



(n=504 adult residents)
Weighted on Voter Registration, Age, Gender
Field dates: May 06-09

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?

	May City %
North San Diego	49.4
South San Diego	50.6

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

	May City %
Yes	63.6
No	36.4

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

	May City %
Under 3 yrs	8.7
3-5	8.3
6-10	18.3
11-20	22.9
Over 20	41.9

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?

	Jan City %	March City %	May City %
Right Direction, strongly	11.1	14.8	17.9
Right Direction, somewhat	43.0	36.1	30.2
Wrong Track, somewhat	10.4	13.3	13.2
Wrong Track, strongly	19.7	20.0	19.1
Mixed (<i>Not Read</i>)	6.5	8.0	4.5
Unsure (<i>Not Read</i>)	8.9	7.2	14.8
Refused (<i>Not Read</i>)	0.5	0.6	0.3
Net Direction	+24.0	+17.6	+15.8

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

	Jan City %	March City %	May City %
City Budget Issues/Finances	18.8	18.4	19.7
Crime/Security	13.8	11.9	8.6
Traffic	4.6	5.4	7.5
Infrastructure	3.7	8.1	6.4
Immigration/Border Issues	5.8	3.3	6.2
Housing Cost/Rent	4.9	5.7	6.0
Local Politics/Government	5.2	5.8	5.6
Education	4.3	2.9	5.5
Economy/Jobs	4.3	4.1	4.6
Growth/Development	3.0	3.8	3.9
Police and Firefighter Cut Backs/Salaries	4.6	3.4	3.2
Water/Environment	2.5	2.0	2.5
Gas/Water/Sewage prices	0.0	6.1	1.3
Public/City services	0.0	1.7	1.0
Taxes	0.0	2.3	0.0
Homeless	2.0	2.2	0.0
Healthcare	0.0	1.6	0.0
Nothing	3.7	3.4	4.4
Other	11.9	4.6	6.7
Unsure/Don't Know	7.0	3.4	6.9

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

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

	Jan City %	March City %	May City %
Excellent	2.5	3.6	5.1
Good	58.4	53.4	51.5
Not good	22.9	28.8	23.5
Poor	12.7	12.2	16.6
Unsure (<i>Not Read</i>)	3.4	1.9	2.9
Refused (<i>Not Read</i>)	0.1	0.0	0.5

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

	Jan City %	March City %	May City %
Excellent	1.6	2.0	2.6
Good	54.0	51.6	49.8
Not good	22.6	27.7	27.4
Poor	12.8	13.3	10.5
Unsure (<i>Not Read</i>)	8.7	5.2	9.1
Refused (<i>Not Read</i>)	0.3	0.3	0.6

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*)

	Jan City %	March City %	May City %
Increase greatly	12.1	6.2	8.2
Increase somewhat	32.2	27.0	28.6
Decrease somewhat	3.7	6.9	6.7
Decrease greatly	1.1	1.0	1.7
Remain about the same	49.6	57.3	52.6
Unsure (<i>Not Read</i>)	0.9	1.4	1.8
Refused (<i>Not Read</i>)	0.5	0.2	0.4

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

	Jan City %	March City %	May City %
Improve greatly	6.9	4.0	5.2
Improve somewhat	26.7	22.4	23.7
Worsen somewhat	12.5	13.5	17.7
Worsen greatly	3.2	2.3	2.9
Remain about the same	49.3	54.7	47.6
Unsure (Not Read)	1.3	2.8	2.6
Refused (Not Read)	0.0	0.4	0.3

Now let me ask you about the job performance of some elected officials. (Q10, 11, and Q12 were permuted)

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

	Jan City %	March City %	May City %
Approve, strongly	31.1	24.8	23.4
Approve, somewhat	39.7	41.3	40.7
Disapprove, somewhat	10.6	12.7	10.2
Disapprove, strongly	6.4	7.8	7.1
Unsure (Not Read)	11.5	13.1	17.8
Refused (Not Read)	0.7	0.4	0.9
Net Performance	+53.8	+45.6	+46.8

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

	Jan City %	March City %	May City %
Approve, strongly	16.2	17.5	17.2
Approve, somewhat	36.2	31.9	29.5
Disapprove, somewhat	11.2	13.2	8.7
Disapprove, strongly	14.6	13.2	14.9
Unsure (Not Read)	20.6	24.1	28.3
Refused (Not Read)	1.2	0.0	1.3
Net Performance	+26.6	+23.0	+23.1

Q12. Do you approve or disapprove of the job The San Diego City Council is doing?

	Jan City %	March City %	May City %
Approve, strongly	6.9	8.6	8.9
Approve, somewhat	43.0	40.7	37.6
Disapprove, somewhat	18.2	18.7	17.9
Disapprove, strongly	19.0	15.7	17.4
Unsure (<i>Not Read</i>)	12.4	16.3	17.2
Refused (<i>Not Read</i>)	0.6	0.0	0.9
Net Performance	+12.7	+14.9	+11.2

Q13. And do you think the City of San Diego's financial situation is improving, getting worse or staying about the same?

	Jan City %	March City %	May City %
Improving, a lot	2.9	3.1	2.5
Improving, somewhat	16.5	17.1	23.1
Getting somewhat worse	15.3	16.4	15.4
Getting a lot worse	11.0	9.8	10.1
Staying about the same	50.2	49.6	43.6
Unsure (<i>Not Read</i>)	4.1	3.9	4.9
Refused (<i>Not Read</i>)	0.0	0.1	0.4
Net Financial Situation	-6.9	-6.0	0.1

Q14. Thinking for a moment about local taxes in the City of San Diego, would you say that they are too high, too low or at just about the right level today?

	May City %
Too high, strongly	22.8
Too high, somewhat	26.2
Too low, somewhat	3.1
Too low, strongly	1.8
Just about the right level	39.3
Unsure (<i>Not Read</i>)	6.6
Refused (<i>Not Read</i>)	0.3

Q15. How much, if anything, have you seen, read or heard about Mayor Jerry Sanders' proposed 2008 City of San Diego budget? Have you seen, read or heard (Choices 1-5 and 5-1 were alternated)

	May City %
A great deal	3.6
A lot	8.6
A little bit	29.0
Not much or	20.0
Nothing at all	37.9
Unsure (Not Read)	1.0

Q16. Thinking about the size of the Mayor's proposed 2008 City of San Diego budget; please tell me how much you think is in terms of dollars. (Of respondents who ventured a guess, n=175)

	May City %
Under 10 million	16.2
11 to 100 million	24.5
101 to 500 million	12.7
501 million to 1 billion	4.4
1.1 to 5 billion	19.0
5.1 to 10 billion	5.2
Over 10 billion	6.3
Vague guess	11.8

I'm going to read you a few of the many parts to the Mayor's proposed 2008 City of San Diego budget. Please tell me whether you believe fully funding each of these is extremely important, very important, somewhat important, not too important or not important at all. Here we go . .

	Ex Imp	Very Imp	Some Imp	Not too Imp	Not at all Imp	Unsure
Q18. Fire Department and Lifeguards	37.2	50.8	9.9	1.8	0.3	0.0
Q17. Police	36.9	50.0	10.0	2.4	0.2	0.5
Q24. Fixing Pothole and Maintaining Streets	27.3	52.6	17.9	1.4	0.8	0.0
Q23. Residential Trash, recycling and yard waste collection	23.3	51.8	21.2	2.2	0.9	0.6
Q19. Libraries	15.6	51.4	26.3	5.1	1.2	0.4
Q20. Neighborhood Parks	12.1	43.8	38.4	4.7	0.9	0.1
Q22. Arts and Culture Programs	10.6	29.8	43.2	13.0	2.9	0.5
Q21. Public Swimming Pools	9.0	18.1	41.3	18.9	12.0	0.7

(A random half of the respondents were asked Q25 at this point, the other half were asked after Q28)

Q25a. Mayor Jerry Sanders has said that there will be no reduction in the level of City services with his proposed City budget. Do you believe or disbelieve this statement?

	May City %
Yes, believe strongly	13.0
Yes, believe somewhat	28.4
No, disbelieve somewhat	26.8
No, disbelieve strongly	19.4
Unsure (Not Read)	12.4

Q26. Part of the Mayor's proposed 2008 City of San Diego budget calls for the elimination of 671 City positions. Do you support or oppose this part of the budget?

	May City %
Support, strongly	23.1
Support, somewhat	23.6
Oppose, somewhat	15.3
Oppose, strongly	20.2
Unsure (Not Read)	17.8

(Q27-Q28 were rotated)

Q27. There are currently more than 10,500 workers employed by the City of San Diego. Knowing this, do you think the City should . . . (Choices 1 and 2 were rotated)

	May City %
Eliminate more than 671 positions	14.1
Eliminate fewer than 671 positions	33.5
Or eliminating 671 position is about the right amount	39.3
Unsure (Not Read)	13.1

Q28. 370 of the total 671 positions proposed for elimination are currently vacant. Knowing this, do you think the City should . . . (Choices 1 and 2 were rotated)

	May City %
Eliminate more than 671 positions	14.8
Eliminate fewer than 671 positions	31.4
Or eliminating 671 position is about the right amount	41.6
Unsure (Not Read)	12.2

Q25b. Mayor Jerry Sanders has said that there will be no reduction in the level of City services with his proposed City budget. Do you believe or disbelieve this statement?

	May City %
Yes, believe strongly	20.0
Yes, believe somewhat	27.5
No, disbelieve somewhat	22.8
No, disbelieve strongly	23.4
Unsure (Not Read)	6.3

Q29. Part of the Mayor's proposed 2008 City of San Diego budget would spend \$6.5 million to subsidize arts programs, street fairs, and neighborhood festivals. Do you support or oppose this part of the budget?

	May City %
Support, strongly	22.9
Support, somewhat	33.6
Oppose, somewhat	19.2
Oppose, strongly	17.1
Unsure (Not Read)	7.3

Staying on the topic of City finances . . .

Q30. How much, if anything have you seen, read or heard about the dispute over the proposal to increase the salaries of City firefighters? Have you seen, read or heard (Choices 1-5 and 5-1 were alternated)

	May City %
A great deal	9.0
A lot	18.9
A little bit	38.3
Not much or	9.6
Nothing at all	23.6
Unsure (Not Read)	0.6

Q31. The City Council recently debated a proposal that would have given city firefighters a 2% raise and would have cost the City \$2 million in increased salaries and another \$1 million to pay for the increased retirement benefits. On the Mayor's recommendation, the Council voted six to two not to give the firefighters a raise. Do you agree or disagree with the Council's action?

	May City %
Agree, strongly	18.4
Agree, somewhat	14.3
Disagree, somewhat	17.7
Disagree, strongly	43.7
Unsure (<i>Not Read</i>)	5.9

Q32. Which one of the following parts of the City's proposed budget would you have cut so that the City could afford to raise salaries for the firefighters? (*Asked of those who disagree with the argument in Q31, n=335, list was permuted*)

	May City %
The City Council Offices	23.8
The Mayor's Office	19.8
Arts and Culture	11.3
Public Swimming Pools	11.0
Fixing Potholes and Maintaining Streets	4.8
Economic Development	3.4
Police	2.6
Building New Streets and Roads	2.6
Neighborhood Parks	2.5
Libraries	2.4
Residential Trash, recycling and yard waste collection	1.9
Balboa and Mission Bay Park	1.5
All/ A little from each (<i>Not Read</i>)	6.4
None/Would rather run a deficit (<i>Not Read</i>)	2.4
Unsure (<i>Not Read</i>)	3.5

Q33. I am going to read you two statements made by Smith and Jones, two hypothetical San Diegans. *(Statements were rotated)*

Smith says that City government needs to operate more like a business. That means using private firms to do certain tasks, like mowing grass at parks or repairing city buildings, when this saves taxpayers money. That will allow the City to maintain service levels without needing to raise taxes.

Jones says that City government should not contract with private firms because they are mainly interested in profits. Private firms will take advantage of the City and lobbyists will arrange for sweetheart deals. Private businesses also do not pay their workers enough while the City pays municipal workers decent wages and provides good benefits. Does your opinion come closer to Smith or Jones?

	May City %
Smith (pro out-sourcing), strongly	26.1
Smith (pro out-sourcing), somewhat	25.4
Jones (anti out-sourcing), somewhat	18.0
Jones (anti out-sourcing), strongly	23.1
Unsure <i>(Not Read)</i>	7.4

Here is a list of City services that city workers currently provide but which could be contracted out to private firms. Please let me know whether you think the City should contract these services out or continue to perform the services itself . . .

	Contract out definitely	Contract out probably	Perform probably	Perform definitely	Unsure
Q41. Golf Course Operations	38.9	17.1	14.7	22.3	6.9
Q36. Printing and Copying Services	30.4	20.3	17.8	25.0	6.6
Q35. Car and Truck Repair	26.0	21.2	17.5	29.4	5.9
Q37. Janitorial Services	24.9	18.1	20.4	32.8	3.7
Q34. Park Maintenance	16.8	14.2	19.9	47.0	2.1
Q39. Residential Trash, recycling and yard waste collection	16.7	11.0	15.3	54.6	2.4
Q40. Water and Sewer services	9.4	5.1	23.8	59.5	2.2
Q38. Librarian Services	9.3	7.3	23.2	57.8	2.4

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

Q42. Do you . . .

	May City %
Own	56.2
Rent	41.1
Refused (<i>Not Read</i>)	2.7

Q43. And what is the last level of education you have completed?

	May City %
Less than a high school diploma	8.2
High school	16.9
Some college	26.3
College degree	28.6
Advanced degree	19.8
Refused (<i>Not Read</i>)	0.1

Q44. When it comes to social issues and politics do you consider yourself to be . . .

	May City %
Very Liberal	14.8
Somewhat liberal	32.7
Somewhat conservative	30.0
Very conservative	10.9
Somewhere in Between (<i>Not Read</i>)	4.8
Unsure (<i>Not Read</i>)	5.9
Refused (<i>Not Read</i>)	0.9

Q45. And is your family's ethnic heritage mainly . . .

	May City %
White	52.3
Hispanic	19.2
African-American	5.7
Asian	5.5
Native-American	1.2
Is it mixed race	14.5
Refused (<i>Not Read</i>)	1.5

Q46. And are either of your parents Hispanic? (*Asked of those whose family's ethnic heritage is not Hispanic, n=438*)

	May City %
Yes	5.9
No	92.0
Refused	2.2

Q47. Politically, do you generally consider yourself to be . . .

	May City %
Strongly Republican	11.2
Somewhat Republican	17.6
Somewhat Democratic or	26.4
Strongly Democratic	23.5
Lean Republican	1.9
Lean Democratic	1.8
Independent (<i>Not Read</i>)	10.0
Unsure (<i>Not Read</i>)	5.7
Refused (<i>Not Read</i>)	1.8

Q48. Please stop me when I reach your general age category. Is it . . .

	May City %
18 to 24	13.0
25 to 34	22.7
35 to 44	20.6
45 to 54	17.6
55 to 64	11.7
65 to 74	7.3
75 and over	7.0

Q49. And please stop me when I reach the category closest to your household's total annual income . . .

	May City %
Under \$20,000	10.8
\$20 to 40,000	20.1
\$40 to 60,000	17.9
\$60 to 80,000	10.7
\$80 to 100,000	11.4
\$100,000 to \$150,000	10.7
Over \$150,000	6.4
Refused (<i>Not Read</i>)	11.9

Thanks for your time and your opinion counts, goodbye.

50. GENDER (BY OBSERVATION)

	May City %
Male	49.9
Female	50.1