



THE NCSTM
The National Citizen SurveyTM

Sunnyvale, CA

Trends over Time

2017



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2017 ratings for the City of Sunnyvale to its previous survey results in 2007, 2008, 2009, 2011, 2013, 2015 and 2017. Additional reports and technical appendices are available under separate cover.

Trend data for Sunnyvale represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than eight percentage points between the 2015 and 2017 surveys, otherwise the comparison between 2015 and 2017 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies. It is noteworthy that the benchmark calculation for the National Citizen Survey was modified beginning with Sunnyvale's 2015 reports: in 2015 and later years, ratings within 10 points of the national average are considered "similar to" the benchmark, ratings more than 10 points higher or lower than the average are "higher than" or "lower than" the benchmark, and ratings more than 20 points higher or lower than the average are considered "much higher" or "much lower".

Overall, ratings in Sunnyvale for 2017 generally remained stable. Of the 133 items for which comparisons were available, 117 items were rated similarly in 2015 and 2017, three items decreased and 13 increased compared to the previous survey administration. Trends over time included the following:

- Survey respondents distributed their praise for improvements across a number of dimensions.
- Within Built Environment, residents gave more positive evaluations in 2017 than in 2015 for new development and public places where people like to spend time, but less positive for land use, planning and zoning.
- Residents were more pleased in 2017 than in 2015 with the overall feeling of safety, overall natural environment, employment opportunities and Sunnyvale's downtown/commercial area. Residents were less likely to give positive ratings to traffic flow and the availability of affordable quality child care/preschool than in the prior survey iteration.
- More residents reported attending a City-sponsored event or campaigning for an issue, cause or candidate in 2017 than in 2015.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)							2017 rating compared to 2015	Comparison to benchmark						
	2007	2008	2009	2011	2013	2015	2017		2007	2008	2009	2011	2013	2015	2017
Overall quality of life	85%	86%	82%	86%	85%	78%	80%	Similar	Higher	Much higher	Similar	Higher	Similar	Similar	Similar
Overall image	79%	80%	71%	79%	84%	72%	74%	Similar	Much higher	Much higher	Similar	Higher	Much higher	Similar	Similar
Place to live	93%	92%	87%	92%	94%	90%	90%	Similar	Much higher	Much higher	Higher	Much higher	Higher	Similar	Similar
Neighborhood	84%	78%	81%	83%	82%	81%	80%	Similar	Similar	Similar	Similar	Higher	Similar	Similar	Similar
Place to raise children	81%	77%	81%	82%	86%	77%	79%	Similar	Higher	Higher	Similar	Higher	Higher	Similar	Similar
Place to retire	49%	61%	55%	53%	54%	43%	42%	Similar	Lower	Similar	Much lower	Lower	Lower	Lower	Lower
Overall appearance	72%	77%	72%	74%	81%	73%	75%	Similar	Higher	Much higher	Higher	Higher	Higher	Similar	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)							2017 rating compared to 2015	Comparison to benchmark						
		2007	2008	2009	2011	2013	2015	2017		2007	2008	2009	2011	2013	2015	2017
Safety	Overall feeling of safety	NA	NA	NA	NA	NA	83%	92%	Higher	NA	NA	NA	NA	NA	Similar	Similar
	Safe in neighborhood	96%	96%	92%	96%	94%	93%	96%	Similar	Much higher	Higher	Similar	Higher	Similar	Similar	Similar
	Safe downtown/commercial area	95%	94%	87%	92%	93%	91%	96%	Similar	Much higher	Higher	Higher	Higher	Higher	Similar	Similar
	Overall ease of travel	NA	NA	NA	NA	NA	71%	76%	Similar	NA	NA	NA	NA	NA	Similar	Similar
	Paths and walking trails	NA	NA	NA	NA	NA	52%	48%	Similar	NA	NA	NA	NA	NA	Similar	Lower
	Ease of walking	68%	67%	64%	70%	72%	66%	64%	Similar	Higher	Much higher	Similar	Much higher	Much higher	Similar	Similar
	Travel by bicycle	51%	59%	59%	62%	58%	53%	52%	Similar	Higher	Much higher	Much higher	Much higher	Higher	Similar	Similar
Mobility	Travel by public transportation	NA	NA	NA	NA	NA	36%	42%	Similar	NA	NA	NA	NA	NA	Similar	Similar
	Travel by car	NA	NA	NA	NA	69%	72%	66%	Similar	NA	NA	NA	NA	Much higher	Similar	Similar
	Public parking	NA	NA	NA	NA	NA	67%	61%	Similar	NA	NA	NA	NA	NA	Similar	Similar
	Traffic flow	49%	NA	NA	NA	56%	51%	41%	Lower	NA	NA	NA	NA	Higher	Similar	Similar
	Overall natural environment	NA	NA	NA	NA	77%	62%	72%	Higher	NA	NA	NA	NA	Similar	Similar	Similar
Natural Environment	Cleanliness	NA	NA	NA	NA	85%	78%	75%	Similar	NA	NA	NA	NA	Higher	Similar	Similar
	Air quality	NA	NA	NA	NA	74%	67%	74%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
Built Environment	Overall built environment	NA	NA	NA	NA	NA	52%	58%	Similar	NA	NA	NA	NA	NA	Similar	Similar
	New development in Sunnysvale	NA	NA	NA	NA	NA	45%	55%	Higher	NA	NA	NA	NA	NA	Similar	Similar
	Affordable quality housing	23%	23%	22%	24%	18%	13%	13%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)						2017 rating compared to 2015	Comparison to benchmark							
		2007	2008	2009	2011	2013	2015		2017	2007	2008	2009	2011	2013	2015	2017
	Housing options	NA	NA	NA	NA	NA	41%	37%	Similar	NA	NA	NA	NA	NA	Lower	Lower
	Public places	NA	NA	NA	NA	NA	55%	66%	Higher	NA	NA	NA	NA	NA	Similar	Similar
Economy	Overall economic health	NA	NA	NA	NA	NA	74%	79%	Similar	NA	NA	NA	NA	NA	Similar	Similar
	Vibrant downtown/commercial area	NA	NA	NA	NA	NA	35%	48%	Higher	NA	NA	NA	NA	NA	Similar	Similar
	Business and services	NA	NA	NA	NA	72%	58%	61%	Similar	NA	NA	NA	NA	Higher	Similar	Similar
	Cost of living	NA	NA	NA	NA	NA	18%	15%	Similar	NA	NA	NA	NA	NA	Lower	Lower
	Shopping opportunities	NA	NA	NA	NA	NA	53%	56%	Similar	NA	NA	NA	NA	NA	Similar	Similar
	Employment opportunities	NA	NA	NA	NA	67%	64%	72%	Higher	NA	NA	NA	NA	Much higher	Much higher	Much higher
	Place to visit	NA	NA	NA	NA	NA	41%	44%	Similar	NA	NA	NA	NA	NA	Lower	Lower
	Place to work	84%	87%	81%	85%	86%	80%	80%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher	Higher	Higher
	Health and wellness	NA	NA	NA	NA	NA	65%	74%	Higher	NA	NA	NA	NA	NA	Similar	Similar
	Recreation and Wellness	Mental health care	NA	NA	NA	NA	NA	47%	48%	Similar	NA	NA	NA	NA	NA	Similar
Preventive health services		NA	NA	NA	NA	NA	65%	65%	Similar	NA	NA	NA	NA	NA	Similar	Similar
Health care		NA	NA	NA	NA	57%	63%	65%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
Food		NA	NA	NA	NA	NA	70%	72%	Similar	NA	NA	NA	NA	NA	Similar	Similar
Recreational opportunities		NA	NA	NA	NA	64%	53%	59%	Similar	NA	NA	NA	NA	Similar	Similar	Similar
Fitness opportunities		NA	NA	NA	NA	NA	59%	54%	Similar	NA	NA	NA	NA	NA	Similar	Similar
Religious or spiritual events and activities		NA	NA	NA	NA	NA	71%	72%	Similar	NA	NA	NA	NA	NA	Similar	Similar
Education and Enrichment	Cultural/arts/music activities	NA	NA	NA	NA	NA	50%	57%	Similar	NA	NA	NA	NA	NA	Similar	Similar
	Adult education	NA	NA	NA	NA	NA	63%	65%	Similar	NA	NA	NA	NA	NA	Similar	Similar
	K-12 education	NA	68%	61%	67%	80%	68%	68%	Similar	NA	Similar	Lower	Similar	Higher	Similar	Similar
	Child care/preschool	31%	32%	31%	40%	35%	51%	32%	Lower	Much lower	Similar	Lower	Similar	Lower	Similar	Lower
	Social events and activities	NA	NA	NA	NA	NA	45%	54%	Higher	NA	NA	NA	NA	NA	Similar	Similar
Community Engagement	Neighborhoodliness	NA	NA	NA	NA	NA	57%	57%	Similar	NA	NA	NA	NA	NA	Similar	Similar
	Openness and acceptance	85%	82%	80%	83%	83%	70%	72%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher	Similar	Higher
	Opportunities to participate in community matters	NA	NA	NA	NA	76%	54%	58%	Similar	NA	NA	NA	NA	Much higher	Similar	Similar
	Opportunities to volunteer	NA	NA	NA	NA	78%	61%	67%	Similar	NA	NA	NA	NA	Similar	Similar	Similar

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Table 3: Governance General

	Percent rating positively (e.g., excellent/good)							2017 rating compared to 2015	Comparison to benchmark						
	2007	2008	2009	2011	2013	2015	2017		2007	2008	2009	2011	2013	2015	2017
Services provided by Sunnyvale	82%	85%	83%	85%	86%	78%	81%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Similar	Similar
Customer service	79%	76%	75%	81%	88%	73%	76%	Similar	Much higher	Higher	Similar	Higher	Much higher	Similar	Similar
Value of services for taxes paid	70%	66%	65%	64%	66%	61%	56%	Similar	Much higher	Higher	Much higher	Much higher	Much higher	Similar	Similar
Overall direction	65%	66%	59%	69%	70%	60%	56%	Similar	Much higher	Higher	Similar	Much higher	Much higher	Similar	Similar
Welcoming citizen involvement	70%	56%	58%	58%	63%	55%	60%	Similar	Much higher	Similar	Similar	Higher	Higher	Similar	Similar
Confidence in City government	NA	NA	NA	NA	NA	57%	63%	Similar	NA	NA	NA	NA	NA	Similar	Similar
Acting in the best interest of Sunnyvale	NA	NA	NA	NA	NA	57%	57%	Similar	NA	NA	NA	NA	NA	Similar	Similar
Being honest	NA	NA	NA	NA	NA	65%	66%	Similar	NA	NA	NA	NA	NA	Similar	Similar
Treating all residents fairly	NA	NA	NA	NA	NA	65%	71%	Similar	NA	NA	NA	NA	NA	Similar	Similar
Services provided by the Federal Government	36%	43%	42%	46%	46%	47%	41%	Similar	Similar	Similar	Similar	Higher	Higher	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)							2017 rating compared to 2015	Comparison to benchmark						
		2007	2008	2009	2011	2013	2015	2017		2007	2008	2009	2011	2013	2015	2017
Safety	Police	89%	87%	83%	88%	89%	86%	82%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher	Similar	Similar
	Fire	94%	93%	95%	93%	95%	91%	93%	Similar	Much higher	Higher	Higher	Similar	Higher	Similar	Similar
	Ambulance/EMS	90%	89%	89%	95%	90%	90%	92%	Similar	Higher	Higher	Similar	Higher	Higher	Similar	Similar
	Crime prevention	NA	NA	NA	NA	NA	74%	76%	Similar	NA	NA	NA	NA	NA	Similar	Similar
	Fire prevention	NA	NA	NA	NA	NA	75%	78%	Similar	NA	NA	NA	NA	NA	Similar	Similar
	Animal control	75%	71%	71%	71%	78%	69%	78%	Higher	Much higher	Much higher	Much higher	Much higher	Much higher	Similar	Higher
	Emergency preparedness	NA	NA	NA	NA	76%	58%	57%	Similar	NA	NA	NA	NA	Higher	Similar	Similar
Mobility	Traffic enforcement	73%	72%	70%	75%	74%	64%	60%	Similar	Much higher	Much higher	Higher	Much higher	Higher	Similar	Similar
	Street repair	60%	58%	58%	59%	54%	55%	51%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	Similar	Similar
	Street cleaning	63%	68%	65%	72%	77%	67%	60%	Similar	Similar	Higher	Higher	Much higher	Much higher	Similar	Similar

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		Percent rating positively (e.g., excellent/good)							2017 rating compared to 2015	Comparison to benchmark							
		2007	2008	2009	2011	2013	2015	2017		2007	2008	2009	2011	2013	2015	2017	
	Street lighting	70%	74%	68%	76%	71%	62%	60%	Similar	Much higher	Much higher	Higher	Much higher	Higher	Similar	Similar	
	Sidewalk maintenance	NA	NA	NA	NA	62%	56%	51%	Similar	NA	NA	NA	NA	Higher	Similar	Similar	
	Traffic signal timing	63%	61%	58%	62%	NA	47%	45%	Similar	Much higher	Much higher	Much higher	Much higher	NA	Similar	Similar	
	Bus or transit services	NA	NA	NA	NA	NA	43%	51%	Higher	NA	NA	NA	NA	NA	Similar	Similar	
Natural Environment	Garbage collection	81%	82%	82%	84%	87%	84%	80%	Similar	Similar	Higher	Similar	Similar	Similar	Similar	Similar	
	Recycling	76%	76%	76%	77%	84%	77%	77%	Similar	Higher	Higher	Higher	Higher	Higher	Similar	Similar	
	Yard waste pick-up	NA	NA	NA	NA	NA	85%	80%	Similar	NA	NA	NA	NA	NA	Similar	Similar	
	Drinking water	66%	69%	65%	75%	75%	74%	74%	Similar	Higher	Higher	Similar	Much higher	Similar	Similar	Similar	
	Natural areas preservation	NA	NA	NA	NA	NA	44%	50%	Similar	NA	NA	NA	NA	NA	Lower	Similar	
	Open space	NA	NA	NA	NA	NA	47%	53%	Similar	NA	NA	NA	NA	NA	Similar	Similar	
	Built Environment	Storm drainage	79%	79%	75%	77%	NA	69%	67%	Similar	Much higher	Much higher	Much higher	Much higher	NA	Similar	Similar
		Sewer services	78%	82%	78%	82%	82%	84%	83%	Similar	Higher	Much higher	Higher	Much higher	Higher	Similar	Similar
		Power utility	NA	NA	NA	NA	NA	81%	79%	Similar	NA	NA	NA	NA	NA	Similar	Similar
		Utility billing	NA	NA	NA	NA	NA	70%	68%	Similar	NA	NA	NA	NA	NA	Similar	Similar
Land use, planning and zoning		NA	NA	NA	NA	56%	53%	43%	Lower	NA	NA	NA	NA	Higher	Similar	Similar	
Code enforcement		60%	64%	NA	NA	58%	64%	58%	Similar	Much higher	Much higher	NA	NA	Higher	Similar	Similar	
Economy	Cable television	58%	52%	53%	62%	NA	53%	61%	Higher	Similar	Similar	Similar	Higher	NA	Similar	Similar	
Recreation and Wellness	Economic development	NA	NA	NA	NA	NA	67%	71%	Similar	NA	NA	NA	NA	NA	Higher	Higher	
	City parks	88%	85%	81%	88%	87%	82%	79%	Similar	Much higher	Much higher	Higher	Similar	Higher	Similar	Similar	
	Recreation programs	77%	80%	79%	84%	89%	70%	74%	Similar	Higher	Much higher	Higher	Much higher	Much higher	Similar	Similar	
	Recreation centers	76%	78%	79%	84%	86%	69%	75%	Similar	Much higher	Much higher	Higher	Much higher	Much higher	Similar	Similar	
	Health services	NA	NA	NA	NA	NA	74%	72%	Similar	NA	NA	NA	NA	NA	Similar	Similar	
Education and Enrichment	Special events	NA	NA	NA	NA	NA	57%	63%	Similar	NA	NA	NA	NA	NA	Similar	Similar	
	Public libraries	87%	90%	80%	86%	89%	86%	86%	Similar	Much higher	Much higher	Similar	Higher	Higher	Similar	Similar	
Community Engagement	Public information	72%	78%	67%	77%	78%	69%	66%	Similar	Much higher	Much higher	Higher	Much higher	Much higher	Similar	Similar	

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Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)							2017 rating compared to 2015	Comparison to benchmark						
	2007	2008	2009	2011	2013	2015	2017		2007	2008	2009	2011	2013	2015	2017
Sense of community	65%	62%	58%	67%	71%	51%	49%	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar
Recommend Sunnyvale	NA	93%	92%	95%	93%	91%	84%	Similar	NA	Much higher	Higher	Much higher	Higher	Similar	Similar
Remain in Sunnyvale	NA	82%	82%	83%	84%	81%	78%	Similar	NA	Similar	Similar	Similar	Similar	Similar	Similar
Contacted Sunnyvale employees	39%	44%	41%	36%	45%	39%	37%	Similar	NA	Much lower	Much lower	Much lower	Lower	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)							2017 rating compared to 2015	Comparison to benchmark						
		2007	2008	2009	2011	2013	2015	2017		2007	2008	2009	2011	2013	2015	2017
Safety	Stocked supplies for an emergency	NA	NA	NA	NA	NA	41%	34%	Similar	NA	NA	NA	NA	NA	Similar	Similar
	Did NOT report a crime	NA	NA	NA	NA	NA	80%	86%	Similar	NA	NA	NA	NA	NA	Similar	Similar
	Was NOT the victim of a crime	92%	92%	91%	95%	88%	89%	92%	Similar	NA	Higher	Higher	Much higher	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	NA	NA	NA	NA	NA	40%	44%	Similar	NA	NA	NA	NA	NA	Higher	Higher
	Carpooled instead of driving alone	NA	NA	NA	NA	NA	52%	49%	Similar	NA	NA	NA	NA	NA	Similar	Similar
	Walked or biked instead of driving	NA	NA	NA	NA	NA	72%	71%	Similar	NA	NA	NA	NA	NA	Higher	Higher
Natural Environment	Conserved water	NA	NA	NA	NA	NA	97%	92%	Similar	NA	NA	NA	NA	NA	Higher	Similar
	Made home more energy efficient	NA	NA	NA	NA	NA	77%	73%	Similar	NA	NA	NA	NA	NA	Similar	Similar
	Recycled at home	NA	NA	NA	NA	93%	92%	96%	Similar	NA	NA	NA	NA	Much higher	Similar	Similar
Built Environment	Did NOT observe a code violation	NA	NA	NA	NA	NA	67%	61%	Similar	NA	NA	NA	NA	NA	Higher	Similar
	NOT under housing cost stress	NA	NA	63%	57%	57%	69%	64%	Similar	NA	NA	Similar	Much lower	Much lower	Similar	Similar
Economy	Purchased goods or services in Sunnyvale	NA	NA	NA	NA	NA	94%	97%	Similar	NA	NA	NA	NA	NA	Similar	Similar
	Economy will have positive impact on income	33%	15%	13%	26%	34%	44%	36%	Similar	NA	Much lower	Lower	Much higher	Much higher	Higher	Similar
	Work in Sunnyvale	NA	NA	NA	NA	NA	30%	33%	Similar	NA	NA	NA	NA	NA	Lower	Similar
Recreation and Wellness	Used Sunnyvale recreation centers	41%	52%	55%	52%	55%	49%	47%	Similar	NA	Similar	Similar	Lower	Similar	Similar	Lower

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)							2017 rating compared to 2015	Comparison to benchmark						
		2007	2008	2009	2011	2013	2015	2017		2007	2008	2009	2011	2013	2015	2017
	Visited a City park	90%	89%	87%	86%	88%	86%	85%	Similar	NA	Higher	Similar	Similar	Similar	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	NA	NA	NA	NA	90%	89%	Similar	NA	NA	NA	NA	NA	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	NA	NA	NA	NA	85%	88%	Similar	NA	NA	NA	NA	NA	Similar	Similar
	In very good to excellent health	NA	NA	NA	NA	NA	59%	65%	Similar	NA	NA	NA	NA	NA	Similar	Similar
Education and Enrichment	Used Sunnyvale public libraries	73%	70%	78%	69%	71%	62%	61%	Similar	NA	Similar	Higher	Similar	Similar	Similar	Similar
	Participated in religious or spiritual activities	NA	NA	NA	NA	NA	36%	34%	Similar	NA	NA	NA	NA	NA	Lower	Lower
	Attended a City-sponsored event	NA	NA	NA	NA	NA	29%	38%	Higher	NA	NA	NA	NA	NA	Much lower	Lower
Community Engagement	Campaigned for an issue, cause or candidate	NA	NA	NA	NA	NA	12%	21%	Higher	NA	NA	NA	NA	NA	Lower	Similar
	Contacted Sunnyvale elected officials	NA	NA	NA	NA	NA	12%	14%	Similar	NA	NA	NA	NA	NA	Similar	Similar
	Volunteered	25%	22%	29%	28%	30%	24%	22%	Similar	NA	Much lower	Much lower	Much lower	Much lower	Lower	Lower
	Participated in a club	NA	NA	NA	NA	NA	15%	18%	Similar	NA	NA	NA	NA	NA	Lower	Similar
	Talked to or visited with neighbors	NA	NA	NA	NA	NA	82%	83%	Similar	NA	NA	NA	NA	NA	Similar	Similar
	Done a favor for a neighbor	NA	NA	NA	NA	NA	70%	70%	Similar	NA	NA	NA	NA	NA	Lower	Lower
	Attended a local public meeting	13%	14%	17%	14%	14%	14%	20%	Similar	NA	Much lower	Much lower	Much lower	Much lower	Similar	Similar
	Watched a local public meeting	24%	27%	31%	18%	NA	13%	16%	Similar	NA	Much lower	Much lower	Much lower	NA	Lower	Similar
	Read or watched local news	NA	NA	NA	NA	NA	77%	80%	Similar	NA	NA	NA	NA	NA	Similar	Similar
	Voted in local elections	54%	NA	62%	57%	65%	61%	68%	Similar	NA	NA	Much lower	Much lower	Much lower	Lower	Lower