City of Carlsbad

Resident Survey Report

2016

[bw]

RESEARCH PARTNERSHIP

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EXECUTIVE SUMMARY

In November 2016, the City of Carlsbad partnered with BW Research Partnership, Inc., to conduct a public opinion survey of Carlsbad residents. The purpose of this resident survey is to provide an unbiased assessment of resident perceptions that are statistically representative of Carlsbad's adult population, by age, gender and by area (zip code) within the city. Questions that are identical to survey results from the last five to nine years are compared to identify trends and significant changes.

The main research objectives of the 2016 City of Carlsbad resident survey are as follows:

- Determine the level of satisfaction with city services, especially services residents consider to be the most important
- Learn about residents' perceptions of city government issues and various quality of life indicators
- Explore specific topics having to do with recent or upcoming significant city projects and initiatives. For the 2016 survey, these included the recent library renovations and upcoming programs to promote the reduction of greenhouse gas emissions.

The city gathers input from residents throughout the year on a wide variety of topics. The data from the annual survey is different. This input is collected utilizing a methodology that allows the city to generalize the findings to Carlsbad's entire adult population with minimal margin of error (about 3 percent). A scientific survey is an important tool because it is the only way city decision makers can consider the views of all residents, not just those who attend public meetings or are otherwise involved in city issues.

The citywide survey averaged 19.5 minutes in length and was administered by telephone (both landline and mobile) and an online survey from November 14 through December 2, 2016. A statistically representative sample of 1,000 Carlsbad residents over the age of 18 completed the survey, resulting in a margin of error +/- 3.08% (at the 95% level of confidence) for questions answered by all 1,000 respondents. It should be noted that this is the first year, the resident survey included an email recruited online survey to supplement the telephone survey. The online component was done to account for the diminishing participation rates for mobile and landline telephone surveys.

KEY FINDINGS

Overall Satisfaction with the City of Carlsbad

The overwhelming majority of Carlsbad residents are satisfied with the city's overall provision of services; almost 9 in 10 (88.4%) residents are satisfied (very or somewhat) and about 50% are very satisfied. This level of satisfaction has remained very high, regardless of outside influences such as the economy, natural disasters and community controversies. Although overall

satisfaction remains high, those indicating they are "very" satisfied has decreased in the past two years, from a high of 65% in 2014 to 49% in 2016.

Confidence in City Government

Three out of four (74.4%) residents indicated they had confidence in Carlsbad city government to positively impact the lives of its community members. These confidence levels have decreased the last two years, from a high of 84% in 2014. The percentage of people who are "very" confident decreased from 34% in 2014 to 25% in 2016.

Quality of Life

Carlsbad residents are consistently pleased with their quality of life. Nearly all (96.8%) adult residents rated their quality of life positively (excellent or good). This is consistent with previous years; positive quality of life ratings have remained above 95% since 2010. When asked for the number one way to improve quality of life, reducing growth, development and traffic were the most common responses.

Assessment of Specific City Services

Participants were asked about the importance of *and* their satisfaction with 14 specific municipal services. This analysis provides a valuable barometer of the issues that are more likely to drive resident satisfaction and dissatisfaction. That's because if people are less satisfied with the issues most important to them, they are more likely to have a lower overall satisfaction with the city and perceived quality of life.

Overall levels of satisfaction with specific city services remain high and are fairly consistent with previous years. The top three were the provision of fire protection and emergency medical services, police services, and library services.

When considering the level of satisfaction compared to importance, repair and maintenance of roads, management of traffic congestion, maintaining a healthy business climate, and efforts to promote environmental sustainability are services where the level of importance was the highest and the level of satisfaction lower than most of the other services that were examined.

Sense of Safety in Carlsbad

Over 9 in 10 residents feel safe walking alone in their neighborhoods during the day (98%) and just under 9 in 10 feel the same after dark (88.4%). The number of residents who feel safe walking alone during the day has remained fairly steady since 2012. These results are consistent with resident satisfaction with fire protection and emergency services (88.2%) and local police and law enforcement services (87%). There was a decline in perceived safety when walking alone after dark. The percentage of respondents who indicated they feel very safe has gone from 59% (average 2012-2015) to 52% (2016), with a corresponding increase in the proportion of who responded they felt somewhat unsafe from 5% (average 2012-2015) to 8% (2016).

Women, those who identified as Hispanic or Latino(a) or residents of 92008, were more likely to indicate they felt unsafe, than respondents from other demographic groups.

WHAT WE LEARNED

The 2016 Carlsbad resident survey came amid increased development activity, major road construction projects, the controversy surrounding Measure A, and right after an emotionally charged national election. These conditions provide some context for a few big picture themes, including:

1. ***Although Carlsbad continues to earn high marks, there has been an overall decrease in ratings of about 5% when compared to 2012 - 2015.***

Almost nine out of ten residents (88.4%) indicated they were satisfied with the overall job the City of Carlsbad is doing to provide services. The overall level of satisfaction with the city, combined with an even higher rating for the quality of life in the community (96% excellent or good) and the belief that more residents believe the quality of life is getting better (26%) than getting worse (19%) points to generally high levels of satisfaction for the primary metrics within the resident survey. Although these ratings are considered high, they along with other key indicators are lower than the average ratings of 2012-2015.

2. ***Demographics differences are emerging in how residents perceive their city***

When satisfaction and overall positive ratings for a community or a region are above 90 percent, it not only means that most residents are satisfied, it means that there are unlikely big differences between demographic groups. This was largely the case in Carlsbad in 2014 for most of the key metrics, it is less true in 2016. The best examples of attitudinal differences between demographic groups in Carlsbad can be found in responses to the question regarding overall confidence in Carlsbad city government (Q7). Age, gender and geography within the city provided sizeable differences in the levels of confidence in city leaders to make decisions that positively affect their lives.

- **Age & Gender:** 90% of males between the age of 18 and 24 indicated they were confident (either very or somewhat), while only 67% of women between the age of 45 and 54 said they were confident.

- **Geography within Carlsbad:** Respondents who live in Northern Carlsbad (92008 or 92010) were almost twice as likely to lack confidence (27% and 36%) compared to respondents who reside in Southern Carlsbad (92011: 15% or 92009: 17%).

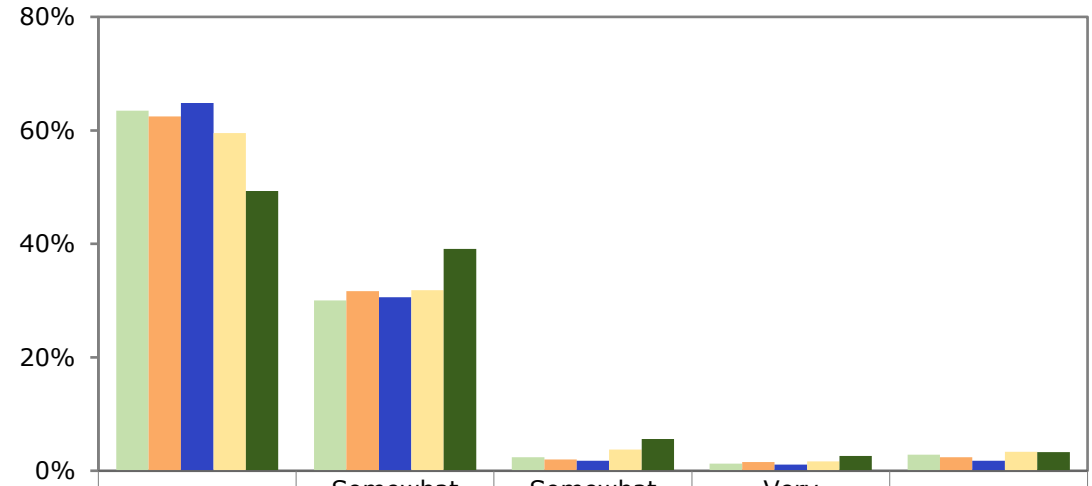
RESIDENT SATISFACTION WITH THE CITY OF CARLSBAD

OVERALL SATISFACTION

Although nearly nine in 10 Carlsbad residents are satisfied with city services, the level of satisfaction is five percentage points (5.2%) lower compared to the average satisfaction from 2012 through 2015 (93.6%).

"Generally speaking, are you satisfied or dissatisfied with the job the City of Carlsbad is doing to provide services?"

Figure 1: Satisfaction with City Services, 2012-2016



	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	DK/NA
2012	63.5% ¥	30.0% ¥	2.4% ¥	1.3% ¥	2.8%
2013	62.5% ¥	31.7% ¥	2.0% ¥υ	1.5%	2.4%
2014	64.8% ¥υ	30.6% ¥	1.7% ¥υ	1.1% ¥	1.8% ¥υ
2015	59.5% ¥€	31.8% ¥	3.7% €#	1.6%	3.3% €
2016	49.3% υ€#α	39.1% υ€#α	5.6% €#α	2.6% €α	3.3% €

υ Statistically significant change from 2015 (p<.05)
€ Statistically significant change from 2014
¥ Statistically significant change from 2016
Statistically significant change from 2013
α Statistically significant change from 2012

This report includes tables, such as the one below, when the response of a specific sub group is significantly different than respondents as a whole.

More or less likely to be "very" satisfied with city services, compared to 49 % overall.	
⊕	⊖
Live in 92009 (55%)	*Live in 92010 (44%)*
65 and older (60%)	*Between 35 and 44 years (45%)*

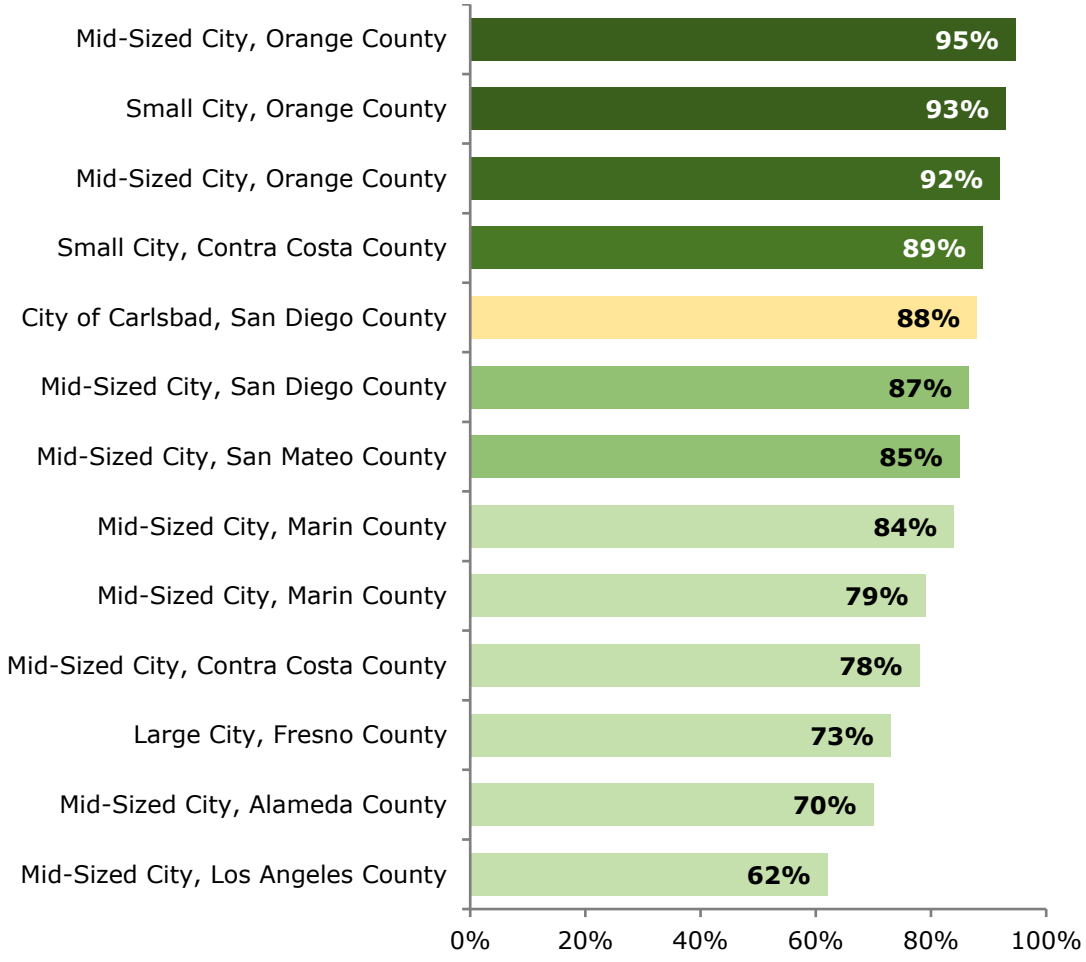
Note: The sign "⊕" indicates more likely and "⊖" indicates less likely.

Overall Satisfaction – Comparison to Other Cities

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

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

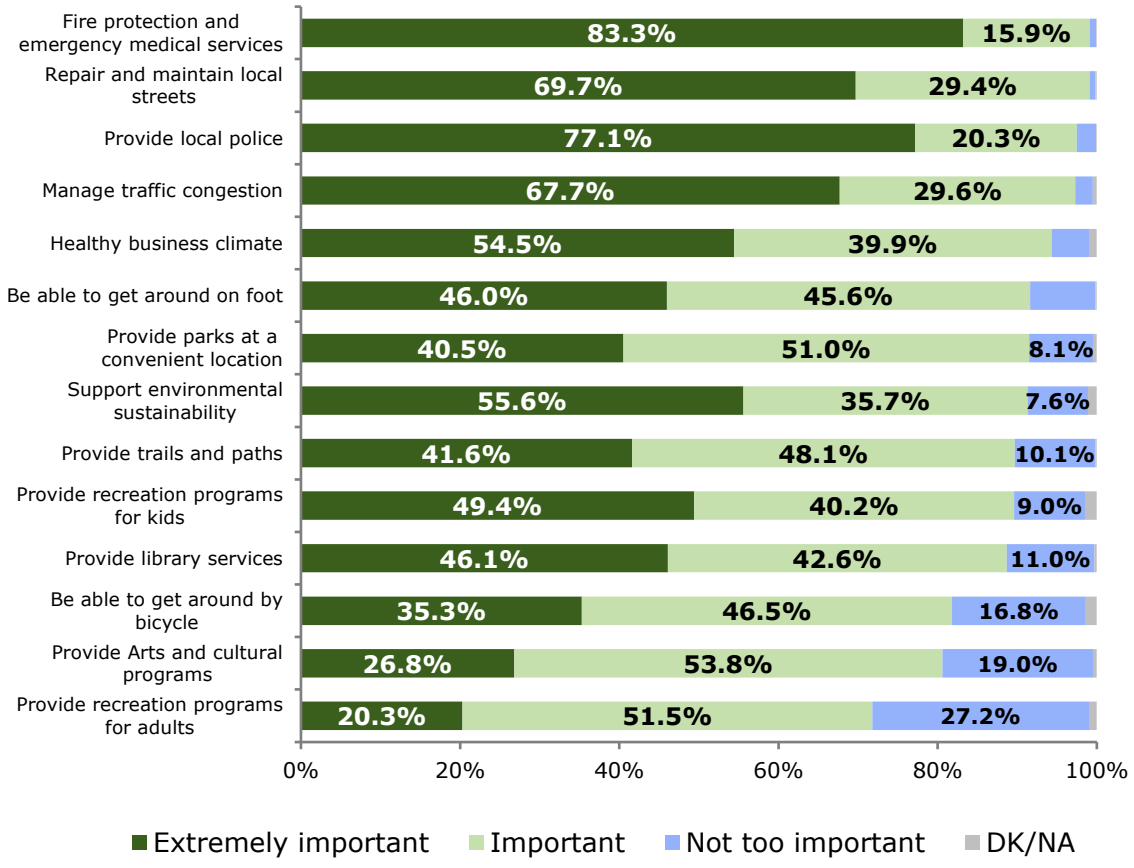
Figure 2: Satisfaction with City Services – Comparison to Other Cities[1]



[1] Small cities are have a total population of up to 50,000; mid-sized cities fall between 50,001 and 150,000; large cities have a population of 150,001 or more.

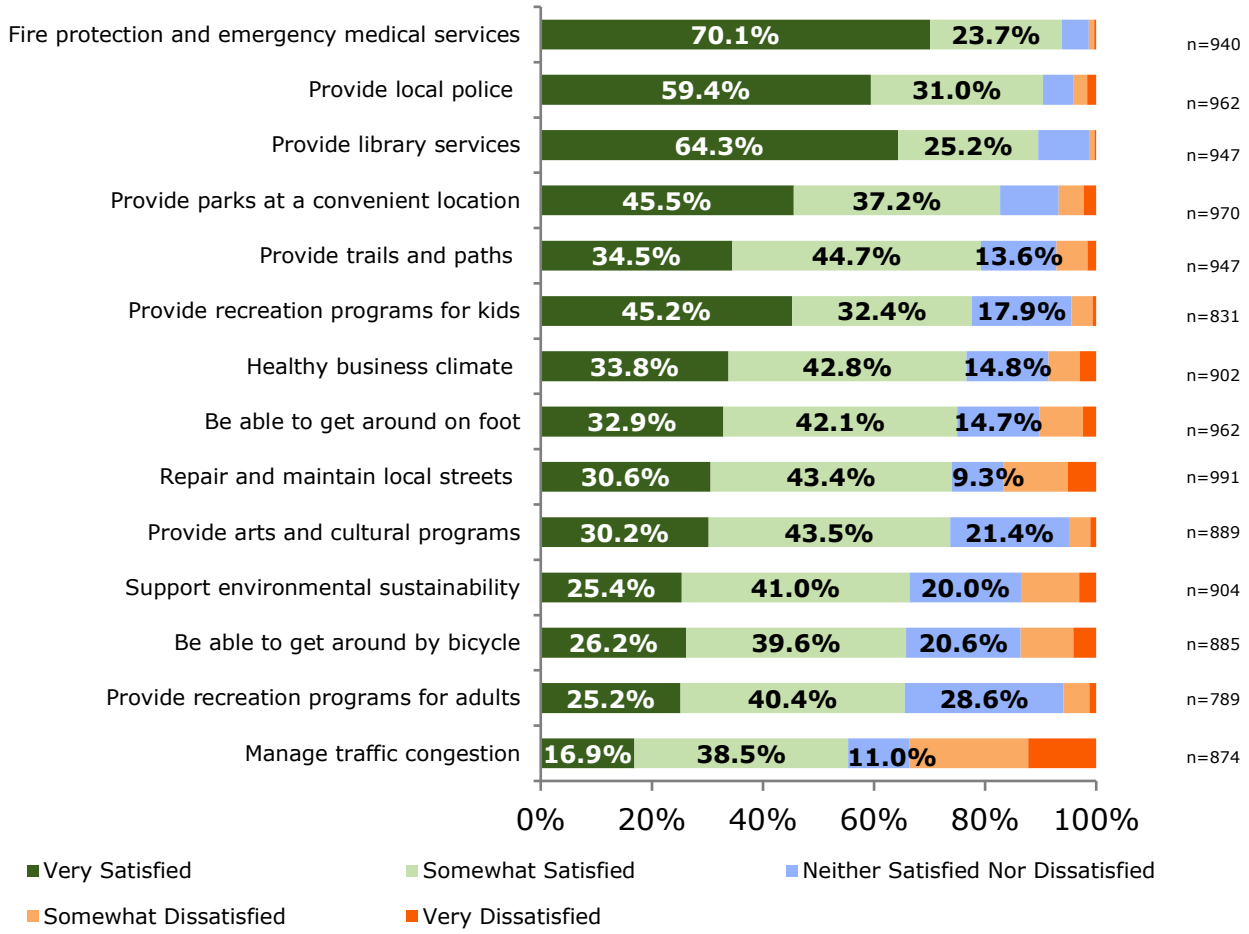
IMPORTANCE OF SPECIFIC SERVICES

Figure 3. Importance of Specific Services



SATISFACTION WITH SPECIFIC SERVICES

Figure 4. Satisfaction with Specific Services[2]

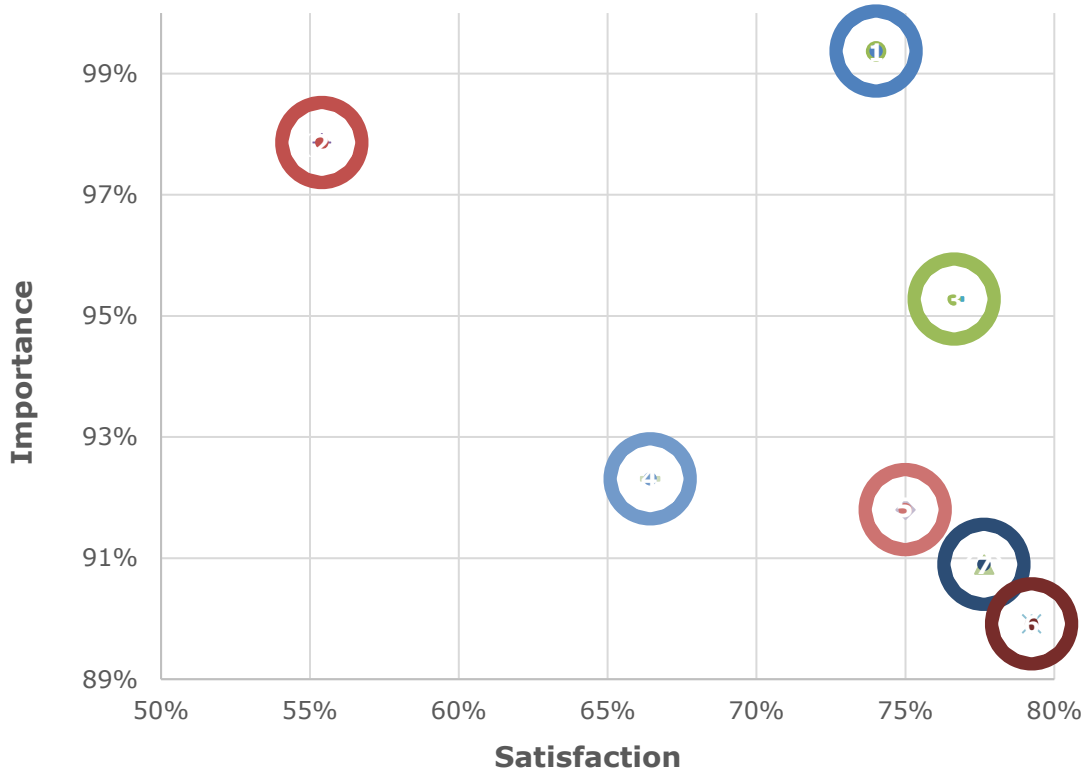


[2] Satisfaction analyses in this figure are displayed with "DK/ NA" and "No experience" factored out and the resulting n in parentheses.

Comparing Satisfaction to Importance

The following chart depicts each service by its corresponding satisfaction and importance scores. The results of this analysis show that *traffic congestion*, *environmental sustainability*, *repair and maintenance of streets & roads*, *support of healthy business climate*, and *provision of safe and convenient ways to get around on foot* are the areas considered very important (>91%) with satisfaction levels below 80%.

Figure 5. Satisfaction -- Importance Matrix, City Services[3]



Legend:
(1) Repair and maintain local streets
(2) Traffic congestion on city streets
(3) Healthy business climate in Carlsbad
(4) Environmental sustainability
(5) Safe and convenient ways to get around on foot
(6) Trails and paths for hiking and running
(7) Recreation programs for kids

[3] Importance and Satisfaction percentages are displayed with "DK/ NA" and "No experience" factored out.

Importance of specific city services	
⊕	⊖
Repair and maintain local streets & roads as "Extremely Important" (69.7% overall)	
65 years and older (74%)	*18 to 24 years old (61%)*
Management of traffic congestion as "Extremely Important" (67.7% overall)	
Lived in Carlsbad for 10 to 14 years (73%) and 15 years and more (73%)	*Lived in Carlsbad for 5 – 9 years (61%)*
65 years and older (74%)	*35 to 44 years old (61%)*
Healthy business climate as "Extremely Important" (54.5% overall)	
45 to 54 years old (60%)	*55 to 64 years old (49%)*
Parks that offer what you want at a convenient location as "Extremely Important" (40.5% overall)	
35 to 44 years old (50%)	*18 to 34 years old (32%)*
Arts and Cultural Programs as "Extremely Important" (26.8%)	
Lived in Carlsbad for 15 or more years (31%)	*Lived in Carlsbad for 1 to 4 years (23%)*
Renters (33%)	*Homeowners (24%)*
18 to 24 years old (45%)	*45 to 54 years old (17%)*
Library Services as "Extremely Important" (46.1%)	
18-24 years old (51%) *25-34 years old (51%)* *35 to 44 years old (51%)*	*Residents 45 to 54 years old (37%)*
Recreation Programs for Kids as "Extremely Important" (49.4%)	
18 to 24 years old (59%) *25 to 34 years old (59%)*	*55 to 64 years old (42%)*
Trails and paths for hiking and running as "Extremely Important" (41.6%)	
Live in 92009 (43%)	*Live in 92010 (33%)*
25 to 34 years old (50%) *35 to 44 years old (49%)*	*65 years and older (34%)*
Police and law enforcement services as "Extremely Important" (77.1%)	
65 years and older (84%)	*18 to 24 years old (67%)*
Lived in Carlsbad for 15 or more years (81%)	*Lived in Carlsbad for 1 to 4 years (73%)*
Local fire protection and emergency medical services as "Extremely Important" (83.3%)	
Live in 92009 (87%)	*Live in 92008 (78%)*
65 years and older (88%)	*25 to 34 years old (80%)*
Environmental Sustainability as "Extremely Important" 55.6%)	
18 to 24 years old (75%) *25 to 34 years old (79%)*	*55 to 65 years old (48%)*

Note: The sign "⊕" indicates more likely and "⊖" indicates less likely.

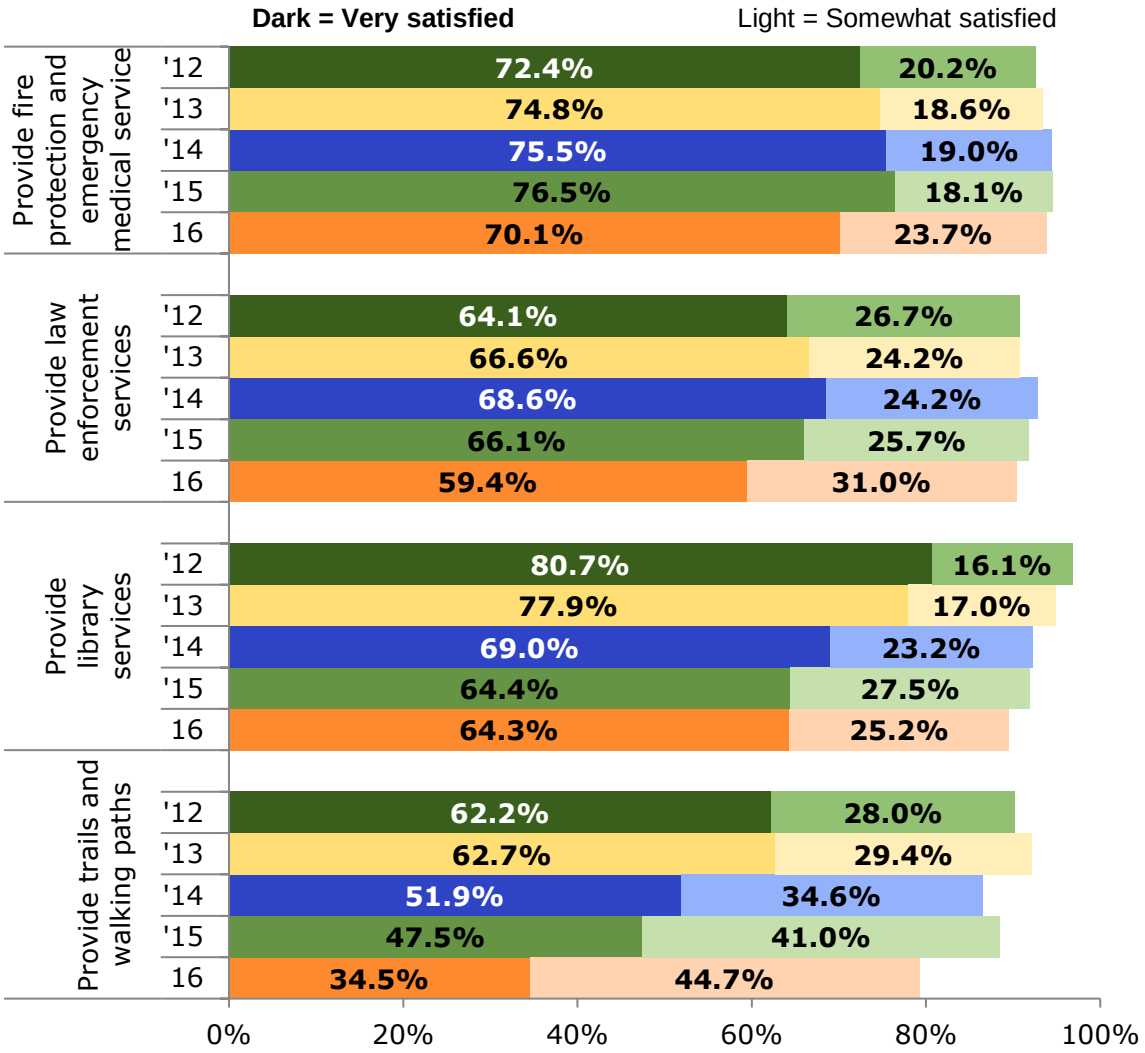
Satisfaction with specific city services	
⊕	⊖
"Very Satisfied" with Repair and maintain local streets & roads (30.6%)	
Live in 92009 (33%)	*Live in 92010 (24%)*
Renters (37%)	*Homeowners (28%)*
18 and 24 years old (38%) *25 to 34 years old (32%)*	*35 to 44 years old (25%)*
"Very Satisfied" with Management of traffic congestion (16.9%)	
Renters (24%)	*Homeowners (15%)*
Lived in Carlsbad for 10 to 14 years (22%)	*Lived in Carlsbad for 1 – 4 years (14%)*
Live in 92008 (21%)	*Live in 92010 (11%)*
"Very Satisfied" with Healthy business climate (33.8%)	
65 years and older (42%)	*45 to 54 years old (31%)*
"Very Satisfied" with Parks that offer what you want at a convenient location (45.5%)	
Live in 92009 (50%)	*Live in 92008 (39%)*
Renters (52%)	*Homeowners (43%)*
35 to 44 years old (53%)	*65 years and older (42%)*
"Very Satisfied" Trails and paths for hiking and running (34.5%)	
Live in 92009 (39%)	*Live in 92008 (30%)*
"Very Satisfied" with Police and law enforcement services (59.4%)	
65 years and older (70%)	*35 to 44 years old (53%)* *18 to 24 years old (54%)*
Lived in Carlsbad for 15 or more years (66%)	*Lived in Carlsbad for 1 to 4 years (57%)* *Lived in Carlsbad for 5 to 9 years (51%)*
"Very Satisfied" with Local fire protection and emergency medical services (70.1%)	
Lived in Carlsbad for 15 or more years (78%)	*Lived in Carlsbad for 5 to 9 years (63%)* *Lived in Carlsbad for 1 to 4 years (64%)*
Residents 65 years and older (84%)	*35 to 44 years old (63%)* *45 to 54 years old (63%)*
"Very Satisfied" with Environmental Sustainability (25.4%)	
Live in 92009 (30%)	*Live in 92011 (20%)*
55 to 64 years old (31%) *65 years and older (31%)*	*18 to 24 years old (15%)*

Note: The sign "⊕" indicates more likely and "⊖" indicates less likely.

Satisfaction with Specific Services – Comparison to Previous Years

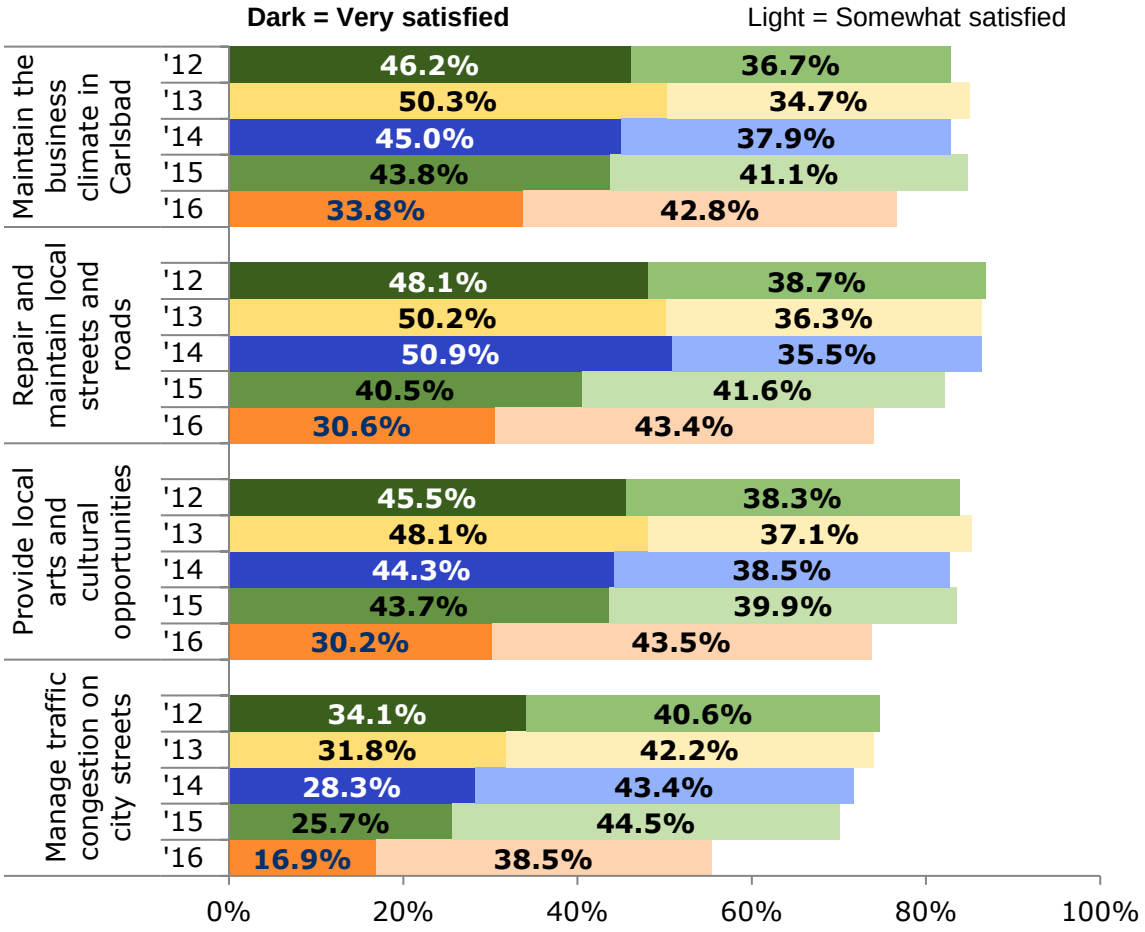
Due to changes in the 2016 Carlsbad resident survey, the following comparisons can be conducted for eight out of the fourteen services examined this year.

Figure 6. Satisfaction with Specific Services, 2012-2016



Note: Don't know/Refused and No Experience were filtered out.

Figure 7. Satisfaction with Specific Services (continued), 2012-2016



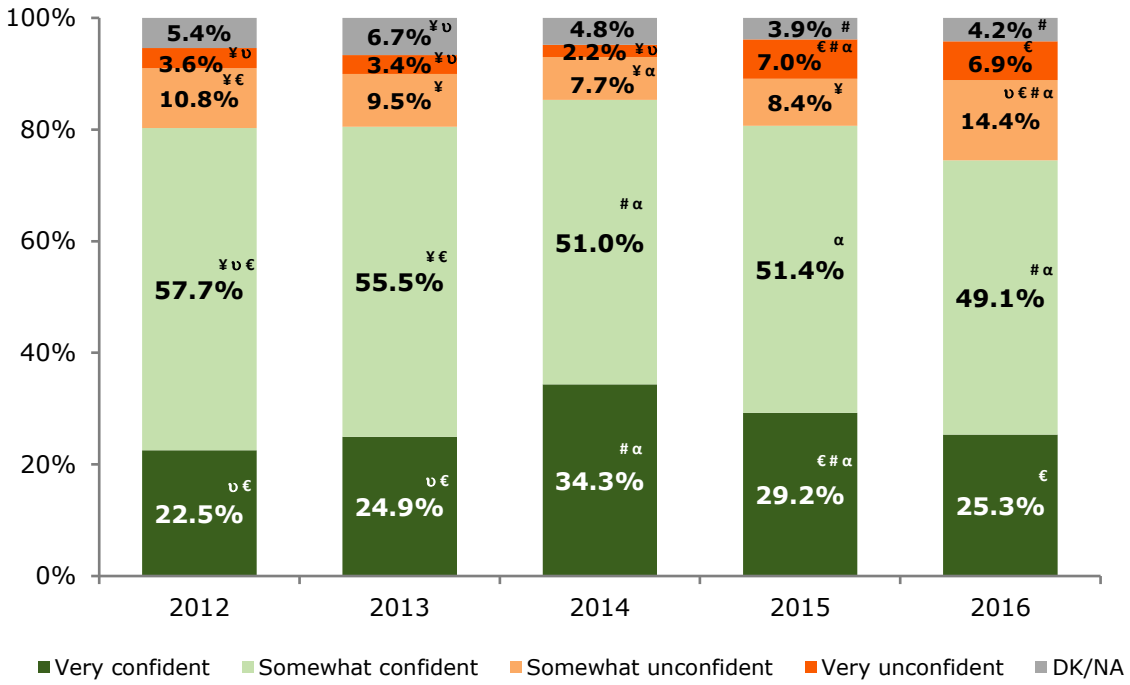
Note: Don't know/Refused and No Experience were filtered out.

CONFIDENCE IN CITY GOVERNMENT

Overall confidence has declined by 7% compared to the average level of confidence between 2012 and 2015.

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

Figure 8. Confidence in Carlsbad City Government, 2012-2016



υ Statistically significant change from 2015 (p<.05)
€ Statistically significant change from 2014
¥ Statistically significant change from 2016
Statistically significant change from 2013
α Statistically significant change from 2012

More or less likely to be "Very Confident" in the City Government (25.3% overall)	
⊕	⊖
Renters (33%)	*Homeowners (24%)*

Note: The sign "⊕" indicates more likely and "⊖" indicates less likely.

REASONS FOR LEVEL OF CONFIDENCE IN CITY GOVERNMENT

Participants were asked to identify the primary reasons for their levels of confidence in city government to make decisions that positively affect the lives of its community members. Since the question was open ended, the interviewer did not read a selection of response options. Instead, interviewers recorded the answers verbatim. Participants were only allowed a single answer. These open-ended responses were grouped and coded into categories found below to assist with the analysis.

"What are the primary reasons you are confident/not confident with Carlsbad's city government to positively affect the lives of its community members?"

The main reasons for having confidence in the city's government include:

- Positive environment and good quality of life in Carlsbad
  - It "*seems the city is doing what they need to maintain the quality of life*."
- The city' good infrastructure and the fact that it is a safe city
  - "*This is a beautiful safe place to raise a family and I can attribute that partly to the city's government for keeping it that way.*"
- The city's transparency and consideration for its residents
  - "*Everything the city does appears to be thinking about the residents*."

For those residents less confident in the city, the main reasons include:

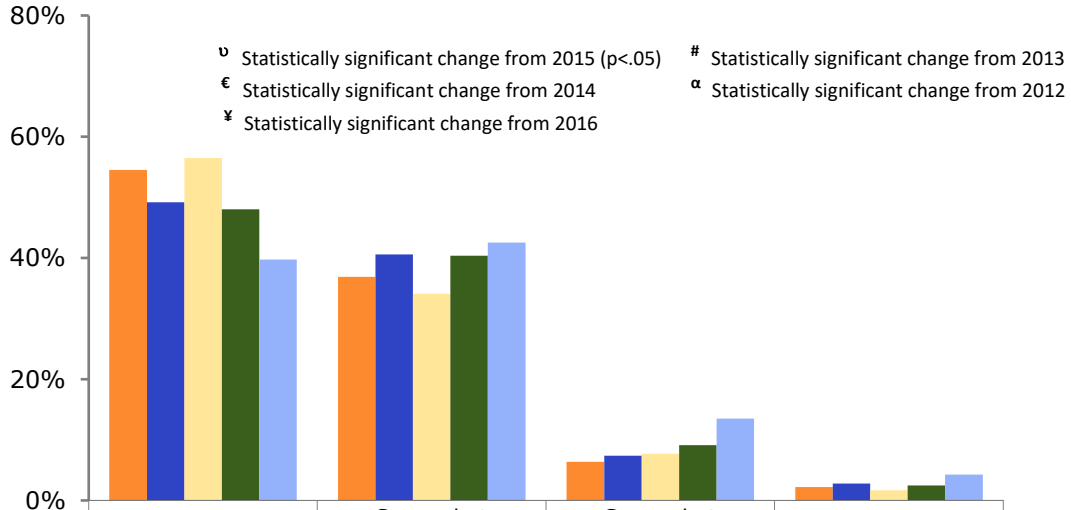
- The city's focus on increasing development and commercial growth
  - "*I think they are more focused on development and profit than the quality of life and maintaining the quality of life*."
- The city's past decisions, specifically Measure A
  - *Some of the past decisions they've made. They didn't show good judgement with Measure A*."

CITY-RESIDENT COMMUNICATION

Compared with the average ratings from 2012-2015, some of the "Very Satisfied" residents shifted to "Somewhat satisfied," "Somewhat dissatisfied" and "Very dissatisfied."

"Are you satisfied or dissatisfied with the city's efforts to provide information to residents through its website, newsletters, and related sources of information?"

Figure 9. Satisfaction with Information Provision, 2012-2016[4]



	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
2012	54.5% ¥υ#	36.9% ¥	6.4% ¥υ	2.2% ¥
2013	49.2% ¥€α	40.6% €	7.4% ¥	2.8%
2014	56.5% ¥υ#	34.1% ¥υ#	7.7% ¥	1.7% ¥
2015	48.0% ¥€α	40.3% €	9.1% ¥α	2.5% ¥
2016	39.7% υ€#α	42.5% €α	13.5% υ€#α	4.3% υ€α

More or less likely to be "Very Satisfied" with City Communication (39.7% overall)	
⊕	⊖
65 years and older (48%)	*35 to 44 years old (35%)* *45 to 64 years old (36%)*

Note: The sign "⊕" indicates more likely and "⊖" indicates less likely.

[4] This analysis was conducted with the removal of "DK/ NA responses.

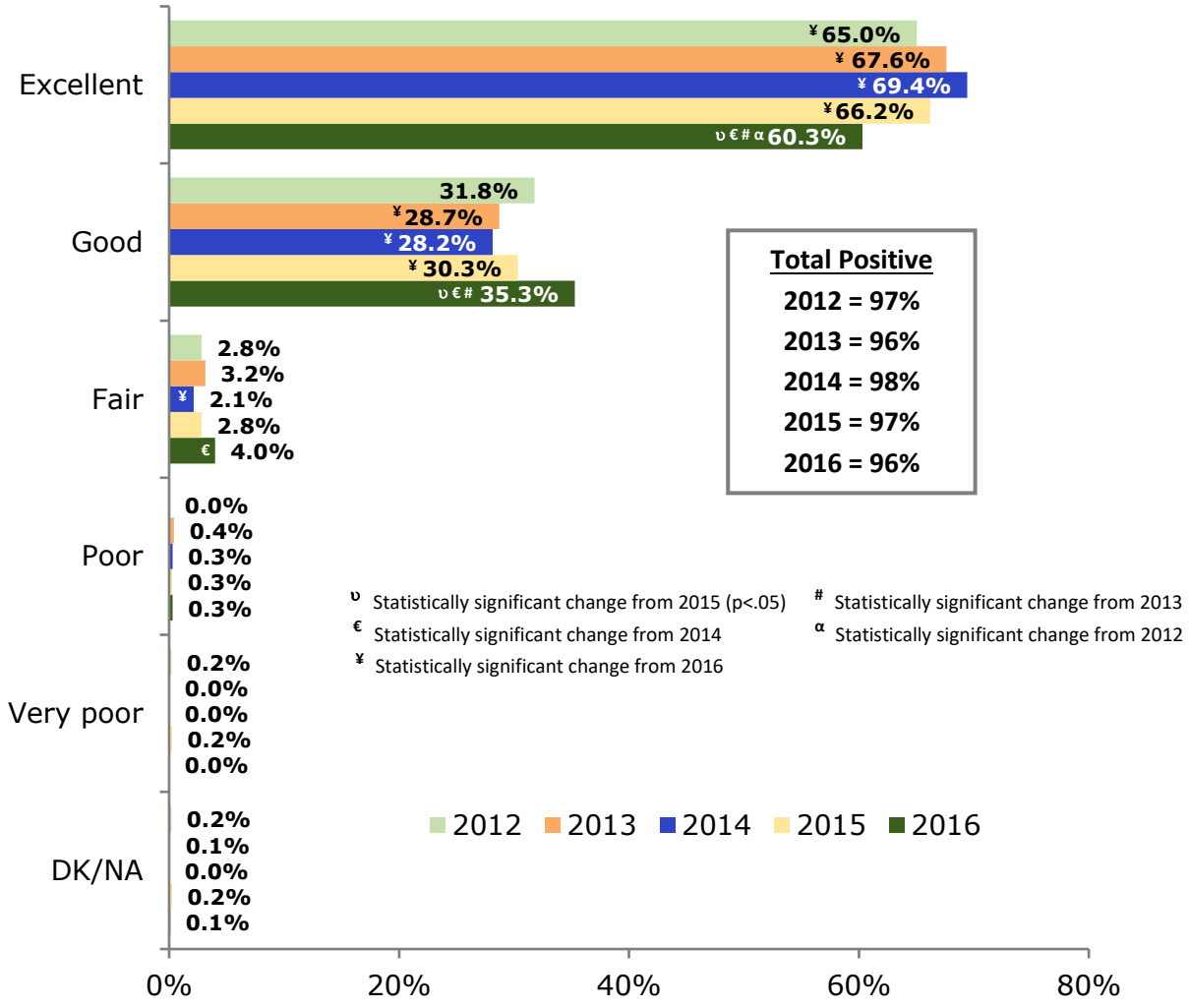
QUALITY OF LIFE

Carlsbad residents are consistently pleased with their quality of life. Nearly all (96%) Carlsbad adult residents rate their quality of life positively, either excellent or good.

OVERALL QUALITY OF LIFE

"How would you rate your quality of life in Carlsbad?"

Figure 10. Quality of Life, 2012-2016

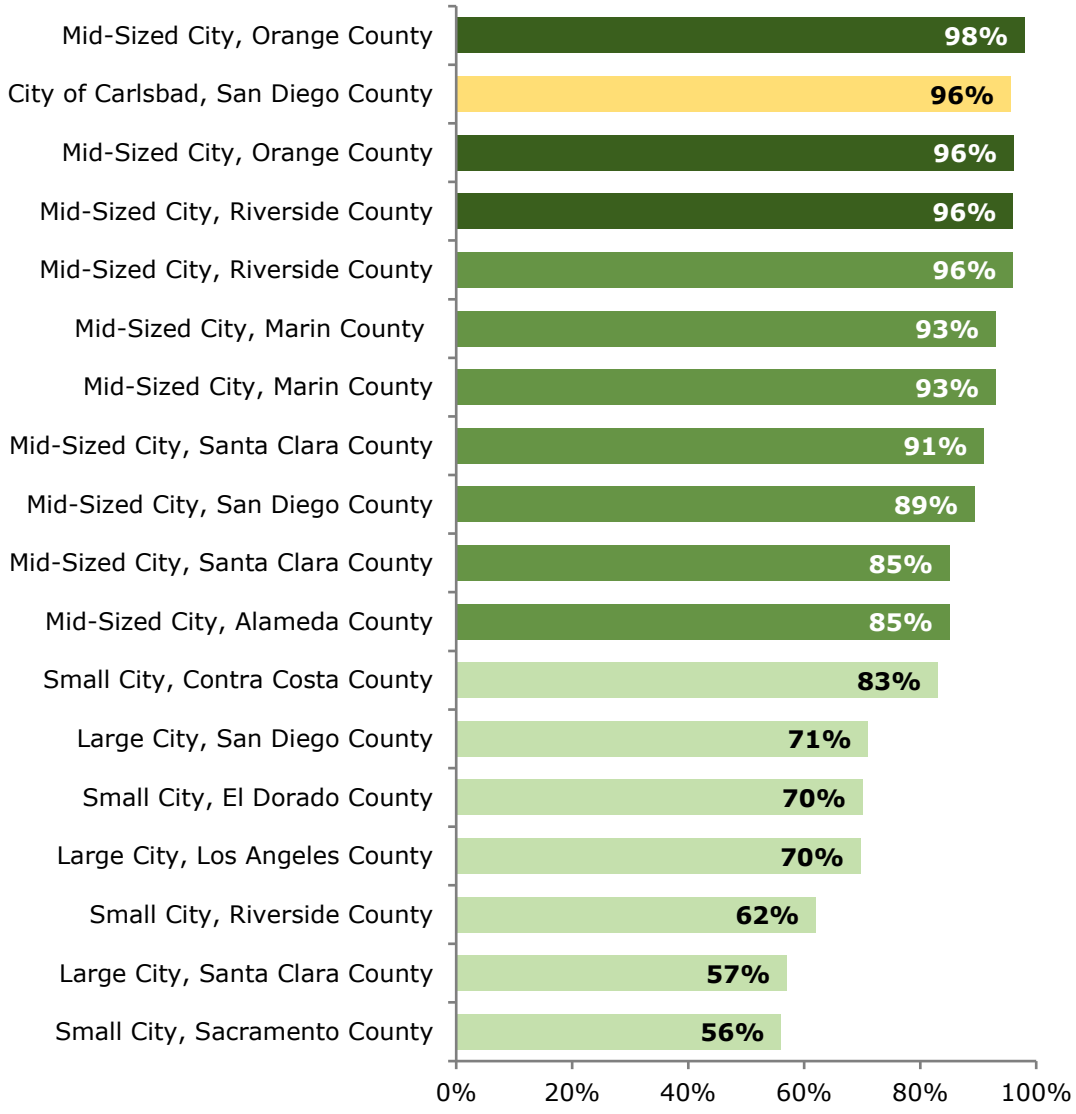


OVERALL QUALITY OF LIFE – COMPARISON TO OTHER CITIES

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

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

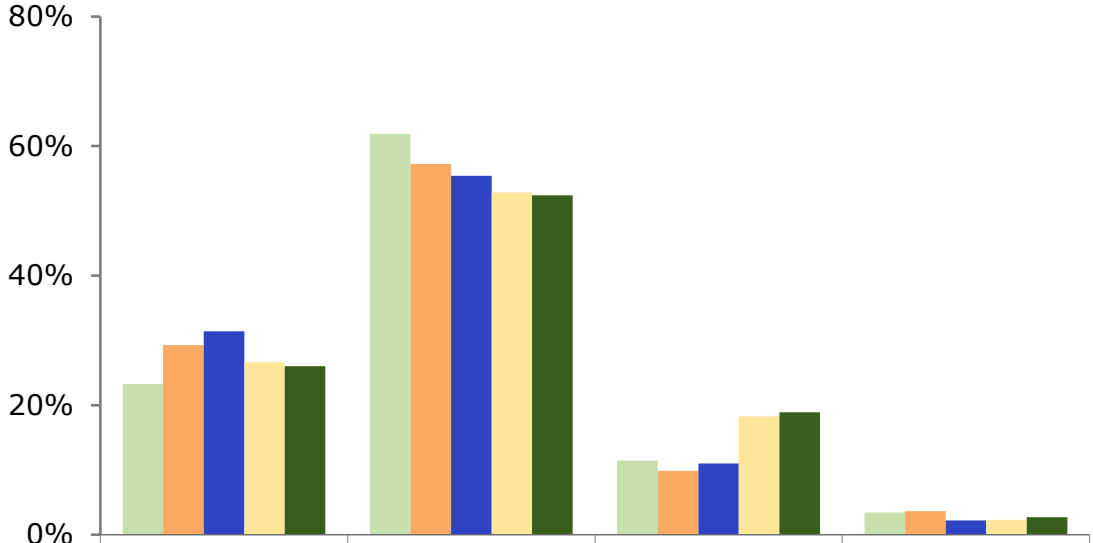
Figure 11. Quality of Life, Comparison to Other Cities



QUALITY OF LIFE DIRECTION

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

Figure 12. Quality of Life Direction, 2012-2016



	Getting better	Staying about the same	Getting worse	DK/NA
2012	23.2% €#	61.9% ¥υ€#	11.4% ¥υ	3.4%
2013	29.3% α	57.2%	9.9% ¥υ	3.6%
2014	31.4% ¥υα	55.4% α	11.0% ¥υ	2.2%
2015	26.6% €	52.8% α	18.3% €#α	2.3%
2016	26.0% €	52.4% #α	18.9% €#α	2.7%

υ Statistically significant change from 2015 (p<.05)
€ Statistically significant change from 2014
¥ Statistically significant change from 2016
Statistically significant change from 2013
α Statistically significant change from 2012

More or less likely to believe the Quality of Life is getting better (26% overall)	
⊕	⊖
Live in 92008 (32%)	*Live in 92010 (20%)*
18 to 24 years old (37%)	*65 years and older (22%)*

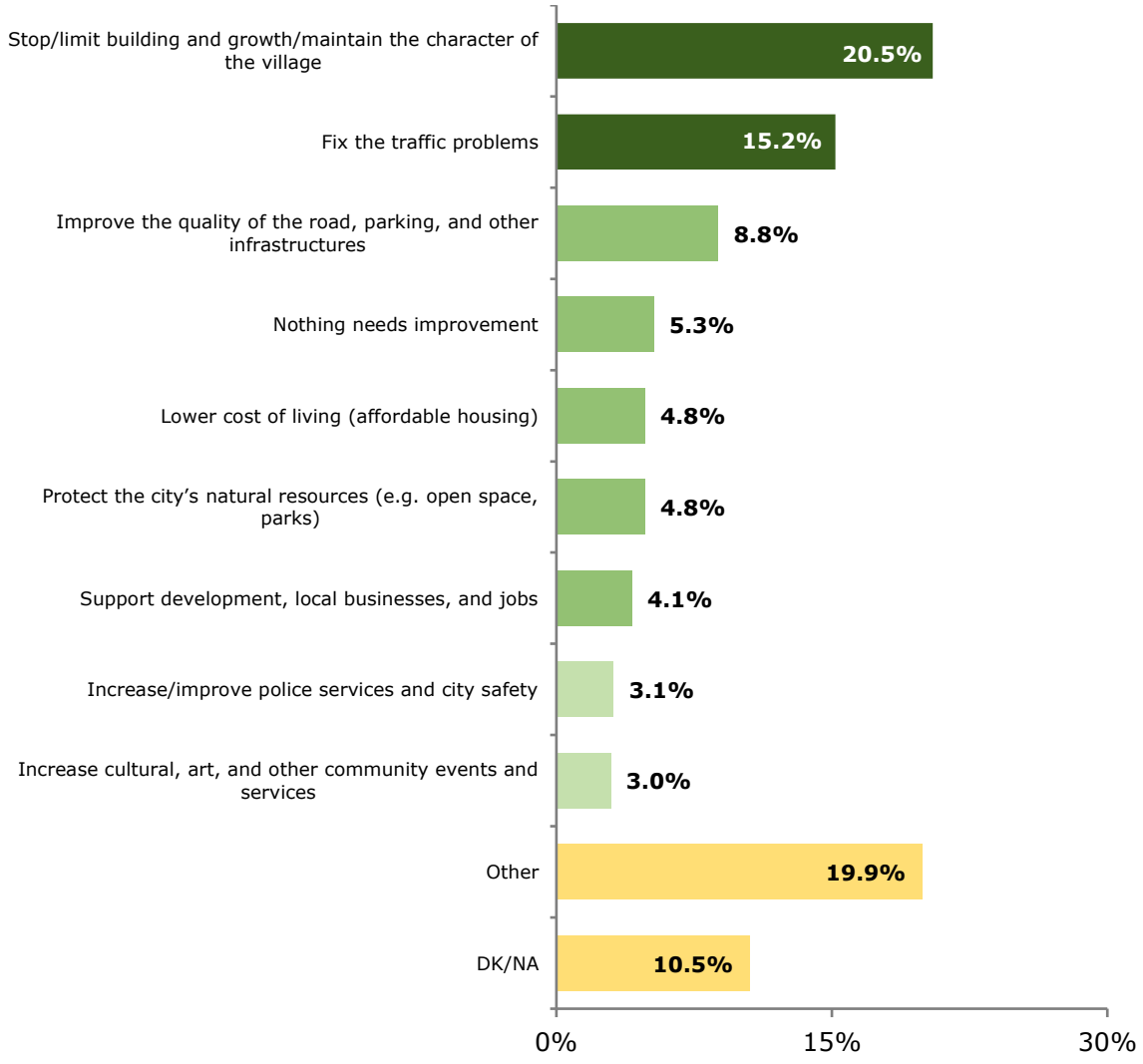
Note: The sign "⊕" indicates more likely and "⊖" indicates less likely.

AREAS TO IMPROVE QUALITY OF LIFE

Residents were asked an open-ended question, responses were recorded verbatim, then grouped and coded for analysis.

"In your opinion, what is the number one thing that the City of Carlsbad could do to improve the quality of life within the community?"

Figure 13. Number One Way to Improve Quality of Life

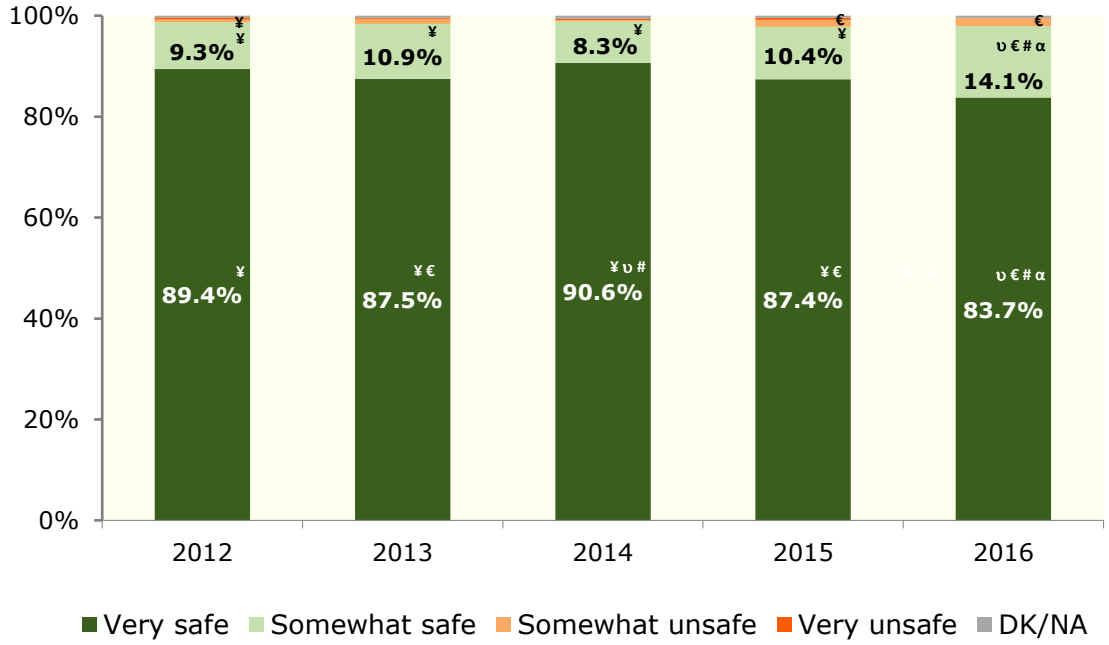


SAFETY IN CARLSBAD

Almost all (98%) Carlsbad residents feel safe walking alone in their neighborhood during the day. Though the amount of residents who feel safe ("Very" and "Somewhat") has remained at 98% or higher since 2012, the number of residents who feel "Very safe" in 2016 has declined by about five percentage point from the average of 2012 through 2015.

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

Figure 14. Daytime Safety in Carlsbad, 2012-2016

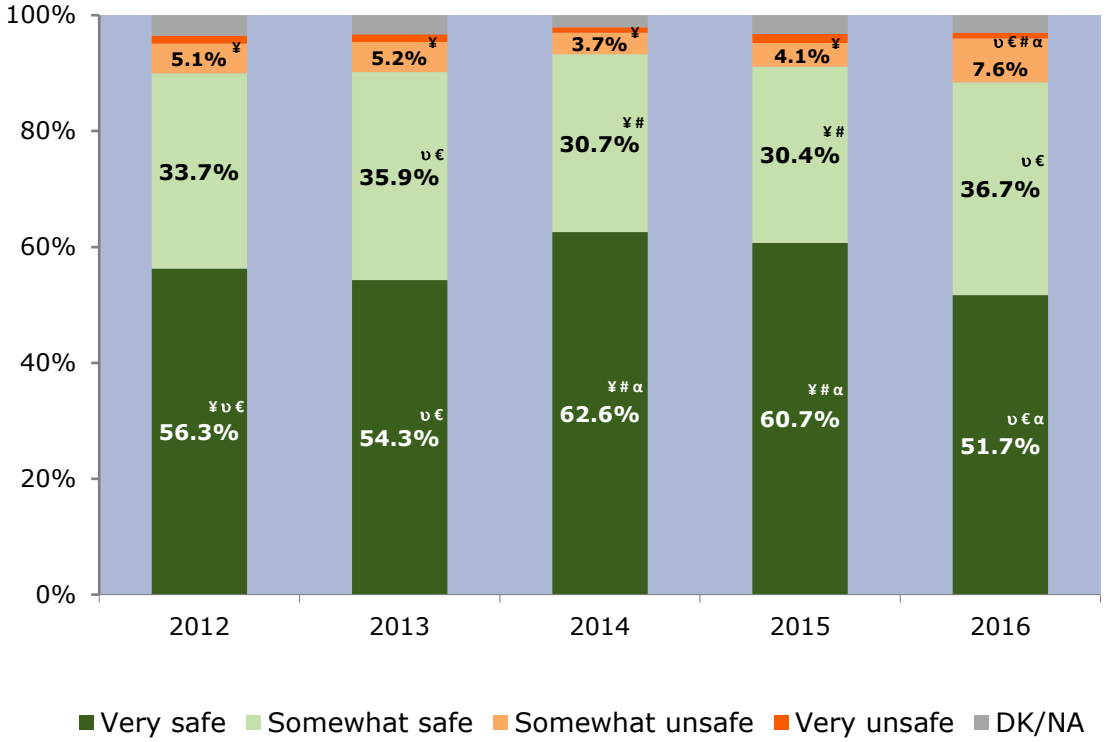


υ Statistically significant change from 2015 (p<.05)
€ Statistically significant change from 2014
¥ Statistically significant change from 2016
Statistically significant change from 2013
α Statistically significant change from 2012

Nearly nine in ten (88%) residents feel safe walking alone in their neighborhood at night; this is about nine percentage points lower than the number of residents that feel safe walking alone during the day. The number of residents who feel safe ("Very" and "Somewhat") walking alone after dark has decreased by 2.7 percentage points from the average across 2012 through 2015. The number of those who feel "Very safe" has also decreased by seven percentage points from the average from 2012 to 2015.

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

Figure 15. Nighttime Safety in Carlsbad, 2012-2016



υ Statistically significant change from 2015 (p<.05)
€ Statistically significant change from 2014
¥ Statistically significant change from 2016
Statistically significant change from 2013
α Statistically significant change from 2012

Safety in Carlsbad	
⊕	⊖
More or less likely to feel "Very Safe" During the Day (83.7%)	
Live in 92011 (90%)	*Live in 92008 (81%)*
18 to 24 years old (91%)	*45 to 54 years old (79%)*
More or less likely to feel "Very Safe" During the Night (51.7%)	
Lived in Carlsbad for over 15 years (57%)	*Lived in Carlsbad for 5 to 9 years (46%)*
Live in 92011 (60%)	*Live in 92008 (46%)*
Men (65%)	*Women (44%)*

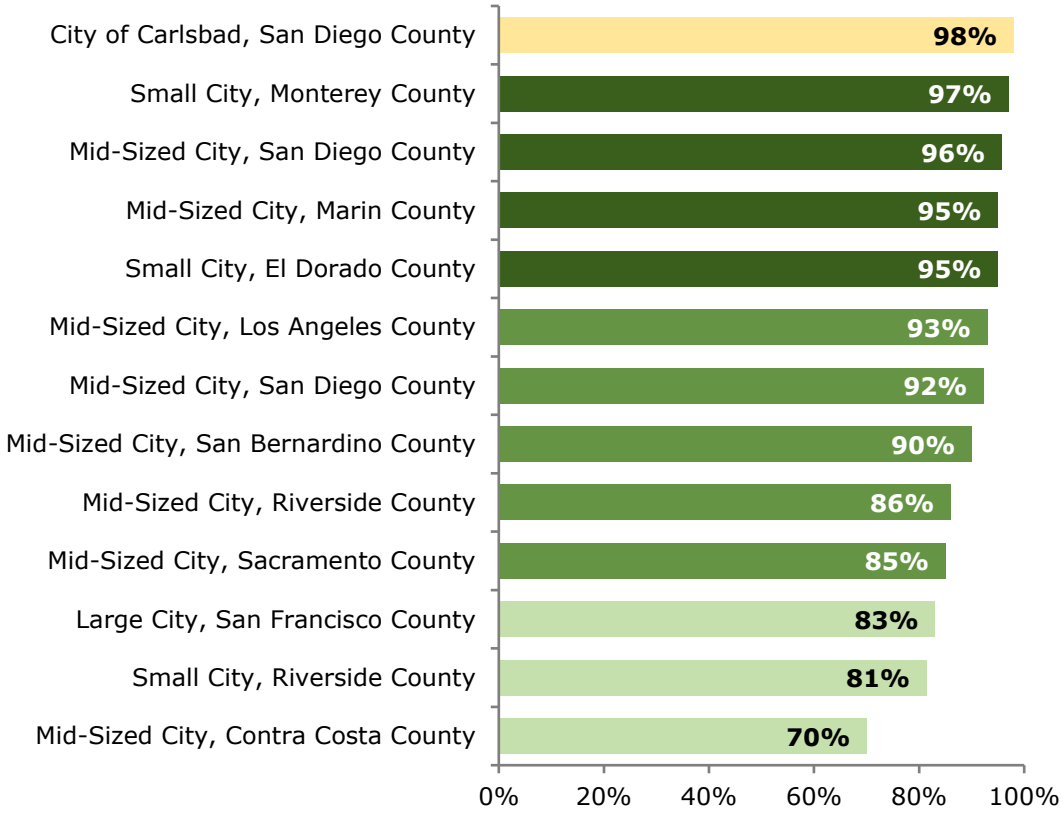
Note: The sign "⊕" indicates more likely and "⊖" indicates less likely.

Safety in Carlsbad – Comparison to Other Cities

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

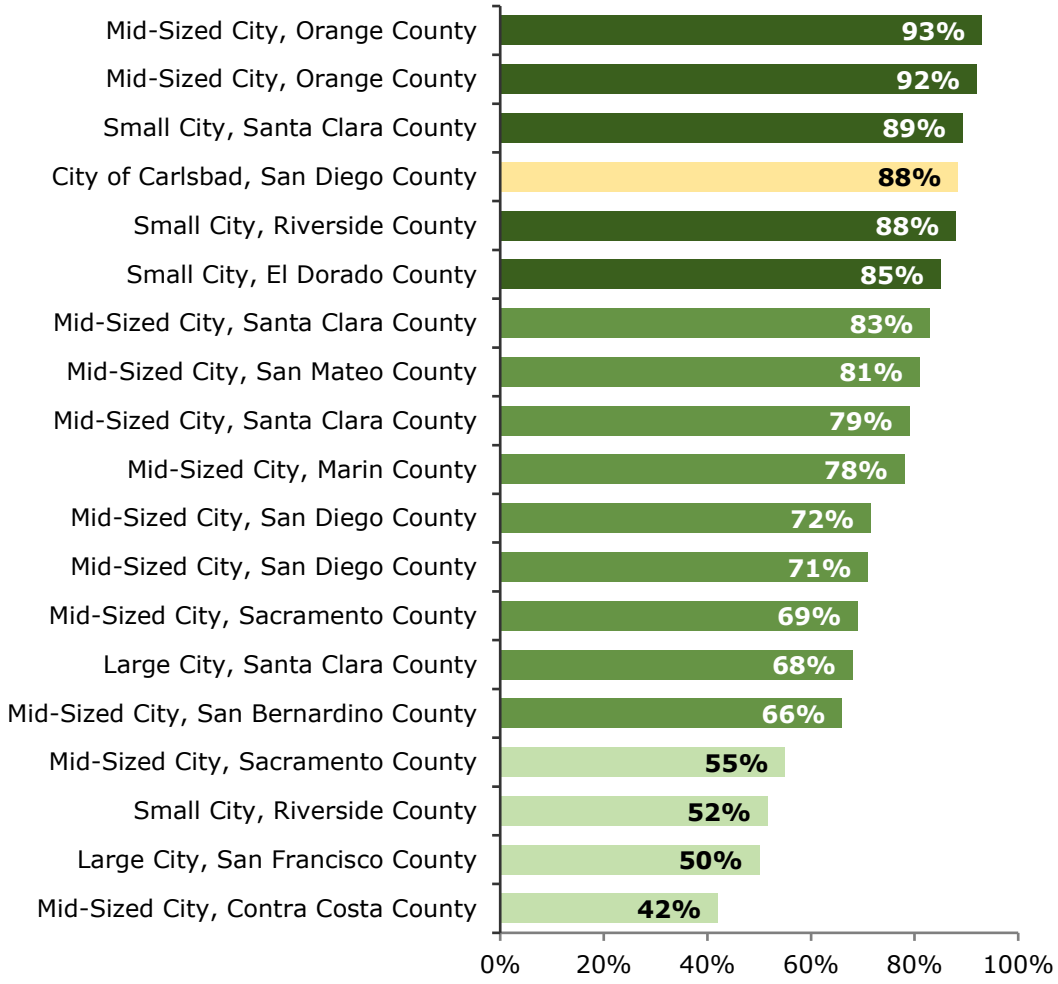
The City of Carlsbad has the highest percentage of residents who feel safe walking alone in their neighborhood during the day compared to twelve other small, mid-sized, and large cities in Monterey, San Diego, Marin, El Dorado, Los Angeles, San Bernardino, Riverside, Sacramento, San Francisco, and Contra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

Figure 16. Daytime Safety in Carlsbad, Comparison to Other Cities



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

Figure 17. Nighttime Safety in Carlsbad, Comparison to Other Cities

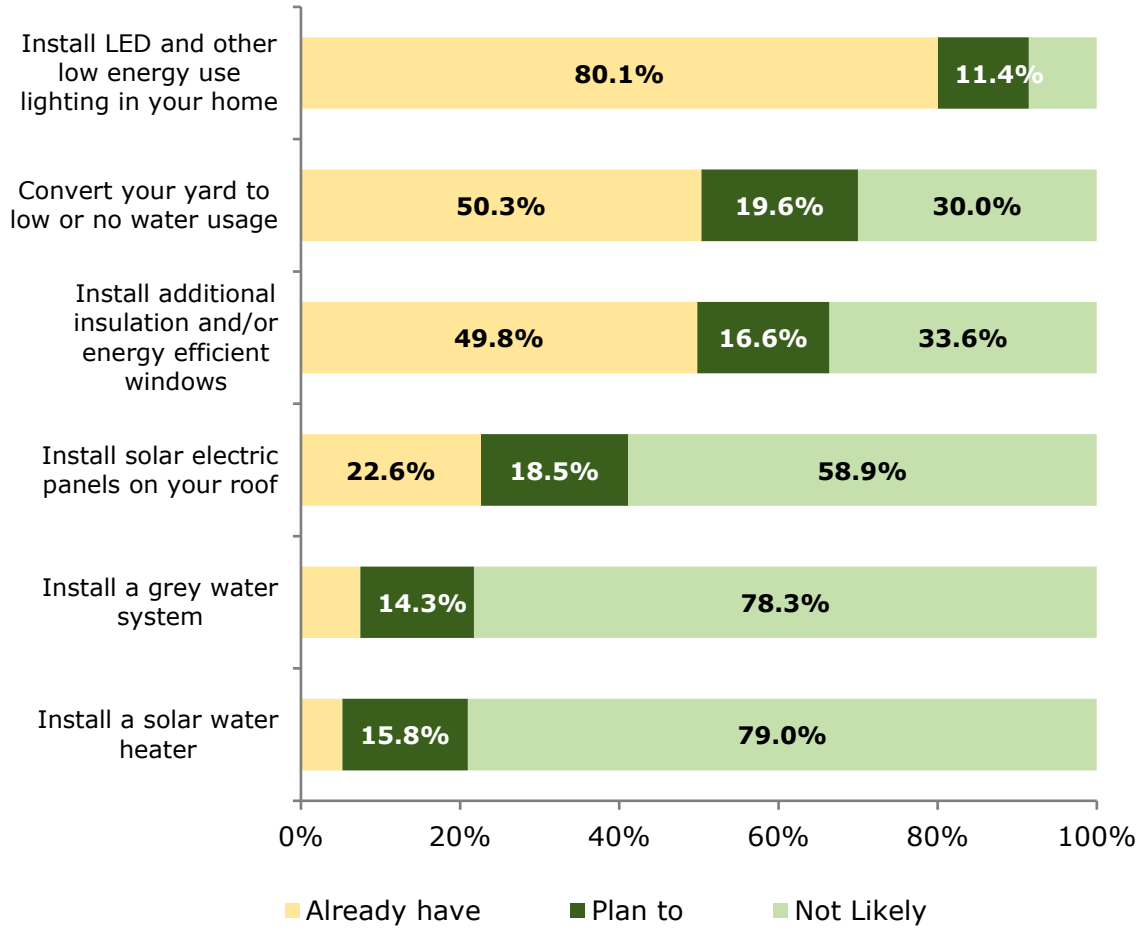


Energy Efficiency Investments and Mobility Choices in Carlsbad

The 2016 Carlsbad resident survey asked some new questions that were meant to better understand how residents are adopting energy efficiency technology and mobility behaviors and to support the City's Climate Action Plan.

"Have you already made this improvement, you plan to, you are not sure, or you are not going to make that investment?"

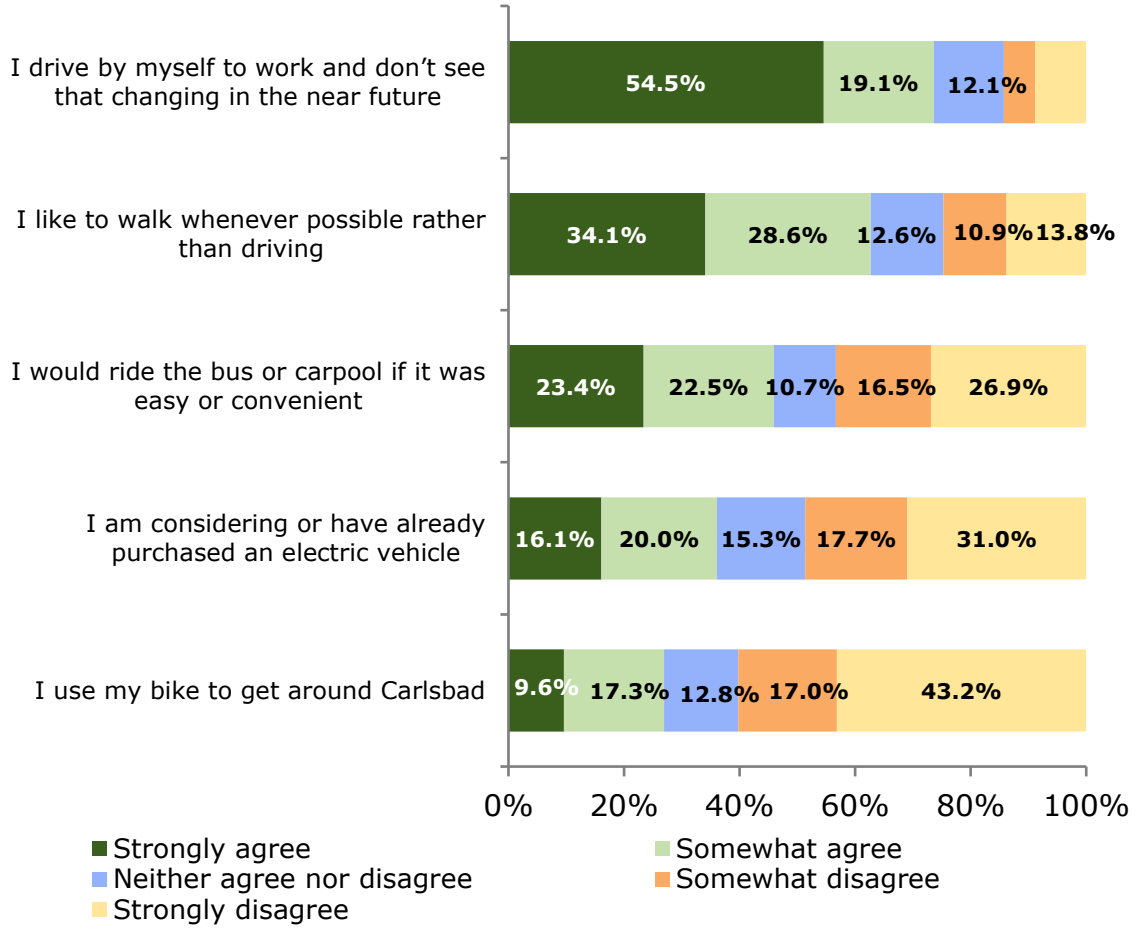
Figure 18: Energy Efficiency Investments[5]



[5] This analysis was conducted with the removal of DK/NA responses.

Residents were also asked about their priorities and behaviors regarding how they get around Carlsbad and the surrounding region. The large majority of residents (74%) stated they drive by themselves to work and they don't see that changing in the future. Nearly 63% of residents walk whenever possible rather than driving, and 46% reported they would ride the bus or carpool if it were easy or convenient. 36% of residents are considering purchasing an electric vehicle and 27% use their bike to get around Carlsbad.

Figure 19: Residents' Mobility Choices[6]



[6] This analysis was conducted with the removal of DK/NA responses.

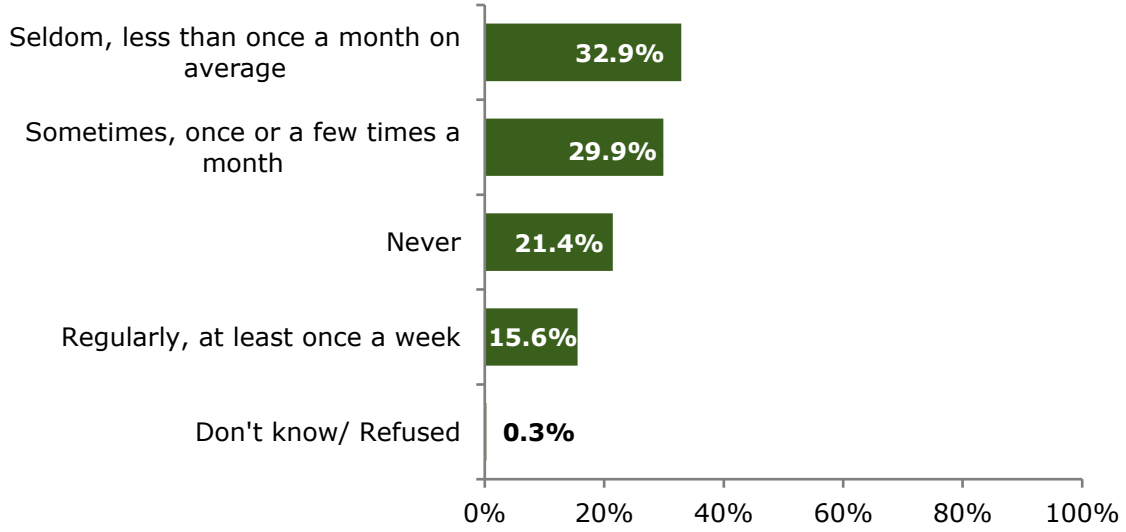
CARLSBAD LIBRARY

FREQUENCY OF VISIT

The majority of residents (78%) visited a City of Carlsbad library in the last 12 months. Of these visitors, 15.6% visited at least once a week, 30% visited once or a few times a month, and 33% visited less than once a month on average.

"How frequently did you or a member of your family visit a City of Carlsbad library in the last 12 months?"

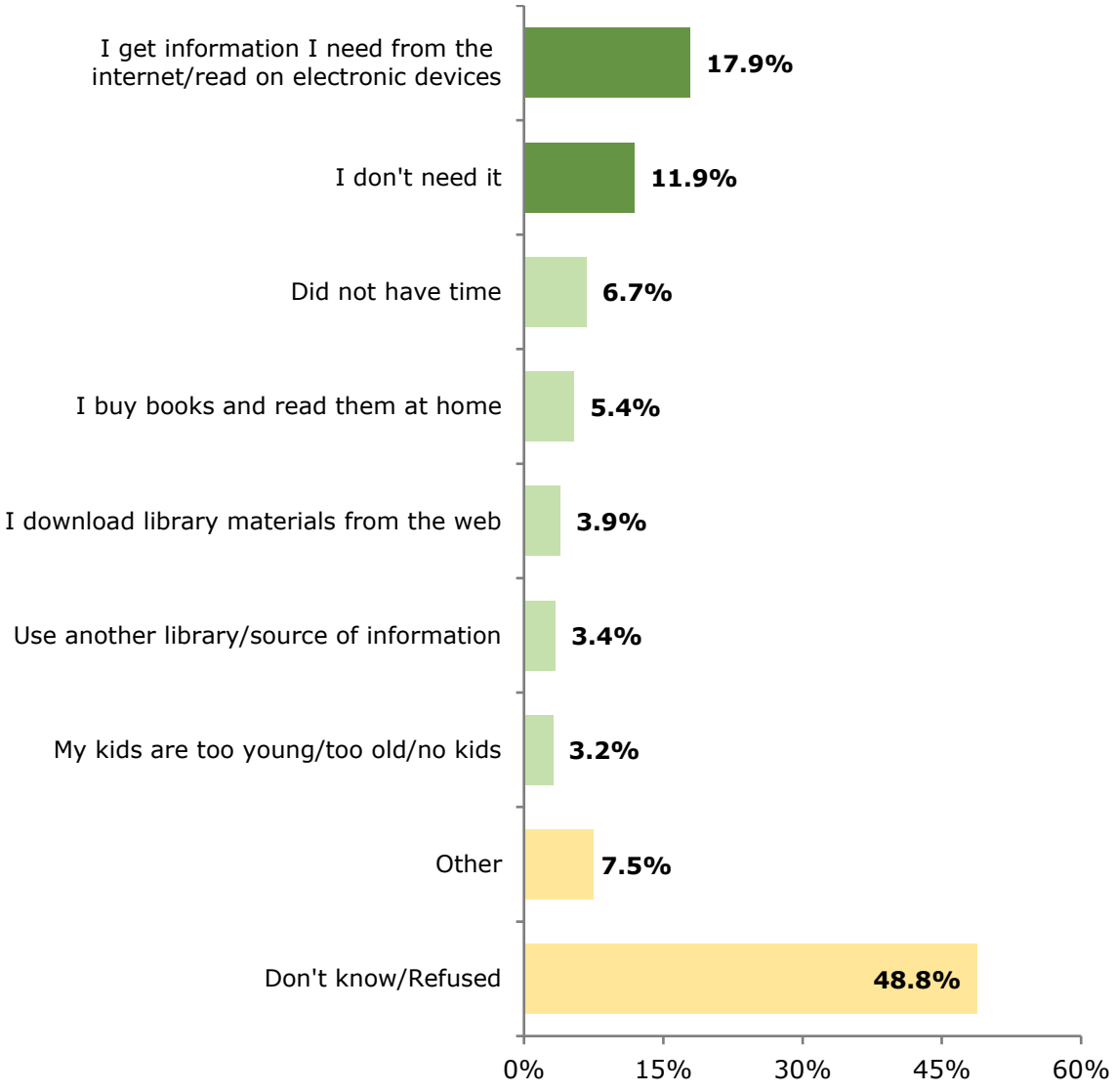
Figure 20. City of Carlsbad Library Frequency of Visit



CARLSBAD LIBRARY EXPERIENCE

"What are the primary reasons you or members of your family did not visit a City of Carlsbad Library?"

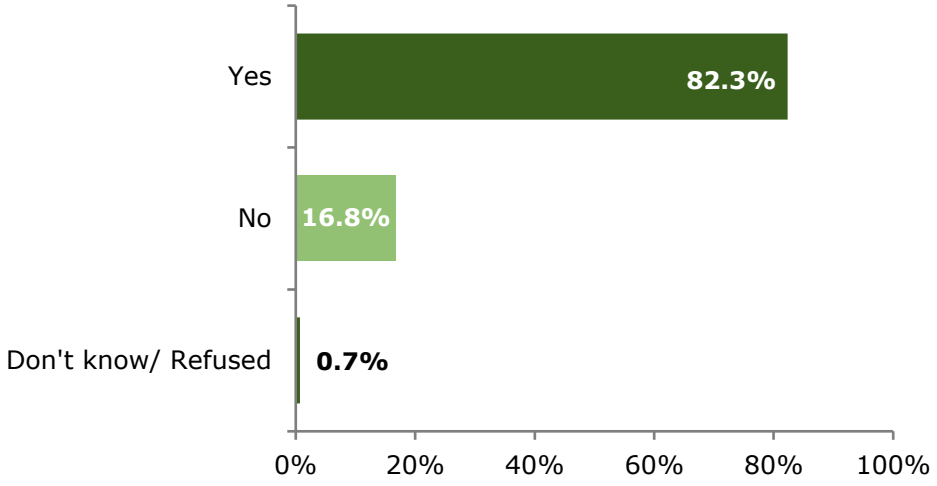
Figure 21. Carlsbad Library Experience Rating, 2012-2016



The City of Carlsbad invested $11 million to renovate two of the city's main libraries. Renovation was concluded in the beginning of 2016 and residents were asked whether they were aware of this renovation. The large majority of residents (82%) reported they knew about the renovation while 17% reported they did not know about it.

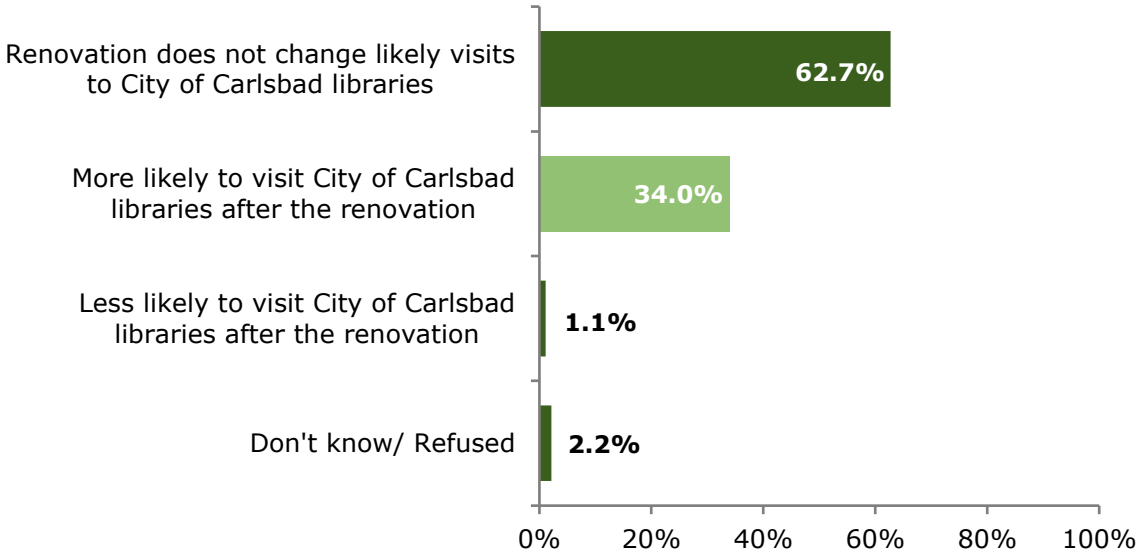
"Are you aware of the renovation at Cole & Dove libraries?"

Figure 22: Residents' awareness of the Renovation at Cole & Dove libraries



"After the renovation, are you or members of your family more or less likely to visit the City of Carlsbad library?"

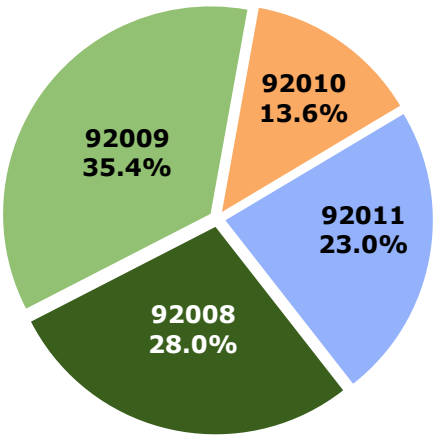
Figure 23: Library renovation effect on Residents' visits



Resident Demographics

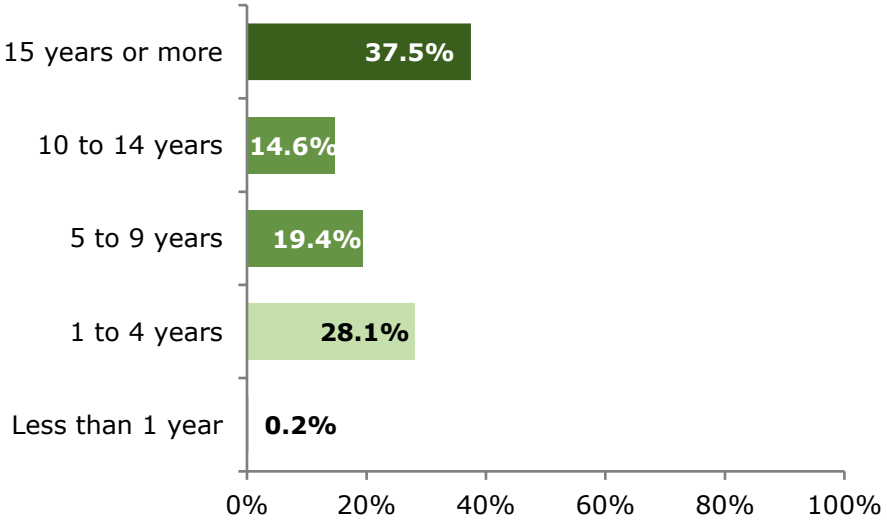
The majority of residents (63%) lives in the zip codes 92009 and 92008.

Figure 24. Zip Code



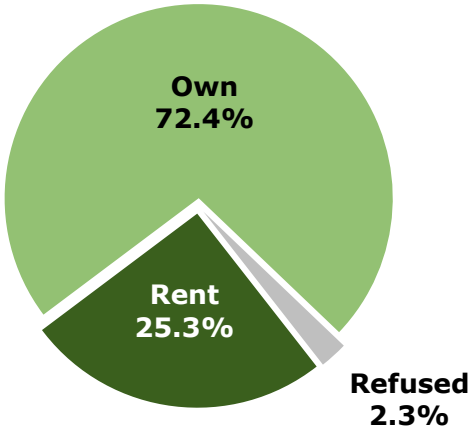
Over a third of respondents (38%) have lived in Carlsbad for 15 years or more.

Figure 25: Length of Residence



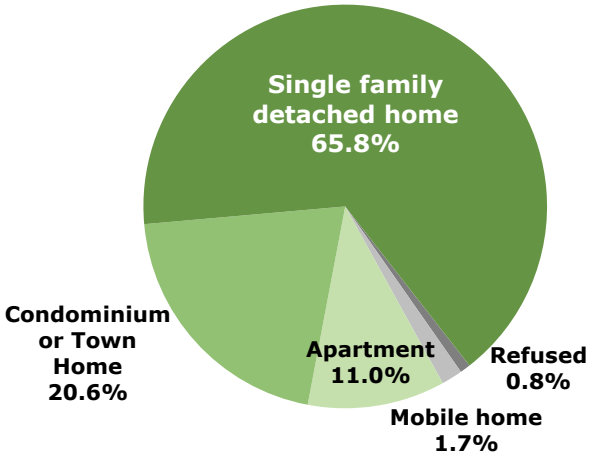
The majority (72%) of respondents are homeowners, which is consistent with the Carlsbad adult population.

Figure 26. Owners vs. Renters



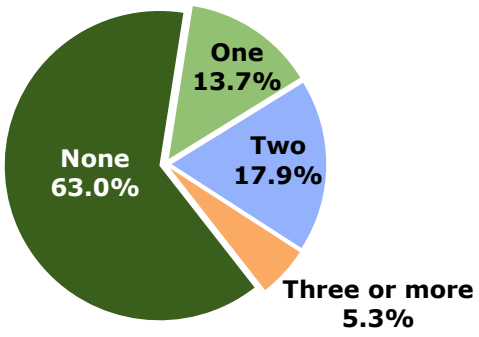
Two-thirds of respondents (66%) live in a single-family detached home.

Figure 27. Housing Type



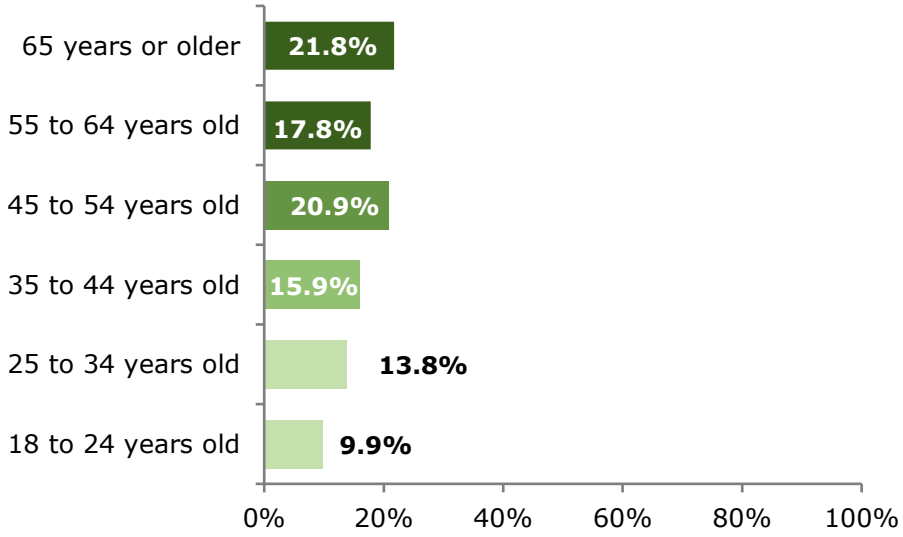
A little over six in ten respondents (63%) do not have any children under the age of 18.

Figure 28. Residents with Children under 18



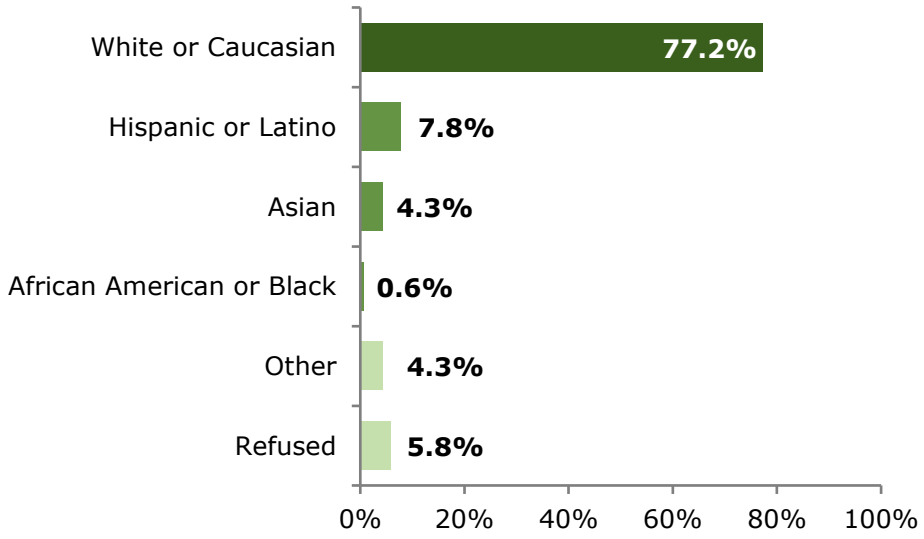
The largest group of respondents (22%) is 65 years or older, followed by those 45 to 54 years old (21%).

Figure 29. Age



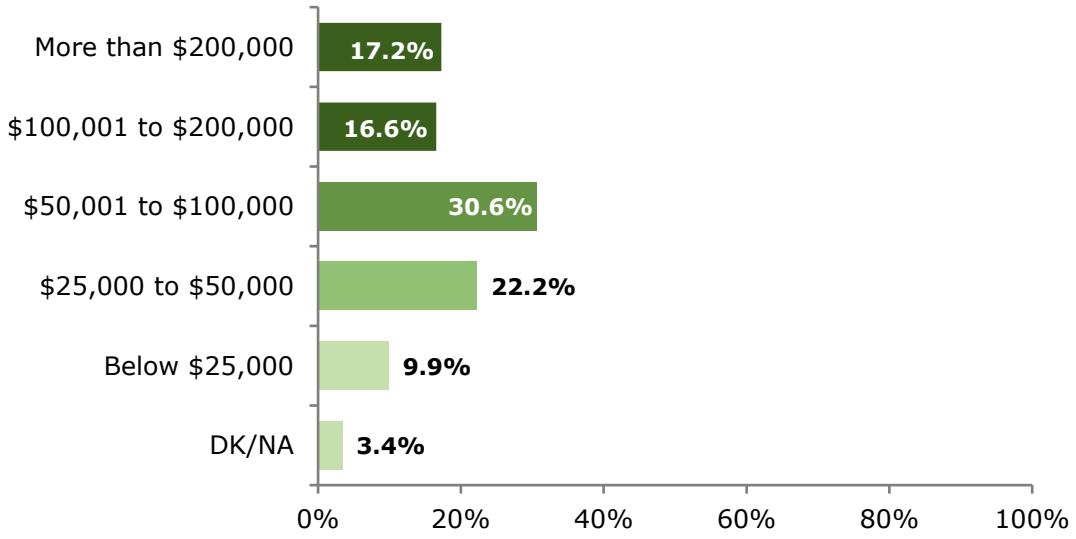
The large majority of residents is white or Caucasian (77%).

Figure 30. Ethnicity



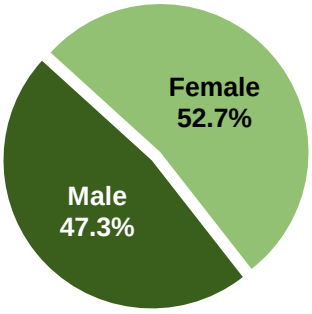
The largest group of respondents (31%) reported incomes between $50,001 and $100,000.

Figure 31. Income



There are slightly more adult women in Carlsbad than men (53% vs. 47%).

Figure 32. Gender



APPENDIX A: METHODOLOGY

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

Table 1: Overview of Project Methodology

Method	Telephone (Mobile & Land Line) & Emailed Survey
Universe	85,893[7] Residents 18 Years and Older within the City of Carlsbad
Number of Respondents	1,000 Residents Completed a Survey
Average Length	1935 minutes
Field Dates	November 14 to December 2, 2016
Margin of Error	The *maximum* margin of error for questions answered by all 1,000 respondents was +/-3.08% (95% level of confidence)

RESEARCH OBJECTIVES

Prior to beginning the project, BW Research met with City of Carlsbad staff to determine the research objectives for the 2016 study. The main research objectives of the study were to assess residents' perceptions regarding city services, quality of life, neighborhood safety, city government and city-resident communication. For this year's survey, new questions were added to examine resident's behavior and adoption of new technologies related to energy usage and water consumption as well as usage and awareness of the City's library facilities.

QUESTIONNAIRE DESIGN

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

SAMPLING METHOD

For the first year, BW Research completed email recruited surveys online in addition to the telephone surveys. The online, email recruited survey was meant to improve the participation rates that have been declining in mobile and landline telephone surveys. BW Research utilized a mixed-method sampling plan that incorporated email invites to Carlsbad residents where we were able to determine information on their demographic profile as well as a phone survey with traditional random digit dial (RDD) methodology (listed and unlisted traditional land line numbers), an RDD cell phone sample, and a listed sample of residents (listed land line and cell phone numbers) known to live within the City of Carlsbad or known to be a cell phone number that is billed to a Carlsbad zip code.

[7] This estimate is based on SANDAG's January 1, 2015 estimate from the total population of 110,653

Emails were sent to residents in buckets that shared a similar demographic profile (Age, gender, resident zip code within Carlsbad), when the number of completes met the quota for each demographic bucket, no more completes were allowed within that demographic bucket. Potential email participants were incentivized to complete the survey with a $10 amazon gift card.

The RDD methodology is based on the concept that all residents with a traditional land line telephone in their home have an equal probability of being called and invited to participate in the survey. Both the cell phone RDD sample and the listed sample supplemented the traditional RDD methodology and allowed for targeted calling to demographic groups of residents typically under-represented in traditional telephone survey research. Screener questions were utilized at the beginning of the survey to ensure that the residents who participated in the survey lived within the City of Carlsbad.

DATA COLLECTION

BW Research programmed the survey for online and telephone data collection. Both the phone and web survey instruments were pre-tested and interviewers were trained according to strict quality control procedures.

Interviews over the phone were generally conducted from 5:00 pm to 9:00 pm Monday through Thursday and 11:00 am to 5:00 pm on Saturday and Sunday to ensure that residents who commuted or were not at home during the week had an opportunity to participate. IHR Research Group, an independent contractor, was used to conduct the phone interviews.

Throughout data collection, BW Research checked the data for accuracy and completion and monitored the percentage of residents who completed the survey to ensure the sample was representative of Carlsbad population. The online and phone surveys were conducted until the desired quota to achieve a realistic sample population was reached.

DATA PROCESSING

Prior to analysis, BW Research examined the demographic characteristics of the 1,000 respondents who completed a survey to the known universe of residents 18 years and older using the San Diego Association of Government's (SANDAG's) 2015 current demographic estimates for the City of Carlsbad. It is estimated that among Carlsbad's 110,653 residents, roughly 85,682 are 18 years and older. After examining the dimensions of zip code, gender, ethnicity, and age, the data were weighted to appropriately represent the universe of adult residents and ensure generalizability of the results.

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

The overall margin of error for the study, at the 95% level of confidence, is between +/-1.85 percent and +/- 3.08 percent (depending on the distribution of each question) for questions answered by all 1,000 respondents. It is important to note that questions asked of smaller groups of respondents (such as questions that were only asked of residents who have not visited the Library) or analysis of sub-groups (such as examining differences by length of residence or gender) will have a margin of error greater than +/-3.08 percent, with the exact margin of error dependent on the number of respondents in each sub-group. BW Research has utilized

statistical testing to account for the margin of error within sub-groups and highlight statistically significant sub-group differences throughout this report.

Sub-group comparisons throughout the report are done of those respondents that provided an opinion (i.e., satisfied or dissatisfied) and factored out DK/NA responses.

COMPARISONS OVER TIME

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

APPENDIX B: SURVEY TOPLINES

Introduction:

Hello, my name is _____ and I'm calling on behalf of the City of Carlsbad. The city has hired IHR Research, an independent research agency, to conduct a survey concerning issues in your community and we would like to get your opinions. [IF RESPONDENT INDICATES THEY ARE A CITY COUNCIL MEMBER OR CITY STAFF- THANK THEM AND LET THEM KNOW THIS SURVEY IS MEANT FOR CARLSBAD RESIDENTS WHO ARE NOT CURRENTLY WORKING FOR THE CITY]

Screener Questions

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

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

B. Are you a Carlsbad City Council member or do you currently work for the City of Carlsbad?

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

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

28.0%	**92008**
35.4%	**92009**
13.6%	**92010**
23.0%	**92011**
0.0%	**Other [THANK AND TERMINATE]**
0.0%	**DK/NA [THANK AND TERMINATE]**

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

0.2%	**Less than 4 years**
28.1%	**5 to 9 years**
19.4%	**10 to 14 years**
14.6%	**15 years or more**
37.5%	**(DON'T READ) DK/NA**

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

49.3%	**Very satisfied**
39.1%	**Somewhat satisfied**
5.6%	**Somewhat dissatisfied**
2.6%	**Very dissatisfied**
3.3%	**(DON'T READ) DK/NA**

<u>Q2 WITH "DK/NA" FACTORED OUT (n=967)</u>

51.0%	**Very Satisfied**
40.5%	**Somewhat satisfied**
5.8%	**Somewhat dissatisfied**
2.7%	**Very dissatisfied**

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

60.3%	**Excellent**
35.3%	**Good**
4.0%	**Fair**
0.3%	**Poor**
0.1%	**(DON'T READ) DK/NA**

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

26.0%	**Getting better**
18.9%	**Getting worse**
52.4%	**Staying about the same**
2.7%	**(DON'T READ) DK/NA**

Q4 WITH "DK/NA" FACTORED OUT (n=973)

26.7%	**Getting better**
19.4%	**Getting worse**
53.9%	**Staying about the same**

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

20.5%	**Stop/limit building and growth/maintain the character of the village**
15.2%	**Fix the traffic problems**
8.8%	**Improve the quality of the road, parking, and other infrastructures**
5.3%	**Nothing needs improvement**
4.8%	**Lower cost of living (affordable housing, taxes, water)**
4.8%	**Protect the city's natural resources (e.g. open space, parks, water, grow local products)**
4.1%	**Support development (shopping mall, retail stores, restaurants), local businesses, and jobs**
3.1%	**Increase/improve police services and city safety**
3.0%	**Increase cultural, art, and other community events and services**
19.9%	**Other**
10.5%	**Don't know/Refused**

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

RANDOMIZE

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	(DON'T READ) DK/NA
A. Walking alone during the day	**83.7%**	**14.1%**	**1.7%**	**0%**	**0.4%**
B. Walking alone after dark	**51.7%**	**36.7%**	**7.6%**	**1.0%**	**3.0%**

Q6 WITH "DK/NA" FACTORED OUT

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe
A. Walking alone during the day (n=998)	**84.%**	**14.2%**	**1.7%**	**0.0%**
B. Walking alone after dark (n=970)	**53.3%**	**37.8%**	**7.8%**	**1.1%**

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

25.3%	**Very confident**
49.1%	**Somewhat confident**
14.4%	**Somewhat unconfident**
6.9%	**Very unconfident**
4.2%	**(DON'T READ) DK/NA**

Q7 WITH "DK/NA" FACTORED OUT (n=958)

26.4%	**Very confident**
51.2%	**Somewhat confident**
15.1%	**Somewhat unconfident**
7.2%	**Very unconfident**

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

8. What are the primary reasons you are (take response from Q7) with Carlsbad's city government to positively affect the lives of its community members? (RECORD FIRST TWO RESPONSES)

27.6%	**Positive environment and quality of life/the city has done a good job so far/no reason to not trust the city**
4%	**Good city infrastructures and services/the city is safe**
3.8%	**The city listens to its citizens and is transparent**
13.3%	**The city's priority is development and commercial growth rather than the residents' wellbeing**
11%	**The city's poor decision-making, lack of transparency, and bad leadership**
8.3%	**Past development decisions**
18%	**Other**
14%	**Don't know/Refused**

Q8 WITH "DK/NA" FACTORED OUT

32.1%	**Positive environment and quality of life/the city has done a good job so far/no reason to not trust the city**

4.7%	**Good city infrastructures and services/the city is safe**
4.4%	**The city listens to its citizens and is transparent**
15.5%	**The city's priority is development and commercial growth rather than the residents' wellbeing**
12.8%	**The city has shown poor decision-making, lack of transparency, and bad leadership**
9.7%	**Past development decisions**
20.9%	**Other**

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

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

RANDOMIZE

	Extremely important	Important	Not Too Important	(DON'T READ) DK/NA
A. Repair and maintain local streets and roads	**69.7%**	**29.4%**	**0.7%**	**0.2%**
B. Manage traffic congestion on city streets	**67.7%**	**29.6%**	**2.2%**	**0.5%**
C. Support a healthy business climate in Carlsbad	**54.5%**	**39.9%**	**4.7%**	**1.0%**
D. Provide parks that offer what you want at a convenient location	**40.5%**	**51.0%**	**8.1%**	**0.4%**
E. Provide arts and cultural programs	**26.8%**	**53.8%**	**19.0%**	**0.4%**
F. Provide library services	**46.1%**	**42.6%**	**11.0%**	**0.3%**
G. Provide recreation programs for kids	**49.4%**	**40.2%**	**9.0%**	**1.4%**
H. Provide recreation programs for adults	**20.3%**	**51.5%**	**27.2%**	**1.0%**
I. Provide trails and paths for hiking and running	**41.6%**	**48.1%**	**10.1%**	**0.2%**
J. Provide local police and law enforcement services	**77.1%**	**20.3%**	**2.4%**	**0.1%**
K. Provide local fire protection and emergency medical services	**83.3%**	**15.9%**	**0.8%**	**0.1%**
L. Provide safe and convenient ways to get around by bicycle	**35.3%**	**46.5%**	**16.8%**	**1.4%**
M. Support environmental sustainability	**55.6%**	**35.7%**	**7.6%**	**1.1%**
N. Provide safe and convenient ways to get around on foot	**46.0%**	**45.6%**	**8.2%**	**0.2%**

Q9 WITH "DK/NA" FACTORED OUT

	Extremely important	Important	Not Too Important
A. Repair and maintain local streets and roads (n=998)	**69.9%**	**29.5%**	**0.7%**
B. Manage traffic congestion on city streets (n=995)	**68.1%**	**29.8%**	**2.2%**
C. Support a healthy business climate in Carlsbad (n=990)	**55.0%**	**40.3%**	**4.7%**
D. Provide parks that offer what you want at a convenient location (n=996)	**40.7%**	**51.2%**	**8.1%**
E. Provide arts and cultural programs (n=996)	**26.9%**	**54.0%**	**19.1%**
F. Provide library services (n=997)	**46.2%**	**42.7%**	**11.1%**
G. Provide recreation programs for kids (n=986)	**50.1%**	**40.8%**	**9.1%**
H. Provide recreation programs for adults (n=990)	**20.5%**	**52.1%**	**27.5%**
I. Provide trails and paths for hiking and running (n=998)	**41.73%**	**48.19%**	**10.10%**
J. Provide local police and law enforcement services (n=999)	**77.2%**	**20.3%**	**2.5%**
K. Provide local fire protection and emergency medical services (n=999)	**83.3%**	**15.9%**	**0.8%**
L. Provide safe and convenient ways to get around by bicycle (n=986)	**35.8%**	**47.2%**	**17.0%**
M. Support environmental sustainability (n=989)	**56.2%**	**36.1%**	**7.7%**
N. Provide safe and convenient ways to get around on foot (n=998)	**46.1%**	**45.7%**	**8.2%**

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

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

PRESENT IN SAME ORDER AS Q9

	(DON'T READ) No experience	Very satisfied	Somewhat satisfied	Neither sat nor dissat	Somewhat dissat	Very dissat	(DON'T READ) DK/NA
A. Repair and maintain local streets and roads	**30.3%**	**43.0%**	**9.2%**	**11.4%**	**5.1%**	**0.3%**	**0.6%**
B. Manage traffic congestion on city streets	**16.6%**	**37.9%**	**10.8%**	**21.1%**	**12.0%**	**0.6%**	**1.0%**
C. Support a healthy business climate in Carlsbad	**30.5%**	**38.6%**	**13.3%**	**5.1%**	**2.7%**	**5.1%**	**4.6%**
D. Provide parks that offer what you want at a convenient location	**44.2%**	**36.1%**	**10.2%**	**4.4%**	**2.2%**	**1.7%**	**1.3%**
E. Provide arts and cultural programs	**26.9%**	**38.7%**	**19.0%**	**3.4%**	**0.9%**	**6.5%**	**4.6%**
F. Provide library services	**60.9%**	**23.9%**	**8.8%**	**0.8%**	**0.3%**	**3.6%**	**1.7%**

G. Provide recreation programs for kids	37.6%	26.9%	14.9%	3.2%	0.5%	10.6%	6.3%
H. Provide recreation programs for adults	19.9%	31.9%	22.6%	3.7%	0.9%	13.8%	7.3%
I. Provide trails and paths for hiking and running	32.7%	42.4%	12.9%	5.3%	1.5%	3.2%	2.1%
J. Provide local police and law enforcement services	57.2%	29.8%	5.2%	2.4%	1.5%	2.8%	1.0%
K. Provide local fire protection and emergency medical services	65.9%	22.3%	4.6%	0.9%	0.3%	4.6%	1.4%
L. Provide safe and convenient ways to get around by bicycle	23.2%	35.0%	18.3%	8.4%	3.7%	7.8%	3.7%
M. Support environmental sustainability	22.9%	37.1%	18.1%	9.5%	2.7%	5.2%	4.4%
N. Provide safe and convenient ways to get around on foot	31.6%	40.5%	14.2%	7.6%	2.3%	1.9%	2.0%

Q10 WITH "DK/NA" AND "NO EXPERIENCE" FACTORED OUT

	Very satisfied	Somewhat satisfied	Neither sat nor dissatisfied	Somewhat dissatisfied	Very dissatisfied
A. Repair and maintain local streets and roads (n=991)	30.6%	43.4%	9.3%	11.5%	5.1%
B. Manage traffic congestion on city streets (n=974)	16.9%	38.5%	11.0%	21.5%	12.2%
C. Support a healthy business climate in Carlsbad (n=902)	33.8%	42.8%	14.8%	5.6%	3.0%
D. Provide parks that offer what you want at a convenient location (n=970)	45.5%	37.2%	10.5%	4.5%	2.3%
E. Provide arts and cultural programs (n=889)	30.2%	43.5%	21.4%	3.8%	1.0%
F. Provide library services (947)	64.3%	25.2%	9.3%	0.9%	0.3%
G. Provide recreation programs for kids (831)	45.2%	32.4%	17.9%	3.8%	0.6%
H. Provide recreation programs for adults (n=789)	25.2%	40.4%	28.6%	4.7%	1.2%
I. Provide trails and paths for hiking and running (n=947)	34.5%	44.7%	13.6%	5.6%	1.6%
J. Provide local police and law enforcement services (n=962)	59.4%	31.0%	5.4%	2.5%	1.6%
K. Provide local fire protection and emergency medical services (n=940)	70.1%	23.7%	4.9%	1.0%	0.3%
L. Provide safe and convenient ways to get around by bicycle (n=885)	26.2%	39.6%	20.6%	9.5%	4.1%
M. Support environmental sustainability (n=904)	25.4%	41.0%	20.0%	10.5%	3.0%

N. Provide safe and convenient ways to get around on foot (n=962)	**32.9%**	**42.1%**	**14.7%**	**7.9%**	**2.4%**

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

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

35.4%	**Very satisfied**
37.9%	**Somewhat satisfied**
12.0%	**Somewhat dissatisfied**
3.8%	**Very dissatisfied**
10.9%	**(DON'T READ) DK/NA**

Q11 WITH "DK/NA" FACTORED OUT (n=891)

39.7%	**Very satisfied**
42.5%	**Somewhat satisfied**
13.5%	**Somewhat dissatisfied**
4.3%	**Very dissatisfied**

Next I would like to ask you about your home or residence.

12. For each of the following home improvements, please tell me if you have this at your home, if you plan to in the future, you are not sure, or if you think it is unlikely you will have it any time in the near future?

    Here's the (first/next) one _____ (READ ITEM): have you already made this improvement, you plan to in the future, you are not sure or you are not going to make that investment in the future? [SOME OPTIONS ARE NOT RELEVANT FOR EVERYONE WE CAN ADD A DK/NA OPTION]

RANDOMIZE

	Already have	Plan to	Not sure	Not likely	(DON'T READ) Don't know/ Refused
A. Convert your yard to low or no water usage	**40.0%**	**15.6%**	**13.7%**	**23.8%**	**6.9%**
B. Install solar electric panels on your roof	**17.6%**	**14.4%**	**16.5%**	**45.8%**	**5.7%**
C. Install a grey water system	**4.7%**	**9.1%**	**27.4%**	**49.8%**	**9.0%**
D. Install a solar water heater	**3.6%**	**10.9%**	**25.0%**	**54.8%**	**5.6%**

E. Install LED and other low energy use lighting in your home	**72.4%**	**10.3%**	**6.9%**	**7.7%**	**2.6%**
F. Install additional insulation and/or energy efficient windows	**39.7%**	**13.2%**	**15.7%**	**26.8%**	**4.6%**

Q12 WITH "DK/NA" and NOT SURE FACTORED OUT

	Already have	Plan to	Not likely
A. Convert your yard to low or no water usage (n=931)	**50.3%**	**19.6%**	**30.0%**
B. Install solar electric panels on your roof (n=943)	**22.6%**	**18.5%**	**58.9%**
C. Install a grey water system (n=910)	**7.5%**	**14.3%**	**78.3%**
D. Install a solar water heater (n=944	**5.2%**	**15.8%**	**79.0%**
E. Install LED and other low energy use lighting in your home (n=974)	**80.1%**	**11.4%**	**8.6%**
F. Install additional insulation and/or energy efficient windows (n=954)	**49.8%**	**16.6%**	**33.6%**

13. I'm going to read a list of statements that describe priorities or behaviors regarding how you get around Carlsbad and the surrounding region.

Here is the (fist/next) one: _____ Do you generally agree, disagree, or neither agree nor disagree with the statement? (GET ANSWER IF AGREE OR DISAGREE ASK:) Would that be strongly (agree/disagree) or somewhat (agree/disagree)?

RANDOMIZE

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	(DON'T READ) Don't know/ Refused
A. I use my bike to get around Carlsbad	**9.1%**	**16.3%**	**12.1%**	**16.0%**	**40.6%**	**5.9%**
B. I like to walk whenever possible rather than driving	**33.6%**	**28.2%**	**12.4%**	**10.7%**	**13.6%**	**1.5%**
C. I drive by myself to work and don't see that changing in the near future	**47.7%**	**16.7%**	**10.6%**	**4.8%**	**7.7%**	**12.5%**
D. I would ride the bus or carpool if it was easy or convenient	**22.7%**	**21.9%**	**10.4%**	**16.0%**	**26.1%**	**2.9%**
E. I am considering or have already purchased an electric vehicle	**15.5%**	**19.3%**	**14.8%**	**17.0%**	**29.9%**	**3.5%**

Q13 WITH "DK/NA" FACTORED OUT

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
A. I use my bike to get around Carlsbad (n=941)	**9.6%**	**17.3%**	**12.8%**	**17.0%**	**43.2%**
B. I like to walk whenever possible rather than driving (n=985)	**34.1%**	**28.6%**	**12.6%**	**10.9%**	**13.8%**
C. I drive by myself to work and don't see that changing in the near future (n=875)	**54.5%**	**19.1%**	**12.1%**	**5.5%**	**8.8%**
D. I would ride the bus or carpool if it was easy or convenient (n=971)	**23.4%**	**22.5%**	**10.7%**	**16.5%**	**26.9%**
E. I am considering or have already purchased an electric vehicle (n=965)	**16.1%**	**20.0%**	**15.3%**	**17.7%**	**31.0%**

Lastly, I want to ask you about Carlsbad's libraries

14. How frequently did you or a member of your family visit a City of Carlsbad Library in the last 12 months?

15.6% Regularly, at least once a week
29.9% Sometimes, once or a few times a month
32.9% Seldom, less than once a month on average
21.4% Never
0.3% [DON'T READ] Don't know/ Refused

15. What are the primary reasons you or members of your family did not visit a City of Carlsbad Library more frequently in the last 12 months? (DO NOT READ - RECORD FIRST TWO RESPONSES)

17.8% I get information I need from the internet/read on electronic devices
11.9% I don't need it
7.2% Did not have time/don't like to read or read less
5.2% I buy books and read them at home
3.8% I download library materials from the web
3.4% Use another library/source of information
3.4% My kids are too young/too old/no kids
1.9% Library does not have what I need (quality of materials)
1.5% Lack of information about library/library doesn't provide the amenities I want (e.g. free Wi-Fi, coffee shop)
1.1% I'm too old/have health issues/physical limitations
0.8% The library is too far
1.7% Other

48.9% Don't know/Refused

Q15 WITH "DK/NA" FACTORED OUT (n=512)

29.8% I get information I need from the internet/read on electronic devices
19.9% I don't need it
12.1% Did not have time/don't like to read or read less
8.8% I buy books and read them at home
6.4% I download library materials from the web
5.7% Use another library/source of information
5.7% My kids are too young/too old/no kids
3.1% Library does not have what I need (quality of materials)
2.6% Lack of information about library/library doesn't provide the amenities I want (e.g. free Wi-Fi, coffee shop)
1.8% I'm too old/have health issues/physical limitations
1.4% The library is too far
2.8% Other

16. Are you aware of the renovation at Cole & Dove libraries? (n=783)

82.3% Yes
16.8% No
0.9% [DON'T READ) Don't know/ Refused

17. After the renovation are you or members of your family more or less likely to visit the City of Carlsbad libraries or does the renovation have no change on how likely you are to visit? (n=783)

34.0% More likely to visit City of Carlsbad libraries after the renovation
1.1% Less likely to visit City of Carlsbad libraries after the renovation
62.7% Renovation does not change likely visits to City of Carlsbad libraries
2.2% [DON'T READ] Don't know/ Refused

Q17 WITH "DK/NA" FACTORED OUT (766)

34.7% More likely to visit City of Carlsbad libraries after the renovation
1.1% Less likely to visit City of Carlsbad libraries after the renovation
64.1% Renovation does not change likely visits to City of Carlsbad libraries

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

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

25.3%	**Rent**
72.4%	**Own**
2.3%	**(DON'T READ) Refused**

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

65.8%	**Single family detached home**
11.0%	**Apartment**
20.6%	**Condominium or Town Home**
1.7%	**Mobile home**
0.8%	**(DON'T READ) Refused**

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

63.0%	**None**
13.7%	**One**
17.9%	**Two**
5.3%	**Three or more**

D. Age:

9.9%	**18 to 24 years old**
13.8%	**25 to 34 years old**
15.9%	**35 to 44 years old**
20.9%	**45 to 54 years old**
17.8%	**55 to 64 years old**
21.8%	**65 years or older**

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

77.2%	**White or Caucasian**

7.8% **Hispanic or Latino**

4.3% **Asian**

0.6% **African American or Black**

4.3% **Other (Specify)**

5.8% **(DON'T READ) DK/NA**

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

3.4% **Below $25,000**

9.9% **$25,000 to $50,000**

22.2% **$50,001 to $100,000**

30.6% **$100,001 to $200,000**

16.6% **More than $200,000**

17.2% **(DON'T READ) DK/NA**

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

64.0% **Yes**

36.0% **No**

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

47.3% **Male**

52.7% **Female**