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**CITY OF SAN DIEGO  
COMMUNITY ATTITUDE SURVEY  
RESIDENTS' OPINIONS ON CITY SERVICES**  
Spring 2010

JOB ID 2010003

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 B very likely, somewhat likely, somewhat unlikely or very unlikely?

	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely	Not Sure
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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, with respect to services provided by the City, that you would like to see City government do something about? (PROBE)

_____	_____
_____	_____
_____	_____

5. As you know, the City of San Diego provides various services to the community. On a scale of 1 to 4 where 1 means you think a service is not essential, and 4 means you think a service is absolutely essential, how essential do you feel each of the following City services are? (ROTATE)

Rating

- A. Police services.....
- B. Fire services.....
- C. Emergency medical services.....
- D. Lifeguard services at the beaches.....
- E. Fire prevention programs.....
- F. Branch libraries.....
- G. Existing main library downtown.....
- H. Homeless services.....
- I. Art and cultural programs.....
- J. Parks and recreation programs.....
- K. Maintenance of beaches and parks.....
- L. Graffiti removal.....
- M. Neighborhood code enforcement.....
- N. Street and sidewalk maintenance.....
- O. Pollution prevention in oceans and bays.....
- P. Residential trash collection services.....
- Q. 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)

	Very Satisfied	Satisfied	Dis-Satisfied	Very Dis-Satisfied	Not Sure
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A. Branch library service hours.....	1	2	3	4	5
B. Programs at branch libraries.....	1	2	3	4	5
C. Recreation center service hours.....	1	2	3	4	5
D. Programs at recreational centers.....	1	2	3	4	5
E. Service hours at existing main library downtown.....	1	2	3	4	5
F. Programs at existing main library downtown.....	1	2	3	4	5
G. Arts and cultural programs.....	1	2	3	4	5
H. Beach lifeguard services.....	1	2	3	4	5
I. Cleanliness of beaches.....	1	2	3	4	5
J. Maintenance of parks and its facilities.....	1	2	3	4	5
K. Condition of neighborhood sidewalks.....	1	2	3	4	5
L. Condition of city streets.....	1	2	3	4	5
M. Frequency of street sweeping.....	1	2	3	4	5
N. Police response to calls for service.....	1	2	3	4	5
O. Fire response to calls for service.....	1	2	3	4	5
P. Tree maintenance on public property.....	1	2	3	4	5
Q. Efforts to eliminate graffiti.....	1	2	3	4	5
R. Efforts to address homelessness.....	1	2	3	4	5
S. Trash collection services.....	1	2	3	4	5
T. Recycling collection services.....	1	2	3	4	5
U. Flood control efforts.....	1	2	3	4	5
V. Downtown parking availability.....	1	2	3	4	5
W. Parking availability in your neighborhood.....	1	2	3	4	5
X. Parking enforcement efforts.....	1	2	3	4	5
Y. Street lighting.....	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)

	Would	Would Not	Not Sure
A. Branch library service hours.....	1	2	3
B. Programs at branch libraries.....	1	2	3
C. Recreation center service hours.....	1	2	3
D. Programs at recreational centers.....	1	2	3
E. Service hours at existing main library downtown.....	1	2	3
F. Programs at existing main library downtown.....	1	2	3
G. Arts and cultural programs.....	1	2	3
H. Beach lifeguard services.....	1	2	3
I. Cleanliness of beaches.....	1	2	3
J. Maintenance of parks and its facilities.....	1	2	3
K. Condition of neighborhood sidewalks.....	1	2	3
L. Condition of city streets.....	1	2	3
M. Frequency of street sweeping.....	1	2	3
N. Police response to calls for service.....	1	2	3
O. Fire response to calls for service.....	1	2	3
P. Tree maintenance on public property.....	1	2	3
Q. Efforts to eliminate graffiti.....	1	2	3
R. Efforts to address homelessness.....	1	2	3
S. Trash collection services.....	1	2	3
T. Recycling collection services.....	1	2	3
U. Flood control efforts.....	1	2	3
V. Downtown parking availability.....	1	2	3
W. Parking availability in your neighborhood.....	1	2	3
X. Parking enforcement efforts.....	1	2	3
Y. Street lighting.....	1	2	3

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

	Excel- lent	Good	Fair	Poor	Not Sure
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 A 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 A 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-E)

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	Not Sure
A. Generate new revenue through increased fees to help avoid service reductions.....	1	2	3	4	5
B. Generate new revenue through increased taxes to help avoid service reductions.....	1	2	3	4	5
C. Eliminate or further reduce City services .....	1	2	3	4	5
D. Further reductions to City employee salaries and benefits.....	1	2	3	4	5
E. Use more private contractors, implement managed competition.....	1	2	3	4	5
F. Combination of new revenues and service cuts .....	1	2	3	4	5

10a. Do you have any other suggestions on how the City could reduce its budget deficit?

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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		Only a Little	Not At All	Not Sure
	Lot	Some			
A. Print newspapers .....	1	2	3	4	5
B. Online newspapers .....	1	2	3	4	5
C. Television news programs .....	1	2	3	4	5
D. Radio news programs.....	1	2	3	4	5
E. The City=s web site .....	1	2	3	4	5
F. 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

**\*\*DISCUSSION DRAFT - 3\*\***

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 #: \_\_\_\_\_

FROM SAMPLE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_