

City of Carlsbad 2004 Public Opinion Survey Report

Conducted for:

City of Carlsbad

Conducted by:

The Social and Behavioral Research Institute

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INTRODUCTION

A public opinion survey of residents in the City of Carlsbad was conducted in the Fall of 2004. The survey addressed the attitudes of city residents concerning city-provided services, facilities, and issues, and included a number of demographic questions.

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

DATA

The information in this report is based on 1,020 telephone interviews conducted with adult residents in the City of Carlsbad in 2004, along with data collected in the years 2000 through 2003. Respondent household telephone numbers were selected for contact using random-digit-dial methodology. Using this methodology, all listed and unlisted residential telephone numbers within a geographic boundary have an equal chance for inclusion in the sample. The interviews were conducted with respondent households from two regions in the City of Carlsbad: North and South. The North Region included residents in the 92008 zip code, and the South Region included residents in the 92009 zip code. Approximately 500 interviews were conducted per region.

The questionnaire used for this study is similar to those used for the City of Carlsbad in the previous four years. 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.

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

Interviewing for this study was conducted between August 4th and September 12th, 2004, on-site at the SBRI office at California State University San Marcos. Scheduling of the interviewing sessions was arranged to insure that a representative sample of Carlsbad households were contacted. Up to 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 47,745 telephone calls during the course of the study, with an average completed interview length of 19.31 minutes. The response rate for the survey was 46.04 percent. This response rate was calculated using methodology supported by the Council of American Survey Research Organizations (CASRO) and the American Association of Public Opinion Researchers (AAPOR). The formula used was CASRO response rate formula RR4.

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

RESULTS

Respondent Demographics

This section provides a description of the Carlsbad residents surveyed in 2004. These findings are very consistent with the demographics in the previous years of the study. The data come from interviews with 510 residents in the North Region and 510 residents in the South Region of Carlsbad.

As is typical with telephone surveys in general and the previous Carlsbad public opinion surveys, 39.8 percent of those responding were male and 60.2 percent were female. These respondents had lived in Carlsbad an average of 10.85 years, and averaged 48.51 years of age, ranging from 18 to 91 years old. Table 1 shows the distribution of the race/ethnicity of the respondents in 2004.¹

¹The “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 of Respondent - 2004.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 White/Caucasian	859	84.2	88.7	88.7
	2 African American or Black	6	.6	.6	89.4
	3 Asian	36	3.5	3.7	93.1
	4 American Indian, Aleut, Eskimo	6	.6	.6	93.7
	5 Hispanic or Latino	54	5.3	5.6	99.3
	6 Other	7	.7	.7	100.0
	Total	968	94.9	100.0	
Missing	8 Don't Know	7	.7		
	9 Refused	45	4.4		
	Total	52	5.1		
Total		1020	100.0		

Table 2 displays the annual household income of the respondents. The table shows that over half (55.7%) of the respondents in 2004 had total household incomes of \$75,000 or more. Just under a quarter (23.8%) of the respondents reported a total household income of \$125,000 or more.

Table 2: Total Household Income Last Year (2003) Before Taxes.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Under \$25,000	42	4.1	5.1	5.1
	2 \$25,000 to Under \$35,000	49	4.8	5.9	11.0
	3 \$35,000 to Under \$50,000	109	10.7	13.2	24.3
	4 \$50,000 to Under \$75,000	165	16.2	20.0	44.3
	5 \$75,000 to Under \$100,000	146	14.3	17.7	62.0
	6 \$100,000 to Under \$125,000	117	11.5	14.2	76.2
	7 \$125,000 to Under \$150,000	59	5.8	7.2	83.4
	8 \$150,000 to Under \$200,000	68	6.7	8.3	91.6
	9 \$200,000 and Above	69	6.8	8.4	100.0
	Total	824	80.8	100.0	
Missing	98 Don't Know	35	3.4		
	99 Refused	161	15.8		
	Total	196	19.2		
Total		1020	100.0		

In 2004, 79.5 percent Carlsbad residents owned their home, and 20.5 percent said they were renting. These percentages are very consistent with previous years. Less than a third (29.0%) of the respondents worked within Carlsbad city limits.

Also similar to previous years, there was an average of 2.55 people in the households, and 32.5 percent of the households had at least one child. Of those *households with children*, there was an average of 1.83 children in the household, and in all households there was an average of 0.59 children.

City Services

City-Provided Services

Residents gave their opinions about the 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 the following tables show, the city-provided services addressed in the survey were rated as good or excellent by most people, and have been consistently positive over the five years of the surveys.

Tables 3 and 4 show that both fire protection and police services received very good ratings. Over 90 percent of the respondents in 2004 rated these services as good or excellent. These tables reveal an interesting pattern for both fire protection and police services; the distributions of ratings were higher in 2001 and 2003 than they were in 2000, 2002, or 2004.

Table 3: Fire Protection Services Rating by Year.

			YEAR Study Year					
			1 2000	2 2001	3 2002	4 2003	5 2004	Total
QSERV3 Fire Protection Services Rating	1 Poor	Count	7	5	4	1	3	20
		% within YEAR	.8%	.6%	.5%	.1%	.4%	.5%
	2 Fair	Count	26	17	12	13	31	99
		% within YEAR	3.1%	2.1%	1.5%	1.6%	4.0%	2.4%
	3 Good	Count	395	337	395	344	336	1807
		% within YEAR	47.5%	41.3%	48.2%	41.6%	43.7%	44.5%
	4 Excellent	Count	404	457	409	469	399	2138
		% within YEAR	48.6%	56.0%	49.9%	56.7%	51.9%	52.6%
Total	Count	832	816	820	827	769	4064	
	% within YEAR	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 4: Police Services Rating by Year.

			YEAR Study Year					
			1 2000	2 2001	3 2002	4 2003	5 2004	Total
QSERV4 Police Services Rating	1 Poor	Count	24	16	15	14	17	86
		% within YEAR	2.6%	1.7%	1.6%	1.5%	1.9%	1.9%
	2 Fair	Count	64	45	66	57	56	288
		% within YEAR	7.0%	4.8%	7.0%	6.1%	6.2%	6.2%
	3 Good	Count	445	408	470	412	447	2182
		% within YEAR	48.8%	43.6%	50.1%	44.3%	49.2%	47.2%
	4 Excellent	Count	379	466	388	448	388	2069
		% within YEAR	41.6%	49.8%	41.3%	48.1%	42.7%	44.7%
Total	Count	912	935	939	931	908	4625	
	% within YEAR	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

As indicated above, city services have been rated favorably by the majority of the respondents. When a respondent gave a poor rating to a city service, they were asked why they rated the service as poor. Their reasons for the poor ratings are found in Appendix B.

Respondents also provided a general, overall rating of the city services. Almost all (90.4%) of the residents in 2004 gave an overall rating of the city services that was good or excellent. This is illustrated in Table 5. The ratings were higher in 2001 through 2003 than they were in 2000 and 2004.

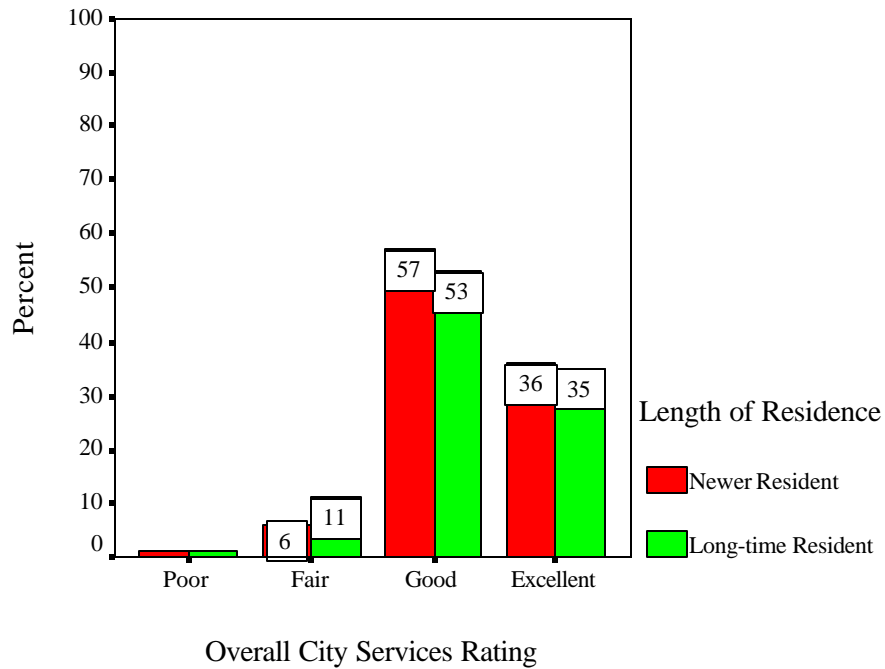
Table 5: Overall City Services Rating by Year.

			YEAR Study Year					
			1 2000	2 2001	3 2002	4 2003	5 2004	Total
QGENSRV Overall City Services Rating	1 Poor	Count	9	3	7	5	10	34
		% within YEAR	.9%	.3%	.7%	.5%	1.0%	.7%
	2 Fair	Count	74	41	45	40	85	285
		% within YEAR	7.5%	4.1%	4.5%	4.0%	8.6%	5.7%
	3 Good	Count	614	612	618	599	545	2988
		% within YEAR	62.6%	61.3%	61.1%	59.8%	54.9%	60.0%
	4 Excellent	Count	284	342	341	357	353	1677
		% within YEAR	29.0%	34.3%	33.7%	35.7%	35.5%	33.6%
	Total	Count	981	998	1011	1001	993	4984
		% within YEAR	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Overall city services ratings did not vary by region or income level of the resident.

However, the overall ratings of the city services did vary slightly by length of residence. Figure 1 shows that newer residents (those who have lived in the City of Carlsbad for six years or less) rated services in general more positively than long-time residents (those living in Carlsbad for more than six years).

Figure 1: General Service Rating by Length of Residence.



Contracted Services

In addition to the city-provided services, respondents were also asked about services contracted from outside agencies. The contracted services respondents were asked about are (1) trash collection, (2) hazardous waste disposal, (3) recycling collection, and (4) cable television. Most of these services were rated as good or excellent by most people.

Table 6 reveals a slight dip in the ratings of the trash collection service in 2002, but overall, ratings are very positive with 87.3 percent of the respondents offering a rating of good or excellent in 2004. The residents' ratings of the hazardous waste disposal service also tended to be positive. Table 7 shows that hazardous waste disposal ratings in 2003 and 2004 were more positive than they had been in the previous years.

Table 6: Trash Collection Rating by Year.

			YEAR Study Year					
			1 2000	2 2001	3 2002	4 2003	5 2004	Total
QOUTSRV1 Trash Collection Rating	1 Poor	Count	35	43	63	16	26	183
		% within YEAR	3.5%	4.3%	6.3%	1.6%	2.6%	3.7%
	2 Fair	Count	131	142	142	98	102	615
		% within YEAR	13.3%	14.2%	14.2%	9.9%	10.1%	12.3%
	3 Good	Count	501	475	508	520	492	2496
		% within YEAR	50.7%	47.4%	50.7%	52.4%	48.7%	50.0%
	4 Excellent	Count	321	343	289	359	390	1702
		% within YEAR	32.5%	34.2%	28.8%	36.2%	38.6%	34.1%
Total	Count	988	1003	1002	993	1010	4996	
	% within YEAR	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 7: Hazardous Waste Disposal Rating by Year.

			YEAR Study Year					
			1 2000	2 2001	3 2002	4 2003	5 2004	Total
QOUTSRV3 Hazardous Waste Disposal Rating	1 Poor	Count	81	83	79	60	58	361
		% within YEAR	13.5%	14.4%	12.7%	8.7%	9.6%	11.7%
	2 Fair	Count	139	117	135	151	134	676
		% within YEAR	23.2%	20.2%	21.7%	21.8%	22.2%	21.9%
	3 Good	Count	293	288	323	370	293	1567
		% within YEAR	49.0%	49.8%	52.0%	53.5%	48.5%	50.7%
	4 Excellent	Count	85	90	84	111	119	489
		% within YEAR	14.2%	15.6%	13.5%	16.0%	19.7%	15.8%
Total	Count	598	578	621	692	604	3093	
	% within YEAR	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Beginning in 2003, residents were also asked about recycling collection services as well as cable television. The ratings of recycling collection services, found in Table 8, were quite positive, and as Table 9 shows, the cable television service ratings declined from 2003 to 2004. Respondents who offered a poor rating of any outside service were asked why they gave a poor rating. Their responses are reported in Appendix B. Table 10 shows that the ratings of cable television were considerably higher for those 56 years old and older.

Table 8: Recycling Collection Rating by Year.

			YEAR Study Year		
			4 2003	5 2004	Total
QOUTSRV5 Recycling Collection Rating	1 Poor	Count	40	47	87
		% within YEAR Study Year	4.1%	4.8%	4.4%
	2 Fair	Count	131	135	266
		% within YEAR Study Year	13.3%	13.7%	13.5%
	3 Good	Count	491	475	966
		% within YEAR Study Year	49.8%	48.4%	49.1%
	4 Excellent	Count	324	325	649
		% within YEAR Study Year	32.9%	33.1%	33.0%
Total	Count	986	982	1968	
	% within YEAR Study Year	100.0%	100.0%	100.0%	

Table 9: Cable Television Rating by Year.

			YEAR Study Year		
			4 2003	5 2004	Total
QOUTSRV6 Cable Television Rating	1 Poor	Count	142	200	342
		% within YEAR Study Year	15.3%	22.2%	18.7%
	2 Fair	Count	224	262	486
		% within YEAR Study Year	24.1%	29.1%	26.6%
	3 Good	Count	407	345	752
		% within YEAR Study Year	43.9%	38.3%	41.1%
	4 Excellent	Count	155	93	248
		% within YEAR Study Year	16.7%	10.3%	13.6%
Total	Count	928	900	1828	
	% within YEAR Study Year	100.0%	100.0%	100.0%	

Table 10: Cable Television Rating by Age Group.

		agecat Age Group				
		1 18 to 41	2 42 to 55	3 56 and Older	Total	
qoutsrv6 Cable Television Rating	1 Poor	Count	77	65	46	188
		% within Age Group	23.7%	23.9%	17.3%	21.8%
	2 Fair	Count	98	83	66	247
		% within Age Group	30.2%	30.5%	24.8%	28.6%
	3 Good	Count	120	102	113	335
		% within Age Group	36.9%	37.5%	42.5%	38.8%
	4 Excellent	Count	30	22	41	93
		% within Age Group	9.2%	8.1%	15.4%	10.8%
Total	Count	325	272	266	863	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	

Lighting and Landscape

In 2004 interviewers described for the respondents how lighting and lanscape costs increased while assessments for lighting and landscaping have remained fixed, and therefore the current assessment level was inadequate for the current level of service. Respondents were then asked if they would be willing to pay a \$100 annual fee per household to maintain the current level of lighting and landscape service. Table 11 shows that 59.6 percent of the respondents said they would be willing to pay \$100 annually to maintain the current level of service, and 9.7 percent said they would pay a \$75 annual assessment. An additional 13.7 percent indicated that they would pay something less than \$75 to maintain the current level of city lighting and landscaping.

Table 11: Amount Respondent Would Pay for Current of Lighting and Landscaping.

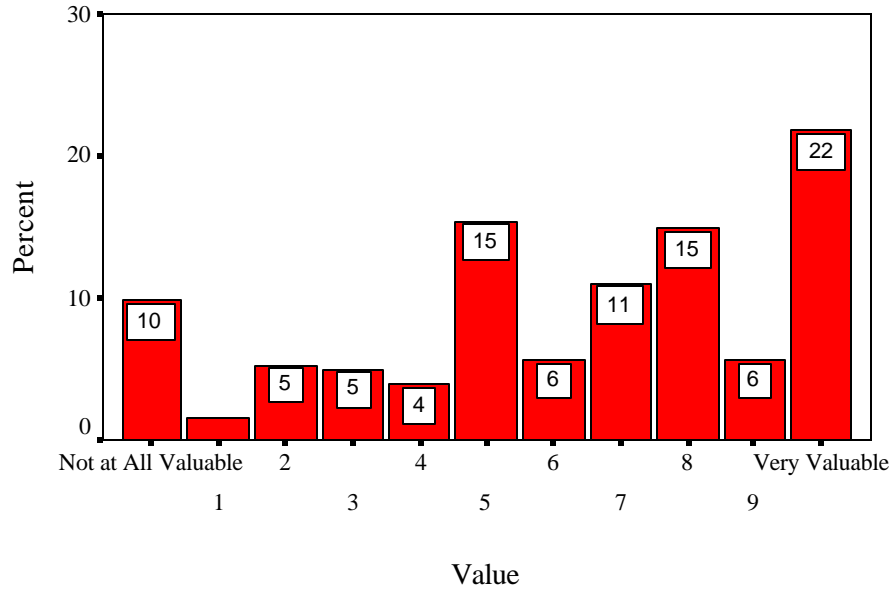
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Nothing	157	15.4	17.1	17.1
	2 \$5 to Les than \$75	126	12.4	13.7	30.8
	3 \$75	89	8.7	9.7	40.4
	4 \$100	548	53.7	59.6	100.0
	Total	920	90.2	100.0	
Missing	System	100	9.8		
Total		1020	100.0		

Wireless Internet Access

City residents were asked how valuable it would be to them to have wireless Internet access anywhere in the City of Carlsbad. The average rating on a zero-to-ten scale was 6.18. The distribution of responses, displayed in Figure 2, shows that 42.2 percent responded with an 8 or higher, and 16.8 percent responded with a 0, 1, or 2. The results show positive correlations² between the value residents place on having wireless Internet access anywhere in the city and the number of people (.122) and the number of children (.110) in the household. On the other hand, the value residents place on having wireless Internet access anywhere in the city correlated negatively with the number of years lived in Carlsbad (-.176) and the respondent's age (-.213).

²A 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.

Figure 2: Value of Wireless Internet Access Anywhere
in Carlsbad - 2004.



City Conditions

City Streets

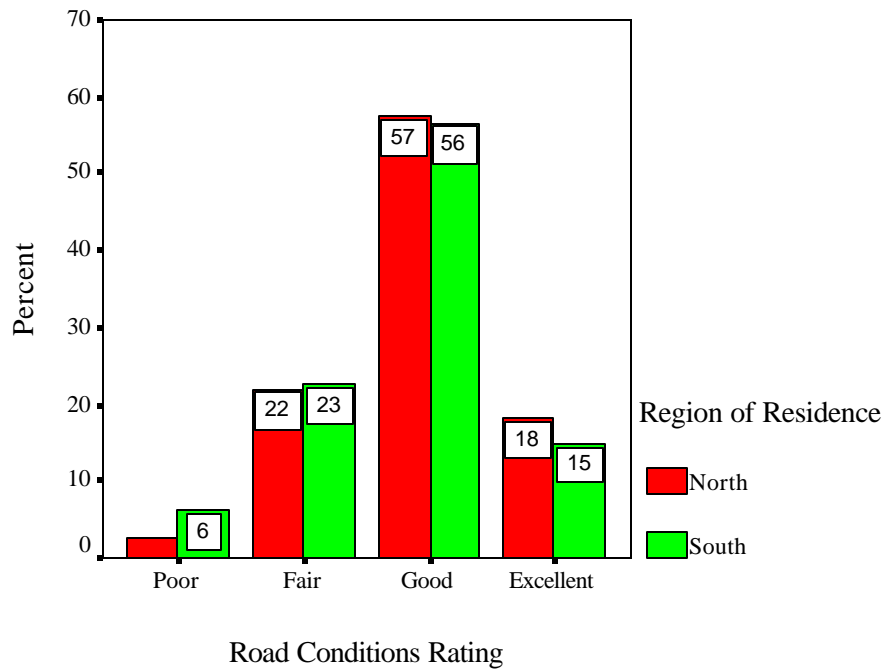
Carlsbad residents were asked about the city street conditions in Carlsbad. Overall road conditions were rated quite positively, with about three quarters (73.4%) of the respondents in 2004 giving a rating of good or excellent, as indicated in Table 12. While these are quite positive ratings, this is a decline from previous years of the study.

Table 12: Rating of Overall Road Conditions by Year.

			YEAR Study Year					
			1 2000	2 2001	3 2002	4 2003	5 2004	Total
QSTREET1 Rating of Overall Road Conditions	1 Poor	Count	26	21	32	24	44	147
		% within YEAR	2.6%	2.1%	3.1%	2.8%	4.3%	3.0%
	2 Fair	Count	170	138	141	117	226	792
		% within YEAR	17.0%	13.7%	13.9%	13.8%	22.3%	16.2%
	3 Good	Count	584	596	628	528	576	2912
		% within YEAR	58.5%	59.0%	61.8%	62.3%	56.8%	59.6%
	4 Excellent	Count	219	255	216	179	168	1037
		% within YEAR	21.9%	25.2%	21.2%	21.1%	16.6%	21.2%
Total	Count	999	1010	1017	848	1014	4888	
	% within YEAR	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Figure 3 illustrates that these ratings were varied between the north and south regions. Residents in the north rated the overall road conditions in Carlsbad more positively than did residents in the south.

Figure 3: Overall Road Conditions Rating by Region.



Respondents offered ratings of the traffic circulation in the city, summarized in Table 13. The ratings for traffic circulation, while not negative, were not as positive as the ratings for other services and conditions in the city. A little less than half of the respondents in 2004 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 lower in 2000 than they were in subsequent years.

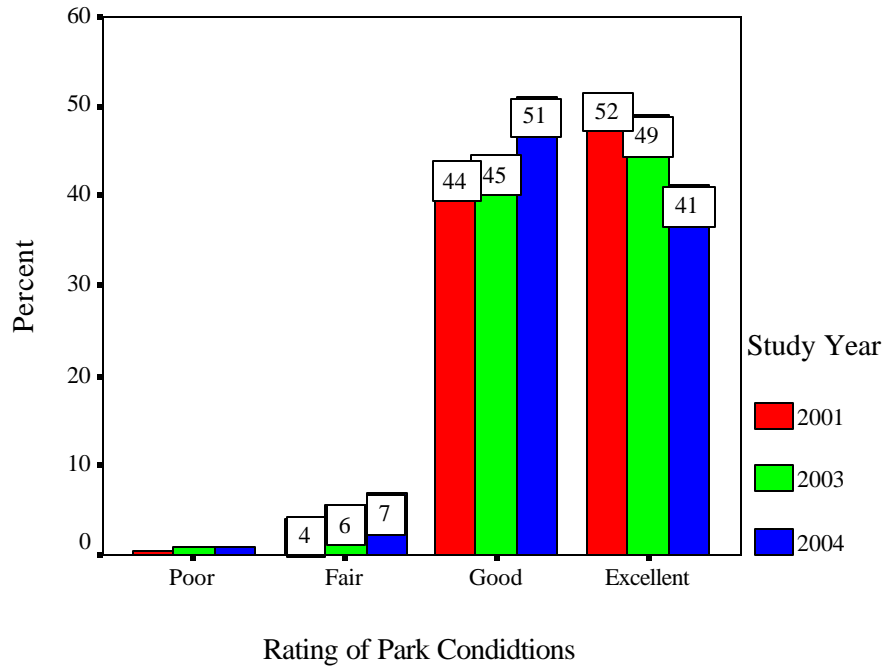
Table 13: Rating of Traffic Circulation Efficiency by Year.

			YEAR Study Year					
			1 2000	2 2001	3 2002	4 2003	5 2004	Total
QSTREET5 Rating of Traffic Circulation Efficiency	1 Poor	Count	252	171	186	171	166	946
		% within YEAR	25.3%	17.0%	18.4%	20.2%	16.4%	19.4%
	2 Fair	Count	337	378	363	305	403	1786
		% within YEAR	33.8%	37.6%	35.8%	36.1%	39.8%	36.7%
	3 Good	Count	361	384	393	316	384	1838
		% within YEAR	36.2%	38.2%	38.8%	37.4%	37.9%	37.7%
	4 Excellent	Count	46	72	71	54	59	302
		% within YEAR	4.6%	7.2%	7.0%	6.4%	5.8%	6.2%
	Total	Count	996	1005	1013	846	1012	4872
		% within YEAR	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

City Parks

Respondents were asked to rate the conditions of the park or parks that the respondent or respondent's family used in the City of Carlsbad. Figure 4 shows clearly that the vast majority of the respondents gave a favorable rating of the city parks each year the question was asked. In 2004, 92.2 percent of the respondents gave a good or excellent rating. However, the figure does show that this is a decrease from the previous years.

Figure 4: Park Conditions Rating by Year.



City Information

Information Resources

Respondents were asked what resources they used to get information about the City of Carlsbad. Table 14 shows that the most common sources of information about Carlsbad were local newspapers and local TV news. It also shows that more than half of the residents reported that they used the Community Services and Recreation Guide and local cable channel for information about Carlsbad.

Table 14: Sources of Information about Carlsbad in 2004.

	0 Not Chosen		1 Chosen	
	Count	%	Count	%
Local Newspapers	247	24.2%	773	75.8%
TV/Local News	290	28.4%	730	71.6%
Community Services Recreation Guide	395	38.7%	625	61.3%
Local Cable Channel	412	40.4%	608	59.6%
Calling City on Telephone	560	54.9%	460	45.1%
Flyer in City Water Bill	574	56.3%	446	43.7%
City Web Page	600	58.8%	420	41.2%
Neighborhood Construction Notifications	621	60.9%	399	39.1%
Sign On San Diego	625	61.3%	395	38.7%
City Desktop Calendar	686	67.3%	334	32.7%
City Council Meetings	791	77.5%	229	22.5%
Carlsbad Community Update Video	917	89.9%	103	10.1%
Other	977	95.8%	43	4.2%

The likelihood that residents accessed information about the City of Carlsbad through use of the Community Services and Recreation Guide is shown in Figure 5a by year. Use of the Community Services and Recreation Guide differed by year. That is, use of the Community Services and Recreation Guide to obtain information about Carlsbad was higher in subsequent years than it had been in 2001. Figure 5b shows that in 2004 residents in the north were more likely than those in the south to obtain information about the City of Carlsbad from the Community Services Recreation Guide.

Figure 5a: Community Services Recreation Guide as Information Source.

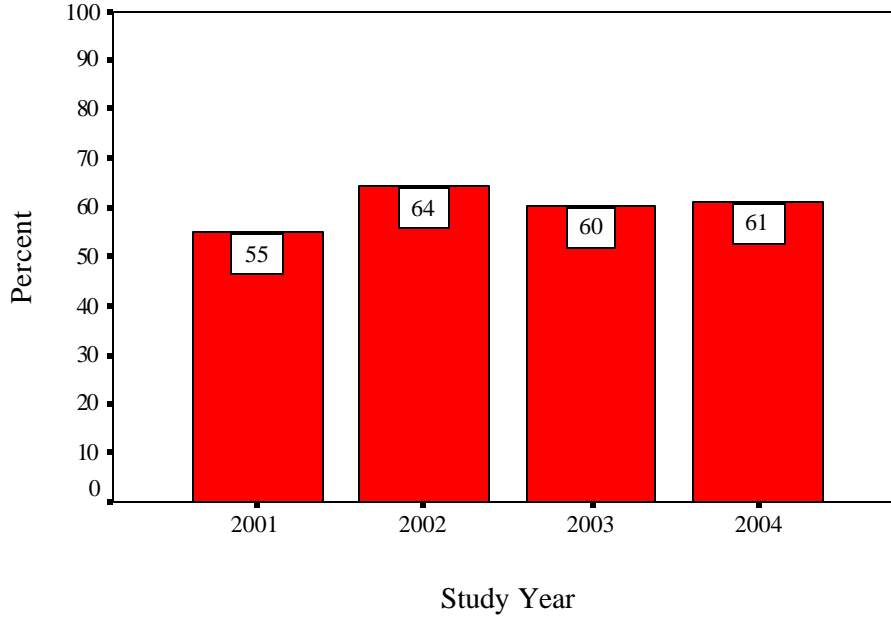
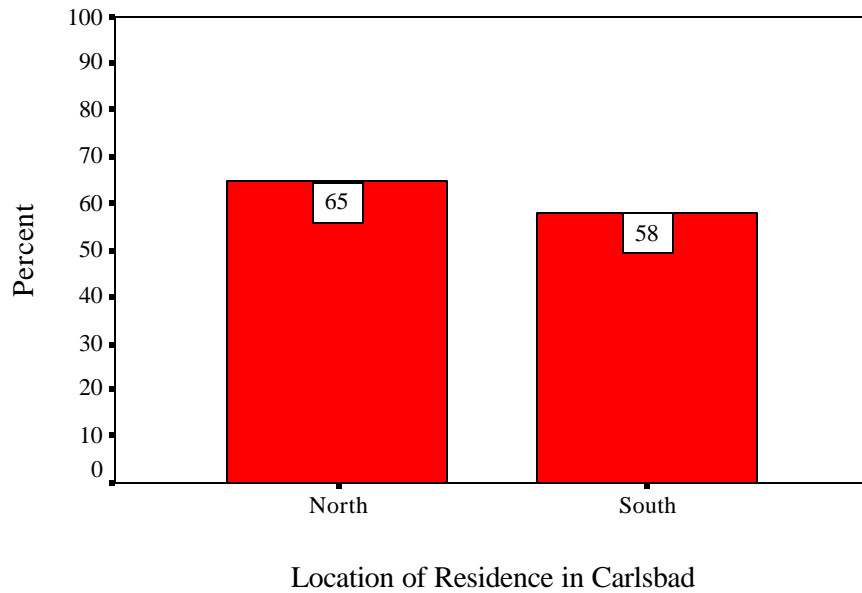
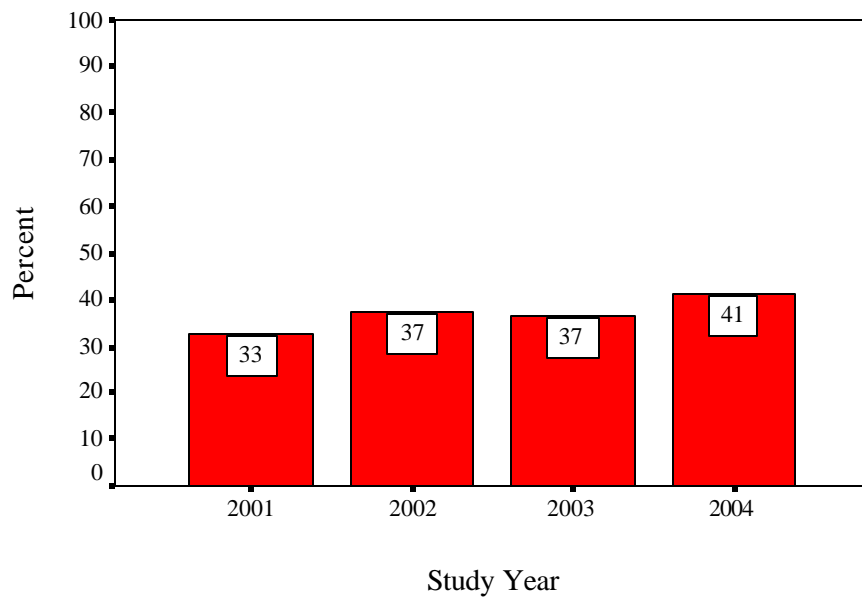


Figure 5b: Community Services Recreation Guide as Information Source.



The city web site was used by an increasing number of the respondents as a source of information about the City of Carlsbad. As Figure 6 shows, the percentages of respondents using the city's website to gain information about Carlsbad jumped from 2001 to 2002, and made another jump in 2004 to 41.2 percent.

Figure 6: City Web Page as a Source of Carlsbad Information by Year.



Use of the city desktop calendar is displayed by year in Figure 7. The table reveals that use of the city desktop calendar was much more likely in 2002 through 2004 than it had been in 2001.

Figure 7: Desktop Calendar as a Source of Carlsbad Information by Year.

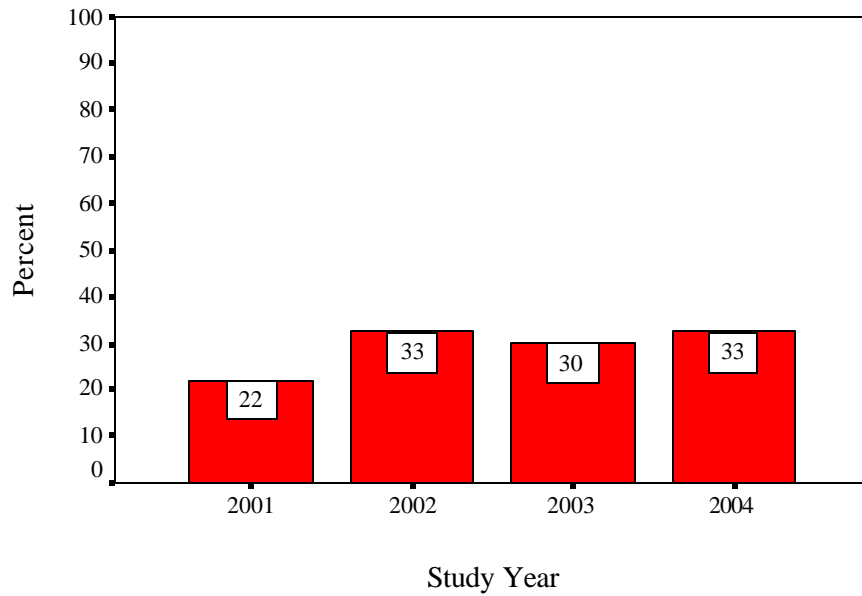


Figure 8 shows that obtaining information about Carlsbad through fliers in the city water bill differed by year. Specifically, use of fliers in the city water bill was a more common means of obtaining information about the City of Carlsbad in 2002 and 2004 than it was in either 2001 or 2003.

Figure 8: Water Bill Flyer as a Source of Carlsbad Information by Year.

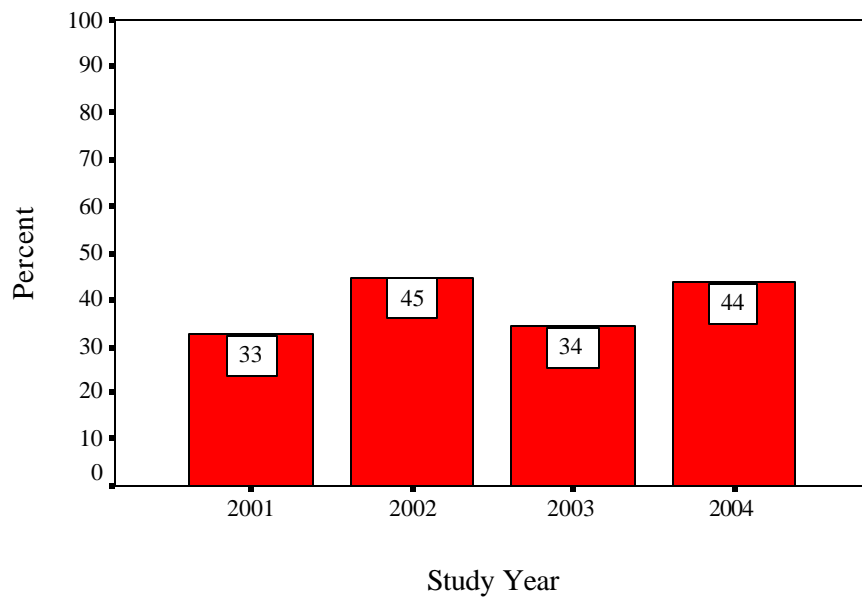
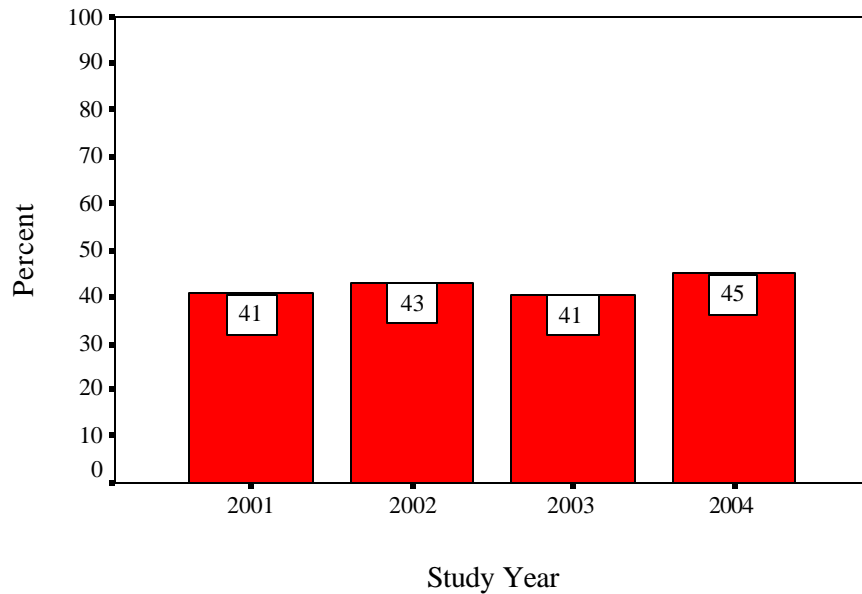


Figure 9 shows the likelihood of residents calling the city on the telephone for information about Carlsbad for each year. The likelihood that residents called for Carlsbad information did not vary significantly by year.

Figure 9: Phone Calls as a Source of Carlsbad Information by Year.



The use of city council meetings to gain information about the City of Carlsbad followed a pattern similar to that of fliers in the city water bill. Figure 10a shows that this source of information about the city was used more in 2002 and 2004 than it was in 2001 or 2003. Figure 10b shows that in 2004, those in the North Region of Carlsbad were more likely than those in the south to gain information on Carlsbad from city council meetings.

Figure 10a: City Council Meeting as Carlsbad Information Source by Year.

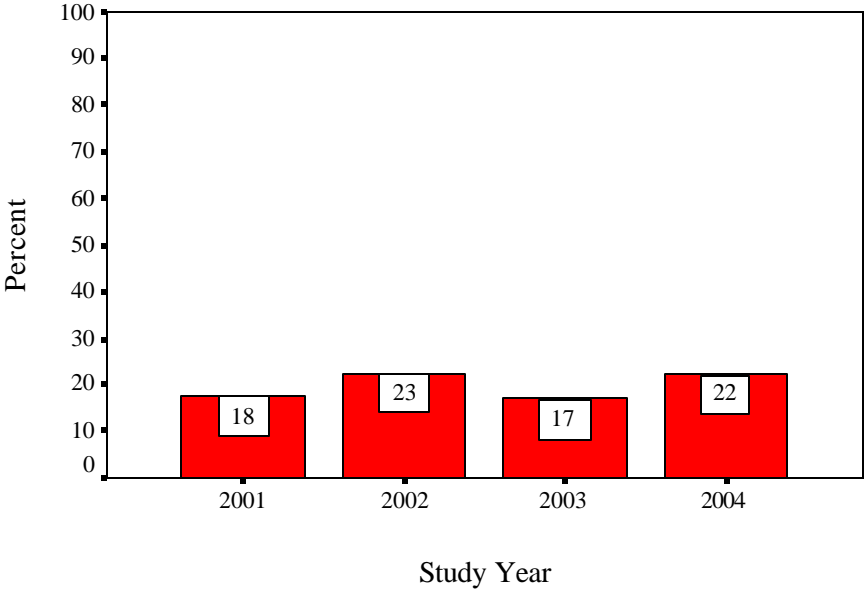
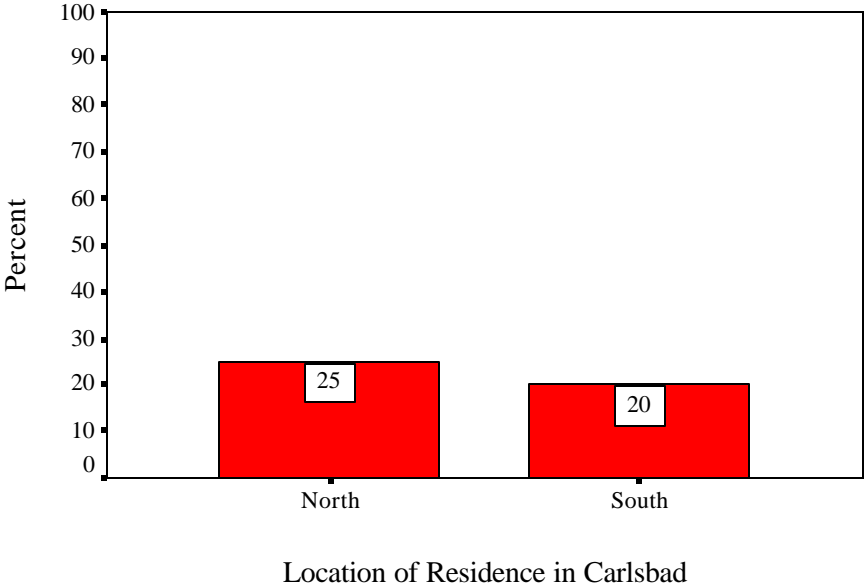
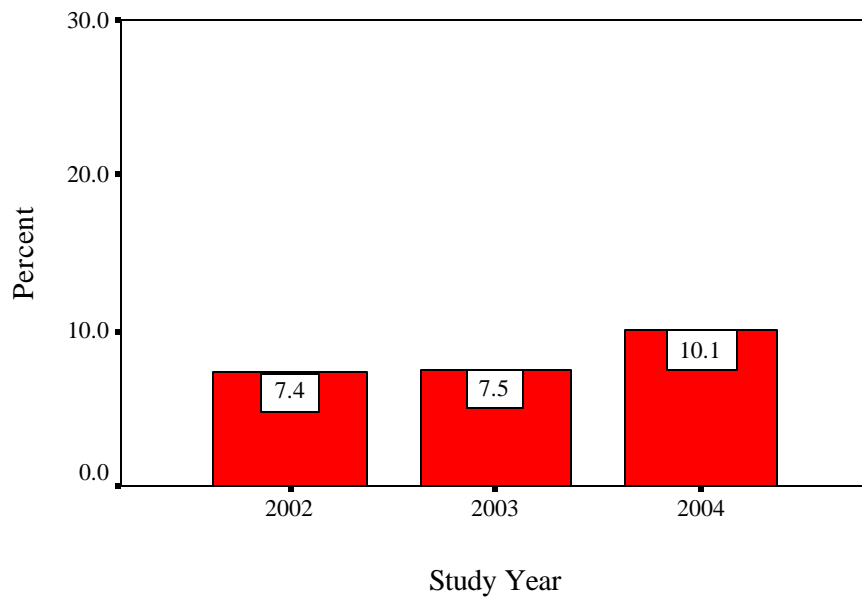


Figure 10b: City Council Meeting as Information Source by Region.



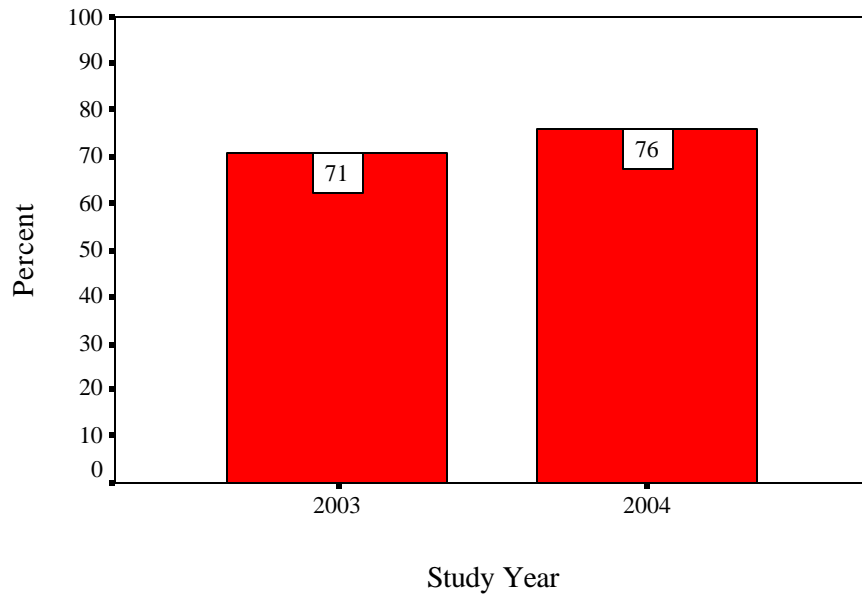
The Carlsbad Community Update Video was used by 10.1 percent of the respondents in 2004 to obtain information about the City of Carlsbad. Figure 11 shows that this is an increase from the percentages of respondents in 2002 and 2003 that used the Carlsbad Community Update Video to access information about the city.

Figure 11: Community Update Video as a Carlsbad Information Source.



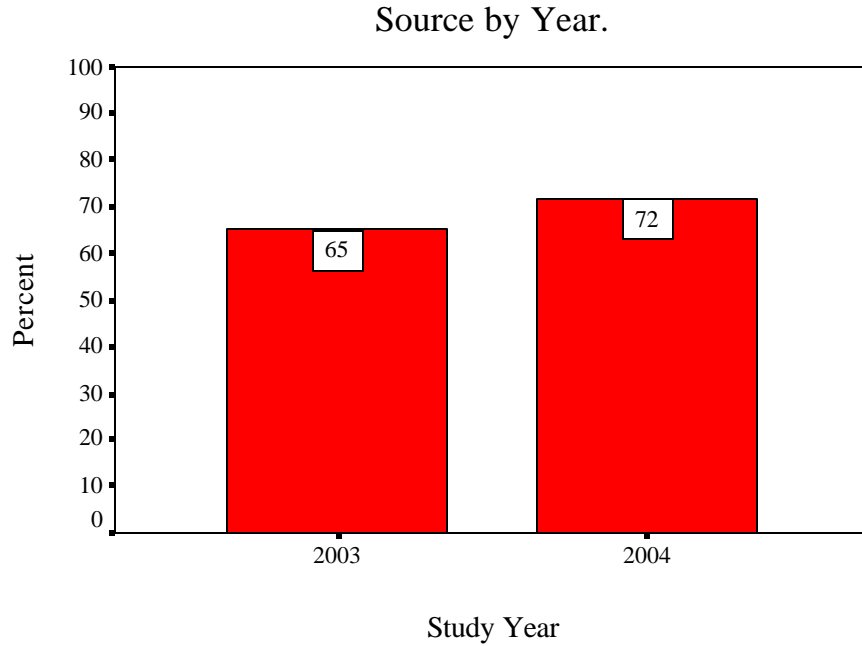
Local newspapers were used to get information about Carlsbad by three quarters (75.8%) of the respondents in 2004. This is an increase over the 70.7 percent of respondents using local newspapers for Carlsbad information in 2003, as is illustrated in Figure 12.

Figure 12: Local Newspapers as a Carlsbad Information Source by Year.



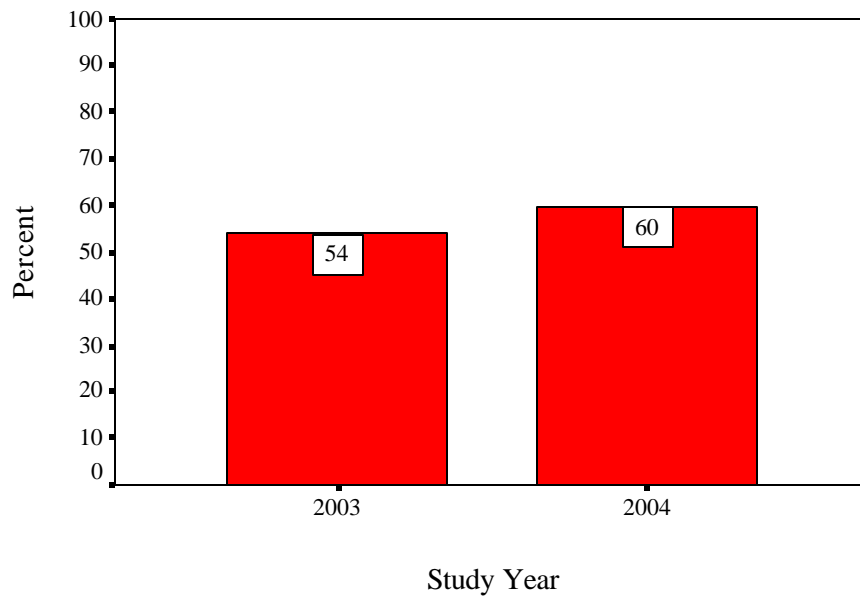
Use of local TV news also increased as a means to obtain information about the City of Carlsbad. Figure 13 shows that local TV news was a source of Carlsbad information for 64.9 percent of the residents in 2003, and this increased to 71.6 percent in 2004.

Figure 13: Local TV News as Carlsbad Information



The local cable channel was also common in 2004. The local cable channel as a source of information about Carlsbad rose from 53.9 percent in 2003 to 59.6 percent in 2004. This is seen in Figure 14.

Figure 14: Local Cable Channel as Information Source by Year.

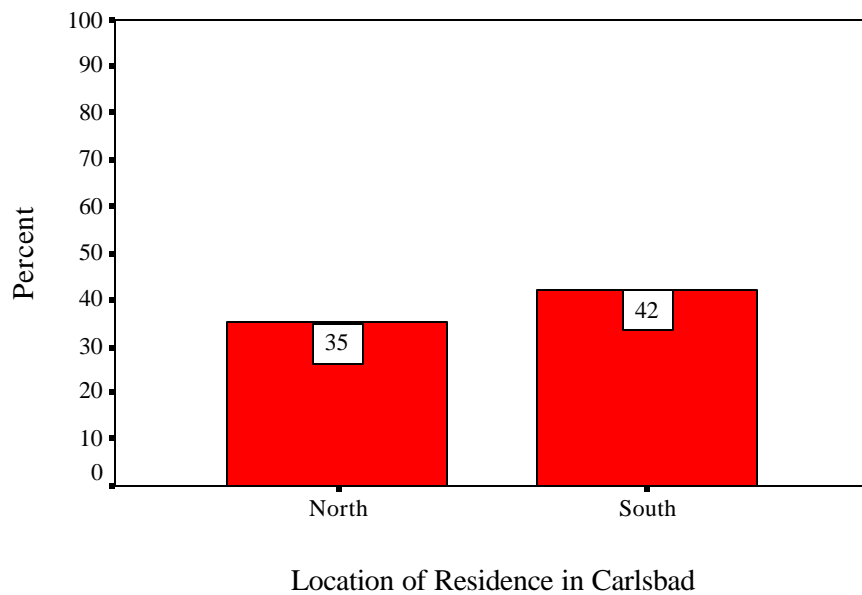


As Table 14 above shows, 38.7 percent of the respondents obtained information about the City of Carlsbad from Sign On San Diego. Figure 15 shows that in 2004, more people in the south used Sign On San Diego than did residents in the north.

Table 14: Sources of Information about Carlsbad in 2004.

	0 Not Chosen		1 Chosen	
	Count	%	Count	%
Local Newspapers	247	24.2%	773	75.8%
TV/Local News	290	28.4%	730	71.6%
Community Services Recreation Guide	395	38.7%	625	61.3%
Local Cable Channel	412	40.4%	608	59.6%
Calling City on Telephone	560	54.9%	460	45.1%
Flyer in City Water Bill	574	56.3%	446	43.7%
City Web Page	600	58.8%	420	41.2%
Neighborhood Construction Notifications	621	60.9%	399	39.1%
Sign On San Diego	625	61.3%	395	38.7%
City Desktop Calendar	686	67.3%	334	32.7%
City Council Meetings	791	77.5%	229	22.5%
Carlsbad Community Update Video	917	89.9%	103	10.1%
Other	977	95.8%	43	4.2%

Figure 15: Sign On San Diego as a Carlsbad Information Source by Region.



Rating of Information Dispersal

Residents were asked to rate the job the city does in providing residents with information that is important to them. Respondents answered using a zero-to-ten scale where zero means *poor* and ten means *excellent*. The ratings offered by residents in 2004 are displayed in Figure 16. Residents rated the job the city has done providing important information quite favorably, as is indicated by the fact that over half (52.4%) of the respondents offered a rating of 8 or higher on the zero-to-ten scale.

Figure 16: Rating of City's Information Dispersal in 2004.

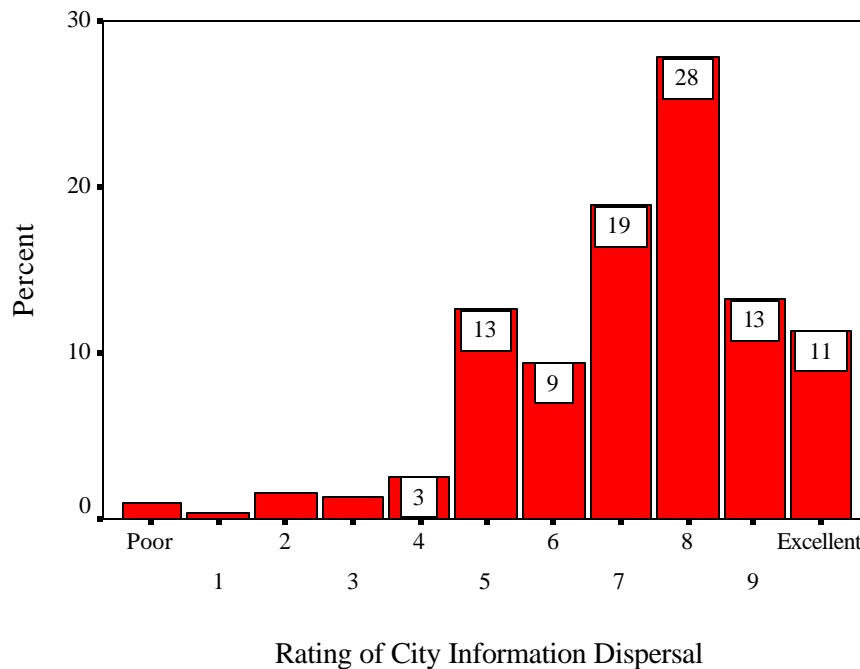
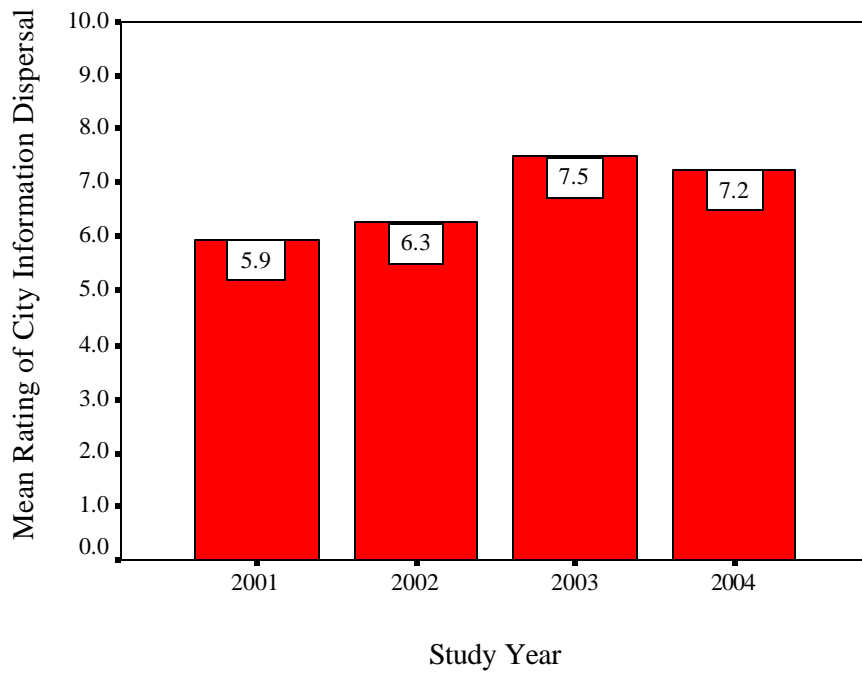


Figure 17, which shows that the average rating of the job the city has done in providing residents with information that is important to them by year, reveals a clear positive trend in these ratings. The average rating rose from 5.95 in 2001 to 6.27 in 2002, and increased again in 2003 to 7.48 on the zero-to-ten scale. The ratings in 2004 are higher than 2001 and 2002, but do not differ from 2003.

Figure 17: Information Dispersal Rating by Year.



The information dispersal ratings were very closely associated with the general city services ratings. This is illustrated in Table 15, which shows that generally, the higher the general service rating, the higher the rating of the job the city is doing in providing residents with information that is important to them.

Table 15: Rating of City Information Dispersal by General Service Rating.

cityinf2 Rating of City Information Dispersal					
	N	Mean	Std. Deviation	Minimum	Maximum
1 Poor	10	4.80	2.936	0	9
2 Fair	82	5.63	2.512	0	10
3 Good	528	7.08	1.665	0	10
4 Excellent	344	8.01	1.758	0	10
Total	964	7.27	1.933	0	10

The data also reveal a strong association between ratings residents offered for the job the city is doing balancing various land uses and the job the city is doing providing important information to residents. This is evidenced by a correlation between these two ratings of .435, indicating that the higher the rating of the city’s land use, the better job the resident believes the city is doing providing information to Carlsbad residents.

Evaluation of City Government

Confidence in Carlsbad 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. City of Carlsbad 2004 Public Opinion Survey Report; SBRI

Respondents answered on a scale of zero to ten, where zero means *not at all confident* and ten means *very confident*. In 2004, Carlsbad residents gave an average confidence rating of 6.74. The distribution of responses is found in Figure 18. This figure shows that three quarters (76.1%) of the respondents offered a rating higher than 5.

Figure 18: Confidence in City Government - 2004.

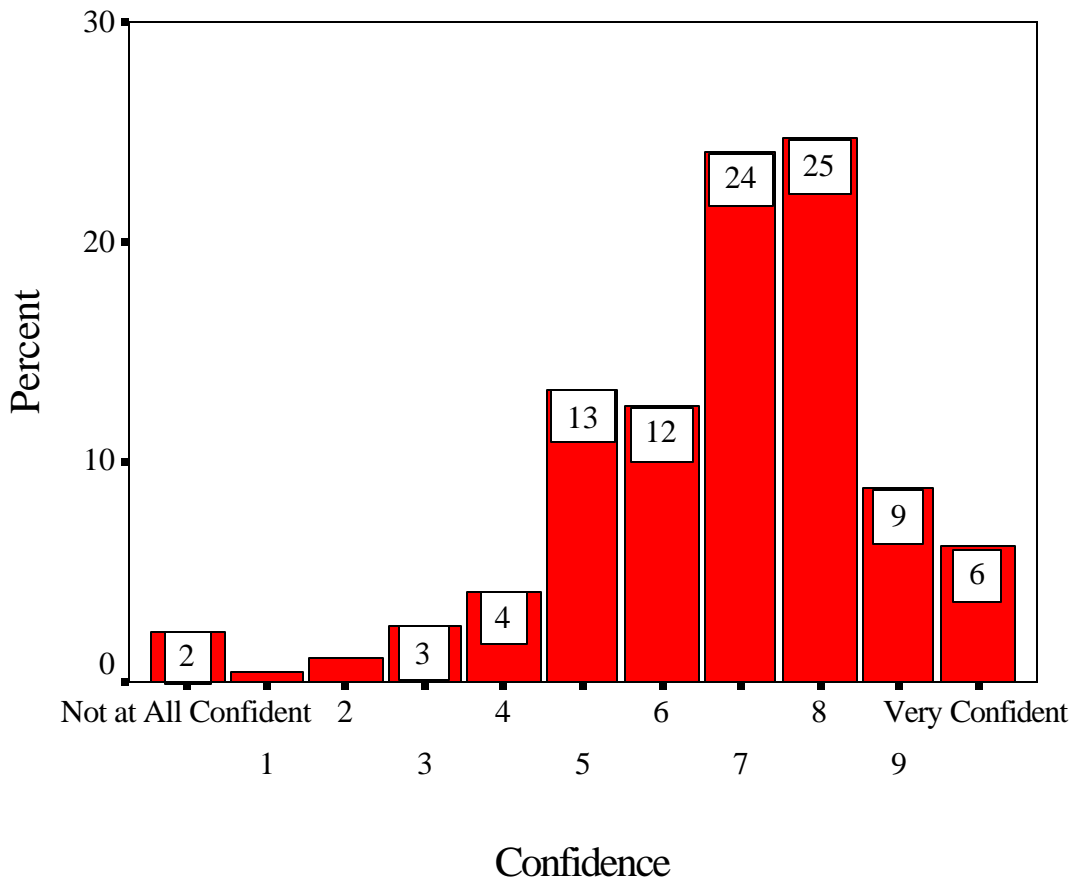
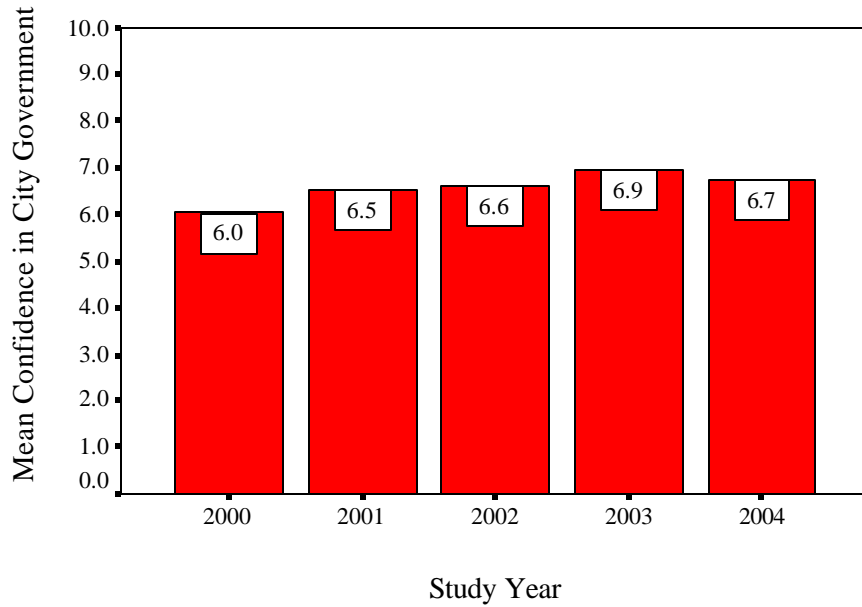


Figure 19 shows the confidence in city government ratings by year. The city received higher ratings in 2001 and 2002 than it had in 2000, and a higher rating still in 2003. However, the 2004 rating differed statistically only from the rating in 2000.

Figure 19: Confidence in Carlsbad City Government
by Year.



The results show that there was a relationship between ratings of confidence in the Carlsbad city government to make decisions that positively affect the lives of its community members and residents' ratings of city services. Table 16 shows that the higher the rating of overall city services, the greater the confidence respondents had in the Carlsbad city government.

Table 16: Confidence in City Government by General Service Rating.

qconfid3 Confidence in Carlsbad City Government to Make Decisions That Positively Affect Community Members

	N	Mean	Std. Deviation	Minimum	Maximum
1 Poor	10	3.60	2.757	0	8
2 Fair	81	4.54	2.403	0	9
3 Good	521	6.65	1.675	0	10
4 Excellent	337	7.59	1.797	0	10
Total	949	6.77	2.006	0	10

Traffic circulation efficiency was also related to residents' confidence in the Carlsbad city government to make decisions that positively affect the lives of its community members. This is revealed in Table 17. Generally, the higher the rating of traffic circulation efficiency, the more confidence in the city government respondents had.

Table 17: Confidence in City Government by Traffic Circulation Rating.

qconfid3 Confidence in Carlsbad City Government to Make Decisions That Positively Affect Community Members

	N	Mean	Std. Deviation	Minimum	Maximum
1 Poor	159	5.31	2.544	0	10
2 Fair	386	6.77	1.710	0	10
3 Good	364	7.20	1.702	0	10
4 Excellent	54	7.85	2.114	2	10
Total	963	6.75	2.015	0	10

Table 18 displays the correlations between confidence in the Carlsbad city government to make decisions that positively affect the lives of its community members and respondents' ratings of three other issues: (1) the job the city does in balancing various land uses, (2) the job the city does providing information about issues important to them, and (3) how important it is for them to live in the City of Carlsbad. There was a significant positive correlation between confidence in city government and each of these ratings. Higher confidence in city government is positively associated with respondents' ratings of the job the city does balancing land uses, providing information about issues important to them, and how important it is to them to live in Carlsbad. Confidence in the Carlsbad city government to make decisions that positively affect the lives of its community members showed no systematic relation to the income level of the residents.

Table 18: Correlations of Confidence in City Government with Other Ratings.

		qconfid3 Confidence in Carlsbad City Government to Make Decisions That Positively Affect Community Members
qland Rating of Government's Ability to Balance the Various Land Uses	Pearson Correlation	.584**
	Sig. (2-tailed)	.000
	N	2845
cityinf2 Rating of City Information Dispersal	Pearson Correlation	.117**
	Sig. (2-tailed)	.000
	N	3701
qid1 Importance of Being a Carlsbad Resident	Pearson Correlation	.315**
	Sig. (2-tailed)	.000
	N	959

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

Residents whose confidence in the city government was low or high were asked for the reason for their position. Table 19 displays the reasons people gave for reporting a low level of confidence, and Table 20 shows the reasons given for high levels of confidence in the city government to make decisions that positively affect residents. Most common among these reasons is that the city is run very well.

Table 19: Reason Why Confidence in City Government So Low.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not Limiting Growth/Alignment with Developers	21	2.1	34.4	34.4
	4 Lack of Interest in Public Input	16	1.6	26.2	60.7
	5 Lack of Trust of City Officials/Government	12	1.2	19.7	80.3
	6 Empty Promises/Poor Project Completion	3	.3	4.9	85.2
	7 Other	9	.9	14.8	100.0
	Total	61	6.0	100.0	
	Missing	8 Don't Know	15	1.5	
9 Refused		5	.5		
System		939	92.1		
Total		959	94.0		
Total	1020	100.0			

Table 20: Reason Why Confidence in City Government So High.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Great Place to Live	4	.4	3.0	3.0
	2 City is Run Very Well	101	9.9	74.8	77.8
	3 They Care About the Residents	10	1.0	7.4	85.2
	4 Other	20	2.0	14.8	100.0
	Total	135	13.2	100.0	
Missing	8 Don't Know	6	.6		
	9 Refused	3	.3		
	System	876	85.9		
	Total	885	86.8		
Total		1020	100.0		

Attitudes toward the City of Carlsbad

Respondents were asked about a number of issues relating to their evaluations of the City of Carlsbad. They were asked the extent to which they agreed or disagreed to five statements regarding their views on the City of Carlsbad, with higher numbers indicating greater agreement. Their responses to these questions are summarized in Figure 20. These ratings demonstrate a positive attitude toward the performance of the City of Carlsbad. Figures 21a through 21e display the distribution of responses to each of these questions.

Figure 20: Attitudes Toward Carlsbad City Government
2004.

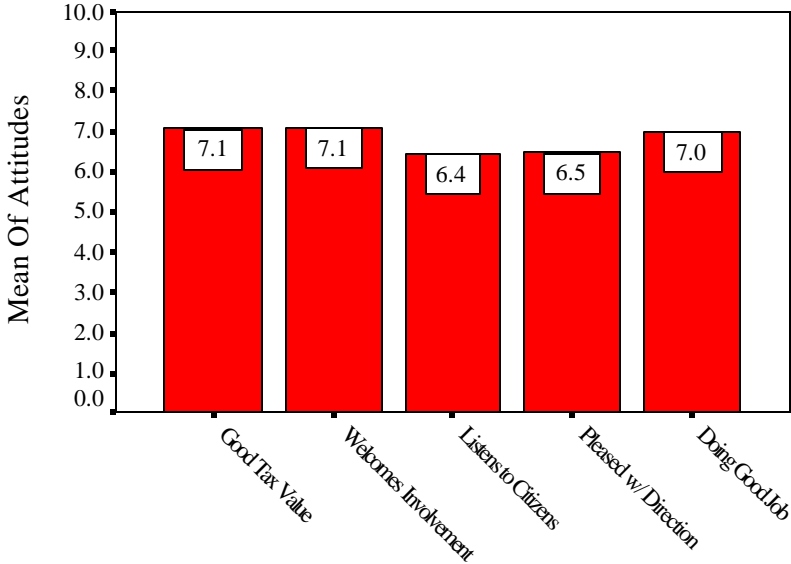


Figure 21a: Respondent Believes He or She Receives Good Value for Municipal Taxes - 2004.

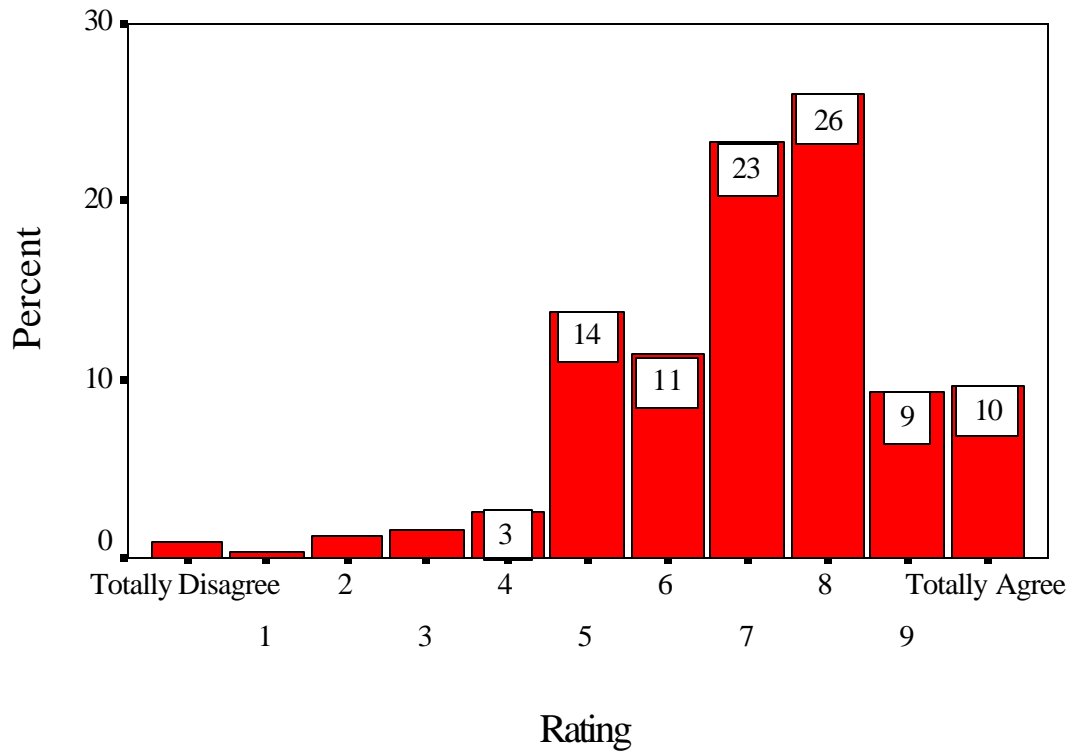


Figure 21b: Respondent Believes the City Welcomes Citizen Involvement -

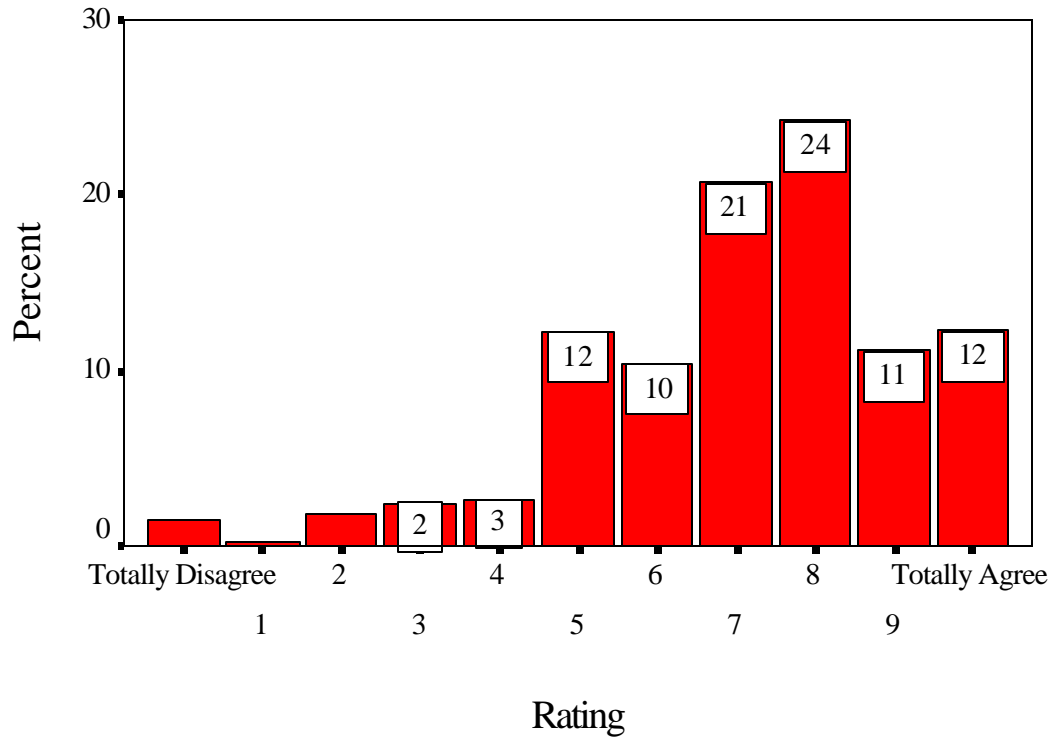


Figure 21c: Respondent Believes the City Listens to Citizens - 2004.

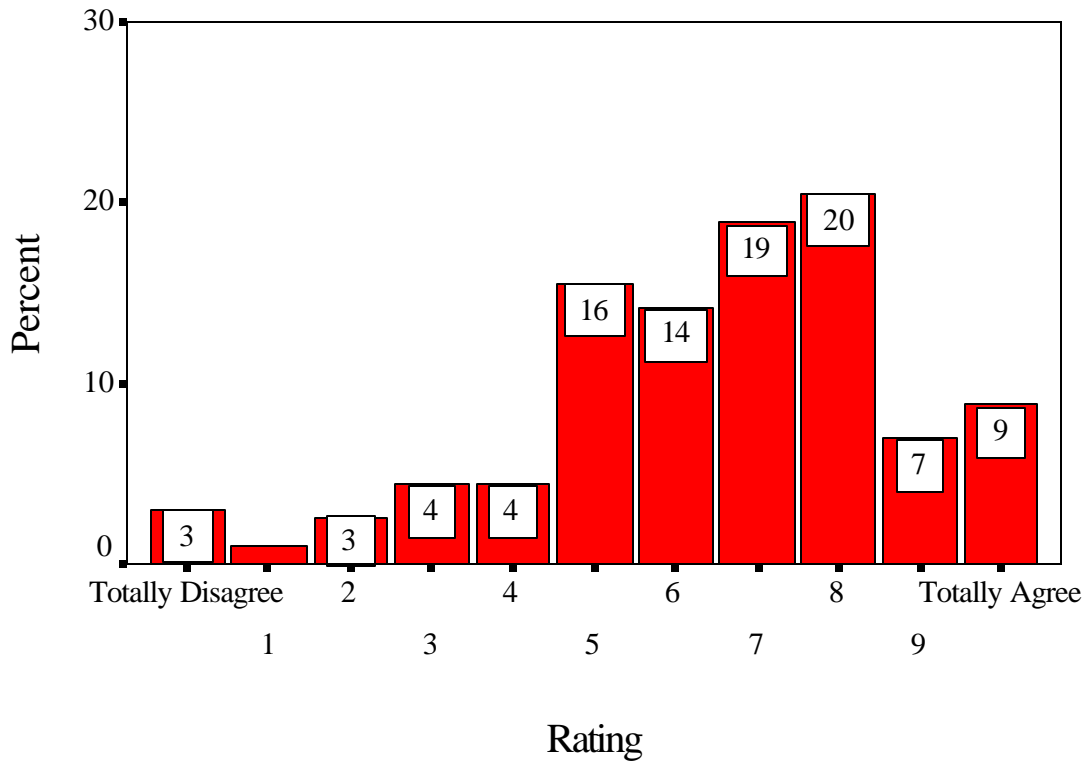


Figure 21d: Respondent Is Pleased with the Direction the City is Taking - 2004.

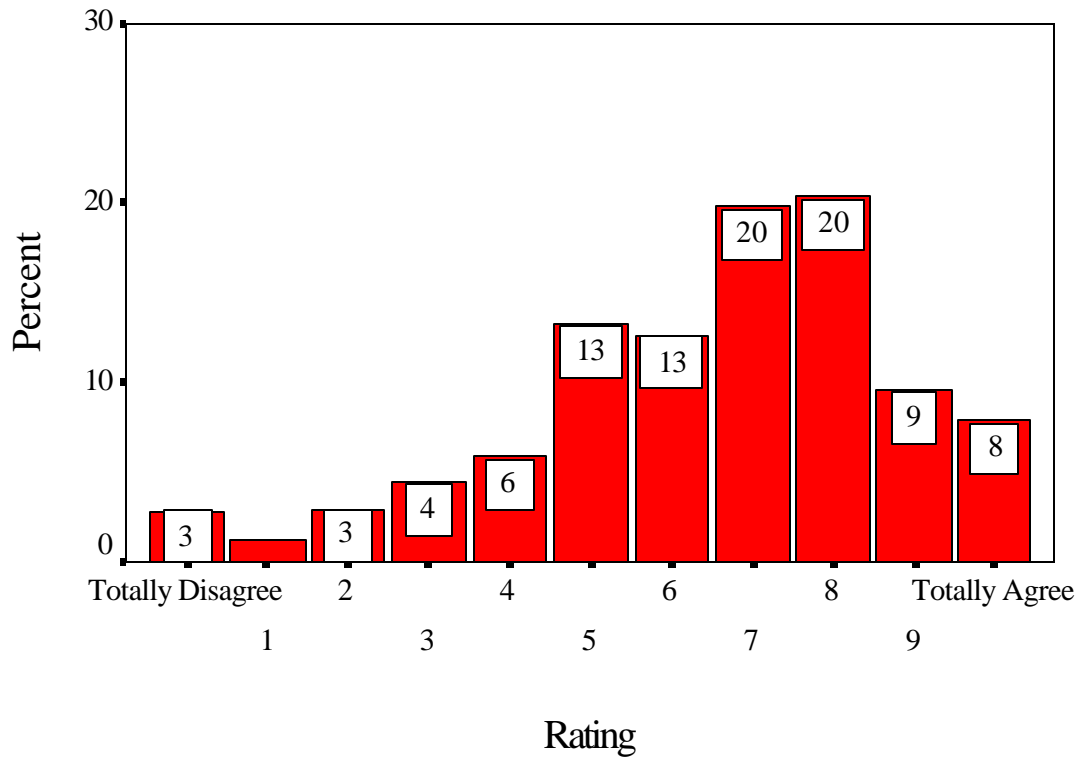


Figure 21e: Respondent Believes the City of Carlsbad Government Is Doing - 2004.

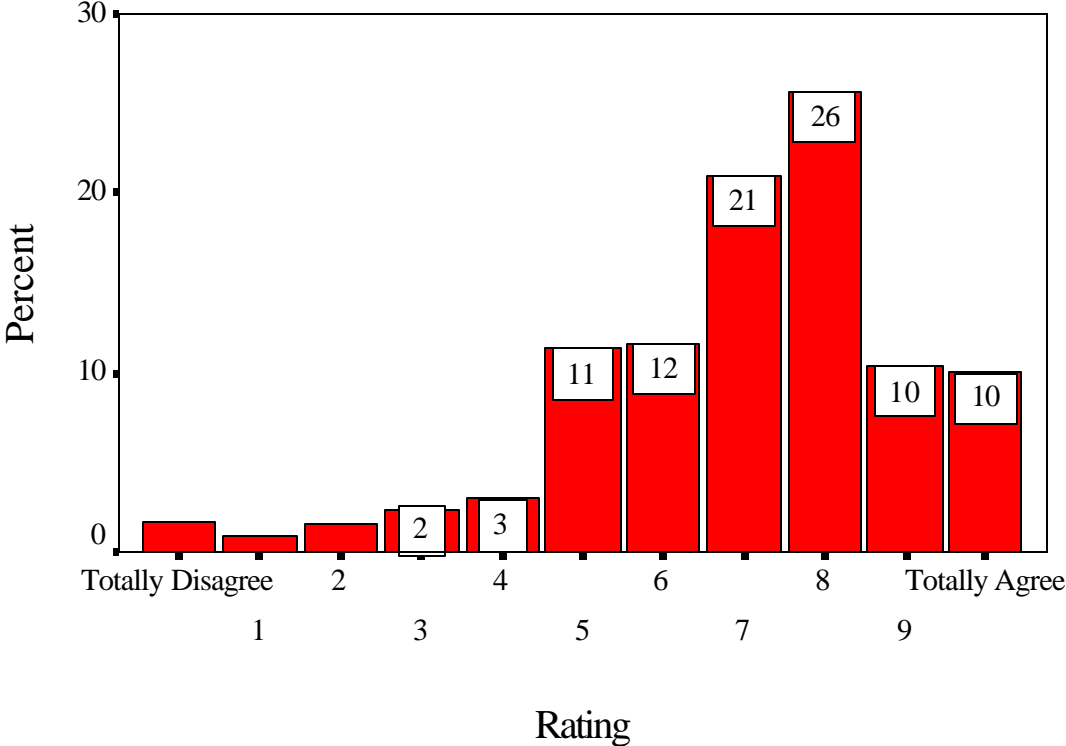


Table 21 shows that all of these ratings are fairly highly correlated with one another. Additionally, all of these ratings were positively associated with the respondents' confidence in the city government to make decisions that positively affect them. This is seen in Table 22.

Table 21: Correlations among City Evaluation Statements.

		qr1 Receive good value for municipal taxes	qr2 The City welcomes citizen involvement	qr3 The City listens to citizens	qr4 Pleased with the direction Carlsbad is Taking	qr5 City government is doing a good job
qr1 I receive good value for the municipal taxes I pay.	Pearson Correlation	1	.572**	.634**	.558**	.674**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	945	833	832	923	926
qr2 The City of Carlsbad welcomes citizen involvement.	Pearson Correlation	.572**	1	.772**	.628**	.705**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	833	874	804	857	860
qr3 The City of Carlsbad listens to citizens.	Pearson Correlation	.634**	.772**	1	.726**	.818**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	832	804	869	856	866
qr4 I am pleased with the overall direction the City of Carlsbad is Taking	Pearson Correlation	.558**	.628**	.726**	1	.799**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	923	857	856	979	955
qr5 In general, I believe that the City of Carlsbad government is doing a good job.	Pearson Correlation	.674**	.705**	.818**	.799**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	926	860	866	955	981

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

Table 22: Correlations of Attitudes with Confidence in City Government.

		qconfid3 Confidence in Carlsbad City Government to Make Decisions That Positively Affect Community Members
qr1 I receive good value for the municipal taxes I pay.	Pearson Correlation	.580**
	Sig. (2-tailed)	.000
	N	914
qr2 The City of Carlsbad welcomes citizen involvement.	Pearson Correlation	.623**
	Sig. (2-tailed)	.000
	N	849
qr3 The City of Carlsbad listens to citizens.	Pearson Correlation	.717**
	Sig. (2-tailed)	.000
	N	855
qr4 I am pleased with the overall direction the City of Carlsbad is Taking	Pearson Correlation	.718**
	Sig. (2-tailed)	.000
	N	945
qr5 In general, I believe that the City of Carlsbad government is doing a good job.	Pearson Correlation	.776**
	Sig. (2-tailed)	.000
	N	949

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

The extent to which residents agreed with the statement “I receive good value for the municipal taxes I pay,” varied by region and length of residence. Figure 22 shows that those in the north part of Carlsbad agreed with this statement a little more than those in the south. Figure 23 shows that long-time residents were slightly more likely to agree to this statement than were newer residents.

Figure 22: Good Value for Municipal Taxes by Region.

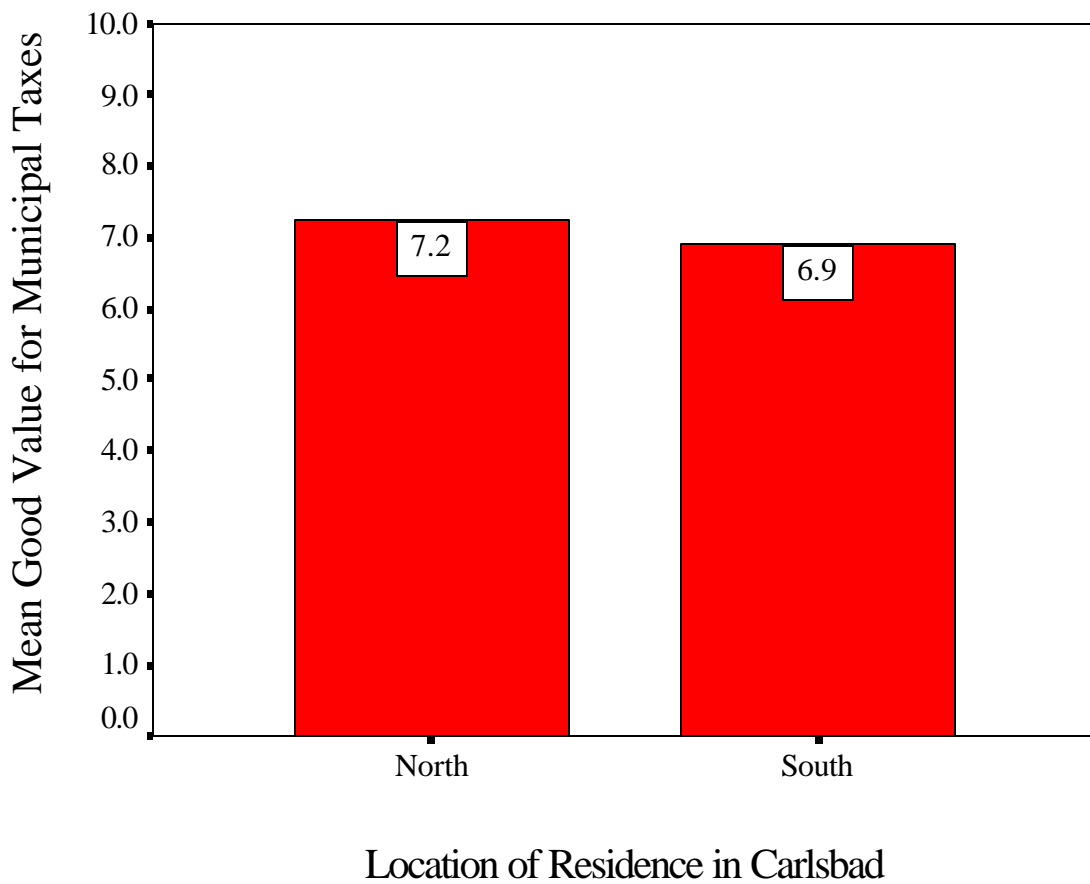
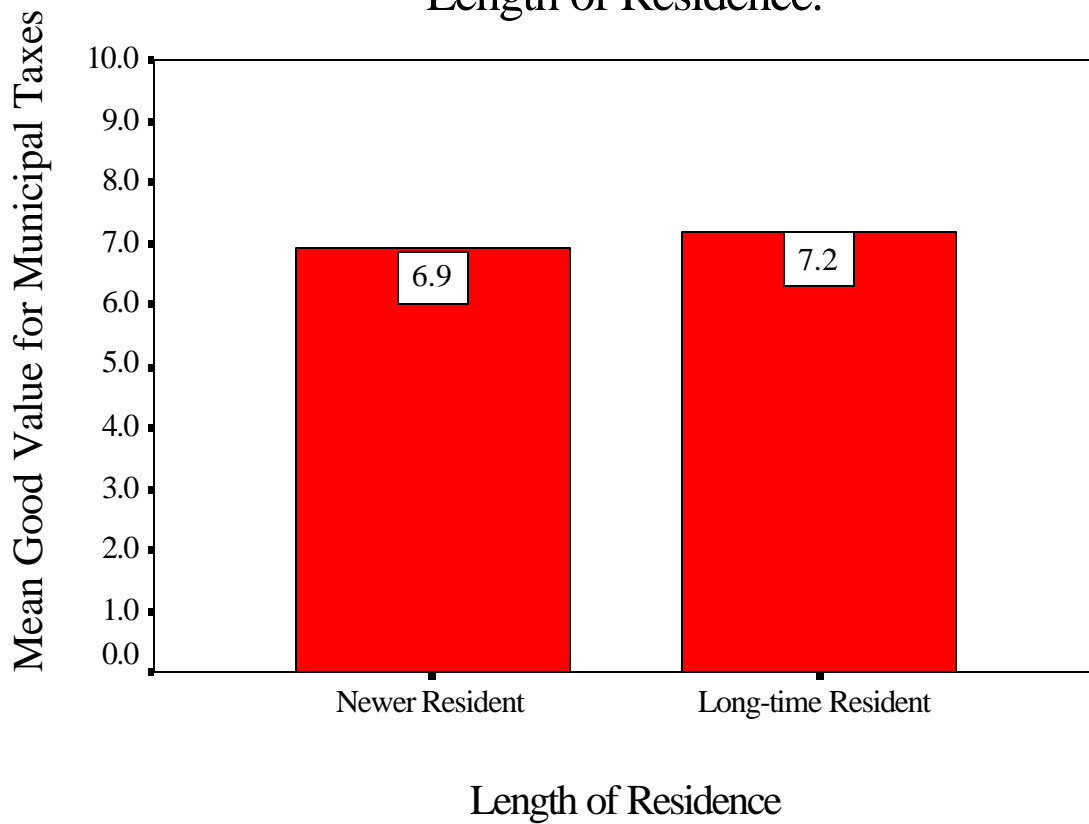


Figure 23: Good Value for Municipal Taxes by

Length of Residence.



City Land Use Balance

Beginning in 2002, residents 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*. Figure 24a shows the distribution of land use ratings in 2004. The average rating in 2004 was 6.21, suggesting residents believe the city is doing a moderate job in balancing land uses. Figure 24b shows that these ratings did not vary by year.

Figure 24a: City's Ability to Balance Land

Use - 2004.

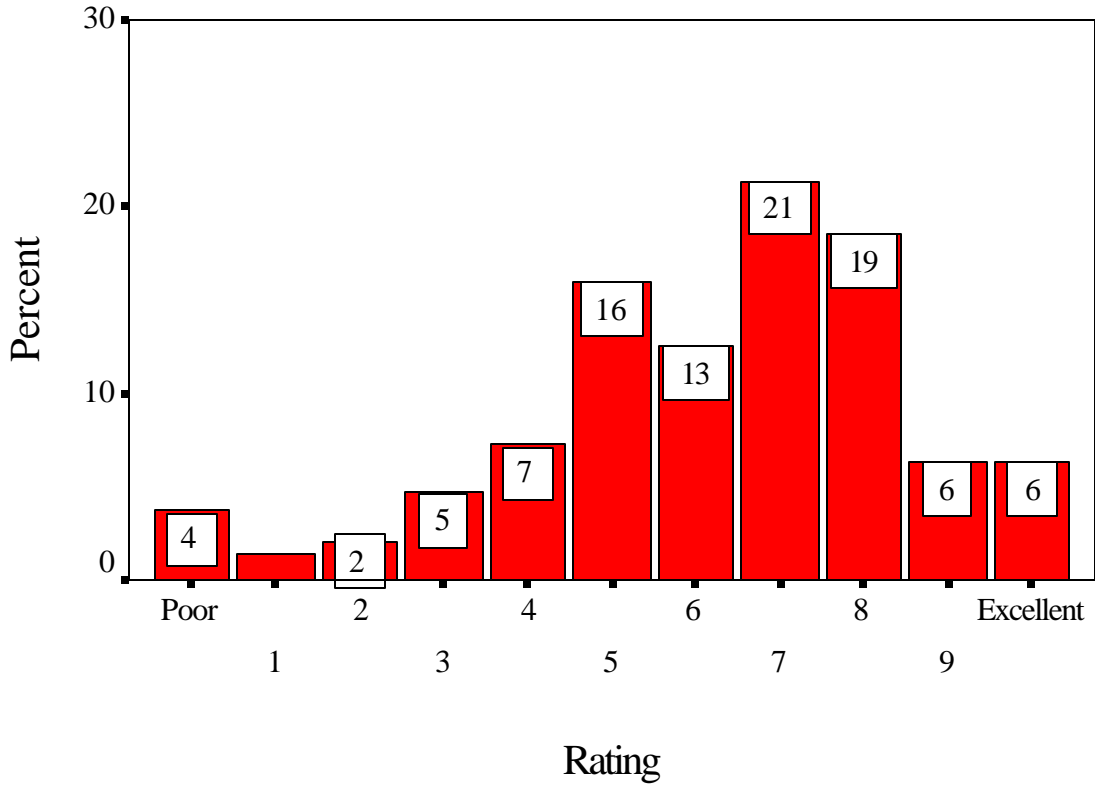
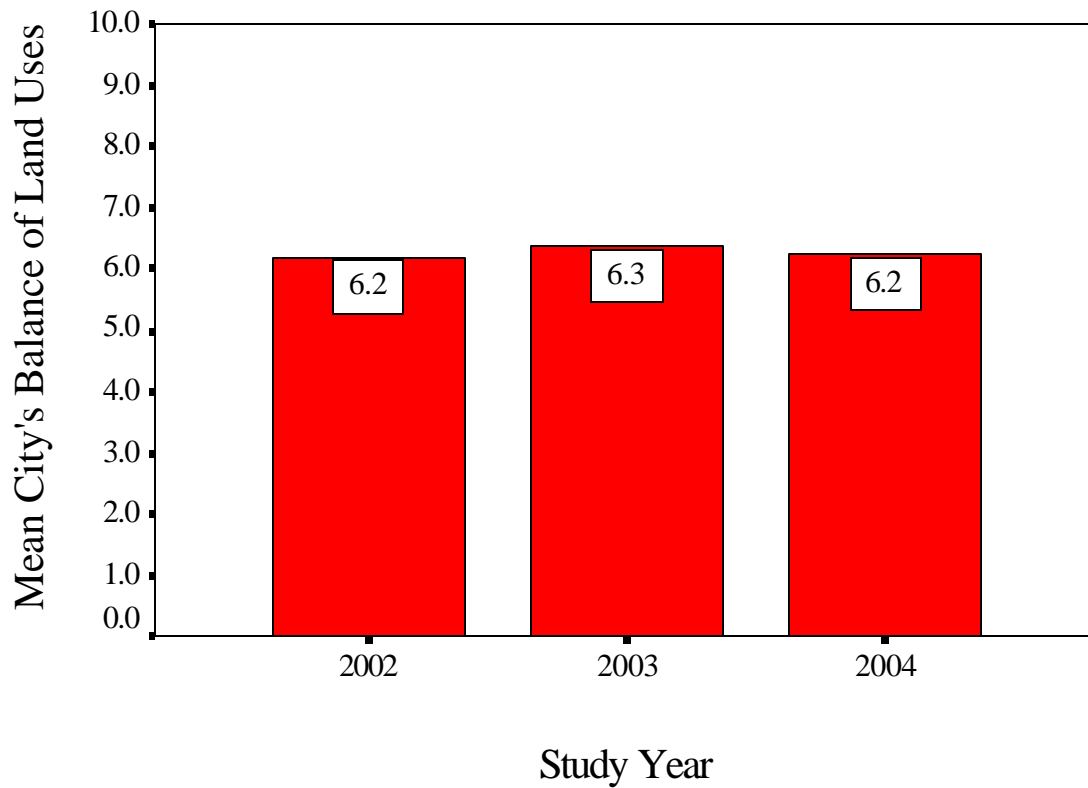


Figure 24b: City's Ability to Balance Land Use
by Year.



The land use ratings were associated with the general city services ratings in 2004. This is illustrated in Table 23, which shows that those rating services as excellent rated the city higher than other residents with respect to the job the city is doing balancing land uses. Additionally, those who rated the general services as good offered a higher the rating of the job the city is doing in balancing various land uses than did those who rated the general services as fair.

Table 23: Land Use Rating by General Service Rating.

qland Rating of Government's Ability to Balance the Various Land Uses

	N	Mean	Std. Deviation	Minimum	Maximum
1 Poor	10	4.90	3.071	0	10
2 Fair	83	4.07	2.645	0	9
3 Good	526	6.11	2.062	0	10
4 Excellent	341	6.97	2.208	0	10
Total	960	6.23	2.317	0	10

Land use ratings were very closely associated with evaluations of general road conditions and traffic circulation efficiency. Table 24 shows that the higher the rating respondents gave of the general overall road conditions in Carlsbad, the higher they rated the city in terms of balancing land use. Table 25 reveals a similar pattern for traffic circulation efficiency and land use ratings. 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 Appendix B.

Table 24: Land Use Rating by General Road Conditions Rating.

Rating of Government's Ability to Balance the Various Land Uses

	N	Mean	Std. Deviation	Minimum	Maximum
1 Poor	43	4.35	2.869	0	10
2 Fair	219	5.44	2.269	0	10
3 Good	555	6.43	2.123	0	10
4 Excellent	160	6.98	2.339	0	10
Total	977	6.21	2.315	0	10

Table 25: Land Use Rating by Traffic circulation Efficiency Rating.

Rating of Government's Ability to Balance the Various Land Uses

	N	Mean	Std. Deviation	Minimum	Maximum
1 Poor	162	4.58	2.601	0	10
2 Fair	388	6.15	1.977	0	10
3 Good	369	6.79	2.074	0	10
4 Excellent	56	7.43	2.716	0	10
Total	975	6.21	2.317	0	10

Resident Behaviors and Attitudes

Environmental Programs

Residents were asked if they had seen or heard anything about the city's environmental programs. Table 26 shows that 58.9 percent of the respondents had heard something about Carlsbad's environmental programs. Table 27 indicates that the most common source of information about Carlsbad's environmental programs was the newspaper, with 44.9 percent of the respondents identifying this as their source of this information. Additionally, 33.3 percent of the respondents said they had heard about these environmental programs from flyers in bills.

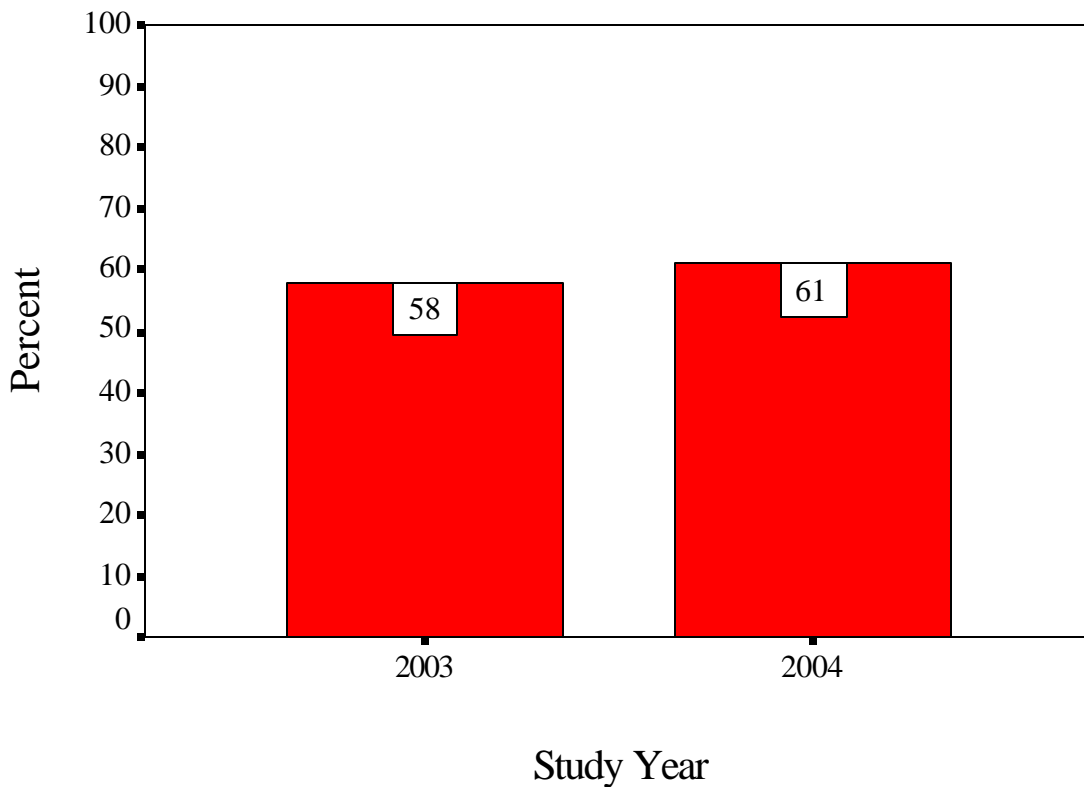
Table 27: Source of Information about Environmental Programs.

	0 Not Chosen		1 Chosen	
	Count	%	Count	%
Newspaper	328	55.1%	267	44.9%
Flyer in Bills	397	66.7%	198	33.3%
TV	503	84.5%	92	15.5%
Brochures	553	92.9%	42	7.1%
Community Services Recreation Guide	570	95.8%	25	4.2%
Website	573	96.3%	22	3.7%
Word of Mouth	576	96.8%	19	3.2%
City Council Meetings	579	97.3%	16	2.7%
Internet	585	98.3%	10	1.7%
Radio	587	98.7%	8	1.3%
Community Calendar	587	98.7%	8	1.3%
City Employees	588	98.8%	7	1.2%
Workshops	588	98.8%	7	1.2%
Booth at Public Outreach Events	590	99.2%	5	.8%
Community Update Video	593	99.7%	2	.3%
Other	530	89.1%	65	10.9%

Storm Water Pollution

Over half (61.1%) of the respondents in 2004 indicated that they had been exposed to information about storm water pollution in the past year. Figure 25 shows that there was no difference in the likelihood of having heard something about how to prevent water pollution since 2003.

Figure 25: Heard of How to Prevent
Water Pollution by Year.



It is interesting to note that those who reported having heard something about how to prevent water pollution rated the city’s information dispersal higher than did those who had not heard something about water pollution prevention. This is illustrated in Table 28.

Table 28: Rating of Information Dispersal by Exposure to Water Pollution Prevention Information.

		qocean1 Heard about Prevention of Water Pollution	N	Mean	Std. Deviation
cityinf2 Rating of City Information Dispersal	0 No		369	6.95	2.142
	1 Yes		599	7.42	1.789

The source of information regarding water pollution was assessed. Residents were asked where they had seen or heard something in the past year about how residents can prevent the pollution of our creeks, lagoons, and ocean. Table 29 contains their responses.

Table 29: Source of Information Regarding Ways to Prevent Water Pollution by Year.

			year Study Year		Total
			4 2003	5 2004	
ocean2 Where Respondent has Seen or Heard about Ways to Prevent Water Pollution	1 TV	Count	122	71	193
		% within year Study Year	22.1%	14.7%	18.6%
	2 Radio	Count	24	11	35
		% within year Study Year	4.3%	2.3%	3.4%
	3 Newspaper	Count	151	179	330
		% within year Study Year	27.3%	37.0%	31.8%
	4 Brochures	Count	15	53	68
		% within year Study Year	2.7%	11.0%	6.6%
	5 Posters	Count	4	8	12
		% within year Study Year	.7%	1.7%	1.2%
	6 Movie Theaters	Count	1	0	1
		% within year Study Year	.2%	.0%	.1%
	7 Website	Count	2	6	8
		% within year Study Year	.4%	1.2%	.8%
	8 Curb Signs	Count	76	59	135
		% within year Study Year	13.7%	12.2%	13.0%
	9 Newsletters	Count	17	46	63
		% within year Study Year	3.1%	9.5%	6.1%
	10 Family/Friends/ Other Word of Mouth	Count	10	20	30
		% within year Study Year	1.8%	4.1%	2.9%
	11 Public Events/Booth	Count	9	8	17
		% within year Study Year	1.6%	1.7%	1.6%
	12 Other	Count	122	23	145
		% within year Study Year	22.1%	4.8%	14.0%
Total	Count	553	484	1037	
	% within year Study Year	100.0%	100.0%	100.0%	

Carlsbad Village Area

City residents were asked how often they visited the downtown village area of Carlsbad. Table 30 shows that 61.3 percent of the respondents visited the downtown village area at least once a week.

Table 30: How Often Respondent Visits Downtown Village Area - 2004.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Every day	179	17.5	17.6	17.6
	2 Once a Week or More	444	43.5	43.7	61.3
	3 Once a Month or More	251	24.6	24.7	86.0
	4 A Few Times Each Year	112	11.0	11.0	97.0
	5 Once a Year	18	1.8	1.8	98.8
	6 Never	12	1.2	1.2	100.0
	Total	1016	99.6	100.0	
Missing	8 Don't Know	4	.4		
Total		1020	100.0		

Table 31 shows that the frequency with which residents visited the village area was dependent on where they lived. Those in the north visit the village much more frequently than those in the south.

Table 31: How Often Respondent Visits Downtown Village Area by Region.

		region2 Location of Residence in Carlsbad		Total	
		1 North	2 South		
qvil1 How Often Respondent Visits Downtown Village Area	1 Every day	Count	157	22	179
		% within region2 Location of Residence in Carlsbad	30.9%	4.3%	17.6%
	2 Once a Week or More	Count	276	168	444
		% within region2 Location of Residence in Carlsbad	54.3%	33.1%	43.7%
	3 Once a Month or More	Count	58	193	251
		% within region2 Location of Residence in Carlsbad	11.4%	38.0%	24.7%
	4 A Few Times Each Year	Count	12	100	112
		% within region2 Location of Residence in Carlsbad	2.4%	19.7%	11.0%
	5 Once a Year	Count	1	17	18
		% within region2 Location of Residence in Carlsbad	.2%	3.3%	1.8%
	6 Never	Count	4	8	12
		% within region2 Location of Residence in Carlsbad	.8%	1.6%	1.2%
Total	Count	508	508	1016	
	% within region2 Location of Residence in Carlsbad	100.0%	100.0%	100.0%	

Respondents who indicated that they visited the village area once to a few times a year were asked if they had visited the downtown village area in the past three months. Almost two thirds (64.2%) of these respondents said they had, as is indicated in Table 32.

Table 32: Respondent Has Visited Downtown Carlsbad in the Last Three Months.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	86	8.4	64.2	64.2
	2 No	48	4.7	35.8	100.0
	Total	134	13.1	100.0	
Missing	System	886	86.9		
Total		1020	100.0		

The purposes respondents in 2004 gave for their most recent visit to the downtown village area is displayed in Table 33. Dining was the most common reason for visiting the village area.

Table 33: Reason for Most Recent Visit to Village - 2004.

	0 Not Chosen		1 Chosen	
	Count	%	Count	%
Dining	541	56.4%	419	43.6%
Personal Service	724	75.4%	236	24.6%
General Retail	726	75.6%	234	24.4%
Banking	843	87.8%	117	12.2%
Leisure/Recreation	856	89.2%	104	10.8%
Cultural/Heritage Related	908	94.6%	52	5.4%
Work	914	95.2%	46	4.8%
Post Office	921	95.9%	39	4.1%
Other	921	95.9%	39	4.1%

Table 34 shows the extent to which respondents agreed to a set of statements about the Carlsbad village area. As a whole, these ratings show that residents regard the Carlsbad village area quite positively.

Table 34: Attitudes about Carlsbad Village - 2004.

	N	Minimum	Maximum	Mean	Std. Deviation
qvil4a Carlsbad Village is a unique and important part of the image of the City of Carlsbad	1013	0	10	8.68	1.722
qvil4b Carlsbad Village is a valuable tourist destination for the City	1002	0	10	8.51	1.812
qvil4c I enjoy visiting Carlsbad Village to shop or dine	1002	0	10	7.88	2.185
Valid N (listwise)	990				

All of these ratings of the downtown village area differed by region. Residents in the north were more likely than those in the south to agree with each of these statements. This is illustrated in Figures 26 through 28.

Figure 26: Carlsbad Village Rating as Unique and Important by Region.

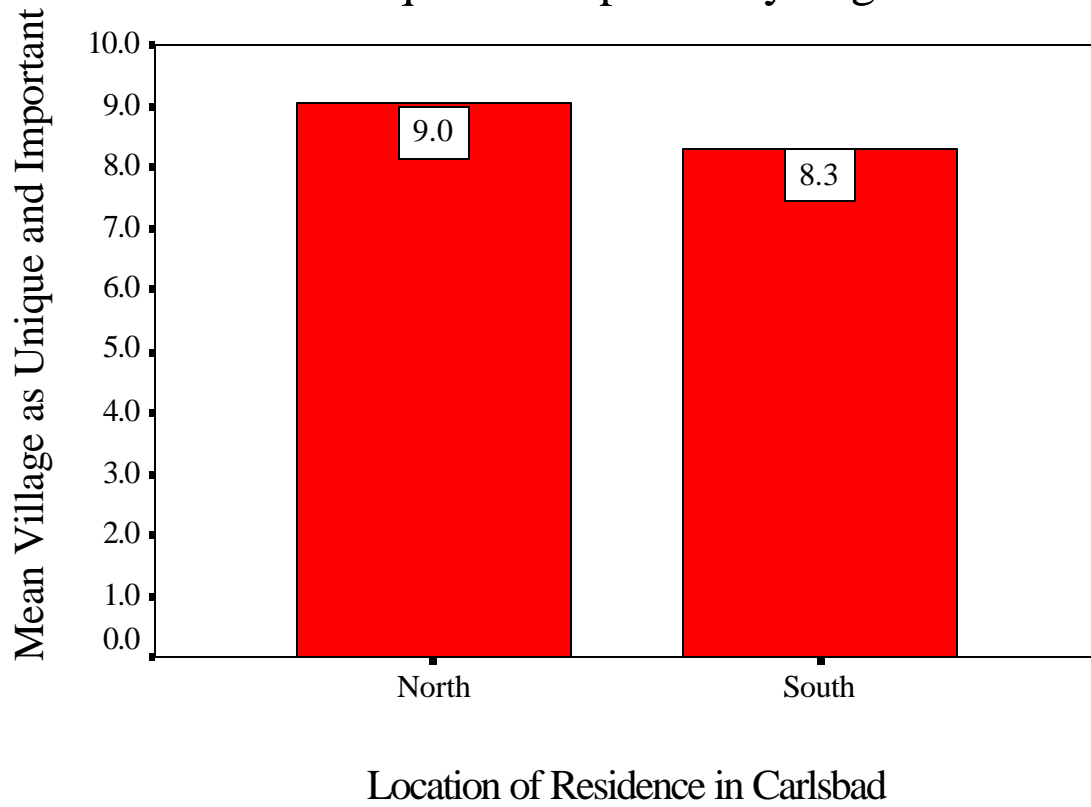


Figure 27: Carlsbad Village Rating as a Valuable Tourist Destination by Region.

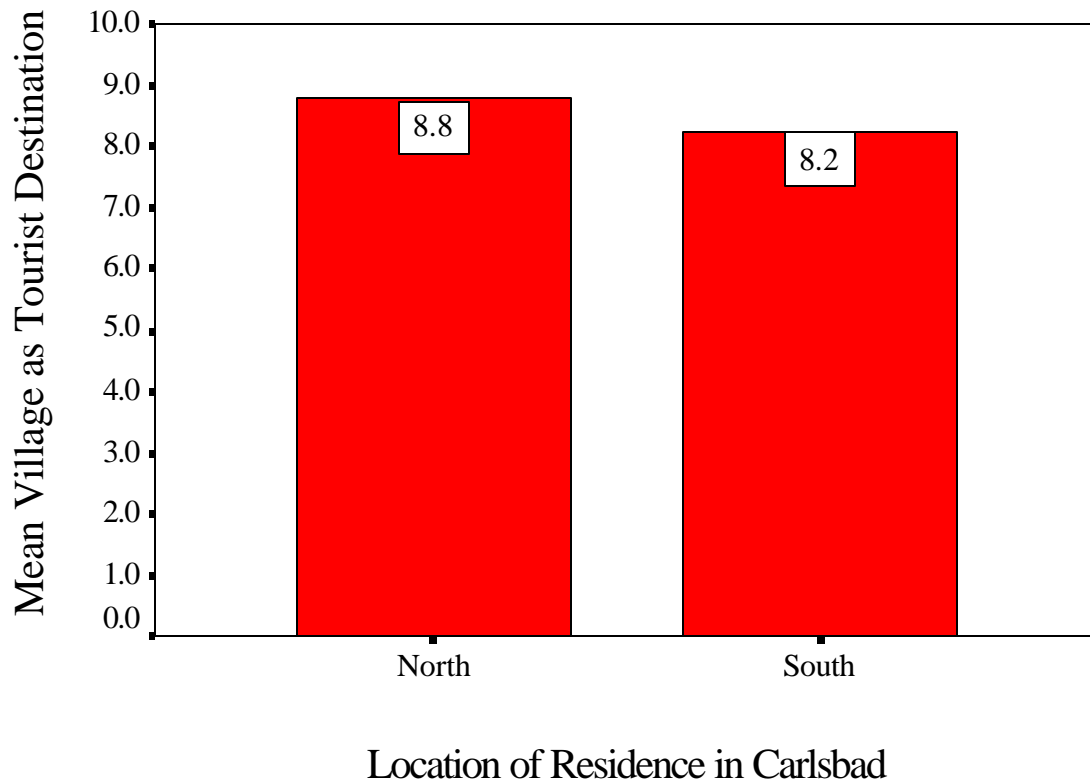
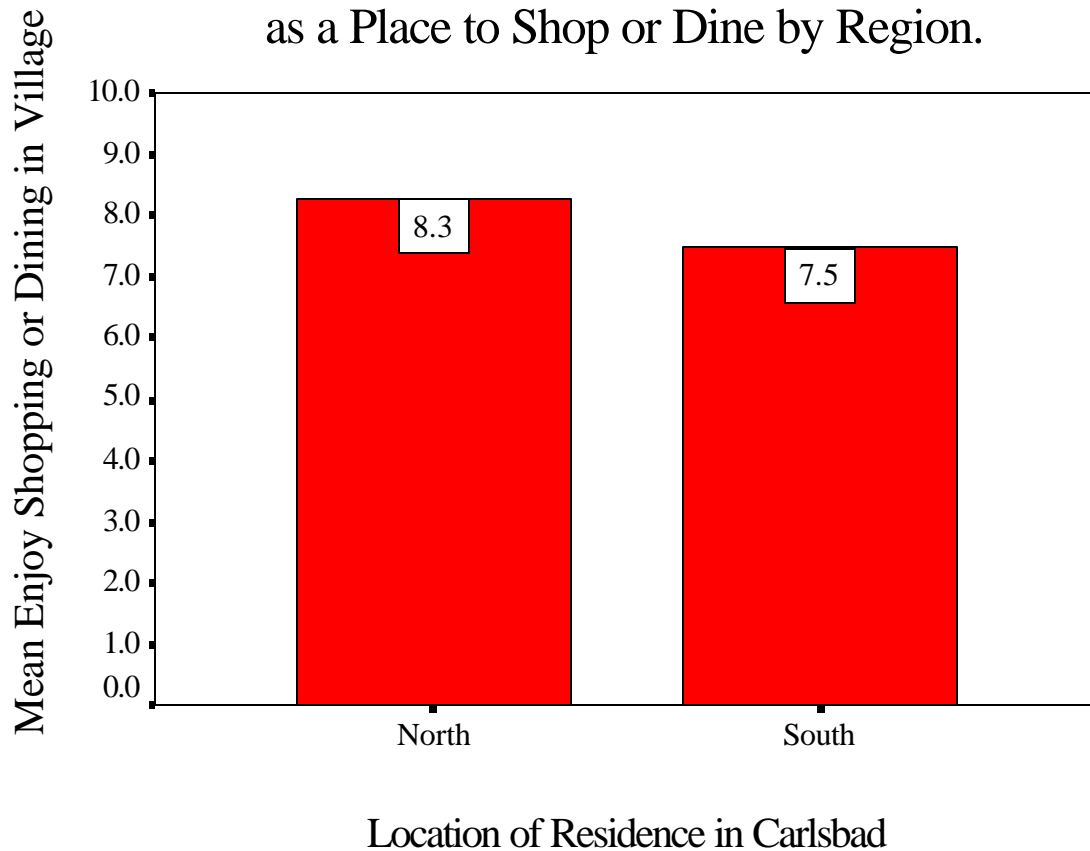


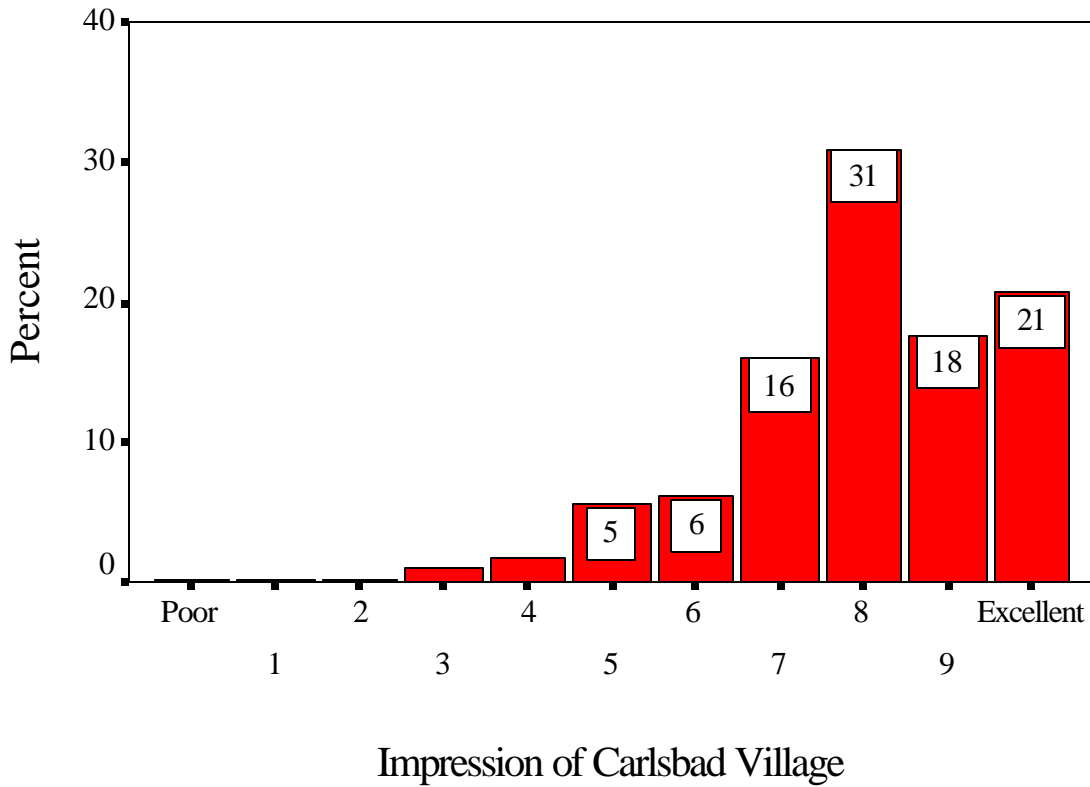
Figure 28: Enjoyment of Carlsbad Village
as a Place to Shop or Dine by Region.



Respondents in 2004 were also asked to give their overall impression of Carlsbad village by giving a rating from 0 to 10 with 0 meaning *poor* and 10 meaning *excellent*. The average rating was 7.99, and the distribution of responses is displayed in Figure 29.

Figure 29: Overall Impression of Carlsbad

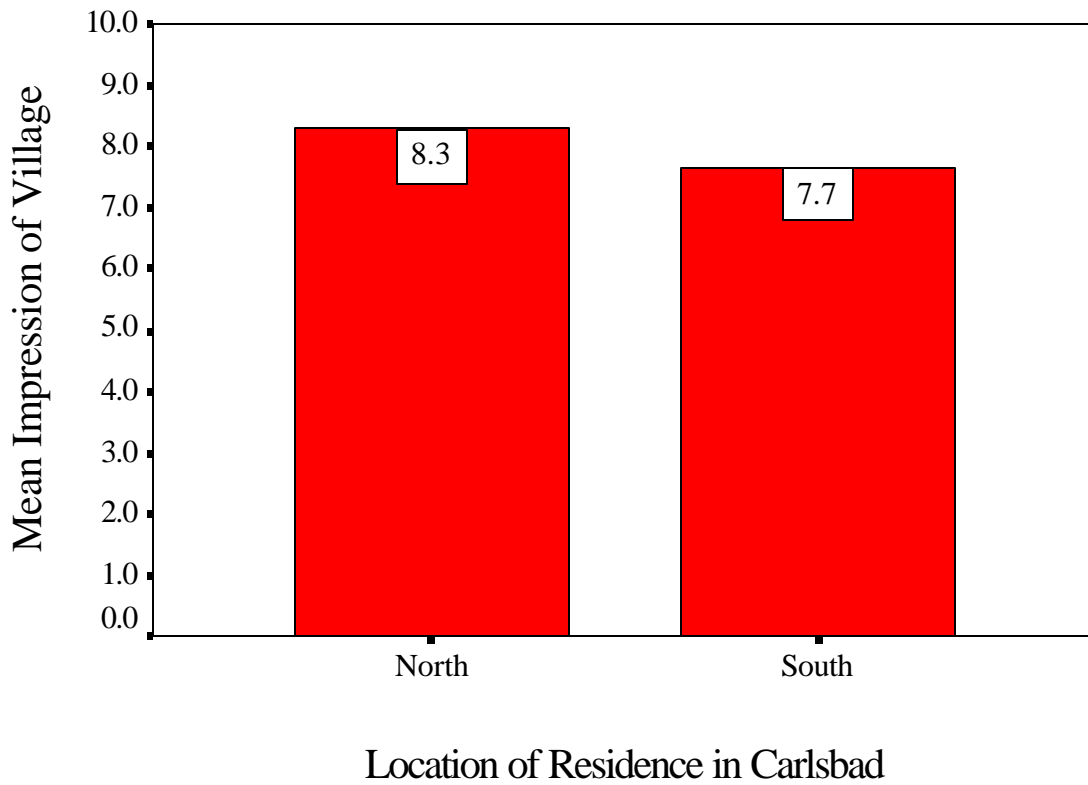
Village - 2004.



The overall impression of Carlsbad village depended on region. Figure 30 shows that residents in the north gave an average rating of 8.30 while those in the south gave a rating of 7.68.

Figure 30: Overall Impression of Carlsbad

Village by Region.



Quality of Life

Evaluation of the Quality of Life in Carlsbad

Respondents were asked about the quality of life in Carlsbad. They were asked to rate various aspects of living in Carlsbad on a zero-to-ten scale with zero being *poor quality* and ten being *excellent quality*. Table 35 shows that generally residents rated the city very high. The exception concerns how affordable it is to live in Carlsbad. The average rating of Carlsbad as an affordable place to live was 4.23. Figures 31a through 31i illustrate the dispersion of responses to these items.

Table 35: Ratings of Carlsbad on Different Aspects of Quality of Life - 2004.

	N	Minimum	Maximum	Mean	Std. Deviation
Place to Raise Children	955	0	10	8.28	1.565
Place to Work	750	0	10	7.75	1.928
Place to Retire	997	0	10	7.85	2.254
Place to Find Recreation or Interesting Things to Do	1010	0	10	7.84	1.710
Safe Place to Live	1016	1	10	8.50	1.277
Affordable Place to Live	1009	0	10	4.23	2.348
Aesthetic and Architectural Quality	1004	0	10	7.45	1.659
Amenability to Consumers	1012	0	10	7.76	1.804
Local Transportation	879	0	10	6.07	2.335
Valid N (listwise)	647				

Figure 31a: Rating of Carlsbad as a Place
to Raise Children - 2004.

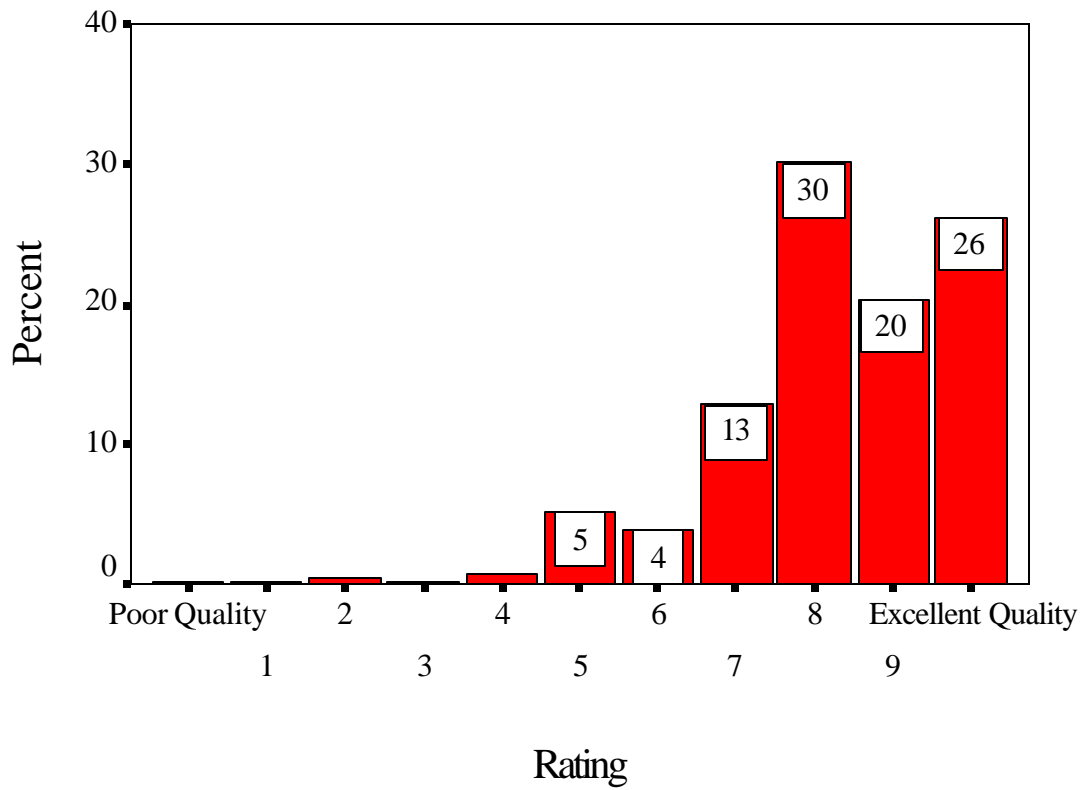


Figure 31b: Rating of Carlsbad as a Place
to Work - 2004.

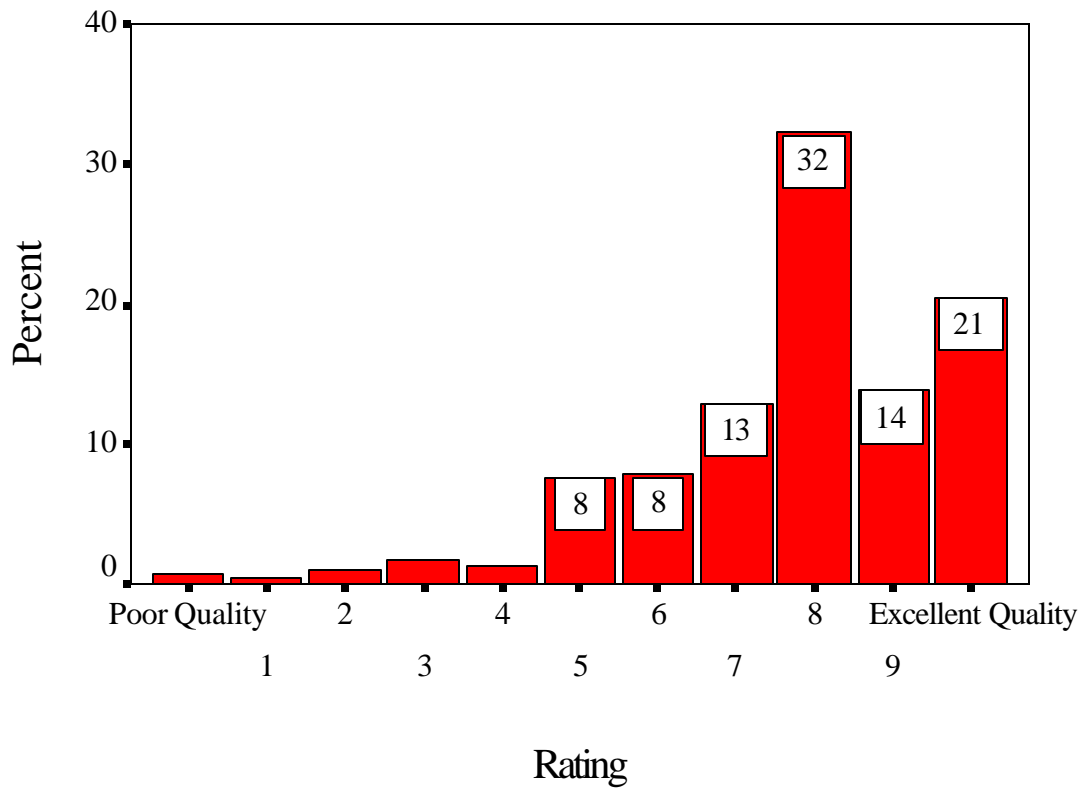


Figure 31c: Rating of Carlsbad as a Place to Retire - 2004.

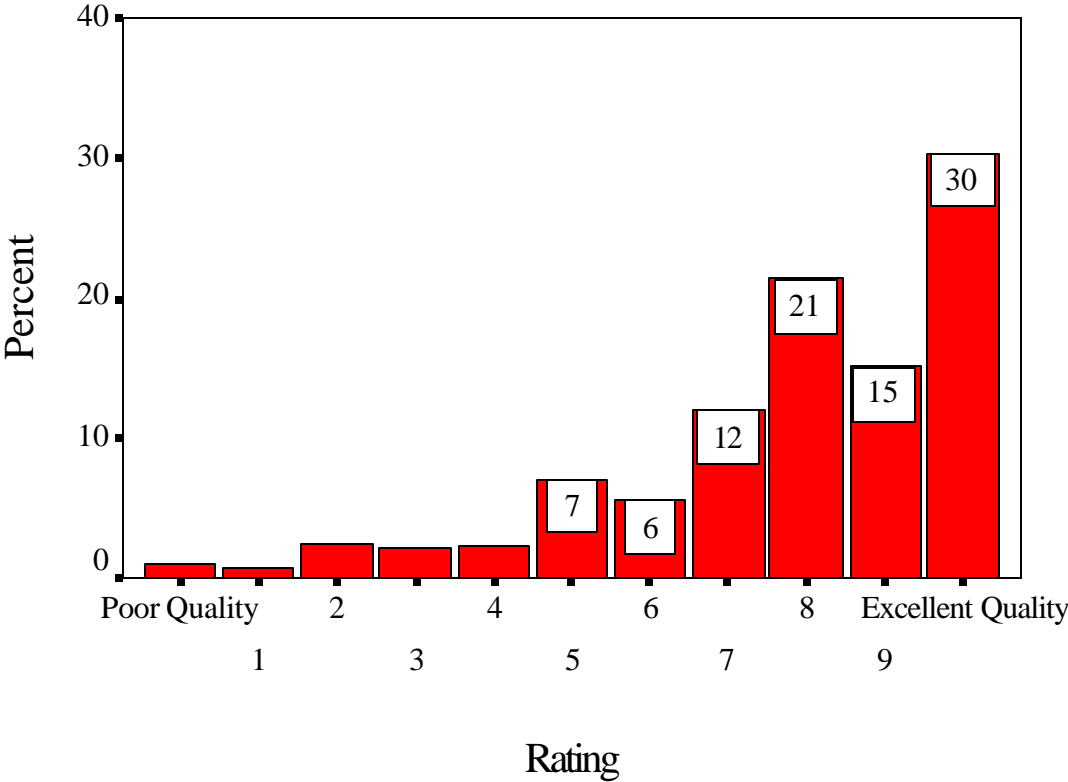


Figure 31d: Rating of Carlsbad as a Place
to Find Recreation - 2004.

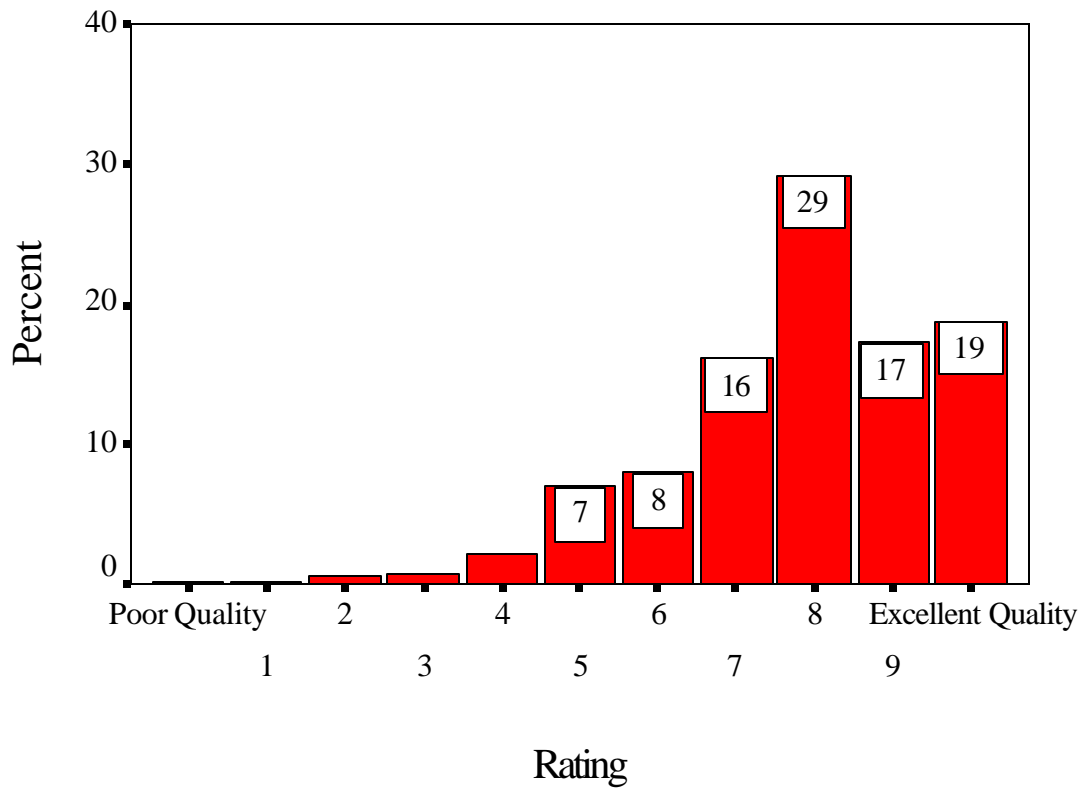


Figure 31e: Rating of Carlsbad as
a Safe Place to Live - 2004.

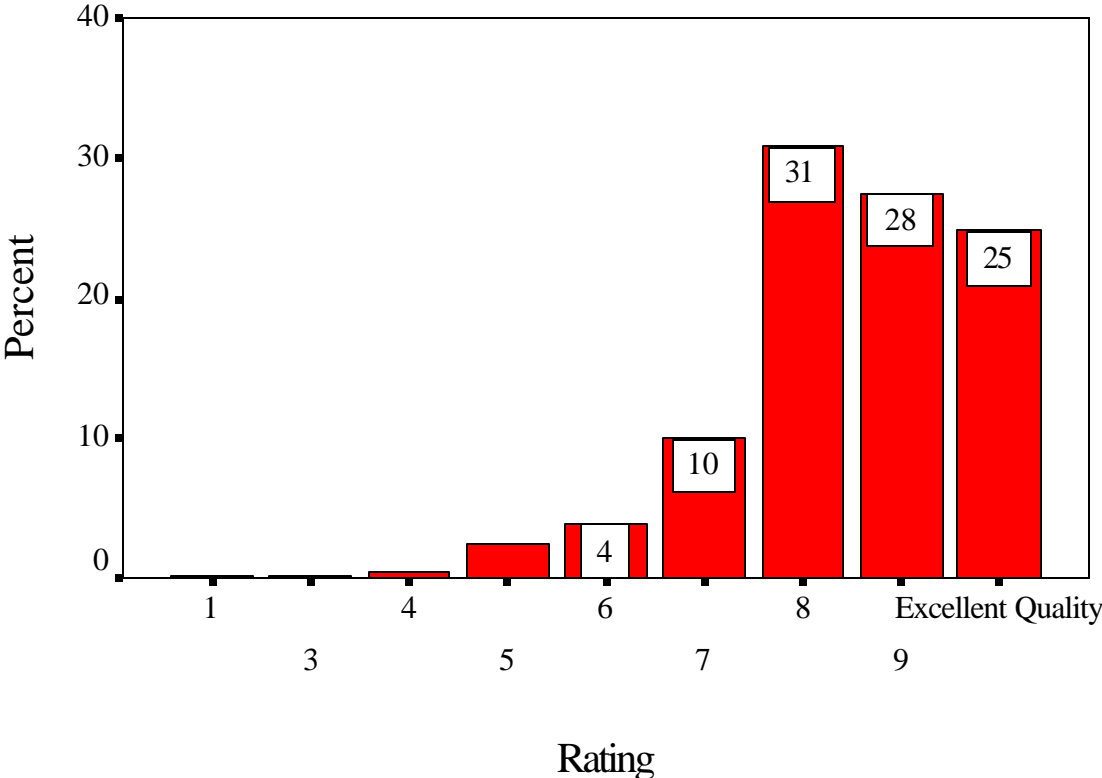


Figure 31f: Rating of Carlsbad as an Affordable Place to Live - 2004.

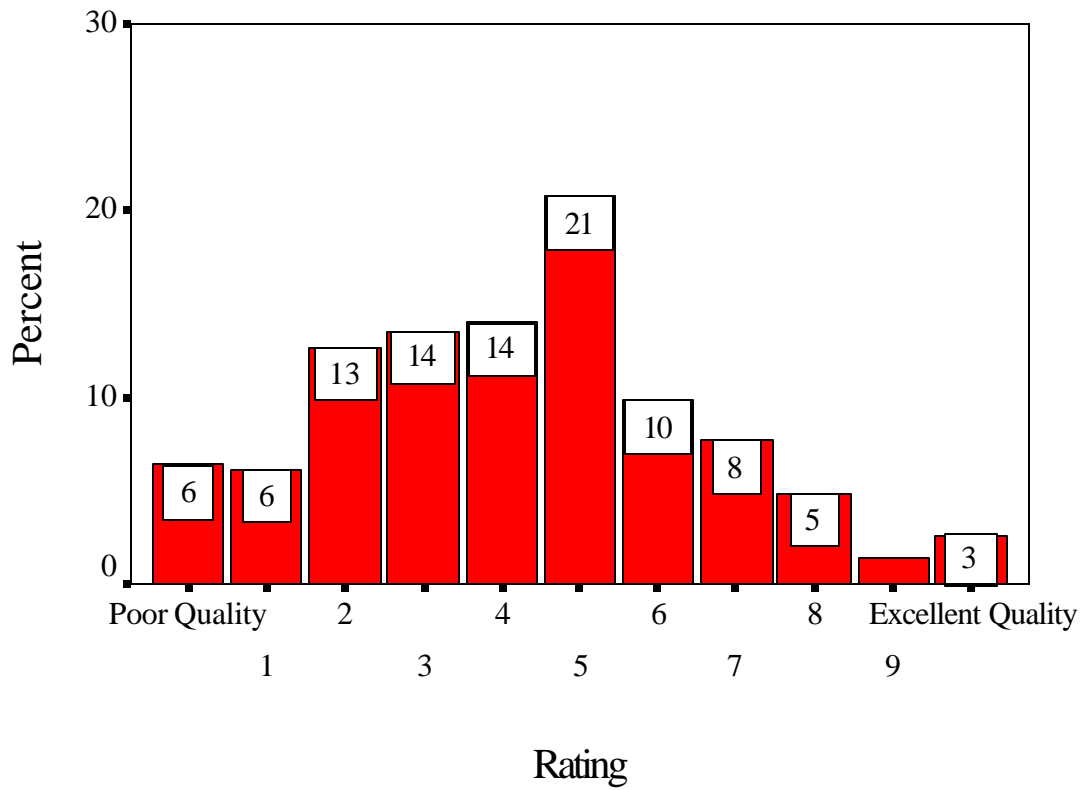


Figure 31g: Rating of Carlsbad in Terms of Aesthetic and Architectural Quality - 2004.

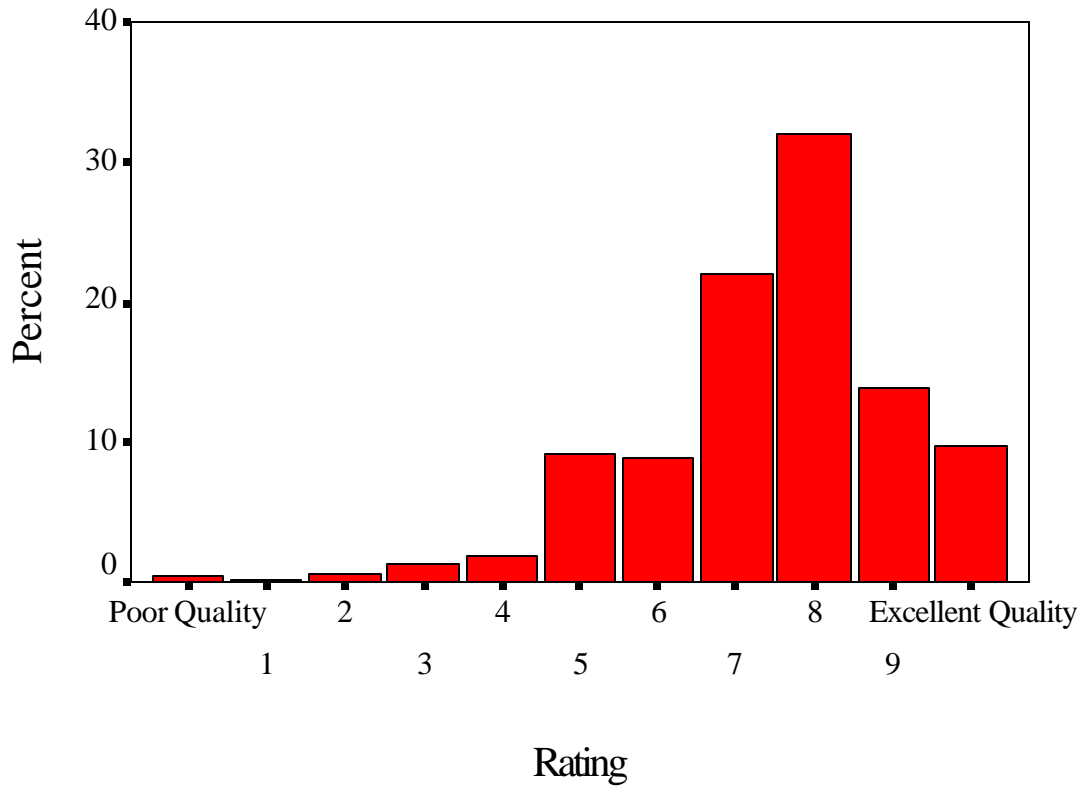


Figure 31h: Rating of Carlsbad as a
Consumer - 2004.

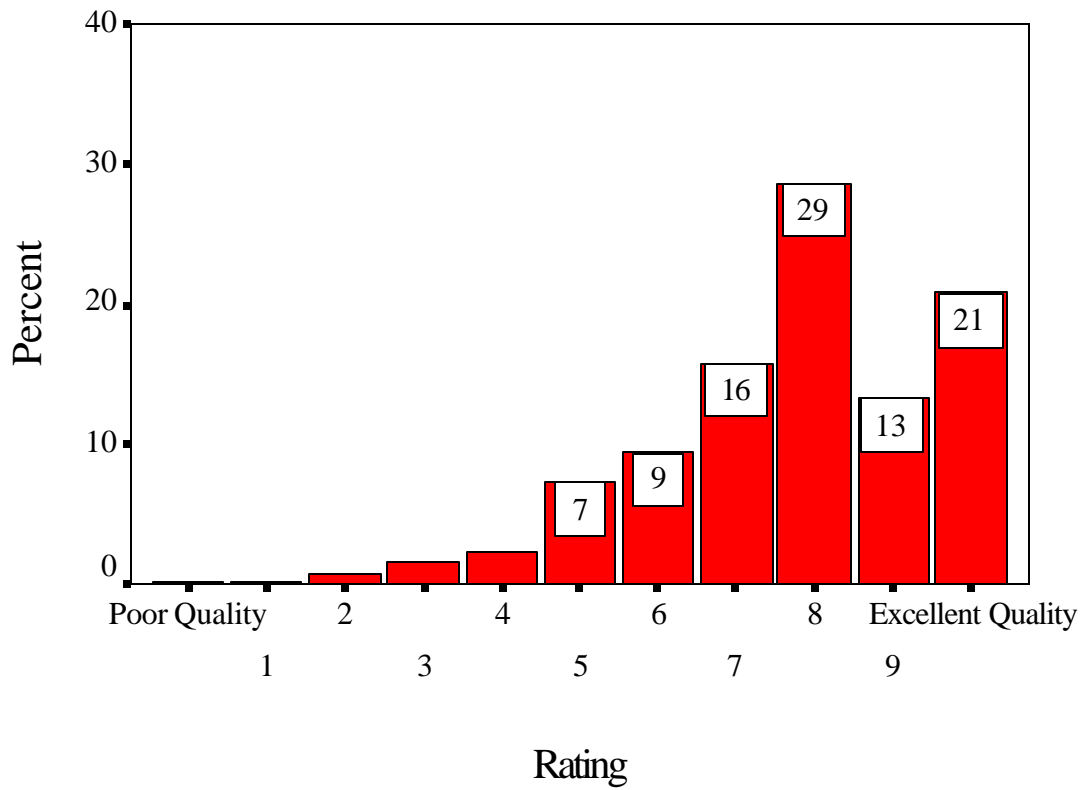
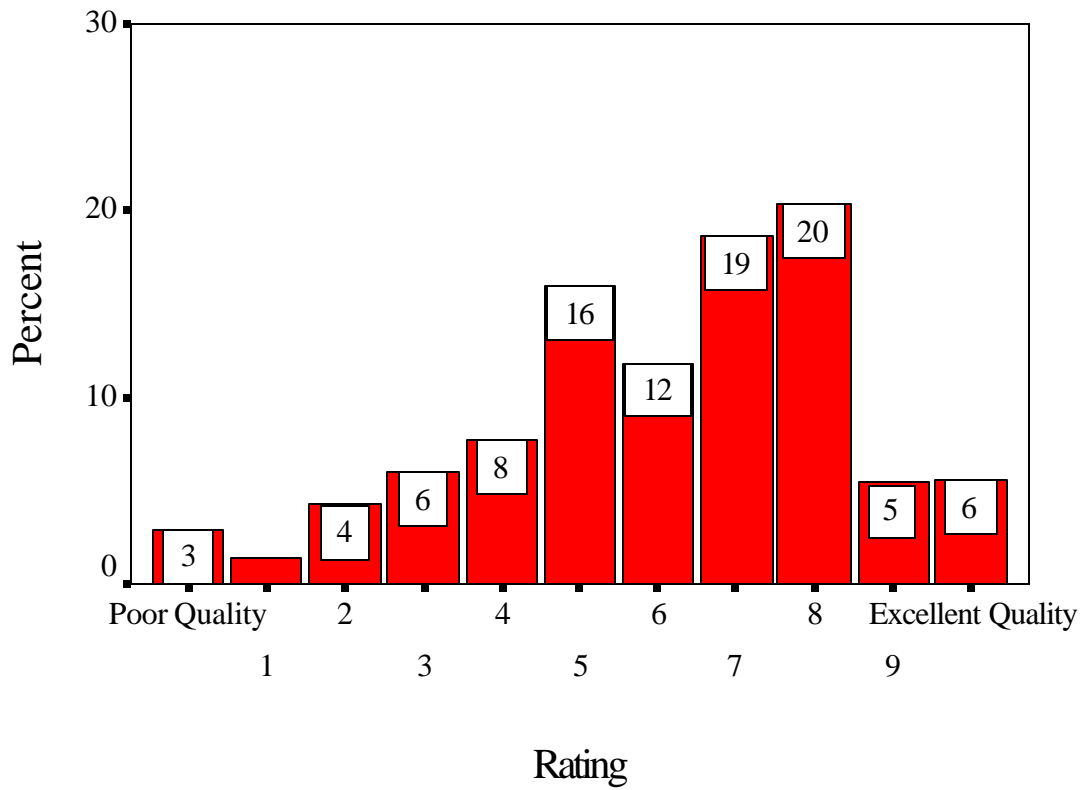


Figure 31i: Rating of Carlsbad for Local
Transportation - 2004.



These quality of life ratings are associated with the degree of confidence residents have in the city government's ability to make decisions that positively affect their lives. This is seen in Table 36. All of these ratings are substantially correlated with confidence in city government.

Table 36: Correlations between Quality of Life Ratings and Confidence in City Government.

		qconfid3 Confidence in Carlsbad City Government to Make Decisions That Positively Affect Community Members
qqol1 Rating of Carlsbad as a Place to Raise Children	Pearson Correlation Sig. (2-tailed) N	.407** .000 912
qqol2 Rating of Carlsbad as a Place to Work	Pearson Correlation Sig. (2-tailed) N	.354** .000 720
qqol3 Rating of Carlsbad as a Place to Retire	Pearson Correlation Sig. (2-tailed) N	.373** .000 952
qqol4 Rating of Carlsbad as a Place to Find Recreation or Interesting Things to Do	Pearson Correlation Sig. (2-tailed) N	.305** .000 964
qqol5 Rating of Carlsbad as a Safe Place to Live	Pearson Correlation Sig. (2-tailed) N	.384** .000 966
qqol6 Rating of Carlsbad as an Affordable Place to Live	Pearson Correlation Sig. (2-tailed) N	.315** .000 963
qqol7 Rating of Carlsbad in terms of Aesthetic and Architectural Quality	Pearson Correlation Sig. (2-tailed) N	.454** .000 957
qqol8 Rating of Carlsbad as a Consumer - Being Able to Find Things to Buy	Pearson Correlation Sig. (2-tailed) N	.330** .000 965
qqol9 Rating of Carlsbad for Local Transportation	Pearson Correlation Sig. (2-tailed) N	.389** .000 842

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

Individuals surveyed were asked to rate on the zero-to-ten importance scale how important it was to them to be a resident of Carlsbad and to be a resident of their particular neighborhood. As Table 37 shows, it was fairly important to Carlsbad residents both to be a resident of Carlsbad and to be a resident of their particular neighborhood. Figures 32 and 33 show how the responses to these questions were distributed. The importance of being a resident of Carlsbad was related to the rating that residents gave to the value they receive for their municipal tax dollars as well as the confidence they have in the city government to make decisions with a positive impact on community members. Table 38 shows that these were positively correlated to the importance of being a Carlsbad resident.

Table 37: Importance of Living in Carlsbad and Current Neighborhood - 2004.

	N	Minimum	Maximum	Mean	Std. Deviation
qid1 Importance of Being a Carlsbad Resident	1005	0	10	7.39	2.455
qid2 Importance of Being a Resident of Respondent's Particular Neighborhood	1016	0	10	7.33	2.485
Valid N (listwise)	1003				

Figure 32: Importance of Being a
Carlsbad Resident - 2004.

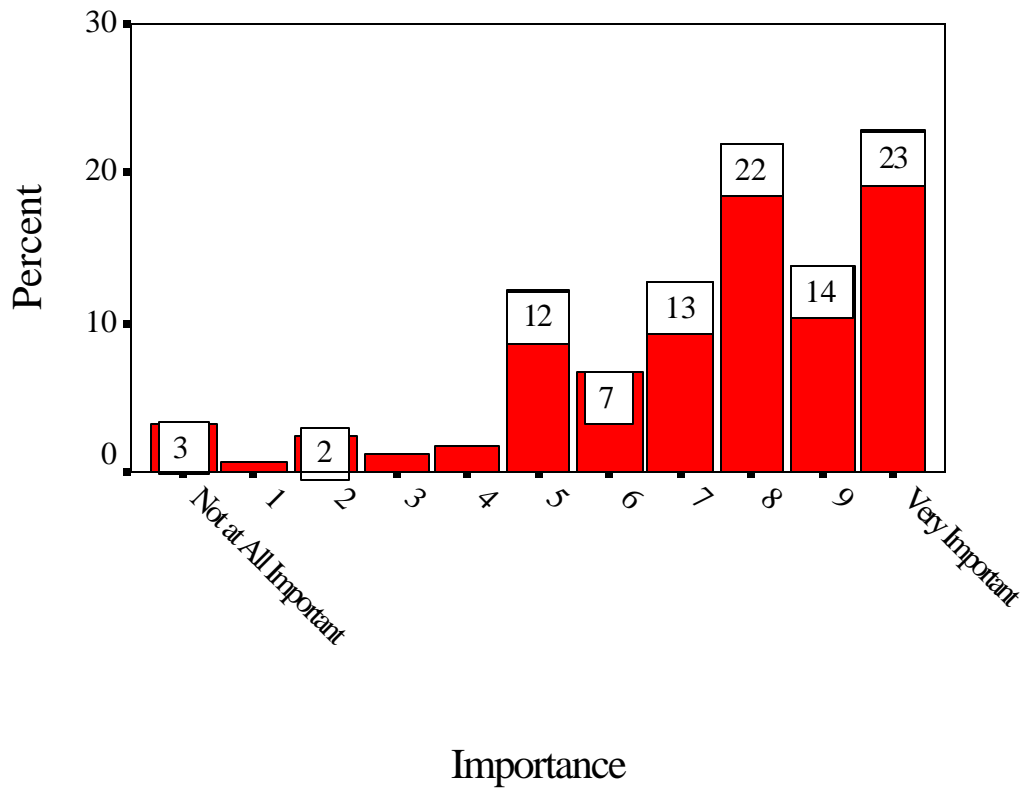


Figure 33: Importance of Being a Resident of One's Neighborhood - 2004.

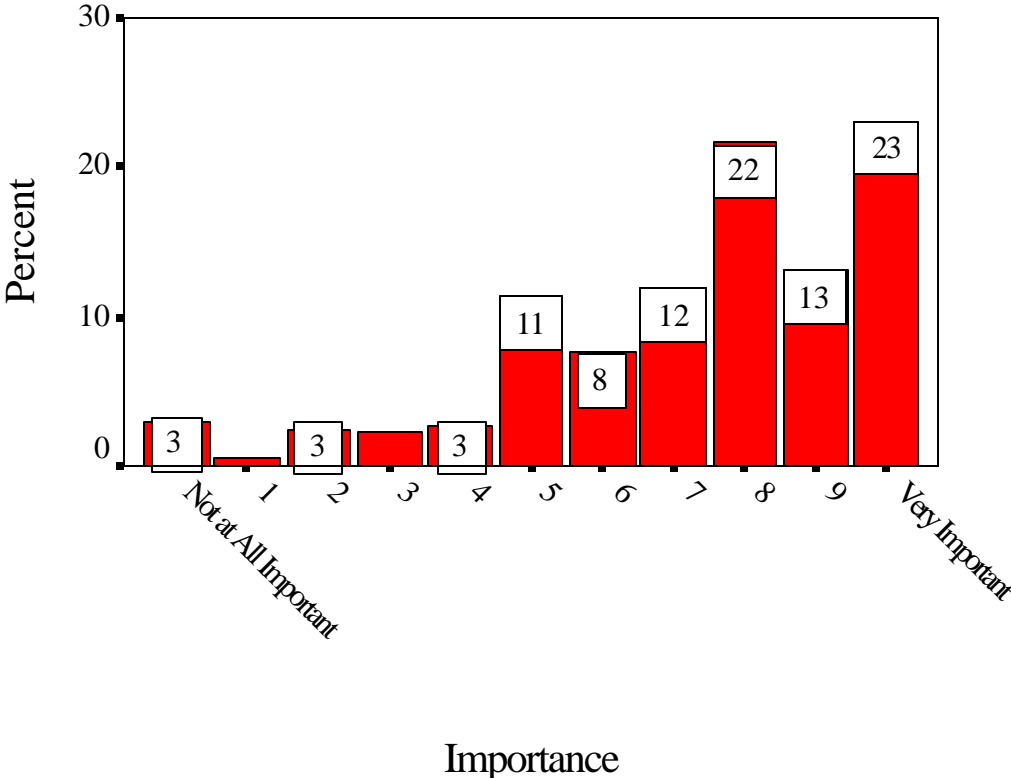


Table 38: Correlations of Importance of Being a Carlsbad Resident with Ratings of Value for Taxes and Confidence in City Government.

		qid1 Importance of Being a Carlsbad Resident
qrat1 I receive good value for the municipal taxes I pay.	Pearson Correlation	.371**
	Sig. (2-tailed)	.000
	N	936
qconfid3 Confidence in Carlsbad City Government to Make Decisions That Positively Affect Community Members	Pearson Correlation	.315**
	Sig. (2-tailed)	.000
	N	959

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

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. Table 39 provides a summary of the residents' responses. The most common recommendation offered by respondents was setting limits on growth and development. This suggestion came from 22.8 percent of the respondents in 2004. Improving traffic circulation was recommended by 14.1 percent of the respondents.

Table 39: Improving the Quality of Life in Carlsbad

	2001		2002		2003		2004	
	%	Count	%	Count	%	Count	%	
Improve Traffic Circulation	16.8%	125	12.3%	177	17.6%	144	14.1%	
Improve Roads, Parking, and Public Transportation	13.9%	108	10.6%	118	11.7%	69	6.8%	
Set Limits on Growth and Development	28.0%	242	23.7%	247	24.5%	233	22.8%	
More Recreation and Entertainment Venues	8.8%	108	10.6%	77	7.6%	56	5.5%	
More Police and Better Safety	3.8%	47	4.6%	34	3.4%	15	1.5%	
More Relief for Poor and Homeless	3.1%	39	3.8%	38	3.8%	32	3.1%	
More Programs, Events and Activities	3.8%	54	5.3%	52	5.2%	12	1.2%	
Save Open Space		52	5.1%	124	12.3%	38	3.7%	
Other	26.4%	274	26.9%	57	5.7%	191	18.7%	

Community Group Involvement

Carlsbad residents were asked about what types of community groups or organizations they were involved with in the City of Carlsbad. Table 40 shows that the two most common types of groups with which residents were involved was church groups and neighborhood associations, each with over a third of the respondents indicating they were involved with those types of groups.

Table 40: Involvement in Carlsbad Community Groups - 2004.

	0 Not Chosen		1 Chosen	
	Count	%	Count	%
Church Congregation or Religious Group	661	64.8%	359	35.2%
Neighborhood Associations	665	65.2%	355	34.8%
School Groups	815	79.9%	205	20.1%
Youth Sports Groups	826	81.0%	194	19.0%
Social Clubs	838	82.2%	182	17.8%
Political Party or Interest Group	868	85.1%	152	14.9%
Arts or Cultural Groups	892	87.5%	128	12.5%
Environmental Group	916	89.8%	104	10.2%
Service Clubs	954	93.5%	66	6.5%
Other	994	97.5%	26	2.5%
None	750	73.5%	270	26.5%

City Features

Respondents were asked what they liked most about living in the City of Carlsbad, and what their biggest concerns about Carlsbad were. The responses to these questions are found in Appendix B.

SUMMARY

The data obtained from the telephone interviews with residents provide a very positive view of the City of Carlsbad. Generally, ratings were stable over time, but where there was change the trends over time were generally in a positive direction. The findings were typically consistent across regions, though there were some differences, particularly with questions relating to the downtown village area. Residents in the north visited the village more frequently and were typically more positive than those in the south. Even where there are differences, the overall patterns of ratings are consistent between the North Region and the South Region. Some key findings are noted below.

- \$ The city-provided services addressed in the survey were rated as good or excellent by most people, and have been consistently positive over the five years of the surveys.
- \$ Over half (56.7%) of the respondents said they would be willing to pay \$100 annually to maintain the current level of service, 62.5 percent said they would pay a \$75 or \$100 annual assessment, and 15.5 percent indicated they would not be willing to pay more than they are currently paying.
- \$ When asked how valuable it would be to have wireless Internet access anywhere in the city, respondents gave an average rating of 6.18, with 42.2 percent offering an 8 or higher.
- \$ Overall road conditions were rated quite positively, with about three quarters of the respondents in 2004 giving a rating of good or excellent.

- \$ The vast majority of the respondents gave a favorable rating of the city parks each year the question was asked.
- \$ The most common sources of information about Carlsbad were local newspapers and local TV news.
- \$ Residents rated the job the city has done providing important information quite favorably, with 52.4 percent of the respondents offered a rating of 8 or higher on the zero-to-ten scale.
- \$ The average rating of the job the city has done in providing residents with important information has displayed a clear positive trend over time, increasing in 2001, 2002, and 2003, and maintaining that high in 2004.
- \$ In 2004, Carlsbad residents gave an average confidence in city government rating of 6.74, and these ratings have increased or held steady in each year of the study.
- \$ Residents in the north part of Carlsbad agreed more with the statement “I receive good value for the municipal taxes I pay,” than did those in the south.
- \$ Residents thought the city was doing moderately well with respect to balancing various land uses in the city, giving an average rating of 6.21 in 2004.
- \$ A total of 58.9 percent of the respondents had heard something about Carlsbad’s environmental programs, with 44.9 percent of the respondents identifying the newspaper as their source of this information.
- \$ Over half (61.1%) of the respondents in 2004 indicated that they had been exposed to information about storm water pollution in the past year.

- \$ In 2004, 61.3 percent of the respondents visited the downtown village area at least once a week.
- \$ Dining was the most common reason for visiting the village area.
- \$ As a whole, these residents rated the Carlsbad village area quite positively, and those in the north were more positive than those in the south.
- \$ Residents generally rated the city very high with respect to quality of life, except in terms of how affordable it is to live in Carlsbad.
- \$ The two most common types of groups with which residents were involved was church groups and neighborhood associations.

APPENDIX A

City of Carlsbad Public Opinion Survey 2004

**City of Carlsbad
2004 Public Opinion Survey**

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

1. 92008
2. 92009
3. OTHER [Specify: _____] ÷ skip to close

8. DON'T KNOW ÷ skip to close
9. REFUSED ÷ skip to close
- X. CALLBACK/REFUSAL/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

8. DON'T KNOW
9. REFUSED
- X. CALLBACK/REFUSAL/OTHER

QWORK Do you currently work within the City limits of Carlsbad?

0. NO
1. YES
2. RETIRED/HOMEMAKER/DOESN'T APPLY
8. DON'T KNOW
9. REFUSED

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)

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

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

- 8. DON'T KNOW
- 9. REFUSED

QSERV3 [HOW WOULD YOU RATE] fire protection?

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

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

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

QSERV4 [HOW WOULD YOU RATE] police services?

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

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

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

QOUTSRV1 How would you rate trash collection?

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

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

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

QOUTSRV3 [HOW WOULD YOU RATE] hazardous waste disposal?

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

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

QOUTSV3P [If “poor”] is there a specific reason why you rated HAZARDOUS WASTE DISPOSAL as poor?

QOUTSRV5 [HOW WOULD YOU RATE] recycling collection?

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

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

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

QOUTSRV6 [HOW WOULD YOU RATE] cable television services?

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

- 8. DON’T KNOW ÷ skip to TQOL
- 9. REFUSED ÷ skip to TQOL

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

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

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

QQOL1 [0=POOR QUALITY 10= EXCELLENT QUALITY]

As a place to raise children?

QQOL2 [0=POOR QUALITY 10= EXCELLENT QUALITY]

As a place to work?

QQOL3 [0=POOR QUALITY 10= EXCELLENT QUALITY]

As a place to retire?

QQOL4 [0=POOR QUALITY 10= EXCELLENT QUALITY]

As a place to find recreation, or interesting things to do?

QQOL5 [0=POOR QUALITY 10= EXCELLENT QUALITY]

As a safe place to live?

QQOL6 [0=POOR QUALITY 10= EXCELLENT QUALITY]

As an affordable place to live?

QQOL7 [0=POOR QUALITY 10= EXCELLENT QUALITY]

In terms of aesthetic and architectural quality?

QQOL8 [[0=POOR QUALITY 10= EXCELLENT QUALITY]

As a consumer – being able to find what you want or need to buy?

QQOL9 [[0=POOR QUALITY 10= EXCELLENT QUALITY]

For local transportation – getting where you want to go locally?

QID1 Now I'd like you to think about your identity as a Carlsbad resident. Using a scale of zero to ten, where zero is Not at All Important and ten is Very Important, how important is it to you that you live in Carlsbad, rather than another local town?

QID1a [IF QID1 > 7] Why is being a Carlsbad resident important to you?

QID2 Along the same lines, I'd like you to think about your identity as a resident of your particular neighborhood in Carlsbad. Using a scale of 0 to 10, where zero is Not at All Important and ten is Very Important, how important is it to you that you are a resident of your particular neighborhood?

TRAT Now I have a few statements about Carlsbad City Government. On a scale of zero to ten, where zero means you totally disagree and ten means you totally agree with the statement. [These items are randomized]

QRAT1 [0 = TOALLY DISAGREE 10= TOALLY AGREE]

I receive good value for the municipal taxes I pay.

QRAT2 [0 = TOALLY DISAGREE 10= TOALLY AGREE]

The City of Carlsbad welcomes citizen involvement.

QRAT3 [0 = TOALLY DISAGREE 10= TOALLY AGREE]

The City of Carlsbad listens to citizens.

QRAT4 [0 = TOALLY DISAGREE 10= TOALLY AGREE]

I am pleased with the overall direction the City of Carlsbad is taking.

QRAT5 [0 = TOALLY DISAGREE 10= TOALLY AGREE]

In general, I believe that the City of Carlsbad government is doing a good job.

QRATF [Ask if any of QRAT1 – QRAT5 are less than 4] Why did you disagree with the statement(s) about [*show summary of statement(s)*]?

QINFO1 In the past year, have you used any of the following to access information about the city? (CHECK ALL THAT APPLY)

1. Community Services Recreation Guide
2. City Web Page (www.ci.carlsbad.ca.us)
3. City Desktop Calendar
4. Flyer in City Water Bill
5. Citizen Forums
6. Calling the City on the telephone
7. City Council Meetings
8. Carlsbad Community Update Video
9. Local Newspapers
10. TV-Local News
11. Local Cable Channel
12. Sign on San Diego
13. Neighborhood construction notifications sent by the City
14. Other, [Specify:] _____
15. DON'T KNOW
16. REFUSED
17. NONE/NO MORE ANSWERS

CITYINF2 Using a scale of zero to ten where zero means POOR and ten means EXCELLENT, how would you rate the job the city does in providing you with information that is important to you?

Rating

QWIRE1 On a scale of zero to ten, where zero means Not at All Valuable and ten means Very Valuable, please rate how valuable it would be to you to access the Internet anywhere in the City of Carlsbad with wireless technology?

98 DON'T KNOW
99 REFUSED

QSTREET1 [HOW WOULD YOU RATE] overall road conditions?

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

8. DON'T KNOW

DRAFT – Jan 13, 2005; City of Carlsbad 2004 Public Opinion Survey Report; SBRI

9. REFUSED

QSTREET5 [HOW WOULD YOU RATE] traffic circulation efficiency, excluding freeways?

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

- 8. DON'T KNOW
- 9. REFUSED

QPARKRATE How would you rate the condition of the parks and/or park facilities you or your family use in the City of Carlsbad?

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

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

QPRKRATP What was the name of the park or facility, and why do you rate it as "poor"?

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

Rating

[IF QLAND is LESS THAN 4 ASK QLAND2]

QLAND2 What could the city do to improve your rating on this issue? (open end)

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

- 1. No [SKIP TO QOCEAN1]
- 2. Yes

- 8. DON'T KNOW [SKIP TO QOCEAN1]
- 9. REFUSED [SKIP TO QOCEAN1]

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

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

QOCEAN1 Have you seen or heard anything during the past year about how residents can prevent the pollution of our creeks, lagoons, and ocean?

- 0. No [SKIPTO TLLD]
- 1. Yes

- 8. DON'T KNOW [SKIPTO TLLD]
- 9. REFUSED [SKIPTO TLLD]

QOCEAN2 *Where do you recall seeing or hearing about ways to prevent water pollution?*
[DO NOT READ LIST, CHOOSE ONE ANSWER ONLY]

1. TV
2. RADIO
3. NEWSPAPER
4. BROCHURES
5. POSTERS
6. MOVIE THEATERS
7. WEBSITE
8. CURB SIGNS
9. NEWSLETTERS
10. FAMILY/FRIENDS/OTHER WORD OF MOUTH
11. PUBLIC EVENTS/BOOTH
12. OTHER:
13. DON'T KNOW
14. REFUSED

TLLD The average Citizen pays between \$35 & \$70 annually to cover the costs of lighting and landscaping. The maintenance costs for lighting and landscaping in the City have increased each year for the past eight years. The City has not, however, raised assessments for lighting and landscaping. The City must decide whether to increase fees in order to pay for the current level of service, or keep fees the same and decrease services.

QLLD1 Would you be willing to pay a \$100 annual fee per household to keep city lighting and landscaping services at their current level of service?

0. No
1. Yes [SKIPTO TVILL]
8. DON'T KNOW
9. REFUSED

QLLD2 Would you be willing to pay a \$75 annual fee per household to maintain city lighting and landscaping services?

- 0. No
- 1. Yes [SKIPTO TVILL]

- 8. DON'T KNOW
- 9. REFUSED

QLLD3 How much would you be willing to pay per year to maintain services?

QVIL1 How often do you visit the Downtown Village Area of Carlsbad?

- 1. Every day [SKIPTO QVIL3]
- 2. Once a week or more [SKIPTO QVIL3]
- 3. Once a month or more [SKIPTO QVIL3]
- 4. A few times each year [SKIPTO QVIL2]
- 5. Once a year [SKIPTO QVIL2]
- 6. Never [SKIPTO QVIL4]

- 8. DON'T KNOW
- 9. REFUSED

QVIL2 Have you visited downtown Carlsbad in the last three months?

- 1. YES
- 2. NO [SKIP TO QVIL4]

- 8. DON'T KNOW
- 9. REFUSED

QVIL3 What was the purpose of your most recent visit to downtown? [MULTIPLE CHOICES ALLOWED]

1. GENERAL RETAIL
2. PERSONAL SERVICE
3. BANKING
4. DINING
5. CULTURAL/HERITAGE RELATED
6. WORK
7. OTHER: _____
8. DON'T KNOW
9. REFUSED
10. NO MORE ANSWERS

QVIL4 For the next few statements that I read, please rate how strongly you agree with each statement on a zero to ten scale, where zero means you Totally Disagree and ten means you Totally Agree with the statement. [These items will be randomized]

QVIL4a Carlsbad Village is a unique and important part of the image of the City of Carlsbad.

QVIL4b Carlsbad Village is a valuable tourist destination for the City.

QVIL4c I enjoy visiting Carlsbad Village to shop or dine.

QVIL5 On a scale of zero to ten, where zero means Poor and ten means Excellent, how would you rate your overall impression of Carlsbad Village?

QVIL6 [IF QVIL5 < 4] Why is your rating so low?

QGRP Can you tell me whether or not you are actively involved with any of the following types of community groups or organizations within the City of Carlsbad:

1. School Groups or Parent Clubs
2. Service Clubs (Rotary, Lions, etc.)
3. Arts or Cultural Groups
4. Youth Sports Groups
5. Neighborhood Associations (HOA's)
6. Social Clubs
7. Church Congregation or other religious group
8. Environmental Group
9. Political party or interest group
10. OTHER
11. NONE
12. DON'T KNOW
13. REFUSED
14. NO MORE ANSWERS

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

Rating

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

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

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

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

DRAFT – Jan 13, 2005; City of Carlsbad 2004 Public Opinion Survey Report; SBRI

DEMO2 Do you own or rent your home?

- 0. Rent
- 1. Own

DEMO3 How many people currently reside in your household, including yourself? (open end)

DEMO4 How many children under the age of 18 do you have in your household? (open end)

QAGE What year were you born?

QRACE What race do you consider yourself to be?

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

- 8. DON'T KNOW
- 9. REFUSED

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

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

QXSTREET And what is the nearest cross street?

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

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

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

X. DON'T KNOW

Y. REFUSED

APPENDIX B

Appendix B Responses to Open Ended Questions

<QSERV4P> [If “poor”] is there a specific reason why you rated POLICE SERVICES as poor?		
826	QSERV4P	We’ve had several problems and police response is poor.
122	QSERV4P	They tend to target & harass certain people.
387	QSERV4P	There are not enough patrol cars patrolling the areas.
326	QSERV4P	There is no presence here.
266	QSERV4P	It is unfair to talk about my points.
393	QSERV4P	They eat donuts instead of helping a woman getting beat up by her husband. I have had bad experience with the police.
417	QSERV4P	The crimes of shooting and stabbing and two murder assassinations.
551	QSERV4P	Because they target the African American people.
453	QSERV4P	Because I’ve never seen them do anything but write tickets and hassle old ladies.
571	QSERV4P	When I needed help from the police department they have not been very helpful.
737	QSERV4P	Officers were rude in traffic stops that included my daughter as a passenger.
121	QSERV4P	I’ve seen people run red lights right in front of police and the police don't stop them.
1059	QSERV4P	I was a coach operator for North County Transit, and I had an encounter with the police regarding a bomb threat that had been called into the regional transportation office. I was less than impressed with the two police officers' response, as my bus was the closest possible match. The whole thing turned out to be a hoax.
466	QSERV4P	I found the detective very rude.
930	QSERV4P	I asked them to monitor a traffic situation, at my place of work (Prestly Dr.), because people were making u-turns, causing dangerous situations, and they were completely unresponsive.
882	QSERV4P	I had several negative, bad experiences and I am a good citizen. I was a victim of something, and they did not follow through.
891	QSERV4P	Because they have a speed trap in our neighborhood and they give tickets to everyone whether they speed or not.
713	QSERV4P	At my large house, police services are great; at my smaller place, they are rather poor.
424	QSERV4P	3 officers were sitting at the car wash for 45 min and there was no need for that and I am trying to get help to get the kids to stop racing down to the high school and they won't come out and see my problem. I even tell them the time they come and it doesn't mean anything. I call in when they are doing it and when the officers come, they are gone.
<QSERV3P> [If “poor”] is there a specific reason why you rated FIRE PROTECTION as poor?		
969	QSERV3P	The past experiences we have had in the community.
249	QSERV3P	No.
731	QSERV3P	Because they don't follow through with code infractions.
422	QSERV3P	My house burned down in the 1996 fire.
831	QSERV3P	Because people just last year because of fire, this should never happen.

<QRATF> Why did you disagree with the statement(s) about [show summary of statement(s) QRAT1-5]?		
122	QRATF	When you try to tell them about problems and concerns, they usually blow you off.
424	QRATF	When I went down to the city to try to do something about my easement, the city shut me down as soon as I stepped in the door and that is why I disagreed with it.
182	QRATF	Well, I don't know.
41	QRATF	We pay a lot of taxes here and we still pay a lot for water.
675	QRATF	We have grown too much, and no new streets to get people around.
936	QRATF	We have been to a couple city council meetings and it seemed as though the decision had already been made before we were allowed to voice our opinion. I am concerned with the amount of uncontrolled growth. Every development is approved and that is why I disagreed with that.
672	QRATF	The uncontrolled growth.
118	QRATF	There is too much growth.
607	QRATF	There is too much growth and not enough infrastructure.
357	QRATF	There is too much traffic and too much housing. Too crowded. And they're always tearing up the street.
216	QRATF	They say that they welcome input as long as you're agreeing with them. But if you are there to prove otherwise it doesn't work and we get shut down.
508	QRATF	They really don't listen, they listen to developers more than the residents
258	QRATF	They raised taxes. It is difficult to create business with Carlsbad planning.
484	QRATF	They don't listen to citizens. Too crowded, inadequate planning. Lack of good planning.
801	QRATF	They did not need to increase class size or drop art and music or limit PE. Traffic needs improvement. Government doesn't stick to building plans. Too much development, not enough infrastructure.
37	QRATF	They close out arteries, preferences are up to them but they don't listen at all.
6	QRATF	They're not paying attention to the people, there is slow growth in that and there are very few open spaces.
332	QRATF	There is too much building, too much land development and that is why I don't like the direction the city of Carlsbad is going.
268	QRATF	The reason the taxes are high, the road is very poor and they are not doing a good job with the money that we pay for.
231	QRATF	The increased housing and not affordable housing.
106	QRATF	The growth and the transportation system. They're letting housing where there is not a place to go.
146	QRATF	The government here is very small thinking. They aren't really thinking about what is going on in other places of the world. I am basing it on the restrictions they have now and this generation of planners are thinking too small.
868	QRATF	The direction they are taking is that they are expanding too much. La Costa is going to be downgraded by traffic and crime, because of low income housing. They do this to get taxes but this is backfiring on the people. The company stores and the forums are too close, too many shops. El Camino Real is a big shopping mall: it is disgusting. All the homes on Poinsettia are too close to each other.
85	QRATF	Streets are being refused to open. They don't want your input if they don't agree with you.

125	QRATF	Seen citizens represent themselves on the television and in the council meetings and they make minimum affect.
826	QRATF	My relative is an activist and has been ejected from council meetings. The council has an agenda that they don't wish to deviate from.
326	QRATF	Police services in the southern part of the city. There are not patrolling appropriately. I called a number of times about speeding cars in certain neighborhoods, and city has done nothing. I don't believe they have the infrastructure for the city growth.
722	QRATF	Police department and the city blow off repeated complaints.
462	QRATF	The over development of the community.
810	QRATF	The over development.
467	QRATF	On the issue of trails: they're more interested in building swim centers instead of trails.
407	QRATF	I'm not pleased with the buildings and new construction; taking the canyon and building the new houses.
90	QRATF	They're not managing building construction well.
234	QRATF	It's a safe place to live. There are police officers everywhere, community happenings, people look happier, a lot of street fairs, it's a happening place.
74	QRATF	It's being over built and it's allowing houses for illegal aliens.
933	QRATF	It seems that the city is allowing too much building to go on. My perception is that developers can get whatever they want and that the people who are already here don't get listened to.
227	QRATF	I think they let you talk but they have their own agenda.
752	QRATF	I think that the city council is influenced by real estate realtors and I think that they are more concerned with tourists than their residents.
925	QRATF	I think that certain issues are not being addressed; ex. along the beach there is so much erosion. I think there should be more flowers near our beaches instead of dirt ground cover. I don't agree with our mayor. In high school, he made it mandatory for students to go to a city hall meeting. It made our children who had church those days not able to go. Parking: I don't like the way you cannot park on a certain side of the street, there should be more parking. I think it has been horrible that the streets have not been opened; it has caused congestion, in the area of College, Cannon, Melrose, and Tamarack. They had a barrier in that area where we could not go through. Some are through now, but some are not, Vista and Oceanside should be linked.
1053	QRATF	I think a lot of people don't agree on the growth. Traffic and growth are decreasing family time. I don't think with the growth, they are thinking about the quality of life.
92	QRATF	I never hear about any town meeting, event, gathering of a political subject and I have lived here for 2 years
1039	QRATF	I don't think they do. I'm not. I don't care what they are doing. They are not.
921	QRATF	I don't see people volunteer in the city.
941	QRATF	I believe the city only listens to loud groups, but they don't think of the bigger picture, the mayor is not concerned with the overall good of the citizens. I believe that they are focused on getting sub divisions and new businesses in, but they are not concerned with added beach parking or keeping the beach nice. They bend too much.
178	QRATF	1) I've been begging the city to repave local streets to no avail. 2) They will not listen when we ask for needed services (i.e. streets). 3) They do not care about their constituency - seems that no one living in this neighborhood listen. 4) They do not have term limits and the Mayor & City government is very out of touch with reality.

687	QRATF	I am not pleased because there is too much building.
937	QRATF	The high density development.
806	QRATF	1) It has to do with my concerns and appeals to the city regarding the cable company and the park facilities as addressed earlier 2) becoming more and more exclusive and harder for people to access the service and facilities. It makes the economic and racial composition of the city very exclusive
130	QRATF	The growth issue.
13	QRATF	My experience in 20 years.
25	QRATF	Every time I call the water district they never answer the phone.
692	QRATF	The engineering management is very poor.
393	QRATF	Because they don't care about the people that live here and just developing for their gain.
928	QRATF	Because it hasn't.
189	QRATF	Because all the streets don't look good, they look poor. They don't take care of the streets. The traffic is bothering most of the neighbors and a lot of people complain.
788	QRATF	I've been to council meetings. The Mayor did not listen and told a lady to shut up and sit down.
1033	QRATF	Because when you have problems you talk to people and they won't listen to you. I don't like working in groups
445	QRATF	Because when we went to the mayor to get him to open up the streets in the College and Lake area, it took him 4 years to open them. And when the gas prices went up, he didn't care. And he didn't listen to the people who lived by El Camino and College Drive.
167	QRATF	Because they're building too many houses and not opening enough roads and Carlsbad is becoming extremely crowded, especially traffic in El Camino Real.
15	QRATF	Because they listen and they don't react.
959	QRATF	Because they have allowed so many homes. They're over-building, which creates traffic. The master plan is not working.
538	QRATF	Because they don't. I have been complaining about the place here.
38	QRATF	Because they don't do a good job during the meetings. They don't listen to citizens at the meetings. They pay high taxes.
329	QRATF	Because they are not doing a good job with the city. They are building a lot and when they see a tree and land they just want to built more. They sit there and are writing and they don't repeat your name the city does not listen to you when you have something to say. May taxes are too high and I can't change anything in this house because I have to say when or what I want to change. I don't think that I get anything. I am not getting my money worth, we need a new mayor.
962	QRATF	Because they are allowing too many homes.
1003	QRATF	Because there's no control on growth.
794	QRATF	Because there is too much growth and the road can't handle all the growth.
559	QRATF	Because the Wal-Mart thing was upsetting, the one down here up in Melrose
645	QRATF	Because the city council meetings give you lip service, they only care about the businesses; they don't care about the average citizens. All the politicians only care about the people that line their pockets, and they bring in more traffic and congestion to the community.
331	QRATF	Because she doesn't like the destruction of the natural landscape.

171	QRATF	Because of weather and over crowding. Network of city people have no where to go because of the over crowding.
946	QRATF	Because of the ir handling of the noise from Carlsbad; they are not restricting the time they fly.
1044	QRATF	Because of the over building and the traffic, and density.
914	QRATF	Because of the growth.
514	QRATF	Because many Carlsbad citizens didn't want the building they built in the La Costa region. They over ruled us. We bought in north county to not live like San Diego and we are being pushed out.
148	QRATF	Because in the meetings they don't listen to the citizens.
100	QRATF	Because I want to see more money being spent on schools, parks and golf courses. It took ten years for a golf course.
931	QRATF	Because I think they allowed too much overbuilding and traffic. They have not allowed a plan and allotted for traffic flow and their density is too high.
573	QRATF	Because I think they're doing too much building.
899	QRATF	Because I think that they are allowing all of this new development and they are not thinking about the children that are coming in. The schools are overcrowded. They are stopping a lot of extracurricular activities like music etc.
884	QRATF	Because I have been to a city council meeting with your neighbors and the council did not listen to your needs. I've seen the city waste a lot of money in areas that are frivolous.
306	QRATF	Because I don't believe they are not following the master plan.
206	QRATF	Because there are some issues that are very concerned for safety and cleanliness.
55	QRATF	Because the mayor does what they want and dos not listen to the citizens.
207	QRATF	Because the city of Carlsbad seems to have an idea of what they want to do with the city and the citizens don't want what they want and they seem to want developers and that is not what the citizens want.
235	QRATF	Because property taxes are too high.
63	QRATF	Because of protection issues and there are a lot of criminals getting away with their crimes and they know they can get away.
871	QRATF	Because I've been to a council meeting where they are looking for public input and they don't get it.
224	QRATF	Because I have been to many city councils and the city did not take into consideration what the citizens wanted and they went with what they wanted.
48	QRATF	Because all they want is for people to come in for more taxes, but they don't think of how people are going to get to point A to point B they don't think of more freeways.
1023	QRATF	There is too much growth.
700	QRATF	There is too much development.
282	QRATF	There are too many houses and not enough service streets to accommodate with too much congestion.
339	QRATF	They're too high.
891	QRATF	They use the municipal taxes to build a golf course, and they have something else they could do with the money.
677	QRATF	They do to a limit, like politically.
666	QRATF	They ask for citizen involvement, but do not take the request and follow through.

750	QRATF	They're selling out the land to developers and they want to make it a high density L.A. over here they could care less.
91	QRATF	The preservation of green areas and natural places is being ignored, the mayor is in league with the real estate businesses, and old houses are being torn down. The development won't stop. It's the same thing for the direction Carlsbad is taking, it's overdeveloped, it's losing its small town appeal, and they need to look at La Jolla and other costal places to do a good job. As for the last statement, it's the same as the other two, Carlsbad is polluting the lagoon, and the services are not growing in proportion with the people. The city isn't listening to the people
1014	QRATF	The growth issue. The residential growth is beyond the infrastructure.
930	QRATF	The growth is out of control.
658	QRATF	The growth is going out of control and no concern for the road; they are building so quickly, they're not making the roads wider with the improvement of new housing going up.
121	QRATF	The citizens have been against over growth; especially the last 5 years and They don't care regardless of how the citizens feel. It's horrible, the city of Carlsbad is becoming like Encinitas and Anaheim. Once again they don't listen to the citizens.
126	QRATF	Taxes are out of control.
352	QRATF	She doesn't like the change like: bars, and in one case they brought on contractor to tear down that bar. There are not enough schools when they are over populated.
711	QRATF	The overdevelopment and the shift of the power base southwards.
26	QRATF	Just because of the roads that haven't opened; and I know that several people before us have been trying to get the roads opened. It all ties into the things we've had to deal with the past year.
950	QRATF	It's a national issue just not a Carlsbad issue.
328	QRATF	It seems more construction friendly. But not recreational park friendly. They need more open spaces.
831	QRATF	It is over developed and it is developed poorly.
422	QRATF	I've been to city council meetings. Even though people get involved, the city already made their decisions. The people getting involved don't really matter.
835	QRATF	I think they have over built it.
843	QRATF	I think they are overbuilding, too much housing and not enough parks.
577	QRATF	I think they are more concerned about maintaining the small town image rather than servicing the residents. The citizens would like to have better housing for lower fees and they are not reducing their fees.
401	QRATF	I think they are building too many homes. I think they should stop all of this building now that they have taken up every little corner of Carlsbad and there is not much open land left. It is all housing and shopping centers.
452	QRATF	I think that there are councils that would not listen to city members because the city councils have made their own decisions. They don't listen to the residents of Carlsbad.
624	QRATF	I think government messes with our minds, they let us say what we want to say and they do what they want to do after all.
856	QRATF	I just think there are things that are expressed that the city hasn't taken any initiative. There's a lack of citizen initiated complaints. Because there is too much growth and too little planning for the growth.

382	QRATF	I just think they take a very long time with the job that you ask them. The development is getting very big and they should slow down.
1041	QRATF	I haven't seen anything in the mail or anything else about the city of Carlsbad and the government and what they're doing and which direction the city is going. I don't have a clue what is going on the city of Carlsbad. I don't even know who the mayor is. I'd like to get more involved with the city, but I don't even know how to go about doing that.
317	QRATF	I have never received any invitation to any council meeting. I have lived here for 40 years, and I have a business here in the Oceanside area. How would I know because I have never been invited to the meetings? The chair dictates (working in the city) not the citizens. They do not ask the citizens - I think public opinion should be counted. People who live here pay taxes and their opinion should be counted and listened to. The positions in city government dictate the policies - not the public.
419	QRATF	I have gone to the city council and was totally insulted by mayor. They listen but they don't do anything or follow up. Over development. Over development. Over development and corruption of city government.
1018	QRATF	I had personal experience speaking to the planning and city officials. They discount residents for property being built in their immediate neighborhood. For the same reasons as above. For the same reasons, I am very distressed by the city for traffic management. It's hard to get around the city on the weekend and particularly in the village.
134	QRATF	I don't think they are responsive enough to citizens' issues. I don't think they listen to residents especially those who are not wealthy. I think they cater to certain groups. Some voices are not heard - good example: they should build a second city pool, more trails - and other things they should do. I don't think they listen to younger groups they listen to older residents instead. It gets down to it is over developed - I think they talk about transportation, but no planning about smart growth - lip service - but they do not implement.
777	QRATF	I don't think the city council and the city meetings are welcoming the citizens' involvement.
1000	QRATF	I don't like all of the residential development.
713	QRATF	I don't believe in having to pay taxes altogether.
375	QRATF	I do not know what I am getting out of Carlsbad for taxes.
180	QRATF	My personal situation. There is no problem solving when it comes to dealing with the city offices that provide services.
31	QRATF	Down on Highland and Carlsbad Village Dr., there was a petition to have a Montessori school there. All the people voted against it, but somehow they got it through the City Council. I am a great believer in Montessori's, but in a place as bad as that, in traffic as congested as that, is not a good place for a bunch of little kids.
283	QRATF	Because the city is not doing anything to halt the development or the expansion of retail.
657	QRATF	Because there's too much taxes.

1060	QRATF	Because they spend enormous amounts on the tourist industry and they subsidize the tourist industry. I have personally experienced that the city council has no desire to listen to an opinion that's not their own. Because they are not resident driven, they aren't taking care of the citizens' needs, they are all about the money produced by tourism and developers. That's why I don't agree with the overall direction the city of Carlsbad is taking.
237	QRATF	Because they have not been dealing with the roads and traffic.
710	QRATF	Because there is so much construction in your area.
781	QRATF	Because the taxes we pay here I think are outrageous. Streets are torn up in some places and there are always construction projects that take 6-7 months rather than a shorter time. Because the government will do what they want. The city council officials will listen to the voices but not listen to what they are saying.
834	QRATF	Because they recently changed the zone so that Wal-Mart and Target can come into this area. I think that Carlsbad doesn't need them.
199	QRATF	Because on several occasions, the mayor and the city council did what they were going to do. I think they have huge egos, and they don't listen to its citizen's thoughts, concerns, and needs. An example is that the city has promised tennis courts and we have yet to have them. There is no specific representation by district, and they are rude at their meetings
764	QRATF	Because of the increased building, housing, and not any attempts to decrease the traffic.
892	QRATF	Because of some meetings we had a couple of years back on some projects. We didn't get much attention there.
1083	QRATF	Because my addressing an issue never got the courtesy of a response back from the mayor.
43	QRATF	Because I'm not happy with the level of growth and the traffic. Quality of life is getting worse.
748	QRATF	Because I think they are very short sided in the way they have made their decisions. Because I watched a couple situations and they didn't want to deal with it. It's not worth it and they do what they do. They need a bigger picture. Because their planning is hazardous.
265	QRATF	Because I pay an enormous amount of taxes for what I receive. An example is that there is no police patrolling the walk at the beach and I live at the beach. I have called about that problem to the police department and I get lip service. The problem gets especially bad during weekends and holidays and there are always skateboarders and people that should not be there. I called the city about other issues and they are not responsive: traffic issues, stop sign at the corner of Garfield and Sequoia, police patrol at the beach walk, cars being parked on our street for weeks on end.
335	QRATF	Because I don't think I receive good value for the municipal taxes I pay. They do not call you back. They are not trained in what they do. I have lived in this city all my life - and they are known for not giving good service to citizens - they are a joke.
644	QRATF	Because I don't use any city services.

45	QRATF	Because when citizens try to be involved they make you feel like you're a non entity. They have the power and it's too bad for you. If the city listened to citizens, there wouldn't be road blocks, they would have better road planning, and right now we have too many stores and people but not enough roads. The overcrowding, too many homes, it's just too, too!
66	QRATF	Again, I'm concerned with growth and housing in the city of Carlsbad; I feel that exceptions are granted to people who know the right people. I don't believe the small-home owner in Carlsbad is valued.
387	QRATF	Again traffic problems, I think there could be more done for affordable housing for people who can't afford the La Costa area.
267	QRATF	1) We've been screaming that the city is over built. They still keep on building. 2) El Camino is completely gridlocked. They continue to built, but there are no new roads. 3) The same reason that they don't listen to the citizens regarding overbuilding.
497	QRATF	1) They could welcome the citizens' involvement but they don't. The biggest concerns are growth and traffic and building. 2) Because of the results. 3) It all points to every thing I have said.
548	QRATF	1) The Carlsbad government has a very specific agenda and it's not necessarily what if safe for the environment. It's all about generating revenue and not for the long term growth of Carlsbad. 2) It's because of the growth. I don't think that the infrastructure can support the growth in Carlsbad, such as the excessive amount of housing. 3) They have a lack of concern with the long term effect of their actions. They are taking their actions from a short term perspective rather than a long term.
1045	QRATF	1) I don't like the mayor and I don't like the opinions.
323	QRATF	1) I think that the growth and they are not taking in consideration the growth that they are getting, for example the schools and traffic. 2) They need a new high school and the traffic is out of control. 3) They need a new high school.
536	QRATF	1) I know that there's been a lot of concern about the development in the open spaces, yet they keep building. They don't listen. 2) The same as above.
665	QRATF	1) They are not putting a stop to the building. 2) They haven't put a stop to the industries.
354	QRATF	1) My personal experience has been on one particular issue involving the community that they were deceitful about the dates and locations of city council meetings. So I feel they don't welcome us. 2) For the same reason. Even when the community was present, their opinions were not welcome or valued or had influence on the council members. 3) Primarily I would like to see the preservation of our wildlife and the related issues as well as the humane society, and less emphasis on builders and expanding residential property.
816	QRATF	1) I think that the city of Carlsbad has an agenda to throw a lot of buildings up and they're not sensitive about the quality of life of the residents. 2) Because I think they, from personal experience. I had to go on four different occasions, several meetings and it took them over a year to resolve a safety issue that was they're plan in the first place. 3) Because I think that it's too crowded and the air is getting dirtier. More noisy and more buildings popping up. 4) I think the city of Carlsbad got an agenda to generate tax revenue like they're a business and the quality of life of the citizens is of secondary concern to them. I think the police are doing a great job

292	QRATF	1) I lost my job. 2) Because they don't welcome citizens. 3) Because they don't listen. 4) Because it's growing too big. 5) Because they're not doing a good job.
881	QRATF	1) Because they don't; I've been to city hall meetings. 2) Because they don't; they think they know what's best and they don't really listen to anybody.
554	QRATF	1) Because I don't think the city is basically spending money right. 2) Because saying they want city involvement and doing it is two different stories. They keep on saying it but don't go out and get it. 3) Because many times I've gone to city councils with certain concerns and they council has already decided what they want prior to citizen input. 4) They're not emphasizing affordable housing. They're more interested in hotels, parks and other services. 5) Because of all the reasons listed above.
453	QRATF	1) Because I don't receive a good value. Because the costs of bills, houses, etc. 2) I read local stuff about how Carlsbad shuts citizens out and don't really care about what they thought. 3) Because I think they use resources inefficiently. 4) Because we pay a lot of money to live here and we don't get much. They don't listen to us and just go along with their agenda.
365	QRATF	1) Because I don't know if they welcome citizen involvement or not. 2) There are too many homes, and too much traffic.
160	QRATF	1) What do I receive? I get fire and police, that's nice. 2) Go to a city council meeting and hear. They listen but they don't hear. 3) They call it a village but it's now a big city. It used to be a village. 4) They are building out on skinny places and they allow builders to take over.
504	QRATF	1) Because we have way too many houses and not enough roads. 2) Development, way above and beyond with development. 3) Not enough roads too many homes.
57	QRATF	1) Because I've been to city meetings and they all say shut up. You can't speak what you feel. 2) If they listened we wouldn't be overgrowing. 3) Because of all the building that's going on. 4) Because if they were doing a good job, they would listen to people. Everyone that I talk to says that this growth is ridiculous.
103	QRATF	1) Because I think I get bad value. 2) Because they're not responsive to citizen input. 3) Because they're not responsive. 4) Because of development. 5) Because they are unresponsive and because of development.
457	QRATF	1) Because I don't. 2) Because I don't think it's that well. 3) Because I don't think they do.
155	QRATF	1) Because I can't believe that what they say is true and I believe that there's just too much development here. 2) Because they haven't listened in the past.
78	QRATF	1) They give us an opportunity to speak but they do not really listen to what we say. 2) They have done many things in the past that the people voted against but went ahead anyway. We said they were overbuilding but they did not listen.
187	QRATF	1) I go to meetings and all there seems to be is people sitting around talking under their breath with no microphone. 2) They want to take all the beauty away and replace it with buildings.
5	QRATF	1) I've been to city hall and coastal development meetings and have been "dissed" by them. Watched area be over developed. Engineering department just blows off the rest. 2) Don't really know dealings. 3) I've been to council and city planning meetings and been "dissed" and the city engineer walked away from the problem.

<QQOL9P> Why was your rating of Carlsbad in terms of getting where you want to go locally so low?		
962	QQOL9P	We live on top on Olver Grove there.
467	QQOL9P	The very low presence of public transportation.
538	QQOL9P	There is too much traffic.
689	QQOL9P	The traffic. It's getting more and more difficult to just drive around. And public transportation is almost non existent.
950	QQOL9P	The traffic.
387	QQOL9P	The traffic problems: not enough freeways, I-5 is ridiculous, people who know the area take 101 and it is all backed up.
1084	QQOL9P	Traffic problems.
969	QQOL9P	The traffic on Palomar Airport Rd. is horrible. Increased growth with no road ways.
791	QQOL9P	Traffic is just so unbelievable, you can't move any where you go.
1003	QQOL9P	Traffic is horrible. It's because of the impact of all the housing.
818	QQOL9P	Traffic is "unreal"; you can't get about at all any more.
15	QQOL9P	Traffic has become such an issue.
801	QQOL9P	Traffic congestion and lack of public transportation and school busing.
235	QQOL9P	Traffic and construction is the reason of why it is hard getting were you want to go locally.
178	QQOL9P	The traffic.
118	QQOL9P	The traffic.
323	QQOL9P	The traffic.
844	QQOL9P	There is too much congestion.
911	QQOL9P	There is too much traffic.
672	QQOL9P	They don't have much public transportation.
536	QQOL9P	There's too much building and the traffic. There are too many houses. The traffic lights are not being kept up.
40	QQOL9P	There's not much public transportation offered.
938	QQOL9P	There's no Trolley system and the bus stops are far away from the residences.
752	QQOL9P	There is too much traffic and that is why it was so low.
656	QQOL9P	The traffic is really, really congested.
462	QQOL9P	The road construction and traffic congestion make it impossible to get around.
411	QQOL9P	The public transportation isn't that great.
92	QQOL9P	The I-5 is always overloaded and the Coaster for San Diego is not an affordable option and I wish there was a trolley.
267	QQOL9P	The general means of transportation is not what it should be. You can't get anywhere because the streets are gridlocked. The city is overbuilt.
231	QQOL9P	The Coaster hours.
183	QQOL9P	The buses are always late.
6	QQOL9P	The bus service isn't that good. It only goes on special routes and if you're not close to one of those routes, you're out of luck.
393	QQOL9P	It takes 3 hours to get from San Marcos to Carlsbad.
806	QQOL9P	Public transportation is very scarce and limited. What is there needs to be advertised and people need encouragement to use it

1014	QQOL9P	The public transportation system is very poor, no taxi cab service. The bus only runs on major streets.
56	QQOL9P	Public transportation is non-existent.
639	QQOL9P	Public transportation is not that great.
937	QQOL9P	Poor infrastructure of public transportation.
556	QQOL9P	Not completing the main streets.
125	QQOL9P	I have no idea how to get around city and no idea of transportation in Carlsbad.
85	QQOL9P	It takes a long time to go where you want to go.
555	QQOL9P	It takes an hour and 15 minutes to walk to transportation; it is not good.
548	QQOL9P	In my experience the public transportation system is not the best. Getting east to west is impossible. Getting downtown has limited access because of the Coaster.
268	QQOL9P	If you live any place east of the 5, the bus takes forever.
138	QQOL9P	If it is public transportation, I rate it that way. Otherwise I rate it higher, like a 7.
158	QQOL9P	I wish that we had a Trolley, or some other public transportation. The bus does not come anywhere near to where I live locally. The buses do not come into residential area.
453	QQOL9P	I just think the roads are inadequate for the number of houses.
987	QQOL9P	I just never use it. I don't see the time involved. I've always driven so I've never used public transportation and if I did, I would find it very inconvenient.
630	QQOL9P	I don't know of any public transportation around here.
226	QQOL9P	I don't think the bus services are very good. The bus transportation isn't where it should be.
375	QQOL9P	You need a car to get any where. The public transportation is not very good.
931	QQOL9P	Because I think there is too much traffic on El Camino Real is total.
949	QQOL9P	You got to walk a couple of blocks to get to a bus, and then I do not know where it is going.
78	QQOL9P	You have to go at a certain time of day to get around it. But if you leave at say 2:00 it is impossible because of traffic on El Camino Real & Highway 78.
34	QQOL9P	It's getting very crowded and the traffic signals on main artery streets are unsynchronized.
690	QQOL9P	The freeway congestions to and from Carlsbad.
745	QQOL9P	Due to lack of public transportation.
271	QQOL9P	Driving in Carlsbad during the A.M and P.M. commutes and weekends. And we are impacted by traffic.
1010	QQOL9P	I don't know.
484	QQOL9P	The congestion, poor traffic design.
722	QQOL9P	That College Blvd. is being closed.
238	QQOL9P	Because you can't take a bus where you want to go here. And I can not get to a bus anywhere from where I am. I need to get rides to a bus.
789	QQOL9P	Because the downtown traffic is not very good.
67	QQOL9P	Because the bus services are not so good.
30	QQOL9P	The transit system is not convenient. The times they have are not convenient. There is too much traffic.
276	QQOL9P	The bus service requires several transfers.
334	QQOL9P	Because they are building a lot of traffic signals.

41	QQOL9P	Because there's no transportation where we live.
736	QQOL9P	Because there is very poor public transportation.
554	QQOL9P	Because there is traffic and there is no way to get around Carlsbad other than in your own vehicle.
38	QQOL9P	Because there is no transportation.
68	QQOL9P	Because there is no reliable transportation.
880	QQOL9P	Because of the traffic over at El Camino Real.
181	QQOL9P	Because of the road congestion.
148	QQOL9P	Because the public transportation is very poor.
127	QQOL9P	Because of congestion.
914	QQOL9P	Because if you don't have a car east of El Camino, then it is pretty hard to get around the city.
1001	QQOL9P	Because I assume that meant more like public transportation. And I had to use it for a while and it was awful, and it didn't operate on Sundays.
160	QQOL9P	Unless you like to walk, the buses go back to the mall and keep going back and forth.
864	QQOL9P	The traffic.
700	QQOL9P	Traffic is horrible.
103	QQOL9P	Traffic is bad and there's no good public transportation.
141	QQOL9P	The traffic.
1021	QQOL9P	The traffic.
706	QQOL9P	They didn't really have transportation for seniors.
1028	QQOL9P	There's no public transit in our neighborhood available. The closest bus is about two miles away.
546	QQOL9P	There are really no shuttle service or bus lines. One thing that was brought to my attention was that my roommate cannot access bus services. There are not enough shuttle services locally, and she does not have a car.
338	QQOL9P	There's no public transportation, there's only bus service. If I wanted to go to the beach, the bus doesn't come by my house, it would take half the day to get there. Bus service is so infrequent and the bus-stop locations are inconvenient. Train service is good, but getting to the train station is difficult.
335	QQOL9P	There is no public transportation - it is very weak - there is not much public transportation. You have to drive and there is a lot of traffic.
132	QQOL9P	There is no local public transportation.
422	QQOL9P	There aren't points of convenience in terms of the connection. I think they need better points of access to public transportation.
414	QQOL9P	The traffic congestion on the roads. When we first came here 10 years ago, we could get from point A to Point B in half the time it takes today. It doesn't matter if you go North, South, East, or West. It's bad going North on I-5 and it is horrendous going South on I-5.
856	QQOL9P	The limited bus service. Nonexistence of other public transportation.
477	QQOL9P	The lack of public transportation for getting away from the coast.
1060	QQOL9P	The inadequate plan for traffic. It can't provide transfers and having all these gated communities.
903	QQOL9P	The impact of the traffic from all of the new building and more people moving into the community.

852	QQOL9P	The city doesn't have a good public transportation system. Some areas are inaccessible to pedestrian traffic.
461	QQOL9P	The bus system is very poor. If you don't have a car you are already out of it here
1057	QQOL9P	The bus service is terrible. The bus drivers take fiendish delight in leaving you behind if you're not right there at the bus stop; they won't pick you up; they'll just go away. Anywhere in San Diego County it's like this. I don't think the Coaster even runs on Sunday; the last run is at midnight. If I want to get back to Carlsbad from SD, I have to be at the coaster station by midnight, which is early for me. I used to live in NYC, which has a much more decent public transport system.
986	QQOL9P	The public transportation.
683	QQOL9P	Public transportation has been cut within the last year.
834	QQOL9P	Public transportation is limited and the Coaster doesn't have not enough times.
430	QQOL9P	Other than buses, I can't think of any other way to get around. No other transit.
848	QQOL9P	One has to change busses to get anywhere and this takes too long.
275	QQOL9P	It's just that when you get onto the freeway it's always jammed. More of a state highway issue, nothing to do with the city.
134	QQOL9P	I think they have done a poor job of transportation and traffic planning - as far as walkable or bike-able community. The more we build out the more we spread out as far as housing - poor planning.
3	QQOL9P	I live off of Palomar Airport Road, if you didn't have a car; it's hard to even get to where you want to go.
812	QQOL9P	I have a difficult time catching the bus; like where to get the bus, which bus, and the time to take the bus. The bus service in general is not good.
115	QQOL9P	I don't know of any good public transportation and the traffic is getting bad.
855	QQOL9P	I don't have any access to any local transportation.
1075	QQOL9P	I am from New York and you people from San Diego County don't know anything about mass transit.
265	QQOL9P	Congestion in both freeways or El Camino and Pacific Coast Highway, so both the streets and freeways.
213	QQOL9P	Because you still have to go all the way to San Diego to find things. You have to go to a mall. I don't like the mall between Oceanside and Carlsbad.
507	QQOL9P	Because where I live there is no good transportation.
1041	QQOL9P	Because there's no public transportation that I can see, at least convenient public transportation.
781	QQOL9P	Because there is too many people in town and the traffic is too much.
831	QQOL9P	Because there is not enough public transportation.
512	QQOL9P	Because there is very poor public transportation.
466	QQOL9P	Because their public transportation is poor and the taxi service is poor. I don't know of any senior transportation.
640	QQOL9P	Because the bus system is not very comprehensive. It does not go to a lot of streets.
777	QQOL9P	Because the city transportation isn't that developed.
516	QQOL9P	Because the buses are undependable. The bus doesn't show up half of the time. They are trying to cut down the Coaster train. There isn't good reliable transit. The freeways are congested. We need more reliable transit.

262	QQOL9P	Because of traffic congestion.
450	QQOL9P	Because of traffic.
990	QQOL9P	Because of the increase of traffic over the last 5 years.
149	QQOL9P	Because of poor local transportation.
369	QQOL9P	Because I tried to get my daughter on the bus the other day, and I did not understand at all. I tried to find information on the internet but could not do it. It's not very easy.
1080	QQOL9P	Because I cannot drive and there is no bus transportation.
868	QQOL9P	Because there is no public transportation near by. The Coaster is not frequent. The highway is miserable. They are not doing enough for the roads. Here you need a car.
624	QQOL9P	Because I think our road and street system gets congested. They can do better.
98	QQOL9P	Because there's not a lot of local transportation unless you call for a taxi.
71	QQOL9P	Public transportation is not so convenient. It takes a long time and does not cover all areas.
<QQOL8P> Why was your rating of Carlsbad in terms of being able to find what you want to buy so low?		
791	QQOL8P	There are really no places to shop close to me.
969	QQOL8P	The lack of diversity services; they are not available like Encinitas. They have good shopping centers.
628	QQOL8P	It doesn't have variety.
587	QQOL8P	I can't find anything I want when I get off of work at 6 P.M.
538	QQOL8P	I have to go outside the city to find what I want. This city doesn't have anything.
178	QQOL8P	The city of Carlsbad did not allow us to open a small business. The tax base is set up for car sales & mall. Anything else is very difficult to implement.
257	QQOL8P	The bigger stores are in Oceanside, so you have to leave Carlsbad.
154	QQOL8P	Because they don't allow box stores. You have to drive to other towns to Wal-Mart, Kmart, Lowe's, and Home Depot.
554	QQOL8P	Because there is no way of knowing any business that can direct me to where I want to go besides the telephone book.
595	QQOL8P	Because of limited number of upscale stores; the long drive to stores.
573	QQOL8P	Because I have to go out side the city to find what I want.
55	QQOL8P	Because they are anti-growth and don't allow other stores to go in.
553	QQOL8P	All the good stores are in Oceanside.
836	QQOL8P	We don't make that much.
930	QQOL8P	There is new shopping in Carlsbad. However, prior to opening the Forum, there was no shopping in Carlsbad. Example, Plaza Camino Real is in Oceanside; it's the only shopping center. It is outdated and need of update.
369	QQOL8P	There are not too many stores and you have to go out of the city. They are too picky who they let in.
373	QQOL8P	The stores are not well situated. You have to drive distances. We do all of our shopping in Encinitas. The shopping is very limited. So the city is losing a lot of tax dollars.
602	QQOL8P	The shopping center off the I-15 is too far away and they need more of the stores that they carry over there in Carlsbad. They also need higher quality stores at Carlsbad.
3	QQOL8P	Outside of a nice shopping mall, there isn't much to choose from. There isn't a one stop store like Wal-Mart; instead you have to drive to a whole bunch of different places and stores to get what you need

99	QQOL8P	Not really sure.
316	QQOL8P	If I were an antique collector, I would probably enjoy it, but I'm not, so I don't. It's sort of an antique culture, so I'm not into it at all.
275	QQOL8P	I live in South Carlsbad, which is more convenient to shop in Leucadia than in Carlsbad. The Carlsbad mall is what we call the ghetto mall, so I never go there.
160	QQOL8P	I don't think they have any good shopping. The mall is the worst one in North county.
40	QQOL8P	I can't find the things I want in the city.
6	QQOL8P	Everything in town is so expensive so you have to go out of town to find something cheaper.
1060	QQOL8P	Because you can't shop locally in Carlsbad, they have run out the small businesses and we have to go the big box retailers. It would only be worse if they let the big box retailers in Carlsbad.
103	QQOL8P	Because there's no good grocery stores where I live, and no good library.
96	QQOL8P	Because there's no good quality stores and I have to drive to La Jolla to get fresh fruits and good meat.
<QQOL7P> Why was your rating of Carlsbad in terms of aesthetic and architectural quality so low?		
146	QQOL7P	Well, because the quality in and about the downtown area is like it's out of the 50s.
224	QQOL7P	Too much rapid growth, and it's too condensed and it is not aesthetic to see homes and homes. And now you don't have real mountains to look at because they have built on the mountains.
677	QQOL7P	There is not much architecture here.
1056	QQOL7P	The new houses are ugly.
15	QQOL7P	Racial house of property. The wide street with no grass park way street. Tracts are all alike.
189	QQOL7P	Old houses. They're building new houses. But the new houses still look old fashioned.
393	QQOL7P	It's not my taste.
536	QQOL7P	It's because there's all these developers and there's different types of housing tracts by the ocean. There's a big recycling pipe and it is awful. They are tearing down too many old buildings. There's a refining factory by the ocean.
324	QQOL7P	It all looks like me to properties, but it appears to be consistent.
538	QQOL7P	I don't find anything pleasing in this city.
125	QQOL7P	Housing is awful by the beach.
5	QQOL7P	Building restrictions around us are non-existent - lack of building codes - no view ordinances.
453	QQOL7P	Because there's no architecture. It's just stucco.
834	QQOL7P	Because there is absolutely no charm in Carlsbad.
962	QQOL7P	Because of the y're decision of the y're flower fields, butting up a wall on that.
321	QQOL7P	Because I'm comparing it to other cities, Carlsbad in comparison is low.
692	QQOL7P	Because engineering management doesn't control it very well.
160	QQOL7P	They put big houses in tiny logs and people are looking at each other.
344	QQOL7P	It's a new city, very little history in the city, unlike Santa Barbara. It's not a safe place for the pedestrians. The bike lanes are not comfortable for them down on Village Dr.
903	QQOL7P	It seems like anybody can build anything they want here. It appears that there are no aesthetic standards in place.

91	QQOL7P	Everyone can do whatever they want. There is no effort by anyone to preserve what is around here. It feels like they are cutting down all the trees.
1060	QQOL7P	Because they have built all the housing tracts to look like cookie cutter houses; they all look same.
237	QQOL7P	Because it doesn't have any architectural quality to it.
516	QQOL7P	Because I think the zoning of downtown Carlsbad is horrendous for the pro-business. There is no planning for aesthetics. The zoning is more concerned for multi-unit development than aesthetics. Carlsbad is concerned with increasing their taxes to build.
103	QQOL7P	Because I live here and it's not a really pretty place to live. You got the ocean but still.
<QQOL6P> Why was your rating of Carlsbad as an affordable place to live so low?		
305	QQOL6P	You have to be a millionaire to own a house or rent.
72	QQOL6P	You can't buy a house. Too much real state is too high.
208	QQOL6P	Well, I happen to be fortunate to own a townhouse, but if I rent an apartment, I wouldn't be able to afford to live here anymore.
18	QQOL6P	Well, obviously because I am not among those who are so affluent so it would not even occur to me that it was a problem. If I were affluent, you have to be very well off.
443	QQOL6P	Well because it's pretty expensive, especially the real estate.
10	QQOL6P	We could no longer buy our house if we were trying now -- the location has driven the price so high that professional people can not afford to purchase without long term savings.
973	QQOL6P	It's very expensive. Prices of living are going up. Rooms, apartments, etc. are outrageous.
581	QQOL6P	It's very expensive not only housing, but the taxes as well.
810	QQOL6P	Very expensive housing costs.
927	QQOL6P	It's very expensive and probably one of the most expensive cities in the country (housing).
572	QQOL6P	It's very expensive.
194	QQOL6P	It's very expensive to live here - housing is extremely expensive.
323	QQOL6P	It's too expensive.
105	QQOL6P	It's too expensive.
511	QQOL6P	It's too expensive.
760	QQOL6P	It's too expensive.
166	QQOL6P	It's too expensive, as well as everything else.
911	QQOL6P	It's too expensive.
752	QQOL6P	There is expensive housing.
645	QQOL6P	The real estate prices are high but I see that as a positive.
256	QQOL6P	The prices of housing keeping going up and up and up.
492	QQOL6P	The prices of houses are sky high.
849	QQOL6P	The prices are going up.
600	QQOL6P	The prices have gone too high.
382	QQOL6P	The prices are crazy.
25	QQOL6P	The prices of the houses are terrible.
370	QQOL6P	The price of housing.
217	QQOL6P	The median price of a home is ridiculous.

452	QQOL6P	The housing prices have gone so high.
946	QQOL6P	The housing prices are so high for the amount of land that you get.
411	QQOL6P	The housing prices are just out of control.
981	QQOL6P	The housing is expensive in comparison to the jobs that are available.
755	QQOL6P	The housing costs are very expensive and the living costs are expensive.
349	QQOL6P	The housing and cost of living is high.
677	QQOL6P	The housing is too expensive
6	QQOL6P	The houses and everything is so expensive. Nobody can afford to live here, the houses cost about 1million dollars around here.
933	QQOL6P	The housing is not affordable.
425	QQOL6P	The cost of living and real estate are too high.
690	QQOL6P	The cost of housing is so high and utilities, too. That's why it is not affordable.
230	QQOL6P	The cost of housing has come so high. It is a wonderful place to live but expensive.
1058	QQOL6P	The costs of houses are too high in relationship to salaries, income.
277	QQOL6P	The costs are so high.
684	QQOL6P	The city is high price like any beach community, so it isn't affordable.
553	QQOL6P	It's so expensive - cost of housing.
268	QQOL6P	It's so expensive.
2	QQOL6P	I'm renting.
393	QQOL6P	Rent is so high.
462	QQOL6P	Ridiculously expensive. We can afford to live here but there are so many people who can't. The cost of living is so high; it brings down the quality of life. Costs are in utilities mortgage etc.
484	QQOL6P	Prices are very expensive.
78	QQOL6P	Price of housing & they have overbuilt, but prices are not affordable for most people.
681	QQOL6P	The price of houses.
363	QQOL6P	The prices of property are going up.
913	QQOL6P	Only because we don't own a home yet, because of the expensiveness.
122	QQOL6P	One of the most expensive cities in north county regarding real estate value.
538	QQOL6P	It's not affordable.
151	QQOL6P	It's not affordable.
5	QQOL6P	No one can afford to live here. I couldn't move here now.
668	QQOL6P	No.
860	QQOL6P	My rating was low because it is difficult to buy a home because of the expense.
722	QQOL6P	Most people can't afford to live here.
801	QQOL6P	Median house price is high; not affordable.
844	QQOL6P	Mainly housing costs.
791	QQOL6P	Look at the price of housing.
368	QQOL6P	Just because it is so expensive.
672	QQOL6P	Just an expensive place to live.
514	QQOL6P	It's very expensive.
345	QQOL6P	It's very expensive.
496	QQOL6P	It's very expensive to live here.
687	QQOL6P	It's too expensive so it is not affordable.
963	QQOL6P	It's too expensive.

692	QQOL6P	It's too expensive.
1084	QQOL6P	It's too expensive: housing is expensive, water, rent.
123	QQOL6P	It's okay for us because we bought five or six years ago, but it is not affordable for families of my size that make as much as we do to find a place to live that's affordable.
966	QQOL6P	It's not how it was seven years ago when we moved here, but there is no way we could afford it now – housing, gas and most everything is a little higher.
675	QQOL6P	It's not. Housing is very expensive.
585	QQOL6P	It's not affordable. You must be rich to live here.
548	QQOL6P	It's not affordable.
512	QQOL6P	It's not affordable. Housing, taxes are very expensive and high.
334	QQOL6P	It's not affordable, it's very high.
9	QQOL6P	It's not affordable.
997	QQOL6P	It's not a cheap place. It's not affordable. You need to be financially well.
958	QQOL6P	It's just very expensive, like most of San Diego, but especially Carlsbad.
324	QQOL6P	It's just like any San Diego County beach oriented community; they are way over priced.
708	QQOL6P	It's expensive.
745	QQOL6P	It's everywhere in San Diego, it's not just Carlsbad.
329	QQOL6P	It's very obscene.
206	QQOL6P	It's not easy at all.
950	QQOL6P	It's not an affordable place to live.
673	QQOL6P	It's not affordable.
181	QQOL6P	Its housing is so expensive.
641	QQOL6P	It takes over half of my income just to pay my rent.
874	QQOL6P	It is not an affordable place to live, which is why my rating is low.
592	QQOL6P	It just is.
587	QQOL6P	It isn't.
423	QQOL6P	It is very expensive. The cost of housing is becoming out of reach and the cost of rent is very high.
555	QQOL6P	It is quite expensive and the prices of housing are so high, so it is not affordable.
932	QQOL6P	It is not affordable - houses are too expensive for working-class people.
235	QQOL6P	It is not affordable to live for many people.
397	QQOL6P	It is expensive to live here.
118	QQOL6P	It doesn't have affordable housing.
13	QQOL6P	It costs so much.
246	QQOL6P	It has gone out of my range.
86	QQOL6P	If you need to buy now it's just not affordable.
830	QQOL6P	I've lived across this country and I don't think you get good value for the property. Too much money.
823	QQOL6P	I think the property prices are very high.
832	QQOL6P	I think the price of housing is extremely difficult for people on a median income to buy a house here, and the rent prices are high.
170	QQOL6P	I think the home prices are outrageous, if you want to buy something. It's out of reach to buy; impossible if you want to buy with interest and mortgage.
479	QQOL6P	I think it's just too expensive to live here.
272	QQOL6P	I just think that it is mainly housing. You need to be upper class to afford something.

19	QQOL6P	I don't think it's affordable, just like in the whole state of California.
478	QQOL6P	I don't think it's an affordable place at all.
440	QQOL6P	I don't know.
868	QQOL6P	I am lucky. I came to Carlsbad in 1995, and I was able to afford a house then. But now, I would not be able to afford the same house I am living in.
929	QQOL6P	Housing is outrageous. Young couples can't buy a home here and they're building \$800,000 homes.
969	QQOL6P	Housing now available for sale is close to 1 million dollars. You have to have a lot of money to get a place here.
125	QQOL6P	Housing is high.
401	QQOL6P	Housing is expensive in Carlsbad.
765	QQOL6P	Housing costs are way out of line.
825	QQOL6P	The housing costs.
1031	QQOL6P	Housing costs, the most expensive in county.
341	QQOL6P	Housing cost is inflating.
417	QQOL6P	The housing cost and apartments compared to other ones.
130	QQOL6P	Housing is out of control.
536	QQOL6P	Housing is too expensive.
74	QQOL6P	The housing.
941	QQOL6P	Housing is not affordable.
312	QQOL6P	The house prices.
276	QQOL6P	Houses have appreciated so much that to move somewhere else is cost prohibitive.
306	QQOL6P	Houses are too expensive.
326	QQOL6P	High cost of real estate.
135	QQOL6P	High cost of housing.
60	QQOL6P	It has gotten super expensive. I came here in 1996 when it was reasonable, but now we can't afford a place for my mother-in-law to live because of the costs.
1078	QQOL6P	It's expensive.
1039	QQOL6P	Everything is so expensive. It's going way out of proportion.
793	QQOL6P	Everything here is more expensive than Arizona.
773	QQOL6P	Don't find it to be affordable.
754	QQOL6P	Carlsbad is very high; people can't afford it. The cost is too high.
184	QQOL6P	Costs of housing or property in general. The dirt is expensive, usually not the building.
121	QQOL6P	The cost of living.
258	QQOL6P	The cost of living.
453	QQOL6P	The cost of living.
689	QQOL6P	The cost of housing.
15	QQOL6P	The cost of housing.
994	QQOL6P	The cost of housing.
231	QQOL6P	The cost of housing.
109	QQOL6P	The cost of housing is too expensive.
197	QQOL6P	The cost of housing is so incredibly high.
37	QQOL6P	The cost of housing is terrible.
102	QQOL6P	The cost of housing.
178	QQOL6P	The cost of housing.

227	QQOL6P	The cost of housing.
607	QQOL6P	The cost of housing.
1080	QQOL6P	The cost.
928	QQOL6P	Because you're by yourself.
1062	QQOL6P	Because the houses are so high.
67	QQOL6P	Because it's too high (rent).
211	QQOL6P	Carlsbad is expensive.
226	QQOL6P	But the housing prices are so high.
297	QQOL6P	Because it is extremely expensive to live here.
286	QQOL6P	Because houses are so expensive and our children will not be able to live here.
959	QQOL6P	Because you can't afford anything, prices are ridiculous. Median price range is high.
554	QQOL6P	Because you can't find any affordable houses. It's very expensive to live in Carlsbad.
1008	QQOL6P	Because there's not any single family homes for under \$800,000 dollars.
550	QQOL6P	Because there are no houses under \$500,000.
183	QQOL6P	Because the rent rises and doesn't go with your income and they expect you to make your rent on time. The city of Carlsbad keeps raising your payment on housing.
41	QQOL6P	Because the properties are so expensive.
203	QQOL6P	Because the pricing is what is really high. If I wanted to move here and did not already have my home, I would not be able to afford it. Even the things in the grocery store are more expensive and the gas is higher here too.
895	QQOL6P	Because the prices for houses are extremely high.
1065	QQOL6P	Because the prices are very high, even to rent.
30	QQOL6P	Because the median rate to live is not affordable.
143	QQOL6P	Because the housing cost in Carlsbad, specifically, has gotten out of control. The home prices are way too high, that is standard in San Diego county.
975	QQOL6P	Because the housing prices are very bad.
795	QQOL6P	Because the housing is not affordable. It's not affordable anywhere else either.
876	QQOL6P	Because the houses are very expensive. I don't know how young people can live here.
131	QQOL6P	Because the housing prices are so high.
85	QQOL6P	Because the house prices are extremely high.
539	QQOL6P	Because the homes are so expensive here.
238	QQOL6P	Because the cost of living is so high.
925	QQOL6P	Because so many people cannot move back. They move out and then they cannot move back. I think there should be more twin homes. I don't like Home Owners Associations. No homes with Home Owners Association. It's a cheaper way with twin homes.
806	QQOL6P	Because rental and home prices are through the ceiling.
34	QQOL6P	Because prices have exploded and it is just silly.
532	QQOL6P	Because of the prices of various items, housing, gas, admission to various functions, food and clothes.
728	QQOL6P	Because of the housing costs.
1085	QQOL6P	Because of the housing costs.
936	QQOL6P	Because of the expensive living in the state of California.
147	QQOL6P	Because not much affordable housing that other people can afford to buy.
817	QQOL6P	Because my children can't buy a house in this area.
467	QQOL6P	Because it's so expensive. It's not affordable.

1009	QQOL6P	Because it's so expensive.
971	QQOL6P	Because it's so expensive.
880	QQOL6P	Because it's so expensive.
292	QQOL6P	Because it's so expensive.
568	QQOL6P	Because it's not what I pay here for a home here I could buy in Utah. Taxes are outrageous. It's hard to pay a home here, taxes are very high.
1003	QQOL6P	Because it's not available to everybody. It's only available to the wealthy.
561	QQOL6P	Because it's not affordable, because housing is incredibly expensive.
365	QQOL6P	Because it's not affordable.
179	QQOL6P	Because it's not affordable.
196	QQOL6P	Because it's expensive here. They do not have a lot of affordable housing for someone like me.
551	QQOL6P	Because it's expensive.
177	QQOL6P	Because it's a struggle to find a lower cost of housing.
1045	QQOL6P	Because it's very high.
426	QQOL6P	Because it's very expensive.
330	QQOL6P	Because it's very expensive.
636	QQOL6P	Because it's very expensive.
348	QQOL6P	Because it's too expensive and I can't afford it.
1035	QQOL6P	Because it's so unaffordable and the average person could not afford it.
563	QQOL6P	Because it's not. It's really relatively expensive to live here, dining, foods, etc.
21	QQOL6P	Because it's not affordable.
794	QQOL6P	Because it's not affordable.
200	QQOL6P	Because it's becoming not very affordable. The values are increasing so much, but for people to move here, it's not very possible. They're building too much.
767	QQOL6P	Because it's not affordable.
8	QQOL6P	Because it isn't an affordable place to live; it's for people who have quite a bit of money. Most people need to have two job incomes to live here.
438	QQOL6P	Because it isn't affordable to live here anymore.
39	QQOL6P	Because it is very expensive to find a place in Carlsbad.
11	QQOL6P	Because it is a very expensive place.
38	QQOL6P	Because it is very expensive.
818	QQOL6P	Because it is unaffordable.
609	QQOL6P	Because it is expensive to live here.
968	QQOL6P	Because it is expensive in terms of real estate. There is not affordable housing. People are using housing as an investment.
375	QQOL6P	Because it is expensive to live here.
639	QQOL6P	Because it costs a lot of money to live here.
77	QQOL6P	Because it is not affordable.
1036	QQOL6P	Because I think housing is expensive.
497	QQOL6P	Because I have a daughter that's married and she can't afford to live here because the prices are high.
787	QQOL6P	Because I can't afford to live here.
465	QQOL6P	Because of housing prices. Prices at the grocery stores, taxes; the cost of living is high.
699	QQOL6P	Because housing is very expensive.

207	QQOL6P	Because housing costs are so high it was not affordable.
962	QQOL6P	Because houses are unobtainable; they are over priced.
68	QQOL6P	Because houses are expensive.
1056	QQOL6P	Because housing is so expensive.
199	QQOL6P	Because housing costs are through the roof, but that is not Carlsbad's fault. It's just southern California coastal cost.
1020	QQOL6P	Because house prices are so high.
145	QQOL6P	Because homes and rents are too high.
558	QQOL6P	Because home prices are so high.
240	QQOL6P	Because everything is very expensive.
824	QQOL6P	Because everything is so expensive, as in housing.
158	QQOL6P	Because everything is so sky high. I bought in 1997 for fair value. Now pricing is in the \$500,000's for a condominium. It's not affordable for the average person. Interest only loans are so scary that people have to go to other places that are affordable.
631	QQOL6P	Because Carlsbad isn't cheap and it wouldn't be affordable to many people.
614	QQOL6P	Because of the cost of housing.
721	QQOL6P	Based on the median homes and real estate prices.
1019	QQOL6P	Because it's expensive.
934	QQOL6P	Because it's based on the housing and it's not an affordable place to live.
731	QQOL6P	Because it's too expensive.
789	QQOL6P	Because housing is so expensive.
48	QQOL6P	Because of the homes being so expensive and the rent so high.
224	QQOL6P	Because it is extremely expensive and you can't buy a house without half a million dollars and it makes things unaffordable.
1057	QQOL6P	When my parents built this house in 1956, they paid under \$30,000 for a half-acre lot. A lot of homes in my area are going for three quarters of a million. I couldn't settle here starting out today in 2004.
245	QQOL6P	When I retire I'm not going to be able to afford to live here, because cost of living is so much higher here than everywhere else.
307	QQOL6P	Well, it has just become a very expensive place to live.
965	QQOL6P	Well, how many of the working poor can live Carlsbad and walk to work.
546	QQOL6P	Well, I don't think it is affordable for most San Diegans. I am fortunate enough to be able to afford it, but I don't think there are many San Diegans who could afford this kind of living.
389	QQOL6P	Well everybody knows that it's very high to extremely expensive.
976	QQOL6P	Too expensive housing.
655	QQOL6P	It's too expensive.
283	QQOL6P	There is good likelihood that when my children graduate college they will not be able to afford living here. If I was to move here for the first time, I would not be able to afford to live nor could most of the people in the Carlsbad administration.
1014	QQOL6P	The pricing of houses are beyond the reach the average consumer.
430	QQOL6P	The price of housing.
986	QQOL6P	The price of homes.
1023	QQOL6P	The cost of housing.
285	QQOL6P	The mortgage is very high.

891	QQOL6P	The living here is very high.
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872	QQOL6P	The increase of prices of housing, especially for the younger people. Pretty soon just the wealthy will be living here. They need median housing.
848	QQOL6P	The income level of most of the available jobs doesn't meet the high cost of living.
275	QQOL6P	The housing prices as compared to East County or as compared to South County are extremely high.
89	QQOL6P	The housing costs here are ridiculous.
839	QQOL6P	The high cost of housing.
942	QQOL6P	The cost of real estate. The price of gas.
992	QQOL6P	The cost of living is so high, especially the homes.
623	QQOL6P	The cost of housing and utilities.
827	QQOL6P	Simply, housing is as expensive as it is.
1082	QQOL6P	Rent is very high. Housing is very expensive in Carlsbad.
176	QQOL6P	Property values are way up high. The average family cannot afford to live or buy here.
599	QQOL6P	Prices are too high.
638	QQOL6P	The housing prices are out of sight.
108	QQOL6P	The price of housing.
691	QQOL6P	Outrageous housing prices.
1037	QQOL6P	Only because I think housing costs are expensive.
159	QQOL6P	Other placed in the United States are lower.
957	QQOL6P	Not enough affordable housing.
257	QQOL6P	Neighboring cities are less expensive.
119	QQOL6P	I lived here 21 years and if we didn't own a home, we wouldn't be able to live here, couldn't afford it.
982	QQOL6P	It's not. Housing is expensive. Things cost more automatically.
781	QQOL6P	It's not an affordable place to live.
289	QQOL6P	It's expensive to buy.
99	QQOL6P	It's really hard to buy a house over here.
44	QQOL6P	It's just outrageous; the cost of housing is outrageous.
160	QQOL6P	It's expensive.
33	QQOL6P	It would have been low no matter what part of San Diego you were talking about.
253	QQOL6P	It is very expensive to live here. The housing prices are a bit much. We can't move into a bigger home.
1073	QQOL6P	It is too expensive.
602	QQOL6P	It is too expensive for most people.
569	QQOL6P	It is so expensive.
1025	QQOL6P	It is not affordable for average citizens.
910	QQOL6P	It is expensive to live here.
683	QQOL6P	It is expensive, not affordable.
756	QQOL6P	If you were buying a new home, I don't think you'd be buying it in Carlsbad, because there's no affordable housing below \$500,000, unless you want to buy a town home/condo.
317	QQOL6P	If you have money you can buy a big house. If you don't have money - it depends on how long you have lived in Carlsbad. You can't even buy a small house in Carlsbad. The average house in Carlsbad is very expensive - not less than \$700,000.

115	QQOL6P	If I didn't have my house paid off, I wouldn't be able to afford to live here.
243	QQOL6P	I'm a real estate agent, and the average home in south Carlsbad is about \$800,000. The market for affordable housing is limited, but there's nothing the city can do about that. The things they are doing are not effective.
495	QQOL6P	I think that housing is expensive here.
972	QQOL6P	I think that homes are very expensive.
676	QQOL6P	I have to share a place with my kids because the housing and rents are so expensive.
127	QQOL6P	I don't see how a family could live in Carlsbad unless they have a 6 digit income.
661	QQOL6P	I do not know who could afford to live here. A young family couldn't make it here.
589	QQOL6P	Housing prices are out of sight.
311	QQOL6P	Housing in all of California is so high.
255	QQOL6P	Housing and all costs of goods are too expensive.
577	QQOL6P	Houses cost \$900,000.
808	QQOL6P	Houses nearly start from \$900,000.
901	QQOL6P	High cost of housing.
852	QQOL6P	High cost of housing in the area.
262	QQOL6P	Have you checked the prices for homes? They're way out of line; they're too high.
339	QQOL6P	Have you been here? Come check the prices. It's really expensive.
98	QQOL6P	Housing prices are off the chart.
593	QQOL6P	Everything is too high, the prices.
457	QQOL6P	Because it is.
141	QQOL6P	The cost. I could never afford to live here if I hadn't bought this house 20 years ago. It would be out of the question.
886	QQOL6P	The cost of living.
126	QQOL6P	The cost of housing is too high.
335	QQOL6P	Because the prices of houses are very high, they are quite expensive.
369	QQOL6P	Because it's too expensive.
620	QQOL6P	Carlsbad is one of the most expensive places to live in all San Diego County.
242	QQOL6P	Carlsbad is not an affordable place to live. The housing costs are \$100,000 more than in the Metro section of Washington D.C.
1021	QQOL6P	Because it was not affordable.
853	QQOL6P	Because you have very low income housing or very high, there is no median.
864	QQOL6P	Because you can't afford to live here.
798	QQOL6P	Because unfortunately there is not enough affordable housing for everybody.
624	QQOL6P	Because this is an expensive place.
618	QQOL6P	Because things are very expensive, I was not able to buy a house.
909	QQOL6P	Because there is no low or affordable housing for people.
770	QQOL6P	Because the reality is that it is not an affordable place for the average person. It's a very, very expensive community. When you're looking at homes, and they're \$800,000 and \$1 million, how can anyone afford that?
291	QQOL6P	Because the real estate prices are too high.
892	QQOL6P	Because the prices are so high.
856	QQOL6P	Because the prices are extremely high. Both rent and home ownership.
352	QQOL6P	Because the prices of the houses are too expensive for middle income families.
800	QQOL6P	Because the price of restate is too high.

450	QQOL6P	Because the price of housing has sky rocketed.
1018	QQOL6P	Because the housing prices are very high. Comparatively speaking, it's much higher than other parts of the county.
861	QQOL6P	Because the housing prices are so outrageous.
1040	QQOL6P	Because the housing prices are so high.
327	QQOL6P	Because the housing market is too high and I'm single and cant afford this.
748	QQOL6P	Because the housing is very expensive. It's the way the whole coast is.
201	QQOL6P	Because the housing is so expensive.
1015	QQOL6P	Because the costs of living are too high for the relative salary levels.
990	QQOL6P	Because the cost of real state has increased over the last 5 years.
146	QQOL6P	Because the cost of living is very expensive as opposed to other places.
31	QQOL6P	Because the cost of living here is outrageous. How can anyone afford to live here? The house next me sold the other day for \$1.25 million.
149	QQOL6P	Because the cost of housing is so high, comparative to the rest of the county.
651	QQOL6P	Because the cost of housing is so high and the cost of everything is so high.
629	QQOL6P	Because the cost of housing is extremely high.
541	QQOL6P	Because the condos are too outrageous when some people could go somewhere else and buy more square feet for their money.
758	QQOL6P	Because that's the truth; it's not cheap.
903	QQOL6P	Because so many people cannot afford the cost of homes here and the electric utilities are high.
325	QQOL6P	Because property is very expensive here.
419	QQOL6P	Because prices of homes are too expensive.
140	QQOL6P	Because people can't afford to live here unless they are in a higher income bracket. I have friends that can't afford to live there
724	QQOL6P	Because of the cost of housing.
837	QQOL6P	Because of the cost of housing.
640	QQOL6P	Because of increasing housing developments that are too high.
483	QQOL6P	Because of housing and state tax and sales tax.
1000	QQOL6P	Because it's not an affordable place to live.
128	QQOL6P	Because it's expensive.
4	QQOL6P	Because it's very expensive to live here. The general impression I have, just about everything in North County costs more.
448	QQOL6P	Because it's very costly and I have two children in their early 20s and they can't afford to live here.
644	QQOL6P	Because it's too expensive for average people.
54	QQOL6P	Because it's so expensive. I've been here five years and the price of my house has doubled.
155	QQOL6P	Because it's on the coast and it's so expensive. To buy a home here is very expensive.
523	QQOL6P	Because it's not very affordable.
834	QQOL6P	Because it's not an affordable place to live.
237	QQOL6P	Because it's not an affordable place to live in terms of housing.
711	QQOL6P	Because it's not affordable for where my children are going to be.
658	QQOL6P	Because it's extremely expensive that's why I rated it so low.
437	QQOL6P	Because it's expensive.

1060	QQOL6P	Because it costs too much money to live here and it's gotten out of control. I don't mean it's a bad thing, not everyone can live in nice places. I don't believe affordable housing is a solution to that problem. I think that the government should have to force them to build affordable housing.
657	QQOL6P	Because it's been getting expensive in the city now.
700	QQOL6P	Because it was so unaffordable.
750	QQOL6P	Because it's just outrageously expensive for home prices, there are no lower income areas. Everything that is being built is for rich people.
771	QQOL6P	Because it isn't very affordable. It's hard to buy a house; the housing prices are too expensive.
706	QQOL6P	Because it is very expensive to live here and it continues to get more and more expensive.
843	QQOL6P	Because it is very expensive to leave here.
877	QQOL6P	Because it is very expensive to live in beach unless you earn \$200,000 a year.
759	QQOL6P	Because it is pretty high priced as far housing.
974	QQOL6P	Because it is not that affordable (brutal).
1027	QQOL6P	Because it is not affordable.
940	QQOL6P	Because it is not affordable to live in Carlsbad. The price of housing is very expensive. The home next door sold for almost \$800,000 and a lot of houses in this area are selling for \$1,000,000 or more. Apartments are priced very high also.
260	QQOL6P	Because it is not affordable to live here. Only 10% of people in all of California can afford to live in Carlsbad
961	QQOL6P	Because it is difficult for senior citizens, and the cost of living is high.
45	QQOL6P	Because if you tried to buy a home here, you couldn't. The prices are outrageous: \$850,000 for a home. Good for a home owner, but not for other people.
786	QQOL6P	Because I just moved from Texas and the cost is double for the same house.
719	QQOL6P	Because housing is very expensive here.
831	QQOL6P	Because housing is so high.
648	QQOL6P	Because housing is so expensive. My elderly parents recently relocated to Arizona because of the cost of living. I wanted them to live here.
507	QQOL6P	Because housing is so expensive, not a lot of people can afford it.
451	QQOL6P	Because housing is so expensive.
414	QQOL6P	Because everything is so expensive, the gas is more expensive as well as food in other parts of the US. Health services have gone up as well as everything else, not just in our retirement.
112	QQOL6P	Because I've owned a home here for 8 years, the price of my house has gone through the roof, I don't know how people can buy houses here
522	QQOL6P	Because I think it's very expensive to buy a house here.
134	QQOL6P	Because I don't think it is a very affordable place to live. As far as market value, it is a very high place to live.
518	QQOL6P	Because I don't think Carlsbad is very affordable to live.
696	QQOL6P	Because I couldn't afford to live here if I was just trying to move in.
328	QQOL6P	Because I can't afford to buy a house, and it doesn't balance out with \$700,000 homes.
1075	QQOL6P	Because I am broke and I rent and I can't afford a \$600,000 home. I am a teacher and it is hard for a working class citizen to buy a home in Carlsbad.

293	QQOL6P	Because they're not making enough money.
797	QQOL6P	As with the rest of California, living costs are so high here, along with high taxes.
841	QQOL6P	\$800,000.
841	QQOL6P	Because the median price of a home is above \$800,000.
<QQOL5P> Why was your rating of Carlsbad as a safe place to live so low?		
417	QQOL5P	The high crime and nearby businesses.
148	QQOL5P	Because I see a lot of things that are not good.
160	QQOL5P	Because it's too crowded and it doesn't feel safe to walk to places anymore, or let your children walk.
<QQOL4P> Why was your rating of Carlsbad as a place to find recreation so low?		
198	QQOL4P	There's really nothing around there. The malls are old and not too many shops and everything is really new. I like the parks and Legoland but it's expensive.
692	QQOL4P	There's nothing here to do. You always have to go somewhere.
791	QQOL4P	There are no parks close to me and in the schools you can't play basketball.
949	QQOL4P	Roll up the sidewalks, unless your 21. Nothing for me to do.
810	QQOL4P	The only recreation is the beach, little cultural.
300	QQOL4P	There is nothing to do if you're under 21.
393	QQOL4P	There is nothing but the beach, and I am not a beach person.
34	QQOL4P	There is no culture and no old history outside the village. Everything is cookie cutter and too structured.
806	QQOL4P	I think the park facilities are oriented toward families with children. They said for two years there would be other facilities in the new park near me. I bought here with that in mind, and at the last minute it was changed. People with the city are very unpleasant to talk with about it.
735	QQOL4P	I live here because it's low income.
554	QQOL4P	Because there isn't anything to do other than the beach.
90	QQOL4P	Because in parks there is not much to do.
870	QQOL4P	You're 18 and when you try to find things to do, you and your friends have to go to another city to find things to do.
316	QQOL4P	They have recreation for seniors, but if you're not a senior, what kind of recreation is there? I looked at something in the mail, and the only activities they offer are for children and youth or seniors.
6	QQOL4P	I don't participate all that much, so my personal opinion would be low.
1057	QQOL4P	Because this isn't where I recreate. I'm more interested in cultural arts and I have to go to San Diego to go to the opera. My cultural interests are better satisfied in San Diego.
1060	QQOL4P	Because there is no public access because it's too crowded. You can't get to the beach because the traffic is all tied up. The beach is being taken up with timeshares and hotels. If you want to play, you have to pay to go to Legoland or Havia, etc. It's great for tourists, but if you're local, there is no place for local people to go.
519	QQOL4P	Because there is not enough for the east side of Carlsbad. Libraries and activity centers are more on the west center. Not enough stuff on the east side.

<QQOL3P> Why was your rating of Carlsbad as a place to retire so low?

737	QQOL3P	I would not consider it good for myself.
1004	QQOL3P	There is too much population.
844	QQOL3P	It's too expensive.
157	QQOL3P	It's too costly; it's not any cheaper than any other place in San Diego county.
581	QQOL3P	It's too expensive to retire here.
393	QQOL3P	It's too expensive; too much growth.
675	QQOL3P	It's too expensive and too much traffic.
911	QQOL3P	It's too expensive.
692	QQOL3P	It's too expensive.
258	QQOL3P	The cost of living.
453	QQOL3P	The cost of living.
267	QQOL3P	The cost of housing is out of control.
271	QQOL3P	The affordability for retirees.
599	QQOL3P	The prices are too expensive.
959	QQOL3P	Only because of affordability, other than that it's beautiful.
536	QQOL3P	Its way too expensive.
731	QQOL3P	It's too expensive.
235	QQOL3P	If I were older and trying to drive, I think that I would have to be institutionalized and that is why I wouldn't retire here.
752	QQOL3P	Housing is so expensive. That is why it's not a good place to retire.
728	QQOL3P	Housing is too expensive. You pay to live down the coast.
689	QQOL3P	My expenses. The cost of housing and increasing traffic.
365	QQOL3P	The expense, cost of living, and traffic problems.
810	QQOL3P	The expense, lack of feeling of community, traffic and transportation.
1080	QQOL3P	The expense, cost.
227	QQOL3P	The cost.
130	QQOL3P	The cost of living.
178	QQOL3P	The cost of housing.
607	QQOL3P	The cost of housing.
268	QQOL3P	Because it is so expensive.
936	QQOL3P	Because of the expensive living in the state of California.
609	QQOL3P	Because of the cost of living.
548	QQOL3P	Because of the cost of housing and everything. Gasoline, groceries, especially in Carlsbad.
146	QQOL3P	Because it's too expensive to other regions in the United States, believe me I know.
348	QQOL3P	Because it's too expensive.
329	QQOL3P	Because it's too expensive to the people and growth.
388	QQOL3P	Because it's expensive.
551	QQOL3P	Because if you're retiring you're 65 and above and it's a fast place. I don't see a lot of things for the elderly, economically speaking.
1008	QQOL3P	Because I think it's completely over priced.
55	QQOL3P	Because of lack of affordable places to live for the elderly and medical centers.

224	QQOL3P	Because it has grown out of control. So as soon as I can retire, we are leaving. And they have reduced the quality of life and the things that attracted us in the first place.
699	QQOL3P	Affordability.
957	QQOL3P	Way too expensive.
655	QQOL3P	It's too expensive.
255	QQOL3P	The cost of living for a retiree is too high.
641	QQOL3P	My income level doesn't allow enough money to retire here.
430	QQOL3P	Just the cost of living in general in California.
160	QQOL3P	It's too expensive.
504	QQOL3P	It's too expensive.
644	QQOL3P	It's not affordable.
974	QQOL3P	It is too fast paced (traffic) and too much money.
126	QQOL3P	If I wanted to retire, there are too many people here and also apartments.
816	QQOL3P	I think it's getting too loud and crowded. We don't get in our car unless we have to because there are too many people driving. Its ill mannered drivers. I don't think that the city is interested in slowing growth, but in getting more tax payers here.
422	QQOL3P	I don't think it's affordable.
853	QQOL3P	I don't think it is affordable.
317	QQOL3P	For retirement, people can't afford to live here: only if everything is paid for. People can't afford to live here. The only people who can retire here are people who have money. It is a rich retirement community.
886	QQOL3P	The cost of living is high.
121	QQOL3P	The cost of living.
141	QQOL3P	The cost.
792	QQOL3P	Carlsbad is a very expensive place to live, especially on a retirement income.
1021	QQOL3P	Because the expensive of housing, food, gas, etc.
483	QQOL3P	Because of the cost of living and housing; and it costs a lot to retire.
1025	QQOL3P	Because it was too expensive and affordability for retirement community.
808	QQOL3P	Because it is not an affordable place; it is a place for rich people.
986	QQOL3P	Because I think it's difficult for folks that don't have transportation. It would be a tough place to live for someone retired to live in my area since there is no transportation.
831	QQOL3P	Air pollution in San Diego county is bad.
<QQOL2P> Why was your rating of Carlsbad as a place to work so low?		
329	QQOL2P	There is not enough industry of make-up industry.
536	QQOL2P	There are not different types of jobs that could attract people.
677	QQOL2P	There is not too many companies located here in Carlsbad.
752	QQOL2P	The traffic is so bad and that is why I rate it low for a place to work.
258	QQOL2P	The kind of businesses and variety.
393	QQOL2P	Nothing but industry service here.
969	QQOL2P	No diversity of jobs. No hospitals. You have to go to Encinitas or Vista for medical services.
735	QQOL2P	It's in between every where.

189	QQOL2P	It's hard to get a job. And there's no big factory to get a job around here. Or a dress department. So it's hard to get a job.
962	QQOL2P	I guess I don't think that there are a lot of jobs in Carlsbad.
479	QQOL2P	I don't think there's a lot of work here. Everything is more south.
997	QQOL2P	I don't see too many job opportunities.
178	QQOL2P	The city is set up poorly regarding rules, regulation and licensing for self employment.
508	QQOL2P	Carlsbad doesn't have a good mix of jobs for people. We're creating more service jobs.
453	QQOL2P	Because there's really limited companies for professionals. It's mostly for services, shopping.
554	QQOL2P	Because there's no affordable housing for people who live in Carlsbad.
331	QQOL2P	Because I can't find a job here.
365	QQOL2P	Because of traffic problems.
292	QQOL2P	Because of the city of Carlsbad, I lost my job.
375	QQOL2P	Because there isn't a lot of job opportunities and low pay.
1068	QQOL2P	Because it doesn't have the level of my skills. There is nothing here for bio-technical.
777	QQOL2P	There is no place for me to work in the hotel business.
141	QQOL2P	I'm seeing a lot of traffic especially by Palomar Airport Road. I live near there and it's extremely congested.
91	QQOL2P	I don't think there is any professional level or executive level jobs available.
957	QQOL2P	I could not find work in Carlsbad to pay my bills.
853	QQOL2P	I can only tell you in my field there is little employment.
98	QQOL2P	It is hard to find work.
827	QQOL2P	Because there are lots of people who work here. Very little employment.
422	QQOL2P	Because they didn't take into account that they destroyed my business. I could never sell my business since they built a road that the wind was prevailing on my plants and flowers. Carlsbad pretends to be agricultural friendly.
1014	QQOL2P	Because there are no available jobs in Carlsbad.
<QQOL1P> Why was your rating of Carlsbad as a place to raise children so low?		
810	QQOL1P	It's too populated, there is too much traffic.
393	QQOL1P	Quality of people, poor teaching, schools are over crowded, nothing cultural.
687	QQOL1P	I don't care to raise children at my age.
417	QQOL1P	There is crime.
329	QQOL1P	Because they have a poor system.
148	QQOL1P	Because of the drugs.
160	QQOL1P	There are too many people, the schools are overcrowded. There's no bus system. They have to cross the street or be driven there.
930	QQOL1P	Because the school system (high school) is bad and does not live up to it's reputation. I took my child out and put him in a private school.
422	QQOL1P	Because I'm in a school district that doesn't go to Carlsbad schools.
816	QQOL1P	Because I think we have a lot of problems with the educational program. I just want to say that Pacific Rim is a great school, but sort of drawn into the rest of the educational system in California. You can't leave your kids alone because of all the "gangstas" and all that. Great negativity.

< QPRKRATP> What was the name of the park or facility, and why do you rate it as "poor"?		
881	QPRKRATP	They're not kept up that well. Whoever does it does a lousy job. Use a number of parks, so I don't have a specific name.
791	QPRKRATP	There are no parks near me.
750	QPRKRATP	Laguna Riviera Park: they have a broken septic tank or something because the grass is a swamp in one area.
397	QPRKRATP	Holiday park, although the park is maintained well, the bathrooms are dirty and gross.
816	QPRKRATP	Well there's the Carlsbad State Beach and it's because of the trash and cigarette butts. Poinsettia park, because of trash and cigarette butts. The water treatment facility is very responsible when there's a funky smell and they're quick on resolving the issue.
519	QPRKRATP	Rancho Cario Park should be more functional. Get a library, more grass, and civic center.
957	QPRKRATP	Pio Pico and Tamarack State Park bathroom facilities need upgrading.
812	QPRKRATP	Lack of completion on schedule.
134	QPRKRATP	I guess the maintenance of the park is not bad. There are not enough parks in our area, and the one we do go to is very small.
303	QPRKRATP	Chase Field: because they don't maintain it, not very well anyway.
<QOUTSV6P> Is there a specific reason why you rate CABLE TELEVISION SERVICES as poor?		
514	QOUTSV6P	You only get one choice.
106	QOUTSV6P	You don't have a choice. There are no competitive prices.
271	QOUTSV6P	You can't get cable internet without buying the package of TV services.
268	QOUTSV6P	Yes. Outrageous and expensive.
217	QOUTSV6P	Yes. I don't like Adelphia and cancelled my cable services all together. It was better when it was Daniels Cablevision.
368	QOUTSV6P	Yeah, we have had 2 different services and they don't work well.
1066	QOUTSV6P	When I moved in, I had some problems with cable.
760	QOUTSV6P	When I moved here I had Daniels. Now I have Adelphia. The customer service is really bad; it's hard to get a hold of somebody.
675	QOUTSV6P	We have no choice.
824	QOUTSV6P	We have difficulties with Adelphia. Now we have satellite.
609	QOUTSV6P	We don't have a choice. I had to take Adelphia. I don't even get a senior discount. They raise the cable rates constantly.
223	QOUTSV6P	Up to channel 39 the channels are good and the rest are bad.
498	QOUTSV6P	It's too expensive, they offer too little options, and they should provide better services at a moderate price. For the average folk, they're over priced.
284	QOUTSV6P	It's too expensive, no choice except on company.
286	QOUTSV6P	It's too expensive.
915	QOUTSV6P	It's too expensive, no choice.
928	QOUTSV6P	It's too expensive, not enough competition.
102	QOUTSV6P	It's too expensive and there are no other options.
127	QOUTSV6P	They really don't offer anything specific and it's expensive.
867	QOUTSV6P	They keep raising the price and you don't get a choice and they are too high.
927	QOUTSV6P	They don't provide enough channels, billing is not correct and it takes a while to talk to customer service over the phone.

542	QOUTSV6P	They don't provide a lot of companies.
734	QOUTSV6P	They don't have any kind of choice. There's only one kind of service available, and it's Adelphia. They cut the international channels.
1068	QOUTSV6P	They didn't answer my needs, so I changed to satellite.
20	QOUTSV6P	They charge, even though I am a senior citizen.
536	QOUTSV6P	There are too many interruptions, too many problems and the service goes off. If I call, they say that they're having a problem. There are too many days that the service is out.
704	QOUTSV6P	There's no selection.
332	QOUTSV6P	They're too expensive.
240	QOUTSV6P	There is only one company and they are in bankruptcy.
767	QOUTSV6P	There is only one choice and their service is poor.
382	QOUTSV6P	There is not competition.
548	QOUTSV6P	The type of service and the expense of it.
401	QOUTSV6P	The service sometimes goes out and you don't have it.
600	QOUTSV6P	The quality of service.
181	QOUTSV6P	The price.
645	QOUTSV6P	The money I pay I don't get a lot of stations, only a lot of sports. I am considering going to satellite.
694	QOUTSV6P	The high cost of cable, and I get stations I don't want, you have to get cable to get broadband. They own the city of Carlsbad, to get cable. You are stuck. You have to go with them. They have their "hand" in my pocket, and an exclusive right to steal from the citizens.
849	QOUTSV6P	The hardware is out of date, and the price is really high.
231	QOUTSV6P	The cost, their speed dial is very costly. I went to direct TV.
13	QOUTSV6P	The cost.
588	QOUTSV6P	The cable company and how they do business. Their signal was not good; not a nice company to deal with. I will never do business with them again. They have no competition, they are a monopoly. We are at their mercy. I did consider not staying in Carlsbad because of them.
929	QOUTSV6P	I'm stuck with Adelphia, I have no other choice.
82	QOUTSV6P	Some of the channels: they're not clean and you can't see them. They don't have a lot of Spanish channels. People use the dishes and it looks bad.
174	QOUTSV6P	The rates are ridiculous, I have satellite.
943	QOUTSV6P	The price has gone up in too short of a time and the service is poor.
442	QOUTSV6P	It is a poor server.
752	QOUTSV6P	I get poor reception, too many outages and high prices. And that is why I rate cable as poor.
603	QOUTSV6P	The poor quality and high prices.
297	QOUTSV6P	The poor customer service.
135	QOUTSV6P	It's overpriced for what you get.
952	QOUTSV6P	It's overpriced and not as many channels and features as Time Warner.
484	QOUTSV6P	It's overpriced. There is a monopoly, I have no choice.
393	QOUTSV6P	There's only one choice and we wanted a different service.
301	QOUTSV6P	I'm not happy with Adelphia.
172	QOUTSV6P	There's no competition.

592	QOUTSV6P	There's no competition and the price increases.
881	QOUTSV6P	There are limited channels, poor service, and it's too expensive.
722	QOUTSV6P	The lack of warnings to customers on email viruses and the lack of response to complaints.
62	QOUTSV6P	The lack of service.
666	QOUTSV6P	The lack of extended response time on the phone, then getting to your house for service calls. Also, poor service.
673	QOUTSV6P	It's too expensive.
61	QOUTSV6P	It's run by Adelphia and my cable runs out daily.
692	QOUTSV6P	It's Adelphia; it's owned by crooks.
453	QOUTSV6P	Its way overpriced, it's a bad value.
308	QOUTSV6P	It's so expensive.
242	QOUTSV6P	It's expensive, it's Adelphia, the services in this area are very limited, and they don't have VCR boxes. I've lived here for 3 weeks and I have already had to call the cable company twice.
789	QOUTSV6P	It wasn't very good quality.
306	QOUTSV6P	I just hate it.
555	QOUTSV6P	It is poor because the lack of a true DSL cable.
687	QOUTSV6P	It goes out and things go up naturally so that is why I rate it as low.
72	QOUTSV6P	It goes off. They charge too much. They put advertisements all over when I can't get. Basically, it is a horrible company. There are no choices.
403	QOUTSV6P	I'm just unhappy with it.
166	QOUTSV6P	Adelphia is bad.
323	QOUTSV6P	I think that channel 4 action is not the greatest and too expensive.
80	QOUTSV6P	I just think there is no Adelphia service; there are not enough technicians.
28	QOUTSV6P	I have high speed internet and sometimes you pay \$100 for nothing.
77	QOUTSV6P	I don't get to choose, there is just one company.
90	QOUTSV6P	They have high prices and bad service.
958	QOUTSV6P	I had issues with the cable and eventually the service.
309	QOUTSV6P	I grew up where you could get local channels, now you have to pay for them.
130	QOUTSV6P	The accessibility.
492	QOUTSV6P	Every time I call for services they, don't answer the phone.
1039	QOUTSV6P	I don't like Adelphia. We live in Oceanside and we had Cox, it was much better. They keep raising the rate and services are very poor. It took three weeks to install it.
1061	QOUTSV6P	I don't like Adelphia, I like Cox better.
336	QOUTSV6P	I don't have enough services, they need better services.
37	QOUTSV6P	Adelphia is the worst.
1	QOUTSV6P	I am dissatisfied with Adelphia; and they have very poor customer service.
549	QOUTSV6P	It was difficult getting hooked up when we first moved here.
178	QOUTSV6P	I did not have cable for 16 years and I finally have it. It has been nothing but problems since. I have 3 TV's and only one is functioning correctly with cable.
417	QOUTSV6P	Adelphia is bankrupt.
78	QOUTSV6P	Daniels was great. Adelphia raised the charges and provides poor services.
583	QOUTSV6P	The cost is way too high and the wait is longer.

462	QOUTSV6P	It continues to anger me that we do not have a choice of cable providers. I would much rather have choices between Cox and Time Warner. Adelphia is a third rate provider and is overpriced for what we get.
806	QOUTSV6P	The company; I had very poor experience with Adelphia and it is the only choice.
208	QOUTSV6P	Because there is no competition, that's it, you have no choice.
625	QOUTSV6P	Because I think we need Cox cable. The cable services elsewhere are much better, the customer service is poor.
802	QOUTSV6P	Because you only have Adelphia and it's very expensive.
948	QOUTSV6P	Because you have to pay a lot of money.
921	QOUTSV6P	Because where I live, I'm only offered one cable company.
1042	QOUTSV6P	Because we can't get a clear picture.
899	QOUTSV6P	Because they keep jacking the prices up, there is no competition, no choices and we should have more choices.
790	QOUTSV6P	Because they don't always work and the consumer response is poor.
1024	QOUTSV6P	Because there's not a competitive market, I can't find a better cable company to go to and it keeps getting more expensive.
629	QOUTSV6P	Because there is no competition and Adelphia keeps raising their cost. I have problems with the services.
199	QOUTSV6P	Because the price goes up and the quality does not improve and there is a monopoly in the cable service that the city has allowed. The supposed options are not fair alternatives and that's why.
467	QOUTSV6P	Because it's Adelphia and not Cox. They're dishonest and incomplete. They don't provide the high definition services they said they would.
545	QOUTSV6P	Because it is very expensive for nothing and they keep raising their rates very often.
92	QOUTSV6P	Because I only have one choice, which is Adelphia and if you call them you only get an answering machine. Some of the channels that I would like, I cannot get.
196	QOUTSV6P	Because I am constantly having a break up with the service and all of a sudden there is break up in the video and in the sound. I am thinking of going another direction. I think they charge way too much.
213	QOUTSV6P	Because a lot of times, I go back and forth to Los Angeles. The color sometimes acts up because of the cable television services, because I have the same cable services in Los Angeles.
229	QOUTSV6P	Because they don't get all the stations that I want.
695	QOUTSV6P	The bad selection of cables that couldn't get fixed. Adelphia wouldn't get fixed.
300	QOUTSV6P	I'm always having trouble with it.
936	QOUTSV6P	Adelphia services go down and their rates go up. And there is only one choice for a provider.
324	QOUTSV6P	Adelphia is too expensive, even for basic services.
799	QOUTSV6P	Adelphia is a poor cable provider. I don't care for them; they lack services.
194	QOUTSV6P	Adelphia is a marginal cable provider.
326	QOUTSV6P	Adelphia cable company is very hard to deal with.
814	QOUTSV6P	Adelphia has cut off some of the basic cable channels and moved them to digital. I can not receive them. And they have increased prices more than the others.
1034	QOUTSV6P	You have one cable service to pick from.

710	QOUTSV6P	When I lived in Encinitas, I had Cox and it was way better.
541	QOUTSV6P	We only have one to choose from.
243	QOUTSV6P	We only have one choice, Adelphia, and their services are getting more expensive for less service.
201	QOUTSV6P	We just have so many problems with our cable TV.
851	QOUTSV6P	We have the worse company out there, low product, service and choices to choose from.
1007	QOUTSV6P	We have no choice; we have to take what we get.
651	QOUTSV6P	We had very bad luck with getting service where we live in south Carlsbad. I have a grand daughter that is 6 years old and we can't figure out how we get the Disney channel up when she comes and visits and it's the only one she is allowed to watch.
877	QOUTSV6P	Very expensive and no other option.
845	QOUTSV6P	There are too much commercial advertisements.
842	QOUTSV6P	It's too expensive. We went to a satellite dish, which provides better service for less money.
160	QOUTSV6P	They usually do more damage than good when they are working on your house. It's too expensive.
117	QOUTSV6P	They tell you that you qualify for the lowest rate, and then 1 year later, they double your rate. They don't tell you they are raising your rates.
141	QOUTSV6P	They keep changing the variety of channels and the quality in general goes down rather than up. For example, we used to be able to get KCET from Los Angeles, but they took that out and the ITD international TV channel. You could listen to news reports and they took that out. They added a whole lot more shopping and religious related channels.
339	QOUTSV6P	They've got a monopoly. The services suck! They took some channels away and that sucks.
892	QOUTSV6P	They don't provide as many services as the other cable services; and they're expensive.
811	QOUTSV6P	They don't have some of the stuff I like and they should be providing.
315	QOUTSV6P	They don't offer as many services as Cox.
1018	QOUTSV6P	They are not responsive on the phone. They don't seem to know what their doing on the phone. They don't seem to know what they're doing. They go up in expense. I wish Carlsbad would change providers.
711	QOUTSV6P	There's way too much that I don't like to see.
774	QOUTSV6P	There's no competition, and they keep raising your cable bill.
677	QOUTSV6P	There is only one provider and they are increasing their rate 2-3 times a year.
957	QOUTSV6P	There is only one choice, and the service is bad.
701	QOUTSV6P	There is no competition, and the rates are being jacked up each year. We need another cable provider. Adelphia is the sole cable provider in Carlsbad.
422	QOUTSV6P	There is no competition since there is only one choice. I looked into other cable hook ups and there is no other in this area of Carlsbad.
373	QOUTSV6P	There is no competition.
624	QOUTSV6P	There is no choice.
891	QOUTSV6P	They charge too much.
1067	QOUTSV6P	The level of service is poor with the price we pay. HDTV is very limited.
1025	QOUTSV6P	The expensiveness.

353	QOUTSV6P	The DSL line goes out all the time along with the TV cable; and when you call Adelphia, they say they're redoing their lines, but they've taken it down for three to five days. And when you call, you can't reach anybody, even though their ads on TV claim that they can.
159	QOUTSV6P	The price is high and the quality is not.
419	QOUTSV6P	There are no options.
457	QOUTSV6P	No.
328	QOUTSV6P	My wife would rather have a selection between Adelphia and Cox Communications.
940	QOUTSV6P	My daughter wanted to sign up for DSL only, and they wanted to charge her for TV cable too. Adelphia has a lot of problems and their president is going to jail. We now have satellite TV and it is very good.
1059	QOUTSV6P	My Internet access from Adelphia goes down more often than I care to think about. When I pay for Internet service, I expect it to work when I need it to work, not just when it's convenient for the company. I pay \$130.00 per month for my cable bill.
221	QOUTSV6P	Mostly negative services from cable and raising rates.
855	QOUTSV6P	There is a lousy selection and it is expensive.
655	QOUTSV6P	Just poor customer service.
847	QOUTSV6P	It's a monopoly and overpriced.
982	QOUTSV6P	It's down a lot and it's too expensive.
319	QOUTSV6P	It's a monopoly and it's incredibly overpriced.
525	QOUTSV6P	It's OK, I chose poor because I only have the choice of Adelphia and I don't like Adelphia. I wish Cox was in here to give them some kind of competition.
504	QOUTSV6P	It took them six months to get me hooked up at my business.
265	QOUTSV6P	If you have a problem you can't go through the phone to solve it and their email and internet site gives you a reply 3 days after you have already sent the message.
984	QOUTSV6P	I'm not using it at all.
475	QOUTSV6P	I wish I had some choice in the matter.
446	QOUTSV6P	I use the high speed internet and it is unstable.
307	QOUTSV6P	I think we need a choice of cable services.
661	QOUTSV6P	I think the selection is poor and too expensive.
519	QOUTSV6P	I think Cox is better.
126	QOUTSV6P	I think Adelphia stinks.
275	QOUTSV6P	I just think the price is insane.
256	QOUTSV6P	I have no choice and they keep raising the monthly bill for the last 8 months without any explanation.
290	QOUTSV6P	I don't have a choice; all they offer is Adelphia.
329	QOUTSV6P	I don't get the channels that I want.
853	QOUTSV6P	I don't think it is caught up with the times.
770	QOUTSV6P	I don't like the provider and I don't like the fact that I don't have a choice. I thought it was a free enterprise but I guess it's not.
862	QOUTSV6P	I don't get the service that I was provided, and they keep going out on me (twice).
850	QOUTSV6P	I don't get the all the channels that other places have at the same price. And, the pricing policy is bad.

347	QOUTSV6P	The high prices and you don't have the options that other cable services offer, like you don't have a minimum package or anything like that. And the company has a monopoly on the market.
481	QOUTSV6P	For the internet. If I had a choice I wouldn't go to them. They are rude and they never pick up the phone. They make no adjustments in the bills. When there's a problem they are not helpful.
45	QOUTSV6P	First of all, there is no competition, it went up from 43 to 47 dollars, but nothing was added. There were 3 or 4 hours yesterday when there wasn't even reception.
317	QOUTSV6P	It's expensive. It's Adelphia and I'd rather have Cox.
437	QOUTSV6P	It's expensive.
652	QOUTSV6P	The cost of the service is too high.
683	QOUTSV6P	Carlsbad offers Adelphia and they are just a rip-off.
480	QOUTSV6P	Because it's too expensive, the signal on certain stations is poor, I don't like the company because of what they did to the family who owned the company, particularly the scandal, and there is no competition.
888	QOUTSV6P	Because Adelphia doesn't have any competition. They're raising their rates and nothing a homeowner can do about it.
667	QOUTSV6P	Because when the cable television services took out certain channels and they made me pay for them.
1060	QOUTSV6P	Because they are crooks, they have been indicted, Adelphia, and the service isn't stable.
435	QOUTSV6P	Because their reception is bad and the hook ups are bad, and over priced.
944	QOUTSV6P	Because there are a number of companies out there and we can only get Adelphia and they are the worst one; they are not as good as any of the rest.
995	QOUTSV6P	Because the service we have and there's no competition.
1082	QOUTSV6P	Because the rates keep going up and nothing else changes.
816	QOUTSV6P	Because the internet is hooked up to the cable company and there's more drama and it shuts down a lot more than some other places. Also it doesn't seem to be . . . the channels are pretty limited.
399	QOUTSV6P	Because of the monopoly. I shouldn't have to deal with only one cable company because we put the cable in the ground for the services, the infrastructure. I should be able to dictate the services.
392	QOUTSV6P	Because it's far too expensive for cable television services.
352	QOUTSV6P	Because it is restricted to one company, it is like a monopoly and the services are poor.
546	QOUTSV6P	Because in this area we are only able to get Adelphia, and I prefer Cox, so I feel it's a monopoly.
571	QOUTSV6P	Because Cox cable offers so much more and Adelphia does not. Cox is better priced than Adelphia. Cox gets more high definition channels.
620	QOUTSV6P	Because I don't like Adelphia and I wished we had another choice like Cox.
291	QOUTSV6P	Because I cannot go to anyone else. I either have Adelphia or I have to do Direct TV. I want to choose Cox Cable. There is no choice for me.
293	QOUTSV6P	Because of the service. It's poor: the installation, the internet. It's terrible.
976	QOUTSV6P	As far as I know we only have one.
996	QOUTSV6P	Adelphia doesn't supply services like high definition or it is limited. Cable boxes in my house have been replaced several times.

812	QOUTSV6P	Adelphia is a monopoly in this area. We can't use cable from any other company, we have no option. I don't like the lack the selection, because it drives the price up.
<QOUTSV5P> Is there a specific reason why you rate RECYCLING COLLECTION SERVICES as poor?		
824	QOUTSV5P	You don't recycle enough (Carlsbad). Other cities do.
924	QOUTSV5P	We separate the newspaper, the recyclables, and the lawn trimmings. We separate it and they throw everything in one container. Newspaper, bottle and cans, and grass and rubbish and they throw everything in one.
179	QOUTSV5P	We have to take it to a recycle center and nobody collects it.
200	QOUTSV5P	We don't separate some things; we can do better with some of the separation.
817	QOUTSV5P	They should recycle more things.
791	QOUTSV5P	They leave broken glass in front of my house.
941	QOUTSV5P	They don't pick up the stuff properly and are very messy.
284	QOUTSV5P	They don't have a system that the city provides a can and you put newspaper and recyclables in one a can. The city should provide one large can for newspapers and recyclables.
409	QOUTSV5P	They do not do enough of the services; they do not take magazines away.
40	QOUTSV5P	There's not much you can recycle in the city and it's very limited.
82	QOUTSV5P	There's cans all over and people don't take care of their trash. The parks have a lot of things on the floor. They don't supply trash cans to throw the trash.
127	QOUTSV5P	The whole collection process is not efficient. There are better, larger bins to make the process more efficient. That would be best.
294	QOUTSV5P	The same answer as trash collection.
692	QOUTSV5P	The bins they provide are too small.
246	QOUTSV5P	They barely recycle things.
396	QOUTSV5P	There is not enough being recycled. The containers are too small.
607	QOUTSV5P	There is no recycling collection site in Carlsbad.
765	QOUTSV5P	There are no containers provided.
151	QOUTSV5P	They need bigger tubs for recycling and they need to take more things than they do now.
526	QOUTSV5P	Many cities have disposal units where you can throw all of your recyclables in one bin.
587	QOUTSV5P	It's non-existent in my neighborhood.
931	QOUTSV5P	I don't think they provide adequate containers.
476	QOUTSV5P	There doesn't seem to be enough bin space and they don't recycle yard clippings.
71	QOUTSV5P	It is difficult to find places to recycle batteries, for example.
553	QOUTSV5P	The containers too small and not automated.
733	QOUTSV5P	I came from San Clemente and they have a broader recycle program.
388	QOUTSV5P	Because we pay a lot of money for our recycling and they get paid for that.
242	QOUTSV5P	Because we don't have any recycling collection in my area.
881	QOUTSV5P	Because they only recycle certain things and it's a bandage.
971	QOUTSV5P	Because of green waste.
283	QOUTSV5P	You're not able to recycle everything that should be recycled. Cardboard for example.
1041	QOUTSV5P	When I put recyclables out with the trash, half the time they take it with the trash, instead of the recycling.

525	QOUTSV5P	We just have one large bin, that's for newspapers only, and one for glass, shoved in the background. So many other items are recyclable. It is not a very recycling-friendly city at all. We can't get anybody to respond to a problem with theft of our recyclables.
999	QOUTSV5P	They don't recycle as much as they could, it's not convenient all.
1034	QOUTSV5P	They don't have the containers; they gave me two of the little tiny baskets and every week I fill up both of them. And you can't put out paper on top of the two containers; you only get to get rid of whatever is in those two containers.
831	QOUTSV5P	The recycling system is poor, they don't recycle magazines.
746	QOUTSV5P	The items that are able to be recycled are limited.
903	QOUTSV5P	The bins the city provides are far too small. Larger containers would encourage the residents to recycle more items. This way they would be able to put everything in one large container, a "co-mingle" recycling system. From time to time I've seen the workers throw recycled items into the regular trash.
957	QOUTSV5P	It needs to expand; they need to recycle more products.
852	QOUTSV5P	I haven't been able to obtain the right containers for recycling services. They don't recycle enough materials.
755	QOUTSV5P	I have lived in many places all across southern California and we are too limited as to what we can recycle. I have lived in Ventura County, Orange County, etc. There is not enough opportunity for recycling stuff, nor is it easy.
979	QOUTSV5P	For the same reasons that the trash collection is poor. The system they are using is old and it needs to be updated.
529	QOUTSV5P	For the above reasons.
505	QOUTSV5P	It's difficult to put all the stuff in the size of the containers given to us.
12	QOUTSV5P	Because they need to take a lesson from other places. They have bad services.
373	QOUTSV5P	Because the paper products: you are limited to only print material, like newspapers. And, as far as the bottles and plastics, they seem to be fine.
834	QOUTSV5P	Because it's really limited and they need to make more things for residents to put out their recyclables.
930	QOUTSV5P	Because I don't think they should charge us to pick up the collection.
<QOUTSV3P> Is there a specific reason why you rate HAZARDOUS WASTE DISPOSAL SERVICES as poor?		
350	QOUTSV3P	Yes, I have to go from where I live to Vista to Oceanside, and it's not very convenient. And those places seem to only be open on Saturdays. If there was hazardous waste disposal service was near the waste management in El Camino, it would be a big help.
689	QOUTSV3P	Yeah, because they couldn't get rid of a computer monitor.
962	QOUTSV3P	Well, you kind of have to do it yourself.
497	QOUTSV3P	We have to take them ourselves.
284	QOUTSV3P	We have to go Vista to get rid of waste.
534	QOUTSV3P	We have to go all the way to Vista for this.
323	QOUTSV3P	We had to go to the city of San Diego to get rid of a couple TV's and a computer.
572	QOUTSV3P	It's very hard to get rid of it.
556	QOUTSV3P	They make it extremely difficult. Everyone has a concern about hazardous waste. Don't put any barriers that put up more time or cost.

1005	QOUTSV3P	There's no place in Carlsbad. You have to go to Oceanside.
536	QOUTSV3P	There's been problem with getting rid of paint and oil. When trying to get rid of it, the hours and location aren't convenient.
81	QOUTSV3P	There isn't any.
310	QOUTSV3P	There is none.
675	QOUTSV3P	I'm not sure what the services are.
37	QOUTSV3P	I have no knowledge of a hazardous place.
607	QOUTSV3P	There are no hazardous waste disposal sites.
157	QOUTSV3P	It's not open or convenient enough for home owners.
692	QOUTSV3P	It's inconvenient.
138	QOUTSV3P	It is not close to me.
653	QOUTSV3P	It is hard to get rid of stuff without making an appointment.
1072	QOUTSV3P	I think they should make it easier for people to get rid of their waste.
216	QOUTSV3P	I live by La Costa and I have to make an appointment and drive to Oceanside to drop off paint cans. They don't make it easy to drop off hazardous waste.
207	QOUTSV3P	I do not know where it is and I have lived here 6 years and did not know that they had one.
752	QOUTSV3P	I am not aware of any services and that is why I rate it as poor.
55	QOUTSV3P	I don't thin that they have any advertisement and I don't see them.
1078	QOUTSV3P	It's hard to get a hold of.
826	QOUTSV3P	I don't know how to do handle such wastes. The city has poorly informed the public.
1003	QOUTSV3P	I don't hear anything about it. There are no notices about it.
246	QOUTSV3P	Inconvenient.
294	QOUTSV3P	Carlsbad doesn't have any that I know of.
431	QOUTSV3P	Because they do not have it in Carlsbad City limits. I have to go out of the city to dispose of hazardous waste.
985	QOUTSV3P	Because there is no facility in Carlsbad.
199	QOUTSV3P	Because it's very inconvenient to go Oceanside to get rid of my hazardous waste. It's inconvenient and the city isn't helping.
179	QOUTSV3P	Because it's difficult to do and available on one day and only in Vista.
880	QOUTSV3P	Because I've tried to use it but I can't.
923	QOUTSV3P	Because I know that you have to go to Vista to get rid of paint cans, etc.
573	QOUTSV3P	Because I have to drive all the way to Oceanside just to get rid of my waste and it costs money.
925	QOUTSV3P	Because I don't know how to do it or what to do with it. I don't know what to do with a battery, or a tire.
933	QOUTSV3P	Because they don't have any and you have to take it to Oceanside or Vista.
690	QOUTSV3P	Because the city has not communicated that we had one, so disposal is bad.
731	QOUTSV3P	Because we are only allowed certain hazardous waste, it's too restricted.
307	QOUTSV3P	Yes, because we have no place to put hazardous waste disposal.
1060	QOUTSV3P	They don't make it available and they don't advertise it or how to use it. And you can't take it on the weekends, because I don't know how to get a hold of them.
856	QOUTSV3P	There's no regular pickup; really very little publicity.
519	QOUTSV3P	There's not enough information provided to residents.

1018	QOUTSV3P	It's very difficult to get waste materials to the location. It's a very narrow time frame and you have to make an appointment. It's not convenient.
1023	QOUTSV3P	I never heard it advertised or couldn't find it.
957	QOUTSV3P	I need to drive to Escondido to dispose of my old paint.
1041	QOUTSV3P	I haven't seen any yet, and I have a lot of hazardous waste and I have no idea what to do with it or where to put it.
176	QOUTSV3P	I have called them more than once, and they will not return my call. Chemicals have been sitting in my house for a year.
316	QOUTSV3P	I don't know anything about it; I would think it is not well-known. If I have something that is hazardous waste, I would have to call around to find out where to put it.
260	QOUTSV3P	Because you have to go to Vista or Oceanside to get rid of hazardous waste.
982	QOUTSV3P	Because we have to go to a different city.
831	QOUTSV3P	Because they don't make clear where to dispose that, and they don't recycle enough, they should have a better recycling system.
1034	QOUTSV3P	Because the trash collection services aren't modernized. In other cities, there is a way to get rid of empty paint cans, etc.
480	QOUTSV3P	Because I have to go to San Marcos.
889	QOUTSV3P	Because I had to go to Vista and it's only accessible one day a week.
661	QOUTSV3P	Because I can't take it to Carlsbad anymore, I have to take it Vista.
515	QOUTSV3P	Because I'm not aware that it even exists in Carlsbad.
765	QOUTSV3P	Whoever does the service never delivered appropriate containers.
<QOUTSV1P> Is there a specific reason why you rate TRASH COLLECTION SERVICES as poor?		
543	QOUTSV1P	When you have an issue and try to speak to someone at the waste management facility, no one seems to be able to handle things.
294	QOUTSV1P	When they go to pick up the recycling, they spread glass on my driveway. Cardboard is not being recycled.
791	QOUTSV1P	When they collect the paper and plastic, there is broken glass in front of my house.
969	QOUTSV1P	They forgot to pick up the trash from the whole block. They go so fast they drop trash on the street from the ir truck.
329	QOUTSV1P	They are very poor they do not come early in the day.
998	QOUTSV1P	They're not consistent. And it's not organized. We never know when they're coming.
40	QOUTSV1P	The recycling service is very limited. The pick up is limited and it's not very flexible.
396	QOUTSV1P	The recycling program is disgusting.
553	QOUTSV1P	The recyclable collection doesn't have automated containers, which are also too small.
941	QOUTSV1P	The people that pick up our trash are lazy and leave trash everywhere and they don't pick it up.
476	QOUTSV1P	Recycling: there is not enough effort toward recycling.
187	QOUTSV1P	They leave a mess, they do not pick up till too late in the day for me because I have to leave it out all day. We have to have the cans in by a certain time of day.
30	QOUTSV1P	They leave a mess behind. They leave trash behind.
568	QOUTSV1P	I think they need to up grade into big city owned containers.

284	QOUTSV1P	I think the city of Carlsbad needs to provide the large cans that other cities so there are fewer trucks. The trash collectors do a poor job, they just throw them down, and they don't care about them. I wish they did something different for a city this size. They need to be more professional for trash collection. Eliminate the small crates and replace them with large cans that the city provides.
806	QOUTSV1P	It does not matter if I have 10 barrels a week or 1 barrel; I get charged the same. Charging by the amount is more fair and would encourage recycling
881	QOUTSV1P	Because they're messy and they leave trash all over.
554	QOUTSV1P	Because they invariably neglect to pick up trash and leave the place a mess.
540	QOUTSV1P	Because of the way the employees speak to us as they go through our gated community - bad attitude.
1034	QOUTSV1P	They haven't modernized; they're not up to date.
529	QOUTSV1P	There is sometimes a different schedule they follow. They don't collect everything and don't offer a recycling bin big enough for the community.
781	QOUTSV1P	They're always late. They didn't even show up this week and came a day late. A lot of trash cans sit out there until 7 to 8 o'clock at night on trash day.
979	QOUTSV1P	It should be automated at this point in time. It is an antiquated system that we are using in Carlsbad. Most of the other cities in the area have automated trash collection.
842	QOUTSV1P	I don't like needing 5 small cans rather than one or two larger ones. If the trash exceeds the weight limit for the container, they won't pick it up. This means putting it in smaller bags which is an inconvenience.
260	QOUTSV1P	Because it's a monopoly and there is in turn no betterment of the service or competition.
328	QOUTSV1P	Because I have to pay for it out of my own pocket. And, it's not coming out of my property taxes or sales taxes.
571	QOUTSV1P	Because the dumpsters in my apartment area are always over flowing and they do not get picked up on a regular basis.
831	QOUTSV1P	I don't know.
<QLAND2> What could the city do to improve your rating on this issue [low rating for: balancing the various land uses in the city]?		
624	QLAND2	We need to slow growth down and increase open spaces.
950	QLAND2	Use less land for development purposes, more open spaces & green belts.
536	QLAND2	Stop developers from building more houses.
41	QLAND2	They're overdeveloping.
629	QLAND2	They need to keep box stores out, all giant stores out. They should be aware of how schools are being impacted by the development of housing.
92	QLAND2	They could require that new development be built in the same style, or with a layout that could be similar with more of a walk-able neighborhood feel instead of the gated communities.
329	QLAND2	They can quit building and put more money on forests.
349	QLAND2	There should be more recreational parks.
110	QLAND2	They should have a slower growth.
759	QLAND2	The commercial retails are very limited, so you have to go out of the city to go to a Home Depot or Wal-mart, etc.

384	QLAND2	The city needs to limit residential growth.
752	QLAND2	The city can stop building to improve my rating.
168	QLAND2	Stop the population growth.
607	QLAND2	Stop the growth.
799	QLAND2	Stop the over-development and preserve open spaces.
178	QLAND2	Stop handing out building permits.
292	QLAND2	Stop the growth.
920	QLAND2	Stop the growth.
91	QLAND2	Stop the development.
331	QLAND2	Stop developing, there is no more land.
393	QLAND2	Stop developing; we don't need more people and no more houses.
462	QLAND2	Stop developing so much of the open space and work with developers to build communities that have larger lots for individual homes similar to the homes in old Carlsbad.
821	QLAND2	Stop building. Build much less. They are cramming housing in and Carlsbad can't take it.
795	QLAND2	Stop building so many houses.
1047	QLAND2	Stop building so many houses.
631	QLAND2	Stop building houses.
899	QLAND2	Stop building houses.
962	QLAND2	Stop building.
365	QLAND2	Stop building.
100	QLAND2	Spend money on recreational stuff.
868	QLAND2	Slow down development. Create more parks; develop them at the same time if you are going to build more homes. Then you have to build more schools, roads, hospitals, etc. And clean up! The more people come, the more cleaning that needs to be done.
498	QLAND2	Reduce building and have more open land.
591	QLAND2	Quit developing, leave some open space.
167	QLAND2	Quit building, and open more roads. If they build, then they need more roads to go with it.
665	QLAND2	Quit building residential areas.
760	QLAND2	Quit build houses along the I-5 corridor.
48	QLAND2	Quit building homes. And we need a new city council.
636	QLAND2	Put together a policy in concrete to have more open space. They're overbuilding way bad.
806	QLAND2	Provide more open recreational space. There is too much density.
880	QLAND2	Provide baseball fields.
835	QLAND2	Preserve open space and agriculture.
38	QLAND2	Do not over build, build more parks.
844	QLAND2	They need to mandate control on building permits and locations.
467	QLAND2	We need more shops. Higher shopping ratio. More community shopping centers.
687	QLAND2	More planning on were the residential areas are going to be because they need to fix lights and that has to do with building.
692	QLAND2	We need more parks, more green space.
152	QLAND2	They need more citizen input as far as the major developments.

401	QLAND2	Maybe leave some of the property for vegetables and flowers rather than housing.
284	QLAND2	Less taxation for residents.
931	QLAND2	Less homes, more green spaces.
511	QLAND2	Less development.
810	QLAND2	Leave more space.
750	QLAND2	Leave some open space.
590	QLAND2	Leave some land.
196	QLAND2	Keep the land open; build fewer homes, open railroads through.
407	QLAND2	Keep some of the open spaces open.
981	QLAND2	Just don't overpopulate the community with the roads that we have.
74	QLAND2	It's too loud.
424	QLAND2	It is too late now. The school is built already. They built a continuation school and it's half a block away. So now they have more schools and there are too many kids running around and the police don't come around much.
224	QLAND2	Increase recreational park areas would improve my rating. And they should have a balance with commercial development and recreational facilities.
484	QLAND2	If they could have a real vision and plan. Emulate successful cities.
223	QLAND2	I'd say affordable housing and open space. I do not know what they are doing.
326	QLAND2	I'm not sure there's anything they could do now.
816	QLAND2	I think the city could get the trash and cigarette butts off the park grounds. Stop building! We have enough malls, 7-11's, and houses and.
1039	QLAND2	I have no idea.
645	QLAND2	Have more open spaces. We don't need to have every piece of dirt covered with asphalt.
603	QLAND2	Have better planning for schools in new areas, and make sure you have schools for the areas.
5	QLAND2	Give more thought to development and not cave in to developers. Go back to slow growth concept.
306	QLAND2	Follow the master plan. Keep control on growth.
602	QLAND2	Don't develop all the land and leave it open.
229	QLAND2	Do not build everything so big, we like it where everyone knows each other. A small community. No over development.
363	QLAND2	Do more to the traffic and school.
90	QLAND2	Convert more residential to commercial.
777	QLAND2	Connecting open space and wild life corridors and public trail system.
791	QLAND2	Build low cost housing.
125	QLAND2	Be more aggressive in the section of Carlsbad; limit the building size.
672	QLAND2	A little more control over spiraling growth.
516	QLAND2	They can include the land use more in favor for the residents rather than businesses. They can make it as beneficial for resident taxpayers and business owners in Carlsbad.
328	QLAND2	They are just doing what they want and building in every little spot.
1060	QLAND2	The city needs to listen to the citizens. Slow development so that the impact of development can be evaluated before additional development is allowed. Or truly follow the intent of the growth management plan instead of playing with the growth management plan.

414	QLAND2	The city could respect current home owners more by putting the infrastructure, maintaining and widening the roads. It take's 3 lights to get on to major local roads, it actually takes a shorter time, usually, to get on the freeway.
764	QLAND2	Stop growth, stop development, do what is needed to increase traffic flow.
691	QLAND2	Stop developing all the farm land, and develop along main roads. We still need to have big open spaces of land throughout the city. Continue the agriculture in the city. No more strip malls.
187	QLAND2	Stop building. Leave this God-given land alone; it's there for us to enjoy, not for looking at houses and cars.
457	QLAND2	Stop building new homes.
522	QLAND2	Stop building houses. If we had more parks that would be great. The more houses they build, the more people we have, the more congestion we have; it's not good for the city.
57	QLAND2	Stop building and leave some land for people to walk on.
452	QLAND2	Stop building houses.
1023	QLAND2	Slow growth.
283	QLAND2	Restricting growth would be my answer.
121	QLAND2	Reduce overgrowth.
134	QLAND2	Quit building out. Build in and save Calaveras Hills and quit pushing development out in the eastern portion of the city.
1021	QLAND2	Put a hold on land use for anything.
419	QLAND2	Pay more attention to population growth and density.
711	QLAND2	Open places; make access to the beach better, build more bike trails, and less low-density tall big box houses.
839	QLAND2	We need more open space for parks and the like, and preserving agricultural areas. Fewer built-up areas.
45	QLAND2	Near Tamarack and Carlsbad Village Dr. they need to stop building: it's overcrowded. Keep the wilderness that is available.
504	QLAND2	We need more parks, and less land to develop homes. Leave some wildlife, the rabbits and foxes don't have a home.
262	QLAND2	Maximize recreational and minimize housing and commercial.
12	QLAND2	Make sure that they aren't all these condos, etc. because it's terrible.
1015	QLAND2	Listen to the people more than the developers.
698	QLAND2	Limit growth.
577	QLAND2	Let free enterprise work.
700	QLAND2	Less residential development.
108	QLAND2	Leave more open space.
128	QLAND2	Keep Carlsbad race way open.
843	QLAND2	Just more open space, more space for enjoyment, provide for less congestion.
160	QLAND2	It's too late. It's gone. They made it a big city.
1014	QLAND2	Increase commercial and industrial use, and decrease residential use.
43	QLAND2	I think we need to stop building all these homes and do something about the traffic.
781	QLAND2	I think we need to pay attention to the natural habitat such as Calaveras and the Lagoons before we run out of area.
834	QLAND2	I think they need to develop the business Downtown and make it more of a local point.

483	QLAND2	I think less housing and more schools, and more parks.
103	QLAND2	Higher density development, better public transportation. Better bicycle facilities.
373	QLAND2	Essentially, reduce the amount of haphazard growth, and have more open space, rather than using up all the open space.
903	QLAND2	Curtail the building of large residential developments. This will help keep the charm of old Carlsbad.
831	QLAND2	The city needs more passive open space, walking and bike trails.
986	QLAND2	A lot of the stuff is already built. I live in an area that has multi-million dollar homes, and down the street are apartments.
722	QLAND2	I don't know.
<QID1A> Why is being a Carlsbad resident important to you?		
411	QID1A	You can find everything you need right here, you don't have to leave the city for anything.
350	QID1A	Well, the resale of homes is very good. It's affordable for being relatively close to the ocean. It's a safe community and it has a very good reputation as far as nationally. The weather is great. The one downside is the school system, because where I live, I'm in the San Marcos school district.
281	QID1A	Well, our kids went to school here. I like the schools and also I like that it's near the mall. It's not that far from the hospital and near the ocean.
592	QID1A	It's a well run community and it's pleasant.
576	QID1A	It's a well managed town.
1029	QID1A	Well, because it's a great place to live.
1084	QID1A	The weather and local city government.
100	QID1A	The weather.
468	QID1A	We like the climate. The area is close to medical facilities. We have everything we need close by.
497	QID1A	We like all the things available here: the location, the weather and proximity of the beach.
269	QID1A	We just love it here because of the location: ocean, lagoons, and parks.
582	QID1A	We have lived here for many years and raised our children here.
615	QID1A	We have bought a house and it has worked well here.
542	QID1A	We are from Carlsbad.
782	QID1A	It's very important to be close to San Diego but out of the urban environment.
846	QID1A	The very responsive city government.
549	QID1A	This is where my husband and I work and the school system is great.
209	QID1A	The location; beach communities are good and tourists like to come, also the schools.
1069	QID1A	They've been nice to me.
420	QID1A	The weather. The services are OK. I can afford the housing. It's a clean town. They have a good school system.
287	QID1A	The weather and the schools. I don't need the schools for myself, but for my grandchildren. I also like the beach facilities.
766	QID1A	The weather and shopping are good.
168	QID1A	The weather and it's close to my family.
947	QID1A	The weather.

898	QID1A	The weather.
409	QID1A	The weather.
487	QID1A	The weather.
181	QID1A	The view.
390	QID1A	The value of homes.
922	QID1A	The services and the climate.
915	QID1A	The schools and the sense of community.
9	QID1A	The schools.
208	QID1A	The school system. That's why I chose to live here after moving from Long Beach. I feel safe here, it's a nice environment.
86	QID1A	The safety, the coolness of the climate, and the area in which I live (near the ocean). The variety of people who live here. It's a very cosmopolitan place to live.
363	QID1A	The quality of life, the people and the facilities.
349	QID1A	The quality of life is better in Carlsbad.
613	QID1A	The quality of life and safety, that why it's important to be a Carlsbad resident.
604	QID1A	The quality of life, the people that live around us.
340	QID1A	The proximity to the ocean.
735	QID1A	The police is great and on top of things.
106	QID1A	The overall safety and the weather. The convenience of work.
653	QID1A	The overall aspects of the community.
225	QID1A	The location.
918	QID1A	The location, school services, geography and the good neighborhood.
110	QID1A	The location is closer to my family, as well as the environment.
747	QID1A	The location and the other amenities spoken before.
232	QID1A	The location and it's a well run city. That's why it's important to be a resident.
410	QID1A	The lifestyle and the safety.
204	QID1A	The high quality of schools.
659	QID1A	My family is all here.
635	QID1A	The establishments in the area.
501	QID1A	The community.
403	QID1A	The climate is good all year round.
868	QID1A	The climate, the area I am living in and the house. The convenience.
284	QID1A	The climate and where we live.
107	QID1A	The climate and the geographical location.
1032	QID1A	The climate and the quality of life.
161	QID1A	The climate and my family are near by. I like living here.
267	QID1A	The city is upscale. It's also affordable to me.
1085	QID1A	It's the best community around; it is close to everything and safe.
730	QID1A	It's the best coastal town that there is around here.
342	QID1A	The beach and the church.
962	QID1A	The beach city.
531	QID1A	The appearance of the city and the shopping.
205	QID1A	The surroundings. It's a beautiful place to live. And there is very little crime, so I feel safe.

10	QID1A	Some exclusivity to living here. I can go to the beach, shopping, dining, etc. I know my neighbors.
81	QID1A	It's a small town and the beach access.
664	QID1A	It's a small town and safe. There are things to do. There is excellent shopping.
63	QID1A	I like the people and there is a different mentality. It is up beat and it's a good town. It's more upper class and for the most part they are humble.
118	QID1A	I like it, I have been here a long time and I the small town feel.
164	QID1A	I like all the things that we have discussed. And I like the ocean and that there is no smog and there is plenty of sunshine.
157	QID1A	I feel that it has a community identity and a government that looks after its residents.
482	QID1A	The services and things I wish to buy are here and in close neighboring areas.
701	QID1A	The sense of community; residents are concerned how the city is being run. The citizen activity.
1080	QID1A	The schools, safety and good weather.
517	QID1A	The schools: kids are able to walk to school. Things are close by, it's near the beach.
670	QID1A	The schools; it's a good place for children to grow up.
130	QID1A	The schools.
601	QID1A	The schooling.
927	QID1A	The school system. And my work is here.
1042	QID1A	The school district.
398	QID1A	The school district.
187	QID1A	The scenery and everything.
968	QID1A	The same reasons as before. The climate. There is a lot to do as a retired person. I am close to my children. We're active, we are outdoor people and there is a lot to do year round.
53	QID1A	The safety concerns. It is a beautiful place and we don't want to be in an ice cold winter.
367	QID1A	It's safe for families.
193	QID1A	It's a safe, good community and the services.
778	QID1A	It's safe and convenient; it has a lot to offer.
720	QID1A	The quality of schools and the resident services.
251	QID1A	The quality of life.
108	QID1A	The quality of life and access to shopping.
444	QID1A	The quality of life, even if it's expensive.
312	QID1A	The quality of life.
937	QID1A	The quality of life.
111	QID1A	The quality of availability of the things I want to do. My family and the management of the city.
534	QID1A	Overall, it is superior to any little city around it.
318	QID1A	I'm not sure.
960	QID1A	The nicer towns in the area.
502	QID1A	It's a nice place to live.
310	QID1A	It's a nice place to live.
13	QID1A	It's a nice place.
406	QID1A	I have nice neighbors. It's easy to find what I want. Shopping is easy. The weather.

360	QID1A	There are nice neighborhoods, shopping, restaurants, outdoor activities, clean air, and access to nature areas. Descent jobs in terms of street grid.
315	QID1A	It's a nice community.
787	QID1A	It's a nice city.
397	QID1A	My whole family lives here.
959	QID1A	My kids live here, and my grandchildren.
377	QID1A	My children because they have their friends here. It's more important to my kids than me, but since it's important to them, it's important to me.
641	QID1A	Mostly for school purposes and because I work here.
105	QID1A	Most of my family lives here. The school district is good.
788	QID1A	The location, weather and no house payments.
884	QID1A	The location, quality of life and style appeal.
678	QID1A	The location, ocean.
697	QID1A	The location.
246	QID1A	The location.
313	QID1A	The location.
736	QID1A	The location.
266	QID1A	I've been living here for 19 years. Never change the city, it is better. There are good places to entertain. They inform people of upcoming events.
971	QID1A	I lived here when I was a child, and I've been all over the planet and I like Carlsbad the best.
27	QID1A	I like the way the Carlsbad government is run. I like the weather and people, and expensively safe.
784	QID1A	I like the community and the area.
494	QID1A	I like the city.
1071	QID1A	I like the area.
76	QID1A	I like location in relation to Orange County and San Diego.
309	QID1A	The lifestyle.
51	QID1A	The location and schools.
945	QID1A	Just the weather and the city itself.
631	QID1A	Just that it is a nice city and I like the weather here.
429	QID1A	I just like the community.
438	QID1A	I just like it here.
449	QID1A	Just in general.
395	QID1A	Just because of the music, beach. It's a nice California beach area.
82	QID1A	Just because I have a lot of family. There are a lot of businesses.
217	QID1A	I've grown into the fabric of the community and I've been a part of building the community.
1006	QID1A	It's where we need to be.
413	QID1A	It's a very nice area and safe.
228	QID1A	It's the only place I've lived out here. I like the services.
548	QID1A	It's not a big city right now, but its changing.
345	QID1A	It's safe and there are great schools.
598	QID1A	It's not.

1030	QID1A	It's a nice community. The beach is close by. The small city environment, you know the area around you, like La Jolla, the weather is nice and beautiful.
123	QID1A	It's just much nicer than Oceanside and the other cities. We don't seem to have the problems that the other cities have.
754	QID1A	It's important because the place is safe. Its local church is good. It's like a little town and the sports are good, especially the boys and girls club.
247	QID1A	It's important because it's close to work and my family is close. I feel safe going to the beach with my son and I think it is important where you work at.
185	QID1A	It's convenient to everything.
964	QID1A	It's comfortable, it's cool and I like the ambiance.
238	QID1A	It's close to the things that I like. The beach, the weather and I like the parks and recreations programs and I like the library.
379	QID1A	It's clean and safe and the school district has a high rating. And I love being by the ocean; it has a good sense of community.
757	QID1A	It's a very happy way of life.
226	QID1A	It's a safe place to live and I just like the atmosphere. And things are pretty convenient to get to by car, and the beaches are good and accessible.
1020	QID1A	It's a safe place to live.
933	QID1A	It's a quality place to live; the schools and the environment are nice.
896	QID1A	It's a nicer place to live. I feel safe and it's an all around nicer place to live.
726	QID1A	It's a lovely city, the climate is great.
1058	QID1A	It's a good community.
955	QID1A	It's a good community to live in, compared with the surrounding communities.
113	QID1A	It's the midway between my two families. It's close to the beach, the good weather.
673	QID1A	It's nice and the schools are great.
574	QID1A	It's more of an individualistic reputation. It's a smaller and quaint city but with big city services. It's unique.
93	QID1A	It's location.
330	QID1A	It's cool and all the facilities.
647	QID1A	It's a warm and inviting community and it's close to everything.
1	QID1A	It's a small town and I like that feeling. It has great proximity to the ocean and Downtown areas.
212	QID1A	It's a nice place to live, it's near the beach, its middle class and above and it's safe.
795	QID1A	It's a beautiful town. There are good recreational programs. The school districts are good. I feel safe in neighborhood.
158	QID1A	It was the second most inexpensive place to live in 1997.
491	QID1A	It is important to live in Carlsbad because we have the park close by and the ocean.
932	QID1A	It offers local services and has an excellent government that handles the problems of the city.
357	QID1A	It isn't. It's just where I retired and this is where I'm going to stay.
277	QID1A	It is totally self-contained. There is a good government and good education.
967	QID1A	It is just great.
749	QID1A	It is important because it's close to my family, it's a beach community, and it's a small town and I like the city services.

279	QID1A	It is important to be a resident of Carlsbad because I'm starting to open my own real estate office.
875	QID1A	It is important to be a Carlsbad resident because it is a good community and there are good houses and good weather.
860	QID1A	It is important because of the living conditions.
687	QID1A	It is important because it's close to the ocean.
746	QID1A	It is close to my family and my wife's family, and the schools are very good.
150	QID1A	It is beautiful and the way the city handles the resources. They could set cabanas next to the beaches like Hawaii.
42	QID1A	It has better city planning, better city management and the size is not too great.
545	QID1A	It is a very nice place to live, climate and location-wise.
20	QID1A	It has safety and it is close to the sea and the good weather.
951	QID1A	It has overall appeal for all the things we need.
832	QID1A	It has a strong family atmosphere; it has a lot of activities for outside things to do.
1033	QID1A	It is a nice place to live.
614	QID1A	It is a great town. It has most of the things one wants. I enjoy the climate.
23	QID1A	It is a retirement community.
442	QID1A	I'm happy here. I love the weather, the people, I love my home.
471	QID1A	I'm glad I moved here when I did. I wouldn't be able to afford it if I tried moving in now off my retirement.
366	QID1A	I was raised here and my children were raised here and so were my grandchildren.
825	QID1A	I was born and raised here.
143	QID1A	I think we have a good safe environment to live in; the crime is low.
674	QID1A	I think the weather and when they built my house . . . and everything is near. Also the fire department is near and that is why it is important.
200	QID1A	I think the school districts. I am happy with the school districts for the kids, because we've been in private school for a long time.
804	QID1A	I think the overall reputation, quality of life as in southern California. Carlsbad is one of the leaders.
19	QID1A	I think that overall, Carlsbad is a good quality place of residence.
814	QID1A	I think it is much cleaner and nicer than other cities and less populated in some areas.
970	QID1A	I take the Coaster and it is easy to get to. The weather is great.
745	QID1A	I really like the city. I feel comfortable.
1063	QID1A	I really don't know. I used to live in Vista and I really wanted to move to Carlsbad for the beach community and the weather.
863	QID1A	I moved here from Los Angeles and I like the church. I love the schools. I love the community, development is all positive. I'm proud to be a resident of Carlsbad. And proud of the barrio area.
215	QID1A	I love living here and the community is good.
386	QID1A	I love it here.
1016	QID1A	I lived here for 2+ years and I know where everything is. And I like the climate.
1068	QID1A	I lived here all my life and I feel comfortable.
35	QID1A	I lived here all my life and I take pride in my community.
985	QID1A	I like the weather and the government. I like everything about the city and I think it is a well kept city.

1001	QID1A	I like the way it's growing. And the services. And it's convenient. I like the climate.
356	QID1A	I like the sense of community.
32	QID1A	I like the people.
699	QID1A	I like the people and the community.
851	QID1A	I like the overall city as hole.
36	QID1A	I like the ocean and it is a nice city.
530	QID1A	I like the location; close to San Diego if you want to go to Downtown. It's very convenient to everything and I like the suburban feeling.
485	QID1A	I like the little village.
1066	QID1A	I like the life style; the schools are highly rated in the state, less minorities.
1046	QID1A	I like the life style.
234	QID1A	I like the fact that the beaches aren't overcrowded. The weather for sure. It's close, small in size; the people are nice and friendly. It is a tourist town so people are usually happy.
1076	QID1A	I like the community and it's a friendly town.
1044	QID1A	I like the climate, the people and I like the spaciousness.
578	QID1A	I like the beach and I like walking by the beach.
885	QID1A	I like the area, I like the people, I like being able to go out and walk every where, I like the trees.
987	QID1A	I like that it's near the ocean. I like the beach. I like everything. I'm very close to a shopping center. Everything is convenient to me. I have an ocean beach home. It's just perfect. I don't have a desire to live anywhere else.
210	QID1A	I like it here and I'm comfortable here, I like the climate, I wouldn't go to Oceanside.
153	QID1A	I like it.
220	QID1A	I like how classy and up scale it is.
479	QID1A	I just like it here. It's nice.
1072	QID1A	I just like the town.
320	QID1A	I just like the slower paced life style here; it is important to me.
1074	QID1A	I just like the community.
680	QID1A	I just like it.
322	QID1A	I have seen Carlsbad grow.
341	QID1A	I have been a resident for more than 30 years.
233	QID1A	I have been a resident for 40 years. I have the same house and it's comfortable.
8	QID1A	I guess because we have lived here so long.
394	QID1A	I feel safe and secure here. And it's a beautiful place to live.
563	QID1A	I feel like it offers me what I need for my style of living; and it's a people conscious city.
223	QID1A	I feel comfortable. I do what I need to do like walking and surfing.
643	QID1A	I feel our city is well managed, with all the amenities that we have grown to admire: excellent libraries, right on the beach, good shopping, and good retail and good safety.
695	QID1A	I enjoy water sports and I like the quiet atmosphere and climate
16	QID1A	I enjoy the place.
162	QID1A	I enjoy the atmosphere of Carlsbad and don't have the money to live in La Jolla.
835	QID1A	I enjoy it here.
480	QID1A	I don't know.
1077	QID1A	I can't imagine living some where else.

254	QID1A	My husband is an engineer for a little while.
15	QID1A	My home, the climate and my family lives here.
67	QID1A	I have been here most of my married life.
197	QID1A	It has that family connotation pride attached to it. I can depend on fire and police protection.
172	QID1A	It has a good reputation.
1010	QID1A	I happen to like the location because I am near to the ocean.
663	QID1A	It's a great place to live.
264	QID1A	It's a great place to live.
173	QID1A	It's a great place to live.
219	QID1A	It's a great place to live.
543	QID1A	It's a great area and very well maintained.
276	QID1A	It's good to have a sense of community.
733	QID1A	The good public schools.
490	QID1A	It's a good place to live.
24	QID1A	It's a good place to live.
211	QID1A	I have a good neighborhood and it's close to the beach.
907	QID1A	The good community with lots of activities.
230	QID1A	My friends and families and is a nice place to live: clean and not too much crime.
334	QID1A	It feels safe here.
372	QID1A	My family. I have family here in Carlsbad. The convenience of being near my family.
880	QID1A	My family.
221	QID1A	It's an excellent place to live all around.
101	QID1A	I enjoy all the things in town.
17	QID1A	I enjoy a safe life for my kids and myself; it's close to a lot of other cities.
70	QID1A	I don't know.
308	QID1A	I don't know.
64	QID1A	I don't know.
79	QID1A	I don't have to travel as far for work.
725	QID1A	The crime rate is low and the schools. The beach is near by.
166	QID1A	It's convenient and nice.
109	QID1A	The convenience; it's close to the ocean.
805	QID1A	The convenience.
135	QID1A	I consider it a small town feel.
591	QID1A	Comparing it to surrounding towns, it is the best choice.
887	QID1A	The community around this area. We have a tendency to look out for each other, the people.
600	QID1A	It's comfortable and safe.
737	QID1A	It's closer to my job.
231	QID1A	It's close to the beach.
765	QID1A	It's close to shopping and the beach.
87	QID1A	It's close to my husband's work.
1078	QID1A	It's close to everything.
423	QID1A	The climate and security.
705	QID1A	The climate.

943	QID1A	The climate.
568	QID1A	It's clean; crime is low.
381	QID1A	The city is well rounded and it's a safer city than others cities.
1031	QID1A	The city services, cleanliness, recreation.
400	QID1A	The city does a good job running the place.
973	QID1A	I chose here over any other place because it was one of the nicer waterfront cities and less expensive than other cities. And it is clean.
605	QID1A	My children are in Carlsbad and the good schools.
177	QID1A	My child goes to school here and my husband's job is right here.
849	QID1A	Because this is where friends live and I wanted to use a location where it has investments.
817	QID1A	Because the beach is near.
928	QID1A	Because of safety, low crime, the restaurants and stores, the beach and the weather. Also the small town atmosphere.
428	QID1A	Because it's very clean and it's close to the beach.
421	QID1A	Because it's a good town compared to other cities around here.
402	QID1A	Because it's one of the smallest towns in the area and it's close to the beach and the weather is good. And it's safe and we have fewer gangs. The school districts are good.
1022	QID1A	Because it is.
1017	QID1A	Because it has all you want.
1045	QID1A	Because I am a seventh generation Carlsbad resident.
286	QID1A	Because everything is real accessible to us.
1061	QID1A	Carlsbad people are kind and proud and like their own identity.
983	QID1A	Carlsbad offers the things that I was looking for in a place to retire. It has hospital, library, recreation and nice neighbors, all in close vicinity.
830	QID1A	Carlsbad means more than when you say you live somewhere else. A more respected community.
956	QID1A	There are better schools, low crime and good protection.
867	QID1A	I like being in the middle of everything and with the new roads coming, it will make everything easy.
492	QID1A	I've been here 28 years.
895	QID1A	Because this is where our church and friends are and we have roots here.
625	QID1A	Because of the environment, atmosphere, and the weather.
512	QID1A	Because of the safety that the city offers.
441	QID1A	Because I love it here.
84	QID1A	Because I like the community and the beach.
167	QID1A	Because, I work at the high school. A lot of people know me and I know a lot of people because of the good sports programs they have for children. I also like the atmosphere, it's very comfortable.
906	QID1A	Because we like it and because our daughter is close to us.
626	QID1A	Because we have great governmental leadership. We live by the ocean. We also have a library, and lots of opportunity for civic involvement.
297	QID1A	Because the town is pretty and is good place to raise kids.
1019	QID1A	Because the location is better and has a lot of positive things and it's clean and the schools are very good and the church is very pretty.

385	QID1A	Because I like the weather and the people.
476	QID1A	Because relative to my income, it is affordable. I believe the city has a better thought out city plan than most cities in general. I believe the quality of life is better than most cities and it is centrally located to San Diego and Orange Counties. The general development plan of the city is better than others.
739	QID1A	Because of the weather and the safety.
486	QID1A	Because of the weather and less traffic.
597	QID1A	Because of the value of the house, ocean views, clean air and the schools.
274	QID1A	Because of the school system, because of the low crime rate, and beauty.
721	QID1A	Because of the reputation and because of the community pride that I have and the amenities that are here and the safety of the city.
280	QID1A	Because of the protection I get from the police department. And I can walk anywhere I need to go.
743	QID1A	Because of the overall construction of the city. And the proximity to the water.
609	QID1A	Because of the convenience.
818	QID1A	Because of the beauty and weather
998	QID1A	Because of my age. There is a lot of entertainment and culture.
463	QID1A	Because of all the things we just talked about.
878	QID1A	Because my family is here.
323	QID1A	Because my children go to school here.
925	QID1A	Because my business is here, my home is here, my church is here, where I shop is here, where I exercise is here. It is beautiful here.
331	QID1A	Because it's a beautiful place and very convenient.
440	QID1A	Because it's safe and everything is close, like schools and shopping.
439	QID1A	Because it's easy living.
443	QID1A	Because it's close to my work and I don't have to drive very far.
692	QID1A	Because it's a good place to live.
68	QID1A	Because it's a good city; it's close to everything.
585	QID1A	Because it's a beautiful place to live.
897	QID1A	Because it's a well known city that is nice and clean and near the ocean: that's why it is important.
790	QID1A	Because it's attractive and family friendly.
174	QID1A	Because it's a nice place to live, and has low income housing.
292	QID1A	Because it was a nice place to live.
793	QID1A	Because it is close to work. But I don't want to live in Oceanside.
924	QID1A	Because I'm retired and I like the lifestyle.
883	QID1A	Because I've lived here for 20 years. I can't imagine living in another city and wouldn't be able to afford living in the city I want to live.
188	QID1A	Because I've lived here all my life and can't imagine living anywhere else.
554	QID1A	Because I've been here for many years and the family is here.
524	QID1A	Because I would much rather live in Carlsbad rather than the other surrounding communities based on who the surrounding communities are.
869	QID1A	Because I work here.
28	QID1A	Because I work for Carlsbad.

562	QID1A	Because I think the schools are good, it's safe, those are basically it. It's pretty easy to get around the place here.
917	QID1A	Because I think the city provides good services, they've done a good job of attracting big businesses, and the restriction on development has benefited the city. They have maintained the quality of life, but have kept it competitive with other areas.
573	QID1A	Because I teach in the city and my kids live in this city. It's a nice place to live.
539	QID1A	Because I love the location and the small town atmosphere of it.
981	QID1A	Because I like the lifestyle of the city.
39	QID1A	Because I like the feeling of the city. The services they offer and the quality of life.
532	QID1A	Because I like the environment, church, people, and shopping areas.
590	QID1A	Because I like it. It's the best.
815	QID1A	Because I like it.
433	QID1A	Because I like Carlsbad.
580	QID1A	Because I have lived here 25 years, and I have enjoyed it.
1035	QID1A	Because I feel safe in this area and, out of all the cities, this is the best with shopping and doctors.
455	QID1A	Because I feel more involved in my community.
997	QID1A	Because I've lived here most of my life.
645	QID1A	Because of the proximity to the beach.
52	QID1A	Because I work in Carlsbad and I like the school district.
550	QID1A	Because I raise my kids here and because it's my home.
1036	QID1A	Because I like the quality of the city.
333	QID1A	Because of the services and how clean and safe it is.
731	QID1A	Because I am close to the ocean.
206	QID1A	Because I am at the beach.
75	QID1A	Because I like living around the coast and it's not over crowded and there are bookstores.
65	QID1A	Because I am comfortable here and my sister lives next door and everything is near by.
537	QID1A	Because of the school districts and the beach is why it is important to live here.
55	QID1A	Because it's where I work, play and raise my kids.
46	QID1A	Because it is a nice area and close to the beach with a good weather and close to my relatives.
261	QID1A	It has an awesome reputation and my family.
378	QID1A	All the things it offers; management of services.
588	QID1A	All the mentioned qualities: police, fire protection, schools for my grand children. Everything is convenient. The only problem is the traffic.
60	QID1A	All I said about it being a nice place: sense of community, places to go and things to do. The shopping and dining and lots of beauty. The fact that they care enough to do this.
587	QID1A	A lot of family activities, the schools are decent.
493	QID1A	My adult sons love to live here, which creates an incentive to want to stay.
894	QID1A	We associate Carlsbad as a nice place to live.
961	QID1A	Well it is safe and clean. There are a lot of stores to shop and the weather is just great.
775	QID1A	The weather. The ease of being able to take care of errands and everything is close for shopping.

646	QID1A	We've lived here for 23 years and we haven't moved and it used to be that it was a little more laid back. And we liked the people here.
939	QID1A	We love the atmosphere.
7	QID1A	We just happen to love the area. This is where our house is and I love my house. The schools are good and it's a nice area to raise your children. We have great neighbors. It was cheap when we moved from Northern California
812	QID1A	We feel safe here, it's very clean, well planned, and it is beautiful.
1048	QID1A	The weather; the schools; the people; it is close to the beach and close to San Diego.
459	QID1A	The security, the safety and the closeness of the schools.
992	QID1A	The safety and quality of life.
533	QID1A	The safety, beauty, and everything I want is right around here. The cultural value is good.
169	QID1A	The quality of the school district and I think that they're stricter in keeping natural preservation.
761	QID1A	The marine layer comes in exactly till 1 o'clock, and then they have sunshine. I like the cold, and then in the afternoon, I like to be able to go out into the sunshine. If I go 10 minutes inland, I want to come back to Carlsbad. Also the people are very nice to me here; I've never been accosted, run in to, bumped; it's a nice atmosphere.
1034	QID1A	The location, being close to the excellent schools, the beach, the great community.
1043	QID1A	The location and life style, and weather.
717	QID1A	The good schools.
855	QID1A	The general environment is great.
499	QID1A	The environment for raising children.
1018	QID1A	The combination of services and aesthetics for your community. It works in making you feel part of a positive community.
716	QID1A	The climate.
847	QID1A	The ability to do the things I have to do and not go a long way; and the beach, it's clean and quiet.
527	QID1A	School safety. Beach proximity.
285	QID1A	The school district.
569	QID1A	Safety and low crime.
798	QID1A	The quality of life.
419	QID1A	The quality of life when I move was great, but now it going down because of over growth.
361	QID1A	The proximity to the coast and the school system.
437	QID1A	Proximity of things I like to do and beauty.
837	QID1A	Proximity to Los Angeles, San Diego, and Orange counties.
516	QID1A	The property values.
671	QID1A	Pretty much for the same reason, and I have access to freeways and it's very pretty.
768	QID1A	People recognize it as a nice community.
657	QID1A	It's not populated.
152	QID1A	N/A
1082	QID1A	My husband is handicapped. We live nearby the town where he can walk. His disability is blindness.
239	QID1A	The location and weather.

472	QID1A	Living close to the coast, the community. The surrounding communities are not as nice, and they seem more run down.
753	QID1A	Just because of the neighbors and the friends we made.
54	QID1A	Just because it's such a beautiful, wonderful place to live.
908	QID1A	Just because it is nice place to live, and the good, quality schools.
650	QID1A	Just because I lived here for over 20 years.
134	QID1A	Just because I believe in your neighborhood and it's an important part of your identity, and where you live is important.
61	QID1A	I've lived in Carlsbad for 22 years.
1083	QID1A	It's such a change in lifestyle from other places and other parts in the country.
783	QID1A	It's safer.
567	QID1A	It's not a military town which makes a big difference in crime. It has more aesthetics. And it is a coastal town and it is really safe in Carlsbad. Also, it has its own girls and boys club, which is a place for my daughter to go after school.
792	QID1A	Its desirable location and the city is well-managed. It is a relatively safe place to live.
712	QID1A	It's a very safe area and I think it's pretty. We have a nice area to live in, and I am satisfied.
866	QID1A	It's a beautiful place to live; a lot of shops and restaurants, nice beaches and excellent weather. It's a good location for commuting to each of our jobs.
376	QID1A	It's a pleasant and nice environment. It's also a safe place to live.
434	QID1A	It's kind of between where my husband and I work and it's a good spot. It's safe and beautiful.
296	QID1A	It's important to me. It's an all round good place to work, live and have a family.
270	QID1A	It's important because it's closer to my husbands work; we used to live in Oceanside.
658	QID1A	It's important because I've been living in Carlsbad 25 years and this is my home. And because it's a safe place to live.
515	QID1A	It's got the cultural identity and the attitudes that I share, much more than any of the bordering towns.
1041	QID1A	It's beautiful, it's close to the ocean, it's more affordable than some of the other beach towns, and yet it's nicer than some of the ones that are extremely affordable, such as Oceanside.
660	QID1A	It's a great town for my lifestyle and my peers.
870	QID1A	It is where I have grown up.
993	QID1A	It is the finest part of the U.S.A.
957	QID1A	It is safe.
1049	QID1A	It is out of the big city, but we can still get there. I just like it and I have all of the services I need.
253	QID1A	It is less condensed with traffic and building compared with Encinitas and San Marcos and other cities. It is closer to the beach and there are fewer strip malls.
686	QID1A	It is convenient.
940	QID1A	It is because I take care of my grandchildren during the day when their parents are working, and it is convenient for me to live close to them.
642	QID1A	It is the place I chose to retire.
669	QID1A	It is a nice place to live.

839	QID1A	It is a lovely area and a lovely city and very well run. Meanwhile, my concerns are that the city authorities seem to be blind to the traffic congestion and continue to issue building permits without considering the increases in traffic that this will generate.
909	QID1A	It is a good place to live.
358	QID1A	It is a beautiful place to raise our children. There are jazz concerts, beaches, a library, a museum, and the school system is very involved with the child life in Carlsbad. It is excellent.
606	QID1A	It has a good reputation, and it has a higher standard of living. And the weather is good.
282	QID1A	It has a good reputation for a good place to live.
252	QID1A	It has a coastal feel and I like the government here as being a Carlsbad resident.
982	QID1A	It has a better ring to it than Oceanside.
115	QID1A	I've lived here for 30 years and I know a lot of people here.
504	QID1A	I've lived here all my life.
422	QID1A	I've lived here a very long time and I have a lot of friends here. It's a beautiful place because it is right near the ocean and it's safe.
155	QID1A	I've been very happy here. My husband was a physician here and we were made welcome when we came from Texas. He had a wonderful practice and he was honored by the community, as was I.
452	QID1A	I'm proud of the city of Carlsbad because I get more value for my money.
648	QID1A	I'm a California native: Carlsbad is still a lot like California was when I was a kid.
1040	QID1A	I would say: safety, low crime rate, and proximity to the ocean.
303	QID1A	I was born and raised here.
369	QID1A	I want to keep my children in their school.
979	QID1A	I thoroughly love living by the ocean. It is a nice middle point between San Diego and Orange County.
314	QID1A	I think the weather and the facilities. For example: parks, shopping, churches and schools are the first things that are important to me.
447	QID1A	I think the space and the designs of the homes are clever.
667	QID1A	I think, out of the cities of North County, it has the best government.
769	QID1A	I think it's a very safe and beautiful place to live.
201	QID1A	I think it's a nice community and it's central to work and entertainment.
250	QID1A	I think it's a good place to raise a family. The location because of the climate.
811	QID1A	I think its services and overall addressing of aesthetics; its community. The great quality of life.
316	QID1A	I think its aesthetics, appearance and the ocean being so close. The general sense of safety is important to me.
715	QID1A	I think it's a well run city.
1025	QID1A	I think it is a good costal city, they run well as a cooperative city.
579	QID1A	I think first of all the city manages it. They take care of their own needs. I'll give them a "10".
900	QID1A	I think Carlsbad has the right balance than other communities, the y're not too snobbish. They have just the right balance.
317	QID1A	When I came here and lived here - Carlsbad was like a small village. It is expanding too fast. It's too big - too fast.

661	QID1A	I think I like the way the city takes care of the city, maintenance.
842	QID1A	I take pride in being able to live in an upscale community like Carlsbad.
255	QID1A	I surf.
338	QID1A	I prefer it over Oceanside; there's too much riff-raff and crime in Oceanside.
677	QID1A	I own a home here.
3	QID1A	I love the location; it is close to so many things, yet it isn't right on top of everything.
263	QID1A	I love being in San Diego County because there's a nice, easy-going relaxed atmosphere.
505	QID1A	I live near my family. I live by an ocean.
114	QID1A	I like the weather, the climate. And I live in a very nice area of Carlsbad, which I enjoy.
302	QID1A	I like the services and being close to the beach and there's less traffic in San Diego.
311	QID1A	I like the quality of the environment.
991	QID1A	I like the people, climate, location and recreation.
525	QID1A	I like the open space. It's quieter and slower paced. Being close to the ocean is also important. The people are friendly. There are nice libraries; and it's clean.
1026	QID1A	I like the location, the atmosphere, the proximity to the beach, and the weather.
838	QID1A	I like the location. I like the people who live here.
889	QID1A	I like the local village center. I am impressed with the library. We get a chance to get to know the people. We like living to a small center.
803	QID1A	I like the feel of Carlsbad, a comfortable feel.
22	QID1A	I like the city and I am very happy. I have a lot of friends and I like the weather. It's a very attractive place. The city council members are doing a good job.
483	QID1A	I like the area.
623	QID1A	I like the area.
163	QID1A	I like the area, people, community, and wholesomeness of Carlsbad.
399	QID1A	I like the area, it still has a touch of old southern California and you can go inland and go to see open space.
290	QID1A	I like the area and atmosphere. I grew up here so I call it my home. I like the overall feel of the city.
779	QID1A	I like the area.
244	QID1A	I like the programs that Carlsbad has. It is an involved city.
425	QID1A	I like small community of downtown and the water.
513	QID1A	I like living by the ocean.
865	QID1A	I like it here.
1021	QID1A	I like it a lot.
401	QID1A	I like being close to the water. The community as a whole is fiendly and easy to get along with; they're all around good people.
996	QID1A	I like being close to the beach.
999	QID1A	I like being associated with a clean, well managed city.
88	QID1A	I like all our friends. It's a great place to live. The sports programs for our children to do are great. There are a lot of things to do.
620	QID1A	I just think temperate weather, and close to the beach.
44	QID1A	I just think it has a good quality of life.
347	QID1A	I like to be by the beach. And if I lived further south, it would be a lot more crowded.
652	QID1A	I just like the city.
94	QID1A	I just like the city; its home.

278	QID1A	I just like the Carlsbad area.
872	QID1A	I just like hills, cleanliness, shopping, and stores: everything.
762	QID1A	I just enjoy the town so much. They have limited the growth in my neighborhood, and diversity of my neighborhood.
460	QID1A	I have family close by.
854	QID1A	I have children and they are involved in school system.
14	QID1A	I guess because of the schools and also because my husband is a surfer and he goes to the beach everyday.
770	QID1A	I guess I like the amenities, including proximity to the ocean and shopping. And I like the fact that it's a pretty little town.
882	QID1A	I got good property value.
300	QID1A	I go to school in the city. I want to be close to the school.
328	QID1A	I get a great deal on my classes at the community center.
808	QID1A	I feel very safe here. The crime is very low where I live.
213	QID1A	I feel secure in Carlsbad, as to my safety.
1075	QID1A	I feel like the beaches are the best in North County. I prefer North County from South County.
1054	QID1A	I feel it's safer and cleaner. And it's close to the beach. The schools they are best for the kids; that's why it's important to me.
1027	QID1A	I enjoy the quality of life
1002	QID1A	I enjoy living here.
638	QID1A	I believe it's an upper class neighborhood.
853	QID1A	I am proud to live here.
1070	QID1A	I am living as retirement, it is a beautiful city.
681	QID1A	I am familiar with everything.
95	QID1A	Having been a part of the community for the past 50 years, I feel very much involved in its way of life.
634	QID1A	The good schools and it's a good community.
644	QID1A	The good school district and we like the location.
159	QID1A	The government is honest and you can depend on services.
520	QID1A	For me, it's close to town. I live near the ocean, everything is clean and a pretty good class of people.
890	QID1A	For all the good quality.
457	QID1A	For all the 8's that I just gave you
845	QID1A	First, its climate, it's environmentally good.
864	QID1A	My family history.
682	QID1A	Compared to Oceanside, here is more kind, more quality of life, and it is cleaner. Compare to Vista, it is better organized, the streets are better. The school is better than in Oceanside and Vista.
780	QID1A	I'm comfortable here and I have lived here for a long time.
99	QID1A	It's close to everything I need.
304	QID1A	It's close to the beach, there's shopping nearby, I'm comfortable going shopping at night, my car is parked on the street and I'm comfortable walking to it, and I enjoy the facilities in Carlsbad.
1067	QID1A	The climate.

888	QID1A	The climate.
723	QID1A	The climate, recreation, retirement activities, excellent schools and good protection services. I'm pleased with the city government.
104	QID1A	It's close to the beach and the village; and it is clean and safe.
98	QID1A	It's centrally located to Orange County, the desert and mountains.
902	QID1A	Being a Carlsbad resident, the quality of life, for example, the schools.
4	QID1A	Because when you say you live in Carlsbad, everybody seems to acknowledge that it's a good place to live. Good reputation all around.
541	QID1A	Because we have a very crime low rate and the city is clean. It is a safe place to raise children, etc.
836	QID1A	Because this place takes all of our furniture.
879	QID1A	Because this is a nicer city than other cities.
819	QID1A	Because the quality of education for my children and the services. The quality of pollution level.
930	QID1A	Because the company I work at is in Carlsbad, I refuse to drive the Interstate.
176	QID1A	Because the Carlsbad recreation center has great enrichment programs for kids, local theater and a new library.
740	QID1A	Because of the services, the safety, the beauty and the nice neighbors.
683	QID1A	Because of the safety.
724	QID1A	Because of the good reputation of the town.
481	QID1A	Because of my family.
192	QID1A	Because of the coastal charm and mild weather; the aesthetics of it being pretty.
66	QID1A	Because of the ambiance of the town, and the weather.
435	QID1A	Because of my children and the schools.
535	QID1A	Because of its location and its weather.
571	QID1A	Because of growing up in the area and the connection I have with all of my friends and family here. It is just home.
242	QID1A	Because my husband works in Carlsbad.
464	QID1A	Because my family lives close to me.
544	QID1A	Because my family is three blocks away.
751	QID1A	Because it's a safe place to be.
454	QID1A	Because it's a beautiful place.
58	QID1A	Because it's very informal and friendly. It's easy to meet people and have access to other people. Houses and condos share a close community.
586	QID1A	Because it's less of a hassle than going in the freeway. Everything is here.
575	QID1A	Because it's a nice place to live. For example, I enjoy the climate and proximity of things to do in the local area.
1060	QID1A	Because it's a great town and great people, they are all my friends and neighbors. It has the best blend of socio-economic and local diversity in San Diego.
521	QID1A	Because it used to be a small town and now I like it even though there are a lot of people now.
995	QID1A	Because it is known as an upscale community.
873	QID1A	Because it is a much nicer place than some of the close surrounding cities.
796	QID1A	Because it feels peaceable to me and near the beach.
552	QID1A	Because I'm by the beach and the quality of service.

362	QID1A	Because I have lived here for so many years and my family.
259	QID1A	Because I have lived here 23 years.
850	QID1A	Because all things are pretty, good access to beach, community and good people.
343	QID1A	Because I've lived here my whole life.
1050	QID1A	Because I've lived here for so long. I like it; we've lived here 20 years.
45	QID1A	Because I've been here since 1964.
140	QID1A	Because I'm comfortable and my neighbors are very caring. I went to the jazz festival last night and the people we're very nice.
243	QID1A	Because I worked my way here. Started in Oceanside, and this is my desired residence. The school systems, safety and increasing real estate value are important to me.
451	QID1A	Because I work here.
132	QID1A	Because I think the local city government - city council - does a good job and they're accessible.
547	QID1A	Because I think it's the best city in North County. I like the old part of Carlsbad.
764	QID1A	Because I still see Carlsbad not as a city, but more of a town, a village. I still have that friendly village image in my brain.
473	QID1A	Because I love the community, the weather, the beach, the atmosphere and the safety.
31	QID1A	Because I love my home, I love my location. I bought into Carlsbad when I bought an acre of prime land for \$2,000.
49	QID1A	Because I love it. I'm very content.
128	QID1A	Because I lived in Oceanside and saw what it was like.
432	QID1A	Because I live near the coast, I can take my grandkids to the beach and the standard of living is a little bit higher than other communities.
546	QID1A	Because I like the neighborhood, the people in the neighborhood are very friendly and neighborly. It's in North County, which means it's a lot more laid back than in most places.
427	QID1A	Because I like my house because I can afford it since I bought a long time ago.
507	QID1A	Because I feel safe and I like it here.
816	QID1A	Because I don't want to live inland, nor want to live in Oceanside or Encinitas because it's worst there. Surfing is not crowded and the water is cleaner than if you were to go further south.
1059	QID1A	Because Carlsbad simply has a reputation of being a nice place, and there aren't so many homeless or other typically undesirable people around. The people seem to care more about making things look and be nice.
594	QID1A	Because I think is some status.
293	QID1A	Because of its proximity to the beach, activities, libraries, and freeways. The city planning, responsiveness of city hall, the senior center and the parks.
828	QID1A	Aviara Park is one of the nicest places in the world.
714	QID1A	The area, location.
351	QID1A	All the things: the location, the weather, the convenience of it. It's close to the beach. I don't see any down side other than the building that's going on and the traffic.