



DRAFT



Carlsbad Resident Survey

December 2013

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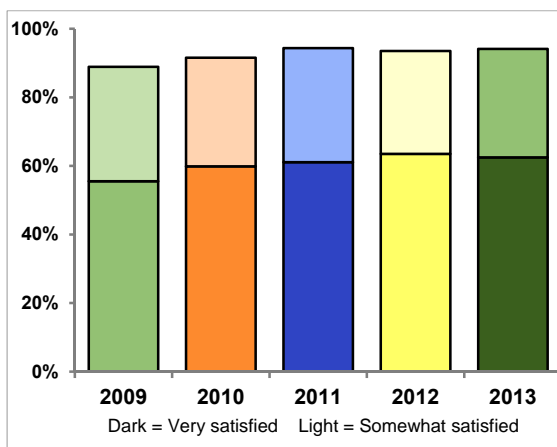
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EXECUTIVE SUMMARY

For the seventh consecutive year, the City of Carlsbad and its performance measurement team partnered with BW Research Partnership, Inc., (BW Research) to conduct its public opinion survey of Carlsbad residents. The main research objectives of the 2013 study were to assess residents' perceptions regarding city services, quality of life, sense of community, neighborhood safety, city government, community values, and city-resident communication in Carlsbad. This report displays five years of previous survey results. This year also included two focus groups with residents to go into greater detail on issues that were identified in the resident survey.

The city-wide survey of residents was administered by telephone (both landline and mobile) from September 11 through September 28, 2013 and calls averaged 20 minutes in length. A statistically representative sample of 1,007 Carlsbad residents 18 years and older completed the survey, resulting in a maximum margin of error +/- 3.07 percent (at the 95% level of confidence) for questions answered by all 1,007 respondents.

KEY FINDINGS



Ninety-four percent of residents were satisfied with the job the City of Carlsbad is doing to provide city services and 63 percent were very satisfied – mirroring satisfaction levels from 2012.

When asked about specific services, residents who provided an opinion were most satisfied with the city's efforts to maintain city parks (95%), provide trash collection services (95%), provide library services (95%), provide fire protection and emergency medical services (93%), and provide recycling collection services (93%).

Among those who provided an opinion, satisfaction with the city's efforts to maintain the business climate in Carlsbad reached a new high in 2013, driven by increases in the percentage of residents who answered "very satisfied." Although overall satisfaction remained unchanged, "very satisfied" increased for the city's efforts to maintain city parks. Overall satisfaction for the city's efforts to manage traffic congestion on city streets and manage residential growth and development was statistically higher than at least one other survey year.

Satisfaction among those who offered an opinion for the city's efforts to provide library services, provide sewer services, and provide recreation programs was statistically lower in 2013 than at least one other survey year.

Quality of Life

Ninety-six percent of residents rated their quality of life in the City of Carlsbad as excellent (68%) or good (29%) in 2013. Continuing on a trend from 2012, residents were

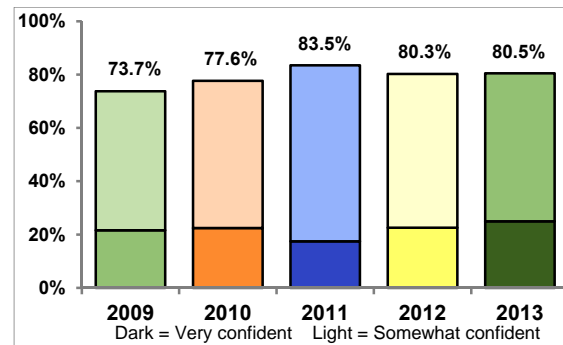
more positive than in previous years regarding the direction of the quality of life. Twenty-nine percent rated the quality of life as getting better, 57 percent viewed it as staying about the same, and only 10 percent felt it was getting worse.

Safety

The overall safety percentages reported by residents in 2013 matched the overall highs from last year. An overwhelming 98 percent of residents reported feeling safe walking alone in their neighborhoods during the day (88% very safe) and 90 percent of residents reported feeling safe walking alone in their neighborhoods after dark (54% very safe).

Confidence in City Government

Consistent with the levels reported in 2012, 2011 and 2010 and statistically higher than 2009, four-fifths of residents indicated confidence in Carlsbad city government to make decisions that positively affect the lives of community members.

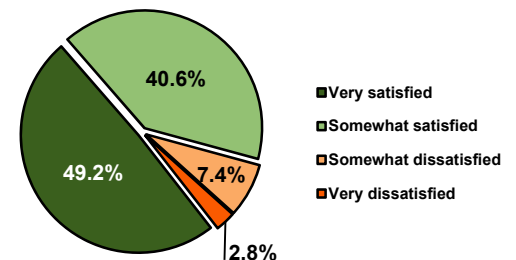


Sense of Community

Just over seventy percent (71%) of residents indicated they had a strong sense of community, relatively consistent with previous years. Residents 65 years and older as well as those residents that have lived in Carlsbad for 15 or more years were more likely than their counterparts to have a very strong sense of community.

City-Resident Communication and Information Sources

Ninety percent of residents were satisfied (49% very satisfied) with the city's efforts to provide information to residents through its website, newsletters, water bill inserts, and related sources of information, when responses of don't know or no answers were factored out of the analysis. The most utilized sources for information about city issues, programs, and services were the city's website (73%), and the community services and recreation guide (71%).



CONCLUSIONS

The City of Carlsbad continues to get strong marks from its residents among its key metrics including satisfaction with the overall provision of City services, confidence in city government, perception of public safety, sense of community and quality of life. Some of the key conclusions from the 2013 resident survey include;

1. **Improving perception of the quality of life in Carlsbad:** The 2013 survey continues a trend that began in 2010 of continually improving perceptions of the

quality of life in Carlsbad. This is demonstrated both in perceptions regarding the City's overall quality of life as well as the current direction of the City's quality of life, getting better, getting worse or staying the same. From 2010 to 2013 the percentage of respondents who have indicated that the overall quality of life in Carlsbad is 'excellent', the most positive response of the five options given, has increased over this four year period from 61 to 68 percent. From 2009 to 2013 we have seen an even more distinct increase in the percentage of respondents who indicate the quality of life is getting better, from 15 to 29 percent along with a corresponding drop in the percentage of respondents who indicate the quality of life is getting worse, from 21 to 10 percent.

2. **Consistently high ratings for the City's key survey indicators:** The 2013 resident survey results show consistently high levels of satisfaction among residents perception of the City's overall provision of services (63 percent very satisfied), residents perception of safety (88 percent very safe in the day & 54 percent very safe at night), and residents strong sense of community (71 percent). These results indicate consistently positive results for Carlsbad's broadest survey indicators.
3. **Changes in the priorities and perceptions for services and issues in Carlsbad:** While the results in the 2013 resident survey do not show large changes in the residents' generally positive perception of Carlsbad and the services the City provides there are some changes in both the priorities and perceptions of its residents as it relates to key services and opportunities for change within the City. Over the last ten years the issue of limiting growth and development within the City has gone from a number one priority to a plurality of residents to one that is top of mind with less than ten percent of residents. Residents today are more likely to focus on issues related to traffic and the quality of roads as the number one issue to improve quality of life in Carlsbad relative to issues related to housing and development within the City. In terms of specific city services, residents gave at least 95 percent satisfaction¹ to ***maintaining city parks, providing trash collection services and providing library services***, the top three of the 18 city services evaluated separately. While other services like ***maintaining the business climate*** in Carlsbad and ***providing trails and walking paths*** saw new highs in the percentage of residents who indicated they were very satisfied as well as the total percentage that indicated satisfaction (very or somewhat).
4. **Carlsbad Village becoming an "excellent" experience for Carlsbad residents:** From 2011 to 2013 residents have moved from a plurality rating their experience in the village as good (2011: 47% good and 43% excellent) to a plurality rating it as excellent (2013: 41% good and 50% excellent). Results from the 2013 resident survey were the tipping point where more residents indicated their experience in the village was excellent compared to good.

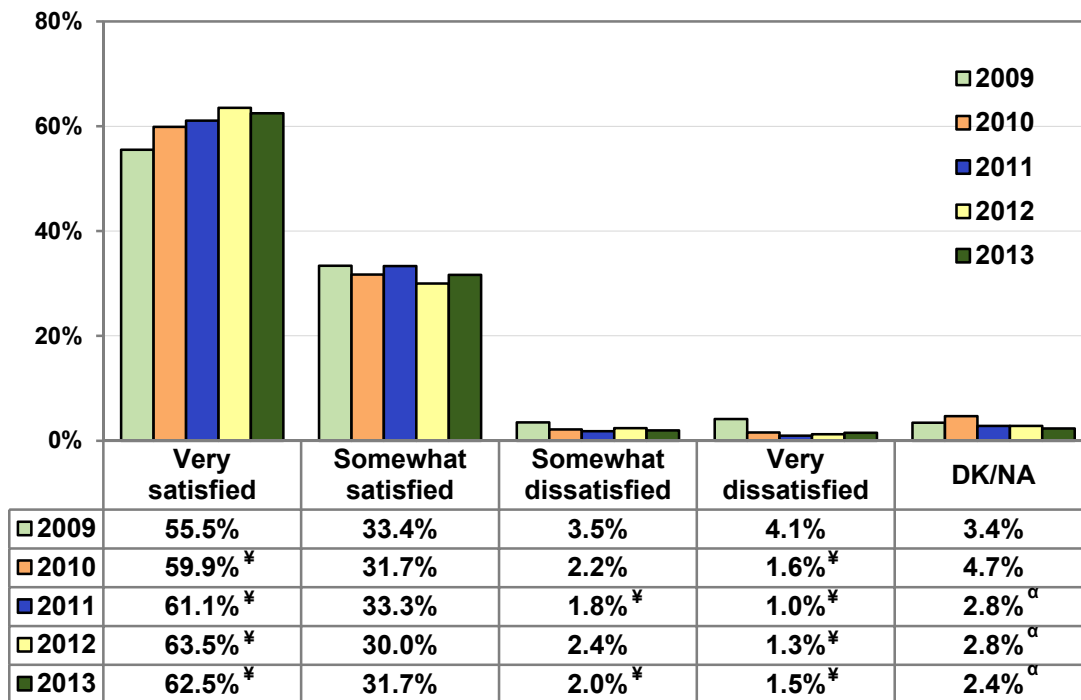
¹ This percentage is based on all don't know / No answer (DK/NA) responses factored out of the assessment.

SATISFACTION WITH CITY SERVICES

Ninety-four percent of residents are satisfied with the job the City of Carlsbad is doing to provide city services, keeping pace with the satisfaction reported over the last two years (2012: 94%, 2011: 94%) and higher than levels reported in 2010 (92%) and 2009 (89%).

Breaking down satisfaction ratings, more specifically, 62 percent said that they were “Very satisfied,” 32 percent “Somewhat satisfied,” four percent were “Dissatisfied”, while two percent of respondents did not offer an opinion.

Figure 1: Satisfaction with City Services



€ Statistically significant change from 2012 (p<.05) # Statistically significant change from 2011
 α Statistically significant change from 2010 ‡ Statistically significant change from 2009

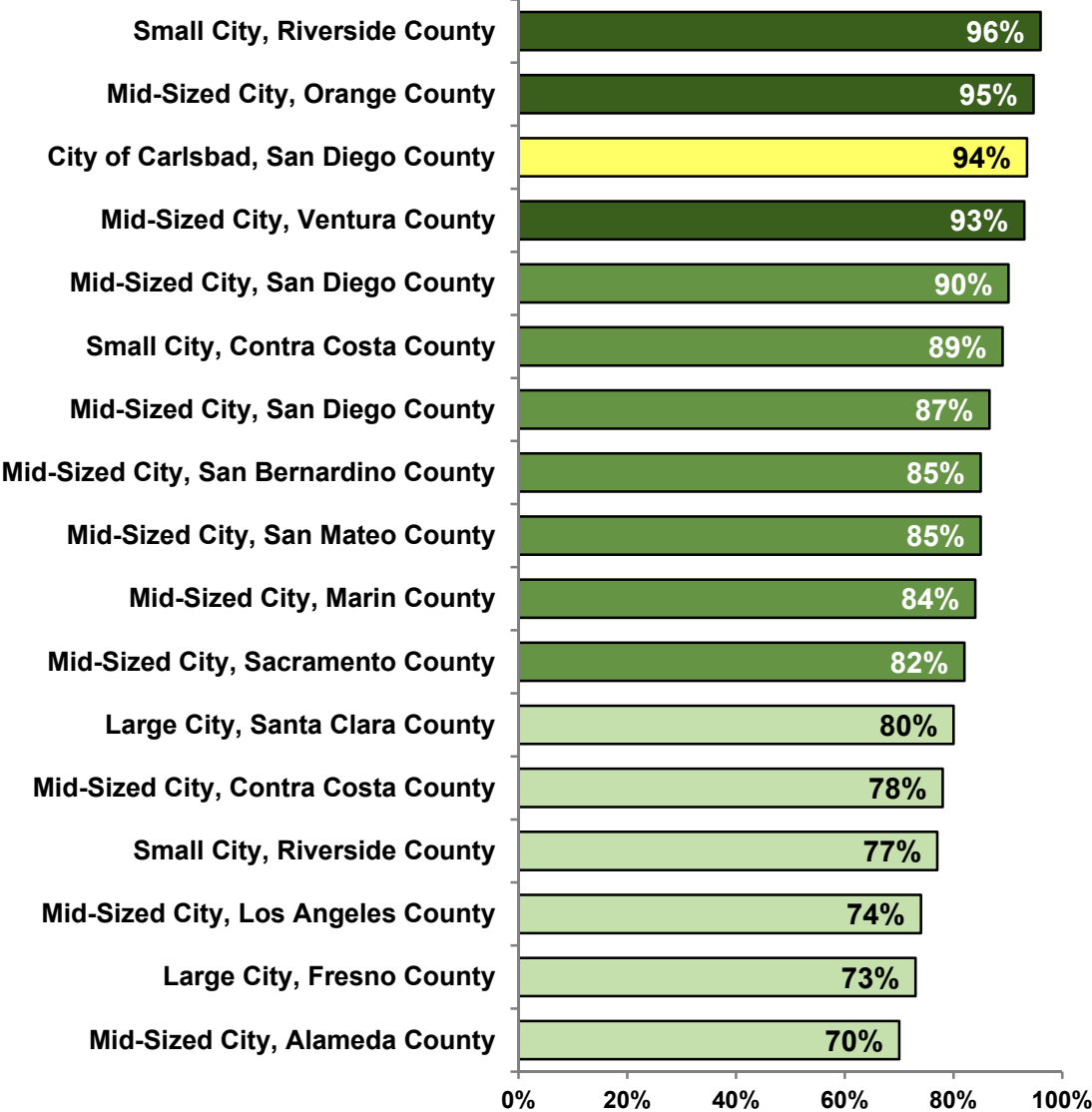
Throughout this report, analyses of responses by resident sub-groups (i.e., cross tabulation data) will be presented in text boxes. The following is an examination of satisfaction with the city's provision of services among sub-groups.

- Residents who were satisfied with the job the city is doing to provide services were more likely to rate other aspects of life in Carlsbad favorably. Resident satisfaction with the job the city is doing to provide services was positively correlated with a number of metrics within the survey, including: confidence in city government, quality of life ratings and perceptions regarding the direction of the quality of life, satisfaction with the city's efforts to provide information, safety in their neighborhoods (both walking alone during the day and night), opinions about the sense of community, and experience visiting the Village.
- A regression analysis revealed the following as the top predictors of satisfaction with the job the city is doing to provide services (in order of influence):
 - Confidence in city government;
 - Satisfaction with the city's efforts to repair and maintain local streets and roads; and
 - Quality of life rating.
- Satisfaction with the City's overall provision of services was at 90 percent or higher for all of the demographic groups that were evaluated in this analysis, including age, geography, ethnicity, length of residence in Carlsbad and number of children living in the home.
- Although no overall differences in satisfaction were found for the following sub-groups, their intensity of satisfaction differed.
 - Residents who have lived in Carlsbad for 4 years or less were more likely to indicate they were very satisfied with the City's overall provision of services compared to those residents who have lived here more than 4 years (69% vs. 61%).
 - Residents 65 years and older were more likely to indicate they were very satisfied with the City's overall provision of services compared to those residents who were 18 to 24 years old (69% vs. 59%).
 - Residents who indicated they had a very weak or no sense of community were considerably less likely to state they were very satisfied with the City's overall provision of services compared to those residents who indicated they had a very strong sense of community (44% vs 64%).
 - Residents who stated they were Hispanic or Latino(a) or Asian were less likely to state they were very satisfied with the City's overall provision of services compared to those residents who stated they were White or Caucasian or another ethnicity (51% vs 65%).
 - Women were more likely to indicate they were very satisfied with the City's overall provision of services compared to their male counterparts (66% vs. 58%).

SATISFACTION – COMPARISON TO OTHER CITIES

The City of Carlsbad remained in the top tier with regard to residents' satisfaction with the job the city is doing to provide services. The figure below shows the range of satisfaction scores reported by cities throughout California that have conducted comparable studies within the past five years.

Figure 2: Satisfaction with City Services – Comparison to Other Cities²

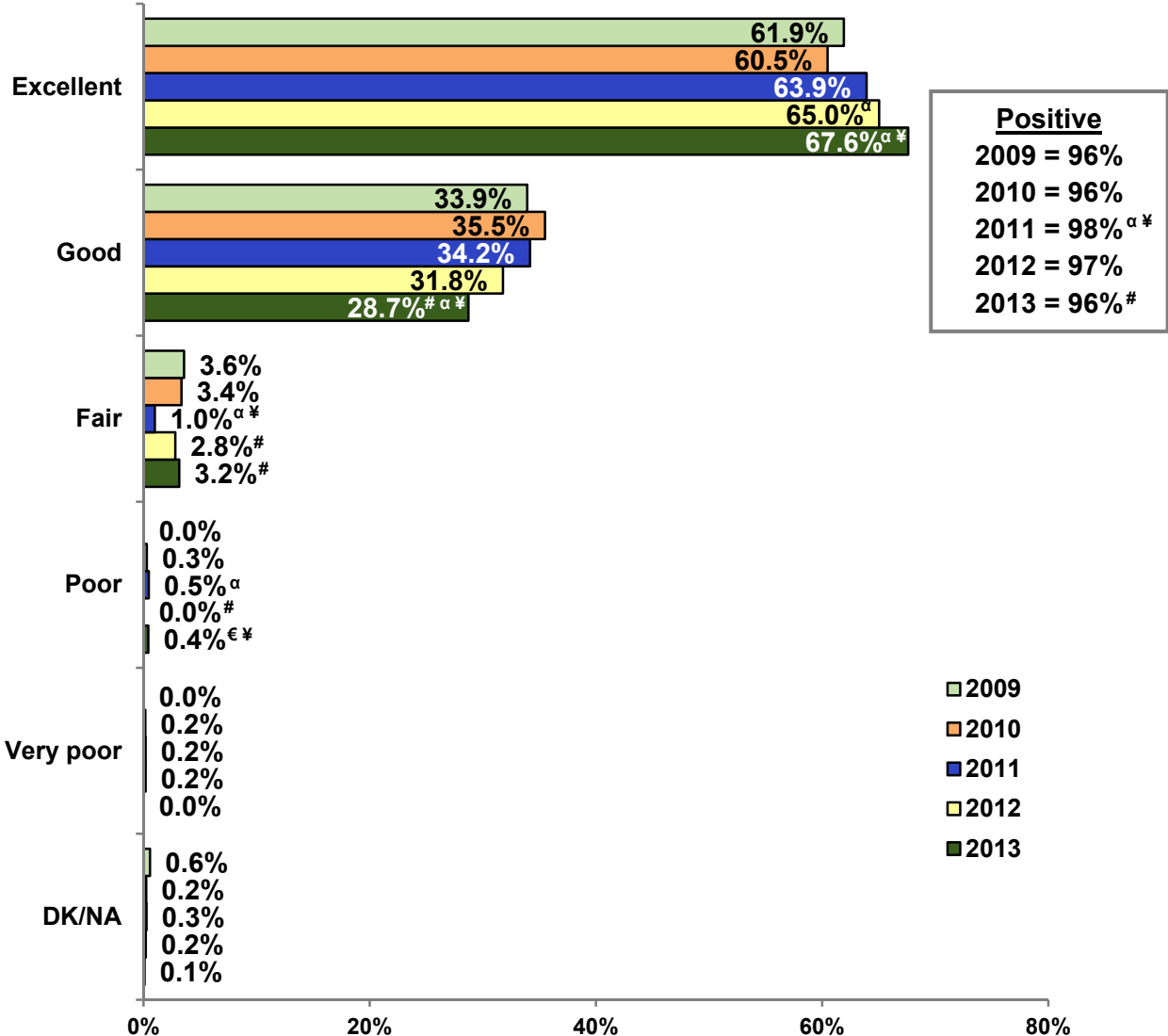


² Small cities were defined as those with a total population up to 50,000. Mid-sized cities were those with a population between 50,001 and 150,000. Large cities were those with a population of 150,001 or more.

QUALITY OF LIFE

Ninety-six percent of residents rated the quality of life in Carlsbad as “Excellent” (68% -- statistically higher than 2009-2010), or “Good” (29%). Three percent rated it as “Fair” while less than one percent offered a negative rating.

Figure 3: Quality of Life Rating



€ Statistically significant change from 2012 (p<.05)
 # Statistically significant change from 2011
 α Statistically significant change from 2010
 * Statistically significant change from 2009

The following is an assessment of quality of life ratings by resident sub-groups.

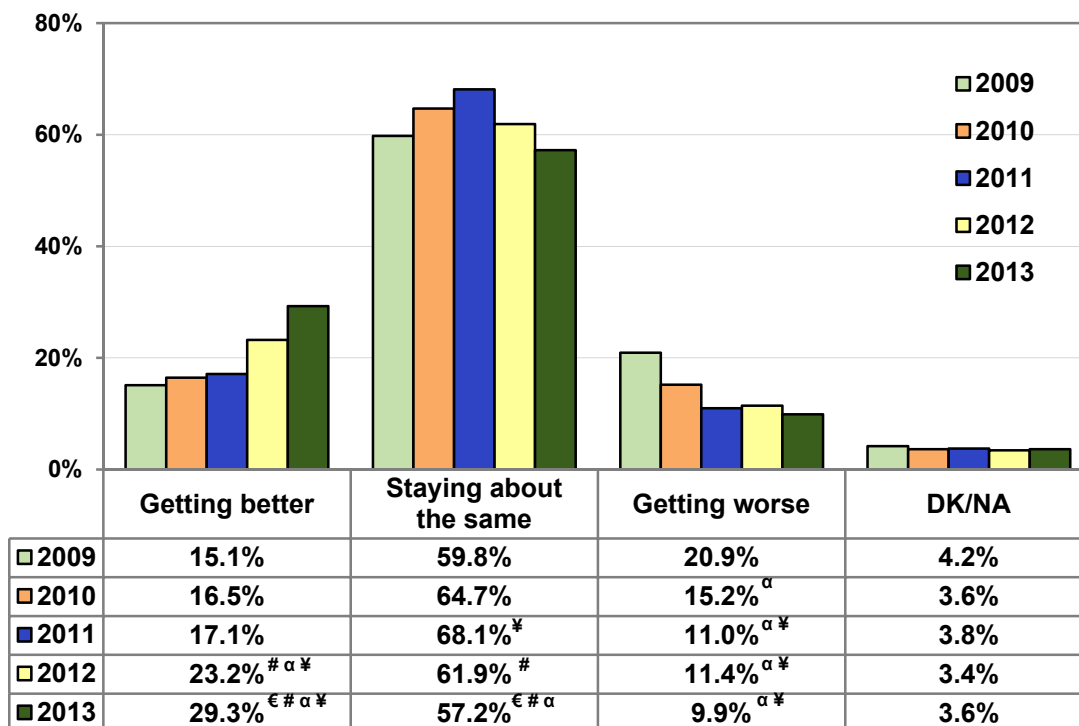
- Quality of life ratings were positively correlated with a number of other variables throughout the survey, including: confidence in city government, satisfaction with the job the city is doing to provide services, overall sense of community, and satisfaction with city-resident communication.
- A regression analysis revealed the following as the top predictors of residents' quality of life ratings (in order of influence):
 - Satisfaction with the job the city is doing to provide services;
 - Agreement with the community values item "Carlsbad has a small town, connected feel"; and
 - Agreement with the community values statement "Carlsbad promotes active lifestyles by providing access to trails, parks, beaches and other recreational opportunities".
- Given the consistently high overall quality of life ratings among sub-groups, the assessment below focuses on differences in "Excellent" ratings.
 - Residents who were able to identify their neighborhood, an HOA or "just Carlsbad" as the neighborhood they lived in were more likely to rate the quality of life as "excellent" compared with those who did not answer the question or stated "I don't know" (69% vs. 50%).
 - Residents with three or more children living in the house were more likely to rate the quality of life as "excellent" compared with those who with no children living in the home (76% vs. 67%)
 - Residents 18 to 24 were less likely on average to rate the quality of life as "Excellent" (54%), while residents 25 to 34 were more likely to give and excellent rating (75%).
 - Residents in zip code 92009, followed closely by 92008, were the most likely to rate the quality of life in Carlsbad as "Excellent," (Excellent: 92008: 68%, 92009: 71%, 92010: 61%, 92011: 65%).
 - Residents who indicated they owned the place in which they lived were more likely to rate quality of life as "Excellent" compared to those who indicated they rented (70% vs. 61%).

PERCEIVED DIRECTION

In keeping with previous years, residents were also asked whether they felt that the quality of life in Carlsbad was getting better, getting worse, or staying about the same.

Residents reported more favorable ratings in 2013 than previous years, with nearly three out of ten (29%) rating the quality of life as “Getting better” (statistically higher than 2009-2012) and only 10 percent indicating that the quality of life was “Getting worse” (statistically lower than 2009-2010). Fifty-seven percent of residents surveyed felt that the quality of life in the City of Carlsbad was “Staying about the same.”

Figure 4: Quality of Life Direction



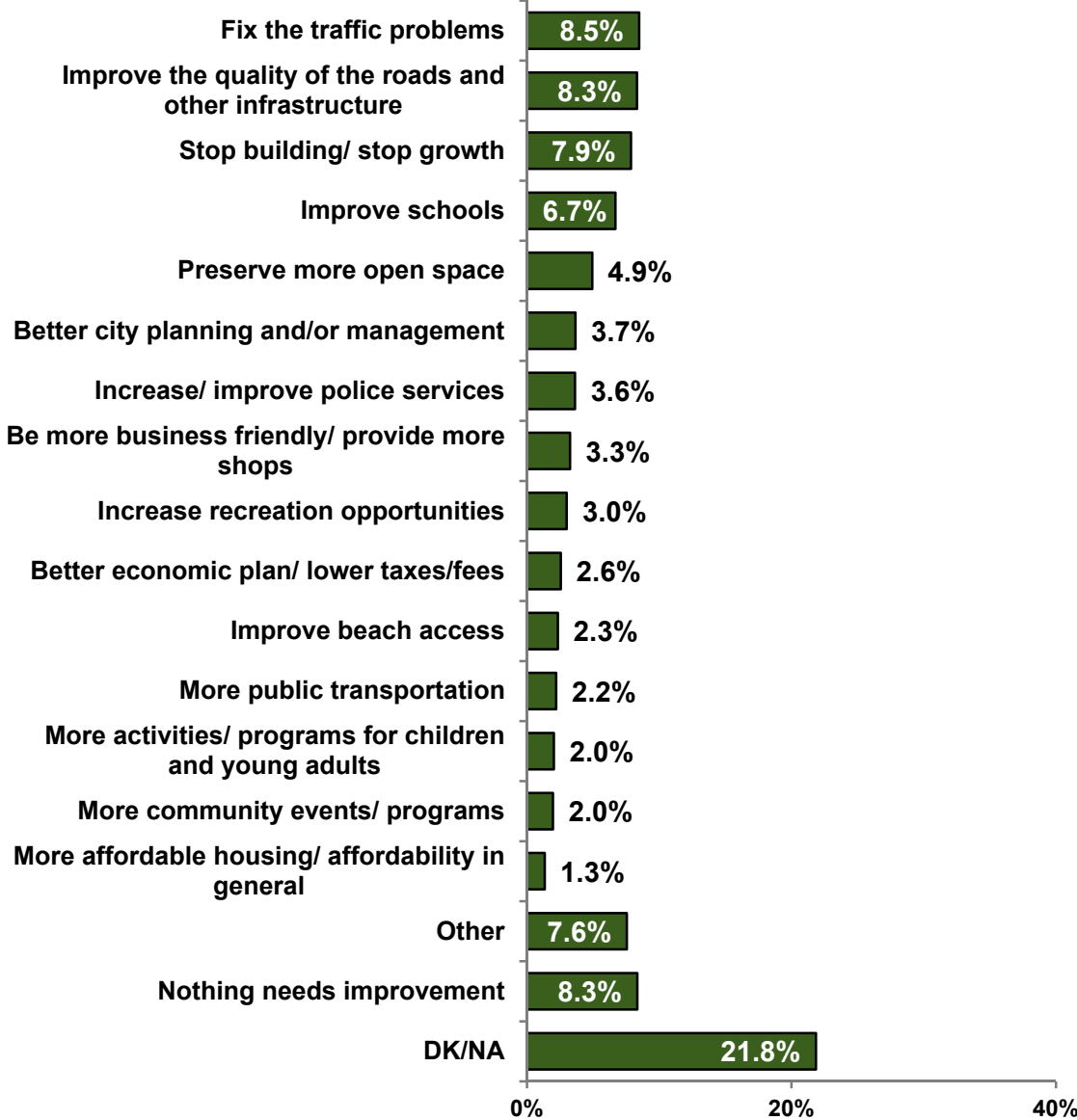
€ Statistically significant change from 2012 (p<.05) # Statistically significant change from 2011
 α Statistically significant change from 2010 ‡ Statistically significant change from 2009

- Higher than average positive perceptions regarding the direction of the quality of life (29% "Getting better" across all 2013 respondents) were reported among residents that have lived in Carlsbad for 4 or less years (35%), those who identified as Hispanic or Latino(a) (35%), and those 25 to 34 years old (40%).

NUMBER ONE WAY TO IMPROVE QUALITY OF LIFE

Roughly half of residents surveyed³ were then asked to identify the number one thing that the City of Carlsbad could do to improve the quality of life within the community. Asked in an open-ended format, thirty-percent of residents that were asked did not identify anything⁴ and no single response was cited by more than ten percent of residents.

Figure 5: Number One Way to Improve Quality of Life (n=498)⁵



³ Residents were split into two groups at the beginning of the survey. This question was asked of only one of those groups.

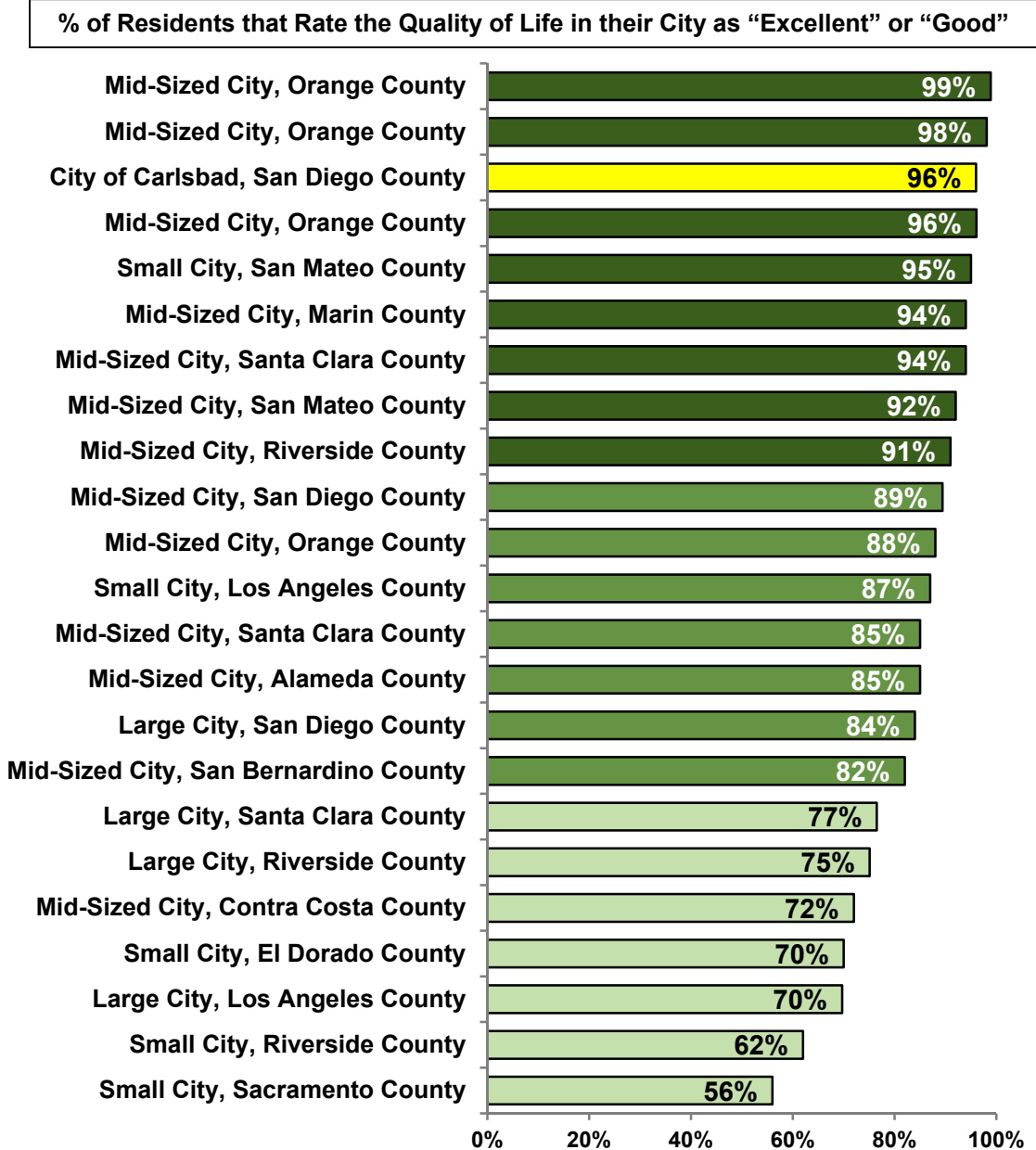
⁴ Response categories of “Nothing needs improvement” and “DK/NA.”

⁵ Categories with less than one percent were combined into “Other” (see Appendix B for full breakdown).

QUALITY OF LIFE – COMPARISON TO OTHER CITIES

This section displays examples of residents' quality of life ratings from cities that have conducted comparable studies within the past five years. The 96 percent overall quality of life rating provided by Carlsbad residents places the city in the top tier.

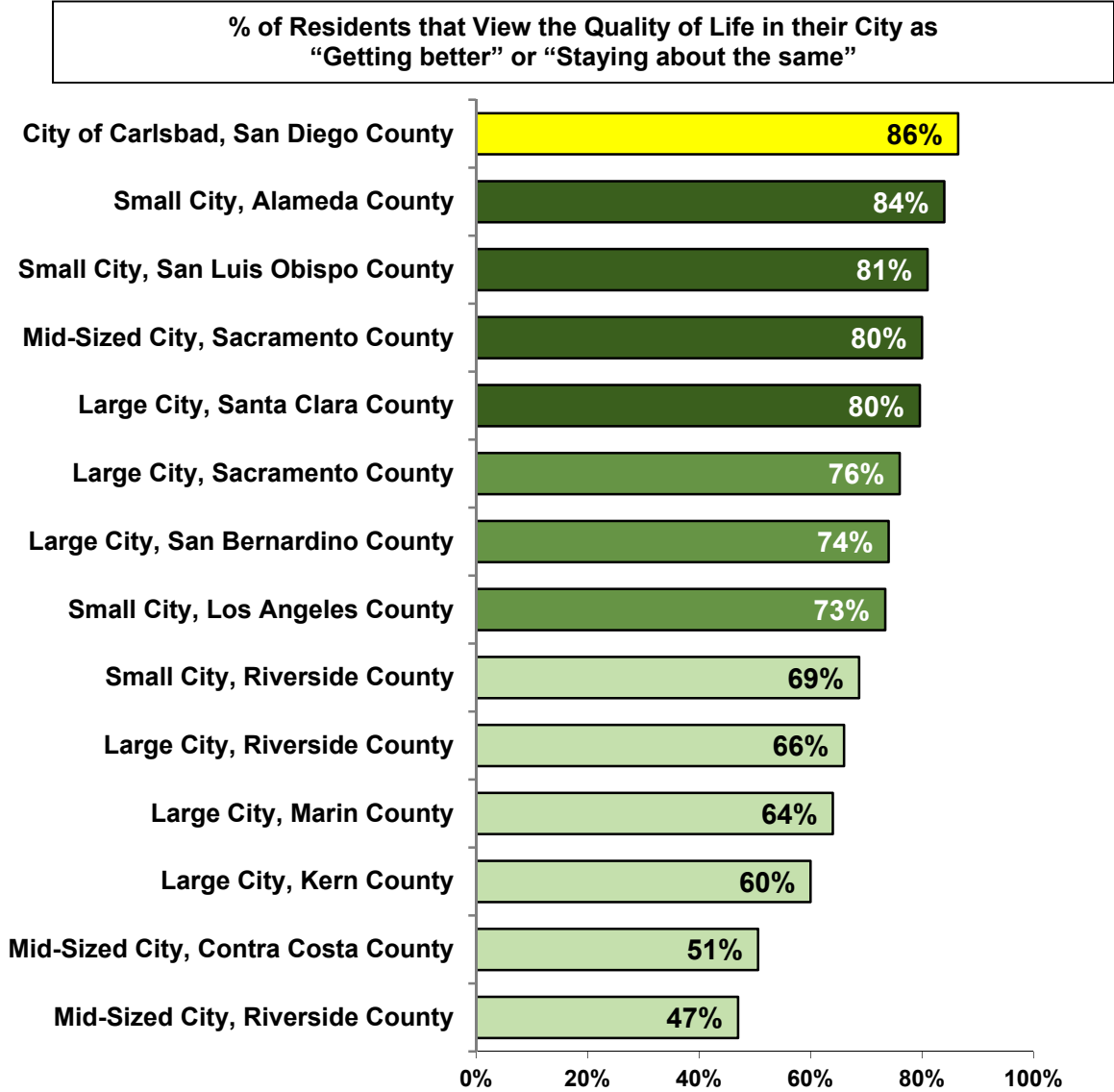
Figure 6: Quality of Life Rating – Comparison to Other Cities⁶



⁶ Small cities were defined as those with a total population up to 50,000. Mid-sized cities were those with a population between 50,001 and 150,000. Large cities were those with a population of 150,001 or more.

The figure below displays the percentage of residents that viewed the quality of life in their city as either “Getting better” or “Staying about the same.” Once again, among comparable research studies from cities throughout California, the combined 86 percent reported by Carlsbad residents places the city at the top of the chart.

Figure 7: Quality of Life Direction – Comparison to Other Cities⁷



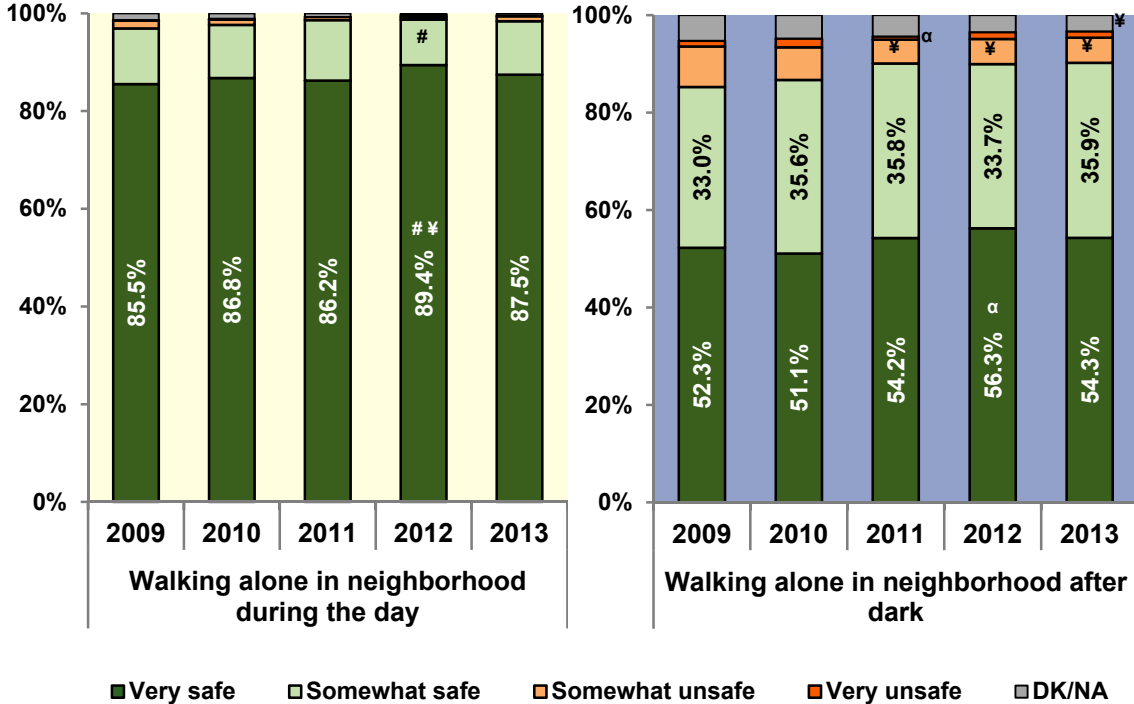
⁷ Small cities were defined as those with a total population up to 50,000. Mid-sized cities were those with a population between 50,001 and 150,000. Large cities were those with a population of 150,001 or more.

SAFETY

Carlsbad residents indicated that they feel very safe in their neighborhoods. Ninety-eight percent of residents that were surveyed felt safe walking alone in their neighborhoods during the day (87% “Very safe”) and 90 percent felt safe walking alone at night (54% “Very safe”). Less than one percent of residents (0.6%) reported feeling unsafe walking alone in their neighborhood during the day, while six percent felt unsafe after dark.

The combined safety percentage reported by Carlsbad residents for walking alone in their neighborhood during the day (98%) was statistically consistent with the previous three survey years (2012: 98%, 2011: 99%, 2010: 98%) and statistically higher than 2009 (97%). The combined safety percentage for residents walking alone in their neighborhood at night was statistically higher than the reported percentage in 2009 and 2010.

Figure 8: Safety in Carlsbad⁸



€ Statistically significant change from 2012 (p<.05)
 # Statistically significant change from 2011
 α Statistically significant change from 2010
 ¥ Statistically significant change from 2009

⁸ Due to space constraints, the following symbols were omitted from the chart for walking alone in neighborhood during the day: “Somewhat unsafe” was statistically lower in both 2012 and 2011 than 2009, “Very unsafe” was statistically lower in 2012 than 2011, and “DK/NA” was statistically lower in 2013 and 2012 than 2009.

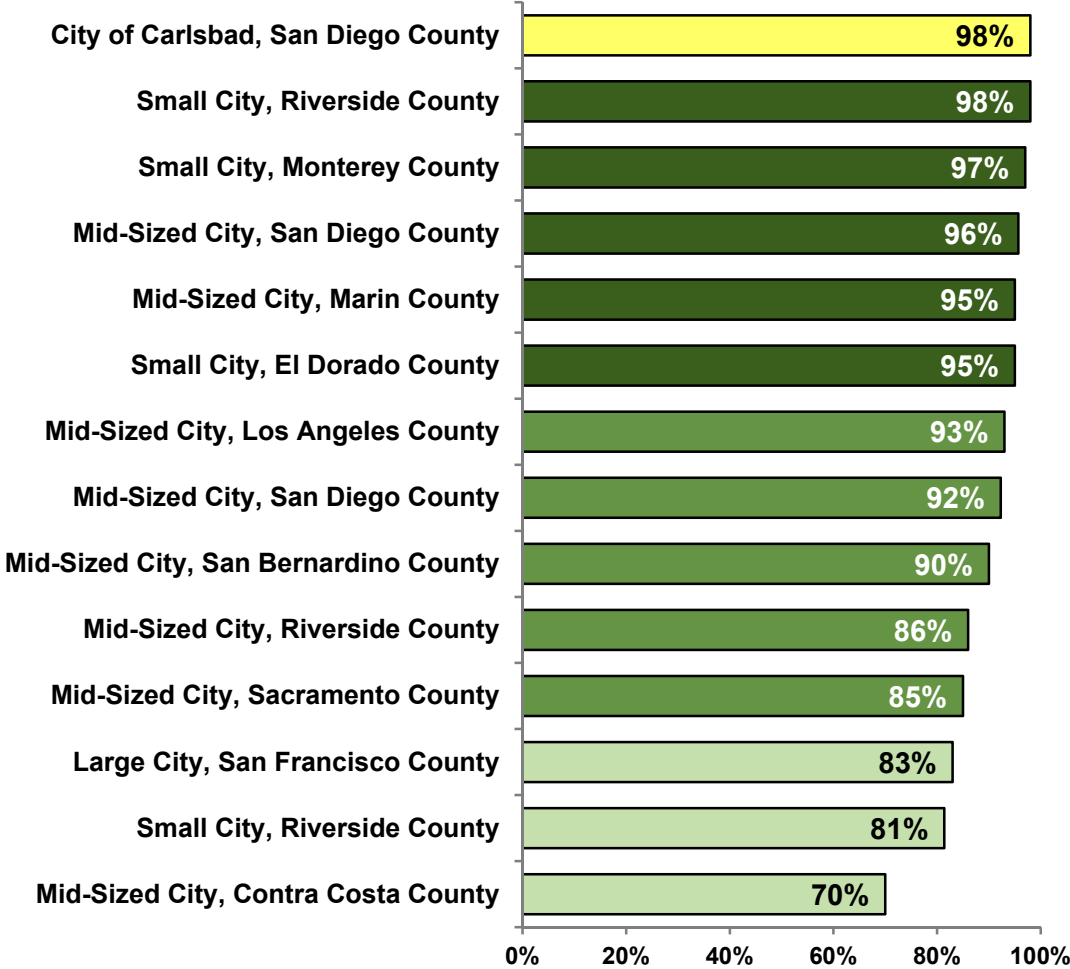


- Safety walking alone in their neighborhoods (during both the day and night) was positively correlated with a number of other metrics within the survey, including: satisfaction with the job the city is doing to provide services and quality of life ratings.
- Given the very high percentage of residents that felt safe walking alone in their neighborhoods during the day (and thereby the limited amount of differentiation among sub-groups), the focus of the sub-group analysis below is on safety walking alone after dark.
 - Residents who indicated they had no sense of community were more than three times as likely to feel unsafe (either somewhat or very) walking alone in their neighborhood after dark compared to those that indicated they had a strong sense of community (5% vs. 18%).
 - Renters were almost twice as likely to feel unsafe (either somewhat or very) walking alone in their neighborhood after dark compared to owners (9% vs. 5%).
 - Residents from 92008 were approximately twice as likely to feel unsafe (either somewhat or very) walking alone in their neighborhood after dark compared to those from Carlsbad's three other zip codes (10% vs. 5%).

SAFETY – COMPARISON TO OTHER CITIES

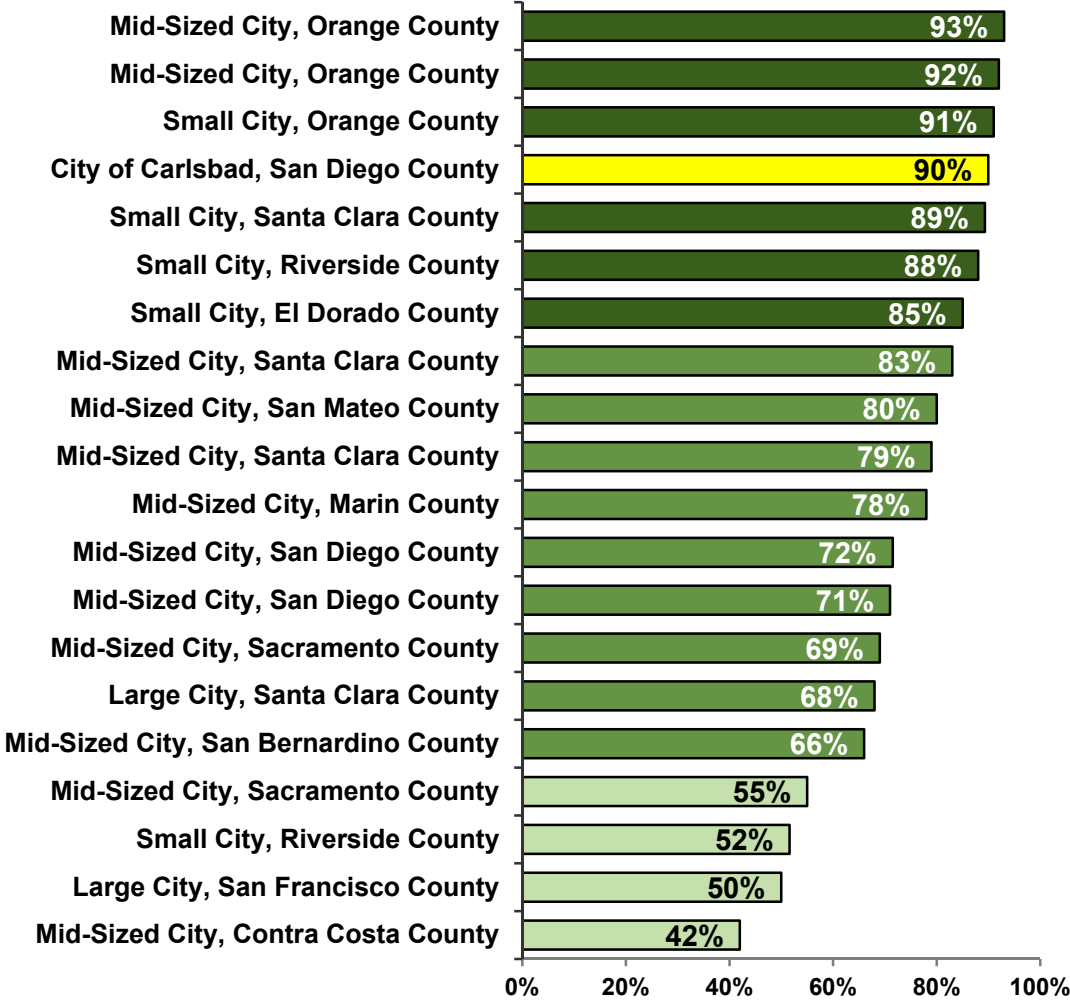
The figure below shows examples of residents’ feelings of safety walking alone in their neighborhoods during the day in cities throughout the state that have conducted comparable studies within the past five years.

Figure 9: Safety Walking Alone During the Day – Comparison to Other Cities



Consistent with previous years, Carlsbad remained in the top tier with regard to residents' safety ratings for walking alone in their neighborhoods after dark.

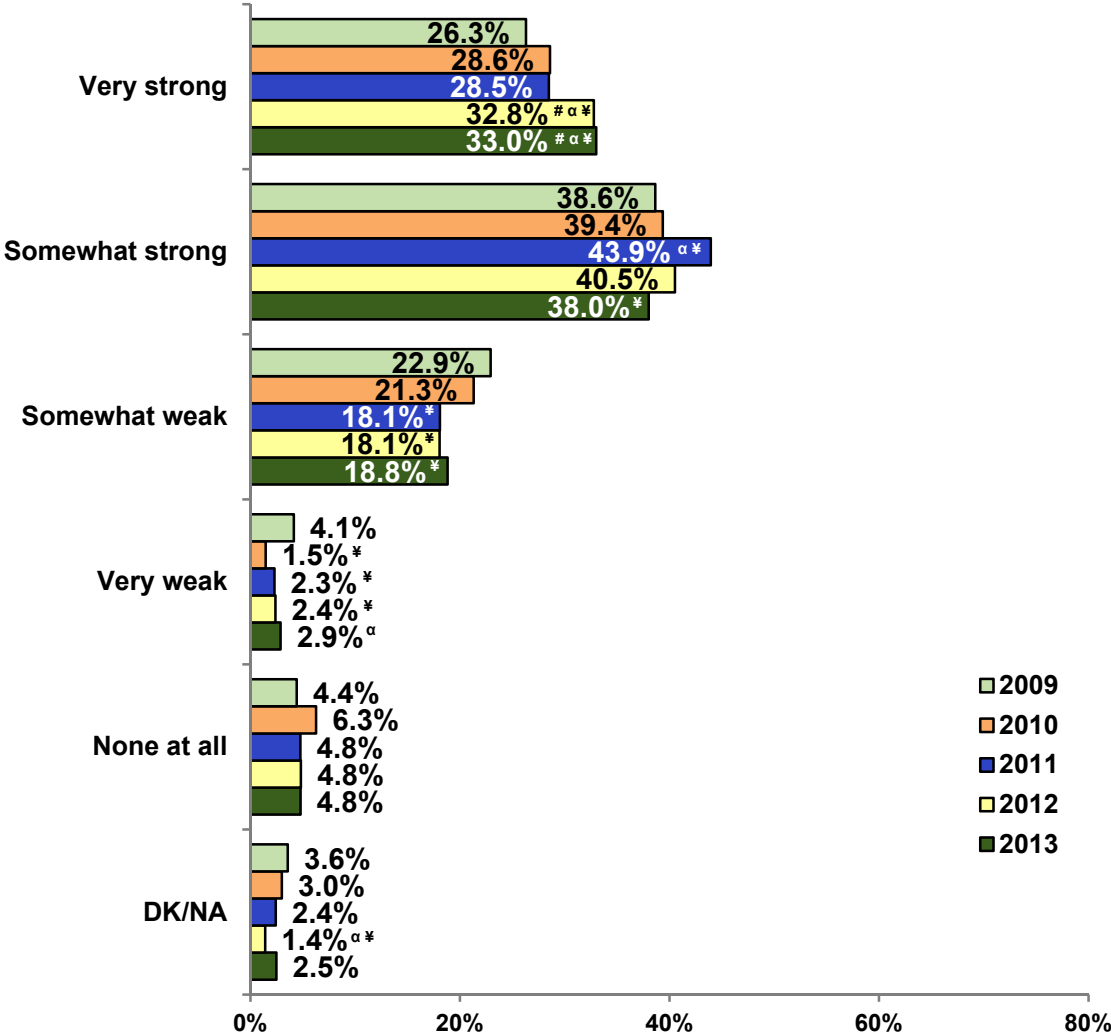
Figure 10: Safety Walking Alone After Dark – Comparison to Other Cities



SENSE OF COMMUNITY

Residents were asked whether they felt a strong, weak, or no sense of community at all. As the results in the figure below illustrate, just over 70 percent of respondents indicated they had a strong sense of community and a third indicated it was very strong. These results were relatively consistent with the previous years, with no single category experiencing a change of more than three percent.

Figure 11: Sense of Community Levels



€ Statistically significant change from 2012 (p<.05)
 # Statistically significant change from 2011
 α Statistically significant change from 2010
 * Statistically significant change from 2009

The following is an examination of sense of community levels by resident sub-groups.

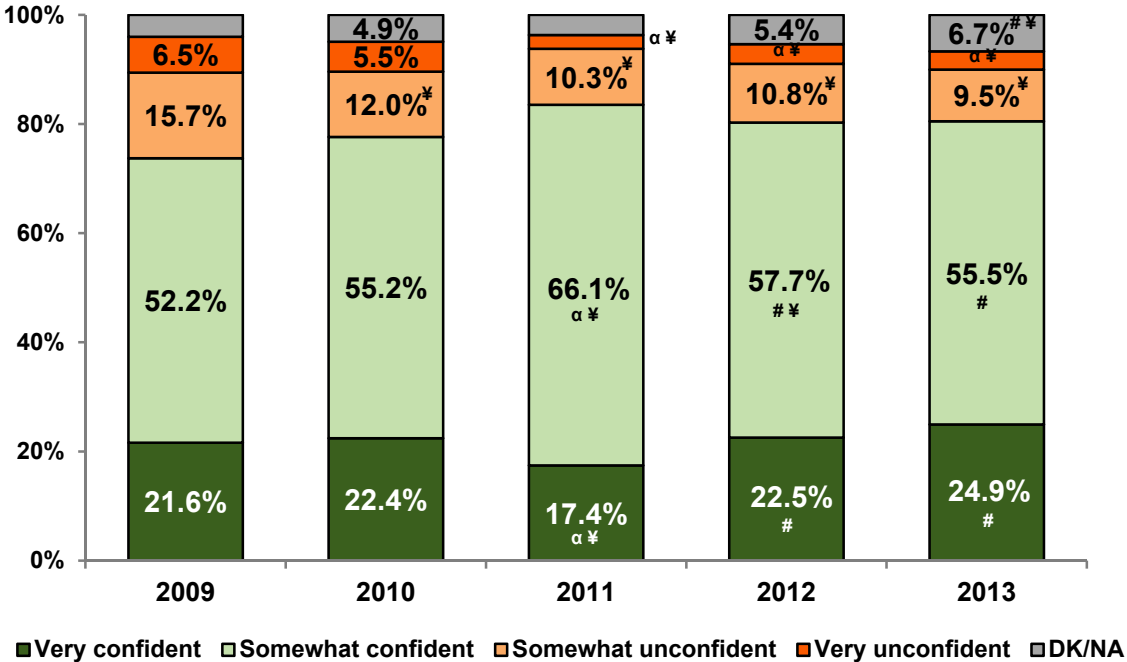
- Sense of community was positively correlated with a number of factors throughout the survey, including: experience visiting the Carlsbad Village, confidence in city government, perceptions regarding the direction of the quality of life, satisfaction with the job the city is doing to provide services, quality of life ratings, and satisfaction with the city's efforts to provide communication.
- A regression analysis revealed the following as the top predictors of residents' sense of community:
 - Agreement with the community values statement "Carlsbad has a small town, connected feel" ; and
 - Satisfaction with the city's efforts to provide recreation programs.
- Residents 65 years and older were more likely to indicate a very strong sense of community compared to their younger counterparts (43% vs. 31%).
- Residents in 92010 (42%) and 92008 (39%) were more likely to have a very strong sense of community than their counterparts in 92011(32%) and 92009 (26%).
- Residents who have lived in Carlsbad for 4 years or less were less likely to have a very strong sense of community compared to those who have lived in the City for 15 or more years (29% vs. 39%).

CONFIDENCE IN CITY GOVERNMENT

Consistent with the levels reported for 2010 through 2012 and statistically higher than 2009, 80 percent of residents reported confidence in Carlsbad city government to make decisions that positively affect the lives of community members. Thirteen percent of residents reported a lack of confidence (statistically lower than 2009-2010) and seven percent did not know or declined to state.

Although overall confidence remained consistent with last year, the percentage “Very confident” increased (25% vs. 23%), with the 2013 level statistically higher than 2011.

Figure 12: Confidence in City Government to Make Decisions



€ Statistically significant change from 2012 (p<.05)
 # Statistically significant change from 2011
 α Statistically significant change from 2010
 ¥ Statistically significant change from 2009



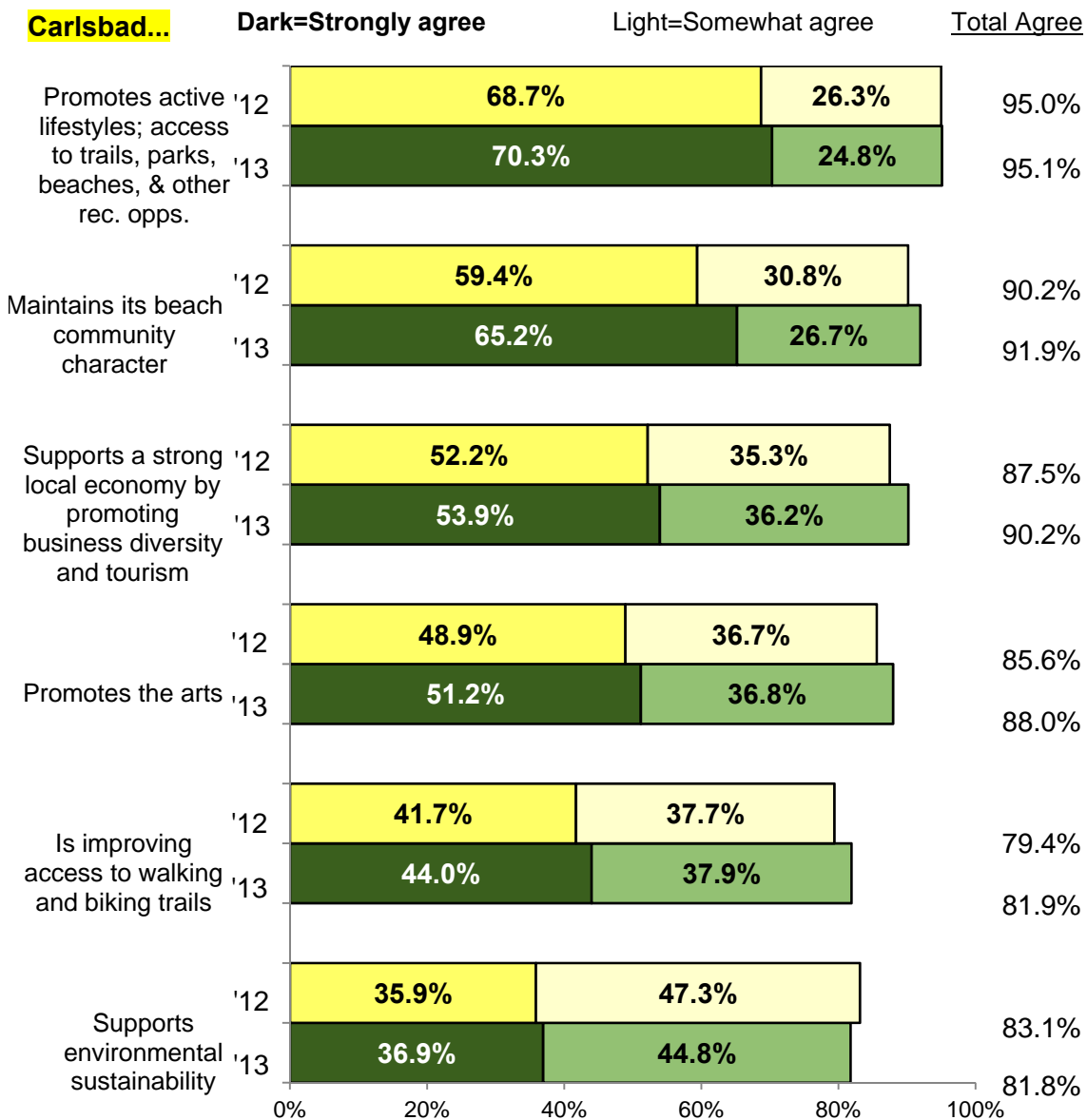
The following is an assessment of confidence in city government by sub-groups.

- Confidence in city government was positively correlated with: residents' views regarding quality of life, direction of the quality of life, sense of community, satisfaction with the job the city is doing to provide services, satisfaction with city-resident communication, and residents' experience visiting Carlsbad's Downtown Village.
- Although there was no difference in overall confidence by age group, residents 65 years and older were the most likely to report being "Very confident" in Carlsbad city government to make decisions that positively affect the lives of its community members.
- Residents of zip codes 92008 (82%), 92010 (83%) and 92011 (82%) reported higher confidence than those in 92009 (79%).

COMMUNITY VALUES

For the second straight year, Carlsbad residents were asked their level of agreement with a list of statements that describe Carlsbad's vision for the city and specific characteristics or qualities of Carlsbad. The majority of residents said that they "Strongly agreed" with the four statements about Carlsbad's active lifestyles (70%), beach community (65%), strong local economy (54%), and promotion of the arts (51%).

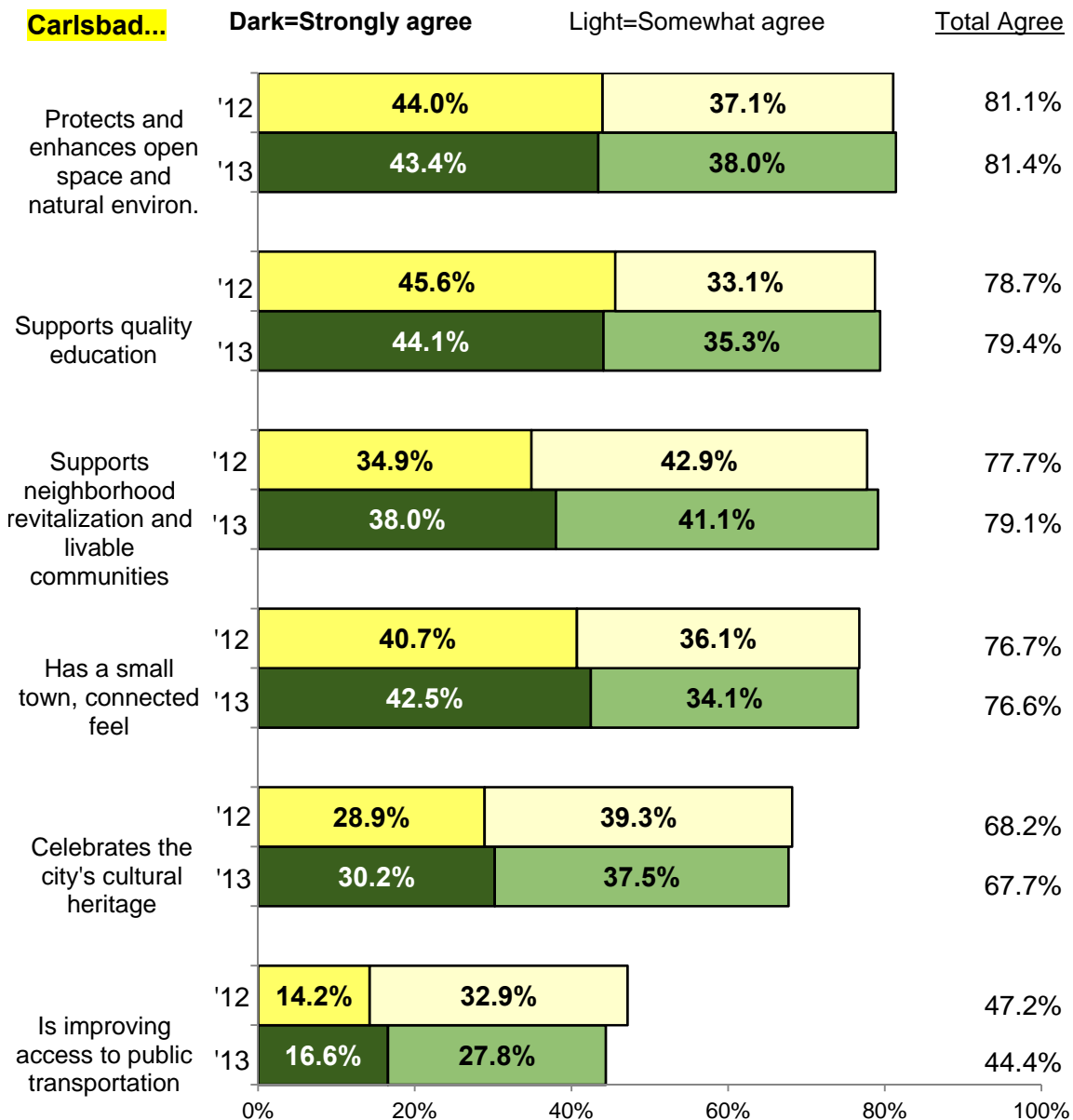
Figure 13: Agreement with Statements about Characteristics of Carlsbad (high 2013)⁹



The statement about Carlsbad improving access to public transportation garnered the lowest level of agreement (44%), followed by the statement that the City celebrates its cultural heritage (68%).

⁹ Due to higher than average percentages of “Don’t know/ no answer” responses for many items, those responses were filtered out of the analysis for this series (see Appendix B for full breakdown of responses).

Figure 14: Agreement with Statements about Characteristics of Carlsbad (low 2013)¹⁰



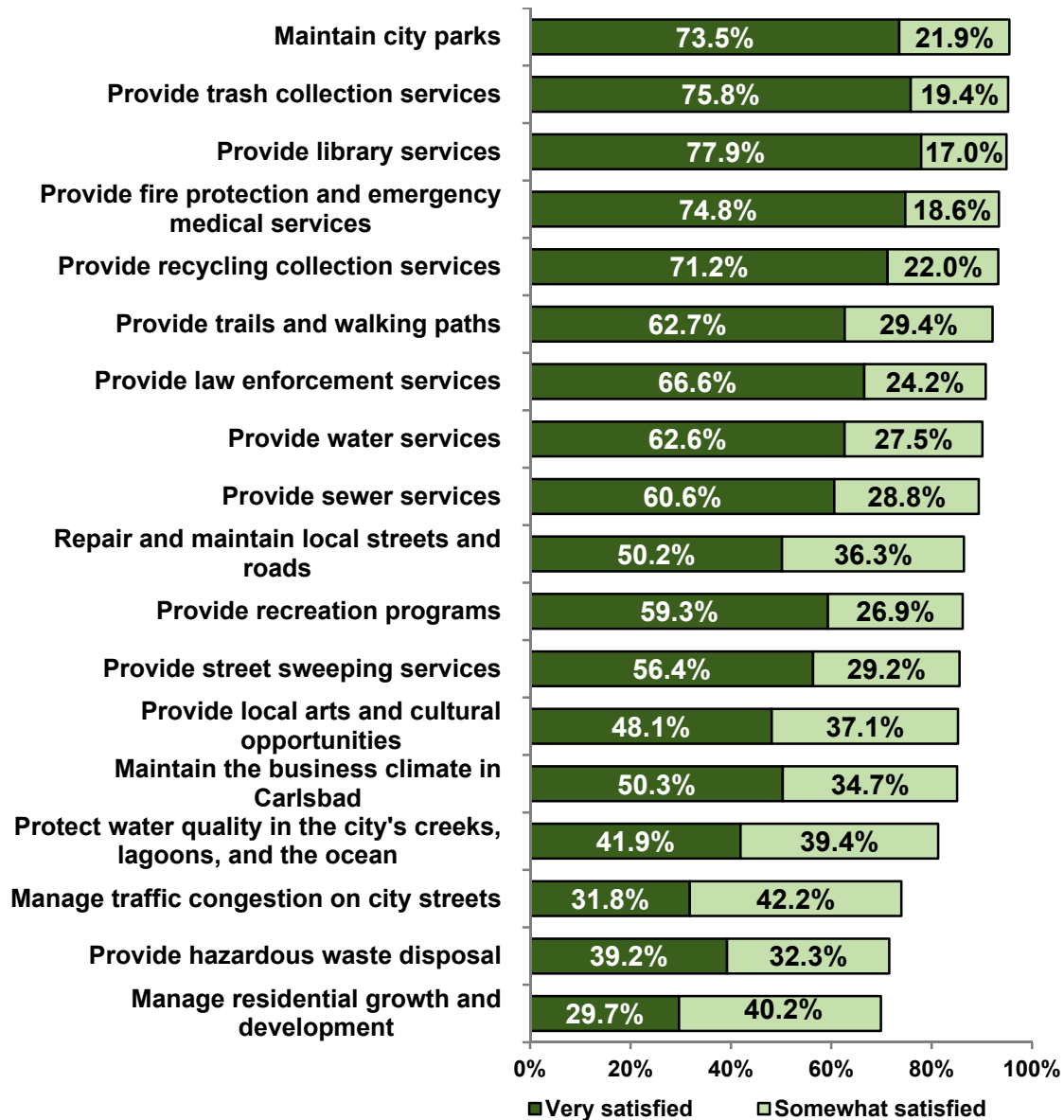
SATISFACTION WITH SPECIFIC CITY SERVICES

Over 90 percent of residents who provided an opinion were satisfied with the city's efforts to "Maintain city parks" (95%), "Provide trash collection services" (95%), "Provide

¹⁰ Due to higher than average percentages of "Don't know/ no answer" responses for many items, those responses were filtered out of the analysis for this series (see Appendix B for full breakdown of responses).

library services" (95%), "Provide fire protection and emergency medical services" (93%), "Provide recycling collection services" (93%), "Provide trails and walking paths" (92%), "Provide law enforcement services" (91%) and "Provide water services" (90%).

Figure 15: Satisfaction with Specific Services¹¹



The table below shows the overall percentage of residents satisfied, neither satisfied nor dissatisfied, and dissatisfied with the city's efforts in each area, ordered by satisfaction ranking.

¹¹ Due to higher than average percentages of "Don't know/ no answer" responses for many items, those responses were filtered out of the analysis for this series. The high percentages are likely due to residents' lack of direct experience with those specific services (refer to Appendix B for full breakdown of responses).

Table 1: Satisfaction with Specific Services

Satisfaction with the city's efforts to...	Satisfied	Neither	Dissatisfied	Satisfaction Rank
Maintain city parks	95.5%	2.3%	2.2%	1
Provide trash collection services	95.2%	2.2%	2.6%	2
Provide library services	94.9%	4.1%	1.0%	3
Provide fire protection and emergency medical services	93.4%	5.7%	0.9%	4
Provide recycling collection services	93.3%	2.7%	4.0%	5
Provide trails and walking paths	92.1%	4.3%	3.6%	6
Provide law enforcement services	90.8%	3.8%	5.4%	7
Provide water services	90.1%	4.8%	5.1%	8
Provide sewer services	89.4%	8.8%	1.8%	9
Repair and maintain local streets and roads	86.4%	4.0%	9.6%	10
Provide recreation programs	86.2%	9.9%	3.9%	11
Provide street sweeping services	85.5%	7.9%	6.6%	12
Provide local arts and cultural opportunities	85.2%	9.0%	5.8%	13
Maintain the business climate in Carlsbad	85.1%	10.2%	4.8%	14
Protect water quality in the city's creeks, lagoons, and the ocean	81.3%	11.8%	7.0%	15
Manage traffic congestion on city streets	74.0%	4.7%	21.3%	16
Provide hazardous waste disposal	71.5%	17.9%	10.5%	17
Manage residential growth and development	69.9%	11.9%	18.2%	18
Average across items	86.8%	6.9%	6.3%	

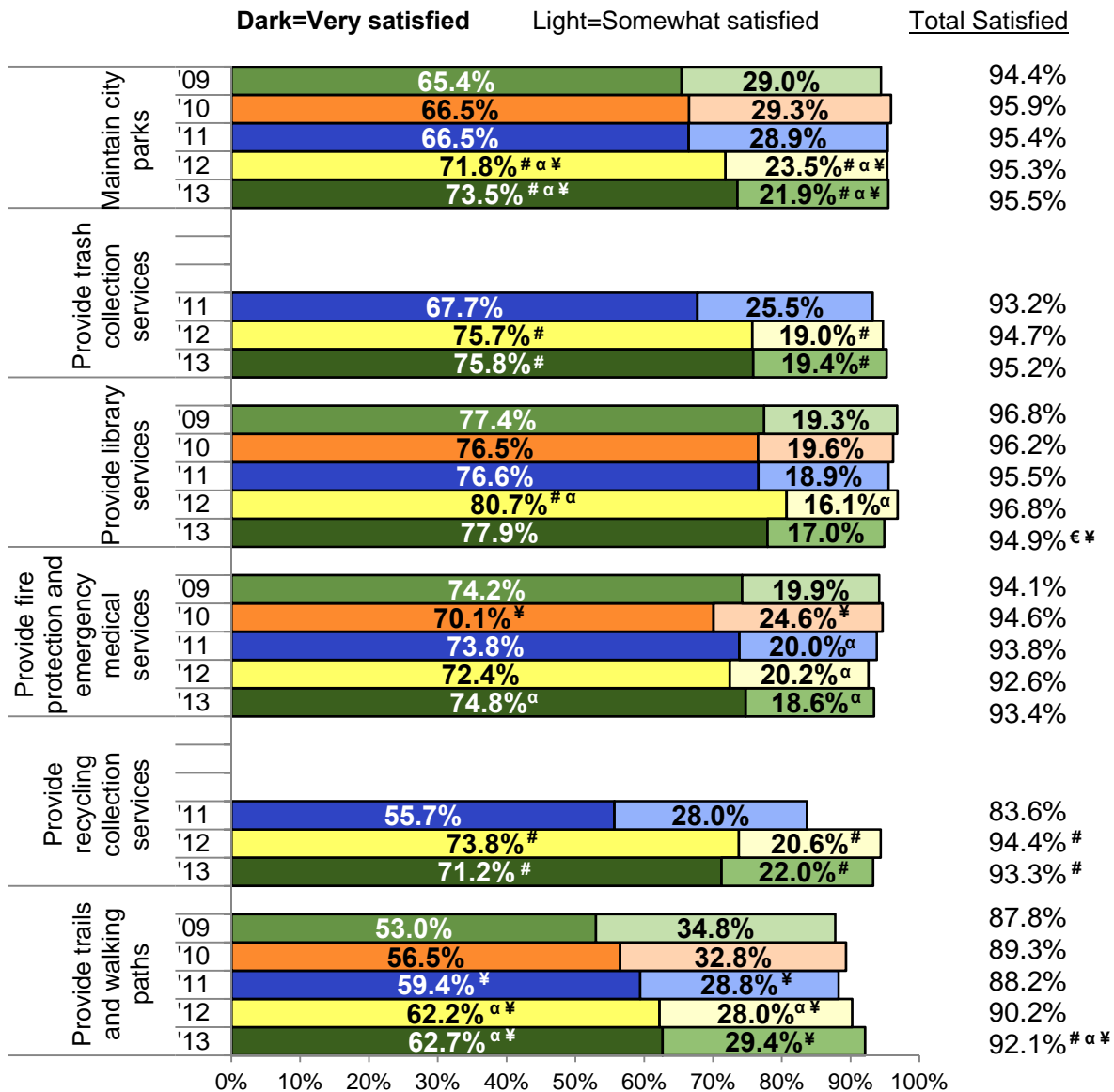
The three charts on the following pages display satisfaction with the city's efforts to provide each service over the past five years.¹² They are presented in descending order according to total satisfaction in 2013. Seven of the 18 services experienced a statistically significant change in total satisfaction in 2013 compared with at least one previous survey year (changes are marked and described in the text).

The total proportion of residents that said they were "Very satisfied" with the city's efforts to "Maintain city parks" reached its highest level in 2013 (74%) which is statistically higher than the reported percentage from 2009 to 2011. Overall satisfaction for the city's efforts to "Provide recycling collection services" (statistically higher than 2011) and "Provide trails and walking paths" (statistically higher than 2009-2011) was statistically higher than at least one other survey year.

¹² Due to rounding, the percentage "Total satisfied" displayed may not exactly equal the percentage "Very satisfied" plus "Somewhat satisfied."

Overall satisfaction for the city’s efforts to “Provide library services” was statistically lower than the levels reported in 2012 and 2009, driven by increases in the percentage of residents that answered “Neither satisfied nor dissatisfied.”

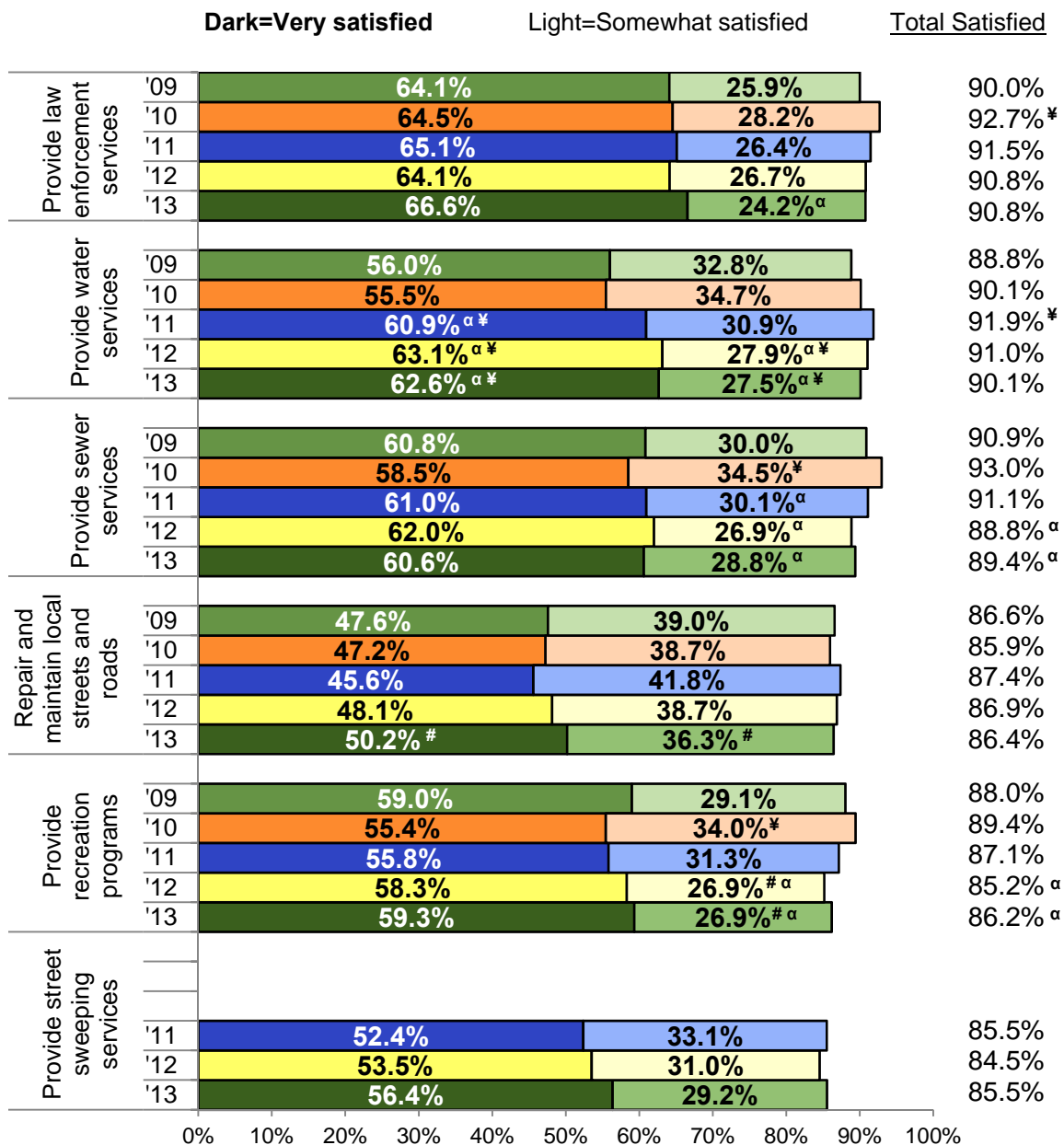
Figure 16: Satisfaction with Specific Services by Year: Part 1



€ Statistically significant change from 2012 (p<.05)
 # Statistically significant change from 2011
 α Statistically significant change from 2010
 * Statistically significant change from 2009

Among those who provided an opinion, resident satisfaction with the city's efforts to "Provide sewer services" and "Provide recreation programs" was statistically lower than overall satisfaction in 2009. The proportion of residents that were "Very satisfied" with the city's efforts to "Repair and maintain local streets and roads" was statistically higher than 2011, while the proportion of those that were "Very satisfied" with the city's efforts to "Provide water services" was statistically higher than 2009 and 2010.

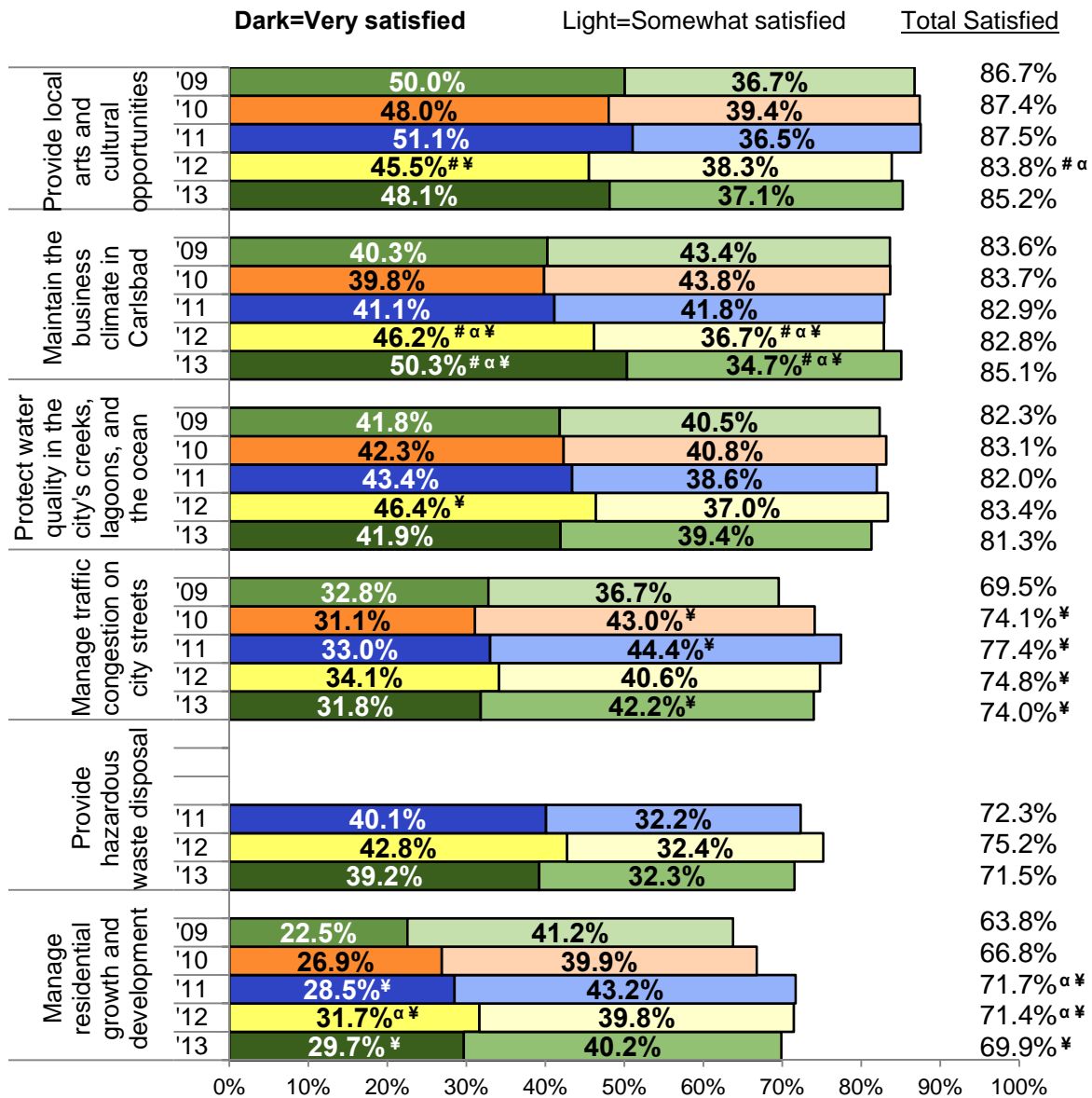
Figure 17: Satisfaction with Specific Services by Year: Part 2



[€] Statistically significant change from 2012 (p<.05) [#] Statistically significant change from 2011
^α Statistically significant change from 2010 ^{*} Statistically significant change from 2009

Driven by the increase in residents that said they were “Very satisfied,” overall satisfaction with the city’s efforts to “Maintain the business climate in Carlsbad” reached a new high in 2013 (85%). Overall satisfaction for the city’s efforts to “Manage traffic congestion on city streets” and “Manage residential growth and development” was statistically higher than 2009.

Figure 18: Satisfaction with Specific Services by Year: Part 3

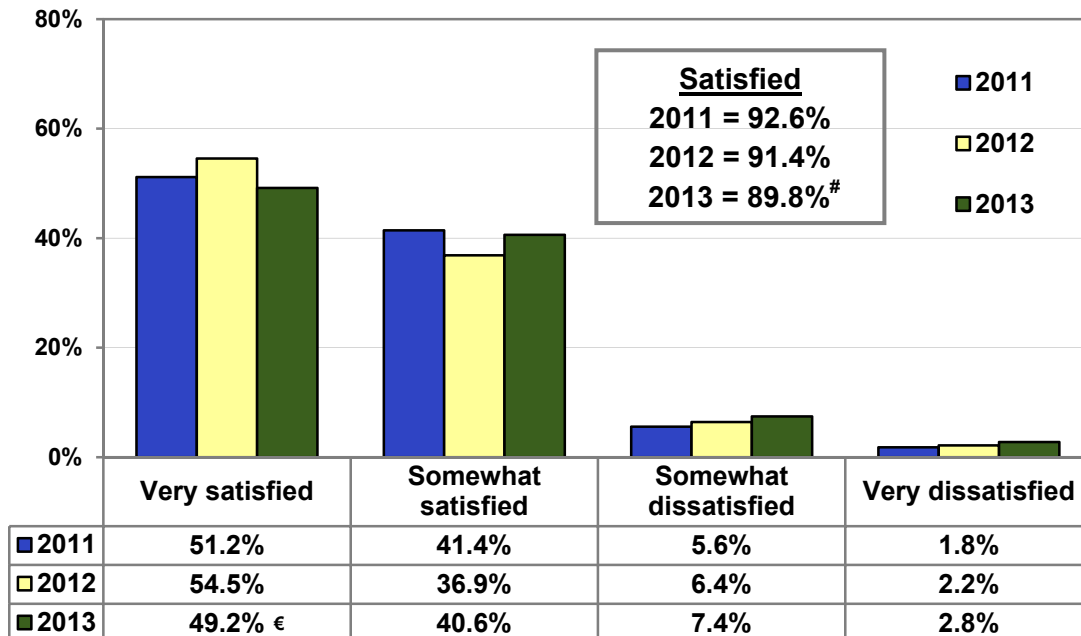


[€] Statistically significant change from 2012 (p<.05) [#] Statistically significant change from 2011
^α Statistically significant change from 2010 [‡] Statistically significant change from 2009

SATISFACTION WITH CITY-RESIDENT COMMUNICATION

Almost ninety percent of residents are satisfied with the city’s efforts to provide information to residents through its website, newsletters, water bill inserts, and related sources of information. Overall satisfaction was statistically lower than the level reported in 2011, and those that indicated that they were “Very satisfied” was statistically lower than last year.

Figure 19: Satisfaction with City-Resident Communication¹³



€ Statistically significant change from 2012 (p<.05)
 # Statistically significant change from 2011

¹³ Wording of this question changed slightly in 2011. As such, previous years’ data are not displayed.

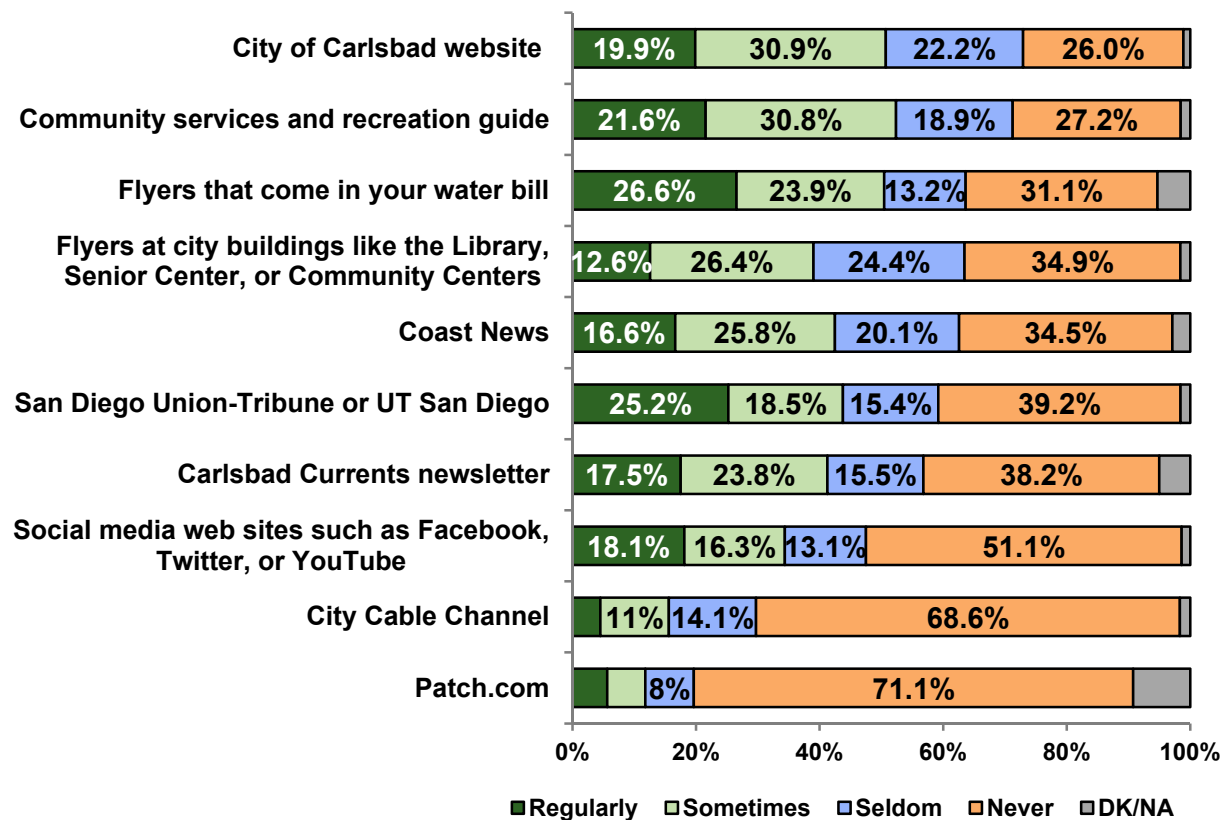
- Satisfaction with city-resident communication was positively correlated with a number of other metrics throughout the survey, including: residents' views on quality of life, perceptions regarding the direction of the quality of life, satisfaction with the job the city is doing to provide services, sense of community, confidence in city government, and experience visiting the Village.
- Residents who referred to the city website, community services and recreation guide, Carlsbad Currents newsletter, water bill flyers, and flyers at city building for information about city issues, programs, and services reported much higher satisfaction levels than those who never utilized those sources.
- Residents who indicated they had a very weak or no sense of community were more than three times as likely to indicate dissatisfaction (either somewhat or very) to the City's efforts to provide information compared to those who indicated a very strong sense of community (22% vs. 6%).
- Residents between the age of 18 and 24 were less likely to be very satisfied or just satisfied (either very or somewhat) with the City's efforts to provide information compared to residents 25 years and older (very satisfied 23% vs. 47% or satisfied 73% vs. 84%).

INFORMATION SOURCES

Examining overall use of each source for information on city issues, programs, and services, the city's website (73%), and the community services and recreation guide (71%) were each utilized by more than two out of three residents. The highest percentage of regular use reported by Carlsbad residents was for flyers that came in the water bill (27%), followed by the San Diego Union-Tribune or UT San Diego (25%).

Compared with previous years, statistically more residents reported referring to the city's website (higher than 2009), the Coast News (higher than 2012), and social media websites (higher than 2009-2011), whereas fewer referred to water bill flyers (lower than 2011 and 2012), the community services and recreation guide (lower than 2009 and 2010), the San Diego Union-Tribune (lower than 2009) and the city cable channel (lower than 2011).

Figure 20: Frequency of Using Information Sources¹⁴

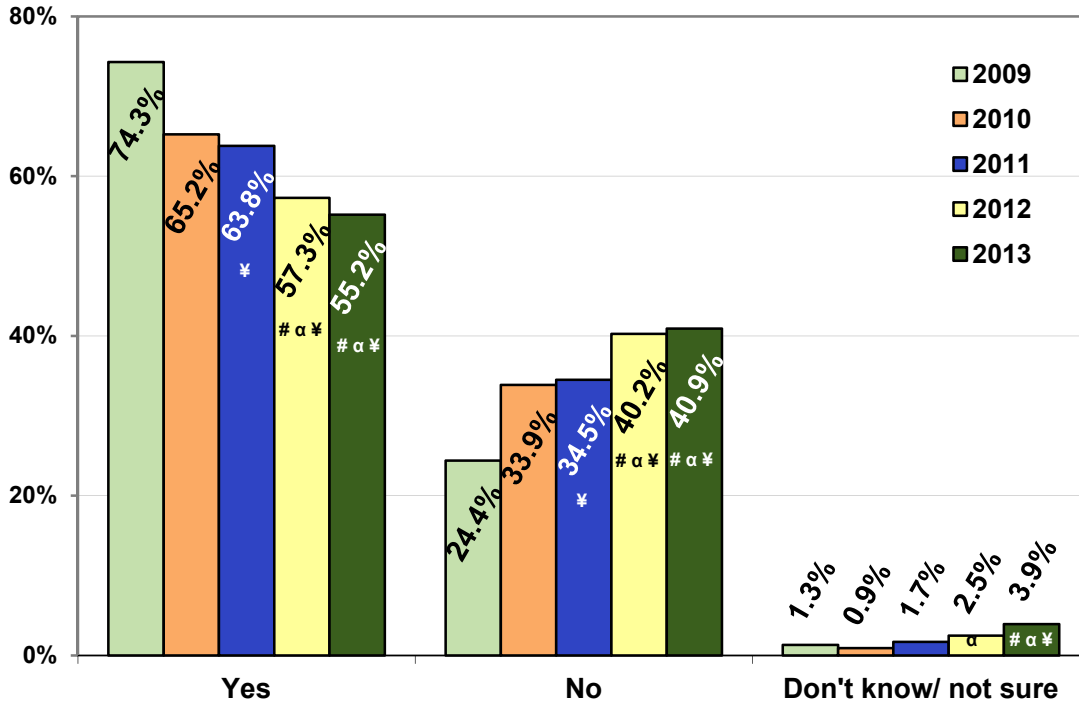


¹⁴ Figure sorted by overall use. UT mentioned in 2012 and the website was mentioned in previous years.

PREVENTING POLLUTION OF CREEKS, LAGOONS, AND OCEAN

Just over half of residents surveyed¹⁵ were asked about information concerning the prevention of pollution in Carlsbad's waterways. Consistent with 2012 but lower than percentages reported from 2009 to 2011, 55 percent of residents in 2013 had seen or heard information in the past year about how residents can prevent the pollution of local creeks, lagoons, and the ocean.

Figure 21: Informed about Preventing Water Pollution (n=509)



- € Statistically significant change from 2012 (p<.05)
- # Statistically significant change from 2011
- α Statistically significant change from 2010
- ¥ Statistically significant change from 2009

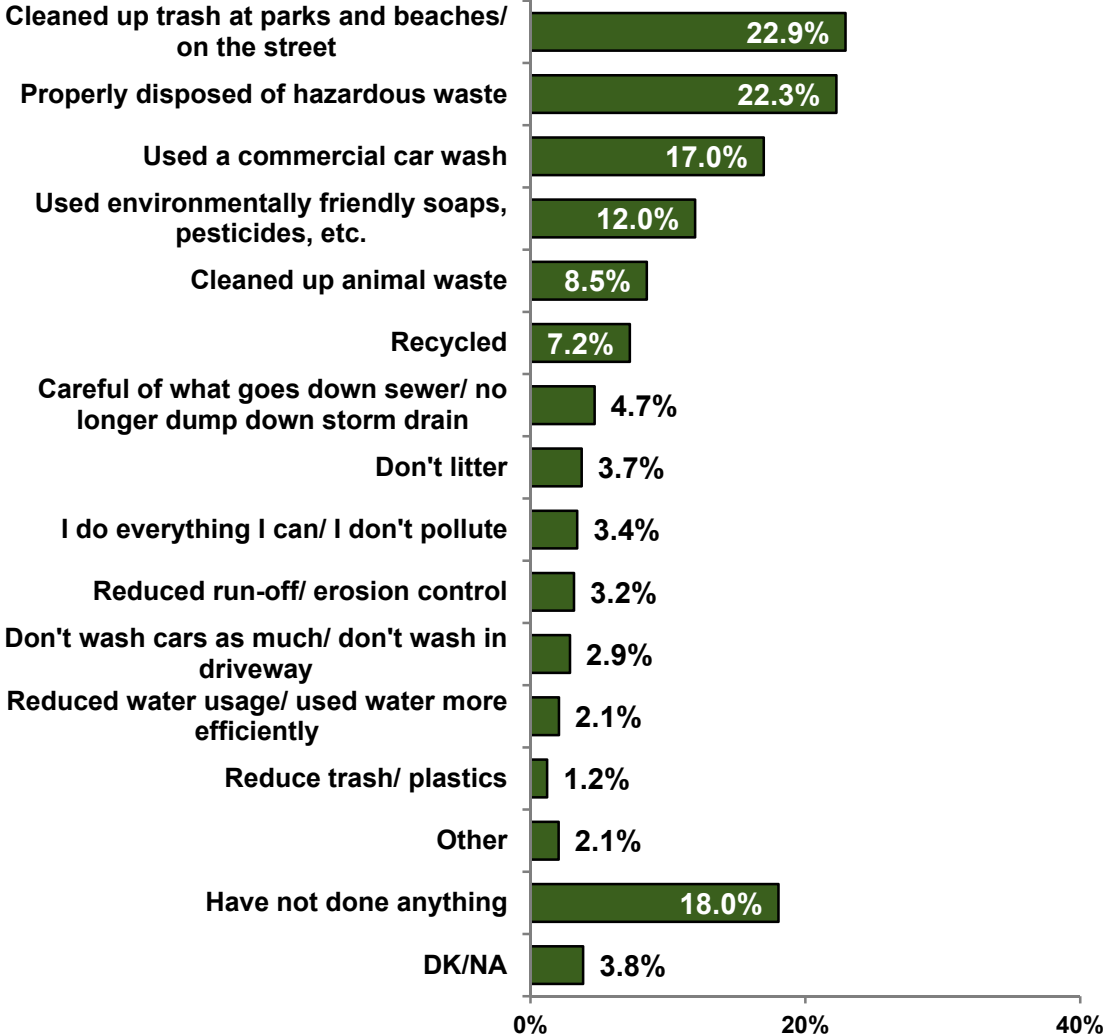
¹⁵ Residents were split into two groups at the beginning of the survey. This question was asked of only one of those groups.

ACTION BASED ON INFORMATION

Residents who recalled seeing or hearing information about how to prevent water pollution were next asked to indicate what they had done – if anything – to reduce the amount of pollution in local creeks, lagoons, and the ocean. Consistent with the past three years, more than one out of five respondents to this follow-up question indicated that they had not done anything or declined to state.

Twenty-three percent of residents that were asked reported that they had cleaned up trash at parks, beaches and on the street, taking over for the top action from last year, properly disposing of hazardous waste. Those that indicated they had used a commercial car wash as a way to reduce water pollution was higher in 2013 when compared to last year (17% vs. 9%) and consistent with levels reported in previous years (2011; 16%, 2010; 15%, 2009; 19%).

Figure 22: Action Taken Based on Pollution Prevention Information (n=281)¹⁶

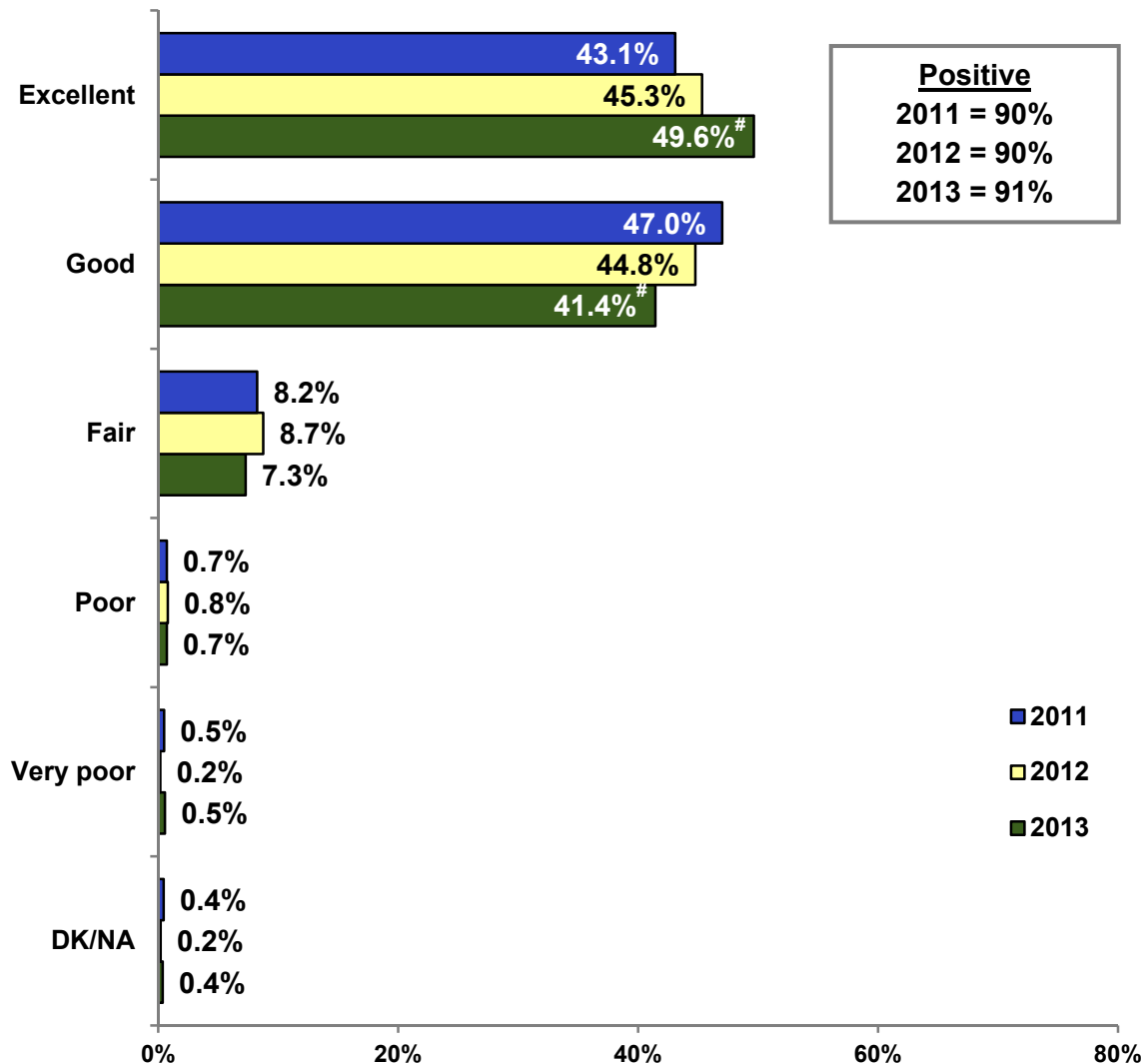


¹⁶ Multiple responses permitted; the percentages in the figure total more than 100 percent. Categories with less than one percent were combined into "Other" (see Appendix B for full breakdown).

EXPERIENCE VISITING THE CARLSBAD VILLAGE

Consistent with the past two years, 95 percent of residents reported visiting Carlsbad Downtown Village at least once a month, with almost six in ten (59%) indicating that they visited at least once a week or more.¹⁷ Ninety-one percent of residents surveyed rated their experience visiting Carlsbad Village as positive, with 50 percent rating it an “Excellent” experience (statistically higher than 2011) and 41 percent recalling a “Good” experience (statistically lower than 2011).

Figure 23: Experience Visiting Carlsbad Village



€ Statistically significant change from 2012 ($p < .05$)

Statistically significant change from 2011

¹⁷ Wording of this question changed slightly in 2011 to focus on a typical month. As such, previous years' data are not displayed.

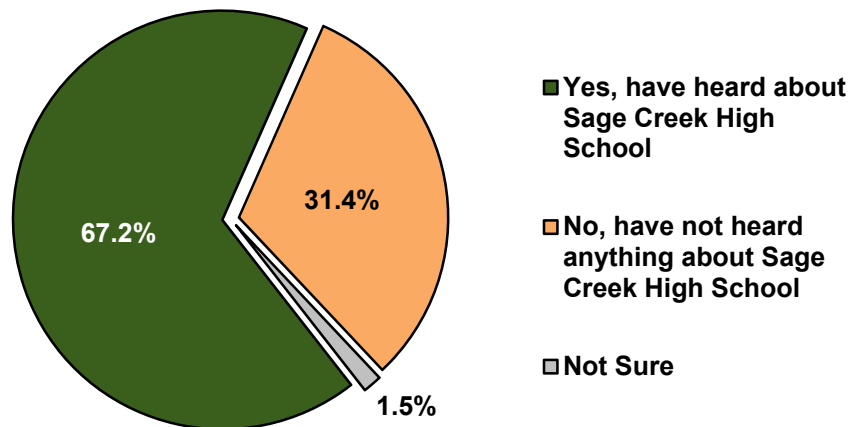
The following section examines use and perceptions regarding Carlsbad's Downtown Village by resident sub-groups.

- In general, residents who had a positive experience visiting Carlsbad's Downtown Village were more likely to rate other aspects of life in Carlsbad favorably. Ratings were positively correlated with: residents' views regarding quality of life, confidence in city government, sense of community, and satisfaction with city-resident communication.
- Residents who have lived in Carlsbad at least 15 years were the most likely to regularly visit the Village (71%).
- Seventy percent of residents living in apartments regularly visited the Village as compared to 58 percent of residents in single family detached homes or condominiums and townhomes. Renters were also more likely than owners to rate their experience as "Excellent" (61% vs. 45%).
- Residents of zip code 92009 were the least likely to report visiting the Village in a typical month (92008: 99%, 92009: 89%, 92010: 98%, 92011: 98%). While residents of 92008 were the most likely to rate their experience visiting the village as "Excellent" (61% vs. 45% for other zip codes).

AWARENESS OF SAGE CREEK HIGH SCHOOL

New to the 2013 survey, Carlsbad residents were asked whether they have heard, read or seen any information about a new public high school, Sage Creek, opening in Carlsbad this fall. Just over two-thirds of surveyed residents indicated that they had, while 31 percent had not, and one percent could not recall whether they had or not.

Figure 24: Knowledge about Sage Creek High School



The following is an assessment of awareness of Sage Creek High School opening by sub-groups.

- Residents who have lived in the City for less than 5 years were considerably less likely to be aware of Sage Creek's opening compared to those residents that have lived in the City for 5 or more years (52% vs. 70%).
- Residents with no children living in the home had somewhat lower awareness of Sage Creek opening compared to those with children in the home (61% vs. 75%).
- Residents who live in 92009, the zip code in which Sage Creek High School is located, had the lowest awareness of the school compared to residents from neighboring Carlsbad zip codes (51% vs. 77%).

APPENDIX A: METHODOLOGY

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

Table 2: Overview of Project Methodology

Method	Telephone Survey (Mobile and Land Line)
Universe	82,082 Residents 18 Years and Older within the City of Carlsbad
Number of Respondents	1,007 Residents Completed a Survey
Average Length	20 minutes
Field Dates	September 11 – September 28, 2013
Margin of Error	The <i>maximum</i> margin of error for questions answered by all 1,007 respondents was +/-3.07% (95% level of confidence)

RESEARCH OBJECTIVES

Prior to beginning the project, BW Research met with the City of Carlsbad's Performance Measurement Resource Team to determine the research objectives for the 2013 study. The main research objectives of the study were to assess residents' perceptions regarding city services, quality of life, sense of community, neighborhood safety, city government, community values, and city-resident communication.

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

BW Research utilized a mixed-method sampling plan that incorporated a 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.

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

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

Interviews were generally conducted from 5:00 pm to 9:00 pm Monday through 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.

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

DATA PROCESSING

Prior to analysis, BW Research examined the demographic characteristics of the 1,001 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) 2013 current demographic estimates for the City of Carlsbad. It is estimated that among Carlsbad's 107,674 residents, 82,082 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 +/-1.84 percent and +/- 3.07 percent (depending on the distribution of each question) for questions answered by all 1,007 respondents. It is important to note that questions asked of smaller groups of respondents (such as questions that were only asked of residents who visited the Village) or analysis of sub-groups (such as examining differences by length of residence or gender) will have a margin of error greater than +/-3.07 percent, with the exact margin of error dependent on the number of respondents in each sub-group. BW Research has utilized statistical testing to account for the margin of error within sub-groups and highlight statistically significant sub-group differences throughout this report.

COMPARISONS OVER TIME

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

APPENDIX B: SURVEY TOPLINES

Introduction

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

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

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

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

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

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

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

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

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

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

Screenener Questions

SCREENER 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 [Continue]
0.0%	No [Thank and terminate]

SCREENER 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 [Continue]

**SCREENER
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).

27.5%	92008 [Continue]
37.0%	92009 [Continue]
13.8%	92010 [Continue]
21.7%	92011 [Continue]
0.0%	Other [Thank and terminate]
0.0%	DK/NA [Thank and terminate]

PUT RESPONDENTS INTO TWO REPRESENTATIVE SAMPLES

SAMPLE A = GETS ASKED QUESTION 5 SKIPS QUESTION 13 & 14

SAMPLE B = SKIPS QUESTION 5 GETS ASKED QUESTION 13 & POTENTIALLY 14

Q1

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

0.1%	Less than 1 year
23.7%	1 to 4 years
21.3%	5 to 9 years
22.0%	10 to 14 years
32.9%	15 years or more
0.1%	(Don't Read) DK/NA

Q2

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)?

62.5%	Very satisfied
31.7%	Somewhat satisfied
2.0%	Somewhat dissatisfied
1.5%	Very dissatisfied
2.4%	(Don't Read) DK/NA

WITH DK/NA FACTORED OUT (n=983)

64.0%	Very satisfied
32.4%	Somewhat satisfied
2.0%	Somewhat dissatisfied
1.6%	Very dissatisfied

Q3 How would you rate your quality of life in Carlsbad?

67.6%	Excellent
28.7%	Good
3.2%	Fair
0.4%	Poor
0.0%	Very poor
0.1%	(Don't Read) DK/NA

WITH DK/NA FACTORED OUT (n=1,006)

67.7%	Excellent
28.7%	Good
3.2%	Fair
0.4%	Poor
0.0%	Very poor

Q4 Overall, do you feel the quality of life in Carlsbad is getting better, getting worse, or staying about the same?

- 29.3% Getting better
- 9.9% Getting worse
- 57.2% Staying about the same
- 3.6% (Don't Read) DK/NA

WITH DK/NA FACTORED OUT (n=970)

- 30.4% Getting better
- 10.3% Getting worse
- 59.4% Staying about the same

ASKED OF SAMPLE A RESPONDENTS ONLY (n=498)**Q5**

In your opinion, what is the number one thing that the City of Carlsbad could do to improve the quality of life within the community? (DO NOT READ - ONE RESPONSE ONLY) (n=498)

- 8.5% Fix the traffic problems
- 8.3% Improve the quality of the roads and other infrastructure
- 7.9% Stop building/ stop growth
- 6.7% Improve schools
- 4.9% Preserve more open space
- 3.7% Better city planning and/or management
- 3.6% Increase/ improve police services
- 3.3% Be more business friendly/ provide more shops
- 3.0% Increase recreation opportunities
- 2.6% Better economic plan/ lower taxes/fees
- 2.3% Improve beach access
- 2.2% More public transportation
- 2.0% More activities/ programs for children and young adults
- 2.0% More community events/ programs
- 1.3% More affordable housing/ affordability in general
- 0.9% Listen to the residents/ care more about the people in the community
- 0.9% Improve waste management/ city cleanliness
- 0.5% Build Desalination Plant
- 0.4% Address the gang problem
- 0.4% Remove the illegal immigrants
- 0.2% More jobs
- 0.2% More programs for seniors
- 8.3% Nothing needs improvement
- 4.1% Other (Specify)
- 21.8% DK/NA

Q6 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?

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>(Don't Read) DK/NA</u>
A. Walking alone in your neighborhood during the day	87.5%	10.9%	1.0%	0.2%	0.4%
B. Walking alone in your neighborhood after dark	54.3%	35.9%	5.2%	1.3%	3.3%

QUESTION 6 WITH DK/NA FACTORED OUT

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>
A. Walking alone in your neighborhood during the day (n=1,003)	87.8%	11.0%	1.0%	0.2%
B. Walking alone in your neighborhood after dark (n=973)	56.2%	37.1%	5.4%	1.3%

Q7 Next, please think about the sense of community that you feel living in Carlsbad. Would you say that you feel a strong sense of community, a weak sense of community, or no sense of community at all?

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

33.0%	Very strong
38.0%	Somewhat strong
18.8%	Somewhat weak
2.9%	Very weak
4.8%	None at all
2.5%	(Don't Read) DK/NA

Q8 Overall, how confident are you in the Carlsbad city government to make decisions that positively affect the lives of its community members?

24.9%	Very confident
55.5%	Somewhat confident
9.5%	Somewhat unconfident
3.4%	Very unconfident
6.7%	(Don't Read) DK/NA

WITH DK/NA FACTORED OUT (n=940)

26.7%	Very confident
59.5%	Somewhat confident
10.2%	Somewhat unconfident
3.6%	Very unconfident

Q9

Now I'm going to read a list of statements that describe Carlsbad's vision for the City. Please indicate whether you generally agree, disagree, or neither agree nor disagree with the following statements that describe characteristics or qualities of Carlsbad.

Here is the (first/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	Agree	Neither agree nor disagree	Disagree	Strongly disagree	(Don't Read) DK/NA
A. Carlsbad has a small town, connected feel	42.0%	33.7%	4.9%	12.2%	6.0%	1.1%
B. Carlsbad maintains its beach community character	64.1%	26.3%	3.3%	2.9%	1.7%	1.6%
C. Carlsbad promotes active lifestyles by providing access to trails, parks, beaches and other recreational opportunities	69.7%	24.6%	1.9%	2.1%	0.9%	0.8%
D. Carlsbad supports a strong local economy by promoting business diversity and tourism	52.4%	35.2%	4.9%	3.3%	1.4%	2.8%
E. Carlsbad is improving access to walking and biking trails	41.6%	35.9%	9.2%	5.5%	2.4%	5.4%
F. Carlsbad is improving access to public transportation	13.7%	23.0%	21.6%	16.1%	8.4%	17.1%
G. Carlsbad supports environmental sustainability	34.6%	42.0%	8.9%	5.2%	3.0%	6.3%
H. Carlsbad promotes the arts	48.9%	35.2%	5.4%	4.7%	1.4%	4.4%
I. Carlsbad celebrates the City's cultural heritage	27.4%	34.1%	15.8%	9.7%	3.8%	9.2%
J. Carlsbad supports quality education	40.1%	32.2%	9.3%	6.2%	3.3%	9.0%
K. Carlsbad supports neighborhood revitalization and livable communities	34.9%	37.8%	11.8%	5.4%	2.0%	8.1%
L. Carlsbad protects and enhances open space and the natural environment	42.4%	37.1%	5.7%	6.6%	5.8%	2.5%

Q9 WITH DK/NA FACTORED OUT

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
A. Carlsbad has a small town, connected feel (n=996)	42.5%	34.1%	5.0%	12.3%	6.1%
B. Carlsbad maintains its beach community character (n=990)	65.2%	26.7%	3.3%	3.0%	1.7%
C. Carlsbad promotes active lifestyles by providing access to trails, parks, beaches and other recreational opportunities (n=999)	70.3%	24.8%	1.9%	2.1%	0.9%
D. Carlsbad supports a strong local economy by promoting business diversity and tourism (n=979)	53.9%	36.2%	5.1%	3.4%	1.4%
E. Carlsbad is improving access to walking and biking trails (n=953)	44.0%	37.9%	9.7%	5.8%	2.6%
F. Carlsbad is improving access to public transportation (n=834)	16.6%	27.8%	26.0%	19.4%	10.2%
G. Carlsbad supports environmental sustainability (n=943)	36.9%	44.8%	9.5%	5.5%	3.2%
H. Carlsbad promotes the arts (n=963)	51.2%	36.8%	5.7%	4.9%	1.5%
I. Carlsbad celebrates the City's cultural heritage (n=915)	30.2%	37.5%	17.4%	10.7%	4.2%
J. Carlsbad supports quality education (n=916)	44.1%	35.3%	10.2%	6.8%	3.7%
K. Carlsbad supports neighborhood revitalization and livable communities (n=926)	38.0%	41.1%	12.8%	5.9%	2.1%
L. Carlsbad protects and enhances open space and the natural environment (n=982)	43.4%	38.0%	5.8%	6.8%	6.0%

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

Q10

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

RANDOMIZE Entire list, but keep K-M together and randomly insert

	<u>Very satisfied</u>	<u>Somewhat satisfied</u>	<u>Neither sat nor dissat</u>	<u>Somewhat dissatisfied</u>	<u>Very dissatisfied</u>	<u>(Don't Read) DK/NA</u>
A. Repair and maintain local streets and roads	49.9%	36.0%	4.0%	6.5%	3.0%	0.6%
B. Manage traffic congestion on city streets	31.5%	41.7%	4.6%	14.7%	6.4%	1.1%
C. Manage residential growth and development	28.2%	38.2%	11.3%	12.1%	5.2%	5.0%
D. Maintain the business climate in Carlsbad	47.3%	32.6%	9.6%	3.1%	1.4%	6.1%
E. Provide fire protection and emergency medical services	71.1%	17.7%	5.5%	0.6%	0.3%	4.8%
F. Provide law enforcement services	64.8%	23.6%	3.7%	3.9%	1.4%	2.6%
G. Provide local arts and cultural opportunities	45.5%	35.1%	8.5%	4.1%	1.3%	5.4%
H. Provide library services	75.7%	16.5%	4.0%	0.9%	0.1%	2.8%
I. Provide water services	60.5%	26.5%	4.7%	2.9%	2.0%	3.4%
J. Provide sewer services	57.9%	27.5%	8.4%	1.1%	0.6%	4.4%
K. Maintain city parks	72.4%	21.6%	2.3%	1.3%	0.9%	1.5%
L. Provide recreation programs	55.2%	25.0%	9.2%	3.0%	0.7%	6.9%
M. Provide trails and walking paths	60.9%	28.6%	4.1%	2.9%	0.6%	2.8%
N. Protect water quality in the city's creeks, lagoons, and ocean	39.3%	36.9%	11.0%	4.9%	1.6%	6.2%
O. Provide trash collection services	74.9%	19.1%	2.2%	1.5%	1.1%	1.2%
P. Provide street sweeping services	54.2%	28.1%	7.6%	3.5%	2.8%	3.8%
Q. Provide hazardous waste disposal	34.5%	28.5%	15.8%	6.5%	2.7%	11.9%
R. Provide recycling collection services	70.1%	21.7%	2.7%	2.6%	1.4%	1.6%

Q10 WITH DK/NA FACTORED OUT

	<u>Very satisfied</u>	<u>Somewhat satisfied</u>	<u>Neither sat nor dissat</u>	<u>Somewhat dissatisfied</u>	<u>Very dissatisfied</u>
A. Repair and maintain local streets and roads (n=1,001)	50.2%	36.3%	4.0%	6.5%	3.1%
B. Manage traffic congestion on city streets (n=996)	31.8%	42.2%	4.7%	14.9%	6.5%
C. Manage residential growth and development (n=957)	29.7%	40.2%	11.9%	12.7%	5.5%
D. Maintain the business climate in Carlsbad (n=946)	50.3%	34.7%	10.2%	3.3%	1.4%
E. Provide fire protection and emergency medical services (n=958)	74.8%	18.6%	5.7%	0.6%	0.3%
F. Provide law enforcement services (n=981)	66.6%	24.2%	3.8%	4.1%	1.4%
G. Provide local arts and cultural opportunities (n=952)	48.1%	37.1%	9.0%	4.3%	1.4%
H. Provide library services (n=978)	77.9%	17.0%	4.1%	0.9%	0.1%
I. Provide water services (n=973)	62.6%	27.5%	4.8%	3.0%	2.1%
J. Provide sewer services (n=962)	60.6%	28.8%	8.8%	1.2%	0.6%
K. Maintain city parks (n=992)	73.5%	21.9%	2.3%	1.3%	0.9%
L. Provide recreation programs (n=937)	59.3%	26.9%	9.9%	3.2%	0.7%
M. Provide trails and walking paths (n=979)	62.7%	29.4%	4.3%	3.0%	0.7%
N. Protect water quality in the city's creeks, lagoons, and ocean (n=944)	41.9%	39.4%	11.8%	5.2%	1.7%
O. Provide trash collection services (n=995)	75.8%	19.4%	2.2%	1.5%	1.1%
P. Provide street sweeping services (n=969)	56.4%	29.2%	7.9%	3.6%	2.9%
Q. Provide hazardous waste disposal (n=887)	39.2%	32.3%	17.9%	7.4%	3.1%
R. Provide recycling collection services (n=990)	71.2%	22.0%	2.7%	2.6%	1.4%

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

Q11 Are you satisfied or dissatisfied with the city's efforts to provide information to residents through its website, newsletters, water bill inserts and related sources of information? (GET ANSWER, THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

45.5%	Very satisfied
37.6%	Somewhat satisfied
6.9%	Somewhat dissatisfied
2.6%	Very dissatisfied
7.4%	(Don't Read) DK/NA

WITH DK/NA FACTORED OUT (n=932)

49.2%	Very satisfied
40.6%	Somewhat satisfied
7.4%	Somewhat dissatisfied
2.8%	Very dissatisfied

Q12 How often are you using the following sources of information when you want to find out about city issues, programs, and services?

RANDOMIZE

	<u>Regularly</u>	<u>Sometimes</u>	<u>Seldom</u>	<u>Never</u>	<u>(Don't Read) DK/NA</u>
A. The City of Carlsbad web site	19.9%	30.9%	22.2%	26.0%	1.1%
B. The San Diego Union-Tribune or UT San Diego	25.2%	18.5%	15.4%	39.2%	1.6%
C. The community services and recreation guide	21.6%	30.8%	18.9%	27.2%	1.5%
D. Social media web sites such as Facebook, Twitter or YouTube	18.1%	16.3%	13.1%	51.1%	1.4%
E. Carlsbad Currents newsletter	17.5%	23.8%	15.5%	38.2%	5.0%
F. Flyers that come in your water bill	26.6%	23.9%	13.2%	31.1%	5.3%
G. Flyers at City buildings like the Library, Senior Center, or community centers	12.6%	26.4%	24.4%	34.9%	1.6%
H. City Cable Channel	4.5%	11.1%	14.1%	68.6%	1.7%
I. Patch.com	5.6%	6.2%	7.8%	71.1%	9.3%
J. Coast news	16.6%	25.8%	20.1%	34.5%	2.9%

ASKED OF SAMPLE B RESPONDENTS ONLY (n=509)

Q13

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

Have you seen or heard anything during the past year about how residents can prevent the pollution of our creeks, lagoons, and ocean? (n=509)

55.2% Yes [GO TO Q14]
40.9% No [SKIP TO Q15]
3.9% (Don't Read) DK/NA [SKIP TO Q15]

WITH DK/NA FACTORED OUT (n=976)

57.4% Yes
42.6% No

[IF Q13 = "NO" OR "DK/NA" SKIP TO Q15, OTHERWISE ASK Q14]

Q14

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

(n=281)

- | | |
|-------|------------------------------------------------------------------|
| 22.9% | Cleaned up trash at parks and beaches/ on the street |
| 22.3% | Properly disposed of hazardous waste |
| 17.0% | Used a commercial car wash |
| 12.0% | Used environmentally friendly soaps, pesticides, etc. |
| 8.5% | Cleaned up animal waste |
| 7.2% | Recycled |
| 4.7% | Careful of what goes down sewer/ no longer dump down storm drain |
| 3.7% | Don't litter |
| 3.4% | I do everything I can/ I don't pollute |
| 3.2% | Reduced run-off/ erosion control |
| 2.9% | Don't wash cars as much/ don't wash in driveway |
| 2.1% | Reduced water usage/ used water more efficiently |
| 1.2% | Reduce trash/ plastics |
| 0.5% | Stopped washing driveway |
| 0.5% | Used different/ less pesticides |
| 0.4% | Walk/ ride bike more often |
| 18.0% | Have not done anything |
| 0.7% | Other (Specify) |
| 3.8% | DK/NA |

Q14 WITH DK/NA FACTORED OUT (n=270)

23.8%	Cleaned up trash at parks and beaches/ on the street
23.2%	Properly disposed of hazardous waste
17.7%	Used a commercial car wash
12.5%	Used environmentally friendly soaps, pesticides, etc.
8.8%	Cleaned up animal waste
7.5%	Recycled
4.9%	Careful of what goes down sewer/ no longer dump down storm drain
3.9%	Don't litter
3.5%	I do everything I can/ I don't pollute
3.3%	Reduced run-off/ erosion control
3.0%	Don't wash cars as much/ don't wash in driveway
2.2%	Reduced water usage/ used water more efficiently
1.3%	Reduce trash/ plastics
0.5%	Stopped washing driveway
0.5%	Used different/ less pesticides
0.4%	Walk/ ride bike more often
0.7%	Other
18.8%	Have not done anything

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

Q15

How often do you visit Carlsbad's downtown village, in a typical month? [WAIT FOR RESPONSE, IF THEY SAY DO NOT KNOW, GIVE THREE CATEGORIES SHOWN IN OPTION 1, 2, 3 AND 4]

- 58.9% Regularly, once a week or more
- 36.2% Sometimes, once a month or more
- 0.2% Seldom, less than once a month
- 4.5% Never [SKIP TO Q17]
- 0.1% (Don't Read) DK/NA [SKIP TO Q17]

[IF Q15= "NEVER" OR "DK/NA" SKIP TO Q17, OTHERWISE ASK Q16]

Q16 How would you rate your experience while visiting Carlsbad's downtown village?
(n=960)

49.6% Excellent
41.4% Good
7.3% Fair
0.7% Poor
0.5% Very poor
0.4% DK/NA

WITH DK/NA FACTORED OUT (n=957)

49.8% Excellent
41.6% Good
7.3% Fair
0.7% Poor
0.6% Very poor

Before we finish, I want to ask you a quick questions about Carlsbad's public schools.

Q17 Have your heard, read or seen any information about a new public high school, Sage Creek, opening in Carlsbad this fall?

67.2% Yes
31.4% No
1.5% Not Sure

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

QA Do you own or rent the unit in which you live?

29.2% Rent
68.7% Own
2.1% (Don't Read) Refused

QB Which of the following best describes your current home?

66.9% Single family detached home
10.6% Apartment
20.1% Condominium or Town Home
1.7% Mobile home
0.8% (Don't Read) Refused

QC Please tell me how many children under 18 live in your house.

55.8% No children
17.1% 1 child
16.9% 2 children
8.8% 3 or more children
1.3% Refused

QD In what year were you born? 19__
(Recoded into age)

7.6%	18 to 24 years
15.0%	25 to 34 years
18.4%	35 to 44 years
21.4%	45 to 54 years
15.9%	55 to 64 years
18.3%	65 years or older
3.6%	Refused

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

14.0%	La Costa / La Costa Canyon
6.6%	Aviara
6.0%	Olde Carlsbad
5.9%	Calavera Hills
5.8%	Village or Downtown Carlsbad
5.0%	None, I just live in Carlsbad
3.6%	Rancho Carrillo
3.4%	Poinsettia
2.8%	La Costa Greens
2.5%	Tamarack Point
2.2%	La Costa Oaks
1.9%	La Costa Ridge
1.7%	Bressi Ranch
1.0%	Rancho Carlsbad or Sunny Creek
0.7%	Rancho La Costa
0.7%	Barrio
0.7%	Terramar
0.4%	South Beach
0.4%	Carlsbad Ranch
0.2%	Kelly Ranch
0.2%	Hedionda Point
0.2%	North Beach
0.1%	Robertson Ranch
0.1%	Ponto
24.9%	Other (Specify)
9.1%	DK/NA Refused

QE Breakdown of respondents' neighborhood identification

72.3% Identified with a Carlsbad neighborhood
13.2% Identified with an HOA
14.5% Did not identify with a neighborhood

[IF QE= "NONE, I JUST LIVE IN CARLSBAD," "OTHER," OR "DK/NA" ASK QF THRU QL, OTHERWISE SKIP TO QM]

[ASK QF IF ZIPCODE IS 92008 OR 92010 AND ANSWERED "NONE, I JUST LIVE IN CARLSBAD," "OTHER," OR "DK/NA" FOR QE]

QF Do you live North or South of Carlsbad Village Drive?

(n=183)

25.5% North
65.9% South
8.6% (Don't Read) Refused

[ASK QF IF ZIPCODE IS 92008 OR 92010 AND ANSWERED "NONE, I JUST LIVE IN CARLSBAD," "OTHER," OR "DK/NA" FOR QE]

QG Do you live North or South of Tamarack Avenue?

(n=183)

56.7%	North
34.7%	South
8.6%	(Don't Read) Refused

[ASK QF IF ZIPCODE IS 92010 AND ANSWERED "NONE, I JUST LIVE IN CARLSBAD," "OTHER," OR "DK/NA" FOR QE]

QH Do you live East or West of College Boulevard?

(n=53)

18.4%	East
66.4%	West
15.2%	(Don't Read) Refused

[ASK QF IF ZIPCODE IS 92008 or 92011 AND ANSWERED "NONE, I JUST LIVE IN CARLSBAD," "OTHER," OR "DK/NA" FOR QE]

QI Do you live East or West of Interstate 5?

(n=231)

67.4%	East
25.5%	West
7.1%	(Don't Read) Refused

[ASK QF IF ZIPCODE IS 92009 or 92011 AND ANSWERED "NONE, I JUST LIVE IN CARLSBAD," "OTHER," OR "DK/NA" FOR QE]

QJ Do you live North or South of Poinsettia Lane?

(n=209)

39.3%	North
56.6%	South
4.2%	(Don't Read) Refused

[ASK QF IF ZIPCODE IS 92009 AND ANSWERED "NONE, I JUST LIVE IN CARLSBAD," "OTHER," OR "DK/NA" FOR QE]

QK Do you live North or South of La Costa Avenue?
(n= 108)

52.0%	North
44.4%	South
3.6%	(Don't Read) Refused

[ASK QF IF ZIPCODE IS 92009 AND ANSWERED "NONE, I JUST LIVE IN CARLSBAD," "OTHER," OR "DK/NA" FOR QE]

QL Do you live North or South of Olivenhain Road?
(n= 108)

61.5%	North
19.0%	South
19.5%	(Don't Read) Refused

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

73.3%	White or Caucasian
11.6%	Hispanic or Latino
3.7%	Asian
1.2%	African American or Black
5.2%	Other (Specify)
5.0%	(Don't Read) DK/NA

QN Lastly, would you be interested in participating in future research sponsored by the City of Carlsbad?

55.0%	Yes
45.0%	No

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

QO Gender (Recorded from voice, not asked):

47.2%	Male
52.8%	Female

O. First Name of Respondent _____

P. Phone _____

Q. Date of Interview _____

R. Name of Interviewer _____

S. Time of Interview _____