

CITY OF CHICO: VISIONING SURVEY OF RESIDENTS
Topline Report
December 2007
(n = 400; 18 minutes)

CONVENTIONAL ROUNDING RULES APPLY TO THE PERCENTAGES ON THE FOLLOWING PAGES (.5 OR ABOVE IS ROUNDED UP TO THE NEXT NUMBER, AND .4 OR BELOW IS ROUNDED DOWN TO THE PREVIOUS NUMBER). AS A RESULT, THE PERCENTAGES MAY NOT ADD UP TO 100 PERCENT.

QUESTION 3 IN THE SURVEY ALLOWED THE RESPONDENTS TO MENTION MULTIPLE RESPONSES. FOR THIS REASON, THE RESPONSE PERCENTAGES SUM TO MORE THAN 100, AND THESE REPRESENT THE PERCENT OF RESPONDENTS THAT MENTIONED A PARTICULAR RESPONSE, RATHER THAN THE PERCENT OF TOTAL RESPONSES.

I'd like to begin by getting your overall opinion of living in Chico.

1. Generally speaking, are you satisfied or dissatisfied with the quality of life in Chico? [GET ANSWER, THEN ASK:] Is that very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Very satisfied	59%
Somewhat satisfied	33%
Somewhat dissatisfied	6%
Very dissatisfied	2%
DK/NA	1%

2. Overall, would you say the quality of life in Chico is getting better, getting worse, or staying about the same?

Getting better	16%
Staying about the same	50%
Getting worse	32%
DK/NA	1%

3. What do you feel is the most important issue facing the City of Chico? [DON'T READ CHOICES, RECORD MULTIPLE RESPONSES]

Public safety (includes "Crime")	23%
Growth of housing/residential development	19%
Traffic congestion/transportation	16%
City finances/budget	12%
Population growth	10%
Cost of housing/cost of living	8%
Lack of high paying jobs/job opportunities	8%
Commercial development (too much/too little)	6%
Public schools/education	5%
Condition of streets and roads	4%
Environmental issues	3%
Neighborhood parks	3%
Maintaining open space/agriculture/hillside views	1%
Other	6%
DK/NA	17%

4. I'd like to ask you about a number of issues facing residents. Please rate the importance of each issue to accommodating growth and maintaining the quality of life in Chico over the next twenty years.

On a scale of 1 to 5, 1 being not important to 5 being extremely important, how important is _____?

	Mean Score	Extremely Important 5	4	3	2	Not Important 1	DK/NA
TRANSPORTATION							
4A. Expanding alternative transportation, such as bus service	3.7	29%	32%	24%	7%	8%	1%
4B. Maintaining and improving sidewalks and pedestrian walkways	3.8	29%	30%	32%	7%	3%	0%
4C. Maintaining and improving bike lanes and paths	3.8	35%	30%	23%	8%	4%	0%
4D. Reducing traffic congestion	4.2	52%	22%	20%	4%	3%	0%
4E. Increasing the availability of parking downtown	3.3	20%	26%	26%	15%	12%	1%
OPEN SPACE							
4F. Preserving open spaces	4.0	43%	27%	20%	6%	5%	0%
4G. Maintaining and improving parks and public lands	4.0	39%	36%	18%	4%	3%	0%
4H. Preventing the loss of farm and ranch land to residential and commercial development	4.1	46%	25%	19%	6%	3%	0%
HISTORIC PRESERVATION							
4I. Revitalizing older neighborhoods and business districts that are becoming rundown	3.8	28%	35%	23%	8%	4%	1%
4J. Preserving historic buildings and homes	3.9	34%	32%	24%	7%	4%	0%
ENVIRONMENT/SUSTAINABILITY							
4K. Reducing water use to preserve resources	3.6	26%	30%	29%	9%	5%	0%
4L. Improving air quality	4.0	44%	24%	18%	9%	4%	1%
4M. Increasing recycling in homes and businesses	4.0	43%	28%	17%	7%	4%	0%
4N. Encouraging the use of alternative energy sources, such as solar power	4.3	56%	28%	9%	2%	3%	0%
ECONOMIC DEVELOPMENT							
4O. Creating more high paying jobs	4.2	50%	29%	15%	2%	3%	1%
4P. Encouraging new businesses to relocate to the City in order to diversify the local economy	3.8	32%	28%	27%	8%	5%	1%
4Q. Developing additional retail stores and restaurants	2.8	9%	17%	32%	26%	16%	1%
HOUSING							
4R. Developing single-family homes	3.4	23%	26%	28%	13%	9%	1%
4S. Developing a variety of housing options, including apartments, townhomes and condominiums	3.2	17%	23%	33%	16%	10%	1%
CITY SERVICES							
4T. Providing police, fire, and emergency services	4.3	59%	25%	8%	2%	5%	1%
4U. Providing City services, such as garbage collection, recycling, and sewer and storm drain maintenance	4.0	37%	36%	17%	6%	2%	1%

Next, I'd like to ask you a few questions about transportation.

5. How would you rate traffic flow on the roads that you regularly use in Chico? Is traffic flow excellent, good, fair, or poor?

Excellent	2%
Good	36%
Fair	42%
Poor	19%

6. What type of transportation do you typically use to go to work or school? [DON'T READ CHOICES. IF MORE THAN ONE RESPONSE, PROBE FOR MOST TYPICAL MODE.]

Drive Alone (car)	70%
Bicycle	16%
Carpool	6%
Public Transit (Bus or Shuttle)	3%
Walk	3%
DK/NA	2%

7. [IF Q6 = DRIVE ALONE (CAR) OR MOTORCYCLE/SCOOTER; n = 277] What would encourage you to use alternative transportation, such as carpooling or bus service? [DON'T READ CHOICES.]

Nothing/Not interested	36%
Increased public transit coverage	18%
Cost incentives (includes gas prices)	9%
Carpool planning from my employer/availability	6%
Public transit stop near my house	4%
Flexible work schedule	2%
Increased roadway safety/protection/patrolling	1%
Other	10%
DK/NA	13%

Moving on, I'd like to get your opinion about future growth and development.

- I'm going to read you a list of areas in Chico. For each one, please tell me if you would support or oppose new housing development in that area.

Here's the (first/next): do you support or oppose new HOUSING development _____. [GET ANSWER, THEN ASK:] Would that be strongly (support/oppose) or somewhat (support/oppose)?

	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	DK/NA
8A. In the Avenues and Streets next to the Downtown area	15%	34%	20%	27%	4%
8B. On farmland west of the city	10%	14%	25%	45%	7%
8C. In the foothills east of the city	14%	35%	15%	26%	10%
8D. North of the city around Highway 99	21%	38%	13%	19%	8%
8E. South of the city around Highway 99	22%	37%	16%	17%	8%

- Now I'm going to read you that same list of areas in Chico. This time, please tell me if you would support or oppose new business, industrial, and office development in that area.

Here's the (first/next): do you support or oppose new COMMERCIAL development _____. [GET ANSWER, THEN ASK:] Would that be strongly (support/oppose) or somewhat (support/oppose)?

	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	DK/NA
9A. In the Avenues and Streets next to the Downtown area	19%	34%	15%	31%	1%
9B. On farmland west of the city	6%	17%	19%	55%	4%
9C. In the foothills east of the city	14%	27%	17%	38%	4%
9D. North of the city around Highway 99	21%	46%	16%	15%	3%
9E. South of the city around Highway 99	23%	43%	14%	17%	3%

10. Next, I'm going to read you a list of housing options. For each one, please tell me if you would consider that type of housing if you were to relocate within Chico in the next 10 years.

Here's the (first/next): would you consider living in _____ if you were to relocate within Chico. [GET ANSWER, IF "YES," THEN ASK:] Would that be definitely yes or probably yes?

	Definitely Yes	Probably Yes	No	DK/NA
10A. A single-family home with a small yard	37%	35%	27%	1%
10B. A single-family home with a large yard	58%	23%	18%	1%
10C. A townhouse or condominium	16%	32%	51%	1%
10D. Housing above a commercial building	9%	12%	79%	0%
10E. An apartment	10%	33%	56%	1%

11. Moving on, I'd like you to think about where you usually make your household purchases. I'm going to read you a list of household items. For each one, please tell me if you usually purchase the item in Chico, outside Chico, or on the Internet.

Here's the (first/next): do you usually buy _____ in Chico, outside Chico, or on the Internet?

	In Chico	Outside Chico	Internet	DK/NA
11A. Clothing and clothing accessories	86%	7%	5%	1%
11B. Furniture and home decorations	89%	8%	0%	2%
11C. Appliances costing \$100 or more	87%	7%	2%	4%
11D. Hardware and home improvement items	97%	0%	0%	2%
11E. Sporting goods	80%	6%	7%	8%
11F. Computer or related accessories	58%	4%	32%	5%
11G. Household groceries	100%	0%	0%	0%
11H. Cars or boats	60%	31%	1%	7%
11I. Audio and video equipment	81%	4%	11%	3%

12. Do you own a business or work in Chico?

Own a business	13%
Work in Chico	42%
No	45%
DK/NA	1%

13. [IF Q12 = OWN A BUSINESS OR WORK IN CHICO; n = 220] I'd like to get your opinions on operating a business in Chico?

Is it easy or difficult to _____. [GET ANSWER, THEN ASK:] Would that be very (easy/difficult) or somewhat (easy/difficult)?

	Very Easy	Somewhat Easy	Somewhat Difficult	Very Difficult	DK/NA
13A. Open or start a business in Chico	7%	22%	38%	14%	19%
13B. Operate a business in Chico	8%	27%	34%	14%	17%
13C. Make changes or expansions to your business property	5%	19%	29%	18%	28%
13D. Find qualified employees in Chico	24%	25%	21%	13%	17%
13E. Get people and products in and out of Chico efficiently	17%	42%	18%	3%	19%

14. All residents of Chico receive the City’s newsletter, “Chico Today,” that is mailed four times a year. In your opinion, is the newsletter an effective way of telling residents about City news, services, and events? [GET ANSWER, THEN ASK:] Would that be very (effective/ineffective) or somewhat (effective/ineffective)?

Very effective	22%
Somewhat effective	33%
Somewhat ineffective	12%
Very ineffective	11%
Don't read the newsletter	15%
DK/NA	6%

15. Have you or anyone in your household visited the City of Chico website in the past 12 months?

Yes	38%
No	61%

16. [IF Q15 = YES; n = 154] Do you find the City of Chico website informative? [GET ANSWER, THEN ASK:] Is that very (informative/uninformative) or somewhat (informative/uninformative)?

Very informative	40%
Somewhat informative	50%
Somewhat uninformative	3%
Very uninformative	4%
DK/NA	3%

17. Where would you prefer to get local news and information? [DON'T READ CHOICES; RECORD SINGLE RESPONSE]

Newspaper	34%
Television	31%
Internet/Website	19%
Word of mouth/friends/family/work/school	5%
Radio	3%
Mail	2%
Magazine (Weekly/Monthly)	1%
Email	1%
Other	1%
DK/NA	3%

18. Are you registered to vote at your current address?

Yes	74%
No	24%
DK/NA	2%

19. [IF Q18 = YES; n = 298] Consider the funding of City services and facilities. Would you say the City of Chico's financial situation is excellent, good, fair, or poor?

Excellent	1%
Good	23%
Fair	42%
Poor	29%
DK/NA	5%

There are just a few more questions that will only be used for statistical comparisons.

A. How many years have you lived in Chico? [DON'T READ CHOICES]

Less than one year	5%
One year to less than five years	20%
Five years to less than ten years	17%
Ten years to less than fifteen years	10%
Fifteen or more years	47%

B. What is your current occupation?

Employed full-time	37%
Employed part-time	17%
Student	16%
Retired	11%
Homemaker	7%
Self-employed	6%
Not employed	3%
Other	3%

C. What ethnic group do you consider yourself a part of or feel closest to? [IF RESPONDENT HESITATES, READ LIST]

	US Census Estimates (2006)	Sample
Caucasian/White	78%	73%
Latino(a)/Hispanic	15%	14%
Other	9%	10%
DK/NA	0%	4%

D. What is your age? [DON'T READ LIST]

	US Census Estimates (2006)	Sample
18 to 24	35%	35%
25 to 34	19%	19%
35 to 44	12%	13%
45 to 54	14%	14%
55 to 59	5%	5%
60 to 64	3%	3%
65 to 74	4%	3%
75 to 84	5%	4%
85 and over	3%	2%
DK/NA	0%	2%

E. Do you own or rent your home?

Own	48%
Rent	47%
DK/NA	5%

F. Please stop me when I reach the category that best describes your total household income.

Under \$15,000	14%
\$15,000 to less than \$25,000	13%
\$25,000 to less than \$50,000	17%
\$50,000 to less than \$75,000	15%
\$75,000 to less than \$100,000	14%
\$100,000 to less than \$125,000	3%
\$125,000 to less than \$150,000	1%
More than \$150,000	2%
DK/NA	21%

G. Respondent's Gender (Recorded by Voice):

	US Census Estimates (2006)	Sample
Male	50%	48%
Female	50%	52%