

**CITY OF SAN DIEGO**

**RESIDENTS' OPINIONS ON CITY SERVICES**

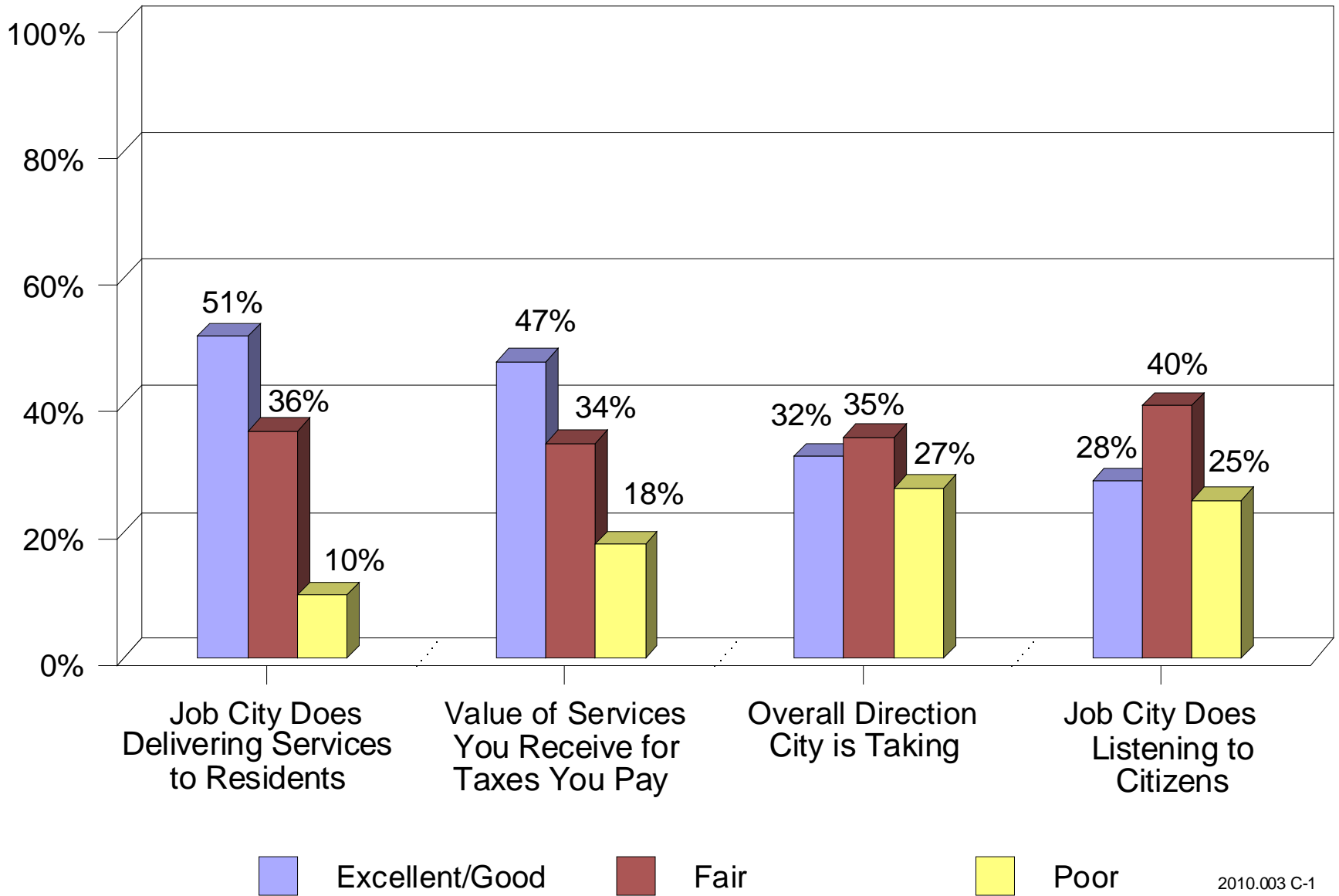
April 2010

Conducted by:  
Behavior Research Center, Inc.

## STUDY METHODOLOGY

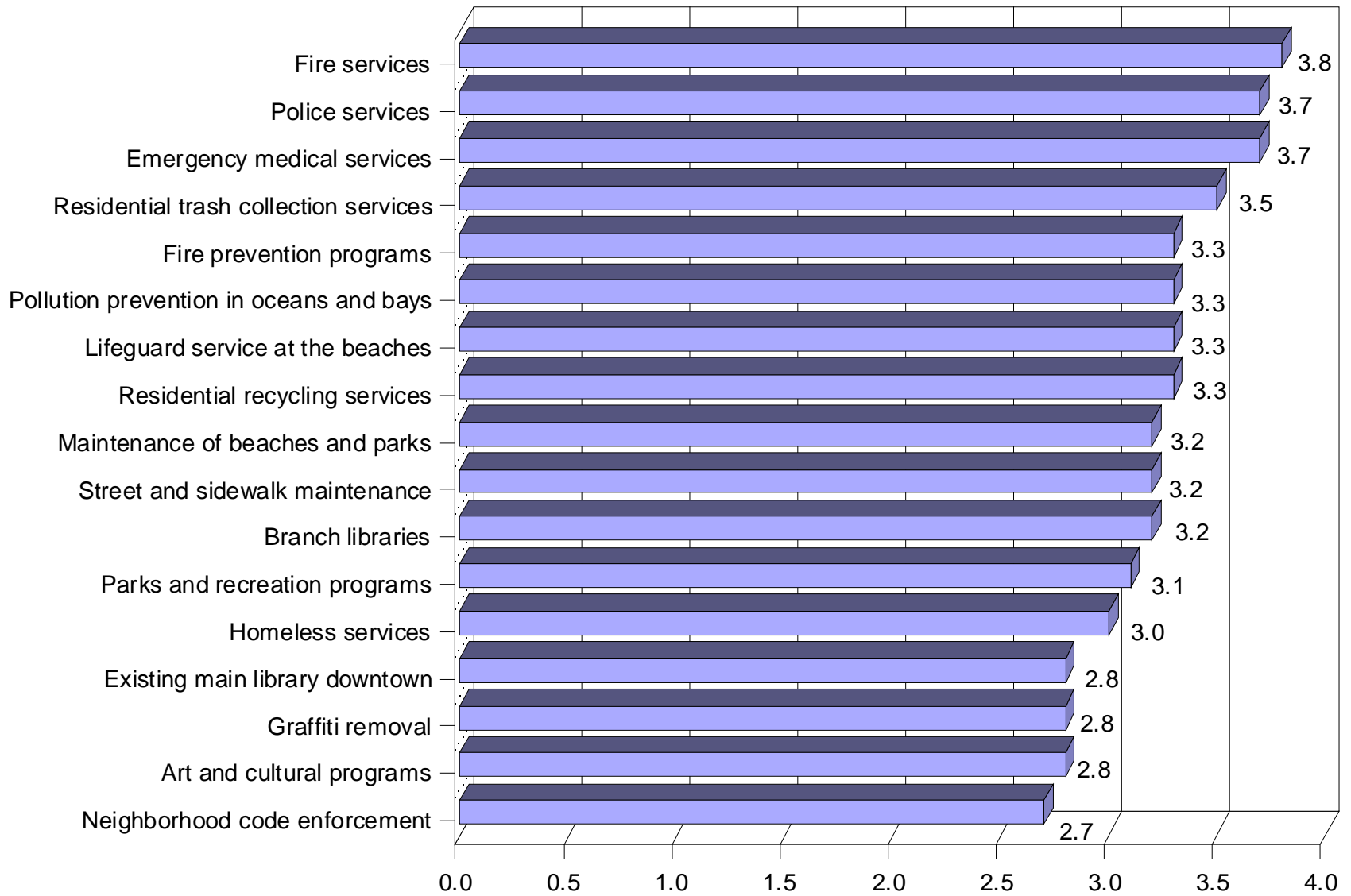
SAMPLE UNIVERSE:	City of San Diego
QUALIFIED RESPONDENTS:	Heads of household
DATA COLLECTION METHODOLOGY:	Computer Assisted Telephone Interviewing (CATI)
SAMPLE SELECTION:	Random digit dial
SAMPLE SIZE:	600
MARGIN OF ERROR AT 95% CONFIDENCE LEVEL:	+/-4.1%
DATA COLLECTION TIMING:	March 2010
QUESTIONNAIRE LANGUAGES:	English and Spanish

# EVALUATION OF CITY IN SELECTED AREAS



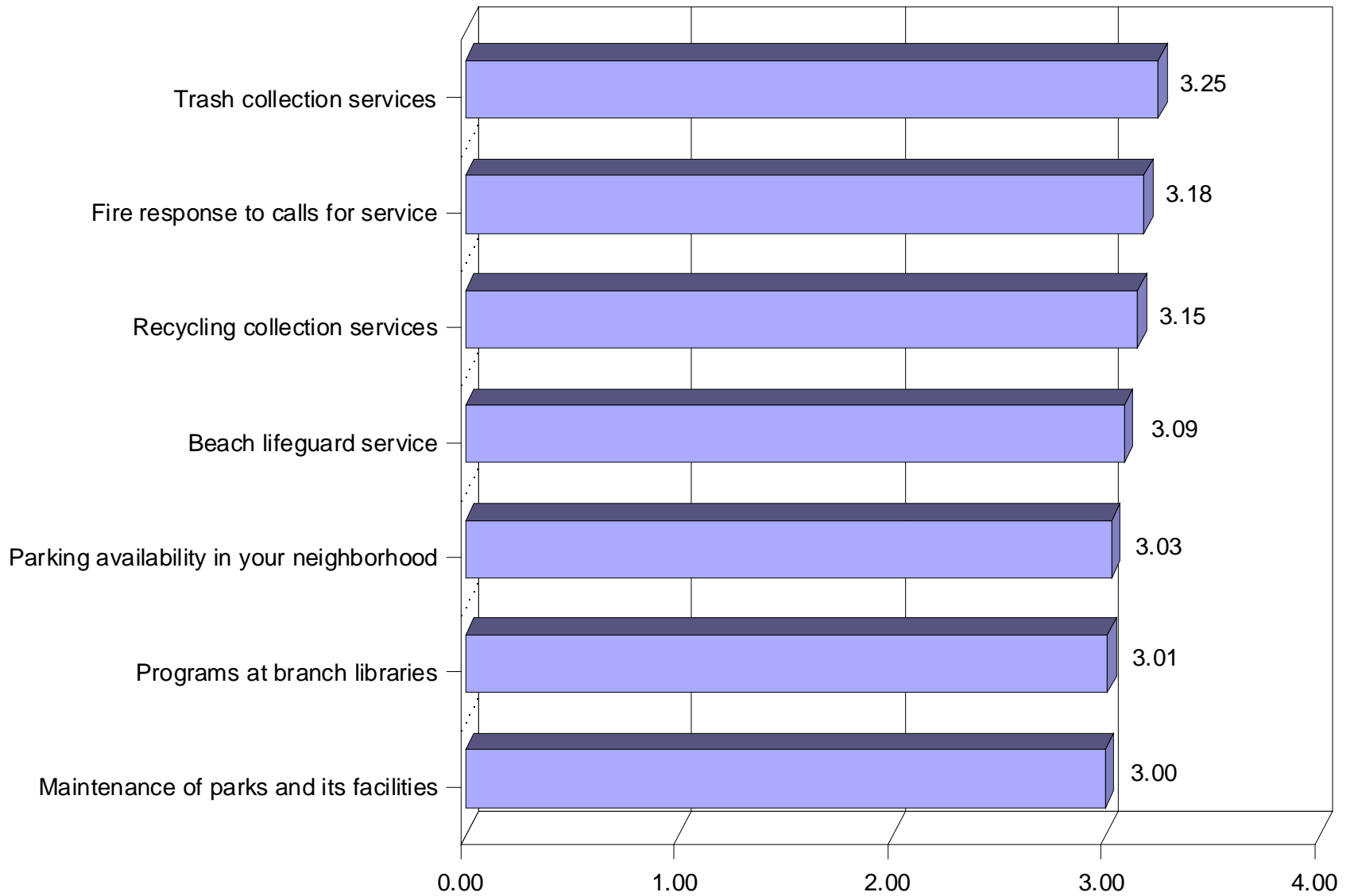
# ATTITUDE ABOUT HOW ESSENTIAL SELECTED CITY SERVICES ARE

(Mean 1-4 Scale: 1 = Not Essential, 4 = Absolutely Essential)



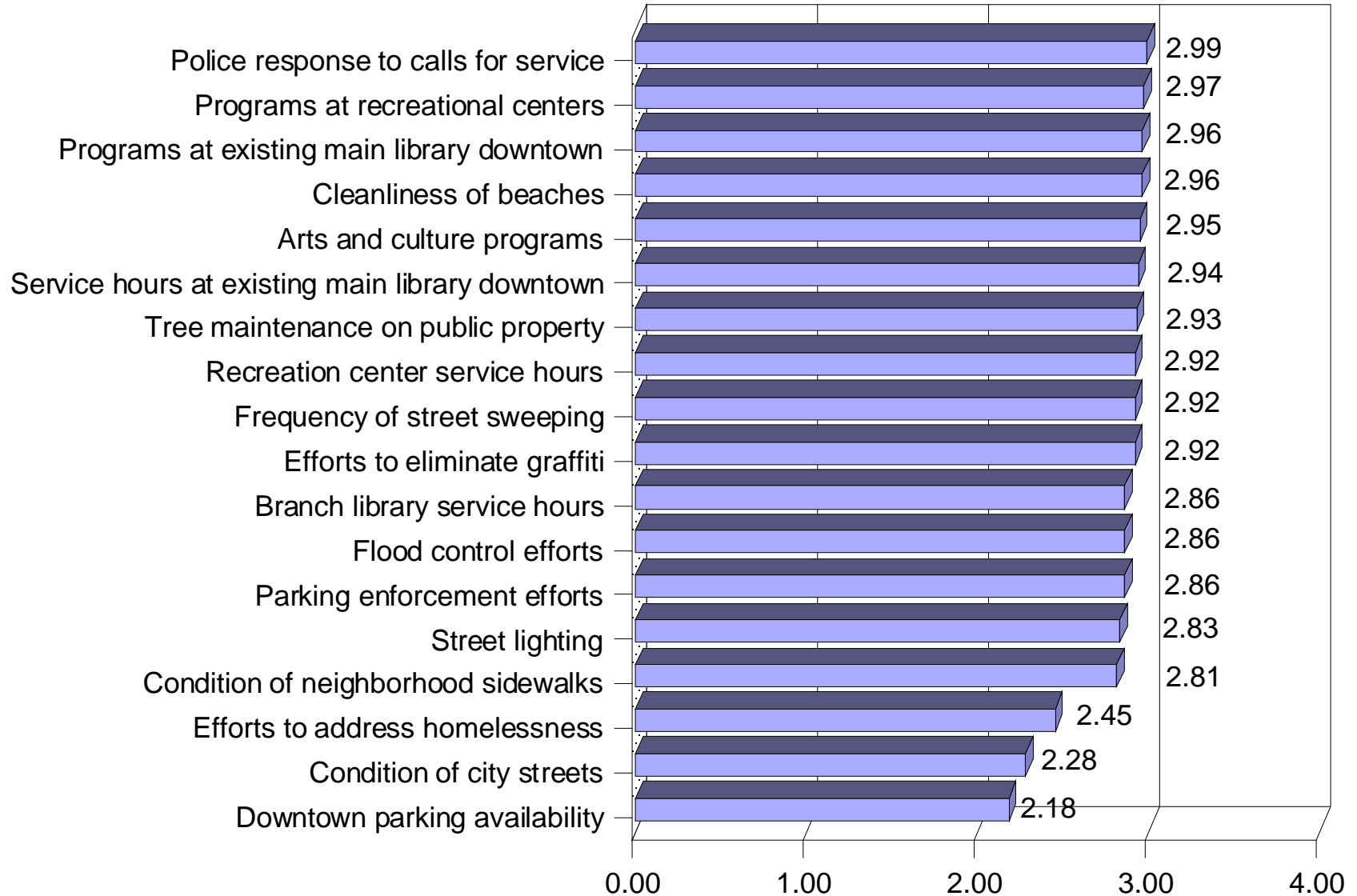
# SATISFACTION WITH CITY SERVICES -- TOP RATED

(Mean 1-4 Scale: 1 = Very Dissatisfied, 4 = Very Satisfied)

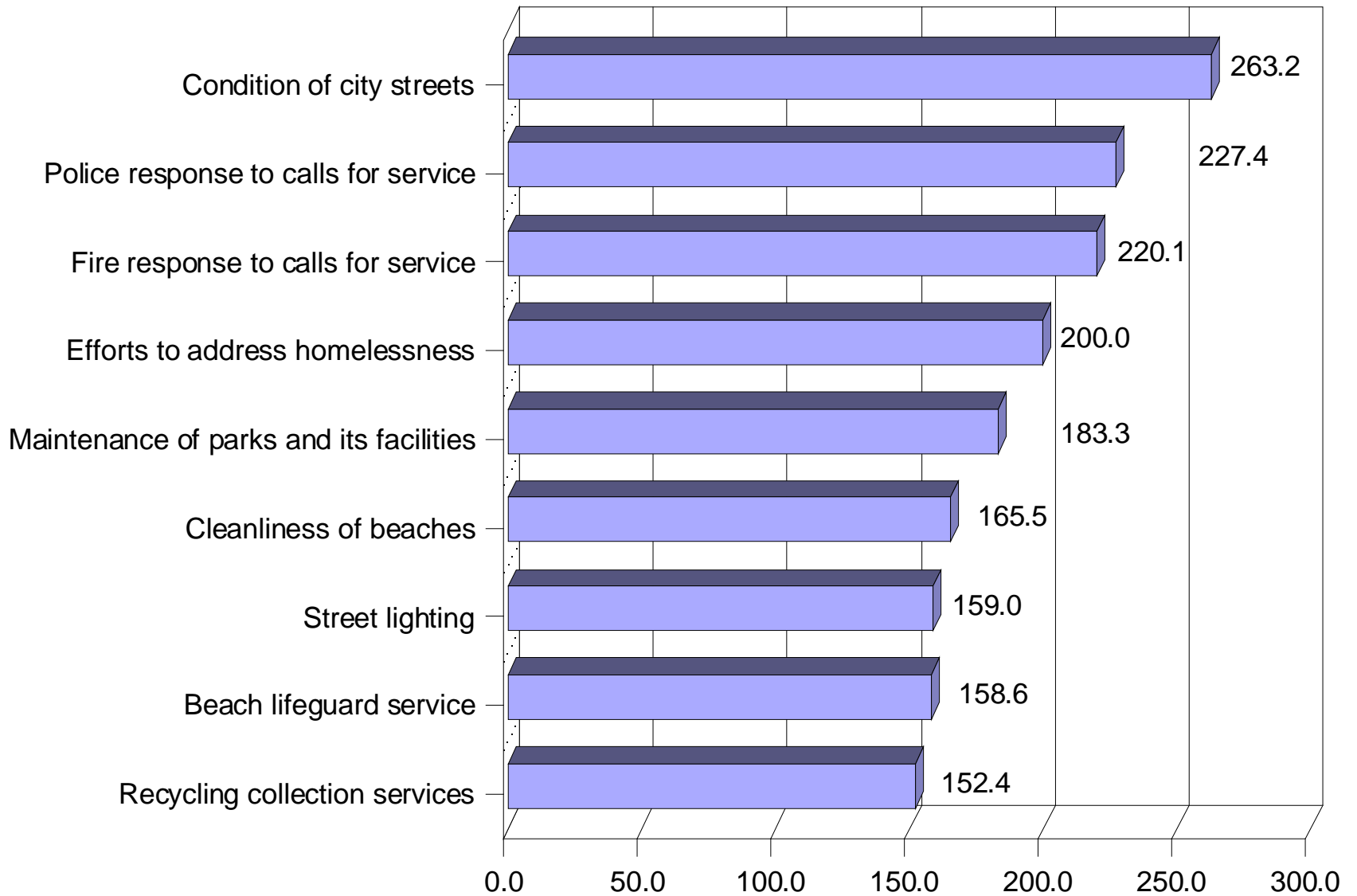


# SATISFACTION WITH CITY SERVICES -- OTHER SERVICES

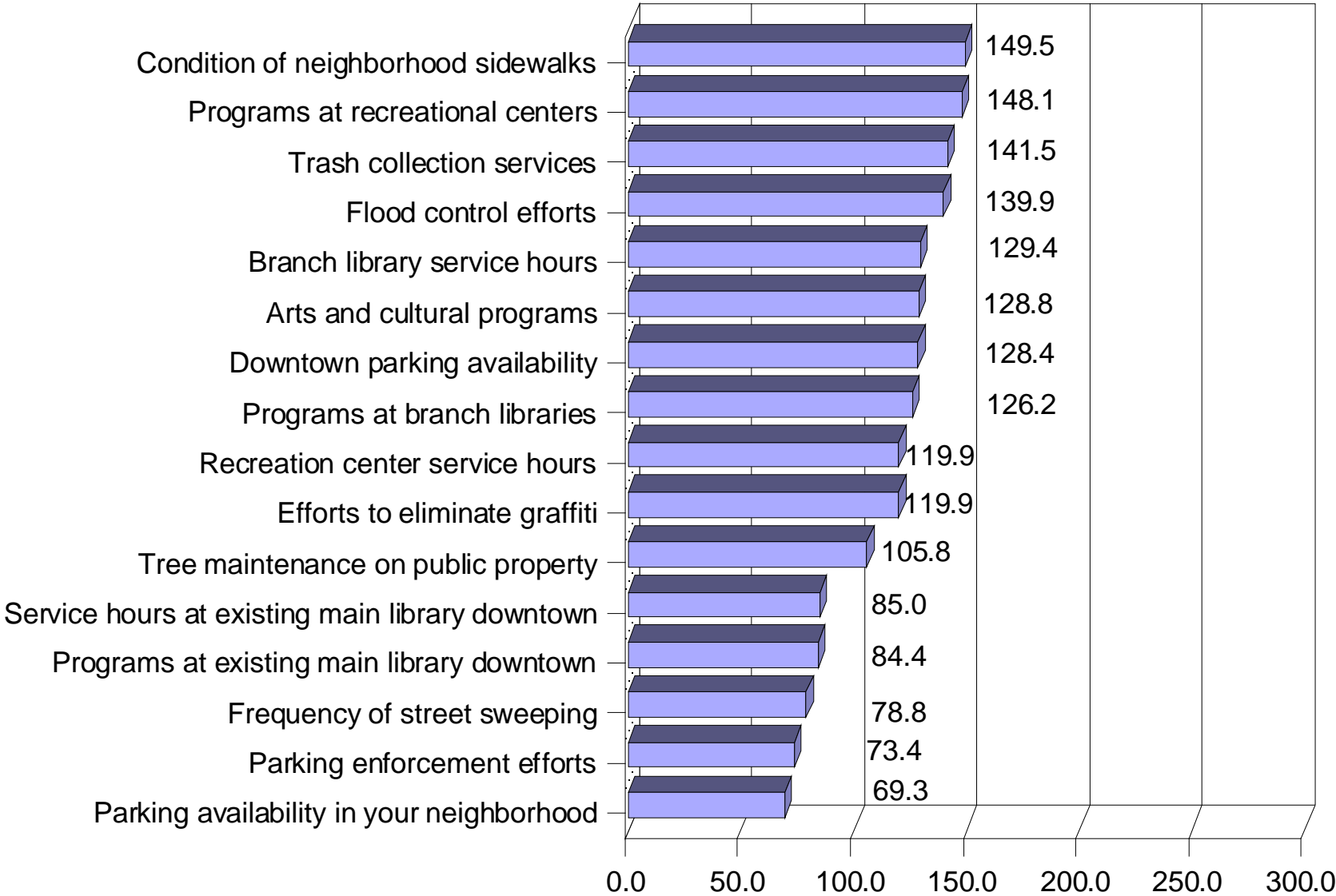
(Mean 1-4 Scale: 1 = Very Dissatisfied, 4 = Very Satisfied)



# PRIORITY SPENDING INDEX -- TOP PRIORITIES

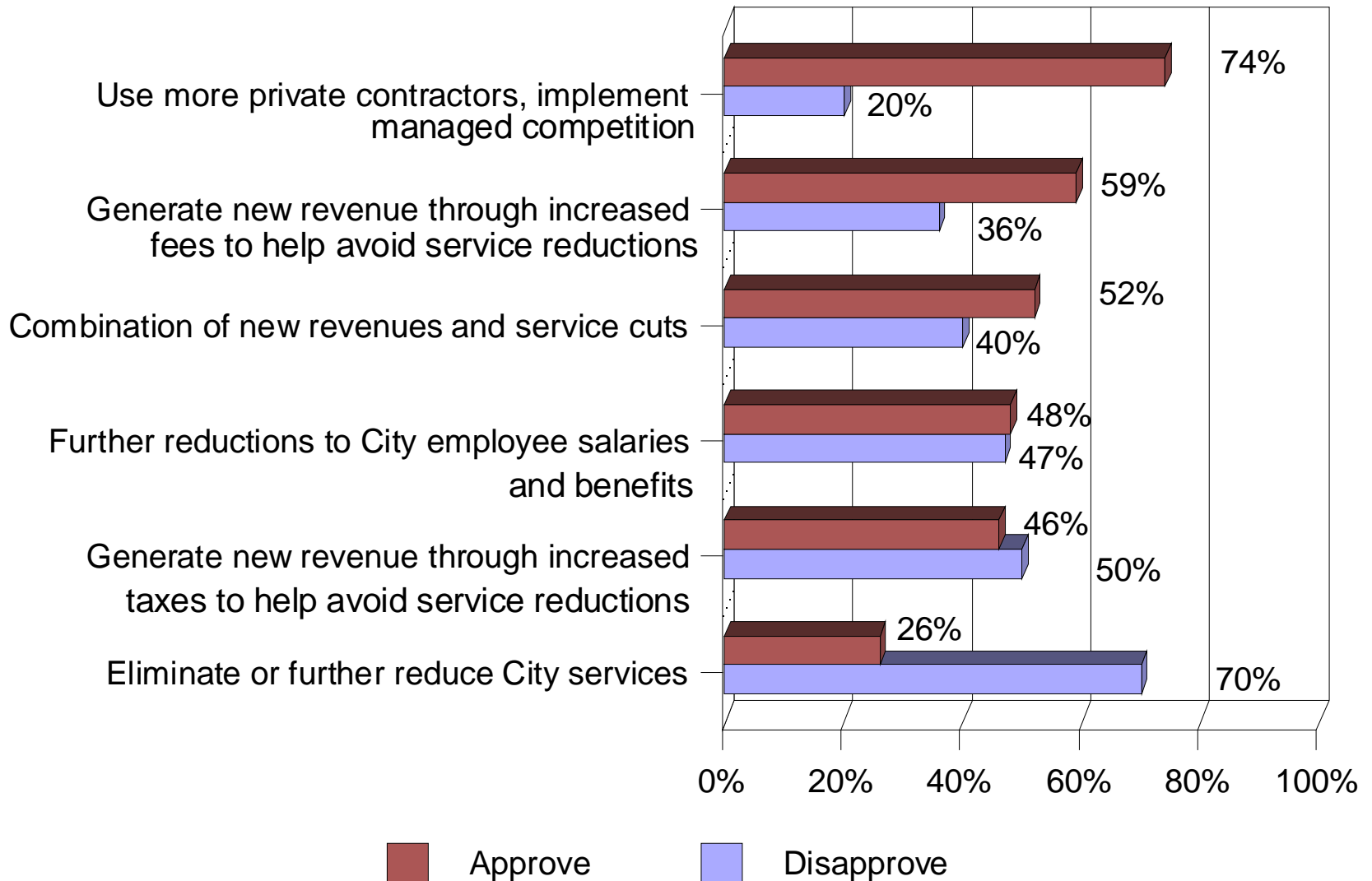


# PRIORITY SPENDING INDEX -- OTHER PRIORITIES

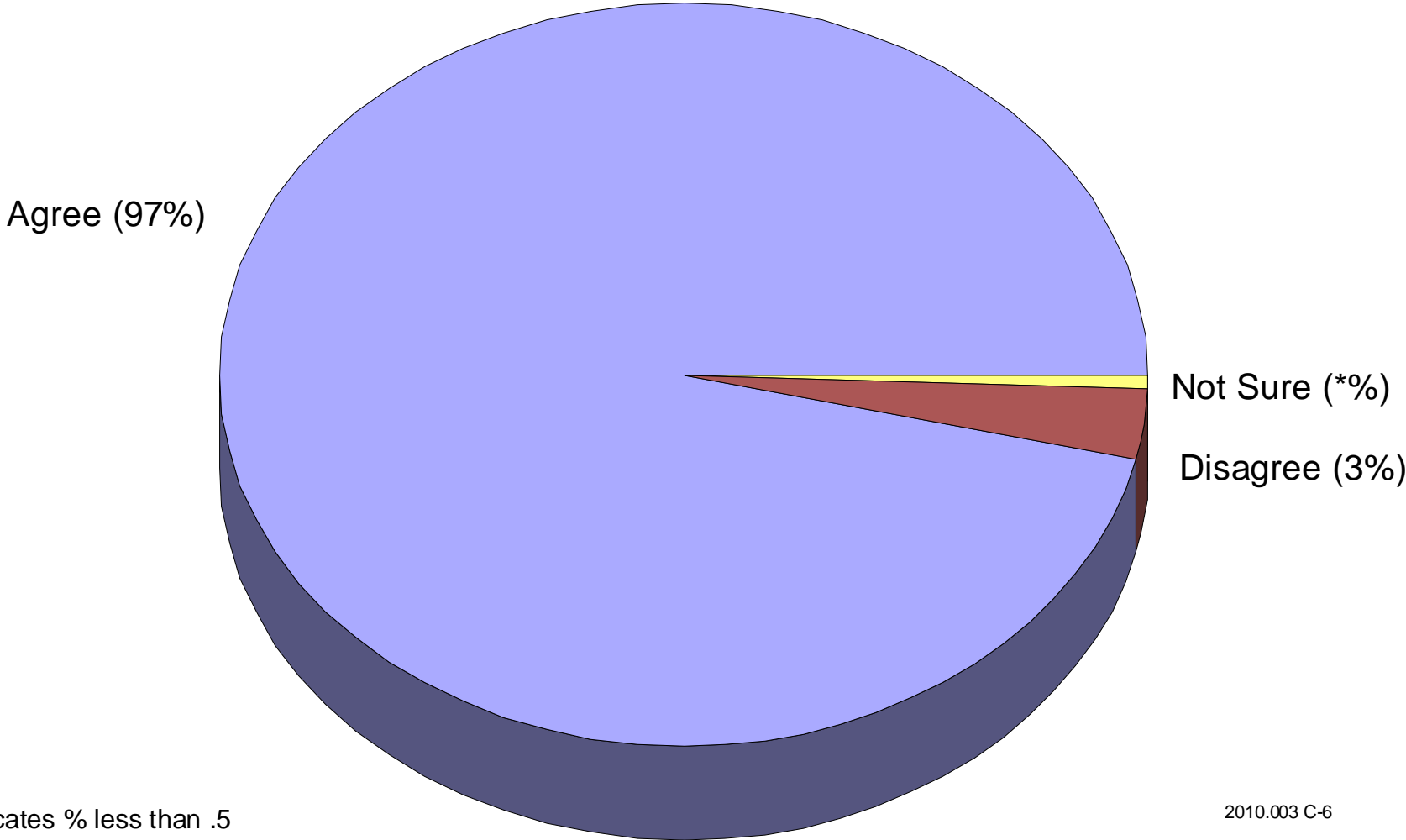




# REACTION TO SELECT STRATEGIES TO DEAL WITH BUDGET DEFICIT

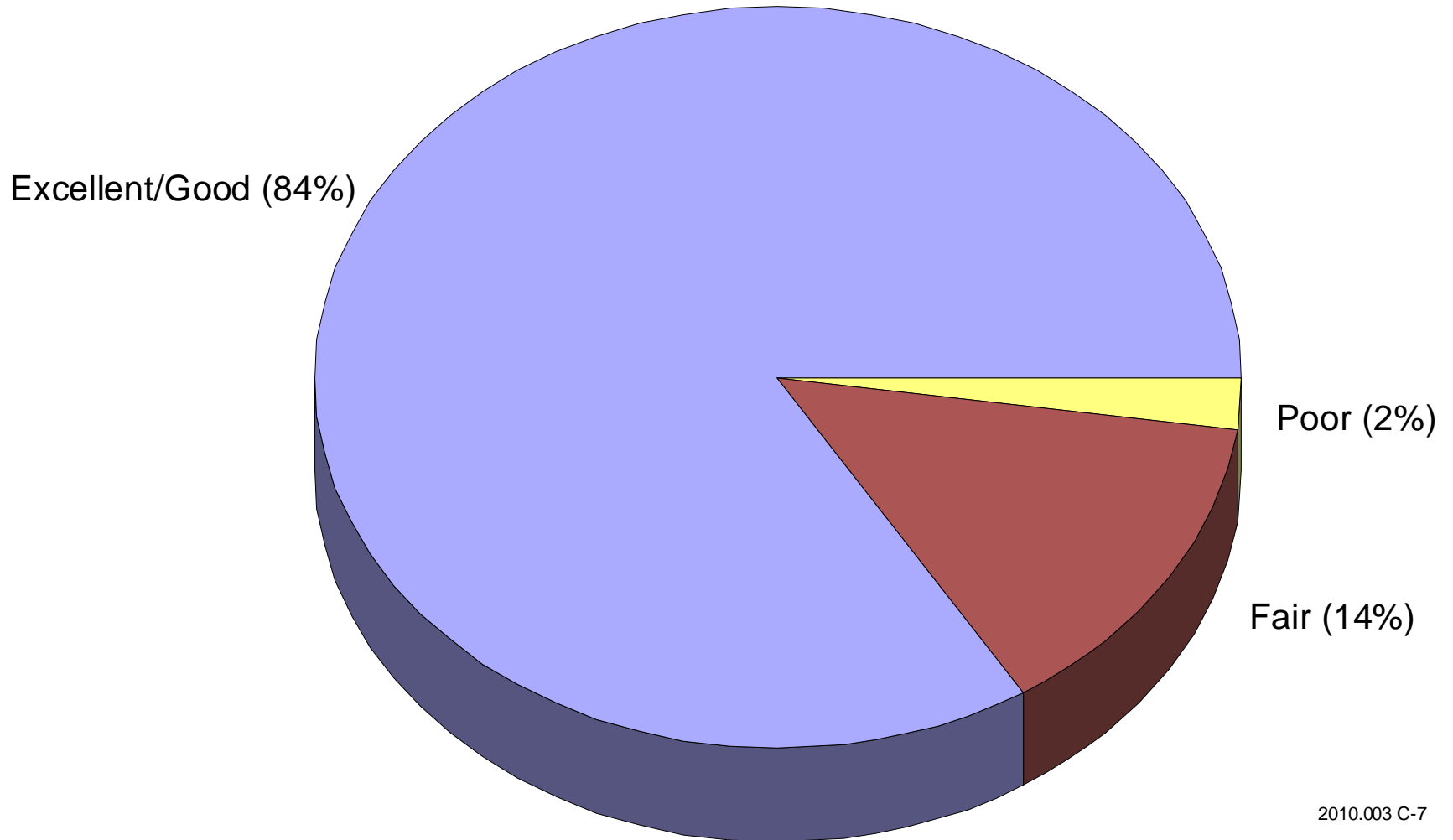


# SAN DIEGO IS A GOOD PLACE TO LIVE

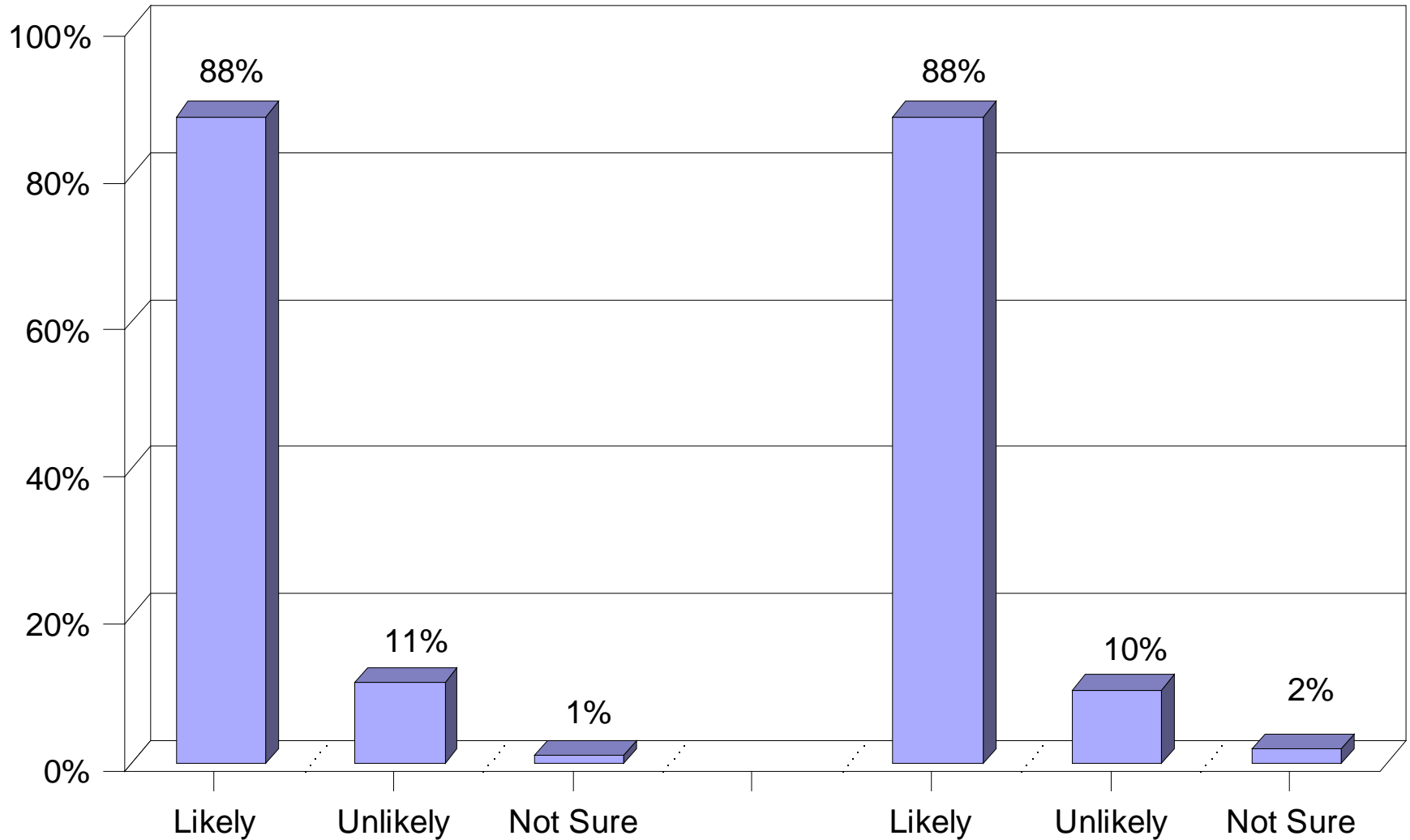


\*Indicates % less than .5

# QUALITY OF LIFE IN SAN DIEGO



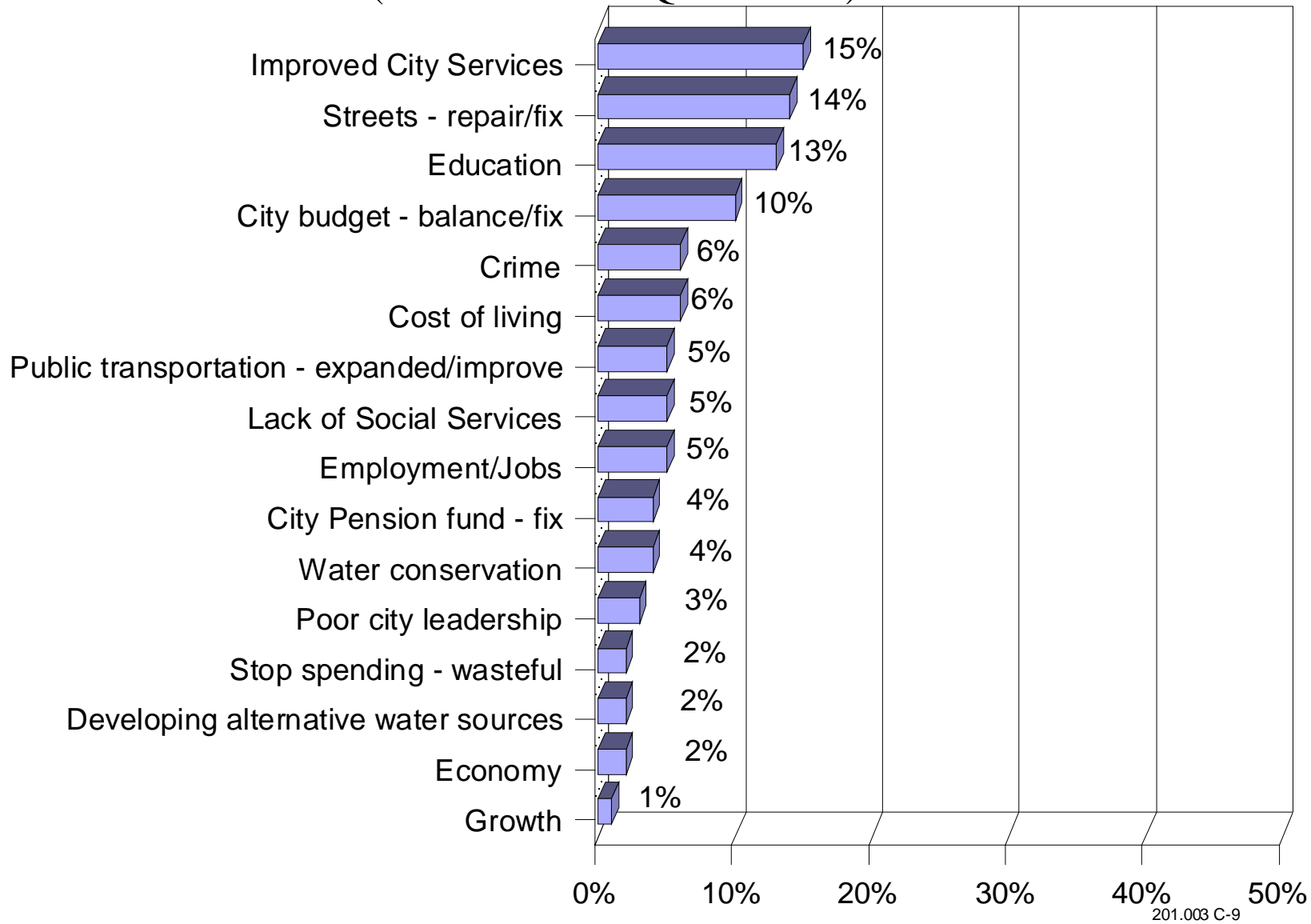
# LIKELIHOOD OF TAKING SELECTED STEPS



Recommend Living  
in San Diego to  
Someone Who Asked

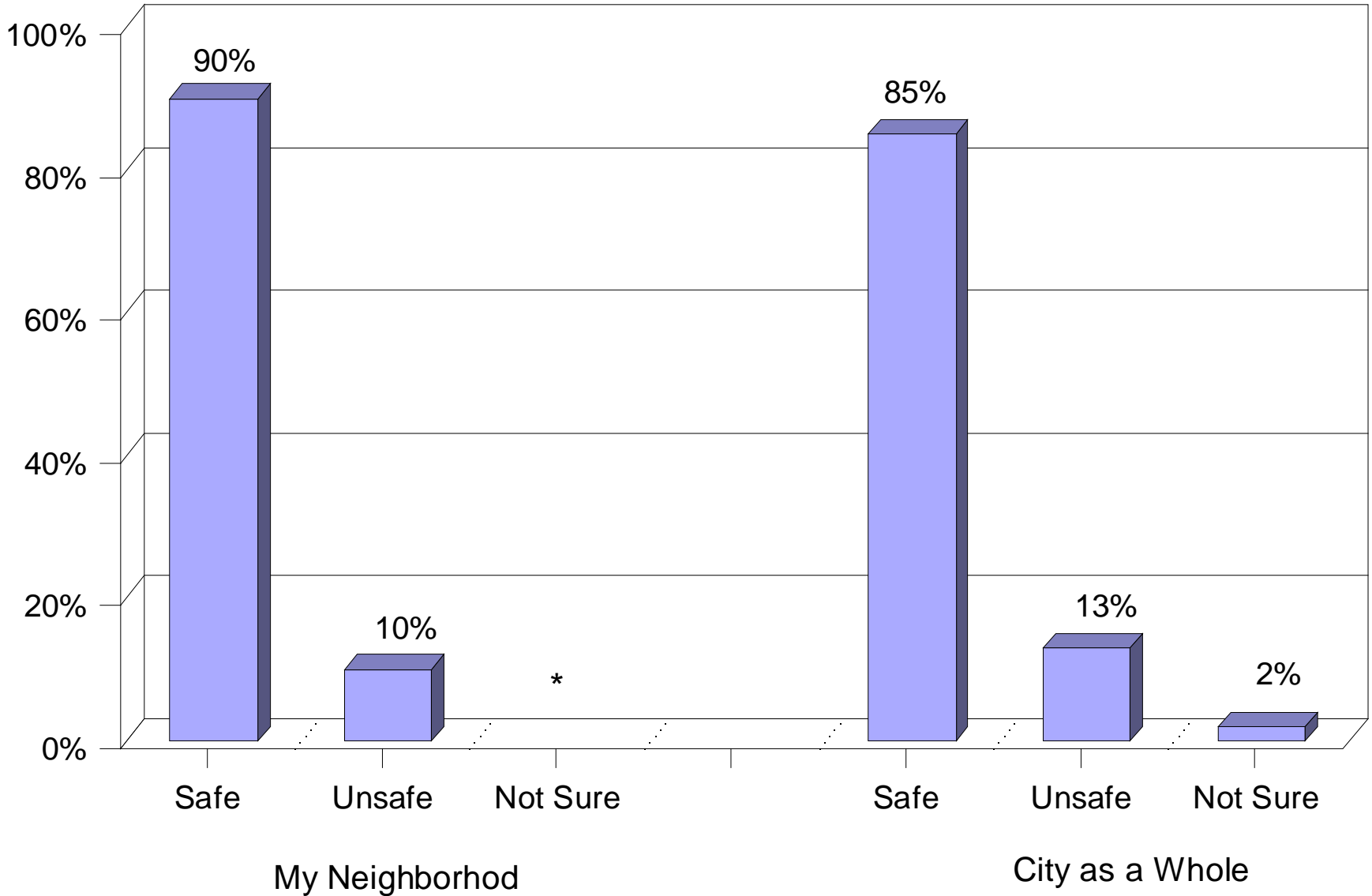
Remain in  
San Diego for the  
Next Five Years

# MOST SERIOUS ISSUES FACING RESIDENTS RESIDENTS WITH RESPECT TO CITY-PROVIDED SERVICES (OPEN-ENDED QUESTION)



201.003 C-9

# SAFETY IN SAN DIEGO



\*Indicates % less than .5

# SOURCES OF INFORMATION ABOUT THE CITY

(% Rely on a Lot)

