

CITY OF SAN DIEGO

RESIDENTS' OPINIONS ON CITY SERVICES

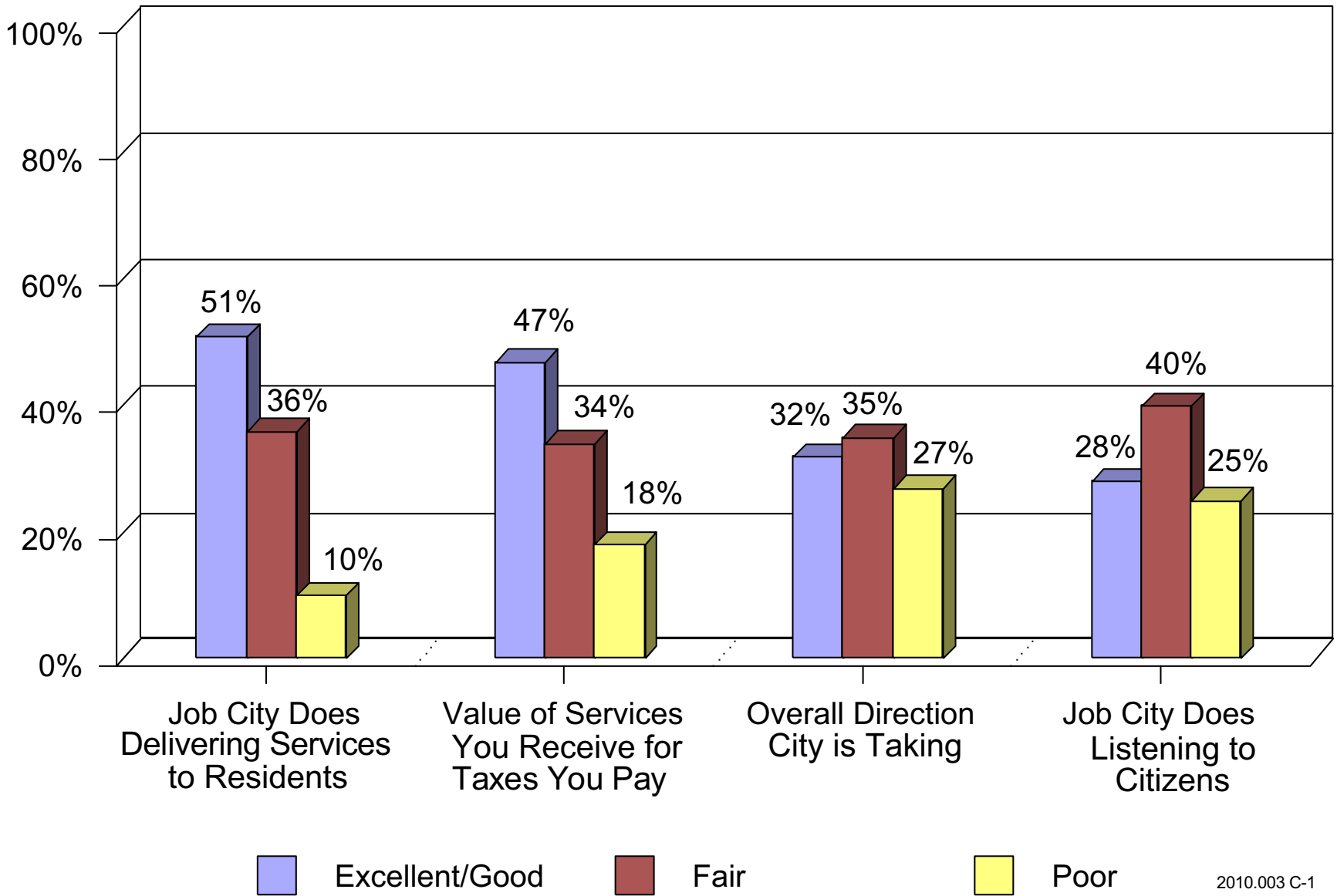
April 2010

Conducted by:
Behavior Research Center, Inc.

STUDY METHODOLOGY

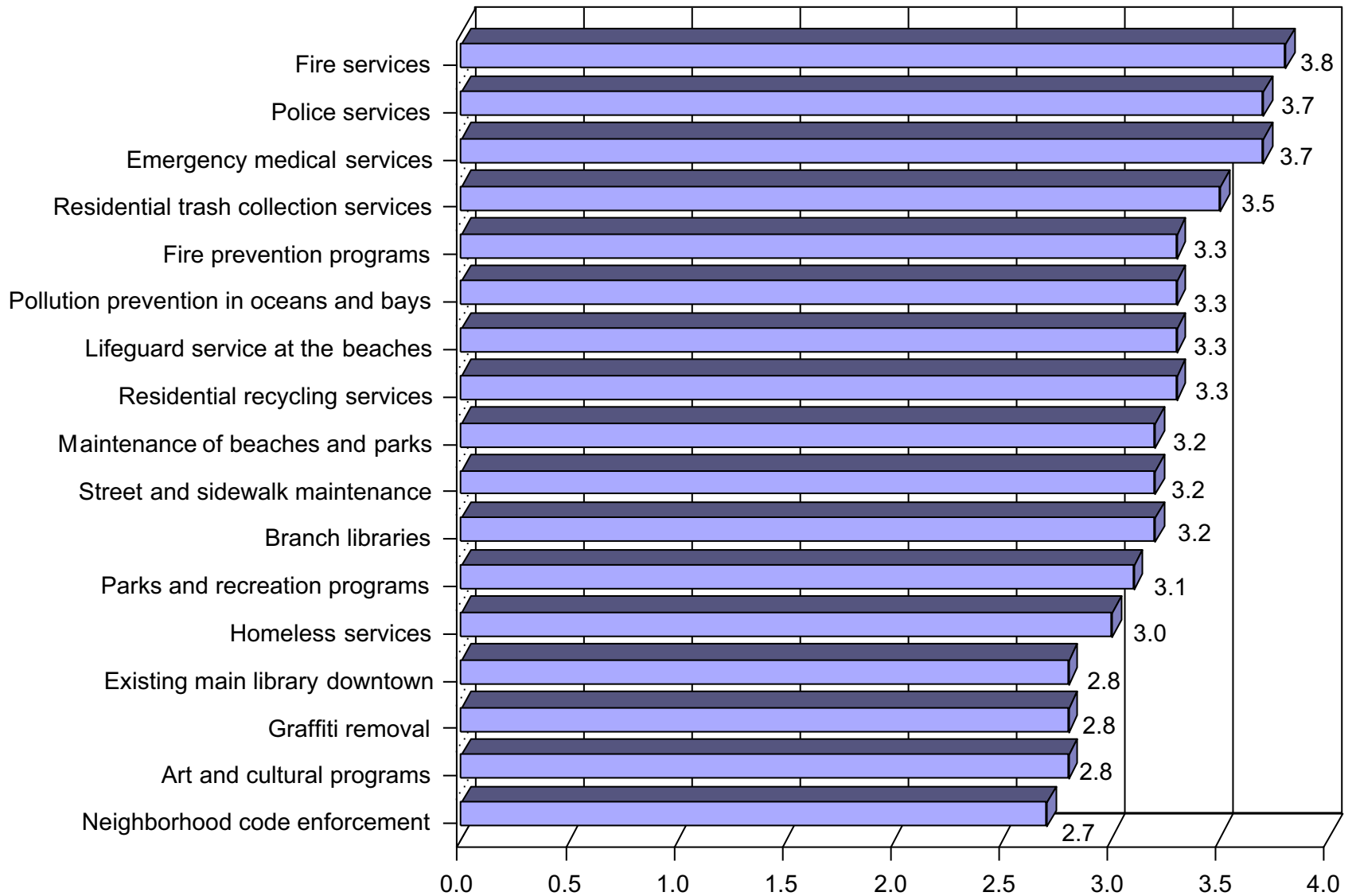
SAMPLE UNIVERSE:	City of San Diego
QUALIFIED RESPONDENTS:	Heads of household
DATA COLLECTION METHODOLOGY:	Computer Assisted Telephone Interviewing (CATI)
SAMPLE SELECTION:	Random digit dial
SAMPLE SIZE:	600
MARGIN OF ERROR AT 95% CONFIDENCE LEVEL:	+/-4.1%
DATA COLLECTION TIMING:	March 2010
QUESTIONNAIRE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

EVALUATION OF CITY IN SELECTED AREAS



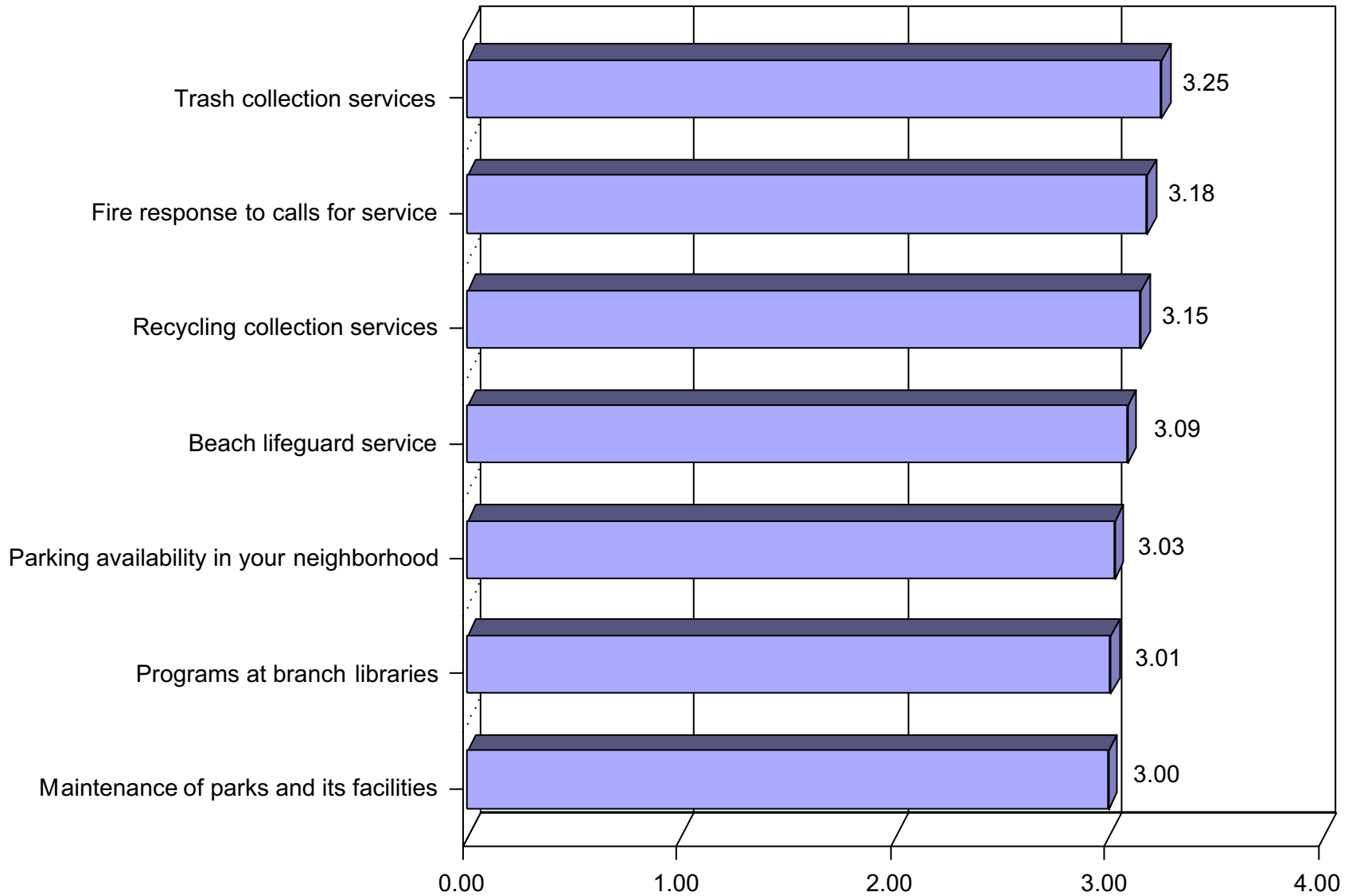
ATTITUDE ABOUT HOW ESSENTIAL SELECTED CITY SERVICES ARE

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



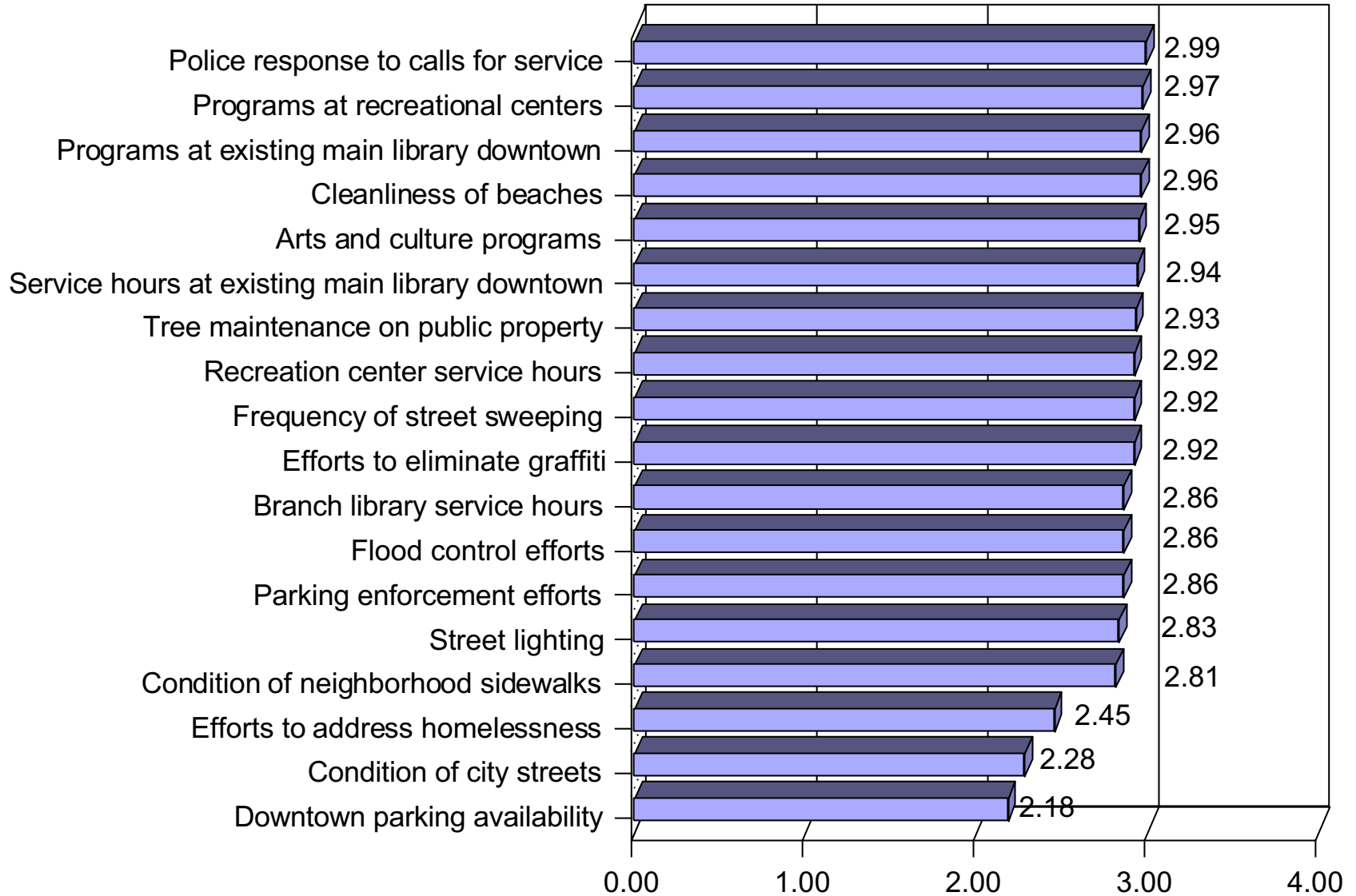
SATISFACTION WITH CITY SERVICES -- TOP RATED

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

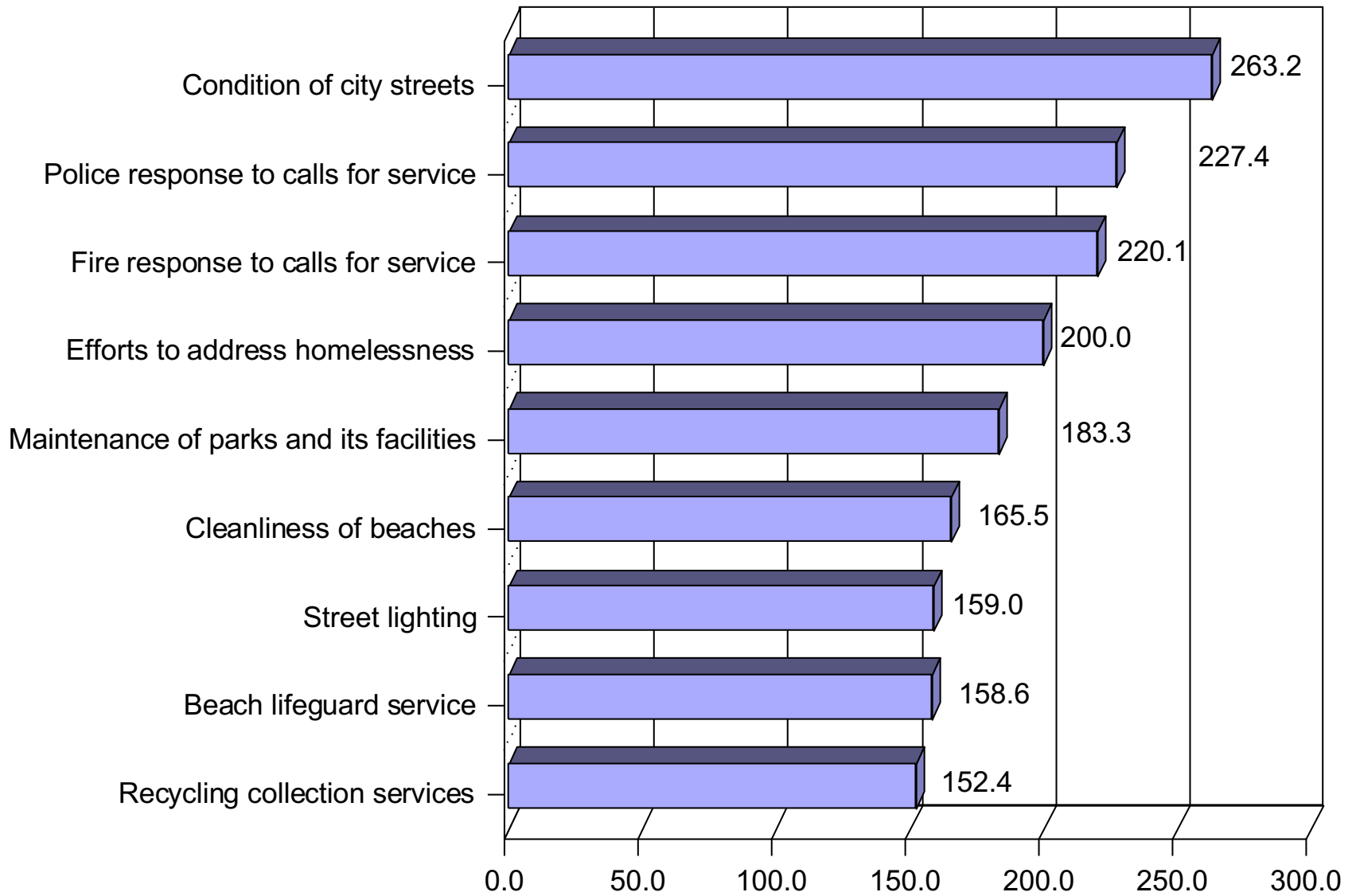


SATISFACTION WITH CITY SERVICES -- OTHER SERVICES

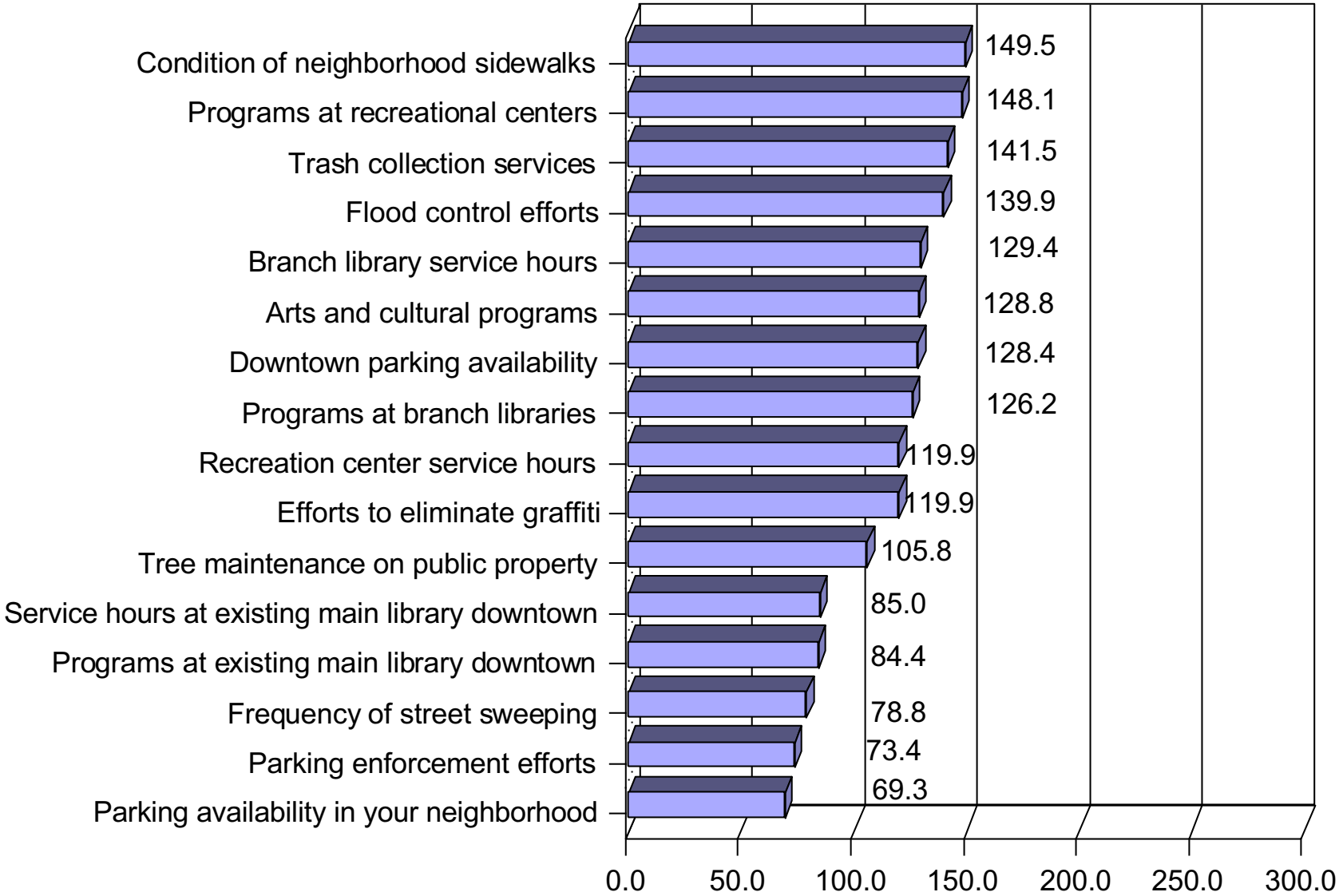
(Mean 1-4 Scale: 1 = Very Dissatisfied, 4 = Very Satisfied)



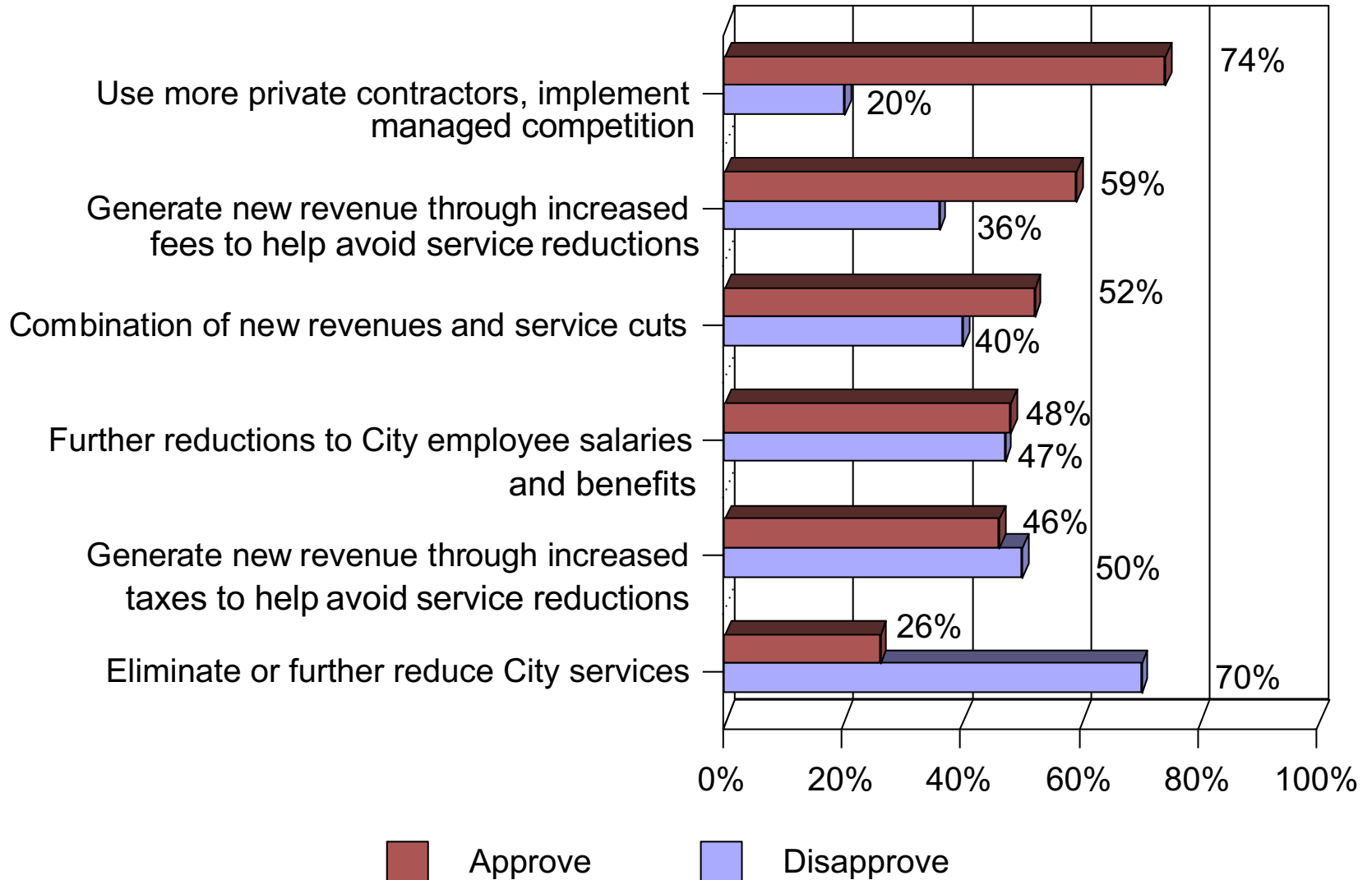
PRIORITY SPENDING INDEX -- TOP PRIORITIES



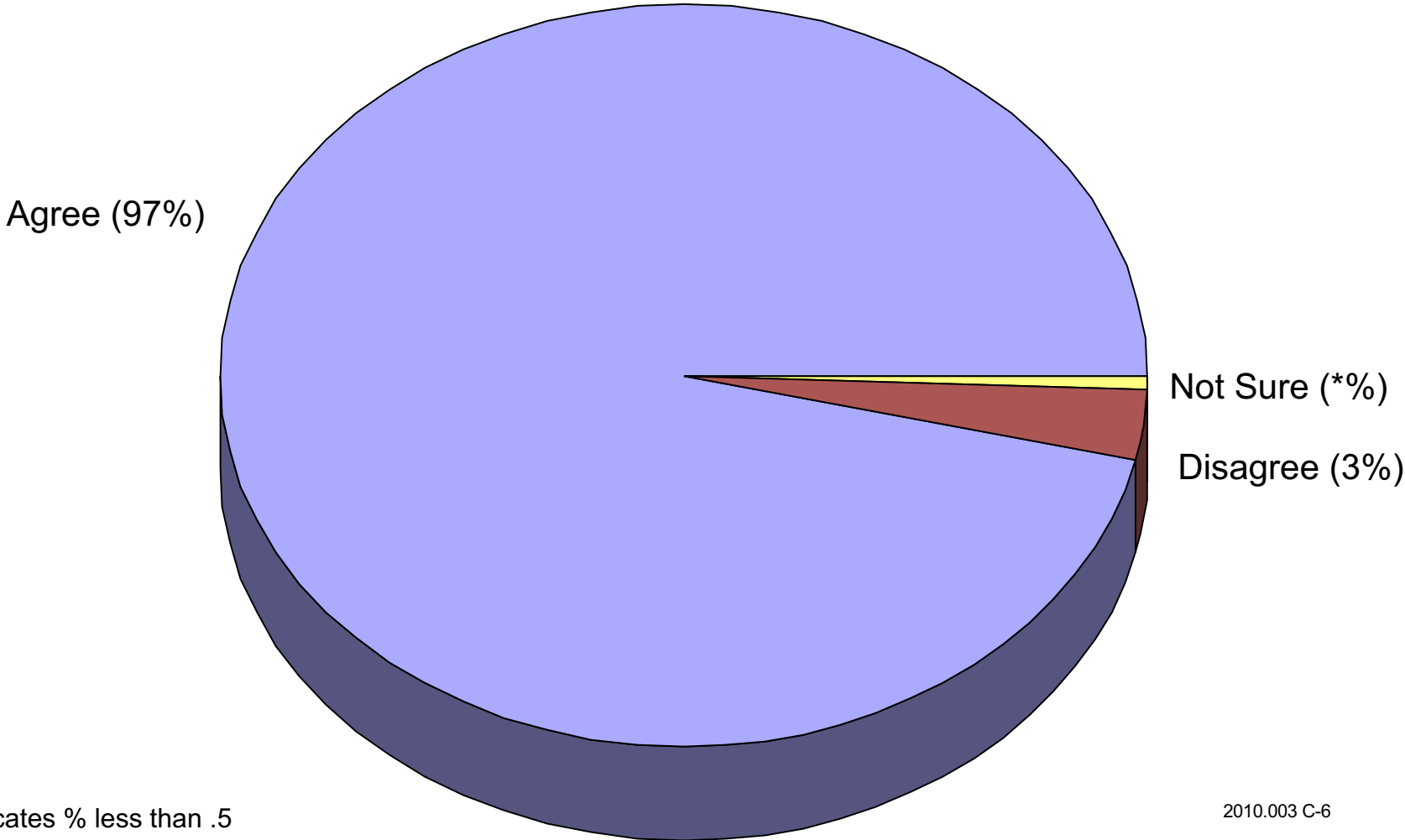
PRIORITY SPENDING INDEX -- OTHER PRIORITIES



REACTION TO SELECT STRATEGIES TO DEAL WITH BUDGET DEFICIT

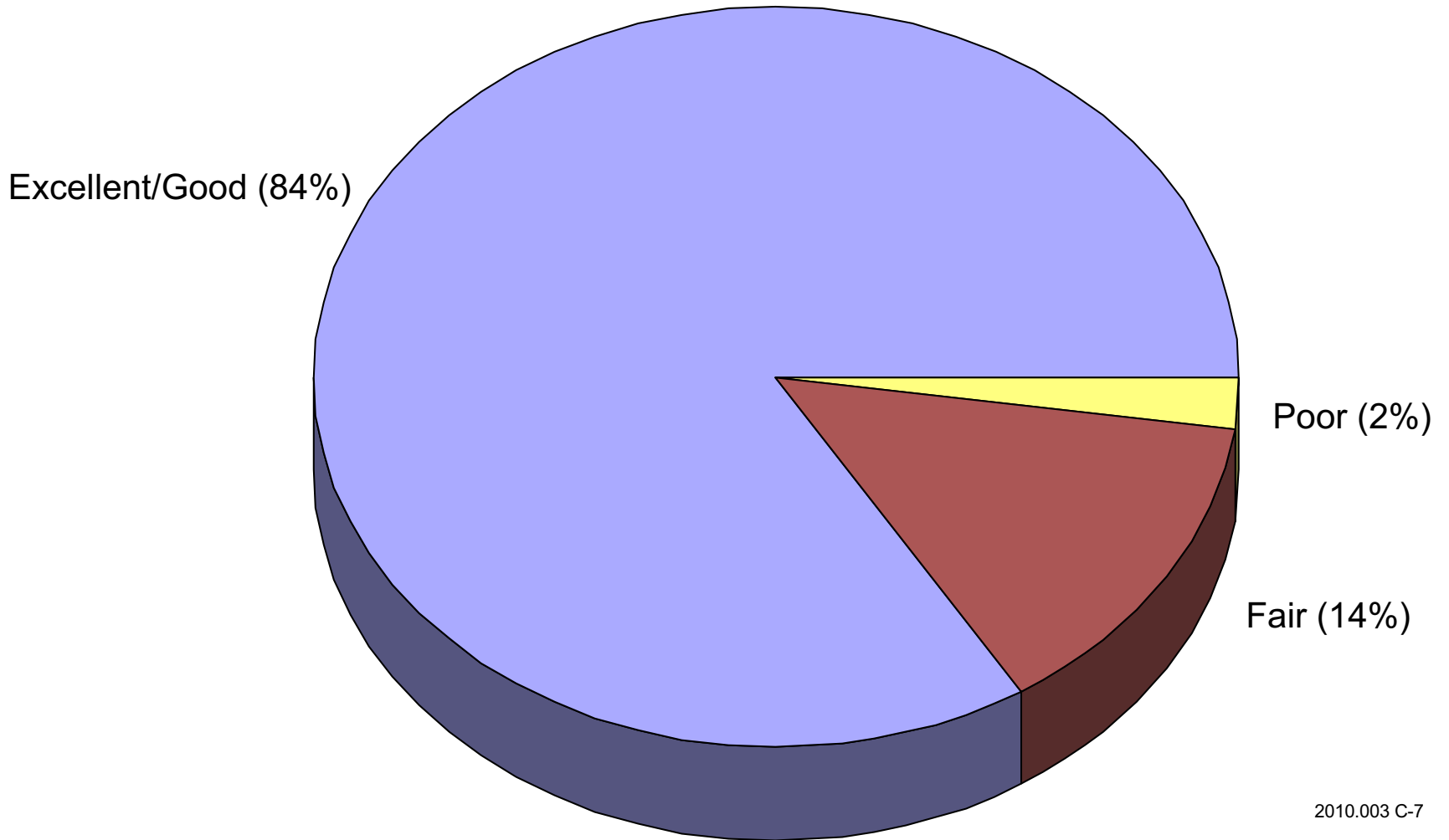


SAN DIEGO IS A GOOD PLACE TO LIVE

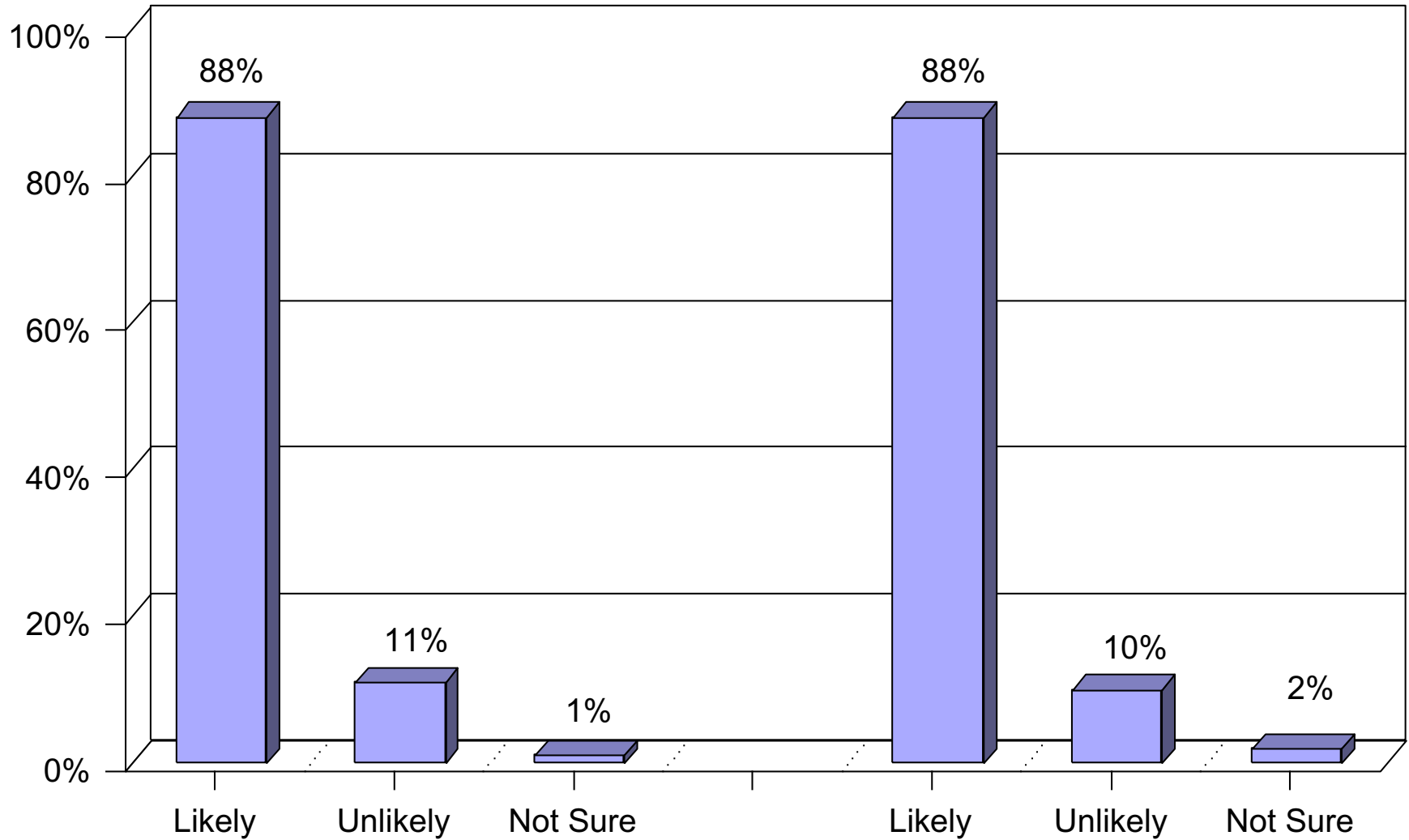


*Indicates % less than .5

QUALITY OF LIFE IN SAN DIEGO



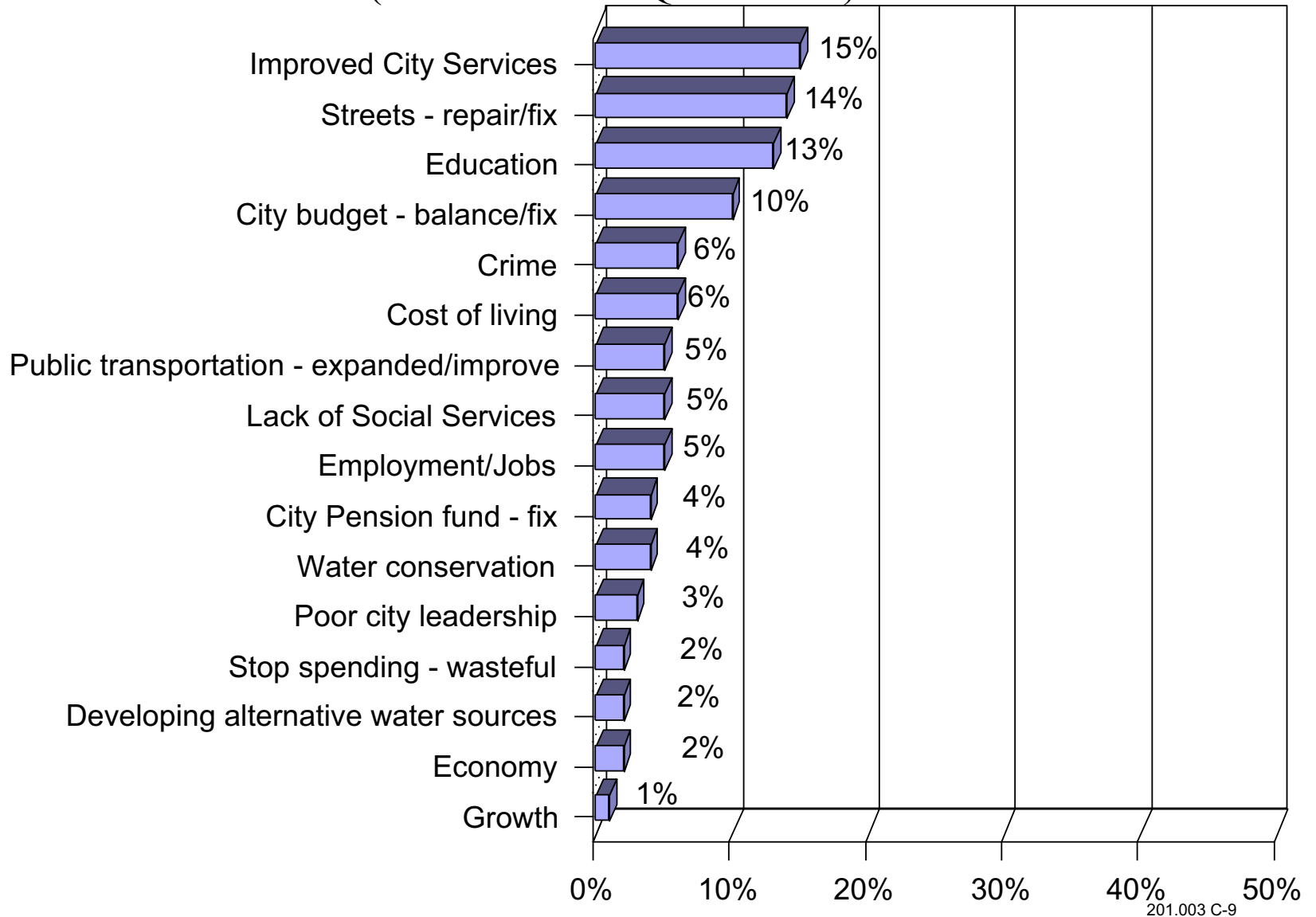
LIKELIHOOD OF TAKING SELECTED STEPS



Recommend Living
in San Diego to
Someone Who Asked

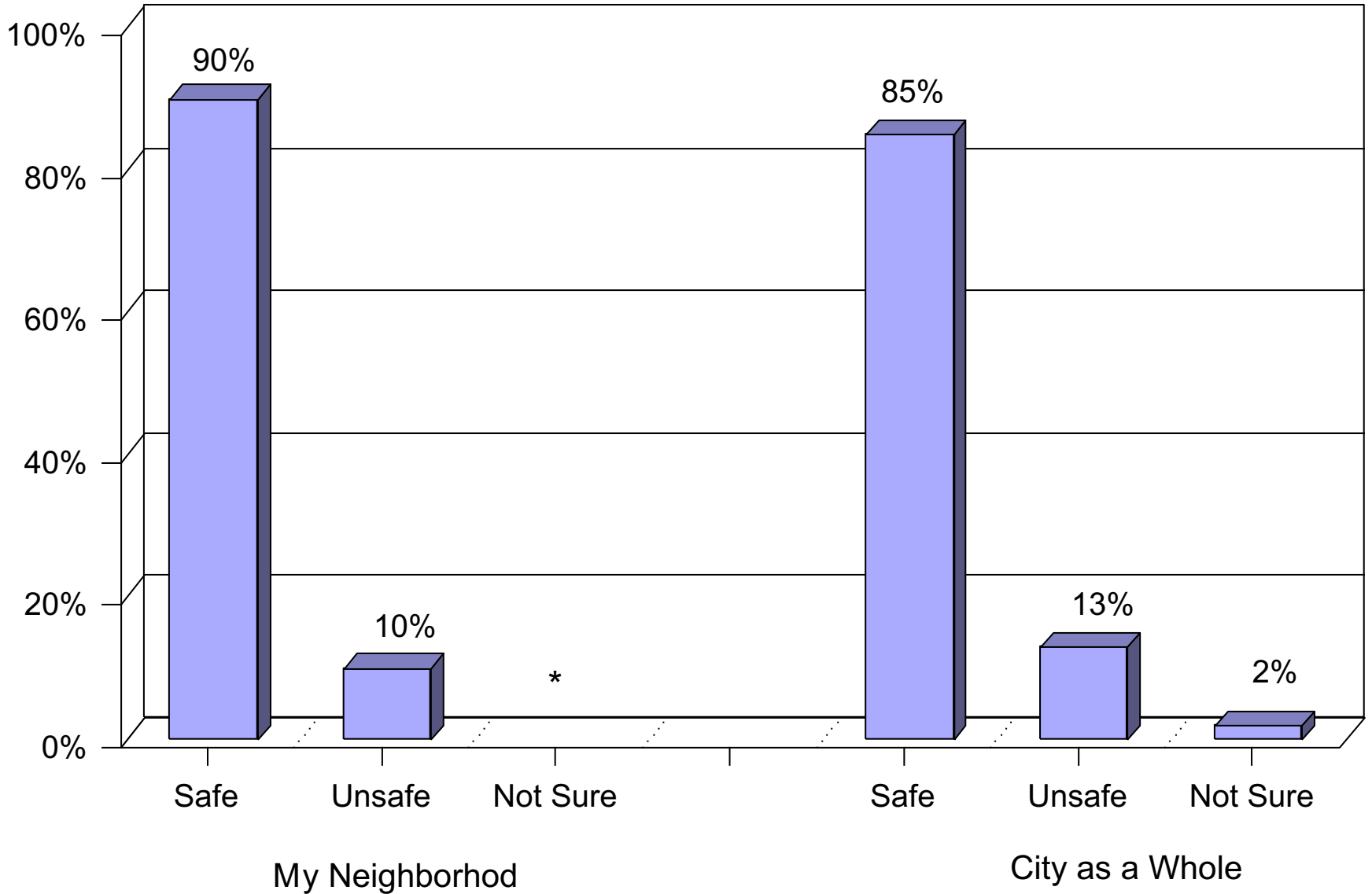
Remain in
San Diego for the
Next Five Years

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)

