



Section 1: Introduction to Study

Hi, my name is _____ and I'm calling on behalf of TNR, an independent public opinion research company. We're conducting a survey about important issues in Thousand Oaks and we would like to get your opinions.

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

If needed: The survey should take 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 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

If respondent asks why we want to speak to a particular demographic group, explain: It's important that the sample of people for the survey is representative of the adult population in the city for it to be statistically reliable. At this point, we need to balance our sample by asking for people who fit a particular demographic profile.

SC1	To begin, I have a few screening questions. What is the zip code at your residence? <i>Read zip code back to them to confirm correct</i>			
	1	91361, 91362, 91320, 91360	100%	Go to SC2
	2	Other ZIP code	0%	Terminate
SC2	Do you live in the City of Thousand Oaks?			
	1	Yes	100%	Qualified for Study
	2	No	0%	Terminate
	3	Not sure	0%	Terminate
	99	Refused	0%	Terminate

Section 3: Quality of Life			
I'd like to begin by asking you a few questions about what it is like to live in the City of Thousand Oaks.			
Q1	How long have you lived in Thousand Oaks?		
	1	Less than 1 year	1%
	2	1 to 4 years	5%
	3	5 to 9 years	9%
	4	10 to 14 years	14%
	5	15 years or longer	71%
	99	Prefer not to answer	0%
Q2	How would you rate the overall quality of life in Thousand Oaks? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	55%
	2	Good	42%
	3	Fair	4%
	4	Poor	0%
	5	Very poor	0%
	98	Not sure	0%
	99	Refused	0%
<i>Only ask Q3 if Q1 = (3,4,5).</i>			
Q3	Over the past five years, would you say that the quality of life in Thousand Oaks has gotten better, stayed about the same, or gotten worse? <i>If better or worse, ask: Would that be much (better/worse) or somewhat (better/worse)?</i>		
	1	Much better	3%
	2	Somewhat better	16%
	3	About the same	49%
	4	Somewhat worse	29%
	5	Much worse	3%
	98	Not sure	0%
	99	Refused	0%

Q4	If the city government could change one thing to make Thousand Oaks a better place to live now and in the future, what change would you like to see? Verbatim responses recorded and grouped into categories shown below.	
	Not sure / Cannot think of anything	15%
	Limit growth / Preserve open space	10%
	Reduce traffic congestion	10%
	Nothing / Everything is okay	8%
	Improve, maintain roads	7%
	Improve public safety	7%
	Redevelop downtown areas	7%
	Improve traffic signs	6%
	Address homeless issue	3%
	Beautify City	2%
	City Council change, improvement	2%
	Provide positive alternatives for youth	2%
	Improve, add parks, rec facilities	2%
	Improve public transit	2%
	Enforce building codes	2%
	Reduce budget / Control spending	2%
	Improve parking	2%
	Improve sidewalks, walking paths	2%
	Provide more affordable housing	1%
	Improve education	1%
	Reduce taxes, fees	1%
	Address illegal immigrant issue	1%
	Provide assistance to disabled, seniors	1%
	Improve government processes, transparency	1%

Section 4: City Services								
Next, I would like to ask a series of questions about services provided by the City of Thousand Oaks.								
Q5	Generally speaking, are you satisfied or dissatisfied with the job the City of Thousand Oaks 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						42%
	2	Somewhat satisfied						48%
	3	Somewhat dissatisfied						7%
	4	Very dissatisfied						1%
	98	Not sure						2%
	99	Refused						0%
Q6	For each of the services I read, please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important. <i>Make sure respondent understands the 4 point scale.</i>							
	<i>Randomize</i>		Extremely Important	Very Important	Somewhat Important	Not at all Important	No Opinion	Refused
A	Providing police services		72%	23%	4%	1%	0%	0%
B	Providing fire protection and emergency medical services		76%	20%	3%	0%	0%	0%
C	Providing support to local public schools		42%	33%	19%	5%	1%	42%
D	Maintaining streets and roads		53%	41%	6%	0%	0%	0%
E	Managing traffic congestion in the city		53%	35%	11%	1%	0%	0%
F	Maintaining public landscape areas		31%	46%	22%	2%	0%	0%
G	Providing library services		35%	39%	22%	4%	0%	0%
H	Providing trash collection and recycling services		45%	42%	12%	1%	0%	0%
I	Promoting economic development for a healthy business community		35%	42%	18%	4%	1%	0%
J	Managing growth and development		51%	33%	13%	2%	0%	0%
K	Providing recreation programs for all ages		25%	38%	31%	6%	0%	0%
L	Maintaining parks and recreation areas		40%	46%	13%	1%	0%	0%
M	Providing cultural and performing arts		16%	33%	38%	12%	1%	0%
N	Protecting the local environment		46%	35%	16%	3%	0%	0%
O	Preserving and protecting open space		53%	30%	14%	3%	0%	0%

Q7	For the same list of services I just read, I'd like you to tell me how satisfied you are with the job the city is doing to provide the service.						
	Are you satisfied or dissatisfied with the city's efforts to: _____, 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>						
	<i>Randomize</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	No Opinion	Refused
A	Provide police services	58%	33%	5%	1%	3%	1%
B	Provide fire protection and emergency medical services	66%	28%	2%	0%	4%	1%
C	Provide support to local public schools	26%	45%	10%	2%	15%	2%
D	Maintain streets and roads	29%	50%	16%	4%	1%	0%
E	Manage traffic congestion in the city	17%	46%	25%	10%	1%	1%
F	Maintain public landscape areas	38%	50%	7%	2%	2%	1%
G	Provide library services	53%	36%	4%	0%	5%	1%
H	Provide trash collection and recycling services	60%	32%	4%	1%	2%	1%
I	Promote economic development for a healthy business community	18%	49%	15%	4%	12%	2%
J	Manage growth and development	21%	46%	19%	8%	5%	1%
K	Provide recreation programs for all ages	40%	42%	6%	1%	8%	2%
L	Maintain parks and recreation areas	45%	46%	6%	1%	2%	1%
M	Provide cultural and performing arts	37%	45%	7%	1%	7%	3%
N	Protect the local environment	34%	48%	9%	2%	6%	1%
O	Preserve and protect open space	38%	45%	10%	3%	3%	1%
<i>Only ask Q8 and Q9 if Q1 = (3,4,5).</i>							
Q8	Over the past five years, would you say that the quality of the City's infrastructure such as streets, sidewalks, utilities, parks and public facilities has gotten better, stayed about the same, or gotten worse? <i>If better or worse, ask: Would that be much (better/worse) or somewhat (better/worse)?</i>						
	1	Much better	4%	<i>Ask Q9</i>			
	2	Somewhat better	23%	<i>Ask Q9</i>			
	3	About the same	50%	<i>Skip to Q10</i>			
	4	Somewhat worse	19%	<i>Ask Q9</i>			
	5	Much worse	3%	<i>Ask Q9</i>			
	98	Not sure	1%	<i>Skip to Q10</i>			
	99	Refused	0%	<i>Skip to Q10</i>			

Q9	Are there particular reasons why you feel the City's infrastructure has gotten (better/worse)? <i>If yes, ask: Please describe them. Verbatim responses recorded and grouped into categories shown below.</i>	
	Not sure, no specific reason	33%
	Streets, roads in need of repair	14%
	Streets, roads have been paved, repaired	11%
	Need more trash, litter pick-up	7%
	Parks have been improved, developed	6%
	Tree trimming, maintaining landscapes	3%
	Added sidewalks, walking paths	2%
	Installed traffic lights	2%
	Too much growth, development	2%
	New development, infrastructure	2%
	Mismanaged money, poor budgeting	1%
	Lack of proper street lighting	1%
	Unmet need for economic development	1%
	Stormwater, sewer system in need of repair	1%

Section 5: Civic Arts Plaza

The Thousand Oaks Civic Arts Plaza offers a wide range of performing arts shows, programs and events throughout the year.

Q10	In the past 12 months, have you or a family member purchased tickets and attended a show or event held at the Civic Arts Plaza?	
	1 Yes	49%
	2 No	50%
	98 Not sure	1%
	99 Refused	0%

Q11	Overall, how would you rate the _____ at the Plaza? Would you say it is excellent, good, fair, poor or very poor?							
	<i>Read in Order</i>	Excellent	Good	Fair	Poor	Very Poor	Not Sure	Refused
A	Quality of events and shows	21%	37%	16%	3%	2%	16%	6%
B	Variety of events and shows	16%	36%	20%	5%	2%	15%	6%
C	Overall entertainment value for a show	15%	35%	19%	6%	3%	17%	6%

Q12	Is there a type of show or event that you think should be offered more often at the Civic Arts Plaza? <i>If yes, ask: please briefly describe it to me. Verbatim responses recorded and grouped into categories shown below.</i>	
	No additional shows, events desired	36%
	Not sure / Cannot think of any	25%
	Concerts / Musical shows (general)	7%
	Classical, jazz, folk concerts (family)	5%
	Free, affordable shows, events	5%
	Plays / Theatre	4%
	Events for specific age groups	4%
	Popular, big-name performers, entertainers	4%
	Rock, pop concerts (contemporary)	3%
	Comedy performances	3%
	Dance shows, competitions	1%
	Debates / Speakers	1%
	Educational programs	1%
	Multi-cultural shows, performances	1%

Section 6: Shopping & Economic Development

Next, I'd like to ask you a few questions about your shopping preferences.

Q13	Excluding grocery shopping, what percentage of your household's retail shopping dollars do you spend in the City of Thousand Oaks? <i>If they are uncertain, ask them to estimate.</i>		
	1	Less than 10%	3%
	2	10% to 19%	5%
	3	20% to 29%	6%
	4	30% to 39%	8%
	5	40% to 49%	6%
	6	50% to 59%	11%
	7	60% to 69%	7%
	8	70% to 79%	15%
	9	80% to 89%	21%
	10	90% to 100%	14%
	98	Not sure	3%
	99	Refused	1%

Q14	Thinking of the retail stores and restaurants that your household visits outside of the City, are there any that you would like to have available in Thousand Oaks?			
	1	Yes	57%	Ask Q15
	2	No	23%	Skip to Q16
	98	Not sure/Not Sure	19%	Skip to Q16
	99	Refused	1%	Skip to Q16
Q15	What are the names of two or three stores or restaurants you would most like to have located in Thousand Oaks? Verbatim stores and restaurants recorded and grouped into categories shown below. Examples of categories shown in parentheses.			
	Large discount store (Costco, Big Lots)		25%	
	Family restaurant chain (TGI Fridays, Black Angus, Marie Callender's)		25%	
	Department store (Target, Wal-Mart)		21%	
	Home improvement store (Home Depot, Lowe's)		19%	
	Specialty goods store (Crate and Barrel, REI, Fry's Electronics)		14%	
	Locally-owned, non-chain restaurant		10%	
	Fast food restaurant chain (Sonic, Wienerschnitzel, Burger King)		9%	
	Upper-scale restaurant chain (Ruth's Chris Steakhouse, Yard House, Lure Fish House)		9%	
	Apparel, department store (Neiman Marcus, Bloomingdales)		6%	
	Contemporary casual cuisine (CA Chicken Cafe, Freebirds World Burrito)		5%	
	Upper-scale clothing store (Barneys, True Religion, H & M)		5%	
	Not sure / Cannot think of any		5%	
	Gourmet, specialty grocery store (Trader Joe's, Vallarta Market)		2%	
	Arts and Crafts store (Michaels, Beverly Fabrics)		1%	
	Entertainment (Dave & Buster's, bowling alley)		1%	

Section 7: Parks & Recreation				
Q16	Have you or anyone else in your household visited a park or recreation facility in Thousand Oaks in the past 12 months?			
	1	Yes	89%	
	2	No	10%	
	98	Not sure	1%	
	99	Refused	0%	
Q17	Thinking of parks and recreation facilities in Thousand Oaks, are there any improvements that you would like to see?			
	1	Yes	32%	Ask Q18
	2	No	39%	Skip to Q19
	98	Not sure/No opinion	28%	Skip to Q19
	99	Refused	1%	Skip to Q19
Q18	Please briefly describe the improvement you most want. Verbatim responses recorded and grouped into categories shown below.			
	Improve landscaping, trees, grass areas		14%	
	Improve maintenance, upkeep (general)		12%	
	Improve restroom facilities		11%	
	Construct additional dog parks, areas		10%	
	Improve recreation paths, trails		6%	
	Improve playground equipment, infrastructure		6%	
	Not sure / Cannot think of anything specific		6%	
	Improve traffic flow, parking		5%	
	Provide additional fields, courts (general)		4%	
	Improve biking trails, facilities		4%	
	Provide more police, security patrols		4%	
	Complete existing, ongoing projects		4%	
	Provide additional benches, tables		3%	
	Provide additional swimming facilities		3%	
	Develop additional parks		3%	
	Improve softball, baseball fields		2%	
	Improve children's equipment, areas		2%	
	Provide additional, improved tennis courts		2%	
	Provide additional lighting / Increase lighting hours		2%	
	Provide additional trash, recycling		1%	

containers	
Provide additional drinking fountains	1%
Increase hours / Improve access to facilities	1%
Acquire additional open space	1%
Construct skate park	1%
Improve Lang Ranch Community Park	1%

Section 8: Spending Priorities

The City of Thousand Oaks has limited financial resources to provide some of the services, programs and projects desired by residents. Because it cannot fund every service, program and project, however, the City must set priorities.

Q19 As I read each of the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for future city spending. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities.

Here is the (first/next) one _____. Should this item be a high, medium or low priority for the City, or should the City not spend any money on this item?

	<i>Randomize</i>	High Priority	Medium Priority	Low Priority	Should not spend money	No Opinion	Refused
A	Retain and expand the number of quality jobs in Thousand Oaks	43%	38%	11%	6%	1%	0%
B	Invest in road maintenance	49%	44%	5%	0%	0%	0%
C	Maintain parks and recreation facilities	37%	53%	8%	1%	0%	0%
D	Preserve library services	38%	42%	16%	3%	1%	0%
E	Maintain police services	80%	16%	3%	0%	0%	0%
F	Acquire and preserve natural open space and trails	36%	38%	19%	6%	0%	0%
G	Protect water quality in creeks and streams	44%	41%	13%	2%	1%	0%
H	Invest in local public schools	46%	35%	12%	6%	1%	1%
I	Increase use of alternative and renewable power sources, such as solar	21%	34%	27%	16%	1%	0%
J	Maintain cultural arts facilities and programming	13%	43%	34%	10%	0%	0%
K	Maintain fire protection services	81%	16%	2%	0%	0%	0%

Section 9: Staff & Governance									
<p>Q20 For each of the items I read next, please tell me how good of a job you think the City of Thousand Oaks is doing.</p> <p>Here is the (first/next) one _____. Would you say the City does an excellent, good, fair, poor or very poor job in this area?</p>									
	<i>Randomize</i>		Excellent	Good	Fair	Poor	Very Poor	No Opinion	Refused
A	Being responsive to residents and businesses		9%	36%	26%	9%	3%	16%	1%
B	Limiting development and effectively planning for the future		10%	37%	28%	10%	4%	9%	1%
C	Working through critical issues facing the City		7%	36%	28%	7%	2%	19%	1%
D	Engaging with residents to get their feedback		16%	38%	27%	9%	3%	6%	1%
E	Providing access to information		16%	48%	21%	4%	1%	9%	0%
F	Spending tax dollars wisely		6%	32%	30%	10%	4%	17%	1%
<p>Q21 In the past 12 months, have you been in contact with staff from the City of Thousand Oaks?</p>									
	1	Yes	40%			Ask Q22			
	2	No	57%			Skip to Q23			
	98	Not sure	2%			Skip to Q23			
	99	Refused	1%			Skip to Q23			
<p>Q22 In your opinion, was the staff at the City very _____, somewhat _____, or not at all _____. Read one item at a time, continue until all items are read.</p>									
	<i>Randomize</i>		Very	Somewhat	Not at all	Not sure	Refused		
A	Helpful		60%	30%	7%	2%	1%		
B	Professional		67%	27%	4%	2%	1%		
C	Accessible		59%	35%	3%	2%	1%		

Section 10: City-Resident Communication			
Q23	Overall, are you satisfied or dissatisfied with the City’s efforts to communicate with residents through newsletters, the Internet, Social Media and other means? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>		
	1	Very satisfied	31%
	2	Somewhat satisfied	49%
	3	Somewhat dissatisfied	9%
	4	Very dissatisfied	2%
	98	No Opinion/Not Sure	8%
	99	Prefer not to answer	1%
Q24	What information sources do you use to find out about City of Thousand Oaks news, services, programs and events? <i>Don’t read list. Record up to first 3 responses.</i>		
	1	City Scene/City Newsletter	25%
	2	Ventura County Star/(daily newspaper)	43%
	3	Ventura County Reporter/weekly newspaper	1%
	4	LA Daily News/daily newspaper	2%
	5	The Acorn (weekly newspaper)	79%
	6	Civic Arts Plaza Season Brochure	15%
	7	Channel 10 or Channel 3, TOTV Government Access TV	5%
	8	Television (general)	3%
	9	City Council Meetings	2%
	10	Radio	4%
	11	City’s website	23%
	12	Internet (not City’s site)	7%
	13	Utility bill insert	25%
	14	Email notification from City	5%
	15	Flyers, brochures or posters (displayed at public facilities)	5%
	16	Postcards, letters, flyers or brochures (mailed to home)	15%
	17	Street banners	7%
	18	Friends/Family/Associates	9%
	21	Visit City Hall	0%
	22	Social media	0%
	23	Other newspaper	0%
	24	School	0%
	19	Other (unique responses)	1%

	20	Do Not Receive Information about City					0%
	98	Not sure					0%
	99	Refused					0%
Q25	In the past 12 months, have you visited the City’s website?						
	1	Yes					65%
	2	No					32%
	98	Not sure					3%
	99	Refused					0%
Q26	As I read the following ways that the City of Thousand Oaks can communicate with residents, I’d like to know if you think they would be a very effective, somewhat effective, or not an effective way for the City to communicate with you.						
	<i>Randomize</i>		Very Effective	Somewhat Effective	Not Effective	Not Sure	Refused
A	Email		45%	32%	14%	8%	1%
B	Newsletters		35%	48%	11%	5%	1%
C	Flyers, postcards and brochures available at public locations		13%	40%	40%	7%	1%
D	Notices inserted into utility bills		33%	42%	21%	3%	0%
E	City’s Website		28%	46%	19%	6%	1%
F	Social Media like Facebook and Twitter		8%	18%	60%	12%	2%
Q27	Do you use a smart phone?						
	1	Yes					59%
	2	No					40%
	98	Not sure					0%
	99	Refused					1%

Q28	The City of Thousand Oaks is considering creating a mobile application for use on smart phones and tablets. As I read the following features of the smart phone application, I'd like to know how likely you would be to use the feature.					
	Here is the (first/next) one: _____. Would you be very likely, somewhat likely, or not likely to use this feature?					
	<i>Randomize</i>	Very likely	Somewhat likely	Not likely	Not Sure	Refused
A	Reporting the location of potholes, graffiti or other neighborhood concerns to City staff	35%	25%	32%	5%	3%
B	Information about current road and traffic conditions in Thousand Oaks	35%	24%	34%	5%	3%
C	Access to City news and events	27%	32%	33%	5%	3%
D	Local trail and bikeway maps	29%	24%	39%	5%	3%
E	Show and event listings for the Civic Arts Plaza	20%	29%	43%	5%	3%
F	Contact information for City Council and City staff	17%	28%	46%	6%	3%
G	Police and Fire Department information	38%	25%	29%	5%	3%

Section 11: 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? Year recoded into age categories shown below.	
	18 to 24	0%
	25 to 34	2%
	35 to 44	8%
	45 to 54	19%
	55 to 64	23%
	65 and over	32%
	Refused	15%
D2	Do you have one or more children under the age of 18 living in your household?	
	1 Yes	25%
	2 No	70%
	99 Refused	4%

D3	Do you own or rent your residence in Thousand Oaks?			
	1	Own	94%	
	2	Rent	4%	
	99	Refused	2%	
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	41%	Ask D5
	2	Employed part-time	9%	Ask D5
	3	Student	0%	Ask D5
	4	Homemaker	7%	Skip to end
	5	Retired	35%	Skip to end
	6	In-between jobs	3%	Skip to end
	99	Refused	5%	Skip to end
D5	Do you commute outside of Thousand Oaks on a regular basis for (your job/school)?			
	1	Yes	56%	Ask D6
	2	No	43%	Skip to end
	98	Not sure	0%	Skip to end
	99	Refused	1%	Skip to end
D6	How much time does it typically take you to commute to (your job/school), round-trip? Minutes recorded and grouped into categories shown below.			
	20 or less		11%	
	21 to 39		17%	
	40 to 59		20%	
	60 or more		43%	
	Refused		9%	
Those are all of the questions that I have for you! Thanks so much for participating in this important survey! This survey was conducted for the City of Thousand Oaks				

<i>Post-Interview Items</i>				
D7	Gender			
	1	Male	49%	
	2	Female	48%	
	3	Refused	3%	