

**Findings from
Opinion Research**

**2001
SANTA MONICA
RESIDENT SURVEY**

**Conducted for the
City of Santa Monica**

GOODWIN SIMON STRATEGIC RESEARCH

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METHODOLOGY

The City of Santa Monica asked Goodwin Simon Strategic Research to conduct a telephone survey of adult residents of the city to assess satisfaction with city programs and services and to explore public reaction to a variety of public policy proposals.

This study was conducted between November 5 and 14, 2001. As shown in Table 1, 411 interviews were completed in English and Spanish, yielding a margin of error of about plus or minus five percent at a 95 percent confidence level.

The survey was conducted in two waves. Initially, we completed 400 interviews from residents randomly identified from across the city using a random-digit-dial methodology, in which a random list of all active residential telephone numbers served as the sample. Respondents were screened to exclude those under age 18.

To ensure proper representation of Latinos in the final results, we conducted a second wave of 11 additional interviews with Latinos, drawing randomly from a sample of Latinos who are listed in the Santa Monica telephone directory. Including this over-sample, about 10 percent of the survey respondents are Latino. Recent U.S. Census Data suggests a Latino adult population in the city of about 12 percent.

In fact, the survey demographic findings generally approximate recent Census data for adult residents on most indicators. One exception is the number of renters compared to homeowners. The 2001 study found that 56 percent of adults responding rent their residence, which is fairly similar to the proportion found in the 1999 and 2000 study of residents commissioned by the city. However, recent U.S. Census data suggests that 70 percent of the city's households are rental households.

Table 1: Methodology

Technique	Telephone interviewing
Interview Length	16 minutes
Universe	Adult residents of Santa Monica
Field Dates	November 5-14, 2001
Sample	Random-digit-dial, plus listed sample of Latinos
Sample Size	411
Margin of Error	+/- 5%
Languages	English and Spanish

In this summary, a “satisfied” response refers to “very “ and “somewhat” satisfied ratings combined. A “dissatisfied” response refers to “very” and “somewhat ” ratings combined. “Newcomers” refer to those who have been in Santa Monica for four years or less, while “long-time residents” refer to those who have lived in the city for 15 years or more.

EXECUTIVE SUMMARY

BACKGROUND

The City of Santa Monica asked Goodwin Simon Strategic Research to conduct a telephone survey of Santa Monica residents to assess attitudes about city services and to identify changes in attitudes compared to similar studies conducted in 1998, 1999, and 2000. In addition, the survey explored residents' reactions to a series of policy issues and questions facing the city.

A total of 411 interviews were completed, including an over-sample of 11 Latinos to ensure a 10 percent representation of Latinos in the results. This proportion is comparable to the 12 percent proportion of Latinos among adult Santa Monica residents found in the 2000 U.S. Census data. The survey was conducted in English and Spanish between November 5 and 14, 2001. The margin of error for this study is about plus or minus 5 percent at a 95 percent confidence level, which meets all professional standards for studies of this kind.

SUMMARY OF FINDINGS

As was seen in previous years, Santa Monica residents express quite positive views about the services provided to them by city government. Fully 84 percent say they are "very" or "somewhat" satisfied with "the job the city of Santa Monica is doing to provide city services." This figure reflects an increase over the levels found a year ago, and nearly regains the very high levels of satisfaction found in the 1999 resident survey.

In addition to this general rating about how people feel about city services, the survey also reveals interesting information about what concerns people in Santa Monica and suggestions for improving services.

Issues related to the homeless, growth, housing, and traffic top the list of concerns voiced by residents. However, concern about growth and housing fell substantially in the past year, with concern about traffic increasing over that time.

*Rating
Satisfaction
with City
Services*

*Top Concerns
Among Santa
Monica Residents
About the City*

*Suggestions for
Improving City
Services*

A separate question asked residents what they feel the city should do to improve its services. While addressing the city's homeless problem was again one of the most frequently cited response, the proportion offering this suggestion is half what we found in the 2000 study. Addressing traffic concerns was a high priority for residents, along with better communication with residents. Interest in having the city improve efforts to reduce crime has declined over the past four years.

*Satisfaction with
City
Communications
Efforts*

While improving communications was one of the top suggestions made by residents for ways to improve city services, we did see very high levels of satisfaction with the way the city communicates with residents when this item was specifically tested. Seventy-three percent said they were satisfied with the city's efforts to communicate with residents.

As we have seen in previous years, the Seascape newsletter remains the primary way that residents get information about the city, along with the city cable channel, the city website, the Los Angeles Times, and the Mirror newspaper.

*Events at the
Santa Monica
Civic
Auditorium*

This year's study asked several questions related to the Santa Monica Civic Auditorium. For example, we found that 30 percent said they had attended an event there in the past year. Of those who went to the Civic at least once, the average number of visits was 2.2. These residents were most likely to have attended a consumer show (58%), followed by a festival (43%), and a performing arts event (31%).

Among all residents, however, the preferences for future events at the Civic were somewhat different. Thirty-six percent said they would prefer to see more concerts, 25 percent want to see more performing arts events, 13 percent want to see more educational events or lectures, and just 11 percent want to see more consumer shows.

*Suggestions for
the Civic Center
Area*

Moving to the Civic Center area adjacent to the Civic, we found that the highest priorities for the use of the land were relatively passive activities: park space for sitting and reading, walking and biking paths, and gardens. A pre-school and affordable housing were also seen as high priorities along with a space for festivals. There was much less interest in using the area for a hotel or for commercial office buildings.

Tree Policies

The survey tested response to several proposed policies related to trees. Fully 68 percent favored a possible policy that would have the city replace trees that are damaging sidewalks or have grown overly large. Sixty-three percent would favor a policy to require property owners to replace any trees they remove, or to pay into a tree fund.

Library Services

Residents had some clear priorities for library services they wish to see maintained after the main library is closed for reconstruction next year. Most importantly, they want to see children's services continued. The next highest priorities are the non-fiction collection and public internet access. Fiction and periodicals were slightly lower priorities.

*Downtown
Traffic
Management*

The survey tested reactions to directional signage and traffic flow assistance in place during the construction of the Downtown Transit Mall. Two of three residents say they drive downtown at least once a week, with a third who drive there on a daily basis. Of those who drive downtown, 39 percent said they found the new signage useful in dealing with the construction. Fifty-seven percent say they have seen more traffic officers on duty and, of those who noticed the officers, two-thirds said that the officers have helped relieve congestion.

*Visiting City
Hall*

Close to half the city's residents (46%) visited City Hall in the past year, and many visited frequently. The mean number of visits was 5.5 (although the median number of visits was 2, suggesting a small number of people go there quite often). Twenty percent of the city's residents have been to City Hall at least six times in the past year.

*Contacts with
City Staff and
Departments*

Just over half the city's residents (52%) say they have contacted a city government department or staff member in the past year, with 35 percent of those contacts by telephone, and 55 percent in person.

Of those who contacted a city department or staff member, fully 90 percent said the people they dealt with were courteous. Nearly as many, 75 percent, said the people they dealt with were responsive to their needs. And 72 percent were satisfied with the services they received after contacting a city department.

*Attending City-
Sponsored
Meetings*

Eighteen percent of the city's residents have attended a city-sponsored meeting in the past year, with their awareness of such meetings coming primarily from mailed notices.

*Confidence in
Emergency
Services*

In the wake of the September 11 terrorist attack, fully 70 percent of the city's residents are "very" or "somewhat" confident about the city's ability to respond appropriately to an emergency.

*Bus and Shuttle
Ridership*

Fifty-four percent of the city's residents rode the Big Blue Bus in the last year, and 15 percent took the Tide Shuttle.

DETAILED FINDINGS

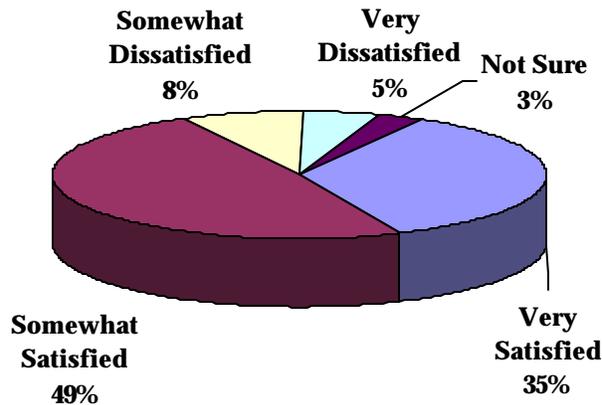
GENERAL ATTITUDES ABOUT CITY SERVICES

The survey included two closed-end questions asking residents to rate general attitudes about city services, and a third (open-ended) question asking residents to suggest steps the city could take to improve its services to residents.

Overall Satisfaction with City Services

The first question asked residents to rate their overall levels of satisfaction with city services. Most Santa Monica residents (84%) are “very” or “somewhat” satisfied with “the job the City of Santa Monica is doing to provide city services.” Only 13 percent are dissatisfied. (See Figure 1).

Figure 1: Satisfaction with the Job the City is Doing to Provide City Services

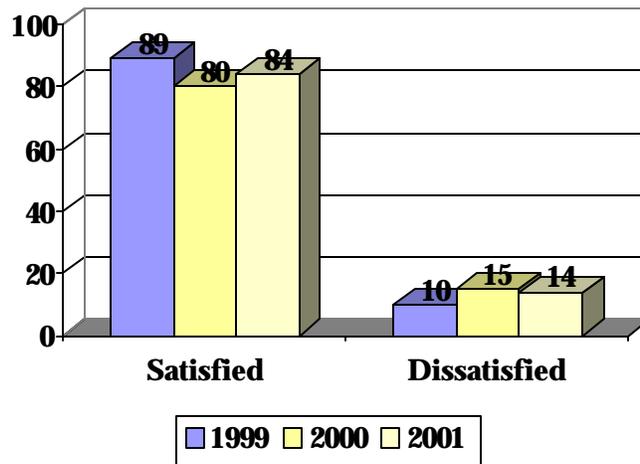


We observed several significant variations in response by different subgroups within the city:

- Overall satisfaction with city services is especially high (94%) in the Ocean Park area of zip code 90405 (i.e. west of Lincoln Blvd).

- Satisfaction declines slightly with age, from 93 percent of those under 35 who are satisfied, compared to 77 percent of those over age 55. It also declines somewhat with length of residency, from 91 percent among those who have been in Santa Monica for less than five years, to 75 percent among those who have lived in the city for 15 years or more.
- Among those who visit City Hall regularly (8 or more times a year), satisfaction with city services is lower (68%) compared to those who have visited City Hall less frequently (about 86%). Dissatisfaction is twice as high (17%) among those who have contacted a government department compared to those who have not (8%). It should be noted that the fraction who are dissatisfied is quite small, and it is not unexpected that people who visit City Hall or contact city government are more likely to be doing so because they have concerns or problems they need resolved.

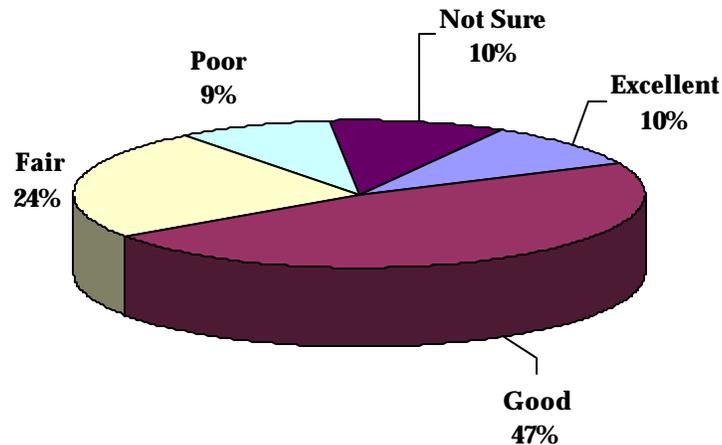
Figure 2: Change in Overall Satisfaction Levels: 1999, 2000, and 2001



*Satisfaction
with How City
Addresses
Neighborhood
Concerns*

The second question having to do with general attitudes regarding city services asked residents to rate the city’s performance in “addressing neighborhood concerns.” Fifty-seven percent say the city is doing an “excellent” or “good” job “of addressing neighborhood concerns.” Thirty-three percent rate the city negatively in this area, including 9 percent who say the city is doing a “poor” job in addressing neighborhood concerns.

Figure 3: Rating the City for Addressing Neighborhood Concerns

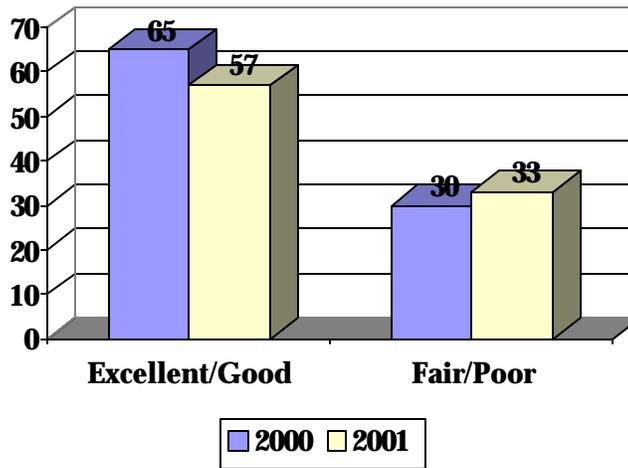


There are a few key differences in the likelihood of being dissatisfied with how the city addresses neighborhood concerns. Dissatisfaction is higher:

- Among homeowners (39%) and those who live in single family homes (49%) compared to renters (28%) and multiple family home dwellers (29%).
- Among those residing in Santa Monica 15 years or more (44%) compared to newcomers (22 percent).
- Among those who have visited City Hall 8 times or more (50%) compared to those who have visited less often (30%).
- Among those who have contacted a city government department or staffer (39%) compared to those who have not (27%).
- Among seniors (45%) compared to younger residents (ranging from 18% for those under 35 to 35% for those aged 35-44).

As shown in Figure 4, these rating figures are somewhat less positive from what was found in 2000.

Figure 4: Change in Ratings of How City Addresses Neighborhood Concerns



*What the City
Could Do to
Improve
Services?*

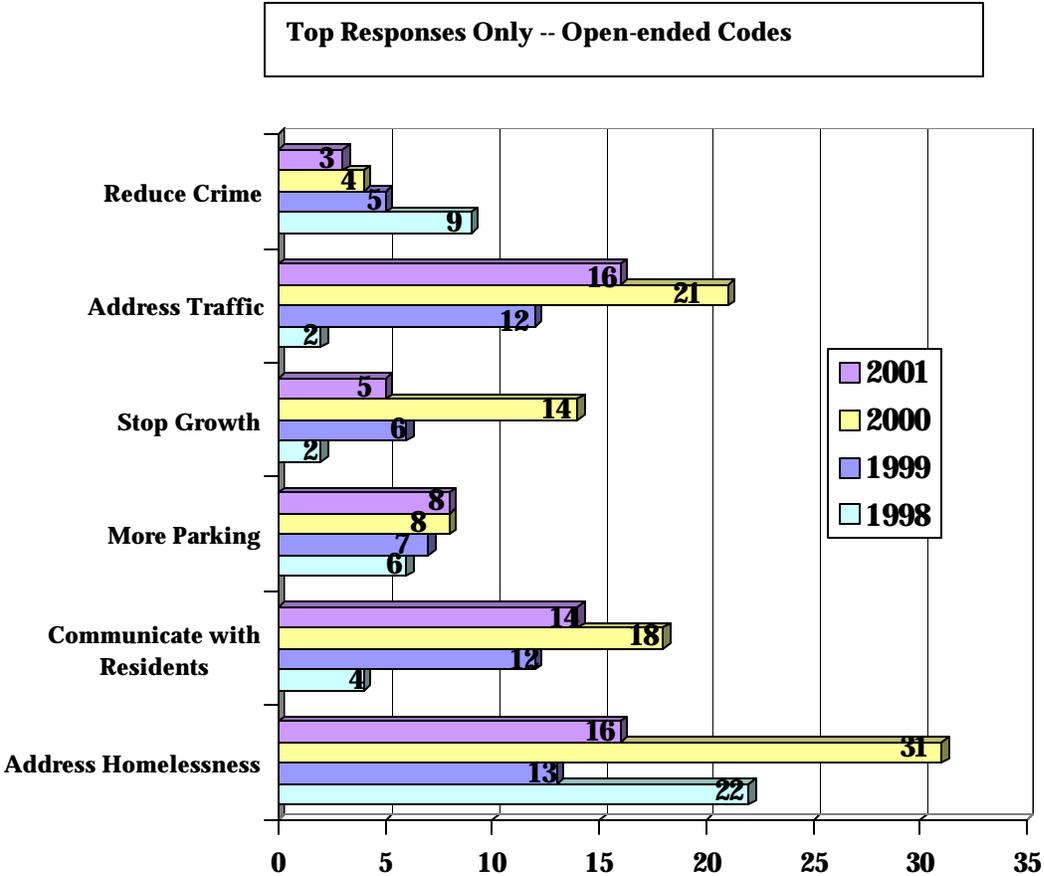
In an open-ended question, residents were asked to name up to three things the city could do to improve its services. The responses were grouped and coded to ease reporting. As shown in Table 2, residents are most likely to ask the city to improve efforts to ease the homeless problem in the city (including getting them off the streets), to communicate better, to address traffic and parking issues, and to be more responsive to residents.

Table 2: What Could the City Do to Improve Its Services (Coded Responses)

	Percent
Address Homeless	16
Communicate Better	14
Improve Traffic Safety/Congestion	12
Be More Responsive	10
Provide More Parking	8
Repair Streets/Sidewalks	7
Cut Waste	7
Stop Growth	5
Improve Pedestrian Safety	3
Reduce Crime	3
Offer More Recycling	3

Figure 5 shows changes in response to this question since 1998.

Figure 5: What Do You Feel the City Could Do to Improve Its Services?

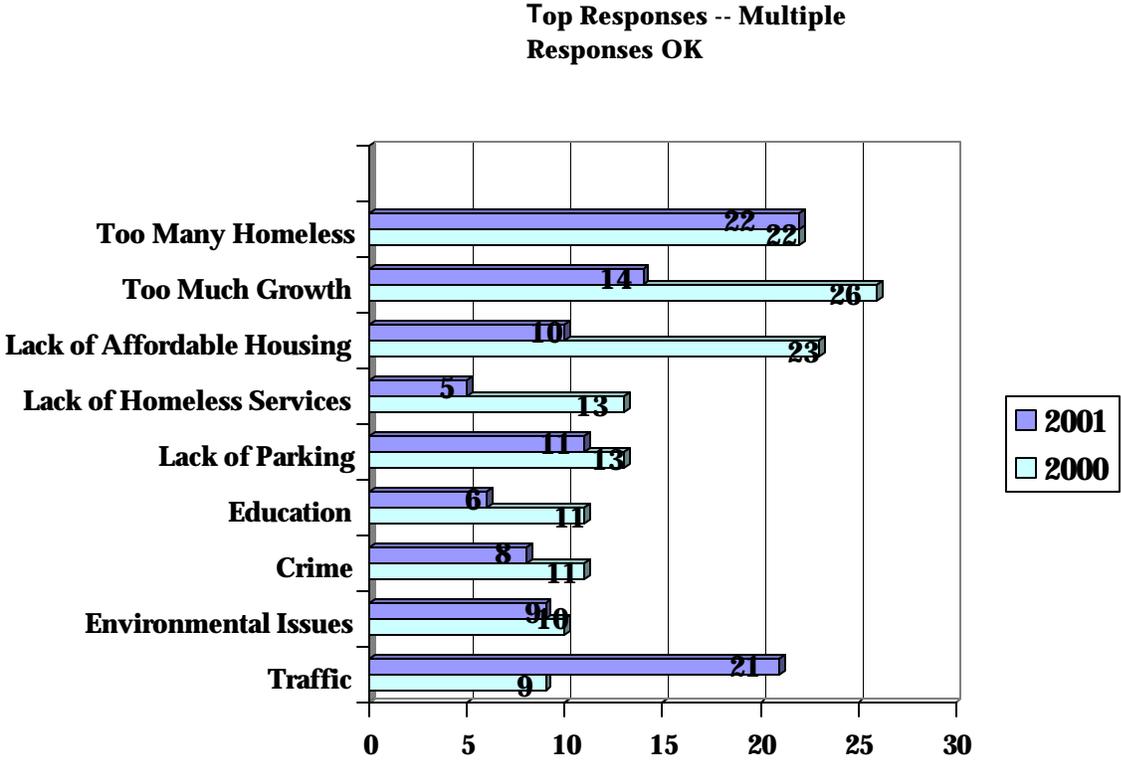


The one clear change has been a steady decline in concern about crime since that time. For the other items shown in Figure 5, we see a pattern in which responses peaked last year, and have returned in 2001 to levels comparable to those seen the year before. In particular, we see this when it comes to homelessness. It should be noted that these differences might be due to variations in how responses are coded or the ordering of the questions, rather than reflecting real changes in attitudes.

MOST IMPORTANT ISSUES FACING SANTA MONICA

Early in the survey, residents were asked to name in their own words what they felt were the most important issues facing the city. They were allowed to name up to three responses, which were then grouped and coded to ease reporting.

Figure 6: Most Important Issues Facing Santa Monica: 2000 and 2001



We can see that there has been a sizable increase in concern about traffic congestion over the past year (from 9 percent to 21 percent), and also a sharp decline in concern about affordable housing and growth.

There were a few significant differences of note by subgroup in what are considered to be the problems of greatest concern:

- Eighteen percent of long-time residents said that growth was the most important problem, compared to only 8 percent of newcomers. Long-time residents were also more concerned about traffic (26%) than were newcomers (14%). Newcomers, on the other hand, were more concerned about the homeless (26%) than long-time residents (16%).
- Members of neighborhood groups were more likely to cite homelessness as the key issue (24%) compared to residents who did not belong to a neighborhood group (12%).
- Education was named as the most serious problem by 17 percent of parents, compared to just 3 percent of non-parents.
- Homeless issues were of greatest concern in zip codes 90401 (downtown) and 90403 (between Wilshire and Montana).

COMMUNICATION WITH RESIDENTS

*Satisfaction With
How City
Communicates
With Residents*

Nearly three of four (73 percent) are satisfied with “the City’s efforts to communicate with Santa Monica residents through newsletters, the Internet, and other means.” Twenty-one percent express dissatisfaction, as shown in Figure 7.

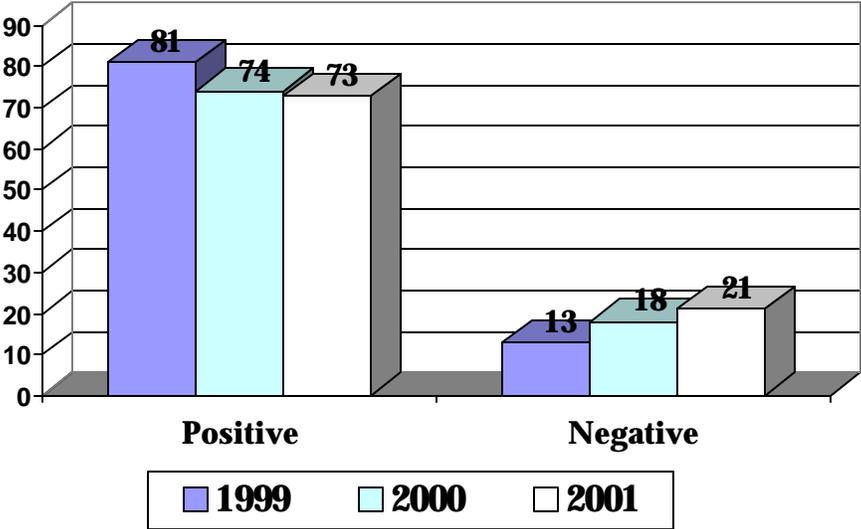
Satisfaction is higher among:

- Women under 55 (81%) compared to those in other age/gender groupings.
- Those who had a personal contact with a city staff member (81%) compared to those who had a telephone contact (64%).
- Latinos (85%) compared to whites (72%).

Dissatisfaction is higher among:

- Men (26%) compared to women (17%).
- Those who visit City Hall eight times a year or more (43%) compared to those who visit less often (about 16%).

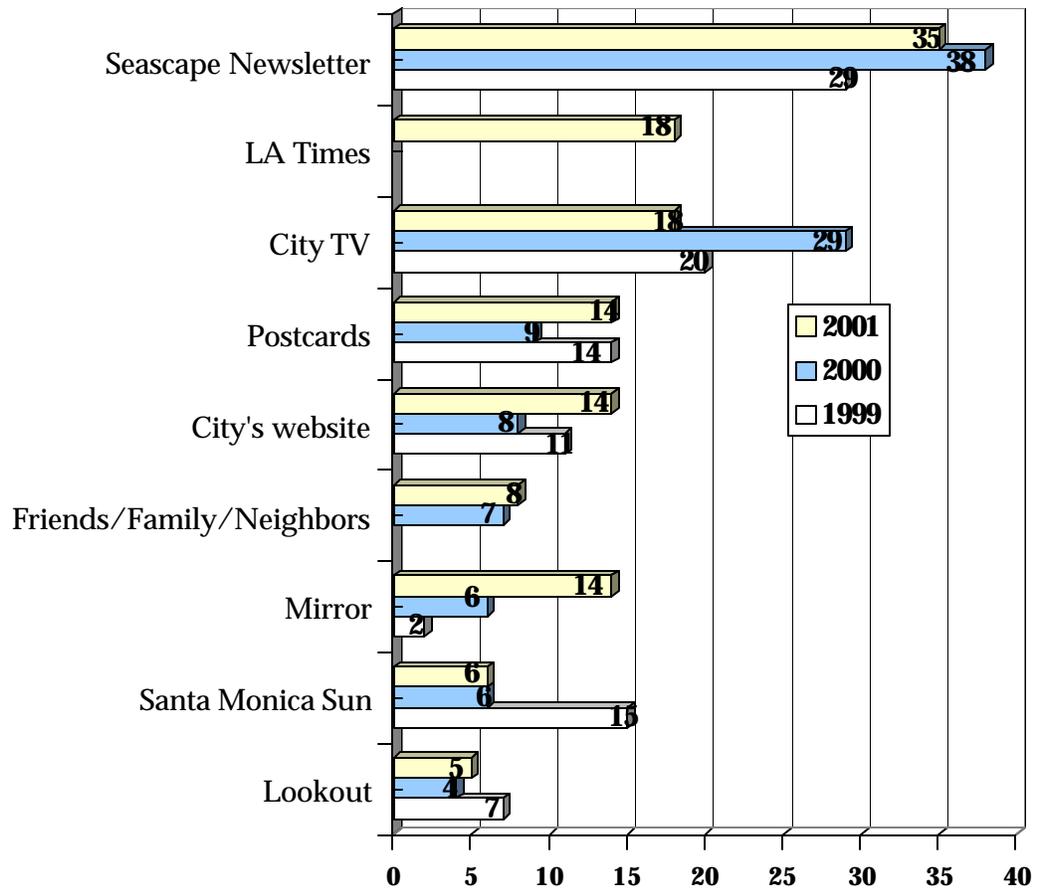
Figure 7: Rating the City for Communicating for Residents: 1999 - 2001



Information Sources About City News And Events

As has been the case in past years, the Seascope newsletter, the Los Angeles Times, and City TV rank as Santa Monica residents' top three sources of information about their city. After these sources, residents identify special postcard mailings, the City's website, and the Mirror newspaper as the next most likely group of resources they use for city news (See Figure 8). Compared to last year, we found a sizable increase in the fraction who say they read the Mirror.

Figure 8: Sources of City Information (Top Responses)



*Web
Information
Network*

We also asked residents if they subscribe to the city’s Web Information Network. Only 4 percent of the city’s residents are subscribers. Men under age 54 (9%) and Latinos (18%) are the most likely to say they are subscribers.

INTERACTIONS WITH CITY DEPARTMENTS AND STAFF

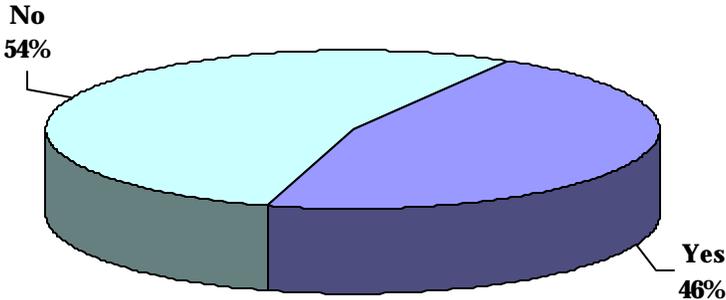
We asked a number of questions to explore the frequency and nature of contacts residents have with city departments and staff, and to assess their satisfaction with such contacts.

Visiting City Hall

Nearly half the city’s residents (46%) visited City Hall in the past year, as shown in Figure 9. Those most likely to have visited City Hall include:

- Single-family home dwellers (57%) compared to apartment or condo dwellers (41%).
- Those earning more than \$125,000 per year (59%) compared to those earning less (about 43%).

Figure 9: Did You Visit City Hall in the Past Year?



Frequency of Visits to City Hall

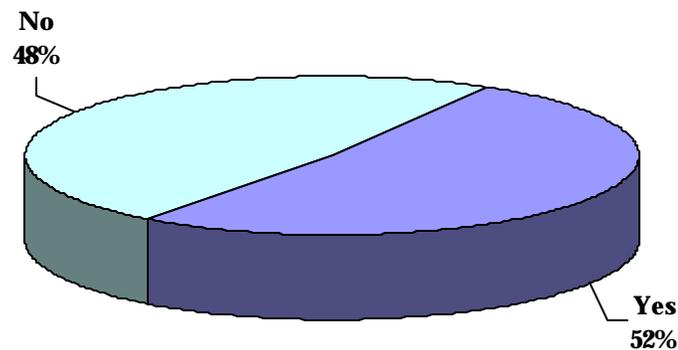
Of those who did visit City Hall, the mean number of visits was 5.5, with a median number of visits at 2. This suggests that a relatively small number of people visited very often. In fact, about half of those who visited City Hall were there only once or twice in the past year, while 27 percent visited three to five times, and 20 percent visited six or more times.

The mean number of visits for residents over age 55 was 8, compared to just 3 visits for those under age 35.

*Contact with
City
Department
or Employee*

We then asked all respondents whether they had contacted a city department or employee in the past year for any reason. Just over half, 52 percent, answered affirmatively, as shown in Figure 10.

Figure 10: Did You Contact a City Department or Employee in the Past Year?



Those most likely to have had such contact include:

- Long-time residents (60%) compared to newcomers (43%).
- Members of neighborhood associations (63%) compared to non-members (51%).
- Residents of zip code 90405 (Sunset Park and Ocean Park, at 64%) compared in particular to those in zip codes 90404 (Pico and Mid-City, at 42%) and 90401 (downtown, at 33%).
- Homeowners (60%) compared to renters (47%).
- Whites (51%) compared to non-whites (41%).

- Those earning more than \$125,000 per year (69%) compared to those earning less (about 48%).

*Was Contact
by Phone or
In Person?*

We then asked them to tell us whether that contact was in person or by telephone.

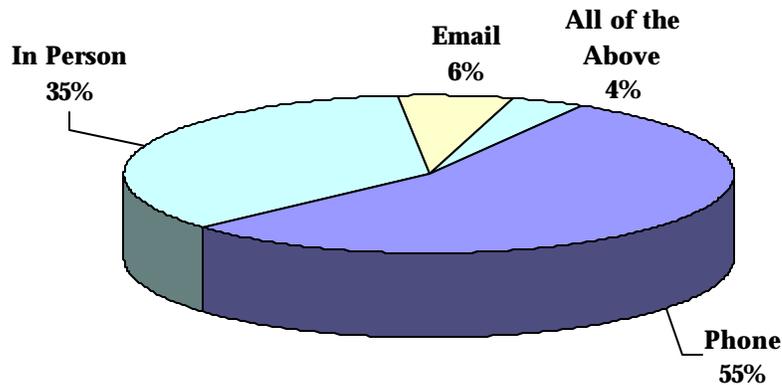
As shown in Figure 11, most of these contacts were by phone.

Men were much more likely than women to have in-person contacts, while women were more likely to make contact by telephone.

Frequent City Hall visitors were more likely to have in-person contacts, while those who rarely or never visit City Hall are more likely to have phone contacts.

Those who earn less than \$40,000 per year were far more likely than the most affluent to have in-person contacts.

Figure 11: Was Your Contact In Person, By Telephone, or Other Means?



We also asked residents who have had some encounter with city staff or departments to specify the nature of that interaction. As shown in Table 3, most of the interactions have something to do with permits, information, or complaints.

Table 3: Nature of Interaction with City Staff or Departments (Coded Responses)

Nature of Interaction

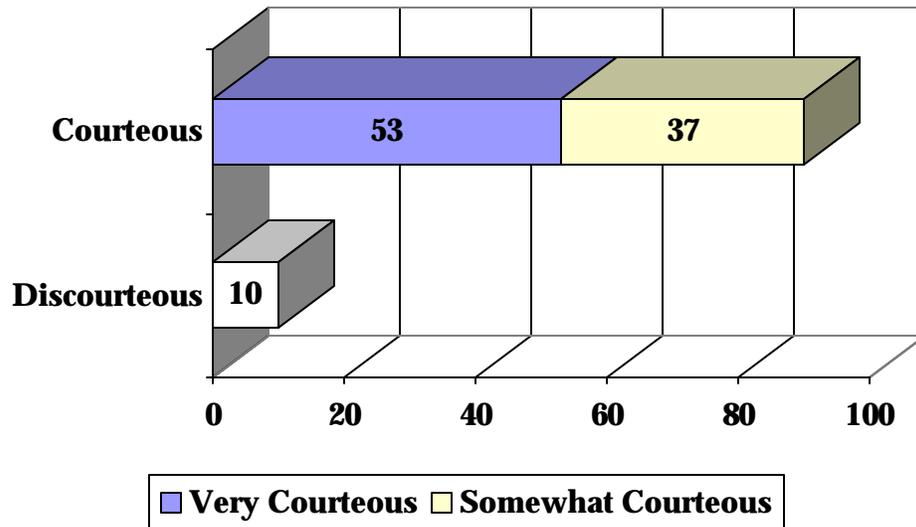
	Percent
Permit or license	19
Requested information	17
Complaint about parking, traffic, or neighborhood	16
General complaint	15
Encounter with police	9

Finally, we asked those who had some encounter with the city whether the staff they dealt with were courteous and responsive, and if they were satisfied with the services they received after contacting the city.

Were City Staff Courteous?

As shown in Figure 12, almost everyone (90%) reported that the city staff they dealt with were courteous. There were no significant differences by resident subgroups.

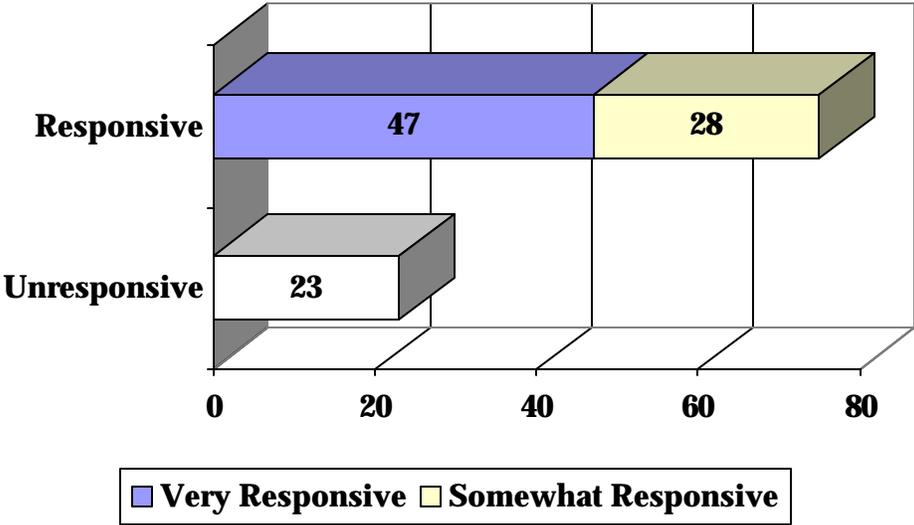
Figure 12: Were the City Staff You Dealt With Courteous or Discourteous?



Was City Responsive to Your Needs?

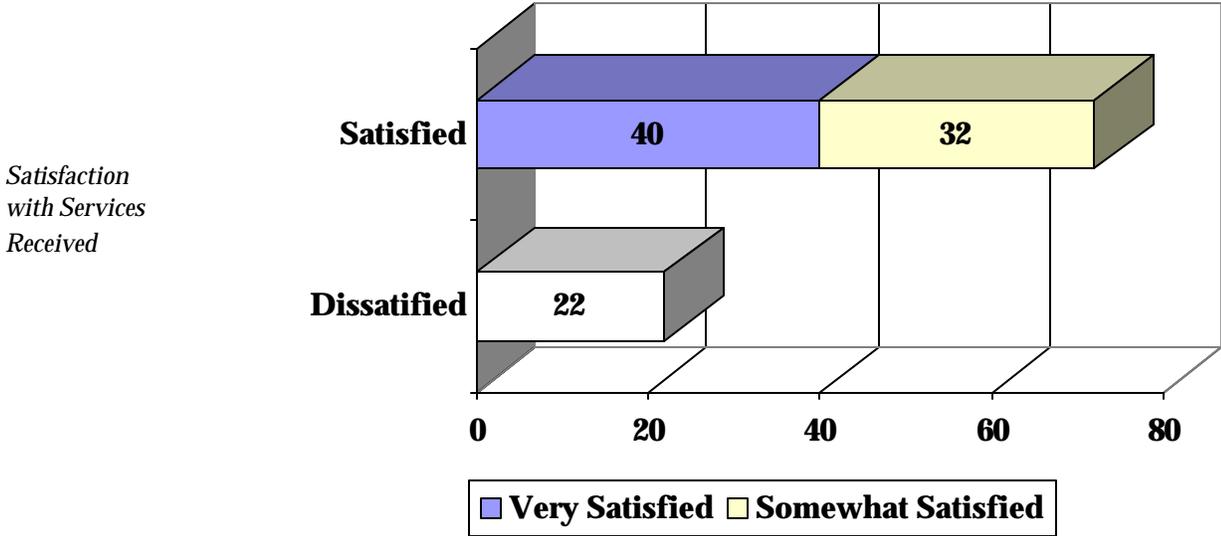
Slightly lower, but still high fractions of the respondents (75%) said that the city departments they contacted were responsive to their needs, as shown in Figure 13.

Figure 13: Did the City Department You Dealt With Respond to Your Needs?



Nearly three in four residents (72%) who had an encounter with a city department said they were satisfied with the services they received. Only 22 percent were dissatisfied, as shown in Figure 14.

Figure 14: Were You Satisfied or Dissatisfied with the Services You Received After Contacting a City Department?



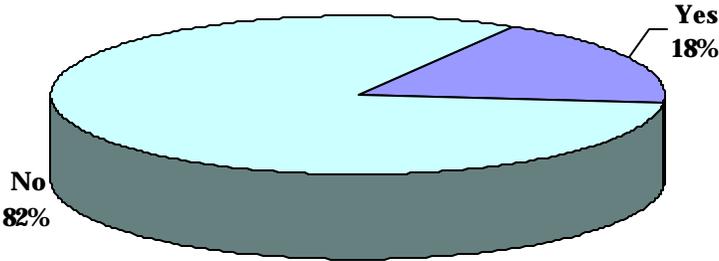
Homeowners were slightly more likely to be dissatisfied with the services they received (28%) than renters (17%).

CITY-SPONSORED MEETINGS

About one in five residents have attended a meeting sponsored by the city in the past year, including city council meetings, a city commission meeting, or a workshop of some kind. (See Figure 15.)

Figure 15: Have You Attended a City-Sponsored Meeting in the Past Year?

Attended City Meeting?



Those most likely to have attended such meetings include:

- Residents over age 55 (28%).
- Homeowners (25%).
- Long-time residents (25%).
- Members of a neighborhood association (31%).

Source of Information

We then asked residents who had attended such a meeting where they had heard about it. As shown in Table 4, mailings people receive from the city are by far the most common source of information about these meetings.

Table 4: Source of Information About City Meetings

	Percent
Mailings	31
Regular Schedule	19
Friends/Relatives	19
Flyers	11
Newspaper Notice	7
On Line	4

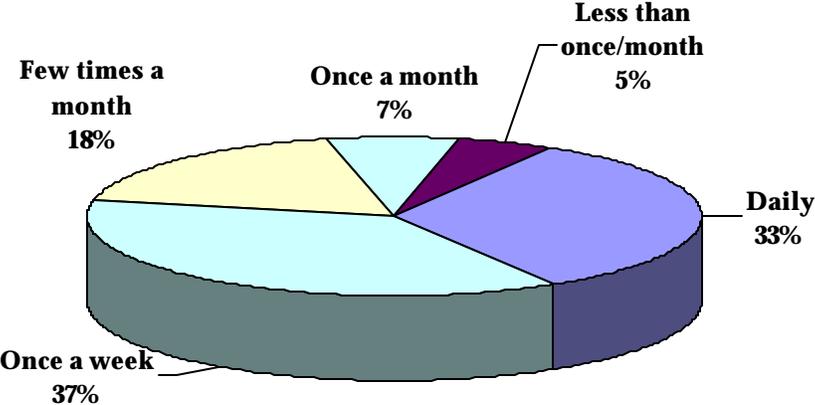
DRIVING IN DOWNTOWN SANTA MONICA

We asked questions that were intended to gauge the impact of traffic mitigation measures associated with the downtown Transit Mall Construction area.

Fully 94 percent of residents have driven to downtown Santa Monica in the past year. Of those, a third drive there on a daily basis, and another 37 percent drive there at least once a week. Thus, about two thirds of the city’s residents drive downtown at least weekly (see Figure 16).

Frequency of Driving to Downtown Santa Monica

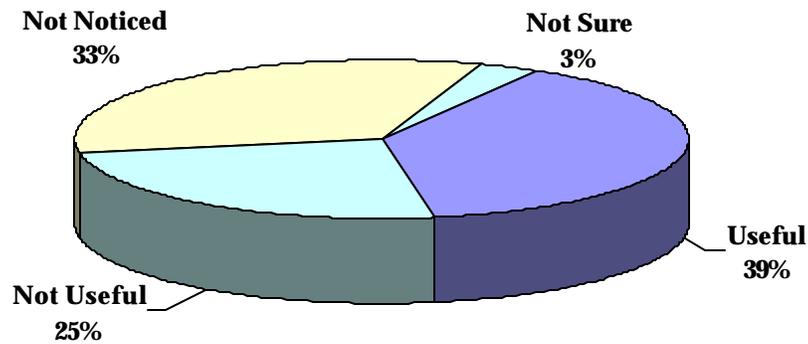
Figure 16: How Often Do You Drive Downtown? (Asked Of The 94% Who Say They Drive Downtown)



Was Signage Useful in Dealing With Construction?

Nearly 40 percent (39%) say the new directional signage downtown has been useful in dealing with the construction, as shown in Figure 17. Fifty-eight percent said they did not notice the signage or found it not useful.

Figure 17: Was Directional Signage Downtown Useful in Dealing With Construction?



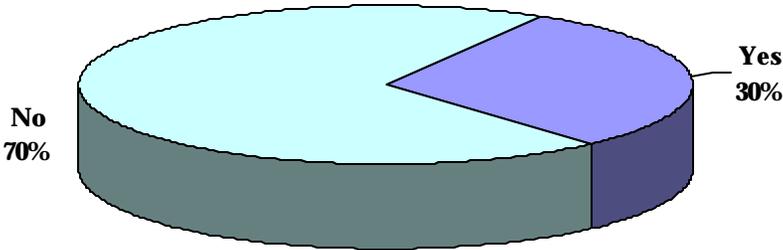
Awareness and Impact of Traffic Officers Downtown

More than half (57%) of those driving downtown say they have noticed that there are more traffic officers on duty, and two thirds (67%) of those people say that the presence of these officers “has helped relieve congestion at the busiest downtown intersections.”

EVENTS AT THE SANTA MONICA CIVIC AUDITORIUM

About one in three (30%) Santa Monica residents say they have attended an event at the Civic Auditorium in the past year, as shown in Figure 18.

Figure 18: Have You Attended An Event at the Civic in the Past Year?



Those most likely to have attended an event there include:

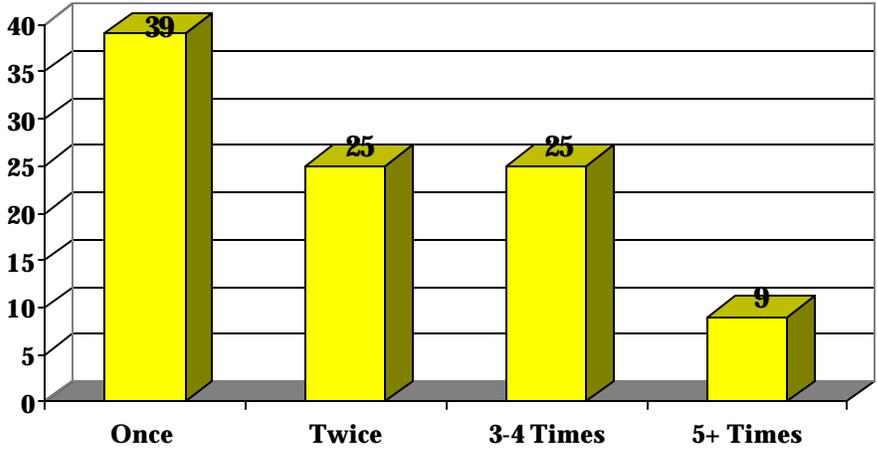
Attending an Event at the Santa Monica Civic Auditorium

- Women over age 55 (38%)
- Long-time residents (37%)
- People who visit City Hall frequently (57%)
- People who have contacted a city department (41%)
- People who live in zip code 90405 (Sunset Park and Ocean Park, at 41%)
- Homeowners (36%)
- People over age 44 (37%)
- People with incomes above \$125,000 per year (43%).

Among those who have attended any event at the Civic, the mean number of visits per year is two. About a third of those who have attended an event there visited three or more times in the past year (See Figure 19).

Figure 19: Visits to the Civic in the Past Year

Frequency of Attendance at the Santa Monica Civic Auditorium



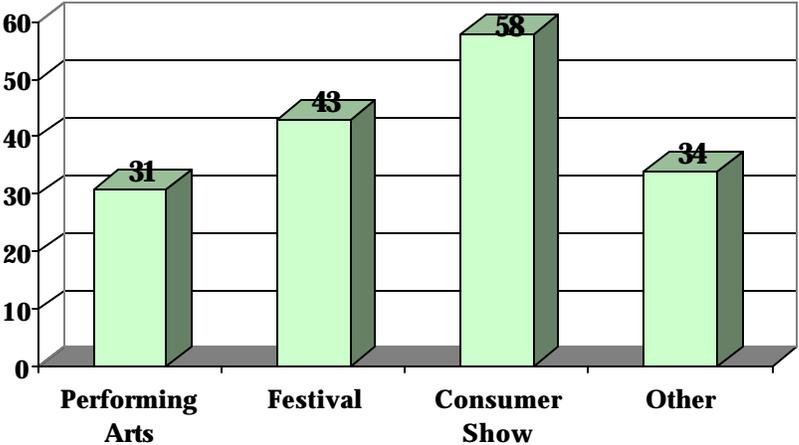
- Fully half the 55+ residents who had visited the Civic went three or more times in the past year.
- Frequency of attendance was also higher among non-whites, with 50 percent of non-whites visiting three or more times in the past year, compared to just 29 percent of whites.

As shown in Figure 20, residents were most likely to say that they had seen a consumer show or festival at the Civic.

Women over 55 were much more likely (60%) than other age/gender groupings to have seen a performing arts show at the Civic. Parents were also more likely (55%) to have seen a performing arts show than non-parents.

Figure 20: Types of Events Attended at the Civic

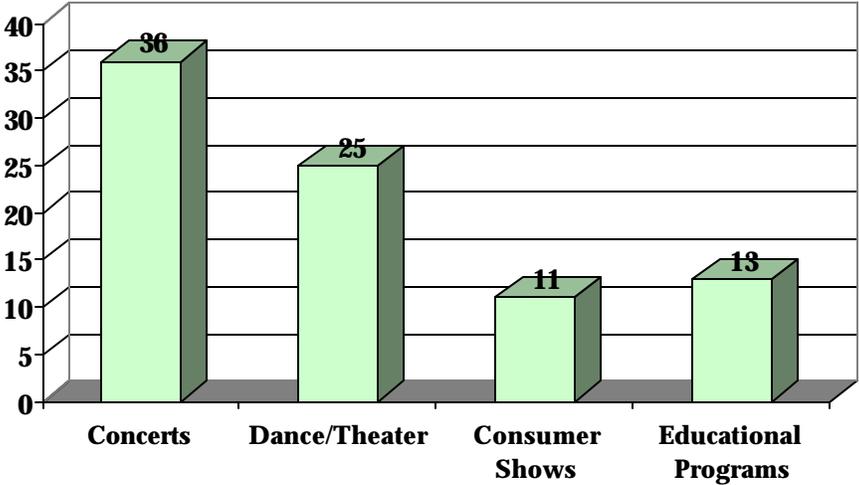
Type of Event



In Figure 21, we see that when all respondents were asked to pick the type of program they would most like to see at the Civic, concerts were the most popular choice, followed by performing arts events. Consumer shows, which is the type of event that people are most likely to have actually attended there, is far less popular.

Figure 21: Preferences for Future Events at the Civic

Preferences for Future Events at the Civic



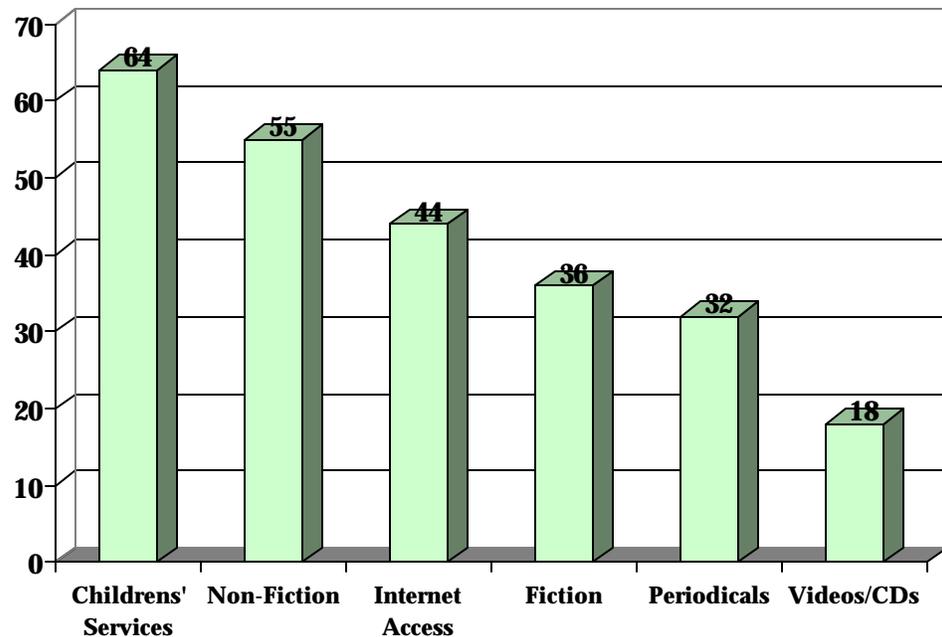
- Men (40%) are more interested in concerts than women (31%), while women are more interested in performing arts events (29%, to 20% for men).
- Non-whites are a little bit more interested in performing arts (33%) than whites (24%).

Which Library Services Should Be Continued After Library is Closed for Construction?

LIBRARY CLOSURE

We asked residents which three of six library services they would most like to see continued when the main library is closed for construction next year. As shown in Figure 22, continuing children’s services was the highest priority for residents, followed by non-fiction, Internet access, fiction, periodicals, and videos/CDs.

Figure 22: Top Choices for Services to be Continued When the Library Closes (3 Choices Allowed)



- Nonfiction is the highest priority in zip codes 90402 (north of Montana, at 63%) and 90403 (between Wilshire and Montana, at 67%). It is also a higher priority for whites (60%) compared to non-whites (49%).

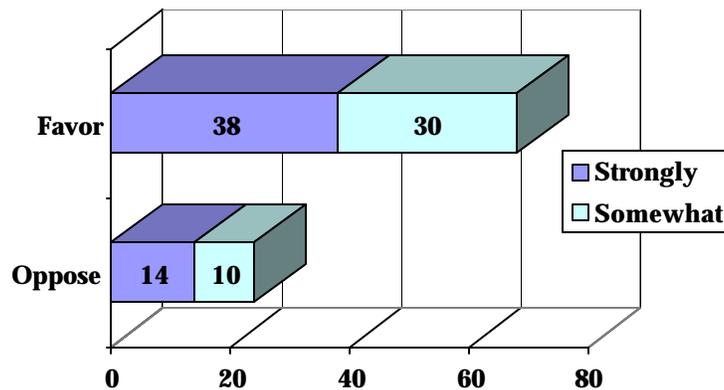
- Internet access is a higher priority for non-whites (51%) than for whites (38%), and for those under 35 (68%) compared to older residents. It is also more important for renters (50%) compared to homeowners, and to those in zip codes 90401 (downtown, at 57%) and 90404 (Pico and Mid-City, at 55%).
- Children's' services are especially important to parents (80%), single family home dwellers (73%), and non-whites (71%).

POLICIES RELATED TO TREES

*Reaction to
Proposed Tree
Removal
Policies*

We asked residents about a proposed city policy to replace trees that are too large or are damaging sidewalks. Sixty-eight percent favored the policy, with only 24 percent opposed. (See Figure 23).

Figure 23: Favor or Oppose Replacing Trees That are Too Large or Damaging Sidewalks?



There is greater opposition among men under age 55 (36%) than among other age/gender groupings.

Newcomers are more likely to be opposed to this policy (31%) than long-time residents.

We also asked about a different tree policy, which would determine how property owners would replace any trees they remove from private property. The property owner could either relocate the tree on the

*Reaction to
Proposed Tree
Replacement
Policy*

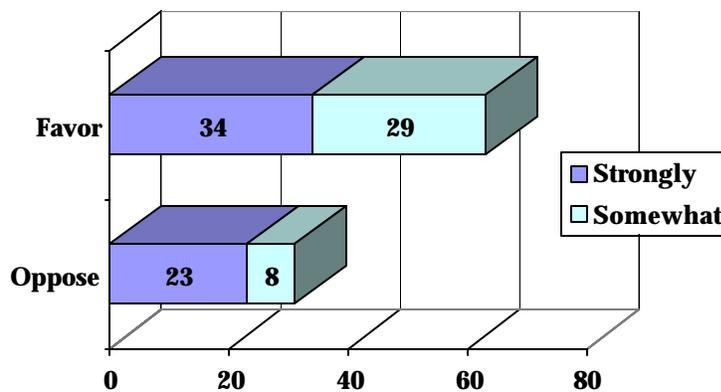
property, replace it with new trees on the property, or pay a fee to pay for public trees to be planted elsewhere.

Sixty-three percent favor this policy, with 31 percent opposed, as shown in Figure 24.

Opposition is quite high among certain groups, including:

- Long-time city residents (41% opposed)
- Homeowners (38%), and
- Single-family home dwellers (42%).

Figure 24: Favor or Oppose Policy Requiring Property Owners to Replace Trees?



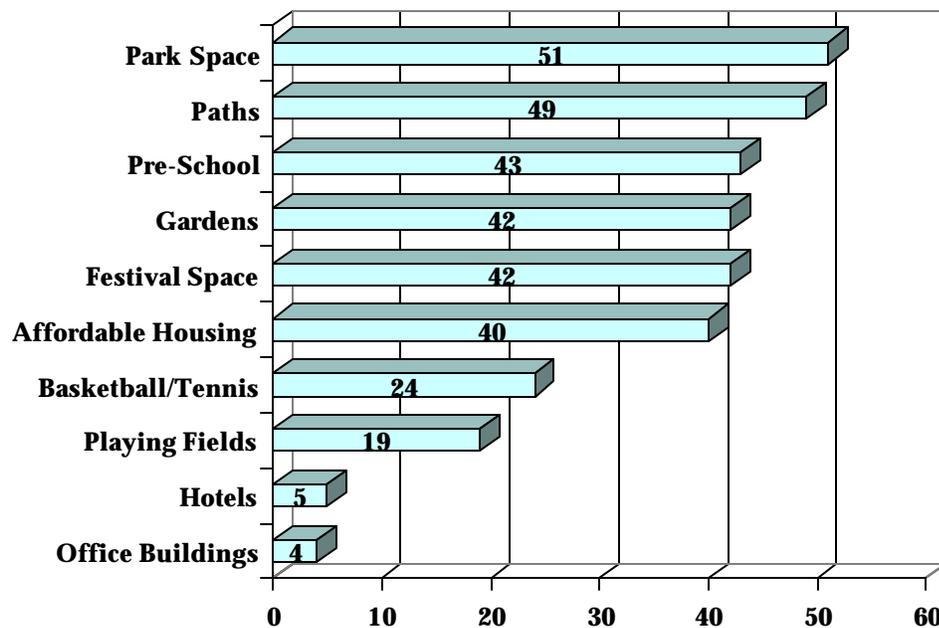
CIVIC CENTER REDEVELOPMENT

To assist the city in the process of updating the Civic Center Special Plan, we asked residents to rate the importance to them of a series of possible future uses for the Civic Center area. Residents had some clear priorities, as shown in Figure 25. Park space for sitting and reading, walking and biking paths, gardens, festival space, and a pre-school site were among the highest priorities.

- Latinos were more likely (40%) than whites (22%) to prefer basketball and tennis courts, a pre-school (65% to 38% for whites), and park space for festivals (58% to 42).

- Those earning less than \$40,000 were far more likely than their more affluent neighbors to prefer that the area be used for affordable housing (52%) and a pre-school (53%). Residents of zip code 90404 (Pico and Mid-City) were also more likely than others to prefer that the area be used for affordable housing and a pre-school.

Figure 25: Percent Saying Each Use of Civic Center Would be “Very” Important



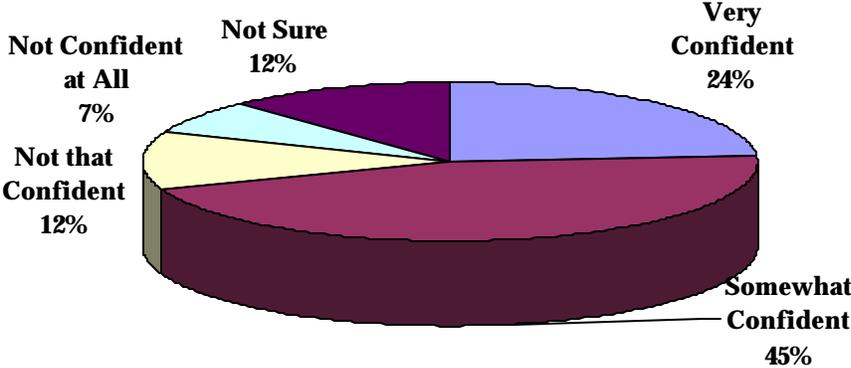
CONFIDENCE IN CITY EMERGENCY PREPARATIONS

Most Santa Monica residents express confidence in the city’s ability to respond to an emergency. In fact, 70 percent say they are “very” or “somewhat” confident that the city will respond appropriately to an emergency in the wake of the September 11 tragedy. (See Figure 26).

Ability of City to Respond in an Emergency

- Women (76%) are more confident than men (62%) about how the city would handle an emergency.

Figure 26: How Confident Are You That the City Will Respond Appropriately to an Emergency?



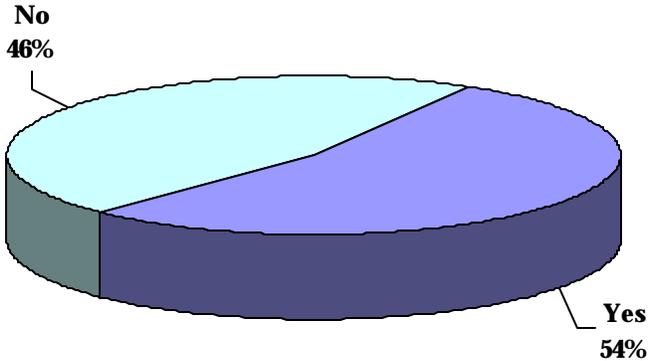
BUS AND SHUTTLE USE

More than half the city’s residents (54%) have used the Big Blue Bus in the past year, as shown in Figure 27. This includes:

Likelihood of Using Big Blue Bus and Tide Shuttle

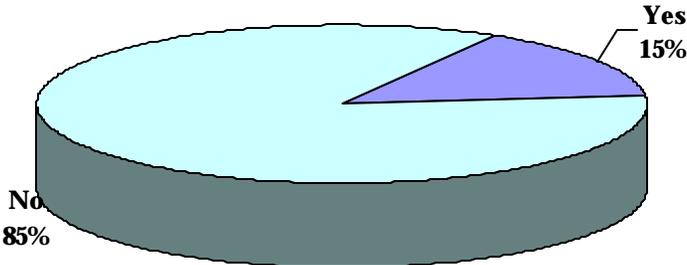
- Sixty percent of women, and 66 percent of women over age 55, compared to just 46 percent of men.
- Two-thirds (66%) of those living in zip code 90404 (Pico and Mid-City).
- Two-thirds (66%) of those with three or more people in the household.
- Sixty-three percent of those with kids in the home.
- Sixty percent of those working in Santa Monica.
- Sixty-one percent of non-whites, compared to 51 percent of whites.
- Fifty-nine percent of those over age 45, compared to 51 percent of those ages 35-44, and 43 percent of those age 18-34.

Figure 27: Have You Ridden a Big Blue Bus in the Past Year?



Ridership of the Tide Shuttle is much lower, with just 15 percent saying they have used it in the past year. (See Figure 28).

Figure 28: Have You Ridden the Tide Shuttle in the Past Year?



Those most likely to have used the Tide Shuttle include:

- Twenty-nine percent of those who live in zip code 90405 (Sunset Park and Ocean Park) and 47 percent of those in that zip code who live west of Lincoln Boulevard.

- Twenty-one percent of non-whites compared to 13 percent of whites, and
- Twenty-two percent of those earning less than \$40,000 annually compared to just 8 percent of those earning more than \$125,000 per year.

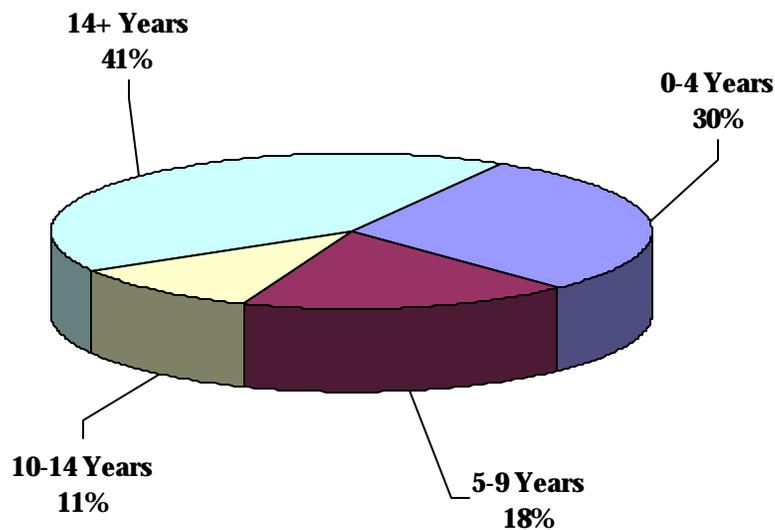
SAMPLE DEMOGRAPHICS

In addition to the substantive service items and policy issues it addresses, the survey includes a detailed series of demographic questions. The following section presents the results for these demographic questions in graphical form, with comments about the findings or about subgroup differences where they are of interest.

Length of Residence

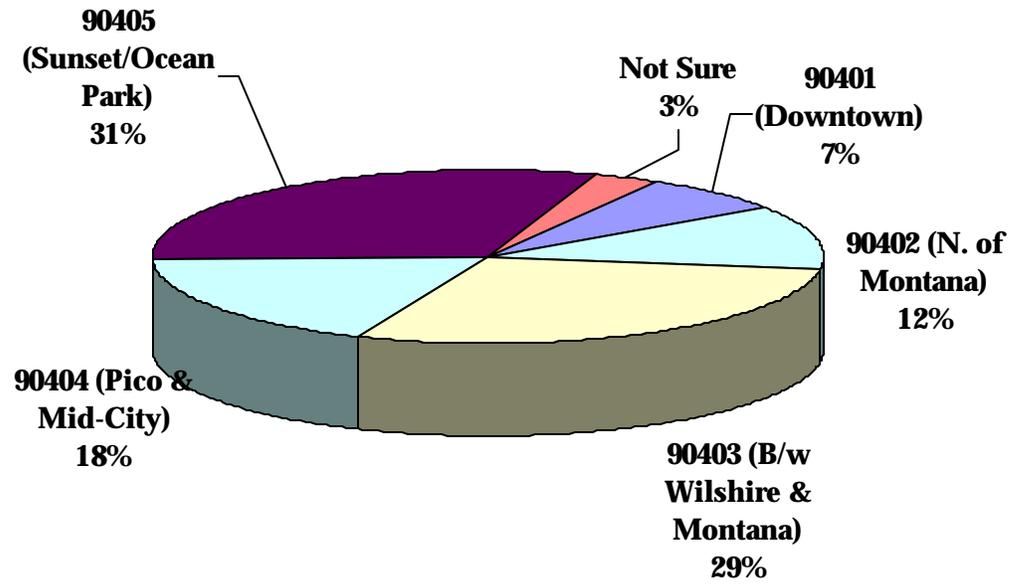
Among respondents, the mean length of residence in Santa Monica is 15 years. Those who visit City Hall eight or more times a year have a much longer mean length of residence compared to those who visit City Hall less often. The same is true of people who say they have contacted a city department or belong to a neighborhood association. Residency in zip code 90402 (north of Montana) is much longer than in other areas of the city.

Figure 29: Length of Residence in Santa Monica



Zip Code Distribution

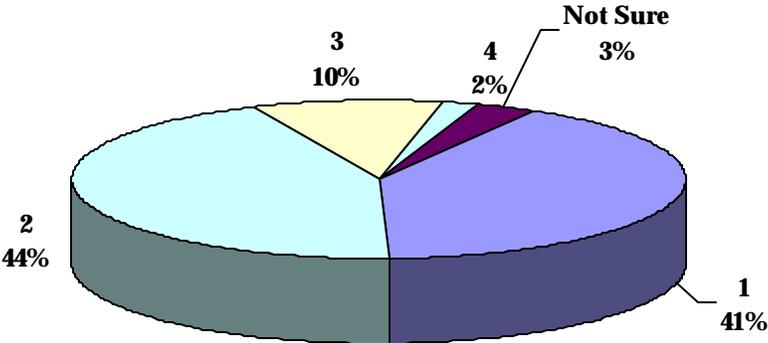
Figure 30: Zip Codes and Neighborhoods of Residence



Adults in the Household

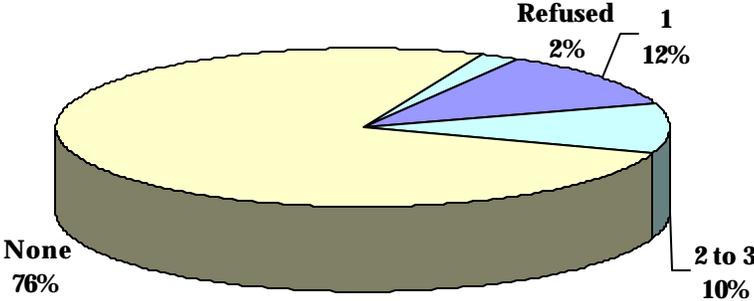
More than half of all residents over age 55 live with no other adults. Nearly half (47%) of apartment or condo dwellers say they live with no other adults, as do half the city’s renters. Forty-five percent of whites say they live with no other adults, compared to just 31 percent of non-whites.

Figure 31: Adults In Household



Children in the Household

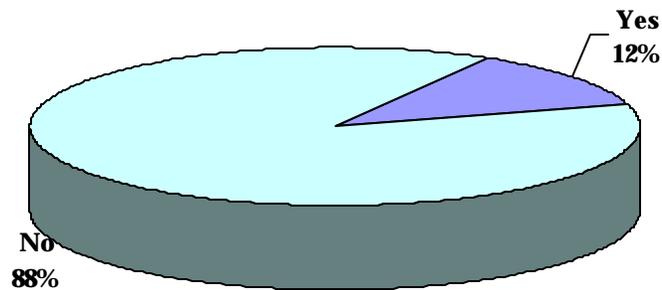
Figure 32: Children In Household



Member of a Neighborhood Association

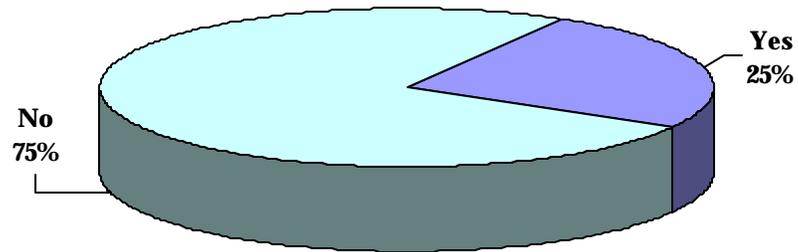
The zip codes with the highest proportion of members of neighborhood associations are 90402 (north of Montana, at 22%) and 90405 (Sunset Park and Ocean Park, at 17%). Fully 19 percent of those who say they own a home also say they are a member of a neighborhood association.

Figure 33: Active Member of Santa Monica Neighborhood Association?



Volunteering for Organizations Located in Santa Monica

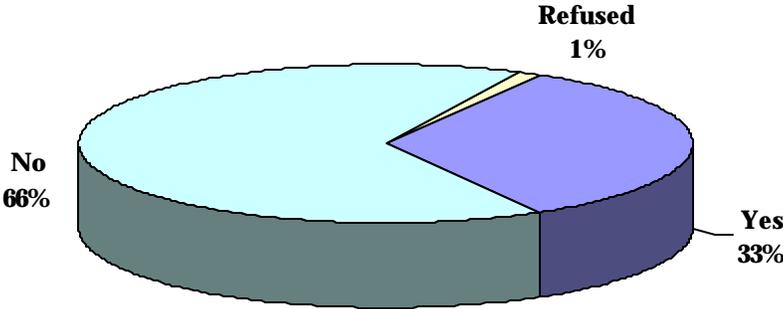
Figure 34: Do You Volunteer for Any Organizations within Santa Monica?



Employed in Santa Monica

A third of the respondents say they work full or part time in Santa Monica. In addition, 20 percent say that they live in the same household with someone else who works in Santa Monica.

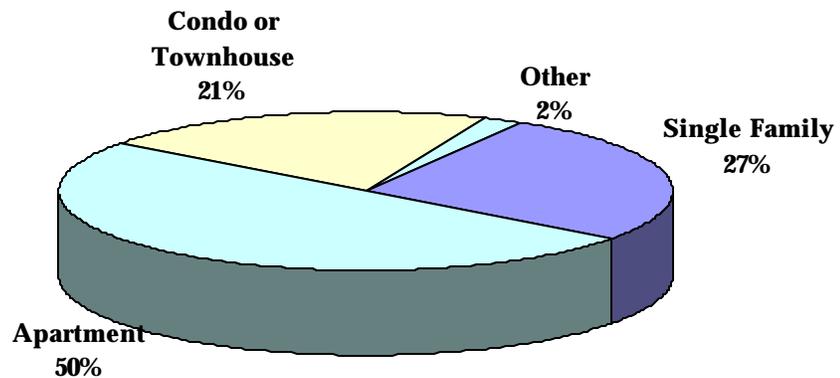
Figure 35: Employed in Santa Monica?



Type of Dwelling

The likelihood of living in a single family home rises with age (from 8% of those under 35 to 40% of those over 55) and income (from 19% of those earning less than \$40,000 per year, to 48% of those earning more than \$125,000 per year. Whites and non-whites in Santa Monica are equally likely to live in a single family home.

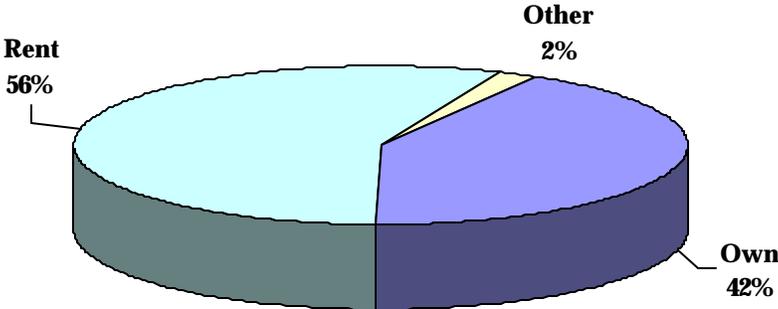
Figure 36: Type of Dwelling



Home Ownership Status

This is one question in which the results of this study varied significantly from those found in the recent U.S. Census. In our study, 56 percent of adult respondents said they rented their residency (See Figure 37). This is similar to the results from other telephone surveys conducted by the city in recent years. However, the 2001 U.S. Census suggests that 70 percent of the city lives in rental housing. This discrepancy may be due to a greater reluctance of lower income respondents (who are more likely to be renters) to complete a telephone interview, thus reducing the proportion of renters in the sample.

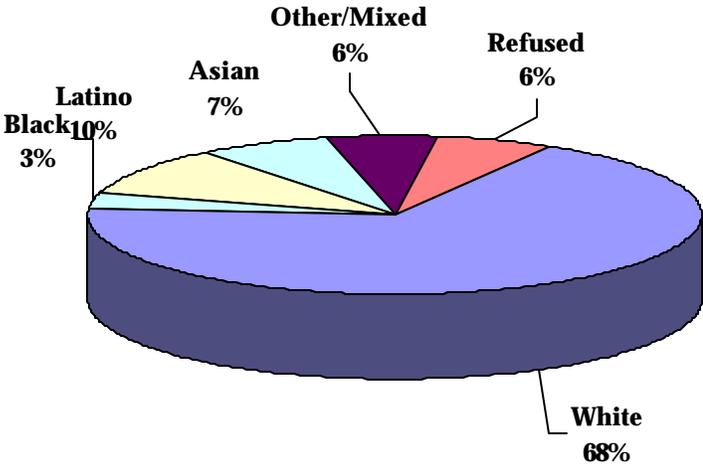
Figure 37: Own or Rent Residence



Race/Ethnicity

The 2000 U.S. Census found that 12 percent of the city’s adults were Latinos, compared to the 10 percent included in our sample. Census data matched our findings for the proportion of Asians (7%) and African-Americans (3%) in the adult population. The Census found that 72 percent of Santa Monica residents were white, compared to 68 percent in our survey, which is well within the margin of error for a sample of this size.

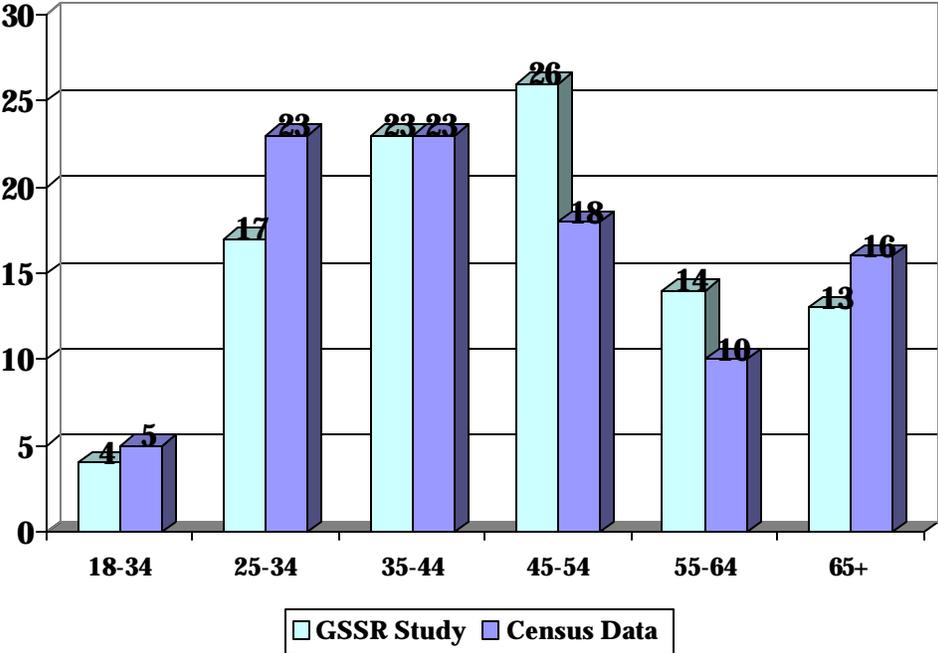
Figure 38: Race/Ethnicity



Age

The study’s findings for age are relatively similar to those found in the 2001 U.S. Census for adults, with the exception of the age grouping 45-54. In this study, 26 percent were found among in that age bracket, compared to 18 percent in the U.S. Census.

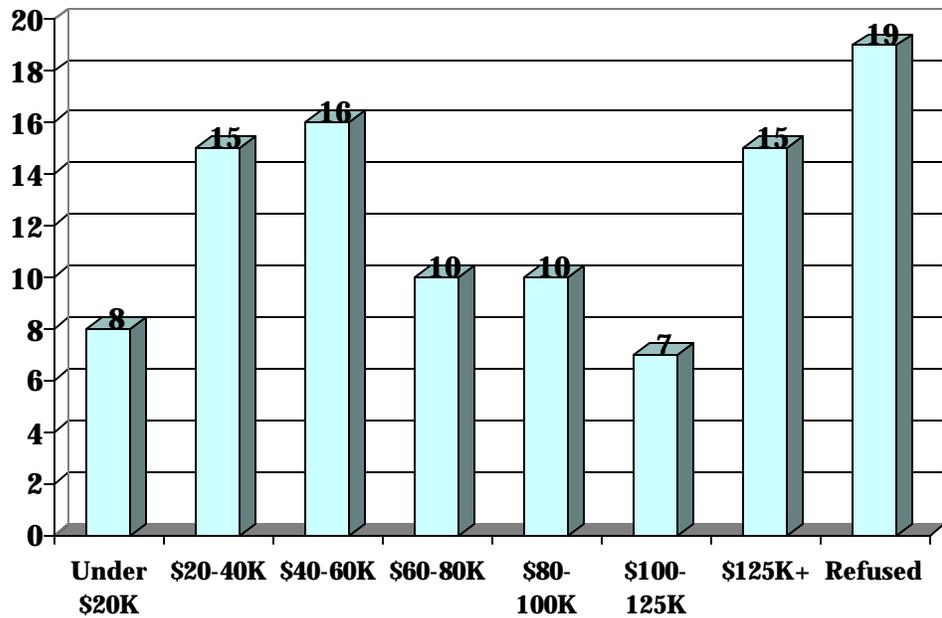
Figure 39: Age



Income

The median income reported in our study was between \$60,000 and \$80,000, well above the approximately \$50,000 per year 1998 median household income reported by the *Santa Monica Community Profile* published by the Rand Corporation in 2000. However, the large proportion of respondents who refused to reveal their incomes in our study (19%, as shown in Figure 40) makes it difficult to compare these findings.

Figure 40: Income



APPENDIX A

**QUESTIONNAIRE WITH
AGGREGATE RESULTS**

Time Started _____

Time Ended _____

Date _____

GENDER

MALE46%

.....
FEMALE.....54

Hello, I'm _____ from GSSR, a national public opinion research firm. We've been asked by the city of Santa Monica to conduct a survey of local residents about their satisfaction with city services and programs, and your telephone number was selected at random. We are not trying to sell you anything. All of your responses will be kept strictly confidential.

According to the research procedure, may I speak to the adult in the house age 18 or older who celebrated a birthday most recently?

[REPEAT INTRODUCTION IF RESPONDENT IS NOT PERSON WHO FIRST ANSWERED PHONE]

1. First, what city do you live in?

In Santa Monica----- 100%
Other City ----- TERMINATE
(DON'T READ) DK/NA ---TERMINATE

2. How long have you lived in Santa Monica? (RECORD EXACT AMOUNT, AND CODE IN RANGES)

0-4 YEARS-----30%
5-9 YEARS-----18
10-14 YEARS-----11
14+ YEARS-----42
(DON'T READ) DK/NA ----- 0

3. Generally speaking, are you satisfied or dissatisfied with the job the City of Santa Monica is doing to provide city services? (IF SATISFIED/DISSATISFIED ASK:) "Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?"

Very satisfied -----35%
Somewhat satisfied -----49
Somewhat dissatisfied----- 8
Very dissatisfied ----- 5
(DON'T READ) DK/NA ----- 4

4. What would you say are the one or two most important issues facing the City of Santa Monica today?
(RECORD UP TO TWO RESPONSES – RECORD VERBATIM RESPONSES BELOW, THEN SUPERVISORS CODE)

Crime/Drugs/Gangs -----	8%
Education-----	6
Environmental Concerns-----	9
Too much growth-----	14
Too many homeless/homeless causing problems-----	22
Not enough services for the homeless-----	5
Lack of affordable housing -----	10
Lack of parking -----	11
Not enough parks/problems with parks -----	1
Police aggressiveness -----	1
Terrorism -----	1
Traffic-----	21
Roads being torn up-----	4
Other-----	4
None -----	3
Not Sure/Refused -----	9

5. In general, would you say that the City of Santa Monica does an excellent, good, fair, or poor job of addressing neighborhood concerns?

Excellent -----	10%
Good -----	47
Fair-----	24
Poor-----	9
(DON'T READ) DK/NA -----	9

NEXT, I'D LIKE TO ASK YOU A FEW QUESTIONS ABOUT THE CITY'S COMMUNICATION WITH RESIDENTS.

6. Are you satisfied or dissatisfied with the City's efforts to communicate with Santa Monica residents through newsletters, the Internet, and other means? (IF SATISFIED/DISSATISFIED ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Very satisfied -----	35%
Somewhat satisfied -----	38
Somewhat dissatisfied -----	13
Very dissatisfied -----	8
(DON'T READ) DK/NA -----	6

7. What information sources do you use to find out about Santa Monica city news, information, and programming? (DON'T READ LIST, RECORD FIRST THREE RESPONSES)

(DON'T READ)

Seascope newsletter -----	35%
Special postcard mailings -----	14
Street banners -----	2
The City's web site -----	14
City Council Meetings (in person) -----	4
City TV (cable channel 16) -----	18
Los Angeles Times newspaper -----	18
Argonaut -----	1
Santa Monica Sun -----	6
Santa Monica Mirror -----	14
Lookout (online newspaper) -----	5
City Hall on Call (24 hour telephone system) -----	1
Santa Monica Bayweek -----	2
Friends/family/neighbors -----	8
None -----	6
Other (Do not specify) -----	17
(DON'T READ) DK/NA -----	3

8. Do you subscribe to the city's Web Information Network, also known as WIN?

Yes -----	4%
No -----	95
(DON'T READ) DK/NA -----	1

9. Thinking about the city overall, what do you feel the City of Santa Monica could do to improve its services? (PROBE FOR CLARITY AND SPECIFICS - RECORD UP TO THREE SUGGESTIONS)

(DON'T READ)

Get homeless out of the city -----	11%
Improve or expand services for the homeless -----	5
Communicate better with residents -----	14
Have more parking -----	8
Stop growth -----	5
Improve traffic safety -----	7
Reduce traffic congestion -----	9
Improve pedestrian safety -----	3
Reduce crime/gangs/drugs -----	3
Repair streets and sidewalks -----	7
Improve parks -----	2
More courteous employees -----	1
Be more responsive -----	10
Lower taxes -----	2
Cut waste/administration -----	7
More buses/more public transportation -----	2
More recycling -----	3

Other----- 2
 None ----- 7
 Not Sure/Refused -----22

10. The Santa Monica Civic Auditorium is located at Pico and Main, near City Hall. Have you attended an event of any kind at the Civic Auditorium in the past year, or not?

Yes (ASK Q.11)-----30%
 No (SKIP TO Q.13) -----70
 (DON'T READ) DK/NA (SKIP TO Q.13)----- 0

IF YES ON Q. 10 ASK: (N = 123)

11. How many times have you attended an event there in the past year?

Mean number of visits = 2.2 per year
 Once -----39%
 Twice -----25
 3-4 times-----25
 5+ times ----- 9

12. What type of event (or events) did you attend at the Civic Auditorium in the past year? Did you attend (READ - MARK AS MANY AS APPLY): (N = 123)

	<u>YES</u>	<u>NO</u>	<u>DK/NA</u>
A performing arts event like the Santa Monica Symphony-----	31%	68%	1%
A festival or fair, like the Book Fair-----	43	56	1
A consumer show, like the Gem Show, an Antique show, a dog or cat show, or the Modernism show-----	58	41	1
Or some other kind of event?-----	34	63	3

13. Now, please tell me which one of the following types of events you would prefer to see MORE of at the Civic Auditorium: (READ-ROTATE - ACCEPT ONLY ONE RESPONSE)

Concerts-----36%
 Performing arts like dance or theater-----25
 Community meetings and events ----- 4
 Consumer shows like the gem show, pet shows, or antique shows -----11
 Educational programs or lectures-----13
 (DON'T READ) OTHER----- 4
 (DON'T READ) NONE ----- 3
 (DON'T READ) DK/NA----- 4

14. On a slightly different topic, as you may know, the city is going to be redeveloping the Civic Center, which is the area between Colorado and Pico, and between 4th and Ocean Avenue. I want to read you a short list of the different types of uses the city is considering for this area. After you hear each one, please tell me if you feel that WOULD or would NOT be an important use of the civic center area. (IF "WOULD" ASK): "Would that be a VERY important use, or a SOMEWHAT important use of the civic center area?" **(ROTATE)**

	VERY IMP	S.W. IMP	NOT IMP	DK NA
<input type="checkbox"/> a. Walking and bicycling paths-----	49%	28%	22%	1%
<input type="checkbox"/> b. Basketball and tennis courts -----	24	30	45	1
<input type="checkbox"/> c. Baseball and soccer fields-----	19	26	53	3
<input type="checkbox"/> d. Park space for sitting and reading-----	51	31	17	1
<input type="checkbox"/> e. Park space for gatherings or festivals-----	42	38	19	1
<input type="checkbox"/> f. Affordable housing -----	40%	16%	43%	1%
<input type="checkbox"/> g. Pre-school educational facilities-----	43	24	28	5
<input type="checkbox"/> h. Hotels-----	5	15	79	1
<input type="checkbox"/> i. Commercial office buildings-----	4	20	74	1
<input type="checkbox"/> j. A botanical garden-----	42	36	21	1

15. Now, the city is considering a program to replace trees that are too large for parkways, or where the root systems are damaging sidewalks. Such trees would be replaced in a phased way over a number of years with trees that are more appropriate for the location. Does this program sound like something you would favor, or oppose? (IF FAVOR/OPPOSE ASK) "Is that strongly (favor/oppose) or somewhat?"

	STR. FAV	S.W. FAV	S.W. OPP	STR. OPP	DK NA
Trees removal-----	38%	30%	10%	14%	7%

16. Now let me share with you another policy related to trees that the city is considering. Under this policy, if any privately owned tree in Santa Monica is removed in the course of developing a residential or commercial property, the property owner would have three choices. They could relocate the tree elsewhere on the property, they could replace the tree with new trees on the property, or they could pay a fee that would be used to pay for public trees to be planted elsewhere in the city.

Does this policy sound like something you would favor, or oppose? (IF FAVOR/OPPOSE ASK) "Is that strongly (favor/oppose) or somewhat?"

	STR. FAV	S.W. FAV	S.W. OPP	STR. OPP	DK NA
Trees policy -----	34%	29%	8%	23%	7%

17. On a very different topic, Santa Monica's main library will be closed for construction late next year. Of the following six services, which three would you MOST like to see continued in a temporary facility? (READ ALL SIX BEFORE RECORDING)

	Combined Choices
<input type="checkbox"/> The fiction collection-----	36%
<input type="checkbox"/> The non-fiction collection-----	55
<input type="checkbox"/> Newspapers and magazines -----	32
<input type="checkbox"/> Children's services -----	64
<input type="checkbox"/> Videos and CDs-----	18
<input type="checkbox"/> Public internet access -----	44
(DON'T READ) Other -----	2
(DON'T READ) None -----	4
(DON'T READ) DK/NA -----	6

18. Have you driven to the downtown area of Santa Monica in the past year?

Yes (ASK Q.19)-----94%
No (SKIP TO Q.23)-----5
(DON'T READ) DK/NA (SKIP TO Q.23)-----1

IF YES ASK Q.18. IF NO, SKIP TO Q.23 (N = 387)

19. How often do you drive downtown? On a daily basis, at least once a week, at least a few times a month, about once a month, or less often than that?

Daily-----33%
Once a week-----37
Few times/month-----18
Once/month-----7
Less often-----5
(DON'T READ) DK/NA-----0

20. Have you found the new directional signage useful in dealing with the construction, or did you not find it useful? If you have not noticed the new signage, just say so. (N = 387)

Useful-----39%
Not useful-----25
Not noticed-----33
(DON'T READ) DK/NA-----3

21. From what you have seen when driving or visiting downtown, does it appear that there are more traffic officers on duty, or have you not noticed that? (N = 387)

Yes (ASK Q.22)-----57%
No (SKIP TO Q.23)-----36
(DON'T READ) DK/NA (SKIP TO Q.23)-----7

IF YES ON Q.21 ASK Q.22. OTHERWISE SKIP TO Q.23

22. Is it your sense that the presence of traffic officers has helped relieve congestion at the busiest downtown intersections? (N = 220)

Yes-----67%
No-----27
(DON'T READ) DK/NA-----6

ASK EVERYONE

23. Now, in the past year did you visit Santa Monica's City Hall for any reason?

Yes (ASK Q.24)-----46%
No (SKIP TO Q.25)-----54
(DON'T READ) DK/NA (SKIP TO Q.25)-----0

IF YES ON Q.23 ASK Q.24 (N = 187)

24. How many times would you say you visited Santa Monica's City Hall in the past year?

Mean visits per year: 5.5. Median visits per year: 2.0
1 visit-----26%
2 visits-----26
3-5 visits-----27
6+ visits-----20

25. In the past year, have you contacted a Santa Monica city government department or employee for any reason?

Yes (ASK Q.26)-----52%
 No (SKIP TO Q.31)-----48
 (DON'T READ) DK/NA (SKIP TO Q.31)-----0

IF YES ON Q.25 ASK Q.26 OTHERWISE, SKIP TO Q.31 (N = 215)

26. Was that contact in person, over the phone, via email, or in some other way?

In person-----35%
 Phone-----55
 Email-----6
 All of the above-----4
 (DON'T READ) DK/NA -----0

27. What was the specific nature of that interaction or interactions? RECORD VERBATIM RESPONSES BELOW, THEN SUPERVISORS CODE) (TAKE FIRST MENTION ONLY) (N = 215)

Getting permit or license-----19%
 Encounter with police-----9
 Encounter with firefighters-----0
 Friend/family works for government-----2
 Complaint about parking, traffic, or neighborhood-----15
 Visiting recycling/hazardous waste center-----2
 General complaints-----16
 Requested information-----17
 Visiting a park-----0
 Visiting a library-----0
 Other:-----2
 (DON'T READ) DK/NA-----2

28. Based on your personal experience, would you say that the people you dealt with when contacting Santa Monica city departments were very courteous, somewhat courteous, somewhat discourteous, or very discourteous? (N = 215)

	VERY COUR.	S.W. COUR	S.W. DISCOUR	VERY DISCOUR	DK/ NA
Courteous/Discourteous-----	53%	37%	6%	4%	1%

29. And would you say that the people you dealt with when contacting Santa Monica city departments were very responsive to your needs, somewhat responsive, somewhat unresponsive, or very unresponsive? (N = 215)

	VERY RESP.	S.W. RESP	S.W. UNRESP	VERY UNRESP	DK/ NA
Responsive-----	47%	28%	13%	10%	2%

30. In general, have you been satisfied, or dissatisfied, with the services you received after contacting a Santa Monica city government department? (IF SATISFIED/DISSATISFIED ASK): "Is that VERY or SOMEWHAT (satisfied/dissatisfied)?" (N = 215)

	VERY SAT	S.W. SAT	S.W. UNSAT	VERY UNSAT	DK/ NA
Responsive -----	40%	32%	8%	14%	6%

ASK EVERYONE

31. Have you attended a city-sponsored meeting of any kind in the past year, including city council meetings, a city commission, or a special-topic workshop?

Yes (ASK Q.32)-----	18%
No (SKIP TO Q.33)-----	82
(DON'T READ) DK/NA (SKIP TO Q.33)-----	0

IF YES ON Q.31 ASK Q.32, OTHERWISE, SKIP TO Q.33 (N = 74)

32. How did you learn about the meeting? From a notice in the mail, from a notice you saw on-line, from a flyer posted somewhere, from a notice in a newspaper, from a friend or relative, or was it something regularly scheduled that you knew about?

Mail-----	31%
On-line -----	4
Flyer-----	11
Notice in newspaper-----	7
Friend/relative -----	19
Regularly scheduled -----	19
(DON'T READ) OTHER-----	9
(DON'T READ) DK/NA -----	1

33. Over the past few years, the Santa Monica city government has taken extra steps to be prepared in the event of an emergency. How confident are you in the city's ability to respond appropriately to an emergency? Very confident, somewhat confident, not that confident, or not confident at all?

	VERY CON	S.W. CON	NOT THAT CON	NOT AT ALL	DK NA
Emergency preparedness-----	24%	46%	12%	7%	12%

34. Do you volunteer for any organizations located within Santa Monica?

Yes -----	25%
No-----	74
(DON'T READ) DK/NA -----	1

35. Are you an active member of a Santa Monica neighborhood association?

Yes -----	12%
No-----	88
(DON'T READ) DK/NA -----	0

36. In the past year, have you ridden a Big Blue Bus, the bus line here in Santa Monica?

Yes -----	54%
No-----	46
(DON'T READ) DK/NA -----	0

37. In the past year, have you ridden the Tide Shuttle, which goes between downtown Santa Monica and the Main Street area?

Yes -----15%
No -----85
(DON'T READ) DK/NA ----- 0

NOW FOR A FEW BACKGROUND QUESTIONS.

38. What is your zip code?

90401 **(SKIP TO Q.42)** ----- 7%
90402 **(SKIP TO Q.42)** -----12
90403 **(ASK Q.39)** -----29
90404 **(SKIP TO Q.40)** -----18
90405 **(SKIP TO Q.41)** -----31
Other **(SKIP TO Q.42)** ----- 1
Not Sure **(SKIP TO Q.42)** ----- 1

ASK Q.39 IF ZIP 90403

39. Do you live east or west of 21st Street? (N = 120)

East (Northeast) -----15%
West (Wilshire/Montana) -----83
(DON'T READ) DK/NA ----- 2

ASK Q.40 IF ZIP 90404

40. Do you live north or south of Colorado Avenue? (N = 76)

North (Mid-City) -----55%
South (Pico) -----43
(DON'T READ) DK/NA ----- 2

ASK Q.41 IF ZIP 90405

41. Do you live east or west of Lincoln Boulevard? (N = 126)

East (Sunset Park) -----60%
West (Ocean Park) -----40
(DON'T READ) DK/NA ----- 0

ASK EVERYONE

42. How many individuals age 18 or older live in your household, including yourself?

One -----41%
Two -----44
Three -----10
Four ----- 2
Five or more ----- 0
(DON'T READ) DK/NA ----- 2

43. How many individuals age 17 or younger live in your household?

One -----12%
Two ----- 7
Three ----- 3
Four ----- 0
Five or more ----- 0
None -----76
(DON'T READ) DK/NA ----- 2

44. Do you live in a single family home, an apartment, a condominium, or a townhouse?

Single family-----27%
 Apartment-----50
 Condo-----13
 Townhouse-----8
 OTHER-----1
(DON'T READ) DK/NA-----1

45. Do you own or rent your residence?

Own-----42%
 Rent-----56
(DON'T READ) DK/NA-----1

46. Do you work at a job, either part time or full time, that is located in Santa Monica?

Yes-----33%
 No-----65
(DON'T READ) DK/NA-----1

47. Is there anyone else in your household who works at a full time or part time job that is located in Santa Monica?

Yes-----20%
 No-----79
(DON'T READ) DK/NA-----2

48. Most people think of themselves as belonging to a particular ethnic or racial group. What ethnic or racial group are you a member of? **(ASK ONLY IF NECESSARY)** Are you white, Black or African-American, Asian or Asian-American, Hispanic or Latino, of mixed race -- or are you of some other ethnic or racial background?

White **(ASK Q.49)**-----68%
 Black/African-American **(ASK Q.49)**-----3
 Asian **(ASK Q.49)**-----7
 Hispanic/Latino **(SKIP TO Q.50)**-----8
 Native American **(ASK Q.49)**-----0
 Mixed Race **(ASK Q.49)**-----2
 Other **(ASK Q.49)**-----4
(DON'T READ) REFUSED/DK **(SKIP TO Q.50)**- 7

IF PUNCH 1,2,3,5,6,7 ON Q.48 ASK:

49. Do you also consider yourself to be Hispanic or Latino? (N = 377)

Yes-----2%
 No-----94
(DON'T READ) DK/NA-----4

ASK EVERYONE

50. What is your age, please? **(RECORD IT EXACTLY AND CIRCLE APPROPRIATE CATEGORY BELOW)**

(IF RESPONDENT DECLINES TO STATE AGE, WRITE "999" IN BLANKS ABOVE AND THEN ASK:)

Which of the following categories includes your age? **(READ LIST.)**

18-24	-----	4%
25-34	-----	17
35-44	-----	23
45-54	-----	26
55-64	-----	14
65-74	-----	8
75 or older	-----	5
(DON'T READ) REFUSED	-----	3

51. Finally, I don't need to know the exact amount, but please stop me when I read the **category** that includes the total income for your household before taxes in 2000.

\$20,000 and under	8%
\$20,001 - \$40,000	15
\$40,001 - \$60,000	16
\$60,001 - \$80,000	10
\$80,001 - \$100,000	10
\$100,001 - \$125,000	7
\$125,000 or more	15
(DON'T READ) REF	19



My supervisor may be calling you to confirm that this interview took place. May I have your first name and telephone number so she can call and ask for you?

Name

Telephone #

That's all the questions I have. Thank you very much for participating in the survey.

CALCULATE AND RECORD INTERVIEW LENGTH. RECORD GENDER ON THE FIRST PAGE.

I AFFIRM THAT THE ABOVE INFORMATION IS ACCURATELY RECORDED FROM THE RESPONDENT'S STATEMENTS.

Interviewer's Signature

Date

English Language	-----	97%
Spanish Language	-----	3