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CITY OF SAN DIEGO  
COMMUNITY ATTITUDE SURVEY  
Spring 2010

Hello, my name is — and I'm with the Behavior Research Center. We're conducting a survey among San Diego residents on City services and I'd like to speak with you for a few minutes.

A. Is your residence located within the San Diego city limits?

**IF YES:** CONTINUE

**IF NO:** THANK AND TERMINATE

B. And are you the (male/female) head of your household?

**IF YES:** CONTINUE

**IF NO:** ASK TO SPEAK WITH MALE/ FEMALE HEAD,  
RE INTRODUCE YOURSELF AND  
CONTINUE. IF NONE AVAILABLE,  
ARRANGE CALLBACK.

Male...1  
Female...2

1. To begin, would you say you strongly agree, agree, disagree or strongly disagree with the following statement, "Overall, San Diego is a good place to live."

Strongly agree...1  
Agree...2  
Disagree...3  
Strongly disagree...4  
Not sure...5

2. On the whole, would you say that the quality of life in the City of San Diego is excellent, good, fair or poor?

Excellent...1  
Good...2  
Fair...3  
Poor...4  
Not sure...5

3. How likely are you to do each of the following – very likely, somewhat likely, somewhat unlikely or very unlikely?

Very Likely    Somewhat Likely    Somewhat Unlikely    Very Unlikely    Not Sure

- A. Recommend living in San Diego to someone who asked . . . 1            2            3            4            5
- B. Remain in San Diego for the next five years . . . . . 1            2            3            4            5

4. Next, what do you think is the most serious issue facing the residents of San Diego that you would like to see City government do something about? (PROBE)

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**\*\*DISCUSSION DRAFT - 2\*\***

5. As you know, the City of San Diego provides various services to the community ranging from fire protection to street maintenance. On a scale of one to ten where one means you think a service is not essential, and ten means you think a service is very essential, how essential do you feel each of the following City services are? (ROTATE)

	<u>Rating</u>
A. Police emergency services .....	_____
B. Neighborhood police patrol .....	_____
C. Police efforts to reduce drug and gang problems .....	_____
D. Fire emergency services .....	_____
E. Beach and lifeguard services .....	_____
F. Fire prevention programs .....	_____
G. Branch libraries .....	_____
H. Main library downtown .....	_____
I. Homeless services .....	_____
J. Art and cultural programs .....	_____
K. Playgrounds, ball fields, pools and recreation centers .....	_____
L. Preservation of open space .....	_____
M. Beach and park maintenance .....	_____
N. Graffiti removal .....	_____
O. Neighborhood code enforcement .....	_____
P. Street sweeping .....	_____
Q. Flood control .....	_____
R. Street maintenance .....	_____
S. Sidewalk maintenance .....	_____
T. Pollution prevention in oceans and bays .....	_____
U. Residential trash collection services .....	_____
V. Residential recycling services .....	_____

6. Next, would you say you are very satisfied, satisfied, dissatisfied or very dissatisfied with each of the following in San Diego? (ROTATE)

	<u>Very</u>		<u>Dis-</u>	<u>Very</u>	<u>Not</u>
	<u>Satisfied</u>	<u>Satisfied</u>	<u>Satisfied</u>	<u>Dis-</u>	<u>Sure</u>
				<u>Satisfied</u>	
A. Library branch hours and programs .....	1	2	3	4	5
B. Recreation center hours and programs .....	1	2	3	4	5
C. Arts and cultural programs .....	1	2	3	4	5
D. Beach lifeguard services .....	1	2	3	4	5
E. Cleanliness of beaches .....	1	2	3	4	5
F. Maintenance of parks and its facilities .....	1	2	3	4	5
G. Condition of sidewalks .....	1	2	3	4	5
H. Condition of streets .....	1	2	3	4	5
I. Frequency of street sweeping .....	1	2	3	4	5
J. Police response to calls for service .....	1	2	3	4	5
K. Fire response to calls for service .....	1	2	3	4	5
L. Tree maintenance on public property .....	1	2	3	4	5
M. Efforts to eliminate graffiti .....	1	2	3	4	5
N. Efforts to address homelessness .....	1	2	3	4	5
O. Responses to noise complaints .....	1	2	3	4	5
P. Trash collection services .....	1	2	3	4	5
Q. Recycling collection services .....	1	2	3	4	5
R. Flood control efforts .....	1	2	3	4	5
S. Downtown parking availability .....	1	2	3	4	5
T. Residential parking availability .....	1	2	3	4	5
U. Parking enforcement efforts .....	1	2	3	4	5

6a. Now I'd like to quickly read the list again, but this time please tell me if each is one you would or would not be willing to pay more for through increased taxes or fees in order to maintain or avoid further cuts. (ROTATE)

	<u>Would</u>	<u>Would Not</u>	<u>Not Sure</u>
A. Library branch hours and programs	1	2	3
B. Recreation center hours and programs	1	2	3
C. Arts and cultural programs	1	2	3
D. Beach lifeguard services	1	2	3
E. Cleanliness of beaches	1	2	3
F. Maintenance of parks and its facilities	1	2	3
G. Condition of sidewalks	1	2	3
H. Condition of streets	1	2	3
I. Frequency of street sweeping	1	2	3
J. Police response to calls for service	1	2	3
K. Fire response to calls for service	1	2	3
L. Tree maintenance on public property	1	2	3
M. Efforts to eliminate graffiti	1	2	3
N. Efforts to address homelessness	1	2	3
O. Responses to noise complaints	1	2	3
P. Trash collection services	1	2	3
Q. Recycling collection services	1	2	3
R. Flood control efforts	1	2	3
S. Downtown parking availability	1	2	3
T. Residential parking availability	1	2	3
U. Parking enforcement efforts	1	2	3

7. Next, would you rate each of the following as excellent, good, fair or poor? (ROTATE)

	<u>Excel- lent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Not Sure</u>
A. The value of services you receive for the taxes you pay	1	2	3	4	5
B. The overall direction the City is taking	1	2	3	4	5
C. The job the City does listening to citizens	1	2	3	4	5
D. The job the City does delivering services to residents	1	2	3	4	5

8. Next, how would you rate the safety of your neighborhood? Would you say your neighborhood is... (READ EACH EXCEPT "NOT SURE")

- Very safe...1
- Somewhat safe...2
- Somewhat unsafe...3
- Very unsafe...4
- Not sure...5

9. How about the safety of the City of San Diego as a whole? Would you say it is...(READ EACH EXCEPT "NOT SURE")

- Very safe...1
- Somewhat safe...2
- Somewhat unsafe...3
- Very unsafe...4
- Not sure...5

10. Next, as you are probably aware, the City of San Diego is currently dealing with a significant budget deficit. To solve this problem other cities have implemented a variety of strategies. I'd like to describe several of them to you and then have you tell me if you strongly approve, approve, disapprove or strongly disapprove of each. (ROTATE A-D)

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	Not Sure
A. Generating new revenue through increase taxes and fees . . . . .	1	2	3	4	5
B. Eliminate or further reduce City services . . . . .	1	2	3	4	5
C. Change City practices to deliver services at less cost than the current approach. This may include use of private contractors, outsourcing and alternative methods of service delivery . . . . .	1	2	3	4	5
D. Consolidating services with other local cities or the County . . . . .	1	2	3	4	5
E. A combination of new revenues and service cuts . . . . .	1	2	2	4	5

11. Next, do you rely a lot, some, only a little, or not at all on each of the following for information about the City of San Diego?

	A Lot	Some	Only a Little	Not At All	Not Sure
A. Newspapers . . . . .	1	2	3	4	5
B. Television news programs . . . . .	1	2	3	4	5
C. Radio news programs . . . . .	1	2	3	4	5
D. The City's web site . . . . .	1	2	3	4	5
E. The City's cable tv channel . . . . .	1	2	3	4	5

A. Now before I finish, I need a few pieces of information about yourself for classification purposes only. First, which of the following categories comes closest to your age? (READ EACH EXCEPT REFUSED)

Under 25...1  
25 to 34...2  
35 to 49...3  
50 to 64...4  
65 or over...5  
(DO NOT READ) Refused...6

B. How many years have you lived in the City of San Diego? YEARS \_\_\_\_\_

C. Which of the following categories best describes your ethnic origin? (READ EACH EXCEPT REFUSED)

Hispanic or Latino...1  
White, non-Hispanic...2  
African American or Black, non-Hispanic...3  
Asian or Pacific Islander...4  
American Indian or Native American...5  
or another Ethnic Group(SPECIFY).....6  
(DO NOT READ) Refused...7

D. And finally, was your total family income for last year, I mean before taxes and including everyone in your household, under or over \$60,000?

UNDER \$60,000  
Was it under \$30,000...1  
or over \$30,000...2  
Refused...3

OVER \$60,000  
Was it under \$90,000...4  
or \$90,000 or over...5  
Refused...6  
REFUSED OVERALL.....7

Thank you very much, that completes this interview. My supervisor may want to call you to verify that I conducted this interview so may I have your first name in order that he/she may do so? (VERIFY PHONE NUMBER)

NAME: \_\_\_\_\_ PHONE #: \_\_\_\_\_