



CARLSBAD RESIDENT

Survey Report

November 2014



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PARTNERSHIP

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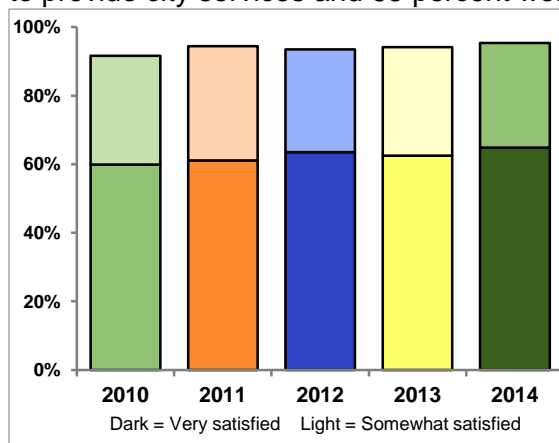
EXECUTIVE SUMMARY

The City of Carlsbad partnered with BW Research Partnership, Inc., (BW Research) to conduct its public opinion survey of Carlsbad residents. The main research objectives of the 2014 study were to assess residents' perceptions regarding city services, quality of life, city spending, neighborhood safety, city government and its spending, coastal improvements, and city-resident communication in Carlsbad. This report displays five years of previous survey results as a comparison to changes over time.

The city-wide survey of residents was administered by telephone (both landline and mobile) from August 16 through August 30, 2014 and calls averaged 20 minutes in length. A statistically representative sample of 1,003 Carlsbad residents 18 years and older completed the survey, resulting in a maximum margin of error +/- 3.08 percent (at the 95% level of confidence) for questions answered by all 1,003 respondents.

KEY FINDINGS

Ninety-five percent of residents were satisfied with the job the City of Carlsbad is doing to provide city services and 65 percent were very satisfied – an increase in total satisfaction and those who were very satisfied when compared to 2013 results.



When asked about specific services, residents who provided an opinion were most satisfied with the city's efforts to maintain city parks (95%), provide fire protection and emergency medical services (95%), provide trash collection services (95%), provide law enforcement services (93%), and provide library services (92%).

Among those who provided an opinion, the percentage of residents who were very satisfied with the city's efforts to provide fire protection and emergency medical services (76%) and provide law enforcement services (69%) were the highest recorded in the last five years.

Quality of Life

Ninety-eight percent of residents rated their quality of life in the City of Carlsbad as excellent (69%) or good (28%) in 2014. Continuing on a trend from 2013, residents were more positive than in previous years regarding the direction of the quality of life. Thirty-one percent rated the quality of life as getting better, 55 percent viewed it as staying about the same, and only 11 percent felt it was getting worse.

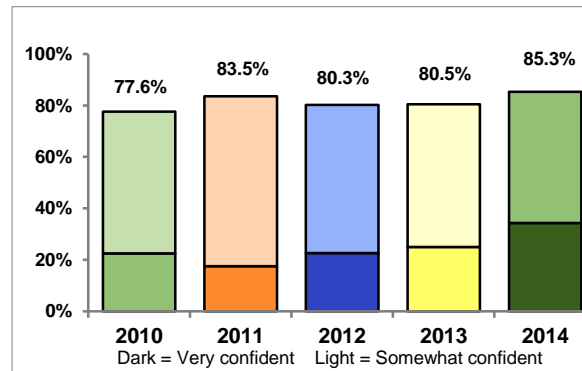
Safety

The overall perceptions of safety reported by residents in 2014 reached new highs from the last five years of survey results. An overwhelming 98 percent of residents reported feeling safe walking alone in their neighborhoods during the day (91% very safe) and 93

percent of residents reported feeling safe walking alone in their neighborhoods after dark (63% very safe).

Confidence in City Government

New highs were reached in the confidence of Carlsbad’s city government. Eight-five percent of residents indicated confidence in Carlsbad city government to make decisions that positively affect the lives of community members. The percentage that indicated very confident was also higher than previous years.

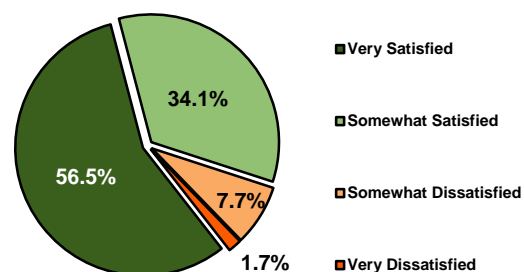


Budget

A new set of questions was added to the resident survey in 2014 that assessed participants views of the efficacy of local government services and facilities and the perceived value of their city tax dollars. Just over four out of every five residents indicated that they either strongly (36%) or somewhat (45%) agreed with the statement that “Thinking about the services and facilities provided by the City of Carlsbad, I feel like I am getting my money’s worth for my city tax dollars.” Less than ten percent of residents either somewhat (6%) or strongly (2%) disagreed with this statement.

City-Resident Communication and Information Sources

Ninety-one percent of residents were satisfied (57% very satisfied and 34% somewhat satisfied) with the city’s efforts to provide information to residents through its website, newsletters, water bill inserts, and related sources of information¹. This was the highest percentage of residents who indicated they were very satisfied with the city-resident communication efforts over the last four years.



¹ The results for city-resident communication satisfaction have responses of don’t know or no answer factored out of the analysis.

CONCLUSIONS

The City of Carlsbad continues to garner strong marks from its residents while also seeing some changes from previous year's results. Some of the key conclusions from the 2014 resident survey include;

Overall Metrics Reach New Highs

The 2014 resident survey results, reveal new highs in several of the city's key metrics including, resident's confidence in city government, perception of public safety, city-resident communication and the continually improving perception of Carlsbad's quality of life. Some of these key data points include;

- From 2011 to 2014, the percentage of residents who indicated they were "very confident" in Carlsbad city government to make decisions that positively affect the lives of community members, has doubled from 17% to 34%.
- From 2010 to 2014, the percentage of residents who indicated they feel "very safe" walking alone in their neighborhood after dark, has increased by over 10 percentage points from 51% to 63%.
- In 2010, the percentage of Carlsbad residents who indicated the quality of life was getting better (17%) was almost equal to the percentage that indicated it was getting worse (15%). In 2014, that percentage of residents who indicated the quality of life in Carlsbad is getting better (31%) is almost three times those who indicate it is getting worse (11%).

The question becomes what is driving the improvement of Carlsbad's primary resident survey metrics. While there is no single unifying theory of improvement that explains all of the changes from 2010 to 2014, there are several hypotheses that could help explain at least parts of it.

1. **Quality of life is key:** From 2010 to 2014, the percentage of residents who indicated the quality of life is excellent (61% to 69%) and that the quality of life is getting better (17% to 31%) has consistently increased and could have a ripple effect on other key resident metrics within Carlsbad.
2. **Handling of Poinsettia fire:** While this explanation can only account for the increase from 2013 to 2014, the perceived competency of how the city and the local protective services handled the Poinsettia fires could explain the increases in the confidence in local government and the increase in very satisfied among fire protection and law enforcement services.

Specific Challenges Lie Ahead

One of the more interesting research findings from this year's results, is even while Carlsbad has reached new highs among some of the resident's survey primary metrics, we have not seen a corresponding increase in the perceived level of satisfaction among the city's specific services. In fact two of the city's historic challenges, growth and traffic,

have seen relative dips in satisfaction from residents. In 2014, only 67 percent of residents were satisfied (either very or somewhat) with how the city managed residential growth and development, reaching the lowest levels since 2010. And only 72 percent of residents were satisfied with how the city is managing traffic congestion on city streets, the lowest level in the last five years. While it could be reasonably argued that current resident satisfaction for managing residential growth (67 percent) and traffic (72 percent) are at acceptable levels, they are still below the levels reached in Carlsbad in 2012 or 2013.

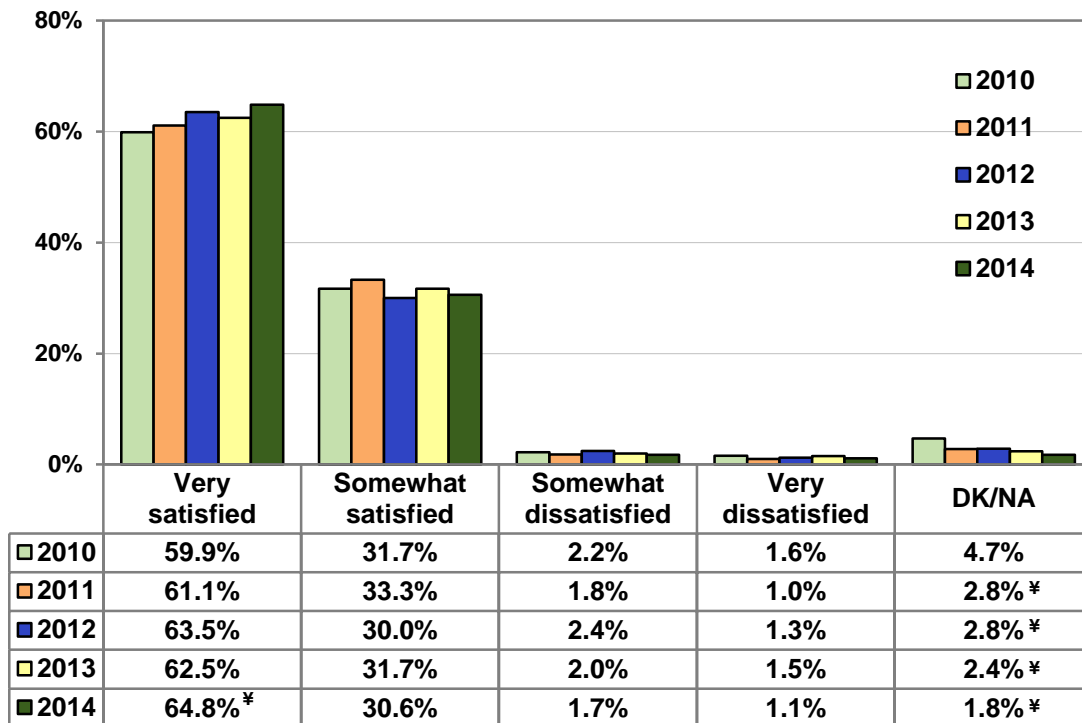
These results indicate that issues related to growth and traffic within Carlsbad are generally not important enough to have a considerable impact on the overall perception of the city and/or residents understand that traffic and growth are not entirely under the city's control. It is likely that Carlsbad residents fall into each of these categories, but it is worth considering how the perceptions related to Carlsbad's traffic and growth continue as the local and regional economy continues to improve.

SATISFACTION WITH CITY SERVICES

Overall satisfaction with the job the City of Carlsbad is doing to provide city services (95%) was consistent with the previous three years (2013: 94%, 2012: 94%, 2011: 94%) and statistically higher than the level reported in 2010 (92%).

Splitting the satisfaction ratings, more specifically, 65 percent of Carlsbad residents surveyed were “Very satisfied,” 31 percent “Somewhat satisfied,” three percent were “Dissatisfied,” and two percent of residents did not convey an opinion.

Figure 1: Satisfaction with City Services



€ Statistically significant change from 2013 ($p < .05$) # Statistically significant change from 2012

ª Statistically significant change from 2011 * Statistically significant change from 2010

Throughout the report, analyses of responses by resident sub-groups (i.e., cross tabulation data) will be presented in text boxes. The following is an examination of satisfaction with the city's provision of services among sub-groups.

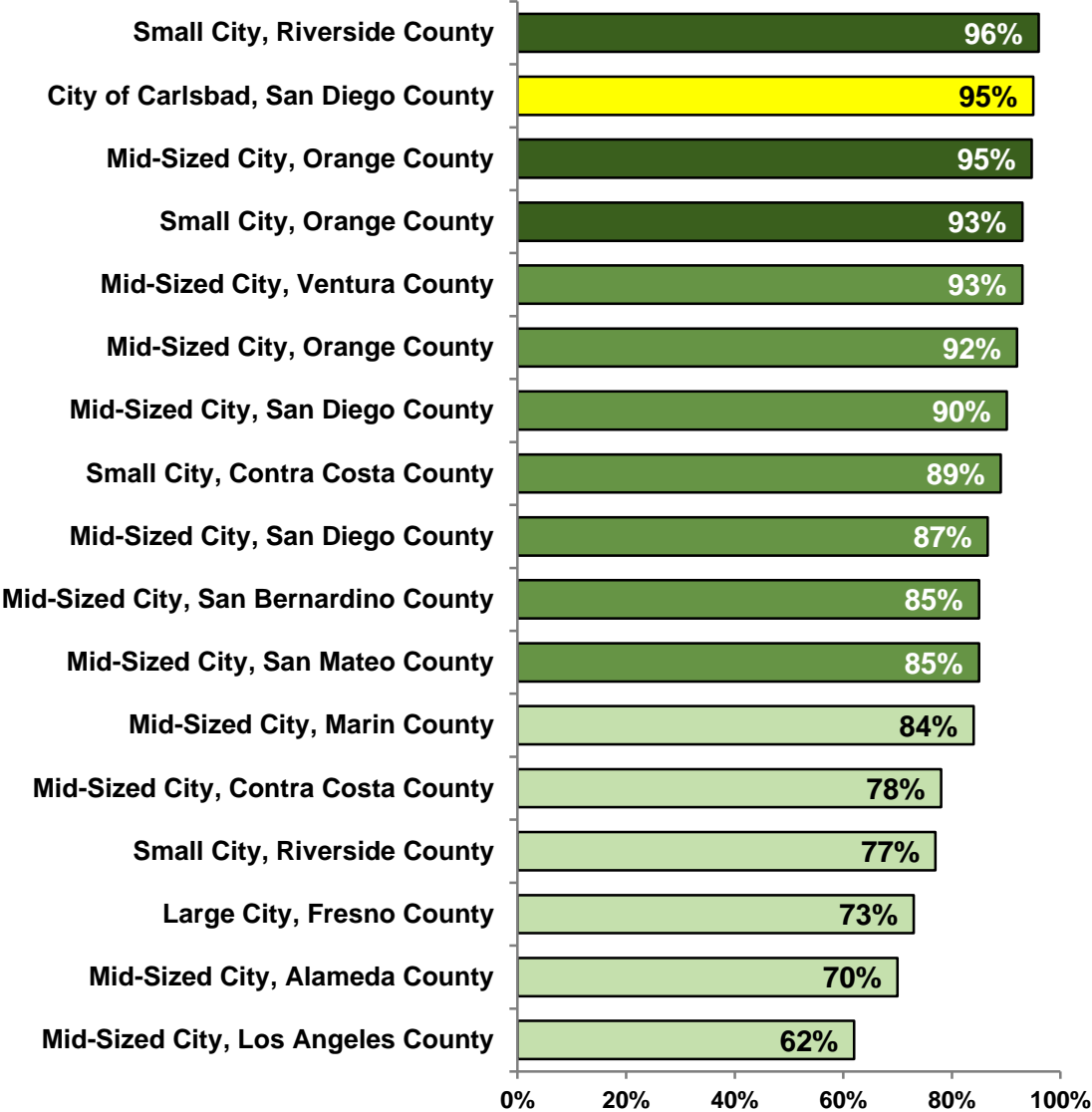
The following is an assessment of residents overall satisfaction with the jobs being done by the city by resident sub-groups.

- The non-linear regression analysis showed that gender, age, and length of residence (in order of significance) were predictive of the level of satisfaction with the job the City of Carlsbad is doing to provide city services.
- Overall satisfaction with the city's provision of services was at 90 percent or higher for all of the demographic groups that were evaluated in this analysis, including age, geography, ethnicity, length of residence in Carlsbad and number of children living in the home.
- Although no overall differences in satisfaction were found for the following sub-groups, their intensity of satisfaction differed.
 - Residents who have lived in Carlsbad for 4 years or less were more likely to indicate they were very satisfied with the city's overall provision of services compared to those residents who have lived here 15 years or more (71% vs. 59%).
 - Residents 65 years and older were more likely to indicate they were very satisfied with the city's overall provision of services compared to those residents who were 45 to 64 years old (71% vs. 60%).
 - Residents who identified with a specific Carlsbad neighborhood or Carlsbad HOA were more likely to be very satisfied with the city's overall provision of services compared to those residents who identified as living in "just Carlsbad" (66% vs. 49%).
 - Women were more likely to indicate they were very satisfied with the city's overall provision of services compared to their male counterparts (70% vs. 59%).

SATISFACTION – COMPARISON TO OTHER CITIES

The City of Carlsbad remained in the top tier with regard to residents' satisfaction with the job the city is doing to provide services. In 2014, satisfaction moved slightly to 95 percent from 94 percent in 2013. The figure below shows the range of satisfaction scores reported by cities throughout California that have conducted comparable studies within the past five years.

Figure 2: Satisfaction with City Services – Comparison to Other Cities²

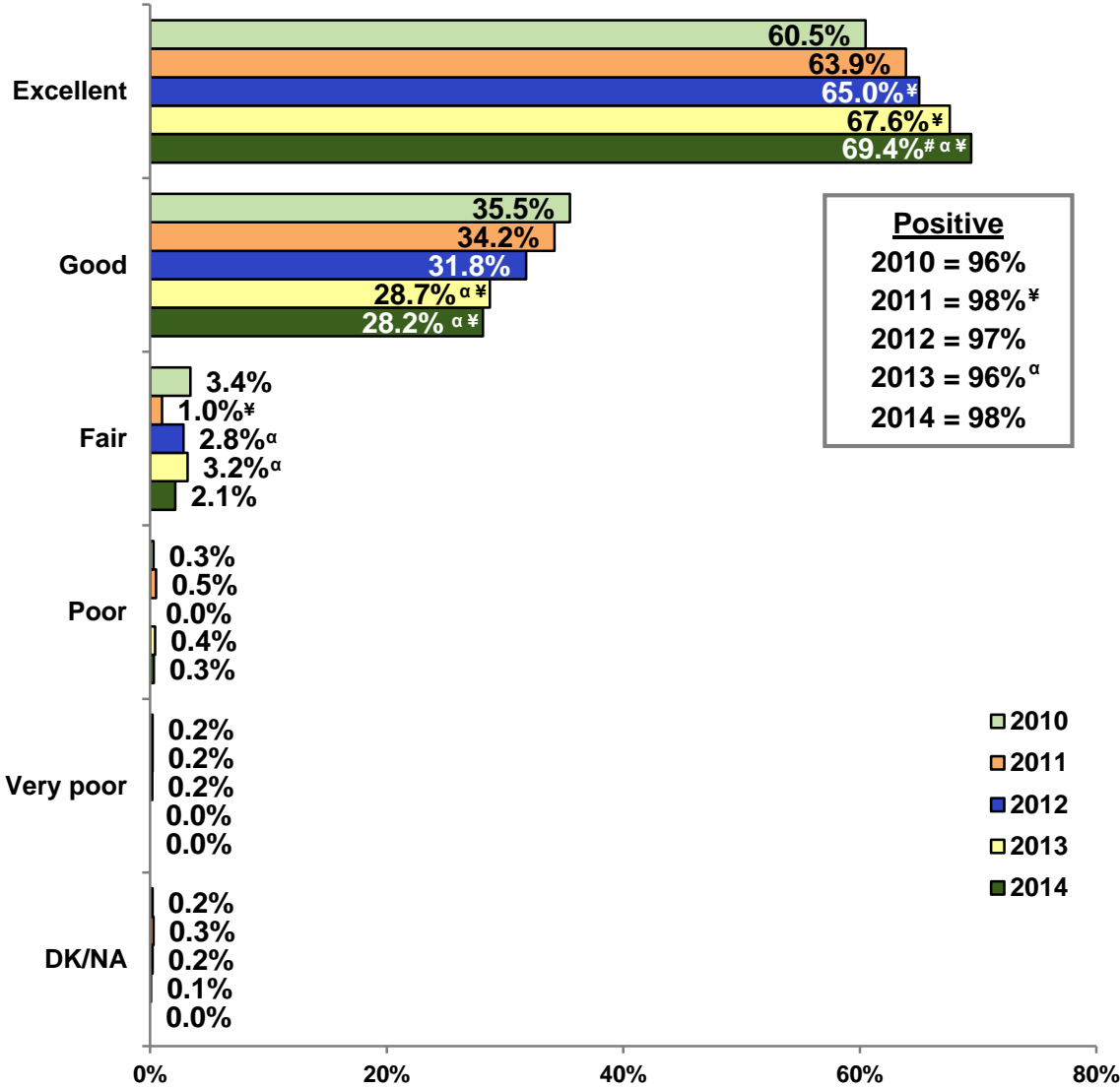


² Small cities were defined as those with a total population up to 50,000. Mid-sized cities were those with a population between 50,001 and 150,000. Large cities were those with a population of 150,001 or more.

QUALITY OF LIFE

Ninety-eight percent of residents surveyed rated the quality of life in Carlsbad as “Excellent” (69% -- statistically higher than 2010-2012), or “Good” (28% -- statistically lower than 2010-2011). Two percent rated it as “Fair” while less than one percent offered an overall negative rating.

Figure 3: Quality of Life Rating



€ Statistically significant change from 2013 (p<.05)
 # Statistically significant change from 2012
 α Statistically significant change from 2011
 # Statistically significant change from 2010

The following is an assessment of quality of life ratings by resident sub-groups.

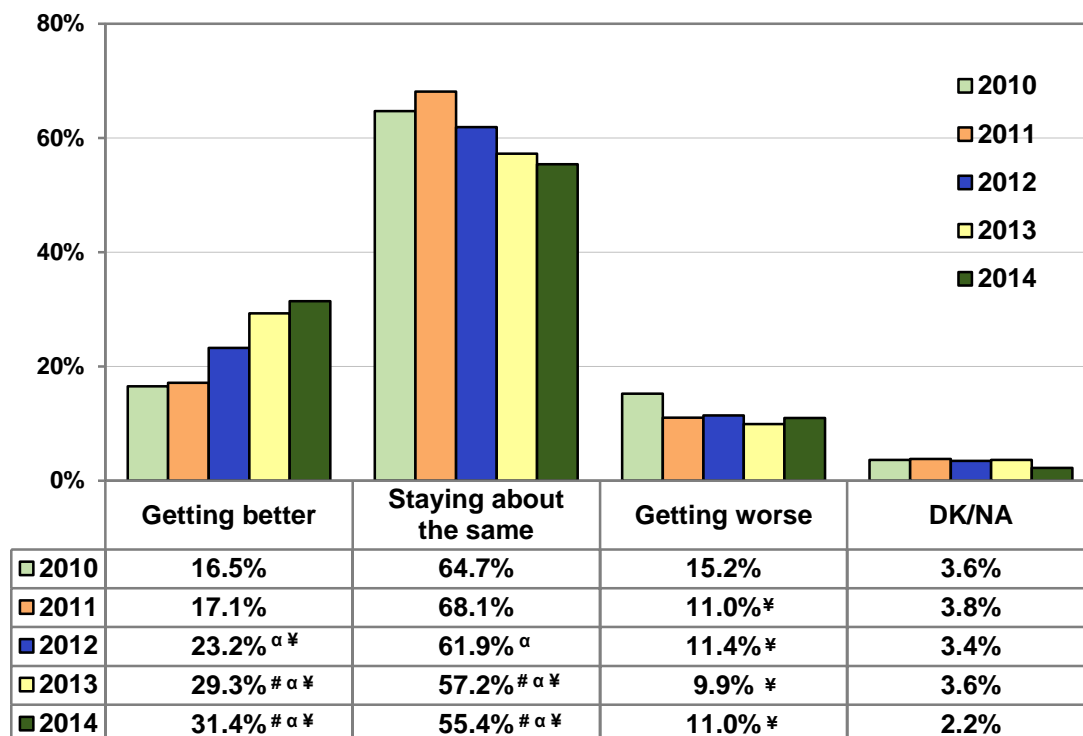
- The non-linear regression analysis showed that length of residence, zip code, and type of current home (in order of significance) were predictive of the rating of quality of life in Carlsbad.
- Given the consistently high overall quality of life ratings among sub-groups, the assessment below focuses on differences in "Excellent" ratings.
 - Residents who have lived in Carlsbad for 14 years or less were more likely to rate the quality of life as "Excellent" compared to residents who have lived in Carlsbad for 15 years or more (74% vs 63%).
 - Residents who identified as White or Caucasian were more likely to rate the quality of life as "Excellent" (73%) than those who identified as Hispanic or Latino(a) (54%) or Asian (51%).
 - Residents in zip code 92011 were the most likely to rate the quality of life in Carlsbad as "Excellent," (Excellent: 92008: 69%, 92009: 70%, 92010: 59%, 92011: 76%).
 - Residents who indicated they owned the unit in which they lived were more likely to rate quality of life as "Excellent" compared to those who said they rented (72% vs. 63%).

PERCEIVED DIRECTION

Residents were also asked whether they felt that the quality of life in Carlsbad was getting better, getting worse, or staying about the same.

The proportion of residents offering favorable ratings about the direction of the quality of life in Carlsbad has increased steadily since 2010. Thirty-one percent rated the quality of life as “Getting better” (statistically higher than 2010-2012) with 11 percent indicating that the quality of life was “Getting worse” (statistically lower than 2010). Fifty-five percent of residents felt that the quality of life in the City of Carlsbad was “Staying about the same.”

Figure 4: Quality of Life Direction



[€] Statistically significant change from 2013 (p<.05) [#] Statistically significant change from 2012

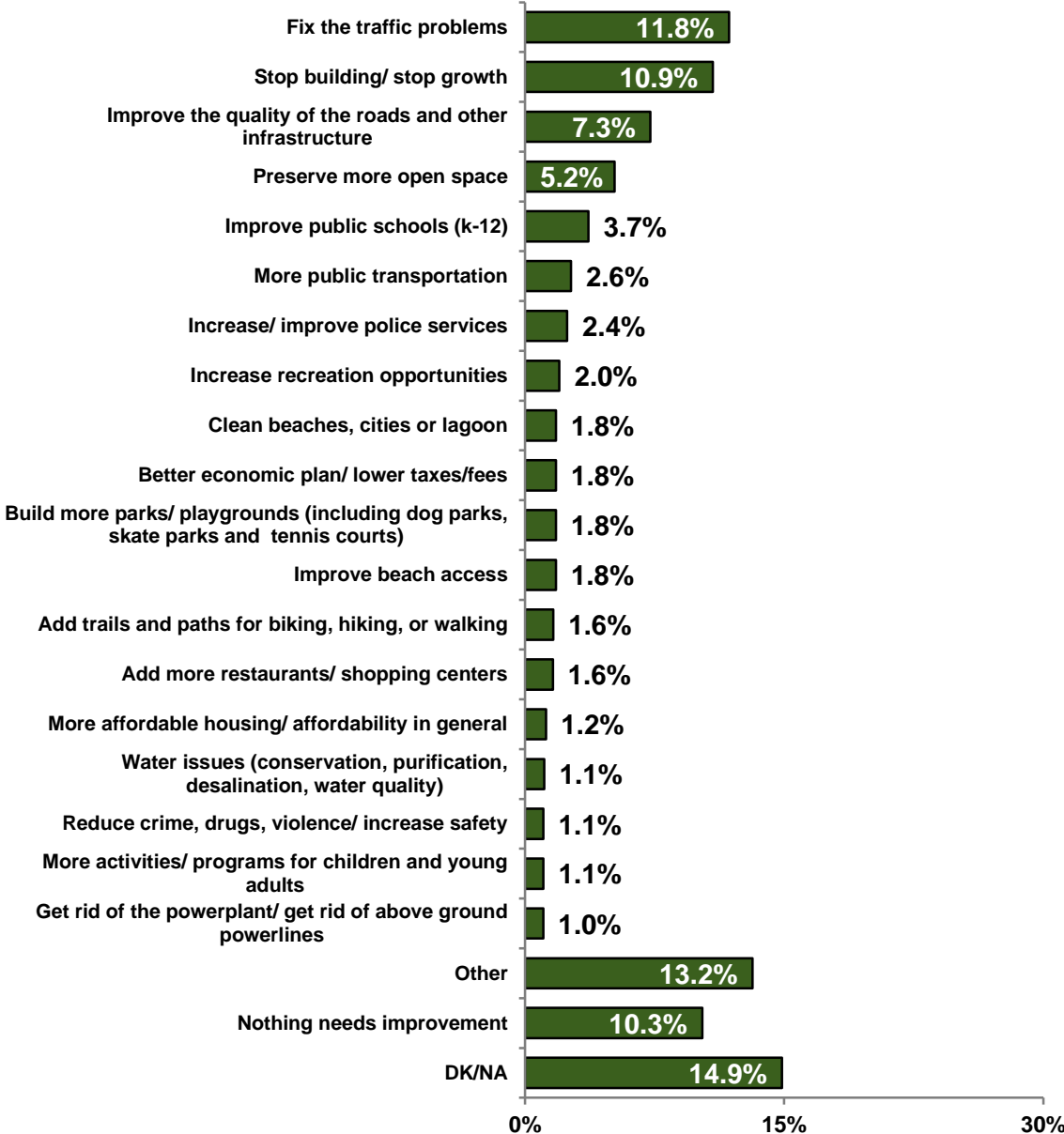
^α Statistically significant change from 2011 [‡] Statistically significant change from 2010

- Higher than average positive perceptions regarding the direction of the quality of life (31% "Getting better" across all 2014 respondents) were reported among residents who have lived in Carlsbad between 10 and 14 years (38%), those with three or more children living in their household (51%), residents who were 18 to 24 years old (38%), and those who identified as Hispanic or Latino(a) (41%).

NUMBER ONE WAY TO IMPROVE QUALITY OF LIFE

As with previous years, residents were asked to identify one way to improve the quality of life in Carlsbad. Asked in an open-ended format, one quarter of residents (25%) did not identify anything³ and no single response was cited by more than twelve percent of residents. “Fix the traffic problems” (12%) and “Stop building/ stop growth” (11%) were cited by more than ten percent of residents surveyed.

Figure 5: Number One Way to Improve Quality of Life

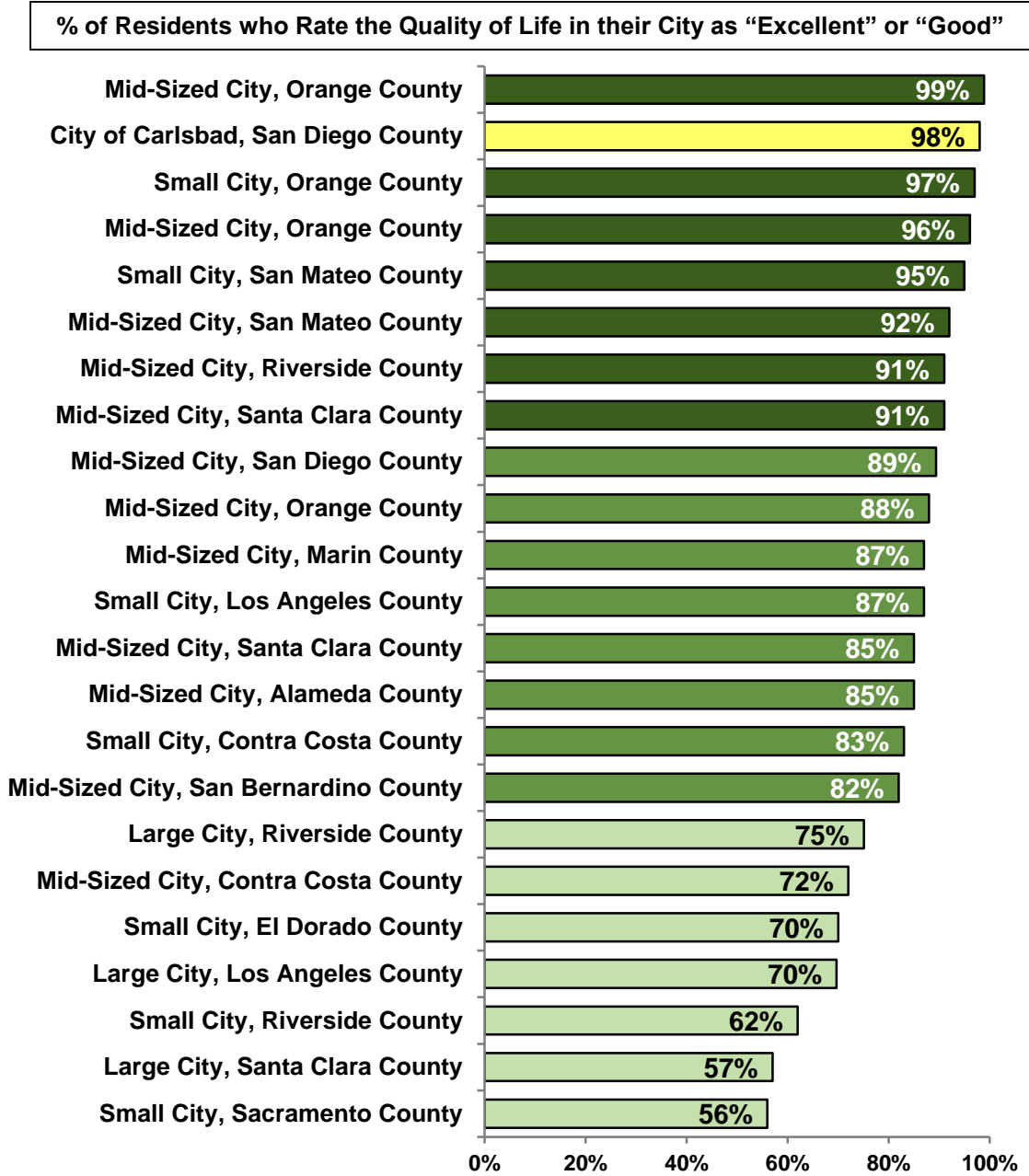


³ Response categories of “Nothing needs improvement” and “DK/NA.”

QUALITY OF LIFE – COMPARISON TO OTHER CITIES

This section displays examples of residents' quality of life ratings from cities that have conducted comparable studies within the past five years. The 98 percent quality of life rating by Carlsbad residents is similar to other survey years, and places the city firmly in the top tier.

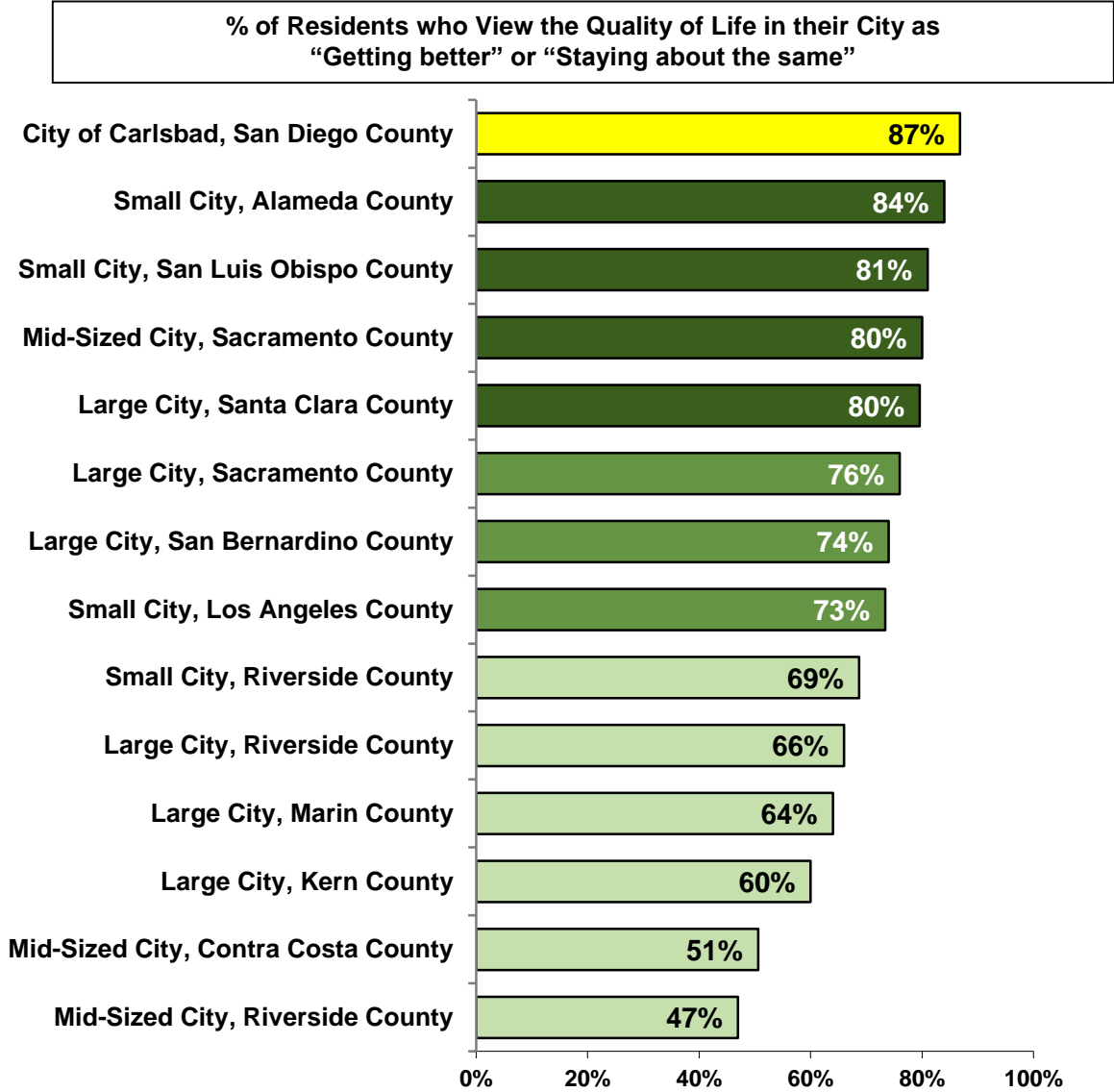
Figure 6: Quality of Life Rating – Comparison to Other Cities⁴



⁴ 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.

The figure below displays the percentage of residents who viewed the quality of life in their city as either “Getting better” or “Staying about the same.” When comparing Carlsbad to similar research studies in the state of California over the last five years, the city’s 87 percent mark places it at the top of the list.

Figure 7: Quality of Life Direction – Comparison to Other Cities⁵



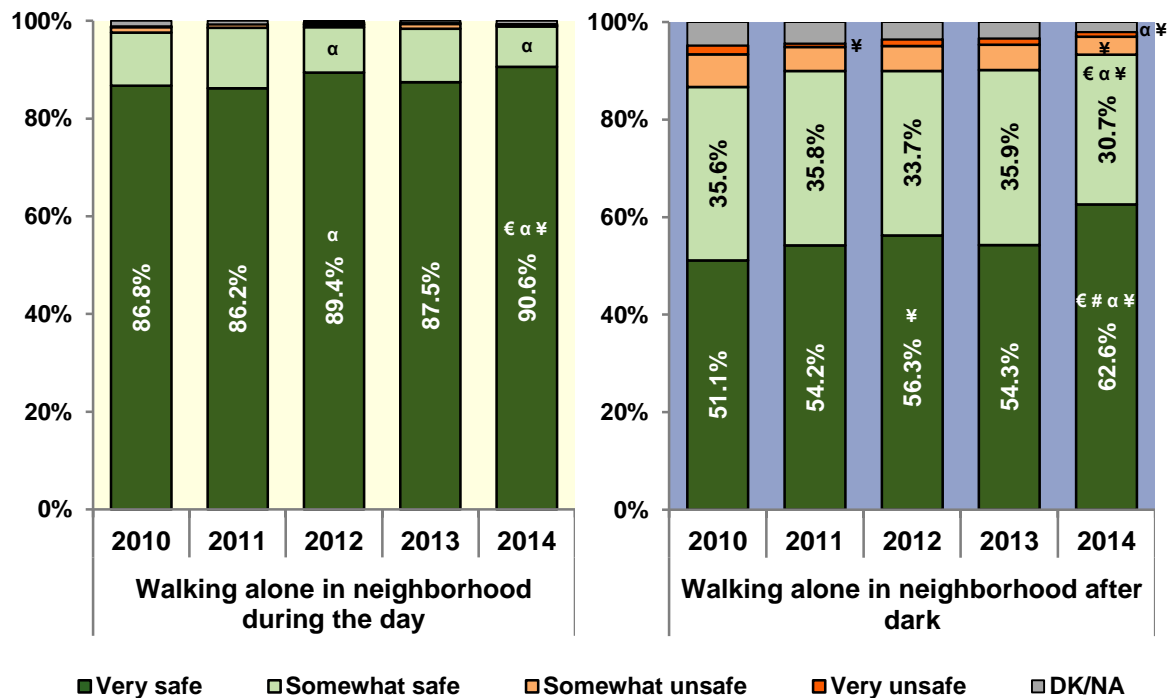
⁵ Small cities were defined as those with a total population up to 50,000. Mid-sized cities were those with a population between 50,001 and 150,000. Large cities were those with a population of 150,001 or more.

SAFETY

City of Carlsbad residents reported feeling very safe in their neighborhoods. Ninety-nine percent of residents who took part in the survey felt safe walking alone in their neighborhoods during the day (91%, “Very safe” – statistically higher than 2010-2011 and 2013) and 93 percent felt safe walking alone at night (63%, “Very safe” – statistically higher than 2010-2013). Less than one percent of surveyed residents (0.5%) indicated that they felt unsafe walking in their neighborhood during the day, while five percent (statistically lower than 2010) felt unsafe after dark.

The combined safety percentage reported by Carlsbad residents for walking alone in their neighborhood during the day (99%) was statistically consistent with the previous four survey years (2013: 98%, 2012: 99%, 2011: 99%, 2010: 98%). The combined safety percentage for residents walking alone in their neighborhood at night (93%) was statistically higher than in any of the previous four years (2013: 90%, 2012: 90%, 2011: 90%, 2010: 87%).

Figure 8: Safety in Carlsbad⁶



- € Statistically significant change from 2013 (p<.05)
- # Statistically significant change from 2012
- α Statistically significant change from 2011
- ¥ Statistically significant change from 2010

⁶ Due to space constraints, the following symbol was omitted from the chart for walking alone in neighborhood during the day: “Somewhat unsafe” was statistically lower in 2014 than 2010.

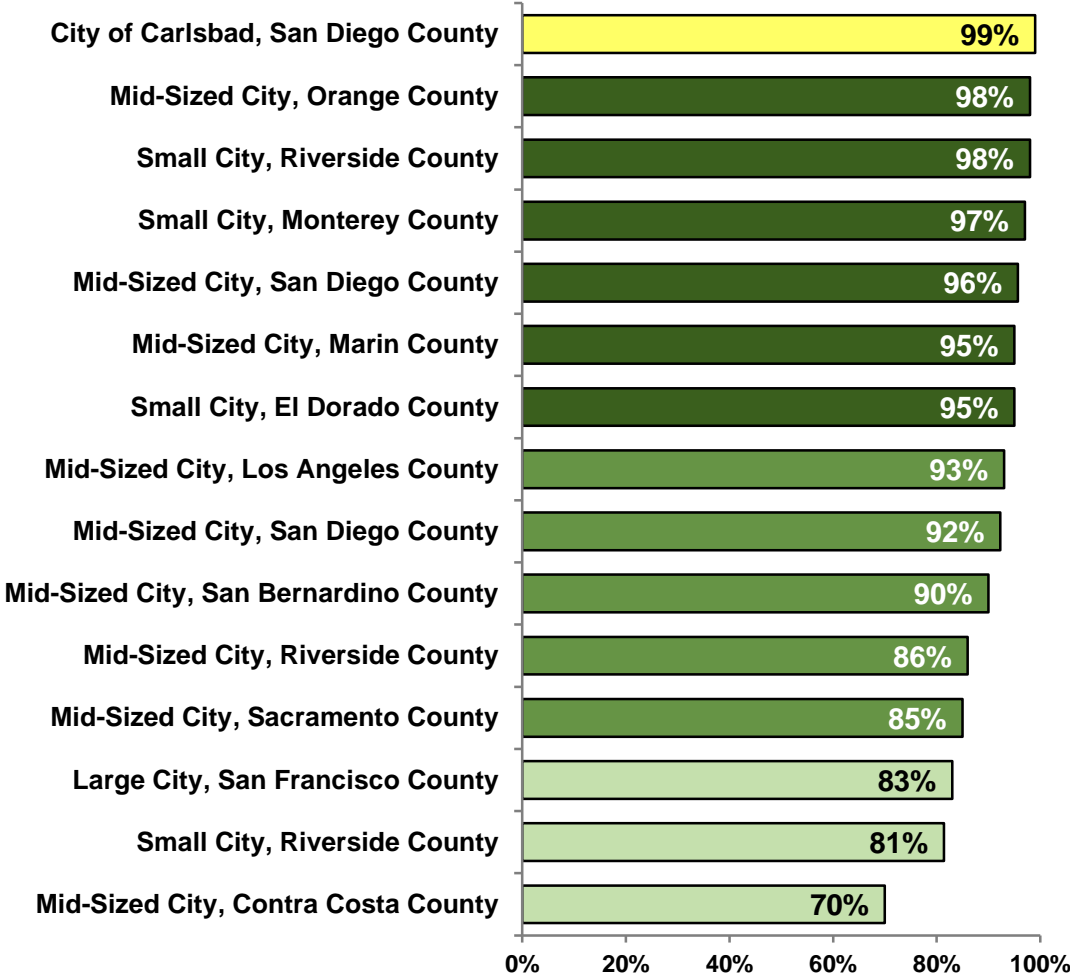


- Given the very high percentage of residents who felt safe walking alone in their neighborhoods during the day (and thereby the limited amount of differentiation among sub-groups), the focus of the sub-group analysis below is on safety walking alone after dark.
 - Female residents were more than three times as likely to feel unsafe (either somewhat or very) walking alone in their neighborhood after dark compared to male residents (7% vs. 2%).
 - Residents from 92008 were approximately twice as likely to feel unsafe (either somewhat or very) walking alone in their neighborhood after dark compared to those from Carlsbad's three other zip codes (8% vs. 4%).
- The non-linear regression analysis showed that gender and zip code (in order of significance) were predictive of how residents feel about safety walking alone in their neighborhood after dark.

SAFETY – COMPARISON TO OTHER CITIES

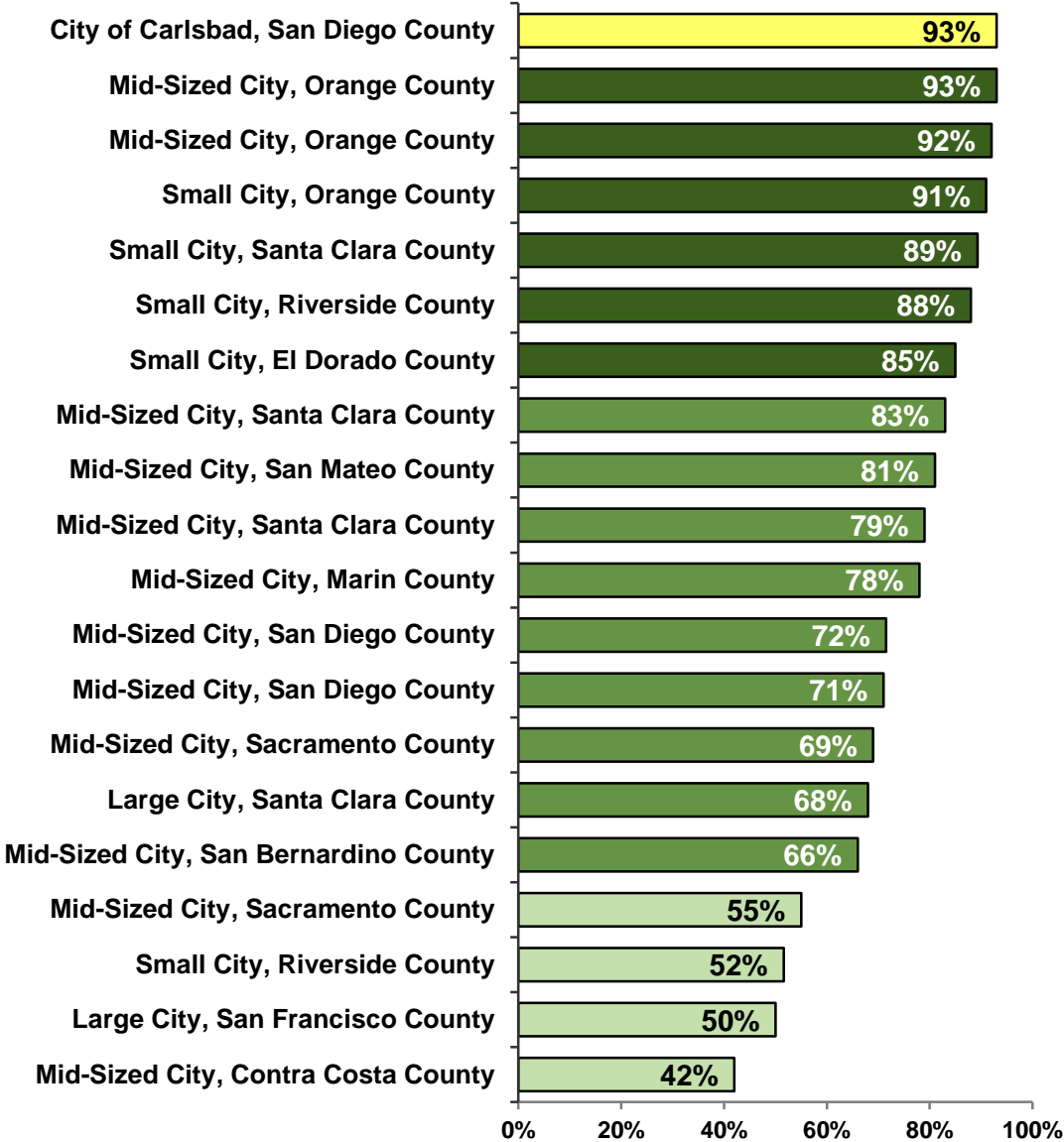
The figure below shows examples of residents’ feelings of safety walking alone in their neighborhoods during the day in cities throughout the state that have conducted comparable studies within the past five years. Carlsbad residents rate safety walking in their neighborhood during the day higher than other cities that were examined.

Figure 9: Safety Walking Alone During the Day – Comparison to Other Cities



Carlsbad also tops the safety ratings residents place on walking alone in their neighborhood after dark. The position of this rating in the top tier is consistent with previous years.

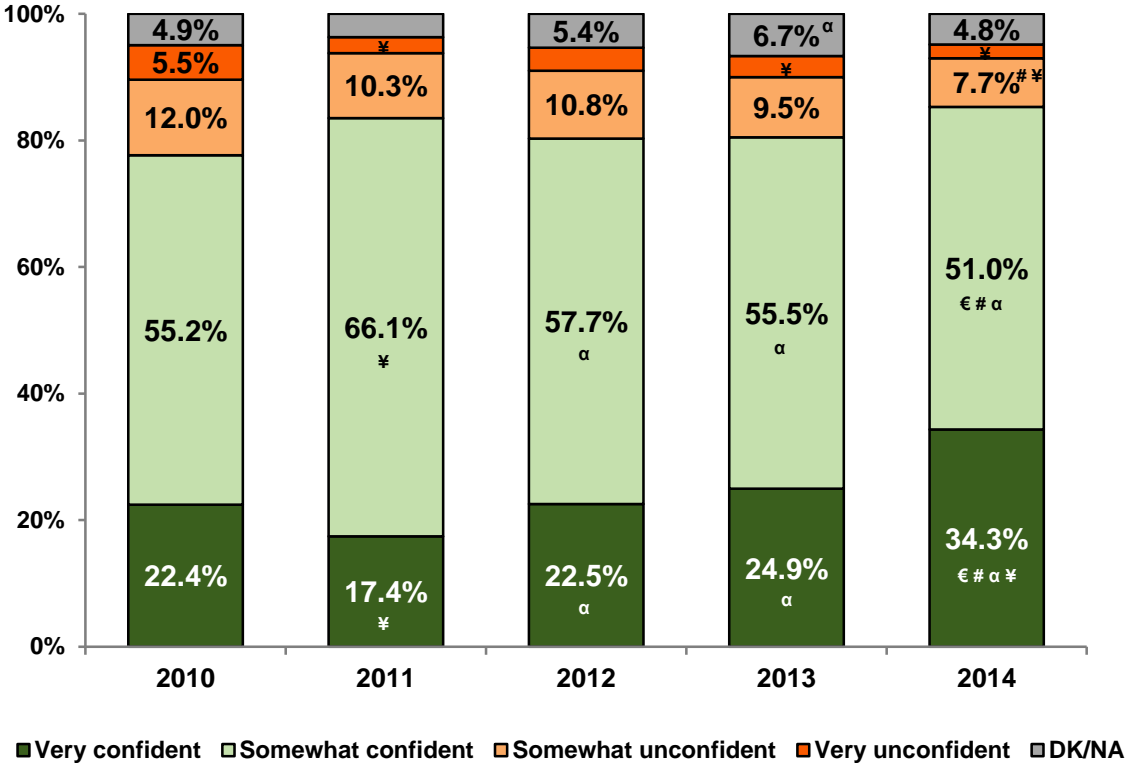
Figure 10: Safety Walking Alone After Dark – Comparison to Other Cities



CONFIDENCE IN CITY GOVERNMENT

Thirty-four percent of residents reported that they were “Very confident” in Carlsbad city government to make decisions that positively affect the lives of community members, which was statistically higher than each of the previous four years (2013: 25%, 2012: 23%, 2011: 17%, 2010: 22%). The proportion of residents who were “Very confident” in city government this year represents a nearly 10 percentage point increase over the previous year (2013). Overall confidence (85%) was statistically higher than in 2010 and 2011-2012.

Figure 11: Confidence in City Government to Make Decisions



€ Statistically significant change from 2013 (p<.05)
 # Statistically significant change from 2012
 α Statistically significant change from 2011
 ‡ Statistically significant change from 2010



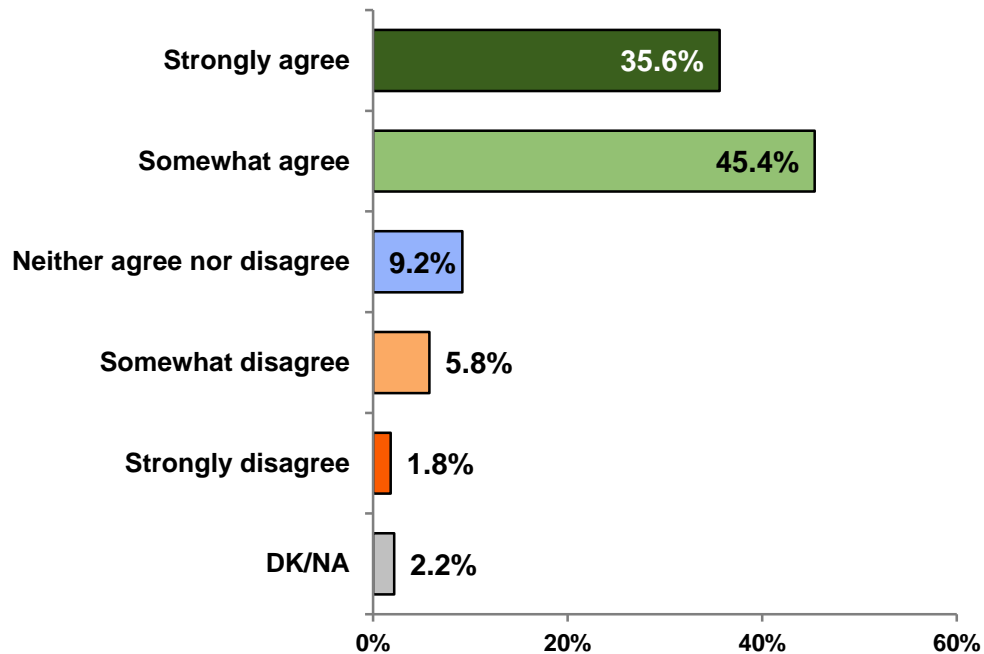
The following is an assessment of confidence in city government by sub-groups.

- The non-linear regression analysis showed that length of residence was predictive of the confidence in the Carlsbad city government to make decisions that positively affect the lives of its community members.
- While there was no discrepancy in overall confidence among length of residence groups, residents who have lived in Carlsbad for 15 years or more were less likely to say they were “Very confident” in Carlsbad city government.
- Although there was no difference in overall confidence by age group, residents 65 years and older were the most likely to report being “Very confident” in Carlsbad city government to make decisions that positively affect the lives of its community members.
- Residents who identified with a Carlsbad neighborhood (87%) or HOA (90%) were more likely to express confidence in Carlsbad city government to make decisions that positively affect the lives of community members than those that said they lived in “just Carlsbad” (74%).
- Residents in zip code 92011 (90%) reported higher confidence than those in 92008 (82%), 92009 (85%), or 92010 (86%).

CITY SPENDING

For the first time, in 2014 residents were asked about their agreement with the statement “Thinking about the services and facilities provided by the City of Carlsbad, I feel like I am getting my money’s worth for my city tax dollars.” Just over four-in-five surveyed residents (81%) indicated some level of agreement with the previous statement about city spending (36%, “Strongly agree” and 45%, “Somewhat agree”). Less than ten percent of respondents said that they either “Somewhat disagree” (6%) or “Strongly disagree” (2%) with the same statement.

Figure 12: Agreement that Residents are Getting Their Money’s Worth for their City Tax Dollars

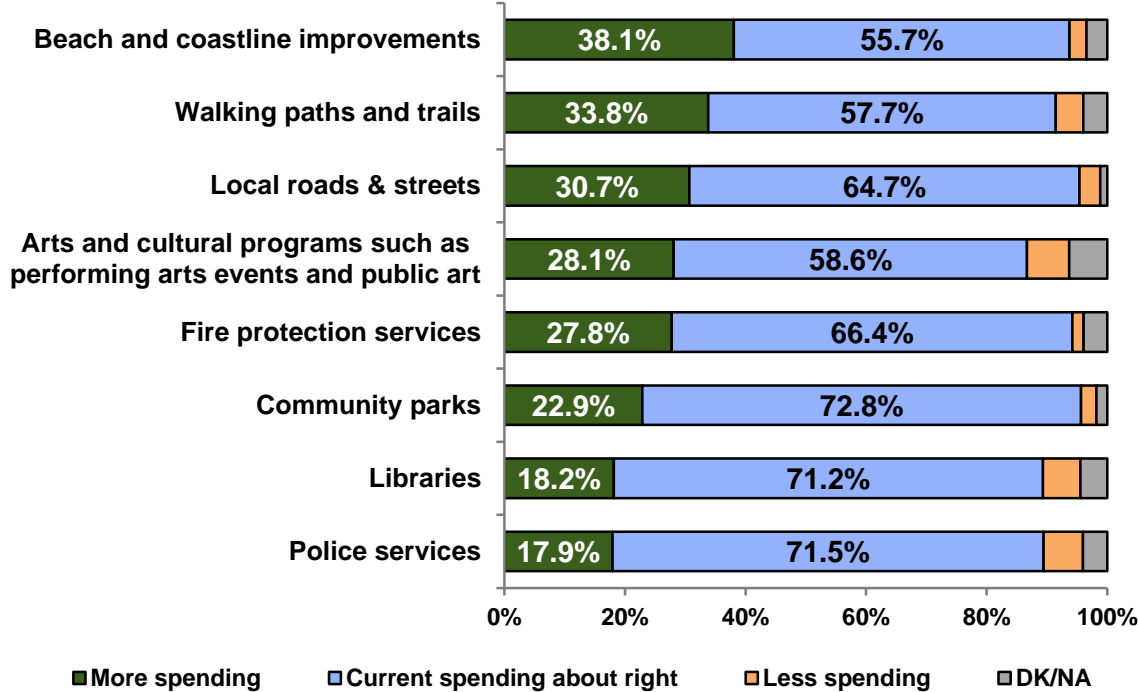


The following is an assessment of agreement with the value of city tax dollars by resident sub-groups.

- A higher than average rating of “Strongly agree” regarding the value received for city tax dollars (36% across all 2014 respondents) was reported among residents who were 65 years or older (46%).
- The non-linear regression analysis showed that age was predictive of the levels of agreement with the statement “Thinking about the services and facilities provided by the City of Carlsbad, I feel like I am getting my money’s worth for my city tax dollars.”

As a follow-up question, residents were then asked about spending levels for specific services, programs and projects funded by the City of Carlsbad. The majority of residents surveyed felt that the current spending was about right for each of city funded items. This question was not open ended. Instead, city staff identified the areas to test based on current and planning projects, as well as the core value identified in the Carlsbad Community Vision. Over one-third of respondents indicated that the city should spend more on “Beach and coastline improvements” (38%) and “Walking paths and trails” (34%).

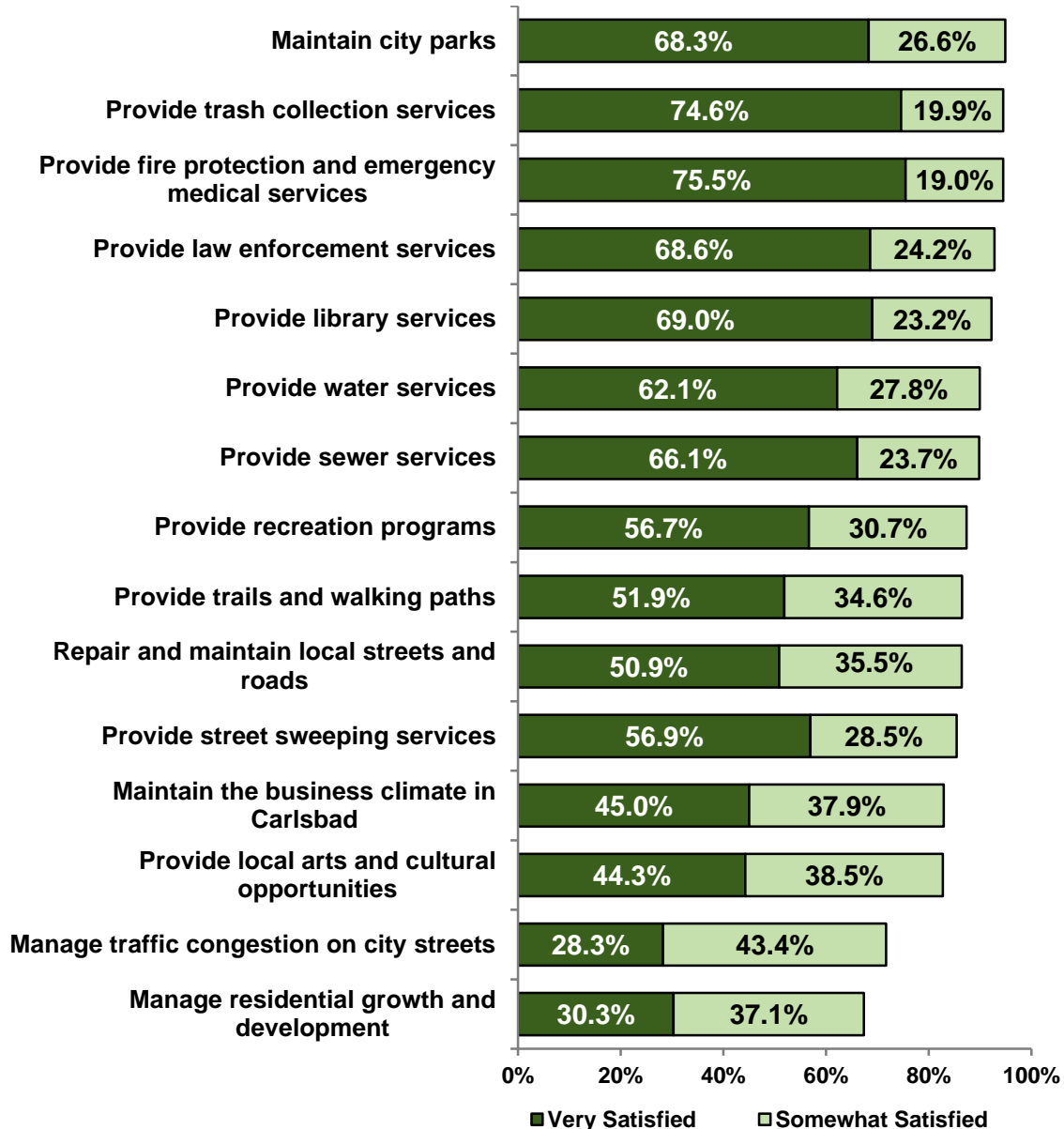
Figure 13: Resident Opinion for City Spending



SATISFACTION WITH SPECIFIC CITY SERVICES

Over 90 percent of residents who provided an opinion were satisfied with the city's efforts to "Maintain city parks" (95%), "Provide trash collection services" (95%), "Provide fire protection and emergency medical services" (94%), "Provide law enforcement services" (93%), and "Provide library services" (92%).

Figure 14: Satisfaction with Specific Services⁷



⁷ Due to higher than average percentages of "Don't know/ no answer" responses for many items, those responses were filtered out of the analysis for this series. The high percentages are likely due to residents' lack of direct experience with those specific services (refer to Appendix B for full breakdown of responses).

The table below shows the overall percentage of residents satisfied, neither satisfied nor dissatisfied, and dissatisfied with the city's efforts in each area, ordered by satisfaction ranking.

Table 1: Satisfaction with Specific Services

Satisfaction with the city's efforts to...	Satisfied	Neither	Dissatisfied	Satisfaction Rank
Maintain city parks	94.9%	2.3%	2.8%	1
Provide trash collection services	94.5%	2.3%	3.2%	2
Provide fire protection and emergency medical services	94.5%	3.6%	1.9%	3
Provide law enforcement services	92.8%	3.4%	3.7%	4
Provide library services	92.2%	5.1%	2.6%	5
Provide water services	90.0%	4.6%	5.5%	6
Provide sewer services	89.8%	7.6%	2.6%	7
Provide recreation programs	87.3%	8.2%	4.5%	8
Provide trails and walking paths	86.5%	5.4%	8.1%	9
Repair and maintain local streets and roads	86.4%	3.7%	9.8%	10
Provide street sweeping services	85.4%	8.8%	5.7%	11
Maintain the business climate in Carlsbad	82.9%	9.0%	8.1%	12
Provide local arts and cultural opportunities	82.8%	10.6%	6.6%	13
Manage traffic congestion on city streets	71.7%	6.2%	22.1%	14
Manage residential growth and development	67.3%	9.3%	23.3%	15
Average across items	87.4%	6.0%	7.4%	

The three charts on the following pages display satisfaction with the city's efforts to provide each service over the past five years.⁸ They are presented in descending order according to total satisfaction in 2014. Six of the 15 services experienced a statistically significant change in total satisfaction in 2014 compared with at least one previous survey year (changes are marked and described in the text).

The highest satisfaction for a city service was afforded to Carlsbad's efforts to "Maintain city parks" (95%), which was statistically similar to the previous four years (2013: 95%, 2012: 95%, 2011: 95%, 2010: 96%), and the city's efforts to "Provide trash collection services" (95%). Including the two mentioned previously, four additional specific services attained at least 90 percent satisfaction; "Provide fire protection and emergency medical

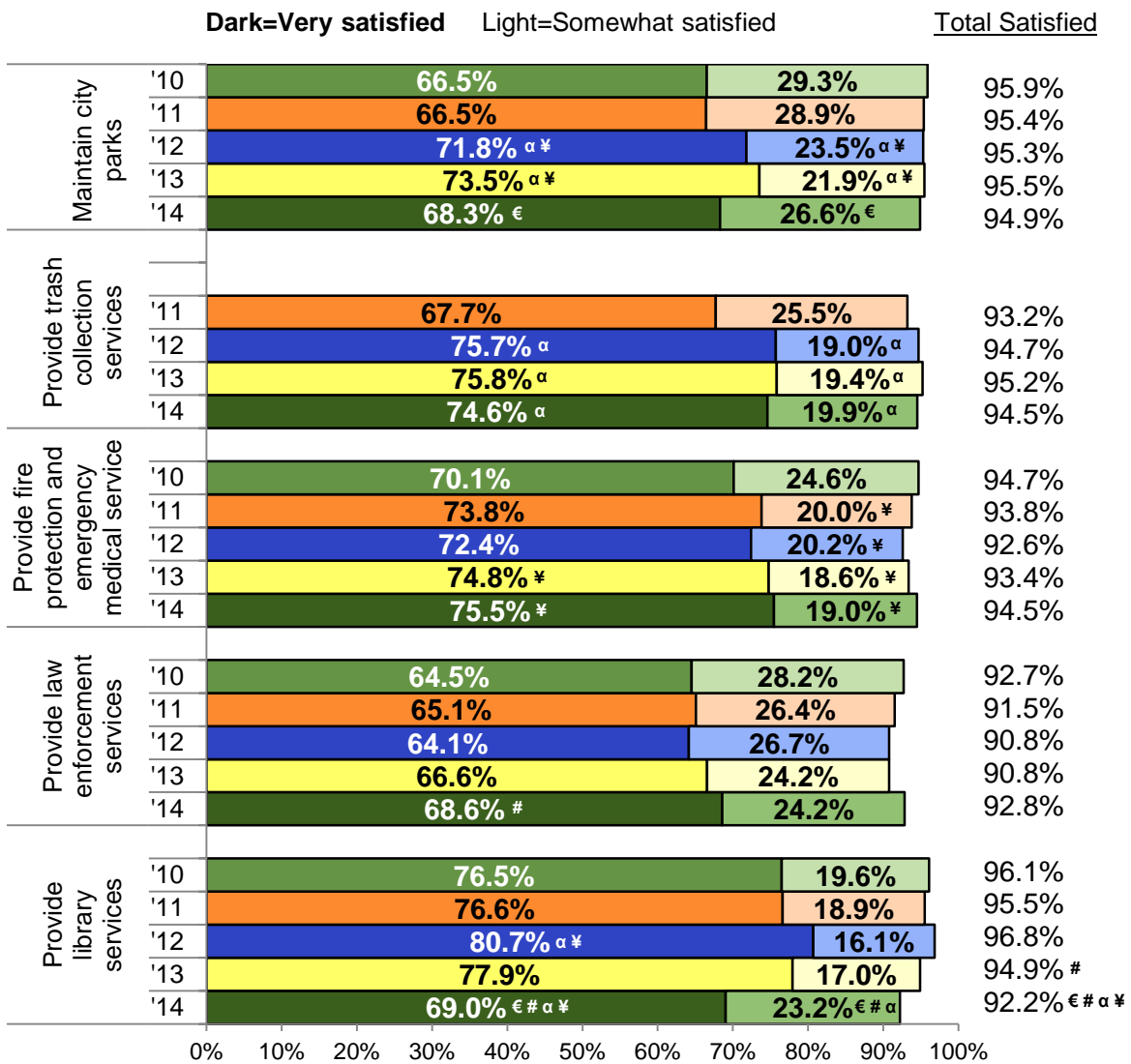
⁸ Due to rounding, the percentage "Total satisfied" displayed may not exactly equal the percentage "Very satisfied" plus "Somewhat satisfied."

services” (94%), “Provide law enforcement services” (93%), “Provide library services” (92%), and “Provide water services” (90%).

The total proportion of residents who said they were “Very satisfied” with the city’s efforts to “Provide fire protection and emergency medical services” (75% - statistically higher than 2010) and “Provide law enforcement services” (69% - statistically higher than 2010) reached their highest levels in 2014.

Overall satisfaction for the city’s efforts to “Provide library services” was statistically lower than the levels reported from 2010-2013, partially due to the proportion of residents who were “Neither satisfied nor dissatisfied” (5%).

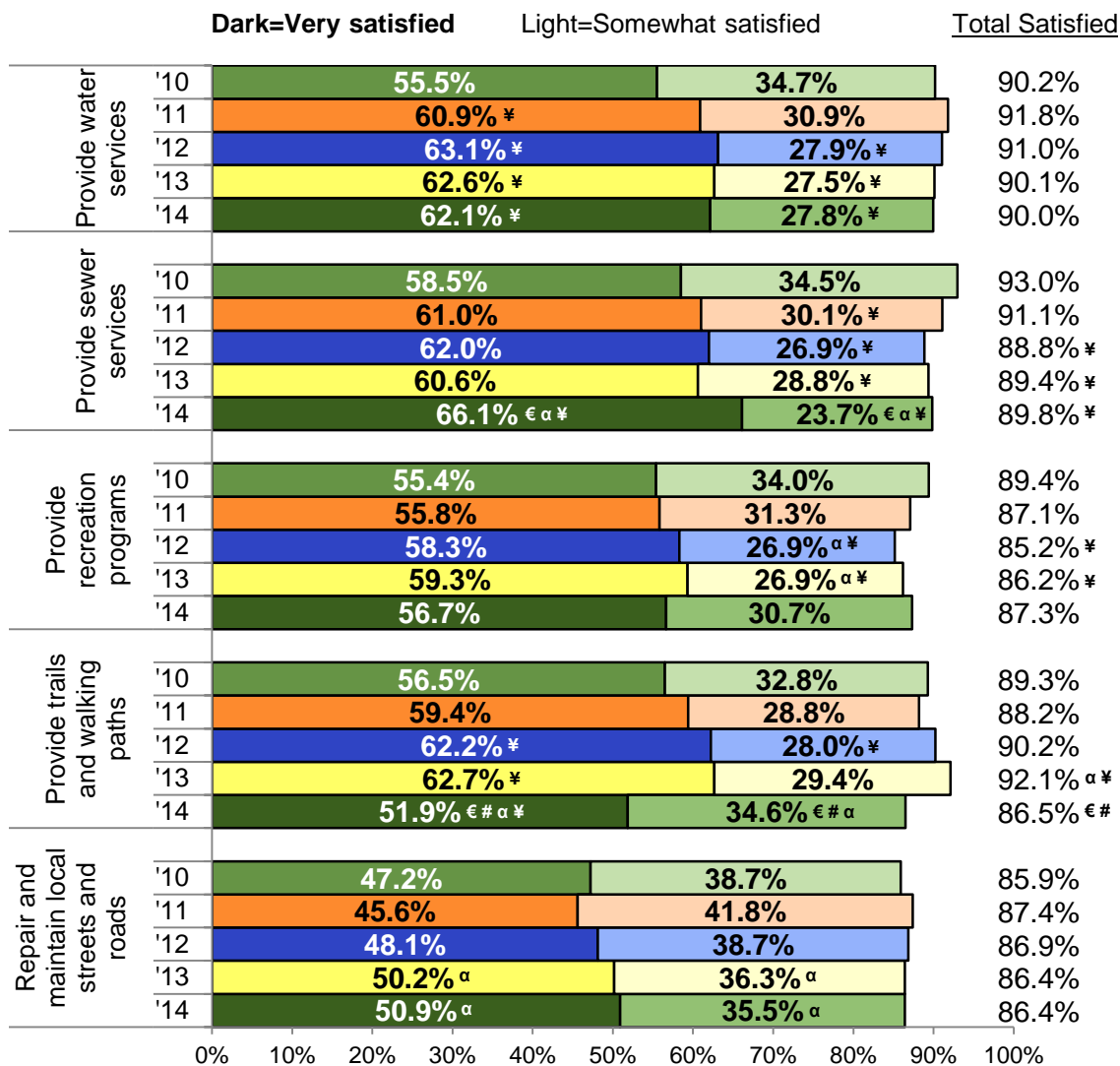
Figure 15: Satisfaction with Specific Services by Year: Part 1



€ Statistically significant change from 2013 (p<.05)
 # Statistically significant change from 2012
 α Statistically significant change from 2011
 ¥ Statistically significant change from 2010

Among those who provided an opinion, resident satisfaction with the city's efforts to “Provide sewer services” was statistically lower than overall satisfaction in 2010, despite the statistically higher proportion of residents who said they were “Very satisfied” when measured against 2010, 2011 and 2013. Overall satisfaction for Carlsbad’s efforts to “Provide trails and walking paths” was statistically lower when compared to the survey years 2012 and 2013.

Figure 16: Satisfaction with Specific Services by Year: Part 2



€ Statistically significant change from 2013 (p<.05)

Statistically significant change from 2012

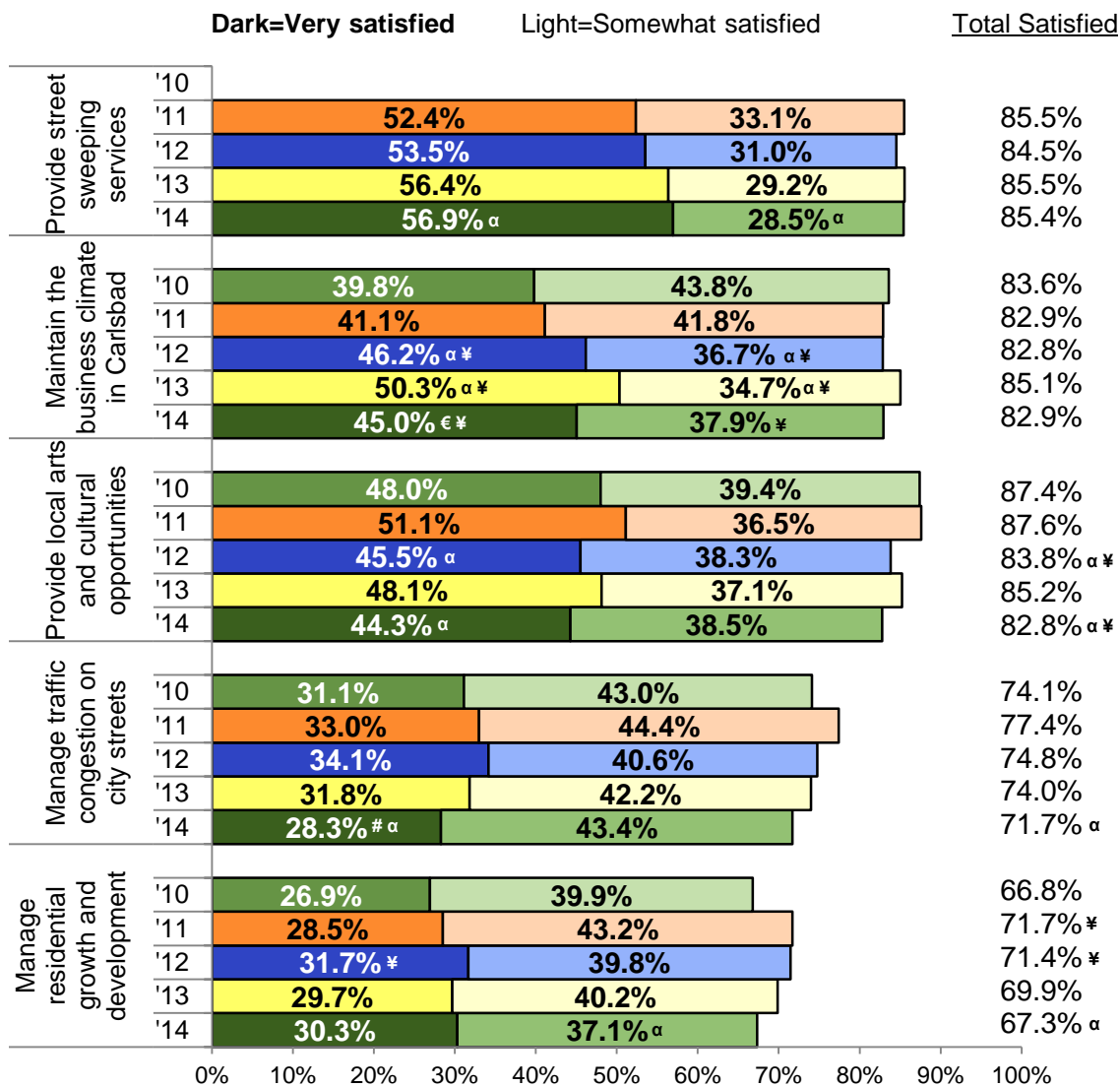
α Statistically significant change from 2011

¥ Statistically significant change from 2010

Overall satisfaction with the city’s efforts to “Provide local arts and cultural opportunities” was statistically lower than satisfaction in 2010 and 2011, while the levels for “Manage traffic congestion on city streets” and Manage residential growth and development” were statistically lower than 2011.

The proportion of residents who were “Very satisfied” with the city’s efforts to provide street sweeping services reached its highest level in 2014 (57%), which was statistically higher than 2011.

Figure 17: Satisfaction with Specific Services by Year: Part 3

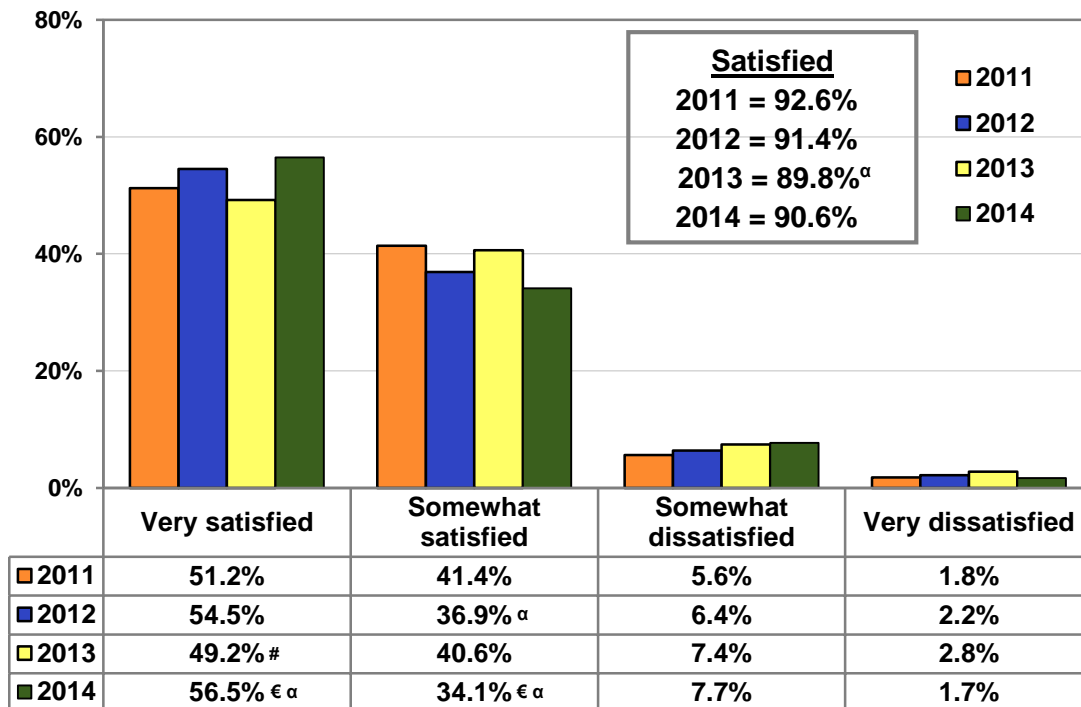


€ Statistically significant change from 2013 (p<.05)
 # Statistically significant change from 2012
 α Statistically significant change from 2011
 ‡ Statistically significant change from 2010

SATISFACTION WITH CITY-RESIDENT COMMUNICATION

Ninety-one percent of residents are satisfied with the city’s efforts to provide information to residents through its website, newsletters, water bill inserts, and related sources of information. Overall satisfaction was statistically similar to 2011-2013, and those that indicated that they were “Very satisfied” was statistically higher than 2011 and 2013.

Figure 18: Satisfaction with City-Resident Communication⁹



- € Statistically significant change from 2013 (p<.05)
- # Statistically significant change from 2012
- α Statistically significant change from 2011

⁹ Wording of this question changed slightly in 2011. As such, previous years’ data are not displayed.

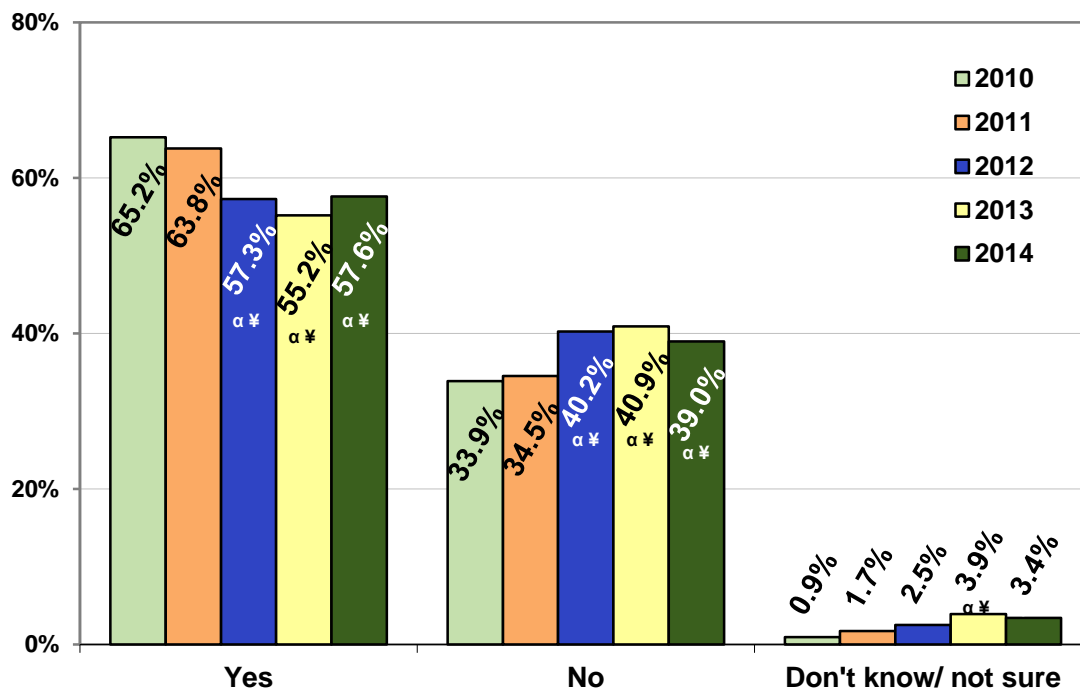
The following is an assessment of satisfaction with city-resident communication with by resident sub-groups.

- The non-linear regression analysis showed that gender and length of residence (in order of significance) were predictive of the level of satisfaction with the city's efforts to provide information to residents through its website, newsletters, water bill inserts and related sources of information.
- Residents who were between the ages of 45 and 54 were more likely to be satisfied than average with the city's efforts to provide information to residents through its website, newsletters, water bill inserts, and related sources of information (91% vs. 86%).
- Female residents were more likely to be very satisfied or just satisfied (either very or somewhat) with the city's efforts to provide information compared to males (very satisfied 60% vs. 47% or satisfied 88% vs. 83%).

PREVENTING POLLUTION OF CREEKS, LAGOONS, AND OCEAN

The proportion of Carlsbad residents who said they were informed about preventing water pollution was consistent with the last two years, but statistically lower than 2010-2011. Fifty-eight percent of respondents in 2014 had seen or heard information in the past year about how residents can prevent the pollution of local creeks, lagoons, and the ocean. Nearly two out of every five residents surveyed indicated that they had not seen or heard any information over the previous year.

Figure 19: Informed about Preventing Water Pollution



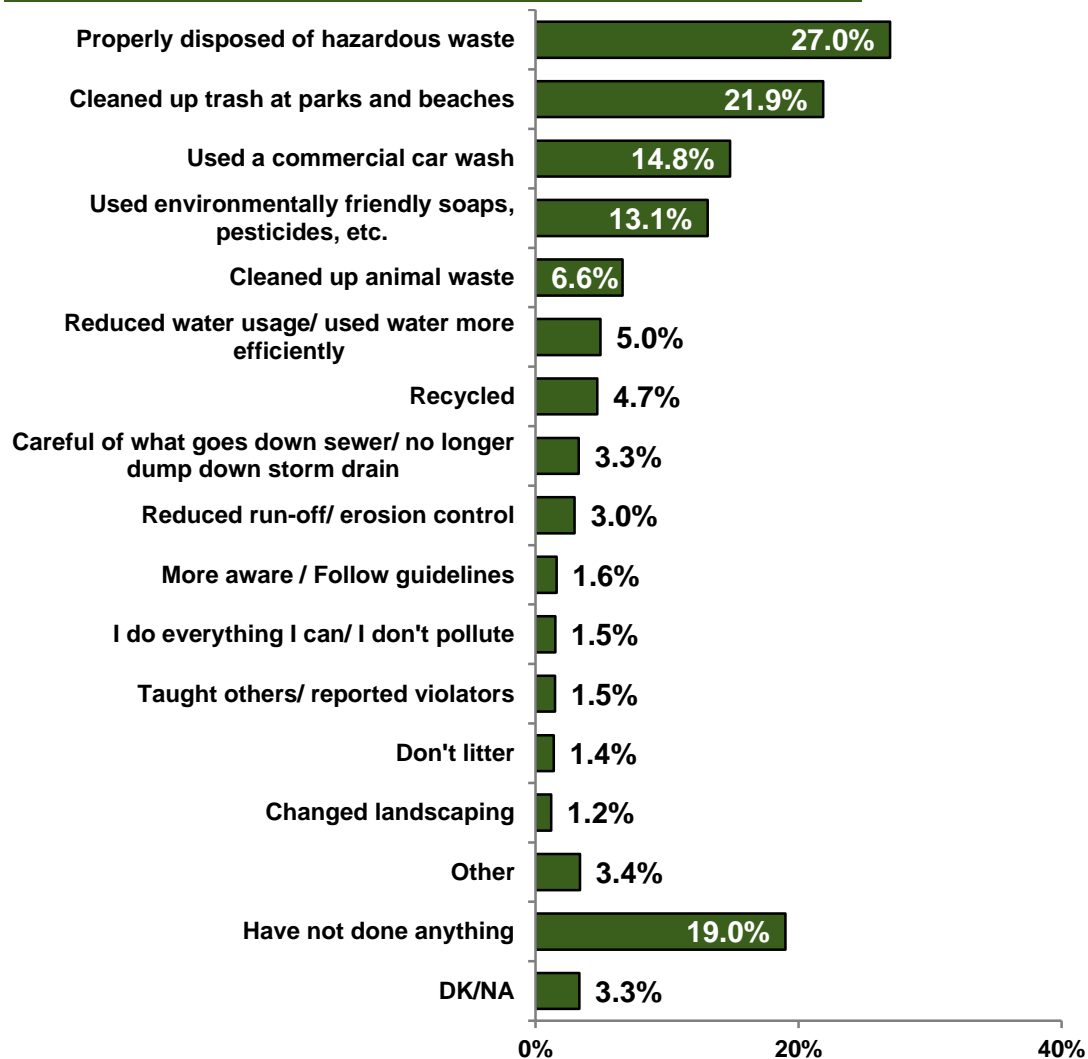
- € Statistically significant change from 2013 (p<.05)
- # Statistically significant change from 2012
- α Statistically significant change from 2011
- * Statistically significant change from 2010

ACTION BASED ON INFORMATION

As with previous years, 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. Consistent with the past three years, more than one out of five respondents to this follow-up question indicated that they had not done anything or declined to state.

Regaining the top spot that it held in 2012, properly disposing of hazardous waste was reported by over one quarter of residents who were asked (27%). Twenty-two percent of respondents indicated that they had cleaned up trash at parks and beaches, 15 percent used a commercial car wash, and 13 percent used environmentally friendly soaps, pesticides, etc.

Figure 20: Action Taken Based on Pollution Prevention Information (n=578)¹⁰

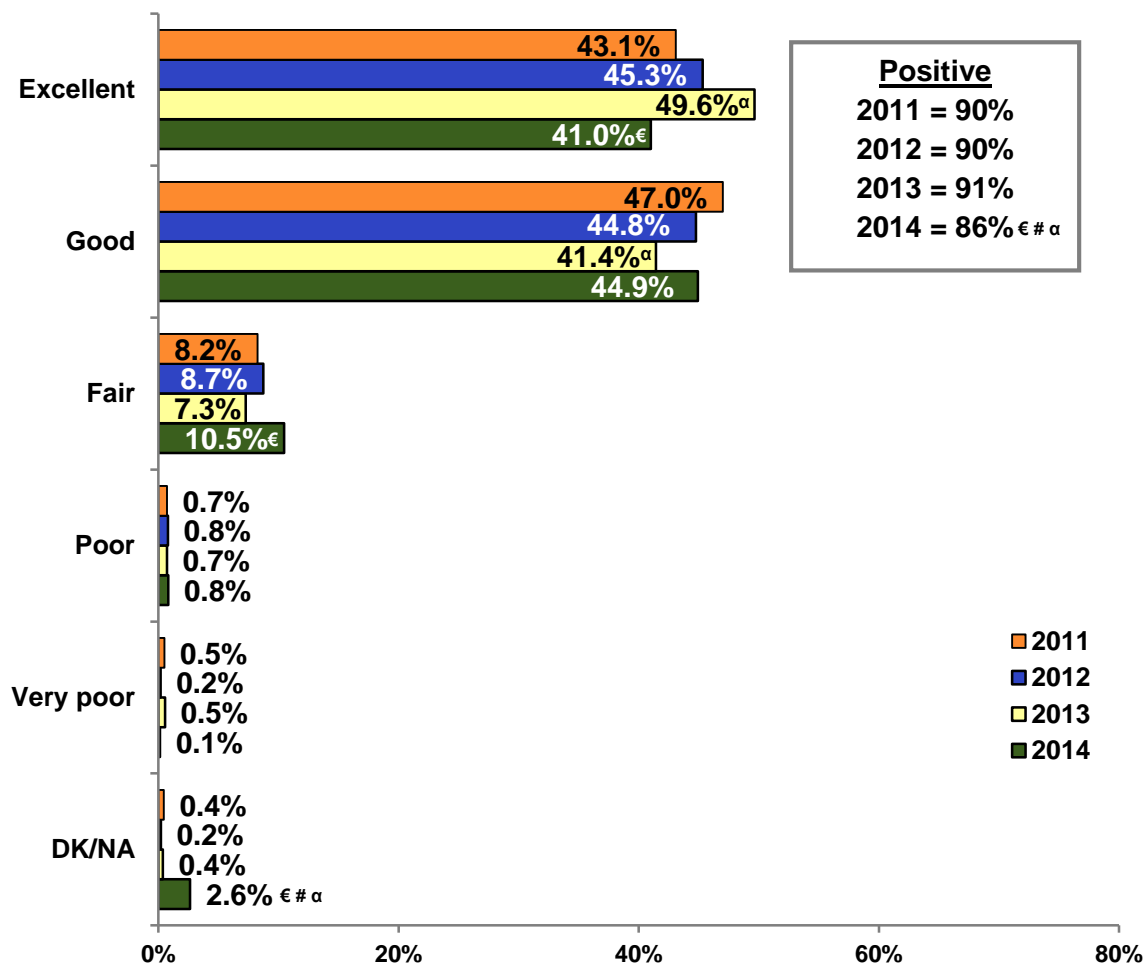


¹⁰ Multiple responses permitted; the percentages in the figure total more than 100 percent. Categories with less than one percent were combined into "Other" (see Appendix B for full breakdown).

EXPERIENCE VISITING THE CARLSBAD VILLAGE

Ninety-four percent of residents said that they visit the Downtown Village at least once a month, with under half (49%) indicating that they visited at least once a week or more.¹¹ Eighty-six percent of residents who were asked rated their experience visiting Carlsbad Village as positive, which was statistically lower than the previous three years (2013: 91%, 2012: 90%, 2011: 90%). Breaking down the positive assessment, 41 percent rated it as an “Excellent” experience (statistically lower than 2013) and 45 percent recalled that it was a “Good” experience. Ten percent of residents who had visited the Downtown Village offered a “Fair” rating of their experience, which was statistically higher than last year.

Figure 21: Experience Visiting Carlsbad Village (n=1,001)



€ Statistically significant change from 2013 (p<.05)

Statistically significant change from 2012

α Statistically significant change from 2011

¹¹ Wording of this question changed slightly in 2011 to focus on a typical month. As such, previous years' data are not displayed.

The following section examines use and perceptions regarding Carlsbad's Downtown Village by resident sub-groups.

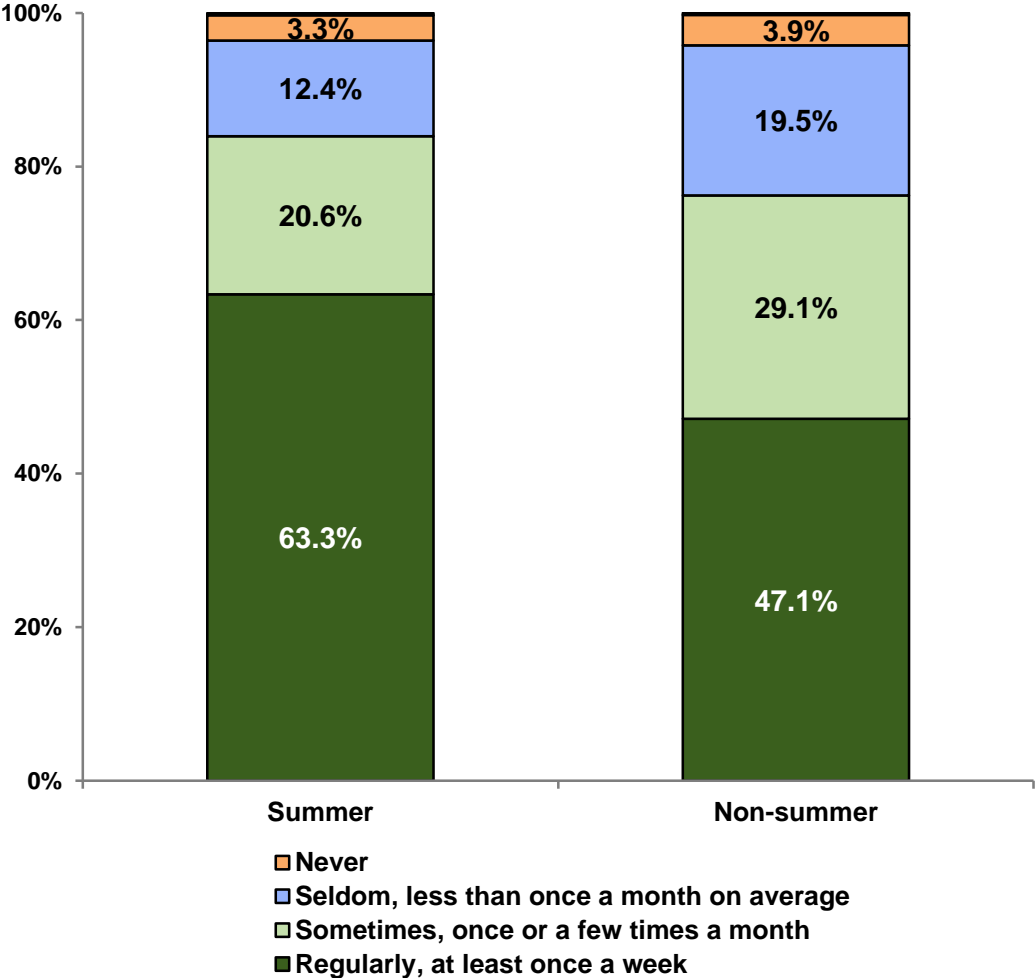
- The non-linear regression analysis showed that age and zip code (with equal significance) were predictive of the rating of resident's experience while visiting Carlsbad's downtown village.
- Residents who have lived in Carlsbad for four years or less were less likely to visit the Village at least once a month (88%).
- Sixty percent of residents who rent the unit in which they live regularly visited the Village as compared to 45 percent of residents who own their place of residence. Renters were also more likely than owners to rate their experience as "Excellent" (48% vs. 38%).
- Residents who live in apartments were more likely to regularly visit the Village compared to those who live in a single family detached home (57% vs. 44%). Apartment dwellers were also more likely than single family detached home residents to rate their experience visiting the village as excellent (56% vs. 37%).
- Residents of zip code 92009 were the least likely to report visiting the Village in a typical month (92008: 98%, 92009: 87%, 92010: 98%, 92011: 97%). While residents of 92008 were the most likely to rate their experience visiting the village as "Excellent" (51% vs. 37% for other zip codes).

COASTAL IMPROVEMENTS

Residents were asked about their usage and priorities related to Carlsbad’s beaches and coastline. This group of questions is meant to provide a better understanding of what residents would like to see along Carlsbad’s coast.

The initial questions in the coastal improvements section asked residents how often they visit Carlsbad’s coastline or beaches. Almost two-thirds (63%) of adult residents visit Carlsbad’s beaches or coastline at least once a week during the summer months¹², with an additional 21 percent visiting at least a few times a month. During non-summer months, almost half of residents (47%) visit the city’s beaches or coastline at least once a week.

Figure 22: Beaches or Coastal Usage in Summer & Non-Summer Months



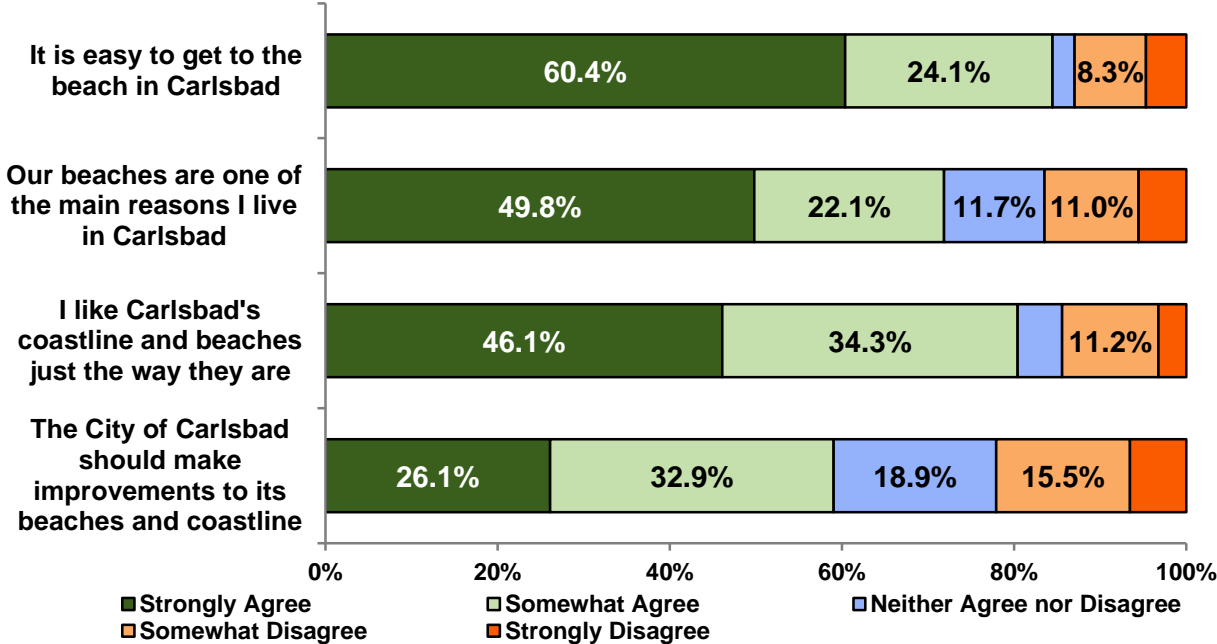
¹² If participants asked about summer months, they were defined as June, July and August. If asked non-summer months were defined as January, February, March, April, May, September, October, November and December.

Resident usage of Carlsbad's coast during the summer months is a relatively high, over 50 percent regular usage, among most resident sub-groups. Usage of Carlsbad's coast during non-summer months is more varied;

- Where residents live in Carlsbad appears to have some impact on the likelihood of whether they regularly visit Carlsbad's coast in non-summer months;
 - 62% of adult residents in 92008 regularly visit the beach or coastline
 - 51% of adult residents in 92010 regularly visit the beach or coastline
 - 48% of adult residents in 92011 regularly visit the beach or coastline
 - 35% of adult residents in 92009 regularly visit the beach or coastline
- Residents age reveals some differences on the likelihood of regularly visiting Carlsbad's coast in non-summer months;
 - 30% of residents 18 to 24 years of age regularly visit the beach or coastline
 - 49% of residents 25 to 34 years of age regularly visit the beach or coastline
 - 49% of residents 35 to 44 years of age regularly visit the beach or coastline
 - 54% of residents 45 to 54 years of age regularly visit the beach or coastline
 - 52% of residents 55 to 64 years of age regularly visit the beach or coastline
 - 45% of residents 65 years of age and older regularly visit the beach or coastline
- Residents who have lived in Carlsbad for five years or more are more likely to regularly visit Carlsbad's beaches or coastline in a typical non-summer month (51% of residents living in Carlsbad five to nine years, 48% of residents living in Carlsbad 10 to 14 years, and 49% of residents living in Carlsbad 15 years or more) compared to residents who have lived in Carlsbad from less than one year to four years (40%).

The next set of questions in this section asked about residents' attitudes and perceptions regarding Carlsbad's beaches and coastline. The results of these questions, show that over two out of every three residents agree that it is easy to get to the beach, our beaches are one of the main reasons they live in Carlsbad and they like Carlsbad's beaches the way they are. Over half (59%) of residents agreed that the City of Carlsbad should make improvements to its beaches and coastline, with about a third (34%) that disagreed with that idea.

Figure 23: Attitudes and Perceptions regarding Carlsbad's Coast & Beaches¹³



¹³ The one to three percent of respondents that did not provide a response to these questions or indicated "Don't know" were factored out of the presentation of results.

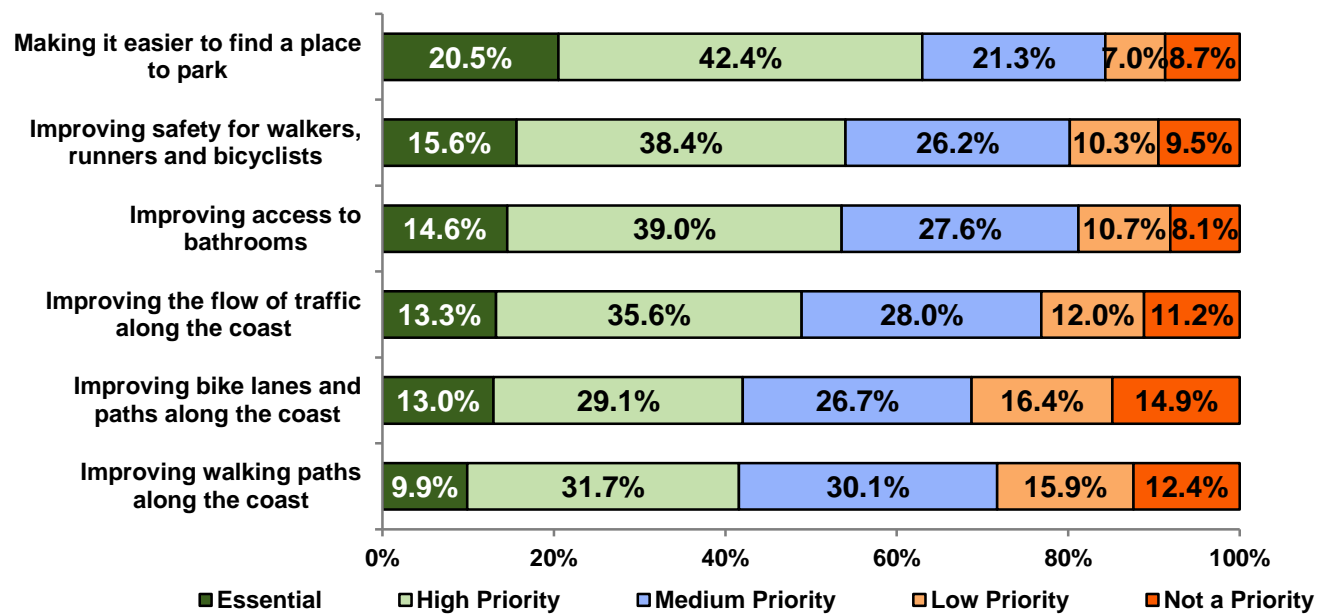
The following section examines attitudes and perceptions regarding Carlsbad's coast and beaches by resident sub-groups.

- Residents who do not have any children were more likely to “Strongly agree” with the statement “**I like Carlsbad’s coastline and beaches just the way they are**” than their counterparts without children (49% of residents with no children compared to 40% of residents with one child, 43% of residents with two children and 39% of residents with three or more children).
- Males were more likely to agree (Strongly agree and Somewhat agree) with the statement “**The city of Carlsbad should make improvements to its beaches and coastline**” than females (65% of males vs. 54% of females).
- Older residents are less likely to “Strongly agree” with the statement “**It is easy to get to the beach in Carlsbad**” than their younger counterparts (53% of residents 65 years or older, 57% of residents 55 to 64 years old, 59% of residents 45 to 54 years old, 65% of residents 35 to 44 years old, 67% of residents 25 to 34 years old, and 64% of residents 18 to 24 years old).

The final set of questions in this section of the survey asks how residents would prioritize 13 coastal improvements. The questions about coastal improvement priorities were not open-ended; the potential improvements that were evaluated were identified by city staff based on ideas generated from previous community outreach.

As the results below reveal, parking, safety for walkers, runners and bicyclists as well as access to bathrooms, were viewed as essential or a high priority improvements by over half of residents. In the second tier, between 40 and 50 percent of residents indicated improving the flow of traffic along the coast, improving bike lanes and improving walking paths is either essential or at least a high priority.

Figure 24: Priorities for Carlsbad Coastal Improvements Tier 1¹⁴



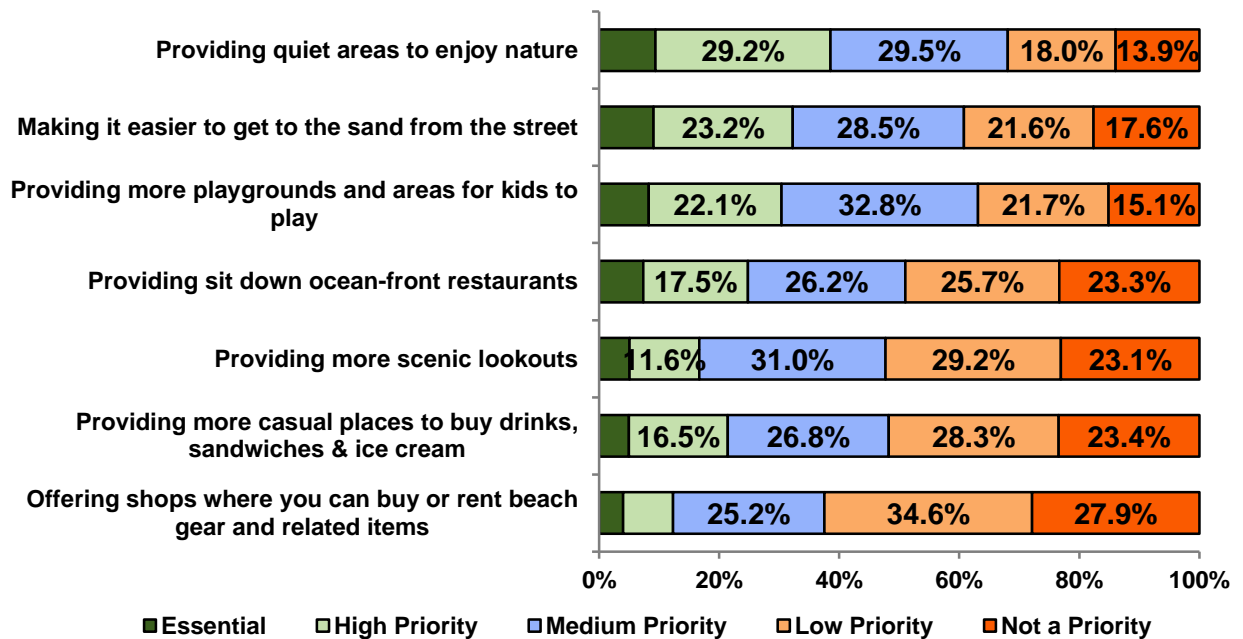
¹⁴ The one to two percent of respondents that did not provide a response to these questions or indicated “Don’t know” were factored out of the presentation of results.

The following section examines coastal improvement priorities in the first tier by resident sub-groups.

- Residents with three or more children (22%) were more likely to say **“Improving access to bathrooms”** is essential compared to residents with two children (10%), one child (16%) or no children (14%).
- Females (41%) were more likely to say **“Improving access to bathrooms”** is a high priority compared to males (35%).
- Males were more likely to say **“Improving the flow of traffic along the coast”** is a high priority (39%) compared to females (32%).
- Residents 55 to 64 years old were more likely to say **“Improving walking paths along the coast”** is a high priority (40%) compared to 18 to 24 year olds (28%), 25 to 34 year olds (28%), 35 to 44 year olds (34%), 45 to 54 year olds (31%), and 65 year olds or older (28%).

The second tier of coastal improvements, shown in the figure below, were viewed as essential or a high priority by less than 40 percent of respondents. Providing quiet areas to enjoy nature, received just under 40 percent of residents (39%), indicating it was essential or a high priority. At the other end of the spectrum only 12 percent of residents indicated that offering shops where you can buy or rent beach gear and related items as essential or a high priority.

Figure 25: Priorities for Carlsbad Coastal Improvements Tier 2¹⁵



¹⁵ The one to two percent of respondents that did not provide a response to these questions or indicated “Don’t know” were factored out of the presentation of results.

The following section examines coastal improvement priorities in the second tier by resident sub-groups.

- Residents in the 92010 zip code were less likely to say “**Providing quiet areas to enjoy nature**” was a high priority (20%) compared to those in the 92008 zip code (31%), 92009 zip code (28%) and 92011 zip code (34%).
- Residents in the 92011 zip code were more likely to say “**Making it easier to get to the sand from the street**” was a high priority (32%) compared to those in the 92008 zip code (18%), 92009 zip code (23%), and 92010 zip code (19%).
- Residents 65 years or older were more likely to say “**Making it easier to get to the sand from the street**” was a high priority (30%) compared to 18 to 24 year olds (18%), 25 to 34 year olds (22%), 35 to 44 year olds (21%), 45 to 54 year olds (24%), and 55 to 64 year olds (21%).
- Residents in the 92010 zip code were more likely to say “**Providing more playgrounds and areas for kids to play**” was a high priority (29%) compared to those in the 92008 zip code (23%), 92009 zip code (21%) and 92011 zip code (18%).
- Residents with three or more children were more likely to say “**Providing more playgrounds and areas for kids to play**” was a high priority (33%) compared to residents with two children (26%), one child (23%), or no children (19%).
- Females were more likely to say “**Providing sit down ocean-front restaurants**” was a high priority (20%) compared to males (14%).

APPENDIX A: METHODOLOGY

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

Table 2: Overview of Project Methodology

Method	Telephone Survey (Mobile and Land Line)
Universe	81,869 Residents 18 Years and Older within the City of Carlsbad
Number of Respondents	1,003 Residents Completed a Survey
Average Length	20 minutes
Field Dates	August 16 – August 30, 2014
Margin of Error	The <i>maximum</i> margin of error for questions answered by all 1,003 respondents was +/-3.08% (95% level of confidence)

RESEARCH OBJECTIVES

Prior to beginning the project, BW Research met with City of Carlsbad staff to determine the research objectives for the 2014 study. The main research objectives of the study were to assess residents' perceptions regarding city services, quality of life, city spending, neighborhood safety, city government, coastal improvements, and city-resident communication.

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

BW Research utilized a mixed-method sampling plan that incorporated a traditional random digit dial (RDD) methodology (listed and unlisted traditional land line numbers), an RDD cell phone sample, and a listed sample of residents (listed land line and cell phone numbers) known to live within the City of Carlsbad or known to be a cell phone number.

The RDD methodology is based on the concept that all residents with a traditional land line telephone in their home have an equal probability of being called and invited to participate in the survey. Both the cell phone RDD sample and the listed sample supplemented the traditional RDD methodology and allowed for targeted calling to demographic groups of residents typically under-represented in traditional telephone survey research. Screener questions were utilized at the beginning of the survey to ensure that the residents who participated in the survey lived within the City of Carlsbad.

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 Thursday and 11:00 am to 5:00 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 less than one percent of all numbers attempted were identified as having a language barrier, translating the survey into languages other than English was not necessary for representative results.

DATA PROCESSING

Prior to analysis, BW Research examined the demographic characteristics of the 1,003 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) 2014 current demographic estimates for the City of Carlsbad. It is estimated that among Carlsbad's 107,226 residents, 81,869 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 1,003 respondents. It is important to note that questions asked of smaller groups of respondents (such as questions that were only asked of residents who visited the Village) 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 dependent 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 previous survey years were due to actual changes in attitudes, perceptions, or behaviors or simply due to chance (i.e., margin of error).

APPENDIX B: SURVEY TOPLINES

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. [IF RESPONDENT INDICATES THEY ARE A CITY COUNCIL MEMBER OR CITY STAFF- THANK THEM AND LET THEM KNOW THIS SURVEY IS MEANT FOR CARLSBAD RESIDENTS WHO ARE NOT CURRENTLY WORKING FOR THE CITY]

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

(If needed): 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 who 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/male currently at home who 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!"

Screeners Questions

SCREENER 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?

100.0% Yes [Continue]
0.0% No [Thank and terminate]

SCREENER B Are you a Carlsbad City Council member or do you currently work for the City of Carlsbad?

0.0% Yes [Thank and terminate]
100.0% No [Continue]

SCREENER C 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).

27.4% 92008 [Continue]
37.6% 92009 [Continue]
14.1% 92010 [Continue]
21.0% 92011 [Continue]
0.0% Other [Thank and terminate]
0.0% DK/NA [Thank and terminate]

Q1 To begin with, how many years have you lived in the City of Carlsbad?

0.1%	Less than 1 year
21.9%	1 to 4 years
21.3%	5 to 9 years
18.3%	10 to 14 years
38.5%	15 years or more
0.1%	(Don't Read) DK/NA

Q2 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)?

64.8%	Very satisfied
30.6%	Somewhat satisfied
1.7%	Somewhat dissatisfied
1.1%	Very dissatisfied
1.8%	(Don't Read) DK/NA

WITH DK/NA FACTORED OUT (n=985)

66.0%	Very satisfied
31.1%	Somewhat satisfied
1.8%	Somewhat dissatisfied
1.1%	Very dissatisfied

Q3 How would you rate your quality of life in Carlsbad?

69.4%	Excellent
28.2%	Good
2.1%	Fair
0.3%	Poor
0.0%	Very poor
0.0%	(Don't Read) DK/NA

Q4 Overall, do you feel the quality of life in Carlsbad is getting better, getting worse, or staying about the same?

31.4%	Getting better
11.0%	Getting worse
55.4%	Staying about the same
2.2%	(Don't Read) DK/NA
<u>WITH DK/NA FACTORED OUT (n=981)</u>	
32.1%	Getting better
11.2%	Getting worse
56.6%	Staying about the same

Q5

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)

- 11.8% Fix the traffic problems
- 10.9% Stop building/ stop growth
- 7.3% Improve the quality of the roads and other infrastructure
- 5.2% Preserve more open space
- 3.7% Improve public schools (k-12)
- 2.6% More public transportation
- 2.4% Increase/ improve police services
- 2.0% Increase recreation opportunities
- 1.8% Clean beaches, cities or lagoon
- 1.8% Better economic plan/ lower taxes/fees
- 1.8% Build more parks/ playgrounds (including dog parks, skate parks and tennis courts)
- 1.8% Improve beach access
- 1.6% Add trails and paths for biking, hiking, or walking
- 1.6% Add more restaurants/ shopping centers
- 1.2% More affordable housing/ affordability in general
- 1.1% Water issues (conservation, purification, desalination, water quality)
- 1.1% Reduce crime, drugs, violence/ increase safety
- 1.1% More activities/ programs for children and young adults
- 1.0% Get rid of the power plant/ get rid of above ground powerlines
- 0.8% Airport issues
- 0.8% Provide free places to park
- 0.8% Expand or improve access to education
- 0.8% More jobs
- 0.7% Decrease homelessness
- 0.7% Enforce laws/ codes
- 0.6% Less pet regulations/ more dog friendly beaches and parks
- 0.6% More community events/ programs
- 0.5% More recreational activities
- 0.3% Better city planning and/or management
- 0.3% Need new Mayor and/ or City Council
- 0.2% Be more business friendly/ provide more shops
- 0.2% Remove the illegal immigrants
- 0.1% Address the gang problem
- 10.3% Nothing needs improvement
- 5.8% Other (No issue more than a single response)
- 14.9% DK/NA

Next, I want to ask a few questions about spending by the City of Carlsbad.

Now I'm going to read a statement about Carlsbad's services and facilities.

Q6

Do you generally agree, disagree or neither agree nor disagree with the following statement?

"Thinking about the services and facilities provided by the City of Carlsbad, I feel like I am getting my money's worth for my City tax dollars."

(GET ANSWER IF AGREE OR DISAGREE ASK:) Would that be strongly (agree/disagree) or somewhat (agree/disagree)?

35.6%	Strongly agree
45.4%	Somewhat agree
9.2%	Neither agree nor disagree
5.8%	Somewhat disagree
1.8%	Strongly disagree
2.2%	(Don't Read) DK/NA

Q7 Thinking about the following services, programs and projects that are funded by the City of Carlsbad, which do you think the City should spend more money on, should spend less on, and which do you think the current spending is about right?

	<u>More spending</u>	<u>Current spending about right</u>	<u>Less spending</u>	<u>(Don't read) DK/NA</u>
A. Local roads & streets	30.7%	64.7%	3.4%	1.2%
B. Police services	17.9%	71.5%	6.5%	4.0%
C. Fire protection services	27.8%	66.4%	1.9%	3.9%
D. Community parks	22.9%	72.8%	2.5%	1.8%
E. Walking paths and trails	33.8%	57.7%	4.5%	4.0%
F. Libraries	18.2%	71.2%	6.2%	4.5%
G. Arts and cultural programs such as performing arts events and public art	28.1%	58.6%	7.0%	6.3%
H. Beach and coastline improvements	38.1%	55.7%	2.8%	3.5%

Q8 Now I'd like to ask a couple questions about safety in the city. When you are _____ would you say that you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>(Don't Read) DK/NA</u>
A. Walking alone in your neighborhood during the day	90.6%	8.3%	0.3%	0.3%	0.6%
B. Walking alone in your neighborhood after dark	62.6%	30.7%	3.7%	1.0%	2.1%

QUESTION 8 WITH DK/NA FACTORED OUT

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>
A. Walking alone in your neighborhood during the day (n=997)	91.1%	8.3%	0.3%	0.3%
B. Walking alone in your neighborhood after dark (n=982)	63.9%	31.4%	3.8%	1.0%

Q9 Overall, how confident are you in the Carlsbad city government to make decisions that positively affect the lives of its community members?

- 34.3% Very confident
- 51.0% Somewhat confident
- 7.7% Somewhat unconfident
- 2.2% Very unconfident
- 4.8% (Don't Read) DK/NA

WITH DK/NA FACTORED OUT (n=955)

- 36.0% Very confident
- 53.6% Somewhat confident
- 8.1% Somewhat unconfident
- 2.3% Very unconfident

Q10

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 K-L together and randomly insert

	<u>Very satisfied</u>	<u>Somewhat satisfied</u>	<u>Neither sat nor dissat</u>	<u>Somewhat dissatisfied</u>	<u>Very dissatisfied</u>	<u>(Don't Read) DK/NA</u>
A. Repair and maintain local streets and roads	50.6%	35.3%	3.7%	7.9%	1.9%	0.5%
B. Manage traffic congestion on city streets	28.0%	43.0%	6.1%	15.7%	6.3%	0.9%
C. Manage residential growth and development	29.5%	36.2%	9.1%	13.6%	9.1%	2.4%
D. Maintain the business climate in Carlsbad	43.0%	36.2%	8.6%	5.5%	2.3%	4.5%
E. Provide fire protection and emergency medical services	74.1%	18.7%	3.5%	1.6%	0.3%	1.8%
F. Provide law enforcement services	68.2%	24.1%	3.4%	2.6%	1.1%	0.6%
G. Provide local arts and cultural opportunities	42.9%	37.3%	10.3%	5.4%	0.9%	3.1%
H. Provide library services	66.7%	22.4%	5.0%	2.1%	0.4%	3.4%
I. Provide water services	60.6%	27.1%	4.4%	3.2%	2.2%	2.5%
J. Provide sewer services	64.0%	23.0%	7.3%	1.8%	0.7%	3.2%
K. Maintain city parks	67.8%	26.3%	2.3%	2.4%	0.4%	0.8%
L. Provide recreation programs	54.1%	29.3%	7.8%	3.8%	0.5%	4.4%
M. Provide trails and walking paths	50.7%	33.9%	5.2%	6.5%	1.4%	2.3%
N. Provide trash collection services	73.2%	19.6%	2.2%	2.1%	1.0%	1.8%
O. Provide street sweeping services	55.6%	27.8%	8.6%	3.7%	1.9%	2.3%

Q10 WITH DK/NA FACTORED OUT

	<u>Very satisfied</u>	<u>Somewhat satisfied</u>	<u>Neither sat nor dissat</u>	<u>Somewhat dissatisfied</u>	<u>Very dissatisfied</u>
A. Repair and maintain local streets and roads (n=998)	50.9%	35.5%	3.7%	7.9%	1.9%
B. Manage traffic congestion on city streets (n=994)	28.3%	43.4%	6.2%	15.8%	6.3%
C. Manage residential growth and development (n=979)	30.3%	37.1%	9.3%	14.0%	9.4%
D. Maintain the business climate in Carlsbad (n=958)	45.0%	37.9%	9.0%	5.7%	2.4%
E. Provide fire protection and emergency medical services (n=985)	75.5%	19.0%	3.6%	1.7%	0.3%
F. Provide law enforcement services (n=997)	68.6%	24.2%	3.4%	2.6%	1.2%
G. Provide local arts and cultural opportunities (n=971)	44.3%	38.5%	10.6%	5.6%	1.0%
H. Provide library services (n=969)	69.0%	23.2%	5.1%	2.2%	0.4%
I. Provide water services (n=978)	62.1%	27.8%	4.6%	3.3%	2.2%
J. Provide sewer services (n=971)	66.1%	23.7%	7.6%	1.8%	0.8%
K. Maintain city parks (n=995)	68.3%	26.6%	2.3%	2.4%	0.4%
L. Provide recreation programs (n=958)	56.7%	30.7%	8.2%	4.0%	0.5%
M. Provide trails and walking paths (n=980)	51.9%	34.6%	5.4%	6.7%	1.4%
N. Provide trash collection services (n=985)	74.6%	19.9%	2.3%	2.1%	1.0%
O. Provide street sweeping services (n=980)	56.9%	28.5%	8.8%	3.8%	1.9%

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

Q11 Are you satisfied or dissatisfied with the city's efforts to provide information to residents through its website, newsletters, water bill inserts and related sources of information? (GET ANSWER, THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

53.4% Very satisfied
32.2% Somewhat satisfied
7.3% Somewhat dissatisfied
1.6% Very dissatisfied
5.4% (Don't Read) DK/NA

WITH DK/NA FACTORED OUT (n=949)

56.5% Very satisfied
34.1% Somewhat satisfied
7.7% Somewhat dissatisfied
1.7% Very dissatisfied

Q12

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

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

57.6% Yes [GO TO Q13]
39.0% No [SKIP TO Q14]
3.4% (Don't Read) DK/NA [SKIP TO Q14]

WITH DK/NA FACTORED OUT (n=969)

59.7% Yes
40.3% No

[IF Q12 = "NO" OR "DK/NA" SKIP TO Q14, OTHERWISE ASK Q13]

Q13

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] (Multiple Responses Permitted - Percentages May Sum to More than 100%)

(n=578)

- 27.0% Properly disposed of hazardous waste
- 21.9% Cleaned up trash at parks and beaches
- 14.8% Used a commercial car wash
- 13.1% Used environmentally friendly soaps, pesticides, etc.
- 6.6% Cleaned up animal waste
- 5.0% Reduced water usage/ used water more efficiently
- 4.7% Recycled
- 3.3% Careful of what goes down sewer/ no longer dump down storm drain
- 3.0% Reduced run-off/ erosion control
- 1.6% More aware / Follow guidelines
- 1.5% I do everything I can/ I don't pollute
- 1.5% Taught others/ reported violators
- 1.4% Don't litter
- 1.2% Changed landscaping
- 0.6% Stopped washing driveway
- 0.5% Don't wash cars as much/ don't wash in driveway
- 0.4% Reduce trash/ plastics
- 0.2% Walk/ ride bike more often
- 1.6% Other (Specify)
- 19.0% Have not done anything
- 3.3% DK/NA

Now I'd like to ask you about Carlsbad's beaches and coastline.

Q14

How often do you visit Carlsbad's beaches or coastline, in a typical summer month (IF NEEDED, JUNE, JULY OR AUGUST)?

- 63.3% Regularly, at least once a week
- 20.6% Sometimes, once or a few times a month
- 12.4% Seldom, Less than once a month on average
- 3.3% Never
- 0.3% (Don't Read) DK/NA

Q15

How often do you visit Carlsbad's beaches or coastline, in a typical non-summer month (IF NEEDED, JANUARY, FEBRUARY, MARCH, APRIL, MAY, SEPTEMBER, OCTOBER, NOVEMBER OR DECEMBER)?

- 47.1% Regularly, at least once a week
- 29.1% Sometimes, once or a few times a month
- 19.5% Seldom, Less than once a month on average
- 3.9% Never
- 0.3% (Don't Read) DK/NA

Q16

Now I'm going to read a list of statements that describe different attitudes and priorities for Carlsbad's beaches and coastline. Please indicate whether you generally agree, disagree, or neither agree nor disagree with the following statements.

Here is the (first/next) one: _____ Do you generally agree, disagree or neither agree nor disagree with the statement? (GET ANSWER IF AGREE OR DISAGREE ASK:) Would that be strongly (agree/disagree) or somewhat (agree/disagree)?

RANDOMIZE	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	(Don't Read) DK/NA
A. I like Carlsbad's coastline and beaches just the way they are	45.6%	33.9%	5.1%	11.1%	3.2%	1.1%
B. The City of Carlsbad should make improvements to its beaches and coastline	25.4%	32.0%	18.3%	15.1%	6.3%	2.8%
C. Our beaches are one of the main reasons I live in Carlsbad	49.5%	21.9%	11.6%	10.9%	5.5%	0.6%
D. It is easy to get to the beach in Carlsbad	60.1%	24.0%	2.6%	8.3%	4.7%	0.4%

Q16 WITH DK/NA FACTORED OUT

RANDOMIZE	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
A. I like Carlsbad's coastline and beaches just the way they are (n=992)	46.1%	34.3%	5.2%	11.2%	3.2%
B. The City of Carlsbad should make improvements to its beaches and coastline (n=974)	26.1%	32.9%	18.9%	15.5%	6.5%
C. Our beaches are one of the main reasons I live in Carlsbad (n=997)	49.8%	22.1%	11.7%	11.0%	5.5%
D. It is easy to get to the beach in Carlsbad (n=999)	60.4%	24.1%	2.6%	8.3%	4.7%

Q17

Now I'm going to read a list of improvements for Carlsbad's beaches and coastline. For each one, please tell me what type of priority you think this is for Carlsbad.

Here is the (first/next) one: _____ Is this improvement essential, a high, a medium, or a low priority or is it not a priority at all?

	<u>Essential</u>	<u>High priority</u>	<u>Medium priority</u>	<u>Low priority</u>	<u>Not a priority</u>	<u>(Don't Read) DK/NA</u>
A. Improving walking paths along the coast	9.7%	31.1%	29.6%	15.6%	12.2%	1.7%
B. Improving bike lanes and paths along the coast	12.8%	28.6%	26.2%	16.2%	14.6%	1.7%
C. Improving the flow of traffic along the coast	13.2%	35.4%	27.8%	11.9%	11.1%	0.7%
D. Providing more scenic lookouts	5.0%	11.5%	30.6%	28.9%	22.8%	1.3%
E. Improving safety for walkers, runners and bicyclists	15.4%	37.9%	25.8%	10.2%	9.4%	1.2%
F. Improving access to bathrooms	14.3%	38.4%	27.2%	10.6%	8.0%	1.5%
G. Making it easier to get to the sand from the street	8.9%	22.9%	28.2%	21.3%	17.4%	1.4%
H. Making it easier to find a place to park	20.3%	42.0%	21.1%	6.9%	8.6%	1.0%
I. Providing more casual places to buy drinks, sandwiches & ice cream	4.9%	16.3%	26.5%	27.9%	23.1%	1.3%
J. Providing sit down ocean-front restaurants	7.3%	17.3%	25.9%	25.4%	23.1%	1.1%
K. Offering shops where you can buy or rent beach gear and related items	3.9%	8.1%	24.8%	33.9%	27.4%	1.9%
L. Providing more playgrounds and areas for kids to play	8.1%	21.9%	32.4%	21.5%	14.9%	1.2%
M. Providing quiet areas to enjoy nature	9.3%	28.9%	29.2%	17.8%	13.8%	1.2%

Q17 WITH DK/NA FACTORED OUT

	<u>Essential</u>	<u>High priority</u>	<u>Medium priority</u>	<u>Low priority</u>	<u>Not a priority</u>
A. Improving walking paths along the coast	9.9%	31.7%	30.1%	15.9%	12.4%
B. Improving bike lanes and paths along the coast	13.0%	29.1%	26.7%	16.4%	14.9%
C. Improving the flow of traffic along the coast	13.3%	35.6%	28.0%	12.0%	11.2%
D. Providing more scenic lookouts	5.0%	11.6%	31.0%	29.2%	23.1%
E. Improving safety for walkers, runners and bicyclists	15.6%	38.4%	26.2%	10.3%	9.5%
F. Improving access to bathrooms	14.6%	39.0%	27.6%	10.7%	8.1%
G. Making it easier to get to the sand from the street	9.1%	23.2%	28.5%	21.6%	17.6%
H. Making it easier to find a place to park	20.5%	42.4%	21.3%	7.0%	8.7%
I. Providing more casual places to buy drinks, sandwiches & ice cream	5.0%	16.5%	26.8%	28.3%	23.4%
J. Providing sit down ocean-front restaurants	7.4%	17.5%	26.2%	25.7%	23.3%
K. Offering shops where you can buy or rent beach gear and related items	4.0%	8.3%	25.2%	34.6%	27.9%
L. Providing more playgrounds and areas for kids to play	8.2%	22.1%	32.8%	21.7%	15.1%
M. Providing quiet areas to enjoy nature	9.4%	29.2%	29.5%	18.0%	13.9%

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.

Q18

How often do you visit Carlsbad's downtown village, in a typical month? [WAIT FOR RESPONSE, IF THEY SAY DO NOT KNOW, GIVE THREE CATEGORIES SHOWN IN OPTION 1, 2, 3 AND 4]

- 48.9% Regularly, once a week or more
- 44.8% Sometimes, once a month or more
- 6.1% Seldom, less than once a month
- 0.1% Never [SKIP TO Q20]
- 0.1% (Don't Read) DK/NA [SKIP TO Q20]

[IF Q18= "NEVER" OR "DK/NA" SKIP TO Q20, OTHERWISE ASK Q19]

Q19

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

(n=1,001)

- 41.0% Excellent
- 44.9% Good
- 10.5% Fair
- 0.8% Poor
- 0.1% Very poor
- 2.6% DK/NA

WITH DK/NA FACTORED OUT (n=975)

- 42.1% Excellent
- 46.1% Good
- 10.7% Fair
- 0.8% Poor
- 0.1% Very poor

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

QA Do you own or rent the unit in which you live?

28.5%	Rent
68.9%	Own
2.5%	(Don't Read) Refused

QB Which of the following best describes your current home?

67.1%	Single family detached home
10.1%	Apartment
20.9%	Condominium or Town Home
1.0%	Mobile home
1.0%	(Don't Read) Refused

QC Please tell me how many children under 18 live in your house.

58.9%	No children
15.3%	1 child
17.0%	2 children
8.3%	3 or more children
0.5%	Refused

QD In what year were you born? 19__
(Recoded into age)

8.6%	18 to 24 years
14.5%	25 to 34 years
18.3%	35 to 44 years
19.0%	45 to 54 years
18.3%	55 to 64 years
18.4%	65 years or older
3.0%	Refused

QE What neighborhood do you live in within Carlsbad?
[DO NOT READ, RECORD FIRST RESPONSE]

12.8%	La Costa / La Costa Canyon
8.4%	Aviara
7.8%	None, I just live in Carlsbad
6.3%	Calavera Hills
6.0%	Village or Downtown Carlsbad
4.8%	Olde Carlsbad
4.7%	Rancho Carrillo
3.5%	Poinsettia
3.3%	La Costa Greens
3.1%	Tamarack Point
2.1%	La Costa Oaks
1.7%	Rancho La Costa
1.5%	Bressi Ranch
1.3%	La Costa Ridge
1.1%	Barrio
0.6%	South Beach
0.5%	Rancho Carlsbad or Sunny Creek
0.5%	Kelly Ranch
0.4%	Carlsbad Ranch
0.4%	North Beach
0.3%	Terramar
0.2%	Hedionda Point
0.1%	Robertson Ranch
20.3%	Other (Specify)
8.3%	DK/NA Refused

QE Breakdown of respondents' neighborhood identification

70.9%	Identified with a Carlsbad neighborhood
12.6%	Identified with an HOA
16.5%	Did not identify with a neighborhood

[IF QE= "NONE, I JUST LIVE IN CARLSBAD," "OTHER," OR "DK/NA" ASK QF THRU QL, OTHERWISE SKIP TO QM]

[ASK QF IF ZIPCODE IS 92008 OR 92010 AND ANSWERED "NONE, I JUST LIVE IN CARLSBAD," "OTHER," OR "DK/NA" FOR QE]

QF Do you live North or South of Carlsbad Village Drive?

(n=176)

28.6%	North
64.7%	South
6.7%	(Don't Read) Refused

[ASK QF IF ZIPCODE IS 92008 OR 92010 AND ANSWERED "NONE, I JUST LIVE IN CARLSBAD," "OTHER," OR "DK/NA" FOR QE]

QG Do you live North or South of Tamarack Avenue?

(n=176)

48.3%	North
43.0%	South
8.7%	(Don't Read) Refused

[ASK QF IF ZIPCODE IS 92010 AND ANSWERED "NONE, I JUST LIVE IN CARLSBAD," "OTHER," OR "DK/NA" FOR QE]

QH Do you live East or West of College Boulevard?

(n=52)

10.8%	East
78.7%	West
10.5%	(Don't Read) Refused

[ASK QF IF ZIPCODE IS 92008 or 92011 AND ANSWERED "NONE, I JUST LIVE IN CARLSBAD," "OTHER," OR "DK/NA" FOR QE]

QI Do you live East or West of Interstate 5?

(n=221)

72.9%	East
21.9%	West
5.3%	(Don't Read) Refused

[ASK QF IF ZIPCODE IS 92009 or 92011 AND ANSWERED "NONE, I JUST LIVE IN CARLSBAD," "OTHER," OR "DK/NA" FOR QE]

QJ Do you live North or South of Poinsettia Lane?

(n=190)

36.4%	North
56.0%	South
7.7%	(Don't Read) Refused

[ASK QF IF ZIPCODE IS 92009 AND ANSWERED "NONE, I JUST LIVE IN CARLSBAD,"
"OTHER," OR "DK/NA" FOR QE]

QK Do you live North or South of La Costa Avenue?

(n= 94)

54.4%	North
37.9%	South
7.7%	(Don't Read) Refused

[ASK QF IF ZIPCODE IS 92009 AND ANSWERED "NONE, I JUST LIVE IN CARLSBAD,"
"OTHER," OR "DK/NA" FOR QE]

QL Do you live North or South of Olivenhain Road?

(n= 94)

63.1%	North
19.1%	South
17.9%	(Don't Read) Refused

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

76.2% White or Caucasian
7.5% Hispanic or Latino
3.9% Asian
1.3% African American or Black
5.0% Other (Specify)
6.1% (Don't Read) DK/NA

QN Lastly, would you be interested in participating in future research sponsored by the City of Carlsbad?

61.1% Yes
38.9% No

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

QO Gender (Recorded from voice, not asked):

48.2% Male
51.8% Female

O. First Name of Respondent _____

P. Phone _____

Q. Date of Interview _____

R. Name of Interviewer _____

S. Time of Interview _____