



2008 Public Opinion Survey Report

Presented to the City of Carlsbad

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EXECUTIVE SUMMARY

INTRODUCTION TO THE STUDY

The City of Carlsbad and its Performance Measurement Resource Team partnered with BW Research Partnership, Inc. (BW Research) to conduct its annual public opinion survey of residents for the second consecutive year.

The main research objectives of the 2008 study were to:

- assess residents' perceptions regarding satisfaction with city services, quality of life, sense of community, city government, and city-resident communication;
- evaluate residents' satisfaction with a number of specific city services and special events;
- assess residents' experience visiting the Carlsbad Village; and
- identify residents' views regarding Carlsbad as a "Green City" as well as their awareness of water conservation and pollution prevention.

METHODOLOGY OVERVIEW

The city-wide telephone survey of residents was administered from September 3 through 18, 2008 and averaged 20 minutes in length. In total, a statistically representative sample of 1,000 Carlsbad residents 18 years and older completed a telephone survey, resulting in a maximum margin of error +/- 3.08 percent (at the 95 percent level of confidence) for questions answered by all 1,000 respondents.

KEY FINDINGS

Based on the analysis of the survey data, BW Research is pleased to present the following key findings. Please refer to the body of the report for a more comprehensive analysis of findings, including comparisons among resident sub-groups.

- Ninety-one percent of residents were either "Very" (58%) or "Somewhat" satisfied (33%) with the job the City of Carlsbad is doing to provide city services.
- Ninety-five percent of residents felt the quality of life in Carlsbad was "Excellent" (61%) or "Good" (34%).
- Nearly four times as many residents felt the quality of life in Carlsbad was getting better or staying the same (78%) as compared to getting worse (20%).
- Forty-eight percent of the residents who were dissatisfied with city services or who felt the quality of life was "Getting worse" indicated that the quality of life would be improved if the City stopped building and halted growth.

- Forty-one percent of residents were classified as having a “High” sense of community, 46 percent were “Medium,” and 13 percent had a “Low” sense of community.
- Approximately three out of four residents (76%) have confidence in Carlsbad city government to make decisions which positively affect the lives of community members.
- Among those who provided an opinion, residents were most satisfied with the City’s efforts to: provide library services (97%); maintain city parks (96%); and provide fire protection and prevention services (94%).
- Among those who provided an opinion, overall satisfaction was 90 percent for the semi-annual Street Faires, 89 percent for concerts in the park, and 86 percent for running and walking events.
- Ninety-seven percent of Carlsbad residents have visited Carlsbad’s Downtown Village. The majority of residents regularly visited (52%), 24 percent sometimes visited (once a month or more), and 20 percent seldom visited the Village.
- Among residents who have visited Carlsbad’s Downtown Village, 88 percent rated their experience positively (42% “Excellent” and 45% “Good”).
- Eighty percent of residents were either “Very” (43%) or “Somewhat” satisfied (37%) with the City’s efforts to communicate with residents through publications, public notices, its website, and other means.
- Sixty-five percent of residents have visited the City’s website in the past 12 months. Among residents who have visited the City’s website, 78 percent rated it positively.
- The majority of residents (52%) agreed that the City should be leading the way to develop a greener and more sustainable community and 42 percent of residents felt that the City should follow the environmental rules and regulations that are required but not create additional environmental plans and policies.
- When asked how they would characterize the region’s current water supply, one percent of respondents thought the region was in a surplus water period, 43 percent thought there was an adequate supply, and 37 percent felt it was in shortage (12% severe; 25% shortage but less than severe). In addition, 18 percent of residents did not know or declined to comment of the state of the region’s current water supply.
- Eighty-one percent of residents had heard something in the past year about water conservation and ways to reduce water use.
- Fifty-seven percent of residents had seen or heard information in the past year about how they can prevent the pollution of local creeks, lagoons, and the ocean.

NOTABLE CHANGES FROM THE 2007 SURVEY

Carlsbad residents' opinions, perceptions, and behaviors generally remained consistent from 2007 to 2008. Below is a summary of the few statistically significant changes.

- Although virtually the same percentage of residents felt the quality of life in Carlsbad was “Getting better” in 2008 as compared with 2007, more residents felt that it was staying about the same (57% vs. 48%) and fewer residents felt that the quality of life in Carlsbad was “Getting worse” (20% vs. 27%).
- A higher percentage of residents were satisfied with the City's efforts to “Manage residential growth and development” in 2008 compared with 2007 (62% vs. 57%).
- Compared with 2007, more residents in 2008 were classified as having a “Medium” sense of community (46% vs. 40%) and less as having a “High” sense of community (41% vs. 48%).
 - These differences were driven by the following two changes: fewer residents disagreed with the statement “I have almost no influence over what my neighborhood is like” and less agreed with the statement “My neighbors and I want the same things from this community.”
- Although the overall percentage of residents who have visited the Village remained consistent (2008: 97%; 2007: 96%), residents reported visiting the Village less frequently in 2008 (increase in the percentage visiting less than once a month).

CONCLUSIONS

BW Research offers the following conclusions from the 2008 resident survey for the City of Carlsbad.

The results of the 2008 resident survey for Carlsbad come at a time of upheaval in the national and state economic environment. The survey itself was administered in the first two weeks of September, after the national recession had officially began (December 2007) but before the financial crisis came to a head in October of 2008. Due to the timing of when the surveys were completed, it is unlikely that the results reflect the full economic anxieties that have come about due to increasing unemployment, the volatility of the financial markets, and increased pressure on local and state budgets.

Overall Indicators for the City of Carlsbad

While the economic environment may be in a state of flux, Carlsbad residents continue to express their satisfaction with the City. Three key general indicators illustrate residents continued overall satisfaction with the City of Carlsbad. These three key indicators not only received high scores from residents in the 2008 resident survey, but have remained high in comparison to last year's results and are typically higher when compared to results in other cities' resident surveys.

These indicators include;

- **Overall satisfaction with the job the City is doing to provide services** – Nine out of ten residents were satisfied with the City and of those that were satisfied almost two-thirds were very satisfied.
- **Perceived quality of life in Carlsbad** – Six out of ten residents rate the quality of life in Carlsbad as excellent and more than three out of ten rate the quality of life in the City as good.
- **High levels of satisfaction with the City services connected to public safety** – Over 90 percent of residents who provided an opinion were satisfied with the job the City is doing to provide fire protection and prevention services, law enforcement services, and emergency medical and paramedic services.

It is worth noting the inverse of these findings, that just under six percent of residents indicated dissatisfaction with the job the City is doing to provide services and less than two percent of residents felt the quality of life in Carlsbad was poor or very poor.

Changes from 2007 Results

Consistent survey results from 2007 to 2008 were generally the rule. However, there were differences in 2008 that could be the beginning of larger trends within the City.

These changes in results from 2007 to 2008 include;

- The **perceived direction in the quality of life** has improved considerably as the percentage of residents who feel the quality of life in Carlsbad is getting better (21%) is equal or a little higher than the proportion that believe the quality of life is getting worse (20%). Most residents believe the quality of life is staying about the same (57%). That was not the case in 2007, when over a quarter of residents (27%) indicated that the quality of life was getting worse.
- The **frequency of visiting the downtown village area** has declined among residents, as less residents visit the village regularly (2008 = 52% vs. 2007 = 56%). Residents with children, homeowners and residents living in Southern Carlsbad (92009 and 92011) were less likely to visit the village regularly than residents without children, renters and individuals from households in Northern Carlsbad (92008 and 92010.)
- Building and growth issues along with traffic concerns remain the top two issues to arise when asking dissatisfied Carlsbad residents what one thing would improve the quality of life in Carlsbad. **Improving the schools rose to the third most cited response** in 2008 with six percent of respondents compared to three percent in 2007. Improving the schools was the second most often issue cited by respondents with one or two children. It was also the only issue mentioned to improve the quality of life in Carlsbad that increased by more than one percent from 2007 to 2008.

Water Awareness in Carlsbad

Southern California's water supply has grown increasingly tight and policy makers across the region are struggling with the question of how to manage this scarce resource. In Carlsbad, planners, water resource specialists, and elected officials are very aware of the region's water shortages, but the same can not be said for the majority of its residents. Less than 40 percent of Carlsbad residents believe the region's water supply is facing a shortage and just over 40 percent believe the region has an adequate water supply, and finally almost 20 percent of residents did not feel they were informed enough on the issue to offer an opinion.

While awareness of the region's water shortage is low, four out of five residents say they have seen or heard messaging in the last 12 months which communicated how they can conserve or reduce water usage. This indicates that just increasing funding for communications to residents about the water shortage may not be enough to effectively increase the awareness of the region's water shortage and convey the need for conservation.

Green Carlsbad

Nationally and even regionally, environmental issues have been center stage for several years. Recently, cities both in California and outside the state have taken a more active role in leading environmental policy rather than just responding to federal, state and regional regulations. Carlsbad residents were asked if they would prefer the City to take a more active role in developing a more sustainable community or instead focus on its primary responsibilities and follow the environmental rules and regulations that are already in place. Just over half of residents indicated they would prefer the City to take an active role in developing a more environmentally sustainable community and just over 40 percent indicated the City should instead focus on its primary responsibilities.

The majority of residents that indicated they would like to see Carlsbad become greener were most interested in seeing the City focus on;

- Protecting more open space,
- Protecting water quality, in creeks, lagoons and the ocean,
- Using more renewable energy, and
- Improving the City's recycling program.

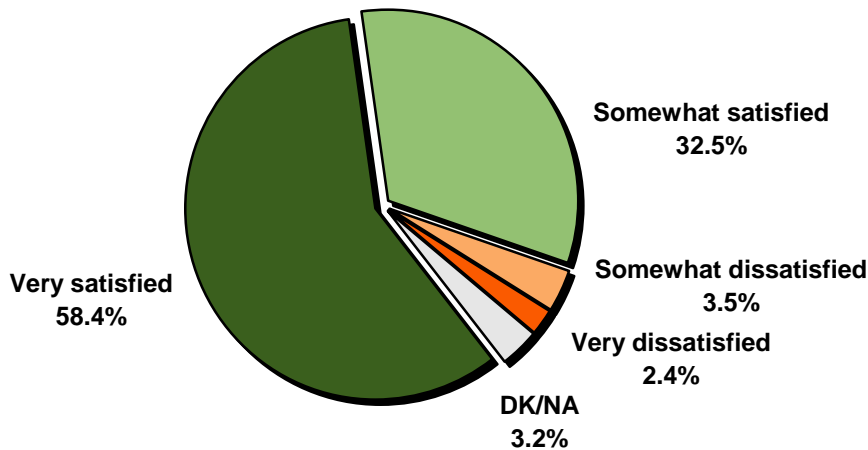
For additional detail on the research findings and a complete assessment of the survey results, please proceed to the body of the report beginning on the next page.



SATISFACTION WITH CITY SERVICES

Overwhelmingly, 91 percent of residents reported being either “Very” (58%) or “Somewhat” satisfied (33%) with the job the City of Carlsbad is doing to provide city services.

Figure 1 Satisfaction with City Services



Residents’ satisfaction with the job Carlsbad is doing to provide city services in 2008 tracked very closely with 2007 satisfaction. Although there were some small changes, none were statistically significant. In other words, any changes evidenced can be attributed to margin of error and not actual changes in residents’ satisfaction.

Table 1 Satisfaction with City Services: 2008 vs. 2007

Satisfaction with the job the City of Carlsbad is doing to provide city services	2008	2007	Difference
Base	1,000	1,001	
Very satisfied	58.4%	58.0%	0.4%
Somewhat satisfied	32.5%	33.5%	-1.0%
Total satisfied	90.9%	91.5%	-0.6%
Somewhat dissatisfied	3.5%	2.9%	0.6%
Very dissatisfied	2.4%	3.1%	-0.7%
DK/NA	3.2%	2.5%	0.7%

No statistically significant changes from 2007 for this question.

Throughout this report, analyses of resident sub-groups will be presented in text boxes. To follow is an examination of residents’ 2008 satisfaction with the job Carlsbad is doing to provide city services by the many demographic and behavioral sub-groups examined in the study.

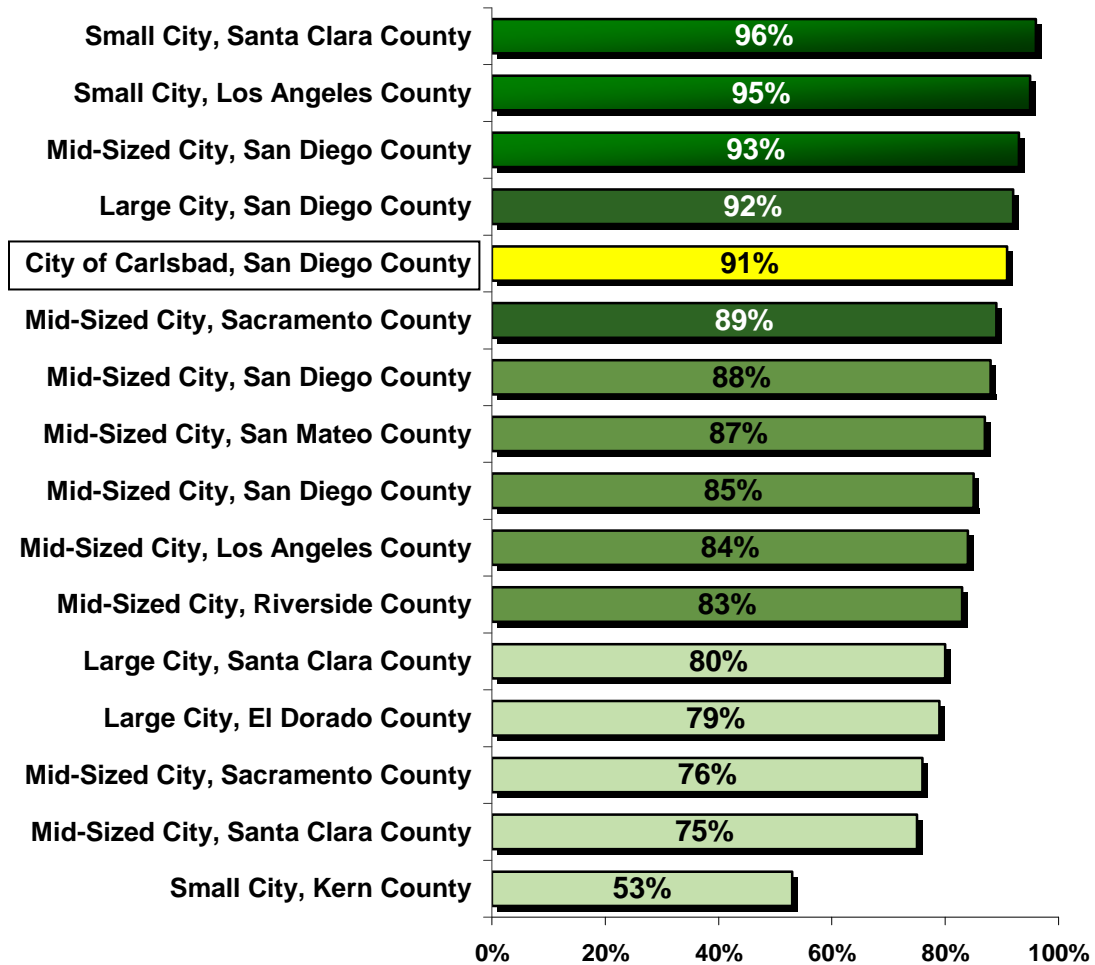
- In general, satisfied residents were more likely to rate other aspects of life in Carlsbad favorably. Satisfaction was positively correlated with: residents' views regarding quality of life; direction of the community; sense of community; confidence in city government; satisfaction with city-resident communication; and ratings for residents' experience visiting Carlsbad's Downtown Village.
- A regression analysis revealed the following as the top predictors of satisfaction with the job the City is doing to provide services:
 - Confidence in Carlsbad government to make decisions which positively affect the lives of residents;
 - Satisfaction with the job the City is doing to support the growth and establishment of employers that bring quality jobs; and
 - Residents' views on the overall quality of life in Carlsbad.
- Residents who rated the quality of life in Carlsbad favorably reported higher satisfaction than those who rated it neutrally or negatively. In particular, 97 percent of residents who rated the quality of life in the City as "Excellent" were satisfied with the job the City is doing to provide services (70% "Very satisfied").
- Residents with positive views regarding the direction of the community in Carlsbad were more likely to report satisfaction than those with negative perceptions about the direction ("Getting better" 98% satisfaction; "Staying about the same" 94%; "Getting worse" 77%).
- As residents' sense of community increased so did their reported satisfaction, with 96 percent of residents with a "High" sense of community (derived from a series of seven items) indicating satisfaction (66% "Very satisfied").
- As residents' confidence in city government to make decisions that positively affect the lives of residents increased, so did residents' reported satisfaction. Ninety-six percent of residents who reported being confident in city government reported satisfaction (67% "Very satisfied").
- Residents who were satisfied with the City's efforts to communicate with residents also reported high levels of satisfaction with city services.
- Residents who had visited the Village in the past year and rated their experience as "Excellent" or "Good" reported higher satisfaction with city services than those who reported a less positive experience.
- Residents who have lived in the City for less than 15 years reported higher satisfaction with the job the City is doing to provide services than those who have lived in the City for 15 years or more (93% vs. 87%).
- Residents who identified their ethnicity as "Other" indicated lower satisfaction than those who identified as Caucasian/ White, Hispanic or Latino(a), or Asian (74% vs. 93% satisfaction).
- No notable differences in satisfaction were found by homeownership status, zip code of residence, children in the household, age, or gender.

SATISFACTION: COMPARISON TO OTHER CITIES

In our experience, the high level of satisfaction reported by City of Carlsbad residents falls within the top ten percent among comparable resident research projects. An average score is typically considered in the low to mid-80 percent range.

Figure 2 below shows examples of the range of satisfaction scores evidenced in cities throughout California that have conducted comparable studies within the past five years.

Figure 2 Satisfaction with City Services: Comparison to Other Cities¹



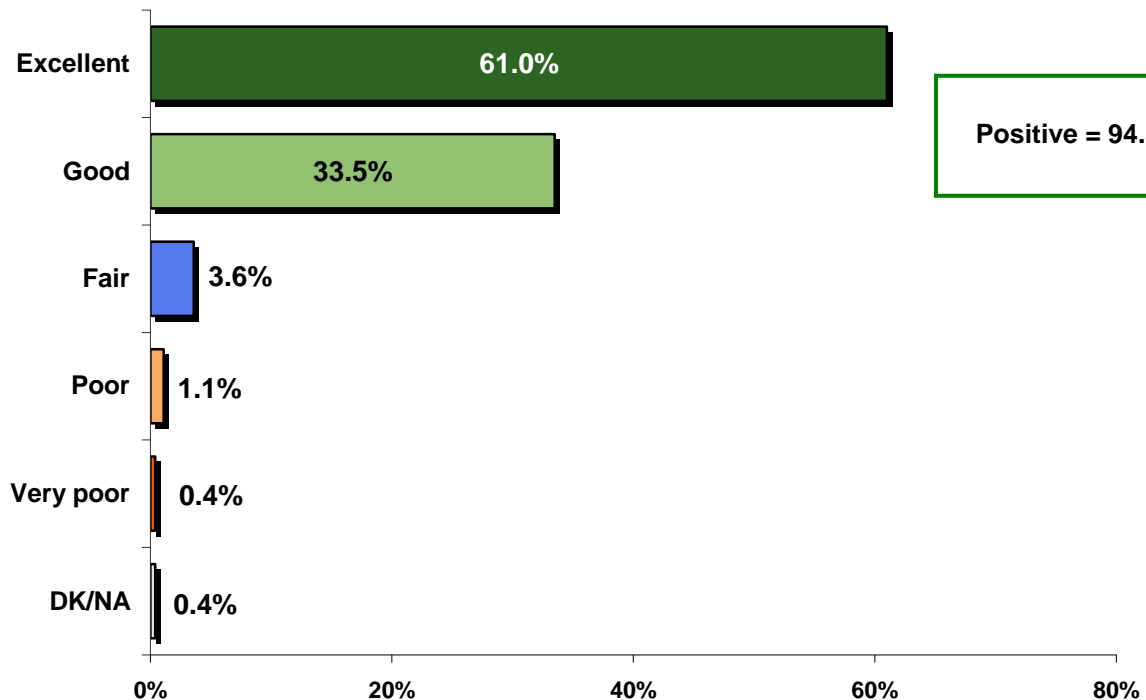
¹ Small cities were defined as those with a total population up to 50,000. Mid-sized cities were those with a population between 50,001 and 150,000. Large cities were those with a population of 150,001 or more.



QUALITY OF LIFE

When asked to rate the quality of life in Carlsbad, 61 percent of residents felt that it was “Excellent” and 34 percent rated it as “Good.” Overall, 95 percent of residents provided a positive rating for the quality of life in Carlsbad.

Figure 3 Quality of Life Rating



- Quality of life ratings were positively correlated with a number of other metrics throughout the survey, including: satisfaction with city services; satisfaction with city-resident communication; confidence in city government; perceptions regarding the direction of the community; satisfaction with special events; their experience visiting Carlsbad’s Downtown Village; and sense of community.
 - Ninety-eight percent of residents with a “High” sense of community and 94 percent of those with a “Medium” sense of community rated the quality of life in Carlsbad as “Excellent” or “Good” (compared with 87% of those with a “Low” sense of community).

Highlights from the analysis of quality of life ratings by sub-groups continued.

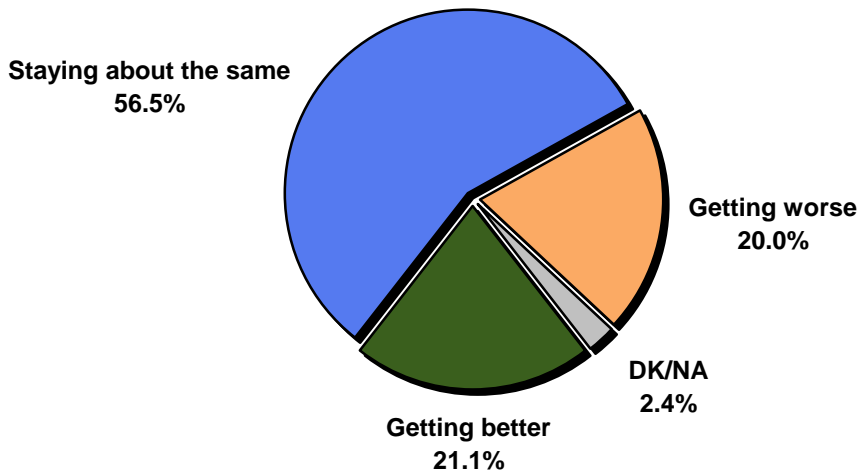
- A regression analysis revealed the following as the top predictors of residents' views on quality of life:
 - Satisfaction with the job the City is doing to provide services;
 - Confidence in Carlsbad government to make decisions which positively affect the lives of residents; and
 - Sense of community.
- Residents who visited the Village at least once a month were much more likely to rate the quality of life in the City as "Excellent" or "Good" compared with those who visited less than once a month or not at all.
 - In particular, two-thirds of the residents who visited the Village at least once a week rated the quality of life as "Excellent."
- Homeowners reported more favorable quality of life ratings than renters ("Excellent" or "Good"; Homeowners: 95%, Renters: 91%).
- More residents who have lived in the City for less than 10 years provided "Excellent" or "Good" quality of life ratings compared with those who have lived in the City for 10 years or more (97% vs. 92%).
- Residents in the 18 to 24 year age group provided the lowest "Excellent" or "Good" ratings of all the age groups (18 to 24: 89%, 25 and older; 96%) and were the most likely to rate the quality of life as "Fair."
- Residents who identified their ethnicity as Caucasian/ White, or Asian provided higher quality of life ratings than Hispanic or Latino(a) or "Other" respondents.
- No statistically significant differences in overall quality of life ratings (percentage "Excellent" or "Good") were found by zip code of residence or presence of children in the household.

PERCEIVED DIRECTION

Residents were next asked whether they thought the quality of life in the City was getting better, getting worse, or staying about the same.

Overall, nearly four times as many residents felt the quality of life in Carlsbad was getting better or staying the same (78%) as compared to getting worse (20%). In particular, 21 percent of residents felt the quality of life in Carlsbad was “Getting better,” 57 percent felt it was “Staying about the same,” and 21 percent viewed it as “Getting worse.”

Figure 4 Quality of Life Direction



Although virtually the same percentage of residents felt the quality of life in Carlsbad was “Getting better” in 2008 as compared with 2007, more residents felt that it was staying about the same (57% vs. 48%) and fewer residents felt that the quality of life in Carlsbad was “Getting worse” (20% vs. 27%).

Table 2 Quality of Life Direction: 2008 vs. 2007

Feel the quality of life in Carlsbad is getting better, getting worse, or staying about the same	2008	2007	Difference
Base	1,000	1,001	
Getting better	21.1%	21.5%	-0.4%
Staying about the same	56.5%	47.9%	8.6%
Getting worse	20.0%	26.5%	-6.5%
DK/NA	2.4%	4.0%	-1.6%

Statistically significant changes from 2007 bolded and grayed, p < .05.

Perceptions regarding the direction of the City were positively correlated with a number of variables throughout the survey.

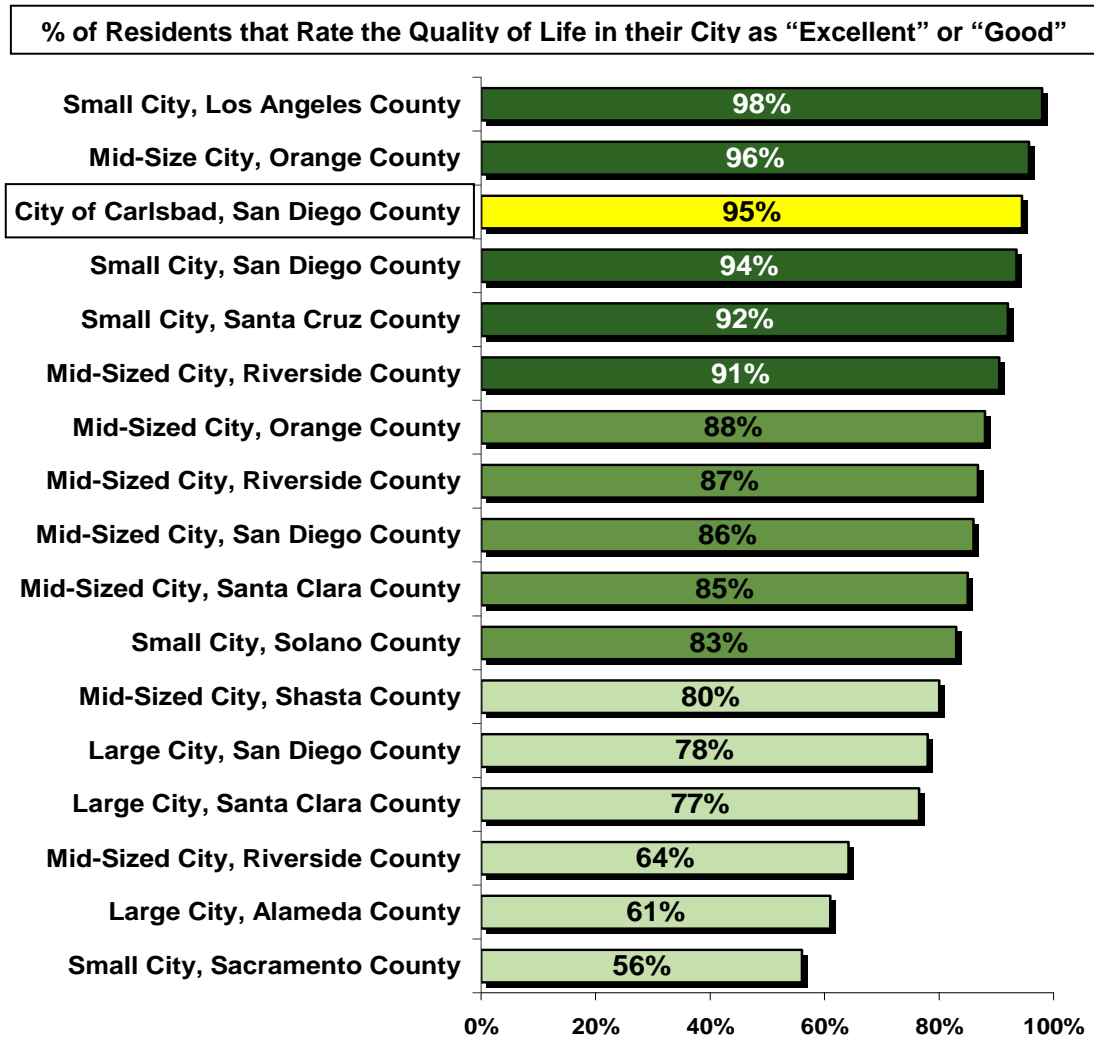
- A regression analysis revealed the following as the top predictors of residents' views on the direction of the community:
 - Satisfaction with the City's efforts to manage residential growth and development;
 - Quality of life ratings; and
 - Satisfaction with the City's efforts to provide enough undeveloped areas in the City for habitat protection.
- The majority of residents who viewed the quality of life in the City as "Fair," "Poor," or "Very poor" viewed the direction as "Getting worse," whereas the majority of residents who viewed the quality of life as "Excellent" or "Good" viewed the direction as "Staying about the same."
- As residents' sense of community increased so did their positive perceptions regarding the direction of the quality of life in Carlsbad.
- Residents who were satisfied with the job the City is doing to provide services as well as those satisfied with city-resident communication were more likely to feel that the quality of life in the City was improving.
- Respondents who indicated that they were "Very confident" in city government to make decisions that positively affect the lives of residents were the most likely to view the quality of life as "Getting better" (36%). Forty-five percent of residents who indicated a lack of confidence viewed the quality of life as "Getting worse."
- Residents who reported their experience visiting the Village as "Fair," "Poor", or "Very poor" were more likely to view the quality of life in the City as "Getting worse," whereas those who had a positive experience were more likely to view it as "Getting better."
- Negative perceptions regarding the direction of the community were correlated with length of residence, such that the percentage who felt the quality of life was "Getting worse" increased with length of residence (Less than 5 years: 6% "Getting worse"; 5 to 9 years: 19%; 10 to 14 years: 26%; 15 years or more: 29%).
- Homeowners were more likely than renters to indicate that the quality of life in Carlsbad was "Getting worse" (22% vs. 17%).
- Residents without children were more likely to view the quality as "Getting worse" than residents with children.
- Residents 18 to 24 years old were the most likely to view the quality of life as "Getting better." Residents 25 to 44 years old were the most likely to view it as "Staying about the same" and residents 45 years and older were much more likely to indicate that the quality of life was "Getting worse."
- No statistically significant differences were found by whether or not residents had visited the Carlsbad Village, zip code of residence, or gender.

QUALITY OF LIFE: COMPARISON TO OTHER CITIES

This section shows examples of resident perspectives regarding the quality of life in cities that have conducted comparable studies within the past five years.

Figure 5 below shows the percentage of residents that rate the quality of life in their City positively, as either “Excellent” or “Good.” With a 95 percent overall quality of life rating, the score given by Carlsbad residents falls within the top ten percent among comparable residents research studies.

Figure 5 Quality of Life Rating: Comparison to Other Cities²

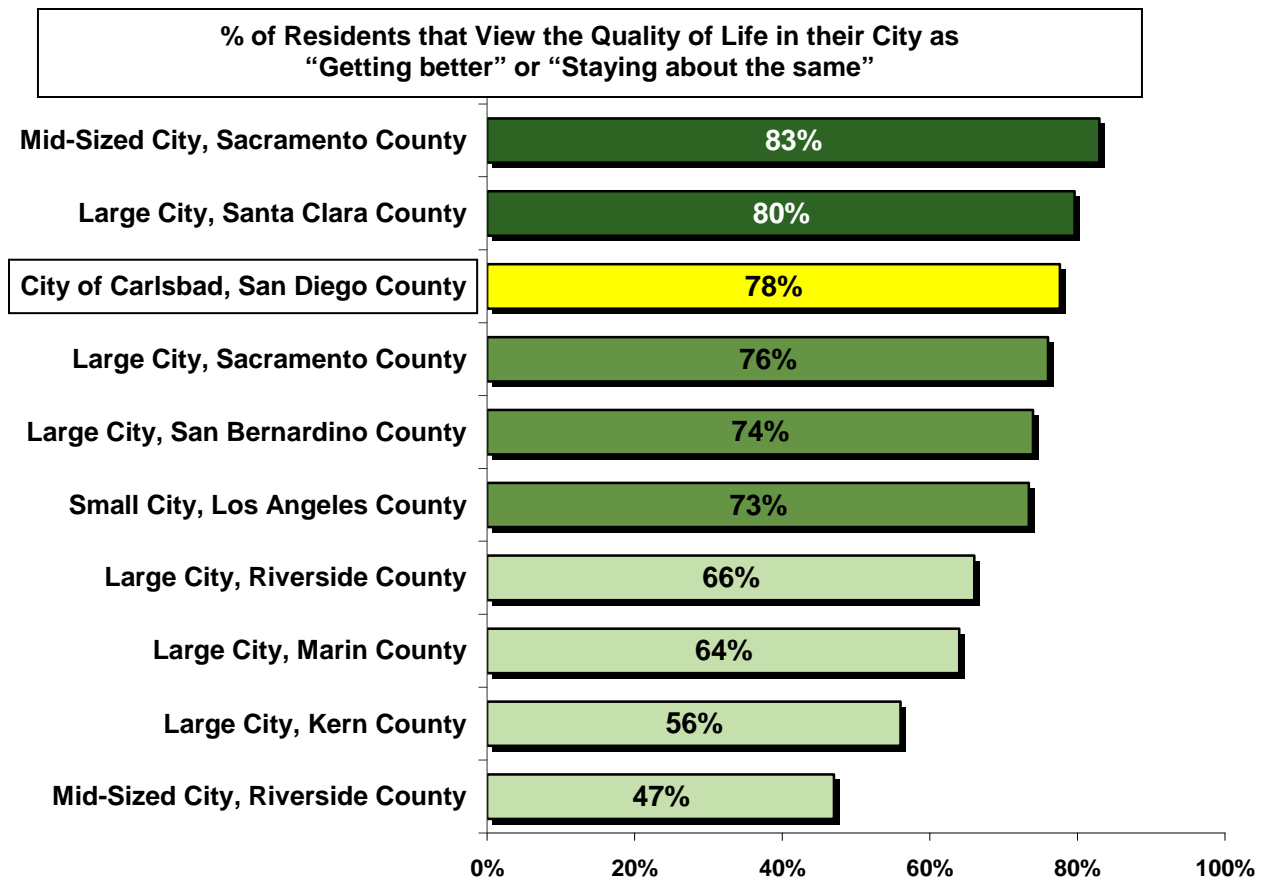


² Small cities were defined as those with a total population up to 50,000. Mid-sized cities were those with a population between 50,001 and 150,000. Large cities were those with a population of 150,001 or more.

Figure 6 below shows the percentage of residents that view the quality of life in their City as either “Getting better” or “Staying about the same” from comparable research studies conducted within the past five years throughout California.

Carlsbad residents noted marked improvement in this metric from 2007 to 2008 (69% to 78%), with Carlsbad on the verge of moving into the top tier.

Figure 6 Quality of Life Direction: Comparison to Other Cities³



³ Small cities were defined as those with a total population up to 50,000. Mid-sized cities were those with a population between 50,001 and 150,000. Large cities were those with a population of 150,001 or more.

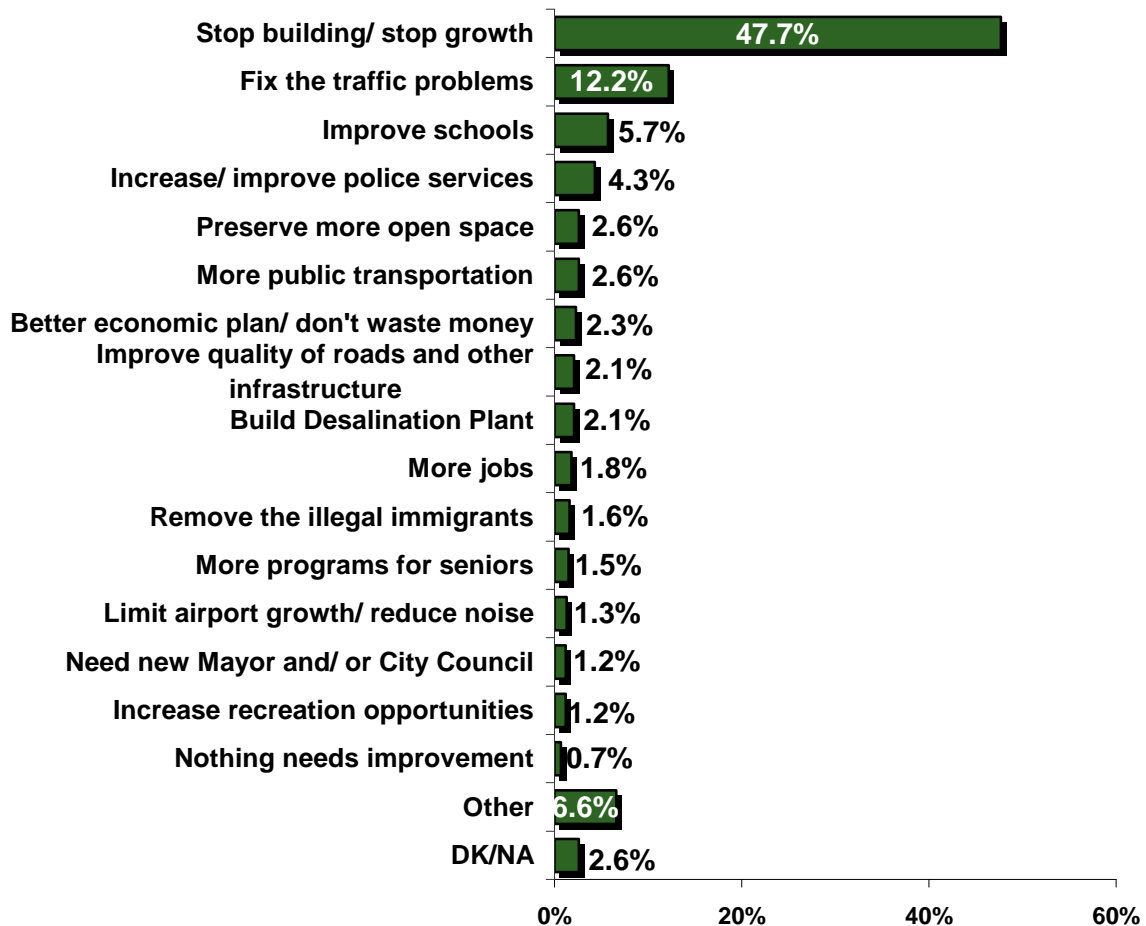


NUMBER ONE WAY TO INCREASE QUALITY OF LIFE

As a follow-up question, the 20 percent of residents (202 respondents) who *either* felt that the quality of life in the City was getting worse *or* who were dissatisfied with the job the City is doing to provide services were asked to report the number one thing that the City could do to improve the quality of life within the community.

Overwhelmingly, the plurality (48%) of the 202 respondents felt that the quality of life in Carlsbad would be improved if the City stopped building and halted growth. The next closest response was also growth-related, with 12 percent indicating the City should “Fix the traffic problems” to improve the quality of life in the community.

Figure 7 Number One Way to Increase Quality of Life



There were no statistically significant changes in perceptions about the number one way to increase the quality of life among those who were dissatisfied or felt the quality of life was getting worse from 2007 to 2008. In other words, any changes evidenced can be attributed to margin of error and not actual changes in residents' perceptions.

Table 3 Number One Way to Increase Quality of Life: 2008 vs. 2007⁴

Number one thing that Carlsbad could do to improve quality of life	2008	2007	Difference
Base	202	290	
Stop building/ stop growth	47.7%	51.7%	-4.0%
Fix the traffic problems	12.2%	11.3%	0.9%
Improve schools	5.7%	2.6%	3.1%
Increase/ improve police services	4.3%	4.4%	-0.1%
Preserve more open space	2.6%	3.5%	-0.9%
More public transportation	2.6%	1.8%	0.8%
Improve the quality of the roads and other infrastructure	2.1%	5.7%	-3.6%
Build Desalination Plant	2.1%	1.1%	1.0%
Remove the illegal immigrants	1.6%	2.8%	-1.2%
Increase recreation opportunities	1.2%	2.2%	-1.0%
Need new Mayor and/ or City Council	1.2%	1.7%	-0.5%
Nothing needs improvement	0.7%	0.6%	0.1%
Other	6.6%	9.0%	-2.4%
DK/NA	2.6%	1.6%	1.0%

No statistically significant changes from 2007 for this question.

- Owners (who were either dissatisfied or felt the quality of life was getting worse) were much more likely than renters to feel that the City should stop building and growth (52% vs. 24%). Comparatively, renters were much more likely than owners to reveal that the City should improve schools (26% vs. 3%).
- Residents who felt that the City should become greener (and who were either dissatisfied or felt the quality of life was getting worse) were much more likely than those who did not feel it was the City's responsibility to become greener to indicate that that the City should stop building and growth (55% vs. 37%).

⁴ Only categories cited in both 2008 and 2007 are shown in Table 3.



SENSE OF COMMUNITY

To assess sense of community among residents, a seven-question series known as the “Brief Sense of Community Index⁵” was utilized. The series assesses the three underlying dimensions of sense of community: “Social connections,” “Mutual concerns,” and “Community values.” The questions used to measure sense of community among Carlsbad residents are displayed in Table 4, with the total level of agreement with each statement shown in the last column on the right (disagreement for reverse-coded items).

Carlsbad residents reported the highest level of agreement with items relating to “Community values” (76% average across items) although they also believed it was important to have strong “Mutual concerns” (69% average) and “Social connections” (64% average) in their community.

Table 4 Sense of Community Index⁶

	Strongly agree	Agree	Neither	Dis-agree	Strongly disagree	DK	Total Agree
<u>Social Connections</u>							
I can recognize most of the people who live in my neighborhood	34.3%	40.3%	3.6%	15.6%	5.0%	1.2%	74.6%
Very few of my neighbors know me	10.0%	22.7%	3.1%	40.1%	23.1%	1.0%	63.2%*
I have almost no influence over what my neighborhood is like	12.6%	24.9%	6.7%	35.3%	18.0%	2.6%	53.3%*
<u>Mutual Concerns</u>							
My neighbors and I want the same things from this community	19.8%	47.5%	9.4%	9.8%	3.2%	10.4%	67.3%
If there is a problem in my neighborhood, people who live here can get it solved	22.9%	47.3%	9.4%	12.5%	4.2%	3.7%	70.2%
<u>Community Values</u>							
It is very important for me to feel a sense of community with other residents	33.7%	47.7%	7.3%	10.0%	1.0%	0.4%	81.4%
	Very strong	Some-what strong	Some-what weak	Very weak	None at all	DK	Total Strong
How strongly feel sense of community	27.4%	43.3%	18.0%	4.1%	5.5%	1.6%	70.7%

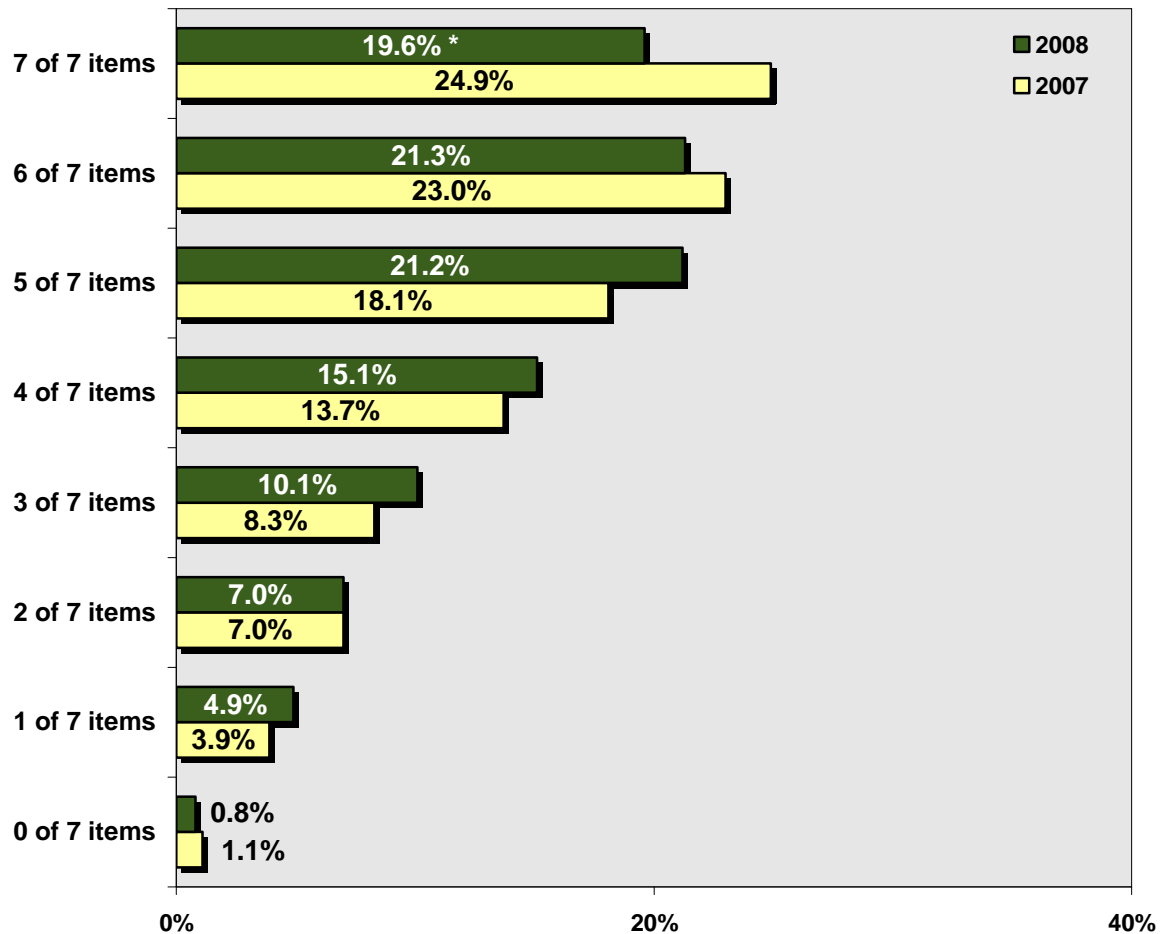
* Items reverse coded. Percentage shown is total disagreement. *Disagreeing* with these statements indicates a higher sense of community.

⁵ Long, D.A. and Perkins, D.D (2003), “Confirmatory Factor Analysis of the Sense of Community Index and Development of a Brief SCI.” *Journal of Community Psychology* 33(3): Pages 279 - 296.

⁶ A factor analysis was performed to confirm that the items were measuring one underlying dimension.

Figure 8 below shows residents' level of agreement across the seven-question series in 2008 and 2007 (after adjusting for reverse-coded items). A statistically smaller percentage of residents agreed with all seven items in 2008 as compared with 2007 (20% vs. 25%).

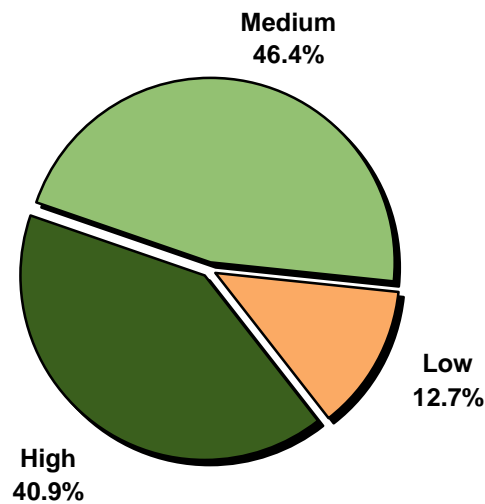
Figure 8 Level of Agreement with Items



* Statistically significant change from 2007, $p < .05$.

In 2008, 41 percent of residents agreed with at least six of the seven items and were classified as having a “High” sense of community. Forty-six percent of residents agreed with between three and five items and were labeled in the “Medium” category. Conversely, 13 percent of respondents agreed with zero, one, or two of the questions and were classified as having a “Low” sense of community.

Figure 9 Sense of Community Index Levels



Compared with 2007, more residents in 2008 were classified as having a “Medium” sense of community (46% vs. 40%) and less as having a “High” sense of community (41% vs. 48%). These differences were driven by statistically significant changes in two of the individual items in the “Brief Sense of Community Index.”

In 2008, fewer residents disagreed with the item “I have almost no influence over what my neighborhood is like” (2008: 53% vs. 2007: 58%) and less agreed with the statement “My neighbors and I want the same things from this community” (2008: 67% vs. 2007: 77%). Both of these changes indicate a lower sense of community (after adjusting for reverse coding of the first item) and explain the shift from an overall “High” (agreement with 6 or 7 items) to “Medium” (agreement with 3 to 5 items) sense of community.

Table 5 Sense of Community Index Levels: 2008 vs. 2007

Sense of Community Index	2008	2007	Difference
Base	1,000	1,001	
High	40.9%	47.9%	-7.0%
Medium	46.4%	40.0%	6.4%
Low	12.7%	12.0%	0.7%

Statistically significant changes from 2007 bolded and grayed, $p < .05$.

Below is an analysis of sense of community levels by resident sub-groups.

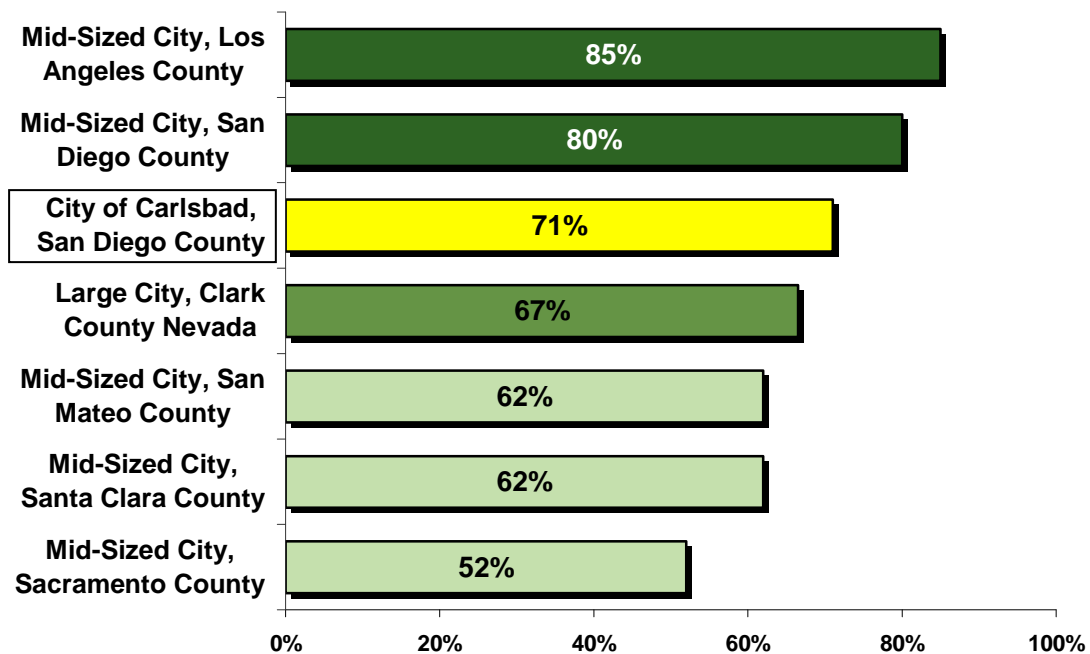
- Sense of community was positively correlated with a number of factors throughout the survey, including satisfaction with the job the City is doing to provide services; satisfaction with city-resident communication; confidence in city government; experience visiting the Village; satisfaction with special events; quality of life ratings; and perceptions regarding the direction of the community.
- A regression analysis revealed the following as the top predictors of residents' sense of community:
 - Confidence in Carlsbad government to make decisions which positively affect the lives of residents;
 - Satisfaction with the City's efforts to provide affordable housing for working families;
 - Quality of life ratings; and
 - Satisfaction with concerts in the park.
- Residents who had visited the City's website in the past year had a higher sense of community than those who had not visited the site.
- Residents who have lived in the City for five years or more had a higher sense of community than those who have lived in Carlsbad less than five years.
- Homeowners had a higher sense of community than renters.
- Residents with children in their home had a higher sense of community than those without children.
- Residents 45 to 54 years of age were the most likely to be in the high sense of community group.
- Residents who typically visited the Village once a week had a higher sense of community than those who visited less than once a month or not at all.
- Caucasian/ White and Asian respondents had a higher sense of community than residents in other ethnic groups.
- There were no statistically significant differences in sense of community by gender or zip code of residence.

SENSE OF COMMUNITY: COMPARISON TO OTHER CITIES

Residents feel a strong sense of community living in Carlsbad. Figure 10 below shows the percentage of residents in comparable research projects that reported feeling a “Strong” sense of community⁷ living in their City.

Although this question is not asked in as many studies as many of the other questions in this report, the results still show that Carlsbad residents are close to the top tier with regard to sense of community relative to cities that have conducted comparable studies within the past five years.

Figure 10 Sense of Community: Comparison to Other Cities⁸



⁷ Question 8 of the survey: “Would you say that you feel a strong sense of community, a weak sense of community, or no sense of community at all?”

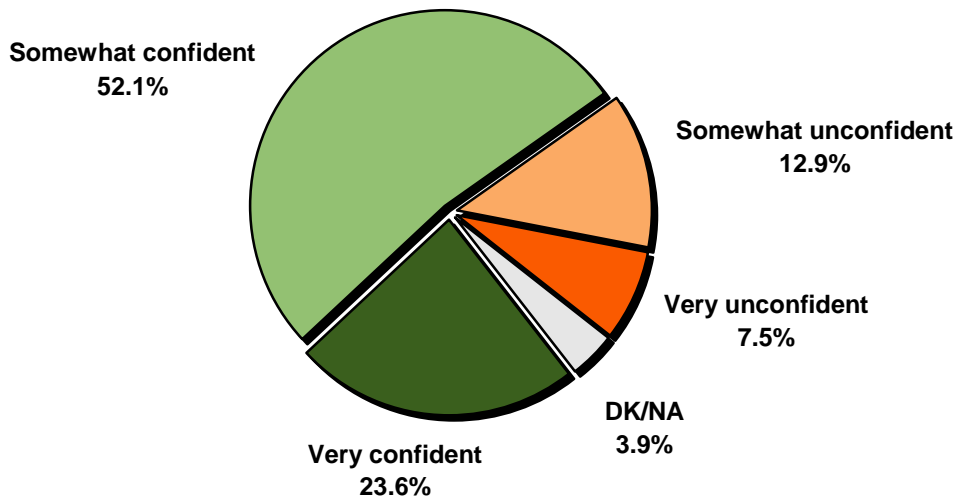
⁸ Small cities were defined as those with a total population up to 50,000. Mid-sized cities were those with a population between 50,001 and 150,000. Large cities were those with a population of 150,001 or more.



CONFIDENCE IN CITY GOVERNMENT

Approximately three out of four residents (76%) have confidence in Carlsbad city government to make decisions which positively affect the lives of its community members. Of those, 24 percent indicated they were “Very confident” and 52 percent were “Somewhat confident.” Twenty percent indicated that they were unconfident (“Very unconfident”: 8%, “Somewhat unconfident”: 13%) and four percent did not know or declined to state.

Figure 11 Confidence in City Government to Make Decisions



There were no statistically significant changes in residents’ confidence in Carlsbad government to make decisions that positively affect the lives of resident from 2007 to 2008. In other words, any changes evidenced can be attributed to margin of error and not actual changes in residents’ perceptions.

Table 6 Confidence in City Government to Make Decisions: 2008 vs. 2007

Confidence in Carlsbad government to make decisions which positively affect the lives of residents	2008	2007	Difference
Base	1,000	1,001	
Very confident	23.6%	23.1%	0.5%
Somewhat confident	52.1%	55.4%	-3.3%
Total confident	75.7%	78.5%	-2.8%
Somewhat unconfident	12.9%	12.7%	0.2%
Very unconfident	7.5%	5.4%	2.1%
DK/NA	3.9%	3.4%	0.5%

No statistically significant changes from 2007 for this question.

To follow is an analysis of residents' confidence in Carlsbad government by sub-groups.

- In general, residents who were confident in Carlsbad City government were more likely to rate other aspects of life in Carlsbad favorably. Confidence was positively correlated with: residents' views regarding quality of life; direction of the community; sense of community; satisfaction with city services; satisfaction with special events, satisfaction with city-resident communication; and ratings for residents' experience visiting Carlsbad's Downtown Village.
- A regression analysis revealed the following as the top predictors of residents' confidence in Carlsbad government:
 - Satisfaction with the City's efforts to manage residential growth and development;
 - Satisfaction with the job the City of Carlsbad is doing to provide city services; and
 - Satisfaction with the City's efforts to support the economic environment for new small businesses in the City.
- Confidence in city government was highest among residents who have lived in the City less than 15 years (Less than 15 years: 80%, More than 15 years: 71%).
- Confidence was highest among residents in the 18 to 34 and 65 year and older age groups and comparatively lower among residents 35 to 64 years of age.
- Residents with a "High" sense of community (85%) were more likely than those with a "Medium" (73%) or "Low" (56%) sense of community to indicate confidence in city government.
- Confidence was higher among residents in zip code 92010 compared to the other three zip codes.
- The percentage of residents who did not know whether or not they were confident in Carlsbad government was highest within the following sub-groups:
 - Newer residents (less than 5 years);
 - Residents with a "Low" sense of community;
 - Those who have not visited the City's website in the past year;
 - Residents who have never visited the Carlsbad Village.
- There were no statistically significant differences in confidence in City government by homeownership status, gender, or presence of children in the household.



SATISFACTION WITH SPECIFIC CITY SERVICES

After assessing residents' overall satisfaction with the job the City is doing to provide services as well as gathering their perspectives on a number of other big picture items, residents were asked to indicate their satisfaction with 20 specific city services.

As shown in the figure on the following page and similar to the 2007 results, over 90 percent of residents who provided an opinion⁹ were satisfied with the City's efforts to:

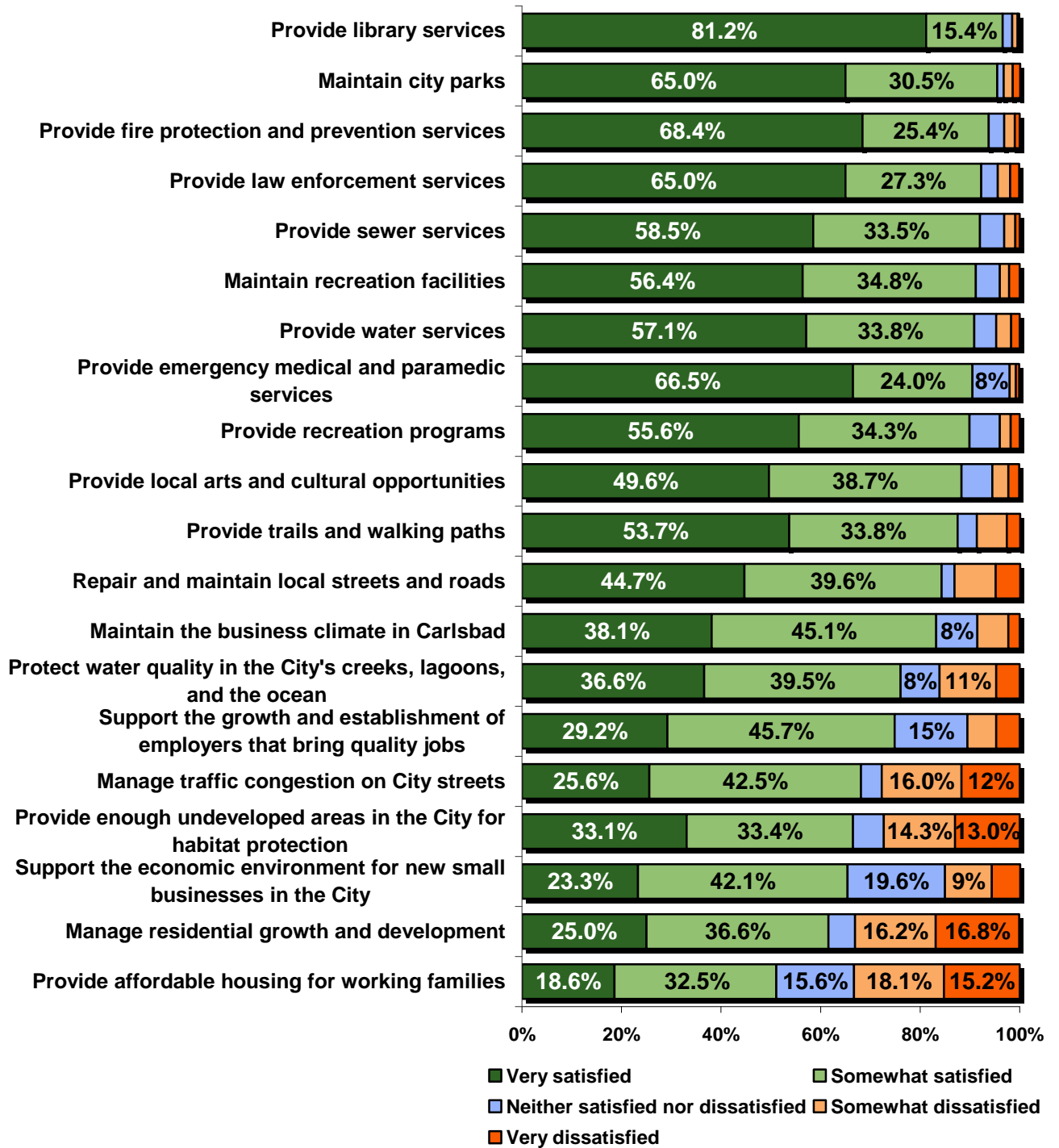
- Provide library services (97% satisfaction);
- Maintain city parks (96% satisfaction);
- Provide fire protection and prevention services (94% satisfaction);
- Provide law enforcement services (92% satisfaction);
- Provide sewer services (92% satisfaction);
- Maintain recreation facilities (91% satisfaction)
- Provide water services (91% satisfaction); and
- Provide emergency medical and paramedic services (91% satisfaction).

Across the 20 issues, the average satisfaction score was 82 percent. The following items were rated below average in satisfaction by residents:

- Provide affordable housing for working families (51% satisfaction);
- Manage residential growth and development (62% satisfaction);
- Support the economic environment for new small businesses in the City (65% satisfaction);
- Provide enough undeveloped areas in the City for habitat protection (67% satisfaction);
- Manage traffic congestion on City streets (68% satisfaction);
- Support the growth and establishment of employers that bring quality jobs (75% satisfaction); and
- Protect water quality in the City's creeks, lagoons, and the ocean (76% satisfaction).

⁹ Due to the higher than average percentage of "Don't know/ No answer" responses to many items, those responses have been filtered out of the analysis for this series. The high percentage of "Don't know/ No answer" is likely due to residents' lack of direct experience with those specific services.

Figure 12 Satisfaction with Local Issues and Services¹⁰



¹⁰ Due to space constraints, the labels for categories with less than eight percent are not shown. Due to the higher than average percentage of "Don't know/ No answer" responses for many items, those responses have been filtered out of the analysis for this series. The high percentage of "Don't know/ No answer" is likely due to residents' lack of direct experience with those specific services.

The table below shows the overall percentage of residents that were satisfied, neither satisfied nor dissatisfied, or dissatisfied with the City’s efforts in each area.

Table 7 Satisfaction with Local Issues and Services

Satisfaction with the City’s efforts to...	Satisfaction	Neither	Dissatisfaction	Satisfaction Rank
Provide library services	96.6%	1.9%	1.4%	1
Maintain city parks	95.5%	1.3%	3.3%	2
Provide fire protection and prevention services	93.8%	3.1%	3.1%	3
Provide law enforcement services	92.3%	3.3%	4.3%	4
Provide sewer services	92.0%	4.9%	3.1%	5
Maintain recreation facilities	91.2%	4.8%	4.0%	6
Provide water services	90.9%	4.4%	4.7%	7
Provide emergency medical and paramedic services	90.5%	7.5%	1.9%	8
Provide recreation programs	89.9%	6.1%	4.0%	9
Provide local arts and cultural opportunities	88.3%	6.2%	5.4%	10
Provide trails and walking paths	87.5%	3.9%	8.7%	11
Repair and maintain local streets and roads	84.3%	2.6%	13.2%	12
Maintain the business climate in Carlsbad	83.2%	8.3%	8.5%	13
Protect water quality in the City’s creeks, lagoons, and the ocean	76.1%	7.8%	16.1%	14
Support the growth and establishment of employers that bring quality jobs	74.9%	14.6%	10.5%	15
Manage traffic congestion on City streets	68.1%	4.2%	27.7%	16
Provide enough undeveloped areas in the City for habitat protection	66.5%	6.2%	27.3%	17
Support the economic environment for new small businesses in the City	65.4%	19.6%	15.1%	18
Manage residential growth and development	61.6%	5.3%	33.0%	19
Provide affordable housing for working families	51.1%	15.6%	33.3%	20
Average Across All 20 Items	82.3%	6.4%	11.3%	

Although there were a few shifts in the intensity of satisfaction from 2007 to 2008 (i.e., percentage “Very” or “Somewhat” satisfied), only one item showed a statistically significant change in overall satisfaction.

A statistically higher percentage of residents were satisfied with the City’s efforts to “Manage residential growth and development” in 2008 compared with 2007 (62% vs. 57%).



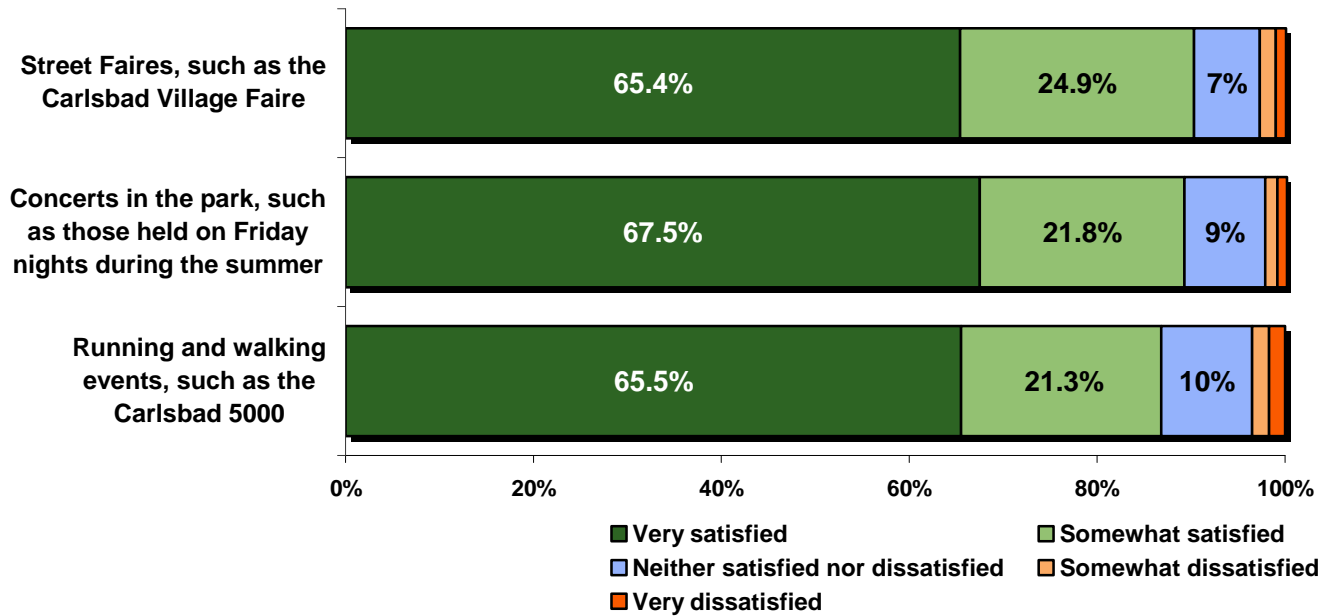
SATISFACTION WITH SPECIAL EVENTS

New to the 2008 survey, residents were asked to reveal their satisfaction with three special events hosted by the City each year. Among those who provided an opinion, close to two out of three residents were “Very satisfied” with each of the City’s special events.

Overall satisfaction was 90 percent for the semi-annual Street Faires, 89 percent for concerts in the park, and 86 percent for running and walking events.

Less than four percent of residents reported dissatisfaction for each of the events. Among the few that were dissatisfied (between 21 and 33 residents, depending on the item), the top reasons for their dissatisfaction were traffic and parking concerns and too many people (congestion issues not related to cars).

Figure 13 Satisfaction with Special Events¹¹



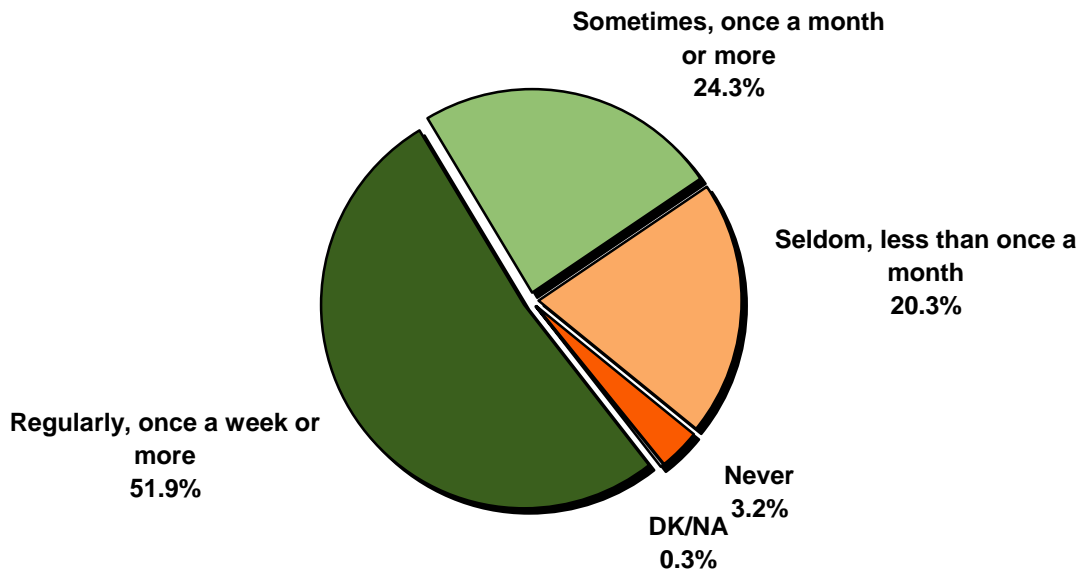
¹¹ The four to six percent of residents who declined to provide an opinion have been filtered out of the analysis for this series. The high percentage of “Don’t know/ No answer” is likely due to residents’ lack of direct experience with the special events.



EXPERIENCE VISITING THE CARLSBAD VILLAGE

Overall, 97 percent of Carlsbad residents have visited Carlsbad’s Downtown Village. The majority of residents regularly visited (52%), 24 percent sometimes visited (once a month or more), and 20 percent seldom visited (once a month or more), and 20 percent seldom visited the Village.

Figure 14 Frequency Visiting Carlsbad’s Downtown Village



Although the overall percentage of residents who have visited the Village remained consistent (2008: 97%; 2007: 96%), residents reported visiting the Village less frequently in 2008 than 2007, with the percentage who visited less than once a month increasing in 2008.

Table 8: Frequency Visiting Carlsbad’s Downtown Village: 2008 vs. 2007

Frequency visiting Carlsbad's downtown village	2008	2007	Difference
Base	1,000	1,001	
Regularly, once a week or more	51.9%	55.5%	-3.6%
Sometimes, once a month or more	24.3%	24.1%	0.2%
Seldom, less than once a month	20.3%	16.5%	3.8%
Total percent who have visited	96.5%	96.1%	0.4%
Never	3.2%	3.5%	-0.3%
DK/NA	0.3%	0.4%	-0.1%

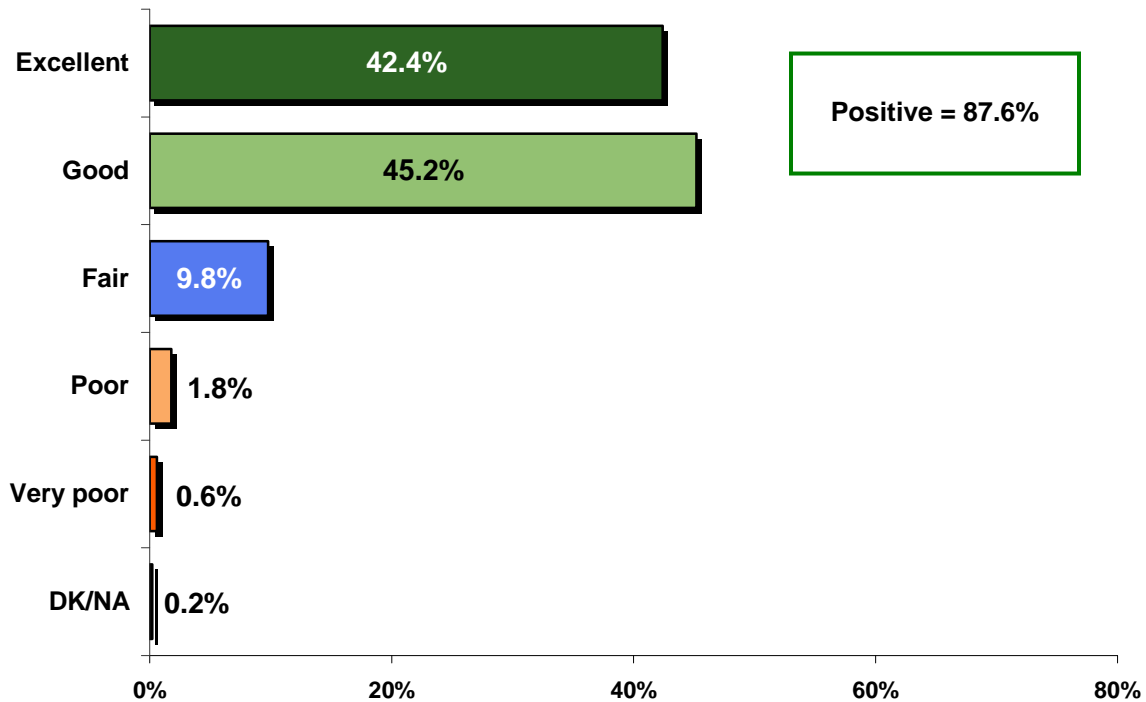
Statistically significant changes from 2007 bolded and grayed, $p < .05$.

Below is a sub-group analysis of residents who regularly visited the Carlsbad Village (at least once a week).

- Residents who have lived in the City for less than one year or 15 years or more were more likely to regularly visit the Village as compared to those who have lived in the City between one and 14 years.
- Residents who referred to the North County Times, Carlsbad Magazine, or word of mouth for local news and information were more likely to regularly visit the Village than those who utilized other information sources.
- Residents without children were more likely than those with children to regularly visit the Village.
- A higher percentage of renters reported regularly visiting the Village as compared with homeowners (61% vs. 50%).
- Compared with residents from other ethnic backgrounds, Asian respondents were the least likely to report regularly visiting the Village.
- A higher proportion of residents in the 24 to 35 year age group reported regularly visiting the Village as compared to residents in other age groups.
- Residents living in zip codes 92008 or 92010 were more likely than those in 92009 or 92011 to regularly visit. In addition, residents living in 92009 were the most likely to report having never been to the Village.

Among residents who have visited Carlsbad’s Downtown Village, 88 percent rated their experience positively, with 42 percent rating it as “Excellent” and 45 percent rating it as “Good.” Among the 23 respondents who reported a “Poor” or “Very poor” experience, the top reasons for their negative experience involved the area not being sophisticated enough, the need for it to be updated, and their desire for more unique businesses and better restaurants.

Figure 15 Experience Visiting Carlsbad Village



Aside from more residents providing a response in 2008, there were no statistically significant differences in residents’ experience visiting the Village from 2007.

Table 9 Experience Visiting Carlsbad Village: 2008 vs. 2007

Experience visiting Carlsbad's downtown village	2008	2007	Difference
Base	968	966	
Excellent	42.4%	43.4%	-1.0%
Good	45.2%	43.6%	1.6%
Total positive experience	87.6%	87.0%	0.6%
Fair	9.8%	10.2%	-0.4%
Poor	1.8%	1.1%	0.7%
Very poor	0.6%	0.5%	0.1%
DK/NA	0.2%	1.1%	-0.9%

Statistically significant changes from 2007 bolded and grayed, p < .05.

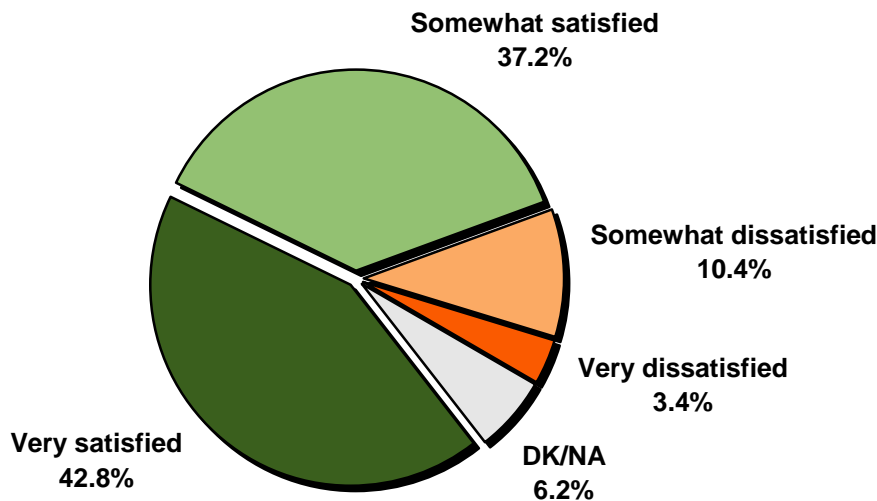
Below is an analysis of residents' experience visiting the Village by resident sub-groups (among those who have visited).

- In general, residents who had a positive experience visiting Carlsbad's Downtown Village were more likely to rate other aspects of life in Carlsbad favorably. Confidence was positively correlated with: residents' views regarding quality of life; direction of the community; confidence in city government; sense of community; satisfaction with city services; satisfaction with special events, and satisfaction with city-resident communication.
- A regression analysis revealed the following as the top predictors of residents' experience visiting the Village:
 - Confidence in Carlsbad government to make decisions which positively affect the lives of residents;
 - Satisfaction with street faires, such as the Carlsbad Village Faire; and
 - Satisfaction with the City's efforts to provide water services.
- Residents with a "High" or "Medium" sense of community were much more likely to report a positive experience than those with a "Low" sense of community.
- As one might expect, residents who visited the Village at least once a month were much more likely to report a positive experience than those who visited less than once a month.
 - In addition, the majority of residents who visited once a week or more rated their experience as "Excellent."
- Residents who have lived in Carlsbad for less than one year or 10 years or more reported a more positive experience than those who have lived in the City between one and nine years.
 - Residents who have lived in the City 15 years or more were the most likely to rate their experience as "Excellent" (50%).
- Female residents were more likely to rate their experience as "Excellent," whereas male residents were more likely to rate it as "Good."
- When compared with other age groups, residents in the 18 to 24 year group provided lower overall positive ratings and were more likely to rate their experience as "Fair."
- Compared to other ethnic groups, Caucasian/ White and Hispanic or Latino(a) were the most likely to rate their experience as "Excellent."
- Residents in zip codes 92008 and 92010 were the most likely to rate their experience as "Excellent."
- There were no notable differences in residents' experience visiting the Village by homeownership status or children in the household.

SATISFACTION WITH CITY-RESIDENT COMMUNICATION

Overall, 80 percent of residents were either “Very” (43%) or “Somewhat” satisfied (37%) with the City’s efforts to communicate with residents through publications, public notices, its website, and other means. Fourteen percent of residents reported dissatisfaction and six percent did not know or declined to state an opinion. Factoring out those who declined to provide an opinion brings overall satisfaction to 85 percent.

Figure 16 Satisfaction with City-Resident Communication



Residents’ overall satisfaction with the job the City is doing to communicate with residents did not show a statistical change from 2007 to 2008 (2007: 82%; 2008: 80%). However, there was a statistically significant increase in the percentage of residents who did not know or declined to state their opinion in 2008 (2008: 6%; 2007: 3%) and a decline in the percentage who were “Somewhat satisfied” (2008: 37%; 2007: 42%), but the changes did not result in an overall change in satisfaction (statistically speaking).

Table 10 Satisfaction with City-Resident Communication: 2008 vs. 2007

Satisfaction with city-resident communication	2008	2007	Difference
Base	1,000	1,001	
Very satisfied	42.8%	40.2%	2.6%
Somewhat satisfied	37.2%	42.2%	-5.0%
Total satisfied	80.0%	82.4%	-2.4%
Somewhat dissatisfied	10.4%	11.0%	-0.6%
Very dissatisfied	3.4%	3.6%	-0.2%
DK/NA	6.2%	3.0%	3.2%

Statistically significant changes from 2007 bolded and grayed, $p < .05$.

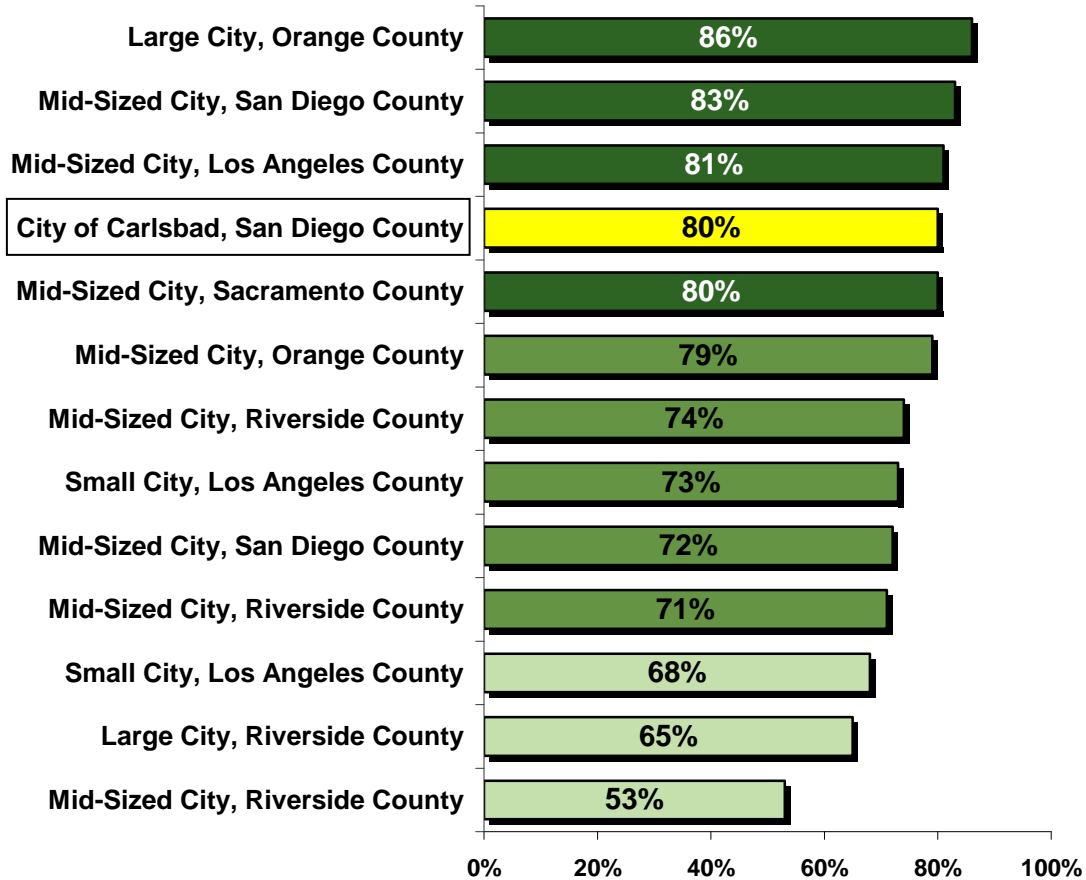
To follow is an analysis of satisfaction with city-resident communication by resident sub-groups.

- Satisfaction with city-resident communication was positively correlated with a number of other variables throughout the survey including: residents' views on quality of life; perceptions regarding the direction of the community; sense of community; satisfaction with city services; confidence in city government; satisfaction with special events; and their experience visiting the Village.
- A regression analysis revealed the following as the top predictors of residents' satisfaction with city-resident communication:
 - Satisfaction with the City's efforts to repair and maintain local streets and roads;
 - Satisfaction with the City's efforts to maintain recreation facilities; and
 - Satisfaction with the City's efforts to provide enough undeveloped areas in the City for habitat protection.
- Residents who referred to the "Community Services and Recreation Guide," flyers in City billing statements, the City's website, the City's desktop calendar, Carlsbad Magazine, local newspapers, or word of mouth reported higher satisfaction than residents who referred to other sources for their information.
- Residents who recalled being exposed to information regarding ways to prevent the pollution of local creeks, lagoons, and the ocean as well as information on water conservation reported higher satisfaction than those that did not recall hearing or seeing anything about pollution prevention or water conservation.
- Residents who had visited the Village reported higher satisfaction with city-resident communication than those who had never visited.
- Residents 65 years and older reported the most satisfaction with city-resident communication, whereas residents in the 18 to 24 year group reported the lowest.
- Residents without children reported higher satisfaction than those with children.
- Men were more dissatisfied with city-resident communication than women.
- The percentage of residents who did not know or declined to state their level of satisfaction with city-resident communication was highest within the following sub-groups:
 - Residents with a "Low" sense of community;
 - Those who had not visited the City's website in the past year.
- No statistically significant differences in satisfaction with city-resident communication were found by length of residence, homeownership status, ethnicity, or zip code of residence.

CITY-RESIDENT COMMUNICATION: COMPARISON TO OTHER CITIES

Despite six percent of residents declining to provide an opinion, the percentage of residents satisfied with the City’s efforts to communicate with them still places Carlsbad within the top tier among comparable resident research projects.

Figure 17 Satisfaction with City-Resident Communication: Comparison to Other Cities¹²



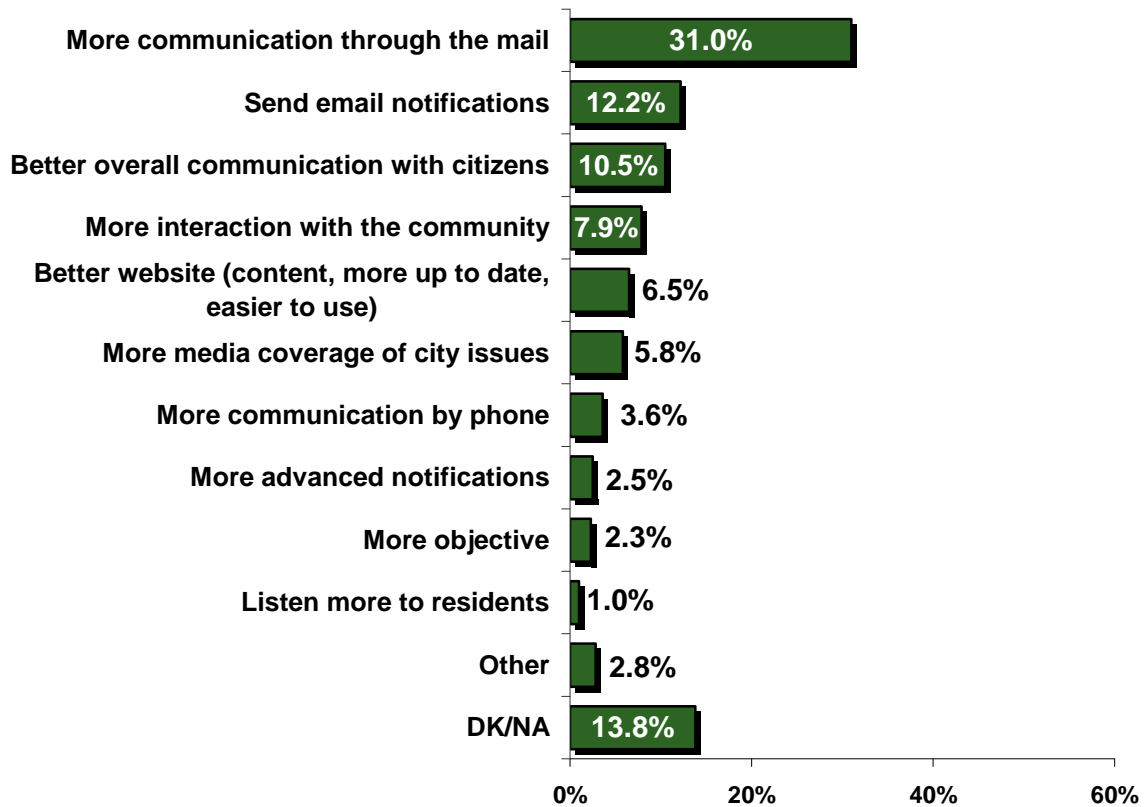
¹² Small cities were defined as those with a total population up to 50,000. Mid-sized cities were those with a population between 50,001 and 150,000. Large cities were those with a population of 150,001 or more.

DISSATISFIED: WAYS TO IMPROVE COMMUNICATION

The 13.8 percent of residents (138 respondents) who were dissatisfied with the City's efforts to communicate with them were next if there was something specific that the City could do to improve communications.

Thirty-one percent of those dissatisfied with city-resident communication wanted the City to increase communication through the mail, 12 percent requested email notifications, and 11 percent indicated that better overall communication with citizens would make them more satisfied.

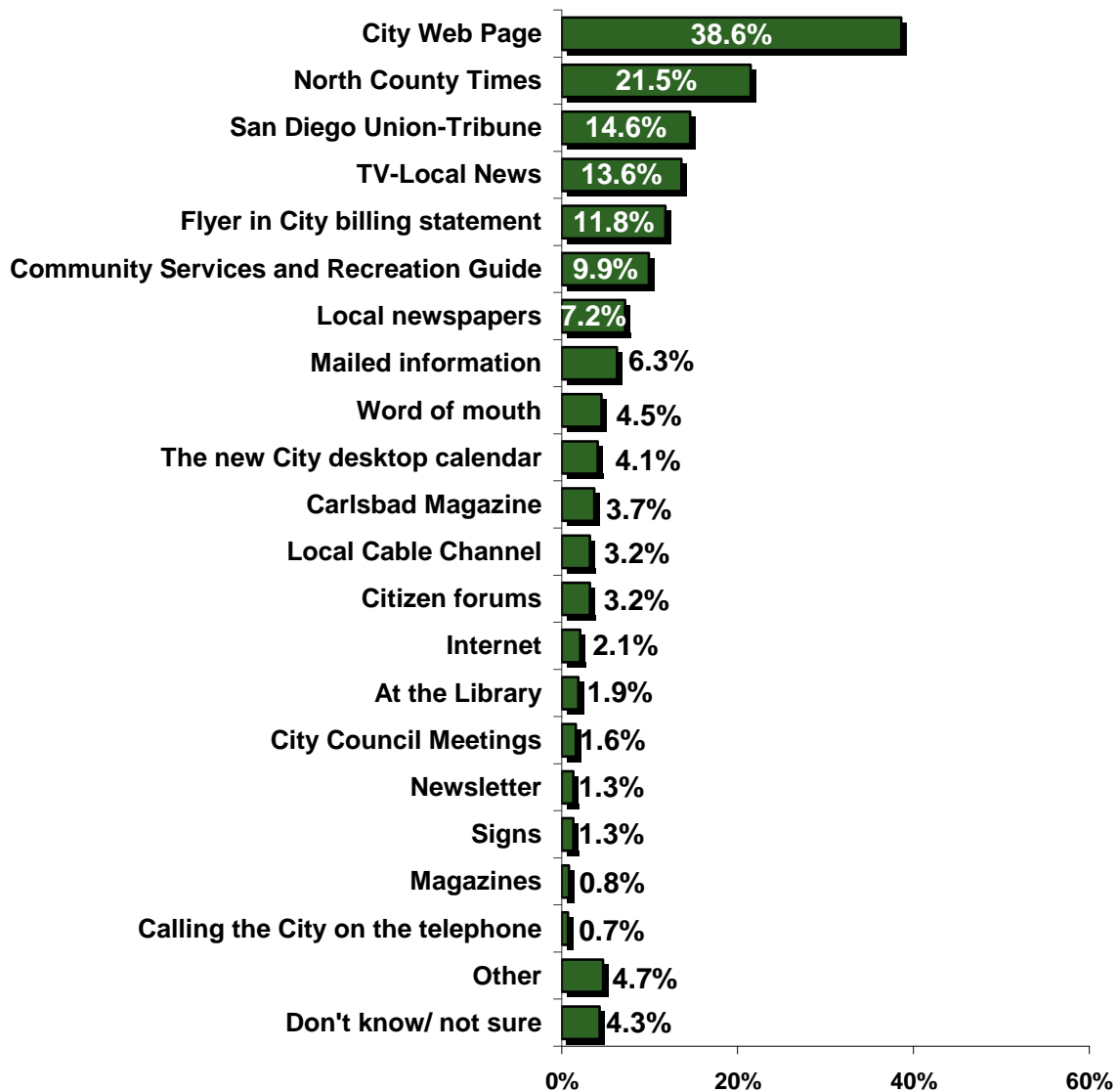
Figure 18 Ways to Improve Satisfaction with City-Resident Communication



INFORMATION SOURCES

When asked to reveal the information sources they use to find out about City of Carlsbad news, information, and programming, 39 percent of residents cited the City’s website, 22 percent cited the *North County Times*, 15 percent indicated the *San Diego Union Tribune*, and 14 percent indicated local television news.

Figure 19 Information Sources¹³



The top six sources of Carlsbad news, information, and programming remained unchanged from 2007 to 2008.

¹³ Responses cited by less than 0.7% of respondents were combined into “Other.”

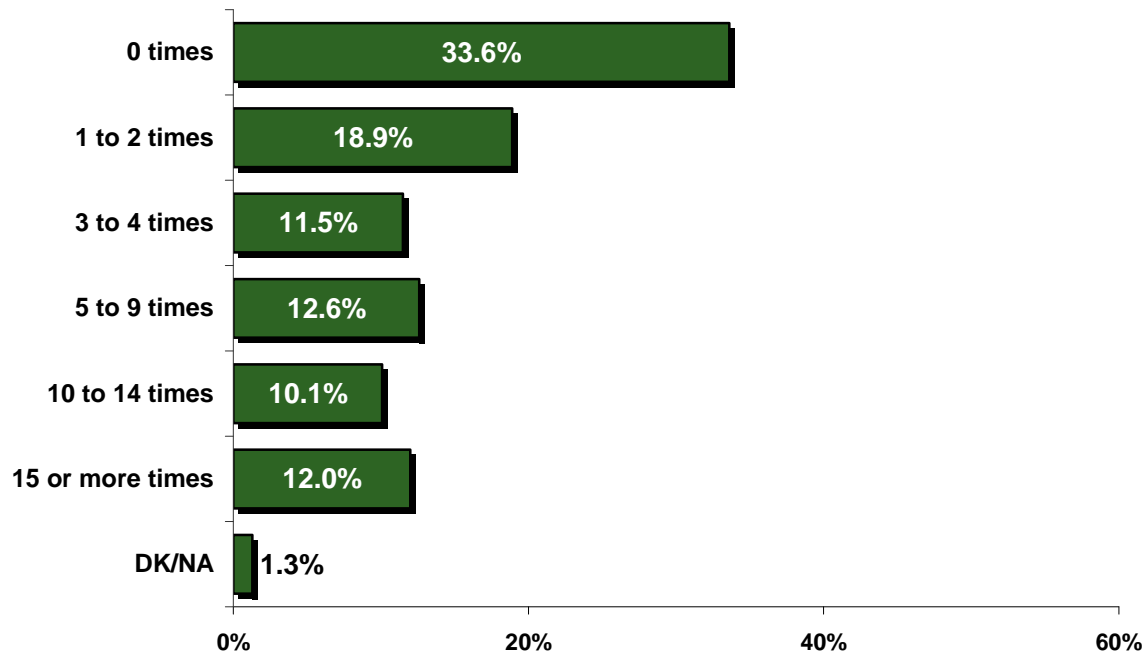
For this question, respondents were free to mention multiple responses; therefore, the percentages in the figure total more than 100 percent.

THE CITY'S WEBSITE

Frequency of Use

Overall, 65 percent of residents have visited the City's website in the past 12 months and 22 percent have visited the City's website at least ten times in the past year. There were no statistically significant differences in overall use or the frequency of using the City's website from 2007 to 2008.

Figure 20 Times Visited City's Website in Last 12 Months



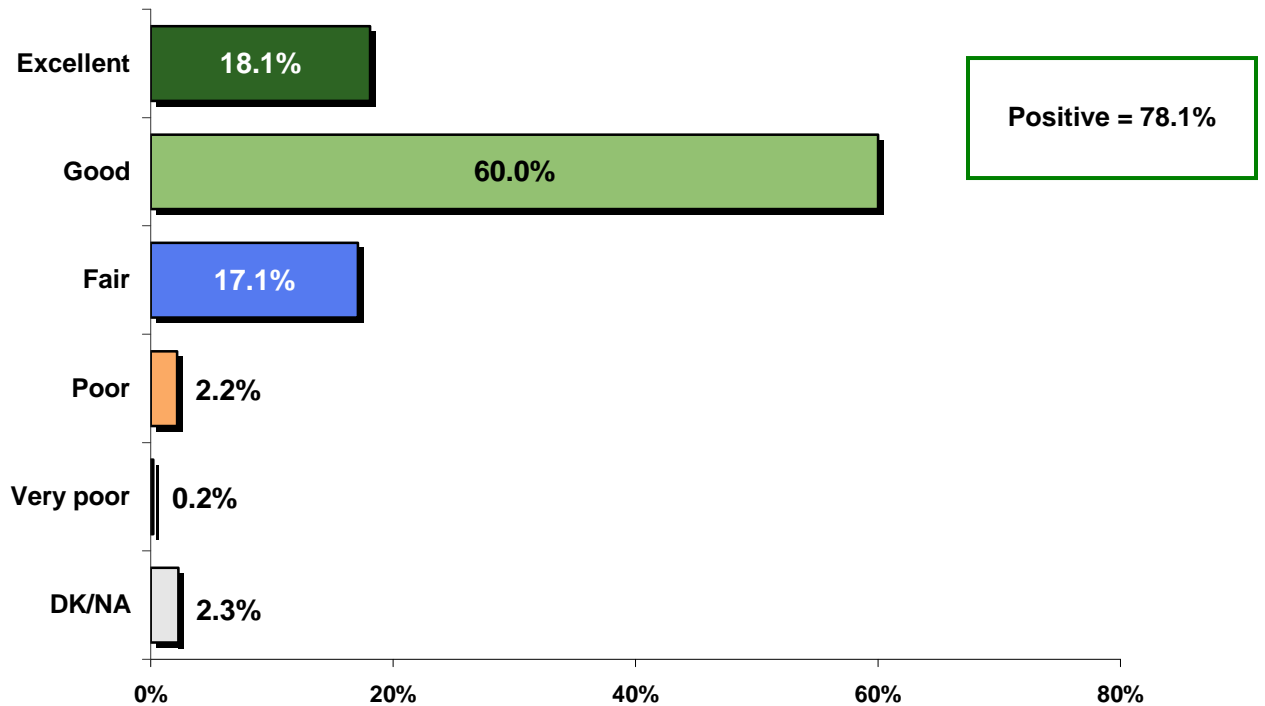
- Residents 55 years and older as well as those in the 18 to 24 year group were less likely to have visited the City's website compared to those 25 to 54 years of age. Residents in the 65 year and older group reported the lowest use (38%).
- Residents who have lived in the City between one and nine years were more likely to have visited the City's website than those who have lived in the City less than one year or 10 years or more.
- Homeowners were more likely than renters to have visited the City website within the past year.
- Residents with children in their home were much more likely to have visited the City's website than those without children (79% vs. 55%).
- Residents with a "Low" sense of community as well as those who have never been to the Village were the least likely to have visited the City's website.
- Residents in zip code 92010 reported the highest website use (76%), whereas those in 92008 reported the lowest (57%).

User Ratings

The 65 percent of residents (651 respondents) who had visited the City’s website in the past year were next asked to provide an overall rating for the site.

Among residents who have visited the City’s website, 78 percent rated it positively, with 18 percent rating it as “Excellent” and 60 percent rating it as “Good.” Seventeen percent of users rated the site as “Fair,” two percent provided a negative rating, and two percent declined to state.

Figure 21 City Website Rating among Users



- Residents with a “High” sense of community were the most likely to rate the website as “Excellent” and also provided higher overall ratings than those with a “Medium” or “Low” sense of community.
- Compared to other ethnic groups, Asian respondents were the least likely to provide the website with a positive rating and the most likely to rate it as “Fair.”
- Among those who had been to the website, residents in the 18 to 24 year age group provided the most positive ratings (90% “Excellent” or “Good”) and those in the 35 to 44 year group provided the lowest (74%).
- There were no notable differences in the overall level of “Excellent” and “Good” ratings among website users by length of residence, homeownership status, presence of children in the household, gender, or zip code.

ENVIRONMENTAL PLANNING IN THE CITY OF CARLSBAD

Residents were presented with the opinions of two neighbors who live in Carlsbad and who disagree about the role the City should play in environmental planning and moving toward becoming a greener City.

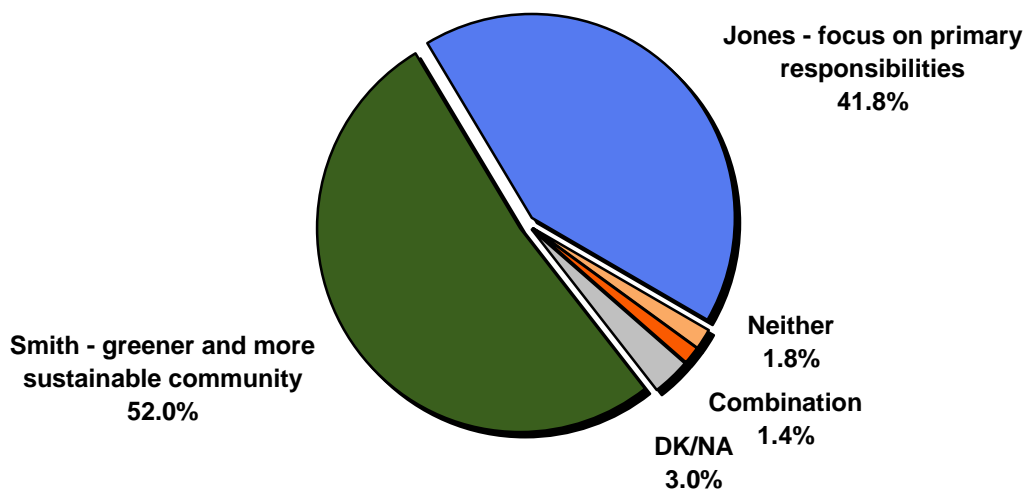
Below are the opinions of the two neighbors:

- Smith believes that the City of Carlsbad should be leading the way to develop a greener and more sustainable community. Smith argues that a greener City will improve the quality of life in Carlsbad, which should be one of the City's highest priorities.
- Jones believes that the City of Carlsbad should follow the environmental rules and regulations that are required but not create additional environmental plans and policies. Jones believes that the City should focus on its primary responsibilities before focusing on new environmental goals.

After being read each neighbor's opinion, residents were asked to select the opinion closest to their own. The majority of residents, 52 percent, agreed with Smith that the City should be leading the way to develop a greener and more sustainable community.

Forty-two percent of residents agreed with Jones that the City should follow the environmental rules and regulations that are required but not create additional plans and policies. The remainder of residents either resident did not agree with either (2%), agreed with a combination of both (1%), or did not know or declined to state their opinion (3%).

Figure 22 Opinion Closest to Own; Carlsbad as Green City



Below is an assessment of residents' views on Carlsbad as a greener community by sub-groups.

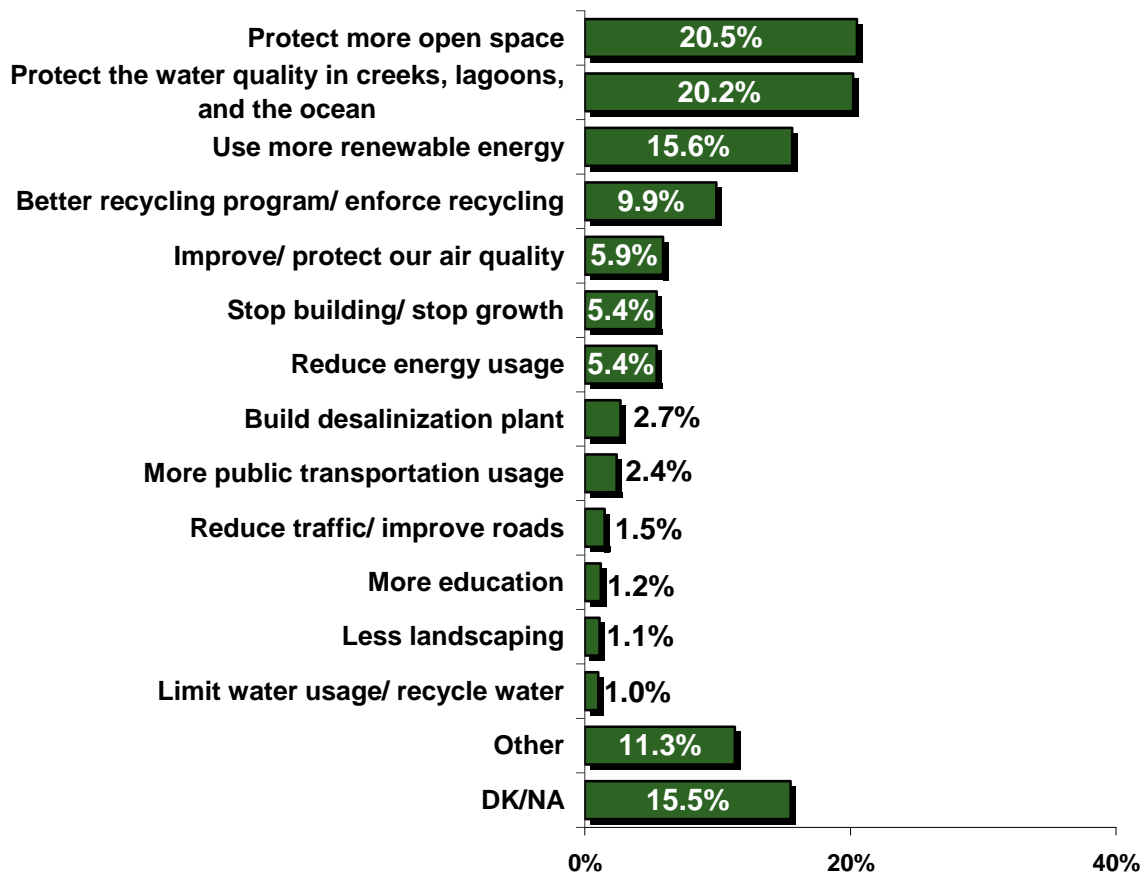
- Two-thirds of the residents who felt the City should stop building and growth identified with Smith that Carlsbad should become a greener and more sustainable community.
- Residents who felt that the quality of life in Carlsbad was “Getting worse” were more likely to identify with Smith that Carlsbad should become greener.
- The majority of respondents who had not heard or read anything about water conservation in the past year identified with Jones that the City should focus on its primary responsibilities. The majority of residents who had been informed about water conservation identified with Smith that Carlsbad should become greener.
- Residents 35 to 44 years of age were the most likely to identify with Smith that Carlsbad should become a greener and more sustainable community.
- A higher percentage of women identified with Smith (greener city), whereas a higher percentage of men identified with Jones (focus on primary responsibilities).
- Residents in the 92009 zip code were the most likely to identify with Smith that Carlsbad should become greener (57%).
- There were no statistically significant differences in residents' viewpoints by sense of community level, satisfaction with city services, quality of life ratings, confidence in city government, satisfaction with city-resident communication, use of the City's website, length of residence, homeownership status, presence of children in the household, or ethnicity.

MOST IMPORTANT THING CITY SHOULD DO TO BECOME GREENER

The 52 percent of residents (520 respondents) who agreed with Smith that the City should be leading the way to develop a greener and more sustainable community were next asked what they thought was the most important thing the City should do to become greener.

The most frequently cited responses were to protect more open space (21%), protect the water quality in creeks, lagoons, and the ocean (20%), and use more renewable energy (16%).

Figure 23 Most Important Thing City Should Do to Become Greener ¹⁴



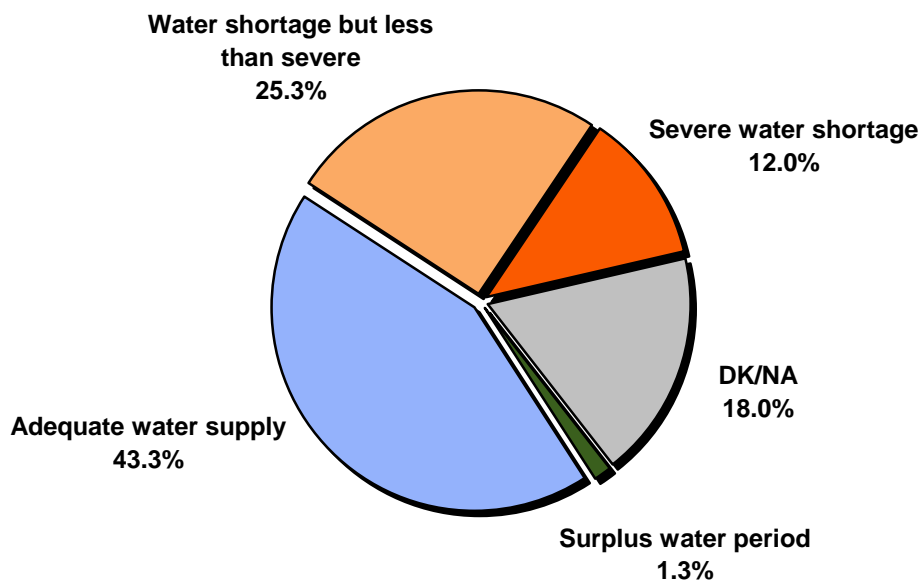
¹⁴ Responses cited by less than 1.0% of respondents were combined into "Other."

For this question, respondents were free to mention multiple responses; therefore, the percentages in the figure total more than 100 percent.

WATER SUPPLY AND CONSERVATION

When asked how they would characterize the region's current water supply, one percent of respondents thought the region was in a surplus water period, 43 percent thought there was an adequate supply, and 37 percent felt it was in shortage (12% severe; 25% shortage but less than severe). In addition, 18 percent of residents did not know or declined to comment of the state of the region's current water supply.

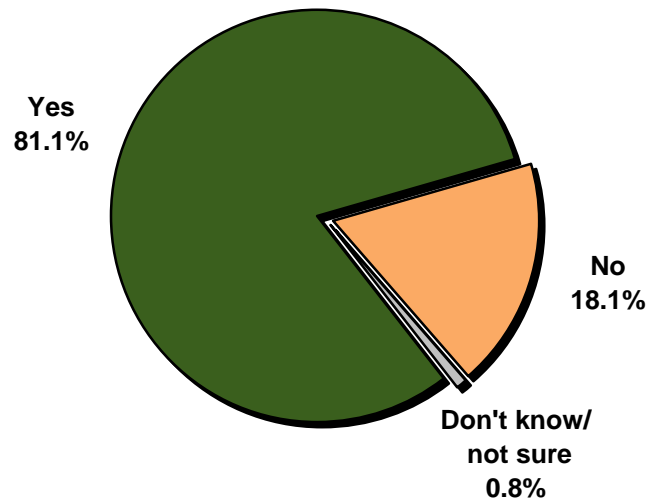
Figure 24 Perception of Region's Water Supply



- Residents who recalled being exposed to information about water conservation and water pollution prevention over the past year were more likely to indicate that that region was in a water shortage those who had not been exposed to the information.
- Residents 35 and older were the most likely to indicate that the region's water supply was in shortage, those 25 to 34 had the highest percentage of don't know responses, and those in the 18 to 24 year group were the most likely to feel that the region has an adequate water supply.
- Compared with other ethnicities, Caucasian/ White residents were the most likely to indicate that the region was experiencing a water shortage.
- The following sub-groups were the most likely to indicate that they did not know the state of the region's water supply:
 - Residents who had not heard or seen anything about water conservation;
 - Residents who have only lived in Carlsbad for less than one year;
 - Renters;
 - Residents 25 to 34 years of age;
 - Women; and
 - Residents who identified themselves as an ethnicity other than Caucasian/ White, Hispanic/ Latino(a), or Asian.

Residents were next asked whether they had seen or heard anything in the last 12 months about how residents can conserve or reduce water usage. Over eight out of ten residents (81%) had heard something in the past year about water conservation.

Figure 25 Informed Regarding Water Conservation

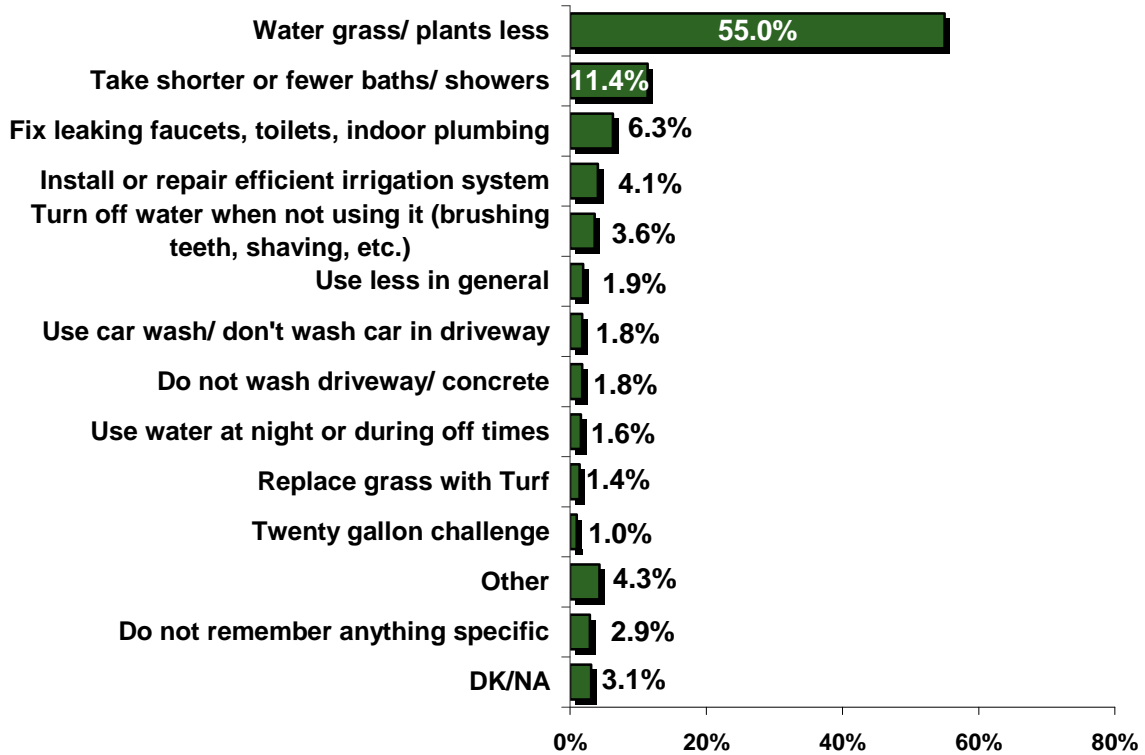


- Compared with their counterparts, the following sub-groups were the most likely to recall hearing or seeing information about water conservation:
 - Residents who felt that Carlsbad should become a greener and more sustainable community;
 - Residents who referred to the *San Diego Union Tribune*, *North County Times*, other local newspapers, or flyers in City billing statements for local news and information;
 - Residents who had been to the City's website;
 - Residents who felt the region's water supply was in shortage;
 - Those who also recalled being exposed to information about preventing the pollution of lagoons, creeks, and the ocean;
 - Residents who had lived in the City for five years or longer;
 - Homeowners;
 - Those without children in the household;
 - Residents 45 years and older;
 - Residents in zip codes 92009, 92010, or 92011 (92008 lowest);
 - Caucasian/ White residents.

The 81 percent of residents (811 respondents) who had heard something in the past year about how to conserve or reduce water usage were asked to recall what they remembered as the most important thing they can do to conserve water.

The majority of respondents (55%) recalled watering their grass and plants less often as the number one thing they could do to conserve water. The next closest item, cited by 11 percent or respondents, was taking shorter or fewer baths and showers.

Figure 26 Most Important Thing to Do to Conserve or Reduce Water

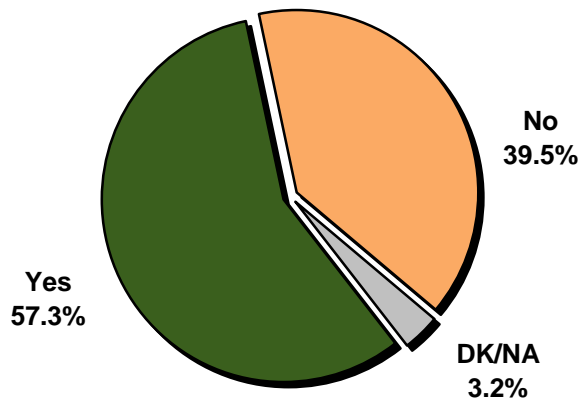




PREVENTING POLLUTION OF CREEKS, LAGOONS, AND OCEAN

More than the majority of residents, 57 percent, had seen or heard information in the past year about how residents can prevent the pollution of local creeks, lagoons, and the ocean.

Figure 27 Informed about Preventing Water Pollution



The percentage of residents who had heard information in the past year about preventing pollution of local creeks, lagoon, and the ocean remained statistically unchanged from 2007 to 2008.

Table 11 Informed about Preventing Water Pollution: 2008 vs. 2007

Seen or heard anything during the past year about preventing the pollution of Carlsbad creeks, lagoons, and ocean	2008	2007	Difference
Base	1,000	1,001	
Yes	57.3%	59.7%	-2.4%
No	39.5%	38.0%	1.5%
DK/NA	3.2%	2.3%	0.9%

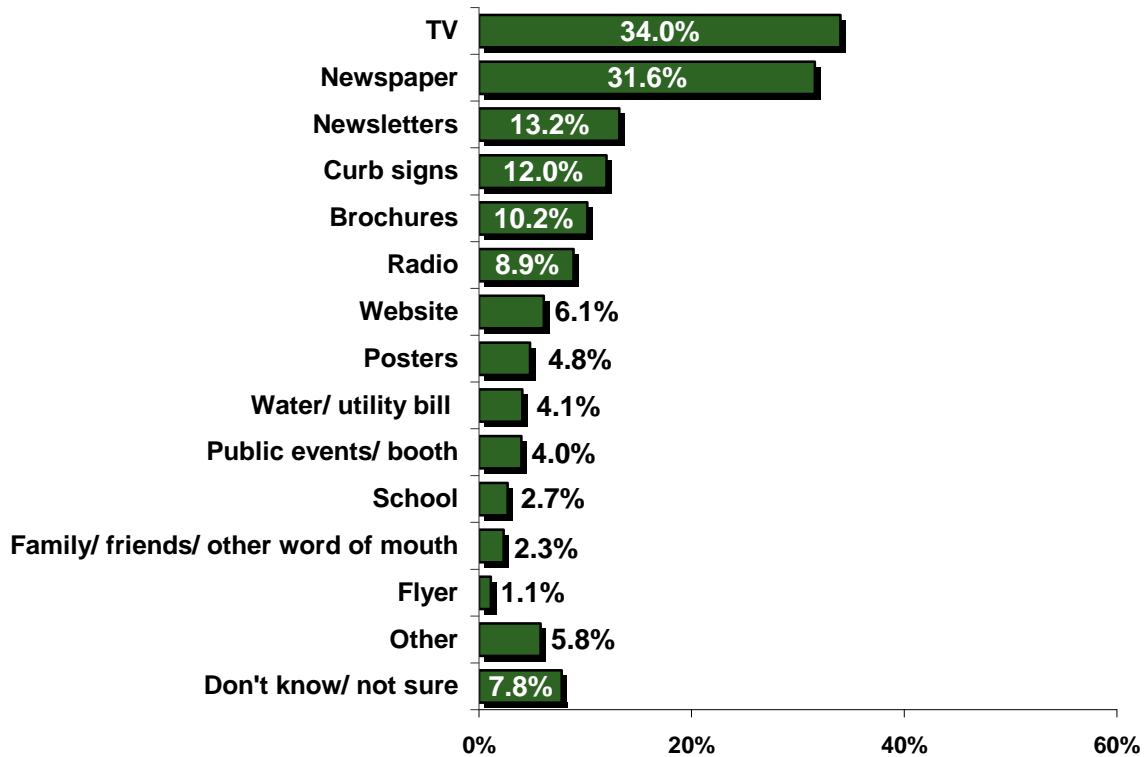
No statistically significant changes from 2007 for this question.

- Similar to the question regarding water conservation, the following sub-groups were the most likely to recall hearing or seeing information about preventing water pollution:
 - Residents with a “High” sense of community;
 - Residents who had visited the City’s website;
 - Residents who felt the region’s water supply was in shortage;
 - Those who also recalled being exposed to information about water conservation;
 - Residents who had lived in the City for five years or more (those who had only been in the City less than one year were the most likely to indicate that they did not know);
 - Homeowners;
 - Those without children in the household;
 - Residents 45 years and older;
 - Residents in zip codes 92010 or 92011 (92008 and 92009 both lower);
 - Caucasian/ White residents.

SOURCE OF INFORMATION

Residents who recalled seeing or hearing pollution prevention information were asked to recall the source of the information in an open-ended format. The most frequently cited sources of information were television (34%) and the newspaper (32%).

Figure 28 Source of Pollution Prevention Information¹⁵



Compared with the 2007 results, a statistically higher percentage of residents in the 2008 survey cited television (34% vs. 27%), radio (9% vs. 5%), and school (3% vs. 1%) as the sources of their information. Conversely, statistically fewer residents cited their water or utility bill (4% vs. 7%) and mailed information (1% vs. 6%) in 2008 as compared with 2007.

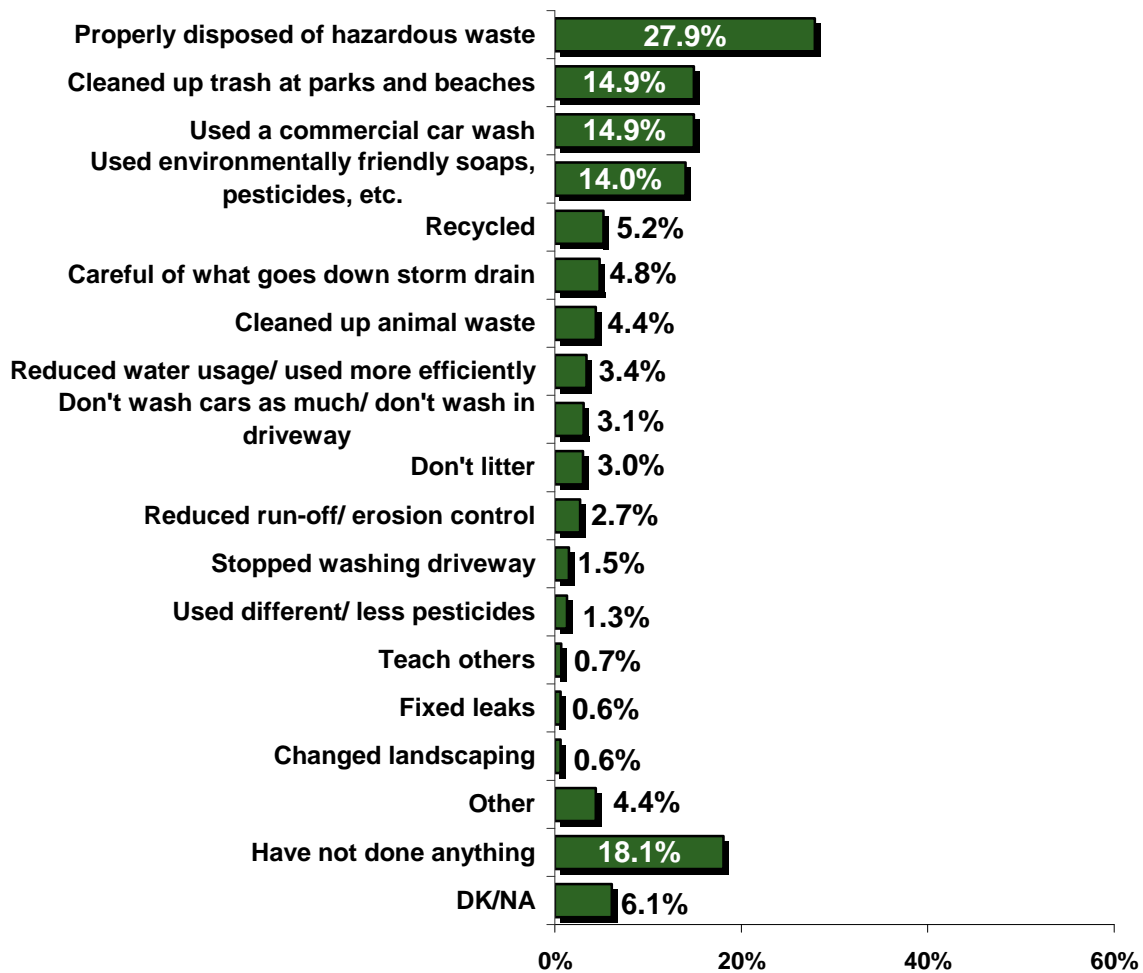
¹⁵ Percentages in the figure total more than 100%. Responses cited by less than 1.1% of respondents were combined into "Other."

ACTION TAKEN BASED ON INFORMATION

Residents who recalled seeing or hearing information about how to prevent water pollution were next asked to indicate what they had done, if anything, to reduce the amount of pollution in local creeks, lagoons, and the ocean.

Nearly one-quarter of residents (24%) who had been exposed to information indicated that they had not done anything or did not provide an answer. Twenty-four percent of those who recalled hearing or seeing pollution prevention information properly disposed of hazardous waste, 15 percent cleaned up trash at parks and beaches, 15 percent used a commercial car wash, and 14 percent used environmentally friendly products.

Figure 29 Action Taken Based on Pollution Prevention Information¹⁶



Compared with the 2007 results, statistically fewer residents in 2008 indicated that they recycled as a way to prevent pollution (2008: 5%; 2007: 17%). There were no other substantive changes from 2007 to 2008 for this question.

¹⁶ For this question, respondents were free to mention multiple responses; therefore, the percentages in the figure total more than 100 percent.

METHODOLOGY

The table below provides an overview of the methodology utilized for the project.

Table 12 Overview of Project Methodology

Method	Telephone Survey
Universe	79,791 Residents 18 years and older within the City of Carlsbad
Number of Respondents	1,000 Residents Completed a Survey
Average Length	20 minutes
Field Dates	September 3 – 18, 2008
Margin of Error	The <i>maximum</i> margin of error for questions answered by all 1,000 respondents was +/-3.08% at the 95% level of confidence.

RESEARCH OBJECTIVES

Prior to beginning the project, BW Research met with the City of Carlsbad’s Performance Measurement Resource Team to determine the research objectives for the study. The main research objectives of the study were to:

- assess residents’ perceptions regarding satisfaction with city services, quality of life, sense of community, city government, and city-resident communication;
- evaluate residents’ satisfaction with a number of specific city services and special events;
- assess residents’ experience visiting the Carlsbad Village; and
- identify residents’ views regarding Carlsbad as a “Green City” as well as their awareness of water conservation and pollution prevention.

QUESTIONNAIRE DESIGN

Through an iterative process, BW Research worked closely with the City to develop a survey instrument that met all the research objectives of the study. In developing the instrument, BW Research utilized techniques to overcome known biases in survey research and minimize potential sources of measurement error within the survey.

SAMPLING METHOD

A random digit dial (RDD) methodology was utilized to interview a representative sample of residents 18 years and older within the City of Carlsbad. The RDD methodology is based on the concept that all residents with a telephone in their home have an equal probability of being called and invited to participate in the survey.

The RDD method includes both the listed and unlisted phone numbers that fall into the active telephone exchanges within a City (the exchange includes the area code and first three digits of the phone number). Since telephone exchanges often overlap with neighboring cities, screener questions were utilized at the beginning of the survey to ensure that the residents who participated in the survey lived within the City boundaries.

DATA COLLECTION

Prior to beginning data collection, BW Research conducted interviewer training and also pre-tested the survey instrument to ensure that all the words and questions were easily understood by respondents.

Interviews were generally conducted from 5:00 pm to 9:00 pm Monday through Friday and 10:00 am to 2:00 pm on Saturday and Sunday to ensure that residents who commuted or were not at home during the week had an opportunity to participate.

Throughout data collection, BW Research checked the data for accurateness and completeness and monitored the percentage of residents with language barriers to determine whether or not the survey should be translated into a language other than English. Since only 0.2 percent of calls were identified as having a language barrier, translating the survey into languages other than English was not necessary to ensure representative results.

DATA PROCESSING

Prior to analysis, BW Research examined the demographic characteristics of the 1,000 respondents who completed a survey to the known universe of residents 18 years and older using the San Diego Association of Government's (SANDAG's) 2008 demographic estimates for the City of Carlsbad. It is estimated that among Carlsbad's 103,811 residents, 79,791 are 18 years and older. After examining the dimensions of zip code, gender, ethnicity, and age, the data were weighted to appropriately represent the universe of adult residents and ensure generalizability of the results.

A NOTE ABOUT MARGIN OF ERROR AND ANALYSIS OF SUB-GROUPS

The overall margin of error for the study, at the 95% level of confidence, is between +/- 1.85 percent and +/- 3.08 percent (depending on the distribution of each question) for questions answered by all 1,000 respondents. However, it is important to note that questions asked of smaller groups of respondents (such as questions that were only asked of residents who reported low satisfaction) or analysis of sub-groups (such as examining differences by length of residence or gender) will have a margin of error greater than +/-3.08 percent, with the exact margin of error dependant on the number of respondents in each sub-group. BW Research has utilized statistical testing to account for the margin of error within sub-groups and highlight statistically significant sub-group differences throughout this report.

COMPARISONS OVER TIME

Similar to the analysis of sub-groups, BW Research utilized statistical testing to assess whether the changes evidenced from 2007 to 2008 were due to actual changes in attitudes, perceptions, or behavior or simply due to chance (i.e., margin of error).

APPENDIX A: TOPLINES



City of Carlsbad
Resident Survey
November 2008

Toplines (n=1,000)

.....
Introduction:

Hello, my name is _____ and I'm calling on behalf of the City of Carlsbad. The City has hired BW Research, an independent research agency, to conduct a survey concerning issues in your community and we would like to get your opinions. This should just take a few minutes of your time.

I assure you that we are an independent research agency and that all of your responses will remain strictly confidential.

For statistical reasons, I would like to speak to the youngest adult male currently at home that is at least 18 years of age. (Or youngest female depending on statistics of previous completed interviews)

(IF THERE IS NO MALE/FEMALE AT LEAST 18 AVAILABLE, THEN ASK:)

Ok, then I'd like to speak to the youngest adult female currently at home that is at least 18 years of age.

(IF THERE IS NO MALE/FEMALE AT LEAST 18 AVAILABLE, ASK FOR CALLBACK TIME)

(If needed): This is a study about issues of importance in your community – it is a survey only and we are not selling anything.

(If needed): This survey should only take a few minutes of your time.

(If the individual mentions the national do not call list, respond according to American Marketing Association guidelines): "Most types of opinion and marketing research studies are exempt under the law that congress recently passed. That law was passed to regulate the activities of the telemarketing industry. This is a legitimate research call. Your opinions count!"

.....
**PLEASE NOTE TRADITIONAL ROUNDING RULES APPLIED
NOT ALL PERCENTAGES WILL EQUAL EXACTLY 100%**

Screener Questions

A. Before we begin, I want to confirm that you live within our study area. Are you currently a resident of the City of Carlsbad?

100% Yes
 0% No [Thank and terminate]

B. And what is your home zip code? (If respondent gives the PO Box zip codes 92013 or 92018, prompt them to give their home zip code for survey purposes).

29.2% 92008
 33.7% 92009
 15.9% 92010
 21.2% 92011
 0.0% Other [Specify:_____] [Thank and terminate]
 0.0% Don't know/ refused [Thank and terminate]

1. To begin with, how long have you lived in the City of Carlsbad?

4.7% Less than 1 year
 20.9% 1 to 4 years
 24.8% 5 to 9 years
 17.3% 10 to 14 years
 32.2% 15 years or more
 0.1% (Don't Read) DK/NA

2. Generally speaking, are you satisfied or dissatisfied with the job the City of Carlsbad is doing to provide city services? (GET ANSWER, THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

		<u>With DK/NA Factored Out (n=968)</u>	
58.4%	Very satisfied	60.3%	Very satisfied
32.5%	Somewhat satisfied	33.6%	Somewhat satisfied
3.5%	Somewhat dissatisfied	3.6%	Somewhat dissatisfied
2.4%	Very dissatisfied	2.5%	Very dissatisfied
3.2%	(Don't Read) DK/NA		

3. How would you rate your quality of life in Carlsbad?

		<u>With DK/NA Factored Out (n=996)</u>	
61.0%	Excellent	61.2%	Excellent
33.5%	Good	33.6%	Good
3.6%	Fair	3.7%	Fair
1.1%	Poor	1.1%	Poor
0.4%	Very poor	0.4%	Very poor
0.4%	(Don't Read) DK/NA		

4. Overall, do you feel the quality of life in Carlsbad is getting better, getting worse, or staying about the same?

		<u>With DK/NA Factored Out (n=976)</u>	
21.1%	Getting better	21.6%	Getting better
20.0%	Getting worse	20.5%	Getting worse
56.5%	Staying about the same	57.8%	Staying about the same
2.4%	(Don't Read) DK/NA		

[ASK IF Q3= 4 OR 5 OR Q4=2]

5. In your opinion, what is the number one thing that the City of Carlsbad could do to improve the quality of life within the community? (DO NOT READ - ONE RESPONSE ONLY)

(n=202)

47.7%	Stop building/ stop growth
12.2%	Fix the traffic problems
5.7%	Improve schools
4.3%	Increase/ improve police services
2.6%	More public transportation
2.6%	Preserve more open space
2.3%	Better economic plan/ don't waste money
2.1%	Improve the quality of the roads and other infrastructure
2.1%	Build Desalination Plant
1.8%	More jobs
1.6%	Remove the illegal immigrants
1.5%	More programs for seniors
1.3%	Limit airport growth/ reduce noise
1.2%	Increase recreation opportunities
1.2%	Need new Mayor and/ or City Council
0.7%	Nothing needs improvement
6.6%	Other (Please Specify_____)
2.6%	(Don't Read) DK/NA

6. Next, I'd like to read you the opinion of two neighbors who live in Carlsbad. Smith and Jones [RANDOMIZE ORDER] disagree about the role the City of Carlsbad should play in environmental planning and moving towards a greener City. As I read their opinions, please tell me which one is closer to your own opinion. (RANDOMIZE)

Smith believes that the City of Carlsbad should be leading the way to develop a greener and more sustainable community. Smith argues that a greener City will improve the quality of life in Carlsbad, which should be one of the City's highest priorities.

Jones believes that the City of Carlsbad should follow the environmental rules and regulations that are required but not create additional environmental plans and policies. Jones believes that the City should focus on its primary responsibilities before focusing on new environmental goals.

Whose opinion is closer to your own? [REREAD DESCRIPTIONS OF EACH PERSON IF RESPONDENT HESITATES OR IS NOT CLEAR ON THEIR CHOICES]

- 52.0% Smith [Green City]
- 41.8% Jones [Not City's responsibility]
- 1.8% (DON'T READ) Neither
- 1.4% (DON'T READ) Combination
- 3.0% (DON'T READ) DK/NA

[IF Q6=1 ASK Q7 OTHERWISE SKIP TO Q8]

7. What is the most important thing you would like to see the City of Carlsbad do to become a Greener City? [DO NOT READ ACCEPT UP TO TWO RESPONSES]

(n=520)

- 20.5% Protect more open space
- 20.2% Protect the water quality in creeks, lagoons, and the ocean
- 15.6% Use more renewable energy
- 9.9% Better recycling program/ enforce recycling
- 5.9% Improve/ protect our air quality
- 5.4% Reduce energy usage
- 5.4% Stop building/ stop growth
- 2.7% Build desalinization plant
- 2.4% More public transportation usage
- 1.5% Reduce traffic/ improve roads
- 1.2% More education
- 1.1% Less landscaping
- 1.0% Limit water usage/ recycle water
- 0.9% Ban plastic bags
- 0.8% Improve trash collection/ sort trash
- 0.8% More bike paths and walk ways
- 0.8% More hybrid cars
- 0.7% Increase amount of open space/ build more parks
- 0.6% Plant more trees
- 6.8% Other (Please Specify _____)
- 15.5% (Don't Read) DK/NA

8. Next, please think about the sense of community that you feel living in Carlsbad. Would you say that you feel a strong sense of community, a weak sense of community, or no sense of community at all?

(IF STRONG OR WEAK, THEN ASK:) Would that be very (strong/weak) or somewhat (strong/weak)?

- 27.4% Very strong
- 43.3% Somewhat strong
- 18.0% Somewhat weak
- 4.1% Very weak
- 5.5% None at all
- 1.6% (Don't Read) DK/NA

9. Please tell me whether you agree or disagree with each of the following statements about your neighborhood.

Here's the (first/next) one: _____. (READ ITEM AND ASK:) Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the statement?

RANDOMIZE		<u>Strongly Agree</u>	<u>Agree</u>	<u>Neither Agree nor Disagree</u>	<u>Disagree</u>	<u>Strongly Disagree</u>	(DON'T READ) DK/NA
A.	I can recognize most of the people who live in my neighborhood	34.3%	40.3%	3.6%	15.6%	5.0%	1.2%
B.	Very few of my neighbors know me	10.0%	22.7%	3.1%	40.1%	23.1%	1.0%
C.	I have almost no influence over what my neighborhood is like	12.6%	24.9%	6.7%	35.3%	18.0%	2.6%
D.	My neighbors and I want the same things from this community.....	19.8%	47.5%	9.4%	9.8%	3.2%	10.4%
E.	If there is a problem in my neighborhood, people who live here can get it solved	22.9%	47.3%	9.4%	12.5%	4.2%	3.7%
F.	It is very important for me to feel a sense of community with other residents.....	33.7%	47.7%	7.3%	10.0%	1.0%	0.4%

10. Overall, how confident are you in the Carlsbad City government to make decisions which positively affect the lives of its community members?

- 23.6% Very confident
- 52.1% Somewhat confident
- 12.9% Somewhat unconfident
- 7.5% Very unconfident
- 3.9% (Don't Read) DK/NA

2008 Public Opinion Survey – Report
City of Carlsbad

11. Now I'm going to read a list of services provided by the City of Carlsbad. For each one, please tell me how satisfied you are with the job the City of Carlsbad is doing to provide each service to residents.

Would you say you are satisfied, dissatisfied or neither satisfied nor dissatisfied with the City's efforts to: _____? (GET ANSWER AND THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

RANDOMIZE Entire List, but Keep M-P Together and Randomly Insert

	<u>Very Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Neither Sat nor Dissat</u>	<u>Somewhat Dissat</u>	<u>Very Dissat</u>	<u>(DON'T READ) DK/NA</u>
A. Repair and maintain local streets and roads	44.5%	39.4%	2.6%	8.2%	4.8%	0.4%
B. Manage traffic congestion on City streets.....	25.3%	42.0%	4.1%	15.8%	11.6%	1.2%
C. Provide affordable housing for working families.....	16.4%	28.6%	13.8%	16.0%	13.4%	11.8%
D. Manage residential growth and development.....	23.9%	35.1%	5.1%	15.5%	16.1%	4.2%
E. Maintain the business climate in Carlsbad.....	34.8%	41.1%	7.6%	5.7%	2.1%	8.7%
F. Provide fire protection and prevention services	66.3%	24.7%	3.0%	2.0%	1.0%	3.0%
G. Provide emergency medical and paramedic services	60.4%	21.8%	6.8%	1.1%	0.6%	9.3%
H. Provide law enforcement services	64.0%	26.9%	3.2%	2.5%	1.8%	1.6%
I. Provide local arts and cultural opportunities.....	47.3%	36.9%	5.9%	3.1%	2.1%	4.7%
J. Provide library services	79.7%	15.1%	1.9%	1.1%	0.3%	1.9%
K. Provide water services	55.4%	32.8%	4.2%	2.9%	1.7%	2.9%
L. Provide sewer services	55.9%	32.0%	4.7%	2.1%	0.9%	4.4%
M. Maintain city parks	64.2%	30.2%	1.2%	1.8%	1.4%	1.2%
N. Maintain recreation facilities	54.2%	33.4%	4.6%	1.8%	2.0%	4.0%
O. Provide recreation programs	51.4%	31.7%	5.6%	2.1%	1.7%	7.5%
P. Provide trails and walking paths.....	51.1%	32.2%	3.7%	5.7%	2.5%	4.8%
Q. Support the growth and establishment of employers that bring quality jobs to the City.....	25.6%	40.1%	12.8%	5.1%	4.1%	12.2%
R. Support the economic environment for new small businesses in the City	19.3%	34.8%	16.2%	7.8%	4.7%	17.2%
S. Protect water quality in the City's creeks, lagoons, and the ocean.....	34.6%	37.4%	7.4%	10.8%	4.5%	5.4%
T. Provide enough undeveloped areas in the City for habitat protection	31.6%	31.8%	5.9%	13.7%	12.4%	4.6%

Question 11 with “Don’t Know/ No Answer” (DK/NA) Filtered Out

RANDOMIZE Entire List, but Keep M-P Together and Randomly Insert

	<u>Very Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Neither Sat nor Dissat</u>	<u>Somewhat Dissat</u>	<u>Very Dissat</u>
A. Repair and maintain local streets and roads (n=996)	44.7%	39.6%	2.6%	8.3%	4.9%
B. Manage traffic congestion on City streets (n=988)	25.6%	42.5%	4.2%	16.0%	11.7%
C. Provide affordable housing for working families (n=881)	18.6%	32.5%	15.6%	18.1%	15.2%
D. Manage residential growth and development (n=958)	25.0%	36.6%	5.3%	16.2%	16.8%
E. Maintain the business climate in Carlsbad (n=913) ...	38.1%	45.1%	8.3%	6.2%	2.3%
F. Provide fire protection and prevention services (n=970) ...	68.4%	25.4%	3.1%	2.1%	1.0%
G. Provide emergency medical and paramedic services (n=907) ...	66.5%	24.0%	7.5%	1.2%	0.7%
H. Provide law enforcement services (n=984)	65.0%	27.3%	3.3%	2.5%	1.8%
I. Provide local arts and cultural opportunities (n=953)	49.6%	38.7%	6.2%	3.2%	2.2%
J. Provide library services (n=981)	81.2%	15.4%	1.9%	1.1%	0.3%
K. Provide water services (n=971)	57.1%	33.8%	4.4%	3.0%	1.7%
L. Provide sewer services (n=956)	58.5%	33.5%	4.9%	2.2%	0.9%
M. Maintain city parks (n=988)	65.0%	30.5%	1.3%	1.8%	1.5%
N. Maintain recreation facilities (n=960)	56.4%	34.8%	4.8%	1.9%	2.1%
O. Provide recreation programs (n=925)	55.6%	34.3%	6.1%	2.2%	1.8%
P. Provide trails and walking paths (n=952)	53.7%	33.8%	3.9%	6.0%	2.7%
Q. Support the growth and establishment of employers that bring quality jobs to the City (n=878)	29.2%	45.7%	14.6%	5.8%	4.7%
R. Support the economic environment for new small businesses in the City (n=828)	23.3%	42.1%	19.6%	9.4%	5.7%
S. Protect water quality in the City’s creeks, lagoons, and the ocean (n=946)	36.6%	39.5%	7.8%	11.4%	4.7%
T. Provide enough undeveloped areas in the City for habitat protection (n=954)	33.1%	33.4%	6.2%	14.3%	13.0%

12. Now I want to ask you about different special events that are held in Carlsbad. For each event, please tell me how satisfied you are with having this type of event in Carlsbad.

Would you say you are satisfied, dissatisfied or neither satisfied nor dissatisfied with: _____? (GET ANSWER AND THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

RANDOMIZE

	<u>Very Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Neither Sat nor Dissat</u>	<u>Somewhat Dissat</u>	<u>Very Dissat</u>	<u>(DON'T READ) DK/NA</u>
A. Running and walking events, such as the Carlsbad 5000.....	62.2%	20.2%	9.2%	1.8%	1.6%	5.0%
B. Concerts in the park, such as the concerts held on Friday nights in Carlsbad during the summer	63.7%	20.6%	8.1%	1.2%	0.9%	5.5%
C. Street Faires, such as the Carlsbad Village Faire that is held twice a year in downtown Carlsbad	62.5%	23.8%	6.7%	1.6%	1.1%	4.4%

Question 12 with “Don’t Know/ No Answer” (DK/NA) Filtered Out

RANDOMIZE

	<u>Very Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Neither Sat nor Dissat</u>	<u>Somewhat Dissat</u>	<u>Very Dissat</u>
A. Running and walking events, such as the Carlsbad 5000 (n=950).....	65.5%	21.3%	9.7%	1.8%	1.7%
B. Concerts in the park, such as the concerts held on Friday nights in Carlsbad during the summer (n=945).....	67.5%	21.8%	8.6%	1.3%	1.0%
C. Street Faires, such as the Carlsbad Village Faire that is held twice a year in downtown Carlsbad (n=956)	65.4%	24.9%	7.0%	1.7%	1.1%

If dissatisfied for any item [ASK Q13 IF Q12A, B, OR C=4 OR 5 OTHERWISE SKIP TO Q13] RECORD SEPARATELY AS Q13a, Q13b, and Q13c

13. A) What is your biggest concern about **running and walking events, such as the Carlsbad 5000?** [DO NOT READ – ALLOW MULTIPLE RESPONSES]

(n=33)

- 63.5% Traffic and parking concerns
- 23.4% Too many people (congestion issues not related to cars)
- 10.3% They're an inconvenience
- 7.3% Hurts the quiet, tranquil atmosphere
- 13.0% Other (Please Specify _____)
- 5.8% (Don't Read) DK/NA

13. B) What is your biggest concern about **concerts in the park, such as the concerts held on Friday nights in Carlsbad during the summer?** [DO NOT READ –ALLOW MULTIPLE RESPONSES]

(n=21)

- 26.6% Don't like them/ don't like the music
- 23.1% Traffic and parking concerns
- 16.4% Too many people (congestion issues not related to cars)
- 15.1% Poor behavior of people in attendance
- 9.6% Not varied enough
- 8.2% Hurts the quiet, tranquil atmosphere
- 6.6% Need to pick up trash
- 10.8% Other (Please Specify _____)
- 3.9% (Don't Read) DK/NA

13. C) What is your biggest concern about **street faires, such as the Carlsbad Village Faire that is held twice a year in downtown Carlsbad?** [DO NOT READ –ALLOW MULTIPLE RESPONSES]

(n=26)

- 30.3% Traffic and parking concerns
- 27.8% Too many people (congestion issues not related to cars)
- 20.3% Quality of vendors/ need more variety
- 6.0% Takes business away from local merchants
- 5.7% Held on Sundays
- 5.4% Poor behavior of people in attendance
- 16.1% Other (Please Specify _____)
- 0.0% (Don't Read) DK/NA

Switching gears a bit, now I would like to get your opinions about city-resident communication.

14. Are you satisfied or dissatisfied with the City's efforts to communicate with residents through publications, public notices, its website, and other means? (GET ANSWER, THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

		<u>With DK/NA Factored Out (n=938)</u>	
42.8%	Very satisfied	45.7%	Very satisfied
37.2%	Somewhat satisfied	39.7%	Somewhat satisfied
10.4%	Somewhat dissatisfied	11.1%	Somewhat dissatisfied
3.4%	Very dissatisfied	3.6%	Very dissatisfied
6.2%	(Don't Read) DK/NA		

If somewhat or very dissatisfied [ASK Q15 IF Q14=3 OR 4 OTHERWISE SKIP TO Q16]

15. Is there something specific that the City could do to improve communications with you? (Probe for specifics, such as type of information or how it should be delivered)

(n=138)

31.0%	More communication through the mail
12.2%	Send email notifications
10.5%	Better overall communication with citizens
7.9%	More interaction with the community
6.5%	Better website (content, more up to date, easier to use)
5.8%	More media coverage of city issues
3.6%	More communication by phone
2.5%	More advanced notifications
2.3%	More objective
1.0%	Listen more to residents
0.8%	Be more specific on the issues that will be discussed
2.0%	Other (Please specify_____)
13.8%	(Don't Read) DK/NA

16. What information sources do you use to find out about City of Carlsbad news, information and programming? (DO NOT READ RECORD UP TO THREE RESPONSES)

38.6%	City Web Page (www.ci.carlsbad.ca.us)
21.5%	North County Times
14.6%	San Diego Union-Tribune
13.6%	TV-Local News
11.8%	Flyer in City billing statement
9.9%	Community Services and Recreation Guide
7.2%	Local newspapers
6.3%	Mailed information
4.5%	Word of mouth
4.1%	The new City desktop calendar
3.7%	Carlsbad Magazine
3.2%	Local Cable Channel
3.2%	Citizen forums
2.1%	Internet
1.9%	At the Library
1.6%	City Council Meetings
1.3%	Signs
1.3%	Newsletter
0.8%	Magazines
0.7%	Calling the City on the telephone
0.6%	Senior Center/ senior mailings
0.5%	Radio
0.5%	Flyers
3.0%	Other (Please specify_____)
4.3%	(Don't Read) Don't know/ not sure

Next I would like to ask you a few questions about water in the region and in Carlsbad.

17. Generally speaking, how would you characterize the region's current water supply: in shortage, an adequate supply, or in a surplus situation? [IF ANSWER IS SHORTAGE] Is that a severe shortage or a water shortage, but less than severe?

12.0%	Severe water shortage
25.3%	Water shortage but less than severe
43.3%	Adequate water supply
1.3%	Surplus water period
18.0%	(Don't Read) DK/NA

18. Have you seen or heard anything in the last 12 months about how residents can conserve or reduce water usage? [DO NOT READ, RECORD FIRST RESPONSE]

		<u>With DK/NA Factored Out (n=992)</u>	
81.1%	Yes [GO TO Q19]	81.8%	Yes [GO TO Q19]
18.1%	No [SKIP TO Q20]	18.2%	No [SKIP TO Q20]
0.8%	Don't know/ not sure [SKIP TO Q20]		

19. What do you remember as the most important thing you can do to conserve or reduce water? [DO NOT READ, RECORD FIRST RESPONSE]

(n=811)

55.0%	Water grass/ plants less
11.4%	Take shorter or fewer baths/ showers
6.3%	Fix leaking faucets, toilets or other indoor plumbing
4.1%	Install or repair efficient irrigation system
3.6%	Turn off water when not using it (brushing teeth, shaving, etc.)
1.9%	Use less in general
1.8%	Use a car wash/ do not wash car in driveway
1.8%	Do not wash driveway/ concrete
1.6%	Use water at night or during off times
1.4%	Replace grass with Turf
1.0%	Twenty gallon challenge
0.9%	Change landscaping to drought tolerant or native plants
0.5%	Proper timing of lawn watering
0.5%	Wash full loads (laundry and dishwasher)
2.3%	Other (Please specify_____)
2.9%	Do not remember anything specific
3.1%	DK/NA

Next I would like you to think about the water in Carlsbad's creeks, lagoons, and the ocean.

20. Have you seen or heard anything during the past year about how residents can prevent the pollution of our creeks, lagoons, and ocean?

		<u>With DK/NA Factored Out (n=968)</u>	
57.3%	Yes [GO TO Q21]	59.2%	Yes [GO TO Q21]
39.5%	No [SKIP TO Q23]	40.8%	No [SKIP TO Q23]
3.2%	(Don't Read) DK/NA [SKIP TO Q23]		

21. Where do you recall seeing or hearing about ways to prevent pollution? (Don't read list. Multiple Response)

(n=573)

34.0%	TV
31.6%	Newspaper
13.2%	Newsletters
12.0%	Curb signs
10.2%	Brochures
8.9%	Radio
6.1%	Website
4.8%	Posters
4.1%	Water/ utility bill
4.0%	Public events/ booth
2.7%	School
2.3%	Family/ friends/ other word of mouth
1.1%	Flyer
0.7%	Movie theaters
0.7%	Signs near lagoons/ beach/ trails
0.7%	Information in the mail
0.6%	Surfrider Foundation
3.0%	Other (Please specify_____)
7.8%	Don't know/ not sure

22. Given what you have seen or heard, what have you done, if anything, to reduce the amount of pollution in our creeks, lagoons, and oceans? [DO NOT READ – ALLOW MULTIPLE RESPONSES]

(n=573)

27.9%	Properly disposed of hazardous waste
14.9%	Cleaned up trash at parks and beaches
14.9%	Used a commercial car wash
14.0%	Used environmentally friendly soaps, pesticides, etc.
5.2%	Recycled
4.8%	Careful of what goes down sewer/ no longer dump down in storm drain
4.4%	Cleaned up animal waste
3.4%	Reduced water usage/ used water more efficiently
3.1%	Don't wash cars as much/ don't wash in driveway
3.0%	Don't litter
2.7%	Reduced run-off/ erosion control
1.5%	Stopped washing driveway
1.3%	Used different or less pesticides
0.7%	Teach others
0.6%	Changed landscaping
0.6%	Fixed leaks
4.4%	Other (Please specify_____)
18.1%	Have not done anything
6.1%	(Don't Read) DK/NA

Now, I would like to ask about the City's website.

23. How many times would you say you've visited the City's website in the last 12 months? _____

33.6%	0 times
18.9%	1 to 2 times
11.5%	3 to 4 times
12.6%	5 to 9 times
10.1%	10 to 14 times
12.0%	15 or more times
1.3%	(Don't Read) DK/NA

[IF Q23>0 ASK Q24 OTHERWISE SKIP TO Q25]

24. Overall, how would you rate the City's website?

<u>(n=651)</u>		<u>With DK/NA Factored Out (n=636)</u>	
18.1%	Excellent	18.5%	Excellent
60.0%	Good	61.4%	Good
17.1%	Fair	17.6%	Fair
2.2%	Poor	2.3%	Poor
0.2%	Very poor	0.2%	Very poor
2.3%	(Don't Read) DK/NA		

Next I am going to ask you a few questions about Carlsbad Village, also referred to as downtown Carlsbad in the Northwestern part of the City.

25. How often do you visit Carlsbad's downtown village?

- 51.9% Regularly, once a week or more
- 24.3% Sometimes, once a month or more
- 20.3% Seldom, less than once a month
- 3.2% Never [SKIP TO QA]
- 0.3% (Don't Read) DK/NA

26. How would you rate your experience while visiting Carlsbad's downtown village?

<u>(n=968)</u>		<u>With DK/NA Factored Out (n=966)</u>	
42.4%	Excellent	42.5%	Excellent
45.2%	Good	45.3%	Good
9.8%	Fair	9.8%	Fair
1.8%	Poor	1.8%	Poor
0.6%	Very poor	0.6%	Very poor
0.2%	(Don't Read) DK/NA		

If poor or very poor [ASK Q27 IF Q26=4 OR 5 OTHERWISE SKIP TO QA]

27. Why have you had a poor or very poor experience visiting Carlsbad's downtown village? (Record first two responses)

(n=23)

- 31.6% Area is not sophisticated enough for changing demographics/ much of the area is old and needs to be updated
- 31.1% Needs more unique businesses and better restaurants
- 12.7% No enough parking
- 11.7% Area is not clean/ needs more upkeep
- 10.4% Too much traffic
- 9.0% Crime/ homeless issues
- 6.8% Too crowded
- 0.3% Other

To wrap things up, I just have a few background questions for comparison purposes only.

A. Do you own or rent the unit in which you live?

20.0% Rent
77.4% Own
2.5% (Don't Read) Refused

B. Please tell me how many children under 18 live in your household. _____

56.9% No children
17.1% 1 child
17.3% 2 children
7.7% 3 or more children
1.0% (Don't Read) Refused

C. In what year were you born? 19__ _ Recoded into Age.

10.4% 18 to 24 years
11.2% 25 to 34 years
18.2% 35 to 44 years
20.9% 45 to 54 years
15.5% 55 to 64 years
17.8% 65 years or older
6.0% (Don't Read) Refused

D. What ethnic group do you consider yourself a part of or feel closest to? (IF HESITATE, READ):

75.6% White or Caucasian
11.4% Hispanic or Latino
4.2% Asian
1.3% African American or Black
1.9% Other (Specify: _____)
5.7% (Don't Read) Refused

E. Do you live in an identifiable community or neighborhood within the City of Carlsbad and if so, what is it called? [DO NOT READ RECORD FIRST RESPONSE]

19.8%	La Costa/ La Costa Canyon
19.7%	No, I just live in Carlsbad
6.1%	Calavera Hills
4.8%	Aviara
3.0%	The Village/ Downtown
2.7%	Carrillo Ranch
1.9%	Old Carlsbad
1.5%	The Barrio
1.1%	Poinsettia
1.1%	Rancho Ponderosa
1.1%	Tamarack Point
1.0%	Bressi Ranch
0.9%	Alta Mira
0.9%	Teramar
0.8%	Rancho Carlsbad
0.7%	Lake Shore Gardens
0.7%	Mariner's Point
0.7%	Mystic Point
0.7%	The Ranch
0.6%	San Pacifico
0.5%	Harbor Point
0.5%	Sea Cliff
0.5%	Spinnaker Hills
0.5%	Spinnaker Point
0.4%	Carlsbad Crest
0.4%	Laguna Riviera
0.4%	Las Playas
0.4%	The Colony
0.4%	The Cove
0.4%	The Summit
0.4%	Telescope Point
0.3%	La Costa Valley
0.3%	Parkside
0.3%	Santa Fe Ridge
0.3%	Tanglewood
0.3%	Tiburon
0.2%	Bay Collection
0.2%	Cantebury
0.2%	Capri
0.2%	Evans Point
0.2%	Marbrisa
0.2%	Rancho Carrillo
0.2%	Seaport
18.3%	Other (Specify:_____)
0.3%	Not sure of name
4.1%	(Don't Read) Refused

F. One of the ways that we will present the results of this study is to compare the answers given by people in different neighborhoods. So that we can do this, could you tell me the name of the street that you live on?

A. Street? _____

B. Is that a street, road, avenue, or something else?

C. And what is the nearest cross street? _____

D. Is that a street, road, avenue, or something else?

G. Lastly, would you be interested in participating in future research sponsored by the City of Carlsbad (GET ANSWER, IF YES). So the City of Carlsbad can contact you in the future, may I get you name, the phone number you would prefer to be contacted at and your email address?

Interested in future research: 497 residents

49.7% Yes

50.3% No

Interested in future research and provided contact information: 459

A. Name _____

B. Preferred phone number _____

C. email _____

**Those are all of the questions I have for you.
Thank you very much for participating!**

H. Gender (Recorded from voice, not asked):

48.5% Male

51.5% Female