

Performance Management Program

Citywide Survey

Citywide Surveys

Citywide surveys are an important part of an ongoing effort and commitment by the City of San Diego to provide the highest quality of services to its residents, businesses, and visitors. The City has conducted the Resident Satisfaction Survey for the last nine years. This survey has provided elected officials and management with:

- Information for establishing level of service
- Objective data for determining the City's performance
- Continuous, valid, and reliable feedback from the residents of San Diego

Department Customer Surveys

In addition to the Citywide survey efforts, many departments develop and administer more specific surveys to receive input directly from their customers. A department generally conducts surveys on a regular basis – such as annual or biennial – or after a specific service is provided (such as a class or training session).

Citywide Resident Satisfaction Survey

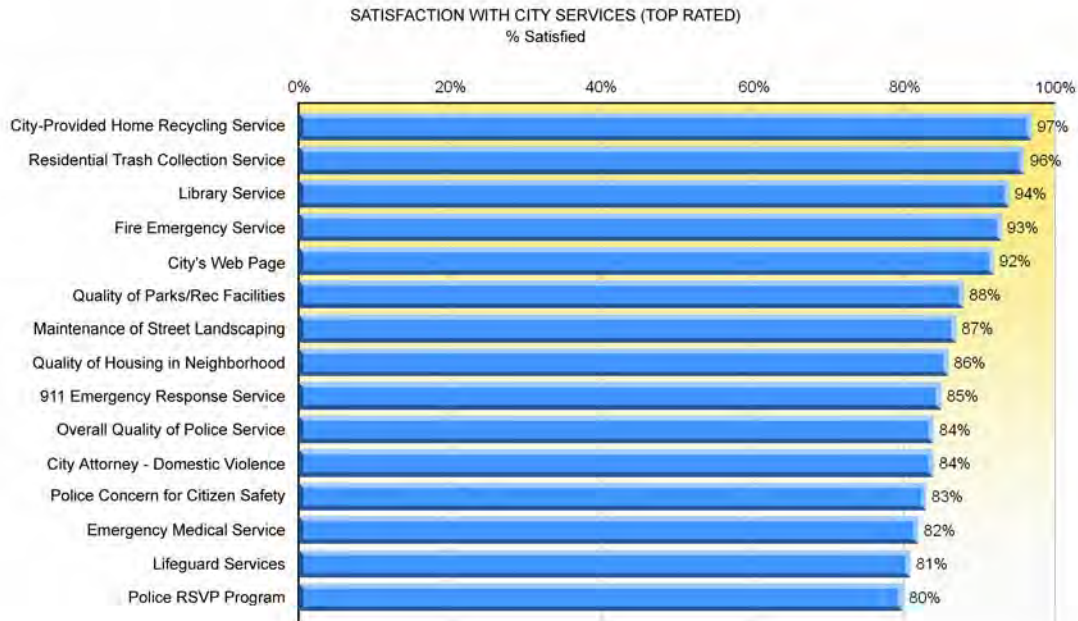
The City conducts an annual survey to determine the residents' level of satisfaction with major services, perceptions of safety, and attitudes about the quality of life in San Diego. In November 2003, the ninth annual Citywide Resident Satisfaction Survey was completed. The results from approximately 600 telephone interviews during October 2003 indicate a continuing positive attitude residents have about City services compared to previous surveys.

This survey effort measures the following topics:

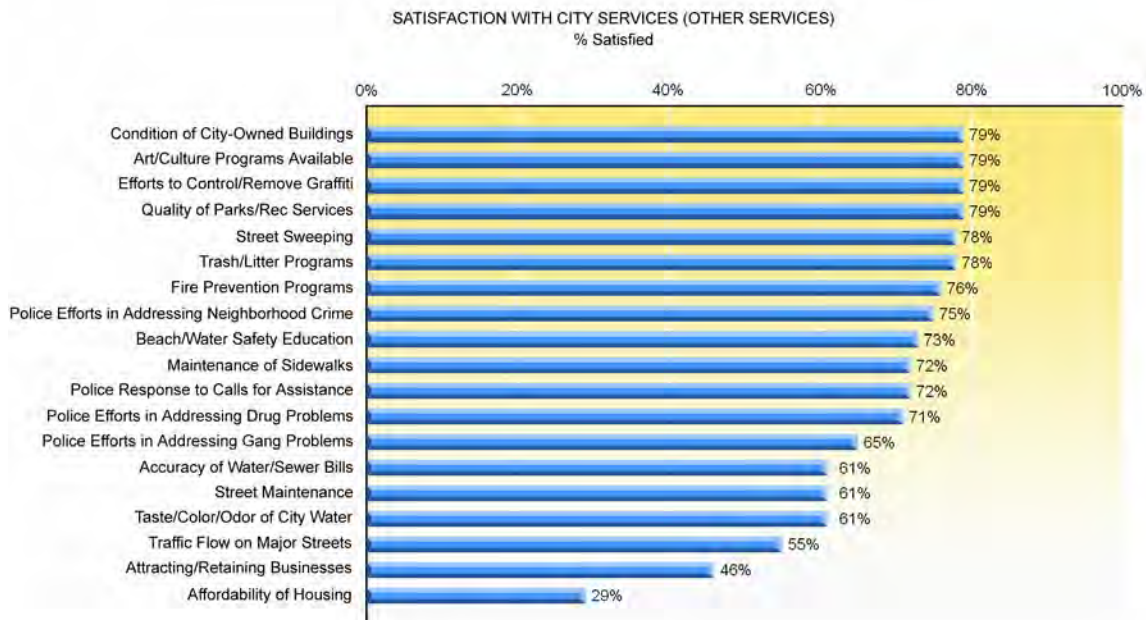
- Attitudes about the quality of life in San Diego
- Overall satisfaction with the City's performance in providing services
- Satisfaction with 34 specific City-provided services
- Attitudes about safety in San Diego
- Utilization of selected City-provided services and facilities

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Percentages represent the combination of "Very" and "Somewhat Satisfied" responses with the exception of "Fire Emergency Service" and "911 Emergency Service," which represent the combined percentage of "Very" and "Somewhat Confident" responses.



Percentages represent the combination of "Very" and "Somewhat Satisfied" responses with the exception of "Attracting and Retaining Businesses and Jobs," which represent the combined percentage of "Excellent" and "Good" responses.

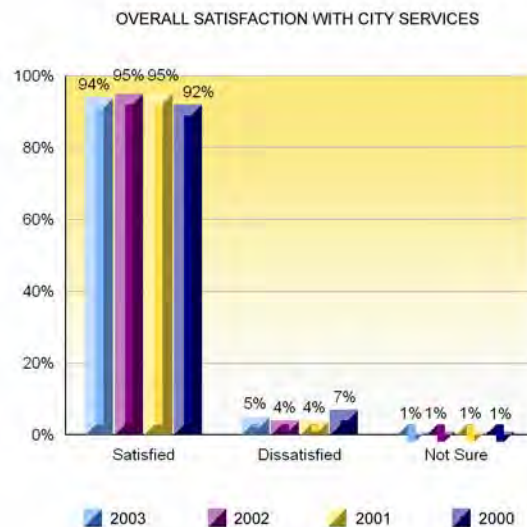
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Overall Satisfaction with City Services

In the 2003 survey, more than nine out of ten San Diego residents (94%) indicate that they are either very satisfied (39%) or somewhat satisfied (55%) with the services the City provides. This satisfaction rating has remained at over 90 percent for the past six years.

Demographically, overall satisfaction with the services the City provides does not drop below 91 percent within any population subgroup. This response pattern indicates broad based satisfaction with City services among residents.



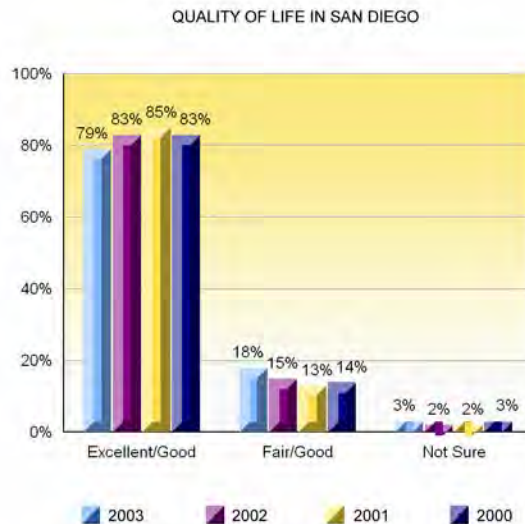
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Quality of Life in San Diego

San Diego residents continue to rate the quality of life in the City very highly, with more than eight out of ten residents (79%) indicating it is either excellent (38%) or good (41%) compared to other large cities in California. Positive response to San Diego's quality of life has remained at 80 percent or higher since the start of the studies in 1995.

When residents' attitudes about the quality of life in San Diego are analyzed by demographic subgroups, only a few variations are revealed. Only in two subgroups does positive response drop below 80 percent – among low-income residents (60%) and non-whites (78%).



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Respondent Demographic Information for the 2003 Citywide Residential Satisfaction Survey

	Survey Sample	City of San Diego ⁽¹⁾
Gender		
Male	49%	50%
Female	51%	50%
Age		
18 to 34	35%	39%
35 to 49	31%	30%
50 to 64	20%	17%
65 and over	14%	14%
Ethnicity		
White	53%	54%
Hispanic	27%	28%
Asian/Other	12%	10%
African American	8%	8%
Income ⁽²⁾		
Under \$25,000	25%	27%
\$25,000 to \$34,999	16%	14%
\$35,000 to \$49,999	15%	19%
\$50,000 to \$74,999	21%	20%
\$75,000 and over	23%	20%
Years in San Diego		
Five or less	24%	N/A
Six to 15	23%	
Over 15	53%	
Employment		
Employed	60%	N/A
Not working ⁽³⁾	25%	
Retired	15%	
Home		
Own/buying	55%	51%
Rent	45%	49%

⁽¹⁾ 2000 U.S. Census.

⁽²⁾ Source: Claritas estimates, 2003.

⁽³⁾ Homemaker, student, or unemployed.