# The National Citizen Survey™

## Coronado, CA

Technical Appendices

2014

# Contents

# Appendix A: Complete Survey Responses

## Responses excluding "don't know"

The following pages contain a complete set of responses to each question on the survey, excluding the "don't know" responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with "N=").

### Table 1: Question 1

| Please rate each of the following aspects of quality of life in Coronado: | Excellent | | Good | | Fair | | Poor | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| Coronado as a place to live | 77% | N=243 | 20% | N=62 | 3% | N=9 | 0% | N=0 | 100% | N=314 |
| Your neighborhood as a place to live | 65% | N=203 | 28% | N=88 | 7% | N=21 | 1% | N=2 | 100% | N=313 |
| Coronado as a place to raise children | 70% | N=190 | 24% | N=65 | 6% | N=16 | 1% | N=2 | 100% | N=273 |
| Coronado as a place to work | 48% | N=94 | 22% | N=44 | 20% | N=39 | 10% | N=19 | 100% | N=196 |
| Coronado as a place to visit | 74% | N=223 | 22% | N=67 | 3% | N=9 | 1% | N=3 | 100% | N=301 |
| Coronado as a place to retire | 67% | N=191 | 19% | N=53 | 10% | N=28 | 4% | N=13 | 100% | N=284 |
| The overall quality of life in Coronado | 66% | N=207 | 31% | N=98 | 3% | N=8 | 0% | N=0 | 100% | N=313 |

### Table 2: Question 2

| Please rate each of the following characteristics as they relate to Coronado as a whole: | Excellent | | Good | | Fair | | Poor | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| Overall feeling of safety in Coronado | 59% | N=183 | 35% | N=108 | 6% | N=20 | 1% | N=2 | 100% | N=313 |
| Overall ease of getting to the places you usually have to visit | 39% | N=122 | 41% | N=128 | 17% | N=54 | 3% | N=8 | 100% | N=312 |
| Quality of overall natural environment in Coronado | 54% | N=168 | 39% | N=121 | 6% | N=20 | 1% | N=3 | 100% | N=312 |
| Overall "built environment" of Coronado (including overall design, buildings, parks and transportation systems) | 30% | N=93 | 47% | N=146 | 19% | N=59 | 4% | N=11 | 100% | N=311 |
| Health and wellness opportunities in Coronado | 47% | N=130 | 40% | N=109 | 11% | N=30 | 2% | N=5 | 100% | N=274 |
| Overall opportunities for education and enrichment | 37% | N=96 | 50% | N=131 | 12% | N=32 | 1% | N=4 | 100% | N=263 |
| Overall economic health of Coronado | 35% | N=100 | 52% | N=148 | 11% | N=32 | 2% | N=7 | 100% | N=286 |
| Sense of community | 42% | N=127 | 40% | N=123 | 16% | N=50 | 1% | N=4 | 100% | N=305 |
| Overall image or reputation of Coronado | 63% | N=198 | 33% | N=102 | 4% | N=12 | 0% | N=1 | 100% | N=313 |

### Table 3: Question 3

| Please indicate how likely or unlikely you are to do each of the following: | Very likely | | Somewhat likely | | Somewhat unlikely | | Very unlikely | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| Recommend living in Coronado to someone who asks | 70% | N=221 | 23% | N=73 | 5% | N=17 | 1% | N=2 | 100% | N=313 |
| Remain in Coronado for the next five years | 66% | N=202 | 21% | N=64 | 7% | N=20 | 7% | N=21 | 100% | N=307 |

### Table 4: Question 4

| Please rate how safe or unsafe you feel: | Very safe | | Somewhat safe | | Neither safe nor unsafe | | Somewhat unsafe | | Very unsafe | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| In your neighborhood during the day | 87% | N=272 | 11% | N=36 | 1% | N=3 | 1% | N=2 | 0% | N=1 | 100% | N=314 |
| In Coronado's downtown/commercial area during the day | 85% | N=266 | 13% | N=41 | 1% | N=3 | 1% | N=3 | 0% | N=0 | 100% | N=313 |

## Table 5: Question 5

| Please rate each of the following characteristics as they relate to Coronado as a whole: | Excellent | | Good | | Fair | | Poor | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| Traffic flow on major streets | 1% | N=4 | 27% | N=83 | 41% | N=128 | 31% | N=96 | 100% | N=311 |
| Ease of public parking | 6% | N=20 | 28% | N=85 | 41% | N=127 | 25% | N=76 | 100% | N=308 |
| Ease of travel by car in Coronado | 6% | N=17 | 39% | N=116 | 42% | N=126 | 14% | N=43 | 100% | N=302 |
| Ease of travel by public transportation in Coronado | 12% | N=22 | 43% | N=83 | 27% | N=52 | 18% | N=34 | 100% | N=191 |
| Ease of travel by bicycle in Coronado | 43% | N=117 | 39% | N=107 | 14% | N=37 | 4% | N=11 | 100% | N=272 |
| Ease of walking in Coronado | 65% | N=202 | 30% | N=92 | 5% | N=15 | 0% | N=1 | 100% | N=310 |
| Air quality | 56% | N=172 | 32% | N=97 | 10% | N=32 | 2% | N=7 | 100% | N=308 |
| Cleanliness of Coronado | 56% | N=175 | 37% | N=116 | 6% | N=20 | 1% | N=3 | 100% | N=314 |
| Overall appearance of Coronado | 58% | N=180 | 38% | N=120 | 4% | N=11 | 0% | N=1 | 100% | N=312 |
| Public places where people want to spend time | 53% | N=163 | 40% | N=125 | 5% | N=14 | 3% | N=8 | 100% | N=310 |
| Availability of affordable quality housing | 4% | N=11 | 11% | N=30 | 33% | N=92 | 53% | N=149 | 100% | N=282 |
| Fitness opportunities (including exercise classes and paths or trails, etc.) | 44% | N=129 | 44% | N=131 | 11% | N=32 | 1% | N=4 | 100% | N=296 |
| Recreational opportunities | 50% | N=154 | 41% | N=125 | 9% | N=28 | 1% | N=2 | 100% | N=309 |
| Availability of affordable quality health care | 24% | N=53 | 44% | N=97 | 21% | N=47 | 10% | N=23 | 100% | N=220 |
| Availability of affordable quality mental health care | 22% | N=25 | 33% | N=36 | 23% | N=26 | 22% | N=24 | 100% | N=111 |

## Table 6: Question 6

| Please rate each of the following characteristics as they relate to Coronado as a whole: | Excellent | | Good | | Fair | | Poor | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| Availability of affordable quality child care/preschool | 19% | N=26 | 38% | N=53 | 37% | N=52 | 6% | N=8 | 100% | N=138 |
| K-12 education | 49% | N=100 | 40% | N=83 | 10% | N=21 | 1% | N=2 | 100% | N=205 |
| Adult educational opportunities | 26% | N=57 | 53% | N=115 | 16% | N=35 | 5% | N=11 | 100% | N=218 |
| Opportunities to attend cultural/arts/music activities | 29% | N=83 | 47% | N=137 | 22% | N=63 | 2% | N=5 | 100% | N=288 |
| Shopping opportunities | 14% | N=45 | 34% | N=106 | 41% | N=127 | 11% | N=35 | 100% | N=313 |
| Cost of living in Coronado | 1% | N=3 | 18% | N=54 | 45% | N=136 | 36% | N=108 | 100% | N=301 |
| Overall quality of business and service establishments in Coronado | 18% | N=55 | 51% | N=158 | 29% | N=89 | 2% | N=6 | 100% | N=307 |
| Vibrant downtown/commercial area | 22% | N=66 | 47% | N=142 | 26% | N=79 | 6% | N=19 | 100% | N=305 |
| Overall quality of new development in Coronado | 16% | N=41 | 46% | N=119 | 25% | N=65 | 13% | N=33 | 100% | N=258 |
| Opportunities to participate in social events and activities | 35% | N=98 | 49% | N=136 | 15% | N=41 | 1% | N=4 | 100% | N=279 |
| Opportunities to volunteer | 37% | N=88 | 45% | N=108 | 18% | N=42 | 0% | N=1 | 100% | N=239 |
| Opportunities to participate in community matters | 33% | N=82 | 44% | N=109 | 18% | N=44 | 4% | N=10 | 100% | N=246 |
| Openness and acceptance of the community toward people of diverse backgrounds | 15% | N=37 | 46% | N=117 | 28% | N=73 | 12% | N=30 | 100% | N=258 |
| Neighborliness of residents in Coronado | 29% | N=89 | 42% | N=126 | 22% | N=66 | 7% | N=21 | 100% | N=303 |

## Table 7: Question 7

| Please indicate whether or not you have done each of the following in the last 12 months. | No | | Yes | | Total | |
|---|---|---|---|---|---|---|
| Made efforts to conserve water | 10% | N=32 | 90% | N=282 | 100% | N=314 |
| Made efforts to make your home more energy efficient | 27% | N=85 | 73% | N=227 | 100% | N=312 |
| Observed a code violation or other hazard in Coronado | 60% | N=186 | 40% | N=125 | 100% | N=310 |
| Household member was a victim of a crime in Coronado | 86% | N=269 | 14% | N=45 | 100% | N=314 |
| Reported a crime to the police in Coronado | 76% | N=238 | 24% | N=76 | 100% | N=315 |
| Stocked supplies in preparation for an emergency | 67% | N=211 | 33% | N=102 | 100% | N=314 |
| Campaigned or advocated for an issue, cause or candidate | 71% | N=218 | 29% | N=91 | 100% | N=310 |
| Contacted the City of Coronado (in-person, phone, email or web) for help or information | 56% | N=177 | 44% | N=136 | 100% | N=313 |
| Contacted Coronado elected officials (in-person, phone, email or web) to express your opinion | 76% | N=239 | 24% | N=74 | 100% | N=313 |

## Table 8: Question 8

| In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Coronado? | 2 times a week or more | | 2-4 times a month | | Once a month or less | | Not at all | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| Used Coronado recreation centers or their services | 22% | N=66 | 17% | N=51 | 37% | N=114 | 25% | N=77 | 100% | N=308 |
| Visited a neighborhood park or City park | 43% | N=135 | 30% | N=96 | 21% | N=65 | 6% | N=18 | 100% | N=314 |
| Used Coronado public library or its services | 18% | N=56 | 33% | N=102 | 27% | N=84 | 22% | N=69 | 100% | N=311 |
| Participated in religious or spiritual activities in Coronado | 15% | N=46 | 15% | N=45 | 16% | N=49 | 55% | N=170 | 100% | N=310 |
| Attended a City-sponsored event | 5% | N=17 | 18% | N=54 | 50% | N=156 | 27% | N=83 | 100% | N=309 |
| Used bus, rail or other public transportation instead of driving | 5% | N=15 | 8% | N=26 | 19% | N=60 | 68% | N=212 | 100% | N=313 |
| Carpooled with other adults or children instead of driving alone | 16% | N=47 | 15% | N=45 | 15% | N=46 | 55% | N=167 | 100% | N=305 |
| Walked or biked instead of driving | 63% | N=198 | 21% | N=66 | 6% | N=20 | 9% | N=28 | 100% | N=312 |
| Volunteered your time to some group/activity in Coronado | 15% | N=46 | 13% | N=41 | 22% | N=68 | 50% | N=157 | 100% | N=312 |
| Participated in a club | 13% | N=41 | 17% | N=52 | 14% | N=43 | 56% | N=174 | 100% | N=310 |
| Talked to or visited with your immediate neighbors | 60% | N=187 | 26% | N=81 | 9% | N=28 | 5% | N=15 | 100% | N=312 |
| Done a favor for a neighbor | 31% | N=97 | 29% | N=92 | 29% | N=91 | 10% | N=32 | 100% | N=313 |

## Table 9: Question 9

| Thinking about local public meetings (of local elected officials like City Council, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting? | 2 times a week or more | | 2-4 times a month | | Once a month or less | | Not at all | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| Attended a local public meeting | 1% | N=3 | 3% | N=10 | 24% | N=75 | 72% | N=222 | 100% | N=310 |
| Watched (online or on television) a local public meeting | 1% | N=2 | 4% | N=13 | 19% | N=58 | 76% | N=237 | 100% | N=310 |

## Table 10: Question 10

| Please rate the quality of each of the following services in Coronado: | Excellent | | Good | | Fair | | Poor | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| Police services | 38% | N=105 | 46% | N=129 | 11% | N=32 | 5% | N=13 | 100% | N=280 |
| Fire services | 67% | N=163 | 30% | N=72 | 3% | N=7 | 0% | N=1 | 100% | N=243 |
| Ambulance or emergency medical services | 62% | N=130 | 32% | N=67 | 4% | N=9 | 1% | N=2 | 100% | N=209 |
| Crime prevention | 30% | N=78 | 47% | N=121 | 17% | N=43 | 6% | N=15 | 100% | N=257 |
| Fire prevention and education | 41% | N=74 | 49% | N=88 | 9% | N=16 | 1% | N=2 | 100% | N=180 |
| Traffic enforcement | 14% | N=40 | 35% | N=99 | 31% | N=87 | 19% | N=53 | 100% | N=279 |
| Street repair | 21% | N=62 | 41% | N=120 | 26% | N=76 | 11% | N=31 | 100% | N=289 |
| Street cleaning | 30% | N=92 | 50% | N=151 | 16% | N=49 | 3% | N=9 | 100% | N=300 |
| Street lighting | 22% | N=67 | 35% | N=108 | 26% | N=80 | 16% | N=50 | 100% | N=305 |
| Sidewalk maintenance | 22% | N=66 | 46% | N=138 | 27% | N=81 | 6% | N=17 | 100% | N=302 |
| Traffic signal timing | 9% | N=28 | 30% | N=89 | 37% | N=112 | 24% | N=73 | 100% | N=303 |
| Bus or transit services | 19% | N=32 | 54% | N=94 | 18% | N=32 | 9% | N=16 | 100% | N=174 |
| Garbage collection | 42% | N=119 | 52% | N=150 | 5% | N=13 | 1% | N=4 | 100% | N=286 |
| Recycling | 44% | N=126 | 49% | N=141 | 6% | N=16 | 2% | N=4 | 100% | N=287 |
| Yard waste pick-up | 39% | N=100 | 48% | N=123 | 11% | N=28 | 1% | N=2 | 100% | N=253 |
| Storm drainage | 25% | N=62 | 48% | N=120 | 19% | N=47 | 8% | N=20 | 100% | N=249 |
| Drinking water | 20% | N=58 | 52% | N=148 | 20% | N=57 | 8% | N=23 | 100% | N=287 |
| Sewer services | 27% | N=63 | 61% | N=143 | 11% | N=26 | 2% | N=4 | 100% | N=236 |
| City parks | 57% | N=172 | 37% | N=110 | 5% | N=15 | 1% | N=4 | 100% | N=301 |
| Recreation programs or classes | 44% | N=108 | 46% | N=113 | 9% | N=23 | 0% | N=1 | 100% | N=245 |
| Recreation centers or facilities | 51% | N=135 | 44% | N=117 | 5% | N=12 | 1% | N=2 | 100% | N=266 |
| Land use, planning and zoning | 15% | N=36 | 43% | N=103 | 26% | N=63 | 15% | N=36 | 100% | N=237 |
| Code enforcement (weeds, abandoned buildings, etc.) | 22% | N=46 | 39% | N=80 | 28% | N=58 | 11% | N=23 | 100% | N=207 |
| Animal control | 31% | N=72 | 51% | N=120 | 14% | N=33 | 4% | N=11 | 100% | N=236 |
| Public library services | 73% | N=195 | 24% | N=65 | 2% | N=4 | 1% | N=2 | 100% | N=266 |
| Public information services | 32% | N=73 | 50% | N=113 | 16% | N=35 | 2% | N=5 | 100% | N=227 |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 26% | N=51 | 48% | N=93 | 22% | N=43 | 4% | N=9 | 100% | N=196 |
| Coronado open space | 32% | N=83 | 47% | N=124 | 16% | N=42 | 5% | N=13 | 100% | N=262 |
| City-sponsored special events | 42% | N=112 | 45% | N=120 | 11% | N=30 | 1% | N=3 | 100% | N=265 |
| Overall customer service by Coronado employees (police, receptionists, planners, etc.) | 34% | N=89 | 49% | N=128 | 15% | N=39 | 3% | N=7 | 100% | N=263 |
| Tennis center | 56% | N=78 | 38% | N=53 | 6% | N=8 | 0% | N=1 | 100% | N=140 |
| Aquatic center | 53% | N=95 | 43% | N=78 | 4% | N=6 | 0% | N=0 | 100% | N=180 |
| Municipal golf course | 51% | N=92 | 41% | N=73 | 6% | N=11 | 2% | N=3 | 100% | N=179 |

## Table 11: Question 11

| Overall, how would you rate the quality of the services provided by each of the following? | Excellent | | Good | | Fair | | Poor | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| The City of Coronado | 34% | N=98 | 55% | N=156 | 9% | N=27 | 1% | N=3 | 100% | N=283 |
| The Federal Government | 7% | N=17 | 29% | N=69 | 40% | N=95 | 23% | N=54 | 100% | N=236 |

## Table 12: Question 12

| Please rate the following categories of Coronado government performance: | Excellent | | Good | | Fair | | Poor | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| The value of services for the taxes paid to Coronado | 19% | N=49 | 46% | N=122 | 27% | N=72 | 8% | N=20 | 100% | N=264 |
| The overall direction that Coronado is taking | 16% | N=42 | 48% | N=125 | 26% | N=69 | 10% | N=25 | 100% | N=262 |
| The job Coronado government does at welcoming citizen involvement | 22% | N=49 | 43% | N=99 | 31% | N=70 | 4% | N=10 | 100% | N=228 |
| Overall confidence in Coronado government | 18% | N=47 | 44% | N=114 | 26% | N=69 | 11% | N=29 | 100% | N=259 |
| Generally acting in the best interest of the community | 19% | N=50 | 45% | N=117 | 24% | N=61 | 12% | N=31 | 100% | N=259 |
| Being honest | 23% | N=54 | 43% | N=102 | 22% | N=53 | 11% | N=27 | 100% | N=236 |
| Treating all residents fairly | 20% | N=48 | 44% | N=108 | 20% | N=50 | 16% | N=40 | 100% | N=246 |

## Table 13: Question 13

| Please rate how important, if at all, you think it is for the Coronado community to focus on each of the following in the coming two years: | Essential | | Very important | | Somewhat important | | Not at all important | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| Overall feeling of safety in Coronado | 60% | N=189 | 28% | N=89 | 11% | N=34 | 1% | N=2 | 100% | N=313 |
| Overall ease of getting to the places you usually have to visit | 36% | N=111 | 44% | N=135 | 16% | N=50 | 4% | N=12 | 100% | N=309 |
| Quality of overall natural environment in Coronado | 40% | N=125 | 39% | N=120 | 20% | N=61 | 2% | N=6 | 100% | N=311 |
| Overall "built environment" of Coronado (including overall design, buildings, parks and transportation systems) | 39% | N=121 | 34% | N=107 | 23% | N=72 | 4% | N=11 | 100% | N=312 |
| Health and wellness opportunities in Coronado | 24% | N=75 | 42% | N=129 | 30% | N=94 | 4% | N=12 | 100% | N=309 |
| Overall opportunities for education and enrichment | 31% | N=95 | 41% | N=127 | 25% | N=76 | 4% | N=12 | 100% | N=309 |
| Overall economic health of Coronado | 40% | N=124 | 49% | N=151 | 9% | N=29 | 1% | N=5 | 100% | N=309 |
| Sense of community | 38% | N=117 | 42% | N=131 | 18% | N=55 | 2% | N=6 | 100% | N=309 |

## Table 14: Question 14

| Please rate your level of satisfaction with new single-family home construction within the City of Coronado? | Percent | Number |
|---|---|---|
| Excellent | 14% | N=44 |
| Good | 29% | N=89 |
| Fair | 14% | N=44 |
| Poor | 20% | N=63 |
| Don't know | 23% | N=71 |
| Total | 100% | N=311 |

## Table 15: Question 15

| In what way, if at all, should the City change the rules and laws for single family homes? | Percent | Number |
|---|---|---|
| Change to allow for larger homes | 11% | N=33 |
| Keep the same as they are today | 27% | N=84 |
| Change to reduce the size of homes allowed | 34% | N=106 |
| Don't know | 29% | N=89 |
| Total | 100% | N=312 |

## Table 16: Question 16

| How important, if at all, is it for the City to proactively enforce the following municipal code violations: | Very important | | Somewhat important | | Somewhat unimportant | | Not at all important | | Don't know | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Real estate yard signs and commercial signs on public property and streets | 21% | N=66 | 33% | N=103 | 19% | N=60 | 20% | N=62 | 6% | N=20 | 100% | N=311 |
| Short term vacation rentals in residential neighborhoods | 41% | N=127 | 19% | N=61 | 15% | N=46 | 16% | N=50 | 9% | N=27 | 100% | N=311 |
| Unpermitted activity in public parks or beaches | 51% | N=158 | 27% | N=84 | 10% | N=31 | 8% | N=25 | 4% | N=12 | 100% | N=311 |
| Residential property maintenance | 43% | N=134 | 41% | N=127 | 11% | N=33 | 1% | N=5 | 4% | N=12 | 100% | N=311 |
| Commercial property maintenance | 56% | N=175 | 33% | N=102 | 4% | N=13 | 1% | N=3 | 6% | N=18 | 100% | N=310 |

## Table 17: Question D1

| How often, if at all, do you do each of the following, considering all of the times you could? | Never | | Rarely | | Sometimes | | Usually | | Always | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Recycle at home | 1% | N=2 | 2% | N=6 | 3% | N=9 | 24% | N=73 | 70% | N=213 | 100% | N=303 |
| Purchase goods or services from a business located in Coronado | 1% | N=3 | 4% | N=11 | 22% | N=67 | 50% | N=150 | 24% | N=72 | 100% | N=302 |
| Eat at least 5 portions of fruits and vegetables a day | 2% | N=6 | 7% | N=20 | 29% | N=86 | 38% | N=112 | 25% | N=74 | 100% | N=298 |
| Participate in moderate or vigorous physical activity | 1% | N=4 | 5% | N=14 | 22% | N=67 | 38% | N=113 | 34% | N=101 | 100% | N=300 |
| Read or watch local news (via television, paper, computer, etc.) | 7% | N=20 | 7% | N=22 | 16% | N=48 | 28% | N=84 | 42% | N=126 | 100% | N=300 |
| Vote in local elections | 16% | N=47 | 3% | N=10 | 7% | N=21 | 13% | N=40 | 61% | N=182 | 100% | N=300 |

## Table 18: Question D2

| Would you say that in general your health is: | Percent | Number |
|---|---|---|
| Excellent | 36% | N=110 |
| Very good | 42% | N=129 |
| Good | 17% | N=50 |
| Fair | 4% | N=12 |
| Poor | 1% | N=3 |
| Total | 100% | N=304 |

## Table 19: Question D3

| What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be | Percent | Number |
|---|---|---|
| Very positive | 6% | N=17 |
| Somewhat positive | 25% | N=76 |
| Neutral | 50% | N=150 |
| Somewhat negative | 16% | N=49 |
| Very negative | 2% | N=6 |
| Total | 100% | N=298 |

## Table 20: Question D4

| What is your employment status? | Percent | Number |
|---|---|---|
| Working full time for pay | 56% | N=169 |
| Working part time for pay | 10% | N=29 |
| Unemployed, looking for paid work | 2% | N=7 |
| Unemployed, not looking for paid work | 2% | N=6 |
| Fully retired | 29% | N=88 |
| Total | 100% | N=299 |

## Table 21: Question D5

| Do you work inside the boundaries of Coronado? | Percent | Number |
|---|---|---|
| Yes, outside the home | 24% | N=69 |
| Yes, from home | 8% | N=24 |
| No | 68% | N=194 |
| Total | 100% | N=287 |

## Table 22: Question D6

| How many years have you lived in Coronado? | Percent | Number |
|---|---|---|
| Less than 2 years | 21% | N=62 |
| 2 to 5 years | 18% | N=55 |
| 6 to 10 years | 14% | N=42 |
| 11 to 20 years | 16% | N=49 |
| More than 20 years | 31% | N=94 |
| Total | 100% | N=302 |

## Table 23: Question D7

| Which best describes the building you live in? | Percent | Number |
|---|---|---|
| One family house detached from any other houses | 52% | N=156 |
| Building with two or more homes (duplex, townhome, apartment or condominium) | 47% | N=141 |
| Other | 2% | N=6 |
| Total | 100% | N=304 |

## Table 24: Question D8

| Is this house, apartment or mobile home... | Percent | Number |
|---|---|---|
| Rented | 48% | N=145 |
| Owned | 52% | N=157 |
| Total | 100% | N=302 |

## Table 25: Question D9

| About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)? | Percent | Number |
|---|---|---|
| Less than $999 per month | 10% | N=27 |
| $1,000 to $1,499 per month | 17% | N=49 |
| $1,500 to $2,499 per month | 22% | N=63 |
| $2,500 to $3,499 per month | 23% | N=65 |
| $3,500 to $4,499 per month | 14% | N=40 |
| $4,500 or more per month | 14% | N=38 |
| Total | 100% | N=282 |

## Table 26: Question D10

| Do any children 17 or under live in your household? | Percent | Number |
|---|---|---|
| No | 66% | N=197 |
| Yes | 34% | N=103 |
| Total | 100% | N=300 |

## Table 27: Question D11

| Are you or any other members of your household aged 65 or older? | Percent | Number |
|---|---|---|
| No | 66% | N=198 |
| Yes | 34% | N=101 |
| Total | 100% | N=298 |

## Table 28: Question D12

| How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.) | Percent | Number |
|---|---|---|
| Less than $49,000 | 13% | N=35 |
| $50,000 to $99,999 | 25% | N=68 |
| $100,000 to $149,999 | 24% | N=65 |
| $150,000 to $199,999 | 12% | N=33 |
| $200,000 or more | 25% | N=66 |
| Total | 100% | N=267 |

## Table 29: Question D13

| Are you Spanish, Hispanic or Latino? | Percent | Number |
|---|---|---|
| No, not Spanish, Hispanic or Latino | 90% | N=266 |
| Yes, I consider myself to be Spanish, Hispanic or Latino | 10% | N=28 |
| Total | 100% | N=294 |

## Table 30: Question D14

| What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.) | Percent | Number |
|---|---|---|
| American Indian or Alaskan Native | 2% | N=5 |
| Asian, Asian Indian or Pacific Islander | 2% | N=7 |
| Black or African American | 0% | N=1 |
| White | 94% | N=276 |
| Other | 5% | N=14 |

Total may exceed 100% as respondents could select more than one option.

## Table 31: Question D15

| In which category is your age? | Percent | Number |
|---|---|---|
| 18 to 24 years | 3% | N=10 |
| 25 to 34 years | 16% | N=48 |
| 35 to 44 years | 13% | N=38 |
| 45 to 54 years | 23% | N=67 |
| 55 to 64 years | 15% | N=44 |
| 65 to 74 years | 14% | N=41 |
| 75 years or older | 16% | N=47 |
| Total | 100% | N=293 |

## Table 32: Question D16

| What is your sex? | Percent | Number |
|---|---|---|
| Female | 54% | N=158 |
| Male | 46% | N=135 |
| Total | 100% | N=293 |

## Table 33: Question D17

| Do you consider a cell phone or landline your primary telephone number? | Percent | Number |
|---|---|---|
| Cell | 58% | N=176 |
| Land line | 22% | N=66 |
| Both | 20% | N=60 |
| Total | 100% | N=302 |

## Responses including "don't know"

The following pages contain a complete set of responses to each question on the survey, including the "don't know" responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with "N=").

### Table 34: Question 1

| Please rate each of the following aspects of quality of life in Coronado: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Coronado as a place to live | 77% | N=243 | 20% | N=62 | 3% | N=9 | 0% | N=0 | 0% | N=1 | 100% | N=315 |
| Your neighborhood as a place to live | 65% | N=203 | 28% | N=88 | 7% | N=21 | 1% | N=2 | 0% | N=0 | 100% | N=313 |
| Coronado as a place to raise children | 61% | N=190 | 21% | N=65 | 5% | N=16 | 1% | N=2 | 12% | N=38 | 100% | N=311 |
| Coronado as a place to work | 31% | N=94 | 14% | N=44 | 13% | N=39 | 6% | N=19 | 36% | N=110 | 100% | N=307 |
| Coronado as a place to visit | 72% | N=223 | 22% | N=67 | 3% | N=9 | 1% | N=3 | 2% | N=6 | 100% | N=308 |
| Coronado as a place to retire | 62% | N=191 | 17% | N=53 | 9% | N=28 | 4% | N=13 | 8% | N=23 | 100% | N=308 |
| The overall quality of life in Coronado | 66% | N=207 | 31% | N=98 | 3% | N=8 | 0% | N=0 | 0% | N=1 | 100% | N=313 |

### Table 35: Question 2

| Please rate each of the following characteristics as they relate to Coronado as a whole: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Overall feeling of safety in Coronado | 59% | N=183 | 35% | N=108 | 6% | N=20 | 1% | N=2 | 0% | N=0 | 100% | N=313 |
| Overall ease of getting to the places you usually have to visit | 39% | N=122 | 41% | N=128 | 17% | N=54 | 3% | N=8 | 0% | N=0 | 100% | N=312 |
| Quality of overall natural environment in Coronado | 54% | N=168 | 39% | N=121 | 6% | N=20 | 1% | N=3 | 0% | N=0 | 100% | N=312 |
| Overall "built environment" of Coronado (including overall design, buildings, parks and transportation systems) | 30% | N=93 | 47% | N=146 | 19% | N=59 | 4% | N=11 | 1% | N=2 | 100% | N=312 |
| Health and wellness opportunities in Coronado | 42% | N=130 | 35% | N=109 | 10% | N=30 | 2% | N=5 | 12% | N=36 | 100% | N=310 |
| Overall opportunities for education and enrichment | 31% | N=96 | 43% | N=131 | 11% | N=32 | 1% | N=4 | 14% | N=43 | 100% | N=306 |
| Overall economic health of Coronado | 32% | N=100 | 48% | N=148 | 10% | N=32 | 2% | N=7 | 8% | N=24 | 100% | N=311 |
| Sense of community | 41% | N=127 | 40% | N=123 | 16% | N=50 | 1% | N=4 | 2% | N=7 | 100% | N=312 |
| Overall image or reputation of Coronado | 63% | N=198 | 32% | N=102 | 4% | N=12 | 0% | N=1 | 0% | N=1 | 100% | N=313 |

### Table 36: Question 3

| Please indicate how likely or unlikely you are to do each of the following: | Very likely | | Somewhat likely | | Somewhat unlikely | | Very unlikely | | Don't know | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Recommend living in Coronado to someone who asks | 70% | N=221 | 23% | N=73 | 5% | N=17 | 1% | N=2 | 1% | N=2 | 100% | N=315 |
| Remain in Coronado for the next five years | 64% | N=202 | 20% | N=64 | 6% | N=20 | 7% | N=21 | 2% | N=8 | 100% | N=314 |

### Table 37: Question 4

| Please rate how safe or unsafe you feel: | Very safe | | Somewhat safe | | Neither safe nor unsafe | | Somewhat unsafe | | Very unsafe | | Don't know | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| In your neighborhood during the day | 87% | N=272 | 11% | N=36 | 1% | N=3 | 1% | N=2 | 0% | N=1 | 0% | N=0 | 100% | N=314 |
| In Coronado's downtown/commercial area during the day | 85% | N=266 | 13% | N=41 | 1% | N=3 | 1% | N=3 | 0% | N=0 | 0% | N=0 | 100% | N=313 |

## Table 38: Question 5

| Please rate each of the following characteristics as they relate to Coronado as a whole: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Traffic flow on major streets | 1% | N=4 | 27% | N=83 | 41% | N=128 | 31% | N=96 | 0% | N=0 | 100% | N=311 |
| Ease of public parking | 6% | N=20 | 27% | N=85 | 41% | N=127 | 25% | N=76 | 1% | N=3 | 100% | N=311 |
| Ease of travel by car in Coronado | 6% | N=17 | 38% | N=116 | 41% | N=126 | 14% | N=43 | 0% | N=1 | 100% | N=303 |
| Ease of travel by public transportation in Coronado | 7% | N=22 | 27% | N=83 | 17% | N=52 | 11% | N=34 | 37% | N=115 | 100% | N=306 |
| Ease of travel by bicycle in Coronado | 39% | N=117 | 35% | N=107 | 12% | N=37 | 4% | N=11 | 10% | N=31 | 100% | N=303 |
| Ease of walking in Coronado | 65% | N=202 | 29% | N=92 | 5% | N=15 | 0% | N=1 | 0% | N=1 | 100% | N=311 |
| Air quality | 55% | N=172 | 31% | N=97 | 10% | N=32 | 2% | N=7 | 1% | N=4 | 100% | N=312 |
| Cleanliness of Coronado | 56% | N=175 | 37% | N=116 | 6% | N=20 | 1% | N=3 | 0% | N=0 | 100% | N=314 |
| Overall appearance of Coronado | 58% | N=180 | 38% | N=120 | 4% | N=11 | 0% | N=1 | 0% | N=0 | 100% | N=312 |
| Public places where people want to spend time | 52% | N=163 | 40% | N=125 | 5% | N=14 | 2% | N=8 | 1% | N=2 | 100% | N=313 |
| Availability of affordable quality housing | 3% | N=11 | 10% | N=30 | 30% | N=92 | 48% | N=149 | 9% | N=29 | 100% | N=311 |
| Fitness opportunities (including exercise classes and paths or trails, etc.) | 42% | N=129 | 42% | N=131 | 10% | N=32 | 1% | N=4 | 4% | N=13 | 100% | N=309 |
| Recreational opportunities | 49% | N=154 | 40% | N=125 | 9% | N=28 | 1% | N=2 | 1% | N=3 | 100% | N=313 |
| Availability of affordable quality health care | 17% | N=53 | 31% | N=97 | 15% | N=47 | 7% | N=23 | 29% | N=91 | 100% | N=311 |
| Availability of affordable quality mental health care | 8% | N=25 | 12% | N=36 | 8% | N=26 | 8% | N=24 | 64% | N=199 | 100% | N=310 |

## Table 39: Question 6

| Please rate each of the following characteristics as they relate to Coronado as a whole: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Availability of affordable quality child care/preschool | 8% | N=26 | 17% | N=53 | 17% | N=52 | 3% | N=8 | 56% | N=172 | 100% | N=310 |
| K-12 education | 32% | N=100 | 27% | N=83 | 7% | N=21 | 1% | N=2 | 34% | N=107 | 100% | N=311 |
| Adult educational opportunities | 18% | N=57 | 37% | N=115 | 11% | N=35 | 4% | N=11 | 30% | N=91 | 100% | N=309 |
| Opportunities to attend cultural/arts/music activities | 27% | N=83 | 44% | N=137 | 21% | N=63 | 2% | N=5 | 6% | N=20 | 100% | N=308 |
| Shopping opportunities | 14% | N=45 | 34% | N=106 | 40% | N=127 | 11% | N=35 | 1% | N=2 | 100% | N=314 |
| Cost of living in Coronado | 1% | N=3 | 17% | N=54 | 44% | N=136 | 35% | N=108 | 3% | N=8 | 100% | N=308 |
| Overall quality of business and service establishments in Coronado | 18% | N=55 | 51% | N=158 | 29% | N=89 | 2% | N=6 | 1% | N=2 | 100% | N=309 |
| Vibrant downtown/commercial area | 21% | N=66 | 46% | N=142 | 25% | N=79 | 6% | N=19 | 1% | N=4 | 100% | N=310 |
| Overall quality of new development in Coronado | 13% | N=41 | 38% | N=119 | 21% | N=65 | 11% | N=33 | 17% | N=51 | 100% | N=309 |
| Opportunities to participate in social events and activities | 31% | N=98 | 44% | N=136 | 13% | N=41 | 1% | N=4 | 11% | N=34 | 100% | N=313 |
| Opportunities to volunteer | 28% | N=88 | 35% | N=108 | 13% | N=42 | 0% | N=1 | 23% | N=73 | 100% | N=312 |
| Opportunities to participate in community matters | 27% | N=82 | 36% | N=109 | 14% | N=44 | 3% | N=10 | 20% | N=61 | 100% | N=307 |
| Openness and acceptance of the community toward people of diverse backgrounds | 12% | N=37 | 38% | N=117 | 24% | N=73 | 10% | N=30 | 17% | N=53 | 100% | N=310 |
| Neighborliness of residents in Coronado | 29% | N=89 | 41% | N=126 | 21% | N=66 | 7% | N=21 | 3% | N=9 | 100% | N=312 |

## Table 40: Question 7

| Please indicate whether or not you have done each of the following in the last 12 months. | No | | Yes | | Total | |
|---|---|---|---|---|---|---|
| Made efforts to conserve water | 10% | N=32 | 90% | N=282 | 100% | N=314 |
| Made efforts to make your home more energy efficient | 27% | N=85 | 73% | N=227 | 100% | N=312 |
| Observed a code violation or other hazard in Coronado | 60% | N=186 | 40% | N=125 | 100% | N=310 |
| Household member was a victim of a crime in Coronado | 86% | N=269 | 14% | N=45 | 100% | N=314 |
| Reported a crime to the police in Coronado | 76% | N=238 | 24% | N=76 | 100% | N=315 |
| Stocked supplies in preparation for an emergency | 67% | N=211 | 33% | N=102 | 100% | N=314 |
| Campaigned or advocated for an issue, cause or candidate | 71% | N=218 | 29% | N=91 | 100% | N=310 |
| Contacted the City of Coronado (in-person, phone, email or web) for help or information | 56% | N=177 | 44% | N=136 | 100% | N=313 |
| Contacted Coronado elected officials (in-person, phone, email or web) to express your opinion | 76% | N=239 | 24% | N=74 | 100% | N=313 |

## Table 41: Question 8

| In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Coronado? | 2 times a week or more | | 2-4 times a month | | Once a month or less | | Not at all | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| Used Coronado recreation centers or their services | 22% | N=66 | 17% | N=51 | 37% | N=114 | 25% | N=77 | 100% | N=308 |
| Visited a neighborhood park or City park | 43% | N=135 | 30% | N=96 | 21% | N=65 | 6% | N=18 | 100% | N=314 |
| Used Coronado public library or its services | 18% | N=56 | 33% | N=102 | 27% | N=84 | 22% | N=69 | 100% | N=311 |
| Participated in religious or spiritual activities in Coronado | 15% | N=46 | 15% | N=45 | 16% | N=49 | 55% | N=170 | 100% | N=310 |
| Attended a City-sponsored event | 5% | N=17 | 18% | N=54 | 50% | N=156 | 27% | N=83 | 100% | N=309 |
| Used bus, rail or other public transportation instead of driving | 5% | N=15 | 8% | N=26 | 19% | N=60 | 68% | N=212 | 100% | N=313 |
| Carpooled with other adults or children instead of driving alone | 16% | N=47 | 15% | N=45 | 15% | N=46 | 55% | N=167 | 100% | N=305 |
| Walked or biked instead of driving | 63% | N=198 | 21% | N=66 | 6% | N=20 | 9% | N=28 | 100% | N=312 |
| Volunteered your time to some group/activity in Coronado | 15% | N=46 | 13% | N=41 | 22% | N=68 | 50% | N=157 | 100% | N=312 |
| Participated in a club | 13% | N=41 | 17% | N=52 | 14% | N=43 | 56% | N=174 | 100% | N=310 |
| Talked to or visited with your immediate neighbors | 60% | N=187 | 26% | N=81 | 9% | N=28 | 5% | N=15 | 100% | N=312 |
| Done a favor for a neighbor | 31% | N=97 | 29% | N=92 | 29% | N=91 | 10% | N=32 | 100% | N=313 |

## Table 42: Question 9

| Thinking about local public meetings (of local elected officials like City Council, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting? | 2 times a week or more | | 2-4 times a month | | Once a month or less | | Not at all | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| Attended a local public meeting | 1% | N=3 | 3% | N=10 | 24% | N=75 | 72% | N=222 | 100% | N=310 |
| Watched (online or on television) a local public meeting | 1% | N=2 | 4% | N=13 | 19% | N=58 | 76% | N=237 | 100% | N=310 |

## Table 43: Question 10

| Please rate the quality of each of the following services in Coronado: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Police services | 34% | N=105 | 42% | N=129 | 10% | N=32 | 4% | N=13 | 9% | N=29 | 100% | N=309 |
| Fire services | 53% | N=163 | 24% | N=72 | 2% | N=7 | 0% | N=1 | 20% | N=62 | 100% | N=306 |
| Ambulance or emergency medical services | 42% | N=130 | 22% | N=67 | 3% | N=9 | 1% | N=2 | 32% | N=100 | 100% | N=309 |
| Crime prevention | 26% | N=78 | 40% | N=121 | 14% | N=43 | 5% | N=15 | 15% | N=47 | 100% | N=303 |
| Fire prevention and education | 24% | N=74 | 29% | N=88 | 5% | N=16 | 1% | N=2 | 41% | N=124 | 100% | N=304 |
| Traffic enforcement | 13% | N=40 | 32% | N=99 | 29% | N=87 | 18% | N=53 | 8% | N=25 | 100% | N=304 |
| Street repair | 20% | N=62 | 39% | N=120 | 25% | N=76 | 10% | N=31 | 6% | N=18 | 100% | N=307 |
| Street cleaning | 30% | N=92 | 50% | N=151 | 16% | N=49 | 3% | N=9 | 1% | N=3 | 100% | N=304 |
| Street lighting | 22% | N=67 | 35% | N=108 | 26% | N=80 | 16% | N=50 | 0% | N=1 | 100% | N=306 |
| Sidewalk maintenance | 22% | N=66 | 45% | N=138 | 27% | N=81 | 6% | N=17 | 1% | N=4 | 100% | N=306 |
| Traffic signal timing | 9% | N=28 | 29% | N=89 | 37% | N=112 | 24% | N=73 | 1% | N=4 | 100% | N=307 |
| Bus or transit services | 11% | N=32 | 31% | N=94 | 11% | N=32 | 5% | N=16 | 42% | N=126 | 100% | N=301 |
| Garbage collection | 39% | N=119 | 49% | N=150 | 4% | N=13 | 1% | N=4 | 7% | N=21 | 100% | N=307 |
| Recycling | 41% | N=126 | 46% | N=141 | 5% | N=16 | 1% | N=4 | 6% | N=18 | 100% | N=305 |
| Yard waste pick-up | 33% | N=100 | 40% | N=123 | 9% | N=28 | 1% | N=2 | 17% | N=52 | 100% | N=305 |
| Storm drainage | 20% | N=62 | 39% | N=120 | 15% | N=47 | 6% | N=20 | 18% | N=56 | 100% | N=305 |
| Drinking water | 19% | N=58 | 48% | N=148 | 19% | N=57 | 8% | N=23 | 7% | N=20 | 100% | N=307 |
| Sewer services | 21% | N=63 | 47% | N=143 | 9% | N=26 | 1% | N=4 | 22% | N=65 | 100% | N=302 |
| City parks | 56% | N=172 | 36% | N=110 | 5% | N=15 | 1% | N=4 | 2% | N=5 | 100% | N=307 |
| Recreation programs or classes | 35% | N=108 | 37% | N=113 | 7% | N=23 | 0% | N=1 | 20% | N=61 | 100% | N=306 |
| Recreation centers or facilities | 44% | N=135 | 38% | N=117 | 4% | N=12 | 1% | N=2 | 13% | N=39 | 100% | N=306 |
| Land use, planning and zoning | 12% | N=36 | 34% | N=103 | 21% | N=63 | 12% | N=36 | 22% | N=66 | 100% | N=304 |
| Code enforcement (weeds, abandoned buildings, etc.) | 15% | N=46 | 27% | N=80 | 19% | N=58 | 8% | N=23 | 31% | N=93 | 100% | N=300 |
| Animal control | 24% | N=72 | 40% | N=120 | 11% | N=33 | 4% | N=11 | 21% | N=64 | 100% | N=300 |
| Public library services | 64% | N=195 | 21% | N=65 | 1% | N=4 | 1% | N=2 | 13% | N=40 | 100% | N=306 |
| Public information services | 24% | N=73 | 37% | N=113 | 12% | N=35 | 2% | N=5 | 25% | N=75 | 100% | N=302 |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 17% | N=51 | 31% | N=93 | 14% | N=43 | 3% | N=9 | 34% | N=103 | 100% | N=299 |
| Coronado open space | 28% | N=83 | 42% | N=124 | 14% | N=42 | 4% | N=13 | 12% | N=37 | 100% | N=300 |
| City-sponsored special events | 37% | N=112 | 40% | N=120 | 10% | N=30 | 1% | N=3 | 12% | N=36 | 100% | N=302 |
| Overall customer service by Coronado employees (police, receptionists, planners, etc.) | 30% | N=89 | 42% | N=128 | 13% | N=39 | 2% | N=7 | 13% | N=38 | 100% | N=301 |
| Tennis center | 26% | N=78 | 17% | N=53 | 3% | N=8 | 0% | N=1 | 54% | N=163 | 100% | N=303 |
| Aquatic center | 31% | N=95 | 26% | N=78 | 2% | N=6 | 0% | N=0 | 41% | N=123 | 100% | N=303 |
| Municipal golf course | 30% | N=92 | 24% | N=73 | 4% | N=11 | 1% | N=3 | 41% | N=126 | 100% | N=305 |

## Table 44: Question 11

| Overall, how would you rate the quality of the services provided by each of the following? | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| The City of Coronado | 32% | N=98 | 51% | N=156 | 9% | N=27 | 1% | N=3 | 7% | N=21 | 100% | N=304 |
| The Federal Government | 6% | N=17 | 23% | N=69 | 32% | N=95 | 18% | N=54 | 22% | N=66 | 100% | N=302 |

## Table 45: Question 12

| Please rate the following categories of Coronado government performance: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| The value of services for the taxes paid to Coronado | 16% | N=49 | 40% | N=122 | 24% | N=72 | 7% | N=20 | 14% | N=41 | 100% | N=305 |
| The overall direction that Coronado is taking | 14% | N=42 | 41% | N=125 | 23% | N=69 | 8% | N=25 | 14% | N=44 | 100% | N=306 |
| The job Coronado government does at welcoming citizen involvement | 16% | N=49 | 33% | N=99 | 23% | N=70 | 3% | N=10 | 25% | N=76 | 100% | N=304 |
| Overall confidence in Coronado government | 16% | N=47 | 38% | N=114 | 23% | N=69 | 10% | N=29 | 15% | N=45 | 100% | N=304 |
| Generally acting in the best interest of the community | 16% | N=50 | 38% | N=117 | 20% | N=61 | 10% | N=31 | 16% | N=47 | 100% | N=306 |
| Being honest | 18% | N=54 | 33% | N=102 | 17% | N=53 | 9% | N=27 | 23% | N=71 | 100% | N=307 |
| Treating all residents fairly | 16% | N=48 | 35% | N=108 | 16% | N=50 | 13% | N=40 | 20% | N=61 | 100% | N=307 |

## Table 46: Question 13

| Please rate how important, if at all, you think it is for the Coronado community to focus on each of the following in the coming two years: | Essential | | Very important | | Somewhat important | | Not at all important | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| Overall feeling of safety in Coronado | 60% | N=189 | 28% | N=89 | 11% | N=34 | 1% | N=2 | 100% | N=313 |
| Overall ease of getting to the places you usually have to visit | 36% | N=111 | 44% | N=135 | 16% | N=50 | 4% | N=12 | 100% | N=309 |
| Quality of overall natural environment in Coronado | 40% | N=125 | 39% | N=120 | 20% | N=61 | 2% | N=6 | 100% | N=311 |
| Overall "built environment" of Coronado (including overall design, buildings, parks and transportation systems) | 39% | N=121 | 34% | N=107 | 23% | N=72 | 4% | N=11 | 100% | N=312 |
| Health and wellness opportunities in Coronado | 24% | N=75 | 42% | N=129 | 30% | N=94 | 4% | N=12 | 100% | N=309 |
| Overall opportunities for education and enrichment | 31% | N=95 | 41% | N=127 | 25% | N=76 | 4% | N=12 | 100% | N=309 |
| Overall economic health of Coronado | 40% | N=124 | 49% | N=151 | 9% | N=29 | 1% | N=5 | 100% | N=309 |
| Sense of community | 38% | N=117 | 42% | N=131 | 18% | N=55 | 2% | N=6 | 100% | N=309 |

## Table 47: Question 14

| Please rate your level of satisfaction with new single-family home construction within the City of Coronado? | Percent | Number |
|---|---|---|
| Excellent | 14% | N=44 |
| Good | 29% | N=89 |
| Fair | 14% | N=44 |
| Poor | 20% | N=63 |
| Don't know | 23% | N=71 |
| Total | 100% | N=311 |

## Table 48: Question 15

| In what way, if at all, should the City change the rules and laws for single family homes? | Percent | Number |
|---|---|---|
| Change to allow for larger homes | 11% | N=33 |
| Keep the same as they are today | 27% | N=84 |
| Change to reduce the size of homes allowed | 34% | N=106 |
| Don't know | 29% | N=89 |
| Total | 100% | N=312 |

## Table 49: Question 16

| How important, if at all, is it for the City to proactively enforce the following municipal code violations: | Very important | | Somewhat important | | Somewhat unimportant | | Not at all important | | Don't know | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Real estate yard signs and commercial signs on public property and streets | 21% | N=66 | 33% | N=103 | 19% | N=60 | 20% | N=62 | 6% | N=20 | 100% | N=311 |
| Short term vacation rentals in residential neighborhoods | 41% | N=127 | 19% | N=61 | 15% | N=46 | 16% | N=50 | 9% | N=27 | 100% | N=311 |
| Unpermitted activity in public parks or beaches | 51% | N=158 | 27% | N=84 | 10% | N=31 | 8% | N=25 | 4% | N=12 | 100% | N=311 |
| Residential property maintenance | 43% | N=134 | 41% | N=127 | 11% | N=33 | 1% | N=5 | 4% | N=12 | 100% | N=311 |
| Commercial property maintenance | 56% | N=175 | 33% | N=102 | 4% | N=13 | 1% | N=3 | 6% | N=18 | 100% | N=310 |

## Table 50: Question D1

| How often, if at all, do you do each of the following, considering all of the times you could? | Never | | Rarely | | Sometimes | | Usually | | Always | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Recycle at home | 1% | N=2 | 2% | N=6 | 3% | N=9 | 24% | N=73 | 70% | N=213 | 100% | N=303 |
| Purchase goods or services from a business located in Coronado | 1% | N=3 | 4% | N=11 | 22% | N=67 | 50% | N=150 | 24% | N=72 | 100% | N=302 |
| Eat at least 5 portions of fruits and vegetables a day | 2% | N=6 | 7% | N=20 | 29% | N=86 | 38% | N=112 | 25% | N=74 | 100% | N=298 |
| Participate in moderate or vigorous physical activity | 1% | N=4 | 5% | N=14 | 22% | N=67 | 38% | N=113 | 34% | N=101 | 100% | N=300 |
| Read or watch local news (via television, paper, computer, etc.) | 7% | N=20 | 7% | N=22 | 16% | N=48 | 28% | N=84 | 42% | N=126 | 100% | N=300 |
| Vote in local elections | 16% | N=47 | 3% | N=10 | 7% | N=21 | 13% | N=40 | 61% | N=182 | 100% | N=300 |

## Table 51: Question D2

| Would you say that in general your health is: | Percent | Number |
|---|---|---|
| Excellent | 36% | N=110 |
| Very good | 42% | N=129 |
| Good | 17% | N=50 |
| Fair | 4% | N=12 |
| Poor | 1% | N=3 |
| Total | 100% | N=304 |

## Table 52: Question D3

| What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be | Percent | Number |
|---|---|---|
| Very positive | 6% | N=17 |
| Somewhat positive | 25% | N=76 |
| Neutral | 50% | N=150 |
| Somewhat negative | 16% | N=49 |
| Very negative | 2% | N=6 |
| Total | 100% | N=298 |

## Table 53: Question D4

| What is your employment status? | Percent | Number |
|---|---|---|
| Working full time for pay | 56% | N=169 |
| Working part time for pay | 10% | N=29 |
| Unemployed, looking for paid work | 2% | N=7 |
| Unemployed, not looking for paid work | 2% | N=6 |
| Fully retired | 29% | N=88 |
| Total | 100% | N=299 |

## Table 54: Question D5

| Do you work inside the boundaries of Coronado? | Percent | Number |
|---|---|---|
| Yes, outside the home | 24% | N=69 |
| Yes, from home | 8% | N=24 |
| No | 68% | N=194 |
| Total | 100% | N=287 |

## Table 55: Question D6

| How many years have you lived in Coronado? | Percent | Number |
|---|---|---|
| Less than 2 years | 21% | N=62 |
| 2 to 5 years | 18% | N=55 |
| 6 to 10 years | 14% | N=42 |
| 11 to 20 years | 16% | N=49 |
| More than 20 years | 31% | N=94 |
| Total | 100% | N=302 |

### Table 56: Question D7

| Which best describes the building you live in? | Percent | Number |
|---|---|---|
| One family house detached from any other houses | 52% | N=156 |
| Building with two or more homes (duplex, townhome, apartment or condominium) | 47% | N=141 |
| Other | 2% | N=6 |
| Total | 100% | N=304 |

### Table 57: Question D8

| Is this house, apartment or mobile home... | Percent | Number |
|---|---|---|
| Rented | 48% | N=145 |
| Owned | 52% | N=157 |
| Total | 100% | N=302 |

### Table 58: Question D9

| About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)? | Percent | Number |
|---|---|---|
| Less than $999 per month | 10% | N=27 |
| $1,000 to $1,499 per month | 17% | N=49 |
| $1,500 to $2,499 per month | 22% | N=63 |
| $2,500 to $3,499 per month | 23% | N=65 |
| $3,500 to $4,499 per month | 14% | N=40 |
| $4,500 or more per month | 14% | N=38 |
| Total | 100% | N=282 |

### Table 59: Question D10

| Do any children 17 or under live in your household? | Percent | Number |
|---|---|---|
| No | 66% | N=197 |
| Yes | 34% | N=103 |
| Total | 100% | N=300 |

### Table 60: Question D11

| Are you or any other members of your household aged 65 or older? | Percent | Number |
|---|---|---|
| No | 66% | N=198 |
| Yes | 34% | N=101 |
| Total | 100% | N=298 |

## Table 61: Question D12

| How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.) | Percent | Number |
|---|---|---|
| Less than $49,000 | 13% | N=35 |
| $50,000 to $99,999 | 25% | N=68 |
| $100,000 to $149,999 | 24% | N=65 |
| $150,000 to $199,999 | 12% | N=33 |
| $200,000 or more | 25% | N=66 |
| Total | 100% | N=267 |

## Table 62: Question D13

| Are you Spanish, Hispanic or Latino? | Percent | Number |
|---|---|---|
| No, not Spanish, Hispanic or Latino | 90% | N=266 |
| Yes, I consider myself to be Spanish, Hispanic or Latino | 10% | N=28 |
| Total | 100% | N=294 |

## Table 63: Question D14

| What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.) | Percent | Number |
|---|---|---|
| American Indian or Alaskan Native | 2% | N=5 |
| Asian, Asian Indian or Pacific Islander | 2% | N=7 |
| Black or African American | 0% | N=1 |
| White | 94% | N=276 |
| Other | 5% | N=14 |

Total may exceed 100% as respondents could select more than one option.

## Table 64: Question D15

| In which category is your age? | Percent | Number |
|---|---|---|
| 18 to 24 years | 3% | N=10 |
| 25 to 34 years | 16% | N=48 |
| 35 to 44 years | 13% | N=38 |
| 45 to 54 years | 23% | N=67 |
| 55 to 64 years | 15% | N=44 |
| 65 to 74 years | 14% | N=41 |
| 75 years or older | 16% | N=47 |
| Total | 100% | N=293 |

## Table 65: Question D16

| What is your sex? | Percent | Number |
|---|---|---|
| Female | 54% | N=158 |
| Male | 46% | N=135 |
| Total | 100% | N=293 |

## Table 66: Question D17

| Do you consider a cell phone or landline your primary telephone number? | Percent | Number |
|---|---|---|
| Cell | 58% | N=176 |
| Land line | 22% | N=66 |
| Both | 20% | N=60 |
| Total | 100% | N=302 |

# Appendix B: Benchmark Comparisons

## Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Coronado chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (resort communities with populations less than 55,000).

## Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Coronado's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month. The second column is the rank assigned to Coronado's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Coronado's rating to the benchmark.

| Benchmark Database Characteristics | |
|---|---|
| Region | Percent |
| New England | 3% |
| Middle Atlantic | 5% |
| East North Central | 15% |
| West North Central | 13% |
| South Atlantic | 22% |
| East South Central | 3% |
| West South Central | 7% |
| Mountain | 16% |
| Pacific | 16% |
| Population | Percent |
| Less than 10,000 | 10% |
| 10,000 to 24,999 | 22% |
| 25,000 to 49,999 | 23% |
| 50,000 to 99,999 | 22% |
| 100,000 or more | 23% |

In that final column, Coronado's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by Coronado residents is statistically similar to or different (greater or lesser) than the benchmark. Benchmark differences are calculated by using the average rating, where to be higher than the benchmark results must be 10 points higher than the average rating; to be much higher than the benchmark, results must be 20 points higher. More extreme differences are noted as "much higher" or "much lower."

# National Benchmark Comparisons

## Table 67: Community Characteristics General

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|
| The overall quality of life in Coronado | 97% | 3 | 366 | Higher |
| Overall image or reputation of Coronado | 96% | 3 | 279 | Much higher |
| Coronado as a place to live | 97% | 2 | 307 | Higher |
| Your neighborhood as a place to live | 93% | 6 | 245 | Higher |
| Coronado as a place to raise children | 94% | 12 | 305 | Higher |
| Coronado as a place to retire | 86% | 4 | 292 | Much higher |
| Overall appearance of Coronado | 96% | 6 | 283 | Much higher |

## Table 68: Community Characteristics by Facet

| | | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|---|
| Safety | Overall feeling of safety in Coronado | 93% | 13 | 129 | Higher |
| | In your neighborhood during the day | 98% | 10 | 281 | Similar |
| | In Coronado's downtown/commercial area during the day | 98% | 13 | 243 | Higher |
| Mobility | Overall ease of getting to the places you usually have to visit | 80% | 15 | 48 | Similar |
| | Ease of walking in Coronado | 95% | 2 | 236 | Much higher |
| | Ease of travel by bicycle in Coronado | 82% | 9 | 243 | Much higher |
| | Ease of travel by public transportation in Coronado | 55% | 33 | 73 | Similar |
| | Ease of travel by car in Coronado | 44% | 215 | 240 | Lower |
| | Ease of public parking | 34% | 33 | 37 | Lower |
| | Traffic flow on major streets | 28% | 252 | 276 | Lower |
| Natural Environment | Quality of overall natural environment in Coronado | 93% | 9 | 225 | Higher |
| | Cleanliness of Coronado | 93% | 11 | 221 | Higher |
| | Air quality | 87% | 9 | 206 | Higher |
| Built Environment | Overall "built environment" of Coronado (including overall design, buildings, parks and transportation systems) | 77% | 9 | 45 | Higher |
| | Overall quality of new development in Coronado | 62% | 104 | 228 | Similar |
| | Availability of affordable quality housing | 15% | 246 | 249 | Much lower |
| | Public places where people want to spend time | 93% | 1 | 43 | Much higher |
| Economy | Overall economic health of Coronado | 87% | 8 | 48 | Higher |
| | Vibrant downtown/commercial area | 68% | 9 | 43 | Higher |
| | Overall quality of business and service establishments in Coronado | 69% | 68 | 212 | Similar |
| | Cost of living in Coronado | 19% | 42 | 45 | Lower |
| | Shopping opportunities | 48% | 145 | 235 | Similar |
| | Coronado as a place to visit | 96% | 2 | 57 | Much higher |
| | Coronado as a place to work | 71% | 41 | 281 | Higher |
| Recreation and Wellness | Health and wellness opportunities in Coronado | 87% | 6 | 45 | Higher |
| | Availability of affordable quality mental health care | 55% | 18 | 43 | Similar |
| | Availability of affordable quality health care | 68% | 50 | 211 | Similar |
| | Recreational opportunities | 90% | 4 | 245 | Much higher |
| | Fitness opportunities (including exercise classes and paths or trails, etc.) | 88% | 6 | 45 | Higher |
| Education and Enrichment | Opportunities to attend cultural/arts/music activities | 76% | 33 | 242 | Higher |
| | Adult educational opportunities | 79% | 8 | 42 | Similar |
| | K-12 education | 89% | 29 | 201 | Higher |
| | Availability of affordable quality child care/preschool | 57% | 40 | 210 | Similar |
| Community | Opportunities to participate in social events and | 84% | 11 | 202 | Higher |

| | | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|---|
| Engagement | activities | | | | |
| | Neighborliness of Coronado | 71% | 7 | 44 | Similar |
| | Openness and acceptance of the community toward people of diverse backgrounds | 60% | 154 | 234 | Similar |
| | Opportunities to participate in community matters | 78% | 12 | 210 | Higher |
| | Opportunities to volunteer | 82% | 26 | 214 | Similar |

## Table 69: Governance General

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|
| Services provided by the City of Coronado | 89% | 25 | 341 | Higher |
| Overall customer service by Coronado employees (police, receptionists, planners, etc.) | 82% | 102 | 292 | Similar |
| Value of services for the taxes paid to Coronado | 65% | 59 | 324 | Similar |
| Overall direction that Coronado is taking | 64% | 98 | 266 | Similar |
| Job Coronado government does at welcoming citizen involvement | 65% | 16 | 247 | Higher |
| Overall confidence in Coronado government | 62% | 18 | 47 | Similar |
| Generally acting in the best interest of the community | 65% | 18 | 45 | Similar |
| Being honest | 66% | 13 | 45 | Similar |
| Treating all residents fairly | 63% | 18 | 45 | Similar |
| Services provided by the Federal Government | 37% | 118 | 203 | Similar |

## Table 70: Governance by Facet

| | | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|---|
| | Police/Sheriff services | 84% | 106 | 342 | Similar |
| | Fire services | 97% | 6 | 288 | Higher |
| | Ambulance or emergency medical services | 95% | 19 | 272 | Similar |
| | Crime prevention | 77% | 73 | 280 | Similar |
| | Fire prevention and education | 90% | 19 | 236 | Similar |
| | Animal control | 82% | 10 | 261 | Higher |
| Safety | Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 74% | 42 | 235 | Similar |
| | Traffic enforcement | 50% | 273 | 304 | Similar |
| | Street repair | 63% | 65 | 349 | Higher |
| | Street cleaning | 81% | 15 | 236 | Higher |
| | Street lighting | 57% | 139 | 261 | Similar |
| | Sidewalk maintenance | 68% | 37 | 241 | Higher |
| | Traffic signal timing | 39% | 172 | 204 | Similar |
| Mobility | Bus or transit services | 72% | 41 | 178 | Similar |
| | Garbage collection | 94% | 38 | 280 | Similar |
| | Recycling | 93% | 29 | 291 | Higher |
| | Yard waste pick-up | 88% | 27 | 211 | Higher |
| Natural Environment | Drinking water | 72% | 144 | 263 | Similar |
| | Coronado open space | 79% | 13 | 57 | Similar |
| | Storm drainage | 73% | 63 | 289 | Similar |
| | Sewer services | 87% | 58 | 247 | Similar |
| | Land use, planning and zoning | 58% | 66 | 238 | Similar |
| Built Environment | Code enforcement (weeds, abandoned buildings, etc.) | 61% | 62 | 290 | Similar |

| | | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|---|
| Recreation and Wellness | City parks | 94% | 13 | 260 | Higher |
| | Recreation programs or classes | 90% | 8 | 266 | Higher |
| | Recreation centers or facilities | 95% | 5 | 226 | Higher |
| Education and Enrichment | City-sponsored special events | 88% | 4 | 48 | Higher |
| | Public library services | 98% | 2 | 277 | Higher |
| Community Engagement | Public information services | 82% | 14 | 219 | Higher |

## Table 71: Participation General

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|
| Sense of community | 82% | 12 | 247 | Higher |
| Recommend living in Coronado to someone who asks | 94% | 56 | 216 | Similar |
| Remain in Coronado for the next five years | 87% | 80 | 216 | Similar |
| Contacted Coronado (in-person, phone, email or web) for help or information | 44% | 167 | 244 | Similar |

## Table 72: Participation by Facet

| | | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|---|
| Safety | Stocked supplies in preparation for an emergency | 33% | 28 | 42 | Similar |
| | Did NOT report a crime to the police | 76% | 27 | 44 | Similar |
| | Household member was NOT a victim of a crime | 86% | 159 | 220 | Similar |
| Mobility | Used bus, rail, subway or other public transportation instead of driving | 32% | 15 | 40 | Similar |
| | Carpooled with other adults or children instead of driving alone | 45% | 18 | 44 | Similar |
| | Walked or biked instead of driving | 91% | 2 | 44 | Much higher |
| Natural Environment | Made efforts to conserve water | 90% | 6 | 43 | Similar |
| | Made efforts to make your home more energy efficient | 73% | 38 | 43 | Similar |
| | Recycle at home | 98% | 6 | 209 | Higher |
| Built Environment | Did NOT observe a code violation or other hazard in Coronado | 60% | 16 | 44 | Similar |
| | NOT experiencing housing costs stress | 68% | 95 | 205 | Similar |
| Economy | Purchase goods or services from a business located in Coronado | 96% | 29 | 43 | Similar |
| | Economy will have positive impact on income | 31% | 22 | 205 | Similar |
| | Work inside boundaries of Coronado | 32% | 31 | 43 | Lower |
| Recreation and Wellness | Used Coronado recreation centers or their services | 75% | 8 | 186 | Higher |
| | Visited a neighborhood park or City park | 94% | 12 | 214 | Similar |
| | Eat at least 5 portions of fruits and vegetables a day | 91% | 1 | 43 | Similar |
| | Participate in moderate or vigorous physical activity | 94% | 1 | 43 | Similar |
| | In very good to excellent health | 79% | 6 | 43 | Similar |
| Education and Enrichment | Used Coronado public libraries or their services | 78% | 35 | 192 | Similar |
| | Participated in religious or spiritual activities in Coronado | 45% | 117 | 164 | Similar |
| | Attended City-sponsored event | 73% | 4 | 43 | Much higher |

| | | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|---|
| | Campaigned or advocated for an issue, cause or candidate | 29% | 6 | 43 | Similar |
| | Contacted Coronado elected officials (in-person, phone, email or web) to express your opinion | 24% | 7 | 43 | Similar |
| | Volunteered your time to some group/activity in Coronado | 50% | 70 | 213 | Similar |
| | Participated in a club | 44% | 13 | 188 | Higher |
| | Talked to or visited with your immediate neighbors | 95% | 7 | 43 | Similar |
| | Done a favor for a neighbor | 90% | 4 | 41 | Similar |
| | Attended a local public meeting | 28% | 48 | 215 | Similar |
| | Watched (online or on television) a local public meeting | 24% | 144 | 179 | Lower |
| Community Engagement | Read or watch local news (via television, paper, computer, etc.) | 86% | 32 | 43 | Similar |
| | Vote in local elections | 81% | 72 | 205 | Similar |

## Communities included in national comparisons

The communities included in Coronado's comparisons are listed on the following pages along with their population according to the 2010 Census.

Abilene city, KS...................................................... 6,844
Adams County, CO....................................441,603
Airway Heights city, WA ........................................ 6,114
Albany city, OR ...................................................... 50,158
Albemarle County, VA............................................ 98,970
Albert Lea city, MN................................................ 18,016
Altoona city, IA ...................................................... 14,541
Ames city, IA .......................................................... 58,965
Andover CDP, MA.................................................... 8,762
Ankeny city, IA ...................................................... 45,582
Ann Arbor city, MI..................................................113,934
Annapolis city, MD ................................................ 38,394
Apple Valley town, CA ............................................ 69,135
Arlington city, TX ..................................................365,438
Arlington County, VA..............................................207,627
Arvada city, CO......................................................106,433
Ashland city, OR .................................................... 20,078
Ashland town, VA.................................................... 7,225
Aspen city, CO ........................................................ 6,658
Auburn city, AL ...................................................... 53,380
Auburn city, WA...................................................... 70,180
Aurora city, CO ......................................................325,078
Austin city, TX ......................................................790,390
Bainbridge Island city, WA...................................... 23,025
Baltimore city, MD.................................................620,961
Baltimore County, MD ............................................805,029
Battle Creek city, MI............................................... 52,347
Bay City city, MI...................................................... 34,932
Baytown city, TX...................................................... 71,802
Bedford town, MA .................................................. 13,320
Bellevue city, WA ..................................................122,363
Beltrami County, MN .............................................. 44,442
Benbrook city, TX .................................................. 21,234
Benicia city, CA ...................................................... 26,997
Bettendorf city, IA.................................................. 33,217
Billings city, MT......................................................104,170

Blaine city, MN........................................................ 57,186
Bloomfield Hills city, MI .......................................... 3,869
Bloomington city, IL ................................................ 76,610
Bloomington city, MN .............................................. 82,893
Blue Springs city, MO .............................................. 52,575
Boise City city, ID ..................................................205,671
Boonville city, MO .................................................... 8,319
Boulder city, CO...................................................... 97,385
Boulder County, CO................................................294,567
Bowling Green city, KY ............................................ 58,067
Bristol city, TN........................................................ 26,702
Broken Arrow city, OK ............................................ 98,850
Brookfield city, WI .................................................. 37,920
Brookline CDP, MA .................................................. 58,732
Brookline town, NH .................................................. 4,991
Broomfield city, CO ................................................ 55,889
Brownsburg town, IN .............................................. 21,285
Bryan city, TX.......................................................... 76,201
Burleson city, TX...................................................... 36,690
Cabarrus County, NC..............................................178,011
Cambridge city, MA.................................................105,162
Canton city, SD........................................................ 3,057
Cape Coral city, FL..................................................154,305
Cape Girardeau city, MO.......................................... 37,941
Carlisle borough, PA................................................ 18,682
Carlsbad city, CA....................................................105,328
Cartersville city, GA ................................................ 19,731
Cary town, NC ........................................................135,234
Casa Grande city, AZ.............................................. 48,571
Casper city, WY ...................................................... 55,316
Castle Pines North city, CO .................................... 10,360
Castle Rock town, CO.............................................. 48,231
Cedar Falls city, IA .................................................. 39,260
Cedar Rapids city, IA..............................................126,326
Centennial city, CO................................................100,377
Centralia city, IL .................................................... 13,032

24

| | | | | |
|---|---|---|---|---|
| Chambersburg borough, PA | 20,268 | Farmington Hills city, MI | 79,740 |
| Chandler city, AZ | 236,123 | Fayetteville city, NC | 200,564 |
| Chanhassen city, MN | 22,952 | Fishers town, IN | 76,794 |
| Chapel Hill town, NC | 57,233 | Flagstaff city, AZ | 65,870 |
| Charlotte city, NC | 731,424 | Flower Mound town, TX | 64,669 |
| Charlotte County, FL | 159,978 | Flushing city, MI | 8,389 |
| Charlottesville city, VA | 43,475 | Forest Grove city, OR | 21,083 |
| Chesterfield County, VA | 316,236 | Fort Collins city, CO | 143,986 |
| Chippewa Falls city, WI | 13,661 | Fort Smith city, AR | 86,209 |
| Citrus Heights city, CA | 83,301 | Fort Worth city, TX | 741,206 |
| Clayton city, MO | 15,939 | Fountain Hills town, AZ | 22,489 |
| Clive city, IA | 15,447 | Franklin city, TN | 62,487 |
| Clovis city, CA | 95,631 | Fredericksburg city, VA | 24,286 |
| College Park city, MD | 30,413 | Freeport CDP, ME | 1,485 |
| College Station city, TX | 93,857 | Freeport city, IL | 25,638 |
| Colleyville city, TX | 22,807 | Fremont city, CA | 214,089 |
| Collinsville city, IL | 25,579 | Friendswood city, TX | 35,805 |
| Columbia city, MO | 108,500 | Fruita city, CO | 12,646 |
| Columbus city, WI | 4,991 | Gainesville city, FL | 124,354 |
| Commerce City city, CO | 45,913 | Gaithersburg city, MD | 59,933 |
| Concord city, CA | 122,067 | Galveston city, TX | 47,743 |
| Concord town, MA | 17,668 | Garden City city, KS | 26,658 |
| Conyers city, GA | 15,195 | Gardner city, KS | 19,123 |
| Cookeville city, TN | 30,435 | Geneva city, NY | 13,261 |
| Coon Rapids city, MN | 61,476 | Georgetown city, TX | 47,400 |
| Cooper City city, FL | 28,547 | Gilbert town, AZ | 208,453 |
| Coronado city, CA | 18,912 | Gillette city, WY | 29,087 |
| Corvallis city, OR | 54,462 | Globe city, AZ | 7,532 |
| Cross Roads town, TX | 1,563 | Goodyear city, AZ | 65,275 |
| Crystal Lake city, IL | 40,743 | Grafton village, WI | 11,459 |
| Dade City city, FL | 6,437 | Grand Island city, NE | 48,520 |
| Dakota County, MN | 398,552 | Greeley city, CO | 92,889 |
| Dallas city, OR | 14,583 | Green Valley CDP, AZ | 21,391 |
| Dallas city, TX | 1,197,816 | Greenwood Village city, CO | 13,925 |
| Davenport city, IA | 99,685 | Greer city, SC | 25,515 |
| Davidson town, NC | 10,944 | Gunnison County, CO | 15,324 |
| Decatur city, GA | 19,335 | Hailey city, ID | 7,960 |
| Delray Beach city, FL | 60,522 | Haines Borough, AK | 2,508 |
| Denison city, TX | 22,682 | Hallandale Beach city, FL | 37,113 |
| Denver city, CO | 600,158 | Hamilton city, OH | 62,477 |
| Derby city, KS | 22,158 | Hampton city, VA | 137,436 |
| Des Moines city, IA | 203,433 | Hanover County, VA | 99,863 |
| Destin city, FL | 12,305 | Harrisonburg city, VA | 48,914 |
| Dewey-Humboldt town, AZ | 3,894 | Harrisonville city, MO | 10,019 |
| Dorchester County, MD | 32,618 | Hayward city, CA | 144,186 |
| Dothan city, AL | 65,496 | Henderson city, NV | 257,729 |
| Douglas County, CO | 285,465 | Hermiston city, OR | 16,745 |
| Dover city, NH | 29,987 | High Point city, NC | 104,371 |
| Dublin city, OH | 41,751 | Highland Park city, IL | 29,763 |
| Duluth city, MN | 86,265 | Highlands Ranch CDP, CO | 96,713 |
| Duncanville city, TX | 38,524 | Hillsborough town, NC | 6,087 |
| Durham city, NC | 228,330 | Holden town, MA | 17,346 |
| East Grand Forks city, MN | 8,601 | Holland city, MI | 33,051 |
| East Lansing city, MI | 48,579 | Honolulu County, HI | 953,207 |
| Eau Claire city, WI | 65,883 | Hooksett town, NH | 13,451 |
| Eden Prairie city, MN | 60,797 | Hopkins city, MN | 17,591 |
| Edgerton city, KS | 1,671 | Hopkinton town, MA | 14,925 |
| Edina city, MN | 47,941 | Hoquiam city, WA | 8,726 |
| Edmonds city, WA | 39,709 | Houston city, TX | 2,099,451 |
| El Cerrito city, CA | 23,549 | Hudson city, OH | 22,262 |
| El Paso city, TX | 649,121 | Hudson town, CO | 2,356 |
| Elk Grove city, CA | 153,015 | Hudsonville city, MI | 7,116 |
| Elk River city, MN | 22,974 | Huntersville town, NC | 46,773 |
| Elko New Market city, MN | 4,110 | Hurst city, TX | 37,337 |
| Elmhurst city, IL | 44,121 | Hutchinson city, MN | 14,178 |
| Encinitas city, CA | 59,518 | Hutto city, TX | 14,698 |
| Englewood city, CO | 30,255 | Hyattsville city, MD | 17,557 |
| Erie town, CO | 18,135 | Indian Trail town, NC | 33,518 |
| Escambia County, FL | 297,619 | Indianola city, IA | 14,782 |
| Estes Park town, CO | 5,858 | Iowa City city, IA | 67,862 |

| | | | |
|---|---:|---|---:|
| Jackson County, MI | 160,248 | Montgomery County, VA | 94,392 |
| Jefferson City city, MO | 43,079 | Montpelier city, VT | 7,855 |
| Jefferson County, CO | 534,543 | Mooresville town, NC | 32,711 |
| Jerome city, ID | 10,890 | Morristown city, TN | 29,137 |
| Johnson City city, TN | 63,152 | Moscow city, ID | 23,800 |
| Johnson County, KS | 544,179 | Mountlake Terrace city, WA | 19,909 |
| Jupiter town, FL | 55,156 | Munster town, IN | 23,603 |
| Kalamazoo city, MI | 74,262 | Muscatine city, IA | 22,886 |
| Kansas City city, MO | 459,787 | Naperville city, IL | 141,853 |
| Kenmore city, WA | 20,460 | Needham CDP, MA | 28,886 |
| Kennett Square borough, PA | 6,072 | New Braunfels city, TX | 57,740 |
| Kirkland city, WA | 48,787 | New Brighton city, MN | 21,456 |
| La Mesa city, CA | 57,065 | New Orleans city, LA | 343,829 |
| La Plata town, MD | 8,753 | Newport Beach city, CA | 85,186 |
| La Porte city, TX | 33,800 | Newport city, RI | 24,672 |
| La Vista city, NE | 15,758 | Newport News city, VA | 180,719 |
| Lafayette city, CO | 24,453 | Noblesville city, IN | 51,969 |
| Laguna Beach city, CA | 22,723 | Nogales city, AZ | 20,837 |
| Laguna Hills city, CA | 30,344 | Norfolk city, VA | 242,803 |
| Lake Oswego city, OR | 36,619 | Norman city, OK | 110,925 |
| Lake Zurich village, IL | 19,631 | North Las Vegas city, NV | 216,961 |
| Lakeville city, MN | 55,954 | Northglenn city, CO | 35,789 |
| Lakewood city, CO | 142,980 | Novato city, CA | 51,904 |
| Lane County, OR | 351,715 | Novi city, MI | 55,224 |
| Larimer County, CO | 299,630 | O'Fallon city, IL | 28,281 |
| Las Cruces city, NM | 97,618 | Oak Park village, IL | 51,878 |
| Las Vegas city, NV | 583,756 | Oakland Park city, FL | 41,363 |
| Lawrence city, KS | 87,643 | Ogdensburg city, NY | 11,128 |
| League City city, TX | 83,560 | Oklahoma City city, OK | 579,999 |
| Lee County, FL | 618,754 | Olathe city, KS | 125,872 |
| Lewiston city, ME | 36,592 | Olmsted County, MN | 144,248 |
| Lincoln city, NE | 258,379 | Orland Park village, IL | 56,767 |
| Lindsborg city, KS | 3,458 | Oshkosh city, WI | 66,083 |
| Littleton city, CO | 41,737 | Otsego County, MI | 24,164 |
| Livermore city, CA | 80,968 | Oviedo city, FL | 33,342 |
| Lone Tree city, CO | 10,218 | Paducah city, KY | 25,024 |
| Longmont city, CO | 86,270 | Palm Coast city, FL | 75,180 |
| Los Alamos County, NM | 17,950 | Palm Springs city, CA | 44,552 |
| Louisville city, CO | 18,376 | Palo Alto city, CA | 64,403 |
| Lynchburg city, VA | 75,568 | Panama City city, FL | 36,484 |
| Lynnwood city, WA | 35,836 | Papillion city, NE | 18,894 |
| Madison city, WI | 233,209 | Park City city, UT | 7,558 |
| Mankato city, MN | 39,309 | Parker town, CO | 45,297 |
| Maple Grove city, MN | 61,567 | Pasadena city, CA | 137,122 |
| Maple Valley city, WA | 22,684 | Pasco city, WA | 59,781 |
| Maricopa County, AZ | 3,817,117 | Pasco County, FL | 464,697 |
| Marin County, CA | 252,409 | Peachtree City city, GA | 34,364 |
| Maryland Heights city, MO | 27,472 | Pearland city, TX | 91,252 |
| McAllen city, TX | 129,877 | Peoria city, AZ | 154,065 |
| McDonough city, GA | 22,084 | Peoria city, IL | 115,007 |
| McKinney city, TX | 131,117 | Peoria County, IL | 186,494 |
| McMinnville city, OR | 32,187 | Peters township, PA | 21,213 |
| Mecklenburg County, NC | 919,628 | Petoskey city, MI | 5,670 |
| Medford city, OR | 74,907 | Pflugerville city, TX | 46,936 |
| Menlo Park city, CA | 32,026 | Phoenix city, AZ | 1,445,632 |
| Meridian charter township, MI | 39,688 | Pinal County, AZ | 375,770 |
| Meridian city, ID | 75,092 | Pinehurst village, NC | 13,124 |
| Merriam city, KS | 11,003 | Piqua city, OH | 20,522 |
| Merrill city, WI | 9,661 | Platte City city, MO | 4,691 |
| Mesa city, AZ | 439,041 | Plymouth city, MN | 70,576 |
| Mesa County, CO | 146,723 | Pocatello city, ID | 54,255 |
| Miami Beach city, FL | 87,779 | Port Huron city, MI | 30,184 |
| Miami city, FL | 399,457 | Port Orange city, FL | 56,048 |
| Midland city, MI | 41,863 | Port St. Lucie city, FL | 164,603 |
| Milford city, DE | 9,559 | Portland city, OR | 583,776 |
| Minneapolis city, MN | 382,578 | Post Falls city, ID | 27,574 |
| Mission Viejo city, CA | 93,305 | Prince William County, VA | 402,002 |
| Modesto city, CA | 201,165 | Provo city, UT | 112,488 |
| Monterey city, CA | 27,810 | Pueblo city, CO | 106,595 |
| Montgomery County, MD | 971,777 | Purcellville town, VA | 7,727 |

| | | | |
|---|---:|---|---:|
| Queen Creek town, AZ | 26,361 | St. Cloud city, MN | 65,842 |
| Radford city, VA | 16,408 | St. Joseph city, MO | 76,780 |
| Radnor township, PA | 31,531 | St. Louis County, MN | 200,226 |
| Rapid City city, SD | 67,956 | St. Louis Park city, MN | 45,250 |
| Raymore city, MO | 19,206 | Stallings town, NC | 13,831 |
| Redmond city, WA | 54,144 | State College borough, PA | 42,034 |
| Rehoboth Beach city, DE | 1,327 | Sterling Heights city, MI | 129,699 |
| Reno city, NV | 225,221 | Sugar Grove village, IL | 8,997 |
| Reston CDP, VA | 58,404 | Sugar Land city, TX | 78,817 |
| Richmond city, CA | 103,701 | Summit city, NJ | 21,457 |
| Richmond Heights city, MO | 8,603 | Sunnyvale city, CA | 140,081 |
| Rifle city, CO | 9,172 | Surprise city, AZ | 117,517 |
| River Falls city, WI | 15,000 | Suwanee city, GA | 15,355 |
| Riverdale city, UT | 8,426 | Tacoma city, WA | 198,397 |
| Riverside city, CA | 303,871 | Takoma Park city, MD | 16,715 |
| Riverside city, MO | 2,937 | Temecula city, CA | 100,097 |
| Rochester city, MI | 12,711 | Tempe city, AZ | 161,719 |
| Rochester Hills city, MI | 70,995 | Temple city, TX | 66,102 |
| Rock Hill city, SC | 66,154 | The Woodlands CDP, TX | 93,847 |
| Rockford city, IL | 152,871 | Thornton city, CO | 118,772 |
| Rockville city, MD | 61,209 | Thousand Oaks city, CA | 126,683 |
| Rolla city, MO | 19,559 | Tualatin city, OR | 26,054 |
| Roswell city, GA | 88,346 | Tulsa city, OK | 391,906 |
| Round Rock city, TX | 99,887 | Twin Falls city, ID | 44,125 |
| Royal Oak city, MI | 57,236 | Tyler city, TX | 96,900 |
| Saco city, ME | 18,482 | Umatilla city, OR | 6,906 |
| Sahuarita town, AZ | 25,259 | Upper Arlington city, OH | 33,771 |
| Salida city, CO | 5,236 | Urbandale city, IA | 39,463 |
| Salt Lake City city, UT | 186,440 | Vail town, CO | 5,305 |
| Sammamish city, WA | 45,780 | Vancouver city, WA | 161,791 |
| San Antonio city, TX | 1,327,407 | Ventura CCD, CA | 111,889 |
| San Carlos city, CA | 28,406 | Vestavia Hills city, AL | 34,033 |
| San Diego city, CA | 1,307,402 | Virginia Beach city, VA | 437,994 |
| San Francisco city, CA | 805,235 | Wake Forest town, NC | 30,117 |
| San Jose city, CA | 945,942 | Walnut Creek city, CA | 64,173 |
| San Juan County, NM | 130,044 | Washington County, MN | 238,136 |
| San Marcos city, TX | 44,894 | Washoe County, NV | 421,407 |
| San Rafael city, CA | 57,713 | Watauga city, TX | 23,497 |
| Sandy Springs city, GA | 93,853 | Wauwatosa city, WI | 46,396 |
| Sanford city, FL | 53,570 | Waverly city, IA | 9,874 |
| Sangamon County, IL | 197,465 | Weddington town, NC | 9,459 |
| Santa Clarita city, CA | 176,320 | Wentzville city, MO | 29,070 |
| Santa Fe County, NM | 144,170 | West Carrollton city, OH | 13,143 |
| Santa Monica city, CA | 89,736 | West Chester borough, PA | 18,461 |
| Sarasota County, FL | 379,448 | West Des Moines city, IA | 56,609 |
| Savage city, MN | 26,911 | West Richland city, WA | 11,811 |
| Savannah city, GA | 136,286 | Westerville city, OH | 36,120 |
| Scarborough CDP, ME | 4,403 | Westlake town, TX | 992 |
| Scott County, MN | 129,928 | Westminster city, CO | 106,114 |
| Scottsdale city, AZ | 217,385 | Weston town, MA | 11,261 |
| Seaside city, CA | 33,025 | Wheat Ridge city, CO | 30,166 |
| SeaTac city, WA | 26,909 | White House city, TN | 10,255 |
| Sevierville city, TN | 14,807 | Whitewater township, MI | 2,597 |
| Shawnee city, KS | 62,209 | Wichita city, KS | 382,368 |
| Sheboygan city, WI | 49,288 | Williamsburg city, VA | 14,068 |
| Shorewood city, MN | 7,307 | Wilmington city, NC | 106,476 |
| Sioux Falls city, SD | 153,888 | Wilsonville city, OR | 19,509 |
| Skokie village, IL | 64,784 | Winchester city, VA | 26,203 |
| Snellville city, GA | 18,242 | Windsor town, CO | 18,644 |
| South Lake Tahoe city, CA | 21,403 | Windsor town, CT | 29,044 |
| South Portland city, ME | 25,002 | Winston-Salem city, NC | 229,617 |
| Southborough town, MA | 9,767 | Winter Garden city, FL | 34,568 |
| Southlake city, TX | 26,575 | Woodland city, CA | 55,468 |
| Sparks city, NV | 90,264 | Woodland city, WA | 5,509 |
| Spokane Valley city, WA | 89,755 | Wrentham town, MA | 10,955 |
| Springboro city, OH | 17,409 | Yakima city, WA | 91,067 |
| Springfield city, OR | 59,403 | York County, VA | 65,464 |
| Springville city, UT | 29,466 | Yuma city, AZ | 93,064 |
| St. Charles city, IL | 32,974 | | |

# Resort Communities with Populations Less Than 55,000 Benchmark Comparisons

## Table 73: Community Characteristics General

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|
| The overall quality of life in Coronado | 97% | 1 | 23 | Higher |
| Overall image or reputation of Coronado | 96% | 1 | 21 | Higher |
| Coronado as a place to live | 97% | 1 | 24 | Higher |
| Your neighborhood as a place to live | 93% | 1 | 23 | Higher |
| Coronado as a place to raise children | 94% | 1 | 23 | Higher |
| Coronado as a place to retire | 86% | 2 | 24 | Higher |
| Overall appearance of Coronado | 96% | 1 | 23 | Much higher |

## Table 74: Community Characteristics by Facet

| | | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|---|
| Safety | Overall feeling of safety in Coronado | 93% | 3 | 6 | Similar |
| | In your neighborhood during the day | 98% | 4 | 23 | Similar |
| | In Coronado's downtown/commercial area during the day | 98% | 3 | 22 | Similar |
| Mobility | Overall ease of getting to the places you usually have to visit | 80% | NA | NA | NA |
| | Ease of walking in Coronado | 95% | 1 | 21 | Much higher |
| | Ease of travel by bicycle in Coronado | 82% | 2 | 21 | Much higher |
| | Ease of travel by public transportation in Coronado | 55% | NA | NA | NA |
| | Ease of travel by car in Coronado | 44% | 16 | 21 | Similar |
| | Ease of public parking | 34% | NA | NA | NA |
| | Traffic flow on major streets | 28% | 20 | 22 | Lower |
| Natural Environment | Quality of overall natural environment in Coronado | 93% | 6 | 21 | Higher |
| | Cleanliness of Coronado | 93% | 1 | 21 | Higher |
| | Air quality | 87% | 3 | 20 | Similar |
| Built Environment | Overall "built environment" of Coronado (including overall design, buildings, parks and transportation systems) | 77% | NA | NA | NA |
| | Overall quality of new development in Coronado | 62% | 8 | 22 | Similar |
| | Availability of affordable quality housing | 15% | 21 | 22 | Lower |
| | Public places where people want to spend time | 93% | NA | NA | NA |
| Economy | Overall economic health of Coronado | 87% | NA | NA | NA |
| | Vibrant downtown/commercial area | 68% | NA | NA | NA |
| | Overall quality of business and service establishments in Coronado | 69% | 7 | 22 | Similar |
| | Cost of living in Coronado | 19% | NA | NA | NA |
| | Shopping opportunities | 48% | 12 | 23 | Similar |
| | Coronado as a place to visit | 96% | NA | NA | NA |
| | Coronado as a place to work | 71% | 1 | 23 | Much higher |
| Recreation and Wellness | Health and wellness opportunities in Coronado | 87% | NA | NA | NA |
| | Availability of affordable quality mental health care | 55% | NA | NA | NA |
| | Availability of affordable quality health care | 68% | 3 | 20 | Higher |
| | Recreational opportunities | 90% | 2 | 23 | Higher |
| | Fitness opportunities (including exercise classes and paths or trails, etc.) | 88% | NA | NA | NA |
| Education and Enrichment | Opportunities to attend cultural/arts/music activities | 76% | 6 | 22 | Higher |
| | Adult educational opportunities | 79% | NA | NA | NA |
| | K-12 education | 89% | 3 | 19 | Higher |

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|
| Availability of affordable quality child care/preschool | 57% | 4 | 19 | Higher |
| Opportunities to participate in social events and activities | 84% | 4 | 22 | Higher |
| Neighborliness of Coronado | 71% | NA | NA | NA |
| Openness and acceptance of the community toward people of diverse backgrounds | 60% | 14 | 21 | Similar |
| Opportunities to participate in community matters | 78% | 3 | 22 | Similar |
| Community Engagement — Opportunities to volunteer | 82% | 8 | 23 | Similar |

## Table 75: Governance General

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|
| Services provided by the City of Coronado | 89% | 2 | 23 | Higher |
| Overall customer service by Coronado employees (police, receptionists, planners, etc.) | 82% | 8 | 22 | Similar |
| Value of services for the taxes paid to Coronado | 65% | 6 | 25 | Similar |
| Overall direction that Coronado is taking | 64% | 6 | 22 | Similar |
| Job Coronado government does at welcoming citizen involvement | 65% | 3 | 23 | Higher |
| Overall confidence in Coronado government | 62% | NA | NA | NA |
| Generally acting in the best interest of the community | 65% | NA | NA | NA |
| Being honest | 66% | NA | NA | NA |
| Treating all residents fairly | 63% | NA | NA | NA |
| Services provided by the Federal Government | 37% | 11 | 21 | Similar |

## Table 76: Governance by Facet

| | | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|---|
| Safety | Police/Sheriff services | 84% | 7 | 24 | Similar |
| | Fire services | 97% | 1 | 20 | Similar |
| | Ambulance or emergency medical services | 95% | 2 | 20 | Similar |
| | Crime prevention | 77% | 8 | 23 | Similar |
| | Fire prevention and education | 90% | 1 | 22 | Similar |
| | Animal control | 82% | 3 | 18 | Higher |
| | Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 74% | 5 | 21 | Higher |
| Mobility | Traffic enforcement | 50% | 21 | 22 | Similar |
| | Street repair | 63% | 6 | 25 | Higher |
| | Street cleaning | 81% | 2 | 21 | Higher |
| | Street lighting | 57% | 10 | 21 | Similar |
| | Sidewalk maintenance | 68% | 5 | 20 | Similar |
| | Traffic signal timing | 39% | 17 | 21 | Similar |
| | Bus or transit services | 72% | 5 | 18 | Similar |
| Natural Environment | Garbage collection | 94% | 4 | 21 | Similar |
| | Recycling | 93% | 4 | 20 | Similar |
| | Yard waste pick-up | 88% | 5 | 18 | Similar |
| | Drinking water | 72% | 10 | 22 | Similar |
| | Coronado open space | 79% | NA | NA | NA |
| Built Environment | Storm drainage | 73% | 5 | 22 | Similar |
| | Sewer services | 87% | 7 | 20 | Similar |
| | Land use, planning and zoning | 58% | 4 | 22 | Similar |

| | | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|---|
| | Code enforcement (weeds, abandoned buildings, etc.) | 61% | 3 | 23 | Higher |
| Recreation and Wellness | City parks | 94% | 4 | 21 | Similar |
| | Recreation programs or classes | 90% | 3 | 23 | Higher |
| | Recreation centers or facilities | 95% | 3 | 20 | Higher |
| Education and Enrichment | City-sponsored special events | 88% | NA | NA | NA |
| | Public library services | 98% | 1 | 18 | Higher |
| Community Engagement | Public information services | 82% | 1 | 22 | Higher |

## Table 77: Participation General

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|
| Sense of community | 82% | 2 | 22 | Higher |
| Recommend living in Coronado to someone who asks | 94% | 6 | 21 | Similar |
| Remain in Coronado for the next five years | 87% | 7 | 21 | Similar |
| Contacted Coronado (in-person, phone, email or web) for help or information | 44% | 16 | 21 | Similar |

## Table 78: Participation by Facet

| | | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|---|
| Safety | Stocked supplies in preparation for an emergency | 33% | NA | NA | NA |
| | Did NOT report a crime to the police | 76% | NA | NA | NA |
| | Household member was NOT a victim of a crime | 86% | 19 | 21 | Similar |
| Mobility | Used bus, rail, subway or other public transportation instead of driving | 32% | NA | NA | NA |
| | Carpooled with other adults or children instead of driving alone | 45% | NA | NA | NA |
| | Walked or biked instead of driving | 91% | NA | NA | NA |
| Natural Environment | Made efforts to conserve water | 90% | NA | NA | NA |
| | Made efforts to make your home more energy efficient | 73% | NA | NA | NA |
| | Recycle at home | 98% | 2 | 21 | Higher |
| Built Environment | Did NOT observe a code violation or other hazard in Coronado | 60% | NA | NA | NA |
| | NOT experiencing housing costs stress | 68% | 3 | 21 | Similar |
| Economy | Purchase goods or services from a business located in Coronado | 96% | NA | NA | NA |
| | Economy will have positive impact on income | 31% | 3 | 21 | Higher |
| | Work inside boundaries of Coronado | 32% | NA | NA | NA |
| Recreation and Wellness | Used Coronado recreation centers or their services | 75% | 3 | 19 | Higher |
| | Visited a neighborhood park or City park | 94% | 4 | 20 | Similar |
| | Eat at least 5 portions of fruits and vegetables a day | 91% | NA | NA | NA |
| | Participate in moderate or vigorous physical activity | 94% | NA | NA | NA |
| | In very good to excellent health | 79% | NA | NA | NA |
| Education and Enrichment | Used Coronado public libraries or their services | 78% | 4 | 17 | Similar |
| | Participated in religious or spiritual activities in | 45% | 12 | 16 | Similar |

| | | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|---|
| | Coronado | | | | |
| | Attended City-sponsored event | 73% | NA | NA | NA |
| | Campaigned or advocated for an issue, cause or candidate | 29% | NA | NA | NA |
| | Contacted Coronado elected officials (in-person, phone, email or web) to express your opinion | 24% | NA | NA | NA |
| | Volunteered your time to some group/activity in Coronado | 50% | 13 | 21 | Similar |
| | Participated in a club | 44% | 5 | 21 | Similar |
| | Talked to or visited with your immediate neighbors | 95% | NA | NA | NA |
| | Done a favor for a neighbor | 90% | NA | NA | NA |
| | Attended a local public meeting | 28% | 10 | 21 | Similar |
| | Watched (online or on television) a local public meeting | 24% | 17 | 19 | Lower |
| Community Engagement | Read or watch local news (via television, paper, computer, etc.) | 86% | NA | NA | NA |
| | Vote in local elections | 81% | 9 | 21 | Similar |

## Communities included in resort communities with populations less than 55,000 comparisons

The communities included in Coronado's custom comparisons are listed on the following pages along with their population according to the 2010 Census.

Annapolis city, MD ...................................................... 38,394
Ashland city, OR ....................................................... 20,078
Aspen city, CO .......................................................... 6,658
Bainbridge Island city, WA....................................... 23,025
Casa Grande city, AZ................................................ 48,571
Coronado city, CA ..................................................... 18,912
Destin city, FL........................................................... 12,305
Dewey-Humboldt town, AZ........................................ 3,894
Estes Park town, CO.................................................. 5,858
Fredericksburg city, VA............................................. 24,286
Freeport CDP, ME ..................................................... 1,485
Green Valley CDP, AZ................................................ 21,391
Jupiter town, FL......................................................... 55,156
Laguna Beach city, CA.............................................. 22,723
Monterey city, CA...................................................... 27,810
Newport city, RI......................................................... 24,672

Oviedo city, FL........................................................... 33,342
Palm Springs city, CA ............................................... 44,552
Panama City city, FL.................................................. 36,484
Park City city, UT ...................................................... 7,558
Petoskey city, MI ...................................................... 5,670
Post Falls city, ID ...................................................... 27,574
Queen Creek town, AZ .............................................. 26,361
Rehoboth Beach city, DE .......................................... 1,327
Salida city, CO .......................................................... 5,236
Seaside city, CA ........................................................ 33,025
South Lake Tahoe city, CA........................................ 21,403
Vail town, CO............................................................. 5,305
Williamsburg city, VA................................................ 14,068
Winter Garden city, FL............................................... 34,568

# Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™) was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents.

## Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are the representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a

body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an importance measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

## Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Coronado were eligible to participate in the survey. A list of all households was represented by a United States Postal Service listing of housing units within the zip codes serving Coronado.. Each address identified as being within City boundaries was further identified as being within one of the two geographic areas.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every *Nth* one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients



**Survey Recipients in Coronado, CA**
- In North Coronado  North Coronado
- In South Coronado  South Coronado

## Survey Administration and Response

Selected households received three mailings, one week apart, beginning in April 2014. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Completed surveys were collected over the following six weeks.

About 4% of the 1,200 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,150 households that received the survey, 316 completed the survey, providing an overall response rate of 29%; average response rates for a mailed resident survey range from 25% to 40. Additionally, responses were tracked by area (north and south); response rates by area ranged from 17% to 33%.

Table 79: Survey Response Rates by Area

|  | Number mailed | Undeliverable | Eligible | Returned | Response rate |
|---|---|---|---|---|---|
| North | 808 | 44 | 764 | 249 | 33% |
| South | 392 | 6 | 386 | 67 | 17% |

## Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions.[1]

The margin of error for the City of Coronado survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (316 completed surveys).

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

## Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and "cleaned" as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

## Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Coronado. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure, housing type, gender and age. The results of the weighting scheme are presented in the following table.

---

[1] A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as "excellent" or "good," then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

Table 80: Coronado, CA 2014 Weighting Table

| Characteristic | Population Norm | Unweighted Data | Weighted Data |
|---|---|---|---|
| **Housing** | | | |
| Rent home | 51% | 28% | 48% |
| Own home | 49% | 72% | 52% |
| Detached unit | 53% | 60% | 53% |
| Attached unit | 47% | 40% | 47% |
| **Race and Ethnicity** | | | |
| White | 91% | 94% | 91% |
| Not white | 9% | 6% | 9% |
| Not Hispanic | 90% | 94% | 90% |
| Hispanic | 10% | 6% | 10% |
| **Sex and Age** | | | |
| Female | 53% | 51% | 54% |
| Male | 47% | 49% | 46% |
| 18-34 years of age | 22% | 4% | 20% |
| 35-54 years of age | 35% | 26% | 36% |
| 55+ years of age | 44% | 69% | 45% |
| Females 18-34 | 11% | 2% | 9% |
| Females 35-54 | 19% | 16% | 20% |
| Females 55+ | 24% | 32% | 24% |
| Males 18-34 | 11% | 2% | 11% |
| Males 35-54 | 16% | 10% | 16% |
| Males 55+ | 20% | 37% | 20% |

## Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

# Appendix D: Survey Materials