

City of Carlsbad 2005 Public Opinion Survey Report

Conducted for:

City of Carlsbad

Conducted by:

The Social and Behavioral Research Institute

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Section 1: Methodology

A public opinion survey of residents in the City of Carlsbad was conducted in the Summer of 2005. The survey addressed the attitudes of city residents concerning city-provided services, facilities, and issues, and included a number of demographic questions.

The survey was conducted for the City of Carlsbad by the Social and Behavioral Research Institute at California State University San Marcos. This is the sixth year the Social and Behavioral Research Institute has conducted this survey for the City of Carlsbad. This report summarizes the results of this telephone survey; it contains a description of the data and an elaboration of the results of the survey.

The information in this report is based on 1,018 telephone interviews conducted with adult residents in the City of Carlsbad in 2005, along with data collected in the years 2000 through 2004. Respondent household telephone numbers were selected for contact using random-digit-dial methodology. Using this methodology, all listed and unlisted residential telephone numbers within a geographic boundary have an equal chance for inclusion in the sample.

The interviews were conducted with respondent households from four regions in the City of Carlsbad: Northwest, Northeast, Southeast and Southwest. The North/South region division was based on whether residents lived north or south of Palomar Airport Road, while the East/West division was based on El Camino Real. Approximately 250 interviews were conducted per region (Table 1-1).

	Frequency	Percent
NorthWest	273	26.8
NorthEast	257	25.2
SouthEast	222	21.8
SouthWest	266	26.1
Total	1018	100.0

The questionnaire used for this study is similar to those used for the City of Carlsbad in the previous five years. The questionnaire was designed by SBRI in consultation with City of Carlsbad staff. The interview questions can be found in Appendix A.

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

Interviewing for this study was conducted between July 16th and August 27th, 2005, on-site at the SBRI Survey Lab at California State University San Marcos. Scheduling of the interviewing sessions was arranged to insure that a

representative sample of Carlsbad households were contacted. Up to 10 call attempts were made to telephone numbers before retiring the numbers. The large number of call attempts was made in order to allow Carlsbad residents with busy schedules and lifestyles to have enough opportunities to participate in the survey.

SBRI interviewers made 62,033 telephone calls during the course of the study, with an average completed interview length of 19.82 minutes. The response rate for the survey was 41.4 percent. This response rate was calculated using methodology supported by the Council of American Survey Research Organizations (CASRO) and the American Association of Public Opinion Researchers (AAPOR). The formula used was CASRO response rate formula RR4.

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

Section 2: Rating City Services

A major subject area of the survey is the rating of city services by the survey respondents. Respondents are asked a series of questions about different types of services provided by the City of Carlsbad, and are asked to rate these services on a scale of “Excellent,” “Good,” “Fair,” or “Poor.”

Overall City Services

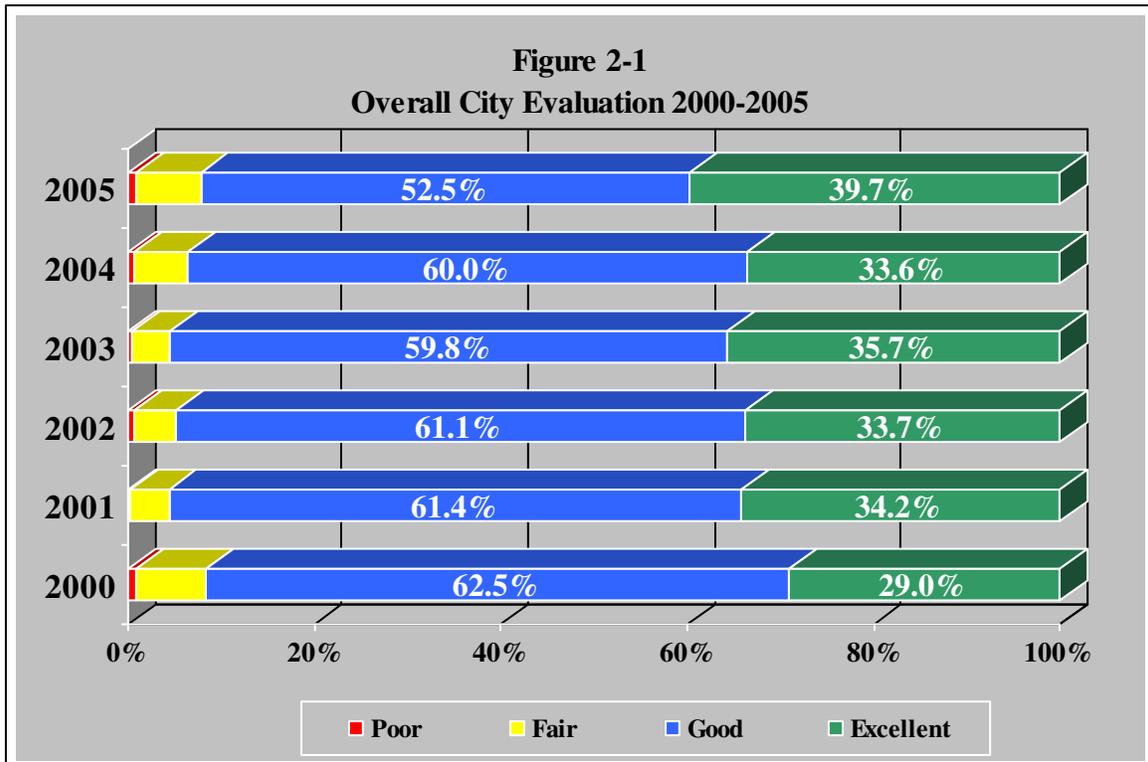
Respondents are asked to give a general rating of all services provided by the City of Carlsbad. Table 2-1 presents the results for this question for the 2005 survey. Roughly four out of ten respondents (39.7%) rated **Overall City Services** as being **Excellent**, with an additional half of all respondents (52.5%) rating services as **Good**. These positive ratings make up over 90% of those who answered the question, and represent a high level of satisfaction with

City Services in general.

	Frequency ^b	Percent
Excellent	392	39.7
Good	519	52.5
Fair	68	6.9
Poor	9	.9
Total	988	100.0

a. "How would you rate the services delivered by the City of Carlsbad, overall?"
 b. 30 respondents either refused (1) or answered "Don't Know" to the question (29).

Figure 2-1 puts the 2005 results into the context of results from previous years of the survey. Across the six years of the survey, the evaluation of **Overall City Services** has been very positive – over 90% of respondents have given ratings of **Excellent** or **Good** in each year. In 2005, the percentage of respondents rating city services as **Excellent** was the highest of any year surveyed.



The rating of Overall City Services was analyzed to look for differences between demographic groups. No significant differences in the 2005 ratings were found when comparisons were made based on: region of residence, age, length of residence, household income, home ownership, household size and presence of children in the household.

Police Services

Respondents were asked to rate the services provided by the **Carlsbad Police Department** using the same scale of Excellent, Good, Fair and Poor. The results to this question for 2005 can be found in Table 2-2.

The largest group of respondents (45.7%) rated **Police Services** as being **Excellent**, with a similar size group (44.4%) rating these services as **Good**, meaning that Police Services were rated positively by roughly 90% of all

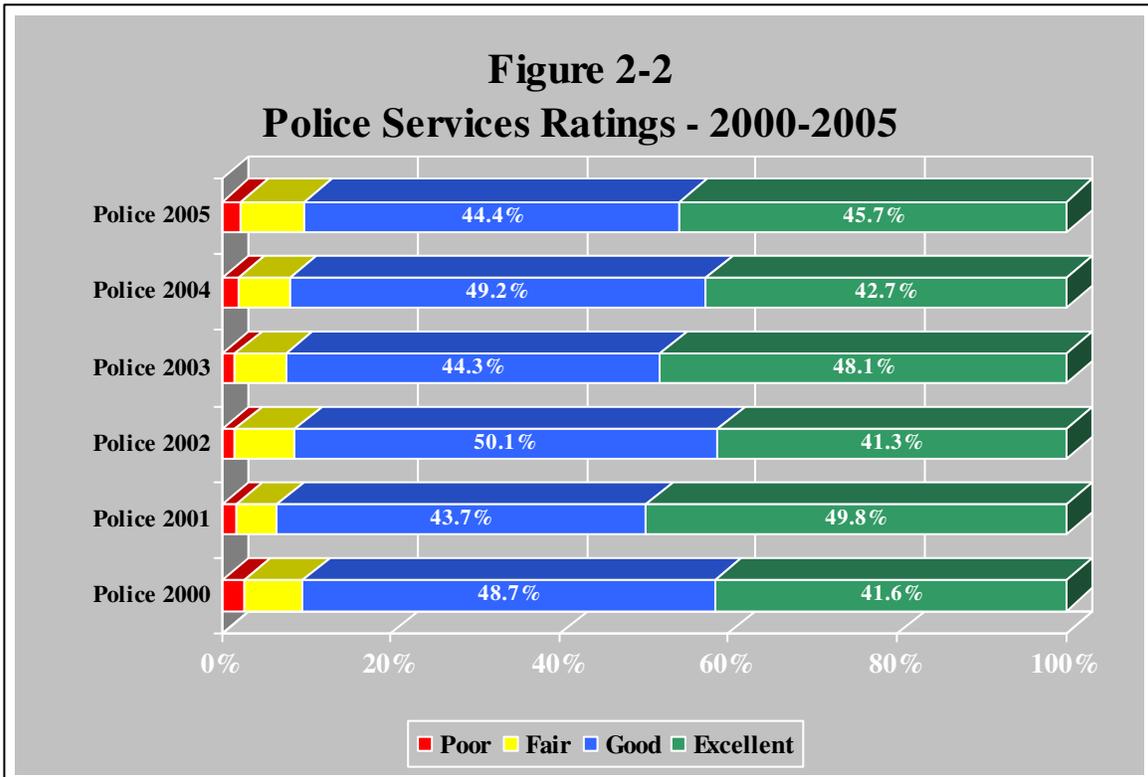
respondents.

	Frequency ^b	Valid Percent
Excellent	420	45.7
Good	408	44.4
Fair	70	7.6
Poor	21	2.3
Total	919	100.0

a. "How would you rate the Police Services provided by the City of Carlsbad?"
 b. 99 respondents either refused (4) or answered "Don't Know" (95) to the question.

Across the six years of the survey, the evaluation of **Police Services** has been very positive – over 90% of respondents have given ratings of **Excellent** or **Good** in each year. The 2005 ratings for Police Services follow this overall trend, and are statistically no different from previous years.

The rating of Police Services was analyzed to look for differences between



demographic groups. No significant differences in the 2005 ratings were found when comparisons were made based on: region of residence, age, length of residence, household income, home ownership, household size and presence of children in the household.

Fire Protection Services

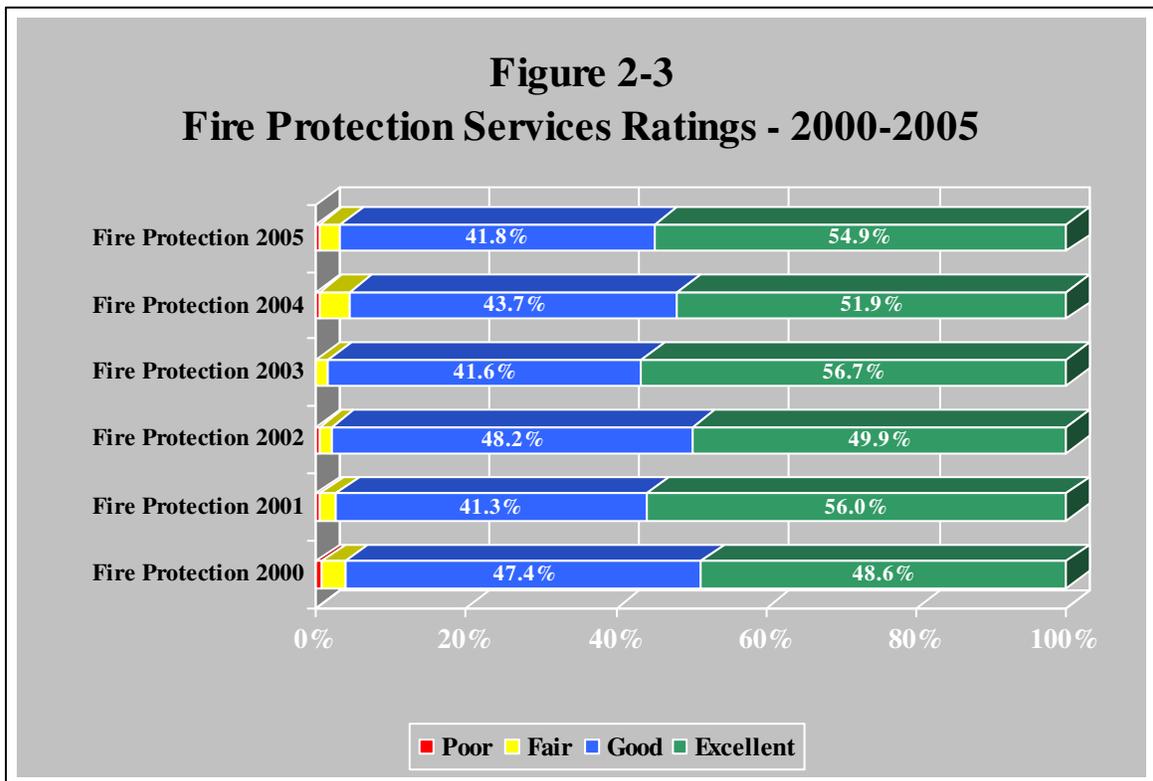
Respondents were asked to rate the services provided by the **Carlsbad Fire Department** using the same scale of Excellent, Good, Fair and Poor. The results to this question for 2005 can be found in Table 2-3.

Over half of respondents (54.9%) rated **Fire Protection Services** as being **Excellent**, with the next largest group (41.8%) rating these services as **Good**, meaning that Fire Protection Services received nearly universal positive ratings.

	Frequency ^b	Valid Percent
Excellent	437	54.9
Good	333	41.8
Fair	22	2.8
Poor	4	.5
Total	796	100.0

a. "How would you rate the Fire Protection Services provided by the City of Carlsbad?"
 b. 222 respondents either refused (3) or answered "Don't Know" to the question (219).

Across the six years of the survey, the evaluation of **Fire Protection Services** has been very positive – over 90% of respondents have given ratings of **Excellent** or **Good** in each year. The 2005 ratings for Fire Protection Services follow this overall trend, and are statistically no different from previous years.



The rating of Fire Protection Services was analyzed to look for differences between demographic groups. **Longer-term Carlsbad residents** (lived in Carlsbad more than six years) **were more likely to rate Fire protection Services as Excellent** (59.7%) than were more recent residents of Carlsbad (48.5%). No other significant differences in the 2005 ratings were found when comparisons were made based on: region of residence, age, household income, home ownership, household size and presence of children in the household.

Nearly two-thirds of respondents (63.8%) rated **Library Services** as being **Excellent** and nearly one-third (32.9%) rated these services as **Good**. Very few respondents gave ratings of Fair or Poor.

Table 2-4 - Library Services Rating^a

	Frequency ^b	Percent
Excellent	596	63.8
Good	307	32.9
Fair	26	2.8
Poor	5	.5
Total	934	100.0

a. "How would you rate Library Services provided by the City of Carlsbad?"

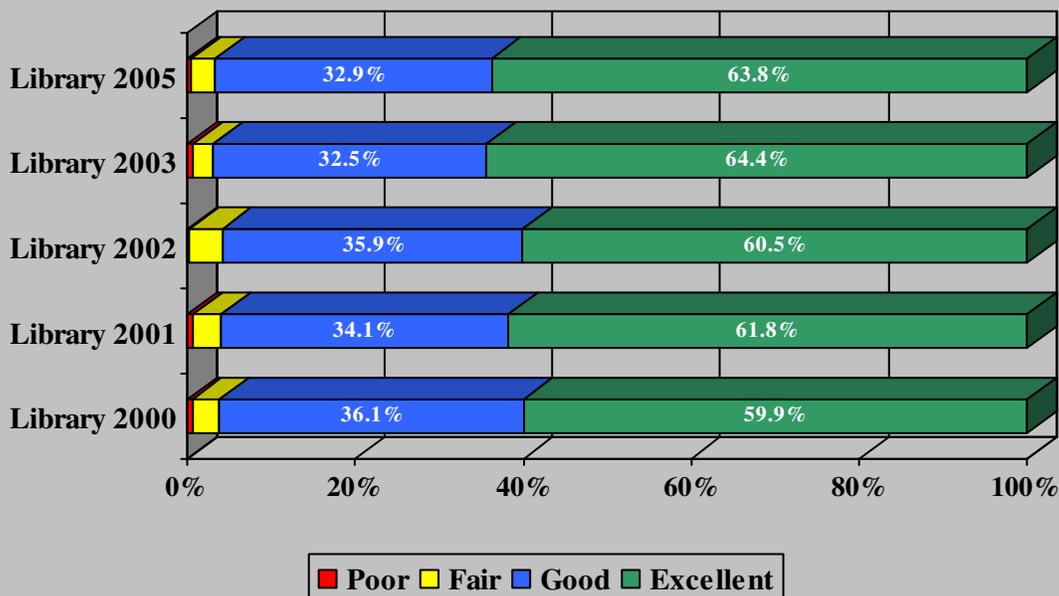
b. 84 respondents either refused (2) or answered "Don't Know" to the question (82).

Library Services

Respondents were asked to rate the services provided by the **Carlsbad Libraries** using the same scale of Excellent, Good, Fair and Poor. The results to this question for 2005 can be found in Table 2-4.

Across the five years of survey data, the evaluation of **Library Services** has also been very positive – over 90% of respondents have given ratings of **Excellent** or **Good** in each year. Library Services in Carlsbad are consistently one

Figure 2-4
Library Services Ratings - 2000-2005



of the highest-rated (if not highest-rated) services provided by the City. The 2005 ratings for Library Services follow this overall trend, and are statistically no different from previous years.

The rating of Library Services was analyzed to look for differences between demographic groups. No significant differences in the 2005 ratings were found when comparisons were made based on: region of residence, age, length of residence, household income, home ownership, household size and presence of children in the household.

Recreation Programs

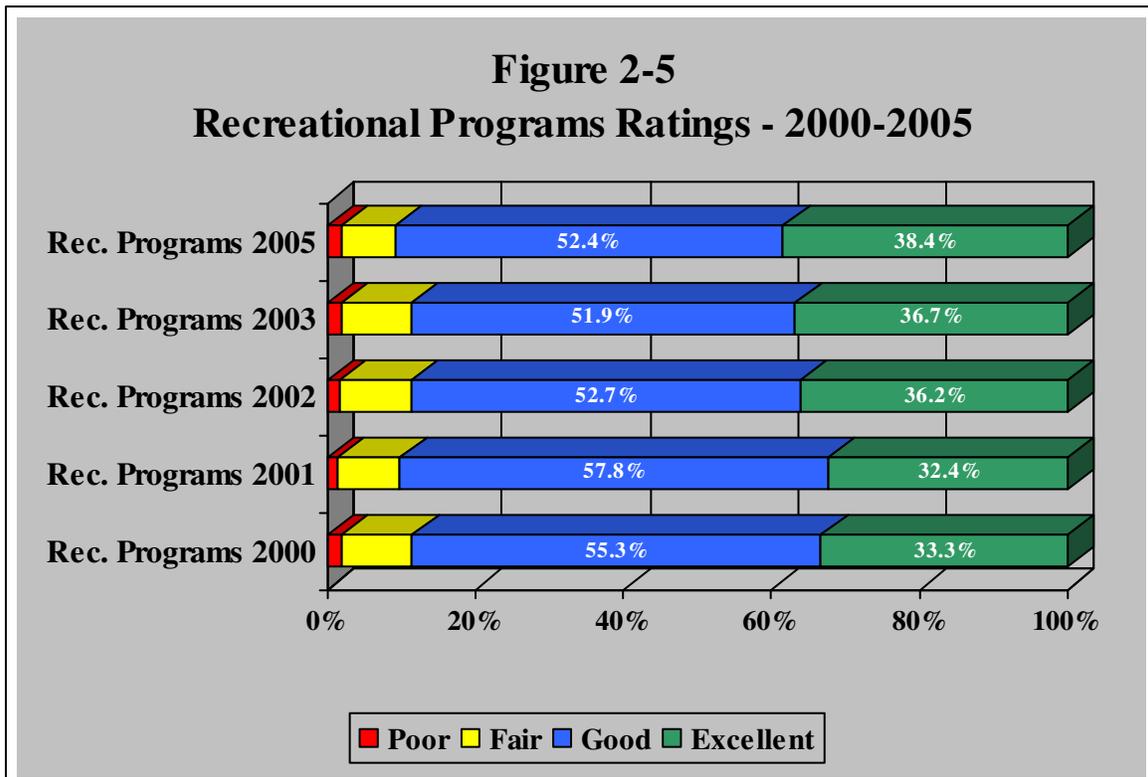
Respondents were asked to rate the programs provided by the **Carlsbad Recreation Department** using the same scale of Excellent, Good, Fair and Poor. The results to this question for 2005 can be found in Table 2-5.

Over one-third of respondents (38.4%) rated **Recreation Programs** as being **Excellent** and over half (52.4%) rated these services as **Good**. Less than ten percent of respondents gave ratings of Fair or Poor.

	Frequency ^b	Percent
Excellent	319	38.4
Good	435	52.4
Fair	61	7.3
Poor	15	1.8
Total	830	100.0

a. "How would you rate Recreational Programs provided by the City of Carlsbad?"
 b. 188 respondents either refused (4) or answered "Don't Know" to the question (184).

Across the five years of survey data, the evaluation of **Recreation Programs** has also been positive – around 90% of respondents have given ratings of **Excellent** or **Good** in each year.



Recreation Programs received slightly more **Excellent** ratings in 2005 than in previous years, with a slightly positive trend in these ratings since the survey began in 2000.

Residents who live in the **Northeast Quadrant** (44.5%) were **much more likely to rate Recreational Programs as being Excellent** than were residents of other quadrants (34.5% – 37.6%). The reason for this higher evaluation amongst Northeast residents may be related to recreational programs offered at parks or facilities in the northeast quadrant, or that are convenient for Northeast residents. The Northeast quadrant does have a slightly higher proportion of households with children than other quadrants – this may account for part of the difference.

No other significant differences in the 2005 ratings for Recreational Programs were found when comparisons were

made based on: region of residence, age, length of residence, household income, home ownership, household size and presence of children in the household.

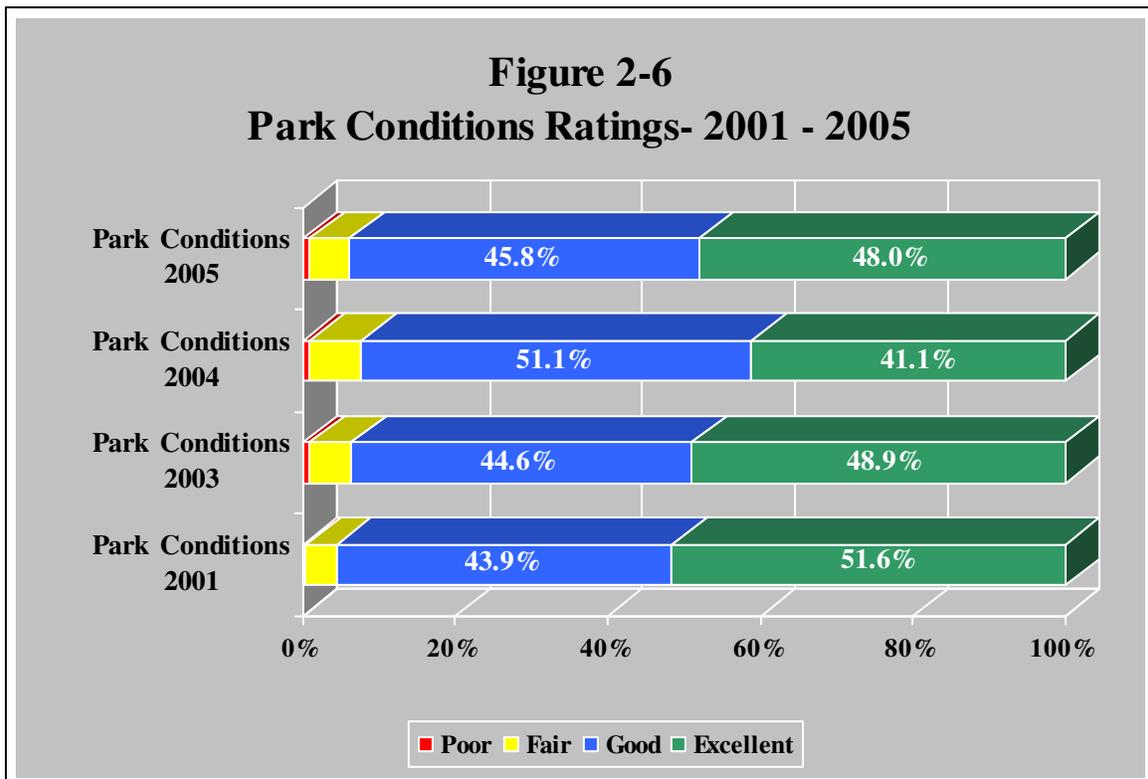
Park Conditions

Respondents were asked to rate the

	Frequency ^b	Percent
Excellent	449	48.0
Good	429	45.8
Fair	49	5.2
Poor	9	1.0
Total	936	100.0

^a "How would you rate the Condition of The Parks you or your family used?"
^b 82 respondents either refused (3) or answered "Don't Know" to the question (79).

Condition of City Parks using the same scale of Excellent, Good, Fair and Poor. The results to this question for 2005 can be found in Table 2-6.



Nearly half of respondents (48.0%) rated **Park Conditions** as being **Excellent**, with a similar size group (45.8%) rating these services as **Good**, meaning that Park Conditions were rated positively by over 90% of all respondents.

Across the five years of the survey, the evaluation of **Park Conditions** has been very positive – over 90% of respondents have given ratings of **Excellent** or **Good** in each year. The 2005 ratings for Park Conditions are an improvement over the responses in 2004 (an increase of 7% in Excellent responses), and return the ratings of Park Conditions to levels recorded in 2001 and 2003.

The rating of Park Conditions was analyzed to look for differences between demographic groups. Significant differences were found in respondent opinions based on their age and their length of residence in Carlsbad.

Younger respondents (ages 18-40) gave **Park Conditions ratings of Excellent at a higher rate** (56.2%) than did respondents in the 41-60 or 61 and older categories (46.2% and 44.6%), respectively. There was no significant difference in the distribution of Good or Poor scores – only differences in the distribution of Excellent and Good scores. **More recent residents of Carlsbad** (six years or less) were also **more likely to rate Park Conditions as Excellent** (53.9%), compared to longer-term residents (42.8%). These two results are related, as newer Carlsbad residents also tend to be younger.

Park Conditions were also rated higher by park users when compared to non-users. A majority (52.1%) of respondents who said they had used City

Parks in the past year rated Park Conditions as “Excellent,” compared to only one-third (35.8%) of non-users. Newer residents and younger residents also were more likely to report using parks.

What becomes obvious from this data is that younger adult Carlsbad residents, many of whom are new to the city, use parks more and also evaluate their condition more positively. What is less clear is whether older, longer-term residents are less likely to use parks because of their different lifestyle preferences and therefore rate park conditions lower because of their lack of knowledge, or whether older, longer-term Carlsbad residents use parks less because they are less satisfied with the conditions of the facilities. Our opinion is that the former theory is more reasonable than the latter.

Younger adult Carlsbad residents, many of whom are new to the city, use parks more and also evaluate their condition more positively. Older, longer-term residents are less likely to use parks because of their different lifestyle preferences and therefore rate park conditions lower because of their lack of knowledge.

No other significant differences in the 2005 ratings of Park Conditions were found when comparisons were made based on: region of residence, household income, home ownership, household size and presence of children in the household.

Water Services

Respondents were asked to rate the **Water Services** provided by the City of Carlsbad using the same scale of Excellent, Good, Fair and Poor. The results to this question for 2005 can be found in Table 2-7.

One-third of respondents (36.7%) rated **Water Services** as being **Excellent**, with a somewhat larger group (56.1%) rating these services as **Good**, meaning that Water Services were rated positively by roughly 90% of all respondents.

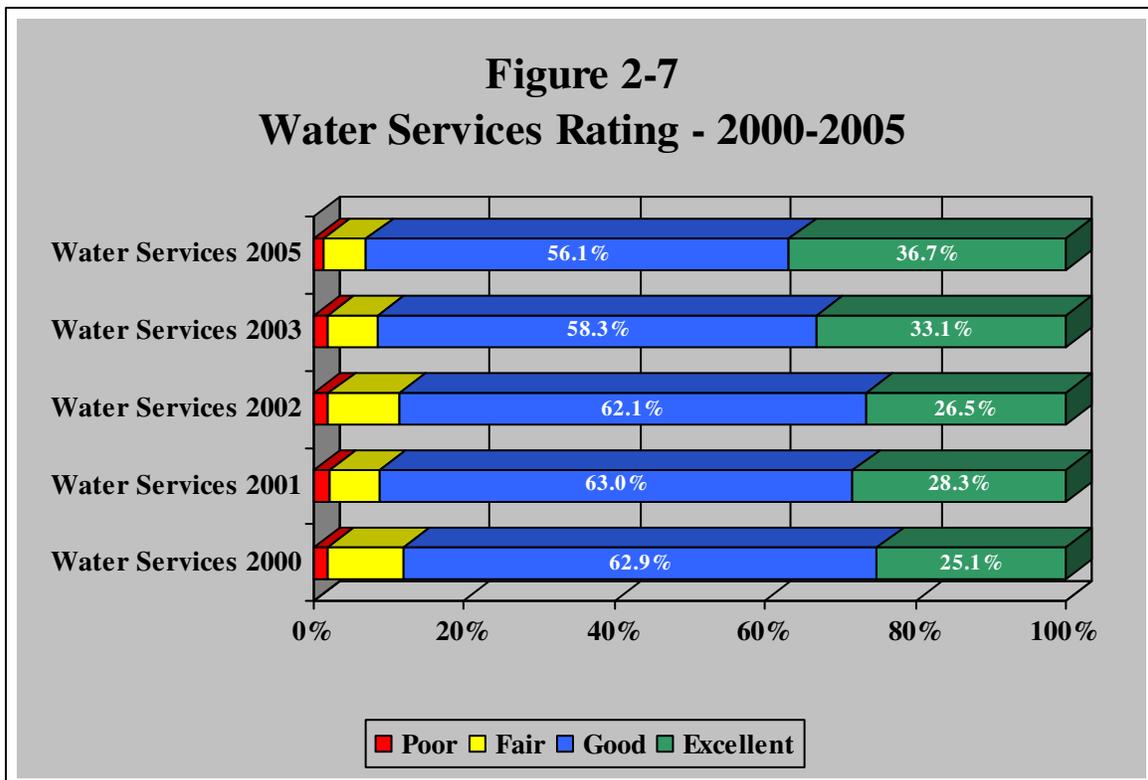
Across the five years of questions on the survey, the evaluation of **Water Services** has been very positive – roughly 90% of respondents have given ratings of **Excellent** or **Good** in each year. The 2005 ratings for Water Services are the best yet recorded, and

	Frequency ^b	Percent
Excellent	359	36.7
Good	548	56.1
Fair	55	5.6
Poor	15	1.5
Total	977	100.0

^a "How would you rate Water Services provided by the City of Carlsbad?"
^b 41 respondents either refused (0) or answered "Don't Know" to the question (41).

may reflect a trend of improvement in ratings for this particular City service.

The rating of Water Services was analyzed to look for differences between demographic groups. No significant differences in the 2005 ratings were found when comparisons were made based on: region of residence, age, length of residence, household income, home ownership, household size and presence of children in the household.



Sewer Services

Respondents were asked to rate the Sewer Services provided by the City of Carlsbad using the same scale of Excellent, Good, Fair and Poor. The results to this question for 2005 can be found in Table 2-8.

Roughly one-third of all respondents (33.7%) rated **Sewer Services** as being **Excellent**, with over half (58.8%) rating these services as **Good**, meaning that Sewer Services were rated positively by over 90% of all respondents.

Across the four years where this topic has been included in the survey, the evaluation of **Sewer Services**, like most other City services, has been very positive – over 90% of respondents have given ratings of **Excellent** or **Good** in each year. The 2005 ratings for Sewer

Services are slightly better than previous years, and the proportion of Excellent ratings has shown an increasing trend since 2002.

The rating of Sewer Services was analyzed to look for differences between demographic groups. No significant differences in the 2005 ratings were

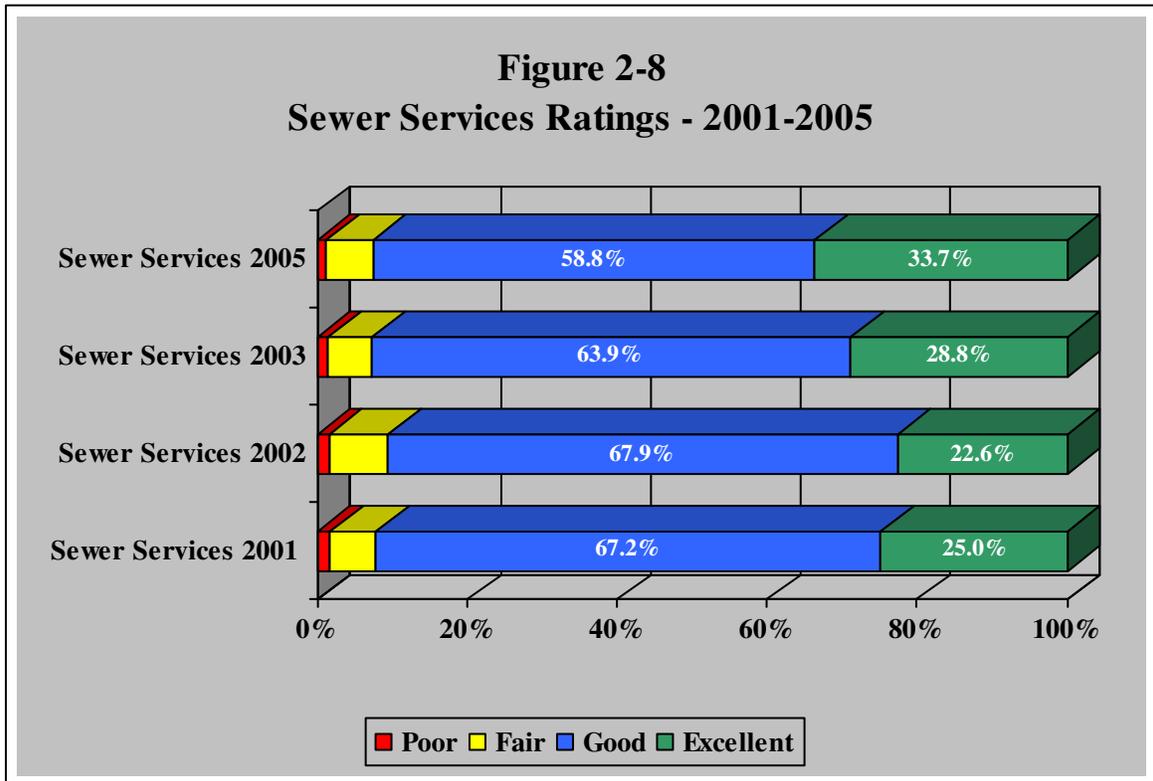
Table 2-8 - Sewer Services Rating^a

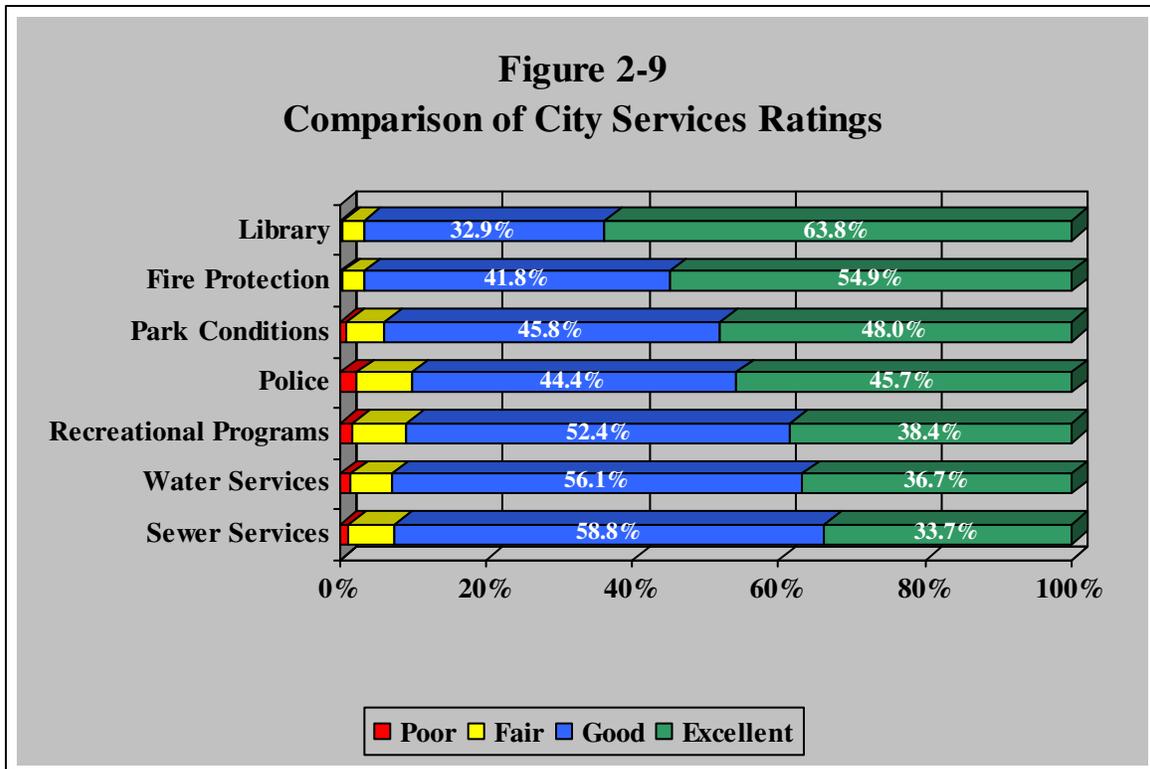
	Frequency ^b	Percent
Excellent	320	33.7
Good	559	58.8
Fair	59	6.2
Poor	12	1.3
Total	950	100.0

a. "How would you rate Sewer Services provided by the City of Carlsbad?"

b. 68 respondents either refused (0) or answered "Don't Know" to the question (68).

found when comparisons were made based on: region of residence, age, length of residence, household income, home ownership, household size and presence of children in the household.





City Services Ratings in Context

The chart above (Figure 2-9) arrays the ratings received by each individual city service area, in descending order according to the percentage of “Excellent” ratings. As has been the case in past years, ratings for Library Services and Fire Protection Services are the highest. Even for those services that receive the lowest ratings in this group, it is remarkable that over 90% of all respondents to the survey gave positive ratings to each service listed. In summary, it is obvious that the citizens of the City of Carlsbad are extremely satisfied with the quality of the services delivered by the City.

Responses to these city services questions are related to responses to other questions in the survey. Correlation analysis was conducted to test these relationships. In nearly all

cases, respondent opinions regarding overall and individual city services correlated positively with ratings of other aspects of city government, including confidence in city government

Citizens who rated city services favorably also feel more confidence and trust in city government, and have other favorable opinions about life in Carlsbad. Citizens who rate services poorly (or less favorably) feel less confidence and trust in city government, and have less favorable opinions in other areas.

actions, trust in city government, ratings of quality of life in Carlsbad and ratings of other City departments and service areas (e.g., land development, traffic

conditions, and information dispersal). This means that in general, respondents who rated city services favorably also feel more confidence and trust in city government, and have other favorable opinions about life in Carlsbad, and those who rate services poorly (or less favorably) feel less trust and confidence in city government, and have less favorable opinions in other areas.

Section 3: Rating Contracted City Services

Some of the services provided to residents of the City of Carlsbad are not offered by the City, but are instead contracted from outside organizations. These services include Trash Collection, Recycling, Hazardous Waste Disposal, and Cable Television. As was the case with services provided by the City, respondents were asked a series of questions about these services, and were asked to rate these services on a scale of “Excellent,” “Good,” “Fair,” or “Poor.”

Trash Collection

Respondents were asked to give a rating to Trash Collection Services contracted by the City of Carlsbad. Table 3-1 presents the results for this question for the 2005 survey. Roughly four out of ten respondents (39.7%) rated **Trash**

Collection Services as being **Excellent**, with nearly half of all respondents (46.8%) rating services as **Good**. These positive ratings make up over 80% of those who answered the question. While these ratings do not approach those garnered by City-run services, they do represent a high level of satisfaction.

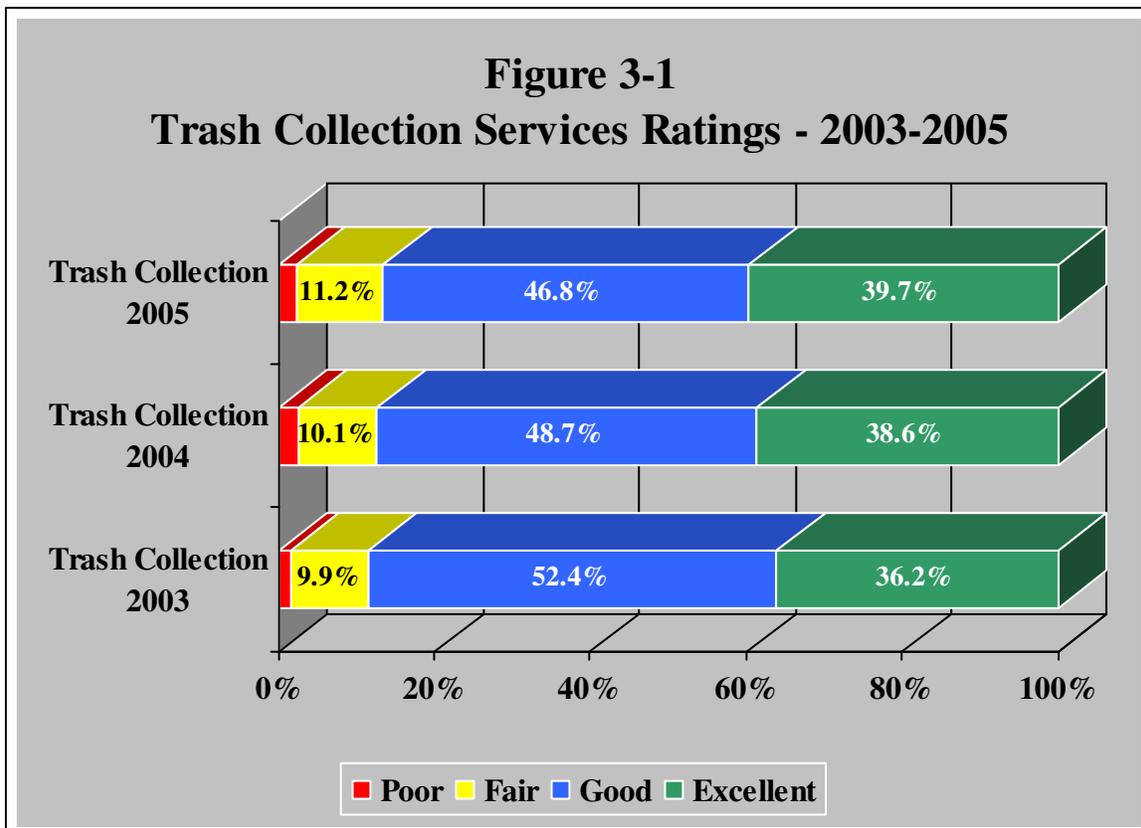
Table 3-1 - Trash Collection Rating^a

	Frequency ^b	Percent
Excellent	399	39.7
Good	471	46.8
Fair	113	11.2
Poor	23	2.3
Total	1006	100.0

a. "How would you rate Trash Collection provided by the City of Carlsbad?"

b. 12 respondents either refused (0) or answered "Don't Know" to the question (12).

Figure 3-1 puts the 2005 results into the context of results from the two previous years where questions were asked specifically about Trash Collection.



Across these three years, the evaluation of **Trash Collection** been quite stable – differences in the percentages displayed are not statistically significant.

The rating of Trash Collection was analyzed to look for differences between demographic groups. **Households with children were more likely to give lower ratings to Trash Collection Services** than were households without children. “Excellent” ratings given by households with children were lower (37.5% vs. 40.7%), and “Fair” ratings given by these households were much higher (16.1% vs. 8.8%). No other significant differences in the 2005 ratings were found when comparisons were made based on: region of residence, age, length of residence, household income, home ownership, and household size.

Hazardous Waste Collection

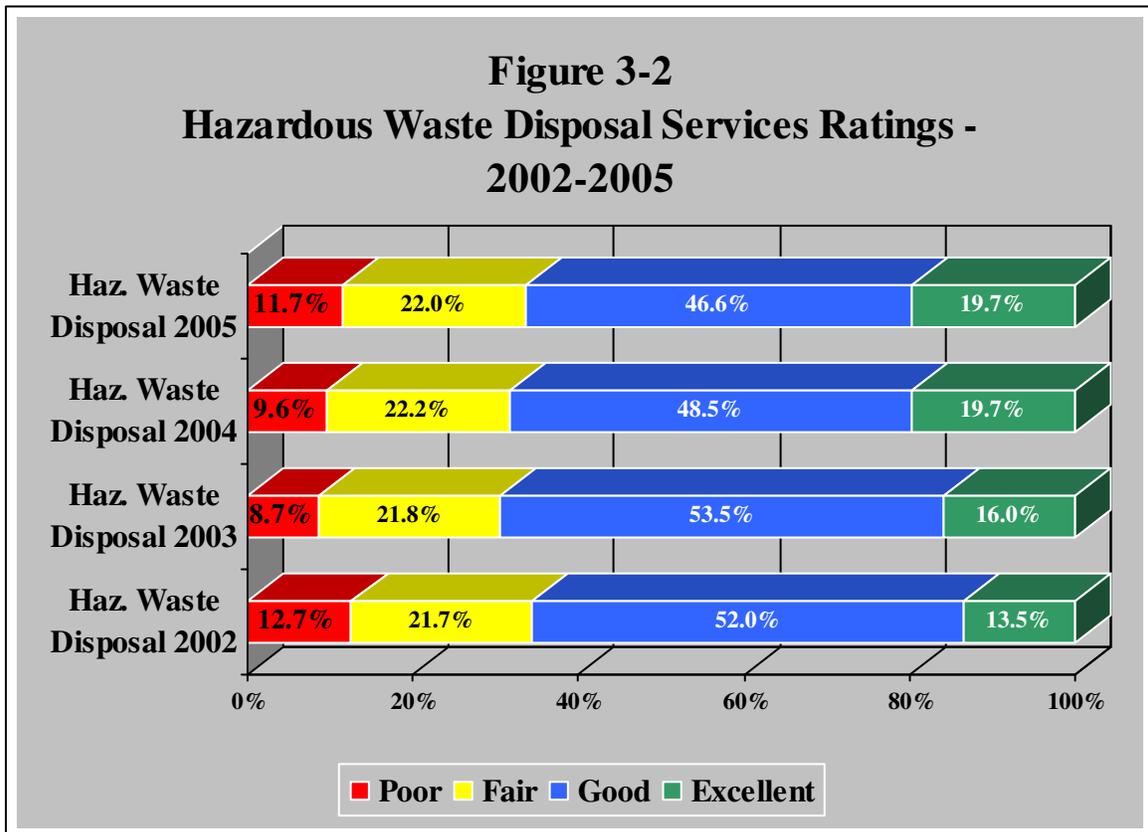
Respondents were asked to rate the **Hazardous Waste Collection** services using the same scale of Excellent, Good, Fair and Poor. The results to this question for 2005 can be found in Table 3-2.

Table 3-2 - Hazardous Waste Disposal Rating^a

	Frequency ^b	Percent
Excellent	116	19.7
Good	275	46.6
Fair	130	22.0
Poor	69	11.7
Total	590	100.0

a. "How would you rate Harzardous Waste Disposal provided by the City of Carlsbad?"
b. 428 respondents either refused (3) or answered "Don't Know" to the question (425).

One in five respondents (19.7%) rated



Hazardous Waste Collection services as being **Excellent**, with nearly half (46.6%) rating these services as **Good**, meaning that roughly two-thirds of all respondents rated Hazardous Waste Disposal services positively.

This particular service typically receives some of the lowest ratings of any contracted service. Our expectation is that because the process of dealing with hazardous waste is generally unpleasant and time-consuming, this service is destined to receive relatively low ratings. Across the six years of the survey, the evaluation of **Hazardous Waste Disposal** has remained stable, and the 2005 ratings are statistically no different from previous years.

The rating of Hazardous Waste Disposal was analyzed to look for differences between demographic groups. **Home owners were much more likely to give lower ratings for Hazardous Waste Disposal** than were renters. Over one-third (36.4%) of home owners gave ratings of “Fair” or “Poor,” compared to 17.2% of renters.

No other significant differences in the 2005 ratings were found when comparisons were made based on: region of residence, age, length of residence, household income, household size and presence of children in the household.

Recycling Services

Respondents were asked to rate the **Recycling** services provided to the city using the same scale of Excellent, Good, Fair and Poor. The results to this question for 2005 can be found in Table 3-3.

Roughly one-third of respondents (32.7%) rated **Recycling Services** as being **Excellent**, with half of respondents (50.0%) rating these services as **Good**.

Table 3-3 - Recycling Collection Rating^a

	Frequency ^b	Percent
Excellent	319	32.7
Good	488	50.0
Fair	115	11.8
Poor	54	5.5
Total	976	100.0

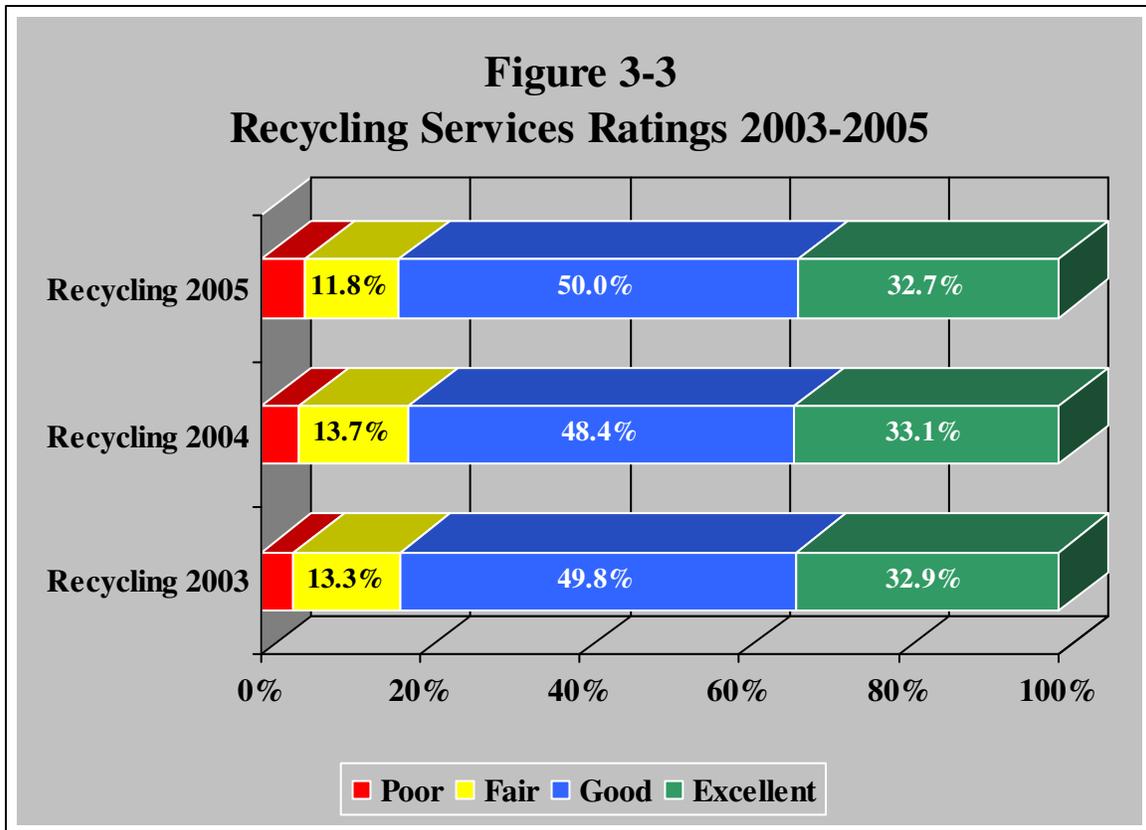
a. "How would you rate Recycling Collection provided by the City of Carlsbad?"

b. 42 respondents either refused (0) or answered "Don't Know" to the question (42).

A separate question for **Recycling Services** has been asked in the survey for the past three years. The ratings for these services have been virtually identical for each year – roughly 80% of all respondents each year have given positive ratings to Recycling Services.

The rating of Recycling Services was analyzed to look for differences between demographic groups. **Longer-term Carlsbad residents** (lived in Carlsbad more than six years) **were more likely to rate Recycling Services as Excellent** (36.4%) than were more recent residents of Carlsbad (28.4%). Roughly half as many longer-term residents rated recycling services as “Fair” than did newer residents (8.6% vs. 15.5%).

No other significant differences in the 2005 ratings were found when comparisons were made based on: region of residence, age, household income, home ownership, household size



and presence of children in the household.

Cable Television

Respondents were asked to rate the Cable Television Services contracted to Carlsbad residents using the same scale of Excellent, Good, Fair and Poor. The results to this question for 2005 can be found in Table 3-4.

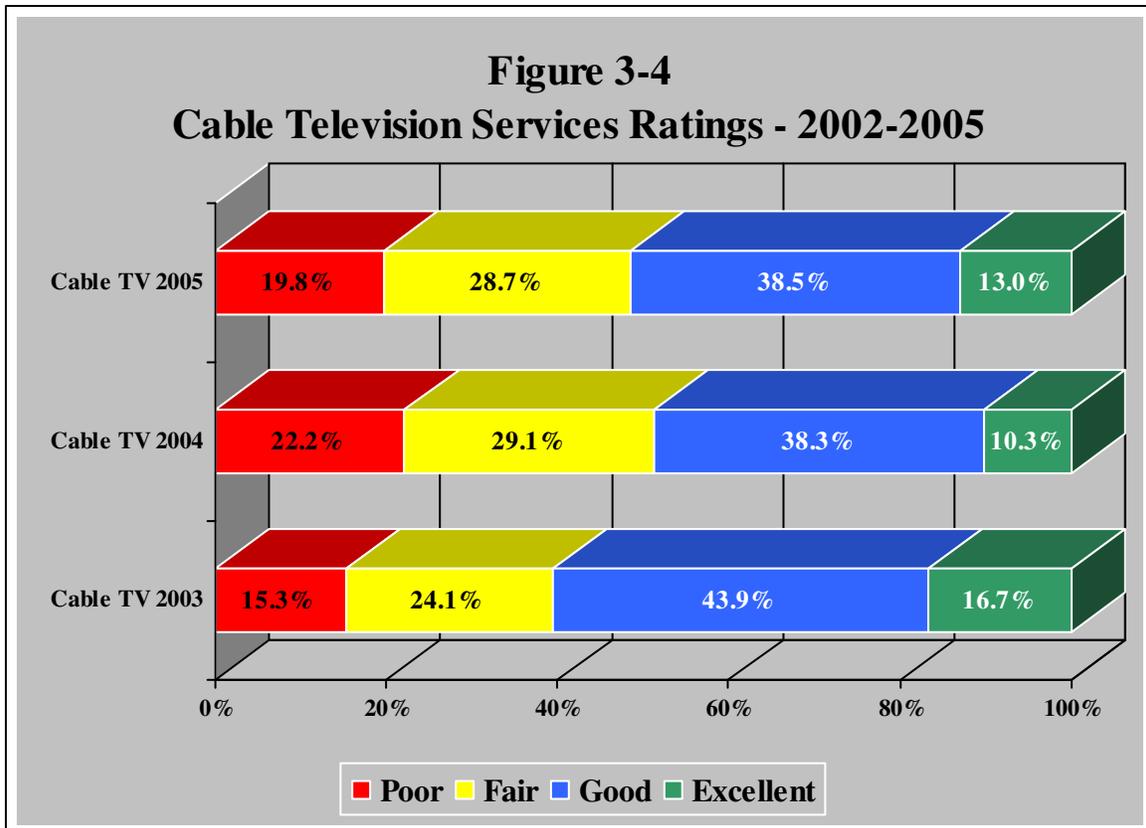
Cable Television Services received the lowest ratings of any service discussed in the survey. Only 13 percent of respondents rated **Cable Television Services** as being **Excellent**. Slightly more than one-third (38.5%) rated these services as **Good**. Nearly half of all respondents gave Cable Television negative ratings, with over one quarter (28.7%) rating them “Fair” and one out of five (19.8%) rating these services as “Poor” – the highest proportion of Poor ratings received for any service in the survey.

Table 3-4 - Cable Television Rating^a

	Frequency ^b	Percent
Excellent	118	13.0
Good	349	38.5
Fair	260	28.7
Poor	179	19.8
Total	906	100.0

^a "How would you rate Cable Television provided in the City of Carlsbad?"
^b 112 respondents either refused (4) or answered "Don't Know" to the question (108).

Cable Television Services received the lowest ratings of any service discussed in the survey.



Across the three years of survey data, the evaluation of **Cable Television Services** has remained low. The 2005 ratings for Cable Television Services are statistically no different from previous years.

The rating of Cable Television Services was analyzed to look for differences between demographic groups. Several differences were found between the ratings given by different demographic groups.

Older residents (over 60 years old) were most likely to give Cable Television Services “Excellent” ratings (17.8%), while middle-aged residents (40 to 60 years old) were most likely to give “Poor” ratings (23.7%). Longer-term residents were also more likely to give “Poor” ratings (23.1%). Renters were more likely to give positive ratings

(59.0%) than were home owners (49.6%).

No significant differences in the 2005 ratings were found when comparisons were made based on: region of residence, household income, and home ownership.

Summary

Most contracted services were rated positively by residents, although the ratings for Cable Television services were nearly half positive and half negative. In general, the ratings for these services were positively and significantly correlated with other ratings of city services, as well as measures of confidence and trust in government. Respondents who rate these contracted services positively are also positive about city government.

Section 4: Other City Services or Resources

This section of the report covers some individual city services that received separate focus in the survey, as well as a few other city resources that were included in the survey.

Road Conditions

Respondents were asked to give a rating to **Road Conditions** in the City of Carlsbad. As was the case with services provided by the City, respondents were asked to rate road conditions on a scale of “Excellent,” “Good,” “Fair,” or “Poor.”

Table 4-1 presents the results for this question for the 2005 survey. A small percentage (13.4%) rated **Road Conditions** as being **Excellent**, with over half of all respondents (53.0%) rating conditions as **Good**. While these ratings do not approach those garnered

by City-run services, they do represent a generally positive level of satisfaction.

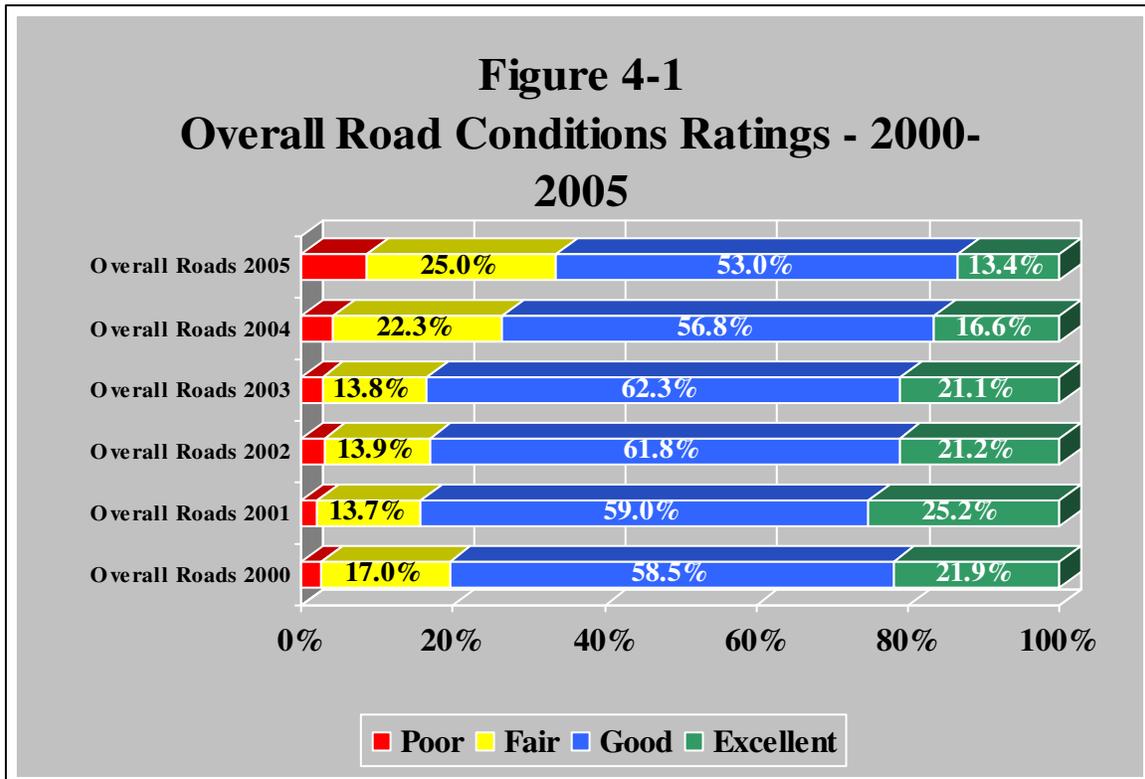
Table 4-1 = Rating of Overall Road Conditions[§]

	Frequency ^b	Percent
Excellent	135	13.4
Good	535	53.0
Fair	252	25.0
Poor	88	8.7

a. "How would you rate Overall Road Conditions?"

b. 8 respondents either refused (0) or answered "Don't Know" to the question (8).

Figure 4-1 puts the 2005 results into the context of results from the six previous years of the survey. The 2005 evaluation of **Road Conditions** reflects a recent trend of decreasing satisfaction with road conditions. The proportion of positive ratings has slipped from encompassing over 80% of respondents in 2000-2003, to only accounting for 66.4% or respondents in the current year.



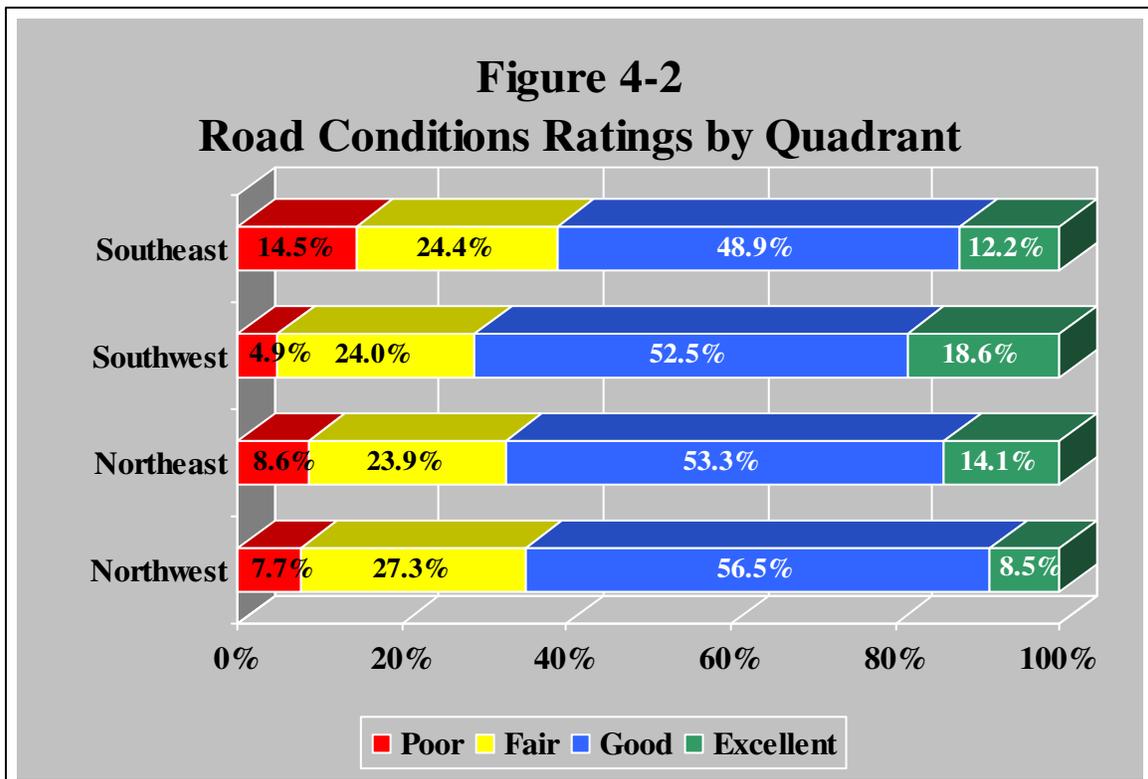
*The 2005 evaluation of **Road Conditions** reflects a recent trend of **decreasing satisfaction with road conditions**. The proportion of positive ratings has slipped from encompassing over 80% of respondents in 2000-2003, to only accounting for 66.4% of respondents in the current year.*

less often by residents of the Northwest quadrant (8.5%). “Poor” ratings were given most often by residents of the Southeast quadrant (14.5%), a rate that was roughly three times that of the rate in the Southwest quadrant (4.9%). Explanations for these differences may be related to ongoing construction projects in specific areas (e.g., Rancho Santa Fe Road widening in the Southeast quadrant), or consistently congested roadways (e.g., SR-78 and I-5 interchanges in Northern quadrants).

The rating of Road Conditions was analyzed to look for differences between demographic groups. **Significant differences were found in the ratings given to road conditions based on the quadrant in which the respondent lived.** “Excellent” ratings were given much more often by residents of the Southwest quadrant (18.6%), and much

Length of residence was also significantly related to ratings of road conditions. In general, respondents who had lived in the City of Carlsbad longer were less likely to give positive ratings and more likely to give negative ratings of Road Conditions.

No other significant differences in the 2005 ratings were found when



comparisons were made based on: age, household income, home ownership, presence of children in the household and household size.

Use of City Parks

Respondents were asked whether they or a member of their household had used **Carlsbad City Parks** within the past year. Over two-thirds of respondents (70.7%) said that their household had made use of city parks in this time period.

Park users differ demographically from those whose households do not use city parks. Respondents who reported using city parks were more likely to be: North Carlsbad residents, younger, newer residents of Carlsbad, more affluent, have children in their households, and have more household members.

Respondents whose households had used parks were asked to rate the conditions of the parks that they had used. Table 4-2 reports these ratings. Nearly all respondents who had used city parks gave the condition of the parks a positive rating. This reinforces earlier findings in the report, which showed that park users rated conditions more favorably than did

non-users. No demographic differences were found among those who gave different ratings.

Table 4-2 - Park Condition Rating^a

	Frequency ^b	Percent
Excellent	351	49.1
Good	327	45.7
Fair	37	5.2
Total	715	100.0

a. "How would you rate the condition of the parks you or your family use in the City of Carlsbad?"
 b. 303 respondents were not asked the question because their household had not used city parks.

Respondents were also asked whether they or a member of their household had used the **Facilities associated with a City Park** (e.g., community centers, restroom, public meeting rooms, etc.) within the past year. Over half of respondents (54.4%) said that their household had made use of facilities at a city park in this time period. Demographic differences were found, and these differences echoed the differences found for park use.

Table 4-3 - Park Facilities Condition Rating^a

	Frequency ^b	Percent
Excellent	246	44.8
Good	271	49.4
Fair	31	5.6
Poor	1	.2
Total	549	100.0

a. "How would you rate the condition of the park facilities you or your family use in the City of Carlsbad?"
 b. 467 respondents were not asked the question because their household had not used park facilities.

Respondents who reported using city parks were more likely to be:

- **From North Carlsbad**
- **Younger**
- **Newer Residents**
- **More Affluent**
- **Have Children at Home**
- **Have Larger Households**

Table 4-3 reports the ratings given by park facility users. Nearly all respondents who had used city park

facilities gave the condition of the facilities a positive rating, and nearly half of respondents (44.8%) gave ratings of “Excellent.” No demographic differences were found among those who gave different ratings.

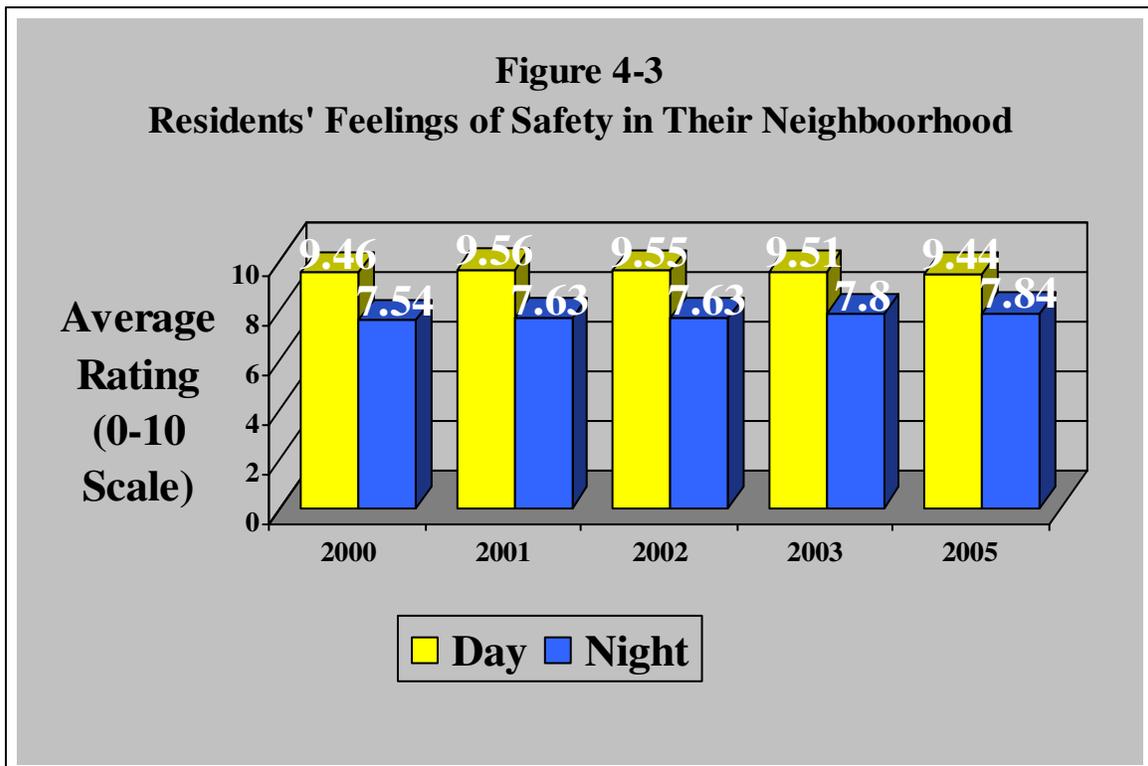
Citizens who make use of city parks and the facilities within those parks are pleased with the condition of these city resources.

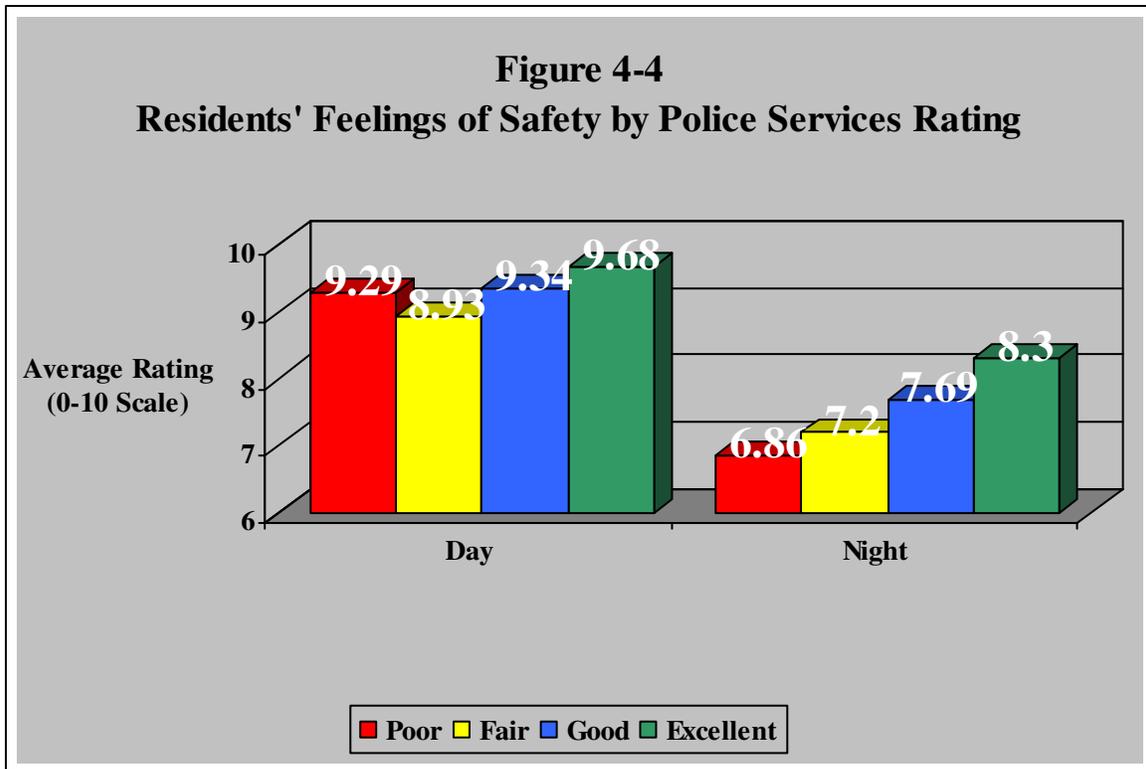
Park and park facilities users over-represent the younger, more affluent, and more family-oriented residents of the City. Clearly, the residents of the City of Carlsbad who make use of city parks and the facilities within those parks are pleased with the condition of these city resources.

Safety

The safety of the community is a common topic of interest for city residents, staff and city officials. Respondents were asked two questions related to their feelings of safety in the City of Carlsbad. These questions had been asked in previous years (2000-2003). The two questions each asked respondents to rate how safe they felt walking alone in their own neighborhood, with one question asking about safety during the day, and the second question asking about safety at night. Each question was measured on a zero to ten scale, with zero meaning “not at all safe” and ten meaning “completely safe.”

Figure 4-3 displays the average response score given by survey respondents for the two questions for the current year, as well as for previous years. The averages of 9.44 (daytime safety) and 7.84 (nighttime safety) reflect an extremely





high level of safety felt by residents of Carlsbad. These values do not differ significantly from previous years of the survey.

Significant differences were found in the ratings of daytime safety based on respondent age. Residents over 60 gave somewhat lower ratings for daytime safety (9.29) than did residents age 41 to 60 or 18 to 40 (9.52 and 9.53, respectively). No other significant differences in the 2005 daytime safety ratings were found when comparisons were made based on: location of residence, length of residence, household income, home ownership, presence of children in the household and household size.

Citizens over age 60 consistently reported feeling less safe than did citizens under age 60.

Significant differences were also found in the ratings of nighttime safety based on respondent age. Residents over 60 once again gave somewhat lower ratings for nighttime safety (7.41) than did residents age 41 to 60 or 18 to 40 (8.04 and 8.10, respectively). Home owners (7.92) rated their feelings of safety at night higher than renters (7.56), And respondents with higher incomes generally reported higher ratings of nighttime safety than those with lower incomes. Location of residence, length of residence, presence of children in the household and household size did not affect ratings of nighttime safety.

As might be expected, the general trend for these safety ratings is reflected in the evaluation of Carlsbad’s Police Services. In general (as can be seen in Figure 4-4), residents who feel higher levels of safety in their neighborhood rate their satisfaction with Police Services higher.

Section 5: City Information

This section of the report covers survey questions on the topic of citizen evaluation of City information dispersal, and ideas for new ways to distribute City information to the public.

Ratings of Information Dispersal

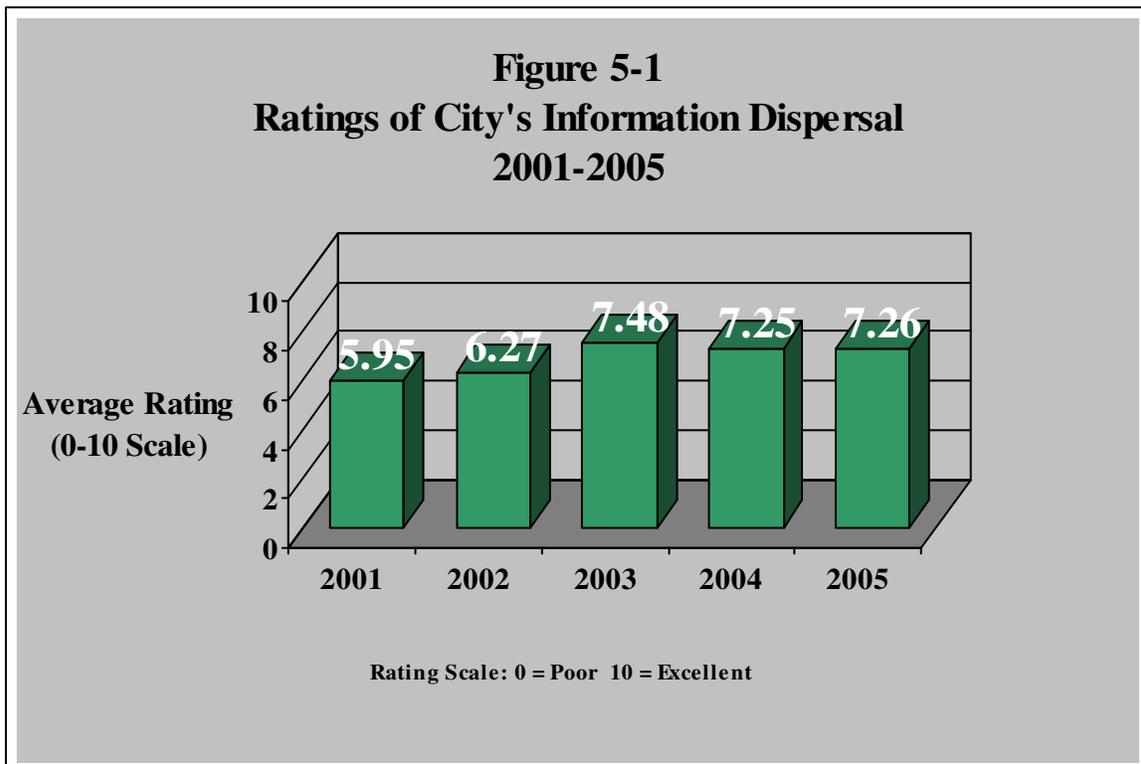
Respondents were asked to give a rating to **Information Dispersal** by the City of Carlsbad. The survey question asked: “Using a scale of zero to ten where zero means poor and ten means excellent, how would you rate the job the city does in providing you with information that is important to you?”

Figure 5-1 reports the average score on this scale for 2005, and puts the 2005 results into the context of results from four previous years of the survey when

this question was asked. The 2005 evaluation of information dispersal (7.26) is a relatively high rating, located in the upper quarter of the response scale. The average score on this question remained virtually unchanged from 2004, and the scores for the past three years (2003-2005) have been a significant improvement from the scores the City received in 2001 and 2002.

The rating of Information Dispersal was analyzed to look for differences between demographic groups. **Significant differences were found in the ratings given for information dispersal by residents from North and South Carlsbad. On the average, North Carlsbad residents gave higher ratings (7.41) than did residents from the South (7.10).**

Residents over 60 also gave higher ratings (7.75) than did residents age 41 to 60 (7.08) or residents ages 18 to 40 (7.00). Residents without children



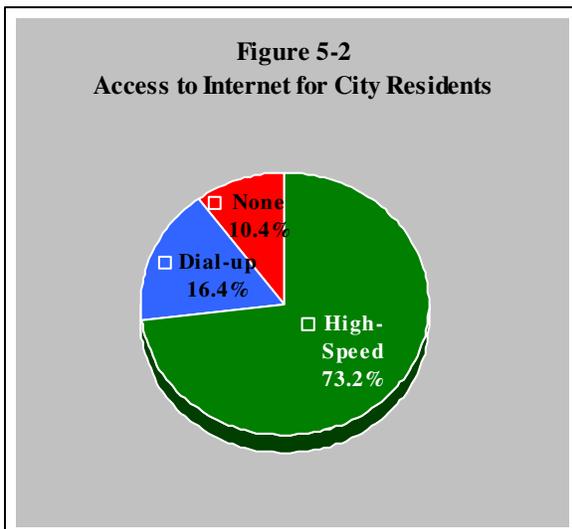
(7.40) gave higher ratings to information dispersal than those with children (6.98), and residents from smaller household also gave higher ratings.

North Carlsbad residents give the City higher ratings for the way it provides information to residents, than do residents of South Carlsbad.

Household income and home ownership status were not related to ratings for information dispersal.

Internet Access

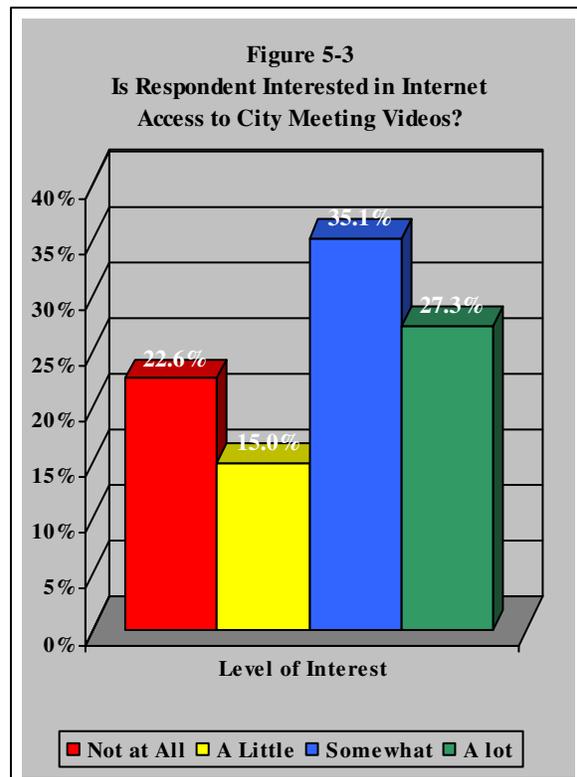
Respondents were asked whether they had Internet Access at their home, and if so, whether that access was of the high speed variety. Figure 5-2 displays the combined results of those two questions. Nearly 90 percent of survey respondents said that they had internet access of some sort in their homes. Almost three quarters (73.2%) of survey respondents said that they had “high-speed” internet access at home.



The fact that such a large percentage of City residents has home access to the Internet means that the City can make use of its web site as an information source without restricting access from a large proportion of its residents. Clearly, most residents have the capability of using home computers to access information, if they are interested in retrieving the information that way.

Internet Access to City Meetings

Even if residents have access to the Internet, whether or not they want to use the Internet to access information about the City is a separate question. Survey respondents were asked whether or not they would be interested in being able to watch certain City meetings and presentations (e.g., City Council, Planning Commission, State of the City Message) via streaming video over the



Internet. Figure 5-3 displays the results of that question.

Roughly one-quarter (27.3%) of all respondents answered that they were “a lot interested” in this informational opportunity, with just over a third saying that they were “somewhat interested.” Ratings were more positive for those respondents who have home Internet access, and for those whose Internet access is high speed (high speed access would greatly reduce the download time of the video, and improve the picture and sound quality). Even among those with high speed access, however, the “a lot interested” percentage was still less than one third (29.7%). This level of support for the service is rather weak.

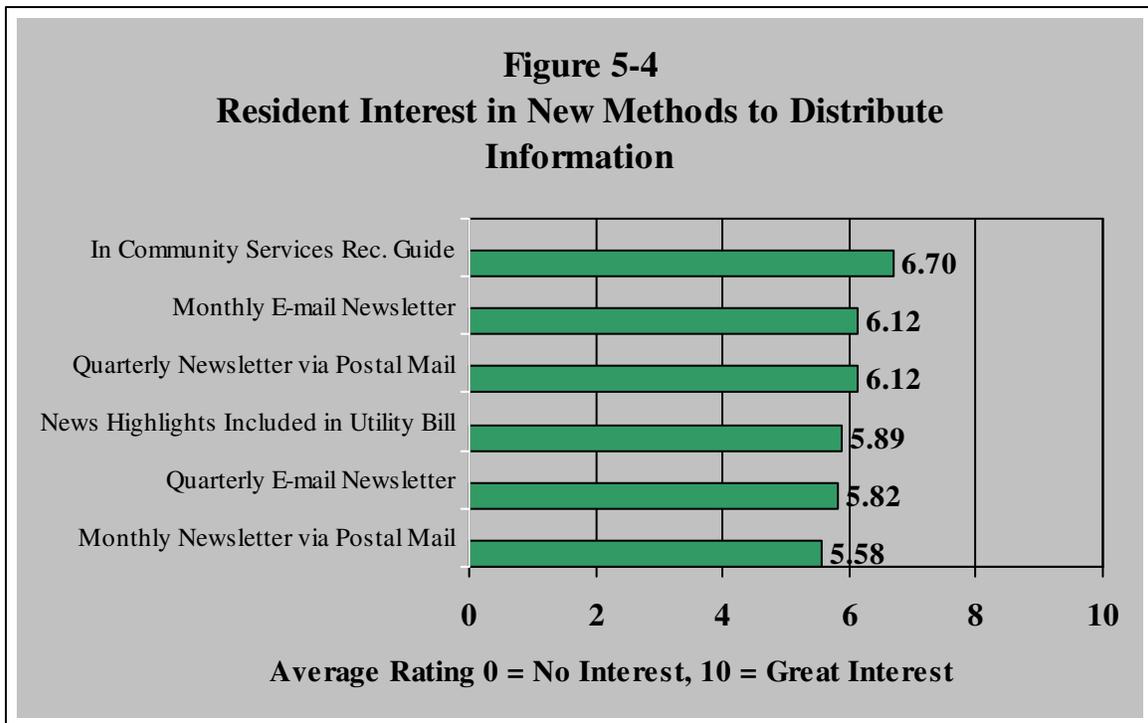
New Methods to Distribute City Information

City officials continue to search for ways to inform residents about news related to City activities and events. Survey respondents were asked about their level

of interest in receiving City-related news updates using a variety of different methods and at different frequencies. Respondents were asked to rate their level of interest on a zero to ten scale for each of the following methods of distributing City-related news:

- An e-mail newsletter sent out each month
- An e-mail newsletter sent out each quarter
- A traditional paper newsletter mailed each month
- A traditional paper newsletter mailed each quarter
- A city news highlights insert enclosed in the monthly utility bill
- City news included in the Community Services Recreation Guide three times a year

Figure 5-4 displays the average interest rating for each of the information alternatives listed above. Each of the alternatives received average interest



scores above the mid-point of five, but none of the alternatives received overwhelming levels of support. Including City-related news in the Community Services Recreation Guide was the alternative that received the highest average rating (6.70). In previous years of the City survey, the Recreation Guide has been mentioned as one of the most often-used sources of information about City events and activities – it is clear that many respondents see this publication as a logical venue for additional City news. The lowest-rated alternative was a monthly newsletter via postal mail (5.58).

None of the new alternative methods for distributing City-related news received overwhelming levels of support from residents who were surveyed.

Some demographic differences were seen in the interest levels for these information alternatives. In general, younger respondents reported higher levels of interest in e-mail-based communication than did older residents. Greater interest in e-mail modes was also reported by more affluent respondents and those with children. Younger residents also reported more interest in including City news in the Recreation guide than did older respondents.

Section 6: Opinions Regarding Development

This section of the report covers survey questions on the topic of land use and development.

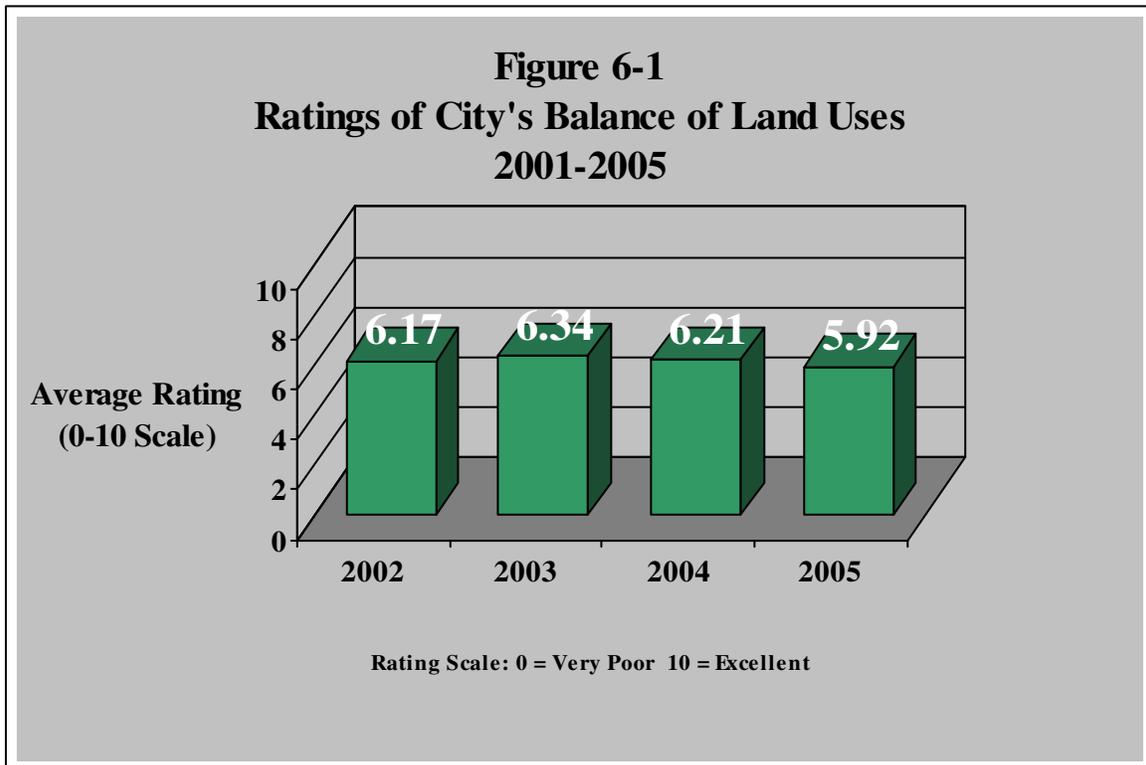
Land Use Balance Ratings

~In each of the past four City surveys, respondents were asked to rate how well they thought the City of Carlsbad balanced the different land uses within the City. The survey question asked: “One of the tasks of city government is to balance various land uses in the city – uses such as residential, commercial, industrial and recreational. On a scale from zero to ten, where zero means very poor and ten means excellent, how would you rate the job the City of Carlsbad is doing in balancing the various land uses in the city?”

Figure 6-1 reports the average score on this scale for 2005, and puts the 2005 results into the context of results from three previous years of the survey when this question was asked. The 2005 evaluation of land use balance (5.92) is one of the lower zero-to-ten performance ratings measured in the survey. Survey results from the current year and previous years have demonstrated that

Growth and overcrowding have consistently been top concerns of Carlsbad residents.

Low land use ratings are evidence that citizens place some of the responsibility with city government.



growth and overcrowding are among the top concerns of Carlsbad residents. This low land use rating is evidence that survey respondents place some of the responsibility with city government. The average score on this question remained virtually unchanged from 2002 to 2004, but the current year's score represents a significant decrease in the land use rating.

The rating of Land Use was analyzed to look for differences between demographic groups. **Significant differences were found in the ratings given for Land Use by residents from North and South Carlsbad. On the average, North Carlsbad residents gave higher ratings than did residents from the South (see Table 6-1).**

Longer-term residents and home owners were also more likely to give the City lower ratings on its Land Use policies.

**Table 6-1
Land Use Rating by Respondent's Quadrant of Residence^a**

Quadrant	Mean	Cases ^b
Northwest	6.11	263
Northeast	6.30	251
Southeast	5.54	218
Southwest	5.68	259
Total	5.92	991

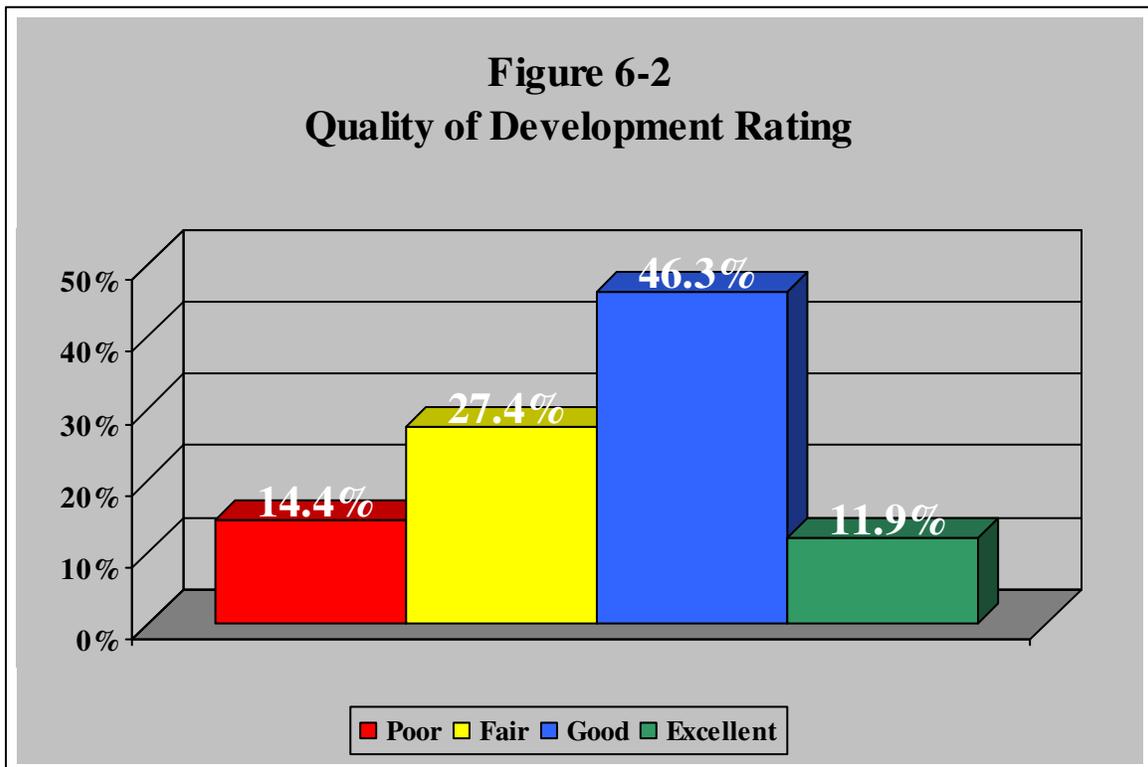
^a. One of the tasks of city government is to balance various land uses in the city - uses such as residential, commercial, industrial and recreational. On a scale from zero to ten, where zero means very poor and ten means excellent, how would you rate the job the City of Carlsbad is doing in balancing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

^b. 27 respondents are not included because they either refused to answer the land use question (1) or answered "Don't Know" (26).

Household incomes, respondent age, presence of children in the household and household size were not related to Land Use opinions.

Quality of Development

Respondents were asked to rate the **Quality of Development** over the last three years in the City of Carlsbad, using the "Excellent," "Good," "Fair," and "Poor" scale featured in other parts of

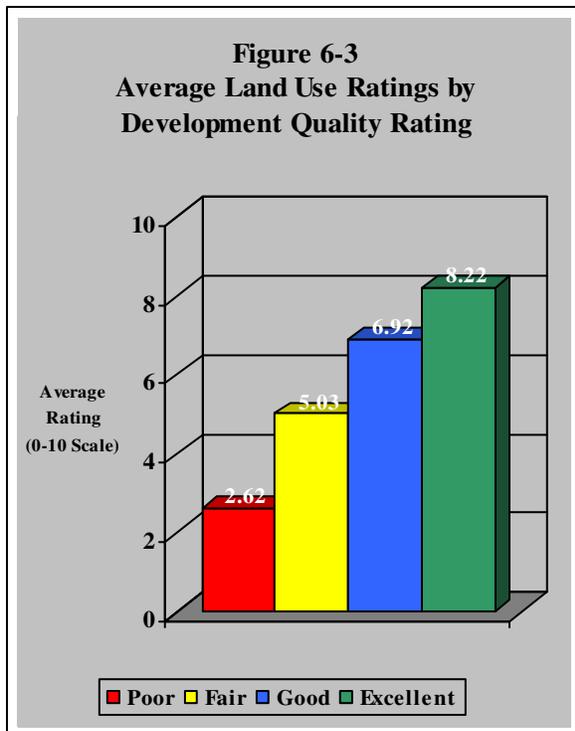


the survey. Figure 6-2 displays the results of this question. Slightly more than one out of ten respondents (11.9%) rated the **Quality of Development** as being **Excellent**, with nearly half of all respondents (46.3%) rating development quality as **Good**. These positive ratings represent a majority of those who answered the question. It is interesting to note, however, that the proportion of respondents who rated development quality as “Poor” (14.4%) was greater than the proportion that said “Excellent.”

The opinions that respondents hold regarding development quality are related to their opinions about land use policy in the City of Carlsbad. Respondents who rated the quality of development higher, on the average, gave higher ratings to the way the City handles land use issues (Figure 6-3). Those who rated development quality

showed that 42% of the variation in land use ratings could be explained simply by using the respondent’s rating for development quality – an extremely high percentage for this type of analysis.

The rating of development quality was analyzed to look for differences between demographic groups. **Longer-term Carlsbad residents** (lived in Carlsbad more than six years) **were more likely to rate development quality as Poor** (17.6%) than were more recent residents of Carlsbad (10.6%). **Home owners were also more likely to rate development quality as Poor** (15.7%) than were renters (8.2). No other significant differences in the 2005 ratings were found when comparisons were made based on: region of residence, age, household income, household size and presence of children in the household.



lower had similarly low ratings for land use policy decisions. Statistical analysis

Respondents who rated development quality as “Poor” were asked to explain their reasons for giving the low rating. Table 6-2 reports the categories of

	Frequency	Percent ^b
Overdevelopment/Crowding	94	66.2%
Lack of Open Space	27	19.0%
Lack of Infrastructure to Handle Growth	27	19.0%
Traffic	26	18.3%
Other	17	12.0%

^a "What is it about the development that leads you to rate the quality of the development as poor?"
^b Percentages total over 100%, as respondents were allowed to give more than one response

reasons that were given by respondents. “Overdevelopment” and “Crowding” were categorized together, and roughly two-thirds of those who rated

development quality as Poor mentioned this as a reason for their low rating. Nearly all of the reasons given by respondents were related to issues of growth and crowding (e.g., lack of open space, traffic congestion, insufficient infrastructure), so it is clear that most of the dissatisfaction with the quality of development is related to growth and crowding, rather than aesthetics or craftsmanship.

Section 7: Environmental Issues

This section of the report covers survey questions related to ocean water quality, storm water pollution and information about the City’s environmental programs.

Causes of Ocean Water Pollution

The City periodically includes questions about residents’ knowledge of water quality issues as a way of determining how well its information programs are performing. Survey respondents were asked to give their opinion on the greatest contributor to ocean water pollution. The survey question asked: “What do you think is the greatest contributor to ocean water pollution?” Interviewers were provided with a list of likely answers to use to categorize the

respondent’s answer. Table 7-1 reports the answers as they were categorized by SBRI staff.

Contaminated Storm Water or Urban Run-off was the answer given most frequently, by over one-third (37.7%) of respondents. Sewage Spills (8.7%), Sewage Treatment Plants (7.4%) and Trash or Littering (7.3%) were mentioned by more than 50 respondents each.

Storm Water Run-off

Respondents were next asked where they thought water and other materials that entered storm drains ended up. As with the previous question, respondents were asked the question open-ended without response category prompts. Interviewers listened to the answers and assigned them to a pre-listed category (including “Other”). Table 7-2 reports the results to this question.

Table 7-1
Greatest Contributor to Ocean Water Pollution^a

	Frequency	Percent
Contaminated Storm Water/Urban Runoff	384	37.7%
Sewage Spills or Overflows	89	8.7%
Sewage Treatment Plants	75	7.4%
Trash Littering	74	7.3%
Industries (Discharging into the Ocean)	35	3.4%
Mexico	26	2.6%
Illegal Dumping of Chemicals or Other Materials	21	2.1%
Boats and Ships: Oil/Gas Spills	12	1.2%
Cars: Oil & Gas Leaks	6	.6%
Fertilizer/Pesticides	5	.5%
Washing Cars	3	.3%
Pet Waste	1	.1%
Algae	1	.1%
Other	126	12.4%
Don't Know	160	15.7%
Total	1018	100.0%

^a. "What do you think is the greatest contributor to ocean water pollution?"

Table 7-2
Where Materials That Enter the Storm Drain Go^a

	Frequency	Percent
Directly to Creeks, Lagoons, or Ocean Without Treatment	674	66.2%
Local Creeks, Lagoons, or Ocean After Treatment	144	14.1%
Sewage Treatment Plant	68	6.7%
Other	47	4.6%
Don't Know	85	8.3%
Total	1018	100.0%

^a. "Where do you think materials that enter the street gutter or storm drain go?"

Two-thirds of respondents (66.2%) correctly identified that material entering storm drains flowed directly to creeks, lagoons or the ocean without treatment.

One of the greatest contributors to storm water pollution is run-off from residents

washing their cars. Respondents were asked to tell interviewers where they usually washed their cars. Table 7-3 reports the responses to that question.

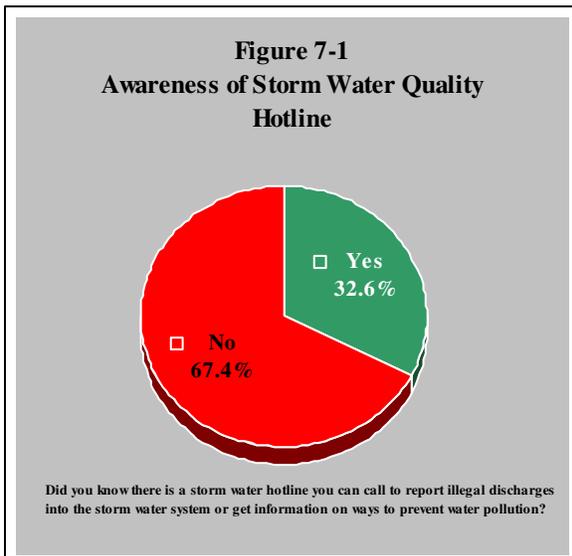
Table 7-3
Where Respondent Washes Car Most Often^a

	Frequency	Percent
At a Commercial Car Wash	746	73.3%
In the Driveway	223	21.9%
On the Street	16	1.6%
On the Lawn	15	1.5%
Hire a Mobile Washer	8	.8%
Other	13	1.3%
Don't Wash Car or Don't Have a Car	20	2.0%
Don't Know	4	.4%
Refused	2	.2%
Total	1018	202.8%

^a. "Where do you wash your car most often?"

Nearly three-quarters (73.3%) of respondents said that they washed their cars most often at commercial car washes, which are required by law to recycle their water and dispose of water through the sewage system.

The City of Carlsbad provides a Storm Water Quality Hotline that can be used to report illegal discharges into the storm



water system, or to ask questions about ways to reduce storm water pollution. Respondents were asked if they were aware of this hotline, and the results of that question are reported in Figure 7-1. Roughly two-thirds (67.4%) of respondents reported that they were not aware of the Storm Water Quality Hotline.

City Environmental Program Awareness

Respondents were asked if they had seen or heard any information about the City's Environmental Programs. Less than half (42.0%) of respondents answered that they had either heard or seen of information about these programs. Those who said that they were aware of these programs were asked where they had seen or heard the information. Roughly one-third (35.0%)

Table 7-4
Source of Information on City's Environmental Program^a

	Frequency	Percent ^b
Flyer in Bills	146	35.0%
Newspaper	127	30.5%
TV	38	9.1%
City Employees	25	6.0%
Brochures	18	4.3%
City Council Meetings	15	3.6%
Community Services Recreation Guide	11	2.6%
Workshops	10	2.4%
Booth at Public Outreach Events	9	2.2%
Radio	9	2.2%
City Website	7	1.7%
Community Calendar	5	1.2%
Other Internet Site	4	1.0%
Other	54	12.9%
Don't Know	17	4.1%

^a. Where do you recall seeing or hearing this information?
^b. Respondents were allowed to report more than one answer, so percentages total more than 100%.

of respondents said that they had seen information about City environmental programs on flyers that had been inserted in their City bills. The next most frequent source of information on these programs was Newspapers (30.5%), followed by Television (9.1%).

Section 8: Plaza Camino Real Mall

Westfield Shoppingtown Plaza Camino Real is the largest shopping mall in the City of Carlsbad, and has been in operation for over twenty years. The City of Carlsbad owns the land upon which the mall's parking lot is located, and Plaza Camino Real is also a significant source of sales tax revenue for the City. This section of the report covers survey questions related to resident shopping behavior, focusing in particular on Plaza Camino Real.

Favorite Mall or Shopping Center

City officials have an interest in seeing how Plaza Camino Real rates in terms of shopping preference, compared to other regional malls and shopping centers. Survey respondents were asked to identify their favorite mall or shopping center in the local area.

Identical numbers of respondents representing about one-quarter of respondents (27.4%) cited Plaza

Camino Real and Carlsbad Premium Outlets as being their favorite shopping destinations. Another Carlsbad shopping center, The Forum, was the third most mentioned location (10.8%).

Mall preference was analyzed to look for demographic differences in responses. **Whether a respondent was from North or South Carlsbad had an effect on their shopping mall preference.** Figure 8-1 presents the differences between North and South Carlsbad residents in terms of their preference for three Carlsbad shopping malls: Plaza Camino Real, Carlsbad Premium Outlets and The Forum. **More than twice as many North residents (38.4%) South residents (15.6%) list Plaza Camino Real as their favorite shopping mall.** For South residents, Carlsbad Premium Outlets was mentioned most often (31.7%) as their favorite mall, and **South residents were more than twice as likely to mention The Forum (15.4%) than were North residents (6.4%).** Clearly, location matters for shopping choices, since Plaza Camino Real is located in North Carlsbad and The Forum is located in South Carlsbad. Carlsbad Premium Outlets is located on the boundary between North and South Carlsbad.

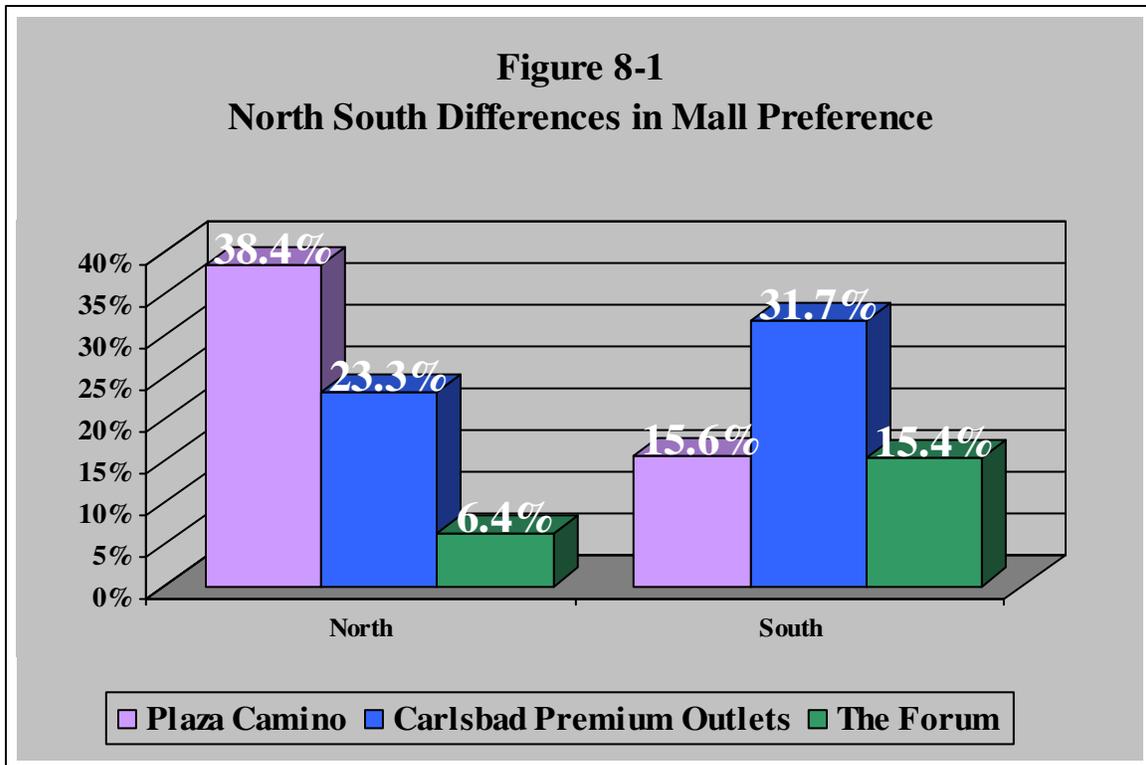
Other demographic differences were found in shopping preferences. **Older respondents (ages 61+) were more likely to mention Plaza Camino Real (39.6%)** than were respondents ages 41 to 60 (25.9%) or those ages 18 to 40 (15.9%). **Younger respondents (ages 18 to 40) were more likely to mention Carlsbad Premium Outlets (41.7%)** than were those ages 41 to 60 (27.2%) or those over sixty (15.6%).

Table 8-1
Favorite Indoor or Outdoor Mall^a

	Frequency ^b	Percent
Plaza Camino Real	239	27.4
Carlsbad Premium Outlets/ Carlsbad Company Stores	239	27.4
The Forum	94	10.8
University Town Center/UTC	87	10.0
Other	83	9.5
North County Fair	64	7.3
Mission Valley/Fashion Valley	47	5.4
South Coast Plaza (Santa Ana)	10	1.1
Fashion Island (Newport Beach)	10	1.1
Total	873	100.0

a. "What is your favorite indoor or outdoor mall to go shopping in?"

b. 145 respondents either refused (18) or answered "Don't Know" (127) to the question.



Respondents with lower household income were more likely to prefer shopping at Plaza Camino Real – as income rose, the percentage of respondents mentioning Plaza Camino Real decreased. The opposite was true for Carlsbad Premium Outlets, The Forum, University Town Center and Mission Valley – as household income increased, more people mentioned these malls. Households without children preferred Plaza Camino Real (31.0%), those with children preferred Carlsbad Premium Outlets (35.7%).

Respondents were asked to describe what it was about their favorite mall that made it their favorite. Table 8-2 presents the results for this question. **Nearly half of respondents (46.6%) cited the quality of stores in the mall or that the mall had stores that they liked as their main reason for liking that mall.** Location, convenience or proximity to their home was mentioned

by one-third (33.2%) of respondents, and about one-fifth (20.6%) cited the variety of the stores in the mall.

Table 8-2
Reason Why Mall is Respondent's Favorite^a

	Frequency	Percent
Quality of Stores/ Has Stores I Like	404	46.3%
Proximity/ Close to Home/ Convenient Location	290	33.2%
Variety of Stores	180	20.6%
Mall is Outdoors	97	11.1%
Parking	30	3.4%
Mall is Indoors	13	1.5%
Other	94	10.8%
Don't Know	2	.2%
Total	873^b	127.1%

a. "Why is (mall mentioned as favorite) your favorite mall?"
b. Question was added after 145 interviews had been conducted.

Plaza Camino Real

Respondents were asked some questions specifically about the Plaza Camino Real

mall. Table 8-3 reports the results of a question asked to determine how often respondents shopped at Plaza El Camino Real. **Almost half (43.2%) of respondents said that they shopped at**

Table 8-3
How Often Respondent Shops at Westfield Plaza Camino Real^a

	Frequency ^b	Valid Percent
Every Day	2	.2
Once a Week or More	73	7.2
Once a Month or More	305	30.2
A Few Times Each Year	436	43.2
Once a Year	129	12.8
Never	64	6.3
Total	1009	100.0

a. "How often do you shop at the Westfield Plaza Camino Real (the shopping mall at the 78 and El Camino Real)?"

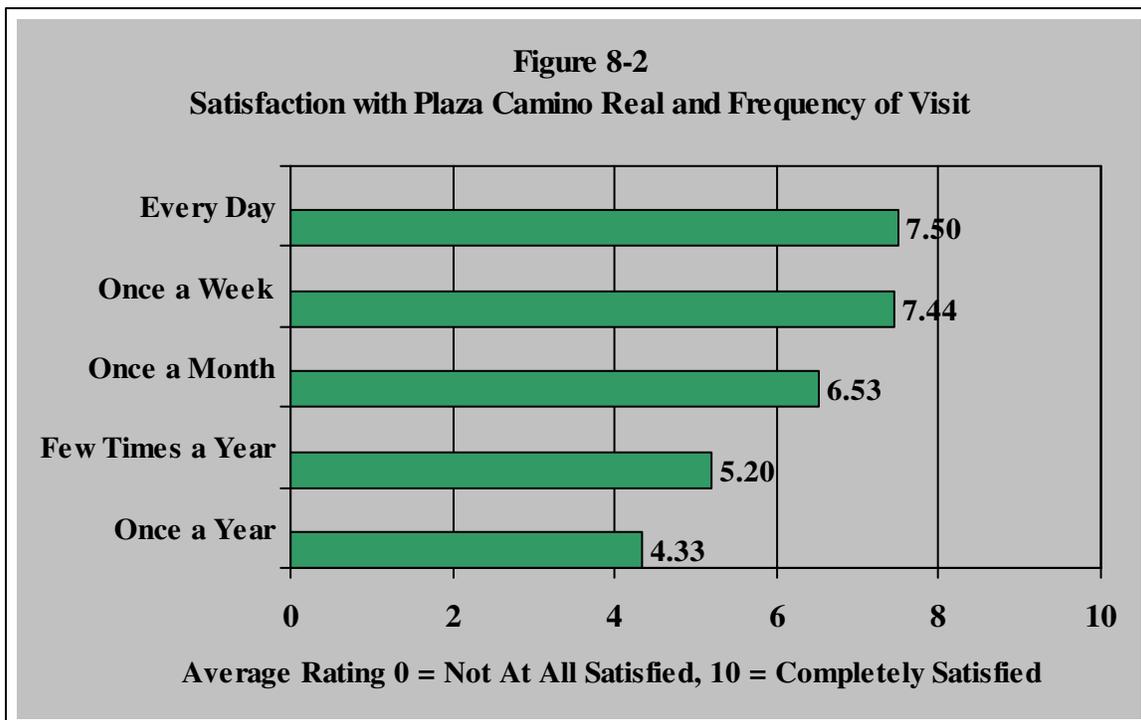
b. 9 respondents either refused (4) or answered "Don't Know" (5) to the question.

Plaza Camino Real “a few times each year” while nearly one third (30.2%) said that they shopped there “once a month or more.” A small proportion (6.3%) said that they never shopped at Plaza Camino Real.

All respondents were asked to rate their satisfaction with Plaza Camino Real on a scale of zero to ten. The average rating across all respondents was 5.66, slightly above the midpoint (5.0) of the scale. Satisfaction with Plaza Camino Real certainly drives frequency of use. As can be seen in Figure 8-2, **those who are more satisfied with Plaza Camino Real shop their more often than those who are less satisfied.**

Satisfaction with Plaza Camino Real also varied across demographic groups. Table 8-4 displays differences between respondents living in the different quadrants of the City. **Respondents from the Northwest (6.06) gave Plaza Camino Real the highest rating,** followed by the Northeast (5.71), Southwest (5.61) and Southeast (5.14).

Older respondents (ages 61+) gave higher satisfaction ratings to Plaza Camino Real (6.21) than did respondents ages 41 to 60 (5.50) or those



ages 18 to 40 (5.36). Respondents with lower household incomes generally gave Plaza Camino Real higher ratings than respondents with higher household incomes.

Table 8-4
Satisfaction with Plaza Camino Real by Quadrant

Satisfaction Rating for Westfield Plaza Camino Real

Quadrant	Mean	Cases
Northwest	6.06	253
Northeast	5.71	243
Southeast	5.14	201
Southwest	5.61	231
Total	5.66	928 ^a

^a 73 respondents were not asked the question, as they did not visit Plaza Camino Real, and 17 respondents answered "Don't Know."

Respondents who gave satisfaction ratings of two or less were asked why their rating was so low. Of the 126 who gave low ratings, the largest group (44.4%) cited the poor quality of the stores. Other reasons mentioned often were the poor safety of the mall (25.4%) and the poor variety of the stores (7.9%).

Section 9: Quality of Life

“Quality of Life” is a term used in many circles to describe reasons why people choose to live in certain communities, or are often used as reasons used in evaluating communities. The last two years of administration of the Carlsbad City survey have asked respondents to rate their level of agreement with a series of statements regarding quality of life in Carlsbad. The statements respondents were asked to rate this year included:

- How would you rate Carlsbad as a place to raise a family?
- How would you rate Carlsbad in terms of the economic opportunities that are available?
- How would you rate Carlsbad as a place to retire and grow older?
- How would you rate Carlsbad in terms of the opportunities available for citizen involvement?
- How would you rate Carlsbad in terms of the citizen’s sense of community and civic pride?

Respondents were asked to rate these statements on a zero to ten scale, where zero stands for poor quality and ten stands for excellent quality. Table 9-1 reports the average scores for these items. **The highest rated item was Carlsbad as “a place to raise a family,” with an average of 8.53, followed by Carlsbad “as a place to retire and grow older, with an average of 8.02.** Both of these statements are related to identification of Carlsbad as a

city that is a good place to live in, either for families with children or for people who are getting older. High ratings for these items should reflect that respondents feel that the city is safe, has convenient resources and amenities, and has an inviting and supportive community.



These questions are similar to two questions asked in the 2004 Citizen Survey. In 2004, respondents were asked to rate Carlsbad “as a place to raise children.” While this question is not identical to the current question rating Carlsbad as “a place to raise a family,” the questions are very similar, and probably tap similar underlying opinions. The average rating score in 2004 for the “raise children” question was 8.28 on the zero-to-ten scale, slightly lower than the 2005 rating. The 2004 average rating for Carlsbad “as a place to retire” was 7.85, also less than the 2005 rating.

The next two statements, in terms of quality ratings, were Carlsbad “in terms of the citizen’s sense of community and civic pride” (7.94), and “in terms of the opportunities available for citizen involvement” (7.69). These two statements are evaluations of how well the city accommodates and promotes residents’ interest in participation in community activities and their identification with the community. The fact that these ratings are slightly lower than the two previously discussed means that there is some latent frustration or sense of civic deprivation – that residents are not experiencing all of the opportunities for civic involvement or pride in the City that they feel they should. However, citizens in 2004 were also asked to rate Carlsbad on how it welcomed citizen involvement – the average rating was 7.09, significantly lower than in 2005.

The lowest rated statement, Carlsbad “in terms of the economic opportunities that are available” (7.02) addresses a dimension separate from the previous four – that of economic opportunity and success. The fact that this statement is the lowest rated probably means that respondents feel less satisfied about the economics of living in Carlsbad than they do about the quality of lifestyle available for residents.

Statistically significant demographic differences were found in the responses to these quality of life questions. One general finding from these analyses was that **Southeast Carlsbad residents gave more pessimistic responses** – they gave significantly lower ratings of quality on four of the five statements (all except economic opportunity).

Older respondents (ages 60+) were more supportive of the statement regarding Carlsbad as a “place to retire” (8.62) than were respondents ages 41 to 60 (7.68) and those ages 18 to 40 (7.93). Respondents without children in the household were also more supportive of this statement (8.21) than respondents with children in the household (7.63).

Group-based differences were also found in the statement regarding Carlsbad in terms of “opportunities for citizen involvement.” Older respondents (ages 60+) were more supportive of this statement (8.00) than were respondents ages 41 to 60 (7.69) and those ages 18 to 40 (7.41). Respondents who have lived in Carlsbad longer were also more supportive of this statement (7.85) than newer residents (7.51). Renters were less supportive of the statement regarding Carlsbad “in terms of the economic opportunities that are available” (6.73) than were home owners (7.10).

These quality of life statements are excellent predictors of other rating questions throughout the survey – each of these five statements correlate strongly and significantly with other rating questions, and the average quality of life statement ratings are always lower for respondents who give negative ratings on other questions, and higher for those who give higher ratings on other questions.

Section 10: Confidence and Trust in City Government

One of the important roles played by a survey such as this is to provide a tool for assessing the general level of satisfaction that citizens have in their local government. City officials can benefit greatly from having an assessment tool other than those typically at their disposal – calls and requests from citizens, as well as testimony at Council and Commission meetings, can over-estimate negative assessments, as citizens are typically spurred to communicate using these methods when faced with a problem or crisis. The other typical method for assessing citizen opinion – the ballot box – is an expensive and unwieldy way to receive broad citizen feedback. Household surveys allow city officials to ask a representative sample of citizens to give feedback on how well, or how poorly, the City is doing.

For the past six years, this survey has included questions that ask citizens to give the City feedback not only on how they evaluate the City's tangible services, but to evaluate the confidence they have in the City's ability to make sound decisions and carry them out. This section looks at these issues, along with questions related to trust in City government.

Rating the Direction of City Government Immediately after answering questions regarding the quality of life in Carlsbad, respondents were asked to answer a question on the topic of the "direction" of Carlsbad city government. The question asked respondents to rate their

level of agreement, on a scale of zero to ten, to the following statement: "I am pleased with the overall direction the City of Carlsbad is taking."

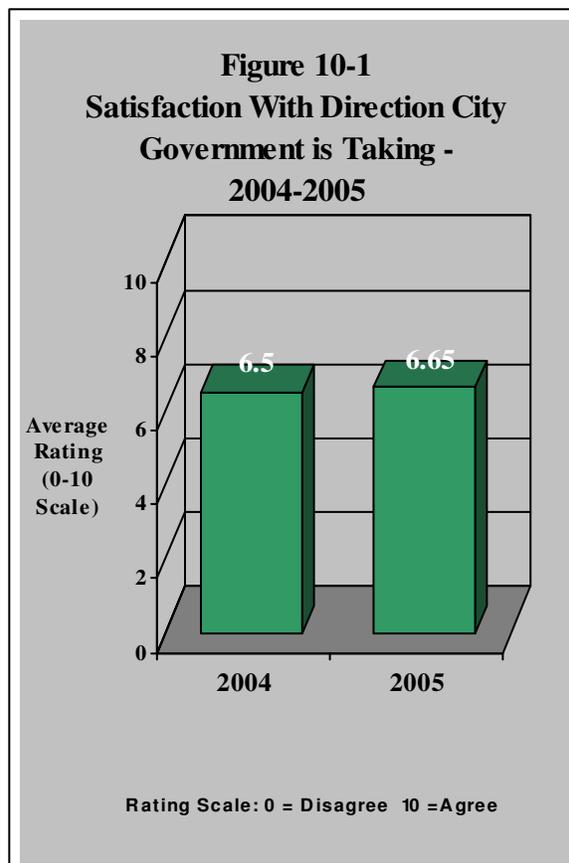


Figure 10-1 displays the results to this question for 2004 and 2005. **The average score of 6.65 is relatively positive, being above the midpoint of the measurement scale.** This rating does not, however, approach the zero to ten ratings given to the quality of life statements asked just before it in the survey. One important difference may be that this question specifically refers to the actions of government, where the quality of life questions ask not about how the government directs the city, but how the city performs "on its own." A second interesting point to consider is that in referring to "direction," this question may spur respondents to think about change in the City over time,

which may affect the opinions of long-time residents more than newer residents. Comparison of the results of this question to other survey items may help us understand this better.

Analyses of demographic differences in this question provide some insight into the source of opinions on this question. As was the case with some other city ratings questions, **North Carlsbad residents were significantly more positive (6.20) about the direction the City is taking** than were South Carlsbad residents (5.62). **Newer residents (6.14) were also more positive about the City's direction** than were residents who had lived in Carlsbad more than six years (5.73). For these long-term residents, it is possible that as more change occurs around the City from what they experienced in the past, there are more opportunities for these residents to disagree with the City's actions. No other demographic differences were found.

As was the case with the quality of life statements, this question rating **the direction of city government is an excellent predictor of other rating questions throughout the survey** – this statement correlates strongly and significantly with other rating questions, and the average satisfaction with city government direction statement ratings are always lower for respondents who give negative ratings on other questions, and higher for those who give higher ratings on other questions.

Respondents who gave very low satisfaction ratings (less than three) were asked the reason why their rating was so low. Most respondents mentioned

growth and overcrowding in their answers.

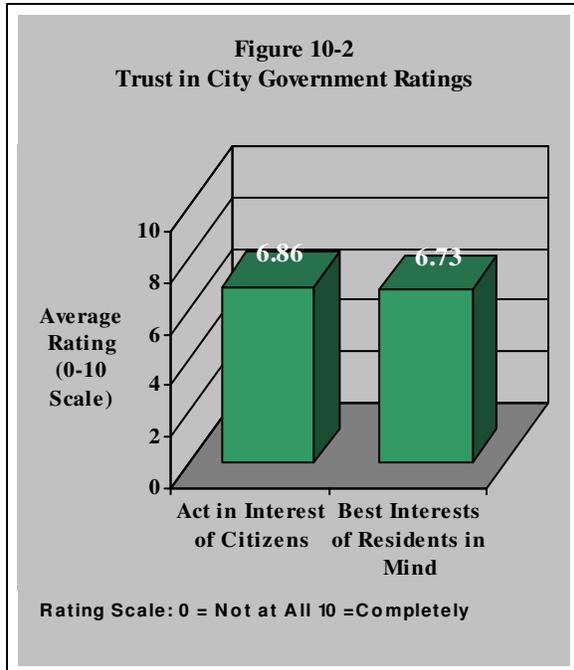
Trust in City Government

This year's survey included two questions that intended to see if resident's trust in city government was high or low, and whether trust was a component of other ratings of city government performance. Two separate questions were asked, each asking respondents to use a zero to ten point scale to rate their level of trust in city government. The text of the questions was:

- "...to what extent do you think you can rely on the Carlsbad city government to act in the interests of its citizens?"
- "...how much would you say that the Carlsbad City Government makes decisions with the best interests of Carlsbad residents in mind?"

Figure 10-2 displays the results for these two questions. **Both questions resulted in relatively positive ratings scores, both significantly higher than the rating of the direction of the city discussed previously.** Responses to the two questions correlate statistically at an extremely high level, as most respondents answered the two questions identically.

One demographic difference found for these questions were similar to those found for other ratings of city performance and activity – **North Carlsbad residents gave higher average scores for the two trust in government questions than did residents of South Carlsbad.** This



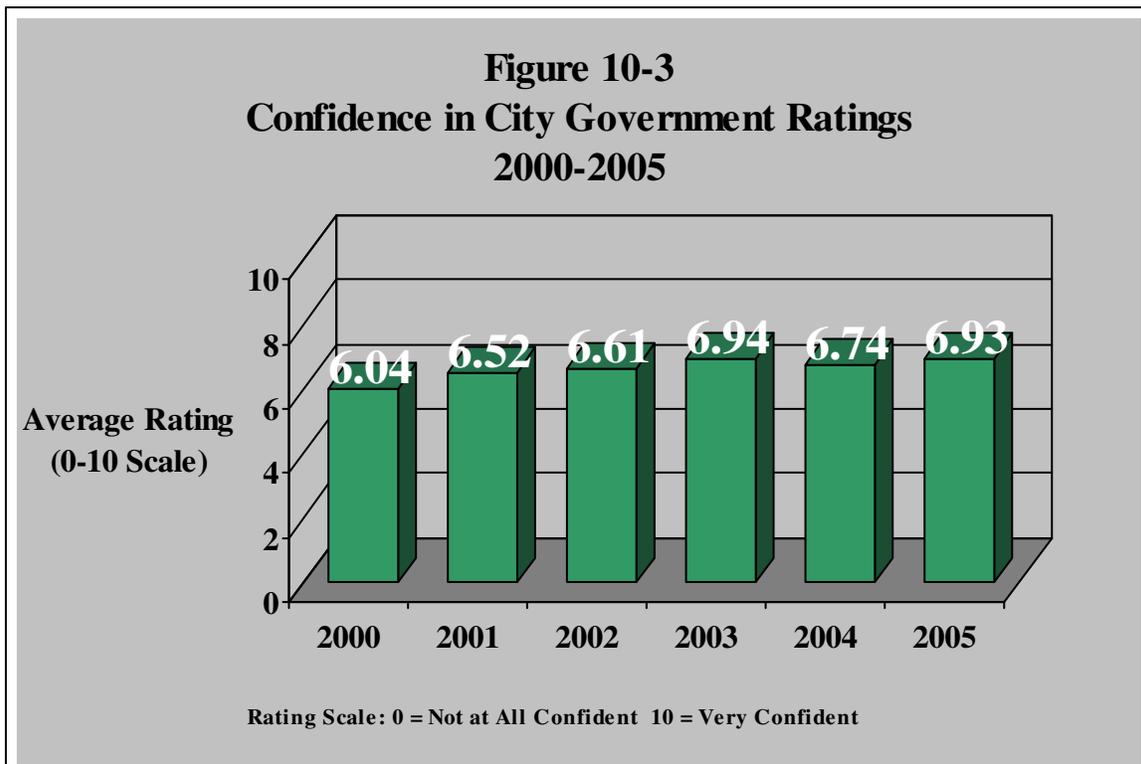
location-based opinion was independent of length of residence, household income and household size differences in residents. Older respondents were also found to have given significantly higher trust ratings than did middle-aged or younger respondents.

Confidence in City Government

A question that has been included in the survey for six years and that has been used as a yardstick of Carlsbad city government performance is the following:

“On a scale of zero to ten, where zero means NOT AT ALL CONFIDENT and ten means VERY CONFIDENT, how confident are you in the Carlsbad City government to make decisions which positively affect the lives of its community members?”

Figure 10-3 reports the results for 2005, as well as for previous years of the survey. **The average rating of 6.93 given by respondents in 2005 is a very high rating for this measure, and reflects continued confidence in the actions of Carlsbad’s city government.** While this rating does not differ statistically from the 2004 rating, it is the



second-highest rating that the City has received in six years of survey administration.

Interestingly enough, there were **no significant differences found in confidence ratings across demographic groups** – possibly a sign that this confidence in government measure is assessed independently of other policy-based assessments made in the survey. This measure did correlate significantly with all other ratings of city government trust, services and policy performance, indicating that confidence in government is a product of citizen's evaluations of the actions taken by the City.

Summary

This survey and report have been the sixth in an annual series of citizen evaluation surveys conducted for the City of Carlsbad by the Social and Behavioral Research Institute at California State University San Marcos. Throughout this report, data has been presented that reflects the actions and opinions reported by a representative sample of households in the City of Carlsbad, California.

According to the responses given by residents, they are generally pleased with life in their city, with the services provided by the city, and with the way in which city government is carried out. Survey respondents answered consistently throughout the survey that they were satisfied with the services provided by the city, and that they trust and are confident in the City's government.

One area which consistently receives a higher than average proportion of negative comments and ratings is the topic of growth. This year, as in years past, when open-ended follow-up questions were asked of respondents who replied negatively to ratings questions, the reasons given for the negative ratings were overwhelmingly related to growth and overcrowding.

The City should continue to do what it can to listen to these opinions, and find ways to help residents understand the policies that the City is undertaking in this area. It is possible that moving forward with one or more of the proposals to institute new methods for disseminating City news may help residents better understand the policies undertaken by the City, and the roles they can play in deciding what those policies will be in the future.

**City of Carlsbad
2005 Public Opinion Survey**

SQHELLO Hello, my name is _____ and I'm calling on behalf of the City of Carlsbad from the SBRI survey lab at Cal State University San Marcos. We're talking to Carlsbad residents to get their opinions on City services and we'd like to include your opinions.

1. TO CONTINUE WITH INTERVIEW

QINTRO1 Are you one of the primary decision makers in your home, and at least 18 years of age?
{IF NOT, ASK FOR THE MALE/FEMALE HEAD OF THE HOUSEHOLD}

1. TO CONTINUE WITH INTERVIEW

SHELLO2 The interview will take about fifteen to twenty minutes and your participation is voluntary. The answers you give will be kept strictly confidential and you may stop the interview at any time. I am also required to let you know that this call may be monitored for quality control purposes. May we continue?

1. TO CONTINUE WITH INTERVIEW

QAREA1 Are you currently a resident of Carlsbad?

0. No → skip to close
1. Yes

8. DON'T KNOW → skip to NOTQAL2
9. REFUSED → skip to NOTQAL2

QAREA2 First, to be sure that you live in our study area, what is your zip code?
[DO NOT READ]

1. 92008
2. 92009
3. 92010
4. 92011
5. OTHER [Specify:_____] → skip to NOTQUAL3

8. DON'T KNOW → skip to NOTQUAL2
9. REFUSED → skip to NOTQAL2

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

1. EAST
2. WEST

8. DON'T KNOW
9. REFUSED

QAREA4 Do you live north or south of Palomar Airport Road?

1. NORTH
2. SOUTH

8. DON'T KNOW
9. REFUSED

TCBAD My first few questions ask about your general impressions of Carlsbad.
[PRESS C TO CONTINUE]

QCBAD1 What do you like most about living in the City of Carlsbad? ()
[CHOOSE ALL THAT APPLY]

1. THE BEACH/OCEAN
2. QUIET SMALL TOWN/VILLAGE FEEL
3. WEATHER/CLIMATE
4. LIKE THE COMMUNITY/PEOPLE
5. CITY GOVERNEMENT/PLANNING/SERVICES
6. BEAUTIFUL/CLEAN
7. LOCATION
8. CONVENIENCE OF STORES/ENTERTAINMENT
9. TRAILS/PARKS/RECREATION
10. SCHOOLS
11. OTHER
12. DON'T KNOW
13. REFUSED
14. NO MORE ANSWERS

QCBAD2 What is your biggest concern regarding the City of Carlsbad?

[DO NOT READ ANSWER CHOICES]

[CHOOSE ALL THAT APPLY]

1. GROWTH/OVERCROWDING
2. TRAFFIC
3. GOVERNMENT PLANNING & RESPONSIVENESS/POOR CITY SERVICES
4. COST OF LIVING/HOUSING
5. QUALITY & CROWDING OF SCHOOLS
6. OTHER

8. DON'T KNOW

9. REFUSED

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

4. Excellent

3. Good

2. Fair

1. Poor

8. DON'T KNOW

9. REFUSED

QSERV1 How would you rate:

Recreational programs?

4. Excellent → skip to QSERV2

3. Good → skip to QSERV2

2. Fair → skip to QSERV2

1. Poor

8. DON'T KNOW → skip to QSERV2

9. REFUSED → skip to QSERV2

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

QSERV2 How would you rate:

Library services?

- 4. Excellent → skip to QSERV3
- 3. Good → skip to QSERV3
- 2. Fair → skip to QSERV3
- 1. Poor

- 8. DON'T KNOW → skip to QSERV3
- 9. REFUSED → skip to QSERV3

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

QSERV3 [HOW WOULD YOU RATE] fire protection?

- 4. Excellent → skip to QSERV4
- 3. Good → skip to QSERV4
- 2. Fair → skip to QSERV4
- 1. Poor

- 8. DON'T KNOW → skip to QSERV4
- 9. REFUSED → skip to QSERV4

QSERV3P [If “poor”] is there a specific reason why you rated FIRE PROTECTION as poor?

- 98. DON'T KNOW
- 99. REFUSED

QSERV4 [HOW WOULD YOU RATE] police services?

- 4. Excellent → skip to QSERV6
- 3. Good → skip to QSERV6
- 2. Fair → skip to QSERV6
- 1. Poor

- 8. DON'T KNOW → skip to QSERV6
- 9. REFUSED → skip to QSERV6

QSERV4P [If “poor”] is there a specific reason why you rated POLICE SERVICES as poor?

- 98. DON'T KNOW
- 99. REFUSED

QSERV6 How would you rate:

Water services?

- 4. Excellent → skip to QPRKRATE
- 3. Good → skip to QPRKRATE
- 2. Fair → skip to QPRKRATE
- 1. Poor

- 8. DON'T KNOW → skip to QPRKRATE
- 9. REFUSED → skip to QPRKRATE

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

QPRKRATE

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

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

- 8. DON'T KNOW
- 9. REFUSED

QSERV8 How would you rate:

Sewer services?

- 4. Excellent → skip to TSERVICE
- 3. Good → skip to TSERVICE
- 2. Fair → skip to TSERVICE
- 1. Poor

- 8. DON'T KNOW → skip to TSERVICE
- 9. REFUSED → skip to TSERVICE

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

[RANDOMLY ADMINISTER THE FOLLOWING TRANSITION STATEMENT TO HALF THE RESPONDENTS]

TSERVICE The City of Carlsbad receives a number of services from outside agencies.
Please rate each of the following services as excellent, good, fair, or poor.
[PRESS C TO CONTINUE]

QOUTSRV1 How would you rate trash collection?

- 4. Excellent → skip to QOUTSRV3
- 3. Good → skip to QOUTSRV3
- 2. Fair → skip to QOUTSRV3
- 1. Poor

- 8. DON'T KNOW → skip to QOUTSRV3
- 9. REFUSED → skip to QOUTSRV3

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

- 98. DON'T KNOW
- 99. REFUSED

QOUTSRV3 [HOW WOULD YOU RATE] hazardous waste disposal?

[IF RESPONDENT DOES NOT USE THIS SERVICE, PLEASE ENTER "8" FOR DON'T KNOW]

- 4. Excellent → skip to QOUTSRV5
- 3. Good → skip to QOUTSRV5
- 2. Fair → skip to QOUTSRV5
- 1. Poor

- 8. DON'T KNOW → skip to QOUTSRV5
- 9. REFUSED → skip to QOUTSRV5

QOUTSV3P [If "poor"] is there a specific reason why you rated HAZERDOUS WASTE DISPOSAL as poor?

- 98. DON'T KNOW
- 99. REFUSED

QOUTSRV5 [HOW WOULD YOU RATE] recycling collection?

- 4. Excellent → skip to QOUTSRV6
- 3. Good → skip to QOUTSRV6
- 2. Fair → skip to QOUTSRV6
- 1. Poor

- 8. DON'T KNOW → skip to QOUTSRV6
- 9. REFUSED → skip to QOUTSRV6

QOUTSV5P [If "poor"] is there a specific reason why you rated RECYCLING COLLECTION SERVICES as poor?

- 98. DON'T KNOW
- 99. REFUSED

QOUTSRV6 [HOW WOULD YOU RATE] cable television services?

[IF RESPONDENT DOES NOT USE THIS SERVICE, PLEASE ENTER "8" FOR DON'T KNOW]

- 4. Excellent → skip to TQOL
- 3. Good → skip to TQOL
- 2. Fair → skip to TQOL
- 1. Poor

- 8. DON'T KNOW → skip to TQOL
- 9. REFUSED → skip to TQOL

QOUTSV6P [If "poor"] is there a specific reason why you rated CABLE TELEVISION SERVICES as poor?

- 98. DON'T KNOW
- 99. REFUSED

TQOL Next I have some questions about the quality of life in Carlsbad. For each of the statements I read, please rate that aspect of life in Carlsbad on a scale of zero to ten, where zero stands for poor quality and ten stands for excellent quality. How would you rate Carlsbad: *[These items will be randomized]*

[For each question, if answer < 4, ask why – after full set of questions]

QQOL1 [0=POOR QUALITY 10= EXCELLENT QUALITY]
As a place to raise a family?

- 98. DON'T KNOW
- 99. REFUSED

QQOL2 [0=POOR QUALITY 10= EXCELLENT QUALITY]

In terms of the economic opportunities that are available?

98. DON'T KNOW
99. REFUSED

QQOL3 [0=POOR QUALITY 10= EXCELLENT QUALITY]

As a place to retire and grow older?

98. DON'T KNOW
99. REFUSED

QQOL4 [0=POOR QUALITY 10= EXCELLENT QUALITY]

In terms of the opportunities available for citizen involvement?

98. DON'T KNOW
99. REFUSED

QQOL5 [0=POOR QUALITY 10= EXCELLENT QUALITY]

In terms of the citizen's sense of community and civic pride?

98. DON'T KNOW
99. REFUSED

TRAT Now I would like to ask about Carlsbad City Government. On a scale of zero to ten, where zero means you totally disagree and ten means you totally agree with the statement, how would you rate the following statement...

QRAT4 [0 = TOALLY DISAGREE 10= TOALLY AGREE]
I am pleased with the overall direction the City of Carlsbad is taking.

98. DON'T KNOW
99. REFUSED

QRATF [Ask if QRAT4 less than 4] Why did you disagree with the statement:
I am pleased with the overall direction the City of Carlsbad is taking.

QCITINF2 Using a scale of zero to ten where zero means POOR and ten means EXCELLENT, how would you rate the job the city does in providing you with information that is important to you?

_____ Rating
98. DON'T KNOW
99. REFUSED

QINTHOM Do you have Internet access at home?

- 0. No [SKIP TO QCMVID1]
- 1. Yes

- 8. DON'T KNOW [SKIP TO QCMVID1]
- 9. REFUSED [SKIP TO QCMVID1]

QINTCON (If QINTHOM = 1) Is your home access a high speed Internet connection? (Such as Cable Modem, ISDN, DSL, or a T1 line)

- 0. No
- 1. Yes

- 8. DON'T KNOW
- 9. REFUSED

QSVIDAC We would like to know your level of interest in having access to various city meetings, including city council meetings, planning and commission meetings, and the annual state of the city message on the Internet. How interested would you be in having access to these types of meetings on demand using streaming video over the Internet?

- 1. Not at all
- 2. A little
- 3. Somewhat
- 4. A lot

- 8. DON'T KNOW
- 9. REFUSED

TNEWINFO The City is looking for new ways to distribute news and information to residents. I'm going to describe several possible methods that the City might use to distribute information. For each of the methods I describe, please rate how interested you would be in receiving City information via that method on a scale of zero to ten, where zero stands for **no interest at all** and ten stands for **a great deal of interest**. *[These items will be randomized]*

QNEWINF1

[0 = NO INTEREST AT ALL 10 = GREAT DEAL OF INTEREST]

[HOW WOULD YOU RATE:]

An e-mail newsletter sent to you monthly.

98. DON'T KNOW

99. REFUSED

QNEWINF2

[0 = NO INTEREST AT ALL 10 = GREAT DEAL OF INTEREST]

[HOW WOULD YOU RATE:]

An e-mail newsletter sent to you quarterly.

98. DON'T KNOW

99. REFUSED

QNEWINF3 .

[0 = NO INTEREST AT ALL 10 = GREAT DEAL OF INTEREST]

[HOW WOULD YOU RATE:]

An traditional paper newsletter mailed to your home monthly

98. DON'T KNOW

99. REFUSED

QNEWINF4

[0 = NO INTEREST AT ALL 10 = GREAT DEAL OF INTEREST]

[HOW WOULD YOU RATE:]

A traditional paper newsletter mailed to your home quarterly.

98. DON'T KNOW

99. REFUSED

QNEWINF5

[0 = NO INTEREST AT ALL 10 = GREAT DEAL OF INTEREST]

[HOW WOULD YOU RATE:]

A city news highlights insert enclosed with in your monthly utility bill.

98. DON'T KNOW

99. REFUSED

QNEWINF6

[0 = NO INTEREST AT ALL 10 = GREAT DEAL OF INTEREST]

[HOW WOULD YOU RATE:]

City news included in the Community Services Recreation Guide three times a year.

98. DON'T KNOW

99. REFUSED

QNEWINF7

Is there any other way that we have not already mentioned that you would like the city to use to keep you informed about city events and news? (open)

TSTREET

The next couple questions have to do with roads and facilities in Carlsbad. Please rate the condition of each of the following items as excellent, good, fair, or poor.

[PRESS C TO CONTINUE]

QSTREET1 [HOW WOULD YOU RATE] overall road conditions?

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

- 8. DON'T KNOW
- 9. REFUSED

QPARFAC1> Now I have a few questions about parks and park facilities in Carlsbad. By parks I mean things such as the open play fields, sports fields, playgrounds and picnic tables that are outdoors. By park facilities I mean community centers, gymnasiums, senior centers and other structures that house recreational activities. Have you or your family used a park in the city of Carlsbad in the past year?

- 0. NO
- 1. YES

- 8. DON'T KNOW
- 9. REFUSED

<QPARFAC2>

How would you rate the condition of the parks you or your family use in the City of Carlsbad?

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

- 8. DON'T KNOW
- 9. REFUSED

<QPARFAC3> Which park did you find to be in poor condition? (open)

QPARFAC4 Have you or your family used a park facility in the city of Carlsbad in the past year?

- 0. No [SKIP TO TLAND]
- 1. Yes

- 8. DON'T KNOW [SKIP TO TLAND]
- 9. REFUSED [SKIP TO TLAND]

QPARFAC5 How would you rate the condition of the park facilities you or your family use in the City of Carlsbad?

- 4. Excellent → skip to TLAND
- 3. Good → skip to TLAND
- 2. Fair → skip to TLAND
- 1. Poor

- 8. DON'T KNOW → skip to TLAND
- 9. REFUSED → skip to TLAND

QPARFAC6 Which park facility did you find to be in poor condition? _____

TLAND Now I have a few questions for you about development and land use.

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

[\[RANDOMLY INCLUDE OR EXCLUDE “industrial” and TRACK CONDITION IN SEPARATE FIELD\]](#)

- _____ Rating
- 98. DON'T KNOW
- 99. REFUSED

TDEV We are interested in your opinions about development in the City of Carlsbad in terms of architecture, traffic patterns, site layout, landscaping, and recreational and open spaces.

QDEV1 How would you rate the overall quality of the development in Carlsbad in the last three years?

- 4. Excellent [SKIP TO QDEV1E]
- 3. Good [SKIP TO TOCEAN]
- 2. Fair [SKIP TO TOCEAN]
- 1. Poor

- 8. DON'T KNOW [SKIP TO TOCEAN]
- 9. REFUSED [SKIP TO TOCEAN]

QDEV1P What is it about the development that leads you to rate the quality of the development as Excellent? _____(open end)_____ [SKIP TO TOCEAN]

QDEV1E What is it about the development that leads you to rate the quality of the development as poor? _____(open end)_____

TOCEAN The next few questions have to do with ocean water pollution.

QOCEAN What do you think is the greatest contributor to ocean water pollution?

[DO NOT READ LIST, CHOOSE ONE ANSWER]

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

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

[DO NOT READ LIST, CHOOSE ONE ANSWER ONLY]

1. SEWAGE TREATMENT PLANT
2. DIRECTLY TO CREEKS, LAGOONS, OR OCEAN WITHOUT TREATMENT
3. LOCAL CREEKS, LAGOONS, OR OCEAN AFTER TREATMENT
4. OTHER: _____
5. DON'T KNOW
6. REFUSED
7. NONE

QSTORM2 Where do you wash your car most often?

[DO NOT READ, CHECK ALL THAT APPLY]

1. AT A COMMERCIAL CAR WASH
2. ON THE STREET
3. IN THE DRIVEWAY
4. ON THE LAWN
5. HIRE A MOBILE WASHER
6. OTHER: _____
7. DON'T WASH CAR/NAP
8. DON'T KNOW
9. REFUSED
10. NO MORE ANSWERS

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

- 0. No
- 1. Yes
- 9. REFUSED

QENV1 During the past year, have you seen or heard any information about the City's Environmental Programs, including storm water protection, solid waste and water conservation programs?

- 0. No [SKIP TO QMALL1]
- 1. Yes
- 8. DON'T KNOW [SKIP TO QMALL1]
- 9. REFUSED [SKIP TO QMALL1]

QENV2 Where do you recall seeing or hearing this information?
[DO NOT READ FROM LIST, CHOOSE ALL THAT APPLY]

- 1. TV
- 2. RADIO
- 3. NEWSPAPER
- 4. BROCHURES
- 5. FLYER IN BILLS/BILL MESSAGES
- 6. COMMUNITY CALENDAR (ADELPHIA)
- 7. INTERNET (SIGN ON SAN DIEGO)
- 8. WEBSITE
- 9. COMMUNITY SERVICES RECREATION GUIDE
- 10. COMMUNITY UPDATE VIDEO
- 11. BOOTH AT PUBLIC OUTREACH EVENTS (EARTH DAY, ETC.)
- 12. CITY COUNCIL MEETINGS
- 13. WORKSHOPS
- 14. CITY EMPLOYEES
- 15. OTHER
- 16. DON'T KNOW
- 17. REFUSED
- 18. NO MORE ANSWERS

QMALL1 What is your favorite indoor or outdoor mall to go shopping in?
[LIST, NOT READ]

1. Plaza Camino Real
2. North County Fair
3. Carlsbad Premium Outlets/Carlsbad Company Stores
4. The Forum
5. University Town Center/UTC
6. Mission Valley/Fashion Valley
7. South Coast Plaza (Santa Ana)
8. Fashion Island (Newport Beach)
9. OTHER

X. DON'T KNOW

Z. REFUSED

QMALL2 Why is that your favorite mall?

QMALL3 How often do you shop at the Westfield Plaza Camino Real (the shopping mall at the 78 and El Camino Real)?

- 1 Every day
- 2 Once a week or more
- 3 Once a month or more
- 4 A few times each year
- 5 Once a year
- 6 Never [SKIP TO TSAFE]

- 8 Don't Know [SKIP TO TSAFE]
- 9 Refused [SKIP TO TSAFE]

QMALL4 On a scale of zero to ten, where zero means NOT AT ALL SATISFIED and ten means EXTREMELY SATISFIED, how would you rate your satisfaction with the Westfield Plaza Camino Real?

98. Don't Know

99. Refused

QMALL4F [IF QMALL3 < 3] What is the most important reason why you gave the mall that rating? (open)

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

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

_____ Rating

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

_____ Rating

QCONFID3 On a scale of zero to ten, where zero means NOT AT ALL CONFIDENT and ten means VERY CONFIDENT, how confident are you in the Carlsbad City government to make decisions which positively affect the lives of its community members?

_____ Rating

IF ((QCONFID3 > 8) & (QCONFID3 < 98)) SKP QCONHIGH

IF ((QCONFID3 < 9) & (QCONFID3 > 3)) SKP LIFEQUAL

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

98. DON'T KNOW

99. REFUSED

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

98. DON'T KNOW

99. REFUSED

QCTYOP *In your opinion, what do you think would be the best indicator that the city is doing a good job? (open end)*

QTRUST1 On a scale of zero to ten, where zero means NOT AT ALL and ten means COMPLETELY, to what extent do you think you can rely on the Carlsbad city government to act in the interests of its citizens?

_____ Rating

98. DON'T KNOW

99. REFUSED

QTRUST2 On a scale of zero to ten, where zero means NOT AT ALL and ten means COMPLETELY, how much would you say that the Carlsbad City Government makes decisions with the best interests of Carlsbad residents in mind?

_____ Rating
 98. DON'T KNOW
 99. REFUSED

QLQUAL In previous surveys we have learned that citizens of Carlsbad are concerned about growth and traffic. Aside from these issues, what could the City of Carlsbad do to improve the quality of life in the community? _____()

- € SAVE OPEN SPACES
- € IMPROVE ROADS, PARKING, PUBLIC TRANSPORTATION
- € MORE RECREATION AND ENTERTAINMENT VENUES
- € MORE PROGRAMS, EVENTS, AND ACTIVITIES
- € SET LIMITS ON GROWTH AND DEVELOPMENT
- € IMPROVE TRAFFIC CIRCULATION
- € OTHER _____
- € DON'T KNOW
- € REFUSED
- € NO MORE ANSWERS

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

DEMO2 Do you own or rent your home?

- 0. Rent
- 1. Own
- 8. DON'T KNOW
- 9. REFUSED

DEMO3 How many people currently reside in your household, including yourself? (open end)
 98. DON'T KNOW
 99. REFUSED

→ If one, skip to QAGE

DEMO4 How many children under the age of 18 do you have in your household? (open end)
 98. DON'T KNOW
 99. REFUSED

QAGE What year were you born?

QRACE What race do you consider yourself to be?

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

8. DON'T KNOW
9. REFUSED

QSTREET One of the ways that we will present the results of this study is to compare the answers given by people in different neighborhoods. So that we can do this, could you tell me the name of the street that you live on?

QSTREETA Is that a street, road, avenue, or something else?

QXSTREET And what is the nearest cross street?

QXSTRET2 Is that a street, road, avenue, or something else?

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

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

X. DON'T KNOW

Y. REFUSED

QCOMMENT Do you have any additional comments you would like to make about any of the topics that we covered?

QBYE Those are all the questions I have for you today. Thank you for your time and cooperation. Goodbye.

GENDER	Respondent's Gender
	1. Male
	2. Female
QCOM	[INTERVIEWER: PLEASE ADD ANY ADDITIONAL COMMENTS YOU HAVE ABOUT THE INTERVIEW]
QCOOPER	How cooperative was the respondent?
QUNDR	In general, how well did the respondent understand the questions?
QATTEND	How well was the respondent able to pay attention during the interview?