

# **City of Carlsbad Public Opinion Survey Report**

Conducted for:

**City of Carlsbad**

Conducted by:

**The Social and Behavioral Research Institute**

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## **INTRODUCTION**

This report summarizes the results of the City of Carlsbad Public Opinion Survey. This was a telephone survey conducted with residents of the City of Carlsbad administered in the Fall of 2002.

The survey was conducted for the City of Carlsbad by the Social and Behavioral Research Institute at California State University, San Marcos.

The survey addressed the attitudes of city residents concerning city-provided services, facilities, and issues, and included a number of demographic questions. The report contains a description of the data, and an elaboration of the results of the survey.

## DATA

The information in this report is based on 1,019 telephone interviews conducted with Carlsbad residents, 18 years of age or older. Respondent household telephone numbers were selected for contact using Random-Digit-Dial methodology. Using this methodology, all listed and unlisted residential telephone numbers within a geographic boundary have an equal chance for inclusion in the sample. Approximately 500 interviews were conducted with respondent households from two regions in the City of Carlsbad (North and South). The regions were specified as follows; North included residents in the 92008 zip code, and the South included residents in the 92009 zip code.

This questionnaire used for this study is similar to a surveys conducted by the SBRI for the City of Carlsbad in 2000 and 2001. The questionnaire was designed by SBRI in consultation with City of Carlsbad staff. Within the body of the report, comparisons are made between results for these years. The interview questions can be found in Appendix A.

Responses to open-ended questions were transcribed by interviewers during the course of the survey call. All open-ended responses were examined by SBRI analytical staff, who then edited and coded the responses for use in this report. Appendix B contains these open-ended responses.

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

supervisory staff employs a silent monitoring system to listen to interviews real-time for quality control purposes. This monitoring system was made available for use by City of Carlsbad staff.

Interviewing for this study was conducted between July 29th and September 5th, 2002, on-site at the SBRI office in San Marcos City Hall. Interviews were conducted Monday through Friday 12:00pm to 9:00pm, Saturday 10:00am to 6:00pm, and Sunday 1:00pm to 8:00pm, with the greatest number of interviews being conducted weekday evenings and weekends. Scheduling of the interviewing sessions was arranged to insure that a representative sample of Carlsbad households were contacted. Up to 15 call attempts were made to telephone numbers before retiring the numbers. The large number of call attempts were made in order to allow Carlsbad residents with busy schedules and lifestyles to have enough opportunities to participate in the survey.

SBRI interviewers made 47,457 telephone calls during the course of the study, with an average completed interview length of 20.1 minutes. The response rate for the survey was 59.2%. This response rate was calculated using methodology supported by the Council of American Survey Research Organizations (CASRO) and the American Association of Public Opinion Researchers (AAPOR). The formula used was CASRO response rate formula RR4.

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

## RESULTS

### Respondent Demographics

This section provides a description of the Carlsbad residents surveyed this year (2002). These findings are very consistent with the demographics in the previous years of the study. Consistent with most telephone surveys and the surveys conducted in 2000 and 2001, 40.2 percent of those responding were male and 59.8 percent were female. These respondents had lived in Carlsbad an average of 10.55 years, and averaged 49.40 years of age, ranging from 18 to 93 years old. Table 1 shows the distribution of the race/ethnicity of the respondents.<sup>1</sup>

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<sup>1</sup>The “Valid Percent” in the table represents the percent of the valid responses, as opposed to the “Percent” which refers to the percent of the total sample.



**Table 1: Race/Ethnicity of Respondent.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 White/Caucasian	842	82.6	85.9	85.9
	2 African American or Black	6	.6	.6	86.5
	3 Asian	45	4.4	4.6	91.1
	4 American Indian, Aleut, Eskimo	12	1.2	1.2	92.3
	5 Hispanic or Latino	55	5.4	5.6	98.0
	6 Other	20	2.0	2.0	100.0
	Total		980	96.2	100.0
Missing	8 Don't Know	3	.3		
	9 Refused	36	3.5		
	Total	39	3.8		
Total		1019	100.0		

Table 2 displays the annual household income of the respondents. Over half (54.9%) of the respondents had total household incomes of more than \$75,000. Incomes from \$50,000 to under \$75,000 were most typical.

**Table 2: Total Income Previous Year Before Taxes.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Under \$25,000	50	4.9	5.7	5.7
	2 \$25,000 to under \$35,000	50	4.9	5.7	11.4
	3 \$35,000 to under \$50,000	115	11.3	13.1	24.5
	4 \$50,000 to under \$75,000	181	17.8	20.6	45.1
	5 \$75,000 to under \$100,000	166	16.3	18.9	64.0
	6 \$100,000 to under \$125,000	131	12.9	14.9	78.9
	7 \$125,000 to under \$150,000	72	7.1	8.2	87.1
	8 \$150,000 to under \$200,000	54	5.3	6.2	93.3
	9 \$200,000 and above	59	5.8	6.7	100.0
	Total	878	86.2	100.0	
Missing	98 Don't Know	12	1.2		
	99 Refused	128	12.6		
	System	1	.1		
	Total	141	13.8		
Total		1019	100.0		

Of the respondents, 77.3 percent indicated that they owned their home, and 22.7 percent said they were renting. There was an average of 2.57 people in the households, and 34.8 percent of the households had at least one child. Of those *households with children*, there was an average of 1.71 children in the household.

## Demographics by Region

Analyses were performed to determine if there were differences in the demographic characteristics of the respondents by geographic region. The respondents did not differ by region with respect to gender. The North and South Regions did differ slightly by ethnicity. This is seen in Table 3. Most notably, the North Region had a higher percentage of Hispanic residents than did the South Region.

**Table 3: Race/Ethnicity by Region.**

			REGION2 Region2		
			1 North	2 South	Total
QRACE Race of Respondent	1 White/Caucasian	Count	420	422	842
		% within REGION2 Region2	84.8%	87.0%	85.9%
	2 African American or Black	Count	2	4	6
		% within REGION2 Region2	.4%	.8%	.6%
	3 Asian	Count	17	28	45
		% within REGION2 Region2	3.4%	5.8%	4.6%
	4 American Indian, Aleut, Eskimo	Count	5	7	12
		% within REGION2 Region2	1.0%	1.4%	1.2%
	5 Hispanic or Latino	Count	36	19	55
		% within REGION2 Region2	7.3%	3.9%	5.6%
	6 Other	Count	15	5	20
		% within REGION2 Region2	3.0%	1.0%	2.0%
Total	Count		495	485	980
	% within REGION2 Region2		100.0%	100.0%	100.0%

The North and South Regions also differed with respect to income. Residents in the South Region had a higher total household income than did residents in the North. This is illustrated in Table 4.

**Table 4: Total Household Pre-Tax Income by Region.**

			REGION2 Region2		
			1 North	2 South	Total
QINCOME	1 Under \$25,000	Count	34	16	50
		% within REGION2 Region2	7.5%	3.8%	5.7%
Total Income Last Year Before Taxes	2 \$25,000 to under \$35,000	Count	26	24	50
		% within REGION2 Region2	5.7%	5.7%	5.7%
	3 \$35,000 to under \$50,000	Count	72	43	115
		% within REGION2 Region2	15.9%	10.1%	13.1%
	4 \$50,000 to under \$75,000	Count	102	79	181
		% within REGION2 Region2	22.5%	18.6%	20.6%
	5 \$75,000 to under \$100,000	Count	93	73	166
		% within REGION2 Region2	20.5%	17.2%	18.9%
	6 \$100,000 to under \$125,000	Count	62	69	131
		% within REGION2 Region2	13.7%	16.3%	14.9%
	7 \$125,000 to under \$150,000	Count	26	46	72
		% within REGION2 Region2	5.7%	10.8%	8.2%
	8 \$150,000 to under \$200,000	Count	18	36	54
		% within REGION2 Region2	4.0%	8.5%	6.2%
	9 \$200,000 and above	Count	21	38	59
		% within REGION2 Region2	4.6%	9.0%	6.7%
Total	Count		454	424	878
	% within REGION2 Region2		100.0%	100.0%	100.0%

There was a considerable difference by region in home ownership. As Table 5 shows, those in the North Region were much more likely to rent their home than were residents in the South Region.

**Table 5: Home Ownership by Region.**

			REGION2 Region2		
			1 North	2 South	Total
QDEMO2 Own or Rent Home	0 Own	Count	365	418	783
		% within REGION2 Region2	72.0%	82.6%	77.3%
	1 Rent	Count	142	88	230
		% within REGION2 Region2	28.0%	17.4%	22.7%
Total		Count	507	506	1013
		% within REGION2 Region2	100.0%	100.0%	100.0%

Additionally, as Table 6 shows, respondents in the North Region had lived in Carlsbad longer than did respondents in the South Region. In fact, those in the north reported living in Carlsbad nearly twice as long as those in the south.

**Table 6: Years Lived in Carlsbad by Region.**

			N	Mean	Std. Deviation
			REGION2 Region2		
QDEMO1 Years Lived in City	1 North		510	13.41	13.10
	2 South		509	7.68	7.92

## City Services and Facilities

### City-Provided Services

Respondents were asked about services provided by or through the City of Carlsbad. Each respondent was asked how they would rate (from poor to excellent) a number of city-provided services. As Table 7 shows, all the city-provided services addressed in the survey were rated as good or excellent by most people.

**Table 7: Ratings of City Services in 2002.**

	1 Poor		2 Fair		3 Good		4 Excellent		Good/Excellent	
	Count	%	Count	%	Count	%	Count	%	Count	%
Recreational Programs	11	1.3%	86	9.8%	463	52.7%	318	36.2%	781	89.0%
Library Services	2	.2%	38	4.0%	341	35.9%	568	59.9%	909	95.8%
Fire Protection Services	4	.5%	12	1.5%	395	48.2%	409	49.9%	804	98.0%
Police Services	15	1.6%	66	7.0%	470	50.1%	388	41.3%	858	91.4%
Traffic Enforcement	69	7.5%	192	20.9%	504	54.8%	155	16.8%	659	71.6%
Water Services	21	2.1%	92	9.3%	615	62.1%	262	26.5%	877	88.6%
Cultural Arts Programs	29	3.3%	155	17.6%	427	48.4%	272	30.8%	699	79.2%
Sewer Services	15	1.6%	74	7.8%	642	67.9%	214	22.6%	856	90.6%

Table 8 shows the ratings of the recreation programs by year of administration. This table shows that the ratings are favorable, and that there has been no significant change during the three years of this study.

**Table 8: Recreational Programs Ratings by Year.**

			YEAR Year of Study			
			1 2000	2 2001	3 2002	Total
QSERV1 Recreational Programs Rating	1 Poor	Count	15	11	11	37
		% within YEAR Year of Study	1.8%	1.3%	1.3%	1.4%
	2 Fair	Count	81	73	86	240
		% within YEAR Year of Study	9.6%	8.5%	9.8%	9.3%
	3 Good	Count	468	495	463	1426
		% within YEAR Year of Study	55.3%	57.8%	52.7%	55.2%
	4 Excellent	Count	282	278	318	878
		% within YEAR Year of Study	33.3%	32.4%	36.2%	34.0%
Total	Count	846	857	878	2581	
	% within YEAR Year of Study	100.0%	100.0%	100.0%	100.0%	

Table 9 shows the library services ratings. The table shows that about 60 percent of the respondents rate the library services as excellent. These ratings have not changed significantly from 2000.

**Table 9: Library Services Ratings by Year.**

			YEAR Year of Study			
			1 2000	2 2001	3 2002	Total
QSERV2 Library Services Rating	1 Poor	Count	6	7	2	15
		% within YEAR Year of Study	.6%	.8%	.2%	.5%
	2 Fair	Count	31	31	38	100
		% within YEAR Year of Study	3.3%	3.3%	4.0%	3.6%
	3 Good	Count	335	317	341	993
		% within YEAR Year of Study	36.1%	34.1%	35.9%	35.4%
	4 Excellent	Count	556	575	568	1699
		% within YEAR Year of Study	59.9%	61.8%	59.9%	60.5%
Total	Count	928	930	949	2807	
	% within YEAR Year of Study	100.0%	100.0%	100.0%	100.0%	



The fire protection services received particularly good ratings. About half of the respondents rated the fire protection services as excellent. This is seen in Table 10, which shows that in general the distribution of ratings of fire protection services were higher in 2001 than they were in 2000 or 2002.

**Table 10: Fire Protection Services Ratings by Year.**

			YEAR Year of Study			
			1 2000	2 2001	3 2002	Total
QSERV3 Fire Protection Services Rating	1 Poor	Count	7	5	4	16
		% within YEAR Year of Study	.8%	.6%	.5%	.6%
	2 Fair	Count	26	17	12	55
		% within YEAR Year of Study	3.1%	2.1%	1.5%	2.2%
	3 Good	Count	395	337	395	1127
		% within YEAR Year of Study	47.4%	41.3%	48.2%	45.7%
	4 Excellent	Count	405	456	409	1270
		% within YEAR Year of Study	48.6%	56.0%	49.9%	51.5%
	Total	Count	833	815	820	2468
		% within YEAR Year of Study	100.0%	100.0%	100.0%	100.0%

Police service ratings followed a pattern similar to that of fire protection services. That is, the ratings were higher in 2001 than they were in 2000 or 2002. This is seen in Table 11. As with the fire protection services, over 90 percent of the respondents rated these services as good or excellent.

**Table 11: Police Services Ratings by Year.**

			YEAR Year of Study			
			1 2000	2 2001	3 2002	Total
QSERV4 Police Services Rating	1 Poor	Count	24	16	15	55
		% within YEAR Year of Study	2.6%	1.7%	1.6%	2.0%
	2 Fair	Count	64	45	66	175
		% within YEAR Year of Study	7.0%	4.8%	7.0%	6.3%
	3 Good	Count	445	408	470	1323
		% within YEAR Year of Study	48.7%	43.7%	50.1%	47.5%
	4 Excellent	Count	380	465	388	1233
		% within YEAR Year of Study	41.6%	49.8%	41.3%	44.3%
Total	Count	913	934	939	2786	
	% within YEAR Year of Study	100.0%	100.0%	100.0%	100.0%	

The enforcement of traffic regulations was also rated by Carlsbad residents. The ratings of traffic regulations enforcement were typically rated as good or excellent. This is shown in Table 12. These ratings were highest in 2001.

**Table 12: Traffic Enforcement Ratings by Year.**

			YEAR Year of Study			Total
			1 2000	2 2001	3 2002	
QSERV5 Traffic Enforcement Rating	1 Poor	Count	123	74	69	266
		% within YEAR Year of Study	12.9%	8.2%	7.5%	9.6%
	2 Fair	Count	205	160	192	557
		% within YEAR Year of Study	21.5%	17.6%	20.9%	20.0%
	3 Good	Count	492	494	504	1490
		% within YEAR Year of Study	51.5%	54.5%	54.8%	53.6%
	4 Excellent	Count	135	179	155	469
		% within YEAR Year of Study	14.1%	19.7%	16.8%	16.9%
Total	Count	955	907	920	2782	
	% within YEAR Year of Study	100.0%	100.0%	100.0%	100.0%	

Residents were asked about water services in 2001 and 2002. These ratings are summarized in Table 13, which shows that over 60 percent of the respondents rated the water services as good, and about 90 percent of the respondents rated these services as good or excellent. The ratings did not differ between 2001 and 2002.

**Table 13: Water Services Ratings by Year.**

			YEAR Year of Study		
			2 2001	3 2002	Total
QSERV6 Water Services Rating	1 Poor	Count	22	21	43
		% within YEAR Year of Study	2.3%	2.1%	2.2%
	2 Fair	Count	63	92	155
		% within YEAR Year of Study	6.5%	9.3%	7.9%
	3 Good	Count	612	615	1227
		% within YEAR Year of Study	63.0%	62.1%	62.5%
	4 Excellent	Count	275	262	537
		% within YEAR Year of Study	28.3%	26.5%	27.4%
Total		Count	972	990	1962
		% within YEAR Year of Study	100.0%	100.0%	100.0%

Residents were asked about cultural arts programs in 2001 and 2002 as well. Their responses are displayed in Table 14. Three quarters of the respondents indicated that they thought the cultural arts programs in Carlsbad were good or excellent. The ratings did not differ by year.

**Table 14: Cultural Arts Programs Ratings by Year.**

			YEAR Year of Study		Total
			2 2001	3 2002	
QSERV7 Cultural Arts Programs Rating	1 Poor	Count	42	29	71
		% within YEAR Year of Study	4.8%	3.3%	4.1%
	2 Fair	Count	152	155	307
		% within YEAR Year of Study	17.6%	17.6%	17.6%
	3 Good	Count	414	427	841
		% within YEAR Year of Study	47.8%	48.4%	48.1%
	4 Excellent	Count	258	272	530
		% within YEAR Year of Study	29.8%	30.8%	30.3%
Total	Count	866	883	1749	
	% within YEAR Year of Study	100.0%	100.0%	100.0%	

Table 15 shows the ratings of the city’s sewer services. Over 90 percent of Carlsbad residents said they thought the sewer services were good or excellent. These ratings did not vary by year of administration.

**Table 15: Sewer Services Ratings by Year.**

			YEAR Year of Study		Total
			2 2001	3 2002	
QSERV8 Sewer Services Rating	1 Poor	Count	15	15	30
		% within YEAR Year of Study	1.8%	1.6%	1.7%
	2 Fair	Count	50	74	124
		% within YEAR Year of Study	6.1%	7.8%	7.0%
	3 Good	Count	554	642	1196
		% within YEAR Year of Study	67.2%	67.9%	67.6%
	4 Excellent	Count	206	214	420
		% within YEAR Year of Study	25.0%	22.6%	23.7%
Total	Count	825	945	1770	
	% within YEAR Year of Study	100.0%	100.0%	100.0%	

*City Service Ratings by Region*

Generally, city-provided service ratings were similar in the North and South regions. They did, however, differ with respect to recreational and cultural arts programs. Table 16 shows the ratings of recreational programs by region. While most people in both regions were likely to rate the recreational programs as good or excellent, those in the North were more likely than residents in the south to rate the city’s recreational programs as excellent.

**Table 16: Recreational Programs Ratings by Region.**

			REGION2 Region2		
			1 North	2 South	Total
QSERV1 Recreational Programs Rating	1 Poor	Count	3	8	11
		% within REGION2 Region2	.7%	1.9%	1.3%
	2 Fair	Count	41	45	86
		% within REGION2 Region2	9.0%	10.7%	9.8%
	3 Good	Count	227	236	463
		% within REGION2 Region2	49.8%	55.9%	52.7%
	4 Excellent	Count	185	133	318
		% within REGION2 Region2	40.6%	31.5%	36.2%
Total		Count	456	422	878
		% within REGION2 Region2	100.0%	100.0%	100.0%

Table 17 also reveals a regional difference. It shows that residents in the North region were more likely than those in the South region to rate Carlsbad’s cultural arts programs as excellent.

**Table 17: Cultural Arts Programs Ratings by Region.**

			REGION2 Region2		
			1 North	2 South	Total
QSERV7 Cultural Arts Programs Rating	1 Poor	Count	8	21	29
		% within REGION2 Region2	1.8%	4.8%	3.3%
	2 Fair	Count	70	85	155
		% within REGION2 Region2	15.7%	19.5%	17.6%
	3 Good	Count	213	214	427
		% within REGION2 Region2	47.8%	49.0%	48.4%
	4 Excellent	Count	155	117	272
		% within REGION2 Region2	34.8%	26.8%	30.8%
Total	Count	446	437	883	
	% within REGION2 Region2	100.0%	100.0%	100.0%	



As mentioned above, for each of the city services the majority of the respondents rated the service favorably. When a respondent rated a service as poor, however, they were asked why they rated the service as poor. Their reasons for the poor ratings were coded, and are found in Tables 18a-h. The most frequent complaint, shown in Table 18e, was the under-enforcement of traffic regulations. This led to a poor rating of traffic enforcement by 42 of the respondents. The original statements from the respondents are found in Appendix B.

**Table 18a: Reason for Poor Recreational Programs Rating.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Lack of Facilities/Programs	6	.6	60.0	60.0
	2 Slow in Developing Programs	3	.3	30.0	90.0
	3 Need More Evening/Family Programs	1	.1	10.0	100.0
	Total	10	1.0	100.0	
Missing	8 Don't Know System	1	.1		
	Total	1008	98.9		
Total		1009	99.0		

**Table 18b: Reason for Poor Library Services Rating.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Lack of Selection	2	.2	100.0	100.0
Missing	System	1017	99.8		
Total		1019	100.0		

**Table 18c: Reason for Poor Fire Protection Services Rating.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Inaction During Fire	3	.3	75.0	75.0
	2 Overuse of Siren	1	.1	25.0	100.0
	Total	4	.4	100.0	
Missing	System	1015	99.6		
Total		1019	100.0		

**Table 18d: Reason for Poor Police Services Rating.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No Positive Dealings with Police/ Do Not Feel Protected	7	.7	50.0	50.0
	2 No Police Presence in Neighborhoods	3	.3	21.4	71.4
	3 Slow to Arrive at Scene of Crime	1	.1	7.1	78.6
	4 Focus Is on Minor Violations	2	.2	14.3	92.9
	5 Other	1	.1	7.1	100.0
	Total	14	1.4	100.0	
Missing	9 Refused	1	.1		
	System	1004	98.5		
	Total	1005	98.6		
Total		1019	100.0		

**Table 18e: Reason for Poor Traffic Enforcement Rating.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Under Enforcement of Traffic Regulations	42	4.1	61.8	61.8
	2 Over Enforcement	7	.7	10.3	72.1
	3 Poor Traffic Flow	13	1.3	19.1	91.2
	4 Other	6	.6	8.8	100.0
	Total	68	6.7	100.0	
Missing	8 Don't Know	1	.1		
	System	950	93.2		
	Total	951	93.3		
Total		1019	100.0		

**Table 18f: Reason for Poor Water Services Rating.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Poor Water Quality	8	.8	38.1	38.1
	2 Low Water Pressure	2	.2	9.5	47.6
	3 Too Expensive	2	.2	9.5	57.1
	4 Poor Customer Service/Problems with Billing	8	.8	38.1	95.2
	5 Other	1	.1	4.8	100.0
	Total	21	2.1	100.0	
Missing	System	998	97.9		
Total		1019	100.0		

**Table 18g: Reason for Poor Cultural Arts Programs Rating.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Few Activities Offered/Need More Variety	11	1.1	37.9	37.9
	2 Activities Not Well Publicized	10	1.0	34.5	72.4
	3 Need Better Quality Activities	8	.8	27.6	100.0
	Total	29	2.8	100.0	
Missing	System	990	97.2		
Total		1019	100.0		

**Table 18h: Reason for Poor Sewer Services Rating.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Frequent Sewage Blockage/Backup	5	.5	33.3	33.3
	2 Too Expensive	2	.2	13.3	46.7
	3 Can Smell Sewer	2	.2	13.3	60.0
	4 Environment Effects of Sewage Spills	3	.3	20.0	80.0
	5 Poor Service	3	.3	20.0	100.0
	Total	15	1.5	100.0	
Missing	System	1004	98.5		
Total		1019	100.0		

Respondents also provided a general, overall rating of the city services. Most often, residents' overall rating of the city services was good. The overall city services were rated as good or excellent by over 90 percent of the respondents, as illustrated in Table 19. The ratings were higher in 2001 and 2002 than they were in 2000. These ratings did not vary by region.

**Table 19: Overall City Services Ratings by Year.**

			YEAR Year of Study			
			1 2000	2 2001	3 2002	Total
QGENSRV Overall City Services Rating	1 Poor	Count	9	3	7	19
		% within YEAR Year of Study	.9%	.3%	.7%	.6%
	2 Fair	Count	74	41	45	160
		% within YEAR Year of Study	7.5%	4.1%	4.5%	5.4%
	3 Good	Count	614	612	618	1844
		% within YEAR Year of Study	62.5%	61.4%	61.1%	61.7%
	4 Excellent	Count	285	341	341	967
		% within YEAR Year of Study	29.0%	34.2%	33.7%	32.3%
Total	Count	982	997	1011	2990	
	% within YEAR Year of Study	100.0%	100.0%	100.0%	100.0%	

## City Streets

Carlsbad residents were asked about the city street conditions in the city. Overall road conditions were rated quite positively. Most of the respondents rated the overall road conditions as good or excellent, as indicated in Table 20.

**Table 20: Overall Road Condition Ratings by Year.**

			YEAR Year of Study			Total
			1 2000	2 2001	3 2002	
QSTREET1 Overall Road Condition Rating	1 Poor	Count	26	21	32	79
		% within YEAR Year of Study	2.6%	2.1%	3.1%	2.6%
	2 Fair	Count	170	138	141	449
		% within YEAR Year of Study	17.0%	13.7%	13.9%	14.8%
	3 Good	Count	585	595	628	1808
		% within YEAR Year of Study	58.5%	59.0%	61.8%	59.7%
	4 Excellent	Count	219	255	216	690
		% within YEAR Year of Study	21.9%	25.3%	21.2%	22.8%
Total	Count	1000	1009	1017	3026	
	% within YEAR Year of Study	100.0%	100.0%	100.0%	100.0%	

Table 21 shows the ratings of the traffic circulation in the city. A little less than half of the respondents offered a good or excellent rating of the traffic circulation in the city. These ratings varied by year of administration. Specifically, the ratings were a little higher in 2001 and 2002 than they were in 2000.

**Table 21: Traffic Circulation Efficiency Ratings by Year.**

			YEAR Year of Study			Total
			1 2000	2 2001	3 2002	
QSTREET5 Traffic Circulation Efficiency Rating	1 Poor	Count	252	171	186	609
		% within YEAR Year of Study	25.3%	17.0%	18.4%	20.2%
	2 Fair	Count	338	377	363	1078
		% within YEAR Year of Study	33.9%	37.5%	35.8%	35.8%
	3 Good	Count	361	384	393	1138
		% within YEAR Year of Study	36.2%	38.2%	38.8%	37.8%
	4 Excellent	Count	46	72	71	189
		% within YEAR Year of Study	4.6%	7.2%	7.0%	6.3%
Total	Count	997	1004	1013	3014	
	% within YEAR Year of Study	100.0%	100.0%	100.0%	100.0%	

There was a regional difference in the ratings of traffic circulation efficiency. This is seen in Table 22, which shows that residents in the North region rated traffic circulation lower than did South region residents.

**Table 22: Traffic Circulation Efficiency Ratings by Region.**

			REGION2 Region2		
			1 North	2 South	Total
QSTREET5 Traffic Circulation Efficiency Rating	1 Poor	Count	119	67	186
		% within REGION2 Region2	23.4%	13.3%	18.4%
	2 Fair	Count	180	183	363
		% within REGION2 Region2	35.4%	36.2%	35.8%
	3 Good	Count	179	214	393
		% within REGION2 Region2	35.2%	42.4%	38.8%
	4 Excellent	Count	30	41	71
		% within REGION2 Region2	5.9%	8.1%	7.0%
Total	Count	508	505	1013	
	% within REGION2 Region2	100.0%	100.0%	100.0%	



## Maintenance Services

City residents gave their opinions about the maintenance services provided by the city. Their responses are summarized in Table 23. The table shows that all services were rated as good or excellent by at least 80 percent of the respondents. The most favorable ratings were for the maintenance of the seawall walkway along Carlsbad Boulevard; 44.4 percent rated it as excellent and 45.3 percent rated it as good.

**Table 23: Ratings of City Maintenance Services.**

		Poor	Fair	Good	Excellent
Maintenance of Streets and Landscaping	Count	39	138	561	276
	%	3.8%	13.6%	55.3%	27.2%
Tree Maintenance	Count	46	137	582	225
	%	4.6%	13.8%	58.8%	22.7%
Park Maintenance	Count	10	74	525	353
	%	1.0%	7.7%	54.6%	36.7%
Litter Clean Up	Count	30	128	582	269
	%	3.0%	12.7%	57.7%	26.7%
Maintenance of Sidewalks	Count	34	150	601	207
	%	3.4%	15.1%	60.6%	20.9%
Maintenance of Seawall Walkway	Count	22	76	430	421
	%	2.3%	8.0%	45.3%	44.4%

The maintenance of the seawall walkway along Carlsbad Boulevard was the only maintenance service which was rated differentially by region. That is, those in the north were much more likely to rate the maintenance of the seawall walkway as excellent than were residents of the South Region. This is seen in Table 24.

**Table 24: Rating of the Seawall Walkway Maintenance by Region.**

		Region2			
		North	South	Total	
Maintenance of Seawall Walkway	Poor	Count	14	8	22
		% within Region2	2.8%	1.8%	2.3%
	Fair	Count	37	39	76
		% within Region2	7.5%	8.5%	8.0%
	Good	Count	191	239	430
		% within Region2	38.8%	52.3%	45.3%
	Excellent	Count	250	171	421
		% within Region2	50.8%	37.4%	44.4%
Total	Count	492	457	949	
	% within Region2	100.0%	100.0%	100.0%	

After residents rated the maintenance services, they were asked how confident they were in the city to resolve any public maintenance issues that they might have. On a scale of zero to ten, with higher numbers indicating greater confidence, the average rating was 7.08, indicating a fairly high level of confidence. The distribution of responses is displayed in Figure 1. These ratings did not differ by region.

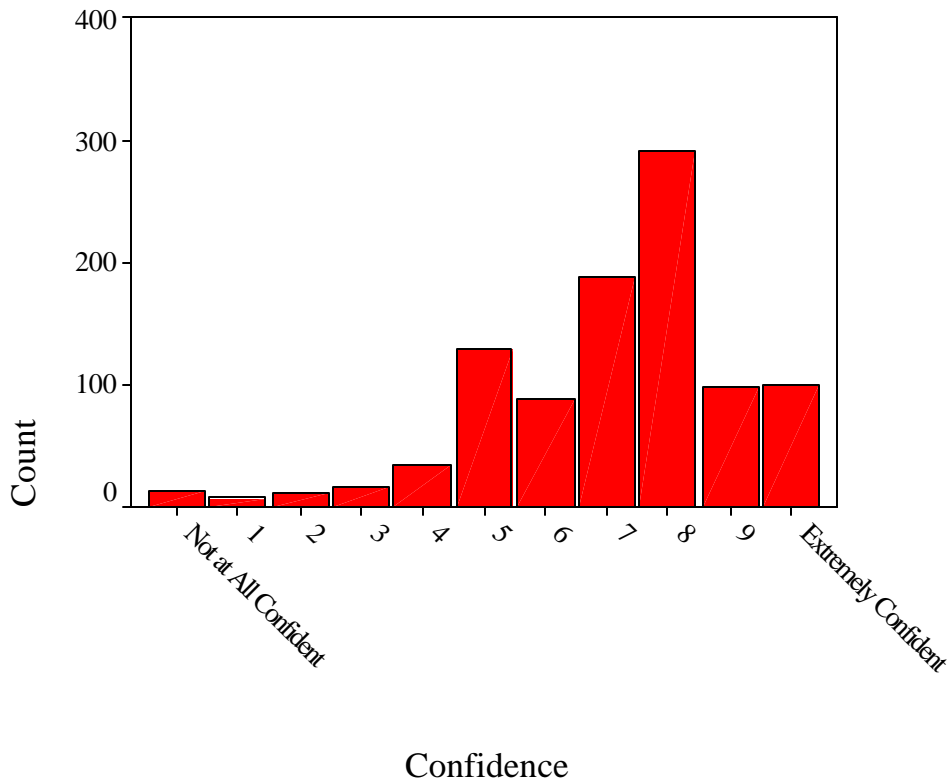


Figure 1: Confidence in the City to Resolve Maintenance Issues (2002).

Those offering a rating of less than 4 were asked what the city could do to raise the respondent's confidence level regarding public maintenance issues. Their responses are found in Table 25. Of the 43 people giving a response, the most common was for the city to be more proactive about maintenance.

**Table 25: How to Raise Confidence Level Regarding Public Maintenance Issues.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More Responsive	7	.7	16.3	16.3
	Listen to and Obtain Community Input	6	.6	14.0	30.2
	Open Roads	4	.4	9.3	39.5
	More Proactive	19	1.9	44.2	83.7
	New City Officials	5	.5	11.6	95.3
	Other	2	.2	4.7	100.0
	Total	43	4.2	100.0	
Missing	Don't Know	6	.6		
	System	970	95.2		
	Total	976	95.8		
Total		1019	100.0		

Residents were also asked if they would be willing to pay an additional tax to maintain street medians. Specifically, they were asked if they would be willing to pay an additional \$2 to \$5 per year to maintain the current quality of street medians in Carlsbad. As Table 26 shows, over two-thirds (68.9%) of the respondents indicated that they were willing to pay that much to maintain the street medians.

**Table 26: Willingness to Pay Additional Tax to Maintain Street Medians.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	311	30.5	31.1	31.1
	Yes	689	67.6	68.9	100.0
	Total	1000	98.1	100.0	
Missing	Don't Know	18	1.8		
	Refused	1	.1		
	Total	19	1.9		
Total		1019	100.0		

## Contracted Services

In addition to the city-provided services, respondents were also asked about services contracted from outside agencies. All of these services were rated as good or excellent by most people, and the ratings of these services did not differ by region. Table 27 shows the ratings of the trash and recycling services contracted by the city. This table reveals a slight difference in the distribution of ratings by year, with a drop-off in the rating of the trash and recycling collection service in 2002.

**Table 27: Trash and Recycling Collection Rating by Year.**

			Year of Study			Total
			2000	2001	2002	
Trash and Recycling Collection Rating	Poor	Count	35	43	63	141
		% within Year of Study	3.5%	4.3%	6.3%	4.7%
	Fair	Count	131	142	142	415
		% within Year of Study	13.2%	14.2%	14.2%	13.9%
	Good	Count	502	474	508	1484
		% within Year of Study	50.8%	47.3%	50.7%	49.6%
	Excellent	Count	321	343	289	953
		% within Year of Study	32.5%	34.2%	28.8%	31.8%
	Total	Count	989	1002	1002	2993
		% within Year of Study	100.0%	100.0%	100.0%	100.0%

The street-sweeping service was generally rated favorable, as can be seen in Table 28. There was a difference in ratings by year of the survey. That is, ratings of the street-sweeping service were a little lower in 2000 than they were in 2001 and 2002. In 2000, 71.4 percent of the respondents rated this service as good or excellent, while in 2001 and 2002, 75.0 percent and 74.0 percent of respondents (respectively) rated street sweeping as good or excellent. Additionally, the percentage of excellent ratings dropped from 22.5 percent in 2001 to 17.0 percent in 2002.

**Table 28: Street Sweeping Rating by Year.**

			Year of Study			
			2000	2001	2002	Total
Street Sweeping Rating	Poor	Count	67	58	66	191
		% within Year of Study	7.1%	6.1%	6.9%	6.7%
	Fair	Count	202	179	184	565
		% within Year of Study	21.5%	18.9%	19.1%	19.8%
	Good	Count	484	498	549	1531
		% within Year of Study	51.5%	52.5%	57.0%	53.7%
	Excellent	Count	187	213	164	564
		% within Year of Study	19.9%	22.5%	17.0%	19.8%
Total	Count	940	948	963	2851	
	% within Year of Study	100.0%	100.0%	100.0%	100.0%	

Hazardous waste disposal was also rated positively. In 2002, about half (52.0%) of the respondents offered a good rating, and another 13.5 percent gave excellent ratings to the hazardous waste disposal service contracted by the city. This is seen in Table 29. These ratings did not differ by year or region.

**Table 29: Hazardous Waste Disposal Rating by Year.**

			Year of Study			Total
			2000	2001	2002	
Hazardous Waste Disposal Rating	Poor	Count	81	83	79	243
		% within Year of Study	13.5%	14.4%	12.7%	13.5%
	Fair	Count	139	117	135	391
		% within Year of Study	23.2%	20.3%	21.7%	21.8%
	Good	Count	294	287	323	904
		% within Year of Study	49.1%	49.7%	52.0%	50.3%
	Excellent	Count	85	90	84	259
		% within Year of Study	14.2%	15.6%	13.5%	14.4%
Total	Count	599	577	621	1797	
	% within Year of Study	100.0%	100.0%	100.0%	100.0%	



In 2002 respondents were asked about another contracted service, animal control. The ratings of this service are found in Table 30. Most (80.4%) of the respondents rated this service as good or excellent. The animal control ratings did not differ by region.

**Table 30: Animal Control Rating in 2002.**

		Year of Study		
		2002	Total	
Animal Control Rating	Poor	Count	44	44
		% within Year of Study	5.1%	5.1%
	Fair	Count	126	126
		% within Year of Study	14.5%	14.5%
	Good	Count	549	549
		% within Year of Study	63.3%	63.3%
	Excellent	Count	148	148
		% within Year of Study	17.1%	17.1%
Total	Count	867	867	
	% within Year of Study	100.0%	100.0%	

## Land Use

Residents' attitudes were assessed regarding land use and development in the City of Carlsbad. They were asked to rate how well they thought the City of Carlsbad was doing balancing various land uses in the city such as residential, commercial, industrial, and recreational. Respondents answered on a scale of zero to ten, where zero indicated very poor and ten indicated excellent. The average rating was 6.17, and did not vary by region. Figure 2 displays the distribution of responses.

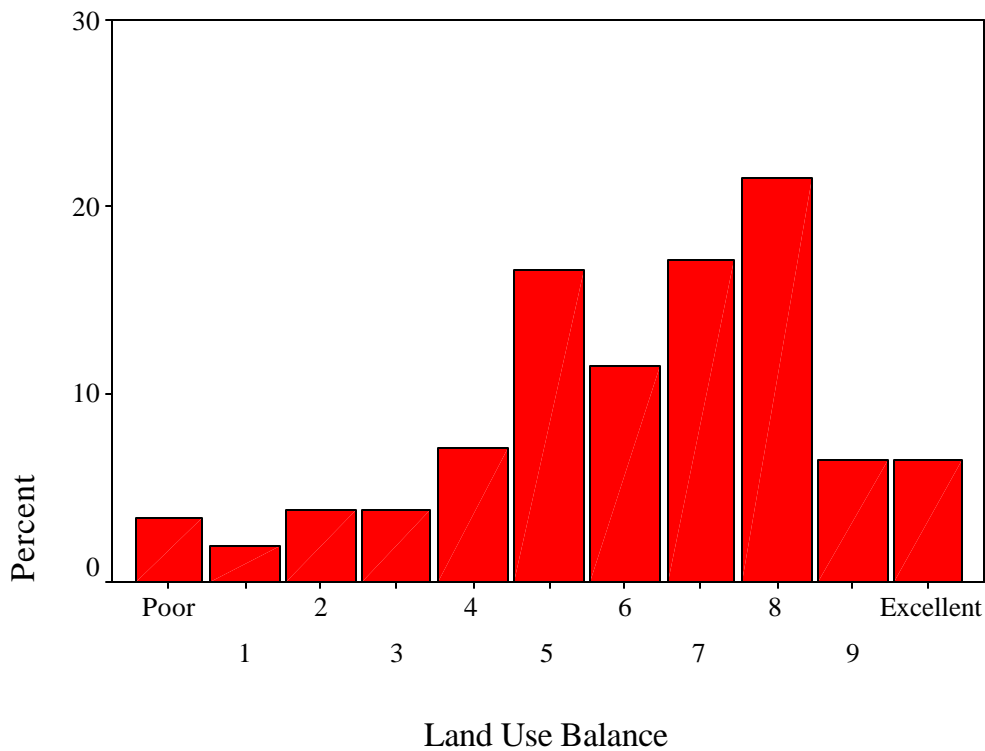


Figure 2: Rating of City Balancing Land Uses - 2002.

Those offering ratings below four on the zero-to-ten scale were asked what the city could do to improve their rating on the issue. The suggestions residents gave are found in Table 31, the most common of which was to set limits on growth.

**Table 31: How to Improve Land Use Rating.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Improve Traffic Flow/Roads	8	.8	6.3	6.3
	2 Set Limits on Growth	54	5.3	42.2	48.4
	3 Create More Recreation Facilities/Golf Courses	6	.6	4.7	53.1
	4 Preserve Open Spaces/Large Areas for Habitat	16	1.6	12.5	65.6
	5 More Parks/Skateboard Parks	9	.9	7.0	72.7
	6 More Thoughtful Planning	26	2.6	20.3	93.0
	7 Other	9	.9	7.0	100.0
	Total	128	12.6	100.0	
Missing	8 Don't Know	2	.2		
	System	889	87.2		
	Total	891	87.4		
Total		1019	100.0		

Familiarity of residents with Carlsbad’s growth management plan and general plan was assessed. On a zero-to-ten scale with higher numbers indicating greater familiarity, respondents were asked how familiar they were with Carlsbad’s growth management plan. The average familiarity score, as shown in Table 32, was 4.06, suggesting residents are not very familiar with the plan. Figure 3 shows the distribution of responses.

**Table 32: Familiarity with Carlsbad's Growth Management Program and General Plan.**

	N	Minimum	Maximum	Mean	Std. Deviation
QCGMP Familiarity with Carlsbad Growth Management Program	1009	0	10	4.06	2.991
QCGP Familiarity with Carlsbad's General Plan	1012	0	10	3.58	2.902
Valid N (listwise)	1006				

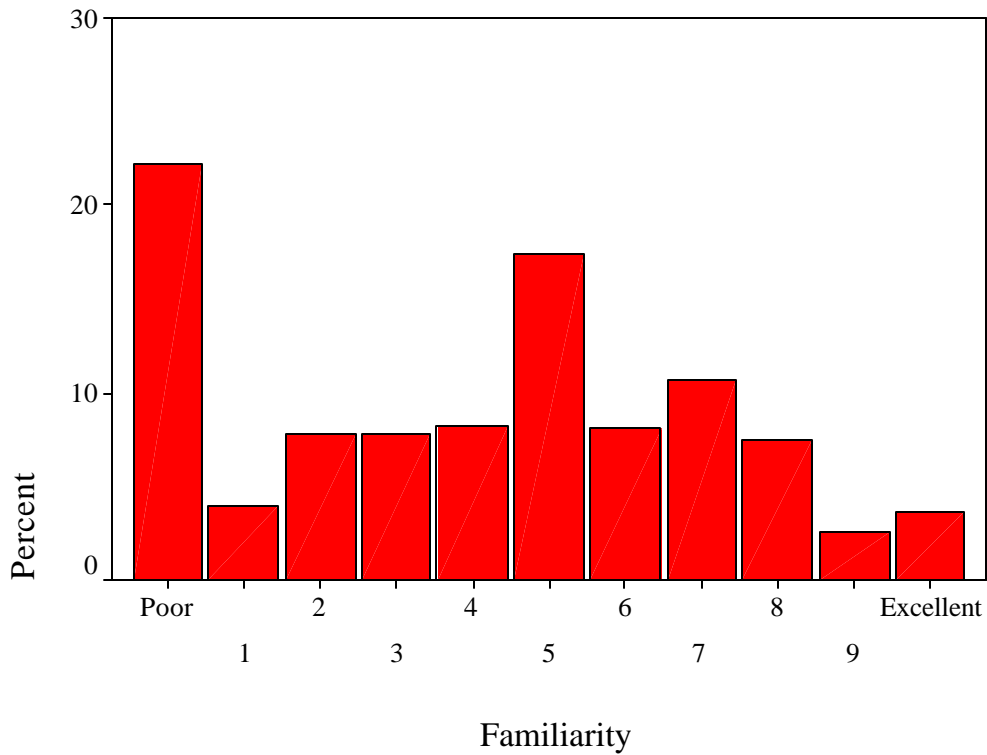


Figure 3: Familiarity with Carlsbad's Growth Management Plan.

The degree to which residents were familiar with Carlsbad’s growth management plan varied by region. This is illustrated in Table 33. Those in the North region indicated a higher degree of familiarity than did residents in the South region.

**Table 33: Familiarity with Carlsbad's Growth Management Program.**

	REGION2	Region2	N	Mean	Std. Deviation
QCGMP Familiarity with Carlsbad Growth Management Program	1	North	503	4.28	3.016
	2	South	506	3.84	2.952

Residents were also asked about their familiarity with the city's general plan. The ratings of residents' familiarity with the city's general plan averaged 3.58 on the zero-to-ten familiarity scale.

Figure 4 shows the distribution of responses. This rating did not vary by region.

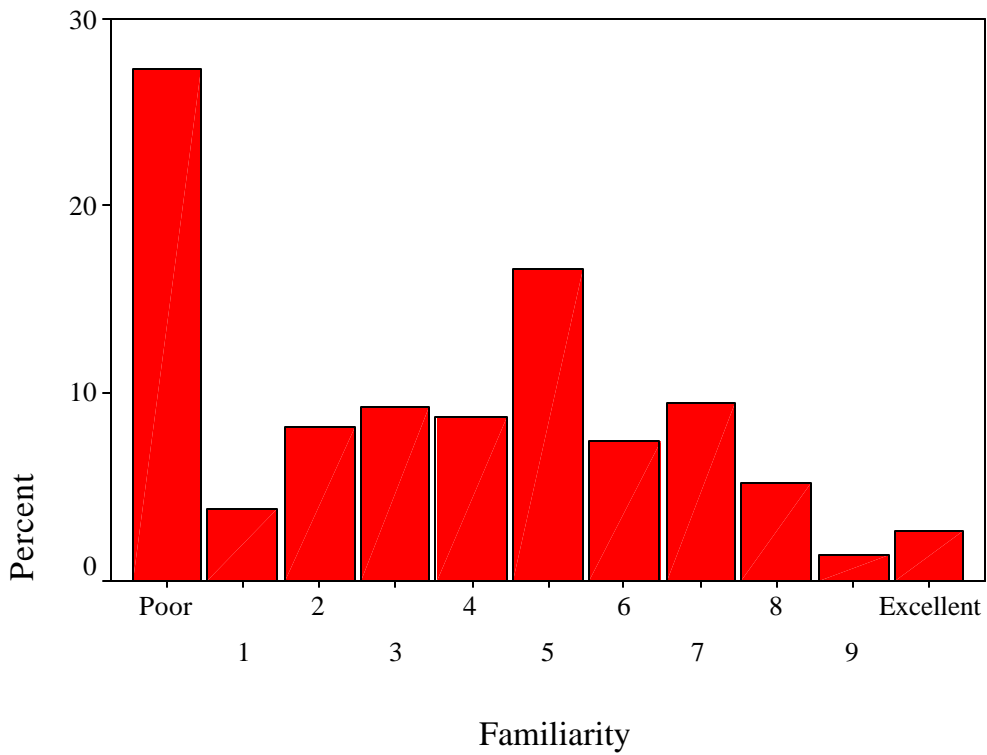


Figure 4: Familiarity with Carlsbad's General Plan - 2002.

**Contact with the City of Carlsbad**

**Telephone Contact**

Resident contact with the city was given attention in the survey in 2001 and 2002.

Respondents were asked if they had any telephone contact with the City of Carlsbad by telephone in the last year. Almost half (47.6%) of the respondents in 2002 reported having phone contact with the City of Carlsbad in the past year. This represents an increase over the percentage having contact with the city by phone last year (37.2%), as illustrated in Table 34.

**Table 34: Contact with City Via Telephone in Past Year by Year.**

			YEAR Year of Study		
			2 2001	3 2002	Total
QCALL5 Contact with City Via Telephone in Past Year	0 No	Count	632	532	1164
		% within YEAR Year of Study	62.8%	52.4%	57.6%
	1 Yes	Count	374	484	858
		% within YEAR Year of Study	37.2%	47.6%	42.4%
Total	Count		1006	1016	2022
	% within YEAR Year of Study		100.0%	100.0%	100.0%

There was a difference in the likelihood that someone had contact with the city depending on region. As Table 35 indicates, those in the north were considerable more likely to call the city than were residents in the south.

**Table 35: Contact with City Via Telephone in Past Year by Region.**

			REGION2 Region2		
			1 North	2 South	Total
QCALL5 Contact with City Via Telephone in Past Year	0 No	Count	236	296	532
		% within REGION2 Region2	46.5%	58.2%	52.4%
	1 Yes	Count	271	213	484
		% within REGION2 Region2	53.5%	41.8%	47.6%
Total	Count		507	509	1016
	% within REGION2 Region2		100.0%	100.0%	100.0%



The respondents who had telephone contact with the city were asked how they would rate that contact. Their responses in 2001 and 2002 are summarized in Table 36. Only about five percent rated their contact with the city as poor, while four out of five rated their contact as good or excellent. There was a small difference in ratings by year. That is, the ratings were a little higher in 2001 than they were in 2002. They did not differ by region.

**Table 36: Overall Rating of Telephone Contact with City by Year.**

			YEAR Year of Study		
			2 2001	3 2002	Total
QCALL6 Overall Rating of Telephone Contact with City	1 Poor	Count	21	25	46
		% within YEAR Year of Study	5.6%	5.2%	5.4%
	2 Fair	Count	41	78	119
		% within YEAR Year of Study	11.0%	16.3%	14.0%
	3 Good	Count	133	193	326
		% within YEAR Year of Study	35.7%	40.2%	38.2%
	4 Excellent	Count	178	184	362
		% within YEAR Year of Study	47.7%	38.3%	42.4%
Total	Count	373	480	853	
	% within YEAR Year of Study	100.0%	100.0%	100.0%	

Those that did rate their telephone contact with the city as poor were asked why they did so. The responses of the 25 people giving a poor rating in 2002 are summarized in Table 37.

**Table 37: Reason Respondent Rated Contact with City as Poor.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 City Was Non-Responsive to Phone Calls	10	1.0	40.0	40.0
	2 Problem Was Not Resolved	11	1.1	44.0	84.0
	3 Other	4	.4	16.0	100.0
	Total	25	2.5	100.0	
Missing	System	994	97.5		
Total		1019	100.0		

## Connectivity and Exchanges with the City by Internet

### *Access*

In 2002, residents were asked about Internet access. Most (80.2%) of the respondents said they go online to access the Internet, World Wide Web, or to send and receive e-mail. This is seen in Table 38. Of those that reported going online, 94.7 percent said they had Internet access at home. Those with Internet access at home were asked if they had a high-speed connection. Half (50.1%) of the residents indicated that they did have a high-speed connection such as a cable modem, ISDN, DSL, or a T1 line.

**Table 38: Internet Access.**

	0 No		1 Yes	
	Count	%	Count	%
Accesses Internet, WWW, or Send/Receive E-mail	202	19.8%	817	80.2%
Has Home Internet Access	43	5.3%	774	94.7%
Uses High Speed Internet Connection	383	49.9%	384	50.1%

*Payment by Internet*

Those reporting that they go online were asked if they would use the Internet to (1) register and pay for recreation programs and classes, and (2) pay their water or trash bill. Table 39 shows that three quarters of the respondents who go online would pay for recreation programs and classes over the Internet, and over half (56.5%) would pay their water or trash bill over the Internet.

**Table 39: Interest in Internet Transactions with the City.**

	0 No		1 Yes	
	Count	%	Count	%
Would Use Internet to Register/ Pay for Recreational Programs	200	24.9%	603	75.1%
Would Use Internet to Pay Water or Trash Bill	345	43.5%	449	56.5%

There was a regional difference in the willingness to register for and pay for recreation programs and classes, but no effect of region on the willingness to pay their water or trash bill. Table

40 shows that those in the South were a little more likely to say they would register for and pay for recreation programs and classes on the Internet.

**Table 40: Would Use Internet for City Transactions.**

			REGION2 Region2		
			1 North	2 South	Total
QWEBREC Would Use Internet to Register/ Pay for Recreational Programs	0 No	Count	110	90	200
		% within REGION2 Region2	28.1%	21.8%	24.9%
	1 Yes	Count	281	322	603
		% within REGION2 Region2	71.9%	78.2%	75.1%
Total	Count		391	412	803
	% within REGION2 Region2		100.0%	100.0%	100.0%

Residents who indicated that they would not register for and pay for recreation programs and classes on the Internet were asked what the main reason was that would keep them from using the Internet to register for and pay for recreation programs and classes. The reasons they offered are listed in Table 41. Concerns about security and privacy were the most common.

**Table 41: Main Reason for Not Using Internet to Register and Pay for Classes.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Concerns about Security/Privacy on Internet	60	5.9	30.3	30.3
	2 Not Interested in Recreation Programs and Classes	23	2.3	11.6	41.9
	3 Like Paying the Old Way	18	1.8	9.1	51.0
	4 Prefer Face to Face Interaction/See Facilities and Area	18	1.8	9.1	60.1
	5 Not Computer and Internet Literate/Do Not Have Computer	23	2.3	11.6	71.7
	6 Does Not Like Using Computer/Internet for That Purpose	24	2.4	12.1	83.8
	7 Other	32	3.1	16.2	100.0
	Total	198	19.4	100.0	
Missing	8 Don't Know	3	.3		
	System	818	80.3		
	Total	821	80.6		
Total		1019	100.0		

The reasons residents gave for saying they would not pay for water or trash over the Internet are displayed in Table 42. The most common reason given was the same as for the registration and payment of recreation programs and classes, that is, concerns about security and privacy.

**Table 42: Main Reason for Not Using Internet to Pay Water or Trash Bill.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Concerns about Security/Privacy on Internet	111	10.9	33.4	33.4
	2 Concerns about Reliability with Billing over Internet	13	1.3	3.9	37.3
	3 Not Computer or Internet Literate/Do Not Have Computer	17	1.7	5.1	42.5
	4 Like Paying the Old Way	52	5.1	15.7	58.1
	5 Wants Hard Copy of Bill and Check for Records	17	1.7	5.1	63.3
	6 Does Not Pay Water and Trash	21	2.1	6.3	69.6
	7 Prefers Electronic Services/Convenience of Current System	38	3.7	11.4	81.0
	8 Does Not Like Using Computer/Internet for That Purpose	46	4.5	13.9	94.9
	9 Other	17	1.7	5.1	100.0
	Total	332	32.6	100.0	
Missing	98 Don't Know	12	1.2		
	99 Refused	1	.1		
	System	674	66.1		
	Total	687	67.4		
Total	1019	100.0			

**Resident Behaviors and Attitudes**

**Cable TV**

Cable television subscription and satisfaction was investigated. Most (85.7%) residents report subscribing to cable television. The likelihood of subscribing to cable TV is slightly higher in the South than it is in the North, as illustrated in Table 43.

**Table 43: Cable TV Subscription by Region.**

			REGION2 Region2		
			1 North	2 South	Total
QCBLTV Currently Subscribes to Cable TV	0 No	Count	84	62	146
		% within REGION2 Region2	16.5%	12.2%	14.3%
	1 Yes	Count	425	447	872
		% within REGION2 Region2	83.5%	87.8%	85.7%
Total	Count		509	509	1018
	% within REGION2 Region2		100.0%	100.0%	100.0%

The reasons people gave for not subscribing to cable TV are enumerated in Table 44. Many of those not subscribing to cable TV were satellite TV subscribers, but the expense of cable and not watching much TV were also common reasons given by Carlsbad residents for not subscribing to cable TV.

**Table 44: Main Reason for Not Subscribing to Cable TV.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Rates Are Too High	30	2.9	21.0	21.0
	2 Don't Like Programming Options Offered	10	1.0	7.0	28.0
	3 Subscribe to Satellite or Other Programming Service	44	4.3	30.8	58.7
	4 Don't Watch TV Much	32	3.1	22.4	81.1
	5 Satisfied with Local Broadcast TV	4	.4	2.8	83.9
	6 Cable Customer Service Is Poor	11	1.1	7.7	91.6
	7 Other	12	1.2	8.4	100.0
	Total	143	14.0	100.0	
Missing	8 Don't Know	1	.1		
	9 Refused	1	.1		
	System	874	85.8		
	Total	876	86.0		
Total		1019	100.0		



Those subscribing to cable TV were asked about their satisfaction with their cable television service. On a zero-to-ten scale with higher numbers indicating greater satisfaction, the average rating was 6.17, suggesting that satisfaction moderate. The distribution of responses to this question is displayed in Figure 5. People offering a low rating (less than four) were asked why they rated the cable TV service so low. Their responses are in Table 45.

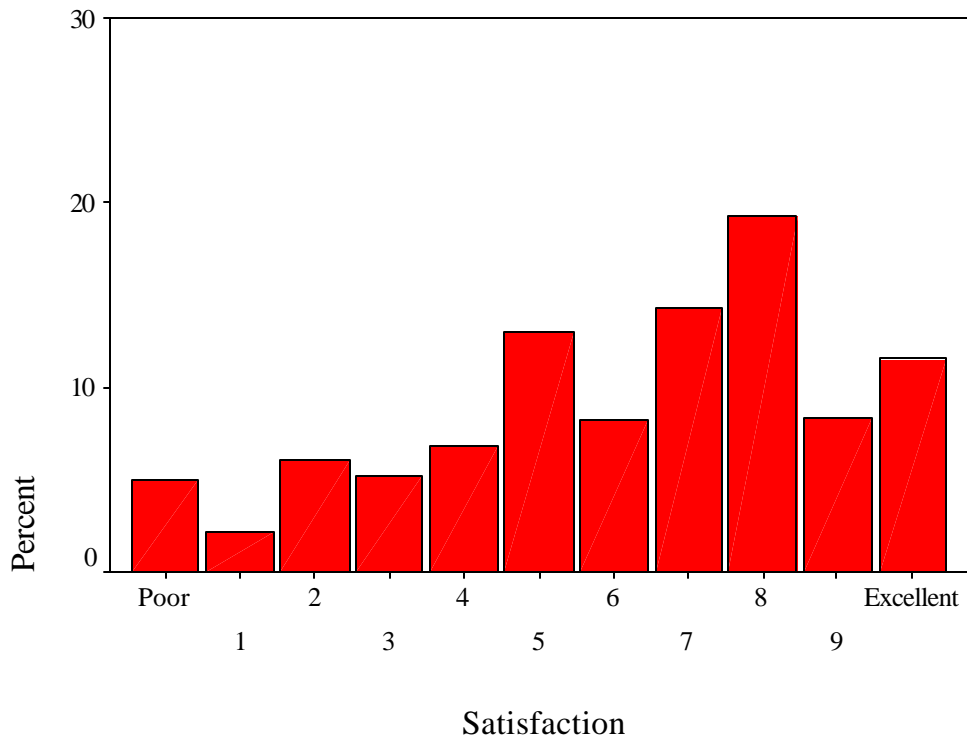


Figure 5: Satisfaction with Cable TV Service - 2002.

**Table 45: Reason for Low Cable Service Rating.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Dislikes the Programming	50	4.9	23.1	23.1
	2 High Cost	58	5.7	26.9	50.0
	3 Poor Customer Service	27	2.6	12.5	62.5
	4 Poor Quality of Service/Problems with Connection/Equipment	21	2.1	9.7	72.2
	5 Poor Reception/Noise	14	1.4	6.5	78.7
	6 No Other Cable TV Service Options	13	1.3	6.0	84.7
	7 Other	33	3.2	15.3	100.0
	Total	216	21.2	100.0	
Missing	8 Don't Know	2	.2		
	9 Refused	1	.1		
	System	800	78.5		
	Total	803	78.8		
Total		1019	100.0		

Cable TV subscribers also rated their satisfaction with their cable company’s ability to inform them about changes in services, channel line-ups, and rates. As Table 46 shows, 59.9 percent of the respondents said their cable company’s service was good or excellent in this regard. These ratings did not differ by region.

**Table 46: Ability of Cable Company to Inform about Changes in Services, Channels, and Rates.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Poor	119	11.7	13.9	13.9
	2 Fair	224	22.0	26.2	40.1
	3 Good	387	38.0	45.2	85.3
	4 Excellent	126	12.4	14.7	100.0
	Total	856	84.0	100.0	
Missing	8 Don't Know	16	1.6		
	9 Refused	1	.1		
	System	146	14.3		
	Total	163	16.0		
Total		1019	100.0		

## Visiting the Carlsbad Village Area

Not surprisingly, the frequency of visiting the downtown Carlsbad Village area depended on where the residents lived. That is, residents in north Carlsbad were more than twice as likely as south Carlsbad residents to report going to the downtown Carlsbad Village area at least once a week. This is illustrated in Table 47.

**Table 47: Frequency of Visits to Downtown Village Area by Region.**

			REGION2 Region2		
			1 North	2 South	Total
QVISVIL Frequency of Visits to Downtown Village Area	1 At Least Once a Week	Count	442	204	646
		% within REGION2 Region2	86.7%	40.1%	63.4%
	2 At Least Once a Month	Count	52	181	233
		% within REGION2 Region2	10.2%	35.6%	22.9%
	3 Three or More Times a Year	Count	9	92	101
		% within REGION2 Region2	1.8%	18.1%	9.9%
	4 At Least Once a Year	Count	1	21	22
		% within REGION2 Region2	.2%	4.1%	2.2%
	5 Less Than Once a Year	Count	1	6	7
		% within REGION2 Region2	.2%	1.2%	.7%
	6 Never	Count	5	5	10
		% within REGION2 Region2	1.0%	1.0%	1.0%
Total	Count	510	509	1019	
	% within REGION2 Region2	100.0%	100.0%	100.0%	

There were 10 respondents that indicated that they never visit the downtown Carlsbad Village area. These people were asked why they haven't visited the Village. Their responses are in Table 48.

**Table 48: Reason Respondent Does Not Visit Downtown Village Area.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Other Stores Closer	2	.2	22.2	22.2
	2 No Need to Shop in Village	5	.5	55.6	77.8
	3 Do Not Go out Much	2	.2	22.2	100.0
	Total	9	.9	100.0	
Missing	8 Don't Know	1	.1		
	System	1009	99.0		
	Total	1010	99.1		
Total		1019	100.0		

Respondents were also asked about what they thought would improve the quality of their experience when visiting the Village area. Table 49 shows their suggestions. More public parking was the most common response.

**Table 49: Suggestions to Improve the Carlsbad Village Area.**

	1 Yes
	%
More Public Parking	27.6%
Nothing/Fine the Way It Is	17.3%
Improve Traffic Flow/Reduced Traffic	14.9%
Better Mix of Stores	6.0%
More and Different Restaurants	5.4%
Pedestrian Friendly Area	3.2%
Less People/Less Tourists	3.1%
Remodel Area/Aesthetic and Maintenance Improvements	2.9%
Greater Variety of Entertainment and Recreation Opportunities	1.9%
Improved Standard of Cleanliness	1.9%
Evening Shopping	1.4%
Better Marketing and Advertisement of Downtown Events and Stores	1.3%
More Nightlife and Music	1.2%
Keep Old-Fashioned Charm	1.1%
Other	6.1%

## Recycling

Respondents in 2001 and 2002 were asked about the amount of recycling they do. They were asked to estimate the percentage of the waste items that their household disposes of via recycling. The percentage that Carlsbad residents reported recycling in 2002 was 65.95 percent, which does not

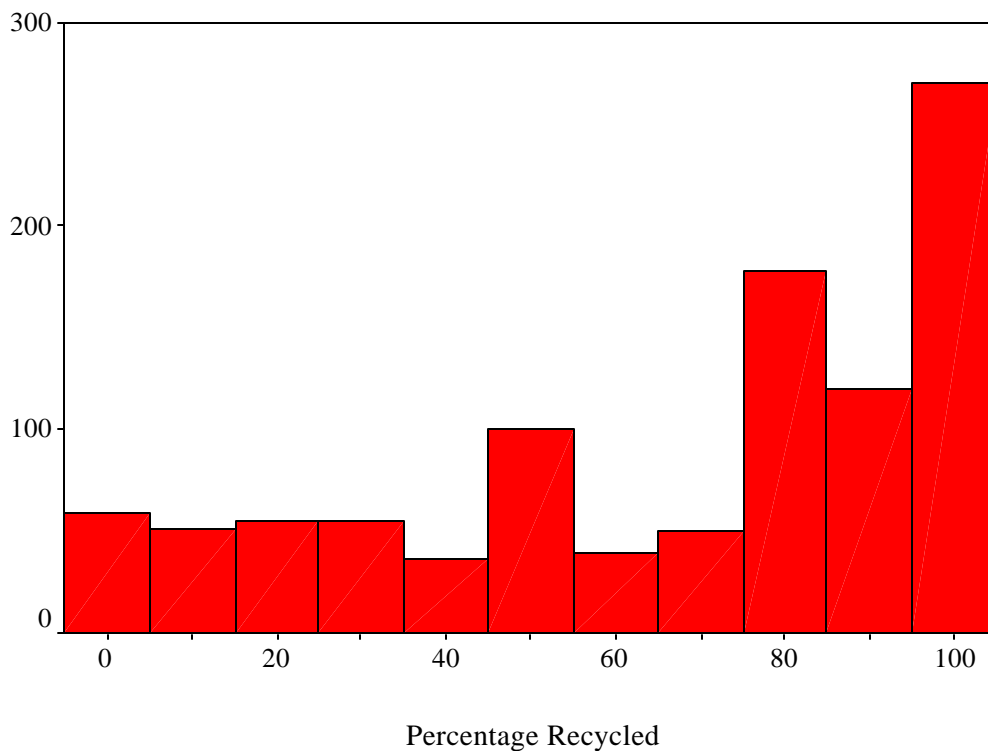


Figure 6: Percentage of Recyclable Materials Respondent Recycles (20

differ significantly from the 63.34 percent recycled in 2001. Figure 6 shows the distribution of responses to this question. This distribution reveals that there are many (38.6%) respondents recycling over 80 percent of their recyclable waste. The percentage of recyclable materials recycled did not differ between the north and south of the city.

Those that reported recycling less than 50 percent of their recyclable waste were asked what kept them from recycling more. As Table 50 shows, the most common reason residents gave for not recycling more was that they did not have curbside recycling service for all items.

**Table 50: Reason Respondent Does Not Recycle More.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Other Material Not Accepted at Curbside Pickup	45	4.4	19.9	19.9
	2 Lack of Storage Space	10	1.0	4.4	24.3
	3 Containers Too Small	21	2.1	9.3	33.6
	4 Lack of Knowledge of What to Recycle	25	2.5	11.1	44.7
	5 Recycling Not Offered at Residence	30	2.9	13.3	58.0
	6 Laziness	28	2.7	12.4	70.4
	7 Hassle/Inconvenience	31	3.0	13.7	84.1
	8 Lack of Knowledge of Recycling Centers	4	.4	1.8	85.8
	9 No Delivery of Requested Bins/Pick-up Service but No Bin	9	.9	4.0	89.8
	10 Disillusioned	5	.5	2.2	92.0
	11 Other	18	1.8	8.0	100.0
	Total	226	22.2	100.0	
Missing	97 Nothing	23	2.3		
	98 Don't Know	7	.7		
	System	763	74.9		
	Total	793	77.8		
Total		1019	100.0		



## Feelings of Safety

Residents were asked about how safe they felt walking alone in their neighborhood. The residents answered using a zero-to-ten scale where zero means *not at all safe* and ten means *very safe*. The results are shown in Table 51. When asked how safe they felt walking alone in their neighborhood during the day, respondents gave an average rating of 9.55 in 2002, suggesting that they felt very safe. Figure 7 shows the distribution of ratings for 2002. These ratings did not differ by year or region.

**Table 51: Feelings of Safety Walking Alone During the Day.**

QSAFE1 Safety of Walking Alone in Neighborhood During Day					
	N	Mean	Std. Deviation	Minimum	Maximum
1 2000	1001	9.46	1.196	0	10
2 2001	1010	9.56	1.038	0	10
3 2002	1009	9.55	.943	3	10
Total	3020	9.53	1.064	0	10

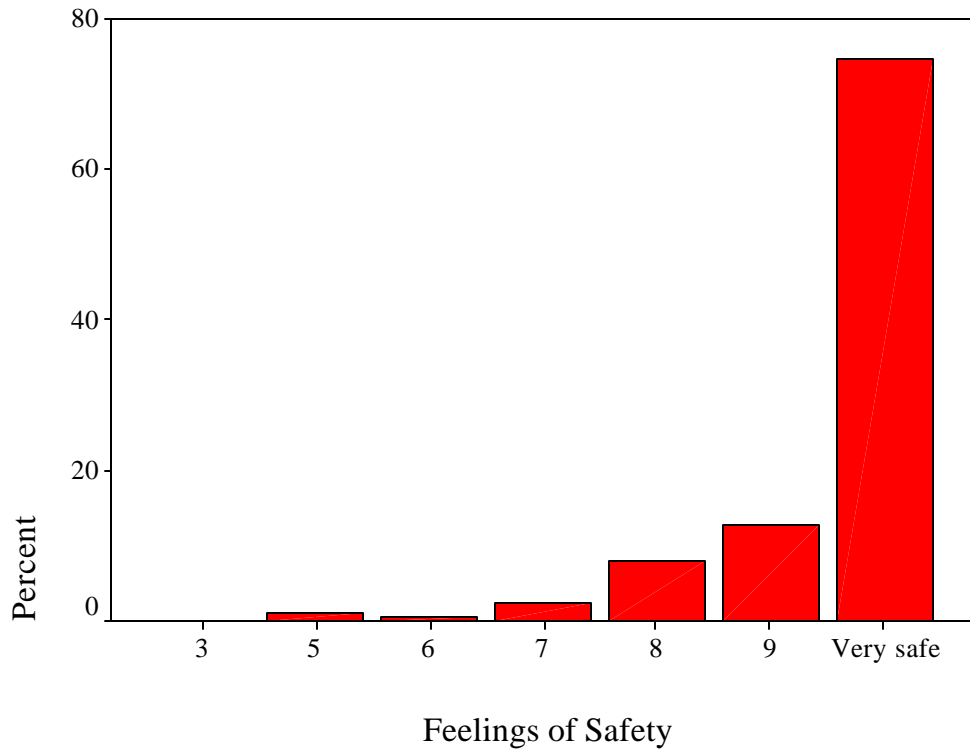


Figure 7: Feelings of Safety Walking During the Day - 2002.

Residents were also asked about how safe they felt walking in their neighborhood at night. On the zero-to-ten scale, residents provided an average response of 7.63 in 2002, suggesting that they felt safe at night as well. This is shown in Table 52. The distribution of these ratings for 2002 is shown in Figure 8. These ratings did not differ by year or region. However, residents did feel significantly more safe during the day than they did at night.

**Table 52: Feelings of Safety Walking Alone at Night.**

QSAFE2 Safety of Walking Alone in Neighborhood After Dark

	N	Mean	Std. Deviation	Minimum	Maximum
1 2000	1000	7.54	2.548	0	10
2 2001	1007	7.63	2.600	0	10
3 2002	999	7.63	2.358	0	10
Total	3006	7.60	2.504	0	10



Figure 8: Feelings of Safety Walking at Night - 2002.

## **City Information**

### **Information Resources**

Respondents were asked what resources they used to get information about the City of Carlsbad. Table 53 shows their responses. The most common source of information about Carlsbad reported was the Community Services and Recreation Guide. The use of the Community Services and Recreation Guide increase from 2001 to 2002, as did the number of people gaining information about the city from the city web page, city desktop calendar, fliers, citizen forums and city council meetings.

**Table 53: Source of Information about Carlsbad.**

Year of Study 3 2002		2001	2002
Community Services	Count	555	655
Recreation Guide	%	55.0%	64.3%
City Web page	Count	329	381
	%	32.6%	37.4%
The New City Desktop	Count	225	333
Calendar	%	22.3%	32.7%
Flyers in City Billing Statement	Count	330	456
	%	32.7%	44.7%
Citizen Forums	Count	71	110
	%	7.0%	10.8%
Calling City on Telephone	Count	412	440
	%	40.8%	43.2%
City Council Meetings	Count	178	230
	%	17.6%	22.6%
Carlsbad Community Update	Count		75
Video	%		7.4%
Chamber of Commerce	Count		7
	%		.7%
City Offices	Count		13
	%		1.3%
Library	Count		34
	%		3.3%
Senior Center	Count		7
	%		.7%
Newspaper	Count		17
	%		1.7%
Word of Mouth	Count		8
	%		.8%
Pamphlet/Magazine/Newsletter	Count		10
	%		1.0%
Visitors Bureau	Count		5
	%		.5%
Other	Count	5	18
	%	.5%	1.8%

There were also regional differences in the likelihood of gaining city information from a few sources. That is, those in the North were more likely than those in the South to obtain information about Carlsbad from the Community Services and Recreation Guide, citizen forums and city council meetings.

### Rating of Information Dispersal

Residents were asked to rate the job the city does in providing residents with information about important issues. Respondents answered using a zero-to-ten scale where zero means poor and ten means excellent. Table 54 shows their average ratings by year. The table shows that the average rating in 2002 (6.27) was higher than the average rating in 2001 (5.95). The distribution of ratings is shown in Figure 9.

**Table 54: Rating of City's Provision of Information to Residents.**

	YEAR	Year of Study	N	Mean	Std. Deviation
CITYINF2 Rating of City's Ability to Provide Information about Important Issues	2	2001	967	5.95	2.490
	3	2002	976	6.27	2.405

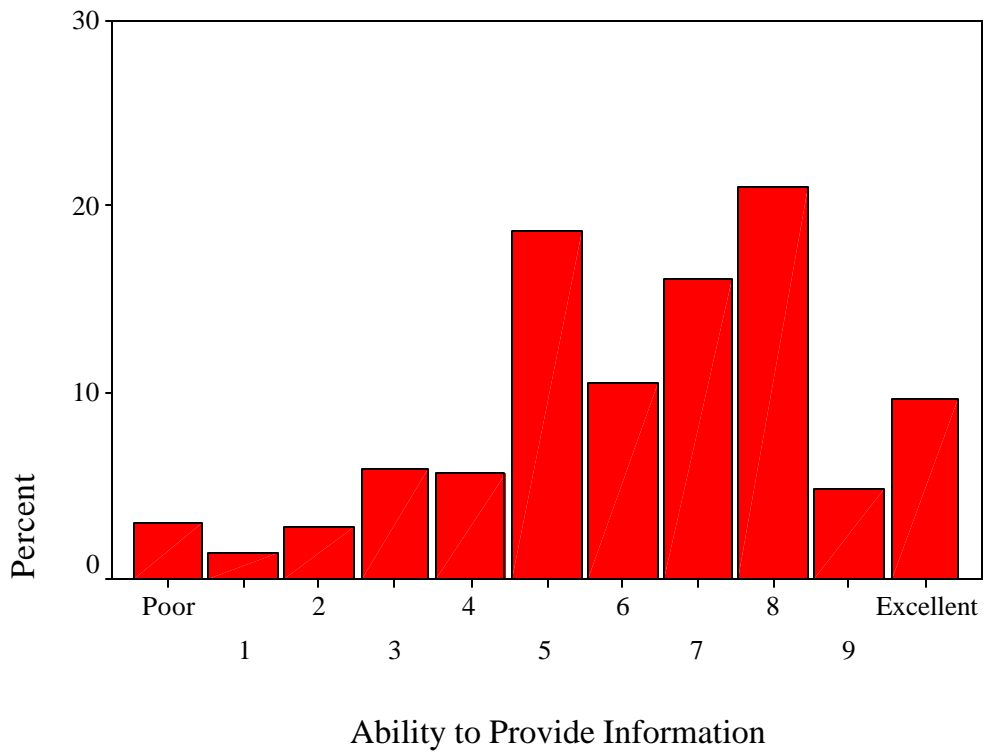


Figure 9: Rating of City's Information Dispersal - 2002.

### **Programs and Activities**

Residents were asked what types of programs or activities they would like to see the Carlsbad Recreation Department offer for teens. Their open-ended responses are summarized in Table 55. Sports programs and cultural activities were commonly mentioned.

**Table 55: Programs and Activities Residents Would Like to See for Teens.**

	1 Yes	
	Count	%
More Sports Programs/Facilities	114	11.2%
Teen Center	71	7.0%
Dances	64	6.3%
Outdoor Field Sports	54	5.3%
After School Programs	51	5.0%
Mentoring/Academic Programs	48	4.7%
Life Skills Classes	46	4.5%
Music Activities	46	4.5%
Art Activities	44	4.3%
Cultural Activities	40	3.9%
Surfing Classes/Other Water-Related Sports	36	3.5%
Skate Park	34	3.3%
Court Sports	31	3.0%
Weekend Trips/Social Activities	31	3.0%
Swimming Activities	26	2.6%
Swimming Pool	24	2.4%
Other	78	7.7%



The interest in these Recreation Department activities was consistent across regions, with one exception. Residents in the South were more likely to suggest more art activities for teens than were residents in the North. This is seen in Table 56.

**Table 56: Residents Would Like to See Art Activities for Teens by Region.**

			REGION2 Region2		
			1 North	2 South	Total
Art Activities for Teens	0 No	Count	495	480	975
		% within REGION2 Region2	97.1%	94.3%	95.7%
	1 Yes	Count	15	29	44
		% within REGION2 Region2	2.9%	5.7%	4.3%
Total	Count		510	509	1019
	% within REGION2 Region2		100.0%	100.0%	100.0%

## Participation in a City Activity

The extent to which residents were interested in increasing their participation in the City of Carlsbad activities and issues is indicated in Table 57. Overall, just under half (47.9%) of the respondents indicated they would like to increase their participation. The likelihood that a respondent expressed interest in increasing their participation in city activities and issues was qualified by region. That is, those in the South were more likely to say they wanted to increase their level of participation.

**Table 57: Interest in Increasing Participation in City Activities and Issues by Region.**

			REGION2 Region2		
			1 North	2 South	Total
QPARTIC Interest in Increasing Participation in City Activities and Issues	0 No	Count	276	243	519
		% within REGION2 Region2	55.3%	48.8%	52.1%
	1 Yes	Count	223	255	478
		% within REGION2 Region2	44.7%	51.2%	47.9%
Total	Count		499	498	997
	% within REGION2 Region2		100.0%	100.0%	100.0%

Residents were asked what would they most likely become involved if they were to involve themselves in a city activity or issue. The responses are found in Table 58. Growth, planning, and development was the issue most commonly cited.

**Table 58: Activity or Issue Residents Would Most Likely be involved with.**

	1 Yes	
	Count	%
Growth/Planning/Development	194	19.0%
Parks/Recreation	131	12.9%
Youth Issues	106	10.4%
Environmental Issues	93	9.1%
Education	84	8.2%
City Government	76	7.5%
Arts/Entertainment	58	5.7%
Traffic Issues	47	4.6%
Social Issues/Services	32	3.1%
Elderly Issues	30	2.9%
Library Issues	29	2.8%
Public Safety	28	2.7%
Aesthetic Improvements	9	.9%
Other	61	6.0%

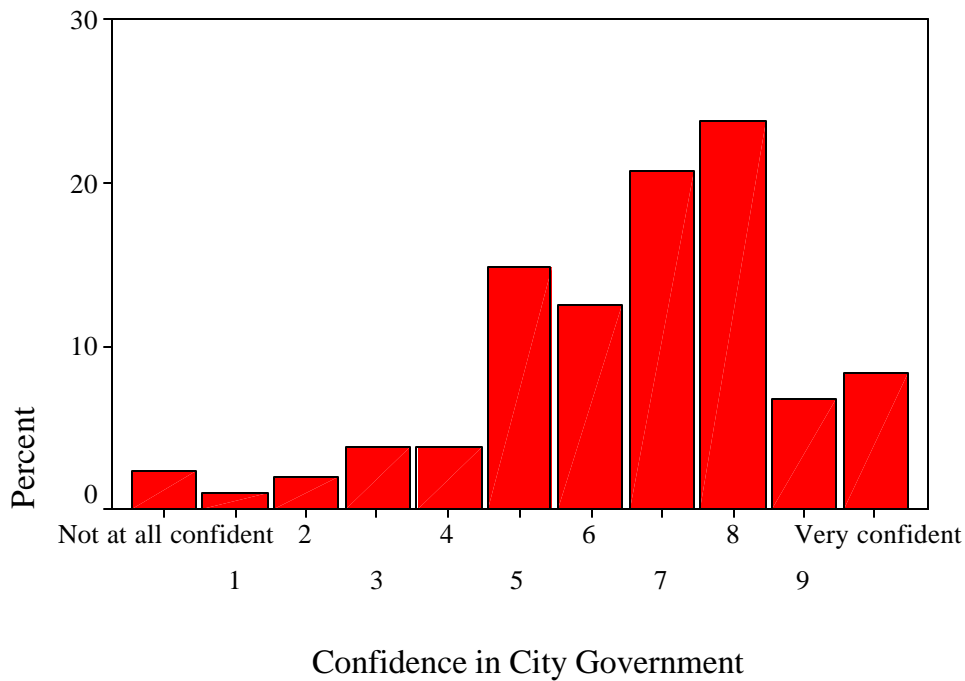
## Evaluation of City Government

Respondents were asked the extent to which they were confident in the Carlsbad city government to make decisions that positively affect the lives of its community members. Respondents answered on a scale of zero-to-ten, where zero means *not at all confident* and ten means *very confident*. On average, residents offered a confidence rating of 6.61 in 2002, suggesting confidence in city government. The extent to which residents expressed confidence in the city government to make decisions that positively impacted Carlsbad residents was higher in 2001 and 2002 than it was in 2000. This is illustrated in Table 59. Figure 10 contains the distribution of confidence ratings for 2002. Residents' confidence in the city government did not differ by region in the 2002.

**Table 59: Confidence in City Government to Make Decisions That Positively Affect Residents.**

QCONFID3 Confidence in Carlsbad City Government to Make Decisions That Positively Affect Lives of Community Members

	N	Mean	Std. Deviation	Minimum	Maximum
1 2000	958	6.04	2.535	0	10
2 2001	952	6.52	2.402	0	10
3 2002	971	6.61	2.186	0	10
Total	2881	6.39	2.390	0	10



Confidence in City Government

Figure 10: Confidence in Carlsbad City Government to Make Decisions that Positively Affect Residents - 2002.

The relationship between ratings of confidence in the Carlsbad city government to make decisions that positively affect the lives of its community members and familiarity with Carlsbad’s growth management plan and general plan was assessed. Table 60a shows the correlations<sup>2</sup> between these variables. These correlations reveal no relationship between confidence in the Carlsbad city government and familiarity with Carlsbad’s growth management plan and general plan.

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<sup>2</sup>A correlation coefficient indicates the strength and direction of the relationship between variables. It can range from -1 to 1, with 0 indicating no relationship between the variables.

**Table 60a: Relationship between Confidence in City Government and Other Factors.**

		QCGMP Familiarity with Carlsbad Growth Management Program	QCGP Familiarity with Carlsbad's General Plan	CITYINF2 Rating of City's Ability to Provide Information about Important Issues
QCONFID3 Confidence in Carlsbad City Government to Make Decisions That Positively Affect Lives of Community Members	Pearson Correlation	.020	.032	.490**
	Sig. (2-tailed)	.528	.319	.000
	N	964	967	942

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 60a also shows the correlation between confidence in the Carlsbad city government to make decisions that positively affect the lives of its community members and the respondents' rating of the job the city does providing information about issues important to them. There was a significant positive correlation between these ratings, indicating that the more positively respondents rated the job the city does providing information about issues important to them, the greater the confidence they have in the city government to make decisions that positively affect residents.

The relationship between confidence they have in the city government to make decisions that positively affect residents and total household income was also examined. Table 60b reveals that there was a limited relationship between income and confidence in the city to make positive decisions. Specifically, those residents with total household incomes from \$125,000 to under \$150,000 expressed less confidence in the city than did residents with incomes less than \$35,000.

**Table 60b: Confidence in City Government by Total Household Income.**

QCONFID3 Confidence in Carlsbad City Government to Make Decisions That Positively Affect Lives of Community Members

	N	Mean	Std. Deviation	Minimum	Maximum
1 Under \$25,000	44	7.18	2.490	0	10
2 \$25,000 to under \$35,000	48	7.31	2.054	2	10
3 \$35,000 to under \$50,000	112	6.88	2.324	0	10
4 \$50,000 to under \$75,000	172	6.69	2.139	0	10
5 \$75,000 to under \$100,000	161	6.70	2.109	0	10
6 \$100,000 to under \$125,000	129	6.80	2.005	1	10
7 \$125,000 to under \$150,000	69	5.84	2.266	0	10
8 \$150,000 to under \$200,000	52	5.98	2.183	0	10
9 \$200,000 and above	57	6.28	2.111	0	10
Total	844	6.66	2.188	0	10

In the 2002 survey, those residents whose confidence in the city government was low were asked why that was the case. Their responses are summarized in Table 61. A third of these 121 respondents indicated that their low confidence rating arose from concerns about growth.

**Table 61: Reason for Low Confidence in City Government.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not Limiting Growth/Alignment with Developers	40	3.9	33.1	33.1
	2 Need New City Officials	6	.6	5.0	38.0
	3 Lack of Communication Regarding Decisions	8	.8	6.6	44.6
	4 Lack of Interest in Public Input	18	1.8	14.9	59.5
	5 Lack of Trust of City Officials/Government	28	2.7	23.1	82.6
	6 Empty Promises/Poor Project Completion	8	.8	6.6	89.3
	7 Other	13	1.3	10.7	100.0
	Total	121	11.9	100.0	
Missing	8 Don't Know	1	.1		
	9 Refused	4	.4		
	System	893	87.6		
	Total	898	88.1		
Total		1019	100.0		

Residents were also asked in 2002 what they thought was the best indicator that the city is doing a good job. Table 62 contains the responses to this question. Though growth was commonly



cited among those lacking confidence in the city, many (12.1%) residents reported that growth management was the best indicator that the city was doing a good job.

**Table 62: Best Indicator City Is Doing a Good Job.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Positive Community Feedback/No Complaints/Happy Residents	155	15.2	18.1	18.1
	2 Low Crime Rate/Safety	89	8.7	10.4	28.6
	3 Increased Property Value	11	1.1	1.3	29.9
	4 Increased Population/Desire to Live in Carlsbad	54	5.3	6.3	36.2
	5 Cleanliness	46	4.5	5.4	41.6
	6 Lower Taxes	25	2.5	2.9	44.5
	7 Controlled Growth/Growth Management	103	10.1	12.1	56.6
	8 Better Traffic Control/Flow	52	5.1	6.1	62.6
	9 More Proactive about Community Concerns	41	4.0	4.8	67.4
	10 Public Maintenance Projects	64	6.3	7.5	74.9
	11 Other	214	21.0	25.1	100.0
	Total	854	83.8	100.0	
Missing	98 Don't Know	155	15.2		
	99 Refused	8	.8		
	System	2	.2		
	Total	165	16.2		
	Total	1019	100.0		

## **City Features**

Respondents were asked a number of questions about features of the City of Carlsbad such as what they liked most about Carlsbad, and what their biggest concerns about Carlsbad were. This section describes the responses to these questions.

### **Best Liked Features of Carlsbad**

Residents were given an open-ended opportunity to say what they liked best about living in the City of Carlsbad. The respondents in 2002 offered a variety of different answers, which are summarized in Table 63. The most commonly cited feature in response to this question was proximity to the beach. Over a third (34.2%) of the respondents mentioned this as what they like most about living in Carlsbad. The weather or climate (24.7%) was also frequently cited as the thing people liked best about living in Carlsbad. The number of people indicating the weather as the best liked feature of living in Carlsbad was higher in 2002 compared to previous years. Many (14.3%) of the respondents suggested the city's beauty and cleanliness were the thing they liked best. The community and people of Carlsbad was the thing liked best by 14.2 percent of the respondents, which is a return to the level from the 2000 survey after 18.7 percent of respondents listed the community and people as the best liked thing about living in Carlsbad in 2001. Additionally, 11.8 percent of the respondents said the small town feel of Carlsbad is what they liked best. As with the community and people, the small town feel of Carlsbad was reported as the thing liked best more often in 2001 than in 2000 or 2002.

Location was offered as the thing residents liked best about living in Carlsbad by 10.4 percent of the respondents. This is a statistically significant drop from 2000 and 2001.

**Table 63: Best Liked Features of Carlsbad.**

	2000		2001		2002	
	Count	%	Count	%	Count	%
The Beach/Close to Ocean	308	30.8%	322	31.9%	349	34.2%
Weather/Climate	201	20.1%	202	20.0%	252	24.7%
Beautiful/Clean	121	12.1%	133	13.2%	146	14.3%
Like the Community/The People	153	15.3%	189	18.7%	145	14.2%
Like That It's a Small Town	122	12.2%	156	15.4%	120	11.8%
Location	189	18.9%	201	19.9%	106	10.4%
Atmosphere/Ambiance	11	1.1%	34	3.4%	94	9.2%
Safe	74	7.4%	84	8.3%	83	8.1%
Convenience of Stores/Entertainment	88	8.8%			80	7.9%
City Government/Planning/Services	99	9.9%	116	11.5%	68	6.7%
Trails/Parks/Recreation			53	5.2%	60	5.9%
The Village			31	3.1%	59	5.8%
The Schools	50	5.0%	42	4.2%	49	4.8%
Not Crowded or Overdeveloped/No Traffic Problems			37	3.7%	48	4.7%
Quiet/Peaceful	86	8.6%	65	6.4%	47	4.6%
The Housing			16	1.6%	11	1.1%
Everything/Nothing I Don't Like			46	4.6%	24	2.4%
Nothing/Don't Like Carlsbad			3	.3%	5	.5%
Other			97	9.6%	70	6.9%

There were some differences in what residents said was the thing they liked most about living in Carlsbad by region. Table 64a shows that those in the South (16.7%) were more likely than those in the North (12.0%) to list the beauty and cleanliness of Carlsbad as the thing they liked most about living in Carlsbad.

**Table 64a: Beauty and Cleanliness is the Best Liked Feature of Carlsbad by Region.**

			REGION2 Region2		
			1 North	2 South	Total
QBAD1_6 Like Most about Living in Carlsbad: Beautiful/Clean	0 Not Chosen	Count	449	424	873
		% within Region2	88.0%	83.3%	85.7%
	1 Chosen	Count	61	85	146
		% within Region2	12.0%	16.7%	14.3%
Total	Count		510	509	1019
	% within Region2		100.0%	100.0%	100.0%

Residents also differed by region in the likelihood that they indicated that what they liked most about living in Carlsbad is its small town feel. Not surprisingly, residents in the North (15.7%) were almost twice as likely as those in the South (7.9%) to say that what they liked most about living in Carlsbad is its small town feel. This is seen in Table 64b.

**Table 64b: Small Town Feel is the Best Liked Feature of Carlsbad by Region.**

			REGION2 Region2		
			1 North	2 South	Total
QBAD1_4 Like Most about Living in Carlsbad: Like That It's a Small Town	0 Not Chosen	Count	430	469	899
		% within Region2	84.3%	92.1%	88.2%
	1 Chosen	Count	80	40	120
		% within Region2	15.7%	7.9%	11.8%
Total		Count	510	509	1019
		% within Region2	100.0%	100.0%	100.0%

The likelihood that a resident said trails and parks were the thing they liked best about living in Carlsbad differed by region. Table 64c shows that 7.7 percent of residents in the South, compared to 4.1 percent of those in the North said that trails and parks were the thing they liked best about living in Carlsbad.

**Table 64c: Trails and Parks is the Best Liked Feature of Carlsbad by Region.**

			REGION2 Region2		
			1 North	2 South	Total
QBAD1_13 Like Most about Living in Carlsbad: Trails/Parks/Recreation	0 Not Chosen	Count	489	470	959
		% within Region2	95.9%	92.3%	94.1%
	1 Chosen	Count	21	39	60
		% within Region2	4.1%	7.7%	5.9%
Total	Count		510	509	1019
	% within Region2		100.0%	100.0%	100.0%

Table 64d shows the expected effect of region on reporting the Carlsbad village area as the thing most liked about living in Carlsbad. In the North, 9.4 percent said that the village was the thing they liked best about living in Carlsbad compared to 2.2 percent in the South.

**Table 64d: The Village is the Best Liked Feature of Carlsbad by Region.**

			REGION2 Region2		
			1 North	2 South	Total
QBAD1_14 Like Most about Living in Carlsbad: The Village	0 Not Chosen	Count	462	498	960
		% within Region2	90.6%	97.8%	94.2%
	1 Chosen	Count	48	11	59
		% within Region2	9.4%	2.2%	5.8%
Total	Count		510	509	1019
	% within Region2		100.0%	100.0%	100.0%

## **Biggest Concerns Regarding Carlsbad**

Respondents indicated what concerns they had about Carlsbad. Specifically, they were asked an open-ended question about what their biggest concern is regarding the City of Carlsbad. These concerns are displayed in Table 65. Similar to previous years, traffic was the most common complaint; 30.0 percent of the respondents said traffic was their biggest concern regarding the City of Carlsbad. Related are the concerns with growth, expressed by 23.3 percent; and over-development, expressed by 16.7 percent.

**Table 65: Biggest Concern Regarding Carlsbad.**

	2000		2001		2002	
	Count	%	Count	%	Count	%
Traffic	364	36.4%	310	30.7%	306	30.0%
Growth/Growing Too Fast	316	31.6%	266	26.3%	237	23.3%
Overdeveloping/Overbuilding	193	19.3%	184	18.2%	170	16.7%
Overcrowding/Overpopulation	116	11.6%	84	8.3%	146	14.3%
City Streets/Freeway Access	22	2.2%	35	3.5%	58	5.7%
The City Government/Planning/Responsiveness					51	5.0%
Cost of Living/Housing	51	5.1%	50	5.0%	38	3.7%
Overcrowded Schools/Bussing to San Marcos	10	1.0%	26	2.6%	33	3.2%
Losing Open Spaces/Conservation of Land	27	2.7%	25	2.5%	29	2.8%
Quality of Schools					27	2.6%
Crime	30	3.0%	16	1.6%	19	1.9%
Increasing Cost of Living (property taxes, gas, electric, etc.)					10	1.0%
Lack of/Poor City Services	34	3.4%	36	3.6%	10	1.0%
Pollution/Air Quality	42	4.2%	30	3.0%	4	.4%
No Concerns			66	6.5%	43	4.2%
Other			96	9.5%	152	14.9%

Some differences by year of survey administration should be noted. Concern about traffic was lower in 2001 and 2002 than it was in 2000. Concern about growth has diminished over the years of the study. On the other hand, overcrowding has become more of a concern in 2002 that it had been in previous years.



There was variation in residents biggest concern with the City of Carlsbad by region. Most notably, residents in the South were the more likely (21.2%) to mention over-development as their biggest concern than were those in the North (12.2%). This is revealed in Table 66.

**Table 66: Over-development is Resident's Biggest Concern for Carlsbad by Region.**

			REGION2 Region2		
			1 North	2 South	Total
QBAD2_3 Biggest Concern Regarding Carlsbad:	0 Not Chosen	Count	448	401	849
		% within REGION2 Region2	87.8%	78.8%	83.3%
Overdeveloping/Overbuilding	1 Chosen	Count	62	108	170
		% within REGION2 Region2	12.2%	21.2%	16.7%
Total		Count	510	509	1019
		% within REGION2 Region2	100.0%	100.0%	100.0%

### Improving the Quality of Life in Carlsbad

Residents were asked about improving the quality of life in the community. They were given the opportunity to offer suggestions regarding what the City of Carlsbad could do to improve the quality of life. Their responses are summarized in Table 67. Similar to 2001, there were two issues that were more commonly mentioned by respondents: setting limits on growth and development, and improving traffic circulation. Setting growth and development limits was suggested by 23.7 percent of the respondents, and improving traffic circulation was offered by 12.3 percent. Both of these suggestions were made less frequently in 2002 than they were in 2001. There were no regional differences in the likelihood that the respondent suggested improving traffic circulation or set limits on growth as a means to improve the quality of life in Carlsbad.

**Table 67: Improving the Quality of Life in Carlsbad.**

	2001		2002	
	Count	%	Count	%
Set Limits on Growth & Development	283	28.0%	242	23.7%
Improve Traffic Circulation/Efficiency	170	16.8%	125	12.3%
Sports Center/Golf Course/Recreation Facilities			53	5.2%
More Conscientious of Community Concerns	60	5.9%	52	5.1%
Save Open Space			52	5.1%
More/Better Parks	69	6.8%	49	4.8%
Finish/Open Roads Under Construction	69	6.8%	46	4.5%
Better Inform Carlsbad City Residents (general)	30	3.0%	39	3.8%
More Police	26	2.6%	31	3.0%
Road Maintenance			29	2.8%
More Affordable/Low Income Housing	20	2.0%	28	2.7%
More Community Events/Special Events (concerts, fairs, festivals)	23	2.3%	28	2.7%
Programs, Activities, Facilities for Children/Teens	15	1.5%	28	2.7%
More Schools	16	1.6%	21	2.1%
Improve/Expand Parking	16	1.6%	18	1.8%
Better Safety (rid of gangs, drugs & criminal activity)	13	1.3%	17	1.7%
More Entertainment Venues	23	2.3%	15	1.5%
More Policy & Relief for Unemployed/Poor/Homeless	11	1.1%	12	1.2%
Keep City & City Streets Clean	43	4.3%	11	1.1%
More/Better Public Transportation	18	1.8%	9	.9%
Content with How It Is			48	4.7%

## Reasons for Moving to Carlsbad

Respondents were asked for the main reason they moved to Carlsbad. Table 68 shows that the most common reason offered related to employment. That is, many people (19.4%) moved to Carlsbad for a job opportunity or to be closer to work. Additionally, 14.9 percent of the respondents said they moved to Carlsbad for the availability of good value in housing.

**Table 68: Reason for Moving to Carlsbad.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Job	196	19.2	19.4	19.4
	2 Retirement	29	2.8	2.9	22.3
	3 Ocean	75	7.4	7.4	29.7
	4 Location/Area	90	8.8	8.9	38.6
	5 Weather/Climate	90	8.8	8.9	47.5
	6 Schools/Education	49	4.8	4.9	52.4
	7 Close to Family	100	9.8	9.9	62.3
	8 Good Value in Housing	150	14.7	14.9	77.1
	9 Change in Marital Status	20	2.0	2.0	79.1
	10 Quality of Life/Lifestyle	34	3.3	3.4	82.5
	11 Born/Raised in Carlsbad	38	3.7	3.8	86.2
	12 Other	139	13.6	13.8	100.0
Total		1010	99.1	100.0	
Missing	98 Don't Know	3	.3		
	99 Refused	3	.3		
	System	3	.3		
	Total	9	.9		
Total		1019	100.0		

The main reason offered by the residents for moving to Carlsbad depended on where they lived. This is illustrated in Table 69, which shows that residents in the South were more likely than those in the North to report moving to Carlsbad for the location or for quality or affordable housing. Residents in the North were more likely to indicate that they had been born or raised in Carlsbad.

**Table 69: Reason for Moving to Carlsbad by Region.**

		REGION2 Region2			
		1 North	2 South	Total	
QDEMO1A Reason for Moving to City	1 Job	Count	101	95	196
		% within REGION2 Region2	20.0%	18.8%	19.4%
	2 Retirement	Count	11	18	29
		% within REGION2 Region2	2.2%	3.6%	2.9%
	3 Ocean	Count	44	31	75
		% within REGION2 Region2	8.7%	6.2%	7.4%
	4 Location/Area	Count	31	59	90
		% within REGION2 Region2	6.1%	11.7%	8.9%
	5 Weather/Climate	Count	44	46	90
		% within REGION2 Region2	8.7%	9.1%	8.9%
	6 Schools/Education	Count	35	14	49
		% within REGION2 Region2	6.9%	2.8%	4.9%
	7 Close to Family	Count	56	44	100
		% within REGION2 Region2	11.1%	8.7%	9.9%
	8 Good Value in Housing	Count	57	93	150
		% within REGION2 Region2	11.3%	18.5%	14.9%
	9 Change in Marital Status	Count	11	9	20
		% within REGION2 Region2	2.2%	1.8%	2.0%
	10 Quality of Life/Lifestyle	Count	19	15	34
		% within REGION2 Region2	3.8%	3.0%	3.4%
	11 Born/Raised in Carlsbad	Count	30	8	38
		% within REGION2 Region2	5.9%	1.6%	3.8%
	12 Other	Count	67	72	139
		% within REGION2 Region2	13.2%	14.3%	13.8%
Total	Count	506	504	1010	
	% within REGION2 Region2	100.0%	100.0%	100.0%	

## SUMMARY

The data reported here present a very favorable view of the City of Carlsbad. The consistency in the demographic characteristics of those surveyed is worth noting. There was also generally a good deal of consistency in attitudes across regions. Some key findings are noted below.

- All the city-provided services addressed in the survey were rated as good or excellent by most people.
- Ratings of fire protection and police services, as well as enforcement of traffic regulations was rated higher in 2001 than in 2000 or 2002.
- The overall city services were rated as good or excellent by over 90 percent of the respondents.
- Most (83.0%) of the respondents rated the overall road conditions as good or excellent.
- A little less than half of the respondents offered a good or excellent rating of the traffic circulation in the city.
- All maintenance services were rated as good or excellent by at least 80 percent of the respondents.
- All of the services contracted from outside agencies were rated as good or excellent by most (at least 65%) of the respondents.
- Residents indicated that they thought the City of Carlsbad was doing fairly well balancing various land uses in the city such as residential, commercial, industrial, and recreational.

- Four out of five respondents who had telephone contact with the city rated their contact as good or excellent.
- Most (80.2%) respondents said they go online, and of those, 94.7 percent said they had Internet access at home. Half of these residents have a high-speed connection.
- Three quarters of the respondents with Internet access said they would pay for recreation programs and classes over the Internet, and over half (56.5%) would pay their water or trash bill over the Internet.
- Most (85.7%) residents report subscribing to cable television, and these people indicated that they were moderately satisfied with their cable TV service.
- More public parking was the most common response when respondents were asked what they thought would improve the quality of their experience when visiting the Village area.
- Respondents indicated that they recycle 65.95 percent of the waste items in their household that are recyclable.
- Residents said that they felt very safe walking alone in their neighborhood during the day, and also felt quite safe walking in their neighborhood at night.
- The most common source of information about Carlsbad that residents reported was the Community Services and Recreation Guide.
- Residents rated the job the city does in providing residents with information about important issues higher in 2002 (6.27) than in 2001 (5.95).
- Sports programs and cultural activities were common types of programs or activities residents said they would like to see the Carlsbad Recreation Department offer for teens.

- Residents expressed moderate confidence in the city government to make decisions that positively impacted residents, and this rating was higher in 2001 and 2002 than it was in 2000.
- The feature of Carlsbad residents most commonly cited as what they liked best about living in Carlsbad was proximity to the beach, mentioned by over a third (34.2%) of the respondents.
- Residents' biggest concerns about the city of Carlsbad revolved around growth and over-development.
- The most common (19.4%) reason residents offered as the main reason they moved to Carlsbad was for a job opportunity or to be closer to work.



## APPENDIX A

### City of Carlsbad Public Opinion Survey 2002

QAREA1. Are you currently a resident of Carlsbad?

0. No
1. Yes

QAREA2. First, to be sure that you live in our study area, what is your zip code?

1. 92008
2. 92009
3. Other

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

1. East
2. West

QCBAD1. What do you like most about living in the City of Carlsbad? (Open-end)

QCBAD2. What is your biggest concern regarding the City of Carlsbad? (Open-end)

QSERV1-8. I am going to read a list of services provided by the City of Carlsbad. Please rate each one as excellent, good, fair, or poor.

1. Recreational programs
2. Library services
3. Fire protection
4. Police services
5. Enforcement of traffic regulations
6. Water services
7. Cultural arts programs (gallery, jazz concerts, art camps, etc)
8. Sewer services

QSERV1-8P. [If “poor”] is there a specific reason why you rated this service as poor? (Open-end)

QGENSERV. In general how would you rate the overall services provided by the City? Excellent, good, fair or poor?

QSTREET1. Overall road condition

QSTREET5. Traffic circulation efficiency, excluding freeways

QMAIN1-6. How would you rate the following maintenance services provided by the City?  
Excellent, Good, Fair, Poor.

1. Maintenance of street landscaping and medians
2. Tree maintenance
3. Park maintenance
4. Litter clean up
5. Maintenance of sidewalks
6. Seawall walkway along Carlsbad Blvd (aka Pacific Coast Hwy)

QPUBMAI Using a scale of 0 to 10 where zero means not at all confident and ten means very confident, how confident are you in the City to resolve any public maintenance issues that you may have?

QPUBMA2 (If QPUBMAI < 4) What could the city do to raise your confidence level regarding public maintenance issues? (Open-end)

QTAX Would you be willing to pay an additional \$2 to \$5 per year to maintain the current quality of the street medians in Carlsbad?

0. No
1. Yes

QOUTSRV1-3. The City of Carlsbad contracts with outside companies for a variety of services. Please rate each of the following services as excellent, good, fair, or poor.

1. Trash and recycling collection
2. Street sweeping
3. Hazardous waste disposal
4. Animal Control

QLAND One of the tasks of city government is to balance various land uses in the city – uses such as residential, commercial, industrial and recreational. On a scale from zero to 10, where zero means very poor and ten means excellent, how would you rate the job the City of Carlsbad is doing in balancing the various land uses in the city?

QLAND2 (If QLAND < 4) What could the city do to improve your rating on this issue? (Open-end)

QCGMP On a scale from zero to 10, where zero means not at all familiar and ten means very familiar, how familiar are you with Carlsbad's Growth Management Plan?

QCGP On a scale from zero to 10, where zero means not at all familiar and ten means very familiar, how familiar are you with Carlsbad's General Plan?

QINFO In the past year, have you used any of the following to gain information about the City?  
[READ OPTIONS, CHECK ALL THAT APPLY]

1. Community services recreation guide
2. City web page ([www.ci.carlsbad.ca.us](http://www.ci.carlsbad.ca.us))
3. The City desktop calendar
4. Flyer in City billing statement (combination water/trash bill for some homes)
5. Citizen forums
6. Calling the City on the telephone
7. City council meetings
8. Carlsbad Community Update Video
9. Other: \_\_\_\_\_

CITYINF2 Using a scale of 0 to 10 where zero means poor and ten means excellent, how would you rate the job the city does in providing you with information about issues that are important to you?

QCALL5 Have you had any contact with the City of Carlsbad via telephone in the past year?

- 0. No \_ skip to QINTACC
- 1. Yes \_ ask QCALL6

QCALL6 Overall, how would you rate that telephone contact with the city? Excellent, Good, Fair, or Poor?

QCALL6B (If QCALL = Poor) Why would you rate your telephone contact with the city as “poor”?

QINTACC Do you ever go online to access the Internet or World Wide Web or to send and receive email?

- 0. No \_ skip to QCBLTV
- 1. Yes

QINTHOM Do you have Internet access at home?

- 0. No \_ skip to QWEBREC
- 1. Yes

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

- 0. No
- 1. Yes

QWEBREC Would you use the Internet to register and pay for recreation programs and classes?

0. No

1. Yes \_ skip to QWEBWTR

QWEBRNO (If No to QWEBREC) What is the main reason why you would not use the Internet to register and pay for recreation programs and classes? (Open-end)

QWEBWTR (IF WEBPAY=1, ask) Would you use the Internet to pay your water or trash bill?

0. No

1. Yes \_ skip to QCBLTV

QWEBWNO (If No to QWEBWTR) What is the main reason why you would not use the Internet to pay your water or trash bill? (Open-end)

QCBLTV Do you currently subscribe to Cable TV?

0. No

1. Yes (SKIPTO QCBLSAT)

QNOSUB What is the main reason that you do not subscribe to cable TV? (Open-end)  
(SKIPTO TVILL)

QCBLSAT On a zero to 10 scale how would you rate your satisfaction with your cable television service? (Adelphia Cable Television)

QSATLOW (If rating is less than a 4) Is there a specific reason why you rated the cable TV service so low? (Open-end)

QCBLRAT How would you rate your cable company on their ability to let you know about changes in services, channel line-ups and rates?  
Excellent, Good, Fair, Poor, Don't Know, Refused

QVISVIL How often do you visit the downtown Village area? Would you say

1. At least once a week
2. At least once a month
3. Three or more times a year
4. At least once a year
5. Less than once a year
6. Never

(IF < 6 SKP QIMPQAL)

QNOVIL Why have you not visited the downtown Village area? (Open-end) (SKP TSAFE)

QIMPQAL What would help to improve the quality of your experience when visiting the Village area? (Open-end)

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

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

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

QPROGR What types of programs/activities would you like to see offered by the Recreation Department for Carlsbad teens? (Open-end)

ALLRECYC If you had to estimate the percentage of waste items that your household disposes of via recycling, where 0% would be recycling nothing and 100% would be recycling everything you can recycle, what would you say your percentage would be?

RECYC2 (If ALLRECYC < 50%) What keeps you from recycling a greater percentage of these items? (Open-end)

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

QCONFID3 On a scale of 0 to 10, where ten means very confident and zero means not at all confident, how confident are you in the Carlsbad City government to make decisions which positively affect the lives of its community members?

QCONLOW (If rating is less than a 4) Is there a specific reason why your rating for confidence in city government was so low? (Open-end)

LIFEQUAL What could the City of Carlsbad do to improve the quality of life in the community?  
\_\_\_\_\_(open end)\_\_\_\_\_

QPARTIC Would you like to increase your participation in City activities and issues?

0. No

1. Yes

QPARISS If you were to involve yourself in a city activity or issue, what would you most likely be involved with? (Open-end)

QDOB In order to make sure that we speak with people of all age groups, could you please tell me in what year were you born? \_\_\_\_\_

QDEMO1 How many years have you lived in Carlsbad? \_\_\_\_\_

QDEMO1A What was the main reason why you moved to Carlsbad? (Open-end)

QDEMO2 Do you own or rent your home?

1. Rent

2. Own

QDEMO3 How many people currently reside in your household including yourself and any children? \_\_\_\_\_ (IF = 1, SKIPTO QRACE)

QDEMO4 How many children are there in your household are under the age of 18? \_\_\_\_\_

QRACE What race do you consider yourself to be?

1. White/Caucasian
2. African American or Black
3. Asian
4. American Indian, Aleut, Eskimo
5. Hispanic or Latino
6. OTHER [SPECIFY] \_\_\_\_\_

QINCOME Please stop me when I reach the category that best describes your household's total income last year (2001) before taxes?

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

GENDER

1. Male
2. Female



## APPENDIX B

### Open-Ended Responses to Low-Rating Follow-up Questions

#### QSERV1P Reason for Poor Recreational Programs Rating

- There seems to be few evening class activities.
- Don't see many.
- No facilities.
- The only recreation program that exists is the boys and girls club, and I had an incident with the boys and girls club where they had no security. That and the only other recreational thing is the skate park.
- There are none in her area.
- They are badly organized.
- Most of the stuff seems club driven, I haven't seen a lot with the city of Carlsbad, and we don't have our own Y. It just seems like we don't have a lot of recreation, and it seems weak. It just seems like a lot of the services near La Costa Canyon High seem to go to Encinitas. They enjoy that facility more than Carlsbad does.
- I work for the city of Carlsbad and it takes a long time to get recreational programs active.
- They broke their promise in giving us 12 tennis courts in Poinsettia Park, and that was part of the plan. Instead they use the money for other projects, and now we only have 3 courts.
- They live on Aviara and there are no playgrounds to take kids to.

#### QSERV2P Reason for Poor Library Services Rating

- I come from a city from where the libraries are 9 stories so these are small.
- Lack of selection. But it is a nice facility.

### **QSERV3P Reason for Poor Fire Protection Services Rating**

- My best friend's house burned down.
- When we had a major fire they didn't do anything, but watched it.
- Because they turn on the siren by my house, even though there isn't a use for the siren, there aren't any emergencies.
- Because my house burned down. It was during the harmony grove fire.

### **QSERV4P Reason for Poor Police Services Rating**

- They don't look at us as individuals; they look at us as a group.
- Because I have a problem on my street with speeders and I have to call the police for speeders and I have had no positive results.
- They lag and they take time when they get to the scene of the crime. They are the highest paid cops in the state, but yet they sit on their ass. They are also really rude, attitude wise.
- Because he has never seen a police car in his area.
- It's because they're all crooked. All they're interested in doing is giving tickets to kids. They're bullies. They like to pick on my kids. My son has 14 friends who have suspended licenses for little traffic violations. One police man even told me kids shouldn't drive by the school because the police are instructed to give tickets there. I can't stand them. And there are about 120 people getting together to file a law suit against the police department. And they're big people too, like lawyers and doctors.
- Their primary service is increasing revenue by minor citations.
- No specific reason, just don't feel like they are doing a great job.
- They just need to lighten up.
- It seems to me that the law used to be innocent before proven guilty. Now you are guilty and have to prove yourself innocent. You shouldn't have to be afraid of the police. Last time I was pulled over by Carlsbad police they weren't nice at all. Basically you should feel like cops are older brothers looking out for you, not like yard duties.

- Rarely see them. Don't know where they are.
- In 2000, (I've had a woman harass me for 3 years), I filed a police report with a detective and he did not file it. There's no record. It has taken me well over a year to get to the point where I'm at now, which is nowhere. He could care less, he didn't follow through on anything, he got his facts mixed up several times, and I believe he retired last week and I feel that is why he did not wish to pursue this case at all. I feel that I have been victimized by a department that was supposed to be protecting me. I don't feel that I am protected. There were other detectives that were extremely helpful, but not my detective.
- I have never had any positive dealings with the Carlsbad police department. All my dealings with them have been unsatisfying and unfulfilling. I don't think the people in the department are very adept at dealing with the public.
- I've never seen them out in my area. They don't go up and down my street and I think that's a deterrent if they do.
- Lack of funding in the police department.

#### **QSERV5P Reason for Poor Traffic Enforcement Rating**

- It's ridiculous.
- I think they take advantage of giving more parking tickets than they should be giving and they should be concentrating on speeding tickets. They give a lot of people tickets that don't concentrate on speed. They should be giving more tickets for speed than for parking tickets.
- The traffic; nobody goes by the rules.
- They're like speed traps, they don't serve a purpose. It's selective harassment. They need to redirect efforts to other areas.
- There are so many people who speed. Individual people in their cars tend to use the carpool lanes which are for more than 2 people and they also don't respect red lights and tend to run yellow lights.
- We have a lot of fast and radical drivers and I walk a lot.
- Police don't do their jobs and drivers always run red lights.
- Skateboarders in the village.

- Because the traffic is terrible. Somebody should take a look at El Camino Real between Chestnut and Highway 78.
- Yes, because I see the speed limit constantly being exceeded, and I never see anyone doing anything about it. I try to drive the speed limit, but when I do I get run over.
- Because the police have not given positive results when speeders on my street are here.
- They do not enforce traffic speed on residential streets.
- I see a great deal of parking in red areas and handicapped spaces, even though cops pass by there all the time. And even though the cops often get their drinks comp. they seem to look the other way and I have never seen one ticketing. And traffic lights don't sense motorcycles.
- They don't give people tickets for speeding or not stopping on stop signs, except on the freeway.
- Drives a lot and sees a lot of people doing bad things. There is never a policeman to correct.
- There's not enough police enforcement. They don't watch the traffic or the stop lights or signs. Poor drivers are never caught.
- Yes, because I live in a neighborhood that has a speed limit of 25 and people are breaking the speed limit there all the time.
- We see many red lights being run and no one to enforce the law.
- They're one sided, racial, and done by incredibly incompetent people. The I-5 is totally poorly planned to begin with, and the police dept. has turned corrupt in giving people tickets.
- They aren't concerned about individual's safety; they spend time on petty manners, but wouldn't be involved in an accident. In major accidents they stay away since they're concerned about their own safety in dangerous areas. They don't get involved in dangerous situations.
- There is too much speeding and not enough police.
- They don't have the lights timed. The lights will change, one light, stop, another light, stop. They are open during the day, but not rush hour- staggered lights. We need a few stop signs in Calavera hills.
- The officer a while back failed to look at the no U-turn sign. They need to be more knowledgeable of their locations and what they do before they pull people over.
- The street we live on, we have traffic that goes about 50 mph and it's a 25 mile an hour zone.

- We have so many people running red lights, and that's a real concern. I wish there were more police officers out there.
- Traffic is a mess; it's always a bottleneck on El Camino Real and the 78.
- I don't see anyone getting tickets for illegal things.
- Timers are bad and too much traffic.
- Too many cars and it is sometimes out of control.
- Yes. Because I know of an officer filing false reports. I know of an officer who has filed at least one false report.
- I ride a bike and am very sensitive to people who don't obey traffic laws. They don't stop at the stop signs, red lights and they are very busy. They have many things to do rather than paying attention when driving.
- Yes, because I live by the high school and its not just students. Please put a police officer at the corner of Magnolia and Monroe.
- Yes, because people keep going through red lights and the police don't do anything about it.
- By the business and homes on Palomar Airport Road people run reds all the time in high speeds.
- Over crowding and too much traffic.
- There's so much building that they can't accommodate the traffic. Can't move, can't go anywhere.
- My office is close to accidents and traffic enforcement is poor.
- I often drive along the coast highway and observe many people breaking all kinds of speed limits including city vehicles.
- My wife received an unfair ticket about 8 months ago.
- Because I've never been stopped. Overall, in the areas I drive, they don't seem to be stopping.
- I observe a general disregard for all signs and limits on the road and no one seems to take notice.
- I've called in about speeding drivers and I haven't seen any enforcement action.

- They've got the facilities to open up the traffic and they won't do it.
- Well there are no regulations. I never see police, well I see them, but going different places and ways.
- I frequently witness people running red lights and there is no police to enforce it. They put up all the traffic lights to regulate the traffic and then they don't enforce them, so this is a waste of money and it impedes the flow of traffic.
- There's too much speeding on my street. They don't stop on red lights, especially when the light is yellow. I've never seen the police patrol the street that I live on, Paseo Del Norte.
- Because it seems like there are a lot of cops around and it seems like they try and nab a lot of people - they are out at high-volume times - a lot of speed traps or other speed-belt traps. They are only visible at high-volume times.
- The over population and the traffic. They do not enforce the speed limit.
- I live off of Alga and they are doing road construction. We are down to one lane, and in a construction area you are supposed drive 25, and nobody does.
- Too many traffic tickets.
- They are never on the streets as much as they should be and are not much on the freeway to control speeding and reckless driving. They monitor the residential streets more than the busy areas.
- Because I am afraid of getting hit by a car when I cross the street, on Carlsbad Village Drive and Harding.
- Because people are speeding excessively and running stop lights.
- Because I have been pulled over 3 times in Carlsbad.
- A lot of people running red lights and not enough police.
- There are no regulations where I live up by El Camino, right by the mall.
- Because I know that many people get tickets that ignore them. And somehow the enforcement has to do with warrants which the police are involved with.
- Because the traffic is terrible; over crowded freeways and subdivisions.

- The cross walks on Carlsbad Blvd should be monitored by the police: people speed too much.
- It is over-enforced.
- People run red lights all the time.
- It is not enforced. Traffic lights are not enforced. Not sure where the cops are.
- I've had problems where they'll just give tickets for silly things just to collect money.
- I just see the traffic and they don't manage the streets very well, they're crowded.
- There aren't enough cops on the streets.
- I've seen a police officer and have seen something illegal happen right in front of them. I've seen this happen like 10 to 15 times now.
- There are many incidents of infractions on my daily commute.
- Just some things aren't enforced like they should be. Such as stop signs, people not stopping making right turns, red lights from El Camino to going west on La Costa Avenue and the police don't do anything about it.

#### **QSERV6P Reason for Poor Water Services Rating**

- Because it smells and stains clothing and bathrooms and we can't drink it. Very bad lately.
- I get grit in my water.
- It taste terrible and smells also.
- They're too expensive.
- They're redoing the billing and I haven't received a bill in six weeks.
- They hire all the cheapest contractors they can find. It just sucks, their whole utilities is crap.
- The city council is stopping their billing, and for people like me who are retired, I had one bill July 1 and another one in July- that's hard on people's finances. But the quality of the water is good.
- Poor planning.

- Because the water received in San Diego is bad, they get most Colorado River water through the Metropolitan Water District.
- Construction said that water would be off at certain times and didn't stick to the schedules at all....like 4 or five hours with no water, and there wasn't a number to call and it wasn't regulated at all by the city. Sometimes they wouldn't even give a notice and they would turn off the water.
- Yeah, I was late on a bill and they wouldn't work with me like the other services did. I am a single mom with two children. I had a hardship and they wouldn't even work with me, they just shut the water off.
- The water is getting less and pure.
- Water quality is poor and we don't drink it.
- Too much housing development.
- We just had some bad customer service with the water department on the phone.
- Because overdevelopment has decreased my water pressure and the price has become high.
- The water services are provided adequately but the water tastes terrible, and I can't drink it.
- Yes, she thinks that their billing issues are poor. They require a deposit and keep the money there if you are late with your payment. They did not respect her by turning off the water and she has been a regular paying customer the whole time she had lived there.
- Because my water pressure is very low, there should be a building requirement for water pressure that has to be met. I shouldn't knock the city so much for the problem because the builder has some of the responsibility too.
- I think they charge too much.
- The water taste terrible- I can't drink it. The reports that they send out on water quality, in my opinion they are not informative enough on the important things.



## QSERV7P Reason for Poor Cultural Arts Programs Rating

- People don't move here for cultural arts. We are from New York and we came from the best cultural arts but the weather here is great.
- There doesn't seem to be any.
- Because I don't hear much about them, I know there's a library museum in the library, but I don't really hear much about any concerts by the sea or park.
- Knows that the Carlsbad cultural arts program is under-funded. In the last 8 years, the equipment has worn down but it there is no budget to replace it. Could spend more money on theatre stuff.
- That's not what they're after. Their cultural thing is good enough to get by, but the interest is in permits for building homes and running people out of town. That's what it's all about.
- It's not the type of things and music we care for and we would like to have something like Oceanside or Vista Moonlight Theater.
- Not being marketed to me, I don't know about them. I have a daughter going to college who is interested in art, but we don't know about them, maybe it's just the marketing. I have been aware of an art show.
- Think they could do more. Compared to other cities, they don't do as well in art programs and events.
- I'm not trying to be racist or anything, but this city is mainly about white people. It's cool, it's their city and I understand.
- I don't think that the programs are the best use of tax dollars. Not too many people like anything else besides the jazz stuff.
- There is really no where to go in Carlsbad, it's lacking in the arts.
- I see very few and the ones that are out are embarrassing.
- Because they don't have much.
- I don't see very much of it, and I don't think they are that culturally enriched, they only have a jazz program.
- Don't see a lot of these activities. Better Downtown. Not many of them in Carlsbad.

- I don't think they have enough programs for a community this size.
- Lack of galleries. Where are they?
- I do not know of any cultural arts programs. Other than the annual street fair.
- Well there is not any. There is no theater.
- I think there's a lot more museums in downtown than in Carlsbad. They're better marketed.
- I don't know about it, or that it even exists, so it must be poor.
- There are not a lot of cultural programs. There are not a lot of art performances.
- There are not enough of them and not promoted very well.
- Because I guess there isn't much awareness in the city.
- Not aware of any cultural art programs.
- I never really see anything else other than for the Hispanic culture.
- There aren't any that I know of.
- I don't think there are enough and the ones that are done aren't publicized enough. I think it's a lack of funding, not a lack of the public wanting to go.
- They don't have any playhouse or art center like the one in Escondido. A city like this should have one.

**QSERV8P Reason for Poor Sewer Services Rating**

- Yes, the water pressure for flushing the toilet is low.
- We had drainage coming down our street for the past 2 years and now I have algae growing.
- You can smell the sewer all around where I live.
- It goes along with all of the rest of the utilities. They hire the cheapest contractor they can get.
- Because not too long ago there was a huge sewage clog, and we didn't know, and we couldn't flush our toilets for quite some time.

- Because they never see anybody clean them.
- The sewage spills, I know that all of them haven't occurred in Carlsbad but some have and they don't notify people. I am a surfer and it worries me.
- The whole city of San Diego has old sewers and we have to close beaches.
- A lot of blockage in our block.
- Some places smell, like Vons parking lot on La Costa.
- Because we have problems with sewer stops.
- Expensive.
- Because it backs up all the time and modification to the city line did not require home owners to modify connections and our landlord did not do this. So it backs all the time.
- When I first moved into my house, there was a problem with the sewer line, and it cracked my driveway.
- I think they charge too much.