

SAN DIEGO REGION PUBLIC OPINION SURVEY 2002

MAY 2002

Prepared for SANDAG by Godbe Research & Analysis



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Revised May 6, 2002

Introduction

Godbe Research & Analysis (GRA) is pleased to present the results of a resident opinion research project conducted for the San Diego Association of Governments (SANDAG). This report is organized into the following sections:

Executive Summary

The *Executive Summary* includes a *Highlights of the Study* section, a *Conclusions & Recommendations* section and a summary of the *Key Findings* from the survey.

Summary of Results

In the body of the report, we present a question-by-question analysis of the survey. The discussion is organized into the following sections:

- Evaluation of San Diego Region
- Issues of Importance
- Satisfaction with Current Efforts
- Satisfaction - Importance Ratios
- Agreement with Statements
- Prioritization of Projects
- Effectiveness of Approaches to Relieving Traffic Congestion
- Issues Surrounding Population Growth
- Commute Behavior
- Factors in Choosing Current Home
- General Regional Issues
- Results Comparison: 1998 vs. 2002
- Additional Demographic and Behavioral Measures

Methodology

The *Methodology* section explains the research objectives of the project and the methods and procedures used to conduct this study. This section also explains how to interpret the percentage and means tables in the body of the report and in Appendix B.

Appendices

We have included the following *appendix*:

- *Appendix A*, which presents the questionnaire with the overall topline percentages and a copy of the Spanish translation of the questionnaire.
- Because of its size (300+ pages) *Appendix B*, which presents the complete crosstabulations is available separately, upon request.

Executive Summary

Highlights of the Study

<i>Satisfaction with the Region</i>	More than ninety percent of respondents indicate they were either very (62%) or somewhat (29%) satisfied with the San Diego region as a place to live. This number did not significantly differ from the finding of the 1998 region study.
<i>Aspects of the Local Community</i>	Eighty percent indicated their quality of life, with respect to their local community, was either excellent or good. This percentage represents a six percent decrease from the 1998 region study. Forty three percent rated public transportation in their local community as either excellent or good, which was nine percent lower than in 1998.
<i>Economic Prosperity</i>	Forty-one percent said they and their family were financially better off now than a year ago, and when thinking of the future, 48 percent felt they would be financially better off a year from now.
<i>Region's Report Card</i>	On average, residents gave the 'Economic health of the region' and the 'Environment of the region' each a B-. The 'Transportation system of the region' received a C+ and 'Housing in the region' received a C-.
<i>Region's Number One Problem</i>	Residents were asked in an open-ended format to indicate what they thought was the region's number one problem. The most popular responses were: traffic (25%), affordability of housing (16%), and overcrowding as a result of population growth (16%). Other popular responses included the cost of living (8%), crime and gangs (7%), and public services falling behind the pace of growth (6%).
<i>Importance of and Satisfaction with Regional Efforts</i>	A list of 11 specific issues was presented to respondents, who were asked to indicate the perceived importance of each issue to people in the region, as well as their satisfaction with current efforts to address each issue. Looking at the <i>average</i> importance and <i>average</i> satisfaction scores assigned to each issue, the issues that residents felt were in the greatest need of attention (highest importance and lowest satisfaction) were: making housing more affordable, reducing traffic congestion, protecting beaches from pollution, providing better public transportation services, reducing wait times at the border, and keeping agricultural land.
<i>Priorities for Tax Dollars</i>	Respondents assigned a priority level for tax dollars for 13 projects. The highest priorities were protecting the environment from pollution, improving freeways in the region, improving local streets and roads, and creating more programs for high risk youth.

Growth and Housing

Fifty-eight percent agreed that the government should not promote nor limit growth, but plan for it. This percentage represented a significant decrease in the percentage of respondents who felt the government should plan for growth versus an increase in those who felt the government should just cope with growth as it occurs.

Forty-eight percent of respondents agreed, 'Most new housing developments should continue to feature single-family homes in areas of the region that are separate from shops and office space, resulting in a more spread-out design', compared with 42 percent who agreed, 'New housing developments should include condos, townhouses, and apartments mixed in with shops and office space, resulting in a more compact design'.

The most important factors residents cited in choosing their current home included: affordability, the safety of the neighborhood, the overall look and design of the home, and the neighborhood's access to freeways.

Commute Behavior and Mode Choice

About half (48%) of the residents surveyed indicated they had used public transit in the past 12 months. Thirty-nine percent indicated they had used the Trolley, 27 percent had used the bus, and ten percent had used the Coaster.

Approximately 58 percent of residents commuted on a regular basis to work and/or school. Of those who regularly commute, 76 percent indicated that they primarily drive alone for this commute. Eleven percent said they primarily carpool, and ten percent primarily use public transit.

The average commute time from home to work, overall, was 25.4 minutes. Sixty-nine percent of commuters said they get from their home to their commute destination in less than 30 minutes. Respondents whose commute was greater than 30 minutes were asked about three possible trade-offs to reduce their commute. Fifty-five percent said they would work from home if their employer allowed it, 53 percent said they would move to a different home (which was a 26% increase from 1998), but only 12 percent said they would accept a job with a 15 percent pay cut.

Approaches to Relieving Traffic Congestion

The most popular approaches to relieving traffic congestion during commute times were perceived to be flexible work hours, telecommuting, adding lanes to existing freeways, and additional public transportation.

Conclusions and Recommendations

Living in the San Diego Region

Generally speaking, residents are quite satisfied with their quality of life in the San Diego region. When asked about the region as a whole or about their local community, few residents indicated they are unhappy. However, as this study and recent studies conducted for SANDAG indicate, the issues of traffic on local streets and freeways, growth and overcrowding, and availability of affordable housing are becoming more prevalent in residents' minds. Other issues that surfaced as perceived priorities throughout the region include: protecting the environment (particularly the beaches) from pollution, improving public transportation services, creating more programs for high risk youth, reducing wait times at the border, and keeping agricultural land.

Priorities in the San Diego Region

As this study covered a broad range of regional issues across a variety of dimensions, the results provide a snapshot of residents' opinions of current conditions, unmet needs, and perceived priorities for the future. What follows is a brief discussion of the top three priorities that surfaced in this study: Traffic, Housing and Population Growth, and the Environment.

Traffic

As identified in this study and nearly all regional studies conducted over the last ten years, traffic congestion on freeways and on local streets and roads is the number one issue affecting quality of life in the San Diego region. Despite continued efforts to improve traffic conditions in the region, the rate of growth has persisted in outpacing funding for transportation improvements. Assuming the *TransNet* sales taxⁱ will expire in 2008 and that other sources, such as the gas tax, remain stable, SANDAG recently estimated that there will be a \$12 billion deficit in funding for projects identified in the 2020 Regional Transportation Plan for transportation improvements, operations and maintenance through 2020.

SANDAG is preparing the 2030 Regional Transportation Plan (2030 RTP) that will identify the need to develop a comprehensive program for addressing transportation demand on freeways and local streets and roads, especially during peak traffic hours. The overarching goals of the program are to encourage multi-modal travel and an increased efficiency in the use of transportation infrastructure. This plan will include both short term solutions of working with employers to identify demand-based solutions and seek their assistance, and long term solutions of land uses and urban design that support alternative modes of transportation, such as carpooling, public transit, biking, and walking.

ⁱIn 1987, voters approved Proposition A, now called *TransNet*, which provided a 1/2 percent sales tax increase dedicated to transportation projects for a period of 20 years.

When residents were asked about the most preferred approaches to relieving traffic congestion, the top responses were TDM projects. Among commuters in the San Diego region, the most popular approaches were flexible work hours and telecommuting, followed by adding lanes to existing freeways and providing additional public transit options. Employer incentives and sponsored programs were also very popular.

In this study, and nearly all studies that have asked about commuters' rationale for their mode choice, the primary factor in determining mode choice is the perceived *convenience* of the mode. The 1999 study, *Road Signs: Getting Around the Region* conducted for SANDAG by Strategic Consulting and Research looked at rationale for not carpooling regularly and motivators for encouraging carpooling. The inability to find carpool partners was a top factor for not regularly carpooling and assistance in finding carpool partners was mentioned most often as an encouraging factor to carpool more often. This aspect of carpooling is obviously directly related to the *convenience* of that mode, and is a main component of RideLink--an integrated effort to reduce drive-alone rates by offering a range of TDM programs for commuters and employers sponsored by SANDAG.

Of course, the program is only as useful as employers are aware of it and are willing to embrace the tasks involved. The Employer Transportation Incentive Survey conducted in 1999 found that awareness was quite low among employers in the region. The findings of this study and other related studies in the region maintain that the approach of the RideLink program is on target for increasing usage of alternative transportation methods (like carpooling), but its success certainly hinges on the effectiveness of current education and outreach efforts in this area.

Housing and Population Growth

Affordable housing and population growth also rose to the top of the important issues identified in the study. Residents showed great concern about the availability of the region's open space; including parks, canyons, sensitive habitats, and agricultural land. As SANDAG is aware, the region needs continue to take steps to reverse the negative effects of sprawl and create livable, sustainable communities. More than 70 organizations support this concept and have signed on in support of "smart growth", which encourages mixed-use development near transit facilities.

Some of the many components of smart growth include: attracting high value jobs to communities, linking education and training to the local job market, increasing supply and providing a variety of housing types for residents of all incomes, locating new homes closer to transportation systems, services, and jobs, designing transit systems to connect employment centers, commercial and residential areas, airports, universities, hospitals, and recreation, and providing convenient bike and pedestrian access to activity centers and transit stations.

Of course, as SANDAG officials (and officials of many other regional planning agencies) understand, changing the region's development patterns requires a great deal of effort and public support. In this study, residents were closely split on the topic of dense, mixed housing versus spread out, primarily single family housing, with a slight edge to the latter. And although the majority of respondents felt that the best approach for dealing with population growth was to neither promote nor limit it, but to effectively plan for it, this percentage decreased nearly eight percentage points since 1998.

It appears that when selecting a home, “smart growth” features are less important than others. When asked to indicate factors in choosing their current home, affordability, neighborhood safety, and overall design of the home were the most important features. The lowest rated items were the property’s location relative to schools, shopping, and public transit. At the same time, more than 80 percent agreed that a mixture of land uses and access to public transportation makes a more desirable place to live. Clearly, there exists a need to inform the public on the benefits of smart growth strategies, to identify its objectives, and to clarify possible misunderstandings that may exist.

Environment

As traffic, population growth, and affordability and availability of housing are all related, it’s not surprising to find that concerns about the environment surface as a top issue as well. The San Diego region is one of the most rapidly growing regions in the country, and at the same time it has more rare, threatened, and endangered plant and animal species than any similar land area in the continental United States--recent ecological studies have identified the region as a major ‘hot spot’ for biodiversity and species endangerment. This combination of rapid growth, high biodiversity, and large numbers of rare and unique species has often brought this issue to the front pages of local newspapers, local newscasts, and of course, the forefront of the residents’ minds.

SANDAG’s environmental planning activities concentrate on preserving open space, maintaining the regional shoreline, protecting and restoring streams and rivers, ensuring clean water, and managing waste. The survey found that residents were pleased with the efforts to encourage recycling, protect open space, and replenish sand on the beaches, with at least three-quarters of those who offered an opinion indicating they were satisfied. Additionally, when asked about priorities for tax dollars, protecting the environment from pollution was the highest priority of 13 projects tested (the list included freeway and local street and road improvements, affordable housing programs, and increasing police programs).

Key Findings

Satisfaction with the Region

More than ninety percent of respondents indicated they were either very (62%) or somewhat (29%) satisfied with the San Diego region as a place to live. As shown in the table below, the percentage of very or somewhat satisfied residents did not statistically differ from the percentage found in the 1998 study.ⁱⁱ

Table 1. Satisfaction with San Diego Region as a Place to Live

	1998	2002	98 to 02 Change
Sample Size	509	499	
Satisfied	93.7%	91.9%	-1.9%
Dissatisfied	6.3%	8.1%	1.9%

When asked what the future holds for San Diego, 26 percent of respondents felt it would be a better place than it is now, whereas 32 percent thought it would be worse. Forty percent felt things would remain the same as they are now.

Aspects of Local Communities

Respondents were also asked to rate the quality of several specific aspects of their local community. Quality of life was rated quite highly with 80 percent indicating it was either excellent or good. Walkways and sidewalks also received positive ratings with approximately two-thirds (65%) giving them an excellent or good rating in their community. Not surprisingly, traffic was rated much lower. Just 23 percent of respondents felt that traffic conditions on the freeways were 'excellent' or 'good'. 'Traffic conditions on local roads' was the second-lowest rated item, with about one-third (35%) indicating conditions were 'excellent' or 'good'.

The table below shows that of the items tested from the 1998 survey, 'overall quality of life' and 'public transportation' received a significantly lower percentage of 'excellent' and 'good' ratings in this study.

Table 2. Aspects of the Local Community

	1998	2002	98 to 02 Change
	Excellent/ Good	Excellent/ Good	
Overall quality of life	85.4%	79.7%	-5.8%
Governmental leadership	43.3%	47.2%	4.0%
Public transportation	52.0%	42.6%	-9.4%
Traffic conditions on local roads	35.6%	34.6%	-1.0%
Traffic conditions on freeways	23.3%	22.8%	-0.5%

Bolded percentages are significant at $p < 0.05$.

ⁱⁱUnless bolded, the comparison percentages are *not* statistically significant, which means that the difference between the 1998 and 2002 percentages was not greater than one might expect due to chance/margin of error involved in a random survey of this type. The *Methodology* section of this report discusses this topic in more detail.

Economic Prosperity

Respondents were asked to think about their and their family's financial status now and in the future. Overall, 41 percent felt they were financially better off now than they were a year ago, compared with only 16 percent who said they were worse off. Similarly, 48 percent felt they would be better off a year from now compared with only seven percent who thought they might be worse off.

Agreement with Statements about the Region

Respondents were presented with 13 statements covering a variety of topics in the region and were asked to indicate whether they agreed or disagreed with each statement. Notably, 84 percent agreed that, 'San Diego needs a first class public transit system to meet the region's increasing travel needs', 81 percent agreed that 'A mixture of land uses and access to public transportation make a more desirable place to live'. Fifty-eight percent agreed, 'Lindbergh Field Airport should be expanded to accommodate more passenger traffic'. Thirty-nine percent agreed that '[They are] considering leaving San Diego because housing is too expensive', and only 29 percent agreed '[They are] considering leaving San Diego because of changes related to growth'.

The Region's Report Card

Near the completion of the survey, respondents were presented with four general issues covered throughout the interview and were asked to assign each a letter grade (A through F, with the option to specify with a plus or minus for any grade except F). On average, residents gave the 'Economic health of the region' and the 'Environment of the region' each a B-. The 'Transportation system of the region' received a C+ and 'Housing in the region' received a C-. These grades are generally more positive than those given by respondents in a survey of people directly involved in SANDAG's working groups and committees in 2000.

Priorities in the San Diego Region

Residents were asked, in an open-ended format, to indicate what they thought was the region's number one problem. As respondents were allowed to mention any issue, without being restrained to a list to choose from, the responses to this question illustrate the top of mind issues of residents in the region. Three main areas surfaced among responses: traffic (25%), affordability of housing (16%), and overcrowding as a result of population growth (16%). Other popular responses included the cost of living (8%), crime and gangs (7%), and public services falling behind the pace of growth (6%). Comparing results from the 1998 survey (see the table on the next pageⁱⁱⁱ) reveals a considerable increase in the mention of a shortage of affordable homes, and a decrease in mention of overcrowding and crime.

ⁱⁱⁱThe 1998 analysis of this question did not include responses of 'not sure or don't know' in the percentage calculations. Thus, for comparison purposes, responses of 'not sure or don't know' have been omitted for this table. As a result, the 2002 percentages here are slightly higher than those presented elsewhere in this report.

Table 3. San Diego Region's Number One Problem

	1998	2002	98 to 02 Change
Sample Size	473	459	
Traffic on freeways/local roads	27.3%	26.8%	-0.5%
Population growth/overcrowding	25.4%	17.5%	-7.9%
Lack of affordable homes	1.3%	17.3%	16.0%
Crime/gangqs	14.0%	7.7%	-6.2%
Public services can't keep up with growth (police, fire, roads)	3.4%	6.0%	2.6%
Government	6.6%	3.8%	-2.8%

Bolded percentages are significant at $p < 0.05$.

Importance of and Satisfaction with Issues in the Region

Following the open-ended question asking the region's number one problem, a list of 11 specific issues was next presented to respondents, who were asked to indicate the perceived importance of each issue to people in the region, as well as their satisfaction with current efforts to address each issue. The highest levels of importance were assigned to making housing more affordable, reducing crime, protecting the beaches from pollution, and reducing traffic congestion. The highest levels of satisfaction were assigned to encouraging recycling, encouraging new businesses to come to San Diego, replenishing sand on the beaches, protecting parks, canyons, and other open space, and reducing crime.

Looking at the *average* importance and *average* satisfaction scores for each issue, a ratio was created that depicts the discrepancy between the two dimensions. The lower the ratio score, the higher the perceived need (given the discrepancy between importance and current satisfaction with the item) The table on the next page presents these ratios. The issues that residents felt were in the greatest need of attention (highest importance and lowest satisfaction) were: making housing more affordable, reducing traffic congestion, protecting beaches from pollution, providing better public transportation services, reducing wait times at the border, and keeping agricultural land.

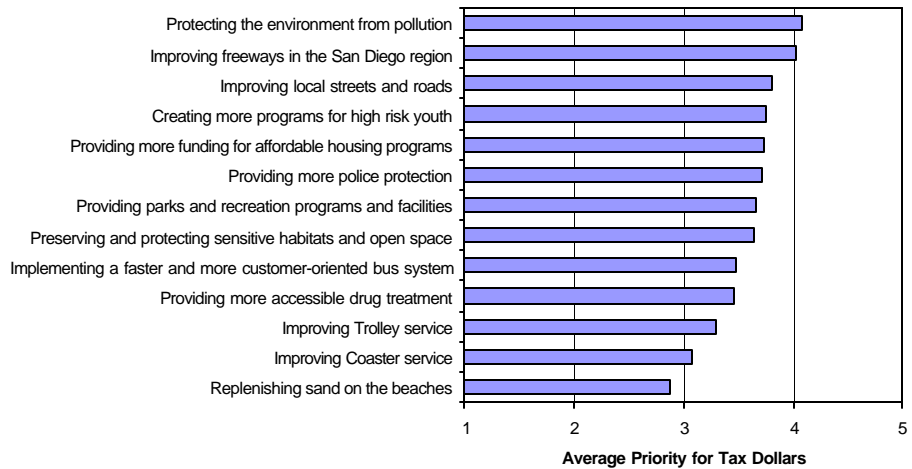
Table 4. Satisfaction - Importance Ratios for Regional Issues

	Satisfaction	Importance	Ratio
Making housing more affordable	-0.49	2.29	-0.21
Reducing traffic congestion	-0.32	2.23	-0.14
Protecting beaches from pollution	0.20	2.26	0.09
Providing better public transportation services	0.27	1.88	0.14
Reducing wait times at the border	0.21	1.39	0.15
Keeping agricultural land	0.31	1.95	0.16
Reducing crime	0.56	2.27	0.25
Protecting parks, canyons, and other open space	0.61	2.09	0.29
Encouraging recycling	0.73	2.08	0.35
Encouraging new businesses to come to San Diego	0.65	1.83	0.36
Replenishing sand on the beaches	0.62	1.52	0.41

Priorities for Tax Dollars

Respondents assigned a priority level for tax dollars for 13 projects. As shown in the figure below, the highest priorities for tax dollars overall were protecting the environment from pollution, improving freeways in the region, improving local streets and roads, and creating more programs for high risk youth. The lowest priority of the 13 projects was replenishing sand on the beaches.

Figure 1. Priorities for Tax Dollars in the Region (low priority = 1 and highest priority = 5)



Growth and Housing

The survey included two specific questions about growth and development in the region. When asked how they felt the government should deal with population growth, 58 percent agreed that the government should not promote nor limit growth, but plan for it, compared with 18 percent who felt growth should somehow be limited and ten percent who felt the government should promote growth. Interestingly, as the table below illustrates, there was a significant decrease in the percentage of respondents who felt the government should plan for growth versus an increase in those who felt the government should just cope with growth as it occurs.

Table 5. Preferred Government Approach for Population Growth

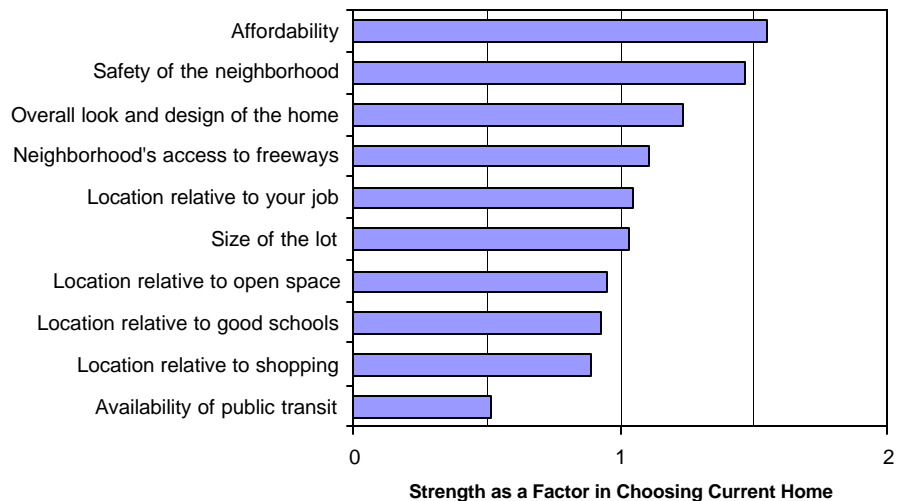
	1998	2002	98 to 02 Change
Sample Size	499	482	
Actively limit growth	18.4%	18.3%	-0.2%
Actively promote growth	8.4%	10.3%	1.9%
Do not promote or limit growth, but plan for it	68.3%	60.5%	-7.8%
Do not plan for growth, but cope with what comes	4.8%	10.9%	6.1%

Bolded percentages are significant at $p < 0.05$.

To assess public opinion about the future of home building and neighborhood design, the survey presented respondents with two general opinions. After hearing each, respondents were asked to choose the one that was closer to their own. Forty-eight percent agreed, 'Most new housing developments should continue to feature single-family homes in areas of the region that are separate from shops and office space, resulting in a more spread-out design', compared with 42 percent who agreed, 'New housing developments should include condos, townhouses, and apartments mixed in with shops and office space, resulting in a more compact design'. Although opinions differed somewhat across the demographic groups, residents were fairly evenly divided on this topic. It appears that younger adults (under the age of 35) are more in favor of a spread-out design than the older population (55% and 42%, respectively). Conversely, the compact design was selected by 49 percent of the older population and 36 percent of those under the age of 35.

Fifty-five percent of respondents indicated they own their home and 42 percent currently rent. Fifty-nine percent of respondents reside in a single family detached home, 25 percent live in an apartment, 12 percent live in a condo, and four percent live in a mobile home. As shown in the figure on the next page, the most important factors cited in choosing their current home included affordability, the safety of the neighborhood, the overall look and design of the home, and the neighborhood's access to freeways. Availability of public transit was a much less influential aspect than the other nine potential factors tested.

Figure 2. Factors in Choosing Current Home (not a factor = 0, moderate factor = 1, and very strong factor = 2)



Commute Behavior and Mode Choice

The survey contained several questions regarding commute behavior and mode choice. Over half (52%) of the residents surveyed indicated they had not used public transit in the past 12 months, whereas 39 percent indicated they had used the Trolley, twenty-seven percent had used the bus, and ten percent had used the Coaster. As one would expect, transit usage varied greatly by a variety of demographic variables. The table below looks at transit usage in the last 12 months by respondent's geographic area and whether or not they regularly commute (unless they indicated they had not used public transit, respondents were allowed more than one answer, and thus the columns add to more than 100 and represent the percentage of individuals who mentioned a particular answer).

Table 6. Transit Usage by Geographic Area and Commute Regularly

	Overall	Geographic Area			Commute Regularly	
		North	Central	South/East	Yes	No
Have not used	51.9%	63.3%	41.9%	58.5%	45.7%	59.3%
Trolley	38.6%	23.0%	48.1%	36.5%	44.2%	31.6%
Bus	27.3%	21.2%	33.9%	21.4%	31.0%	22.7%
Train	9.7%	11.6%	11.0%	5.6%	9.8%	9.8%

The study found that approximately 58 percent of residents commuted on a regular basis to work and / or school. Of those who regularly commute, 76 percent indicated that they primarily drive alone for this commute. Eleven percent said they primarily carpool, and ten percent primarily use public transit. Those who commuted only to school were much more likely to use public transit than those who commuted only to work.

Respondents were also asked about possible reasons for choosing their primary transportation method. Considering convenience, travel time, work schedule, commuting cost, and financial incentives offered by an employer or other agency, convenience was by far the most important factor, overall. Interestingly, those who primarily carpooled rated 'convenience' somewhat higher than those who primarily drove alone.

Half of the commuters surveyed said they leave home between 6:00 am and 7:30 am for work or school. The most common 30-minute window is between 7:00 am and 7:30 am. The majority (58%) commute to the Central portion of the region, whereas 23 percent commute to the South/East, 15 percent to the North, and four percent regularly travel to another County for work or school.

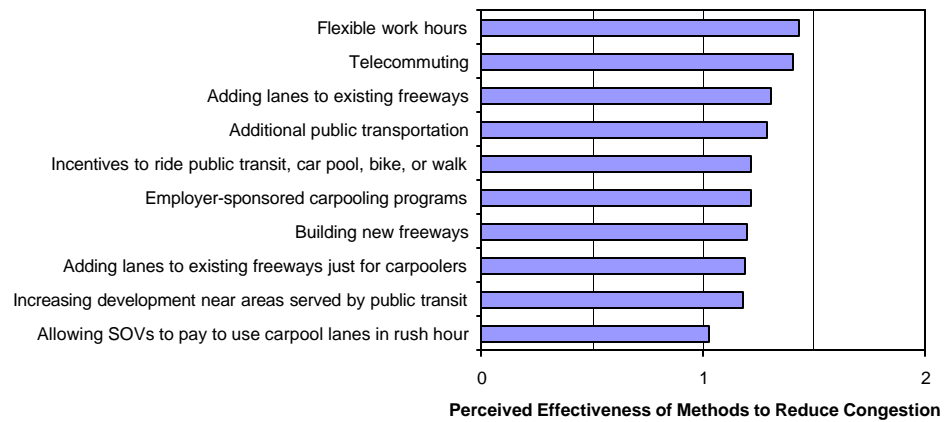
The average commute time from home to work, overall, was 25.4 minutes. Sixty-nine percent of commuters said they get from their home to their commute destination in less than 30 minutes. Twenty-four percent travel for 30 to 59 minutes, and six percent commute for more than an hour one-way. Respondents whose commute was greater than 30 minutes were asked about three possible trade-offs to reduce their commute. Fifty-five percent said they would work from home if their employer allowed it, 53 percent said they would move to

a different home (which was a 26% increase from 1998), but only 12 percent said they would accept a job with a 15 percent pay cut.

Approaches to Relieving Traffic Congestion

Residents were asked to evaluate the effectiveness of ten potential approaches to relieving traffic congestion during commute times. The responses were coded according to an effectiveness scale of 'very effective' = 2, 'somewhat effective' = 1, and 'not at all effective' = 0. The responses were then aggregated to form a mean for the level of effectiveness assigned to each proposed solution. The figure below show that residents felt that flexible work hours, telecommuting, adding lanes to existing freeways, and additional public transportation were the most effective solutions, overall. Employer-sponsored carpooling programs were somewhat more popular in the North part of the region but, for the most part, perceptions for the various approaches were consistent across the region.

Figure 3. Possible Approaches to Relieving Traffic Congestion (not at all effective = 0, somewhat effective = 1, and very effective = 2)

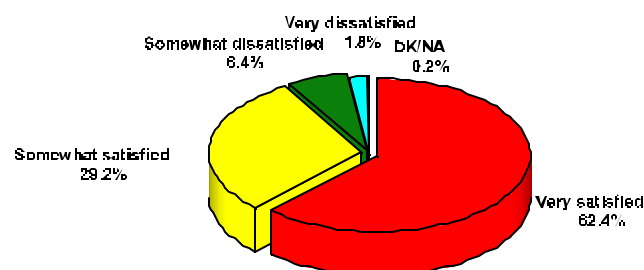


Evaluation of San Diego Region

Q2. All things considered, how satisfied are you with the San Diego region as a place to live? Would that be very satisfied/dissatisfied or somewhat satisfied/dissatisfied?

The first substantive question of the survey asked respondents to indicate their level of satisfaction with the San Diego region as a place to live. Overall, 92 percent of respondents were satisfied (either 'very' or 'somewhat') with the region, whereas eight percent of respondents were dissatisfied with the San Diego region as a place to live.

Figure 4. Satisfaction with San Diego Region as a Place to Live



The next three tables examine respondents' satisfaction with the region as a place to live by age, ethnicity, area of residence, and home ownership status. It is important to note that because of the smaller sample sizes involved in looking within specific demographic sub-groups, the margin of error within the tables in this report is somewhat higher than figures that display overall responses to the questions. The tables below show that satisfaction with the region as a place to live was highest among respondents 65 years of age and older, Latino(a)/Hispanic respondents, those who lived in the 'North' part of the region and residents who owned their homes.

Table 7. Satisfaction with San Diego Region as a Place to Live by Age

	Overall	Age					
		18-24	25-34	35-44	45-54	55-64	65+
Base	500	84	97	86	84	49	69
Very satisfied	312 62.4%	45 53.4%	56 57.7%	52 60.8%	49 58.2%	36 72.4%	55 79.2%
Somewhat satisfied	146 29.3%	31 37.4%	33 33.9%	24 27.4%	30 35.1%	10 21.1%	10 14.8%
Somewhat dissatisfied	32 6.3%	7 8.2%	5 5.4%	8 9.5%	3 3.7%	3 6.5%	3 3.6%
Very dissatisfied	9 1.8%	1 1.0%	3 3.0%	2 2.3%	2 2.0%	-	2 2.4%
DK/NA	1 0.2%	-	-	-	1 1.0%	-	-

Table 8. Satisfaction with San Diego Region as a Place to Live by Ethnicity

	Ethnicity					
	Overall	Caucasian/ White	Latino(a)/ Hispanic	Af-American/ Black	Asian- American	Other
Base	500	291	112	25	44	16
Very satisfied	312 62.4%	189 65.0%	70 63.0%	8 31.8%	28 63.6%	8 52.6%
Somewhat satisfied	146 29.3%	77 26.6%	35 31.5%	10 40.9%	14 31.8%	5 34.0%
Somewhat dissatisfied	32 6.3%	18 6.4%	6 5.5%	3 13.6%	2 4.5%	2 9.3%
Very dissatisfied	9 1.8%	5 1.7%	- -	3 13.6%	- -	1 4.1%
DK/NA	1 0.2%	1 0.3%	- -	- -	- -	- -

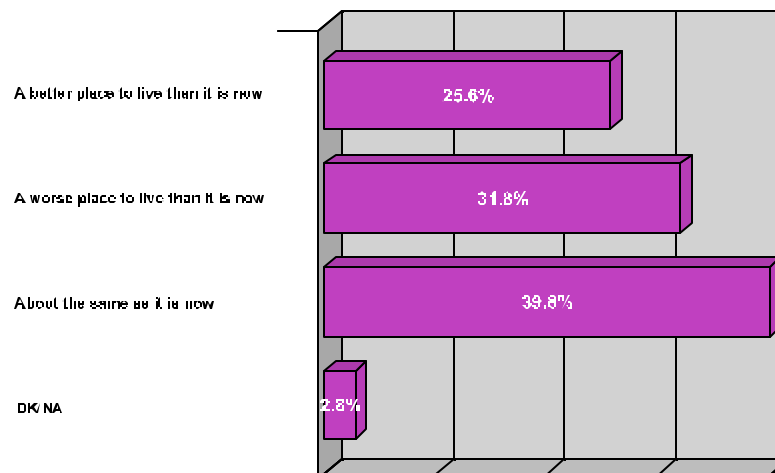
Table 9. Satisfaction with San Diego Region as a Place to Live by Geographic Area and Rent or Own

	Geographic Area				Rent or Own	
	Overall	North	Central	South/East	Rent	Own
Base	500	129	236	134	212	274
Very satisfied	312 62.4%	92 71.3%	135 57.0%	85 63.5%	115 54.5%	189 68.8%
Somewhat satisfied	146 29.3%	34 26.1%	77 32.6%	35 26.4%	72 33.9%	70 25.4%
Somewhat dissatisfied	32 6.3%	3 1.9%	20 8.4%	9 6.9%	19 8.9%	12 4.4%
Very dissatisfied	9 1.8%	1 0.6%	5 2.0%	3 2.6%	5 2.4%	4 1.5%
DK/NA	1 0.2%	- -	- -	1 0.6%	1 0.4%	- -

Q3. In the future, do you think San Diego will be:

Respondents were next asked to reveal whether they anticipated that San Diego would be a better place to live, a worse place to live, or about the same as it is now in the future. Approximately 40 percent of respondents expected San Diego to be ‘About the same as it is now’, 32 percent thought it would be ‘A worse place to live than it is now’, and 26 percent of respondents projected that San Diego would be ‘A better place to live than it is now’.

Figure 5. San Diego in the Future



Tables 10 through 13 show how respondents’ expectations for the San Diego region in the future varied by their satisfaction with San Diego as a place to live, their age, ethnicity, the geographic area of the region in which they lived, and whether respondents rented or owned their current residence.

Table 10. San Diego in the Future by Satisfaction with San Diego Region as a Place to Live

	Satisfaction with San Diego as a Place to Live				
	Overall	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
Base	500	312	146	32	9
A better place to live than it is now	128 25.6%	99 31.7%	24 16.5%	5 16.1%	- -
A worse place to live than it is now	159 31.8%	82 26.2%	51 34.9%	19 59.5%	6 69.1%
About the same as it is now	199 39.8%	121 38.8%	67 46.0%	8 24.5%	3 30.9%
DK/NA	14 2.8%	10 3.3%	4 2.5%	- -	- -

Table 11. San Diego in the Future by Age

	Age						
	Overall	18-24	25-34	35-44	45-54	55-64	65+
Base	500	84	97	86	84	49	69
A better place to live than it is now	128 25.6%	25 29.3%	34 34.9%	18 20.9%	16 19.0%	13 26.1%	16 23.2%
A worse place to live than it is now	159 31.8%	21 25.1%	23 24.1%	33 38.4%	29 33.8%	19 38.5%	26 37.6%
About the same as it is now	199 39.8%	35 41.7%	40 40.9%	31 36.0%	39 46.2%	15 31.3%	23 33.6%
DK/NA	14 2.8%	3 3.8%	- -	4 4.7%	1 1.0%	2 4.1%	4 5.6%

Table 12. San Diego in the Future by Ethnicity

	Ethnicity					
	Overall	Caucasian/ White	Latino(a)/ Hispanic	Af-American/ Black	Asian- American	Other
Base	500	291	112	25	44	16
A better place to live than it is now	128 25.6%	60 20.5%	44 39.7%	5 18.2%	16 36.4%	2 15.4%
A worse place to live than it is now	159 31.8%	108 37.3%	29 26.0%	10 40.9%	4 9.1%	5 30.9%
About the same as it is now	199 39.8%	117 40.2%	37 32.9%	10 40.9%	20 45.5%	7 44.4%
DK/NA	14 2.8%	6 2.0%	2 1.4%	- -	4 9.1%	2 9.3%

Table 13. San Diego in the Future by Geographic Area and Rent or Own

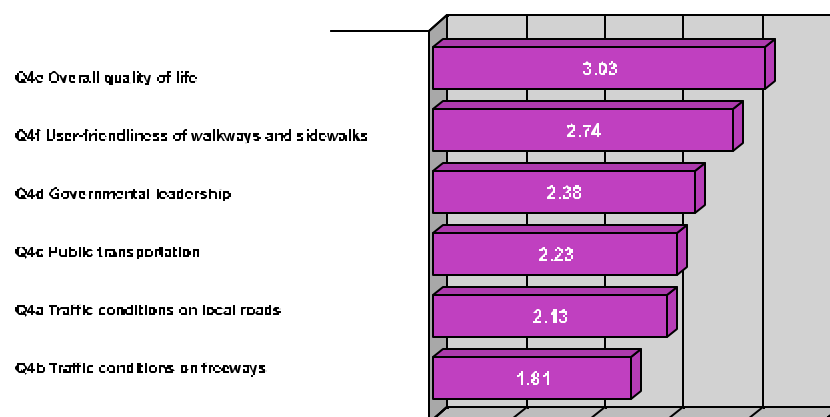
	Geographic Area				Rent or Own	
	Overall	North	Central	South/East	Rent	Own
Base	500	129	236	134	212	274
A better place to live than it is now	128 25.6%	38 29.5%	71 29.8%	20 14.6%	68 32.0%	58 21.0%
A worse place to live than it is now	159 31.8%	42 32.4%	68 28.9%	49 36.2%	60 28.3%	95 34.5%
About the same as it is now	199 39.8%	46 35.7%	90 38.1%	63 46.9%	77 36.5%	115 41.9%
DK/NA	14 2.8%	3 2.5%	8 3.2%	3 2.4%	7 3.2%	7 2.6%

Q4. Next, I am going to read a list of aspects of your local community and for each please tell me if you would describe the quality as excellent, good, fair, or poor. Here's the first/next: _____.

The next question of the survey presented respondents with a series of aspects related to their community and asked them to rate the quality of each aspect. Participants' responses were coded using the following scale: 'poor' = +1, 'fair' = +2, 'good' = +3, and 'excellent' = +4. The aggregate responses to each item are presented below in the form of a mean, which is simply a summary statistic obtained by taking the overall average of the response codes for the entire sample. A mean of +2, for example, indicates that, overall, respondents believed the community aspect was 'fair'. To avoid a systematic position bias, the order in which the items were read to respondents was randomized for each respondent.

As shown in Figure 6, respondents ranked 'Overall quality of life' (3.03) as the community aspect with the highest quality rating (a rating of 'good'), followed by 'User-friendliness of walkways and sidewalks' (2.74), 'Government leadership' (2.38), 'Public transportation' (2.23), 'Traffic conditions on local roads' (2.13), and 'Traffic conditions on freeways' (1.81).

Figure 6. Community Aspects (poor = 1, fair = 2, good = 3, and excellent = 4)



Tables 14 and 15 show the quality ratings for each community aspect by respondents' ethnicity and the geographic area in which they lived. For example, Latino(a)/Hispanic respondents rated the quality of 'Public transportation' (2.67) and 'Government leadership' (2.63) higher than their subgroup counterparts. In addition, respondents who resided in the 'Central' area of the region assigned a lower rating for 'Public transportation' (2.14) than did residents of the 'North' and 'South/East' areas. Residents of the 'South/East' area rated 'Traffic conditions on freeways' (1.95) slightly higher than their counterparts.

Additionally, for means tables presented throughout the report, the first row in the table is labeled 'Base', and displays the mean score averaging all the items presented in the table for each subgroup. Without examining the specific mean for each item in the table, the 'Base' score gives the reader an idea of a subgroup's average rating across all items in the table. So for example, in the table below we see that Latino(a)/Hispanic individuals (with a "Base"

score of 2.52) generally rated the aspects of their community higher than those of other ethnic backgrounds.

Table 14. Community Aspects by Ethnicity (poor = 1, fair = 2, good = 3, and excellent = 4)

	Overall	Ethnicity				
		Caucasian/ White	Latino(a)/ Hispanic	Af-American/ Black	Asian- American	Other
Base	2.39	2.36	2.52	2.22	2.43	2.28
Q4e Overall quality of life	3.03	3.16	2.82	2.45	3.00	2.97
Q4f User-friendliness of walkways and sidewalks	2.74	2.75	2.71	2.62	2.82	2.69
Q4d Governmental leadership	2.38	2.32	2.63	2.14	2.29	2.46
Q4c Public transportation	2.23	2.12	2.67	2.35	1.90	2.13
Q4a Traffic conditions on local roads	2.13	2.08	2.27	1.86	2.36	1.91
Q4b Traffic conditions on freeways	1.81	1.66	2.05	1.90	2.14	1.50

Table 15. Community Aspects by Geographic Area (poor = 1, fair = 2, good = 3, and excellent = 4)

	Overall	Geographic Area		
		North	Central	South/East
Base	2.39	2.42	2.37	2.41
Q4e Overall quality of life	3.03	3.08	3.05	2.94
Q4f User-friendliness of walkways and sidewalks	2.74	2.77	2.72	2.75
Q4d Governmental leadership	2.38	2.44	2.33	2.41
Q4c Public transportation	2.23	2.34	2.14	2.32
Q4a Traffic conditions on local roads	2.13	2.12	2.15	2.12
Q4b Traffic conditions on freeways	1.81	1.74	1.76	1.95

Q5. Would you say that you and your family are financially better off, worse off, or about the same as you were a year ago?

Question 5 switched the survey focus to the respondents' household, asking them to indicate their family's financial state as compared to a year ago. Overall, 41 percent of respondents stated that their family was financially 'Better off' than they were a year ago, 16 percent revealed they were 'Worse off', and 42 percent of respondents' families were 'About the same' as they were a year ago.

Figure 7. Family's Financial State a Year Ago

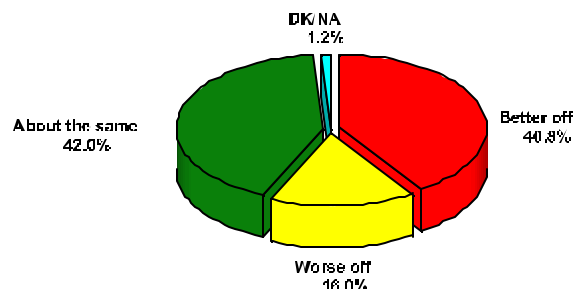


Table 16 shows how respondents viewed their financial state as compared to a year ago by the number of years they had lived in the San Diego region. Looking at respondents who had lived in the region for at least one year, more participants who lived in San Diego between one and four years (more than one year but less than five years) reported that their family was 'Better off' compared to last year than their subgroup counterparts.

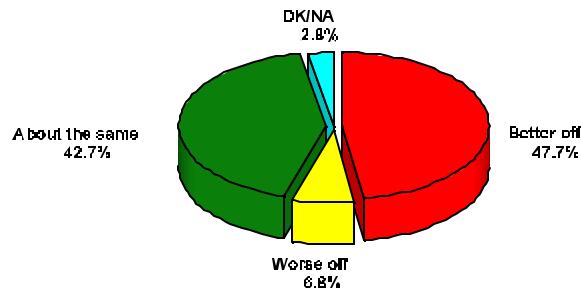
Table 16. Family's Financial State a Year Ago by Years Lived in San Diego Region

	Overall	Years Lived in San Diego Region	
		1-4 years	5 or more years
Base	500	71	391
Better off	204 40.9%	33 46.9%	154 39.4%
Worse off	80 16.0%	6 8.0%	66 16.9%
About the same	210 42.0%	32 45.1%	169 43.1%
DK/NA	6 1.1%	- -	3 0.7%

Q6. Now, looking ahead, do you think that a year from now you and your family will be financially better off, worse off, or about the same as now?

Respondents were next asked to project their family’s financial state a year from now. Approximately 48 percent of respondents anticipated being financially ‘Better off’ a year from now, seven percent of respondents believed their family would be ‘Worse off’, and 43 percent of respondents thought their financial situation would be ‘About the same’ as it is now. The remaining three percent of respondents declined to project their family’s financial state a year from now.

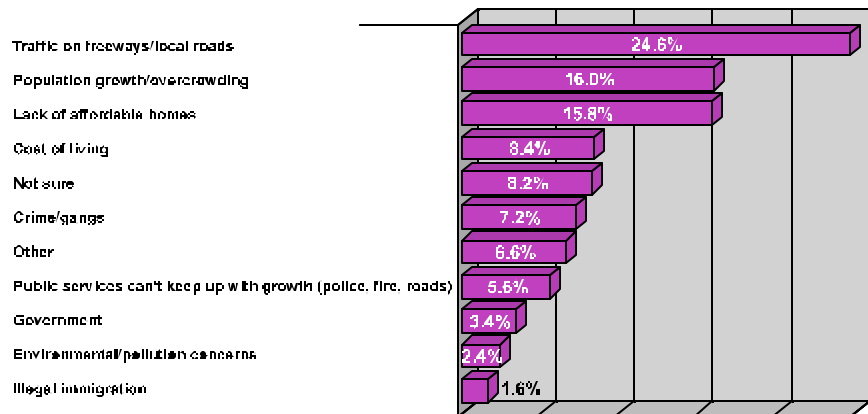
Figure 8. Family’s Financial State a Year from Now



Q7. What would you say is the San Diego region's number one problem?

Question 7 asked respondents, in an open ended format, to express what they believed to be the region’s number one problem. Approximately 25 percent of respondents cited traffic on freeways and local roads as the top problem for the region, followed by population growth and overcrowding (16%) and the lack of affordable homes (16%). All responses are presented in Figure9 below.

Figure 9. San Diego Region’s Number One Problem



Issues of Importance

Q8. Next I would like to be a bit more specific about the San Diego region. Let me read a list of issues and for each I would like you to tell me if you feel it is extremely important, very important, somewhat important, or not at all important for all people in the region--not just you personally. Here's the (first/next) one: _____. Do you think that focusing efforts on this issue is extremely important, very important, somewhat important, or not at all important?

The next question of the survey presented respondents with a series of issues concerning the San Diego region and asked them to rate the importance of each issue to all people in the region. This set of questions not only provides insight into how important an issue is on a scale of importance, it also provides a relative ranking among the issues. Participants' responses were coded using the following scale: 'not at all important' = 0, 'somewhat important' = +1, 'very important' = +2, and 'extremely important' = +3. The aggregate responses to each item are presented below in the form of a mean, which is simply a summary statistic obtained by taking the overall average of the response codes for the entire sample. A mean of +2, for example, indicates that, overall, respondents felt the issue was 'very important'. To avoid a systematic position bias, the order in which the items were read to respondents was randomized for each respondent.

As shown in Figure 10, respondents ranked 'Making housing more affordable' (2.29) as the most important regional issue tested, followed by 'Reducing crime' (2.27), 'Protecting beaches from pollution' (2.26), 'Reducing traffic congestion' (2.23), 'Protecting parks, canyons, and other open space' (2.09), and 'Encouraging recycling' (2.08). It is worth noting that all 11 issues received an average importance ranking of at least 'somewhat important', with six of the 11 issues exceeding the level of 'very important'.

Figure 10. Issues of Importance (not at all imp = 0, somewhat imp = 1, very imp = 2, and extremely imp = 3)

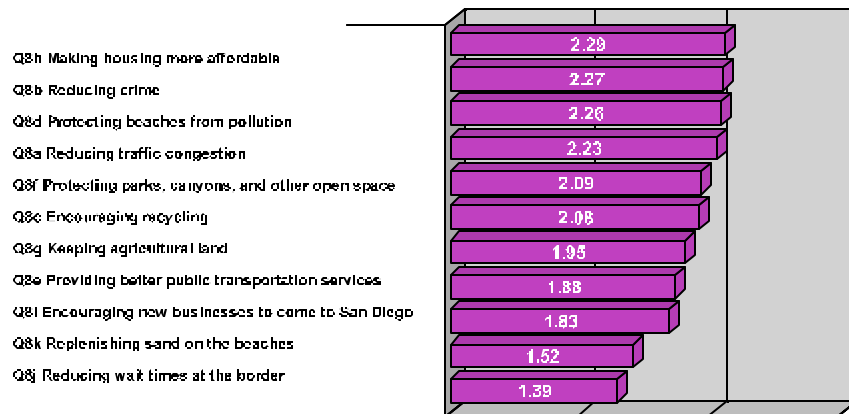


Table 17 exhibits the rankings by whether respondents rented or owned their current residence as well as by their gender.

Table 17. Issues of Importance by Rent or Own and Gender (not at all imp = 0, somewhat imp = 1, very imp = 2, and extremely imp = 3)

	Rent or Own			Gender	
	Overall	Rent	Own	Male	Female
Base	1.99	2.06	1.94	1.88	2.08
Q8h Making housing more affordable	2.29	2.49	2.11	2.16	2.40
Q8b Reducing crime	2.27	2.34	2.22	2.14	2.39
Q8d Protecting beaches from pollution	2.26	2.31	2.25	2.19	2.33
Q8a Reducing traffic congestion	2.23	2.16	2.29	2.17	2.28
Q8f Protecting parks, canyons, and other open space	2.09	2.17	2.04	1.98	2.18
Q8c Encouraging recycling	2.08	2.15	2.04	2.03	2.12
Q8g Keeping agricultural land	1.95	2.02	1.91	1.85	2.04
Q8e Providing better public transportation services	1.88	1.97	1.82	1.75	2.00
Q8i Encouraging new businesses to come to San Diego	1.83	1.82	1.85	1.78	1.87
Q8k Replenishing sand on the beaches	1.52	1.60	1.48	1.36	1.66
Q8j Reducing wait times at the border	1.39	1.54	1.26	1.20	1.56

Satisfaction with Current Efforts

Q9. Thinking about the same issues that I just read, would you say you are satisfied or dissatisfied with the current efforts to: _____, or do you not have an opinion about this issue? Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

For the next question, respondents were presented with the same series of items they received in Question 8 (detailed in the previous section), but were asked to indicate whether they were satisfied or dissatisfied with current efforts to address each issue in the region.

To ease interpretation of the results, responses were recoded and averaged. Individual responses of 'very satisfied' were recoded as +2, responses of 'somewhat satisfied' were recoded as +1, responses of 'somewhat dissatisfied' were recoded as -1, and responses of 'very dissatisfied' were recoded as -2.

Of the issues tested, respondents reported the most satisfaction with current efforts to 'Encourage recycling' (0.73), followed by efforts to 'Encourage new businesses to come to San Diego' (0.65), 'Replenish sand on the beaches' (0.62), and 'Protect parks, canyons, and other open space' (0.61). Based on the mean ratings, respondents were less than 'somewhat satisfied' with the current efforts related to each issue. Comparatively, participants reported the most dissatisfaction with current efforts to 'Make housing more affordable' (-0.49) and 'Reduce traffic congestion' (-0.32).

Figure 11. Satisfaction with Current Efforts (very dissat = -2, somewhat dissat = -1, somewhat sat = +1, and very sat = +2)

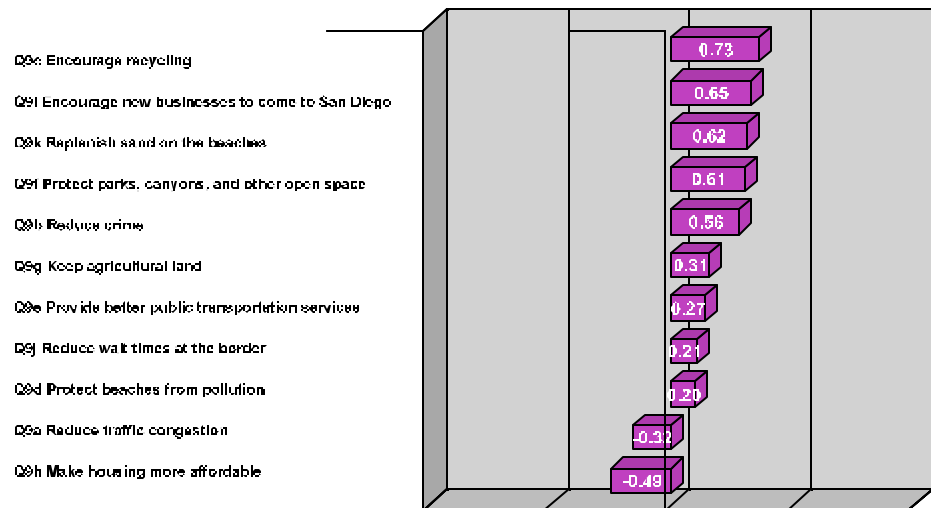


Table 18 displays respondents' satisfaction with current efforts for each regional issue by the geographic area in which they lived and Table 19 shows respondents' satisfaction ratings for each issue by their homeownership status and gender. Overall, participants who lived in the 'Central' area of the region, those who owned their current residence, and male respondents reported lower levels of satisfaction across the issues than their counterparts.

Table 18. Satisfaction with Current Efforts by Geographic Area (very dissat = -2, somewhat dissat = -1, somewhat sat = +1, and very sat = +2)

	Geographic Area			
	Overall	North	Central	South/East
Base	0.30	0.40	0.19	0.39
Q9c Encourage recycling	0.73	0.81	0.67	0.76
Q9i Encourage new businesses to come to San Diego	0.65	0.70	0.66	0.58
Q9k Replenish sand on the beaches	0.62	0.70	0.51	0.73
Q9f Protect parks, canyons, and other open space	0.61	0.64	0.51	0.74
Q9b Reduce crime	0.56	0.67	0.43	0.71
Q9g Keep agricultural land	0.31	0.44	0.17	0.43
Q9e Provide better public transportation services	0.27	0.38	0.05	0.59
Q9j Reduce wait times at the border	0.21	0.44	0.16	0.08
Q9d Protect beaches from pollution	0.20	0.32	0.14	0.20
Q9a Reduce traffic congestion	-0.32	-0.43	-0.39	-0.09
Q9h Make housing more affordable	-0.49	-0.24	-0.70	-0.33

Table 19. Satisfaction with Current Efforts by Rent or Own and Gender (very dissat = -2, somewhat dissat = -1, somewhat sat = +1, and very sat = +2)

	Overall	Rent or Own		Gender	
		Rent	Own	Male	Female
Base	0.30	0.36	0.26	0.27	0.33
Q9c Encourage recycling	0.73	0.67	0.78	0.73	0.73
Q9i Encourage new businesses to come to San Diego	0.65	0.74	0.58	0.57	0.73
Q9k Replenish sand on the beaches	0.62	0.65	0.62	0.59	0.64
Q9f Protect parks, canyons, and other open space	0.61	0.61	0.63	0.58	0.63
Q9b Reduce crime	0.56	0.56	0.57	0.64	0.50
Q9g Keep agricultural land	0.31	0.51	0.15	0.29	0.34
Q9e Provide better public transportation services	0.27	0.42	0.14	0.16	0.36
Q9j Reduce wait times at the border	0.21	0.23	0.21	0.21	0.21
Q9d Protect beaches from pollution	0.20	0.29	0.14	0.19	0.22
Q9a Reduce traffic congestion	-0.32	-0.10	-0.47	-0.40	-0.24
Q9h Make housing more affordable	-0.49	-0.51	-0.45	-0.53	-0.45

Satisfaction - Importance Ratios

Having a measure of perceived importance of various regional issues as reported by each respondent as well as a measure of the respondent's satisfaction with current efforts pertaining to that regional issue enables GRA to examine the relationship between these two measures. This analysis identifies the areas where there exists the greatest opportunity, as well as the greatest need, to improve current efforts to focus on specific regional issues. The higher the mean, the higher the overall level of importance or satisfaction offered by respondents for a given issue. By dividing the average level of satisfaction by the average level of importance for each issue, a ratio can be obtained that describes the relationship between satisfaction and importance, and is an indication of the level of satisfaction for a given level of importance. The higher the score for a given issue, the less need the residents feel exists for current efforts to focus on addressing that issue. Conversely, the lower the satisfaction-importance ratio, the greater the need for SANDAG to focus efforts on that regional issue.

As displayed in Table 20, the ratios for 'Making housing more affordable' (-0.21), 'Reducing traffic congestion' (-0.14), and 'Protecting beaches from pollution' (0.09) were among the lowest. These findings indicate that there was a relatively stronger need to improve residents' satisfaction with the current efforts to address each issue, given the level of importance assigned to each issue.

Table 20. Satisfaction - Importance Ratios

	Satisfaction	Importance	Ratio
Making housing more affordable	-0.49	2.29	-0.21
Reducing traffic congestion	-0.32	2.23	-0.14
Protecting beaches from pollution	0.20	2.26	0.09
Providing better public transportation services	0.27	1.88	0.14
Reducing wait times at the border	0.21	1.39	0.15
Keeping agricultural land	0.31	1.95	0.16
Reducing crime	0.56	2.27	0.25
Protecting parks, canyons, and other open space	0.61	2.09	0.29
Encouraging recycling	0.73	2.08	0.35
Encouraging new businesses to come to San Diego	0.65	1.83	0.36
Replenishing sand on the beaches	0.62	1.52	0.41

Table 19 shows the satisfaction-importance ratios by respondents' area of residence. Residents of the 'Central' area rated 'Providing better public transportation services' (0.02) much lower than residents of the 'North' and 'South/East' regions. In addition, residents of the 'South/East' area rated 'Reducing wait times at the border' (0.06) lower than their subgroup counterparts.

Table 21. Satisfaction - Importance Ratios by Geographic Area

	Geographic Area			
	Overall	North	Central	South/East
Making housing more affordable	-0.21	-0.11	-0.30	-0.14
Reducing traffic congestion	-0.14	-0.19	-0.18	-0.04
Protecting beaches from pollution	0.09	0.14	0.06	0.09
Providing better public transportation services	0.14	0.22	0.02	0.33
Reducing wait times at the border	0.15	0.32	0.12	0.06
Keeping agricultural land	0.16	0.22	0.09	0.21
Reducing crime	0.25	0.30	0.19	0.30
Protecting parks, canyons, and other open space	0.29	0.31	0.24	0.36
Encouraging recycling	0.35	0.41	0.31	0.38
Encouraging new businesses to come to San Diego	0.36	0.39	0.37	0.29
Replenishing sand on the beaches	0.41	0.43	0.35	0.47

Agreement with Statements

Q10. Next, I am going to read you a list of statements. For each, please tell me if you agree or disagree with the statement. Do you agree or disagree that: _____. Would that be strongly agree/disagree or somewhat agree/disagree?

Respondents were next presented with 13 statements and were then asked whether they agreed or disagreed with each statement. Again, participants' responses were recoded using the -2 to +2 scale, with -2 representing 'strongly disagree' and +2 representing 'strongly agree'. An overall mean score was then derived for each statement by averaging all recoded responses. Thus, for example, a mean score of +1 indicates that respondents, as a group, 'somewhat' agreed with the statement.

As show in Figures 12 and 13, respondents revealed the highest level of agreement with the statement 'Developers should be required to show that local and regional water supply is adequate before they can begin construction' (1.53) of those tested (approximately 90 percent of respondents indicated that they either 'strongly' or 'somewhat' agreed with the statement), followed by 'San Diego needs a first class public transit system to meet the needs of the region's increasing travel needs' (1.26) and 'A mixture of land uses and access to public transportation makes a more desirable place to live' (1.12).

Of the statements tested, respondents reported the most disagreement with the statement 'I am considering leaving San Diego because of changes related to growth' (-0.80), with approximately 29 percent of respondents indicating that they either 'strongly' or 'somewhat' agreed with the statement. Respondents also reported disagreement with the statements 'I would be willing to pay higher energy rates if it would prevent blackouts or price swings in the future' (-0.79) and 'I'm considering leaving San Diego because housing is too expensive' (-0.38).

For ease of interpretation, the percentage of respondents who either 'strongly' or 'somewhat' agreed with each statement is presented next to each statement's mean agreement rating.

Figure 12. Agreement with Statements: Tier I (strongly disagree = -2, somewhat disagree = -1, somewhat agree = +1, and strongly agree = +2)

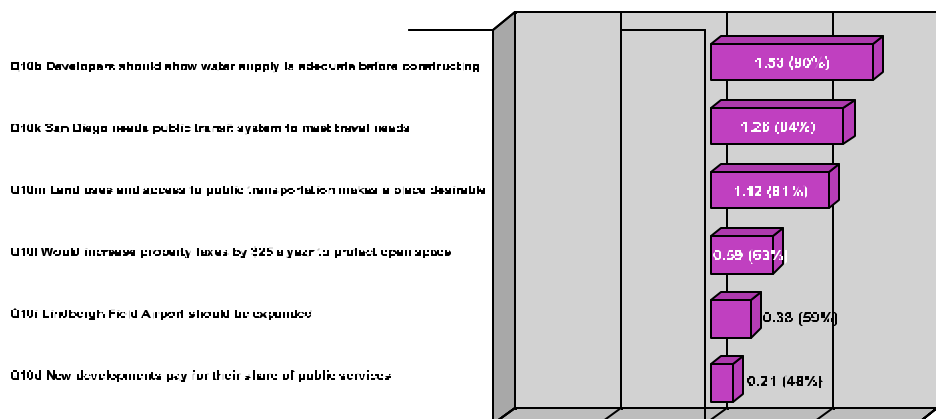
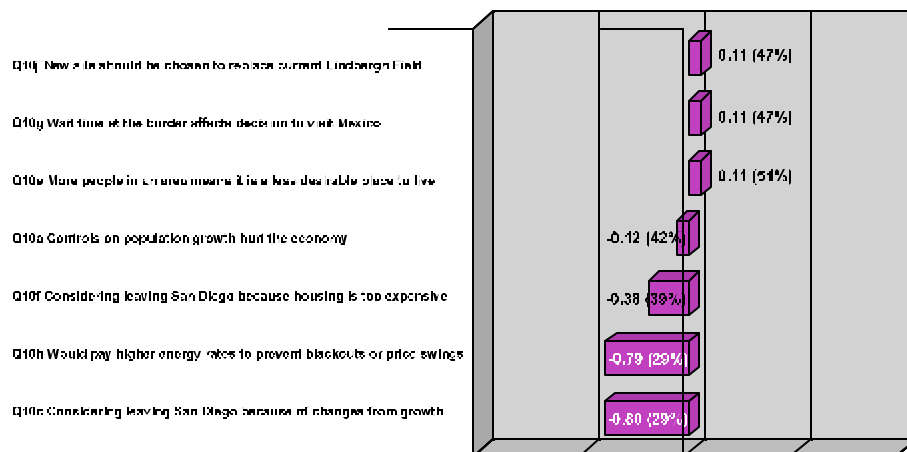


Figure 13. Agreement with Statements: Tier I (strongly disagree = -2, somewhat disagree = -1, somewhat agree = +1, and strongly agree = +2)



Tables 22 and 23 show how participants' agreement with each statement varied by their household income, geographic area of residence, and whether they rented or owned their current residence.

Table 22. Agreement with Statements by Income (strongly disagree = -2, somewhat disagree = -1, somewhat agree = +1, and strongly agree = +2)

	Income								
	Overall	<\$15,000	\$15,000- \$24,999	\$25,000- \$34,999	\$35,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000- \$149,999	\$150,000+
Base	0.26	0.42	0.34	0.32	0.32	0.27	-0.02	0.09	0.17
Q10b Developers should show water supply is adequate before constructing	1.53	1.10	1.71	1.76	1.55	1.44	1.64	1.42	1.66
Q10k San Diego needs public transit system to meet travel needs	1.26	1.07	1.20	1.32	1.35	1.35	1.15	1.18	1.39
Q10m Land uses and access to public transportation makes a place desirable	1.12	0.59	0.98	1.24	1.25	1.22	1.18	1.03	1.12
Q10l Would increase property taxes by \$25 a year to protect open space	0.59	1.10	0.37	0.74	0.68	0.38	0.94	0.24	1.19
Q10i Lindbergh Field Airport should be expanded	0.38	0.72	0.48	0.62	0.82	0.43	-0.60	0.19	0.03
Q10d New developments pay for their share of public services	0.21	0.40	-0.08	0.31	0.24	0.17	-0.35	0.49	0.76
Q10j New site should be chosen to replace current Lindbergh Field	0.11	0.16	0.09	-0.05	0.14	0.42	-0.33	-0.05	-0.57
Q10g Wait time at the border affects decision to visit Mexico	0.11	0.22	0.17	0.05	0.36	0.14	-0.85	-0.21	0.78
Q10e More people in an area means it is a less desirable place to live	0.11	0.30	0.28	-0.01	0.10	-0.06	-0.24	0.45	0.10
Q10a Controls on population growth hurt the economy	-0.12	0.09	0.45	0.06	-0.47	-0.02	0.07	-0.50	-0.48
Q10f Considering leaving San Diego because housing is too expensive	-0.38	0.46	-0.07	-0.01	-0.35	-0.24	-0.86	-1.07	-0.82
Q10h Would pay higher energy rates to prevent blackouts or price swings	-0.79	-0.44	-0.85	-0.96	-0.73	-0.84	-0.93	-1.11	-1.35
Q10c Considering leaving San Diego because of changes from growth	-0.80	-0.40	-0.40	-0.86	-0.75	-0.83	-1.18	-0.84	-1.35

Table 23. Agreement with Statements by Geographic Area and Rent or Own (strongly disagree = -2, somewhat disagree = -1, somewhat agree = +1, and strongly agree = +2)

	Geographic Region					
	Overall	North	Central	South/East	Rent	Own
Base	0.26	0.19	0.27	0.29	0.38	0.16
Q10b Developers should show water supply is adequate before constructing	1.53	1.40	1.59	1.52	1.54	1.55
Q10k San Diego needs public transit system to meet travel needs	1.26	1.18	1.31	1.25	1.28	1.24
Q10m Land uses and access to public transportation makes a place desirable	1.12	1.06	1.15	1.13	1.02	1.21
Q10l Would increase property taxes by \$25 a year to protect open space	0.59	0.59	0.71	0.38	0.81	0.43
Q10i Lindbergh Field Airport should be expanded	0.38	0.41	0.45	0.25	0.56	0.27
Q10d New developments pay for their share of public services	0.21	0.39	0.14	0.18	0.26	0.15
Q10j New site should be chosen to replace current Lindbergh Field	0.11	0.33	0.03	0.06	-0.01	0.26
Q10g Wait time at the border affects decision to visit Mexico	0.11	-0.27	0.19	0.33	0.32	-0.06
Q10e More people in an area means it is a less desirable place to live	0.11	0.31	-0.12	0.31	0.20	0.05
Q10a Controls on population growth hurt the economy	-0.12	-0.05	-0.21	-0.04	-0.04	-0.18
Q10f Considering leaving San Diego because housing is too expensive	-0.38	-0.62	-0.32	-0.26	0.21	-0.89
Q10h Would pay higher energy rates to prevent blackouts or price swings	-0.79	-1.03	-0.71	-0.71	-0.67	-0.94
Q10c Considering leaving San Diego because of changes from growth	-0.80	-1.15	-0.76	-0.55	-0.52	-1.05

Prioritization of Projects

Q11. Let me read a list of projects that receive tax dollars each year for their funding. Keep in mind that there are a limited amount of funds available and not all projects can be considered the highest priorities. Please tell me what priority you would give each using a scale of 1 through 5, with a 5 representing the highest possible priority and a 1 representing a relatively low priority. What priority would you give _____?

Question 11 of the survey presented each respondent with a list of 13 specific projects that receive tax dollars each year for their funding and asked them to assign a priority level to each using a scale of +1 to +5, anchored with low priority = +1 and highest priority = +5. Respondents assigned 'Protecting the environment from pollution' (4.08) the highest priority level of the projects presented, followed by 'Improving freeways in the San Diego region' (4.03), 'Improving local streets and roads' (3.81), 'Creating more programs for high risk youth' (3.76), 'Providing more funding for affordable housing programs' (3.74), and 'Providing more police protection' (3.73). Comparatively, 'Replenishing sand on the beaches' (2.88) was assigned the lowest priority level of the projects tested.

Figure 14. Prioritization of Projects (low priority = 1 and highest priority = 5)

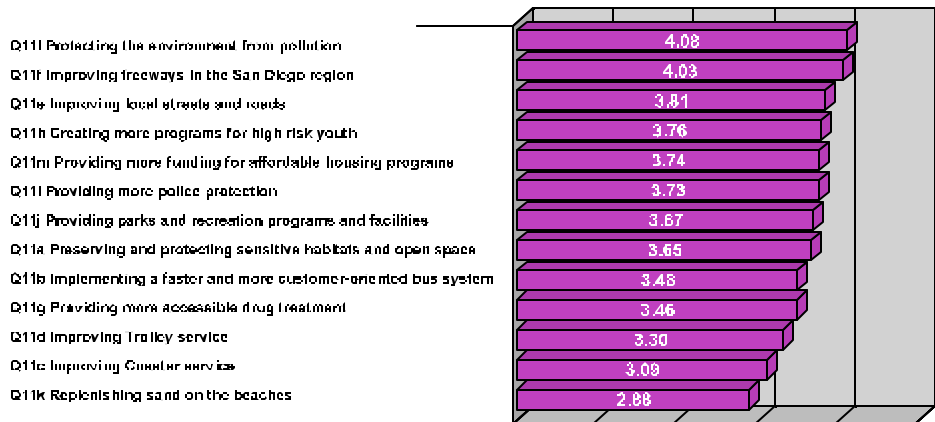


Table 24 examines differences in prioritization across projects by respondents' geographic area of residence. Overall, residents of the 'Central' area of the region assigned higher priority levels, across the projects, than their counterparts. In particular, 'Central' residents rated 'Providing more funding for affordable housing programs' (3.90) and 'Implementing a faster and more customer-oriented bus system' (3.64) much higher than residents of the other two regions.

Table 24. Prioritization of Projects by Geographic Area (low priority = 1 and highest priority = 5)

	Geographic Area			
	Overall	North	Central	South/East
Base	3.59	3.50	3.67	3.55
Q11i Protecting the environment from pollution	4.08	4.08	4.16	3.95
Q11f Improving freeways in the San Diego region	4.03	4.06	3.94	4.16
Q11e Improving local streets and roads	3.81	3.66	3.87	3.83
Q11h Creating more programs for high risk youth	3.76	3.69	3.92	3.55
Q11m Providing more funding for affordable housing programs	3.74	3.48	3.90	3.72
Q11i Providing more police protection	3.73	3.63	3.64	3.97
Q11j Providing parks and recreation programs and facilities	3.67	3.67	3.75	3.55
Q11a Preserving and protecting sensitive habitats and open space	3.65	3.45	3.82	3.53
Q11b Implementing a faster and more customer-oriented bus system	3.48	3.22	3.64	3.42
Q11g Providing more accessible drug treatment	3.46	3.43	3.59	3.24
Q11d Improving Trolley service	3.30	3.08	3.44	3.28
Q11c Improving Coaster service	3.09	3.06	3.15	3.01
Q11k Replenishing sand on the beaches	2.88	2.98	2.86	2.82

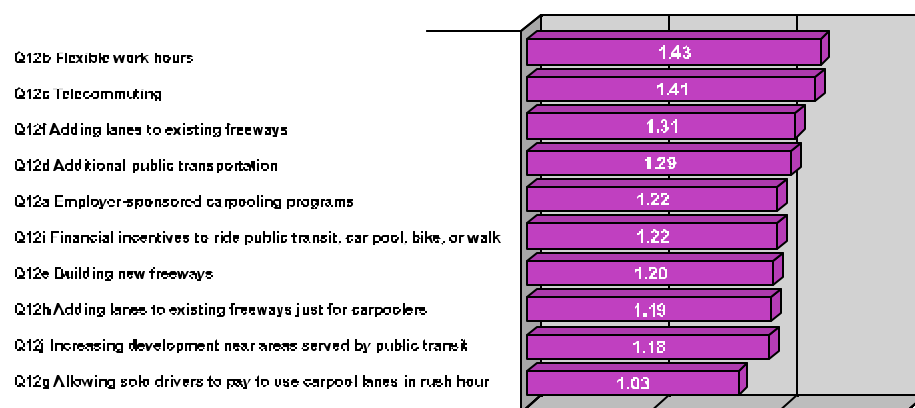
Effectiveness of Approaches to Relieving Traffic Congestion

Q12. There are many possible solutions for relieving traffic congestion during the morning and afternoon commute times. Please tell me if you feel each of the following strategies is a very effective, somewhat effective, or not at all effective approach to relieving traffic congestion. Here's the first/next one:

The next question of the survey asked residents to evaluate the effectiveness of several traffic solutions proposed to relieve congestion during the morning and afternoon commute times. In each case, respondents were asked whether they thought the strategy was a ‘very effective’, ‘somewhat effective’, or ‘not at all effective’ approach to relieving traffic congestion. The responses to these questions were coded according to an effectiveness scale of ‘very effective’ = +2, ‘somewhat effective’ = +1, and ‘not at all effective’ = 0. The responses were then aggregated to form a mean for the level of effectiveness assigned by the residents for each proposed solution. The order in which the items were read was randomized to avoid a systematic position bias.

As shown in Figure 15, ‘Flexible work hours’ (1.43) was regarded by residents as the most effective traffic solution proposed, followed by ‘Telecommuting’ (1.41), ‘Adding lanes to existing freeways’ (1.31), and ‘Additional public transportation’ (1.29). It is worth noting that all ten of the proposed traffic solutions were rated quite positively by the residents, with all receiving average scores that indicate residents, overall, felt they were at least ‘somewhat effective’ solutions.

Figure 15. Effectiveness of Approaches to Relieving Traffic Congestion (not at all effective = 0, somewhat effective = 1, and very effective = 2)



Tables 25 and 26 show how respondents’ effectiveness ratings varied by whether or not they commute regularly for work or school, respondents’ primary commute destination, and their commuting mode.

Table 25. Effectiveness of Approaches to Relieving Traffic Congestion by Geographic Area and Commute Regularly for Work or School (not at all effective = 0, somewhat effective = 1, and very effective = 2)

Table 26. Effectiveness of Approaches to Relieving Traffic Congestion by Commute Regularly to Work or School, Primary Commute Destination and Commuting Mode (not at all effective = 0, somewhat effective = 1, and very effective = 2)

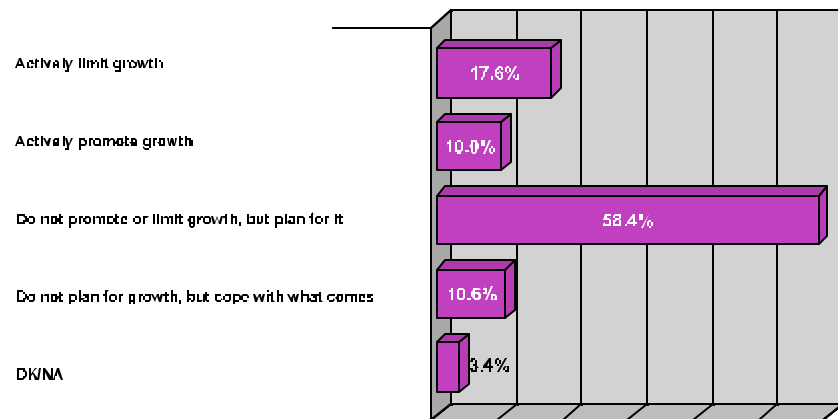
	Overall	Commute Regularly for Work or School		Primary Commute Destination		Commuting Mode	
		Yes	No	Work	School	SOV	Non-SOV
Base	1.25	1.24	1.25	1.24	1.29	1.22	1.31
Q12b Flexible work hours	1.43	1.38	1.51	1.40	1.34	1.42	1.27
Q12c Telecommuting	1.41	1.43	1.37	1.42	1.49	1.45	1.32
Q12f Adding lanes to existing freeways	1.31	1.32	1.31	1.33	1.24	1.30	1.36
Q12d Additional public transportation	1.29	1.28	1.28	1.26	1.39	1.27	1.37
Q12a Employer-sponsored carpooling programs	1.22	1.21	1.23	1.19	1.33	1.11	1.52
Q12i Financial incentives to ride public transit, car pool, bike, or walk	1.22	1.23	1.23	1.23	1.23	1.16	1.44
Q12e Building new freeways	1.20	1.23	1.14	1.24	1.21	1.23	1.20
Q12h Adding lanes to existing freeways just for carpoolers	1.19	1.21	1.16	1.20	1.29	1.13	1.47
Q12j Increasing development near areas served by public transit	1.18	1.14	1.22	1.14	1.23	1.11	1.26
Q12g Allowing solo drivers to pay to use carpool lanes in rush hour	1.03	1.02	1.04	1.00	1.21	1.03	0.95

Issues Surrounding Population Growth

Q13. Which of the following statements best expresses how you feel the government should deal with population growth?

Shifting the topic to population growth, respondents were read four statements and were then asked to identify the statement that best expressed how they felt the government should deal with population growth. The majority of residents (58%) felt the statement ‘Do not promote or limit growth, but plan for it’ best expressed how the government should approach population growth, whereas 18 percent of respondents felt the government should ‘Actively limit growth’.

Figure 16. Approach for Population Growth



Tables 27 and 28 display how participants’ feelings about how the government should deal with population growth varied by their geographic area of residence, their homeownership status, whether or not they commuted regularly for work or school, and their commuting mode.

Table 27. Approach for Population Growth by Geographic Area and Rent or Own

	Overall	Geographic Area			Rent or Own	
		North	Central	South/East	Rent	Own
Base	500	129	236	134	212	274
Actively limit growth	88 17.6%	22 16.6%	36 15.3%	30 22.7%	28 13.4%	57 20.9%
Actively promote growth	50 10.0%	9 7.0%	27 11.3%	14 10.6%	26 12.1%	22 8.2%
Do not promote or limit growth, but plan for it	292 58.4%	85 65.8%	140 59.3%	66 49.6%	121 57.3%	163 59.5%
Do not plan for growth, but cope with what comes	53 10.5%	8 6.0%	26 11.1%	19 14.0%	27 12.9%	24 8.7%
DK/NA	17 3.5%	6 4.6%	7 3.0%	4 3.2%	9 4.3%	7 2.7%

Table 28. Approach for Population Growth by Commute Regularly for Work or School and Commuting Mode

	Overall	Commute Regularly for Work or School		Commuting Mode	
		Yes	No	SOV	Non-SOV
Actively limit growth	88 17.6%	44 15.2%	43 21.1%	31 14.1%	13 20.1%
Actively promote growth	50 10.0%	29 10.1%	19 9.3%	22 10.2%	7 10.7%
Do not promote or limit growth, but plan for it	292 58.4%	174 60.1%	115 56.3%	140 64.2%	30 45.1%
Do not plan for growth, but cope with what comes	53 10.5%	35 12.0%	18 8.8%	23 10.5%	11 16.4%
DK/NA	17 3.5%	7 2.6%	9 4.5%	2 1.1%	5 7.7%

Q14. Thinking now about future home building and neighborhood design, there are two general opinions. After I read these two opinions, please tell me which is closer to your own.

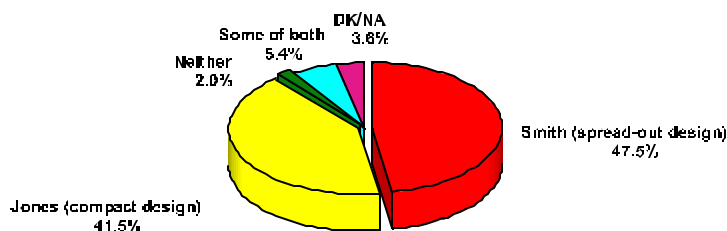
The next question of the survey asked respondents to express their opinion about future home building and neighborhood design. Question 14 presented respondents with two opinions related to future home building and design and asked them to indicate which opinion was closer to their own. Respondents were presented with the following two opinions:

Smith feels that most new housing developments should continue to feature single-family homes in areas of the region that are separate from shops and office space, resulting in a more spread-out design.

Jones feels that new housing developments should include condos, townhouses, and apartments mixed in with shops and office space, resulting in a more compact design.

Forty-eight percent of respondents identified with Smith’s opinion, that new housing developments should continue to favor a more spread-out design, whereas 42 percent felt new developments result in a more compact design (Jones’ opinion). And although they were not explicitly offered the option, approximately five percent of respondents felt that ‘Some of both’ of the opinions resembled their own and two percent of respondents did not identify with either opinion. The remaining four percent of respondents declined to indicate which opinion was closer to their own.

Figure 17. Preference for Future Design



Looking only at columns of residents that contain at least 25 respondents due to the inherent risks of generalizing the results for subcategories that have fewer respondents (due to the increased margin of error), the tables below display the opinion respondents identified with by whether or not they commuted regularly for work or school, their primary commute destination, age, years in the region, homeownership status, and the type of home in which they resided.

Table 29. Preference for Future Design by Commute

	Overall	Commute Regularly for Work or School		Primary Commute Destination	
		Yes	No	Work	School
Base	500	289	205	239	44
Smith (spread-out design)	237 47.4%	151 52.0%	86 42.2%	132 55.1%	14 31.0%
Jones (compact design)	207 41.4%	115 39.6%	88 42.8%	90 37.7%	23 53.5%
Neither	10 2.1%	4 1.3%	7 3.3%	3 1.2%	1 1.9%
Some of both	27 5.5%	13 4.5%	14 7.0%	10 4.2%	3 6.5%
DK/NA	18 3.6%	7 2.6%	10 4.8%	4 1.8%	3 7.0%

Table 30. Preference for Future Design by Years in the Region

	Overall	Years Lived in San Diego Region				
		<1 year	1-4 years	5-9 years	10-14 years	15+ years
Base	500	38	71	52	49	291
Smith (spread-out design)	237 47.4%	18 47.4%	37 52.1%	24 46.0%	22 45.2%	136 46.9%
Jones (compact design)	207 41.4%	15 39.6%	27 38.2%	18 35.4%	20 41.8%	126 43.5%
Neither	10 2.1%	- -	2 2.8%	- -	1 1.7%	8 2.6%
Some of both	27 5.5%	3 6.7%	3 4.0%	6 11.1%	5 9.2%	12 4.0%
DK/NA	18 3.6%	2 6.3%	2 2.8%	4 7.5%	1 2.0%	9 3.0%

Table 31. Preference for Future Design by Age

	Overall	Age					
		18-24	25-34	35-44	45-54	55-64	65+
Base	500	84	97	86	84	49	69
Smith (spread-out design)	237 47.4%	48 56.9%	52 53.7%	39 45.4%	34 40.1%	15 31.3%	33 47.9%
Jones (compact design)	207 41.4%	20 24.1%	36 36.9%	39 45.7%	45 53.1%	31 61.9%	25 35.8%
Neither	10 2.1%	2 2.2%	4 3.6%	- -	2 2.0%	1 1.7%	3 3.6%
Some of both	27 5.5%	7 8.8%	3 3.0%	7 8.0%	3 3.8%	3 5.1%	5 6.5%
DK/NA	18 3.6%	7 7.9%	3 2.8%	1 1.0%	1 1.0%	- -	4 6.1%

Table 32. Preference for Future Design by Rent or Own

	Overall	Rent or Own	
		Rent	Own
Base	500	212	274
Smith (spread-out design)	237 47.4%	102 48.2%	127 46.2%
Jones (compact design)	207 41.4%	85 40.1%	118 42.9%
Neither	10 2.1%	5 2.2%	6 2.1%
Some of both	27 5.5%	11 5.0%	16 5.7%
DK/NA	18 3.6%	9 4.5%	9 3.1%

Table 33. Preference for Future Design by Home Type

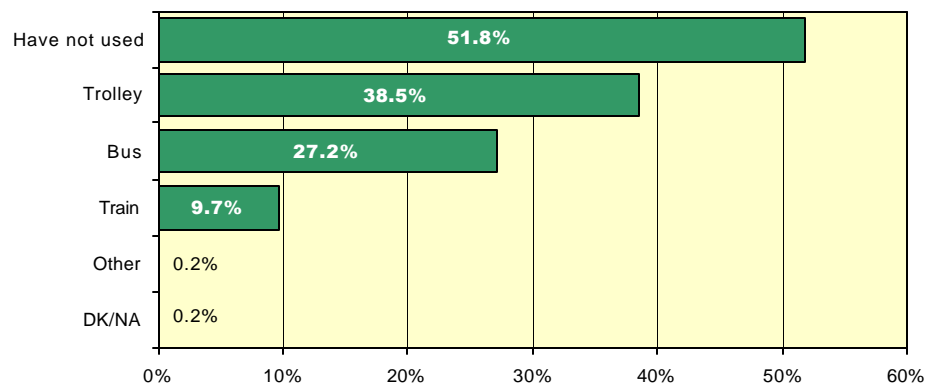
	Home Type				
	Overall	Single family detached home	Apartment	Condominium	Mobile home
Base	500	295	124	62	18
Smith (spread-out design)	237 47.4%	148 50.2%	55 44.1%	28 44.4%	6 31.2%
Jones (compact design)	207 41.4%	116 39.2%	52 41.5%	30 48.8%	10 53.8%
Neither	10 2.1%	7 2.2%	4 3.1%	-	-
Some of both	27 5.5%	18 6.3%	7 5.5%	0 0.5%	2 9.4%
DKNA	18 3.6%	6 2.1%	7 5.7%	4 6.3%	1 5.6%

Commute Behavior

Q15. Have you used public transit, including the Trolley, Bus, Train, or other transit services within the past 12 months?

Question 15 asked respondents to indicate whether or not they had used public transit services in the past 12 months. Respondents who had used public transit were asked to reveal each of the methods they had used, thus the percentages add to more than 100. Overall, 52 percent of respondents had not used public transit in the past 12 months, whereas 48 percent of respondents had used the Trolley, bus, and/or train.

Figure 18. Used Public Transit



Tables 34 through 36 show the form(s) of transportation used by respondents across a host of resident characteristics. Again, GRA cautions generalizing the results for subcategories that have fewer than 25 respondents due to the increased margin of error. Overall, respondents who were least likely to have used public transit in the past year were: residents of the 'North' area, 'Female' respondents, 'Latino(a)/Hispanic' respondents, those who did not commute to work, respondents who commuted to work (examining only those who commuted to work or school), respondents who utilized a 'SOV' as their method of commuting (drove alone to work or school), and those with a household income between \$15,000 to \$24,999 per year.

Table 34. Used Public Transit by Geographic Area and Gender

	Geographic Area			Gender		
	Overall	North	Central	South/East	Male	Female
Base	500	129	236	134	233	267
Have not used	259 51.8%	81 62.9%	99 41.9%	78 58.5%	109 46.9%	149 56.0%
Trolley	192 38.5%	30 22.9%	114 48.1%	49 36.5%	99 42.3%	94 35.1%
Bus	136 27.2%	27 21.0%	80 33.9%	29 21.4%	66 28.3%	70 26.3%
Train	48 9.7%	15 11.6%	26 11.0%	8 5.6%	23 9.9%	25 9.5%
Other	1 0.2%	1 0.6%	- -	- -	1 0.4%	- -
DK/NA	1 0.2%	1 0.6%	- -	- -	1 0.4%	- -

Table 35. Used Public Transit by Ethnicity

	Ethnicity					
	Overall	Caucasian/ White	Latino(a)/ Hispanic	Af-American/ Black	Asian- American	Other
Base	500	291	112	25	44	16
Have not used	259 51.8%	159 54.6%	66 58.9%	6 22.7%	20 45.5%	4 27.7%
Trolley	192 38.5%	109 37.6%	40 35.6%	14 54.5%	16 36.4%	7 41.3%
Bus	136 27.2%	61 21.1%	37 32.9%	15 59.1%	12 27.3%	5 32.0%
Train	48 9.7%	29 10.1%	11 9.6%	2 9.1%	2 4.5%	3 18.6%
Other	1 0.2%	1 0.3%	- -	- -	- -	- -
DK/NA	1 0.2%	1 0.3%	- -	- -	- -	- -

Table 36. Used Public Transit by Commute Regularly for Work or School, Primary Commute Destination, and Commuting Mode

	Overall	Commute Regularly for Work or School		Primary Commute Destination		Commuting Mode	
		Yes	No	Work	School	SOV	Non-SOV
		Base	500	289	205	239	44
Have not used	259 51.8%	132 45.7%	121 59.0%	114 47.7%	15 35.2%	115 52.4%	17 25.9%
Trolley	192 38.5%	128 44.2%	64 31.4%	103 43.1%	21 49.0%	85 39.1%	41 62.1%
Bus	136 27.2%	90 31.0%	46 22.6%	67 28.1%	21 49.3%	53 24.1%	35 52.9%
Train	48 9.7%	28 9.8%	20 9.8%	26 10.8%	3 5.8%	21 9.5%	7 10.2%
Other	1 0.2%	-	1 0.4%	-	-	-	-
DK/NA	1 0.2%	-	1 0.4%	-	-	-	-

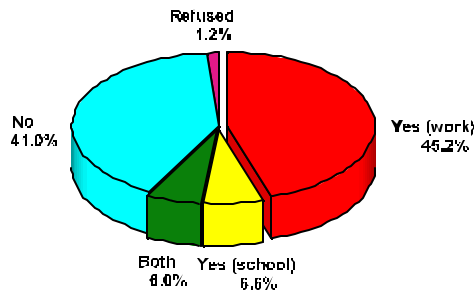
Table 37. Used Public Transit by Income

	Overall	Income							
		<\$15,000	\$15,000-\$24,999	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000+
Base	500	38	38	59	77	69	46	33	20
Have not used	259 51.8%	13 33.6%	20 53.6%	28 47.8%	40 52.6%	37 53.3%	24 52.8%	16 49.3%	10 50.9%
Trolley	192 38.5%	22 59.0%	13 33.9%	24 39.7%	28 36.0%	25 36.6%	16 35.6%	15 44.8%	9 44.8%
Bus	136 27.2%	24 64.2%	16 41.9%	21 34.7%	15 19.8%	15 21.0%	9 20.4%	5 16.0%	2 8.6%
Train	48 9.7%	4 10.7%	3 7.1%	9 14.8%	10 13.3%	5 7.0%	3 5.5%	6 17.7%	3 17.2%
Other	1 0.2%	-	-	-	1 1.1%	-	-	-	-
DK/NA	1 0.2%	-	-	-	-	-	-	-	-

Q16. Do you commute on a regular basis for your job or school?

The next section of the survey asked respondents a variety of questions regarding their commute behavior. Question 16 asked respondents whether or not they commuted on a regular basis for work or school. Forty-five percent of respondents commuted regularly for work, 40 percent did not commute, seven percent of respondents commuted for school, six percent of respondents commuted for both work and school, and the remaining one percent of respondents declined to indicate whether or not they commuted.

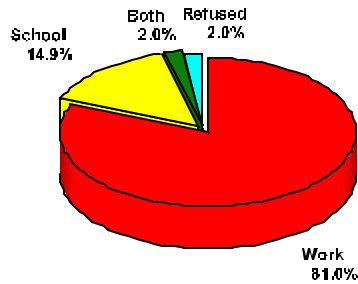
Figure 19. Commute Regularly for Work or School



Q16a. What is your primary commute destination?

As a follow up to the previous question, respondents were asked to indicate their primary commute destination. Of the respondents who commuted, the large majority of respondents (81%) commuted to work.

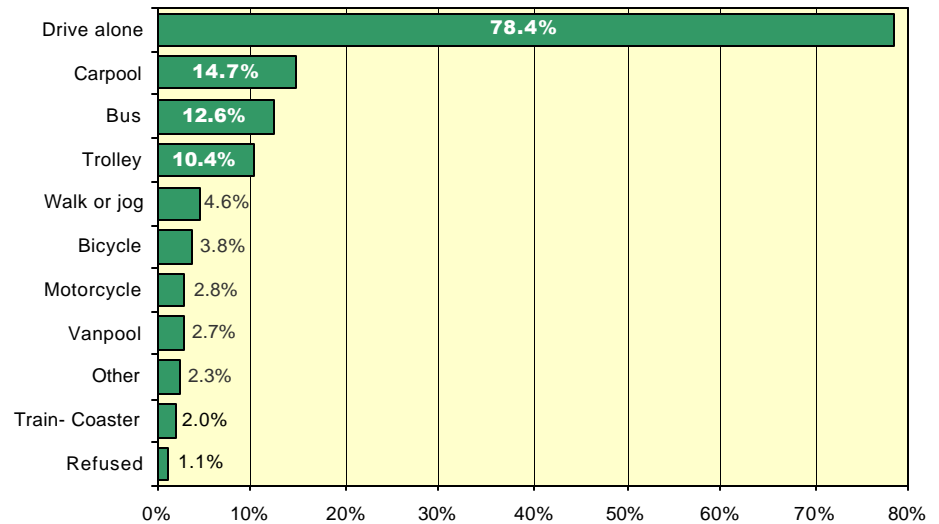
Figure 20. Primary Commute Destination



Q17. What form or forms of transportation do you typically use to get to work/school?

Respondents who commuted on a regular basis were next asked to indicate the form(s) of transportation they typically used to get to work and/or school. Overall, 78 percent of respondents usually drove alone, 15 percent carpoled, 13 percent utilized the bus, and ten percent of respondents used the Trolley. Figure 21 displays all the responses to Question 17.

Figure 21. Form of Transportation Used



Q17a. What is your primary mode of transportation?

As a follow-up to the previous question, respondents were asked to indicate their primary mode of transportation for commuting. Over three quarters of all commuters (76%) primarily drove alone to work and/or school, 11 percent said they carpoled, seven percent used the bus, and three percent used the Trolley.

Q18. As I read the following possible reasons for choosing your primary transportation method for commuting, please tell me whether each is a very strong factor, a moderate factor, or not a factor in selecting your method of commuting. Here's the first/next:

_____.

Respondents were next read a list of five possible reasons for choosing a primary transportation method for commuting and were asked to indicate whether each was a 'very strong factor', a 'moderate factor', or 'not a factor' in selecting their primary method of commuting. To ease interpretation of the results, responses were recoded and averaged. Individual responses of 'very strong factor' were recoded as +2, responses of 'moderate factor' were recoded as +1, and responses of 'not a factor' were recoded as 0.

Of the reasons tested, respondents ranked ‘Convenience’ (1.61) as the top factor in choosing their commuting mode, followed by ‘Travel time’ (1.44), ‘Work schedule’ (1.42), ‘Commuting cost’ (0.89), and ‘Financial incentives offered by employer or other agency’ (0.57).

Figure 22. Reasons for Choosing Primary Transportation Method (not a factor = 0, moderate factor = 1, and very strong factor = 2)

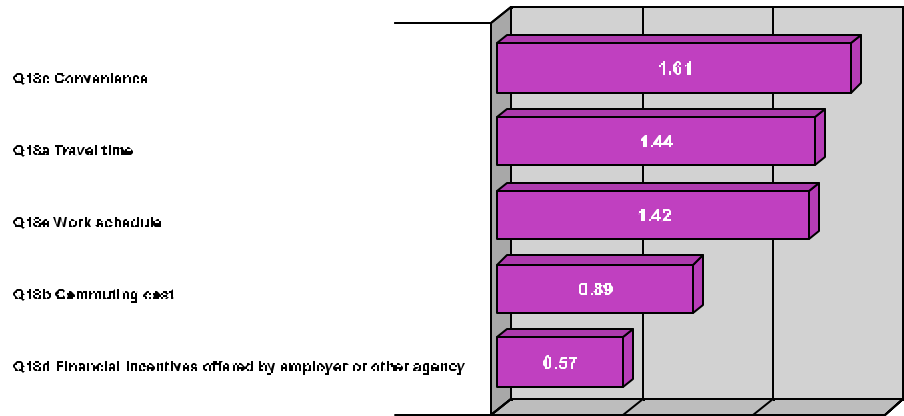


Table 38 exhibits mean ratings for each reason for choosing primary transportation by the top four forms of primary transportation used by respondents. The sample size associated with each mean within a particular column is displayed in the last row of the table. Although GRA cautions against generalizing the results for subgroups that are composed of 25 or fewer respondents to the population, the information in the table provides useful information for comparative purposes.

Table 38. Reasons for Choosing Primary Transportation Method by Primary Form of Transportation Used (not a factor = 0, moderate factor = 1, and very strong factor = 2)

	Overall	Primary Form of Transportation Used			
		Drive alone	Carpool	Bus	Trolley
Sample Size	289	219	33	19	8
Q18c Convenience	1.61	1.62	1.78	1.40	1.67
Q18a Travel time	1.44	1.47	1.36	1.51	1.52
Q18e Work schedule	1.42	1.44	1.43	1.36	1.30
Q18b Commuting cost	0.89	0.78	1.18	1.10	1.59
Q18d Financial incentives offered by employer or other agency	0.57	0.49	0.73	0.80	0.70

Table 39 shows respondents’ mean scores for each of the possible reasons for choosing their primary transportation method by their primary commuting mode. Those whose primary

mode of transportation for commuting was something other than driving alone (Non-SOV) rated 'Commuting cost' higher than respondents in other subgroups.

Table 39. Reasons for Choosing Primary Transportation Method by Commuting Mode (not a factor = 0, moderate factor = 1, and very strong factor = 2)

	Overall	Commuting Mode	
		SOV	Non-SOV
Q18c Convenience	1.61	1.62	1.61
Q18a Travel time	1.44	1.47	1.38
Q18e Work schedule	1.42	1.44	1.36
Q18b Commuting cost	0.89	0.78	1.24
Q18d Financial incentives offered by employer or other agency	0.57	0.49	0.77

Q19. Are there any other factors in choosing your primary transportation method for commuting that I did not mention?

Question 19 asked respondents if any factors came to mind, other than those mentioned in Question 18, that affected their choice in selecting their primary transportation method. For this question, participants were free to indicate any responses that came to mind. In other words, they were not provided with specific answers from which to choose. Sixty percent of respondents did not reveal any additional factors that influenced their commuting method and 13 percent of respondents declined to answer this particular question. Of the additional responses offered by participants, the need for flexible transportation topped the list (10%), followed by respondents mentioning that no other travel options were available to them (5%). All responses to Question 19 are presented below in Figure 23.

Figure 23. Other Factors for Choosing Transportation Method

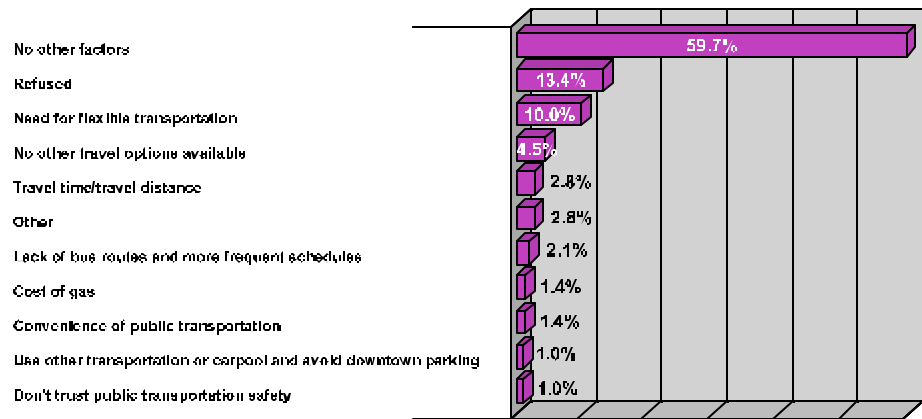


Table 40 shows the other factors reported by respondents by their commuting mode.

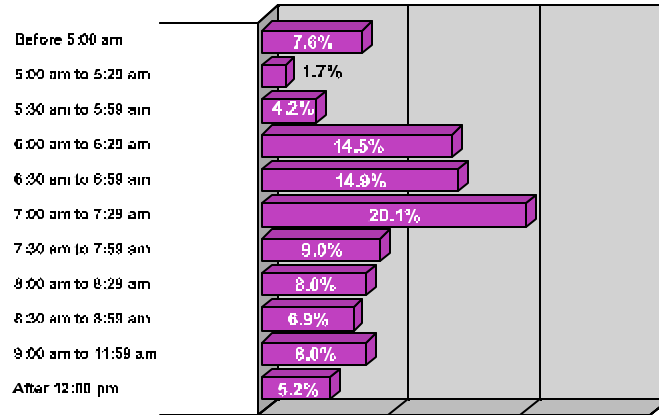
Table 40. Other Factors for Choosing Transportation Method by Commuting Mode

	Overall	Commuting Mode	
		SOV	Non-SOV
Base	289	219	66
No other factors	173 59.8%	137 62.6%	34 52.3%
Refused	39 13.6%	21 9.6%	15 22.9%
Need for flexible transportation	29 10.1%	28 12.8%	1 1.8%
No other travel options available	13 4.4%	11 5.1%	2 2.6%
Travel time/travel distance	8 2.9%	6 2.6%	3 4.1%
Other	8 2.7%	5 2.2%	3 4.9%
Lack of bus routes and more frequent schedules	6 2.0%	6 2.6%	- -
Cost of gas	4 1.3%	2 1.1%	2 2.3%
Convenience of public transportation	4 1.3%	2 0.8%	2 3.1%
Use other transportation or carpool and avoid downtown parking	3 1.1%	- -	3 4.9%
Don't trust public transportation safety	3 0.9%	2 0.8%	1 1.3%

Q20. On a typical day, what time do you leave home to go to (work/school: USE PRIMARY COMMUTE DESTINATION FROM Q16) for your commute?

Commuters were next asked to reveal the time of day they typically left the house for work or school to begin their commute. Approximately 20 percent of respondents left work between 7:00 am and 7:29 am to begin their commute, 15 percent of commuters left between 6:30 am and 6:59 am, 15 percent typically left between 6:00 am and 6:29 am, and nine percent of respondents typically left the house between 7:30 am and 7:59 am to commute.

Figure 24. Time Leave for Commute



Q21. What is the zip code of your (work/school) that you regularly commute to?

Question 21 asked respondents to indicate the zip code of their regular commute destination. For ease of presentation, the zip codes were recoded into the same three areas of the region used to describe where respondents lived (Question F). Overall, 58 percent of respondents commuted to the 'Central' area of the region, 23 percent commuted to the 'South/East' area, 15 percent commuted to the 'North' area, and four percent of commuters traveled to another county.

Figure 25. Geographic Area of Commute

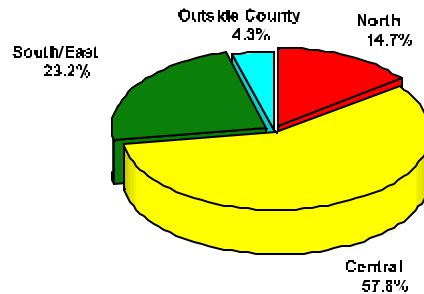


Table 41 exhibits participants geographic commute destination by their geographic area of residence.

Table 41. Geographic Area of Commute by Geographic Area of Residence

	Geographic Area			
	Overall	North	Central	South/East
Base	211	45	107	59
North	31 14.6%	22 49.2%	7 6.5%	2 2.8%
Central	122 57.7%	14 31.4%	84 78.9%	24 39.6%
South/East	49 23.3%	5 10.5%	13 12.3%	31 52.9%
Outside County	9 4.4%	4 8.9%	3 2.4%	3 4.7%

Q22. On a typical day, how long does it take you to get from home to your (work/school)?

Respondents who regularly commuted to work and/or school were asked to reveal the amount of time it typically took them to get to their destination from home. The average commute length for the region was 25.4 minutes. As shown in the figure below, 69 percent of commuters reached their destination in less than 30 minutes, 24 percent traveled for 30 to 59 minutes, and six percent of respondents commuted for 60 minutes or more.

Figure 26. Length of Commute

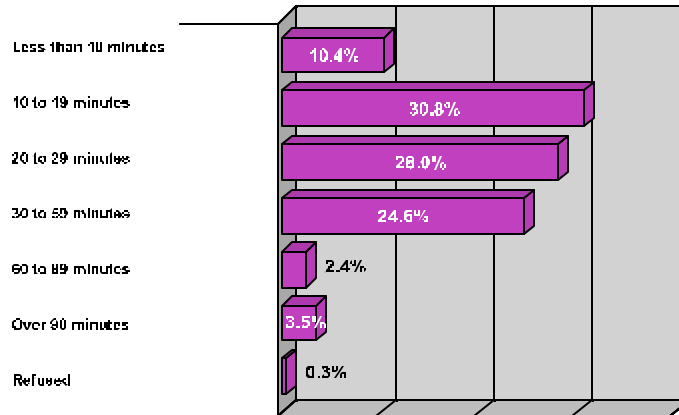


Table 42 displays respondents' length of commute by their geographic area of residence and their commuting mode.

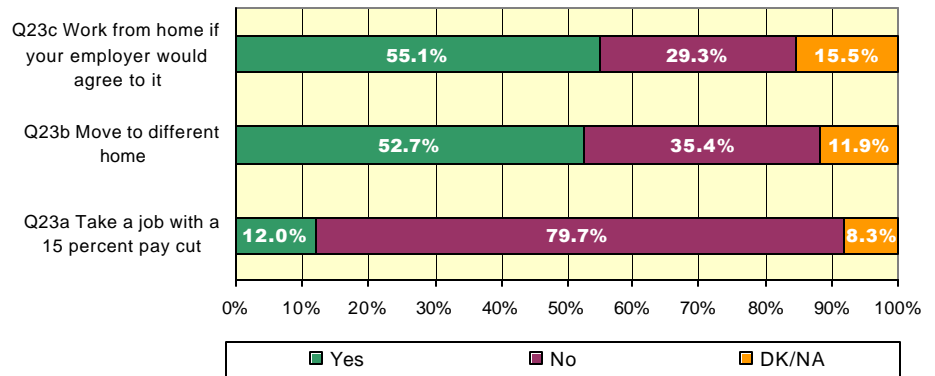
Table 42. Length of Commute by Geographic Area and Commuting Mode

	Overall	Geographic Area			Commuting Mode	
		North	Central	South/East	SOV	Non-SOV
Base	289	58	150	81	219	66
Less than 10 minutes	30 10.3%	5 8.4%	17 11.3%	8 9.9%	21 9.7%	9 13.1%
10 to 19 minutes	89 30.8%	19 32.0%	47 31.2%	24 29.1%	74 33.8%	11 17.0%
20 to 29 minutes	81 28.0%	14 23.3%	48 32.3%	19 23.6%	63 29.0%	18 26.9%
30 to 59 minutes	71 24.6%	16 28.0%	29 19.3%	26 31.9%	51 23.5%	20 29.9%
60 to 89 minutes	7 2.5%	2 4.0%	2 1.1%	3 3.9%	6 2.8%	1 1.8%
Over 90 minutes	10 3.5%	2 2.9%	7 4.9%	1 1.4%	2 0.8%	7 11.3%
Refused	1 0.3%	1 1.4%	- -	- -	1 0.4%	- -

Q23. If you could have a commute of less than half an hour, would you be willing to _____?

Participants who commuted more than half an hour one way were asked what they would be willing to do, or trade-off, in order to have a commute of less than 30 minutes. Each of the three statements was read to the respondent in a randomized order to prevent a position bias. Fifty-five percent of respondents who commuted 30 minutes or more would be willing to 'Work from home if (their) employer would agree to it', 53 percent of respondents were willing to 'Move to a different home', and 12 percent of 30 minute or more commuters would 'Take a job with a 15 percent pay cut' to have a commute of less than half an hour.

Figure 27. Trade-Off for Commute of Less than Half an Hour

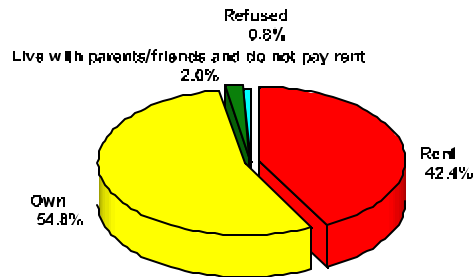


Factors in Choosing Current Home

Respondents were next presented with several questions about their current residence. Fifty-four percent of respondents surveyed owned their current residence, 42 percent rented, and two percent lived with parents or friends and did not pay any rent.

Q24. Do you rent or own your current residence?

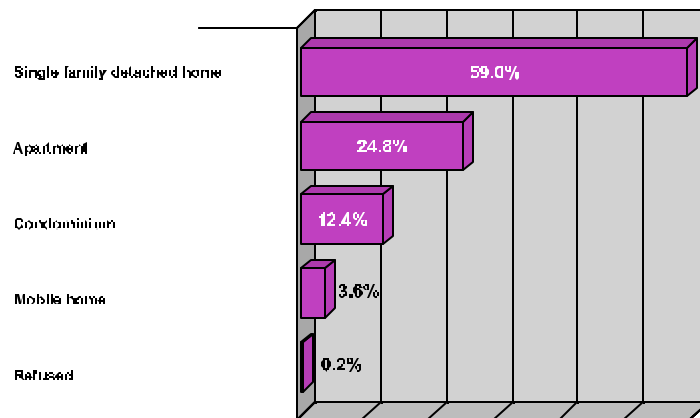
Figure 28. Rent or Own



Q25. Which of the following best describes your current home?

Respondents were next asked to describe the type of home in which they lived. Fifty-nine percent of participants resided in a 'Single family detached home', 25 percent lived in an 'Apartment', 12 percent resided in a 'Condominium', and four percent of respondents lived in a 'Mobile home'.

Figure 29. Description of Current Home



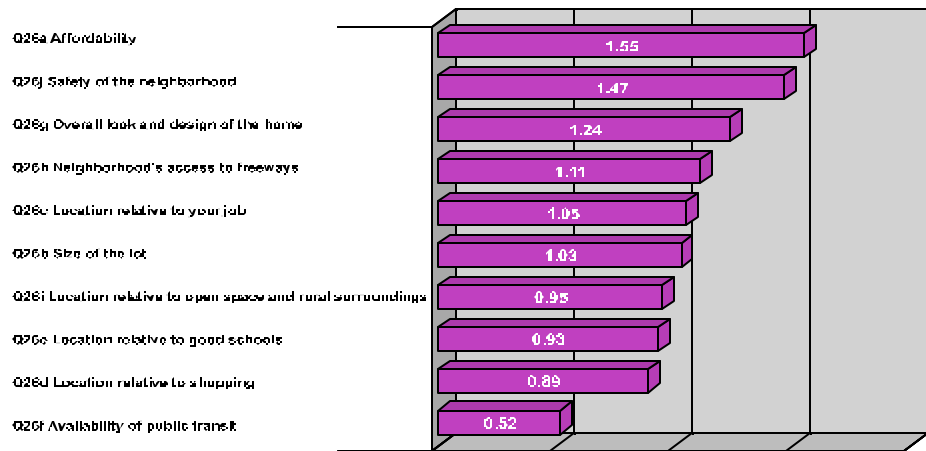
Q26. I'd like you to think about what the main factors were in choosing your current home. Let me read a short list of potential factors and for each, please tell me if it was a very strong factor, a moderate factor, or not a factor in choosing your home. Was the _____ a strong factor, moderate factor, or not a factor in your decision?

Respondents who either rented or owned their current residence were next presented with ten potential factors in choosing a home and then asked whether each was a 'very strong factor', a 'moderate factor', or 'not a factor' in choosing their current home. To ease interpretation of the results, responses were recoded and averaged. Individual responses of 'very strong factor' were recoded as +2, responses of 'moderate factor' were recoded as +1, and responses of 'not a factor' were recoded as 0.

Of the potential factors tested, respondents ranked 'Affordability' (1.55) as the top factor in choosing their current home, followed by 'Safety of the neighborhood' (1.47), 'Overall look and design of the home' (1.24), 'Neighborhood's access to freeways' (1.11), 'Location relative to (their) job' (1.05), and 'Size of the lot' (1.03). It should be noted that six of the ten potential factors tested were viewed as at least 'moderate' factors in choosing their current home.

Comparatively, 'Availability of public transit' (0.52) and 'Location relative to shopping' (0.89) were rated the lowest of the factors tested.

Figure 30. Factors in Choosing Home (not a factor = 0, moderate factor = 1, and very strong factor = 2)



Tables 43 and 44 show how respondents' ratings varied by their homeownership status, and their income.

Table 43. Factors in Choosing Home by Rent or Own (not a factor = 0, moderate factor = 1, and very strong factor = 2)

	Rent or Own		
	Overall	Rent	Own
Base	1.07	1.03	1.11
Q26a Affordability	1.55	1.51	1.57
Q26j Safety of the neighborhood	1.47	1.34	1.57
Q26g Overall look and design of the home	1.24	1.09	1.36
Q26h Neighborhood's access to freeways	1.11	1.12	1.10
Q26c Location relative to your job	1.05	1.13	0.98
Q26b Size of the lot	1.03	0.89	1.12
Q26i Location relative to open space and rural surroundings	0.95	0.79	1.07
Q26e Location relative to good schools	0.93	0.78	1.04
Q26d Location relative to shopping	0.89	0.90	0.89
Q26f Availability of public transit	0.52	0.70	0.39

Table 44. Factors in Choosing Home by Income (not a factor = 0, moderate factor = 1, and very strong factor = 2)

	Overall	Income							
		<\$15,000	\$15,000-\$24,999	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000+
Base	1.07	1.08	1.03	1.02	1.04	1.07	1.04	1.17	1.02
Q26a Affordability	1.55	1.72	1.51	1.72	1.53	1.65	1.53	1.40	0.86
Q26j Safety of the neighborhood	1.47	1.12	1.38	1.42	1.36	1.57	1.54	1.59	1.83
Q26g Overall look and design of the home	1.24	0.89	1.19	1.00	1.25	1.29	1.42	1.49	1.42
Q26h Neighborhood's access to freeways	1.11	1.02	1.00	1.05	1.06	1.18	0.99	1.28	1.11
Q26c Location relative to your job	1.05	1.02	0.92	1.13	1.10	1.01	1.05	1.05	0.98
Q26b Size of the lot	1.03	0.94	1.03	0.82	1.09	1.10	0.91	1.32	1.08
Q26i Location relative to open space and rural surroundings	0.95	0.84	0.77	0.78	0.88	1.01	0.89	1.08	1.42
Q26e Location relative to good schools	0.93	0.89	0.92	0.77	0.85	0.78	1.03	1.49	0.73
Q26d Location relative to shopping	0.89	1.14	0.95	0.93	0.85	0.81	0.66	0.79	0.56
Q26f Availability of public transit	0.52	1.20	0.66	0.54	0.41	0.34	0.36	0.25	0.24

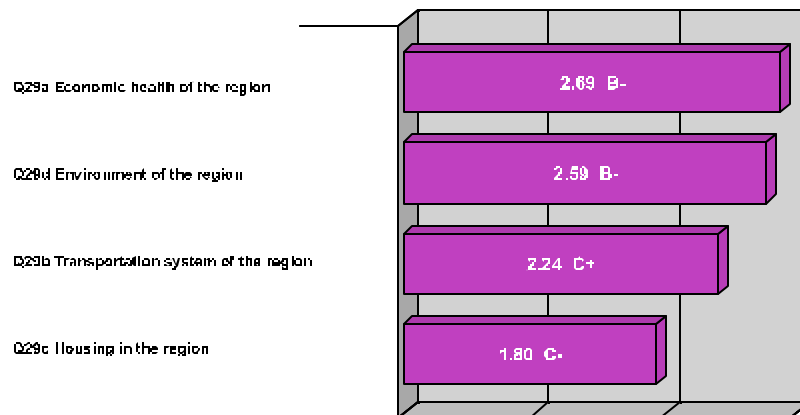
General Regional Issues

Q29. I would like to read you a list of four general issues that cover some of the many topics we've discussed today. For each issue, I'd like you to think about the present conditions and the quality of life in the region and give it a letter grade--like a school report card. You may give an A, B, C, D, or F, and for grades A through D you may specify a plus or a minus if you would like. And just so we are clear, an A would represent a grade of 'excellent', whereas an F would represent a grade of 'failing'. What grade would you give _____?

The last substantive question of the survey presented respondents with a list of four general issues covered in the survey and asked them to think about the present conditions and the quality of life in the region before assigning each issue a letter grade (A, B, C, D, or F, and for grades A through D they could specify a plus or a minus). For ease of interpretation, responses were recoded using the following academic scale: 'A+' = 4.0, 'A' = 4.0, 'A-' = 3.7, 'B+' = 3.3, 'B' = 3.0, 'B-' = 2.7, 'C+' = 2.3, 'C' = 2.0, 'C-' = 1.7, 'D+' = 1.3, 'D' = 1.0, 'D-' = 0.7, and 'F' = 0.0.)

Of the four issues tested, 'The economic health of the region-which includes the availability of jobs and job skills training programs' received the highest mean rating (2.69, B-), followed by 'The environment of the region-which includes the preservation of open space and natural habitat, protection of beaches, and air and water quality' (2.59, B-), 'The transportation system of the region-which includes the freeways, local streets and roads, and the public transit system' (2.24, C+), and 'The housing in the region-which includes the availability and affordability of a variety of housing types such as condominiums, single family homes, and apartments' (1.80, C-).

Figure 31. General Regional Issues



Results Comparison: 1998 vs. 2002

The following pages look at the comparisons between questions asked in both 1998 and 2002. Please refer to the *Methodology* section for a brief discussion of the procedures used for the calculations in the tables below.

GRA Q2. All things considered, how satisfied are you with the San Diego region as a place to live?

CIC Q28. All things considered, how satisfied are you with the San Diego region as a place to live? Are you...

Although satisfaction with the San Diego region as a place to live decreased slightly in 2002 (92%) compared with 1998 (94%), the two proportions were not significantly different from one another.

Table 45. 1998 vs. 2002: Satisfaction with San Diego Region as a Place to Live

	1998	2002	98 to 02 Change
Sample Size	509	499	
Satisfied	93.7%	91.9%	-1.9%
Dissatisfied	6.3%	8.1%	1.9%

GRA Q3. In the future, do you think San Diego will be:

CIC Q2. In the future, do you think San Diego will be:

When surveyed in 2002, perceptions of San Diego in the future were consistent with respondents' perceptions in 1998.

Table 46. 1998 vs. 2002: San Diego in the Future

	1998	2002	98 to 02 Change
Sample Size	498	486	
A better place to live than it is now	25.7%	26.4%	0.7%
A worse place to live than it is now	32.7%	32.7%	-0.1%
About the same as it is now	41.6%	41.0%	-0.6%

GRA Q4. Next, I am going to read a list of aspects of your local community and for each please tell me if you would describe the quality as excellent, good, fair, or poor. Here's the first/next: _____.

CIC Q3. Please describe the quality of the following aspects of your local community as excellent, good, fair or poor.

The percentage of respondents who believed 'Public transportation' in their community was 'excellent' or 'good' decreased by nine percentage points in 2002, representing a significant difference between the proportion of respondents who believed it was 'excellent' or 'good' in 1998 and 2002. A significant difference also existed for respondents' ratings of the 'Overall quality of life' in their community from 1998 to 2002.

Table 47. 1998 vs. 2002: Quality of Community Aspects

	1998	2002	98 to 02 Change
	Excellent/ Good	Excellent/ Good	
Overall quality of life	85.4%	79.7%	-5.8%
Governmental leadership	43.3%	47.2%	4.0%
Public transportation	52.0%	42.6%	-9.4%
Traffic conditions on local roads	35.6%	34.6%	-1.0%
Traffic conditions on freeways	23.3%	22.8%	-0.5%

Bolded percentages are significant at $p < 0.05$.

GRA Q5. Would you say that you and your family are financially better off, worse off, or about the same as you were a year ago?

CIC Q4. Would you say that you and your family are financially better off, worse off, or about the same as you were a year ago?

The percentage of respondents who believed that their family was 'About the same' financially compared to a year ago decreased by approximately eight percentage points from 1998 to 2002, reflecting a significant difference between the two years.

Table 48. 1998 vs. 2002: Family's Financial State a Year Ago

	1998	2002	98 to 02 Change
Sample Size	508	494	
Better off	37.6%	41.3%	3.7%
Worse off	12.2%	16.2%	4.0%
About the same	50.2%	42.5%	-7.7%

Bolded results are significant at $p < 0.05$.

GRA Q6. Now, looking ahead, do you think that a year from now you and your family will be financially better off, worse off, or about the same as now?

CIC Q5. Now, looking ahead, do you think that a year from now you and your family will be better off financially, worse off, or about the same as now?

The proportion of respondents who anticipated that their family would be ‘Worse off’ financially in a year increased by approximately four percentage points in 2002, reflecting a significant difference between the two years.

Table 49. 1998 vs. 2002: Family’s Financial State a Year from Now

	1998	2002	98 to 02 Change
Sample Size	504	485	
Better off	48.2%	49.1%	0.9%
Worse off	3.6%	7.0%	3.5%
About the same	48.2%	43.9%	-4.3%

Bolded results are significant at $p < 0.05$.

GRA Q7. What would you say is the San Diego region’s number one problem?

CIC Q6. What would you say is the San Diego region’s number one problem?

The percentage of respondents who believed the San Diego region’s number one problem was a lack of affordable housing increased by 16 percent in 2002. In addition, respondents’ mention of population growth and overcrowding as well as crime and gangs as the region’s number one problem decreased in 2002 by eight percentage points and six percentage points, respectively. As displayed in Table 50, this represented a significant difference among the proportions cited from 1998 to 2002.

Table 50. 1998 vs. 2002: San Diego Region’s Number One Problem^{iv}

	1998	2002	98 to 02 Change
Sample Size	473	459	
Traffic on freeways/local roads	27.3%	26.8%	-0.5%
Population growth/overcrowding	25.4%	17.5%	-7.9%
Lack of affordable homes	1.3%	17.3%	16.0%
Crime/gangs	14.0%	7.7%	-6.2%
Public services can’t keep up with growth (police, fire, roads)	3.4%	6.0%	2.6%
Government	6.6%	3.8%	-2.8%

Bolded percentages are significant at $p < 0.05$.

^{iv}For comparison purposes, GRA combined CIC’s data for ‘Traffic on freeways’ and ‘Traffic on local roads’ to ‘Traffic on freeways/local roads’.

GRA Q13. Which of the following statements best expresses how you feel the government should deal with population growth?

CIC Q9. Which of the following statements best expresses how you feel the government should deal with population growth?

The percentage of respondents who believed the government should not promote or limit growth, but should plan for it decreased by eight percentage points in 2002, representing a significant difference between the proportion of respondents who identified with this strategy from 1998 to 2002. A significant difference also existed among ratings from 1998 to 2002 for respondents who thought the government should not plan for growth, but that they should cope with what comes, with six percent more respondents identifying with this statement in 2002.

Table 51. 1998 vs. 2002: Approach for Population Growth

	1998	2002	98 to 02 Change
Sample Size	499	482	
Actively limit growth	18.4%	18.3%	-0.2%
Actively promote growth	8.4%	10.3%	1.9%
Do not promote or limit growth, but plan for it	68.3%	60.5%	-7.8%
Do not plan for growth, but cope with what comes	4.8%	10.9%	6.1%

Bolded percentages are significant at $p < 0.05$.

*GRA Q10. Next, I am going to read you a list of statements. For each, please tell me if you agree or disagree with the statement. Do you agree or disagree that: _____
Would that be strongly agree/
disagree or somewhat agree/
disagree?*

CIC Q11. For these next statements, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

It should be noted that the wording of the statements presented to respondents was modified for this question in 2002. In 1998, 'Developers should be required to show that local and regional water supply is adequate before they can begin construction' was phrased 'New residential construction should be tied to the water supply'. In addition, 'New developments in the region currently pay for their share of public services' was phrased as 'New development pays for its share of public services' in 1998.

The proportion of respondents who agreed with the statements 'I am considering leaving San Diego because of changes related to growth' and 'Developers should be required to show that local and regional water supply is adequate before they can begin construction' increased by eight and six percentage points, respectively, in 2002. In addition, respondents' agreement with the statement 'New developments in the region currently pay for their share of public services' decreased in 2002 by 16 percentage points. As displayed in Table 52, the level of agreement was significantly different among respondents from 1998 to 2002 for each of the three statements described above.

Table 52. 1998 vs. 2002: Agreement with Statements

	1998	2002	98 to 02
	Agree	Agree	Change
Developers should show water supply is adequate before constructing	87.2%	93.6%	6.4%
New developments pay for their share of public services	75.8%	59.5%	-16.3%
More people in an area means it is a less desirable place to live	54.5%	52.7%	-1.7%
Controls on population growth hurt the economy	48.8%	45.6%	-3.3%
Considering leaving San Diego because of changes from growth	21.8%	29.4%	7.5%

Bolded results are significant at $p < 0.05$.

GRA Q17a. What is your primary mode of transportation (to get to work/school)?

CIC Q22. How do you usually commute to work?

A significant difference existed from 1998 to 2002 for the percentage of respondents who commuted via public transit, which increased by eight percent.

Table 53. 1998 vs. 2002: Form of Transportation Used^v

	1998	2002	98 to 02 Change
Sample Size	352	286	
Drive alone	82.7%	76.4%	-6.2%
Carpool	10.8%	11.5%	0.7%
Public transit	2.3%	9.8%	7.5%
Other	4.3%	2.3%	-2.0%

Bolded results are significant at $p < 0.05$.

GRA Q22. On a typical day, how long does it take you to get from home to your (work/school)?

CIC Q24. On a typical day, about how long does it take you to get from home to the place where you work?

The percentage of respondents who commuted between 20 and 29 minutes one way increased by seven percentage points in 2002, representing a significant difference from 1998 to 2002. A significant difference also existed among the percentage of respondents who had a commute of over 90 minutes, which increased by three percent in 2002.

Table 54. 1998 vs. 2002: Length of Commute

	1998	2002	98 to 02 Change
Sample Size	352	289	
Less than 10 minutes	12.2%	10.3%	-1.9%
10 to 19 minutes	33.0%	30.9%	-2.1%
20 to 29 minutes	20.7%	28.1%	7.4%
30 to 59 minutes	28.7%	24.7%	-4.0%
60 to 89 minutes	4.5%	2.5%	-2.0%
Over 90 minutes	0.9%	3.5%	2.7%

Bolded results are significant at $p < 0.05$.

^vGRA included respondents who commuted to school in addition to work commuters in the 2002 survey, whereas CIC focused on respondents who commuted to work.

GRA Q23. If you could have a commute of less than half an hour, would you be willing to _____?
CIC Q24a. If you could have a commute of less than half an hour, would you be willing to do any of the following?

The proportion of respondents who would ‘Move to a different home’ increased by 26 percentage points in 2002, reflecting a significant difference between the two years.

Table 55. 1998 vs. 2002: Trade-Off for Commute of Less than Half an Hour

	1998	2002	98 to 02 Change
Work from home if your employer	77.9%	65.3%	-12.6%
Move to a different home	34.2%	59.8%	25.6%
Take a job with a 15 percent pay cut	18.6%	13.1%	-5.6%

Bolded results are significant at $p < 0.05$.

GRA Q25. Which of the following best describes your current home?
CIC Q25. Do you live in a:

When surveyed in 2002, the type of home respondents resided in was consistent with home type in 1998.

Table 56. 1998 vs. 2002: Description of Current Home

	1998	2002	98 to 02 Change
Sample Size	508	499	
Single family detached home	61.6%	59.1%	-2.5%
Apartment	21.7%	24.9%	3.2%
Condominium	13.8%	12.5%	-1.3%
Mobile home	3.0%	3.6%	0.6%

GRA Q27. How many years have you lived in the San Diego region?
CIC Q27b. How long have you lived in the San Diego region?

Because CIC only asked this question to respondents who had not lived in the San Diego region for their entire life, GRA recoded CIC’s data for comparison purposes, placing respondents who had always lived in the region in the ‘15 years or longer’ subcategory.

The percentage of respondents who had lived in the San Diego region between six months and less than a year increased by three percentage points in 2002. In addition, respondents who had lived in the region for 15 years or more decreased in 2002 by seven percentage points. As displayed in Table 57, this represented a significant difference among the proportions cited from 1998 to 2002.

Table 57. 1998 vs. 2002: Years Lived in San Diego Region

	1998	2002	98 to 02 Change
Sample Size	509	500	
Less than 6 months	1.2%	2.3%	1.2%
6 months to less than 1 year	2.4%	5.2%	2.8%
1 year to less than 5 years	12.0%	14.2%	2.2%
5 years to less than 10 years	8.1%	10.4%	2.3%
10 years to less than 15 years	11.2%	9.8%	-1.4%
15 years or longer	65.2%	58.2%	-7.1%

Bolded results are significant at $p < 0.05$.

GRA Q24. Do you rent or own your current residence?

CIC Q30. Do you own or rent your current residence?

When surveyed in 2002, participants' homeownership status was consistent with the proportions who rented or owned their residence in 1998.

Table 58. 1998 vs. 2002: Rent or Own

	1998	2002	98 to 02 Change
Sample Size	506	486	
Own	59.3%	56.5%	-2.8%
Rent	40.7%	43.5%	2.8%

GRA Q28. Did you move here from... (Respondents who had lived in the region for less than 15 years as reported in Question 27).

CIC Q27a. Where did you live before you moved to the San Diego region?

The proportion of participants who had moved from another California county increased by eight percentage points in 2002 and the percentage of respondents who had moved from another country increased by five percentage points. In addition, the percentage of respondents who moved from another state and from Los Angeles County decreased in 2002 by ten points and seven points, respectively. As displayed in Table 59, these represented significant differences among the proportions cited from 1998 to 2002.

Table 59. 1998 vs. 2002: Area Moved From^{vi}

	1998	2002	98 to 02 Change
Sample Size	334	199	
Another state	53.9%	43.6%	-10.3%
Another California county	16.5%	24.5%	8.1%
Another country	6.9%	12.0%	5.1%
Los Angeles County	17.1%	10.4%	-6.7%
Orange County	2.7%	5.1%	2.4%
Riverside County	1.2%	2.9%	1.7%
San Bernardino County	1.8%	1.6%	-0.2%

Bolded results are significant at $p < 0.05$.

*GRA QA. In what year were you born? Recoded to age in years.
CIC Q32. Which of the following groups contains your age?*

The proportion of respondents surveyed who were between the ages of 18 and 24 increased by 11 percentage points in 2002, whereas the percentage of participants between 35 and 44 decreased by seven percentage points, reflecting significant differences between the two years.

Table 60. 1998 vs. 2002: Age

	1998	2002	98 to 02 Change
Sample Size	503	469	
18-24	7.0%	17.8%	10.8%
25-34	18.1%	20.6%	2.5%
35-44	25.0%	18.3%	-6.7%
45-54	21.1%	18.0%	-3.1%
55-64	13.1%	10.5%	-2.6%
65+	15.7%	14.8%	-0.9%

Bolded results are significant at $p < 0.05$.

^{vi}CIC asked this question to respondents who had not lived in the region for their entire life, whereas GRA asked this question to respondents who had lived in the region for less than 15 years.

GRA QB. What ethnic group do you consider yourself a part of or feel closest to?

CIC Q34. Is your ethnic background...

The proportion of Caucasian/White respondents represented in the data decreased by approximately 17 percentage points in 2002 and the percentage of Latino(a)/Hispanic respondents increased 12 percentage points, reflecting significant differences between the two years.

Table 61. 1998 vs. 2002: Ethnicity^{vii}

	1998	2002	98 to 02 Change
Sample Size	495	488	
Caucasian/White	76.2%	59.6%	-16.6%
Latino(a)/Hispanic	10.5%	22.9%	12.4%
African-American/Black	5.1%	5.1%	0.1%
Asian-American	5.9%	9.1%	3.2%
Other	2.4%	3.3%	0.9%

Bolded results are significant at $p < 0.05$.

GRA QC. I have just one more question for you. I am going to read some income categories. Please stop me when I reach the category that best describes your total household income.

CIC Q35. Which of these categories described the total yearly income of all members of your household before taxes?

Compared with 1998 data, the percentage of respondents with a household income less than \$15,000 per year increased by five points in 2002 and the percentage of participants with a household income between \$50,000 and \$74,999 decreased by eight points, reflecting significant differences between the two years.

Table 62. 1998 vs. 2002: Household Income

	1998	2002	98 to 02 Change
Sample Size	451	380	
<\$15,000	5.3%	10.0%	4.7%
\$15,000-\$24,999	12.4%	10.0%	-2.4%
\$25,000-\$49,999	33.9%	35.8%	1.9%
\$50,000-\$74,999	26.6%	18.2%	-8.4%
\$75,000-\$99,999	9.5%	12.1%	2.6%
\$100,000+	12.2%	13.9%	1.7%

Bolded results are significant at $p < 0.05$.

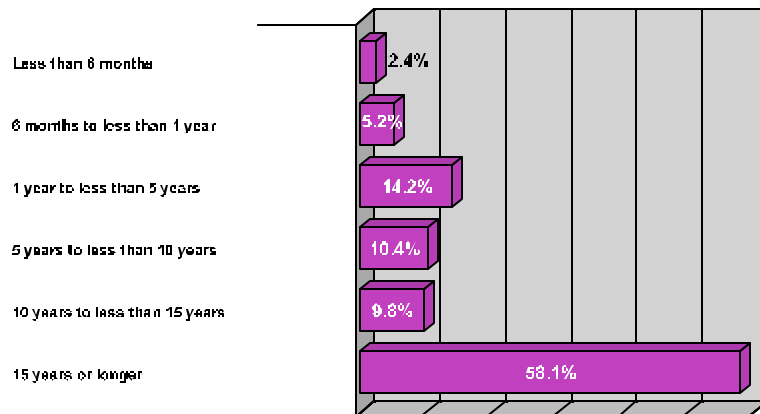
^{vii}The reader should recall that GRA data were weighted by ethnicity according to Census 2000 figures to be representative of adult residents of the San Diego region.

Additional Demographic and Behavioral Measures

Figures 32 through 39 graphically present the demographic and behavioral information collected in the survey. Although the primary motivation for collecting the demographic and behavioral information was to provide a better insight into how responses to the substantive questions of the survey vary across certain resident subgroups, the information is also useful for better understanding the profile of adult residents in the San Diego region. As with all results discussed in this section of the report, these results reflect the data as weighted for ethnicity (see page 74).

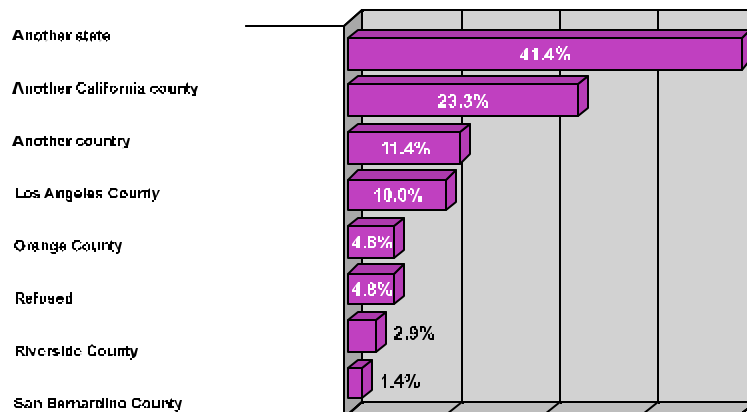
Q27. How many years have you lived in the San Diego region?

Figure 32. Years Lived in San Diego Region



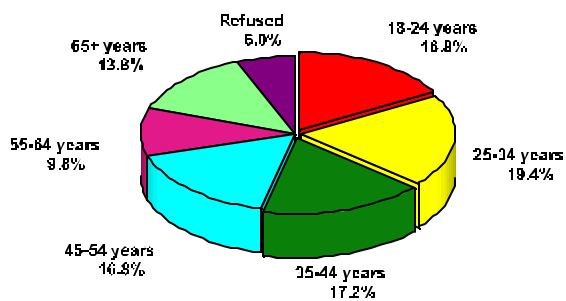
Q28. Did you move here from... (Respondents who had lived in the region for less than 15 years as reported in Question 27).

Figure 33. Area Moved From



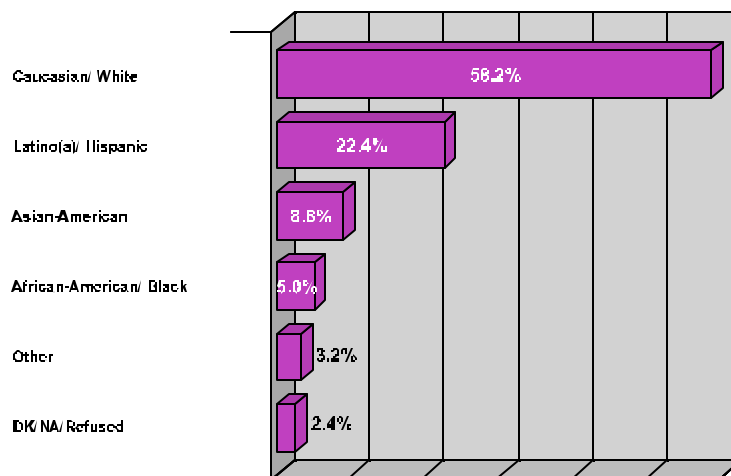
QA. In what year were you born?
Recoded to age in years.

Figure 34. Age



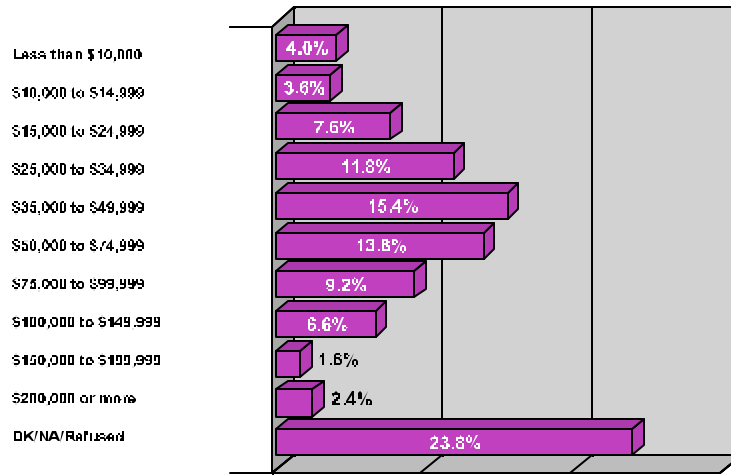
QB. What ethnic group do you
consider yourself a part of or feel
closest to?

Figure 35. Ethnicity



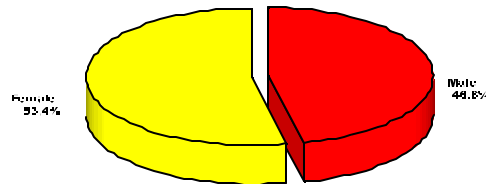
QC. I have just one more question for you. I am going to read some income categories. Please stop me when I reach the category that best describes your total household income.

Figure 36. Household Income



Respondent's Sex:

Figure 37. Gender



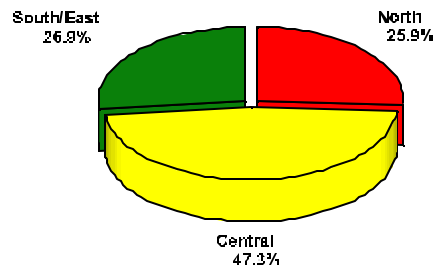
Interview Language:

Figure 38. Interview Language



Geographic Area of Residence:

Figure 39. Geographic Area of Residence



Methodology

Research Objectives

At the outset of the survey, SANDAG and GRA identified several research objectives for this study. Broadly defined, SANDAG was interested in using survey research to identify residents’:

- assessment of quality of life in the region;
- rating of various aspects of their local community;
- expectations for their personal and community’s future;
- opinions about policies and funding related to a variety of topics, including growth and development, transportation infrastructure, public safety, and environmental protection and preservation;
- commute behavior and transportation mode choice *and*
- profile the demographic, attitudinal, and behavioral characteristics of adult residents in the San Diego region.

Methodology Summary

Table 63 briefly outlines the methodology employed in this project. The sample was comprised of adult residents in the San Diego region. A total of 501 residents in the San Diego region completed an interview in either English or Spanish, representing a total universe of approximately 2,090,172 adult residents in the San Diego region (as cited in Census 2000 data). Interviews were conducted on March 26 through April 2, 2002, and each interview typically lasted 20 minutes.

Table 63. Methodology

Technique	Telephone interviewing in English and Spanish
Interview Length	20 minutes
Universe	Adult residents of the San Diego region
Field Dates	March 26 through April 2, 2002
Sample Size	501 adult residents

Sample & Weighting

Respondents were selected using random digit dialing (RDD), which randomly selects phone numbers from the active residential phone exchanges across San Diego. Interviewers first asked potential respondents a series of questions, referred to as screeners, that were used to ensure that the person lived within the region and was at least 18 years old. The first screener was used to correct one of the inherent tendencies of the RDD method to over-sample older residents and women. Specifically, RDD samples typically overrepresent women and older residents because they are often more likely to be home in the early evening or on the weekend and are also more likely to answer the telephone. To adjust for this bias, interviewers asked to speak to the youngest adult male currently available in the household. If an

adult male was not available at the time of the call, the interviewer asked to speak to the youngest adult female currently available.

Another screener asked respondents to indicate whether or not they considered the San Diego region their primary residence. Respondents who did not consider the San Diego region their primary residence were thanked and the interview was terminated. If a potential respondent met all of the criteria for inclusion in the study, they were then given the opportunity to complete the survey.

Once collected, the data were compared with Census 2000 data to examine possible differences between the sample and the population of adult residents (18 years and older) within the San Diego region on major demographic variables. After examining the dimensions of gender, ethnicity, and age, the data were weighted to correct for a deviation in ethnicity to accurately represent the target population. Because of this statistical weighting procedure, the total of 501 respondents is represented in the tables throughout the report as a weighted number of responses that equals 500.

Subgroup Labels

The following subgroup labels are used in the report and crosstabulation tables:

Table 64. Subgroup Labels

Age	Participants were grouped according to their age: '18-24', '25-34', '35-44', '45-54', '55-64', or '65+' (65 years or older) (Question A).
Commute Regularly for Work or School	Respondents were grouped according to whether or not they commuted on a regular basis for work or school (Question 16).
Commuting Mode	Respondents were categorized according to whether their primary mode of transportation was a 'SOV' (single occupancy vehicle) or a 'Non-SOV' (Question 17).
Ethnicity	Participants were grouped according to the ethnicity they reported feeling closest to: 'Caucasian/White', 'Latino(a)/Hispanic', 'Af-American/Black', 'Asian-American', or 'Other' (Question B).
Gender	'Male' and 'Female' respondents were identified with separate labels.
Geographic Area	Respondents were categorized by the area of the San Diego region in which they lived: 'North', 'Central', or 'South/East'.
Home Type	Respondents were grouped according to the type of home they resided in a: 'Single family detached home', 'Apartment', 'Condominium', or 'Mobile home' (Question 25).
Income	Respondents were grouped by their household income: '<\$15,000' (less than \$14,999), '\$15,000 to \$24,999', '\$25,000 to \$34,999', '\$35,000 to \$49,999', '\$50,000 to \$74,999', '\$75,000 to \$99,999', '\$100,000 to \$149,999', and '\$150,000+' (\$150,000 or more) (Question C).
Primary Commute Destination	Participants were categorized based on whether they primarily commuted to 'Work' or 'School' (Question 16).
Rent or Own	Respondents were grouped according to their homeownership status: 'Rent' or 'Own' (Question 24).

Table 64. Subgroup Labels

Used Public Transit in Last Year	Respondents were grouped according to whether or not they had utilized any form of public transit in the past 12 months (Question 15).
Years Lived in San Diego Region	Participants were categorized by the number of years they had lived in the San Diego region (Question 28): '<1 year' (less than 1 year), '1-4 years' (1 year to less than 5 years), '5-9 years' (5 years to less than 10 years), '10-14 years' (10 years to less than 15 years), or '15+ years' (15 years or longer).

Randomization of Questions

To avoid the problem of systematic position bias -- where the order in which a series of questions is asked systematically influences the answers to some of the questions -- several of the questions in this survey were randomized such that respondents were not consistently asked the questions in the same order. The series of items in Questions 4, 8, 9, 10, 11, 12, 13, 14, 18, 23, 26, and 29 were randomized in the questionnaire.

Understanding the 'Margin of Error'

Because a survey typically interviews a limited number of people who are part of a larger population group, by mere chance alone there will almost always be some difference between a sample and the population from which it was drawn. For example, researchers might collect information from 400 adults in a town of 15,000 people. Because not all people in the population were surveyed, there are bound to be differences between the results obtained from interviewing the sample respondents and the results that would be obtained if all people in the population were interviewed. These differences are known as 'sampling error', and they are to be expected to occur regardless of how scientifically the sample has been selected. The advantage of a scientific sample is that we are able to estimate the amount of sampling error that occurs. Sampling error is determined by four factors: the size of the population, the chosen sample size, a confidence level and the dispersion of responses to a survey.

The following table shows the possible sampling variation that applies to a percentage result reported from a probability type sample. If a sample of 501 residents is drawn from the estimated population of approximately 2,090,172 adult residents who live in the San Diego region, one can be 95 percent confident that the margin of error due to sampling will not vary, plus or minus, by more than the indicated number of percentage points from the result that would have been obtained if the interviews had been conducted with all persons in the universe.

Table 65. Guide to Statistical Significance with 95% Level of Confidence

<i>n</i>	Distribution of Responses				
	90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%
1,000	1.86%	2.48%	2.84%	3.04%	3.10%
900	1.96%	2.61%	2.99%	3.20%	3.27%
800	2.08%	2.77%	3.17%	3.39%	3.46%
700	2.22%	2.96%	3.39%	3.63%	3.70%
600	2.40%	3.20%	3.67%	3.92%	4.00%
501	2.63%	3.50%	4.01%	4.29%	4.38%
400	2.94%	3.92%	4.49%	4.80%	4.90%
300	3.39%	4.53%	5.19%	5.54%	5.66%
200	4.16%	5.54%	6.35%	6.79%	6.93%
100	5.88%	7.84%	8.98%	9.60%	9.80%
50	8.32%	11.09%	12.70%	13.58%	13.86%
25	11.76%	15.68%	17.96%	19.20%	19.60%

As the table indicates, the maximum margin of error for all topline responses is between 2.63 and 4.38 percent for the survey. This means that for a given question with dichotomous response options (e.g. a yes/no question) answered by all 501 respondents, one can be 95 percent confident that the difference between the percentage breakdowns of the sample population and those of the total population is no greater than 4.38 percent. The percent margin of error applies to both sides of the answer, so that for a question in which 50 percent of respondents said yes, one can be 95 percent confident that the actual percent of the population that would say yes is between 45.62 percent and 54.38 percent.

The actual margin of error for a given question in this survey depends on the distribution of the responses to the question. The *4.38 percent* refers to dichotomous questions, such as yes/no questions, where opinions are evenly split in the sample with 50 percent of respondents saying yes and 50 percent saying no. If that same question were to receive a response in which 10 percent of respondents say yes and 90 percent say no, then the margin of error would be no greater than 2.63 percent. As the number of respondents in a particular subgroup (e.g., gender) is smaller than the number of total respondents, the margin of error associated with estimating a given subgroup's response will be higher. Due to the high margin of error, GRA cautions against generalizing the results for subgroups that are composed of 25 or fewer respondents.

How to Read a Crosstabulation Table

The questions discussed and analyzed in this report comprise a subset of the various crosstabulation tables available for each question. Only those subgroups that are of particular interest or that illustrate a particular insight are included in the discussion on the following pages. Should readers wish to conduct a closer analysis of subgroups for a given question, the complete breakdowns appear in Appendix B. These crosstabulation tables provide detailed information on the responses to each question by many of the demographic groups that were assessed in the survey. A typical crosstabulation table is shown in Table 66.

A short description of the item appears at the top of the table. The sample size (in this example, $n = 500$) is presented in the first column of data under 'Overall'. The results to each possible answer choice of all respondents are also presented in the first column of data under 'Overall'. The aggregate number of respondents in each answer category is presented as a whole number, and the percentage of the entire sample that this number represents is just below the whole number. For example, among overall respondents, 204 people indicated that their family was 'better off' financially than they were a year ago and 204 represents 40.9 percent of the total sample size of 500. Next to the 'Overall' column are other columns representing opinions of residents grouped by their gender. The data from these columns are read in exactly the same fashion as the data in the 'Overall' column, although each group makes up a smaller percentage of the entire sample.

Table 66. Financial State from a Year Ago by Gender

	Gender		
	Overall	Male	Female
Base	500	233	267
Better off	204 40.9%	93 40.0%	111 41.6%
Worse off	80 16.0%	35 15.1%	45 16.9%
About the same	210 42.0%	104 44.5%	106 39.8%
DK/NA	6 1.1%	1 0.4%	5 1.7%

Understanding a 'Mean'

In addition to analysis of response percentages, many results will be discussed with respect to a descriptive 'mean'. 'Means' can be thought of as 'averages'. To derive a mean that represents various issues of importance in the San Diego region (Q.8), for example, a number value is first assigned to each response category (e.g., 'extremely important' = +3, 'very important' = +2, 'somewhat important' = +1, and 'not at all important' = 0). The answer of each respondent is then assigned the corresponding number (from 0 to +3 in this example). Finally, all respondents' answers are averaged to produce a final number that reflects

average perceived importance of issues within the San Diego region. The resulting mean makes interpretation of the data considerably easier.

How to Read a 'Means' Table

In tables and charts for Questions 4, 8, 9, 10, 11, 12, 18, 26, and 29 of the survey the reader will find mean scores that represent answers given by respondents. The mean score represents the average response of each group. The following table shows the scales for each corresponding question. Responses of 'don't know' and 'no answer' were not included in calculating the means for any question.

Table 67. 'Means' Questions and Corresponding Scales

Question	Measure	Scale	Values
4	Community aspects	+1 to +4	+1 = Poor +2 = Fair +3 = Good +4 = Excellent
8	Issues of importance	0 to +3	0 = Not important at all +1 = Somewhat important +2 = Very important +3 = Extremely important
9	Satisfaction with issues	-2 to +2	-2 = Very dissatisfied -1 = Somewhat dissatisfied +1 = Somewhat satisfied +2 = Very satisfied
11	Prioritization of specific projects	+1 to +5	+1 = Low priority +2 = +3 = +4 = +5 = Highest priority
10	Agreement with statements	-2 to +2	-2 = Strongly disagree -1 = Somewhat disagree +1 = Somewhat agree +2 = Strongly agree
12	Effectiveness of Approaches to Relieving Traffic Congestion	0 to +2	0 = Not at all effective +1 = Somewhat effective +2 = Very effective
18	Reasons for Choosing Primary Transportation Method	0 to +2	0 = Not a factor +1 = Moderate factor +2 = Very strong factor

Table 67. 'Means' Questions and Corresponding Scales

26	Factors in Choosing Home	0 to +2	0 = Not a factor +1 = Moderate factor +2 = Very strong factor
29	General Regional Issues	0 to +4	0.0 = F 0.7 = D- 1.0 = D 1.3 = D+ 1.7 = C- 2.0 = C 2.3 = C+ 2.7 = B- 3.0 = B 3.3 = B+ 3.7 = A- 4.0 = A 4.0 = A+

Only those subgroups that are of particular interest or that illustrate a particular insight are included in the discussion on the following pages with regard to mean scores. Should readers wish to conduct a closer analysis of subgroups for a given question, the complete breakdowns displaying the means for Questions 4, 8, 9, 10, 11, 12, 18, 26, and 29 appear toward the back of Appendix B. These crosstabulation tables provide detailed information on the mean responses to each question by many of the demographic groups that were assessed in the survey. A typical crosstabulation table displaying mean scores is shown in Table 68.

The Question 8 items in Table 68 are arranged in descending order, from highest mean score to lowest. The aggregate mean score for each item in the question series is presented in the first column of data under 'Overall'. For example, among respondents overall, 'Making housing more affordable' was assigned a mean score of 2.29. The relative ranking of the item reveals that it was the most important issue of those tested. In addition, the 0 to +3 scale used for Question 8 (see Table 67) indicates that, on average, respondents rated 'Making housing more affordable' as more than 'very important' (+2 = 'very important' as shown in Table 67). Next to the 'Overall' column are other columns representing the mean scores assigned by residents, grouped by whether or not they or someone in their household had used public transit in the last 12 months. The data from these columns are read in the same fashion as the data in the 'Overall' column.

In addition, the first row in the table, labeled 'Base', displays the mean score across all the items presented in the table for each subgroup. For example, the 'Overall' mean score across the 11 items displayed in Table 68 is 1.99. Without examining the specific mean for each item, the 'Base' score gives the reader an idea of a subgroup's average rating across all items in the table. Thus, looking across 'Base' scores we see that respondents who had utilized

public transit in the past year assigned the components higher scores, on average, than respondents 'Overall' and those who had not utilized public transit in the past year.

Table 68. Issues of Importance by Used Public Transit in Last Year

	Overall	Used Public Transit in Last Year	
		Yes	No
Base	1.99	2.02	1.96
Q8h Making housing more affordable	2.29	2.29	2.28
Q8b Reducing crime	2.27	2.30	2.25
Q8d Protecting beaches from pollution	2.26	2.29	2.24
Q8a Reducing traffic congestion	2.23	2.24	2.22
Q8f Protecting parks, canyons, and other open space	2.09	2.13	2.06
Q8c Encouraging recycling	2.08	2.13	2.03
Q8g Keeping agricultural land	1.95	2.00	1.92
Q8e Providing better public transportation services	1.88	2.01	1.76
Q8i Encouraging new businesses to come to San Diego	1.83	1.87	1.79
Q8k Replenishing sand on the beaches	1.52	1.48	1.56
Q8j Reducing wait times at the border	1.39	1.42	1.36

Comparisons Between 1998 and 2002 Data

Several of the questions from this study were tracked from the Regional Survey conducted in 1998 by CIC Research, Inc. (CIC). Comparisons between 2002 data and 1998 data can be found on Page 60 of this report.

GRA has assumed that the CIC data available were not weighted, although that information was not explicitly stated in their report. Also, to be consistent with the presentation of results by CIC, GRA has taken out responses of 'DK/NA' in the presentation of results comparisons below.

With the consultation of SANDAG representatives, GRA modified the question wording from the language used by CIC Research, Inc. in many of the questions to better elicit responses from participants. The exact question language presented by both GRA and CIC can be found in the margin to the left of each results comparison table.

To test whether or not the percentages, or proportions, of observations in a specific category (satisfaction, for example) changed from 1998 to 2002, a z test was utilized. After calculating the z test statistic, the two proportions (1998 vs. 2002) were determined to be significantly different from one another, at a significance level of less than 0.05, when the z test statistic was less than -1.96 or greater than 1.96.

Although the percent change from 1998 to 2002 is displayed in the tables, this calculation is just one piece in the equation to determine whether or not two percentages are significantly different from one another. The variance associated with both proportions is integral to determining significance.

Open Ended Questions

Open ended questions are asked of respondents without providing them specific answers from which to choose. For this type of question, respondents are able to mention any issue, topic, or general response relevant to the question without being constrained by a limited number of options. After data collection was completed, GRA examined the verbatim responses that were recorded and created categories to best represent the responses cited by participants.

Multiple Response Questions

Some questions within the survey were presented as a multiple response format. For this type of question, each respondent is given the opportunity to select more than one response option. For this reason, the response percentages will typically sum to more than 100 and represent the percentage of individuals that mentioned a particular response.

A Note on the Tables

To present the data in the most accurate fashion, we display the results to the first decimal point in the tables and figures. For the purposes of discussion, however, conventional rounding rules are applied, with numbers that include 0.5 or higher rounded to the next highest whole number and numbers that include 0.4 or lower rounded to the next lowest whole number. Because of this rounding, the reader may notice that percentages in the discussion may not sum to 100 percent. Moreover, the decimal numbers shown in pie charts may vary somewhat from the decimal numbers shown in the tables due to software requirements that pie charts sum to exactly 100 percent. These disparities are confined to the first decimal place.