

**Findings from  
Opinion Research**

**2007**

**SANTA MONICA  
RESIDENT SURVEY**

**Conducted for the  
City of Santa Monica**

**GOODWIN SIMON VICTORIA RESEARCH**

**February, 2007**

# TABLE OF CONTENTS

METHODOLOGY .....	vii
EXECUTIVE SUMMARY .....	1
DETAILED FINDINGS .....	1
MOST IMPORTANT ISSUES FACING SANTA MONICA.....	2
COMPARING SATISFACTION QUESTIONS FROM 2005 AND 2007.....	6
GENERAL ATTITUDES ABOUT CITY SERVICES .....	9
Overall Satisfaction with City Services.....	9
Satisfaction with City’s Job in Addressing Neighborhood Concerns .....	11
Spending Money in the Right Areas and on the Right Problems.....	13
Rating The City For Operating Efficiently .....	14
EVALUATION OF SPECIFIC CITY SERVICES .....	15
Trash Collection .....	16
Landscaping.....	17
Fire Department .....	17
Library Services.....	18
911 Services .....	19
Tree Trimming.....	20
Pedestrian Safety .....	20
Noise Laws.....	21
Recreation and Sports Programs .....	22
Protecting the Environment .....	23
Street/Alley Cleaning .....	24
Senior Services.....	24
Historic Preservation.....	25
Youth Services .....	26
Arts Funding.....	26
Zoning Laws .....	27
Keeping Traffic Flowing .....	28
Enforcing Airport Noise Limits .....	29
Aggressive Panhandling.....	30
Preventing Overnight Camping .....	30
Keeping Public Spaces Clean and Safe .....	31
INTERACTIONS WITH CITY DEPARTMENTS AND STAFF.....	32
Non-Emergency Contacts with a City Department.....	32
Main Reason for Contacting the City.....	34
Rating Staff for Being Courteous, Responsive, and Knowledgeable .....	34

CRIME AND POLICE ISSUES .....	36
Is Crime in Santa Monica Getting Better or Worse? .....	36
Neighborhood Safety.....	37
Emergency 911 Calls to the Police .....	38
Emergency 911 Calls for Paramedics .....	40
Uses of Additional Police Officers.....	41
PARK AND RECREATION SERVICES.....	43
Number of Park Visits.....	43
Evaluation of City Parks/Beach .....	44
Evaluation of City Beach.....	45
CITY COMMUNICATIONS WITH RESIDENTS .....	47
Satisfaction with City Communication Efforts.....	47
Voicing Concerns to the City.....	48
Sources of Information about Santa Monica .....	49
On-Line Access.....	51
Communicating with the City On-Line.....	51
ATTENDANCE AT ARTS AND CULTURAL ACTIVITIES.....	53
APPEARANCE OF RESTAURANTS AND RETAIL STORES.....	55
TRANSPORTATION QUESTIONS.....	55
Big Blue Bus Use .....	55
Intentionally Not Using a Car .....	57
ACTIVITIES TO STAY IN SHAPE .....	57
DISABILITY QUESTIONS.....	58
SAMPLE DEMOGRAPHICS.....	59
APPENDIX: QUESTIONNAIRE WITH AGGREGATE RESULTS	

# TABLE OF FIGURES AND TABLES

## FIGURES

Figure 1: Most Important Issues Facing Santa Monica, 2002-2007 .....	3
Figure 2: Percent Rating Each Problem as Serious (a 4 or 5 rating ), 2002-2007 .....	5
Figure 3: Change in Overall Satisfaction Levels: 2000-2007.....	11
Figure 4: Change in Ratings of How City Addresses Neighborhood Concerns, 2000-2007.....	13
Figure 5: Contact with a City Department in a Non-Emergency in the Past Year, 2005 and 2007.....	33
Figure 6: Main Reason for Contacting a City Department, 2005 (N = 181) and 2007 (N = 205) .....	34
Figure 7: Ratings for City Departments, 2007 (N = 205) .....	35
Figure 8: Crime in Santa Monica Over the Last Few Years, 2005 and 2007 .....	36
Figure 9: Percent Feeling “Very” or “Reasonably” Safe Walking in... ..	37
Figure 10: Emergency 911 Call to the Santa Monica Police Department in past year, 2005 and 2007.....	39
Figure 11: Emergency 911 Call for Paramedics in Past Year, 2005 and 2007 .....	40
Figure 12: Proportion Calling Each Attribute Accurate About Santa Monica Parks, 2005 and 2007.....	45
Figure 13: Ratings for City Beaches, 2007 .....	46
Figure 14: Rating the City for Communicating for Residents, 2000-2007.....	47
Figure 15: Do You Have Opportunity to Voice Your Concerns on Community Decisions? 2002, 2005, and 2007 .....	48
Figure 16: Sources of City Information (Top 3 Responses), 2000-2007 .....	49
Figure 17: Gone On-Line to Communicate, 2005 and 2007.....	52
Figure 18: Attendance at Arts or Cultural Activities in Santa Monica and Surrounding Communities, 2007.....	54
Figure 19: Have You Ridden a Big Blue Bus in the Past Year? 2001-2007 .....	56
Figure 20: Do You Consider Yourself to be Disabled? 2002-2007 .....	58
Figure 21: Length of Residence in Santa Monica, 2007.....	60
Figure 22: Zip Codes and Neighborhoods of Residence, 2007.....	60
Figure 23: Children In Household, 2007 .....	61
Figure 24: Employment Status, 2007 .....	62
Figure 25: Employed in Santa Monica, 2007 .....	62
Figure 26: Type of Dwelling, 2007 .....	64
Figure 27: Education, 2007 .....	65
Figure 28: Race/Ethnicity, 2007 .....	66
Figure 29: Age, 2007.....	66

TABLES

Table 1: Methodology ..... vii

Table 2: Comparing Satisfaction Ratings from 2005 and 2007 ..... 7

Table 3: Comparing Changes Net Positive Ratings from 2005 and 2007 ..... 8

Table 4: Satisfaction with the Job the City is Doing to Provide City Services..... 10

Table 5: Rating the City for Addressing Neighborhood Concerns..... 12

Table 6: Rating the City for Spending Money in the Right Areas/Problems, 2005 -  
2007..... 14

Table 7: Operating Efficiently, 2005 and 2007 ..... 15

Table 8: Collecting Trash, 2005 and 2007 ..... 16

Table 9: Landscaping, 2005 and 2007 ..... 17

Table 10: Fire Protection, 2005 and 2007 ..... 18

Table 11: Library Services, 2005 and 2007 ..... 18

Table 12: 911 Services, 2005 and 2007..... 19

Table 13: Tree Trimming, 2005 and 2007 ..... 20

Table 14: Pedestrian Safety, 2005 and 2007 ..... 21

Table 15: City Noise Laws, 2005 and 2007..... 21

Table 16: Recreation/Sports, 2005 and 2007 ..... 22

Table 17: Protecting the Environment, 2005 and 2007 ..... 23

Table 18: Street/Alley Cleaning, 2005 and 2007 ..... 24

Table 19: Senior Services, 2005 and 2007 ..... 24

Table 20: Historic Preservation, 2005 and 2007 ..... 25

Table 21: Youth Services, 2005 and 2007..... 26

Table 22: Arts Funding, 2005 and 2007 ..... 27

Table 23: Enforcing Building and Zoning Laws, 2005 and 2007 ..... 27

Table 24: Traffic Flow, 2005 and 2007 ..... 28

Table 25: Airport Noise, 2005 and 2007 ..... 29

Table 26: Enforcing Laws Against Aggressive Begging or Panhandling, 2005-2007 30

Table 27: Enforcing Laws against Camping, 2005 and 2007..... 31

Table 28: Enforcing Laws That Keep Public Spaces Clean and Safe ..... 32

Table 29: Satisfaction with Response Time to Emergency Call to the SMPD, 2005 and  
2007..... 39

Table 30: Satisfaction with Response Time to Emergency Call to the Paramedics,  
2005 and 2007 ..... 41

Table 31: What Should Be the Highest Priority for A New Police Officer Assigned to  
Your Neighborhood, 2005 and 2007 ..... 42

Table 32: Number of Times Have Used a Park in Past Year, 2005 and 2007 ..... 43

Table 33: Satisfaction With Experience in Parks and Beach, 2007 (N = 373) ..... 44

Table 34: Do You Have Access to the Internet at Home, 2005 and 2007..... 51

Table 35: Satisfaction With Quality and Appearance of Restaurants and Retail Stores on Major Streets, 2007 .....	55
Table 36: In Past Month, Percent Who Intentionally Did Not Use Car And Instead Used Alternative .....	57
Table 37: Weekly Activities to Stay in Shape, 2007 .....	57
Table 38: Rating City for Providing Access to the Disabled, 2005-2007 (N = 51) .....	59

# METHODOLOGY

The City of Santa Monica asked Goodwin Simon Victoria Research (GSVR) 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 24 and 29, 2007. GSVR conducted 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. An additional 17 interviews were conducted among Latino residents using a listed sample.

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 five percent of the actual population proportions.

Results were weighted slightly by age and race to match U.S. Census data.

**Table 1: Methodology**

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Technique	Telephone interviewing
Interview Length	20 minutes
Universe	Adult residents of Santa Monica
Field Dates	January 24-29, 2007
Sample	Random-digit-dial; 17 Latino interviews using listed sample
Sample Size	417 citywide, including 17 additional Latino interviews
Margin of Error	+/- 5% for the sample overall
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” dissatisfied 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.

A few questions in this survey were asked in similar studies conducted in 1998 through 2005, and for those questions we compare current results with those from previous studies. However, the survey questions changed substantially in 2005. In general, we do not compare results from surveys before 2005 unless the questions were asked using identical or nearly identical wording and in roughly the same place in the survey.

This report presents results broken out by subgroups of adult residents (e.g., by men versus women or by zip code) only if the differences are both statistically significant using standard significance testing, and are of relevance.

# EXECUTIVE SUMMARY

## BACKGROUND

The City of Santa Monica asked Goodwin Simon Victoria 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 previous years. Since most of the questions changed starting in 2005, most findings presented in this study are compared only to the 2005 study.

A total of 400 interviews were completed citywide with randomly selected adults living in Santa Monica, plus an additional 17 interviews conducted with Latino residents. The survey was conducted in English and Spanish between January 24 and 29, 2007. The margin of error for this study for citywide results is about plus or minus 5 percent at a 95 percent confidence level.

## FINDINGS

### OVERALL SATISFACTION WITH CITY SERVICES REMAINS HIGH

- As was seen in previous years, Santa Monica residents have an overwhelmingly positive view of the services provided to them by city government. Eighty-four 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 15 percent are dissatisfied.

### RESIDENTS REMAIN DIVIDED ON RATING OF CITY FOR ADDRESSING NEIGHBORHOOD CONCERNS

- While the vast majority of residents are satisfied with the job the city is doing to provide city services, residents are nearly divided on how well the city is “addressing neighborhood concerns.” Forty-four percent give the city a positive (“excellent” or “good” rating) in this area, while a near identical 42 percent give the city a negative (“fair” or “poor”) rating. Fourteen percent are unable to rate the city for addressing neighborhood concerns.
- These ratings are unchanged from 2005.

## **RESIDENTS EXPRESS MUCH IMPROVED BUT STILL MIXED VIEWS ABOUT CITY SPENDING PRIORITIES AND OPERATING EFFICIENCY**

- No ratings for the city were more improved from 2005 to 2007 than those for whether the city is “spending money in the right areas and on the right problems” and whether the city is “operating efficiently.” While views are still quite mixed for both items, there has been a net substantial improvement in ratings. That is, positive ratings have increased, and negative ratings have decreased for these two items more than any other rating in the survey.
- Positive opinions about whether the city is “spending money in the right areas and on the right problems” have improved since 2005. Two years ago, 24 percent felt the city was doing an “excellent” or “good” job in this regard and 54 percent gave a “fair” or “poor” rating indicating a negative view. In the current study, 39 percent have a positive impression and 47 percent rate the city negatively. While this represents an improvement (a narrowing of the gap from -30 points to -8 points), negative ratings still outweigh positive views on this topic.
- In 2005, forty-six percent rated the city positively and 40 percent rated it negatively for “operating efficiently.” In the current study, positive ratings outweigh negative ratings by nearly 2-to-1, with 56 percent having a positive view and 28 percent a negative impression.

## **HOMELESSNESS AND TRAFFIC REMAIN MOST IMPORTANT ISSUES FACING CITY; INCREASING CONCERN ABOUT CRIME**

- Traffic and homelessness remain at the forefront of residents’ attention, and concern about them has been growing.
  - In response to an open-ended question asking residents to state the one or two most important issues facing the city, 48 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 near equal to the 45 percent giving this response in 2005. However, there has been a gradual upward trend in concern since 2002 when just 33 percent expressed concern in this area.
  - Nearly one-third (32%) said that traffic is the most important issue, up from 25 percent in 2005 and 18 percent in 2002.

- Concern about crime, including gangs, has doubled since 2002, when seven percent called this their top concern. In 2005 that number rose to 11 percent. Today it stands at 14 percent – twice as high as 2002 levels.
- Concern about growth and development continues to be salient. In the current study, 13 percent volunteer growth or overcrowding as one of the most important issues facing the city – an insignificant drop from 16 percent in 2005 and equal to the 13 percent giving this response in 2002.
- Concern about parking was mentioned by eight percent – a drop from 16 percent in 2005 and equal to the eight percent giving this response in 2002.
- In a closed-ended battery of questions asking residents to rate the seriousness of problems facing the city, the survey found again that homelessness is seen as the most pressing concern (76% rated it as serious), followed by the lack of affordable housing (69%), and traffic (65%). As we found in the open-ended question, concern about parking fell from 2005, from 62 percent calling it serious then to 48 percent in the current study. While public safety issues may have grown in salience, when asked specifically about how serious a problem are gangs and crime, these issues generated a relatively low level of concern (31 percent and 24 percent respectively). In fact, they were the two weakest items of the seven tested.
- The same is true of affordable housing: residents rated it as a very serious problem in this closed-ended question battery, but it ranked far below homelessness and traffic in the open-ended question, when residents were asked to choose the single MOST serious problem.
- The findings from the open-end and close-ended question clearly show that traffic and homelessness are at the forefront of residents’ attention. Affordable housing may not be as salient, but is a top order concern when the issue is introduced. Second tier concerns include parking, growth and development, and crime.

## **CITY MARKS FOR ENFORCING LAWS AGAINST HOMELESS FALL FURTHER**

- Nearly six in ten (57%) residents give the city negative (“fair” or “poor”) ratings for “enforcing laws against aggressing begging or panhandling,” up from 51 percent in 2005. Fifty-four percent give the city negative ratings for

“enforcing laws against overnight camping in parks and doorways.” This also represents an increase in negative ratings in this area from 2005 when 47 percent did so.

- However, the city does earn net positive ratings for “enforcing laws that keep public spaces clean and safe for everyone.” Fifty-four percent gave the city a positive rating for this, with 39% rating the city negatively.

## EVALUATIONS OF SPECIFIC SERVICES

- The survey asked residents to rate a battery of specific services offered by the city. Most ratings are far more positive than negative. The areas where residents show the greatest satisfaction are in library services (83% give the city a positive job rating in this area), communicating with residents (81%), landscaping (77%), trash and recycling collection (76% positive), fire services (75%), and tree trimming (69%) – all areas at the top of the list in 2005 as well.
- Some services -- such as senior services, airport noise prevention, and funding for the arts -- receive lower positive ratings simply because residents are less familiar with them and, therefore, are more likely to give a “not sure” response.
- The city receives its weakest ratings for keeping traffic flowing smoothly, with two-thirds (66%) giving the city a negative rating in this regard (little changed from 2005). As noted above, the city also gets higher negative ratings for enforcing laws against aggressive begging and panhandling (57%) and overnight camping (54%), and for spending money in the right areas (47%), for keeping public spaces clean and safe (39%), keeping streets and alleys clean (36%), enforcing building and zoning laws (35%), enforcing noise laws (34%), and protecting pedestrian safety (34%).
- Positive ratings for each service are as follows:
  - Library (83%, up from 71% in 2005)
  - Communicating with residents (81%, up from 70%)
  - Landscaping (76%, down insignificantly from 79%)
  - Trash collection (76%, down insignificantly from 80%)
  - Fire Department (75%, unchanged from 74%)
  - Tree trimming (69%, unchanged from 68%)
  - Protecting the environment (62%, up insignificantly from 58%)

- Street/alley cleaning (61%, up insignificantly from 58%)
- Emergency 911 services (61%, down slightly from 69%)
- Pedestrian safety (59%, down insignificantly from 62%)
- Historic preservation (59%, up from 52%)
- Recreation and sports programs (58%, down insignificantly from 60%)
- Youth services (56%, up from 49%)
- Enforcing noise laws (55%, down insignificantly from 60%)
- Enforcing laws that keep public spaces clean and safe (54%, not asked in 2005)
- Senior services (51%, unchanged from 51%)
- Arts funding (50%, up insignificantly from 44%)
- Enforcing zoning and building laws (48%, up insignificantly from 44%)
- Addressing neighborhood concerns (44%, down insignificantly from 45%)
- Enforcing airport noise limits (40%, up insignificantly from 35%)
- Keeping traffic flowing smoothly (32%, down insignificantly from 37%)
- Enforcing begging/panhandling laws (35%, down insignificantly from 35%)
- Enforcing overnight camping laws (30%, down insignificantly from 34%)

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

- While more residents volunteered public safety related issues as a top concern, just two in ten Santa Monica residents (20%) say that crime has gotten worse in the past few years, with 25 percent saying it has gotten better, and 45 percent saying it has stayed the same. This is essentially unchanged from 2005.
- More than nine in ten (93%) feel safe walking in their own neighborhood during the day and 90 percent feel safe walking in the city's business areas during the day. At night, 68 percent feel safe in their own neighborhood, with 63 percent who feel safe walking in the city's business areas at night. These findings are virtually unchanged from 2002 and 2005. Women are more likely than men to report feeling unsafe in these locations after dark, but not during the day.

- Nearly one in five residents – 18 percent-- report that they or someone in their household made a 911 call requesting emergency assistance from the Police Department in 2006 (equal to the proportion in the 2005 study). Of those who called 911, 65 percent were satisfied with the response time. This is down from 76 percent in 2005, but this difference is not statistically significant.
- When asked to choose between five options for assigning additional officers in their neighborhood, there was no clear favorite. Approximately two in ten picked each option offered, including wanting more officers to patrol in police cars in their neighborhood (23%, down from 30% in 2005), to work with local residents to prevent crime (22%, unchanged from 21%), to patrol on foot (19%, up from 10%), to work with local kids to prevent gangs and youth crime (18%, unchanged), and 15 percent choosing more patrolling near the schools in their neighborhood (unchanged from 2005).

#### **HIGH SATISFACTION WITH RESPONSE TO PARAMEDIC SERVICES ALTHOUGH SATISFACTION HAS DECLINED SOMEWHAT**

- Unchanged from 2005, 12 percent of residents say that they or someone in their household called 911 seeking paramedics or emergency medical assistance in 2006. This includes 16 percent of seniors.
- Of those calling for this service, 82 percent were satisfied and just 11 percent dissatisfied.

#### **NEARLY HALF THE CITY'S ADULT RESIDENTS CONTACTED A CITY DEPARTMENT FOR NON-EMERGENCY PURPOSES; CITY GETS SOLID MARKS**

- Forty-nine percent of city residents report having contacted a city department for a non-emergency purpose, up insignificantly from 45 percent in 2005.
- Over half (57%) contacted the city to report or solve a problem, while 27 percent did so to get information and 11 percent for both reasons.
- Sixty-nine percent of those who contacted the city rate the staff as being responsive, 71 percent rate them as being knowledgeable, and 80 percent say they were courteous. These positive evaluations are little changed from 2005.

## **MOST ARE SATISFIED WITH CITY COMMUNICATIONS EFFORTS**

- Eight in ten (81%) say they are satisfied with the city's efforts to communicate with residents. This is up from seven in ten in 2005. Moreover, 76 percent say they feel they have the opportunity to voice their concerns to the city on major community decisions (up insignificantly from 71%).
- 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*.

## **WIDESPREAD USE OF THE INTERNET FOR INTERACTING WITH THE CITY**

- Nearly 80 percent (79%) of respondents report having Internet access at home. However, just 52 percent of those over age 65 do so.
- Nearly half (48%) say they have gone on-line to get information on issues facing the city. Far fewer have registered for classes or other recreation activities on line (29%), paid a city bill on line (24%), or sent e-mail to city staff or elected officials (21%). The number who have paid a bill on line has increased from 16 percent in 2005 to 24 percent.

## **HIGH USE OF PARKS REPORTED, WITH VERY POSITIVE RATINGS**

- Eighty-six percent of respondents report that they visit city parks. Only 14 percent say they do not visit parks (2% of whom are not sure), with 37 percent visiting a park 25 times or more. The mean number of visits is 49 per year and the median is 12 visits per year (reflecting many trips by a small number of residents).
- Of those who have visited the parks, 86 percent were satisfied with their overall experience, with half (49%) "very satisfied." Just 11 percent were dissatisfied.
- Over 80 percent report city parks to be safe (83%), clean (84%), and well-maintained (88%), and 90 percent say parks are convenient.
- Perceptions of safety (81%) are near equal about Santa Monica's beaches. However, fewer consider the beaches well-maintained (albeit a still high 74

percent) or clean (71%). It should be noted that the proportion considering it “very” accurate to say the beaches are safe, clean, and well maintained is lower than the proportion feeling this way about the parks.

### **NEAR MAJORITY HAVE ATTENDED ARTS AND CULTURAL EVENTS IN SANTA MONICA IN PAST YEAR**

- Just about half (49%) of residents say they have attended an arts or cultural activity in Santa Monica in the past year, and an even higher 61 percent have done so in communities surround Santa Monica.

### **HIGH SATISFACTION WITH THE APPEARANCE OF RETAIL STORES AND RESTAURANTS NEAR WHERE THEY LIVE**

- Nearly nine in ten (89%) residents are satisfied with the appearance of restaurants and retail stores on the major streets nearest to where they live. In fact, 54 percent are “very satisfied.”

### **NEARLY TWO-THIRDS HAVE INTENTIONALLY NOT USED THEIR CAR FOR A TRIP; OVER HALF HAVE TAKEN THE BIG BLUE BUS**

- Sixty-three percent said they intentionally chose not to use 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 proportion is down from 72% in 2005 and 72% in 2002.
- Fifty-four percent report having used the Big Blue Bus in the past year, including 73 percent of Latinos. This is nearly unchanged from results in past years.

# DETAILED FINDINGS

## Overview of Findings

This report presents results in the following order:

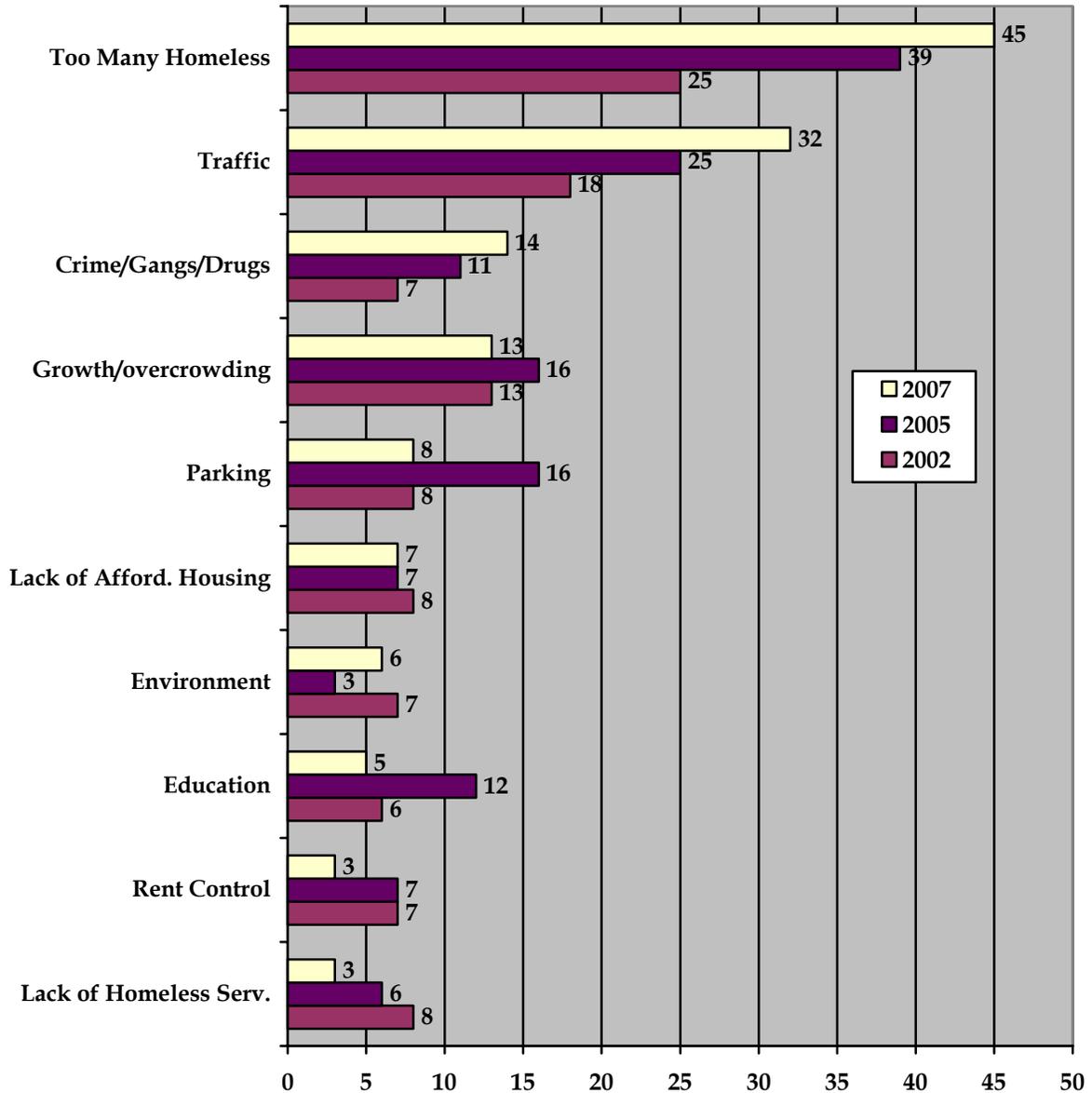
- It begins by looking at how Santa Monica residents rank the importance of different issues facing the city.
- We then show a summary table describing how resident satisfaction ratings have changed across all comparable categories from 2005 to 2007.
- Following this are detailed findings from all the satisfaction ratings. First we present general ratings for city services: overall satisfaction, satisfaction with how the city addresses neighborhood concerns, rating the city for spending money on the right things, and rating the city for operating efficiently.
- We then look at ratings for specific city services or functions, from trash collection and tree trimming to protecting pedestrian safety, enforcing noise laws, and enforcing laws regarding panhandling and camping.
- We then look at ratings for interactions with city staff, and reasons and frequency of such encounters.
- We then look at public safety issues, including crime and neighborhood safety. We present satisfaction ratings for those who called the police and the fire department in an emergency.
- Next we show ratings for specific aspects of the city's parks and recreation services, and the city's beach.
- We then show ratings for how well the city communicates with residents, and the different ways in which residents get information about Santa Monica.
- The final sections of the report address attendance at arts and cultural events, the appearance of local restaurants and retail, transportation questions, and what activities residents undertake to stay in shape. The report concludes by presenting questions related to city services for the disabled, and demographic results.

## **MOST IMPORTANT ISSUES FACING SANTA MONICA**

### Open-Ended Question

Early in the survey, residents were asked to name in their own words what they believe to be 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 1 on the next page, which also shows how responses changed since 2002. Note that the total exceeds 100 percent because respondents were allowed to offer two issues of concern. Note also that variations in results from one year to the next might be due to changing attitudes, but it might also be a result of differences in coding strategies from one vendor to the next.

**Figure 1: Most Important Issues Facing Santa Monica, 2002-2007**



The top concerns remain the homeless and traffic, with concern growing in each area. Concern about crime has increased steadily since 2002, while concern about parking and education have declined to 2002 levels. One of the most striking findings from this figure is how low a priority affordable housing is compared to the homeless and traffic. In the closed-ended questions described below, the affordability

of housing ranks along with homeless and traffic as the three most serious problems facing the city. But in this open-ended question, when residents were asked to name the one or two MOST important issues facing the city, housing affordability is given a far lower priority than homelessness and traffic.

- Nearly half (45%) of respondents volunteered “too many homeless” as the most important issue. Another three percent mentioned a lack of services for the homeless. Therefore, taken together, 48 percent mention an issue related to homelessness as their top concern. As shown in Figure 1, concern about the homeless rose above the already high level found in the 2005 study.
- Concern about traffic has also increased, from 25 percent in 2005 to 32 percent currently.
- Concern about crime, including gangs, may have increased slightly, from 11 percent in 2005 to 15 percent in this study.

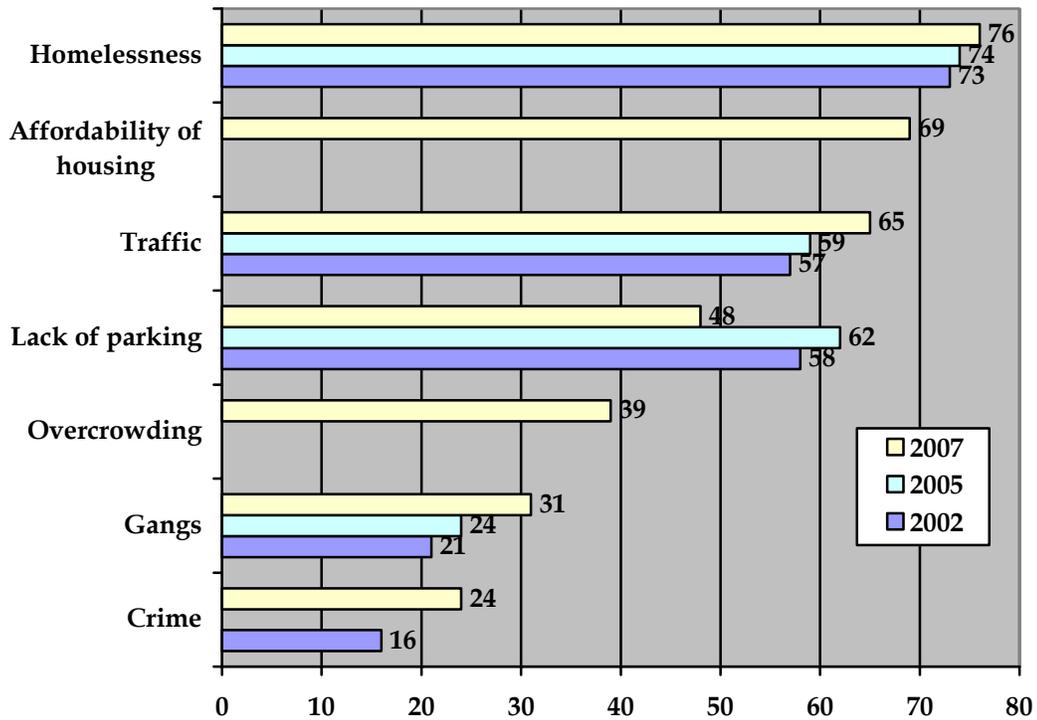
### Closed-End Questions

Residents were also asked 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 2 below, homelessness is rated by far as the most serious problem, followed by the affordability of housing, and traffic congestion as top-tier concerns. While some question wording was changed slightly over the years, these items remained at the top of concerns. Concern about parking has declined from previous years however.

Concern about crime and gangs has increased since 2002.

**Figure 2: Percent Rating Each Problem as Serious (a 4 or 5 rating), 2002-2007**



- The number of homeless in the city is a serious problem to high proportions of all subgroups, with three-fourths or more respondents in every subgroup giving this response.
- The affordability of housing is also a strong concern to high proportions of all subgroups, but even more so among women ages 18 to 49 (83%) and renters (77%).
- Residents of 20 years or more express more concern about traffic congestion (79% serious) than residents of fewer years (55%). Related to years of residency, those ages 50 or older show more concern about this issue than those younger (75% to 56%). Traffic congestion is also called a serious problem by more residents in the 90405 zip code (74%) than other zip codes (56% to 65%). Homeowners also express more concern about traffic than renters (71% to 59%).

- There was little variation in reaction to the issue of parking, although women ages 50 or older react more to this issue than other subgroups (57% serious).
- Women express more concern about overcrowding than men (44% serious to 35%), as do residents of 20 years or more (49%) more than newer residents (32%), those living in the 90403 zip code east of 21st (78%) more than west of 21 (37%), and those ages 50 or older (45%) than those younger (34%) – in particular women ages 50 or older (53%).
- Four in ten residents of 20 years or more consider gangs a serious problem, far more than among those who have lived in Santa Monica a shorter period of time. Gangs are considered a serious problem to higher proportions of those with a high school education or less (44%) than college graduates (26%) and more residents ages 50 or older (37%) than those younger (25%).
- Concern about crime rises with years of residency, from 10 percent of newcomers to 30 percent of residents of 20 years or more calling it a serious problem. It is also a stronger concern with non-college residents (29% serious) compared to college graduates (19%). Crime is called a serious issue by a higher proportion of women ages 50 or older (32%) as well.

## COMPARING SATISFACTION QUESTIONS FROM 2005 AND 2007

Previous city resident satisfaction studies used much different question wording from those used in 2005 and 2007. As a result, there are only a few questions for which we can compare results from earlier studies.

However, the similar questions asked in 2005 and 2007 allow us to look closely at how attitudes about many city programs, services, and attributes have changed in the past two years.

We start in Table 2 by seeing satisfaction ratings exceeding 75% city services in general, for the library and for how the city communicates with residents (and sizable increases in positive ratings for each), for landscaping of parks and medians, for trash/recycling collection, and for fire services.

We see the lowest positive ratings for traffic, items related to the homeless, for addressing neighborhood concerns, for airport noise (although many residents cannot rate this item), and for spending money on the right issues.

**Table 2: Comparing Satisfaction Ratings from 2005 and 2007**

	2005 Positive	2007 Positive	Change
General city service rating	82	84	2
Library	71	83	12
Communicate with residents	70	81	11
Park/median landscaping	79	77	-2
Trash collection	80	76	-4
Fire services	74	75	1
Tree trimming	68	69	1
Environmental Protection	58	62	4
Street cleaning	58	61	3
Emerg. 911 services	69	61	-8
Historic pres.	52	59	7
Pedestrian safety	62	59	-3
Recreation/sports	60	58	-2
Operating efficiently	46	56	10
Youth services	49	56	7
Noise laws	60	55	-5
Keep public spaces clean	NA	54	NA
Arts funding	44	50	6
Senior services	53	50	-3
Building/zoning law enforcement.	44	48	4
Addressing neighborhood conc.	45	44	-1
Airport noise laws	35	40	5
Spending money right	24	39	15
Begging/panhandling	37	35	-2
Traffic flow	37	32	-5
Overnight camping laws	34	30	-4

In Table 3, we look at the same ratings but in more detail. In this table, we find net positive ratings (positive ratings minus negative ratings) in 2005 and 2007 for each item. The far right column shows changes in net positive ratings; that is, by how much the difference between positive and negative ratings changed for each item

between 2005 and 2007. A result above 0 indicates that net ratings improved for that item, while a result below 0 indicates that ratings declined.

As summarized in Table 3, there has been a sizable increase in positive ratings in particular for how the city spends money and for operating efficiently. The overall ratings for both these items are still more negative than positive, but they are improving. We also see a big increase in net positive ratings for how well the city communicates with residents, and for the library. We see the largest declines in net positive ratings for emergency 911 services (although the ratings are still very positive overall) and enforcing overnight camping laws (and these ratings are rather negative overall).

**Table 3: Comparing Changes Net Positive Ratings from 2005 and 2007**

	2005			2007			2005 - 2007
	Positive	Negative	<b>Net Positive</b>	Positive	Negative	<b>Net Positive</b>	<b>Change in Net Positive</b>
Spending money right	24	54	<b>-30</b>	39	47	<b>-8</b>	<b>22</b>
Operating efficiently	46	40	<b>6</b>	56	28	<b>28</b>	<b>22</b>
Communicate with residents	70	25	<b>45</b>	81	16	<b>65</b>	<b>20</b>
Library	71	17	<b>54</b>	83	13	<b>70</b>	<b>16</b>
Keep public spaces clean				54	39	<b>15</b>	
Arts funding	44	28	<b>16</b>	50	25	<b>25</b>	<b>9</b>
Historic pres.	52	28	<b>24</b>	59	26	<b>33</b>	<b>9</b>
Street cleaning	58	40	<b>18</b>	61	36	<b>25</b>	<b>7</b>
Youth services	49	27	<b>22</b>	56	28	<b>28</b>	<b>6</b>
General satisfaction	82	17	<b>65</b>	84	15	<b>69</b>	<b>4</b>
Airport noise laws	35	29	<b>6</b>	40	31	<b>9</b>	<b>3</b>
Environmental Prot	58	30	<b>28</b>	62	31	<b>31</b>	<b>3</b>
Tree trimming	68	28	<b>40</b>	69	27	<b>42</b>	<b>2</b>
Building/zoning law enforcement.	44	32	<b>12</b>	48	35	<b>13</b>	<b>1</b>

	2005			2007			2005 - 2007
	Positive	Negative	Net Positive	Positive	Negative	Net Positive	Change in Net Positive
Park/ median landscaping	79	20	59	77	20	57	-2
Fire services	74	6	68	75	9	66	-2
Pedestrian safety	62	34	28	59	34	25	-3
Senior services	53	23	30	50	23	27	-3
Addressing neighborhood conc.	45	39	6	44	42	2	-4
Recreation/sports	60	22	38	58	26	32	-6
Trash collection	80	20	60	76	23	53	-7
Begging/panhandling	37	51	-14	35	57	-22	-8
Traffic flow	37	62	-25	32	66	-34	-9
Noise laws	60	30	30	55	34	21	-9
Overnight camping laws	34	46	-12	30	54	-24	-12
Emerg. 911 services	69	11	58	61	15	46	-12

We now describe in more detail results from each of these service, program, and attribute ratings.

## GENERAL ATTITUDES ABOUT CITY SERVICES

### Overall Satisfaction with City Services

High proportions of Santa Monica residents are “very” or “somewhat” satisfied with *the job the City of Santa Monica is doing to provide city services*, with 84 percent giving this response. Only 15 percent are dissatisfied (see Table 4). As shown below in Figure 3 on Page 11, these figures are almost unchanged since 2000.

**Table 4: Satisfaction with the Job the City is Doing to Provide City Services**

---

	2007
Very Satisfied	38
Somewhat Satisfied	46
<b>Total Satisfied</b>	<b>84</b>
Somewhat Dissatisfied	8
Very Dissatisfied	7
<b>Total Dissatisfied</b>	<b>15</b>
Don't know/NA	2

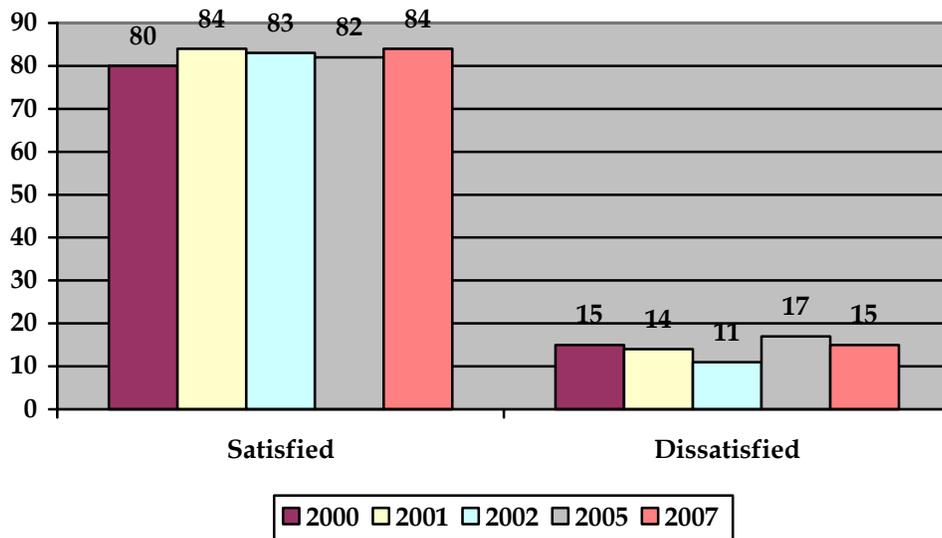
- Satisfaction with city services is highest in zip code 90404 (Pico-Mid-City) at 92 percent (as it was in 2005 as well). Dissatisfaction is slightly higher in zip code 90402 (north of Montana at 20%) and 90403 (Wilshire, at 19%) than other zip codes (between 7% and 14%).
- Unlike in 2005 when apartment dwellers were more satisfied with city services than single family home dwellers, in the current study there is little difference among them (86% among apartment dwellers and 80% among single family home dwellers). However, renters show greater satisfaction overall (87%) than homeowners (79%), with homeowners twice as likely to express dissatisfaction (20% to 11%).
- As in 2005, dissatisfaction rises with age, from just eight percent of those under age 35 to 20 percent of those over age 50. In fact, 13 percent of those 65 years of age or older say they are “very dissatisfied,” compared to five percent of those younger than age 65.
- Those who have called city agencies for non-emergency reasons are more dissatisfied (20%) than those who have not contacted the city (11%). This is a repeat of the trend from 2005. Furthermore, those who feel they do not have the opportunity to voice their concerns to the city on major community decisions that affect their lives are also more dissatisfied than those who feel they have such an opportunity (34% to 10%).
- More than one in five (22%) long-time residents (20 years or more) are dissatisfied with city services, compared to just 10 percent of those who have

lived in the city less than 20 years. Long-term residents were also more dissatisfied in 2005.

- In the current study, dissatisfaction is greater among white residents (17%) than Latino (4%) residents, with 96 percent of Latino residents expressing satisfaction.
- Those without children under 18 living at home are more dissatisfied than those with children (18% to 9%).

As we see in Figure 3, satisfaction levels have stayed within a very narrow range since 2000.

**Figure 3: Change in Overall Satisfaction Levels: 2000-2007**



### Satisfaction with City’s Job in Addressing Neighborhood Concerns

In addition to being asked their overall satisfaction, residents were also asked to rate the city’s performance in *addressing neighborhood concerns*. Forty-four percent say the city is doing an “excellent” or “good” job of addressing neighborhood concerns. However, a near equal 42 percent rate the city negatively in this area. Fourteen percent could not give a rating. Table 5 illustrates the results, which are quite similar to what we found in 2005 (see Figure 4 below).

**Table 5: Rating the City for Addressing Neighborhood Concerns**

---

	2007
Excellent	6
Good	38
Total positive	44
Fair	27
Poor	15
Total negative	42
Don't know/NA	14

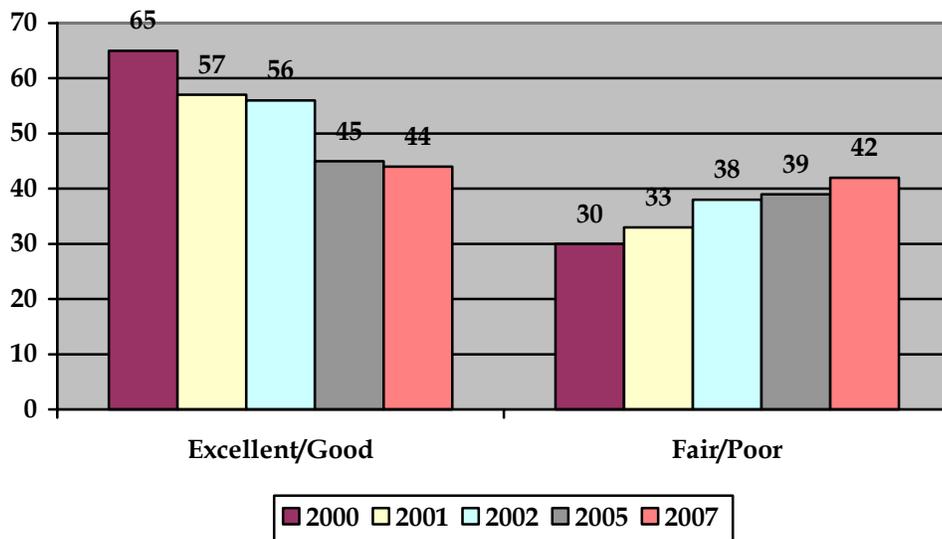
- Among newcomers to Santa Monica (those living in the city four or fewer years), 48 percent have a positive impression (giving an “excellent” or “good” rating) of how the city addresses neighborhood concerns, while 34 percent have a negative view (giving a “fair” or “poor” rating). But among those who have lived in the city five or more years, views are more divided (43% positive to 44% negative). This continues the trend seen in 2005.
- A higher proportion of those who have contacted a city government department for non-emergency purposes give a negative evaluation to the city in addressing neighborhood concerns (46% negative) compared to those who have not (38% negative). However, there is no difference among those who have contacted the Police Department in an emergency (43% negative) and those who have not (42% negative). This differs from 2005 when there was a big difference in negative ratings among those who had contacted the Police Department in an emergency and those who had not (58% negative to 36% in 2005).
- Those who feel they do not have a voice in major decisions in the City are far more negative (71% negative) in their assessment than those who feel they have a voice (35% negative). In fact, 35 percent of those who feel they do not have a voice give a “poor” rating to the city in this area compared to 10 percent of those who feel they have a voice.
- A higher proportion of residents in zip code 90401 give the city a negative rating for addressing neighborhood concerns, at 62 percent, than in other zip codes in the city (36% negative to 43%). Those living in east of Lincoln Boulevard (in the Sunset Park areas) are more positive in their review of the city’s job performance

in addressing neighborhood concerns (61% positive) than those living west of Lincoln Boulevard in the Ocean Park area (38%).

- Renters give more positive reviews than home owners (48% to 39%).
- Latino residents (56% positive) and non-white residents generally (55%) give better ratings in this area than white residents (42%). However, white residents are more uncertain (15% to 7%) rather than more negative.

The decline in positive ratings from 2002 shown in Figure 4 is statistically significant. It should be noted that, beginning in the 2005 study, this question was asked as part of a long battery of questions asking residents to rate specific city services rather than a stand-alone question as it had been in years prior. This almost certainly accounts for at least part of the sizable drop in ratings for this item between 2002 and 2005-2007.

**Figure 4: Change in Ratings of How City Addresses Neighborhood Concerns, 2000-2007**



### Spending Money in the Right Areas and on the Right Problems

Residents were asked 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 Table 6, 39 percent rate the city positively for this – up from 24 percent in 2005. However, a near majority (47%) still give the city a negative (fair/poor) rating (but this is down from 55% in 2005). There was also a sizable decline in the proportion who could not answer this question.

**Table 6: Rating the City for Spending Money in the Right Areas/Problems, 2005 - 2007**

	2005	2007
Excellent	2	3
Good	22	36
<b>Total positive</b>	<b>24</b>	<b>39</b>
Fair	31	27
Poor	23	20
<b>Total negative</b>	<b>54</b>	<b>47</b>
Don't know/NA	21	14

There were few differences in reaction to this question among subgroups. Those living in the 90405 zip code east of Lincoln Boulevard gave more positive ratings (49%) than those living west of Lincoln Boulevard (24%). Non-white residents are also more positive in their assessment (50%) than white residents (35%) – including positive ratings from 57 percent of Latinos. Residents of 20 years or more are among the most negative (53%).

### **Rating The City For Operating Efficiently**

We asked residents to rate the city for *operating efficiently*. As shown in Table 7, by nearly 2-to-1, residents give the city a positive rating in this regard (55%) rather than a negative review (29%). This differs significantly from 2005 when residents were divided fairly evenly in their views on the efficiency of city operations, with 46 percent who rated the city positively and 40 percent who rated it negatively.

**Table 7: Operating Efficiently, 2005 and 2007**

---

	2005	2007
Excellent	7	12
Good	39	44
Total positive	46	56
Fair	28	19
Poor	12	9
Total negative	40	28
Don't know/NA	13	16

- In the current study, negative ratings in this regard are slightly higher in the 90404 (37% negative) and 90401 (35%) zip codes. Those living south of Colorado Avenue in the Pico region of the 90404 zip code are more likely to have a negative view (32%) than those north of Colorado Avenue in the Mid-city region (14%).
- Apartment dwellers are far more positive about the city's job in operating efficiently (62%) than single-family home (49%) or condo (47%) dwellers. Moreover, renters (62%) are more positive than homeowners (47%).
- Non-college residents are also more positive (62%) than college graduates (50%).

## EVALUATION OF SPECIFIC CITY SERVICES

As in 2005, residents were asked to evaluate specific city services on a scale of "excellent," "good," "fair," or "poor."

As shown above in Table 2 on page 7, most of the ratings are very positive. Those service areas receiving the highest ratings (between 69% and 83%) are: *improving public library services, maintaining landscaping in parks and roadway medians, collecting trash and recycling from your home, putting out and preventing fires, and keeping street trees trimmed.*

The areas receiving the weakest ratings are *enforcement noise limits at the airport, spending money in the right areas and on the right problems, keeping traffic on city streets flowing smoothly, enforcing laws against aggressive begging, addressing neighborhood concerns, and enforcing laws against overnight camping in parks and doorways* received

positive ratings from less than half of respondents. All other items tested received positive ratings from half or more respondents.

### **Trash Collection**

As shown in Table 8, 76 percent of residents give the city a positive rating for *collecting trash and recycling from your home*. This is statistically equal to the 80 percent who gave this response to a slightly differently worded question (*collecting trash and garbage from your home*) in 2005 and the 81 percent who did so in 2002.

**Table 8: Collecting Trash, 2005 and 2007**

---

	2005	2007
Excellent	34	30
Good	46	46
Total positive	80	76
Fair	14	17
Poor	6	6
Total negative	20	23
Don't know/NA	0	1

- Higher proportions of residents give the city a positive rating for trash and recycling collection with increasing years of residence. While 62 percent of newcomers feel this way, 79 percent of longer-term residents do so. In fact, newcomers are nearly twice as likely to have a negative impression (38% negative) than longer-term residents (20%). Most likely related, ratings rise with age as well, with 71 percent of those 18 to 49 giving a positive rating compared to 81 percent of those older than age 49.
- Ratings are also more positive in the 90404 (79%), 90405 (81%), and 90402 (86%) zip codes and lower in 90401 (60%) and 90403 (68%).

## **Landscaping**

The city also receives very positive ratings for *maintaining landscaping in parks and roadway medians*, with 76 percent giving the city an excellent or good rating in this area (see Table 9). This is little changed from 2005 when 79 percent gave this response.

**Table 9: Landscaping, 2005 and 2007**

---

	2005	2007
Excellent	22	30
Good	57	47
Total positive	79	77
Fair	15	17
Poor	5	3
Total negative	20	20
Don't know/NA	2	4

There is little difference in response to this question by demographic groups. Those in zip codes 90403 (83%), 90404 (77%), and 90405 (82%) are more positive than those in 90401 (59%) and 90402 (67%).

## **Fire Department**

Three-fourths of residents (75%) give the city a positive rating for *putting out and preventing fires*. This service earns the lowest negative rating of any item tested in the survey at eight percent (see Table 10). These ratings are virtually identical to those in 2005.

**Table 10: Fire Protection, 2005 and 2007**

---

	2005	2007
Excellent	29	33
Good	45	42
Total positive	74	75
Fair	5	7
Poor	1	2
Total negative	6	9
Don't know/NA	20	16

There is very little difference in reaction to this service by subgroups, with high proportions of all groups giving a positive rating. In fact, there is no difference in ratings from those who have called the police in an emergency and those who have not and those who have called a paramedic and those who have not.

### **Library Services**

Over eight in ten (83%) give the city a positive rating for its performance in *providing public library services*, with only 13 percent rating the city negatively in this regard. This is up from 71 percent who gave a positive rating in 2005 (see Table 11). The dip in 2005 may have been a reaction to the temporary relocation of the main library during its reconstruction.

**Table 11: Library Services, 2005 and 2007**

---

	2005	2007
Excellent	25	45
Good	46	38
Total positive	71	83
Fair	14	11
Poor	3	2
Total negative	17	13
Don't know/NA	13	4

Ratings for library services are high across all demographic groups, but even higher among those with Internet access (86%) than those without (73%) and among college graduates (87%) compared to those with less education (76%).

### **911 Services**

Sixty percent of residents give the city a positive rating for *providing emergency 911 services*, with only 15 percent who rating the providing of these services negatively. 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 Table 12). Ratings for 911 services declined slightly from 2005 when 69 percent had a positive view.

**Table 12: 911 Services, 2005 and 2007**

	2005	2007
Excellent	25	23
Good	44	38
<b>Total positive</b>	<b>69</b>	<b>61</b>
Fair	8	11
Poor	3	4
<b>Total negative</b>	<b>11</b>	<b>15</b>
Don't know/NA	20	25

- Residents of less than five years are substantially more uncertain about how to rate 911 services, with 42 percent unsure compared to approximately two in ten of longer-term residents. As a result, ratings are far more positive among these longer-term residents, with two-thirds giving a positive review compared to 39 percent of newcomers.
- Those who have called the paramedics are also more positive (79%) than those who have not (57%) – the latter being more uncertain (27% to 11%). Negative ratings are higher among those who have called the police in an emergency situation (25%) than those who have not (13%).
- Ratings are stronger in the 90402 zip code (75%) than the sample average (60%).

- Those who consider themselves disabled also have a higher opinion of the city's 911 services (73% positive) than those who are not (59%), with the latter more uncertain (27% to 14%).
- Ratings are stronger among residents ages 50 or older (70%) than those younger (54%). This is particularly true of women ages 50 or older (75%). Younger residents are more uncertain rather than significantly more negative.

### **Tree Trimming**

Sixty-nine percent give the city a positive rating for *keeping street trees trimmed* while 27 percent rate it negatively (See Table 13). This is nearly identical to the results in 2005.

**Table 13: Tree Trimming, 2005 and 2007**

	2005	2007
Excellent	20	19
Good	48	50
<b>Total positive</b>	<b>68</b>	<b>69</b>
Fair	20	19
Poor	8	8
<b>Total negative</b>	<b>28</b>	<b>27</b>
Don't know/NA	5	5

There is no significant variation in ratings among subgroups regarding tree trimming services.

### **Pedestrian Safety**

Nearly six in ten (59%) residents give the city a positive rating for *protecting pedestrian safety*, with 34 percent rating the city negatively for this service (see Table 14). Again, this is unchanged from 2005.

**Table 14: Pedestrian Safety, 2005 and 2007**

---

	2005	2007
Excellent	14	14
Good	48	45
Total positive	62	59
Fair	24	27
Poor	10	7
Total negative	34	34
Don't know/NA	4	6

Those who consider themselves disabled are slightly more negative in their reviews about the city protecting pedestrian safety. While 44 percent of this group give a negative rating, 33 percent of those who are not disabled do so. Ratings are more positive among those under 35 (72%). There is no other notable difference in reaction to this service.

### **Noise Laws**

When it comes to *enforcing the city's noise laws*, 54 percent rate the city positively and 33 percent rate it negatively (See Table 15). These ratings are down slightly from 2005, when 60 percent had a positive impression and 30 percent a negative view (for a 2-to-1 positive rating).

**Table 15: City Noise Laws, 2005 and 2007**

---

	2005	2007
Excellent	15	16
Good	45	39
Total positive	60	55
Fair	20	23
Poor	10	11
Total negative	30	34
Don't know/NA	11	12

- While there is little difference in positive ratings by years of residency, negative ratings rise from 24 percent among newcomers to 37 percent among long-term residents of 20 years or more.
- Those in the 90401 zip code are far more negative (46%) in this area than the sample average (33%).
- Ratings are more positive among Latino (70%) and non-white residents generally (66%) than white residents (50%). While 37 percent of white residents give a negative review for enforcing noise laws, a lower 24 percent of non-whites and 22 percent of Latinos do so.
- Those under 35 give a positive rating in higher proportions (65%) than those in other age cohorts (between 50% and 57%).

### **Recreation and Sports Programs**

Fifty-eight percent give the city a positive rating for *providing recreation and sports programs*, with 26 percent rating the city negatively for this service. This is little changed from 2005 (See Table 16).

**Table 16: Recreation/Sports, 2005 and 2007**

	2005	2007
Excellent	11	13
Good	49	45
<b>Total positive</b>	<b>60</b>	<b>58</b>
Fair	18	22
Poor	4	4
<b>Total negative</b>	<b>22</b>	<b>26</b>
Don't know/NA	19	16

- Ratings are higher among residents of five years or more (62% positive) than newcomers (43%), with newcomers no more negative but rather more likely to be uncertain (28% to 13%).
- Ratings also rise with age, from 48 percent positive among those under 35 to 64 percent among those 65 years of age or older. While three in ten (31%) of those

under 35 give the city a negative rating in this area, just 18 percent of seniors do so.

- Ratings are stronger in the 90402 code (68%) and the 90405 (70%) zip codes. Ratings are weakest in 90401, where more residents give a negative rating (40%) than a positive one (35%). In all other zip codes positive ratings outweigh negative reviews by substantial proportions.
- Nearly three out of four Latino residents (73%) give the city a positive review for providing recreation and sports programs – far higher than the 55 percent of white residents.

### **Protecting the Environment**

Sixty-two percent of residents give the city a positive rating for *protecting the environment*, with 31 percent who rate it negatively. This is little changed from 2005 (See Table 17).

**Table 17: Protecting the Environment, 2005 and 2007**

	2005	2007
Excellent	13	13
Good	45	49
<b>Total positive</b>	<b>58</b>	<b>62</b>
Fair	24	24
Poor	6	7
<b>Total negative</b>	<b>30</b>	<b>31</b>
Don't know/NA	12	8

There is little difference in evaluation of the city's job in protecting the environment among subgroups. Those ages 50 or older give a better rating, 69 percent positive to 25 percent negative, than those younger (55 percent to 37 percent). Ratings are also more positive in the 90403 zip code (70%) than those in other zip codes (52% to 65%). Ratings are more negative in the 90402 zip code (41%, compared to 18% to 32% in other zip codes).

## Street/Alley Cleaning

Sixty-one percent give the city a positive rating for *keeping city streets and alleys clean*. Just over one-third (36%) have a negative view (See Table 18).

**Table 18: Street/Alley Cleaning, 2005 and 2007**

---

	2005	2007
Excellent	11	15
Good	47	46
Total positive	58	61
Fair	28	25
Poor	12	11
Total negative	40	36
Don't know/NA	2	3

There are few notable differences in reaction to this service. However, those in the 90405 zip code west of Lincoln Boulevard are more negative (49% negative) than those east of Lincoln Boulevard (27%).

## Senior Services

Fifty-one percent of residents give the city a positive rating for *providing services to senior citizens*. Only 22 percent rate it negatively in this regard, with 27 percent who are unsure (see Table 19). These proportions are unchanged from 2005.

**Table 19: Senior Services, 2005 and 2007**

---

	2005	2007
Excellent	10	11
Good	43	39
Total positive	53	50
Fair	17	18
Poor	6	5
Total negative	23	23
Don't know/NA	25	27

- Seniors themselves give the city a solid 66 percent positive to 21 percent negative rating for senior services, with ratings among those age 50 to 64 nearly identical (60% positive to 21% negative). Younger residents are simply less familiar with these services.
- Just over seven in ten (72%) of those who consider themselves disabled give the city a positive rating for providing services for seniors. A lower 48 percent of those who are not do so – with these residents three times as likely to not be able to evaluate this service (30% to 9%).
- Ratings are more positive among those without a college education than those with a college degree (58% to 45%), with the latter more uncertain (34% to 19%).

### Historic Preservation

Nearly six in ten (59%) residents rate the city positively for *preserving historic buildings*, with 26 percent giving the city a negative rating for historic preservation (see Table 20). The proportion with a positive view has increased slightly from 52 percent in 2005, while the proportion with a negative impression is unchanged.

**Table 20: Historic Preservation, 2005 and 2007**

	2005	2007
Excellent	11	13
Good	41	46
<b>Total positive</b>	<b>52</b>	<b>59</b>
Fair	20	18
Poor	8	8
<b>Total negative</b>	<b>28</b>	<b>26</b>
Don't know/NA	20	15

- Women give the city far better ratings for preserving historic buildings than men. Women give a positive rating by a margin of 66 percent to 20 percent. While a majority of men also give positive ratings, it is a lower 51 percent to 32 percent.
- Those who attend arts or cultural activities have a more negative impression in this area than those who do not (32% to 20%). The longest-term residents of 20

years or more are also slightly more negative (31%negative to 22% of residents of less than 20 years).

- Latino residents are more positive, at 70 percent, than white residents at 58 percent.

### **Youth Services**

Positive ratings for *providing services for youth* have increased slightly from 49 percent in 2005 to 56 percent currently. Negative ratings changed little (see Table 21).

**Table 21: Youth Services, 2005 and 2007**

---

	2005	2007
Excellent	9	12
Good	40	44
Total positive	49	56
Fair	22	20
Poor	5	6
Total negative	27	26
Don't know/NA	23	18

There is little difference in response to this question by the subgroups analyzed. Non-college respondents are more positive (62%) than college graduates (51%), who are more uncertain rather than more negative in their assessment.

There is no difference in ratings among those with children under 18 years of age and other residents.

### **Arts Funding**

Because many people are unfamiliar with how the city is doing in *providing funding for the arts* (26%), only 50 percent rate the city positively and 25 percent rate this area negatively (see Table 22). Positive reviews are up slightly from 44 percent in 2005.

**Table 22: Arts Funding, 2005 and 2007**

---

	2005	2007
Excellent	8	12
Good	36	38
Total positive	44	50
Fair	22	18
Poor	6	7
Total negative	28	25
Don't know/NA	28	26

There is little notable difference among subgroups. Those living in the 90405 zip code west of Lincoln Boulevard are more negative in their assessment (38%) than those living east of Lincoln Boulevard (19%). Ratings are also more negative among those under 35 (32%) than the sample average (25%). Women ages 50 or older are the most positive in their assessment (60%).

### **Zoning Laws**

Overall, 47 percent rate the city positively for *enforcing the city's building and zoning laws*, but 35 percent rate the city negatively for this. This is nearly identical to the proportions and ratio in 2005 (See Table 23).

**Table 23: Enforcing Building and Zoning Laws, 2005 and 2007**

---

	2005	2007
Excellent	9	11
Good	35	37
Total positive	44	48
Fair	19	25
Poor	13	10
Total negative	32	35
Don't know/NA	24	18

- Negative ratings for enforcing these laws are higher with residents of five years or more (37%) than newcomers (25%). Newcomers are no more positive, but rather more uncertain (30% to 14%).
- Residents in the 90401 zip code are more positive (63%) than those in other zip codes (approximately 45%). Those in the 90403 zip code living east of 21st St. are also more positive (65%) than those living west of 21st (38%), with the latter more uncertain (30% to 5%).
- Non-white residents are more positive about enforcement of building and zoning laws (59% positive to 27% negative) than white respondents who are nearly divided, 44 percent positive to 37 percent negative.

### **Keeping Traffic Flowing**

By a 2-to-1 margin, more residents have a negative view of the city’s performance in *keeping traffic on city streets flowing smoothly* than a positive one, with 66 percent holding this view compared to 33 percent with a positive impression (see Table 24).

**Table 24: Traffic Flow, 2005 and 2007**

	2005	2007
Excellent	5	5
Good	32	27
<b>Total positive</b>	<b>37</b>	<b>32</b>
Fair	38	37
Poor	24	29
<b>Total negative</b>	<b>62</b>	<b>66</b>
Don’t know/NA	1	2

- Nearly three out of four (73%) residents of 20 years or more give a negative rating to the city in this area, higher than 57 percent of five to 19 year residents and slightly more so than 65 percent of newcomers. In fact, 41 percent of 20 year or more residents give the city a “poor” rating, significantly higher than the 23 percent of five to 19 year residents and 14 percent of newcomers who do so.

- Residents living in the 90401 zip code are more negative (77%) than the sample average (66%). Views are even more negative in the 90403 zip code east of 21st St. (81%) than west of 21st (52%).
- Single-family home dwellers have a more negative view than apartment dwellers (73% to 59%). However, there is no difference by homeowners or renters.

### **Enforcing Airport Noise Limits**

Four in ten (40%) residents give the city a positive rating for *enforcing noise limits at the airport*, with 31 percent rating the city negatively and 29 percent being unsure (see Table 25). Positive ratings are up slightly from 35 percent in 2005.

**Table 25: Airport Noise, 2005 and 2007**

	2005	2007
Excellent	7	7
Good	28	33
<b>Total positive</b>	<b>35</b>	<b>40</b>
Fair	20	21
Poor	9	10
<b>Total negative</b>	<b>29</b>	<b>31</b>
Don't know/NA	37	29

Negative ratings are higher in the zip codes closer to the airport. In 90404, 32 percent rate the city negatively for enforcing noise limits, and, in 90405, 45 percent do so. Ratings are more negative in the 90405 zip code west of Lincoln Boulevard (50% negative) than east of it (38%). Ratings are also more negative with residents of five years or more (34%) than newcomers (19%) – among whom 54 percent have a positive view of noise control.

The survey also asked residents if they feel the city is adequately enforcing laws against aggressive panhandling and against overnight camping, as well as whether the city is doing a good job of keeping public spaces clean and safe.

## **Aggressive Panhandling**

The city gets relatively poor ratings from residents for *enforcing laws against aggressive begging or panhandling*. Nearly six in ten residents (57%) say the city is doing only a fair or poor job enforcing these laws – up slightly from 51 percent in 2002. Only 35 percent say the city is doing an excellent or good job in this area – statistically unchanged from 2005 (See Table 26).

**Table 26: Enforcing Laws Against Aggressive Begging or Panhandling, 2005-2007**

---

	2005	2007
Excellent	7	7
Good	30	28
<b>Total positive</b>	<b>37</b>	<b>35</b>
Fair	25	25
Poor	26	32
<b>Total negative</b>	<b>51</b>	<b>57</b>
Don't know/NA	12	9

There is little difference in response to this question by subgroups. Those living in 90401 (68% negative) and 90403 (65%) zip codes are slightly more negative than those living in other areas (approximately 53%). White residents are more likely to have a negative view in this area than non-whites as well (60% to 49%).

## **Preventing Overnight Camping**

The city also gets relatively poor ratings for the way that it *enforces laws against overnight camping in parks and doorways*. Just over half, 54 percent, give the city a negative rating for how these laws are enforced (up from 47% in 2005), compared to the 30 percent who give the city a positive rating for this (down insignificantly from 34% in 2005). Table 27 illustrates the results. The gap between negative and positive reviews has grown from 2005. At that time, there was a 13-point negative gap. That gap has grown to 24 points – nearly doubling.

**Table 27: Enforcing Laws against Camping, 2005 and 2007**

---

	2005	2007
Excellent	8	7
Good	26	23
<b>Total positive</b>	<b>34</b>	<b>30</b>
Fair	19	27
Poor	28	27
<b>Total negative</b>	<b>47</b>	<b>54</b>
Don't know/NA	20	16

There is little variation in response to this question among subgroups. Higher proportions of those living in zip codes 90401 (70%) and 90402 (63%) give a negative rating to the city for enforcing laws against overnight camping in parks and doorways. However, approximately half of those living in other zip codes do so as well. Ratings are worse in the 90404 zip code in the Mid-city region north of Colorado Avenue (54%) than in the Pico region, south of Colorado Avenue (34%). Latino residents have a more positive view (50% positive) than white residents (27%), as do non-whites generally (40%).

### **Keeping Public Spaces Clean and Safe**

For the first time this year, residents were asked to evaluate the job the city is doing in *enforcing laws that keep public spaces clean and safe for everyone*. Just over half (54%) give the city a positive evaluation in this area. However, nearly four in ten (39%) give the city a negative review (see Table 28).

**Table 28: Enforcing Laws That Keep Public Spaces Clean and Safe**

---

	2007
Excellent	9
Good	45
<b>Total positive</b>	<b>54</b>
Fair	26
Poor	13
<b>Total negative</b>	<b>39</b>
Don't know/NA	7

The only notable difference in reaction to this service by subgroups is that those under 35 years of age are more positive (66%) than the sample average (54%).

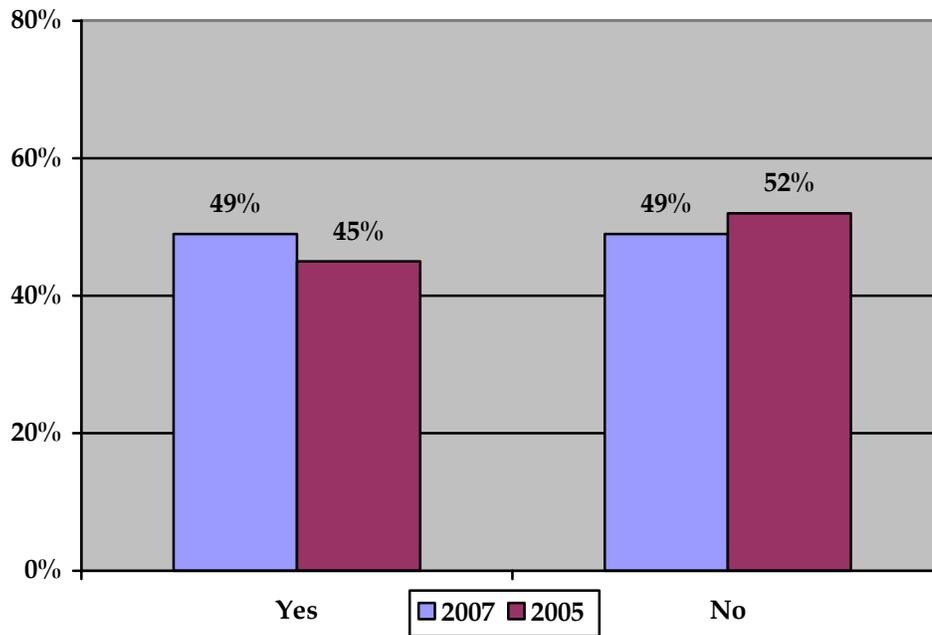
## **INTERACTIONS WITH CITY DEPARTMENTS AND STAFF**

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 2006 for a non-emergency reason. Forty-nine percent said they have had such contact (up only slightly from 45% in 2005), as shown in Figure 5.

**Figure 5: Contact with a City Department in a Non-Emergency in the Past Year, 2005 and 2007**



Those most likely to have had such contact in the current study include:

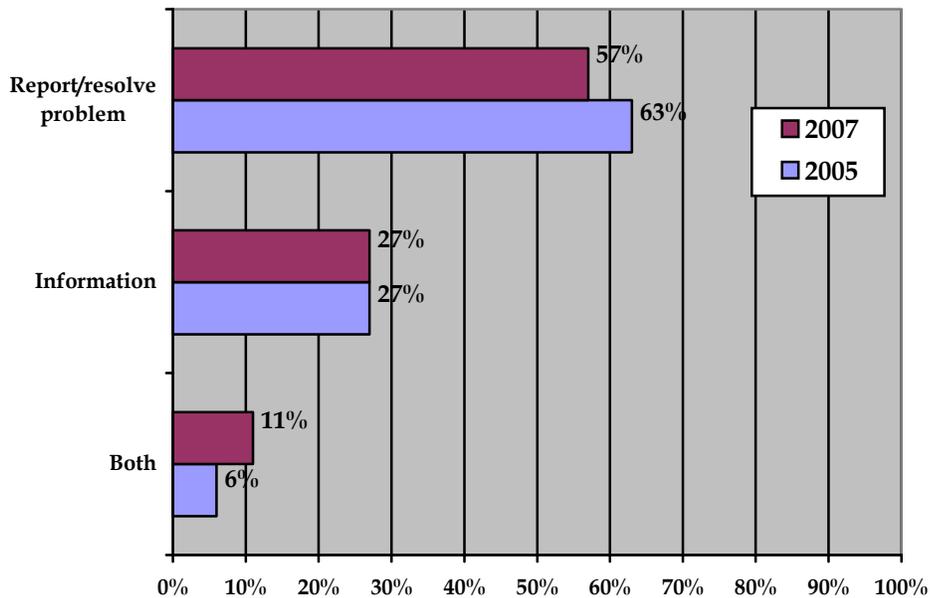
- Homeowners (55%) compared to renters (45%)
- White residents (53%) compared to non-white residents (41%)
- College graduates (55%) compared to non-college residents (42%)
- Those ages 35 to 64 (57%) compared to those younger (43%) or older (38%)
- Those with Internet access at home (52%) compared to those without (38%)
- Retirees were less likely (37%) than employed residents (53%) to have contacted the city.

We note also that those who are generally dissatisfied with city services are far more likely to have reported contact with a city department (65%, compared to 46% of those who are satisfied with city services). Those who have attended a Santa Monica arts event are also more likely to have contacted the city than those who have not (59% to 39%).

## 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. Fifty-seven percent reported they called to report or resolve a problem and 27 percent did so to get information. One in ten (11%) said they have contacted the city for both reasons (see Figure 6).

**Figure 6: Main Reason for Contacting a City Department, 2005 (N = 181) and 2007 (N = 205)**



The only statistically significant difference in reason for contacting the city is by race. Nearly seven in ten (69%) non-whites said they contacted the city to resolve or report a problem, compared to 54 percent of white residents. Three in ten (31%) white residents said they did so for information, compared to 11 percent of non-white residents.

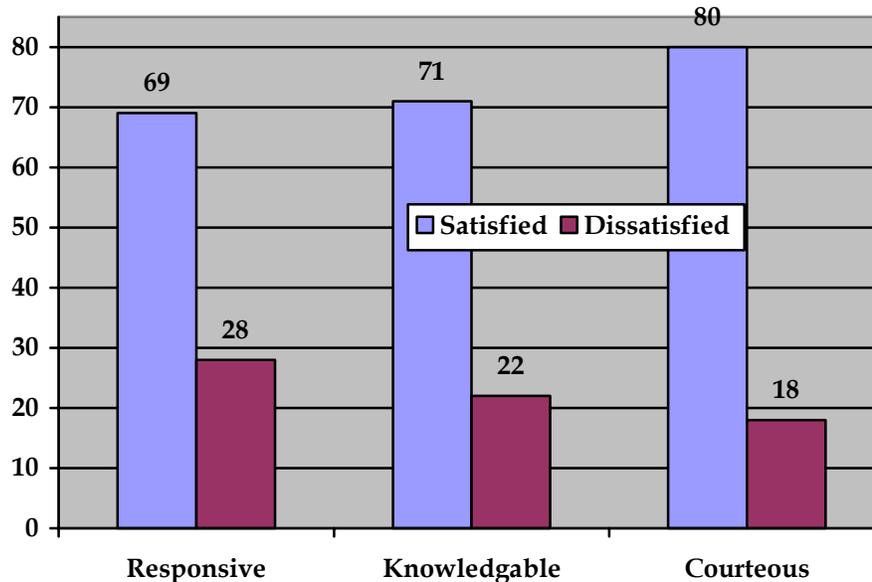
## Rating Staff for Being Courteous, Responsive, and Knowledgeable

We asked the 49 percent of residents who had contacted a Santa Monica city department for any reason if they were satisfied or dissatisfied with how courteous, responsive, and knowledgeable were the staff.

Overall ratings are extremely positive, as seen in Figure 7. Approximately seven in ten said they were satisfied with the staff for being responsive and knowledgeable.

Eight in ten felt this way about how courteous they were. In 2005, respondents were asked if they felt the staff was courteous, responsive, and knowledgeable in a “yes or no” question rather than a scale of satisfaction. However, the proportion saying “yes” closely matches the proportion “satisfied” in the current study.

**Figure 7: Ratings for City Departments, 2007 (N = 205)**



- When it comes to being courteous, women show more satisfaction than men (86% to 74%). In fact, 17 percent of men were very dissatisfied, compared to eight percent of women. Newcomers also show more satisfaction, with 91 percent satisfied in this area, compared to 77 percent of those living in Santa Monica five years or more. Seniors are among the most satisfied, with 95 percent of those 65 years of age or older giving this response.
- Men are also less satisfied with the responsiveness of the staff they contacted, with 36 percent dissatisfied compared to 21 percent of women. Again, newcomers show more satisfaction (81%) in this area than longer-term residents (67%). Satisfaction with responsiveness rises with age, from 52 percent among those under 35 to 79 percent of those 65 years of age or older. Satisfaction with responsiveness is lowest with men ages 18 to 49, who are divided in their view (47% satisfied to 44% dissatisfied).

- There is less variation when it comes to how knowledgeable the staff contacted were. Non-whites are more dissatisfied than white residents (33% to 17%) in this regard.

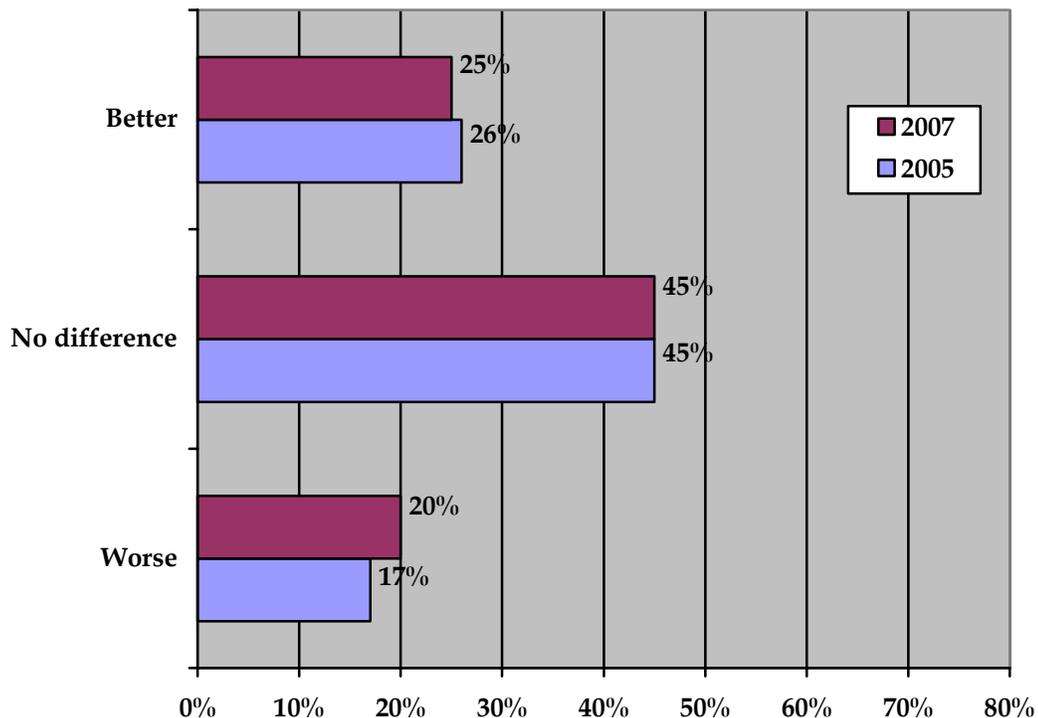
## CRIME AND POLICE ISSUES

As discussed on page 3, crime was an issue that relatively few residents mentioned when asked to name the most important problem facing the city. While there has been a small increase in the proportion mentioning crime as a problem for the city, we see in the following results that just a small proportion believe crime is getting worse when asked directly about it.

### Is Crime in Santa Monica Getting Better or Worse?

Two in ten (20%) adults feel that crime has gotten worse over the past few years, while 25 percent feel it has gotten better. As shown in Figure 8, 45 percent say crime has stayed about the same. These proportions have changed little since 2005.

**Figure 8: Crime in Santa Monica Over the Last Few Years, 2005 and 2007**

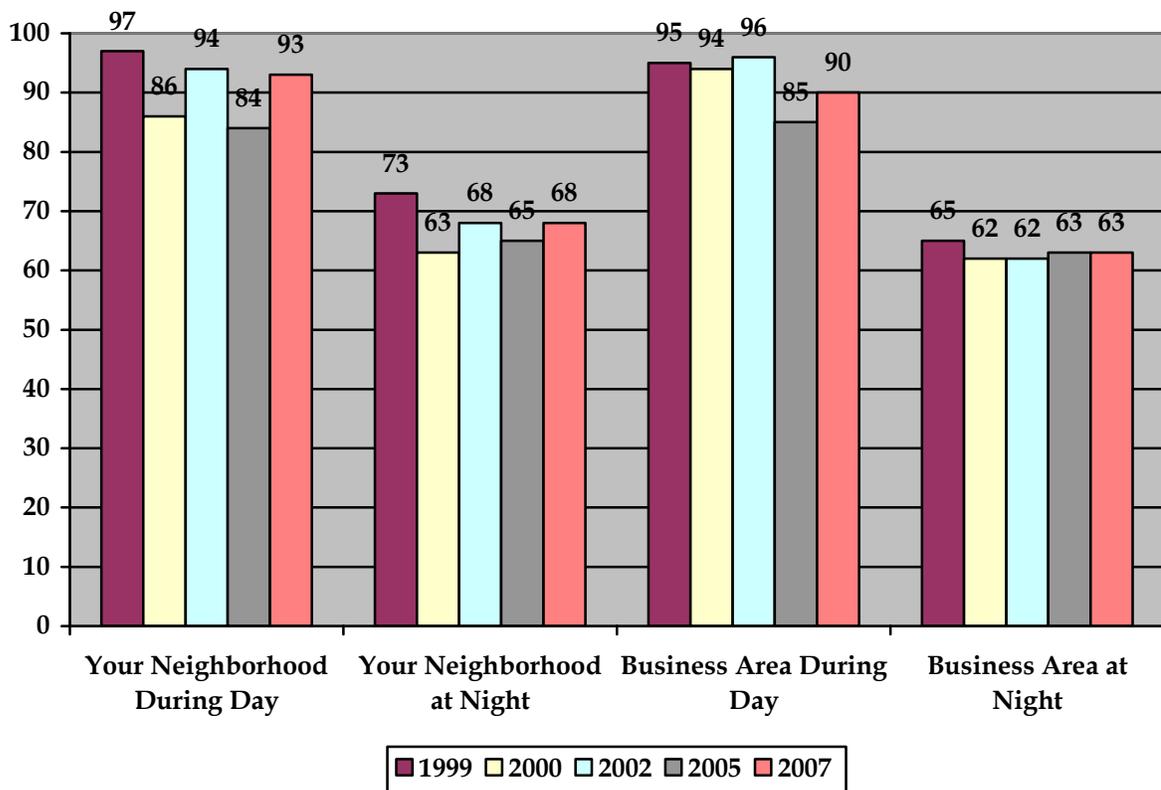


There is not a lot of variation in the proportions within subgroups that believe crime has gotten worse. However, long-term residents (25%), retired residents (30%), and those 50 or older (28%) are most likely to feel this way.

### Neighborhood Safety

More than nine in ten (93%) residents feel safe *walking alone in your neighborhood during the day*. In fact, 59 percent feel “very safe.” This overall perception of safety is similar to that in 2003, after dipping to 84 percent in 2005. Nine in ten (90%) also feel safe *walking alone in Santa Monica business areas during the day*. This is slightly up from 85 percent in 2005, but remains down from years prior. Similar to 2005, residents express less perception of safety in their neighborhood after dark (68%) or in business areas after dark (63%). Figure 9 shows the results.

**Figure 9: Percent Feeling “Very” or “Reasonably” Safe Walking in...**



- While there is little difference in the proportion feeling safe during the day in their neighborhood or business areas among men and women, more men feel

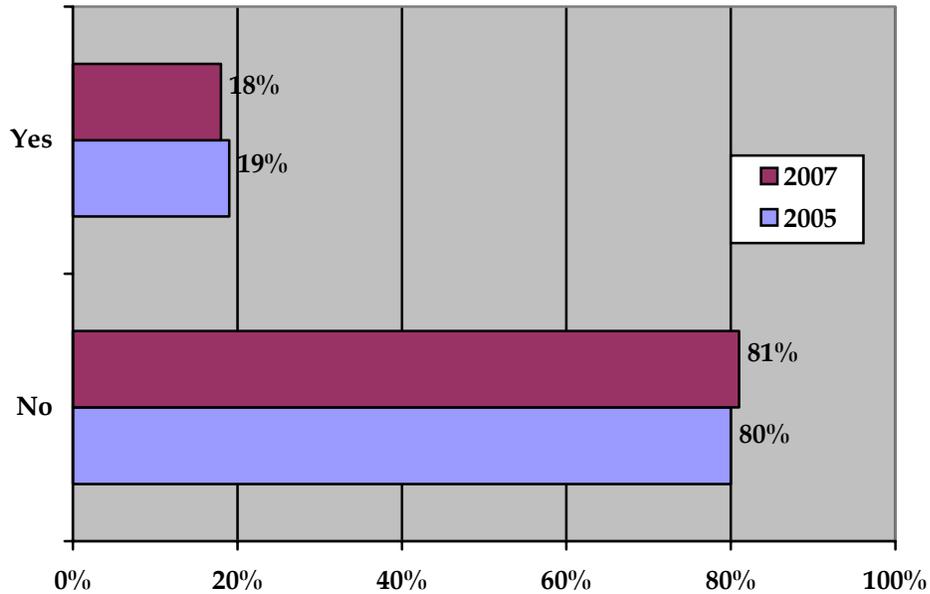
safe after dark in their neighborhood (76% to 61%) or in business areas after dark (71% to 55%) than women.

- Newcomers express more of a sense of safety in their neighborhood after dark (77%) than five to 19 year (70%) or 20+ year (62%) residents. There are no other differences by years of residence.
- Those 65 years of age or older give similar responses in evaluating their perception of safety during the day in their neighborhood or business areas than other age cohorts. However, they are substantially less likely to feel safe in their neighborhood after dark (54% to 68% for the sample average) or in business areas after dark (51% to 63% for the sample average).
- College graduates are more likely to feel safe in their neighborhood at night than those less educated (63% to 72%). There is no other notable difference by education.
- For the most part, there is little difference in reaction to these questions of safety by zip code. However, those in the 90402 and 90403 zip codes are less likely to feel safe in business areas after dark (50% and 55% respectively) than those in other zip codes (between 67% and 81%).

### **Emergency 911 Calls to the Police**

Nearly one in five adult residents (18%), reported that they, or someone in their household, made an emergency 911 call to the Santa Monica Police Department in the past year (in 2006). This proportion is statistically identical to the 19 percent who said they did so from the 2005 study (see Figure 10). There are no notable variations in response to this question except that those under 50 are more likely to have called 911 than those who are older (23% to 11%), in particular 50+ women (28% compared to 18 to 49 year old men at 18%).

**Figure 10: Emergency 911 Call to the Santa Monica Police Department in past year, 2005 and 2007**



Of those who did call the police in an emergency, 65 percent were satisfied with the time it took for the police to respond (down from 76% in 2005, which is not a significant change at this sample size), while 32 percent were dissatisfied (up from 23% in 2005). Table 29 illustrates the results.

**Table 29: Satisfaction with Response Time to Emergency Call to the SMPD, 2005 and 2007**

	2005 (N =78)	2007 (N =76)
Very satisfied	62	53
Somewhat satisfied	14	12
<b>Total satisfied</b>	<b>76</b>	<b>65</b>
Somewhat dissatisfied	3	12
Very dissatisfied	20	20
<b>Total dissatisfied</b>	<b>23</b>	<b>32</b>
Don't know/other	1	2

- Women were more satisfied with the response to their emergency call to police than men. While 79 percent of women were satisfied and just 17 percent

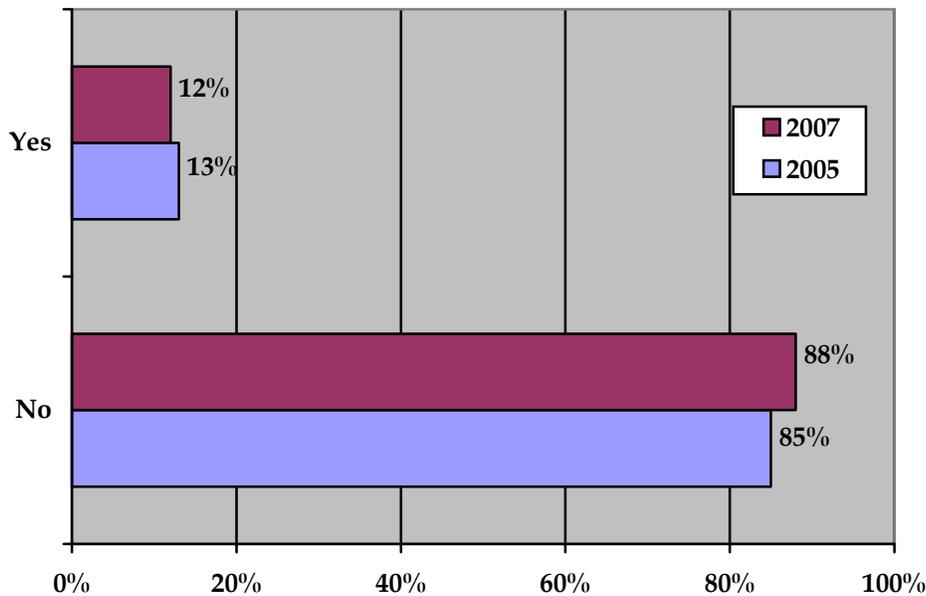
dissatisfied, men were nearly evenly divided, 48 percent satisfied and 52 percent dissatisfied.

- Those with children under age 18 were more satisfied (88% to 12% dissatisfied) than other respondents (51% to 45%).
- White residents were also more satisfied (78% to 22%) than other respondents (44% to 49%).
- Those under 50 were less satisfied (59% to 38%) than those older (82% to 18%). This is driven by the finding that 68 percent of men under 50 were dissatisfied, compared to 18 percent of women in this age cohort.

### Emergency 911 Calls for Paramedics

Twelve percent of respondents said they called 911 “for paramedics or for emergency medical assistance” in 2006. This is unchanged from 2005 (see Figure 11).

**Figure 11: Emergency 911 Call for Paramedics in Past Year, 2005 and 2007**



The highest proportion to call 911 for paramedic services are seniors (16%, compared to 8% of those under age 35), residents of five years or more compared (14% compared to 4% of newcomers), and retired residents (19%). Two in ten

(19%) of those living in the 90402 zip code have called 911, as well as 28 percent of the small group of those living in the 90403 zip code east of 21st.

Of those who called for paramedic services, 82 percent were satisfied with response time to their call. In fact, 73 percent were “very satisfied.” Only 11 percent were dissatisfied (see Table 30). The difference in results between 2005 and 2007 is not statistically significant at this sample size.

**Table 30: Satisfaction with Response Time to Emergency Call to the Paramedics, 2005 and 2007**

	2005 (N =53)	2007 (N =51)
Very satisfied	87	73
Somewhat satisfied	4	9
<b>Total satisfied</b>	<b>91</b>	<b>82</b>
Somewhat dissatisfied	2	4
Very dissatisfied	5	7
<b>Total dissatisfied</b>	<b>7</b>	<b>11</b>
Don't know/other	1	7

### **Uses of Additional Police Officers**

As in 2005, 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 31. Similar proportions preferred each item, with the top four being chosen by 19 percent to 23 percent. The weakest item was *patrolling near the schools in your neighborhood*, mentioned by an only slightly lower 15 percent. In 2005, more police patrols by car stood out as the preferred option, with 30 percent choosing this priority. This is still the most mentioned priority, but by a lower 23 percent.

**Table 31: What Should Be the Highest Priority for A New Police Officer Assigned to Your Neighborhood, 2005 and 2007**

	2005	2007
Patrolling in police cars in your local neighborhood	30	23
Working with local residents and neighborhood groups to prevent crime	21	22
Patrolling on foot in your local neighborhood	10	19
Working with local kids to prevent gangs and youth crime	18	18
Patrolling near the schools in your neighborhood	16	15
Other/Not Sure	6	4

There is not a lot of variation in reaction to each priority for the use of additional police officers in their neighborhoods.

- A higher proportion of those living in the 90404 and 90405 zip codes said they would like these additional officers to work with local kids to prevent gangs and youth crime (26% and 21% respectively) compared to those in other zip codes (9% to 15%). Those in the 90402 zip code were least likely to want to increase foot patrols in their neighborhood (6% compared to approximately 20% in other zip codes), but more likely to want these officers to work with local residents and neighborhood groups to help prevent crime (30% compared to a sample average of 22%). One-third (33%) of those living in the 90404 zip code south of Colorado Avenue said they would want additional foot patrols compared to nine percent of those north of Colorado Avenue.
- Renters show more interest in increasing foot patrols (22%) than homeowners (14%). Homeowners are more likely to want police to work with local residents and neighborhood groups (27% to 17%).
- Three in ten (31%) non-white residents would want these officers to work with local kids to prevent gangs and youth crimes, compared to 13 percent of white residents. This proportion is even higher among Latino residents at 41 percent. One-third (33%) of Latino residents also would like these officers to work with local residents and neighborhood groups to help prevent crime. Therefore, work to prevent gangs and youth crimes and work with residents and neighbors are far and away the strongest priorities for Latino residents.

- Those without a college degree react most to these police officers working with local kids to prevent gangs and youth crime (28%) and far more than college graduates (10%). College graduates prefer increased patrols in their neighborhoods (29% to 15% among non-college residents).

## 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 Table 32, 86 percent of respondents said they had used a park at least once, with 37 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 49. The mean number of visits has increased from 41 in 2005. However, the overall number who have used the park or done so at least 25 times and the median number of visits is unchanged.

**Table 32: Number of Times Have Used a Park in Past Year, 2005 and 2007**

	2005	2007
Never	16	12
1-2	10	13
3-5	12	11
6-12	14	17
13-24	8	9
25-100	19	26
100+	17	11
Not sure	4	2
Mean	40 visits/year	49 visits/year
Median	12 visits/year	12 visits/year

- Residents of zip code 90405 visit city parks most often, with an average (mean) of about 64 visits per year, compared to only 34 visits a year in 90404 and 31 in 90401 and approximately 50 in 90402 and 90403.

- Women visit parks on average (mean) more than men, with an average of 59 visits to 38 with men.
- College graduates visit parks more often than non-college residents, with 56 visits on average to 40. Those 35 to 49 are most likely to visit parks, with an average of 64 visits, compared to 54 to 41 visits among other age cohorts. Women ages 18 to 49 have the highest average number of visits (at 69 visits).

### **Evaluation of City Parks/Beach**

For the first time this year, we asked residents who had been to a local park in Santa Monica if they were satisfied or dissatisfied with their overall experience at Santa Monica’s parks or beach. As Table 33 shows, 86 percent were satisfied, with half (49%) “very satisfied.” Just 11 percent were dissatisfied.

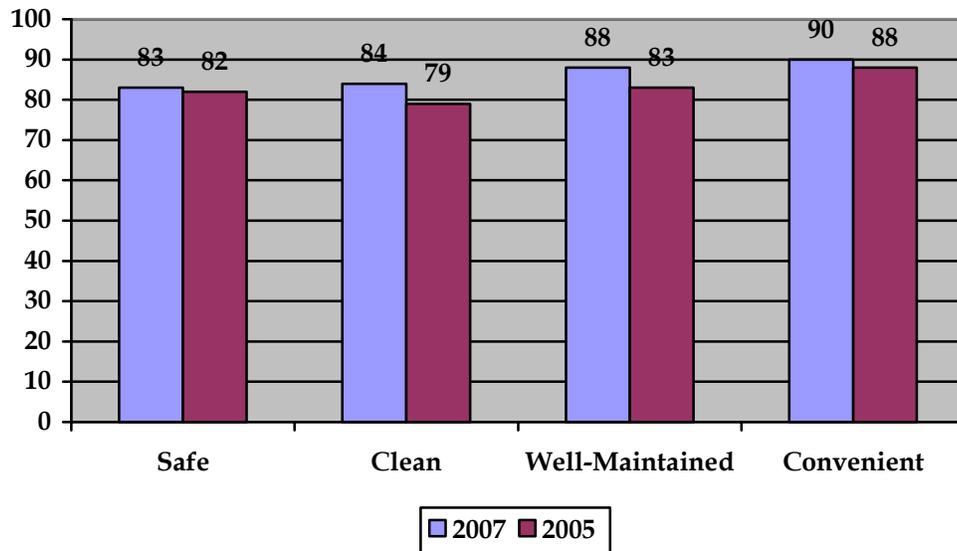
**Table 33: Satisfaction With Experience in Parks and Beach, 2007 (N = 373)**

	2007
Very satisfied	49
Somewhat satisfied	37
<b>Total satisfied</b>	<b>86</b>
Somewhat dissatisfied	8
Very dissatisfied	3
<b>Total dissatisfied</b>	<b>11</b>
Don’t know/other	2

There was little variation among subgroups in response to this question.

We asked all 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 12, ratings for all these aspects are extremely high. Over eight in ten say the parks are safe (83%), clean (84%), and well-maintained (88%), and 90 percent describe them as convenient. These proportions are similar to those found in 2005.

**Figure 12: Proportion Calling Each Attribute Accurate About Santa Monica Parks, 2005 and 2007**



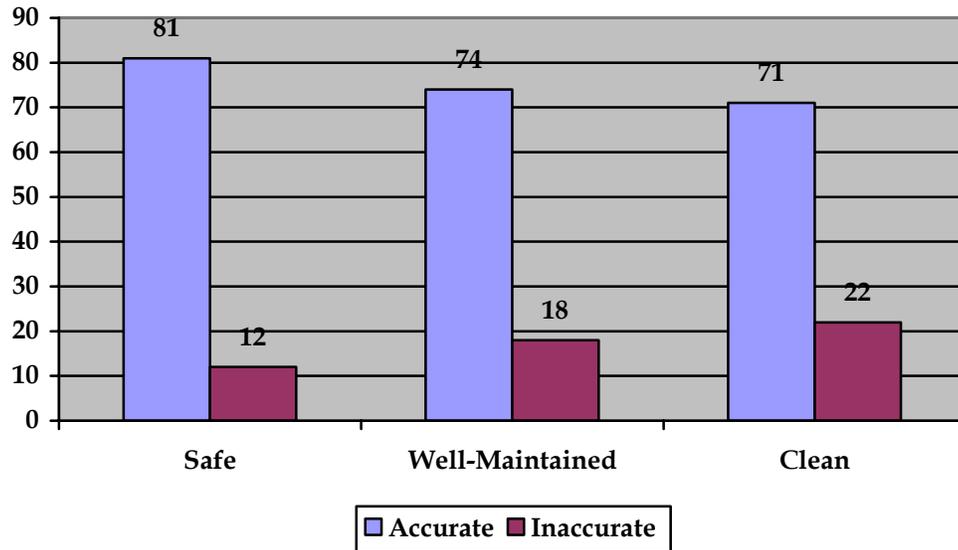
- Not surprisingly, those who do not visit city parks are far less able to answer these questions. But among those who do visit parks, there are almost no differences in response regardless of how often they visit. The one exception is for convenience – those who visit 25 or more times a year are slightly most likely to describe park locations as convenient.
- Those who have not gone to parks in the past year are more likely to say it is inaccurate that they are safe for families and children (24% to 11% among those who have been to parks). Those in the 90402 zip code are also more likely to think this statement is inaccurate (21%) than those in other zip codes (between 8% and 15%).
- In general, those living in the 90402 zip code are less likely to believe the parks are safe, clean, and well-maintained.

### **Evaluation of City Beach**

For the first time this year, residents were also asked their perception of safety, cleanliness, and maintenance of Santa Monica’s beaches (see Figure 13). The results show that high proportions consider the beaches safe for families and children (81%). While three out of four (74%) consider it accurate to say they are well-

maintained, this proportion is lower than the 88 percent who gave this response about Santa Monica parks. Moreover, 71 percent consider the beaches clean, compared to 84 percent who feel this way about the parks.

**Figure 13: Ratings for City Beaches, 2007**



There are few differences by subgroups in response to this question.

- Residents under 35 years of age are more likely to call it inaccurate that the beaches are safe for families and children (20% inaccurate compared to the sample average of 12%). They are also more likely to consider it inaccurate that the beaches are clean (36%) or well-maintained (28%).
- Those with children are more likely to say it is inaccurate that the beaches are clean (30%) than those without (18%).
- Those in the 90401 zip code are more likely to call the beaches clean (83%) than the sample average (71%).

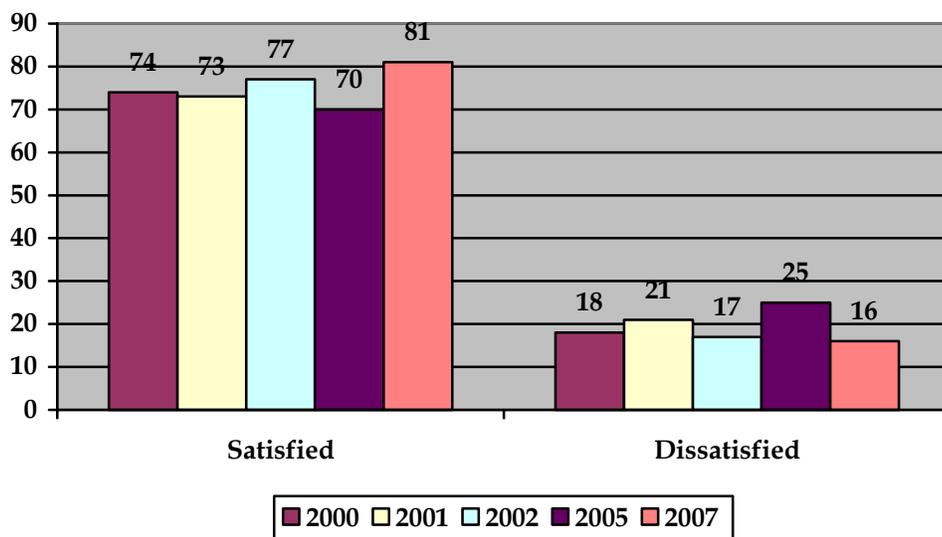
## CITY COMMUNICATIONS WITH RESIDENTS

As we have in the past, we asked a variety of questions about how well the city communicates with residents, and were they get information about the city.

### Satisfaction with City Communication Efforts

Eighty-one percent are satisfied with “the City’s efforts to communicate with Santa Monica residents through newsletters, the Internet, and other means.” Only 16 percent expressed dissatisfaction, as shown in Figure 14. This represents an increase in satisfaction from 2005, when 70 percent were satisfied and 25 percent were dissatisfied.

**Figure 14: Rating the City for Communicating for Residents, 2000-2007**

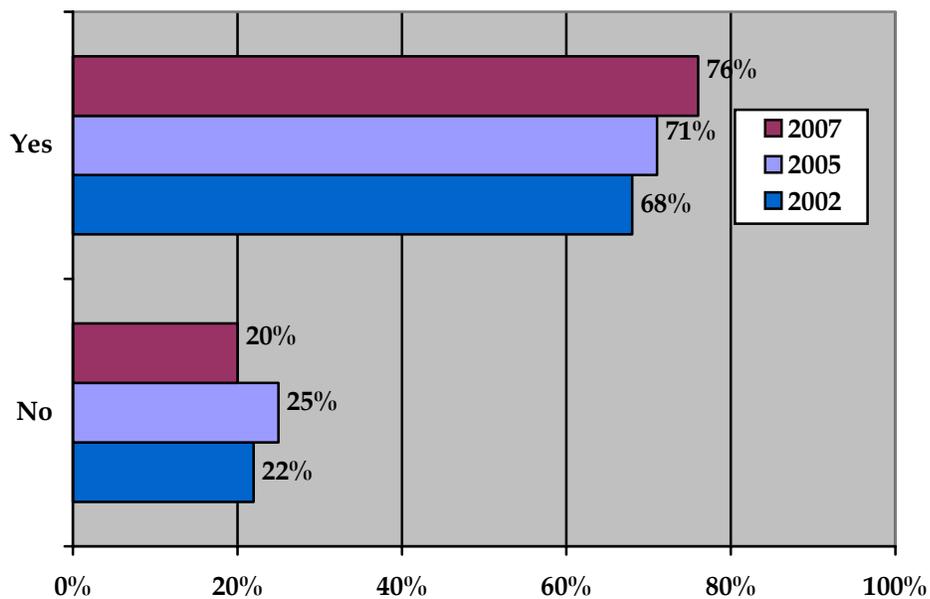


There were few differences by subgroups in response to this question. Residents of five years or more (83%) are more satisfied with the city’s efforts to communicate than newcomers (70%). Newcomers are more uncertain (10% to 2%). College graduates are more satisfied than non-college residents (87% to 77%). Seniors show some of the highest rates of satisfaction at 88 percent.

## Voicing Concerns to the City

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.” Three out of four residents (76%) said they do have such opportunities. This is up from 71 percent in 2005 and 68 percent in the 2002 study. Figure 15 illustrates the results.

**Figure 15: Do You Have Opportunity to Voice Your Concerns on Community Decisions? 2002, 2005, and 2007**



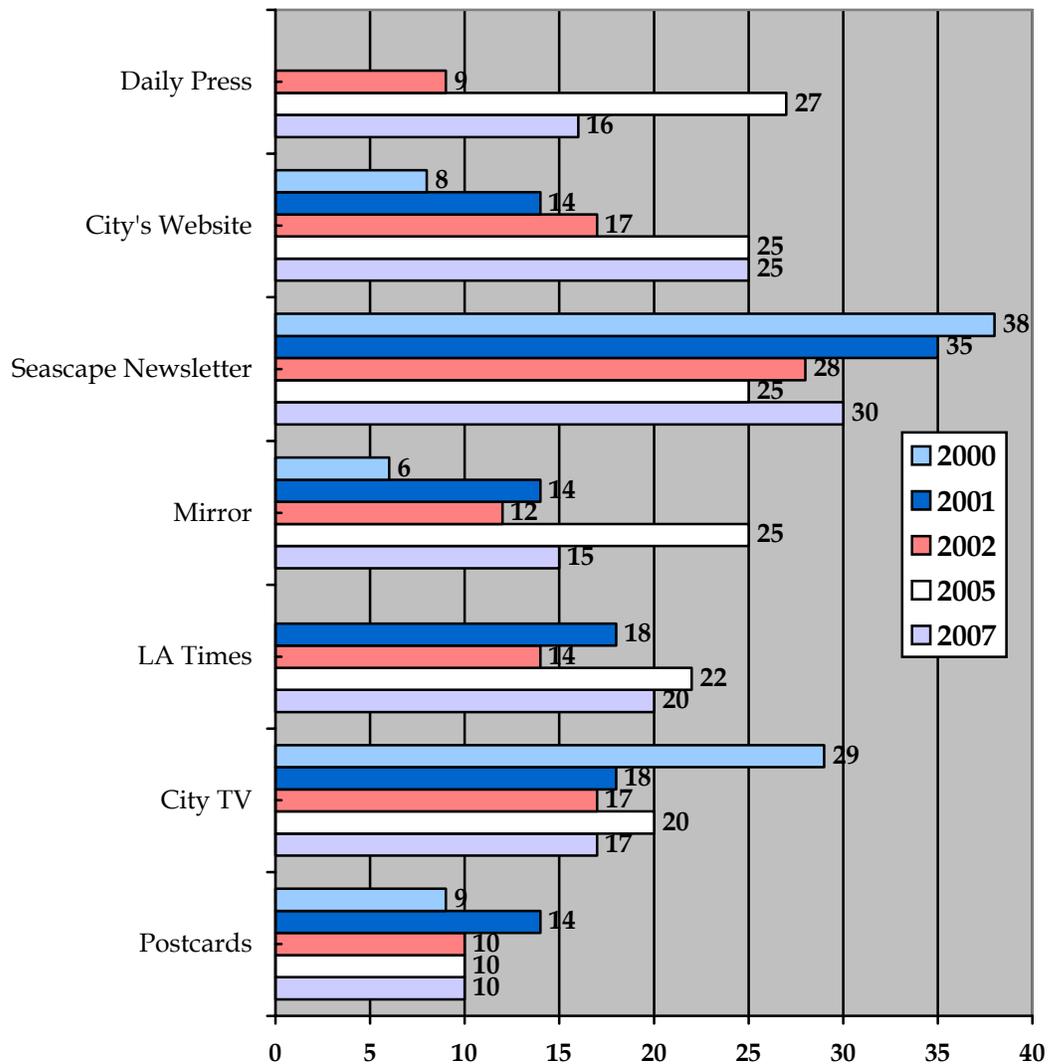
- Nearly half (45%) of those who are dissatisfied with the job the city is doing in providing services believe they do not have the opportunity to voice their concerns, compared to 15 percent of those who are satisfied.
- Those living in single-family homes are more likely to be dissatisfied (27%) in this regard than apartment dwellers (18%).

There are no other significant differences in views about satisfaction with their opportunity to voice concerns.

## 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, City TV, the *Daily Press*, and the *Mirror* rank among Santa Monica residents' top sources of information about their city (See Figure 16). The proportion mentioning the *Santa Monica Mirror* declined from 25 percent to 15 percent – bringing it back to levels seen in 2002. The trend of declining reliance on the *Seascope* newsletter leveled off, with a five percent increase in the proportion mentioning this newsletter as a source of information for them about the city (to 30%).

Figure 16: Sources of City Information (Top 3 Responses), 2000-2007



- *Seascape* is used by more residents of five years or more (32%) than newcomers (22% -- although this is up from 16% in 2005). *Seascape* is more likely to be used by those over age 50 (39%) than younger residents (26% -- although this is up from 15% in 2005). Men ages 50 or older rely on *Seascape* in the highest proportions (43%).
- The city website is accessed far more often by newcomers to Santa Monica (0-4 years, 39% -- and up from 27% in 2005), compared to longer-term residents (16% of those in the city 20 years or more -- unchanged from 2005). It is used far less by those over age 50 (15%) and especially by seniors (7% use the website for information) compared to younger residents (32%). The website is more popular in the 90405 zip code (33%) and with employed residents (32%) than with retired residents (8%).
- City TV is viewed more often by long-time residents (21%) than residents of less than five years (12%) or five to 19 years (15%). Retired residents (25%) also rely on this source in higher numbers. It is also viewed more by those in the 90404 zip code (26%) than other zip codes (11% to 17%). Those without Internet access at home are twice as likely to turn to this source than those who have Internet at home (30% to 14%).
- Non-college residents (21%) read *The Los Angeles Times* for news about Santa Monica more than college residents (15%). Those in zip code 90402 also rely on *The Los Angeles Times* in larger numbers (32%). Those without access to the Internet at home use *The Los Angeles Time* for news more than those who have home Internet access (27% to 17%) and retired residents turn to this paper more as well (26%).
- *The Mirror* is better read among residents of five years or more (17%) than newcomers (9%) for news about Santa Monica. It is also a source of information for more retired residents (22%) and those 65 years of age or older (23%).
- *The Santa Monica Daily Press* is also relied on more by the longest-term residents (21% of 20+ year residents).
- Residents under the age of 35 report using special postcard mailing for information in higher numbers than other age cohorts (17% to 8% among those older).

## On-Line Access

Fully 79 percent of city residents say they have Internet access at home, unchanged from 78 percent in 2005 (see Table 34).

**Table 34: Do You Have Access to the Internet at Home, 2005 and 2007**

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	2005	2007
Yes	78	79
No	20	19
Not Sure/NA	2	2

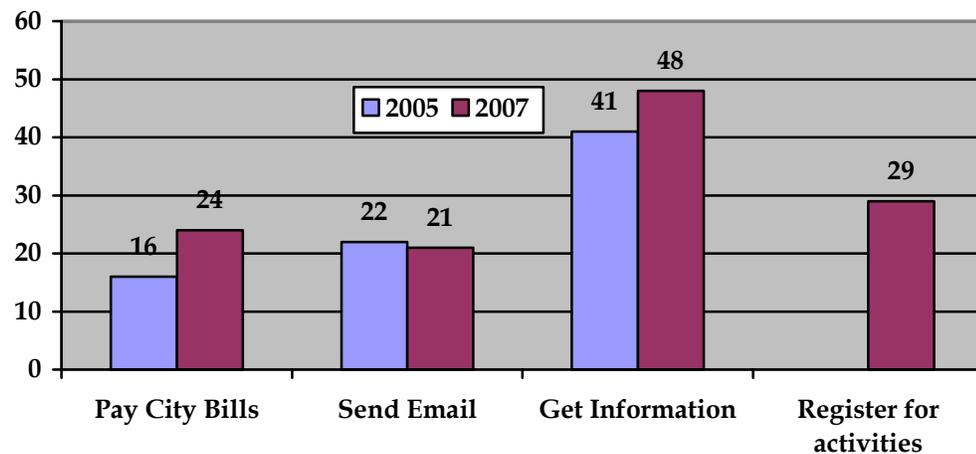
- The proportion of seniors with Internet access at home has not increased from 2005, at 52 percent, while the proportion under 50 with home Internet access has increased from 80 percent to 88 percent (as well as 88% of those 50 to 64).
- Home Internet access increases with education, from 63 percent of those with a high school or less education to 91 percent of post-graduates.
- Those with children under 18 also are more likely to have home access than those without (86% to 76%).
- Internet access is lower in the 90401 zip code, where 68 percent report having it.
- Three-fourths (75%) of renters have Internet access compared to 86 percent of homeowners. Access among renters is up from two-thirds in 2005.

## Communicating with the City On-Line

While a sizable proportion of residents (48%) say they have gone on-line to get information on issues facing the city, smaller proportions have paid city bills on-line (23%), sent e-mails to city staff or elected officials (21%), or registered for classes or other recreational activities (29%).

The proportion who have gone on-line to get information on issues facing the city has increased from 41 percent in 2005 to 48 percent currently (see Figure 17). The proportion who have gone on line to pay bills has also increased slightly (from 16% to 24%)

Figure 17: Gone On-Line to Communicate, 2005 and 2007



- Seniors are the least likely to go on-line for communicating with the city. Just seven percent of those ages 65 or older pay their bills on line, compared to 14 percent of those 50 to 64 and 33 percent of those younger. Just 22 percent of seniors go on line to get information, compared to 44 percent of those 50 to 64 and 60 percent of those younger than age 50. Twelve percent of seniors have gone online to communicate with city staff or elected officials. Meanwhile, three in ten of those 35 to 64 have done so (just 5% of those younger have done so). Last, while 12 percent of seniors have registered for activities on line, 24 percent of those 50 to 64 and 37 percent of those younger have done so.
- Related to age, residents of 20 years or more are less likely to pay bills on line (16%) than are those of five to 19 years (26%) or less (34%) and retired residents are also less likely to go on-line than employed residents for all services.
- There is little difference by race. However non-whites are more likely to pay bills on line than white residents (33% to 20%).
- Those with children are more likely to communicate with city staff and elected officials on-line than those without (28% to 17%).
- Those with a high school education or less are less likely to use these on-line sources than more educated residents. Just ten percent of the least educated pay their bills on line, compared to 24 percent of college graduates and 32 percent of those with some college. While 36 percent of the least educated get information

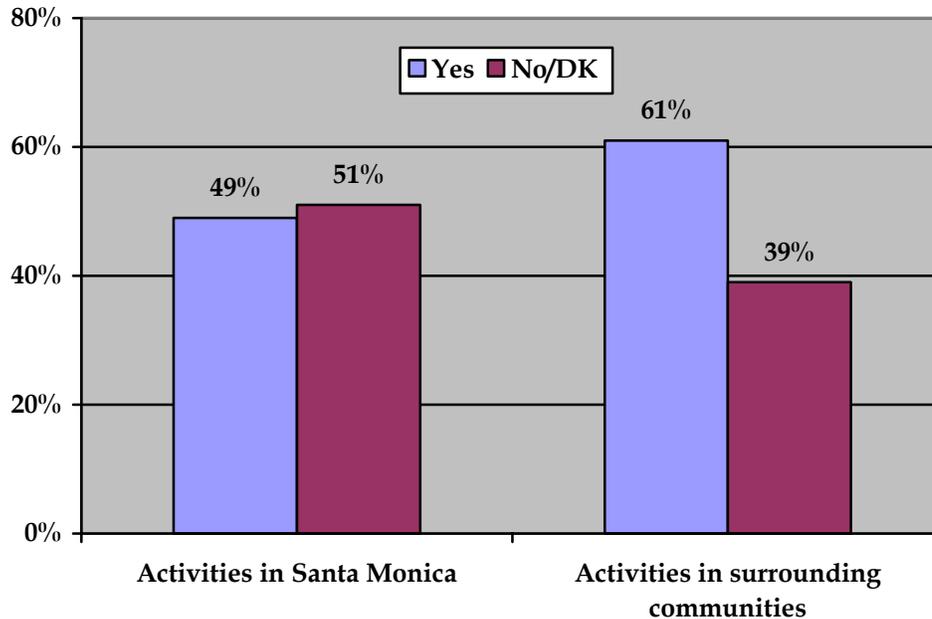
on-line, 53 percent of those with some college education and 51 percent of college graduates do so. Just six percent of those with a high school education or less send communications to staff or officials on-line, compared to 27 percent of those with some college and 22 percent of college graduates.

- Women are slightly more likely to go on-line to register for a class or recreational activity than men (33% to 25%).
- The only difference between homeowners and renters in terms of on-line communications is that homeowners are more likely to send e-mails to communicate with city staff or elected officials (26% to 17%).
- Not surprisingly, those with home Internet access are more likely to go on-line to pay bills (26% to 11% of those without home Internet access), get information (55% to 20%), communicate with staff and elected officials (24% to 5%), and registered for activities (33% to 13%).
- Residents who use Santa Monica parks generally go on line more to pay bills (25% to 6% of those who do not), get information (51% to 24%), and register for activities (30% to 15%). This same trend holds up with those who have attended Santa Monica performing arts events versus those who have not - with the former more likely to pay bills, get information, send communications with the city, and register for activities on line.

## **ATTENDANCE AT ARTS AND CULTURAL ACTIVITIES**

For the first time this year, residents were asked about their participation in arts and cultural activities, both in and around Santa Monica. Half (49%) of the participants said they have attended arts or cultural activities specifically in Santa Monica in 2006. A slightly higher 61 percent have done so in communities surrounding Santa Monica (see Figure 18).

**Figure 18: Attendance at Arts or Cultural Activities in Santa Monica and Surrounding Communities, 2007**



- Those living in the 90405 zip code east of Lincoln Boulevard are among the most likely to have attended an arts or cultural activity in Santa Monica in 2005 (65%) and far more likely than those living west of Lincoln Boulevard (43%).
- White residents are more likely to have attended a Santa Monica arts or cultural activity than non-white residents (53% to 39%).
- Likelihood to attend these events rises with education, from 39 percent of those with a high school education or less to 54 percent of post-graduates.
- Eighty-three percent of those who have attended a Santa Monica arts or cultural event have also attended such an event in the surrounding communities.
- While there was no significant difference among homeowners and renters in attending Santa Monica arts and cultural events, homeowners are more likely to have attended such events in the surrounding communities compared to renters (68% to 55%).

- Again, white residents and those more educated are more likely to have attended such an event.

## APPEARANCE OF RESTAURANTS AND RETAIL STORES

For the first time this year, residents were asked if they are generally satisfied or dissatisfied with the quality and appearance of restaurants and retail stores on the major streets nearest to where they live. Nearly nine out of ten (89%) said they are satisfied, with more than half (54%) “very satisfied.” Just seven percent are dissatisfied. Table 35 illustrates the results.

**Table 35: Satisfaction With Quality and Appearance of Restaurants and Retail Stores on Major Streets, 2007**

	2007
Very satisfied	54
Somewhat satisfied	35
<b>Total satisfied</b>	<b>89</b>
Somewhat dissatisfied	5
Very dissatisfied	2
<b>Total dissatisfied</b>	<b>7</b>
Not Sure/Depends	3

Satisfaction is high with all subgroups analyzed. However, dissatisfaction is greatest in the 90401 zip code (18%).

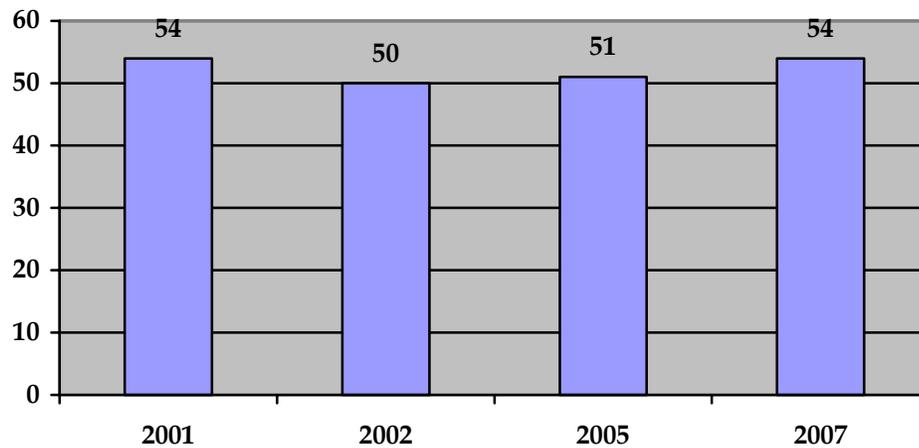
## TRANSPORTATION QUESTIONS

### Big Blue Bus Use

As shown in Figure 19, just over half the city’s residents (54%) have used the Big Blue Bus in the past year, virtually unchanged from what we found in previous studies.

**Figure 19: Have You Ridden a Big Blue Bus in the Past Year? 2001-2007**

---



- Bus use appears lower in zip code 90402 (37%) - unchanged from 2005.
- Fifty-seven percent of renters used the bus, compared to 47 percent of homeowners. Sixty percent of apartment dwellers rode the bus in the past year, compared to 43 percent of single-family home dwellers.
- Those who consider themselves disabled are more likely to have used the bus (65%) compared to those who are not disabled (51%).
- Those with children are also more likely to have used the Big Blue Bus than those without (60% to 50%).
- Seventy-three percent of Latinos used the bus, compared to 50 percent of whites. Sixty-four percent of non-white residents overall used the bus.
- Nearly seven in ten (68%) of those with a high school education or less have used this bus, compared to 55 percent of those with some college and 48 percent of college graduates.
- Women ages 18 to 49 are more likely to have taken the bus (64%) than older women (50%) or men generally (49%).

## **Intentionally Not Using a Car**

Just over six in ten (63%) 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 down slightly from 71 percent in 2005 and 72 percent in 2002 (see Table 36.)

**Table 36: In Past Month, Percent Who Intentionally Did Not Use Car And Instead Used Alternative**

---

	2002	2005	2007
Yes	72	71	63
No	28	28	36

Approximately 66 percent of those under 65 have intentionally not used their car, compared to 52 percent of seniors. Seniors (46%), along with the longest-term residents (40%), those who have not been to a park (51%), and those with a high school education or less (48%) are the least likely to have done so.

## **ACTIVITIES TO STAY IN SHAPE**

For the first time this year, residents were asked what activities they do at least once a week to help stay in shape. Just over eight in ten (82%) said they participate in “individual activities like jogging, walking, biking, or swimming in a pool” weekly. Far fewer take fitness classes (32%), surf or do other ocean activities (18%), rollerblade or skateboard (17%), or play team sports like baseball, soccer, or basketball (17%). Table 37 illustrates the results.

**Table 37: Weekly Activities to Stay in Shape, 2007**

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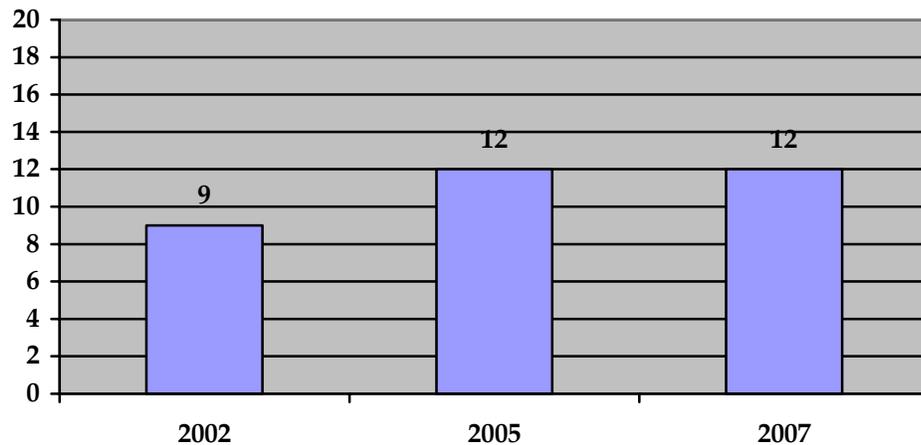
	%
Individual activities like jogging, walking, biking, or swimming in a pool	82
Fitness classes	32
Surfing or other ocean activities	18
Team sports, like baseball, soccer, or basketball	17
Rollerblading or skateboarding	17

Younger residents are more likely to take part in these activities (other than individual activities) than those who are older. Men are more likely to play on sports teams than women (23% to 12%). Thirty-five percent of Latino residents say they participate on sports teams weekly, compared to 13 percent of white residents.

## 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 nine percent who said they were disabled in the 2002 survey and identical to the result found in 2005 (see Figure 20).

**Figure 20: Do You Consider Yourself to be Disabled? 2002-2007**



Twenty-six percent of those over age 65 consider themselves to be disabled, as do 28 percent of retired residents. One-quarter (25%) of residents in the 90401 zip code consider themselves disabled, higher than any other zip code (10% to 13% in other zip codes).

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.” Seventy-seven percent of the disabled gave the city a positive rating (excellent or good), while nine percent rated the city negatively. This represents a small and not statistically significant increase in ratings from 2005, when 64 percent gave the city a positive rating and 23 percent had a negative view. Table 38 illustrates the results.

**Table 38: Rating City for Providing Access to the Disabled, 2005-2007 (N = 51)**

---

	2005	2007
Excellent	26	27
Good	38	50
<b>Total positive</b>	<b>64</b>	<b>77</b>
Fair	20	6
Poor	3	3
<b>Total negative</b>	<b>23</b>	<b>9</b>
Don't know/NA	12	14

## **SAMPLE DEMOGRAPHICS**

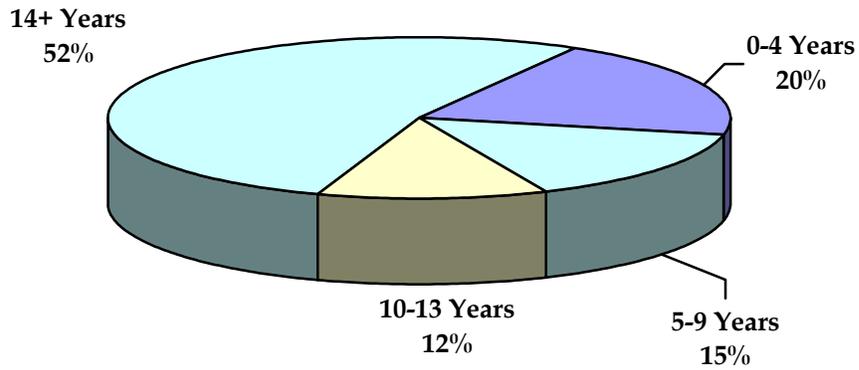
In addition to the substantive service items and policy issues it addresses, the survey includes a detailed series of demographic questions. The following section presents the results for these demographic questions in graphical form, with comments about the findings or about subgroup differences where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

### Length of Residence

Two in ten city residents surveyed have lived in Santa Monica for less than five years. Just over half (52%) have lived in the city for more than 13 years. The mean length of the residency in Santa Monica is 18 years, with a median of 14 years. This mean length of residency is up from 15 years in 2005.

**Figure 21: Length of Residence in Santa Monica, 2007**

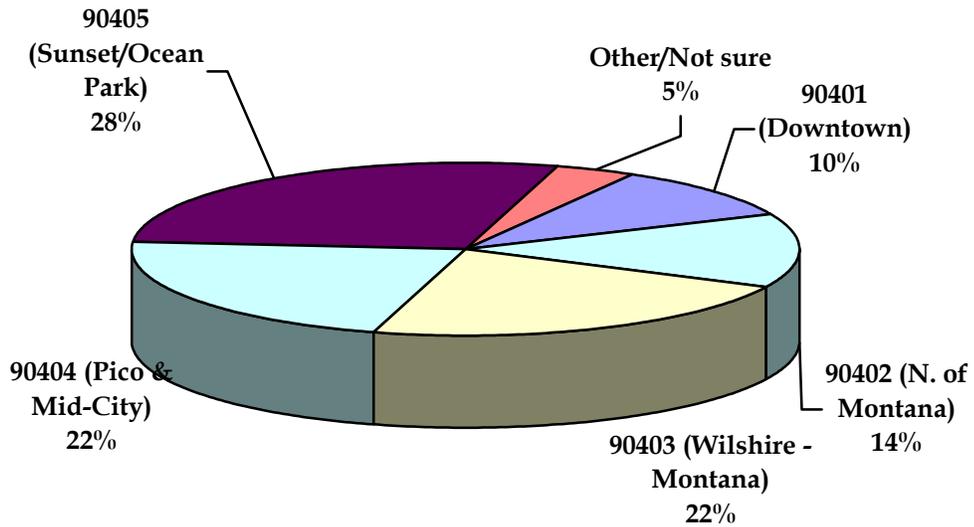
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Zip Code Distribution

**Figure 22: Zip Codes and Neighborhoods of Residence, 2007**

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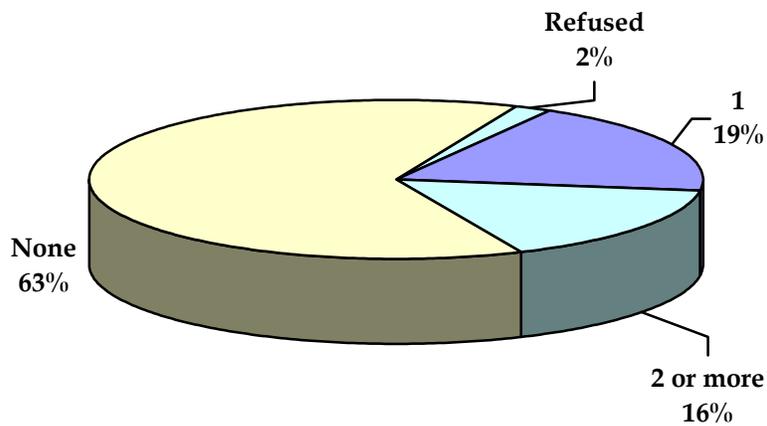
## Children in the Household

As we have seen in past years, most Santa Monica residents do not have children in the home. Just 35 percent say they have children under age 18 in their household. This, however, represents an increase from 29 percent reported in 2005.

Sixty-nine percent of white residents have no children at home, compared to 40 percent of Latinos. College graduates (66% do not have children) and those with some college education (69%) are less likely to have children at home than those less educated (49% do not have children). Not surprisingly, those ages 35 to 49 are most likely to have children at home and those ages 50 or older least likely to have children living at home.

**Figure 23: Children In Household, 2007**

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## Employed in Santa Monica

Sixty-seven percent of the respondents say they work full or part time (see Figure 24), with 56 percent of these residents saying they work in Santa Monica (Figure 25). This is nearly identical to the 58 percent of employed respondents working in Santa Monica in the 2005 study.

Figure 24: Employment Status, 2007

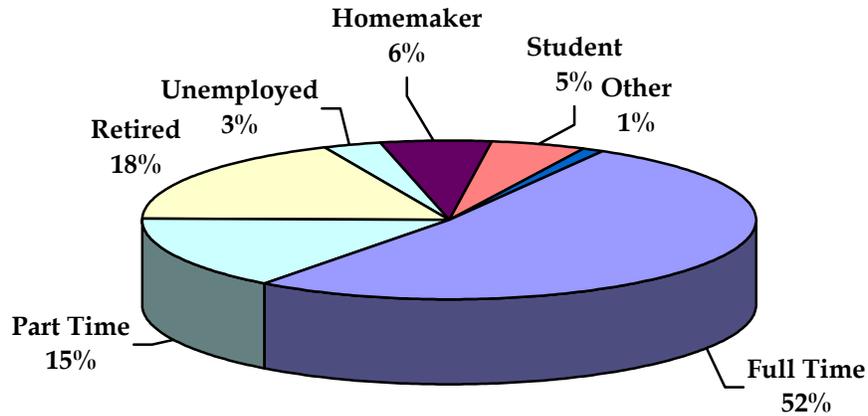
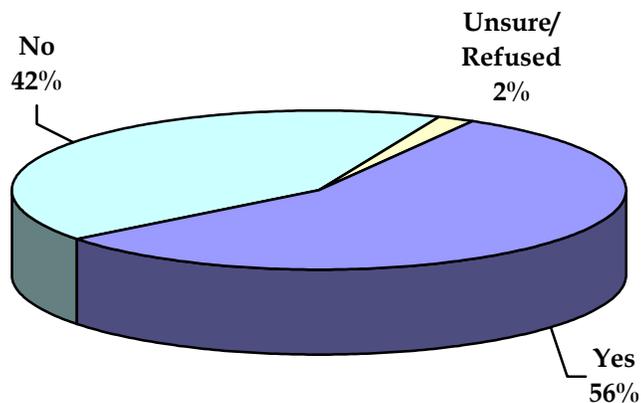


Figure 25: Employed in Santa Monica, 2007



Sixty-one percent of men are employed full-time, compared to 43 percent of women. Fifty-seven percent of renters are employed full-time, compared to 47 percent of homeowners. Sixty-two percent of college graduates are employed full-time compared to 39 percent of those without a college degree. Not surprisingly, those over 65 are least likely to be employed full-time (18%)

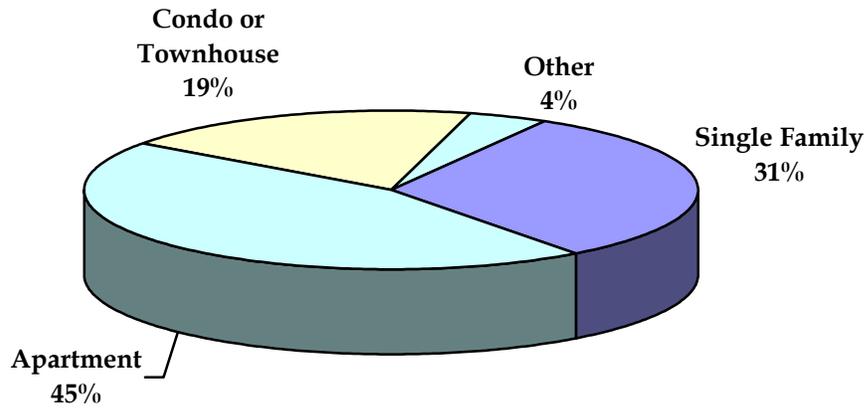
Those without a college degree who are employed are more likely to work in Santa Monica (69%) than college graduates (49%).

### Type of Dwelling

- Forty-two percent of respondents own their home, while 56 percent are renters.
- Three in ten (31%) residents live in a single-family home, with 45 percent in apartments and 19 percent in condos or townhouses (See Figure 26).
- Very few residents of zip codes 90401 (11%), 90403 (18%), or 90404 (19%) live in single-family homes. Meanwhile, 77 percent of those in 90402 and 36 percent of those in 90405 do so.
- One-third of whites (34%) live in single-family homes, compared to 21 percent of Latinos.
- Four in ten (40%) seniors live in single-family homes, compared to 23 percent of those under age 35.
- While four in ten (40%) residents of 20 years or more live in single-family dwellings, half that number (20%) of newcomers do so.

**Figure 26: Type of Dwelling, 2007**

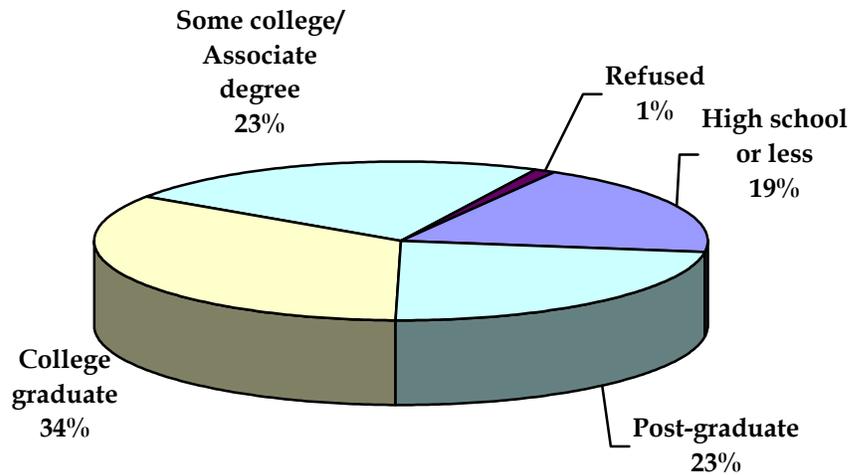
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### Education

Two in ten (19%) residents have a high school education or less, while 23 percent have some college education and 57 percent have a college degree. Twenty-three percent have a post-graduate education (see Figure 27).

Figure 27: Education, 2007



- Newer residents are more likely to have a college education, with 69 percent of those living in Santa Monica five years or less and 61 percent of five to 19 year residents being college graduates compared to 49 percent of longer term residents.
- Three out of four residents (75%) in the 90402 zip code are college graduates, with 33 percent having a post-graduate degree. This compares to 61 percent in the 90405 zip code and about half in other zip codes.
- White residents are more likely to have college degrees (63%) than Latino (35%) or non-white residents generally (45%).

### Race/Ethnicity

Sixteen percent of respondents consider themselves of Hispanic or Latino ethnicity. In terms of race, overall, sixty-eight percent are white, five percent are Asian, five percent are Black/African American, and the balance are of mixed race or respondents who refused to share their race.

**Figure 28: Race/Ethnicity, 2007**

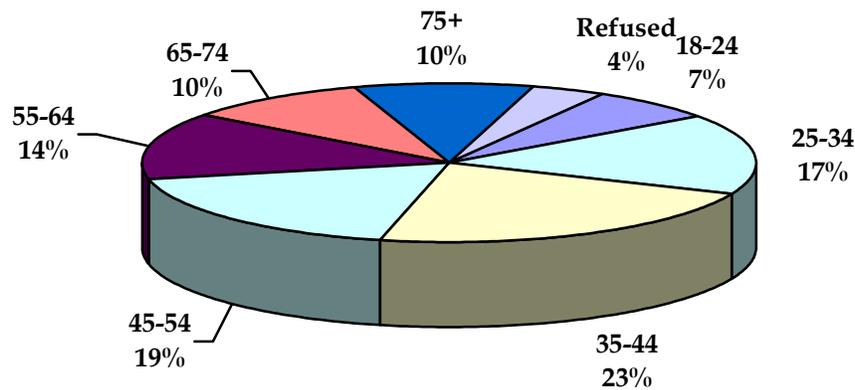
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	%
White	68
Asian	5
Black/African American	5
Other/Mixed	16
Refused	5
Latino	16
Non-Latino/refused	84

Age

Approximately one-quarter of respondents (24%) are under age 35, with 20 percent over age 65.

**Figure 29: Age, 2007**



## **APPENDIX**

### **QUESTIONNAIRE WITH AGGREGATE RESULTS**

Respondent ID# \_\_\_\_\_

Date \_\_\_\_\_

Time Started \_\_\_\_\_

Time Ended \_\_\_\_\_

Interview Length \_\_\_\_\_

GENDER

MALE .....49%

.....  
FEMALE.....51

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

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

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

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

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

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

\_\_\_\_\_

0-4 YEARS -----20%  
5-9 YEARS ----- 15  
10-13 YEARS -----12  
14+ YEARS-----52  
**(DON'T READ)** DK/NA ----- 1  
Mean: -----18 years  
Median-----14 years

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-----38%  
Somewhat satisfied-----46  
Somewhat dissatisfied----- 8  
Very dissatisfied----- 7  
**(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)

**(DON'T READ)**

Crime-----	8%
Gangs-----	6
Drugs-----	0
Education -----	5
Lack of parking -----	8
Environmental concerns -----	6
Too much growth -----	9
Too many homeless/homeless causing problems -----	45
Not enough services for the homeless -----	3
Lack of affordable housing -----	7
Creating more jobs/improving the business climate -----	1
Not enough parks/problems with parks -----	1
Traffic -----	32
Roads being torn up-----	2
Rent control -----	3
Not enough police -----	1
Overcrowding/population -----	4
Economy/cost of living-----	2
Other -----	12
None -----	1
Not Sure/Refused-----	3

*\*Exceeds 100% as up to two responses accepted*

Question 4 "Other" Verbatim Responses

TAXES  
REPAIR THE PIER  
CITY IS GIVING OUT TOO MANY PERMITS  
HEALTH CARE  
TAX COLLECTION STRONG-ARM TACTICS  
ZONING  
INCREASE IN RECYCLING  
TAXES  
PEOPLE CLEANING THE TRASH IN THEIR ALLEY  
CITY GOVERNMENT BEING INVOLVED  
CUTTING TAXES  
LAW ENFORCEMENT  
ZONING LAWS  
GARBAGE PICK UP  
CITY CLEAN UP  
I OPPOSE THE HIGH RISE PROPOSALS  
TRANSPORTATION  
RECYCLING  
GARBAGE CONDITIONS, TRASH/FURNITURE  
COMBATING VANDALISM-WE'VE BEEN  
VANDALIZED  
TRANSPORTATION

TRAFFIC LIGHTS  
THE ALLEYS ARE ALL FULL OF GARBAGE  
MORE SERVICES FOR SENIORS  
STREET LIGHTING  
VIOLENCE  
TOO LIBERAL  
AIRPORT NOISE  
ZONING ISSUES  
SIGNALS ARE NOT SYNCHRONIZED  
LANDSCAPING PROBLEMS  
TRANSPORTATION AND PLANNING DEPARTMENTS  
CLEANUP  
TRAFFIC LIGHTS ARE NOT SYNCHRONIZED  
TAXES  
THE SPECIAL INTEREST GROUPS  
LACK OF PRIVACY DUE TO JOGGERS  
BUILDING SOLAR ENERGY PLANT AND WORK ON PIER  
EACH AREA VOTE FOR THEIR OWN CITY COUNCIL  
GETTING TIGHT & PICKY ABOUT PROPERTY OWNERS

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	MEAN
	1	2	3	4	5		9		
[ ] a. Traffic congestion	4%	9%	21%	24%	41%		2%	3.90	
[ ] b. The affordability of housing	8	7	14	14	55		3	4.03	
[ ] c. Gangs	18	20	24	14	17		6	2.90	
[ ] d. The number of homeless people in the city	5	6	12	16	60		2	4.24	
[ ] e. Lack of parking	9	17	26	21	27		2	3.40	
[ ] f. Crime	11	35	28	16	8		4	2.75	
[ ] g. Overcrowding	12	21	25	21	18		3	3.14	

6. 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>
[ ] a. In collecting trash and recycling from your home	30%	46%	17	6%	1%
[ ] b. In enforcing the city's noise laws	16	39	23	11	12
[ ] c. In keeping traffic on city streets flowing smoothly	5	27	37	29	2
[ ] d. In providing public library services	45	38	11	2	4
[ ] e. In maintaining landscaping in parks and road-way medians	30	47	17	3	4
[ ] f. In putting out and preventing fires	33	42	7	2	16
[ ] g. In enforcing laws against aggressive begging or panhandling	7	28	25	32	9
[ ] h. In providing emergency 9 1 1 services	23	38	11	4	25
[ ] i. In preserving historic buildings	13	46	18	8	15
[ ] j. In keeping city streets and alleys clean	15	46	25	11	3
[ ] k. In providing funding for the arts	12	38	18	7	26
[ ] l. In keeping street trees trimmed	19	50	19	8	5
[ ] m. In enforcing laws against overnight camping in parks and doorways	7	23	27	27	16
[ ] n. In protecting the environment	13	49	24	7	8
[ ] o. In providing services for youth	12	44	20	6	18
[ ] p. In operating efficiently	12	44	19	9	16
[ ] q. In providing services for seniors	11	39	18	5	27
[ ] r. In addressing neighborhood concerns	6	38	27	15	14
[ ] s. In spending money in the right areas and on the right problems	3	36	27	20	14
[ ] t. In protecting pedestrian safety	14	45	27	7	6
[ ] u. In providing recreation and sports programs	13	45	22	4	16
[ ] v. In enforcing the city's building and zoning laws	11	37	25	10	18
[ ] w. In enforcing laws that keep public spaces clean and safe for everyone	9	45	26	13	7
[ ] x. In enforcing noise limits at the airport	7	33	21	10	29

7. 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):

	MUCH BETTER	S.W. BETTER	STAYED SAME	S.W. WORSE	MUCH WORSE	DK/ NA
Crime -----	8%	17%	45%	14%	6%	11%

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

	VERY SAFE	REASON. SAFE	S.W. UNSAFE	VERY UNSAFE	DK/ NA
[ ] a. Walking alone in your neighborhood during the day-----	59%	34%	5%	2%	1%
[ ] b. Walking alone in your neighborhood after dark-----	34	34	19	10	3
[ ] c. Walking alone in Santa Monica's business areas during the day-----	56	34	6	1	2
[ ] d. Walking alone in Santa Monica's business areas after dark-----	23	40	20	11	6

9. In 2006, 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.10)-----	18%
No (SKIP TO Q.11)-----	81
(DON'T READ) DK/NA (SKIP TO Q.11)-----	1

**ASK Q.10 IF YES ON Q.9**

10. Overall, were you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the response time to your emergency call to the police? (N = 76)

VERY SATISFIED -----	53%
SOMEWHAT SATISFIED -----	12
SOMEWHAT DISSATISFIED -----	12
VERY DISSATISFIED -----	20
(DON'T READ) OTHER -----	0
(DON'T READ) DK/NA -----	2

**ASK EVERYONE**

11. 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)

	HIGHEST
[ ] Working with local kids to prevent gangs and youth crime-----	18%
[ ] Patrolling on foot in your local neighborhood-----	19
[ ] Working with local residents and neighborhood groups to help prevent crime-----	22
[ ] Patrolling in police cars in your local neighborhood-----	23
[ ] Patrolling near the schools in your neighborhood-----	15
(DON'T READ) OTHER-----	1
(DON'T READ) DK-----	3

12. In 2006, did you or did anyone in your household call 9-1-1 for paramedics or for emergency medical assistance?

Yes (ASK Q.13)-----12%  
 No (SKIP TO Q.14) -----88  
 (DON'T READ) Depends/Other (SKIP TO Q.14) ----- 0  
 (DON'T READ) DK/NA (SKIP TO Q.14)----- 1

**IF YES ON Q.12 ASK:**

13. 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 = 51)

VERY SATISFIED -----73%  
 SOMEWHAT SATISFIED ----- 9  
 SOMEWHAT DISSATISFIED ----- 4  
 VERY DISSATISFIED ----- 7  
 (DON'T READ) OTHER ----- 0  
 (DON'T READ) DK/NA ----- 7

**ASK EVERYONE**

14. In 2006 did you contact a Santa Monica city department for any reason other than an emergency?

Yes (ASK Q.15) -----49%  
 No (SKIP TO Q.17)-----49  
 (DON'T READ) DK/NA (SKIP TO Q.17) -- 2

15. What was the main reason that you contacted a Santa Monica city department in 2006? For information, or to report a problem or get a problem resolved? (N = 205)

Information -----27%  
 Report/resolve problem -----57  
 (DON'T READ) Both ----- 11  
 (DON'T READ) Other ----- 4  
 (DON'T READ) DK/NA ----- 1

16. Thinking about the Santa Monica city staff you dealt with in 2006, please tell me if you were very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with each of the following (ROTATE) (N = 205)

	VERY SAT	S.W. SAT	S.W. DIS	VERY DIS	DK/ NA
[ ] a. with how courteous they were -----	50%	30%	6%	12%	2%
[ ] b. with how responsive they were to your needs-----	45	24	11	17	3
[ ] c. with how knowledgeable they were -----	49	22	9	13	7

**ASK EVERYONE**

17. 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	12%
1-2	13
3-5	11
6-12	17
13-24	9
25-100	26
100+	11
Not Sure	2
Mean	49 visits/year
Median	12 visits/year

**IF RESPONSE TO Q.17 > 0 ASK Q.18**

18. Please tell me if you were very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with your overall experience in 2006 with Santa Monica's parks and beach. (N = 373)

Very satisfied	49%
Somewhat satisfied	37
Somewhat dissatisfied	8
Very dissatisfied	3
<b>(DON'T READ) DK/NA</b>	2

**ASK EVERYONE**

19. Please tell me if each of the following words or phrases is a very accurate, somewhat accurate, somewhat inaccurate, or very inaccurate description of Santa Monica's parks. **(ROTATE)**

	VERY <u>ACC</u>	S.W. <u>ACC</u>	S.W. <u>INACC</u>	VERY <u>INACC</u>	DK <u>NA</u>
<input type="checkbox"/> a. Safe for families and children	46%	37%	8%	5%	5%
<input type="checkbox"/> b. Clean	45	39	8	4	3
<input type="checkbox"/> c. Well-maintained	48	40	6	4	3
<input type="checkbox"/> d. Convenient to your home	65	25	4	3	3

20. And please tell me if each of the following words or phrases is a very accurate, somewhat accurate, somewhat inaccurate, or very inaccurate description of Santa Monica's beach. **(ROTATE)**

	VERY <u>ACC</u>	S.W. <u>ACC</u>	S.W. <u>INACC</u>	VERY <u>INACC</u>	DK <u>NA</u>
<input type="checkbox"/> a. Safe for families and children	40%	41%	7%	5%	8%
<input type="checkbox"/> b. Clean	30	41	14	8	7
<input type="checkbox"/> c. Well-maintained	35	39	10	8	7

21. Which if any of the following activities do you do at least once a week to help stay in shape? **(READ – ROTATE)**

	<u>YES</u>	<u>NO</u>	<u>DK/NA</u>
<input type="checkbox"/> a. Individual activities like jogging, walking, biking, or swimming in a pool	82%	17%	1%
<input type="checkbox"/> b. Team sports like baseball, soccer, or basketball	17	82	1
<input type="checkbox"/> c. Fitness classes	32	67	1
<input type="checkbox"/> d. Surfing or other ocean activities	18	81	1
<input type="checkbox"/> e. Rollerblading or skateboarding	17	82	1

22. In 2006, did you attend any arts or cultural activities specifically in Santa Monica?

	<u>YES</u>	<u>NO</u>	<u>DK/NA</u>
Activities in Santa Monica-----	49%	48%	3%

23. And in 2006, did you attend any arts or cultural activities in communities surrounding Santa Monica?

	<u>YES</u>	<u>NO</u>	<u>DK/NA</u>
Activities in surrounding communities -----	61%	39%	0%

24. 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-----	76%
No -----	20
<b>(DON'T READ)</b> DK/NA-----	4

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

25. 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 -----	39%
Somewhat satisfied -----	42
Somewhat dissatisfied -----	10
Very dissatisfied -----	6
<b>(DON'T READ)</b> DK/NA -----	4

26. 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)**

<b>(DON'T READ)</b>	
Seascape newsletter-----	30%
Special postcard mailings-----	10
Street banners-----	3
The City's web site -----	25
City Council Meetings (in person) -----	2
City TV (cable channel 16) -----	17
Los Angeles Times newspaper-----	20
Argonaut -----	3
Santa Monica Mirror-----	15
Lookout or Surf Santa Monica (online newspaper) -----	5
City Hall on Call (24 hour telephone system)-----	1
Friends/family/neighbors-----	8
Santa Monica Daily Press -----	16
Radio (KCRW)-----	5
Observer -----	1
Ocean Park Gazette -----	0
Santa Monica Arts Palette-----	0
None -----	2
Other: _____	-12
<b>(DON'T READ)</b> DK/NA -----	1
Not Sure/Refused-----	3

*\*Exceeds 100% as up to three responses accepted*

Question 26 "Other" Verbatim Responses

LIBRARY	INTERNET
MAILING FROM CITY COUNCIL MEMBERS	INTERNET
CHANNEL 9	INTERNET
LITERATURE MAILING	LOCAL NEWSPAPERS
DAILY NEWS	WESTSIDE CHRONICLE
CHAMBER OF COMMERCE NEWSLETTER	SENIOR CENTER
LOCAL PAPER	TV - LOCAL NEWS
THE LIBRARY	SCHOOL
E MAIL	27 CHANNEL
SUNSET PARK NEWSLETTER	NEWSLETTER
INTERNET	MAIL
LOCAL NEWS	ON LINE
INTERNET, TELEVISION	SCHOOL PROGRAM
PUBLIC LIBRARY WEBSITE	CITY MAILING
INTERNET	NEWSPAPER
INTERNET	

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-----	24%	76%	1%
<input type="checkbox"/> b. To get information on issues facing the city-----	48	51	1
<input type="checkbox"/> c. To send email to communicate with city staff or elected officials -----	21	77	2
<input type="checkbox"/> d. To register for classes or other recreation activities ----	29	70	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-----	63%
No -----	36
<b>(DON'T READ)</b> DK/NA-----	2

29. In 2006, did you ride the Big Blue Bus, the bus line here in Santa Monica?

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

30. Are you generally very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the quality and appearance of restaurants and retail stores on the major streets nearest to where you live?

Very satisfied-----	54%
SW satisfied -----	35
SW dissatisfied -----	5
Very dissatisfied -----	2
<b>(DON'T READ)</b> Depends -----	1
<b>(DON'T READ)</b> DK/NA -----	2

**NOW FOR A FEW BACKGROUND QUESTIONS.**

31. What is your zip code?

90401 (SKIP TO Q.35) ----- 10%  
90402 (SKIP TO Q.35) ----- 14  
90403 (ASK Q.32) ----- 22  
90404 (SKIP TO Q.33) ----- 22  
90405 (SKIP TO Q.34) ----- 28  
Other (SKIP TO Q.35) ----- 4  
Not Sure (SKIP TO Q.35) ----- 1

*ASK Q.32 IF ZIP 90403*

32. Do you live east or west of 21st Street? (N = 93)

East (Northeast) ----- 17%  
West (Wilshire/Montana) ----- 79  
(DON'T READ) DK/NA ----- 4

*ASK Q.33 IF ZIP 90404*

33. 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 = 90)

North (Mid-City) ----- 62%  
South (Pico) ----- 35  
(DON'T READ) DK/NA ----- 4

*ASK Q.34 IF ZIP 90405*

34. Do you live east or west of Lincoln Boulevard? (N = 117)

East (Sunset Park) ----- 46%  
West (Ocean Park) ----- 43  
(DON'T READ) DK/NA ----- 11

*ASK EVERYONE*

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

Single family ----- 31%  
Apartment ----- 45  
Condo ----- 15  
Townhouse ----- 4  
OTHER ----- 2  
(DON'T READ) DK/NA ----- 2

36. Do you own or rent your residence?

Own ----- 42%  
Rent ----- 56  
(DON'T READ) DK/NA ----- 2

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

Yes (ASK Q.38) ----- 12%  
No (SKIP TO Q.39) ----- 86  
(DON'T READ) DK/NA (SKIP TO Q.39) 2

**IF YES ON Q.37 ASK Q.38**

38. How would you rate the job being done by the city to provide access to city offices, meetings, or facilities for people with disabilities? Excellent, good, fair, or poor? (N = 51)

Excellent -----	27%
Good -----	50
Fair -----	6
Poor -----	3
<b>(DON'T READ) DK/NA -----</b>	<b>14</b>

**ASK EVERYONE**

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

Yes -----	79%
No -----	19
<b>(DON'T READ) DK/NA -----</b>	<b>2</b>

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

Employed full time <b>(ASK Q.41)</b> -----	52%
Employed part time <b>(ASK Q.41)</b> -----	15
Retired <b>(SKIP TO Q.42)</b> -----	18
Unemployed <b>(SKIP TO Q.42)</b> -----	3
Homemaker <b>(SKIP TO Q.42)</b> -----	6
Student <b>(SKIP TO Q.42)</b> -----	5
<b>(DON'T READ) OTHER (SKIP TO Q.42)</b> -----	<b>1</b>
<b>(DON'T READ) DK/NA (SKIP TO Q.42)</b> --	<b>1</b>

**IF EMPLOYED PART OR FULL TIME IN Q.40 ASK:**

41. Do you work at a job, either full time or part time, that is located in Santa Monica? (N = 281)

Yes -----	56%
No -----	42
<b>(DON'T READ) DK/NA -----</b>	<b>2</b>

**ASK EVERYONE**

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

None -----	63%
One -----	19
Two -----	11
Three -----	5
Four -----	0
Five or more -----	0
<b>(DON'T READ) DK/NA -----</b>	<b>2</b>

43. Do you consider yourself to be Hispanic or Latino?

Yes -----	16%
No -----	80
<b>(DON'T READ) DK/NA -----</b>	<b>4</b>

44. Is your race White, Black or African-American, Asian, Native American, or something else?

White -----	68%
Black -----	5
Asian -----	5
Native American-----	0
Other race-----	13
<b>(DON'T READ)</b> Mixed/combined -----	3
<b>(DON'T READ)</b> REFUSED/DK -----	5

45. What was the last level of school you completed?  
(IF COLLEGE GRAD, CLARIFY IF 2 YEAR ASSOCIATE OR 4 YEAR BACHELOR DEGREE)

LESS THAN GRADE 12-----	5%
HIGH SCHOOL GRADUATE-----	14
SOME COLLEGE, NO DEGREE-----	15
ASSOCIATE DEGREE -----	8
BACHELOR'S DEGREE/COLLEGE GRAD -----	34
POST GRADUATE DEGREE/ PROFESSIONAL DEGREE -----	23
REFUSED -----	1

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 -----	7%
25-34 -----	17
35-44 -----	23
45-54 -----	19
55-64 -----	14
65-74 -----	10
75 or older-----	10
<b>(DON'T READ)</b> REFUSED -----	4

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

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

\_\_\_\_\_  
Name

\_\_\_\_\_  
Telephone #

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

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

\_\_\_\_\_  
Interviewer's Signature

\_\_\_\_\_  
Date

English Language-----	95%
Spanish Language-----	5

Date \_\_\_\_\_

Interviewer \_\_\_\_\_

Rep.# \_\_\_\_\_

Verified by \_\_\_\_\_

Page # \_\_\_\_\_

Sample zip code: \_ \_ \_ \_ \_