

The National Citizen Survey™

Coronado, CA

Comparisons by Geographic
Subgroups

2014

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by area.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between Districts are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (316 completed surveys). For each area (North and South), the margin of error rises to approximately plus or minus 14 percentage points since sample sizes were approximately (249 for North and 67 for South). Notable differences between areas included the following:

- There were few differences between the North and South areas within the pillar of Community Characteristics. Residents in the North rated ease of public parking and ease of travel by bicycle more favorably than those in the South.
- Differences between areas were not observed for the majority of the aspects of Governance. However, when differences were observed ratings tended to be more positive in the North than in the South. This pattern was most clear when looking at Mobility aspects of Governance, where the South rated street lighting more positively than those in the North. However, the North awarded more positive marks to Coronado open space and public information services than the South.
- Few differences were observed within the pillar of Participation. When differences between areas occurred, ratings tended to be more favorable in the North. In the facet of Recreation and Wellness, the North was more likely to have used a Coronado recreation center or their services and were more likely to report being in “very good” or “excellent” health than those in the South. Residents in the North were also more likely to have attended a City-sponsored event than those in the South.
- Regarding special topics in Coronado, residents in the South thought it was more important to proactively enforce real estate yard signs and commercial signs on public property and streets and enforce unpermitted activity in public parks or beaches than those in the North.

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Area		Overall
	North	South	
The overall quality of life in Coronado	97%	97%	97%
Overall image or reputation of Coronado	96%	95%	96%
Coronado as a place to live	99%	87%	97%
Your neighborhood as a place to live	94%	86%	93%
Coronado as a place to raise children	94%	91%	94%
Coronado as a place to retire	85%	91%	86%
Overall appearance of Coronado	95%	99%	96%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area		Overall
	North	South	
Overall feeling of safety in Coronado	93%	96%	93%
In your neighborhood during the day	98%	100%	98%
In Coronado's downtown/commercial area during the day	98%	98%	98%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area		Overall
	North	South	
Overall ease of getting to the places you usually have to visit	80%	82%	80%
Traffic flow on major streets	26%	36%	28%
Ease of public parking	37%	21%	34%
Ease of travel by car in Coronado	46%	35%	44%
Ease of travel by public transportation in Coronado	55%	57%	55%
Ease of travel by bicycle in Coronado	84%	69%	82%
Ease of walking in Coronado	95%	94%	95%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area		Overall
	North	South	
Quality of overall natural environment in Coronado	93%	92%	93%
Air quality	86%	93%	87%
Cleanliness of Coronado	93%	93%	93%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area		Overall
	North	South	
Overall "built environment" of Coronado (including overall design, buildings, parks and transportation systems)	77%	81%	77%
Public places where people want to spend time	93%	90%	93%
Availability of affordable quality housing	13%	22%	15%
Overall quality of new development in Coronado	61%	65%	62%

Shaded responses represent statistically significant differences

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area		Overall
	North	South	
Overall economic health of Coronado	88%	77%	87%
Coronado as a place to work	70%	71%	71%
Coronado as a place to visit	96%	96%	96%
Shopping opportunities	47%	55%	48%
Cost of living in Coronado	17%	29%	19%
Overall quality of business and service establishments in Coronado	70%	67%	69%
Vibrant downtown/commercial area	67%	72%	68%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area		Overall
	North	South	
Health and wellness opportunities in Coronado	88%	84%	87%
Fitness opportunities (including exercise classes and paths or trails, etc.)	88%	89%	88%
Recreational opportunities	90%	91%	90%
Availability of affordable quality health care	71%	58%	68%
Availability of affordable quality mental health care	58%	44%	55%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area		Overall
	North	South	
Overall opportunities for education and enrichment	87%	84%	86%
Availability of affordable quality child care/preschool	54%	75%	57%
K-12 education	89%	89%	89%
Adult educational opportunities	80%	72%	79%
Opportunities to attend cultural/arts/music activities	78%	68%	76%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area		Overall
	North	South	
Opportunities to participate in social events and activities	84%	83%	84%
Opportunities to volunteer	84%	74%	82%
Opportunities to participate in community matters	78%	76%	78%
Openness and acceptance of the community toward people of diverse backgrounds	58%	72%	60%
Neighborliness of residents in Coronado	72%	68%	71%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Area		Overall
	North	South	
The City of Coronado	90%	88%	89%
The value of services for the taxes paid to Coronado	64%	69%	65%
The overall direction that Coronado is taking	63%	68%	64%
The job Coronado government does at welcoming citizen involvement	64%	71%	65%
Overall confidence in Coronado government	61%	71%	62%
Generally acting in the best interest of the community	62%	75%	65%
Being honest	66%	70%	66%
Treating all residents fairly	62%	72%	63%
Overall customer service by Coronado employees (police, receptionists, planners, etc.)	84%	76%	82%
The Federal Government	36%	41%	37%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Area		Overall
	North	South	
Police services	85%	75%	84%
Fire services	98%	91%	97%
Ambulance or emergency medical services	96%	89%	95%
Crime prevention	77%	79%	77%
Fire prevention and education	90%	89%	90%
Animal control	83%	77%	82%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	75%	69%	74%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Area		Overall
	North	South	
Traffic enforcement	48%	56%	50%
Street repair	62%	66%	63%
Street cleaning	81%	78%	81%
Street lighting	54%	77%	57%
Sidewalk maintenance	69%	62%	68%
Traffic signal timing	39%	40%	39%
Bus or transit services	71%	78%	72%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Area		Overall
	North	South	
Garbage collection	94%	92%	94%
Recycling	92%	95%	93%
Yard waste pick-up	88%	87%	88%
Drinking water	71%	76%	72%
Coronado open space	82%	65%	79%

Shaded responses represent statistically significant differences

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Area		Overall
	North	South	
Storm drainage	73%	78%	73%
Sewer services	89%	79%	87%
Land use, planning and zoning	58%	62%	58%
Code enforcement (weeds, abandoned buildings, etc.)	60%	63%	61%

Table 15: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Area		Overall
	North	South	
City parks	94%	93%	94%
Recreation programs or classes	91%	85%	90%
Recreation centers or facilities	95%	90%	95%

Table 16: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Area		Overall
	North	South	
Public library services	99%	93%	98%
City-sponsored special events	90%	78%	88%

Table 17: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Area		Overall
	North	South	
Public information services	85%	69%	82%

Table 18: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area		Overall
	North	South	
Sense of community	83%	79%	82%
Recommend living in Coronado to someone who asks	96%	83%	94%
Remain in Coronado for the next five years	87%	85%	87%
Contacted the City of Coronado (in-person, phone, email or web) for help or information	45%	36%	44%

Table 19: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area		Overall
	North	South	
Was NOT the victim of a crime	84%	94%	86%
Did NOT report a crime	72%	93%	76%
Stocked supplies in preparation for an emergency	34%	27%	33%

Table 20: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area		Overall
	North	South	
Walked or biked instead of driving	92%	85%	91%
Carpooled with other adults or children instead of driving alone	45%	44%	45%
Used bus, rail or other public transportation instead of driving	31%	37%	32%

Table 21: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area		Overall
	North	South	
Recycle at home	98%	96%	98%
Made efforts to make your home more energy efficient	73%	69%	73%
Made efforts to conserve water	90%	92%	90%

Table 22: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area		Overall
	North	South	
NOT under housing cost stress	67%	75%	68%
Did NOT observe a code violation	57%	77%	60%

Table 23: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area		Overall
	North	South	
Purchase goods or services from a business located in Coronado	96%	91%	96%
Economy will have positive impact on income	31%	32%	31%
Work in Coronado	34%	22%	32%

Table 24: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area		Overall
	North	South	
Used Coronado recreation centers or their services	80%	49%	75%
Visited a neighborhood park or City park	95%	89%	94%
Eat at least 5 portions of fruits and vegetables a day	92%	88%	91%
Participate in moderate or vigorous physical activity	95%	89%	94%
Reported being in "very good" or "excellent" health	81%	66%	79%

Table 25: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area		Overall
	North	South	
Used Coronado public library or its services	79%	73%	78%
Participated in religious or spiritual activities in Coronado	46%	43%	45%
Attended a City-sponsored event	77%	54%	73%

Shaded responses represent statistically significant differences

Table 26: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area		Overall
	North	South	
Campaigned or advocated for an issue, cause or candidate	31%	20%	29%
Contacted Coronado elected officials (in-person, phone, email or web) to express your opinion	25%	18%	24%
Volunteered your time to some group/activity in Coronado	51%	44%	50%
Participated in a club	43%	46%	44%
Talked to or visited with your immediate neighbors	95%	98%	95%
Done a favor for a neighbor	90%	88%	90%
Attended a local public meeting	29%	25%	28%
Watched (online or on television) a local public meeting	24%	20%	24%
Read or watch local news (via television, paper, computer, etc.)	86%	87%	86%
Vote in local elections	82%	75%	81%

Table 27: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Area		Overall
	North	South	
Overall feeling of safety in Coronado	89%	86%	89%
Overall ease of getting to the places you usually have to visit	79%	82%	80%
Quality of overall natural environment in Coronado	79%	76%	79%
Overall "built environment" of Coronado (including overall design, buildings, parks and transportation systems)	73%	76%	73%
Health and wellness opportunities in Coronado	67%	61%	66%
Overall opportunities for education and enrichment	74%	60%	72%
Overall economic health of Coronado	88%	96%	89%
Sense of community	81%	78%	80%

Table 28: Special Topic 1

	Area		Overall
	North	South	
Please rate your level of satisfaction with new single-family home construction within the City of Coronado?	53%	67%	55%

Table 29: Special Topic 2

In what way, if at all, should the City change the rules and laws for single family homes?	Area		Overall
	North	South	
Change to allow for larger homes	10%	12%	10%
Keep the same as they are today	25%	33%	26%
Change to reduce the size of homes allowed	36%	21%	34%
Don't know	27%	35%	28%

Table 30: Special Topic 3

How important, if at all, is it for the City to proactively enforce the following municipal code violations:	Area		Overall
	North	South	
Real estate yard signs and commercial signs on public property and streets	55%	71%	58%
Short term vacation rentals in residential neighborhoods	64%	77%	66%
Unpermitted activity in public parks or beaches	79%	94%	81%

How important, if at all, is it for the City to proactively enforce the following municipal code violations:	Area		Overall
	North	South	
Residential property maintenance	87%	91%	87%
Commercial property maintenance	94%	97%	95%

Shaded responses represent statistically significant differences