



Resident Survey Report  
2015



**[bw]** RESEARCH  
PARTNERSHIP

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## EXECUTIVE SUMMARY

In October 2015, the City of Carlsbad partnered with BW Research Partnership, Inc., to conduct a public opinion survey of Carlsbad residents. The purpose of this resident survey is to provide an unbiased assessment of resident perceptions that are statistically representative of Carlsbad's adult population, by age, gender, ethnicity, and by area (zip code) within the city. Questions that are identical to survey results from the last nine years (2007-2015) are compared to identify trends and significant changes.

The main research objectives of the 2015 City of Carlsbad resident survey are as follows:

- Measure resident satisfaction with the city's overall provision of services.
- Examine residents' agreement with implementation of Carlsbad's core values.
- Assess importance of and satisfaction with specific municipal services.
- Determine residents' perceptions of the quality of life.
- Evaluate resident confidence in local government decisions and spending.
- Measure usage and experience with Carlsbad Village.

The citywide survey averaged 19 minutes in length and was administered by telephone (both landline and mobile) from October 12 through October 25, 2015. A statistically representative sample of 1,003 Carlsbad residents over the age of 18 completed the survey, resulting in a margin of error +/- 3.08% (at the 95% level of confidence) for questions answered by all 1,003 respondents.

## KEY FINDINGS

Historically, responses to the annual survey have remained relatively stable for key indicators of resident satisfaction. Major events, such as the recession between 2008 and 2010 and the Poinsettia Fire in 2014, have coincided with changes in the corresponding years' survey responses. For example, the city's successful response to last year's fire coincided with an increase in ratings for confidence in local government and satisfaction with emergency services.

In 2015, the city has seen a noticeable increase in development activity and road construction. This is in part due to the backlog created during the recession, when developers put approved projects on hold, and the city proceeded more cautiously with major infrastructure investments. A proposed initiative involving open space and development along the south shore of the Agua Hedionda Lagoon has further raised concerns about growth, traffic and open space. Satisfaction levels for these issues decreased this year compared to previous years.

### ***Community Vision and Core Values***

The city asked residents how well they thought the city was achieving some of the core values identified in the Carlsbad Community Vision. These questions were asked once before in 2013, providing an opportunity to identify changes in perceptions since then.

Residents continue to give high marks for how the city is achieving the core values. At least eight in 10 residents agree that the city successfully promotes active lifestyles, maintains its beach community character, promotes the arts and culture, and supports a strong local economy by promoting business diversity and tourism. The number of residents who agree that Carlsbad protects and enhances open space and the natural environment has declined by 11 percentage points since 2013, but remains at over two-thirds (70% agreement) in 2015. A decline in agreement is also observed in the city's support for a strong local economy (six percentage point decrease), access to walking and biking trails (four percentage point decrease) and environmental sustainability (four percentage point decrease).

### ***Overall Satisfaction with the City of Carlsbad***

The overwhelming majority of Carlsbad residents are satisfied with the city's overall provision of services; just over nine in 10 (91%) residents are satisfied (very or somewhat), and about 60% are very satisfied. This level of satisfaction has remained fairly steady, regardless of outside influences such as the economy, natural disasters and community controversy.

### ***Assessment of Specific City Services***

This section of the annual survey was changed this year to add a series of questions about the perceived importance of various city services. Participants were asked about the importance of *and* their satisfaction with 12 specific municipal services. To accommodate the additional set of questions about perceived importance without affecting the survey length, the city did not ask about as many services as it had in the past. Instead, the city chose about half of the services from previous years' surveys, and plans to ask about the other half in next year's survey.

Of the municipal services examined, services that at least nine in ten residents were satisfied with include the provision of fire protection, law enforcement, high quality parks, and library services. Analysis of satisfaction by importance highlights the repair and maintenance of roads, management of traffic congestion, and support for a healthy business climate as areas where there is a gap between perceived importance and level of satisfaction. In other words, these services are considered very important, but the level of satisfaction is lower than other services that were examined.

### ***Confidence in City Government***

Confidence in City government is high in Carlsbad, especially among young adults. Just over eight in 10 (81%) residents are confident (very or somewhat) in Carlsbad's city government to make decisions that positively affect the lives of its community members.

### ***Quality of Life***

Carlsbad residents are consistently pleased with their quality of life. Nearly all (97%) adult residents rated their quality of life positively (excellent or good). This is consistent with previous years; positive quality of life ratings have remained above 95% since 2010. Just over a quarter of residents (27%) feel that quality of life is improving. The ratio of individuals who find quality of life is improving to those who feel it is getting worse is about 1.5 to 1. Eighteen percent of residents mentioned the prevention of building and growth as number one to improve their quality of life; this was the largest category of responses, replacing traffic issues as the number one from 2014.

### ***Sense of Community and Safety in Carlsbad***

Just under three-quarters (74%) of residents feel a strong sense of community (very or somewhat); this has increased by about three percentage points since 2013.

Over nine in 10 residents feel safe walking alone in their neighborhood during the day (98%) and after dark (91%). The number of residents who feel safe walking alone at night has remained fairly steady since 2010. These results are consistent with resident satisfaction with fire protection and emergency services (95%) and local police and law enforcement services (92%).

### ***Carlsbad Village***

A majority of residents (56%) frequent downtown Carlsbad regularly – at least once a week. Of the residents who visit downtown, 88% rated it positively (excellent or good). The number of residents who rate the Village as excellent has increased by seven percentage points from 2014.

## WHAT WE LEARNED & NEXT STEPS

An examination of Carlsbad's resident survey results from 2007 through the most recent results in 2015 provide some valuable lessons learned, including;

- **Carlsbad residents remain consistently positive about the City on key indicators in changing environments over the last nine years.** Resident's overall satisfaction with city services and their perceived quality of life have remained resiliently high in changing economic and social conditions. Starting in 2007, 90 percent or more of Carlsbad residents have indicated they were satisfied with the City's overall provision of services. Nearly all (97%) residents rated quality of life as either excellent or good; such positive ratings have remained above 95% since 2010.
- **Open space ratings are down; concern about building and growth are up.** Seven in ten residents agree that the City of Carlsbad has protected open space— this number has declined by 11 percentage points since 2013. This decrease coincides with a seven point increase in the number of residents who selected the prevention of building and growth as their number one to improve quality of life. This was the largest category of responses in 2015, replacing traffic issues from last year.
- **An analysis of the importance and satisfaction of Carlsbad's specific services reveals that residents are generally more satisfied with the services that they also consider more important.** This is largely true for all of the specific issues examined, except for those related to traffic and roads, which have been growing issues of importance across California and the North County as the economy has improved. These findings tell us that from the resident's perspective, Carlsbad is effectively prioritizing the specific services it provides to residents.

Research findings can often spawn new and more in-depth areas of inquiry. Based on the examination of recent and historical resident survey results the following questions are being considered, they include;

- **Delve deeper into issues related to growth, roads, parks and infrastructure.** Results of the annual resident survey provide a measurable assessment of where residents are at on issues, but they do not provide detailed answers on why residents have these views and in what context. More qualitative research methods, such as focus groups and executive interviews, would allow for a more detailed examination of these issues.
- **Evaluate recent trends and differences between resident segments within Carlsbad.** More recent results in the resident surveys reveal small differences between Carlsbad residents by different age cohorts as well as geographic areas within the City, on issues related to growth as well as the direction of the City's quality of life. Additional analysis and data will help determine whether these differences are a growing trend or deviations from the mean.

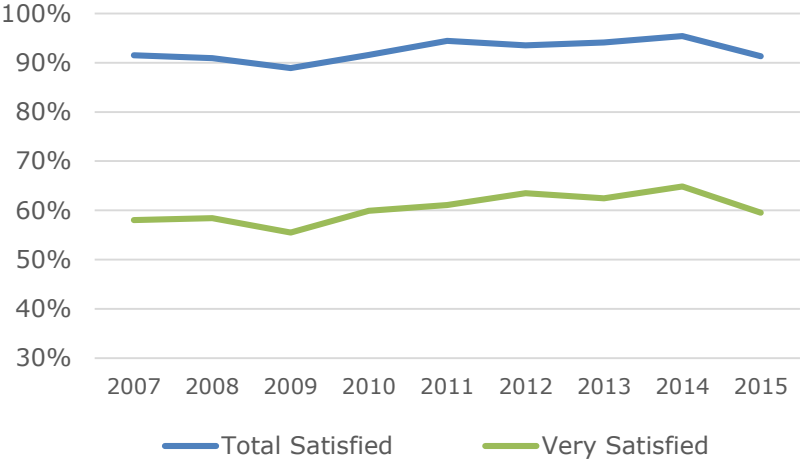


### RESIDENT PERCEPTIONS: PRE-RECESSION TO POST RECESSION

The following figures illustrate trends for a variety of metrics that have remained consistent since these baseline metrics were measured. This time frame is particularly important, as it allows comparison of resident perceptions before and after the great recession. The comparison for quality of life dates back to 2008, when the question was first asked. Data for safety in Carlsbad was collected in 2007 and then again in 2009, for the purposes of this report a comparison will be displayed from 2009 through 2015.

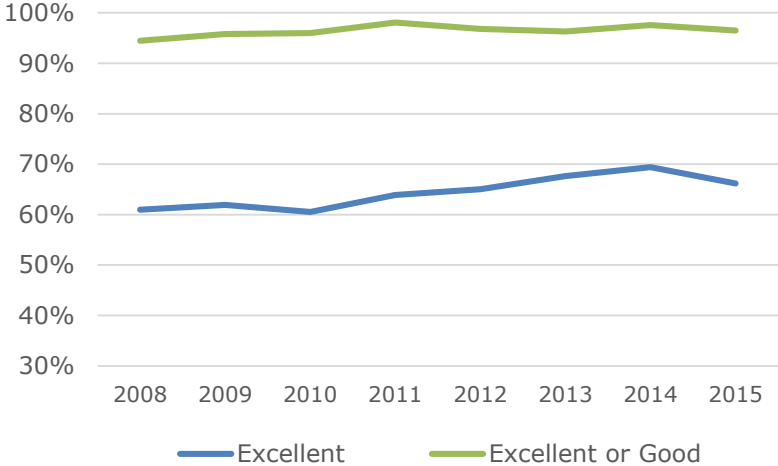
Besides a slight dip in 2009 (89%), overall resident satisfaction has remained above 90% for nine consecutive years. Residents who are very satisfied steadily increased between 2009 and 2012 and again in 2014 after a slight decrease the previous year. In 2015, just over nine in ten (91%) residents are satisfied with the City’s overall provision of services; 60% of residents are very satisfied.

**Figure 1. Resident Satisfaction, 2007-2015**



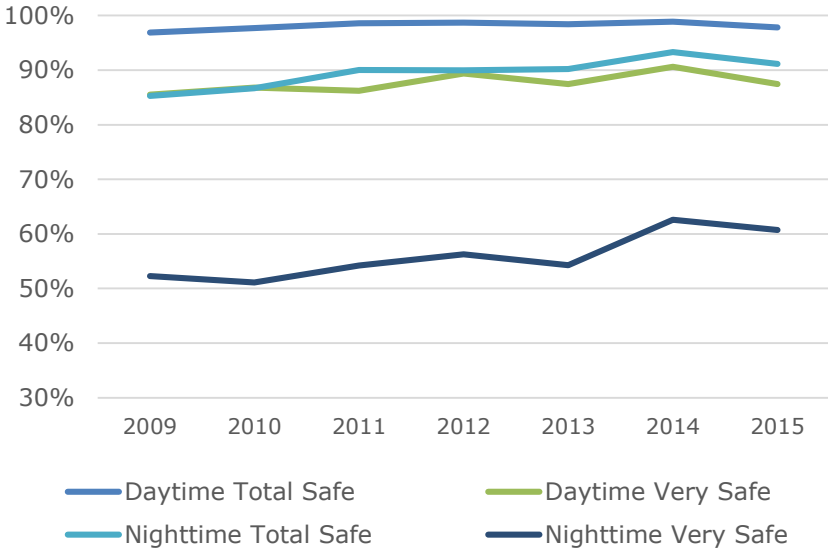
Residents have consistently rated quality of life positively (“Excellent” or “Good”); this metric has ranked at 95% or higher since 2008. Following a slight dip in 2010, quality of life ratings have consistently increased through 2014. This year, about 97% of residents rate quality of life positively, with 66% rating it as excellent.

**Figure 2. Quality of Life, 2008-2015**



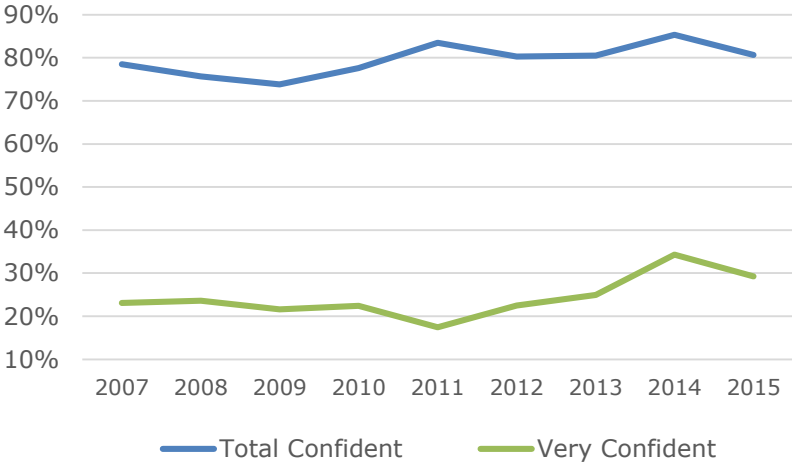
For seven consecutive years, at least 97% of residents have felt safe (“Very safe” or “Somewhat safe”) walking alone in their neighborhood during the day; the number of residents who feel very safe during the day has remained above 85%. At least eight in ten residents feel safe walking alone in their neighborhood at night; this metric saw steady increase from 2009 to 2014. Interestingly, the number of residents who feel very safe both during the day and at night increased rather sharply from 2013 to 2014. At least 50% of residents have felt very safe walking alone at night since 2009.

**Figure 3. Safety in Carlsbad, 2009-2015**



Confidence in city government has been more variable than satisfaction, quality of life, and safety. Following a two year decline between 2007 and 2009, overall confidence (“Very confident” and “Somewhat confident”) saw steady increase until 2011; total confidence has remained above 80% since 2011. The number of residents who are very confident in city government was lowest in 2011 (17%), but has since increased to 29% in 2015.

**Figure 4. Confidence in City Government, 2007-2015**



## COMMUNITY VISION AND CORE VALUES

This section of the survey examines Carlsbad residents' sense of community and the extent to which they agree Carlsbad's qualities and characteristics align with the City's vision. Due to omissions from the 2014 survey, comparative data will be relative to 2012 and 2013.

### CARLSBAD COMMUNITY VISION

At least nine in 10 Carlsbad residents agree that the City promotes active lifestyles (94%), supports continuing education with quality libraries (91%), and maintains its beach community character (90%).

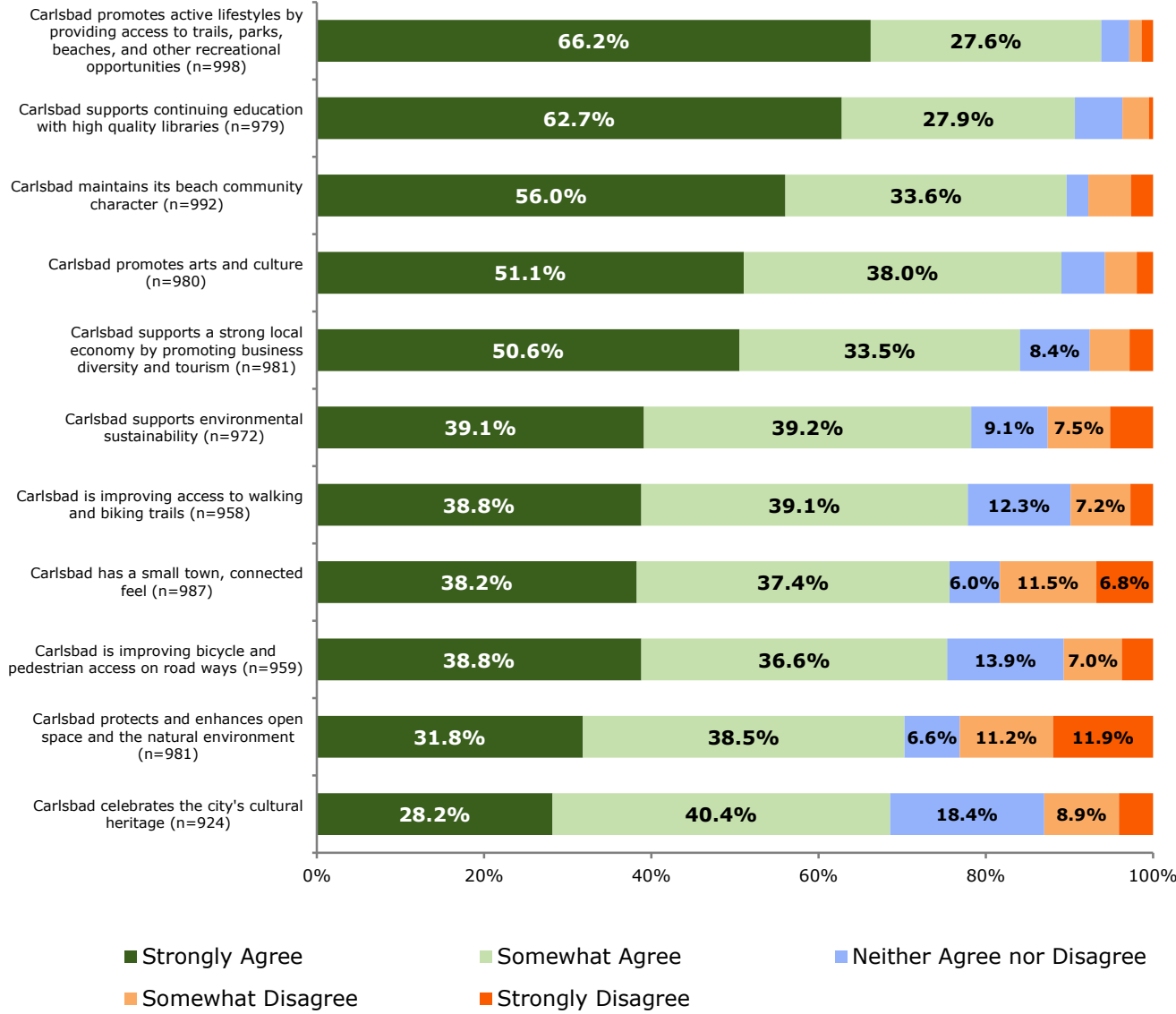
Less than three-quarters of residents agree that the city celebrates its cultural heritage (69%) or protects and enhances open space and the natural environment (70%).

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*"Please indicate whether you generally agree, disagree, or neither agree nor disagree with the following statements that describe characteristics or qualities of Carlsbad."*

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**Figure 5. Resident Agreement with Implementation of Carlsbad’s Core Values<sup>1</sup>**



<sup>1</sup> Response percentages for this question are displayed with “DK/ NA” responses filtered out and the resulting n in parentheses.

The following analysis highlights differences in agreement among residential sub-groups:

- Residents who have lived in Carlsbad for under five years are more likely to agree that the **City has a small town, connected feel** than those who have lived in Carlsbad for 15 years or more (85% vs. 73%).
  - More northern Carlsbad (92008: 78% and 92010: 84%) residents agree with this statement than their southern neighbors (92009: 72% and 92011: 73%).
- Men ages 18 to 24 are more likely to agree that Carlsbad **supports a strong local economy** than women of the same age (88% vs. 67%).
- Fewer residents in 92008 (75%) agree that the City **supports environmental sustainability** than residents in 92009 (82%).
- Three-quarters of residents (76%) who have lived in Carlsbad for under five years agree that the City **protects and enhances open space** compared to 66% of those who have lived in Carlsbad for 15 years or more
  - Residents who live along the coast (92008: 64% and 92011: 69%) are less likely to agree with this statement (92009: 76% and 92010: 71%).
  - Fewer residents age 18 to 24 (70%) agree with this statement than residents 65 years and older (81%).

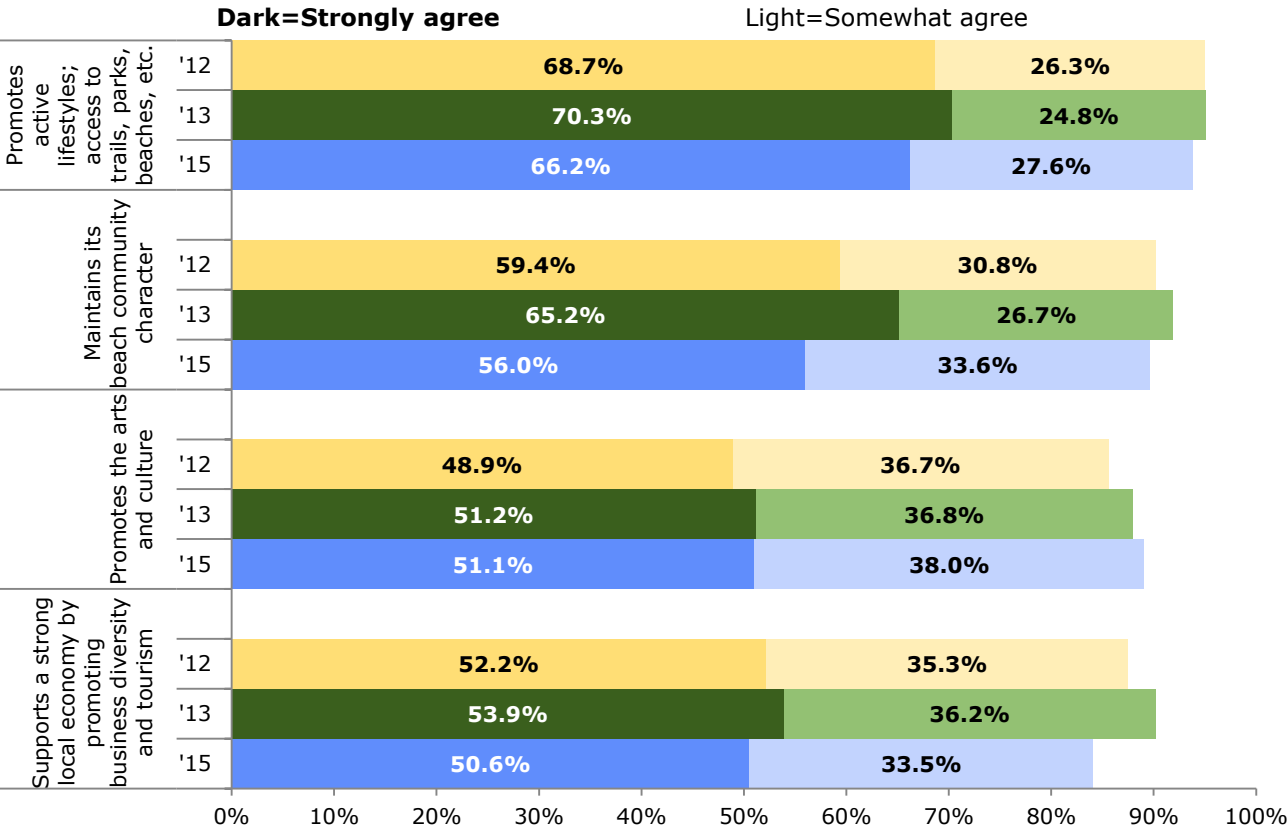
\*Sub-group comparisons throughout the report are done of those respondents that provided an opinion (agree, disagree or neither) and factored out DK/NA responses.

**Carlsbad Community Vision – Comparison to Previous Years**

Due to some changes in the 2015 Carlsbad resident survey, the following comparative analyses can only be completed for nine out of the 11 core value statements examined this year.

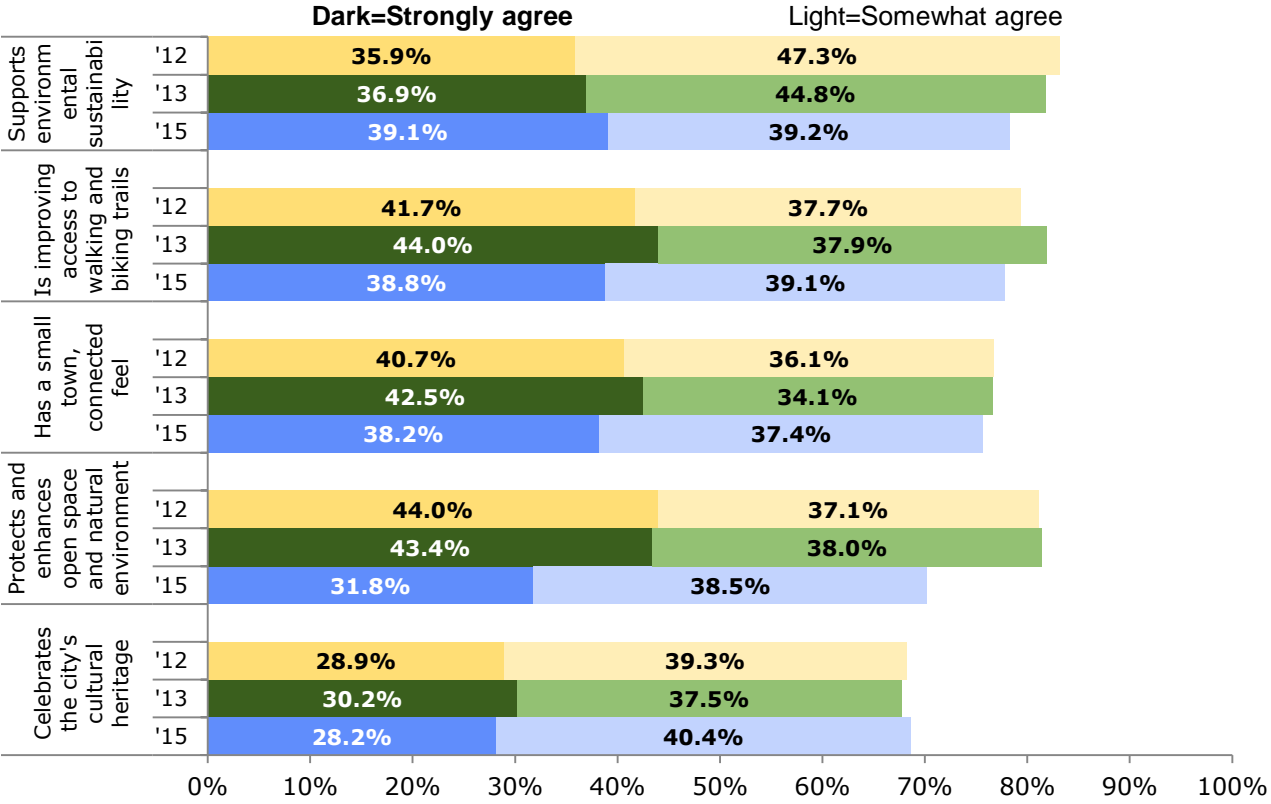
At least eight in 10 residents agree that Carlsbad promotes active lifestyles, maintains its beach character, promotes the arts and culture, and business diversity and tourism. Compared to 2013, fewer residents agree that the city supports a strong local economy by promoting business diversity and tourism (six percentage point decrease).

**Figure 6. Carlsbad Vision: Strong Agreement, 2012-2013 and 2015**



Increased access to walking and biking trails and support for environmental sustainability each declined by four percentage points since 2013. Only seven in ten residents (70%) agree that the City protects and enhances open space and the natural environment – this declined by eleven percentage points since 2013.

**Figure 7. Carlsbad Vision: Weak Agreement, 2012-2013 and 2015**





## RESIDENT SATISFACTION WITH THE CITY OF CARLSBAD

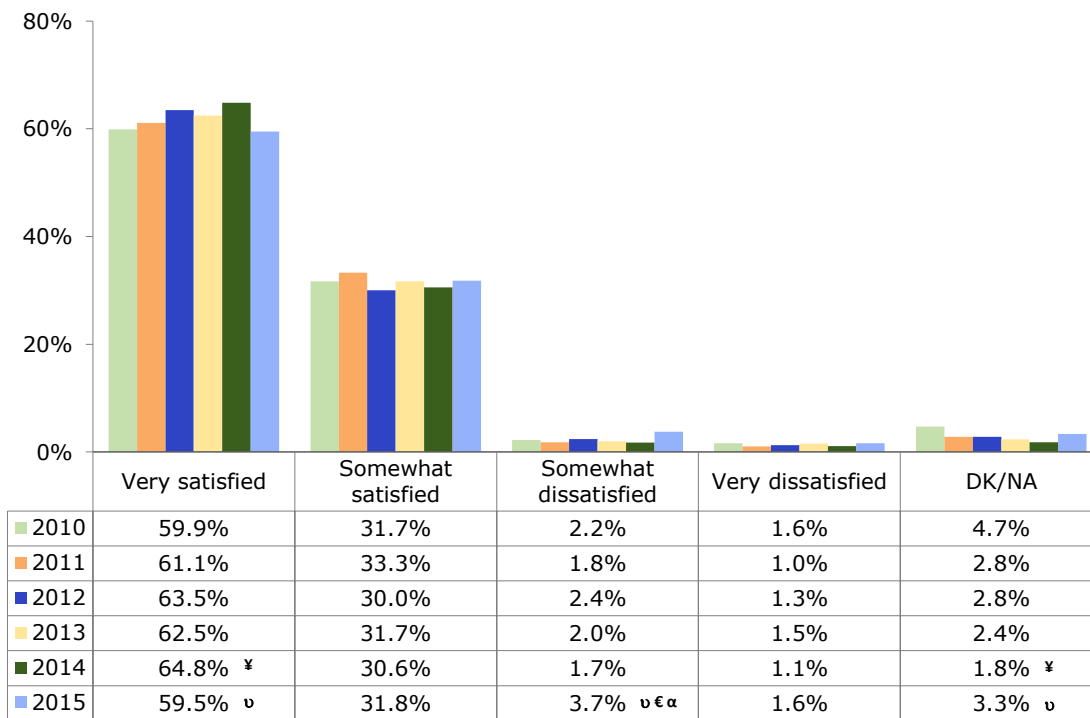
### OVERALL SATISFACTION

This initial question is key to understanding the city’s general performance according to its residents. Approximately nine in ten residents (91%) are satisfied with the city’s overall provision of services; 60% are very satisfied and 32% are somewhat satisfied. Total satisfaction (“Very” and “Somewhat”) is nearly three percentage points (2.5%) lower compared to the average satisfaction across 2010 through 2014 (94%). Overall satisfaction in 2015 exhibits a decline by a few percentage points from 2014, 2013, and 2011.

Just over 5% of residents are dissatisfied with the overall provision of citywide services – three percentage points higher than average dissatisfaction across 2010 through 2014.

*“Generally speaking, are you satisfied for dissatisfied with the job the City of Carlsbad is doing to provide services?”*

**Figure 8: Satisfaction with City Services, 2010-2015**



<sup>∪</sup> Statistically significant change from 2014 (p<.05)

<sup>€</sup> Statistically significant change from 2013

<sup>α</sup> Statistically significant change from 2011

<sup>#</sup> Statistically significant change from 2012

<sup>¥</sup> Statistically significant change from 2010

Throughout the report, a response analysis by resident sub-groups (i.e. cross-tabulation data) will be presented in text boxes.

The following is an assessment of residential sub-groups and their overall satisfaction\* (“Very” and “Somewhat”) with city services. Satisfaction varies among the following sub-groups:

- Residents who have lived in Carlsbad for over 15 years are less satisfied (92%) than residents who have lived in Carlsbad for one to four years (96%) or five to nine years (98%).
- Ninety-seven percent of residents in 92011 are satisfied compared to 92% from 92008.
- Renters (98%) are more satisfied than homeowners (93%).
- Residents 65 years or older (96%) are more satisfied than those between the ages of 25 and 34 (89%).

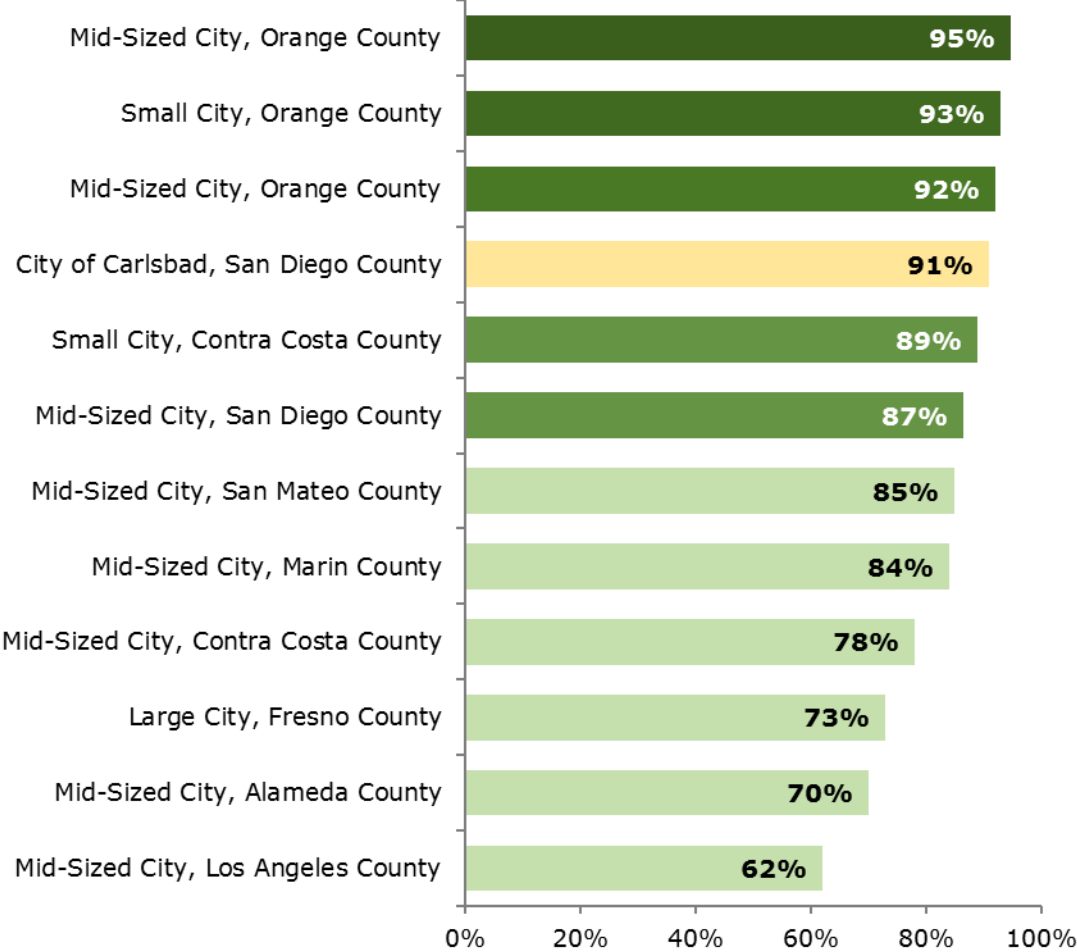
\*Sub-group comparisons throughout the report are done of those respondents that provided an opinion (satisfied or dissatisfied) and factored out DK/NA responses. Overall resident satisfaction, of those that provided an opinion, is 94.4%.

**Overall Satisfaction – Comparison to Other Cities**

The figure below shows a range of satisfaction scores reported by cities throughout California from comparable studies within the past five years. The similarity of study methodology across these assessments allows relevant comparison of Carlsbad resident satisfaction to other small, mid-sized, and large cities in California.

Satisfaction in the City of Carlsbad is higher than small, mid-sized, and large cities in Contra Costa, San Diego, San Mateo, Marin, Fresno, Alameda, and Los Angeles Counties but one to four percentage points lower than small to mid-sized cities in Orange County.

**Figure 9: Satisfaction with City Services – Comparison to Other Cities<sup>2</sup>**



<sup>2</sup> Small cities are have a total population of up to 50,000. Mid-sized cities fall between 50,001 and 150,000. Large cities have a population of 150,001 or more.

**IMPORTANCE AND SATISFACTION WITH SPECIFIC SERVICES**

Upon rating their overall satisfaction with citywide services, participants are asked to attribute their level of importance and satisfaction with a list of specific municipal services. The survey examines 12 different services provided by the City. These options are randomized for each respondent to prevent positioning bias.

***Importance of Specific Services***

Each of the 12 services examined are considered important (“Extremely important” and “Important”) by at least eight in ten (80%) Carlsbad residents.

Ten out of these services are important to at least 92% of Carlsbad residents. These include:

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Tier 1 Importance (Extremely important > 70%)

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- Provide local fire protection and emergency medical services (100%)
- Repair and maintain local streets and roads (99%)
- Provide local police and law enforcement services (98%)
- Manage traffic congestion on city streets (96%)

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Tier 2 Importance (Extremely important > 55%)

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- Provide high quality parks that offer appropriate amenities and facilities (96%)
- Provide library services (95%)
- Support a healthy business climate in Carlsbad (95%)

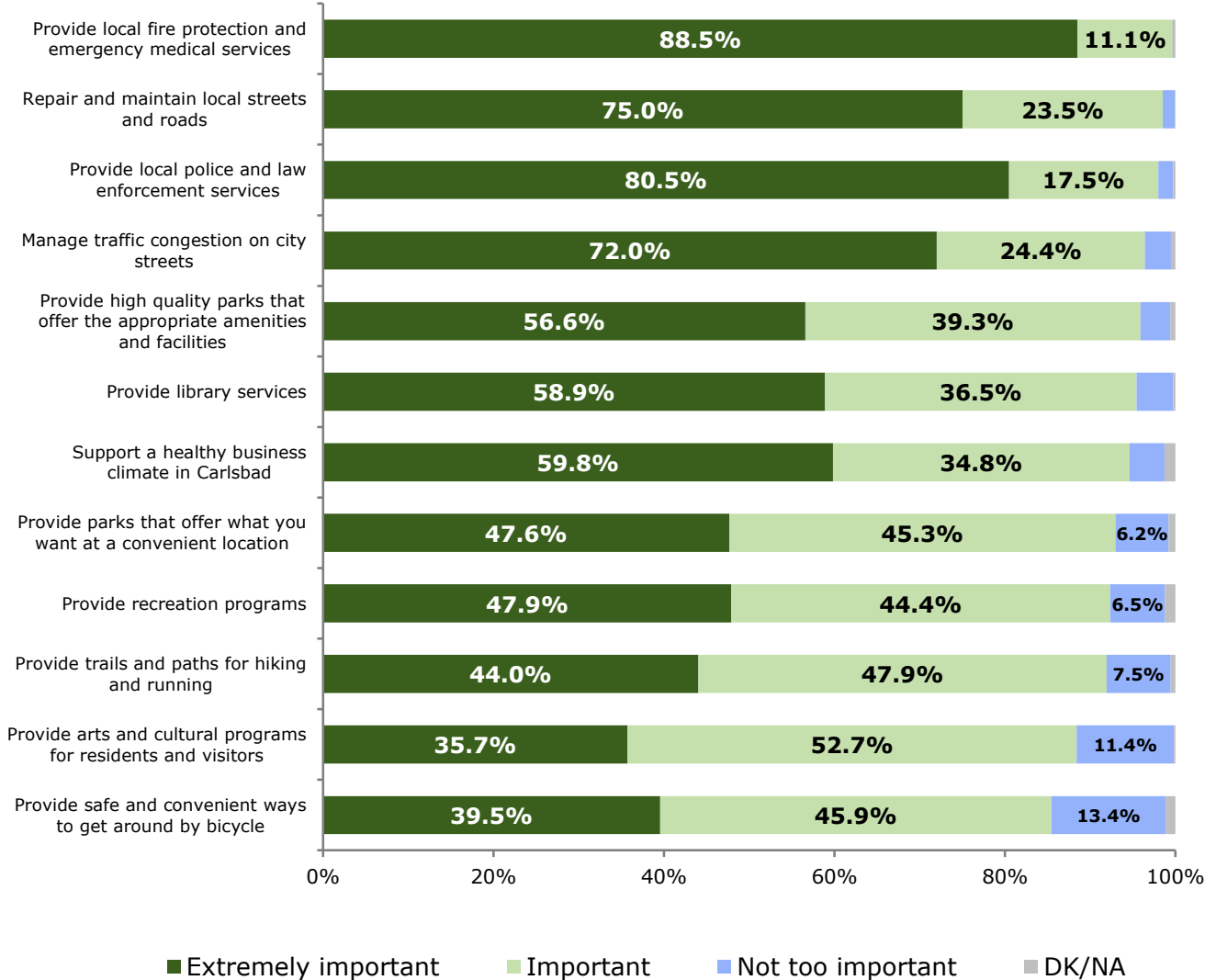
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Tier 3 Importance (Extremely important > 40%)

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- Provide parks that offer what you want at a convenient location (93%)
- Provide recreation programs (92%)
- Provide trails and paths for hiking and running (92%)

**Figure 10. Importance of Specific Services**



### ***Satisfaction with Specific Services***

Participants are then questioned about their level of satisfaction with these same services. This feedback provides deeper analysis into specific areas of service that exceed or fall short of overall satisfaction with the City of Carlsbad.

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#### Highest Satisfaction

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At least nine in ten residents are satisfied with the following services:

- Local fire protection and emergency medical services (95%)
- Library services (92%)
- Local police and law enforcement services (92%)
- High quality parks that offer the appropriate amenities and facilities (91%)

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#### Lowest Satisfaction

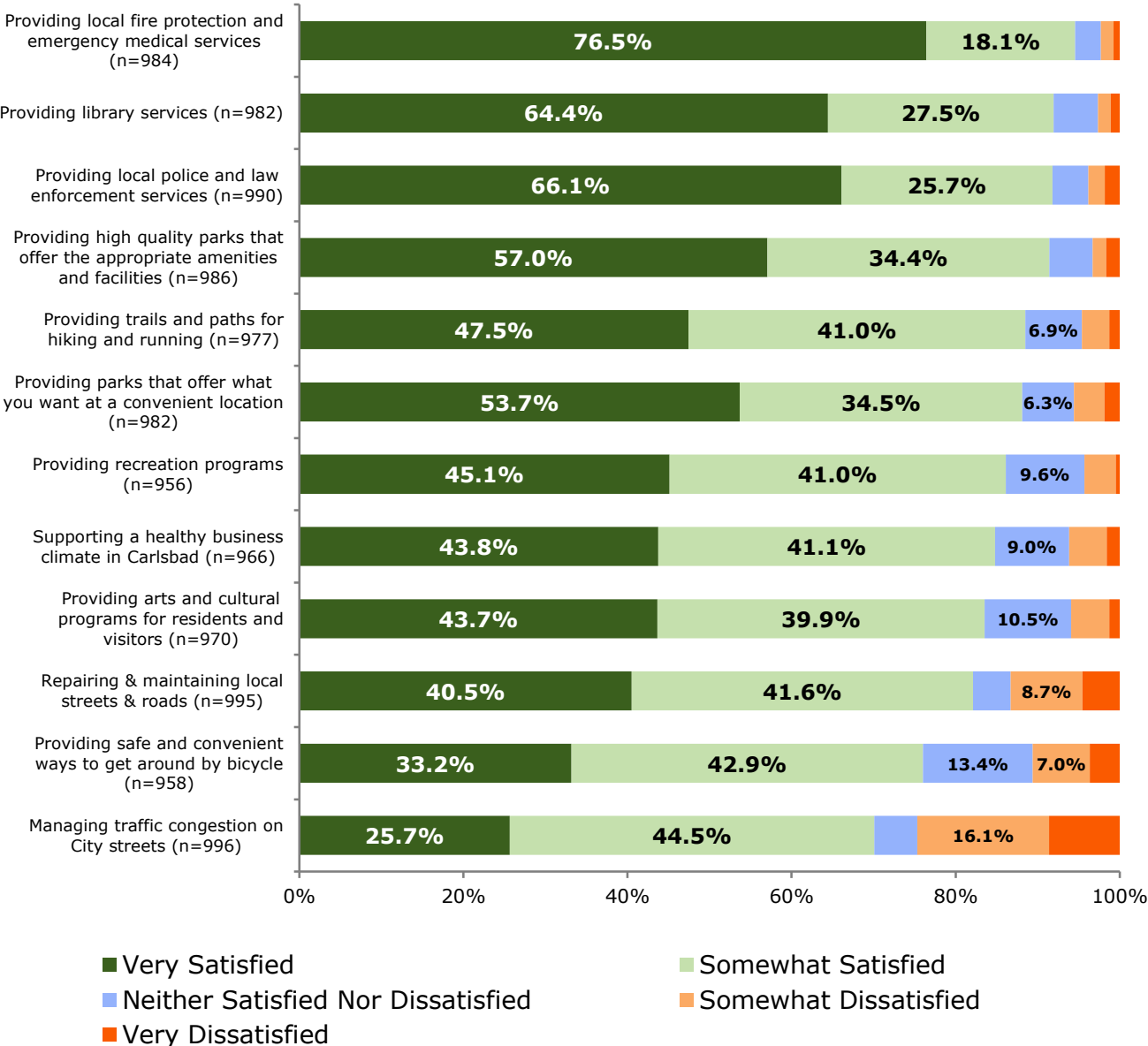
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Under 80% of residents are satisfied with these two services:

- Safe and convenient ways to get around by bicycle (76%)
- Management of traffic congestion on city streets (70%)

**Figure 11. Satisfaction with Specific Services<sup>3</sup>**

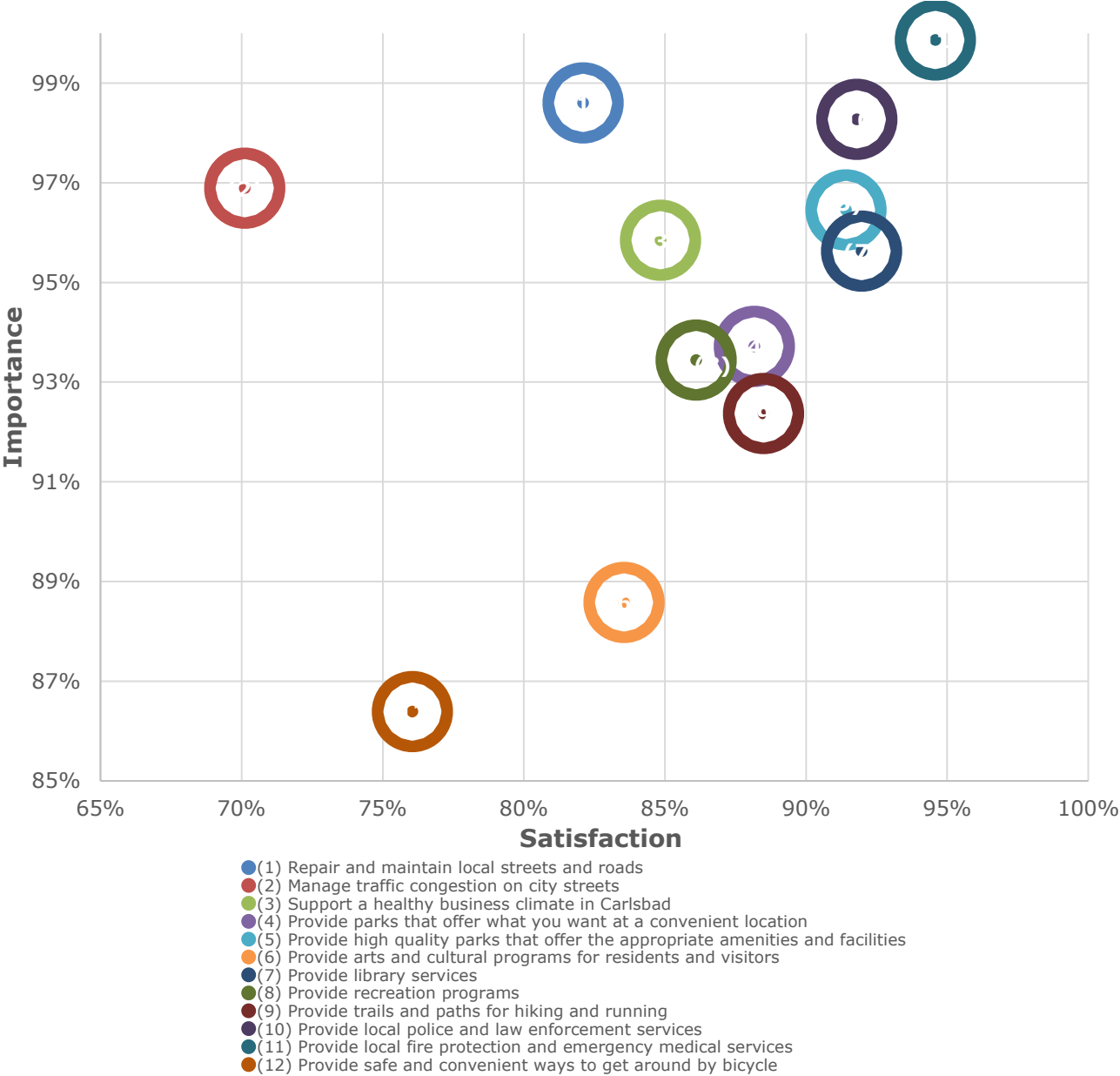


<sup>3</sup> Satisfaction analyses in this figure are displayed with “DK/ NA” and “No experience” factored out and the resulting n in parentheses.

**Satisfaction – Importance Matrix**

The following chart depicts each service by its corresponding satisfaction (“Very” and “Somewhat”) and importance (“Extremely important” and “Important”) scores. The results of this analysis show, that apart from traffic congestion, residents generally placed higher satisfaction scores on those services that were more important to residents.

**Figure 12. Satisfaction – Importance Matrix, City Services<sup>4</sup>**



<sup>4</sup> Importance and Satisfaction percentages are displayed with “DK/ NA” and “No experience” factored out.



The following is an assessment of residential sub-groups and their perceived importance of specific city services. Levels of importance vary among the following sub-groups:

- **Repair and maintenance of streets and roads, management of traffic congestion, and support for a healthy business climate** is important to over 90% of residents in each sub-group -- across age, gender, ethnicity, income, and place of residence.
  - Residents between the ages of 45 and 64 (76%) more likely find the **management of traffic congestion** “Extremely important” than those 65 or older (67%).
  - Seventy percent of Hispanic or Latino residents rated **support for a healthy business climate** as “Extremely important” compared to 60% of non-Hispanic White or Caucasian residents.
  - Residents between the ages of 35 and 54 (64%) and 55 and over (61%) more likely find **support for a healthy business climate** “Extremely important” than those under 35 (51%).
- **Local police, law enforcement, fire protection, and emergency services** are important to over 95% of individuals in each residential sub-group.
  - More residents over 55 (86%) rated the **provision of police and law enforcement services** as “Extremely important” than residents between the ages of 18 and 34 (74%) and 35 and 54 (79%).
- More residents in 92011 (96%) find the **provision of parks at a convenient location** important than those in 92008 (91%).
- Ninety-three percent of residents who have lived in Carlsbad for five to nine years place importance on the **provision of arts and cultural programs** compared to 84% of those who have lived in Carlsbad under five years. Women (93%) and residents in 92008 (92%) are more likely to find this service important compared to men (84%) or those who reside in 92009 (86%).
- Hispanic or Latino residents are more likely to find the **provision of safe and convenient ways to get around by bicycle** important compared to non-Hispanic White or Caucasian residents (92% vs. 86%). More renters (92%) find this services important than homeowners (84%).

The following is an assessment of residential sub-groups and their satisfaction with specific city services. Satisfaction varies among the following sub-groups:

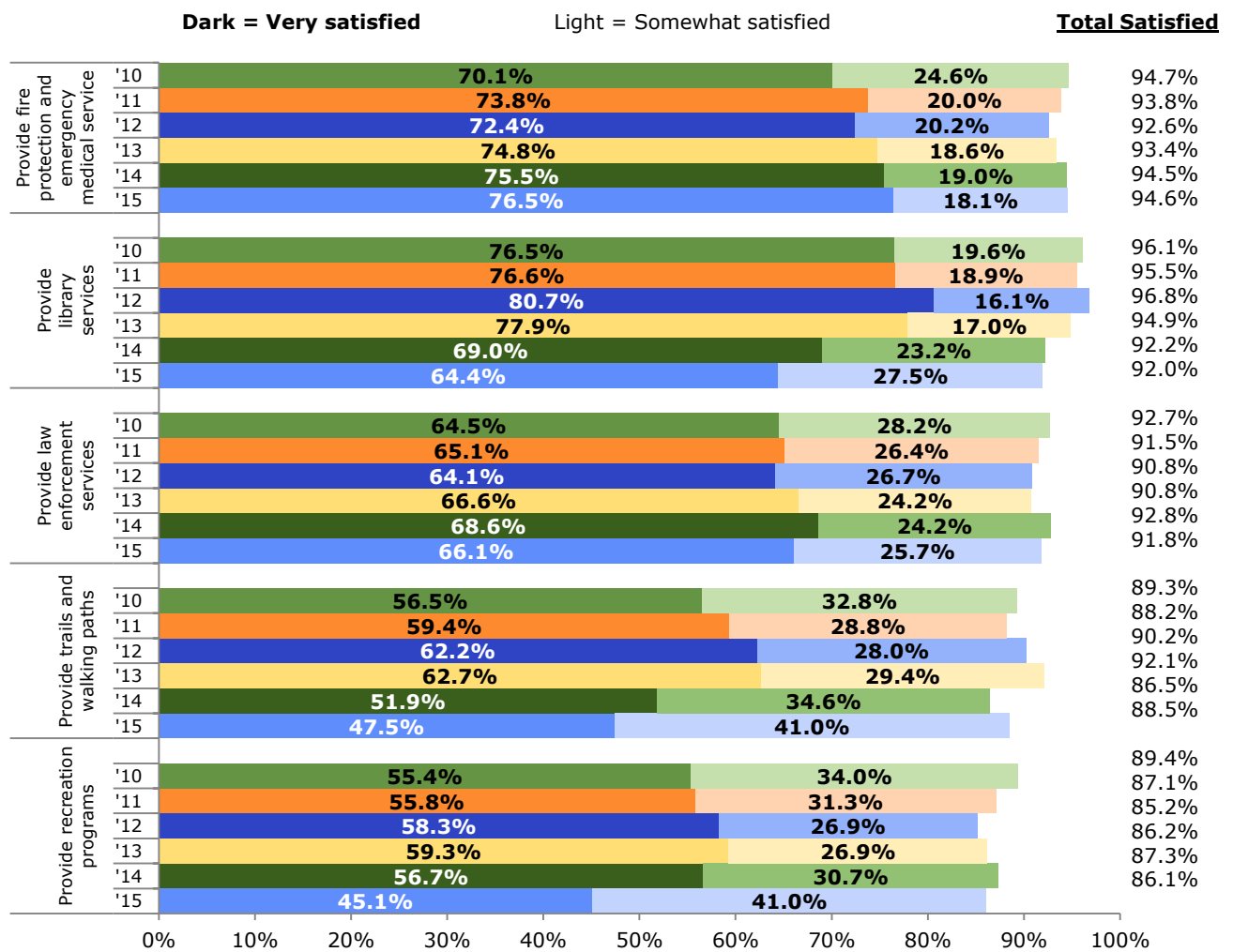
- Residents in 92008 are least satisfied (78%) with the **repair and maintenance of streets and roads** than their neighbors (92009: 86%, 92010: 80%, and 92011: 83%). Fewer renters (76%) are satisfied with this service than homeowners (84%).
- Fewer residents from 92008 (66%) are satisfied with the **management of traffic congestion** than from 92009 (74%). Residents 65 or older (81%) are more satisfied with this service than those under 25 (67%).
- Residents with one child are less satisfied with the **provision of arts and cultural programs** than those with no children (77% vs. 85%). Residents between the ages of 25 and 34 are least satisfied (71%) than any other age group; men 65 and older are less satisfied (85%) than women of the same age (94%).
- Residents who have lived in Carlsbad under five years are less satisfied with the **provision of library services** than those who have lived in Carlsbad for 15 years or more (86% vs. 94%). Non-Hispanic White or Caucasian residents (93%) and homeowners (93%) are more satisfied with this service than Hispanic or Latino residents (84%) and renters (88%). Eighty-five percent of residents between the ages of 18 and 24 are satisfied with this service compared to 97% of those 65 or older; men ages 18 to 24 are more satisfied than women of the same age (92% vs. 74%).
- Non-Hispanic White or Caucasian residents (87%), homeowners (88%), and residents 55 or older (90%) are more satisfied with the **provision of recreation programs** than Hispanic or Latino residents (78%), renters (81%), or residents between the ages of 18 and 34 (77%).
- Homeowners (87%) and those over the age of 65 (84%) are less satisfied with the **provision of trails and paths for hiking and running** than renters (93%) and residents between 18 and 24 (95%).
- Fewer individuals from 92008 (89%) are satisfied with the **provision of police and law enforcement** than from 92009 (94%), 92011 (94%), and 92010 (91%). Residents with no kids (94%) and those 65 and older (98%) are more satisfied than those with two children (88%) or between the ages of 18 and 24 (85%).
- Nearly all residents 65 and older (98%) are satisfied with the **provision of fire protection and emergency services**, but only nine in ten residents between the ages of 18 and 24 are satisfied with this service (90%).

**Satisfaction with Specific Services – Comparison to Previous Years**

Due to some omissions and changes in the 2015 Carlsbad resident survey, the following comparisons can only be conducted for nine out the twelve services examined this year.

Since 2014, satisfaction with the provision of trails and walking paths increased by two percentage points. Recreation programs and law enforcement services each declined by one percentage point in satisfaction since 2014.

**Figure 13. Satisfaction with Specific Services: Tier 1 Satisfaction, 2010-2015**

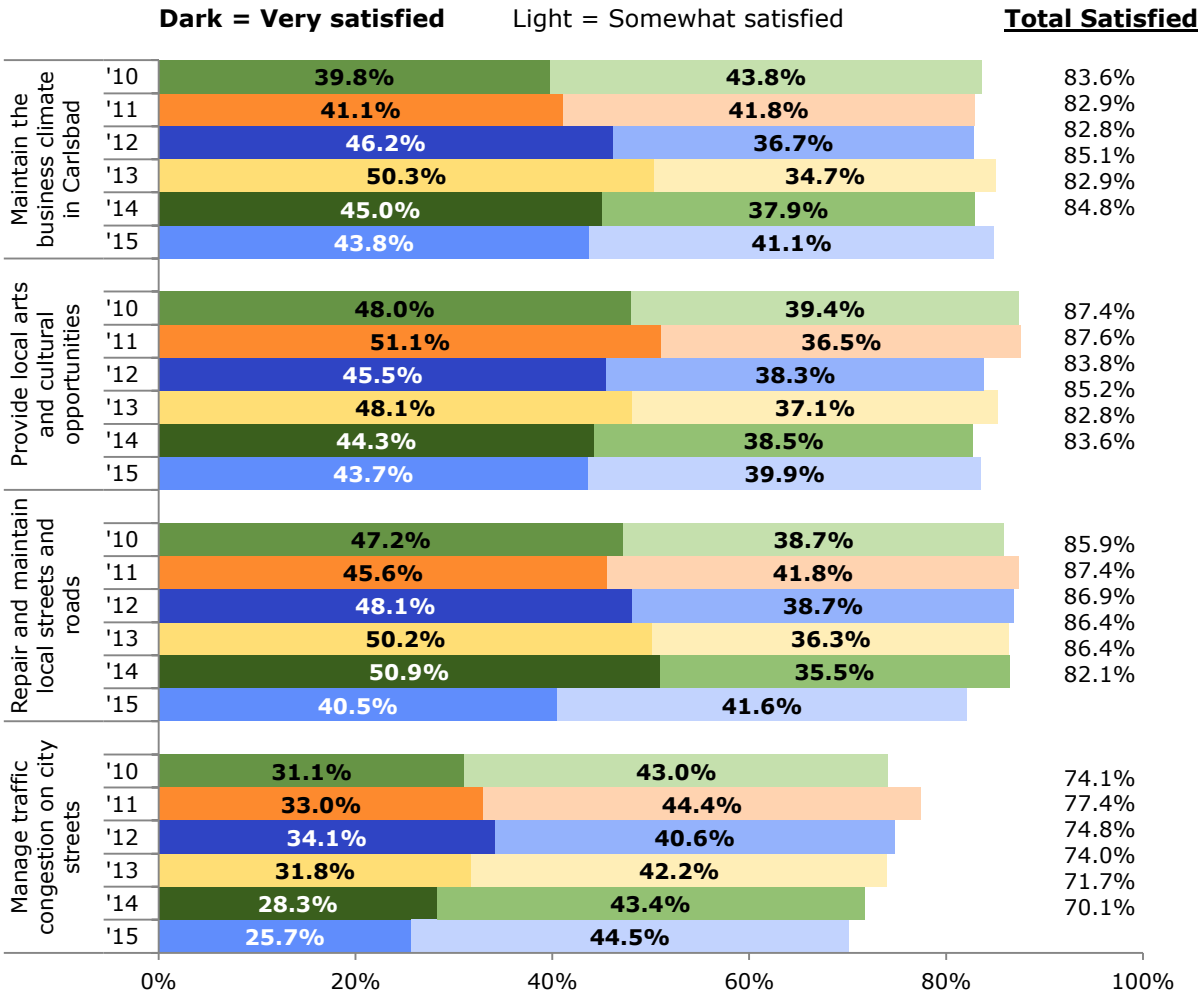


The following services are satisfactory to under 90% of Carlsbad residents, and two out of the four have seen a slight decrease in satisfaction since 2014:

- Management of traffic congestion (two percentage point decrease)
- Repair and maintenance of local streets and roads (four percentage point decrease)

Satisfaction with the maintenance of a healthy business climate has actually increased by two percentage points since 2014.

**Figure 14. Satisfaction with Specific Services: Tier 2 Satisfaction, 2010-2015**



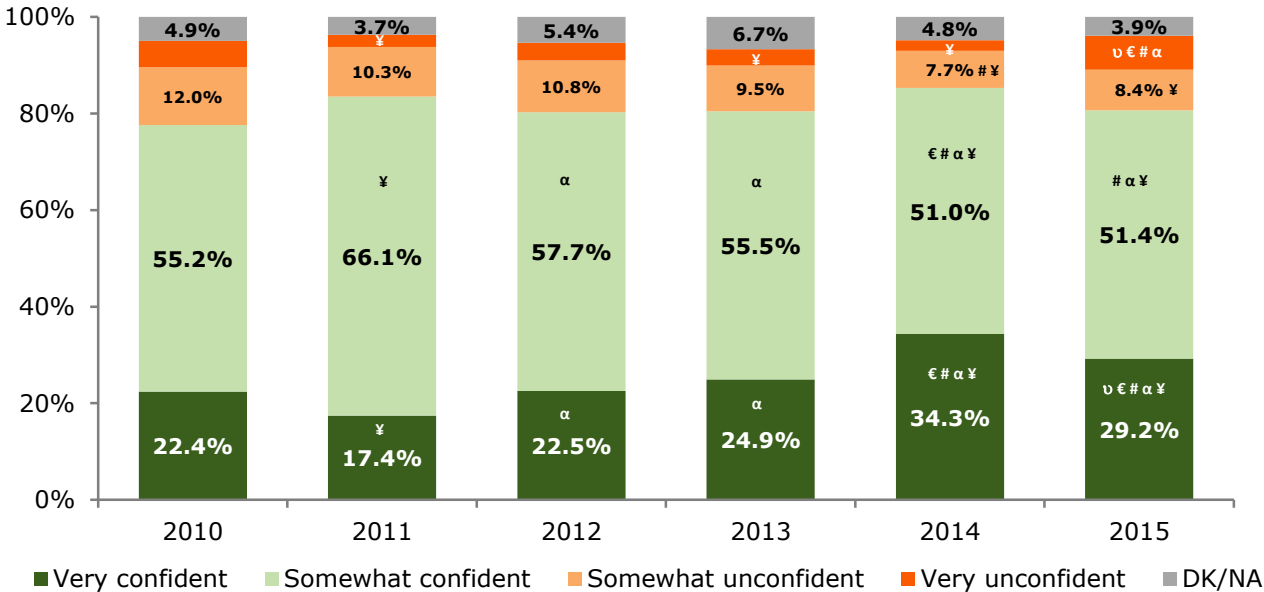
### CONFIDENCE IN CITY GOVERNMENT

Just over eight in ten (81%) Carlsbad residents are confident in the City’s ability to make decisions that will positively affect the lives of its community members.

Overall confidence has declined by one percent compared to the average level of confidence between 2010 and 2014. Though the percentage of residents that feel confident in city government is roughly similar to 2014, the decrease in residents who are “Very confident” shifted to both “Somewhat unconfident” and “Very unconfident”.

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

**Figure 15. Confidence in Carlsbad City Government, 2010-2015**



<sup>∪</sup> Statistically significant change from 2014 (p<.05)  
<sup>€</sup> Statistically significant change from 2013  
<sup>α</sup> Statistically significant change from 2011  
<sup>#</sup> Statistically significant change from 2012  
<sup>¥</sup> Statistically significant change from 2010

Confidence in city government varies among the following residential sub-groups:

- Residents who have lived in Carlsbad for over 15 years are less confident (81%) than those living in Carlsbad under five years (89%)
- Seventy-nine percent of men ages 25 to 44 and 79% of women ages 45 to 64 are confident; these cohorts have the lowest percentage of confidence of the age and gender segments.
- Residents 18 to 24 are more confident (90%) than those between the ages of 45 and 64 (81%).

### GOVERNMENT SPENDING

About eight in ten Carlsbad residents agree with the following statement:

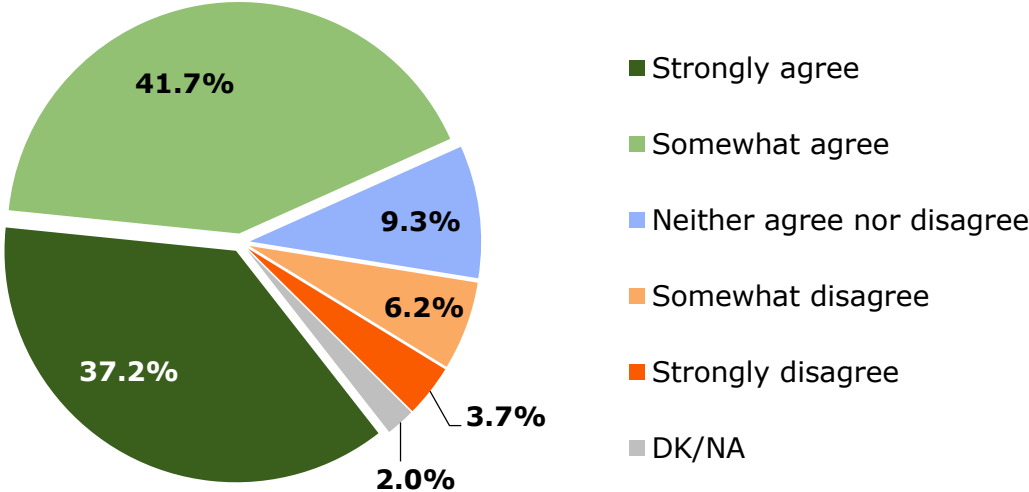
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*“Thinking about the services and facilities provided by the City of Carlsbad, I feel like I am getting my money’s worth for my City tax dollars.”*

---

More than one-third of city residents (37%) strongly agreed with this statement. Overall agreement (“Strongly” and “Somewhat”) has declined by just over two percentage points since 2014.

**Figure 16. Agreement with City Use of Tax Dollars**



Agreement with the above statement varies among the following residential sub-groups:

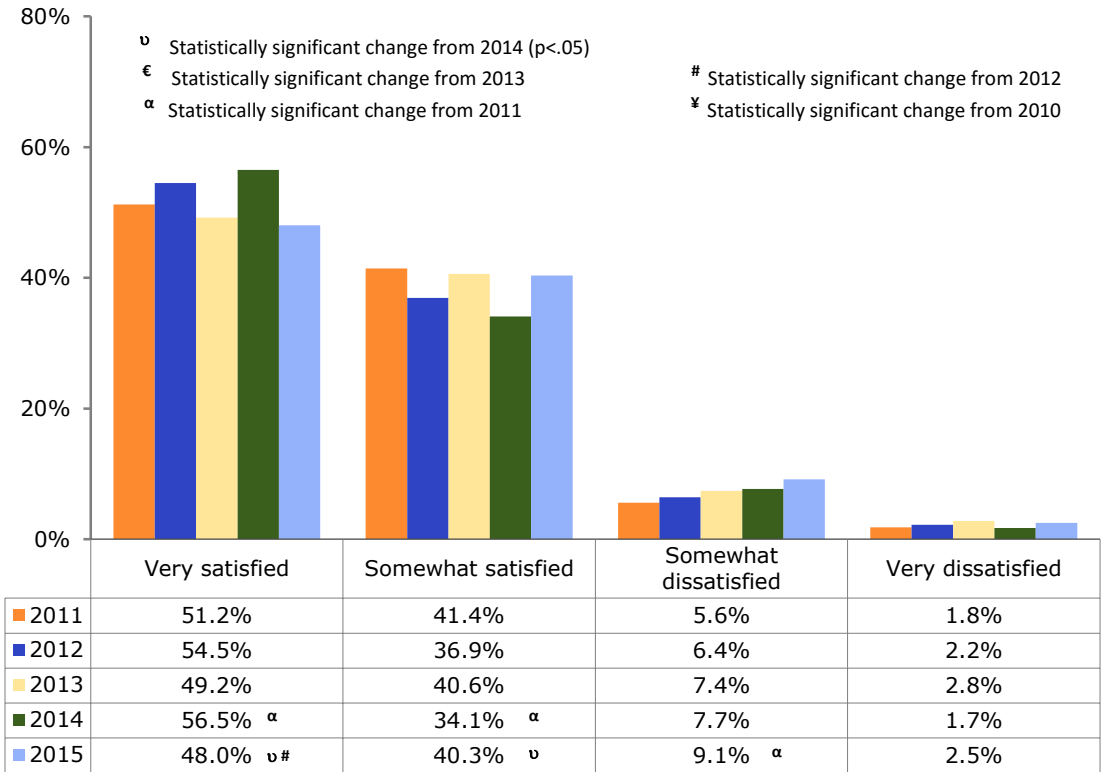
- Non-Hispanic White or Caucasian residents more likely agree with this statement (83%) than Hispanic or Latino residents (69%).
- Residents from 92008 have the lowest percentage of agreement (79%) across zip codes.
- Nine in ten residents over 65 agree (90%) compared to under 80% of residents between the ages of 18 and 24 (76%), 25 and 44 (77%), or 45 and 64 (79%).
- Women between the ages of 18 and 24 have the lowest percentage of those who agree (67%) across all other age and gender cohorts.

### CITY-RESIDENT COMMUNICATION

Almost nine in ten Carlsbad residents (88%) are satisfied with the City’s current provision of information; 48% are “Very satisfied” and 40% are “Somewhat satisfied”

*“Are you satisfied or dissatisfied with the City’s efforts to provide information to residents through its website, newsletters, and related sources of information?”*

**Figure 17. Satisfaction with Information Provision, 2011-2015<sup>5</sup>**



Satisfaction with city-resident communication varies among the following sub-groups:

- Residents who have lived in Carlsbad for under 5 years are less satisfied (83%) with the City’s provision of information, than those that have live in Carlsbad for 5 years or more.
- Younger residents 18 to 34 years old (79%) are less satisfied with the City’s provision of information compared to residents between the ages of 35 and 54 (91%) and residents 55 years or older (91%).

<sup>5</sup> This analysis was conducted with the removal of “DK/ NA responses.

**QUALITY OF LIFE**

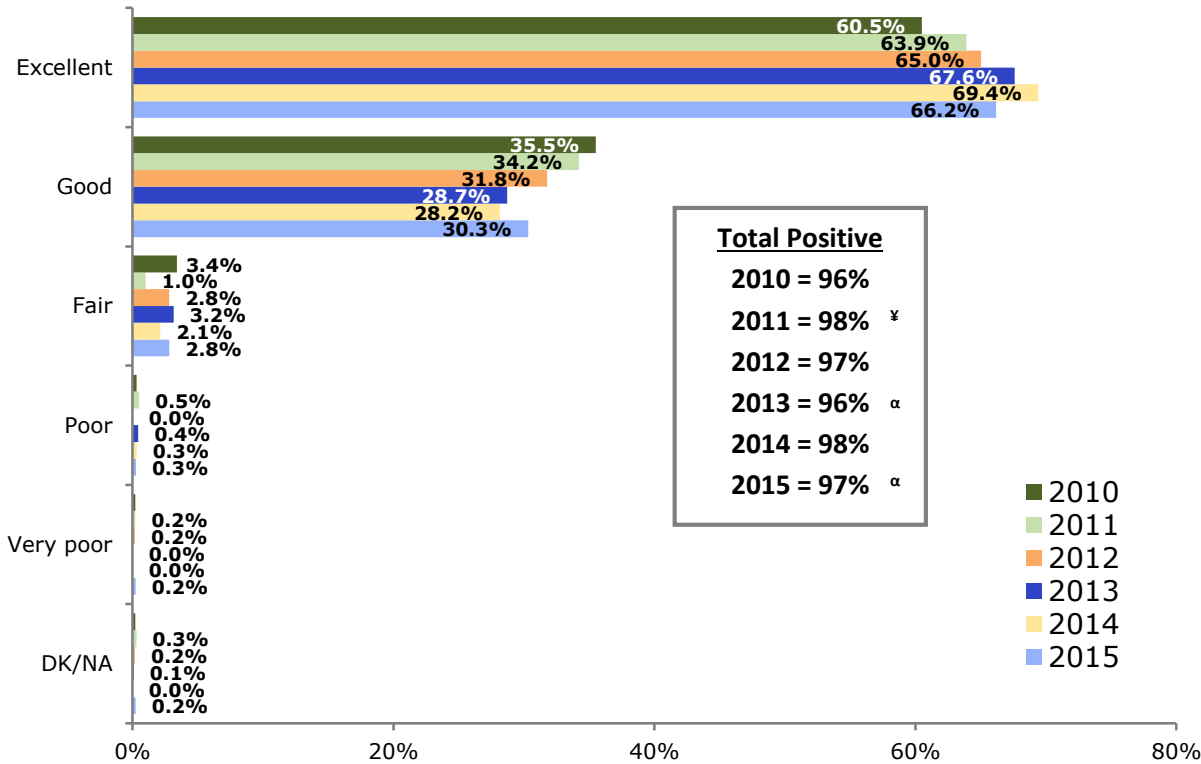
Upon measuring general satisfaction with city services, respondents are questioned about their perceived quality of life and its potential for improvement. The following responses promote an understanding beyond satisfaction with government services and hone in on issues that are connected to residents’ day to day life.

**OVERALL QUALITY OF LIFE**

Carlsbad residents are consistently pleased with their quality of life. Nearly all (97%) Carlsbad adult residents rate their quality of life positively, either excellent or good. This number is consistent with previous years’ ratings: 2014: 98%, 2013: 96%, 2012: 97%, 2011: 98%, and 2010: 96%.

*“How would you rate your quality of life in Carlsbad?”*

**Figure 18. Quality of Life, 2010-2015**



<sup>α</sup> Statistically significant change from 2014 (p<.05)  
<sup>€</sup> Statistically significant change from 2013  
<sup>#</sup> Statistically significant change from 2012  
<sup>‡</sup> Statistically significant change from 2010



Quality of life ratings vary among the following sub-groups:

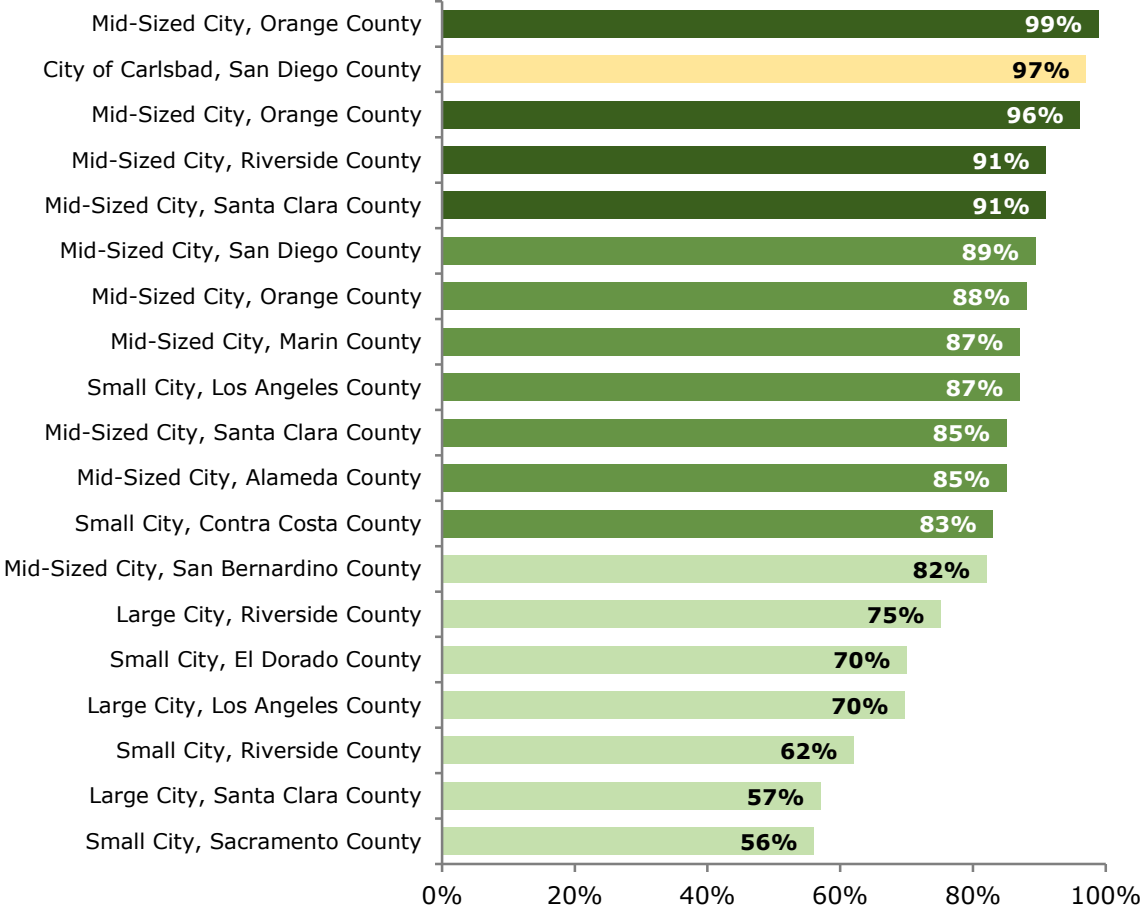
- Residents between the ages of 25 and 44 years old are less likely to rate their quality of life as “Excellent” (61%) compared to those between the ages of 18 and 24 (72%), 45 and 64 (67%), and 65 or older (70%); only 55% of men between the ages of 25 and 44 find their quality of life to be “Excellent”.

**Overall Quality of Life – Comparison to Other Cities**

The figure below shows a range of quality of life ratings from cities throughout California in the past five years. The similar methodologies of the following studies provide a comparative metric with which to assess resident quality of life in Carlsbad.

Carlsbad residents rate their quality of life just below a mid-sized city in Orange County but above eleven other small, mid-sized, or large cities in Orange, Riverside, Santa Clara, San Diego, Marin, Los Angeles, Alameda, Contra Costa, San Bernardino, El Dorado, and Sacramento counties.

**Figure 19. Quality of Life, Comparison to Other Cities**

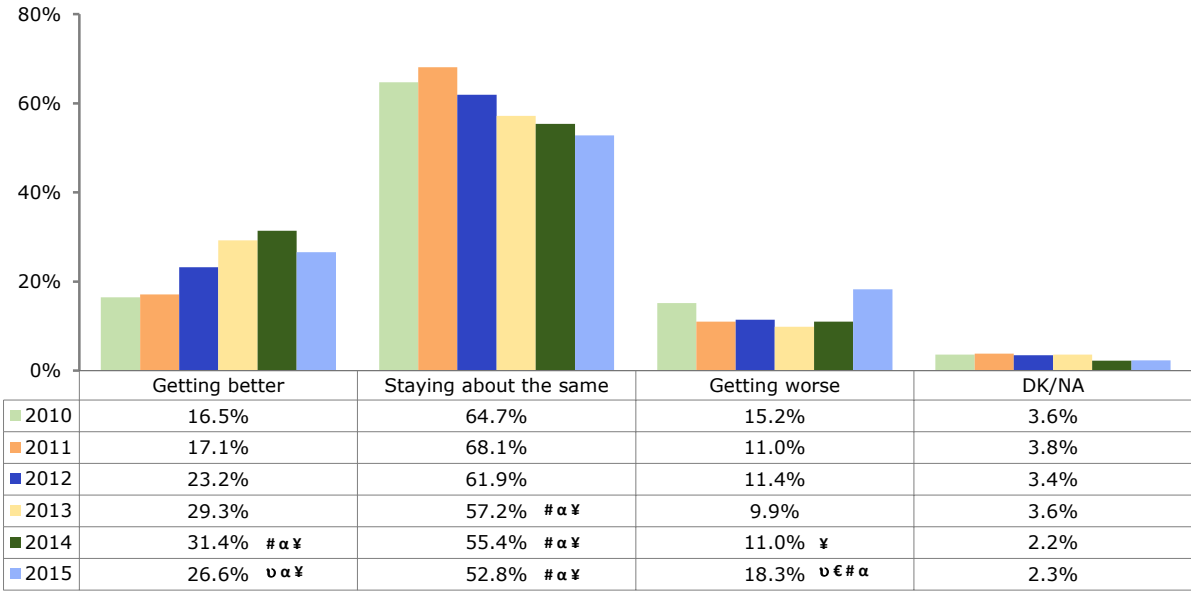


**QUALITY OF LIFE DIRECTION**

Just over a quarter of Carlsbad residents (27%) feel that the quality of life is improving; only 18% of residents find quality of life is getting worse and the majority (53%) believe it is staying about the same. Residents who are positive about improvements in quality of life have declined by three percentage points compared to the average between 2010 and 2014. The ratio of respondents who indicated that quality of life in Carlsbad is getting better over those that feel it is getting worse is about 1.5 to 1.

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

**Figure 20. Quality of Life Direction, 2010-2015**



∪ Statistically significant change from 2014 (p<.05)  
 € Statistically significant change from 2013  
 # Statistically significant change from 2012  
 α Statistically significant change from 2011  
 ¥ Statistically significant change from 2010

The following is an assessment of residential sub-groups and their perceived direction of quality of life. Results vary among the following sub-groups:

- Residents who have lived in Carlsbad for 15 years or more are less likely to find quality of life is getting better than those who have lived in Carlsbad for under five years (22% vs. 33%).
- Renters (32%) are more optimistic that quality of life is improving than homeowners (25%).
- Thirty-six percent of residents with two children feel quality of life is improving compared to only 24% of residents with no children.
- Young residents 18 to 24 years old (34%) are optimistic about improvements in quality of life compared to residents 65 years or older (23%); men between the ages of 25 and 44 (23%) are less optimistic than women of the same age (34%).

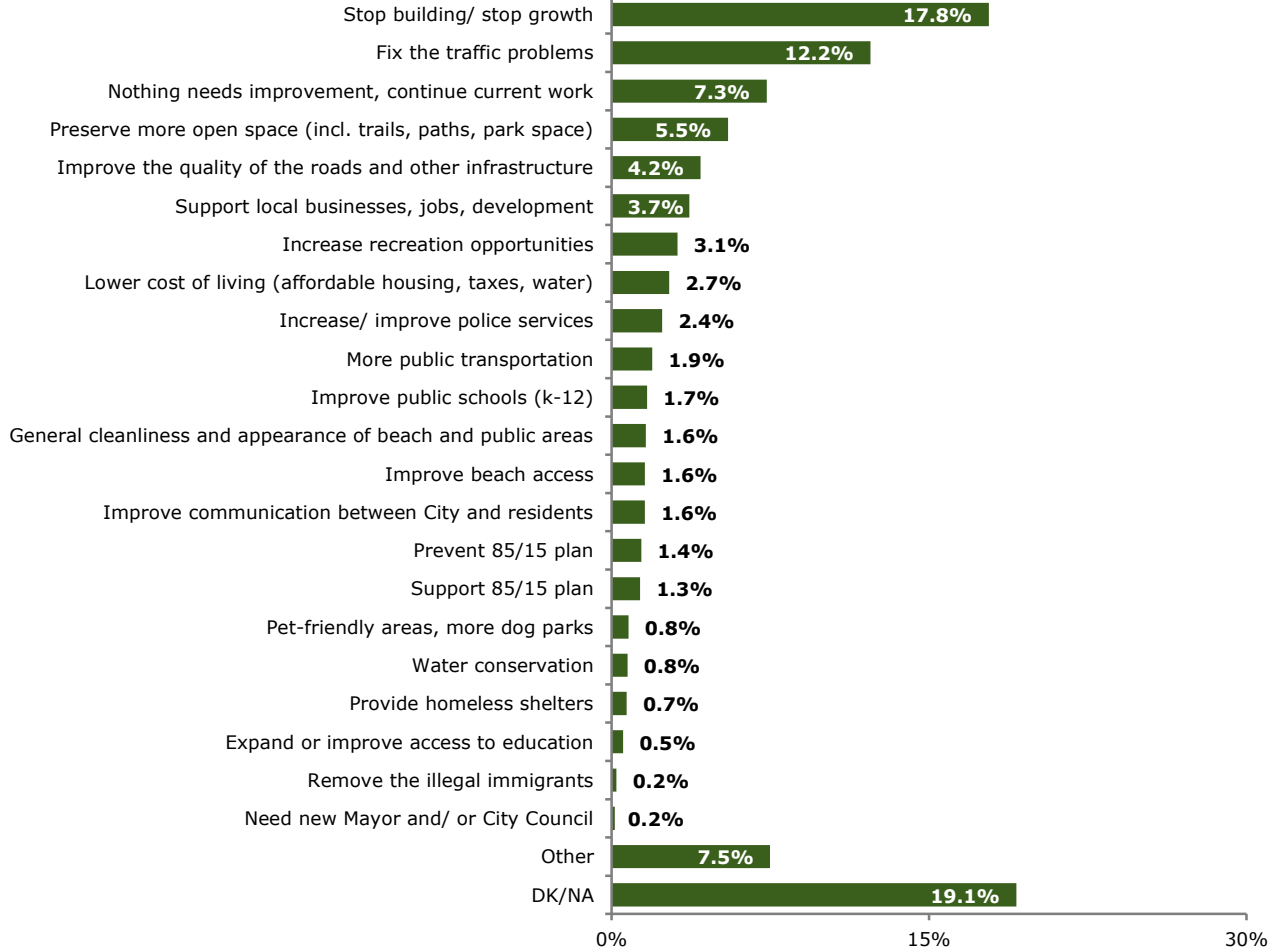
**AREAS TO IMPROVE QUALITY OF LIFE**

The final quality of life questions allows residents the opportunity to self-select their highest priority for improvement. These answers were grouped and coded into categories found in the figure below to provide a clear analysis. As an open-ended question, the interviewer did not read a selection of response options and participants were only allowed a single answer. As such, the following responses highlight issues that are most important to Carlsbad residents.

Eighteen percent of residents cited that prevention of building and growth would most improve their quality of life; this was the largest category of responses, replacing traffic issues from 2014. Another 12% of residents addressed problems with traffic, while 7% reported that nothing needs improvement. The preservation of open space (6%), improvement in the quality of roads and other infrastructure (4%), and support for local businesses, jobs, and development (4%) are also important to Carlsbad residents.

*“In your opinion, what is the number one thing that the City of Vista could do to improve the quality of life within the community?”*

**Figure 21. Number One Way to Improve Quality of Life**



The following is an assessment of residential sub-groups and their identification of the number one way to improve the quality of life. Results vary among the following sub-groups:

- Residents who have lived in Carlsbad for 15 years or more are much more likely to select the **prevention of building or growth** than those who have lived in Carlsbad under five years (27% vs. 9%).
  - Northern Carlsbad residents (92008: 25% and 92010: 22%) were more likely to select this issue than residents from 92009 (13%) or 92011 (14%).
  - Ten percent of residents between the ages of 18 and 24 want to stop building and growth compared to 20% of residents 65 years or older.
- Fourteen percent of residents who have lived in Carlsbad for 15 years or more would like the City to **fix traffic problems** compared to 8% who have lived in Carlsbad for under five years.
  - Fifteen percent of homeowners selected this as their number one quality of life improvement compared to 6% of renters.
  - Older residents 55 years and over are more likely to select this than those between 18 and 34 years old (23% vs. 15%).

**CARLSBAD SENSE OF COMMUNITY**

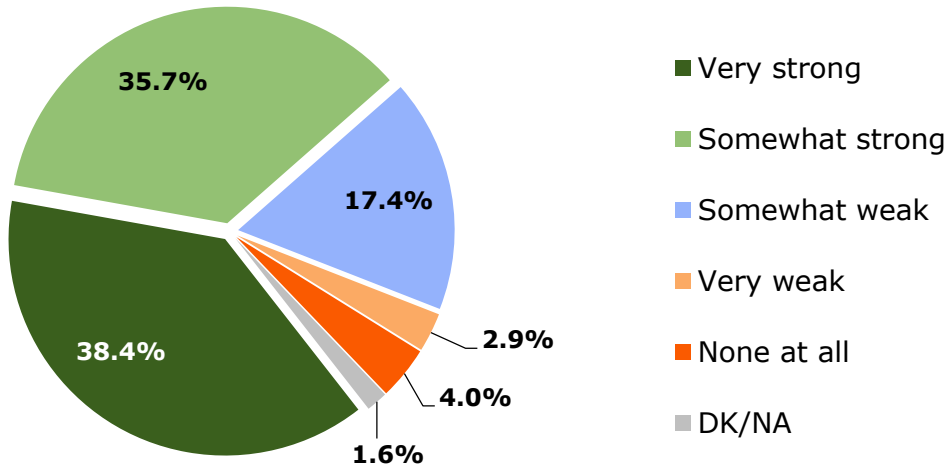
Three in four Carlsbad residents (74%) feel a strong (“Very” and “Somewhat”) sense of community; only 4% feel no sense of community at all. The number of residents who feel strongly about their sense of community has increased by three percentage points since 2013, while those who feel no sense of community at all has decreased by one percentage point.

---

*“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?”*

---

**Figure 22. Carlsbad Sense of Community**



Perceived sense of community varies among the following sub-groups:

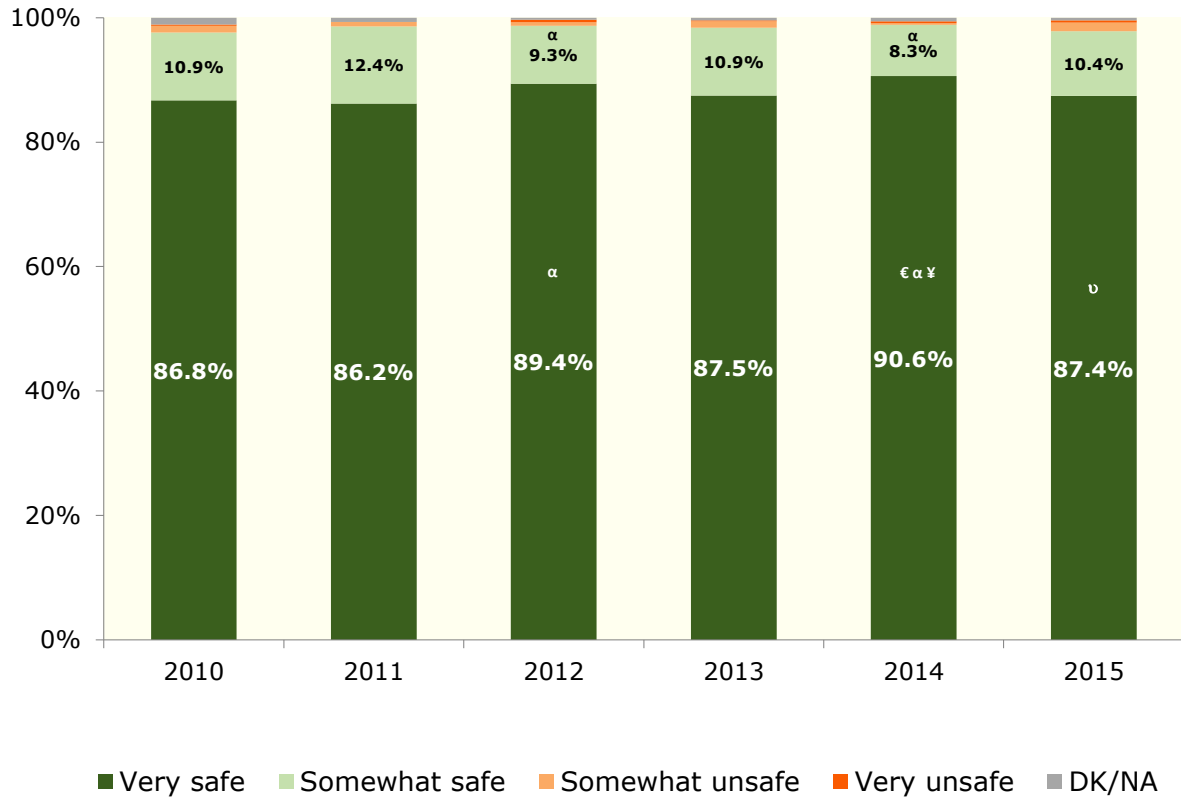
- Women have a stronger sense of community than men (79% vs. 71%).
- Residents from 92009 (70%) reported a weaker sense of community than those from 92008 (80%), 92010 (79%), 92011 (76%).
- Older residents between 35 and 54 (77%) or 55 and over (78%) have a stronger sense of community than residents between the ages of 18 and 34 (67%).
- Men ages 25 to 44 (66%) have the lowest percentage of residents who reported a strong sense of community compared to other age and gender cohorts.

**SAFETY IN CARLSBAD**

Almost all (98%) Carlsbad residents feel safe walking alone in their neighborhood during the day. Though the amount of residents who feel safe (“Very” and “Somewhat”) has remained at 98% or higher since 2010, the number of residents who feel “Very safe” has declined by about one percentage point from the average of 2010 through 2014.

*“When you are walking alone in your neighborhood **during the day** would you say that you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?”*

**Figure 23. Daytime Safety in Carlsbad, 2010-2015**



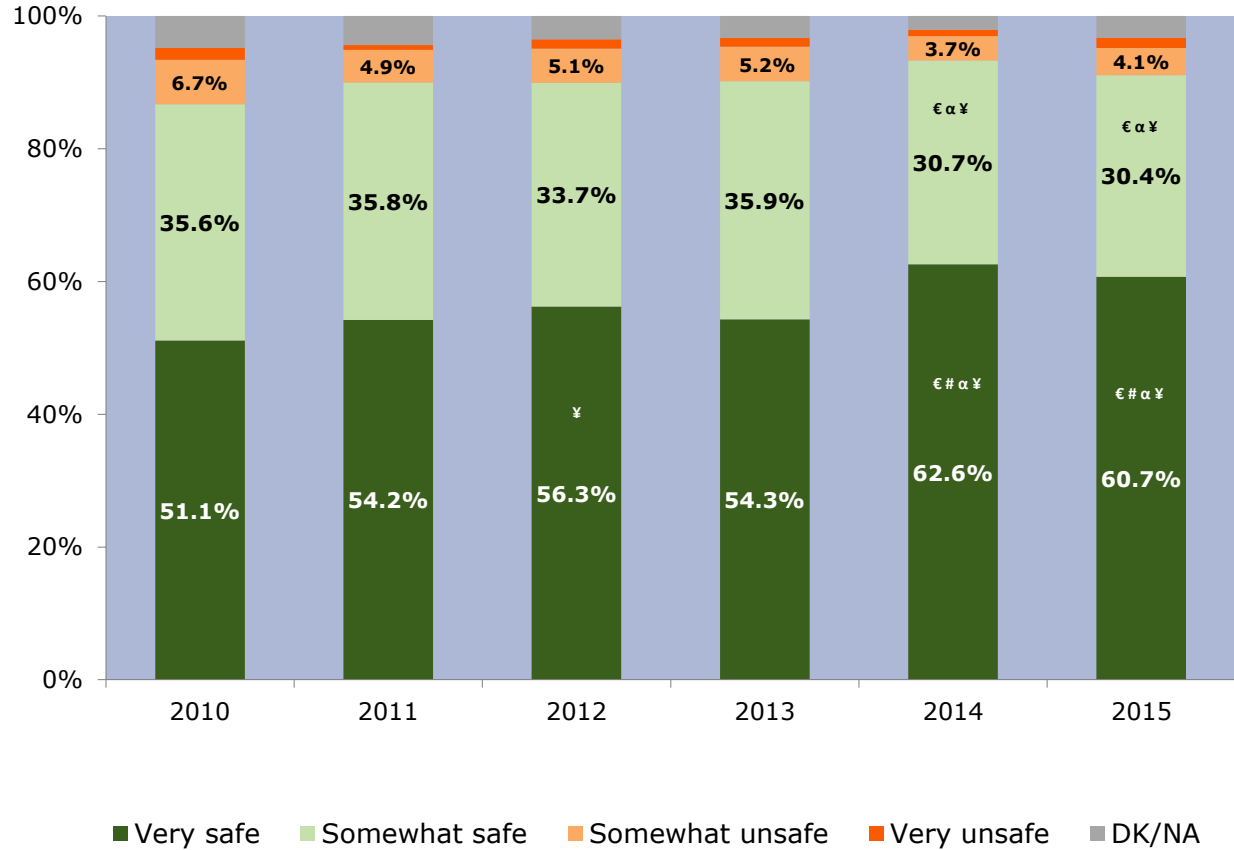
∪ Statistically significant change from 2014 (p<.05)  
 € Statistically significant change from 2013  
 α Statistically significant change from 2011  
 # Statistically significant change from 2012  
 ¥ Statistically significant change from 2010

○ At least 95% of residents from each sub-group feel safe walking alone in their neighborhood during the day.

Just over nine in ten (91%) residents feel safe walking alone in their neighborhood at night; this is about seven percentage points lower than the amount of residents that feel safe walking alone during the day. However, the amount of residents who feel safe (“Very” and “Somewhat”) walking alone after dark has actually increased by one percentage point from the average across 2010 through 2014, while those that feel “Very safe” has increased by five percentage points from the average of 2010 to 2014.

*“When you are walking alone in your neighborhood **after dark** would you say that you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?”*

**Figure 24. Nighttime Safety in Carlsbad, 2010-2015**



∪ Statistically significant change from 2014 (p<.05)  
 € Statistically significant change from 2013      # Statistically significant change from 2012  
 α Statistically significant change from 2011      ¥ Statistically significant change from 2010

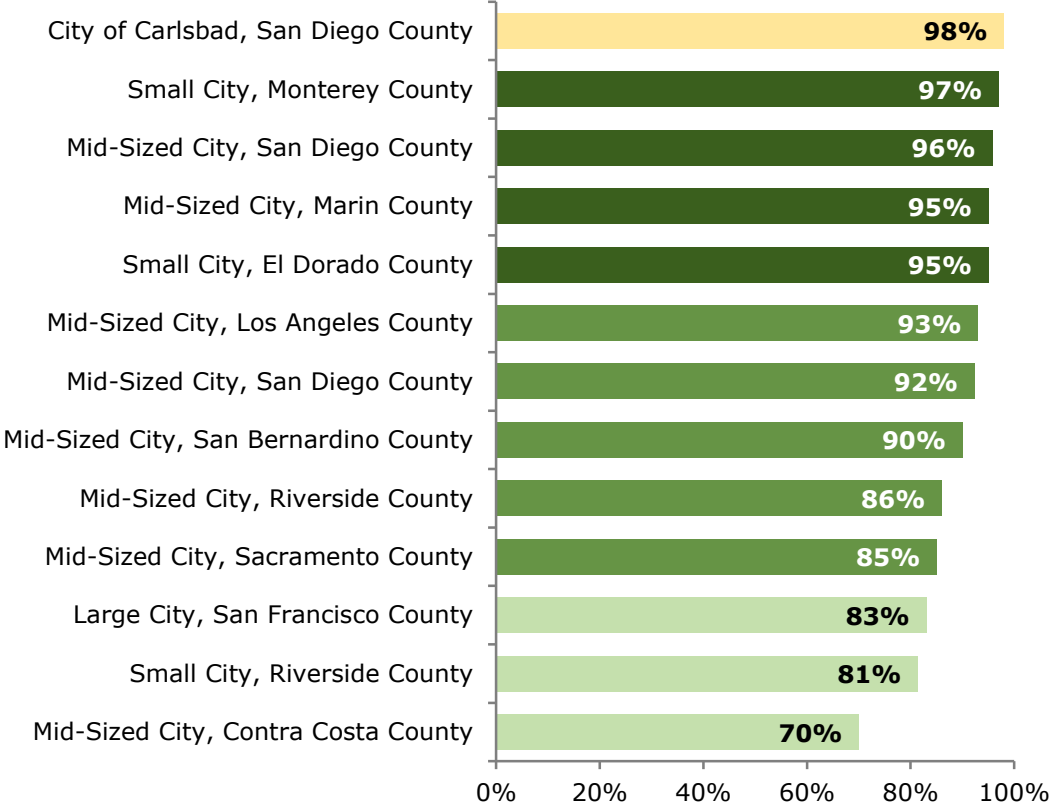
- Men feel safer walking alone after dark than women (97% vs. 92%).
- Ninety-five percent of non-Hispanic White or Caucasian residents feel safe walking alone at night compared to 88% of Hispanic or Latino residents.

**Safety in Carlsbad – Comparison to Other Cities**

The following figure illustrates similar studies about residents’ perception of neighborhood safety as comparative measures for Carlsbad.

The City of Carlsbad has the highest percentage of residents who feel safe walking alone in their neighborhood during the day compared to ten other small, mid-sized, and large cities in Monterey, San Diego, Marin, El Dorado, Los Angeles, San Bernardino, Riverside, Sacramento, San Francisco, and Contra Costa counties.

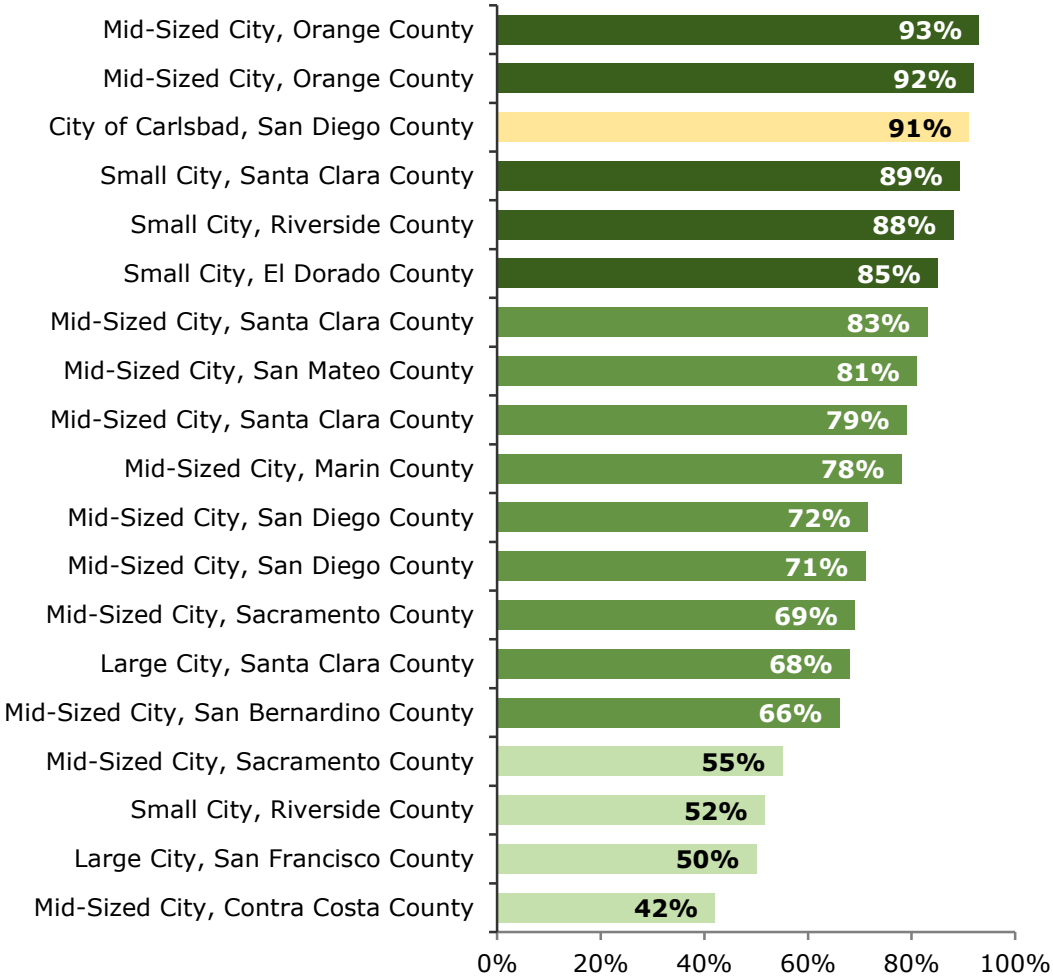
**Figure 25. Daytime Safety in Carlsbad, Comparison to Other Cities**





Carlsbad ranked one to two percentage points below two different mid-sized cities in Orange County for safety walking alone after dark, but there are significantly more individuals that feel safer walking alone at night in Carlsbad than in small, mid-sized, or large cities in Sacramento, Riverside, San Francisco, and Contra Costa counties.

**Figure 26. Nighttime Safety in Carlsbad, Comparison to Other Cities**



### CARLSBAD VILLAGE

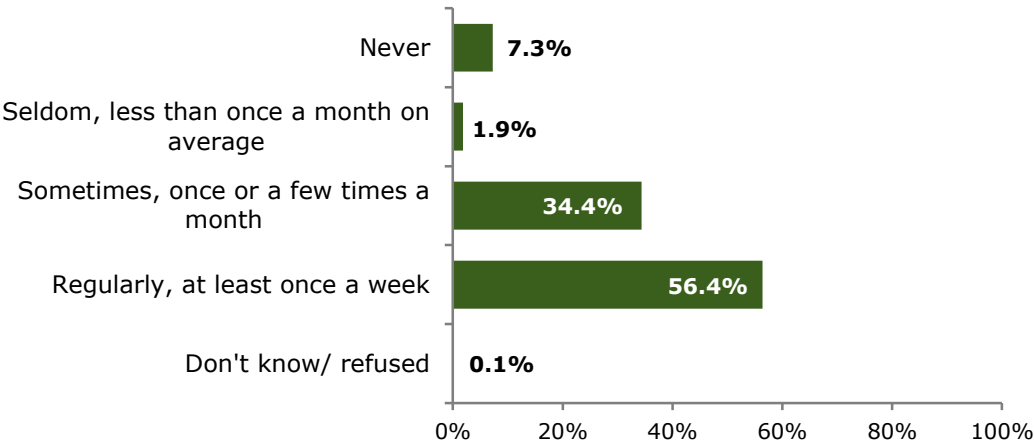
The last part of the survey address the City of Carlsbad’s downtown area, also known as Carlsbad Village. Residents ranked their frequency of visit in a typical month; those who visit downtown Carlsbad are then questioned about their experience on a five-point scale.

#### FREQUENCY OF VISIT

The majority of residents (56%) visit downtown regularly – at least once a week; only 7% of residents never visit Carlsbad Village.

*“How often do you visit Carlsbad’s downtown village, in a typical month?”*

**Figure 27. Carlsbad Village Frequency of Visit**



The following residential sub-groups visit Carlsbad Village with differing frequencies:

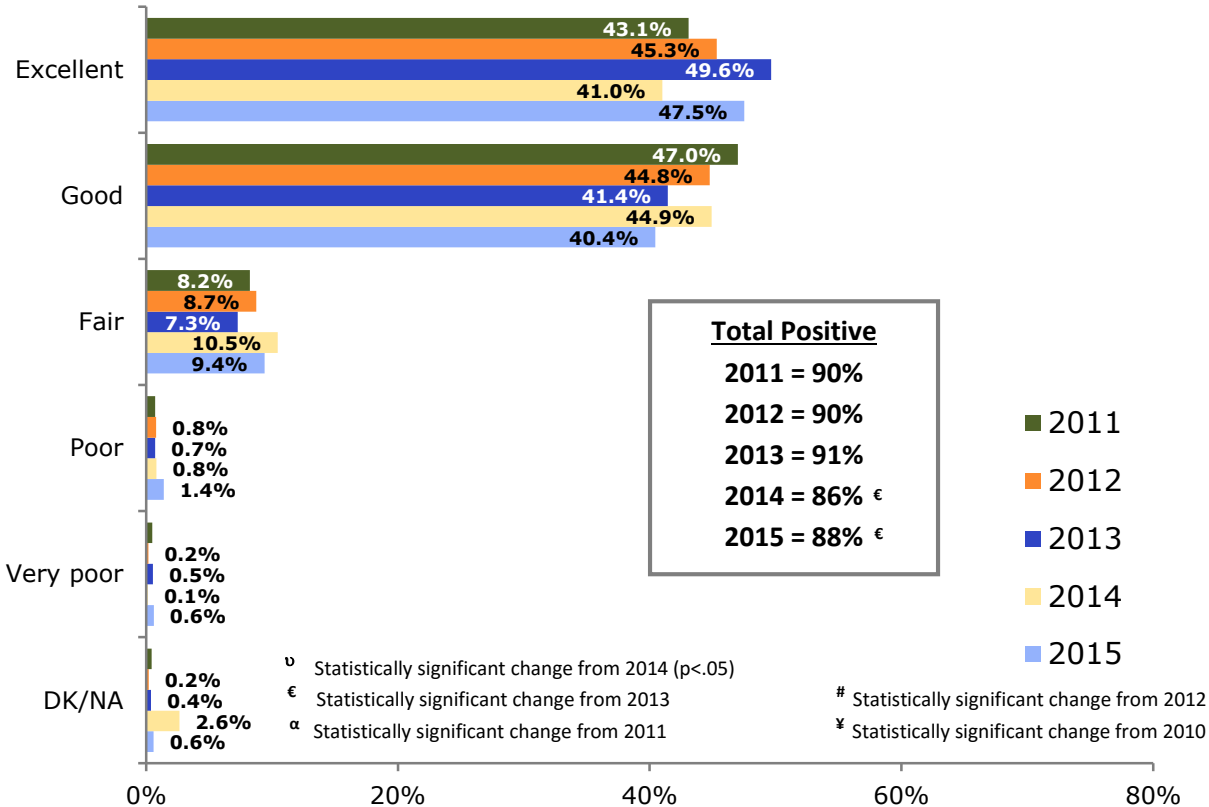
- Residents who have lived in Carlsbad for 15 years or more are more likely to frequent the Village regularly than those who have lived in Carlsbad for under 5 years (61% vs. 52%).
- Very few residents in 92009 (28%) visit the Village regularly compared to 92008 (85%), 92010 (74%), and 92011 (51%).
- Sixty-two percent of renters visit downtown regularly compared to 55% of homeowners.
- More residents with no children (59%) visit the Village regularly than those with one child (49%).
- More residents 65 years or older visit the Village regularly than residents between the ages of 25 and 44 (63% vs. 53%); men 65 and older (69%) more likely visit regularly than women of the same age (57%).

**CARLSBAD VILLAGE EXPERIENCE**

Of the residents who visit downtown, just under nine in ten (88%) rated it positively (“Excellent” or “Good”). Overall positive ratings have increased by two percentage points since 2014 and the number of residents who rate downtown as excellent has increased by seven percentage points.

“How would you rate your experience while visiting Carlsbad’s downtown village?”

**Figure 28. Carlsbad Village Experience Rating, 2011-2015**



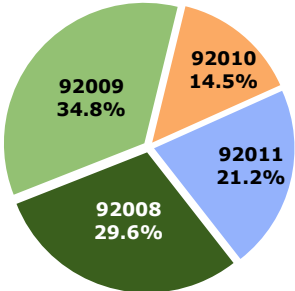
Residential sub-groups offered different ratings for Carlsbad Village. The following are some key differences:

- Northern Carlsbad residents are more likely to rate the Village as “Excellent” (92008: 54% and 92010: 53%) compared to their southern neighbors (92009: 43% and 92011: 42%).
- Fifty-five percent of renters rated the Village as “Excellent” compared to 45% of homeowners.
- Residents between the ages of 18 and 34 (52%) and those 55 and older (51%) rated the Village “Excellent” compared to 42% of residents between the ages of 35 and 54 years old.

### RESIDENT DEMOGRAPHICS

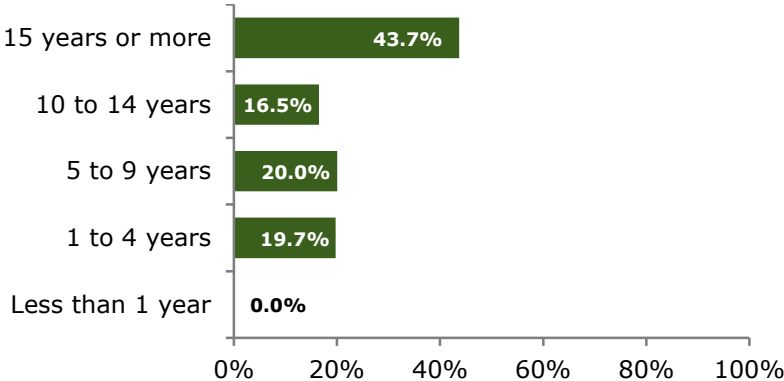
The majority of residents (56%) live in southern zip codes 92009 and 92011.

Figure 29. Zip Code



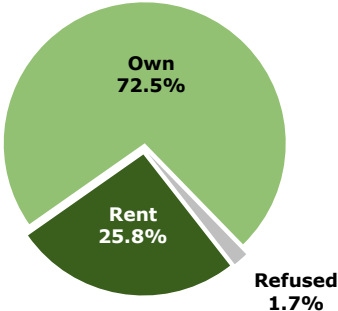
Many residents (44%) have lived in Carlsbad for 15 years or more.

Figure 30. Length of Residence



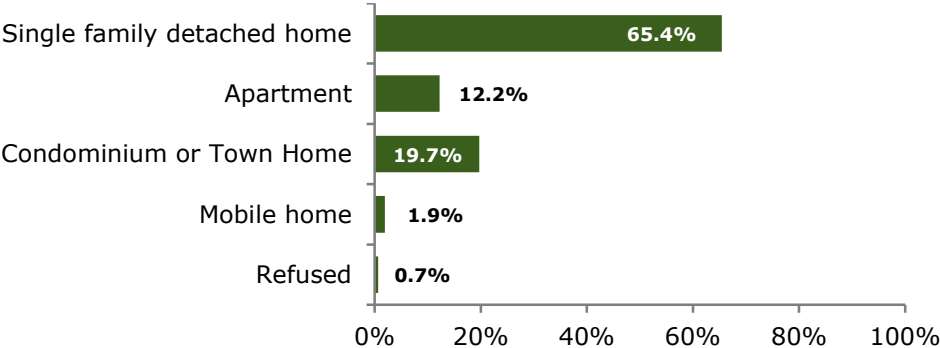
The majority (73%) of Carlsbad residents are homeowners.

Figure 31. Owners vs. Renters



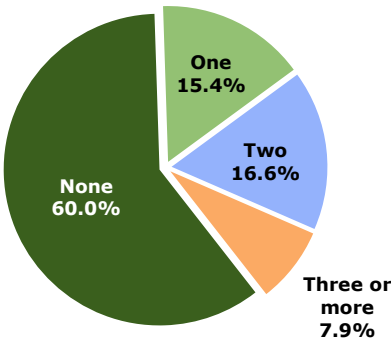
Most residents (65%) live in a single-family detached home.

**Figure 32. Housing Type**



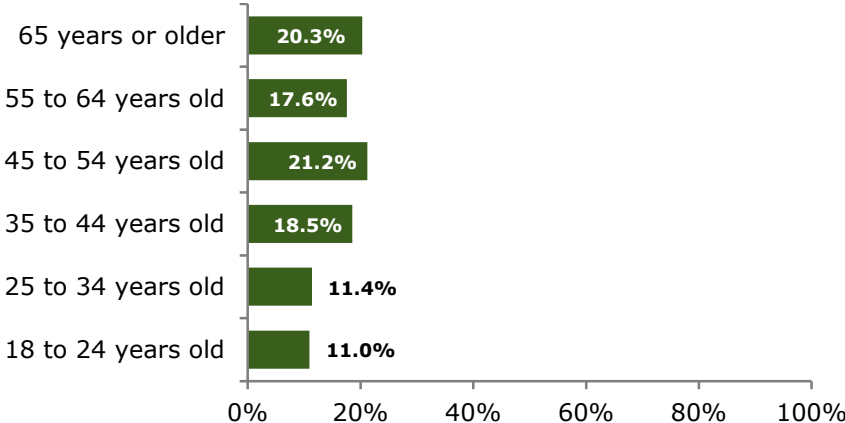
Six in ten residents (60%) do not have any children.

**Figure 33. Residents with Children under 18**



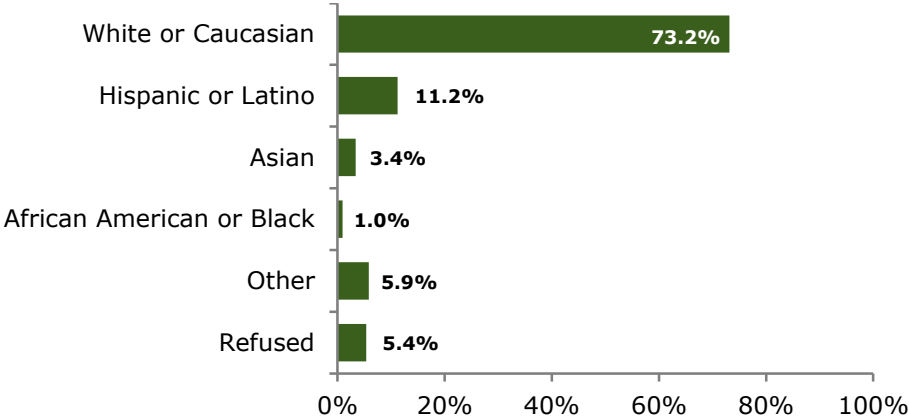
The largest group of residents (21%) is 45 to 54 years old, followed by those 65 years or older (20%).

**Figure 34. Age**



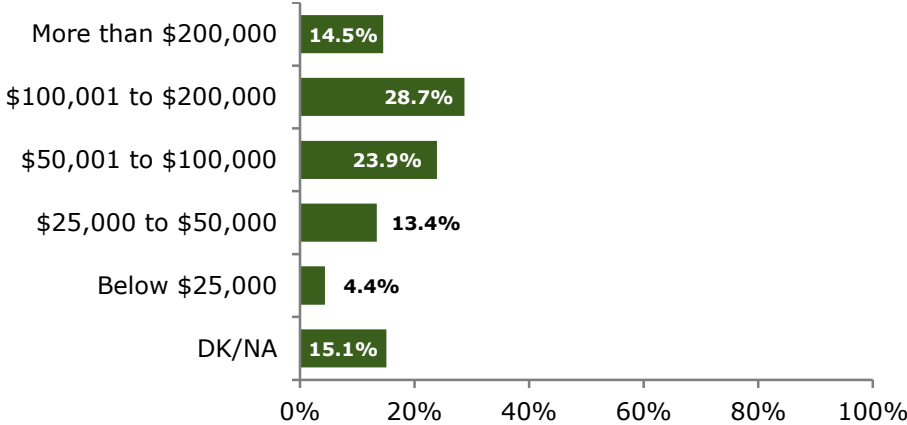
Nearly three-quarters (73%) of residents are non-Hispanic White or Caucasian.

**Figure 35. Ethnicity**



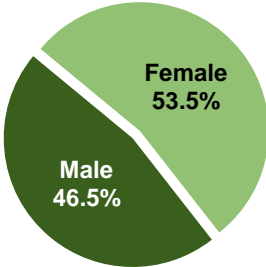
The largest group of residents (29%) reported incomes between \$100,001 and \$200,000.

**Figure 36. Income**



There are slightly more adult women in Carlsbad than men (54% vs. 47%).

**Figure 37. Gender**



## APPENDIX A: METHODOLOGY

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

**Table 1: Overview of Project Methodology**

<b>Method</b>	Telephone Survey (Mobile and Land Line)
<b>Universe</b>	83,942 Residents 18 Years and Older within the City of Carlsbad
<b>Number of Respondents</b>	1,003 Residents Completed a Survey
<b>Average Length</b>	19 to 20 minutes
<b>Field Dates</b>	October 12 – 25, 2015
<b>Margin of Error</b>	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 2015 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, city-resident communication, and Carlsbad’s downtown area.

### 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 accuracy and completion 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 110,169 residents, roughly 83,942 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 IHR 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]

.....

**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?

- 100.0% Yes
- 0.0% No [THANK AND TERMINATE]

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

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).

- 29.6% 92008
- 34.8% 92009
- 14.5% 92010
- 21.2% 92011
- 0.0% Other [THANK AND TERMINATE]
- 0.0% DK/NA [THANK AND TERMINATE]

.....

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

**19.7%** Less than 4 years  
**20.0%** 5 to 9 years  
**16.5%** 10 to 14 years  
**43.7%** 15 years or more  
**0.0%** (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)?

**59.5%** Very satisfied  
**31.8%** Somewhat satisfied  
**3.7%** Somewhat dissatisfied  
**1.6%** Very dissatisfied  
**3.3%** (DON'T READ) DK/NA

Q2 WITH "DK/NA" FACTORED OUT (n=970)

**61.5%** Very Satisfied  
**32.9%** Somewhat satisfied  
**3.9%** Somewhat dissatisfied  
**1.7%** Very dissatisfied

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

**66.2%** Excellent  
**30.3%** Good  
**2.8%** Fair  
**0.3%** Poor  
**0.2%** Very poor  
**0.2%** (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?

26.6% Getting better  
 18.3% Getting worse  
 52.8% Staying about the same  
 2.3% (DON'T READ) DK/NA

Q4 WITH "DK/NA" FACTORED OUT (n=980)

27.2% Getting better  
 18.7% Getting worse  
 54.1% Staying about the same

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 – FIRST RESPONSE ONLY)

17.8% Stop building/ stop growth  
 12.2% Fix the traffic problems  
 7.3% Nothing needs improvement, continue current work  
 5.5% Preserve more open space (incl. trails, paths, park space)  
 4.2% Improve the quality of the roads and other infrastructure  
 3.7% Support local businesses, jobs, development  
 3.1% Increase recreation opportunities  
 2.7% Lower cost of living (affordable housing, taxes, water)  
 2.4% Increase/ improve police services  
 1.9% More public transportation  
 1.7% Improve public schools (k-12)  
 1.6% General cleanliness and appearance of beach and public areas  
 1.6% Improve beach access  
 1.6% Improve communication between City and residents  
 1.4% Prevent 85/15 plan  
 1.3% Support 85/15 plan  
 0.8% Pet-friendly areas, more dog parks  
 0.8% Water conservation  
 0.7% Provide homeless shelters  
 0.5% Expand or improve access to education  
 0.2% Remove the illegal immigrants  
 0.2% Need new Mayor and/ or City Council  
 7.5% Other (Specify) [No issue more than a single response]  
 19.1% DK/NA

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

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

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)?

- 37.2% Strongly agree**
- 41.7% Somewhat agree**
- 9.3% Neither agree nor disagree**
- 6.2% Somewhat disagree**
- 3.7% Strongly disagree**
- 2.0% (DON’T READ) DK/NA**

7. 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?

**RANDOMIZE**

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>(DON'T READ) DK/NA</u>
<b>A. Walking alone during the day</b>	<b>87.4%</b>	<b>10.4%</b>	<b>1.4%</b>	<b>0.3%</b>	<b>0.5%</b>
<b>B. Walking alone after dark</b>	<b>60.7%</b>	<b>30.4%</b>	<b>4.1%</b>	<b>1.5%</b>	<b>3.3%</b>

Q7 WITH “DK/NA” FACTORED OUT

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>
<b>A. Walking alone during the day (n=998)</b>	<b>87.9%</b>	<b>10.4%</b>	<b>1.4%</b>	<b>0.3%</b>
<b>B. Walking alone after dark (n=970)</b>	<b>62.8%</b>	<b>31.4%</b>	<b>4.2%</b>	<b>1.6%</b>

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

- 29.2% Very confident**
- 51.4% Somewhat confident**
- 8.4% Somewhat unconfident**
- 7.0% Very unconfident**
- 3.9% (DON'T READ) DK/NA**

Q8 WITH "DK/NA" FACTORED OUT (n=964)

- 30.4% Very confident**
- 53.5% Somewhat confident**
- 8.8% Somewhat unconfident**
- 7.3% Very unconfident**

9. Now I'm going to read a list of statements that describe Carlsbad's vision for the City. Please indicate whether you generally agree, disagree, or neither agree nor disagree with the following statements that describe characteristics or qualities of Carlsbad.

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

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neither agree nor disagree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>(DON'T READ) DK/NA</u>
A. Carlsbad has a small town, connected feel	37.6%	36.8%	5.9%	11.4%	6.7%	1.6%
B. Carlsbad maintains its beach community character	55.4%	33.3%	2.6%	5.1%	2.6%	1.1%
C. Carlsbad promotes active lifestyles by providing access to trails, parks, beaches, and other recreational opportunities	65.9%	27.4%	3.3%	1.5%	1.3%	0.5%
D. Carlsbad supports a strong local economy by promoting business diversity and tourism	49.5%	32.8%	8.2%	4.7%	2.8%	2.2%
E. Carlsbad is improving access to walking and biking trails	37.1%	37.3%	11.8%	6.8%	2.6%	4.4%
F. Carlsbad is improving bicycle and pedestrian access on road ways	37.1%	35.0%	13.3%	6.7%	3.5%	4.4%
G. Carlsbad supports environmental sustainability	37.9%	38.0%	8.8%	7.3%	5.0%	3.1%
H. Carlsbad promotes arts and culture	49.9%	37.1%	5.1%	3.7%	1.9%	2.3%
I. Carlsbad celebrates the city's cultural heritage	26.0%	37.2%	17.0%	8.2%	3.8%	7.8%
J. Carlsbad supports continuing education with high quality libraries	61.2%	27.2%	5.6%	3.1%	0.5%	2.4%
K. Carlsbad protects and enhances open space and the natural environment	31.1%	37.6%	6.5%	10.9%	11.7%	2.2%

## Q9 WITH "DK/NA" FACTORED OUT

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neither agree nor disagree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>
A. Carlsbad has a small town, connected feel (n=987)	38.2%	37.4%	6.0%	11.5%	6.8%
B. Carlsbad maintains its beach community character (n=992)	56.0%	33.6%	2.6%	5.1%	2.6%
C. Carlsbad promotes active lifestyles by providing access to trails, parks, beaches, and other recreational opportunities (n=998)	66.2%	27.6%	3.4%	1.5%	1.3%
D. Carlsbad supports a strong local economy by promoting business diversity and tourism (n=981)	50.6%	33.5%	8.4%	4.8%	2.8%
E. Carlsbad is improving access to walking and biking trails (n=958)	38.8%	39.1%	12.3%	7.2%	2.7%
F. Carlsbad is improving bicycle and pedestrian access on road ways (n=959)	38.8%	36.6%	13.9%	7.0%	3.7%
G. Carlsbad supports environmental sustainability (n=972)	39.1%	39.2%	9.1%	7.5%	5.1%
H. Carlsbad promotes arts and culture (n=980)	51.1%	38.0%	5.2%	3.8%	1.9%
I. Carlsbad celebrates the city's cultural heritage (n=924)	28.2%	40.4%	18.4%	8.9%	4.1%
J. Carlsbad supports continuing education with high quality libraries (n=979)	62.7%	27.9%	5.7%	3.2%	0.5%
K. Carlsbad protects and enhances open space and the natural environment (n=981)	31.8%	38.5%	6.6%	11.2%	11.9%

Now I would like to ask you about the importance of different services and resources provided by the City of Carlsbad.

10. For each of the following services and resources, please tell me if you feel it is extremely important, important, or not too important.

Here's the (first/next) one \_\_\_\_\_ (READ ITEM): Do you feel this service or resource is extremely important, important (if needed: just important), or not too important?

#### RANDOMIZE

	<u>Extremely important</u>	<u>Important</u>	<u>Not Too important</u>	<u>(DON'T READ) DK/NA</u>
A. Repair and maintain local streets and roads	75.0%	23.5%	1.4%	0.1%
B. Manage traffic congestion on city streets	72.0%	24.4%	3.1%	0.5%
C. Support a healthy business climate in Carlsbad	59.8%	34.8%	4.1%	1.3%
D. Provide parks that offer what you want at a convenient location	47.6%	45.3%	6.2%	0.8%
E. Provide high quality parks that offer the appropriate amenities and facilities	56.6%	39.3%	3.5%	0.6%
F. Provide arts and cultural programs for residents and visitors	35.7%	52.7%	11.4%	0.2%
G. Provide library services	58.9%	36.5%	4.3%	0.2%
H. Provide recreation programs	47.9%	44.4%	6.5%	1.2%
I. Provide trails and paths for hiking and running	44.0%	47.9%	7.5%	0.5%
J. Provide local police and law enforcement services	80.5%	17.5%	1.8%	0.3%
K. Provide local fire protection and emergency medical services	88.5%	11.1%	0.2%	0.2%
L. Provide safe and convenient ways to get around by bicycle	39.5%	45.9%	13.4%	1.1%



Q10 WITH "DK/NA" FACTORED OUT

	<u>Extremely important</u>	<u>Important</u>	<u>Not Too important</u>
A. Repair and maintain local streets and roads (n=1002)	75.1%	23.5%	1.4%
B. Manage traffic congestion on city streets (n=998)	72.3%	24.5%	3.1%
C. Support a healthy business climate in Carlsbad (n=990)	60.6%	35.3%	4.2%
D. Provide parks that offer what you want at a convenient location (n=995)	48.0%	45.7%	6.3%
E. Provide high quality parks that offer the appropriate amenities and facilities (n=997)	56.9%	39.5%	3.5%
F. Provide arts and cultural programs for residents and visitors (n=1001)	35.8%	52.8%	11.4%
G. Provide library services (n=1001)	59.0%	36.6%	4.3%
H. Provide recreation programs (n=991)	48.5%	45.0%	6.5%
I. Provide trails and paths for hiking and running (n=998)	44.2%	48.1%	7.6%
J. Provide local police and law enforcement services (n=1000)	80.7%	17.6%	1.8%
K. Provide local fire protection and emergency medical services (n=1001)	88.7%	11.2%	0.2%
L. Provide safe and convenient ways to get around by bicycle (n=992)	40.0%	46.4%	13.6%

11. Now I'm going to read the same list of services and resources provided by the City of Carlsbad. For each one, please indicate how satisfied or dissatisfied you are with the job the City of Carlsbad is doing to provide it to residents.

Here's the (first/next) one \_\_\_\_\_, Are you satisfied, dissatisfied or neither satisfied nor dissatisfied with this service or resource. (GET ANSWER, IF SATISFIED OR DISSATISFIED THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

**PRESENT IN SAME ORDER AS Q10**

	<u>(DON'T READ) No experience</u>	<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>
<b>A. Repairing &amp; maintaining local streets &amp; roads</b>	0.5%	40.2%	41.3%	4.5%	8.7%	4.5%	0.3%
<b>B. Managing traffic congestion on City streets</b>	0.2%	25.5%	44.1%	5.2%	16.0%	8.5%	0.5%
<b>C. Supporting a healthy business climate in Carlsbad</b>	1.3%	42.1%	39.6%	8.7%	4.4%	1.5%	2.4%
<b>D. Providing parks that offer what you want at a convenient location</b>	1.0%	52.6%	33.7%	6.2%	3.7%	1.8%	1.0%
<b>E. Providing high quality parks that offer the appropriate amenities and facilities</b>	1.0%	56.1%	33.8%	5.2%	1.6%	1.6%	0.7%
<b>F. Providing arts and cultural programs for residents and visitors</b>	1.5%	42.2%	38.6%	10.2%	4.5%	1.2%	1.8%
<b>G. Providing library services</b>	1.2%	63.1%	27.0%	5.3%	1.5%	1.1%	0.9%
<b>H. Providing recreation programs</b>	2.5%	43.0%	39.1%	9.1%	3.7%	0.4%	2.2%
<b>I. Providing trails and paths for hiking and running</b>	1.3%	46.2%	40.0%	6.7%	3.3%	1.2%	1.3%
<b>J. Providing local police and law enforcement services</b>	0.7%	65.2%	25.4%	4.3%	2.0%	1.8%	0.6%
<b>K. Providing local fire protection and emergency medical services</b>	1.1%	75.0%	17.8%	3.1%	1.5%	0.7%	0.8%
<b>L. Providing safe and convenient ways to get around by bicycle</b>	2.0%	31.7%	41.0%	12.8%	6.7%	3.5%	2.4%

## Q11 WITH "DK/NA" AND "NO EXPERIENCE" FACTORED OUT

	<u>Very satisfied</u>	<u>Somewhat satisfied</u>	<u>Neither sat nor dissat</u>	<u>Somewhat dissat</u>	<u>Very dissat</u>
A. Repairing & maintaining local streets & roads (n=995)	40.5%	41.6%	4.6%	8.7%	4.5%
B. Managing traffic congestion on City streets (n=996)	25.7%	44.5%	5.2%	16.1%	8.6%
C. Supporting a healthy business climate in Carlsbad (n=966)	43.8%	41.1%	9.0%	4.6%	1.6%
D. Providing parks that offer what you want at a convenient location (n=982)	53.7%	34.5%	6.3%	3.7%	1.8%
E. Providing high quality parks that offer the appropriate amenities and facilities (n=986)	57.0%	34.4%	5.3%	1.6%	1.7%
F. Providing arts and cultural programs for residents and visitors (n=970)	43.7%	39.9%	10.5%	4.6%	1.3%
G. Providing library services (n=982)	64.4%	27.5%	5.4%	1.6%	1.1%
H. Providing recreation programs (n=956)	45.1%	41.0%	9.6%	3.9%	0.5%
I. Providing trails and paths for hiking and running (n=977)	47.5%	41.0%	6.9%	3.3%	1.3%
J. Providing local police and law enforcement services (n=990)	66.1%	25.7%	4.4%	2.0%	1.8%
K. Providing local fire protection and emergency medical services (n=984)	76.5%	18.1%	3.2%	1.5%	0.8%
L. Providing safe and convenient ways to get around by bicycle (n=958)	33.2%	42.9%	13.4%	7.0%	3.6%

12. 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)?

- 38.4% Very strong
- 35.7% Somewhat strong
- 17.4% Somewhat weak
- 2.9% Very weak
- 4.0% None at all
- 1.6% (DON'T READ) DK/NA

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

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

**44.7%** Very satisfied  
**37.6%** Somewhat satisfied  
**8.5%** Somewhat dissatisfied  
**2.3%** Very dissatisfied  
**6.9%** (DON'T READ) DK/NA

Q13 WITH "DK/NA" FACTORED OUT (n=934)

**48.0%** Very satisfied  
**40.3%** Somewhat satisfied  
**9.1%** Somewhat dissatisfied  
**2.5%** Very dissatisfied

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.

14. 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]

**56.4%** Regularly, once a week or more  
**34.4%** Sometimes, once or a few times a month  
**1.9%** Seldom, Less than once a month on average  
**7.3%** Never [SKIP TO QA]  
**0.1%** (DON'T READ) DK/NA [SKIP TO QA]

15. How would you rate your experience while visiting Carlsbad's downtown village?  
 (n=928)

\*\*\*Respondents who selected "Never" or "DK/NA" in Q14 were not asked Q15\*\*\*

**47.5%** Excellent  
**40.4%** Good  
**9.4%** Fair  
**1.4%** Poor  
**0.6%** Very poor  
**0.6%** (DON'T READ) DK/NA

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

**25.8% Rent**  
**72.5% Own**  
**1.7% (DON'T READ) Refused**

B. Which of the following best describes your current home?

**65.4% Single family detached home**  
**12.2% Apartment**  
**19.7% Condominium or Town Home**  
**1.9% Mobile home**  
**0.7% (DON'T READ) Refused**

C. Please tell me how many children under 18 live in your household:

**60.0% None**  
**15.4% One**  
**16.6% Two**  
**7.9% Three or more**

D. Age:

**11.0% 18 to 24 years old**  
**11.4% 25 to 34 years old**  
**18.5% 35 to 44 years old**  
**21.2% 45 to 54 years old**  
**17.6% 55 to 64 years old**  
**20.3% 65 years or older**

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

17.1%	La Costa / La Costa Canyon
6.9%	Village or Downtown Carlsbad
6.3%	Aviara
6.0%	Calavera Hills
6.0%	Olde Carlsbad
3.4%	Poinsettia
3.0%	Rancho Carrillo
2.4%	Tamarack Point
2.2%	La Costa Greens
2.1%	La Costa Oaks
1.7%	Bressi Ranch
1.3%	Rancho Carlsbad or Sunny Creek
1.2%	Rancho La Costa
1.0%	Terramar
0.8%	La Costa Ridge
0.8%	Barrio
0.6%	South Beach
0.6%	North Beach
0.4%	Robertson Ranch
0.4%	Ponto
0.3%	Kelly Ranch
0.2%	Hedionda Point
0.1%	Carlsbad Ranch
6.3%	None, I just live in Carlsbad
23.5%	Other (Specify)
5.6%	DK/NA

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

73.2%	White or Caucasian
11.2%	Hispanic or Latino
3.4%	Asian
1.0%	African American or Black
5.9%	Other (Specify)
5.4%	(DON'T READ) DK/NA

G. I am going to read some income categories, please stop me when I reach the one that best describes your current total household income for the last 12 months.

- 4.4% Below \$25,000**
- 13.4% \$25,000 to \$50,000**
- 23.9% \$50,001 to \$100,000**
- 28.7% \$100,001 to \$200,000**
- 14.5% More than \$200,000**
- 15.1% (DON'T READ) DK/NA**

H. Lastly, would you be interested in participating in future research sponsored by the City of Carlsbad?  
[GET NAME, PHONE NUMBER, EMAIL ADDRESS]

- 58.4% Yes**
- 41.6% No**

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

- 46.5% Male**
- 53.5% Female**