



COMMUNITY OPINION SURVEY
SUMMARY REPORT

PREPARED FOR THE
CITY OF SAN JOSÉ



OCTOBER 2023



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INTRODUCTION

Encompassing 178 square miles in the heart of Silicon Valley and currently home to an estimated 959,256 residents¹, the City of San José is the nation's 12th largest city and one of the most diverse demographically. The City's mission is to provide quality public services, facilities, and opportunities that create, sustain, and enhance a safe, livable, and vibrant community for its diverse residents, businesses, and visitors.

As part of its commitment to provide high quality services and responsive local governance, the City of San José engages its residents on a daily basis and receives regular feedback on issue, policy, and performance matters. Although these informal feedback mechanisms are a valuable source of information for the City in that they provide timely and accurate information about the opinions of specific residents, it is important to recognize that they do not necessarily provide an accurate picture of the community as a whole. For the most part, informal feedback mechanisms rely on the resident to initiate feedback, which creates a self-selection bias—the City receives feedback only from those residents who are motivated enough to initiate the feedback process. Because these residents tend to be either *very* pleased or *very* displeased with the service they have received, their collective opinions are not necessarily representative of the City's resident population as a whole.

PURPOSE OF STUDY The motivation for the current study was to design and employ a methodology that would avoid the self-selection bias noted above and thereby provide the City with a *statistically reliable* understanding of its residents' satisfaction, priorities, and concerns as they relate to services, facilities, and policies provided by the City. Ultimately, the survey results and analyses presented in this report provide the San José City Council and staff with information that can be used to make sound, strategic decisions in a variety of areas including service improvements and enhancements, measuring and tracking internal performance, strategic planning, budgeting, policymaking, and community engagement.

To assist in this effort, the City selected True North Research (True North) to design the research plan and conduct the study. Broadly defined, the study was designed to:

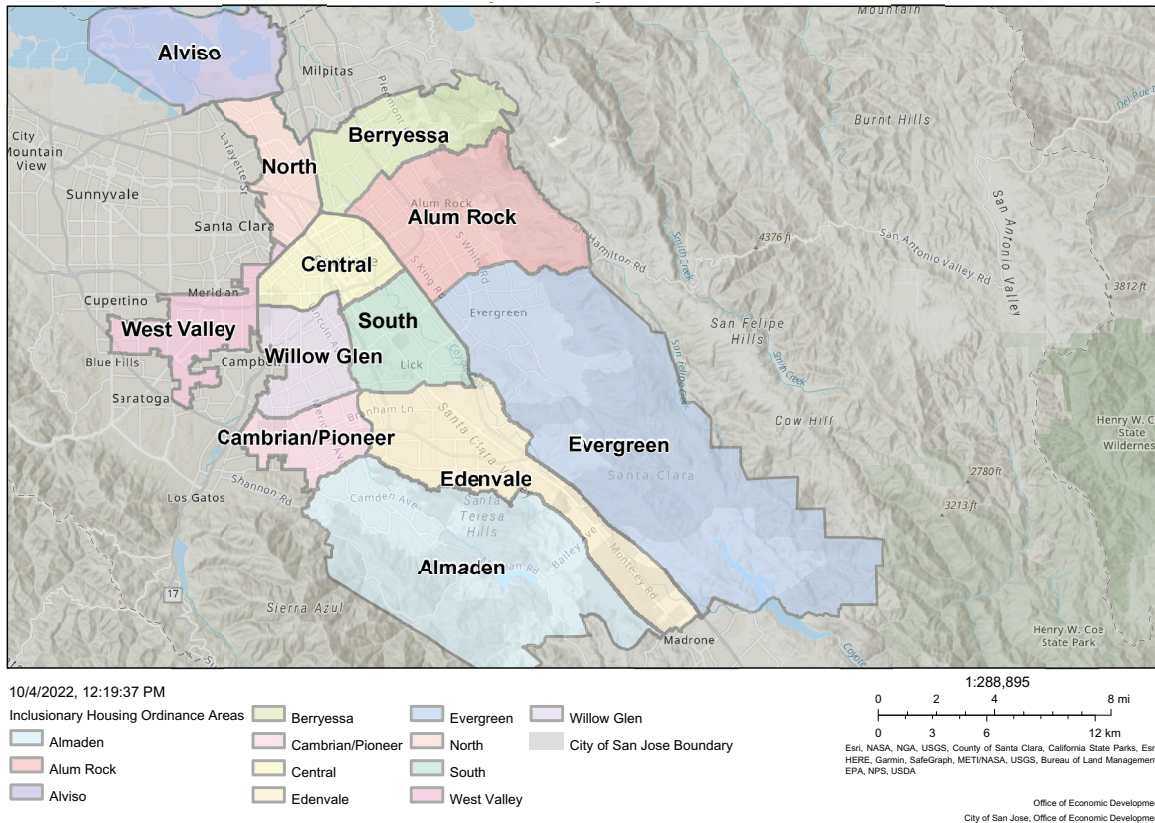
- Identify key issues of importance for residents, as well as their perceptions of the quality of life in San José;
- Measure residents' overall satisfaction with the City's efforts to provide municipal services, and their satisfaction with a variety of specific services;
- Gather detailed feedback on topics such as public safety, traffic, neighborhood issues, code enforcement, and customer service; *and*
- Collect additional background and demographic data that are relevant to understanding residents' perceptions, needs, and interests.

GEOGRAPHIC SUBAREAS To accommodate the City's interest in evaluating how survey responses may vary among residents living in different areas of San José, respondents were grouped into one of the five areas displayed in Figure 1 on the next page (North, Central, East, West, South) based on the City's 12 inclusionary housing ordinance areas.

1. Source: State of California, Department of Finance, E-1 City/County Population Estimates, January 2023.

- **North:** Alviso, North, and Berryessa
- **Central:** Central and South
- **East:** Alum Rock and Evergreen
- **West:** West Valley and Willow Glen
- **South:** Cambrian/Pioneer, Edenvale, and Almaden.

FIGURE 1 MAP OF INCLUSIONARY HOUSING ORDINANCE AREAS



OVERVIEW OF METHODOLOGY & YEAR-TO-YEAR COMPARISONS A full description of the methodology used for this study is included later in this report (see *Methodology* on page 48). In brief, the survey was administered to a stratified random sample of 1,048 adults who reside within the City of San José. The survey followed a mixed-method design that employed multiple recruiting methods (email, text, and telephone) and multiple data collection methods (telephone and online). Administered in English, Spanish, Chinese, and Vietnamese between September 6 and September 17, 2023, the average interview lasted 20 minutes.

This is not the first public opinion survey conducted for the City. In fact, since 2007, more than a dozen similar public opinion surveys have been conducted, with the most recent being in 2022. That said, the design of the survey questionnaire, recruiting protocols, and data collection methodologies were all updated in 2021, resulting in a methodological break in the survey time series. For this reason, only results from 2021 forward are displayed in this report.

STATISTICAL SIGNIFICANCE Many figures and tables in this report present the results of questions asked in 2023 alongside the results found in the 2022 survey for identical questions. In such cases, True North conducted the appropriate tests of statistical significance to identify changes that likely reflect actual changes in public opinion between the prior survey (2022) and the current (2023)—as opposed to being due to chance associated with selecting two samples independently and at random. Differences between the two studies are identified as *statistically significant* if we can be 95% confident that the differences reflect an actual change in public opinion between the two studies. Statistically significant differences within response categories over time are denoted by the † symbol which appears in the figure next to the appropriate response value for 2023.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the section titled *Key Findings* is for you. It provides a summary of the most important factual findings of the survey in a Question & Answer format. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 52), and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGEMENTS True North thanks the City of San José for the opportunity to conduct the study and for contributing valuable input during the design stage of this study. The collective experience, insight, and local knowledge provided by city staff improved the overall quality of the research presented here.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research and not necessarily those of the City of San José. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities, and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups, and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,200 survey research studies for public agencies—including more than 400 studies for California municipalities and special districts.



KEY FINDINGS

As noted in the *Introduction*, this study was designed to provide the City of San José with a statistically reliable understanding of its residents' opinions, satisfaction, and priorities as they relate to services, facilities, and policies provided by the City. As such, the findings of this study can provide the City with information needed to make sound, strategic decisions in a variety of areas including performance management, planning, establishing budget priorities, and community engagement.

Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the survey results answer key questions that motivated the research. The following conclusions are based on True North's interpretations of the results, as well as the firm's experience conducting similar studies for government agencies throughout the State.

How well is the City performing in meeting the needs of San José residents?

The 2023 San José Community Survey shows modest improvement in resident satisfaction in many areas over the past year. When asked to rate the City's *overall* performance in providing municipal services, opinions were close to evenly split between those who were generally satisfied with the City's performance (49%) and those who were dissatisfied (46%), with 5% unsure or unwilling to share their opinion. Although overall satisfaction ticked up slightly from 2022 to 2023 (+2%), the magnitude of the change was not statistically significant. The percentage *very dissatisfied*, however, experienced a statistically significant drop (-4%). When compared to their respective counterparts, new residents (<5 years), younger (18-24) and older (65+) respondents, East Indians, Caucasians, African Americans, and Asians other than Vietnamese, those who took the survey in Chinese, students, part-time employees, and retirees, and those without a child in the home were the most likely to report being satisfied with the City's overall performance (see *Overall Satisfaction* on page 12).

When asked to assess the City's performance in more than 30 service areas spanning across most city departments, respondents provided the most positive ratings for the City's efforts to operate the San José International Airport (74% excellent or good), provide public library services to their neighborhood (69%), provide trash, recycling, and yard waste services (64%), provide fire protection and prevention services (60%), provide emergency medical services (59%), provide for diversity and inclusion within city events, services, programs, and policies (58%), provide bicycle lanes and paths (55%), and ensure new construction follows proper building and safety codes (52%). Moreover, the majority of residents who provided an opinion were satisfied with the City's performance in each of these eight areas.

Across the 30 service areas, 22 trended in a positive direction over the last year, with four exhibiting statistically significant improvements. Spe-

How do residents view local governance and city staff's performance?

cifically, ratings increased for the City's performance providing after-school programs for youth (+8%), maintaining the City's utility infrastructure including water, sewer, storm drain, electricity, and gas infrastructure (+7%), enforcing sign regulations (+6%), and addressing homelessness (+4%) (see *Specific Services* on page 14).

More than half of respondents with an opinion agreed that they trust the City of San José (54% strongly or somewhat agree) and that the City operates in a way that is open and accountable to the public (52%). Four-in-ten also agreed that the City listens to residents when making important decisions (43%) and manages its finances well (39%). Here again we see positive movement across the items from 2022 to 2023, with statistically significant improvements for the statements: *I trust the City of San José* (+6%) and *The City listens to residents when making important decisions* (+5%) (see *Perceptions of City Government* on page 45).

Staff members at the City of San José are often the “face” of the City for residents who are using city facilities, participating in various programs or events, or in need of assistance from the City on any number of matters. As in past years, staff continues to be a bright spot and instrumental in keeping residents satisfied with the City overall. When those who had contact with the City during the 12 months prior to the survey (38% of respondents) were asked to comment on staff's performance, staff received high marks for being courteous (75% very or somewhat satisfied), competent when handling respondents' issues (61%), and timely in their response (61%). Additionally, satisfaction with staff's competence in handling issues was statistically higher in 2023 than 2022 (+6%) (see *Rating City Staff* on page 42).

How do residents rate San José as a place to live, work, and raise a family?

In line with the 2022 survey results, respondents expressed the most favorable opinions of San José as a place to work (58% excellent or good) and as a place to shop and dine (55%), followed by the overall quality of life in the City (47%) and as a place to raise a family (35%). The cost of living in Silicon Valley can make San José a challenging place to retire, which is reflected in respondents' ratings of San José as a place to retire (16%). Ratings varied substantially across subgroups depending on the dimension tested, with the most variation in opinion (i.e., the difference between the highest and lowest ratings) found across age subgroups. In general, residents at either end of the age spectrum (18-24 or 65+) tended to be the most positive (see *Quality of Life* on page 8).

Eight-in-ten (83% of) households had visited a park in San José at least once during the past 12 months and half (51%) had been to a San José library and/or used the City's online library services. The Library received high marks from users and non-users alike for the variety and availability of books and materials available in the Library's collection (75% excellent or good), the hours that local branch libraries are open (70%), and the

variety of education and digital literacy programs provided by the Library (70%). Continuing the upward trajectory recorded from 2021 to 2022, positive assessments regarding the hours of operation were again higher in 2023 (+3%), although the magnitude did not reach statistical significance.

How safe do residents feel in San José?

Approximately six-in-ten (59% of) residents rated San José as either very safe (10%) or somewhat safe (49%) as a place to live. Compared with the last survey, there was a small statistically significant increase (+2%) in the percentage who said San José is a *very* safe place to live. The overall safety rating also improved (+4%), although the magnitude of the change did not reach statistical significance (see *How Safe is San José as a Place to Live?* on page 18).

As one might expect, residents' perceived safety varied considerably depending on the scenario and residents felt much safer during the day than at night in varying situations. The vast majority of residents who provided an opinion indicated that they felt safe walking in their neighborhood during the day (86% very or somewhat safe) and in the city park closest to their home during the day (76%), while six-in-ten felt safe walking in Downtown San José during the day (60%). After dark, however, the percentage who felt safe when walking declined to 56% in their neighborhood, 36% in the city park closest to their home, and to 22% in Downtown San José. From 2022 to 2023, there was a statistically significant rise in the percentage of residents who felt safe walking in the city park closest to their home at night (+5%) (see *Safety in Specific Scenarios* on page 20).

Seven-in-ten (70% of) respondents with an opinion indicated that they feel very or somewhat safe when driving on San José streets and six-in-ten (60%) indicated they feel safe walking alongside or crossing streets in San José. When it comes to bicycling in San José, however, just under half of respondents (49%) offered that they feel very or somewhat safe. Traffic safety ratings remained statistically consistent from 2022 to 2023 (see *Traffic Safety* on page 22).

Where should the City focus on improvement?

In addition to measuring the City's current performance, a primary goal of this study was to look *forward* and identify opportunities to adjust services, improve facilities, and/or refine strategies to best meet the community's evolving needs and expectations. Although residents were generally satisfied with the City's performance in many areas (as described above), there is always room for improvement. Below we note some of the areas that present the best opportunities in this regard.

Considering respondents' verbatim answers regarding what the city government could do to make San José a better place to live (see *Changes to Improve San José* on page 10), the performance ratings they assigned to

a wide variety of services (see *Specific Services* on page 14), and their responses on other topics, addressing homelessness and homeless issues, facilitating the creation of affordable housing, improving public safety/reducing crime, cleaning up litter and trash that people dump along streets, sidewalks, and public areas, reducing gang activity, traffic management, and code enforcement related to illegally parked/abandoned cars and RVs stood out as key areas of opportunity and interest for residents. Although this list is consistent with the 2022 recommendations, the 2023 results also make it clear that the City has made progress in many of these same areas over the past year.

With the recommendation that the City continue to focus on these areas, it is equally important to stress that when it comes to improving satisfaction in service areas, the appropriate strategy is often a combination of better communication and actual service improvements. That is, in some cases service improvements are needed to raise satisfaction with the City's performance. In other cases, particularly those that involve policies affecting services and facilities which are not readily apparent, the key may instead be to communicate better with residents about current efforts and future plans with respect to a particular service area. Choosing the appropriate balance of actual service improvements, policy changes, and efforts to raise awareness on these matters will be a key to maintaining and improving the community's overall satisfaction in the short- and long-term.

QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents’ top of mind perceptions about the quality of life in the City of San José, as well as their ideas on changes that city government could implement to make the community a better place to live, now and in the future.

OVERALL QUALITY OF LIFE At the outset of the survey, residents were asked to rate the City of San José on a number of key dimensions including overall quality of life, as a place to raise a family, and as a place to work, using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 2 below, respondents expressed the most favorable opinions of San José as a place to work (58% excellent or good) and as a place to shop and dine (55%), followed by the overall quality of life in the City (47%) and as a place to raise a family (35%). The cost of living in Silicon Valley can make San José a challenging place to retire, which is reflected in respondents’ ratings of San José as a place to retire (16%).

Question 2 *How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 2 RATING CITY OF SAN JOSÉ

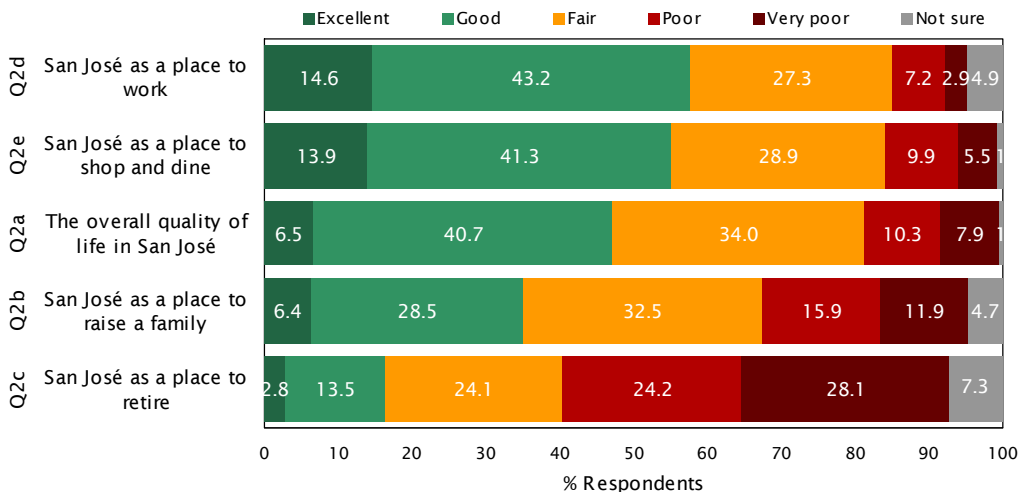


Table 1 displays the percentage of respondents who rated each dimension as excellent or good by study year. Over the past year, the percentage who used excellent or good to describe each attribute of San José remained statistically consistent.

TABLE 1 RATING CITY OF SAN JOSÉ BY STUDY YEAR

	Study Year			Change in % Excellent + Good 2022 to 2023
	2023	2022	2021	
San José as a place to raise a family	34.9	34.0	34.2	+0.9
San José as a place to retire	16.3	15.5	13.2	+0.7
San José as a place to shop and dine	55.1	54.6	53.4	+0.5
The overall quality of life in San José	47.2	47.2	44.9	-0.0
San José as a place to work	57.7	59.2	54.8	-1.4

For the interested reader, tables 2-7 show how the ratings for each dimension tested in Question 2 varied according to key demographic traits. Ratings varied substantially across subgroups depending on the dimension tested, with the most variation in opinion (i.e., the difference between the highest and lowest ratings within a category) found across age subgroups and, to a lesser extent, ethnicity, survey language, and employment status. Depending on the dimension, residents at either end of the age spectrum (18-24 or 65+) tended to be the most positive.

TABLE 2 RATING CITY OF SAN JOSÉ BY YEARS IN SAN JOSÉ & HOME OWNERSHIP STATUS (SHOWING % EXCELLENT & GOOD)

	Years in San Jose (Q1)					Home Ownership	
	Less than 5	5 to 9	10 to 14	15 to 19	20 or more	Own	Rent
San José as a place to work	42.0	60.7	63.9	56.8	59.7	61.9	55.6
San José as a place to shop and dine	66.7	66.0	63.6	53.9	52.0	53.8	59.3
The overall quality of life in San José	53.2	43.3	48.2	52.0	46.5	54.2	40.0
San José as a place to raise a family	40.4	29.6	32.4	41.3	34.7	40.1	30.2
San José as a place to retire	16.8	7.2	18.5	20.0	16.6	18.5	13.7

TABLE 3 RATING CITY OF SAN JOSÉ BY AGE & CHILD IN HSLD (SHOWING % EXCELLENT & GOOD)

	Age (QD1)						Child in HslD (QD3)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Yes	No
San José as a place to work	66.2	56.5	48.7	55.1	56.9	67.6	54.6	61.0
San José as a place to shop and dine	80.3	62.5	47.5	46.9	48.6	55.1	55.7	57.1
The overall quality of life in San José	54.0	36.6	38.1	48.8	44.2	64.5	40.2	51.6
San José as a place to raise a family	33.9	25.7	36.2	37.4	29.2	48.4	35.9	35.5
San José as a place to retire	8.3	16.4	8.9	10.9	17.7	32.0	8.7	20.3

TABLE 4 RATING CITY OF SAN JOSÉ BY ETHNICITY (SHOWING % EXCELLENT & GOOD)

	Ethnicity (QD9)							
	Latino/ Hispanic	Caucasian / White	Chinese	Vietnamese	Other Asian	East Indian	Af American / Black	Mixed/ Other
San José as a place to work	55.0	59.7	58.2	57.6	67.1	59.2	58.8	54.1
San José as a place to shop and dine	53.3	54.4	60.8	59.3	66.4	60.6	44.5	40.7
The overall quality of life in San José	36.9	56.9	55.6	40.1	57.2	55.7	48.5	48.2
San José as a place to raise a family	26.9	42.5	36.0	29.5	44.3	43.4	36.8	44.9
San José as a place to retire	8.9	21.3	33.7	10.4	21.2	25.7	12.6	18.1

TABLE 5 RATING CITY OF SAN JOSÉ BY GENDER & SURVEY LANGUAGE (SHOWING % EXCELLENT & GOOD)

	Gender (QD7)		Survey Language			
	Male	Female	English	Spanish	Chinese	Vietnamese
San José as a place to work	62.0	55.3	58.7	54.0	64.6	51.8
San José as a place to shop and dine	57.0	55.8	55.8	51.4	62.0	52.7
The overall quality of life in San José	48.9	46.5	50.6	30.6	64.1	36.8
San José as a place to raise a family	33.9	36.9	36.6	26.6	42.5	30.9
San José as a place to retire	18.2	15.4	16.6	10.2	40.5	13.8

TABLE 6 RATING CITY OF SAN JOSÉ BY EMPLOYMENT STATUS (SHOWING % EXCELLENT & GOOD)

	Employment Status (QD4)						
	Full time	Part time	Self-employed	Student	Home-maker	Retired	Unemployed
San José as a place to work	55.9	61.3	63.5	65.9	54.5	66.7	42.6
San José as a place to shop and dine	54.2	65.6	44.6	76.3	60.9	56.8	57.2
The overall quality of life in San José	41.9	49.6	52.5	50.7	47.3	61.1	52.9
San José as a place to raise a family	31.5	40.9	42.4	34.9	34.5	42.4	44.3
San José as a place to retire	11.0	18.3	14.1	12.4	21.8	32.3	19.0

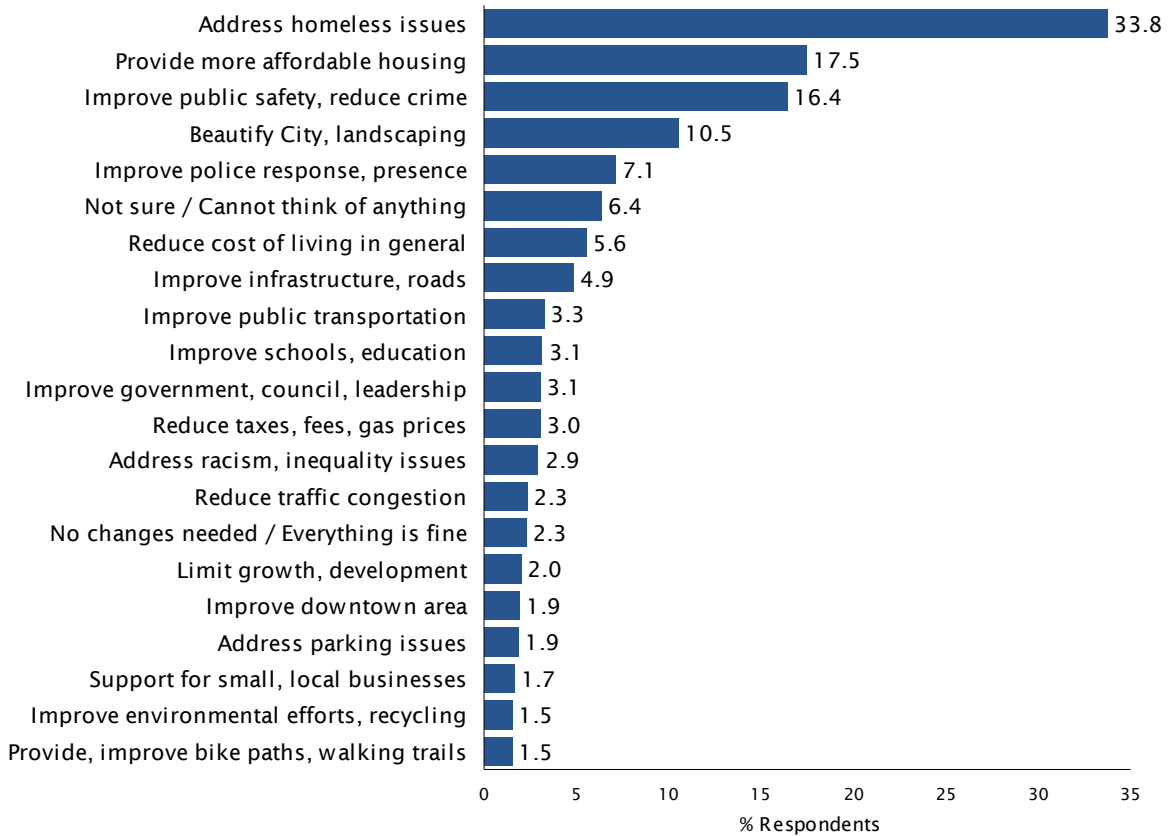
TABLE 7 RATING CITY OF SAN JOSÉ BY AREA OF CITY (SHOWING % EXCELLENT & GOOD)

	Area of City				
	Central	East	North	South	West
San José as a place to work	58.1	54.4	62.2	56.4	61.6
San José as a place to shop and dine	55.1	50.1	58.2	56.2	59.2
The overall quality of life in San José	41.4	37.8	46.6	56.6	54.9
San José as a place to raise a family	29.1	30.9	33.0	38.9	43.1
San José as a place to retire	13.0	14.7	20.1	16.9	19.6

CHANGES TO IMPROVE SAN JOSÉ The next question in this series asked residents to indicate the one thing that city government could *change* to make San José a better place to live. Question 3 was presented in an open-ended manner, allowing residents to mention any aspect or attribute that came to mind without being prompted by, or restricted to, a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 3 below.

Question 3 *If the City government could change one thing to make San José a better place to live, what change would you like to see?*

FIGURE 3 CHANGES TO IMPROVE CITY



Less than 10 percent of respondents could not think of a desired change (6%) or stated flatly that no changes are needed (2%). Among the specific changes desired to make San José a better place to live, addressing homelessness/homeless issues was the most commonly mentioned (34%), followed by providing more affordable housing (18%), improving public safety/reducing crime (16%), and beautifying the City/landscaping (11%).

Other desired changes mentioned by at least 3% of respondents included improving police response/presence (7%), reducing the cost of living (6%), improving infrastructure/roads (5%), improving public transportation (3%), improving schools and education (3%), improving government/council/leadership (3%), and reducing taxes/fees/gas prices (3%).

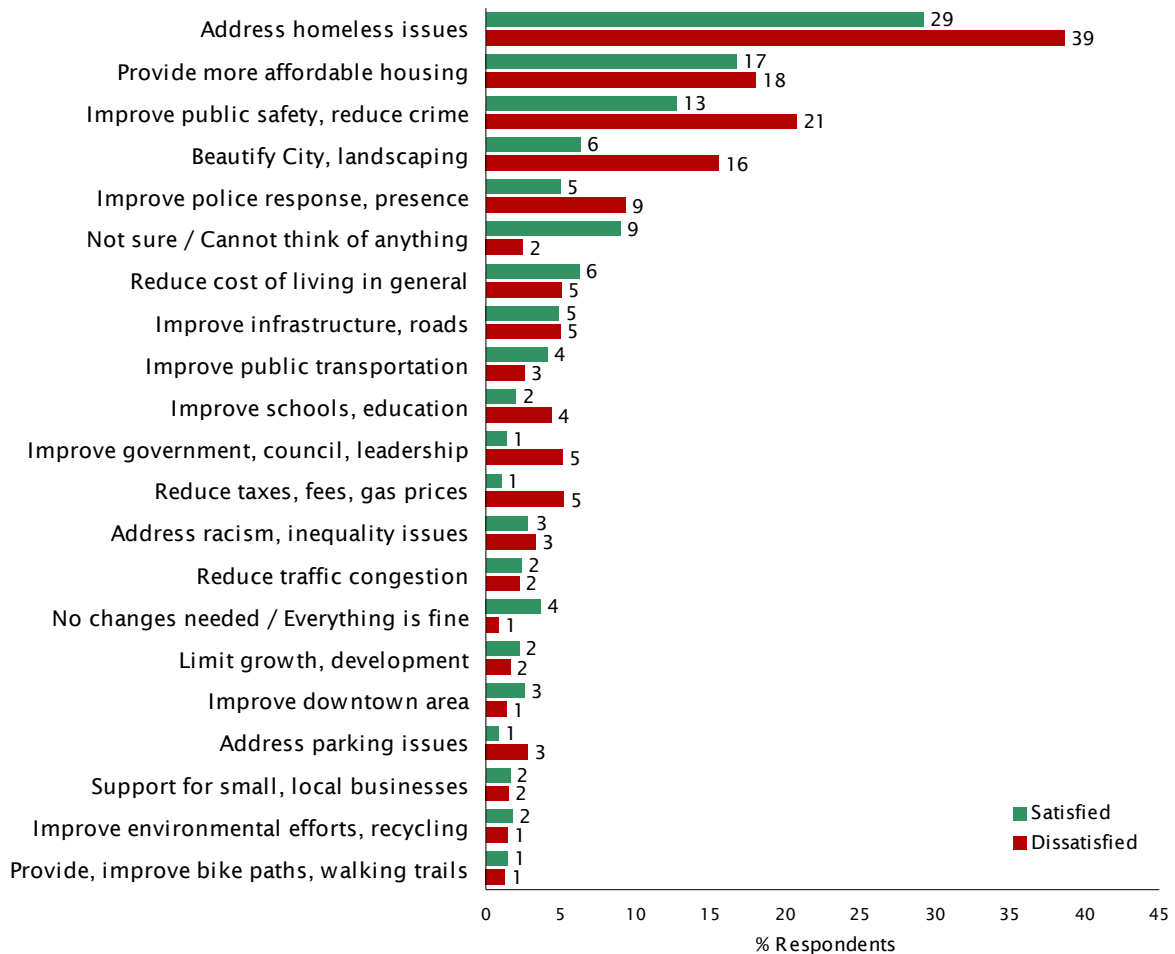
TABLE 8 CHANGES TO IMPROVE CITY BY STUDY YEAR

Study Year		
2023	2022	2021
Address homeless issues	Address homeless issues	Address homeless issues
Provide more affordable housing	Improve public safety, reduce crime	Provide more affordable housing
Improve public safety, reduce crime	Provide more affordable housing	Improve public safety, reduce crime
Beautify City, landscaping	Beautify City, landscaping	Beautify City, landscaping
Improve police response, presence	Improve police response, presence	Not sure / Cannot think of anything

Table 8 provides the top five responses to Question 3 by study year and reveals that although the order shifted somewhat since the last study, the top five desired changes remained the same.

Figure 4 shows how responses differed according to whether respondents were generally satisfied (green bars) or dissatisfied (red bars) with the City’s overall performance in providing municipal services. When compared to their counterparts, those dissatisfied with the City’s overall performance in providing municipal services were much more likely to mention addressing homelessness/homeless issues (+10%), beautifying the City/landscaping (+10%), and improving public safety/crime (+8%) as the one change that would make San José a better place to live.

FIGURE 4 CHANGES TO IMPROVE CITY BY OVERALL SATISFACTION



CITY SERVICES

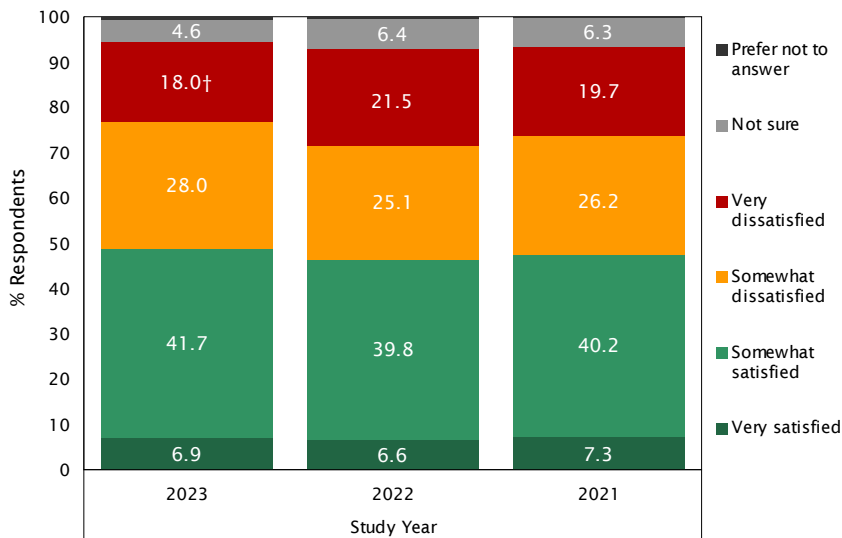
After measuring respondents' perceptions of the quality of life in San José, the survey turned to assessing their opinions about the City's performance in providing various municipal services.

OVERALL SATISFACTION The first question in this series asked respondents to indicate if, overall, they were satisfied or dissatisfied with the job the City of San José is doing to provide city services. Because this question does not reference a specific program, facility, or service and requested that the respondent consider the City's performance in general, the findings of this question may be regarded as an *overall performance rating* for the City.

As shown in Figure 5, respondents were fairly evenly split in their assessment of the City's overall performance in providing municipal services, with 49% indicating they were satisfied with the City's performance and 46% dissatisfied. An additional 5% were unsure or unwilling to share their opinion. Although overall satisfaction remained statistically consistent from 2022 to 2023, the percentage *very* dissatisfied declined significantly.

Question 4 *Generally speaking, are you satisfied or dissatisfied with the job the City of San José is doing to provide city services?*

FIGURE 5 OVERALL SATISFACTION BY STUDY YEAR



† Statistically significant change ($p < 0.05$) between the 2022 and 2023 studies.

When compared to their respective counterparts, new residents (<5 years), younger (18-24) and older (65+) respondents, East Indians, Caucasians, African Americans, Asians other than Vietnamese, those who took the survey in Chinese, students, part-time employees, retirees, and those without a child in the home were the most likely to report being satisfied with the City's overall performance (see figures 6-9).

FIGURE 6 OVERALL SATISFACTION BY YEARS IN SAN JOSÉ & AGE

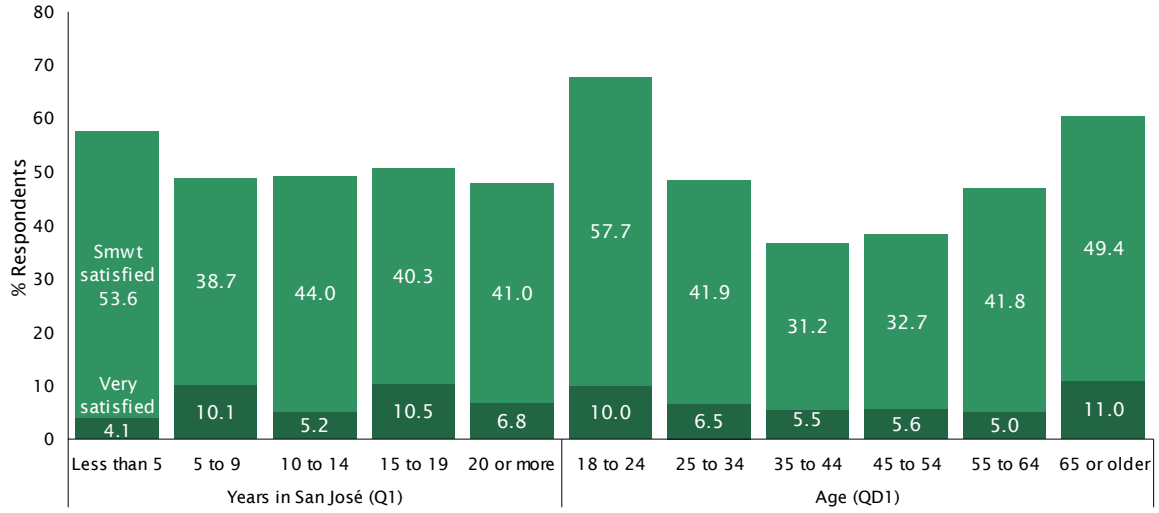


FIGURE 7 OVERALL SATISFACTION BY ETHNICITY & GENDER

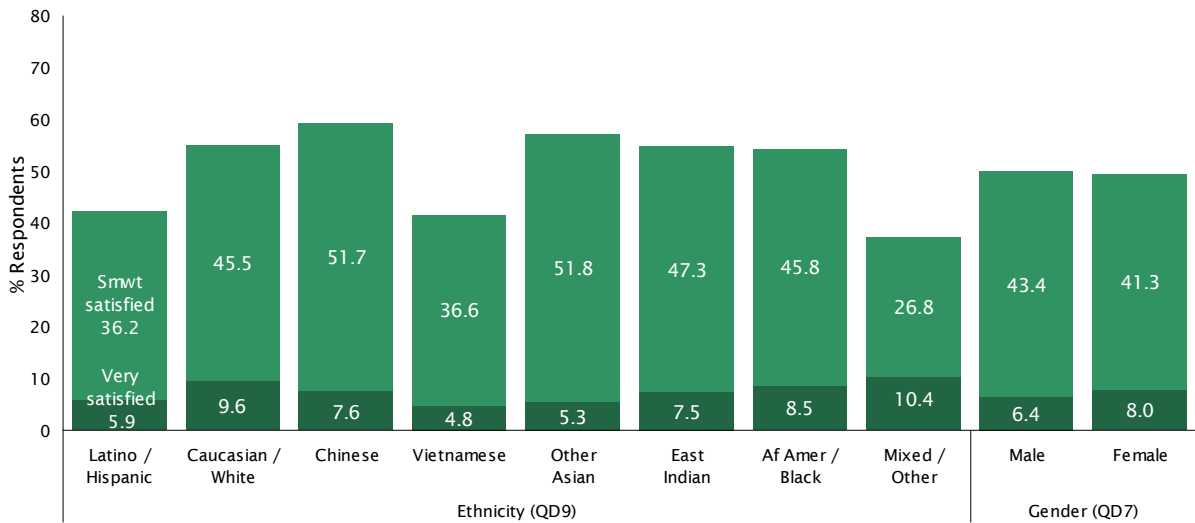


FIGURE 8 OVERALL SATISFACTION BY SURVEY LANGUAGE & EMPLOYMENT STATUS

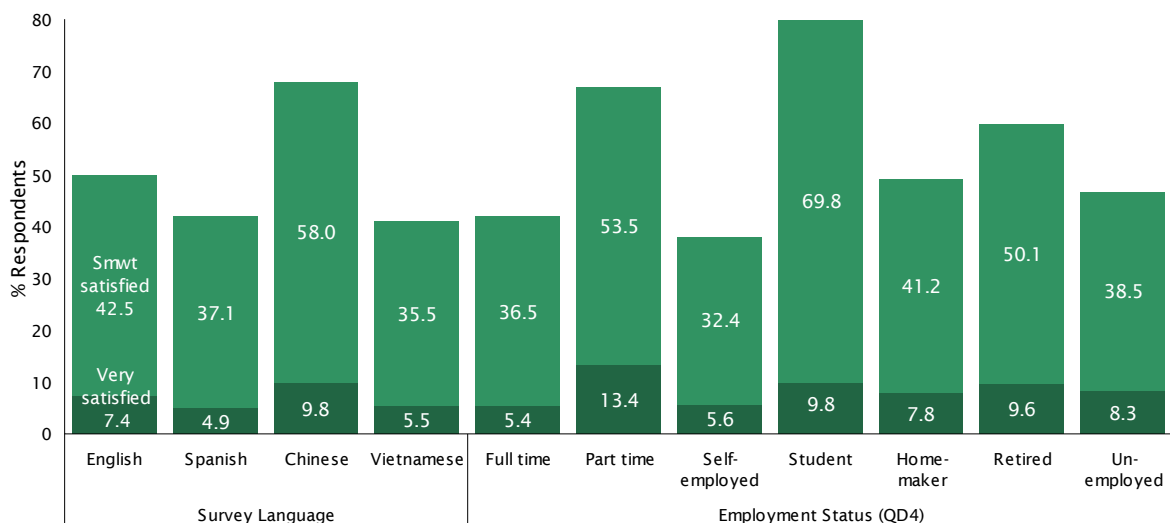


FIGURE 9 OVERALL SATISFACTION BY CHILD IN HSLD, AREA OF CITY & HOME OWNERSHIP STATUS



SPECIFIC SERVICES Whereas Question 4 addressed the City’s *overall* performance, Question 5 asked respondents to rate the job the City is doing providing each of the *specific* services shown in figures 10 and 11 on the next page. The order in which the items were presented was randomized for each respondent to avoid a systematic position bias, and they are sorted from high to low in the figures based on the combined percentage of respondents who rated the City’s performance as either excellent or good. For comparison purposes between the services, only respondents who held an opinion are included in the figure. Those who did not have an opinion were removed from this analysis. The percentage who shared an opinion is shown in the brackets next to the label for each service.

At the top of the list, respondents provided the most positive ratings for the City’s efforts to operate the San José International Airport (74% excellent or good), provide public library services to their neighborhood (69%), provide trash, recycling, and yard waste services (64%), provide fire protection and prevention services (60%), provide emergency medical services (59%), provide for diversity and inclusion within city events, services, programs, and policies (58%), provide bicycle lanes and paths (55%), and ensure new construction follows proper building and safety codes (52%).

At the other end of the spectrum, far fewer respondents rated the City’s performance in addressing homelessness (7%), facilitating the creation of affordable housing (12%), cleaning up litter and trash that people dump along streets, sidewalks, and public areas (18%), and reducing gang activity (20%) as excellent or good.

When compared with the 2022 survey results (Table 9 on page 16), four service ratings experienced statistically significant improvements. Specifically, there were increases in excellent and good ratings for the City’s performance providing after-school programs for youth (+8%), maintaining the City’s utility infrastructure including water, sewer, storm drain, electricity, and gas infrastructure (+7%), enforcing sign regulations (+6%), and addressing homelessness (+4%).

Question 5 For each of the following services I read, please tell me whether you think the City of San José is doing an excellent, good, fair, poor, or very poor job in providing the service.

FIGURE 10 RATING CITY SERVICES TIER 1

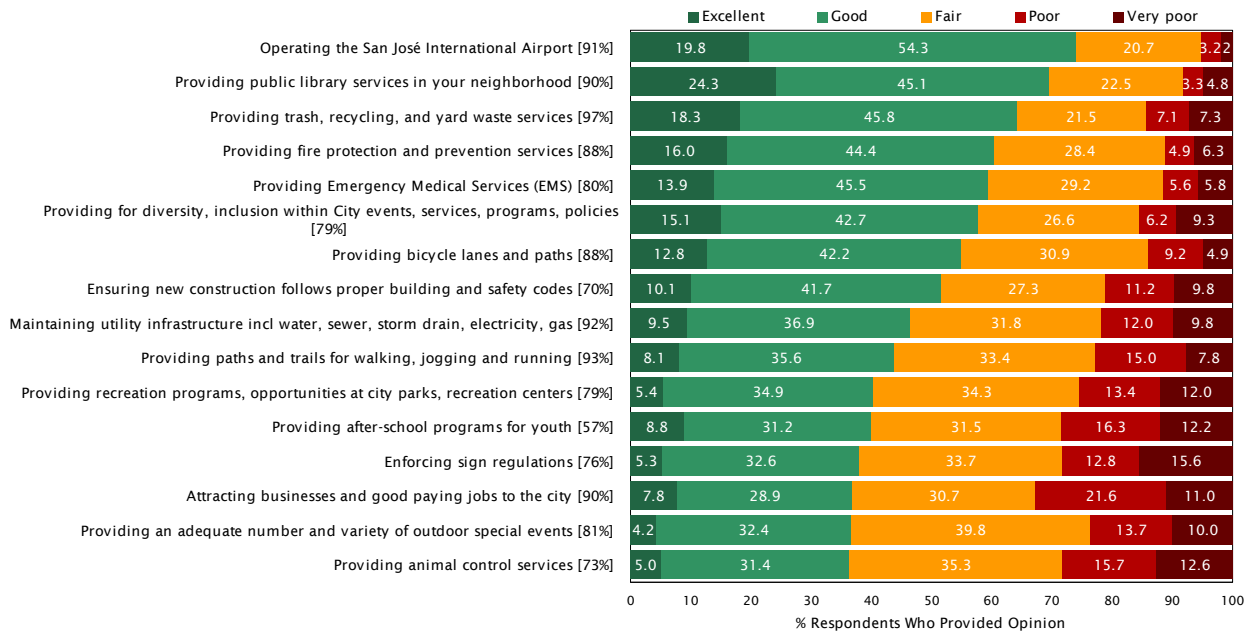


FIGURE 11 RATING CITY SERVICES TIER 2

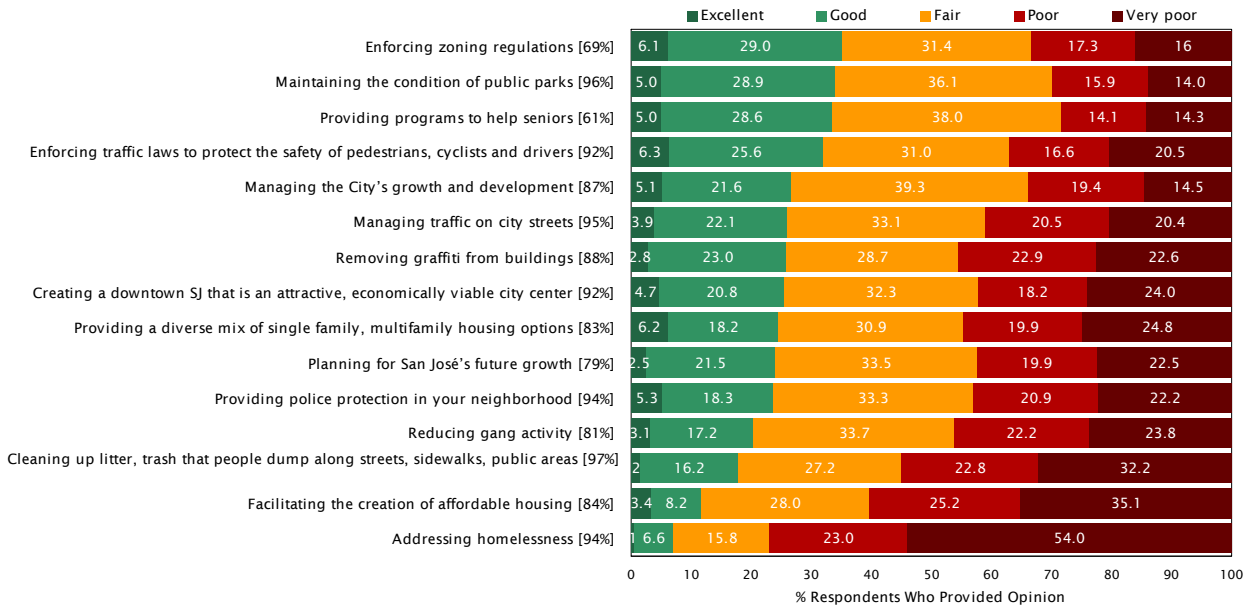


TABLE 9 RATING CITY SERVICES BY STUDY YEAR

	Study Year			Change in % Excellent + Good 2022 to 2023
	2023	2022	2021	
Providing after-school programs for youth	40.0	32.3	28.1	+7.7†
Maintaining utility infrastructure including water, sewer, storm drain, electricity, gas	46.4	39.2	40.2	+7.2†
Enforcing sign regulations	37.9	32.0	36.9	+5.8†
Addressing homelessness	7.2	3.1	4.4	+4.1†
Providing for diversity and inclusion within City events, services, programs and policies	57.9	54.5	49.0	+3.4
Ensuring new construction follows proper building and safety codes	51.7	48.4	52.6	+3.3
Providing Emergency Medical Services (EMS)	59.4	56.1	57.3	+3.2
Operating the San José International Airport	74.0	71.3	71.3	+2.7
Planning for San José's future growth	24.1	21.5	25.4	+2.6
Creating a downtown San José that is an attractive and economically viable city center	25.5	23.0	24.1	+2.5
Enforcing traffic laws to protect the safety of pedestrians, cyclists and drivers	31.9	29.5	33.1	+2.4
Maintaining the condition of public parks	34.0	31.8	37.4	+2.1
Managing the City's growth and development	26.7	24.8	22.7	+1.9
Cleaning up litter and trash that people dump along streets, sidewalks, public areas	17.8	16.0	16.8	+1.8
Providing trash, recycling, and yard waste services	64.1	62.4	59.6	+1.8
Providing public library services in your neighborhood	69.4	67.7	64.5	+1.7
Providing recreation programs, opportunities at city parks, recreation centers	40.3	38.8	31.5	+1.5
Facilitating the creation of affordable housing	11.7	10.5	10.5	+1.2
Providing fire protection and prevention services	60.4	59.4	58.6	+1.0
Enforcing zoning regulations	35.1	34.6	33.7	+0.5
Providing paths and trails for walking, jogging and running	43.7	43.3	44.2	+0.4
Removing graffiti from buildings	25.8	25.6	22.9	+0.2
Managing traffic on city streets	26.0	26.0	27.4	-0.0
Reducing gang activity	20.3	20.3	17.1	-0.0
Providing animal control services	36.4	36.5	37.1	-0.1
Providing police protection in your neighborhood	23.6	23.8	25.7	-0.2
Providing a diverse mix of single family and multifamily housing options	24.4	25.0	22.5	-0.6
Providing bicycle lanes and paths	55.0	56.0	54.8	-1.0
Providing programs to help seniors	33.6	35.9	29.8	-2.4
Attracting businesses and good paying jobs to the city	36.7	39.5	37.8	-2.8
Providing an adequate number and variety of outdoor special events	36.6	39.6	29.9	-3.0

† Statistically significant change (p < 0.05) between the 2022 and 2023 studies.

DIFFERENTIATORS OF OPINION For the interested reader, Table 10 on the next page displays how ratings of each specific service tested in Question 5 varied according to residents' overall performance ratings for the City. The table divides residents who were satisfied with the City's *overall performance* in Question 4 into one group and those dissatisfied into a second group. Also displayed is the *difference* between the two groups in terms of the percentage who rated as excellent or good the City's efforts to provide each specific service tested in Question 5 (far right column). For convenience, the services are sorted by that difference, with the greatest differentiators of opinion near the top of the table.

Thus, for example, among those who were generally satisfied with the City's overall performance in providing municipal services, 62% also provided an excellent or good rating for the City's efforts in providing after-school programs for youth, whereas just 17% of those generally dissatisfied with the City's overall performance provided a positive rating for this specific service area. This results in a large gap in satisfaction between these two groups (45%) for this service.

When compared with their counterparts, those satisfied with the City's *overall performance* in providing city services were more likely to provide a rating of excellent or good for the City's efforts to provide each of the *specific* services tested in Question 5. With that said, the greatest specific differentiators of opinion between satisfied and dissatisfied residents were found with respect to the City's efforts to provide after-school programs for youth, provide emergency medical services, maintain the City's utility infrastructure including water, sewer, storm drain, electricity, and gas infrastructure, provide recreation programs and opportunities at city parks and recreation centers, and ensure new construction follows proper building and safety codes. In

other words, these are the service areas that appear to be the primary drivers of dissatisfaction for certain residents.

Conversely, there was much less difference between the two resident groups regarding their ratings for the City’s efforts in addressing homelessness and facilitating the creation of affordable housing.

TABLE 10 RATING CITY SERVICES BY OVERALL SATISFACTION WITH CITY

		Satisfaction With City's Overall Performance (Q4)		Difference Between Groups For Each Service
		Very or somewhat satisfied	Very or somewhat dissatisfied	
% Respondents That Rated Service as Excellent or Good	Providing after-school programs for youth	62.1	16.8	45.4
	Providing Emergency Medical Services (EMS)	80.2	38.0	42.2
	Maintaining utility infrastructure including water, sewer, storm drain, electricity, gas	66.0	26.9	39.1
	Providing recreation programs, opportunities at city parks, recreation centers	57.7	18.6	39.1
	Ensuring new construction follows proper building and safety codes	70.2	31.4	38.8
	Providing fire protection and prevention services	79.7	41.1	38.6
	Providing animal control services	54.6	16.8	37.8
	Enforcing zoning regulations	55.0	17.4	37.7
	Planning for San José’s future growth	42.7	5.8	36.8
	Providing an adequate number and variety of outdoor special events	53.5	17.7	35.7
	Enforcing sign regulations	55.6	20.1	35.5
	Providing public library services in your neighborhood	85.3	49.9	35.4
	Providing trash, recycling, and yard waste services	81.7	47.3	34.4
	Attracting businesses and good paying jobs to the city	53.8	19.7	34.1
	Providing programs to help seniors	73.2	40.9	32.3
	Operating the San José International Airport	90.1	58.5	31.6
	Providing for diversity, inclusion within City events, services, programs, policies	48.8	17.5	31.3
	Managing the City’s growth and development	41.1	11.9	29.2
	Creating a downtown San José that is an attractive, economically viable city center	39.9	11.3	28.7
	Maintaining the condition of public parks	46.5	18.3	28.2
	Managing traffic on city streets	39.2	11.2	28.0
	Providing paths and trails for walking, jogging and running	56.9	29.0	27.9
	Providing bicycle lanes and paths	67.8	41.2	26.6
	Enforcing traffic laws to protect the safety of pedestrians, cyclists and drivers	43.4	18.2	25.2
	Providing police protection in your neighborhood	35.3	10.6	24.7
	Removing graffiti from buildings	37.8	13.5	24.2
	Providing a diverse mix of single family and multifamily housing options	36.1	13.2	22.9
	Cleaning up litter and trash that people dump along streets, sidewalks, public areas	28.1	6.5	21.6
	Reducing gang activity	31.3	10.8	20.4
	Facilitating the creation of affordable housing	17.6	6.3	11.3
Addressing homelessness	12.7	2.0	10.7	

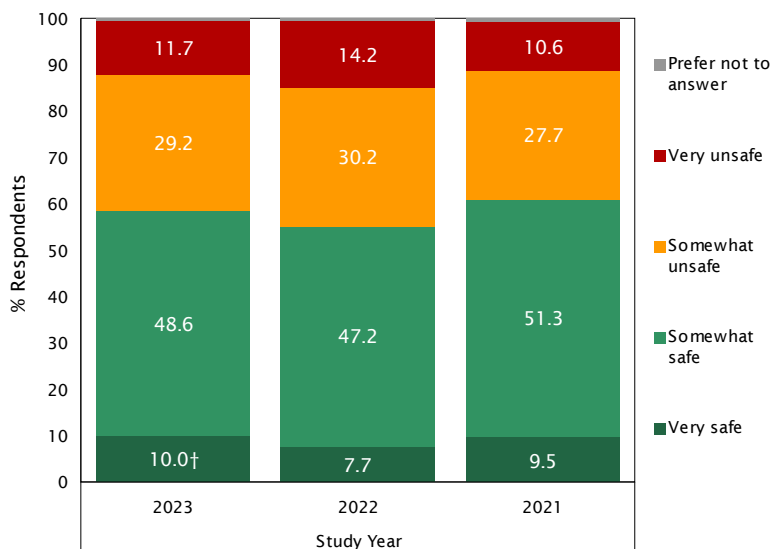
PUBLIC SAFETY

Ensuring the personal safety of residents is the most basic function of local government. It is important to keep in mind, of course, that public safety is as much a matter of perceptions as it is a matter of reality. Regardless of actual crime statistics, if residents don't *feel* safe then they will not enjoy the many cultural, recreational, and shopping opportunities available in the City of San José that will enhance their quality of life. Accordingly, the survey included questions related to how safe residents feel in a variety of situations, as well as how prepared they are to be self-sufficient should a natural disaster or other city-wide emergency occur.

HOW SAFE IS SAN JOSÉ AS A PLACE TO LIVE? The first question in this series asked respondents to rate the overall safety of San José as a place to live. Approximately six-in-ten (59% of) residents rated San José as either very safe (10%) or somewhat safe (49%) as a place to live, with the remainder viewing the City as somewhat unsafe (29%), very unsafe (12%), or preferring not to answer (<1%). Compared with the last survey, there was a small (+2%) statistically significant increase in the percentage that provided a very safe rating in 2023. The overall safety rating also increased (+4%), although the magnitude of the change did not reach statistical significance.

Question 6 Overall, how safe is the City of San José as a place to live? Would you say it is very safe, somewhat safe, somewhat unsafe, or very unsafe?

FIGURE 12 OPINION OF CITY SAFETY BY STUDY YEAR



† Statistically significant change ($p < 0.05$) between the 2022 and 2023 studies.

Figures 13-16 show how residents' assessments of San José's safety varied across subgroups. In general, respondents satisfied with the City's overall performance in providing city services, younger (18-24) and older (65+) respondents, African Americans, those who took the survey in English or Chinese, students, residents in the south and west areas of the City, home owners, and those with no children in the home were the most likely to view San José as a safe place to live.

FIGURE 13 OPINION OF CITY SAFETY BY YEARS IN SAN JOSÉ & AGE

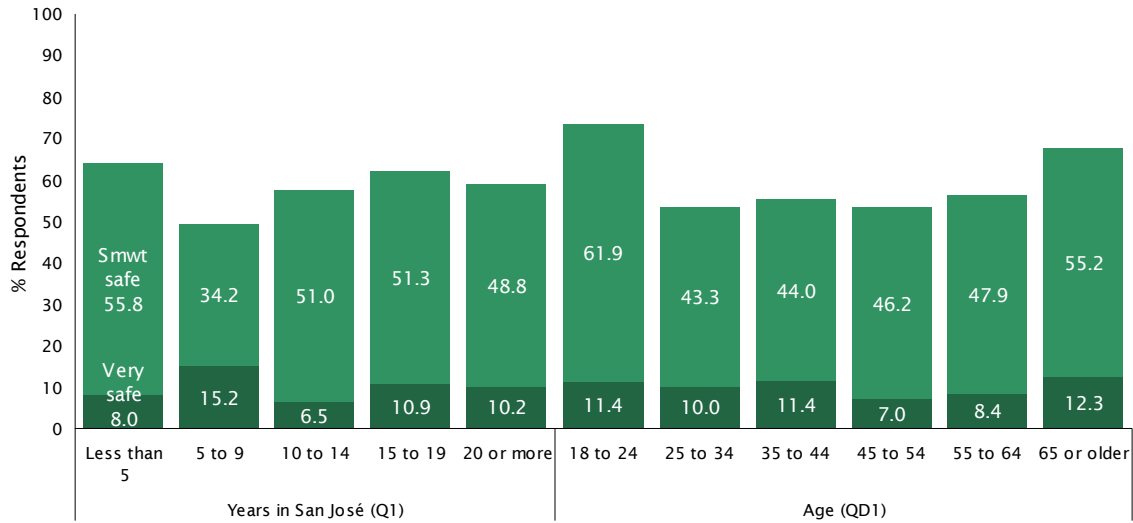


FIGURE 14 OPINION OF CITY SAFETY BY ETHNICITY & GENDER

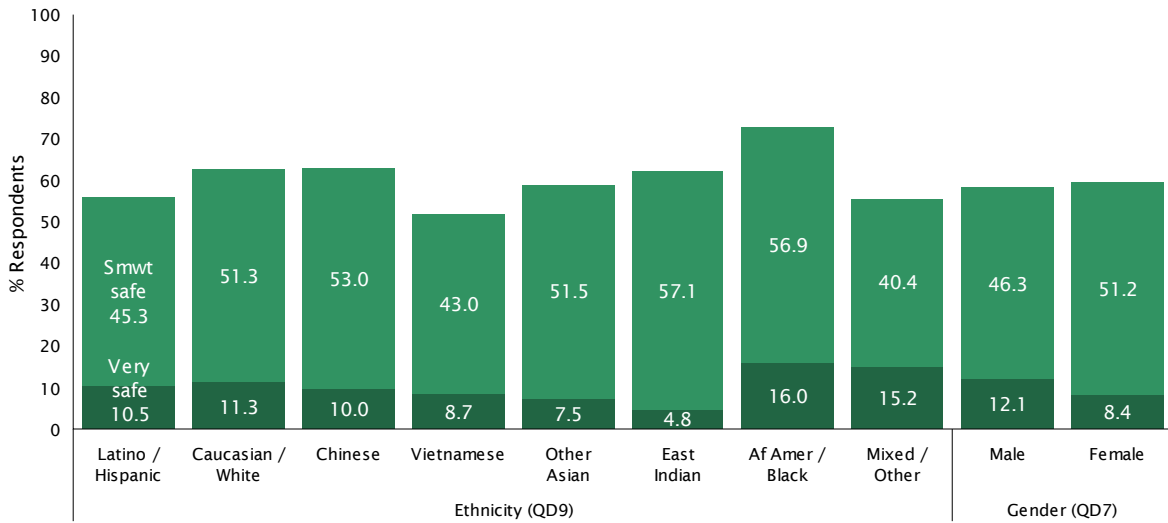


FIGURE 15 OPINION OF CITY SAFETY BY SURVEY LANGUAGE & EMPLOYMENT STATUS

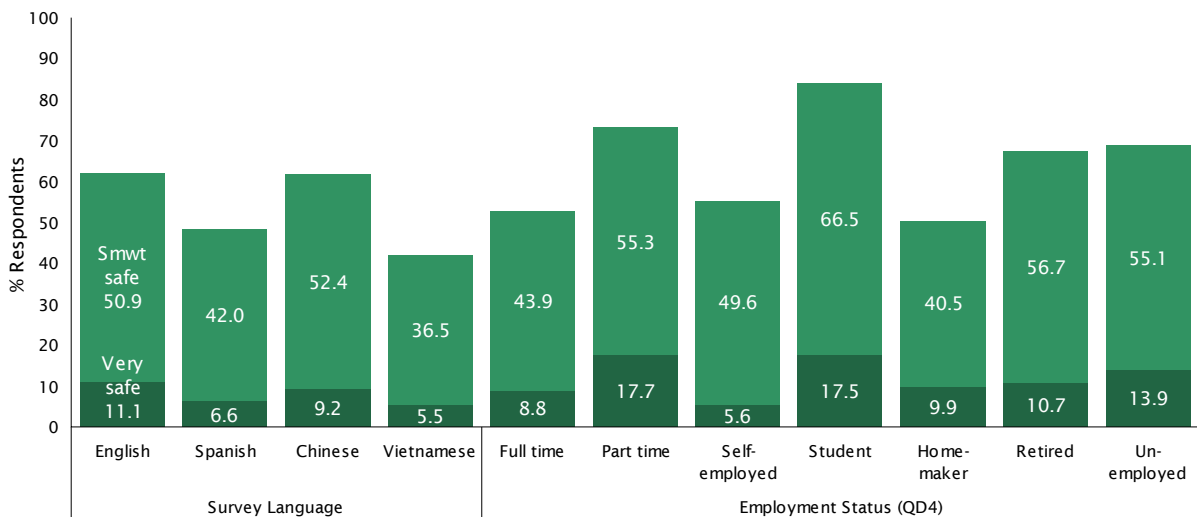
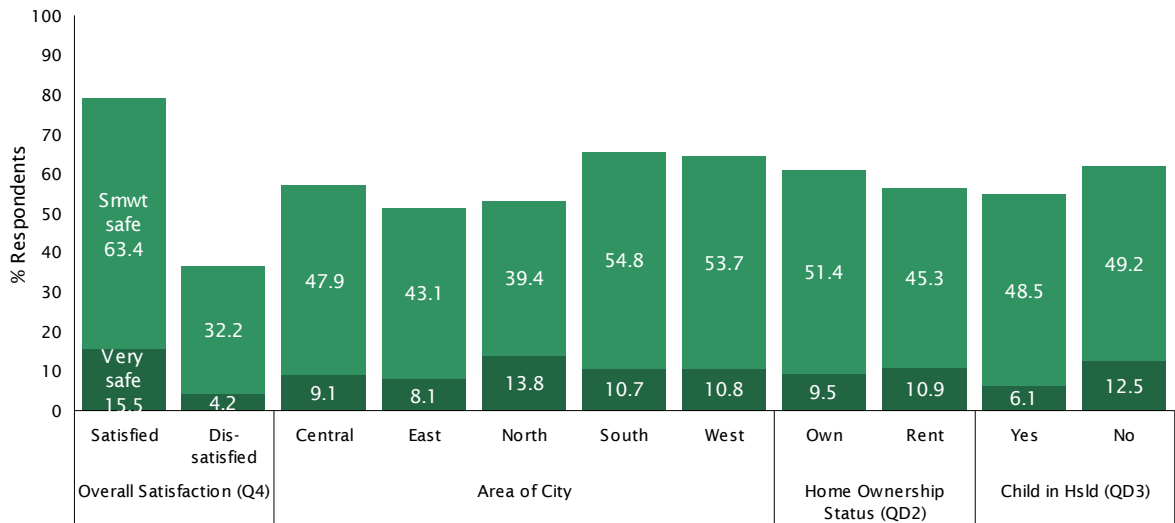


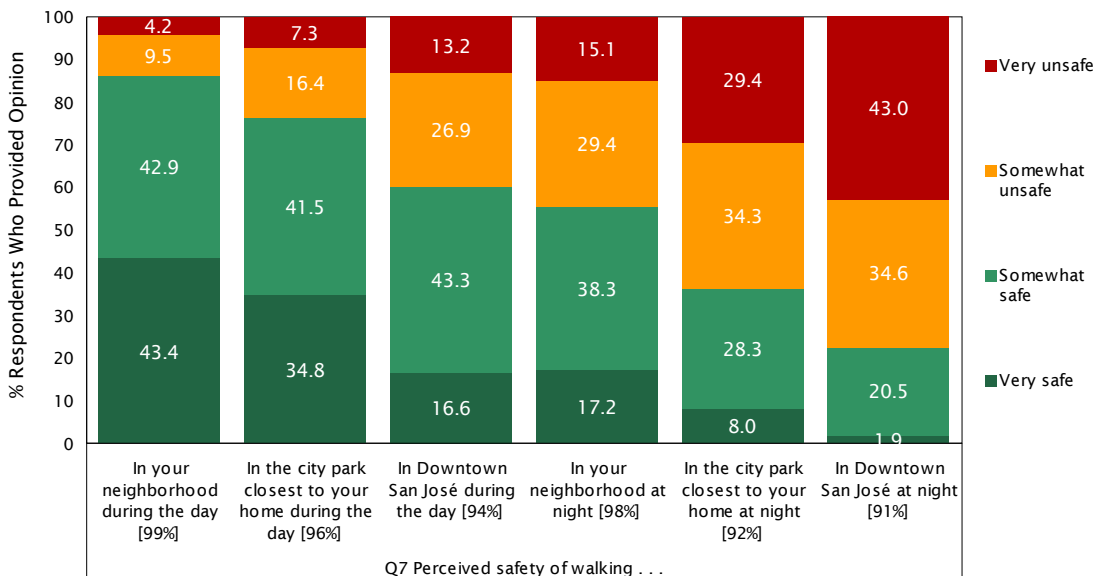
FIGURE 16 OPINION OF CITY SAFETY BY OVERALL SATISFACTION, AREA OF CITY, HOME OWNERSHIP STATUS & CHILD IN HSLD IN HSLD



SAFETY IN SPECIFIC SCENARIOS Whereas Question 6 asked respondents to rate the overall safety of San José as a place to live, Question 7 presented the six specific scenarios listed at the bottom of Figure 17 and asked residents to describe how safe they feel in each scenario using the scale shown on the right of the figure. To ease comparisons, only those who provided an opinion are included in the percentage results shown in Figure 17, and the percentage who did so is shown in brackets at the end of each scenario label.

Question 7 *When you are walking: _____, would you say that you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?*

FIGURE 17 SAFETY RATINGS BY SCENARIO



As shown in Figure 17, residents’ perceived safety varied considerably depending on the scenario. The vast majority of residents who provided an opinion indicated that they felt safe walking in their neighborhood during the day (86%) and in the city park closest to their home during the day (76%), while six-in-ten felt safe walking in Downtown San José during the day (60%). After dark, however, the percentage who felt safe when walking declined to 56% in their neighborhood, 36% in the city park closest to their home, and to 22% in Downtown San José. From 2022 to 2023, there was a statistically significant rise in the percentage of residents who felt safe walking in the city park closest to their home at night (+5%, see Table 11). Figures 18 to 20 show how feelings of safety in each scenario varied by age, gender, ethnicity, and geographic area.

TABLE 11 SAFETY RATINGS BY SCENARIO BY STUDY YEAR

	Study Year			Change in % Very + Smwt Safe 2022 to 2023
	2023	2022	2021	
In the city park closest to your home at night	36.3	31.8	35.1	+4.5†
In Downtown San José at night	22.4	19.4	22.1	+3.0
In your neighborhood at night	55.5	52.5	55.7	+3.0
In your neighborhood during the day	86.3	83.9	85.6	+2.5
In the city park closest to your home during the day	76.3	75.7	79.0	+0.6
In Downtown San José during the day	59.9	60.4	63.5	-0.5

† Statistically significant change (p < 0.05) between the 2022 and 2023 studies.

FIGURE 18 SAFETY RATINGS BY SCENARIO BY AGE & GENDER

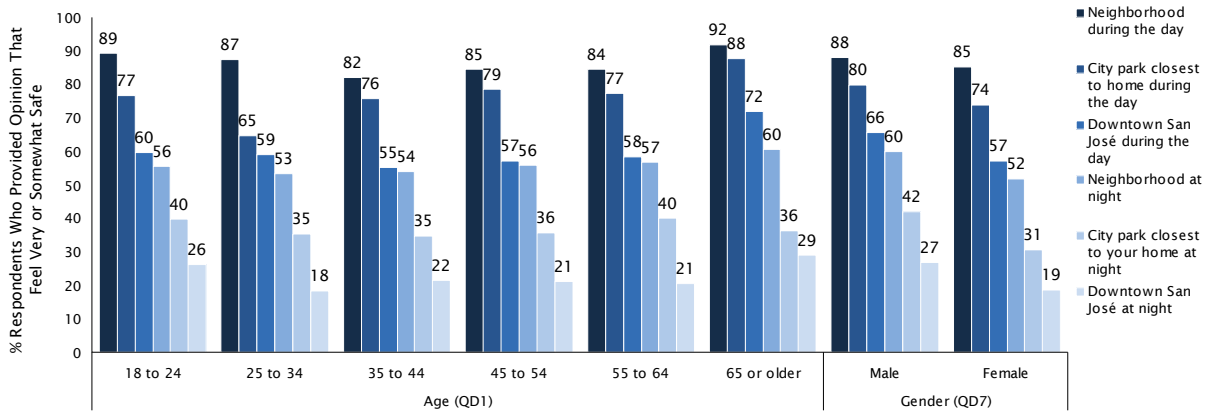


FIGURE 19 SAFETY RATINGS BY SCENARIO BY ETHNICITY

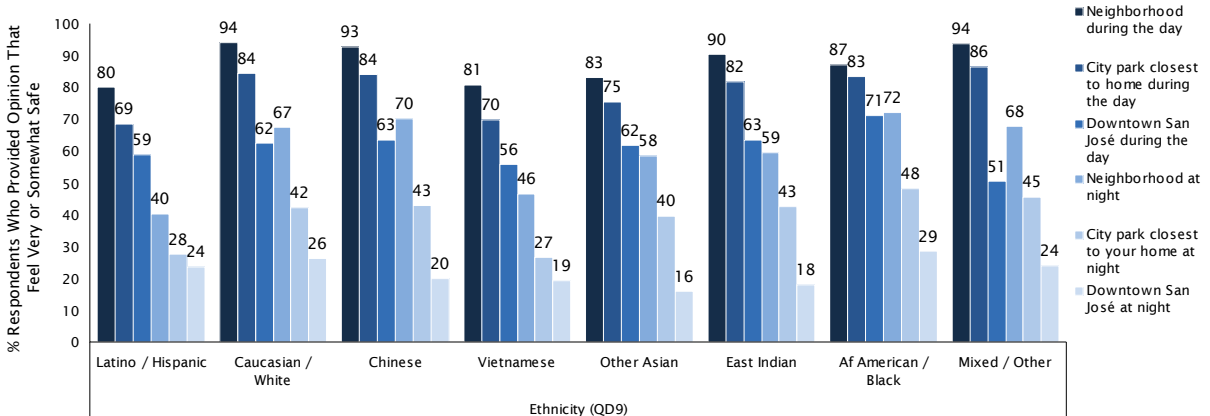
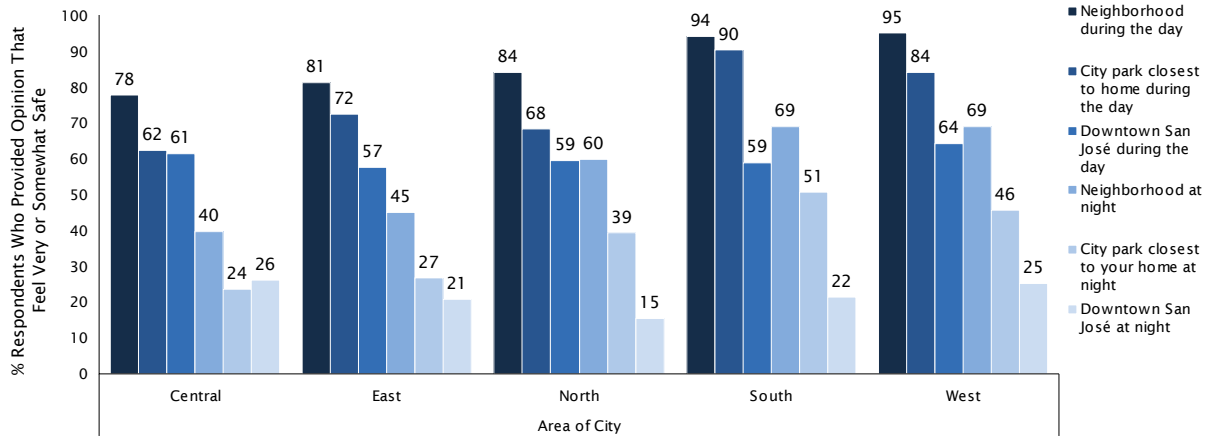


FIGURE 20 SAFETY RATINGS BY AREA OF CITY

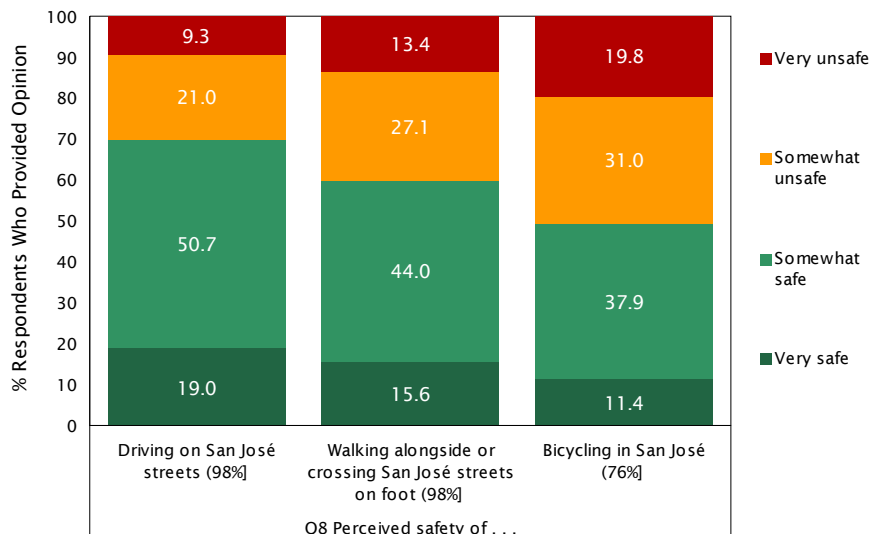


TRAFFIC SAFETY In a manner similar to that described previously, respondents were next asked how safe they feel when driving on San José streets, walking alongside or crossing streets in San José, and bicycling in San José. As in the prior series, only those who provided an opinion are included in the percentage results shown in Figure 21 below (percentage with an opinion is shown in brackets below each scenario label).

Seven-in-ten (70% of) respondents with an opinion indicated that they feel very or somewhat safe when driving on San José streets and six-in-ten (60%) indicated they feel safe walking alongside or crossing streets in San José. When it comes to bicycling in San José, however, just under half of respondents (49%) offered that they feel very or somewhat safe.

Question 8 *Thinking next about traffic safety - when you are: _____, would you say that you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?*

FIGURE 21 TRAFFIC SAFETY RATINGS



As shown in Table 12, the percentage of respondents who felt safe walking alongside or crossing streets in San José in 2023 was consistent with 2022. Figures 22 through 24 show how feelings of safety in these traffic scenarios varied by age, gender, ethnicity, and geographic area.

TABLE 12 TRAFFIC SAFETY RATINGS BY STUDY YEAR

	Study Year			Change in % Very + Smwvt Safe 2022 to 2023
	2023	2022	2021	
Bicycling in San José	49.2	48.0	46.9	+1.2
Walking alongside or crossing San José streets on foot	59.6	59.7	64.1	-0.1
Driving on San José streets	69.6	72.1	73.4	-2.5

FIGURE 22 TRAFFIC SAFETY RATINGS BY AGE & GENDER

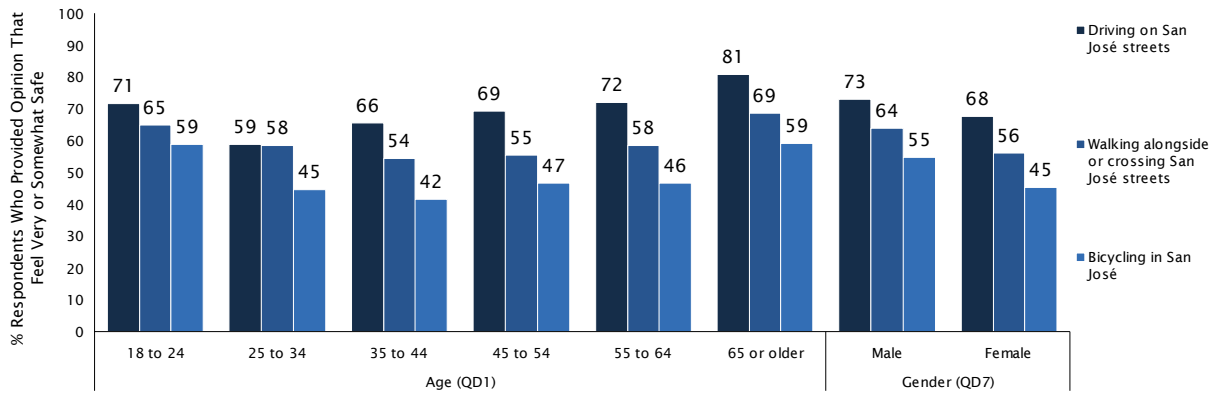


FIGURE 23 TRAFFIC SAFETY RATINGS BY ETHNICITY

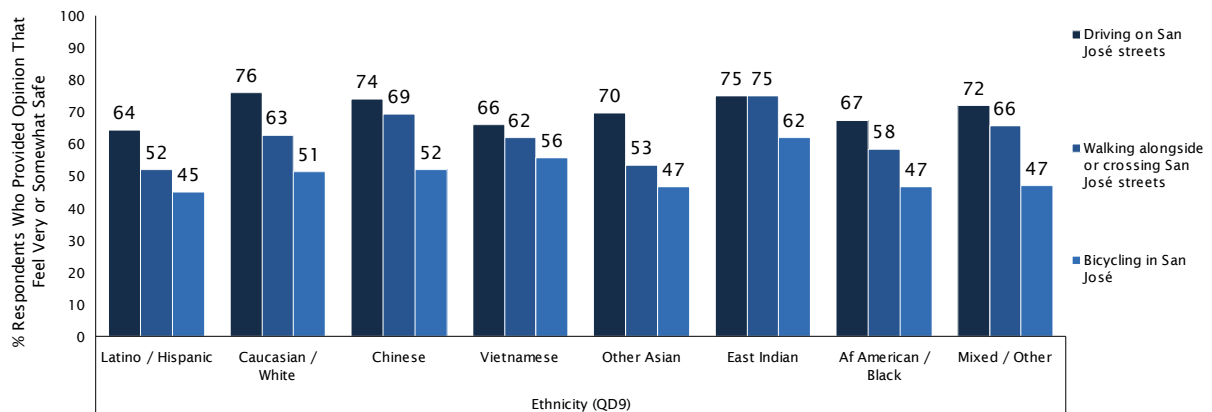
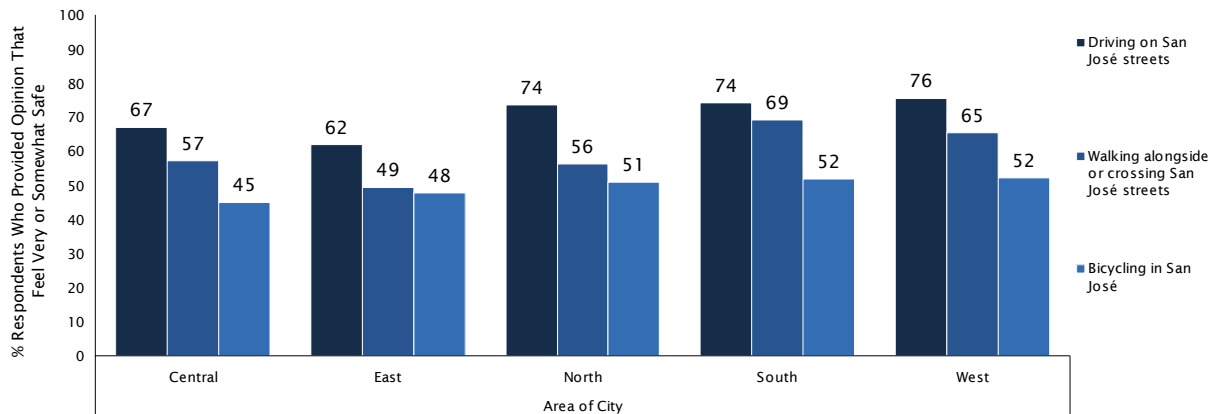


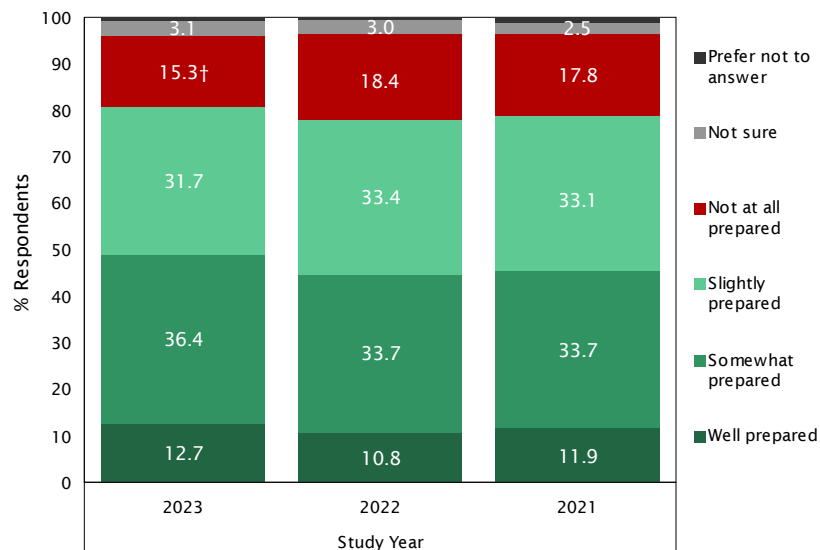
FIGURE 24 TRAFFIC SAFETY RATINGS BY AREA OF CITY



EMERGENCY PREPAREDNESS Continuing with the safety theme, all respondents were next asked to describe how prepared their household is to be self-sufficient in the event of a natural disaster or other city-wide emergency. Overall, 13% indicated their household is well-prepared to be self-sufficient in the event of a natural disaster or other emergency, whereas 36% felt somewhat prepared, and 32% slightly prepared. Approximately 15% of respondents indicated that their household is not at all prepared to be self-sufficient if a natural disaster or other city-wide emergency were to occur (down 3% from 2022), and 4% were either unsure or unwilling to share their opinion (see Figure 25). Compared with 2022, a statistically higher percentage of respondents felt at least somewhat prepared to be self-sufficient in 2023 (+5%).

Question 9 *How prepared would you say your household is to be self-sufficient in the event of a natural disaster or other city-wide emergency? Would you say you are well prepared, somewhat prepared, slightly prepared, or not at all prepared?*

FIGURE 25 HSLD PREPARED TO BE SELF-SUFFICIENT IN NATURAL DISASTER BY STUDY YEAR



† Statistically significant change (p < 0.05) between the 2022 and 2023 studies.

Figures 26-29 show how prepared residents felt they were to be self-sufficient in the event of a natural disaster or other emergency by length of residence, age, ethnicity, how safe they feel San José is as a place to live, gender, the language in which the survey was administered, geographic area, overall satisfaction with the City’s performance in providing municipal services, home ownership, presence of a child in the home, and employment status. Approximately nine-in-ten respondents who have lived in San José between 15 and 19 years, seniors, home owners, and those self-employed, students, and retirees said they were prepared.

FIGURE 26 HSLD PREPARED TO BE SELF-SUFFICIENT IN NATURAL DISASTER BY YEARS IN SAN JOSÉ & AGE

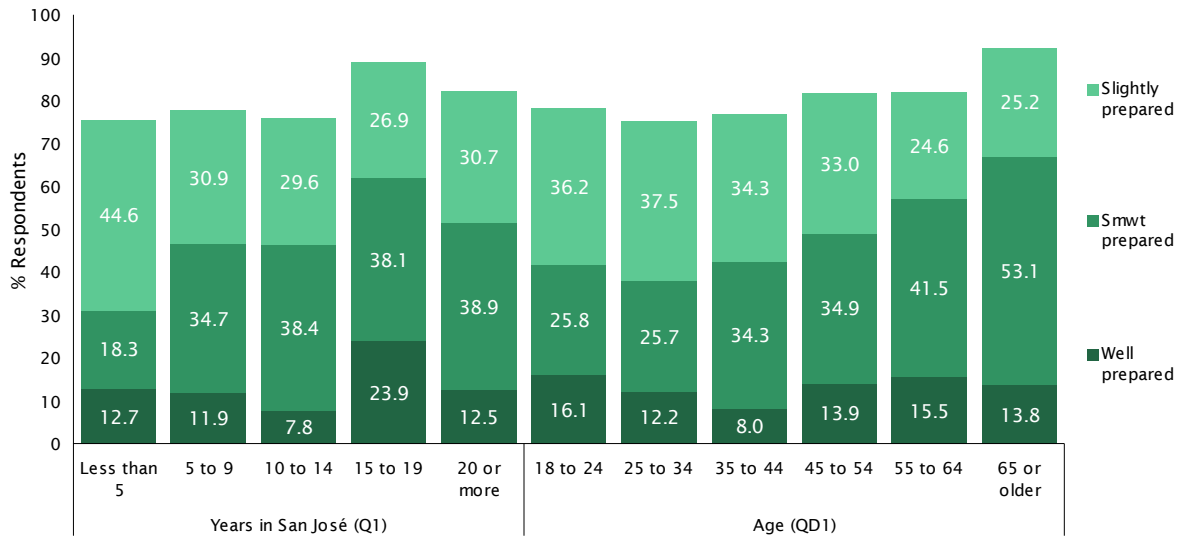


FIGURE 27 HSLD PREPARED TO BE SELF-SUFFICIENT IN NATURAL DISASTER BY ETHNICITY, PERCEPTION OF CITY SAFETY & GENDER

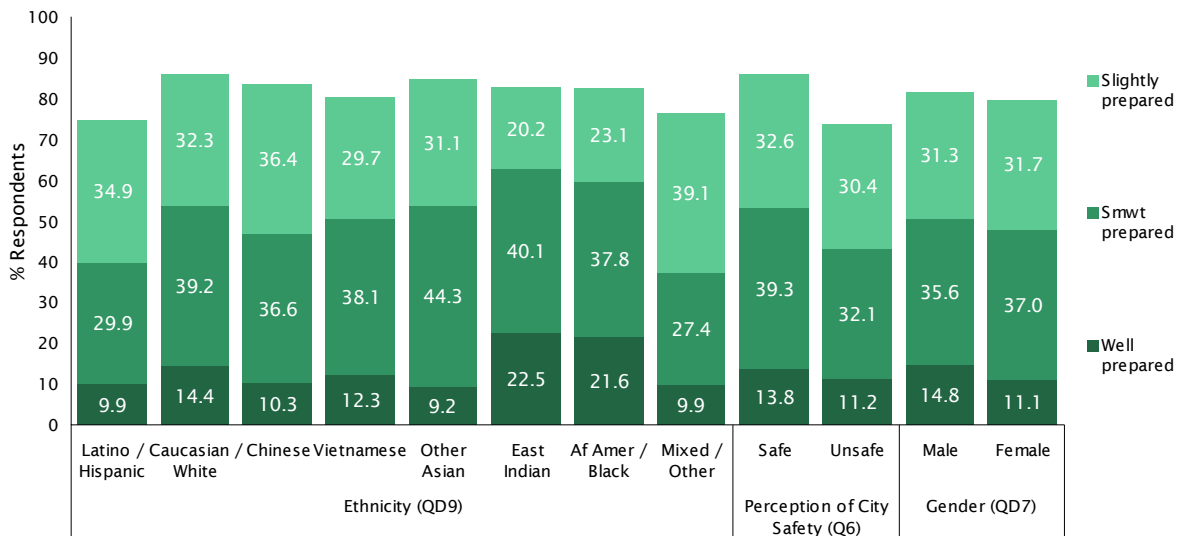


FIGURE 28 HSLD PREPARED TO BE SELF-SUFFICIENT IN NATURAL DISASTER BY SURVEY LANGUAGE, AREA OF CITY & OVERALL SATISFACTION

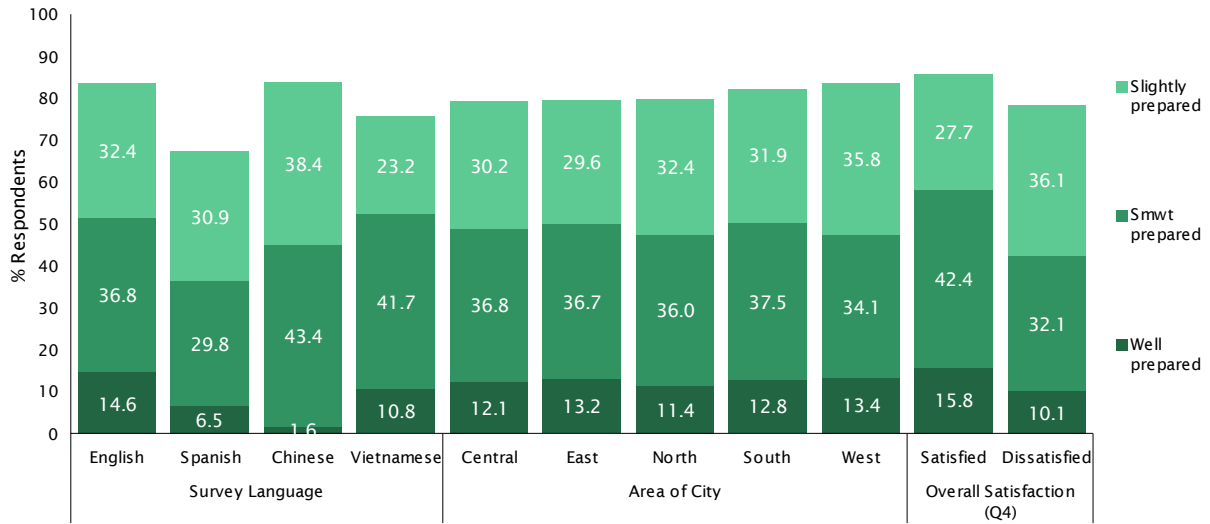
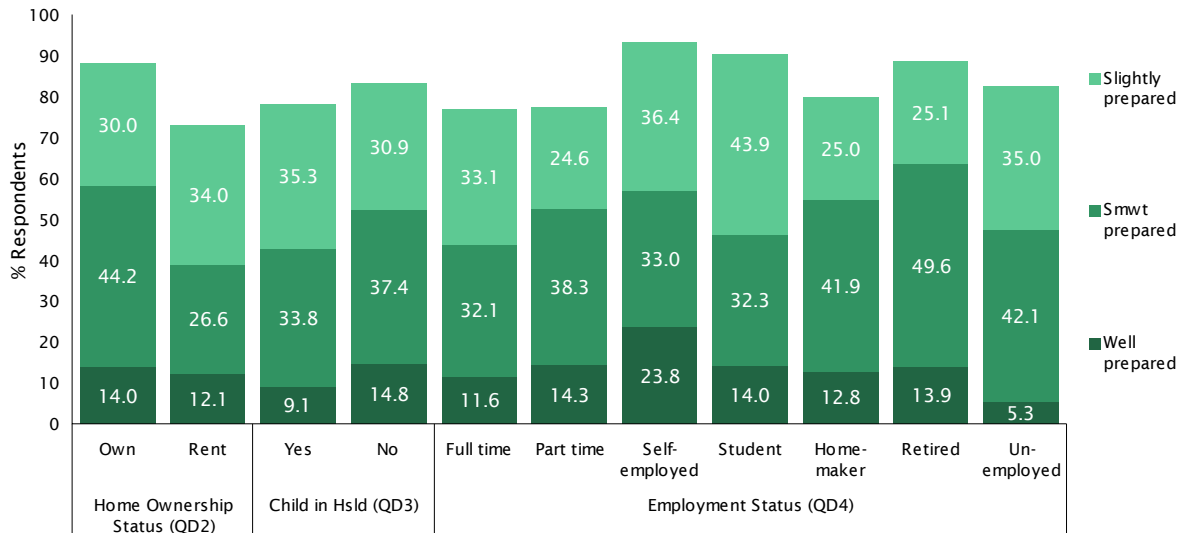


FIGURE 29 HSLD PREPARED TO BE SELF-SUFFICIENT IN NATURAL DISASTER BY HOME OWNERSHIP STATUS, CHILD IN HSLD & EMPLOYMENT STATUS



Regardless of how prepared respondents felt they were to be self-sufficient in the event of a natural disaster or other city-wide emergency, all respondents were subsequently asked if their household has each of the items shown in Figure 30 on the next page that are considered essential items for self-sufficiency in an emergency. Approximately eight-in-ten (79%) of respondents indicated their household has a first aid kit and seven-in-ten (73%) have a 72-hour supply of prescription medications for all family members and pets. Approximately 64% of respondents also indicated that they have a 72-hour supply of emergency food and water for family members and pets, while 58% have the name and phone number of a person outside of San José that has been designated in advance as a contact person in case of an emergency. The percentage of households with each of the emergency items in place trended higher over the past year, although none of the increases achieved statistical significance (see Table 13 on next page).

Question 10 Does your household have: _____?

FIGURE 30 HSLD EMERGENCY PREPAREDNESS

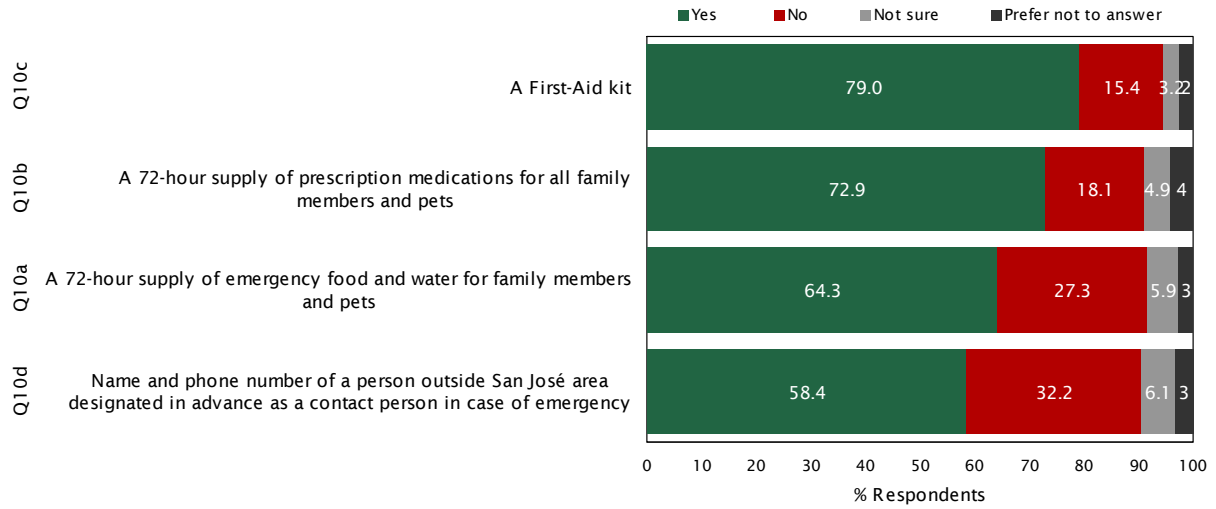


TABLE 13 EMERGENCY PREPAREDNESS BY STUDY YEAR

	Study Year			Change in % Yes 2022 to 2023
	2023	2022	2021	
A 72-hour supply of prescription medications for all family members and pets	72.9	69.9	72.0	+3.0
A First-Aid kit	79.0	76.5	76.0	+2.6
Name, phone # of person outside SJ designated as contact person in case of emergency	58.4	56.4	57.9	+2.0
A 72-hour supply of emergency food and water for family members and pets	64.3	62.8	64.5	+1.4

TRAFFIC

In many cities, traffic congestion ranks among the most pressing problems that residents would like local and regional governments to solve. Anticipating that traffic congestion would be a concern for some residents, the survey explored how perceptions of congestion in San José varied depending on the location and/or type of roadway.

TRAFFIC CIRCULATION The survey measured residents’ perceptions of traffic circulation in the City *overall*, on major streets, and in their neighborhood. As shown in Figure 31, residents provided the most positive ratings for traffic circulation in their neighborhood, with 52% rating it as either excellent or good, 28% fair, and 20% poor or very poor. When asked to rate overall traffic circulation within the City of San José, 28% rated it as excellent or good and 37% said fair, whereas 34% rated it as poor or very poor. The ratings were similar for traffic circulation on major streets in San José, with one-quarter (26%) rating it as excellent or good, 38% fair, and 36% poor or very poor. Responses to this question series showed little movement from 2022 to 2023 (Table 14).

Question 11 *Next, I'd like to ask you a few questions about traffic circulation. By traffic circulation, I mean the ability to drive around San José without encountering long delays. Would you rate: _____ as excellent, good, fair, poor or very poor?*

FIGURE 31 RATING TRAFFIC CIRCULATION

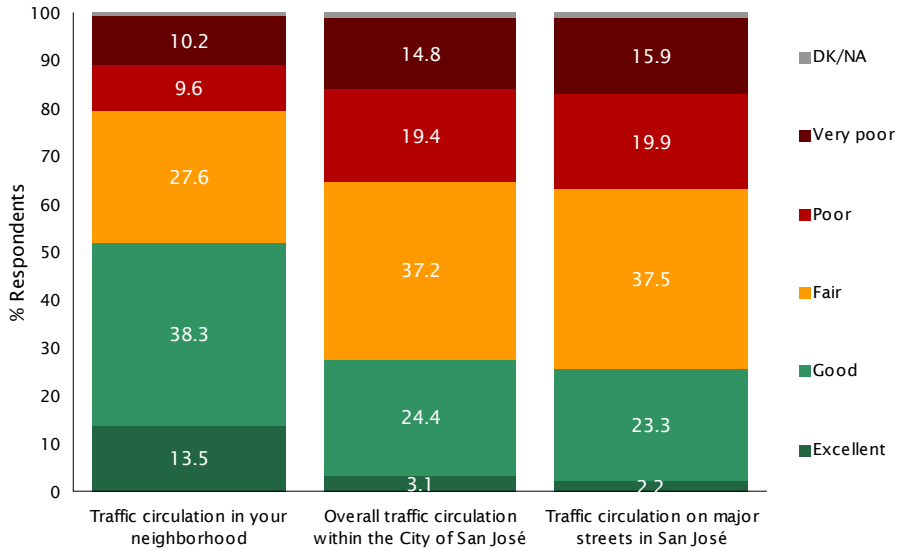
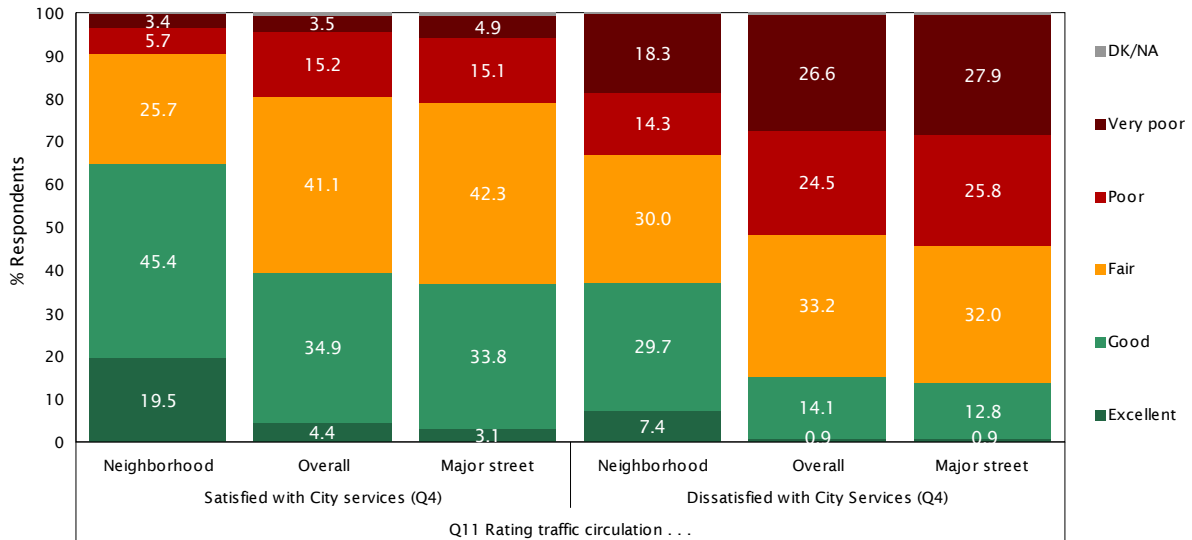


TABLE 14 RATING TRAFFIC CIRCULATION BY STUDY YEAR

	Study Year			Change in % Excellent + Good 2022 to 2023
	2023	2022	2021	
Traffic circulation on major streets in San José	25.6	24.7	24.2	+0.9
Overall traffic circulation within the City of San José	27.5	27.8	28.8	-0.3
Traffic circulation in your neighborhood	51.8	53.7	53.6	-1.9

For the interested reader, Figure 32 shows how ratings of traffic circulation in San José varied according to whether a respondent was generally satisfied with the City’s overall performance in providing municipal services (left side of figure) or dissatisfied. The figure demonstrates that perceptions of traffic circulation were related to residents’ opinions of the City’s overall performance, with those who were generally satisfied with the job the City is doing to provide municipal services also providing more positive ratings for traffic circulation in each scenario.

FIGURE 32 RATING TRAFFIC CIRCULATION BY OVERALL SATISFACTION



LIBRARY & PARKS

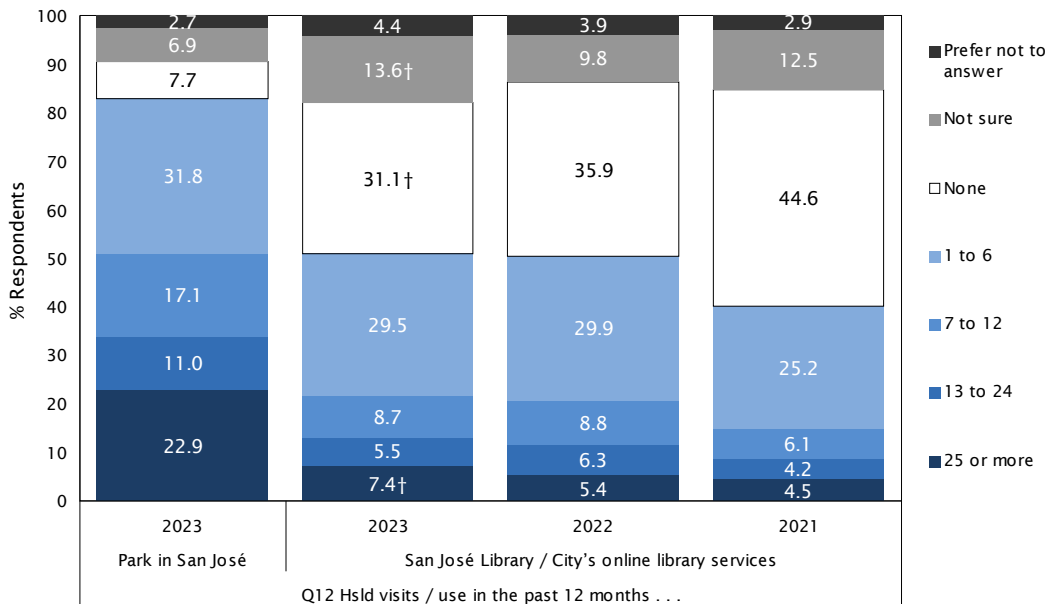
Although general perceptions of San José’s libraries and parks were included in the series of items tested in Question 5 (see *Specific Services* on page 14), the survey also measured how frequently respondents visit San José’s libraries and parks, as well as their assessment of library hours, variety of books and materials, and variety of education and digital literacy programs.

LIBRARY AND PARK VISITS The first question in this series simply asked respondents how often they or other members of their household have visited a San José library or used the City’s online library services during the preceding 12 months, as well as how often they have visited a park in San José. Approximately eight-in-ten (83% of) respondents in 2023 indicated that their household had visited a park in San José at least once during the past 12 months, with the majority (51%) doing so at least seven times during this period.²

In line with last year, the majority (51%) of households reported at least one visit to a San José library and/or use of the City’s online library services during the period of interest, with 22% visiting a library and/or using the City’s online library services at least seven times. Although overall use remained consistent, there was a small (+2%) but statistically significant increase in the percentage visiting/using the Library 25 or more times over the past year. Balancing each other out, changes were also recorded in the unsure (+4%) and non-user (-5%) categories (Figure 33).

Question 12 *In the past 12 months, how many times did you or other members of your household: _____?*

FIGURE 33 HSLD VISITS IN THE PAST 12 MONTHS BY STUDY YEAR



† Statistically significant change (p < 0.05) between the 2022 and 2023 studies.

2. Given that the scope of this item was expanded in 2023 from visiting large regional parks in San José (not including neighborhood parks) to any park in the City, comparisons to prior years are not shown.

Figures 34-36 show how the percentage of households with at least one visit/use during the 12 months preceding the interview varied by length of residence, home ownership, the language in which the survey was administered, presence of a child in the home, overall satisfaction with the City’s efforts to provide municipal services, and geographic area. Among all subgroups, respondents with a child in the household were the most likely to report visiting a park in San José *and* visiting a local library or using the City’s online library services during the period of interest.

FIGURE 34 AT LEAST ONE HSLD VISIT IN THE PAST 12 MONTHS BY YEARS IN SAN JOSÉ & HOME OWNERSHIP STATUS

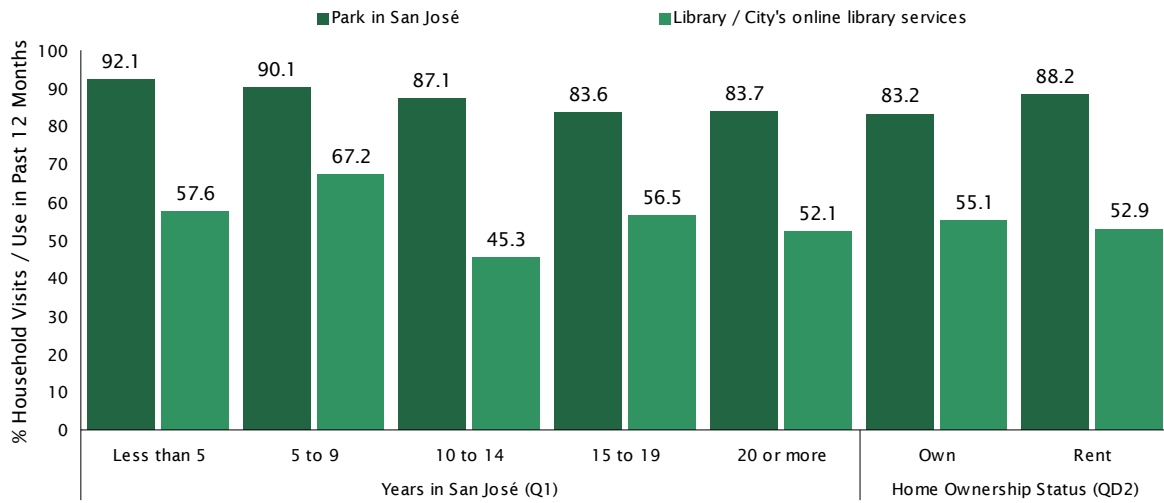


FIGURE 35 AT LEAST ONE HSLD VISIT IN THE PAST 12 MONTHS BY SURVEY LANGUAGE, CHILD IN HSLD & OVERALL SATISFACTION

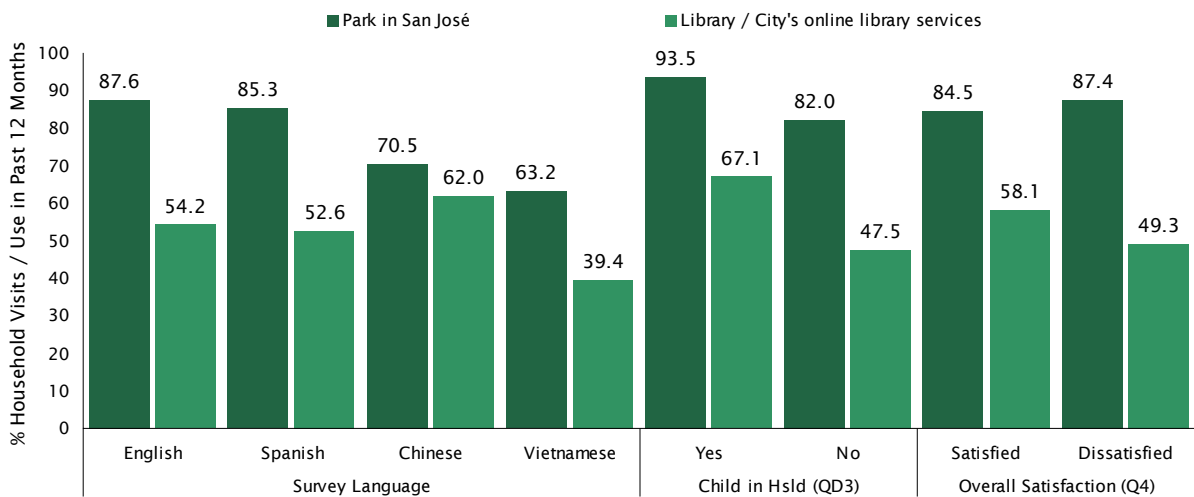
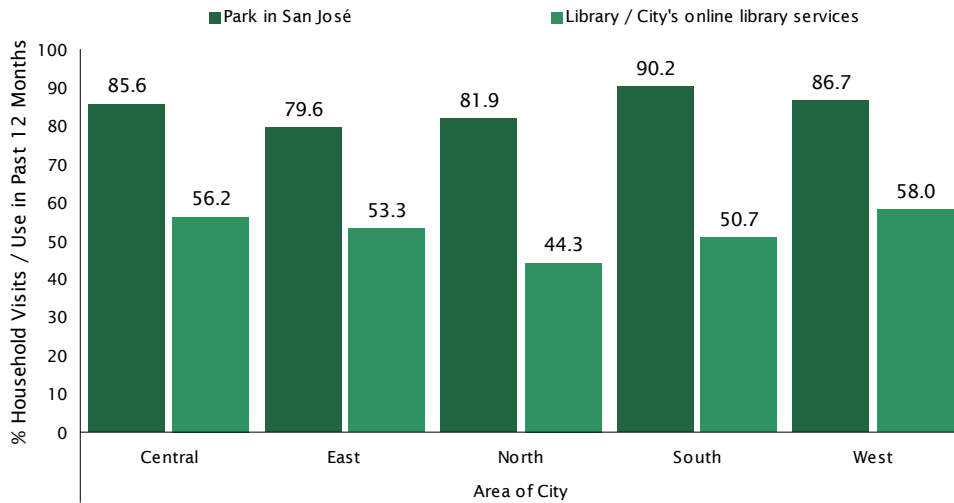


FIGURE 36 AT LEAST ONE VISIT IN PAST 12 MONTHS BY AREA OF CITY



RATING LIBRARY SERVICES All respondents were next asked to rate several aspects of the City of San José’s library services (see Figure 37). Approximately seven-in-ten respondents who provided an opinion rated each aspect as excellent or good, with the variety and availability of books and materials available in the Library’s collection receiving the highest rating (75% excellent or good), followed by the hours that local branch libraries are open and the variety of education and digital literacy programs provided by the Library (each 70%). Continuing the upward trajectory recorded from 2021 to 2022, positive assessments regarding the hours of operation were higher in 2023 (+3%), although the magnitude did not reach statistical significance (see Table 15 on the next page).

Question 13 *How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 37 RATING LIBRARY SERVICES

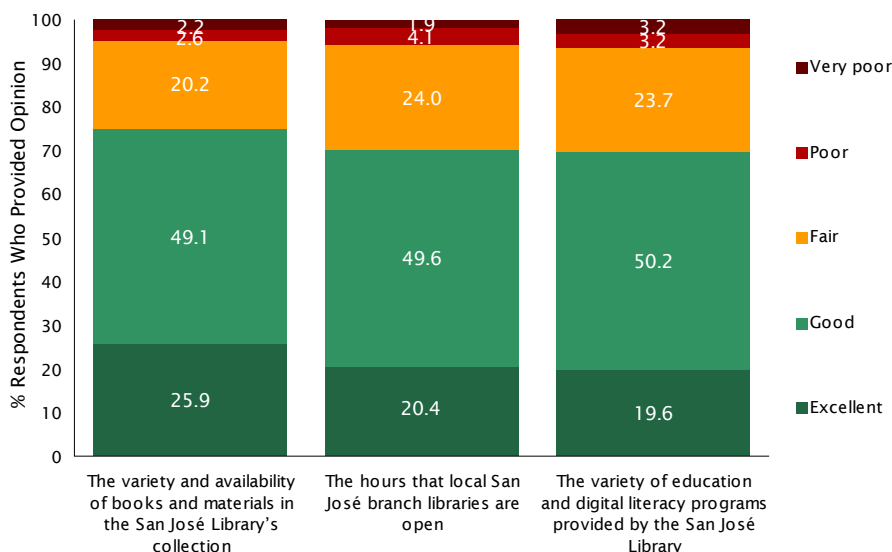


TABLE 15 RATING LIBRARY SERVICES BY STUDY YEAR

	Study Year			Change in % Excellent + Good 2022 to 2023
	2023	2022	2021	
Hours that local San José branch libraries are open	69.9	66.8	57.7	+3.2
Variety, availability of books and materials in San José Library's collection	75.0	74.4	70.7	+0.6
Variety of education, digital literacy programs provided by San José Library	69.8	71.1	63.3	-1.2

For the interested reader, figures 38-41 show how ratings for each aspect of library services varied by household use of the library system or online services in the past year, age, ethnicity, presence of a child in the home, the highest level of education achieved by the respondent, the language in which the survey was administered, and geographic area. As might be expected, library users provided much higher ratings than non-user households (or those unsure).

FIGURE 38 RATING LIBRARY SERVICES BY HSLD LIBRARY USE IN PAST 12 MONTHS & AGE

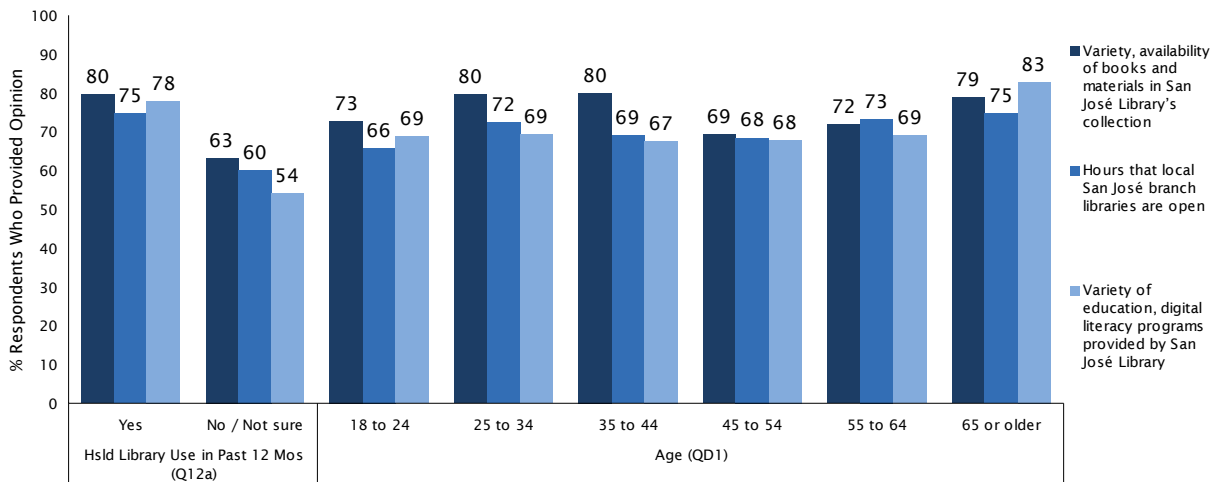


FIGURE 39 RATING LIBRARY SERVICES BY ETHNICITY

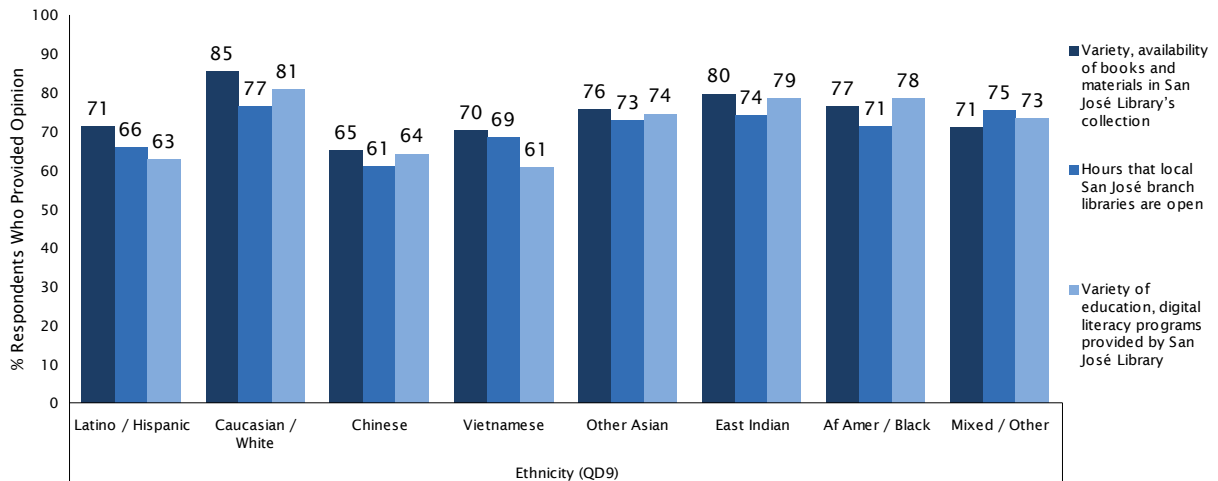


FIGURE 40 RATING LIBRARY SERVICES BY CHILD IN HSLD & EDUCATION LEVEL

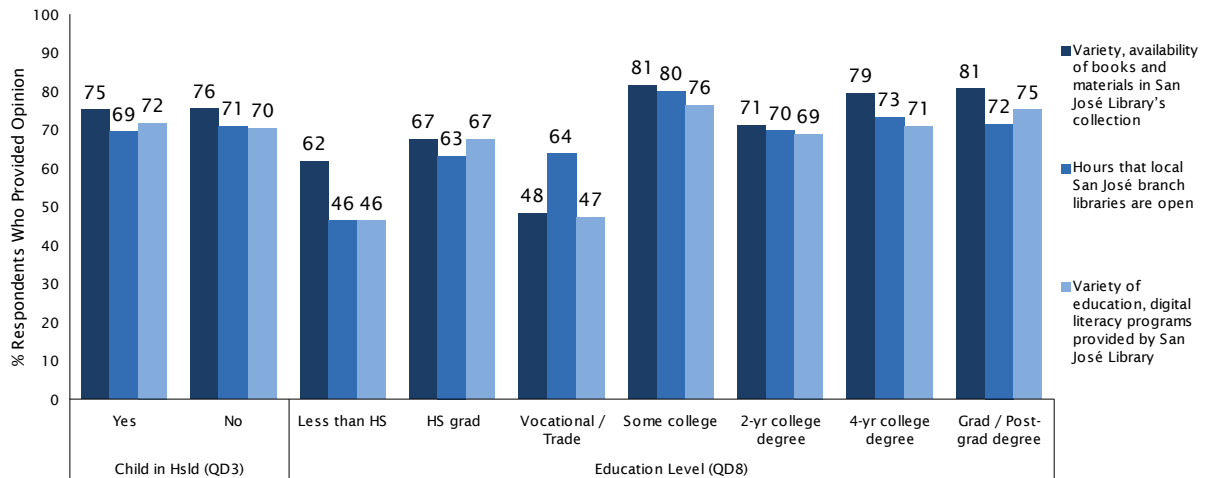
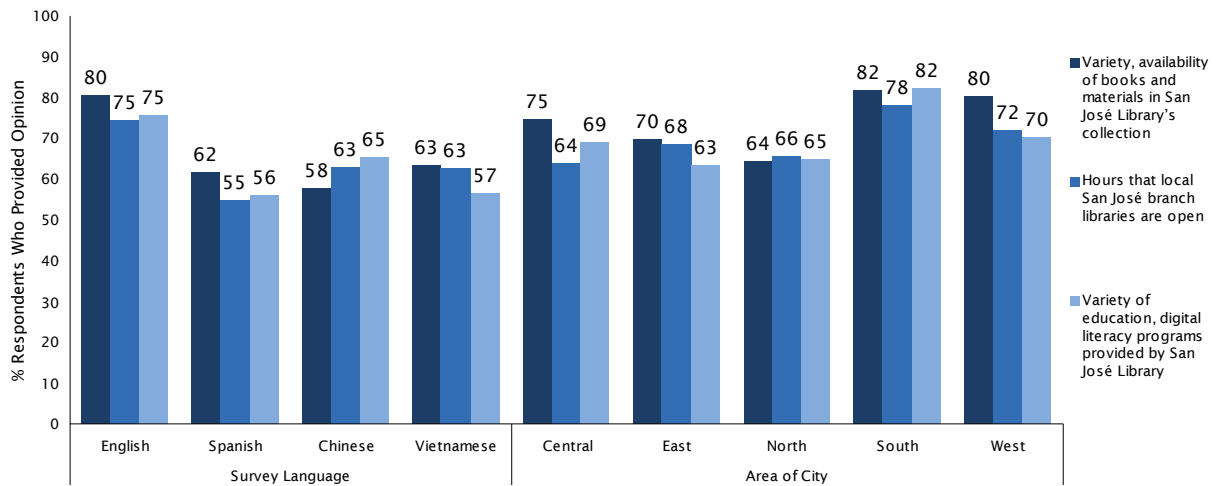


FIGURE 41 RATING LIBRARY SERVICES BY SURVEY LANGUAGE & AREA OF CITY



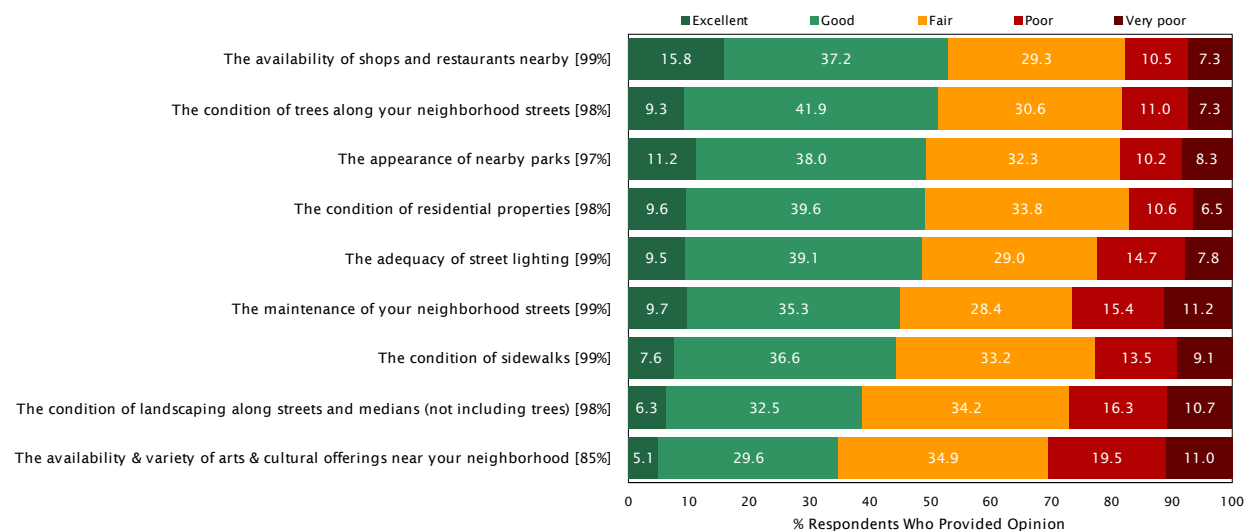
NEIGHBORHOOD ISSUES & CODE ENFORCEMENT

Although most of the questions in the survey were framed such that respondents were considering the City of San José as a whole, Question 14 began a series of questions that focused respondents' gaze on their own neighborhoods.

RATING ASPECTS OF NEIGHBORHOOD The first question in this series asked respondents to rate their local neighborhood on the nine dimensions shown on the left of Figure 42 using the familiar excellent, good, fair, poor, or very poor scale. To allow for apples-to-apples comparisons, only those who provided an opinion on a dimension are included in the percentage results shown in Figure 42. For reference, the percentage who provided an opinion is shown in brackets to the right of the dimension label.

Question 14 *Thinking about your own local neighborhood, how would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 42 RATING LOCAL NEIGHBORHOOD ASPECTS



Among the neighborhood aspects tested, respondents provided the most positive ratings for the availability of shops and restaurants nearby (53% excellent or good among those who provided an opinion) and the condition of trees along neighborhood streets (51%), followed by the appearance of nearby parks (49%), the condition of residential properties (49%), and the adequacy of street lighting (49%). Approximately 45% of respondents also rated as excellent or good the maintenance of streets in their neighborhood (45%) and the condition of sidewalks (44%).

When compared to the other dimensions tested, the availability and variety of arts and cultural offerings near their neighborhood (35%) and the condition of landscaping along streets and medians in their neighborhood, excluding trees (39%) received the lowest ratings. There were no statistically significant changes in neighborhood ratings from 2022 to 2023 (see Table 16 on next page).

TABLE 16 RATING LOCAL NEIGHBORHOOD ASPECTS BY STUDY YEAR

	Study Year			Change in % Excellent + Good 2022 to 2023
	2023	2022	2021	
The availability & variety of arts & cultural offerings near your neighborhood	34.7	31.0	28.9	+3.7
The maintenance of your neighborhood streets	45.0	42.0	40.9	+3.0
The condition of sidewalks	44.2	41.7	41.3	+2.5
The adequacy of street lighting	48.6	46.2	45.6	+2.4
The condition of trees along your neighborhood streets	51.2	50.0	52.0	+1.2
The condition of landscaping along streets and medians (not including trees)	38.8	37.9	39.8	+0.9
The appearance of nearby parks	49.2	48.9	49.5	+0.3
The availability of shops and restaurants nearby	53.0	53.9	53.6	-0.9
The condition of residential properties	49.2	51.8	53.7	-2.6

Table 17 shows how neighborhood ratings varied according to respondents’ overall satisfaction with the City’s efforts to provide municipal services. Respondents who were satisfied with the job the City is doing to provide city services overall also provided more positive ratings for each aspect of their neighborhood when compared to those generally dissatisfied with the City’s performance. The largest differences in opinion between these two groups were found with respect to the condition of residential properties and the condition of trees along neighborhood streets.

TABLE 17 RATING LOCAL NEIGHBORHOOD ASPECTS BY OVERALL SATISFACTION

		Satisfaction With City’s Overall Performance (Q4)		Difference Between Groups For Each Service
		Very or somewhat satisfied	Very or somewhat dissatisfied	
% Respondents That Rated Neighborhood Aspect as Excellent or Good	The condition of residential properties	66.7	31.7	35.0
	The condition of trees along your neighborhood streets	67.8	33.2	34.6
	The condition of landscaping along streets & medians (not including trees)	55.2	22.1	33.0
	The condition of sidewalks	60.9	28.0	32.8
	The appearance of nearby parks	64.7	32.6	32.1
	The maintenance of your neighborhood streets	60.0	29.2	30.9
	The adequacy of street lighting	61.7	34.8	26.9
	The availability & variety of arts & cultural offerings near your neighborhood	47.2	20.7	26.5
	The availability of shops and restaurants nearby	64.4	41.5	22.8

CODE ENFORCEMENT The City of San José has created codes to address and prevent a variety of issues that can negatively impact a neighborhood, such as abandoned vehicles, non-permitted construction, junk storage, and yards not being properly maintained. Following this brief overview, Question 15 asked respondents whether they were generally satisfied or dissatisfied with the City’s efforts to enforce code violations.

Consistent with the survey results over the past two years, approximately one-third (34%) of respondents indicated they were generally satisfied with the City’s code enforcement efforts, 41% were dissatisfied, whereas 24% were unsure and 1% were unwilling to share their opinion (see Figure 43 on next page). Satisfaction with the City’s efforts to enforce code violations was highest among respondents who have lived in San José less than 15 years, younger (18-24) and older (65+) residents, respondents who were satisfied with the City’s overall performance in providing municipal services, Chinese, Vietnamese, and East Indian respondents, those who completed the survey in Chinese or Vietnamese, respondents without a child in the home, those who commute outside the City, and those living in an area *other than* central (see figures 44-47).

Question 15 *The City of San José has created codes to address and prevent a variety of issues that can negatively impact a neighborhood, such as abandoned vehicles, non-permitted construction, junk storage, and yards not being properly maintained. Overall, are you satisfied or dissatisfied with the City's efforts to enforce code violations, or do you not have an opinion?*

FIGURE 43 SATISFACTION WITH CITY EFFORTS TO ENFORCE CODE VIOLATIONS BY STUDY YEAR

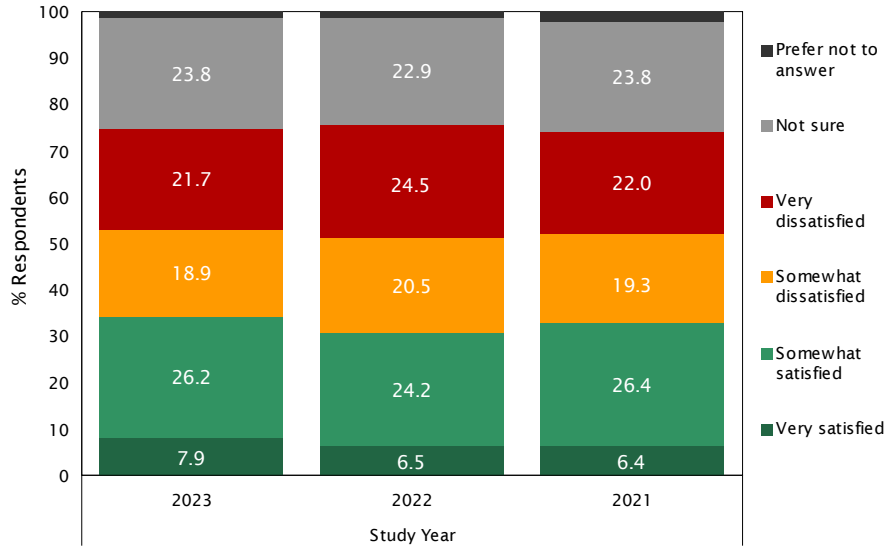


FIGURE 44 SATISFACTION WITH CITY EFFORTS TO ENFORCE CODE VIOLATIONS BY YEARS IN SAN JOSÉ & AGE

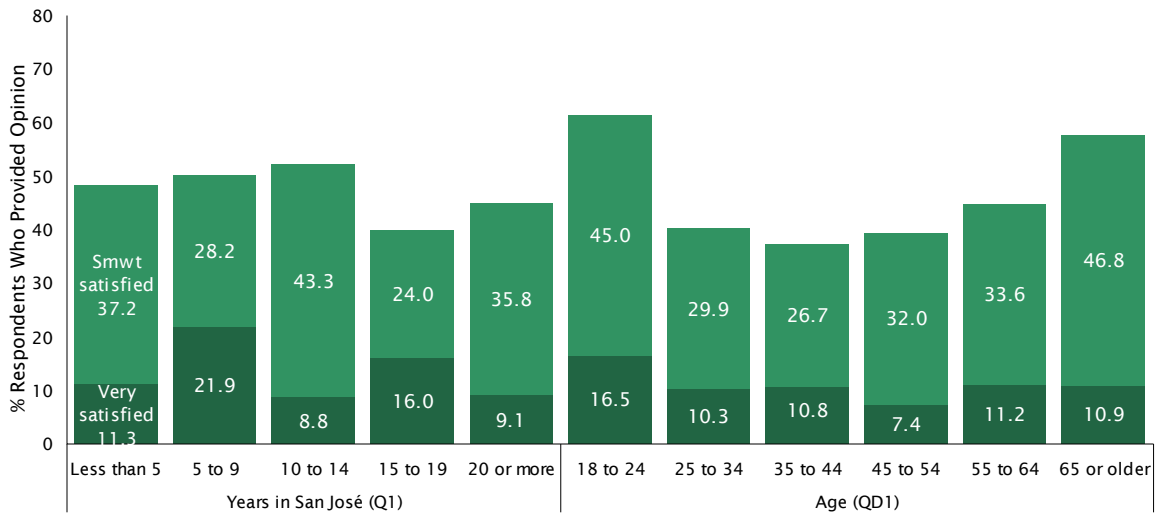


FIGURE 45 SATISFACTION WITH CITY EFFORTS TO ENFORCE CODE VIOLATIONS BY OVERALL SATISFACTION & ETHNICITY

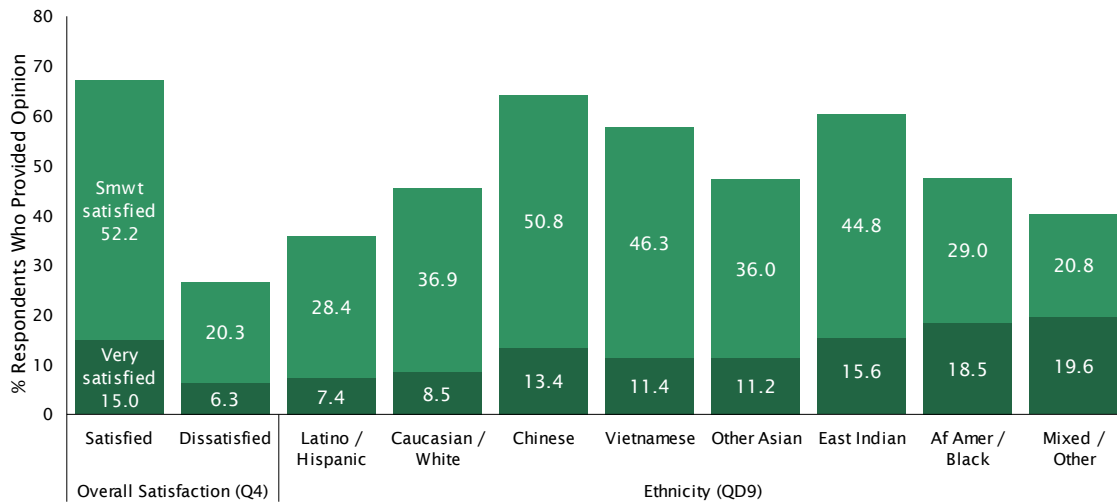


FIGURE 46 SATISFACTION WITH CITY EFFORTS TO ENFORCE CODE VIOLATIONS BY SURVEY LANGUAGE, HOME OWNERSHIP STATUS & CHILD IN HSLD

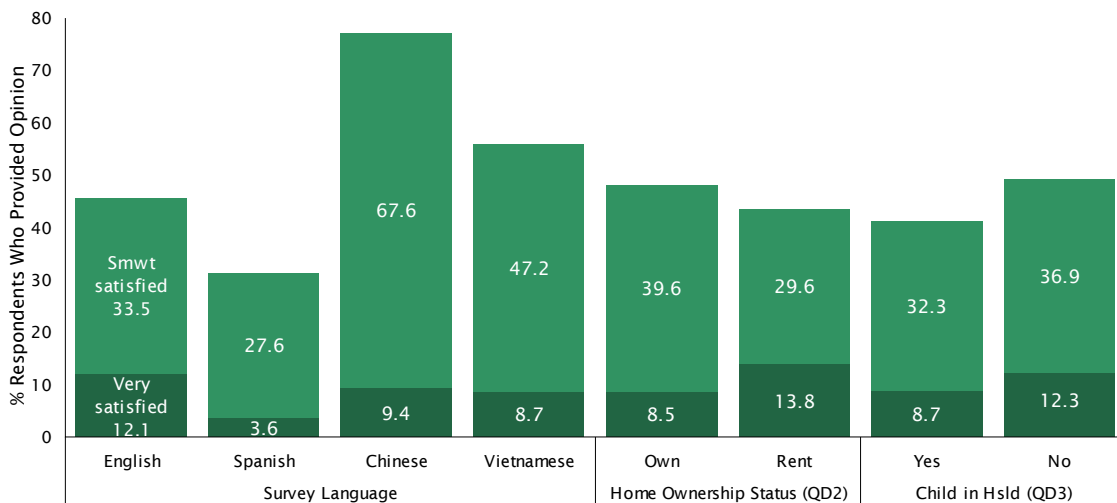
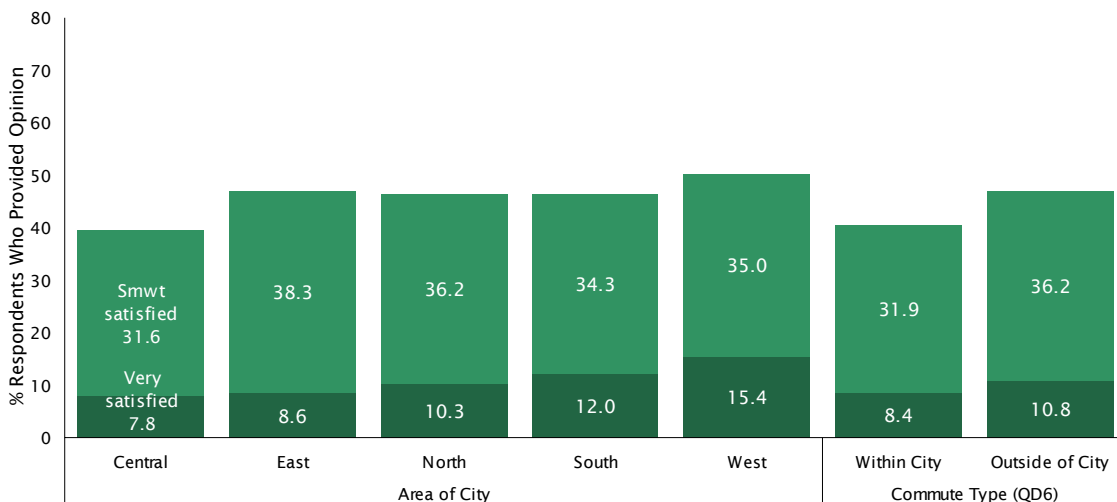


FIGURE 47 SATISFACTION WITH CITY EFFORTS TO ENFORCE CODE VIOLATIONS BY AREA OF CITY & COMMUTE TYPE



Respondents who reported being dissatisfied with the City’s efforts to enforce code violations were subsequently asked to describe the particular issue or code violation in their neighborhood that the City isn’t addressing that is causing their dissatisfaction. True North reviewed the verbatim responses and grouped them into the categories shown below in Figure 48.

Question 16 *Is there a particular issue or code violation in your neighborhood the City isn't addressing that leads you to be dissatisfied?*

FIGURE 48 ISSUE, CODE VIOLATION IN NEIGHBORHOOD

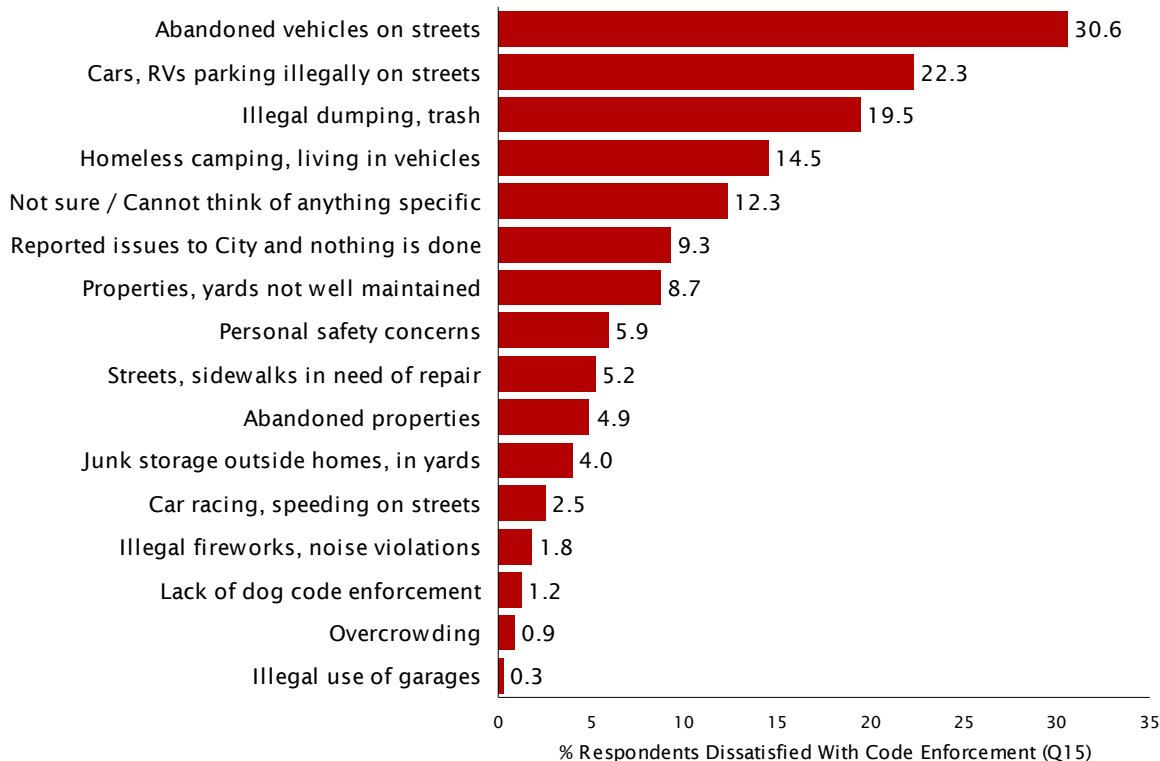


TABLE 18 ISSUE, CODE VIOLATION IN NEIGHBORHOOD BY STUDY YEAR

Study Year		
2023	2022	2021
Abandoned vehicles on streets	Cars, RVs parking illegally on streets	Cars, RVs parking illegally on streets
Cars, RVs parking illegally on streets	Abandoned vehicles on streets	Abandoned vehicles on streets
Illegal dumping, trash	Homeless camping, living in vehicles	Homeless camping, living in vehicles
Homeless camping, living in vehicles	Illegal dumping, trash	Illegal dumping, trash
Not sure / Cannot think of anything specific	Not sure / Cannot think of anything specific	Not sure / Cannot think of anything specific

Among those dissatisfied with the City’s code enforcement efforts, abandoned vehicles on streets (31%) was the most common reason for their dissatisfaction, followed by illegally parked recreational vehicles and cars (22%), illegal dumping/trash (19%), and homeless camping/living in vehicles (15%). Although the order has shifted somewhat over the years, the top five code enforcement issues have remained the same (Table 18).

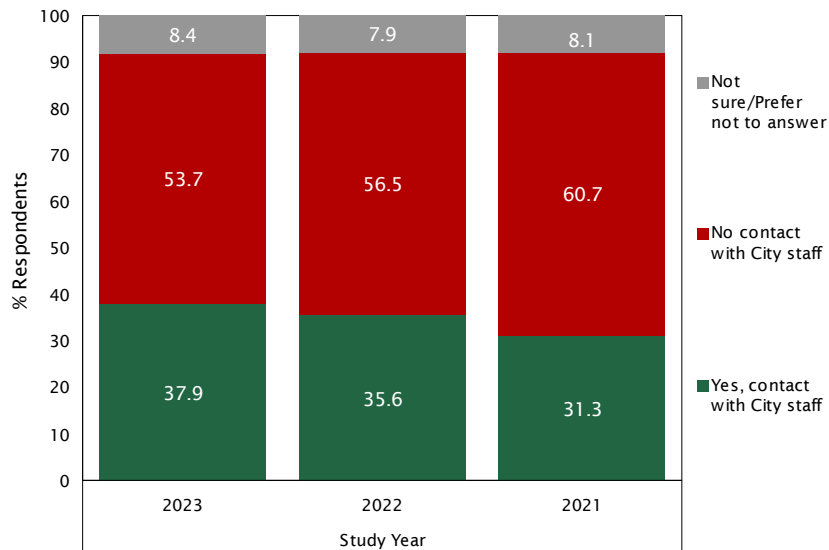
CUSTOMER SERVICE & GOVERNANCE

Although much of the survey focused on residents' satisfaction with the City's efforts to provide specific services, San José —like other progressive cities—recognizes there is more to good local governance than simply providing satisfactory services. Do residents perceive that the City operates in a way that is open and accountable to the public? Do residents feel that staff serves their needs in a timely and courteous manner? How well do residents trust the City, and do they view the City as fiscally responsible? Answers to questions like these are as important as service or policy-related questions in measuring the City's performance in meeting residents' needs. Accordingly, they were the focus of the final substantive section of the interview.

CONTACT WITH CITY STAFF Question 17 asked all respondents whether they had been in contact with staff from the City of San José in person, on the phone, or by email during the 12 months preceding the interview. Thirty-eight percent (38%) of respondents indicated they had been in contact with staff from the City during the period of interest, which was statistically consistent with the percentage recorded in 2022 (Figure 49).

Question 17 *In the past 12 months, have you been in contact with staff from the City of San José in person, on the phone, or by email?*

FIGURE 49 CONTACTED CITY STAFF IN PAST 12 MONTHS BY STUDY YEAR



Figures 50-53 show how the percentage of respondents who had contact with City staff during the 12 months preceding the interview varied across demographic subgroups. Staff contact was lowest among respondents who have lived in the City less than 10 years, those 18 to 24 years of age, Vietnamese and East Indian respondents, those who completed the survey in Vietnamese, part-time employees and students, renters, those living in north and south San José, and respondents without a child in the home.

FIGURE 50 CONTACTED CITY STAFF IN PAST 12 MONTHS BY YEARS IN SAN JOSÉ & AGE

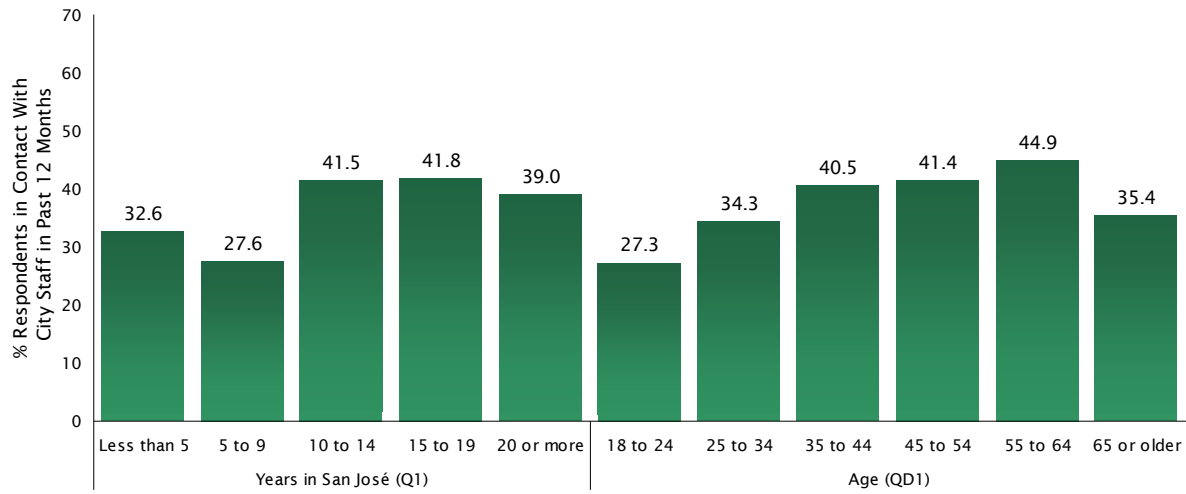


FIGURE 51 CONTACTED CITY STAFF IN PAST 12 MONTHS BY ETHNICITY & GENDER

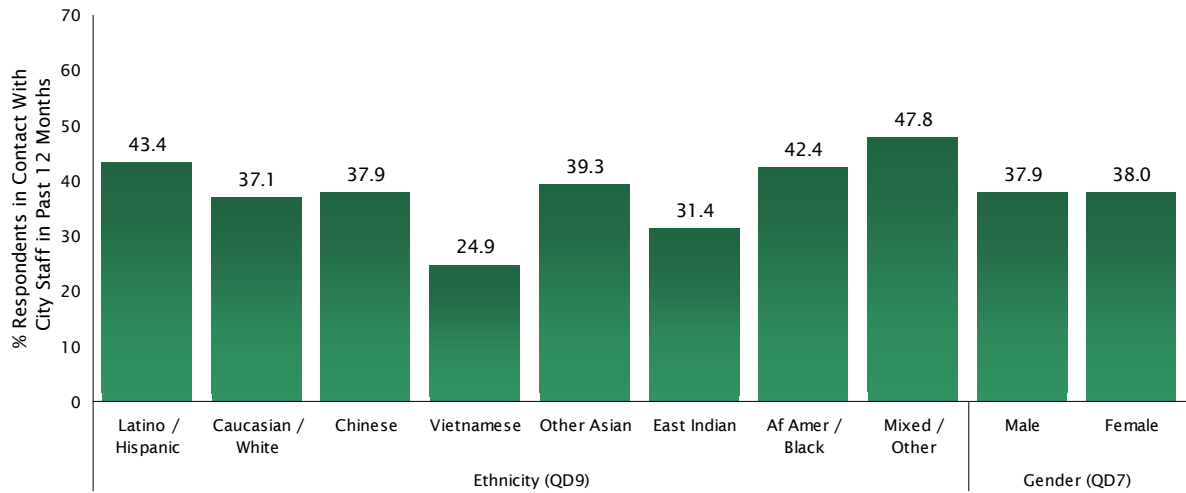


FIGURE 52 CONTACTED CITY STAFF IN PAST 12 MONTHS BY SURVEY LANGUAGE & EMPLOYMENT STATUS

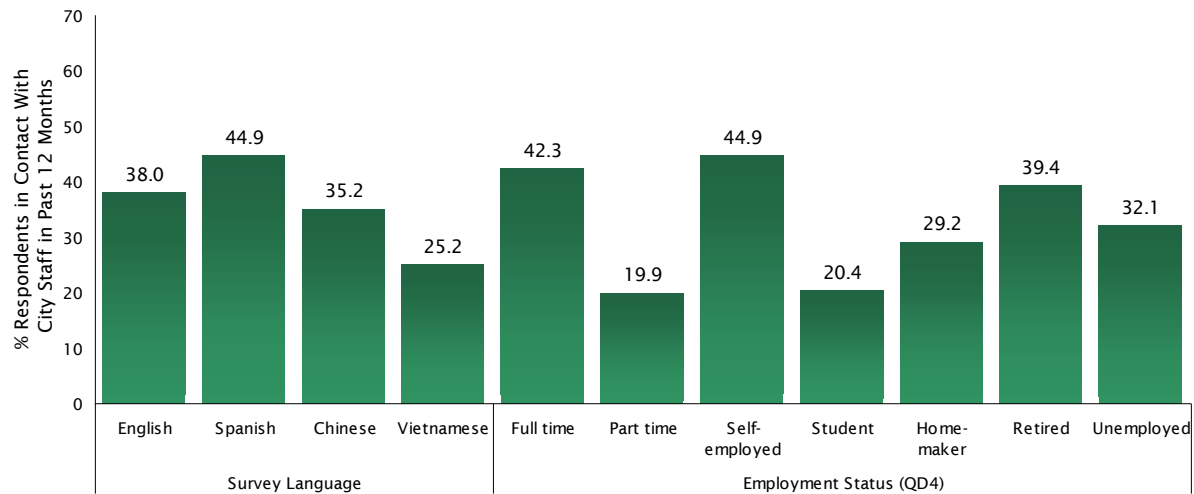
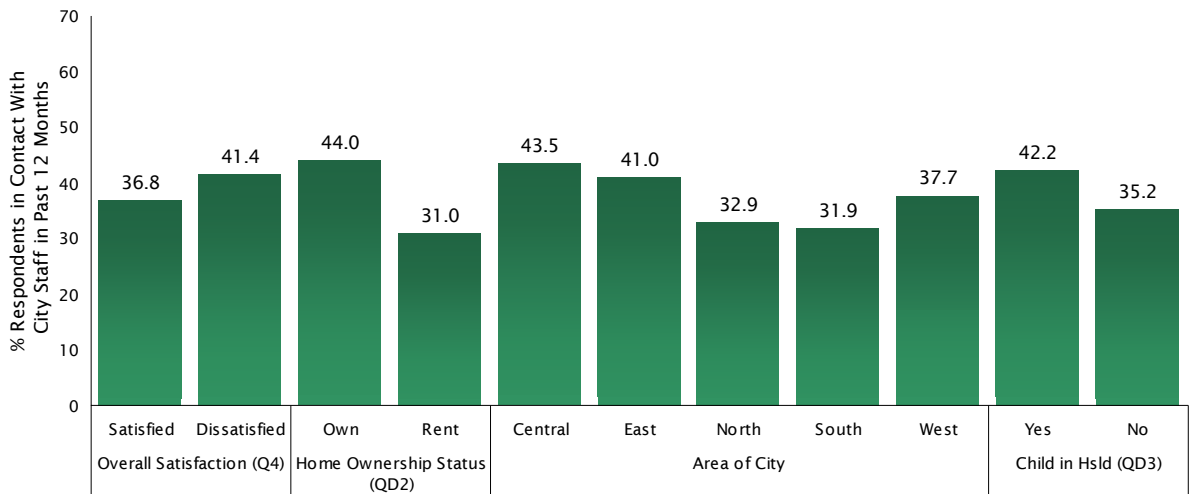


FIGURE 53 CONTACTED CITY STAFF IN PAST 12 MONTHS BY OVERALL SATISFACTION, HOME OWNERSHIP STATUS, AREA OF CITY & CHILD IN HSLD



RATING CITY STAFF Respondents who had contact with city staff during the 12 months preceding the interview were asked to describe their level of satisfaction with city staff on three dimensions: courtesy shown, timeliness of response, and competence in handling their issue. As displayed in Figure 54 below, at least six-in-ten San José residents reported being satisfied with staff on all three dimensions. Three-quarters (75%) of those who contacted staff reported being satisfied with the *courtesy* shown to them by San José staff and six-in-ten were satisfied with both the *competence* staff displayed in handling their issue and the *timeliness* of the response they received (each 61%). As shown in Table 19 on the next page, satisfaction with staff’s competence handling their issue was statistically higher in 2023 than 2022 (+6%).

Question 18 *Were you satisfied or dissatisfied with the _____ by the San José City employee or employees with whom you had contact?*

FIGURE 54 SATISFACTION WITH CITY STAFF PERFORMANCE

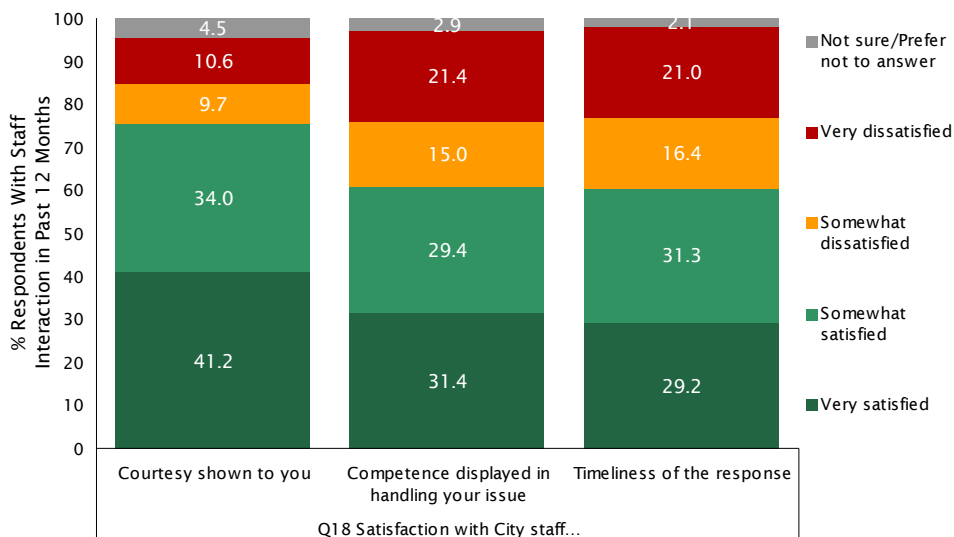


TABLE 19 SATISFACTION WITH CITY STAFF PERFORMANCE BY STUDY YEAR

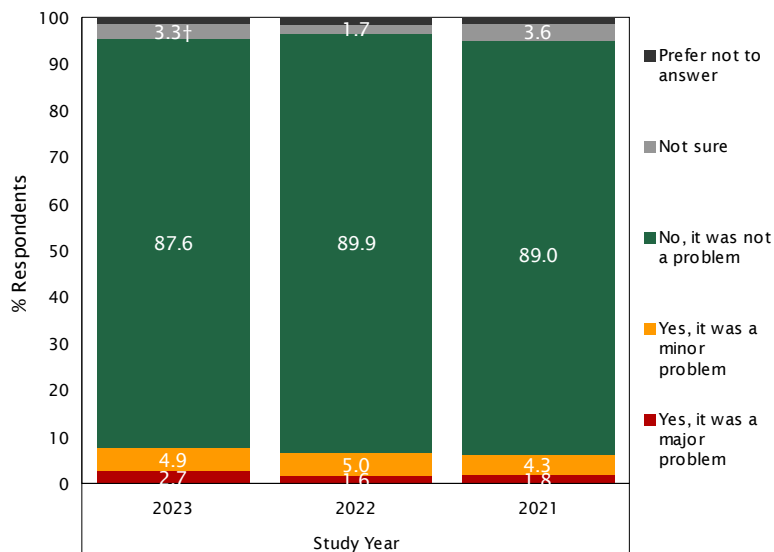
	Study Year			Change in % Satisfied 2022 to 2023
	2023	2022	2021	
Competence displayed in handling your issue	60.8	54.6	60.0	+6.2†
Courtesy shown to you	75.2	74.7	74.8	+0.4
Timeliness of the response	60.5	60.4	63.9	+0.1

† Statistically significant change (p < 0.05) between the 2022 and 2023 studies.

LANGUAGE BARRIER TO CITY SERVICES Question 19 asked respondents whether they had ever experienced a problem accessing city services because of a language barrier. Consistent with the 2022 survey results, just 8% of respondents in 2023 indicated that a language barrier had interfered with their ability to access city services, with 3% describing it as a major problem and 5% stating it was a minor problem. The remaining respondents indicated they had not experienced a problem accessing city services due to a language barrier (88%), were unsure (3%, statistically higher than 2022), or preferred to not answer (1%). Respondents who completed the survey in Vietnamese or identified their ethnicity as Vietnamese were by far the most likely to report experiencing a problem receiving city services due to a language barrier, as well as the most likely to report it being a *major* program (see figures 56 & 57 on next page).

Question 19 *Have you ever experienced a problem accessing city services because of a language barrier? If yes: Was it a major problem or a minor problem?*

FIGURE 55 EXPERIENCED LANGUAGE BARRIER PROBLEM ACCESSING CITY SERVICES BY STUDY YEAR



† Statistically significant change (p < 0.05) between the 2022 and 2023 studies.

FIGURE 56 EXPERIENCED LANGUAGE BARRIER PROBLEM ACCESSING CITY SERVICES BY ETHNICITY & CONTACT WITH STAFF IN PAST 12 MONTHS

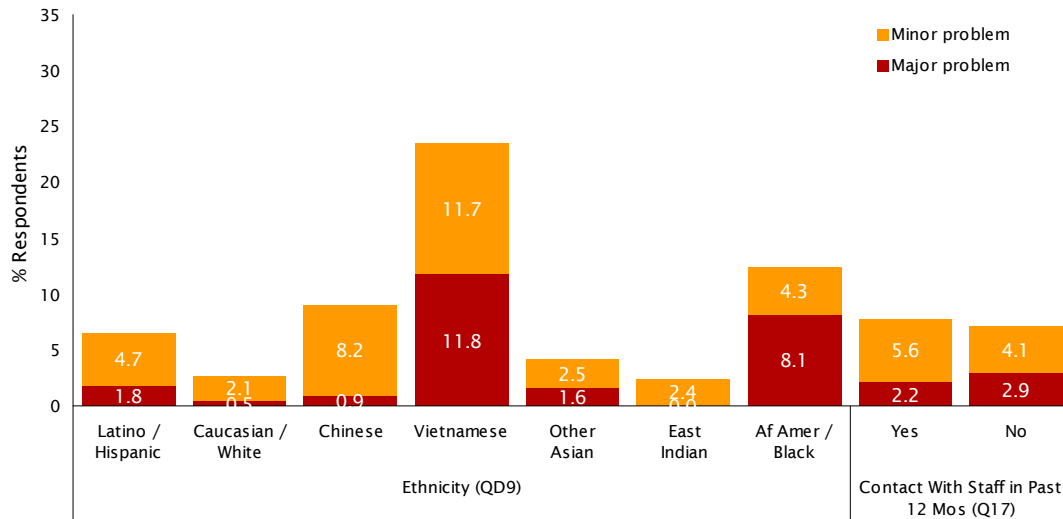
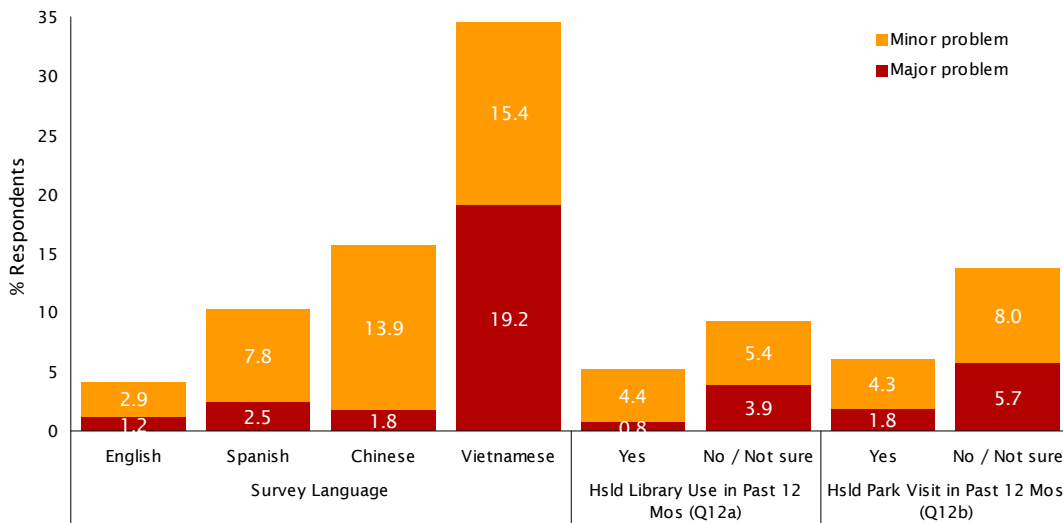


FIGURE 57 EXPERIENCED LANGUAGE BARRIER PROBLEM ACCESSING CITY SERVICES BY SURVEY LANGUAGE, HSLD LIBRARY USE IN PAST 12 MONTHS & HSLD PARK VISIT IN PAST 12 MONTHS



The small percentage of respondents who had experienced difficulty accessing city services because of a language barrier were asked to provide more information about the issue they were reaching out about or the service they were seeking. As one might expect, responses varied considerably for this question, and language barriers were described in both directions—from the respondent to the City *and* from city representatives to the respondent. For the interested reader, a selection of verbatim responses is presented on the next page.

Question 20 *What specific issue were you reaching out about or what service were you seeking when you encountered the language barrier?*

- *Traffic department and plastic barriers at street intersections.*
- *Traffic court.*
- *Parking enforcement.*
- *To have abandoned vehicle towed or ticketed in the neighborhood.*
- *Parks dept is negligent in their care of Terrell and Thousand Oaks park.*
- *Large pickup for garbage disposal.*
- *Those who collect the garbage have already failed to take it away several times and the cans fill up and stink.*
- *I need to express my concerns about homelessness, crimes, the safety of residents. I got anxiety attacks, depression, nervous when I get out of the house. I feel unsafe for myself, my family members.*
- *The city never responded to my report!*
- *Nobody in the Office of Economic Development spoke Vietnamese.*
- *The receiver had a heavy accent making it hard to have a conversation.*
- *Often times it is very difficult to understand individuals with heavy accents.*
- *I speak English and the representative had problems understanding the question I was asking.*
- *City services are not in plain english. Before I could answer questions, I had to ask what they meant multiple times. So, it was English, but as I'd never dealt with that city department, I'd not yet learned their lingo and technical terms.*
- *The current city language line is old and the people answering it can not address technical/ specific San Jose issues because they do not work for or live in San Jose.*

PERCEPTIONS OF CITY GOVERNMENT The final substantive question of the survey was designed to profile respondents' perceptions of city government on a variety of dimensions, including fiscal responsibility and transparency. For each of the four statements shown along the bottom of Figure 58 on the next page, respondents were asked whether they agreed or disagreed with the statement, or if they had no opinion. The percentages shown in the colored bars are among those who provided an opinion, and the percentage who provided an opinion is shown in brackets following the dimension label.

More than half of respondents with an opinion agreed that they trust the City of San José (54% strongly or somewhat agree) and that the City operates in a way that is open and accountable to the public (52%). Four-in-ten respondents also agreed that the City listens to residents when making important decisions (43%) and manages its finances well (39%). There was positive movement across the items from 2022 to 2023 (see Table 20 on next page), with statistically significant improvements for the statements: *I trust the City of San José* (+6%) and *The City listens to residents when making important decisions* (+5%).

Question 21 Next, I'm going to read you a series of statements about the City of San José. For each, I'd like you to tell me whether you agree or disagree with the statement.

FIGURE 58 AGREEMENT WITH STATEMENTS ABOUT SAN JOSÉ

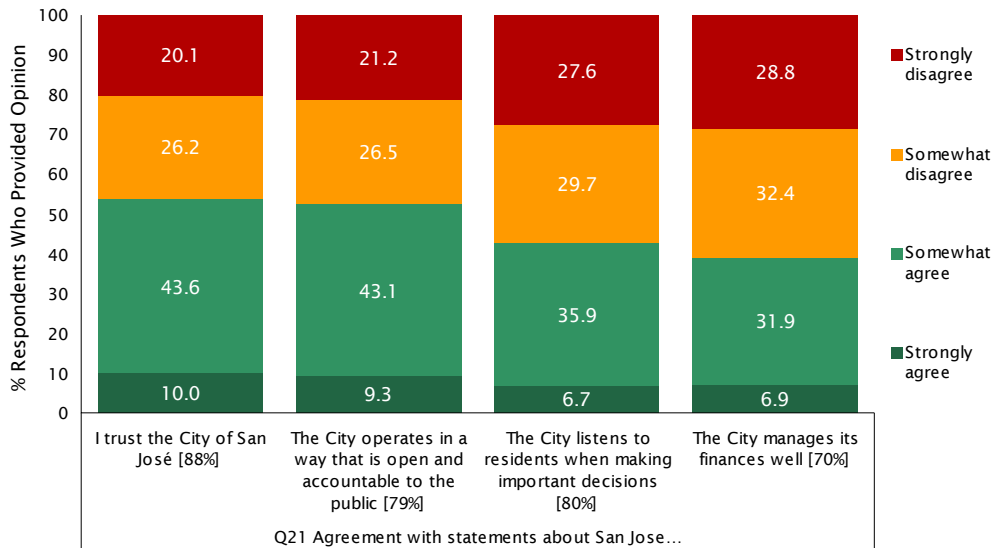


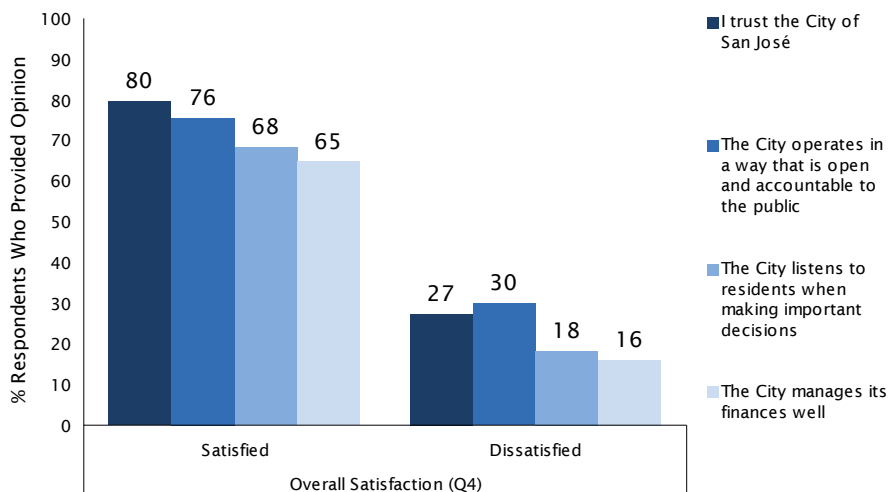
TABLE 20 AGREEMENT WITH STATEMENTS ABOUT SAN JOSÉ BY STUDY YEAR

	Study Year			Change in % Agree 2022 to 2023
	2023	2022	2021	
I trust the City of San José	53.7	48.0	50.6	+5.7†
The City listens to residents when making important decisions	42.7	37.9	36.7	+4.7†
The City operates in a way that is open and accountable to the public	52.3	47.9	45.4	+4.4
The City manages its finances well	38.8	36.7	35.4	+2.2

† Statistically significant change ($p < 0.05$) between the 2022 and 2023 studies.

As one might expect, perceptions of city government on each dimension were strongly related to resident satisfaction with the City’s overall performance in providing municipal services. Those who were generally satisfied with the City’s overall performance in providing municipal services were much more likely to agree with each of the statements tested in Question 21 (Figure 59).

FIGURE 59 AGREEMENT WITH STATEMENTS ABOUT SAN JOSÉ BY OVERALL SATISFACTION





BACKGROUND & DEMOGRAPHICS

TABLE 21 DEMOGRAPHICS OF SAMPLE BY STUDY YEAR

	Study Year		
	2023	2022	2021
Total Respondents	1,048	1,464	1,227
Years in San José (Q1)			
Less than 5	8.7	10.6	12.4
5 to 9	6.9	8.8	10.1
10 to 14	8.5	8.2	8.4
15 to 19	6.9	7.4	9.1
20 or more	67.8	64.1	59.5
Prefer not to answer	1.2	1.0	0.6
Age (QD1)			
18 to 24	11.0	9.6	9.8
25 to 34	18.5	20.3	19.7
35 to 44	17.3	18.1	18.1
45 to 54	16.7	16.2	16.8
55 to 64	14.7	14.7	14.8
65 or older	17.5	15.8	16.6
Prefer not to answer	4.3	5.4	4.1
Home Ownership Status (QD2)			
Own	52.5	52.7	52.8
Rent	42.2	42.2	42.9
Prefer not to answer	5.3	5.1	4.3
Child in Hsld (QD3)			
Yes	31.4	30.7	32.2
No	63.8	65.0	64.1
Prefer not to answer	4.8	4.3	3.7
Employment Status (QD4)			
Full time	51.9	53.6	52.7
Part time	5.9	6.7	6.3
Self-employed	5.6	5.4	6.0
Student	6.0	4.7	5.1
Home-maker	2.9	2.1	3.0
Retired	18.5	17.7	18.0
Unemployed	4.2	2.8	4.4
Prefer not to answer	5.0	7.0	4.5
Work Location (QD5)			
Work from home	9.3	9.8	15.7
Commute outside home	31.7	32.8	29.7
Mixture of both	20.8	22.2	18.5
Not employed	31.6	27.3	30.5
Prefer not to answer	6.5	7.9	5.5
Gender (QD7)			
Male	48.0	47.8	48.3
Female	47.5	47.4	46.4
Non-binary	0.3	0.8	1.4
Prefer not to answer	4.1	4.1	3.9
Education Level (QD8)			
Less than HS	4.5	3.7	3.0
HS grad	12.5	8.7	11.2
Vocational / Trade	3.9	4.4	4.6
Some college	13.0	12.2	13.0
2-yr college degree	10.9	9.1	9.9
4-yr college degree	23.3	28.3	26.8
Grad / Post-grad degree	29.1	29.3	28.1
Prefer not to answer	2.8	4.3	3.2
Ethnicity (QD9)			
Latino / Hispanic	29.5	29.5	30.3
Caucasian / White	23.6	24.6	25.3
Chinese	6.7	8.0	8.9
Vietnamese	12.1	10.5	8.8
Other Asian	9.5	10.1	8.5
East Indian	6.3	6.2	6.0
Af American / Black	5.5	4.1	4.2
Mixed / Other	3.9	4.1	4.4
Prefer not to answer	2.8	3.0	3.6
Survey Language			
English	75.0	82.0	81.7
Spanish	14.2	10.5	10.2
Chinese	3.3	2.3	3.4
Vietnamese	7.4	5.3	4.7
Area of City			
Central	21.2	21.2	N/A
East	26.3	26.3	N/A
North	9.4	9.4	N/A
South	24.6	24.6	N/A
West	18.5	18.5	N/A

Table 21 presents the key demographic information collected during the survey. Because of the probability-based sampling methodology used in this study (see *Sample, Recruiting & Data Collection* on page 48) and weighting to match the latest Census American Community Survey (ACS) estimates, the distributions shown in the table are representative of adult residents in the City of San José. In addition to keeping track of the sample profile, the background and demographic information was collected to provide insight into how the results of the substantive questions of the survey vary by demographic characteristics (see Appendix A for more details).



M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with the City of San José to develop a questionnaire that covered the topics of interest and avoided many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

Some questions asked in this study were presented only to a subset of respondents. For example, only respondents who indicated they were dissatisfied with the City's code enforcement efforts (Question 15) were subsequently asked to describe the particular issue or code violation that the City isn't addressing that causes their dissatisfaction (Question 16). The questionnaire included with this report (see *Questionnaire & Toplines* on page 52) identifies the skip patterns used during the interview to ensure that each respondent received the appropriate questions.

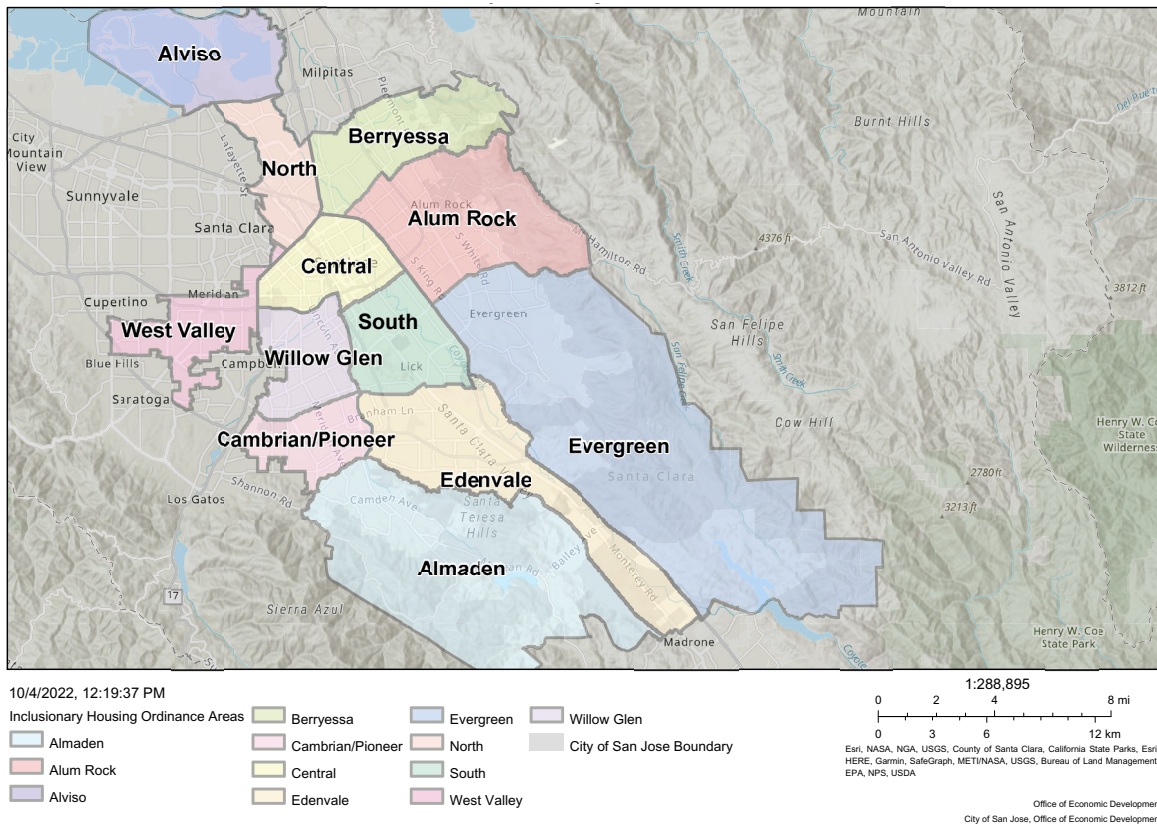
PROGRAMMING, PRE-TEST & TRANSLATION Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts interviewers to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled residents. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the City prior to formally beginning the survey. The final questionnaire was also professionally translated into Spanish, Chinese, and Vietnamese to allow for data collection in four languages.

SAMPLE, RECRUITING & DATA COLLECTION A comprehensive database of San José households was utilized for this study, ensuring that all households in San José had the opportunity to be selected for the survey. Once selected at random, contact information was appended to each record including email addresses and telephone numbers for adult residents. Individuals were subsequently recruited to participate in the survey through multiple recruiting methods. Using a combination of email and text invitations, sampled residents were initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each individual was assigned a unique passcode to ensure that only San José residents who received an invitation could access the online survey site, and that the survey could be completed only one time per passcode. An email reminder notice was also sent to encourage participation among those who had yet to take the survey. Following a period of online data collection, True North began placing telephone calls to land lines and cell phone numbers of sampled residents that had yet to participate in the online survey or for whom only telephone contact information was available.

To accommodate the City's interest in evaluating how survey responses may vary among residents living in different areas of San José, respondents were grouped into one of the five areas displayed in Figure 60 (North, Central, East, West, South) based on the City's 12 inclusionary housing ordinance areas.

- **North:** Alviso, North, and Berryessa
- **Central:** Central and South
- **East:** Alum Rock and Evergreen
- **West:** West Valley and Willow Glen
- **South:** Cambrian/Pioneer, Edenvale, and Almaden.

FIGURE 60 MAP OF INCLUSIONARY HOUSING ORDINANCE AREAS



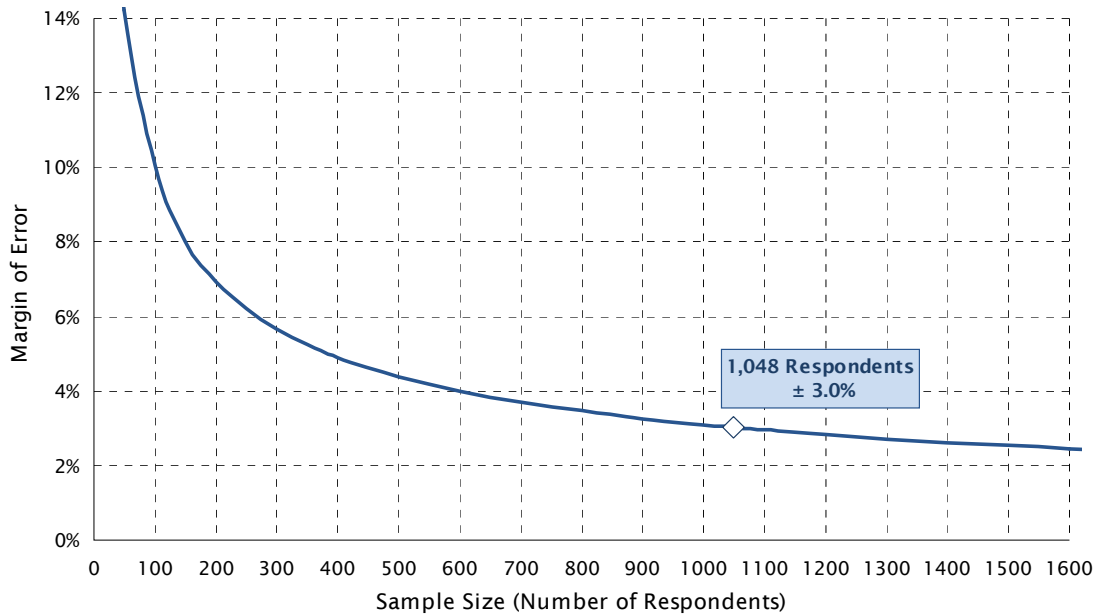
Telephone interviews averaged 20 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. A total of 1,048 completed surveys were gathered online and by telephone between September 6 and September 17, 2023.

MARGIN OF ERROR DUE TO SAMPLING The results of the survey can be used to estimate the opinions of all adult residents of the City. Because not every adult resident of the City participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in

the survey of 1,048 adult residents for a particular question and what would have been found if all of the estimated 774,154 adult residents³ had been interviewed.

Figure 61 provides a plot of the *maximum* margin of error in this study at the 95% confidence level. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is $\pm 3.0\%$ for questions answered by all 1,048 respondents.

FIGURE 61 MAXIMUM MARGIN OF ERROR



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as length of residence and age of the respondent. Figure 61 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

DATA PROCESSING & WEIGHTING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations. The final data were weighted to balance the sample by age and ethnicity, and the final sample distribution closely matches the City of San José's demographic profile on age, ethnicity, home ownership, presence of a child in the home, and geographic area based on the latest Census ACS estimates.

3. Source: U.S. Census Bureau American Community Survey 1-year estimate, 2022.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and tables. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and charts for a given question. Due to rounding, some figures and narrative include numbers that add to more than or less than 100%.

QUESTIONNAIRE & TOPLINES



City of San José Community Survey
Final Toplines (n=1,048)
September 2023

Section 1: Introduction to Study

Hi, may I please speak to ____? Hi, my name is ____ and I'm calling from TNR on behalf of the City of San José (Ho-Zay). The City is conducting a survey of residents about important issues and I'd like to get your opinions - it should take about 12 minutes.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: Your responses to the survey will be confidential.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

Section 2: Quality of Life

Q1	To begin, how long have you lived in San José?								
	1	Less than 1 year							2%
	2	1 to 4 years							7%
	3	5 to 9 years							7%
	4	10 to 14 years							9%
	5	15 to 19 years							7%
	5	20 years or longer							68%
	99	Not sure / Prefer not to answer							1%
Q2	How would you rate: ____? Would you say it is excellent, good, fair, poor or very poor?								
	<i>Always ask A first, then randomize B-E</i>								
			Excellent	Good	Fair	Poor	Very Poor	Not Sure	Prefer not to answer
A	The overall quality of life in San José		7%	41%	34%	10%	8%	0%	0%
B	San José as a place to raise a family		6%	28%	33%	16%	12%	3%	1%
C	San José as a place to retire		3%	13%	24%	24%	28%	6%	1%
D	San José as a place to work		15%	43%	27%	7%	3%	3%	2%
E	San José as a place to shop and dine		14%	41%	29%	10%	5%	1%	0%

Q3	If the City government could change <i>one</i> thing to make San José a better place to live, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below.	
	Address homeless issues	34%
	Provide more affordable housing	17%
	Improve public safety, reduce crime	16%
	Beautify City, landscaping	11%
	Improve police response, presence	7%
	Reduce cost of living in general	6%
	Not sure / Cannot think of anything	6%
	Improve infrastructure, roads	5%
	Improve public transportation	3%
	Reduce taxes, fees, gas prices	3%
	Improve schools, education	3%
	Improve government, council, leadership	3%
	Address racism, inequality issues	3%
	Reduce traffic congestion	2%
	Provide, improve bike paths, walking trails	2%
	Limit growth, development	2%
	Address parking issues	2%
	Improve downtown area	2%
	Improve environmental efforts, recycling	2%
	Support for small, local businesses	2%
	No changes needed / Everything is fine	2%

Section 3: City Services

Q4	Generally speaking, are you satisfied or dissatisfied with the job the City of San José is doing to provide city services? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>	
	1 Very satisfied	7%
	2 Somewhat satisfied	42%
	3 Somewhat dissatisfied	28%
	4 Very dissatisfied	18%
	98 Not sure	5%
	99 Prefer not to answer	1%

<i>Split Sample for Q5. Subsample A gets items A-P, Subsample B gets items Q-EE.</i>								
Q5	For each of the following services I read, please tell me whether you think the City of San José is doing an excellent, good, fair, poor, or very poor job in providing the service. Here is the (first/next) one: _____. Is the City doing an excellent, good, fair, poor or very poor job providing this service – or are you not sure?	Excellent	Good	Fair	Poor	Very Poor	Not sure	Prefer not to answer
	<i>Randomize</i>							
A	Providing recreation programs and opportunities at city parks and recreation centers	4%	27%	27%	11%	9%	20%	2%
B	Maintaining the condition of public parks	5%	28%	35%	15%	13%	3%	1%
C	Providing police protection in your neighborhood	5%	17%	31%	20%	21%	5%	1%
D	Providing public library services in your neighborhood	22%	41%	20%	3%	4%	8%	2%
E	Providing an adequate number and variety of outdoor special events	3%	26%	32%	11%	8%	17%	2%
F	Providing programs to help seniors	3%	17%	23%	9%	9%	37%	2%
G	Providing paths and trails for walking, jogging and running	8%	33%	31%	14%	7%	6%	1%
H	Providing bicycle lanes and paths	11%	37%	27%	8%	4%	7%	5%
I	Cleaning up litter and trash that people dump along streets, sidewalks, and in public areas	2%	16%	26%	22%	31%	3%	0%
J	Creating a downtown San José that is an attractive and economically viable city center	4%	19%	30%	17%	22%	6%	2%
K	Planning for San José's future growth	2%	17%	27%	16%	18%	19%	2%
L	Enforcing traffic laws to protect the safety of pedestrians, cyclists and drivers	6%	24%	29%	15%	19%	7%	1%
M	Managing traffic on city streets	4%	21%	32%	20%	19%	4%	1%
N	Providing after-school programs for youth	5%	18%	18%	9%	7%	38%	5%
O	Removing graffiti from buildings	3%	20%	25%	20%	20%	11%	2%
P	Providing animal control services	4%	23%	26%	11%	9%	24%	3%
Q	Operating the San José International Airport	18%	49%	19%	3%	2%	8%	1%
R	Addressing homelessness	1%	6%	15%	22%	51%	5%	2%
S	Reducing gang activity	3%	14%	27%	18%	19%	17%	2%
T	Attracting businesses and good paying jobs to the city	7%	26%	28%	19%	10%	9%	1%
U	Facilitating the creation of affordable housing	3%	7%	24%	21%	30%	13%	3%
V	Providing fire protection and prevention services	14%	39%	25%	4%	6%	12%	0%

W	Providing Emergency Medical Services (EMS)	11%	36%	23%	4%	5%	18%	2%
X	Providing trash, recycling, and yard waste services	18%	45%	21%	7%	7%	3%	0%
Y	Maintaining the City's utility infrastructure including water, sewer, storm drain, electricity, and gas infrastructure	9%	34%	29%	11%	9%	8%	0%
Z	Managing the City's growth and development	4%	19%	34%	17%	13%	12%	1%
AA	Providing a diverse mix of single family and multifamily housing options	5%	15%	26%	16%	21%	16%	1%
BB	Enforcing zoning regulations	4%	20%	22%	12%	11%	29%	2%
CC	Enforcing sign regulations	4%	25%	26%	10%	12%	23%	1%
DD	Ensuring new construction follows proper building and safety codes	7%	29%	19%	8%	7%	29%	2%
EE	Providing for diversity and inclusion within City events, services, programs and policies	12%	34%	21%	5%	7%	19%	3%

Section 4: Public Safety

Q6	Overall, how safe is the City of San José as a place to live? Would you say it is very safe, somewhat safe, somewhat unsafe, or very unsafe?						
	1	Very safe					10%
	2	Somewhat safe					49%
	3	Somewhat unsafe					29%
	4	Very unsafe					12%
	99	Prefer not to answer					0%

Q7 When you are walking: _____, would you say that you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?

<i>Ask A, B & C first in random order. Then ask D, E & F in random order.</i>		Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Not sure	Prefer not to answer
		A	In your neighborhood during the day	43%	42%	9%	4%
B	In the city park closest to your home during the day	33%	40%	16%	7%	3%	1%
C	In Downtown San José during the day	16%	41%	25%	12%	6%	1%
D	In your neighborhood at night	17%	37%	29%	15%	2%	1%
E	In the city park closest to your home at night	7%	26%	32%	27%	7%	1%
F	In Downtown San José at night	2%	19%	31%	39%	8%	1%

Q8		Thinking next about traffic safety - when you are: _____, would you say that you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?					
<i>Randomize</i>		Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Not sure/Not applicable	Prefer not to answer
A	Driving on San José streets	19%	50%	21%	9%	1%	0%
B	Bicycling in San José	9%	29%	24%	15%	19%	5%
C	Walking alongside or crossing San José streets on foot	15%	43%	26%	13%	2%	0%
Q9		How prepared would you say your household is to be self-sufficient in the event of a natural disaster or other city-wide emergency? Would you say you are well prepared, somewhat prepared, slightly prepared, or not at all prepared?					
	1	Well prepared		13%			
	2	Somewhat prepared		36%			
	3	Slightly prepared		32%			
	4	Not at all prepared		15%			
	98	Not sure		3%			
	99	Prefer not to answer		1%			
Q10		Does your household have: _____?					
<i>Randomize.</i>		Yes	No	Not sure	Prefer not to answer		
A	A 72-hour supply of emergency food and water for family members and pets		64%	27%	6%	3%	
B	A 72-hour supply of prescription medications for all family members and pets		73%	18%	5%	4%	
C	A First-Aid kit		79%	15%	3%	2%	
D	The name and phone number of a person outside the San José area whom you have designated in advance as a contact person in case of emergency		58%	32%	6%	3%	

Section 5: Traffic								
Q11	Next, I'd like to ask you a few questions about traffic circulation. By <u>traffic circulation</u> , I mean the ability to drive around San José <u>without</u> encountering <u>long</u> delays. Would you rate: _____ as excellent, good, fair, poor or very poor?							
	<i>Read in Order</i>	Excellent	Good	Fair	Poor	Very Poor	Not Sure	Prefer not to answer
A	Overall traffic circulation within the City of San José	3%	24%	37%	19%	15%	1%	0%
C	Traffic circulation on major streets in San José	2%	23%	37%	20%	16%	1%	0%
D	Traffic circulation in your neighborhood	14%	38%	28%	10%	10%	0%	0%

Section 6: Library & Parks								
Q12	In the past 12 months, how many times did you or other members of your household: _____?							
	<i>Read in Order</i>	None	1 to 6	7 to 12	13 to 24	25 or more	Not sure	Prefer not to answer
A	Visit a San José Library or use the City's library services online	31%	29%	9%	5%	7%	14%	4%
B	Visit a park in San José	8%	32%	17%	11%	23%	7%	3%
Q13	How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?							
	<i>Randomize</i>	Excellent	Good	Fair	Poor	Very Poor	Not sure	Prefer not to answer
A	The hours that local San José branch libraries are open	14%	35%	17%	3%	1%	25%	5%
B	The variety and availability of books and materials in the San José Library's collection	18%	34%	14%	2%	2%	27%	5%
C	The variety of education and digital literacy programs provided by the San José Library	11%	29%	14%	2%	2%	37%	6%

Section 7: Neighborhood Issues & Code Enforcement								
Q14	Thinking about your own local neighborhood , how would you rate: ____? Would you say it is excellent, good, fair, poor or very poor?							
	<i>Randomize</i>	Excellent	Good	Fair	Poor	Very Poor	Not sure	Prefer not to answer
A	The appearance of nearby parks	11%	37%	31%	10%	8%	2%	1%
B	The maintenance of your neighborhood streets	10%	35%	28%	15%	11%	0%	0%
C	The adequacy of street lighting	9%	39%	29%	15%	8%	1%	1%
D	The condition of trees along your neighborhood streets	9%	41%	30%	11%	7%	1%	1%
E	The availability and variety of arts and cultural offerings near your neighborhood	4%	25%	30%	16%	9%	13%	2%
F	The condition of sidewalks	8%	36%	33%	13%	9%	0%	0%
G	The condition of landscaping along streets and medians (not including trees)	6%	32%	33%	16%	11%	1%	1%
H	The condition of residential properties	9%	39%	33%	10%	6%	1%	1%
I	The availability of shops and restaurants nearby	16%	37%	29%	10%	7%	1%	0%
Q15	<p>The City of San José has created codes to address and prevent a variety of issues that can negatively impact a neighborhood, such as abandoned vehicles, non-permitted construction, junk storage, and yards not being properly maintained.</p> <p>Overall, are you satisfied or dissatisfied with the City's efforts to enforce code violations, or do you not have an opinion? <i>Get answer. If 'satisfied' or 'dissatisfied', then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i></p>							
	1	Very satisfied	8%			Skip to Q17		
	2	Somewhat satisfied	26%			Skip to Q17		
	3	Somewhat dissatisfied	19%			Ask Q16		
	4	Very dissatisfied	22%			Ask Q16		
	98	No sure	24%			Skip to Q17		
	99	Prefer not to answer	1%			Skip to Q17		
Q16	<p>Is there a particular issue or code violation in your neighborhood the City isn't addressing that leads you to be dissatisfied? <i>If yes, ask: Please briefly describe it to me. Verbatim responses recorded and later grouped into categories shown below.</i></p>							
	Abandoned vehicles on streets				31%			
	Cars, RVs parking illegally on streets				22%			
	Illegal dumping, trash				19%			
	Homeless camping, living in vehicles				15%			
	Not sure / Cannot think of anything specific				12%			

Properties, yards not well maintained	9%
Reported issues to City and nothing is done	9%
Personal safety concerns	6%
Abandoned properties	5%
Streets, sidewalks in need of repair	5%
Junk storage outside homes, in yards	4%
Car racing, speeding on streets	3%
Illegal fireworks, noise violations	2%
Lack of dog code enforcement	1%
Overcrowding	1%

Section 8: Customer Service & Governance								
Q17 In the past 12 months, have you been in contact with staff from the City of San José in person, on the phone, or by email?								
	1	Yes	38%	Ask Q18				
	2	No	54%	Skip to Q19				
	98	Not sure	6%	Skip to Q19				
	99	Prefer not to answer	3%	Skip to Q19				
Q18 Were you satisfied or dissatisfied with the _____ by the San José City employee or employees with whom you had contact? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>								
	<i>Randomize</i>		Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Not sure	Prefer not to answer
A	Timeliness of the response		29%	31%	16%	21%	1%	1%
B	Courtesy shown to you		41%	34%	10%	11%	3%	1%
C	Competence displayed in handling your issue		31%	29%	15%	21%	1%	2%
Q19 Have you ever experienced a problem accessing city services because of a language barrier ? <i>If yes, ask: Was it a major problem or a minor problem?</i>								
	1	Yes, it was a major problem	3%	Ask Q20				
	2	Yes, it was a minor problem	5%	Ask Q20				
	3	No	88%	Skip to Q21				
	98	Not sure	3%	Skip to Q21				
	99	Prefer not to answer	1%	Skip to Q21				

Q20	What specific issue were you reaching out about or what service were you seeking when you encountered the language barrier? <i>Verbatim responses recorded and later grouped into categories shown below.</i>						
	Verbatims responses recorded	Data on file					
Q21	Next, I'm going to read you a series of statements about the City of San José. For each, I'd like you to tell me whether you agree or disagree with the statement. Here is the (first/next) one: _____. Do you agree or disagree, or do you not have an opinion? <i>If agree or disagree, ask: Would that be strongly (agree/disagree) or somewhat (agree/disagree)?</i>						
	<i>Randomize</i>	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Not sure	Prefer not to answer
A	The City operates in a way that is open and accountable to the public	7%	34%	21%	17%	19%	2%
B	The City manages its finances well	5%	22%	23%	20%	27%	2%
C	The City listens to residents when making important decisions	5%	29%	24%	22%	18%	2%
D	I trust the City of San José	9%	38%	23%	18%	10%	2%

Section 9: Background & Demographics

Thank you so much for your participation. I have just a few more background questions for statistical purposes.

D1	In what year were you born? <i>Year recorded and grouped into categories shown below.</i>	
	18 to 24	11%
	25 to 34	19%
	35 to 44	17%
	45 to 54	17%
	55 to 64	15%
	65 or older	18%
	Prefer not to answer	4%
D2	Do you own or rent your residence in San José?	
	1 Own	52%
	2 Rent	42%
	99 Prefer not to answer	5%

D3	Do you currently have any children under the age of 18 living in your home?			
	1	Yes	31%	
	2	No	64%	
	99	Prefer not to answer	5%	
D4	Which of the following best describes your employment status? Would you say you are employed full-time, part-time, self-employed, a student, a homemaker, retired, or are you currently laid-off or furloughed from work?			
	1	Employed full-time	52%	Ask D5
	2	Employed part-time	6%	Ask D5
	3	Self-employed	6%	Ask D5
	4	Student	6%	Skip to D7
	5	Homemaker	3%	Skip to D7
	6	Retired	18%	Skip to D7
	7	Laid off, furloughed or unemployed	4%	Skip to D7
	99	Prefer not to answer	5%	Skip to D7
D5	Are you currently working from home, commuting to a workplace outside of your home, or a mixture of both?			
	1	Working from home	15%	Skip to D7
	2	Commuting to a workplace outside home	50%	Ask D6
	3	Mixture of both	33%	Ask D6
	99	Prefer not to answer	2%	Skip to D7
D6	When commuting to a workplace outside of your home, is that place within the City of San José?			
	1	Yes	53%	
	2	No	44%	
	99	Prefer not to answer	4%	
D7	What is your gender?			
	1	Male	48%	
	2	Female	48%	
	3	Non-binary	<1%	
	99	Prefer not to answer	4%	

D8	What is the last level of school or college you completed?		
	1	Less than high school	4%
	2	High school graduate	13%
	3	Vocational/Trade certificate	4%
	4	Some college	13%
	5	Two-year degree	11%
	6	Four-year degree	23%
	7	Post-graduate work/Graduate degree	29%
	99	Prefer not to answer	3%
D9	What ethnic group do you consider yourself a part of or feel closest to? <i>Read list if respondent hesitates</i>		
	1	Latino/Latina/Latinx/Hispanic	29%
	2	Caucasian/White	24%
	3	Chinese	7%
	4	Korean	1%
	5	Vietnamese	12%
	6	Other Asian	9%
	7	East Indian	6%
	8	African-American/Black	6%
	9	American Indian or Alaskan Native	<1%
	10	Pacific Islander	1%
	11	Middle Eastern	2%
	12	Mixed Heritage	1%
	98	Other	<1%
	99	Prefer not to answer	3%
Thanks so much for participating in this important survey! This survey was conducted for the City of San José.			

Post Interview Items			
S1	Survey Language		
	1	English	75%
	2	Spanish	14%
	3	Simplified Chinese	3%
	4	Traditional Chinese	1%
	5	Vietnamese	7%
S2	Area of City		
	1	Central: Central and South	21%
	2	East: Alum Rock and Evergreen	26%
	3	North: Alviso, North, and Berryessa	9%
	4	South: Cambrian/Pioneer, Edenvale, and Almaden	25%
	5	West: West Valley and Willow Glen	18%