Appendix K

Phone Survey Results Report

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City of Fullerton General Plan Update:

Results of a Public Input Telephone Survey

Final Report

Summer, 2008

Submitted to:

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INTRODUCTION

California state law requires each city and county to adopt a general plan "for the physical development of the county or city, and any land outside its boundaries which bears relation to its planning" (§65300[1]). The California Supreme Court has called the general plan the "constitution for future development." The general plan expresses the community's development goals and embodies public policy relative to the distribution of future land uses, both public and private[2]. A general plan establishes guidelines for the next 20 to 25 years for everything from the physical boundaries of the city to its economic growth and physical development. It may be regarded as a roadmap for future development and preservation of resources.

The last comprehensive update to the City of Fullerton's General Plan was prepared in 1996 and for both practical and statutory reasons the City initiated an update process in early 2007, beginning with a *General Plan Update Educational Program* presented April 4th. An important part of the ongoing General Plan update process is the collection and consideration of community input. In this regard, a variety of public forums and six "visioning charrettes" have been conducted at various locations throughout the City. As persons with a specific interest or stake in the planning process are very likely to be overrepresented at these events, the input received (while valuable) may not accurately generalize to all city residents' views.   To gain a clear understanding of the views of all its residents, the City of Fullerton contracted with the Social Science Research Center (SSRC) at CSU Fullerton to conduct a scientific telephone survey.

METHOD

Beginning April 23rd and ending May 7th, 2008 the SSRC administered telephone interviews in English and Spanish to 475 randomly selected residents of the City of Fullerton. Korean-speaking interviewers were available to assist respondents who needed certain words or phrases translated. The survey questionnaire was drafted by the SSRC, and refined in consultation with the city's senior planner and the city's consultants.

Survey respondents were asked up to 94 questions to assess the most valued aspects of the city, perceptions regarding its challenges and problems, satisfaction with city services, the perceived importance of and satisfaction with a variety of city attributes, the perceived contribution of these attributes to the quality of life, and basic

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[1] Statutory reference to the California Government Code
[2] 2003 General Plan Guidelines, Governor's Office of Planning and Research:
http://www.opr.ca.gov/planning/publications/General_Plan_Guidelines_2003.pdf

demographic information. The final instrument (see Appendix A) was programmed for administration utilizing computer assisted telephone interviewing (CATI) software. The SSRC utilizes the Ci3 CATI software package; the same system supported by the Centers for Disease Control and Prevention (CDC) for their statewide and national surveys. Interviews were conducted between 4:00 pm and 9:00 pm local time Monday through Thursday, and between 11:00 am and 7:00 pm local time Saturday and Sunday. The length of time required to complete the telephone interview ranged from nine to sixty-five minutes. The mean (average) survey administration time was nineteen minutes and five seconds, and the mode (most frequent) was sixteen minutes.

Sample Selection

The survey sample was selected from all "working blocks" of telephone numbers associated with residences in the City of Fullerton. A working block consists of the area code, the three digit prefix and the first two digits of the final four-digit sequence. A randomly selected sample of working blocks was completed by pairing each with two digits randomly generated by computer. Using this procedure, listed and unlisted numbers, brand new and long established numbers are equally likely to be selected into the sample.

Data Collection

A total of 24,023 calls were made to 4,844 unique telephone numbers to complete the City of Fullerton General Plan Update survey. One survey was completed for every 50.57 dial attempts. Table A depicts the count and proportion of interviews completed on each call attempt.

Table A. Completed Interviews by Call Attempt

Call Attempt	Count (%)
1	132 (27.8)
2	89 (18.7)
3	65 (13.7)
4	37 (7.8)
5	33 (6.9)
6	30 (6.3)
7	26 (5.5)
8	15 (3.2)
9	14 (2.9)
10 or more	34 (7.2)
Total	**475 (100.0)**

Note that six or more call attempts were required to complete one quarter (*n*= 85; 25.1%) of the interviews. This persistence paid off in an estimated response rate of 66.6%; a good outcome for a random digit dial survey of this type in an urban area.   This response rate is calculated using the American Association of Public Onion Researchers' (AAPOR) Response Rate Calculation Method 3 (RR3); an "industry standard" in scientific telephone survey research. The last disposition of all sample records attempted is detailed in Table B.

Generally, a confidence interval of plus or minus five percent is the target for policy-relevant survey data. This refers to the level of precision required of estimates of an entire population that are based upon sample data. Calculated conservatively, the confidence interval for these results is +/- 4.59%. That is, we are 95% confident that the true population parameter lies within an interval extending 4.59% above and below any proportion derived from survey data. A population parameter is the result one would obtain if every member of the population of inference were interviewed.   In this case, the population of inference is all residents of the City of Fullerton who speak some English or Spanish, are 18 years of age and older, and reside in households with telephones.

Sampling error, as indexed by the confidence interval around reported proportions, varies in relation to sample size and to the variability of survey responses (among other factors). In general, as the sample grows larger, the confidence interval grows narrower. That is, inferences about population parameters based upon larger samples are more precise (are associated with narrower confidence intervals) than inferences based upon smaller samples.

Also, as the proportion of some attribute in the sample (e.g. strong agreement that development in the city's downtown area should continue at its current pace) approaches a fifty/ fifty split, (say, 50% of Fullerton residents strongly agree, and 50% do not) sampling error increases, resulting in a wider confidence interval. Conversely, sampling error decreases as the proportion of a given attribute approaches a five/ ninety-five split, (5% strongly agree and 95% do not) resulting in a more precise estimate and a narrower confidence interval.

The confidence interval reported here is calculated conservatively, that is, based upon the presumption of a fifty/ fifty proportion in the sample data. As many of the proportions reported here show more variability than a fifty/

fifty split, however, estimates of population parameters are likely to be even more precise than the confidence interval of +/- 4.59% suggests. The confidence interval is significantly less precise, however, when results provided by subgroups of the sample (e.g. Spanish-speakers) are reported.

Table B. Last Disposition of Attempted Telephone Numbers in the Survey Sample

Disposition	Count (%)
Completed Interview	475 (9.8)
Partial Interview	11 (0.2)
Break-off/ Termination of Interview (Refusal to continue)	15 (0.3)
Language Problem	66 (1.4)
Busy	28 (0.6)
No Answer	741 (15.3)
Telephone Answering Device	283 (5.8)
Call Blocking. Technological Barrier	27 (0.5)
Callback (Unscreened)	310 (6.4)
Final Refusal (Unscreened)	51 (1.1)
Ineligible	579 (12.0)
FAX Machine/Data Device	362 (7.5)
Phone Disconnect/Out of Service	1440 (29.7)
Number Changed	15 (0.3)
Not a Residence	441 (9.1)
Total	**4,844 (100.0)**

RESULTS

Respondent Demographics

Language of Interview

Four hundred twenty respondents (88.4%) elected to complete the survey in English (a few assisted by Korean-speaking interviewers), and 55 (11.6%) responded in Spanish. Of the 55 respondents who completed the interview in Spanish, 18 (32.7%) rate their ability to speak English as "Excellent," 14 (25.5%) as "Good," 13 (23.6%) as "Fair," eight (14.5%) as "Poor," and two (3.6%) report that they do not speak English at all.

Gender and Age

As is typical of random digit dial (RDD) telephone survey research across the nation, interviews in this study were completed with a larger proportion of females (n= 290, 61.2%) than males (n= 184, 38.8%). The gender of one respondent could not be determined by voice alone.

Respondents range from 19 to 91 years of age. The average, or mean age is 50.1 and the median (the point above which and below which half the values fall) is 49 years of age.

Table 1. Respondent Age

Age Group	Count (%)
18 to 34Years of Age	86 (19.5)
35 to 54	184 (41.7)
55 to 64	87 (19.7)
65 and older	84 (19.0)
Total	**441 (100.0)**

Utilizing categories common to the U.S. Census, just less than one in five (n= 86; 19.5%) of the survey respondents are 18 to 34 years of age, and the largest proportion (n= 184; 41.7%) is between 35 and 54 years of age. Adults between 55 and 64 (n= 87; 19.7%) and 65 and older (n= 84; 19.0%) complete the distribution (See Table 1). Table 1 does not include thirty-four respondents who declined to report their age.

Race/ Ethnicity

Table 2. Racial / Ethnic Distribution of the Survey Sample

Race/ Ethnicity	Count (%)
White	266 (61.0)
Latino/ Hispanic	99 (22.7)
Asian	51 (11.7)
Black or African-American	9 (2.1)
"Other"	11 (2.5)
Total	436 (100.0)

Table 2 depicts the racial/ ethnic distribution of the survey respondents. The majority (*n*= 266; 61%) self-identify as White, and the second largest group is Latino/Hispanic (*n*= 99; 22.5%), followed by Asians (*n*= 51; 11.7%) and Black or African American respondents (*n*= 9; 2.1%).   Thirty-nine (8.2%) respondents declined to report their race/ ethnicity, and are omitted from consideration in Table 2.

Persons self-identifying as of "Other" race/ ethnicity went on to describe themselves as, "American," "Columbian," "Egyptian," "Romanian," and simply as "Other." The other six respondents in this category reported bi-racial (*n*= 5) or multi-racial (*n*= 1) combinations.   The 51 Asian respondents further described themselves as "Chinese" (*n*= 13), "Korean" (*n*= 11), "Filipino" (*n*= 7), "Asian Indian" (*n*= 6), "Taiwanese' (*n*= 4), "Vietnamese" (*n*= 2), "Japanese" (*n*= 2), "Filipino/ Chinese" (*n*= 2), "Pacific Islander" (*n*= 2), "Pakistani" (*n*= 1), and "South East Asian" (*n*= 1)

Educational Attainment

Table 3. Educational Attainment

Education	Count (%)
Less than a High School diploma/GED	45 (9.8)
High School diploma/GED	72 (15.7)
Some College, no Degree	87 (19.0)
Associate's Degree	32 (7.0)
Bachelor's Degree	118 (25.8)
Graduate or Professional Degree	104 (22.7)
Total	458 (100.0)

Table 3 presents the distribution of educational attainment reported by the 458 survey respondents who answered the question. The largest proportions report a Bachelor's Degree (*n*= 118; 25.8%) followed closely by those reporting a graduate or professional degree (*n*= 104; 22.7%). Eighty-seven respondents (19.0%) report some college, no degree; and 15.7% (*n*= 72) report a high school diploma/ GED. Less than one in ten respondents (*n*= 45; 9.8%) report less than a high school education.

Employment (Present Situation)

Respondents were free to select multiple options from those listed in Table 4 to describe their current employment circumstances. Eighty eight and two tenths percent (*n*= 419) selected one of these options to describe their present situation, 40 (8.4%) selected two, and four respondents (0.8%) selected three or more options. The distribution of responses is presented in Table 4, which omits 12 respondents who did not select any of the available options. Because multiple options were selected by some respondents, proportions sum to more than 100.0% and are not totaled.

Table 4. Employment (Present Situation)

Present Situation	Count (%)
Employed Full Time	191 (41.3)
Retired	97 (21`.0)
Self-employed	61 (13.2)
Homemaker	52 (11.2)
Employed Part time	42 (9.1)
Student	32 (6.9)
Unemployed/ Laid off/ Looking for Work	19 (4.1)
Disabled	18 (3.9)

The largest proportion (*n*= 101; 41.3%) of survey respondents is employed full-time, followed by those retired (*n*= 83; 17.9%), and self-employed (*n*= 50; 10.7%).

As one might expect, a significantly higher proportion of females (*n*= 50; 17.9%) than males (*n*= 2; 1.1%) are homemakers; χ^2 (1, *N*=462) = 31.01 *p*< .001. Conversely, a higher proportion of males (*n*= 91; 50.0%) compared to females (*n*= 99; 35.4%) is employed full time; χ^2 (1, *N*=462) = 9.88 *p*< .002. No other employment/ present circumstance category is significantly associated with respondent gender.

Commute Time

Respondents that reported full or part-time employment, or that they were self-employed were asked, "If you work outside of the home, how much total time, on the average, do you spend commuting to and from work each day?" Disregarding 15 respondents who reported zero commuting time, responses ranged from one minute and twenty seconds to four hours per day. The mean commute time is one hour and two minutes, and the median is 45 minutes. Viewed another way, 25% of the 263 survey respondents that commute to work spend less than twenty minutes per day on the road, 50% spend less than 45 minutes, 75% spend less than ninety minutes, and the top quartile spends between ninety minutes and four hours commuting each day.

Political Ideology and Party Registration

Four hundred thirty-seven (92.0%) of 475 survey respondents answered the question, "Are you registered to vote as a Democrat, Republican, with another political party, registered with no party affiliation, or are you not registered to vote?" Table 5 depicts the distribution of responses.

Table 5. Political Party Affiliation/ Registration Status

Political Party/ Registration Status	Count (%)
Republican	156 (35.7)
Democrat	139 (31.8)
Registered, No Party (Decline to State)	62 (14.2)
Other Party Affiliation	4 (0.9)
Not Registered to Vote	76 (17.4)
Total	437 (100.0)

Of the four respondents who reported some other party affiliation, three specified the "American Independent Party" and one the "Green Party." Restricting the analysis to racial/ ethnic categories including 50 respondents or more, 4.7% of Whites (n= 12 of 258) are not registered to vote, compared to 22.0% of Asians (n= 11 of 50) and to 53.8% of respondents of Latino/ Hispanic descent (n= 50 of 93); χ^2 (8, N= 401) = 123.55, p< .001.

Table 6. Political Ideology

Table 6 depicts the distribution of survey respondents' reported political ideology. Although both Democratic and Republican respondents rate their political ideologies all across this scale, where 1= "Very liberal" and 5= "Very conservative," the mean score among Democrats is 2.67 (less conservative—two thirds the way from "Somewhat liberal toward "Middle-of-the-road"), compared to a mean of 3.91 (more conservative—a tenth point beneath "Somewhat conservative") among Republicans F (1, 282) = 110.78; p < .001.

Classification	Count (%)
Very Liberal	29 (6.7)
Somewhat Liberal	63 (14.6)
Middle-of-the-Road	150 (34.8)
Somewhat Conservative	125 (29.0)
Very Conservative	64 (14.8)
Total	431 (100.0)

Household Composition

Four hundred forty of the 475 (92.6%) survey respondents answered questions about the number of persons in their households. The total number of persons per household ranges from one to ten, with an average of 3.2 members and a median of 3.0. Restricting the analysis to the racial/ ethnic categories including 50 or more respondents, the mean household size is 2.69 persons among Whites (*n*= 258), compared to 3.72 among Asian respondents (*n*= 50) and to 4.40 persons in Latino/ Hispanic households (*n*= 95); F (2, 402) = 41.1; $p < .001$.

As Table 7 indicates, respondents also reported the number of persons in their households in five age categories ranging from, "Under the age of 12," to "Age 65 or older."   The "Household Count (%)" column indicates the number and proportion of households among the 440 respondents who answered this series of questions with one or more members in any age category. The "Mean Number of Persons" column depicts the average number of persons per age category. In this computation, only the households reporting one or more persons in each particular category are included.

Table 7. Persons in Households by Age Group

Age Range	Household Count (%)	Mean Number of Persons
Under 12 (years)	150 (34.1)	1.71
12 to 17	86 (19.5)	1.32
18 to 29	134 (30.5)	1.69
30 to 64	347 (78.9)	1.82
65 or Older	118 (26.8)	1.41

Approximately equal numbers of households in the survey sample include persons in just one (*n*= 168, 38.2%) and in two (*n*= 170, 38.6%) of these age range categories. Eighty-two (18.6%) households include members in three age range categories, 19 (4.3%) have members in four age categories and one (0.2%) multigenerational household has members in all five categories.

In the 150 (34.1%) households including a child younger than 12 years of age, the number of children ranges from one to four, with an average (among households with children in this age group) of 1.71 children. These 150 households include a total of 256 children younger than 12 years of age. The 86 households (19.5%) including children from 12 to 17 years of age include between one and four household members in this age category, with an average (among households with members in this age group) of 1.32 children. The total number of adolescents in these 86 homes is 114.

One hundred thirty-four (30.5%) respondent households include persons 18 to 29 years of age, with an average (among households with members in this age group) of 1.69 young adults. These households include a total of 227 persons in this age category.

Three hundred forty-seven (78.9%) of the respondent households include between one and five members 30 to 64 years of age, with an average (among households with members in this age group) of 1.82 members. These households include a total of 632 adults in this age range. Finally, 118 (26.8%) respondent households report one or two members 65 years of age or older, with an average (among households with members in this age group) of 1.41 members. A total of 166 adults 65 or older are included in these homes.

Means of Obtaining News and Information

By selecting one of six options: Newspapers, Television, Talking to people, Radio, Magazines and newsletters, or the Internet; 440 survey respondents answered the question, "Where do you get most of your news and information about issues and events in the City of Fullerton?" In each case other than, "Talking to people," respondents were asked to name the specific publication, channel, or URL.   Three hundred fifty-three of the 368 survey respondents who were asked provided one or more responses to this open-ended question, often naming information sources in categories other than the one they first selected. These responses were coded to provide the information depicted by Table 8. The denominator utilized to compute these proportions is the total number of responses provided, so the percentages indicate the proportion of all news sources identified, not the proportion of respondents.

Table 8. Source of City News

News Source	Count (%)
Newspapers	239 (49.4)
Television	68 (14.1)
Talking to People	75 (15.5)
Internet	47 (9.7)
Magazines and Newsletters	42 (8.7)
Radio	13 (2.7)
Total	484 (100.0)

Just more than half the answers specifying a particular newspaper identified the Orange County Register (n= 121; 50.5%), followed by the Fullerton Observer (n= 59; 24.7%), the Los Angeles Times (n= 14; 5.9%) and the Fullerton News Tribune (n= 13; 5.4%). Thirteen respondents (5.4%) indicated an unspecified city newspaper or newsletter (e.g. "City of Fullerton newspaper," "the Fullerton paper I receive on Thursday"), three (1.3%) reported an unspecified city publication, two respondents mentioned a Community Center publication, two identified the Wall Street Journal, two the "Daily Titan," one reported the city council agenda, and seven (2.9%) mentioned a variety of other publications, including circulars from the Pacific Light Opera, El Diario de Hoy, the OC Weekly, the Korean Times, and (oddly) the Anaheim Bulletin.

Specific television stations include Univision, channel 34 (*n*= 14; 20.6%), the Time Warner "City channel," channel 3 (*n*= 12; 17.7%), "Fox News" KTTV channel 11 (*n*= 11; 16.2%), ABC news on channel 7 (*n*= 8; 11.8%), Telemundo, channel 52 (*n*= 6; 8.8%), and a variety of other cable and broadcast stations mentioned by three or fewer survey respondents.

Just over one quarter (*n*= 12; 25.5%) of the respondents reporting that they receive city news on the Internet identified the city's website. The next largest proportion (*n*= 9; 19.1%) goes to the OC Register's website, followed by six (12.8%) who mentioned Google. Three (6.4%) respondents reported using Yahoo, two (4.3%) use MSN.com, and the rest in this category either didn't specify a specific URL (*n*= 8; 17.0%), or mentioned a variety of other websites including the BBC, CNN, CSUF, the LA Times and Univision.

The largest proportion of survey respondents that receive city news from magazines and newsletters (*n*= 16; 43.2%) mentioned the insert they receive in their water bill, followed by 11 (29.7%) who simply identified a "City Newsletter." Five (13.5%) respondents mentioned "Experience" magazine, two simply said, "Mailers about the City of Fullerton," and one each reported, "A bulletin from my child's school," "the Parks and Recreation magazine," and "Flyers at City Hall." Among the city residents that receive local news on the radio, two (15.4%) each named AM stations 790 and 1070, and the rest a variety of other AM and FM stations.

Household Income

Table 9. Total Annual Household or Family Income

Income Category	Count (%)
Less than $25,000	36 (10.4)
$20,000 to $29,999	27 (7.8)
$30,000 to $39,999	29 (8.4)
$40,000 to $49,999	21 (6.1)
$50,000 to $59,999	24 (7.0)
$60,000 to $69,999	22 (6.4)
$70,000 to $79,999	25 (7.2)
$80,000 to $89,999	12 (3.5)
$90,000 to $99,999	15 (4.3)
$100,000 to $124,999	52 (15.1)
$125,000 to $149,999	21 (6.1)
$150,000 to $174,999	18 (5.2)
Over $175,000	43 (12.5)
Total	345 (100.0)

Three hundred forty-five (72.6%) city residents responded to a request to categorize their, "total household or family income before taxes, from all sources."   Table 9 shows that respondent income is well distributed across categories. The most frequently endorsed category is $100,000 to $124,999 (*n*= 52, 15.1%).

For analytic purposes, these data are condensed into the four categories presented in Table 10.

Table 10. Condensed Income Categories

"Condensed" Income Category	Count (%)
Less than $40,000	92 (26.7)
$40,000 to $69,999	67 (19.4)
$70,000 to $124,999	104 (30.1)
$125,000 and higher	82 (23.8)
Total	345 (100.0)

Most Valued Attributes of the City of Fullerton

Table 11. "Most Valued" Attributes of the City of Fullerton

"Coding" Category	Count (%)
Social climate/Community/Family	191 (19.1)
Education/School Districts-Systems	173 (17.3)
Activities and Amenities	134 (13.4)
Public Safety	94 (9.4)
Generic Positives about the City	88 (8.8)
Location/Proximity	80 (8.0)
Generic Positives about Downtown	55 (5.5)
General Climate and Environment	40 (4.0)
Other	34 (3.4)
City's History	27 (2.7)
Personal History in the Area	23 (2.3)
Housing Real Estate/Property	21 (2.1)
Demographics and Social Assets	19 (1.9)
Business Opportunity/Employment	20 (2.0)
Total	999 (100)

All survey respondents were asked to list, "the top two or three things you value most about the City of Fullerton. These might be your favorite things about the city, or the reasons you moved here or stay here now." Twenty-two (4.6%) did not reply, 74 (15.6%) listed one "most valued thing," 212 (46.8%) noted two, and 167 (36.9%) reported three or more. Content analysis of these 999 open-ended responses identifies fourteen distinct categories, listed in Table 11 in descending order of frequency.

The most frequently cited (n= 191, 19.1%) attribute of the city is generically described as its, "Social climate." This category includes observations about neighborhoods and community, the people in the city, the presence of family and friends, and the quality of life and the quiet or peaceful nature of the area.

Examples of the responses in this category include:

"We like the conservative atmosphere..."

"I like that it's a quiet neighborhood where I live."

"I love the sense of community."

"I like the overall community atmosphere."

"I like the friendliness of the city."

"Education" and the city's educational institutions (K-12 schools; community colleges; and California State University Fullerton) (*n*= 173, 17.3%) is the second most frequently cited attribute valued by respondents. Representative comments in this category are:

> *"It's a college town and good educational place to be around."*

> *"Fullerton attracted us due to it being an academic community."*

> *"The schools are good. I went to school in Fullerton."*

> *"[Fullerton has] one of the best school systems in the US."*

> *"[I am a] Spanish speaking male very impressed w/public school system. I have a boy who goes to preschool and a girl in first grade."*

The third most cited category (*n*= 134, 13.4%) is "Activities and amenities." This category includes observations about dining, shopping, entertainment, and recreation. Examples in this category include:

> *"There are plenty of things to do in the city."*

> *"There are a lot of activities for kids and seniors and everybody."*

> *"I value the shopping centers and all the stores."*

> *"I like the walking trails."*

"Public safety" responses (*n*= 94, 9.4%) largely concern the speed and response time of the police and fire departments. Regarding safety in the city, respondents frequently stated, "It's safe," without further elaboration. Other examples include:

> *"The police and fire departments work fast."*

> *"[It is a] safe environment to raise the family."*

> *"It is one of the safest cities and it is very secure to live here."*

> *"Low crime rate."*

The "Generic positives" category (*n*= 88, 8.8%) includes complimentary statements about the overall aesthetic of the city. Respondents view the City of Fullerton as "attractive" and "nice." There were also a few "back-handed" compliments, for example, "it's not as ugly as other cities." Following are representative remarks categorized as, "Generic positives:"

"Fullerton is a nice city."

"The all around area is beautiful."

"It's a nice clean town."

"It's a wonderful place to live."

"Location/proximity" (n=*80,* 8.0%) includes comments provided by respondents who either moved to Fullerton, or remain in the city because of the proximity to work, shopping, and the freeways. Examples include:

"I moved here because it was walking distance to work."

"Store, parks, churches, and freeways are all [within] walking distance."

"It's adjacent to the freeways."

"I value its proximity to different things and it's close to the freeway."

"We're central, near everything, and it's easy to get to the freeway."

Some of the valued city attributes identified by respondents are included in an "Other" category (*n*= 34*,* 3.4%). These statements are clearly expressed and identify specific city attributes such as:

"It has good water."

"I value the social programs."

"There is no heavy traffic."

"No depressed areas."

"City willingness to supply [a] *sports field for the kids."*

There are also idiosyncratic statements in the "Other" category, such as:

> *"It's a mini Riverside."*

> *"I moved here because it's away from my folks."*

> *"There isn't persecution in the city."*

The historical value of Fullerton is expressed in terms of the "City's History" (*n*= 27, 2.7%). Replies categorized as, "City's History," address the "old" look and feel of the city and buildings, for example:

> *"I like the historic preservation."*

> *"I value the historical sites."*

> *"I value the historic look."*

> *"I like that it's an 'old town.'"*

> *"…the old architecture."*

> *"…vintage houses."*

Other replies are categorized as relating to the, "Personal history" (*n*= 23, 2.3%) of the respondent. Comments suggestive of respondents' personal history include:

> *"I have been here 50 years."*

> *"We have always lived here in Fullerton."*

> *"I just like it, it's the only place I know."*

> *"I enjoy having friends here – I have been here many years."*

> *"[I] grew up in Fullerton, chose to stay and raise children here."*

Comments in the "Housing" category (*n*= 21, 2.1%) focus on availability and options. Observations include lower rents compared to other cities, fair housing prices, the value of property, housing choices, bigger yards, and housing development.

> *"I value my property, and I like the bigger yards."*

> *"I like the housing development."*

> *"I think the property value is good."*

> *"[I] found a place to live in Fullerton, good neighborhood."*

> *"Housing prices are fair."*

The final category is "Business opportunity/ employment" (*n*= 20, *2.0%*)   Some responses are explanatory, and some respondents simply state that they value their jobs. Other examples include:

> *"I like that there are many job opportunities."*

> *"I like the independently owned businesses."*

> *"…moved because job moved here too."*

Challenges Facing the City of Fullerton

Fullerton residents identified "the top two or three problems or challenges the city faces today." Four hundred eleven survey respondents (86.5%) provided one or more responses totaling 704 comments. One hundred eighty-three (44.5%) listed one problem or challenge, 163 (39.7%) noted two, and 65 (15.8%) articulated three or more. Residents' observations are grouped into eleven distinct categories, which are listed in Table 12 in descending order of frequency.

Table 12. Principal Problems/ Challenges Facing the City of Fullerton

Coding Category	Count (%)
Crime and Policing	139 (19.7)
Street and Other City Maintenance	104 (14.8)
Traffic/ Congestion and Transportation	99 (14.1)
Development, Crowding and Planning	74 (10.5)
Problems Associated with Downtown	61 (8.7)
Environmental Issues	40 (5.7)
Parking	35 (5.0)
Housing Issues and Homelessness	32 (4.5)
Improve Quality or Availability of Schools, Recreation and Cultural activities, Shopping and Markets	28 (4.0)
Challenges Stemming from the General Economy	24 (3.4)
No Problems	10 (1.4)
Other	58 (8.2)
Total	**704 (100.0)**

The problems or challenges mentioned most frequently (n= 139, 19.7%) are categorized as "Crime and policing" issues. These include concerns about gangs, graffiti, narcotics, loitering, truancy, public nuisances, and violence. Some residents call for increased police presence, while others focused on police abuses. This category does not include comments specific to the downtown area, which are listed separately under "Problems associated with downtown." Examples of observations classified under the "Crime and policing" heading include:

"I think that graffiti and gangs are problems in the city."

"The police department is not doing a good job – maybe there are not enough police officers."

"I think Fullerton is becoming known as the party town, so people are walking drunk and urinating on sidewalks….fights as well, and the gang problems (graffiti and needles)."

"When I call the police department to report a problem, no one comes. There was no follow up when another neighbor called. "

The second most frequently cited problem or challenge facing the city is, "Street and other city maintenance" (*n*= 104, 14.8%). This category encompasses street repair (mentioned frequently), sewage and water works, railroad infrastructure, calls for recycling and improved waste management services, cleanliness, litter removal, signage and tree trimming. Responses categorized as, "Street and other city maintenance" include:

"City planning in regards to general maintenance; streets are poor condition."

"It's an old city and a lot of things in the city need to be repaired such as the streets, houses, and water piping."

> *"Streets and trees need to be maintained. [There are] too many rats. [The] streets can be detailed. …"*

> *"Infrastructure: train underpasses, streets in need of resurfacing and repair."*

> *"The sewer system. [There is a] small line in [the] block, [which] backs up the sewer into other homes in the El Dorado area. It's around the courthouse --plumbing and piping is needed."*

> *"Worst roads in the whole state."*

> *"No recycling in the City of Fullerton. [It is the] city's responsibility to clean the creeks and the ravines, so cleaning in the city."*

Replies classified as, "Traffic/ congestion and transportation" issues (*n*= 99, 14.1%) refer almost exclusively to automobile traffic. A few observations pertaining to road safety issues (speeding, reckless driving and child pedestrian safety) are also included under this heading.

The category "Development, crowding and planning" (*n*= 74, 10.5%) includes observations that Fullerton is overdeveloped, overpopulated or too crowded, as well as responses that identify the need to "develop" or "redevelop" certain areas of the city. Many of the residents who identified overdevelopment as a problem also name traffic congestion as a key challenge.

> *"Overdevelopment."*

> *"City system cannot handle increasing population and traffic."*

> *"We have outgrown everything: overpopulated."*

> *"Overbuilding and development of Coyote Hills."*

> *"Cohesive plan for revitalizing rough areas"*

> *"Redevelopment and business."*

> *"Growth and development…, and monitoring continued growth."*

Many comments categorized as, "Problems associated with downtown" (*n*= 61, 8.7%) stress that there are "too many bars" in the downtown area, and provide examples of problems associated with the density of alcohol outlets (i.e. public drunkenness and increased crime). A few residents noted the lack of diversity in downtown businesses, a decrease in retail outlets, or that it is a non-family-friendly environment.

The "Other" category in Table 12 includes general negative comments regarding city governance, derisive racial, ethnic or class-related opinions, and issues identified by only one person. On the positive side, note that some respondents (*n*= 10, 1.4%) do not think that the City of Fullerton faces any major problems.

Perceived Quality of Services in the City of Fullerton

Figure 1 illustrates the fact that each of the listed services receives an average quality rating greater than 3= "Somewhat high." Fire protection is rated highest, followed by the public schools, police, and city government services.

Figure 1 Quality of City Services

2.00= Somewhat Low	3.00= Somewhat High	4.00= Very High
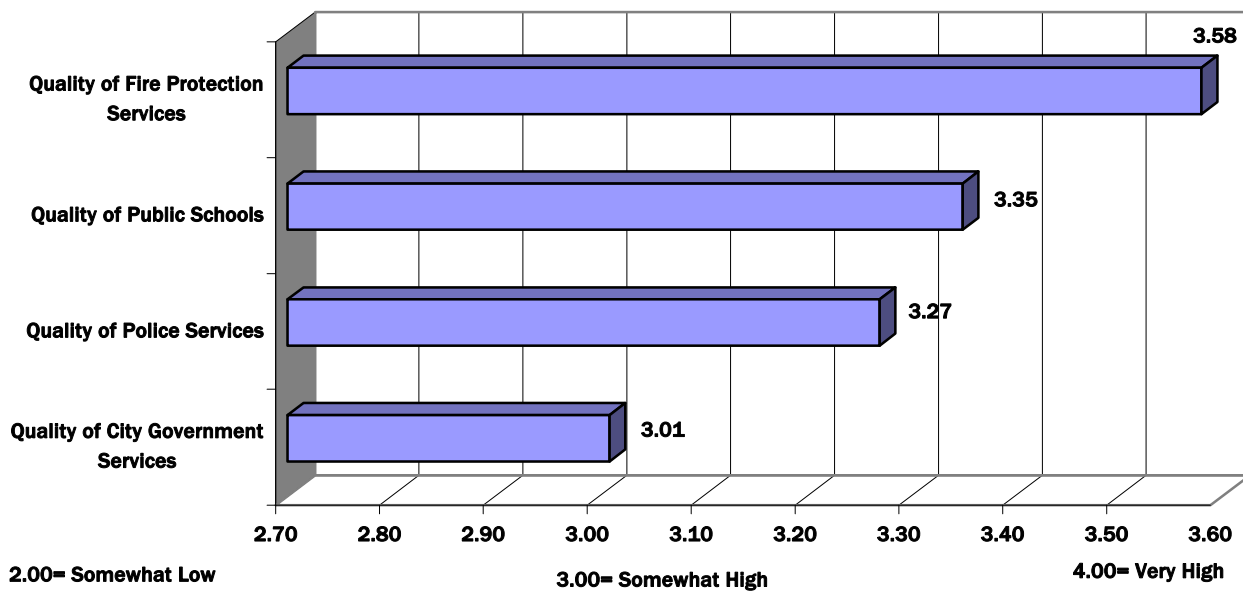
The perceived quality of services in the City of Fullerton is not significantly associated with respondent gender, language of interview, household income, or educational attainment. The quality of fire protection services is rated significantly higher by older respondents, however. The mean response on the four-point scale is (*M*= 3.40, *n*= 72) among respondents 18 to 34 years of age, (*M*= 3.56, *n*= 155) among those 35 to 54, (*M*= 3.66, *n*= 77) among city residents 55 to 54 years of age, and (*M*= 3.67, *n*= 79) among those 65 years of age and older; $F_{(3, 379)} = 3.783$, $p < .015$.

Importance to Quality of Life and Satisfaction with Fullerton Services and Characteristics

Interviewers informed respondents, "Now I'm going to ask how important a number of characteristics and services in the City of Fullerton are to your personal quality of life. For each one that's at least somewhat important, I'll ask how satisfied you are at this time with that characteristic or service." The average "importance" and "satisfaction" ratings resulting from these queries are illustrated by Figure 2.

Figure 2 Ten City Attributes Most Important to Quality of Life (with paired Satisfaction Ratings)
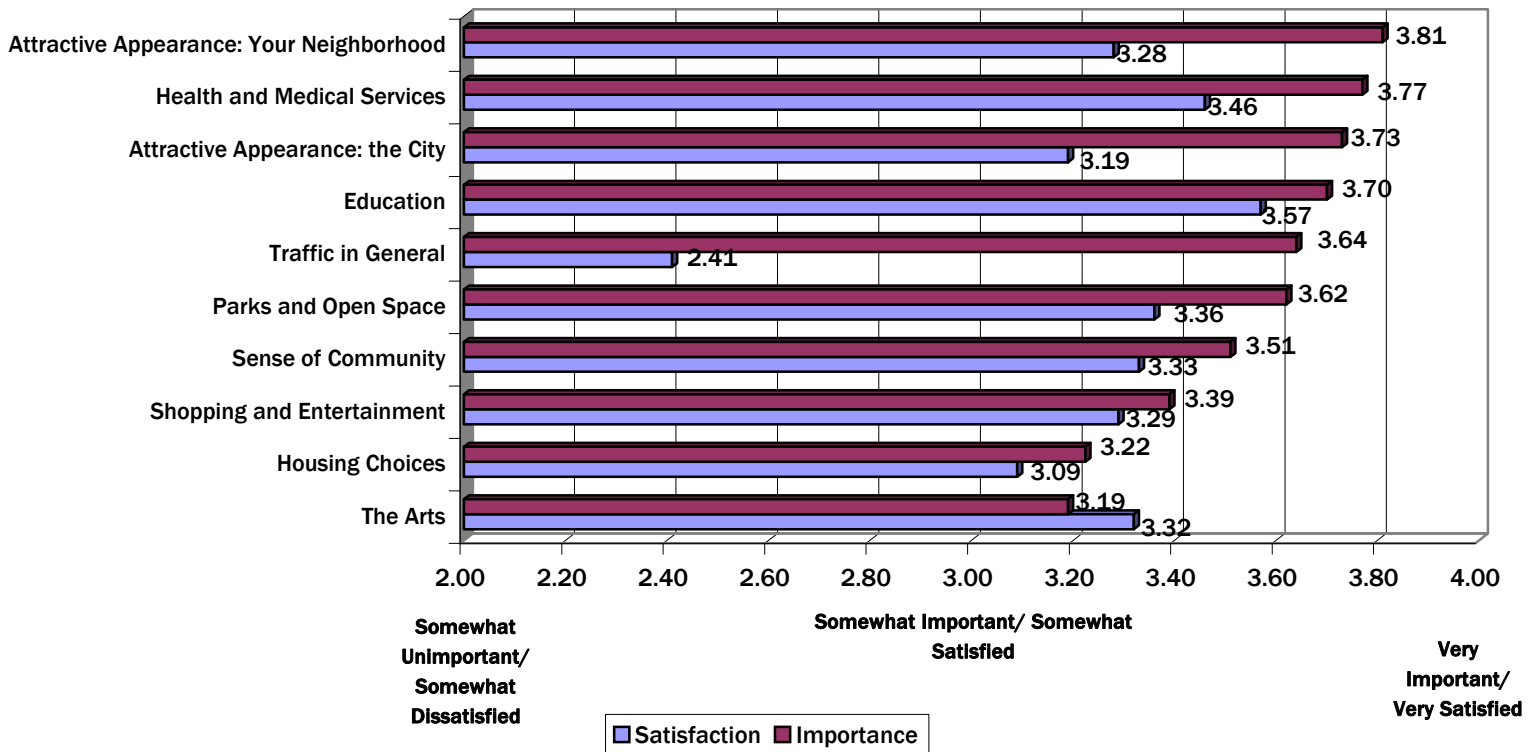
The maroon bars in Figure 2 illustrate the average importance of each of the top ten services, characteristics or attributes in descending order of importance. The violet bars show the average satisfaction rating paired with that characteristic. Among the top ten items most important to quality of life, respondents are least satisfied with "Traffic, in general" and most satisfied with "Education."

Female respondents (M= 3.77, n= 287) perceive education to be slightly but significantly more important to quality of life than do males (M= 3.59, n= 176); F (1, 461) = 6.033, p < .015. Spanish-speakers (M= 3.96, n= 55) also rate the importance of education more highly than do English-speakers (M= 3.66, n= 409); F (1, 462) = 7.426, p < .01. Spanish speakers intersect with those with children younger than 12 years of age at home, who also rate education as more important to quality of life. Spanish-speakers are less satisfied with housing choices (M= 2.69, n= 51) than are English-speaking city residents (M= 3.15, n= 311); F (1, 360) = 11.404, p < .01.

Parks and open space are regarded as significantly more important to the quality of life by respondents with children younger than 12 (M= 3.75, n= 148) than among residents without young children (M= 3.56, n= 322); F (1, 468) = 7.555, p < .01. The average perceived importance of parks and open space increases linearly on the four-point scale with educational attainment. Respondents with a high school diploma or less education (M= 3.42, n= 113) provide the lowest rating, which rises among those with an Associate's degree or some college to an average of 3.68, (n= 119), a mean rating also observed among respondents with Bachelor's degrees (M= 3.68, n= 117). The average rating of importance among survey respondents reporting a graduate or professional degree increases to (M= 3.72. n= 104); F (3, 449) = 4.549, p < .005.

Figure 3 Other City Attributes Related to Quality of Life: Importance and Satisfaction
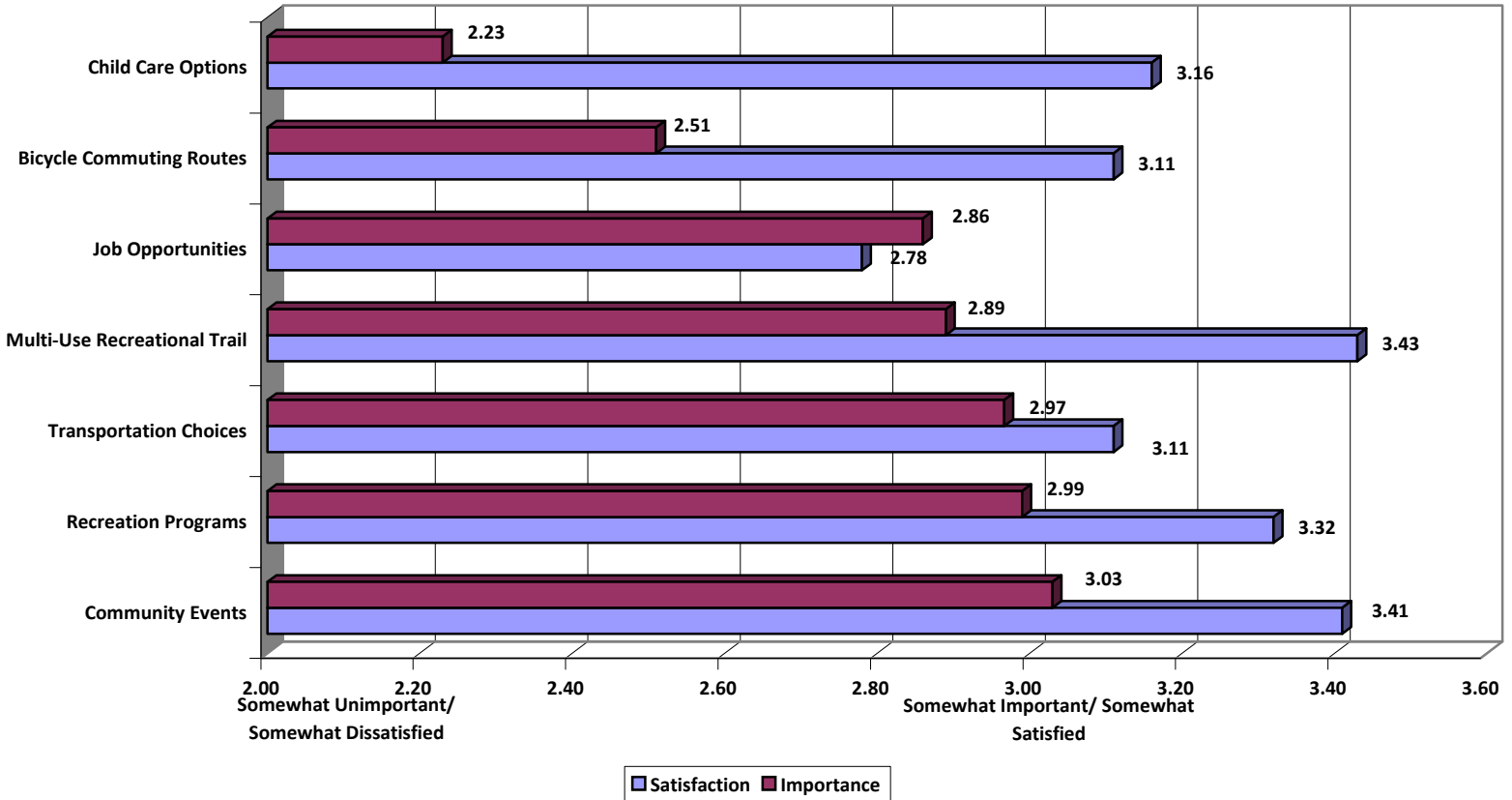
As the perceived importance of city attributes to the quality of life diminishes, the average ratings of satisfaction begin to exceed them. This is the case for each service, characteristic or attribute listed in Figure 3, except for "Job Opportunities." Spanish-speakers rate recreation programs, transportation choices, job opportunities, bicycle commuting routes, and childcare options as significantly more important to quality of life than English-speakers. English-speakers are significantly more satisfied on average with transportation choices and childcare options than are Spanish-speakers.

Responsibility for Affordable Housing

Survey respondents were informed that, "State law requires the City of Fullerton to address housing needs at all income levels within the City. This includes 'affordable' and 'workforce' housing, which usually require some kind of government subsidy to be sold or rented for less than the market rate," then asked, "Please tell me how much you agree or disagree with the idea that each of the following should

take responsibility for affordable housing in the City of Fullerton…"

In descending order, on a scale from one to four, with 1= "Strongly Disagree" and 4= "Strongly Agree," the average responses are:

- "Only private developers" (M= 2.18) —Close to "Somewhat Disagree" on the four-point scale.
- "Only the City" (M= 2.30)
- "Private developers with City assistance (M= 2.93)—Close to "Somewhat Agree" on the four-point scale.

Spanish-speakers (M= 2.94, n= 51), intersecting with groups of respondents with fewer years of formal education and lower annual household income compared to English-speakers (M= 2.21, n= 393) express significantly stronger agreement with the idea that "Only the city" should take responsibility for affordable housing in the City of Fullerton; F (1, 442) = 22.328, p < .001.

Development in the Downtown Area

Figure 4 Development in the City's Downtown Area Should Continue at its Current Pace.
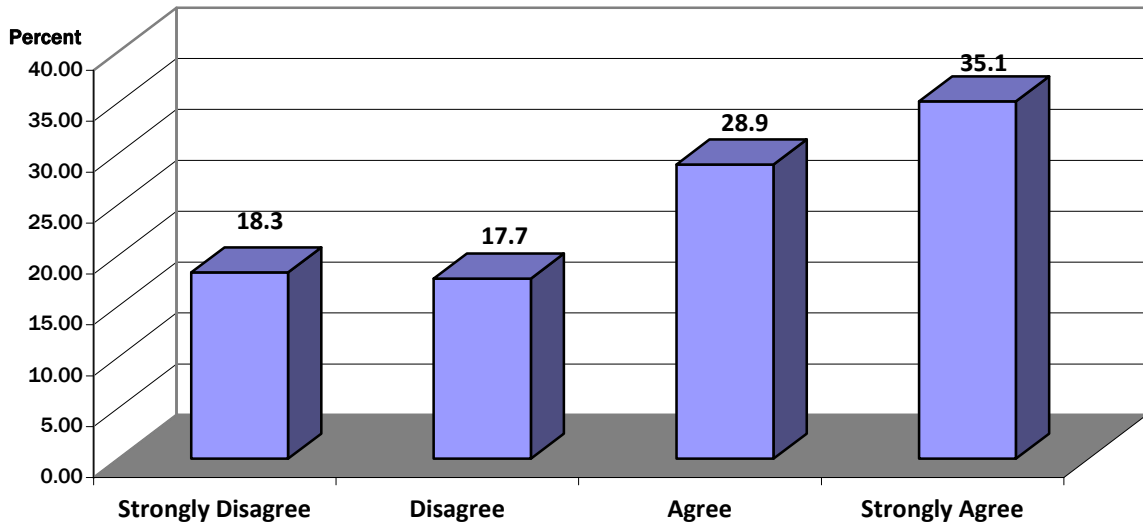
The proportion of respondents endorsing each option in response to the question, "Development in the city's downtown area should continue at its current pace" is illustrated by Figure 4. The largest proportion (35.1%) "Strongly agrees" that downtown development should continue at its current pace.

Average agreement with this idea is significantly higher (M= 3.46, n= 52) among Spanish-speakers than among English-speaking survey respondents (M= 2.72, n= 401); F (1, 451) = 21.386, p < .001.

Importance of Transportation Routes

Figure 5 Importance of Transportation Routes in the City of Fullerton
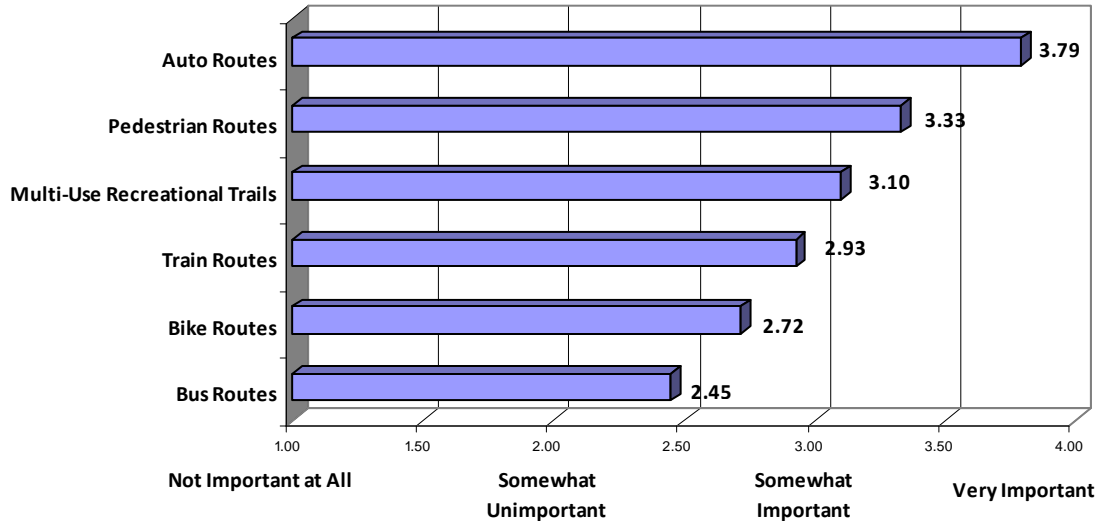
Respondents were reminded that, "There are many ways for people to get from place to place in Fullerton," then asked, "How important are each of the following transportation routes to you or your family's ability to get around in Fullerton?"   Mean responses on a four-point scale, where 1= "Not Important at All" and 4= "Very Important" are illustrated by Figure 5.

The perceived importance of bus routes is negatively associated with total annual household income. This rating (where 1= "Not important at all" and 4= "Very important") rises from an average of M= 2.00 (n= 82) among respondents reporting incomes of $125,000 per year or more to (M= 3.20, n= 91) among city residents reporting incomes less than $40,000 annually; F (3, 340) = 17.00, p < .001.

Both bicycle (M= 2.91, n= 183) and pedestrian routes (M= 3.50, n= 183) receive the highest importance ratings from respondents 35 to 54 years of age followed by somewhat lower and roughly equal ratings by those 18 to 34 and 55 to 64 years of age. Respondents 65 and older provide the lowest importance ratings (M= 2.41, n= 80 for bike routes) and (M= 2.91, n= 82 for pedestrian routes); F (3, 430) = 3.566, p < .015 for bike routes and F (3, 433) = 7.965, p < .001 for pedestrian routes. A similar pattern is observed for recreational trails.

Planning Resource Use

In this section of the questionnaire, respondents were informed, "Cities are required to address the use of resources over the next 20 to 30 years in their General Plans," then asked, "With this in mind, how do you prioritize each of the following? Is this a 1) "Very low priority, 2) a "Somewhat low" priority, 3) a "Somewhat high" priority, or 4) a "Very high" priority for the City of Fullerton over the next 20 to 30 years?" Average responses are illustrated by Figure 6.

Figure 6 Public Priorities Regarding Resource Use Over Next 20-30 Years
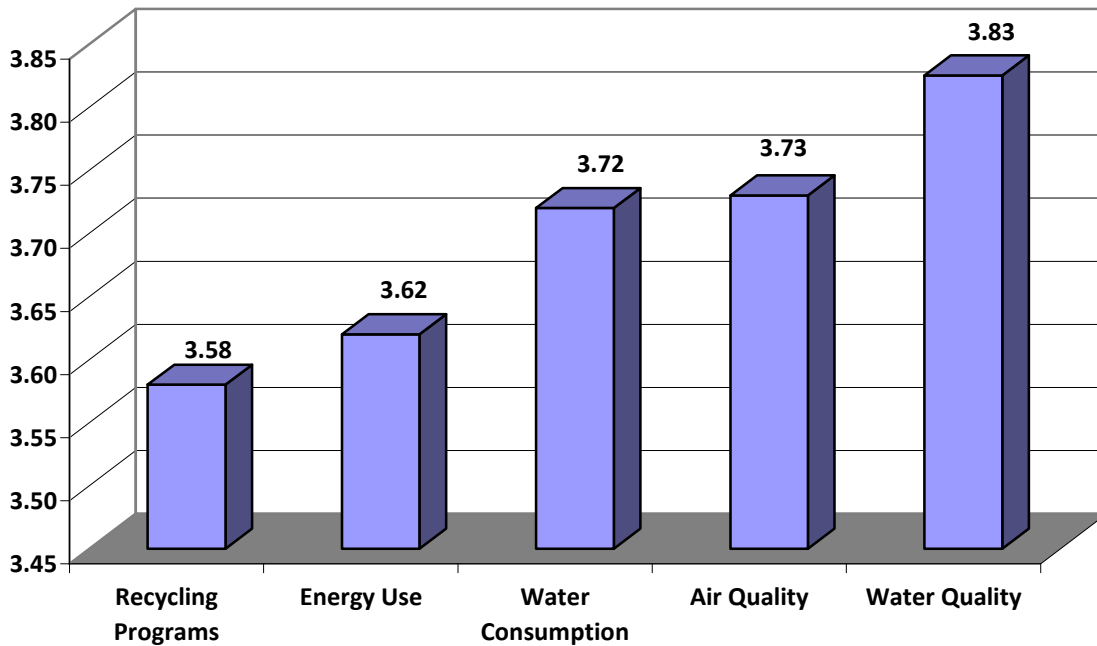
Note that the average priorities are tightly clustered on the four-point scale, ranging between 3.58 and 3.83, corresponding to a point on the scale roughly three to four fifths a point above a "Somewhat high" priority, toward a "Very high" priority for the City of Fullerton over the next 20 to 30 years. The vertical axis on Figure 6 has been truncated to emphasize the very small differences between these items. No significant differences in these ratings by gender, language, the presence of young children in the home, respondent age group, education, or household income are observed.

What is Important to Fullerton's Identity as a Distinct City?

Respondents rated a list of city characteristics and attributes as, 1= "Not important at all," 2= "Somewhat unimportant," 3= "Somewhat important," or 4= "Very Important" to Fullerton's identity as a distinct city. Their average ratings are illustrated by Figure 7.

Figure 7 Importance of Characteristics and Attributes to the City's Identity
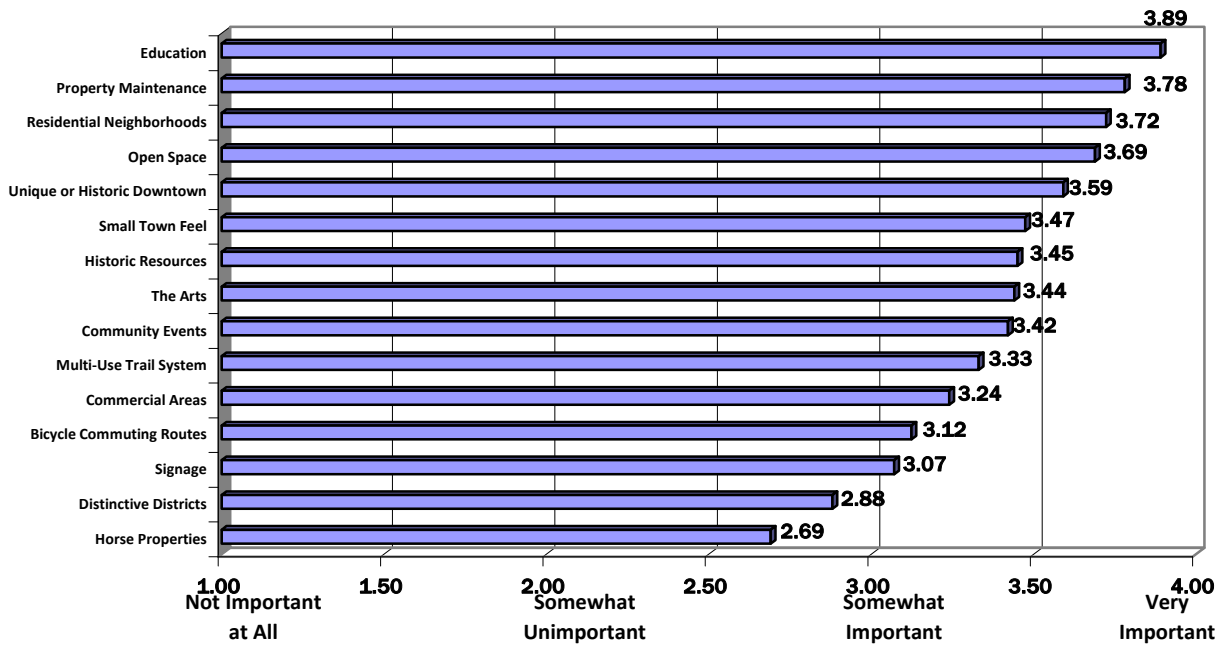
Female survey respondents rate the arts (M= 3.53, n= 285) and community events (M= 3.51, n= 287) as slightly but significantly more important to Fullerton's identity than do males (M= 3.28, n= 183 and M= 3.31, n= 182, respectively); F (1, 465) = 8.778, p < .005 for the arts and F (1, 468) = 10.461, p < .002 for community events. Table 13 depicts several statistically significant differences between English and Spanish-speaking respondents regarding the importance of various city attributes to its identity. Note that English-speaking respondents find residential neighborhoods to be more important, and that Spanish-speakers see each of the other three attributes listed in Table 13 as more important to the city's identity than do English-speakers.

Table 13. Perceived Importance of City Attributes to its Identity

City Attribute	English	Spanish
	Count (*M*)	Count (*M*)
Residential Neighborhoods	419 (3.74)	54 (3.52)
Distinctive Districts	368 (2.83)	44 (3.32)
Commercial Areas	414 (3.17)	54 (3.76)
Bicycle Commuting Routes	411 (3.06)	54 (3.59)

Interestingly, 18 to 34 year old survey respondents provide the <u>lowest</u> average rating (*M*= 3.18, *n*= 85) of the importance of the multi-use trail system to Fullerton's identity, one hundredth point below survey respondents 65 and older (*M*= 3.19, *n*= 80). Respondents in all other age categories provide higher average ratings.   The perceived importance of the multi-use trail system is highest (*M*= 3.53, *n*= 183) among those 35 to 54 years of age, diminishing somewhat to (*M*= 3.31, *n*= 85) among those 55 to 64; *F* (3, 429) = 4.579, *p* < .005. Finally, Fullerton's commercial areas are regarded as more important to the city's identity by survey respondents in the lowest income category (less than $40,000 annually; *M*= 3.59, *n*= 92) than in all other; *F* (3, 336) = 7.232, *p* < .001.

Public Perceptions of the Condition of the City's Infrastructure

Figure 8 illustrates the mean public ratings of four elements of infrastructure in the City of Fullerton. Note that these ratings fall into a narrow range between 2.48 and 2.83, where 2= "Fair Condition," and 3= "Good Condition." Again, the metric has been compressed in Figure 8 to emphasize the small differences between these ratings.   No significant difference in these ratings by gender, language of interview, total annual household income, education or age group is observed.

Figure 8 Public Perception of the Condition of Fullerton's Infrastructure
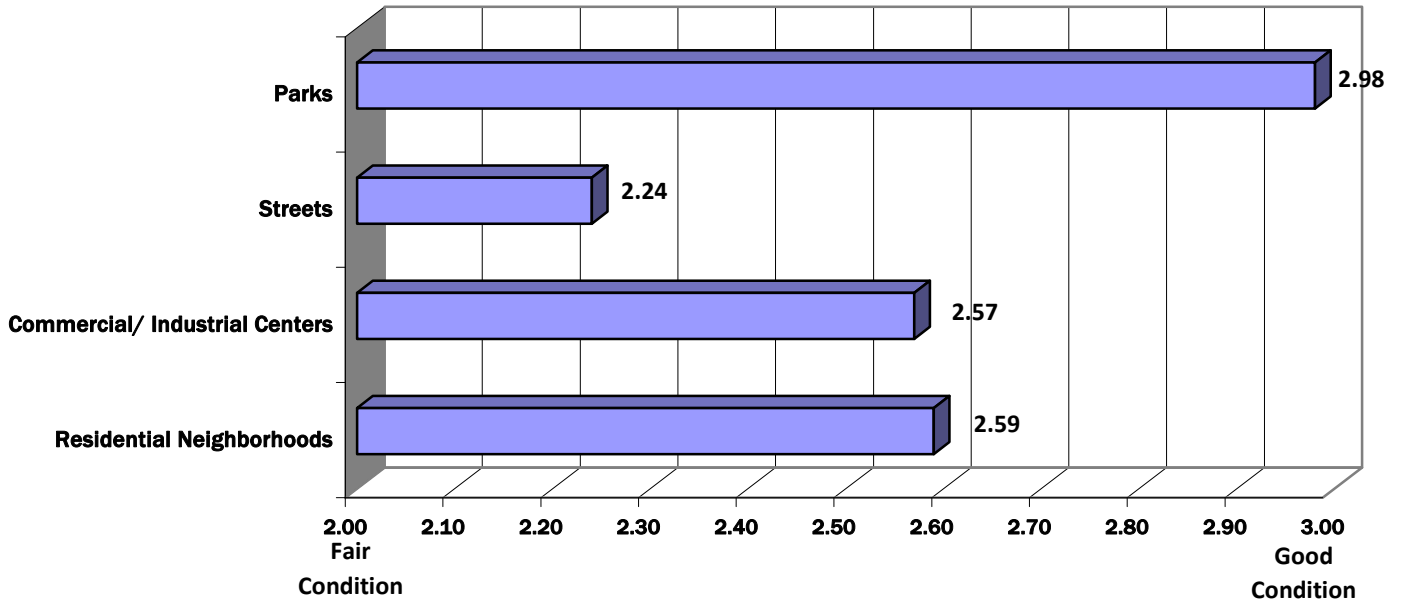
In a subsequent question, respondents were asked, "Choosing between Streets, Residential Neighborhoods, Commercial/ Industrial Centers and Parks, what do you think the City's top priority should be? Should the City focus on redeveloping, repairing or replacing 1) Streets, 2) Residential Neighborhoods, 3) Commercial/ Industrial Centers or 4) Parks? This question was repeated, this time soliciting opinion regarding the city's lowest priority. Table 14 depicts these results.

Table 14. Public Priorities for Redevelopment, Repairs or Replacement

Infrastructure Element	Top Priority Count (%)	Lowest Priority Count Count (%)
Streets	200 (44.1)	32 (7.4)
Residential Neighborhoods	141 (31.1)	58 (13.4)
Parks	68 (15.0)	99 (22.9)
Commercial/ Industrial Centers	45 (9.9)	244 (56.4)

Willingness to Pay for City Improvements

In response to the question "How much would you be willing to pay so that the city can make improvements?" just less than a third (*n*= 135, 31.2%) of the 433 survey respondents who answered the question said they would not be willing to pay any amount to improve these elements of the city. On the other end of the spectrum, 60 (13.9%) survey respondents are willing to pay between $40 and $100 or more per year. The full distribution of replies is depicted by Table 15.

Table 15. How much would you be willing to pay so the city can make the improvements?

Category	Count (%)
Nothing	135 (31.2)
Less than $20 per year	67 (15.5)
Between $20 and $39 per year	71 (16.4)
Between $40 and $59 per year	60 (13.9)
Between $60 and $79 per year	15 (3.5)
Between $80 and $99 per year	25 (5.8)
$100 or more per year	60 (13.9)

As one might expect, the amount survey respondents are willing to pay for improvements is highly associated with their total annual household income. The proportion willing to pay, "Nothing" diminishes from 34.9% of those reporting an annual income less than $40,000 to 19.2% of those earning $125,000 or more per year. Conversely, the proportion willing to pay, "$100 or more per year" increases from 11.1% of those reporting an annual income less than $40,000 to 46.7% of those earning $125,000 or more per year; x^2 (18, N=321) = 45.273, $p <. 001$.

Final Issues

Finally, survey respondents identified the specific issues they are concerned about that were not addressed by the survey questionnaire. One hundred eighty-three (38.5%) respondents identified at least one issue that (in their view) was not addressed during the telephone interview. Of these, 170 identified one issue, 11 identified two, and two respondents identified three specific issues. Table 16 presents categories of specific issues in descending order of frequency. The five issue categories most frequently identified include concerns about alcohol outlets in the downtown area (*n*= 23; 11.6%), public safety and policing (*n*= 20; 10.1%), issues regarding development (*n*= 20; 10.1%), preservation of open space (*n*= 16; 8.1%), and streets/ infrastructure maintenance (*n*= 15; 7.6%).

Table 16. Other Specific Issues That Respondents Ask to be Addressed

Categories of Specific Issues to be Addressed	Count (%)
Negative comments associated with downtown/ Alcohol outlets	23 (11.6)
Public safety/ Crime and Policing	20 (10.1)
Over- and Under- development/ Crowding and poor planning	20 (10.1)
Preservation of open space/ Coyote Hills	16 (8.1)
Streets and Infrastructure maintenance	15 (7.6)
Traffic/ Congestion	13 (6.6)
Parking	12 (6.1)
Education/ Schools	10 (5.1)
Gangs/ Graffiti	9 (4.5)
Generic negative about city government/ City Council	6 (3.0)
Homelessness	6 (3.0)
Signage	6 (3.0)
Waste management and recycling services	5 (2.5)
Transportation needs/ Routes	5 (2.5)
Lack of recreation, cultural activities and/or entertainment	3 (1.5)
Other	29 (14.6)
Total	198 (100)

Specific issues categorized as, "Negative comments associated with downtown/ Alcohol outlets" include observations such as:

"Downtown drinking needs to be restricted."

"I am just concerned about getting rid of some of the bars in downtown Fullerton."

"The downtown area; It has been turned into the after-hours party and that needs to be addressed (nightclubs and bars) too much proliferation."

"They should do something about the strip in downtown Fullerton. There are way too many bars."

Comments classified as, "Public Safety/Crime and Policing" include:

"Crime."

"Fullerton could be better patrolled, more Fullerton PD officers checking neighborhoods at night."

"Fullerton should improve the police attendance records, and Fullerton's police should improve their responses to the calls, because there are too many delays on the calls."

"Hire more police officers to patrol more."

"Increase Police force."

Example comments regarding development, classified as, "Over- and Under- development/ Crowding and Poor Planning," are:

>
> *"I think the city should slow down overdevelopment of the city."*
>
> *"Rebuilding some older buildings; solar energy to our advantage."*
>
> *"Stop building, too much population and too much housing."*
>
> *"I think the city should not allow the developers to build bigger residential neighborhoods so the area wouldn't be overpopulated."*

Specific Issues categorized as "Preservation of open space/ Coyote Hills" include comments such as:

>
> *"Try to conserve the open space we have such as Coyote Hills. There shouldn't be more development in that area."*
>
> *"Saving Coyote Hills is a necessity and does not need further development."*
>
> *"Save Coyote Hills!"*

Observations that were included in the category, "Streets and Infrastructure maintenance" are exemplified by:

>
> *"Streets need to be fixed, too many pot holes. Some streets don't have stop signs which cause accidents."*
>
> *"The alleys in between houses need to be repaired."*
>
> *"Putting dividers on streets, it's a waste."*
>
> *"Parks should be little cleaner."*
>
> *"City lights don't light enough."*
>
> *"Streets poorly maintained…"*

Finally, the "other" category included comments such as,

"Better the job opportunities"

"City wide internet access"

"Continue to maintain a certain appearance throughout the city, have a cohesive look for all the city."

"Don't waste money"

"I would like to receive bulletins to inform me what is going on with the city."

"Libraries."

"More of better doctors…"

"Pay city employees more…"

SUMMARY AND CONCLUSIONS

These results depict a diverse and vibrant city with assets including historic buildings and homes, distinct residential neighborhoods, a variety of shopping and dining amenities, bustling commercial areas and coexisting family and young adult-oriented social environments. Property maintenance and the attractive appearance of the city's neighborhoods are integral to its identity. City services are perceived to be of high quality. The city's educational institutions are highly prized by most and many residents care deeply about the preservation of open space and the city's historic homes and buildings.   Health and medical services in the city are viewed as key to the quality of life.

As is the case in many cities in California and the nation, the most frequently mentioned challenge is crime. In Fullerton, this includes graffiti, gang activity and public nuisances emanating from the downtown bar scene. This concern is counterbalanced, however, by nearly one in ten responses to the "most valued attributes of the city" question citing its peaceful nature and public safety.

In spite of the problems associated with the downtown area, over one third (35.1%) of survey respondents "strongly agree" that development downtown should continue at the current pace. The type of development and provision for adequate policing downtown concern many residents. These data also reflect concern about the city's infrastructure, notably its streets, which are identified as the top priority for redevelopment, repair or replacement. City residents are apparently prepared to contribute to the

maintenance and repair of the city's infrastructure. More than one in ten (11.1%) of those reporting an annual income less than $40,000 report that they are willing to contribute "$100 or more per year" to infrastructure improvement; a proportion that increases to 46.7% of those earning $125,000 or more per year.

The highest priority with regard to resource use over the next twenty to thirty years is identified as water quality, followed by air quality. These priorities are related to concerns about overcrowding and overdevelopment. Clearly, development that preserves the city's character is highly desirable. The current update to the city's General Plan must strike a delicate balance these concerns and the imperative for economic development.

Partnerships between developers, realtors, engineers, conservation groups, and city planners will be required to promote smart growth and low impact development in the City of Fullerton. Moreover, good planning does not occur in a vacuum. Collaboration and cooperation with neighboring communities across municipal borders and with county agencies will be required. The extent to which the city's roadmap for future development and preservation of resources builds in these themes and balances the conflicting concerns articulated by city residents in this report will establish our collective trajectory over the next decade.

APPENDIX A

2008 Fullerton General Plan Update
Final Telephone Survey Questionnaire 4-18-08

SHELLO   Hello, I am calling on behalf of the City of Fullerton from the Social Science Research Center at CSU Fullerton. Have I reached [READ RESPONDENT'S TELEPHONE NUMBER]?

We're conducting a brief survey of Fullerton residents on behalf of the City of Fullerton. This is not a sales call.

SHEAD   Are you the head of this household or his or her spouse or domestic partner?

1.	YES	[SKIP TO IF18]
2.	NO	[CONTINUE]
7.	DON'T KNOW/ NO RESPONSE/	
9.	REFUSED	

SHEAD2   Is the head of the household or his or her spouse or domestic partner at home?

1.	YES	[SKIP TO IF18]
2.	NO	[CONTINUE]
7.	DON'T KNOW/ NO RESPONSE	
9.	REFUSED	

APPT   Is there a better time to call back to speak with the head of the household or her or his spouse or domestic partner?

1.	YES	[SCHEDULE]
2.	NO	

IF18   May I verify that you are 18 years of age or older?

1.	YES	[SKIPTO INTRO]
2.	NO - NOT 18	[CONTINUE]

NOT18   I'm sorry but our survey procedures require respondents to be 18 years of age or older. Thank you for your time.

INTRO1   I'm calling on behalf of the City of Fullerton to survey a random sample of residents on topics related to planning the city's future. Every city and county in California is required to have a General Plan, which is used to guide growth and development and to plan for the future. Fullerton's current General Plan was prepared in 1996 and is in the process of being updated. Your views as a city resident are very important to update the plan, and to inform city decision-makers of the community's vision for the future of Fullerton. Your opinions count, and your participation would be very useful.
[PRESS ANY KEY TO CONTINUE.]

INTRO2   The survey takes about 12 minutes to complete. You will remain anonymous to the extent permitted by law, and of course, you are free to decline to answer any survey question that you do not wish to answer. I should also mention that this call may be monitored by my supervisor for quality control purposes only.
 Is it all right to ask you these questions now?

          1.   YES   [SKIP TO CITY]
          2.   NO   [CONTINUE]

APPT   Is it possible to make an appointment to ask you the survey questions at a more convenient time?

          1.   YES   [SCHEDULE]
          2.   NO   [CONTINUE]

CITY   May I please verify that you reside in the City of Fullerton?

          1.   YES   [SKIP TO SHEAD]
          2.   NO   [CONTINUE]
          7.   DON'T KNOW/ NO RESPONSE
          9.   REFUSED

NOQUAL   I'm sorry, but we're interviewing only residents of the City of Fullerton at this time. Thank you. Goodbye.

Q1   Let me begin by asking about the top two or three things you <u>value</u> <u>most</u> about the City of Fullerton. These might be your favorite things about the city, or the reasons you moved here or stay here now.

       1.   SPECIFY>
       2.   SPECIFY>
       3.   SPECIFY>
       7.   DON'T KNOW/ NO RESPONSE
       9.   REFUSED

Q2   In your view, what are the top two or three <u>problems</u> or <u>challenges</u> the city faces today?

       1.   SPECIFY>
       2.   SPECIFY>
       3.   SPECIFY>
       7.   DON'T KNOW/ NO RESPONSE
       9.   REFUSED

Q3   How do you rate the quality of [INSERT SERVICE] in the City of Fullerton?

       a.   City Government Services
       b.   Police Services
       c.   Fire Protection Services
       d.   Public Schools

          1.   Very low,
          2.   Somewhat low quality
          3.   Somewhat high, or
          4.   Very high quality?
          7.   DON'T KNOW/ NO RESPONSE
          9.   REFUSED

TRANS1   Now I'm going to ask how important a number of characteristics and services in the City of Fullerton are to your personal quality of life. For each one that's at least somewhat important, I'll ask how satisfied you are at this time with that characteristic or service.

Q4   So let's begin. How important to your quality of life is [INSERT "a" through
            "q"] in the City of Fullerton? Is this…
            [RANDOMIZE PRESENTATION]

            a.   Parks and Open Space
            b.   Recreation Programs
            c.   Community Events
            d.   Shopping and Entertainment
            e.   Job Opportunities
            f.   Housing Choices
            g.   Transportation Options
            h.   Child Care Options
            i.   Multi-use Recreational Trail System (hiking, biking and equestrian)
            j.   Bicycle commuting routes
            k.   The Arts
            l.   Education
            m.   Attractive Appearance of the City in general?
            n.   Attractive Appearance of your neighborhood?
            o.   Sense of Community
            p.   Traffic, in General
            q.   Health and Medical Services (Public and Private)

                    1.   Not important at all
                    2.   Somewhat unimportant
                    3.   Somewhat important, or
                    4.   Very important to your quality of life?
                    7.   DON'T KNOW/ NO RESPONSE
                    9.   REFUSED

[FOR EACH RATING OF "3" OR "4" ON Q4a THROUGH Q4m, ASK:]
Q5.   How satisfied are you at this time with [INSERT Q4 ELEMENT] in the City
            of Fullerton? Are you…

            1.   Very dissatisfied
            2.   Somewhat dissatisfied
            3.   Somewhat satisfied, or
            4.   Very satisfied?
            7.   DON'T KNOW/ NO RESPONSE
            9.   REFUSED

TRANS2   State law requires the City of Fullerton to address housing needs at all income levels within the City. This includes "affordable" and "workforce" housing, which usually require some kind of government subsidy to be sold or rented for less than the market rate.

Q6.   Please tell me whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree with the idea that each of the following should take responsibility for affordable housing in the City of Fullerton...

      a.   <u>Only</u> private developers
      b.   Private developers <u>with</u> city assistance
      c.   <u>Only</u> the city

      1.   STRONGLY DISAGREE
      2.   SOMEWHAT DISAGREE
      3.   SOMEWHAT AGREE
      4.   STRONGLY AGREE
      7.   DON'T KNOW/ NO RESPONSE
      9.   REFUSED

Q7.   To what extent do you agree with the following statement: "Development in the city's downtown area should continue at its current pace."

           Do you…

      1.   Strongly disagree
      2.   Somewhat disagree
      3.   Somewhat agree, or
      4.   Strongly agree that development downtown should continue at its current pace?
      7.   DON'T KNOW/ NO RESPONSE
      9.   REFUSED

Q8.   There are many ways for people to get from place to place in Fullerton. How important are each of the following transportation routes to you or your family's ability to get around in Fullerton?

                 Would you say [INSERT TRANSPORTATION OPTION] are…

                 a.   Bus Routes
                 b.   Automobile Routes
                 c.   Bike Routes
                 d.   Pedestrian Routes
                 e.   Train Routes
                 f.   Recreational Trails

                         1.   Not important at all,
                         2.   Somewhat unimportant,
                         3.   Somewhat important, or
                         4.   Very important?
                         7.   DON'T KNOW/ NO RESPONSE
                         9.   REFUSED

Q9   Cities are required to address the use of resources over the next 20 to 30 years in their General Plans. With this in mind, how do you prioritize each of the following? Is [INSERT RESOURCE NAME] a…

                 a.   Energy Use
                 b.   Water Consumption
                 c.   Water Quality
                 d.   Air Quality
                 e.   Recycling Programs

                         1.   Very low priority, a
                         2.   Somewhat low priority, a
                         3.   Somewhat high priority, or a
                         4.   Very high priority for the City of Fullerton over the next 20 to 30 years?
                         7.   DON'T KNOW/ NO RESPONSE
                         9.   REFUSED

Q10   Now I'd like to know how important each of the following is to Fullerton's identity as a distinct city. Please rate each as "Not important at all," "Somewhat unimportant," "Somewhat important," or "Very Important" to Fullerton's identity. Let's start with…
             [RANDOMIZE ORDER OF PRESENTATION]

             a.   Historic Resources (Districts, Buildings and Residences)
             b.   Open Space (Gathering space, Parks, and places like Coyote Hills and greenbelts)
             c.   Horse Properties
             d.   "Small Town" Feel
             e.   Signage (Entry Monuments, Districts, Businesses, Etc.)
             f.   Having Distinctive Districts
             g.   Having a Unique or Historic Downtown
             h.   Community Events
             i.   Residential Neighborhoods
             j.   Commercial Areas
             k.   The Arts
             l.   Education
             m.   Multi-use Recreational Trail System (Hiking, biking and equestrian)
             n.   Bicycle commuting routes
             o.   The way property is maintained (Property Maintenance)

                      1.   NOT IMPORTANT AT ALL
                      2.   SOMEWHAT UNIMPORTANT
                      3.   SOMEWHAT IMPORTANT
                      4.   VERY IMPORTANT
                      7.   DON'T KNOW/ NO RESPONSE
                      9.   REFUSED

TRANS3   Thanks so much for your patience thus far. Now we have just a few questions about different areas in the City of Fullerton.

Q11   Would you say that [INSERT ITEM] in the City of Fullerton are in…

       a.   Streets
       b.   Residential Neighborhoods
       c.   Commercial/ Industrial Centers
       d.   Parks

1. Poor Condition
2. Fair Condition
3. Good Condition, or
4. Excellent Condition?
7. DON"T KNOW/ NO RESPONSE
9. REFUSED

Q12   Choosing between Streets, Residential Neighborhoods, Commercial/ Industrial Centers, and parks, what do you think the City's top priority should be? Which ONE should the City focus on redeveloping, repairing or replacing?

1. Streets
2. Residential Neighborhoods
3. Commercial/ Industrial Centers or
4. Parks?
7. DON'T KNOW/ NO RESPONSE
9. REFUSED

Q13   Now, which of these should be the City's lowest priority for redevelopment, repairs or replacement?

1. Streets
2. Residential Neighborhoods
3. Commercial/ Industrial Centers or
4. Parks?
7. DON'T KNOW/ NO RESPONSE
9. REFUSED

Q14   How much would you be willing to pay so that the city can make these improvements? Would you say…

               1.   Nothing
               2.   Less than $20 per year
               3.   Between $20 and $39 per year
               4.   Between $40 and $59 per year
               5.   Between $60 and $79 per year
               6.   Between $80 and $99 per year
               7. $100 or more per year
               77.   DON'T KNOW/ NO RESPONSE
               99.   REFUSED

OPEN We're very near the end of this survey now. Are there any specific issues that have not been addressed that you think the City of Fullerton must consider as it updates its General Plan?
[IF NECESSARY, INFORM RESPONDENT: I HAVE ROOM TO RECORD ONLY ONE BRIEF SENTENCE HERE]
               1.   YES   (SPECIFY>)
               2.   NO
               7.   DON'T KNOW/ NO RESPONSE
               9.   REFUSED

TRANS4   The next few questions are for classification purposes only. Please remember that your responses will remain entirely anonymous.

Q15   Politically, do you consider yourself to be...

           1.   Very liberal
           2.   Somewhat liberal
           3.   Middle-of-the-road
           4.   Somewhat conservative, or
           5.   Very conservative?
           7.   DON'T KNOW/ NO RESPONSE
           9.   REFUSED

Q16   Are you registered to vote as a Democrat, Republican, with another political
           party, registered with no party affiliation, or are you not registered to vote?

           1.   DEMOCRAT
           2.   REPUBLICAN
           3.   OTHER PARTY AFFILIATION (SPECIFY)
           4.   REGISTERED, NO PARTY AFFILIATION
           5.   NOT REGISTERED TO VOTE
           7.   DON'T KNOW/ NO RESPONSE
           9.   REFUSED

Q17   Which of the following best describes your present situation? Are you...
           [CHECK ALL THAT APPLY]

           1.   Retired
           2.   A student
           3.   A homemaker [NOT EMPLOYED OUTSIDE THE HOME]
           4.   Disabled,
           5.   Currently employed full time,
           6.   Currently employed part time,
           7.   Self-employed, or
           8.   Currently unemployed, laid off, or looking for work?
           77.   DON'T KNOW
           99.   REFUSED

Q18   If you work outside of the home, how much total time, on the average, do you
           spend commuting to and from work each day?

           1.   AVERAGE TOTAL TIME: HOURS _____ MINUTES _____
           2.   DON'T WORK OUTSIDE HOME
           7.   DON'T KNOW/ NO RESPONSE
           9.   REFUSED

Q19   What was the last grade in school that you completed?

           1.   Less than high school diploma/GED
           2.   High school diploma/GED
           3.   Some college, no degree
           4.   Associate degree
           5.   Bachelor's degree
           6.   A graduate or professional degree (i.e. Teaching Credential, Masters, Ph.D., JD)
           7.   DON'T KNOW/ NO RESPONSE
           9.   REFUSED

Q20   Where do you get most of your news and information about issues and events in the City of Fullerton? Would you say …

           1.   Newspapers (SPECIFY)
           2.   Television (SPECIFY)
           3.   Talking to people
           4.   Radio (SPECIFY)
           5.   Magazines and newsletters, or (SPECIFY)
           6.   the Internet? (SPECIFY)
           7.   DON'T KNOW/ NO RESPONSE
           9.   REFUSED

Q21   In what year were you born?

           1.   19__
           7.   DON'T KNOW/ NO RESPONSE
           9.   REFUSED

Q22   In your household, how many people are in each of the following age groups?

           a.   Under the age of 12
           b.   Ages 12 to 17
           c.   Ages 18 to 29
           d.   Ages 30 to 64
           e.   Age 65 or older
                   1.   SPECIFY NUMBER>
                   77.   DON'T KNOW / NO RESPONSE
                   99.   REFUSED

Q23   How do you describe your race or ethnicity? Are you…

1.   Asian (SPECIFY:_____)
2.   Black or African American
3.   Caucasian or White
4.   Hispanic or Latino
5.   Other (SPECIFY:_____)
7.   DON'T KNOW
9.   REFUSED

[ASK IF INTERVIEW IS IN SPANISH, ELSE SKIP TO Q25]
Q24   How do you rate your own ability to speak English?

1.   Not at all
2.   Poor
3.   Fair
4.   Good
5.   Excellent
7.   DON'T KNOW/ NO RESPONSE
9.   REFUSED

Q25   Lastly, which of the following categories best describes your total household
             or family income before taxes, from all sources?

1.   Under $20,000
2. $20,000 TO $29,999
3. $30,000 TO $39,999
4. $40,000 TO $49,999
5. $50,000 TO $59,999
6. $60,000 TO $69,999
7. $70,000 TO $79,999
8. $80,000 TO $89,999
9. $90,000 TO $99,999
10. $100,000 TO $124,999
11. $125,000 TO $149,999
12. $150,000 TO $174,999
13.   Over $175,000
77.   DON'T KNOW/ NO RESPONSE
99.   REFUSED

CONCLUDE   OK, Thank you. That concludes the City of Fullerton General Plan survey.
              Your participation is deeply appreciated.

[INTERVIEWER: CODE GENDER, LANGUAGE OF INTERVIEW, LEVEL OF
COOPERATION]

"2008 City of Fullerton General Plan Update Telephone Survey"
Final Spanish Questionnaire 4-18-08

SHELLO   Hola, estoy llamando de parte de la Ciudad de Fullerton desde el Centro de
          Estudios Sociales en la Universidad del Estado de California en Fullerton.
          ¿Me he comunicado al [READ RESPONDENT'S TELEPHONE NUMBER]?

          Estamos conduciendo un breve estudio científico de los residentes de Fullerton
          de parte de la ciudad de Fullerton. Esta no es una llamada de venta.

CITY   ¿Puedo verificar que vive en la Ciudad de Fullerton?

          1.   SI   [SKIP TO SHEAD]
          2.   NO   [CONTINUE]
          7.   NO SABE/NO DIO RESPUESTA
          9.   SE NEGO A RESPONDER

NOQUAL   Disculpe pero esta en este momento solamente estamos entrevistando a
          residentes de la Ciudad de Fullerton. Gracias por su tiempo.

SHEAD   ¿Es usted el/la señor/a de la casa?

          1.   SI   [SKIP TO IF18]
          2.   NO   [CONTINUE]
          7.   NO SABE/NO DIO RESPUESTA
          9.   SE NEGO A RESPONDER

SHEAD2   ¿Me podría comunicar con el señor o la señora de la casa o su socio
          domestico?

          1.   SI   [SKIP TO IF18]
          2.   NO   [CONTINUE]
          7.   NO SABE/NO DIO RESPUESTA
          9.   SE NEGO A RESPONDER

APPT   ¿Me podría sugerir otra hora más conveniente para comunicarme con el señor
            o la señora de la casa o su socio domestico?

            1.   SI   [SCHEDULE]
            2.   NO

IF18   ¿Puedo verificar que tiene 18 años de edad o más?

            1.   SI   [SKIPTO INTRO]
            2.   NO - NOT 18   [CONTINUE]

NOT18   Disculpe, pero las reglas de nuestra encuesta requiere que los participantes
            tengan 18 años de edad o más. Gracias por su tiempo.
            PRESS '1' TO END CALL

INTRO1   Estoy llamando de parte de la Ciudad de Fullerton para conducir una encuesta
            a una muestra de residentes escogida al azar sobre temas relacionados con
            planear el futuro de la ciudad. Cada ciudad y condado en California se requiere
            tener un plan general, que será utilizado para dirigir crecimiento y el desarrollo
            para planear por el futuro. El plan general de Fullerton fue preparado en 1996
            y esta en curso de ser actualizado. Sus opiniones como residente de la ciudad
            son muy importantes para actualizar el plan e informar a los responsables de la
            ciudad la visión de la comunidad para el futuro de Fullerton. Sus opiniones
            cuentan y su participación será muy útil.

            Esta encuesta toma menos de 12 minutos para completar. Su identidad y
            respuestas permanecerán completamente confidenciales, y desde luego, usted
            es libre de negarse a contestar cualquiera de las preguntas de la encuesta.
            También quisiera mencionar que esta llamada podría ser examinada por mi
            supervisor solamente con el propósito de mantener un control de calidad. ¿Le
            puedo hacer las preguntas ahora?

            1.   SI   [SKIP TO CITY]
            2.   NO   [CONTINUE]

APPT   ¿Me podría sugerir otra hora más conveniente en la que yo le pudiera hacer las
                preguntas de la encuesta?

                1.   SI   [SCHEDULE]
                2.   NO   [CONTINUE]

Q1   Comenzare por preguntarle por las primeras dos o tres cosas que usted valora
                mas sobre la Ciudad de Fullerton. Estas pueden ser sus cosas favoritas de la
                ciudad, o razones por cual usted se mudo aquí o vive aquí ahora.

                1.   SPECIFIQUE>
                2.   SPECIFIQUE >
                3.   SPECIFIQUE >
                7.   NO SABE/NO DIO RESPUESTA
                9.   SE NEGO A RESPONDER

Q2   En su opinión, cuales son los primeros dos o tres problemas o desafíos que
                enfrenta la ciudad en el presente.

                1.   SPECIFIQUE >
                2.   SPECIFIQUE >
                3.   SPECIFIQUE >
                7.   NO SABE/NO DIO RESPUESTA
                9.   SE NEGO A RESPONDER

Q3   ¿Como clasifica la calidad de los siguientes servicios en la Ciudad de
                Fullerton?

                a.   Servicios de gobierno de la ciudad
                b.   Servicios de policía
                c.   Servicios de protección de incendios
                d.   Escuelas Publicas

                        1.   Muy baja,
                        2.   Algo baja
                        3.   Algo alta, o
                        4.   Muy alta calidad?
                        7.   NO SABE/NO DIO RESPUESTA
                        9.   SE NEGO A RESPONDER

TRANS1   Ahora voy a preguntar que tan importante son varias características y servicios
                en la Ciudad de Fullerton son para su calidad de vida personal. Por cada una
                que diga que por lo menos es algo importante, le preguntare que tan satisfecho

esta en este instante con esa característica o servicio.

Q4   Comencemos. ¿Que tan importante para su calidad de viva son [INSERT "a"
              through "q"] en la Ciudad de Fullerton? Es esto…
              [RANDOMIZE PRESENTATION]

              a.   Parques y Espacio Abierto
              b.   Programas de Recreación
              c.   Eventos Comunitarios
              d.   Compras y Entretenimiento
              e.   Oportunidades de trabajo
              f.   Opciones de Viviendas
              g.   Opciones de Transportación
              h.   Opciones del cuidado de niño
              i.   Multi-util Sistema Ruta Recreativo (excursionismo, biking y caballista)
              j.   Rutas de viaje para bicicletas
              k.   Las Artes
              l.   Educación
              m.   La Apariencia atractiva de la ciudad en general?
              n.   La Apariencia atractiva de su vecindad?
              o.   El sentido de la Comunidad
              p.   Trafico, en General
              q.   Salud y Servicios Médicos (Públicos y Privados)

                      1.   Para nada importante
                      2.   No muy importante
                      3.   Algo importante, o
                      4.   Muy importante para su calidad de vida?
                      7.   NO SABE/NO DIO RESPUESTA
                      9.   SE NEGO A RESPONDER

[FOR EACH RATING OF "3" OR "4" ON Q4a THROUGH Q4m, ASK:]
Q5.   Que tan satisfecho esta usted en este instante con [INSERT Q4 ELEMENT]?
              Esta usted…

                      1.   Muy insatisfecho
                      2.   Algo insatisfecho
                      3.   Algo satisfecho, o
                      4.   Muy satisfecho en este instante con este aspecto de la Ciudad de

Fullerton
7.   NO SABE/NO DIO RESPUESTA
9.   SE NEGO A RESPONDER

TRANS2   La ley del estado requiere que la Ciudad de Fullerton trate las necesidades de viviendas en todos los niveles de ingresos dentro de la ciudad. Esto incluye viviendas "económicas" y "fuerza de trabajo" que generalmente requieren una cierta clase de subsidio del gobierno para poder ser vendidas o alquiladas por menos de la tarifa del mercado.

Q6.   Por favor dígame que tan de acuerdo o desacuerdo esta usted con la idea que cada uno de los siguientes debe tomar la responsabilidad de viviendas económicas en la Ciudad de Fullerton.

     a.   Solamente promotores privados
     b.   Promotores privados con la asistencia de la ciudad
     c.   <u>Solamente</u> la ciudad

     Esta…

         1.   Completamente desacuerdo
         2.   Algo desacuerdo
         3.   Algo de acuerdo, o
         4.   Completamente de acuerdo que este/ estos grupo(s) debe(n) tomar la responsabilidad de viviendas económicas?
         7.   NO SABE/NO DIO RESPUESTA
         9.   SE NEGO A RESPONDER

Q7.   Hasta cual cierto punto esta de acuerdo con la siguiente declaración: "El desarrollo en el centro de la ciudad debería continuar en su paso actual."

     Esta…

         1.   Completamente desacuerdo
         2.   Algo desacuerdo
         3.   Algo de acuerdo, o
         4.   Completamente de acuerdo que el desarrollo del centro de la ciudad debe continuar en su paso actual.
         7.   NO SABE/NO DIO RESPUESTA
         9.   SE NEGO A RESPONDER

Q8.   Hay muchas maneras para la gente para llegar a un sitio a otro en Fullerton.
             Que tan importante son las siguientes rutas de transportación para la capacidad
             de usted o su familia de ir a un sitio a otro en Fullerton? Diría…

             a.   Rutas de Autobús
             b.   Rutas de Carros
             c.   Rutas de Bicicleta
             d.   Rutas para Peatones
             e.   Rutas de Trenes
             f.   Rutas de Recreación.

                      1.   Para nada importante
                      2.   No muy importante,
                      3.   Algo importante, o
                      4.   Muy importante?
                      7.   NO SABE/NO DIO RESPUESTA
                      9.   SE NEGO A RESPONDER

Q9   Las ciudades son requeridas que traten el uso de recursos durante los próximos
             20 a 30 anos en su plan general. Con esto en mente, ¿que prioridad le da usted
             a cada uno de los siguientes? Es un…

             a.   Uso de Energía
             b.   Consumo de Agua
             c.   Calidad de Agua
             d.   Calidad del Aire
             e.   Programas de Reciclaje

                      1.   Muy baja prioridad,
                      2.   Prioridad baja
                      3.   Prioridad alta, o
                      4.   Alta prioridad para la Ciudad de Fullerton durante los próximos
                               20 a 30 anos?
                      7.   NO SABE/NO DIO RESPUESTA
                      9.   SE NEGO A RESPONDER

Q10   Ahora quisiera saber que tan importante son cada uno de los siguientes para la

identidad de Fullerton como ciudad distinta. Clasifique por favor cada opción como Para nada importante, No muy importante, Algo importante, o Muy importante. Para la identidad de Fullerton. Comencemos con…
[RANDOMIZE ORDER OF PRESENTATION]

a.   Recursos Históricos (Distritos, Edificios y Residencias)
b.   Espacio abierto (Espacio para reuniones, Parques, y lugares como Coyote Hills y greenbelts)
c.   Propiedades de caballos
d.   Sensación de "ciudad pequeña"
e.   Letreros (Monumentos en entradas, Distritos, Negocios, Etc.)
f.   Tener distritos distintivos
g.   Tener un centro de la ciudad único o centro de la ciudad histórico
h.   Eventos comunitarios
i.   Vecindades residenciales
j.   Áreas comerciales
k.   Los artes
l.   Educación
m.   Multi-util Sistema Ruta Recreativo (excursionismo, biking y caballista)
n.   Rutas de viaje para bicicletas
o.   La manera que la propiedad es mantenida (Mantenimiento de propiedad)

1.   Para nada importante
2.   No muy importante,
3.   Algo importante, o
4.   Muy importante?
7.   NO SABE/NO DIO RESPUESTA
9.   SE NEGO A RESPONDER

TRANS3   Gracias por su paciencia hasta el momento. Ahora tenemos algunas preguntas sobre diferentes áreas en la Ciudad de Fullerton.

Q11   Diría usted que [INSERT ITEM] en la Ciudad de Fullerton están en…

a.   Calles
b.   Vecindades residenciales
c.   Centros industriales y comerciales
d.   Parques

1. Pobre Condición
2. Justa Condición
3. Buena Condición, o
4. Excelente Condición?
7. NO SABE/NO DIO RESPUESTA
9. SE NEGO A RESPONDER

Q12   Eligiendo entre calles, vecindades residenciales, Centros Industriales y Comerciales y parques, Cual debería se la mas alta prioridad de la ciudad? Debería la ciudad enfocarse en reconstruir, reparación o sustituir…

1. Calles
2. Vecindades residenciales
3. Centros industriales y comerciales
4. Parques?
7. NO SABE/NO DIO RESPUESTA
9. SE NEGO A RESPONDER

Q13   Ahora, ¿Cuales de las siguientes deberían de ser la prioridad mas baja de la ciudad para reconstruir, reparación o sustituir?

1. Calles
2. Vecindades residenciales
3. Centros industriales y comerciales
4. Parques?
7. NO SABE/NO DIO RESPUESTA
9. SE NEGO A RESPONDER

Q14   ¿Con cuanto estaría dispuesto(a) a pagar para que la ciudad pueda hacer estos mejoramientos? Diría…

1. Nada
2. Menos de $20 por año
3. Entre $20 y $39 por año
4. Entre $40 y $59 por año
5. Entre $60 y $79 por año
6. Entre $80 y $99 por año
7. $100 o mas por año
77. NO SABE/NO DIO RESPUESTA
99. SE NEGO A RESPONDER

OPNEND   Ahora estamos muy cerca del final de la encuesta ¿Hay algunos temas específicos que no hablamos y que cree que la Ciudad de Fullerton debe considerar en curso de ser el plan general actualizado?
[IF NECESSARY, INFORM RESPONDENT: I HAVE ROOM TO RECORD ONLY ONE BRIEF SENTENCE HERE]

    1.   SI   (SPECIFY>)
    2.   NO
    7.   NO SABE/ NO DIO RESPUESTA
    9.   SE NEGO A RESPONDER

TRANS4   Estas últimas preguntas son para el propósito de clasificación solamente. Recuerde que sus respuestas permanecerán completamente anónimas y confidenciales.

Q15   Políticamente, se considera ser:

    1.   Muy liberal
    2.   Algo liberal
    3.   En medio
    4.   Algo conservativo, o
    5.   Muy conservativo
    7.   NO SABE/ NO DIO RESPUESTA
    9.   SE NEGO A RESPONDER

Q16   Esta registrado para votar como Demócrata, Republicano, con otro partido político, registrado con ningún partido político, o no esta registrado para votar?

    1.   DEMOCRATA
    2.   REPUBLICANO
    3.   OTRO PARTIDO POLITICO (SPECIFY)
    4.   REGISTRADO, NO PARTIDO POLITICO
    5.   NO REGISTRADO PARA VOTAR
    7.   NO SABE/ NO DIO RESPUESTA
    9.   SE NEGO A RESPONDER

Q17   ¿Cual de las siguientes mejor describe su situación? Usted esta...
[CHECK ALL THAT APPLY]

      1.   Retirado
      2.   Un estudiante
      3.   Una ama de casa [NOT EMPLOYED OUTSIDE THE HOME]
      4.   Deshabilitado(a),
      5.   Actualmente empleado(a), tiempo completo
      6.   Actualmente empleado(a), medio tiempo,
      7.   Trabaja por si mismo, o
      6.   ¿Actualmente desempleado(a), descansado(a), o buscando empleo?
      7.   NO SABE/ NO DIO RESPUESTA
      9.   SE NEGO A RESPONDER

Q18   Si trabaja fuera de la casa, cuanto tiempo total, en promedio, se pasa
manejando al trabajo y regreso cada día?

      1.   PROMEDIO TIEMPO: HORAS _____ MINUTOS _____
      2.   NO TRABAJA FUERA DE CASA
      7.   NO SABE/ NO DIO RESPUESTA
      9.   SE NEGO A RESPONDER

Q19   ¿Cual fue el último grado escolar que usted completo?

      1.   Menos del diploma de secundaria/GED
      2.   Se graduó de la secundaria/GED
      3.   Algo de colegio, pero no se graduó
      4.   Certificado de un colegio comunitario
      5.   Título de Bachillerato
      6.   Un título más avanzado que del Bachillerato (como Credencial para ser
maestro, Maestría o Doctorado)
      7.   NO SABE/ NO DIO RESPUESTA
      9.   SE NEGO A CONTESTAR

Q20 ¿Donde obtiene la mayoría de las noticias e información sobre los asuntos y eventos de la Ciudad de Fullerton? Usted diría que…

  1. Periódico (ESPECIFIQUE)
  2. Televisión (ESPECIFIQUE)
  3. Hablando con la gente
  4. La Radio (ESPECIFIQUE)
  5. Revistas y boletines (ESPECIFIQUE)
  6. ¿El Internet? (ESPECIFIQUE)
  7. NO SABE/ NO DIO RESPUESTA
  9. SE NEGO A CONTESTAR

Q21 ¿En que año nació?

  1. 19___
  7. NO SABE/NO DIO RESPUESTA
  9. SE NEGÓ A RESPONDER

Q22 ¿En su casa, cuánta gente está en cada uno de los grupos de la misma edad?

  a. Menos de 12
  b. Entre 12 y 17
  c. Entre 18 y 29
  d. Entre 30 y 64
  e. 65 anos o mayor

   1. SPECIFY NUMBER>
   7. NO SABE/NO DIO RESPUESTA
   9. SE NEGÓ A RESPONDER

Q23 ¿Como describe su raza o grupo étnico?

  1. Asiático (ESPECIFIQUE: _____)
  2. Negro o Afro Americano
  3. Caucáseo o Blanco
  4. Hispano o Latino
  5. Otro (ESPECIFIQUE: _____)
  7. NO SABE/ NO DIO RESPUESTA
  9. SE NEGO A CONTESTAR

[ASK IF INTERVIEW IS IN SPANISH, ELSE SKIP TO Q25]
Q24   ¿Como consideraría su habilidad de hablar el Ingles?

          1.   Excelente
          2.   Bueno
          3.   Justo
          4.   Pobre
          5.   Para nada
          7.   NO SABE/ NO DIO RESPUESTA
          9.   SE NEGO A CONTESTAR

Q25   ¿Por ultimo, cual de las siguientes categorías mejor describe el ingreso total de
               su hogar antes de los impuestos?

          11.   Menos de $20,000
          2. $20,000 A $29,999
          3. $30,000 A $39,999
          4. $40,000 A $49,999
          5. $50,000 A $59,999
          6. $60,000 A $69,999
          7. $70,000 A $79,999
          8. $80,000 A $89,999
          9. $90,000 A $99,999
          10. $100,000 A $124,999
          11. $125,000 A $149,999
          12. $150,000 A $174,999
          13.   Más de $175,000
          77.   NO SABE / NO DIO RESPUESTA
          99.   SE NEGO A CONTESTAR

CONCLUDE Gracias. Esto concluye la encuesta del plan general de la Cuidad de Fullerton.
               Estamos muy agradecidos por sus opiniones..

[INTERVIEWER: CODE GENDER, LANGUAGE OF INTERVIEW, LEVEL OF
COOPERATION]