

Section 1: Introduction to Study

Hi, my name is _____ and I'm calling on behalf of TNR, a public opinion research company. We're conducting a survey about issues in Ventura (Ven-Ter-Uh) and we would like to get your opinions.

If needed: This is a survey about important issues in Ventura (Ven-Ter-Uh). I'm NOT trying to sell anything.

If needed: The survey should about 12 minutes to complete.

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

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to the measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Screener for Inclusion in the Study

For statistical reasons, I would like to speak to the youngest adult male currently at home that is at least 18 years of age. *(if there is no male currently at home that is at least 18 years of age, then ask):* Ok, then I'd like to speak to the youngest female currently at home that is at least 18 years of age.

(If there is no adult currently available, then ask for a callback time.)

NOTE: Adjust this screener as needed to match sample quotas on gender & age

SC1	What is the zip code at your residence? <i>(Read zip code back to them to confirm correct)</i>			
	1	93001, 93002, 93003, 93004, 93005, 93006, 93007, 93009	100%	Continue
	99	Other ZIP Code	0%	Terminate
<i>If SC1 = 93001 or 93004, ask SC2. Otherwise, skip to Section 3.</i>				
SC2	Do you live within the City of Ventura (Ven-Ter-Uh), or do you live just outside of the City in an area that is governed by the County?			
	1	Within City of Ventura	100%	Continue
	2	Outside, governed by County	0%	Terminate
	99	Not sure / Refused	0%	Terminate

Section 3: General City Communication				
Q1	To begin, how long have you lived in the City of Ventura (Ven-Ter-Uh)?			
	1	Less than 1 year	3%	
	2	1 to 2 years	7%	
	3	3 to 4 years	9%	
	4	5 to 9 years	20%	
	5	10 to 14 years	12%	
	6	15 years or longer	49%	
	99	Refused	0%	
Q2	Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, and other means? (<i>get answer, then ask</i>): Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?			
	1	Very satisfied	31%	
	2	Somewhat satisfied	43%	
	3	Somewhat dissatisfied	12%	
	4	Very dissatisfied	6%	
	98	Not sure	8%	
	99	Refused	0%	
Q3	Is there a particular topic or issue that you'd like to receive more information about from the City?			
	1	Yes	42%	Ask Q4
	2	No	57%	Skip to Q5
	98	Not sure	1%	Skip to Q5
	99	Refused	0%	Skip to Q5
Q4	Please briefly describe the topic. <i>Probe</i> : Any other topics? Verbatim responses coded into the categories shown below.			
	City planning / Growth / Development		21%	
	Budget / Spending priorities		17%	
	Crime / Public safety		14%	
	City Council information / Public meetings		14%	
	Activities for youth		12%	
	Environmental issues		11%	
	Street improvements, construction		9%	
	Redevelopment / Downtown improvement		8%	
	Local taxes, assessments, fees		8%	

Housing / Real estate	4%
Traffic / Traffic calming measures	3%
Education / School district info	3%
Immigration	2%
Laws / Regulations	2%
Senior programs, assistance	2%
Parks / Recreation	1%
Parking issues	1%
Arts / Culture programs	1%

Section 4: Information Sources			
Q5	Which of the following would you say is your primary source for information about news and events in the City of Ventura (Ven-Ter-Uh)? Newspapers, television, radio, or the Internet?		
	1	Newspapers	63%
	2	Television	13%
	3	Radio	9%
	4	Internet	13%
	5	None/Don't pay attention to news and events in City of Ventura	1%
	98	Not sure	1%
	99	Refused	0%
Q6	The City Newsletter and the Recreation Guide were combined into a single publication called My Ventura. In the past six months, do you recall receiving the My Ventura publication in the mail?		
	1	Yes	54% Ask Q7
	2	No	41% Skip to Q9
	98	Not sure	5% Skip to Q9
	99	Refused	0% Skip to Q9
Q7	Do you generally read the My Ventura publication when it arrives?		
	1	Yes	66% Ask Q8
	2	No	18% Skip to Q9
	3	Sometimes	16%
	98	Not sure	0% Skip to Q9
	99	Refused	0% Skip to Q9

Q8	Overall, how would you rate the content and quality of the <i>My Ventura</i> publication? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	26%
	2	Good	59%
	3	Fair	11%
	4	Poor	2%
	5	Very Poor	1%
	98	Not sure	2%
	99	Refused	0%

Section 5: Cable TV

Q9	Does your household currently subscribe to cable television?			
	1	Yes	60%	Ask Q10
	2	No	40%	Skip Q13
	98	Not sure	0%	Skip Q13
	99	Refused	0%	Skip Q13

Q10 In the past six months, have you watched: _____? *If yes, ask: Would you say you watch this channel every week, one to three times per month, or less than once per month?*

	Randomize	Watch Every Week	Watch 1 to 3 Times per Month	Watch less than once per month	No, don't Watch	Not sure	Refused
A	Channel 15, Ventura TV. Programs include replays and live City Council meetings, School Board meetings, a calendar of community events, and other programs about the City.	11%	14%	9%	63%	3%	0%
B	Channel 6, local access programs from various community groups and public service announcements.	12%	21%	12%	53%	2%	0%

Q11 Prior to taking this survey, were you aware that there is a show called *Ventura's Environment* on Channel 15?

	1	Yes	16%
	2	No	83%
	98	Not sure	2%
	99	Refused	0%

Q12 As I read the following categories of programming, please tell me whether you would like to see more programming of this type offered on Channels 6 and 15.					
	<i>Randomize</i>	Yes (more)	No (not more)	Not sure	Refused
A	Ventura City Council meetings	55%	38%	7%	0%
B	Coverage of special events, activities and sports	72%	21%	7%	0%
C	Calendar of City events	78%	15%	7%	0%
D	Local education programs	71%	21%	8%	0%
E	Monthly spotlight of City programs and services	76%	16%	8%	0%
F	Public safety shows	64%	27%	8%	0%
G	Health and wellness shows	64%	26%	9%	0%
H	Local News	77%	17%	6%	0%

Section 6: Internet Access & City Website

Q13 Do you have a computer in the home that is connected to the Internet?					
	1	Yes	83%	<i>Ask Q14</i>	
	2	No	17%	<i>Skip to Q16</i>	
	98	Not sure	0%	<i>Skip to Q16</i>	
	99	Refused	0%	<i>Skip to Q16</i>	
Q14 How is the computer connected to the Internet? <i>Read choices if needed.</i>					
	1	Dial-up phone line	10%		
	2	Cable modem/Adelphia High-speed Internet Service	29%		
	3	DSL (Digital Subscriber Line)	52%		
	4	Other type of connection	4%		
	98	Not sure	5%		
	99	Refused	0%		

Q15	In the past three months, have you used your computer to watch videos that are streamed on the Internet?			
	1	Yes	56%	
	2	No	43%	
	98	Not sure	1%	
	99	Refused	0%	
Q16	In the past 12 months, have you visited the City of Ventura's (Ven-Ter-Uhs) website?			
	1	Yes	39%	Ask Q17
	2	No	60%	Skip to Q18
	98	Not sure	1%	Skip to Q18
	99	Refused	0%	Skip to Q18
Q17	Is there a particular service or type of information that you would like added to the City's website? (Number of responses shown below.)			
	City Council reports, info		11	
	Calendar of local events		8	
	Contact info for Council, staff		5	
	Public works updates		4	
	City-sponsored programs		3	
	Crime / Public safety		3	
	Feedback, comments box		2	
	Parks / Recreation info, forms		1	
	Easier access to planning info		1	
	None		105	
	Not sure		11	

Section 7: Effectiveness of Communication					
Q18	As I read the following ways that the City of Ventura (Ven-Ter-Uh) can communicate with residents, I'd like to know if you think they would be a very effective, somewhat effective or not at all effective way for the City to communicate with you.				
	Randomize	Very	Somewhat	Not at all	Not sure / Refused
A	Email	29%	31%	38%	2%
B	Electronic Newsletters	23%	33%	41%	3%
C	Brochures available at public facilities	22%	44%	33%	1%
D	Notices inserted into water bills	25%	31%	41%	3%

E	Newsletters inserted into trash bills	20%	31%	47%	1%
F	Web site	34%	35%	29%	3%
G	Letters and postcards	33%	42%	25%	0%
H	Automated phone calls	11%	21%	66%	2%
I	Television Channel 15	22%	27%	46%	5%
J	Flyers sent home with kids from school	22%	26%	48%	5%
K	Notices placed on front door of home	31%	31%	37%	1%
L	Town hall and community meetings	25%	40%	31%	3%
M	Advertisements in local papers	37%	43%	20%	0%
N	Advertisements in local theatres	22%	32%	45%	2%
O	Newsletters mailed separately to your house	40%	43%	17%	0%

Section 8: Background & Demographics

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

D1	In what year were you born?		
	18 to 24		10%
	25 to 34		18%
	35 to 44		23%
	45 to 54		19%
	55 to 64		11%
	65 and over		17%
	Refused		2%
D2	Do you currently have any children under the age of 18 living in your home?		
	1	Yes	38%
	2	No	62%
	99	Refused	0%
D3	Do you own or rent your current residence?		
	1	Own	57%
	2	Rent	37%
	3	Live with family, friends and don't pay rent	6%
	99	Refused	0%

D4				Which of the following best describes your employment status? Would you say you are employed full-time, part-time, a student, a homemaker, retired, or are you in-between jobs right now?	
	1	Employed full-time		50%	
	2	Employed part-time		10%	
	3	Student		6%	
	4	Homemaker		7%	
	5	Retired		21%	
	6	In-between jobs		5%	
	99	Refused		1%	
D5				Which of the following neighborhoods is closest to where you live?	
	1	Westside		10%	
	2	Eastside		38%	
	3	Hillside		7%	
	4	Beach		12%	
	5	Downtown		9%	
	6	Midtown		20%	
	98	Not sure		4%	
	99	Refused		0%	
D6				What ethnic group do you consider yourself a part of or feel closest to? (<i>Read list if respondent hesitates</i>)	
	1	Caucasian / White	63%		<i>Skip to End</i>
	2	Latino / Hispanic	22%		<i>Ask D7</i>
	3	African-American / Black	3%		<i>Skip to End</i>
	4	American Indian or Alaskan Native	1%		<i>Skip to End</i>
	5	Asian—Korean, Japanese, Chinese, Vietnamese, Filipino, or other Asian	1%		<i>Ask D7</i>
	6	Pacific Islander	1%		<i>Skip to End</i>
	7	Mixed Heritage	5%		<i>Ask D7</i>
	98	Other	2%		<i>Ask D7</i>
	99	Refused	2%		<i>Skip to End</i>
D7				What language is spoken most often in your home?	
	1	English	70%		<i>Skip to End</i>
	2	Spanish	28%		<i>Ask D8</i>
	3	Other	2%		<i>Skip to End</i>
	99	Refused	0%		<i>Skip to End</i>

D8	Would you prefer that the City communicate with you in Spanish?		
	1	Yes	84%
	2	No	9%
	98	Not sure	4%
	99	Refused	4%
Those are all of the questions that I have for you. Thanks so much for participating in this important study. This survey was conducted for the City of Ventura (Ven-Ter-Uh).			
<i>Post-Interview Items</i>			
D9	Gender		
	1	Male	48%
	2	Female	52%
D10	Interview language		
	1	English	94%
	2	Spanish	6%