

**Findings from
Opinion Research**

**2005
SANTA MONICA
RESIDENT SURVEY**

**Conducted for the
City of Santa Monica**

GOODWIN SIMON STRATEGIC RESEARCH

February 28, 2005

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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 levels of satisfaction with city programs and services, and to explore resident attitudes about issues facing the city.

This study was conducted between January 17 and 24, 2005. The survey was conducted in two waves. Initially, we completed 400 interviews with adult 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. The second wave consisted of 150 interviews conducted with residents of the Pico area, which was defined as those living in zip code 90404 south of Colorado Boulevard. The sample for these extra interviews in the Pico area was drawn randomly from residents with phone numbers listed in commercial telephone directories.

The margin of error for citywide results is plus or minus five percent at a 95 percent confidence level. That is, if this survey were to be repeated exactly as it was originally conducted, then 95 out of 100 times the responses from the sample (expressed as proportions) would be within 5 percent of the actual population proportions. The margin of error for 181 total interviews in the Pico area (combining 31 Pico area residents from the main sample and 150 from the supplemental sample) is plus or minus 7.2 percent.

For both the main sample and the Pico supplemental sample, results were weighted slightly by age and race to match U.S. Census data.

Table 1: Methodology

Technique	Telephone interviewing
Interview Length	20 minutes
Universe	Adult residents of Santa Monica
Field Dates	January 17-24, 2005
Sample	Random-digit-dial, plus listed sample in Pico area
Sample Size	400 citywide, 150 extra in Pico area
Margin of Error	+/- 5% for main sample, +/- 7% for Pico area sample
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. “Positive” responses include “excellent” and “good” responses, while “negative” responses refer to “fair” and “poor” responses. “Newcomers” refers 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 20 years or more.

Some of the survey instrument tracks questions asked in similar studies conducted in 1998 through 2002. However, it should be noted that the questionnaire design this year was altered substantially from that used in previous years. The result of this change is that many questions are being asked for the first time this year, and many questions asked in previous years were dropped.

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, 2000, 2001, and 2002.

A total of 400 interviews were completed citywide with randomly selected adults living in Santa Monica, plus an additional 150 interviews in the Pico neighborhood (defined as zip code 90404 south of Colorado Avenue). The survey was conducted in English and Spanish between January 17 and 24, 2005. The margin of error for this study for citywide results is about plus or minus 5 percent at a 95 percent confidence level. The margin of error for results in the Pico area is plus or minus 7 percent.

FINDINGS

OVERALL SATISFACTION WITH CITY SERVICES REMAINS HIGH

- As was seen in previous years, Santa Monica residents express quite positive views about the services provided to them by city government. Fully 82 percent say they are “very” or “somewhat” satisfied with “the job the city of Santa Monica is doing to provide city services.” This figure is nearly identical to what has been found in previous surveys. Only 17 percent are dissatisfied.
- The survey finds slightly lower satisfaction levels among older residents, long-time residents of the city, and those who have been in contact with city departments.

RESIDENTS DIVIDED ON RATING OF CITY FOR ADDRESSING NEIGHBORHOOD CONCERNS

- A different kind of general rating asked residents to rate the city on a scale of excellent/good/fair/poor for “addressing neighborhood concerns.” Forty-five percent rated the city positively (excellent/good) in this area, with 39 percent giving the city a negative (fair/poor) rating. Sixteen percent were unable to rate the city for addressing neighborhood concerns.
- Again, we see slightly lower ratings among those who have lived in the city longer, and also among those who have contacted a city department for either an emergency or non-emergency purpose. Dissatisfaction with how the city addresses neighborhood concerns is also slightly higher among single-family home dwellers compared to apartment dwellers, and in zip code 90402.
- The 45 percent positive rating for addressing neighborhood services is significantly lower than the 56 percent positive rating found in the 2002 survey. However, substantial revisions to the survey, including changes to where this item is found in the order of the questionnaire, may account for this decline.

HOMELESSNESS, TRAFFIC, PARKING SEEN AS MOST IMPORTANT ISSUES FACING CITY

- In response to an open-ended question asking residents to state the one or two most important issues facing the city, 45 percent said the most important issue facing the city is the number of homeless on the streets or lack of services for the homeless. This is up from 33 percent in 2002.
- Twenty-five percent said that traffic is the most important issue, up from 18 percent in 2002.
- Sixteen percent said that parking is the most important issue, up from 8 percent in 2002.

- Other issues mentioned by 10 percent or more of the residents were crime/gangs/drugs, and education. Nine percent mentioned growth.
- Twenty-five percent of Pico area residents mentioned something about crime, gangs, or drugs, compared to 8 percent of those living in other areas of the city.
- In a closed ended battery of questions asking residents to rate the seriousness of problems facing the city, the survey found again that homelessness was seen as the most pressing concern, followed by the lack of affordable housing, parking, and traffic. Gang violence was seen as a serious problem by a relatively low proportion of residents.

RESIDENTS EXPRESS MIXED VIEWS ABOUT CITY SPENDING PRIORITIES

- Only 24 percent give the city a positive (excellent/good) rating for “spending money in the right areas and on the right problems.” Fifty-four percent give the city a negative rating for this.
- A third say the city is spending too little on “services for the homeless,” with 17 percent who say the city spends too much on this. Latinos and Pico area residents are more likely than others to say the city spends too little on the homeless, with homeowners and long-time residents more likely than renters and newcomers to say the city spends too much.

CITY RECEIVES LOWER MARKS FOR ENFORCING LAWS AGAINST HOMELESS

- Fifty-one percent give the city negative (fair/poor) ratings for “enforcing laws against aggressing begging or panhandling,” with 47 percent giving the city negative ratings for “enforcing laws against overnight camping in parks and doorways.” Fewer than 40 percent give the city positive ratings in these areas.

RESIDENTS DIVIDE ON HOW EFFICIENTLY THE CITY OPERATES

- Forty-six percent rate the city positively, and 40 percent rate it negatively, for “operating efficiently.”

EVALUATIONS OF SPECIFIC SERVICES

- The survey asked residents to rate a battery of specific services. Most of the ratings were extremely positive and especially the ones for trash collection, landscaping, the Fire Department (the Police Department was rated in a separate question), libraries, 911 services, and tree trimming.
- Other services -- such as senior services, youth services, airport noise prevention, and historic preservation -- received lower positive ratings simply because residents were less familiar with them and thus were more likely to give a “not sure” response.
- The city received relatively poor ratings for keeping traffic flowing smoothly (62% negative) and for keeping streets and alleys clean (40% negative).
- Positive ratings for each service were as follows:
 - Trash collection (80%)
 - Landscaping (79%)
 - Fire Department (74%)
 - Library (71%)
 - 911 (69%)
 - Tree trimming (68%)
 - Pedestrian safety (62%)
 - Enforcing noise laws (60%)
 - Recreation and sports programs (60%)
 - Protecting the environment (58%)
 - Street/alley cleaning (58%)
 - Senior services (53%)
 - Historic preservation (52%)
 - Youth services (49%)
 - Arts funding (44%)
 - Enforcing zoning and building laws (44%)

- Early childhood education (42%)
- Keeping traffic flowing smoothly (37%)
- Enforcing airport noise limits (35%)

MOST RESIDENTS CONTINUE TO FEEL SAFE IN SANTA MONICA, AND ARE HIGHLY SATISFIED WITH POLICE RESPONSE TIME

- About one in four Santa Monica residents (26%) say that crime is has gotten better in the past few years, with 17 percent who say it has gotten worse, and 45 percent who way it has stayed the same. Those who have lived in Santa Monica for 5 or more years are somewhat more likely than newcomers to say that crime has gotten worse, as are those who have called the police. We also see that those in zip code 90403 living east of 21st Street are more likely than those living west of 21st Street to say crime has gotten worse. Residents of the Pico area are considerably more likely (41%) than others (25%) to say that crime has gotten better in the past few years.
- Nearly everyone -- 94 percent -- says they feel safe walking in their own neighborhood during the day, and 85 percent feel safe walking in the city's business areas during the day. At night, 65 percent feel safe in their own neighborhood, with 63 percent who feel safe walking in the city's business areas at night. Women are far more likely than men to report feeling unsafe. Residents of zip codes 90402 and 90403 are slightly less likely to report feeling unsafe walking at night in their own neighborhoods. These figures are virtually unchanged from what was found in the 2002 survey,
- Nearly one in five adult residents - 19%-- report that they or someone in their household made a 911 call requesting emergency assistance from the Police Department in 2004. Fully 76 percent of those reporting such a call say they were satisfied with the response time by the police.
- When asked what should be the top priority for additional police officers, 30 percent said they should be used to patrol in police cars in their neighborhood, 21 percent said they should be used to work with local residents to prevent crime, 18 percent said they should be used to work with local youth to prevent gangs, and 16 percent

said they should be used to patrol near schools. The lowest priority for the use of additional police officers was for foot patrols in local neighborhoods (10%). Residents of the Pico area differed from other residents in that working with local kids to prevent gangs was the top priority, at 25 percent.

HIGH SATISFACTION WITH RESPONSE TO PARAMEDIC SERVICES

- Thirteen percent of city adult residents say that they or someone in their household called 911 seeking paramedics or emergency medical assistance in 2004. This includes 20 percent of seniors.
- Of those calling for this service, fully 87 percent said they were very satisfied with the response time to their call.

HIGH USE OF PARKS REPORTED, WITH VERY POSITIVE RATINGS

- More than 80 percent of city adults report that they visit city parks. Only 16 percent say they do not visit parks, with 38 percent visiting a park 25 times or more. The mean number of visits reported is about once a month (12), with the median at 41 reflecting many trips by a small number of residents.
- About 80 percent report city parks to be safe, clean, and well-maintained, and nearly 90 percent say parks are convenient. Parents are more likely to report parks as safe, well-maintained, and convenient.

NEARLY HALF THE CITY'S ADULT RESIDENTS CONTACTED A CITY DEPARTMENT FOR NON-EMERGENCY PURPOSES; AGENCIES GET VERY HIGH RATINGS FOR SERVICES PROVIDED

- Forty-five percent of city residents report having contacted a city department for a non-emergency purpose. Homeowners were more likely than renters to have contacted the city, and those earning more than \$100,000 a year were more likely than those earning less to have contacted the city. Pico area residents were less likely than others to have contacted the city.

- Most of those who contacted the city did so to report a problem (63%), but 27 percent contacted the city to get information.
- The departments contacted most often were the Police, Environmental and Public Works Management, and Planning and Community Development. Smaller but still sizable proportions reported contacted the Community and Cultural Services Department, the City Manager's office, and the Rent Control Board. Ten percent of renters report contacting the Rent Control Board.
- Seventy percent rated the city staff they contacted as being responsive, 75 percent rated them as being knowledgeable, and 83 percent said they were courteous. Homeowners were less likely to rate departments they contacted as responsive.

MOST SAY CITY SHOULD RESPOND TO NON-EMERGENCY COMPLAINTS WITHIN 10 DAYS

- Seventy-one percent say the longest acceptable length of time the city should take to respond to non-emergency calls is ten days, which is the city's current standard. Another ten percent said the city should respond in fewer than ten days.

MOST ARE SATISFIED WITH CITY COMMUNICATIONS EFFORTS

- Seven of ten say they are satisfied with the city's efforts to communicate with residents. Moreover, 71 percent say they feel they have the opportunity to voice their concerns to the city on major community decisions.
- The main sources of information used to learn about city news are *Seascope*, the *Santa Monica Daily Press*, the city's web site, the *Santa Monica Mirror*, city TV, and the *Los Angeles Times*. Compared to previous years, we see a sizable increase in readership of the *Daily Press*, the *Mirror*, the city's website, and the *Times*.
- Subscription to the Web Information Network is limited to 6 percent of respondents.

WIDESPREAD USE OF THE INTERNET FOR INTERACTING WITH THE CITY

- Nearly 80 percent (78%) of adult residents report having Internet access at home. This includes only 49 percent of those over age 65, and just 56 percent in the Pico area.
- Forty-one percent say they have gone on-line to get information on issues facing the city. Far fewer, 22 percent, have sent email to city staff or elected officials. Sixteen percent say they have paid city bills on line.

HALF USED THE BIG BLUE BUS IN 2004

- Fifty-one percent report having used the Big Blue Bus in 2004, including 68 percent of Latinos and about 63 percent of those earning less than \$60,000 per year.

MOST RESIDENTS USE ALTERNATIVES TO CARS

- Fully 71 percent have intentionally not used their car for a trip in the past month, instead using another form of transportation. Newcomers, renters, and non-seniors are most likely to report this behavior.
- In addition, we found that 9 percent say they drive, or someone in their household drives, a low emission vehicle.

ONE IN FOUR AWARE OF CITY SUSTAINABILITY PLAN

- Twenty-five percent say they have heard of the city's Sustainability Plan, including 36 percent of homeowners compared to 19 percent of renters.

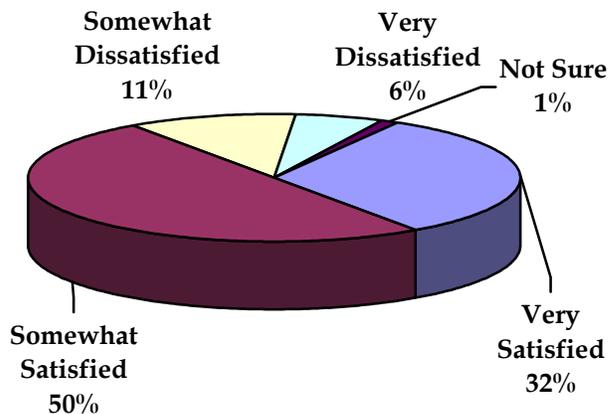
DETAILED FINDINGS

GENERAL ATTITUDES ABOUT CITY SERVICES

Overall Satisfaction with City Services

The first substantive question in the survey asked residents to rate their overall levels of satisfaction with city services. Most Santa Monica residents (82%) are “very” or “somewhat” satisfied with “the job the City of Santa Monica is doing to provide city services.” Only 17 percent are dissatisfied. (See Figure 1).

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



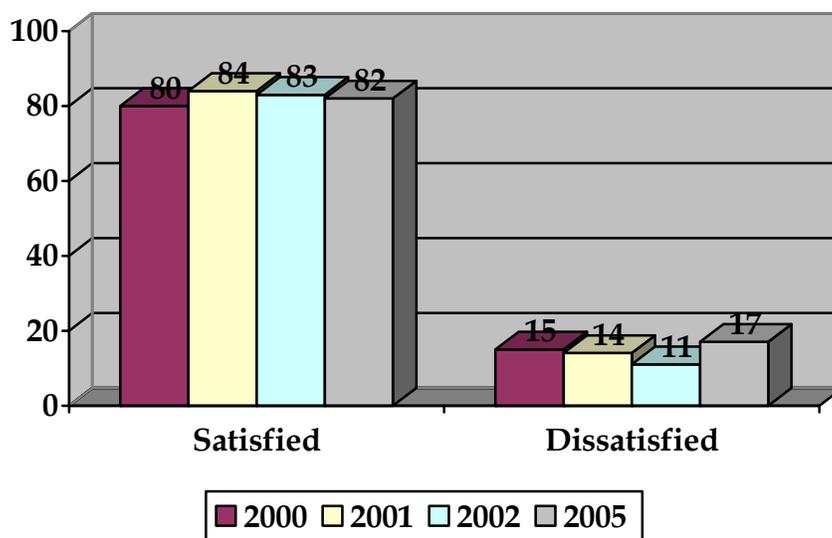
We observed several significant variations in response by different subgroups within the city. Generally, older, long-time residents, homeowners, and those who have made contact with the city tend to be most likely be dissatisfied (albeit in relatively small proportions). Specifically:

- Satisfaction with city services appears highest in zip code 90404 north of Colorado at 88 percent. Dissatisfaction appears to be slightly higher in zip code 90401 (29%).

- Dissatisfaction in the Pico neighborhood is identical to the citywide average (19%). However, this level of dissatisfaction is much higher than dissatisfaction north of Colorado in zip code 90404 (3%).
- Satisfaction with city services is higher in the Ocean Park area (84%) compared to Sunset Park (70%).
- Apartment dwellers are more satisfied with city services than single family home dwellers (85% to 75%). We see nearly the identical effect looking at renters versus homeowners. In fact, fully 24 percent of homeowners are dissatisfied with city services, compared to only 14 percent of renters.
- We find that dissatisfaction rises with age, from just 10 percent of those under age 35 to about 23 percent of those over age 50..
- Those who have called city agencies for non-emergency reasons are more dissatisfied (23%) than those who have not contacted the city (14%).
- More than one in four (28%) of long-time residents (20 years or more) are dissatisfied with city services, compared to just 13 percent of those who have lived in the city less than 20 years.

As we see in Figure 2, satisfaction levels have stayed within a very narrow range since 2000. However, the proportion who are dissatisfied (as opposed to being either satisfied or unsure) did rise by a small but statistically significant amount since 2002, from 11 percent to 17 percent.

Figure 2: Change in Overall Satisfaction Levels: 2000-2005



In addition, the ratio of “very” satisfied to “somewhat” satisfied residents declined as well, as shown in Table 2.

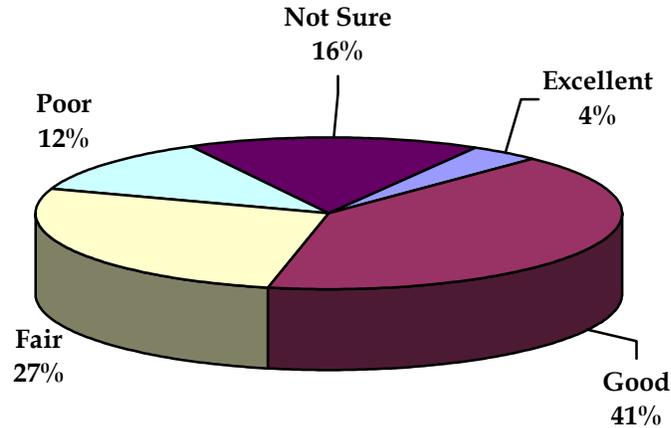
Table 2: Very/SW Satisfied Ratio

	2002	2005	Change
Very Satisfied	41%	32%	-9
Somewhat Satisfied	42%	50%	+8

Satisfaction with City’s Job in Addressing 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.” Forty-five percent say the city is doing an “excellent” or “good” job “of addressing neighborhood concerns.” Thirty-nine percent rate the city negatively in this area. Sixteen percent could not rate the city in this area.

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. We see long-time residents and those who have contacted the city for emergency or non-emergency purposes were more likely to be dissatisfied with how the city addresses neighborhood concerns. Specifically:

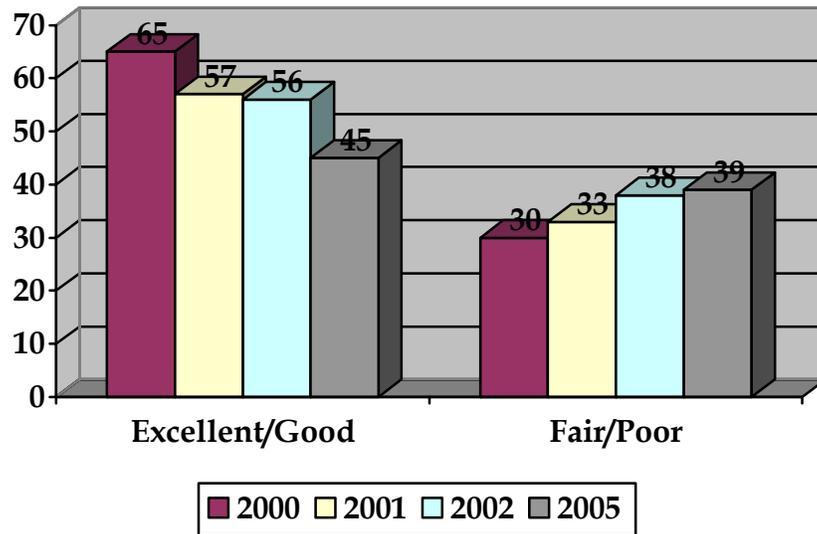
- Among newcomers to Santa Monica (4 or fewer years in the city), 49 percent are satisfied with how the city addresses neighborhood concerns, while 30 percent are dissatisfied. But among those who have lived in the city 5 or more years, about 43 percent are satisfied and about the same proportion are dissatisfied.
- Dissatisfaction is higher among those who have contacted a city government department for non-emergency purposes (46%) compared to those who have not (35%).
- Dissatisfaction is also higher among those who have contacted the Police Department in an emergency (58%) compared to those who have not (36%).
- Dissatisfaction appears somewhat higher in zip code 90402 at 51 percent compared to the rest of the city. We also see that those

living in Sunset Park are more likely to be dissatisfied (48%) than those living in Ocean Park (31%).

- Nearly half of single family home dwellers (48%) are dissatisfied, compared to just 37 percent of apartment dwellers and 32 percent of condo dwellers.

The decline in satisfaction from 2002 shown in Figure 3 is statistically significant. However, changes in the structure and order of the questionnaire in 2005 probably account for at least some of that difference, as it now comes in the middle of a long battery of questions asking residents to rate specific city services.

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

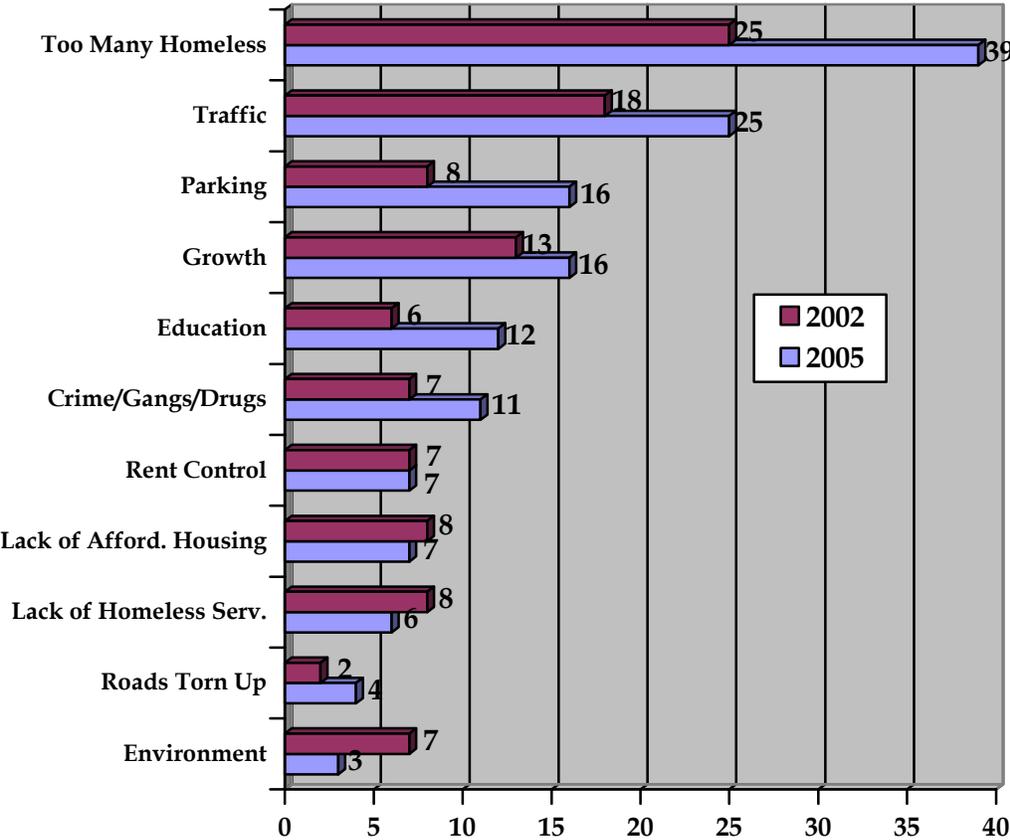


MOST IMPORTANT ISSUES FACING SANTA MONICA

Open-Ended Question

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 two responses, which were then grouped and coded to ease reporting. The results are shown in Figure 5, which also shows how responses changed since 2002. Note that the total exceeds 100 percent as two responses were allowed.

Figure 5: Most Important Issues Facing Santa Monica, 2002 and 2005



We see that the top concerns remain the homeless, traffic, and parking. There have been sizable increases in concern about parking, education, overcrowding, traffic, and especially the homeless.

We see a number of significant differences in response to this question. For example:

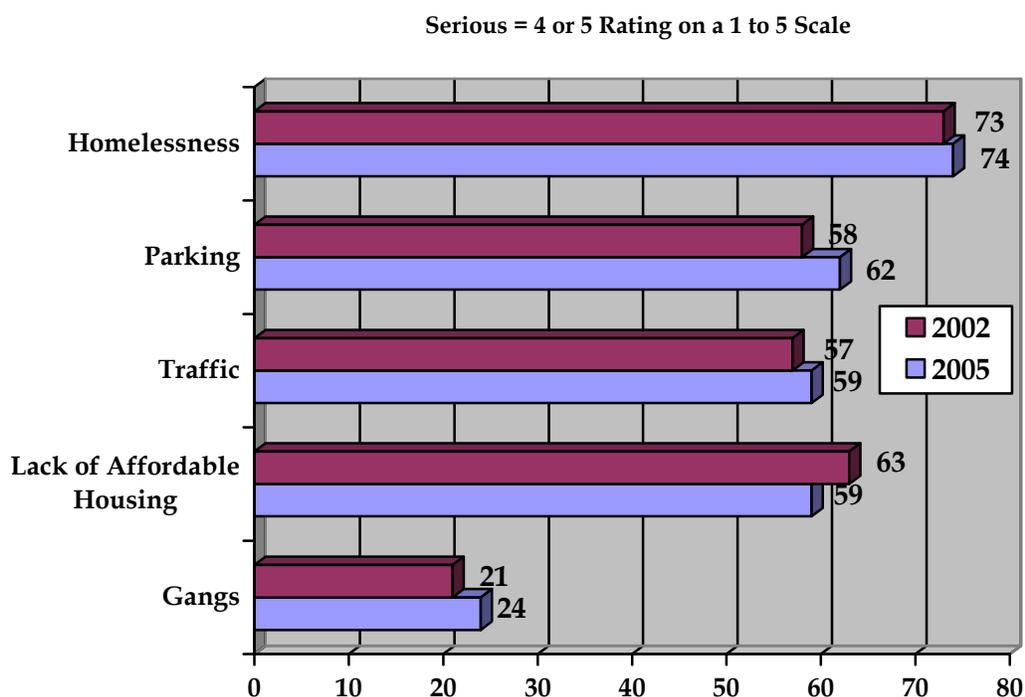
- In the Pico neighborhood, 25 percent mention something about crime, gangs, and drugs, compared to 8 percent citywide.
- Fully 45 percent of newcomers (4 or fewer years in Santa Monica) mentioned the number of homeless, compared to 34 percent of those who have lived in the city 20 years or more.
- Concern about the homeless appears higher downtown (50% in 90401) and in zip code 90403 (43%) than elsewhere.
- Traffic is mentioned by 32 percent of those over age 50 compared to about 18 percent of younger residents. Traffic is a much bigger concern for longtime residents (20+ years) than newcomers (39% to 15%).
- Education is mentioned by 24 percent of those earning more than \$100,000 per year, compared to just 9 percent of those earning under \$20,000.
- Rent control is mentioned by 14 percent of men under age 50, compared to just 5 percent of others.⁷

Closed-End Questions

We then asked residents to rate the seriousness of individual issues on a five-point scale, using a 1 if they felt the problem was not serious at all, and a 5 if they felt it was very serious.

As shown in Figure 6, homelessness is rated by far as the most serious problem, followed by lack of affordable housing, parking, and traffic as top-tier problems. Also we note that while the question wording changed slightly from 2002, neither the rank order nor the overall response to these concerns changed very much.

Figure 6: Percent Rating Each Problem as Serious



- Traffic is rated most seriously in zip code 90405 (at 72% who give it a 4 or 5 rating) and 90404 (68%). Concern about traffic also rises with age, from 41 percent among those under age 35 (who rated it as a serious problem) to 68 percent of seniors. Similarly, only 45 percent of those who have been in the city for four years or less rated traffic as a serious problem, compared to 67 percent of those living in the city for 20 or more years.
- Gangs are seen as a more serious problem by women (27%) than by men (20%). In the Pico neighborhood, 37 percent rated gangs as a serious problem compared to 22 percent elsewhere in the city.
- Lack of affordable housing for seniors and low income families is seen as a more serious problem by women (62%) compared to men (54%), by renters (67%) compared to homeowners (50%), and by those with incomes below \$100,000.

- Lack of parking is a more serious problem with those with incomes under \$20,000 (70%), by renters (66%), and with parents (65%).

EVALUATING CITY SPENDING PRIORITIES

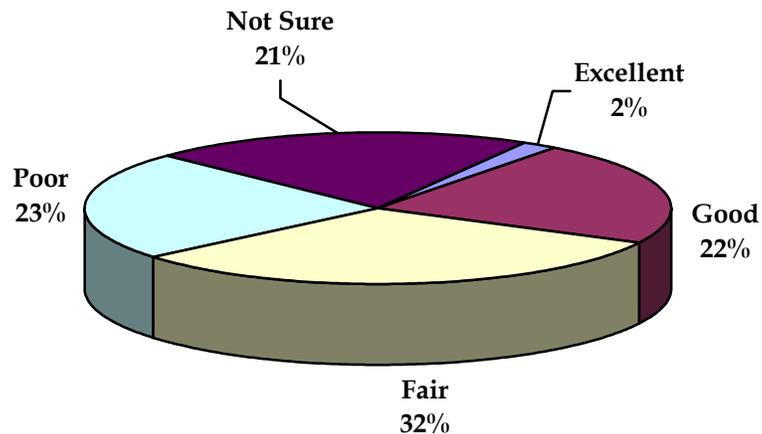
We asked two questions in the survey that get at whether residents think the city is spending money on the right issues.

Spending Money in the Right Areas and on the Right Problems

A general question asks residents to rate on a scale of excellent/good/fair/poor how they think the city is doing when it comes to “spending money in the right areas and on the right problems.”

As shown in Figure 7, 24 percent rate the city positively for this, but a majority of 54 percent give the city a negative (fair/poor) rating. More than one in five are not sure.

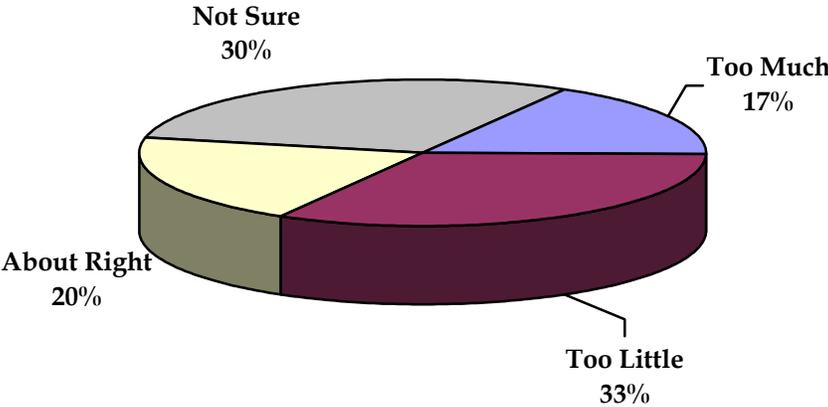
Figure 7: Rating the City for Spending Money in the Right Areas/Problems



Spending on the Homeless

We asked residents for their views on whether the city is spending too much or too little on services for the homeless. As shown in Figure 8, fewer than one in five residents (17%) feel the city is spending too much on homeless services, with nearly twice as many (33%) who say the city spends too little.

Figure 8: City Spending on the Homeless



There are significant differences on this question by gender, length of residency, own/rent status, race, and location. Specifically:

- Residents of the Pico area are much more likely (44%) than others (30%) to say the city spends too little on the homeless.
- Far more Latinos (54%) compared to whites (28%) say the city spends too little on the homeless.
- More women (35%) than men (26%) say the city spends too little on the homeless.
- Longtime residents are more likely to say the city spends too much on the homeless (26%) compared to newer arrivals (10% to 17%).

Those under 30 are more likely to say the city spends too little (40%) compared to older residents.

- Twenty-three percent of home owners say the city spends too much on the homeless, compared to 14 percent of renters.

Perhaps more important than the demographic variations is this attitudinal difference: among those who are satisfied with the services provided by the city, only 13 percent say it spends too much on the homeless. Among those who are dissatisfied with city services, fully 43 percent says it spends too much on the homeless.

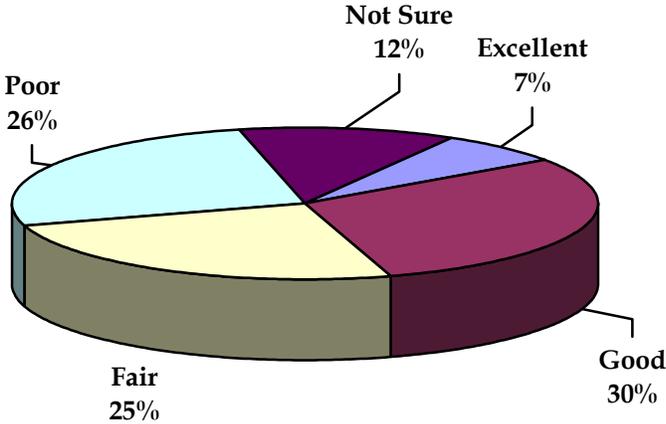
ENFORCING LAWS AGAINST PANHANDLING AND OVERNIGHT CAMPING

In addition to asking residents how they feel about city spending on the homeless, the survey also asked residents if they feel the city is adequately enforcing laws against aggressive panhandling and against overnight campaign.

Aggressive Panhandling

The city gets relatively poor ratings from residents for “enforcing laws against aggressive begging or panhandling.” More than half the city’s adults residents (51%) say the city is doing only a fair or poor job enforcing these laws. Only 37 percent say the city is doing an excellent or good job in this area (See Figure 9).

Figure 9: Enforcing Laws against Aggressive Panhandling

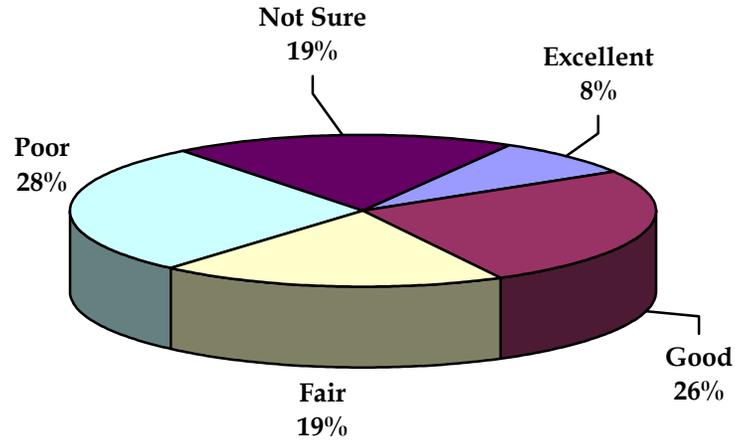


Preventing Overnight Camping

The city also gets relatively poor ratings for the way that it “enforces laws against overnight camping in parks and doorways.” Forty-seven percent give the city a negative rating for how these laws are enforced, compared to 34 percent who give the city a positive rating for this (See Figure 10).

Those earning more than \$100,000 per year are more likely to give the city a negative rating (57%) for this compared to others.

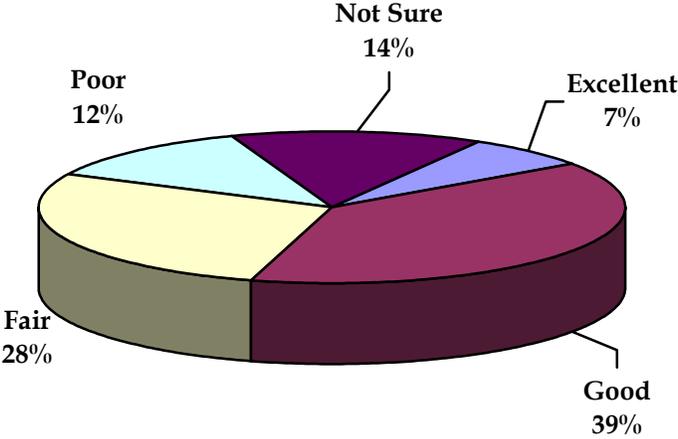
Figure 10: Enforcing Laws against Camping



RATING THE CITY FOR OPERATING EFFICIENTLY

We asked residents to rate the city for “operating efficiently.” As shown in Figure 11, residents are divided fairly evenly in their views on this, with 46 percent who rate the city positively and 40 percent who rate it negatively.

Figure 11: Operating Efficiently



We find that long time residents are far more likely than newcomers to rate the city negatively for operating efficiently (46% for those living in Santa Monica for more than four years, compared to a 25% negative rating for newcomers). We also see that those earning more than \$100,000 per year are much more likely to give the city a negative rating (49%).

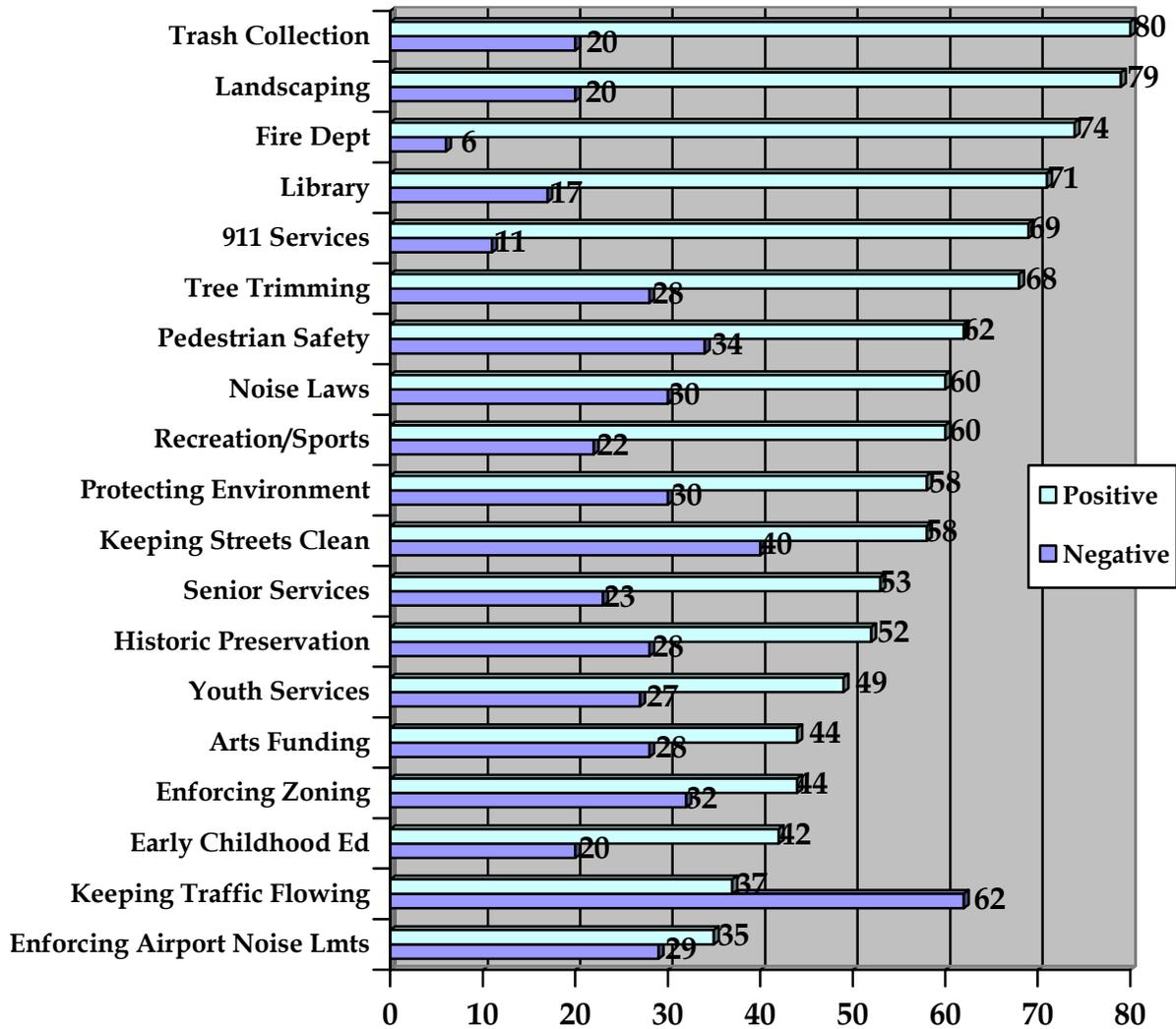
EVALUATION OF SPECIFIC CITY SERVICES

The heart of the survey in this redesigned format is a battery of questions asking residents to evaluate specific city services on a scale of excellent/good/fair/poor.

As shown in Figure 12 below, most of the ratings are very positive, and especially the ones for trash collection, landscaping of parks and roadway medians, the Fire Department, libraries, 911 services, and tree trimming.

Most of the other services that got lower positive ratings were ones that many residents were unable to rate. The only services that earned substantial negative ratings were for keeping traffic flowing smoothly and for keeping streets and alleys clean.

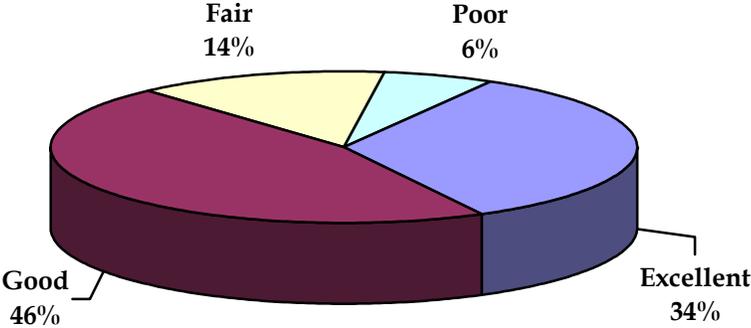
Figure 12: Positive/Negative Ratings for Specific Services



Trash Collection

As shown in Figure 13, fully 80 percent of residents give the city a positive rating for “collecting trash and garbage from your home,” with 20 percent rating it negatively. We note that this is nearly identical to the 81 percent positive and 17 percent negative rating the city received for this service in the 2002 survey.

Figure 13: Collecting Trash

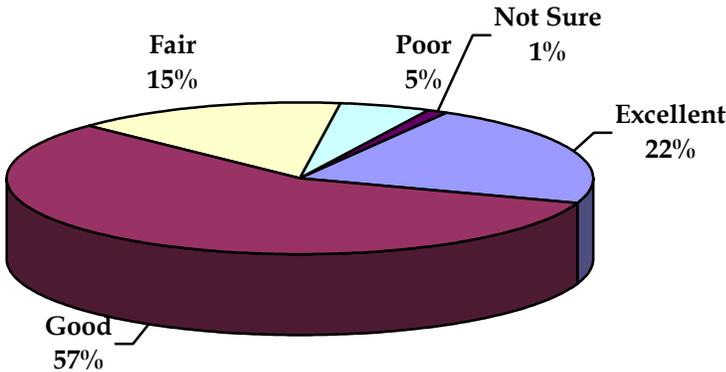


Positive ratings for trash collection appear especially high in zip code 90402 (90%). Ratings appear slightly lower than average in zip codes 90403 and 90404 (24% negative ratings).

Landscaping

The city also receives very positive ratings for “maintaining landscaping in parks and road-way medians, with a 79 percent excellent/good rating. (See Figure 14).

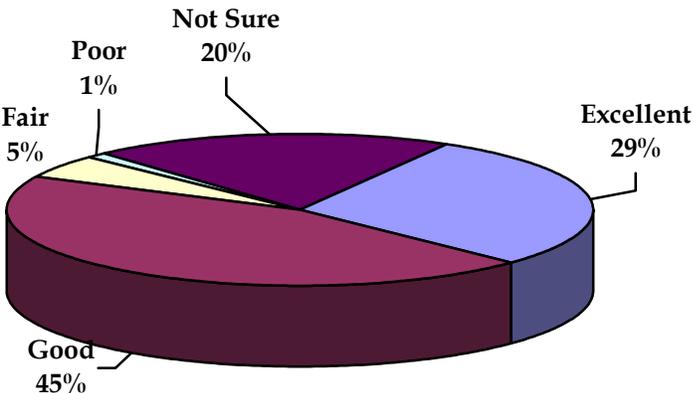
Figure 14: Landscaping



Fire Department

Fully 74 percent give the city a positive rating for “preventing and putting out fires,” and this service earns the lowest negative rating (see Figure 15) of any item tested in the survey.

Figure 15: Fire Protection

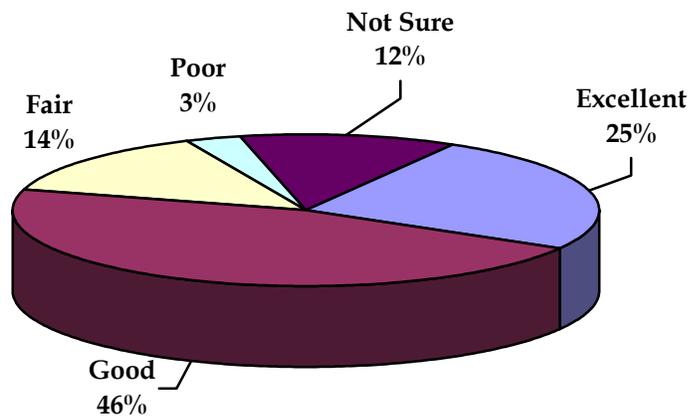


There is only slight variation in response to this service. We find slightly higher negative ratings in zip code 90403 east of 21st Street (12%) compared to west of 21st Street (1%), and slightly higher negative ratings in the Pico area (10%) compared to 5 percent elsewhere.

Library Services

Nearly three of four (71%) give the city a positive rating for “providing public library services,” with only 17 percent rating it negatively. (See Figure 16.) These figures represent a slight decline in satisfaction compared to what was seen in the 2002 survey (77% positive), which may be a reaction to the temporary relocation of the main library during its reconstruction.

Figure 16: Library Services

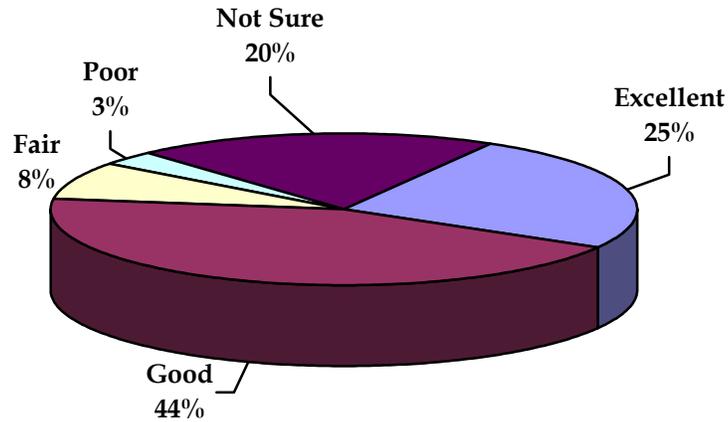


Ratings for library services are especially high in zip code 90405 (78%).

911 Services

Sixty-nine percent give the city a positive rating for “providing emergency 911 services,” with only 14 percent who rate these services negatively. This is the second lowest proportion of negative ratings for any service other than fire protection. Note that the reason that fire and 911 services are not at the top of the list in terms of positive ratings is that in both cases, substantial proportions simply cannot rate them. (See Figure 17).

Figure 17: 911 Services

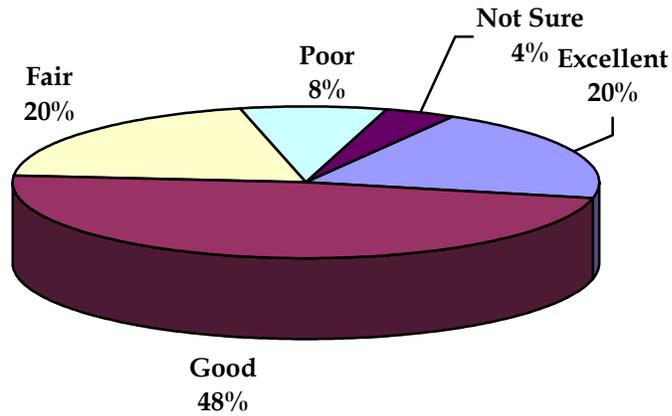


Negative ratings for 911 services are slightly higher for women (14%) compared to men (8%), and especially for women under age 50 (20%). Negative ratings are also higher among those earning under \$20,000 per year (20%).

Tree Trimming

Sixty-eight percent give the city a positive rating for “keeping street trees trimmed,” and 28 percent rate it negatively for this service. (See Figure 18).

Figure 18: Tree Trimming

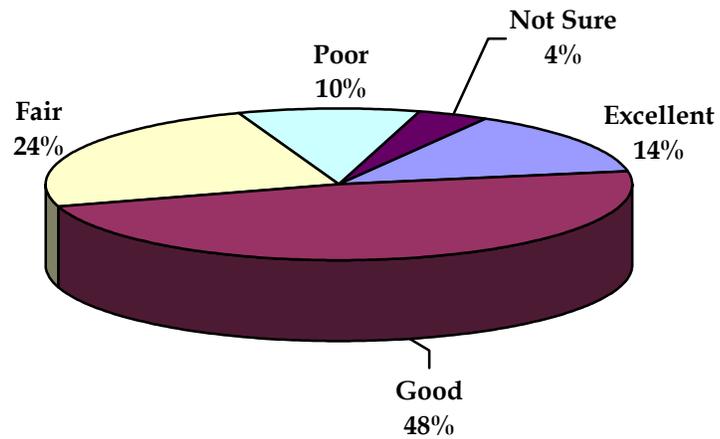


There is no significant variation in satisfaction with tree trimming services.

Pedestrian Safety

Sixty-two percent give the city a positive rating for “protecting pedestrian safety,” with 34 percent rating the city negatively for this service. (See Figure 19).

Figure 19: Pedestrian Safety

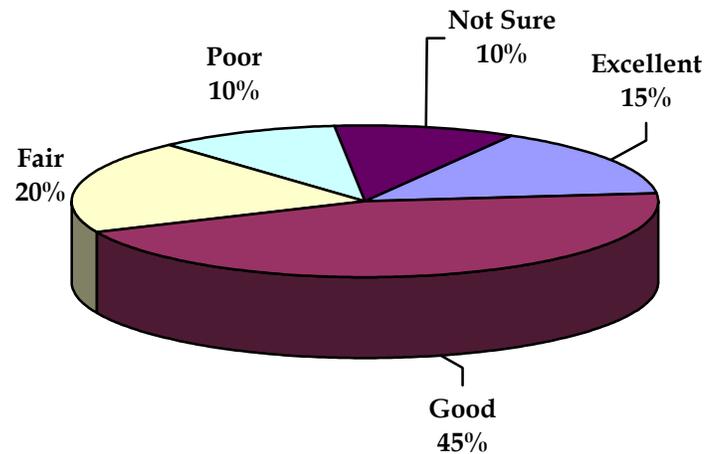


Women over age 50 are somewhat more likely to be dissatisfied with the way the city is protecting pedestrians, at 42 percent who give the city a negative rating for this service.

Noise Laws

When it comes to “enforcing the city’s noise laws,” 60 percent rate the city positively and 30 percent rate it negatively. (See Figure 20.)

Figure 20: City Noise Laws

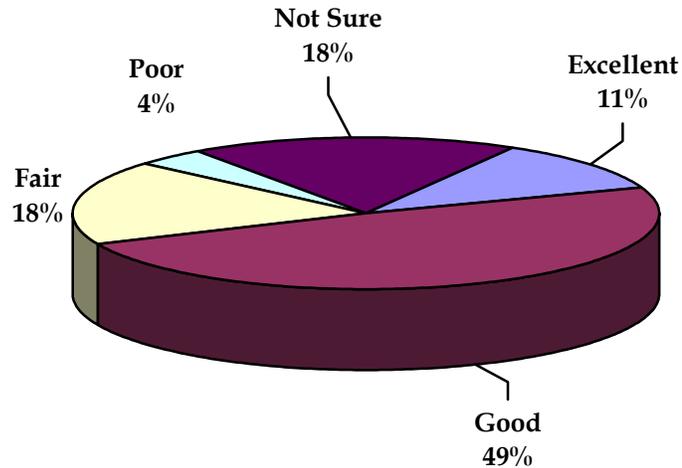


There is no significant variation by area in evaluating this service, but we do see that those earning under \$20,000 give the city significantly lower ratings for enforcing noise laws (41% negative).

Recreation and Sports Programs

Sixty percent give the city a positive rating for “providing recreation and sports programs,” with 22 percent rating the city negatively for this service (See Figure 21).

Figure 21: Recreation/Sports

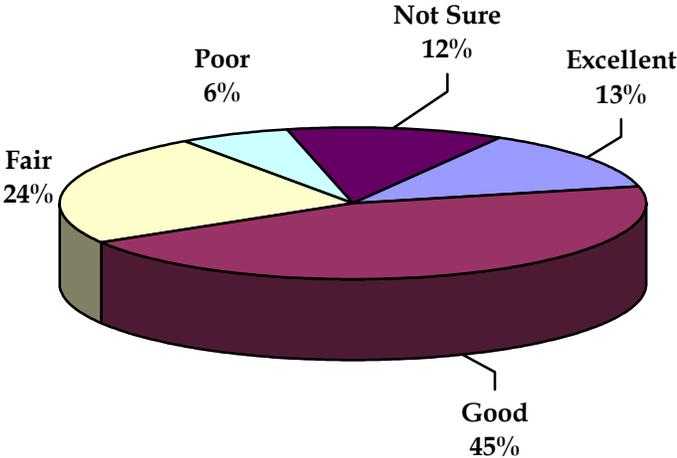


Ratings for these programs are considerably higher in zip code 90402 (73% positive). Ratings are also higher east of 21st Street in 90403 (67%). Ratings for recreation and sports programs are much lower among those earning under \$20,000 (35% negative).

Protecting the Environment

Fifty-eight percent of residents give the city a positive rating for “protecting the environment,” with 30 percent who rate it negatively. (See Figure 22).

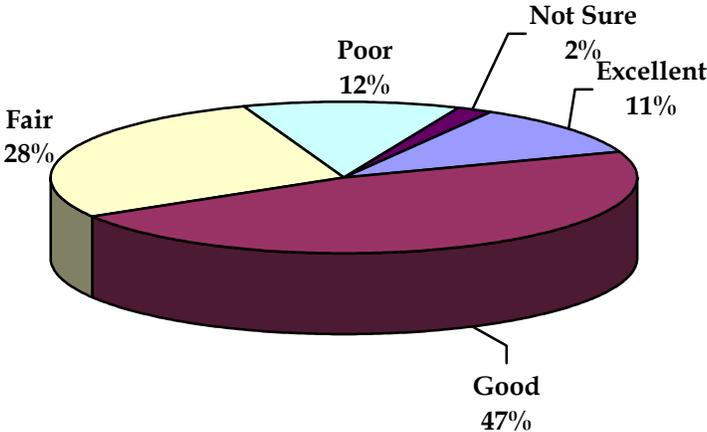
Figure 22: Protecting the Environment



Street/Alley Cleaning

Fifty-eight give the city a positive rating for “keeping city streets and alleys clean.” A relatively substantial 40 percent, however, rate the city negatively for this. This is in fact the highest negative rating received for any city service tested in the survey. (See Figure 23.)

Figure 23: Street/Alley Cleaning

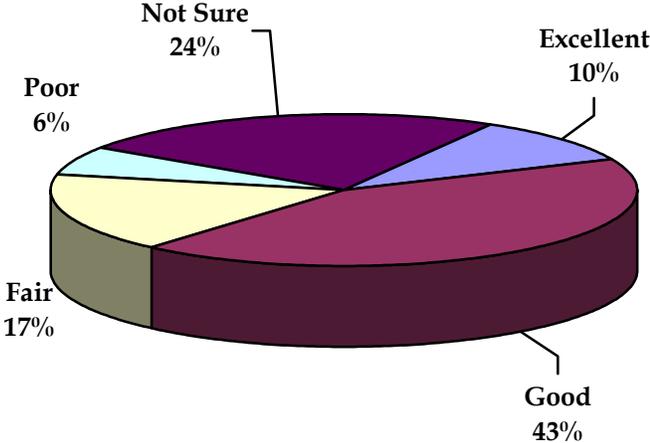


In zip code 90402, the city gets a much more positive rating (73%) for street cleaning compared to other areas of the city. Ratings are lower than average in zip code 90404 (51% negative).

Senior Services

Fifty-three percent of residents give the city a positive rating for “providing services to senior citizens.” Only 23 percent rate it negatively for these services, with 25 percent who are unsure (See Figure 24).

Figure 24: Senior Services

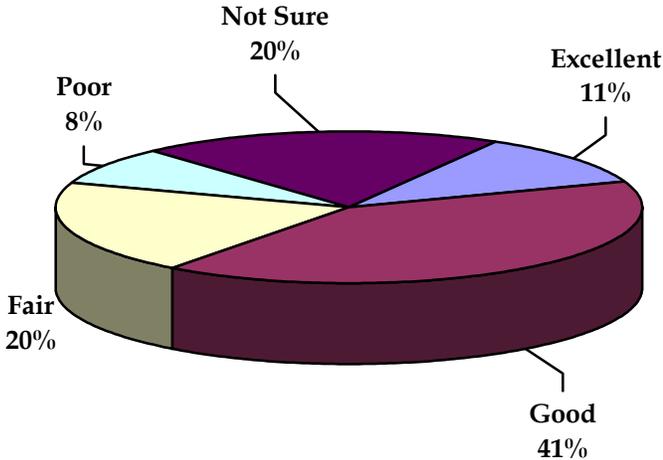


Seniors themselves give the city solid 61 percent favorable to 26 percent unfavorable ratings for senior services, with ratings among those age 50 to 64 nearly identical. Younger residents are simply less familiar with this service.

Historic Preservation

Just over half the city’s residents, 52 percent, rate it positively for “preserving historic buildings,” with 28 percent giving the city a negative rating for historic preservation (See Figure 25).

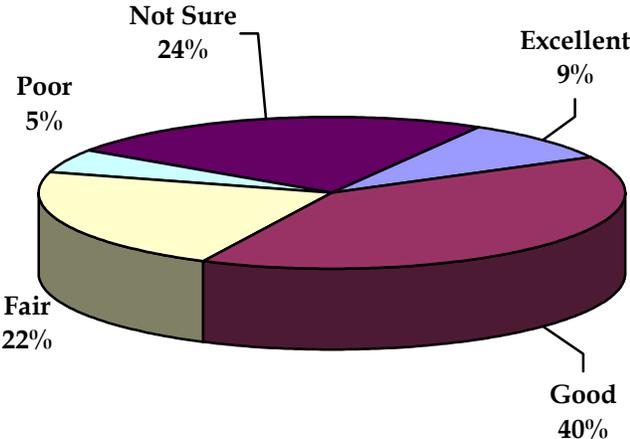
Figure 25: Historic Preservation



Youth Services

Positive ratings for “providing services for youth” were relatively limited as many residents were unable to rate it. Overall, 49 percent gave it a favorable rating, with 27 percent who rated it negatively. (See Figure 26.)

Figure 26: Youth Services

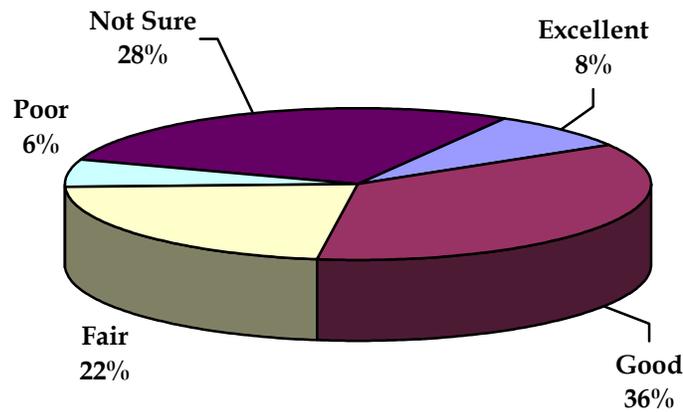


Positive ratings for youth services are much higher in the Pico area (67%) compared to the rest of the city (48%). There is no significant difference in response for parents compared to non-parents.

Arts Funding

Again because many people are unfamiliar with this service, only 44 percent rated the city positively for “providing funding for the arts,” with 28 percent who rated it negatively. (See Figure 27).

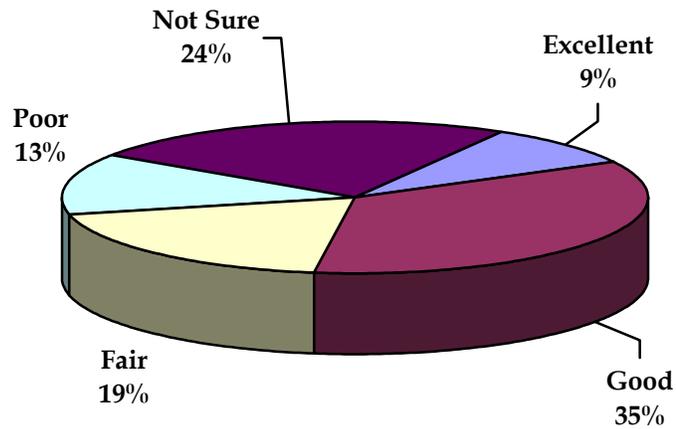
Figure 27: Arts Funding



Zoning Laws

Overall, 44 percent rate the city positively for “enforcing the city’s building and zoning laws,” but 32 percent rate the city negatively for this. No other item tested comes closer to being an even response (See Figure 28).

Figure 28: Enforcing Building and Zoning Laws



Negative ratings for enforcing these laws increase with length of residency, from 18 percent for newcomers to 41 percent for long-time residents.

Forty percent of homeowners rate the city negatively for enforcing these laws, compared to just 29 percent of renters.

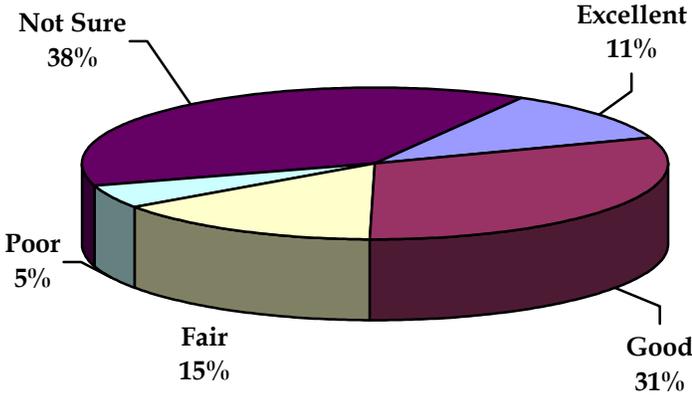
Concern about enforcement of these laws is lower in the Pico area (a negative rating of 24%) compared to elsewhere in the city (34%).

Ratings for enforcement of these laws also get more negative with income, from about a 29 percent negative rating among those earning under \$60,000 per year to a 40% negative rating among those earning more.

Early Childhood Education

As shown in Figure 29, nearly 40 percent cannot rate how well the city is doing when it comes to early childhood education. Forty-two percent do rate the city positively for this service, with 20 percent who rate it negatively.

Figure 29: Early Childhood Education



We do see that parents are somewhat more likely to rate the city negatively for early childhood education, at 27 percent compared to 17 percent for non-parents.

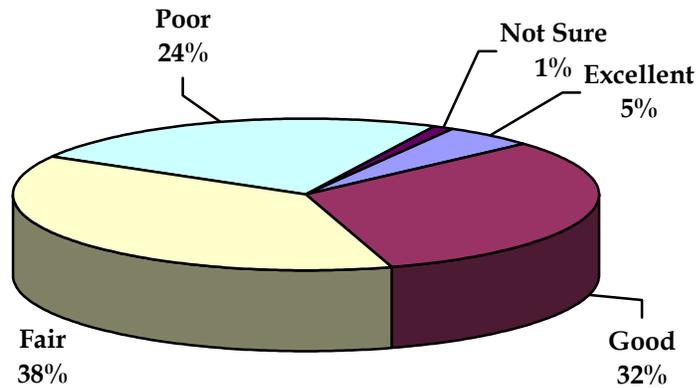
Residents of the Pico area are more likely than others to rate the city positively for early childhood education (49% positive in the Pico area compared to 39% elsewhere).

Ratings are considerably lower for early childhood education among those earning more than \$100,000 per year (30% negative).

Keeping Traffic Flowing

The city rates poorly for “keeping traffic on city streets flowing smoothly.” As shown in Figure 30, fully 62 percent give the city a negative rating for dealing with traffic, and 37 percent rate it positively.

Figure 30: Traffic Flow

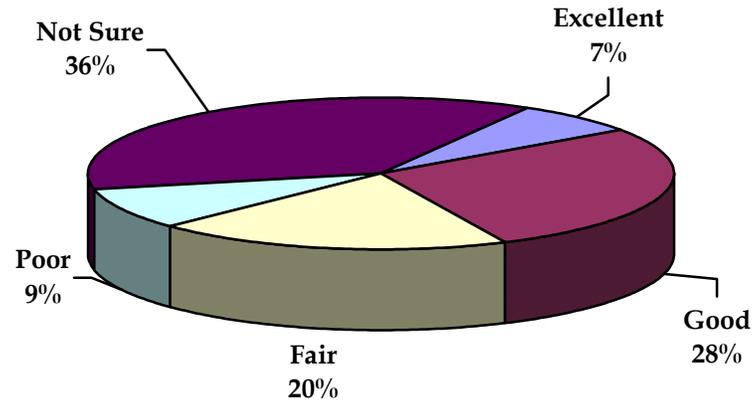


Negative ratings are higher for long-time residents (68%) compared to newcomers (51%).

Enforcing Airport Noise Limits

Residents divide somewhat evenly on how the city is doing when it comes to “enforcing noise limits at the airport.” About a third (35%) give the city a positive rating for this, with 29 percent rating it negatively and 36 percent being unsure (See Figure 31).

Figure 31: Airport Noise



Negative ratings are higher in the zip codes closer to the airport. In 90404, 33 percent rate the city negatively for enforcing noise limits, and in 90405 34 percent rate the city negatively for this.

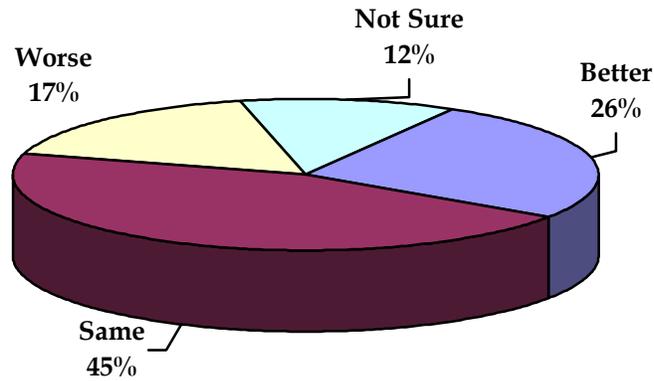
CRIME AND POLICE ISSUES

As discussed on page 14, crime was an issue that few residents mentioned when asked to name the most important problem facing the city. In addition, we find that residents are more likely to say crime is improving compared to those who say it is getting worse in the city.

Is Crime in Santa Monica Getting Better or Worse?

Seventeen percent of city adults feel that crime has gotten worse over the past few years, while 26 percent feel it has gotten better. As shown in Figure 32, 45 percent say crime has stayed about the same.

Figure 32: Crime in Santa Monica



Those most likely to say that crime has gotten worse include:

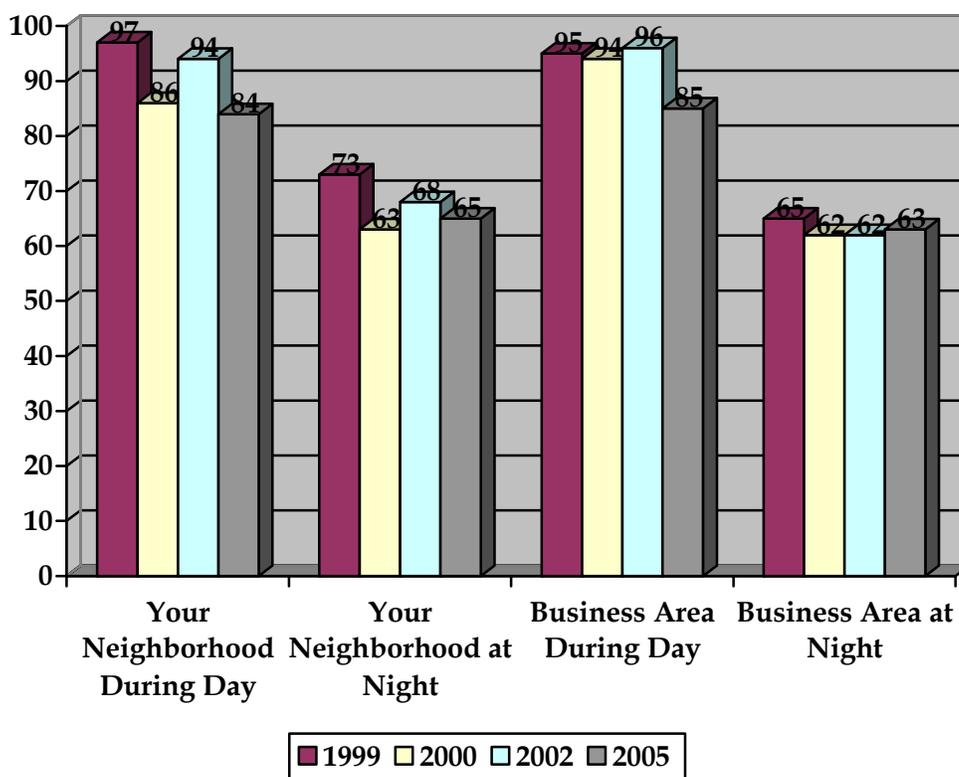
- Long-time residents (20%) compared to newcomers (9%).
- Those who called the police in an emergency (30%) compared to those who did not (15%).
- In zip code 90403, those who live east of 21st Street (27%) compared to those who live west of it (12%).

Residents of the Pico area are considerably more likely (41%) than others (25%) to say that crime has gotten better in the past few years. Those earning \$100,000 per year are also more likely to say that crime has gotten better (35%).

Neighborhood Safety

Most Santa Monica residents continue to feel safe walking in their neighborhoods and in the city's business district, even during the evening. However, ratings for feeling safe during the day did decline by a small but significant proportion from 2002 to 2005, as shown in Figure 33.

Figure 33: Percent Feeling “Very” or “Reasonably” Safe Walking in...



We do see significant differences between men and women when it comes to feeling safe walking at night in one’s neighborhood. More than a third of women, 36 percent, feel unsafe, compared to just 21 percent of men. By area, those more likely to feel unsafe are residents of 90401 (43%), 90404 (37%), and 90405 (34%). We also see that those under 35 and over 65 are more likely to feel unsafe in their neighborhoods at night (35% and 38%).

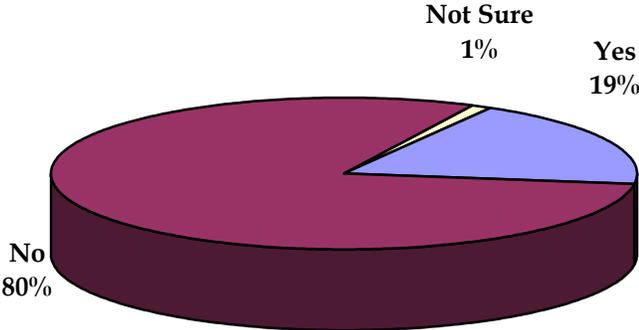
We also note that women under age 50 are most likely to feel unsafe walking around the city’s business areas at night. Forty-three percent of them say they feel unsafe in this situation, compared to only 24 percent of men and 31 percent of older women.

Emergency 911 Calls to the Police

In 2004, nearly one in five adult residents (19%), report that they, or someone in their household, made an emergency 911 call to the Santa Monica Police Department. There are no significant variations of interest

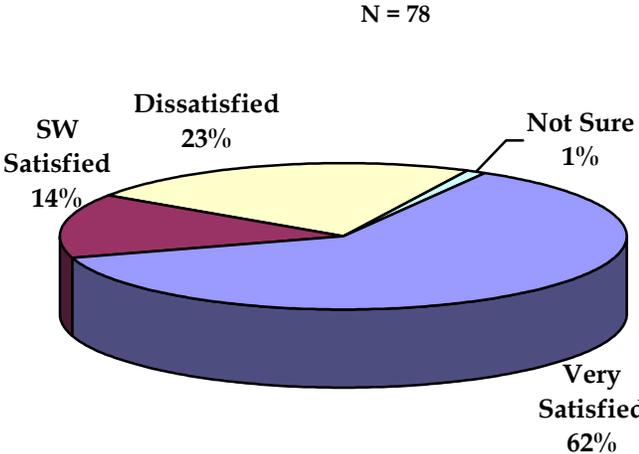
in response to this question except that they are most common among those age 35 to 49 (31%).

Figure 34: Emergency 911 Call to the Santa Monica Police Department in 2004



Of those who did call the police in an emergency, 76 percent were satisfied with the time it took for the police to respond, with just 23 percent who were dissatisfied.

Figure 35: Satisfaction with Response Time to Emergency Call to the SMPD



Newcomers were far less satisfied with the response time compared to long-time residents: 40 percent of newcomers said they were satisfied and

60 percent were dissatisfied. Among long-time residents, 85 percent were satisfied and 14 percent were dissatisfied.

Renters were more likely to be dissatisfied (29%) with the police response time compared to homeowners (10% dissatisfied).

Uses of Additional Police Officers

We asked residents about their preferences for the use of any new officers the Police Department might hire for their neighborhood. We gave them five choices, as detailed in Table 3. Patrolling in police cars was mentioned most frequently, followed by crime prevention and gang prevention. Patrolling near schools and foot patrols were mentioned least frequently.

Table 3: What Should Be the Highest Priority for A New Police Officer Assigned to Your Neighborhood?

	%
Patrolling in police cars in your local neighborhood	30
Working with local residents and neighborhood groups to prevent crime	21
Working with local kids to prevent gangs and youth crime	18
Patrolling near the schools in your neighborhood	16
Patrolling on foot in your local neighborhood	10
Other/Not Sure	6

Desire for more patrols in police cars is especially high in zip code 90402 (39%), among homeowners (35%) compared to renters (27%), and among 50+ residents (33%) compared to younger residents (about 23%). Desire for more patrolling in cars is slightly lower in the Pico area (24%) compared to elsewhere in the city (31%).

The desire to use new police officers for more crime prevention is especially high again in zip code 90402 (31%) compared to 21 percent citywide.

Renters are more likely than homeowners (20% to 13%) to prefer that new officers are used to work with kids to prevent gangs and youth crime. Residents of the Pico area are more likely to prefer this use of a new officer as well, at 25 percent compared to 16 percent for other city residents.

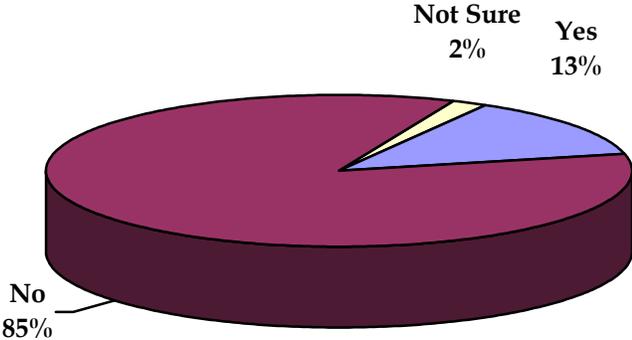
Twenty-three percent of parents would prefer a new officer be used to patrol near schools, compared to 13 percent of non-parents.

Patrolling on foot is preferred by 25 percent of the residents of zip code 90401, compared to 10 percent citywide. We also find that 18 percent of those living in the Pico area would like to see another officer patrol on foot, compared to 10 percent of other residents.

EMERGENCY MEDICAL ASSISTANCE

Thirteen percent of adult residents said they called 911 “for paramedics or for emergency medical assistance” in 2004.

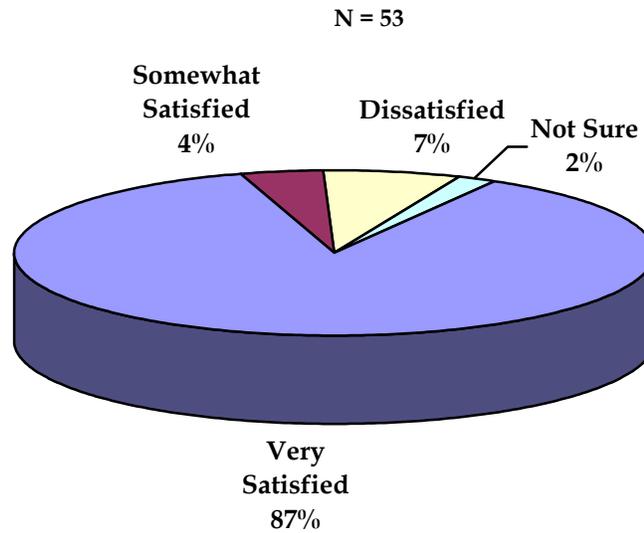
Figure 36: Emergency 911 Call for Paramedics in 2004



This includes 20 percent of seniors, compared to 5 percent of those under age 35, and 22 percent of women over age 50.

Of those who called for paramedic services, fully 87 percent were very satisfied with response time to their call. Only 7 percent were dissatisfied, as shown in Figure 37.

Figure 37: Satisfaction with Response Time to Emergency Call to the Paramedics

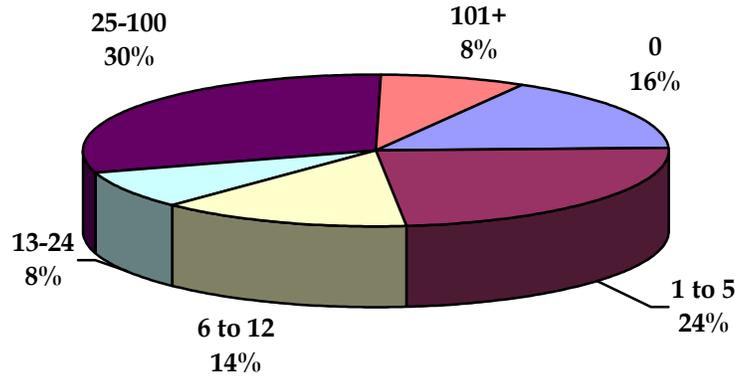


PARK AND RECREATION SERVICES

Number of Park Visits

Residents were asked how often they had used a park in Santa Monica in the past year. As shown in Figure 38, 84 percent of respondents said they had used a park at least once, with 36 percent who used a park at least 25 times. The median number of visits was 12, or about once a month. The mean number of visits was 41.

Figure 38: How Many Times Have You Used a Park in Past Year?



The results of this question illustrate how different question wording can result in different responses to similar question concepts. In four previous surveys, respondents were asked simply if they had used a “park, recreational facility, or recreation program in the past 12 months.” The response was between a narrow range of 58 and 63 percent who said they had used a park. In the 2005 survey, using different wording, we find that 87 percent say they have used a park.

Residents of zip codes 90403 and 90405 visit city parks most often, with an average (mean) of about 50 visits per year, compared to only 20 visits a year in 90404. Pico area residents visit parks on average about 31 times a year, compared to 42 for residents of other areas of the city.

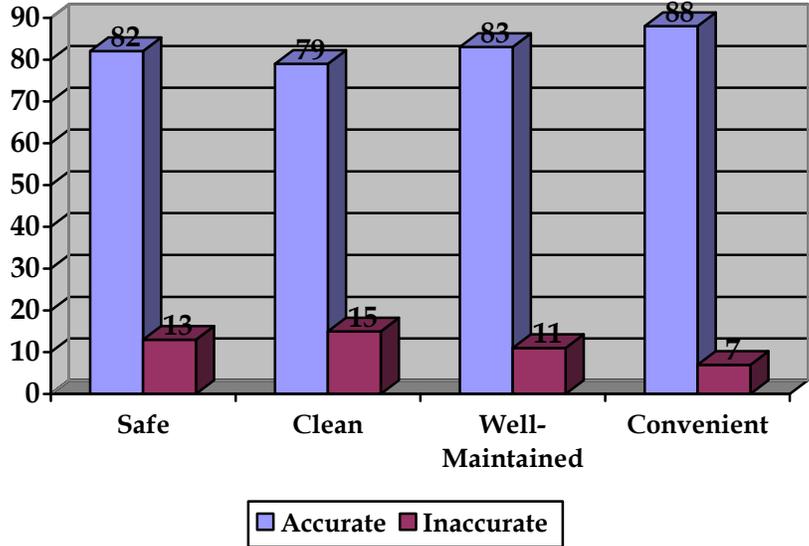
Those earning under \$20,000 and over \$100,000 seem to visit parks the most, with a mean number of visits at 55 and 47 each, compared to about 35 for those in the middle income ranges.

Evaluation of City Parks

We asked residents to indicate whether they felt it was accurate or inaccurate to say that the city’s parks are “safe for families and children,” “clean,” “well-maintained,” and “convenient to your home.” As seen in Figure 39, ratings for all these aspects are extremely high. About 8 in 10

say the parks are safe, clean, and well-maintained, and nearly 90 percent describe them as convenient.

Figure 39: Ratings for City Parks



Not surprisingly, those who do not visit city parks are far less able to answer this question. But among those who do visit parks, there are almost no differences in response regardless of how often they visit. The one exception is for convenience – those who visit 25 or more times a year are slightly most likely to describe park locations as convenient.

We also notice that parents are more likely than non-parents to rate city parks as safe (86% to 77%), well-maintained (91% to 81%), and convenient (94% to 84%). These differences are all due to higher familiarity with the park among parents, not greater dissatisfaction among non-parents.

Ratings for the parks for safety are lower for those earning under \$20,000, at 22 percent who say they are not safe.

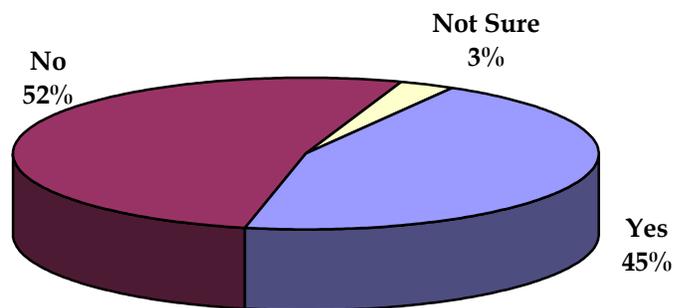
INTERACTIONS WITH CITY DEPARTMENTS AND STAFF

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.

Non-Emergency Contacts with a City Department

We asked all respondents whether they had contacted a city department in 2004 for a non-emergency reason. Forty-five percent answered affirmatively, as shown in Figure 40.

Figure 40: Did You Contact a City Department in 2004 in Non-Emergency?



Those most likely to have had such contact in 2004 include:

- Those who have been residents more than 4 years (about 47%) compared to newcomers (35%).
- Homeowners (50%) compared to renters (40%).
- Parents (56%) compared to non-parents (42%).
- Retirees were less likely (33%) than employed residents (51%) to have contacted the city.
- Those earning \$100,000 a year or more were far more likely to have contacted the city (68%) compared to those earning less (34% for those earning \$20,000 or less, 39% earning \$20,000 to \$60,000, and 48% of those earning \$60,000 to \$100,000).

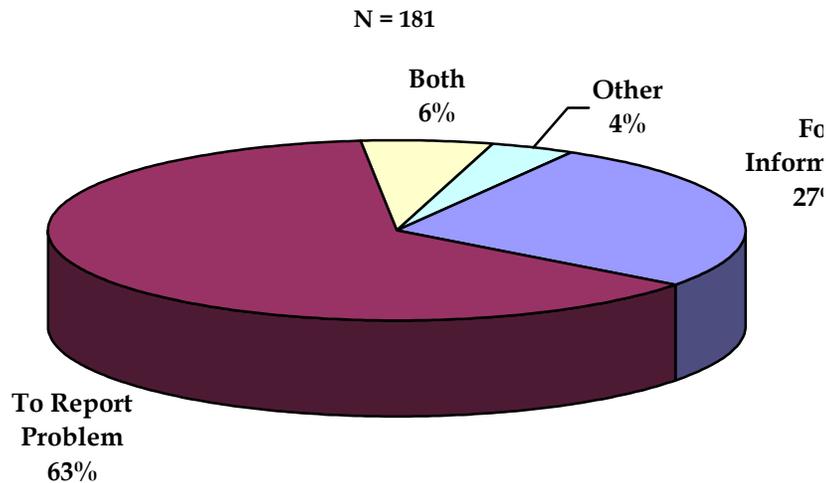
- Those between ages 35 and 49 were much more likely (at about 56%) to have contacted the city compared to younger or older residents (about 31%).
- Those in the Pico area were less likely to have contacted the city – 35 percent in the Pico area had done so, compared to 45 percent of other residents.

We note also that those who are generally dissatisfied with city services are far more likely to have reported contact with a city department (56%, compared to 42% of those who are satisfied with city services).

Main Reason for Contacting the City

We asked those who had contacted the city if the main reason for doing so was either for information, or to report a problem. Nearly two thirds reported they called to report or resolve a problem, as shown in Figure 41.

Figure 41: What Was the Main Reason You Contacted a City Department?



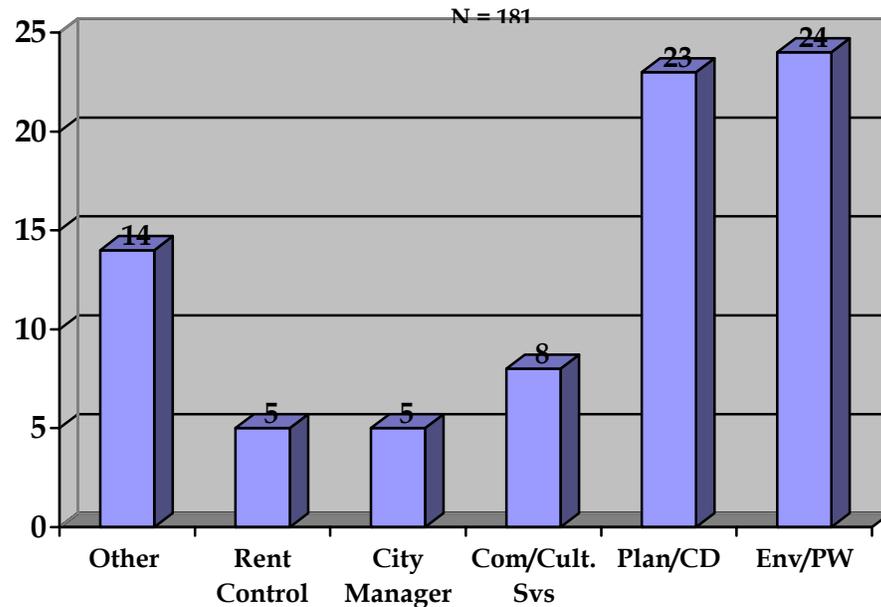
Residents who contacted the Police Department and the Environment and Public Works were far more likely than those contacting other departments to be reporting a problem of some kind.

Which Department Did You Contact?

We asked respondents to tell us the names of up to two departments they contacted in 2004. We gave interviewers a list of possible responses to this question, and allowed the interviewers to code the proper department based on the response. We then reviewed a random selection of these choices to ensure that they were generally appropriate.

The three departments named most frequently were the Police, Environmental and Public Works Management, and Planning and Community Development. As shown in Figure 42, small proportions contacted other departments. Note that the total in Figure 42 exceeds 100 percent as two mentions were permitted.

Figure 42: Which Department Did You Contact



Homeowners were more likely than renters to report contacting the Planning and Community Development and Environment and Public Works Departments, while renters were more likely to say they contacted the Police Department and the Rent Control Board. In total, 10 percent of renters say they contacted the Rent Control Board in 2004.

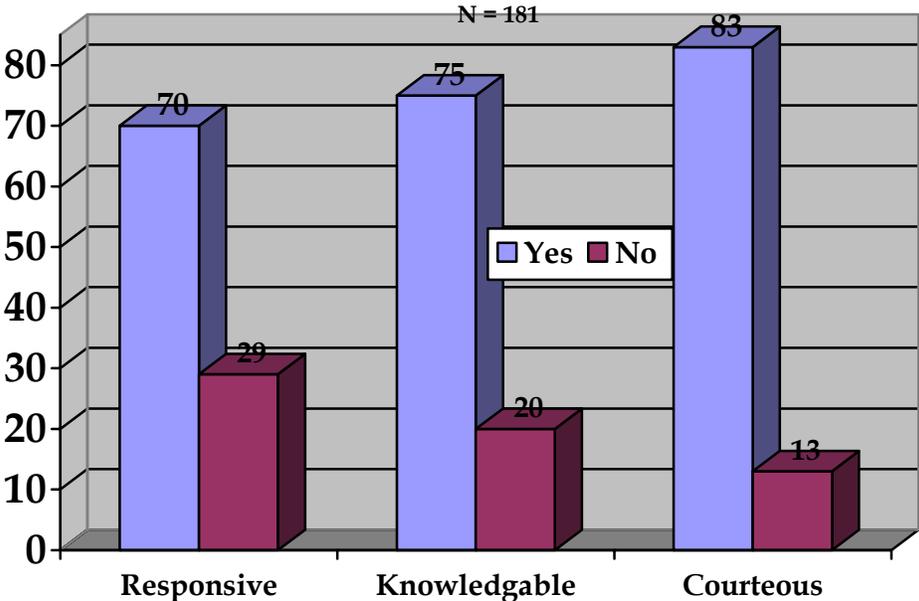
Non-emergency contact with the Police Department declines steadily with age, from 58 percent of those under age 35 to just 10 percent of seniors.

Rating Departments for Being Courteous, Responsive, and Knowledgeable

We asked those who had visited a city department in 2004 to rate up to two of the departments they had visited for being courteous, responsive, and knowledgeable.

Overall ratings were extremely positive, as seen in Figure 43.

Figure 43: Ratings for City Departments



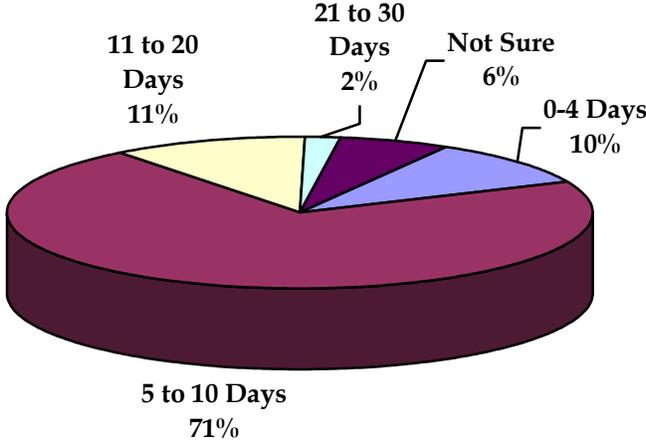
The ratings for being responsive was lowest on a relative basis for the Planning and Community Development Department (at 60%), and highest for the Police Department (at 78%). There was no significant difference among ratings for the Planning Department, the Police Department, and the Environment and Public Works Departments when it comes to courteousness and being knowledgeable.

Homeowners were less likely than renters to rate the departments they contacted as responsive (20% of renters said the department was not responsive compared to 37% of homeowners). We also found differences by age and gender: 38 percent of men over 50 and 32 percent of women under 50 said city departments were not responsive, compared to 15 percent of men under 50 and 19 percent of women over 50.

RESPONSE TIME FOR NON-EMERGENCY COMPLAINTS

We asked residents about “an acceptable length of time for the city to take to respond to non-emergency complaints from residents.” As shown in Figure 44, more than 80 percent feel an acceptable response must take place in ten days or less.

Figure 44: How Long Can the City Take To Respond to Non-Emergency Complaints?



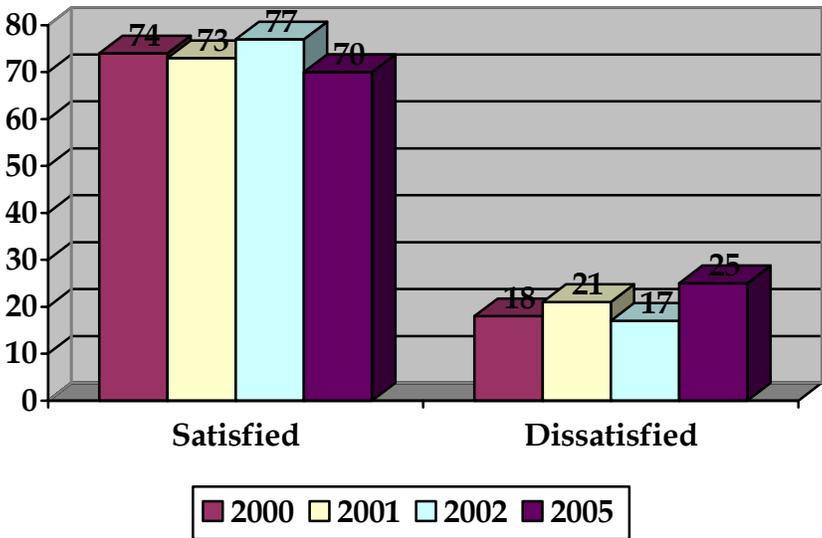
COMMUNICATION WITH RESIDENTS

Satisfaction with City Communication Efforts

Fully 70 percent are satisfied with “the City’s efforts to communicate with Santa Monica residents through newsletters, the Internet, and other means.” Only 25 percent expressed dissatisfaction, as shown in Figure 45.

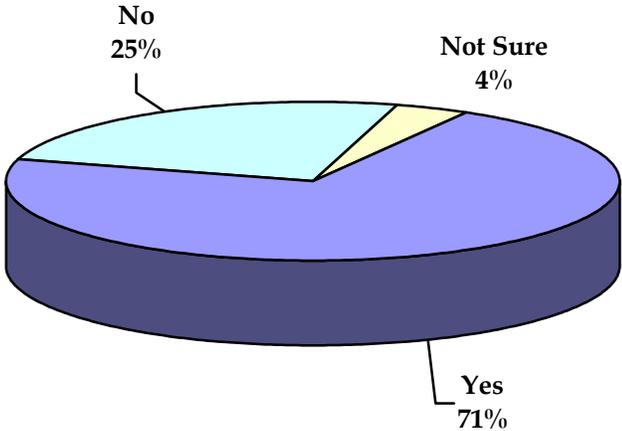
Satisfaction with city communications efforts is somewhat lower among those who have had police contact or have contacted the city on some other matter.

Figure 45: Rating the City for Communicating for Residents



We also asked residents if “you feel you have the opportunity to voice your concerns to the city of Santa Monica on major community decisions that affect your life.” More than two-thirds, 71 percent said they did have such opportunities. This is nearly identical to the 68 percent we found in the 2002 study.

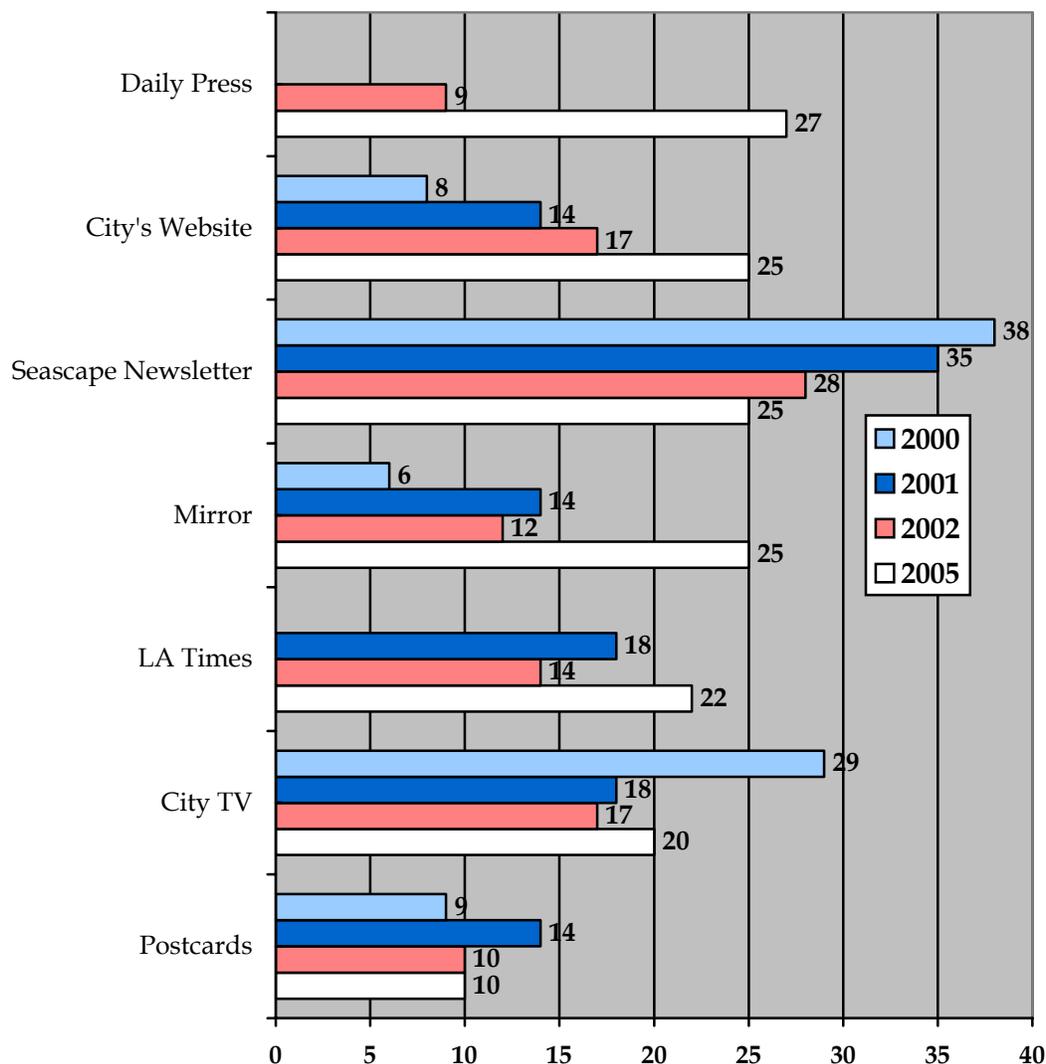
Figure 46: Do You Have Opportunity to Voice Your Concerns on Community Decisions?



Sources of Information about Santa Monica

As has been the case in past years, the Seascope newsletter, the Los Angeles Times, the city's website, and City TV rank among Santa Monica residents' top sources of information about their city. Joining the list of top sources of information this year is The Daily Press and the Mirror. (See Figure 47). Note also the steady decline in the proportion citing Seascope as a source of information.

Figure 47: Sources of City Information (Top Responses)

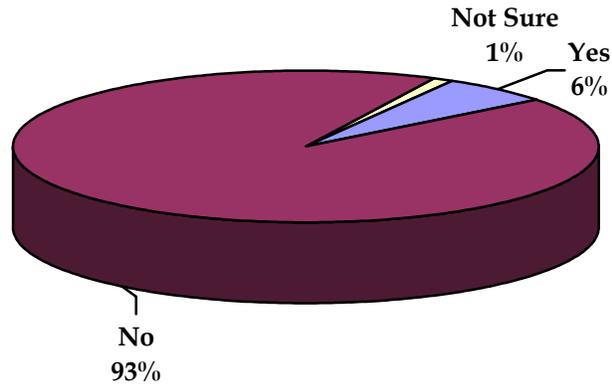


- Seascope is used by more long-time residents (30%) compared to newcomers (16%). A third (32%) of those who have contacted the city for non-emergency purposes get information from Seascope, compared to 22 percent of everyone else. A third (32%) of homeowners read Seascope, compared to just 21 percent of renters. Residents of the Pico area are more likely (39%) than others (26%) to say they read Seascope. Seascope is more likely to be used by those over age 35 (about 30%) compared to younger residents (15%).
- The city website is accessed far more often by newcomers to Santa Monica (0-4 years, 27%), compared to longer-term residents (16% of those in the city 20 years or more). It is used far less by those over age 50 and especially by seniors compared to younger residents. In fact, only 6 percent of seniors say they get information from the website. In addition, we find that while about 32 percent of those making \$60,000 a year or more get information from the website, only about 12 percent of lower income residents use the website. Website use is lower among Pico area residents (15%) compared to others (23%).
- City TV is viewed more often by renters (24%) than homeowners (16%), and more often by those with incomes under \$20,000 (30%) than those earning \$100,000 a year or more (14%).
- Twenty-nine percent of seniors read the Los Angeles Times for news about Santa Monica, compared to only about 20 percent of younger residents.
- The Mirror is better read among homeowners (30%) compared to renters (21%), and among whites (28%) compared to Latinos (17%).

Use of WIN

We also asked residents if they “subscribe” to the city’s Web Information Network (WIN). Only 6 percent said they did. This figure is very close to the 4 percent we found with an identical question in 2001; in 2002, however, we asked residents if they “use” WIN and found that 20 percent said they did. The difference in wording probably accounts for the change.

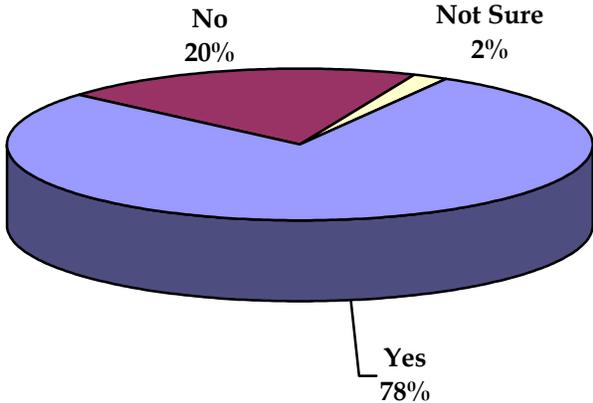
Figure 48: Do You Subscribe to WIN?



On-Line Access

Fully 78 percent of city residents say they have Internet access at home. Those include more than 80 percent of those under age 50, but only 43 percent of seniors. Among women over age 50, only 54 percent have Internet access at home. Only 50 percent of those with incomes below \$20,000 have Internet access at home, compared to 92 percent of those earning more than \$100,000. Two-thirds (66%) of renters have Internet access compared to 82 percent of home owners. In the Pico area, only 56 percent have Internet access, compared to 76 percent living elsewhere.

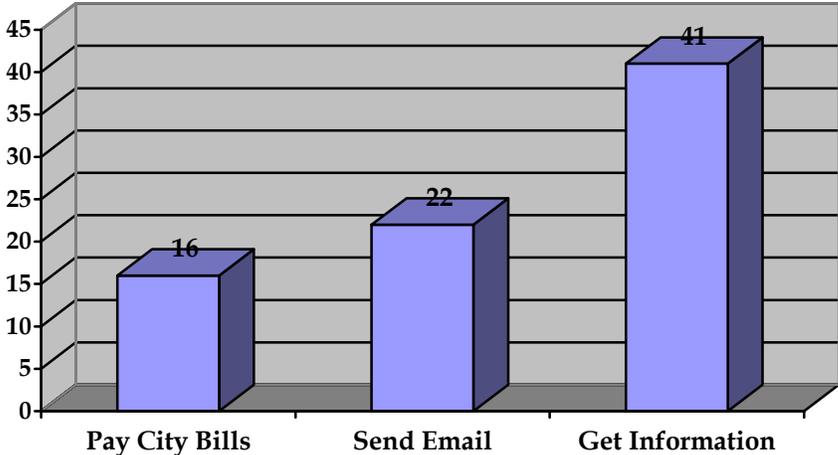
Figure 49: Do You Have Access to the Internet at Home?



Communicating with the City On-Line

While a sizable proportion of residents (41%) say they have gone on-line to get information on issues facing the city, smaller proportions have paid city bills on-line (16%) or sent emails to city staff or elected officials (22%).

Figure 50: Gone On-Line To



Fully 25 percent of those under age 35 say they have paid city bills on-line, compared to just 9 percent of those over age 50. Only 2 percent of those with incomes below \$20,000 have paid city bills on-line, compared to about 18 percent of more affluent residents.

A third of those earning more than \$100,000 a year have sent email to city staff or officials, compared to just 9 percent of those earning under \$20,000 a year. Only 13 percent in the Pico area have sent such email, compared to 21 percent elsewhere in the city.

Forty-seven percent in zip code 90404 have contacted the city on-line for information, compared to 37 percent citywide. Only 14 percent of seniors have contacted the city for information on-line, compared to 37 percent citywide. Women over age 50 are especially unlikely to get information on-line (18%).

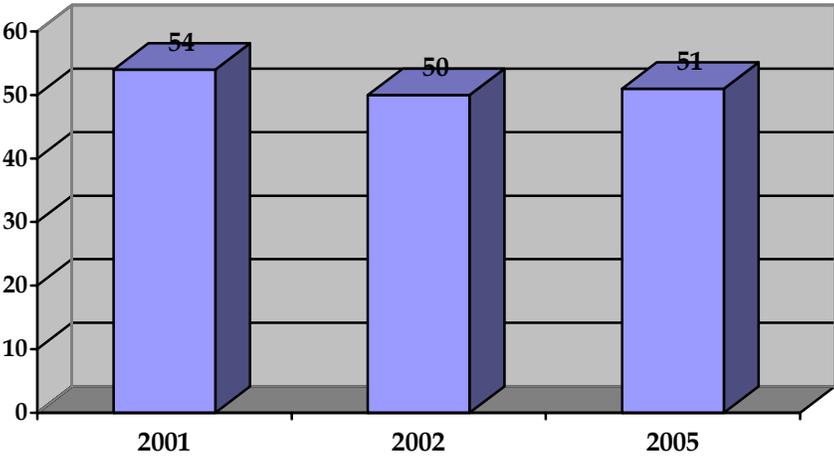
TRANSPORTATION QUESTIONS

Big Blue Bus Use

As shown in Figure 51, half the city's residents (51%) have used the Big Blue Bus in the past year, virtually unchanged from what we found in 2002. This includes:

- Bus use appears slightly lower in zip code 90402 (37%).
- Fifty-nine percent of renters used the bus, compared to 42 percent of homeowners.
- Sixty-eight percent of Latinos used the bus, compared to 49 percent of whites.
- About 62 percent of those earning less than \$60,000 per year used the bus, compared to 33 percent of those earning more than \$100,000 a year.

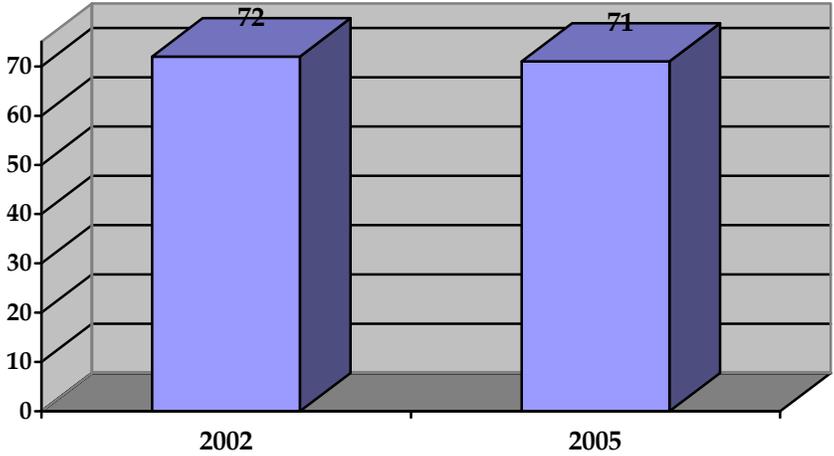
Figure 51: Have You Ridden a Big Blue Bus in the Past Year?



Intentionally Not Using a Car

Fully 71 percent of Santa Monica residents say that in the past month, they have intentionally not used their car for a trip, “and instead used another form of transportation, such as a bus, a bicycle, walking, or an alternatively fueled vehicle.” This is nearly identical to what was found in 2002. (See Figure 52.)

Figure 52: Have You Used Alternative Transportation Means in Past Month?

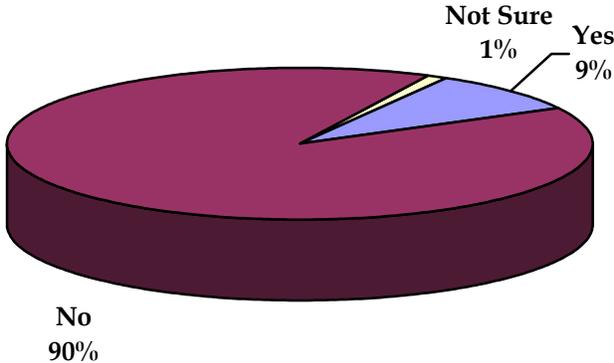


This includes about 74 percent of those under 64 compared to 56 percent of seniors; 74 percent of renters compared to 63 percent of homeowners; and 82 percent of newcomers (less than four years) and compared to 61 percent of those living in Santa Monica more than 20 years.

Ownership of Low Emission Vehicles

Overall, 9 percent say they own “a low emission or clean fuel vehicle [such as] a Prius, or an electric car, or a car that uses natural gas as its fuel.”

Figure 53: Do You Own a Clean Fueled Car?

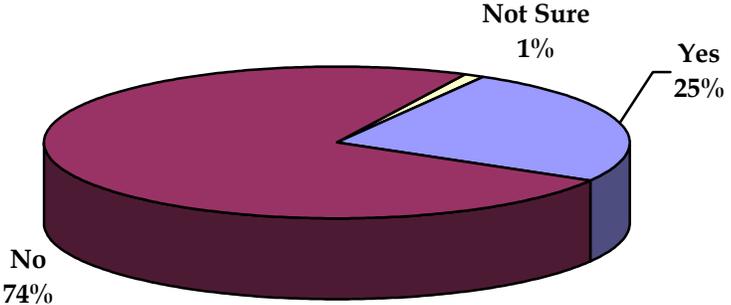


AWARENESS OF SUSTAINABILITY PLAN

One in four, 25 percent, say they are aware of the Santa Monica Sustainability Plan. This includes 36 percent of homeowners compared to 19 percent of renters, and 40 percent of those earning more than \$100,000 per year compared to 24 percent of those earning under \$20,000.

A poll conducted in 1998 showed that only 12 percent were aware of the plan at that time, possibly indicating that the 2004 10 Fest activities may have boosted awareness.

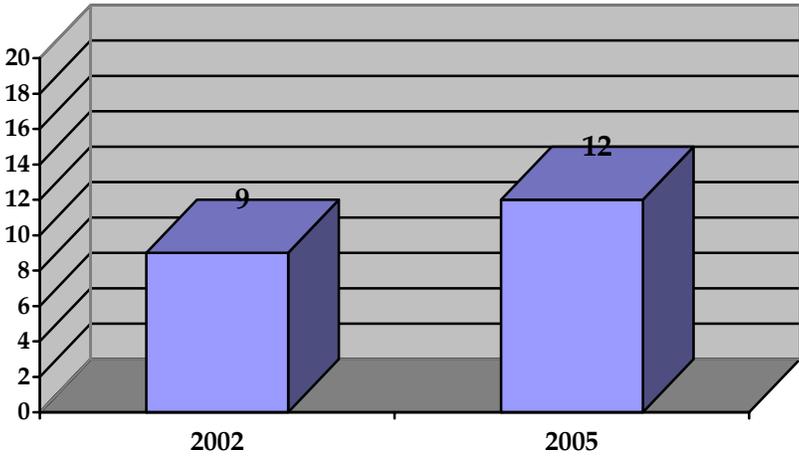
Figure 54: Have You Heard of the SM Sustainability Plan?



DISABILITY QUESTIONS

Twelve percent of Santa Monica residents consider themselves “to be disabled, or to be a person with a disability.” This figure is very close to the 9 percent who said they were disabled in the 2002 survey. (See Figure 55).

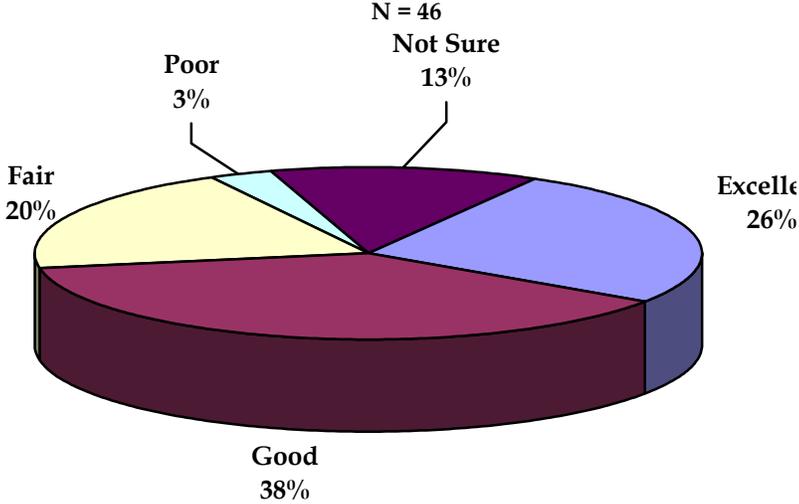
Figure 55: Do You Consider Yourself to be Disabled?



Twenty-four percent of those over age 65 consider themselves to be disabled, as do 33 percent of those earning under \$20,000 per year.

Those who describe themselves as disabled were then asked how they would rate the job “being done by the city to provide access to the disabled to city offices, meetings, or facilities.” Sixty-four percent of the disabled gave the city a positive rating (excellent or good), while 23 percent rated the city negatively.

Figure 56: Rating City for Providing Access to the Disabled



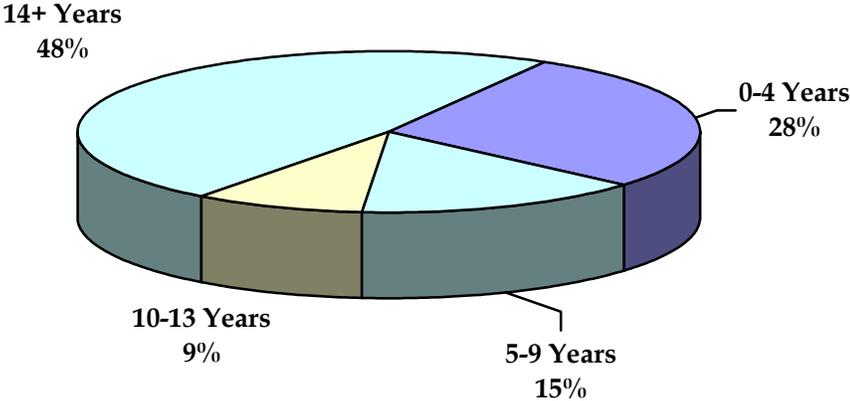
SAMPLE DEMOGRAPHICS

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

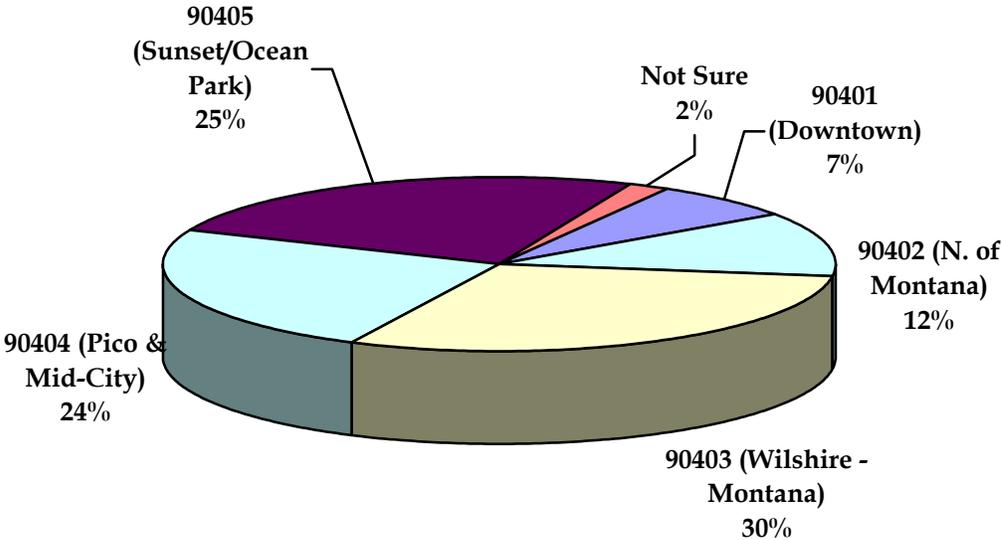
Fully 28 percent of city residents have arrived in the past four years, with 48 percent who have lived in the city for more than 13 years. The mean length of the residency in Santa Monica is 15 years, with a median of 12 years. This mean length of residency is unchanged from previous years.

Figure 57: Length of Residence in Santa Monica



Zip Code Distribution

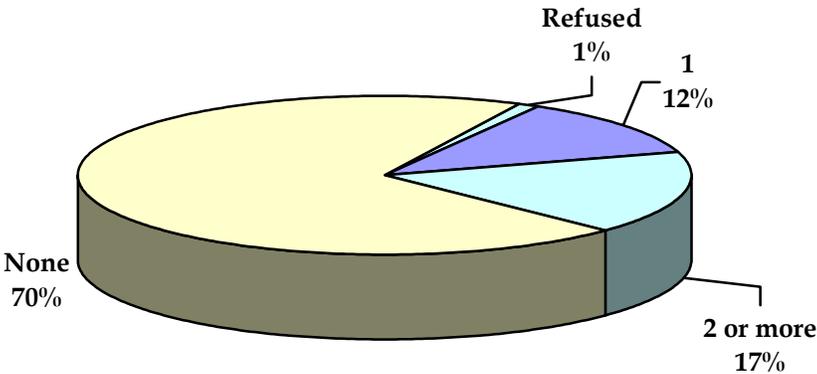
Figure 58: Zip Codes and Neighborhoods of Residence



Children in the Household

As we have seen in past years, most Santa Monica residents do not have children in the home. Just 29 percent say they have children under age 18 in their household. Seventy-five percent of white residents have no children at home, compared to 61 percent of Latinos. In the Pico area, 67 percent have no children, compared to 75 percent elsewhere. Half of those age 35 to 49 say they have children at home.

Figure 59: Children In Household



Employed in Santa Monica

Sixty-two percent of the respondents say they work full or part time (see Figure 60), with 36 percent of residents who say they work in Santa Monica (Figure 61).

Figure 60: Employment Status

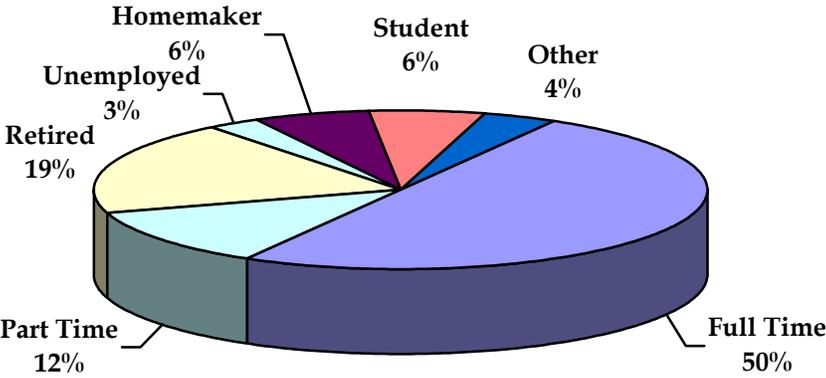
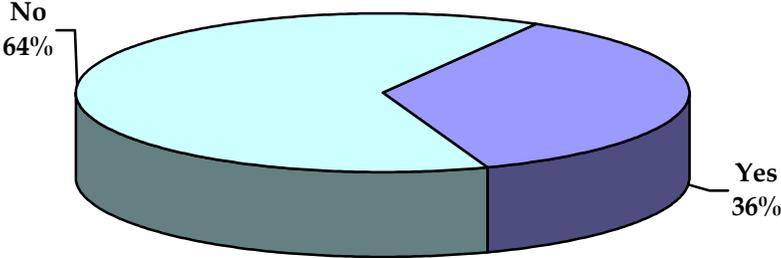


Figure 61: Employed in Santa Monica?



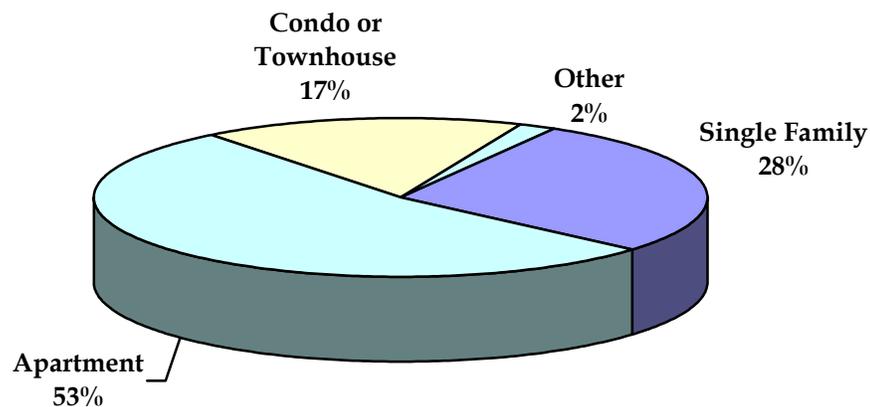
Fifty-four percent of men are employed full-time, compared to 34 percent of women. Forty-seven percent of renters are employed full-time, compared to 39 percent of homeowners.

Type of Dwelling

About one in four residents (28%) live in a single-family home, with 53 percent in apartments and 17 percent in condos or townhouses. (See Figure 62).

Very few residents of zip codes 90401 (11%), 90403 (23%), or 90404 (11%) live in single family homes. Over a third of whites (37%) live in single family homes, compared to 24 percent of Latinos. A third of seniors (32%) live in single family homes, compared to 20 percent of those under age 35. Fifty-seven percent of those earning more than \$100,000 live in single family homes, compared to 20 percent of those earning less than \$20,000. Twenty-five percent in the Pico area live in single family homes, compared to 34 percent elsewhere.

Figure 62: Type of Dwelling



Race/Ethnicity

About 70 percent in the city are white, with about 14 percent Hispanic/Latino, 7 percent Asian, 3 percent Black/African American, and the balance representing mixed race or respondents who refused to share their race. Note that Latinos can be white or other races.

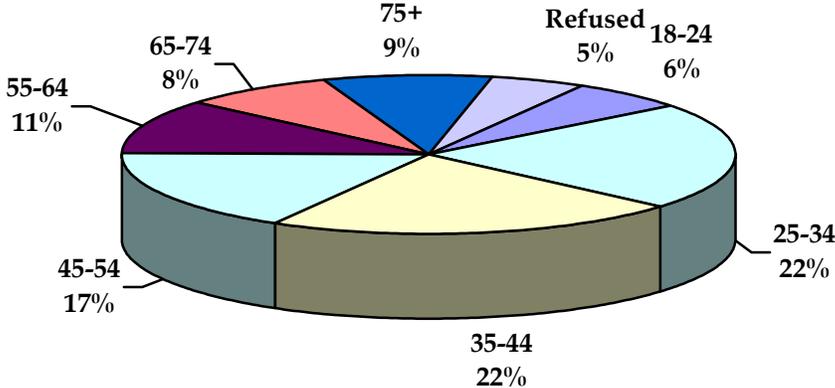
Table 4: Race/Ethnicity

	%
White	70
Latino/Hispanic	12
Asian	7
Black/ African American	3
Other/Mixed	6
Refused	5

Age

Over a quarter of the city’s adults (28%) are under age 35, with about 17 percent over age 65.

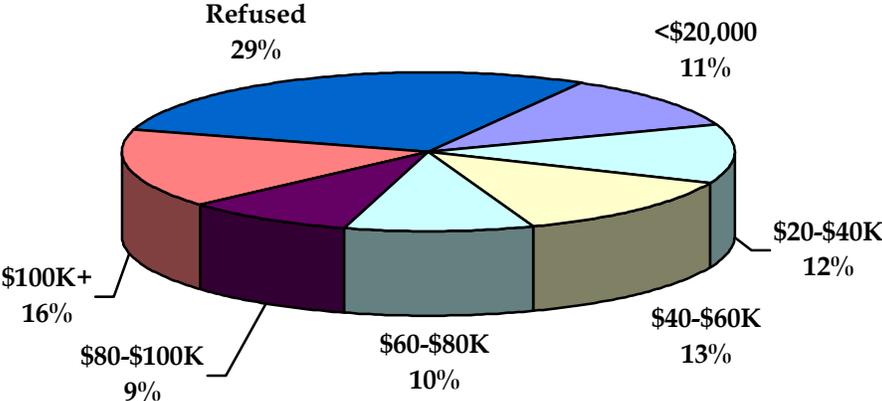
Figure 63: Age



Income

The study found about 23 percent of those reporting their incomes made more than \$100,000 in 2004, with about 17 percent earning less than \$20,000. However, 30 percent refused to share their incomes, making it difficult to draw conclusions from these data.

Figure 64: Reported Income in 2004



APPENDIX

QUESTIONNAIRE WITH AGGREGATE RESULTS

Respondent ID# _____

Date _____

Time Started _____

Time Ended _____

Interview Length _____

GENDER

MALE 1

.....
FEMALE..... 2

Hello, I'm _____ from G-S-S-R, 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]

ASK Q.A AND Q.B IN 90404 ZIP CODE OVERSAMPLE ONLY

A. To be sure that you qualify for the study, what zip code do you live in?

90404 (CONTINUE) ----- 1
All other zip codes ----- TERMINATE

B. Do you live North or South of Colorado Avenue? North of Colorado would be towards Wilshire Boulevard, and South of Colorado would be towards the 10 freeway and the Airport.

North----- TERMINATE
South (SKIP TO Q.2)----- 1
Not Sure ----- TERMINATE

START HERE WITH MAIN SAMPLE

1. First, do you live in the city of Santa Monica, or do you live in Los Angeles or some other city?

In Santa Monica ----- 1
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 -----28%
5-9 YEARS -----15
10-13 YEARS -----9
14+ YEARS-----48
(DON'T READ) DK/NA ----- 0

Project 2507

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-----32%
 Somewhat satisfied-----50
 Somewhat dissatisfied-----11
 Very dissatisfied-----6
(DON'T READ) DK/NA ----- 2

4. Now, 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----- 6%*
 Gangs----- 3
 Drugs----- 2
 Education -----12
 Lack of parking -----16
 Environmental concerns ----- 3
 Too much growth ----- 9
 Too many homeless/homeless causing problems -----39
 Not enough services for the homeless ----- 6
 Lack of affordable housing ----- 7
 Creating more jobs/improving the business climate ----- 2
 Not enough parks/problems with parks ----- 2
 Traffic -----25
 Roads being torn up----- 4
 Rent control ----- 7
 Not enough police ----- 0
 Overcrowding/population ----- 7
 Economy/cost of living-----3
 Other ----- 7
 None ----- 0
 Not Sure/Refused----- 3

*Total exceeds 100% as two responses were permitted

5. Now, please rate each of the following possible problems in Santa Monica on a scale of 1 to 5. Use a 1 if you feel the problem is NOT serious at all, and a 5 if you feel it is a VERY serious problem in Santa Monica. Use any number from 1 to 5. **(ROTATE)**

	NOT SER				VERY SER		DK/NA
	1	2	3	4	5		9
<input type="checkbox"/> a. Traffic congestion -----	5%	8%	27%	24%	35%		1%
<input type="checkbox"/> b. The affordability of housing for low income families and seniors -----	8	10	14	17	42		9
<input type="checkbox"/> c. Gang violence-----	18	27	23	13	11		9
<input type="checkbox"/> d. The number of homeless people in the city -----	5	6	14	18	56		1
<input type="checkbox"/> e. Lack of parking -----	4	12	21	23	39		1

6. In general, would you say the city is spending too much, too little, or about the right amount when it comes to services for the homeless?

Too much-----17%
 Too little-----33
 About right -----20
(DON'T READ) Depends ----- 5
(DON'T READ) DK/NA -----25

7. Please tell me whether you feel the city of Santa Monica is doing an excellent, good, fair, or poor job in each of the following areas: **(ROTATE)**

	<u>EXC.</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>DK/NA</u>
<input type="checkbox"/> a. In collecting trash and garbage from your home -----	34%	46%	14%	6%	0%
<input type="checkbox"/> b. In enforcing the city's noise laws-----	15	45	20	10	11
<input type="checkbox"/> c. In keeping traffic on city streets flowing smoothly-----	5	32	38	24	1
<input type="checkbox"/> d. In providing public library services-----	25	46	14	3	13
<input type="checkbox"/> e. In maintaining landscaping in parks and roadway medians [mee-dee-ans]-----	22	57	15	5	2
<input type="checkbox"/> f. In putting out and preventing fires -----	29	45	5	1	20
<input type="checkbox"/> g. In enforcing laws against aggressive begging or panhandling-----	7	30	25	26	12
<input type="checkbox"/> h. In providing emergency 9 1 1 services -----	25	44	8	3	20
<input type="checkbox"/> i. In preserving historic buildings -----	11	41	20	8	20
<input type="checkbox"/> j. In keeping city streets and alleys clean -----	11	47	28	12	2
<input type="checkbox"/> k. In providing funding for the arts -----	8	36	22	6	28
<input type="checkbox"/> l. In keeping street trees trimmed -----	20	48	20	8	5
<input type="checkbox"/> m. In enforcing laws against overnight camping in parks and doorways-----	8	26	19	28	20
<input type="checkbox"/> n. In protecting the environment -----	13	45	24	6	12
<input type="checkbox"/> o. In providing services for youth -----	9	40	22	5	23
<input type="checkbox"/> p. In operating efficiently-----	7	39	28	12	13
<input type="checkbox"/> q. In providing services for senior citizens -----	10	43	17	6	25
<input type="checkbox"/> r. In addressing neighborhood concerns-----	4	41	27	12	17
<input type="checkbox"/> s. In spending money in the right areas and on the right problems-----	2	22	31	23	21
<input type="checkbox"/> t. In protecting pedestrian safety-----	14	48	24	10	4
<input type="checkbox"/> u. In providing recreation and sports programs--	11	49	18	4	19
<input type="checkbox"/> v. In supporting early childhood education-----	11	31	15	5	38
<input type="checkbox"/> w. In enforcing the city's building and zoning laws-----	9	35	19	13	24

READ LAST

x. In enforcing noise limits at the airport----- 7 ----- 28 ----- 20 -----9-----37

8. Next, would you say that crime in Santa Monica over the last few years has gotten better, gotten worse, or stayed about the same? (IF BETTER/WORSE ASK): "Is that MUCH (better/worse) or just a little?" (RECORD, THEN ASK):

	<u>MUCH BETTER</u>	<u>S.W. BETTER</u>	<u>STAYED SAME</u>	<u>S.W. WORSE</u>	<u>MUCH WORSE</u>	<u>DK/NA</u>
Crime -----	5%	21%	45%	14%	3%	13%

9. When you are _____ (READ-ROTATE), would you say that you feel very safe, reasonably safe, somewhat unsafe, or very unsafe? (ROTATE)

	<u>VERY SAFE</u>	<u>REASON. SAFE</u>	<u>S.W. UNSAFE</u>	<u>VERY UNSAFE</u>	<u>DK/ NA</u>
[] a. Walking alone in your neighborhood during the day-----	65%	29%	5%	1%	0%
[] b. Walking alone in your neighborhood after dark-----	30	35	19	10	6
[] c. Walking alone in Santa Monica's business areas during the day-----	63	32	3	1	1
[] d. Walking alone in Santa Monica's business areas after dark-----	22	41	21	9	7

10. In 2004, did you or did anyone in your household make a 9-1-1 call requesting emergency assistance from the Santa Monica Police Department?

Yes (ASK Q.11)-----	19%
No (SKIP TO Q.12)-----	80
(DON'T READ) DK/NA (SKIP TO Q.12)-----	1

ASK Q.11 IF YES ON Q.10

11. Overall, were you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the response time to your emergency call to the police? (N = 78)

VERY SATISFIED-----	62%
SOMEWHAT SATISFIED-----	14
SOMEWHAT DISSATISFIED-----	3
VERY DISSATISFIED-----	20
(DON'T READ) OTHER-----	0
(DON'T READ) DK/NA-----	1

ASK EVERYONE

12. Let's assume for a moment that the Santa Monica Police Department hired another officer and assigned that officer to your neighborhood. Which of the following five items should be the single highest priority for a new police officer assigned to your neighborhood? (READ ALL BEFORE RECORDING, ROTATE)

	<u>HIGHEST</u>
[] Working with local kids to prevent gangs and youth crime-----	18%
[] Patrolling on foot in your local neighborhood-----	10
[] Working with local residents and neighborhood groups to help prevent crime-----	21
[] Patrolling in police cars in your local neighborhood-----	30
[] Patrolling near the schools in your neighborhood-----	16
(DON'T READ) OTHER-----	3
(DON'T READ) DK-----	3

13. In 2004, did you or did anyone in your household call 9-1-1 for paramedics or for emergency medical assistance?

Yes (ASK Q.14)-----	13%
No (SKIP TO Q.15)-----	85
(DON'T READ) Depends/Other (SKIP TO Q.15)-----	1
(DON'T READ) DK/NA (SKIP TO Q.15)-----	1

IF YES ON Q.13 ASK:

14. Overall, were you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the response time to your call for paramedics or for emergency medical assistance? **(N = 53)**

VERY SATISFIED -----87%
SOMEWHAT SATISFIED----- 4
SOMEWHAT DISSATISFIED ----- 2
VERY DISSATISFIED ----- 5
(DON'T READ) OTHER ----- 0
(DON'T READ) DK/NA ----- 1

15. In 2004 did you contact a Santa Monica city department for any reason other than an emergency?

Yes **(ASK Q.16)** -----45%
No **(SKIP TO Q.20)**-----52
(DON'T READ) DK/NA **(SKIP TO Q.20)** -- 2

16. What was the main reason that you contacted a Santa Monica city department in 2004? For information, or to report a problem or get a problem resolved? **(N = 181)**

Information -----27%
Report/resolve problem -----63
(DON'T READ) Both ----- 6
(DON'T READ) Other ----- 4
(DON'T READ) DK/NA ----- 0

17. What was the name of the city department you contacted? (IF RESPONDENT CANNOT NAME DEPARTMENT, ASK FOR THE TYPE OF SERVICE OR ISSUE THEY WERE CALLING ABOUT. DO NOT INCLUDE EMERGENCY CALLS ABOUT FIRES, CRIMES, OR FOR AMBULANCES. ACCEPT NO MORE THAN TWO MENTIONS) **(N = 181)**

City Manager's Office ----- 5%
Community and Cultural Services ----- 8
Environmental and Public Works Management -----24
Planning and Community Development-----23
City Clerk----- 2
Rent Control Board ----- 5
Police Dept. -----30
Other -----12
Not Sure----- 2
**Total exceeds 100% as two responses were permitted*

18. When you contacted the city about the [first] issue you mentioned, would you say that the city staff you dealt with were (READ-ROTATE) or not? **(N = 181)**

	<u>YES</u>	<u>NO</u>	<u>DK/NA</u>
<input type="checkbox"/> a. Courteous -----	83%	13%	3%
<input type="checkbox"/> b. Responsive to your needs-----	70	29	1
<input type="checkbox"/> c. Knowledgeable-----	75	20	5

SKIP Q.19 IF ONLY ONE DEPARTMENT MENTIONED IN Q.16

19. When you contacted the city about the second issue you mentioned in 2004, would you say that the city staff you dealt with were (READ-ROTATE) or not? **(N = 23)**

	<u>YES</u>	<u>NO</u>	<u>DK/NA</u>
<input type="checkbox"/> a. Courteous -----	89%	12%	0%
<input type="checkbox"/> b. Responsive to your needs-----	77	23	0
<input type="checkbox"/> c. Knowledgeable-----	84	16	0

ASK EVERYONE

20. Now let me ask you about local parks. First, how many times a year would you say that you visit a park here in Santa Monica? **(RECORD EXACT AMOUNT AND CODE RANGE BELOW – USE 000 FOR NEVER, AND 999 FOR DK/NA)**

Never	16%
1-2	10
3-5	12
6-12	14
13-24	8
25-100	19
100+	17
Not Sure	4

21. Please tell me if each of the following words or phrases accurately describes local parks in Santa Monica, or not. (IF ACCURATE/INACCURATE ASK): "Is that VERY (accurate/inaccurate) or SOMEWHAT?" **(ROTATE)**

	VERY <u>ACC</u>	S.W. <u>ACC</u>	S.W. <u>INACC</u>	VERY <u>INACC</u>	DK <u>NA</u>
[] a. Safe for families and children	48%	34%	8%	5%	7%
[] b. Clean	44	35	11	4	5
[] c. Well-maintained	46	37	8	3	6
[] d. Convenient to your home	65	23	3	4	5

22. In your view, what is an acceptable length of time for the city to take to respond to non-emergency complaints from residents? Five to ten days, eleven to twenty days, or is 21 to 30 days OK?

5 to 10	71%
11 to 20	11
21 to 30 days	2
(DON'T READ) 0 to 4 days	10
(DON'T READ) more than 30 days	0
(DON'T READ) DK/NA	6

23. Do you feel that you have the opportunity to voice your concerns to the city of Santa Monica on major community decisions that affect your life?

Yes	71%
No	25
(DON'T READ) DK/NA	4

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

24. 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	32%
Somewhat satisfied	38
Somewhat dissatisfied	16
Very dissatisfied	9
(DON'T READ) DK/NA	5

25. What information source or sources do you use the most to find out about City news, information, and programs? (DON'T READ LIST, RECORD FIRST THREE RESPONSES)

(DON'T READ)

Seascape newsletter-----	25%
Special postcard mailings-----	10
Street banners-----	1
The City's web site -----	25
City Council Meetings (in person) -----	4
City TV (cable channel 16) -----	20
Los Angeles Times newspaper-----	22
Argonaut -----	5
Santa Monica Mirror-----	25
Lookout or Surf Santa Monica (online newspaper) -----	3
City Hall on Call (24 hour telephone system)-----	1
Friends/family/neighbors-----	12
Santa Monica Daily Press -----	27
Radio (KCRW)-----	9
Observer -----	1
Ocean Park Gazette -----	1
None -----	1
Other: _____ --	8
(DON'T READ) DK/NA -----	1

Total exceeds 100% as three responses were permitted

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

Yes -----	6%
No-----	93
(DON'T READ) DK/NA -----	1

27. Have you ever gone on-line to do any of the following? **(ROTATE)**

	<u>YES</u>	<u>NO</u>	<u>DK/NA</u>
<input type="checkbox"/> a. To pay city bills like your water bill-----	16%	83%	1%
<input type="checkbox"/> b. To get information on issues facing the city-----	41	57	1
<input type="checkbox"/> c. To send email to communicate with city staff or elected officials -----	22	78	1

28. In the past month, have you intentionally not used your car for a trip, and instead used another form of transportation, such as a bus, a bicycle, walking, or an alternatively fueled vehicle?

Yes-----	71%
No -----	28
(DON'T READ) DK/NA -----	1

29. Do you or does anyone in your household drive a low emission or clean fuel vehicle? By that I mean a hybrid car such as a Prius [pree-us], or an electric car, or a car that uses natural gas as its fuel.

Yes -----	9%
No -----	90
(DON'T READ) DK/NA -----	1

Project 2507

30. In 2004, did you ride the Big Blue Bus, the bus line here in Santa Monica?

Yes-----51%
No -----49
(DON'T READ) DK/NA----- 0

31. Have you heard of the Santa Monica Sustainable City Plan?

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

NOW FOR A FEW BACKGROUND QUESTIONS.

SKIP Q.32-35 FOR OVERSAMPLE

32. What is your zip code?

90401 (SKIP TO Q.36) ----- 7%
90402 (SKIP TO Q.36) ----- 12
90403 (ASK Q.33) -----30
90404 (SKIP TO Q.34) -----24
90405 (SKIP TO Q.35) -----25
Other (SKIP TO Q.36) ----- 2
Not Sure (SKIP TO Q.36)----- 1

ASK Q.33 IF ZIP 90403

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

East (Northeast) -----28%
West (Wilshire/Montana) -----68
(DON'T READ) DK/NA----- 4

ASK Q.34 IF ZIP 90404

34. Do you live north or south of Colorado Avenue? North of Colorado would be towards Wilshire Boulevard, and South of Colorado would be towards the 10 freeway and the Airport. (N = 95)

North (Mid-City)-----52%
South (Pico) -----42
(DON'T READ) DK/NA----- 5

ASK Q.35 IF ZIP 90405

35. Do you live east or west of Lincoln Boulevard? (N = 99)

East (Sunset Park)-----54%
West (Ocean Park) -----46
(DON'T READ) DK/NA----- 0

ASK EVERYONE

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

Single family -----28%
Apartment -----53
Condo -----12
Townhouse ----- 5
OTHER ----- 2
(DON'T READ) DK/NA ----- 1

37. Do you own or rent your residence?

Own-----39%
Rent-----60
(DON'T READ) DK/NA ----- 1

38. Do you consider yourself to be disabled, or to be a person with a disability?

Yes **(ASK Q.39)** -----12%
 No **(SKIP TO Q.40)**-----88
(DON'T READ) DK/NA **(SKIP TO Q.41)** 0

IF YES ON Q.38 ASK Q.40

39. How would you rate the job being done by the city to provide access to the disabled to city offices, meetings, or facilities? Excellent, good, fair, or poor? **(N = 46)**

Excellent -----26%
 Good -----38
 Fair -----20
 Poor -----3
(DON'T READ) DK/NA -----12

40. Do you have access to the Internet at home?

Yes -----78%
 No -----20
(DON'T READ) DK/NA -----2

41. Are you currently employed full-time, employed part-time, retired, unemployed, a homemaker, or a student?
(RECORD FIRST MENTION ONLY)

Employed full time **(ASK Q.42)**-----50%
 Employed part time **(ASK Q.42)**-----12
 Retired **(SKIP TO Q.43)**-----19
 Unemployed **(SKIP TO Q.43)**-----3
 Homemaker **(SKIP TO Q.43)**-----6
 Student **(SKIP TO Q.43)**-----6
(DON'T READ) OTHER **(SKIP TO Q.43)** 2
(DON'T READ) DK/NA **(SKIP TO Q.43)** -- 1

IF EMPLOYED PART OR FULL TIME IN Q.41 ASK:

42. Do you work at a job, either full time or part time, that is located in Santa Monica? **(N = 249)**

Yes-----58%
 No -----42
(DON'T READ) DK/NA-----0

ASK EVERYONE

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

None -----70%
 One -----12
 Two -----14
 Three -----2
 Four-----1
 Five or more -----0
(DON'T READ) DK/NA -----1

44. 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.45)**-----70%
- Black/African-American **(ASK Q.45)** ----- 3
- Asian **(ASK Q.45)**----- 7
- Hispanic/Latino **(SKIP TO Q.46)** ----- 9
- Native American **(ASK Q.45)** ----- 1
- Mixed Race **(ASK Q.45)**----- 2
- Other **(ASK Q.45)**----- 3
- (DON'T READ)** REFUSED/DK **(SKIP TO Q.45)**-- 5

IF PUNCH 1,2,3,5,6,7 ON Q.44 ASK:

45. Do you also consider yourself to be Hispanic or Latino? **(N = 364)**

- Yes----- 5%
- No-----88
- (DON'T READ)** DK/NA----- 7

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

AGE: ____ ____ ____

(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 ----- 6%
- 25-34 -----22
- 35-44 -----22
- 45-54 -----17
- 55-64 -----11
- 65-74 ----- 8
- 75 or older----- 9
- (DON'T READ)** REFUSED ----- 5

47. 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 2004.

- \$20,000 and under-----11%
- \$20,001 to \$40,000 -----12
- \$40,001 to \$60,000 -----13
- \$60,001 to \$80,000 -----10
- \$80,001 to \$100,000 ----- 9
- \$100,001 to \$125,000----- 4
- \$125,001 or more -----12
- (DON'T READ)** Refused -----29

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

