



SDIPR San Diego City Survey, Jan 07
 n=503 Adult Residents
 Weighted on Voter Registration, Age, Gender
 Field dates: Jan 3-6

Hi this is _____ with Competitive Edge Research, a national polling firm and we're calling the good folks of San Diego County to ask your opinion on local issues. We are not selling anything. Most people find it interesting and all your answers will be kept strictly confidential. Please let me begin by asking . . .

Q1. What is your zipcode? (ENTER 5 DIGITS, IF OUTSIDE SAN DIEGO > Thanks but we show that's outside the City of San Diego. Thanks for your time and goodbye. > CODE INELIGIBLE)

	%
North San Diego	46.9
South San Diego	53.1

Q2. Are you registered to vote at your current address?

	%
Yes	63.6
No	36.4

Q3. About how many years have you lived in the City of San Diego?

	%
Under 3 yrs	11.1
3-5	10.6
6-10	14.3
11-20	22.5
Over 20	41.6

Q4. And do you think things in the City of San Diego are moving in the right direction or have they gotten off on the wrong track?

	%
Right Direction, strongly	11.1
Right Direction, somewhat	43.0
Wrong Track, somewhat	10.4
Wrong Track, strongly	19.7

Mixed (<i>Not Read</i>)	6.5
Unsure (<i>Not Read</i>)	8.9
Refused (<i>Not Read</i>)	0.5
<i>Net Direction</i>	+24.0

Q5. Thinking just about the City of San Diego, which issue concerns you most?

	%
City Budget Issues/Finances	18.8
Crime/Security	13.8
Immigration/Border Issues	5.8
Local Politics/Government	5.2
Housing Cost/Rent	4.9
Police and Firefighter Cut Backs/Salaries	4.6
Traffic	4.6
Education	4.3
Economy/Jobs	4.3
Infrastructure	3.7
Over-Development	3.0
Water/Environment	2.5
Homeless	2.0
Nothing	3.7
Other	11.9
Unsure/Don't Know	7.0

Turning to economic matters . . . (*Q6 and Q7 were rotated*)

Q6. Please tell me whether you think the state of the local economy is . . .

	%
Excellent	2.5
Good	58.4
Not good	22.9
Poor	12.7
Unsure (<i>Not Read</i>)	3.4
Refused (<i>Not Read</i>)	0.1

Q7. Please tell me whether you think now is an . . .

	%
Excellent	1.6
Good	54.0
Not good	22.6
Poor time to purchase a major household item	12.8
Unsure (<i>Not Read</i>)	8.7

Refused (<i>Not Read</i>)	0.3
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And looking ahead over the next six months . . . (*Q8 and Q9 were rotated*)

Q8. Please tell me whether you expect your own financial situation to . . . (*Choices 1 and 2 were alternated with choices 3 and 4*)

	%
Increase greatly	12.1
Increase somewhat	32.2
Decrease somewhat	3.7
Decrease greatly	1.1
Remain about the same	49.6
Unsure (<i>Not Read</i>)	0.9
Refused (<i>Not Read</i>)	0.5

Q9. Please tell me whether you expect business conditions to . . . (*Choices 1 and 2 were alternated with choices 3 and 4*)

	%
Improve greatly	6.9
Improve somewhat	26.7
Worsen somewhat	12.5
Worsen greatly	3.2
Remain about the same	49.3
Unsure (<i>Not Read</i>)	1.3

Now let me ask you about the job performance of some elected officials. (*Q10, 11, 12 and Q13 were rotated*)

Q10. Do you approve or disapprove of the job Jerry Sanders is doing as Mayor of San Diego?

	%
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Approve, strongly	31.1
Approve, somewhat	39.7
Disapprove, somewhat	10.6
Disapprove, strongly	6.4
Unsure (<i>Not Read</i>)	11.5
Refused (<i>Not Read</i>)	0.7

Q11. Do you approve or disapprove of the job Mike Aguirre is doing as City Attorney of San Diego?

	%
Approve, strongly	16.2
Approve, somewhat	36.2
Disapprove, somewhat	11.2
Disapprove, strongly	14.6
Unsure (<i>Not Read</i>)	20.6
Refused (<i>Not Read</i>)	1.2

Q12. Do you approve or disapprove of the job Arnold Schwarzenegger is doing as Governor of California?

	%
Approve, strongly	24.9
Approve, somewhat	41.7
Disapprove, somewhat	12.1
Disapprove, strongly	15.3
Unsure (<i>Not Read</i>)	5.6
Refused (<i>Not Read</i>)	0.3

Q13. Do you approve or disapprove of the job The San Diego City Council is doing?

	%
Approve, strongly	6.9
Approve, somewhat	43.0
Disapprove, somewhat	18.2
Disapprove, strongly	19.0
Unsure (<i>Not Read</i>)	12.4
Refused (<i>Not Read</i>)	0.6

Q14. And do you think the City of San Diego's financial situation is improving, getting worse or staying about the same?

	%
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Improving, a lot	2.9
Improving, somewhat	16.5
Getting somewhat worse	15.3
Getting a lot worse	11.0
Staying about the same	50.2
Unsure (<i>Not Read</i>)	4.1

Q15. I'm going to read the opinions of two hypothetical San Diegans regarding a potential policy change at the City.

Smith says that the wages of San Diego City employees, except for police officers and firefighters, should be frozen for 2/4/6 years with the savings used to help deal with the City's fiscal crisis. Jones says that City employees do not get all the benefits of the private sector so freezing their pay is unfair and City workers will start leaving. Do you agree more with Smith or with Jones?

	%
Smith, strongly	19.7
Smith, somewhat	15.0
Jones, somewhat	26.7
Jones, strongly	33.4
Unsure (<i>Not Read</i>)	4.7
Refused (<i>Not Read</i>)	0.5

Turning to another subject . . .

Q16. Would you describe your employment status as . . .

	%
Employed full-time	54.5
Employed part-time	10.0
Seeking employment	3.5
Full-time homemaker	8.1
Student	6.5
Retired	15.7
Disabled (<i>Not Read</i>)	1.7

Q17. And when it comes to saving money for your personal retirement, what kind grade would you give yourself . . . (*Of those whose employment status is not Retired, n=458*)

	%
A for excellent	13.5
B for good	37.0
C for only fair	26.8
D for poor	10.0
F for failing	11.8
Unsure (<i>Not Read</i>)	0.9

Q17r. And thinking about how you saved money for your personal retirement, would you give yourself a grade of . . . (*Of those whose employment status is Retired, n=85*)

	%
A for excellent	27.7
B for good	46.9
C for only fair	14.4
D for poor	6.2
F for failing	3.0
Refused (<i>Not Read</i>)	1.9

There has been some discussion about the use of defined benefit plans and defined contribution plans to fund retirement.

Q18. Can you please tell me what a defined contribution plan is?

	%
A defined contribution plan provides an individual account for each employee and their retirement income is based upon the amount they contribute. A common form of defined contribution plans is a 401(K).	27.4
Other (<i>Not Read</i>)	9.2
Unsure (<i>Not Read</i>)	63.4

Q19. Can you please tell me what a defined benefit plan is?

	%
A defined benefit plan promises the participant a specific monthly payment after they retire. Employees may or may not be required to make contributions to the plan. Retirement pensions are a common form of a defined benefit plan.	20.8
Other (<i>Not Read</i>)	12.1
Unsure (<i>Not Read</i>)	67.1

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Q20. Does your employer offer a defined benefit or defined contribution plan, both types of plans or neither type? *(Of those who are employed full-time or part-time, n=351)*

	%
Defined Benefit	10.5
Defined Contribution	27.0
Both	28.8
Neither	26.5
Unsure <i>(Not Read)</i>	6.6
Refused <i>(Not Read)</i>	0.6

Q21. And what will be the main source of your retirement income. Is it through . . . *(Of those whose employment status is not Retired, n=458)*
(Choices 1 through 6 were rotated)

	%
An Individual Retirement Account or IRA	21.2
A defined contribution plan	19.4
Social security	13.4
A defined benefit plan	11.1
Continuing to work part-time	10.3
Or something else	21.4
Unsure <i>(Not Read)</i>	3.2

Q21r. And what is your main source of retirement income. Is it through . . . *(Of those whose employment status is Retired, n=85)*
(Choices 1 through 6 were rotated)

	%
Social security	34.2
A defined benefit plan	14.8
An Individual Retirement Account or IRA	11.8
A defined contribution plan	10.6
Continuing to work part-time	2.0
Or something else	18.0
Unsure <i>(Not Read)</i>	8.6

Q22. San Diego City employees participate in a defined benefit plan. *(Opinions were rotated)*

Some people argue . . . that the City should keep employees in a defined benefit plan

because most public sector employers offer such a plan, the City needs to attract good employees and because the employees have in the past given up pay raises to make sure their pensions were increased.

Other people argue . . . that the City should shift to a defined contribution plan because defined benefit plans are unfair to taxpayers since those plans promise to pay the retiree even when times are lean, because most people in the private sector no longer have defined benefit plans, and because defined contribution plans are fairer to younger employees and those employees that only work for the City for a few years.

Do you believe the City should keep its employees in a defined benefit plan or should it shift them to a defined contribution plan?

	%
Keep defined benefit, strongly	19.0
Keep defined, somewhat	18.3
Shift to defined contribution plan, somewhat	18.4
Shift to defined contribution plan, strongly	31.5
Unsure (<i>Not Read</i>)	12.9

Turning to another subject . . . (*Q26 and Q27 were rotated*)

Q23. The City Council has 8 members so it takes 5 votes to pass an ordinance. Under the current law, if the Mayor vetoes that ordinance, the Council can override that veto with 5 votes. Some people have proposed increasing the number of votes needed to override a veto to six. Do you support or oppose this proposal?

	%
Support, strongly	28.2
Support, somewhat	24.2
Oppose, somewhat	21.3
Oppose, strongly	16.0
Unsure (<i>Not Read</i>)	10.3

Q24. San Diego currently has a strong Mayor form of government in which the Mayor runs all City departments. In the year 2011, unless a majority of voters decide to make the strong Mayor system permanent, the City would change back to a City Manager form of government – in which day-to-day operations are run by a City

Manager who is appointed by the Mayor and City Council.

Would you support or oppose making the strong Mayor form of government permanent?

	%
Support, strongly	33.7
Support, somewhat	18.4
Oppose, somewhat	18.7
Oppose, strongly	13.3
Unsure (<i>Not Read</i>)	16.0

Q25. How would you describe the City of San Diego's current fiscal situation? Would you say the situation is . . .

	%
Very good	0.9
Somewhat good	34.6
Somewhat bad	26.5
Very bad	31.5
Unsure (<i>Not Read</i>)	6.5

Q26. If you had the power to make the decisions on how to deal with San Diego's fiscal situation would your top choice be . . . (*Choices were rotated*)

	%
Selling off prime city assets like Montgomery Field and the Sports Arena	37.7
Higher taxes and fees	20.6
Declaring bankruptcy	10.0
Drastically cutting city services	9.6
More than one/All (<i>Not Read</i>)	5.2
Something else (<i>Not Read</i>)	7.5
Unsure (<i>Not Read</i>)	9.4

Q27. What would your second choice be?

	%

Higher taxes and fees	24.7
Selling off prime city assets like Montgomery Field and the Sports Arena	24.1
Drastically cutting city services	20.7
Declaring bankruptcy	18.0
More than one/All (<i>Not Read</i>)	0.3
Something else (<i>Not Read</i>)	4.7
Unsure (<i>Not Read</i>)	7.5

Q28. And of the remaining choices is there something you would absolutely not decide to do?

	%
Drastically cutting city services	29.4
Declaring bankruptcy	23.4
Higher taxes and fees	19.2
Selling off prime city assets like Montgomery Field and the Sports Arena	12.0
More than one/All (<i>Not Read</i>)	4.3
Something else (<i>Not Read</i>)	3.9
Unsure (<i>Not Read</i>)	7.8

Mean Score

Selling off prime city assets like Montgomery Field and the Sports Arena	.84
Higher taxes and fees	.43
Declaring bankruptcy	.12
Something else (<i>Not Read</i>)	.10
Drastically cutting city services	.07
More than one/All (<i>Not Read</i>)	.06

And on one last topic . . .

Q29. About how often, if at all, do you shop at Wal-Mart . . .

	%
More than once per week	7.6
Once per week	10.9
Once or twice per month	34.7
Once or twice per year	21.6
Less than once or twice per year	11.1
Never shopped there	13.5
Unsure/varies too much to say (<i>Not Read</i>)	0.7

Q30. The San Diego City Council recently adopted an ordinance which prohibits Wal-Marts and others from operating large retail super-stores which also sell groceries. Do you support or oppose this ordinance?

	%
Support, strongly	25.0
Support, somewhat	12.4
Oppose, somewhat	17.3
Oppose, strongly	39.2
Unsure (<i>Not Read</i>)	6.2

Q31. Wal-Mart has some critics and supporters. Please tell me which of the following opinions comes closest to yours . . . (*Choices were rotated*)

Some of Wal-Mart's critics say the retailer is not being socially responsible to their employees because the company pays low wages and benefits and that Wal-Mart is bad for communities because its low prices push out small stores.

Some of Wal-Mart's supporters say it provides consumers with one-stop shopping and low prices and that each store employs hundreds of workers, many who do not have high-level skills.

Which of these opinions comes closest to yours?

	%
Bad for employees and communities, strongly	25.1
Bad for employees and communities, somewhat	13.1
Good for employees and consumers, somewhat	22.2
Good for employees and consumers, strongly	31.8
Unsure (<i>Not Read</i>)	7.8

Thanks. Now I have just a few demographic questions to make sure we have a representative sample . . .

Q32. Do you . . .

	%

Own	54.0
Rent	44.8
Refused (<i>Not Read</i>)	1.2

Q33. And what is the last level of education you have completed?

	%
Less than a high school diploma	4.5
High school	22.7
Some college	23.0
College degree	30.0
Advanced degree	19.4
Refused (<i>Not Read</i>)	0.3

Q34. When it comes to social issues and politics do you consider yourself to be . . .

	%
Very Liberal	14.2
Somewhat liberal	35.0
Somewhat conservative	31.0
Very conservative	10.4
Somewhere in Between (<i>Not Read</i>)	4.9
Unsure (<i>Not Read</i>)	3.7
Refused (<i>Not Read</i>)	0.9

Q35. And is your family's ethnic heritage mainly . . .

	%
White	51.9
Hispanic	17.8
Asian	8.5
African-American	6.9
Native-American	0.5
Is it mixed race	13.1
Refused (<i>Not Read</i>)	1.4

Q36. And are either of your parents Hispanic? (*Of those whose family's ethnic heritage is not Hispanic, n=447*)

	%
Yes	6.5
No	92.0
Refused	1.5

Q37. Politically, do you generally consider yourself to be . . .

	%
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Strongly Republican	12.0
Somewhat Republican	18.0
Somewhat Democratic or	22.6
Strongly Democratic	19.7
Lean Republican	4.3
Lean Democratic	3.7
Independent (<i>Not Read</i>)	12.0
Unsure (<i>Not Read</i>)	4.6
Refused (<i>Not Read</i>)	3.0

Q38. Please stop me when I reach your general age category. Is it . . .

	%
18 to 24	13.6
25 to 34	23.1
35 to 44	20.5
45 to 54	17.5
55 to 64	11.5
65 to 74	7.1
75 and over	6.8

Q39. And please stop me when I reach the category closest to your household's total annual income . . .

	%
Under \$20,000	10.3
\$20 to 40,000	22.9
\$40 to 60,000	17.6
\$60 to 80,000	14.8
\$80 to 100,000	10.9
\$100,000 to \$150,000	9.4
Over \$150,000	5.6
Refused (<i>Not Read</i>)	8.5

Thanks for your time and your opinion counts, goodbye.

40. GENDER (BY OBSERVATION)

	%
Male	49.6
Female	50.4

41. LANGUAGE

	%
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English	95.0
Spanish	5.0