City of Carlsbad 2003 Public Opinion Survey Report

Conducted for:

City of Carlsbad

Conducted by:

The Social and Behavioral Research Institute

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INTRODUCTION

A public opinion survey of residents in the City of Carlsbad was conducted in the Fall of 2003. This report summarizes the results of this telephone survey. The survey was conducted for the City of Carlsbad by the Social and Behavioral Research Institute at California State University San Marcos.

The survey addressed the attitudes of city residents concerning city-provided services, facilities, and issues, and included a number of demographic questions. The report contains a description of the data and an elaboration of the results of the survey.

DATA

The information in this report is based on 1,007 telephone interviews conducted with adult residents in the City of Carlsbad. Respondent household telephone numbers were selected for contact using random-digit-dial methodology. Using this methodology, all listed and unlisted residential telephone numbers within a geographic boundary have an equal chance for inclusion in the sample. The interviews were conducted with respondent households from two regions in the City of Carlsbad: North and South. The North Region included residents in the 92008 zip code, and the South Region included residents in the 92009 zip code. Approximately 500 interviews were conducted per region. These data were combined with data from surveys conducted in 2000, 2001, and 2002.

This questionnaire used for this study is similar to surveys conducted by the SBRI for the City of Carlsbad in the previous three years. The questionnaire was designed by SBRI in consultation with City of Carlsbad staff. Within the body of the report, comparisons are made between results for these years. The interview questions can be found in Appendix A.

All interviews were conducted by paid SBRI staff members using the SBRI's state-of-the-art Computer Assisted Telephone Interviewing (CATI) system, under the supervision of SBRI's professional staff. Interviewers participate in a general, three-day training program when hired. Additionally, a three to four hour training session was conducted at the outset of this project. During the training session, the interviewers read through the questionnaire, conducted practice interviews, and participated in a debriefing to resolve questions that arose during the training session. SBRI's supervisory staff employs a silent monitoring system to listen to interviews real-time for quality control purposes.

Interviewing for this study was conducted between August 1st and September 4th, 2003, on-site at the SBRI office in the San Marcos civic center. Scheduling of the interviewing sessions was arranged to insure that a representative sample of Carlsbad households were contacted. Up to 15 call attempts were made to telephone numbers before retiring the numbers. The large number of call attempts were made in order to allow Carlsbad residents with busy schedules and lifestyles to have enough opportunities to participate in the survey.

SBRI interviewers made 59,349 telephone calls during the course of the study, with an average completed interview length of 22.45 minutes. The response rate for the survey was 48.62 percent. This response rate was calculated using methodology supported by the Council of American Survey Research Organizations (CASRO) and the American Association of Public Opinion Researchers (AAPOR). The formula used was CASRO response rate formula RR4.

The results presented in this report are based on a sample of Carlsbad residents, and as such should be viewed as an estimate of the opinions of Carlsbad residents. The margin of error for this sample survey is +/-3 percent. SBRI conducted statistical analysis for this report using standard appropriate statistical procedures and measures, reporting statistically significant results at the 95%-confidence level. Documentation of the statistical tests employed by SBRI are archived and available for client review.

RESULTS

Respondent Demographics

This section provides a description of the Carlsbad residents surveyed this year (2003). These findings are very consistent with the demographics in the previous years of the study. The data come from interviews with 504 residents in the North and 503 residents in the South region of Carlsbad.

As is typical with telephone surveys and the previous Carlsbad public opinion surveys, 40.7 percent of those responding were male and 59.3 percent were female. These respondents had lived in Carlsbad an average of 10.72 years, and averaged 49.57 years of age, ranging from 18 to 95 years old. Table 1 shows the distribution of the race/ethnicity of the respondents for 2001 through 2003.[1]

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[1]The "Valid Percent" in the table represents the percent of the valid responses, as opposed to the "Percent" which refers to the percent of the total sample.

Table 1: Race/Ethnicity of Respondent.

YEAR Year of Study			Frequency	Percent	Valid Percent	Cumulative Percent
2 2001	Valid	1 White/Caucasian	801	79.3	85.4	85.4
		2 African American or Black	10	1.0	1.1	86.5
		3 Asian	51	5.0	5.4	91.9
		4 American Indian, Aleut, Eskimo	9	.9	1.0	92.9
		5 Hispanic or Latino	60	5.9	6.4	99.3
		6 Other	7	.7	.7	100.0
		Total	938	92.9	100.0	
	Missing	System	35	3.5		
		8 Don't Know	4	.4		
		9 Refused	33	3.3		
		Total	72	7.1		
	Total		1010	100.0		
3 2002	Valid	1 White/Caucasian	842	82.6	85.9	85.9
		2 African American or Black	6	.6	.6	86.5
		3 Asian	45	4.4	4.6	91.1
		4 American Indian, Aleut, Eskimo	12	1.2	1.2	92.3
		5 Hispanic or Latino	55	5.4	5.6	98.0
		6 Other	20	2.0	2.0	100.0
		Total	980	96.2	100.0	
	Missing	8 Don't Know	3	.3		
		9 Refused	36	3.5		
		Total	39	3.8		
	Total		1019	100.0		
4 2003	Valid	1 White/Caucasian	825	81.9	84.8	84.8
		2 African American or Black	7	.7	.7	85.5
		3 Asian	24	2.4	2.5	88.0
		4 American Indian, Aleut, Eskimo	4	.4	.4	88.4
		5 Hispanic or Latino	49	4.9	5.0	93.4
		6 Other	64	6.4	6.6	100.0
		Total	973	96.6	100.0	
	Missing	8 Don't Know	3	.3		
		9 Refused	31	3.1		
		Total	34	3.4		
	Total		1007	100.0		

Table 2 displays the annual household income of the respondents. The table shows that over half (55.1%) of the respondents in 2003 had total household incomes of more than $75,000. The table also shows that income distribution in 2003 looks very much like the income distribution in previous years.

Table 2: Total Income Previous Year Before Taxes.

Year of Study			Frequency	Percent	Valid Percent	Cumulative Percent
1 2000	Valid	1 Under $25,000	60	6.0	6.0	6.0
		2 $25,000 to Under $35,000	73	7.3	7.3	13.3
		3 $35,000 to Under $50,000	127	12.7	12.7	26.0
		4 $50,000 to Under $75,000	165	16.5	16.5	42.5
		5 $75,000 to Under $100,000	188	18.8	18.8	61.2
		6 $100,000 to Under $125,000	96	9.6	9.6	70.8
		7 $125,000 to Under $150,000	149	14.9	14.9	85.7
		8 $150,000 to Under $200,000	27	2.7	2.7	88.4
		9 $200,000 and Above	116	11.6	11.6	100.0
		Total	1001	100.0	100.0	
2 2001	Valid	1 Under $25,000	41	4.1	4.1	4.1
		2 $25,000 to Under $35,000	69	6.8	6.8	10.9
		3 $35,000 to Under $50,000	119	11.8	11.8	22.7
		4 $50,000 to Under $75,000	201	19.9	19.9	42.6
		5 $75,000 to Under $100,000	167	16.5	16.5	59.1
		6 $100,000 to Under $125,000	118	11.7	11.7	70.8
		7 $125,000 to Under $150,000	167	16.5	16.5	87.3
		8 $150,000 to Under $200,000	21	2.1	2.1	89.4
		9 $200,000 and Above	107	10.6	10.6	100.0
		Total	1010	100.0	100.0	

Table 2 continued from previous page.

Year of Study			Frequency	Percent	Valid Percent	Cumulative Percent
3 2002	Valid	1 Under $25,000	50	4.9	5.7	5.7
		2 $25,000 to Under $35,000	50	4.9	5.7	11.4
		3 $35,000 to Under $50,000	115	11.3	13.1	24.5
		4 $50,000 to Under $75,000	181	17.8	20.6	45.1
		5 $75,000 to Under $100,000	166	16.3	18.9	64.0
		6 $100,000 to Under $125,000	131	12.9	14.9	78.9
		7 $125,000 to Under $150,000	72	7.1	8.2	87.1
		8 $150,000 to Under $200,000	54	5.3	6.2	93.3
		9 $200,000 and Above	59	5.8	6.7	100.0
		Total	878	86.2	100.0	
	Missing	98 Don't Know	12	1.2		
		99 Refused	128	12.6		
		System	1	.1		
		Total	141	13.8		
	Total		1019	100.0		
4 2003	Valid	1 Under $25,000	49	4.9	5.6	5.6
		2 $25,000 to Under $35,000	63	6.3	7.2	12.8
		3 $35,000 to Under $50,000	107	10.6	12.2	25.0
		4 $50,000 to Under $75,000	175	17.4	20.0	44.9
		5 $75,000 to Under $100,000	152	15.1	17.3	62.3
		6 $100,000 to Under $125,000	132	13.1	15.1	77.3
		7 $125,000 to Under $150,000	68	6.8	7.8	85.1
		8 $150,000 to Under $200,000	63	6.3	7.2	92.2
		9 $200,000 and Above	68	6.8	7.8	100.0
		Total	877	87.1	100.0	
	Missing	98 Don't Know	19	1.9		
		99 Refused	111	11.0		
		Total	130	12.9		
	Total		1007	100.0		

In 2003, 77.2 percent Carlsbad residents owned their home, and 22.8 percent said they were renting. These percentages are very consistent with previous years. Also similar to previous years, there was an average of 2.60 people in the households, and 35.5 percent of the households had at least on child. Of those *households with children*, there was an average of 1.78 children in the household, and in all households there was an average of 0.63 children.

City Services and Facilities

City-Provided Services

Residents gave their opinions about the services provided by or through the City of Carlsbad. Each respondent was asked how they would rate (from poor to excellent) a number of city-provided services. As the following tables show, all of the city-provided services addressed in the survey were rated as good or excellent by most people, and have been consistently positive over the four years of the surveys.

Table 3 displays the ratings of the recreation programs by year of administration. This table shows that the ratings are favorable, with 88.6 percent of the respondents offering a good or excellent rating. The table also demonstrates that there has been no significant change during the three years of this study.

Table 3: Recreational Programs Rating by Year.

| | | | YEAR Year of Study | | | | |
			1 2000	2 2001	3 2002	4 2003	Total
QSERV1 Recreational Programs Rating	1 Poor	Count	15	11	11	16	53
		% within YEAR	1.8%	1.3%	1.3%	1.8%	1.5%
	2 Fair	Count	81	73	86	83	323
		% within YEAR	9.6%	8.5%	9.8%	9.5%	9.4%
	3 Good	Count	468	495	463	453	1879
		% within YEAR	55.3%	57.8%	52.7%	51.9%	54.4%
	4 Excellent	Count	282	278	318	320	1198
		% within YEAR	33.3%	32.4%	36.2%	36.7%	34.7%
Total		Count	846	857	878	872	3453
		% within YEAR	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4 shows the library services ratings. The table shows that almost two-thirds (64.4%) of the respondents rate the library services as excellent. These ratings have not changed significantly from 2000.

Table 4: Library Services Rating by Year.

| | | | YEAR Year of Study | | | | |
			1 2000	2 2001	3 2002	4 2003	Total
QSERV2 Library Services Rating	1 Poor	Count	6	7	2	7	22
		% within YEAR	.6%	.8%	.2%	.8%	.6%
	2 Fair	Count	31	31	38	22	122
		% within YEAR	3.3%	3.3%	4.0%	2.4%	3.3%
	3 Good	Count	335	317	341	301	1294
		% within YEAR	36.1%	34.1%	35.9%	32.5%	34.7%
	4 Excellent	Count	556	575	568	596	2295
		% within YEAR	59.9%	61.8%	59.9%	64.4%	61.5%
Total		Count	928	930	949	926	3733
		% within YEAR	100.0%	100.0%	100.0%	100.0%	100.0%

The fire protection services received very good ratings. Over half (56.7%) of the respondents in 2003 rated the fire protection services as excellent, and 98.3 percent rated fire protection services as good or excellent. This is seen in Table 5, which shows an interesting pattern; the distribution of ratings of fire protection services were higher in 2001 and 2003 than they were in 2000 or 2002.

Table 5: Fire Protection Services Rating by Year.

| | | | YEAR Year of Study | | | | |
			1 2000	2 2001	3 2002	4 2003	Total
QSERV3 Fire Protection Services Rating	1 Poor	Count	7	5	4	1	17
		% within YEAR	.8%	.6%	.5%	.1%	.5%
	2 Fair	Count	26	17	12	13	68
		% within YEAR	3.1%	2.1%	1.5%	1.6%	2.1%
	3 Good	Count	395	337	395	344	1471
		% within YEAR	47.4%	41.3%	48.2%	41.6%	44.6%
	4 Excellent	Count	405	456	409	469	1739
		% within YEAR	48.6%	56.0%	49.9%	56.7%	52.8%
Total		Count	833	815	820	827	3295
		% within YEAR	100.0%	100.0%	100.0%	100.0%	100.0%

The opinion of fire protection services varied by geographic region in 2003. This is shown in Table 6. Residents in the North Region of Carlsbad were more positive about fire protection services than were those in the south.

Table 6: Fire Protection Services Rating by Region.

			REGION2 Location of Residence in Carlsbad		
			1 North	2 South	Total
QSERV3 Fire Protection Services Rating	1 Poor	Count	1		1
		% within REGION2 Location of Residence in Carlsbad	.2%		.1%
	2 Fair	Count	8	5	13
		% within REGION2 Location of Residence in Carlsbad	1.9%	1.3%	1.6%
	3 Good	Count	151	193	344
		% within REGION2 Location of Residence in Carlsbad	35.4%	48.3%	41.6%
	4 Excellent	Count	267	202	469
		% within REGION2 Location of Residence in Carlsbad	62.5%	50.5%	56.7%
Total		Count	427	400	827
		% within REGION2 Location of Residence in Carlsbad	100.0%	100.0%	100.0%

Police service ratings followed a pattern similar to that of fire protection services. That is, the ratings were higher in 2001 and 2003 than they were in 2000 or 2002. This is seen in Table 7. As with the fire protection services, over 90 percent of the respondents rated these services as good or excellent.

Table 7: Police Services Rating by Year.

| | | | YEAR Year of Study | | | | |
			1 2000	2 2001	3 2002	4 2003	Total
QSERV4 Police Services Rating	1 Poor	Count	24	16	15	14	69
		% within YEAR	2.6%	1.7%	1.6%	1.5%	1.9%
	2 Fair	Count	64	45	66	57	232
		% within YEAR	7.0%	4.8%	7.0%	6.1%	6.2%
	3 Good	Count	445	408	470	412	1735
		% within YEAR	48.7%	43.7%	50.1%	44.3%	46.7%
	4 Excellent	Count	380	465	388	448	1681
		% within YEAR	41.6%	49.8%	41.3%	48.1%	45.2%
Total		Count	913	934	939	931	3717
		% within YEAR	100.0%	100.0%	100.0%	100.0%	100.0%

Police services ratings, while high in both regions, did differ across the two regions. Table 8 reveals that more people in the North Region rated police services as excellent than did residents in the south. However, more people in the South Region (94.1%) rated police services as good or excellent than did people in the north (90.8%).

Table 8: Police Services Rating by Region.

			REGION2 Location of Residence in Carlsbad		
			1 North	2 South	Total
QSERV4 Police Services Rating	1 Poor	Count	9	5	14
		% within REGION2 Location of Residence in Carlsbad	1.9%	1.1%	1.5%
	2 Fair	Count	35	22	57
		% within REGION2 Location of Residence in Carlsbad	7.3%	4.9%	6.1%
	3 Good	Count	188	224	412
		% within REGION2 Location of Residence in Carlsbad	39.2%	49.6%	44.3%
	4 Excellent	Count	247	201	448
		% within REGION2 Location of Residence in Carlsbad	51.6%	44.5%	48.1%
Total		Count	479	452	931
		% within REGION2 Location of Residence in Carlsbad	100.0%	100.0%	100.0%

The enforcement of traffic regulations was also rated by Carlsbad residents. The ratings of traffic regulations enforcement were typically rated as good or excellent. This is shown in Table 9. The pattern of ratings were highest in 2001 and 2003, as was the case with fire protection services and police services.

Table 9: Traffic Enforcement Rating by Year.

			YEAR Year of Study				
			1 2000	2 2001	3 2002	4 2003	Total
QSERV5 Traffic Enforcement Rating	1 Poor	Count	123	74	69	58	324
		% within YEAR	12.9%	8.2%	7.5%	7.5%	9.1%
	2 Fair	Count	205	160	192	145	702
		% within YEAR	21.5%	17.6%	20.9%	18.7%	19.7%
	3 Good	Count	492	494	504	420	1910
		% within YEAR	51.5%	54.5%	54.8%	54.1%	53.7%
	4 Excellent	Count	135	179	155	154	623
		% within YEAR	14.1%	19.7%	16.8%	19.8%	17.5%
Total		Count	955	907	920	777	3559
		% within YEAR	100.0%	100.0%	100.0%	100.0%	100.0%

Residents were asked for their opinions about water services in 2001 through 2003. These

ratings are summarized in Table 10, which shows that 91.4 percent of the respondents in 2003 rated

these services as good or excellent. The ratings in 2003 were higher than they were in 2001 and 2002.

Table 10: Water Services Rating by Year.

| | | | YEAR Year of Study | | | |
			2 2001	3 2002	4 2003	Total
QSERV6 Water Services Rating	1 Poor	Count	22	21	19	62
		% within YEAR	2.3%	2.1%	2.0%	2.1%
	2 Fair	Count	63	92	64	219
		% within YEAR	6.5%	9.3%	6.6%	7.5%
	3 Good	Count	612	615	561	1788
		% within YEAR	63.0%	62.1%	58.3%	61.1%
	4 Excellent	Count	275	262	319	856
		% within YEAR	28.3%	26.5%	33.1%	29.3%
Total		Count	972	990	963	2925
		% within YEAR	100.0%	100.0%	100.0%	100.0%

Residents were asked about cultural arts programs. Their responses are displayed in Table 11.

Four-fifths (80.0%) of the respondents indicated that they thought the cultural arts programs in

Carlsbad were good or excellent. These ratings did not differ by year.

Table 11: Cultural Arts Programs Rating by Year.

			YEAR Year of Study			
			2 2001	3 2002	4 2003	Total
QSERV7 Cultural Arts Programs Rating	1 Poor	Count	42	29	25	96
		% within YEAR	4.8%	3.3%	2.9%	3.7%
	2 Fair	Count	152	155	150	457
		% within YEAR	17.6%	17.6%	17.2%	17.4%
	3 Good	Count	414	427	422	1263
		% within YEAR	47.8%	48.4%	48.5%	48.2%
	4 Excellent	Count	258	272	274	804
		% within YEAR	29.8%	30.8%	31.5%	30.7%
Total		Count	866	883	871	2620
		% within YEAR	100.0%	100.0%	100.0%	100.0%

Table 12 shows the ratings of the city's sewer services. In 2003, over 90 percent of Carlsbad residents thought the sewer services were good or excellent. These ratings have been consistently positive over the three years it has been assessed.

Table 12: Sewer Services Rating by Year.

			YEAR Year of Study			
			2 2001	3 2002	4 2003	Total
QSERV8 Sewer Services Rating	1 Poor	Count	15	15	14	44
		% within YEAR	1.8%	1.6%	1.5%	1.6%
	2 Fair	Count	50	74	54	178
		% within YEAR	6.1%	7.8%	5.8%	6.6%
	3 Good	Count	554	642	597	1793
		% within YEAR	67.2%	67.9%	63.9%	66.3%
	4 Excellent	Count	206	214	269	689
		% within YEAR	25.0%	22.6%	28.8%	25.5%
Total		Count	825	945	934	2704
		% within YEAR	100.0%	100.0%	100.0%	100.0%

As indicated above, city services have been rated favorably by the majority of the respondents. When a respondent gave a poor rating to a city service, they were asked why they rated the service as poor. Their reasons for the poor ratings were coded, and are found in Tables 13a-h for 2003.

Table 13a: Reason for Poor Recreational Services Rating.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Lack of Facilities/Programs	10	1.0	66.7	66.7
	5 Other	5	.5	33.3	100.0
	Total	15	1.5	100.0	
Missing	9 Refused	1	.1		
	System	991	98.4		
	Total	992	98.5		
Total		1007	100.0		

Table 13b: Reason for Poor Library Services Rating.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Lack of Selection	4	.4	57.1	57.1
	2 Other	3	.3	42.9	100.0
	Total	7	.7	100.0	
Missing	System	1000	99.3		
Total		1007	100.0		

Table 13c: Reason for Poor Fire Protection Rating.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Inaction During Fire	1	.1	100.0	100.0
Missing	System	1006	99.9		
Total		1007	100.0		

Table 13d: Reason for Poor Police Protection Rating.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No Positive Dealings with Police/ Do Not Feel Protected	9	.9	69.2	69.2
	3 Slow to Arrive at Scene of Crime	1	.1	7.7	76.9
	4 Focus Is on Minor Violations	3	.3	23.1	100.0
	Total	13	1.3	100.0	
Missing	9 Refused	1	.1		
	System	993	98.6		
	Total	994	98.7		
Total		1007	100.0		

Table 13e: Reason for Poor Traffic Enforcement Rating.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Under Enforcement of Traffic Regulations	39	3.9	68.4	68.4
	2 Over Enforcement	3	.3	5.3	73.7
	3 Poor Traffic Flow	9	.9	15.8	89.5
	4 Other	6	.6	10.5	100.0
	Total	57	5.7	100.0	
Missing	9 Refused	1	.1		
	System	949	94.2		
	Total	950	94.3		
Total		1007	100.0		

Table 13f: Reason for Poor Water Rating.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Poor Water Quality	8	.8	42.1	42.1
	2 Low Water Pressure	3	.3	15.8	57.9
	3 Too Expensive	4	.4	21.1	78.9
	4 Poor Customer Service/Problems with Billing	2	.2	10.5	89.5
	5 Other	2	.2	10.5	100.0
	Total	19	1.9	100.0	
Missing	System	988	98.1		
Total		1007	100.0		

Table 13g: Reason for Poor Cultural Arts Programs Rating.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Few Activities Offered/Need More Variety	16	1.6	64.0	64.0
	2 Activities Not Well Publicized	5	.5	20.0	84.0
	3 Need Better Quality Activities	3	.3	12.0	96.0
	4 Other	1	.1	4.0	100.0
	Total	25	2.5	100.0	
Missing	System	982	97.5		
Total		1007	100.0		

Table 13h: Reason for Poor Sewage Rating.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Frequent Sewage Blockage/Backup	4	.4	30.8	30.8
	2 Too Expensive	4	.4	30.8	61.5
	3 Can Smell Sewer	1	.1	7.7	69.2
	4 Environment Effects of Sewage Spills	4	.4	30.8	100.0
	Total	13	1.3	100.0	
Missing	9 Refused	1	.1		
	System	993	98.6		
	Total	994	98.7		
Total		1007	100.0		

Respondents also provided a general, overall rating of the city services. Almost all (95.5%) of the residents gave an overall rating of the city services that was good or excellent. This is illustrated in Table 14. The ratings were higher in 2001 than they were in 2000, and have stayed higher through 2003. These ratings did not vary by region.

Table 14: Overall City Services Rating by Year.

| | | | YEAR Year of Study | | | | |
			1 2000	2 2001	3 2002	4 2003	Total
QGENSRV Overall City Services Rating	1 Poor	Count	9	3	7	5	24
		% within YEAR	.9%	.3%	.7%	.5%	.6%
	2 Fair	Count	74	41	45	40	200
		% within YEAR	7.5%	4.1%	4.5%	4.0%	5.0%
	3 Good	Count	614	612	618	599	2443
		% within YEAR	62.5%	61.4%	61.1%	59.8%	61.2%
	4 Excellent	Count	285	341	341	357	1324
		% within YEAR	29.0%	34.2%	33.7%	35.7%	33.2%
Total		Count	982	997	1011	1001	3991
		% within YEAR	100.0%	100.0%	100.0%	100.0%	100.0%

The relationship between length of residence in Carlsbad and the respondents' rating of the overall city services was of interest. For the purposes of this analysis, *newer residents* refers to residents who have lived in the City of Carlsbad for six years or less, and *long-time residents* refers to those who have lived in Carlsbad for more than six years. Table 15 shows that long-time residents provided ratings of the general city services that were a little more positive, on the whole, than did newer residents.

Table 15: Overall City Services Rating by Length of Residence in Carlsbad.

			LENGRES Length of Residence in Carlsbad		
			1 Newer Resident	2 Long-time Resident	Total
QGENSRV Overall City Services Rating	1 Poor	Count	1	4	5
		% within LENGRES Length of Residence in Carlsbad	.2%	.8%	.5%
	2 Fair	Count	14	26	40
		% within LENGRES Length of Residence in Carlsbad	2.8%	5.3%	4.0%
	3 Good	Count	326	273	599
		% within LENGRES Length of Residence in Carlsbad	64.3%	55.3%	59.8%
	4 Excellent	Count	166	191	357
		% within LENGRES Length of Residence in Carlsbad	32.7%	38.7%	35.7%
Total		Count	507	494	1001
		% within LENGRES Length of Residence in Carlsbad	100.0%	100.0%	100.0%

City Streets

Carlsbad residents were asked about the city street conditions in Carlsbad. Overall road conditions were rated quite positively, with four-fifths of the respondents giving a rating of good or excellent in each year of the survey. This is indicated in Table 16. These ratings were consistent across regions.

Table 16: Overall Road Condition by Year.

			YEAR Year of Study				Total
			1 2000	2 2001	3 2002	4 2003	
QSTREET1 Overall Road Condition	1 Poor	Count	26	21	32	24	103
		% within YEAR	2.6%	2.1%	3.1%	2.8%	2.7%
	2 Fair	Count	170	138	141	117	566
		% within YEAR	17.0%	13.7%	13.9%	13.8%	14.6%
	3 Good	Count	585	595	628	528	2336
		% within YEAR	58.5%	59.0%	61.8%	62.3%	60.3%
	4 Excellent	Count	219	255	216	179	869
		% within YEAR	21.9%	25.3%	21.2%	21.1%	22.4%
Total		Count	1000	1009	1017	848	3874
		% within YEAR	100.0%	100.0%	100.0%	100.0%	100.0%

Respondents offered the ratings of the traffic circulation in the city, summarized in Table 17. The ratings for traffic circulation, while not negative, were not as positive as the ratings for other services and conditions in the city. A little less than half of the respondents offered a good or excellent rating of the traffic circulation in the city. These ratings varied by year of administration. Specifically, the ratings were a little lower in 2000 than they were in subsequent years.

Table 17: Traffic Circulation Efficiency by Year.

			YEAR Year of Study				
			1 2000	2 2001	3 2002	4 2003	Total
QSTREET5 Traffic Circulation Efficiency	1 Poor	Count	252	171	186	171	780
		% within YEAR	25.3%	17.0%	18.4%	20.2%	20.2%
	2 Fair	Count	338	377	363	305	1383
		% within YEAR	33.9%	37.5%	35.8%	36.1%	35.8%
	3 Good	Count	361	384	393	316	1454
		% within YEAR	36.2%	38.2%	38.8%	37.4%	37.7%
	4 Excellent	Count	46	72	71	54	243
		% within YEAR	4.6%	7.2%	7.0%	6.4%	6.3%
Total		Count	997	1004	1013	846	3860
		% within YEAR	100.0%	100.0%	100.0%	100.0%	100.0%

There was a regional difference in the ratings of traffic circulation efficiency. This is seen in Table 18, which shows that residents in the North Region rated traffic circulation lower than did South Region residents.

Table 18: Traffic Circulation Efficiency by Region.

			REGION2 Location of Residence in Carlsbad		
			1 North	2 South	Total
QSTREET5 Traffic Circulation Efficiency	1 Poor	Count	98	73	171
		% within REGION2 Location of Residence in Carlsbad	23.8%	16.8%	20.2%
	2 Fair	Count	136	169	305
		% within REGION2 Location of Residence in Carlsbad	33.1%	38.9%	36.1%
	3 Good	Count	147	169	316
		% within REGION2 Location of Residence in Carlsbad	35.8%	38.9%	37.4%
	4 Excellent	Count	30	24	54
		% within REGION2 Location of Residence in Carlsbad	7.3%	5.5%	6.4%
Total		Count	411	435	846
		% within REGION2 Location of Residence in Carlsbad	100.0%	100.0%	100.0%

Maintenance Services

City residents gave their opinions about the maintenance services provided by the city. Both in 2002 and in 2003, residents rated (a) the maintenance of street landscaping and medians, (b) tree maintenance, and (c) the curb and sidewalk conditions. Each of these services were rated positively by residents.

The maintenance of street landscaping and medians was rated as good or excellent by 83.3 percent of the respondents in 2003. The ratings in 2003 do not differ from the ratings in 2002. This is seen in Table 19.

Table 19: Maintenance of Street Landscaping and Medians by Year.

| | | | YEAR Year of Study | | Total |
			3 2002	4 2003	
QMAIN1 Maintenance of Street Landscaping and Medians	1 Poor	Count	39	22	61
		% within YEAR	3.8%	2.6%	3.3%
	2 Fair	Count	138	119	257
		% within YEAR	13.6%	14.0%	13.8%
	3 Good	Count	561	470	1031
		% within YEAR	55.3%	55.4%	55.4%
	4 Excellent	Count	276	237	513
		% within YEAR	27.2%	27.9%	27.6%
Total		Count	1014	848	1862
		% within YEAR	100.0%	100.0%	100.0%

Resident ratings of the City of Carlsbad tree maintenance are found in Table 20. The table shows that residents viewed tree maintenance positively, with 83.5 percent of the respondents in 2003 rating tree maintenance as good or excellent. This is consistent with the ratings in 2002.

Table 20: Tree Maintenance by Year.

			YEAR Year of Study		
			3 2002	4 2003	Total
QMAIN2 Tree Maintenance	1 Poor	Count	46	28	74
		% within YEAR	4.6%	3.4%	4.1%
	2 Fair	Count	137	108	245
		% within YEAR	13.8%	13.0%	13.5%
	3 Good	Count	582	502	1084
		% within YEAR	58.8%	60.6%	59.6%
	4 Excellent	Count	225	190	415
		% within YEAR	22.7%	22.9%	22.8%
Total		Count	990	828	1818
		% within YEAR	100.0%	100.0%	100.0%

Curb and sidewalk conditions were also rated by respondents in 2002 and 2003. Table 21 shows that in both years about a fifth of the respondents rated curb and sidewalk conditions as excellent.

Table 21: Curb and Sidewalk Condition by Year.

| | | | YEAR Year of Study | | |
			3 2002	4 2003	Total
QMAIN5 Curb/Sidewalk Condition	1 Poor	Count	34	36	70
		% within YEAR	3.4%	4.3%	3.8%
	2 Fair	Count	150	137	287
		% within YEAR	15.1%	16.3%	15.7%
	3 Good	Count	601	486	1087
		% within YEAR	60.6%	57.8%	59.3%
	4 Excellent	Count	207	182	389
		% within YEAR	20.9%	21.6%	21.2%
Total		Count	992	841	1833
		% within YEAR	100.0%	100.0%	100.0%

The ratings of the curb and sidewalk conditions were qualified by the region in which the resident lived. That is, 53.3 percent of the residents in the North region rated the curb and sidewalk conditions as good, and 62.0 percent of South residents gave a "good" rating. This is shown in Table 22. In both regions about 22 percent rated the curb and sidewalk conditions as excellent.

Table 22: Curb and Sidewalk Condition by Region.

			REGION2 Location of Residence in Carlsbad		
			1 North	2 South	Total
QMAIN5 Curb/Sidewalk Condition	1 Poor	Count	24	12	36
		% within REGION2 Location of Residence in Carlsbad	5.9%	2.8%	4.3%
	2 Fair	Count	79	58	137
		% within REGION2 Location of Residence in Carlsbad	19.3%	13.4%	16.3%
	3 Good	Count	218	268	486
		% within REGION2 Location of Residence in Carlsbad	53.3%	62.0%	57.8%
	4 Excellent	Count	88	94	182
		% within REGION2 Location of Residence in Carlsbad	21.5%	21.8%	21.6%
Total		Count	409	432	841
		% within REGION2 Location of Residence in Carlsbad	100.0%	100.0%	100.0%

Contracted Services

In addition to the city-provided services, respondents were also asked about services contracted from outside agencies. The contracted services respondents were asked about are (1) trash collection, (2) street sweeping, (3) hazardous waste disposal, (4) animal control, (5) recycling collection, and (6) cable television. All of these services were rated as good or excellent by most people.

Table 23 shows the ratings of the trash collection services contracted by the city. This table reveals a slight drop-off in the rating of the trash collection service in 2002, then an upswing to ratings that are slightly higher in 2003 than they had been in 2000 and 2001. Overall, more than four-fifths of the respondents gave a rating of good or excellent.

Table 23: Trash Collection Rating by Year.

			YEAR Year of Study				Total
			1 2000	2 2001	3 2002	4 2003	
QOUTSRV1 Trash Collection Rating	1 Poor	Count	35	43	63	16	157
		% within YEAR	3.5%	4.3%	6.3%	1.6%	3.9%
	2 Fair	Count	131	142	142	98	513
		% within YEAR	13.2%	14.2%	14.2%	9.9%	12.9%
	3 Good	Count	502	474	508	520	2004
		% within YEAR	50.8%	47.3%	50.7%	52.4%	50.3%
	4 Excellent	Count	321	343	289	359	1312
		% within YEAR	32.5%	34.2%	28.8%	36.2%	32.9%
Total		Count	989	1002	1002	993	3986
		% within YEAR	100.0%	100.0%	100.0%	100.0%	100.0%

The street-sweeping service was also rated favorably, as can be seen in Table 24. Half (50.8%) of the respondents in 2003 rated the street-sweeping service as good, and 21.4 percent rated this service as excellent.

Table 24: Street Sweeping Rating by Year.

			YEAR Year of Study				
			1 2000	2 2001	3 2002	4 2003	Total
QOUTSRV2 Street Sweeping Rating	1 Poor	Count	67	58	66	63	254
		% within YEAR	7.1%	6.1%	6.9%	6.7%	6.7%
	2 Fair	Count	202	179	184	199	764
		% within YEAR	21.5%	18.9%	19.1%	21.1%	20.1%
	3 Good	Count	484	498	549	480	2011
		% within YEAR	51.5%	52.5%	57.0%	50.8%	53.0%
	4 Excellent	Count	187	213	164	202	766
		% within YEAR	19.9%	22.5%	17.0%	21.4%	20.2%
Total		Count	940	948	963	944	3795
		% within YEAR	100.0%	100.0%	100.0%	100.0%	100.0%

The ratings of the street-sweeping service in Carlsbad are displayed separately for residents in the North and South regions in Table 25. These ratings were contingent on region, with residents in the south providing more favorable ratings than residents in the north. In the south region, 56.2 percent of the respondents offered a "good" rating compared to 45.6 percent in the north.

Table 25: Street Sweeping Rating by Region.

			REGION2 Location of Residence in Carlsbad		
			1 North	2 South	Total
QOUTSRV2 Street Sweeping Rating	1 Poor	Count	40	23	63
		% within REGION2 Location of Residence in Carlsbad	8.4%	4.9%	6.7%
	2 Fair	Count	110	89	199
		% within REGION2 Location of Residence in Carlsbad	23.1%	19.0%	21.1%
	3 Good	Count	217	263	480
		% within REGION2 Location of Residence in Carlsbad	45.6%	56.2%	50.8%
	4 Excellent	Count	109	93	202
		% within REGION2 Location of Residence in Carlsbad	22.9%	19.9%	21.4%
Total		Count	476	468	944
		% within REGION2 Location of Residence in Carlsbad	100.0%	100.0%	100.0%

The residents' ratings of the hazardous waste disposal service also tended to be positive. Table 26 shows that in 2003, about half (53.5%) of the respondents offered a good rating, and another 16.0 percent gave excellent ratings to the hazardous waste disposal service contracted by the city.

Table 26: Hazardous Waste Disposal Rating by Year.

			YEAR Year of Study				Total
			1 2000	2 2001	3 2002	4 2003	
QOUTSRV3 Hazardous Waste Disposal Rating	1 Poor	Count	81	83	79	60	303
		% within YEAR	13.5%	14.4%	12.7%	8.7%	12.2%
	2 Fair	Count	139	117	135	151	542
		% within YEAR	23.2%	20.3%	21.7%	21.8%	21.8%
	3 Good	Count	294	287	323	370	1274
		% within YEAR	49.1%	49.7%	52.0%	53.5%	51.2%
	4 Excellent	Count	85	90	84	111	370
		% within YEAR	14.2%	15.6%	13.5%	16.0%	14.9%
Total		Count	599	577	621	692	2489
		% within YEAR	100.0%	100.0%	100.0%	100.0%	100.0%

There was a slight difference in these ratings by region, as illustrated in Table 27. More people (19.9%) in the North region rated the hazardous waste disposal service as excellent than did people in the South (12.3%).

Table 27: Hazardous Waste Disposal Rating by Region.

			REGION2 Location of Residence in Carlsbad		
			1 North	2 South	Total
QOUTSRV3 Hazardous Waste Disposal Rating	1 Poor	Count	29	31	60
		% within REGION2 Location of Residence in Carlsbad	8.5%	8.8%	8.7%
	2 Fair	Count	68	83	151
		% within REGION2 Location of Residence in Carlsbad	19.9%	23.6%	21.8%
	3 Good	Count	176	194	370
		% within REGION2 Location of Residence in Carlsbad	51.6%	55.3%	53.5%
	4 Excellent	Count	68	43	111
		% within REGION2 Location of Residence in Carlsbad	19.9%	12.3%	16.0%
Total		Count	341	351	692
		% within REGION2 Location of Residence in Carlsbad	100.0%	100.0%	100.0%

Starting in 2002 respondents were asked about another contracted service, animal control. A summary of residents' animal control service ratings is found in Table 28. Over four-fifths of the respondents in both 2002 and 2003 rated this service as good or excellent.

Table 28: Animal Control Rating by Year.

			YEAR Year of Study		
			3 2002	4 2003	Total
QOUTSRV4 Animal Control Rating	1 Poor	Count	44	29	73
		% within YEAR	5.1%	3.5%	4.3%
	2 Fair	Count	126	105	231
		% within YEAR	14.5%	12.7%	13.6%
	3 Good	Count	549	519	1068
		% within YEAR	63.3%	62.5%	62.9%
	4 Excellent	Count	148	177	325
		% within YEAR	17.1%	21.3%	19.2%
Total		Count	867	830	1697
		% within YEAR	100.0%	100.0%	100.0%

Beginning in 2003, residents were also asked about recycling collection services as well as cable television. The ratings of recycling collection services are found in Table 29. The ratings of the recycling collection service were quite positive. Almost a third (32.9%) of the respondents rated the recycling collection service as excellent.

Table 29: Recycling Collection Rating in 2003.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Poor	40	4.0	4.1	4.1
	2 Fair	131	13.0	13.3	17.3
	3 Good	491	48.8	49.8	67.1
	4 Excellent	324	32.2	32.9	100.0
	Total	986	97.9	100.0	
Missing	8 Don't Know	20	2.0		
	9 Refused	1	.1		
	Total	21	2.1		
Total		1007	100.0		

Table 30 displays the ratings of cable television service in 2003. As the table shows, 60.6 percent of the residents surveyed rated the cable television service as good or excellent. However, 15.3 percent of the respondents rated the service as poor. Of the services rated, only traffic circulation efficiency had a higher percentage of respondents giving a poor rating.

Table 30: Cable Television Rating in 2003.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Poor	142	14.1	15.3	15.3
	2 Fair	224	22.2	24.1	39.4
	3 Good	407	40.4	43.9	83.3
	4 Excellent	155	15.4	16.7	100.0
	Total	928	92.2	100.0	
Missing	8 Don't Know	76	7.5		
	9 Refused	3	.3		
	Total	79	7.8		
Total		1007	100.0		

Respondents who offered a poor rating of any outside service were asked why they gave a poor rating. Their responses were coded and are reported in Tables 31a-f.

Table 31a: Reason for Poor Trash Collection Rating.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Trash Crews Do Sloppy Work	8	.8	50.0	50.0
	3 Intermittent Trash Collection	3	.3	18.8	68.8
	4 Other	5	.5	31.3	100.0
	Total	16	1.6	100.0	
Missing	System	991	98.4		
Total		1007	100.0		

Table 31b: Reason for Poor Street Sweeping Rating.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Sweepers Do Not Clean the Streets	27	2.7	42.9	42.9
	2 Street Sweepers Never Seen	22	2.2	34.9	77.8
	4 Other	14	1.4	22.2	100.0
	Total	63	6.3	100.0	
Missing	System	944	93.7		
Total		1007	100.0		

Table 31c: Reason for Poor Hazardous Waste Disposal Rating.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 Disposal Stations Far Away	10	1.0	16.7	16.7
	4 No Knowledge of Disposal Sites	18	1.8	30.0	46.7
	5 No Disposal Site in Carlsbad	17	1.7	28.3	75.0
	6 Other	15	1.5	25.0	100.0
	Total	60	6.0	100.0	
Missing	System	947	94.0		
Total		1007	100.0		

Table 31d: Reason for Poor Animal Control Rating.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Animals Running Loose Everywhere	16	1.6	55.2	55.2
	4 Other	13	1.3	44.8	100.0
	Total	29	2.9	100.0	
Missing	System	978	97.1		
Total		1007	100.0		

Table 31e: Reason for Poor Recycling Collection Rating.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Limited Item Collection	19	1.9	47.5	47.5
	5 Other	21	2.1	52.5	100.0
	Total	40	4.0	100.0	
Missing	System	967	96.0		
Total		1007	100.0		

Table 31f: Reason for Poor Cable Television Rating.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Dissatisfied with Adelphia	65	6.5	46.8	46.8
	2 Lack of Cable Provider Choice	47	4.7	33.8	80.6
	5 Other	27	2.7	19.4	100.0
	Total	139	13.8	100.0	
Missing	8 Don't Know	2	.2		
	9 Refused	1	.1		
	System	865	85.9		
	Total	868	86.2		
Total		1007	100.0		

Land Use

Beginning in 2002, residents were asked to rate how well they thought the City of Carlsbad was doing balancing various land uses in the city such as residential, commercial, industrial, and recreational. Respondents answered on a scale of zero to ten, where zero indicated very poor and ten indicated excellent. Table 32 shows that the average rating in 2003 was 6.34, suggesting residents believe the city is doing a moderate job in this respect. This is not statistically higher than the rating of 6.17 in 2002.

Table 32: Rating of the City's Balancing Various Land Uses.

	YEAR Year of Study	N	Mean	Std. Deviation
QLAND City's Balancing Various Land Uses Rating	3 2002	1001	6.17	2.397
	4 2003	966	6.34	2.307

The land use ratings residents gave in 2003 varied by region. As illustrated in Table 33, residents in the North Region (6.58) offered a higher rating on average than did residents in the South Region (6.12).

Table 33: Land Use Rating by Region.

	REGION2 Location of Residence in Carlsbad	N	Mean	Std. Deviation
QLAND City's Balancing Various Land Uses Rating	1 North	479	6.58	2.290
	2 South	487	6.12	2.303

The land use ratings were very closely associated with the general city services ratings. This is illustrated in Table 34, which shows that the higher the general service rating, the higher the rating of the job the city is doing in balancing various land uses.

Table 34: Land Use Rating by General City Services Rating.

QLAND City's Balancing Various Land Uses Rating

	N	Mean	Std. Deviation	Minimum	Maximum
1 Poor	4	1.25	2.500	0	5
2 Fair	39	4.03	2.814	0	10
3 Good	572	6.05	2.070	0	10
4 Excellent	347	7.14	2.264	0	10
Total	962	6.34	2.309	0	10

Those offering ratings below four on the zero-to-ten scale were asked what the city could do to improve their rating on the issue. The suggestions residents gave are found in Table 35, the most common of which was to set limits on growth.

Table 35: What Can Be Done to Improve Land Use Ratings.

	0 Not Chosen		1 Chosen	
	Count	%	Count	%
Set Limits on Growth	26	24.8%	79	75.2%
Create More Recreation Facilities	102	97.1%	3	2.9%
Preserve Open Spaces	32	30.5%	73	69.5%
Other	29	27.6%	76	72.4%

Contact with the City of Carlsbad

Contact

In 2003, residents were asked if they had any contact with the City of Carlsbad in the past year. Half (51.1%) of the respondents reported having some contact with the City of Carlsbad in the past year. This is seen in Table 36.

Table 36: Contact with City of Carlsbad in Past Year.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	490	48.7	48.9	48.9
	1 Yes	513	50.9	51.1	100.0
	Total	1003	99.6	100.0	
Missing	8 Don't Know	4	.4		
Total		1007	100.0		

There was a difference in the likelihood that someone had contact with the city depending on region. As Table 37 indicates, those in the north were significantly more likely to call the city than were residents in the south.

Table 37: Contact with City of Carlsbad in Past Year by Region.

			REGION2 Location of Residence in Carlsbad		
			1 North	2 South	Total
QCONTACT Contact with City of Carlsbad in Past Year	0 No	Count	229	261	490
		% within REGION2 Location of Residence in Carlsbad	45.6%	52.1%	48.9%
	1 Yes	Count	273	240	513
		% within REGION2 Location of Residence in Carlsbad	54.4%	47.9%	51.1%
Total		Count	502	501	1003
		% within REGION2 Location of Residence in Carlsbad	100.0%	100.0%	100.0%

The respondents who had contact with the city were asked how they would rate that contact. Their responses are summarized in Table 38. Few people (6.1%) rated their contact with the city as poor, while four out of five (82.4%) rated their contact as good or excellent. They did not differ by region.

Table 38: Rating of Contact with City.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Poor	31	3.1	6.1	6.1
	2 Fair	59	5.9	11.5	17.6
	3 Good	187	18.6	36.6	54.2
	4 Excellent	234	23.2	45.8	100.0
	Total	511	50.7	100.0	
Missing	8 Don't Know	2	.2		
	System	494	49.1		
	Total	496	49.3		
Total		1007	100.0		

Those that did rate their contact with the city as poor were asked why they did so. The responses of the 31 people giving a poor rating in 2003 are summarized in Table 39. Response time or customer service was the most frequent complaint.

Table 39: Reason Respondent Rates Contact with City as Poor.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Poor Response Time/Customer Service	21	2.1	67.7	67.7
	2 Unorganized Planning Department	4	.4	12.9	80.6
	3 Other	6	.6	19.4	100.0
	Total	31	3.1	100.0	
Missing	System	976	96.9		
Total		1007	100.0		

City Website

In 2001 and 2003 residents were asked if they had accessed the city's website in the past year. Table 40 summarizes the residents' responses. Both in 2001 and 2003, more than a third of the residents indicated that they had accessed the city's website in the past year.

Table 40: Accessed City's Website in Past Year.

			YEAR Year of Study		
			2 2001	4 2003	Total
QWEBACSS Accessed City's Website in Past Year	0 No	Count	642	612	1254
		% within YEAR	63.8%	61.0%	62.4%
	1 Yes	Count	364	392	756
		% within YEAR	36.2%	39.0%	37.6%
Total		Count	1006	1004	2010
		% within YEAR	100.0%	100.0%	100.0%

Accessing the city's website in the past year was qualified by the age of the respondent. Figure 1 shows the likelihood of respondents in the 2003 survey accessing the city's website in the past year broken down by different age groups. The figure reveals that respondents over the age of 55 were less than half as likely as younger respondents to report accessing the city's website in the past year.

Figure 1: Acessed City's Website by Age Group.

Those residents reporting that they had accessed the City of Carlsbad's website were asked if they found what they were looking for. Residents accessing the city website were much more likely (86.2%) than not to find what they were looking for, as Table 41 shows.

Table 41: Respondent Found What They Were Looking for on City Website.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	53	5.3	13.8	13.8
	1 Yes	330	32.8	86.2	100.0
	Total	383	38.0	100.0	
Missing	8 Don't Know	9	.9		
	System	615	61.1		
	Total	624	62.0		
Total		1007	100.0		

Residents accessing the city's website were also asked how they would rate the city's website. As Table 42 indicates, residents generally appear to be happy with the city's website. That is, 61.8 percent of the respondents who had used the site rated it as good, and 21.0 percent rated it as excellent. Only 1.8 percent rated the website as poor.

Table 42: City's Website Rating.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Poor	7	.7	1.8	1.8
	2 Fair	59	5.9	15.3	17.1
	3 Good	238	23.6	61.8	79.0
	4 Excellent	81	8.0	21.0	100.0
	Total	385	38.2	100.0	
Missing	8 Don't Know	7	.7		
	System	615	61.1		
	Total	622	61.8		
Total		1007	100.0		

Respondents who gave a rating to the city website of poor or excellent were asked for the reason behind their rating. The responses residents gave to these questions were coded and appear in Tables 43 and 44. Seven respondents gave poor ratings, and their reasons are listed in Tables 43, while the reasons the 81 respondents offering excellent ratings gave are in Table 44. Most of those rating the website as excellent did so because they found the site easy to navigate or because it contained everything they needed.

Table 43: Reason for Poor Website Rating.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Critical Information Not Available	3	.3	50.0	50.0
	2 Difficult to Access/Cluttered	2	.2	33.3	83.3
	3 Other	1	.1	16.7	100.0
	Total	6	.6	100.0	
Missing	9 Refused	1	.1		
	System	1000	99.3		
	Total	1001	99.4		
Total		1007	100.0		

Table 44: Reason for Excellent Website Rating.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Easy to Navigate	35	3.5	43.8	43.8
	2 Contains Everything I Need	38	3.8	47.5	91.3
	3 Other	7	.7	8.8	100.0
	Total	80	7.9	100.0	
Missing	8 Don't Know	1	.1		
	System	926	92.0		
	Total	927	92.1		
Total		1007	100.0		

Those respondents who indicated that they had not accessed the city's website were asked if there was a specific reason why they had not accessed the city's site. As Table 45 shows, the most common reason for not accessing the city website was that the respondent had no need to access the site. It is also interesting to note that 16.5 percent of the respondents reported that they did not know about the city's website.

Table 45: Reason Why Hasn't Accessed City's Website.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Don't Own Computer	88	8.7	16.3	16.3
	2 Lack Computer Skills	21	2.1	3.9	20.2
	3 Get Information from Other Sources	18	1.8	3.3	23.5
	4 Don't Need to Use	231	22.9	42.8	66.3
	5 Didn't Know about the Web Site	89	8.8	16.5	82.8
	6 Don't Want to Use	65	6.5	12.0	94.8
	7 Other	28	2.8	5.2	100.0
	Total	540	53.6	100.0	
Missing	8 Don't Know	32	3.2		
	9 Refused	40	4.0		
	System	395	39.2		
	Total	467	46.4		
Total		1007	100.0		

City Facilities

Respondents were asked a number of questions regarding some city facilities. Specifically, they were asked about their use of libraries and their use of city parks. In addition to these questions, they were asked about proposals for developing open spaces and about features of a proposed civic center/city hall.

Libraries

In 2003 respondents were asked what the main reason they had for going to a Carlsbad city library. The reasons people gave for visiting Carlsbad libraries are found in Table 46. The most common reason was to check out or read books or magazines for enjoyment. This reason was offered by two-fifths (42.9%) of the respondents using the library.

Table 46: Main Reason for Using a Carlsbad Library.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Get Answers to Questions or to Do General Research	196	4.9	21.7	21.7
	2 Help Meet Educational or Job-related Goals	60	1.5	6.7	28.4
	3 Check Out or to Read Books or Magazines for Enjoyment	387	9.6	42.9	71.3
	4 Take Advantage of Programs the Library Offers	38	.9	4.2	75.5
	5 Use Internet, Word-processing Computers, or Typewriters	24	.6	2.7	78.2
	6 A Quiet Place to Read and Study	24	.6	2.7	80.8
	7 Help Your Children or Yourself Improve Reading Skills	123	3.0	13.6	94.5
	8 Other	50	1.2	5.5	100.0
	Total	902	22.3	100.0	
Missing	System	3135	77.7		
Total		4037	100.0		

Respondents in 2000 and in 2003 who had used a Carlsbad library were asked how they would rate the library with respect to the availability of the materials they wanted. Table 47 reveals that about half of the respondents rated the library as excellent in this respect both in 2000 and 2003.

Table 47: Rating of Carlsbad Libraries by Year.

			YEAR Year of Study		
			1 2000	4 2003	Total
QLIBSERV Rating of Carlsbad Libraries	1 Poor	Count	13	12	25
		% within YEAR Year of Study	1.7%	1.4%	1.5%
	2 Fair	Count	73	60	133
		% within YEAR Year of Study	9.3%	7.0%	8.1%
	3 Good	Count	327	331	658
		% within YEAR Year of Study	41.7%	38.5%	40.0%
	4 Excellent	Count	371	457	828
		% within YEAR Year of Study	47.3%	53.1%	50.4%
Total		Count	784	860	1644
		% within YEAR Year of Study	100.0%	100.0%	100.0%

Those rating the availability of desired materials as poor or fair in 2003 were asked what materials were unavailable to them. Residents' responses were coded and are summarized in Table 48. Two thirds of these respondents indicated that they were dissatisfied with the limited general book selection.

Table 48: Library Materials That Were Unavailable.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Specific Requested Books	8	.8	17.4	17.4
	2 General Book Selection Limited	31	3.1	67.4	84.8
	3 Other	6	.6	13.0	97.8
	8 Don't Know	1	.1	2.2	100.0
	Total	46	4.6	100.0	
Missing	System	961	95.4		
Total		1007	100.0		

City Parks

Respondents were asked about their use of city facilities. They were asked if anyone in their household had used a Carlsbad public park or park facility during the past year. Table 49 shows that similar to 2001, 72.4 percent of the respondents in 2003 indicated that they or someone in their household had used a city park in the past year.

Table 49: Use of Carlsbad Public Park or Park Facility in Past Twelve Months by Year.

			YEAR Year of Study		
			2 2001	4 2003	Total
QPARKUSE Use of Carlsbad Public Park or Park Facility in Past Twelve Months	0 No	Count	272	275	547
		% within YEAR Year of Study	26.9%	27.6%	27.3%
	1 Yes	Count	738	722	1460
		% within YEAR Year of Study	73.1%	72.4%	72.7%
Total		Count	1010	997	2007
		% within YEAR Year of Study	100.0%	100.0%	100.0%

Those who had reported that they or someone in their household had used a public park or park facility in the past year were asked to rate the park that the respondent or respondent's family used. The vast majority (94.5%) of the respondents gave a favorable rating of the city parks, with 48.9 percent giving an excellent rating and another 44.6 percent giving good ratings in 2003. Table 50 shows that these ratings are comparable to those given in 2001.

Table 50: Public Park or Facility Rating by Year.

			YEAR Year of Study		
			2 2001	4 2003	Total
PARKRATE Public Park or Facility Rating	1 Poor	Count	3	7	10
		% within YEAR Year of Study	.4%	1.0%	.7%
	2 Fair	Count	30	40	70
		% within YEAR Year of Study	4.1%	5.5%	4.8%
	3 Good	Count	323	322	645
		% within YEAR Year of Study	43.9%	44.6%	44.2%
	4 Excellent	Count	380	353	733
		% within YEAR Year of Study	51.6%	48.9%	50.3%
Total		Count	736	722	1458
		% within YEAR Year of Study	100.0%	100.0%	100.0%

Only seven respondents gave a poor rating to a Carlsbad public park. These seven people were asked for the reason they gave a poor rating. Their responses are found in Table 51.

Table 51: Reason for Poor Rating of a Public Park.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 Too Many People in Park	1	.1	14.3	14.3
	3 Facilities Neglected	5	.5	71.4	85.7
	4 Other	1	.1	14.3	100.0
	Total	7	.7	100.0	
Missing	System	1000	99.3		
Total		1007	100.0		

Open Spaces

Respondents in 2003 were invited to give their opinions on four proposals about the use of land and resources devoted to open space, trails, and parks. The four proposals were described to the respondents who were then asked to imagine that they were to allocate $100 of city funds among the four proposals. The proposals were labeled Preserved and Protected Open Space, Interconnecting Trails, Open Space and Trails Park, and Active Use Parks. The proposals were presented to each respondent in a randomized order. The descriptions of the proposals given to the respondents are found on page 123 in Appendix A.

Table 52 summarizes how respondents allocated these funds. As the table shows, the distribution of funds was fairly even. The average allocation to active use parks was a little lower than the allocations to the preserved and protected open space and interconnecting trails proposals. The amount allocated to each proposal did not differ by region.

Table 52: Average Amount of Money Allocated to Different Proposals.

	N	Minimum	Maximum	Mean	Std. Deviation
Preserved and Protected Open Space	977	0	100	26.02	25.722
Interconnecting Trails	977	0	100	25.91	23.045
Open Space and Trails Park	977	0	100	25.01	22.581
Active Use Parks	977	0	100	23.07	24.889
Valid N (listwise)	977				

Figure 2 illustrates that the allocation for each of the four proposals did not deviate much from $25. Of the 1,007 respondents in 2003, 118 allotted $25 to each proposal. One possible interpretation of this pattern is that these individuals didn't have an opinion on these proposals, so we also made comparisons of the allocations to the different proposals with these individuals removed from the analysis. Removing these individuals from the comparisons among the proposals had no significant impact on the results.

Figure 2: Allotment to Open Space Proposals.
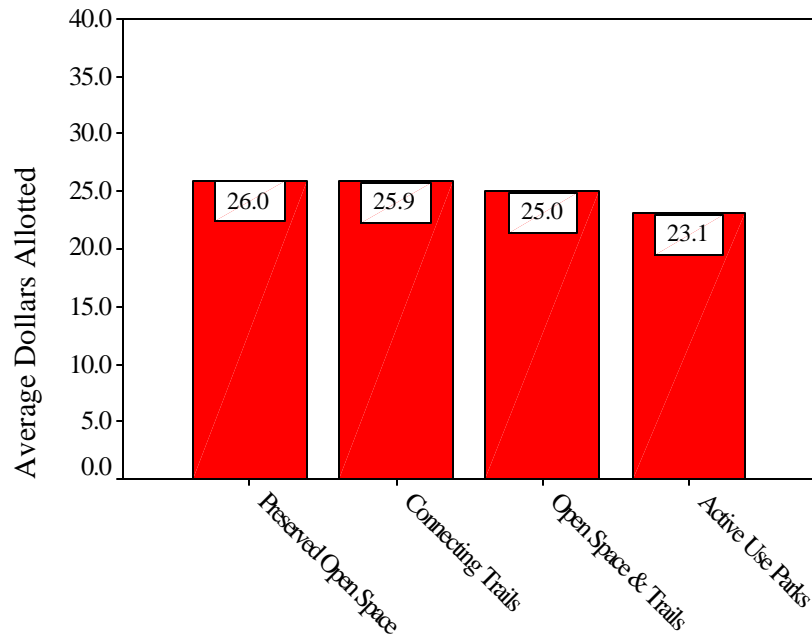
The dollar values that respondents assigned to each proposal were converted to rankings. Proposals allotted more money than three other proposals were ranked first, those allotted more than two other proposals were ranked second, and so forth. Table 53 shows the rankings residents gave to the different proposals. This table reveals an interesting pattern that warrants further attention. Specifically, though active use parks had the smallest average allocation, as indicated in Table 52 and Figure 2, 29.8 percent of those providing responses ranked active use parks first compared to 31.0, 29.9, and 23.6 percent for the other proposals (preserved and protected open space, interconnecting trails, and open space and trails park respectively). This finding suggests a look at the ranking distributions may be informative. Figures 3 through 6 show these distributions.

Table 53: Rankings of the Open Space Proposals.

		1 First Choice	2 Second Choice	3 Third Choice	4 Fourth Choice
Preserved and Protected Open Space Ranking	Count	188	136	155	128
	%	31.0%	22.4%	25.5%	21.1%
Interconnecting Trails	Count	162	194	170	16
	%	29.9%	35.8%	31.4%	3.0%
Open Space & Trails Park	Count	140	188	214	52
	%	23.6%	31.6%	36.0%	8.8%
Active Use Park	Count	168	116	130	150
	%	29.8%	20.6%	23.0%	26.6%

Figure 3: Preserved and Protected Open Space.
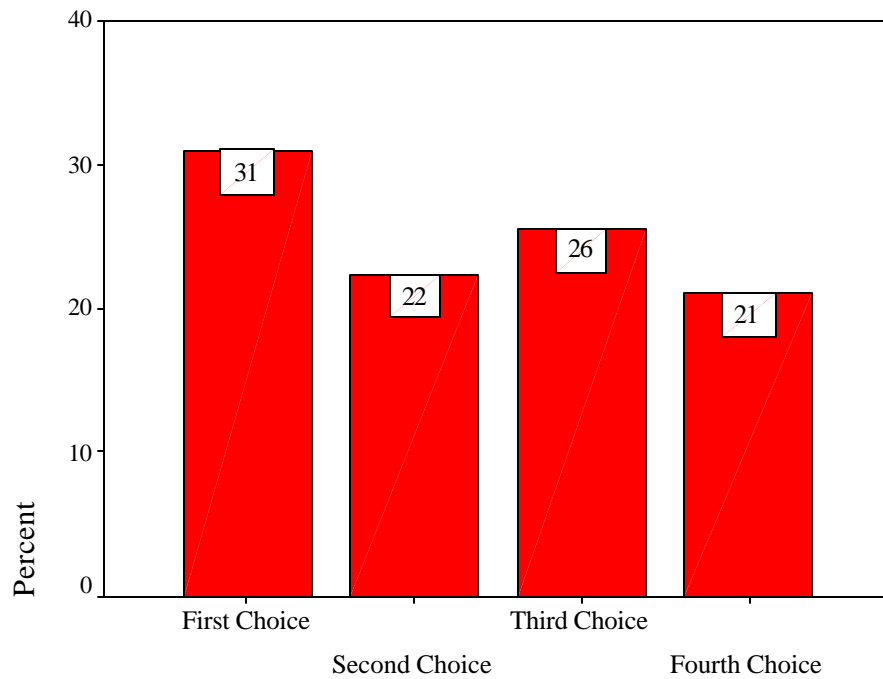
Figure 4: Interconnecting Trails.
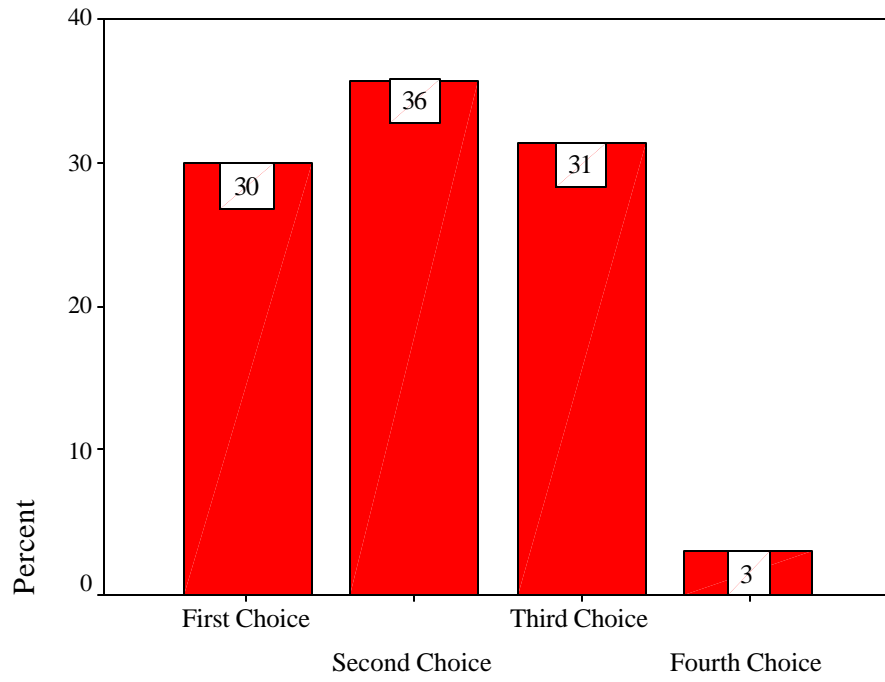
Figure 5: Open Space & Trails Park.
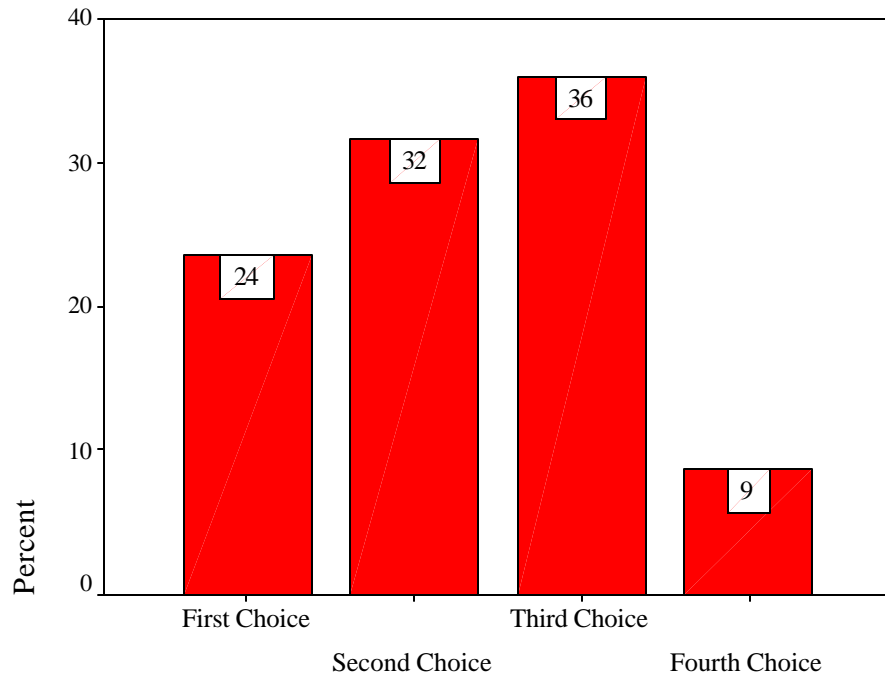
Figure 6: Active Use Park.
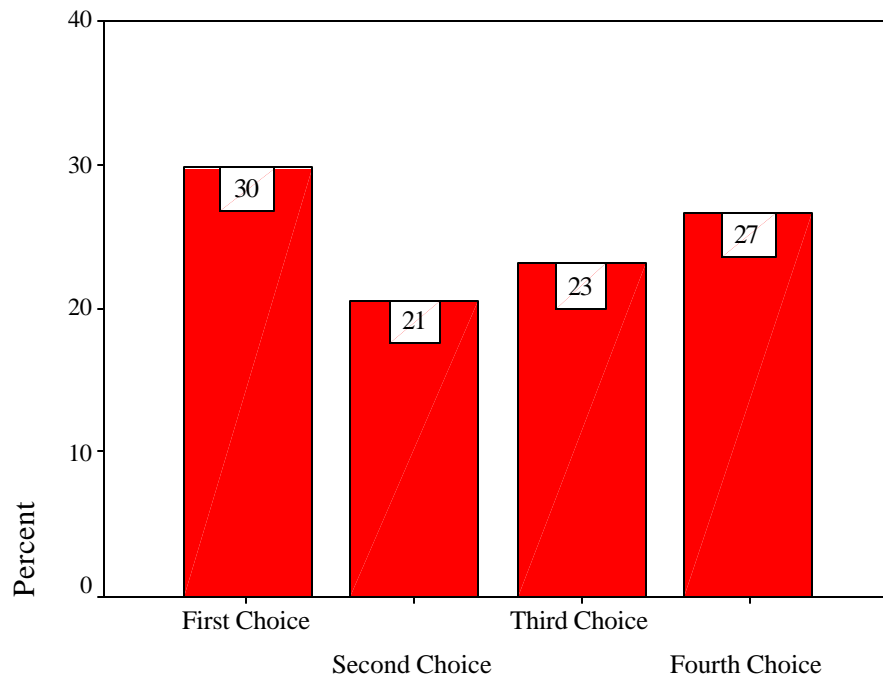
Previous data collected from Carlsbad residents suggests that the number of years the respondent had lived in Carlsbad was significantly related to the importance residents put on trails and open spaces. Specifically, the longer the respondent had lived in Carlsbad, the less importance they placed on trails and preserved open space. Given this relationship, it is worthwhile to examine how newer and long-time residents allocated funds among the four open space proposals. For the purposes of this analysis, *newer residents* refers to residents who have lived in the City of Carlsbad for six years or less, while *long-time residents* have lived in Carlsbad for seven or more years.

Table 54 shows the average allotment to the different proposals separately for newer and long-time residents. As the table shows, newer and long-time residents differed in the amounts they allotted to the interconnecting trails proposal. Specifically, newer residents allotted an average of $27.59 to the interconnecting trails proposal compared to $24.15 for long-time residents. Figure 7 displays this information in graphical form.

Table 54: Allocations to Open Space Proposals by Length of Residence.

	Length of Residence in Carlsbad	N	Mean	Std. Deviation
Preserved and Protected Open Space	1 Newer Resident	500	25.24	24.573
	2 Long-time Resident	477	26.83	26.875
Interconnecting Trails	1 Newer Resident	500	27.59	23.379
	2 Long-time Resident	477	24.15	22.580
Open Space and Trails Park	1 Newer Resident	500	25.08	22.018
	2 Long-time Resident	477	24.93	23.179
Active Use Parks	1 Newer Resident	500	22.10	23.643
	2 Long-time Resident	477	24.09	26.117

Figure 7: Allocations by Length of Residence.

Length of Residence in Carlsbad
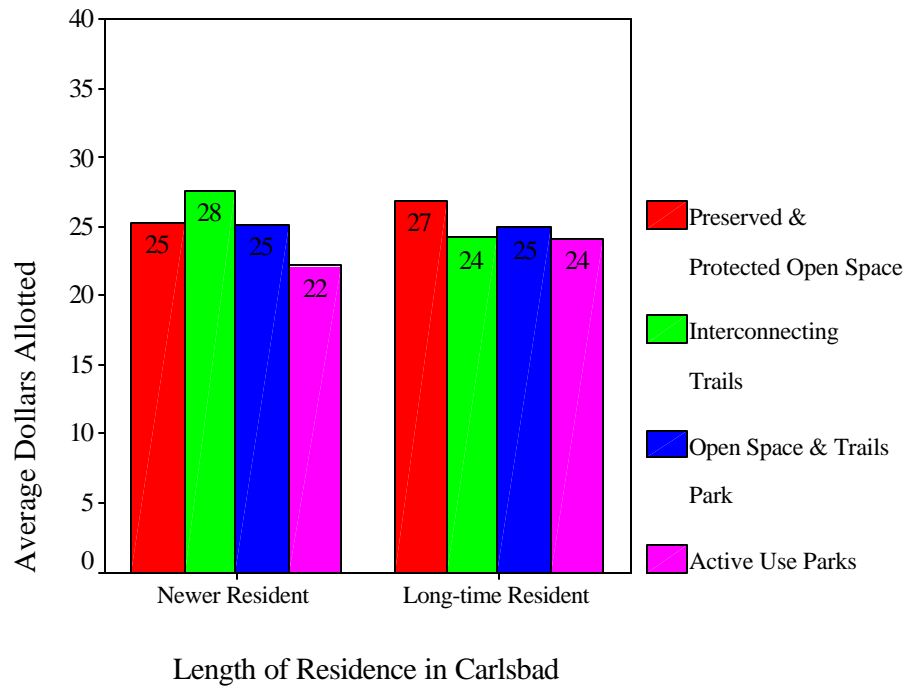
Civic Center Complex

Carlsbad residents were given the opportunity to express their preference for the location of the future site of a Carlsbad civic center/city hall complex. They were given three choices, their reactions to which are summarized in Table 55. Residents expressed a clear preference for the present city hall location over the other options presented, with 58.6 percent of the respondents choosing the present location.

Table 55: Preference for Location of Future Carlsbad Civic Center/City Hall Complex.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Near the Geographical Center of the City	277	27.5	29.4	29.4
	2 Along the Costal Corridor	113	11.2	12.0	41.4
	3 At the Current City Hall Location	553	54.9	58.6	100.0
	Total	943	93.6	100.0	
Missing	8 Don't Know	56	5.6		
	9 Refuse	8	.8		
	Total	64	6.4		
Total		1007	100.0		

Residents' preference for the location of the future site of a Carlsbad civic center/city hall complex was qualified by the region in which the respondent lived. Table 56 shows that 64.8 percent of the residents in the North Region preferred that the future site of a Carlsbad civic center/city hall complex be the existing location of city hall compared to 52.4 percent of residents in the South Region.

Table 56: Preference for Location of Future Carlsbad Civic Center/City Hall Complex by Region.

			REGION2 Location of Residence in Carlsbad		
			1 North	2 South	Total
QCOMPLEX Preference for Location of Future Carlsbad Civic Center/City Hall Complex	1 Near the Geographical Center of the City	Count	123	154	277
		% within REGION2 Location of Residence in Carlsbad	25.8%	33.0%	29.4%
	2 Along the Costal Corridor	Count	45	68	113
		% within REGION2 Location of Residence in Carlsbad	9.4%	14.6%	12.0%
	3 At the Current City Hall Location	Count	309	244	553
		% within REGION2 Location of Residence in Carlsbad	64.8%	52.4%	58.6%
Total		Count	477	466	943
		% within REGION2 Location of Residence in Carlsbad	100.0%	100.0%	100.0%

Respondents were asked about the sorts of things they would like to see in a civic center/city hall complex. Their answers are displayed in Table 57. An amphitheater venue was suggested by 21.0 percent of the respondents. This coheres with findings on entertainment venues from prior years' (2000 and 2001) surveys.

Table 57: What Respondent Wants to See in Civic Center Complex.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Restaurant	5	.5	.8	.8
	2 Day Care	15	1.5	2.3	3.1
	3 Other Government Offices	71	7.1	11.0	14.0
	4 Coffee Shops	7	.7	1.1	15.1
	6 Amphitheater Venue	136	13.5	21.0	36.1
	7 Conference Rooms	39	3.9	6.0	42.1
	8 Retail Shops	4	.4	.6	42.7
	9 All City Offices in One Place	75	7.4	11.6	54.3
	11 Other	296	29.4	45.7	100.0
	Total	648	64.3	100.0	
Missing	10 Nothing	359	35.7		
Total		1007	100.0		

City Information

Information Resources

     Respondents were asked what resources they used to get information about the City of Carlsbad. Table 58 shows that the most common sources of information about Carlsbad were local newspapers, local TV news, and the Community Services and Recreation Guide. For each of these sources over 60 percent of the respondents indicated that they used that source for information about the City of Carlsbad.

Table 58: Sources of Information about Carlsbad in 2003.

	0 Not Chosen		1 Chosen	
	Count	%	Count	%
Community Services Recreation Guide	399	39.6%	608	60.4%
City Web Page	639	63.5%	368	36.5%
City Desktop Calendar	702	69.7%	305	30.3%
Flyer in City Water Bill	662	65.7%	345	34.3%
Citizen Forums	899	89.3%	108	10.7%
Calling City on Telephone	599	59.5%	408	40.5%
City Council Meetings	836	83.0%	171	17.0%
Carlsbad Community Update Video	931	92.5%	76	7.5%
Local Newspapers	295	29.3%	712	70.7%
TV/Local News	353	35.1%	654	64.9%
Local Cable Channel	464	46.1%	543	53.9%

The likelihood that residents accessed information about the City of Carlsbad through use of the Community Services and Recreation Guide is shown in Table 59 by year. The table shows that use of the Community Services and Recreation Guide differed by year. That is, use of the Community Services and Recreation Guide to obtain information about Carlsbad was higher in 2002 and 2003 than it was in 2001.

Table 59: Use of Community Services Recreation Guide as a Source of Carlsbad Information by Year.

			YEAR Year of Study			
			2 2001	3 2002	4 2003	Total
QINFO1_1 Source of Carlsbad Information: Community Services Recreation Guide	0 Not Chosen	Count	455	364	399	1218
		% within YEAR	45.0%	35.7%	39.6%	40.1%
	1 Chosen	Count	555	655	608	1818
		% within YEAR	55.0%	64.3%	60.4%	59.9%
Total		Count	1010	1019	1007	3036
		% within YEAR	100.0%	100.0%	100.0%	100.0%

The city web site was used by over a third (36.5%) of the respondents in 2003 as a source of information about the City of Carlsbad. Table 60 shows the percentages of respondents using the city's website to gain information about Carlsbad for each year.

Table 60: Use of City Web Page as a Source of Carlsbad Information by Year.

			YEAR Year of Study			
			2 2001	3 2002	4 2003	Total
QINFO1_2 Source of Carlsbad Information: City Web Page	0 Not Chosen	Count	681	638	639	1958
		% within YEAR	67.4%	62.6%	63.5%	64.5%
	1 Chosen	Count	329	381	368	1078
		% within YEAR	32.6%	37.4%	36.5%	35.5%
Total		Count	1010	1019	1007	3036
		% within YEAR	100.0%	100.0%	100.0%	100.0%

Use of the city desktop calendar is displayed in Table 61 by year. The table reveals that use of the city desktop calendar to access information about the City of Carlsbad varied by year. Use of the city desktop calendar was much more likely in 2002 and 2003 than it had been in 2001.

Table 61: Use of the City Desktop Calendar as a Source of Carlsbad Information by Year.

			YEAR Year of Study			
			2 2001	3 2002	4 2003	Total
QINFO1_3 Source of Carlsbad Information: City Desktop Calendar	0 Not Chosen	Count	785	686	702	2173
		% within YEAR	77.7%	67.3%	69.7%	71.6%
	1 Chosen	Count	225	333	305	863
		% within YEAR	22.3%	32.7%	30.3%	28.4%
Total		Count	1010	1019	1007	3036
		% within YEAR	100.0%	100.0%	100.0%	100.0%

Use of the city desktop calendar is to obtain information about Carlsbad also varied by region in 2003. This is illustrated in Table 62. Accessing information about the City of Carlsbad was more common in the North Region than it was in the South.

Table 62: Use of the City Desktop Calendar as a Source of Carlsbad Information by Region.

			REGION2 Location of Residence in Carlsbad		
			1 North	2 South	Total
QINFO1_3 Source of Carlsbad Information: City Desktop Calendar	0 Not Chosen	Count	335	367	702
		% within REGION2 Location of Residence in Carlsbad	66.5%	73.0%	69.7%
	1 Chosen	Count	169	136	305
		% within REGION2 Location of Residence in Carlsbad	33.5%	27.0%	30.3%
Total		Count	504	503	1007
		% within REGION2 Location of Residence in Carlsbad	100.0%	100.0%	100.0%

Table 63 shows that obtaining information about Carlsbad through fliers in the city water bill differed by year. Specifically, use of fliers in the city water bill was a more common means of obtaining information about the city of Carlsbad in 2002 than it was in either 2001 or 2003.

Table 63: Use of the Flyer in City Water Bill as a Source of Carlsbad Information by Year.

			YEAR Year of Study			
			2 2001	3 2002	4 2003	Total
QINFO1_4 Source of Carlsbad Information: Flyer in City Water Bill	0 Not Chosen	Count	680	563	662	1905
		% within YEAR	67.3%	55.3%	65.7%	62.7%
	1 Chosen	Count	330	456	345	1131
		% within YEAR	32.7%	44.7%	34.3%	37.3%
Total		Count	1010	1019	1007	3036
		% within YEAR	100.0%	100.0%	100.0%	100.0%

Use of citizen forums to get information about the City of Carlsbad also varied by year. As Table 64 shows, accessing information about the city through citizen forums increased from 7.0 percent in 2001 to about 10 percent in 2002 and maintained that level in 2003.

Table 64: Use of Citizen Forums as a Source of Carlsbad Information by Year.

			YEAR Year of Study			
			2 2001	3 2002	4 2003	Total
QINFO1_5 Source of Carlsbad Information: Citizen Forums	0 Not Chosen	Count	939	909	899	2747
		% within YEAR	93.0%	89.2%	89.3%	90.5%
	1 Chosen	Count	71	110	108	289
		% within YEAR	7.0%	10.8%	10.7%	9.5%
Total		Count	1010	1019	1007	3036
		% within YEAR	100.0%	100.0%	100.0%	100.0%

Another source of information about the city that was considered is calling the city on the telephone. Table 65 shows the likelihood of residents calling the city for information about Carlsbad for each year. The likelihood that residents called for Carlsbad information did not vary significantly by year.

Table 65: Calling the City on the Telephone as a Source of Carlsbad Information by Year.

			YEAR Year of Study			
			2 2001	3 2002	4 2003	Total
QINFO1_6 Source of Carlsbad Information: Calling City on Telephone	0 Not Chosen	Count	598	579	599	1776
		% within YEAR	59.2%	56.8%	59.5%	58.5%
	1 Chosen	Count	412	440	408	1260
		% within YEAR	40.8%	43.2%	40.5%	41.5%
Total		Count	1010	1019	1007	3036
		% within YEAR	100.0%	100.0%	100.0%	100.0%

The use of city council meetings to gain information about the City of Carlsbad followed a pattern similar to that of use of fliers in the city water bill. That is, this source of information about the city was used more in 2002 than it was in 2001 or 2003, as Table 66 indicates.

Table 66: Use of City Council Meetings as a Source of Carlsbad Information by Year.

			YEAR Year of Study			
			2 2001	3 2002	4 2003	Total
QINFO1_7 Source of Carlsbad Information: City Council Meetings	0 Not Chosen	Count	832	789	836	2457
		% within YEAR	82.4%	77.4%	83.0%	80.9%
	1 Chosen	Count	178	230	171	579
		% within YEAR	17.6%	22.6%	17.0%	19.1%
Total		Count	1010	1019	1007	3036
		% within YEAR	100.0%	100.0%	100.0%	100.0%

The region that a respondent lived in was related to the likelihood that they obtained city information from city council meetings. This is revealed in Table 67. Those in the North Region were considerably more likely than those in the South Region to gain information on Carlsbad from city council meetings.

Table 67: Use of City Council Meetings as a Source of Carlsbad Information by Region.

			REGION2 Location of Residence in Carlsbad		Total
			1 North	2 South	
QINFO1_7 Source of Carlsbad Information: City Council Meetings	0 Not Chosen	Count	400	436	836
		% within REGION2 Location of Residence in Carlsbad	79.4%	86.7%	83.0%
	1 Chosen	Count	104	67	171
		% within REGION2 Location of Residence in Carlsbad	20.6%	13.3%	17.0%
Total		Count	504	503	1007
		% within REGION2 Location of Residence in Carlsbad	100.0%	100.0%	100.0%

The Carlsbad Community Update Video was used by 7.5 percent of the respondents in 2003 to obtain information about the City of Carlsbad. As Table 68 shows, this is almost identical to the percentage of respondents in 2002 that used the Carlsbad Community Update Video to access information about the city.

Table 68: Use of the Carlsbad Community Update Video as a Source of Carlsbad Information by Year.

			YEAR Year of Study		
			3 2002	4 2003	Total
QINFO1_8 Source of Carlsbad Information: Carlsbad Community Update Video	0 Not Chosen	Count	944	931	1875
		% within YEAR Year of Study	92.6%	92.5%	92.5%
	1 Chosen	Count	75	76	151
		% within YEAR Year of Study	7.4%	7.5%	7.5%
Total		Count	1019	1007	2026
		% within YEAR Year of Study	100.0%	100.0%	100.0%

In 2003, the use of the Carlsbad Community Update Video to obtain information about the City of Carlsbad differed for residents in the north and south of Carlsbad. Table 69 shows that use of the Carlsbad Community Update Video was more common in the North Region than it was in the South Region.

Table 69: Use of the Carlsbad Community Update Video as a Source of Carlsbad Information by Region.

			REGION2 Location of Residence in Carlsbad		
			1 North	2 South	Total
QINFO1_8 Source of Carlsbad Information: Carlsbad Community Update Video	0 Not Chosen	Count	457	474	931
		% within REGION2 Location of Residence in Carlsbad	90.7%	94.2%	92.5%
	1 Chosen	Count	47	29	76
		% within REGION2 Location of Residence in Carlsbad	9.3%	5.8%	7.5%
Total		Count	504	503	1007
		% within REGION2 Location of Residence in Carlsbad	100.0%	100.0%	100.0%

Rating of Information Dispersal

Residents were asked to rate the job the city does in providing residents with information that is important to them. Respondents answered using a zero-to-ten scale where zero means poor and ten means excellent. The ratings offered by residents in 2003 are displayed in Figure 8. Residents rated the job the city has done providing important information quite favorably, as is indicated by the fact that over half (57.1%) of the respondents offered a rating of 8 or higher on the zero-to-ten scale.

Figure 8: Rating of City's Information Dispersal.

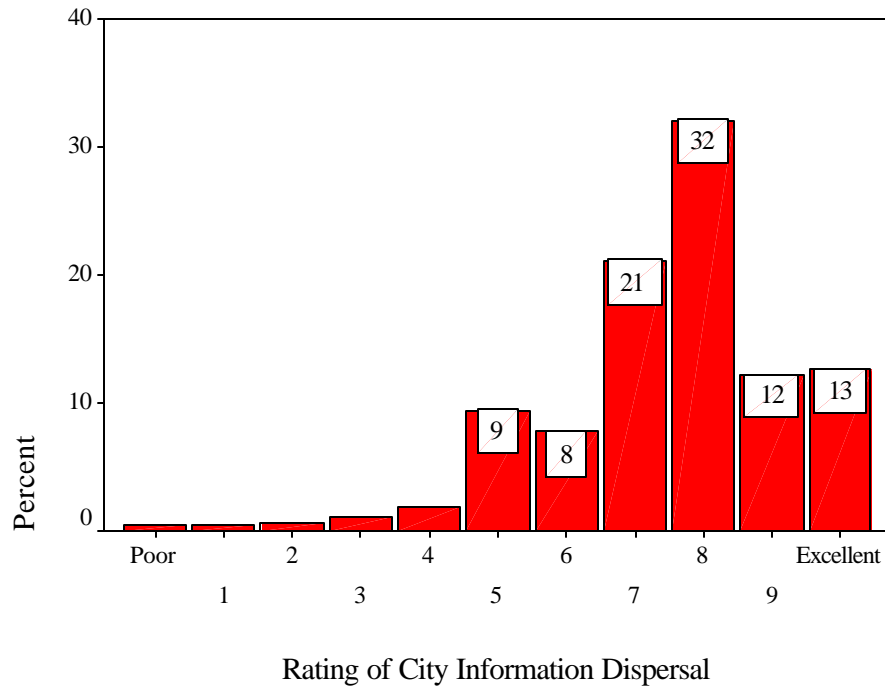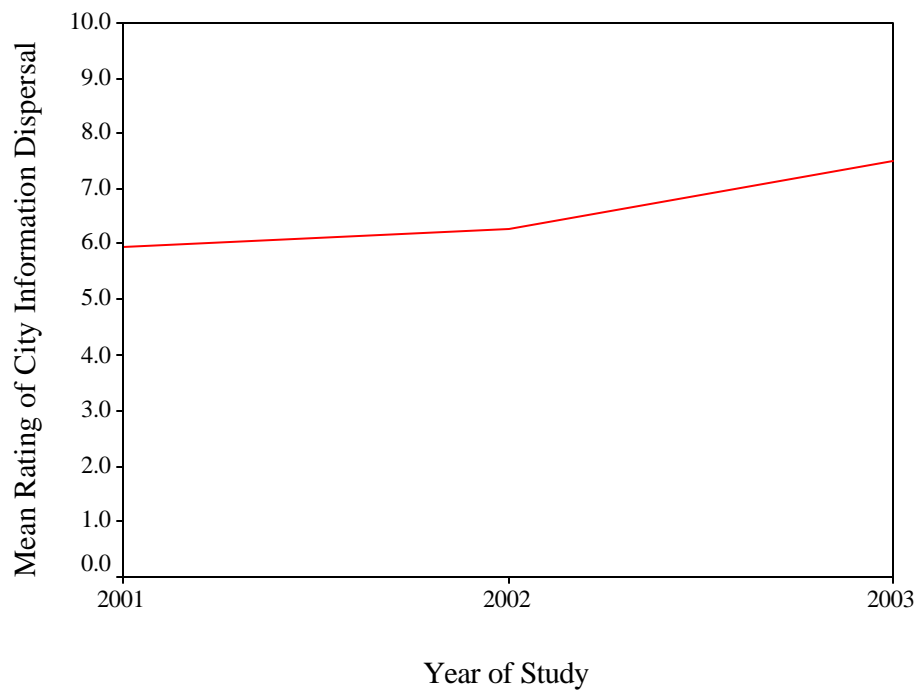Rating of City Information Dispersal

Table 70 shows that the average rating of the job the city has done in providing residents with information that is important to them by year. The table reveals a clear positive trend in these ratings. That is, the average rating rose from 5.95 in 2001 to 6.27 in 2002, and increased again in 2003 to 7.48 on the zero-to-ten scale. Figure 9 demonstrates this positive trend and provides a graphical depiction of where the overall ratings fall on the zero-to-ten scale.

Table 70: Rating of the City's Information Dispersal by Year.

CITYINF2 Rating of City Information Dispersal

	N	Mean	Std. Deviation	Minimum	Maximum
2 2001	967	5.95	2.490	0	10
3 2002	976	6.27	2.405	0	10
4 2003	953	7.48	1.760	0	10
Total	2896	6.56	2.340	0	10

Figure 9: Information Dispersal Rating by Year.

Year of Study

There was a slight difference in the respondents rating of the job the city has done in providing residents with information that is important to them depending on what region in which the respondent lived. Table 71 shows that residents in the north had a more positive view of the job the city has done in this regard than did residents in the south.

Table 71: Rating of the City's Information Dispersal by Region.

	Region	N	Mean	Std. Deviation
CITYINF2 Rating of City Information Dispersal	1 North	476	7.63	1.750
	2 South	477	7.34	1.760

The information dispersal ratings were very closely associated with the general city services ratings. This is illustrated in Table 72, which shows that the higher the general service rating, the higher the rating of the job the city is doing in providing residents with information that is important to them.

Table 72: Information Dispersal Rating by General City Services Rating.

CITYINF2 Rating of City Information Dispersal

	N	Mean	Std. Deviation	Minimum	Maximum
1 Poor	5	2.80	3.564	0	8
2 Fair	38	5.71	2.265	0	10
3 Good	566	7.15	1.555	1	10
4 Excellent	341	8.31	1.535	0	10
Total	950	7.49	1.758	0	10

The data also reveals a strong association between ratings residents offered for the job the city is doing balancing various land uses and the job the city is doing providing important information to residents. This is evidenced by a correlation[2] between these two ratings of .429, indicating that the higher the rating of the city's land use, the better job the resident believes the city is doing providing information to Carlsbad residents. Rating of the job the city is doing providing important information to residents also was weakly correlated to the age of the respondent. That is, the information dispersal rating and age exhibited a correlation of .108.

Evaluation of City Government

Respondents were asked the extent to which they were confident in the Carlsbad city government to make decisions that positively affect the lives of its community members. Respondents

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[2]A correlation coefficient indicates the strength and direction of the relationship between variables. It can range from -1 to 1, with 0 indicating no relationship between the variables.

answered on a scale of zero to ten, where zero means *not at all confident* and ten means *very confident*. In 2003, Carlsbad residents gave an average confidence rating of 6.94. The distribution of responses is found in Figure 10. This figure shows that just under half of the respondents offered a rating of 8 or higher.

Figure 10: Confidence in City Government - 2003.
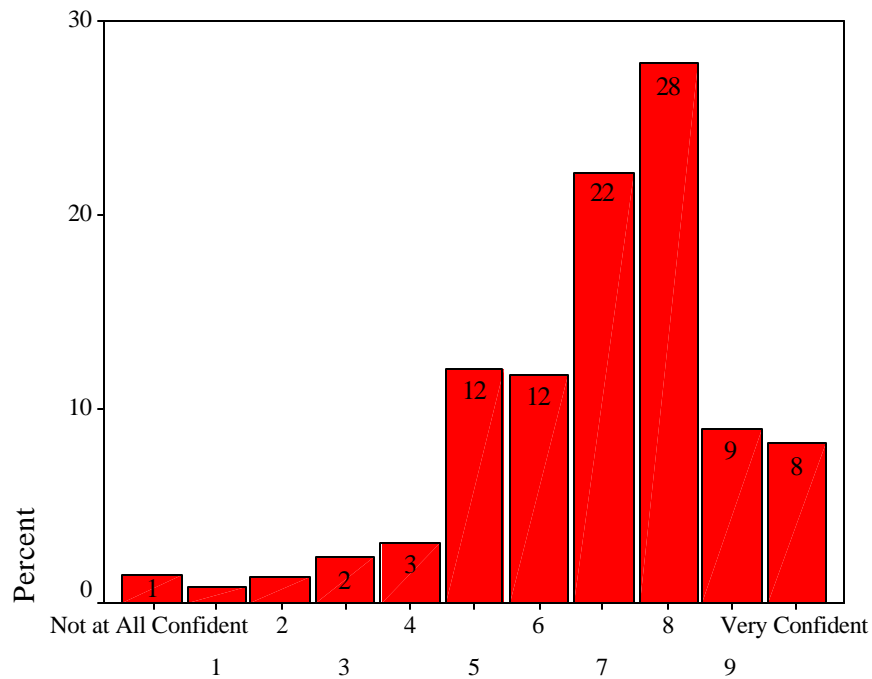
The 2003 confidence in city government rating is higher rating than it had been in previous years. In fact, Table 73 reveals a positive trend in the confidence that Carlsbad residents have in the city government to make decisions that positively affect residents. The city received higher ratings in 2001 and 2002 than it had in 2000, and a higher rating still in 2003.

Table 73: Confidence in City Government to Make Decisions that Positively Affect Residents by Year.

QCONFID3 Confidence in Carlsbad City Government to Make Decisions That Positively Affect Community Members

	N	Mean	Std. Deviation	Minimum	Maximum
1 2000	958	6.04	2.535	0	10
2 2001	952	6.52	2.402	0	10
3 2002	971	6.61	2.186	0	10
4 2003	968	6.94	1.990	0	10
Total	3849	6.53	2.308	0	10

The confidence residents had in the city government was qualified by the region in which they lived. As Table 74 shows, residents in the North Region expressed greater confidence (7.14) in the city government than did residents in the South Region (6.75).

Table 74: Confidence in City Government to Make Decisions that Positively Affect Residents.

	REGION2 Location of Residence in Carlsbad	N	Mean	Std. Deviation
QCONFID3 Confidence in Carlsbad City Government to Make Decisions That Positively Affect Community Members	1 North	480	7.14	1.992
	2 South	488	6.75	1.970

The relationship between ratings of confidence in the Carlsbad city government to make decisions that positively affect the lives of its community members and residents' ratings of city services was assessed. Table 75 shows that the higher the rating of overall city services, the greater the confidence respondents had in the Carlsbad city government.

Table 75: Confidence in City Government by Overall City Services Rating.

QCONFID3 Confidence in Carlsbad City Government to Make Decisions That Positively
Affect Community Members

	N	Mean	Std. Deviation	Minimum	Maximum
1 Poor	4	2.00	4.000	0	8
2 Fair	36	4.58	2.687	0	10
3 Good	574	6.67	1.804	0	10
4 Excellent	349	7.69	1.761	0	10
Total	963	6.94	1.981	0	10

Traffic circulation efficiency was also related to residents' confidence in the Carlsbad city government to make decisions that positively affect the lives of its community members. This is revealed in Table 76. Those who rated traffic circulation as fair had more confidence in the city government than did respondents who rated traffic circulation as poor. Those who rated traffic circulation as good had more confidence in the city government than did respondents who rated traffic circulation as fair or poor, but those rating traffic circulation as excellent provided confidence ratings that were statistically greater than only the respondents rating traffic circulation as poor.

Table 76: Confidence in City Government by Traffic Circulation Ratings.

QCONFID3 Confidence in Carlsbad City Government to Make Decisions That Positively Affect Community Members

	N	Mean	Std. Deviation	Minimum	Maximum
1 Poor	167	5.71	2.425	0	10
2 Fair	297	6.90	1.628	1	10
3 Good	304	7.35	1.699	0	10
4 Excellent	52	7.52	2.330	0	10
Total	820	6.86	1.985	0	10

Table 77 displays the correlations between confidence in the Carlsbad city government to make decisions that positively affect the lives of its community members and respondents' ratings of two other issues: the job the city does in balancing various land uses, and the job the city does providing information about issues important to them. There was a significant positive correlation between confidence in city government and these ratings. Higher confidence in city government is positively associated with respondents' ratings of the job the city does balancing land uses and providing information about issues important to them.

Table 77: Correlations between Confidence in City Government and Other Ratings.

		QLAND City's Balancing Various Land Uses Rating	CITYINF2 Rating of City Information Dispersal
QCONFID3 Confidence in Carlsbad City Government to Make Decisions That Positively Affect Community Members	Pearson Correlation	.539**	.478**
	Sig. (2-tailed)	.000	.000
	N	937	921

**. Correlation is significant at the 0.01 level (2-tailed).

Residents whose confidence in the city government was low or high were asked why that was the case. Table 78 displays the reasons people gave for reporting a low level of confidence. Concerns about growth represent the largest portion of the responses, with 40.4 percent of the respondents in 2003 identifying this as the reason for their low confidence rating.

Table 78: Reason Why Confidence in City Government So Low.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not Limiting Growth/Alignment with Developers	21	2.1	40.4	40.4
	5 Lack of Trust of City Officials/Government	15	1.5	28.8	69.2
	7 Other	16	1.6	30.8	100.0
	Total	52	5.2	100.0	
Missing	8 Don't Know	5	.5		
	9 Refused	1	.1		
	System	949	94.2		
	Total	955	94.8		
Total		1007	100.0		

The reasons given for high levels of confidence in the city government to make decisions that positively affect residents are displayed in Table 79. Most common among these reasons is that the city is run very well.

Table 79: Reason Why Confidence in City Government So High.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Great Place to Live	19	1.9	13.1	13.1
	2 City is Run Very Well	98	9.7	67.6	80.7
	4 Other	28	2.8	19.3	100.0
	Total	145	14.4	100.0	
Missing	8 Don't Know	10	1.0		
	9 Refused	11	1.1		
	System	841	83.5		
	Total	862	85.6		
Total		1007	100.0		

Resident Behaviors and Attitudes

Recycling

Respondents in 2001 through 2003 were asked about the amount of recycling they do. They were asked to estimate the percentage of the waste items that their household disposes of via recycling. In 2003, Carlsbad residents reported recycling 66.4 percent of the waste materials in their household that were recyclable. Figure 11 shows the distribution of responses to this question. This distribution shows that more than half of respondents recycling at least 80 percent of their recyclable waste.

Figure 11: Percentage of Materials Respondent Recycles.

Std. Dev = 31.38
Mean = 66.4
N = 997.00

Percentage of Waste Recycled
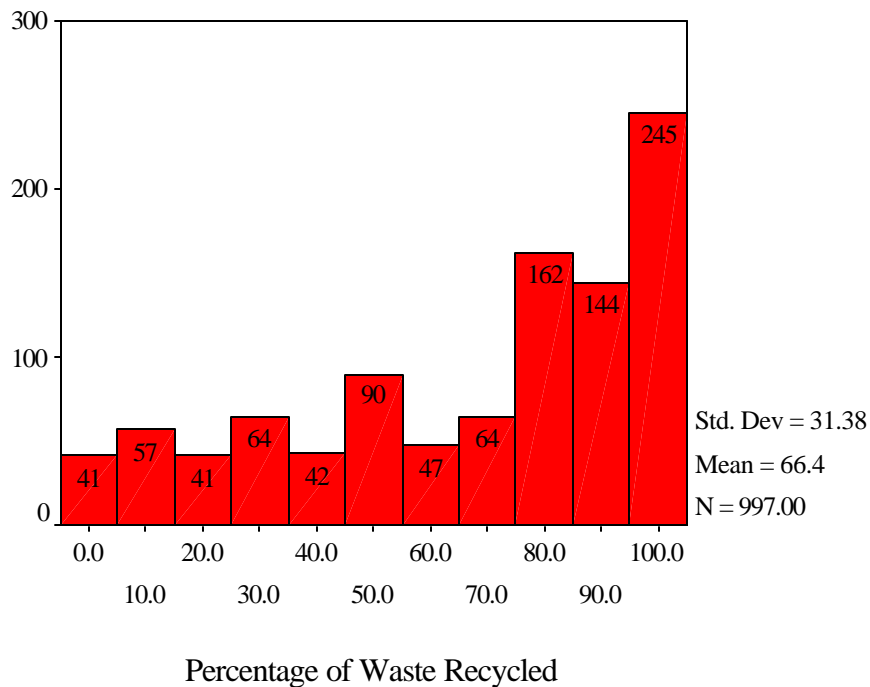
The percentage of recyclable waste materials that residents disposed of by recycling is reported in Table 80 by year. As the table demonstrates the percentage of materials recycled does not differ significantly by year.

Table 80: Percentage of Waste Recycled by Year.

ALLRECYC Estimate Percentage of Waste Disposed of by Recycling

	N	Mean	Std. Deviation	Minimum	Maximum
2 2001	1006	63.34	34.321	0	100
3 2002	1011	65.95	32.405	0	100
4 2003	997	66.37	31.379	0	100
Total	3014	65.22	32.744	0	100

Respondents that reported recycling less than 50 percent of their recyclable waste were asked what kept them from recycling more. The reasons respondents gave for not recycling more are found in Table 81.

Table 81: Reasons for Not Recycling More.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Other Material Not Accepted at Curbside Pickup	47	4.7	14.8	14.8
	2 Lack of Storage Space	23	2.3	7.3	22.1
	3 Containers Too Small	19	1.9	6.0	28.1
	6 Laziness	54	5.4	17.0	45.1
	7 Hassle/Inconvenience	61	6.1	19.2	64.4
	11 Other	113	11.2	35.6	100.0
	Total	317	31.5	100.0	
Missing	98 Don't Know	19	1.9		
	System	671	66.6		
	Total	690	68.5		
Total		1007	100.0		

Respondents were asked about the types of materials that they would like to recycle that they currently cannot. The most common material that residents wanted to recycle was catalogs. This is seen in Table 82.

Table 82: Materials Residents Would Like to Recycle That They Currently Cannot.

	0 Not Chosen		1 Chosen	
	Count	%	Count	%
Catalogs	891	88.5%	116	11.5%
Juice Boxes	898	89.2%	109	10.8%
Magazines	898	89.2%	109	10.8%
White Paper	914	90.8%	93	9.2%
Packaging	920	91.4%	87	8.6%
Colored Paper	925	91.9%	82	8.1%
Empty Metal Paint and Aerosol Cans	952	94.5%	55	5.5%
Paper Bags	952	94.5%	55	5.5%
Dry Food Boxes	954	94.7%	53	5.3%
Junk Mail	958	95.1%	49	4.9%
Letters	977	97.0%	30	3.0%
Phone Books	983	97.6%	24	2.4%
Aluminum Foil	985	97.8%	22	2.2%
Pie Tins	999	99.2%	8	.8%
Hangars	1000	99.3%	7	.7%
Steel	1000	99.3%	7	.7%
Other	801	79.5%	206	20.5%

The prevalence of attention to recycling in Carlsbad was addressed. Specifically, respondents were asked if they had seen, read, or heard anything about recycling in the past year. Just over half (51.9%) of the respondents said that they had seen, read, or heard anything about recycling in the past year.

Storm Water Pollution

Storm water pollution was an important topic of this survey in 2003. Residents' beliefs and experiences regarding storm water pollution were assessed. Respondents were asked what they thought was the greatest contributor to ocean water pollution. Their responses, seen in Table 83, show that close to half (46.4%) of the respondents identified contaminated storm water as the source of ocean water pollution they believed to be the greatest.

Table 83: Greatest Contributor to Ocean Water Pollution.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Contaminated Storm Water	433	43.0	46.4	46.4
	2 Sewage Treatment Plants	61	6.1	6.5	52.9
	3 Industrial Plants Discharging into the Ocean	44	4.4	4.7	57.6
	4 Oil and Gas Spills from boats and Ships	18	1.8	1.9	59.5
	5 Sewage Spills or Overflows	103	10.2	11.0	70.6
	6 Illegal Dumping of Chemicals or Other Materials	27	2.7	2.9	73.4
	7 Trash/Litter	71	7.1	7.6	81.0
	8 Pet Waste	5	.5	.5	81.6
	9 Fertilizers and Pesticides	14	1.4	1.5	83.1
	10 Oil and Gas Leaks from Cars	15	1.5	1.6	84.7
	11 Car Washing	8	.8	.9	85.5
	12 Other	135	13.4	14.5	100.0
	Total	934	92.8	100.0	
Missing	99 Refused	73	7.2		
Total		1007	100.0		

Exposure to information regarding storm water was assessed. Residents were asked if they had seen or heard anything in the past year about how residents can prevent the pollution of our creeks, lagoons, and ocean. As Table 84 conveys, 58.1 percent of the respondents had seen or heard something about preventing water pollution.

Table 84: Seen or Heard about Ways to Prevent Water Pollution.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	418	41.5	41.9	41.9
	1 Yes	580	57.6	58.1	100.0
	Total	998	99.1	100.0	
Missing	8 Don't Know	9	.9		
Total		1007	100.0		

Table 85 shows where respondents had heard about ways to prevent water pollution. The table shows that newspapers (27.3%) and TV (22.1%) were the most common source of such information.

Table 85: How Respondent Learned about Ways to Prevent Water Pollution.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 TV	122	12.1	22.1	22.1
	2 Radio	24	2.4	4.3	26.4
	3 Newspaper	151	15.0	27.3	53.7
	4 Brochures	15	1.5	2.7	56.4
	5 Posters	4	.4	.7	57.1
	6 Movie Theaters	1	.1	.2	57.3
	7 Website	2	.2	.4	57.7
	8 Curb Signs	76	7.5	13.7	71.4
	9 Newsletters	17	1.7	3.1	74.5
	10 Family/Friends/Word of Mouth	10	1.0	1.8	76.3
	11 Public Events/Booth	9	.9	1.6	77.9
	12 Other	122	12.1	22.1	100.0
	Total	553	54.9	100.0	
Missing	13 Don't Know	27	2.7		
	System	427	42.4		
	Total	454	45.1		
Total		1007	100.0		

Residents' understanding of storm water flow was examined. They were asked where they thought materials that enter the street gutter or storm drain go. The answers residents gave are found in Table 86. Two-thirds (68.4%) of the respondents acknowledged that storm water goes directly into creeks, lagoons, or the ocean without treatment.

Table 86: Materials That Enter Street Gutter or Storm Drain.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Sewage Treatment Plant	87	8.6	8.7	8.7
	2 Directly to Creeks, Lagoons, or Ocean without Treatment	687	68.2	68.4	77.0
	3 Local Creeks, Lagoons, or Ocean After Treatment	148	14.7	14.7	91.7
	4 Brochures	16	1.6	1.6	93.3
	5 Other	67	6.7	6.7	100.0
	Total	1005	99.8	100.0	
Missing	6 Don't Know	2	.2		
Total		1007	100.0		

Residents' car washing practices were assessed. Table 87 shows where respondents indicated that they wash their car most often. Over two-thirds (69.0%) of the respondents said their car is washed most often at a commercial car wash, and 23.2 percent reported that their car is most often washed in their driveway. Of those 300 respondents washing their cars at home (on the street, in the driveway, or on the lawn), only 5.7 percent reported washing their car most often on their lawn.

Table 87: Location Car is Washed Most Often.

	0 Not Chosen		1 Chosen	
	Count	%	Count	%
At a Commercial Car Wash	312	31.0%	695	69.0%
On the Street	958	95.1%	49	4.9%
In the Driveway	773	76.8%	234	23.2%
On the Lawn	990	98.3%	17	1.7%
Hires a Mobile Washer	998	99.1%	9	.9%
Other	1004	99.7%	3	.3%
Don't Wash Car/NAP	983	100.0%		

Awareness of the storm water hotline was assessed in the survey. Residents' were asked if they knew that there is a storm water hotline they can use to report illegal discharges into the storm water system or get information on ways to prevent water pollution. Less than a quarter (24.6%) of the respondents had been aware of the storm water hotline. This is shown in Table 88.

Table 88: Knowledge of Storm Water Hotline.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	758	75.3	75.4	75.4
	1 Yes	247	24.5	24.6	100.0
	Total	1005	99.8	100.0	
Missing	9 Refused	2	.2		
Total		1007	100.0		

Water Conservation

Table 89 displays the respondents beliefs about activities that waste water. They were asked what they thought was the greatest waste of water. Outdoor irrigation was regarded by the most people by far to be the greatest waste of Water. Over half (53.3%) of the respondents identified outdoor irrigation as the greatest waste of water, and 30.0 percent listed running toilets as the greatest waste of water.

Table 89: Greatest Waste of Water.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Outdoor Irrigation	474	47.1	53.3	53.3
	2 Waiting for Water in Shower or Sink to Warm Up	38	3.8	4.3	57.5
	3 Toilets Running	267	26.5	30.0	87.5
	4 Filling Swimming Pool	9	.9	1.0	88.5
	5 Hosing Off Sidewalks and Driveways	52	5.2	5.8	94.4
	6 Leaving Water on While Brushing Teeth or Shaving	24	2.4	2.7	97.1
	7 Leaks	25	2.5	2.8	99.9
	8 Other	1	.1	.1	100.0
	Total	890	88.4	100.0	
Missing	9 Don't Know	117	11.6		
Total		1007	100.0		

Respondents were asked about their own water conservation efforts. They were asked about the effort they put into conservation as well as what specifically they did to conserve water. Respondents were asked how often they make a conscious effort to conserve water. As Table 90 indicates, most respondents are making frequent efforts to conserve water. However, 6.2 percent said they never or rarely make an effort to conserve water, and another 14.6 percent say they conserve water only sometimes.

Table 90: How Often Respondent Makes a Conscious Effort to Conserve Water.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	16	1.6	1.6	1.6
	2 Rarely	30	3.0	3.0	4.6
	3 Sometimes	147	14.6	14.6	19.2
	4 Often	439	43.6	43.7	62.9
	5 Always	373	37.0	37.1	100.0
	Total	1005	99.8	100.0	
Missing	8 Don't Know	2	.2		
Total		1007	100.0		

Respondents were also asked to list one thing they do to conserve water. Their responses are summarized in Table 91. Turning off water while brushing teeth or shaving and adjusting their irrigation systems were the most commonly cited tactics residents used to conserve water.

Table 91: Ways Residents Conserve Water.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Adjust Irrigation System Timers	200	19.9	19.9	19.9
	2 Replace Old Toilets with Ultra-low-flush Toilets	114	11.3	11.3	31.2
	3 Use a Broom to Clean Driveways and Sidewalks	34	3.4	3.4	34.6
	4 Fix Leaks Immediately	38	3.8	3.8	38.3
	5 Use Dishwasher and Washing Machine for Full Loads Only	102	10.1	10.1	48.5
	6 Turn Off Water When Brushing Teeth or Shaving	261	25.9	25.9	74.4
	7 Take Shorter Showers	121	12.0	12.0	86.4
	8 Don't Run the Hose while Washing Car	19	1.9	1.9	88.3
	9 Water Lawn Only When Necessary	45	4.5	4.5	92.8
	10 Water During Cool Parts of the Day	23	2.3	2.3	95.0
	11 Plant Drought-tolerant Trees and Plants	21	2.1	2.1	97.1
	13 None	29	2.9	2.9	100.0
	Total	1007	100.0	100.0	

The prevalence of attention to water conservation in Carlsbad was addressed in the survey. That is, respondents were asked if they had seen, read, or heard anything about water conservation in the past year. Two-thirds (66.3%) of the respondents said that they had seen, read, or heard something about water conservation in the past year.

Feelings of Safety

Residents were asked about how safe they felt walking alone in their neighborhood. The residents answered using a zero-to-ten scale where zero means *not at all safe* and ten means *very safe*. The results for 2003 are shown in Table 92. Generally, residents feel very safe walking alone in their neighborhood, though more so during the day than at night. Respondents gave an average rating of 9.51 when asked how safe they felt walking alone in their neighborhood during the day, and 7.80 when asked how safe they felt walking alone in their neighborhood after dark.

Table 92: Feelings of Safety Walking Alone in Carlsbad.

	N	Minimum	Maximum	Mean	Std. Deviation
QSAFE1 How Safe to Walk Alone in Neighborhood During Day	1002	0	10	9.51	1.099
QSAFE2 How Safe to Walk Alone in Neighborhood After Dark	983	0	10	7.80	2.245
Valid N (listwise)	983				

The distribution of responses to these questions about feelings of safety are displayed in Figures 12 and 13. Figure 12 shows that in 2003, 87.9 percent of the respondents answered with a 9 or 10 on the zero-to-ten scale. Figure 13 shows that 42.9 percent of the sample in 2003 answered with a 9 or 10 to represent how safe they felt walking alone in their neighborhood at night.

Figure 12: Feelings of Safety Walking in the Day.
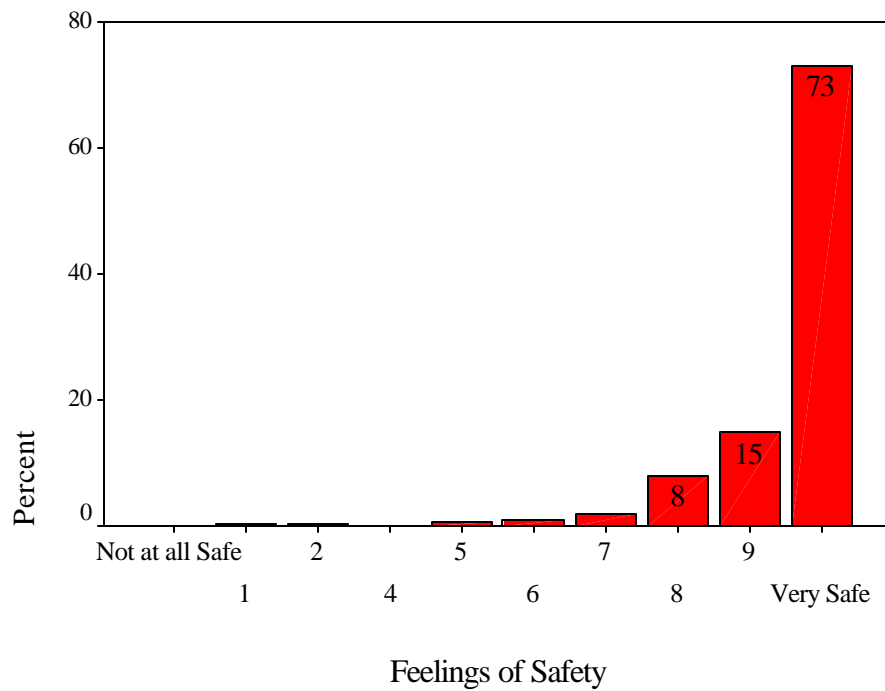

Feelings of Safety

Figure 13: Feelings of Safety Walking Alone at Night.

The average feeling of safety ratings while walking alone by day are shown in Table 93 for each year. The table shows that residents have felt extremely safe consistently over the four years of the survey.

Table 93: Feelings of Safety Walking Alone in Their Neighborhood by Day.

QSAFE1 How Safe to Walk Alone in Neighborhood During Day

	N	Mean	Std. Deviation	Minimum	Maximum
1 2000	1001	9.46	1.196	0	10
2 2001	1010	9.56	1.038	0	10
3 2002	1009	9.55	.943	3	10
4 2003	1002	9.51	1.099	0	10
Total	4022	9.52	1.073	0	10

Table 94 indicates how safe Carlsbad residents feel walking around their neighborhood at night. In each year, residents reported that they felt quite safe walking in their neighborhood at night. On the zero-to-ten scale, residents provided an average response of over 7.5 in year.

Table 94: Feelings of Safety Walking Alone in Their Neighborhood at Night.

QSAFE2 How Safe to Walk Alone in Neighborhood After Dark

	N	Mean	Std. Deviation	Minimum	Maximum
1 2000	1000	7.54	2.548	0	10
2 2001	1007	7.63	2.600	0	10
3 2002	999	7.63	2.358	0	10
4 2003	983	7.80	2.245	0	10
Total	3989	7.65	2.444	0	10

City Features

Respondents were asked a number of questions about features of the City of Carlsbad such as what they liked most about Carlsbad, and what their biggest concerns about Carlsbad were. This section describes the responses to these questions.

Best Liked Features of Carlsbad

Residents were given an open-ended opportunity to say what they liked best about living in the City of Carlsbad. The answers respondents provided were coded and are summarized in Table 95. The most commonly cited feature in response to this question was proximity to the beach. Over a third (35.8%) of the respondents mentioned this as what they like most about living in Carlsbad. The small town feel and the weather or climate were also frequently cited as things people liked best about living in Carlsbad.

Table 95: Best Liked Features of Carlsbad.

	2000		2001		2002		2003	
	Count	%	Count	%	Count	%	Count	%
The Beach/Close to Ocean	308	30.8%	322	31.9%	349	34.2%	361	35.8%
Quiet Small Town Village Ambience	214	21.4%	260	25.7%	290	28.5%	248	24.6%
Weather/Climate	201	20.1%	202	20.0%	252	24.7%	241	23.9%
Like the Community/The People	153	15.3%	189	18.7%	145	14.2%	139	13.8%
City Government/ Planning/Services	99	9.9%	116	11.5%	68	6.7%	113	11.2%
Beautiful/Clean	121	12.1%	133	13.2%	146	14.3%	89	8.8%
Location	189	18.9%	201	19.9%	106	10.4%	88	8.7%
Convenience of Stores/Entertainment	88	8.8%			80	7.9%	62	6.2%
Trails/Parks/Recreation			53	5.2%	60	5.9%	60	6.0%
The Schools	50	5.0%	42	4.2%	49	4.8%	48	4.8%
Safe	74	7.4%	84	8.3%	83	8.1%	45	4.5%
Not Crowded or Overdeveloped/No Traffic Problems			37	3.7%	48	4.7%	27	2.7%
The Housing			16	1.6%	11	1.1%	12	1.2%
Other			97	9.6%	70	6.9%	21	2.1%

Biggest Concerns Regarding Carlsbad

The survey assessed resident concerns about Carlsbad. Specifically, respondents were asked an open-ended question about what their biggest concern is regarding the City of Carlsbad. These concerns are displayed in Table 96. Overcrowding was the most common complaint, with 47.3 percent of the respondents mentioning this issue, while 35.4 percent identifying traffic as their biggest concern.

Table 96: Biggest Concern Regarding Carlsbad.

	2000		2001		2002		2003	
	Count	%	Count	%	Count	%	Count	%
Growth, Overbuilding, and Overcrowding	573	57.2%	491	48.6%	486	47.7%	476	47.3%
City Street Traffic/Freeway Traffic	386	38.6%	334	33.1%	345	33.9%	356	35.4%
Government Planning and Responsiveness/ Poor City Services	34	3.4%	36	3.6%	61	6.0%	80	7.9%
Increasing Cost of Living, Cost of Housing	51	5.1%	50	5.0%	47	4.6%	68	6.8%
Quality of Schools, Overcrowding and Busing	10	1.0%	26	2.6%	58	5.7%	47	4.7%
Crime	30	3.0%	16	1.6%	19	1.9%	31	3.1%
Losing Open Spaces/ Conservation of Land	27	2.7%	25	2.5%	29	2.8%	29	2.9%
Pollution/Air Quality	42	4.2%	30	3.0%	4	.4%	3	.3%
Other			96	9.5%	152	14.9%	43	4.3%

Improving the Quality of Life in Carlsbad

Residents were asked about improving the quality of life in the community. They were given the opportunity to offer suggestions regarding what the City of Carlsbad could do to improve the quality of life. Table 97 provides a summary of the residents' responses. The most common recommendation offered by respondents was setting limits on growth and development. This suggestion came from a quarter (24.5%) of the respondents in 2003. Improving traffic circulation was also recommended by many (17.6%) of the respondents.

Table 97: Improving the Quality of Life in Carlsbad.

	2001		2002		2003	
	Count	%	Count	%	Count	%
Set Limits on Growth and Development	283	28.0%	242	23.7%	247	24.5%
Improve Traffic Circulation	170	16.8%	125	12.3%	177	17.6%
Save Open Space			52	5.1%	124	12.3%
Improve Roads, Parking, and Public Transportation	140	13.9%	108	10.6%	118	11.7%
More Recreation and Entertainment Venues	89	8.8%	108	10.6%	77	7.6%
More Programs, Events and Activities	38	3.8%	54	5.3%	52	5.2%
More Relief for Poor and Homeless	31	3.1%	39	3.8%	38	3.8%
More Police and Better Safety	38	3.8%	47	4.6%	34	3.4%
Other	267	26.4%	274	26.9%	57	5.7%

SUMMARY

The findings contained within this report provide a very positive view of the City of Carlsbad. Generally, the trends over time were generally in a positive direction. The findings were typically consistent across regions, though there were some differences by region. The regions differed across most demographic characteristics, most notably, the years the respondent had lived in the city was higher in the north than in the south of Carlsbad. When there were differences in ratings, residents in the north were typically more positive than those in the south. That is, residents in the north gave higher ratings than those in the south to (1) fire protection services, (2) hazardous waste disposal, (3) the city's balancing of various land uses, (4) information dispersal, and (5) confidence in the city government. Residents in the south rated curb and sidewalk conditions more positively than did residents in the north. Even where there are differences, the overall patterns of ratings are consistent between the North Region and the South Region. Some key findings are noted below.

- All of the city-provided services addressed in the survey were rated as good or excellent by most people.

- Residents gave an average overall rating of the city services that was higher in 2001 than they were in 2000, and have stayed higher through 2003.

- Contracted services were rated as high, though generally not as high as the city-provided services.

- Residents in 2003 thought the City of Carlsbad was doing a moderate job balancing various land uses in the city such as residential, commercial, industrial, and recreational. The average rating was 6.34 on a zero-to-ten scale.

- Residents rated the job the city has done providing important information quite favorably. The findings reveal a clear positive trend in these ratings rose from 5.95 in 2001 to 6.27 in 2002, and increased again in 2003 to 7.48 on the zero-to-ten scale.

- The survey results reveal a positive trend in the confidence that Carlsbad residents have in the city government to make decisions that positively affect residents. Confidence in the city government was higher in 2001 and 2002 than it had been in 2000, and was higher still in 2003.

- In 2003, Carlsbad residents reported recycling 66.4 percent of the waste materials in their household that were recyclable.

- Two-thirds of the respondents said that they had seen, read, or heard something about water conservation in the past year.

- Generally, residents feel very safe walking alone in their neighborhood both during the day and at night.

APPENDIX A

City of Carlsbad Public Opinion Survey 2003

QAREA1　　Are you currently a resident of Carlsbad?

      0. No　　　　　　　　> skip to close
      1. Yes

      8. DON'T KNOW　　> skip to close
      9. REFUSED　　　　> skip to close

QAREA2　　First, to be sure that you live in our study area, what is your zip code?

      1. 92008
      2. 92009
      3. Other, Specify:_____　> skip to close

      8. DON'T KNOW　　> skip to close
      9. REFUSED　　　　> skip to close

QAREA3　　To be sure we talk to people from all areas of Carlsbad, do you live east or west of El Camino Real?

      1. East
      2. West

      8. DON'T KNOW
      9. REFUSED

QWORK　　Do you currently work within the city limits of Carlsbad?

      0. No
      1. Yes
      2. Retired/Homemaker/Doesn't Apply

      8. DON'T KNOW
      9. REFUSED

QCBAD1   What do you like most about living in the City of Carlsbad? __(open end)____

QCBAD2   What is your biggest concern regarding the City of Carlsbad? ___(open end)____

QSERV1   How would you rate: Recreational programs?

             4. Excellent
             3. Good
             2. Fair
             1. Poor

             8. DON'T KNOW
             9. REFUSED

QSERV1P   [If "poor"] is there a specific reason why you rated recreational programs as poor?

QSERV2   How would you rate: Library services?

             4. Excellent
             3. Good
             2. Fair
             1. Poor

             8. DON'T KNOW
             9. REFUSED

QSERV2P   [If "poor"] is there a specific reason why you rated library services as poor?

QSERV3   How would you rate: Fire protection?

                        4. Excellent
                        3. Good
                        2. Fair
                        1. Poor

                        8. DON'T KNOW
                        9. REFUSED

QSERV3P   [If "poor"] is there a specific reason why you rated fire protection as poor?

QSERV4   How would you rate: Police Services?

                        4. Excellent
                        3. Good
                        2. Fair
                        1. Poor

                        8. DON'T KNOW
                        9. REFUSED

QSERV4P   [If "poor"] is there a specific reason why you rated police services as poor?

QSERV5   How would you rate: Enforcement of traffic regulations?

                        4. Excellent
                        3. Good
                        2. Fair
                        1. Poor

                        8. DON'T KNOW
                        9. REFUSED

QSERV5P   [If "poor"] is there a specific reason why you rated enforcement of traffic regulations as poor?

QSERV6   How would you rate: Water services?

             4. Excellent
             3. Good
             2. Fair
             1. Poor

             8. DON'T KNOW
             9. REFUSED

QSERV6P   [If "poor"] is there a specific reason why you rated water services as poor?

QSERV7   How would you rate: Cultural arts programs (gallery, jazz concerts, art camps, etc.)?

             4. Excellent
             3. Good
             2. Fair
             1. Poor

             8. DON'T KNOW
             9. REFUSED

QSERV7P   [If "poor"] is there a specific reason why you rated cultural arts programs as poor?

QSERV8   How would you rate: Sewer services?

             4. Excellent
             3. Good
             2. Fair
             1. Poor

             8. DON'T KNOW
             9. REFUSED

QSERV8P   [If "poor"] is there a specific reason why you rated sewer services as poor?

QGENSERV   In general how would you rate the overall services provided by the City?

>
>
> 4. Excellent
> 3. Good
> 2. Fair
> 1. Poor
>
> 8. DON'T KNOW
> 9. REFUSED

QOUTSRV1   How would you rate: Trash collection?

>
>
> 4. Excellent
> 3. Good
> 2. Fair
> 1. Poor
>
> 8. DON'T KNOW
> 9. REFUSED

QOUTSV1P   [If "poor"] is there a specific reason why you rated trash collection as poor?

QOUTSRV2   How would you rate: Street Sweeping?

>
>
> 4. Excellent
> 3. Good
> 2. Fair
> 1. Poor
>
> 8. DON'T KNOW
> 9. REFUSED

QOUTSV2P   [If "poor"] is there a specific reason why you rated street sweeping as poor?

QOUTSRV3   How would you rate: Hazardous Waste Disposal?

        4. Excellent
        3. Good
        2. Fair
        1. Poor

        8. DON'T KNOW
        9. REFUSED

QOUTSV3P   [If "poor"] is there a specific reason why you rated hazardous waste disposal as poor?

QOUTSRV4   How would you rate: Animal Control?

        4. Excellent
        3. Good
        2. Fair
        1. Poor

        8. DON'T KNOW
        9. REFUSED

QOUTSV4P   [If "poor"] is there a specific reason why you rated animal control as poor?

QOUTSRV5   How would you rate: Recycling Collection?

        4. Excellent
        3. Good
        2. Fair
        1. Poor

        8. DON'T KNOW
        9. REFUSED

QOUTSV5P   [If "poor"] is there a specific reason why you rated recycling collection as poor?

QOUTSRV6   How would you rate: Cable television?

> 4. Excellent
> 3. Good
> 2. Fair
> 1. Poor
>
> 8. DON'T KNOW
> 9. REFUSED

QOUTSV6P   [If "poor"] is there a specific reason why you rated cable television as poor?

QCONTACT   Did you have any contact with the City of Carlsbad this past year?

> 0. No
> 1. Yes
>
> 8. DON'T KNOW
> 9. REFUSED

QCONTCT1   How would you rate your contact with the city?

> 4. Excellent
> 3. Good
> 2. Fair
> 1. Poor
>
> 8. DON'T KNOW
> 9. REFUSED

QCONTCTP   What type of contact with the city did you have, and why would you rate that contact as "poor"?
___   (open end)____

QINFO1   In the past year, have you used any of the following to access information about the city? (CHECK ALL THAT APPLY)

    1. Community Services Recreation Guide
    2. City Web Page (www.ci.carlsbad.ca.us)
    3. City Desktop Calendar
    4. Flyer in City Water Bill
    5. Citizen Forums
    6. Calling the City on the telephone
    7. City Council Meetings
    8. Carlsbad Community Update Video
    9. Local Newspapers
    10. TV-Local News
    11. Local Cable Channel
    12. Other, Specify: _____
    13. DON'T KNOW   > skip to QWEB1
    14. REFUSED   > skip to QWEB1
    15. NONE/NO MORE ANSWERS

CITYINF2   Using a scale of 0 to 10 where zero means poor and ten means excellent, how would you rate the job the city does in providing you with information that is important to you?
                            Rating

QWEB1   Have you accessed the City's website in the past year?

          0. No
          1. Yes

          8. DON'T KNOW
          9. REFUSED

QWEB2   Is there a specific reason why you haven't accessed the city's website?

QWEB3   If yes, did you find what you were looking for on the city's website?

                    0. No
                    1. Yes

                    8. DON'T KNOW
                    9. REFUSED

QWEB4   How would you rate the city's web site?

                    4. Excellent
                    3. Good
                    2. Fair
                    1. Poor

                    8. DON'T KNOW
                    9. REFUSED

QWEB4-1   Is there a specific reason why you rate the city's website as poor? _(open end)___

QWEB4-2   Is there a specific reason why you rate the city's website as excellent? _(open end)___

QSTREET1   How would you rate: Overall road conditions?

                    4. Excellent
                    3. Good
                    2. Fair
                    1. Poor

                    8. DON'T KNOW
                    9. REFUSED

QMAIN1 How would you rate: Maintenance of street landscaping and medians?

       4. Excellent
       3. Good
       2. Fair
       1. Poor

       8. DON'T KNOW
       9. REFUSED

QMAIN2 How would you rate: Tree Maintenance?

       4. Excellent
       3. Good
       2. Fair
       1. Poor

       8. DON'T KNOW
       9. REFUSED

QMAIN5 How would you rate: Curb/sidewalk condition?

       4. Excellent
       3. Good
       2. Fair
       1. Poor

       8. DON'T KNOW
       9. REFUSED

QSTREET5 How would you rate: Traffic circulation efficiency, excluding freeways?

       4. Excellent
       3. Good
       2. Fair
       1. Poor

       8. DON'T KNOW
       9. REFUSED

QPARKUSE   Has anyone in your household used a Carlsbad public park during the past twelve months?

> 0. No
> 1. Yes
>
> 8. DON'T KNOW
> 9. REFUSED

QPARKRAT   How would you rate the condition of the park/s and/or park facilities you or your family used?

> 4. Excellent
> 3. Good
> 2. Fair
> 1. Poor
>
> 8. DON'T KNOW
> 9. REFUSED

QPRKRATP   What was the name of the park or facility and why do you rate it as "poor"?

TOP   Previous feedback from Carlsbad citizens has helped us learn that people would like to see more land and resources devoted to open space, trails and parks. I would like to describe four different proposals to you and then ask for your opinion about these proposals.

TOP1 The first proposal is for the city to purchase or acquire undeveloped open space to preserve and protect. This space would not be accessible by the public, but would be left untouched as habitat for native plants and animals. I will refer to this proposal as "preserved and protected open space."

TOP2 The next proposal is for the city to create walking and biking trails that interconnect throughout the city. These trails would be built across currently undeveloped land, and would provide connections between other trails built within and around neighborhoods and other public areas. I will refer to this proposal as "interconnecting trails."

TOP3 The next proposal is for the city to purchase or acquire undeveloped open space to build a nature park. This park would include loop trails built within the park, and a limited number of picnic areas. I will refer to this proposal as "open space and trails park."

TOP4 The final proposal is for the city to develop additional traditional parks, with active uses such as ball fields, tot lots, and picnic areas. These parks would be similar to other parks already in the city, and provide more places for family activities and groups to play sports. I will refer to this proposal as "active use parks."

[Descriptions of the four proposals will be randomized, with the words first, next and final inserted appropriately.]

QFND1   Suppose that you had 100 dollars of city funds to spend among these four different proposals.   How much of the 100 dollars should go toward:

            1. Preserved and Protected Open Space
            2. Interconnecting Trails
            3. Open Space and Trails Park
            4. Active Use Parks

            Amount of Money Spent So Far: _____

QCHK1   Just to make sure I have the correct answers, you said that you would spend:____

             Is this correct?

            0. No
            1. Yes

QLAND   One of the tasks of city government is to balance various land uses in the city – uses such as residential, commercial, industrial and recreational. On a scale from 0 to10, where zero means very poor and ten means excellent, how would you rate the job the City of Carlsbad is doing in balancing the various land uses in the city?
_____

QLAND2   What could the city do to improve your rating on this issue? _   (open end)___

ALLRECYC   If you had to estimate the percentage of waste items that you dispose of via recycling, where 0% would be recycling nothing and 100% would be recycling everything you can recycle, what would you say your percentage would be?

            ____ % Percentage

QRECYC2   What keeps you from recycling a greater percentage of these items? _ (open end)___

QRECYC3   What types of materials would you like to recycle that you currently cannot?
                    [DO NOT READ LIST, MARK ALL THAT APPLY]

            1. MAGAZINES
            2. CATALOGS
            3. PHONE BOOKS
            4. DRY FOOD BOXES
            5. PACKAGING
            6. PAPER BAGS
            7. JUICE BOXES
            8. WHITE PAPER
            9. COLORED PAPER
           10. LETTERS
           11. JUNK MAIL
           12. EMPTY METAL PAINT AND AEROSOL CANS
           13. ALUMINUM FOIL
           14. PIE TINS
           15. HANGARS
           16. STEEL
           17. OTHER: _____

QOCEAN   What do you think is the greatest contributor to ocean water pollution?
[DO NOT READ LIST, CHOOSE ONE ANSWER]

                 1. CONTAMINATED STORM WATER/URBAN RUNOFF
                 2. SEWAGE TREATMENT PLANTS
                 3. INDUSTRIES (DISCHARGING INTO THE OCEAN)
                 4. BOATS AND SHIPS: OIL/GAS SPILLS
                 5. WASHING CARS
                 6. CARS: OIL & GAS LEAKS
                 7. ILLEGAL DUMPING OF CHEMICALS OR OTHER MATERIALS
                 8. TRASH/LITTERING
                 9. PET WASTE
                10. FERTILIZER/PESTICIDES
                11. SEWAGE SPILLS OR OVERFLOWS
                12. ALGAE
                13. MEXICO
                14. OTHER: _____
                15. NONE

QOCEAN1   Have you seen or heard anything during the past year about how residents can prevent the pollution of our creeks, lagoons, and ocean?

                0. No
                1. Yes

                8. DON'T KNOW
                9. REFUSED

QOCEAN2   If yes – where do you recall seeing or hearing about ways to prevent water pollution?
__ (open end)____

              [DO NOT READ LIST, CHOOSE ONE ANSWER ONLY]

    1) TV
    2) RADIO
    3) NEWSPAPER
    4) BROCHURES
    5) POSTERS
    6) MOVIE THEATERS
    7) WEBSITE
    8) CURB SIGNS
    9) NEWSLETTERS
    10) FAMILY/FRIENDS/OTHER WORD OF MOUTH
    11) PUBLIC EVENTS/BOOTH
    12) OTHER: _____
    13) DON'T KNOW

QSTORM1   Where do you think materials that enter the street gutter or storm drain go?

[DO NOT READ LIST, CHOOSE ONE ANSWER ONLY]

    1. SEWAGE TREATMENT PLANT
    2. DIRECTLY TO CREEKS, LAGOONS, OR OCEAN WITHOUT TREATMENT
    3. LOCAL CREEKS, LAGOONS, OR OCEAN AFTER TREATMENT
    4. OTHER: _____

    8. DON'T KNOW
    9. REFUSED/NO MORE ANSWERS

QSTORM2   Where do you wash your car most often?
  [DO NOT READ, CHECK ALL THAT APPLY]

        1. AT A COMMERCIAL CAR WASH
        2. ON THE STREET
        3. IN THE DRIVEWAY
        4. ON THE LAWN
        5. HIRE A MOBILE WASHER
        6. OTHER: _____

        7. DON'T WASH CAR/NAP
        8. DON'T KNOW
        9. REFUSED/NO MORE ANSWERS

QSTORM4   Did you know there is a storm water hotline you can call to report illegal discharges into
the storm water system or get information on ways to prevent water pollution?

            0. No
            1. Yes

            8. DON'T KNOW
            9. REFUSED

QSTORM6A What do you think is the greatest waste of water?

        1. OUTDOOR IRRIGATION
        2. WAITING FOR WATER IN SHOWER OR SINK TO WARM UP
        3. TOILETS RUNNING
        4. FILLING SWIMMING POOL
        5. HOSING OFF SIDEWALKS & DRIVEWAYS
        6. LEAVING WATER ON WHILE BRUSHING TEETH OR SHAVING
        7. LEAKS
        8. OTHER:
        9.   DON'T KNOW
        10.   REFUSED

QSTORM8   How often do you make a conscious effort to conserve water?

    1. Never
    2. Rarely
    3. Sometimes
    4. Often
    5. Always

    8. DON'T KNOW
    9. REFUSED

QWATER   What one thing do you do to conserve water?

    [DO NOT READ LIST, CHOOSE ONE ANSWER ONLY]

    1. ADJUST YOUR IRRIGATION SYSTEM TIMERS
    2. REPLACE YOUR OLD TOILETS WITH ULTRA-LOW-FLUSH TOILETS.
    3. USE A BROOM INSTEAD OF A HOSE TO CLEAN DRIVEWAYS AND
        SIDEWALKS.
    4. FIX LEAKS IMMEDIATELY.
    5. USE YOUR DISHWASHER AND WASHING MACHINE FOR FULL LOADS
        ONLY.
    6. TURN OFF THE WATER WHEN BRUSHING YOUR TEETH OR SHAVING.
    7. TAKING SHORTER SHOWERS.
    8. DON'T RUN THE HOSE WHILE WASHING YOUR CAR.
    9. WATER YOUR LAWN ONLY WHEN IT NEEDS IT.
    10. WATER DURING THE COOL PARTS OF THE DAY.
    11. PLANT DROUGHT-TOLERANT TREES AND PLANTS.
    12. OTHER:
    13. NONE

QHEARD1   Have you seen, read, or heard anything during the past year about: Water
conservation?

    0. No
    1. Yes

    8. DON'T KNOW
    9. REFUSED

QHEARD2   Have you seen, read, or heard anything during the past year about: Household recycling?

        0. No
        1. Yes

        8. DON'T KNOW
        9. REFUSED

TSAFE   The next few questions have to do with neighborhood safety and police services. For each question, please use a scale of 0 to 10 where zero means not at all safe and ten means very safe.

QSAFE1   How safe do you feel walking alone in your neighborhood during the day?
_____

QSAFE2   How safe do you feel walking alone in your neighborhood after dark?
_____

QCONFID3   On a scale of 0 to 10, where 10 is very confident and zero is not at all confident, how confident are you in the Carlsbad City government to make decisions which positively affect the lives of its community members?
_____

QCONLOW   Is there a specific reason why your rating for confidence in city government was so low? _____(open end)_____

QCONHIGH   Is there a specific reason why your rating for confidence in city government was so high? _____(open end)_____

QLIBUSE   I'm going to read you a list of reasons for which you might use a library. Please tell me, what is the main reason you use a Library in Carlsbad? (SELECT ONE)

1. To get answers to questions or to do general research.
2. To help meet your educational or job-related goals (either formal schooling
   or personal growth)
3. To check out or to read books or magazines for enjoyment.
4. To take advantage of programs the library offers.
5. To use Internet, word-processing computers, or typewriters.
6. For a quiet place to read and study.
7. To help your children or yourself improve reading skills.
8. OTHER _____(Specify)_____
9. NONE/DO NOT USE LIBRARY

QLIBSERV   Overall, how would you rate the Carlsbad libraries as to the availability of materials you want?

4. Excellent
3. Good
2. Fair
1. Poor

8. DON'T KNOW
9. REFUSED

QLIBSRVP   If "fair" or "poor," what materials were unavailable to you? _____(open end)_____

QCOMPLEX Of the following three locations which would you prefer for the future site of a Carlsbad Civic Center/ City Hall complex?

1. Near the geographical center of the city (on El Camino Real just north of the airport)
2. Along the coastal corridor of the city
3. At the current City Hall location (I-5 and Carlsbad Village Drive)

8. DON'T KNOW
9. REFUSE

QCOMPLX1   What would you like to see in a City Hall/Civic Center complex?
[DO NOT READ LIST, CHOOSE ONE ANSWER ONLY]

        1. RESTAURANT
        2. DAY CARE
        3. OTHER GOVERNMENT OFFICES, (STATE, COUNTY)
        4. COFFEE SHOPS
        5. DELICATESSEN
        6. AMPITHEATER VENUE
        7. CONFERENCE ROOMS
        8. RETAIL SHOPS
        9. OTHER: _____
       10. NONE

LIFEQUAL   What could the City of Carlsbad do to improve the quality of life in the community?
_____(open end)_____

DEMO1   How many years have you lived in Carlsbad? _____(open end)_____

DEMO2   Do you own or rent your home?

        0. Rent
        1. Own

DEMO3   How many people currently reside in your household? _____(open end)_____

DEMO4   How many children in your household are under the age of 18? _____(open end)_____

QAGE   What year were you born?

QRACE   What race do you consider yourself to be?

    1. White/Caucasian
    2. African American or Black
    3. Asian
    4. American Indian, Aleut, Eskimo
    5. Hispanic or Latino
    6. Other [Specify] _____

    8. DON'T KNOW
    9. REFUSED

QINCOME   Please stop me when I reach the category that best describes your household's total income last year before taxes?

    1. Under $25,000
    2. $25,000 to $34,999
    3. $35,000 to $49,999
    4. $50,000 to $74,999
    5. $75,000 to $99,999
    6. $100,000 to $125,000
    7. $125,000 to under $150,000
    8. $150,000 to under $200,000
    9. $200,000 and above

    8. DON'T KNOW
    9. REFUSED