



2009 Public Opinion Survey Report

Presented to the City of Carlsbad

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[bw] RESEARCH
PARTNERSHIP



TABLE OF CONTENTS

List of Figures.....	ii
List of Tables.....	iii
Executive Summary	4
Introduction to the Study	4
Methodology Overview.....	4
Key Findings	4
Notable Changes from the 2008 and 2007 Surveys	6
Conclusions	8
Satisfaction with City Services.....	10
Satisfaction: Comparison to Other Cities.....	12
Quality of Life	13
Perceived Direction	15
Quality of Life: Comparison to Other Cities	17
Number One Way to Increase Quality of Life	19
Sense of Community	21
Sense of Community: Comparison to Other Cities	25
Safety.....	26
Safety: Comparison to Other Cities	28
Confidence in City Government.....	30
Satisfaction with Specific City Services	32
Ratings for Contracted City Services.....	34
Carlsbad Library Programs and Services	35
Satisfaction with City-Resident Communication.....	36
Information Sources	38
Carlsbad City Channel	40
Region's Water Supply	41
Preventing Pollution of Creeks, Lagoons, and Ocean.....	43
Source of Information.....	44
Action Taken Based on Information	45
Experience Visiting the Carlsbad Village	47
Methodology	51
Appendix A: Toplines	A-1



LIST OF FIGURES

Figure 1 Satisfaction with City Services.....	10
Figure 2 Satisfaction with City Services: Comparison to Other Cities	12
Figure 3 Quality of Life Rating	13
Figure 4 Quality of Life Direction	15
Figure 5 Quality of Life Rating: Comparison to Other Cities.....	17
Figure 6 Quality of Life Direction: Comparison to Other Cities.....	18
Figure 7 Number One Way to Increase Quality of Life (n=209)	19
Figure 8 Level of Agreement with Items	22
Figure 9 Sense of Community Index Levels	23
Figure 10 Sense of Community: Comparison to Other Cities.....	25
Figure 11 Safety in Carlsbad	26
Figure 12 Safety Walking Alone During the Day: Comparison to Other Cities	28
Figure 13 Safety Walking Alone After Dark: Comparison to Other Cities	29
Figure 14 Confidence in City Government to Make Decisions	30
Figure 15 Satisfaction with Local Issues and Services	32
Figure 16 Ratings for Contracted City Services	34
Figure 17 Awareness of Library Programs and Services	35
Figure 18 Satisfaction with City-Resident Communication.....	36
Figure 19 Frequency of Using Information Sources.....	38
Figure 20 Overall Use of Information Sources	39
Figure 21 Frequency Watching Carlsbad City Channel (n=589).....	40
Figure 22 Primary Reason Watch Carlsbad City Channel (n=285)	40
Figure 23 Perception of Region’s Water Supply	41
Figure 24 Informed about Preventing Water Pollution	43
Figure 25 Source of Pollution Prevention Information (n=743).....	44
Figure 26 Action Taken Based on Pollution Prevention Information (n=743)	45
Figure 27 Frequency Visiting Carlsbad’s Downtown Village	47
Figure 28 Experience Visiting Carlsbad Village (n=970)	49



LIST OF TABLES

Table 1 Number One Way to Increase Quality of Life.....	20
Table 2 Sense of Community Index.....	21
Table 3 Confidence in City Government to Make Decisions	30
Table 4 Satisfaction with Local Issues and Services.....	33
Table 5 Overview of Project Methodology	51

EXECUTIVE SUMMARY

INTRODUCTION TO THE STUDY

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

The main research objectives of the 2009 study were to:

- assess residents' perceptions regarding satisfaction with city services, quality of life, sense of community, safety in their neighborhood, city government, and city-resident communication;
- evaluate awareness of specific library services and programs;
- identify residents' views regarding the region's water supply as well as their awareness of water pollution prevention; and
- assess residents' experience visiting the Carlsbad Village.

METHODOLOGY OVERVIEW

The city-wide telephone survey of residents was administered from September 10 through 24, 2009 and averaged 20 minutes in length. In total, a statistically representative sample of 1,000 Carlsbad residents 18 years and older completed a telephone survey, resulting in a maximum margin of error +/- 3.08 percent (at the 95 percent level of confidence) for questions answered by all 1,000 respondents.

KEY FINDINGS

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

- Eighty-nine percent of residents were either "Very" (56%) or "Somewhat" satisfied (33%) with the job the City of Carlsbad is doing to provide city services.
- Ninety-six percent of residents provided a positive rating for the quality of life in Carlsbad ("Excellent" 62%, "Good" 34%).
- Six out of ten residents felt the quality of life in Carlsbad was "Staying about the same," 15 percent viewed it as "Getting better," and 21 percent viewed it as "Getting worse."
 - Stop building and growth and fix the traffic problems were cited as the top ways to increase the quality of life among those who felt it was getting worse or were dissatisfied with the City's efforts to provide services.

- Thirty-eight percent of residents were classified as having a “High” sense of community, 48 percent fell into the “Medium” category, and 13 percent were classified as having a “Low” sense of community.
- Ninety-seven percent of residents felt safe walking alone in their neighborhood *during the day* (86% “Very safe”) and 85 percent of residents feel safe walking alone *after dark* (52% “Very safe”).
- Seventy-four percent of residents have confidence in Carlsbad city government to make decisions that positively affect the lives of its community members.
- Over 90 percent of residents who provided an opinion were satisfied with the City’s efforts to:
 - “Provide library services” (97% satisfaction),
 - “Maintain city parks” (94%),
 - “Provide fire protection and prevention services” (94%),
 - “Provide sewer services” (91%), and
 - “Provide law enforcement services” (90%).
- For the City’s contracted services, residents who provided an opinion rated “Trash collection services” (89% “Excellent” or “Good”) and “Recycling collection services” (80%) the most favorably.
- Eighty-eight percent of residents were aware that the library offered computers with Internet access, 68 percent were aware of cultural events at the library, and 65 percent were aware of its reading and other literacy skills improvement programs.
- Seventy-nine percent of residents were either “Very” (29%) or “Somewhat” (50%) satisfied with the City’s efforts to communicate with residents.
- When looking for information about city issues, services, or activities, residents were most likely to refer to the community services or recreation guide (79% use) and television news (77%).
- Twenty-nine percent of residents watched the Carlsbad City Channel, with most watching to get information on the City and community events.
- When asked how they would characterize the region’s current water supply, 59 percent felt it was in shortage and 29 percent thought there was an adequate supply. Two percent thought the region was in a surplus water period and ten percent did not know or declined to comment on the state of the region’s current water supply.
- Seventy-four percent of residents have seen or heard information in the past year about how to prevent the pollution of local creeks, lagoons, and the ocean.
 - The most frequently cited sources of the pollution prevention information were television and the newspaper.

- Nineteen percent of residents who had been exposed to information indicated that they had not done anything or declined to state what they had done based on the information they heard.
- Twenty-eight percent of those who recalled hearing or seeing pollution prevention information properly disposed of hazardous waste, 19 percent used a commercial car wash, 12 percent used environmentally friendly products, and 11 percent cleaned up trash at parks and beaches.
- Ninety-seven percent of residents have visited Carlsbad’s Downtown Village.
 - The majority of residents visited at least once a week (53%), 25 percent visited once a month or more (but less than once a week), and 18 percent visited the Village less than once a month.
 - Eighty-eight percent of residents who visited Carlsbad’s Downtown Village rated their experience positively.

NOTABLE CHANGES FROM THE 2008 AND 2007 SURVEYS

Below are the most notable changes in Carlsbad residents’ opinions, perceptions, and behaviors from the 2008 and 2007 surveys.

- Fewer residents in 2009 felt the quality of life was “Getting better” (2009: 15%; 2008: 21%; 2007: 22%) and more felt it was “Staying about the same” (significant increase from 2007) or did not know or declined to state (increase from 2008).
- The percentage of residents that felt the quality of life was “Getting worse” remained consistent with the levels reported in 2008 but was statistically lower than the percentage reported in 2007 (2009: 21%; 2008: 20%; 2007: 27%).
 - Although still cited by 37 percent of those who felt the quality of life was getting worse, the percentage who indicated that the City should stop building and halt growth decreased significantly from previous years (2009: 37%; 2008: 48%; 2007: 52%).
 - In 2009, residents were much more likely to cite an economic-related response such as the need for a “Better economic plan/ don’t waste money/ lower taxes” or “More jobs” (2009: 14%; 2008: 4%; 2007: 0%).
- Compared with 2007, more residents in both 2008 and 2009 were classified as having a “Medium” sense of community (2009: 48%; 2008: 46%; 2007: 40%) and less as having a “High” sense of community (2009: 38%; 2008: 41%; 2007: 48%).
 - The shift was driven by fewer residents in 2009 disagreeing with the items “I have almost no influence over what my neighborhood is like” and “Very few of my neighbors know me.” Fewer also indicated a strong sense of community when directly asked.

- There was, however, an increase from 2008 to 2009 in the number of residents who agreed that “My neighbors and I want the same things from this community,” bringing the 2009 percentage back in line with 2007.
- Confidence in city government has declined each year, with a statistically significant decrease evidenced from 2007 to 2009 (2009: 74%; 2008: 76%; 2007: 79%).
- A number of positive improvements in overall satisfaction with specific city services were evidenced in 2009.
 - From 2008 to 2009¹, a statistically higher percentage of residents were satisfied with the City’s efforts to “Protect water quality in the City’s creeks, lagoons, and the ocean” and “Provide enough undeveloped areas in the City for habitat protection.”
 - Although statistically unchanged from 2008 to 2009, residents’ reported statistically higher satisfaction from 2007 to 2009 with the City’s efforts to “Manage traffic congestion on city streets” and “Manage residential growth and development.”
 - The only service to show a decline was residents’ satisfaction with the City’s efforts to “Provide water services” from 2007 to 2009.
- Compared with 2008, Carlsbad residents in 2009 were much more likely to have an opinion about the water supply. A statistically higher percentage indicated that the region was experiencing a water shortage and fewer residents rated the water supply as adequate.
- The percentage of residents who had heard information in the past year about preventing pollution of local creeks, lagoon, and the ocean increased substantially over previous years (2009: 74%; 2008: 57%; 2007: 60%).
 - Compared with the 2008 and 2007 surveys, residents in 2009 were more likely to indicate that they had taken action to prevent water pollution.

¹ Items not asked in 2007.

CONCLUSIONS

BW Research offers the following conclusions from the 2009 resident survey for the City of Carlsbad.

The current recession may have started as a national or even international phenomenon, but the impact of this economic downturn are being felt-- right here in Carlsbad. Over the last two years, the unemployment rate in Carlsbad has gone from 3.0 percent, the annual average unemployment rate in 2007, to having more than doubled to 7.0 percent according to the latest October 2009 estimate from California's Unemployment Development Department. The total number of people unemployed in Carlsbad has also increased over the last two years, from less than 1,500 to more than 3,000. And while this year's survey results are not focused on household economic health and vitality, it is important to understand some of the key changes that have occurred in the last few years and their likely impact on public opinion, particularly as we compare results over time.

Overall Indicators for the City of Carlsbad

Consistent with last year's survey results, even as the economic environment has soured, Carlsbad residents continue to express their satisfaction with the City. Three key general indicators illustrate residents continued overall satisfaction with the City of Carlsbad. These three key indicators not only received high scores from residents in the 2009 resident survey, but have remained high in comparison to last two year's results and are typically higher when compared to results in other cities' resident surveys.

These indicators include:

- **Overall satisfaction with the job the City is doing to provide services –** Approximately nine out of ten residents were satisfied with the City and of those that were satisfied, over six of ten were "Very satisfied."
- **Perceived quality of life in Carlsbad –** Just over 95 percent of residents rated the quality of life in Carlsbad as either "Excellent" or "Good" and more than six out of ten perceived the quality of life in the City as "Excellent."
- **High levels of satisfaction with the City services connected to public safety –** At least 90 percent of residents who provided an opinion were satisfied with the job the City is doing to provide fire protection and emergency medical services and law enforcement services.

Changes from 2008 Results

The survey results from 2008 to 2009 generally did not change dramatically. However, there were differences in the 2009 survey results that are worth noting.

The most notable changes in results from 2008 to 2009 include:

- One of the biggest changes over last year's survey results pertained to **water and the overall level of awareness among Carlsbad residents of Southern California's current water supply**. Last year's survey results revealed that less than 40 percent of residents felt there was a water shortage in the region, whereas this year's results indicated that approximately 60 percent of Carlsbad residents

were aware of the region's water shortage. That is a jump in awareness of more than 20 percentage points in the last 12 months.

- **Sense of community** has been measured in Carlsbad over the last three years, starting in 2007. Over the last two years, the percentage of residents identified as having a “High” sense of community declined from 48 percent in 2007 to 38 percent in 2009. And while the overall percentage of residents categorized as having either a “High” or “Medium” sense of community has remained relatively flat over the three years, this proportional decline in “High” sense of community residents is worth exploring. It is worth pointing out that residents’ satisfaction with the City’s local arts and cultural opportunities were one of the top predictors of a higher sense of community in the 2009 survey. Greater awareness and participation at events like Art Splash and TGIF Jazz among Carlsbad residents would likely increase the sense of community metric in the future.
- Not surprisingly, **economic issues related to jobs, lower taxes, and better economic planning** have jumped considerably as the number one way to improve the quality of life in Carlsbad (among those residents who felt the quality of life was declining or were dissatisfied with the job the City is doing to provide services). In 2007, less than one percent of residents mentioned economic issues as a way to improve the quality of life in Carlsbad. In 2009, that percentage increased to 14 percent. The increased attention on local economic issues is consistent with an unemployment level that has more than doubled in Carlsbad over this same time period and state and local budgets that have become increasingly tight.

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



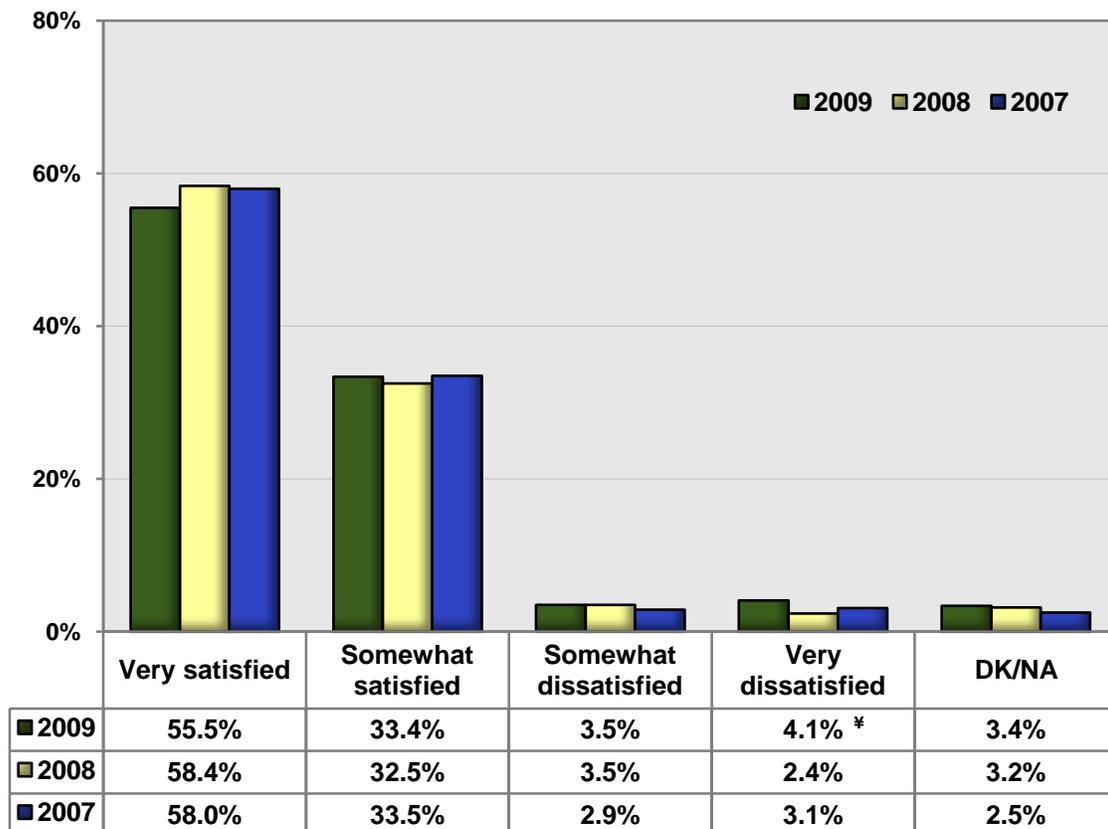
SATISFACTION WITH CITY SERVICES

Residents' satisfaction with the job Carlsbad is doing to provide city services in 2009 tracked very closely with the levels reported in previous years. Specifically, 89 percent of residents were satisfied with the job the City of Carlsbad is doing to provide city services in 2009 compared with 91 percent in 2008 and 92 percent in 2007 (not statistically different).

More than the majority of residents were "Very satisfied" (56%) and one-third were "Somewhat satisfied" with the job the City is doing.

Although fewer residents reported being "Very satisfied" in 2009 as compared with previous years, the change was not statistically significant. The only statistically significant difference was a slight increase in the percentage "Very dissatisfied" from 2009 to 2008 (4% vs. 2%). However, the overall percentage of residents reporting dissatisfaction ("Very" plus "Somewhat") has remained statistically unchanged over time (2009: 8%; 2008: 6%; 2007: 6%).

Figure 1 Satisfaction with City Services



* Statistically significant change: 2009 to 2008 (p < .05) † Statistically significant: 2009 to 2007 ^ Statistically significant: 2008 to 2007

Analyses of 2009 survey responses by resident sub-groups will be presented in text boxes throughout this report. To follow is an examination of residents' 2009 satisfaction with the job the City of Carlsbad is doing to provide city services by sub-groups.

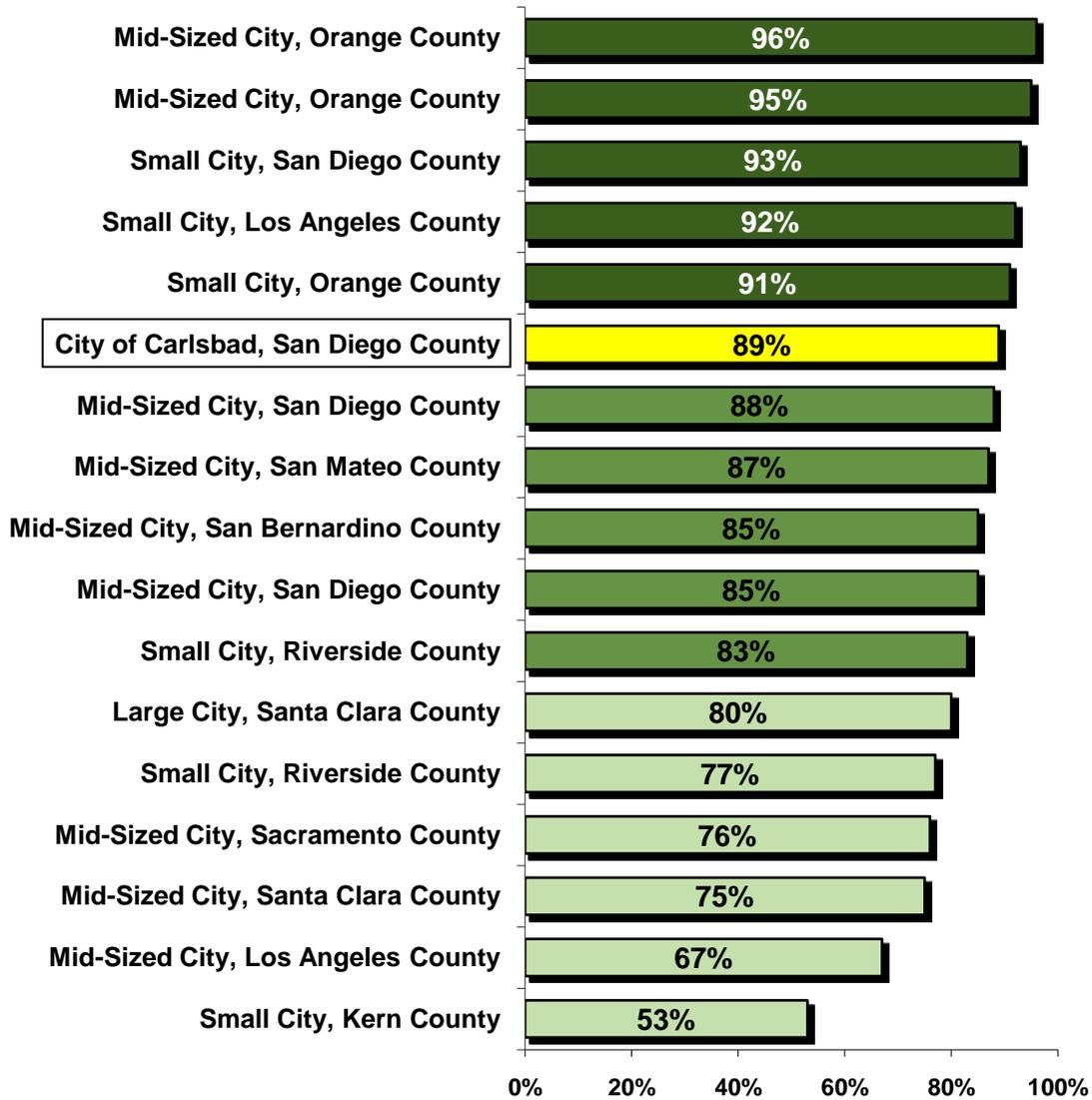
- Satisfied residents were more likely to rate other aspects of life in Carlsbad favorably. Satisfaction was positively correlated with: residents' views regarding quality of life; direction of the community; sense of community; feeling safe walking alone in their neighborhood; confidence in city government; satisfaction with city-resident communication; and ratings for residents' experience visiting Carlsbad's Downtown Village.
 - As residents' quality of life perception increased so did their reported satisfaction with the job the City is doing to provide services ("Excellent" 95% satisfied; "Good" 82%; "Fair" 43%).
 - As residents' sense of community increased so did their reported satisfaction, ("High" 96% satisfied; "Medium" 87%; "Low" 78%).
- A regression analysis revealed the following as the top predictors of satisfaction with the job the City is doing to provide services:
 - Confidence in Carlsbad government to make decisions that positively affect the lives of residents;
 - Ratings for recycling collection services; and
 - Satisfaction with the city's efforts to provide sewer services.
- Residents who regularly watched the Carlsbad City Channel reported lower satisfaction than those who watched less frequently ("Regularly" 72%; "Sometimes" 89%; "Seldom" 91%; "Never" 89%).
- Residents who had lived in the City for less than 15 years reported higher satisfaction with the job the City is doing to provide services than those who lived in the City for 15 years or more (91% vs. 85%).
- Residents in zip code 92008 reported the lowest satisfaction among the zip codes (83%), whereas those in 92010 reported the highest (95%).
- Respondents who identified their neighborhood as Aviara reported more dissatisfaction than residents in other neighborhoods (16% dissatisfied).
- Residents in the 25 to 34 year old age group reported higher than average dissatisfaction (17% dissatisfied).
- Residents who identified their ethnicity as Hispanic or Latino(a) reported higher than average dissatisfaction (19%).
- No notable differences in satisfaction were found by homeownership status, children in the household, or gender.

SATISFACTION: COMPARISON TO OTHER CITIES

An average score for satisfaction with the provision of city services is typically in the low to mid-80 percent range. Figure 2 below shows examples of the range of satisfaction scores evidenced in cities throughout California that have conducted comparable studies within the past five years.

With 89 percent satisfaction, Carlsbad remained in the top tier in 2009 (89% is the lower limit for the top tier).

Figure 2 Satisfaction with City Services: Comparison to Other Cities²



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



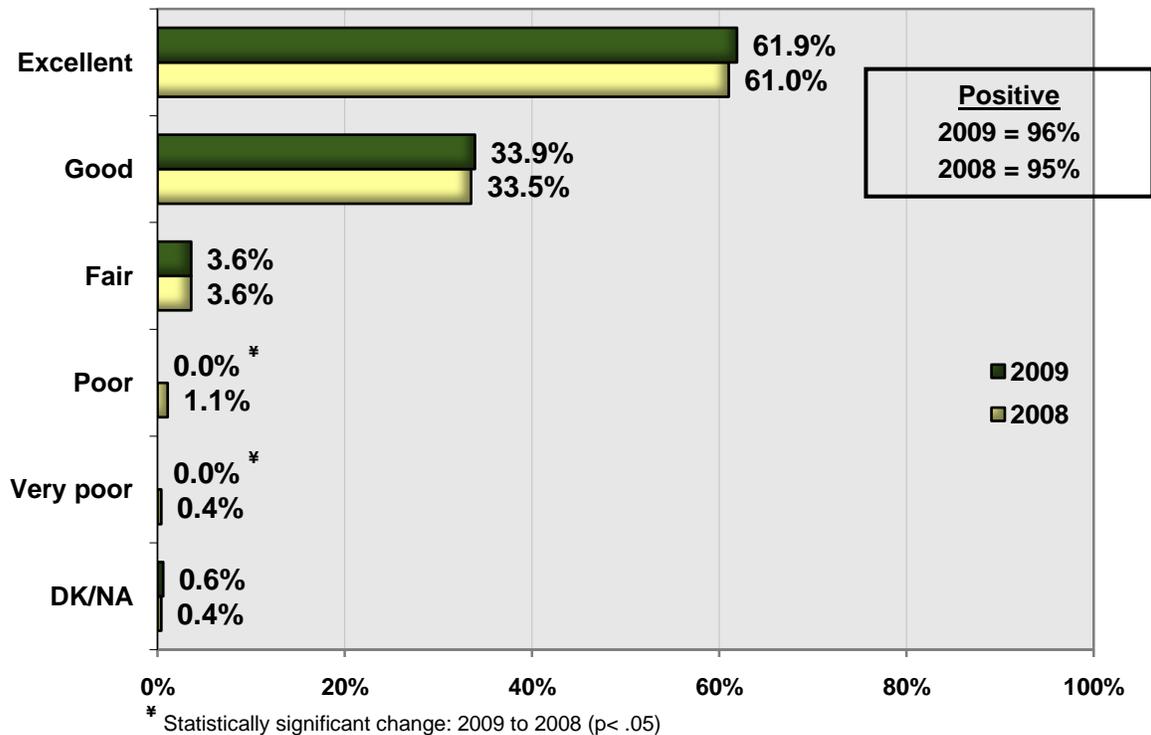
QUALITY OF LIFE

When asked to rate the quality of life in Carlsbad, 62 percent of residents rated it as “Excellent” and 34 percent rated it as “Good.”

Overall, 96 percent of residents provided a positive rating for the quality of life in Carlsbad in 2009 (statistically unchanged from the 95 percent reported in 2008).

Compared to last year, statistically fewer residents provided a negative quality of life rating (2009: 0% vs. 2008: 2%).

Figure 3 Quality of Life Rating³



³ Question not asked in 2007.

To follow are the highlights from the analysis of quality of life ratings by sub-groups.

- Quality of life ratings were positively correlated with a number of other metrics throughout the survey, including: satisfaction with city services; satisfaction with city-resident communication; sense of community; confidence in city government; perceptions regarding the direction of the community; safety walking alone in their neighborhood; and their experience visiting Carlsbad’s Downtown Village.
 - Ninety-nine percent of residents with a “High” sense of community and 96 percent of those with a “Medium” sense of community rated the quality of life in Carlsbad as “Excellent” or “Good” (compared with 86% of those with a “Low” sense of community).
 - Ninety-nine percent of residents who felt the quality of life in the City was “Getting better” rated the quality of life favorably (83% “Excellent”).
 - Eighty percent of residents who were “Very confident” in Carlsbad City government to make decisions that positively affect the lives of community members rated the quality of life as “Excellent” (99% positive).
- A regression analysis revealed the following as the top predictors of residents’ views on quality of life:
 - Satisfaction with the job the City is doing to provide services;
 - Experience visiting Carlsbad’s Downtown Village; and
 - Agreement with the statement: “If there is a problem in my neighborhood, people here can get it solved.”
- Residents who had lived in the City for less than 15 years were more likely to provide “Excellent” or “Good” quality of life ratings than those who had lived in the City for 15 years or more (98% vs. 94%).
- Residents in the 25 to 34 year age group provided the lowest “Excellent” or “Good” ratings of all the age groups (91%) and were the most likely to rate the quality of life as “Fair” (9%).
- Compared with those living in other zip codes, Residents in zip code 92008 were the most likely to rate the quality of life as “Fair” (91% “Excellent” or “Good”).
- Residents who identified their ethnicity as Caucasian/ White provided higher quality of life ratings than Hispanic or Latino(a) respondents (97% vs. 91%).
- Although there was no difference in overall positive ratings (“Excellent” plus “Good”), homeowners were more likely than renters to rate the quality of life in Carlsbad as “Excellent” (63% vs. 55%).
- No statistically significant differences in overall quality of life ratings (percentage “Excellent” plus “Good”) were found by homeownership status, presence of children in the household, or gender.

PERCEIVED DIRECTION

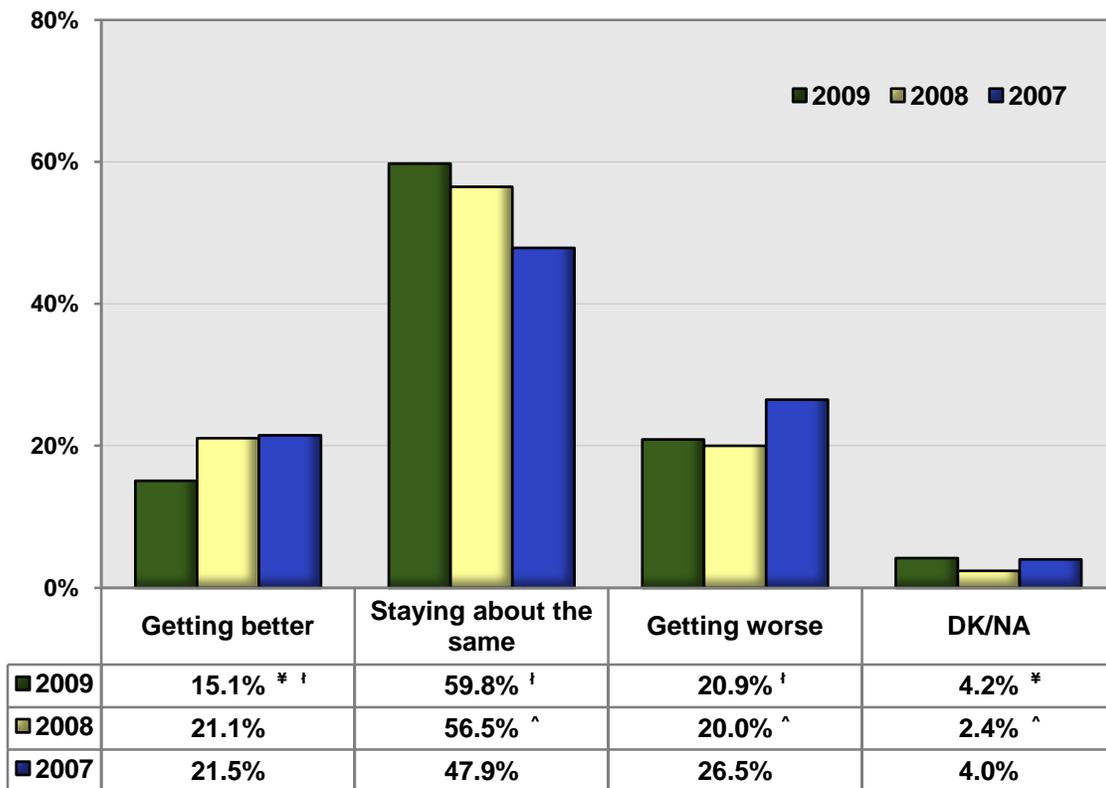
Residents were next asked whether they thought the quality of life in the City was getting better, getting worse, or staying about the same.

Six out of ten residents felt the quality of life in Carlsbad was “Staying about the same,” 15 percent viewed it as “Getting better,” and 21 percent viewed it as “Getting worse.”

Compared with previous years, fewer residents in 2009 felt the quality of life was “Getting better” (2009: 15%; 2008: 21%; 2007: 22%) and more felt it was “Staying about the same” (significant increase from 2007) or did not know or declined to state (significant increase from 2008).

The percentage of residents that felt the quality of life was “Getting worse” remained consistent with the levels reported in 2008, but was statistically lower than the percentage reported in 2007 (2009: 21%; 2008: 20%; 2007: 27%).

Figure 4 Quality of Life Direction



* Statistically significant change: 2009 to 2008 (p< .05) † Statistically significant: 2009 to 2007 ^ Statistically significant: 2008 to 2007

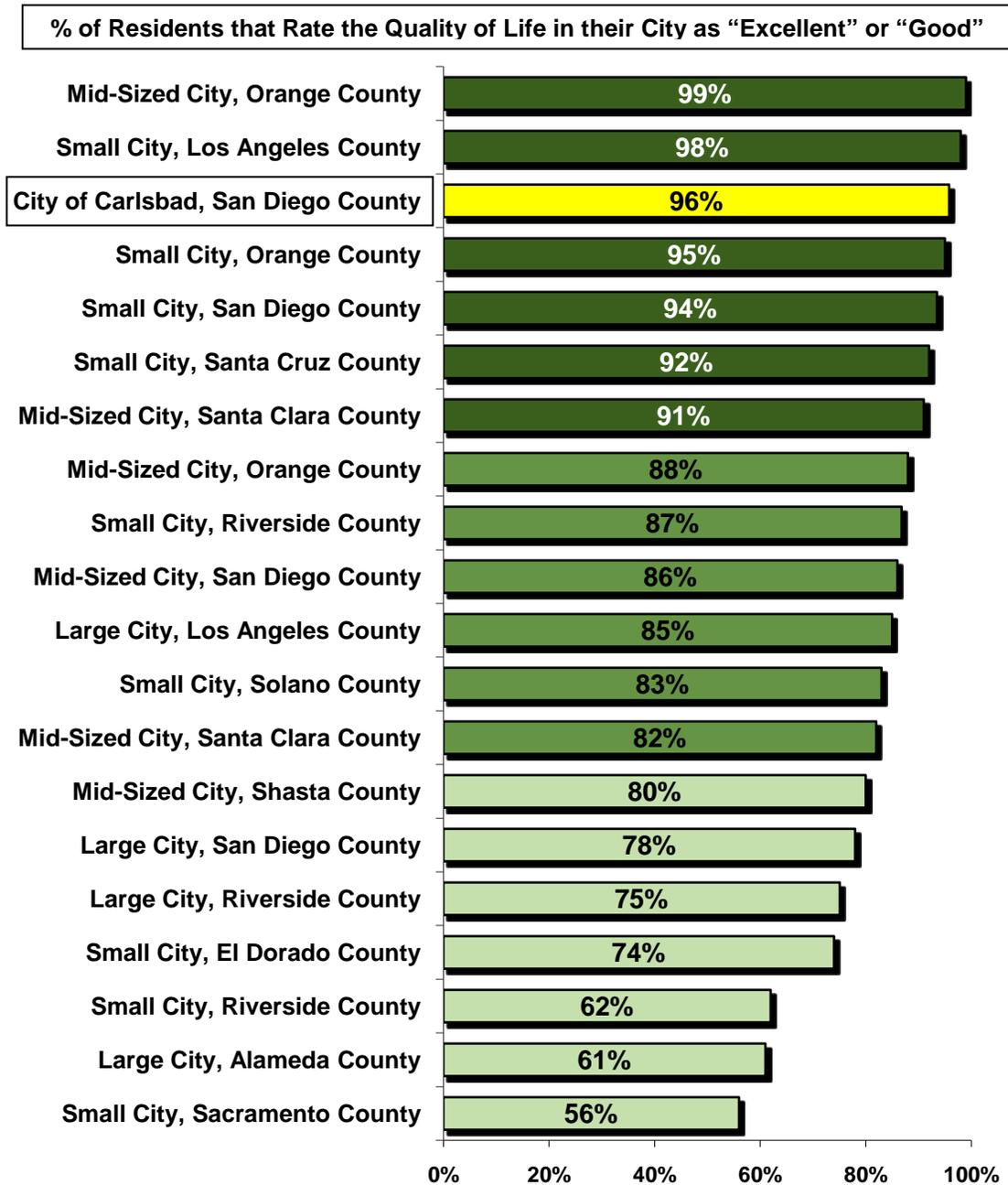
Below is the assessment of perceived direction of the quality of life by sub-groups.

- A regression analysis revealed the following as the top predictors of residents' views on the direction of the community:
 - Confidence in Carlsbad government to make decisions that positively affect the lives of residents;
 - Satisfaction with the City's efforts to manage residential growth and development;
 - Satisfaction with the City's efforts to provide law enforcement services.
- The majority of residents who viewed the quality of life in the City as "Fair" viewed the direction as "Getting worse," whereas the majority of residents who viewed the quality of life as "Excellent" or "Good" viewed the direction as "Staying about the same."
- Fifty-four percent of residents who felt unsafe walking alone in their neighborhood after dark rated the quality of life as "Getting worse" (compared with 18% among those who felt safe).
- As residents' sense of community increased, so did their positive perceptions regarding the direction of the quality of life in Carlsbad.
- Residents who were satisfied with the job the City is doing to provide services as well as those satisfied with city-resident communication were more likely than those who were dissatisfied to feel that the quality of life in the City was improving.
- Respondents who indicated that they were "Very confident" in city government to make decisions that positively affect the lives of residents were the most likely to view the quality of life as "Getting better" (36%). Fifty-two percent of residents who indicated a lack of confidence viewed the quality of life as "Getting worse."
- Negative perceptions regarding the direction of the community were correlated with length of residence, such that the percentage who felt the quality of life was "Getting worse" increased with length of residence (Less than 10 years: 12%; 10 to 14 years: 19%; 15 years or more: 34%).
- Residents in zip code 92010 were the most likely to view the quality of life as "Getting better" (22%) and those in 92011 were the most likely to rate it as "Staying about the same" (70%).
- Homeowners were more likely than renters to indicate that the quality of life in Carlsbad was "Getting worse" (23% vs. 16%).
- Residents 55 to 64 years old were the most likely among the age groups to view the quality of life as "Getting worse" (32%).
- Hispanic or Latino(a) residents were more likely than respondents in other ethnic groups to feel that the quality of life was "Getting worse" (31%).

QUALITY OF LIFE: COMPARISON TO OTHER CITIES

This section shows examples of resident perspectives regarding the quality of life in cities that have conducted comparable studies within the past five years. With a 96 percent overall quality of life rating, the score given by Carlsbad residents falls within the top ten percent among comparable resident research studies.

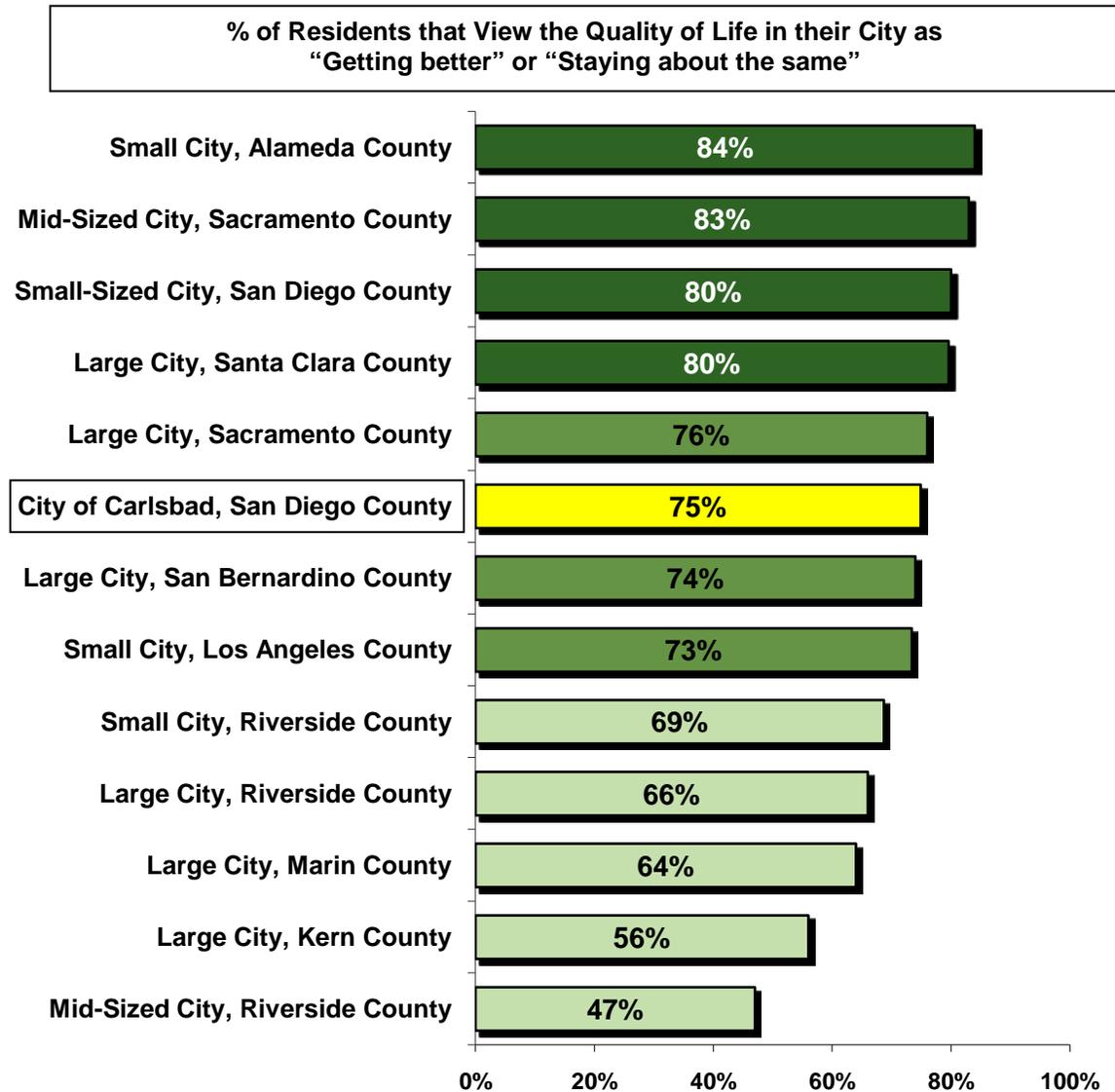
Figure 5 Quality of Life Rating: Comparison to Other Cities⁴



⁴ Small cities were defined as those with a total population up to 50,000. Mid-sized cities were those with a population between 50,001 and 150,000. Large cities were those with a population of 150,001 or more.

Figure 6 displays the percentage of residents that viewed the quality of life in their City as either “Getting better” or “Staying about the same” from comparable research studies throughout California that were conducted within the past five years. Carlsbad remained in the middle tier for this metric in 2009.

Figure 6 Quality of Life Direction: Comparison to Other Cities⁵



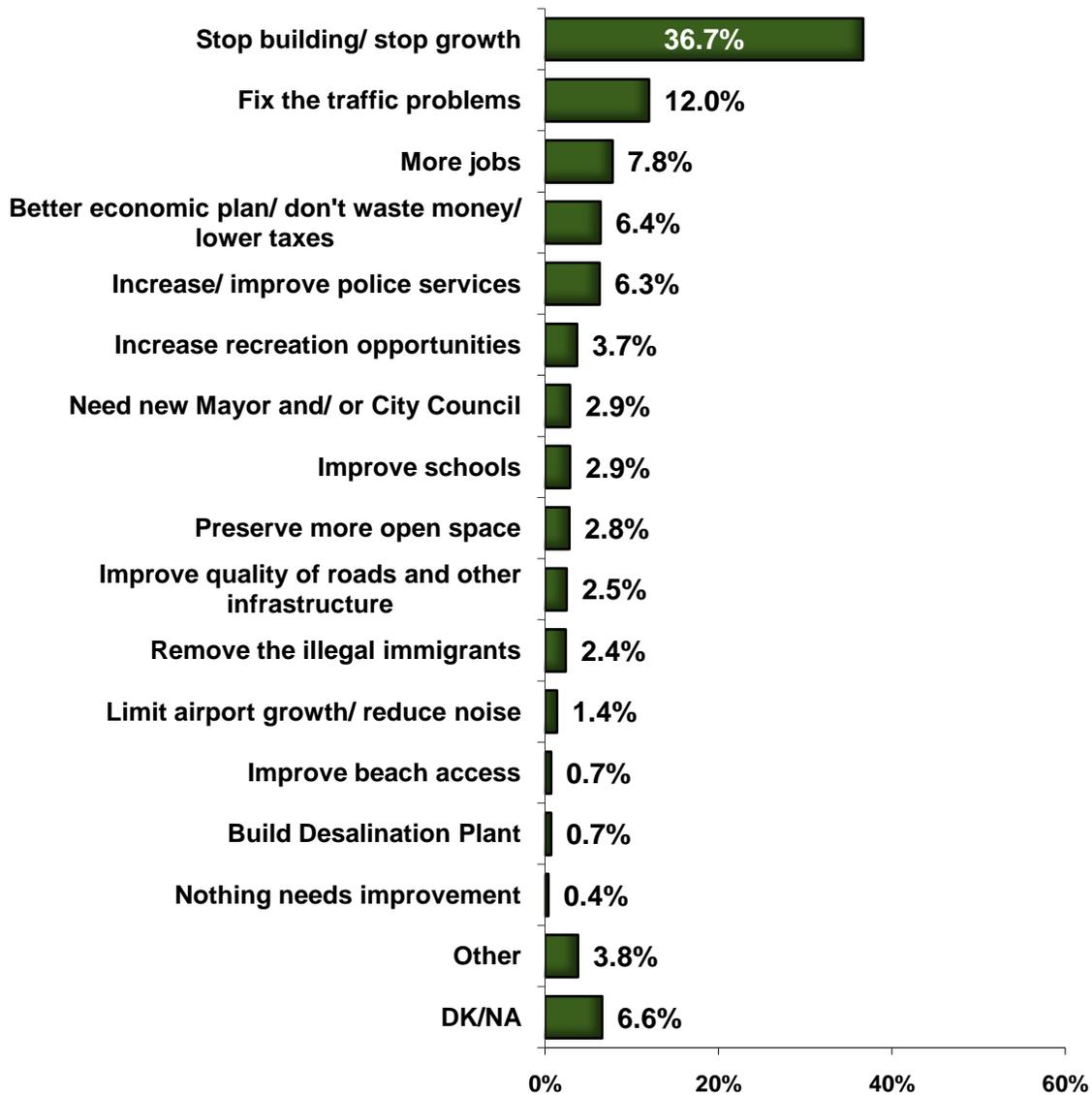
⁵ Small cities were defined as those with a total population up to 50,000. Mid-sized cities were those with a population between 50,001 and 150,000. Large cities were those with a population of 150,001 or more.

NUMBER ONE WAY TO INCREASE QUALITY OF LIFE

As a follow-up question, the 21 percent of residents (209 respondents) who *either* felt that the quality of life in the City was getting worse *or* who were dissatisfied with the job the City is doing to provide services were asked to report the number one thing that the City could do to improve the quality of life within the community.

As in previous years, the most frequently cited response among the 209 respondents was to stop building and growth (37%) to increase the quality of life followed by “Fix the traffic problems” (12%).

Figure 7 Number One Way to Increase Quality of Life (n=209)



2009 Public Opinion Survey – Report
City of Carlsbad

- Residents who were either dissatisfied or felt the quality of life was getting worse and who had lived in Carlsbad for 10 years or more were the most likely to feel that the City should stop building and growth. Comparatively, those who had lived in the City one to four years were the most likely to provide an economic-related response (i.e., more jobs, better economic plan, don't waste money, lower taxes).
- Residents with a “High” or “Medium” sense of community were the most likely to feel that the City should stop building and growth as a way to improve the quality of life, whereas those with a “Low” sense of community were more likely to cite an economic-related response.

Although still cited by 37 percent of those who felt the quality of life was getting worse, the percentage who indicated that the City should halt building and growth decreased significantly from previous years (2009: 37%; 2008: 48%; 2007: 52%).

In 2009, residents were much more likely to cite an economic-related response such as the need for a “Better economic plan/ don't waste money/ lower taxes” or “More jobs” (2009: 14%; 2008: 4%; 2007: 0%). Residents in 2009 were also more likely than in previous years to decline to state or not know how to improve the quality of life.

Table 1 Number One Way to Increase Quality of Life

Number one thing that Carlsbad could do to improve quality of life	2009	2008	2007
Base	209	202	290
Stop building/ stop growth	36.7% * †	47.7%	51.7%
Fix the traffic problems	12.0%	12.2%	11.3%
More jobs	7.8% * †	1.8% ^	0.0%
Better economic plan/ don't waste money/ lower taxes	6.4% * †	2.3% ^	0.0%
Increase/ improve police services	6.3%	4.3%	4.4%
Increase recreation opportunities	3.7%	1.2%	2.2%
Improve schools	2.9%	5.7%	2.6%
Need new Mayor and/ or City Council	2.9%	1.2%	1.7%
Preserve more open space	2.8%	2.6%	3.5%
Improve the quality of the roads and other infrastructure	2.5%	2.1% ^	5.7%
Remove the illegal immigrants	2.4%	1.6%	2.8%
Limit airport growth/ reduce noise	1.4% †	1.3% ^	0.0%
Build Desalination Plant	0.7%	2.1%	1.1%
Nothing needs improvement	0.4%	0.7%	0.6%
More public transportation	0.0% *	2.6%	1.8%
Other	4.5%	8.1%	9.0%
DK/NA	6.6% †	2.6%	1.6%

* Statistically significant change: 2009 to 2008 (p< .05) † Statistically significant: 2009 to 2007 ^ Statistically significant: 2008 to 2007

SENSE OF COMMUNITY

To assess sense of community among residents, a seven-question series known as the “Brief Sense of Community Index⁶” was utilized. The series assessed the three underlying dimensions of sense of community: “Social connections,” “Mutual concerns,” and “Community values.” Table 2 displays the questions used to measure sense of community among Carlsbad residents, with the total level of agreement with each statement shown in the last column on the right (disagreement for reverse-coded items).

Carlsbad residents reported the highest level of agreement with items related to “Mutual concerns” and “Community values” (72% average across items), but also believed it was important to have strong “Social connections” in their community (60% average).

Table 2 Sense of Community Index⁷

	Strongly agree	Agree	Total Agree	Average
<u>Social Connections</u>				
I can recognize most of the people who live in my neighborhood	26.2%	47.8%	74.0%	60.2%
Very few of my neighbors know me	10.1%	27.7%	57.8%*	
I have almost no influence over what my neighborhood is like	12.4%	29.7%	48.8%*	
<u>Mutual Concerns</u>				
My neighbors and I want the same things from this community	27.5%	47.1%	74.6%	72.4%
If there is a problem in my neighborhood, people who live here can get it solved	20.5%	49.7%	70.2%	
<u>Community Values</u>				
It is very important for me to feel a sense of community with other residents	30.6%	48.4%	79.0%	72.0%
	Very strong	Some-what strong	Total Strong	
How strongly feel sense of community	26.3%	38.6%	64.9%	
* Items reverse coded. Percentage shown is total disagreement. <i>Disagreeing</i> with these statements indicated a higher sense of community.				

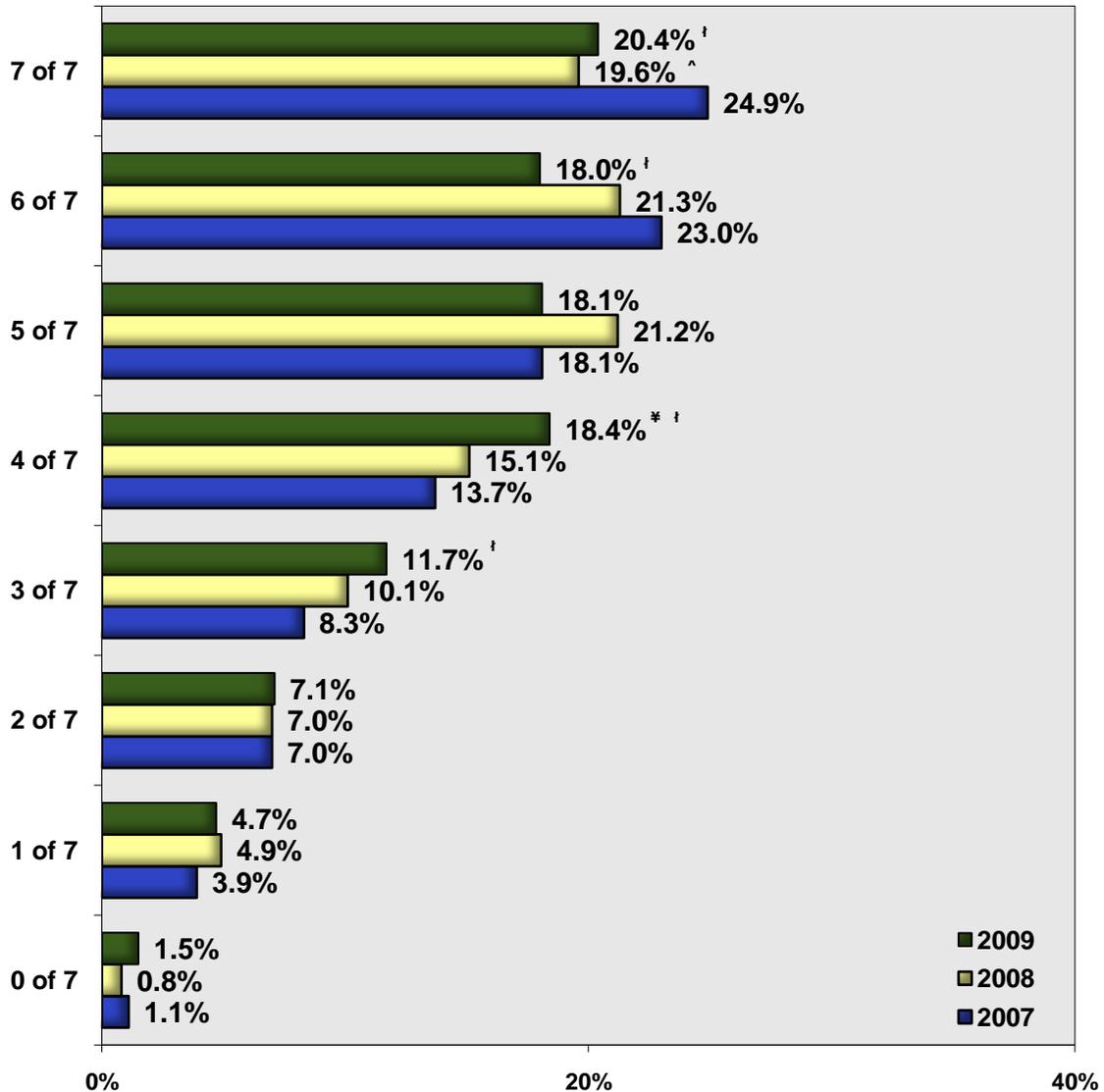
⁶ Long, D.A. and Perkins, D.D (2003), “Confirmatory Factor Analysis of the Sense of Community Index and Development of a Brief SCI.” *Journal of Community Psychology* 33(3): Pages 279 - 296.

⁷ A factor analysis was performed to confirm that the items were measuring one underlying dimension.

Figure 8 shows residents' level of agreement across the seven-question series in 2009, 2008, and 2007 (after adjusting for reverse-coded items).

In 2009, residents were less likely to agree with seven or six items (indicating a high sense of community) as compared with 2007 and were more likely to agree with four or three (medium sense of community). Please proceed to the next page for more information on the sense of community levels.

Figure 8 Level of Agreement with Items



* Statistically significant change: 2009 to 2008 (p< .05) † Statistically significant: 2009 to 2007 ^ Statistically significant: 2008 to 2007

Thirty-eight percent of residents in 2009 agreed with at least six of the seven items and were classified as having a “High” sense of community and 48 percent agreed with between three and five items and were labeled in the “Medium” category. Thirteen percent of respondents agreed with zero, one, or two of the questions and were classified as having a “Low” sense of community.

Compared with 2007, more residents in both 2008 and 2009 were classified as having a “Medium” sense of community (2009: 48%; 2008: 46%; 2007: 40%) and less as having a “High” sense of community (2009: 38%; 2008: 41%; 2007: 48%). The percentage of residents classified as having a “High” sense of community was ten percentage points lower in 2009 as compared with 2007 (38% vs. 48%).

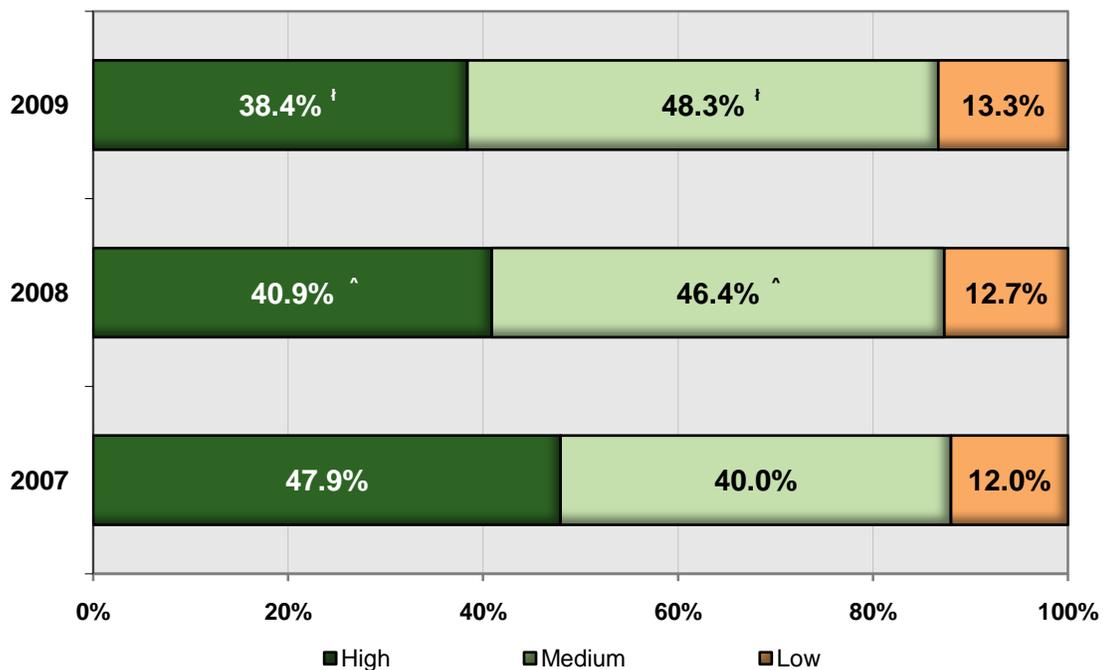
These differences were driven by statistically significant changes in three of the individual items in the “Brief Sense of Community Index.”

Fewer residents in 2009 disagreed with the items “I have almost no influence over what my neighborhood is like” (2009: 49%; 2008: 53%; 2007: 58%) and “Very few of my neighbors know me” (2009: 58%; 2008: 63%; 2007: 67%). Fewer also indicated a strong sense of community when directly asked (2009: 65%; 2008: 71%; 2007: 70%).

There was, however, an increase from 2008 to 2009 in the number of residents who agreed that “My neighbors and I want the same things from this community,” bringing the 2009 percentage back in line with 2007 (2009: 75%; 2008: 67%; 2007: 77%).

Taken together, these changes result in a lower sense of community in 2009 as compared with 2007 (after adjusting for reverse coding of the first two items) and explain the shift from “High” to “Medium.”

Figure 9 Sense of Community Index Levels



‡ Statistically significant change: 2009 to 2008 (p < .05) † Statistically significant: 2009 to 2007 ^ Statistically significant: 2008 to 2007

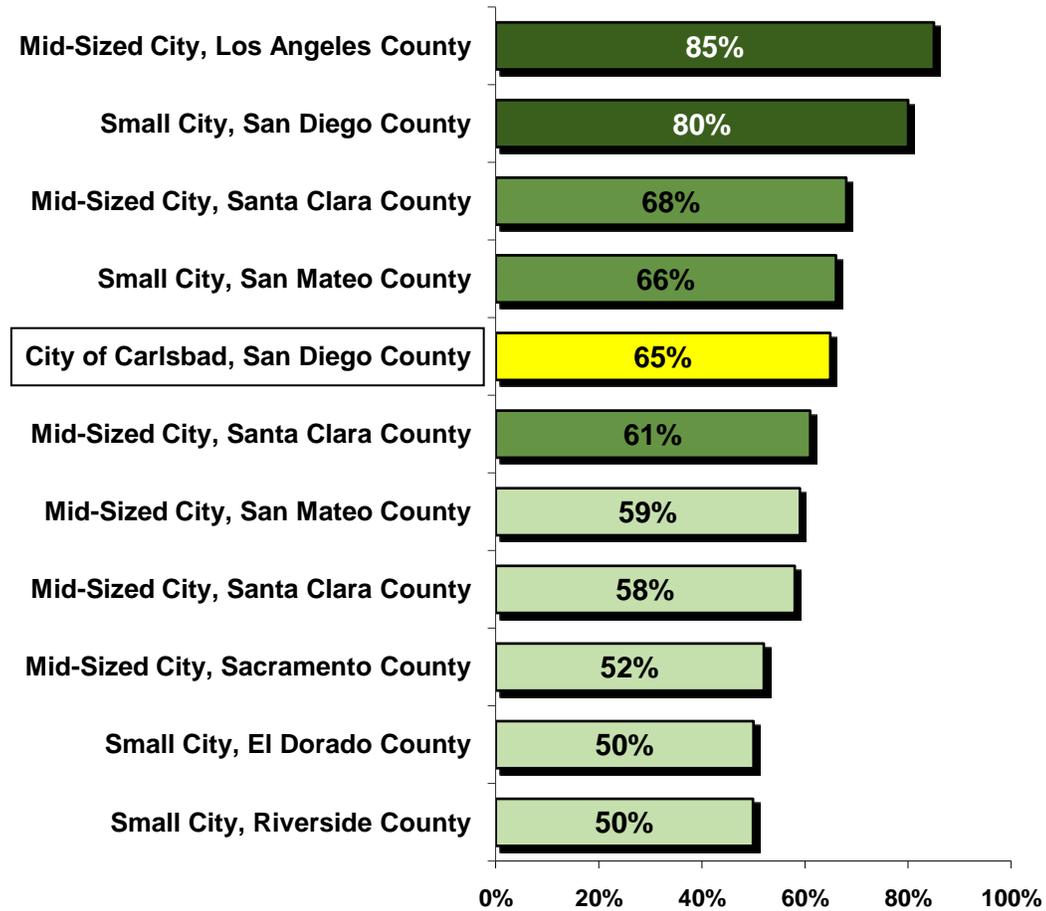
Below is an analysis of 2009 sense of community levels by resident sub-groups.

- Sense of community was positively correlated with a number of factors throughout the survey, including satisfaction with the job the City is doing to provide services; satisfaction with city-resident communication; safety walking alone in their neighborhood; quality of life ratings; perceptions regarding the direction of the community confidence in city government; and experience visiting the Village.
- A regression analysis revealed the following as the top predictors of residents' sense of community:
 - Satisfaction with the City's efforts to provide local arts and cultural opportunities;
 - Satisfaction with the City's efforts to provide law enforcement services;
 - Feeling safe walking alone in their neighborhood after dark.
- Residents who had lived in the City for five years or more had a higher sense of community than those who had lived in Carlsbad less than five years ("High" 44% vs. 25%).
- Residents who had heard about water pollution prevention in the past year had a higher sense of community than those who had not heard about ways to prevent the pollution of local creeks, lagoons, and the ocean ("High" 43% vs. 26%).
- Homeowners had a higher sense of community than renters ("High" 42% vs. 23%).
- Residents with children in their home had a higher sense of community than those without children.
- Residents 18 to 24 and 35 to 54 years of age were the most likely to place in the high sense of community group, residents 25 to 34 years of age were the most likely to be in the "Medium" group, and those 55 to 64 were the most likely to fall in the "Low" group.
- Caucasian/ White respondents had a higher sense of community than residents in other ethnic groups ("High" 43%).
- Residents in zip codes 92008 and 92009 were twice as likely to be in the "Low" sense of community group than those in zips 92010 and 92011 (92008: 17%; 92009: 17%; 92010: 6%; 92011: 9%).

SENSE OF COMMUNITY: COMPARISON TO OTHER CITIES

Figure 10 below shows the percentage of residents in comparable research projects that reported feeling a “Strong” sense of community⁸ living in their City. Carlsbad residents placed in the middle tier with regard to sense of community in 2009.

Figure 10 Sense of Community: Comparison to Other Cities⁹



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

⁹ Small cities were defined as those with a total population up to 50,000. Mid-sized cities were those with a population between 50,001 and 150,000. Large cities were those with a population of 150,001 or more.

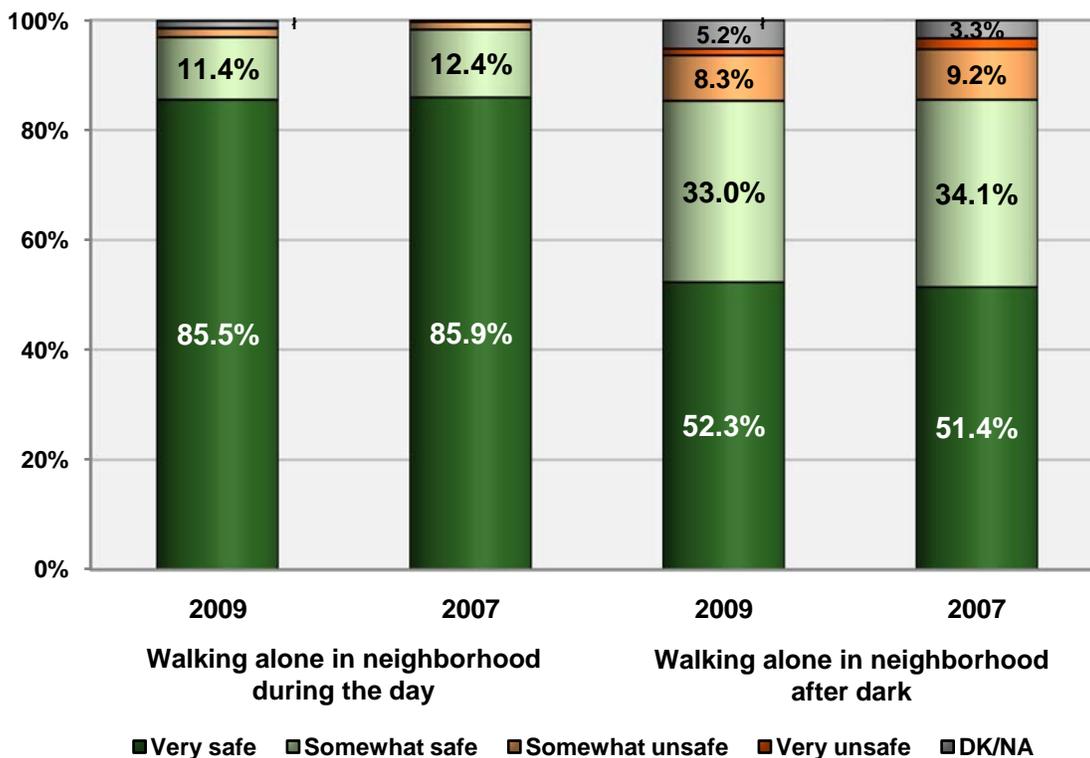


SAFETY

Overwhelmingly, 97 percent of residents felt safe walking alone in their neighborhood *during the day* (with 86% reporting they felt “Very safe”) and 85 percent of residents felt safe walking alone *after dark* (52% “Very safe”). Only two percent of residents reported feeling unsafe walking alone in their neighborhood during the day and ten percent felt unsafe after dark.

The percentages of residents that felt safe in 2009 were statistically consistent with the percentages reported in 2007. The only statistically significant difference was in the percentage of residents who declined to state or were not sure how safe they felt (“During the day”: 1% vs. 0% and “After dark”: 5% vs. 3%).

Figure 11 Safety in Carlsbad¹⁰



[†] Statistically significant: 2009 to 2007 (p< .05)

¹⁰ Question not asked in 2008.

Given the very high percentage of residents that felt safe walking alone in their neighborhood during the day (and thereby the limited amount of differentiation among sub-groups), the focus of the sub-group analysis to follow is on safety walking alone after dark.

- Residents with a high sense of community (derived across seven variables) were more likely to report feeling safe walking alone in their neighborhood after dark than those with a medium or low sense of community (“High” 93% safe; “Medium” 83%; “Low” 73%).
- Residents who reported dissatisfaction with the job the City is doing to provide services, those who were very dissatisfied with the City’s efforts to communicate with residents, those who felt the quality of life in Carlsbad was “Getting worse,” and residents who were not confident in city government to make decisions that positively affect the lives of residents were more likely to report feeling unsafe than their sub-group counterparts.

Demographically;

- Respondents who had lived in Carlsbad for less than five years were more likely than those who had lived in the City longer to report feeling unsafe walking alone in their neighborhood after dark (“Less than 5 years”: 14%; “5 years or more”: 8%).
- Homeowners reported a higher perception of safety walking alone in their neighborhood after dark as compared to renters who were more likely to report feeling unsafe (14% vs. 8%).
- Residents with three or more children reported feeling safer walking alone in their neighborhood after dark than those with fewer or no children.
- Residents in the 35 to 54 year age group reported the highest feelings of safety among the age groups.
- Female residents were twice more likely to report feeling unsafe walking alone in their neighborhood after dark as compared to male residents (13% vs. 6%).
- Residents in 92011 reported higher feelings of safety than residents in the other zip codes (92008: 13% felt unsafe; 92009: 12%; 92010: 8%; 92011: 4%).

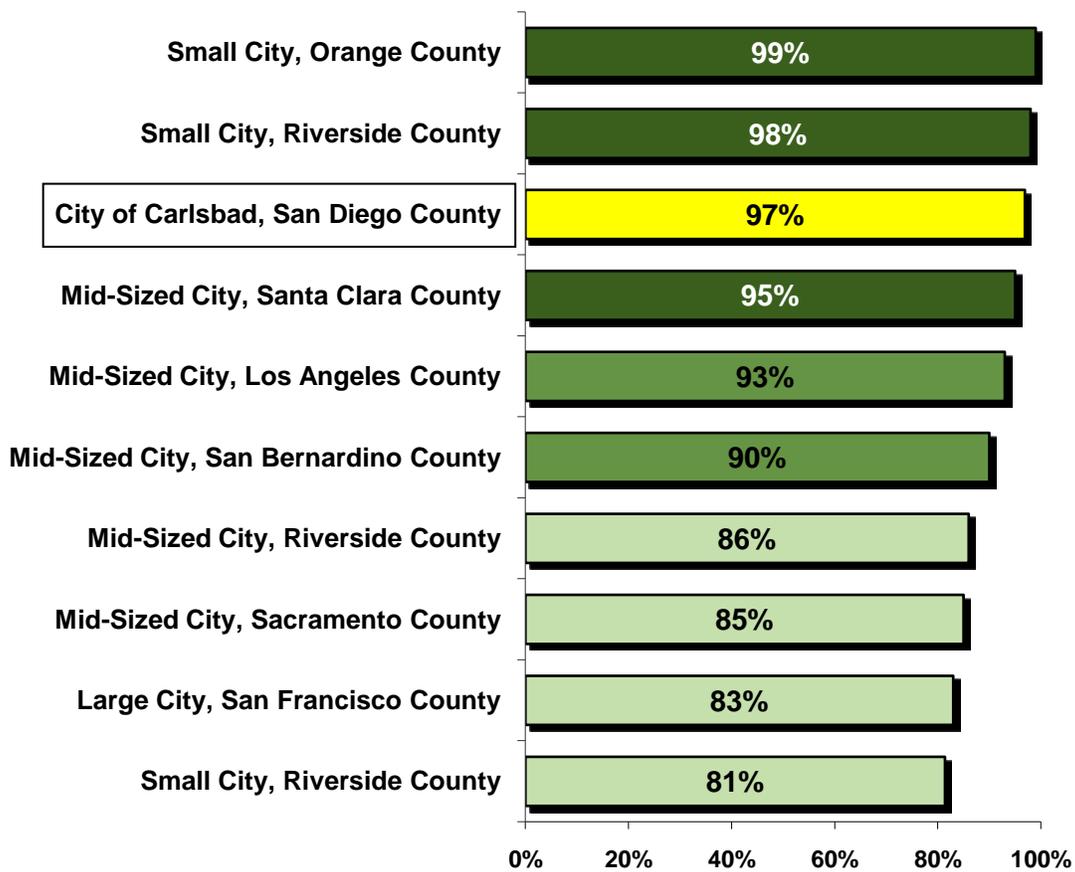
SAFETY: COMPARISON TO OTHER CITIES

As discussed in the previous section, Carlsbad residents felt safe walking alone in their neighborhoods during both the day and night.

Walking Alone in their Neighborhood During the Day

Figure 12 shows examples of residents' feelings of safety walking alone in their neighborhood during the day in cities throughout California that have conducted comparable studies within the past five years. Carlsbad is in the top tier with regard to this metric.

Figure 12 Safety Walking Alone During the Day: Comparison to Other Cities¹¹



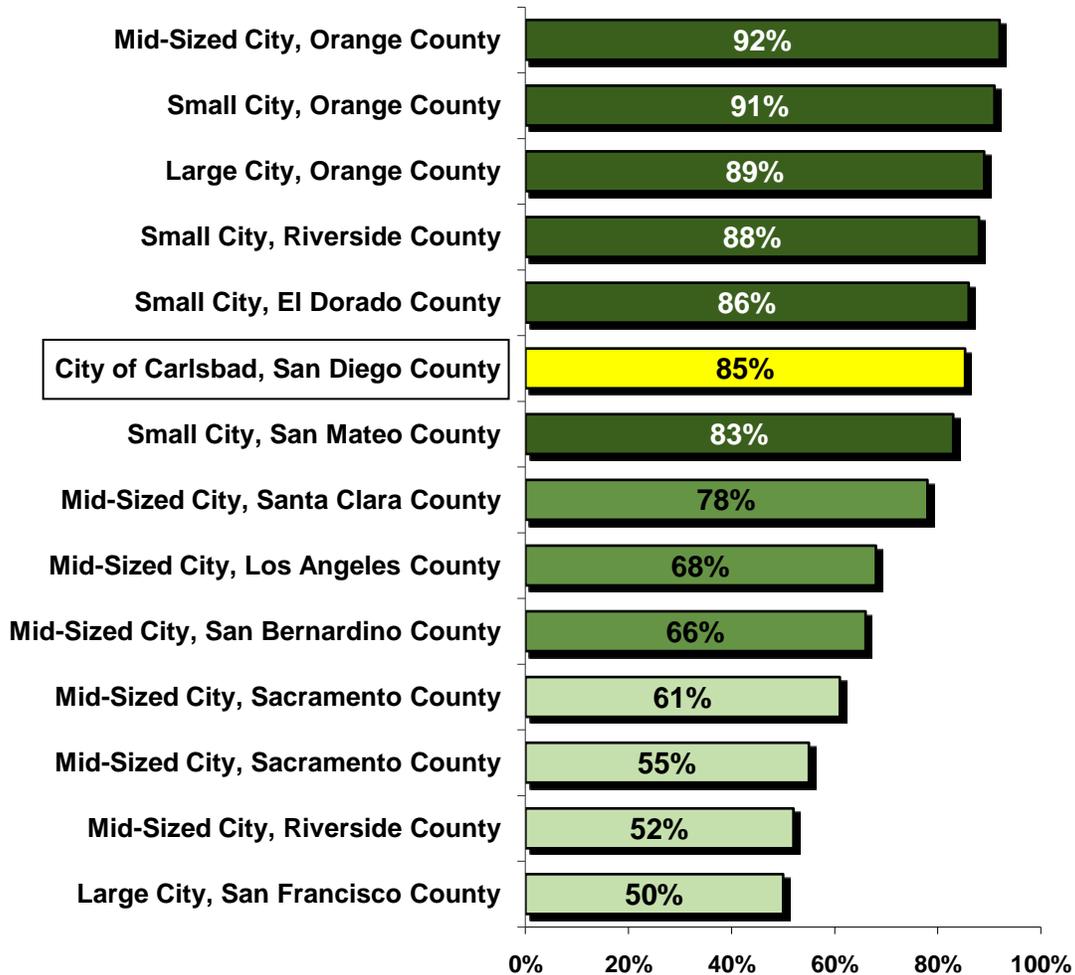
¹¹ Small cities were defined as those with a total population up to 50,000. Mid-sized cities were those with a population between 50,001 and 150,000. Large cities were those with a population of 150,001 or more.

Walking Alone in their Neighborhood After Dark

As is always the case with this type of question, residents reported lower safety ratings for walking alone in their neighborhood after dark as compared to during the day.

With 85 percent of residents reporting they felt safe walking alone in their neighborhood after dark, Carlsbad placed within the top tier among comparable resident research projects.

Figure 13 Safety Walking Alone After Dark: Comparison to Other Cities¹²



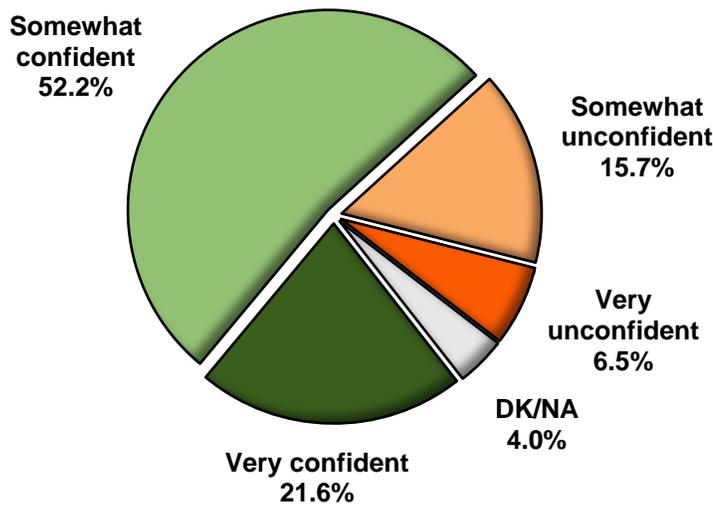
¹² Small cities were defined as those with a total population up to 50,000. Mid-sized cities were those with a population between 50,001 and 150,000. Large cities were those with a population of 150,001 or more.



CONFIDENCE IN CITY GOVERNMENT

Seventy-four percent of residents indicated confidence in Carlsbad city government to make decisions that positively affect the lives of its community members. Of those, 22 percent indicated they were “Very confident” and 52 percent were “Somewhat confident.”

Figure 14 Confidence in City Government to Make Decisions



Confidence in city government has declined each year, with a statistically significant decrease evidenced from 2007 to 2009 (2009: 74%; 2008: 76%; 2007: 79%).

Table 3 Confidence in City Government to Make Decisions

Confidence in Carlsbad government to make decisions which positively affect the lives of residents	2009	2008	2007
Base	1,000	1,000	1,001
Very confident	21.6%	23.6%	23.1%
Somewhat confident	52.2%	52.1%	55.4%
Total confident	73.8%[†]	75.7%	78.5%
Somewhat unconfident	15.7%	12.9%	12.7%
Very unconfident	6.5%	7.5%	5.4%
DK/NA	4.0%	3.9%	3.4%

* Statistically significant change: 2009 to 2008 (p < .05)

† Statistically significant: 2009 to 2007

^ Statistically significant: 2008 to 2007

To follow is an analysis of residents' 2009 confidence in Carlsbad government by sub-groups.

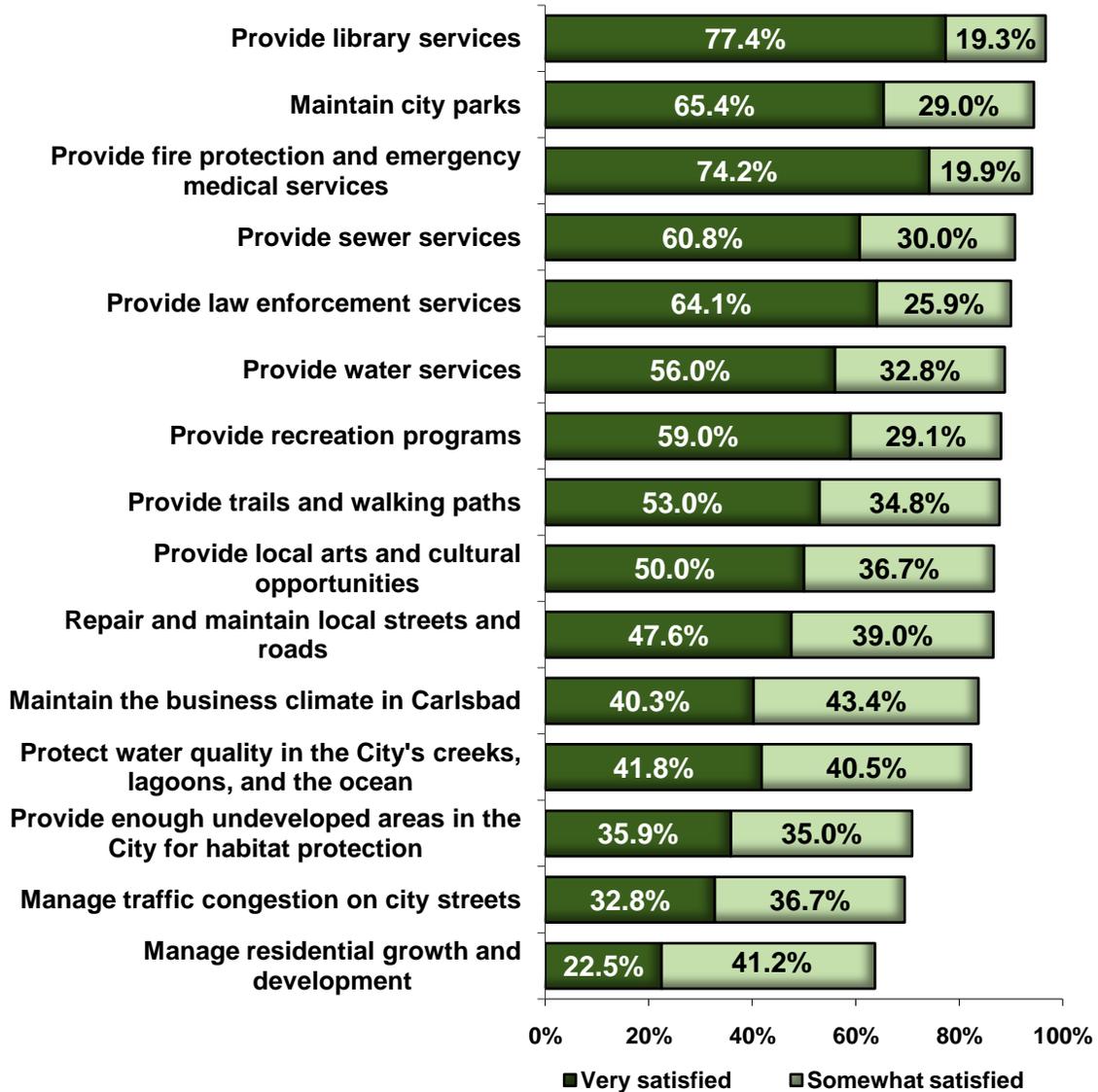
- In general, residents who were confident in Carlsbad City government were more likely to rate other aspects of life in Carlsbad favorably. Confidence was positively correlated with: residents' views regarding quality of life; direction of the community; sense of community; safety walking alone in their neighborhood; satisfaction with city services; satisfaction with city-resident communication; and residents' experience visiting Carlsbad's Downtown Village.
- A regression analysis revealed the following as the top predictors of residents' confidence in Carlsbad government:
 - Satisfaction with the job the City of Carlsbad is doing to provide city services;
 - Perceptions regarding the direction of the quality of life in Carlsbad; and
 - Satisfaction with city-resident communication.
- Residents with a "High" sense of community (83%) were more likely than those with a "Medium" (74%) or "Low" (49%) sense of community to indicate confidence in city government.
- Residents with no children in the home indicated a higher level of confidence in city government than those with children (77% vs. 70%).
- Respondents who had lived in Carlsbad less than one year reported higher confidence levels than those who had lived in the City longer (84% vs. 74%).
- Among the age groups, confidence was lowest among those 18 to 24 (61%) and highest among those 65 and older or 25 to 34 (83% and 82%, respectively).
- Asian and Caucasian respondents reported higher levels of confidence (86% and 78%) than Hispanic/ Latino(a) respondents (62%) and those identifying themselves as "Other" (57%).
- Female respondents reported more confidence in city government than male respondents (77% vs. 70%).
- Confidence was higher among residents in zip code 92011 compared to the other three zip codes.



SATISFACTION WITH SPECIFIC CITY SERVICES

Similar to the 2008 and 2007 surveys, over 90 percent of residents who provided an opinion¹³ were satisfied with the City’s efforts to “Provide library services” (97% satisfaction), “Maintain city parks” (94%), “Provide fire protection and prevention services” (94%), “Provide sewer services” (91%), and “Provide law enforcement services” (90%).

Figure 15 Satisfaction with Local Issues and Services



¹³ Due to the higher than average percentage of “Don’t know/ No answer” responses to many items, those responses have been filtered out of the analysis for this series. The high percentage of “Don’t know/ No answer” is likely due to residents’ lack of direct experience with those specific services.

2009 Public Opinion Survey – Report
City of Carlsbad

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

Table 4 Satisfaction with Local Issues and Services

Satisfaction with the City's efforts to...	Satisfied	Neither	Dissatisfied	Satisfaction Rank
Provide library services	96.7%	1.7%	1.6%	1
Maintain city parks	94.4%	1.8%	3.8%	2
Provide fire protection and emergency medical services	94.1%	2.8%	3.1%	3
Provide sewer services	90.8%	3.9%	5.2%	4
Provide law enforcement services	90.0%	1.5%	8.5%	5
Provide water services	88.8%	3.1%	8.1%	6
Provide recreation programs	88.1%	6.2%	5.8%	7
Provide trails and walking paths	87.8%	4.6%	7.7%	8
Provide local arts and cultural opportunities	86.7%	6.5%	6.8%	9
Repair and maintain local streets and roads	86.6%	1.6%	11.8%	10
Maintain the business climate in Carlsbad	83.7%	6.6%	9.7%	11
Protect water quality in the City's creeks, lagoons, and the ocean	82.3%	5.7%	11.9%	12
Provide enough undeveloped areas in the City for habitat protection	70.9%	7.5%	21.6%	13
Manage traffic congestion on city streets	69.5%	3.4%	27.1%	14
Manage residential growth and development	63.7%	4.4%	31.9%	15
Average across items	85.0%	4.1%	11.0%	

A number of positive improvements in overall satisfaction (i.e., percentage “Very” plus “Somewhat” satisfied) were evidenced in 2009. From 2008 to 2009¹⁴, a statistically higher percentage of residents were satisfied with the City’s efforts to “Protect water quality in the City's creeks, lagoons, and the ocean” (82% vs. 76%) and “Provide enough undeveloped areas in the City for habitat protection” (71% vs. 67%).

Although statistically unchanged from 2008 to 2009, residents’ reported statistically higher satisfaction from 2007 to 2009 with the City’s efforts to “Manage traffic congestion on city streets” (70% vs. 64%) and “Manage residential growth and development” (64% vs. 57%).

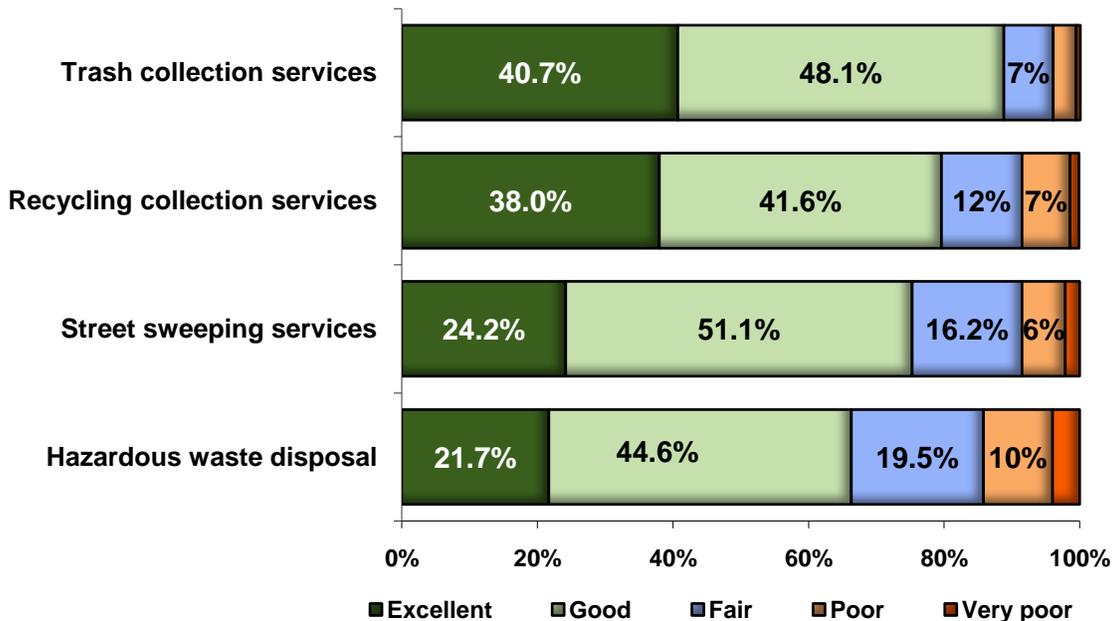
The only service to show a decline was residents’ satisfaction with the City’s efforts to “Provide water services” (2009: 89% vs. 2007: 93%).

¹⁴ Items not asked in 2007.

RATINGS FOR CONTRACTED CITY SERVICES

Evaluating the City’s contracted services, residents with an opinion provided the most positive ratings to “Trash collection services” (89% “Excellent” or “Good”), followed by “Recycling collection services (80% “Excellent” or “Good”), “Street sweeping services” (75%), and “Hazardous waste disposal” (66%).

Figure 16 Ratings for Contracted City Services¹⁵



None of the items showed a statistically significant change in overall positive, neutral, or negative ratings from 2007 to 2009¹⁶. The only changes were a couple shifts in the intensity of positive ratings from 2007 to 2009 (i.e., percentage “Excellent” or “Good”) for “Street sweeping services” (increase in “Good” ratings: 51% vs. 46%) and “Hazardous waste disposal” (decrease in “Excellent” ratings: 22% vs. 29%).

¹⁵ Due to space constraints, the labels for categories with four percent or less are not shown on the figure. Due to the higher than average percentage of “Don’t know/ No answer” responses for many items, those responses have been filtered out of the analysis for this series. The high percentage of “Don’t know/ No answer” is likely due to residents’ lack of direct experience with the specific services.

¹⁶ Question series not asked in 2008.

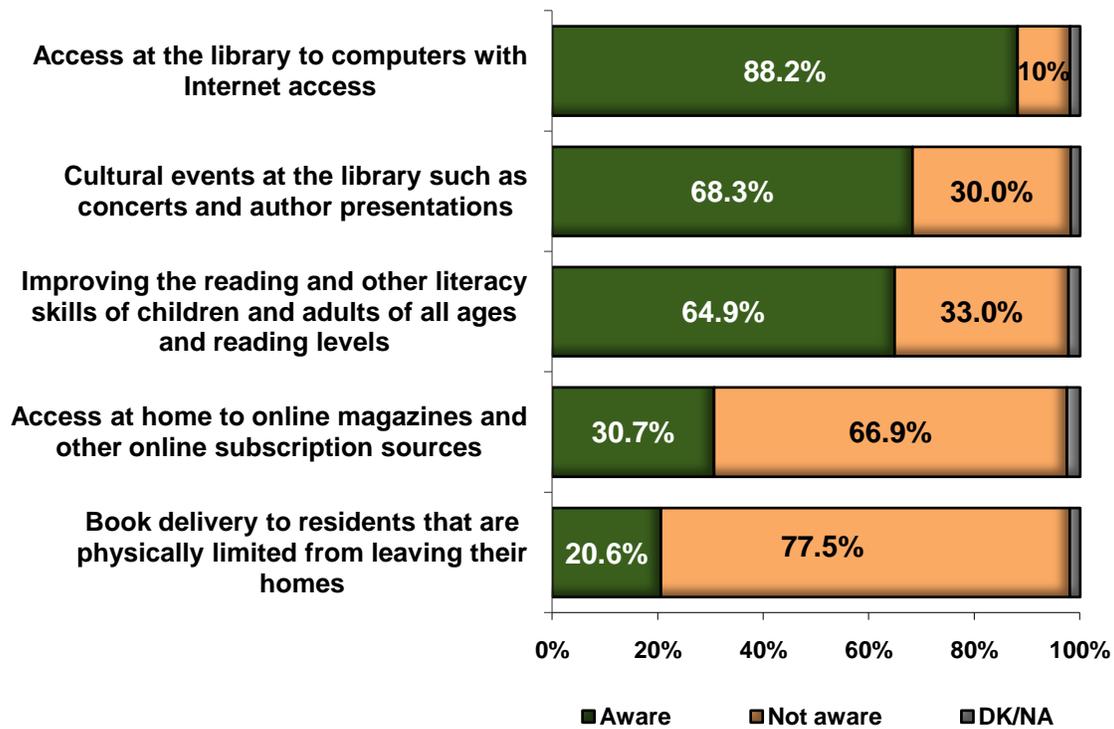


CARLSBAD LIBRARY PROGRAMS AND SERVICES

Residents reported strong awareness for many of the library's programs and services. Eighty-eight percent of residents were aware that the library offered computers with Internet access, 68 percent were aware of cultural events at the library, and 65 percent were aware of its reading and other literacy skills improvement programs.

There was a relatively low level of awareness for home access to online magazines and other online subscription sources (31%) as well as book delivery to residents physically limited from leaving their homes (21%).

Figure 17 Awareness of Library Programs and Services



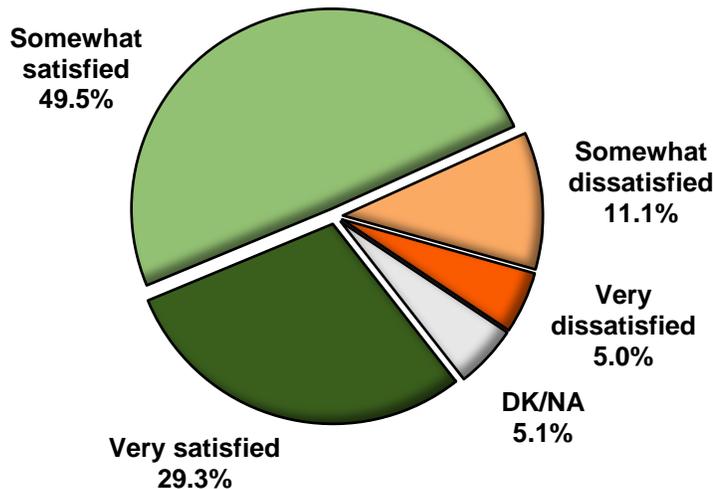
- With the exception of book delivery, newer residents (less than five years) were less aware of each of the library's services.
- Homeowners were more aware of the library's cultural events than renters.
- Residents without children in the home as well as those 65 years and older were the most aware of the library's book delivery program.
- Women had higher awareness of each program and service than men.



SATISFACTION WITH CITY-RESIDENT COMMUNICATION

Seventy-nine percent of residents were either “Very” (29%) or “Somewhat” (50%) satisfied with the City’s efforts to communicate with residents. Sixteen percent reported dissatisfaction and five percent did not know or declined to state an opinion.

Figure 18 Satisfaction with City-Resident Communication¹⁷



- Satisfaction with city-resident communication was positively correlated with a number of other variables throughout the survey, including: residents’ views on quality of life; perceptions regarding the direction of the community; sense of community; safety walking alone in their neighborhood; satisfaction with the City’s efforts to provide services; confidence in city government; and their experience visiting the Village.
- A regression analysis revealed the following as the top predictors of residents’ satisfaction with city-resident communication:
 - Confidence in Carlsbad government to make decisions that positively affect the lives of residents;
 - Satisfaction with the City’s efforts to maintain the business climate in Carlsbad; and
 - Sense of community.

¹⁷ The wording for this question was changed in 2009. As such, it was not compared with previous years.

To follow is the examination of 2009 satisfaction with city-resident communication by sub-groups continued.

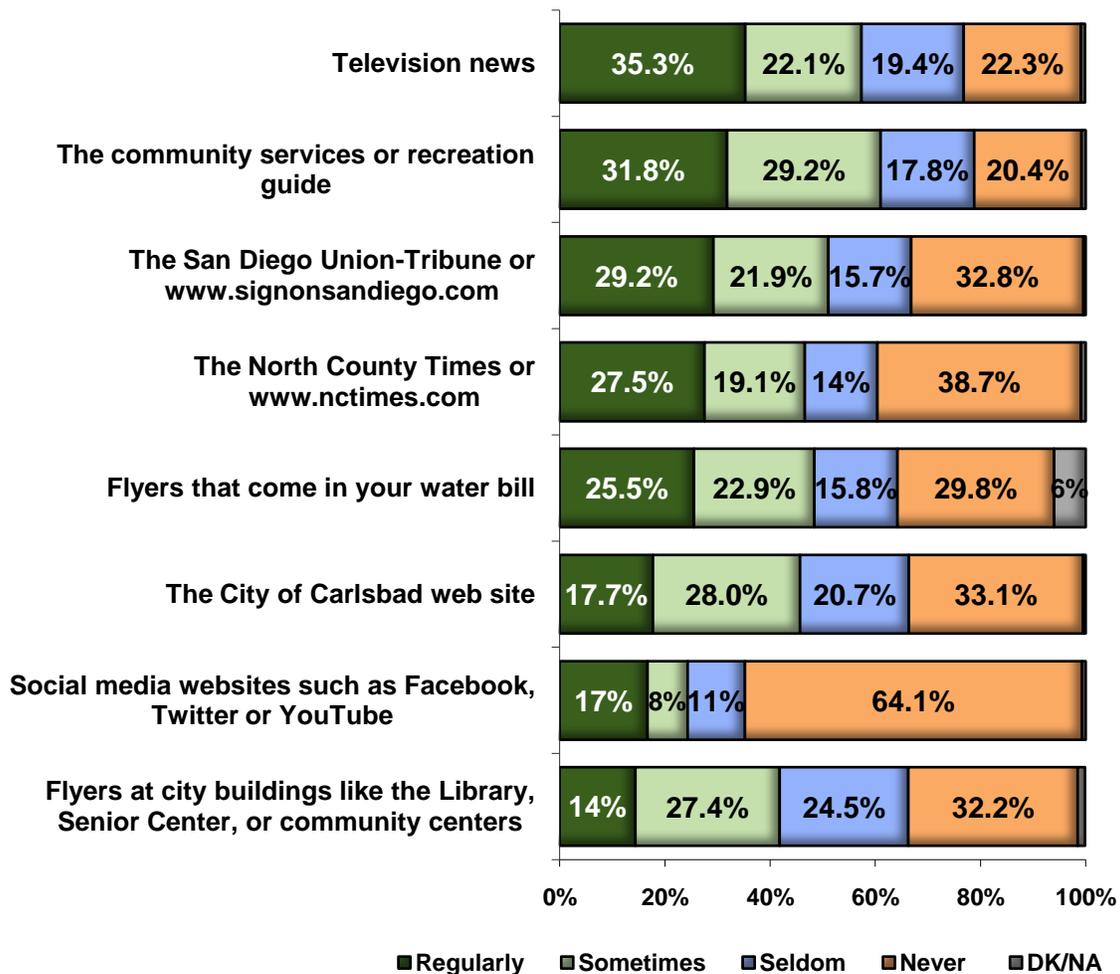
- Residents who “Regularly” or “Sometimes” referred to the City’s website or flyers at city buildings for city information reported higher satisfaction than those who never utilized those sources.
- Residents who watched the Carlsbad City Channel reported more satisfaction with city-resident communication than residents who had access to the channel but never watched (86% vs. 72%).
- Residents who recalled being exposed to information regarding ways to prevent the pollution of local creeks, lagoons, and the ocean reported higher satisfaction than those who did not recall hearing or seeing any information.
- Residents of zip 92011 reported more satisfaction than residents in other zips.
- Men were more dissatisfied with city-resident communication than women.
- Hispanic/ Latino(a) residents reported higher dissatisfaction than residents in other ethnic groups.
- No statistically significant differences in overall satisfaction with city-resident communication were found by length of residence, homeownership status, or presence of children in the household.



INFORMATION SOURCES

Residents were next asked how often they referred to a variety of sources for information about city issues, services, or activities. Television news (35% regular use), the community services or recreation guide (32%), the San Diego Union Tribune (29%), North County Times (28%), and water bill flyers (25%) were each “Regularly” utilized by at least 25 percent of residents.

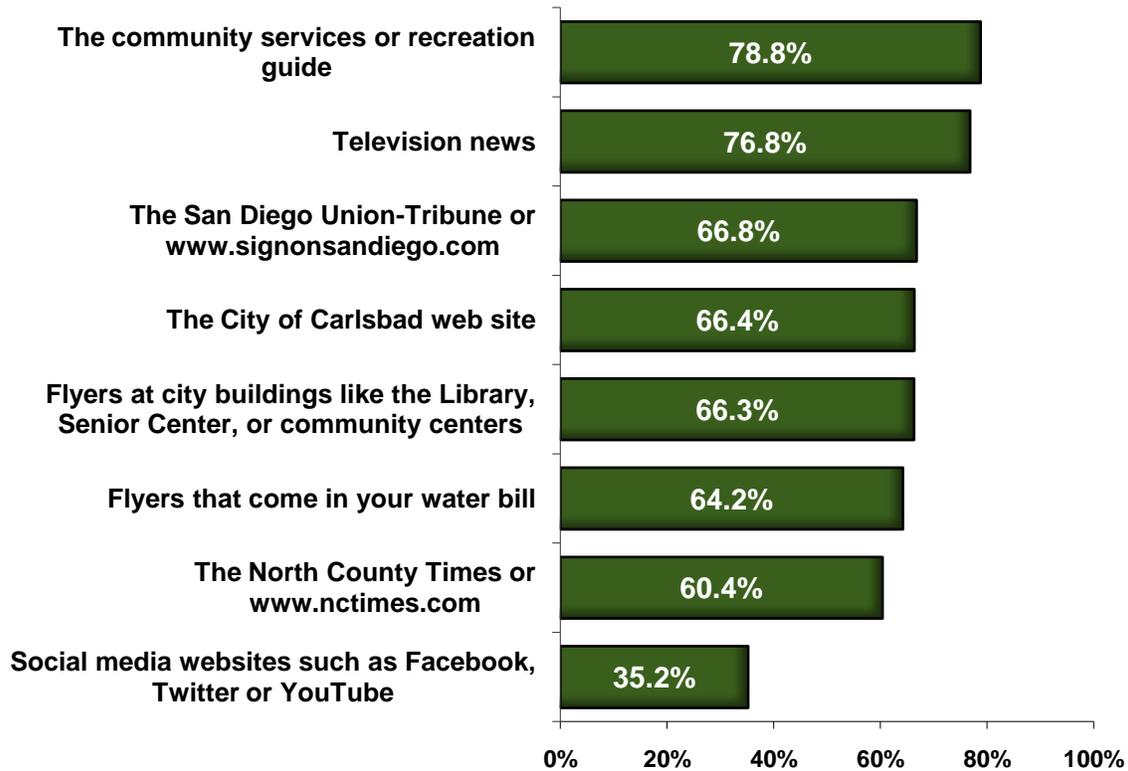
Figure 19 Frequency of Using Information Sources¹⁸



¹⁸ Figure sorted by the percentage that “Regularly” use each source.

In terms of overall use, the community services or recreation guide (79%) and television news (77%) were each utilized by close to eight out of ten residents. Social media websites such as Facebook, Twitter, or YouTube was the least frequently utilized source for city information (35%).

Figure 20 Overall Use of Information Sources



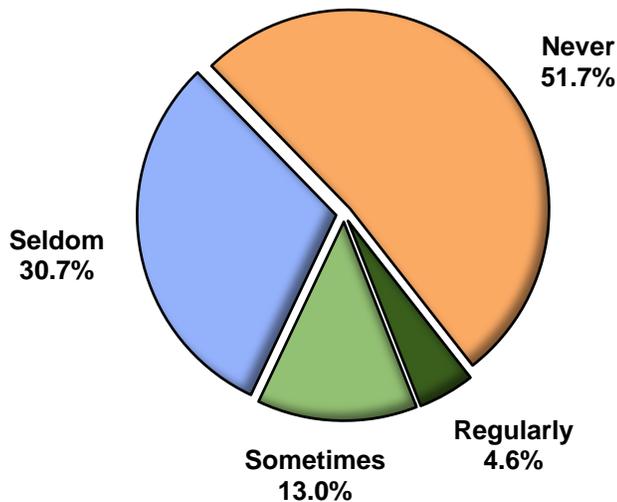
- Residents without children were more likely to refer to television news, whereas those with children were more likely to refer to the City of Carlsbad's website when looking for information about city issues, services, or activities.
- When compared with renters, a higher percentage of homeowners utilized the San Diego Union Tribune and water bill flyers for city information.
- Residents 18 to 24 years old were the most likely to refer to social media web sites (74%).

CARLSBAD CITY CHANNEL

Fifty-nine percent of Carlsbad residents subscribed to Time Warner television service at their home. Among those with Time Warner, 48 percent watched the Carlsbad City Channel on channel 24 or 126. Five percent watched regularly, 13 percent sometimes, 31 seldom, and the majority never watched (52%).

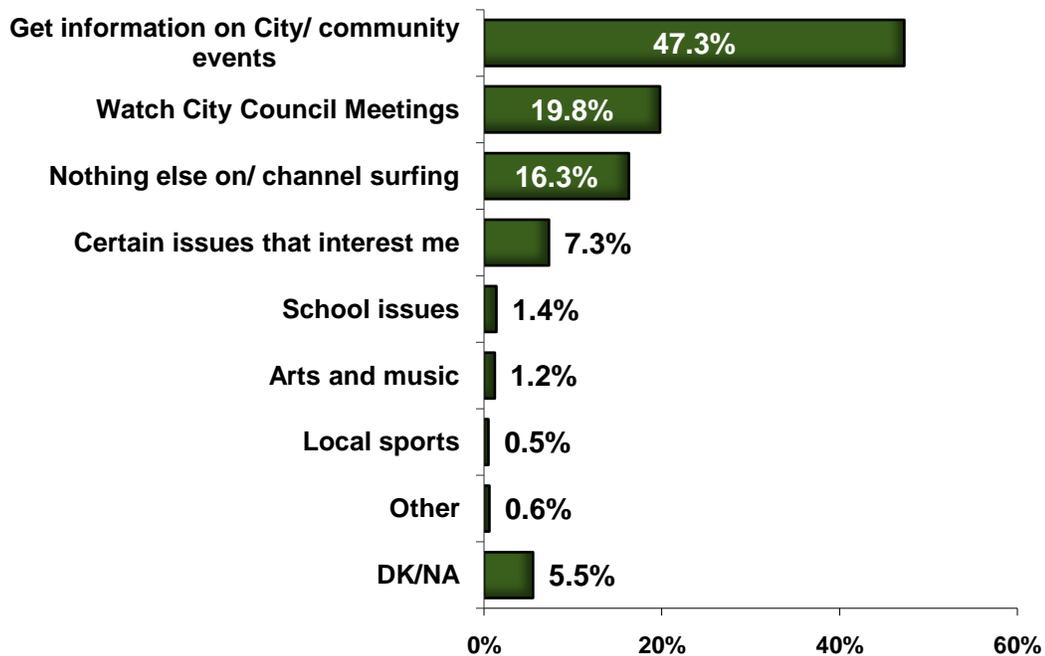
Overall, 29 percent of all residents watch the Carlsbad City Channel.

Figure 21 Frequency Watching Carlsbad City Channel (n=589)



Most watched the channel to get information on the City and community events.

Figure 22 Primary Reason Watch Carlsbad City Channel (n=285)

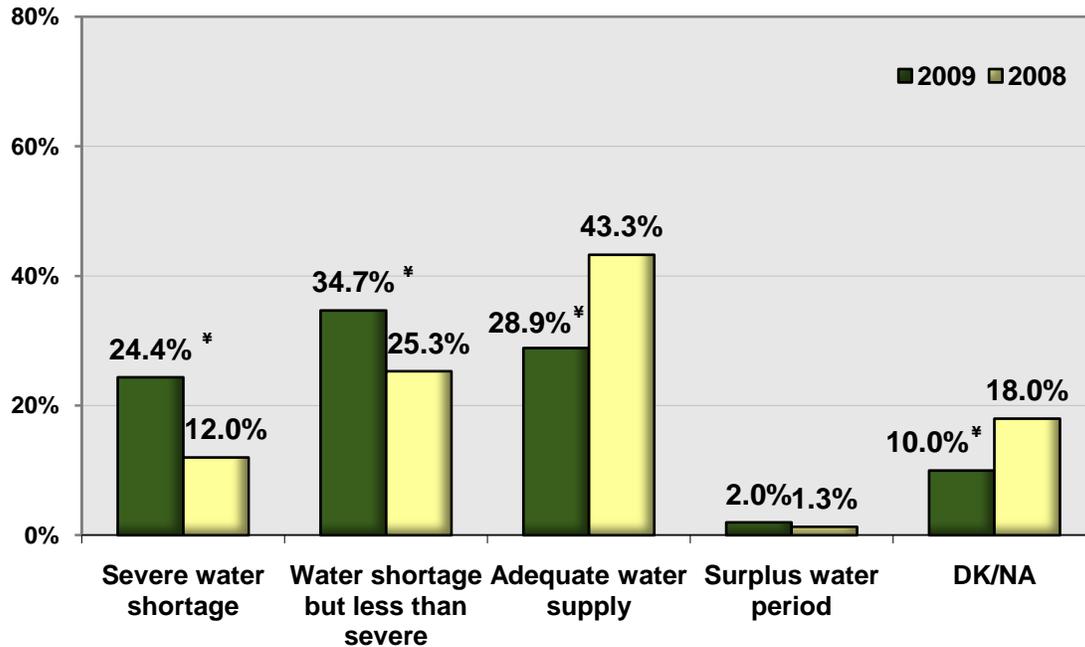


REGION'S WATER SUPPLY

When asked how they would characterize the region's current water supply, 59 percent felt it was in shortage (24% severe; 35% shortage but less than severe), 29 percent thought there was an adequate supply, and two percent thought the region was in a surplus water period,. Ten percent of residents did not know or declined to comment on the state of the region's current water supply.

Compared with 2008, Carlsbad residents were much more likely to have an opinion about the water supply in 2009. A statistically higher percentage indicated that the region was experiencing a water shortage, with fewer residents rating the water supply as adequate.

Figure 23 Perception of Region's Water Supply



* Statistically significant change: 2009 to 2008 (p < .05)

To follow is an assessment of perceptions regarding the region's water supply by resident sub-groups.

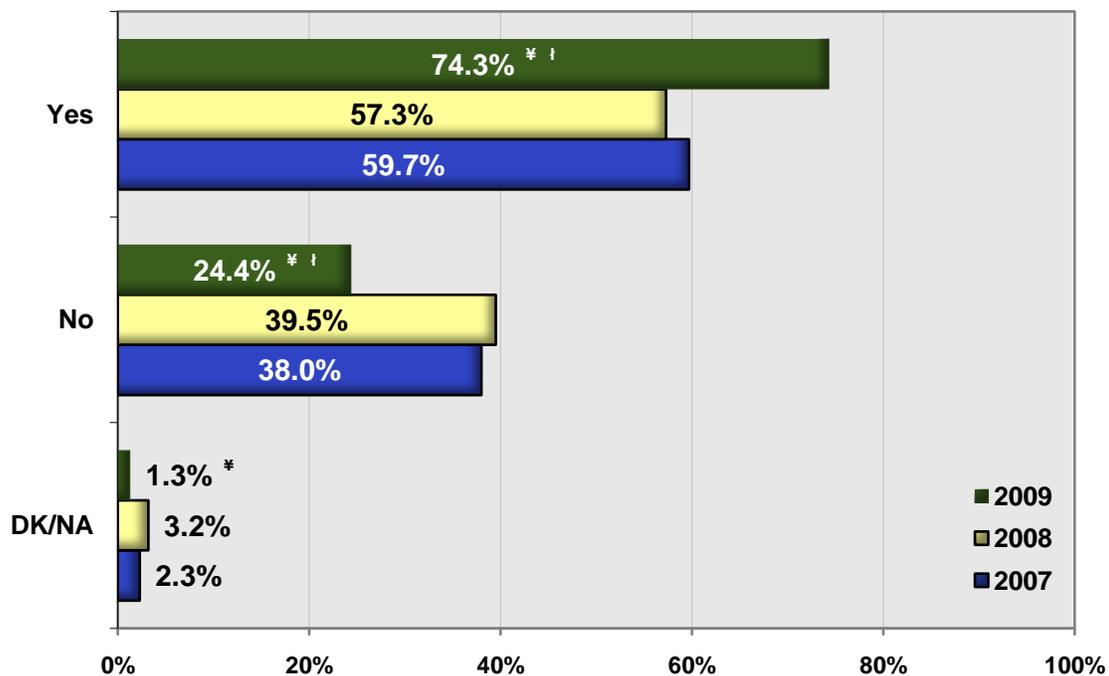
- Residents who recalled being exposed to information about water pollution prevention over the past year were more likely to indicate that that region was in a water shortage those who had not been exposed to the information.
- Homeowners were more likely than renters to indicate that the region was in a severe water shortage.
- Residents in zip code 92008 were more likely than those in other zip codes to rate the water supply as adequate.
- Residents in the “High” sense of community group were more likely to indicate that the region was experiencing a water shortage than those in the “Medium” or “Low” sense of community groups.
- Compared with other ethnicities, Caucasian/ White residents were the most likely to indicate that the region was experiencing a water shortage.
- The following sub-groups were the most likely to indicate that they did not know the state of the region's water supply:
 - Residents who had not heard or seen anything about preventing water pollution;
 - Residents who had only lived in Carlsbad for less than one year;
 - Renters;
 - Residents with one or two children in the household;
 - Residents 18 to 24 years of age;
 - Women; and
 - Residents who identified themselves as Hispanic/ Latino(a).

PREVENTING POLLUTION OF CREEKS, LAGOONS, AND OCEAN

Nearly three out of four residents (74%) had seen or heard information in the past year about how residents can prevent the pollution of local creeks, lagoons, and the ocean.

The percentage of residents that had heard information in the past year about preventing pollution of local creeks, lagoon, and the ocean increased substantially over previous years (2009: 74%; 2008: 57%; 2007: 60%).

Figure 24 Informed about Preventing Water Pollution



^{*} Statistically significant change: 2009 to 2008 (p < .05) [‡] Statistically significant: 2009 to 2007 [^] Statistically significant: 2008 to 2007

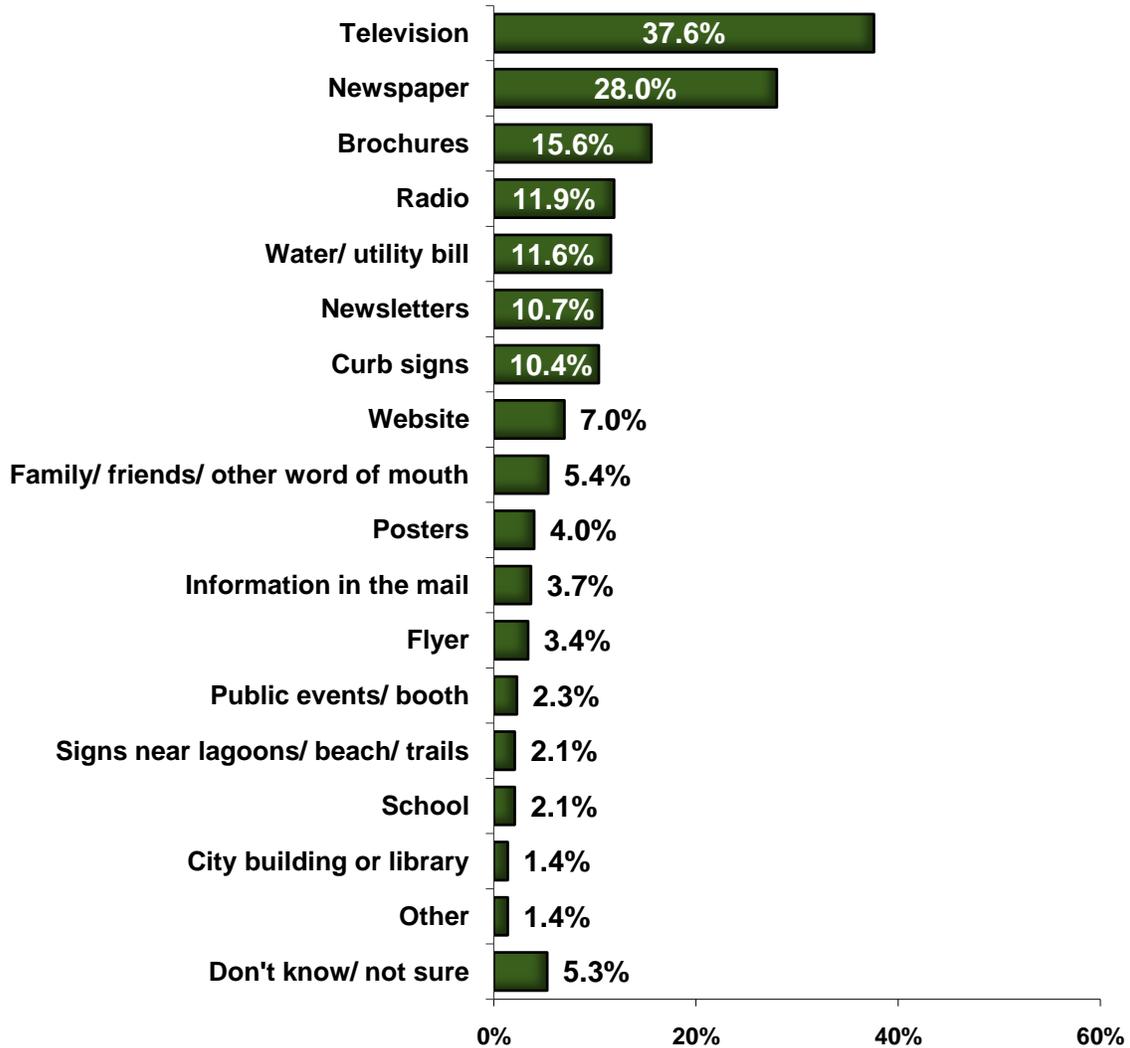
The following sub-groups were the most likely to recall hearing or seeing information about preventing water pollution:

- Residents with a “High” sense of community;
- Residents who had lived in the City for at least five years;
- Those without children in the household;
- Residents in zip code 92011;
- Residents who watched the Carlsbad City Channel;
- Homeowners;
- Residents 35 years and older;
- Female residents.

SOURCE OF INFORMATION

Residents who recalled seeing or hearing water pollution prevention information were next asked to recall the source of the information in an open-ended format. The most frequently cited sources of information were television (38%) and the newspaper (28%).

Figure 25 Source of Pollution Prevention Information (n=743)¹⁹



Compared with the 2008 results, a statistically higher percentage of residents in the 2009 survey cited brochures (16% vs. 10%), their water or utility bill (12% vs. 7%), word of mouth (5% vs. 2%), information in the mail (4% vs. 1%), flyers (3% vs. 1%), and signs near lagoons, the beach, or trails (2% vs. 1%).

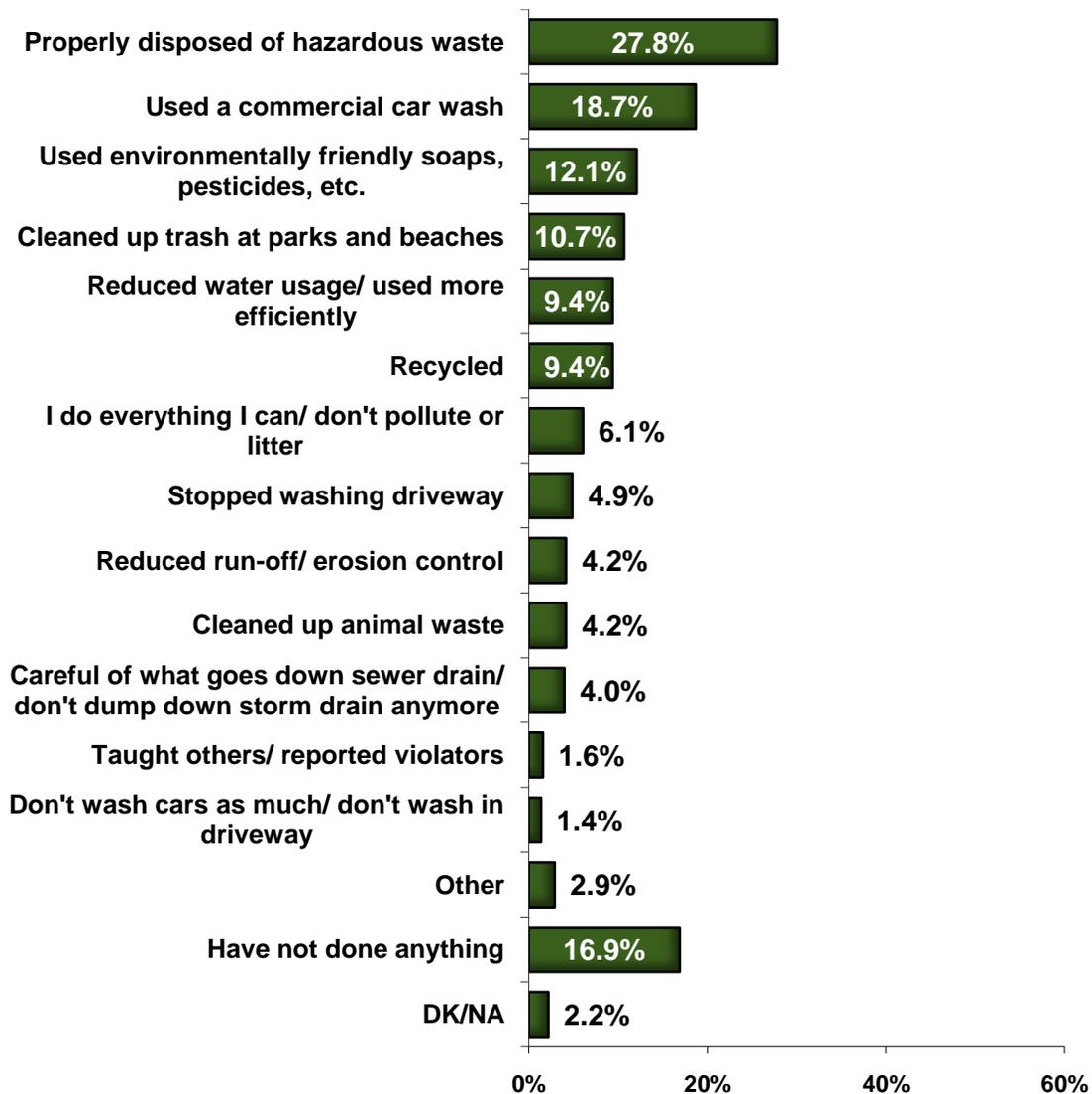
¹⁹ Multiple responses permitted; the percentages in the figure total more than 100 percent. Responses cited by less than 1% of respondents were combined into "Other."

ACTION TAKEN BASED ON INFORMATION

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

Nineteen percent of residents who had been exposed to information indicated that they had not done anything or declined to state. Twenty-eight percent of those who recalled hearing or seeing pollution prevention information properly disposed of hazardous waste, 19 percent used a commercial car wash, 12 percent used environmentally friendly products, and 11 percent cleaned up trash at parks and beaches.

Figure 26 Action Taken Based on Pollution Prevention Information (n=743)²⁰



²⁰ Multiple responses permitted; the percentages in the figure total more than 100 percent. Responses cited by less than 1% of respondents were combined into "Other."

Compared with the 2008 and 2007 results, residents in 2009 were more likely to indicate that they had taken action to prevent water pollution.

A statistically higher percentage of residents in 2009 recycled, reduced water usage and used water more efficiently, and indicated that they do everything they can and do not pollute or litter.

Statistically fewer residents in 2009 indicated that they cleaned up trash at parks and beaches as a way to prevent pollution (2009: 11%; 2008: 15%; 2007: 15%).

- The following sub-groups were the most likely to indicate that they had not done anything or declined to state what they had done to prevent water pollution based on the information they heard:
 - Residents who had lived in Carlsbad 15 years or more;
 - Respondents who had never visited the Village;
 - Homeowners;
 - Men;
 - Residents 45 years and older;
 - Residents of 92009.

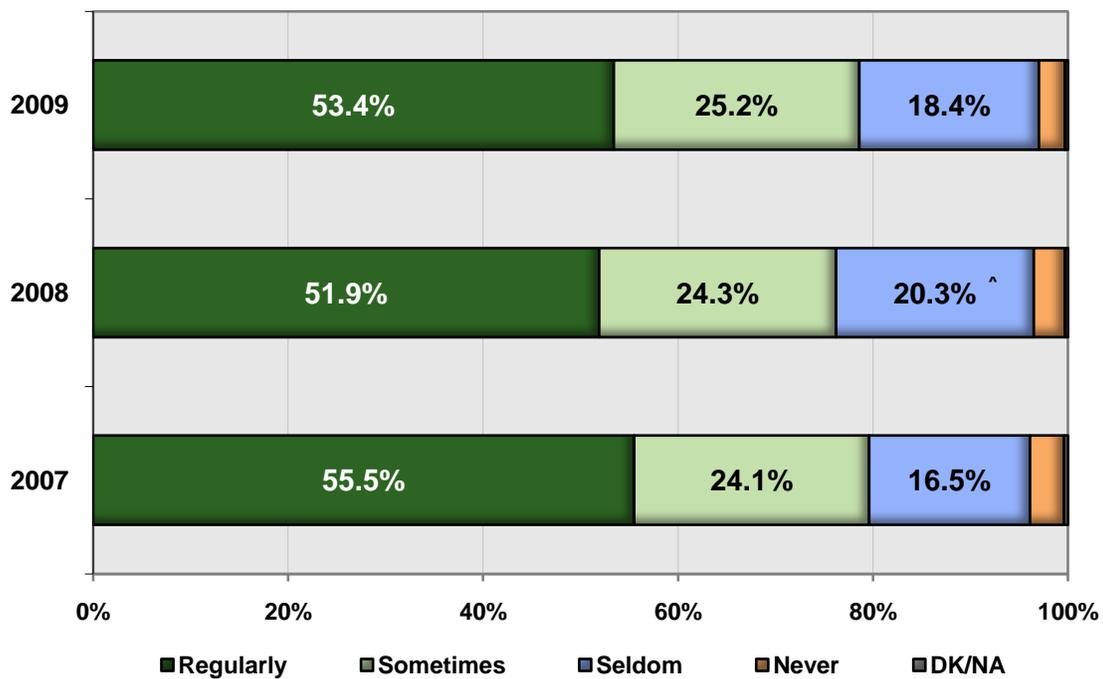


EXPERIENCE VISITING THE CARLSBAD VILLAGE

Overall, 97 percent of Carlsbad residents have visited Carlsbad’s Downtown Village. The majority of residents regularly visited (53%), 25 percent sometimes visited (once a month or more), and 18 percent seldom visited the Village.

Residents’ frequency of visiting the Village in 2009 remained consistent with 2008 and 2007 levels (2009: 97%; 2008: 97%; 2007: 96%).

Figure 27 Frequency Visiting Carlsbad’s Downtown Village



‡ Statistically significant change: 2009 to 2008 (p< .05) † Statistically significant: 2009 to 2007 ^ Statistically significant: 2008 to 2007

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

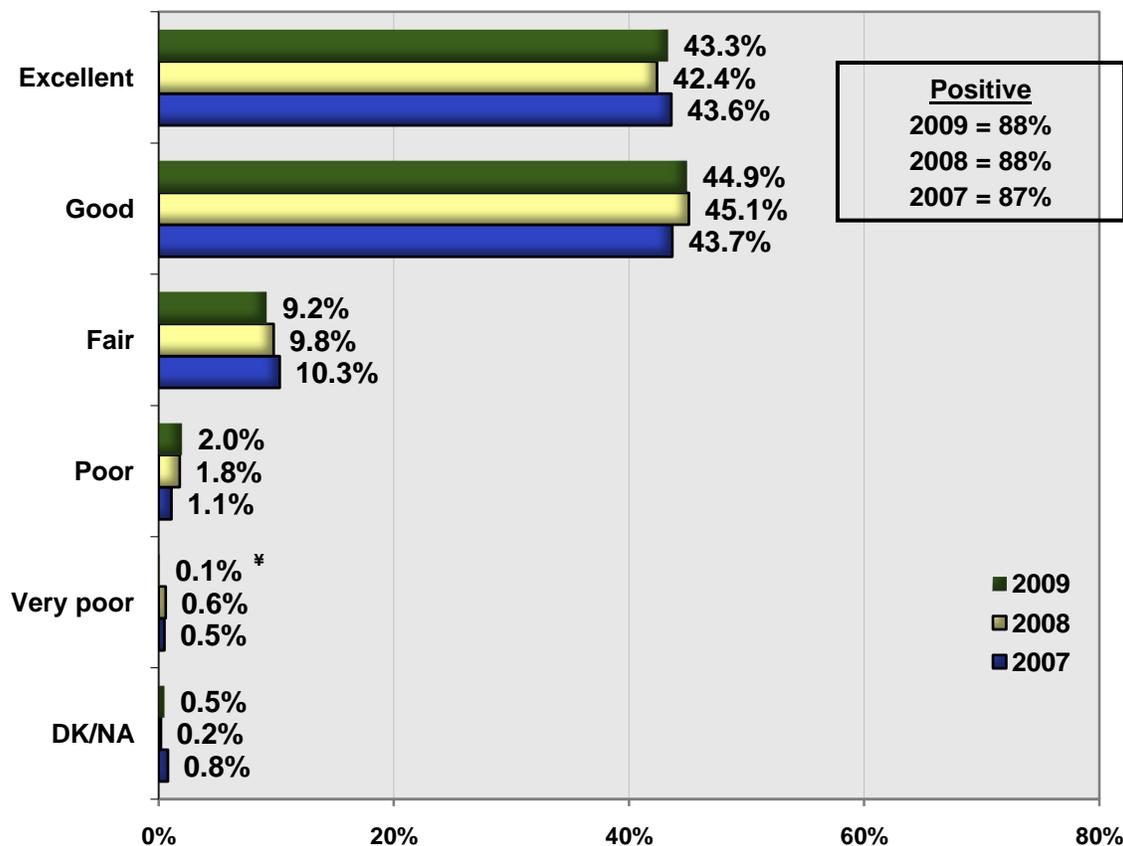
- Residents with a “High” or “Medium” sense of community were much more likely to regularly visit the Village than those with a “Low” sense of community.
- Residents who watched the Carlsbad City Channel were more likely to regularly visit the Village than those who had access to the channel but never watched.
- Residents who had lived in the City for less than one year or 15 years or more were more likely to regularly visit the Village as compared to those who had lived in the City between one and 14 years.
- Residents who referred to the North County Times, social media websites, flyers in their water bill, or television news for information about city issues, services or activities were more likely to regularly visit the Village than those who utilized other information sources.
- Residents without children were more likely than those with children to regularly visit the Village.
- Compared with residents from other ethnic backgrounds, Asian respondents were the least likely to report regularly visiting the Village.
- A lower proportion of residents in the 35 to 54 year age group reported regularly visiting the Village as compared to residents in other age groups.
- Residents living in zip codes 92008 or 92010 were more likely than those in 92009 or 92011 to regularly visit (92008: 81%; 92010: 68%; 92011: 49%; 92009: 27%).

Among residents who had visited Carlsbad’s Downtown Village, 88 percent rated their experience positively, with 43 percent rating it as “Excellent” and 45 percent rating it as “Good.”

Among the 20 respondents who reported a “Poor” or “Very poor” experience, the top reasons for their negative experience involved a dislike of some of the people in the Village and their activities, not enough parking, a desire for more unique businesses and better restaurants, and too much traffic.

Aside from fewer residents rating their Village experience as “Very poor” in 2009, there were no statistically significant differences in overall positive, fair, or negative ratings for residents’ experience visiting the Village from 2008 or 2007.

Figure 28 Experience Visiting Carlsbad Village (n=970)²¹



^{*} Statistically significant change: 2009 to 2008 (p < .05) [†] Statistically significant: 2009 to 2007 [^] Statistically significant: 2008 to 2007

²¹ Residents who were not sure whether or not they had visited the Village (i.e., DK/NA responses) were filtered out of the analysis for their experience visiting the Village. As such, the percentages displayed for 2008 and 2007 are slightly different from those presented in the 2008 and 2007 reports.

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

- In general, residents who had a positive experience visiting Carlsbad's Downtown Village were more likely to rate other aspects of life in Carlsbad favorably. Ratings were positively correlated with: residents' views regarding quality of life; direction of the community; confidence in city government; sense of community; safety walking alone in their neighborhood; satisfaction with city services; and satisfaction with city-resident communication.
- A regression analysis revealed the following as the top predictors of residents' experience visiting the Village:
 - Ratings for trash collection services;
 - Sense of community; and
 - Satisfaction with the City's efforts to provide law enforcement services.
- Residents with a "High" or "Medium" sense of community were much more likely to report a positive experience than those with a "Low" sense of community.
- As one might expect, residents who visited the Village at least once a month were much more likely to report a positive experience than those who visited less than once a month.
 - The majority of residents who visited once a week or more rated their experience as "Excellent."
- Although there was no difference in overall positive ratings by length of residence, those who had lived in Carlsbad for less than one year or 15 years or more were the most likely to rate their experience as "Excellent."
- Renters rated their Village experience more positively than owners (96% vs. 86%).
- Female residents were more likely than men to rate their experience positively (92% vs. 84%).
- Residents in the 18 to 24 year group were the most likely to rate their experience as "Excellent," those 35 to 44 were the most likely to rate it as "Good," and residents 25 to 34 years or age were the most likely to rate it as "Fair."
- Although there was no difference in overall positive ratings, Hispanic or Latino(a) respondents were the most likely to rate their experience as "Excellent."
- Residents in zip codes 92008 and 92010 were the most likely to rate their experience as "Excellent" and those in 92010 or 92011 provided the highest overall positive ratings.



METHODOLOGY

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

Table 5 Overview of Project Methodology

Method	Telephone Survey
Universe	80,960 Residents 18 Years and Older within the City of Carlsbad
Number of Respondents	1,000 Residents Completed a Survey
Average Length	20 minutes
Field Dates	September 10 – 24, 2009
Margin of Error	The <i>maximum</i> margin of error for questions answered by all 1,000 respondents was +/-3.08% (95% level of confidence)

RESEARCH OBJECTIVES

Prior to beginning the project, BW Research met with the City of Carlsbad's Performance Measurement Resource Team to determine the research objectives for the 2009 study. The main research objectives of the study were to:

- assess residents' perceptions regarding satisfaction with city services, quality of life, sense of community, safety in their neighborhood, city government, and city-resident communication;
- evaluate awareness of specific library services and programs;
- identify residents' views regarding the region's water supply as well as their awareness of water pollution prevention; and
- assess residents' experience visiting the Carlsbad Village.

QUESTIONNAIRE DESIGN

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

SAMPLING METHOD

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

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

DATA COLLECTION

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

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

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

DATA PROCESSING

Prior to analysis, BW Research examined the demographic characteristics of the 1,000 respondents who completed a survey to the known universe of residents 18 years and older using the San Diego Association of Government's (SANDAG's) 2009 demographic estimates for the City of Carlsbad. It is estimated that among Carlsbad's 104,652 residents, 80,960 are 18 years and older. After examining the dimensions of zip code, gender, ethnicity, and age, the data were weighted to appropriately represent the universe of adult residents and ensure generalizability of the results.

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

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

COMPARISONS OVER TIME

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



APPENDIX A: TOPLINES



City of Carlsbad
Resident Survey
October 2009

Toplines (n=1,000)

.....
Introduction:

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

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

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

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

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

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

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

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

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

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

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

Screener Questions

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

100% Yes
 0% No [Thank and terminate]

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

27.8% 92008
 33.5% 92009
 15.9% 92010
 22.8% 92011
 0% Other [Specify:_____] [Thank and terminate]
 0% Don't know/ refused [Thank and terminate]

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

4.3% Less than 1 year
 22.9% 1 to 4 years
 21.6% 5 to 9 years
 13.6% 10 to 14 years
 37.3% 15 years or more
 0.4% (Don't Read) DK/NA

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

		<u>With DK/NA Factored Out (n=966)</u>	
55.5%	Very satisfied	57.5%	Very satisfied
33.4%	Somewhat satisfied	34.6%	Somewhat satisfied
3.5%	Somewhat dissatisfied	3.6%	Somewhat dissatisfied
4.1%	Very dissatisfied	4.3%	Very dissatisfied
3.4%	(Don't Read) DK/NA		

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

		<u>With DK/NA Factored Out (n=994)</u>	
61.9%	Excellent	62.3%	Excellent
33.9%	Good	34.1%	Good
3.6%	Fair	3.6%	Fair
0.0%	Poor	0.0%	Poor
0.0%	Very poor	0.0%	Very poor
0.6%	(Don't Read) DK/NA		

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

		<u>With DK/NA Factored Out (n=958)</u>	
15.1%	Getting better	15.8%	Getting better
20.9%	Getting worse	21.8%	Getting worse
59.8%	Staying about the same	62.4%	Staying about the same
4.2%	(Don't Read) DK/NA		

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

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

n=209

36.7%	Stop building/ stop growth
12.0%	Fix the traffic problems
7.8%	More jobs
6.4%	Better economic plan/ don't waste money/ lower taxes
6.3%	Increase/ improve police services
3.7%	Increase recreation opportunities
2.9%	Improve schools
2.9%	Need new Mayor and/ or City Council
2.8%	Preserve more open space
2.5%	Improve the quality of the roads and other infrastructure
2.4%	Remove the illegal immigrants
1.4%	Limit airport growth/ reduce noise
0.7%	Build Desalination Plant
0.7%	Improve beach access
0.4%	Nothing needs improvement
3.8%	Other (Please Specify_____)
6.6%	(Don't Read) DK/NA

2009 Public Opinion Survey – Toplines
City of Carlsbad

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

RANDOMIZE		<u>Very Safe</u>	<u>Somewhat Safe</u>	<u>Somewhat Unsafe</u>	<u>Very Unsafe</u>	(DON'T READ) DK/NA
A.	Walking alone in your neighborhood during the day.....	85.5%	11.4%	1.6%	0.1%	1.3%
B.	Walking alone in your neighborhood after dark.....	52.3%	33.0%	8.3%	1.2%	5.2%

Question 6 with “Don’t Know/ No Answer” (DK/NA) Filtered Out

RANDOMIZE		<u>Very Safe</u>	<u>Somewhat Safe</u>	<u>Somewhat Unsafe</u>	<u>Very Unsafe</u>
A.	Walking alone in your neighborhood during the day (n=987).....	86.7%	11.5%	1.7%	0.1%
B.	Walking alone in your neighborhood after dark (n=948).....	55.1%	34.8%	8.7%	1.3%

2009 Public Opinion Survey – Toplines
City of Carlsbad

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

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

- 26.3% Very strong
- 38.6% Somewhat strong
- 22.9% Somewhat weak
- 4.1% Very weak
- 4.4% None at all
- 3.6% (Don't Read) DK/NA

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

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

RANDOMIZE		<u>Strongly Agree</u>	<u>Agree</u>	<u>Neither Agree nor Disagree</u>	<u>Disagree</u>	<u>Strongly Disagree</u>	(DON'T READ) DK/NA
A.	I can recognize most of the people who live in my neighborhood.....	26.2%	47.8%	4.2%	15.0%	6.0%	0.7%
B.	Very few of my neighbors know me	10.1%	27.7%	3.9%	36.9%	20.9%	0.6%
C.	I have almost no influence over what my neighborhood is like.	12.4%	29.7%	7.5%	36.3%	12.5%	1.6%
D.	My neighbors and I want the same things from this community	27.5%	47.1%	8.3%	7.0%	2.6%	7.5%
E.	If there is a problem in my neighborhood, people who live here can get it solved	20.5%	49.7%	8.5%	10.6%	5.4%	5.3%
F.	It is very important for me to feel a sense of community with other residents.....	30.6%	48.4%	7.6%	10.7%	2.0%	0.7%

2009 Public Opinion Survey – Toplines
City of Carlsbad

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

- 21.6% Very confident
- 52.2% Somewhat confident
- 15.7% Somewhat unconfident
- 6.5% Very unconfident
- 4.0% (Don't Read) DK/NA

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

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

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

	<u>Very Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Neither Sat nor Dissat</u>	<u>Somewhat Dissat</u>	<u>Very Dissat</u>	<u>(DON'T READ) DK/NA</u>
A. Repair and maintain local streets and roads.....	47.4%	38.8%	1.6%	8.9%	2.8%	0.4%
B. Manage traffic congestion on city streets	32.4%	36.3%	3.3%	18.0%	8.8%	1.1%
C. Manage residential growth and development	21.6%	39.5%	4.2%	14.1%	16.3%	4.3%
D. Maintain the business climate in Carlsbad	38.1%	41.0%	6.3%	5.7%	3.5%	5.4%
E. Provide fire protection and emergency medical services..	71.0%	19.1%	2.6%	2.2%	0.7%	4.3%
F. Provide law enforcement services	62.8%	25.4%	1.4%	4.5%	3.9%	2.0%
G. Provide local arts and cultural opportunities	48.4%	35.5%	6.2%	5.0%	1.6%	3.3%
H. Provide library services.....	75.8%	18.9%	1.7%	1.2%	0.4%	2.1%
I. Provide water services.....	54.2%	31.8%	3.0%	5.3%	2.5%	3.3%
J. Provide sewer services.....	57.7%	28.5%	3.7%	4.2%	0.8%	5.2%
K. Maintain city parks	63.6%	28.2%	1.7%	2.0%	1.7%	2.8%
L. Provide recreation programs.....	55.0%	27.1%	5.8%	4.4%	1.0%	6.7%
M. Provide trails and walking paths.....	49.9%	32.8%	4.3%	5.0%	2.2%	5.8%
N. Protect water quality in the City's creeks, lagoons, and the ocean.....	39.5%	38.3%	5.4%	6.9%	4.4%	5.5%
O. Provide enough undeveloped areas in the City for habitat protection.....	33.8%	32.9%	7.0%	12.5%	7.9%	5.8%

2009 Public Opinion Survey – Toplines
City of Carlsbad

Question 10 with “Don’t Know/ No Answer” (DK/NA) Filtered Out

	<u>Very Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Neither Sat nor Dissat</u>	<u>Somewhat Dissat</u>	<u>Very Dissat</u>
A. Repair and maintain local streets and roads (n=996).....	47.6%	39.0%	1.6%	9.0%	2.8%
B. Manage traffic congestion on city streets (n=989)	32.8%	36.7%	3.4%	18.2%	8.9%
C. Manage residential growth and development (n=957)	22.5%	41.2%	4.4%	14.8%	17.1%
D. Maintain the business climate in Carlsbad (n=946) ...	40.3%	43.4%	6.6%	6.0%	3.7%
E. Provide fire protection and emergency medical services (n=957)	74.2%	19.9%	2.8%	2.3%	0.8%
F. Provide law enforcement services (n=980)	64.1%	25.9%	1.5%	4.5%	4.0%
G. Provide local arts and cultural opportunities (n=967).....	50.0%	36.7%	6.5%	5.2%	1.6%
H. Provide library services (n=979)	77.4%	19.3%	1.7%	1.2%	0.4%
I. Provide water services (n=967)	56.0%	32.8%	3.1%	5.5%	2.6%
J. Provide sewer services (n=948)	60.8%	30.0%	3.9%	4.4%	0.8%
K. Maintain city parks (n=972)	65.4%	29.0%	1.8%	2.0%	1.8%
L. Provide recreation programs (n=933)	59.0%	29.1%	6.2%	4.7%	1.1%
M. Provide trails and walking paths (n=942)	53.0%	34.8%	4.6%	5.3%	2.4%
N. Protect water quality in the City’s creeks, lagoons, and the ocean (n=945)	41.8%	40.5%	5.7%	7.3%	4.6%
O. Provide enough undeveloped areas in the City for habitat protection (n=942)	35.9%	35.0%	7.5%	13.3%	8.3%

2009 Public Opinion Survey – Toplines
City of Carlsbad

11. The City of Carlsbad receives a number of services from outside agencies. For each of the following, please let me know if you feel the quality of each service is excellent, good, fair, poor, or very poor?

RANDOMIZE		<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Very Poor</u>	(DON'T READ) <u>DK/NA</u>
A.	Trash collection services	40.6%	47.9%	7.2%	3.3%	0.6%	0.3%
B.	Street sweeping services	22.8%	48.1%	15.3%	6.0%	2.0%	5.9%
C.	Hazardous waste disposal	17.2%	35.2%	15.4%	8.1%	3.2%	21.0%
D.	Recycling collection services	37.6%	41.2%	11.8%	7.0%	1.3%	1.1%

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

RANDOMIZE		<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Very Poor</u>
A.	Trash collection services (n=997)	40.7%	48.1%	7.3%	3.4%	0.6%
B.	Street sweeping services (n=941)	24.2%	51.1%	16.2%	6.4%	2.1%
C.	Hazardous waste disposal (n=790)	21.7%	44.6%	19.5%	10.2%	4.0%
D.	Recycling collection services (n=989)	38.0%	41.6%	11.9%	7.1%	1.3%

Next I would like to ask you a few questions about the City of Carlsbad’s Library programs and services.

12. For each of the following library services or programs, please tell me if you have heard, read or seen anything about these being offered at Carlsbad’s Library.

Here’s the (first/next) one _____ (READ ITEM). Were you aware that the City of Carlsbad’s Library offers this program or service?

RANDOMIZE	<u>Aware</u>	<u>Not Aware</u>	<u>(DON'T READ DK/NA</u>
A. Improving the reading and other literacy skills of children and adults of all ages and reading levels	64.9%	33.0%	2.1%
B. Access at home to online magazines and other online subscription sources	30.7%	66.9%	2.4%
C. Access at the library to computers with Internet access	88.2%	10.0%	1.9%
D. Cultural events at the library such as concerts and author presentations	68.3%	30.0%	1.7%
E. Book delivery to residents that are physically limited from leaving their homes	20.6%	77.5%	1.9%

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

13. Are you satisfied or dissatisfied with the City’s efforts to communicate with residents? (GET ANSWER, THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

		<u>With DK/NA Factored Out (n=949)</u>	
29.3%	Very satisfied	30.9%	Very satisfied
49.5%	Somewhat satisfied	52.2%	Somewhat satisfied
11.1%	Somewhat dissatisfied	11.7%	Somewhat dissatisfied
5.0%	Very dissatisfied	5.2%	Very dissatisfied
5.1%	(Don't Read) DK/NA		

2009 Public Opinion Survey – Toplines
City of Carlsbad

14. Please tell me how often you use each of the following sources when looking for information about City issues, services or activities: never, seldom, sometimes or regularly?

(If needed: Seldom is less than once a month, sometimes is once a month or more, and regularly is once a week or more.)

RANDOMIZE		<u>Never</u>	<u>Seldom</u>	<u>Sometimes</u>	<u>Regularly</u>	<u>(DON'T READ) DK/NA</u>
A.	The City of Carlsbad web site ...	33.1%	20.7%	28.0%	17.7%	0.5%
B.	The North County Times or www.nctimes.com.....	38.7%	13.8%	19.1%	27.5%	0.9%
C.	The San Diego Union-Tribune or www.signonsandiego.com	32.8%	15.7%	21.9%	29.2%	0.4%
D.	The community services or recreation guide.....	20.4%	17.8%	29.2%	31.8%	0.8%
E.	Social media websites such as Facebook, Twitter or YouTube.....	64.1%	10.9%	7.6%	16.7%	0.7%
F.	Flyers that come in your water bill	29.8%	15.8%	22.9%	25.5%	6.0%
G.	Flyers at city buildings like the Library, Senior Center, or community centers.....	32.2%	24.5%	27.4%	14.4%	1.4%
H.	Television news	22.3%	19.4%	22.1%	35.3%	0.8%

15. What TV service does your home subscribe to?

- 58.9% Time Warner
- 16.8% AT&T U-Verse (SKIP TO Q18)
- 7.3% Direct TV(SKIP TO Q18)
- 6.1% Dish Network (SKIP TO Q18)
- 5.0% None (SKIP TO Q18)
- 5.8% (Don't Read) DK/NA (SKIP TO Q18)

16. How often do you watch the Carlsbad City Channel, on channel 24 or 126: never, seldom, sometimes or regularly?

(If needed: Seldom is less than once a month, sometimes is once a month or more, and regularly is once a week or more.)

n=589

- 51.7% Never (SKIP TO Q18)
- 30.7% Seldom
- 13.0% Sometimes
- 4.6% Regularly
- 0.0% (Don't Read) DK/NA (SKIP TO Q18)

17. What is the primary reason you watch the Carlsbad City Channel? (DO NOT READ – RECORD FIRST RESPONSE ONLY)

n=285

- 47.3% Get information on City/ community events
- 19.8% Watch City Council Meetings
- 16.3% Nothing else on/ channel surfing
- 7.3% Certain issues that interest me
- 1.4% School issues
- 1.2% Arts and music
- 0.5% Local sports
- 0.6% Other (Please Specify_____)
- 5.5% DK/NA

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

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

- 24.4% Severe water shortage
- 34.7% Water shortage but less than severe
- 28.9% Adequate water supply
- 2.0% Surplus water period
- 10.0% (Don't Read) DK/NA

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

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

		<u>With DK/NA Factored Out (n=987)</u>	
74.3%	Yes [GO TO Q20]	75.3%	Yes [GO TO Q20]
24.4%	No [SKIP TO Q22]	24.7%	No [SKIP TO Q22]
1.3%	(Don't Read) DK/NA [SKIP TO Q22]		

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

n=743

- 37.6% TV
- 28.0% Newspaper
- 15.6% Brochures
- 11.9% Radio
- 11.6% Water/ utility bill
- 10.7% Newsletters
- 10.4% Curb signs
- 7.0% Website
- 5.4% Family/ friends/ other word of mouth
- 4.0% Posters
- 3.7% Information in the mail
- 3.4% Flyer
- 2.3% Public events/ booth
- 2.1% School
- 2.1% Signs near lagoons/ beach/ trails
- 1.4% City building or library
- 0.5% Surfrider Foundation
- 0.2% Movie theaters
- 0.7% Other (Please Specify_____)
- 5.3% (Don't Read) Don't know/ not sure

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

n=743

27.8%	Properly disposed of hazardous waste
18.7%	Used a commercial car wash
12.1%	Used environmentally friendly soaps, pesticides, etc.
10.7%	Cleaned up trash at parks and beaches
9.4%	Recycled
9.4%	Reduced water usage/ used water more efficiently
5.1%	I do everything I can/ I don't pollute
4.9%	Stopped washing driveway
4.2%	Cleaned up animal waste
4.2%	Reduced run-off/ erosion control
4.0%	Careful of what goes down sewer/ no longer dump down storm drain
1.6%	Taught others/ reported violators
1.4%	Don't wash cars as much/ don't wash in driveway
1.0%	Don't litter
0.7%	Fixed leaks
0.4%	Changed landscaping
0.3%	Used different/ less pesticides
1.5%	Other (Please Specify_____)
16.9%	Have not done anything
2.2%	DK/NA

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

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

- 53.4% Regularly, once a week or more
- 25.2% Sometimes, once a month or more
- 18.4% Seldom, less than once a month
- 2.7% Never [SKIP TO QA]
- 0.3% (Don't Read) DK/NA [SKIP TO QA]

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

<u>n=970</u>		<u>With DK/NA Factored Out (n=965)</u>	
43.3%	Excellent	43.5%	Excellent
44.9%	Good	45.2%	Good
9.2%	Fair	9.2%	Fair
2.0%	Poor	2.0%	Poor
0.1%	Very poor	0.1%	Very poor
0.5%	(Don't Read) DK/NA		

If poor or very poor [ASK Q24 IF Q23=4 OR 5 OTHERWISE SKIP TO QA]

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

Caution: Small Sample Size, n=20

- 49.4% Because of the people and their activities
- 20.5% No enough parking
- 14.9% Needs more unique businesses/ better restaurants
- 13.6% Too much traffic
- 10.3% Not bike friendly
- 8.0% Area is not sophisticated enough for changing demographics/ much of the area is very old/ needs to be updated
- 3.9% Area is not clean/ needs more upkeep
- 3.9% Other

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

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

20.9%	Rent
76.9%	Own
2.2%	(Don't Read) Refused

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

58.5%	No children
16.6%	1 child
17.2%	2 children
6.6%	3 or more children
1.1%	(Don't Read) Refused

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

11.1%	18 to 24 years
11.5%	25 to 34 years
16.9%	35 to 44 years
20.7%	45 to 54 years
16.3%	55 to 64 years
18.1%	65 years or older
5.4%	(Don't Read) Refused

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

22.3%	La Costa/La Costa Canyon/ La Costa Oaks	0.5%	Aqua Hedionda Lagoon
7.6%	Aviara	0.5%	Evans Point
7.1%	The Village/ Downtown	0.4%	Canterbury
6.6%	Calavera/ Calavera Hills	0.4%	Chestnut Hills
4.1%	Carillo Ranch	0.4%	Lakeshore Gardens
2.2%	Old Carlsbad	0.4%	Las Playas
2.2%	South Carlsbad	0.4%	Northwest Carlsbad
1.7%	Bressi Ranch	0.4%	Sea Cliff
1.7%	Poinsettia	0.4%	Vista Pacifica
1.6%	Barrio	0.3%	Alga Hills
1.4%	Spinnaker Hills/Pointe	0.3%	Bay Collection
1.4%	The Cove	0.3%	Sea Bright
1.2%	Laguna Riviera	0.3%	The Ranch
1.1%	Tamarack	0.2%	Altamira
1.0%	Bristol Cove	0.2%	Central Carlsbad
1.0%	Mariners Point	0.2%	Hanover Beach Colony
0.9%	North Carlsbad	0.2%	Lanikai Mobile Home Park
0.8%	Rancho Carlsbad	0.2%	Northeast Carlsbad
0.7%	Rancho Ponderosa	0.2%	Pacific View Estates
0.7%	Tanglewood	0.2%	Santa Fe Trails
0.7%	Taramar	0.2%	The Summit
0.6%	Capri	0.1%	Camino Hills
0.6%	Carlsbad Heights	0.1%	Carlsbad Crest
0.6%	Harbor Point	0.1%	Spyglass
0.6%	San Pacifico	8.3%	Other (Please Specify_____)
0.6%	Waters End	7.3%	None, I just live in Carlsbad
		7.0%	Refused

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

72.8%	White or Caucasian
13.2%	Hispanic or Latino
3.5%	Asian
1.3%	African American or Black
0.5%	Other (Please Specify_____)
8.7%	(Don't Read) Refused

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

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

48.0%	Male
52.0%	Female