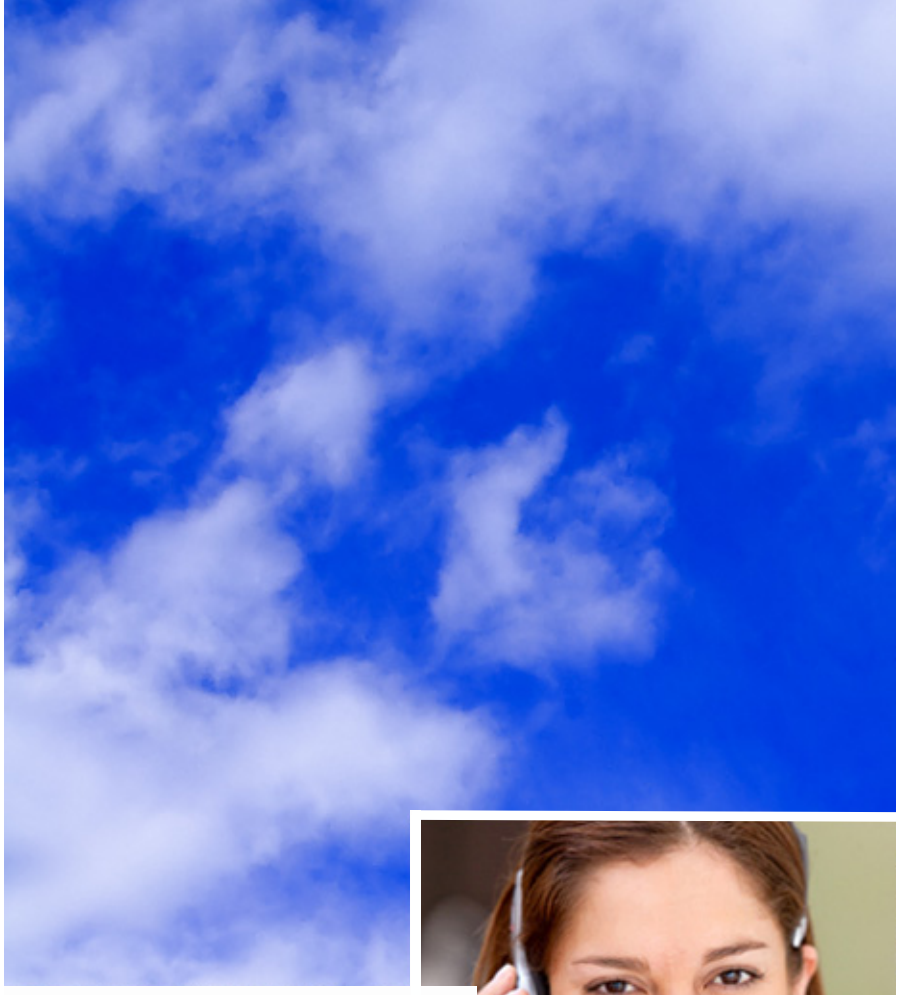

Community Opinion Survey

Draft Report

SAN MARCOS

Report prepared for the
City of San Marcos
December 3, 2009

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INTRODUCTION

Like all cities in California, the City of San Marcos relies on its General Plan to guide decisions with respect to land use, development and related policy matters. Often referred to as a "blueprint" for achieving residents' vision for the future, the General Plan addresses a variety of topics that affect the quality of life in the City, including circulation, community design, conservation and open space, land use, safety, parks and recreation, and environmental sustainability.

In the more than twenty years that have elapsed since the City's General Plan was last updated in a comprehensive manner, San Marcos has experienced many exciting changes—including the introduction of new communities like San Elijo Hills, the maturation of Cal State San Marcos, and the opening of the Sprinter line and stations. Feeling that it was time to revise the Plan to ensure that it reflected current community values, updated technical and environmental information, and addressed relevant issues that have surfaced since the existing General Plan was created, in 2009 the City embarked upon a process to update the General Plan.

The General Plan update is an opportunity for the San Marcos community to comprehensively evaluate and strategize on local opportunities, trends and needs. Although City Council, staff and consultants will play an important role in gathering data, organizing the update process, and assisting in the production of the General Plan document, the citizens of San Marcos are the true inspiration and authors of the Plan. Through their enthusiastic participation on the General Plan Advisory Committee (GPAC), public workshops, youth workshops, and surveys, they will help to ensure the creation of a General Plan that is consistent with their values, priorities and concerns for the City and its future.

PURPOSE OF SURVEY

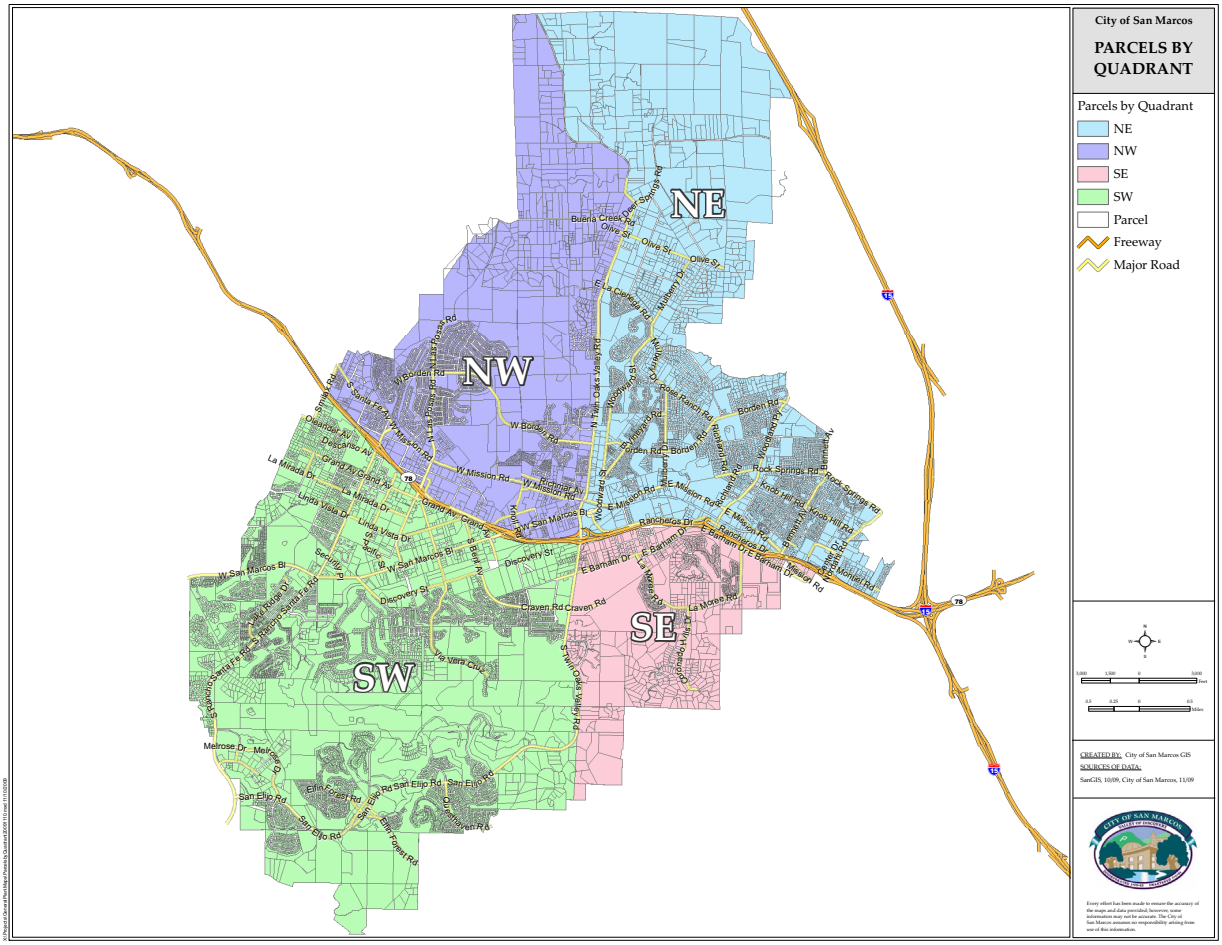
As it should be, the General Plan update process will be broad in its scope, soliciting input from community and business leaders, long-time residents as well as relative newcomers, Council members, City staff, and various community groups. To ensure that the Plan reflects the values, priorities and concerns of *all* residents in the City—not just those that actively participate in workshops or meetings—the City commissioned True North Research to design and conduct a community survey to produce objective, *statistically reliable* measures of residents' opinions on a number of key issues that will be addressed in the Plan. The results of the survey—detailed in the following pages—will be combined with the information gathered through other methods to help Council, staff and the consultant team update the General Plan.

OVERVIEW OF METHODOLOGY

A full description of the methodology used for this study is included later in this report (see *Methodology* on page 32). In brief, a total of 400 randomly selected adult residents who are registered to vote in San Marcos participated in the survey between November 6 and 12, 2009. The telephone interviews were conducted in English and Spanish and averaged 15 minutes in length.

To ensure that the results of the study were representative of registered voters for the City as a whole, as well as by geographic subareas, the sample was stratified into one of four geographic quadrants according to location of residence (see Figure 1 on next page). Although not used for sampling purposes, the survey results were also analyzed by the community areas shown in Figure 2.

FIGURE 1 MAP OF STUDY QUADRANTS



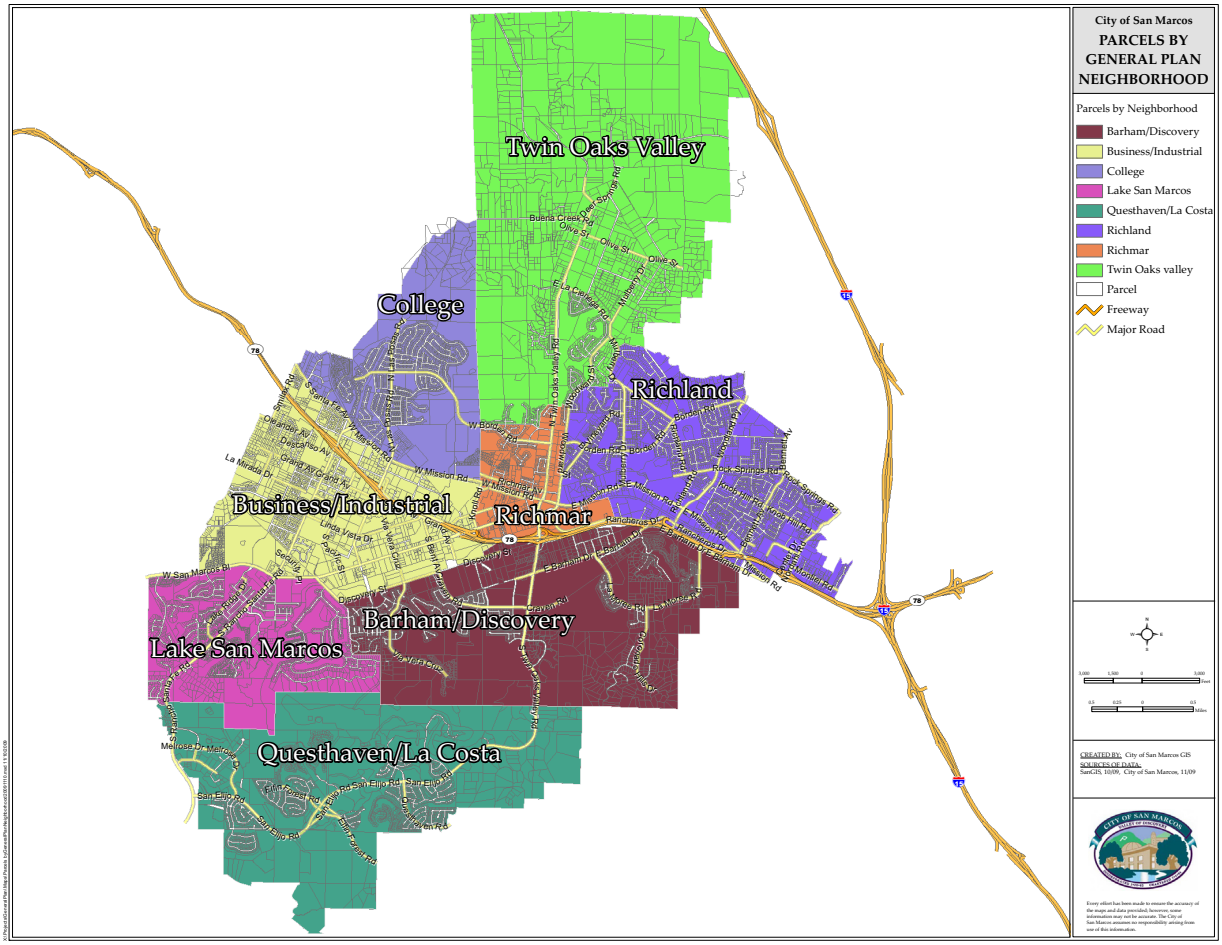
ORGANIZATION OF REPORT

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 (see *Questionnaire & Toplines* on page 35), and a complete set of crosstabulations for the survey results is contained in Appendix A, which is bound separately.

ACKNOWLEDGEMENTS

True North thanks the staff at the City of San Marcos and EDAW for the opportunity to conduct the survey and for contributing valuable input during the design stage of this study. Their collective experience, insight, and local knowledge improved the overall quality of the research presented here.

FIGURE 2 MAP OF NEIGHBORHOODS



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 San Marcos. 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 opinions 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 500 survey research studies for public agencies, including more than 250 studies for California municipalities and special districts.

JUST THE FACTS

The following is an outline of the main factual findings from the 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 & CITY SERVICES

- The vast majority of respondents indicated that California is generally headed in the wrong direction (65%), with just 20% feeling that the State is on the right path.
- The results were more positive for San Diego County, with 52% perceiving the County to be headed in the right direction, one quarter (24%) perceiving it to be headed in the wrong direction, and a similar percentage (23%) unsure.
- When it comes to the City of San Marcos, however, more than three-quarters (79%) of respondents felt that the City is on the right path, with just 9% indicating it is on the wrong path and 12% unsure of their opinion.
- The vast majority (89%) of residents shared favorable opinions of the quality of life in San Marcos, with 28% reporting it is excellent and 61% stating it is good. Approximately 9% of respondents rated the quality of life in the city as fair, whereas less than 1% used poor or very poor to describe the quality of life in San Marcos.
- The natural features of the community including hills and lakes were the most commonly mentioned features of the city that residents felt should be preserved in the future (27%), followed by the small community feel of the city (17%), recreation areas and parks (16%), quality of schools (9%), quality of streets and roads (8%), and the layout/planned-nature of the city (6%).
- When asked what change the city government could make that would most improve the quality of life in the city, the most common responses to this question were that they could not think of any desired changes (16%) or that no changes were needed/everything is fine (12%), both of which are indicative of a respondent who does not perceive any pressing issues or problems in the city that can be addressed by local government. Among specific changes that were mentioned, the most common were reducing traffic congestion (11%), limiting growth (9%), maintaining/repairing infrastructure (7%), improving local schools/education (6%), and improving public safety (6%). No other single improvement categories were mentioned by at least 5% of respondents.
- The overwhelming majority of San Marcos residents (93%) indicated that they were satisfied with the City's efforts to provide municipal services, with 43% stating that they were *very* satisfied. Just 4% of respondents indicated that they were dissatisfied with the City's overall performance, and an additional 4% indicated that they were unsure or unwilling to share their opinion.

PERCEPTIONS OF SAFETY

- Residents' feelings of safety varied considerably depending on the setting. Nearly all residents said they feel very or reasonably safe walking alone in their neighborhoods (92%) and shopping areas of the City (94%) during the day. After dark, however, the percentage that feel safe walking alone drops to 71% in both settings.

GREENING SAN MARCOS

- When presented with a series of environmental initiatives that could be considered by the City, support was highest for requiring that all new developments follow environmentally-friendly building practices (90% strongly or somewhat support), followed closely by improving opportunities for bus and Sprinter travel, shuttle service, walking, bicycling and carpooling (90%), acquiring and preserving additional natural open space (90%), constructing new city parks (90%), and providing incentives for home owners to install solar energy (89%).
- Although support was notably lower for locating new housing within walking distance of shopping, offices and transit, nearly two-thirds of respondents (65%) supported this initiative as well.
- Nearly half (46%) of voters surveyed indicated that they or other members of their household would use a proposed fixed-route shuttle if it ran every 30 minutes and served key destinations in San Marcos such as shopping centers, medical offices, recreation sites, and government offices.
- Overall, 18% indicated that their household would use the shuttle several times per week, 11% once per week, 12% two or three times per month, 2% once per month, 2% stated that they would use the shuttle less often than once per month, whereas 54% of respondents did not expect that their household would use the shuttle.
- Approximately one-third (33%) of respondents who expected to use the shuttle did not have a specific stop or location in mind other than the general categories mentioned when the concept of a fixed-route shuttle was introduced. Of the specific locations identified by respondents the most common categories were Shopping areas/Malls (23%), the University/ Schools (19%), Restaurant Row/Theater (15%), and Hospitals/Medical Centers (9%).

GROWTH & REDEVELOPMENT

- Two-thirds of those surveyed (67%) favored *moderate* growth for San Marcos in the future. They agreed that if planned right, growth would be positive for the City as it will bring new jobs, better shopping opportunities, and improved city services.
- Approximately one-quarter of respondents (24%) favored no growth for the City's future, as it reflects their concern that growth would destroy the character of San Marcos and make it a worse place to live.

SPENDING PRIORITIES

- When asked to prioritize among a series of projects and programs the City is considering for the future, providing programs to improve the local economy and attract new employers and jobs to San Marcos was assigned the highest priority (88% high or medium priority), followed by improving road maintenance (88%), improving fire and paramedic services (87%), improving police services (86%), expanding programs for emergency preparedness (85%), and acquiring and preserving natural open space areas (82%).

CITY-RESIDENT COMMUNICATION

- Overall, 83% of respondents indicated they were satisfied with City's efforts to communicate with residents through newsletters, the Internet, and other means. The remaining respondents were either dissatisfied with the City's efforts in this respect (14%) or unsure of their opinion (3%).

- The most frequently-cited source for information about San Marcos news, information and programming was the Internet in general, mentioned by approximately one-third (34%) of residents. The *North County Times* (25%) and the San Marcos City Newsletter (25%) were each mentioned by one-quarter of respondents. Other commonly referenced information sources included television (16%), the City's website (15%), and the *San Diego Union Tribune* (12%).
- Overall, 13% of respondents claimed they are very attentive to matters of local government, 48% somewhat attentive, and 30% slightly attentive. An additional 9% of respondents confided that they do not pay any attention to the activities of the City of San Marcos.

Conclusions

As noted in the *Introduction*, this study was designed to the provide the City of San Marcos with statistically reliable information regarding residents' opinions on key issues and themes that will be addressed in the General Plan. 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 True North's interpretations of the results, as well as the firm's collective experience conducting similar studies for cities and public agencies throughout the State.

Do residents feel that San Marcos is headed in the right direction?

In stark contrast to their opinions about the State of California and to a lesser extent the County of San Diego, residents of San Marcos were generally quite pleased with the direction that the City of San Marcos has taken in recent years. Seventy-nine percent (79%) of residents indicated that the City of San Marcos is on the right path, whereas the corresponding figure for the State of California was just 20%. Moreover, better than 9 out of 10 respondents (93%) also indicated that they are satisfied with the City's efforts to provide municipal services, and 83% indicated that their are satisfied with the City's efforts to communicate with them through newsletters, the Internet and other means. Having conducted more than 200 similar studies for California municipalities, its worth noting that these satisfaction scores for overall performance and communication are among the better scores that True North has encountered.

What do residents most value about San Marcos that the General Plan should seek to preserve?

A clear theme of the survey results is that residents are focused on maintaining—rather than changing—the character of San Marcos. Nearly every resident surveyed held a favorable opinion regarding the quality of life in the City, with 89% rating it as excellent or good. The natural features of San Marcos including hills, open spaces and lakes, small community feel, and recreation areas and parks were just some of the key things that residents feel make San Marcos a special place to live. These are the aspects of the City that residents value most, as well as those that they are most interested in preserving through the General Plan process.

What changes do residents seek to improve the quality of life in the City?

Consistent with the aforementioned theme of maintaining the City's character, most of the changes that residents desire could more appropriately be described as efforts to preserve or enhance *existing* qualities of the City. When asked what they would most like to change about the City, it is striking that the two top responses were not sure/can't think of anything (16%) or no improvements are needed (12%), both of which are indicative of a respondent who does not perceive any pressing issues or problems in the City that can be addressed by local government. Moreover, the specific improvements that were suggested could often be

characterized as *limiting* changes, such as reducing traffic congestion, limiting growth, preserving open space and parkland, and maintaining the City's infrastructure.

Although the related themes of preserving the City's character and its natural resources were prominent in the survey, it should also be recognized that San Marcos residents are generally quite forward-thinking and recognize that some types of change would be good for the City. In fact, when given the choice between *no growth* or *moderate growth* for the City's future, two-thirds of residents indicated that they prefer moderate growth. They recognized that -- if planned appropriately -- growth would be positive for the City as it would bring new jobs, better shopping opportunities, and improved city services. There was also widespread support for economic development initiatives, a willingness to embrace innovative transit solutions, as well as strong support for various environmental initiatives.

The overall theme is thus one of balance—managing future growth and development so as to enhance the City's economy and local job opportunities, while preserving the unique character, small-community charm, and natural features that make San Marcos a special place to live.

How do residents prioritize among various projects and programs the City is considering for its future?

The objective of the General Plan is to identify residents' shared vision for the City's future, identify and prioritize specific goals that are consistent with that vision, as well as develop policies to help the City achieve its goals. Because the City has limited resources, however, the survey asked residents to prioritize among a series of projects and programs that the City is considering for the future.

Once again, residents struck a balance between enhancing existing City services, preserving natural resources, and ensuring the health of the City's economy and job market. Among the 12 items tested, residents assigned the highest priority to strengthening economic development programs that improve the local economy and attract new employers and jobs to San Marcos, followed closely by improving road maintenance, improving fire and paramedic services, improving police services, expanding programs for emergency preparedness, and acquiring and preserving natural open space areas.

Quality of Life & City Services

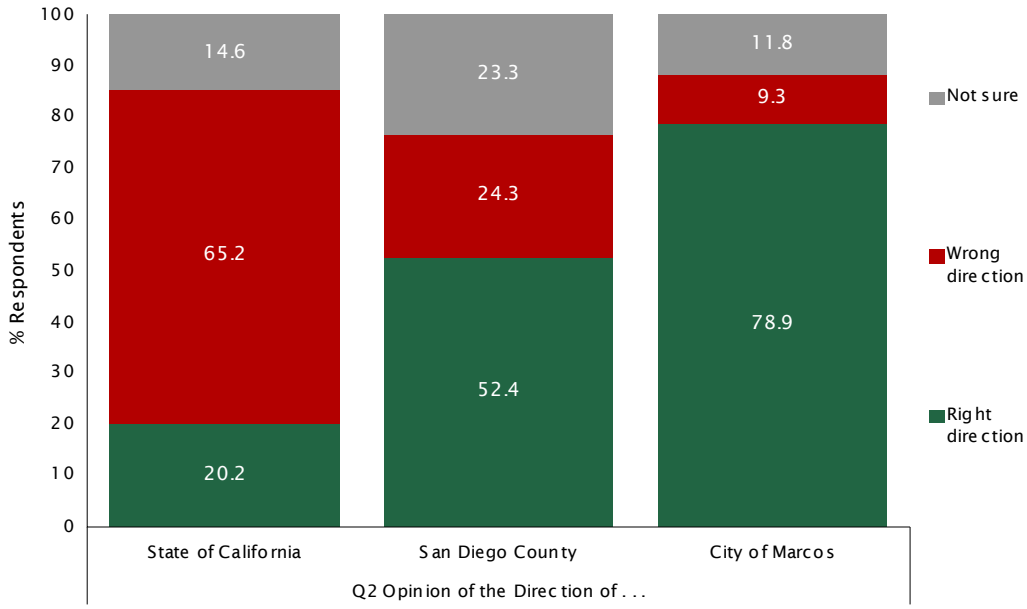
The opening series of questions in the survey was designed to assess residents' top of mind perceptions about the quality of life in San Marcos, the quality of city services, what they would most like to preserve about the city, as well as ways to improve the quality of life in the city—now and in the future.

RIGHT OR WRONG DIRECTION? The first question in this series asked respondents to indicate whether they think things are generally headed in the right or wrong direction in the State of California, San Diego County, and the City of San Marcos, respectively. As shown in Figure 3, San Marcos residents clearly distinguish between the activities, events and affairs of the State of California, the County, and City of San Marcos.

The vast majority of respondents indicated that California is generally headed in the wrong direction (65%), with just 20% feeling that the State is on the right path. The results were more positive for San Diego County, with 52% perceiving the County to be headed in the right direction, one quarter (24%) perceiving it to be headed in the wrong direction, and a similar percentage (23%) unsure. When it comes to the City of San Marcos, however, more than three-quarters (79%) of respondents felt that the City is on the right path, with just 9% indicating it is on the wrong path and 12% unsure of their opinion.

Question 2 *Generally speaking, do you think things in _____ are going in the right or wrong direction?*

FIGURE 3 OPINION OF GENERAL DIRECTION



For the interested reader, Figures 4-6 on the next page show how the percentage of respondents who felt the City is headed in the right direction (among those with an opinion) varied by a host of demographic and household characteristics. The most striking pattern in the figures is the relative consistency of opinion on this issue, as the percentage who felt that San Marcos is on the right path exceeded 70% for *all* subgroups.

FIGURE 4 OPINION OF GENERAL DIRECTION OF SAN MARCOS BY YEARS IN SAN MARCOS & HOUSEHOLD INCOME

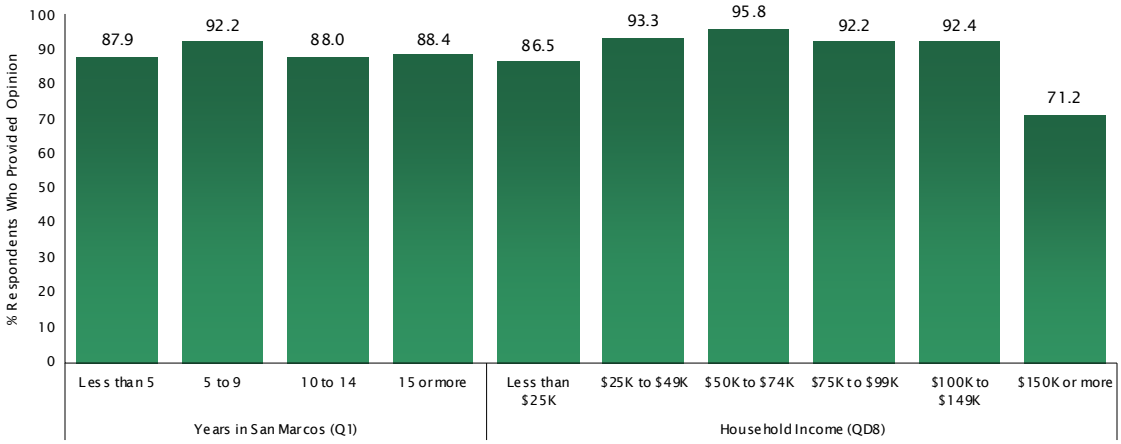


FIGURE 5 OPINION OF GENERAL DIRECTION OF SAN MARCOS BY CHILD IN HOME, HOME OWNERSHIP STATUS & AGE

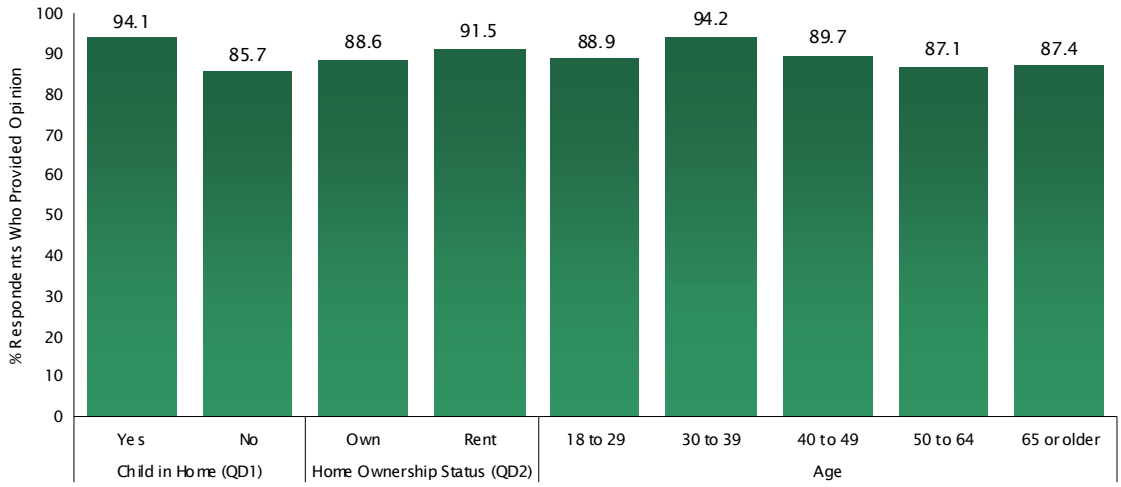
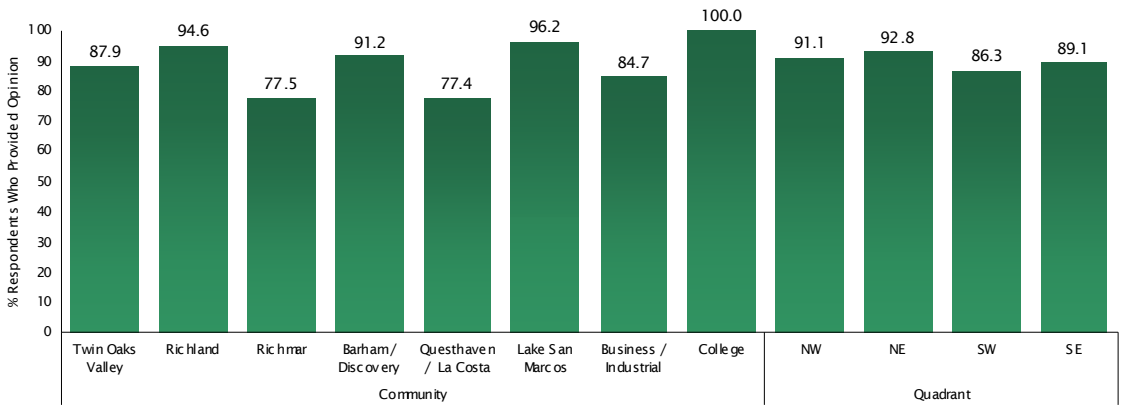


FIGURE 6 OPINION OF GENERAL DIRECTION OF SAN MARCOS BY COMMUNITY & QUADRANT

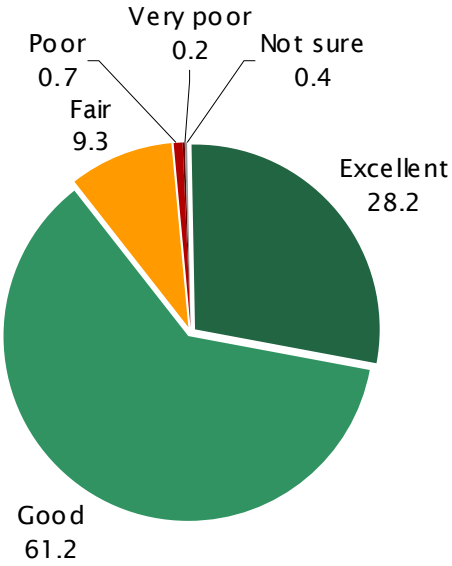


OVERALL QUALITY OF LIFE

All respondents were next 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 7 below, 89% shared favorable opinions of the quality of life in San Marcos, with 28% reporting it is excellent and 61% stating it is good. Approximately 9% of respondents rated the quality of life in the city as fair, whereas less than 1% used poor or very poor to describe the quality of life in San Marcos.

Question 3 *How would you rate the overall quality of life in San Marcos? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 7 OVERALL QUALITY OF LIFE



Figures 8-10 show how overall ratings of the quality of life in San Marcos varied by length of residence, household income, presence of children in the home, home ownership status, age, community, and geographic quadrant. Once again, the dominant pattern was one of consistency as the vast majority of residents in all subgroups rated the quality of life in San Marcos as excellent or good.

FIGURE 8 OVERALL QUALITY OF LIFE BY YEARS IN SAN MARCOS & HOUSEHOLD INCOME

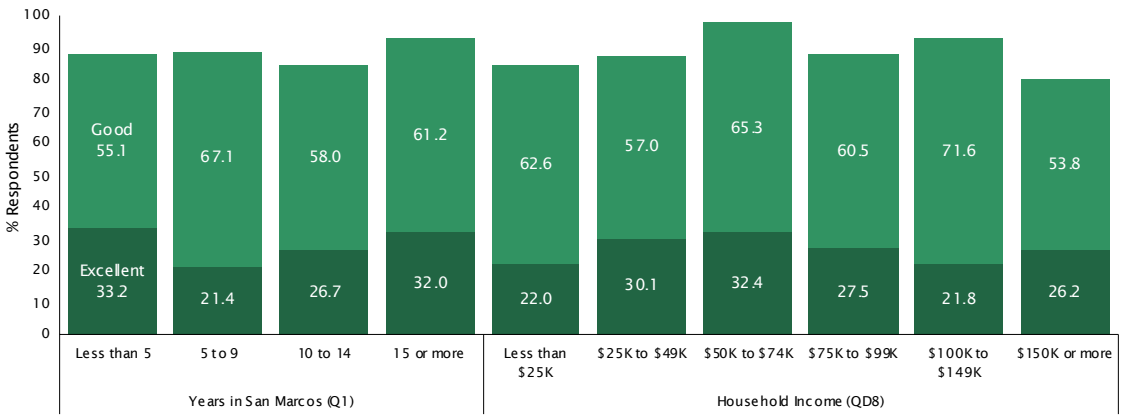


FIGURE 9 OVERALL QUALITY OF LIFE BY CHILD IN HOME, HOME OWNERSHIP STATUS & AGE

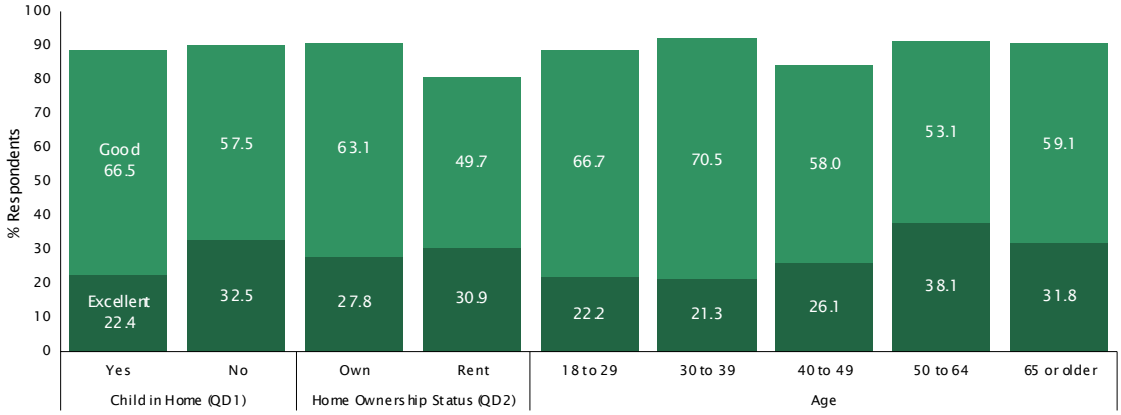
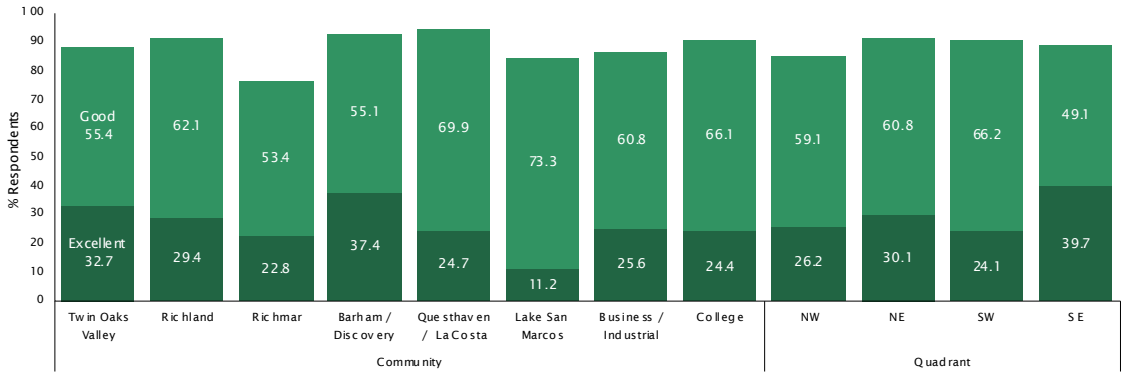


FIGURE 10 OVERALL QUALITY OF LIFE BY COMMUNITY & QUADRANT

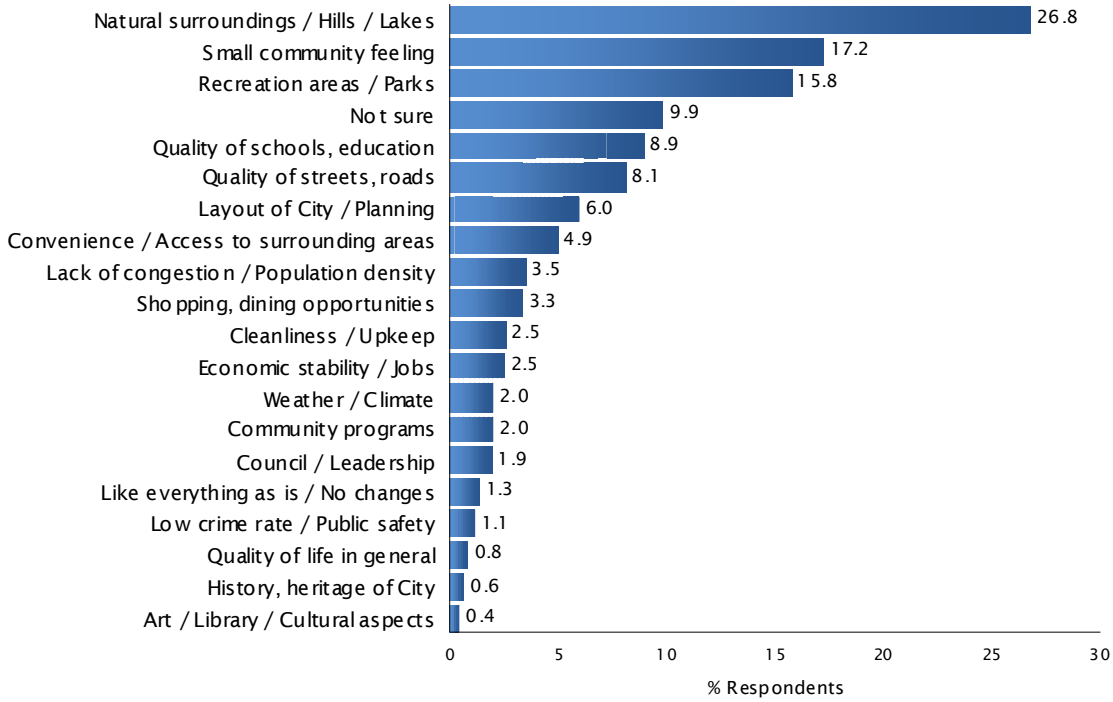


WHAT SHOULD WE PRESERVE? The next question in this series asked residents to identify what they value most about San Marcos that should be preserved in the future. This question was posed in an open-ended manner, thereby allowing residents to mention any aspect or attribute that came to mind without 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 11 on the next page.

Overall, the natural features of the community including hills and lakes were the most commonly mentioned features of the city that residents felt should be preserved (27%), followed by the small community feel of the city (17%), recreation areas and parks (16%), quality of schools (9%), quality of streets and roads (8%), and the layout/planned-nature of the city (6%).

Question 4 *What do you like most about San Marcos that should be preserved for the future?*

FIGURE 11 LIKE MOST ABOUT SAN MARCOS

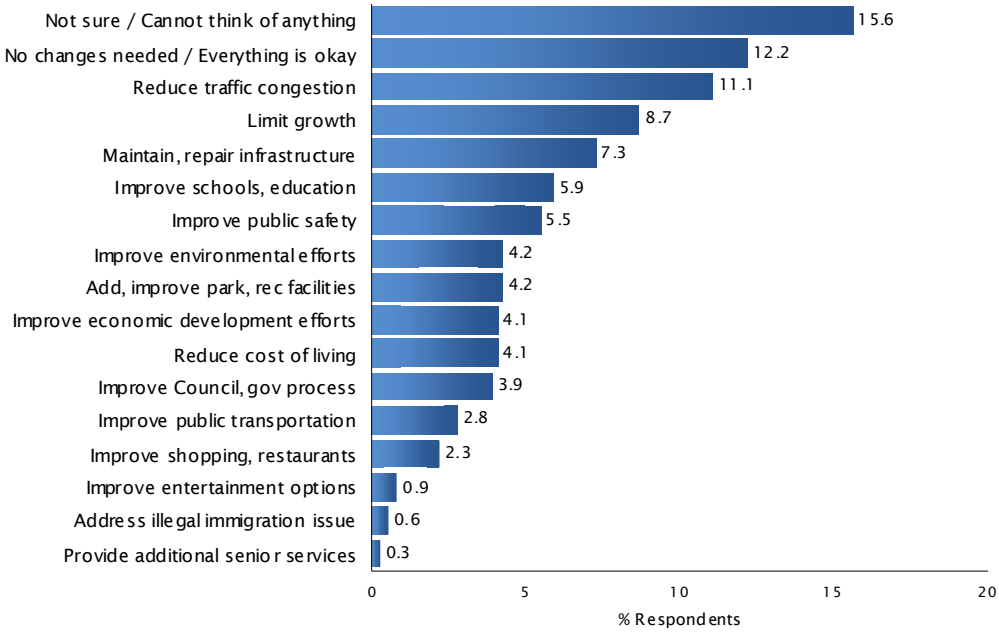


WHAT SHOULD WE CHANGE? In an open-ended manner similar to that described above for Question 4, all respondents were also asked to indicate the one thing that the city government could *change* to make San Marcos a better place to live. True North reviewed the verbatim responses to Question 5 and grouped them into the categories shown in Figure 12 on the next page.

Overall, the most common responses to this question were that they could not think of any desired changes (16%) or that no changes were needed/everything is fine (12%), both of which are indicative of a respondent who does not perceive any pressing issues or problems in the city that can be addressed by local government. Among specific changes that were mentioned, the most common were reducing traffic congestion (11%), limiting growth (9%), maintaining/repairing infrastructure (7%), improving local schools/education (6%), and improving public safety (6%). No other single improvement categories were mentioned by at least 5% of respondents.

Question 5 *If city government could change one thing to make San Marcos a better place to live, what change would you like to see?*

FIGURE 12 CHANGES TO IMPROVE SAN MARCOS

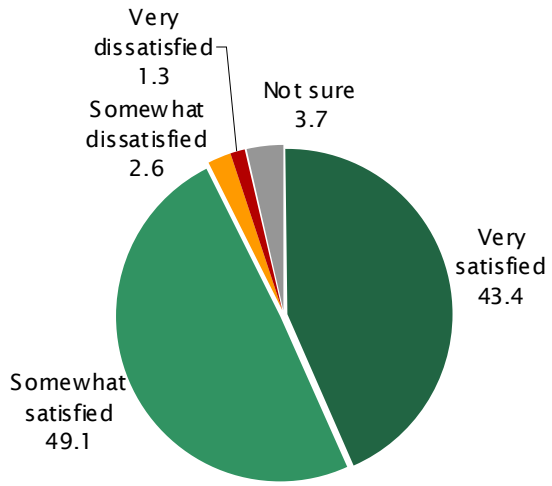


OVERALL SATISFACTION WITH CITY'S PERFORMANCE

The final question in this series asked respondents to indicate if, overall, they were satisfied or dissatisfied with the job the City of San Marcos is doing to provide city services. 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 6 *Generally speaking, are you satisfied or dissatisfied with the job the City of San Marcos is doing to provide city services?*

FIGURE 13 OVERALL SATISFACTION



As shown in Figure 13, the overwhelming majority of San Marcos residents (93%) indicated that they were satisfied with the City's efforts to provide municipal services, with 43% stating that they were *very* satisfied. Overall, just 4% of respondents indicated that they were dissatisfied with the City's overall performance, and an additional 4% indicated that they were unsure or unwilling to share their opinion.

Figures 14-16 show how ratings of the City's overall performance in providing municipal services varied by length of residence, household income, presence of children in the home, home ownership status, age, community, and geographic quadrant. Although there was some variation in opinions across subgroups—e.g., residents whose households earn at least $150,000 annually were substantially more likely to report being *very* satisfied with the City's performance—the most striking pattern in both figures is that the high levels of satisfaction exhibited by respondents as a whole (see Figure 13) were also shared by all resident subgroups.

FIGURE 14 OVERALL SATISFACTION BY YEARS IN SAN MARCOS & HOUSEHOLD INCOME

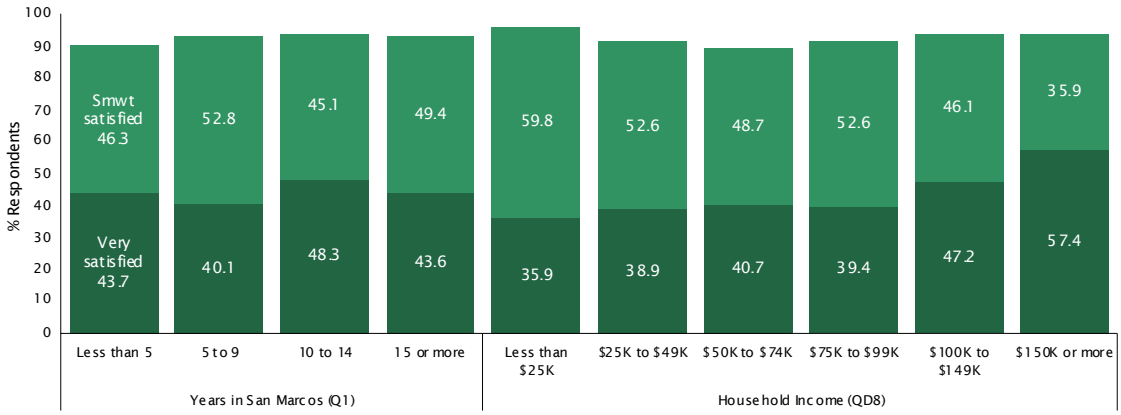


FIGURE 15 OVERALL SATISFACTION BY CHILD IN HOME, HOME OWNERSHIP STATUS & AGE

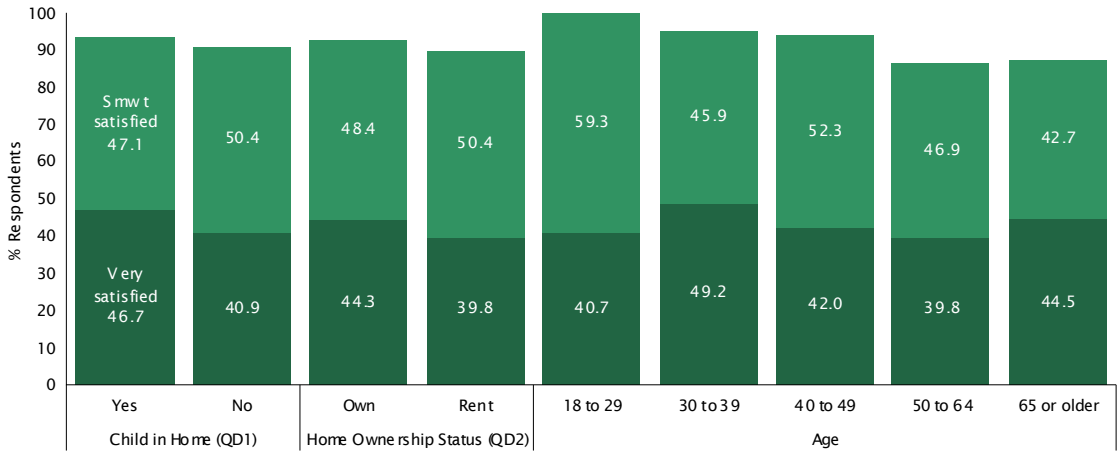
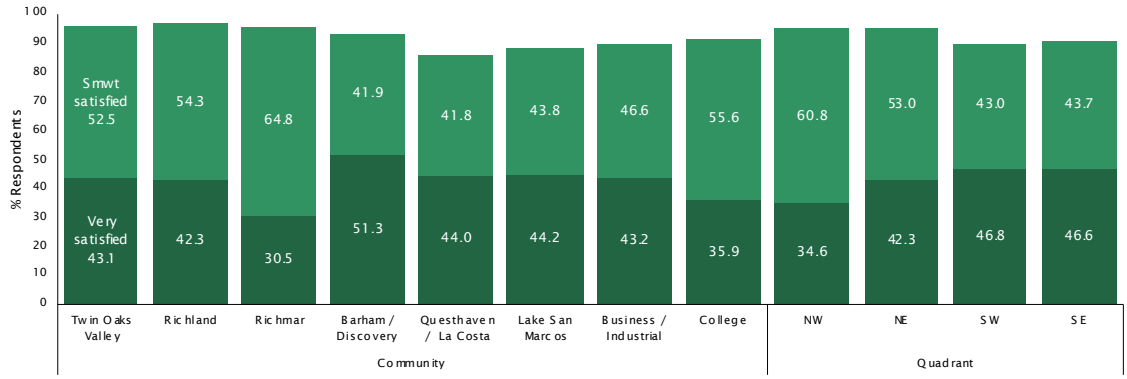


FIGURE 16 OVERALL SATISFACTION BY COMMUNITY & QUADRANT



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Perceptions of Safety

Ensuring the personal safety of residents is the most basic function of local government. It is important to keep in mind, of course, that public safety is as much a matter of perception as it is a matter of reality. Regardless of actual crime statistics, if residents *feel* unsafe then they will not enjoy the many cultural, recreational, and shopping opportunities available in the City of San Marcos that could enhance their quality of life.

Accordingly, Question 7 was designed to measure how safe respondents feel in each of the four scenarios presented at the bottom of Figure 17 according to the scale shown to the right of the figure. As shown in the figure, residents' feelings of safety varied considerably depending on the setting. Nearly all residents said they feel very or reasonably safe walking alone in their neighborhoods (92%) and shopping areas of the City (94%) during the day. After dark, however, the percentage that feel safe walking alone drops to 71% in both settings.

Question 7 *When you are _____ would you say that you feel very safe, reasonably safe, somewhat unsafe, or very unsafe?*

Figure 17 Perception of Safety

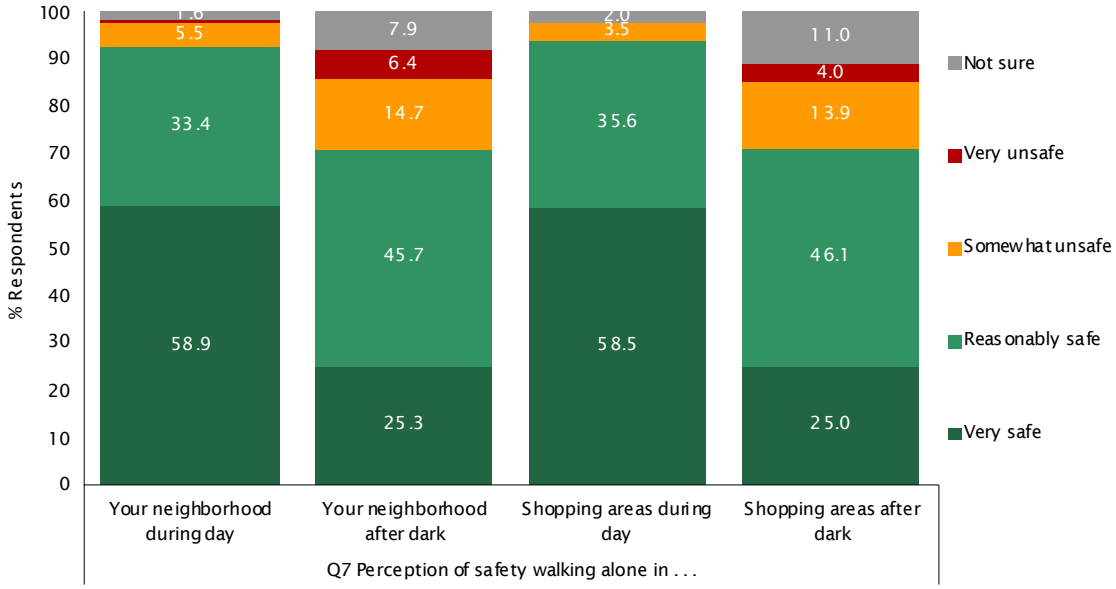
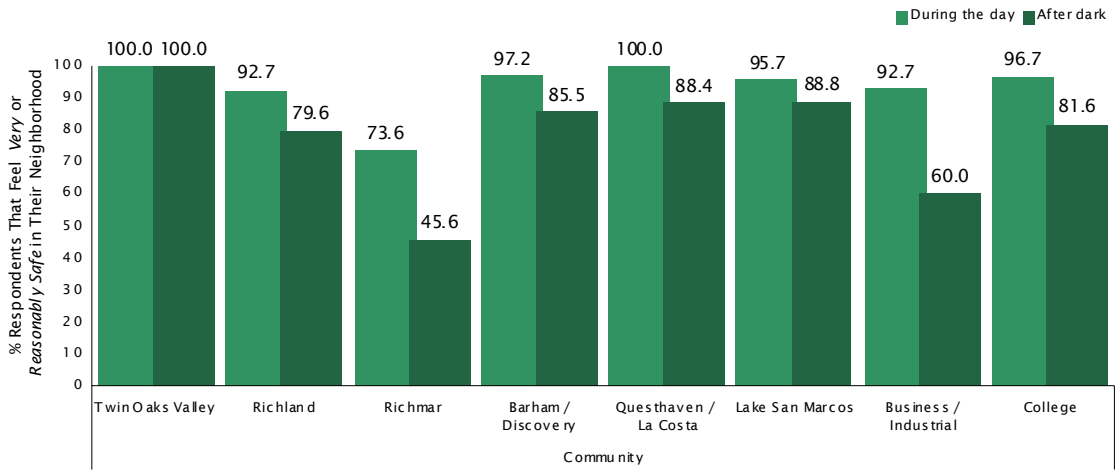


Figure 18 on the next page shows how respondents' feelings of safety in their own neighborhoods varied by neighborhood in San Marcos, by day and night. When compared to their respective counterparts, residents of Twin Oaks Valley reported feeling the most safe in their neighborhoods, whereas residents of Richmar reported feeling the least safe.

FIGURE 18 PERCEPTION OF SAFETY IN NEIGHBORHOOD DURING DAY & AFTER DARK BY COMMUNITY



GREENING SAN MARCOS

One of the issues that has come to the forefront of media, public and government attention during the past two years is the reality of climate change and the need to set policies that promote conservation, increase sustainability, and reduce pollution. Accordingly, the survey included a question series that focused on residents' opinions as they relate to environmental policies and initiatives that could be considered as part of the General Plan Update.

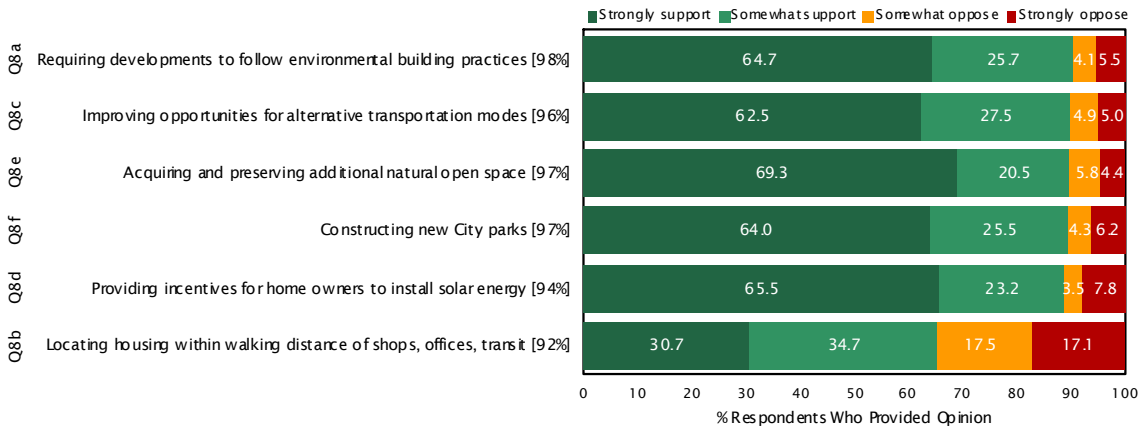
GREEN POLICY INITIATIVES

For each of the environmental initiatives shown in truncated form on the left of Figure 19, San Marcos residents were simply asked if they would support or oppose the City taking this action. The initiatives were presented in a random order for each respondent to avoid a position-order bias, and are sorted from high to low in Figure 19 based on the level of support received.

Overall, San Marcos residents were very supportive of nearly all of the initiatives tested. At the top of the list, support was highest for requiring that all new developments follow environmentally-friendly building practices (90% strongly or somewhat support), followed closely by improving opportunities for bus and Sprinter travel, shuttle service, walking, bicycling and carpooling (90%), acquiring and preserving additional natural open space (90%), constructing new city parks (90%), and providing incentives for home owners to install solar energy (89%). Although support was notably lower for locating new housing within walking distance of shopping, offices and transit, nearly two-thirds of respondents (65%) supported this initiative as well.

Question 8 *Next, I'd like to ask your opinion about several environmental policies and actions the City is considering.Would you support or oppose the City _____?*

FIGURE 19 SUPPORT FOR ENVIRONMENTAL PROJECTS



EXPECTED USE OF FIXED-ROUTE SHUTTLE

The next three questions in the survey focused on residents' interest in, expected use of, and preferences regarding a proposed fixed-route shuttle service that would serve key destinations in San Marcos such as shopping centers, medical offices, recreation sites, and government offices.

Overall, nearly half (46%) of voters surveyed indicated that they or other members of their household would use the proposed fixed-route shuttle if it ran every 30 minutes (Figure 20), with renters, those in households that earn less than $25,000 annually, residents of the Twin Oaks Valley, Richland, and Richmar neighborhoods, and those who live in the Northeast region of the City being the most likely to anticipate using the service (see Figures 21 & 22).

Question 9 *If a fixed-route shuttle service were started that ran every 30 minutes and served key destinations in San Marcos such as shopping centers, medical offices, recreation sites, and government offices, do you think you or other members of your household would use the shuttle?*

FIGURE 20 HOUSEHOLD SHUTTLE USE

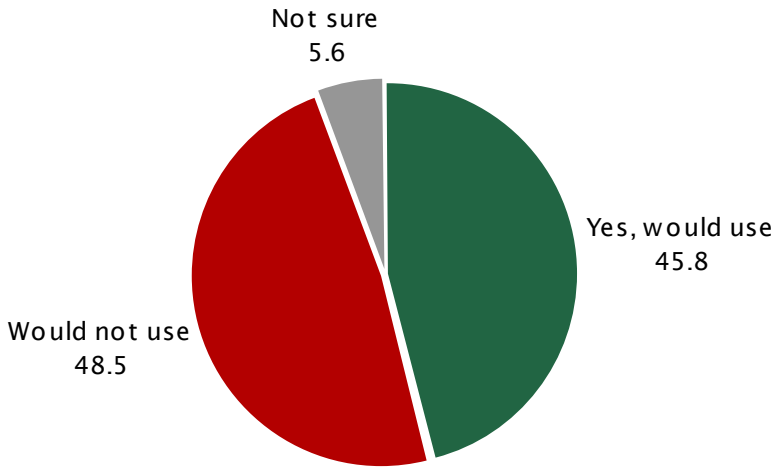


FIGURE 21 HOUSEHOLD SHUTTLE USE BY CHILD IN HOME, HOME OWNERSHIP STATUS & HOUSEHOLD INCOME

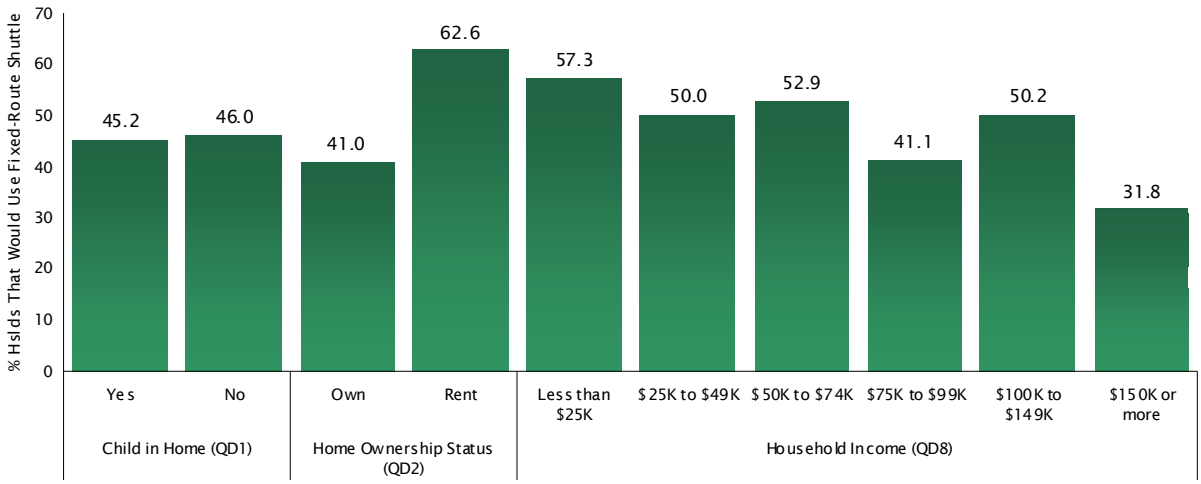
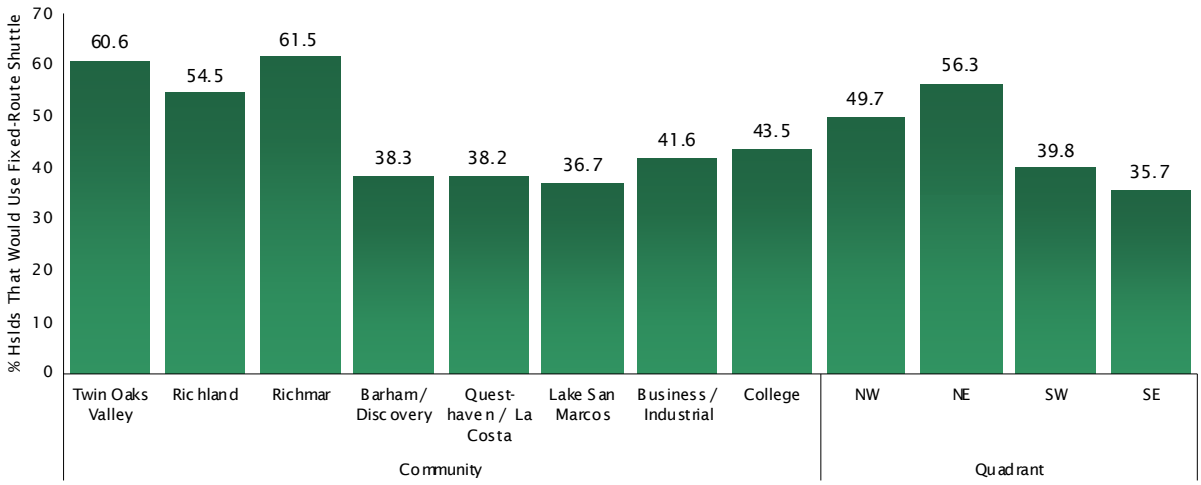


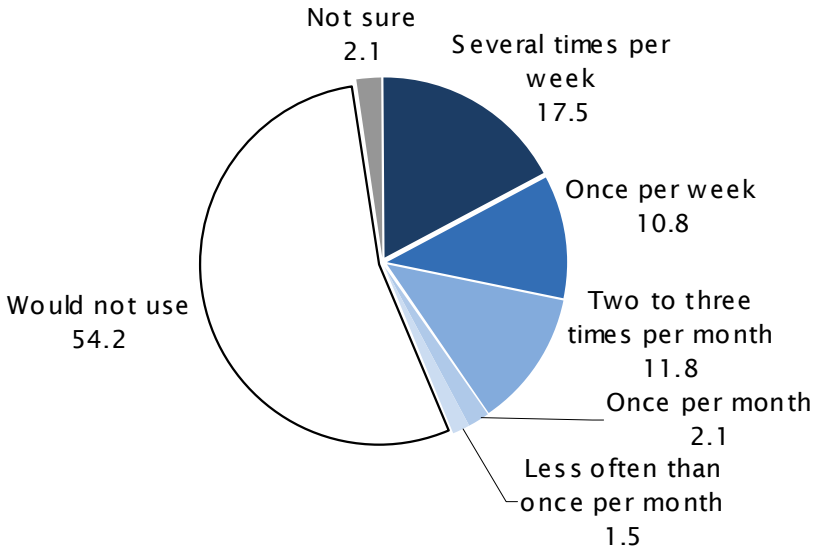
FIGURE 22 HOUSEHOLD SHUTTLE USE BY COMMUNITY & QUADRANT



Those who indicated that their household would use the proposed fixed-route shuttle were next asked to estimate how *frequently* their household would use the service. Figure 23 combines the answers to Questions 9 and 10 to place the results in the context of all residents. Overall, 18% indicated that their household would use the service several times per week, 11% once per week, 12% two or three times per month, 2% once per month, 2% stated that they would use the shuttle less often than once per month, whereas 54% of respondents did not expect that their household would use the shuttle.

Question 10 *How often would your household use the shuttle? Several times per week, once per week, two to three times per month, once per month, or less often than once per month?*

FIGURE 23 FREQUENCY OF HOUSEHOLD USE



Similar to the patterns found with respect to expected use of the shuttle *in general*, renters, those in households that earn less than $50,000 annually, residents of the Twin Oaks Valley, Richland, Richmar and College neighborhoods, and those who live in the Northeast region of the City were the most likely to indicate they would use the shuttle service several times per week (see Figures 24 & 25).

FIGURE 24 FREQUENCY OF HOUSEHOLD USE BY CHILD IN HOME, HOME OWNERSHIP STATUS & HOUSEHOLD INCOME

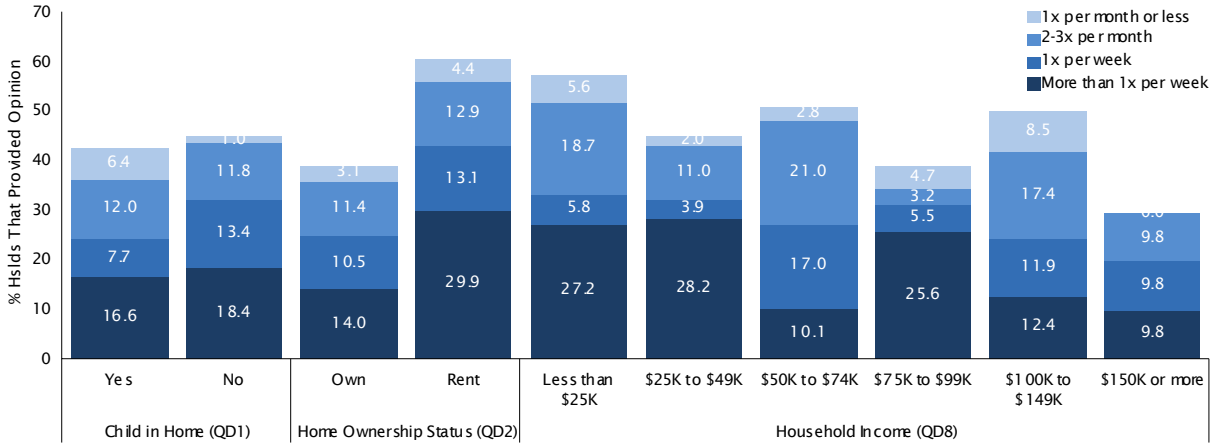
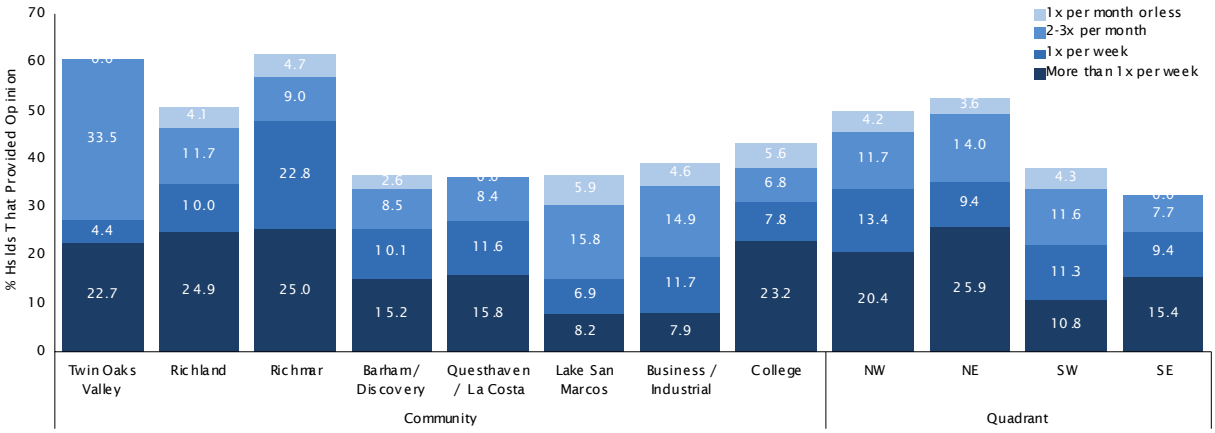


FIGURE 25 FREQUENCY OF HOUSEHOLD USE BY COMMUNITY & QUADRANT

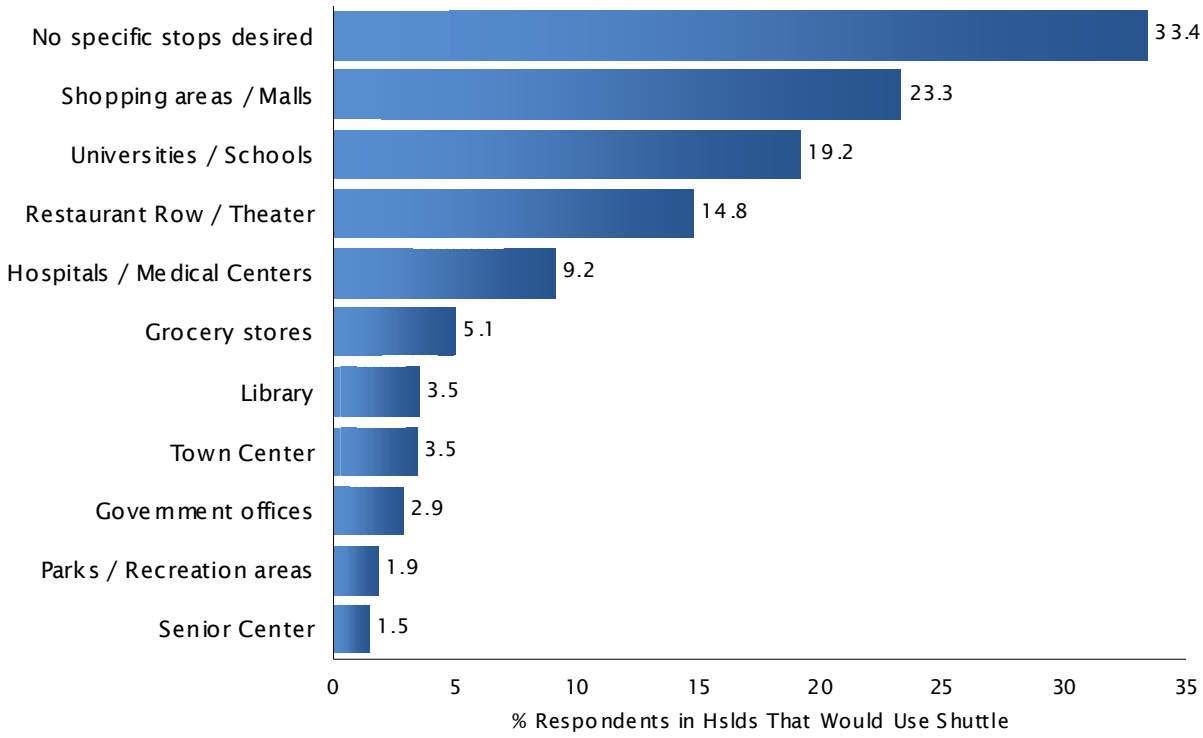


PREFERRED SHUTTLE STOP LOCATIONS The final question in this series asked respondents who expected that their household would use the shuttle if there were particular locations that they would like the shuttle to serve. Question 11 was asked in an open-ended manner, thereby allowing respondents to mention any locations that came to mind without being prompted by—or constrained to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 26 on the next page.

Approximately one-third (33%) of respondents who expected to use the shuttle did not have a specific stop or location in mind other than the general categories mentioned when the concept of a fixed-route shuttle was introduced in Question 9 (i.e., shopping centers, medical offices, recreation sites, and government offices). Of the specific locations identified by respondents the most common categories were Shopping areas/Malls (23%), the University/Schools (19%), Restaurant Row/Theater (15%), and Hospitals/Medical Centers (9%).

Question 11 *Are there particular locations in the City that you would most like the shuttle to stop at?*

FIGURE 26 DESIRED SHUTTLE STOP LOCATIONS



GROWTH & REDEVELOPMENT

The General Plan will help shape the nature of San Marcos' future development and redevelopment—including the size, type, character and location of new developments and redevelopment projects—as well as the pace at which these changes occur. Accordingly, one of the goals of this survey was to profile residents' vision for the City's future as it relates to potential growth.

The survey's approach for this issue was straightforward. Respondents were asked to look to the future of San Marcos and indicate which they prefer: moderate growth or no growth? To measure their attitudes on this issue, the survey presented respondents with the opinions of two individuals (Smith and Brown shown below) in random order and asked respondents to indicate which opinion was closest to their own.

Question 12 *Thinking now about the future of San Marcos, which of the following opinions is closest to your own?* ***Smith*** *favors moderate growth for San Marcos. He feels that growth can be positive for the City if it is planned right because it can bring new jobs, better shopping opportunities and improved City services.* ***Brown*** *opposes growth for San Marcos. He feels that growth will destroy the character of San Marcos and will make it a worse place to live.*

FIGURE 27 OPINION OF GROWTH

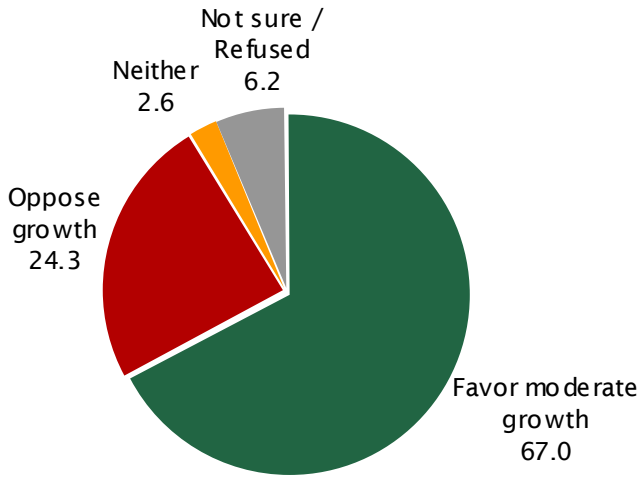


Figure 27 shows that two-thirds of those surveyed (67%) agreed with Smith and favored *moderate* growth for San Marcos in the future. They agreed that if planned right, growth would be positive for the City as it will bring new jobs, better shopping opportunities, and improved city services. Approximately one-quarter of respondents (24%) felt that Brown's no growth position was closer to their own, as it reflected their concern that growth would destroy the character of San Marcos and make it a worse place to live. An additional 8% of respondents indicated that neither opinion matched their own (2%) or they were unsure or unwilling to answer the question (6%).

For the interested reader, Figures 28-30 on the next page illustrate how opinions regarding growth strategies for San Marcos varied by a host of respondent and household characteristics. It is worth noting that a moderate growth strategy was favored by all identified subgroups.

FIGURE 28 OPINION OF GROWTH BY YEARS IN SAN MARCOS, HOME OWNERSHIP STATUS, EDUCATION LEVEL & AGE

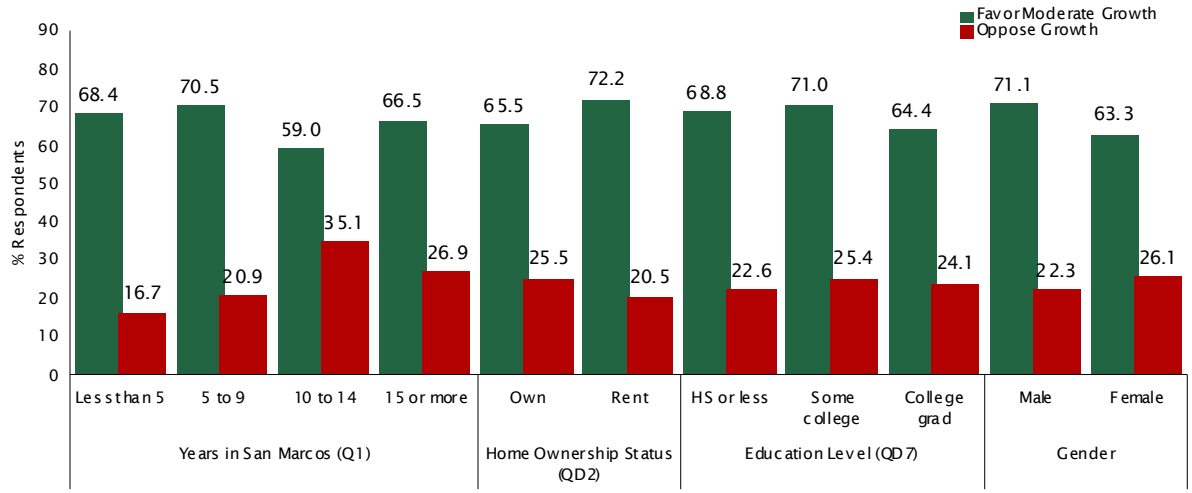


FIGURE 29 OPINION OF GROWTH BY AGE & HOUSEHOLD INCOME

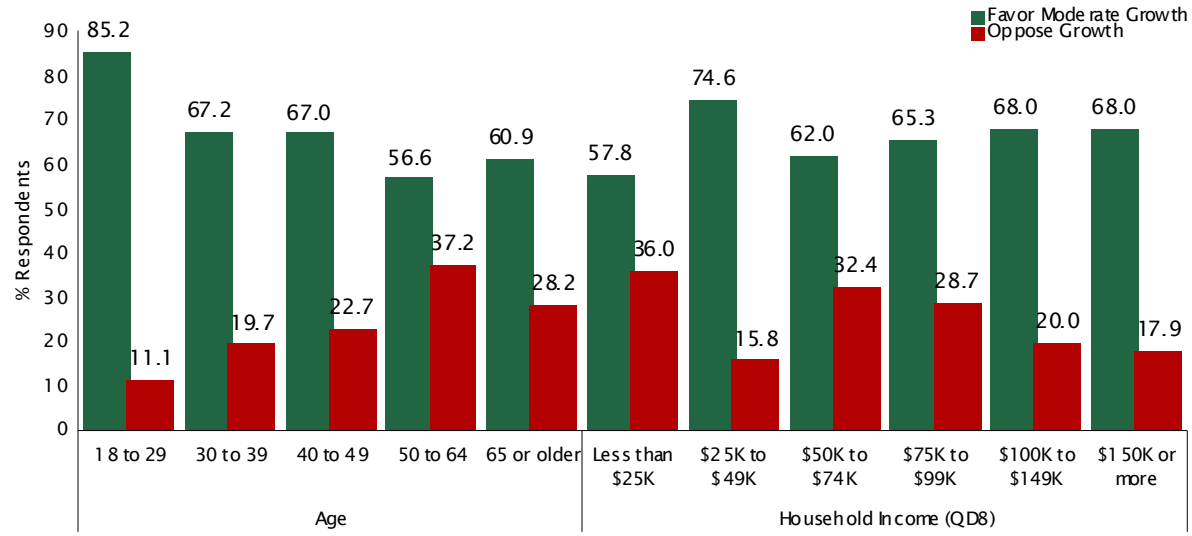
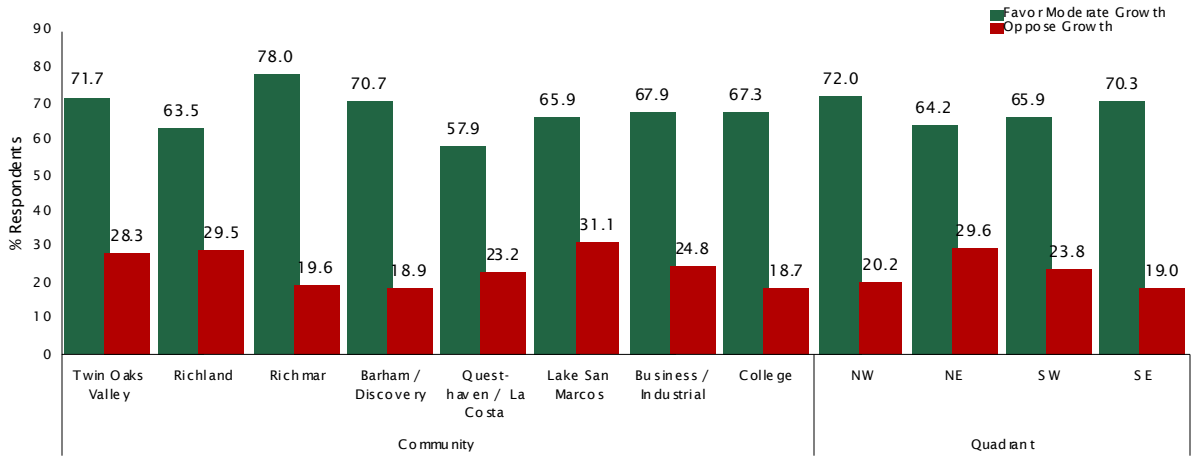


FIGURE 30 OPINION OF GROWTH BY COMMUNITY & QUADRANT



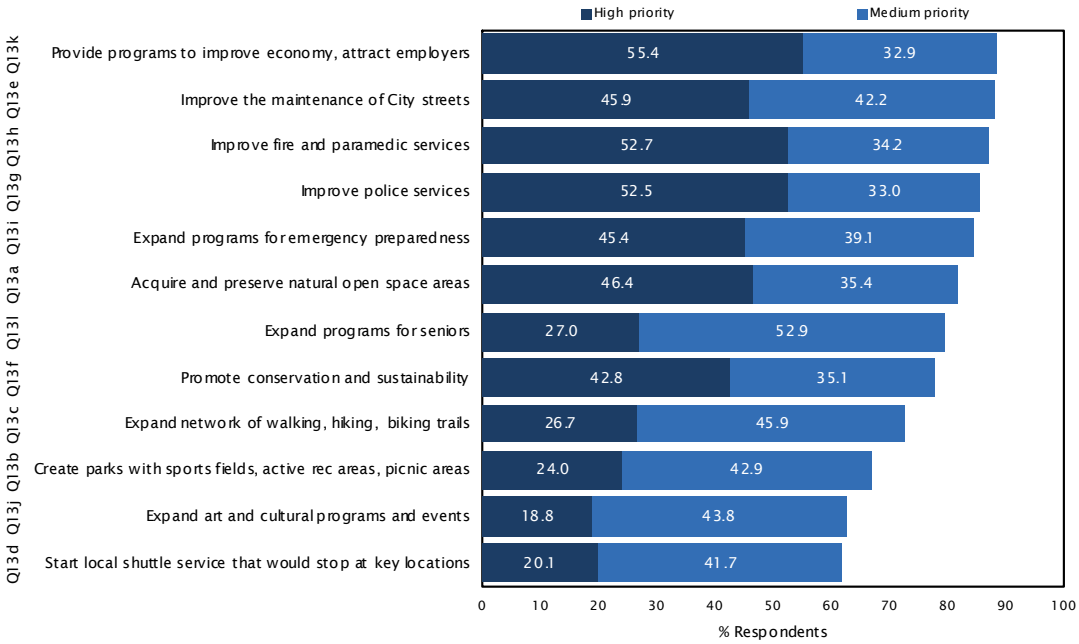
SPENDING PRIORITIES

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 13 was designed to provide San Marcos with a reliable measure of how residents, as a whole, prioritize a variety of projects, programs, and improvements 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 31 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.

Question 13 *The City of San Marcos has the financial resources to provide some of the projects and programs desired by residents. Because it can not fund every project and program, however, the City must set priorities. As I read each of the following items, I'd like you to indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for future 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 31 SPENDING PRIORITIES



The projects and programs are sorted in Figure 31 from high to low based on the proportion of respondents who indicated that an item was *at least* a medium priority for future city spending. Among the projects and programs tested, providing programs to improve the local economy and attract new employers and jobs to San Marcos was assigned the highest priority (88% high or medium priority), followed by improving road maintenance (88%), improving fire and paramedic services (87%), improving police services (86%), expanding programs for emergency preparedness (85%), and acquiring and preserving natural open space areas (82%).

City-Resident Communication

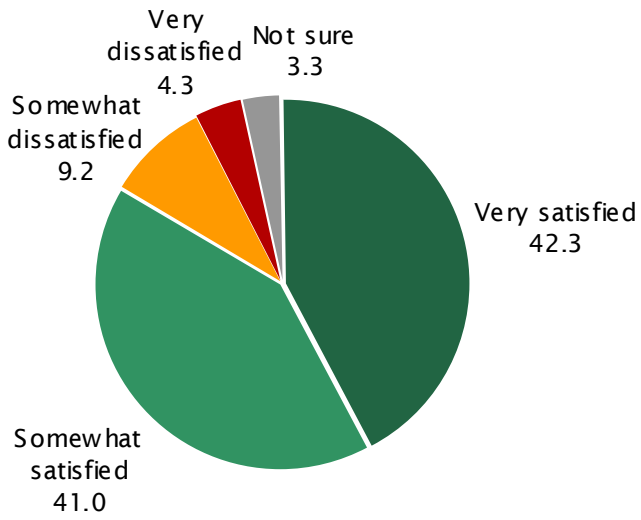
The importance of city-resident communication cannot be overstated. Much of a city's success is shaped by the quality of information that is exchanged in both directions, from the city to its residents and vice-versa. This study is just one example of San Marcos' efforts to enhance the information flow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

OVERALL SATISFACTION

Question 14 of the survey asked residents to report their satisfaction with city-resident communication in the City of San Marcos. Overall, 83% of respondents indicated they were satisfied with City's efforts to communicate with residents through newsletters, the Internet, and other means (Figure 32). The remaining respondents were either dissatisfied with the City's efforts in this respect (14%) or unsure of their opinion (3%).

Question 14 *Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, and other means?*

FIGURE 32 SATISFACTION WITH COMMUNICATION



Figures 33-35 display how satisfaction with the City's efforts to communicate with residents varied across a host of resident subgroups. When compared to their respective counterparts, satisfaction was highest among those who had lived in San Marcos between five and nine years, households that earn between $75,000 and $99,999 annually, those who live with children, renters, residents under the age of 30, residents of the Richland neighborhood, and those who reside in Northeast San Marcos.

FIGURE 33 SATISFACTION WITH COMMUNICATION BY YEARS IN SAN MARCOS, GENDER & HOUSEHOLD INCOME

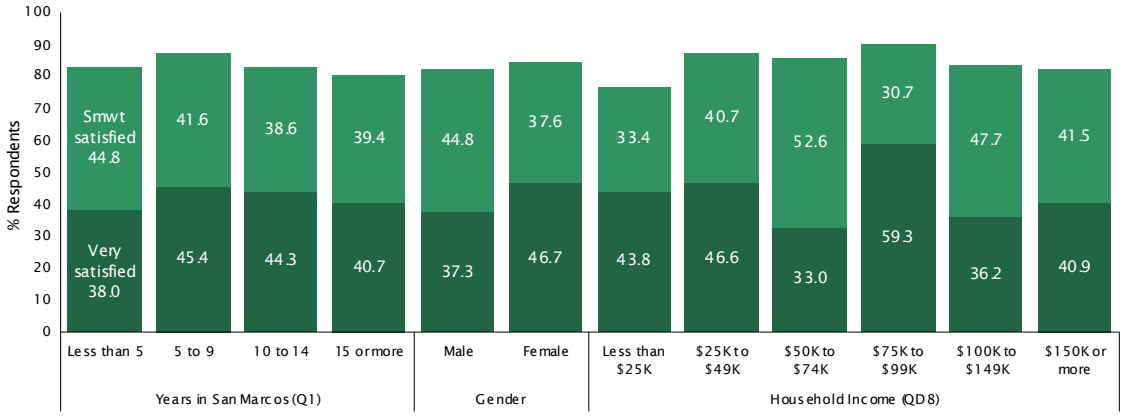


FIGURE 34 SATISFACTION WITH COMMUNICATION BY CHILD IN HOME, HOME OWNERSHIP STATUS & AGE

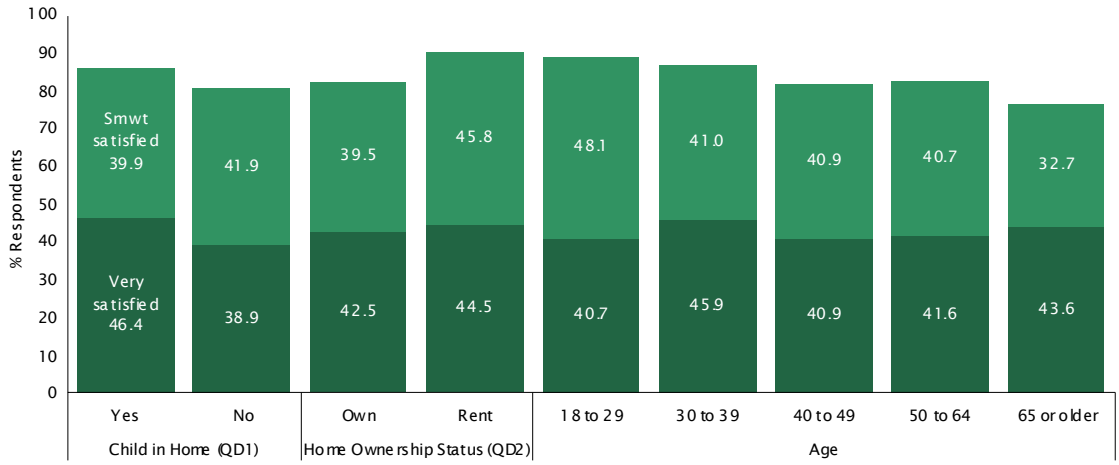
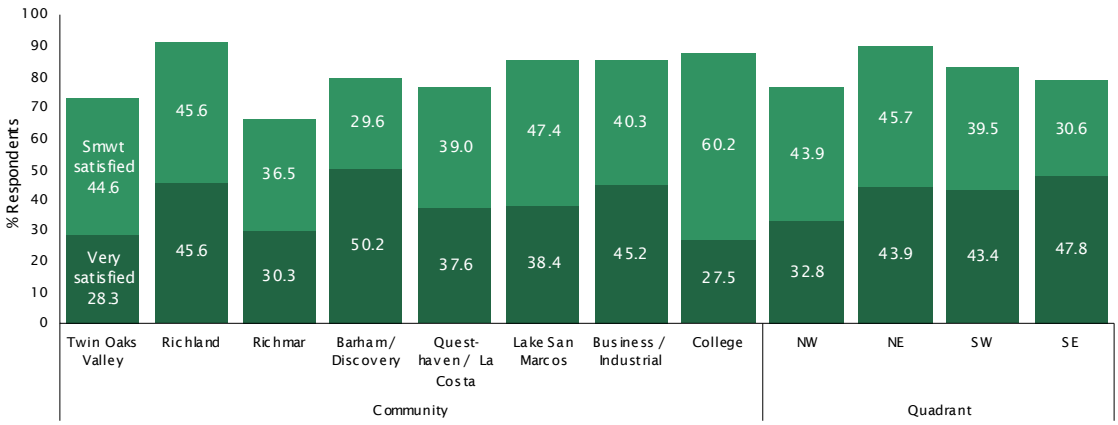


FIGURE 35 SATISFACTION WITH COMMUNICATION BY COMMUNITY & QUADRANT

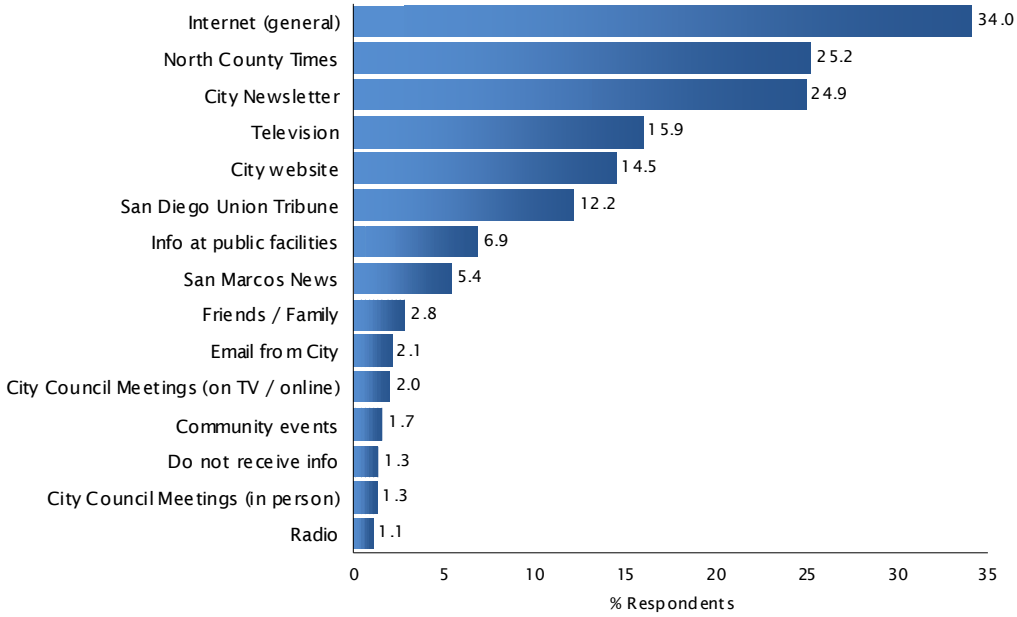


INFORMATION SOURCES To help the City identify the most effective means of communicating with residents, it is helpful to understand what information sources they currently rely on for this type of information. In an open-ended manner, residents were asked to list the information sources they typically use to find out about San Marcos news, information, and programming. Because respondents were allowed to provide up to three sources, the percentages shown in Figure 36 represent the percentage of residents who mentioned a particular source, and thus sum to more than 100.

The most frequently-cited source for city information was the Internet in general, mentioned by approximately one-third (34%) of residents. The *North County Times* (25%) and the San Marcos City Newsletter (25%) were each mentioned by one-quarter of respondents. Other commonly referenced information sources included television (16%), the City's website (15%), and the *San Diego Union Tribune* (12%).

Question 15 *What information sources do you use to find out about City of San Marcos news, information and programming?*

FIGURE 36 CITY INFORMATION SOURCES

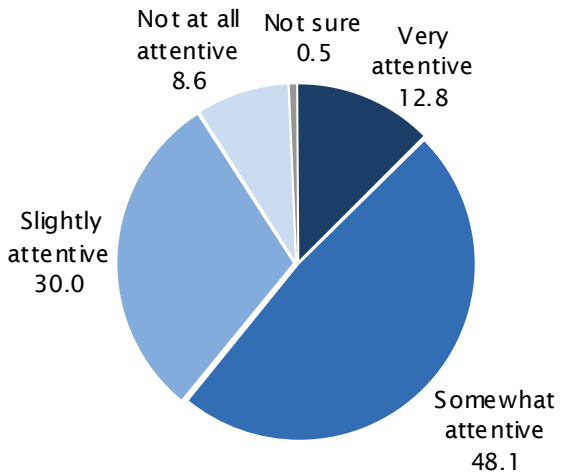


ATTENTION TO LOCAL GOVERNMENT

The final substantive question of the survey asked respondents to rate how attentive they are to the issues, decisions, and activities of the City of San Marcos using a scale of very attentive, somewhat attentive, slightly attentive, or not at all attentive. Overall, 13% of respondents claimed they are very attentive to matters of local government, 48% somewhat attentive, and 30% slightly attentive. An additional 9% of respondents confided that they do not pay any attention to the activities of the City of San Marcos.

Question 16 *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 37 ATTENTIVENESS TO LOCAL ISSUES



The level of attention that respondents indicated they pay to the activities of the City of San Marcos varied considerably across certain demographic traits—most notably by age and neighborhood of residence (see Figures 38 & 39).

FIGURE 38 ATTENTIVENESS TO LOCAL ISSUES BY HOME OWNERSHIP STATUS, AGE & HOUSEHOLD INCOME

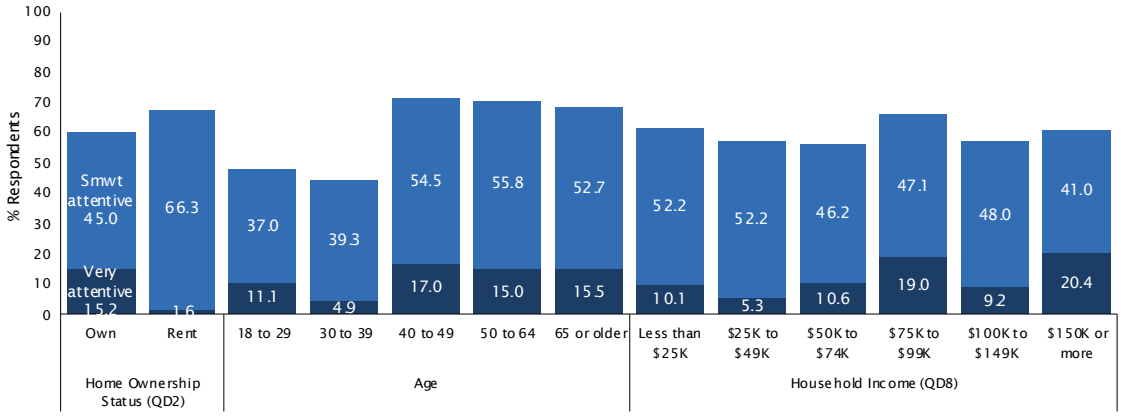
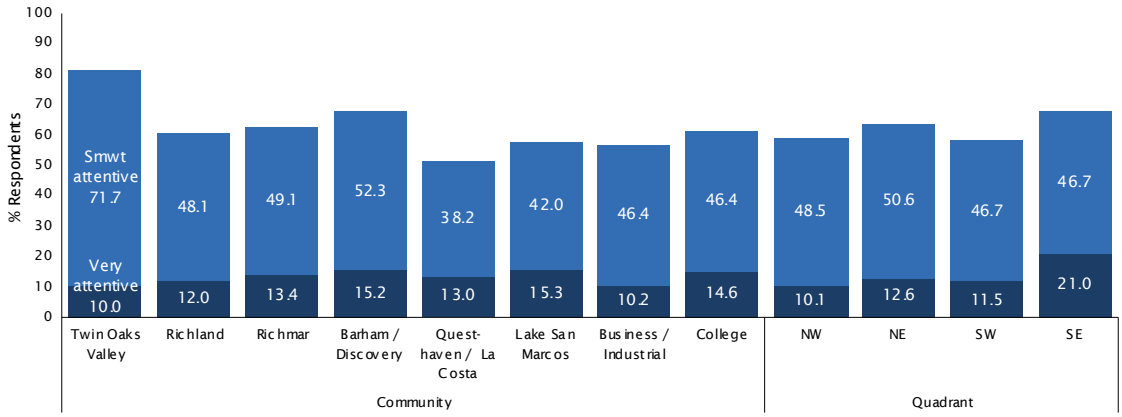


FIGURE 39 ATTENTIVENESS TO LOCAL ISSUES BY COMMUNITY & QUADRANT



BACKGROUND & DEMOGRAPHICS

TABLE 1 DEMOGRAPHICS OF SAMPLE

Total Respondents	*400*
QD1 Child in home	%
Yes	43.2
No	56.2
Refused	0.6
QD2 Home ownership status	
Own	81.1
Rent	14.5
Refused	4.3
QD3 Home type	
Single family	66.0
Townhome	7.0
Condo	6.2
Apartment	7.9
Mobile home	12.0
Refused	0.9
QD4 Employment status	
Full time	45.5
Part time	12.0
Student	5.3
Home- maker	8.3
Retired	21.0
Between jobs	6.3
Refused	1.7
QD5 Regularly commute outside San Marcos	
Yes	40.7
No	59.1
Refused	0.2
QD7 Education level	
HS or less	20.6
Some college	28.0
College grad	49.8
Refused	1.6
QD8 Household income	
Less than $25K	8.6
$25K to $49K	16.2
$50K to $74K	16.7
$75K to $99K	15.3
$100K to $149K	15.8
$150K or more	10.1
Refused	17.4
Gender	
Male	47.0
Female	53.0
Age	
18 to 29	18.1
30 to 39	19.4
40 to 49	20.6
50 to 64	23.4
65 or older	18.1
Not coded	0.5
Community	
Twin Oaks Valley	3.7
Richland	26.2
Richmar	6.8
Barham / Discovery	20.9
Questhaven / La Costa	10.3
Lake San Marcos	5.4
Business / Industrial	19.6
College	7.1
Quadrant	
NW	16.9
NE	29.6
SW	40.9
SE	12.6

Table 1 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 (see *Methodology* on page 32), the results shown are representative of the universe of adults within the City who are registered to vote. Although the primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics (see crosstabulations in Appendix A for a full breakdown of each question), the information is also valuable for understanding the current profile of the City's electorate.

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 San Marcos and EDAW to develop a questionnaire that covered the topics of interest and avoided the many 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, the items were asked in a random order for each respondent.

Some of the questions asked in this study were presented only to a subset of respondents. For example, only respondents who indicated that their household would use the proposed fixed-route shuttle were asked follow-up questions about the shuttle. The questionnaire included with this report (see *Questionnaire & Toplines* on page 35) identifies skip patterns that were used during the interview to ensure that each respondent received the appropriate questions.

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

SAMPLE The survey was conducted using a stratified sample of 400 individuals drawn from the universe of registered voters in the City of San Marcos. Consistent with the profile of this universe, the sample was stratified and a total of 400 clusters were defined, each representing a particular combination of age, gender, partisanship, household party type, and geographic location within the City. 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. It also ensures that the final sample mirrors the demographic profile of the universe of registered voters in the City.

MARGIN OF ERROR DUE TO SAMPLING By using a stratified and clustered sample and monitoring the sample characteristics as data collection proceeded, True North ensured that the sample was representative of registered voters in the City of San Marcos. The results of the survey can thus be used to estimate the opinions of *all* registered voters in the City. Because not every voter in the City participated in the survey, 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 of the 34,617 registered voters in the City had been interviewed.

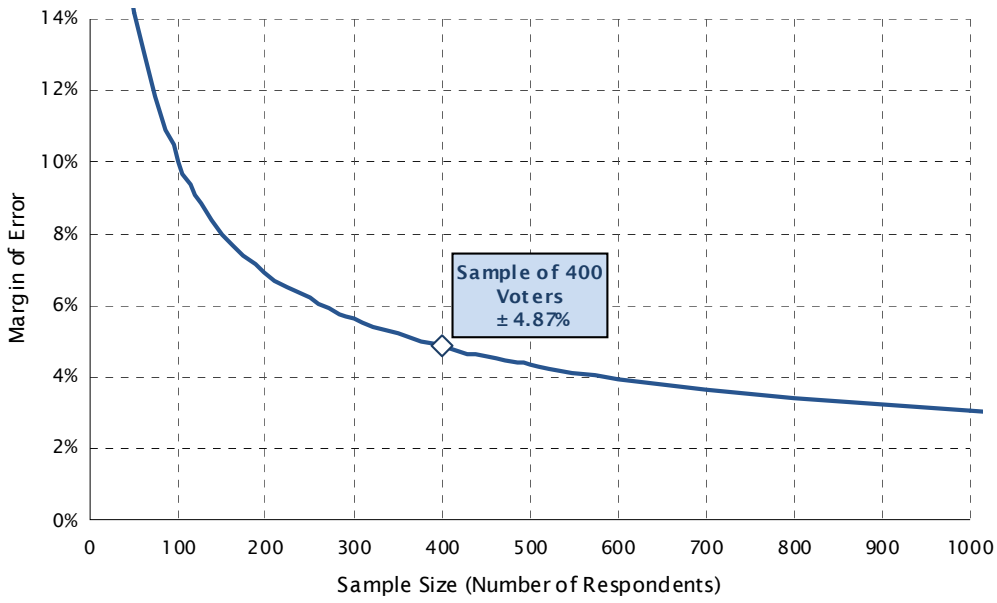
For example, in estimating the percentage of voters who regularly commute outside the City of San Marcos for school or work (Question D5), the margin of error can be calculated if one knows the size of the population, the size of the sample, a desired confidence level, and the distribution of responses 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 portion of voters who regularly commute (0.65 for 65% in this example), N is the population size of all voters (34,617), 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 statistical margin of error of ± 4.65%. This means that with 65% of survey respondents indicating that they regularly commute outside the City of San Marcos, we can be 95% confident that the actual percentage of *all* voters who regularly commute is between 60% and 70%.

Figure 40 provides a 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 (i.e., $\hat{p}$ = 0.5). For this survey, the maximum margin of error is ± 4.87% for questions answered by all 400 respondents.

FIGURE 40 MAXIMUM MARGIN OF ERROR



Within this report, figures and tables show how responses to certain questions varied by voter and demographic characteristics such as age of the respondent and presence of children in the home. Figure 40 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 sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

DATA COLLECTION The method of data collection for this study was telephone interviewing. Interviews were conducted in English and Spanish during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM) between November 6 and November 12, 2009. 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, categorizing verbatim 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.

TRUE NORTH RESEARCH

City of San Marcos
Resident Survey
Final Toplines
November 2009

Section 1: Introduction to Study
Hi, may I please speak to _____. My name is _____, and I'm calling on behalf of TNR, an independent public opinion research firm. We're conducting a survey about important issues in San Marcos and we would like to get your opinions.
If needed: This is a survey about community issues in San Marcos. 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 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 & City Services
I'd like to begin by asking you a few questions about what it is like to live in the City of San Marcos.

Q1	How long have you lived in San Marcos?		
	1	Less than 1 year	1%
	2	1 to 4 years	19%
	3	5 to 9 years	31%
	4	10 to 14 years	16%
	5	15 years or longer	32%
	99	Refused	0%

Q2	Generally speaking, do you think things in _____ are going in the right or wrong direction?				
	Randomize	Right Direction	Wrong Direction	Not sure	Refused
A	the State of California	20%	65%	14%	1%
B	San Diego County	52%	24%	22%	1%
C	the City of San Marcos	79%	9%	11%	0%

Q3	How would you rate the overall quality of life in San Marcos? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	28%
	2	Good	61%
	3	Fair	9%
	4	Poor	1%
	5	Very Poor	0%
	98	Not sure	0%
	99	Refused	0%
Q4	What do you like most about San Marcos that should be preserved for the future? Verbatim responses recorded and grouped into the categories shown below.		
	Natural surroundings / Hills / Lakes		27%
	Small community feeling		17%
	Recreation areas / Parks		16%
	Not sure / Cannot think of anything		10%
	Quality of schools, education		9%
	Quality of streets, roads		8%
	Layout of City / Planning		6%
	Convenience / Access to surrounding areas		5%
	Cleanliness / Upkeep		3%
	Shopping, dining opportunities		3%
	Lack of congestion / Population density		3%
	Community programs		2%
	Weather / Climate		2%
	Council / Leadership		2%
	Economic stability / Jobs		2%
	Low crime rate / Public safety		1%
	Like everything as is / Preserve everything		1%
	Quality of life in general		1%
	History, heritage of City		1%

Q5	If city government could change one thing to make San Marcos a better place to live, what change would you like to see? Verbatim responses recorded and grouped into the categories shown below.		
	Not sure / Cannot think of anything		16%
	No changes needed / Everything is okay		12%
	Reduce traffic congestion		11%
	Limit growth		9%
	Maintain, repair infrastructure		7%
	Improve public safety		6%
	Improve schools, education		6%
	Add, improve park, rec facilities		4%
	Reduce cost of living		4%
	Improve economic development efforts		4%
	Improve Council, gov process		4%
	Improve environmental efforts		4%
	Improve public transportation		3%
	Improve shopping, restaurants		2%
	Improve entertainment options		1%
	Address illegal immigration issue		1%
	Other (unique responses)		6%
Q6	Generally speaking, are you satisfied or dissatisfied with the job the City of San Marcos is doing to provide city services? *Get answer, then ask:* Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?		
	1	Very satisfied	43%
	2	Somewhat satisfied	49%
	3	Somewhat dissatisfied	3%
	4	Very dissatisfied	1%
	98	Not sure	2%
	99	Refused	1%

Section 3: Perceptions of Safety							
Q7	When you are _____ would you say that you feel very safe, reasonably safe, somewhat unsafe, or very unsafe?						
Read in Order		Very Safe	Reasonably Safe	Somewhat Unsafe	Very Unsafe	No Opinion	Refused
A	Walking alone in your neighborhood during the day	59%	33%	5%	1%	2%	0%
B	Walking alone in your neighborhood after dark	25%	46%	15%	6%	6%	2%
C	Walking alone in shopping areas in San Marcos during the day	59%	36%	3%	0%	2%	0%
D	Walking alone in shopping areas in San Marcos after dark	25%	46%	14%	4%	9%	2%

Section 4: Greening San Marcos							
Next, I'd like to ask your opinion about several environmental policies and actions the City is considering.							
Q8	Would you support or oppose the City _____? *Get answer. If 'support' or 'oppose', then ask*: Would that be strongly (support/oppose) or somewhat (support/oppose)?						
	Randomize	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	No Opinion	Refused
A	Requiring that all new developments follow environmentally-friendly building practices	63%	25%	4%	5%	2%	1%
B	Locating new housing within walking distance of shopping, offices and transit	28%	32%	16%	16%	6%	1%
C	Improving opportunities for bus and Sprinter travel, shuttle service, walking, bicycling and carpooling	60%	27%	5%	5%	3%	0%
D	Providing incentives for home owners to install solar energy	62%	22%	3%	7%	5%	1%
E	Acquiring and preserving additional natural open space	67%	20%	6%	4%	3%	0%
F	Constructing new City parks	62%	25%	4%	6%	3%	0%

Q9	If a fixed-route shuttle service were started that ran every 30 minutes and served key destinations in San Marcos such as shopping centers, medical offices, recreation sites, and government offices, do you think you or other members of your household would use the shuttle?			
	1	Yes	46%	*Ask Q10*
	2	No	49%	*Skip to Q12*
	98	Not sure	6%	*Skip to Q12*
	99	Refused	0%	*Skip to Q12*
Q10	How often would your household use the shuttle? Several times per week, once per week, two to three times per month, once per month, or less often than once per month?			
	1	Several times per week	38%	
	2	Once per week	24%	
	3	Two to three times per month	26%	
	4	Once per month	4%	
	5	Less often than once per month	3%	
	98	Not sure	5%	
	99	Refused	0%	
Q11	Are there particular locations in the City that you would most like the shuttle to stop at? Verbatim responses recorded and grouped into the categories shown below.			
	No specific stops desired		25%	
	Shopping areas / Malls		23%	
	Universities / Schools		19%	
	Restaurant Row / Theater		15%	
	Hospitals / Medical Centers		9%	
	Not sure / Cannot think of any		8%	
	Grocery stores		5%	
	Library		4%	
	Government offices		3%	
	Town Center		3%	
	Senior Center		2%	
	Parks / Recreation areas		2%	

Section 5: Growth & Redevelopment			
Q12	Thinking now about the future of San Marcos, which of the following opinions is closest to your own?		
Randomize statements 1 & 2. Do not read options 3, 4 or 99.			
	1	Smith favors moderate growth for San Marcos. He feels that growth can be positive for the City if it is planned right because it can bring new jobs, better shopping opportunities and improved City services.	67%
	2	Brown opposes growth for San Marcos. He feels that growth will destroy the character of San Marcos and will make it a worse place to live.	24%
	3	Neither	3%
	4	Some of both	3%
	99	Not sure / Refused	3%

Section 6: Spending Priorities							
The City of San Marcos has the financial resources to provide some of the projects and programs desired by residents. Because it can not fund every project and program, however, the City must set priorities.							
Q13	As I read each of the following items, I'd like you to indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for future 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	Acquire and preserve natural open space areas	46%	35%	14%	4%	1%	0%
B	Create more parks with sports fields, active recreation areas, and picnic areas	24%	43%	26%	6%	1%	0%
C	Expand the network of walking, hiking and biking trails throughout the City	27%	46%	22%	5%	1%	0%
D	Start a local shuttle service that would stop at key locations throughout the City	20%	42%	27%	10%	1%	0%
E	Improve the maintenance of City streets	46%	42%	9%	2%	1%	0%
F	Promote conservation and sustainability	43%	35%	15%	4%	2%	1%
G	Improve police services	53%	33%	9%	4%	2%	0%
H	Improve fire and paramedic services	53%	34%	10%	2%	1%	0%

I	Expand programs for emergency preparedness	45%	39%	12%	2%	2%	0%
J	Expand art and cultural programs and events	19%	44%	31%	5%	0%	0%
K	Provide programs to improve the local economy and attract new employers and jobs to San Marcos	55%	33%	9%	2%	1%	0%
L	Expand programs for seniors	27%	53%	15%	2%	3%	0%

Section 7: City-Resident Communication			
Q14	Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, and other means? *Get answer, then ask:* Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?		
	1	Very satisfied	42%
	2	Somewhat satisfied	41%
	3	Somewhat dissatisfied	9%
	4	Very dissatisfied	4%
	98	Not sure	3%
	99	Prefer not to answer	0%
Q15	What information sources do you use to find out about City of San Marcos news, information and programming? *Don't read list. Record up to first 3 responses.*		
	1	City Newsletter/*San Marcos 360*	25%
	2	*North County Times* (daily paper)	25%
	3	*San Diego Union Tribune* (daily paper)	12%
	4	*San Marcos News* (monthly paper)	5%
	5	City Council Meetings (televised/online)	2%
	6	City Council Meetings (in-person)	1%
	7	Radio	1%
	8	Television (general)	16%
	9	City's website	14%
	10	Internet (not City's site)	34%
	11	Email notification from City	2%
	12	Flyers or brochures (displayed at public facilities)	7%
	13	Community events	2%
	14	Friends/Family/Associates	3%
	15	Other (unique responses)	8%
	16	Do not receive information about City	1%
	98	Not sure	1%
	99	Refused	1%

Q16	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	13%
	2	Somewhat attentive	48%
	3	Slightly attentive	30%
	4	Not at all attentive	9%
	98	Not sure	0%
	99	Refused	0%

Section 8: Background & Demographics			
Thank you so much for your participation. I have just a few background questions for statistical purposes.			
D1	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%
D2	Do you own or rent your home in San Marcos?		
	1	Own	81%
	2	Rent	15%
	99	Refused	4%
D3	Which of the following best describes your current home?		
	1	Detached, single-family home	66%
	2	Townhome	7%
	3	Condominium	6%
	4	Apartment	8%
	5	Mobile home	12%
	99	Refused	1%

D4	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	45%	*Ask D5*
	2	Employed part-time	12%	*Ask D5*
	3	Student	5%	*Ask D5*
	4	Homemaker	8%	*Skip to D7*
	5	Retired	21%	*Skip to D7*
	6	In-between jobs	6%	*Skip to D7*
	99	Refused	2%	*Skip to D7*
D5	Do you commute outside of San Marcos on a regular basis for (your job/school *from D4*).			
	1	Yes	65%	*Ask D6*
	2	No	35%	*Skip to D7*
	99	Refused	0%	*Skip to D7*
D6	How much time does it typically take you to commute to (your job/school), round-trip?			
	Less than 30		16%	
	30 to 59		40%	
	60 to 89		16%	
	90 to 119		12%	
	120 or more		12%	
	Not sure / Refused		3%	
D7	What is the last grade or level you completed in school? (*Don't read choices*)			
	1	Elementary (8 or fewer years)	2%	
	2	Some high school (9 to 11 years)	2%	
	3	High school graduate (12 years)	16%	
	4	Technical / Vocational school	2%	
	5	Some college	26%	
	6	College graduate	29%	
	7	Some graduate school	5%	
	8	Graduate, professional, doctorate degree (DDS, DVM, JD, LLM, MA, MS, MBA, MD, PhD)	16%	
	98	Not sure	0%	
	99	Refused	1%	

D8	This last question is for statistical purposes only. As I read the following income categories, please stop me when I reach the category that best represents your household's total annual income before taxes.		
	1	Less than $25,000	9%
	2	$25,000 to $49,999	16%
	3	$50,000 to $74,999	17%
	4	$75,000 to $99,999	15%
	5	$100,000 to $149,999	16%
	6	$150,000 to $199,999	7%
	7	$200,000 or more	3%
	98	Not sure	3%
	99	Refused	15%
Those are all of the questions that I have for you. Thanks so much for participating in this important survey!			

Post-Interview & Sample Items			
S1	Gender		
	1	Male	47%
	2	Female	53%
S2	Party		
	1	Democrat	31%
	2	Republican	40%
	3	Other	6%
	4	DTS	23%
S3	Age on Voter File		
	1	18 to 29	18%
	2	30 to 39	19%
	3	40 to 49	21%
	4	50 to 64	23%
	5	65 or older	18%
	99	Not coded	0%

S4	Registration Date		
	1	2009 to 2005	52%
	2	2004 to 2001	28%
	3	2000 to 1997	10%
	4	1996 to 1990	6%
	5	Before 1990	4%
S5	Household Party Type		
	1	Single Dem	17%
	2	Dual Dem	9%
	3	Single Rep	12%
	4	Dual Rep	21%
	5	Single Other	15%
	6	Dual Other	6%
	7	Dem & Rep	5%
	8	Dem & Other	7%
	9	Rep & Other	6%
	0	Mixed (Dem + Rep + Other)	2%
S6	ZIP Code		
	5-digit ZIP		Data on file
S7	Voting History		
	For last six elections		Data on file
S8	Likely to Vote by Mail		
	1	Yes	42%
	2	No	58%

S9	Likely November 2010 Voter		
	1	Yes	65%
	2	No	35%
S10	Likely June 2010 Voter		
	1	Yes	51%
	2	No	49%
S11	Community (from City GIS Match)		
	1	Twin Oaks Valley	4%
	2	Richland	26%
	3	Richmar	7%
	4	Barham/Discovery	21%
	5	Questhaven/La Costa	10%
	6	Lake San Marcos	5%
	7	Business/Industrial	20%
	8	College	7%
S12	Quadrant (from City GIS Match)		
	1	NW	17%
	2	NE	30%
	3	SW	41%
	4	SE	13%
S13	Survey language version		
	1	English	96%
	2	Spanish	4%