



GODBE RESEARCH
Gain Insight

Redwood City

City Satisfaction Survey (2008)

January 2009

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Overview and Research Objectives

The City of Redwood City commissioned Godbe Research to conduct a survey of residents with the following research objectives:

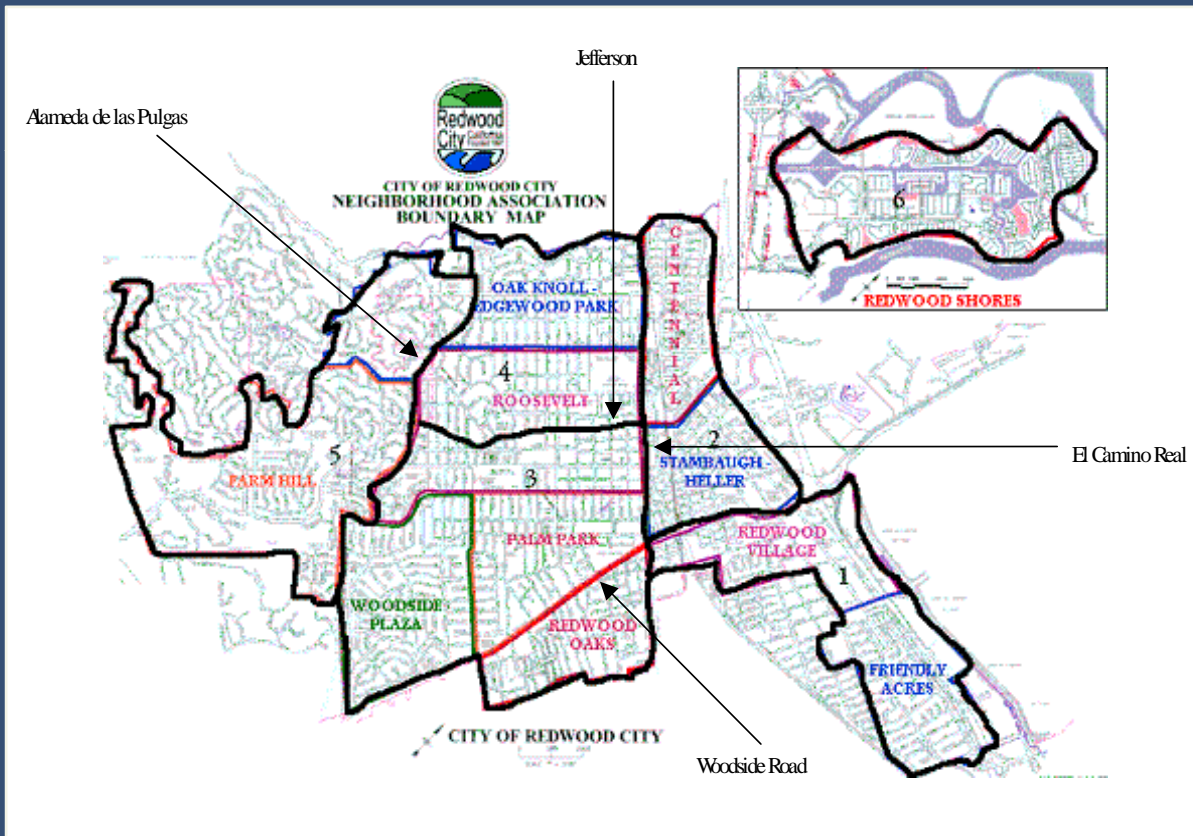
- (a) Assess overall perceptions of living in Redwood City;
- (b) Gauge satisfaction with the City's performance in providing services and programs;
- (c) Gather resident feedback on specific issues in the City, such as sense of community, disaster preparedness, and preferred information sources and City communication; and
- (d) Identify differences in opinions due to demographic and behavioral characteristics.

Methodology Overview

- Data Collection Telephone Interviewing
- Universe 58,438 adult residents of Redwood City
- Fielding Dates December 3 through 12, 2008
- Interview Length 18 minutes
- Sample Size 400
- Margin of Error $\pm 4.9\%$

Geographic Segmentation

To better understand residents' opinions across the areas of Redwood City, the respondents were categorized into six different geographic areas shown in the map and table below. Significant differences in responses between the residents of these areas have been highlighted throughout the report.



Area 1	Redwood Village and Friendly Acres Neighborhood Associations
Area 2	Stambaugh-Heller and Centennial Neighborhood Associations
Area 3	Roosevelt Neighborhood Association South of Jefferson and Woodside Plaza, Palm Parkwood Oaks Neighborhood Associations
Area 4	Oak Knoll/Edgewood Park Neighborhood Association East of Alameda de las Pulgas and Roosevelt Neighborhood Association North of Jefferson
Area 5	Oak Knoll/Edgewood Park Neighborhood Association West of Alameda de las Pulgas and Farm Hill Neighborhood Association
Area 6	Redwood Shores Neighborhood Associations