

2003 Outcomes and Community Impact Program



United Way of
San Diego County

Respondent Demographics

Background

Each year billions of dollars are invested in San Diego County by federal, state, county, cities and charitable organizations to improve the health of the community and its residents. These funds are applied to a wide variety of health, social and community issues. All concerned have a growing interest in knowing whether this investment of community assets is actually making a difference.

Purpose

The Outcomes and Community Impact Measurement Program has been designed to be a comprehensive measurement and outcomes reporting system related to the health and well-being of residents of San Diego County. The focus is on residents' perceptions of their needs and capabilities and how responsive current systems are, or are not, to their goals and visions.

Coupled with secondary research data and other asset-based community building efforts, this program provides an annual measure of the quality of life of San Diego County residents and valuable insights to all parties involved in how best to improve it.

The results of the annual Outcomes and Community Impact Measurement Program are de-

signed to empower San Diego County community leadership to meaningfully impact policy, program planning and development, and funding. In so doing, the goal is to contribute to better health and well-being outcomes for families and individuals in San Diego County by informing the dialogue over the appropriate system changes needed to build strong, healthy and safe communities.

The data reviewed in this document are for the 2003 data collection and reporting period. Comparisons of summary demographics are also presented for the three previous years, 2002, 2001, 2000 and 1999.

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Geographic Location

The following defines the six geographic regions used throughout this study and shows the total number of completed interviews per region. These regions have been defined by the Health and Human Services Agency of San Diego County. The remaining pages of this report present select demographic variables based on these six regions.

North Coastal (n=601)

- 92007 Cardiff
- 92008 Carlsbad
- 92009 Carlsbad
- 92014 Del Mar
- 92024 Encinitas/Leucadia
- 92054 Oceanside
- 92055 Camp Pendleton
- 92056 Oceanside
- 92057 Oceanside
- 92067 Rancho Sante Fe
- 92075 Solana Beach
- 92083 Vista
- 92084 Vista
- 92672 San Onofre/San Clemente

North Inland (n=605)

- 92003 Bonsall
- 92004 Borrego
- 92025 Escondido
- 92026 Escondido
- 92027 Escondido
- 92028 Fallbrook
- 92029 Escondido
- 92036 Julian
- 92059 Pala
- 92060 Palomar
- 92061 Pauma Valley
- 92064 Poway
- 92065 Ramona
- 92066 Ranchita
- 92069 San Marcos
- 92070 Santa Isabel
- 92082 Valley Center
- 92086 Warner Springs / Agua Caliente
- 92127 Rancho Bernardo
- 92128 Rancho Bernardo
- 92129 Rancho Penasquitos
- 92259 Anza / Imperial
- 92536 Temecula

North Central (n=810)

- 92037 La Jolla
- 92106 Point Loma
- 92107 Ocean Beach
- 92108 Mission Valley
- 92109 Pacific / Mission Beach
- 92110 Morena / Old Town / Bay Park
- 92111 Linda Vista / Clairmont / Kearny
- 92117 Clairmont
- 92119 Navajo / San Carlos
- 92120 Grantville / Del Cerro
- 92121 Mira Mesa / Sorrento Valley
- 92122 University City
- 92123 Serra Mesa / Mission Village
- 92124 Tierrasanta
- 92126 Mira Mesa / Sorrento Valley
- 92130 North City West
- 92131 Scripps Miramar Ranch
- 92145 Miramar

Central (n=605)

- 92101 Downtown
- 92102 Golden Hills / Southeast
- 92103 Hillcrest / Mission Hills
- 92104 North Park
- 92105 East San Diego
- 92113 Southeast / Logan Heights
- 92114 Encanto
- 92115 College Grove
- 92116 Normal Heights / Kensington
- 92136 Pier Area
- 92139 Paradise Hills

East (n=600)

- 91901 Alpine
- 91905 Boulevard
- 91906 Campo
- 91916 Descanso
- 91917 Dulzura
- 91931 Guatay
- 91934 Jacumba
- 91935 Jamul
- 91941 La Mesa
- 91942 La Mesa
- 91945 Lemon Grove
- 91948 Mt Laguna
- 91962 Pine Valley
- 91963 Potrero
- 91977 Spring Valley
- 91978 Spring Valley
- 91980 Tecate
- 92019 El Cajon
- 92020 El Cajon
- 92021 El Cajon
- 92040 Lakeside
- 92071 Santee

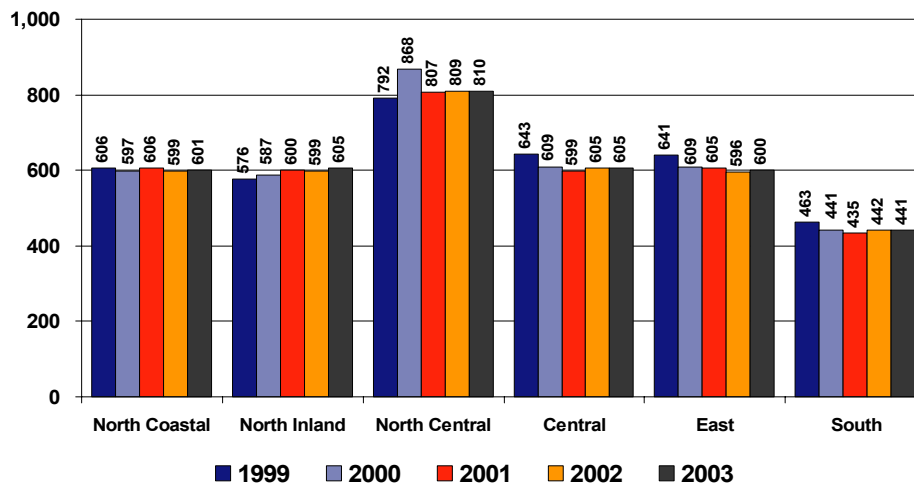
South (n=441)

- 91902 Bonita
- 91910 Chula Vista
- 91911 Chula Vista
- 91913 Chula Vista
- 91914 Chula Vista
- 91915 Chula Vista
- 91932 Imperial Beach
- 91950 National City
- 92118 Coronado
- 92135 Naval Amph Base
- 92154 Nestor
- 92173 San Ysidro
- 92155 Naval Amph Base

Geographic Location

Comparison between the estimated number of households and the actual number of interviews completed is presented on the following chart. Additionally, the 1999, 2000, 2001 and 2002 samples by region are provided for comparison and trending.

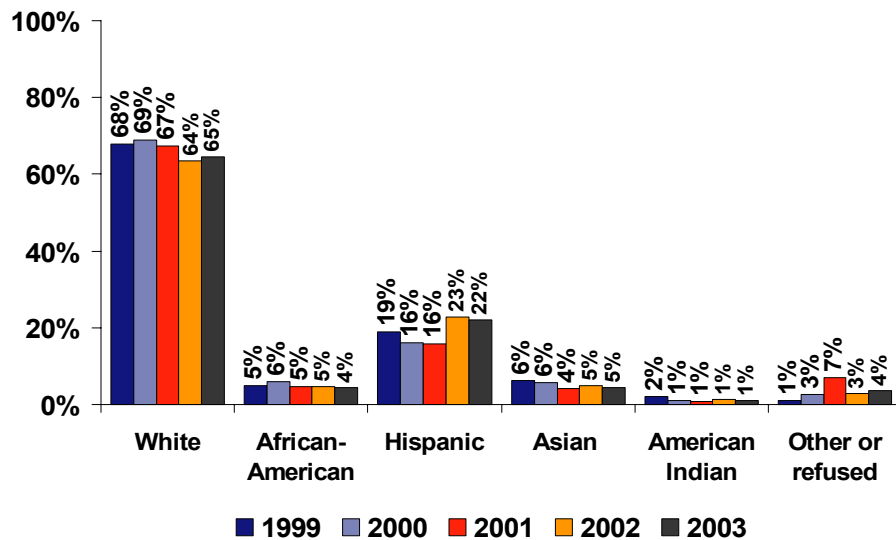
Completed Interviews by Geographic Region



2003 Sample Size by Region							
	Estimated Number of Households*	Percent of Total Households	Number of 2003 Completed Interviews	Percent of Total Interviews	Number of 2002 Completed Interviews	Percent of Total Interviews	Change in Number of Respondents 2003 & 2002
North Coastal	173,460	16.8%	601	16.4	599	16.4%	2 0.3%
North Inland	173,782	16.8%	605	16.5	599	16.4%	6 1.0%
North Central	229,199	22.2%	810	22.1	809	22.2%	1 0.1%
Central	164,733	15.9%	605	16.5	605	16.6%	N/C
East	161,762	15.7%	600	16.4	596	16.3%	4 0.8%
South	129,800	12.6%	441	12.0	442	12.1%	-1 -0.2%
Total	1,032,736	100%	3,662	100	3,650	100%	12 0.33%

* Based on SANDAG December 19, 2003

Race/Ethnicity



2003 Sample Size by Respondent Race and Region

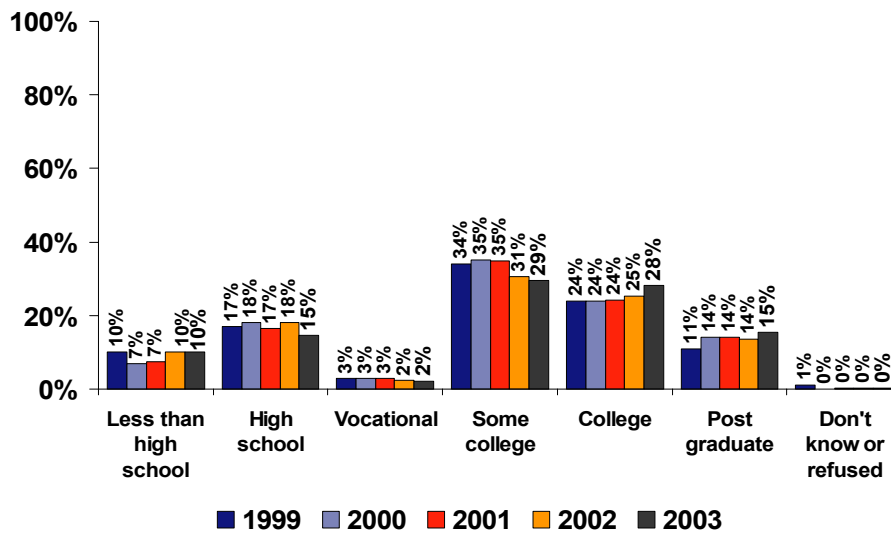
	White	African-American	Hispanic	Asian	American Indian	Other or Refused	Total
North Coastal	421	20	103	23	11	23	601
North Inland	435	5	111	23	6	25	605
North Central	640	22	68	47	5	28	810
Central	241	86	218	37	3	20	605
East	449	18	89	13	8	23	600
South	175	10	216	21	3	16	441
Total	2,361	161	805	164	39	135	3,662

2003 Percent Sample Size by Respondent Race and Region

	White	African-American	Hispanic	Asian	American Indian	Other or Refused	Total
North Coastal	70.0%	3.3%	17.1%	3.8%	1.8%	3.8%	100%
North Inland	71.9%	0.8%	18.5%	3.8%	1.0%	4.1%	100%
North Central	79.0%	2.7%	8.4%	7.4%	0.6%	3.5%	100%
Central	39.8%	14.2%	36.0%	5.8%	0.5%	3.3%	100%
East	74.8%	3.0%	14.8%	6.1%	1.3%	3.8%	100%
South	39.7%	2.3%	49.0%	4.8%	0.7%	3.6%	100%
Total	64.5%	4.4%	22.0%	4.5%	1.0%	3.7%	100%

2003 Outcomes and Community Impact Program

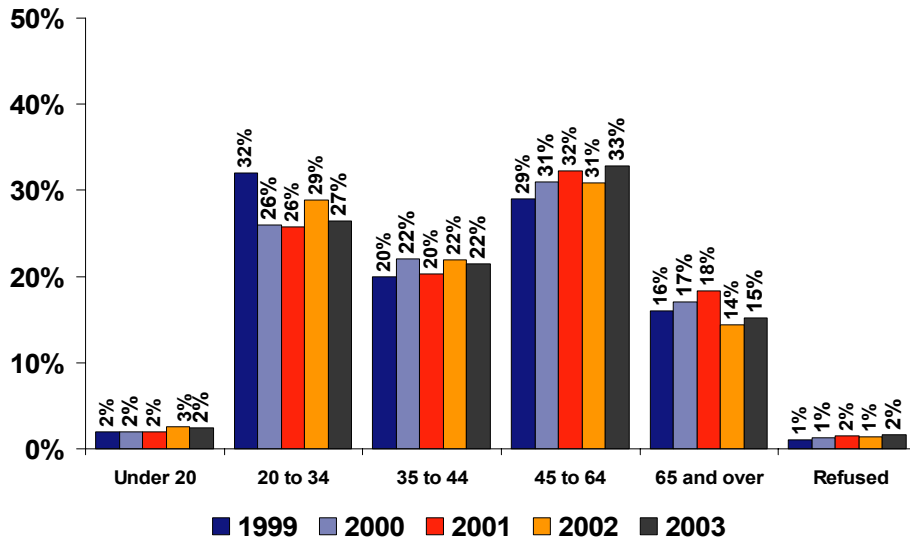
Education Level



	North Coastal	North Inland	North Central	Central	East	South	Total
Less than high school	53	65	17	117	48	70	370
High school	82	71	72	96	135	84	540
Vocational or technical	17	11	13	14	6	12	73
Some college	180	177	223	169	198	131	1,078
College graduate	163	201	295	135	139	100	1,033
Post graduate	106	77	188	72	73	73	559
Refused		3	2	2	1	1	9
Total	601	605	810	605	600	441	3,662

	North Coastal	North Inland	North Central	Central	East	South	Total
Less than high school	8.8%	10.7%	2.1%	19.3%	8.0%	15.9%	10.1%
High school	13.6%	11.7%	8.9%	15.9%	22.5%	19.0%	14.7%
Vocational or technical	2.8%	1.8%	1.6%	2.3%	1.0%	2.7%	2.0%
Some college	30.0%	29.3%	27.5%	27.9%	33.0%	29.7%	29.4%
College graduate	27.1%	33.2%	36.4%	22.3%	23.2%	22.7%	28.2%
Post graduate	17.6%	12.7%	23.2%	11.9%	12.2%	9.8%	15.3%
Refused	0.0%	0.5%	0.2%	0.3%	0.2%	0.2%	0.2%
Total	100%	100%	100%	100%	100%	100%	100%

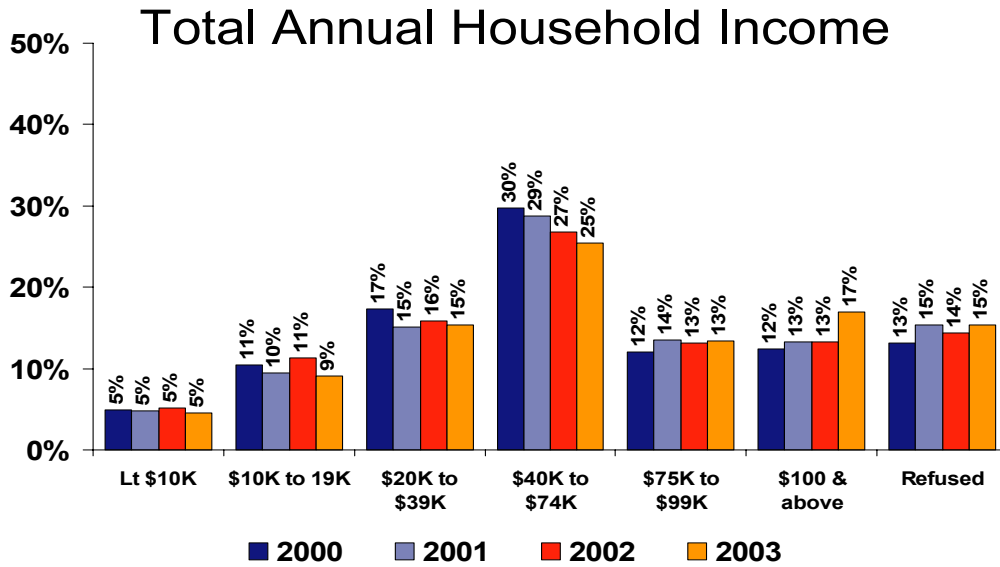
Age Category



	North Coastal	North Inland	North Central	Central	East	South	Total
Under 20	20	10	9	15	11	23	88
20 to 34	147	138	233	208	132	114	972
35 to 44	130	148	170	127	126	86	787
45 to 64	194	196	252	178	227	153	1,200
65 and over	100	99	133	64	100	62	558
Refused	10	14	13	13	4	3	87
Total	601	605	810	605	600	441	3,662

	North Coastal	North Inland	North Central	Central	East	South	Total
Under 20	3.3%	1.7%	1.1%	2.5%	1.8%	5.2%	2.4%
20 to 34	24.5%	22.8%	28.8%	34.4%	22.0%	25.9%	26.5%
35 to 44	21.6%	24.5%	21.0%	21.0%	21.0%	19.5%	21.5%
45 to 64	32.3%	32.4%	31.1%	29.4%	37.8%	34.7%	32.8%
65 and over	16.6%	16.4%	16.4%	10.6%	16.7%	14.1%	15.2%
Refused	1.7%	2.3%	1.6%	2.1%	0.7%	0.7%	1.6%
Total	100%	100%	100%	100%	100%	100%	100%

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2003 Sample Size by Respondent Household Income Category and Region

	North Coastal	North Inland	North Central	Central	East	South	Total
Less than \$10,000	26	20	21	49	24	26	166
\$10,000 to \$19,999	42	50	48	97	53	42	332
\$20,000 to \$39,999	77	77	120	125	90	71	560
\$40,000 to \$74,999	139	148	208	165	146	125	931
\$75,000 to \$99,999	82	87	117	51	89	63	489
\$100,000 and above	137	135	163	44	92	51	622
Refused or don't know	98	88	133	74	106	63	562
Total	601	605	810	605	600	441	3,662

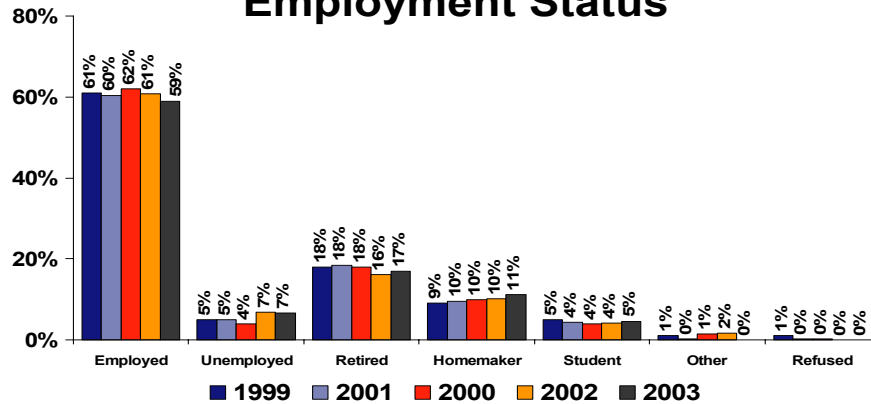
2003 Percent Sample Size by Respondent Household Income Category and Region

	North Coastal	North Inland	North Central	Central	East	South	Total
Less than \$10,000	4.3%	3.3%	2.6%	8.1%	4.0%	5.9%	4.5%
\$10,000 to \$19,999	7.0%	8.3%	5.9%	16.0%	8.8%	9.5%	9.5%
\$20,000 to \$39,999	12.8%	12.7%	14.8%	20.7%	15.0%	16.1%	15.3%
\$40,000 to \$74,999	23.1%	24.5%	25.7%	27.3%	24.3%	28.3%	25.4%
\$75,000 to \$99,999	13.6%	14.4%	14.4%	8.4%	14.8%	14.3%	13.4%
\$100,000 and above	22.8%	22.3%	20.1%	7.3%	15.3%	11.6%	17.0%
Refused or don't know	16.3%	14.5%	16.4%	12.2%	17.7%	14.3%	15.3%
Total	100%	100%	100%	100%	100%	100%	100%

Note: 1999 income categories are not included here because changes in questionnaire made them incomparable.

2003 Outcomes and Community Impact Program

Employment Status



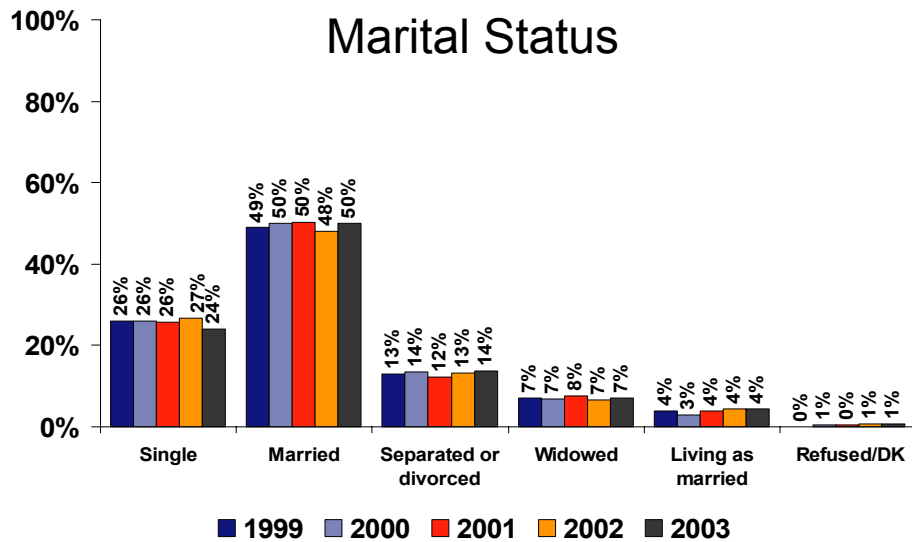
2003 Sample Size by Respondent Employment Status and Region

	North Coastal	North Inland	North Central	Central	East	South	Total
Employed, full- or part-time	368	350	491	347	356	249	2,161
Unemployed and/or looking for work	34	37	48	56	37	34	246
Retired	96	110	154	78	116	65	619
Homemaker	76	77	56	75	58	63	405
Student	20	18	50	35	22	23	168
Independent		1	2	1	1		5
Disabled	7	9	7	12	10	6	51
Other, refused or DK		3	2	1		1	7
Total	601	605	810	605	600	441	3,662

2003 Percent Sample Size by Respondent Employment Status and Region

	North Coastal	North Inland	North Central	Central	East	South	Total
Employed, full- or part-time	61.2%	57.9%	60.6%	57.4%	59.3%	56.5%	59.0%
Unemployed and/or looking for work	5.7%	6.1%	5.9%	9.3%	6.2%	7.7%	6.7%
Retired	16.0%	18.2%	19.0%	12.9%	19.3%	14.7%	16.9%
Homemaker	12.6%	12.7%	6.9%	12.4%	9.7%	14.3%	11.1%
Student	3.3%	3.0%	6.2%	5.8%	3.7%	5.2%	4.6%
Independent	0.0%	0.2%	0.2%	0.2%	0.2%	0.0%	0.1%
Disabled	1.2%	1.5%	0.9%	2.0%	1.7%	1.4%	1.4%
Other, refused or DK	0%	0.2%	0.2%	0.2%	0%	0.2%	0.2%
Total	100%	100%	100%	100%	100%	100%	100%

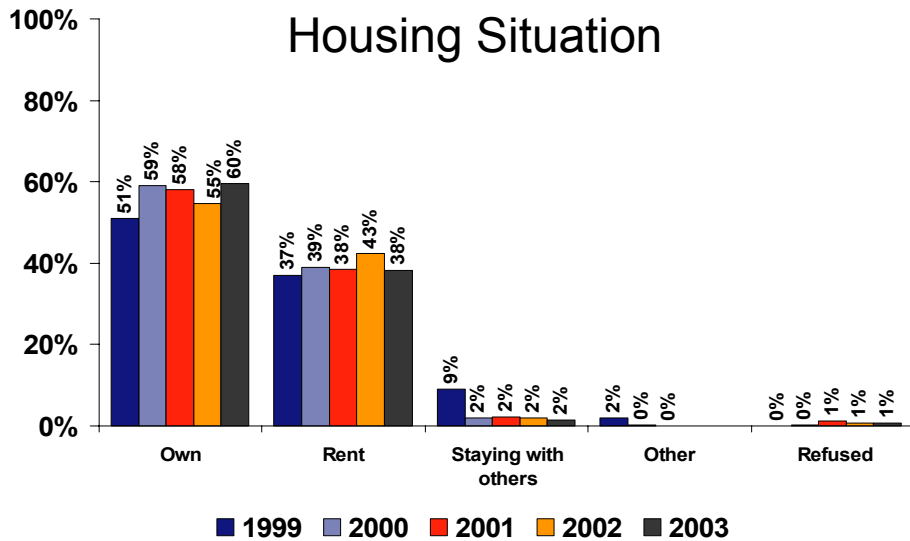
2003 Outcomes and Community Impact Program



2003 Sample Size by Respondent Marital Status and Region							
	North Coastal	North Inland	North Central	Central	East	South	Total
Single	134	106	232	201	117	88	878
Married	310	361	380	232	325	227	1,835
Separated or divorced	83	69	109	90	78	75	504
Widowed	48	43	46	38	52	30	257
Living as married	24	20	34	40	25	18	161
Refused/DK	2	6	9	4	3	3	27
Total	601	605	810	605	600	441	3,662

2003 Percent Sample Size by Respondent Marital Status and Region							
	North Coastal	North Inland	North Central	Central	East	South	Total
Single	22.3%	17.5%	28.6%	33.2%	19.5%	20.0%	24.0%
Married	51.6%	59.7%	46.9%	38.3%	54.2%	51.5%	50.1%
Separated or divorced	13.8%	11.4%	13.5%	14.9%	13.0%	17.0%	13.8%
Widowed	8.0%	7.1%	5.7%	6.3%	8.7%	6.8%	7.0%
Living as married	4.0%	3.3%	4.2%	6.6%	4.2%	4.1%	4.4%
Refused	0.4%	1.0%	1.1%	0.7%	0.5%	0.7%	0.7%
Total	100%	100	100%	100%	100%	100%	100%

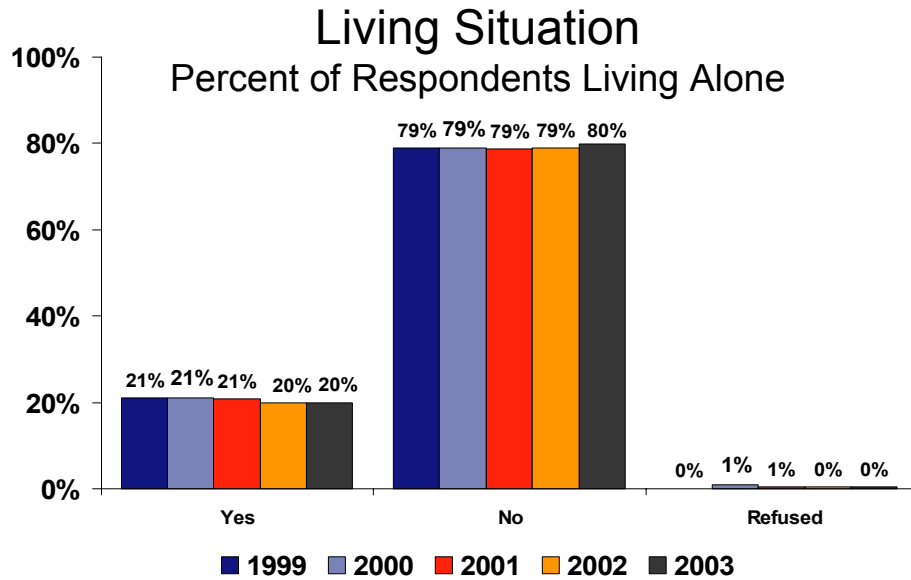
2003 Outcomes and Community Impact Program



2003 Sample Size by Respondent Housing Situation and Region							
	North Coastal	North Inland	North Central	Central	East	South	Total
Staying with parents, relative or friend	7	9	4	16	10	9	55
Rent	207	173	314	326	208	170	1,398
Own	379	413	488	262	378	259	2,179
Refused/DK	8	10	4	1	4	3	30
Total	601	605	810	605	600	441	3,662

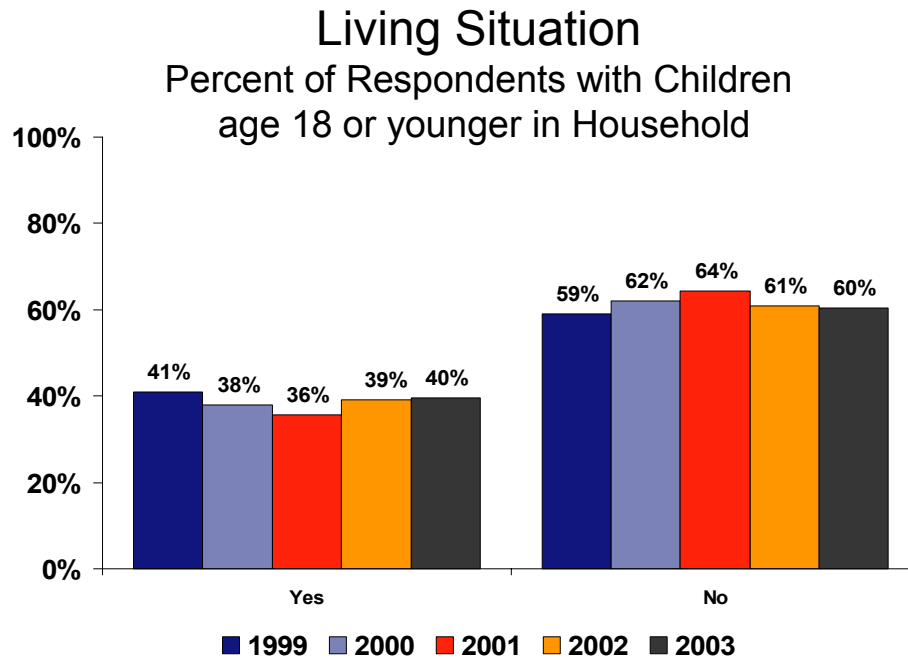
2003 Percent Sample Size by Respondent Housing Situation and Region							
	North Coastal	North Inland	North Central	Central	East	South	Total
Staying with parents, relative or friend	1.2%	1.5%	0.5%	2.6%	1.7%	2.0%	1.5%
Rent	34.4%	28.6%	38.8%	53.9%	34.7%	38.5%	38.2%
Own	63.1%	68.3%	60.2%	43.3%	63.0%	58.7%	59.5%
Refused	1.3%	1.7%	0.6%	0.2%	0.7%	0.7%	0.8%
Total	100%	100%	100%	100%	100%	100%	100%

2003 Outcomes and Community Impact Program



2003 Sample Size by Respondents Living Alone and Region							
	North Coastal	North Inland	North Central	Central	East	South	Total
Yes	125	99	196	147	102	68	737
No	472	504	608	457	495	370	2,906
Refused	4	2	6	1	3	3	20
Total	601	605	810	605	600	441	3,662

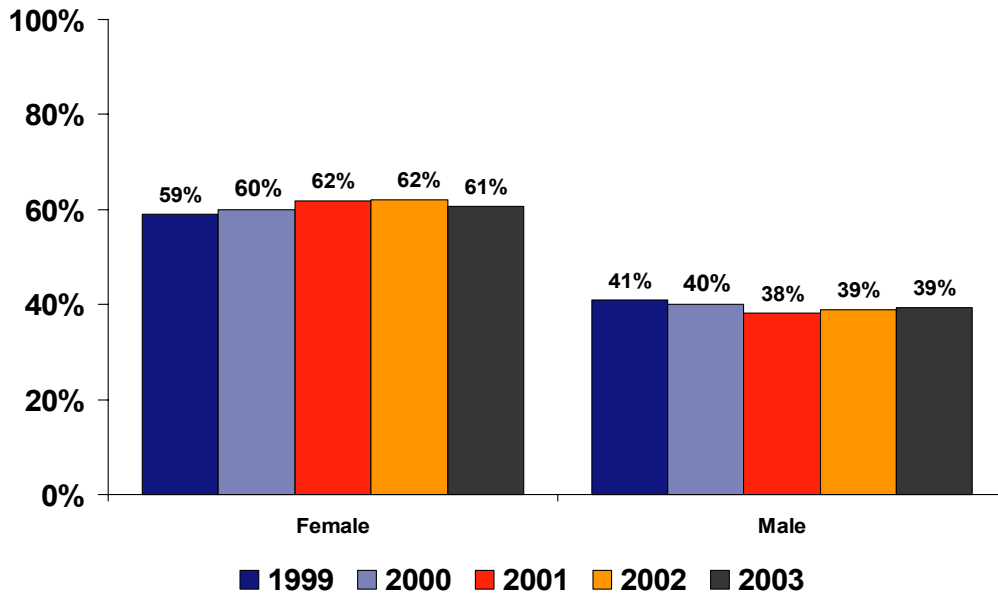
2003 Percent Sample Size by Respondents Living Alone and Region							
	North Coastal	North Inland	North Central	Central	East	South	Total
Yes	20.8%	16.4%	24.2%	24.3%	17.0%	15.4%	20.1%
No	78.5%	83.3%	75.1%	75.5%	82.5%	83.9%	79.4%
Refused	0.7%	0.3%	0.7%	0.2%	0.5%	0.7%	0.6%
Total	100%	100%	100%	100%	100%	100%	100%



2003 Sample Size by Respondents with Children age 18 or Under in Household and Region							
	North Coastal	North Inland	North Central	Central	East	South	Total
No	363	346	590	357	360	227	2,243
Yes	238	259	220	248	240	214	1,419
Total	601	605	810	605	600	441	3,662

2003 Percent Sample Size by Respondents with Children age 18 or Under in Household and Region							
	North Coastal	North Inland	North Central	Central	East	South	Total
No	60.4%	57.2%	72.8%	59.0%	60.0%	51.5%	61.3%
Yes	39.6%	42.8%	27.2%	41.0%	40.0%	48.5%	38.7%
Total	100%	100%	100%	100%	100%	100%	100%

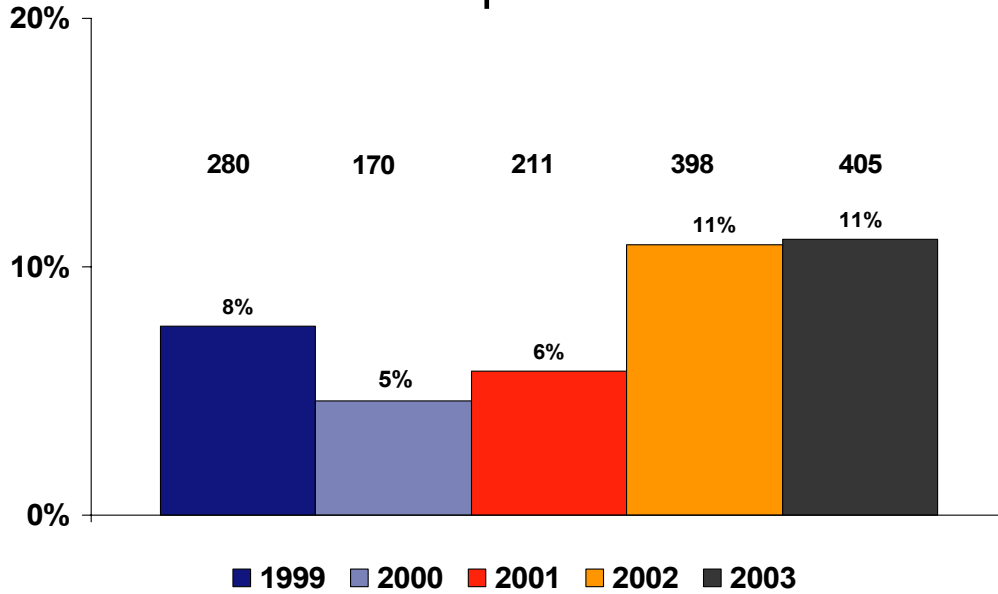
Respondent Gender



	North Coastal	North Inland	North Central	Central	East	South	Total
Female	365	361	461	372	367	293	2,219
Male	236	244	349	233	233	148	1,443
Total	601	605	810	605	600	441	3,662

	North Coastal	North Inland	North Central	Central	East	South	Total
Female	60.7%	59.7%	56.9%	61.5%	61.2%	66.4%	60.6%
Male	39.3%	40.3%	43.1%	38.5%	38.8%	33.6%	39.4%
Total	100%	100%	100%	100%	100%	100%	100%

Respondents Completing Interview in Spanish



	North Coastal	North Inland	North Central	Central	East	South	Total
English	549	532	795	473	562	346	3,257
Spanish	52	73	15	132	38	95	405
Total	601	605	810	605	600	441	3,662

	North Coastal	North Inland	North Central	Central	East	South	Total
English	91.3%	87.9%	98.1%	78.2%	93.7%	78.5%	88.9%
Spanish	8.7%	12.1%	1.9%	21.8%	6.3%	21.5%	11.1%
Total	100%	100%	100%	100%	100%	100%	100%

Sampling Process and Confidence Level

One of the critically important goals of this study was to use a statistically valid sample of residential telephone numbers from the six geographic regions of San Diego County. To achieve the goal, Scientific Telephone Samples (STS) of Tustin, CA provided telephone number samples matching the desired geographic area with the telephone area codes and prefixes that are assigned to that geographic area, using information supplied by Bellcore. The sample included unlisted and new telephone numbers.

STS generates its samples in matching sample replicates, so that each "sample" created for a geographic area by STS actually consisted of multiple equivalent random samples. This allowed the survey administrator to put samples into the fields incrementally to insure that too much sample was not released. Within geographic regions, sample telephone numbers were released in "waves" to insure that each region was equally represented. To reduce bias caused by differences in ease of contact (too many "easy-to-reach" respondents), all numbers that were released into the CATI system were attempted and dispositioned prior to the next wave of numbers. Creating the sample in replicates and releasing these waves incrementally reduced the possible bias of only easy-to-reach respondents being included in the completed interviews.

Once sample telephone numbers were loaded into the CATI system, the system randomly selected telephone numbers to be called for their first dialing. After the first dialing, the system was programmed to re-attempt telephone numbers based on a set of decision rules programmed into the system by the Social and Behavioral Research Institute (SBRI) staff. The system was designed to re-attempt "busy," "no answer," "answering machine" and "Spanish language" call dispositions at pre-determined intervals. Normally, the SBRI dials each number up to 15 times before it is either successfully completed or the number is dispositioned. If neither of these occur the number is retired. The SBRI programmed the CATI system to re-attempt numbers at set intervals that covered a variety of days of the week and times of day to

minimize any "convenience bias."

Interviewing was conducted between October 24, 2003 and March 30, 2004. The number of completed interviews during this period ranged from one to 88 per day, averaging slightly over 30 interviews per day. The average interview lasted 22.6 minutes.

Based on the overall sample size of 3,662, there is a 95 percent level of confidence that the sample results are within ± 1.6 percent of the population value. Individual cross-tabulations based on demographic subsets of the sample will not achieve the same levels of confidence and margins of error.

Statistical Testing

Statistical testing was completed on survey data in addition to review of frequencies and cross tabulations. These tests were performed to measure the significance of the difference between the means of various demographic variables such as geographic region, race/ethnicity, age, educational level, total annual household income, marital status and gender. Tests used included Chi-Square test, t-Test and analysis of variance (ANOVA).

Within the accompanying reports particular attention is given to determining if the observed differences between groups is statistically different. Differences that are statistically significant—having less than a 5% likelihood of occurring by chance—at the $p < .05$ level have been indicated with an asterisk (*). Testing was conducted using SPSS statistical software.

Copies of all statistical testing, cross tabulations and frequencies are available.

Conclusions

The 2003 Outcomes and Community Impact program produced a vast array of actionable data about how residents feel about the quality of life in San Diego County and how well systems are, or are not meeting their needs and visions. A standard indicator report format was used in order to allow the reader to more easily compare one report with another and to allow each report to be used independently. It is clear from after reviewing the 27 indicator reports that follow, however, that the opportunities to analyze this data are limited only by resources necessary to do so and the imagination and needs of the end user.

2003 Outcomes and Community Impact Program

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2003 Funding Sources

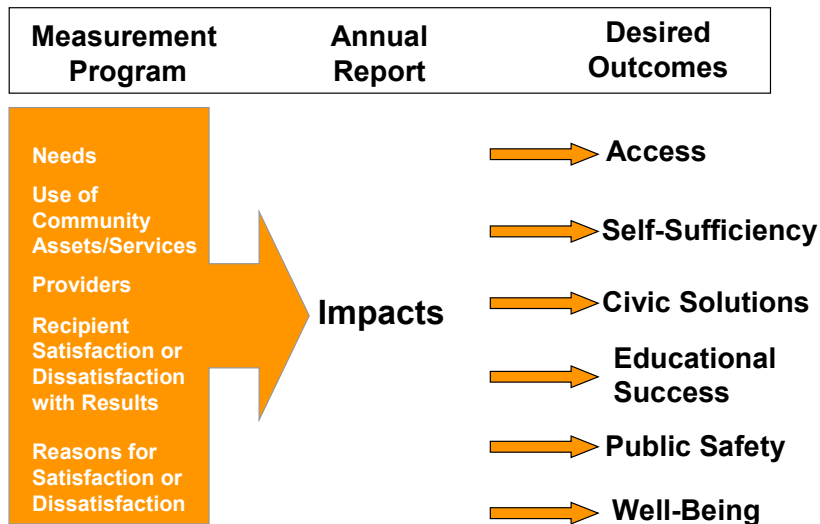
- Alliance Healthcare Foundation
- The California Endowment
- County of San Diego
- Community Health Improvement Partners (CHIP)
- Kaiser Permanente
- McCarthy Family Foundation
- INFO LINE of San Diego County
- The San Diego Foundation
- United Way of San Diego County

Outcomes and Impact Program Overview

The information contained in this report presents the findings for one of the 24 areas explored in the 2003 Outcomes and Impact Study. Other areas range from advocacy services to youth development. Each of these areas is covered in an individual report which can be obtained from the United Way of San Diego County. In addition, there are appendices supporting each of these reports which provide very detailed data in the format of cross tabulations of questions for each area by many key variables.

To view the 2003 Outcomes and Community Impact Program reports or to order copies of the 1999, 2000, 2001 and 2002 reports on disk, visit the United Way's website at www.uwsd.org. On the homepage click on the Outcomes / Healthy Community Index icon.

Outcomes and Impact



More Information Available

The information provided in this report is one segment of the available outcome and impact program reporting. Additional information is available including:

- Five-year history of top-level findings
- Methodology and Technical Report
- Frequencies
- Cross tabulations
- Significance tests