



5.3

DEPARTMENT OF
FINANCE

BUDGET AND POLICY REVIEW

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: 2004 City of Sacramento Customer Satisfaction Survey

LOCATION AND COUNCIL DISTRICT: Citywide

RECOMMENDATION:

This report is for City Council information.

CONTACT PERSON: Reina J. Schwartz, Budget, Policy & Strategic Planning
Manager – 808-7195

FOR THE COUNCIL MEETING OF: February 3, 2004

SUMMARY:

This report provides information on the fourth Customer Satisfaction Survey to be conducted by the City of Sacramento in February 2004.

COMMITTEE/COMMISSION ACTION: None.

BACKGROUND:

In 1996, the City Manager's Office initiated the first citywide Customer Satisfaction Survey as part of its continuous improvement efforts. Follow-up surveys were commissioned in 1998 and 2000. For the 1996 and 1998 surveys, a research consultant was utilized to provide 400 completed random telephone surveys. In both cases, the respondents were largely satisfied with the delivery of City services.

In 2000, the consultant completed 800 telephone interviews (approximately 100 per council district). The increased sample enabled the results to be analyzed at the district level as well as citywide and by neighborhood services area. Again, the overall results showed that the City of Sacramento was viewed positively in terms of providing City services.

For the 2004 survey, the City has retained the services of Aurora Research Group. Similar to the 2000 survey, the consultant will complete 800 telephone interviews (approximately 100 per Council district). The survey will use the same basic methodology as the previous surveys and will include consistent questions. Attachment A is a copy of the 2000 Customer Satisfaction Survey questions.

The survey will be conducted from mid-February through early March. The survey results will again be analyzed at the Council district level as well as citywide. It is anticipated that the results will be presented to City Council in April of 2004.

FINANCIAL CONSIDERATIONS

The cost for Aurora Research Group to conduct the 2004 City of Sacramento Customer Satisfaction Survey will be paid from the existing operating budget.

ENVIRONMENTAL CONSIDERATIONS

Not applicable.

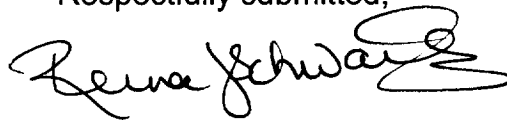
POLICY CONSIDERATIONS

Conducting the Customer Satisfaction Survey is consistent with the City's strategic plan and the City's vision that Sacramento will be the city of choice to live, learn, work, and play.

ESBD EFFORTS:

Aurora Research Group is registered with the City's Emerging and Small Business Development Office.

Respectfully submitted,



Reina J. Schwartz
Budget, Policy & Strategic Planning Manager

FOR COUNCIL INFORMATION:



ROBERT P. THOMAS
City Manager

Attachment A – 2000 Customer Satisfaction Survey questionnaire, page 3



CITY OF SACRAMENTO
 CUSTOMER SATISFACTION TELEPHONE TRACKING SURVEY
 PROJECT CODE 20G073
 (Final Draft – 11-17-00)

	Methods:
Field Dates:	• Pretest: November 27, 2000 (tentative)
Field Dates:	• November 28 – December 3, 2000
Sample Size (Sampling Error):	• 800 completed interviews (+/-3.5%) - 100 in each of the eight council districts (9.8%)
Unit of Analysis:	• Sampling error calculated at 95% confidence level
Populations:	• Resident
Sampling Frame:	• Sacramento City Adult Residents
Budgeted Length of Interview:	• RDD list
Language Availability:	• 15 minutes (Average)
Gender Quota:	• English and Spanish
	• Maximum 45 / 55 split

• SURVEY INTRODUCTION & REQUEST •

Hello, my name is *INTERVIEWER NAME* from Meta Research, a public opinion research firm. We have been commissioned by the City of Sacramento to conduct a survey to find out what residents would like the City to consider as they plan for Sacramento's future.

May I speak to a person living in your household who is 18 years of age or older?

IF RESPONDENT ON LINE CONTINUE; IF NOT REINTRODUCE]

Would you have time now for a brief confidential interview? [If asked, interview should take about 15 minutes.]

[IF NECESSARY, CONTINUE WITH: This is research, NOT SALES. Your telephone number WILL NOT BE associated with your answers. Your answers will be grouped with other peoples' answers and the results will be reported together.]

I want to inform you that this call may be monitored for quality control.

D1. DATA FILE – NOT ASKED: 5-Digit Zip Code

[ASK ALL RESPONDENTS)

S1. First, according to our records, the zip code associated with this telephone number is: (show zip from datafile). Is this correct?

- 1) Yes
- 2) No
- 3) Don't know/Refused

[ASK IF S1 > 1)

S2. What is your zip code?

- 1) Provide zip code _____
- 2) Don't know
- 3) Refused

S3. CATI-CALC: Zip code

- 1) City only zip codes, which are: 95814, 95815, 95816, 95817, 95818, 95819, 95822, 95831, 95838
- 2) Split City / County zip codes, which are: 95673, 95758, 95820, 95821, 95823, 95824, 95825, 95826, 95828, 95832, 95833, 95834, 95835, 95841, 95864
- 3) Unable to calculate (THANK & TERMINATE)

• SCREENS •

[ASK IF S3 > 1 DK/REF AND SPLIT ZIP CODES]

S4: Do you live in the City or County of Sacramento?

[IF DON'T KNOW, ASK] Are the street signs in your neighborhood green (city) or white (county)?

[IF DON'T KNOW, ASK] Do you pay your garbage bill to the City of Sacramento or to some other entity?

- 1) City resident [BEGIN INTERVIEW]
- 2) County resident [THANK & TERMINATE]

MULTI DISTRICT ZIP CODE SCREENING

[NOTE TO INTERVIEWERS: Highway 5 is the same as Interstate 5, which is also referred to as I-5 ("eye-5")]

[ASK IF ZIP = 95814]

S5. And do you live between 16th Street and Highway 5?

[PROMPT IF ASKED WHY DEFINE THE LOCATION OF RESIDENCE: We are interested in talking to a representative sample of City residents]

- 1) Yes (west of 16th Street, between 16th Street and Highway 5) (Skip to C1, code D1)
- 3) No (east of 16th Street, between 16th Street and Business 80) (skip to C1, code as D3)
- 9) Don't know/Refused [PROMPT AGAIN] (Skip to C1, code 09 unable to calc)

[ASK IF ZIP = 95815]

S6. And do you live on the Arden Fair or Cal Expo side of Business 80?

[PROMPT IF ASKED WHY DEFINE THE LOCATION OF RESIDENCE: We are interested in talking to a representative sample of City residents]

- 2) No, on the other side of Business 80 (skip to C1, code as D2)
- 3) Yes, on the Arden Fair or Cal Expo side of Business 80 (skip to C1, code as D3)
- 9) Don't know/Refused [PROMPT AGAIN] (Skip to C1, code 09 unable to calc)

[ASK IF ZIP = 95817]

S7. And do you live east or west of 57th Street?

[PROMPT IF ASKED WHY DEFINE THE LOCATION OF RESIDENCE: We are interested in talking to a representative sample of City residents]

- 6) East of 57th Street, closer to 65th Street (or a higher street number – 67th St) (skip to C1, code as D6)
- 5) West of 57th Street, closer to the UC Davis Med Center (or a lower street number – 52nd Street) (skip to C1, code as D5)
- 9) Don't know/Refused [PROMPT AGAIN] (Skip to C1, code 09 unable to calc)

[ASK IF ZIP = 95818]

S8a. And do you live north or south of Broadway?

[PROMPT IF ASKED WHY DEFINE THE LOCATION OF RESIDENCE: We are interested in talking to a representative sample of City residents]

- 4) North of Broadway, towards downtown (skip to C1 code as D4)
- 5) South of Broadway, towards Land Park (continue)
- 9) Don't know/Refused [PROMPT AGAIN] (Skip to C1, code 09 unable to calc)

[ASK IF ZIP = 95818 AND S8A=5 SOUTH OF BROADWAY]

S8b. And do you live between Highway 5 and Freeport Blvd.?

[PROMPT IF ASKED WHY DEFINE THE LOCATION OF RESIDENCE: We are interested in talking to a representative sample of City residents]

- 4) Yes (skip to C1, code as D4)
- 5) No (skip to C1, code as D5)
- 9) Don't know/Refused [PROMPT AGAIN] (Skip to C1, code 09 unable to calc)

[ASK IF ZIP = 95819]

S9. And do you live off of College Town Drive or La Riviera Drive?

[PROMPT IF ASKED WHY DEFINE THE LOCATION OF RESIDENCE: We are interested in talking to a representative sample of City residents]

- 3) No (skip to C1, code as D3)
- 6) Yes (skip to C1, code as D6)
- 9) Don't know/Refused [PROMPT AGAIN] (Skip to C1, code 09 unable to calc)

[ASK IF ZIP = 95820]

S10a. And do you live east or west of Stockton Boulevard?

[PROMPT IF ASKED WHY DEFINE THE LOCATION OF RESIDENCE: We are interested in talking to a representative sample of City residents]

- 5) West, between Stockton Boulevard and 24th Street (skip to C1, code as D5)
- 6) East, between Stockton Boulevard and Power Inn Road (continue)
- 9) Don't know/Refused [PROMPT AGAIN] (Skip to C1, code 09 unable to calc)

[ASK IF ZIP = 95820 AND S10A = 6]

S10b. And do you live east or west of 58th Street?

[PROMPT IF ASKED WHY DEFINE THE LOCATION OF RESIDENCE: We are interested in talking to a representative sample of City residents]

- 5) West, between Stockton Blvd. and 58th Street (or lower, e.g. 52nd St.) (skip to C1, code as D5)
- 6) East, between 59th Street and 65th Street (or higher, e.g., 72nd St) (Skip to C1, code as D6)
- 9) Don't know/Refused [PROMPT AGAIN] (Skip to C1, code 09 unable to calc)

[ASK IF ZIP = 95822]

S11a. And do you live east or west of Freeport Boulevard?

[PROMPT IF ASKED WHY DEFINE THE LOCATION OF RESIDENCE: We are interested in talking to a representative sample of City residents]

- 4) West, between Freeport and the River (skip to C1, code as D4)
- 8) East, between Freeport and Highway 99 (continue)
- 9) Don't know/Refused [PROMPT AGAIN] (Skip to C1, code 09 unable to calc)

[ASK IF ZIP = 95822 AND S11A = 8]

S11b. And do you live north or south of Florin Road?

[PROMPT IF ASKED WHY DEFINE THE LOCATION OF RESIDENCE: We are interested in talking to a representative sample of City residents]

- 5) North, closer than downtown (continue)
- 8) South, away from downtown toward Elk Grove (skip to C1, code as D8)
- 9) Don't know/Refused [PROMPT AGAIN] (Skip to C1, code 09 unable to calc)

[ASK IF ZIP = 95822 AND S11A = 8 AND S11B = 5]

S11c. And do you live north or south of Fruitridge Road?

[PROMPT IF ASKED WHY DEFINE THE LOCATION OF RESIDENCE: We are interested in talking to a representative sample of City residents]

- 5) North, between Fruitridge and Sutterville (skip to C1, code as D5)
- 8) South, between Fruitridge and Florin (continue)
- 9) Don't know/Refused [PROMPT AGAIN] (Skip to C1, code 09 unable to calc)

[ASK IF ZIP = 95822 AND S11A = 8 AND S11B = 5 AND S11C=8]

S11d. And do you live east or west of 24th Street?

[PROMPT IF ASKED WHY DEFINE THE LOCATION OF RESIDENCE: We are interested in talking to a representative sample of City residents]

- 5) East, between 24th Street and Highway 99 (skip to C1, code as D5)
- 8) West, between 24th Street and Highway 5 (skip to C1, code as D8)
- 9) Don't know/Refused [PROMPT AGAIN] (Skip to C1, code 09 unable to calc)

[ASK IF ZIP = 95823]

S12. And do you live between Mack Road and Calvine Road?

[PROMPT IF ASKED WHY DEFINE THE LOCATION OF RESIDENCE: We are interested in talking to a representative sample of City residents]

- 7) Yes, Mack Road is to the North of me and Calvine Road is to the south of me (skip to C1, code as D7)
- 8) No (skip to C1, code as D8)
- 9) Don't know/Refused [PROMPT AGAIN] (Skip to C1, code 09 unable to calc)

[ASK IF ZIP = 95831]

S13. And do you live between Highway 5 and the River?

[PROMPT IF ASKED WHY DEFINE THE LOCATION OF RESIDENCE: We are interested in talking to a representative sample of City residents]

- 4) Yes, live between Hwy 5 and River, which is east of Highway 5 (skip to C1 and code as D4)
- 7) No, live west of Highway 5 (skip to C1 and code as D7)
- 9) Don't know/Refused [PROMPT AGAIN] (Skip to C1, code 09 unable to calc)

C1. Council District [CATI-CALCULATION; DO NOT ASK – THE FOLLOWING ZIPS LISTED ARE MUTUALLY EXCLUSIVE TO EACH DISTRICT]

- 1) **District 1** – 100 completes, within the following zip codes: 95833, 95834, 95835
- 2) **District 2** – 100 completes, within the following zip codes: 95673, 95838, 95841
- 3) **District 3** – 100 completes, within the following zip codes: 95816 95821, 95825, 95864
- 4) **District 4** – 100 completes, within the following zip codes:
- 5) **District 5** – 100 completes, within the following zip codes:
- 6) **District 6** – 100 completes, within the following zip codes: 95824, 95826, 95828
- 7) **District 7** – 100 completes, within the following zip codes:
- 8) **District 8** – 100 completes, within the following zip codes: 95758, 95832
- 9) Unable to calculate [DK OR REFUSED ON ANY CLARIFIERS]

C2. INTERVIEWER CODED—NOT ASKED: Language

- 01) English
- 02) Spanish

C3. INTERVIEWER CODED—NOT ASKED: Respondent Gender

- 01) Female
- 02) Male

• SURVEY BEGINS •

• EVALUATING OVERALL SERVICE AND IMPROVEMENT •

[ASK ALL RESPONDENTS]

10. First, would you say that conditions in the City of Sacramento in the past two years have generally gotten better, gotten worse, or stayed about the same?

- 1) Gotten worse
- 2) Stayed the same
- 3) Gotten better
- 8) Don't know/Depends (VOLUNTEERED)
- 9) Refused (VOLUNTEERED)

ASK WHO HAVE AN OPINION OF CONDITION OF CITY: Q10=1,2,3]

11. And would you mind telling me the main reason why you think conditions in the City have (gotten worse/stayed the same/gotten better – based on q10 response)?
[OPEN-ENDED, ACCEPT ONLY ONE RESPONSE, BUT PROBE FOR CLARITY AND SPECIFICS. RECORD VERBATIM]

- 50) Specific reason (record verbatim)
- 97) Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

[ASK ALL RESPONDENTS]

15. How about conditions in your neighborhood? In the past two years have they generally gotten better, gotten worse, or stayed about the same?

- 1) Gotten worse
- 2) Stayed the same
- 3) Gotten better
- 8) Don't know/Depends (VOLUNTEERED)
- 9) Refused (VOLUNTEERED)

[ASK ALL RESPONDENTS]

20. Now thinking about **downtown Sacramento**, over the past two years, would you say that the condition of downtown Sacramento has generally gotten better, gotten worse, or stayed about the same?

- 1) Gotten worse
- 2) Stayed the same
- 3) Gotten better
- 8) Don't know/Depends (VOLUNTEERED)
- 9) Refused (VOLUNTEERED)

• **PLANNING FOR THE FUTURE OF SACRAMENTO** •

30. Now I'd like to focus on planning for the future of Sacramento. The City of Sacramento is in a process of defining its priorities for the next ten years and would like your input. I'm going to read you a list of possible concerns and I'd like you to tell me how necessary you think it is that the City include it in their future plans. Using the scale, not at all necessary, somewhat unnecessary, somewhat necessary or very necessary, how necessary do you think it is that planning be focused on:

[CATEGORIES FOR CODING]

- 1) Not at all necessary
- 2) Somewhat unnecessary
- 3) Somewhat necessary
- 4) Very necessary
- 8) Don't know [VOLUNTEERED]
- 9) Refused [VOLUNTEERED]

[RANDOMIZE ORDER]

- a) Keeping housing costs low
- b) Preserving open space and natural areas (PROMPT IF NECESSARY: open areas protect habitat, preserve landmarks, create recreational opportunities and buffer urban development)
- c) Expanding job opportunities
- d) Relieving highway congestion
- e) Attracting businesses to the City of Sacramento
- f) Expanding recreational opportunities
- g) Improving air quality
- h) Building major tourist attractions
- i) Making Sacramento safer
- j) Improving public schools
- k) Revitalizing downtown
- l) Expanding arts-related activities
- m) Maintaining streets and roads
- n) Recycling and disposing of waste materials
- o) Improving water quality



35. Are there any other major issues that you feel the City of Sacramento will have to deal with in the next ten years that I haven't already mentioned?
[OPEN-ENDED, MULTI-PUNCH. RECORD VERBATIM]

- 01) No other issues
- 02) The homeless situation / increase in the homeless population
- 03) Sacramento population growth, in general
- 04) Urban sprawl
- 50) Specific problem (please specify)
- 97) Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

• ASSESSING REASONS TO LIVE IN SACRAMENTO •

40. Changing the topic for a moment, please rate how important each of the following issues is to you personally in terms of being a reason for continuing to live in the City of Sacramento. Using the scale not at all important, somewhat unimportant, somewhat important, and very important, how important is the following issue to you personally in terms of a reason to continue living in the City of Sacramento?

[CATEGORIES FOR CODING]

- 1) Not at all important
- 2) Somewhat unimportant
- 3) Somewhat important
- 4) Very important
- 8) Don't know [VOLUNTEERED]
- 9) Refused [VOLUNTEERED]

[RANDOMIZE ORDER]

- a) Housing costs
- b) Preserving open space and natural areas (PROMPT IF NECESSARY: open areas protect habitat, preserve landmarks, create recreational opportunities and buffer urban development)
- c) Job opportunities
- d) Transportation issues, such as minimal traffic congestion
- e) Availability of recreational opportunities
- f) Air quality
- g) Tourist attractions
- h) Safe neighborhoods
- i) Public K-12 schools
- j) Revitalizing downtown
- k) Access to arts-related activities



45. Are there any other issues that you personally consider as major reasons for continuing to live in the City of Sacramento that I haven't already mentioned?
[OPEN-ENDED, MULTI-PUNCH. RECORD VERBATIM]

- 01) No other issues
- 02) My family lives here
- 03) I've lived here all of my life
- 50) Specific problem (please specify)
- 97) Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

• **ASSESSING CITY SERVICES** •

[ASK ALL RESPONDENTS]

Now I am going to read you a rather long list of services that the City of Sacramento provides; however, I need to ask you about each one. Please tell me whether you believe the City is doing an excellent, good, fair, or poor job of providing that service overall.

[PROMPT: Would you rate the City's _____ as excellent, good, fair, or poor?]

[CATEGORIES FOR CODING]

- 1) Poor
- 2) Fair
- 3) Good
- 4) Excellent
- 8) Don't know
- 9) Refused

[RANDOMIZE ORDER]

- 50. Neighborhood policing
- 55. Fire services
- 60. Youth programs
- 65. Cultural and arts program
- 70. Maintenance of parks
- 75. Tree maintenance
- 80. Garbage collection
- 85. Garden refuse pick-up
- 90. Library services
- 95. Management of traffic
- 100. Street maintenance and repair
- 105. Land use and zoning
- 110. Economic and job development
- 115. Downtown development
- 120. Building inspection
- 125. Drinking water quality
- 130. Nuisance abatement, such as removal of old cars and alley clean-up
- 135. Graffiti removal
- 140. Repair or demolition of dangerous and substandard buildings
- 145. Stormwater drainage

- 150. Animal control services
- 155. Permitting, such as getting a building permit
- 160. Recycling

[ASK ALL RESPONDENTS]

161. Now, thinking about all the City services I've just mentioned, how would you rate the overall job the City is doing? Would you say the City is doing a Poor, Fair, Good, or Excellent job?

- 1) Poor
- 2) Fair
- 3) Good
- 4) Excellent
- 8) Don't know (VOLUNTEERED)
- 9) Refused (VOLUNTEERED)

• ACCESSING CITY INFORMATION •

[ASK ALL RESPONDENTS]

Now I'm going to read you a list of ways some people get information about City services and activities. Using the scale never, rarely, sometimes, often, and always, please tell me how often you use each source as a way to get information about City activities. First...

[PROMPT: And how often do you get information about City activities by _____?]

[NOTE TO INTERVIEWER: Please make sure that the respondent realizes that we're interested in whether or not they use that source to get City activity information.]

[CATEGORIES FOR CODING]

- 1) Never
- 2) Rarely
- 3) Sometimes
- 4) Often
- 5) Always
- 8) Don't know
- 9) Refused

[RANDOMIZE ORDER]

- 165. Attending City Council meetings
- 170. Watching City Council meetings on television
- 175. Listening to radio talk shows
- 180. Reading the Sacramento Bee
- 185. Reading weekly newspapers, such as the News and Review
- 190. Reading neighborhood association newspapers or newsletters
- 195. Reading inserts in utility bills
- 200. Using the Internet
- 205. Talking to others, such as friends, family, or neighbors

[ASK ALL RESPONDENTS]

210. Is there any other way you get information about City activities that I haven't already mentioned? [IF YES, ASK: And how is that?]

- 01) No other way
- 02) News on TV
- 03) Television, in general
- 50) Yes, specify
- 97) Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

215. CATI-CALC: Source usage

- 1) Never accesses City information (q125-q160 = 1 and q180=1)
- 2) Access City information using at least one form rarely or more often (all others)

• RESOLVING ISSUES WITH CITY •

Changing subjects for a moment,

[ASK ALL RESPONDENTS]

220. In the past year, have you called, written, or gone to see any City employee or official about an issue or problem?

- 1) No
- 2) Yes
- 8) Don't know [VOLUNTEERED]
- 9) Refused [VOLUNTEERED]

[ASK IF CALLED, WRITTEN OR SEEN CITY EMPLOYEE/OFFICIAL]

225. Did you have any difficulty finding out whom to call or write or where to go? [IF MORE THAN ONE ISSUE, INQUIRE ABOUT MOST RECENT ISSUE ONLY]

- 1) No
- 2) Yes
- 8) Don't know [VOLUNTEERED]
- 9) Refused [VOLUNTEERED]

[ASK IF CALLED, WRITTEN OR SEEN CITY EMPLOYEE/OFFICIAL]

230. Would you say that the employee or official you communicated with was very helpful, somewhat helpful, not very helpful, or not helpful at all? [IF MORE THAN ONE ISSUE, INQUIRE ABOUT MOST RECENT ISSUE ONLY]

- 1) Not helpful at all
- 2) Not very helpful
- 3) Somewhat helpful
- 4) Very helpful
- 5) Never communicated with an employee or official [VOLUNTEERED]

- 8) Don't know [VOLUNTEERED]
- 9) Refused [VOLUNTEERED]

[ASK IF COMMUNICATED WITH AN EMPLOYEE/OFFICIAL: Q200 = 1,2,3,4,8,9]

235. And was that employee or official very courteous, somewhat courteous, not very courteous, or not courteous at all?

[IF MORE THAN ONE ISSUE, INQUIRE ABOUT MOST RECENT ISSUE ONLY]

- 1) Not courteous at all
- 2) Not very courteous
- 3) Somewhat courteous
- 4) Very courteous
- 8) Don't know [VOLUNTEERED]
- 9) Refused [VOLUNTEERED]

[ASK IF CALLED, WRITTEN OR SEEN CITY EMPLOYEE/OFFICIAL]

240. Has the matter you brought to the employee or official's attention been resolved to your satisfaction, is it in the process of being resolved to your satisfaction, or was it closed without being resolved to your satisfaction?

[IF MORE THAN ONE ISSUE, INQUIRE ABOUT MOST RECENT ISSUE ONLY]

- 1) Closed without satisfaction
- 2) In the process of resolving to satisfaction
- 3) Resolved to satisfaction
- 8) Don't know [VOLUNTEERED]
- 9) Refused [VOLUNTEERED]

[ASK IF CLOSED WITHOUT SATISFACTION OR DON'T KNOW]

250. Would you mind telling me what the matter was? [PROBE FOR CLARITY AND SPECIFICS. RECORD VERBATIM]

[IF MORE THAN ONE ISSUE, INQUIRE ABOUT MOST RECENT ISSUE ONLY]

- 50) Issue specified
- 99) Refused [VOLUNTEERED]

• Demographics •

Just a few more questions for statistical purposes...

[ASK ALL RESPONDENTS]

500. How long have you lived in the City of Sacramento?

- 000) Less than one year
- 777) _____ (Specific number of years)
- 888) Undecided/don't know (FOR UNDECIDED PROMPT AGAIN)
- 999) Refused

Descriptive statistics (mean, median, mode) and range to be calculated

505. CATI-CALCULATED – NOT ASKED: Categorized Length of Residency

[ASK ALL RESPONDENTS]

510. Do you rent or own your home?

- 1) Own
- 2) Rent/Live with others
- 8) Undecided/Don't know (VOLUNTEERED)
- 9) Refused (VOLUNTEERED)

[ASK ALL RESPONDENTS]

515. And which of the following categories best describes the highest level of education you have completed? [READ CATEGORIES BELOW]

- 1) Less than high school
- 2) High school graduate
- 3) Trade/Vocational school
- 4) Some college
- 5) College graduate
- 6) Post Graduate work or degree
- 8) Undecided/Don't know (VOLUNTEERED)
- 9) Refused (VOLUNTEERED)

[ASK ALL RESPONDENTS]

520. Please stop me when I read the category that contains your age.
[READ CATEGORIES BELOW]

- 1) 18-24
- 2) 25-34
- 3) 35-44
- 4) 45-54
- 5) 55-64
- 6) 65+
- 8) Undecided/Don't know (VOLUNTEERED)
- 9) Refused (VOLUNTEERED)

521. Do you have a computer at home? IF YES, ASK: And does it have access to the Internet?

- 1) Computer at home WITH Internet access
- 2) Computer at home with NO Internet access
- 3) No computer at home
- 8) Don't know [VOLUNTEERED]
- 9) Refused [VOLUNTEERED]



[ASK ALL RESPONDENTS]

525. Please stop me when I read the category that best describes your racial or ethnic background. [READ CATEGORIES BELOW]
[NOTE TO INTERVIEWER: IF QUESTIONED ABOUT THE ORDER, IT'S ALPHABETICAL]

- 01) African-American
- 02) Asian/Pacific Islander
- 03) Caucasian
- 04) Hispanic/Latino
- 50) or some other ethnicity (please specify)
- 97) Undecided/Don't know (VOLUNTEERED) (CONTINUE)
- 99) Refused (VOLUNTEERED) (CONTINUE)

[ASK ALL RESPONDENTS]

529. Are you registered to vote?

- 1) No
- 2) Yes
- 8) Don't know
- 9) Refused

[ASK ALL RESPONDENTS]

530. Please stop me when I read the category that best describes your total household income from all sources before taxes in 1999. [READ CATEGORIES BELOW]

- 1) Under \$20,000
- 2) \$20,000 to just under \$40,000
- 3) \$40,000 to just under \$60,000
- 4) \$60,000 to just under \$80,000
- 5) \$80,000 to just under \$100,000
- 5) \$100,000 or more
- 8) Undecided/Don't know (VOLUNTEERED)
- 9) Refused (VOLUNTEERED)

[ASK ALL RESPONDENTS]

600. Thank you so much for taking part in our survey. Your answers will be very helpful to us. Someone from Meta may call you to verify that this interview was conducted. May I please have your first name for verification purposes only?

- 01) Yes (SPECIFY)
- 97) Undecided/Don't know (VOLUNTEERED)
- 99) Refused (VOLUNTEERED)

THIS HAS BEEN A CONFIDENTIAL INTERVIEW CONDUCTED BY _____ AT META RESEARCH. THANK YOU VERY MUCH FOR YOUR TIME.