo 2025 Year-End Community Survey
January 2026

Local Issues of Concern (Collective Core Values)

Question 4.0: I will read a list of local issues that may or may not be of concern to local residents. After I read each one, please tell me whether the issue is something that is of High concern, Some concern, or NO Concern at all to you.

High + Some Concern



Draft

**Endeavors for
City's Work Plan**



Figure 7A
San Pablo 2025 Year-End Community Survey
January 2026

Endeavors for Council's Work Plan (Top 8 Rank-ordered)

Question 5.0: City Council updates its Priority Work Plan every two years. City officials would like to have benefit of your input when updating this Work Plan. I will read a list of possible endeavors that are presently under consideration. After I read each one, please tell me whether you see this as being a high priority, medium priority, low priority, or NOT a priority at all.

High + Medium Priority

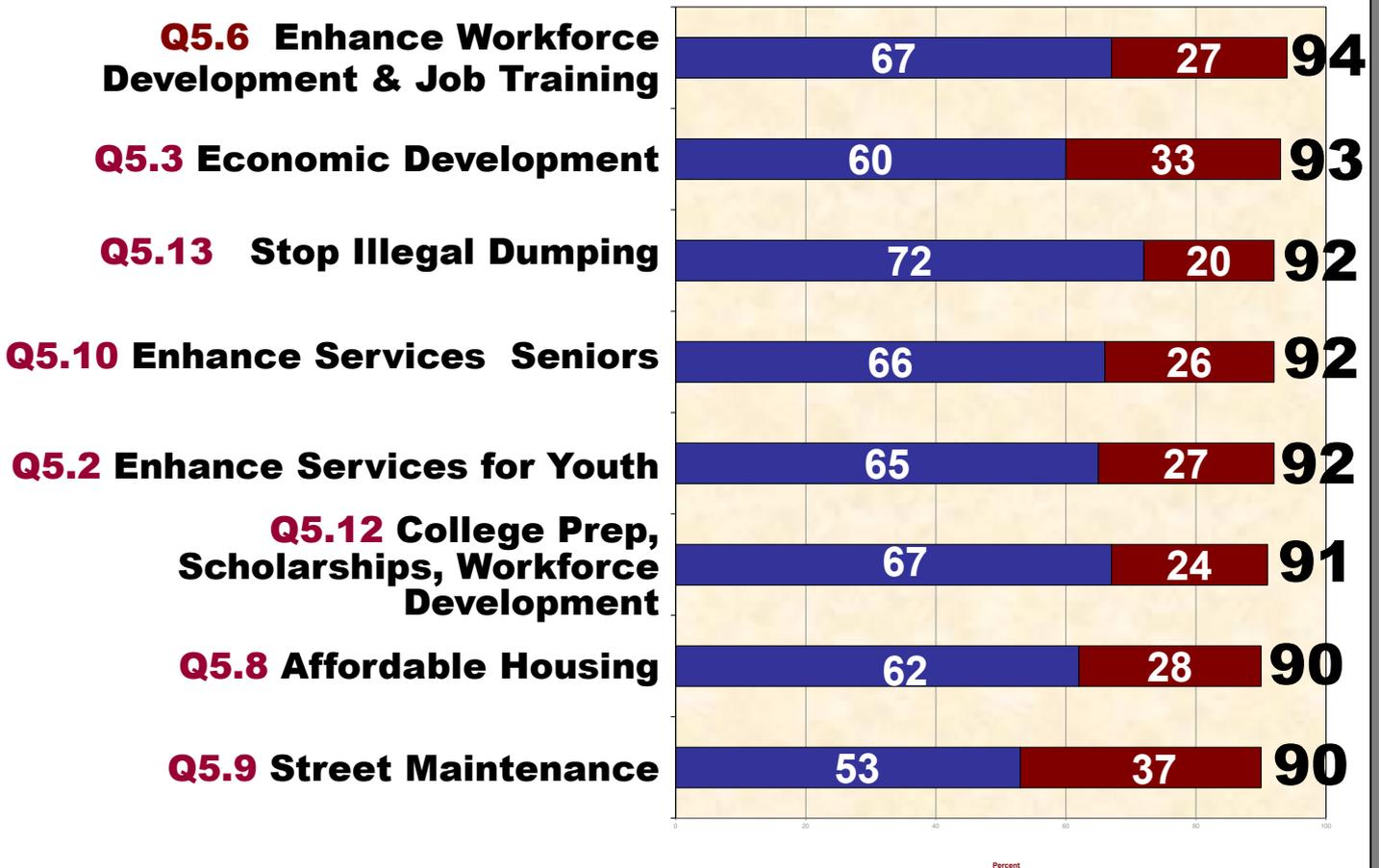
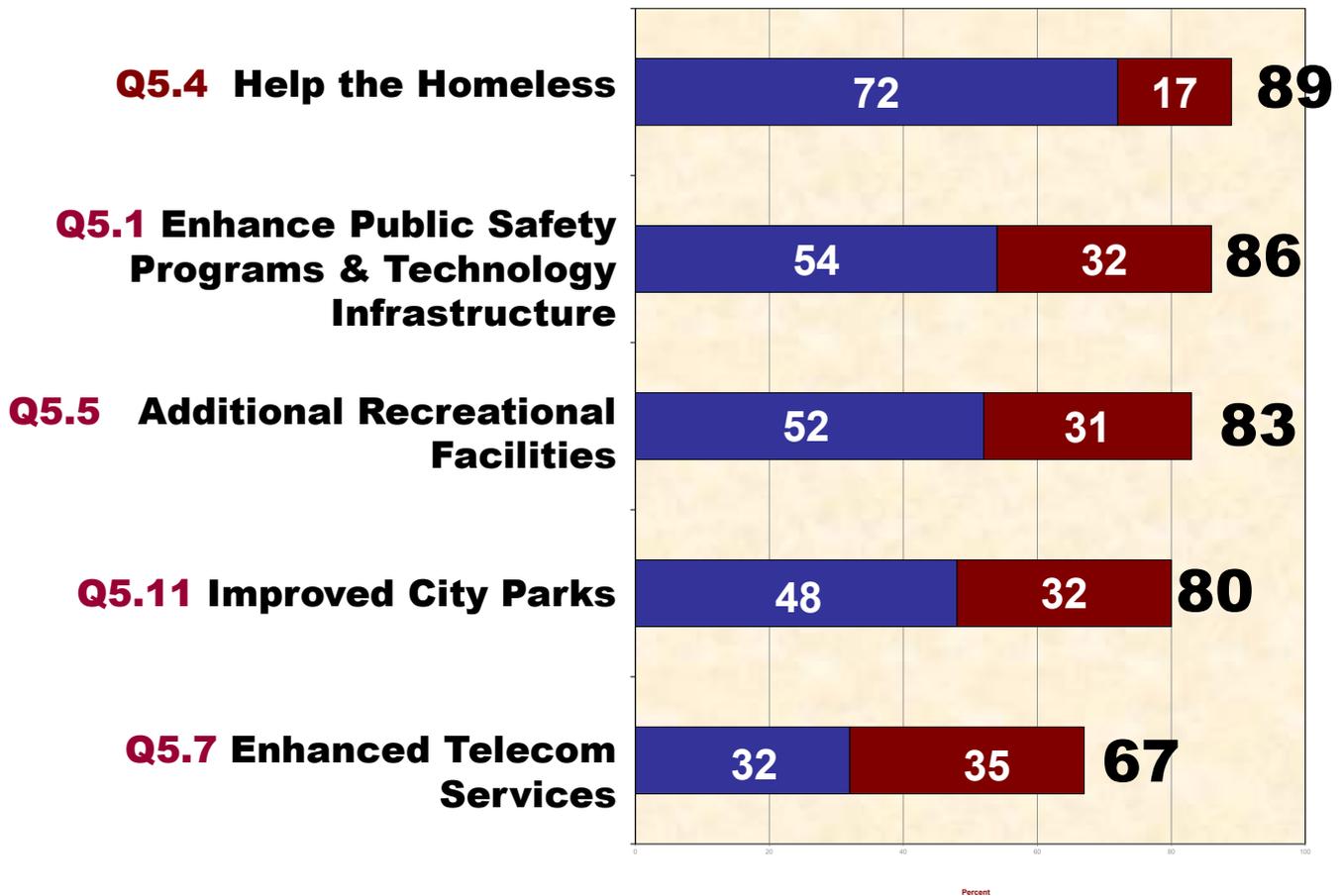


Figure 7B
San Pablo 2025 Year-End Community Survey
January 2026

Endeavors for Council's Work Plan (Bottom 5 Rank-ordered)

Question 5.0: City Council updates its Priority Work Plan every two years. City officials would like to have benefit of your input when updating this Work Plan. I will read a list of possible endeavors that are presently under consideration. After I read each one, please tell me whether you see this as being a high priority, medium priority, low priority, or NOT a priority at all.

High + Medium Priority



Draft

**Support for
New Police HQ Facilities
& Training Center**



Figure 8
San Pablo 2025 Year-End Community Survey
January 2026

Support for... New Police HQ & Training Center

Question 8.0 Do you support or oppose the construction & development of a police headquarters and training facility in San Pablo?

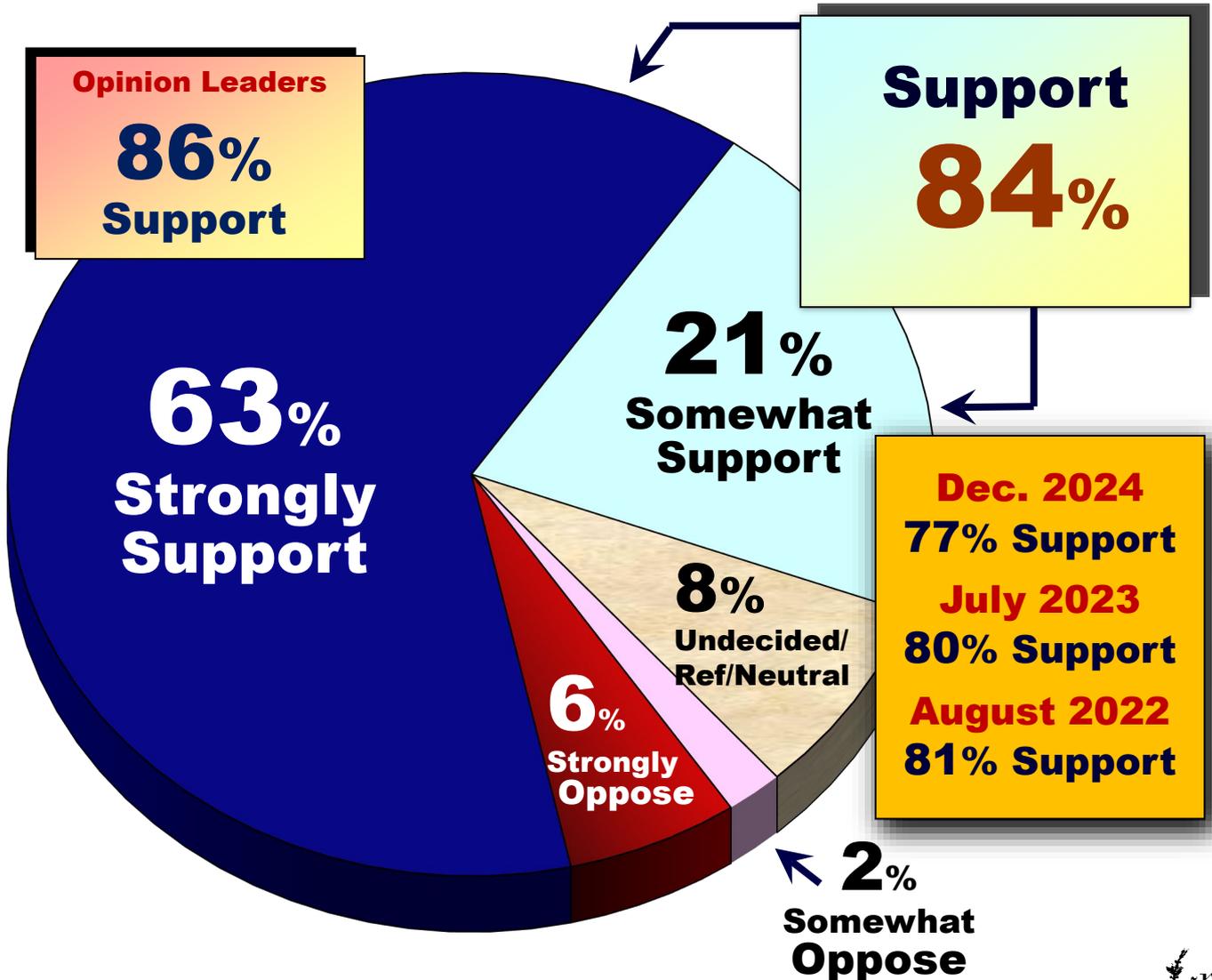
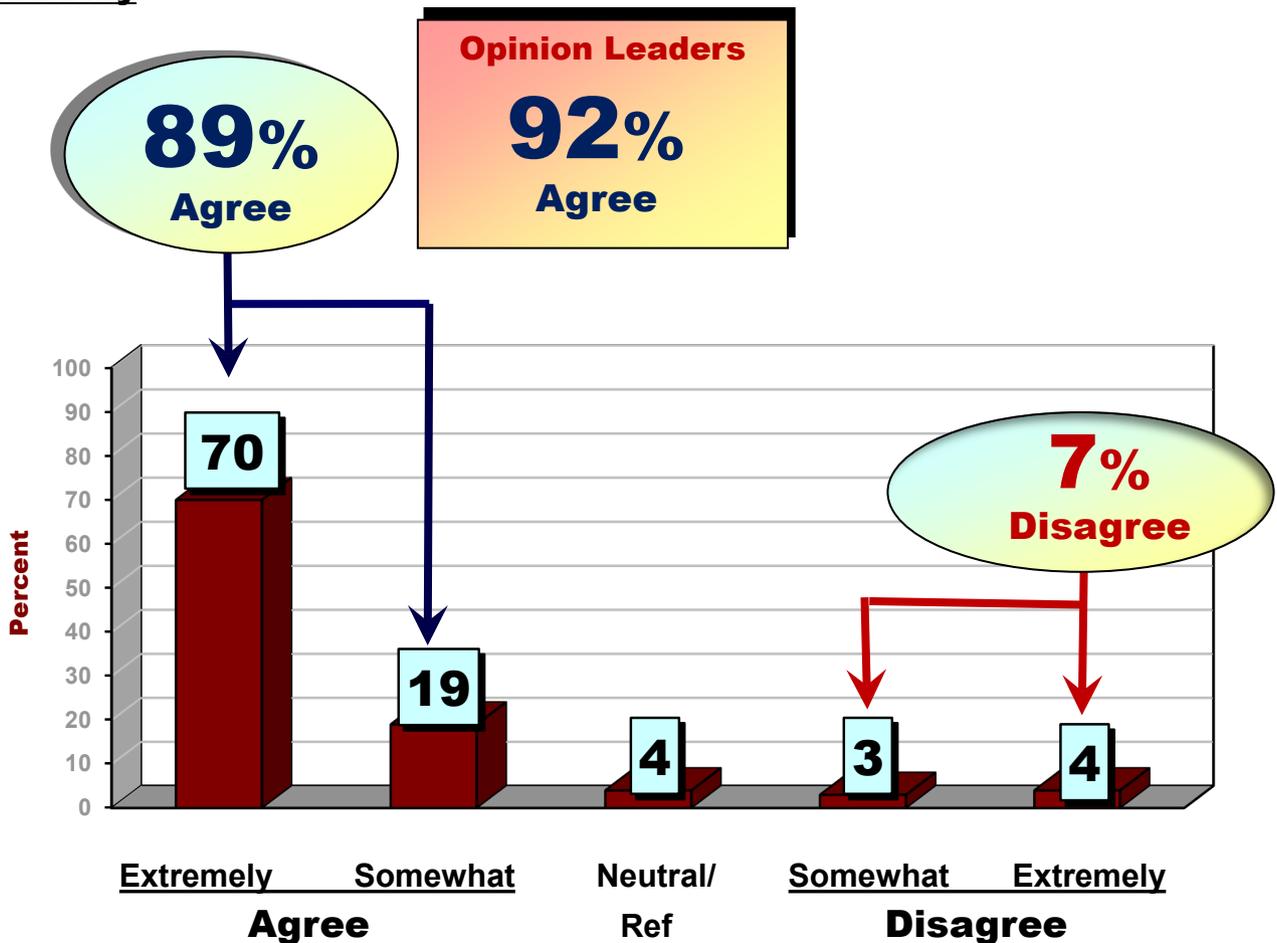


Figure 9
San Pablo 2025 Year-End Community Survey
January 2026

Keeping the City Safe is Essential for Attracting **Commercial Enterprise & Developers** to San Pablo

Question 9.0: Private & Economic investment will not come to a City that is not safe; thus, it is imperative that City officials do whatever necessary to keep San Pablo safe and keep the local crime rate in San Pablo low. Do you agree or disagree with the notion that keeping San Pablo safe for attracting both commercial enterprise and developers of residential housing is absolutely essential?



Draft

**Level of
Support
for Rent Control
in San Pablo**



Figure 10
San Pablo 2025 Year-End Community Survey
January 2026

Support for... Rent Control Initiative in San Pablo

Question 10.0 Without knowing more about the impacts of a Rent Control Initiative than you know at the present time, if such an initiative is placed on the November 2026 ballot, will you likely vote YES or NO?

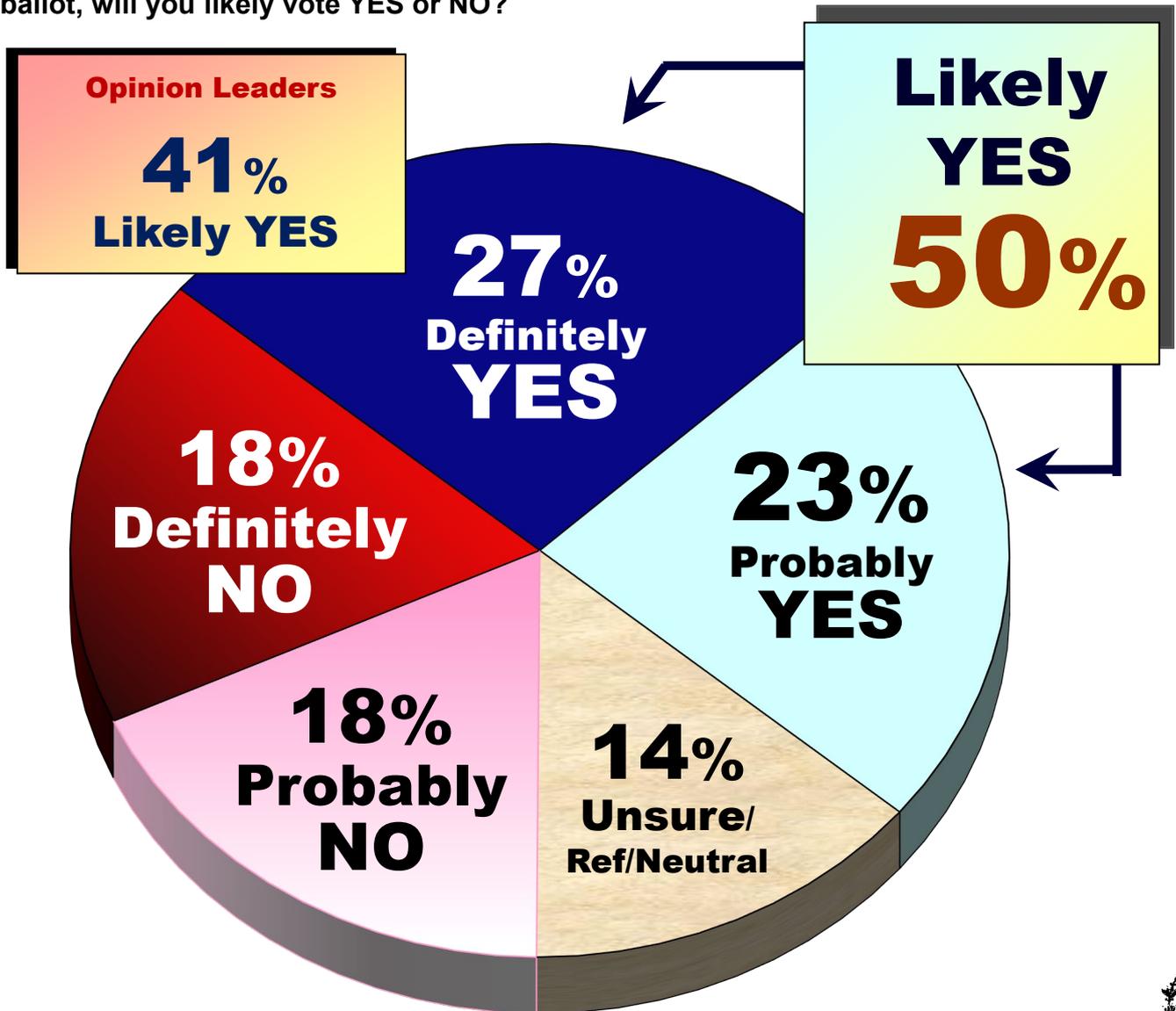


Figure 11
San Pablo 2025 Year-End Community Survey
January 2026

How Will Proposed... Tenant Protection Programs Impact How You Vote

Question 11.0 Will the proposed tenant protection programs being created by the City impact how you vote on the Rent Control Initiative being proposed by housing advocates, should it qualify for being placed on the November 2026 ballot?

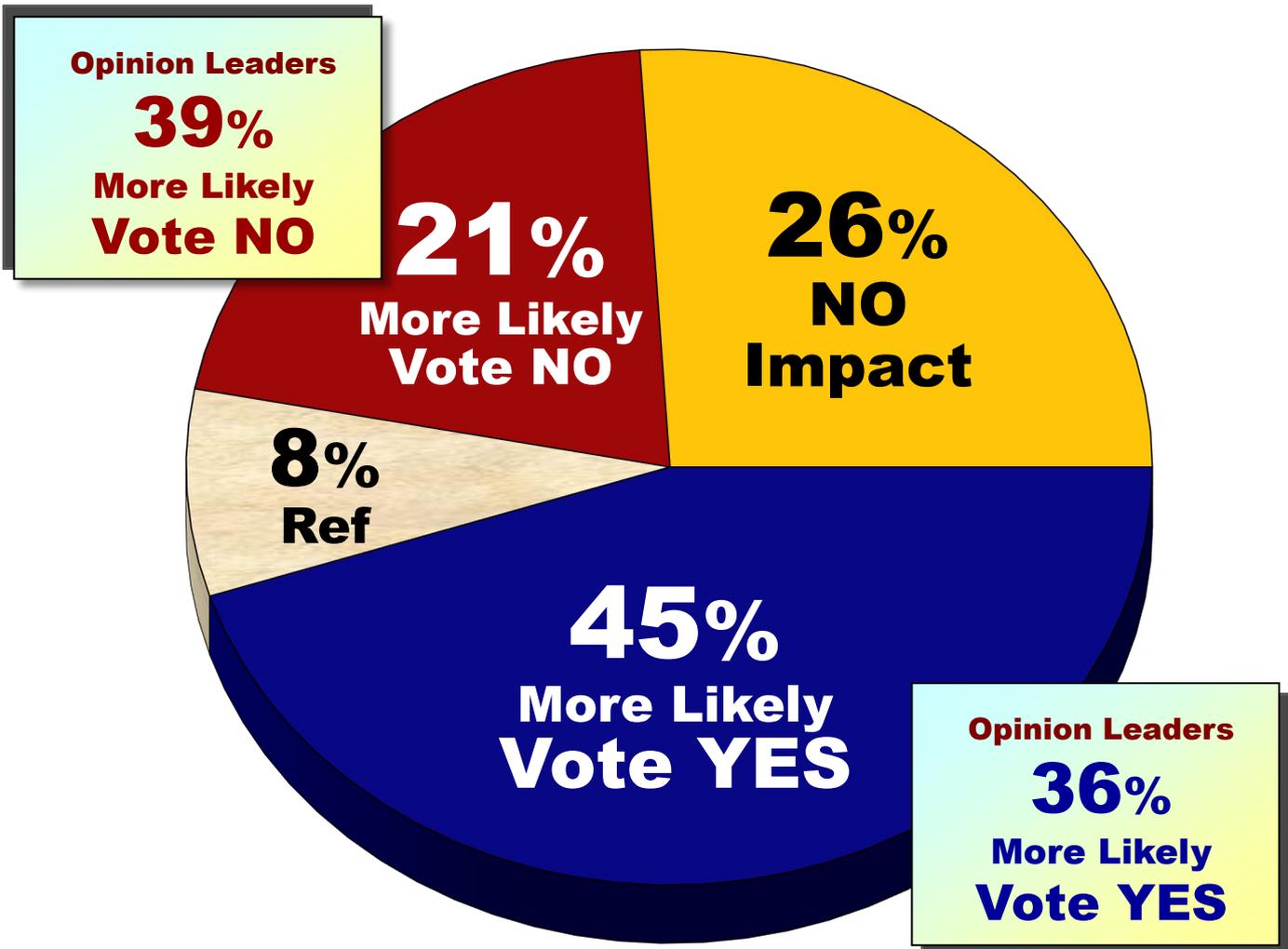
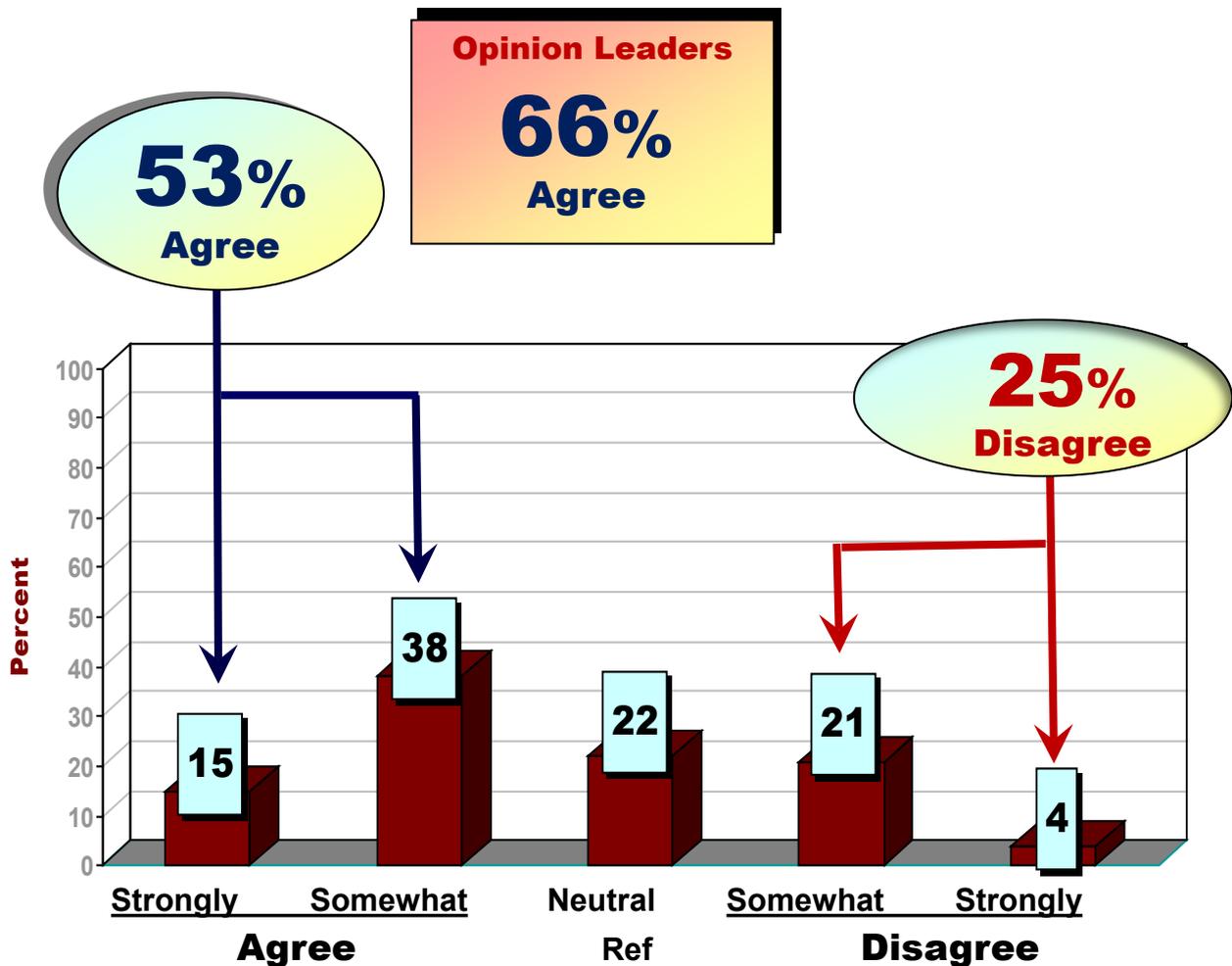


Figure 12
San Pablo 2025 Year-End Community Survey
January 2026

Level of Trust of Local Elected Officials

Question 16.0: Do you agree or disagree with the following statement, “San Pablo’s elected officials are completely trustworthy”?



Draft

Level of Support for
1/2% Increase
In City's Sales Tax



Figure 13A
San Pablo 2025 Year-End Community Survey
January 2026

Support for...

Increasing Sales Tax by 1/2%

Question 13.0 Would you vote YES or NO on a funding Measure placed on the November 2026 ballot asking San Pablo voters to authorize a 1/2% increase in the City's sales tax rate, from 9.5% to 10%, in order to address the fiscal challenges presently facing the City?

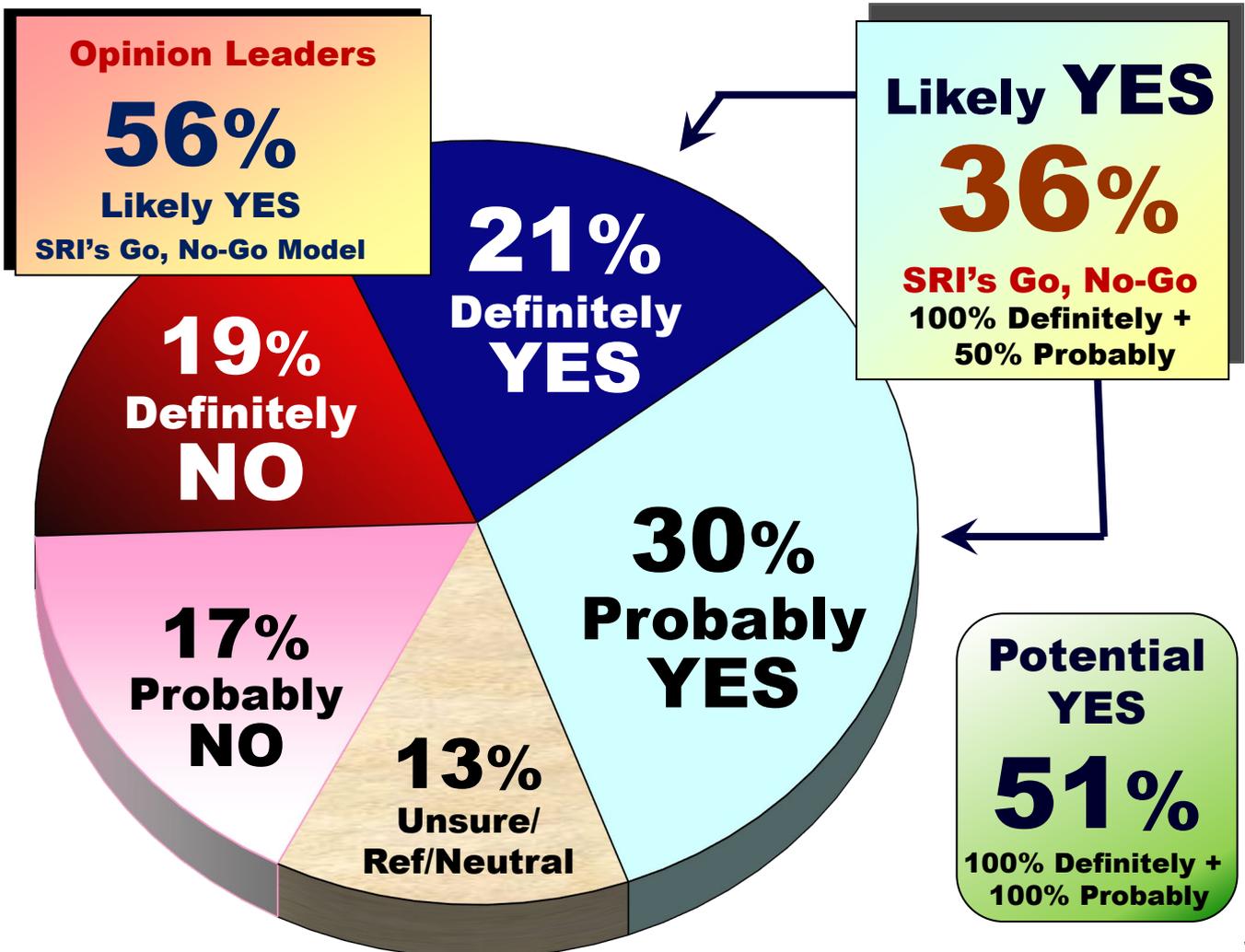


Figure 13B
San Pablo 2025 Year-End Community Survey
Year-end 2024

Support for...

Increasing Sales Tax by 1/2%
SHIFT from 2024 to 2025

Mainstream

	Definitely YES	Probably YES	Likely YES	Potential YES
2024	57%	12%	63%	69%
2025	21%	30%	36%	51%
Shift	-36%	+18%	-27%	-18%

Opinion Leaders

	Definitely YES	Probably YES	Likely YES	Potential YES
2024	48%	5%	50.5%	53%
2025	39%	34%	56%	73%
Shift	-9%	+29%	+5.5%	+20%



Figure 14
San Pablo 2025 Year-End Community Survey
January 2026

Support for... **City Holding the Line** on Funding New Programs and Services

Question 12.0 Do you support or oppose officials holding-the-line on funding any new City programs and services in the next budget cycle?

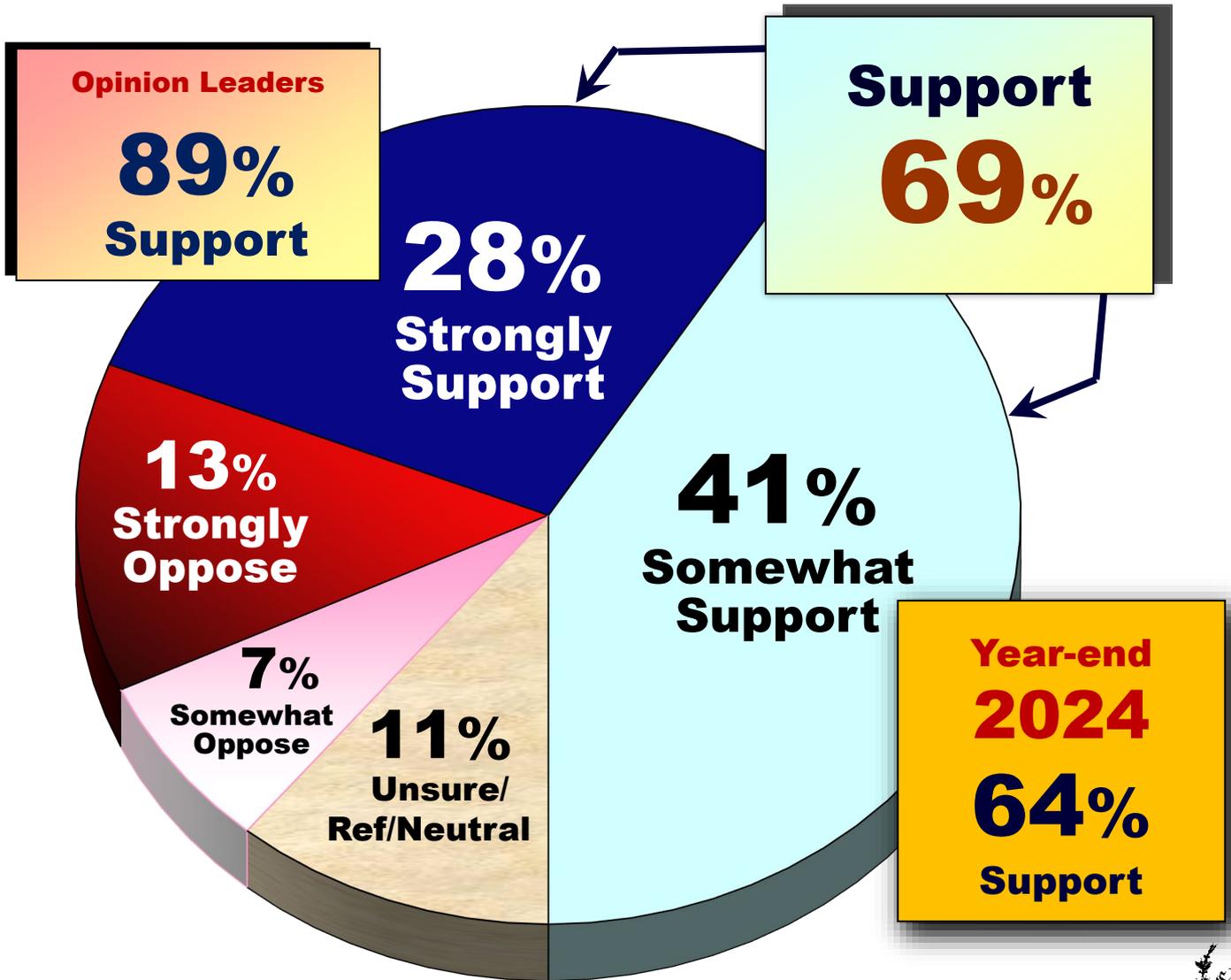
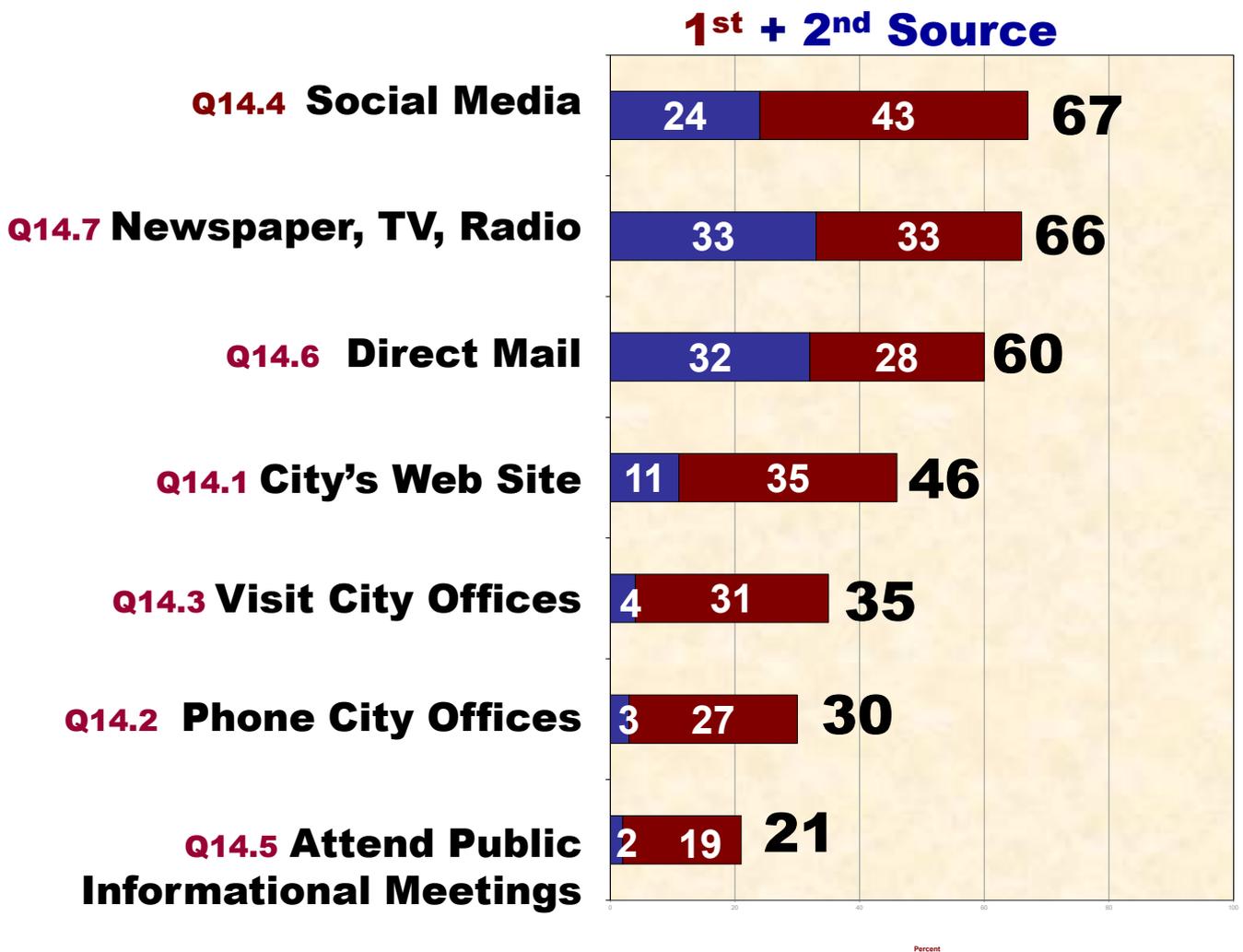


Figure 15
San Pablo 2025 Year-End Community Survey
January 2026

Sources of Information

Question 14.0: Where do you go to secure information about the City of San Pablo?



Thank You



*We'll be pleased to
Take Questions Now*

Figure 16A
San Pablo 2025 Year-End Community Survey
January 2026

Demographic profile of Survey Respondents

Household Income

Under \$25,000	13%
\$25,001 to \$50,000	28%
\$50,001 to \$75,000	11%
\$75,001 to \$100,000	21%
Over \$100,000	20%
Refused	7%

Age

18 to 30	14%
31 to 40	15%
41 to 50	15%
51 to 65	32%
Over 65 years	23%
Refused	1%

Home Ownership

Own	58%
Rent	40%
Refused	2%

Ideology

Liberal	18%
Progressive	27%
Moderate	25%
Conservative	23%
Refused	7%

Ethnicity

White/Caucasian	23%
Hispanic/Latino	59%
Black/African American	13%
Native American/ Native Alaskan/	0%
Native Hawaiian & other Pacific Islander	1%
Asian	3%
Other	0%
Reused	1%

Education

Less than High School	17%
High School/Trade School	25%
Some College	30%
College Graduate	14%
Graduate/Prof. School	13%
Refused	1%

Gender

Male	57%
Female	43%



Figure 16B
San Pablo 2025 Year-End Community Survey
January 2026

Demographic profile of Survey Respondents

School Aged Children

None	76%
One	12%
Two	10%
Three or more	2%
Refused	0%

Party ID

Democrat	52%
Republican	7%
Independent	21%
Other	17%
Refused	3%

Voting Propensity

Low	9%
Moderate	23%
High	68%

Area of Residence

East I80/San Pablo Hills	11%
Old Town	14%
N San Pablo, Leroy Heights Contra Costa College	43%
West I80, Casino Hospital Area, City Hall	25%
Refused	7%

