

PUBLIC OUTLOOK ON QUALITY OF LIFE ISSUES IN SAN DIEGO

San Diego, CA – San Diegans are unequivocal when it comes to considering various aspects of quality of life in the region. Homelessness, affordable housing and the condition of roads and streets are all seen to be in rapid decline. Indeed, in ten out of eleven assessed quality-of-life areas, citizens are more likely to see conditions are getting worse rather than improving in the past few years.

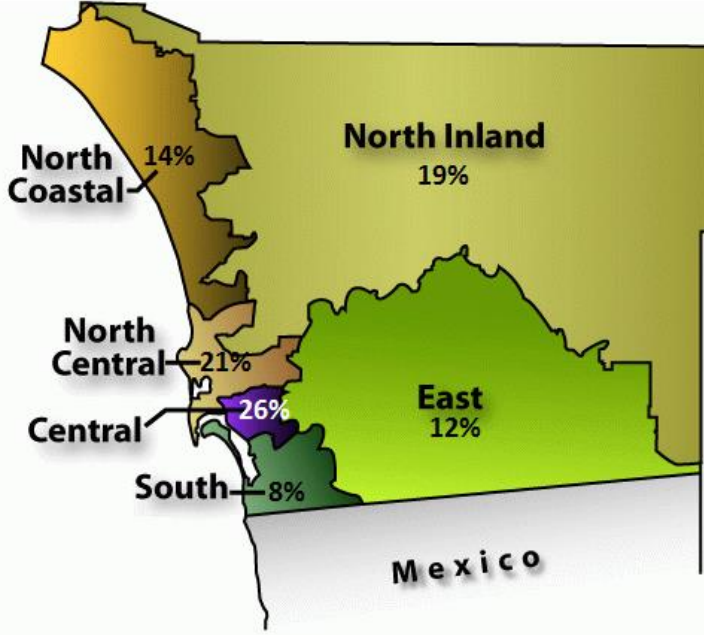
Research Methodology and Background

This county-wide Omnibus survey was designed and conducted by Probe Research via an online survey conducted between March 17th, 2017 and March 28th, 2017 among a representative sampling of 1,001 adults residing in San Diego County, California.

The sample of adult San Diego County residents who were invited to complete this survey is proportionate with known characteristics of the county adult population (based on 2010 U.S. Census Data). This includes 415 residents of the City of San Diego and 506 residents of other regions within San Diego County. Those invited to complete this survey were reflective of the gender, age and ethno-cultural composition of the county population.

As an online survey is a sample of convenience, no margin-of-error can be ascribed. However, a random and representative non-convenience sample of 1,001 adults would have a margin of error of ± 3.2 percentage points, 19 times out of 20. Minor statistical weighting was conducted to ensure that the sample of respondents closely reflect known demographic characteristics of the entire San Diego County adult population.

All data analysis was performed using SPSS statistical analysis software.



For more information on this research project, please contact:

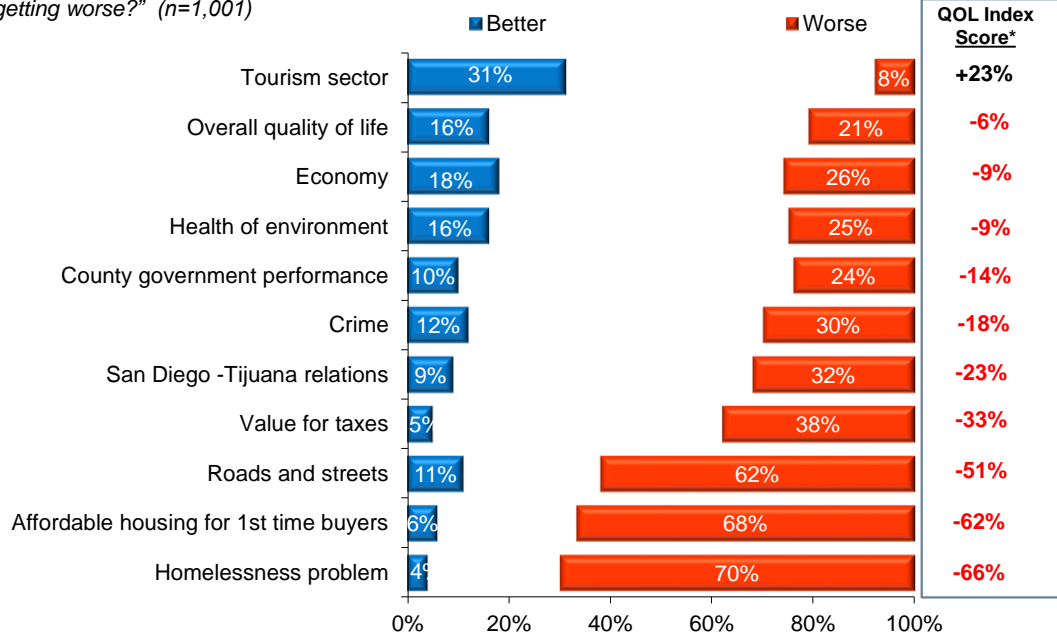
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Perceptions of Life in San Diego

"Thinking about life here in the San Diego region, how would you say things have been going over the past few years in each of the following area? Would you say that things have been getting better, staying about the same, or getting worse?" (n=1,001)



Base: All Respondents

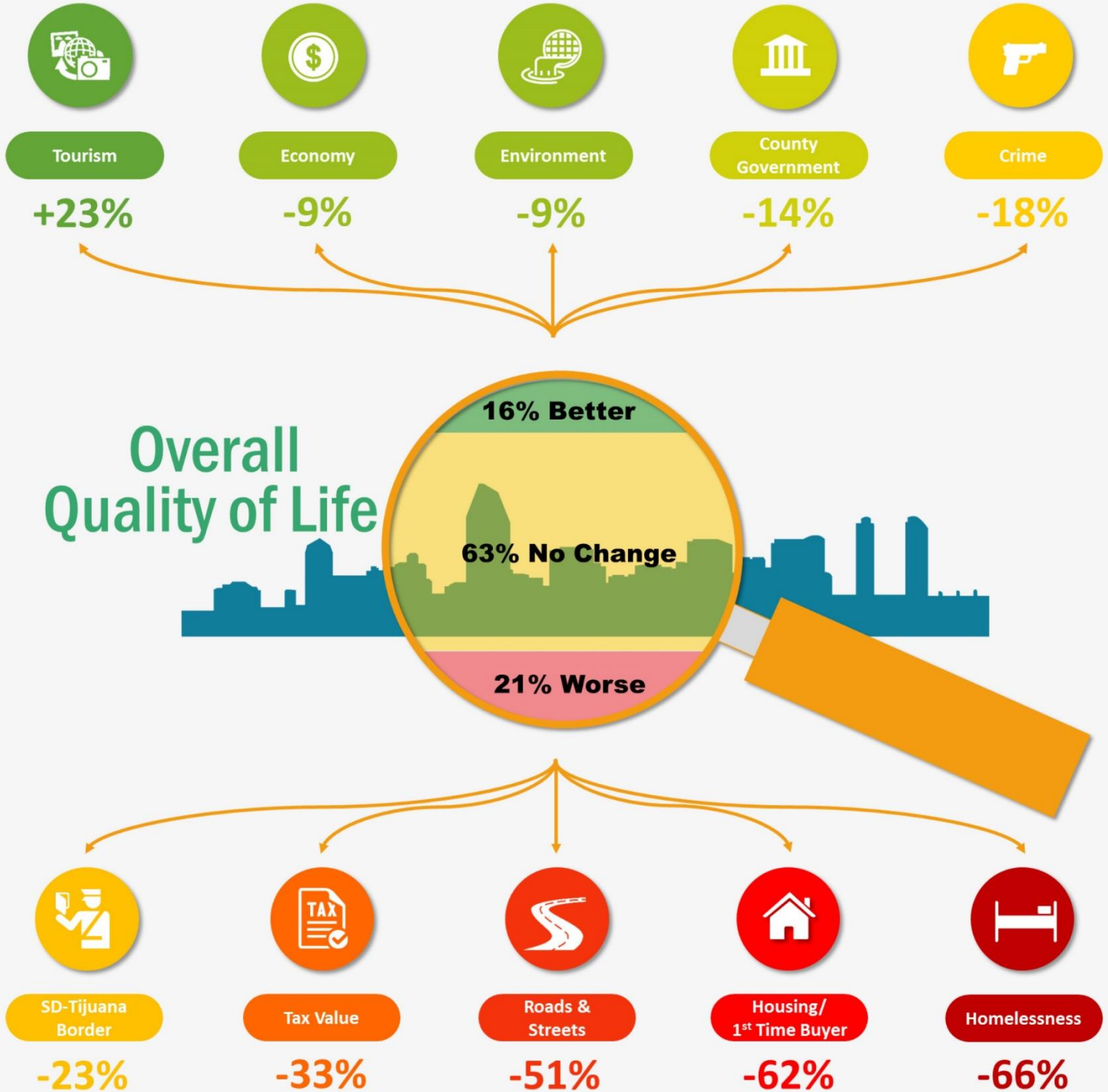
* Perception Score = "Better" - "Worse"

QOL INDEX ASSESSMENT SCORES									
- By Survey Sub-Populations -									
(Bases)	Total	REGION		GENDER		AGE			
		City	County	Men	Women	18-34	35-54	55+	
		(1001)	(415)	(586)	(499)	(502)	(353)	(360)	(288)
Tourism	+23%	+21%	+25%	+24%	+22%	+30%	+19%	+20%	
Overall quality of life	-6%	-5%	-6%	-1%	-10%	+15%	-15%	-19%	
Economy	-9%	-7%	-10%	0%	-17%	+3%	-13%	-19%	
Environment	-9%	-9%	-8%	-5%	-12%	-4%	-9%	-14%	
County government	-14%	-11%	-17%	-16%	-13%	-7%	-16%	-21%	
Crime	-18%	-13%	-22%	-11%	-26%	-6%	-23%	-28%	
San Diego – Tijuana relations	-23%	-22%	-24%	-22%	-23%	-16%	-24%	-30%	
Value for taxes	-33%	-29%	-36%	-34%	-32%	-17%	-40%	-44%	
Roads & Streets	-51%	-48%	-52%	-49%	-52%	-17%	-64%	-75%	
Affordable housing	-62%	-63%	-61%	-57%	-66%	-52%	-65%	-70%	
Homelessness	-66%	-68%	-65%	-63%	-69%	-55%	-68%	-78%	
(Bases)	Total	HOUSEHOLD INCOME					POLITICAL AFFILIATION		
		<\$35K	\$35-\$49K	\$50-\$74K	\$75-\$99K	\$100K+	Dem	Repub	Ind
		(1001)	(226)	(104)	(182)	(155)	(246)	(331)	(234)
Tourism	+23%	+20%	+23%	+19%	+24%	+29%	+22%	+29%	+21%
Quality of life	-6%	-11%	-8%	-12%	-4%	+2%	-3%	-12%	-6%
Economy	-9%	-14%	-18%	-17%	+3%	+2%	-8%	-10%	-11%
Environment	-9%	-23%	-7%	-3%	-7%	-3%	-10%	-9%	-8%
County government	-14%	-17%	-26%	-16%	-14%	-5%	-13%	-19%	-15%
Crime	-18%	-25%	-14%	-16%	-16%	-13%	-15%	-27%	-12%
San Diego – Tijuana relations	-23%	-28%	-33%	-16%	-25%	-20%	-16%	-30%	-24%
Value for taxes	-33%	-31%	-34%	-37%	-29%	-35%	-23%	-42%	-38%
Roads & Streets	-51%	-48%	-48%	-57%	-52%	-49%	-49%	-61%	-51%
Affordable housing	-62%	-53%	-67%	-67%	-60%	-60%	-60%	-60%	-65%
Homelessness	-66%	-71%	-75%	-74%	-66%	-51%	-62%	-69%	-69%

Highlighted figures = most positive perception scores within that sub-population
Perception Scores: "Getting better" – "Getting worse"

Public Outlook on Quality of Life in San Diego County

- Index scores calculated by subtracting % indicating "worse" from those indicating "better". -



Source: This county-wide Omnibus survey was designed and conducted online by Probe Research between March 17th, 2017 and March 28th, 2017 among a representative sampling of 1,001 adults residing in San Diego County, California.