



**Findings From
Opinion Research**

**2000
SANTA MONICA
RESIDENT SURVEY**

**For The
City of Santa Monica**

GLS RESEARCH

December, 2000

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METHODOLOGY

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

The survey instrument tracks questions asked in similar studies conducted in 1998 and 1999. Although GLS Research did not conduct previous surveys for the city, we replicated the sampling and interviewing methodology used in those studies (as reported in their summaries of findings) to permit comparisons, and, where possible, the actual wording of questions.

It should also be noted that many questions in this and last year's studies were drawn directly from the model created by the International City Management Association (ICMA) for city service evaluation studies. Employing the ICMA wording for questions allows comparisons among cities across the nation.

The 2000 study was conducted between November 2 and 11, 2000. As shown in [Table 1](#), 429 interviews were completed in English and Spanish, yielding a margin of error of about plus or minus five percent at a 95 percent confidence level.

The survey was conducted in two waves. Initially, we completed 400 interviews from residents randomly identified from across the city using a random-digit-dial methodology, in which a random list of all active residential telephone numbers serves as the sample.

For a variety of reasons, it is not unusual for a random-digit-dial sampling methodology to under-represent Latinos even when the survey is administered in English and Spanish. To ensure proper representation of Latinos in the final results, we conducted a second wave of 29 additional interviews with Latinos, drawing randomly from a sample of Latinos who are listed in the Santa Monica telephone directory. Including this oversample, about 10 percent of the survey respondents are Latino.

Table 1: Methodology

Technique	Telephone interviewing
Interview Length	15 minutes
Universe	Adult residents of Santa Monica
Field Dates	November 2-11, 2000
Sample	Random-digit-dial, plus listed sample of Latinos
Sample Size	429
Margin of Error	+/- 5%
Language	English and Spanish

In this summary, a “positive” response refers to “excellent” and “good” ratings combined. A “negative” response refers to “fair” and “poor” ratings combined.

“Newcomers” refer to those who have been in Santa Monica for four years or less, while “long-time residents” refer to those who have been there for 15 years or more.

Where appropriate, responses from the 2000 study are compared with results from identical questions asked of Santa Monica residents in 1998 by J.D. Franz Research and in 1999 by Godbe Research and Analysis. The report points out any statistically significant differences in responses to identical questions asked in previous surveys.

It should be noted that it is difficult to compare responses to open-ended questions found in different surveys, and especially when different vendors are employed for each study. In such questions, respondents offer answers in their own words, which are then coded into appropriate response categories. The exact codes, and decisions about how to code different answers, can vary depending upon the research firm.

EXECUTIVE SUMMARY

BACKGROUND

The City of Santa Monica retained GLS Research to conduct a random-digit-dial telephone survey of Santa Monica residents to assess satisfaction with city services and programs, and to elicit opinions on issues facing the city. The survey results were submitted to the International City Management Association (ICMA) for comparison with findings from other cities around the nation.

A total of 429 interviews were completed, including an oversample of 29 Latinos to ensure a minimum 10 percent representation of Latinos in the results. The survey was conducted in English and Spanish between November 2 and 11, 2000. The margin of error for this study is about plus or minus 5 percent at a 95 percent confidence level.

Where appropriate and feasible, this report compares results from the 2000 study to results from similar studies conducted for the city in 1998 and 1999. While the three studies were not identical, all of them included a number of core questions that were repeated each year.

It is worth noting that these three studies were all conducted by different vendors, and they varied not only in content but also in the order of questions. Thus, it is possible that differences in response to identical questions asked in different years may result in part from biases introduced by the order of the questions, from the impact of questions not asked each year, or from different techniques employed by the vendor's interviewers. This caution is especially in order for comparisons of responses to open-ended questions from one year to the next.

SUMMARY OF FINDINGS

As was seen in previous years, Santa Monica residents express quite positive views about the services provided to them by city government. Indeed, 80 percent say they are "very" or "somewhat" satisfied with "the job the city of Santa Monica is doing to provide city services." This figure, while very positive, does reflect a decline of eight percentage points from the satisfaction levels found in the 1999 resident survey.

*Response to
Rating
Questions*

The survey also found very positive ratings for a range of specific services provided by the city. For example, at least three of five residents awarded each of the following city programs or services a positive rating (an “excellent” or “good” rating) or expressed overall satisfaction (“very” or “somewhat” satisfied) with it:

*Specific
Ratings Of 60
Percent
Positive Or
Better*

- The quality of the Fire Department’s emergency services (an 89 percent positive rating among those who have called the Fire Department in an emergency);
- Fire Department emergency response times (an 85 percent positive rating among those who have called the Fire Department in an emergency);
- The availability of library materials (an 84 percent positive rating);
- The appearance of the city’s park and recreation facilities (an 80 percent positive rating);
- The ease of getting to the city’s park and recreation facilities (a 78 percent positive rating);
- Garbage collection services (a 78 percent positive rating);
- The quality of Police Department emergency services (a 78 percent positive rating among those who have called the Police Department in an emergency);
- How the Police Department addresses neighborhood concerns (a 75 percent positive rating);
- How the city communicates with residents (74 percent were satisfied);
- The range of the city’s park and recreation opportunities (a 72 percent positive rating);
- The quality of the city’s park and recreation opportunities (a 72 percent positive rating);
- The quality of library services (a 71 percent positive rating);

- Police Department emergency response times (a 69 percent positive rating among those who have called the Police Department in an emergency);
- How the city addresses neighborhood concerns (a 64 percent positive rating);
- The enforcement of traffic laws (a 64 percent positive rating);
- How the Police Department handled non-emergency contacts (a 63 percent positive rating among those who contacted the police in a non-emergency situation); and
- Recycling collection services (a 60 percent positive rating).

Slightly lower ratings, but still positive, were seen for the safety of Santa Monica's parks (a 59 percent positive rating).

Ratings of sidewalks, alleys, streets, and street lights are more mixed, but still fewer than one in four feel that these items include "many bad spots" in their neighborhoods.

Responses to these questions asking residents to rate specific city services are remarkably similar to what was found in previous years. Only a few statistically significant changes in ratings were found in comparing results from the past three years, including the following:

- An increase in the fraction who said that alleys in their neighborhood were "in good condition all over" from 14 percent in 1999 to 22 percent in 2000.
- An upward swing this year in positive ratings for the appearance of Santa Monica's parks after a dip in 1999; however, at 80 percent they still remain below the 86 percent positive ratings found in 1998.
- An increase in negative ratings for park safety, from 22 percent in 1999 to 32 percent in 2000. However, the positive ratings for park safety remained unchanged.
- A decline in the percent who feel reasonably safe walking alone in their neighborhood at night, from 76 percent in 1998 to 64 percent this year.

*Comparing
2000 Results
to Previous
Years*

- A small increase in negative ratings for the job the Santa Monica Police Department does in addressing neighborhood concerns, from 14 percent in 1999 to 19 percent in 2000. However, positive ratings for the Police Department in this area remained stable and very high at 75 percent.
- A decline in positive ratings for “the City’s efforts to communicate with Santa Monica residents,” from 84 percent in 1999 to 74 percent this year.

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

*Top Concerns
Among Santa
Monica
Residents About
the City*

Issues related to the homeless, growth, parking, and traffic top the list of concerns voiced by residents. Forty-eight percent mentioned something related to growth, traffic, or parking. Forty-five percent mentioned something about the homeless. Interestingly, there was a division about whether the problem is the city being too accommodating to the homeless, or not accommodating enough. That is, while 32 percent said the most important issue facing Santa Monica was the negative impact of the homeless, another 13 percent said the main problem was the lack of services for the homeless.

A third key issue facing the city is lack of affordable housing, which was named by 23 percent of residents. Crime, education, and environmental issues were named by smaller fractions, about 10 percent each.

*Suggestions
for Improving
City Services*

A separate question asked residents what they feel the city should do to improve its services. Again, many of the responses were related to the homeless: 10 percent said the city should do more to remove the homeless, while 21 percent said the city should offer more services for the homeless. Other suggestions named by sizable fractions include reducing traffic congestion (21 percent), communicating better with residents (18 percent), and stopping growth (14 percent).

It is also interesting to note that there has been a marked increase in calls for city action to address traffic and growth issues since these surveys began in 1998. There has also been an increase in interest in improving communication between the city and its residents.

*Suggestions
for Improving
Police
Services*

The survey asked also residents specifically how the police could improve its services. One in four said there should be more police officers on the

streets, and 16 percent said something about dealing with the homeless more appropriately.

*Use of Parks,
Libraries, Non-
Emergency
Police Calls*

The survey also looked at questions related to use of city services. For example, fully 58 percent have used parks or recreation facilities in the past year, and the same fraction have used the libraries. Twenty-eight percent have had some kind of non-emergency contact with the Santa Monica police in the past year.

*Safety and
Crime*

Eight percent of Santa Monica residents say they have been a victim of crime. Overall, however, a sizable majority of residents report feeling safe on city streets, even while walking alone in their neighborhoods at night. In fact, 63 percent said they felt “very” or “reasonably” safe walking at night near their homes.

*Sources of
Information
About City
Activities*

The survey explored how Santa Monica residents learn about city activities. By far, the Seascope newsletter is the most cited source of information (by 38 percent), while 29 percent say they watch City TV. One in five cited the now-defunct *Our Times* supplement, and 15 percent mentioned the replacement *Westside Weekly*.

*Environmental
Directory*

Fully half (52 percent) recall receiving “The City of Santa Monica Environmental Directory” from the city, and of those, 68 percent said they still have it, 45 percent said they read it, and 20 percent said they recycled it. In total, then, 35 percent of Santa Monica residents still have the directory, and 23 percent said they read it.

*Attitudes
About
Downtown
Santa
Monica*

The survey also delved into attitudes about downtown Santa Monica. Two-thirds go downtown at least weekly (including 17 percent who go there daily), mostly for shopping or recreation. While two-thirds drive when they go downtown, one in five walk, and 8 percent take the bus. Eight of ten report that parking downtown is “always” or “sometimes” difficult. More than six in ten (62 percent) believe the city should increase parking in the downtown area.

*Interest in
Shuttle
Parking
Services*

When we asked about possible usage of reduced rate parking at lots within a half mile of downtown if a free shuttle were available, response was mixed. Only 15 percent said they would be very likely to use this service, with about 60 percent who said they would be very likely not to use this service.

The survey explored responses to several other policy issues.

*Red Light
Enforcement
Systems*

First, a substantial majority of residents, 60 percent, favor installation of automated red light enforcement systems at city intersections. About one in three oppose such a system.

*Fluoride and
Home Water
Sources*

Second, by a narrower margin, 52 percent to 30 percent, residents would favor adding fluoride to the residential drinking water supply in Santa Monica. In an earlier question, we saw that only 20 percent of the city's residents say they usually use unfiltered tap water for drinking water at home, and another 22 percent use filtered tap water. Thus a majority of the city's residents use commercially supplied drinking water, for (as a follow-up question reveals) both taste and health purposes.

*Demographic
changes*

This year's survey tracked a series of demographic questions from last year's study exploring the age, race, income, housing status, and other characteristics of the city's population. There was only one statistically significant change in the demographic findings from 1999 to 2000: an increase in the fraction who said they have lived in Santa Monica for 14 years or more from 35 percent to 44 percent.

The composition of the sample fairly closely reflects Census data for the demographics of the city in population distribution by zip code, age, renter/homeowner status, race/ethnicity, income, and household size.

*Key Findings
from Cross-
Tabulation
Tables*

Cross-tabulation tables reveal differences in responses to questions across various categories of residents. A complete detailing of statistically significant findings from the cross-tabulation tables is found in the main body of this report. Highlights of these findings include the following:

- Satisfaction with city services declines slightly with income.
- Dissatisfaction with city services is slightly higher among homeowners compared to renters.
- Dissatisfaction with how the city handles neighborhood concerns is somewhat higher among homeowners compared to renters.
- Dissatisfaction with how the city handles neighborhood concerns is higher among long-time residents of the city (15 years or more) compared to newcomers (2 years or less).
- Long-time residents are more likely than newcomers to be concerned about the impact of growth on the city.

- Whites are much more likely than Latinos to say that homelessness is the key problem facing the city.
- Dissatisfaction with sidewalks appears to be highest among long-time residents and in the 91404 (Pico) zip code.
- Dissatisfaction with street lights is highest in zip code 90401 and east of Lincoln Blvd. in zip code 90405.
- Men are more likely than women to report using park and recreation facilities.
- Parents use the parks much more than non-parents.
- Usage of the parks rise sharply with income; however ratings for the quality of park services declines with income.
- Positive ratings for the safety of parks decline sharply with length of residency.
- Library use is highest among women over age 50, and lowest among men under age 50.
- Library use is much higher among long-time residents compared to newcomers.
- Men are much more likely than women to feel safe walking in their neighborhoods at night.
- Newcomers feel safer walking in their own neighborhoods at night compared to long-time residents.

DETAILED FINDINGS

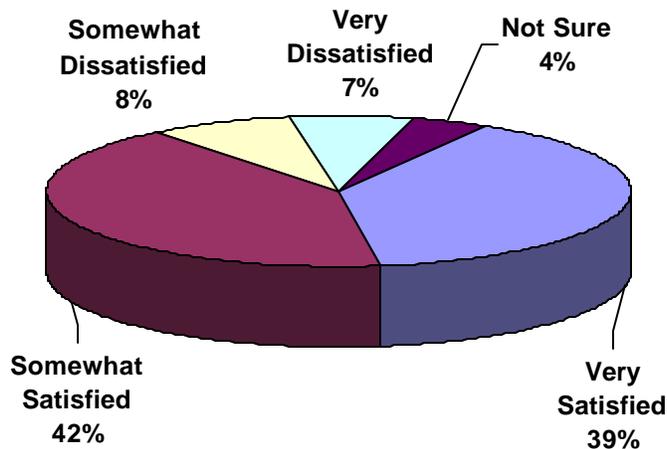
GENERAL ATTITUDES ABOUT CITY SERVICES

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

Overall Satisfaction with City Services

The first question asked residents to rate their overall levels of satisfaction with city services. **Most Santa Monica residents, 80 percent are “very” or “somewhat” satisfied with “the job the City of Santa Monica is doing to provide city services.”** Only 15 percent are dissatisfied. (See [Figure 1](#)).

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



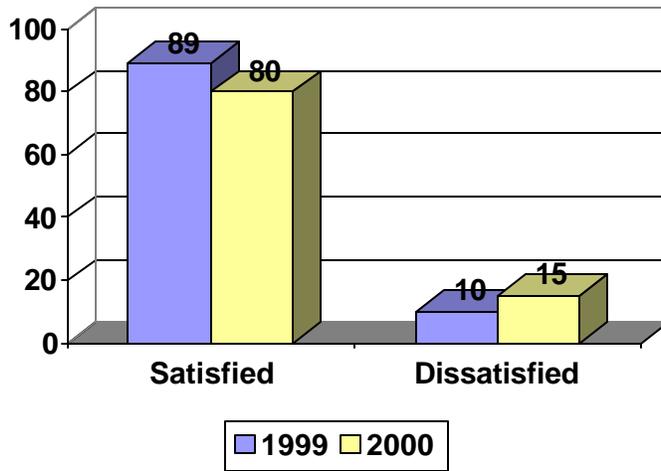
We observed several significant variations in response by different sub-groups within the city:

- Overall satisfaction with city services is especially high (90 percent) in zip code 90403 (north of Wilshire).
- Satisfaction declines slightly with income (from 87 percent of those with annual household incomes below \$40,000 to 73 percent of those with incomes above \$125,000).

- Homeowners are more likely to be dissatisfied (22 percent) compared to renters (12 percent).

The overall satisfaction figures reflect a slight decline from what was found in the 1999 study, when 89 percent expressed satisfaction with city services (See [Figure 2](#)). This question was not asked in 1998.

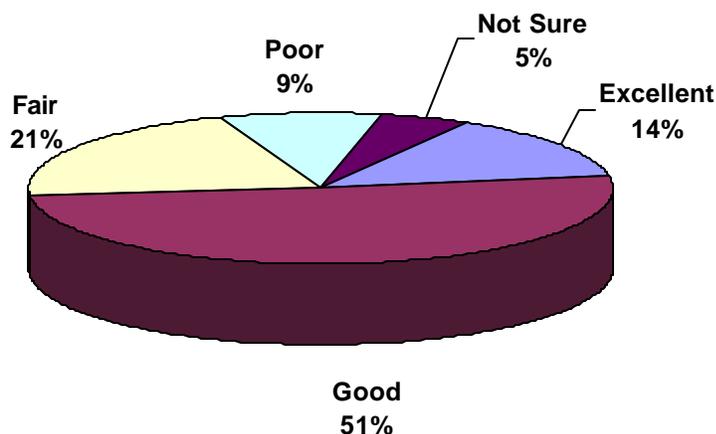
Figure 2: Change in Overall Satisfaction Levels: 1999 and 2000



*Satisfaction
with How City
Addresses
Neighborhood
Concerns*

The second question having to do with general attitudes regarding city services asked residents to rate the city’s performance in “addressing neighborhood concerns.” **Sixty-five percent say the city is doing an “excellent” or “good” job “of addressing neighborhood concerns.”** Thirty percent rate the city negatively in this area, including 9 percent who rate the city poorly for addressing neighborhood concerns. These figures are virtually unchanged from what was found in 1999.

Figure 3: Rating the City for Addressing Neighborhood Concerns



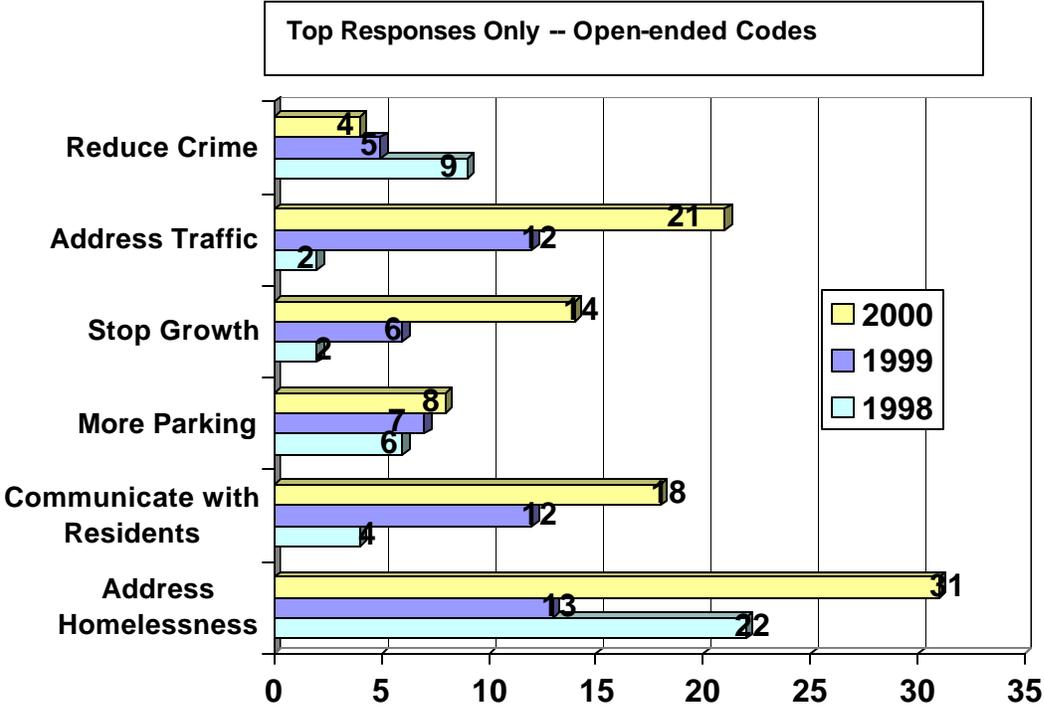
There are a few key differences in the likelihood of being dissatisfied with how the city addresses neighborhood concerns. Dissatisfaction is higher:

- Among homeowners (37 percent) compared to renters (26 percent),
- Among those in zip code 90404 (Pico area – 38 percent) compared to other residents,
- Among those residing in Santa Monica 15 years or more (35 percent) compared to newcomers (21 percent), and
- Those who have had contact with the police (38 percent) compared to those who have not (27 percent).

*What the City
Could Do to
Improve
Services*

In an open-ended question, residents were asked to name up to three things the city could do to improve its services. As shown in [Figure 4](#), there have been some differences in priorities for residents, with homelessness and growth-rated issues in particular seeming to be of greater importance in 2000 compared to earlier years. However, it should be noted that these differences might be due to variations in coding policies rather than reflecting real changes in attitudes.

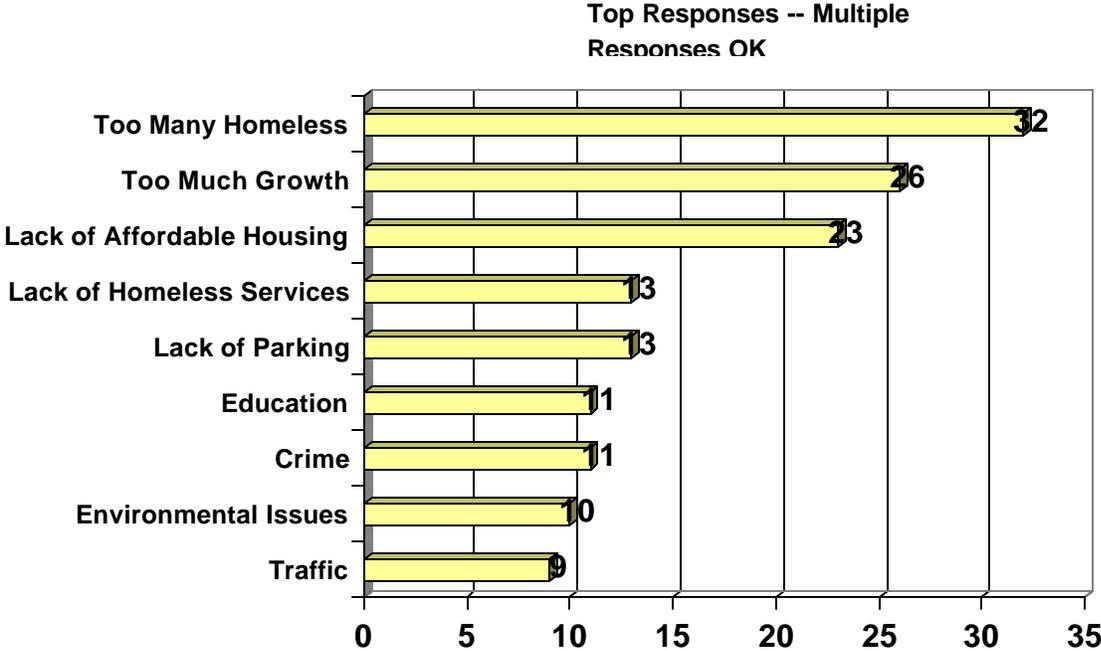
Figure 4: What Do You Feel the City Could Do to Improve Its Services?



MOST IMPORTANT ISSUES FACING SANTA MONICA

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

Figure 5: Most Important Issues Facing Santa Monica



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

- A third of long-time residents said that growth was the most important problem, compared to 20 percent of newcomers.
- Members of homeowners groups were more likely to cite growth as the key issue (39 percent) compared to residents who did not belong to a homeowners group (24 percent).
- Thirty-one percent of whites said that homelessness was the most serious problem facing the city, compared to 16 percent of Latinos.
- Homeless issues were of greatest concern to 37 percent of those living north of Colorado Blvd. in zip code 90404, compared to 15 percent of those living south of Colorado in that zip code.

RATINGS FOR CITY SERVICES

The survey then asked residents to rate how the city is doing in providing a range of services, from street maintenance to police services to garbage and recycling services.

Maintaining Streets, Sidewalks, Alleys, and Street Lighting

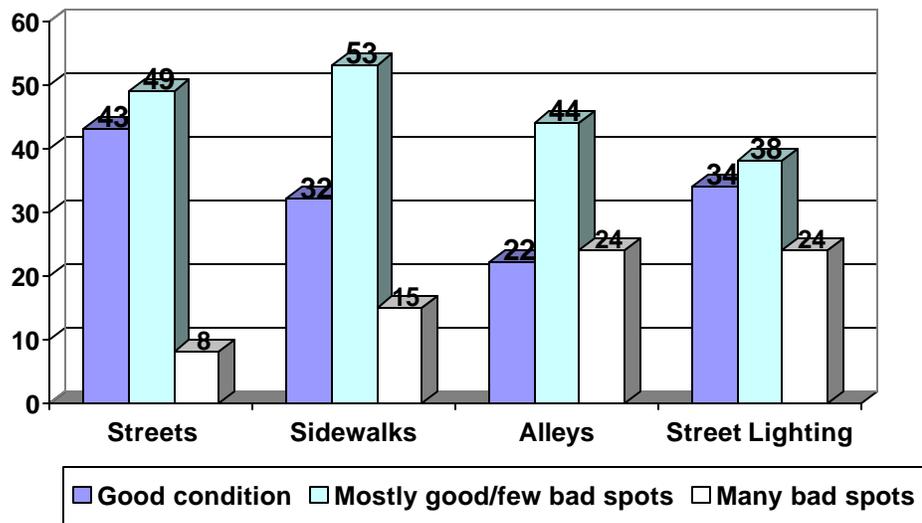
Santa Monica residents have generally positive feelings about the maintenance of streets, sidewalks alleys, and street lighting in their neighborhoods.

Street
Maintenance

In fact, **two-thirds or more say that streets, sidewalks alleys, and street lighting in their neighborhoods are “in good condition all over” or are “mostly good but with a few bad spots here or there.”** Only about 15 to 25 percent say these items “have many bad spots.”

As shown in [Figure 6](#), streets are most likely to be seen as being in good condition all over (43 percent), with alleys least likely to be considered in good condition (22 percent). Alleys and street lighting are most likely to be seen as having many bad spots (both at 24 percent).

Figure 6: Condition of Streets, Sidewalks, Alleys, and Street Lighting



There are a few interesting differences in how sub-groups responded to these questions:

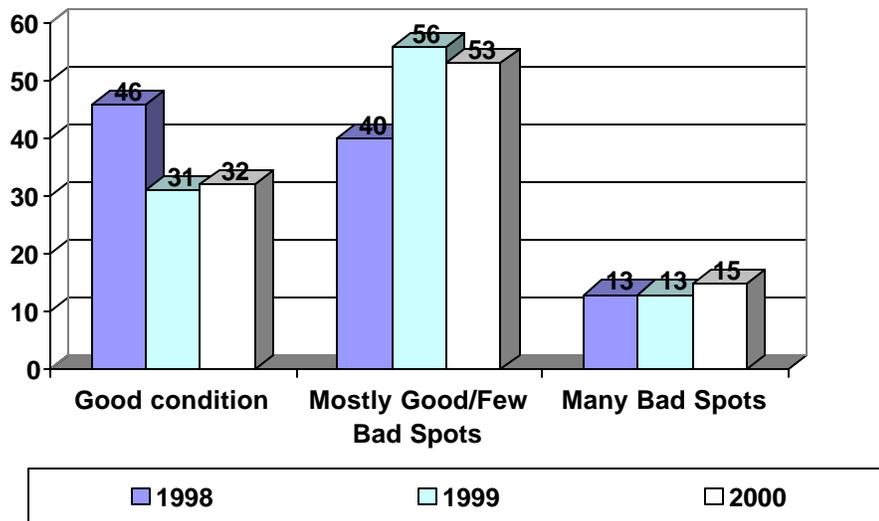
- Dissatisfaction with sidewalks appears to be highest among long-time residents (21 percent say their neighborhood has “many bad spots”), in the 91404 Pico neighborhood (20 percent), among homeowners (22 percent), and among those age 50+ (about 22 percent).
- Dissatisfaction with alleys is highest among 50+ men (39 percent) and long-time residents (29 percent).
- Dissatisfaction with street lights is highest in zip code 90401 (42 percent), and east of Lincoln Blvd. in zip code 90405 (36 percent).
- Dissatisfaction with street maintenance is slightly higher in 90405 (Ocean Park) at 11 percent compared to other areas of the city.

Comparing results from the 1999 study to the current study, we see only small differences that are not statistically significant. However, there have been significant changes from 1998 in two areas: sidewalk maintenance and alley maintenance.

As shown in [Figure 7](#), between 1998 and 1999, and continuing in 2000, there was a sharp decline in the fraction rating sidewalks as being in “good condition all over,” and a hike in the fraction who said sidewalks were “mostly good but with a few bad spots.”

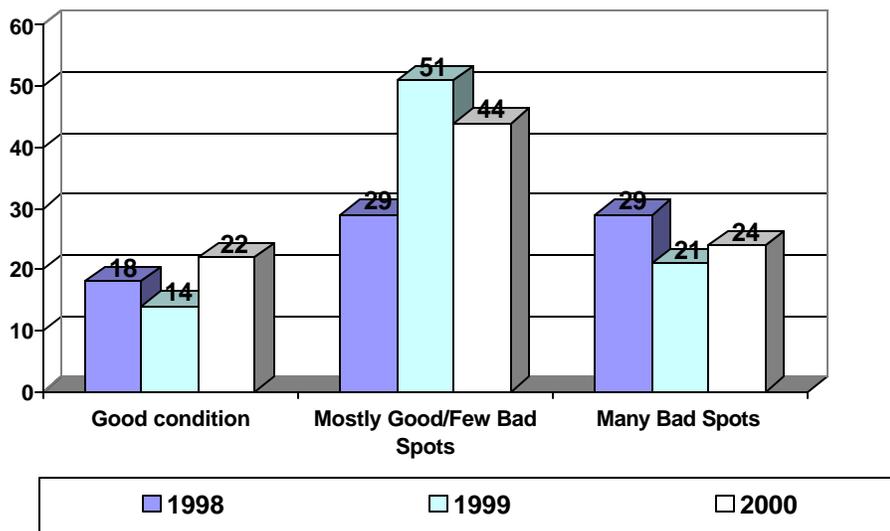
*Change in
Sidewalk
Maintenance
Ratings
Over Time*

Figure 7: Changes in Rating of Sidewalk Maintenance: 1998-2000



In [Figure 8](#), we see there was a sharp rise between 1998 and 1999 in the fraction who said that the alleys in their neighborhood were “mostly good but with a few bad spots.” That rise moderated somewhat in 2000, but it is still significantly higher than in 1998.

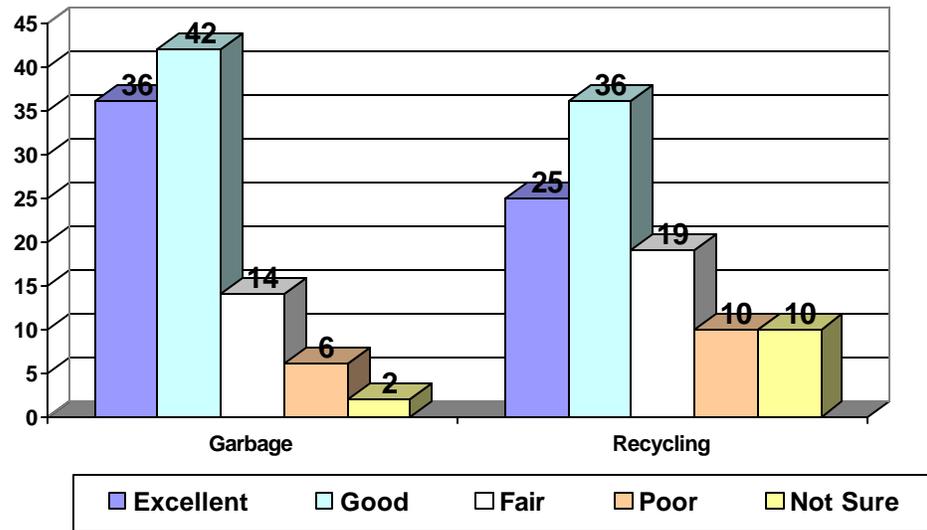
Figure 8: Changes in Rating of Alley Maintenance: 1998-2000



Waste Collection and Recycling

Santa Monica residents have very positive ratings for garbage collection, and slightly lower, but still favorable, ratings for recycling services. As shown in [Figure 9](#), **78 percent say that their garbage collection service is “excellent” or “good.”** A lower, but still sizable majority of **61 percent say their recycling collection service is “excellent” or “good.”** Only 20 percent rate their garbage collection services negatively (“fair” or “poor”), while 29 percent rate their recycling services negatively. In addition, residents are more likely to be unable to rate recycling compared to garbage services. This lack of familiarity is found mostly among renters.

Figure 9: Job Ratings for Garbage Collection and Recycling Collection

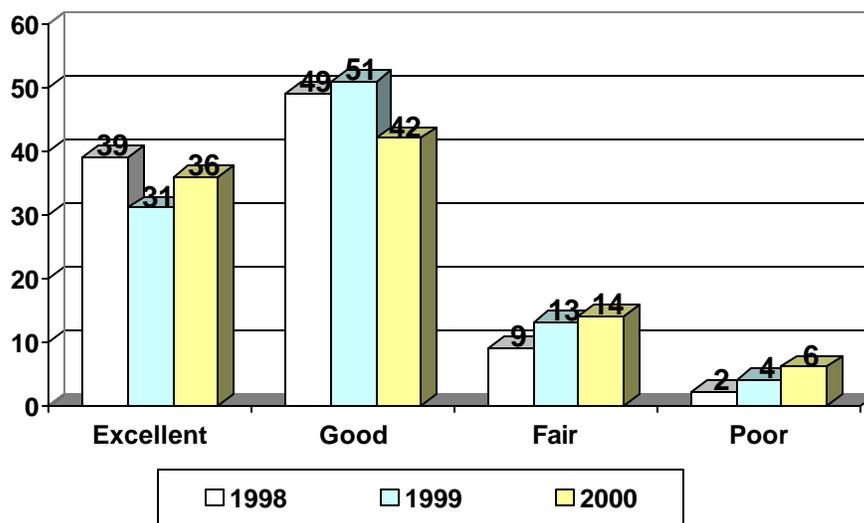


- Satisfaction with recycling services is lower among men under age 50 (53 percent), renters (who are much less familiar with this service), and in areas where there a lot of renters (90401 and 90404).

Changes in Ratings for Garbage Collection Services

In comparing 1998, 1999, and 2000 results, we do see a statistically significant difference in response to the question about garbage collection services. As shown in [Figure 10](#), the “good” ratings for garage collection have declined significantly since 1998, while the “fair” ratings have increased significantly. There was no significant change in ratings for recycling between 1999 and 2000, and the question was apparently not asked in 1998.

Figure 10: Garbage Collection Service Ratings: 1999 - 2000



Parks And Recreation Facilities and Services

Nearly three in five residents, (58 percent), say they have used a Santa Monica park, recreation facility, or recreation program in the past year. In 1998, 61 percent said they used park facilities, and in 1999, 63 percent said they had used these facilities. These differences are not statistically significant.

There were some interesting differences in the 2000 study about who specifically is most likely to use park and recreation facilities:

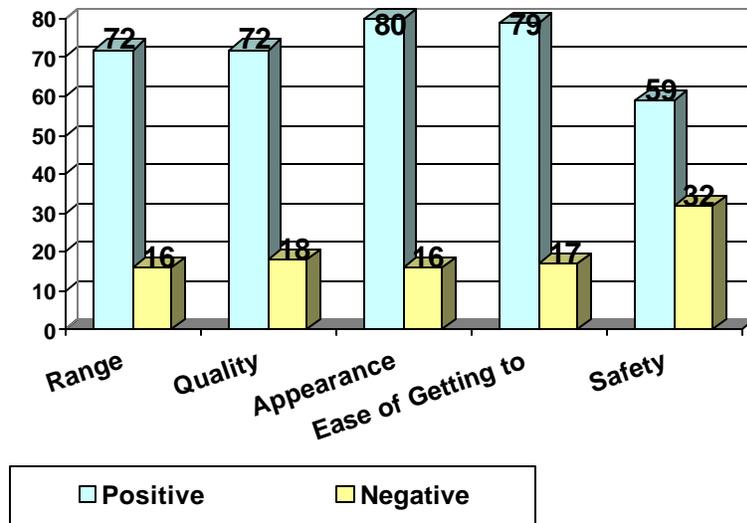
- Two-thirds of men (66 percent) in Santa Monica use the parks, compared to 51 percent of women. Women over 50 (45 percent) were the least likely to have visited a park facility.
- Parents are far more likely to use the parks (80 percent) compared to non-parents (52 percent).
- Park usage seems to rise with income: from 50 percent of those with incomes under \$40,000 per year to 71 percent of those with incomes above \$125,000.

Who Uses The Parks?

Santa Monica residents give very positive ratings for Santa Monica park facilities and services. Seventy-two percent say the “range or variety of Santa Monica’s recreation opportunities” are “excellent” or “good,” and similar fractions rate the “quality” of Santa Monica parks positively. Even higher fractions, about 80 percent, rate the “appearance” and “ease of getting to” the city’s parks positively.

However, as shown in [Figure 11](#), a lesser majority, **59 percent**, rates the “**safety**” of the city’s parks positively, with 26 percent who rate park safety as “fair” and 6 percent who rate it as “poor.”

Figure 11: Positive and Negative Ratings for Parks and Recreation Services



There were some important differences in response to these questions by sub-groups, including the following:

Range and Variety of Park Services:

- Among those who have used the city’s parks, fully 81 percent have a positive opinion of the range of these services, with just 17 percent who have a negative opinion. Among non-users of the parks, 58 percent offer a positive rating, 17 percent offer a negative ratings, and 25 percent can’t rate the parks on this topic.
- Women under 50 are much more likely to be familiar with the range of the city’s park and recreation opportunities than other residents, and are more positive about them (80 percent).

- Familiarity with the range of recreation services declines with age: 26 percent of seniors cannot rate this item.

Quality of Park Services:

- Nearly 80 percent of those who use the parks rate their quality positively, with 17 percent of park users rating it negatively. Among those who do not use the parks, only 61 percent rated park quality positively, 18 percent rated it negatively, and 21 percent were unable to rate it.
- Ratings for the quality of parks and recreation services are more positive at lower income levels; in fact, 31 percent of those earning more than \$125,000 per year rate the quality of these services negatively, compared to just 14 percent of those earning less than \$40,000 per year.
- Negative ratings were slightly higher among Latinos at 28 percent than among other minorities (11 percent).

Appearance of Parks:

- Similarly, park users are more likely to rate park appearances positively (85 percent), compared to 73 percent of non-park users.

Ease of Getting to Parks:

- Eighty percent of park users rate the ease of getting to the city's parks positively, compared to 70 percent of non-park users.
- Eighty-six percent of those with kids at home rate the ease of getting to the parks positively, compared to 78 percent of those without kids.

Safety of Parks:

- Sixty-three percent of park users rate park safety positively, with 34 percent who rate park safety negatively. Among non-park users, 53 percent rated them positively, while 28 percent rated park safety negatively.

- Ratings for the safety of parks declines sharply with length of residency: 70 percent of those living in Santa Monica for fewer than 4 years rates park safety positively, compared to 50 percent of those living in the city for more than 15 years.

It is of interest to note that those who do not use parks are not significantly more likely than park users to offer negative ratings for the parks on any of these topics. Instead, their lower likelihood of responding positively is due to lack of familiarity with the parks. In other words, those who do not use the parks do not appear to be avoiding them out of fear, disapproval, or other negative information they have about city parks. Instead, they simply appear to be the type of people (e.g. non-parents) who do not use parks very often.

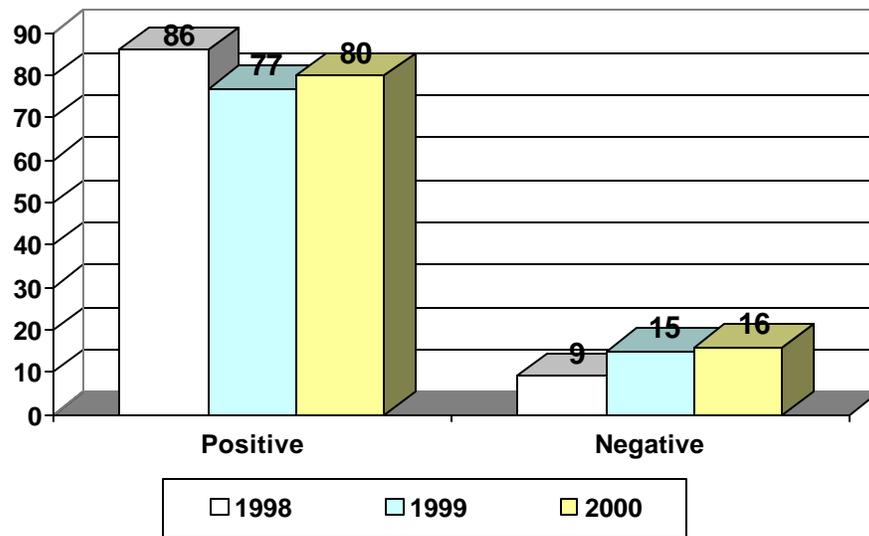
Changes in Ratings for Park Services Over Time

In comparing questions about parks in the 2000 study with the results from 1998 and 1999, we find only a few significant differences in response.

Significant differences of interest include the following:

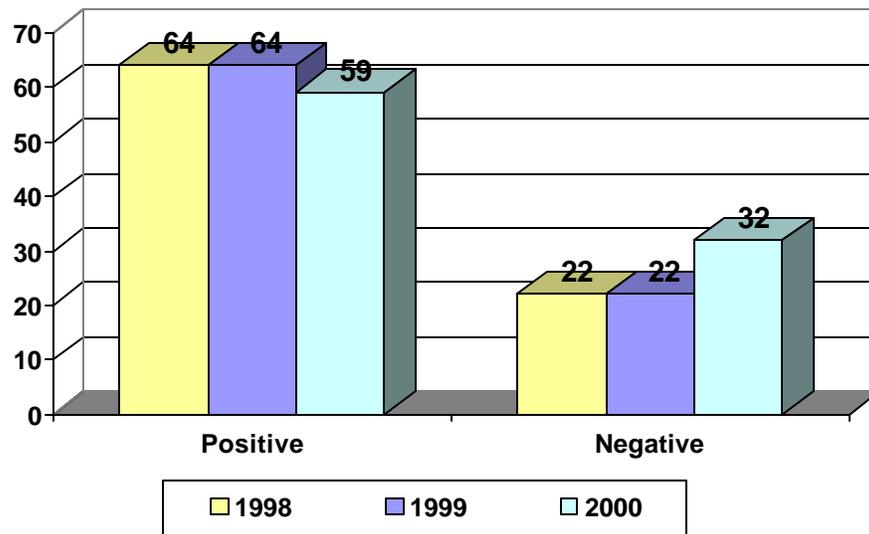
- First, as shown in [Figure 12](#), there has been a decline in positive ratings, and an increase in negative ratings, for the appearance of Santa Monica parks.

Figure 12: Comparing Park Appearance Ratings: 1998 - 2000



- Second, and more importantly, negative ratings for park safety are higher this year. As shown in [Figure 13](#), 22 percent rated park safety negatively in 1998 and 1999 (“fair” or “poor”), compared to 32 percent in 2000.

Figure 13: Comparing Park Safety Ratings: 1998-2000

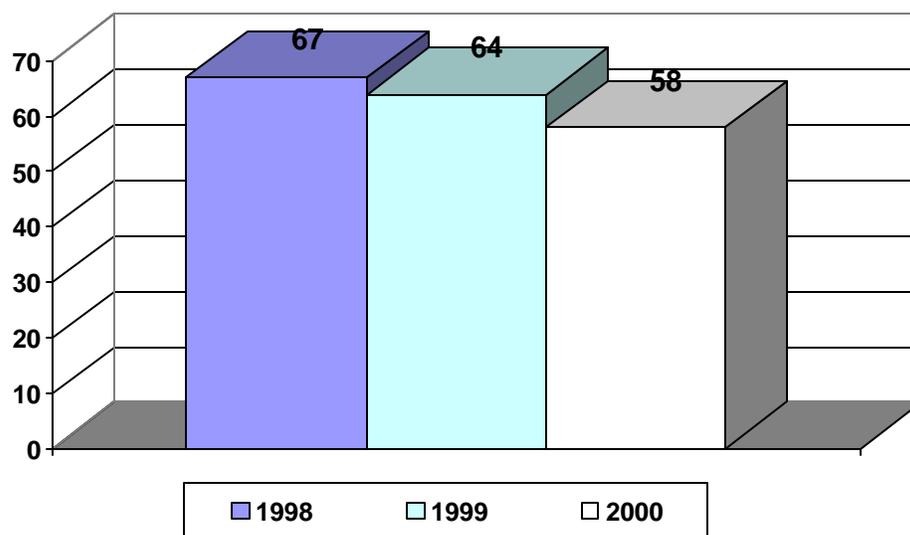


City Library Services

Library Usage

Fifty-eight percent of the city’s residents report having used the library in the past year. This compares to 64 percent in 1999 (not a significant difference) and 67 percent in 1998 (a difference that is significant). This change is shown in [Figure 14](#).

Figure 14: Percent Using Library in Past Year



Library use varies by many categories, including the following:

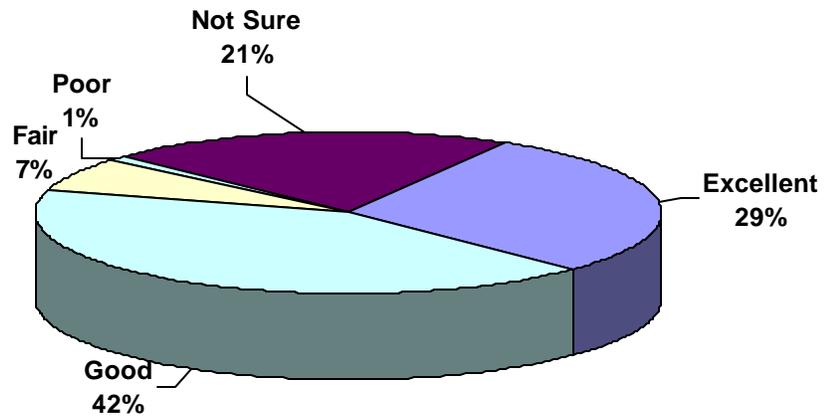
- By age/gender divides, library use is highest among women over age 50 (68 percent) and lowest among men under age 50 (50 percent).
- Library use is dramatically higher among long-time residents (68 percent) compared to newcomers (40 percent).
- Parks users are also more likely to be library users: 66 percent of those who use parks have also used libraries, while only 49 percent of those who do not use city parks have used the library.
- Library use is lower among those who live alone (52 percent) compared to those who live with others (about 64 percent).
- Parents use the library at far higher rates (73 percent) than non-parents (54 percent).
- Library use is lowest among those under 40 (46 percent), compared to about 65 percent for 40+ residents.

Who Uses the Public Library?

Ratings For Library Services

Seventy-one percent rate the city's libraries as doing an "excellent" or "good" job, with only 8 percent who rate the city's libraries poorly. (See Figure 15.) Note that 21 percent cannot rate the library.

Figure 15: Rating Santa Monica Public Library Services

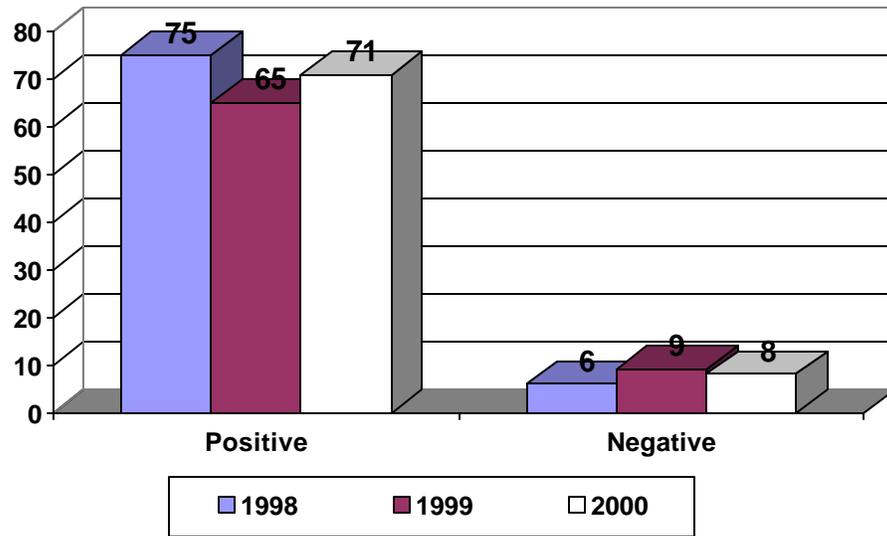


Variations in ratings for the library include the following:

- Among actual library users (59 percent of residents), the library receives a 90 percent positive rating.
- Unlike most other city services, ratings for libraries get more positive with length of residency in Santa Monica. Eight of ten long-time residents rate libraries positively, compared to 52 percent of newcomers (4 years or less). As noted above, the reason for this difference is that newcomers are much less familiar with the library. In fact, only 42 percent of the newcomers can rate the library.
- Positive ratings for the library are lower among those under 39 and those without children for the same reason.

There have been no significant differences in ratings for the library system since 1999, as shown in [Figure 16](#).

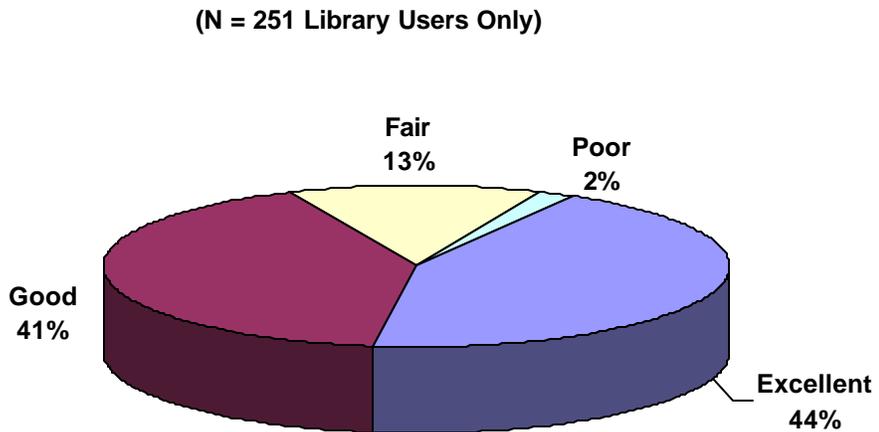
Figure 16: Rating of Santa Monica Public Library Services



*Ratings For
Availability Of
Library
Materials*

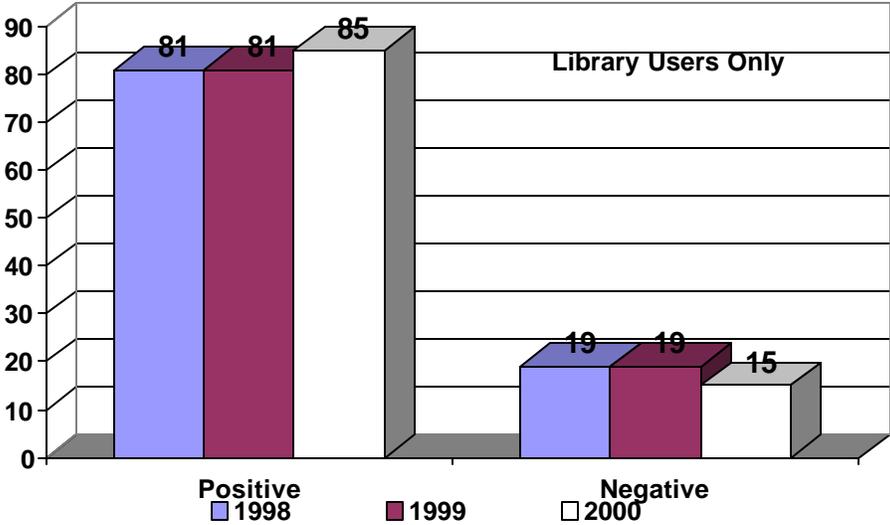
Among those who actually use the library, 85 percent say that the availability of materials they wanted was “excellent” or “good,” as shown in [Figure 17](#).

Figure 17: Rating Availability of Library Materials



Positive ratings for the availability of library materials have not increased since 1998, as shown in [Figure 18](#).

Figure 18: Rating of Availability of Library Materials: 1998-2000



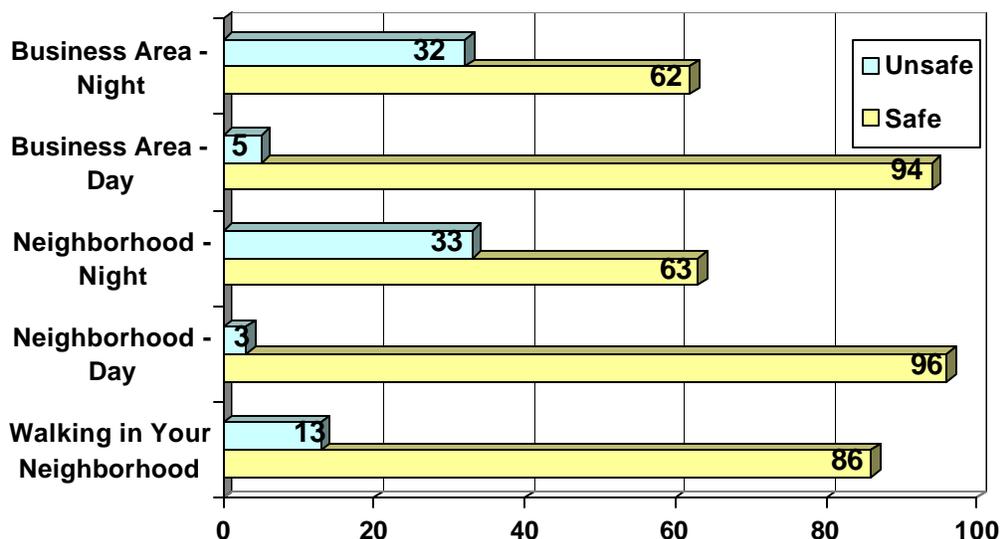
Public Safety

Santa Monica residents give the Police and Fire Departments very positive ratings for both emergency and non-emergency responses, and we saw above on Page 4 that crime does not dominate the list of concerns residents have about life in the city.

*Sense of Safety
When Walking*

In fact, residents generally feel quite safe in Santa Monica, with a majority saying they feel at least “reasonably” safe when walking in their neighborhoods even at night. (See [Figure 19](#).)

Figure 19: Do You Feel Safe or Unsafe Walking....

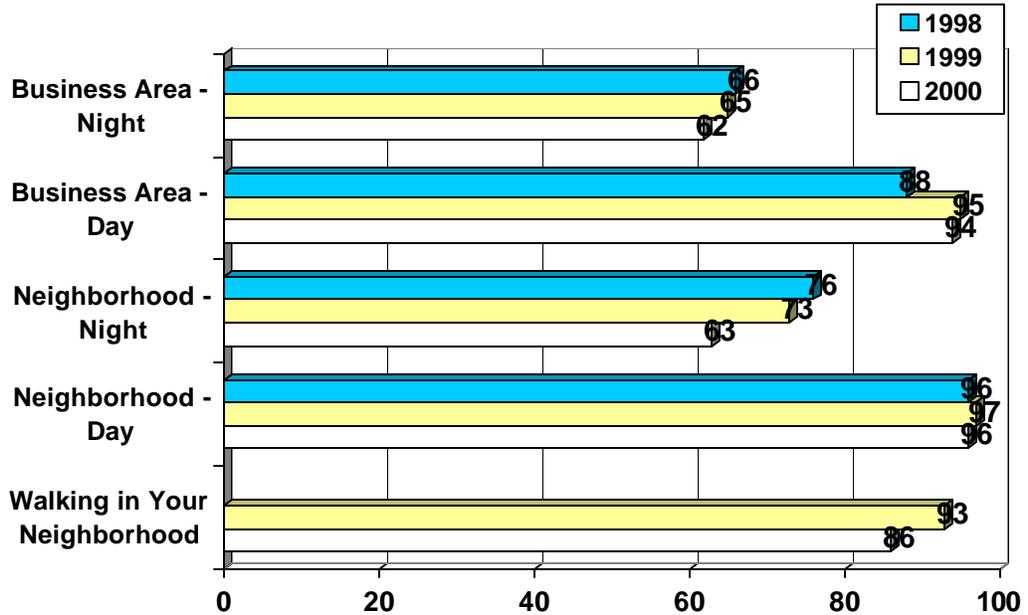


- Men in general feel safer than women, especially when it comes to walking after dark. For example, 79 percent of men feel safe walking in their neighborhoods after dark, compared to 51 percent of women.
- Newcomers feel safer walking in their neighborhoods after dark than long-time residents (70 percent to 58 percent).
- Eighty-eight percent of whites feel safe walking in their neighborhoods, compared to 70 percent of Latinos.

There were statistically significant declines in perceptions of safety between 1999 and 2000 when it comes to walking alone in one's neighborhood in general (from 93 percent who felt safe to 86 percent), and from 1998 to 2000 in walking alone in one's neighborhood specifically after dark (from 76 percent who felt safe to 63 percent). These changes are seen in [Figure 20](#).

Change in Perception of Safety over Time

Figure 20: Percent Who Feel Safe: 1999 and 2000.



Victims of Crime

Eight out of a hundred Santa Monica residents report having been a victim of crime in the past year, including:

- 25 percent of those who live in zip code 90401 (caution: only about 6 percent of the sample, or 24 people, lived in that zip code), and
- 9 percent of whites compared to just 2 percent of Latinos.

This overall 8 percent figure is nearly identical to the 10 percent reported in 1998 and the 11 percent reported last year.

Reporting Crime to the Police

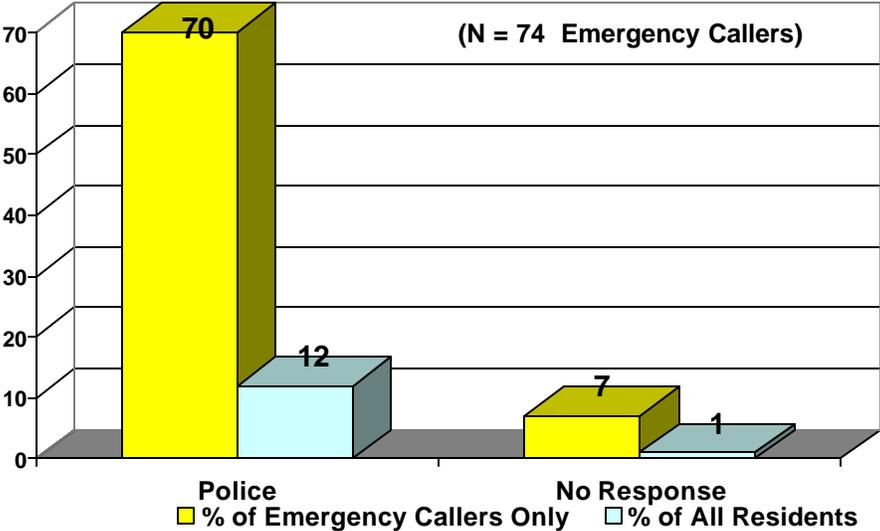
Sixty-four percent of those who were victims of crime reported that crime to the police. In 1998 the figure was 55 percent, and in 1999 the figure was 76 percent. However, with these small sample sizes of crime victims, these differences are not statistically significant.

Making Emergency Calls

In total, 17 percent of Santa Monica residents say they called the Police or Fire Department, or dialed 911 in an emergency in the past year. This compares to 15 percent in 1999 and 1998 who called one of these agencies in an emergency.

As shown in [Figure 21](#), the Police Department was the one contacted most frequently by people in an emergency. Seventy percent of those calling in an emergency called the Police, and 41 percent called the Fire Department or for a Fire Department ambulance. Another 7 percent said that no one responded to their call. Looking at all residents, about 12 percent called the Police Department in an emergency, and 7 percent called the Fire Department. (Some people called both.) About 1 percent overall said that no one responded to their emergency call.

Figure 21: Who Responded to Emergency Call?



Ratings for the Santa Monica Police Department: on Addressing Neighborhood Concerns

The survey then asked residents to rate the Police Department on several general scales, and then for several specific services.

First, the survey asked residents to rate the police on the job it does addressing neighborhood concerns. **Fully 75 percent rate the police positively (25 percent “excellent” rating and 50 percent “good” rating), and just 19 percent give the police a negative rating (14 percent “fair” and 5 percent “poor”) for addressing neighborhood concerns.**

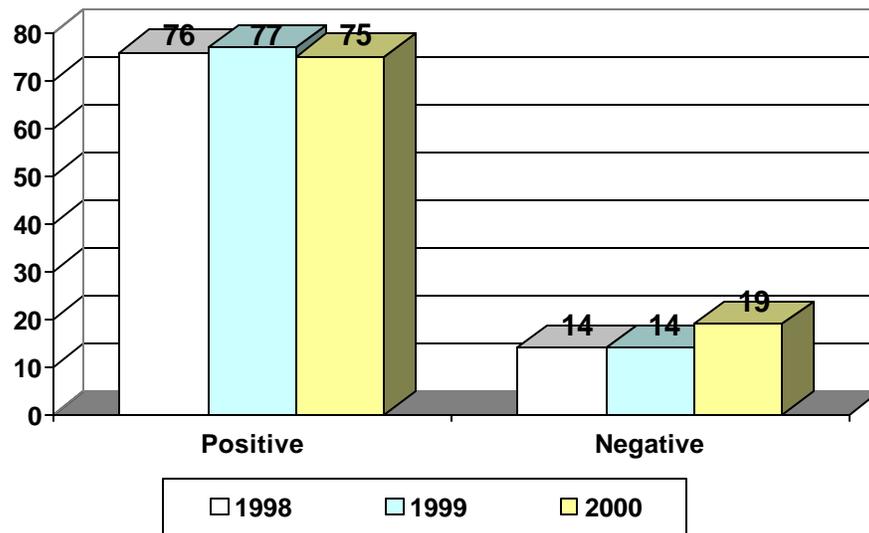
Significant differences in response to this question include the following:

- Victims of crime are less likely to give the police a positive rating for addressing neighborhood concerns: 58 percent of them rate the police positively in this area, compared to 76 percent of those who have not been a victim of crime.

- Positive ratings in this area also increase with age, from 70 percent positive among those under age 35 to 85 percent positive among seniors.
- Negative ratings for addressing neighborhood concerns appear somewhat higher among the most affluent: 27 percent of those earning \$125,000 a year or more give the police negative ratings for addressing neighborhood concerns, compared to 11 percent of those earning less than \$40,000 annually.

As shown in [Figure 22](#), there has been a small but significant increase in negative ratings over the past year for how the Police Department addresses neighborhood concerns.

Figure 22: Rating the S.M.P.D. on Addressing Neighborhood Concerns: 1998 - 2000



*Rating
Enforcement
of Traffic
Laws*

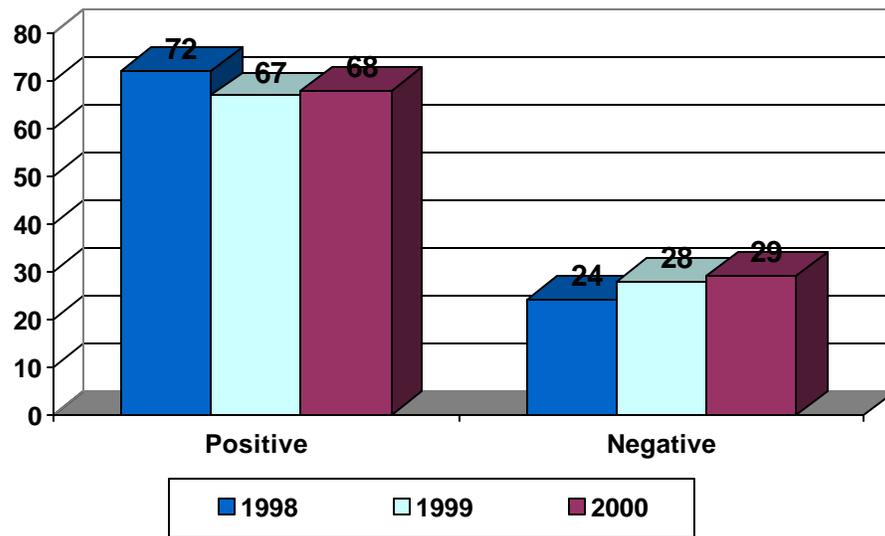
The survey also asked residents to rate the city for enforcement of traffic laws in Santa Monica. **Ratings for traffic enforcement were slightly less positive than the ratings for addressing neighborhood concerns: 68 percent rated the city positively for traffic enforcement** (19 percent “excellent” and 49 percent “good”) and 29 percent rated the city negatively in this area (18 percent “fair” and 11 percent “poor”).

Significant differences in responses include:

- A positive rating from 60 percent of those who have had some kind of non-emergency contact with the police, compared to 71 percent of those who have not.
- Eighty-four percent of Latinos rate the enforcement of traffic laws positively, compared to 67 percent of whites.

Comparing responses to this question since 1998, there have been no significant changes over time. (See [Figure 23](#).)

Figure 23: Rating the City for the Enforcement of Traffic Laws: 1998 - 2000

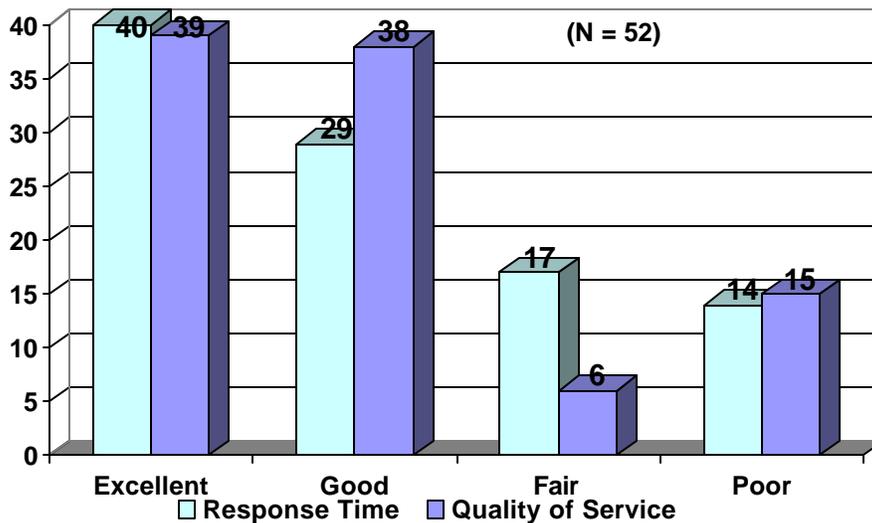


We also asked residents to rate the Police Department for the emergency as well as the non-emergency service they received.

*Ratings for
Emergency
Call
Response*

Of those who called the police in an emergency, most gave the police positive ratings for both their response time (69 percent positive) and for the quality of services they received (77 percent positive).

Figure 24: Rating Police Response Time and Quality of Service for Emergency Contacts



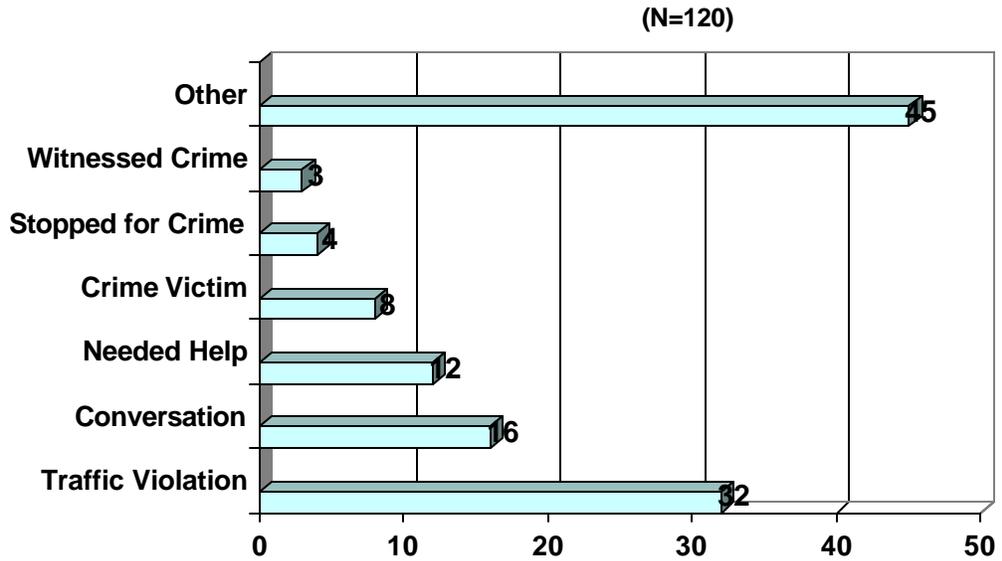
Non-Emergency Calls

Fully 28 percent of the city’s residents said they called the police for non-emergency purposes in the last year. Rates of contact with the police for non-emergency purposes appear lower among seniors: only 16 percent of seniors report such contacts, compared to 28 percent overall and roughly 30 percent of all those under age 65.

Reasons for Non-Emergency Calls

When asked to volunteer the reason for their non-emergency call to the police, residents offered a variety of reasons, as shown in [Figure 25](#).

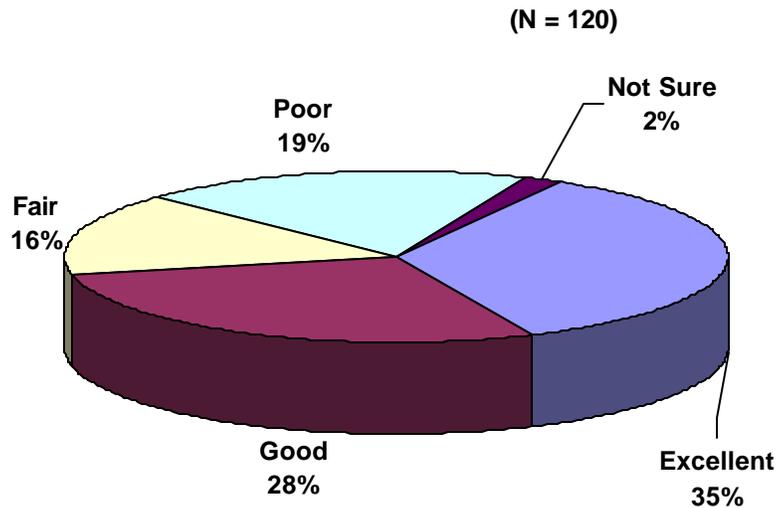
Figure 25: Nature of Non-Emergency Contacts with Police



*Ratings for
Non-
Emergency
Call Response*

Of those who called the police for a non-emergency problem, 63 percent rate the response positively, with 35 percent who rated the response as “fair” or “poor.” (See [Figure 26](#).)

Figure 26: Satisfaction with How Police Handled Non-Emergency Contact

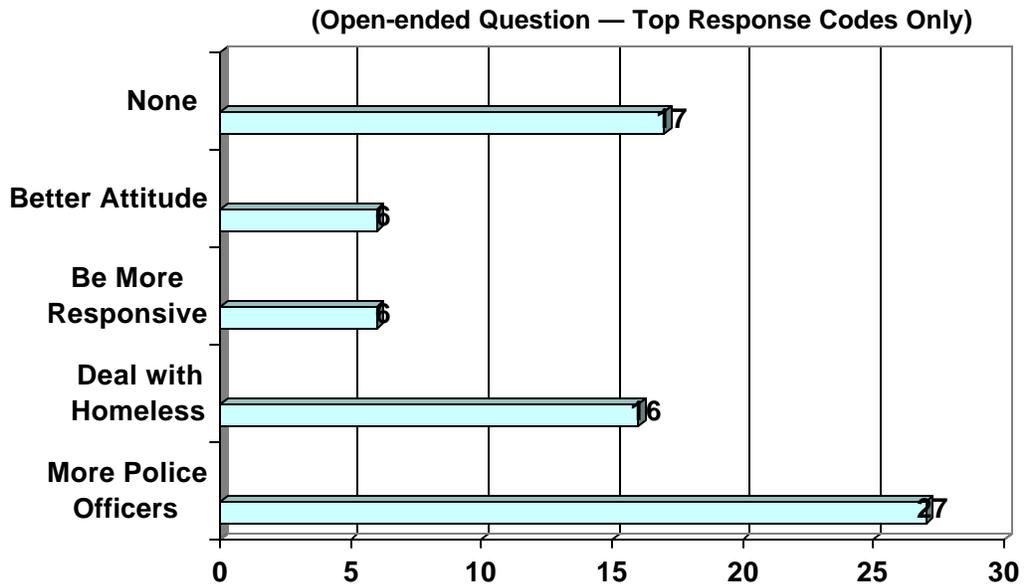


- Positive ratings for non-emergency police contacts were highest among residents in zip code 90405 (Ocean Park) at 76 percent, and lowest among residents in zip code 90403 (north of Wilshire) at 48 percent).
- Positive ratings for non-emergency police contacts were also higher among members of neighborhood associations (82 percent) compared to those who are not members of associations (58 percent).

In a final question about police issues, we asked residents to suggest some things that the Police Department could do “to improve its services.”

As shown in Figure 27, the most frequent response offered was to increase the number of police officers on the street (27 percent). Another 16 percent suggested that the police do a better job dealing with the homeless.

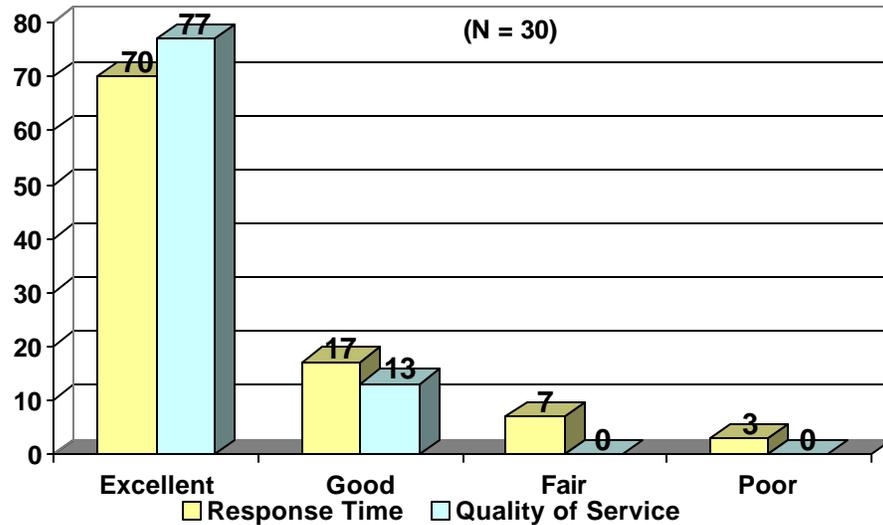
Figure 27: What Could the S.M.P.D. Do to Improve Services?



The survey also asked residents who had called the Fire Department in an emergency to rate the response time for and quality of their interaction with the Fire Department. As noted on page 21, seven percent of Santa Monica residents called the Fire Department in an emergency.

Of those who called the Fire Department in an emergency, 87 percent rated the response time positively, and 90 percent gave a positive rating for the quality of service they received.

Figure 28: Rating S.M.F.D. Emergency Response Time and Quality of Service



HOW THE CITY COMMUNICATES WITH RESIDENTS

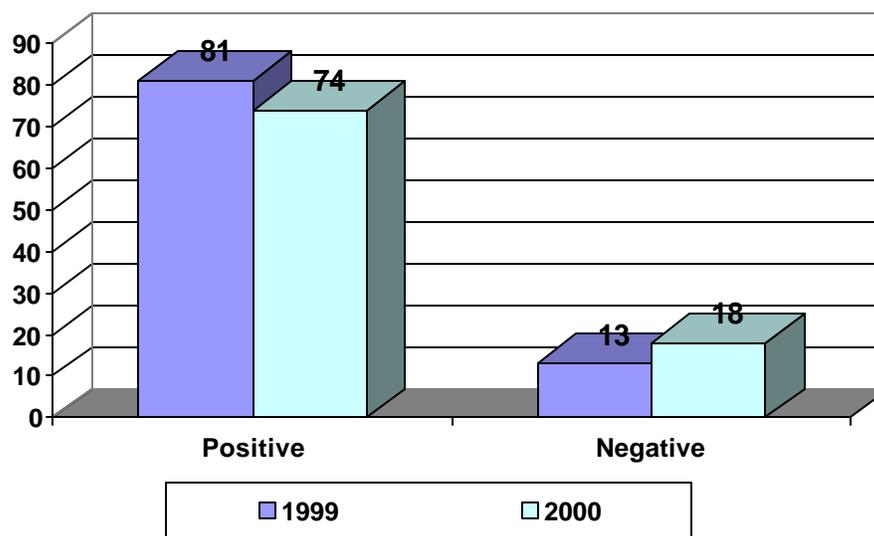
Communicating with Residents

Three of four (75 percent) are satisfied with “the City’s efforts to communicate with Santa Monica residents through newsletters, the Internet, and other means.” Only 18 percent express dissatisfaction. As shown in [Figure 29](#), while the vast majority express satisfaction with city communication efforts, there has been a small but significant decline in positive responses to this question since 1999.

The decline seems to be most evident in the following populations:

- Among Latinos, only 11 percent expressed dissatisfaction in 1999, compared to 19 percent in 2000.
- Among single-family households, dissatisfaction rose from 8 percent to 15 percent.

Figure 29: Rating the City for Communicating for Residents: 1999 - 2000

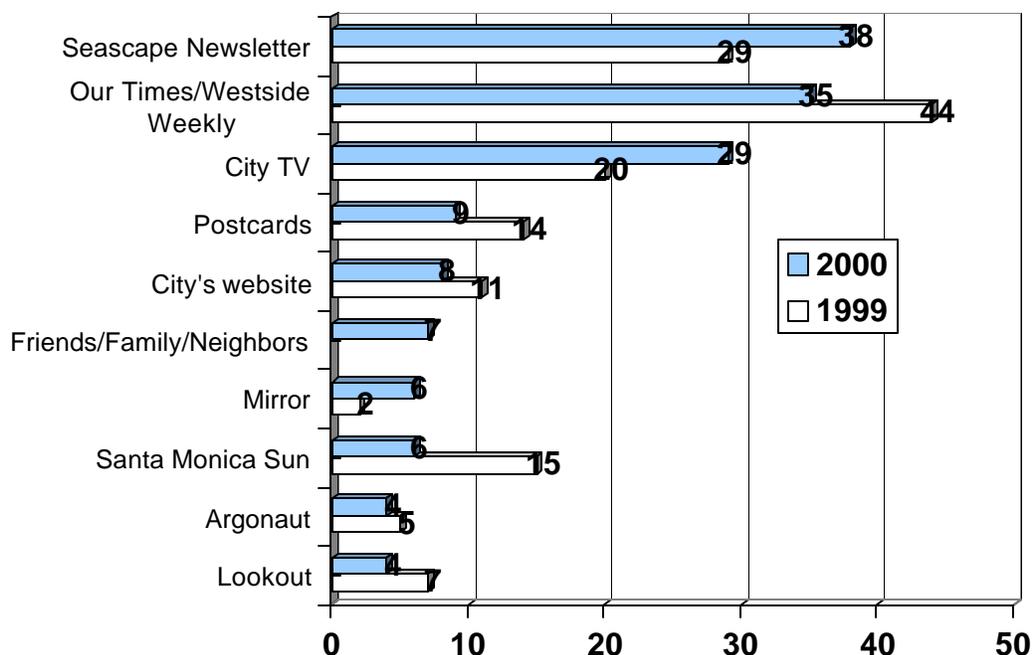


- Satisfaction with the city’s communication efforts declines with length of residency: 83 percent of those in the city fewer than four years were satisfied with how the city communicated with residents, compared to 67 percent of those who have lived in Santa Monica 15 years or more.
- Satisfaction is higher among renters (79 percent) than homeowners (66 percent).

Information Sources About City News And Events

The Seascap newsletter, the Westside supplement in the Los Angeles Times, and City TV rank as Santa Monica residents’ top three sources of information about their city. After these sources, residents identify special postcard mailings, the City’s website and word of mouth via friends, family and neighbors as the next group of resources they use for city news (See [Figure 30](#)). One in ten residents (10%) either did not know or did not cite the source of his/her information about the City.

Figure 30: Sources of City Information (Top Responses)



We observed the following significant differences in the information sources used by particular demographic groups.

- Men over age 50 were the least likely to read the Seascope newsletter (21%). This same group of men was the most likely to watch City TV (38%).
- In general, women were more likely than men to read the Seascope newsletter (44% to 29%).

Comparing residents' sources of information from 1999 to 2000, we note a few significant changes:

- The Seascope newsletter attracts more readers in 2000 (38%) than it did in 1999 (29%).

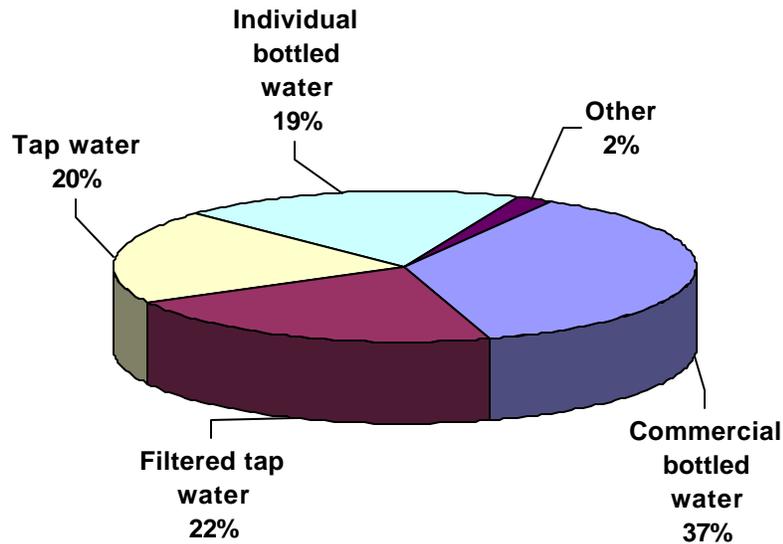
- City TV attracts more viewers in 2000 (29%) than it did in 1999 (20%).
- The *Los Angeles Times* supplements *Our Times* (the former supplement) and *Westside Weekly* (the current supplement) do not attain the same level of readership in 2000 (35% combined) that the supplement (*Our Times*) attracted in 1999 (44%), when it was the top source of information for Santa Monica residents. However, this may partly result from residents' unfamiliarity with the name of their new neighborhood supplement in the *Los Angeles Times*.
- The fraction citing the *Santa Monica Sun* as the source of their local news fell from 1999 (15%) to 2000 (6%).
- While reported use of the city's web site fell from 11 percent to 8 percent, that difference is not statistically significant.

TAP VERSUS BOTTLED WATER USAGE

Tap Vs.
Bottled
Water
Usage

The vast majority of Santa Monica residents consumes some type of filtered or bottled water, while only a small fraction drinks unfiltered tap water. More than three out of four residents drink commercial bottled water (37%), filtered tap water (22%), or individual bottled water (19%). By contrast, only one in five residents (20%) drinks tap water (See [Figure 31](#)).

Figure 31: Drinking Water Habits



We discovered some interesting patterns in the drinking water preferences of particular demographic groups:

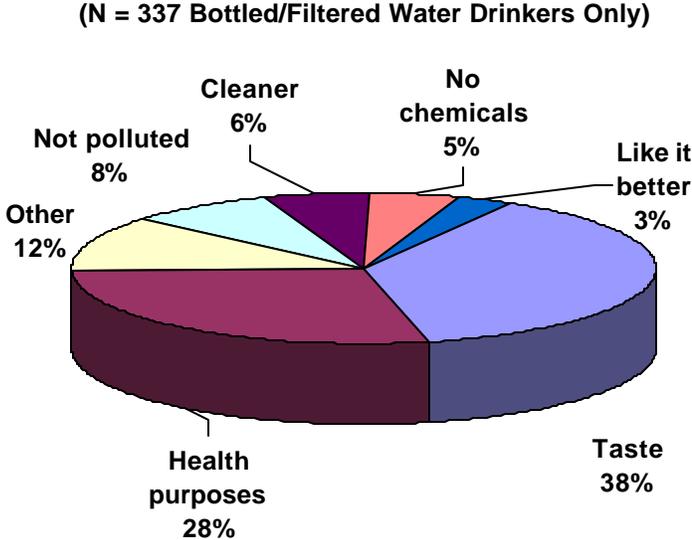
- Residents of the city’s most affluent zip code, 90402 (North of Montana), rank as the group most likely to drink tap water (39%).
- Women between the ages of 18 and 49 years are the most likely to drink individual bottled water (29%).
- Tap water drinking increases with age, with residents over 65 years being the most likely to consume tap water (32%).

Reasons For Drinking Bottled Or Filtered Water

*Reasons For
Drinking
Bottled Or
Filtered
Water*

Residents who drink bottled or filtered water most often cite taste (38%) as the reason for their water preferences (See [Figure 32](#)). Health purposes (28%), not polluted (8%), cleaner (6%), and no chemicals (5%) follow taste as the main reasons residents choose an alternative to tap water. A small fraction of residents (3%) say they just like bottled/filtered water better, while the remainder of residents (12%) chose some other reason for consuming filtered/bottled water.

Figure 32: Reasons For Drinking Water Habits



Residents with children exhibit the most distinctive motivations for drinking either filtered or bottled water instead of tap water:

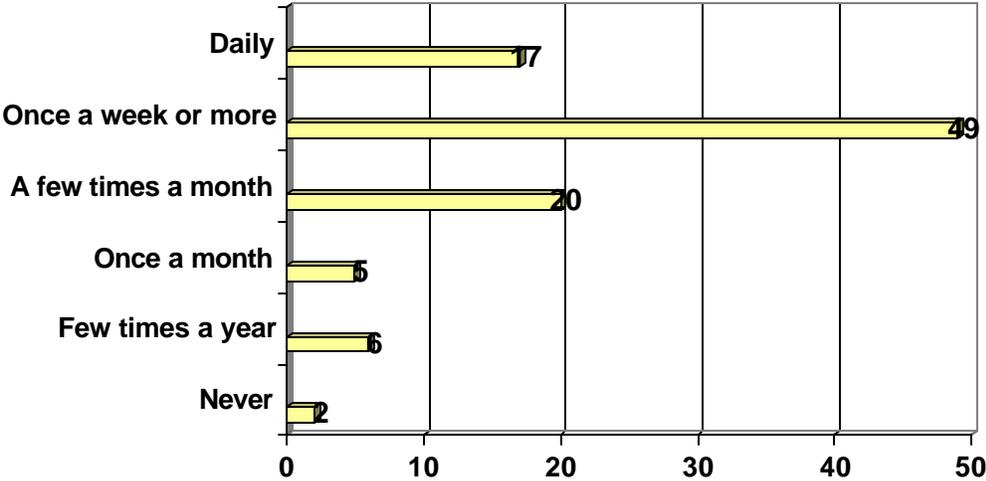
- Residents with children are far less likely to drink bottled or filtered water for taste (29%) than are those without children at home (41%). In addition, those with children are more likely to say they drink bottled or filtered water because it is cleaner (12%) than are other residents (4%).

VISITING DOWNTOWN SANTA MONICA

*Frequency
Of Visits To
Downtown
Santa
Monica*

Two out of three residents (66%) visit downtown Santa Monica more than one time per week. By contrast, only about one in ten residents (11%) visits downtown once a month or less (See [Figure 33](#)). Only a tiny group of the residents surveyed (7 respondents total, approximately 2% of the sample) said that they never visit downtown Santa Monica.

Figure 33: Frequency Of Visiting Downtown Santa Monica



Significant demographic differences in the frequency of visits to downtown Santa Monica include:

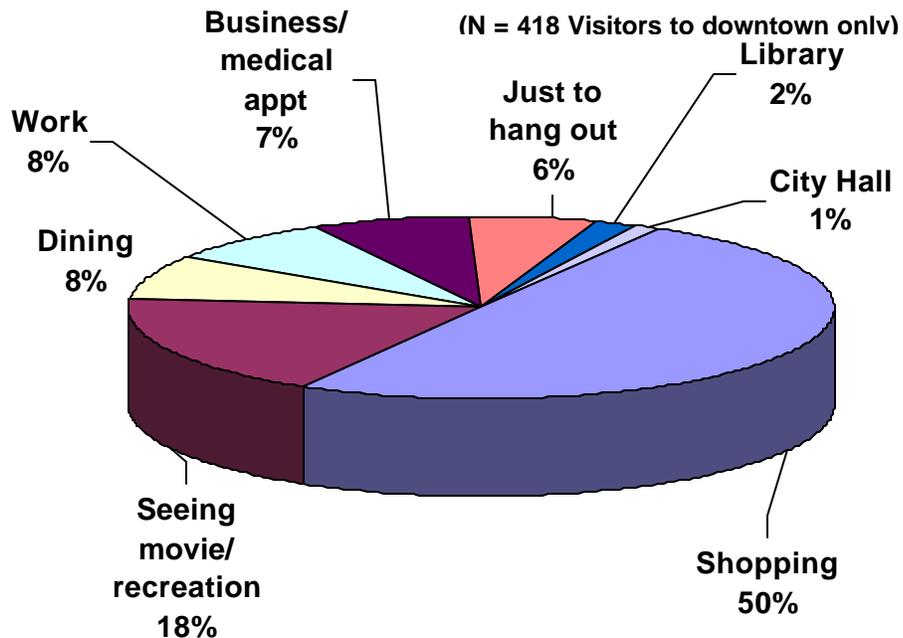
- The percentage of men visiting downtown Santa Monica daily (22%) is greater than that of women (13%).
- Residents who use either recreational facilities or the library are more likely to visit downtown daily than are those who do not utilize these resources (approximately 21% to 12% for both cases).

Reasons For Visiting Downtown Santa Monica

Reasons For Visiting Downtown Santa Monica

Shopping ranks as the top reason residents visit downtown Santa Monica. Half of all residents (50%) say shopping motivates their downtown visits (See [Figure 34](#)). In addition, residents list seeing a movie or other recreational activity (18%), dining (8%), working (8%), attending business or medical appointments (7%), or just hanging out (6%) as other reasons to journey downtown. Using the library (2%) and visiting City Hall finish out the list.

Figure 34: Reasons For Visiting Downtown Santa Monica



Motivations for visiting downtown Santa Monica differ across some demographic groups:

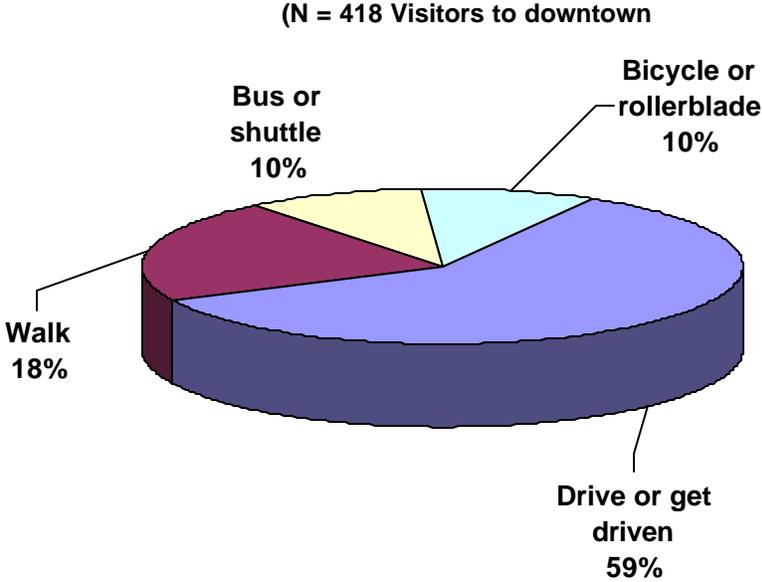
- Shopping takes women to downtown Santa Monica (57%) more often than men (41%), especially women between the ages of 18 and 49 years (63% go downtown to shop).
- Of those residents who go downtown daily, most (34%) make their trip downtown to go to work.

Transportation To Downtown Santa Monica

Mode Of Transport To Downtown Santa Monica

The vast majority of residents (68%) either drives or is driven when visiting downtown Santa Monica. Walking constitutes the second most common mode of travel to downtown, with nearly one in five (19%) residents saying he/she walks on trips to downtown. Less than one out of ten Santa Monica residents (8%) take a bus or shuttle and only a small fraction (3%) bicycle or roller blade for transportation.

Figure 35: Transportation To Downtown Santa Monica

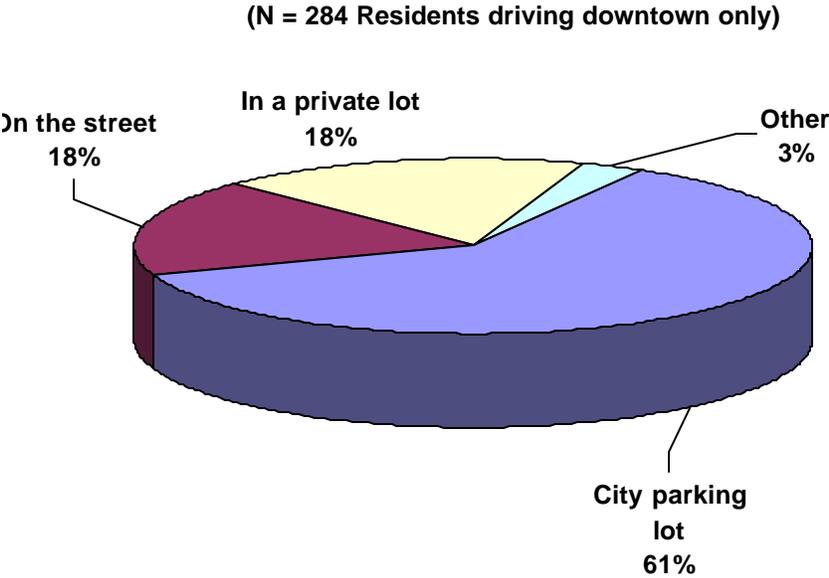


PARKING IN DOWNTOWN SANTA MONICA

When they drive or are driven to downtown Santa Monica, most residents (62%) park in one of the city parking lots (See Figure 36). Of those who choose an alternate place to park, equal proportions leave their cars either on the street (18%) or in a private parking lot (18%).

Parking Choices In Downtown

Figure 36: Parking Location In Downtown Santa Monica

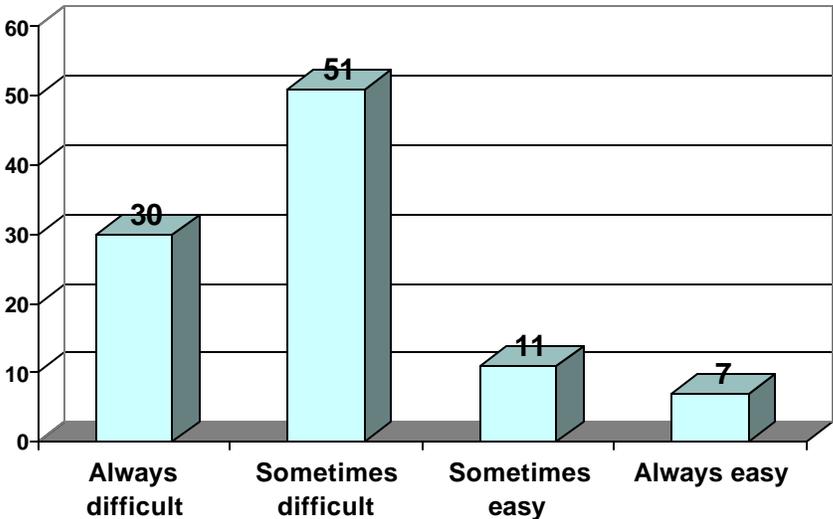


Difficulty Or Ease Of Parking In Downtown Santa Monica

Difficulty of parking downtown

When they drive to downtown, more than eight out of ten residents (81%) find parking there difficult, with nearly one-third (30%) agreeing that parking is *always* difficult there (See [Figure 37](#)).

Figure 37: Difficulty Or Ease Of Finding Parking In Downtown Santa Monica

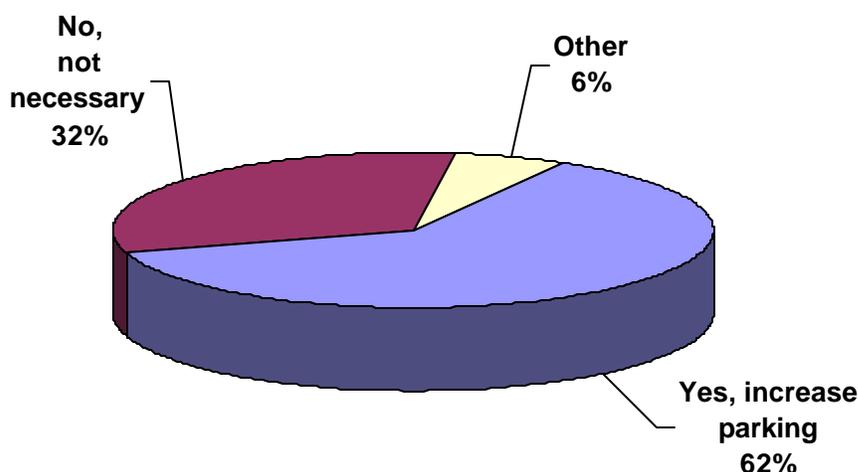


Remedies For The Parking Problem In Downtown Santa Monica

Should the City Increase Parking Downtown?

Residents were asked to consider different alternatives to address the parking problems in the downtown area. **When asked whether they feel the City needs to increase parking in the downtown area, the vast majority of residents (62%) answered in the affirmative.** (See [Figure 38.](#)) Less than one-third of residents (32%) said it is not necessary that the city increase parking downtown.

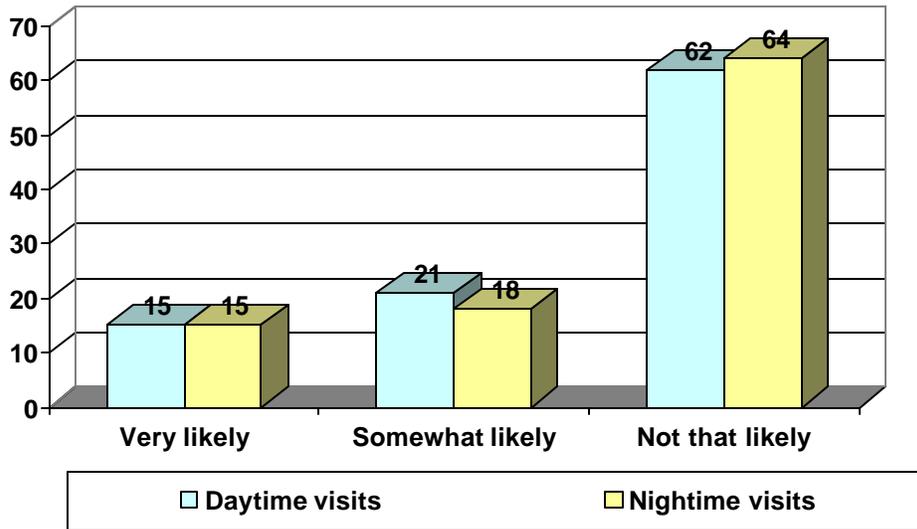
Figure 38: Should The City Increase Parking In Downtown Santa Monica?



Parking Alternative: Remote Lot With Shuttle Access To Downtown

Residents were also questioned about their willingness to park in reduced rate lots with an accompanying shuttle service located within a half mile of downtown. **Most residents (62%) claim they would not be that likely to use this parking service during daytime visits** (See [Figure 39.](#)) Only about one-third of residents (36%) would be likely to utilize this option, with only 15 percent saying they are very likely to do so. Most residents remain equally unlikely to utilize this remote lot and shuttle parking system during their nighttime visits to downtown. Again, a sizable majority of residents (64%) is not likely to use this option during the night (See [Figure 39.](#))

Figure 39: Would You Use Remote Parking Lot With Free Shuttle?

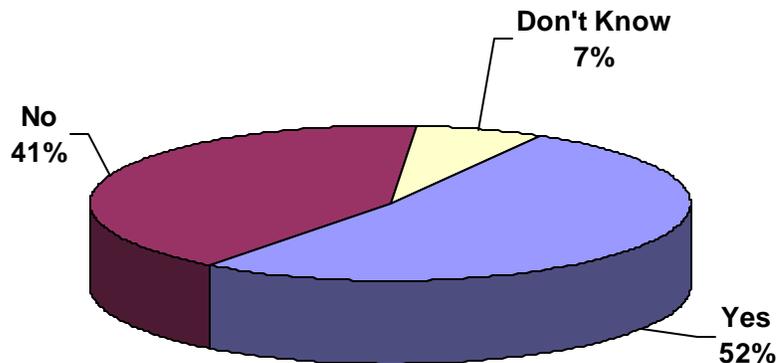


THE CITY OF SANTA MONICA ENVIRONMENTAL DIRECTORY

Receipt And Use Of The City's Environmental Booklet

Slightly more than half of Santa Monica residents (52%) recall receiving the City of Santa Monica Environmental Directory in the last year, while 42 percent of residents did not recall receiving this booklet (See [Figure 40](#)).

Figure 40: Do You Recall Receiving The Environmental Directory?

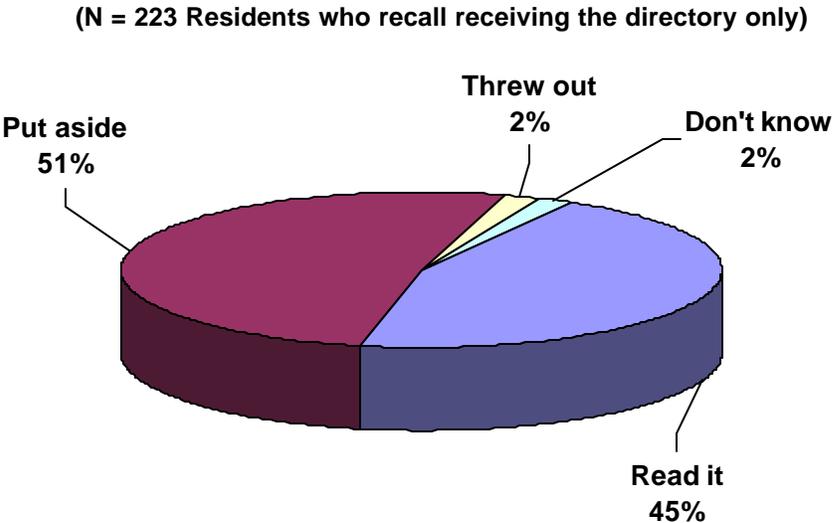


The main difference among residents in the receipt of the directory is based on length of residency:

- Those who have resided in the city less than four years are the least likely to say they remember receiving the booklet (41% say they received it, while 55% say they did not).

A slight majority (52%) of those residents who recall receiving the environmental directory claim they put it aside, while forty-five percent say they read the booklet (See [Figure 41](#)).

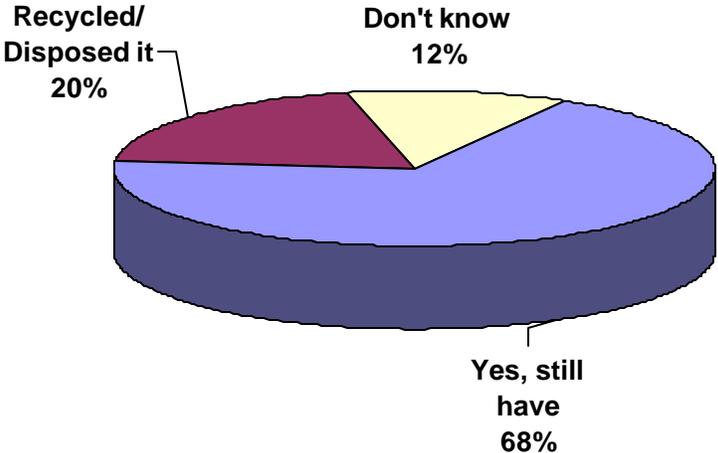
Figure 41: Did You Read Or Put Aside The Environmental Directory?



More than two-thirds (68%) of those residents who recall receiving the directory still have it, while the remainder either recycled or disposed of it (20%) or does not know (12%) its location (See [Figure 42](#)).

Figure 42: Current Location Of The Environmental Directory

(N = 223 Residents who recall receiving the directory only)

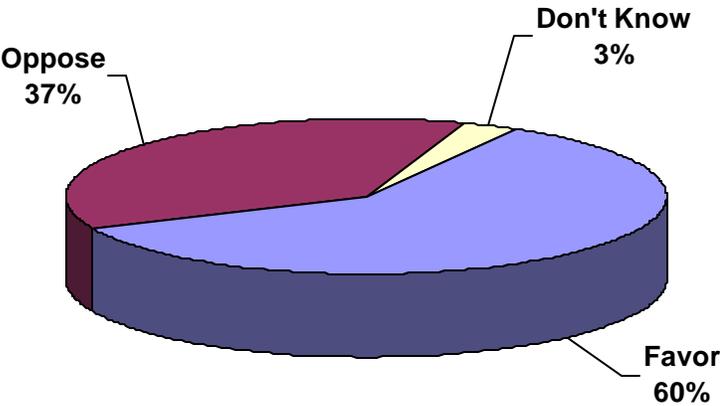


AUTOMATED RED LIGHT ENFORCEMENT SYSTEM

Automated Red Light Enforcement System

One of the final policy questions in the study focused on residents' attitudes toward an automated red light enforcement system at certain intersections in Santa Monica. When asked whether they would favor installing this type of system at key intersections in the City, **three out of five residents (60%) said they would favor this proposal** (See [Figure 43](#)). Thirty seven percent of residents would oppose the installation of this type of device.

Figure 43: Support For An Automated Red Light Enforcement System



We discovered significant differences in support for the automated red light enforcement system across distinct groups in the study:

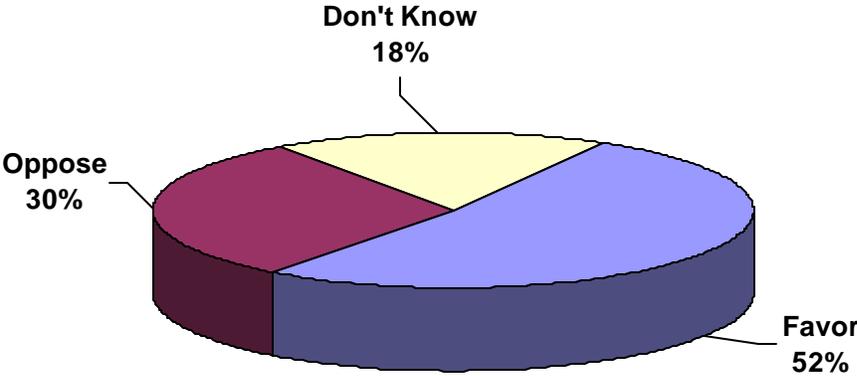
- Women are far more likely than men to favor the installation of this type of system (66% to 52%), and women over the age of 50 are the most supportive (78%).
- In general, support for this system increases with age, with older residents being more likely to favor the installation of these enforcement systems than are younger residents.

FLUORIDE IN THE DRINKING WATER IN SANTA MONICA

Fluoridation of the residential drinking water supply

The final policy question in the study addressed residents' attitudes toward fluoridation of the residential drinking water supply in Santa Monica. **A slim majority of residents (52%) supports drinking water fluoridation,** while a little less than one-third of residents would oppose such a plan. (See [Figure 44.](#)) Nearly one in five people (18%) volunteered a don't know response to this inquiry.

Figure 44: Support For Fluoride in The Residential Drinking Water Supply



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 reviews the marginal frequencies for these demographics in graphical form.

There was only one statistically significant change in the demographic findings from 1999 to 2000: an increase in the fraction who said they have lived in Santa Monica for 14 years or more from 35 percent to 44 percent. (See [Figure 45](#).)

Figure 45: Length of Residence in Santa Monica

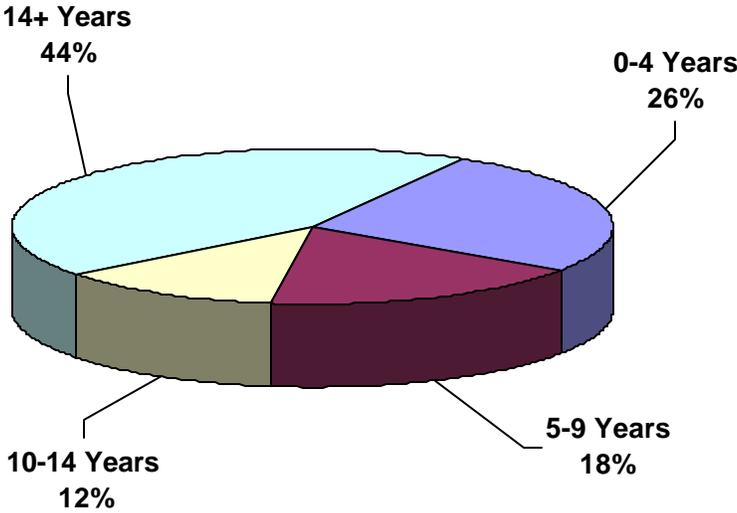
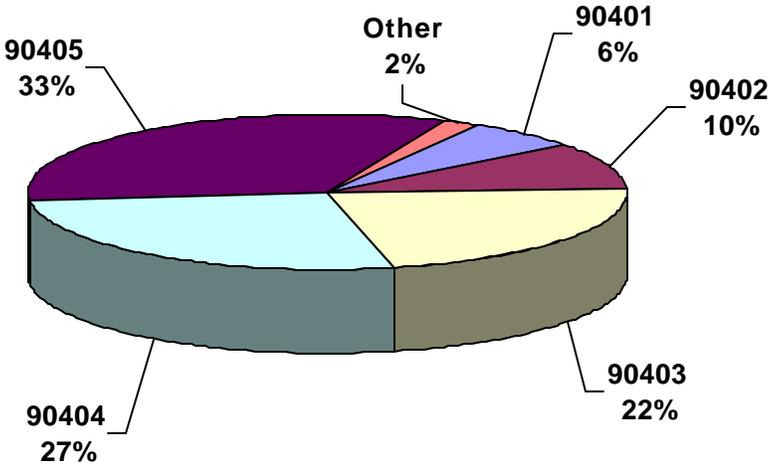


Figure 46: Zip Codes



90401
Downtown
N=24

90402
North of Montana
N=43

Figure 47: Zip Code 90403 Neighborhoods: East or West of 21st Street

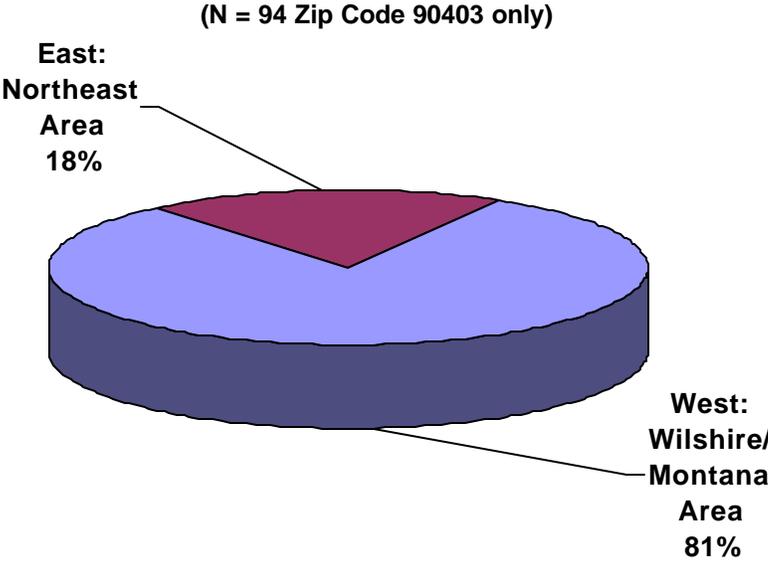


Figure 48: Zip Code 90404 Neighborhoods: North or South of Colorado

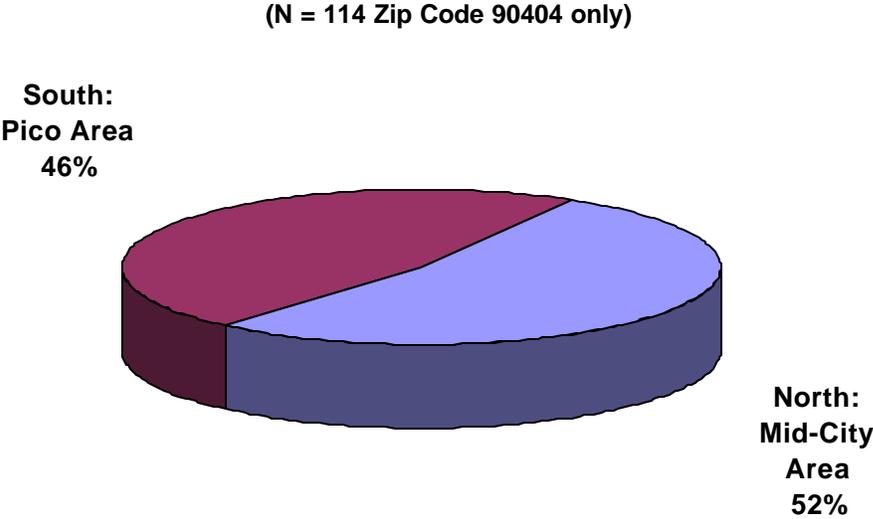


Figure 49: Zip code 90405 Neighborhoods: East or West of Lincoln Blvd.

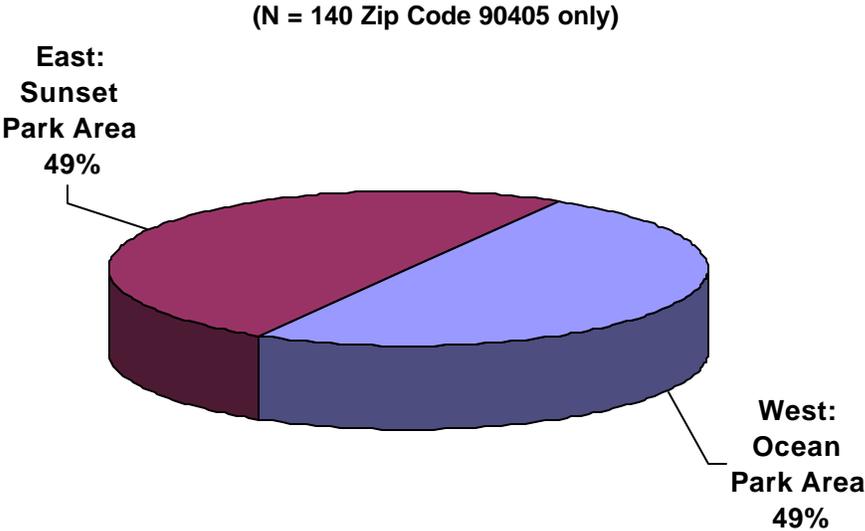


Figure 50: Individuals 18 Years Or Older In Household

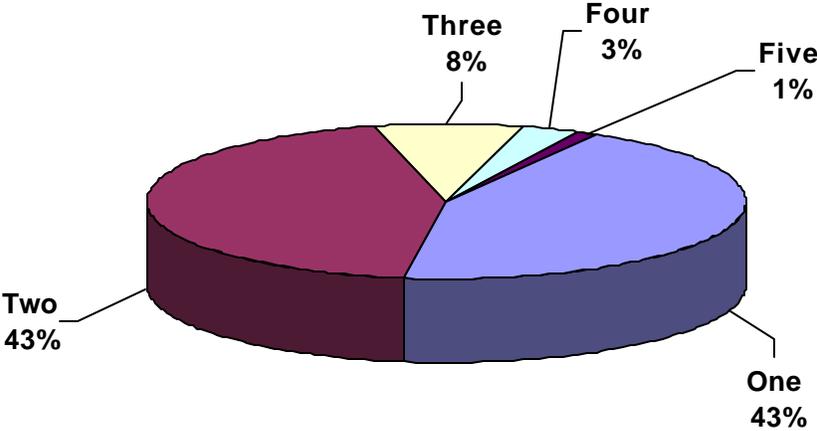


Figure 51: Active Member Of Santa Monica Neighborhood Association

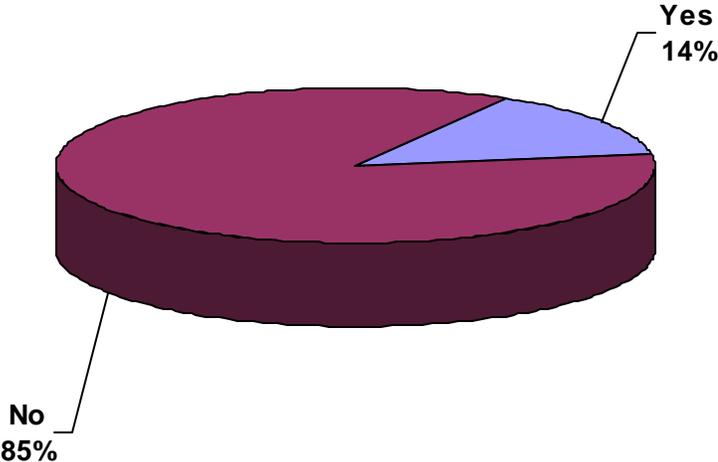


Figure 52: Individuals 17 Years Or Younger In Household

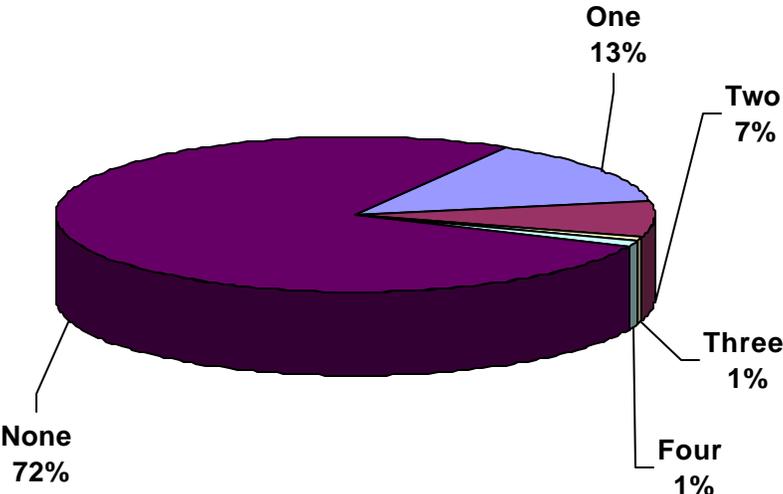


Figure 53: Type of Dwelling

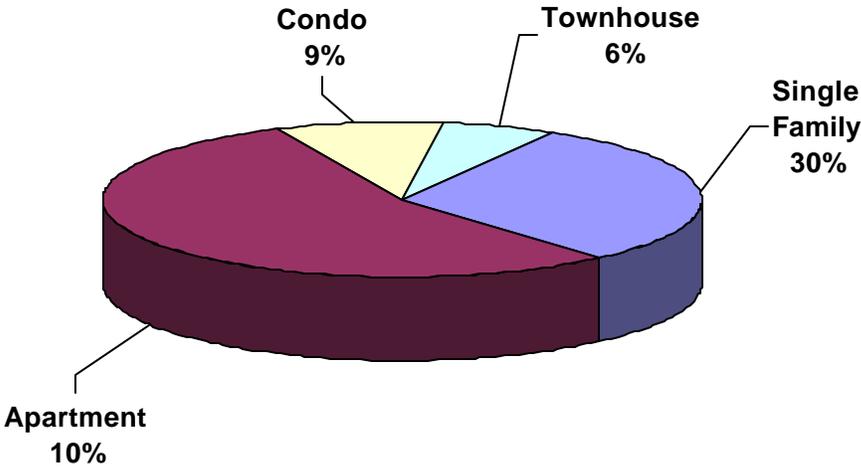


Figure 54: Own or Rent Residence

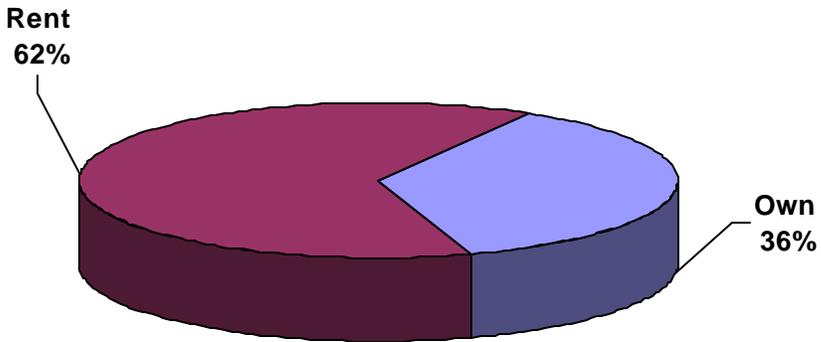


Figure 55: Race/Ethnicity

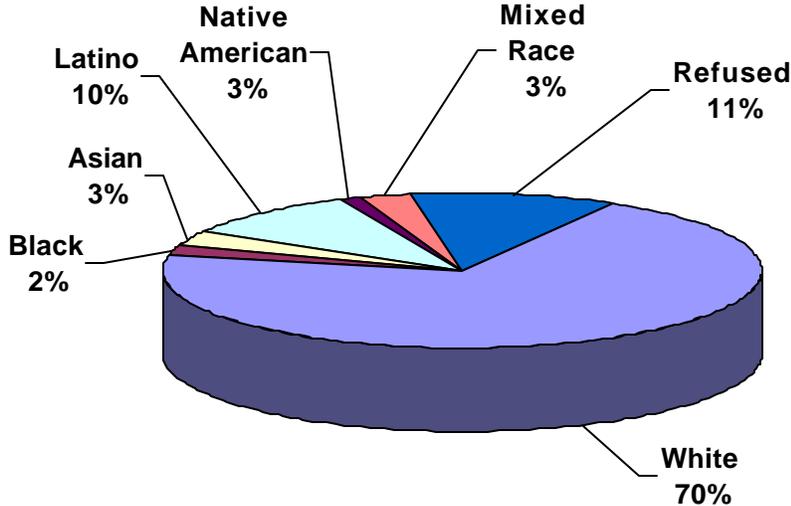


Figure 56: Age

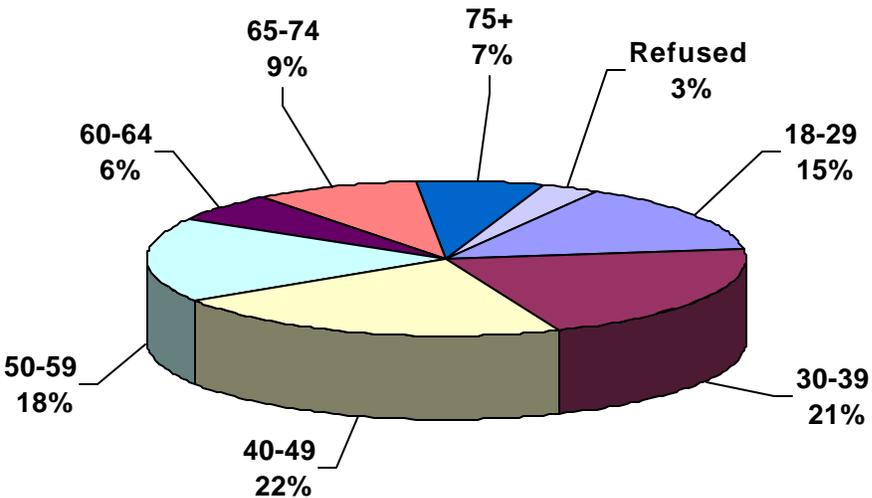
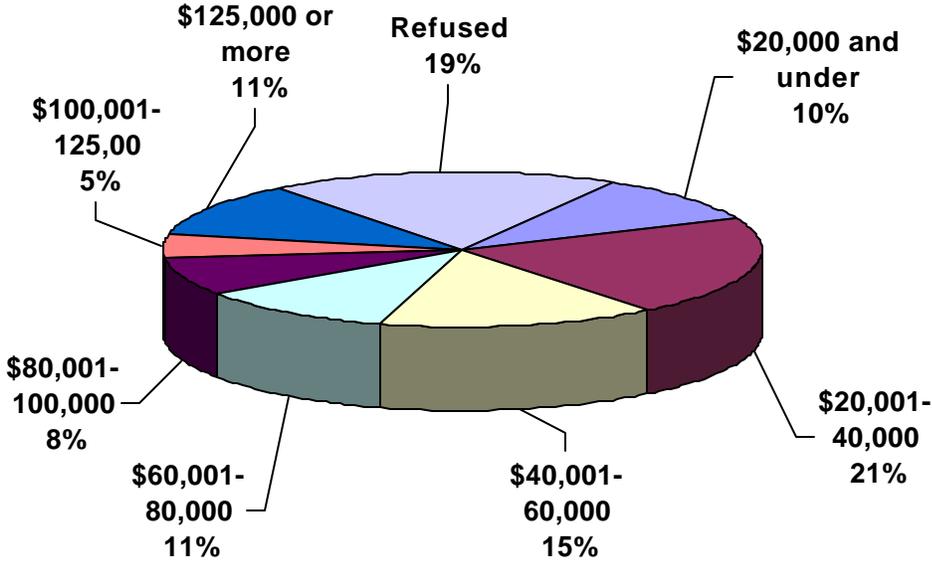


Figure 57: Income



APPENDIX A:

**QUESTIONNAIRE WITH
AGGREGATE RESULTS**

GENDER

MALE 44%

FEMALE 56

Hello, I'm _____ from GLS Research, a national public opinion research firm. We are not trying to sell you anything. 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. All of your responses will be kept strictly confidential.

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

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

1. First, what city do you live in?

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

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

0-4 YEARS -----26%
5-9 YEARS -----18
10-14 YEARS-----12
14+ YEARS -----44
(DON'T READ) DK/NA ----- 0

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

Very satisfied-----39%
Somewhat satisfied-----41
Somewhat dissatisfied----- 8
Very dissatisfied----- 7
(DON'T READ) DK/NA ----- 4

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

Crime -----	11%
Education -----	11
Environmental Concerns -----	10
Too much growth-----	26
Too many homeless/homeless causing problems-----	32
Not enough services for the homeless-----	13
Lack of affordable housing -----	23
Lack of parking -----	13
Not enough parks/problems with parks -----	3
Police aggressiveness-----	3
Traffic congestion -----	9
Other-----	0
None -----	2
Not Sure/Refused-----	3

NEXT, I'D LIKE TO ASK YOU SEVERAL QUESTIONS ABOUT THE NEIGHBORHOOD YOU LIVE IN.

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

Excellent -----	14%
Good -----	51
Fair -----	21
Poor -----	9
(DON'T READ) DK/NA -----	5

6. Would you say that the sidewalks in your neighborhood are in good condition all over, are in mostly good condition with a few bad spots here and there, or have many bad spots?

Good condition all over -----	32%
Mostly good but with few bad spots-----	53
Many bad spots -----	15
(DON'T READ) Don't Know/Refused-----	1

7. Would you say that the alleys in your neighborhood are in good condition all over, are in mostly good condition with a few bad spots here and there, or have many bad spots?

Good condition all over -----	22%
Mostly good but with few bad spots-----	44
Many bad spots -----	24
(DON'T READ) No alleys in neighborhood -----	8
(DON'T READ) Don't Know/Refused -----	3

8. Would you say that the street-lighting at night in your neighborhood is good all over, mostly good but with a few bad spots here and there, or are there many bad spots?

Good condition all over -----34%
Mostly good but with few bad spots-----38
Many bad spots -----24
(DON'T READ) No street lights in neighborhood ----- 3
(DON'T READ) Don't Know/Refused ----- 1

9. Would you say that the streets and roads in your neighborhood are in good condition all over, are in mostly good condition with a few bad spots here and there, or have many bad spots?

Good condition all over -----43%
Mostly good but with few bad spots-----49
Many bad spots ----- 8
(DON'T READ) Don't Know/Refused ----- 1

10. Thinking now about your household, would you say that the garbage collection service that your household receives is excellent, good, fair, or poor?

Excellent -----36%
Good -----42
Fair -----14
Poor----- 6
(DON'T READ) DK/NA ----- 2

11. Would you say that the recycling collection service that your household receives is excellent, good, fair, or poor?

Excellent -----25%
Good -----36
Fair -----19
Poor-----10
(DON'T READ) DK/NA -----10

NEXT, I'D LIKE TO ASK YOU A FEW QUESTIONS ABOUT PARKS AND RECREATION SERVICES IN SANTA MONICA.

12. Has anyone in your household used any Santa Monica park, recreation facility, or recreation program during the past 12 months?

Yes -----58%
No -----42
(DON'T READ) DK/NA ----- 1

13. Would you say that the range or variety of Santa Monica's recreation opportunities is excellent, good, fair, or poor?

Excellent -----24%
Good -----48
Fair -----15
Poor----- 1
(DON'T READ) DK/NA -----12

14. Would you say that the quality of Santa Monica's recreation opportunities is excellent, good, fair, or poor?

Excellent -----22%
Good -----50
Fair -----16
Poor -----2
(DON'T READ) DK/NA -----10

15. Would you rate the appearance of Santa Monica's parks and recreation facilities as excellent, good, fair, or poor?

Excellent -----24%
Good -----56
Fair -----14
Poor -----2
(DON'T READ) DK/NA -----4

16. Would you rate the ease of getting to Santa Monica's parks and recreation facilities as excellent, good, fair, or poor?

Excellent -----28%
Good -----51
Fair -----13
Poor -----4
(DON'T READ) DK/NA -----5

17. Would you rate the safety of Santa Monica's parks and recreation facilities as excellent, good, fair, or poor?

Excellent -----11%
Good -----48
Fair -----26
Poor -----6
(DON'T READ) DK/NA -----10

NOW I'D LIKE TO ASK YOU A FEW QUESTION ABOUT LIBRARIES IN SANTA MONICA.

18. Has anyone in your household used any Santa Monica public library or library service during the past 12 months?

Yes (ASK Q.19)-----58%
No (SKIP TO Q.20)-----41
(DON'T READ) DK/NA (SKIP TO Q.20)----- 1

IF YES ON Q.18 ASK Q.19

19. Would you say that the availability of the materials you wanted at the library was excellent, good, fair, or poor? (N = 251)

Excellent -----44%
Good -----41
Fair -----13
Poor -----2
(DON'T READ) DK/NA ----- 1

ASK EVERYONE

20. Overall, would you say that Santa Monica's public library services are excellent, good, fair, or poor?

Excellent -----29%
 Good -----42
 Fair -----7
 Poor -----1
 (DON'T READ) DK/NA -----21

NEXT, I'D LIKE TO ASK YOU SEVERAL QUESTIONS ABOUT PUBLIC SAFETY IN SANTA MONICA.

21. 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
<input type="checkbox"/> a. Walking alone in your neighborhood -----	34%	52%	10%	3%	1%
<input type="checkbox"/> b. Walking alone in your neighborhood during the day -----	61	35	2	1	1
<input type="checkbox"/> c. Walking alone in your neighborhood after dark-----	18	45	25	8	4
<input type="checkbox"/> d. Walking alone in Santa Monica's business areas during the day-----	55	39	4	1	1
<input type="checkbox"/> e. Walking alone in Santa Monica's business areas after dark-----	16	46	25	7	6

22. In general, would you say that the enforcement of traffic laws in Santa Monica is excellent, good, fair, or poor?

Excellent -----19%
 Good -----49
 Fair -----18
 Poor -----11
 (DON'T READ) DK/NA -----4

23. During the past 12 months, have you or anyone in your household been the victim of any crime in Santa Monica?

Yes (**ASK Q.24**) -----8%
 No (**SKIP TO Q.25**)-----92
 (DON'T READ) DK/NA (**SKIP TO Q.25**)-----0

IF YES ON Q.23, ASK Q.24

24. Did you or a member of household report the (crime/crimes) to the police? (N = 36)

Yes -----64%
 No -----36
 (DON'T READ) DK/NA -----0

ASK EVERYONE

25. During the past 12 months, have you called the police, the fire department, or 9-1-1 in an emergency?

Yes (**ASK Q.26**) -----17%
 No (**SKIP TO Q.31**)-----83
 (DON'T READ) DK/NA (**SKIP TO Q.31**)-----0

IF YES ON Q.25, ASK Q.26

26. Who responded to your emergency call? The police or the fire department, including fire trucks or ambulances? **(MULTIPLE RESPONSE OK) (ANY MENTION OF AMBULANCE SHOULD BE RECORDED UNDER FIRE DEPARTMENT)** (N = 74)

No one responded **(SKIP TO Q.31)** ----- 7%
Police **(ASK Q.27 AND Q.28)**-----70
Fire Department **(ASK Q.29 AND Q.30)**-----41
(DON'T READ) DK/NA (SKIP TO Q.31) ----- 1

IF POLICE (2), ON Q.26, ASK Q.27 AND Q.28, THEN SKIP TO Q.31 UNLESS FIRE OR AMBULANCE WERE MENTIONED ON Q.26

27. Overall, how would you rate the response time to your call(s) to the police? Would you say it was excellent, good, fair or poor? (N=52)

Excellent -----40%
Good -----29
Fair -----17
Poor -----14
(DON'T READ) DK/NA ----- 0

28. How would you rate the quality of services you received in response to your call(s) to the police? Would you say it was excellent, good, fair, or poor? (N = 52)

Excellent -----39%
Good -----38
Fair -----6
Poor -----15
(DON'T READ) DK/NA ----- 2

IF FIRE (3), ON Q.26, ASK Q.29 AND Q.30,

29. Overall, how would you rate the response time to your call(s) to the fire department, including fire trucks or ambulances? Would you say it was excellent, good, fair, or poor? (N = 30)

Excellent -----70%
Good -----17
Fair -----7
Poor -----3
(DON'T READ) DK/NA ----- 3

30. How would you rate the quality of services you received in response to your call(s) to the fire department? Would you say it was excellent, good, fair, or poor? (N = 30)

Excellent -----77%
Good -----13
Fair -----0
Poor -----0
(DON'T READ) DK/NA -----10

ASK EVERYONE

31. Other than calling the police in an emergency, have you had any other contact with the Santa Monica Police Department during the past 12 months?

Yes (ASK Q.32) -----28%
No (SKIP TO Q.34) -----71
(DON'T READ) DK/NA (SKIP TO Q.34)----- 1

IF YES ON Q.31 ASK Q.32 AND Q.33

32. What was the nature of the contact that you had with the Santa Monica Police? (CODE RESPONSE ACCORDING TO FOLLOWING RESPONSE CATEGORIES) (ACCEPT UP TO 2 RESPONSES) (N = 120)

Victim of Crime ----- 8%
Was witness to crime ----- 3
Needed other assistance -----12
Suspected of breaking a law/arrested/stopped for crime-- 4
Stopped for traffic violation -----32
Just wanted to talk/had conversation -----16
Called about non-emergency situation -----45
Other----- 0
DK/Refused ----- 0

33. Would you say that the way the police handled the contact was excellent, good, fair, or poor? (N =120)

Excellent -----35%
Good -----28
Fair -----16
Poor -----19
(DON'T READ) DK/NA ----- 3

ASK EVERYONE

34. In general, would you say that the Santa Monica police do an excellent, good, fair, or poor job of addressing neighborhood concerns?

Excellent -----25%
Good -----50
Fair -----14
Poor ----- 5
(DON'T READ) DK/NA ----- 7

35. What specifically do you think the Santa Monica Police Department could do to improve its services? (RECORD VERBATIM BELOW AND THEN SUPERVISOR WILL CODE) (ACCEPT ONE RESPONSE ONLY)

(DON'T READ)

More police officers/more police presence-----	27%
Better interaction skills and attitude-----	6
Deal with the homeless-----	16
Should be more responsive -----	6
Should do more to control traffic-----	3
Should enforce law equally/more fairly-----	1
Should have different/better priorities -----	3
Enforce parking laws -----	1
Stop cracking down on drivers -----	2
Other-----	0
None -----	17
Not Sure/Refused-----	19

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

36. 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 -----	36%
Somewhat satisfied -----	39
Somewhat dissatisfied -----	11
Very dissatisfied -----	7
(DON'T READ) DK/NA -----	7

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

(DON'T READ)

Seascape newsletter-----	38%
Special postcard mailings-----	9
Street banners-----	1
The City's web site-----	8
City Council Meetings (in person)-----	2
City TV (cable channel 16)-----	29
Our Times (former supplement in LA Times)-----	20
Westside Weekly (current supplement in LA Times -----	15
Argonaut -----	4
Santa Monica Sun -----	6
Mirror-----	6
Lookout (online newspaper)-----	4
City Hall on Call (24 hour telephone system)-----	3
Santa Monica Bayweek-----	1
Friends/family/neighbors -----	7
None -----	5
Other (Do not specify) -----	0
(DON'T READ) DK/NA -----	5

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

(DON'T READ)

Get homeless out of the city-----	10%
Improve or expand services for the homeless-----	21
Communicate better with residents-----	18
Have more parking-----	8
Stop growth-----	14
Improve traffic safety-----	6
Reduce traffic congestion-----	15
Improve pedestrian safety-----	3
Reduce crime-----	4
Repair streets and sidewalks-----	5
Improve parks-----	4
More buses/more public transportation-----	1
More recycling-----	4
Other-----	0
None-----	12
Not Sure/Refused-----	20

39. In general, what do you use for drinking water at home? Tap water, a commercial bottled water service like Sparklett's or Arrowhead, or bottled water in individual containers? If you usually use tap water for drinking that you filter in some way, just say so.

Tap water (SKIP TO Q.41)-----	20%
Commercial bottled water (ASK Q.40)-----	37
Individual bottled water (ASK Q.40)-----	19
Filtered tap (ASK Q.40)-----	22
(DON'T READ) OTHER (SKIP TO Q.41)-----	2
(DON'T READ) DK/NA (SKIP TO Q.41)-----	0

IF RESPONSE TO Q.39 IS OTHER THAN TAP WATER (1) ASK:

40. What's the main reason that you use (bottled/filtered) water for drinking purposes at home instead of straight tap water? (RECORD BELOW – DON'T READ) (ACCEPT ONE RESPONSE ONLY) (N = 337)

Health purposes-----	28%
Taste-----	38
Cleaner-----	6
Not polluted-----	8
No chemicals-----	5
Just like it better-----	3
Other-----	12
(DON'T READ) DK/NA-----	1

ASK EVERYONE

41. How often do you go to downtown Santa Monica? Daily, once a week or more but not daily, a few times a month, about once a month, a few times a year, or never?

Daily (ASK Q.42)-----	17%
Once a week or more (ASK Q.42)-----	49
A few times a month (ASK Q.42)-----	20
Once a month (ASK Q.42)-----	5
Few times year (ASK Q.42)-----	6
Never (SKIP TO Q.46)-----	2
(DON'T READ) DK/NA (SKIP TO Q.47)-----	1

IF VISIT (1,2,3,4,5,) ON Q.41 ASK Q.42 TO Q.45:

42. When you go to downtown Santa Monica, what is usually the main reason for your visit? For (READ – RECORD ONE RESPONSE ONLY): (N = 418)

Dining-----	8%
Shopping-----	50
Work-----	8
To use the Library-----	2
To visit City Hall-----	1
To see a movie or other kind of recreation-----	18
For a business or medical appointment-----	7
Or just to hang out there-----	6
(DON'T READ) OTHER-----	0
(DON'T READ) DK/NA-----	1

43. When you visit downtown Santa Monica, to get there do you usually (READ): (N = 418)

Walk (SKIP TO Q.47)-----	19%
Drive or get driven (ASK Q.44)-----	68
Take the bus or shuttle (SKIP TO Q.47)-----	8
or Bicycle or roller blade (SKIP TO Q.47)-----	3
(DON'T READ) Other (SKIP TO Q.47)-----	0
(DON'T READ) DK/NA (SKIP TO Q.47)-----	2

IF DRIVE ON Q.43 ASK Q.44 AND Q.45

44. Where do you usually park when you go to downtown Santa Monica? (READ): (N= 284)

On the street-----	18%
In one of the city parking lots-----	62
or In a private parking lot-----	18
(DON'T READ) Other-----	3
(DON'T READ) DK/NA-----	0

45. When you are parking downtown, do you find parking there to be always difficult, sometimes difficult, sometimes easy, or always easy? (N = 284)

Always difficult-----	30%
Sometimes difficult-----	51
Sometimes easy-----	11
Always easy-----	7
(DON'T READ) DK/NA-----	0

IF ASKED Q.45, SKIP TO Q.47

IF NEVER ON Q.41 ASK Q.46

46. What's the main reason that you never go to downtown Santa Monica? **(RECORD BELOW, DON'T READ) (ACCEPT ONE RESPONSE ONLY)** (N = 7)

- Just don't like it ----- 0%
- Too dangerous/crime/gangs-----14
- Too crowded -----14
- Too many tourists----- 0
- Nothing I like to do there ----- 0
- Too busy ----- 0
- No parking ----- 0
- Too much traffic/congestion -----57
- Don't drive/can't travel ----- 0
- No reason to go there -----14
- Too expensive ----- 0
- Other----- 0
- No reason----- 0
- (DON'T READ) DK/NA ----- 0**

ASK EVERYONE

47. Do you feel the city needs to increase the amount of parking in the downtown area, or do you feel that is not necessary?

- Yes, increase parking -----62%
- No, not necessary-----32
- (DON'T READ) DK/NA ----- 7**

48. Some people have proposed having reduced rate parking available at a lot within a half mile of downtown Santa Monica, and a free shuttle from the lot to downtown. If this were available, how likely would you be to use this parking service during daytime visits? Would you be very likely to use this service, somewhat likely, or not that likely to use it?

- Very likely -----15%
- Somewhat likely -----21
- Not that likely -----62
- (DON'T READ) DK/NA ----- 2**

49. And what about at night? How likely would you be to use this service during nighttime visits to downtown Santa Monica? Would you be very likely to use this service, somewhat likely, or not that likely to use it?

- Very likely -----15
- Somewhat likely -----18
- Not that likely -----64
- (DON'T READ) DK/NA ----- 3**

50. On a different topic, do you recall receiving in the last year a booklet from the city entitled "The City of Santa Monica Environmental Directory?"

- Yes **(ASK Q.51)** -----52%
- No **(SKIP TO Q.53)**-----41
- (DON'T READ) DK/NA (SKIP TO Q.53) ----- 7**

IF YES ON Q.50 ASK Q.51 AND Q.52:

51. Have you used the directory, or is it something that you put aside until later to read? (N = 223)

Read it-----	45%
Put aside-----	51
(DON'T READ) threw out -----	2
(DON'T READ) DK/NA -----	2

IF THREW OUT (3) ON Q.51, RECORD AS '2' IN Q.52 AND SKIP TO Q.53

52. Do you still have the directory, or did you recycle it? (N = 223)

Yes, still have-----	68%
Recycled/disposed of it-----	20
(DON'T READ) DK/NA -----	12

ASK EVERYONE

53. Some cities have recently put in place an automated red light enforcement system at certain intersections. This is an automated camera that takes a picture of the driver and license plate of any vehicle that goes through the intersection after the light turns red. Would you favor or oppose installing a system like this in key intersections in Santa Monica?

Favor-----	60%
Oppose-----	37
(DON'T READ) DK/NA -----	3

54. Next, would you favor or oppose adding fluoride to the residential drinking water supply in Santa Monica?

Favor-----	52%
Oppose-----	30
(DON'T READ) DK/NA -----	18

NOW FOR A FEW BACKGROUND QUESTIONS.

55. What is your zip code?

90401 (SKIP TO Q.59)-----	6%
90402 (SKIP TO Q.59)-----	10
90403 (ASK Q.56)-----	22
90404 (SKIP TO Q.57)-----	27
90405 (SKIP TO Q.58)-----	33
Other (SKIP TO Q.59)-----	2
Not Sure (SKIP TO Q.59)-----	2

ASK Q.56 IF ZIP 90403

56. Do you live east or west of 21st Street? (N = 94)

East (Northeast)-----	19%
West (Wilshire/Montana)-----	79
(DON'T READ) DK/NA-----	2

ASK Q.57 IF ZIP 90404

57. Do you live north or south of Colorado? (N = 114)

North (Mid-City) -----	52%
South (Pico)-----	46
(DON'T READ) DK/NA-----	3

ASK Q.58 IF ZIP 90405

58. Do you live east or west of Lincoln Boulevard? (N = 140)
- East (Sunset Park) -----49%
 - West (Ocean Park) -----49
 - (DON'T READ)** DK/NA----- 2

ASK EVERYONE

59. How many individuals age 18 or older live in your household, including yourself?
- One -----43%
 - Two -----43
 - Three -----8
 - Four-----3
 - Five or more-----1
 - (DON'T READ)** DK/NA----- 2

60. Are you an active member of a Santa Monica neighborhood association?
- Yes -----14%
 - No -----85
 - (DON'T READ)** DK/NA----- 1

61. How many individuals age 17 or younger live in your household?
- One -----13%
 - Two -----7
 - Three -----1
 - Four-----1
 - Five or more-----0
 - None -----72
 - (DON'T READ)** DK/NA----- 5

62. Do you live in a single family home, an apartment, a condominium, or a townhouse?
- Single family -----30%
 - Apartment -----54
 - Condo -----9
 - Townhouse-----6
 - OTHER-----0
 - (DON'T READ)** DK/NA----- 1

63. Do you own or rent your residence?
- Own-----36%
 - Rent-----62
 - (DON'T READ)** DK/NA----- 2

64. Most people think of themselves as belonging to a particular ethnic or racial group. What ethnic or racial group are you a member of? (**ASK ONLY IF NECESSARY**) Are you white, Black or African-American, Asian or Asian-American, Hispanic or Latino, of mixed race -- or are you of some other ethnic or racial background?
- White -----70%
 - Black/African-American----- 2
 - Asian-----3
 - Hispanic/Latino -----10
 - Native American -----1
 - Mixed Race-----3
 - Other-----0
 - (DON'T READ)** REFUSED/DK-----11

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

(IF RESPONDENT DECLINES TO STATE AGE, WRITE "99" IN BLANKS ABOVE AND THEN ASK:)

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

- 18 to 29..... 15%
 - 30 to 39..... 21
 - 40 to 49..... 22
 - 50 to 59..... 18
 - 60 to 64..... 6
 - 65 to 74..... 9
 - 75 or older 7
 - REFUSED/NA 3
- DO NOT
READ

66. Finally, I don't need to know the exact amount, but please stop me when I read the **category** that includes the total income for your household before taxes in 1999.

- \$20,000 and under10%
- \$20,001 - \$40,00021
- \$40,001 - \$60,00015
- \$60,001 - \$80,00011
- \$80,001 - \$100,0008
- \$100,001 - \$125,0005
- \$125,000 or more11
- (DON'T READ) REFUSED**19



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

Name Telephone #

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

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

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

Interviewer's Signature Date