



2010 Public Opinion Survey Report

Presented to the City of Carlsbad

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[bw] RESEARCH
PARTNERSHIP



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EXECUTIVE SUMMARY

INTRODUCTION TO THE STUDY

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

The main research objectives of the 2010 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 residents' preferences for the City's trash and recycling containers;
- identify residents' 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 8 through 16, 2010 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.

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.

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) 2010 demographic estimates for the City of Carlsbad. It is estimated that among Carlsbad's 106,804 residents, 83,248 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. The results presented in this report accurately reflect Carlsbad's adult population by age, gender, ethnicity, and geographic distribution (zip code) within the City.

CONCLUSIONS

The 2010 survey shows that in spite of a down economy and high profile government scandals elsewhere in the state, residents continue to have a high level of confidence in their city government and give the City high marks in everything from quality of life to safety, parks, libraries, and other important services.

- 96 percent of residents feel the quality of life in Carlsbad is good or excellent.
- 92 percent of residents are satisfied with the job the City is doing.
- 78 percent of residents have confidence in Carlsbad city government to make decisions that positively affect the lives of community members.

The percentage of residents satisfied with the job the City is doing to provide services **increased** from 89 percent in 2009 to 92 percent in 2010. Satisfaction with the City's efforts to manage traffic congestion on city streets was one of the more significant increases over previous years, with 74 percent in 2010 reporting satisfaction compared to 70 percent in 2009, 68 percent in 2008, and 64 percent in 2007.

Overall Indicators for the City of Carlsbad

There are several key metrics or indicators that we evaluate every year from the survey results to gauge residents' overall level of satisfaction with the City and the perceived quality of life in the community. These indicators include an assessment of the overall job the City is doing to provide services as well as some of the issues that have historically been of high importance to residents such as maintaining public safety and managing growth and development. In 2010, many of these broad indicators reached new high levels of satisfaction among Carlsbad residents. They include:

- **Residents who indicated they were very satisfied with the overall job the City is doing to provide services** – For the first time, 60 percent of residents indicated they were very satisfied with the overall job the City is doing to provide services. This is only a percentage point or two above the previous high, but it still a notable threshold to achieve.
- **Perception of public safety and law enforcement efforts** – Ninety-three percent of residents who provided an opinion were satisfied with the City's efforts to provide law enforcement services and less than ten percent (9%) of residents indicated they felt unsafe walking alone in their neighborhood after dark. Again, the proportional increase above the previous high was only incremental but still notable in the threshold (below 10 percent) that was achieved.
- **Managing the City's growth and development** – Just over two-thirds of residents (67%) are satisfied with the job the City is doing to manage growth and development, an increase of ten percentage points from 2007. This finding is likely due the decrease in growth and development in Carlsbad since 2007 as a result of the economy.

Additional Analysis

Neighborhood Differences

The sampling methodology used for this study was implemented to ensure that overall results were reflective of the City's entire adult population as well as each of the four zip codes that make up Carlsbad (based on the San Diego Association of Government's 2010 zip code estimates). However, the four zip code quadrants of Carlsbad do not allow us to adequately differentiate all of the neighborhoods that exist in Carlsbad. Part of the challenge in comparing Carlsbad's neighborhoods is that not all neighborhoods in Carlsbad have an agreed upon name. For example, the neighborhood around Carlsbad High School represents a considerable portion of the City's population but does not have a commonly identifiable title as a neighborhood.

The following results provide an analysis of the neighborhoods within Carlsbad where there were large enough sample sizes to reliably compare differences within the City.

1. Residents who identified themselves as living in Calavera or Calavera Hills as well as Carrillo Ranch were ***more likely*** to indicate they were very satisfied with the overall job the City of Carlsbad is doing to provide services and were ***more likely*** to indicate they were very confident in Carlsbad city government in comparison to the average response of Carlsbad residents.
2. Residents who identified themselves as living in La Costa, La Costa Canyon, or La Costa Oaks as well as Downtown Carlsbad or the Village were ***less likely*** to indicate they were very satisfied with the overall job the City of Carlsbad is doing to provide services and were ***less likely*** to indicate they were very confident in Carlsbad city government in comparison to the average response of Carlsbad residents.
3. Residents who identified themselves as living in Calavera or Calavera Hills as well as Carrillo Ranch were also ***more likely*** to have a high sense of community whereas residents that identified themselves as living in La Costa, La Costa Canyon, or La Costa Oaks as well as Downtown Carlsbad or the Village were ***less likely*** to have a high sense of community.

KEY FINDINGS

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

- Ninety-two percent of residents were satisfied with the job the City of Carlsbad is doing to provide city services. Sixty percent of residents were “Very satisfied” and 32 percent were “Somewhat satisfied” with the job the City is doing.
- An overwhelming 96 percent of residents indicated a positive quality of life in Carlsbad (“Excellent” 61%, “Good” 36%).
- Seventeen percent of residents viewed the quality of life as “Getting better” and 15 percent viewed it as “Getting worse.” The strong majority (65%) of residents felt the quality of life in Carlsbad was “Staying about the same.”
 - When the 153 respondents (out of the total sample size of 1,000) who rated the quality of life as “Poor” or “Very poor” or felt it was getting worse were asked about the number one way to increase quality of life, the most frequently cited recommendations were to stop building and growth (34%), improve the quality of the roads and other infrastructure (13%), and fix the traffic problems (11%).
- Assessed through a seven-question series, 44 percent of residents were classified as having a “High” sense of community, 44 percent as “Medium,” and 12 percent as having a “Low” sense of community. Respondents demonstrated the highest level of agreement with items related to “Mutual concerns” and “Community values.”
- Nearly all (98%) residents felt safe walking alone in their neighborhood *during the day* (“Very” 87%, “Somewhat” 11%). Eighty-seven percent of residents felt safe walking alone *after dark* (“Very” 51%, “Somewhat” 36%).
- Seventy-eight percent of residents have confidence in Carlsbad city government to make decisions that positively affect the lives of its community members (“Very” 22%, “Somewhat” 55%).
- At least 90 percent of residents who provided an opinion were satisfied with the City’s efforts to:
 - “Provide library services” (96% satisfaction);
 - “Maintain city parks” (96%);
 - “Provide fire protection and prevention services” (95%);
 - “Provide sewer services” (93%);
 - “Provide law enforcement services” (93%); and
 - “Provide water services” (90%).

- When offered two conflicting opinions regarding trash and recycling services, respondents indicated a preference for the current system (57%) rather than three new city-provided bins accompanied by a two dollar monthly increase in trash and recycling service fees (36%).
- Seventy-four percent of residents were either “Very” (31%) or “Somewhat” (42%) satisfied with the City’s efforts to communicate with residents.
- Nearly two-thirds of residents (65%) have seen or heard information in the past year about how residents can prevent the pollution of local creeks, lagoons, and the ocean.
- Nearly all (97%) residents have visited Carlsbad’s Downtown Village.
 - The majority of residents regularly visited (53%), 24 percent sometimes visited, and 19 percent visited the Village less than once a month.
 - Nine of ten residents who visited Carlsbad’s Downtown Village rated their experience positively.
 - The two most common recommendations for improving Carlsbad’s Downtown Village included improving parking (18%) and adding unique businesses or better restaurants (16%).

NOTABLE CHANGES FROM THE 2009, 2008, AND 2007 SURVEYS

Below are the most notable changes in Carlsbad residents’ opinions, perceptions, and behaviors from the 2009, 2008, and 2007 surveys.

- Residents’ overall satisfaction with the job Carlsbad is doing to provide services in 2010 improved from 2009 (92% vs. 89%), driven by an increase in the percentage “Very satisfied” (60% vs. 56%). The increase from 2009 places the 2010 satisfaction back in line with the percentages reported in 2008 (91%) and 2007 (92%).
- Each year, more residents have indicated that the quality of life in Carlsbad is “Staying about the same.” From 2007 to 2010, this response has increased from 48 percent to 65 percent of residents.
- The number of respondents reporting some measure of dissatisfaction with the quality of life in Carlsbad¹ was statistically lower in 2010 than previous years (2010: 15%; 2009: 21%; 2008: 20%).
 - The leading suggestion, from the relatively small percentage (15%) of residents who indicated some measure of dissatisfaction with the quality of life in Carlsbad, remained that the City should halt building and growth. Although still in the top position, the percentage citing this response has declined each year (2010: 34% 2009: 37%; 2008: 48%) and was statistically lower than 2008 (statistically unchanged from 2009).

¹ Residents who rated the quality of life in Carlsbad as “Poor” or “Very poor” or felt it was getting worse.

- Among the 153 respondents, the most significant difference in responses from prior years was an increase in the percentage of respondents indicating that the City should “Improve the quality of the roads and other infrastructure,” which moved from a less common response to the second most common response (2010: 13% 2009: 3%; 2008: 2%).
- The proportion of residents classified as having a “High” sense of community increased in 2010 as compared with 2009 (44% vs. 38%) and the percentage in the “Medium” category decreased (44% vs. 48%), placing the results back in line with 2008 and 2007.
- Statistically fewer respondents indicated feeling unsafe when walking alone in their neighborhood after dark in 2010 (9%) when compared to 2007 (11%).
- In 2010, overall confidence in city government improved from the level reported in 2009, making it statistically consistent with the levels reported in 2008 and 2007 (2010: 78% 2009: 74%; 2008: 76%; 2007: 79%).
- All changes in satisfaction with specific city services evidenced from previous years were positive improvements.
 - From 2009 to 2010, there was a statistically significant increase in satisfaction for providing law enforcement services (2010: 93%; 2009: 90%; 2008: 92%; 2007: 92%).
 - The percentage of residents satisfied with the City’s efforts to manage traffic congestion on city streets was significantly higher in 2010 than each of the three previous years (2010: 74%; 2009: 70%; 2008: 68%; 2007: 64%).
 - The percentage of residents satisfied with the City’s efforts to manage growth and development has also increased each year, with the percentage statistically higher than 2008 and 2007 (2010: 67%; 2009: 64%; 2008: 62%; 2007: 57%).

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.

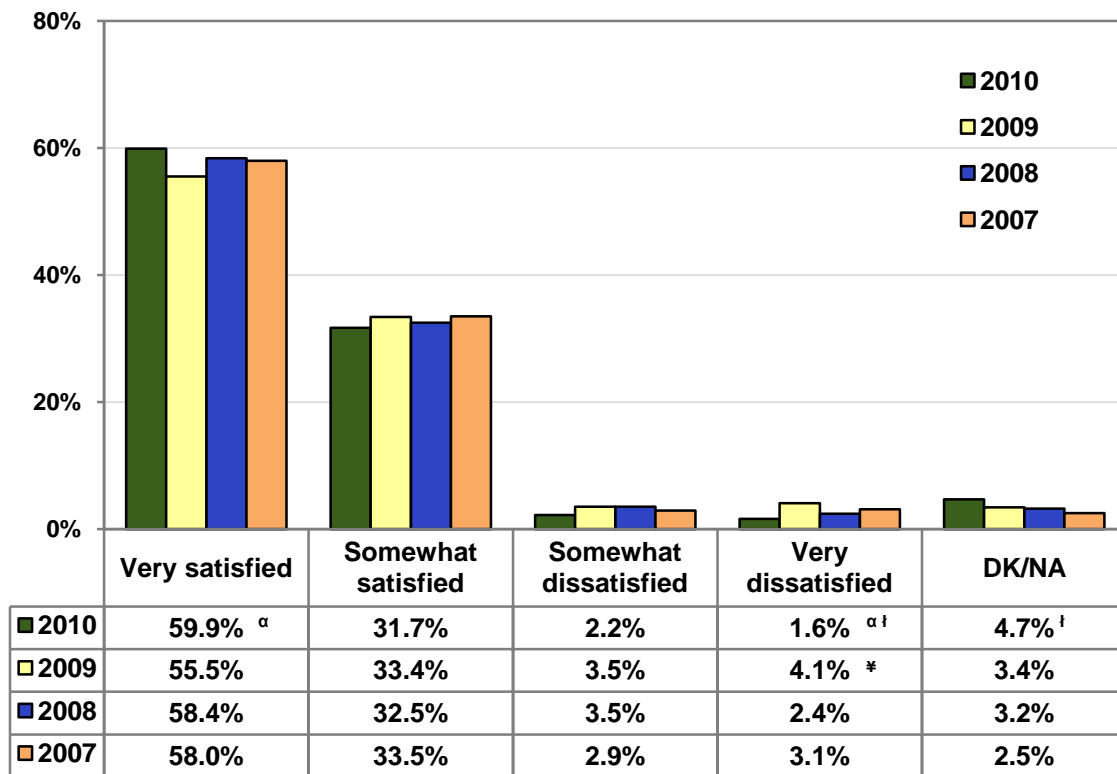
SATISFACTION WITH CITY SERVICES

Sixty percent of residents were “Very satisfied” and 32 percent were “Somewhat satisfied” with the job the City is doing to provide services in 2010, resulting in an overall satisfaction rating of 92 percent.

Residents’ overall satisfaction with the job Carlsbad is doing to provide services in 2010 improved from the percentage reported in 2009 (92% vs. 89%), driven by an increase in the percentage “Very satisfied” (60% vs. 56%). The rebound from 2009 places the 2010 satisfaction back in line with the percentages report in 2008 (91%) and 2007 (92%).

Dropping below two percent, a statistically significant decrease was observed in the percentage of residents “Very dissatisfied” from 2009 to 2010 (4% vs. 2%). This drop accompanies a statistically significant decrease in the overall percentage of residents reporting dissatisfaction (“Very” plus “Somewhat”) when compared to each of the past three years (2010: 4%; 2009: 8%; 2008: 6%; 2007: 6%).

Figure 1 Satisfaction with City Services



^α Statistically significant change from 2009 (p< .05)

[‡] Statistically significant change from 2008

[†] Statistically significant change from 2007

Analyses of 2010 survey responses by resident sub-groups will be presented in text boxes throughout this report.

To follow is the assessment of residents' 2010 satisfaction with the job the City of Carlsbad is doing to provide city services by sub-groups.

- As residents' quality of life perception increased, so did their reported satisfaction with the job the City is doing to provide services ("Excellent" quality of life 96% satisfied; "Good" 88%; "Fair" 64%). Those that felt the quality of life was getting worse were significantly less likely to be satisfied with the job the City is doing to provide services ("Getting better" 97% satisfied; "Staying about the same" 93%; "Getting worse" 82%).
- As expected, confidence in Carlsbad government and satisfaction with city-resident communication were both positively correlated with respondents' satisfaction with the delivery of city services. Experience visiting Carlsbad Village was also positively correlated with how satisfied respondents were with city services.
- Respondents who felt unsafe walking around their neighborhood alone after dark were more likely to be dissatisfied with city services ("Safe" 3%; "Unsafe" 9%).
- As residents' sense of community increased, so did their reported satisfaction ("High" sense of community 96% satisfied; "Medium" 89%; "Low" 84%).
- 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 the quality of life in Carlsbad; and
 - Satisfaction with the City's efforts to repair and maintain local streets and roads.

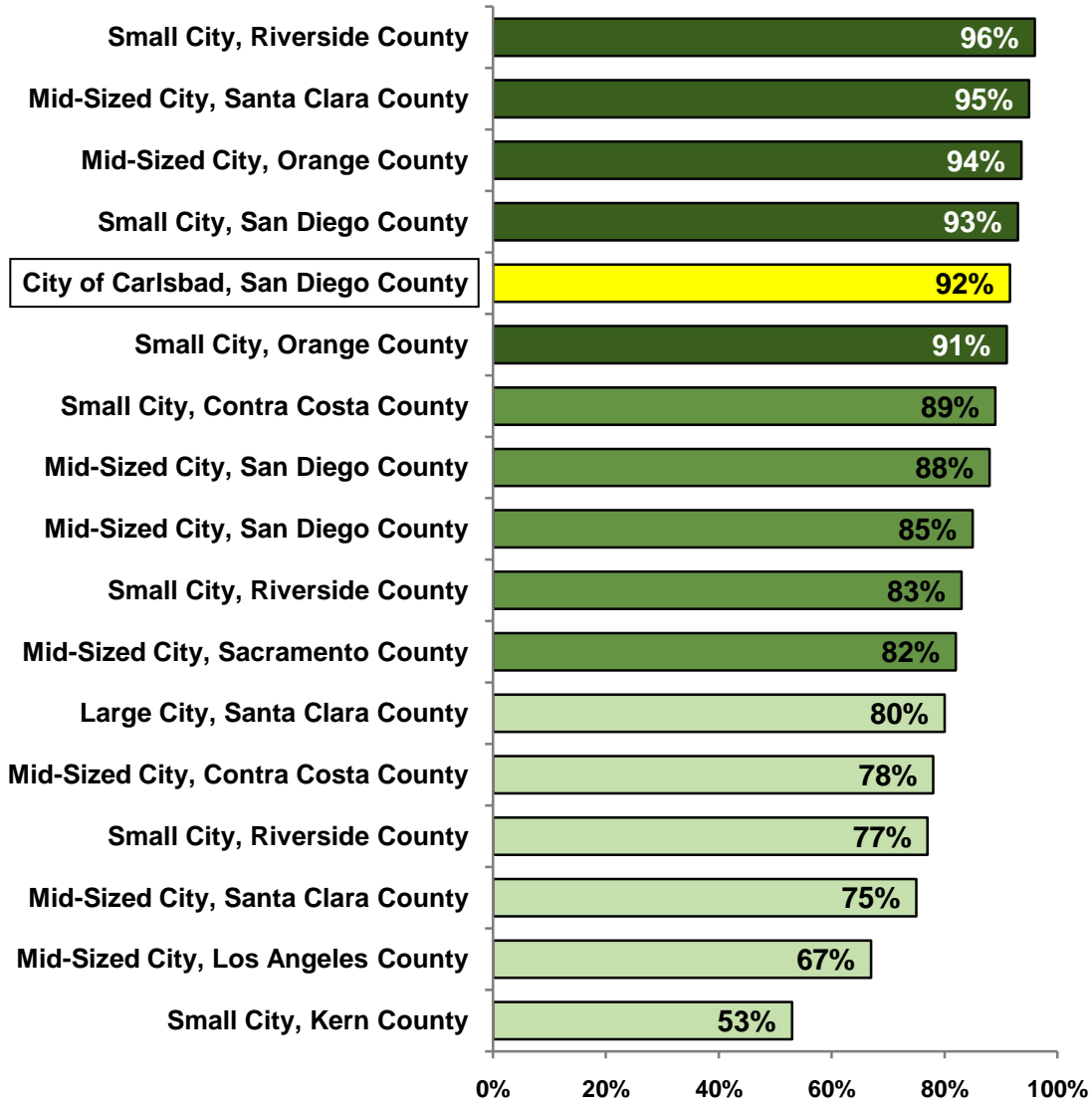
Demographically

- Although overall satisfaction was comparable among men and women, men were more likely to feel "Somewhat satisfied" (36%) than "Very satisfied" (55%) when compared to women ("Somewhat" 28%; "Very" 64%).
- There was no difference in total satisfaction with the job the City is doing to provide services by zip code. However, respondents in the 92010 were the most likely to report being "Very satisfied" (92008: 53% "Very satisfied"; 92009: 58%; 92010: 72%; 92011: 64%).
- By neighborhood, fewer residents of The Village/ Downtown (83%) were satisfied with city services when compared to Calavera/ Calavera Hills (97%), Aviara (97%), and La Costa/ La Costa Canyon/ La Costa Oaks (93%).

SATISFACTION: COMPARISON TO OTHER CITIES

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 92 percent satisfaction, Carlsbad remained in the top tier in 2010.

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.

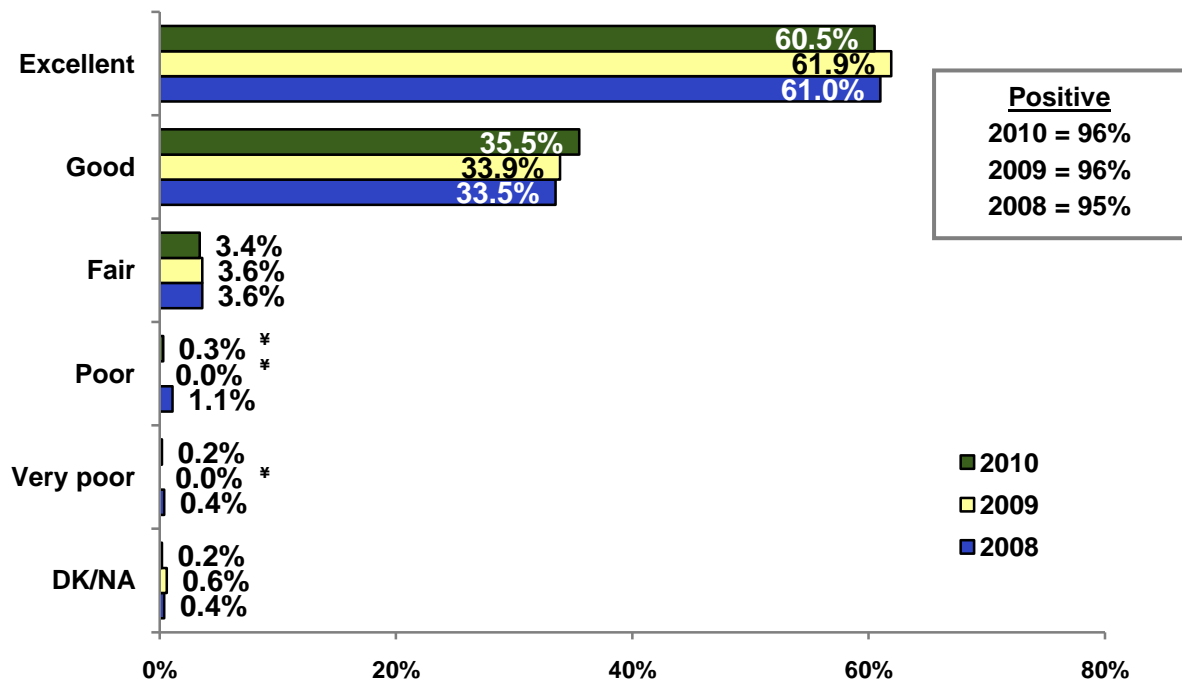


QUALITY OF LIFE

Overall, 96 percent of residents provided a positive rating for the quality of life in Carlsbad in 2010 (statistically unchanged from the 96% and 95% reported in 2009 and 2008 respectively). Sixty-one percent of residents rated the quality of life in Carlsbad as “Excellent” and 36 percent rated it as “Good.”

Although statistically more residents provided a negative quality of life rating in 2010 than 2009, the increase was only 0.4 percent³ (2010: 0.4% vs. 2009: 0.0%). Compared with 2008, statistically fewer residents in both 2010 and 2009 reported a negative quality of life (1.5% in 2008).

Figure 3 Quality of Life Rating⁴



^α Statistically significant change from 2009 (p< .05)

[‡] Statistically significant change from 2008

³ Discrepancy in the text versus the graphic is due to rounding (“Poor” shown in the graphic as 0.3% is 0.28% and “Very poor” shown in the graphic as 0.2% is 0.16%).

⁴ Question not asked in 2007.

To follow is the assessment 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 both during the day and at night; and experience visiting Carlsbad's Downtown Village.
- All respondents who felt the quality of life in the City was "Getting better" rated the quality of life favorably (73% "Excellent" and 27% "Good").
- Nearly all residents (99.7%) "Very confident" in Carlsbad city government to make decisions that positively affect the lives of its community members rated the quality of life favorably (81% "Excellent" and 18% "Good"). Overall, 98 percent of those confident in city government provided a positive rating compared with 89 percent of those not confident in city government.
- Residents satisfied with the job the City is doing to provide services were much more likely than those dissatisfied to positively rate the quality of life in the City (97% vs. 80%).
- 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;
 - Satisfaction with the City's efforts to provide local arts and cultural opportunities; and
 - Experience visiting Carlsbad's Downtown Village.

Demographically

- Ninety-nine percent of residents in both the 35 to 44 year age group and the 65 or older age group indicated a positive response regarding their quality of life. Residents in the 18 to 24 year age group provided the lowest "Excellent" or "Good" ratings of all the age groups (although still at 91%) and were the most likely to rate the quality of life as "Fair" (9%).
- Carlsbad residents who lived in a single family detached home were more likely to offer a positive assessment of their quality of life (97%) compared to apartment residents (91%).
- All respondents who lived in Calavera/ Calavera Hills indicated that they felt the quality of life in the City was "Excellent" (63%) or "Good" (37%). Other neighborhoods with high positive quality of life ratings included Carrillo Ranch (98%) and Aviara (97%).

PERCEIVED DIRECTION

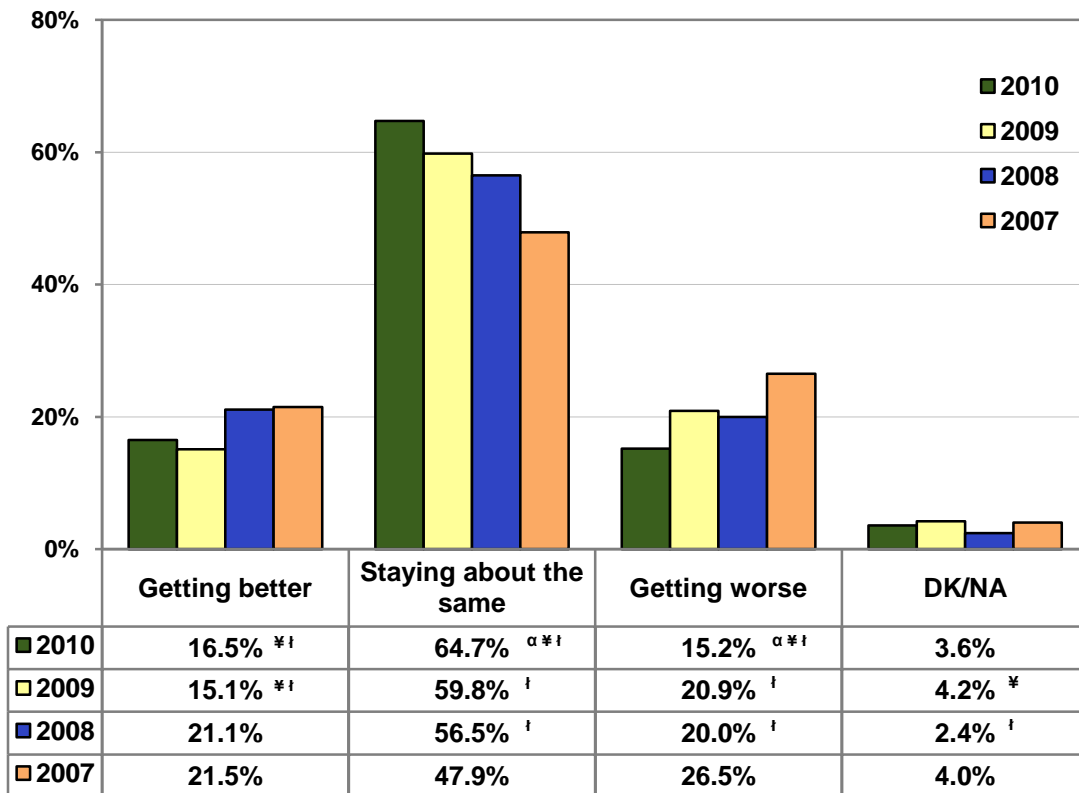
Residents were next asked whether they thought the quality of life in the City was getting better, getting worse, or staying about the same. In 2010, 65 percent viewed the quality of life as “Staying about the same,” 17 percent of residents viewed it as “Getting better,” 15 percent viewed it as “Getting worse,” and four percent did not know or declined to state.

Each year, more residents have indicated that the quality of life in Carlsbad is “Staying about the same.” From 2007 to 2010, this response has increased from 48 percent to 65 percent of residents. The large increase in this response category has resulted in a decrease across the other response categories as compared with 2007 and 2008.

The percentage of residents that felt the quality of life was “Getting better” remained statistically unchanged from 2009, but declined from the percentages reported in 2008 and 2007 (2010: 17%; 2009: 15%; 2008: 21%; 2007: 22%).

Compared with each of the three prior years, fewer residents indicated that the quality of life was “Getting worse” (2010: 15%; 2009: 21%; 2008: 20%; 2007: 27%).

Figure 4 Quality of Life Direction



^α Statistically significant change from 2009 (p< .05)
[‡] Statistically significant change from 2008
[‡] Statistically significant change from 2007

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

- The majority of residents who viewed the quality of life in the City as “Fair” viewed the direction as “Getting worse” (65%), whereas the majority of residents who viewed the quality of life as “Excellent” (67%) or “Good” (65%) viewed the direction as “Staying about the same.”
- As residents’ sense of community increased, their perceptions regarding the direction of the quality of life in Carlsbad became more positive.
- Thirty-one percent of residents who felt unsafe walking alone in their neighborhood after dark rated the quality of life as “Getting worse” (compared with 14% among those who felt safe).
- 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” (33%). Forty-two percent of residents who indicated a lack of confidence viewed the quality of life as “Getting worse.”
- Residents 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 dissatisfied to feel that the quality of life in the City was improving.
- A regression analysis revealed the following as the top predictors of residents’ views on the direction of the community:
 - Satisfaction with the City’s efforts to manage residential growth and development and
 - Confidence in Carlsbad government to make decisions that positively affect the lives of residents.

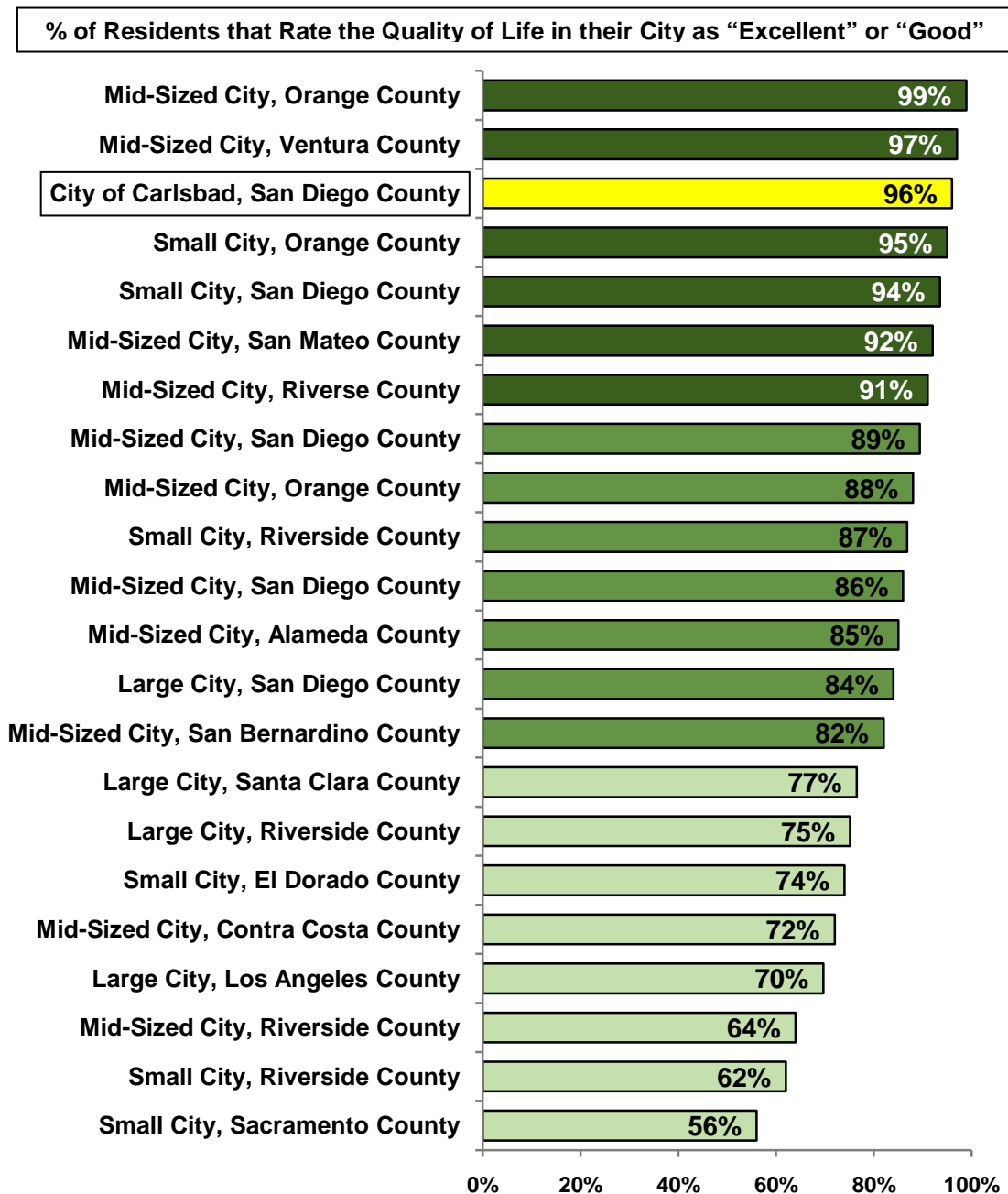
Demographically

- Residents 45 to 54 years old were the most likely among the age groups to view the quality of life as “Getting worse” (21%), followed closely by residents 55 to 64 (19%). Young adults aged 18 to 24 years were the most likely to believe the quality of life was “Getting better” (30%).
- Negative perceptions regarding the direction of the community were more common from residents that have lived in Carlsbad for 15 or more years (23%) compared to those who have lived in Carlsbad for less than 15 years (11%).
- Apartment residents were less likely than those living in single-family detached homes to believe the quality of life was staying the same (49% vs. 66%) and more likely to view the quality of life as “Getting better” (27% vs. 14%).

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 placed within the top tier among comparable resident research studies.

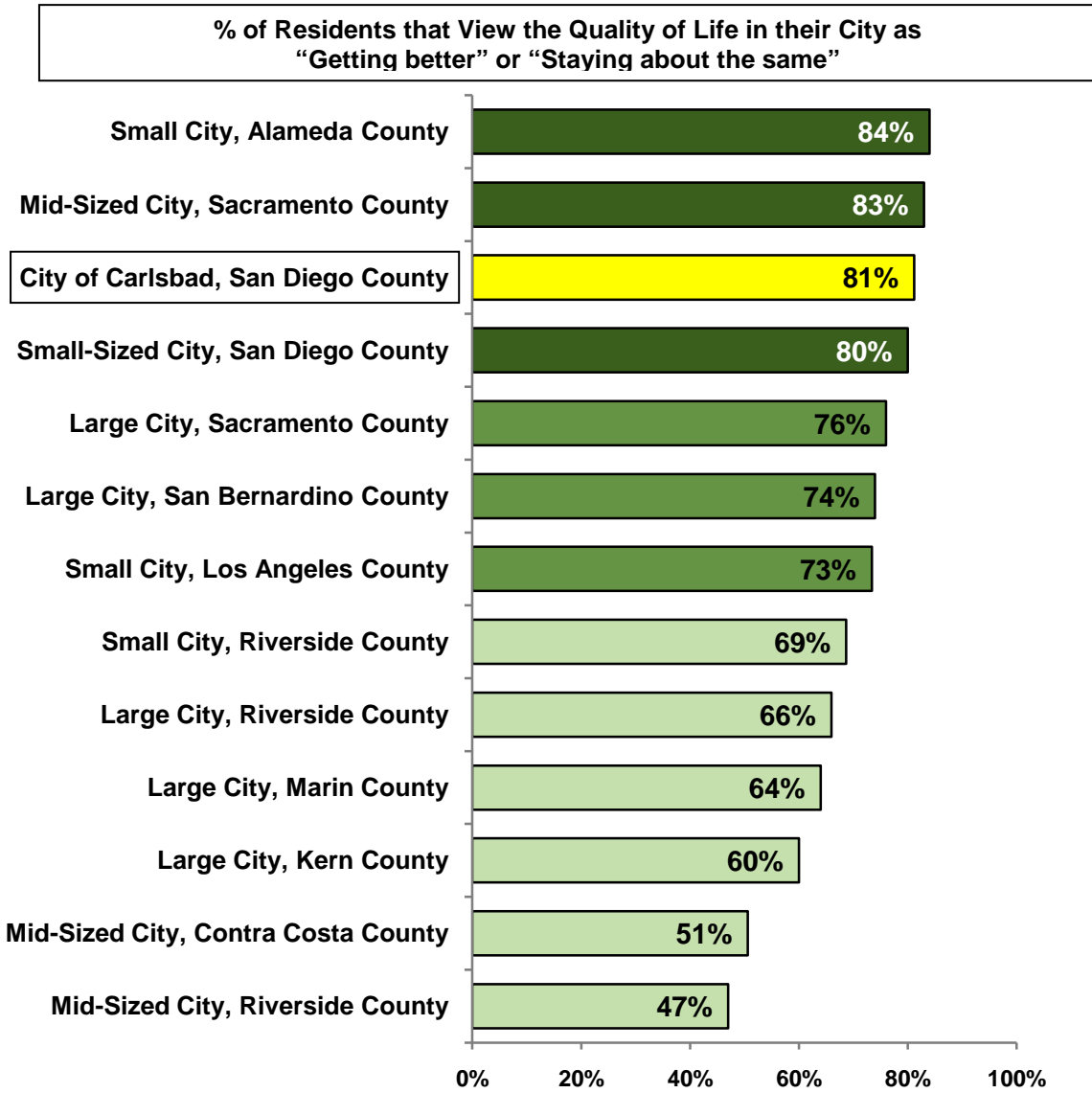
Figure 5 Quality of Life Rating: Comparison to Other Cities⁵



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.

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 rose from the middle tier in 2009 to the top tier in 2010.

Figure 6 Quality of Life Direction: Comparison to Other Cities⁶



⁶ 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.



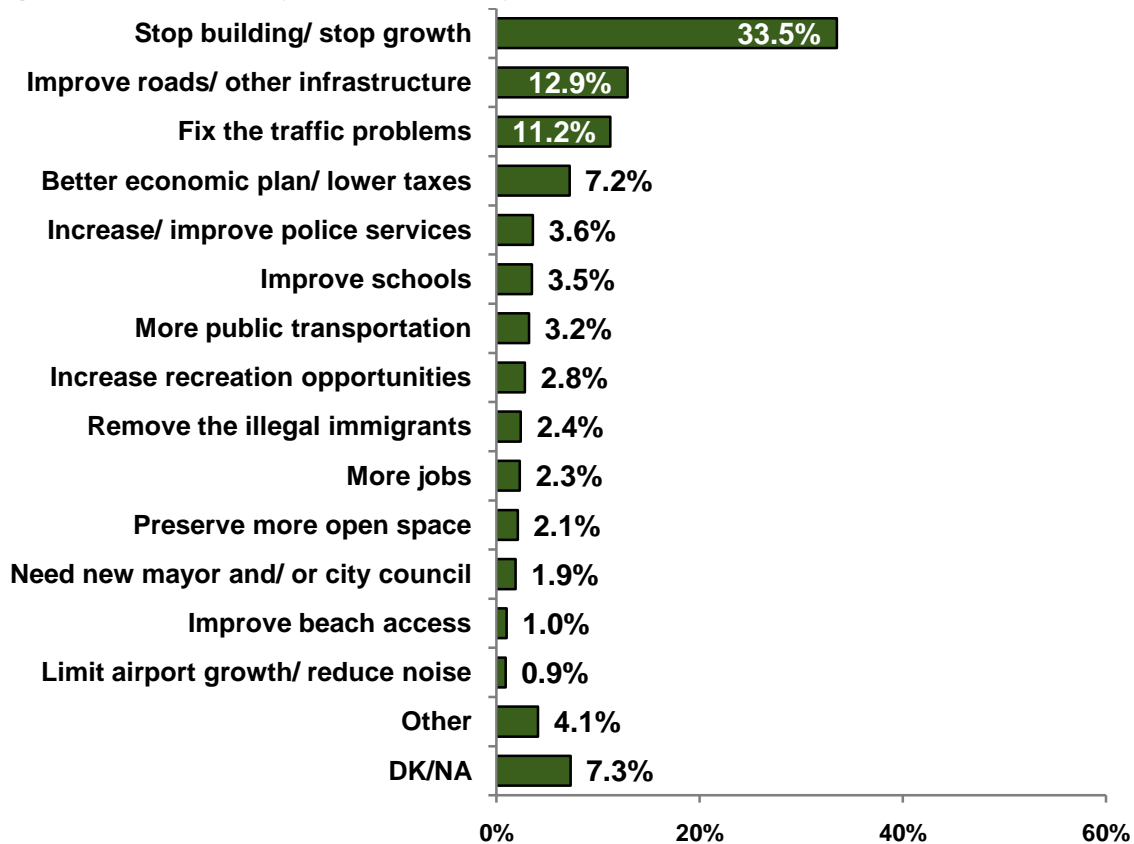
NUMBER ONE WAY TO INCREASE QUALITY OF LIFE

As a follow-up question, the 15 percent of residents (153 respondents) who rated the quality of life in the City as “Poor” or “Very poor” or felt it was getting worse were asked to report the number one thing that the City could do to improve the quality of life within the community. The number of respondents in this group was statistically lower than in previous years (2010: 15%; 2009: 21%; 2008: 20%).

The most frequently cited response among this group was to stop building and growth (34%) to increase the quality of life, followed by “Improve the quality of the roads and other infrastructure” (13%), “Fix the traffic problems” (11%), and “Better economic plan/ lower taxes” (7%).

Please note that the percentage of respondents for each issue only represents the 15 percent of Carlsbad residents who indicated some measure of dissatisfaction with the quality of life in Carlsbad. As such, the 34 percent of residents who answered this question by stating that the City should stop building and/ or stop growth represent only five percent of all respondents who answered the survey (15% of respondents asked the question multiplied by the 33.5% who provided that response).

Figure 7 Number One Way to Increase Quality of Life (n=153)



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The leading suggestion for the number one way to improve the quality of life among the sub-group asked the question each year has been that the City should halt building and growth. Although still in the top position, the percentage citing this response has declined each year (2010: 34% 2009: 37%; 2008: 48%) and was statistically lower than 2008 (statistically unchanged from 2009).

The most significant difference in responses from prior years was an increase in the percentage of respondents indicating that the City should “Improve the quality of the roads and other infrastructure,” which moved from a less common response to the second most common response (2010: 13% 2009: 3%; 2008: 2%).

Respondents in both 2010 and 2009 were much more likely to cite an economic-related response such as the need for a “Better economic plan/ lower taxes” or “More jobs” than in 2008 (2010: 10%; 2009: 14%; 2008: 4%). Respondents in 2010 and 2009 were also more likely than in 2008 to decline to state or not know how to improve the quality of life (2010: 7%; 2009: 7%; 2008: 3%).

Table 1 Number One Way to Increase Quality of Life⁷

Number one thing that Carlsbad could do to improve quality of life	2010	2009	2008
Number of respondents	153	209	202
Stop building/ stop growth	33.5% [‡]	36.7% [‡]	47.7%
Improve the quality of the roads and other infrastructure	12.9% [‡]	2.5%	2.1%
Fix the traffic problems	11.2%	12.0%	12.2%
Better economic plan/ lower taxes	7.2% [‡]	6.4% [‡]	2.3%
Increase/ improve police services	3.6%	6.3%	4.3%
Improve schools	3.5%	2.9%	5.7%
More public transportation	3.2% [‡]	- [‡]	2.6%
Increase recreation opportunities	2.8%	3.7%	1.2%
Remove the illegal immigrants	2.4%	2.4%	1.6%
More jobs	2.3% [‡]	7.8% [‡]	1.8%
Preserve more open space	2.1%	2.8%	2.6%
Need new mayor and/ or city council	1.9%	2.9%	1.2%
Improve beach access	1.0%	0.7%	-
Limit airport growth/ reduce noise	0.9%	1.4%	1.3%
Build desalination plant	-	0.7%	2.1%
More programs for seniors	-	-	1.5%
Nothing needs improvement	-	0.4%	0.7%
Other	4.1%	3.8%	6.6%
DK/NA	7.3% [‡]	6.6%	2.6%

[‡] Statistically significant change from 2009 (p< .05)

[‡] Statistically significant change from 2008

⁷ 2007 responses are not presented since the follow-up question was asked of a different sub-group of residents (the overall quality of life question was not asked in 2007).



SENSE OF COMMUNITY

To assess sense of community among residents, a seven-question series known as the “Brief Sense of Community Index”⁸ 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 and overall agreement with each statement (disagreement for reverse-coded items).

Carlsbad residents reported the highest level of agreement with items related to “Mutual concerns” (76% average) and “Community values” (74% average).

Table 2 Sense of Community Index

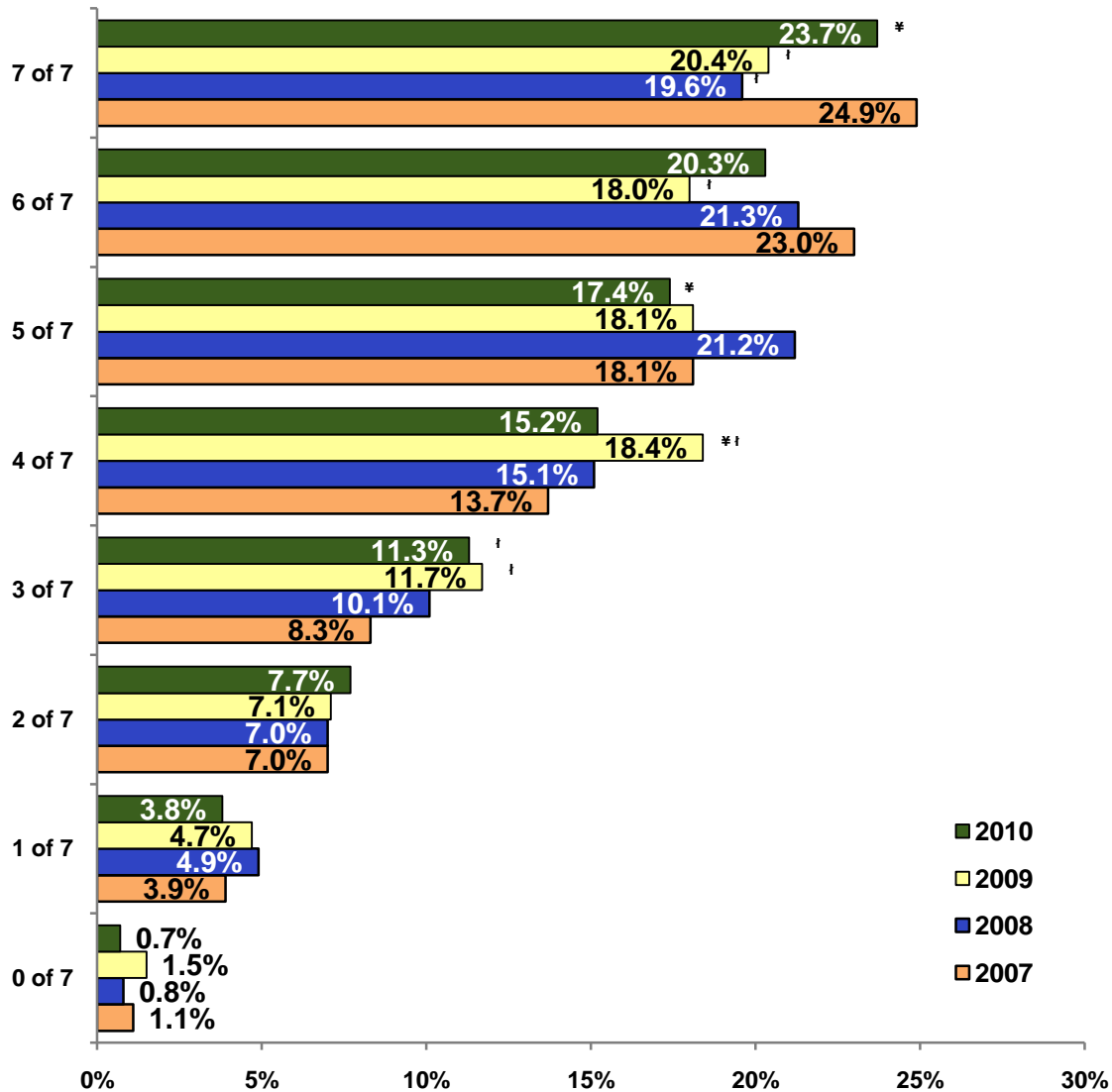
	Strongly agree	Agree	Total Agree	Average
<u>Social Connections</u>				
I can recognize most of the people who live in my neighborhood	29.2%	46.0%	75.2%	48.1%
I have almost no influence over what my neighborhood is like	12.6%	38.5%	36.9%*	
Very few of my neighbors know me	22.2%	40.0%	32.1%*	
<u>Mutual Concerns</u>				
My neighbors and I want the same things from this community	24.6%	51.4%	76.0%	75.8%
If there is a problem in my neighborhood, people who live here can get it solved	20.8%	54.8%	75.6%	
<u>Community Values</u>				
It is very important for me to feel a sense of community with other residents	28.9%	51.2%	80.1%	74.1%
	Very strong	Some-what strong	Total Strong	
How strongly feel sense of community	28.6%	39.4%	68.0%	
* Items reverse coded. Percentage shown is total disagreement. <i>Disagreeing</i> with these statements indicates a higher sense of community.				

⁸ 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.

Figure 8 displays residents' level of agreement across the seven-question series from 2007 to 2010 (after adjusting for reverse-coded items).

The percentage of respondents that agreed with six or seven items (indicating a high sense of community) has varied over the past four years similar to those who indicated a medium sense of community by agreeing with three to five items. In 2010, both proved statistically indifferent from 2007 figures. Please proceed to the next page for more information on the sense of community levels.

Figure 8 Level of Agreement with Items

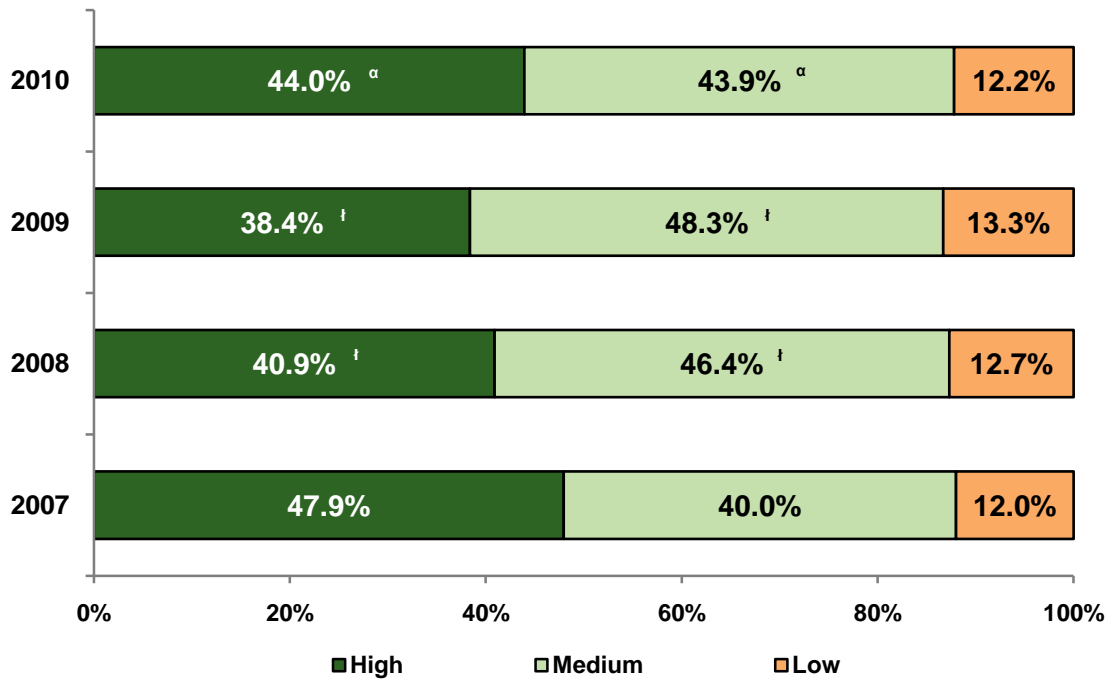


α Statistically significant change from 2009 (p< .05)
 * Statistically significant change from 2008
 † Statistically significant change from 2007

Forty-four percent of residents in 2010 agreed with at least six of the seven items and were classified as having a “High” sense of community. An additional 44 percent agreed with three to five items and were placed in the “Medium” category. Twelve percent of respondents agreed with zero, one, or two of the questions and were classified as having a “Low” sense of community.

The proportion of residents classified as having a “High” sense of community increased in 2010 as compared with 2009 (44% vs. 38%) and the percentage in the “Medium” category decreased (44% vs. 48%), placing the results back in line with the 2008 and 2007 findings.

Figure 9 Sense of Community Index Levels



^α Statistically significant change from 2009 (p < .05)

[‡] Statistically significant change from 2008

[†] Statistically significant change from 2007

To follow is the assessment of sense of community levels by resident sub-groups.

- Sense of community was positively correlated with a number of factors throughout the survey, including: satisfaction with the job the City is doing to provide services; satisfaction with city-resident communication; perception of safety walking alone in their neighborhood; quality of life ratings; perceptions regarding the direction of the quality of life; and confidence in city government.
- 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” 48% vs. 37%).
- A regression analysis revealed the following as the top predictors of residents’ sense of community:
 - Confidence in city government to make decisions that positively affect the lives of community members and
 - Ratings for the quality of life in Carlsbad.

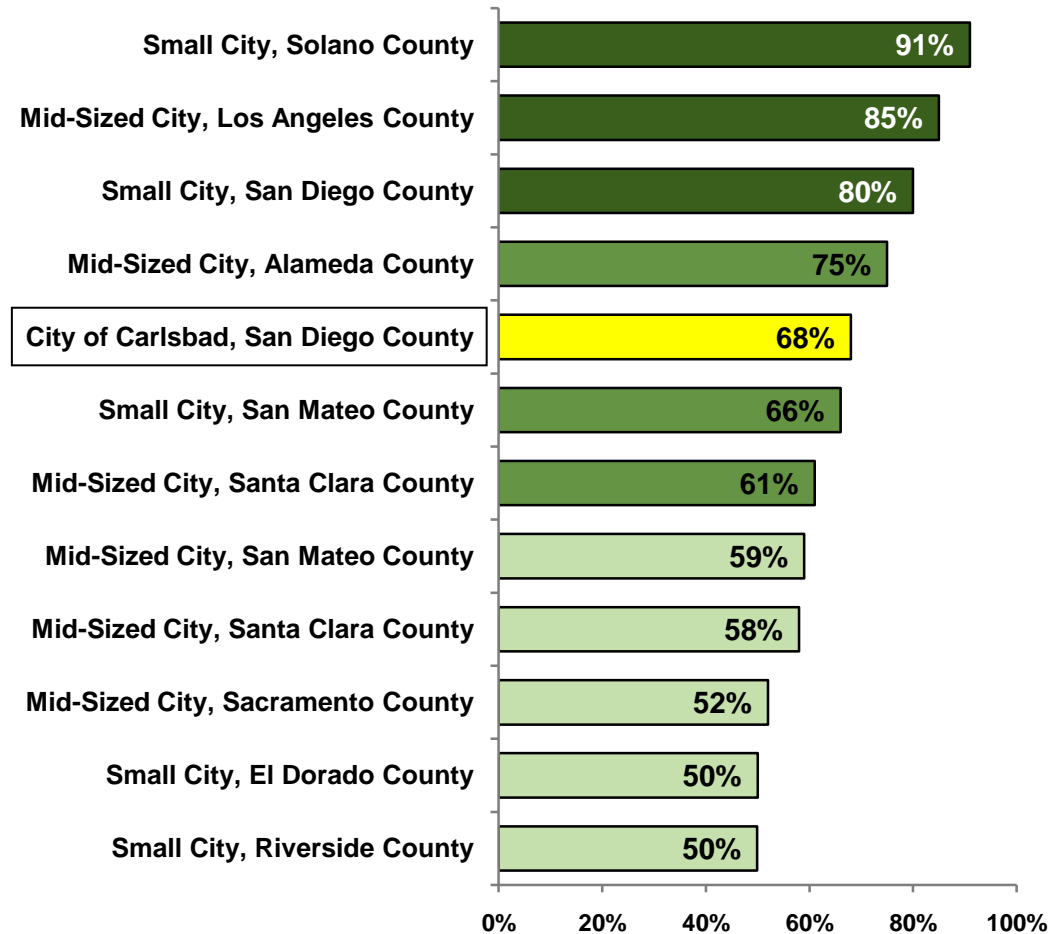
Demographically

- Residents 35 to 54 years of age were the most likely to place in the “High” sense of community group and those 18 to 24 or 55 to 64 were the most likely to fall in the “Low” group.
- Residents who have lived in the City for five years or more had a higher sense of community than those who have lived in Carlsbad less than five years (“High” 46% vs. 36%).
- Homeowners had a higher sense of community than renters (“High” 49% vs. 28%).
- Residents with children in their home had a higher sense of community than those without children (“High” 52% vs. 38%).
- Among the zip codes, residents in zip codes 92009 and 92008 were the most likely to place in the “Low” sense of community group (92008: 13%; 92009: 16%; 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 community⁹ living in their City. Carlsbad residents placed in the middle tier with regard to sense of community in 2010.

Figure 10 Sense of Community: Comparison to Other Cities¹⁰



⁹ 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?”

¹⁰ 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.



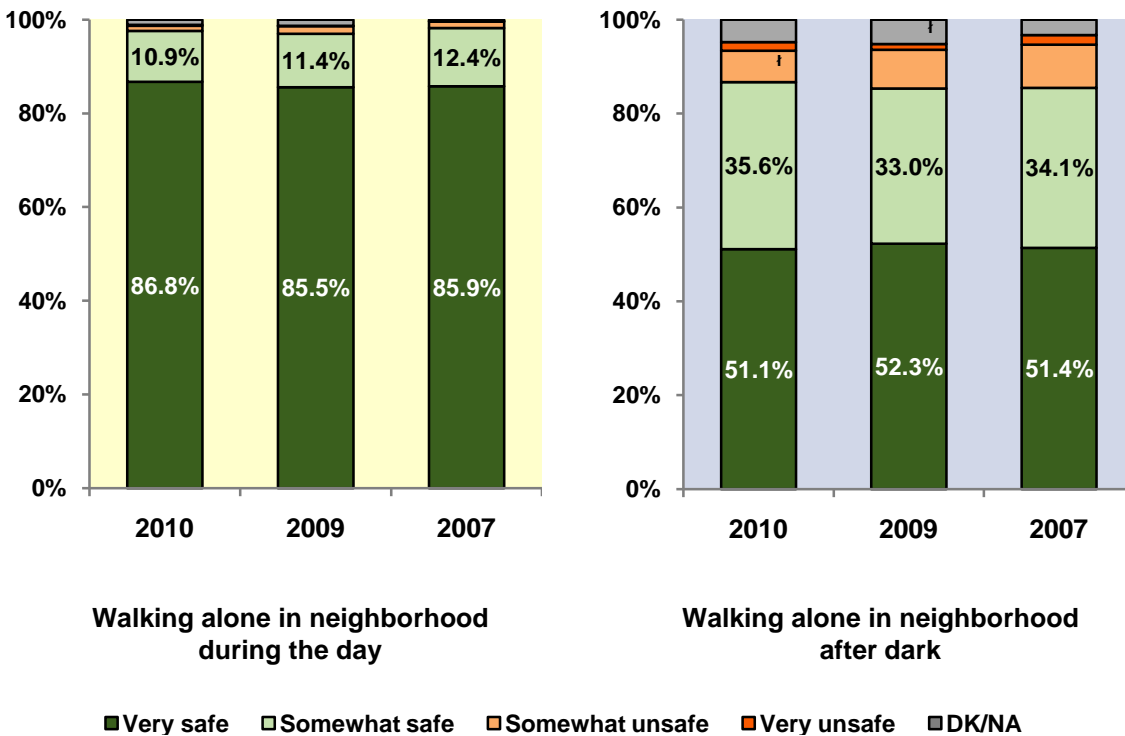
SAFETY

An overwhelming 98 percent of residents felt safe walking alone in their neighborhood *during the day* (with 87% reporting they felt “Very safe”) and 87 percent of residents felt safe walking alone *after dark* (51% “Very safe”). Only one percent of residents reported feeling unsafe walking alone in their neighborhood during the day and nine percent felt unsafe after dark.

The overall percentages of residents that felt safe and unsafe walking alone in their neighborhood *during the day* in 2010 were statistically consistent with past years. The only statistically significant difference for the question was in the percentage of residents who either declined to state or were not sure how safe they felt (2010: 1%; 2009: 1%; 2007: 0%).

The overall percentage of residents that felt safe walking alone *after dark* in 2010 was also statistically consistent with past years. However, statistically fewer respondents indicated feeling somewhat unsafe when compared to 2007 levels (2010: 7%; 2009: 8%; 2007: 9%) and feeling unsafe in general when walking alone after dark in 2010 (9%) when compared to 2007 (11%).

Figure 11 Safety in Carlsbad¹¹



^a Statistically significant change from 2009 (p < .05)

[†] Statistically significant change from 2007

¹¹ 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.

- Several sub-groups were more likely to report feeling unsafe than their counterparts, including: 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"; those who had not heard anything about preventing water pollution; and residents who were not confident in city government to make decisions that positively affect the lives of residents.
- Residents with a high sense of community 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" 91% safe; "Medium" 85%; "Low" 78%).

Demographically

- Female residents were four times more likely to report feeling unsafe walking alone in their neighborhood after dark as compared to male residents (13% vs. 3%).
- Residents in the 18 to 24 year age group were more likely than the other age cohorts to report feeling "Somewhat safe," however; total safety ("Somewhat safe" plus "Very safe") was statistically indifferent from the other age groups.
- Residents with children in the house were more likely to feel unsafe when walking alone at night when compared to those without children (11% v. 7%).
- Respondents who have lived in Carlsbad for less than five years were more likely than those who have lived in the City longer to report feeling safe walking alone in their neighborhood after dark ("Less than five years" 92%; "Five years or more" 85%).
- There were no differences in the overall percentages of respondents reporting they felt safe or unsafe by zip code. However, more residents in zip code 92010 reported feeling "Very safe" than residents in other zip codes (92008: 47%; 92009: 50%; 92010: 62%; 92011: 50%). Residents of 92011 were the most likely to report feeling "Very unsafe" (92008: 1%; 92009: 1%; 92010: 0.0%; 92011: 4%).
- Residents of Calavera/ Calavera Hills (95%) were the most likely to report feeling safe when walking alone in their neighborhood after dark.

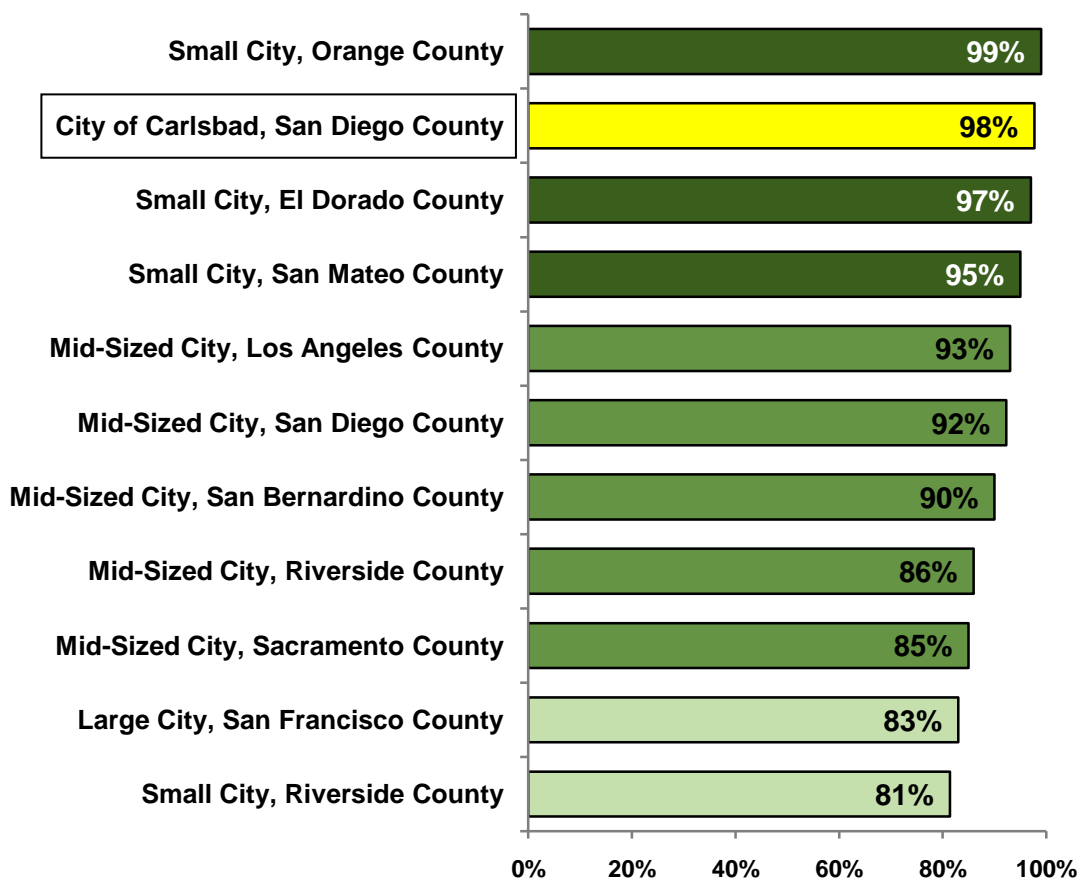
SAFETY: COMPARISON TO OTHER CITIES

As discussed in the previous section, Carlsbad residents felt safe walking alone in their neighborhood 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 was in the top tier with regard to this metric.

Figure 12 Safety Walking Alone During the Day: Comparison to Other Cities¹²



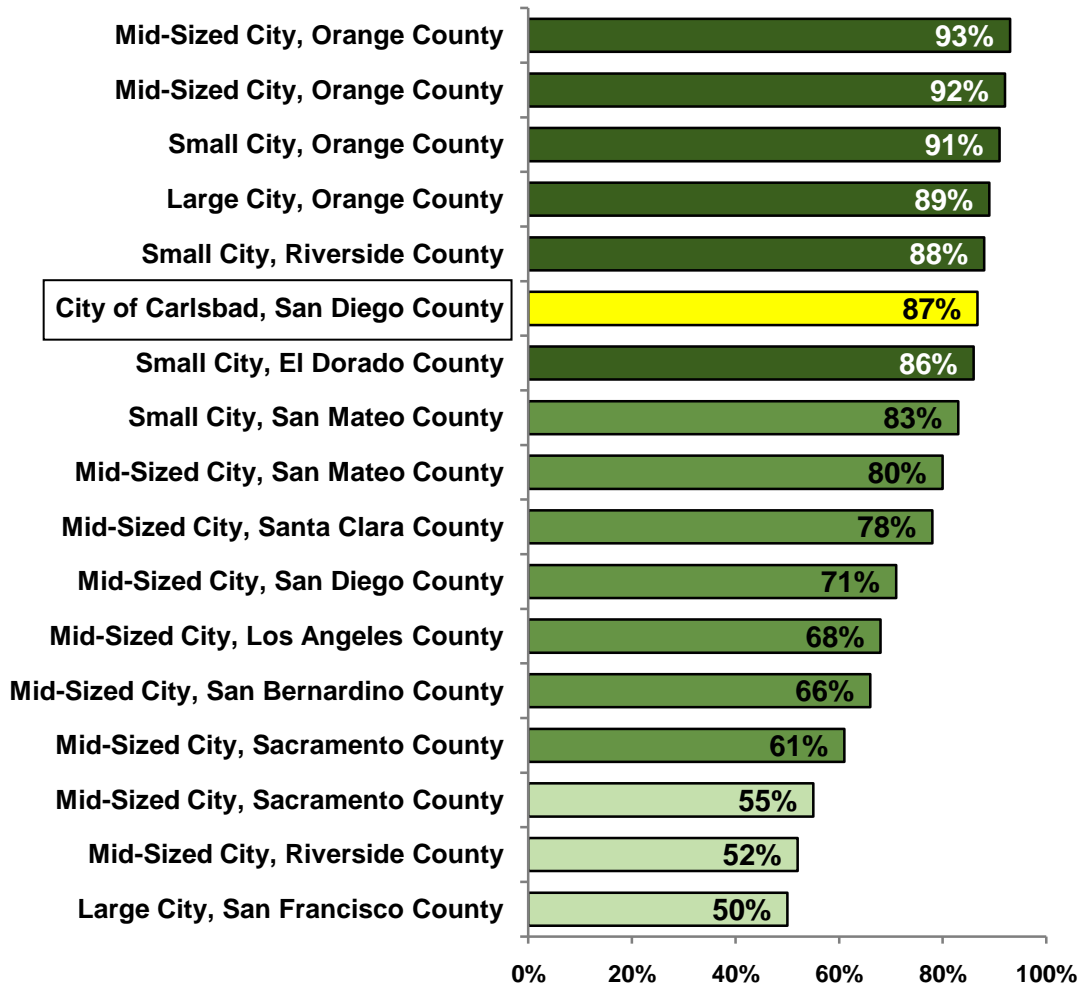
¹² Small cities were defined as those with a total population up to 50,000. Mid-sized cities were those with a population between 50,001 and 150,000. Large cities were those with a population of 150,001 or more.

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 87 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 Cities¹³



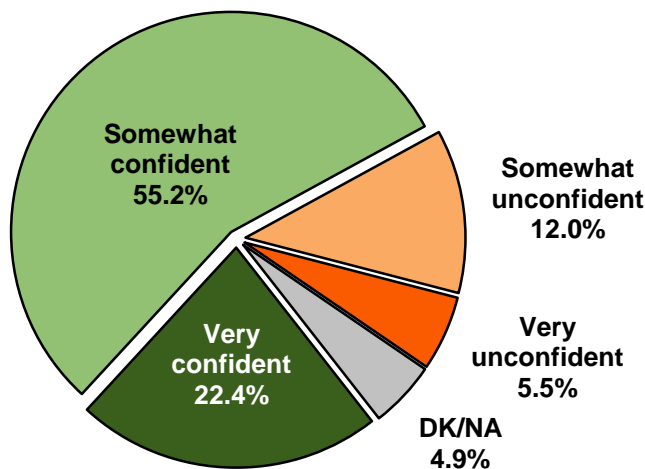
¹³ Small cities were defined as those with a total population up to 50,000. Mid-sized cities were those with a population between 50,001 and 150,000. Large cities were those with a population of 150,001 or more.



CONFIDENCE IN CITY GOVERNMENT

Seventy-eight percent of residents reported confidence in Carlsbad city government to make decisions that positively affect the lives of its community members. Twenty-two percent indicated they were “Very confident” and 55 percent were “Somewhat confident.”

Figure 14 Confidence in City Government to Make Decisions



In 2010, overall confidence in city government improved from the level reported in 2009, making it statistically consistent with the levels reported in 2008 and 2007 (2010: 78% 2009: 74%; 2008: 76%; 2007: 79%).

Table 3 Confidence in City Government to Make Decisions¹⁴

Confidence in Carlsbad government to make decisions that positively affect the lives of residents	2010	2009	2008	2007
Base	1,000	1,000	1,000	1,001
Very confident	22.4%	21.6%	23.6%	23.1%
Somewhat confident	55.2%	52.2%	52.1%	55.4%
Total confident	77.6% ^α	73.7% [†]	75.7%	78.5%
Somewhat unconfident	12.0% ^α	15.7%	12.9%	12.7%
Very unconfident	5.5%	6.5%	7.5%	5.4%
Total unconfident	17.4% ^α	22.2% [†]	20.4%	18.1%
DK/NA	4.9%	4.0%	3.9%	3.4%

^α Statistically significant change from 2009 (p< .05)

[¶] Statistically significant change from 2008

[†] Statistically significant change from 2007

¹⁴ Discrepancy in the percentage total confident in 2009 as compared to the percentage “Very” and “Somewhat” confident is due to rounding.

To follow is the assessment of residents' 2010 confidence in Carlsbad government by sub-groups.

- In general, residents 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.
- Residents with a "High" sense of community (87%) were more likely than those with a "Medium" (75%) or "Low" (52%) sense of community to indicate confidence in city government.
- 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;
 - The degree to which respondents felt a strong sense of community, weak sense of community, or no sense of community at all (Question 7 of the survey);
 - Perceptions regarding the direction of the quality of life in Carlsbad; and
 - Satisfaction with the City's efforts to maintain the business climate in Carlsbad.

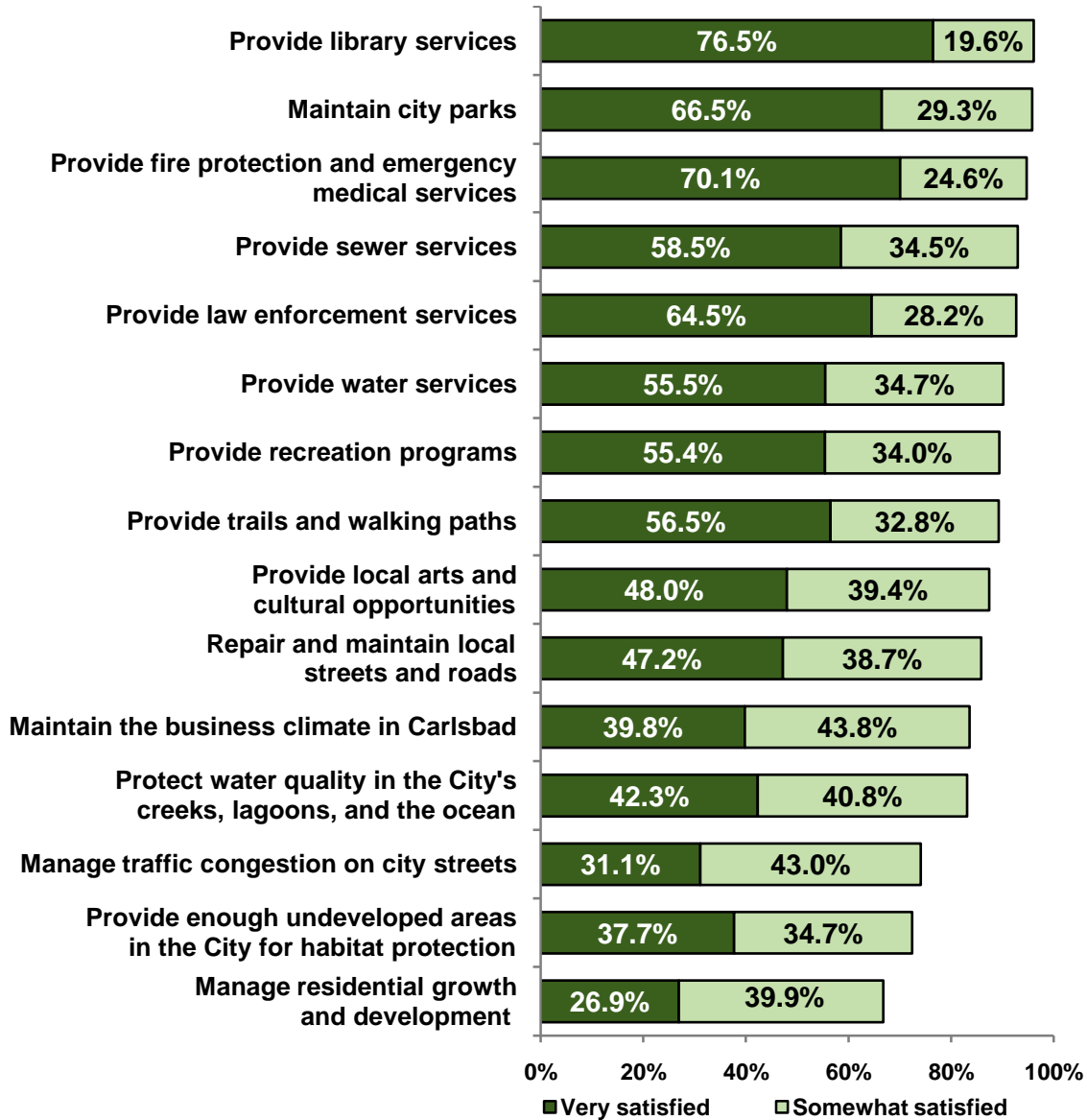
Demographically

- Among the age groups, confidence was lowest among those 18 to 24 (73%) and highest among those 65 years and older (87%).
- Confidence was higher among residents in zip code 92010 as compared to the other three zip codes (92008: 77%; 92009: 75%; 92010: 85%; 92011: 78%).

SATISFACTION WITH SPECIFIC CITY SERVICES

Over 90 percent of residents who provided an opinion¹⁵ were satisfied with the City's efforts to "Provide library services" (96%), "Maintain city parks" (96%), "Provide fire protection and prevention services" (95%), "Provide sewer services" (93%), "Provide law enforcement services" (93%), and "Provide water services" (90%).

Figure 15 Satisfaction with Local Issues and Services



¹⁵ Due to the higher than average percentage of "Don't know/ no answer" responses for many items, those responses were 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.

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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	96.1%	2.5%	1.3%	1
Maintain city parks	95.8%	1.1%	3.0%	2
Provide fire protection and emergency medical services	94.7%	3.7%	1.7%	3
Provide sewer services	93.0%	5.5%	1.6%	4
Provide law enforcement services	92.7%	2.7%	4.6%	5
Provide water services	90.2%	4.7%	5.2%	6
Provide recreation programs	89.4%	4.9%	5.7%	7
Provide trails and walking paths	89.3%	2.6%	8.1%	8
Provide local arts and cultural opportunities	87.4%	6.8%	5.8%	9
Repair and maintain local streets and roads	85.9%	4.0%	10.0%	10
Maintain the business climate in Carlsbad	83.6%	8.6%	7.8%	11
Protect water quality in the City's creeks, lagoons, and the ocean	83.1%	6.6%	10.2%	12
Manage traffic congestion on city streets	74.1%	4.8%	21.1%	13
Provide enough undeveloped areas in the City for habitat protection	72.4%	5.6%	22.0%	14
Manage residential growth and development	66.8%	8.8%	24.4%	15
Average across items	86.4%	4.8%	8.8%	

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All changes in satisfaction evidenced from previous years were positive improvements.

From 2009 to 2010, there was a statistically significant increase in satisfaction for providing law enforcement services (2010: 93%; 2009: 90%; 2008: 92%; 2007: 92%).

The percentage of residents satisfied with the City’s efforts to manage traffic congestion on city streets in 2010 was significantly higher than each of the three previous years (2010: 74%; 2009: 70%; 2008: 68%; 2007: 64%).

The percentage of residents satisfied with the City’s efforts to manage residential growth and development has also increased each year, with the percentage statistically higher than 2008 and 2007 (2010: 67%; 2009: 64%; 2008: 62%; 2007: 57%).

Although unchanged from 2009, the percentage of residents satisfied with the City’s efforts to protect water quality in the City’s creeks, lagoons, and the ocean (2010: 83%; 2009: 82%; 2008: 76%; 2007: not asked) and provide enough undeveloped areas in the City for habitat protection (2010: 72%; 2009: 71%; 2008: 67%; 2007: not asked) were statistically higher in 2010 than 2008.

The three charts to follow show satisfaction with each local issue or service over time.

Figure 16 Satisfaction with Local Issues and Services by Year (Top 5)

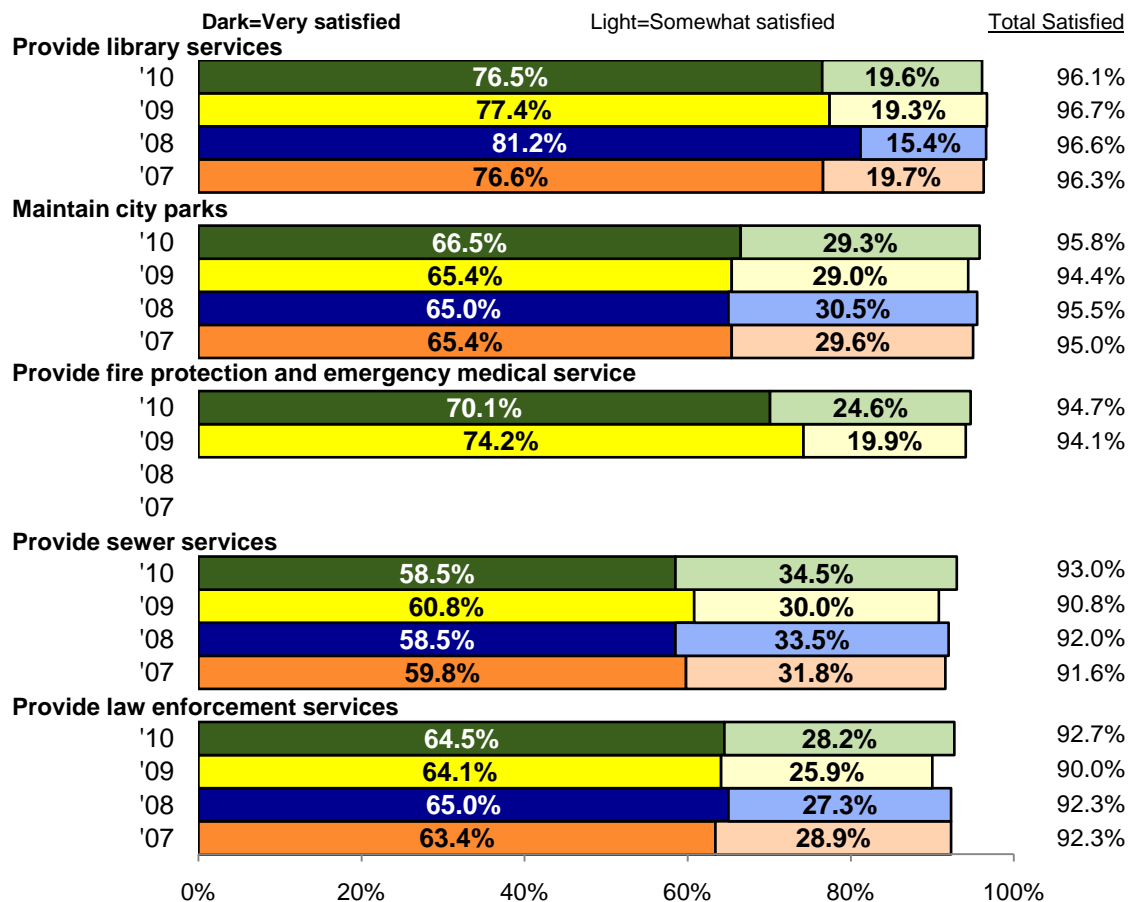


Figure 17 Satisfaction with Local Issues and Services by Year (Mid 5)

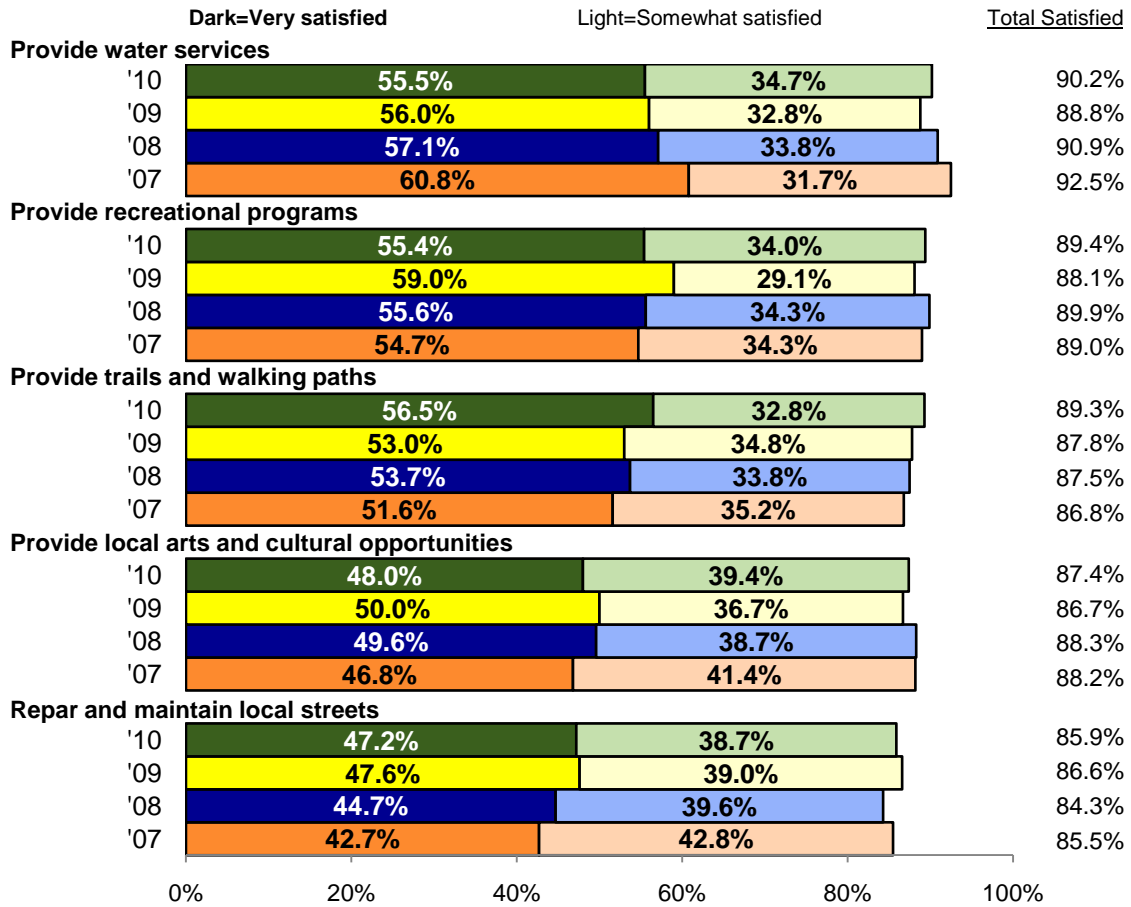
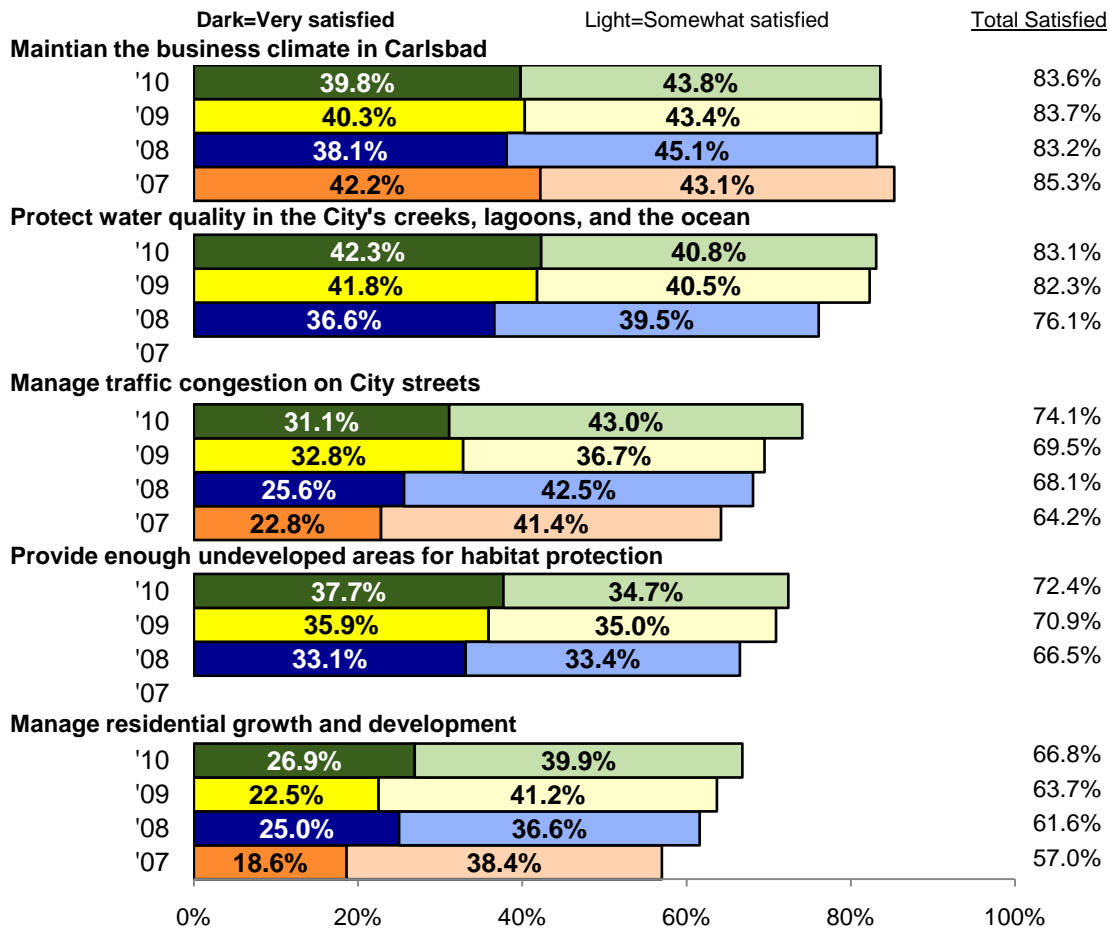


Figure 18 Satisfaction with Local Issues and Services by Year (Last 5)



RECYCLING AND TRASH SERVICE PREFERENCES

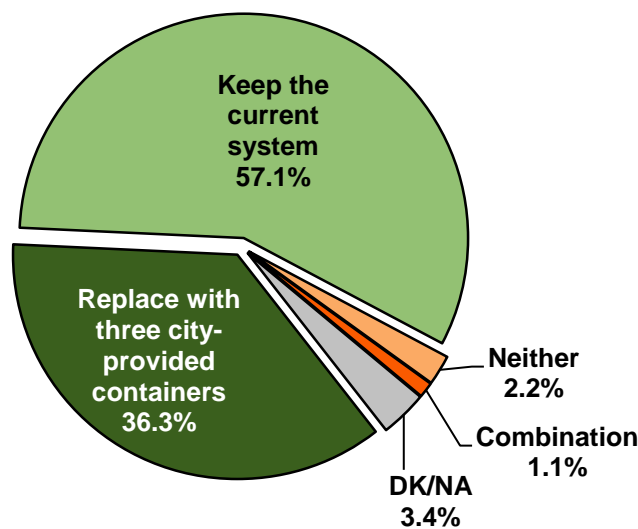
Respondents were next presented with the opinions of two neighbors who live in Carlsbad and who disagree about Carlsbad's options for trash and recycling containers. This question was asked for the first time in 2010.

Below are the opinions of the two neighbors:

- Smith believes that the City of Carlsbad should replace current trash cans and the small recycling bins with three containers provided by the City for recycling, trash, and yard waste. Smith is willing to pay approximately two dollars more a month for trash and recycling services that provide more convenient containers and have enough space for all of our recyclable materials.
- Jones believes that the City of Carlsbad should not change the current recycling bins and trash cans with city-provided containers. Jones does not want to pay any more money a month for trash and recycling services when the current system is working just fine.

After hearing each opinion, residents were asked to select the one closest to their own. The majority of residents (57%) agreed with Jones that additional fees are not necessary when the current system is working just fine. Thirty-six percent of residents identified with Smith that the City should provide three containers for an additional fee of approximately two dollars a month. The remainder of respondents did not agree with either opinion (2%), agreed with a combination of both (1%), or did not know or declined to state (3%).

Figure 19 Recycling and Trash Service Preferences



To follow is the assessment of residents' opinions regarding recycling and trash service by sub-groups.

- Demographic groups that were more likely to prefer replacing the current system with three city-provided containers and a two dollar fee increase included:
 - Females (42%);
 - Households with children (44%);
 - Renters (44%);
 - Apartment residents (55%); and
 - Carlsbad residents of less than ten years (45%).
- Respondents 25 to 34 years of age (57%) were the most likely to agree with replacing the current system. With the exception of those in the 18 to 24 year group, the preference to keep the system as it is now was correlated with age. Respondents aged 65 and older were the most likely to prefer the system remain the same.



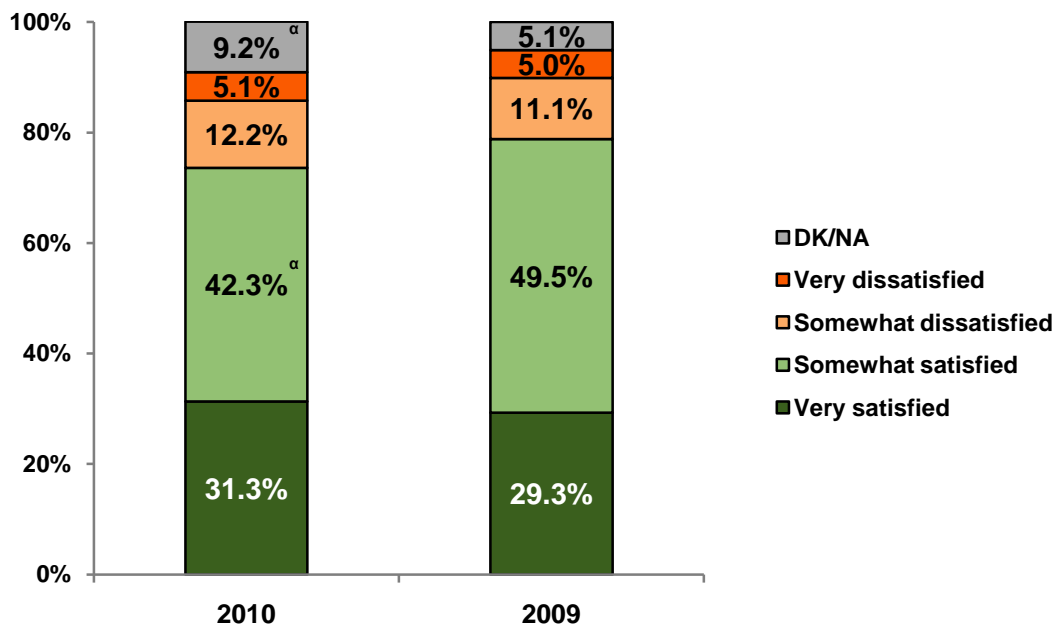
SATISFACTION WITH CITY-RESIDENT COMMUNICATION

Seventy-four percent of residents were either “Very” (31%) or “Somewhat” (42%) satisfied with the City’s efforts to communicate with residents. Seventeen percent reported dissatisfaction and nine percent did not know or declined to state an opinion.

Compared with 2009, more residents did not know or declined to state their satisfaction with city-resident communication in 2010 (2010: 9%; 2009: 5%). As a result, the total percentage satisfied decreased from 79 percent in 2009 to 74 percent in 2010 while the percentage dissatisfied remained unchanged (2010: 17%; 2009: 16%).

However, when residents who did not know or declined to state (i.e., “DK/NA”) were filtered out of the analysis, the percentage of residents satisfied with city-resident communication was statistically comparable to 2009 (2010: 81%; 2009: 83%).

Figure 20 Satisfaction with City-Resident Communication¹⁶



^a Statistically significant change from 2009 (p< .05)

¹⁶ The wording for this question was changed in 2009. As such, the 2008 and 2007 results are not displayed.

To follow is the assessment of residents' satisfaction with city-resident communication.

- 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; and confidence in city government.
- Residents who cited using the City website, reading the North County Times, using the community services or recreation guide, or reading flyers (in the water bill or at city buildings) to look for city information were more likely to be satisfied with city-resident communication.
- Residents who recalled being exposed to information regarding ways to prevent the pollution of local creeks, lagoons, and the ocean reported higher satisfaction with city-resident communication than those who did not recall hearing or seeing any information.
- 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 and
 - Satisfaction with the City's efforts to provide recreation programs.

Demographically

- The age group that was most satisfied with city-resident communication was the 65 and older cohort (83%) and the least satisfied group was the 18 to 24 year old cohort (64%).
- Residents of La Costa/ La Costa Canyon/ La Costa Oaks were the most likely to report dissatisfaction with city-resident communication (25% vs. an average of 17%).

New to the 2010 survey, residents were asked how they would most likely find and contact the appropriate person at the City to report an issue or concern or to get specific information about city services. Fifty-eight percent of residents indicated they would “Look on the City website to find the appropriate information or an electronic form to complete.” The next most popular response was to “Find the phone number of the appropriate city employee and call them,” which 35 percent of respondents chose.

Table 5 Contacting the Appropriate Person at the City

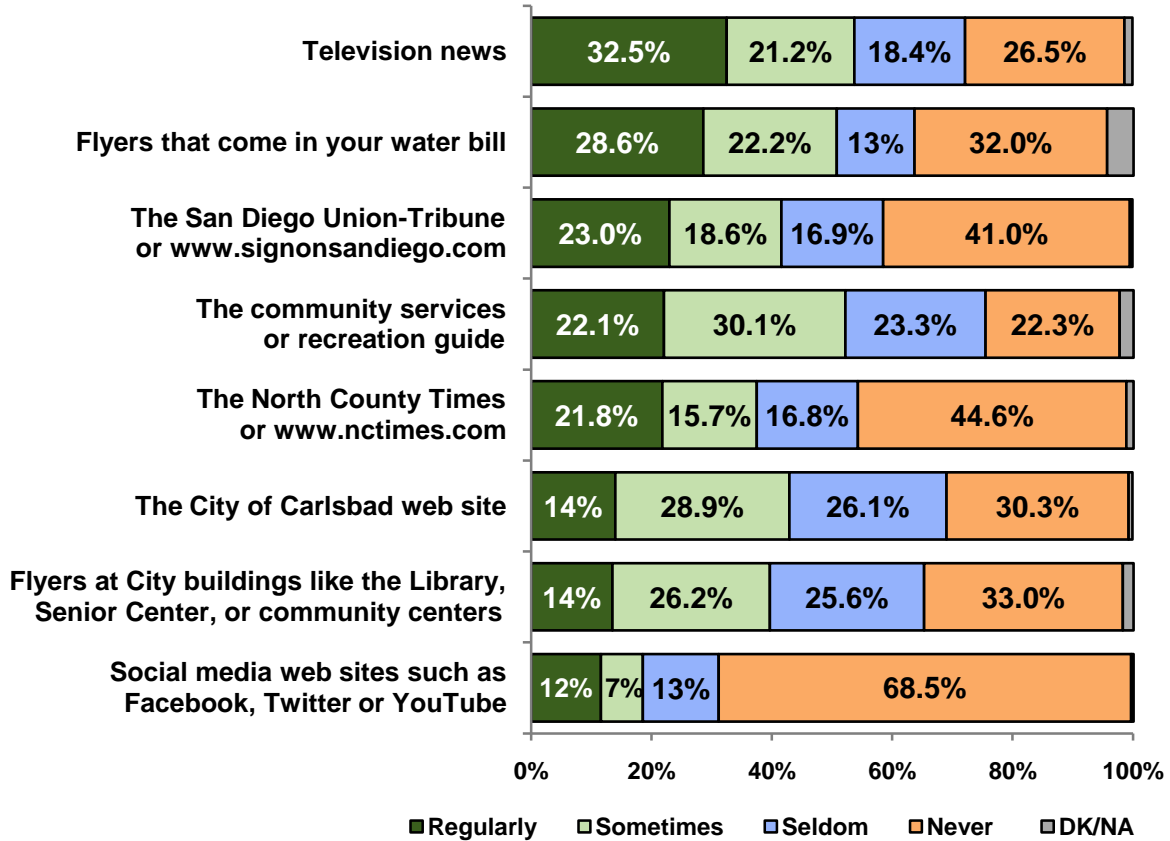
Offered Responses	
Look on the City website to find the appropriate information or an electronic form to complete	50.9%
Find the phone number of the appropriate city employee and call them	35.0%
Send an email to the appropriate employee or City department	7.2%
Other Responses	
Walk in to City offices	1.1%
General Internet	0.6%
Multiple methods	0.7%
Miscellaneous	0.4%
DK/NA	4.0%

- Residents aged 55 years and older responded in greater proportion with the phone-based option, while those under 55 were more likely to prefer using the City website. The preference for phone was also found for residents without children and those who have lived in Carlsbad for 15 years or longer.
- Respondents living in the La Costa zip codes (92009 and 92011) were more likely to prefer the City website when compared to the remaining Carlsbad zip codes of 92008 and 92010 (55% vs. 46%). Respondents from the remaining Carlsbad zip codes were more likely to choose the phone-based answer (40% vs. 31%).

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 (33% regular use), water bill flyers (29%), the San Diego Union Tribune (23%), the community services or recreation guide (22%), and the North County Times (22%) were each “Regularly” utilized by at least 20 percent of residents.

Figure 21 Frequency of Using Information Sources¹⁷

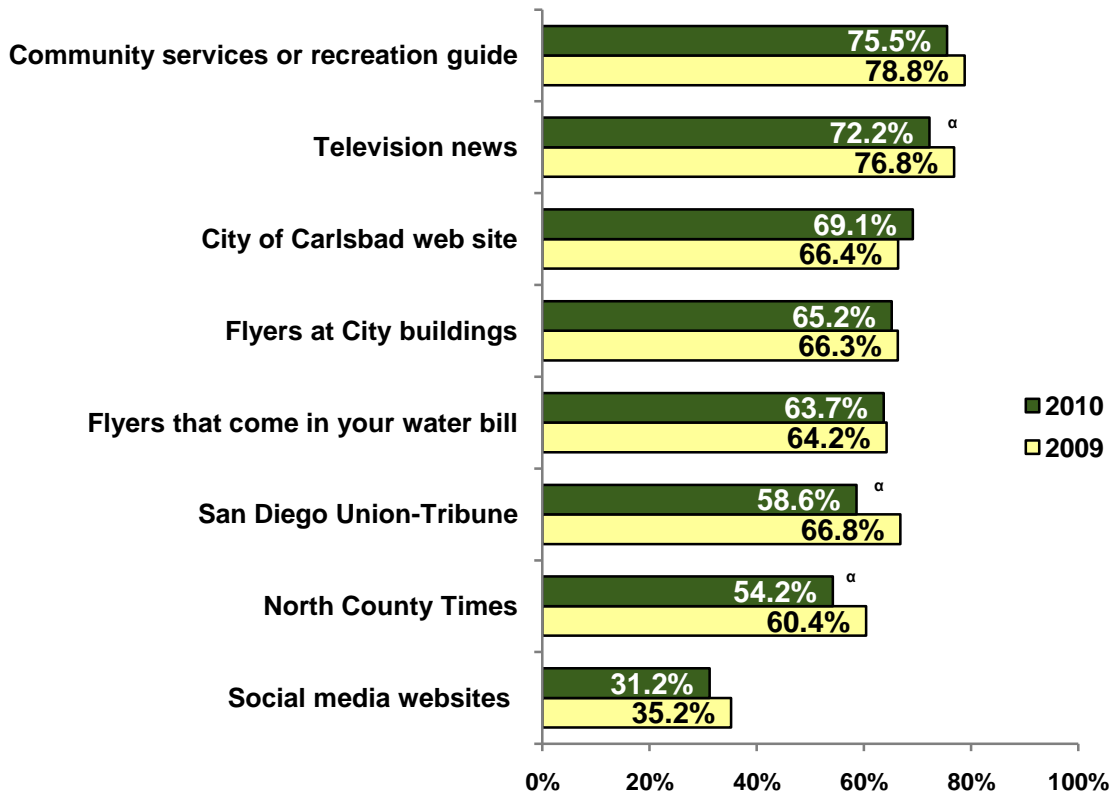


¹⁷ Figure sorted by the percentage that “Regularly” used each source. Question not asked in 2008 or 2007.

In terms of overall use, the community services or recreation guide (76%) and television news (72%) were each utilized by more than seven of ten residents. Similar to 2009, social media websites such as Facebook, Twitter, or YouTube were the least frequently utilized source for city information (31%).

Compared with 2009, statistically fewer residents in 2010 referred to the North County Times (2010: 54%; 2009: 60%), San Diego Union-Tribune (2010: 59%; 2009: 67%), and television news (2010: 72%; 2009: 77%) for information about city issues, services, or activities.

Figure 22 Overall Use of Information Sources¹⁸



^α Statistically significant change from 2009 (p< .05)

¹⁸ Question series not asked in 2008 or 2007.

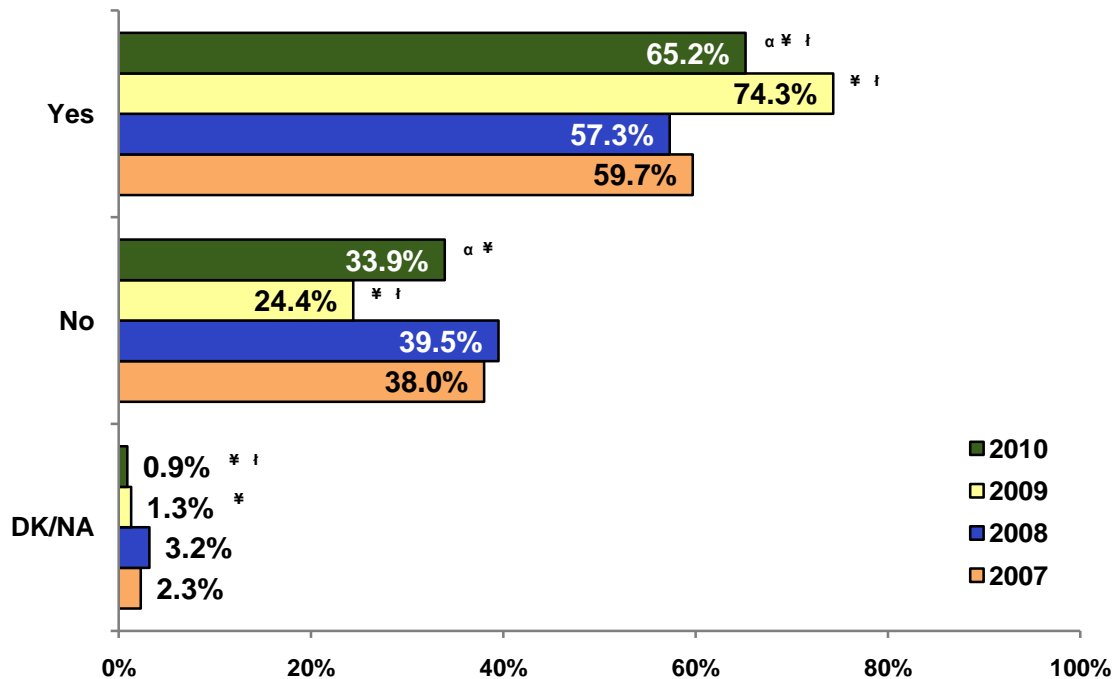
To follow is the assessment of sources for information about city issues, services, or activities by resident sub-groups. The percentages below are overall use of each source among the sub-groups.

- Female respondents were statistically more likely than males to use television news (75% vs. 69%), flyers at city buildings (70% vs. 60%), the community services or recreation guide (80% vs. 71%), and the San Diego Union Tribune (62% vs. 55%).
- Compared to respondents in other age groups, a higher percentage of residents 18 to 24 years old referred to social media websites (62%) and/ or flyers at city buildings (83%).
- Seniors 65 years and older were the least likely to use the City website (48%) and social media websites (14%). Seniors were the most likely of any age group to refer to the North County Times (61%).
- When compared with renters, a higher percentage of homeowners utilized water bill flyers for city information, the San Diego Union Tribune, the community services or recreation guide, the City of Carlsbad website, and television news.
- Residents with children were more likely than those without to refer to the community services or recreations guide (80% vs. 72%) or the City of Carlsbad website (79% vs. 62%) when looking for information about city issues, services, or activities.
- Residents of zip code 92008 were the least likely to use the City of Carlsbad website (59% vs. an average of 69%).
- Residents of zip codes 92008 and 92010 were less likely to refer to the San Diego Union Tribune than residents in 92009 or 92011 (92008: 51%; 92009: 64%; 92010: 51%; 92011: 65%).

PREVENTING POLLUTION OF CREEKS, LAGOONS, AND OCEAN

Nearly two-thirds of residents (65%) have 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 the pollution of local creeks, lagoons, and the ocean decreased from 2009, but was statistically higher than 2008 and 2007 (2010: 65%; 2009: 74%; 2008: 57%; 2007: 60%).

Figure 23 Informed about Preventing Water Pollution



^α Statistically significant change from 2009 (p < .05)

^{*} Statistically significant change from 2008

[†] Statistically significant change from 2007

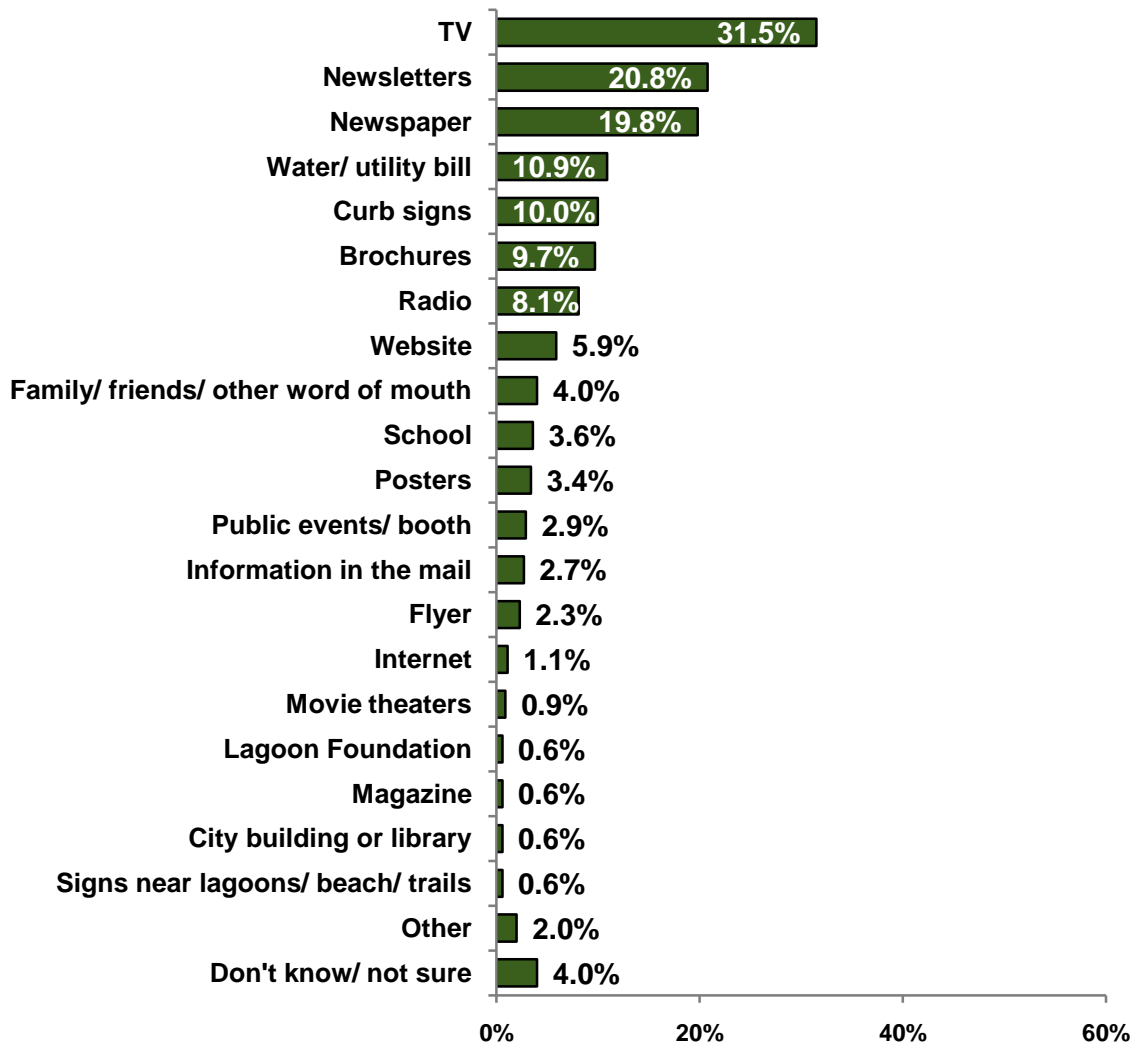
The following sub-groups were the most likely to recall hearing or seeing information about preventing water pollution:

- Residents with a “High” sense of community;
- Residents 35 years and older;
- Those without children in the household;
- Homeowners; and
- Residents in zip codes 92011 or 92009.

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 (32%), newsletters (21%), and the newspaper (20%).

Figure 24 Source of Pollution Prevention Information (n=652)¹⁹



Compared with the 2009 results, a statistically lower percentage of residents in the 2010 survey cited television (32% vs. 38%), the radio (8% vs. 12%), the newspaper (20% vs. 28%), and brochures (10% vs. 16%). The most notable increase from 2009 was in the percentage that cited newsletters (21% vs. 11%).

¹⁹ Multiple responses permitted; the percentages in the figure total more than 100 percent.

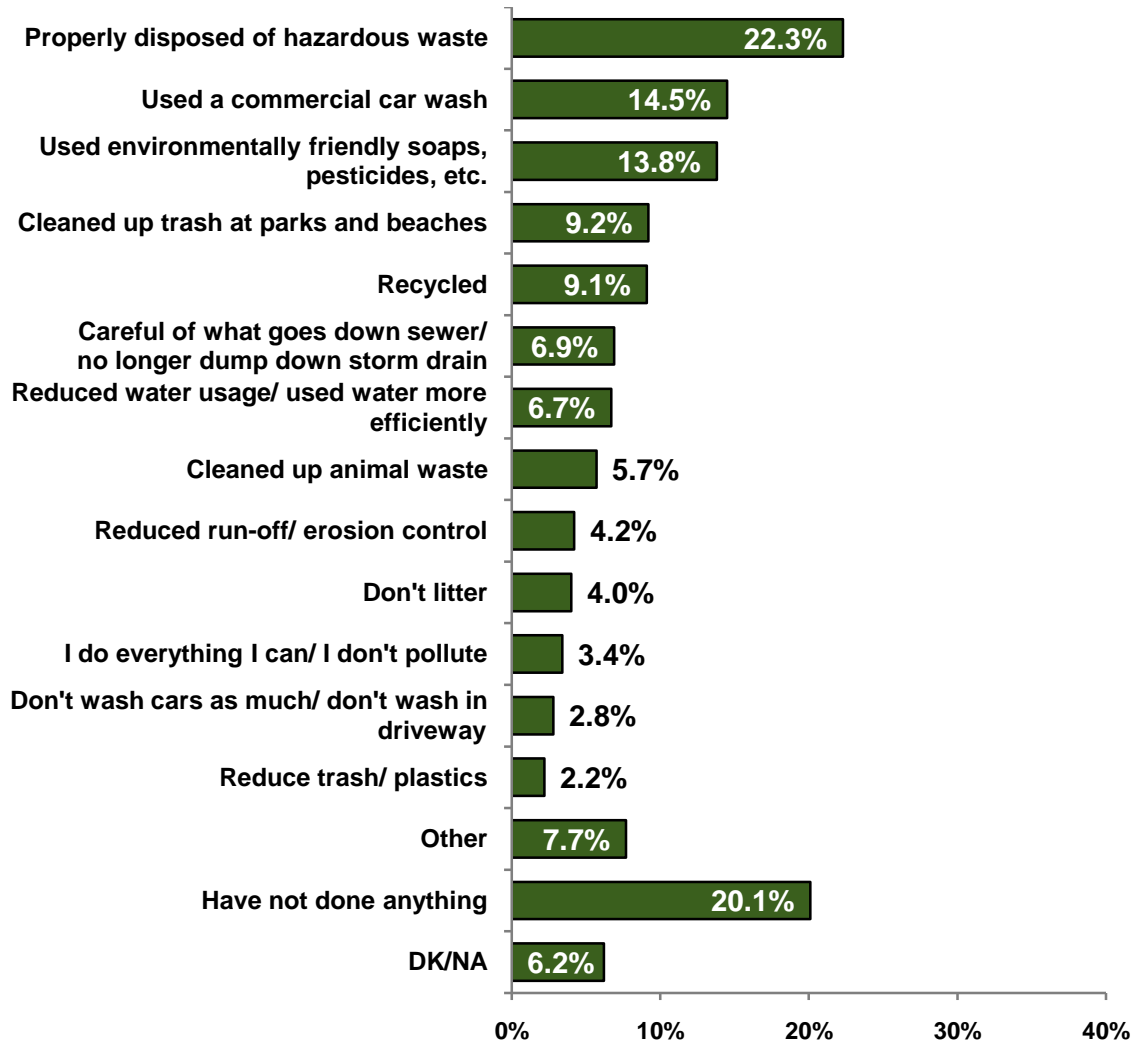
ACTION TAKEN BASED ON INFORMATION

Those 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.

Twenty-six percent of respondents to this follow-up question indicated that they had not done anything or declined to state. Twenty-two percent of those who recalled hearing or seeing pollution prevention information properly disposed of hazardous waste, 15 percent used a commercial car wash, and 14 percent used environmentally friendly products.

Compared with 2009, residents in 2010 were less likely to indicate that they had taken action to prevent water pollution, placing the percentage back in line with 2008 and 2007 responses (2010: 74%; 2009: 81%; 2008: 76%; 2007: 75%).

Figure 25 Action Taken Based on Pollution Prevention Information (n=652)²⁰



²⁰ Multiple responses permitted; the percentages in the figure total more than 100 percent.

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:

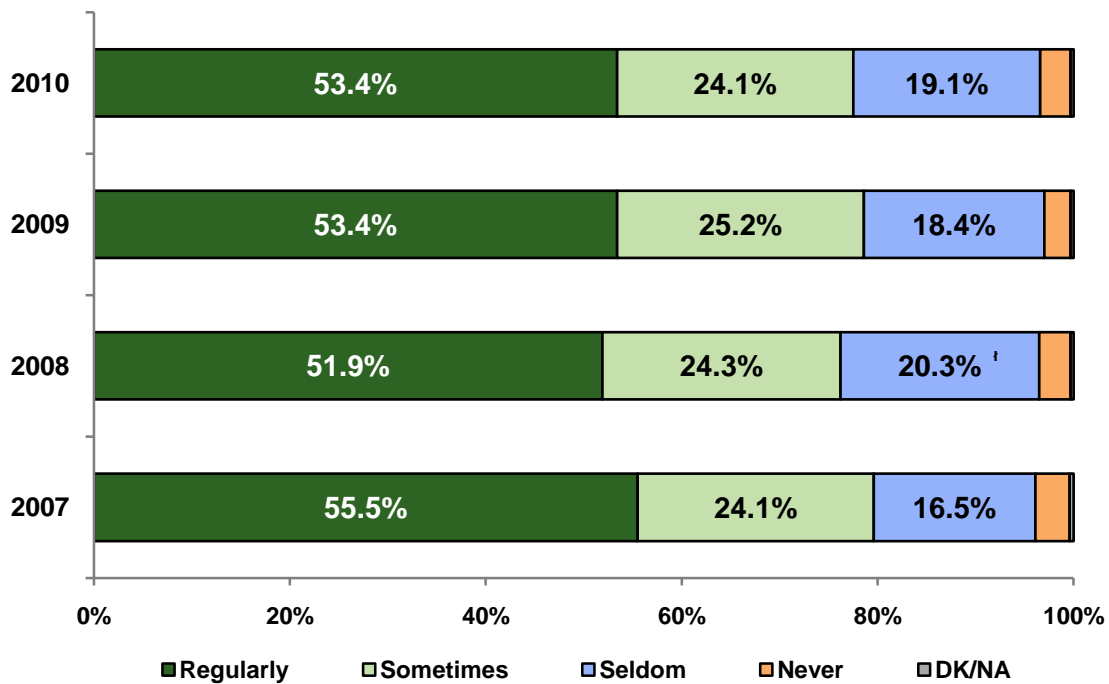
- Men;
- Residents with a “Medium” or “Low” sense of community;
- Residents who lived outside of the Village.

EXPERIENCE VISITING THE CARLSBAD VILLAGE

Overall, 97 percent of Carlsbad residents have visited Carlsbad’s Downtown Village. The majority of residents regularly visited (53%), 24 percent sometimes visited (once a month or more), and 19 percent seldom visited the Village.

Residents’ frequency of visiting the Village in 2010 remained statistically unchanged from previous years (2010: 97%; 2009: 97%; 2008: 97%; 2007: 96%).

Figure 26 Frequency Visiting Carlsbad’s Downtown Village



^α Statistically significant change from 2009 (p < .05)

[∗] Statistically significant change from 2008

[†] Statistically significant change from 2007

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

- Respondents who felt the quality of life was staying the same were the least likely to visit the Village regularly.
- Residents with a “High” or “Medium” sense of community were more likely to regularly visit the Village than those with a “Low” sense of community.

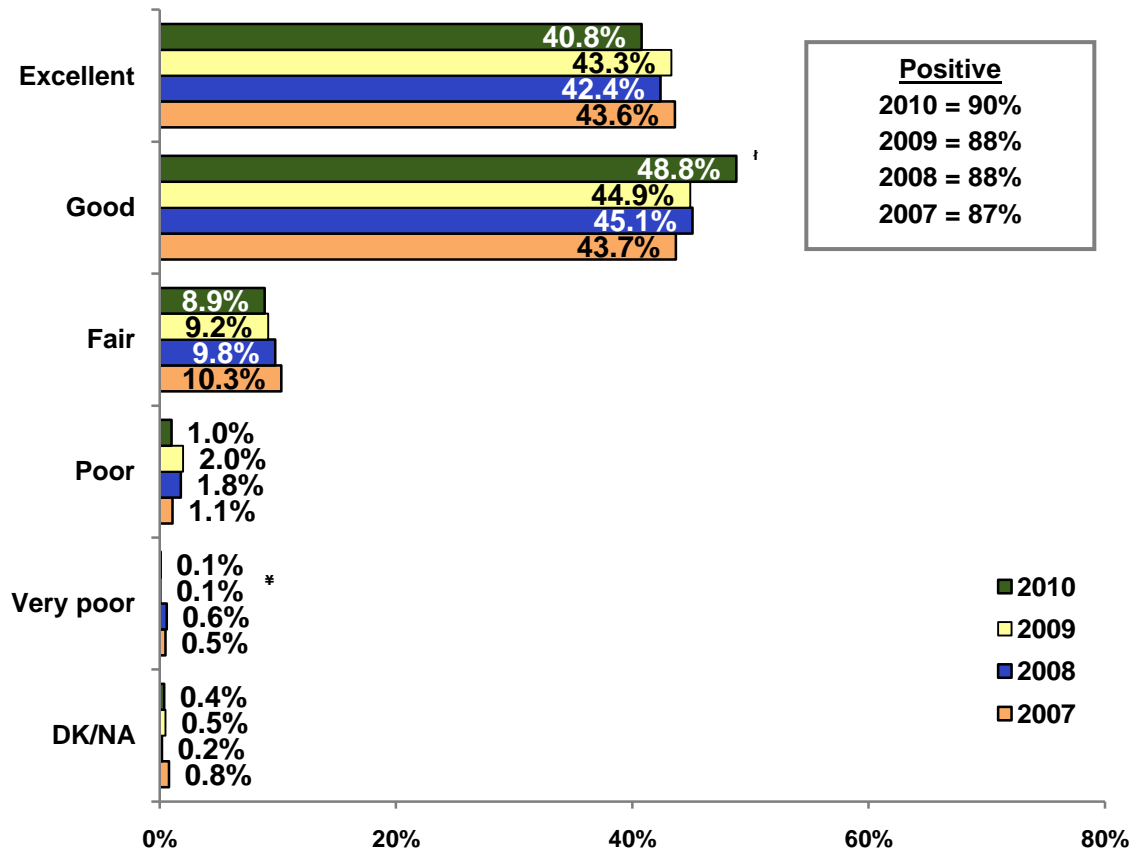
Demographically

- 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. The age groups most likely to visit the Village regularly were the 18 to 24 (77%) and 25 to 34 (67%) year old groups.
- Residents who have lived in the City for 15 years or more were more likely to regularly visit the Village as compared to those who have lived in Carlsbad less than 15 years (62% vs. 48%).
- Renters were more likely to visit the Village regularly than homeowners (64% vs. 51%).
- Residents living in zip codes 92008 or 92010 were more likely than those in 92009 or 92011 to regularly visit the Village (92008: 88%; 92009: 26%; 92010: 71%; 92011: 41%).

Those residents who had visited Carlsbad’s Downtown Village were next asked to rate their experience. Nine of ten rated their experience positively, with 41 percent rating it as “Excellent” and 49 percent rating it as “Good.”

Overall, the percentage of residents reporting a positive experience visiting the Village remained statistically unchanged from prior years.

Figure 27 Experience Visiting Carlsbad Village (n=966)²¹



^α Statistically significant change from 2009 (p< .05)

^{*} Statistically significant change from 2008

[†] Statistically significant change from 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.

To follow 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; perception of safety walking alone in their neighborhood; satisfaction with city services; and satisfaction with city-resident communication.
- Residents with a "High" sense of community were much more likely to report a positive experience than those with a "Medium" or "Low" sense of community.
- A regression analysis revealed the following as the top predictors of residents' experience visiting the Village:
 - Ratings for the quality of life in Carlsbad;
 - Frequency visiting the Village;
 - Satisfaction with the City's efforts to provide law enforcement services; and
 - Satisfaction with the City's efforts to maintain the business climate in Carlsbad.

Demographics

- Residents in the 18 to 24 year age group were the least likely to rate their experience positively (81%).
- 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. About half of residents who visited once a week or more rated their experience as "Excellent."
- Residents in zip code 92010 were the most likely to rate their experience positively (92008: 90%; 92009: 90%; 92010: 98%; 92011: 82%).

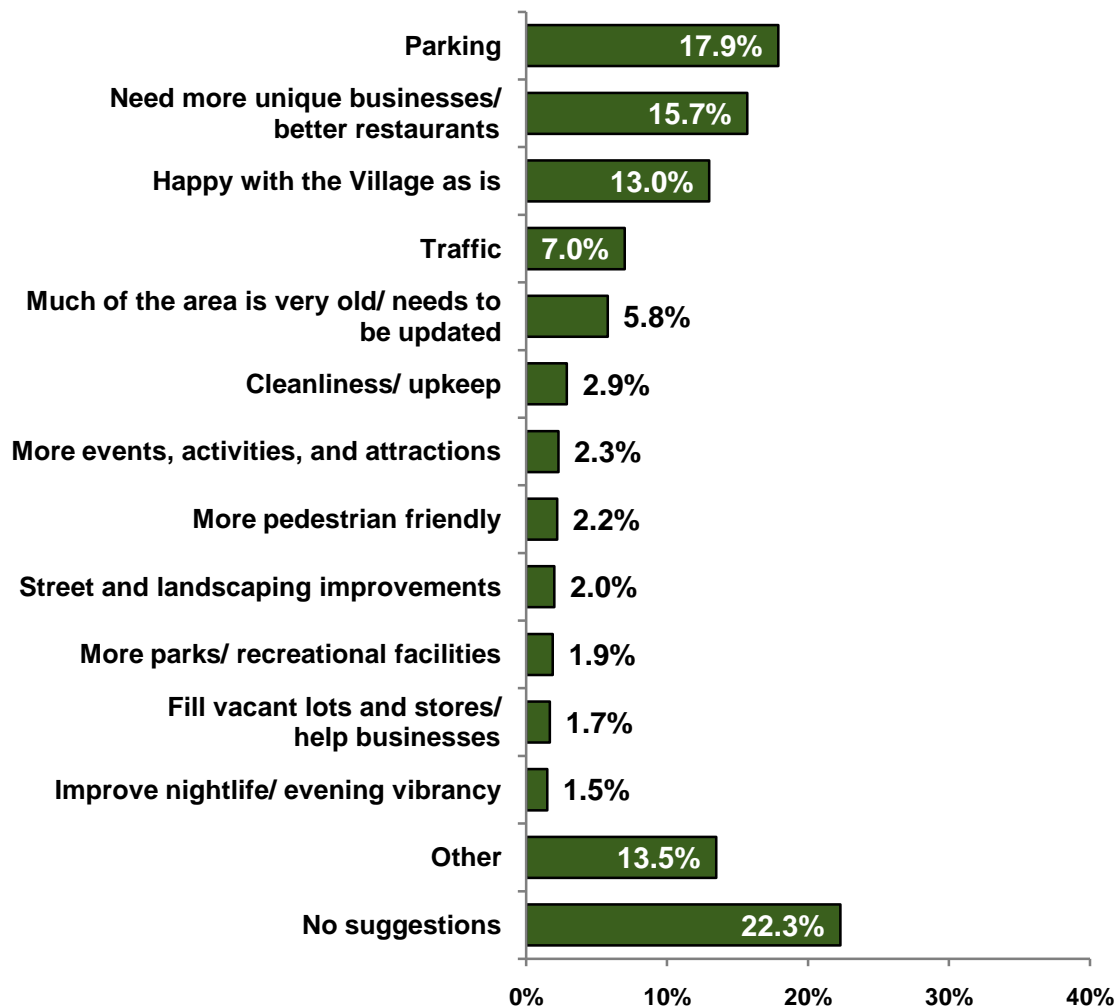
As a follow up question, respondents who had visited the Village were asked what they would like to see improved. This question was asked in an open-ended format and the first two responses were recorded.

Two responses were significantly more common than the others; 18 percent of respondents indicated parking as something they would like to see improved and 16 percent cited a need for more unique businesses or better restaurants.

Fourteen percent²² provided a response cited by less than one and a half percent of respondents and were classified as “Other.”

Thirteen percent of respondents were happy with the Village as is and 22 percent had no suggested improvement.

Figure 28 Recommended Improvements to Carlsbad Village (n=966)



²² Due to space constraints, responses of less than 1.5% were combined into “Other.” Please refer to Question 21 of Appendix A for a more comprehensive breakdown of responses.



METHODOLOGY

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

Table 6 Overview of Project Methodology

Method	Telephone Survey
Universe	83,248 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 8 – 16, 2010
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 2010 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 residents' preferences for the City's trash and recycling containers;
- identify residents' 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 for 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) 2010 demographic estimates for the City of Carlsbad. It is estimated that among Carlsbad's 106,804 residents, 83,248 are 18 years and older. After examining the dimensions of zip code, gender, ethnicity, and age, the data were weighted to appropriately represent the universe of adult residents and ensure generalizability of the results.

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

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

COMPARISONS OVER TIME

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



APPENDIX A: TOPLINES



City of Carlsbad
Resident Survey
October 2010

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/male 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?

100.0% Yes
 0.0% 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).

28.1% 92008
 34.5% 92009
 15.0% 92010
 22.3% 92011
 0.0% Other (Specify:_____) [Thank and terminate]
 0.0% Don't know/ refused [Thank and terminate]

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

2.5% Less than 1 year
 18.1% 1 to 4 years
 20.7% 5 to 9 years
 21.8% 10 to 14 years
 36.8% 15 years or more
 0.1% (Don't Read) DK/NA

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

		<u>With DK/NA Factored Out (n=953)</u>	
59.9%	Very satisfied	62.8%	Very satisfied
31.7%	Somewhat satisfied	33.3%	Somewhat satisfied
2.2%	Somewhat dissatisfied	2.3%	Somewhat dissatisfied
1.6%	Very dissatisfied	1.7%	Very dissatisfied
4.7%	(Don't Read) DK/NA		

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

		<u>With DK/NA Factored Out (n=998)</u>	
60.5%	Excellent	60.6%	Excellent
35.5%	Good	35.6%	Good
3.4%	Fair	3.4%	Fair
0.3%	Poor	0.3%	Poor
0.2%	Very poor	0.2%	Very poor
0.2%	(Don't Read) DK/NA		

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

		<u>With DK/NA Factored Out (n=964)</u>	
16.5%	Getting better	17.1%	Getting better
15.2%	Getting worse	15.8%	Getting worse
64.7%	Staying about the same	67.2%	Staying about the same
3.6%	(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=153

33.5%	Stop building/ stop growth
12.9%	Improve the quality of the roads and other infrastructure
11.2%	Fix the traffic problems
7.2%	Better economic plan/ lower taxes
3.6%	Increase/ improve police services
3.5%	Improve schools
3.2%	More public transportation
2.8%	Increase recreation opportunities
2.4%	Remove the illegal immigrants
2.3%	More jobs
2.1%	Preserve more open space
1.9%	Need new mayor and/ or city council
1.0%	Improve beach access
0.9%	Limit airport growth/ reduce noise
4.1%	Other (Specify: _____)
7.3%	DK/NA

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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>	<u>(DON'T READ) DK/NA</u>
A.	Walking alone in your neighborhood during the day.....	86.8%	10.9%	1.1%	0.2%	1.1%
B.	Walking alone in your neighborhood after dark.....	51.1%	35.6%	6.7%	1.8%	4.8%

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=989).....	87.7%	11.0%	1.1%	0.2%
B.	Walking alone in your neighborhood after dark (n=952).....	53.7%	37.4%	7.0%	1.9%

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)?

- 28.6% Very strong
- 39.4% Somewhat strong
- 21.3% Somewhat weak
- 1.5% Very weak
- 6.3% None at all
- 3.0% (Don't Read) DK/NA

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City of Carlsbad

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.....	29.2%	46.0%	4.1%	14.7%	5.2%	0.9%
B.	Very few of my neighbors know me	8.5%	23.6%	4.5%	40.0%	22.2%	1.2%
C.	I have almost no influence over what my neighborhood is like	10.9%	26.0%	8.6%	38.5%	12.6%	3.3%
D.	My neighbors and I want the same things from this community	24.6%	51.4%	8.3%	6.0%	1.6%	8.1%
E.	If there is a problem in my neighborhood, people who live here can get it solved	20.8%	54.8%	7.5%	8.3%	4.0%	4.6%
F.	It is very important for me to feel a sense of community with other residents.....	28.9%	51.2%	8.2%	8.6%	2.5%	0.5%

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

- 22.4% Very confident
- 55.2% Somewhat confident
- 12.0% Somewhat unconfident
- 5.5% Very unconfident
- 4.9% (Don't Read) DK/NA

City of Carlsbad

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.....	46.6%	38.2%	4.0%	5.8%	4.0%	1.3%
B. Manage traffic congestion on City streets.....	30.2%	41.8%	4.7%	13.2%	7.3%	2.7%
C. Manage residential growth and development.....	25.2%	37.4%	8.2%	13.8%	9.1%	6.3%
D. Maintain the business climate in Carlsbad.....	37.5%	41.2%	8.1%	5.3%	2.0%	6.0%
E. Provide fire protection and emergency medical services.....	67.1%	23.5%	3.5%	1.0%	0.6%	4.2%
F. Provide law enforcement services.....	63.4%	27.7%	2.6%	2.6%	2.0%	1.7%
G. Provide local arts and cultural opportunities.....	46.3%	38.0%	6.6%	3.9%	1.6%	3.5%
H. Provide library services.....	73.7%	18.9%	2.4%	1.1%	0.2%	3.8%
I. Provide water services.....	54.0%	33.8%	4.6%	3.2%	1.8%	2.6%
J. Provide sewer services.....	56.3%	33.2%	5.3%	1.1%	0.5%	3.7%
K. Maintain city parks.....	65.1%	28.7%	1.1%	2.1%	0.9%	2.2%
L. Provide recreation programs.....	51.9%	31.8%	4.6%	4.4%	1.0%	6.3%
M. Provide trails and walking paths.....	53.9%	31.3%	2.5%	4.6%	3.1%	4.6%
N. Protect water quality in the City's creeks, lagoons, and the ocean.....	39.7%	38.3%	6.2%	5.3%	4.2%	6.2%
O. Provide enough undeveloped areas in the City for habitat protection.....	36.1%	33.1%	5.4%	11.7%	9.2%	4.4%

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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=987).....	47.2%	38.7%	4.0%	5.9%	4.1%
B. Manage traffic congestion on City streets (n=973)	31.1%	43.0%	4.8%	13.6%	7.5%
C. Manage residential growth and development (n=937)	26.9%	39.9%	8.8%	14.7%	9.7%
D. Maintain the business climate in Carlsbad (n=940) ...	39.8%	43.8%	8.6%	5.7%	2.1%
E. Provide fire protection and emergency medical services (n=958)	70.1%	24.6%	3.7%	1.0%	0.7%
F. Provide law enforcement services (n=983)	64.5%	28.2%	2.7%	2.6%	2.0%
G. Provide local arts and cultural opportunities (n=965).....	48.0%	39.4%	6.8%	4.1%	1.7%
H. Provide library services (n=962)	76.5%	19.6%	2.5%	1.1%	0.2%
I. Provide water services (n=974)	55.5%	34.7%	4.7%	3.3%	1.9%
J. Provide sewer services (n=963)	58.5%	34.5%	5.5%	1.1%	0.5%
K. Maintain city parks (n=978)	66.6%	29.3%	1.1%	2.1%	0.9%
L. Provide recreation programs (n=937)	55.4%	34.0%	4.9%	4.7%	1.0%
M. Provide trails and walking paths (n=954)	56.5%	32.8%	2.6%	4.8%	3.3%
N. Protect water quality in the City’s creeks, lagoons, and the ocean (n=938)	42.3%	40.8%	6.6%	5.7%	4.5%
O. Provide enough undeveloped areas in the City for habitat protection (n=956)	37.7%	34.7%	5.6%	12.3%	9.7%

Next I would like to ask you specifically about the trash and recycling containers that Carlsbad uses.

11. I'd like to read you the opinion of two neighbors who live in Carlsbad. Smith and Jones [RANDOMIZE ORDER] disagree about Carlsbad's options for trash and recycling containers. As I read their opinions, please tell me which one is closer to your own opinion.

RANDOMIZE ORDER

Smith believes that the City of Carlsbad should replace current trash cans and the small recycling bins with three containers provided by the City for recycling, trash, and yard waste. Smith is willing to pay approximately two dollars more a month for trash and recycling services that provide more convenient containers and have enough space for all of our recyclable materials.

Jones believes that the City of Carlsbad should NOT change the current recycling bins and trash cans with city-provided containers. Jones does not want to pay any more money a month for trash and recycling services when the current system is working just fine.

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

- | | |
|-------|--|
| 36.3% | Smith [Replace recycling bins and trash can with city-provided containers] |
| 57.1% | Jones [Keep the current trash and recycling system] |
| 2.2% | (Don't Read) Neither |
| 1.1% | (Don't Read) Combination |
| 3.4% | (Don't Read) DK/NA |

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

12. 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=908)</u>	
31.3%	Very satisfied	34.4%	Very satisfied
42.3%	Somewhat satisfied	46.5%	Somewhat satisfied
12.2%	Somewhat dissatisfied	13.4%	Somewhat dissatisfied
5.1%	Very dissatisfied	5.7%	Very dissatisfied
9.2%	(Don't Read) DK/NA		

13. If you needed to contact the City of Carlsbad to report an issue or a concern or to get specific information about city services, how would you most likely find and contact the appropriate person at the City?

[RANDOMIZE ORDER OF PRESENTATION OF RESPONSES 1- 3]

50.9%	Look on the City website to find the appropriate information or an electronic form to complete
35.0%	Find the phone number of the appropriate city employee and call them
7.2%	Send an email to the appropriate employee or City department
1.1%	Other: Walk into City offices
0.7%	Other: Multiple methods
0.6%	Other: General Internet
0.4%	(Don't Read) Other (Specify:_____)
4.0%	(Don't Read) DK/NA

14. How would you prefer that City contact you to provide up to date information on new services, events or local information for City of Carlsbad residents?

[WAIT FOR INITIAL RESPONSE READ ONLY IF NEEDED]

47.9%	Mailed through a city newsletter
31.5%	Email from the City
6.6%	Phone call from the City
6.1%	Through the City website
1.9%	Facebook or Twitter updates
1.4%	Other: Newspaper/ magazine
0.7%	Other: Monthly bills
0.6%	Other: TV
1.6%	(Don't Read) Other (Specify:_____)
1.8%	(Don't Read) DK/NA

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15. 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 website....	30.3%	26.1%	28.9%	14.0%	0.6%
B.	The North County Times or www.nctimes.com.....	44.6%	16.8%	15.7%	21.8%	1.2%
C.	The San Diego Union-Tribune or www.signonsandiego.com	41.0%	16.9%	18.6%	23.0%	0.4%
D.	The community services or recreation guide.....	22.3%	23.3%	30.1%	22.1%	2.2%
E.	Social media websites such as Facebook, Twitter or YouTube.....	68.5%	12.6%	7.0%	11.6%	0.4%
F.	Flyers that come in your water bill	32.0%	12.9%	22.2%	28.6%	4.3%
G.	Flyers at city buildings like the Library, Senior Center, or community centers	33.0%	25.6%	26.2%	13.5%	1.8%
H.	Television news	26.5%	18.4%	21.2%	32.5%	1.3%

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

16. 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=991)</u>	
65.2%	Yes [GO TO Q0]	65.8%	Yes [GO TO Q0]
33.9%	No [SKIP TO Q19]	34.2%	No [SKIP TO Q19]
0.9%	(Don't Read) DK/NA [SKIP TO Q19]		

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

n=652

31.5%	TV
20.8%	Newsletters
19.8%	Newspaper
10.9%	Water/ utility bill
10.0%	Curb signs
9.7%	Brochures
8.1%	Radio
5.9%	Website
4.0%	Family/ friends/ other word of mouth
3.6%	School
3.4%	Posters
2.9%	Public events/ booth
2.7%	Information in the mail
2.3%	Flyer
1.1%	Internet
0.9%	Movie theaters
0.6%	Signs near lagoons/ beach/ trails
0.6%	City building or library
0.6%	Lagoon Foundation
0.6%	Magazine
2.0%	Other (Specify:_____)
4.0%	Don't know/ not sure

18. 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=652

22.3%	Properly disposed of hazardous waste
14.5%	Used a commercial car wash
13.8%	Used environmentally friendly soaps, pesticides, etc.
9.2%	Cleaned up trash at parks and beaches
9.1%	Recycled
6.9%	Careful of what goes down sewer/ no longer dump down storm drain
6.7%	Reduced water usage/ used water more efficiently
5.7%	Cleaned up animal waste
4.2%	Reduced run-off/ erosion control
4.0%	Don't litter
3.4%	I do everything I can/ I don't pollute
2.8%	Don't wash cars as much/ don't wash in driveway
2.2%	Reduce trash/ plastics
1.9%	Stopped washing driveway
1.5%	Taught others/ reported violators
0.7%	Changed landscaping
0.2%	Fixed leaks
3.4%	Other (Specify:_____)
20.1%	Have not done anything
6.2%	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.

19. How often do you visit Carlsbad's Downtown Village?

53.4%	Regularly, once a week or more
24.1%	Sometimes, once a month or more
19.1%	Seldom, less than once a month
3.1%	Never [SKIP TO QA]
0.3%	(Don't Read) DK/NA [SKIP TO QA]

20. How would you rate your experience while visiting Carlsbad's Downtown Village?

<u>n=966</u>		<u>With DK/NA Factored Out (n=962)</u>	
40.8%	Excellent	41.0%	Excellent
48.8%	Good	49.0%	Good
8.9%	Fair	8.9%	Fair
1.0%	Poor	1.0%	Poor
0.1%	Very poor	0.1%	Very Poor
0.4%	(Don't Read) DK/NA		

21. What would you like to see improved in Carlsbad's Downtown Village? (Record first two responses)

n=966

17.9%	Parking
15.7%	Need more unique businesses/ better restaurants
7.0%	Traffic
5.8%	Much of the area is very old/ needs to be updated
2.9%	Cleanliness/ upkeep
2.3%	More events, activities, and attractions
2.2%	More pedestrian friendly
2.0%	Street and landscaping improvements
1.9%	More parks/ recreational facilities
1.7%	Fill vacant lots and stores/ help businesses
1.5%	Improve nightlife/ evening vibrancy
1.2%	Less police presence
1.2%	More public transit
1.2%	Fewer tourists/ too crowded
1.1%	Crime/ homeless issues
1.1%	Make more bicycle friendly
0.8%	Encourage arts
0.8%	Improve lighting
0.7%	More/ better grocery stores
0.7%	Limit growth
0.6%	Increased signage
4.2%	Other (Specify:_____)
13.0%	Happy with the Village as is
22.3%	No suggestions

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?

22.0%	Rent
76.9%	Own
1.1%	(Don't Read) Refused

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

71.2%	Single family detached home
9.2%	Apartment
16.9%	Condominium or town home
1.7%	Mobile home
1.0%	(Don't Read) Refused

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

56.6%	No children
17.1%	1 child
18.9%	2 children
7.0%	3 or more children
0.5%	(Don't Read) Refused

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

10.8%	18 to 24 years
11.3%	25 to 34 years
16.2%	35 to 44 years
21.1%	45 to 54 years
16.9%	55 to 64 years
20.1%	65 years or older
3.5%	(Don't Read) Refused

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

23.7%	La Costa/ La Costa Canyon/ La Costa Oaks	0.3%	Camino Hills
8.1%	Aviara	0.3%	Capri
7.8%	Calavera/ Calavera Hills	0.3%	Evans Point
7.4%	The Village/ Downtown	0.3%	Lakeshore Gardens
4.8%	Carrillo Ranch	0.3%	Rancho Carlsbad
1.8%	Old Carlsbad	0.3%	Santa Fe Trails
1.4%	Spinnaker Hills/ Pointe	0.3%	The Beach
1.2%	Tamarack	0.3%	Southwest Carlsbad
1.1%	South Carlsbad	0.3%	Shorepointe
1.0%	Bressi Ranch	0.3%	Seaside Heights
1.0%	Rancho Ponderosa	0.3%	Santa Fe Ridge
0.8%	North Carlsbad	0.3%	Salt Aire
0.6%	Barrio	0.2%	Hanover Beach Colony
0.6%	Carlsbad Crest	0.2%	Sea Bright
0.6%	Laguna Riviera	0.2%	The Cove
0.6%	San Pacifico	0.2%	The Ranch
0.6%	Hosp Grove	0.2%	The Summit
0.5%	Bay Collection	0.2%	Waters End
0.5%	Canterbury	0.2%	Tiburon
0.5%	Carlsbad Heights	0.2%	Seaside Estates
0.5%	Harbor Point	0.2%	Palisades
0.5%	Las Playas	0.2%	MarBrisa
0.5%	Poinsettia	0.2%	La Cresta
0.5%	Tanglewood	0.1%	Aqua Hedionda Lagoon
0.5%	Taramar	0.1%	Central Carlsbad
0.5%	Sunny Creek	0.1%	Chestnut Hills
0.4%	Mariners Point	0.1%	Northeast Carlsbad
0.4%	Northwest Carlsbad	0.1%	Pacific View Estates
0.4%	Vista Pacifica	0.1%	Sea Cliff
0.4%	Telescope Point	0.1%	Rosalena
0.4%	Pacifica	0.1%	Laguna Del Mar
0.3%	Alga Hills	0.1%	Kelly School Area
0.3%	Altamira	6.6%	Other (Specify:_____)
0.3%	Bristol Cove	6.4%	None, I just live in Carlsbad
		9.8%	DK/NA Refused

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

75.4%	White or Caucasian
12.1%	Hispanic or Latino
5.1%	Asian
0.9%	African American or Black
0.9%	Other (Specify:_____)
5.6%	(Don't Read) Refused

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

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

47.9%	Male
52.1%	Female