Godbe Research & Analysis

Public Opinion Survey

Conducted for the City of Santa Monica
November 1999

Introduction

Godbe Research & Analysis is pleased to present the results of a public opinion research project conducted for the City of Santa Monica. This report is organized into the following sections:

Executive Summary

The *Executive Summary* includes a summary of the key findings from the survey and a *Conclusions & Recommendations* section, which details our recommended course of action based on the survey results.

Methodology

The *Methodology* section explains the methodology used to conduct this type of survey research. This section also explains how to use the detailed crosstabulation tables in Appendix C.

Summary of Results

In the *Summary of Results* section, we present a question-by-question analysis of the survey. The discussion is organized into the following sections:

- City Services -- General
- Issues of Importance
- Status of Neighborhoods
- Collection Services
- Parks and Recreation
- Library Facilities
- Public Safety
- City-Resident Communication
- Social Services
- Sample Demographics

Appendices

We have included the following three *Appendices*:

- *Appendix A*, which presents the questionnaire
- *Appendix B*, which presents the computer-generated crosstabulations
- *Appendix C*, which presents the verbatim responses to the open-ended questions in the survey

Executive Summary

Key Findings

Based on an analysis of the survey data, Godbe Research & Analysis offers the City of Santa Monica the following key findings and conclusions:

City Services -- General

- When asked whether they are satisfied or dissatisfied with the City of Santa Monica's efforts to provide municipal services, 38.5 percent reported that they are very satisfied, 49.7 percent indicated that they are somewhat satisfied, 7.1 percent stated that they are somewhat dissatisfied, three percent offered that they are very dissatisfied, and two percent were undecided.
- Addressing the homeless problem in the City, establishing better communication with residents and more parking were the three top specific issues mentioned by respondents as ways the City could improve the quality of its services.

Issues of Importance

- When asked to state the one or two most important issues facing the City of Santa Monica, respondents most frequently mentioned the 'Homeless Problem' (40%), followed by 'Growth' (21.2%), 'Traffic' (16.4%), 'Rent Control' (13.8%) and 'Crime' (12.5%).

Status of Neighborhoods

- A substantial majority of respondents rated the City's performance in addressing neighborhood concerns as either 'Excellent' (15.3%) or 'Good' (53.4%), with 21.7 percent stating that it is 'Fair', 4.5 percent indicating it is 'Poor' and six percent undecided.
- When asked to rate the condition of local streets and roads, sidewalks, street lights and alleys, respondents rated the condition of locals streets and roads the highest, followed by sidewalks, street lighting and alleys.

Collection Services

- Overall, respondents rated the garbage collection services and recycling collection services that their households receive as 'Good'.

Parks and Recreation

- Approximately 63 percent of respondents stated that they or someone living in their household has used a Santa Monica park, recreation facility or recreation program during the past 12 months.
- Overall, respondents rated both the *quality* and the *range* of Santa Monica's recreation opportunities as slightly better than 'Good'.
- Respondents assigned equally high ratings to the appearance and accessibility of Santa Monica's parks and recreation facilities, although they assigned somewhat lower ratings to the safety of the parks and recreation facilities.

Library Facilities

- Over 64 percent of respondents reported that they or someone living in their household has used a Santa Monica public library or library service during the past 12 months.
- Among those who reported that their household used a library facility or service, 31.8 percent stated that the availability of the materials they wanted was 'Excellent', whereas 49.2 percent indicated is was 'Good', 16.3 percent offered that it was 'Fair', 2.7 percent stated it was 'Poor'.
- A clear majority of respondents indicated that the overall quality of Santa Monica's public library services is either 'Excellent' (27.2%) or 'Good' (38.4%). Approximately eight percent stated that it is 'Fair', 1.2 percent offered that it is 'Poor', and about a quarter (25.2%) stated that they do not know or do not have an opinion.

Public Safety

- Stark differences in perceived safety of walking alone can be found among residents depending on the area of the City and time of day. Overall, residents feel most safe walking in business areas during the day, followed by their neighborhood during the day, neighborhood in general, neighborhood at night and, lastly, walking alone in business areas at night.
- Almost two-thirds of respondents stated that the enforcement of traffic laws in the City is either 'Excellent' (20.7%) or 'Good' (45.6%). Approximately 20 percent stated that the enforcement is 'Fair', eight percent indicated it is 'Poor', and five percent were undecided or unwilling to state their opinion.
- Slightly more than 10 percent (10.5%) of respondents reported that they or someone living in their household has been the victim of a crime in Santa Monica during the past 12 months.
- Of those who indicated that their household was victimized during the past year, 76.3 percent stated that they reported the crime(s) to the police.
- Approximately 15 percent of respondents indicated that they have called the police or 911 in an emergency during the past year.
- Of those who called the police or 911 during the past 12 months, 79.8 percent indicated that the police responded, 23.9 percent stated that the Fire Department responded, 12.2 percent indicated that emergency medical vehicles responded, and 16.6 percent replied that no one responded to their call. Multiple responses were allowed for this question.
- Overall, respondents rated both the *response time* and the *quality* of the services that they received to their request for police assistance or call to 911 as between 'Good' and 'Excellent'.
- Among those who did not already report contact with the Santa Monica police in an emergency in Question 23, approximately 29 percent of respondents stated that they had contact with the Santa Monica Police during the past 12 months.
- Approximately 42 percent (42.1%) of said respondents stated that the police handled the contact in an 'Excellent' manner, whereas 30.3 percent stated it was 'Good', 10.7 percent

offered it was 'Fair', 12.2 percent stated it was 'Poor', and 4.7 percent were undecided or unwilling to answer the question.

- The vast majority of respondents stated that the Santa Monica Police do an 'Excellent' (28.9%) or 'Good' (47.6%) job of addressing neighborhood concerns. Approximately 12 percent (11.8%) indicated the police do a 'Fair' job in this area, 1.5 percent stated the police do a 'Poor' job, and 10.2 percent were undecided or unwilling to answer the question.
- When asked what the Santa Monica Police Department could do to improve the quality of its service, 42 percent stated that the Department should increase police presence in the City. Other suggestions included that officers should develop better interaction skills and attitudes (18.5%), the Department should address the homeless problem in the City (8.7%), be more responsive (7.1%) and increase traffic control (6.2%).

City-Resident Communication

- Overall, just over 80 percent of respondents indicated that they are either 'Very Satisfied' (42%) or 'Somewhat Satisfied' (38.7%) with the City's efforts to communicate with residents through newsletters, the Internet, and other means.
- When asked to indicate the information sources they rely on for information about City news, events and programming, 43.6 percent of respondents stated *Our Times* (the local supplement to the *Los Angeles Times*), 29.2 percent indicated the *Seascape* newsletter, 19.5 percent indicated City television, 15.2 percent reported using Santa Monica Sun and approximately 14 percent (14.1%) reported that they rely on special postcard mailings. Multiple responses were allowed for this question.
- Just over eight percent (8.1%) of respondents reported that they have witnessed the commercial on television on driver and pedestrian safety in the City that features a bullfighter in traffic.

Social Services

- Among the variety of social services tested in this survey, respondents identified the greatest unmet need for the following services: 'Affordable housing assistance', 'AIDS/HIV services' and 'Recreation for persons with disabilities'.
- Almost 20 percent (18.9%) of respondents stated that they or someone living in their household has used one of the social services tested in this survey (Q.35) during the past 12 months.
- When asked to rate the role that a variety of factors play in preventing some individuals from receiving the social services for which they are eligible, respondents indicated that 'Long waiting lists for the services', 'Childcare is not available' and 'Fees for the services are too expensive' are the top three explanatory factors.
- When asked to indicate whether a particular group or resource is currently helpful or unhelpful in addressing community needs, respondents rated 'Residents as volunteers', 'City Government' and 'Neighborhood Associations' as being the most helpful.

- Approximately 18 percent (17.6%) of respondents volunteer for a Santa Monica based social service program, agency or community,
- approximately 41 percent (41.1%) reported that they contribute or donate to a Santa Monica based social service program, agency or community.
- Almost 13 percent (12.7%) of respondents indicated that they volunteer at a Santa Monica school.
- Just over 13 percent (13.2%) of respondents reported that they are currently an active member of a neighborhood association in Santa Monica.
- When asked to assign a variety of programs a priority level for funding by the City, respondents assigned the highest priority to 'Juvenile crime prevention', followed closely by 'Health care', 'Services for youth' and 'Childcare'.

Conclusions

Overall, the vast majority (88.2%) of residents in Santa Monica are satisfied with the City's efforts to provide municipal services. Indeed, City Government was rated as among the most helpful agencies in addressing community needs, second only to 'Residents as volunteers'. Nevertheless, certain service areas stand out as areas where the City has an opportunity, and a need, for service improvements. Among the most important of these are addressing what residents perceive as a homeless/transient problem in the City, improving the condition of local streets and roads, alleys and sidewalks, increasing the police presence in the City, improving personal security in neighborhoods and business areas during the evening hours, improving the interaction skills of police officers, improving City-resident communication and limiting growth in the City.

As residents identified most of the social services tested in this survey as having a 'Low' to 'Moderate' amount of unmet need in the City, the City appears to have balanced its resources in meeting the various needs serviced by these programs. Nevertheless, assistance in providing affordable housing was widely perceived by respondents as having the highest level of unmet need among the services tested. The results also indicate that residents perceive that long waiting lists for services, the lack of childcare options and the high expense of certain social services collectively prevent many individuals from receiving services for which they are eligible. The survey results thus suggest that the City should consider focusing resources in these areas in the near future to address these perceived needs and obstacles.

Methodology

Research Objectives

At the outset of this project, GRA met with representatives of the City of Santa Monica to discuss the research objectives for the study. It should be noted that many of the research objectives (and specific survey questions) identified for the study were adopted as part of the City's efforts to actively contribute to the *ICMA Comparative Performance Measurement Consortium*. Viewed broadly, the City was interested in using survey research to:

- Identify residents' level of satisfaction with the City's efforts to provide a variety of municipal services,
- Assess which issues residents feel are the most important facing the City,
- Profile residents use of City services, including recreation, library and social services,
- Characterize residents' experiences and opinions in the area of public safety,
- Profile residents use of information sources for City news, events and programming,
- Identify residents' opinions and priorities for a variety of social services offered by the City, *and*
- Collect additional attitudinal, behavioral and demographic information.

Sample

Table 1 briefly outlines the methodology employed in this project. Four hundred adult Santa Monica residents were sampled using a random digit dial (RDD) sampling design and a standard screening question. The RDD sample was drawn by determining the active phone exchanges within the City's jurisdiction and then producing a random list of all active residential phone numbers in the area proportionately by exchange. Telephone interviews were conducted during the evening hours between the dates of October 25 and November 5, 1999. Each interview typically lasted 20 minutes.

Table 1. Methodology

Technique	Telephone Interviewing
Interview Length	20 Minutes
Universe	Adult residents of Santa Monica
Field Dates	October 25 - November 5, 1999
Sample Size	402

RDD & Weighting

The Random Digit Dial (RDD) method of sampling for telephone interviewing is considered to be state of the art in public opinion research when the goal is to be inclusive of residents of an entire community, not just registered voters. The RDD sample is drawn by determining the active phone exchanges within a given sampling area (typically by zip code) and then producing a random list of all active residential phone numbers in the area. Although this method produces both listed and unlisted phone numbers and thereby eliminates the bias of

unlisted phone numbers, it cannot match names with each number. However, the respondent's name, address and other demographic information are easily acquired during the actual telephone interview.

A known limitation of the RDD sampling method is its tendency to slightly underrepresent members of the Latino community. Researchers find that underrepresentation of Latinos usually occurs for one (or more) of three reasons: in some communities, reluctance by Latinos to participate in government sponsored surveys; in others, monolingual Spanish-speaking households unable to respond to a survey administered in English; and in some communities, a higher density among Latino households (i.e., higher number of individuals associated with a given phone number).

When the professional expectation is that the disparities will be small, researchers commonly adjust for under- or oversampling through a statistical procedure referred to as 'weighting' to create a representative sample. Weighting was employed for the 1999 Santa Monica survey to adjust for a seven percent undersampling of Latinos. The weights were assigned based on the reported percentages for Santa Monica in the 1990 Census. Respondents who did not report a specific ethnicity (either 'Don't Know' or 'Refused') were not weighted.

Prior to weighting, the percentage of respondents in each of the ethnicity categories was as follows: 74.1% Caucasion/White, 7.0% Latino, 6.5% Asian/Pacific Islander, 4.2% 'Other', 3.7% Black, 3.0% 'Refused', 1.0% Native American and 0.5% 'Undecided'. After weighting, the percentages, as reflected in this report, are: 72.5% Caucasion/White, 13.6% Latino, 5.9% Asian/Pacific Islander, 0.1% 'Other', 4.1% Black, 3.0% 'Refused', 0.3% Native American and 0.5% 'Undecided'. The analyses presented in this report were performed on the data after it was weighted according to respondent ethnicity.

Types of Analysis

The survey questions are presented with comments highlighting the important findings. Often these findings are presented in tables that include the percentage of all respondents who gave each type of response. These figures are followed by distributions from various subgroups identified by a descriptive label.

Naming Conventions

The following naming and abbreviation conventions are referred to frequently in the substantive section of the report:

Table 2. Naming and Abbreviation Conventions

Parental Status	Respondents were grouped according to whether they have a person under the age of 18 living in their household or not. Those who do are labeled 'parents' for convenience, although GRA recognizes that some respondents may not actually be the parent of the child.
Ethnicity	Respondents' ethnic identity was coded according to the following categories: Caucasian/White, Asian, Latino/Hispanic, African American/Black, Native American and Other.
Age	Age was coded into the following categories: 18-24, 25-44, 45-64, and 65 or older.
Gender	Interviewers recorded either 'Male' or 'Female' at the completion of the interview.
Neighborhood	Respondents were grouped by zip code into the following 'neighborhoods': 90401, 90402, 90403, 90504, 90405 East (of Lincoln), 90405 West (of Lincoln). See map below

Understanding a 'Mean'

In addition to analysis of response percentages, many results will be discussed with respect to a descriptive 'mean'. 'Means' can be thought of as 'averages'. To derive a mean that represents satisfaction, for example, a number value is first assigned to each response category (e.g., 'Very Satisfied' = +2, 'Somewhat Satisfied' = +1, 'Neither Satisfied nor Dissatisfied' = 0, and 'Somewhat Dissatisfied' = -1, 'Very Dissatisfied' = -2). The answer of each respondent is then assigned the corresponding number (from -2 to +2 in this example). Finally, all respondents' answers are averaged to produce a final number that reflects average satisfaction level.

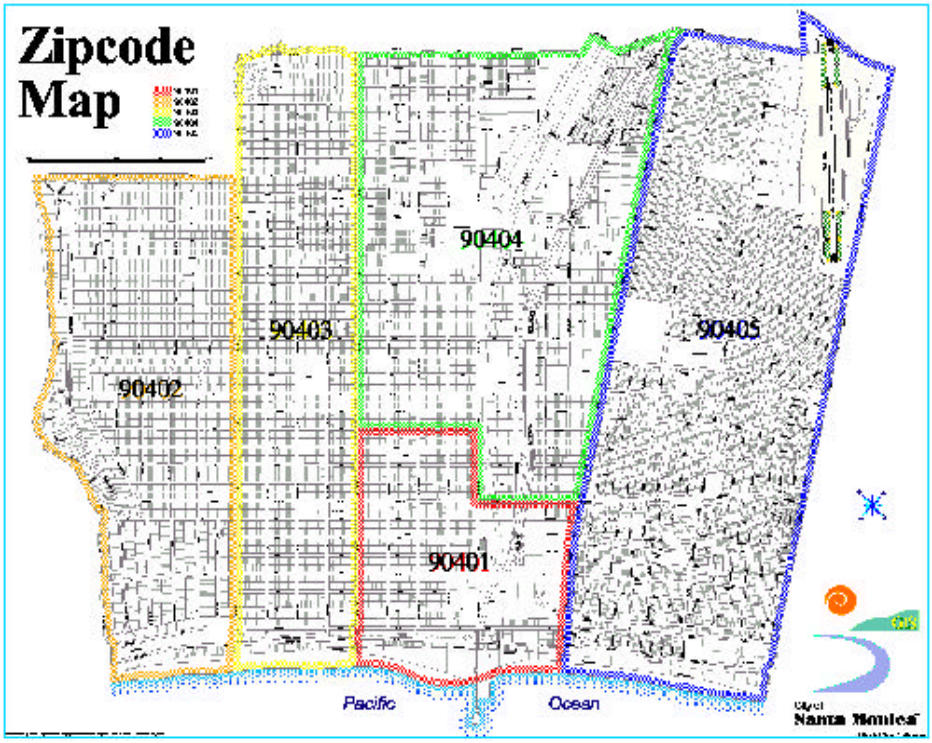
Means conveniently express the results of scale items (e.g., Questions 2, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 16, 17, 18, 19, 24, 25, 28, 29, 31, 35, 37 and 43) in a single numeric figure, thereby making interpretation of the data considerably easier. Means always adhere to the scale used to construct them and can be interpreted accordingly. For example, a satisfaction mean of '+1' indicates that respondents, as a group, are 'Somewhat Satisfied'.

Zip Code Map

Because the survey measures opinions with respect to city services by neighborhood as well as overall, the results have been crosstabbed by zip code as a proxy for neighborhoods. Santa Monica neighborhoods and zip codes correspond as follows:

- 90401 is Downtown Santa Monica and the Civic Center.
- 90402 is the North of Montana Neighborhood.
- 90403 encompasses the Wilshire-Montana Neighborhood west of 20th and Mid-City Neighborhood east of 20th.
- 90404 is primarily the Pico Neighborhood, with a portion of Mid-City Neighborhood on the north.
- 90405 east of Lincoln is the Sunset Park Neighborhood.
- 90405 west of Lincoln is the Ocean Park Neighborhood.

At the time of this survey, non-profit neighborhood groups were active for all of the above neighborhoods and new associations were forming in 90401 (Downtown Area Residents), in 90403 (Northeast Neighbors), and in 90405 (South Beach Neighbors). Other informal resident groups also exist in 90405 (Borderline, Main Street and Marine Park).



Understanding the 'Margin of Error'

Because a survey only interviews a limited number of people who are part of a larger population group, by mere chance alone there will always be some difference between a sample and the population from which it was drawn. For example, researchers might collect information from 400 adults in a town of 25,000 people. Because not all people in the population were surveyed, there are bound to be differences between the results obtained from interviewing the sample respondents and the results that would be obtained if all people in the population were interviewed. These differences are known as 'sampling error', and they can be expected to occur regardless of how scientifically the sample has been selected. Sampling error is determined by four factors: the size of the population, the chosen sample size, a confidence interval and the dispersion of responses to a survey. Of the four factors, sample size is the most influential variable.

Table 3 shows the possible sampling variation that applies to a percentage result reported from a probability type sample. The table shows that if a sample of 400 respondents is randomly drawn from the estimated 70,000 adult residents in the City of Santa Monica, one can be 95 percent confident that the margin of error due to sampling will not vary by more than the indicated number of percentage points (plus or minus) from the result that would have been obtained if the interviews had been conducted with all people in the universe represented in the sample.

Table 3. Guide to Statistical Significance

Sample Size	Distribution of Responses				
	90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%
1000	1.85%	2.46%	2.82%	3.01%	3.08%
900	1.95%	2.60%	2.97%	3.18%	3.25%
800	2.07%	2.76%	3.16%	3.38%	3.44%
700	2.21%	2.95%	3.38%	3.61%	3.69%
600	2.39%	3.19%	3.65%	3.90%	3.98%
500	2.62%	3.49%	4.00%	4.28%	4.37%
400	2.93%	3.91%	4.48%	4.79%	4.89%
300	3.39%	4.52%	5.17%	5.53%	5.65%
250	3.71%	4.95%	5.67%	6.06%	6.19%
200	4.15%	5.54%	6.34%	6.78%	6.92%
100	5.88%	7.83%	8.98%	9.60%	9.79%
50	8.31%	11.08%	12.70%	13.57%	13.85%

As the table indicates, the maximum margin of error for all aggregate responses is between 2.93 and 4.89 percent for the sample of 400 adult Santa Monica residents. This means that for a given question with dichotomous response options answered by all 400 respondents, one can be 95 percent confident that the difference between the percentage breakdowns of the sample population and those of the total population is no greater than 4.89 percent. The

percent margin of error applies to both sides of the answer, so that for a question in which 50 percent of respondents said 'yes', one can be 95 percent confident that the actual percent of the population that would say 'yes' is between 54.89 percent and 45.11 percent.

The actual margin of error for a given question in this survey depends on the distribution of the responses to the question. The 4.89 percent number refers to questions, such as a 'yes' or 'no' question, where opinions are evenly split in the sample with 50 percent of respondents saying 'yes' and 50 percent saying 'no'. If that same question were to receive a response in which 10 percent of respondents say 'yes' and 90 percent say 'no', then the margin of error would be no greater than 2.93 percent. As the number of respondents in a particular subgroup (e.g., gender or age) is smaller than the number of total respondents, the margin of error associated with estimating a given subgroup's responses will be higher.

Rotation of Questions

To avoid the problem of systematic position bias - where the order in which a series of questions is asked influences the answers to some of the questions - several of the questions in this survey were rotated such that respondents were not consistently asked the questions in the same order. The series of items within Questions 14, 18, 35, 37, 38 and 43 were rotated for each interview.

How to Read a Crosstabulation Table

The questions discussed and analyzed in this report comprise a subset of the various crosstabulation tables available for each question. Only those subgroups that are of particular interest or that illustrate a particular insight are included in the discussion on the following pages. Should readers wish to conduct a closer analysis of subgroups for a given question, the complete breakdowns appear in Appendix B. These crosstabulation tables pro-

vide detailed information on the responses to each question by all demographic groups that were assessed in the survey. A typical crosstabulation table looks like this:

First Ballot Test

	Overall	Gender	
		Male	Female
Base	400	190	210
Definitely yes	135 34%	56 29%	79 38%
Probably yes	97 24%	47 25%	50 24%
Probably no	45 11%	26 14%	19 9%
Definitely no	61 15%	37 19%	24 11%
DK/NA	62 16%	24 13%	38 18%

A short description of the item appears at the top of the table. The sample size (in this example, N=400) is presented in the first column of data under 'Overall'. The results to each possible answer choice of all respondents are also presented in the first column of data under 'Overall'. The aggregate number of respondents in each answer category is presented as a whole number, and the percentage of the entire sample this number represents is just below the whole number. For example, among overall respondents, 135 people indicated that they would ‘definitely’ vote yes on the measure, and 135 represents 34 percent of the total sample size of 400. Next to the 'Overall' column are other columns representing opinions of males and females. The data from these columns are read in exactly the same fashion as the data in the 'Overall' column, although each group makes up a smaller percentage of the entire sample.

In the tables for Questions 4-8, 9-10, 12-13, 14, 18, 24-25, 35, 37 and 43, mean scores appear in the table cells rather than response frequencies and percentages. These means represent the average response of each group. The means are derived from the numerical scale assigned to each set of response categories.

A Note on the Tables

To present the data in the most accurate fashion, we display the results to the first decimal point in the tables and figures. However, for the purposes of discussion, conventional rounding rules are applied, with numbers that include .5 or higher rounded to the next highest whole number and numbers that include .4 or lower rounded to the next lowest whole number. Because of this rounding, the reader may notice that the percentages in the discussion may not sum to 100 percent due to rounding conventions. Moreover, the decimal numbers shown in pie charts may vary somewhat from the decimal numbers shown in the tables due

to the requirement that pie charts sum to exactly 100 percent. These disparities are confined to the first decimal place.

City Services -- General

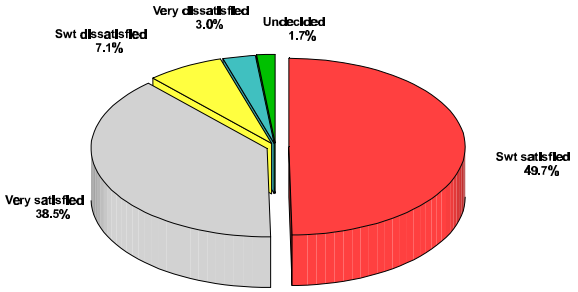
GRA presents the survey results by common theme, which may deviate from the chronological order in which the questions were asked of respondents. This first section addresses the questions that pertain to the City's performance in general.

Q.2: Generally speaking, are you satisfied or dissatisfied with the job the City of Santa Monica is doing to provide city services?

The first substantive question of the survey asked respondents whether, in general, they are satisfied or dissatisfied with the job the City of Santa Monica is doing to provide city services. Because this question does not reference a specific program, service or facility and requests that the respondent consider the City's performance in general, the responses to the question can be viewed as a general performance rating for the City. The responses to the question were coded according to the following scale: 'Very Satisfied' = +2, 'Somewhat Satisfied' = +1, 'Somewhat Dissatisfied' = -1 and 'Very Dissatisfied' = -2.

As shown in Figure 1, an overwhelming majority of residents report that they are either 'Very Satisfied' (39%) or 'Somewhat Satisfied' (50%) with the City's efforts to provide municipal services. Approximately 12 percent reported that they are either 'Somewhat Dissatisfied' (7%) or 'Very Dissatisfied' (3%), with two percent of respondents indicating that they are undecided. When compared to the satisfaction ratings that GRA's many other municipal clients have received in recent surveys, the combined satisfaction rating exhibited by residents of Santa Monica is slightly above average.

Figure 1. Provision of Services



Tables 4, 5 and 6 show the distribution of the responses to this question according to the zip code 'neighborhood' in which a respondent lives, whether a member of their household uses one or more of the social services tested in the survey (Q.36), the respondent's gender, age, length of residence in the City and their 'parental' status (i.e., whether they have a person

under the age of 18 living in their household). Combining the 'Very Satisfied' and 'Somewhat Satisfied' response categories, overall satisfaction is highest among respondents in the 90405 West neighborhood, respondents from households who do not use the City's social services, those who have lived in the City for less than five years, males, individuals between the ages of 25 and 44, and those who have two or more children.

Table 4. Provision of Services: Impact of Zip Code

		Zip code					
	Overall	90401	90402	90403	90404	90405 West	90405 East
Base	403	22	50	108	101	55	45
Very satisfied	155 38.5%	5 22.7%	16 31.2%	47 43.4%	37 36.8%	28 50.0%	19 41.8%
Swt satisfied	200 49.7%	15 68.0%	26 51.1%	50 46.6%	52 51.1%	25 44.7%	21 45.2%
Swt dissatisfied	29 7.1%	2 9.1%	6 11.7%	6 5.5%	6 6.1%	2 3.5%	4 8.6%
Very dissatisfied	12 3.0%	0 0.1%	2 4.2%	3 2.7%	4 4.1%	1 1.8%	1 2.2%
Undecided	7 1.7%	- -	1 1.8%	2 1.8%	2 1.9%	- -	1 2.2%

Table 5. Provision of Services: Impact of Service Use, Gender and Age

		Service use		Gender		Age			
	Overall	Yes	No	Male	Female	18-24	25-44	45-64	65+
Base	403	76	301	177	226	38	193	105	62
Very satisfied	155 38.5%	29 37.6%	112 37.3%	75 42.4%	80 35.5%	16 41.2%	84 43.4%	32 30.8%	23 36.3%
Swt satisfied	200 49.7%	36 48.0%	155 51.5%	86 48.4%	114 50.6%	17 46.1%	93 48.4%	58 55.7%	28 44.8%
Swt dissatisfied	29 7.1%	7 9.0%	20 6.6%	9 5.1%	20 8.7%	3 7.5%	10 5.1%	6 5.9%	9 14.2%
Very dissatisfied	12 3.0%	3 4.0%	8 2.7%	5 2.9%	7 3.1%	1 2.7%	5 2.6%	5 4.8%	1 1.6%
Undecided	7 1.7%	1 1.3%	6 1.9%	2 1.1%	5 2.1%	1 2.5%	1 0.5%	3 2.8%	2 3.2%

Table 6. Provision of Services: Impact of Length of Residence and Parental Status

		Length of Residence				Parental Status		
	Overall	0-4	5-9	10-14	More than 14	One	Two or more	NA/DK
Base	403	122	80	59	142	48	40	315
Very satisfied	155 38.5%	47 38.7%	33 41.5%	26 43.4%	49 34.7%	20 40.6%	17 43.0%	119 37.7%
Swt satisfied	200 49.7%	67 55.0%	40 49.9%	25 41.6%	68 48.3%	20 41.1%	22 54.5%	159 50.3%
Swt dissatisfied	29 7.1%	6 4.8%	4 4.8%	6 9.9%	13 9.2%	4 8.2%	1 2.5%	24 7.5%
Very dissatisfied	12 3.0%	1 0.8%	3 3.7%	2 3.4%	6 4.3%	3 6.2%	- -	9 2.9%
Undecided	7 1.7%	1 0.8%	- -	1 1.7%	5 3.4%	2 3.9%	- -	5 1.6%

Q.34: Thinking of the City overall, what do you feel the City of Santa Monica could do to improve the quality of its services?

Approximately two-thirds through the interview, respondents were asked to indicate what they feel the City could do to improve the quality of services. The question was presented in an open-end format, which means that respondents' answers were recorded verbatim and respondents were not constrained to choose from a list of response options. For convenience, GRA grouped the responses into logical categories (shown below), with low frequency responses being grouped into the 'Other' category. The interviewers were instructed to record up to the first three suggestions from a respondent. The percentages shown in Figures 2 and 3 thus represent the percentage of respondents who offered a given response (and thus sum to greater than 100 percent).

Figure 2. Suggested Improvements (Top Tier)

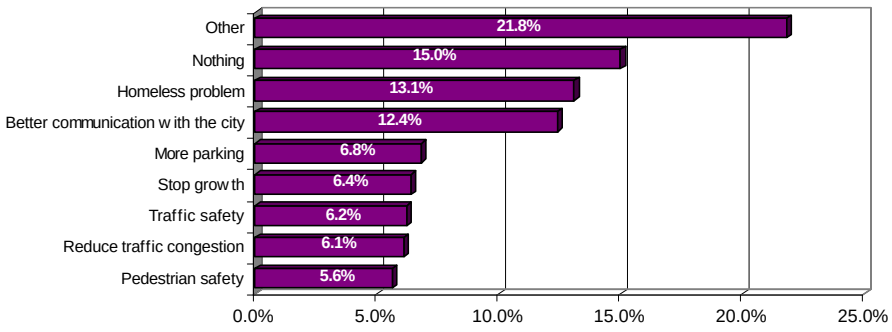
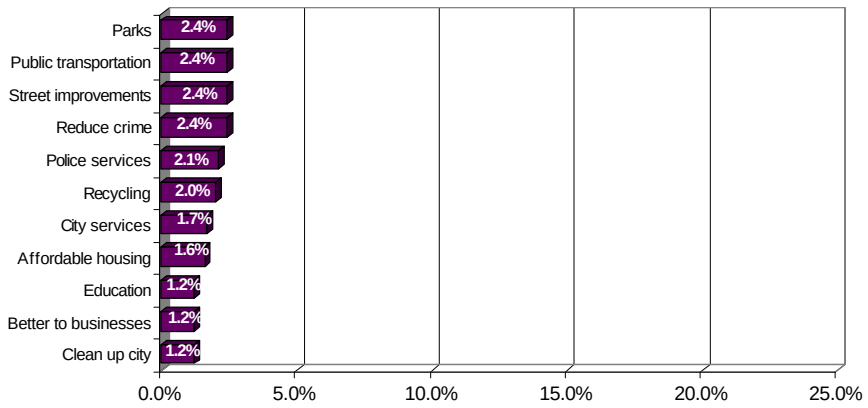


Figure two presents the most commonly mentioned responses to this question. Among the specific problems mentioned that warranted a separate group, 15 percent suggested 'Nothing'. Thirteen percent of respondents indicated that the City could improve its performance with respect to the homeless problem. Other suggestions included 'Better Communication with City' (12.4%), 'More Parking' (6.8%), 'Stop Growth' (6.4%), 'Traffic Safety' (6.2%) and 'Reduce Traffic Congestion' (6.1%). All of the responses presented in Figure 3 were mentioned by less than three percent of respondents.

Figure 3. Suggested Improvements (Bottom Tier)



Because a similar question was posed to residents in the 1998 opinion study conducted by the City, one can meaningfully compare the results of the 1998 survey to those of the present survey to identify significant shifts in opinions (keeping in mind the margin of error due to sampling for both studies). Whereas the top three specific responses for the present study are 'Nothing' (15.0%), 'Homeless Problem' (13.1%), and 'Better Communication with City' (12.4%), the top three responses in the 1998 study were 'Nothing' (19.5%), 'Reduce Homelessness' (12.6%) and Public Works concerns with respect to alleys, sidewalks, streets, and cleaning graffiti and debris (8.9%). This suggests that although addressing homeless issues remains a primary concern for residents, public works issues have become comparatively less important, and City-resident communication has become comparatively more important, in the past year.

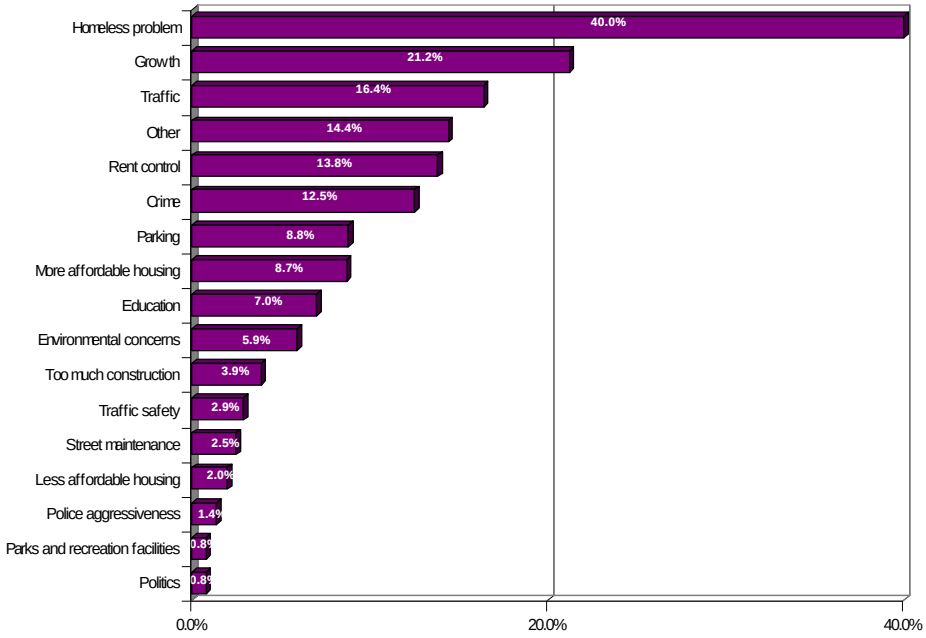
Issues of Importance

Q.3: What would you say are the one or two most important issues facing the City of Santa Monica today?

Question 2 asked respondents in an open-end fashion to identify the one or two most important issues facing the City of Santa Monica today. Once again, respondents were not constrained to choose from a list of issues, but rather were free to offer any response which was then recorded verbatim by the interviewer. For the reader's convenience, GRA coded and grouped the verbatim responses into logical categories, with issues that were mentioned by less than 0.8 percent of respondents being grouped into the 'Other' category. Interviewers were instructed to record up to two issues per respondent. The percentages shown in Figure 4 reflect the percentage of respondents who mentioned a given issue and thus sum to greater than 100 percent.

Figure 4 displays the overall results for this question. Consistent with residents' suggestion that the City can improve its services by addressing the homeless problem (Q.34), 40 percent of respondents cited the 'Homeless Problem' as being the most important problem facing the City today. Other specific problems mentioned by at least 10 percent of respondents include 'Growth' (21.2%), 'Traffic' (16.4%), 'Rent Control' (13.8%) and 'Crime' (12.5%).

Figure 4. Issues of Importance



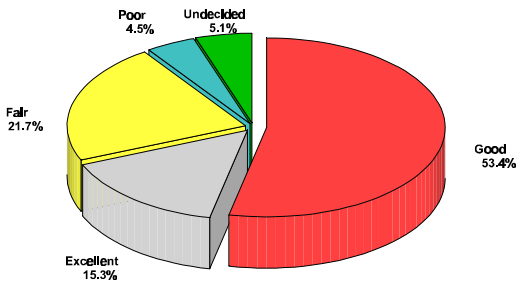
Status of Neighborhoods

The next series of questions were grouped together under the common title 'Status of Neighborhoods' because the questions address neighborhood issues and/or the reference point for the question is the respondent's neighborhood.

Q.4: In general, would you say that the City of Santa Monica does an excellent, good, fair or poor job of addressing neighborhood concerns?

The first question asked respondents to rate the City's performance in addressing neighborhood concerns. As shown in Figure 5, a substantial majority of residents rated the City's performance as either 'Excellent' (15.3%) or 'Good' (53.4%), with 21.7 percent stating that it is 'Fair', 4.5 percent indicating it is 'Poor' and six percent undecided.

Figure 5. Addressing Neighborhood Concerns



Tables 7-10 illustrate how responses to this question vary according to select respondent characteristics. Table 7 is of particular interest in that it disaggregates the responses according to the zip code 'neighborhood' of the respondent. Ratings for the City's efforts to address neighborhood concerns are most positive in the 90402, 90403, 90404 and 90405 West neighborhoods. It is worth noting that respondents from the 90401 neighborhood rated the City's performance in addressing neighborhood concerns markedly lower than respondents from the remaining neighborhoods. Among the other subgroups represented in Tables 8-10, ratings were highest among renters, individuals who have lived in the City between 10 and 14 years, Asians, and individuals between the ages of 45 and 64.

Table 7. Addressing Neighborhood Concerns: Impact of Zip Code

		Zip code					
	Overall	90401	90402	90403	90404	90405 West	90405 East
Base	403	22	50	108	101	55	45
Excellent	62 15.3%	2 9.1%	7 13.7%	21 19.9%	14 13.6%	10 17.7%	6 13.2%
Good	215 53.4%	11 49.7%	27 54.5%	55 51.0%	55 54.5%	32 56.9%	24 52.4%
Fair	87 21.7%	3 13.6%	11 21.8%	20 18.1%	27 26.7%	10 18.3%	11 23.7%
Poor	18 4.5%	6 27.4%	1 2.2%	3 2.7%	3 3.2%	- -	3 6.5%
Undecided	21 5.1%	0 0.1%	4 7.8%	9 8.2%	2 1.9%	4 7.1%	2 4.2%

Table 8. Addressing Neighborhood Concerns: Impact of Homeowner Status and Length of Residence

		Homeowner status		Length of Residence			
	Overall	Own	Rent	0-4	5-9	10-14	More than 14
Base	403	146	248	122	80	59	142
Excellent	62 15.3%	18 12.0%	43 17.4%	24 20.0%	10 12.3%	13 21.5%	15 10.5%
Good	215 53.4%	79 54.0%	131 52.8%	63 51.7%	44 54.4%	30 51.7%	78 55.0%
Fair	87 21.7%	35 23.7%	50 20.3%	22 17.9%	17 21.2%	14 23.3%	35 24.5%
Poor	18 4.5%	7 4.9%	11 4.4%	3 2.4%	3 3.7%	2 3.4%	10 7.2%
Undecided	21 5.1%	8 5.4%	13 5.1%	10 8.0%	7 8.6%	0 0.1%	4 2.8%

:

Table 9. Addressing Neighborhood Concerns: Impact of Ethnicity

		Ethnicity					
	Overall	White	Asian	Latino	Black	Native American	Other
Base	403	292	24	55	17	1	1
Excellent	62 15.3%	49 16.8%	4 15.4%	6 10.7%	2 13.3%	- -	- -
Good	215 53.4%	148 50.7%	17 69.2%	33 60.7%	7 40.0%	1 50.0%	0 41.2%
Fair	87 21.7%	63 21.5%	2 7.7%	14 25.0%	7 40.0%	0 25.0%	0 29.4%
Poor	18 4.5%	14 4.7%	- -	2 3.6%	1 6.7%	0 25.0%	0 11.8%
Undecided	21 5.1%	19 6.4%	2 7.7%	- -	- -	- -	0 17.6%

Table 10. Addressing Neighborhood Concerns: Impact of Age

		Age			
	Overall	18-24	25-44	45-64	65+
Base	403	38	193	105	62
Excellent	62 15.3%	7 18.1%	23 12.1%	25 23.6%	7 11.0%
Good	215 53.4%	17 45.9%	107 55.6%	54 51.2%	34 54.3%
Fair	87 21.7%	12 30.9%	41 21.0%	20 19.3%	13 20.5%
Poor	18 4.5%	- -	10 5.2%	3 3.1%	5 7.9%
Undecided	21 5.1%	2 5.1%	12 6.1%	3 2.8%	4 6.3%

Q.5-8: Would you say that the _____ 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?

Figure 6 combines the responses from Questions 5-8 that share a common root question but vary the specific reference items in the question. In each case, respondents are asked if the _____ in their 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? The reference items are 'sidewalks', 'alleys', 'street-lighting' and 'streets and roads'.

The responses to each question were coded according to the following scale: 'Good Condition All Over' = 2, 'Mostly Good' = 1, 'Many Bad Spots' = -1. The responses were then aggregated and averaged to derive the means score for respondents as a whole and for various subgroups. The means adhere to the scale above and can be interpreted accordingly. Thus, for example, a mean of '1' indicates that respondents, as a group, rate the condition of the specific item as 'Mostly Good'.

Figure 6 displays the mean scores for each of the public works areas tested. Overall, respondents rated the condition of local streets and roads the highest (1.22), followed by sidewalks (1.06), street lighting (0.87) and alleys (0.68).

Figure 6. Condition of Neighborhoods

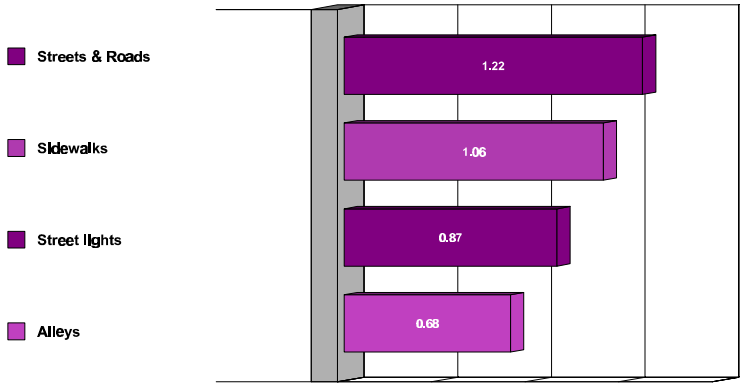


Figure 7 displays the mean scores for respondents separated by the zip code 'neighborhood' in which they live. Clearly, location of residence has an important impact on how respondents rate the condition of their neighborhood streets and roads, sidewalks, street lighting and alleys. For example, respondents in 90403 had a mean score of 0.54 for street lighting, whereas respondents from 90402 assigned street lighting a mean score of 1.12.

Figure 7. Condition of Neighborhoods: Impact of Zip Codes

		Zip code					
	Overall	90401	90402	90403	90404	90405 West	90405 East
Base	0.96	0.78	1.14	0.94	1.02	0.92	0.81
Streets & Roads	1.22	1.14	1.29	1.31	1.26	1.04	1.04
Sidewalks	1.06	0.81	1.23	1.15	1.09	1.05	0.74
Street lights	0.87	0.72	1.12	0.54	1.00	1.03	0.75
Alleys	0.68	0.46	0.90	0.74	0.69	0.43	0.67

The 1998 study asked similar questions, although the results are presented in percentage form rather than means as shown above. Nevertheless, a comparison of the percentage results for these questions in the present study (see Appendix C) to those reported for the 1998 study reveals that respondents perceive the condition of alleys, streets and roads and sidewalks in the City to have deteriorated during the past year. In each case, the percentage of respondents stating that these are in 'Good Condition All Over' has declined substantionally. For example, in the 1998 study 49 percent of respondents indicated that the streets and

roads in their neighborhood are in good condition all over. In the present study, the corresponding figure is 37 percent. The 1998 study did not include a question about street lighting.

Collection Services

Q.9-10: Thinking now about your household, would you say that the _____ collection service that your household receives is excellent, good, fair or poor?

The survey next turned to respondents' perceptions of the quality of service their household receives in the areas of garbage collection and recycling. Because these two questions shared the same root question and response categories, GRA chose to present the results in a comparative format. In both cases, respondents were asked to rate the collection service as 'Excellent', 'Good', 'Fair' or 'Poor'. The response categories were assigned the following numerical scale: 'Excellent' = 3, 'Good' = 2, 'Fair' = 1 and 'Poor' = 0. The responses were then aggregated and averaged to provide a mean score for each service. As always, the means adhere to the original scale and can be interpreted accordingly. Thus, for example, a mean of '2' indicates that, overall, respondents perceive the service they receive to be 'Good'.

Figure 8 displays the mean scores for the two services tested: garbage collection and recycling collection. Both services received a mean slightly above or slightly below '2.0', which means that respondents, as a group, perceive the service to be 'Good'.

Figure 8. Collection Services

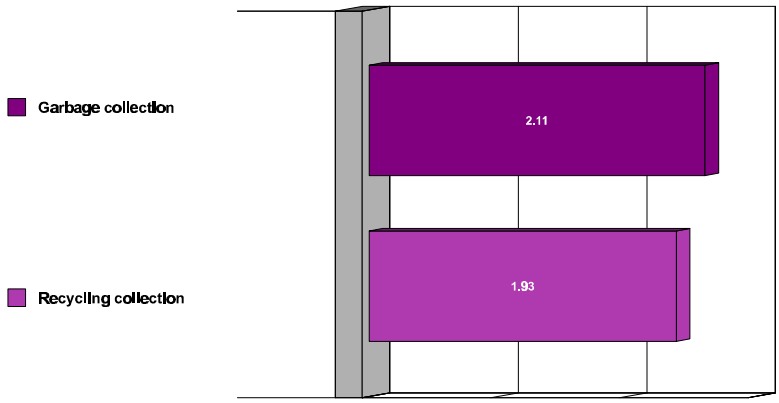


Table 11 displays the means scores for each service across zip code neighborhoods in the City. As is apparent from the table, the location of a respondent's residence has a significant impact on his/her perception of the service they receive. Respondents from 90401, for example, assigned a comparatively high rating to garbage collection (2.37), whereas respondents from 90404 assigned a comparatively low rating to the service (1.94).

Table 11. Collection Services: Impact of Zip Code

		Zip code					
	Overall	90401	90402	90403	90404	90405 West	90405 East
Base	2.03	2.18	2.20	1.92	1.82	2.14	2.33
Garbage collection	2.11	2.37	2.26	2.10	1.94	2.10	2.33
Recycling collection	1.93	1.93	2.14	1.71	1.68	2.19	2.34

The 1998 study did not include a question about recycling services, although it did ask a similar question about garbage collection services. Comparing the percentage results for this question from Appendix C to the 1998 report reveals that the overall rating for this service has declined somewhat during the past year. For example, the number of respondents who rated the service as 'Excellent' in 1998 was 39 percent, whereas the corresponding figure for the present study is 31 percent.

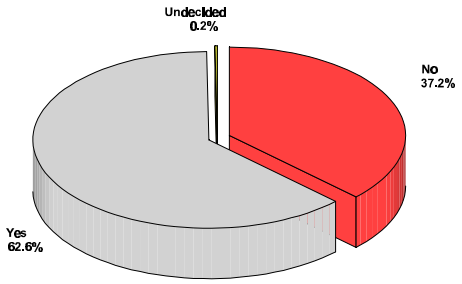
Parks and Recreation

The next series of questions addressed residents' attitudes and behaviors with respect to Parks and Recreation in the City of Santa Monica. When reviewing the results, it is important to keep in mind that several of the questions ask the respondents to report for the *household*, not just for themselves.

Q.11: Has anyone in your household used any Santa Monica park, recreation facility or recreation program during the past 12 months?

Question 11 asked respondents to indicate whether they or someone in their household visited a Santa Monica park or recreation facility or participated in a Santa Monica recreation program during the past year. As shown in Figure 9, 63 percent of respondents indicated that someone in their household has visited a facility or used a program at least once during the past year. The usage rate is slightly higher than that reported in the 1998 report, although the difference is not statistically significant.

Figure 9. Park and Recreation Use



Because this question asks the respondent to report whether they or *someone in their household* has used a facility or program, it is not appropriate to examine the data across individual level characteristics of the respondent, such as age or gender. It is, however, useful to examine the usage rates across household level variables or variables that one can reasonably assume apply to the household. Accordingly, Tables 12-16 shows how usage rates vary according to whether the respondent's household uses one or more of the social services tested in the survey (Q.36), whether they have children in the home, ethnicity, type of home, family income and zip code neighborhood. Overall, use of City recreation facilities and programs is highest among households that also use one or more of the social services tested in the survey, individuals living with one or more children in the household, Blacks (although the small number of respondents warrants using caution when generalizing this result), individuals who reside in a townhome or a condo, respondents with family incomes of $50,000 or more per year, and individuals who reside in the 90405 East and West neighborhoods.

Table 12. Park and Recreation Use: Impact of Service Use and Parental Status

		Service use		Parental Status		
	Overall	Yes	No	One	Two or more	NA/DK
Base	403	76	301	48	40	315
Yes	252 62.5%	56 74.1%	181 60.2%	40 83.7%	29 73.0%	183 58.0%
No	150 37.2%	20 25.9%	119 39.5%	8 16.3%	11 27.0%	131 41.7%
Undecided	1 0.2%	- -	1 0.3%	- -	- -	1 0.3%

Table 13. Park and Recreation Use: Impact of Ethnicity

		Ethnicity					
	Overall	White	Asian	Latino	Black	Native American	Other
Base	403	292	24	55	17	1	1
Yes	252 62.5%	184 63.1%	13 53.8%	29 53.6%	13 80.0%	1 75.0%	0 76.5%
No	150 37.2%	107 36.6%	11 46.2%	25 46.4%	3 20.0%	0 25.0%	0 23.5%
Undecided	1 0.2%	1 0.3%	- -	- -	- -	- -	- -

Table 14. Park and Recreation Use: Impact of Type of Home

		Type of home				
	Overall	Single family	Apartment	Condo	Townhouse	Other
Base	403	105	211	53	24	3
Yes	252 62.5%	68 64.6%	123 58.6%	39 72.5%	16 67.0%	2 66.7%
No	150 37.2%	36 34.4%	87 41.4%	15 27.5%	8 33.0%	1 33.3%
Undecided	1 0.2%	1 0.9%	- -	- -	- -	- -

Table 15. Park and Recreation Use: Impact of Income

		Income					
	Overall	Under $20,000	$20,000-$34,999	$35,000-$49,999	$50,000-$74,999	$75,000-$99,999	$100,000 and over
Base	403	42	61	58	52	39	54
Yes	252 62.5%	25 59.7%	30 48.6%	32 54.9%	38 73.2%	27 69.9%	41 76.3%
No	150 37.2%	17 40.3%	31 51.4%	26 45.1%	14 26.8%	12 30.1%	13 23.7%
Undecided	1 0.2%	- -	- -	- -	- -	- -	- -

Table 16. Park and Recreation Use: Impact of Zip Code

		Zip code					
	Overall	90401	90402	90403	90404	90405 West	90405 East
Base	403	22	50	108	101	55	45
Yes	252 62.5%	12 54.5%	32 63.0%	64 59.1%	58 57.1%	40 71.7%	33 72.1%
No	150 37.2%	10 45.5%	18 35.0%	44 40.9%	43 42.9%	16 28.3%	13 27.9%
Undecided	1 0.2%	- -	1 2.0%	- -	- -	- -	- -

Q.12-13: Would you say that the _____ of Santa Monica's recreation opportunities is excellent, good, fair, or poor?

Questions 12 and 13 asked respondents to rate the *range* and *quality* of Santa Monica's recreation opportunities. Because these questions shared a common root question and identical response categories, GRA chose to group them together for a comparative presentation. The responses to the question were coded according to the following scale: 'Excellent' = 3, 'Good' = 2, 'Fair' = 1 and 'Poor' = 0. Once again, the responses were aggregated and averaged to develop a single mean score for each item, which can be interpreted according to the scale above. A mean score of '1', for example, means that respondents overall rated the item as 'Fair'.

Figure 10 displays the mean scores assigned to the *range* of recreation opportunities and to the *quality* of recreation opportunities in the City by respondents as a whole. Both items received a mean of slightly over '2', which indicates that respondents, as a group, view the quality and range of these services as slightly above 'Good'.

Figure 10. Recreation Opportunities

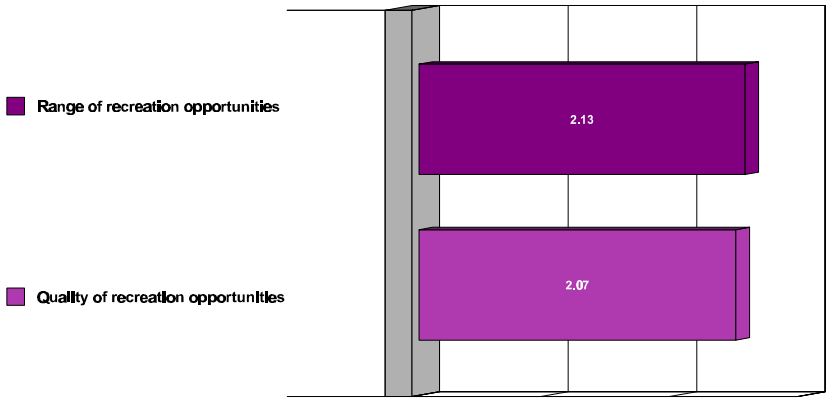


Table 17 displays the mean scores assigned to the range and quality of recreation opportunities in the City according to whether the respondent reports that they or someone in their household has used a recreation facility or program during the past year and the respondent's zip code neighborhood. For both the range and the quality of recreation opportunities, the differences in ratings are not significant based on household recreation use. Although somewhat larger differences can be found in the ratings assigned by respondents from different zip code neighborhoods, the most striking aspect of the results is the similarity across subgroups.

The 1998 study did not ask a question that can be directly compared to these questions.

Table 17. Recreation Opportunities: Impact of Recreation Use and Zip Code

		Recreation use		Zip code					
	Overall	Yes	No	90401	90402	90403	90404	90405 West	90405 East
Base	2.10	2.10	2.11	2.25	2.07	2.13	2.09	2.16	1.99
Range of recreation opportunities	2.13	2.13	2.15	2.17	2.04	2.11	2.15	2.21	2.10
Quality of recreation opportunities	2.07	2.07	2.08	2.33	2.09	2.16	2.03	2.10	1.88

Q.14: In general, would you rate the _____ Santa Monica's parks and recreation facilities as excellent, good, fair or poor?

Question 14 asked respondents to rate Santa Monica's parks and recreation facilities on three different dimensions: appearance, accessibility and safety. As each item was tested using a common root question and standard response categories, GRA grouped the responses together for presentation. The responses for each dimension were coded according to the following scale: 'Excellent' = 3, 'Good' = 2, 'Fair' = 1 and 'Poor' = 0. The responses were then aggregated and averaged to derive a mean score for each dimension which can be interpreted according to the aforementioned scale.

As shown in Figure 11, respondents assigned the highest rating to the appearance of the parks and recreation facilities (2.14), followed closely by the ease of getting to the parks and facilities (2.11). Although the rating is still reasonably positive, respondents are comparatively less positive about the safety of Santa Monica's parks and recreation facilities (1.86).

Figure 11. Parks and Recreation facilities

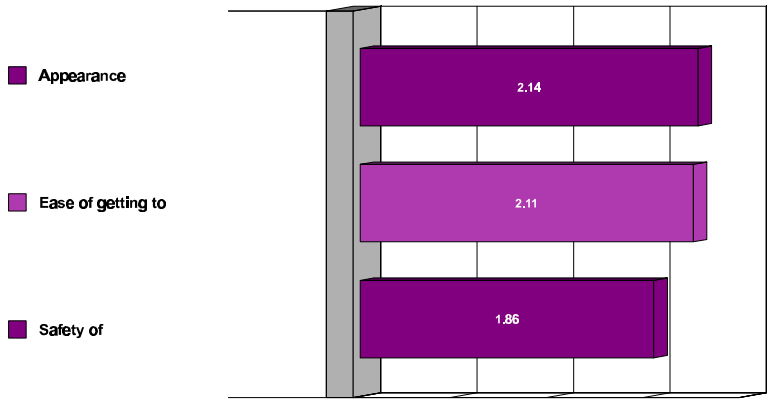


Table 18 displays the results for Question 14 according to whether someone from the respondent's household has used a Santa Monica recreation facility or program during the past year and their zip code neighborhood. Use of a recreation facility or program during the past year does not significantly impact a respondent's perception of the parks and facilities on any of the three dimensions tested. There are some significant differences across neighborhoods, however, for each dimension tested. Most notably, respondents from the 90405 West neighborhood assign a substantially lower rating to the safety of parks and recreation facilities in the City when compared to their counterparts in other neighborhoods.

Table 18. Parks and Recreation Facilities: Impact of Recreation Use and Zip Code

		Recreation use		Zip code					
	Overall	Yes	No	90401	90402	90403	90404	90405 West	90405 East
Base	2.04	2.04	2.03	1.96	1.96	2.10	2.07	2.02	2.04
Appearance	2.14	2.14	2.14	1.94	1.98	2.16	2.22	2.24	2.09
Ease of getting to	2.11	2.15	2.03	2.15	2.08	2.25	1.97	2.14	2.14
Safety of	1.86	1.85	1.90	1.78	1.80	1.88	2.03	1.67	1.87

Although similar questions were employed in the 1998 study, the numerical scale used to derive the mean scores is somewhat different than that used in the present study and the 1998 report does not indicate if responses of 'Don't Know/No Answer' were included in calculating the means. Nevertheless, GRA has compared the results after adjusting the numerical scales and finds that the results are, statistically speaking, the same for both studies. In other words, the ratings for Santa Monica's parks and recreation facilities in terms of appearance, safety and accessibility have not changed significantly in the past year.

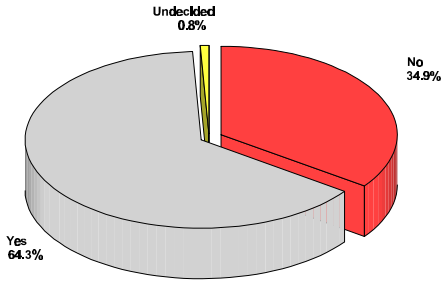
Library Facilities

The survey next asked respondents several questions relating to library services offered by the City of Santa Monica. When interpreting the following figures, please note that one of these questions was only asked of a select group of respondents.

Q.15: Has anyone in your household used any Santa Monica public library or library service during the past 12 months?

Question 15 asked respondents whether they or someone living in their household has used the public library or a library service during the past year. As can be seen in Figure 12, approximately 64 percent of respondents answered 'yes' to this question.

Figure 12. Public Library Use



Question 15 asked respondents to report on their household's use of the library facility and services, so it is appropriate to examine usage rates in relation to household characteristics, but not the individual characteristics of the respondent. Tables 19-21 reveal that use of the library facility or services during the past year is highest among households that also use one or more of the social services tested in this survey (Q.36), individuals with children, households who own their home rather than rent, Whites and members of 'Other' ethnic groups, and households that are located in the 90405 East and West neighborhoods.

It is worth noting that the aggregate results for this question in the present study are, statistically speaking, the same as found in the 1998 study.

Table 19. Public Library Use: Impact of Service Use, Parental Status and Homeowner Status

		Service use		Parental Status			Homeowner status	
	Overall	Yes	No	One	Two or more	NA/DK	Own	Rent
Base	403	76	301	48	40	315	146	248
Yes	259 64.3%	53 70.2%	188 62.6%	36 74.9%	34 84.9%	189 60.1%	102 69.3%	153 61.4%
No	141 34.9%	23 29.8%	109 36.4%	11 22.8%	6 15.1%	124 39.3%	45 30.6%	94 37.8%
Undecided	3 0.8%	- -	3 1.0%	1 2.3%	- -	2 0.6%	0 0.0%	2 0.8%

Table 20. Public Library Use: Impact of Ethnicity

		Ethnicity					
	Overall	White	Asian	Latino	Black	Native American	Other
Base	403	292	24	55	17	1	1
Yes	259 64.3%	196 67.1%	13 53.8%	29 53.6%	10 60.0%	1 50.0%	0 76.5%
No	141 34.9%	94 32.2%	11 46.2%	25 46.4%	6 33.3%	1 50.0%	0 17.6%
Undecided	3 0.8%	2 0.7%	- -	- -	1 6.7%	- -	0 5.9%

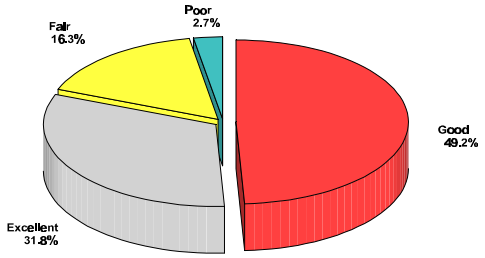
Table 21. Public Library Use: Impact of Zip Code

		Zip code					
	Overall	90401	90402	90403	90404	90405 West	90405 East
Base	403	22	50	108	101	55	45
Yes	259 64.3%	15 68.3%	34 68.8%	71 66.3%	52 51.1%	40 73.0%	34 74.2%
No	141 34.9%	7 31.7%	16 31.2%	34 31.9%	49 48.9%	15 27.0%	12 25.8%
Undecided	3 0.8%	- -	- -	2 1.8%	- -	- -	- -

Q.16: Would you say that the availability of the materials you wanted at the library was excellent, good, fair or poor?

For those respondents who reported that their household has used the library or a library service during the past year, the survey next asked them to rate the availability of the materials at the library. Overall, a large majority (80%) of respondents indicated that the availability was either 'Excellent' (31.8%) or 'Good' (49.2%). Approximately 16 percent stated that the availability was 'Fair' and 2.7 percent indicated that is was 'Poor'. These results are essentially unchanged from the results found in the 1998 study.

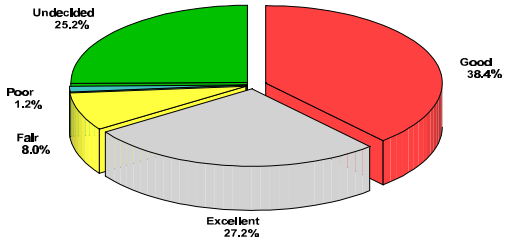
Table 22. Availability of Library Materials



Q.17: Overall, would you say that Santa Monica's public library services are excellent, good, fair or poor?

Question 17 asked all respondents how they would rate Santa Monica' public library services overall. As shown in Table 23, a clear majority rated them as either 'Excellent' (27.2%) or 'Good' (38.4%), with 8 percent stating that they are 'Fair', 1.2 percent responding that they are 'Poor', and over a quarter (25.2%) of respondents indicating that they do not know or are undecided. These results essentially mirror the results from the 1998 study once one takes into account the possible margin of error due to sampling.

Table 23. Public Library Services



Public Safety

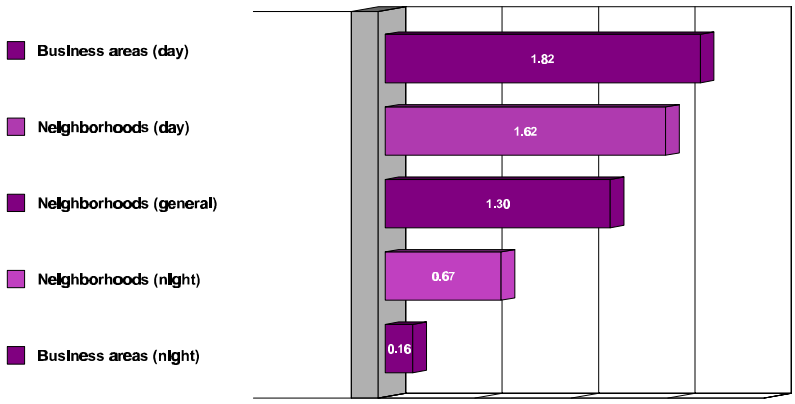
This section presents the results from several questions relating to public safety. As in the previous section, the reader should take care when interpreting the results as several of the questions were only asked of a select group of respondents based on their answers to previous questions.

Q.18: When you are walking alone in (your/Santa Monica's) _____, would you say that you feel very safe, reasonably safe, somewhat unsafe, or very unsafe?

Question 18 asked respondents to rate how safe they feel when walking alone in several different areas of the City at different times of the day. For each area and time tested, the responses were coded according to the following scale: 'Very Safe' = +2, 'Reasonably Safe' = +1, 'Somewhat Unsafe' = -1 and 'Very Unsafe' = -2. The responses were then aggregated and averaged to derive a mean perceived safety score for each area and time. As always, the means adhere to the original scale such that a mean of '+1', for example, indicates that respondents as a whole feel 'Reasonably Safe' in the area.

Figure 13 displays the mean perceived safety scores for each of the areas and times tested. As is obvious from the Figure, perceived safety varies significantly depending on both the area of the City and the time of day. Overall, respondents feel most safe in business areas during the day (1.82), followed closely by their neighborhood during the day (1.62). Walking alone in your neighborhood in general (without reference to time) received a mean score of 1.30, whereas walking alone in your neighborhood at night received a ranking of 0.67. Respondents felt the least safe walking in business areas at night as indicated by a mean score of 0.16.

Figure 13. Personal Security



Tables 24-26 display the mean perceived safety scores for various subgroups of respondents for the readers' reference. It is worth noting that although large differences in mean scores do not exist between neighborhoods for areas during the day, substantial differences exist in the mean scores for walking alone in one's neighborhood at night and walking in business areas at night. For example, respondents from 90401 assigned a mean score of 0.19 for perceived safety at night on their neighborhood, whereas the corresponding figure for respondents from 90402 is 1.01.

The 1998 report employed a substantially different numerical scale than that employed in the present study to derive the means, which limits GRA's ability to directly compare the results. Nevertheless, a comparison of the results suggests that perceived safety in the City's business areas during evening hours has declined significantly during the past year, although perceived safety in the business areas during the day has increased somewhat.

Table 24. Personal Security: Impact of Zip Code

		Zip code					
	Overall	90401	90402	90403	90404	90405 West	90405 East
Base	1.18	1.00	1.14	1.27	1.28	1.08	1.13
Business areas (day)	1.82	2.00	1.50	1.86	1.85	1.83	1.78
Neighborhoods (day)	1.62	1.41	1.67	1.71	1.62	1.52	1.60
Neighborhoods (general)	1.30	1.04	1.33	1.36	1.28	1.36	1.22
Neighborhoods (night)	0.67	0.19	1.01	0.79	0.68	0.43	0.71
Business areas (night)	0.16	0.33	-0.40	0.12	0.95	-0.35	-0.09

Table 25. Personal Security: Impact of Gender, Age and Parental Status

	Gender		Age				Parental Status		
	Male	Female	18-24	25-44	45-64	65+	One	Two or more	NA/DK
Base	1.39	1.02	1.27	1.25	1.14	0.96	1.19	1.31	1.16
Business areas (day)	1.89	1.76	2.00	1.91	1.60	1.72	1.81	2.00	1.80
Neighborhoods (day)	1.69	1.56	1.56	1.65	1.67	1.49	1.49	1.70	1.63
Neighborhoods (general)	1.39	1.23	1.18	1.32	1.33	1.27	1.25	1.45	1.29
Neighborhoods (night)	0.92	0.47	0.59	0.82	0.67	0.22	0.87	0.89	0.62
Business areas (night)	0.96	-0.35	1.13	0.21	0.05	-0.48	0.27	0.35	0.10

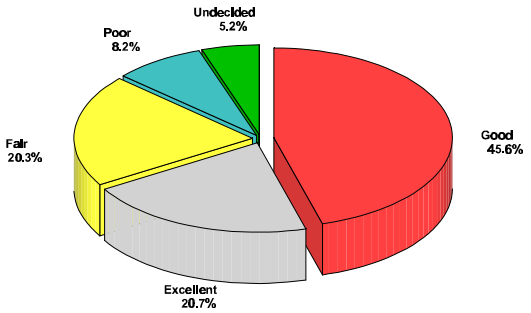
Table 26. Personal Security: Impact of Ethnicity

		Ethnicity					
	Overall	White	Asian	Latino	Black	Native American	Other
Base	1.18	1.13	1.20	1.44	1.27	1.36	1.32
Business areas (day)	1.82	1.82	1.50	2.00	1.50	2.00	2.00
Neighborhoods (day)	1.62	1.59	1.62	1.75	1.71	1.75	1.82
Neighborhoods (general)	1.30	1.27	1.31	1.43	1.21	1.50	1.29
Neighborhoods (night)	0.67	0.65	0.80	0.75	0.93	0.50	0.76
Business areas (night)	0.16	-0.10	0.11	1.42	0.83	2.00	0.50

Q.19: In general, would you say that the enforcement of traffic laws in Santa Monica is excellent, good, fair or poor?

Respondents were next asked to rate the enforcement of traffic laws in the City of Santa Monica. As illustrated in Figure 14, almost two-thirds of respondents stated that the enforcement of traffic laws is either 'Excellent' (20.7%) or 'Good' (45.6%). Approximately 20 percent stated that enforcement is 'Fair', eight percent indicated it is 'Poor', and five percent were undecided or unwilling to state their opinion. These results mirror those of the 1998 study once one considers the possible margin of error associated with sampling.

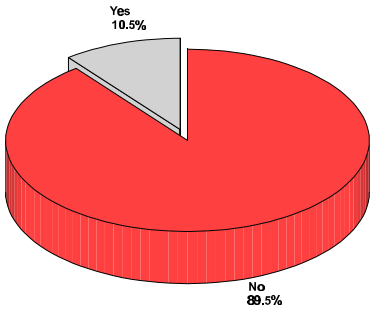
Figure 14. Traffic Law Enforcement



Q.20: During the past 12 months, have you or anyone in your household been the victim of any crime in Santa Monica?

Question 20 asked respondents whether they or someone living in their household has been the victim of a crime during the past year. Overall, slightly more than 10 percent (10.5%) answered this question 'yes'.

Figure 15. Crime Victim



From statistics gathered and published by the Department of Justice, including *Uniform Crime Reports* and *National Crime Surveys*, we know that crime is not evenly distributed across the population. Indeed, certain groups (males, ethnic minorities, youth) are disproportionately the victim of personal crimes, especially violent crimes. Given the limited sample size for this study and the frequency of victimizations, a detailed comparison of victimization experiences across respondent characteristics would not provide precise and reliable estimates. Put simply, there are not enough cases of victimization to generalize to the larger population. Nevertheless, Table 27 does provide some insight into how the victimizations reported in this survey are distributed across the City of Santa Monica. Once again, one should use caution, given the limited number of cases, in generalizing these findings to the larger population. It is worth noting, however, that this figures are, statistically speaking, the same as reported in the 1998 study for the City.

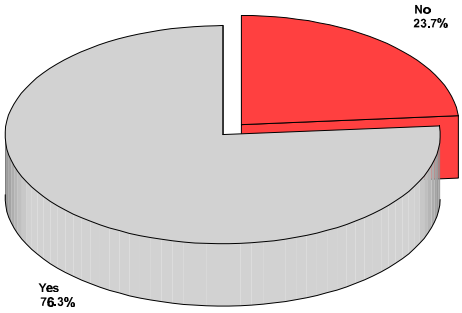
Table 27. Crime Victim: Impact of Zip Code

		Zip code					
	Overall	90401	90402	90403	90404	90405 West	90405 East
Base	403	22	50	108	101	55	45
Yes	42 10.5%	- -	4 8.0%	11 10.0%	17 17.3%	7 12.6%	3 6.6%
No	361 89.5%	22 100.0%	46 92.0%	97 90.0%	83 82.7%	48 87.4%	42 93.4%

Q.21: Did you or a member of your household report the crime(s) to the police?

For those respondents who reported that they or someone in their household has been be victim of a violent crime during the past 12 months, Question 21 asked them whether they or a member of their household reported the crime(s) to the police. As shown in Figure 16, 76 percent of those who indicated they were victimized during the past year also reported the crime to the police. The corresponding figure for the 1998 study was substantially less (55%) although, once again, one should use caution in generalizing this finding due to the small number of respondents who reported a victimization.

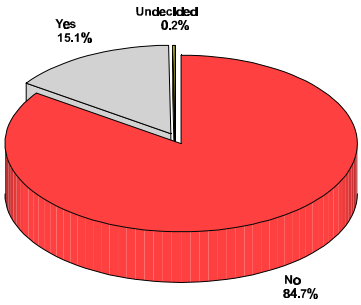
Figure 16. Report Crime



Q.22: During the past 12 months have you called the police or 911 in an emergency?

Question 22 asked all respondents whether they have called the police or 911 during the past year. Overall, just 15.1 percent of respondents indicated that they have done so. The corresponding figure for the 1998 study was similar (15%).

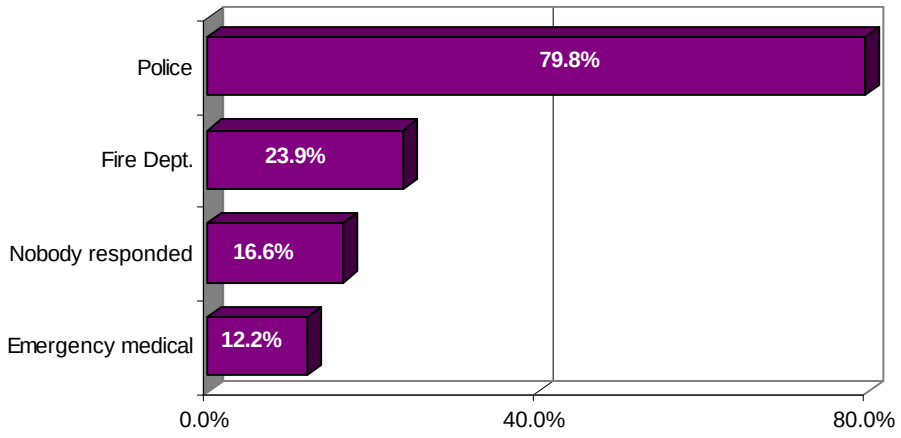
Figure 17. Call 911



Q.23: Did the police, fire department, and or emergency medical vehicles respond to your call?

For those respondents that indicated they had called the police or 911 during the past year, the survey next asked them whether the police, fire department and/or emergency medical vehicles responded to the call. In some emergencies, multiple departments will respond to a call, so the interviewers were instructed to mark more than one response if appropriate. Figure 18 displays the percentage of respondents that mentioned a particular response. As shown in Figure 18, for those occasions that someone responds to the call, Police were the most common (79.8%), followed by the Fire Department (23.9%) and Emergency Medical Vehicles (12.2%). Seventeen percent of respondents indicated that nobody responded to their call.

Figure 18. Department Responded



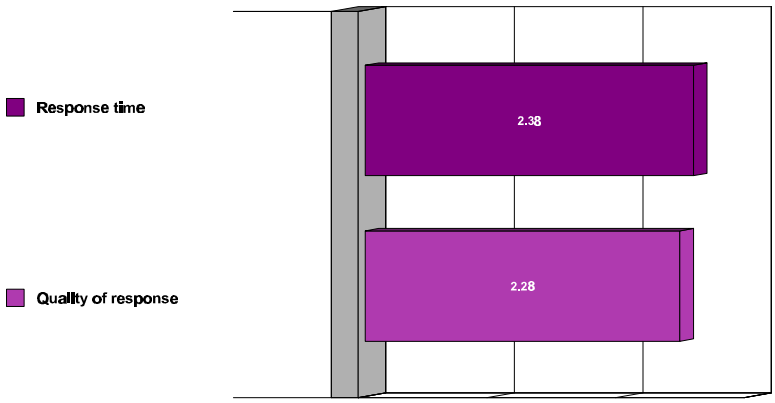
Q.24-25: Overall, how would you rate the _____in your response to your call(s)?

For those individuals who indicated that the police, fire department and/or emergency medical vehicles responded to at least one of their calls during the past 12 months, the survey next asked them to rate the *response time* and the overall *quality* of service they received in response to their call. As these questions shared a common root question and set of response options, GRA chose to present the results in a comparative format. The responses were coded according to the following scale: 'Excellent' = 3, 'Good' = 2, 'Fair' = 1 and 'Poor' = 0. The responses were then aggregated and averaged to derive a mean score for respondents overall. A mean of '2', for example, indicates that respondents, as a group, rated the response time or quality of service as 'Good'.

Figure 19 displays the mean scores for both response time and quality of service. The means for both are above '2', which indicates that, as a group, respondents rated both the response time and the quality of service they received in response to their call(s) as between 'Good' and 'Excellent'. Although a question pertaining to response time was asked of respondents

in the 1998 study, the question wording is significantly different such that a direct comparison with the results of the present study is not possible.

Figure 19. Response experience



Q.26: Have you had any contact with the Santa Monica police during the past 12 months?

Based on the results of Question 23, the interviewer knew whether respondents had contacted Santa Monica police in an emergency during the past 12 months. For those who did not already state that they had contact with the police in an emergency situation, Question 26 inquired as to whether they have had any contact with the Santa Monica police during the past 12 months. As shown in Figure 20, approximately 30 percent (29.1%) of the remaining respondents indicated that they have had contact with the police during this time period.

Figure 20. Contact with Police

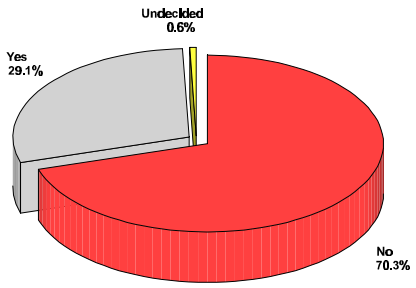


Table 28 displays the percentage of respondents from each zip code neighborhood that reported contact with the police. Respondents from the zip code neighborhoods 90404 and 90405 East and West reported the highest incidence of contact.

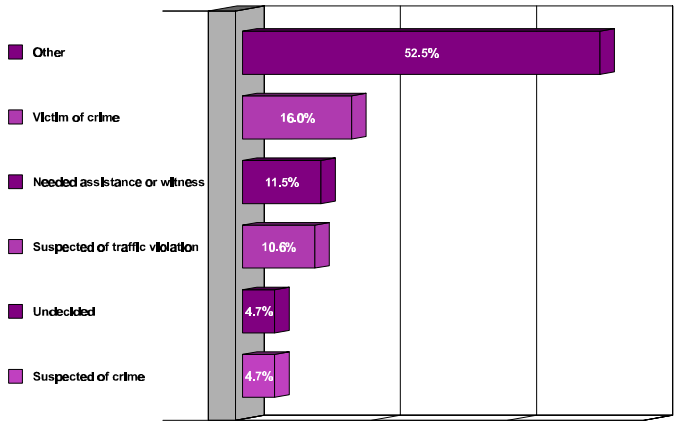
Table 28. Contact with Police: Impact of Zip Code

		Zip code					
	Overall	90401	90402	90403	90404	90405 West	90405 East
Base	356	20	46	95	83	48	43
Yes	104 29.1%	4 20.0%	9 19.0%	28 29.7%	28 33.5%	17 36.0%	14 31.6%
No	250 70.3%	16 80.0%	36 78.6%	67 70.3%	54 65.4%	30 64.0%	30 68.4%
Undecided	2 0.6%	- -	1 2.4%	- -	1 1.2%	- -	- -

Q.27: What was the nature of the contact that you had with the Santa Monica police?

For those individuals who reported having contact with the police in Question 26, Question 27 inquired as to the nature of the contact. Respondents were free to answer this question without being constrained to a particular set of response categories. Interviewers interpreted and then recorded their responses according to a pre-set list of response options. As is apparent in Figure 21, most (52.5%) of the responses offered by respondents were not able to be classified into the pre-set categories and thus were coded into the 'Other' category. Among the remaining responses, 16 percent indicated they were a victim of a crime, 11.5 percent reported that they needed assistance or witnessed a crime, 10.6 percent stated that they were suspected of a traffic violation, 4.7 percent were undecided or unwilling to answer the question, and 4.7 percent offered that they were suspected of breaking a law.

Figure 21. Nature of Police Contact



Q.28: Would you say that the way the police handled the contact was excellent, good, fair, or poor?

For those respondents who reported having contact with the police during the past 12 months (Q.26), Question 28 asked them to rate the way the police handled the contact. Overall, the vast majority (72%) rated the conduct of the police as either 'Excellent' (42.1%) or 'Good' (30.3%). Approximately 11 percent stated that the conduct of the police was 'Fair', whereas approximately 12 percent indicated it was 'Poor' and 4.7 percent stated they were unsure or unwilling to answer the question. These results are, statistically speaking, the same as those found in the 1998 study.

Figure 22. Police Contact Experience

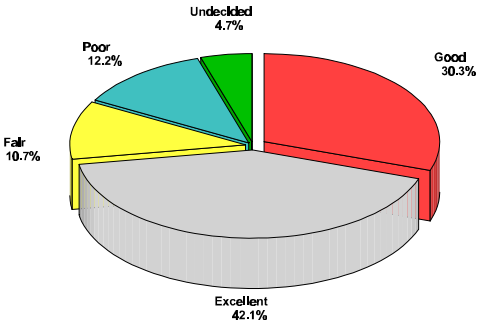


Table 29. Police Contact Experience: Impact of Nature of Contact

		Nature of call				
	Overall	Victim of crime	Assistance/ witness	Crime suspect	Traffic violation	Other
Base	104	17	12	5	11	54
Excellent	44 42.1%	7 41.1%	7 58.7%	2 40.1%	3 29.3%	24 43.5%
Good	31 30.3%	6 35.5%	2 16.5%	- -	3 26.3%	20 36.1%
Fair	11 10.7%	4 23.4%	1 8.2%	- -	3 27.0%	3 6.0%
Poor	13 12.2%	- -	1 8.4%	3 59.9%	2 17.4%	5 9.0%
Undecided	5 4.7%	- -	1 8.2%	- -	- -	3 5.4%

Naturally, one would suspect that the nature of the contact with the police may shape the way a respondent perceives the conduct of the police. Put simply, a respondent whose contact involved reporting a crime to the police will likely have a different experience than a respondent who was suspected of breaking a law. Table 29 shows how the responses to Question 28 are distributed across the nature of contact reported by the respondent. Although one

should be cautious in generalizing the results due to the small number of respondents in several of the categories, the highest rating was provided by respondents who were in need of assistance or witnessed a crime, whereas the lowest ratings were provided by individuals who were victims of a crime or suspected of violating a law (traffic or other).

Q.29: In general, would you say that the Santa Monica police do an excellent, good, fair, or poor job of addressing neighborhood concerns?

Question 29 asked all respondents to rate the quality of the Santa Monica Police Department's efforts to address neighborhood concerns. As shown in Figure 23, the vast majority of respondents rate the Department's efforts as either 'Excellent' (28.9%) or 'Good' (47.6%). Approximately 12 percent stated that the police do a 'Fair' job, 1.5 percent indicated the police do a 'Poor' job, and approximately 10 percent were undecided or unwilling to answer the question. Compared to the results of the 1998 survey, residents appear to have not changed their assessments of the Department's efforts in this area.

Figure 23. Job of Adressing Neighborhood Concerns

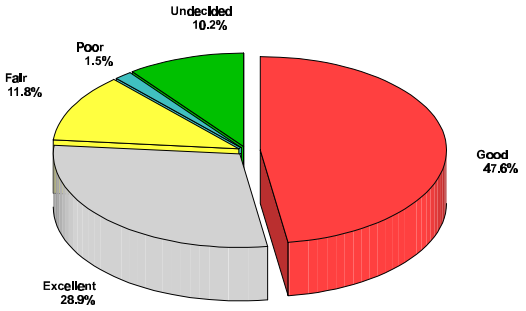


Table 30 shows how the answers to Question 29 are distributed across zip code neighborhoods. Respondents from 90401 show lower than average ratings, whereas respondents from 90402 offered higher than average ratings.

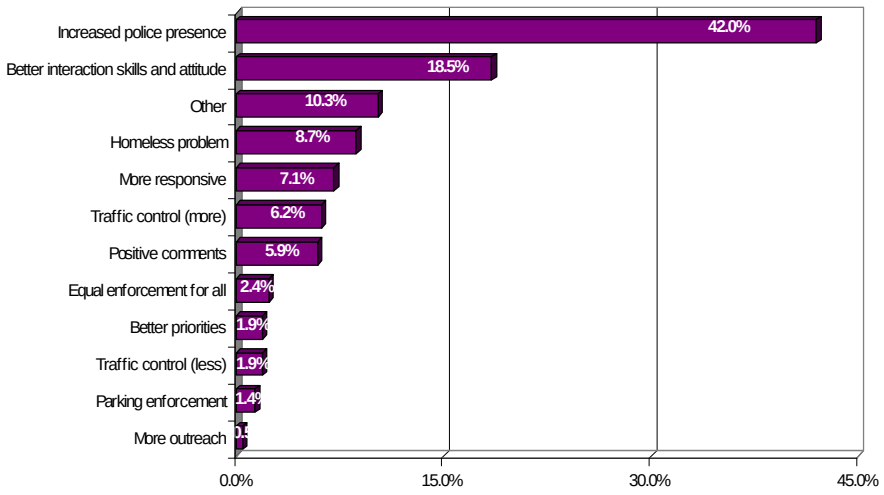
Table 30. Job of Adressing Neighborhood Concerns: Impact of Zip Code

		Zip code					
	Overall	90401	90402	90403	90404	90405 West	90405 East
Base	403	22	50	108	101	55	45
Excellent	117 28.9%	4 17.9%	19 37.0%	31 28.9%	33 32.3%	13 23.0%	10 21.8%
Good	192 47.6%	11 50.0%	21 41.3%	51 47.3%	47 46.7%	30 53.6%	26 56.6%
Fair	48 11.8%	3 13.8%	3 5.8%	13 11.7%	8 8.4%	8 14.0%	7 15.1%
Poor	6 1.5%	- -	1 2.0%	1 0.9%	4 3.9%	- -	- -
Undecided	41 10.2%	4 18.3%	7 14.0%	12 11.2%	9 8.8%	5 9.4%	3 6.5%

Q.30: What could the Santa Monica Police Department do to improve its service?

Respondents were next asked, in an open-end format, to state what they feel the Santa Monica Police Department could do to improve its service. Up to three of the participants' verbatim responses were recorded by the interviewers, and GRA has coded and grouped the responses for the readers' convenience. Because a respondent could offer more than one suggestion, the percentages shown in Figure 24 reflect the percentage of respondents who offered a given answer.

Figure 24. Suggestions for Police Improvements



By far the most common suggestion was that the Santa Monica Police Department should increase its presence in the City (42%), followed by improve officer interaction skills and attitude (18.5%), address the homeless problem (8.7%), be more responsive (7.1%) and increase traffic control (6.2%). It is worth noting that approximately six percent of respondents offered positive comments about the police rather than a specific suggestion for improvement.

Although the 1998 study coded the responses into somewhat different categories, a comparison of the 1998 results with those of the present study indicate a consistent pattern to the responses. The issues of police presence, the homeless and the attitude of officers topped the lists in both studies.

City-Resident Communication

One of the main research objectives of this study was to identify the sources of information that residents use to find out about City events, news and programming, as well as their level of satisfaction with the City's efforts to communicate with residents. This section of the report presents the results of those questions in the survey that addressed City-resident communication.

Q.31: Are you satisfied or dissatisfied with the City's efforts to communicate with Santa Monica residents through newsletters, the Internet, and other means?

Question 31 asked respondents to identify their level of satisfaction with the City's efforts to communicate with residents. As this question does not reference a particular means of communication, it can be thought of as a general approval rating for the City's current communication efforts. As shown in Figure 25, just over 80 percent of respondents reported that they are either 'Very Satisfied' (42%) or 'Somewhat Satisfied' (38.7%) with the City's efforts to communicate with residents. Twelve percent of respondents indicated that they are dissatisfied with the City's efforts in this area (7.6% 'Somewhat Dissatisfied, 4.6% 'Very Dissatisfied'), whereas seven percent indicated that they did not know or refused to answer the question. Although this question was not asked in the 1998 study, GRA has asked a similar question in many other surveys that GRA has conducted for dozens of cities throughout California. In comparison to these previous studies, the residents of Santa Monica express typical levels of satisfaction with City-resident communication.

Figure 25. Satisfaction with City's Communication Efforts

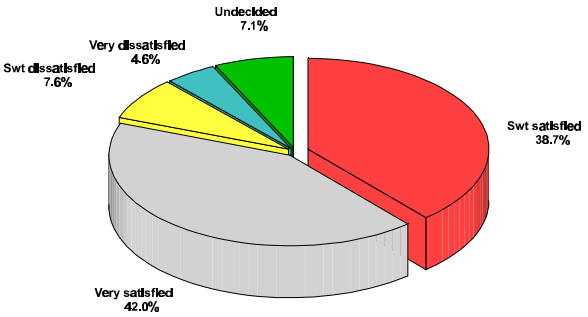


Table 31 reveals how satisfaction with the City's efforts to communicate with residents varies by zip code neighborhood. Several of the neighborhoods (90405 West and 90404) show significantly higher satisfaction levels when compared to their counterparts. Nevertheless, satisfaction levels exceed 70 percent among residents in each of the neighborhoods.

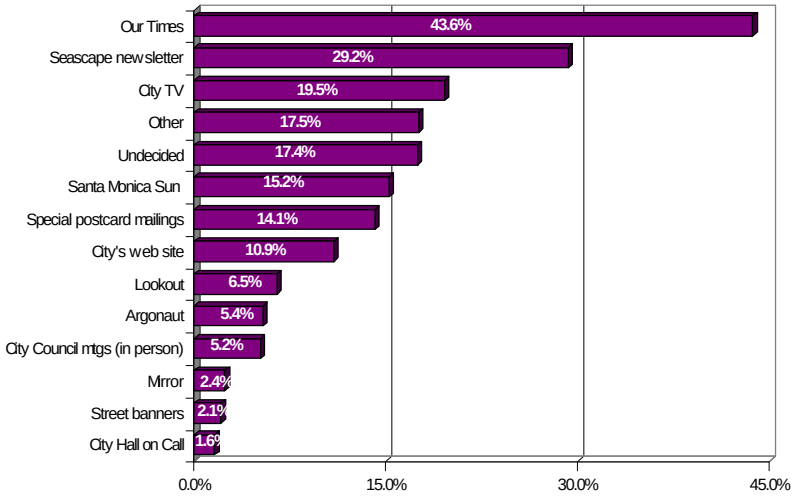
Table 31. Satisfaction with City's Communication Efforts: Impact of Zip Code

		Zip code					
	Overall	90401	90402	90403	90404	90405 West	90405 East
Base	403	22	50	108	101	55	45
Very satisfied	169 42.0%	9 40.9%	20 40.8%	43 40.2%	44 43.2%	30 54.6%	14 30.7%
Swt satisfied	156 38.7%	7 31.8%	19 37.3%	38 35.3%	45 45.1%	16 29.4%	20 43.4%
Swt dissatisfied	31 7.6%	1 4.5%	3 6.1%	12 10.9%	6 5.9%	3 5.4%	6 13.0%
Very dissatisfied	19 4.6%	4 18.2%	2 3.9%	3 2.7%	3 2.9%	2 3.5%	4 8.7%
Undecided	29 7.1%	1 4.5%	6 11.8%	12 10.9%	3 2.9%	4 7.1%	2 4.2%

Q.32: What information sources do you use to find out about City news, information and programming?

Question 32 asked respondents, in an open-end fashion, to identify the information sources that they rely on for information about City news, events and programming. As respondents could rely on multiple sources, interviewers were instructed to record up to three sources per respondent. Accordingly, the percentages shown in Figure 26 reflect the percentage of respondents who mentioned the given information source.

Figure 26. Information Sources



The most commonly mentioned information source (43.6%) used by Santa Monica residents to obtain information about City news, events and programming is *Our Times*, the local supplement in the *Los Angeles Times*. Other frequently mentioned sources include the *Seascape* newsletter (29.2%), City television (Cable channel 16) (19.5%), the *Santa Monica*

Sun (15.2%), special postcard mailings (14.1%), and the City's web site (10.9%). It is also worth mentioning that a significant percentage of respondents (17.4%) did not know where they receive information about City news and events.

Table 32 displays the top information sources cited by respondents according to whether the respondent indicated that they are generally satisfied or dissatisfied with the City's efforts to communicate with residents.

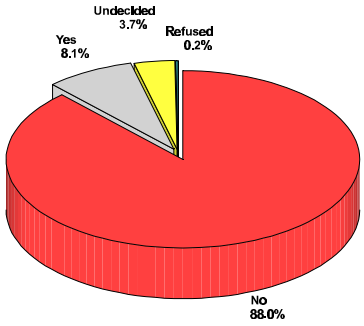
Table 32. Information Sources: Impact of Satisfaction with City's Communication Efforts

		Provision of services	
	Overall	Satisfied	Dissatisfied
Base	377	334	37
Our Times	164 43.6%	142 42.4%	20 54.2%
Seascape newsletter	110 29.2%	97 29.2%	10 26.8%
City TV	74 19.5%	60 18.0%	12 32.2%
Other	66 17.5%	56 16.7%	10 27.1%
Undecided	65 17.4%	62 18.4%	3 8.1%
Santa Monica	57 15.2%	49 14.8%	8 21.4%
Special postcard mailings	53 14.1%	50 15.0%	3 8.0%
City's web site	41 10.9%	38 11.2%	3 7.9%
Lookout	24 6.5%	21 6.4%	3 8.0%
Argonaut	20 5.4%	16 4.7%	4 10.7%
City Council mtgs (in person)	20 5.2%	19 5.6%	1 2.7%
Mirror	9 2.4%	9 2.7%	- -
Street banners	8 2.1%	8 2.4%	- -
City Hall on Call	6 1.6%	6 1.8%	- -

Q.33: Have you seen the television commercial on driver and pedestrian safety in the City that features a bullfighter in traffic?

Question 33 asked respondents if they have seen the television commercial featuring the bullfighter in traffic that addresses driver and pedestrian safety in the City. Overall, just over eight percent of respondents recalled having seen the commercial.

Figure 27. Seen Traffic Safety Commercial



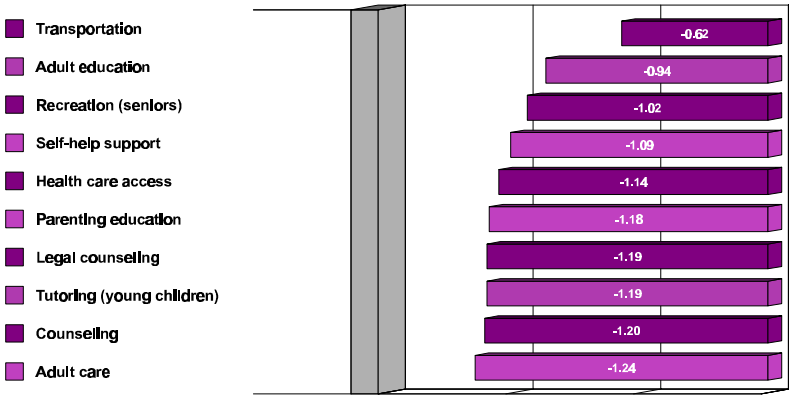
Social Services

The final series of substantive questions in the survey were designed to gather information about respondents' attitudes and behaviors with respect to volunteer work in the City as well as a variety of social services offered by Santa Monica.

Q.35: The City of Santa Monica provides a number of social services to residents of the City. I'm interested in whether you perceive that there are needs that are not currently being met in certain service areas....Is the unmet need for this service area low, moderate or high in the City, or are all the needs being met?

Question 35 first informed respondents that the City provides a number of social services to residents. The question then asked the residents whether they perceive that there is a low, moderate or high unmet need for the service in the City or if all the needs are currently being met. Because the services shared a common root question and set of response categories, GRA chose to present the results in a comparative format. The responses to this question were coded according to the following scale: 'High Unmet Need' = -3, 'Moderate Unmet Need' = -2, 'Low Unmet Need' = -1, 'All Needs Met' = 0. The responses were then aggregated and averaged for all respondents, thereby producing a mean score that reflects the average perceived unmet need for each service. A mean of '-1', for example, indicates that, as a group, respondents perceive the unmet needs for a particular service to be 'Low'.

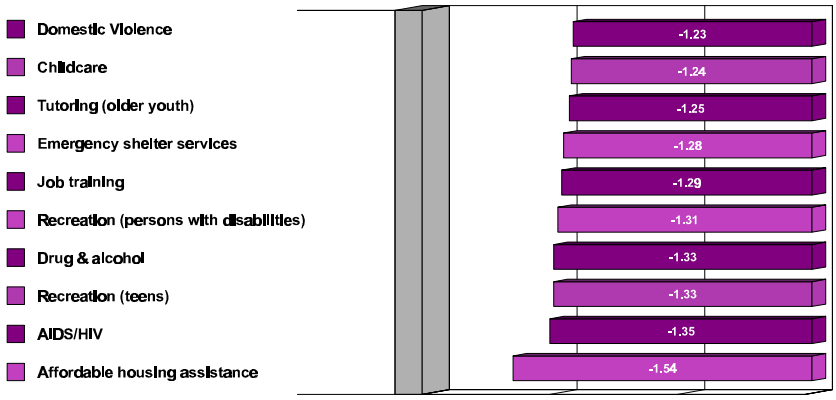
Figure 28. Unmet Need for Services- Top Tier



Figures 28 and 29 display the mean scores for each of the services tested. Overall, respondents did not perceive large differences in the amount of unmet need across most of the services, and all of the services received mean scores that indicate respondents generally perceive a 'Moderate/Low' to 'Low' level of unmet need. Nevertheless, some differences are noteworthy. The services that respondents' perceived the least amount of unmet need are 'Transportation' (-0.62), 'Adult Education' (-0.94), and 'Recreation for Seniors' (-1.02). The remaining services were quite similar in the level of unmet need identified by respon-

dents, although respondents did assign a comparatively high mean score to 'Affordable housing assistance' (-1.54).

Figure 29. Unmet Need for Services- Bottom Tier



For those readers who are interested in comparing the perceived level of unmet need for each service across subgroups of respondents, Tables 33-36 show the mean perceived unmet need scores according to whether someone in the respondent's household uses one or more of the services tested and their zip code neighborhood.

Table 33. Unmet Need for Services: Impact of Service Use (Top Tier)

		Service use	
	Overall	Yes	No
Base	-1.04	-1.03	-1.07
Transportation	-0.62	-0.51	-0.66
Adult education	-0.94	-0.85	-0.98
Recreation (seniors)	-1.02	-0.91	-1.07
Self-help support	-1.09	-1.21	-1.07
Health care access	-1.14	-1.20	-1.14
Parenting education	-1.18	-1.25	-1.17
Legal counseling	-1.19	-1.13	-1.25
Tutoring (young children)	-1.19	-1.26	-1.18
Counseling	-1.20	-1.26	-1.21
Adult care	-1.24	-1.22	-1.27

Table 34. Unmet Need for Services: Impact of Service Use (Bottom Tier)

		Service use	
	Overall	Yes	No
Base	-1.33	-1.38	-1.33
Domestic Violence	-1.23	-1.19	-1.30
Childcare	-1.24	-1.14	-1.29
Tutoring (older youth)	-1.25	-1.34	-1.25
Emergency shelter services	-1.28	-1.08	-1.35
Job training	-1.29	-1.50	-1.27
Recreation (persons with disabilities)	-1.31	-1.34	-1.33
Drug & alcohol	-1.33	-1.53	-1.30
Recreation (teens)	-1.33	-1.43	-1.30
AIDS/HIV	-1.35	-1.32	-1.36
Affordable housing assistance	-1.54	-1.76	-1.52

Table 35. Unmet Need for Services: Impact of Zip Code (Top Tier)

		Zip code					
	Overall	90401	90402	90403	90404	90405 West	90405 East
Base	-1.04	-1.46	-1.21	-0.93	-0.88	-1.19	-1.24
Transportation	-0.62	-1.16	-0.83	-0.62	-0.42	-0.65	-0.61
Adult education	-0.94	-1.61	-1.15	-0.69	-0.82	-1.20	-1.13
Recreation (seniors)	-1.02	-1.91	-1.26	-0.95	-0.73	-1.02	-1.27
Self-help support	-1.09	-1.57	-0.87	-1.16	-0.91	-1.32	-1.16
Health care access	-1.14	-1.16	-1.15	-0.95	-1.13	-1.23	-1.45
Parenting education	-1.18	-1.66	-1.53	-0.98	-1.00	-1.26	-1.22
Legal counseling	-1.19	-1.17	-1.14	-1.10	-1.07	-1.42	-1.61
Tutoring (young children)	-1.19	-1.51	-1.30	-1.10	-0.97	-1.42	-1.51
Counseling	-1.20	-1.34	-1.44	-1.11	-1.14	-1.45	-1.39
Adult care	-1.24	-1.60	-1.73	-1.02	-0.92	-1.49	-1.61

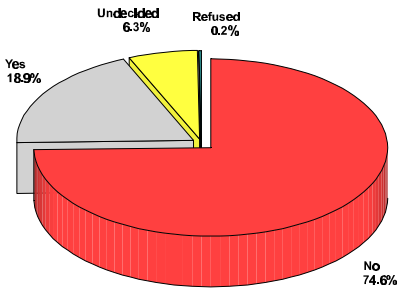
Table 36. Unmet Need for Services: Impact of Zip Code (Bottom Tier)

		Zip code					
	Overall	90401	90402	90403	90404	90405 West	90405 East
Base	-1.33	-1.62	-1.60	-1.30	-1.05	-1.46	-1.51
Domestic Violence	-1.23	-1.77	-1.46	-1.14	-1.07	-1.32	-1.48
Childcare	-1.24	-1.55	-1.61	-1.25	-0.86	-1.22	-1.63
Tutoring (older youth)	-1.25	-1.40	-1.60	-1.21	-0.88	-1.38	-1.77
Emergency shelter services	-1.28	-1.38	-1.59	-1.30	-1.11	-1.25	-1.37
Job training	-1.29	-1.88	-1.44	-1.30	-0.99	-1.43	-1.53
Recreation (persons with disabilities)	-1.31	-1.64	-1.76	-1.31	-1.09	-1.30	-1.25
Drug & alcohol	-1.33	-1.39	-1.90	-1.43	-0.99	-1.54	-1.23
Recreation (teens)	-1.33	-1.37	-1.46	-1.13	-1.11	-1.64	-1.69
AIDS/HIV	-1.35	-1.56	-1.66	-1.19	-1.11	-1.77	-1.32
Affordable housing assistance	-1.54	-2.13	-1.52	-1.59	-1.24	-1.68	-1.82

Q.36: Of the services I just mentioned, are there any services that you or a member of your household have used during the past 12 months?

Question 36 asked respondents whether they or someone in their household has used one or more of the services identified in Question 35 during the past 12 months. Overall, approximately 19 percent of respondents reported that one or more individuals in their household has used at least one of the identified services during the past year.

Figure 30. Service Use



Tables 37-40 display the relationship between certain household characteristics and reported use of social services offered by the City. Among the subgroups shown, reported household use of at least one of the listed services is highest among households with one or more children, households in which the respondent is Black or identifies him/herself as being of an 'Other' ethnic identity, households with a family income between $35,000 and $49,000 per year, and households located in the 90405 East neighborhood.

Table 37. Service Use: Impact of Parental Status

		Parental Status		
	Overall	One	Two or more	NA/DK
Base	403	48	40	315
Yes	76 18.9%	9 18.4%	10 24.8%	57 18.2%
No	301 74.6%	35 71.6%	28 70.2%	238 75.6%
Undecided	25 6.3%	4 8.0%	2 4.9%	20 6.2%
Refused	1 0.2%	1 2.0%	- -	- -

Table 38. Service Use: Impact of Ethnicity

		Ethnicity					
	Overall	White	Asian	Latino	Black	Native American	Other
Base	403	292	24	55	17	1	1
Yes	76 18.9%	56 19.1%	3 11.5%	8 14.3%	4 26.7%	- -	0 23.5%
No	301 74.6%	217 74.2%	17 73.1%	45 82.1%	11 66.7%	1 100.0%	0 76.5%
Undecided	25 6.3%	19 6.4%	4 15.4%	2 3.6%	1 6.7%	- -	- -
Refused	1 0.2%	1 0.3%	- -	- -	- -	- -	- -

Table 39. Service Use: Impact of Income

		Income					
	Overall	Under $20,000	$20,000-$34,999	$35,000-$49,999	$50,000-$74,999	$75,000-$99,999	$100,000 and over
Base	403	42	61	58	52	39	54
Yes	76 18.9%	10 23.3%	8 13.2%	15 25.5%	6 11.4%	7 18.0%	8 14.5%
No	301 74.6%	29 69.4%	46 75.6%	43 74.5%	42 81.2%	29 74.4%	42 78.2%
Undecided	25 6.3%	3 7.3%	7 11.2%	- -	4 7.4%	3 7.5%	3 5.5%
Refused	1 0.2%	- -	- -	- -	- -	- -	1 1.8%

Table 40. Service Use: Impact of Zip Code

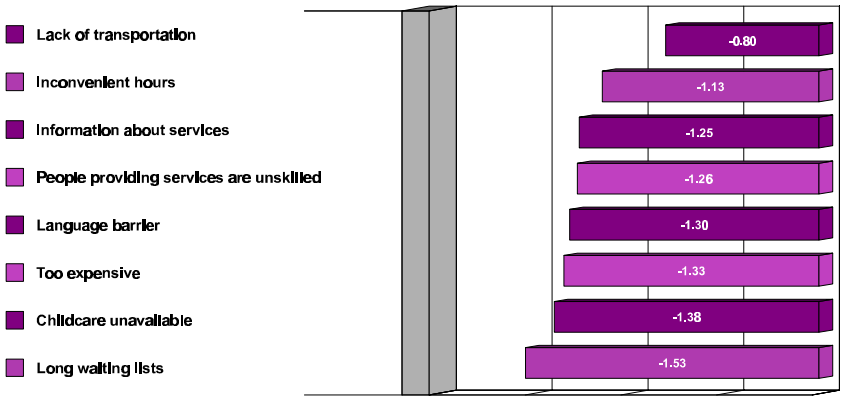
		Zip code					
	Overall	90401	90402	90403	90404	90405 West	90405 East
Base	403	22	50	108	101	55	45
Yes	76 18.9%	3 13.6%	3 5.9%	20 18.1%	19 18.7%	11 19.6%	13 28.6%
No	301 74.6%	17 77.3%	45 90.3%	82 76.4%	73 72.7%	40 71.4%	31 67.1%
Undecided	25 6.3%	2 9.1%	2 3.8%	5 4.5%	9 8.6%	5 9.0%	2 4.3%
Refused	1 0.2%	- -	- -	1 0.9%	- -	- -	- -

Q.37: I'm going to read several factors that people occasionally say are why they do not receive services, and I'd like you to tell me whether you feel each factor is a big problem, a moderate problem, a small problem, or not a problem in preventing people from receiving services.

Respondents were next asked to indicate the role they perceive a variety of factors may play in preventing some individuals from receiving social services for which they are eligible. Specifically, respondents were presented with a variety of factors and, for each one, asked whether they feel the factor is a big problem, a moderate problem, a small problem, or not a problem in preventing people from receiving social services. As each of the services shared a common root question and standard set of response options, GRA has presented the results in a format that allows for easy comparison across factors. The response categories were coded according to the following scale: 'Big Problem' = -3, 'Moderate Problem' = -2, 'Small Problem' = -1, 'Not a Problem' = 0. The responses were then aggregated and averaged to provide a mean score which reflects the extent to which respondents as a group felt the factor is a problem in preventing some individuals from receiving social services. A mean score of '-2', for example, indicates that respondents, as a group, felt that the factor is a 'Moderate Problem'. The greater the negative score, the farther to the left the bar extends in Figure 31, the more respondents felt the factor is a problem.

As shown in Figure 31, respondents felt the top three problems (of those tested) which prevent some individuals from receiving social services are 'Long waiting lists for services' (-1.53), 'Childcare is not available' (-1.38), and 'Fees for services are too expensive' (-1.33). On the other hand, 'Lack of transportation' (-0.80) received a comparatively low negative mean score, thus indicating that among the factors tested, respondents felt lack of transportation is the least important factor in explaining why some individuals do not receive services.

Figure 31. Obstacles to Receiving Services



Tables 41 and 42 display the means scores for various subgroups of Santa Monica residents so that the reader can compare how the perceptions of a factors' role in explaining why some individuals do not receive services vary according select characteristics. For example, respondents who reported that someone in their household uses at least one of the social services provided by the City felt that 'Inconvenient service hours', 'Fee for services are too expensive' and 'Long waiting lists' were slightly more important factors than did their counterparts.

Table 41. Obstacles to Receiving Services: Impact of Service Use and Zip Code

		Service use		Zip code					
	Overall	Yes	No	90401	90402	90403	90404	90405 West	90405 East
Base	-1.23	-1.18	-1.24	-1.23	-1.29	-1.22	-1.12	-1.47	-1.21
Lack of transportation	-0.80	-0.64	-0.82	-0.90	-0.86	-0.79	-0.75	-1.01	-0.65
Inconvenient hours	-1.13	-1.16	-1.11	-1.40	-1.22	-1.06	-1.03	-1.35	-0.90
Information about services	-1.25	-1.16	-1.29	-1.09	-1.41	-1.25	-1.08	-1.36	-1.51
People providing services are unskilled	-1.26	-1.13	-1.31	-1.52	-1.38	-1.22	-1.08	-1.42	-1.31
Language barrier	-1.30	-1.29	-1.29	-1.09	-1.36	-1.25	-1.25	-1.53	-1.45
Too expensive	-1.33	-1.48	-1.29	-1.53	-1.12	-1.17	-1.44	-1.62	-1.28
Childcare unavailable	-1.38	-1.11	-1.46	-0.79	-1.56	-1.61	-0.99	-1.87	-1.42
Long waiting lists	-1.53	-1.58	-1.52	-1.62	-1.47	-1.60	-1.41	-1.89	-1.28

Table 42. Obstacles to Receiving Services: Impact of Income

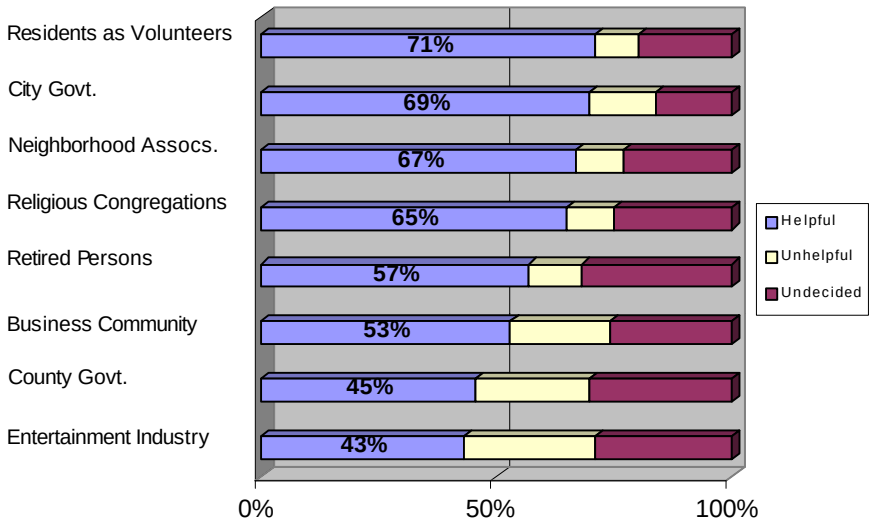
		Income					
	Overall	Under $20,000	$20,000-$34,999	$35,000-$49,999	$50,000-$74,999	$75,000-$99,999	$100,000 and over
Base	-1.23	-1.48	-1.27	-1.35	-1.23	-1.13	-1.39
Lack of transportation	-0.80	-1.18	-0.94	-0.75	-0.75	-0.80	-0.82
Inconvenient hours	-1.13	-1.46	-1.13	-1.19	-1.11	-1.03	-1.39
Information about services	-1.25	-1.29	-1.13	-1.48	-1.34	-1.21	-1.66
People providing services are unskilled	-1.26	-1.47	-1.39	-1.34	-1.29	-0.97	-1.54
Language barrier	-1.30	-1.41	-1.40	-1.48	-1.24	-1.33	-1.25
Too expensive	-1.33	-1.76	-1.29	-1.57	-1.20	-1.28	-1.12
Childcare unavailable	-1.38	-1.75	-1.41	-1.35	-1.47	-1.18	-1.79
Long waiting lists	-1.53	-1.75	-1.61	-1.75	-1.59	-1.33	-1.72

Q.38: As I read each of the groups or resources, please tell me whether you feel the group or resources is currently helpful or unhelpful in addressing community needs.

The next series of questions in the survey asked readers about their opinions and behaviors with respect to community groups. Question 38 identified several different community groups and resources active in the City of Santa Monica and asked the respondents to indicate whether they feel each group/resource is currently *helpful* or *unhelpful* in addressing community needs. Figure 32 presents the results for each of the groups/resources tested. The light grey bar indicates the percentage of respondents who indicated the group/resource is helpful, the white bar represents the percentage of respondents who felt that the group/resource is unhelpful, and the dark grey bar indicates the percentage who did not have an opinion or refused to answer the question.

Overall, the group/resource that received the highest percentage of 'Helpful' mentions is 'Residents as volunteers' (71%), followed closely by 'City Government' (69%), 'Neighborhood Associations' (67%) and 'Religious Congregations' (65%). It is also worth noting that less than a majority of respondents perceive that the 'County Government' (45%) and 'Entertainment Industry' (43%) are currently helpful in addressing community needs.

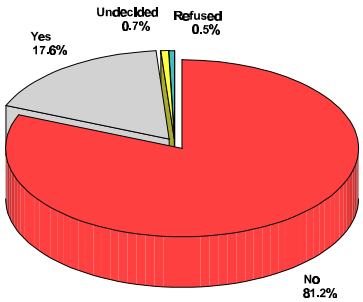
Figure 32. Helpfulness of Other Community Resources



Q.39: Do you volunteer for a Santa Monica based social service program, agency or community group?

Question 39 asked all respondents whether they volunteer for a Santa Monica based social service program, agency or community group. Overall, Approximately 18 percent of respondents reported that they do volunteer for said type of group or program.

Figure 33. Volunteer for a Social Service Program



To provide the City of Santa Monica with a better understanding of the demographic and behavioral profile of those that volunteer for a social service program, agency or community group, Tables 43-47 display the percentage of volunteers across various subgroups of Santa Monica residents. Among those surveyed, volunteering was most prevalent among individuals with one child in the household, those who have lived in Santa Monica for at least five years, individuals 65 years of age or older, respondents with a family income of $100,000 per year or more, those who reside in the 90405 West neighborhood, and those who are active in other ways in the community, including donating or contributing to a Santa Monica based-social service program, agency or community group, volunteering at a Santa Monica school, or being an active member of a Santa Monica based neighborhood association.

Table 43. Volunteer for a Social Service Program: Impact of Parental Status and Length of Residence

		Parental Status			Length of Residence			
	Overall	One	Two or more	NA/DK	0-4	5-9	10-14	More than 14
Base	403	48	40	315	122	80	59	142
Yes	71 17.6%	13 26.2%	4 9.8%	54 17.2%	18 14.5%	16 20.5%	11 18.6%	26 18.2%
No	327 81.2%	36 73.8%	36 90.2%	256 81.2%	103 84.7%	62 77.1%	48 81.4%	114 80.4%
Undecided	3 0.7%	- -	- -	3 0.9%	1 0.8%	2 2.4%	- -	- -
Refused	2 0.5%	- -	- -	2 0.6%	- -	- -	- -	2 1.4%

Table 44. Volunteer for a Social Service Program: Impact of Age

		Age			
	Overall	18-24	25-44	45-64	65+
Base	403	38	193	105	62
Yes	71 17.6%	9 23.1%	25 12.7%	21 19.6%	17 27.3%
No	327 81.2%	29 76.9%	166 86.3%	84 80.4%	45 72.7%
Undecided	3 0.7%	- -	2 1.0%	- -	- -
Refused	2 0.5%	- -	- -	- -	- -

Table 45. Volunteer for a Social Service Program: Impact of Income

		Income					
	Overall	Under $20,000	$20,000-$34,999	$35,000-$49,999	$50,000-$74,999	$75,000-$99,999	$100,000 and over
Base	403	42	61	58	52	39	54
Yes	71 17.6%	9 21.1%	11 17.8%	8 13.5%	7 13.8%	7 17.6%	12 21.7%
No	327 81.2%	33 78.9%	48 78.9%	50 86.5%	44 84.4%	32 82.4%	42 78.3%
Undecided	3 0.7%	- -	2 3.3%	- -	1 1.9%	- -	- -
Refused	2 0.5%	- -	- -	- -	- -	- -	- -

Table 46. Volunteer for a Social Service Program: Impact of Zip Code

		Zip code					
	Overall	90401	90402	90403	90404	90405 West	90405 East
Base	403	22	50	108	101	55	45
Yes	71 17.6%	2 9.1%	10 19.3%	19 17.5%	15 14.5%	15 26.5%	10 22.0%
No	327 81.2%	20 90.9%	40 80.7%	89 82.5%	86 85.5%	39 70.0%	35 78.0%
Undecided	3 0.7%	- -	- -	- -	- -	2 3.5%	- -
Refused	2 0.5%	- -	- -	- -	- -	- -	- -

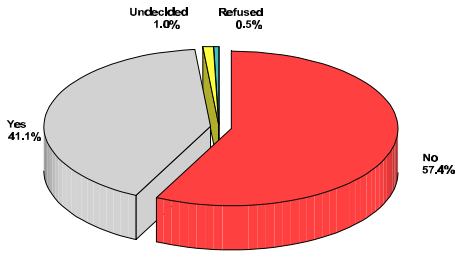
Table 47. Volunteer for a Social Service Program: Impact of Other Community Activism

		Donate		Volunteer (school)		Neighborhood association	
	Overall	Yes	No	Yes	No	Yes	No
Base	403	165	231	51	348	53	346
Yes	71 17.6%	51 30.8%	20 8.6%	20 38.5%	51 14.7%	18 33.1%	53 15.4%
No	327 81.2%	114 68.6%	211 91.4%	32 61.5%	295 84.7%	36 66.9%	291 84.0%
Undecided	3 0.7%	1 0.6%	- -	- -	2 0.6%	- -	2 0.6%
Refused	2 0.5%	- -	- -	- -	- -	- -	- -

Q.40: Do you donate or contribute to a Santa Monica based social service program, agency or community group?

Whereas Question 39 asked residents whether they volunteer for a social service program or agency in Santa Monica, Question 40 asked them whether they donate or contribute to a Santa Monica based social service program, agency or community group. As one might expect, the percentage of respondents answering 'yes' to this question is significantly higher than for Question 39. Overall, 41 percent of respondents indicated that they donate or contribute to a Santa Monica based social service program, agency or community group.

Figure 34. Donate to Social Service Programs



Tables 48-51 show how the tendency to donate or contribute to a Santa Monica based social service program, agency or community group varies according to a variety of resident characteristics. This tendency is greatest among respondents with at least two children in the household, individuals who have lived in the City for at least 5 years, respondents over the age of 64, and individuals in the 90405 East and 90403 neighborhood. Given that donating or contributing resources to a cause involves transferring personal income or assets to another group, it should not be surprising that there is a strong relationship between family

income and the act of donating or contributing. In short, the higher the family income of a respondent, the more likely they are to have donated or contributed to a local social service program, agency or community group.

Table 48. Donate to Social Service Programs: Impact of Parental Status and Length of Residence

		Parental Status			Length of Residence			
	Overall	One	Two or more	NA/DK	0-4	5-9	10-14	More than 14
Base	403	48	40	315	122	80	59	142
Yes	165 41.1%	21 42.8%	21 52.5%	124 39.4%	42 34.1%	36 45.1%	27 45.1%	61 43.1%
No	231 57.4%	28 57.2%	18 44.7%	186 59.0%	79 65.1%	42 52.3%	32 54.9%	78 54.7%
Undecided	4 1.0%	- -	1 2.8%	3 1.0%	1 0.8%	2 2.6%	- -	1 0.8%
Refused	2 0.5%	- -	- -	2 0.6%	- -	- -	- -	2 1.4%

Table 49. Donate to Social Service Programs: Impact of Age

		Age			
	Overall	18-24	25-44	45-64	65+
Base	403	38	193	105	62
Yes	165 41.1%	7 17.9%	69 36.0%	55 52.4%	34 55.2%
No	231 57.4%	31 82.1%	121 62.9%	49 46.5%	28 44.8%
Undecided	4 1.0%	- -	2 1.1%	1 1.1%	- -
Refused	2 0.5%	- -	- -	- -	- -

Table 50. Donate to Social Service Programs: Impact of Income

		Income					
	Overall	Under $20,000	$20,000-$34,999	$35,000-$49,999	$50,000-$74,999	$75,000-$99,999	$100,000 and over
Base	403	42	61	58	52	39	54
Yes	165 41.1%	12 28.0%	18 29.3%	24 40.9%	23 45.2%	23 59.0%	31 58.2%
No	231 57.4%	29 69.3%	42 69.1%	33 57.2%	28 52.9%	16 41.0%	22 41.8%
Undecided	4 1.0%	1 2.7%	1 1.6%	1 1.9%	1 1.9%	- -	- -
Refused	2 0.5%	- -	- -	- -	- -	- -	- -

Table 51. Donate to Social Service Programs: Impact of Zip Code

		Zip code					
	Overall	90401	90402	90403	90404	90405 West	90405 East
Base	403	22	50	108	101	55	45
Yes	165 41.1%	8 36.3%	19 37.0%	52 48.0%	33 33.2%	25 45.3%	22 48.1%
No	231 57.4%	14 63.7%	30 60.7%	56 52.0%	66 65.7%	29 53.0%	24 51.9%
Undecided	4 1.0%	- -	1 2.2%	- -	1 1.1%	1 1.8%	- -
Refused	2 0.5%	- -	- -	- -	- -	- -	- -

Q.41: Do you volunteer at a Santa Monica school?

Question 41 switched the focus away from local social service groups and agencies to local schools. Specifically, the question asked respondents whether they volunteer at a Santa Monica school. Overall, just 13 percent of respondents answered 'yes' to this question.

Figure 35. Volunteer at Schools

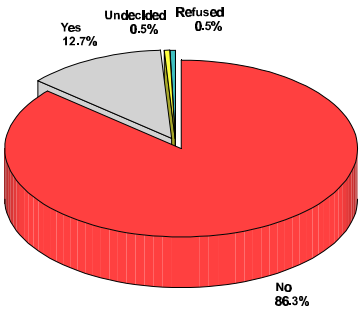


Table 52. Volunteer at Schools: Impact of Parental Status and Length of Residence

		Parental Status			Length of Residence			
	Overall	One	Two or more	NA/DK	0-4	5-9	10-14	More than 14
Base	403	48	40	315	122	80	59	142
Yes	51 12.7%	17 34.5%	15 37.7%	20 6.3%	12 9.7%	10 12.5%	12 20.2%	18 12.4%
No	348 86.3%	32 65.5%	25 62.3%	291 92.5%	110 90.3%	68 85.0%	47 79.8%	122 86.2%
Undecided	2 0.5%	- -	- -	2 0.6%	- -	2 2.4%	- -	- -
Refused	2 0.5%	- -	- -	2 0.6%	- -	- -	- -	2 1.4%

Tables 52-55 display how the tendency to volunteer at a Santa Monica school varies by a host of demographic characteristics. Naturally, one would suspect that the strongest determinant of volunteering for a local school is the presence of at least one child in the home. This is indeed the case. Respondents with at least one child in the home are approximately five times more likely to report having volunteered at a Santa Monica based school than their counterparts without children. Volunteering was also found to be most prevalent among respondents who have lived in the City between 10 and 14 years, individuals between the ages

of 45 and 64, those with family incomes between $75,000 and $99,000, and those who reside in the 90405 East neighborhood.

Table 53. Volunteer at Schools: Impact of Age

		Age			
	Overall	18-24	25-44	45-64	65+
Base	403	38	193	105	62
Yes	51 12.7%	4 10.4%	24 12.4%	19 17.7%	5 7.9%
No	348 86.3%	34 89.6%	167 86.6%	86 82.3%	57 92.1%
Undecided	2 0.5%	- -	2 1.0%	- -	- -
Refused	2 0.5%	- -	- -	- -	- -

Table 54. Volunteer at Schools: Impact of Income

		Income					
	Overall	Under $20,000	$20,000-$34,999	$35,000-$49,999	$50,000-$74,999	$75,000-$99,999	$100,000 and over
Base	403	42	61	58	52	39	54
Yes	51 12.7%	4 9.4%	6 9.9%	6 10.1%	5 9.3%	9 23.4%	11 20.0%
No	348 86.3%	38 90.6%	55 90.1%	52 89.9%	46 88.8%	30 76.6%	43 80.0%
Undecided	2 0.5%	- -	- -	- -	1 1.9%	- -	- -
Refused	2 0.5%	- -	- -	- -	- -	- -	- -

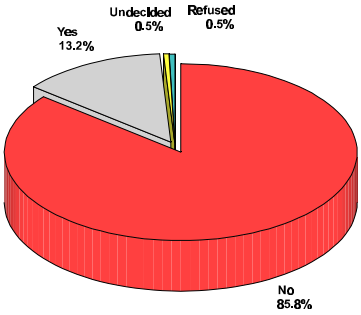
Table 55. Volunteer at Schools: Impact of Zip Code

		Zip code					
	Overall	90401	90402	90403	90404	90405 West	90405 East
Base	403	22	50	108	101	55	45
Yes	51 12.7%	2 9.1%	5 9.7%	13 11.8%	11 10.7%	10 18.2%	10 21.9%
No	348 86.3%	20 90.9%	45 90.3%	95 88.2%	89 88.4%	44 80.0%	36 78.1%
Undecided	2 0.5%	- -	- -	- -	1 1.0%	1 1.8%	- -
Refused	2 0.5%	- -	- -	- -	- -	- -	- -

Q.41: Are you an active member of a Santa Monica neighborhood association?

Question 41 asked respondents whether they are an active member of a Santa Monica neighborhood association. Overall, just 13 percent of respondents indicated that they are an active member of such an association.

Figure 36. Santa Monica Neighborhood Association



Tables 56-59 show how active participation in a neighborhood association varies according to a host of resident characteristics in the City of Santa Monica. Overall, participation is highest among individuals with two or more children, those who have resided in the City for more than 5 years, individuals with family incomes of $75,000 per year or more, as well as respondents from the 90401 and 90405 East neighborhoods. It is also worth noting that the older a respondent is, the more likely they are to participate in a neighborhood association in the City.

Table 56. Santa Monica Neighborhood Association: Impact of Parental Status and Length of Residence

		Parental Status			Length of Residence			
	Overall	One	Two or more	NA/DK	0-4	5-9	10-14	More than 14
Base	403	48	40	315	122	80	59	142
Yes	53 13.2%	9 18.3%	10 25.5%	34 10.9%	5 4.0%	14 17.3%	9 15.0%	26 18.1%
No	346 85.8%	39 81.7%	30 74.5%	277 87.9%	117 96.0%	65 80.3%	50 85.0%	114 80.5%
Undecided	2 0.5%	- -	- -	2 0.6%	- -	2 2.4%	- -	- -
Refused	2 0.5%	- -	- -	2 0.6%	- -	- -	- -	2 1.4%

Table 57. Santa Monica Neighborhood Association: Impact of Age

		Age			
	Overall	18-24	25-44	45-64	65+
Base	403	38	193	105	62
Yes	53 13.2%	5 12.9%	16 8.3%	19 17.7%	14 22.1%
No	346 85.8%	33 87.1%	175 90.7%	86 82.3%	48 77.9%
Undecided	2 0.5%	- -	2 1.0%	- -	- -
Refused	2 0.5%	- -	- -	- -	- -

Table 58. Santa Monica Neighborhood Association: Impact of Income

		Income					
	Overall	Under $20,000	$20,000-$34,999	$35,000-$49,999	$50,000-$74,999	$75,000-$99,999	$100,000 and over
Base	403	42	61	58	52	39	54
Yes	53 13.2%	5 11.7%	5 7.9%	5 8.4%	5 9.4%	8 20.9%	13 23.6%
No	346 85.8%	37 88.3%	56 92.1%	53 91.6%	45 86.9%	31 79.1%	41 76.4%
Undecided	2 0.5%	- -	- -	- -	2 3.7%	- -	- -
Refused	2 0.5%	- -	- -	- -	- -	- -	- -

Table 59. Santa Monica Neighborhood Association: Impact of Zip Code

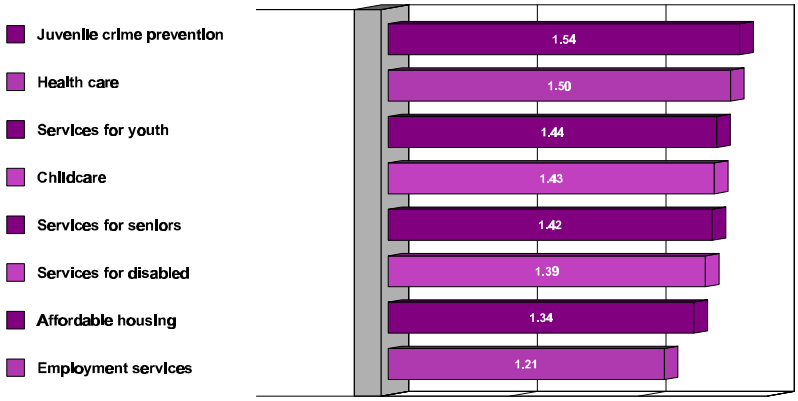
		Zip code					
	Overall	90401	90402	90403	90404	90405 West	90405 East
Base	403	22	50	108	101	55	45
Yes	53 13.2%	4 18.2%	8 15.7%	12 10.8%	13 12.7%	8 14.7%	8 17.2%
No	346 85.8%	18 81.8%	42 84.3%	95 88.3%	88 87.3%	46 83.6%	38 82.8%
Undecided	2 0.5%	- -	- -	1 0.9%	- -	1 1.8%	- -
Refused	2 0.5%	- -	- -	- -	- -	- -	- -

Q.43: The City of Santa Monica has limited money to provide the variety of services offered to its residents, which means that some programs must be given priority for funding over others... Do you think this service should receive low, medium, or high priority for funding?

The final substantive question of the survey first informed respondents that the City of Santa Monica has limited funding with which to provide a variety of services. It then asked respondents to indicate whether a given service should receive low, medium or high priority for funding given that there is not enough money to make every service a high priority. As each service shared a common root question and a standard set of response categories, GRA chose to present the results in a comparative format. The responses to this question were coded according to the following scale: 'Low Priority' = 0, 'Medium Priority' = 1, 'High Priority' = 2. The responses for all respondents were aggregated and then averaged to provide a mean score which represents the priority level assigned to the service by respondents. A mean score of '1', for example, indicates that respondents, as a group, think the service should receive 'Medium Priority' for funding.

As shown in Figure 37, all eight services tested received a mean score of at least '1', thus indicating that respondents viewed each of the services tested as warranting at least 'Medium Priority' for funding. Nevertheless, respondents did differentiate between the services in assigning priority for funding such that some services are seen as being slightly higher in priority for funding than others. Overall, 'Juvenile Crime Prevention' (1.54) was the service viewed as the highest priority, followed closely by 'Health Care' (1.50), 'Services for School Aged Youth' (1.44), 'Childcare' (1.43), 'Services for Seniors' (1.42), 'Services for the Disabled' (1.39), 'Affordable Housing' (1.34) and 'Employment Services' (1.21).

Figure 37. Service Funding Priorities



For those interested in how the mean priority scores assigned to each service tested in Question 43 vary by respondent characteristics, Tables 60 and 61 present the scores for several subgroups of Santa Monica residents. Perhaps the most interesting finding is that respondents from households that currently use one or more of the social services provided by the City assign very similar priority levels to each of the services tested when compared to their

counterparts who do not use the services. Age also plays a significant role in determining how respondents assign priority to certain services, most notably 'Juvenile Crime Prevention', 'Services for School Aged Youth', 'Services for Seniors' and 'Employment Services'. Zip code neighborhood and the presence of children in a home also had important effects on the priority levels assigned to several services.

Table 60. Service Funding Priorities: Impact of Service Use and Age

		Service use		Age			
	Overall	Yes	No	18-24	25-44	45-64	65+
Base	1.41	1.38	1.40	1.37	1.41	1.44	1.39
Juvenile crime prevention	1.54	1.49	1.54	1.36	1.50	1.66	1.59
Health care	1.50	1.48	1.48	1.58	1.55	1.48	1.33
Services for youth	1.44	1.39	1.43	1.61	1.39	1.52	1.35
Childcare	1.43	1.35	1.44	1.27	1.48	1.45	1.34
Services for seniors	1.42	1.37	1.42	1.21	1.38	1.51	1.49
Services for disabled	1.39	1.36	1.39	1.21	1.42	1.37	1.48
Affordable housing	1.34	1.45	1.29	1.33	1.31	1.40	1.36
Employment services	1.21	1.15	1.20	1.41	1.24	1.14	1.15

Table 61. Service Funding Priorities: Impact of Parental Status and Zip Code

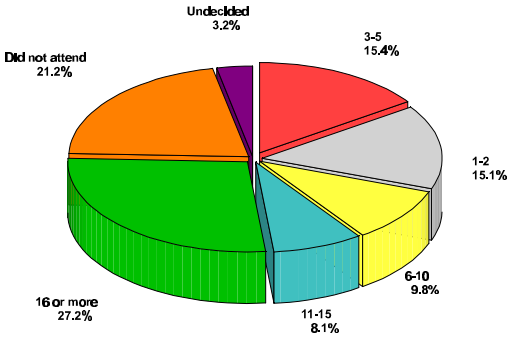
	Parental Status			Zip code					
	One	Two or more	NA/DK	90401	90402	90403	90404	90405 West	90405 East
Base	1.41	1.57	1.39	1.51	1.31	1.38	1.48	1.52	1.26
Juvenile crime prevention	1.69	1.72	1.49	1.59	1.65	1.53	1.51	1.65	1.39
Health care	1.46	1.45	1.51	1.59	1.25	1.43	1.57	1.70	1.43
Services for youth	1.52	1.72	1.39	1.73	1.33	1.35	1.58	1.52	1.26
Childcare	1.39	1.71	1.40	1.55	1.41	1.44	1.42	1.63	1.18
Services for seniors	1.33	1.57	1.41	1.45	1.31	1.47	1.52	1.40	1.20
Services for disabled	1.38	1.39	1.39	1.32	1.28	1.38	1.48	1.42	1.33
Affordable housing	1.30	1.48	1.33	1.36	1.12	1.36	1.48	1.49	1.24
Employment services	1.19	1.52	1.17	1.50	1.17	1.12	1.24	1.39	1.07

Sample Demographics

The questions presented in this final section of the report served dual purposes in the study. On the one hand, they were useful for subdividing respondents and examining how the answers to many of the other questions varied across certain demographic and behavioral characteristics. Indeed, this was their primary purpose. On the other hand, however, the answers to these questions also provide valuable information about the demographic and behavioral profile of adult residents in the City of Santa Monica. Accordingly, GRA has elected to provide summary statistics for each of these questions for those readers who are interested.

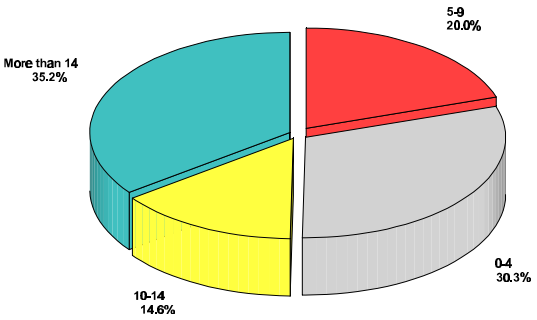
Q.H: In the past 12 months, about how many times have you attended the Farmer's Market in Santa Monica?

Figure 38. Farmer's Market



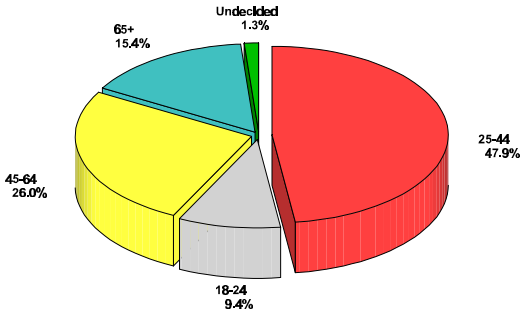
Q.i: How many years have you lived in Santa Monica?

Figure 39. Length of Residence



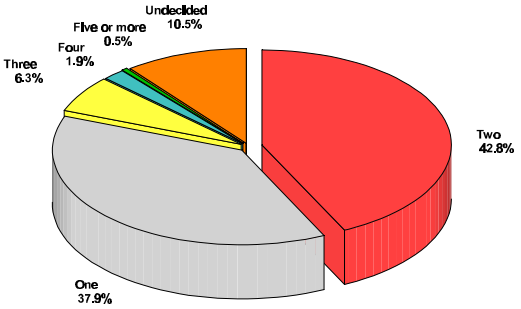
Q.A: What is your age?

Figure 40. Age



Q.B: How many individuals 18 years of age or older live in your household?

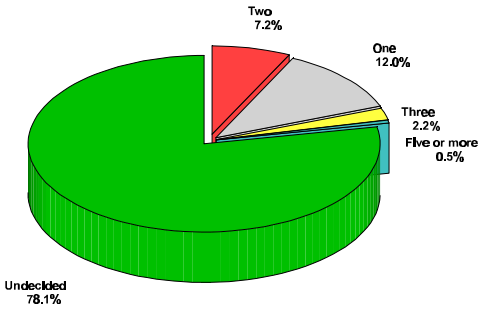
Figure 41. 18 years or older in Household



Q.C: How many individuals 17 years of age or younger live in your household?

For Figure 42, please note that the 'Undecided' category includes individuals who do not have a child in the household.

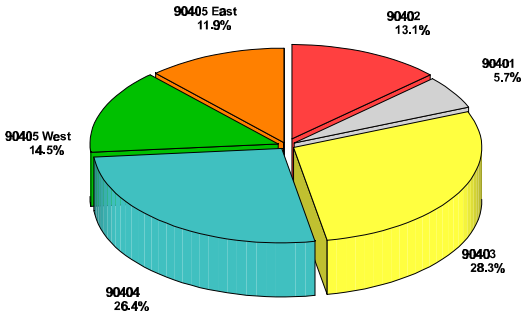
Figure 42. 17 years or younger in Household



Q.D & E: What is the Zip Code where you live? and *Do you live west or east of Lincoln?*

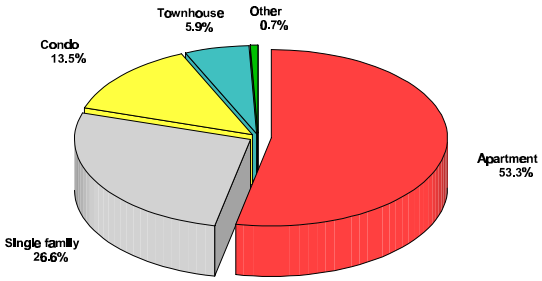
Figure 43 presents the percentage breakdown across neighborhoods for those respondents who could be classified according to Questions D and E into zip code neighborhoods. A small percentage (less than six percent) of respondents did not know (or refused) the answer to one or more of these questions. They are not reflected in Figure 43.

Figure 43. Zip Codes



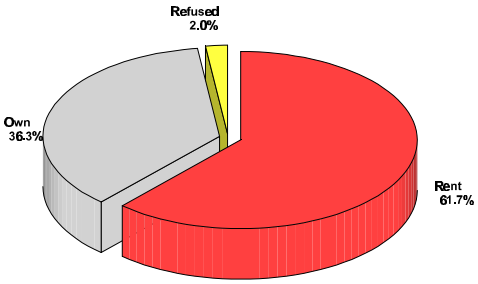
Q.F: Do you live in a single family home, an apartment, a condominium, a townhouse, a trailer or a mobile home?

Figure 44. Type of Home



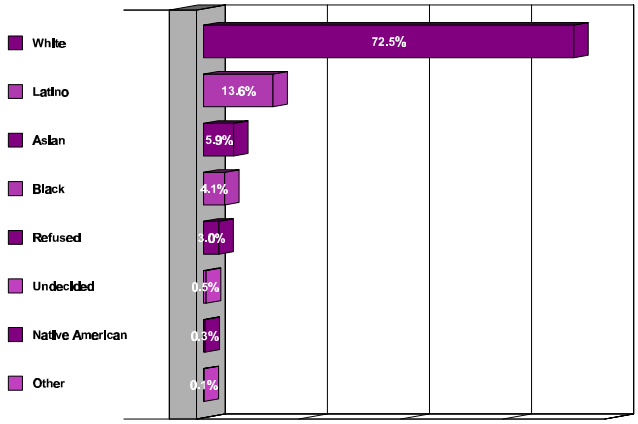
Q.G: Do you own or rent your residence?

Figure 45. Homeowner Status



Q.I: Which of the following categories best describes your ethnicity? Would you say that you are Caucasian or White, Asian, Latino or Hispanic, African American or Black, Native American, or some other ethnicity?

Figure 46. Ethnicity



Q.J: What was the total income of your household before taxes in 1998?

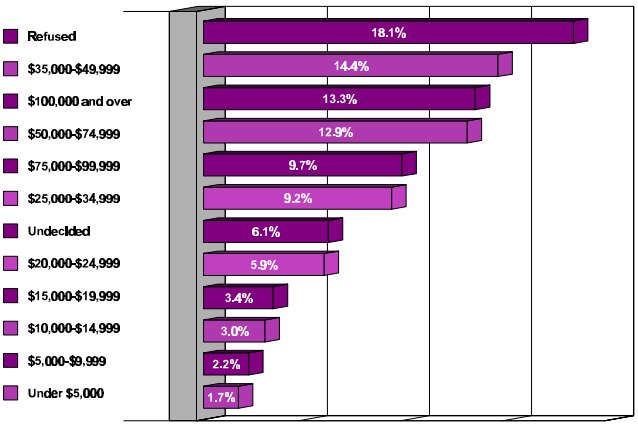



Figure 47. Income