COMMUNITY SURVEY
RESEARCH REPORT

PREPARED FOR THE
CITY OF CHULA VISTA

FEBRUARY 27, 2014

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INTRODUCTION

The City of Chula Vista is located at the center of one of the richest cultural, economic and environmentally diverse zones in the United States. It is the second-largest city in San Diego County with an estimated population of 251,613 residents.[1] Chula Vista boasts more than 50 square miles of coastal landscape, canyons, rolling hills, mountains, and a variety of natural resources and quality infrastructure. The City's dedicated team of full-time and part-time employees provides a full suite of services to residents and local businesses.

To monitor its progress in meeting residents' needs, the City engages its residents on a daily basis and receives periodic *subjective* feedback regarding performance, planning and policy matters. Although these informal feedback mechanisms are a valuable source of information for the City in that they provide timely and accurate information about the opinions of specific residents, it is important to recognize that they do not necessarily provide an accurate picture of the community as a whole. For the most part, informal feedback mechanisms rely on the resident to initiate feedback, which creates a self-selection bias. The City receives feedback only from those residents who are motivated enough to initiate the feedback process. Because these residents tend to be those who are either very pleased or very displeased regarding a particular issue, their collective opinions are not necessarily representative of the City's resident population as a whole.

PURPOSE OF STUDY   The motivation for the current study was to design and employ a methodology that would avoid the self-selection bias noted above and thereby provide the City with a *statistically reliable* understanding of its residents' satisfaction, priorities and concerns as they relate to services, facilities and policies provided by the City. Ultimately, the survey results and analyses presented in this report will provide Council and staff with information that can be used to make sound, strategic decisions in a variety of areas, including performance measurement, planning, priority-setting, and budgeting.

To assist in this effort, the City selected True North Research to design the research plan and conduct the study. Broadly defined, the study was designed to:

· Identify key issues of importance for residents, as well as their perceptions of the quality of life in Chula Vista.

· Measure residents' overall satisfaction with the City's efforts to provide municipal services.

· Identify how residents prioritize among a variety of services, facilities and projects that could be funded in the future.

· Evaluate perceptions of local government and customer service.

· Determine satisfaction with (and perceived effectiveness of) the City's communication with residents.

· Collect additional background and demographic data that is relevant to understanding residents' perceptions, needs, and interests.

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1. Source: California Department of Finance estimate.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 27). In brief, a total of 400 randomly selected registered voters participated in the survey between February 5 and February 12, 2014. Telephone interviews were conducted in English or Spanish according to the respondent's preference, and the average interview lasted 15 minutes.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report and a complete set of crosstabulations for the survey results is contained in Appendix A, which is bound separately.

ACKNOWLEDGEMENTS True North thanks the City of Chula Vista for the opportunity to assist the city in this important effort. A special thanks also to city staff, as well as Jared Boigon and Amanda Brown-Stevens of TBWB, for providing their valuable input during the design stage of this study. Their collective expertise, local knowledge, and insight improved the overall quality of the research presented here.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the City of Chula Vista. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, organizational development, establishing fiscal priorities, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 800 survey research studies for public agencies, including more than 300 studies for California municipalities and special districts.

JUST THE FACTS

The following is an outline of the main factual findings from the resident survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, to learn more about a particular finding, simply turn to the appropriate report section.

QUALITY OF LIFE

- The vast majority (87%) of respondents shared favorable opinions of the quality of life in Chula Vista, with 34% reporting it is excellent and 53% stating it is good. Just 12% of residents indicated that the quality of life in the city is fair, and less than 1% of residents used poor or very poor to describe the quality of life in Chula Vista.

- When asked in an open-ended manner what the City could change to make Chula Vista a better place to live, approximately one-quarter of respondents (26%) were either unsure (17%) or indicated they desired no changes from the City (9%). Regarding specific suggestions, improving street and road repair/maintenance (11%), improving public safety (11%), and improving the quality of education in local schools (9%) were the most common mentions.

- When presented with a list of specific issues and asked to rate the importance of each, maintaining the quality of education in local schools received the highest percentage of respondents indicating that the issue was either extremely or very important (93%), followed by creating jobs and improving the local economy (93%), protecting the supply of water (93%), reducing crime and gang activity (86%), and maintaining the quality of city services, facilities and infrastructure (79%).

- Reducing traffic congestion (71%), improving local property values (70%), and preventing local tax increases (69%) were viewed as somewhat less important.

CITY SERVICES & PRIORITIES

- More than four-in-five Chula Vista residents (83%) indicated they were either very satisfied (36%) or somewhat satisfied (47%) with the City's efforts to provide municipal services. Just 13% of respondents indicated that they were dissatisfied with the City's overall performance, and an additional 5% indicated that they were unsure or unwilling to share their opinion.

- Overall, 30% of resident voters perceived that the City has a great need for additional money to provide services and facilities to residents, and an additional 48% felt that the City's need for additional money was moderate. Approximately 16% perceived that the City has little or no need for additional money for these purposes, whereas 6% were unsure.

- When provided with an opportunity to prioritize among a list of programs and projects that could receive funding in the future, improving fire protection and paramedic services was assigned the highest priority (94% high or medium priority), followed closely by improving response times for 9-1-1 emergencies (92%), improving the repair and maintenance of city streets (91%), building water recycling systems to catch, clean-up, and reuse rainwater run-off to irrigate landscapes and preserve clean drinking water (91%), and repairing sidewalks, curbs and gutters where needed (90%).

- At the other end of the spectrum, resident voters viewed trimming street trees on a regular basis (68%), adding new parks, sports fields, and recreation facilities (68%), and expanding services for seniors (75%) as lower priorities.

LOCAL GOVERNANCE

· Overall, 78% of residents with an opinion agreed that the City is responsive to residents' needs and 75% said that they trust the City of Chula Vista.

· The levels of agreement were somewhat lower with regard to the City managing its finances well (63%) and listening to residents when making important decisions (71%).

· Sixteen percent (16%) of respondents claimed they are very attentive to matters of local government, 53% somewhat attentive, and 19% slightly attentive. An additional 11% of respondents stated they do not pay any attention to the activities of the City of Chula Vista

· Approximately one-third (32%) of respondents indicated they had been in contact with City of Chula Vista staff in the past 12 months.

· More than nine-in-ten residents who had contacted city staff during the prior 12 months rated staff as helpful (94%), professional (94%), and accessible (95%).

COMMUNICATION

· Overall, 73% of respondents indicated they were satisfied with the City's efforts to communicate with residents through newsletters, the Internet, television, and other means. The remaining respondents were either dissatisfied with the City's efforts in this respect (23%) or unsure of their opinion (4%).

· The most frequently cited source for city-related information was the Internet in general (48%), followed by television news (38%), and the *U-T San Diego* (25%). All other individual sources were mentioned by fewer than 10% of respondents, including the *Star News* (9%), City Newsletters (9%), and the City's website (7%).

· Half (49%) of residents surveyed indicated that they had visited the City's website at least once during the 12 months preceding the interview.

· When asked to rate various city-resident communication channels in terms of their effectiveness, respondents indicated that the City's website was the most effective channel (81% very or somewhat effective), followed by an online form that solicits and collects resident feedback on current topics (80%), and postcards, letters, and newsletters mailed to the home (i.e., direct mail) (78%).

· More than two-thirds of residents also indicated that Townhall meetings (75%), televised Council meetings (73%), email (72%), and advertisements in local papers (69%) would be effective channels for the City to communicate with them.

· Although fewer residents indicated that social media like Facebook or Twitter (64%) and a City blog (60%) were effective methods of communication, a majority still viewed these channels as at least somewhat effective.

C O N C L U S I O N S

As noted in the *Introduction*, this study was designed to provide the City of Chula Vista with a statistically reliable understanding of its residents' satisfaction, priorities and needs as they relate to services and facilities provided by the City. As such, it can provide the City with information needed to make sound, strategic decisions in a variety of areas—including service improvements and enhancements, measuring and tracking internal performance, budgeting, and planning. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the collective results of the survey answer some of the key questions that motivated the research.

The following conclusions are based on the True North's interpretations of the results, as well as the firm's collective experience conducting hundreds of similar studies for cities throughout the State.

How do residents view the quality of life and quality of municipal services and facilities in Chula Vista?

Chula Vista residents have a high opinion of the quality of life in the City. Nearly nine-in-ten residents (87%) rated the quality of life in Chula Vista as either excellent or good, and this perception was also widely shared among resident subgroups. Regardless of how long they had lived in Chula Vista, age, partisanship, presence of a child in the home, household income, gender and other characteristics, at least 75% of respondents in *every* subgroup rated the quality of life in the city as at excellent or good.

Mirroring residents' high opinions of the quality of life in the City were their perceptions of the City's overall performance in providing municipal services and facilities. More than four-in-five Chula Vista residents (83%) indicated they were either very satisfied (36%) or somewhat satisfied (47%) with the City's efforts to provide municipal services. On this topic as well, residents displayed striking consistency in their opinions. At least 73% of respondents in every subgroup indicated that they were generally satisfied with the city's performance in providing municipal services.

What issues and improvements do residents view as priorities?

In addition to measuring current levels of satisfaction with the City's performance, one of the goals of this study was identify ways the City can be improved from residents' perspectives. Considering the detailed list of priorities for future city funding provided in the body of this report (see *Funding Priorities* on page 13) and residents' open-ended responses about ways that the City can improve the quality of life in the city (see *Ways to Improve Quality of Life* on page 8), it is clear that residents prioritize public safety (improving fire protection, paramedic, police and 9-1-1 services), public works (repairing and maintaining streets, sidewalks, curbs and gutters), and innovative resource management projects (building water recycling systems to catch, clean-up, and reuse rainwater run-off to irrigate landscapes and preserve clean drinking water). To the

extent these projects and services can help create jobs and improve the local economy, they also align well with residents' great interest in economic development.

Is there an opportunity to improve City-resident communication?

Chula Vista residents are generally satisfied with the City's efforts to communicate with them through newsletters, the Internet, television, and other means. Overall, 73% indicated that they were satisfied with the City's efforts in this respect, and opinions on this matter were also consistent across resident subgroups.

Although current levels of satisfaction are respectable, the survey also revealed clear opportunities to enhance city-resident communication in the near future. In True North's experience, a high level of satisfaction relative to a city's communication efforts is generally associated with and likely caused by a greater reliance among residents on city-sponsored sources of information such as newsletters, websites, and related publications. One of the striking patterns in the survey is that Chula Vista residents are primarily relying on *secondary* sources including the Internet, television news, and *U-T San Diego* rather than city-sponsored sources and publications. In fact, just 9% of residents cited city newsletters and 8% the City's website when asked what information sources they currently use to find out about City of Chula Vista news, events and programs.

To the extent that the City can increase readership of city newsletters and direct mail, attract more frequent visits to the City's website, and enhance other communications efforts, it will substantially improve not only residents' satisfaction with the City's communication efforts, but also their knowledge and understanding of City issues, activities and important infrastructure challenges. The survey provides guidance as to the specific communication channels that residents view as most effective, as well as how these perceptions vary across subgroups (see *Communication Preferences* on page 24).

QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents' perceptions of the quality of life in Chula Vista, as well as their ideas for what the city government could do to improve the quality of life in the city—now and in the future.

OVERALL QUALITY OF LIFE At the outset of the interview, respondents were asked to rate the quality of life in the city using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, the vast majority (87%) of respondents shared favorable opinions of the quality of life in Chula Vista, with 34% reporting it is excellent and 53% stating it is good. Just 12% of residents indicated that the quality of life in the city is fair, and less than 1% of residents used poor or very poor to describe the quality of life in Chula Vista.

Question 2 *How would you rate the overall quality of life in Chula Vista? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 1 QUALITY OF LIFE
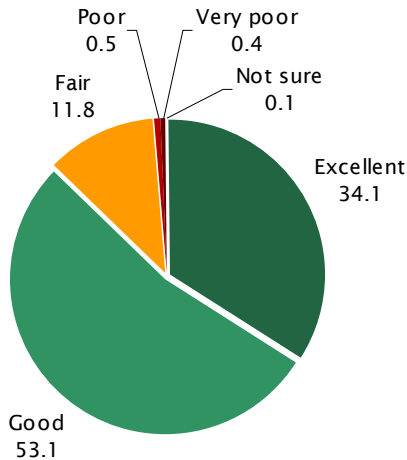
For the interested reader, Figures 2 and 3 show how ratings of the quality of life in the city varied by years of residence in Chula Vista, age, partisanship, presence of a child in the home, household income, and gender. Although there were variations between subgroups (most notably by household income), at least 75% of respondents in every subgroup rated the quality of life in the city as excellent or good.

FIGURE 2 QUALITY OF LIFE BY YEARS IN CHULA VISTA, AGE & PARTY
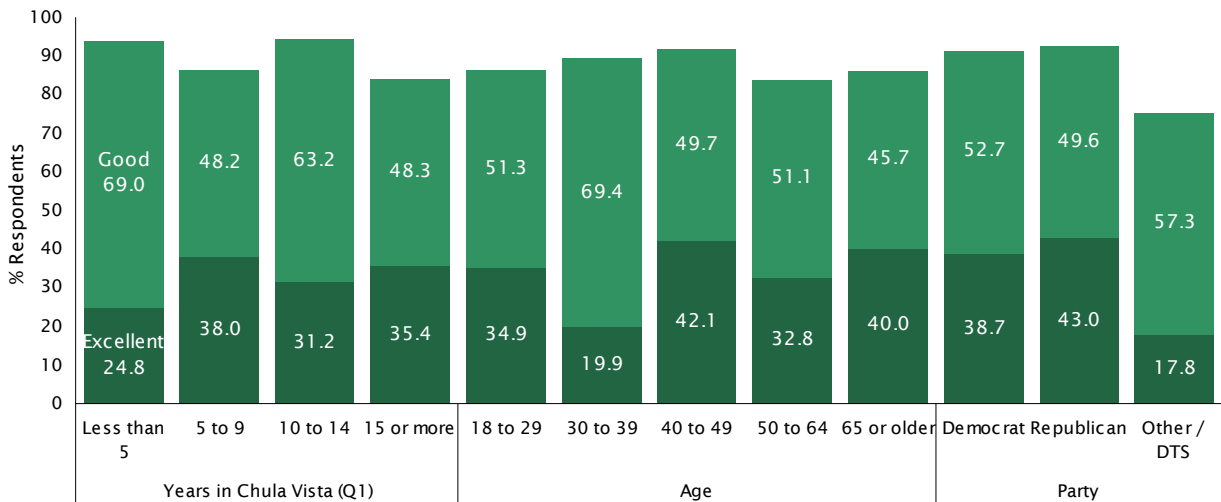
FIGURE 3 QUALITY OF LIFE BY CHILD IN HSLD, HSLD INCOME & GENDER
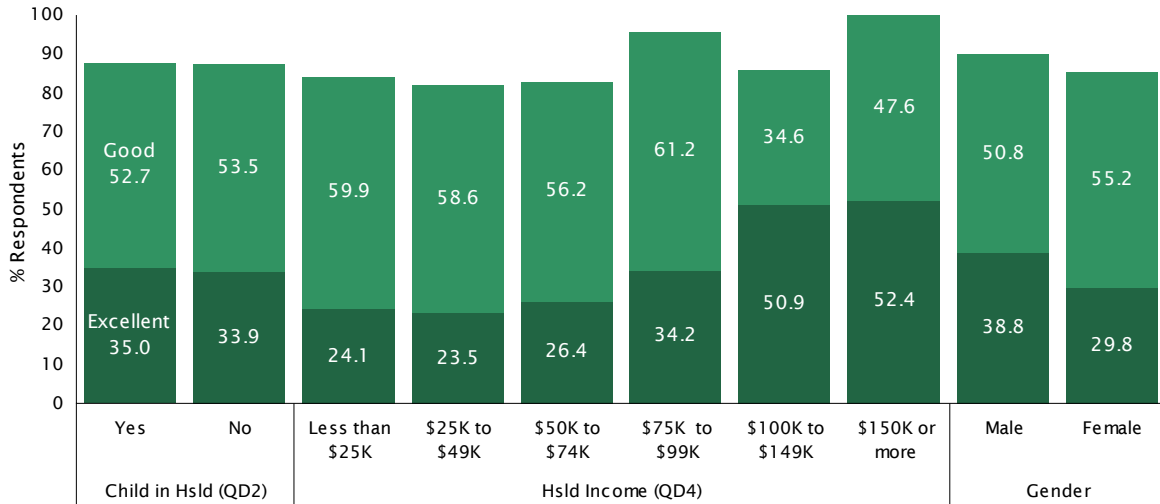
WAYS TO IMPROVE QUALITY OF LIFE   Respondents were next asked to indicate one thing the city government could change to make Chula Vista a better place to live, now and in the future. This question was asked in an open-ended manner, which allowed respondents to mention any improvement that came to mind without being prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 4.

Question 3   *If the city government could change one thing to make Chula Vista a better place to live now and in the future, what change would you like to see?*

FIGURE 4 CHANGES TO IMPROVE CHULA VISTA
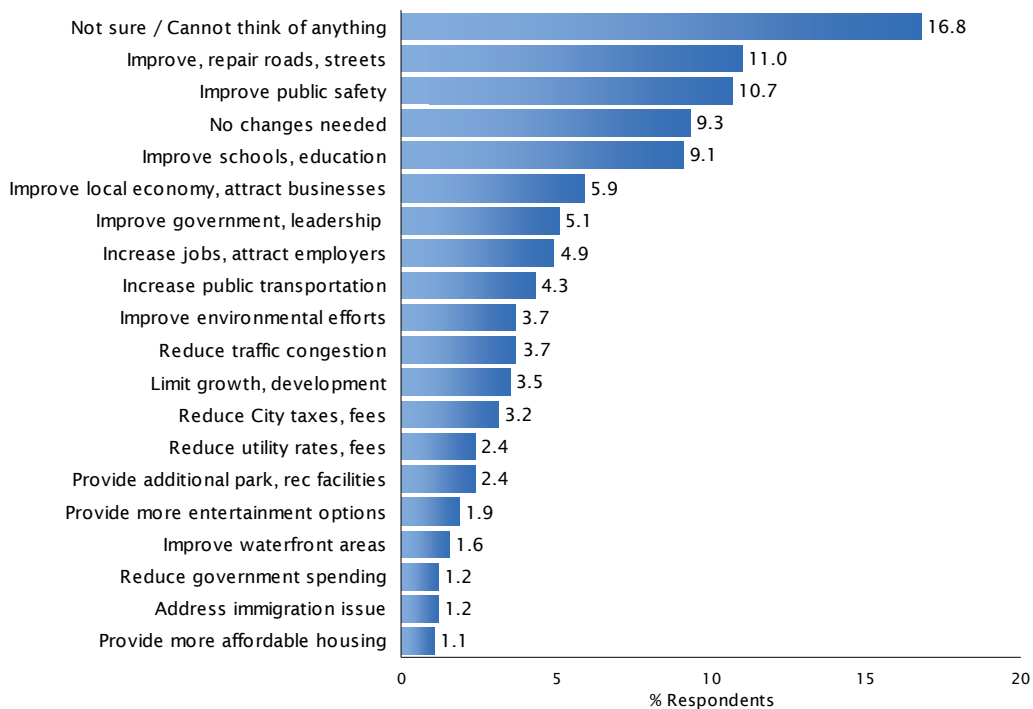
Approximately one-quarter of respondents (26%) were either unsure of a change that would make Chula Vista a better place to live (17%) or indicated they desired no changes from the City (9%). Regarding specific suggestions, improving street and road repair/maintenance (11%), improving public safety (11%), and improving the quality of education in local schools (9%) were the most common mentions.

**IMPORTANCE OF ISSUES**   Whereas Question 3 asked respondents in an open-ended manner to identify changes they felt would improve the quality of life in Chula Vista, Question 4 presented respondents with the list of specific issues shown on the left of Figure 5 and asked that they rate each issue in terms of its importance. Because the same response scale was used for each issue, the results provide an insight into how important each issue is on a scale of importance *as well as* how each issue ranks in importance relative to the other issues tested. To avoid a systematic position bias, the order in which the issues were read to respondents was randomized for each respondent.

Figure 5 presents each issue tested, as well as the importance assigned to each issue by survey participants, sorted by order of importance.[2] Overall, maintaining the quality of education in local schools received the highest percentage of respondents indicating that the issue was either extremely or very important (93%), followed by creating jobs and improving the local economy (93%), protecting the supply of water (93%), reducing crime and gang activity (86%), maintaining the quality of city services, facilities and infrastructure (79%), and protecting the environment (77%). Reducing traffic congestion (71%), improving local property values (70%), and preventing local tax increases (69%) were viewed as somewhat less important.

Question 4   *Next, I'm going to read a list of issues facing your community and for each one, please tell me how important you feel the issue is to you, using a scale of extremely important, very important, somewhat important or not at all important.*

FIGURE 5 IMPORTANCE OF ISSUES
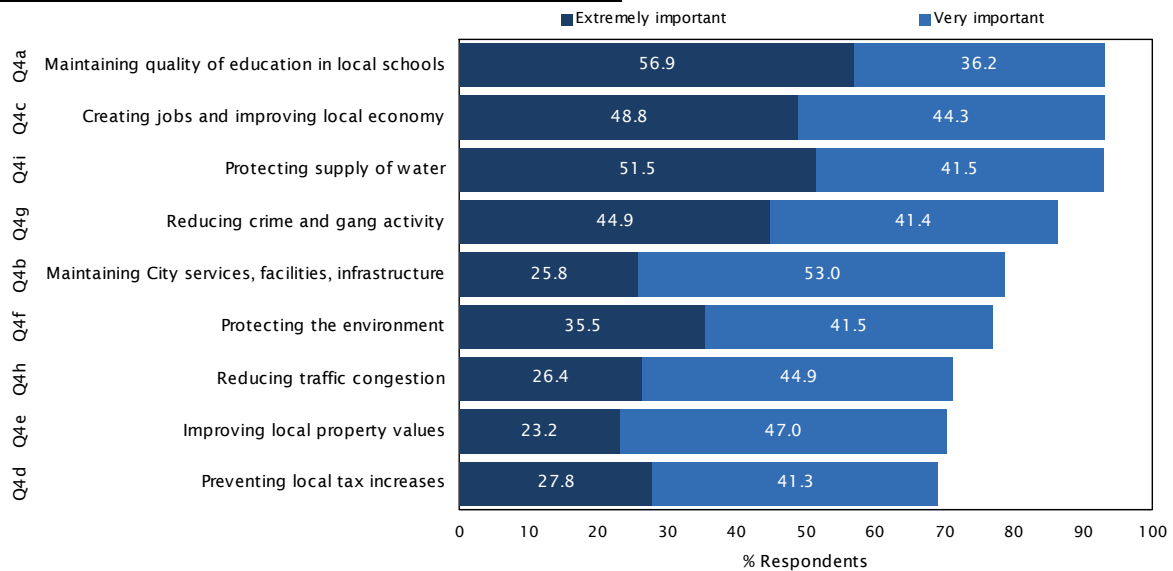
2. Issues were ranked based on the percentage of respondents who indicated that the issue was either *extremely* important or *very* important.

CITY SERVICES & PRIORITIES

After measuring respondents' perceptions of the quality of life in Chula Vista, the survey next turned to assessing their opinions about the City's performance in providing municipal services, their perceptions of the City's need for additional revenue, as well as residents' priorities for future city spending.

OVERALL SATISFACTION   The first question in this series asked respondents to indicate if, overall, they were satisfied or dissatisfied with the job the City of Chula Vista is doing to provide municipal services and facilities. Because this question does not reference a specific program, facility, or service and requested that the respondent consider the City's performance in general, the findings of this question may be regarded as an *overall performance rating* for the City.

Question 5   *Generally speaking, are you satisfied or dissatisfied with the job the City of Chula Vista is doing to provide city services and facilities?*

FIGURE 6 OVERALL SATISFACTION
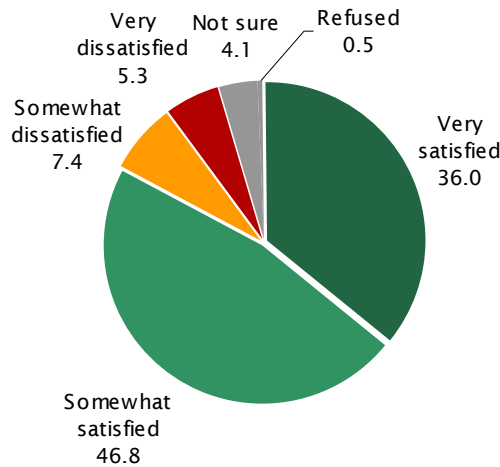
As shown in Figure 6, more than four-in-five Chula Vista residents (83%) indicated they were either very satisfied (36%) or somewhat satisfied (47%) with the City's efforts to provide municipal services and facilities. Just 13% of respondents indicated that they were dissatisfied with the City's overall performance, and an additional 5% indicated that they were unsure or unwilling to share their opinion.

Figures 7 and 8 on the next display how the percentage of respondents who were satisfied with the City's overall performance varied across a host of demographic subgroups. The most striking pattern in the figures is that the high level of satisfaction expressed by residents as a whole was also generally shared by all subgroups. At least 73% of respondents in every subgroup indicated that they were generally satisfied with the city's performance in providing municipal services.

FIGURE 7 OVERALL SATISFACTION BY YEARS IN CHULA VISTA, AGE & PARTY
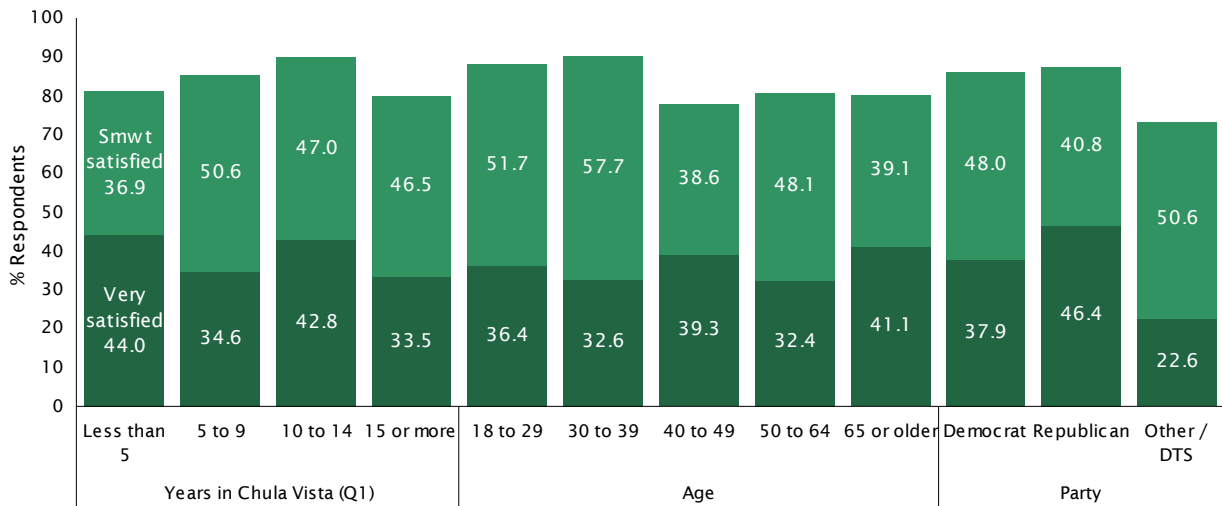
FIGURE 8 OVERALL SATISFACTION BY CHILDREN IN HSLD, HSLD INCOME & GENDER
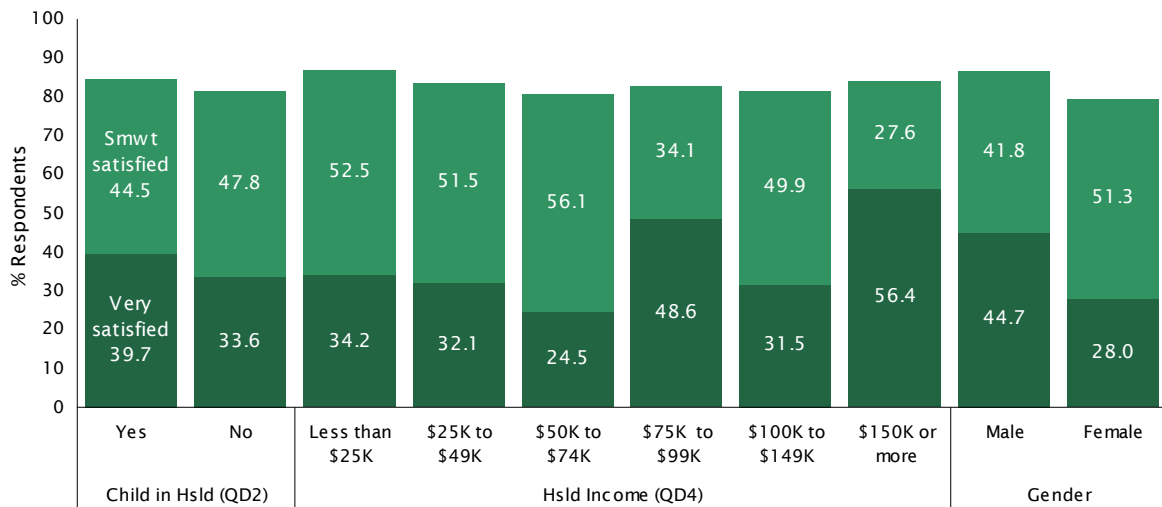
NEED FOR ADDITIONAL MONEY   All respondents were next queried about the City's need for additional money to provide services and facilities to residents. Overall, 30% of voters perceived that the City has a great need for additional money for this purpose, and an additional 48% felt that the City's need for additional money was moderate (see Figure 9 on next page). Approximately 16% perceived that the City has little or no need for additional money to provide services and facilities to residents, and 6% were unsure. Figures 10 and 11 display how percep-tions of the City's need for additional money to provide services and facilities to residents varied across key subgroups.

Question 6 *How would you rate the City's need for additional money to provide services and facilities to residents? Would you say it has a great need, moderate need, little need, or no need?*

FIGURE 9 NEED FOR ADDITIONAL MONEY
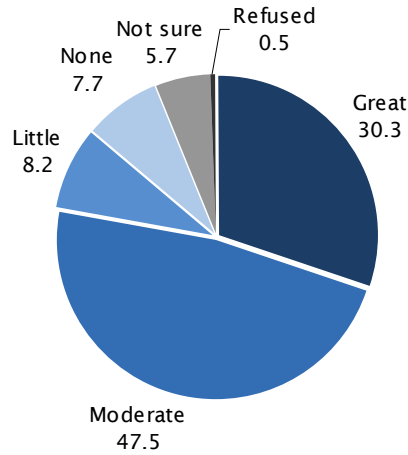
FIGURE 10 NEED FOR ADDITIONAL MONEY BY YEARS IN CHULA VISTA, AGE & PARTY
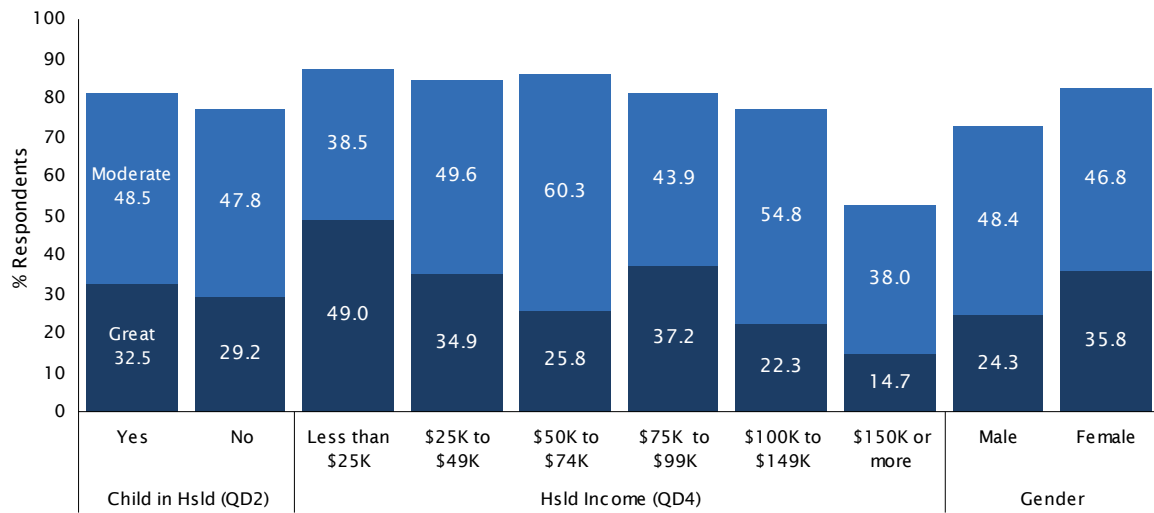
FUNDING PRIORITIES   It is often the case that residents' desires for public facilities and programs exceed a city's financial resources. In such cases, a city must prioritize projects and programs based upon a variety of factors, including the preferences and needs of residents.

Question 7 was designed to provide Chula Vista with a reliable measure of how resident voters, as a whole, prioritize a variety of projects and programs to which the City could allocate resources in the future. The format of the question was straightforward: after informing respondents that the City does not have the financial resources to fund *all* of the projects and programs that may be desired by residents, respondents were asked whether each project or program shown in Figure 12 should be a high, medium, or low priority for future city spending—or if the City should not spend money on the project at all. To encourage a sense of competition, respondents were instructed that not all of the projects and programs could be high priorities.

The projects and programs are sorted in Figure 12 from high to low based on the percentage of respondents who indicated that an item was *at least* a medium priority for future city spending. Among the projects and programs tested, improving fire protection and paramedic services was assigned the highest priority (94% high or medium priority), followed closely by improving response times for 9-1-1 emergencies (92%), improving the repair and maintenance of city streets (91%), building water recycling systems to catch, clean-up, and reuse rainwater runoff to irrigate landscapes and preserve clean drinking water (91%), and repairing sidewalks, curbs and gutters where needed (90%).

At the other end of the spectrum, resident voters viewed trimming street trees on a regular basis (68%), adding new parks, sports fields, and recreation facilities (68%), and expanding services for seniors (75%) as lower priorities.

Question 7 *The City of Chula Vista has the financial resources to provide some of the services, facilities and projects desired by residents. Because it can't fund every project, however, the City must set priorities. As I read the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for city spending. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities.*

FIGURE 12 SPENDING PRIORITIES
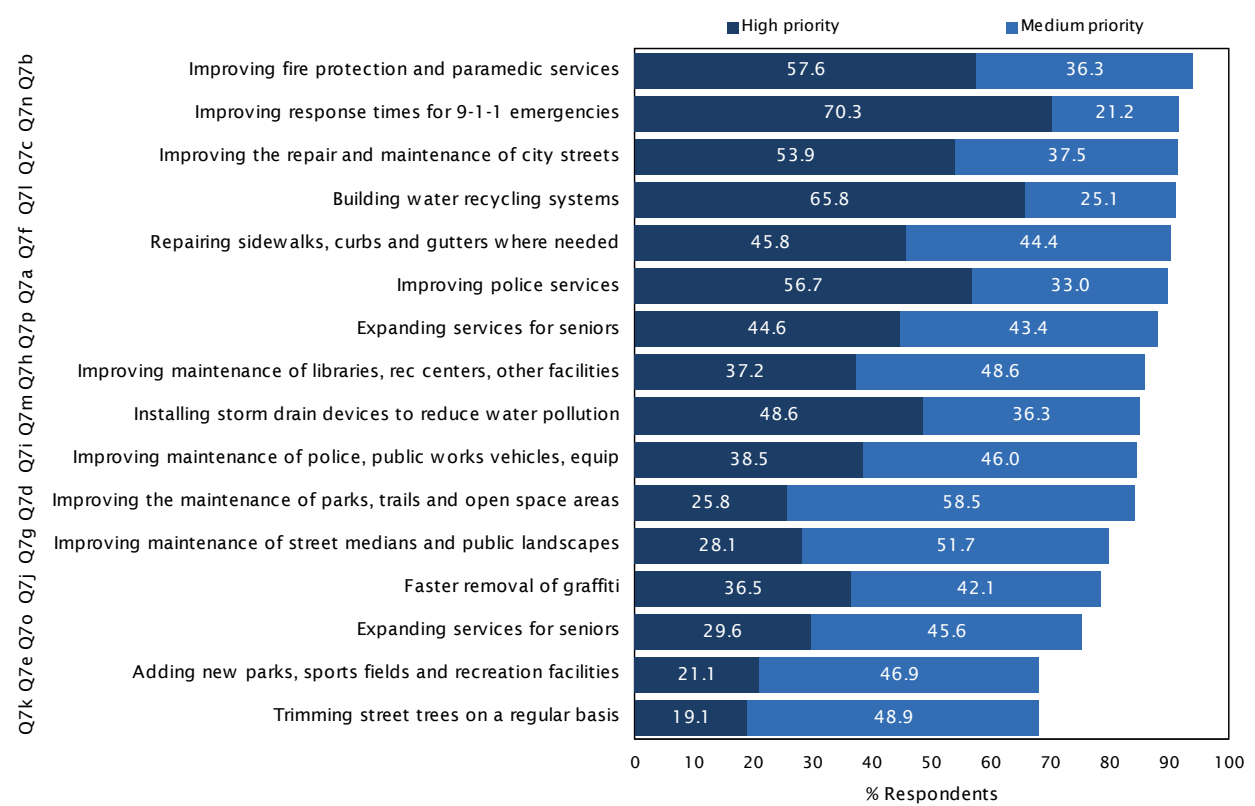
LOCAL GOVERNANCE

Although much of the survey focused on residents' satisfaction with the City's efforts to provide specific services, like other progressive cities Chula Vista recognizes there is more to good local governance than simply providing satisfactory services. Do residents perceive that the City is accessible and responsive to residents' needs? Do residents feel that staff serves their needs in a professional manner? How well do residents trust the City, and do they view the City as fiscally responsible? Answers to questions like these are as important as service or policy-related questions in measuring the City's performance in meeting residents' needs. Accordingly, they were the focus of the next section of the interview.

PERCEPTIONS OF CITY GOVERNMENT   The first question in this series was designed to profile respondents' perceptions of city government on a variety of dimensions, including fiscal responsibility and responsiveness. For each of the four statements shown in truncated form along the bottom of Figure 13, respondents were asked whether they agreed or disagreed with the statement, or if they had no opinion. The percentages shown in the bars are among those who provided an opinion, whereas the percentages shown in brackets below the column labels indicate the percentage of respondents who had an opinion.

Overall, 78% of residents with an opinion agreed that the City is responsive to residents' needs and 75% said that they trust the City of Chula Vista. The levels of agreement were somewhat lower with regard to the City managing its finances well (63%) and listening to residents when making important decisions (71%).

Question 8   *Next, I'm going to read you a series of statements about the City of Chula Vista. For each, I'd like you to tell me whether you agree or disagree with the statement.*

FIGURE 13 AGREEMENT WITH STATEMENT ABOUT CHULA VISTA
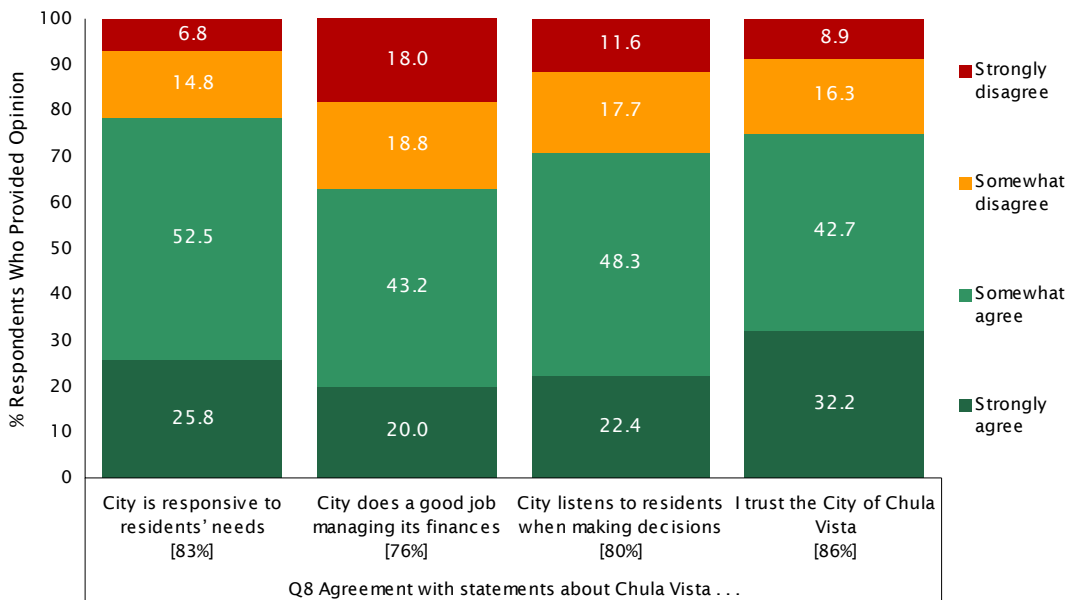
ATTENTION PAID TO YOUR CITY GOVERNMENT   The next question in this series asked respondents to rate how attentive they are to the issues, decisions, and activities of the Chula Vista city government using a scale of very attentive, somewhat attentive, slightly attentive, or not at all attentive. Overall, 16% of respondents claimed they are very attentive to matters of local government, 53% somewhat attentive, and 19% slightly attentive. An additional 11% of respondents stated they do not pay any attention to the activities of the City of Chula Vista (see Figure 14).

Question 9   *How much attention do you pay to the issues, decisions and activities of your City government? Would you say that you are very attentive, somewhat attentive, slightly attentive, or not at all attentive?*

FIGURE 14 ATTENTION PAID TO CITY ISSUES, DECISIONS & ACTIVITIES
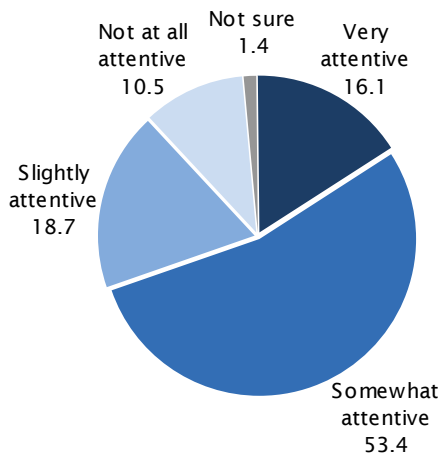
Figures 15 and 16 display how attentiveness to local government differed across a variety of demographic subgroups. In general, those between the ages of 30 and 49, Republicans, and residents whose households earn between $50,000 and $99,999 annually were somewhat more likely than their respective counterparts to state they are at least somewhat attentive to the issues, decisions, and activities of the Chula Vista city government.

FIGURE 15 ATTENTION PAID TO CITY ISSUES, DECISIONS & ACTIVITIES BY YEARS IN CHULA VISTA, AGE & PARTY
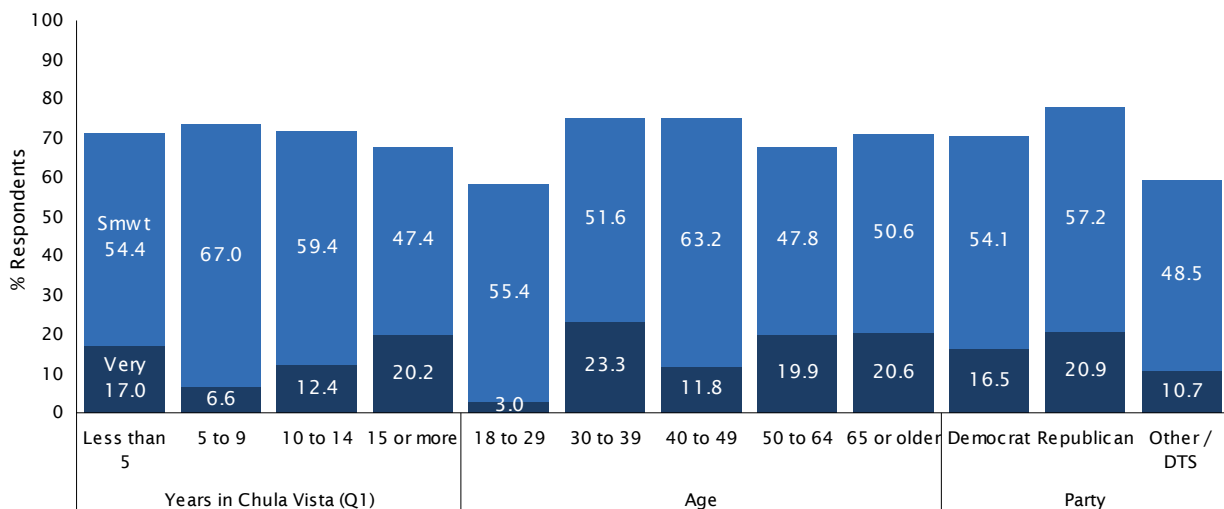
FIGURE 16 ATTENTION PAID TO CITY ISSUES, DECISIONS & ACTIVITIES BY CHILD IN HSLD, HSLD INCOME & GENDER
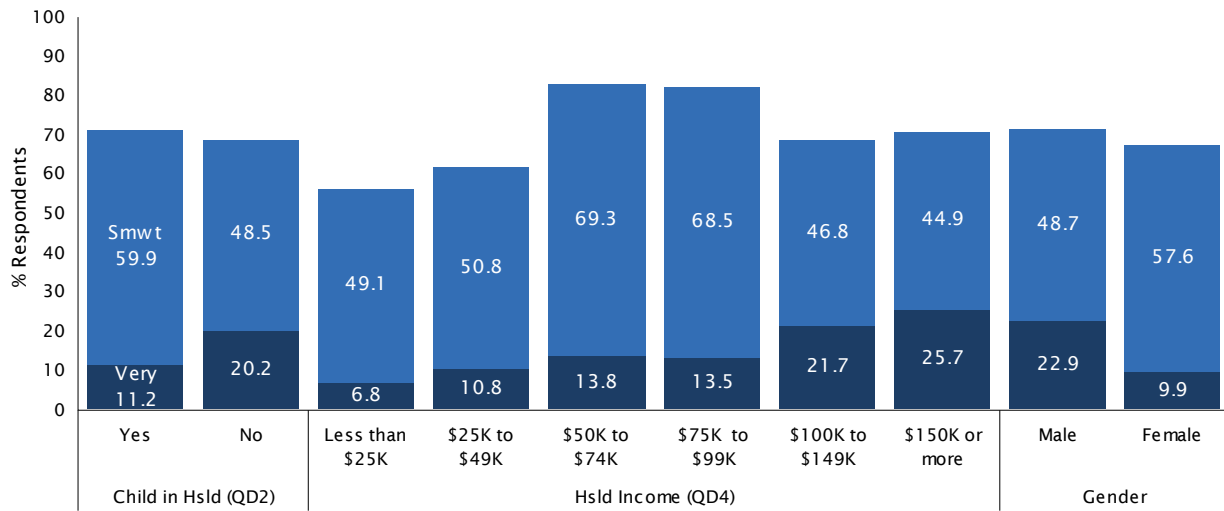
CITY STAFF   The next question in this series asked if the respondent had been in contact with City of Chula Vista staff in the 12 months prior to the interview. As shown in Figure 17, 32% of respondents indicated they had been in contact with city staff in the past 12 months. When compared to their respective counterparts, those who had lived in the city between 10 and 14 years, those over the age of 39, residents with children in the home, high-income earners, and males were the most likely to report having had contact with city staff during the period of interest (see Figures 18 and 19).

Question 10   *In the past 12 months, have you been in contact with staff from the City of Chula Vista?*

FIGURE 17 CONTACT WITH CITY STAFF IN PAST 12 MONTHS

Not sure
0.8

Yes, contact with staff
31.5

No contact with staff
67.7
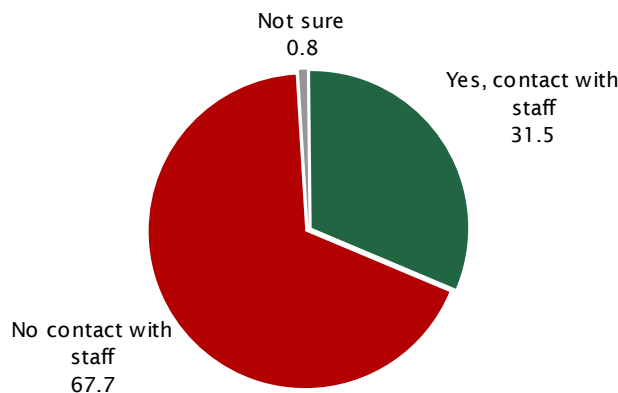
FIGURE 18 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY YEARS IN CHULA VISTA, AGE & PARTY
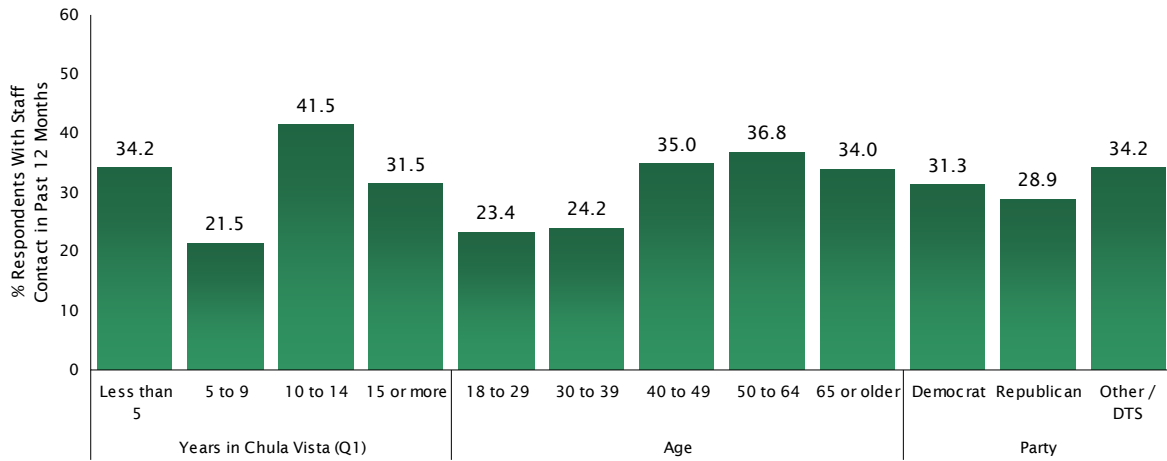
FIGURE 19 CONTACT WITH CITY STAFF IN PAST 12 MONTS BY CHILD IN HSLD, HSLD INCOME & GENDER
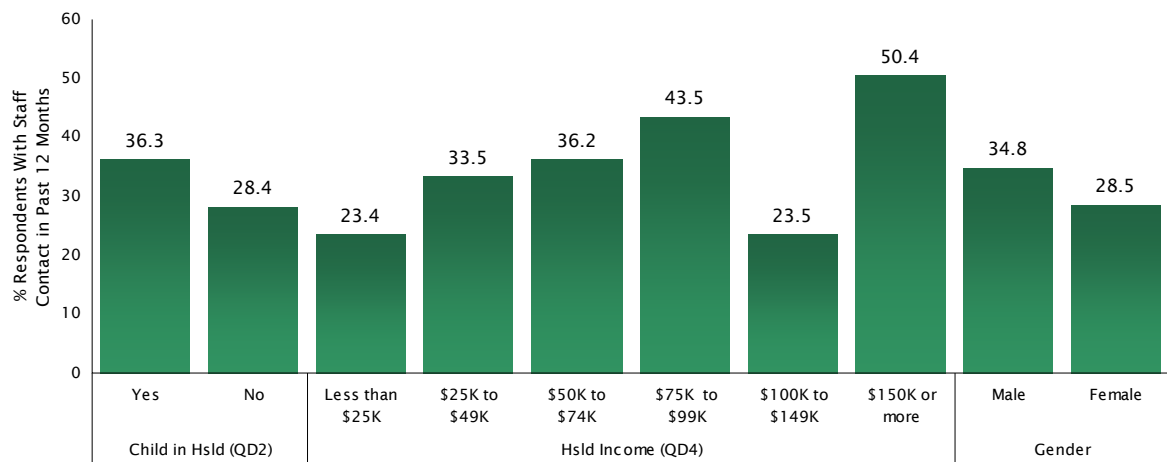
CUSTOMER SERVICE   The final question in this series asked respondents who had contact with city staff in the past 12 months to rate city staff on three dimensions: helpfulness, professionalism, and accessibility. As displayed in Figure 20 on the next page, Chula Vista residents rated city staff high on all three dimensions tested, with more than nine-in-ten residents rating staff as helpful (94%), professional (94%), and accessible (95%).

Question 11 *In your opinion, was the staff at the City very _____, somewhat _____, or not at all _____.*

FIGURE 20 PERCEPTION OF CITY STAFF
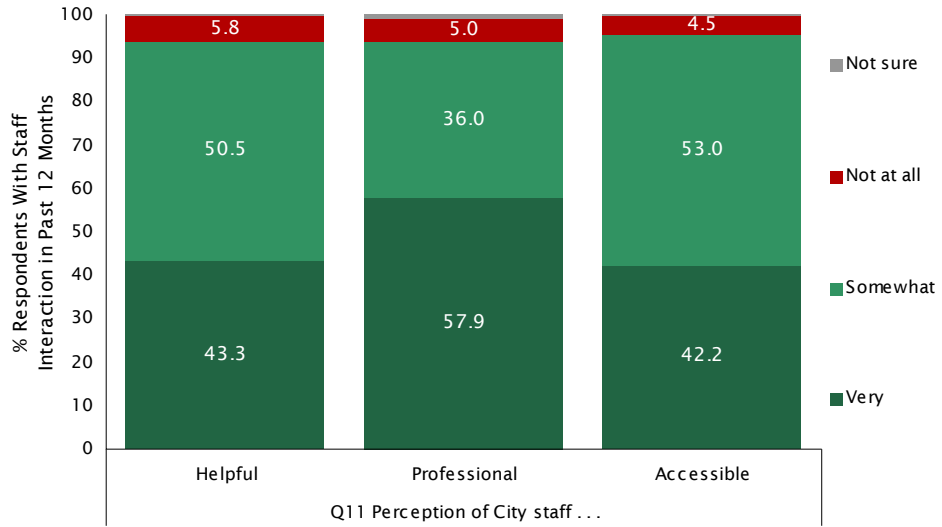
C OMMUNICATION

The importance of city-resident communication cannot be overstated. Much of a city's success is shaped by the quality of information that is exchanged in both directions, from the city to its residents and vice-versa. This study is just one example of Chula Vista's efforts to enhance the information flow *to* the City to better understand citizens' concerns, perceptions, and needs. In this section of the report, we present the results of a variety of communication-related questions.

OVERALL SATISFACTION   Question 12 of the survey asked residents to report their satisfaction with city-resident communication in the City of Chula Vista. Overall, 73% of respondents indicated they were satisfied with the City's efforts to communicate with residents through newsletters, the Internet, television, and other means. The remaining respondents were either dissatisfied with the City's efforts in this respect (23%) or unsure of their opinion (4%).

Question 12   *Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, television, and other means?*

FIGURE 21 SATISFACTION WITH COMMUNICATION
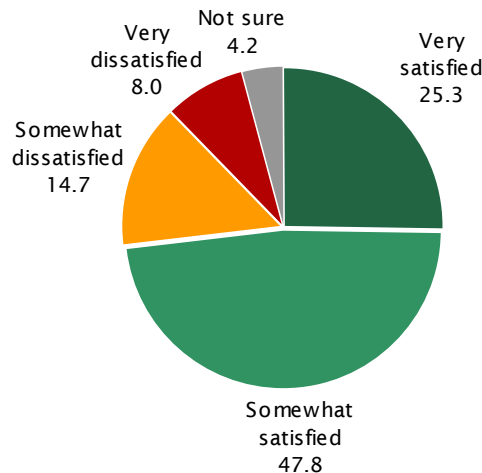
The next two figures display how overall satisfaction with the City's efforts to communicate with residents varied by years of residence in Chula Vista, age, partisanship, presence of a child in the home, household income, and gender. Although the results did vary somewhat across subgroups, its worth noting that at least 62% of respondents in *all* subgroups provided satisfactory ratings for the City's communication efforts.

FIGURE 22 SATISFACTION WITH COMMUNICATION BY YEARS IN CHULA VISTA, AGE & PARTY
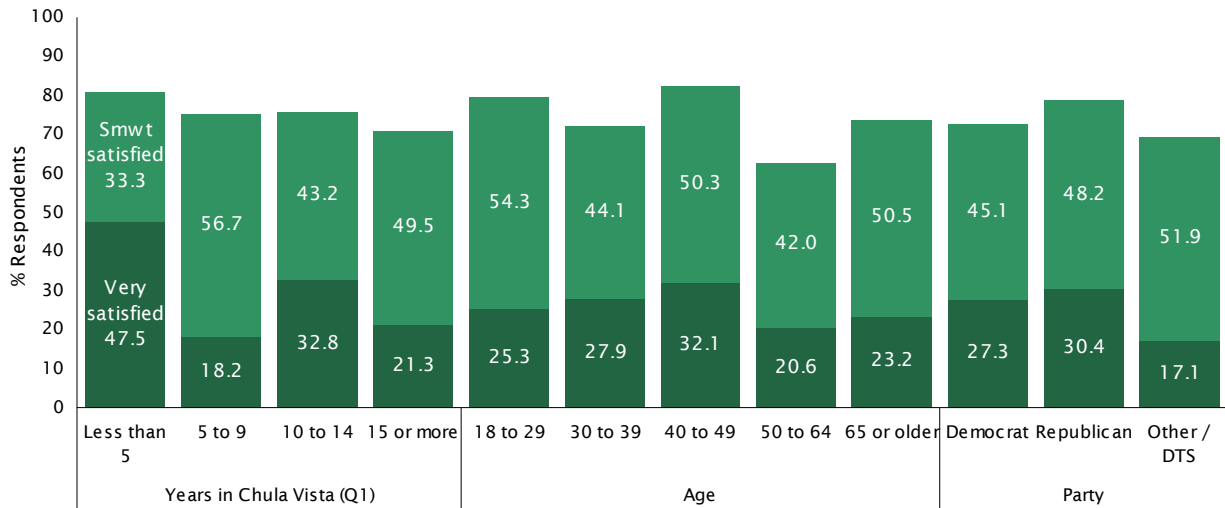
FIGURE 23 SATISFACTION WITH COMMUNICATION BY CHILD IN HSLD, HSLD INCOME & GENDER
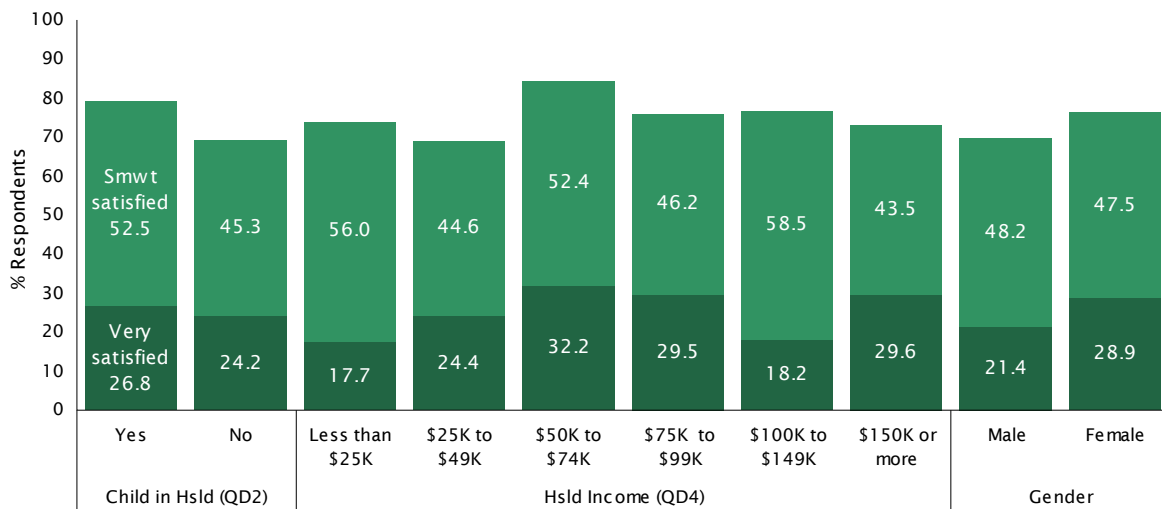
SOURCES OF INFORMATION   To help the City identify the most effective means of communicating with residents, it is helpful to understand what information sources they currently rely on for this type of information. In an open-ended manner, residents were asked to list the information sources they typically use to find out about City of Chula Vista news, events, and programs. Because respondents were allowed to provide up to three sources, the percentages shown in Figure 24 on the next page represent the percentage of residents who mentioned a particular source, and thus sum to more than 100.

The most frequently cited source for city-related information was the Internet in general (48%), followed by television news (38%), and the *U-T San Diego* (25%). All other individual sources were mentioned by fewer than 10% of respondents, including the *Star News* (9%), City Newsletters (9%), and the City's website (7%). For the interested reader, Table 1 displays the most frequently-cited sources of city-related information according to the respondent's overall satisfaction with the City's performance in providing municipal services and age.

Question 13 *What information sources do you use to find out about City of Chula Vista news, events, and programs?*

FIGURE 24 CITY INFORMATION SOURCES
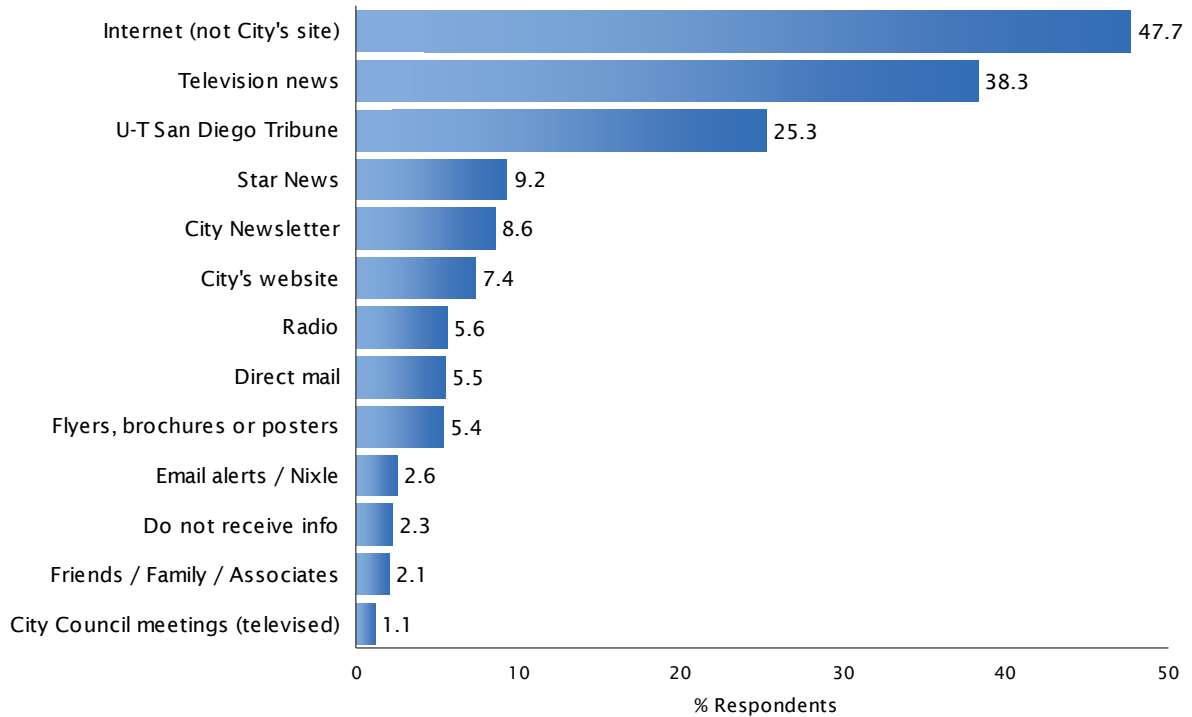
TABLE 1 CITY INFORMATION SOURCES BY OVERALL SATISFACTION & AGE

	Overall Satisfaction (Q5)		Age (QD1)				
	Satisfied	Dissatisfied	18 to 29	30 to 39	40 to 49	50 to 64	65 or older
Internet (not City's site)	47.3	55.7	66.2	59.1	61.4	38.7	18.9
Television news	39.8	33.7	26.0	34.9	39.0	42.4	44.4
U-T San Diego Tribune	25.1	25.8	27.5	14.4	18.2	28.2	36.5
Star News	8.6	15.8	1.8	0.0	11.1	12.9	16.3
City Newsletter	8.2	8.7	4.8	9.8	11.8	9.7	5.6
City's website	7.4	10.2	9.7	6.0	7.1	9.1	4.4
Radio	5.6	3.9	7.8	6.0	3.6	5.6	4.9
Direct mail	6.3	2.4	1.8	15.8	1.8	6.0	2.8
Flyers, brochures or posters	5.0	9.9	10.4	3.7	5.7	6.7	0.0
Email alerts / Nixle	3.0	0.9	0.0	0.0	4.6	4.1	3.0
Do not receive info	1.9	1.7	3.0	2.3	1.8	0.7	4.6
Friends / Family / Associates	2.0	1.5	1.8	0.0	0.0	4.5	2.8
City Council meetings (TV)	0.8	3.6	0.0	0.0	0.0	2.0	3.2

CITY WEBSITE   Respondents were next asked whether they had visited the City of Chula Vista's website in the past 12 months. As shown in Figure 25 on the next page, half (49%) of residents indicated that they had visited the site during this period. Recent use of the City's website was related to length of residence, age, the presence of a child in the home, and household income (see Figures 26 & 27).

Question 14 *In the past 12 months, have you visited the City's website?*

FIGURE 25 CITY WEBSITE VISIT IN PAST 12 MONTHS
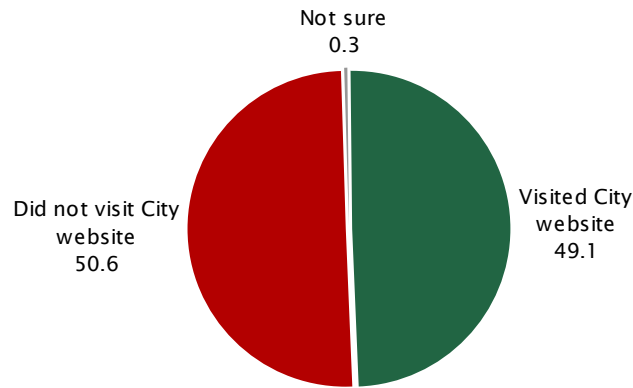
FIGURE 26 CITY WEBSITE VISIT IN PAST 12 MONTHS BY YEARS IN CHULA VISTA, AGE & PARTY
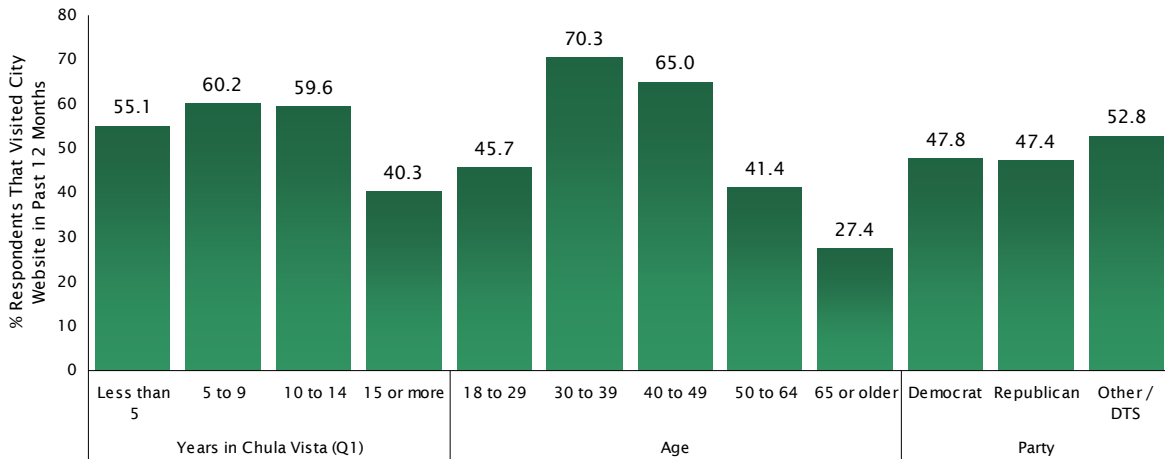
FIGURE 27 CITY WEBSITE VISIT IN PAST 12 MONTHS BY CHILD IN HSLD, HSLD INCOME & GENDER
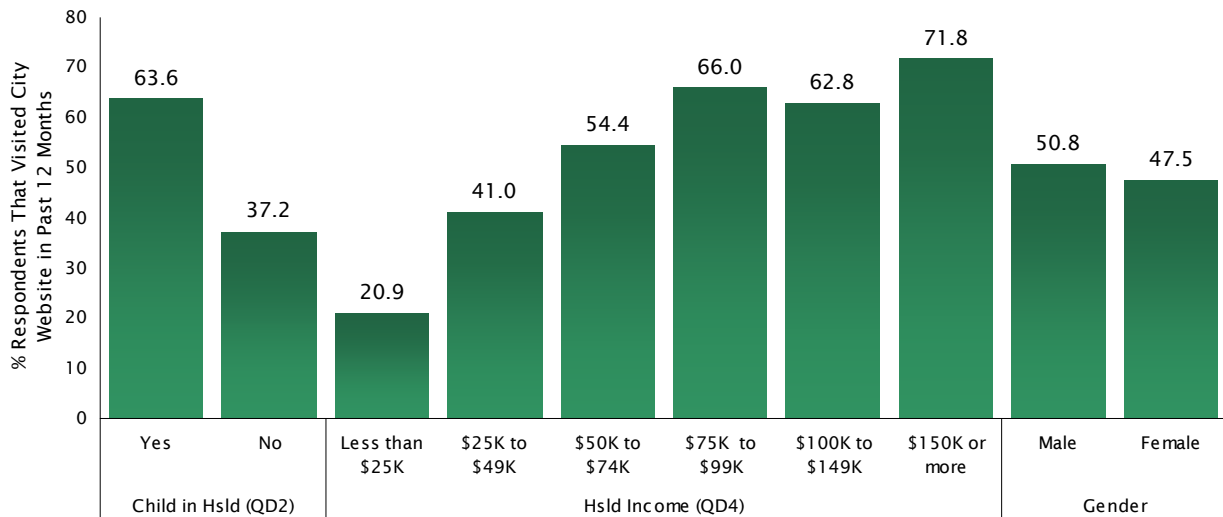
COMMUNICATION PREFERENCES   The final substantive question of the survey presented respondents the methods shown to the left of Figure 28 and asked whether each would be an effective way for the City to communicate with them. Overall, respondents indicated that the City's website was the most effective communication method (81% very or somewhat effective), followed by an online form that solicits and collects resident feedback on current topics (80%), and postcards, letters, and newsletters mailed to the home (i.e., direct mail) (78%).

More than two-thirds of residents also indicated that Townhall meetings (75%), televised Council meetings (73%), email (72%), and advertisements in local papers (69%) would be effective channels for the City to communicate with them. Although fewer residents indicated that social media like Facebook or Twitter (64%) and a City blog (60%) were effective methods of communication, a majority still viewed these channels as at least somewhat effective.

Table 2 on the next page shows how the percentage of residents that rated each communication method as *very* effective varied depending on their satisfaction with the City's overall efforts to provide municipal services and age.

Question 15   *As I read the following ways that the City of Chula Vista can communicate with residents, I'd like to know if you think they would be very effective, somewhat effective, or not an effective way for the City to communicate with you.*

FIGURE 28 EFFECTIVENESS OF COMMUNICATION METHODS
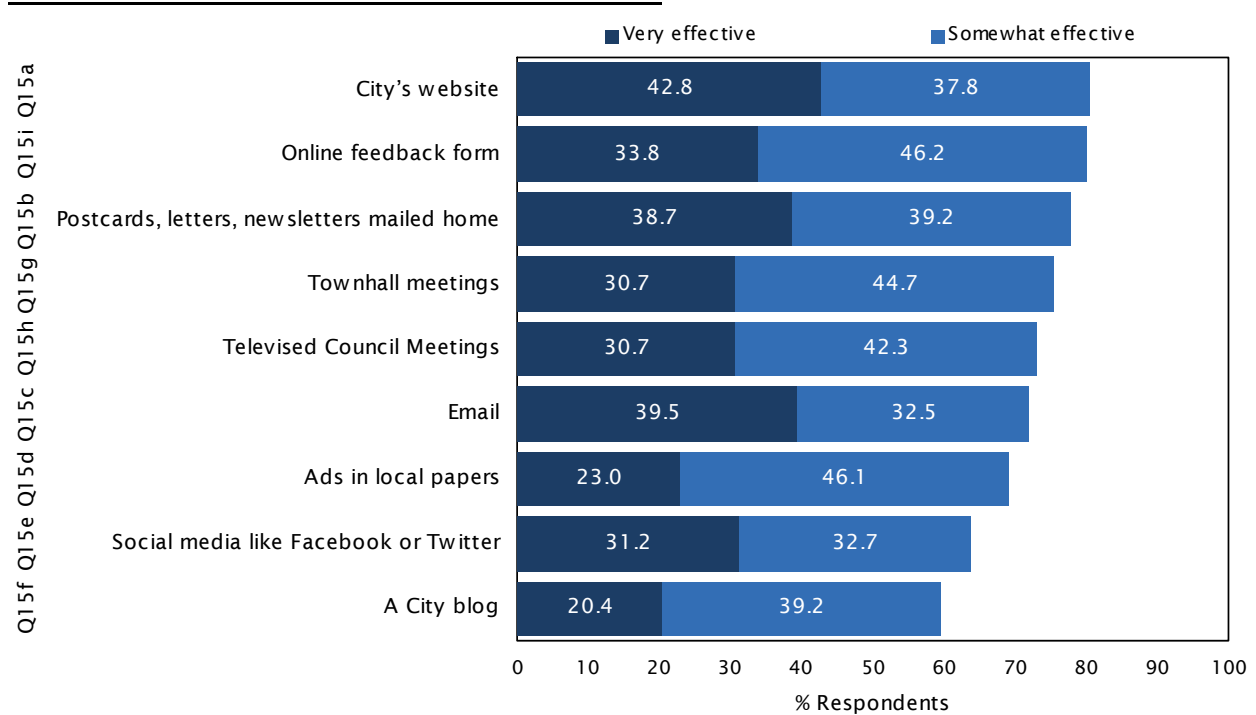
TABLE 2 EFFECTIVENESS OF COMMUNICATION METHODS BY OVERALL SATISFACTION & AGE

	Overall Satisfaction (Q5)		Age (QD1)				
	Satisfied	Dissatisfied	18 to 29	30 to 39	40 to 49	50 to 64	65 or older
City's website	43.2	40.6	62.1	55.9	43.2	41.0	16.2
Email	40.6	36.1	50.6	48.9	47.9	30.9	24.1
Postcards, letters, newsletters mailed home	39.1	39.9	40.9	42.3	32.1	40.2	38.4
Online feedback form	33.6	34.5	47.6	43.8	35.0	27.1	21.6
Social media like Facebook or Twitter	32.9	26.3	58.4	40.9	26.4	24.4	12.7
Townhall meetings	28.5	47.8	26.4	34.0	36.8	27.2	30.8
Televised Council Meetings	31.4	27.2	48.7	33.5	24.6	22.9	30.8
Ads in local papers	22.4	30.0	26.4	18.1	15.7	25.7	27.2
A City blog	21.0	18.3	34.2	27.0	17.5	19.1	6.9

BACKGROUND & DEMOGRAPHICS

TABLE 3 DEMOGRAPHICS OF SAMPLE

Total Respondents	400
Employment Status (QD1)	
Full time	41.8
Part time	9.1
Student	12.0
Homemaker	7.6
Retired	21.3
Refused	8.2
Child in Hsld (QD2)	
Yes	42.9
No	55.7
Refused	1.4
Ethnicity (QD3)	
Caucasian	31.5
Latino	41.9
Asian	9.9
Other	10.6
Refused	6.1
Hsld Income (QD4)	
Less than $25K	15.4
$25K to $49K	16.8
$50K to $74K	16.6
$75K to $99K	11.9
$100K to $149K	11.7
$150K or more	8.1
Refused	19.5
Years in Chula Vista (Q1)	
Less than 5	11.0
5 to 9	16.6
10 to 14	16.5
15 or more	54.7
Refused	1.1
Age	
18 to 29	16.9
30 to 39	16.9
40 to 49	19.8
50 to 64	27.9
65 or older	17.9
Not on voter file	0.6
Party	
Democrat	45.3
Republican	27.1
Other / DTS	27.7
Gender	
Male	47.6
Female	52.4
Homeowner on Voter File	
Yes	61.0
No	39.0

Table 3 presents the key demographic and background information that was collected during the survey or available on the sample voter file. Because of the probability-based sampling methodology used in creating the sample, the results shown are representative of resident voters who are expected to participate in a high turnout election environment.

METHODOLOGY

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT   Dr. McLarney of True North Research worked closely with the City of Chula Vista and TBWB to develop a questionnaire that covered the topics of interest and avoided possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking the items in a set order can lead to a systematic position bias in responses, items were asked in random order.

PROGRAMMING, TRANSLATION & PRE-TEST   Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of keypunching mistakes should they happen during the interview. After professionally translating the survey into Spanish, the integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the District prior to formally beginning the survey.

SAMPLE   The survey was administered to a stratified and clustered random sample of registered voters in the City who are likely to participate in a high turnout election environment. Consistent with the profile of this universe, the sample was stratified into clusters, each representing a particular combination of age, gender, and household party type. Individuals were then randomly selected based on their profile into an appropriate cluster. This method ensures that if a person of a particular profile refuses to participate in the study, they are replaced by an individual who shares their same profile.

STATISTICAL MARGIN OF ERROR   By using the probability-based sampling design noted above, True North ensured that the final sample was representative of voters in the City. The results of the sample can thus be used to estimate the opinions of *all* voters in the City. Because not all voters participated in the study, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 400 voters for a particular question and what would have been found if all voters in the City had been surveyed for the study.

For example, in estimating the percentage of voters that consider maintaining the quality of education in local schools to be *extremely important* (Question 1b of the survey), the margin of error can be calculated if one knows the size of the population, the size of the sample, a confidence level, and the distribution of responses to the question. The appropriate equation for estimating the margin of error, in this case, is shown below.

$$\hat{p} \pm t \sqrt{\left(\frac{N-n}{N}\right)\frac{\hat{p}(1-\hat{p})}{n-1}}$$

Where $\hat{p}$ is the proportion of voters who said maintaining the quality of education is *extremely important* (0.53 for 53% in this example), N is the population size of voters from which the sample was drawn (112,644), n is the sample size that received the question (400) and t is the

upper $\alpha/2$ point for the t-distribution with $n-1$ degrees of freedom (1.96 for a 95% confidence interval). Solving the equation using these values reveals a margin of error of ± 4.88%. This means that with 53% of survey respondents indicating that they consider maintaining the quality of education in local schools to be extremely important, we can be 95% confident that the actual percentage of all voters that hold this opinion is between 48% and 58%.

Figure 29 provides a graphic plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is ± 4.89%.

FIGURE 29 MAXIMUM MARGIN OF ERROR DUE TO SAMPLING
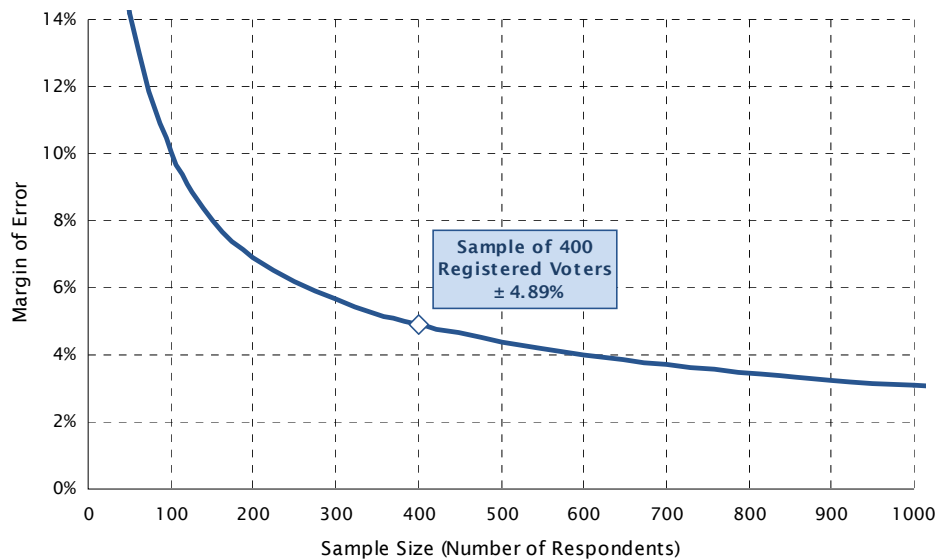
Within this report, figures and tables show how responses to certain questions varied by sub-groups such as age, gender, and partisan affiliation. Figure 29 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

DATA COLLECTION   The method of data collection was telephone interviewing. Interviews were conducted in English and Spanish during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM) between February 5 and February 12, 2014. It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. The interviews averaged 15 minutes in length.

DATA PROCESSING   Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, and preparing frequency analyses and crosstabulations.

ROUNDING   Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

Section 1: Introduction to Study

Hi, my name is _____ and I'm calling on behalf of TNR, an independent public opinion research company. We're conducting a survey about important issues in Chula (Chew-la) Vista and we would like to get your opinions.

If needed: This is a survey about issues in your community – I'm NOT trying to sell anything and I won't ask for a donation.
If needed: The survey should take about 12 minutes to complete.
If needed: If now is not a convenient time, can you let me know a better time so I can call back?
If needed: If you prefer, you can also take the survey online at your convenience at: <<insert URL>>. *Provide unique password.*

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to the measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Quality of Life

I'd like to begin by asking you a few questions about what it is like to live in the City of Chula (Chew-la) Vista.

Q1	How long have you lived in Chula (Chew-la) Vista?	
1	Less than 1 year	1%
2	1 to 4 years	10%
3	5 to 9 years	17%
4	10 to 14 years	17%
5	15 years or longer	55%
99	Refused	1%

Q2	How would you rate the overall quality of life in Chula (Chew-la) Vista? Would you say it is excellent, good, fair, poor or very poor?	
1	Excellent	34%
2	Good	53%
3	Fair	12%
4	Poor	0%
5	Very Poor	0%
98	Not sure	0%
99	Refused	0%

Q3	If the city government could change one thing to make Chula (Chew-la) Vista a better place to live now and in the future, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below.	
	Not sure / Cannot think of anything	17%
	Improve, repair roads, streets	11%
	Improve public safety	11%
	Improve schools, education	9%
	No changes needed	9%
	Improve local economy, attract businesses	6%
	Increase jobs, attract employers	5%
	Improve government, leadership	5%
	Improve environmental efforts	4%
	Increase public transportation	4%
	Reduce traffic congestion	4%
	Limit growth, development	4%
	Reduce City taxes, fees	3%
	Provide additional park, rec facilities	2%
	Reduce utility rates, fees	2%
	Provide more entertainment options	2%
	Improve waterfront areas	2%
	Address immigration issue	1%
	Provide more affordable housing	1%
	Reduce government spending	1%
	Balance efforts, funding citywide	1%
	Increase street lighting	1%
	Improve, add parking	1%

Q4	Next, I'm going to read a list of issues facing your community and for each one, please tell me how important you feel the issue is to you, using a scale of extremely important, very important, somewhat important or not at all important. Here is the (first/next) issue: _____. Do you think this issue is extremely important, very important, somewhat important, or not at all important?						
	Randomize.	Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Refused
A	Maintaining the quality of education in local schools	57%	36%	4%	1%	1%	0%
B	Maintaining the quality of city services, facilities and infrastructure	26%	53%	17%	3%	1%	0%
C	Creating jobs and improving the local economy	49%	44%	5%	1%	0%	1%
D	Preventing local tax increases	28%	41%	23%	7%	1%	0%
E	Improving local property values	23%	47%	22%	5%	3%	1%
F	Protecting the environment	35%	42%	19%	2%	1%	0%
G	Reducing crime and gang activity	45%	41%	11%	2%	0%	0%
H	Reducing traffic congestion	26%	45%	23%	5%	1%	0%
I	Protecting the supply of water	51%	41%	5%	1%	1%	1%

Section 3: City Services, Facilities & Priorities		
Next, I would like to ask a series of questions about services and facilities provided by the City of Chula (Chew-la) Vista.		
Q5	Generally speaking, are you satisfied or dissatisfied with the job the City of Chula (Chew-la) Vista is doing to provide city services and facilities? *Get answer, then ask:* Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?	
	1	Very satisfied	36%
	2	Somewhat satisfied	47%
	3	Somewhat dissatisfied	7%
	4	Very dissatisfied	5%
	98	Not sure	4%
	99	Refused	1%

Q6	How would you rate the City's need for additional money to provide services and facilities to residents? Would you say it has a great need, moderate need, little need, or no need?	
	1	Great need	30%
	2	Moderate need	48%
	3	Little need	8%
	4	No need	8%
	98	Not sure	6%
	99	Refused	1%

| Q7 | The City of Chula (Chew-la) Vista has the financial resources to provide some of the services, facilities and projects desired by residents. Because it can't fund every project, however, the City must set priorities.

As I read the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for city spending. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities.

Here is the (first/next) one: _____ Should this item be a high, medium or low priority for the City – or should the City not spend any money on this item? |

	Randomize	High Priority	Medium Priority	Low Priority	Should not spend money	No Opinion	Refused
A	Improving police services	57%	33%	8%	1%	1%	0%
B	Improving fire protection and paramedic services	58%	36%	5%	1%	0%	0%
C	Improving the repair and maintenance of city streets	54%	37%	8%	0%	1%	0%
D	Improving the maintenance of parks, trails and open space areas	26%	59%	13%	1%	1%	0%
E	Adding new parks, sports fields and recreation facilities	21%	47%	24%	7%	1%	0%
F	Repairing sidewalks, curbs and gutters where needed	46%	44%	8%	2%	0%	0%
G	Improving the maintenance of street medians and public landscapes	28%	52%	17%	2%	1%	0%
H	Improving the maintenance of libraries, recreation centers, and other city buildings and facilities so they stay in good condition	37%	49%	12%	1%	1%	0%
I	Improving the maintenance of vehicles and equipment used by the Police, Fire and Public Works Departments.	39%	46%	11%	3%	1%	0%
J	Faster removal of graffiti	37%	42%	18%	2%	1%	0%
K	Trimming street trees on a regular basis	19%	49%	28%	2%	1%	1%

L	Building water recycling systems to catch, clean-up, and reuse rainwater runoff to irrigate landscapes, which will conserve our clean drinking water	66%	25%	7%	2%	0%	0%
M	Installing devices in storm drains that capture trash and reduce water pollution	49%	36%	13%	2%	0%	0%
N	Improving response times for 9-1-1 emergencies	70%	21%	5%	1%	2%	0%
O	Expanding library services and facilities	30%	46%	21%	2%	1%	0%
P	Expanding services for seniors	45%	43%	9%	1%	2%	0%

Section 4: Local Governance							
Q8	Next, I'm going to read you a series of statements about the City of Chula (Chew-la) Vista. For each, I'd like you to tell me whether you agree or disagree with the statement. Here is the (first/next) one: _____. Do you agree or disagree, or do you not have an opinion? *If agree or disagree, ask*: Would that be strongly (agree/disagree) or somewhat (agree/disagree)?						
	Randomize	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Not sure	Refused
A	The City is responsive to residents' needs	21%	43%	12%	6%	15%	2%
B	The City does a good job managing its finances	15%	33%	14%	14%	22%	2%
C	The City listens to residents when making important decisions	18%	39%	14%	9%	18%	2%
D	I trust the City of Chula (Chew-la) Vista	28%	37%	14%	8%	12%	2%
Q9	How much attention do you pay to the issues, decisions and activities of your City government? Would you say that you are very attentive, somewhat attentive, slightly attentive, or not at all attentive?						
	1	Very attentive	16%				
	2	Somewhat attentive	53%				
	3	Slightly attentive	19%				
	4	Not at all attentive	11%				
	98	Not sure	1%				
	99	Refused	0%				

Q10	In the past 12 months, have you been in contact with staff from the City of Chula (Chew-la) Vista?			
	1	Yes	31%	*Ask Q11*
	2	No	68%	*Skip to Q12*
	98	Not sure	1%	*Skip to Q12*
	99	Refused	0%	*Skip to Q12*

Q11	In your opinion, was the staff at the City very _____, somewhat _____, or not at all _____. *Read one item at a time, continue until all items are read.*					

Randomize		Very	Somewhat	Not at all	Not sure	Refused
A	Helpful	43%	51%	6%	0%	0%
B	Professional	58%	36%	5%	1%	0%
C	Accessible	42%	53%	4%	0%	0%

Section 5: Communication			
Q12	Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, television, and other means? *Get answer, then ask:* Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?		
	1	Very satisfied	25%
	2	Somewhat satisfied	48%
	3	Somewhat dissatisfied	15%
	4	Very dissatisfied	8%
	98	No Opinion/Not Sure	4%
	99	Prefer not to answer	0%
Q13	What information sources do you use to find out about City of Chula (Chew-la) Vista news, events, and programs? *Don't read list. Record up to first 3 responses.*		
	1	City Newsletters/*Community Connection; CLEAN/*Conservation*; Library newsletter*	9%
	2	*U-T San Diego/Tribune* (daily newspaper)	25%
	3	*Star News* (weekly paper)	9%
	4	*My Home Town* (monthly paper)	0%
	5	City's website	7%
	6	City's Recreation Guide	0%
	7	City Council Meetings (televised)	1%
	8	City Council Meetings (webcast)	0%

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9	Television news	38%
10	Radio	6%
11	Internet (not City's site)	48%
12	Email alerts/notifications from City/Nixle	3%
13	Flyers, brochures or posters (displayed at public facilities)	5%
14	Postcards, letters, flyers or brochures (mailed to home)	6%
15	Social media sites such as Facebook or Twitter	1%
16	Friends/Family/Associates	2%
17	Blogs	0%
18	Other (unique responses)	0%
19	Do not receive information about City	2%
98	Not sure	4%
99	Refused	0%

Q14	In the past 12 months, have you visited the City's website?	
1	Yes	49%
2	No	51%
98	Not sure	0%
99	Refused	0%

Q15	As I read the following ways that the City of Chula (Chew-la) Vista can communicate with residents, I'd like to know if you think they would be very effective, somewhat effective, or not an effective way for the City to communicate with you.					
	Randomize	Very Effective	Somewhat Effective	Not Effective	Not Sure	Refused
A	City's website	43%	38%	15%	3%	1%
B	Postcards, letters and newsletters mailed to your home	39%	39%	21%	1%	0%
C	E-mail	39%	32%	25%	2%	2%
D	Advertisements or notices in local papers	23%	46%	30%	1%	0%
E	Social media like Facebook or Twitter	31%	33%	30%	5%	1%
F	A City blog	20%	39%	32%	8%	1%
G	Townhall/Public meetings	31%	45%	23%	1%	1%
H	Televised Council Meetings	31%	42%	24%	2%	2%
I	An online form that solicits and collects resident feedback on current topics	34%	46%	17%	3%	1%

Section 6: Background & Demographics			
Thank you so much for your participation. I have just a few background questions for statistical purposes.			
D1	Which of the following best describes your employment status? Would you say you are employed full-time, part-time, a student, a homemaker, retired, or are you in-between jobs right now?		
	1	Employed full-time	42%
	2	Employed part-time	9%
	3	Student	12%
	4	Homemaker	8%
	5	Retired	21%
	6	In-between jobs	4%
	99	Refused	4%
D2	Do you have one or more children under the age of 18 living in your household?		
	1	Yes	43%
	2	No	56%
	99	Refused	1%
D3	What ethnic group do you consider yourself a part of or feel closest to? *Read list if respondent hesitates*		
	1	Caucasian/White	31%
	2	Latino/Hispanic	42%
	3	African-American/Black	4%
	4	American Indian or Alaskan Native	1%
	5	Asian—Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	10%
	6	Pacific Islander	1%
	7	Mixed Heritage	3%
	98	Other	2%
	99	Refused	6%

D4	I have just one more question for you for statistical reasons. I am going to read some income categories. Please stop me when I reach the category that best describes your total household income.	
1	Less than $25,000	15%
2	$25,000 to less than $50,000	17%
3	$50,000 to less than $75,000	17%
4	$75,000 to less than $100,000	12%
5	$100,000 to less than $150,000	12%
6	$150,000 or more	8%
98	Not sure	4%
99	Refused	15%

Those are all of the questions that I have for you! Thanks very much for participating.

Post-Interview & Sample Items		
S1	Gender	
1	Male	48%
2	Female	52%
S2	Party	
1	Democrat	45%
2	Republican	27%
3	Other	4%
4	DTS	24%
S3	Age on Voter File	
1	18 to 29	17%
2	30 to 39	17%
3	40 to 49	20%
4	50 to 64	28%
5	65 or older	18%
99	Not coded	1%

Questionnaire & Toplines

S4	Registration Date	
1	2014 to 2009	42%
2	2008 to 2005	26%
3	2004 to 2001	16%
4	2000 to 1997	5%
5	Before 1997	11%
S5	**Household Party Type**	
1	Single Dem	25%
2	Dual Dem	10%
3	Single Rep	11%
4	Dual Rep	9%
5	Single Other	15%
6	Dual Other	4%
7	Dem & Rep	8%
8	Dem & Other	12%
9	Rep & Other	5%
0	Mixed (Dem + Rep + Other)	1%
S6	**Homeowner on Voter File**	
1	Yes	61%
2	No	39%
S7	**Likely to Vote by Mail**	
1	Yes	35%
2	No	65%
S8	**Likely November 2014 Voter**	
1	Yes	68%
2	No	32%