

**Findings from  
Opinion Research**

**2002  
SANTA MONICA  
RESIDENT SURVEY**

**Conducted for the  
City of Santa Monica**

**GOODWIN SIMON STRATEGIC RESEARCH**

**December, 2002**

# TABLE OF CONTENTS

METHODOLOGY .....	v
EXECUTIVE SUMMARY .....	1
BACKGROUND .....	1
SUMMARY OF FINDINGS.....	1
DETAILED FINDINGS .....	5
GENERAL ATTITUDES ABOUT CITY SERVICES .....	5
MOST IMPORTANT ISSUES FACING SANTA MONICA .....	9
EVALUATION OF NEIGHBORHOOD INFRASTRUCTURE.....	11
Sidewalks in Your Neighborhood.....	11
Alleys in Your Neighborhood.....	12
Street Lighting in Your Neighborhood .....	13
Streets and Roads in Your Neighborhood .....	13
WASTE COLLECTION SERVICES .....	14
Garbage Collection Services.....	14
Recycling Collection Services.....	15
PARK AND RECREATION SERVICES .....	16
LIBRARY SERVICES.....	19
CODE ENFORCEMENT .....	21
NEIGHBORHOOD SAFETY .....	21
POLICE AND FIRE DEPARTMENTS .....	23
COMMUNICATION WITH RESIDENTS .....	31
CITY-SPONSORED MEETINGS .....	34
INTERACTIONS WITH CITY DEPARTMENTS AND STAFF.....	36
SOCIAL SERVICE NEEDS .....	40
COMMUNITY INVOLVEMENT .....	42
TRANSPORTATION QUESTIONS.....	44
DISABILITY QUESTIONS .....	46
CHILD CARE FINDINGS .....	47
SAMPLE DEMOGRAPHICS.....	47
APPENDIX: QUESTIONNAIRE WITH AGGREGATE RESULTS	

## TABLE OF FIGURES AND TABLES

Figure 1: Satisfaction with the Job the City is Doing to Provide City Services.....	5
Figure 2: Change in Overall Satisfaction Levels: 1999-2002.....	6
Figure 3: Rating the City for Addressing Neighborhood Concerns.....	7
Figure 4: Change in Ratings of How City Addresses Neighborhood Concerns ...	8
Figure 5: Most Important Issues Facing Santa Monica.....	9
Figure 6: Percent Rating Each Problem as Serious.....	10
Figure 7: Rating of Sidewalks.....	12
Figure 8: Rating of Alleys .....	12
Figure 9: Rating of Street Lighting .....	13
Figure 10: Rating of Streets and Roads .....	14
Figure 11: Rating of Garbage Collection Services .....	15
Figure 12: Rating of Recycling Collection Services .....	15
Figure 13: Have You Used a Santa Monica Park in Past Year? .....	16
Figure 14: Rating of Range and Variety of Santa Monica Recreational Opportunities.....	17
Figure 15: Rating of Quality of Santa Monica Recreational Opportunities.....	17
Figure 16: Rating of Appearance of Santa Monica Parks .....	18
Figure 17: Rating of Ease of Getting to Santa Monica Parks and Recreational Facilities .....	18
Figure 18: Rating of Safety of Santa Monica Parks and Recreational Facilities ...	19
Figure 19: Have You Used a Santa Monica Library in Past Year? .....	19
Figure 20: Rating of Availability of Library Materials: 1998-2002 .....	20
Figure 21: Rating of Library Services .....	20
Figure 22: Rating of Enforcement of Building Codes and Standards.....	21
Figure 23: Percent Feeling “Very” or “Reasonably” Safe Walking in... ..	22
Figure 24: Have You Been a Victim of Crime in Santa Monica in Past Year? .....	23
Figure 25: Have You Called the Police, Fire Department, or 911 in an Emergency?.....	24
Figure 26: Who Responded to Emergency Call? .....	25
Figure 27: Rating the S.M.P.D. on Addressing Neighborhood Concerns: 1998 - 2002.....	26
Figure 28: Rating the City for the Enforcement of Traffic Laws: 1998 - 2002 .....	27
Figure 29: Rating Police Response Time and Quality of Service for Emergency Contacts (N = 69).....	28
Figure 30: Have You Had Contact with the Police for Non-Emergency Purposes in Past Year?.....	28
Figure 31: Nature of Non-Emergency Contacts with Police (N = 127) .....	29

Figure 32: Satisfaction with How Police Handled Non-Emergency Contact.....	30
Figure 33: Rating S.M.F.D. Emergency Response Time and Quality of Service...	31
Figure 34: Rating the City for Communicating for Residents: 1999 - 2001.....	32
Figure 35: Sources of City Information (Top Responses).....	33
Figure 36: Do You Have Opportunity to Voice Your Concerns on Community Decisions?.....	34
Figure 37: Have You Attended a City-Sponsored Meeting in the Past Year?.....	35
Figure 38: Did You Contact a City Department or Employee in the Past Year? ..	36
Figure 39: Was Your Contact In Person, By Telephone, or Other Means (Multiple Responses OK).....	37
Figure 40: Were the City Staff You Dealt With Courteous or Discourteous? .....	39
Figure 41: Did the City Department You Dealt With Respond to Your Needs? ..	39
Figure 42: Were You Satisfied or Dissatisfied with the Services You Received After Contacting a City Department? .....	40
Figure 43: In Past Year, Have You Attended? .....	42
Figure 44: Do You Volunteer for Any Organizations in Santa Monica .....	43
Figure 45: Are You An Active Member of a S.M. Neighborhood Association? ..	44
Figure 46: Have You Ridden a Big Blue Bus in the Past Year?.....	45
Figure 47: Have You Ridden the Tide Shuttle in the Past Year? .....	45
Figure 48: Have You Used Alternative Transportation Means in Past Month? ..	46
Figure 49: Disabled Responses.....	47
Figure 50: Length of Residence in Santa Monica.....	48
Figure 51: Zip Codes and Neighborhoods of Residence.....	49
Figure 52: Adults In Household.....	50
Figure 53: Children In Household.....	51
Figure 54: Employed in Santa Monica? .....	51
Figure 55: Type of Dwelling .....	52
Figure 56: Own or Rent Residence .....	53
Figure 57: Race/Ethnicity .....	53
Figure 58: Age.....	54
Figure 59: Income.....	55
Table 1: Methodology.....	v
Table 2: What Could the City Do to Improve Its Services .....	8
Table 3: What the S.M.P.D. Could Do to Improve Services.....	30
Table 4: Source of Information About City Meetings: 2001 and 2002 .....	35
Table 5: Nature of Interaction with City Staff or Departments.....	38
Table 6: Unmet Need for Social Services in Santa Monica.....	41
Table 7: Priority for Each Service Category.....	41

# METHODOLOGY

The City of Santa Monica asked Goodwin Simon Strategic Research to conduct a telephone survey of adult residents of the city to assess levels of satisfaction with city programs and services.

This study was conducted between September 2 and 21, 2002. As shown in Table 1, 411 interviews were completed in English and Spanish, yielding a margin of error of about plus or minus five percent at a 95 percent confidence level.

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

To ensure proper representation of Latinos in the final results, we conducted a second wave of 15 additional interviews with Latinos, drawing randomly from a sample of Latinos who are listed in the Santa Monica telephone directory. Including this over-sample, about 13 percent of the survey respondents are Latino. Recent U.S. Census Data suggests a Latino adult population in the city of about 12 percent.

In fact, the survey demographic findings generally approximate recent U.S. Census data for adult residents on most indicators. One exception is the number of renters compared to homeowners. The 2002 study found that 60 percent of adults respondents rent their residence, which is fairly similar to the proportion found in previous surveys of residents commissioned by the city. However, recent U.S. Census data suggests that 70 percent of the city's households are rental households.

**Table 1: Methodology**

---

Technique	Telephone interviewing
Interview Length	20 minutes
Universe	Adult residents of Santa Monica
Field Dates	September 2-21, 2002
Sample	Random-digit-dial, plus listed sample of Latinos
Sample Size	415
Margin of Error	+/- 5%
Languages	English and Spanish

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

Much of the survey instrument tracks questions asked in similar studies conducted in 1998 through 2001. The survey methodology used in the 2000 through 2002 studies allows for direct comparison, while earlier studies may have used different sampling strategies.

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

# EXECUTIVE SUMMARY

## BACKGROUND

The City of Santa Monica asked Goodwin Simon Strategic Research to conduct a telephone survey of Santa Monica residents to assess attitudes about city services and to identify changes in attitudes compared to similar studies conducted in 1998, 1999, 2000, and 2001. In addition, the survey explored residents' reactions to a series of policy issues and questions facing the city.

A total of 415 interviews were completed, including an over-sample of 15 Latinos to ensure a 13 percent representation of Latinos in the results. This proportion is comparable to the 12 percent proportion of Latinos among adult Santa Monica residents found in 2000 U.S. Census data. The survey was conducted in English and Spanish between September 2 and 21, 2002. The margin of error for this study is about plus or minus 5 percent at a 95 percent confidence level, which meets all professional standards for studies of this kind.

## SUMMARY OF FINDINGS

As was seen in previous years, Santa Monica residents express quite positive views about the services provided to them by city government. Fully 83 percent say they are "very" or "somewhat" satisfied with "the job the city of Santa Monica is doing to provide city services." This figure is nearly identical to what was found last year. Only 11 percent are dissatisfied.

A lower fraction, 56 percent, gave the city a positive ("excellent" or "good") rating for addressing neighborhood concerns. Thirty-eight percent rated the city negatively ("fair" or "poor") for addressing neighborhood concerns. These figures again are almost identical to what was found a year ago.

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

*Rating  
Satisfaction  
with City  
Services*

*Top Concerns  
Among Santa  
Monica Residents  
About the City*

Issues related to the homeless, growth, housing, parking, and traffic top the list of concerns voiced by residents.

*Suggestions for  
Improving City  
Services*

A separate question asked residents what they feel the city should do to improve its services. As we have seen in past years, addressing the homeless problem, improving traffic safety and congestion, and improving parking were among the top suggestions. Crime-related issues were mentioned by only 1 percent of the residents interviewed.

*Satisfaction with  
City  
Communications  
Efforts*

As in the past, we found very high levels of satisfaction with the way the city communicates with residents. More than three in four (77%) are satisfied with city communications efforts, up from 73 percent a year ago.

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

Residents had the opportunity to evaluate city infrastructure such as sidewalks, streets, and streetlights in their neighborhoods.

*Sidewalks*

About a third (34%) said the sidewalks in their neighborhood were in good condition all over, with just 14 percent who said there were many bad spots. These figures are nearly unchanged from a year ago.

*Alleys*

Twenty percent said the alleys in their neighborhood were in good condition all over, with 23 percent who say the alleys have many bad spots. These figures are again nearly unchanged from a year ago.

*Streetlights*

Thirty-six percent said the streetlights in their neighborhood were in good condition all over, with 20 percent who say the alleys have many bad spots. These figures are again nearly unchanged from a year ago.

*Streets/Roads*

Forty-seven percent said the streets and roads in their neighborhood were in good condition all over, with 7 percent who say the alleys have many bad spots. These figures are slightly higher than what was found a year ago.

We also gave residents the chance to rate waste collection services.



*Waste  
Collection  
Services*

More than 80 percent gave garbage collection services an “excellent” or “good” rating, with only 17 percent rating them negatively. This is very similar to what was found a year ago. Recycling ratings are a bit less positive, with 58 percent rating them as “excellent” or “good” and 30 percent rating them negatively. These ratings again are similar to what was found a year ago.

*Parks and  
Recreational  
Opportunities*

Usage and ratings for parks improved over the past year. The proportion who say they used a city park rose from 58 percent to 62 percent. Ratings for the range and variety of recreational opportunities and the quality of recreational opportunities each rose over the last year by five and six points respectively. Now more than three of four rate each category as “excellent” or “good.”

Positive ratings for the appearance of parks rose from 80 to 85 percent. Ratings for the ease of getting to recreational facilities did not change much (at 79 percent positive ratings), nor did ratings for the safety of parks (at 61 percent positive).

*Libraries*

Library usage also appears to have grown, from 58 percent a year ago to 67 percent now. Positive ratings of library services increased from 71 percent a year ago to 77 percent now. Ratings for the availability of materials is also quite positive: 86 percent of library users rated the availability of materials as “excellent” or “good.”

*Code  
Enforcement*

For the first time, the survey asked residents to rate the city on its code enforcement efforts. Fifty percent rated the city positively for code enforcement, with 18 percent negative ratings and a third who were not sure.

*Neighborhood  
Safety*

Most Santa Monica residents feel safe walking in their neighborhoods, even at night. Sixty-eight percent said they feel “very” or “reasonably” safe at night near their homes, up from 63 percent in 2000.

*Crime Reports*

Ratings for the Police and Fire Departments remain very positive, although 10 percent of city residents report having been a victim of crime in Santa Monica in the past year. This figure is essentially unchanged from past years. Eighty percent of those people reported the crime to the police. Twenty-four percent say they have called the Police or Fire

Departments in an emergency in the past year. This is up from 17 percent in 2000.

*Police  
Department  
Ratings*

The Police Department received a 79 percent favorable rating from residents on how it addresses neighborhood concerns, up four points from 2000. Sixty-nine percent rate the Police Department favorably for enforcement of traffic laws, about the same as in 2000. Of those who called the Police Department in an emergency, 81 percent rated their response positively for response time and 77 percent rated it positively for the quality of services received.

Thirty-one percent of city residents said they had contact with the Police Department in a non-emergency situation in the past year. Seventy-two percent rated the police response to the non-emergency situation favorably.

When asked what the Police Department could do to improve its services, 17 percent said it could use more officers. This was by far the most frequent response given.

*Fire  
Department  
Ratings*

Seven percent of all respondents had called the Fire Department in an emergency in the past year. One hundred percent of them rated the Department positively for response time and for the quality of services they receive.

*Contacts with  
City Staff and  
Departments*

One in three city residents say they have contacted a city government department or staff member in the past year.

Of those who contacted a city department or staff member, fully 78 percent said the people they dealt with were courteous. Nearly as many, 70 percent, said the people they dealt with were responsive to their needs. And 68 percent were satisfied with the services they received after contacting a city department.

We asked residents to rate whether or not they felt that there was high unmet need for a variety of social services. Only for affordable housing services was there a sizable proportion, 42 percent, who felt there was a high need for more services.

# DETAILED FINDINGS

## GENERAL ATTITUDES ABOUT CITY SERVICES

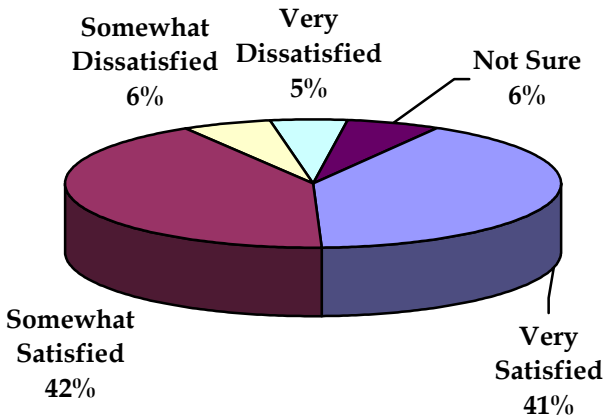
The survey included two closed-end questions asking residents to rate general attitudes about city services, and a third (open-ended) question asking residents to suggest steps the city could take to improve its services to residents.

*Overall Satisfaction with City Services*

The first question asked residents to rate their overall levels of satisfaction with city services. Most Santa Monica residents (83%) are “very” or “somewhat” satisfied with “the job the City of Santa Monica is doing to provide city services.” Only 11 percent are dissatisfied. (See Figure 1).

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

---



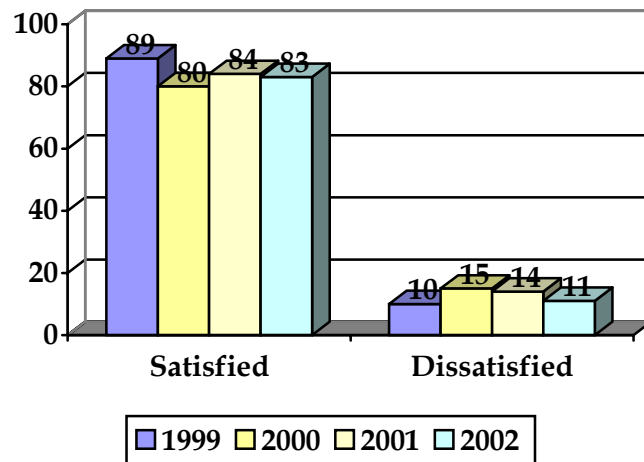
We observed several significant variations in response by different subgroups within the city:

- Overall satisfaction with city services is nearly equal in all areas of the city except in zip code 90402, where it is slightly lower at 70 percent.

- The proportion who are “very satisfied” is highest among the most affluent. Sixty-three percent of those earning more than \$100,000 per year are very satisfied, compared to 41 percent overall.
- Among those who have contacted a city agency in the past year, dissatisfaction is slightly higher: 19 percent, compared to 8 percent overall. Dissatisfaction is also higher among those who have attended a city-sponsored meeting: 19 percent, compared to 10 percent for all others.

Satisfaction levels are essentially unchanged from last year, and have stayed within a very narrow range since 1999.

**Figure 2: Change in Overall Satisfaction Levels: 1999-2002**

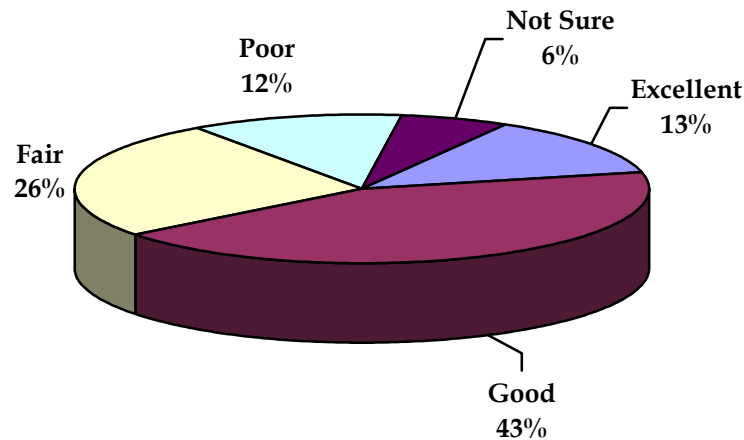


The second question having to do with general attitudes regarding city services asked residents to rate the city’s performance in “addressing neighborhood concerns.” Fifty-six percent say the city is doing an “excellent” or “good” job “of addressing neighborhood concerns.” Thirty-eight percent rate the city negatively in this area, including 12 percent who say the city is doing a “poor” job in addressing neighborhood concerns and 26 percent who say it is doing a “fair” job.

*Satisfaction with How City Addresses Neighborhood Concerns*

**Figure 3: Rating the City for Addressing Neighborhood Concerns**

---

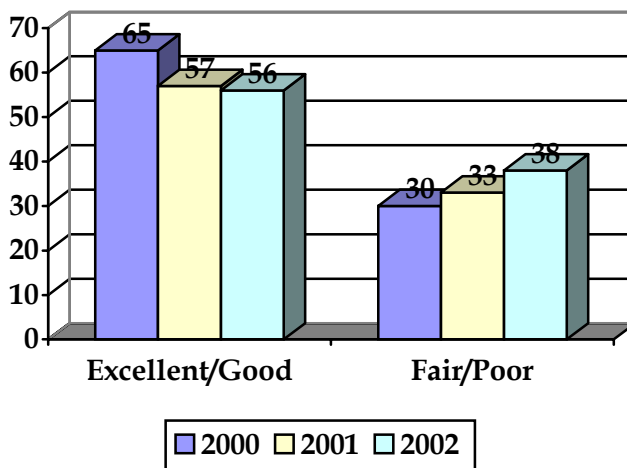


There are a few key differences in the likelihood of being dissatisfied with how the city addresses neighborhood concerns. Dissatisfaction is higher:

- Among homeowners (45%) compared to renters (34%).
- Among those in middle income brackets (\$40,000 to \$125,000) at 42 percent dissatisfaction, compared to 27 percent among those earning less than \$40,000, and 28 percent among those earning more than \$125,000.
- Among those who have contacted a city government department or staff person (52%), compared to those who have not (32%).
- Among those who have contacted the Police and Fire Departments (about 51 percent) compared to those who have not (about 33%).

As shown in Figure 4, these rating figures are nearly identical to what was found in 2001.

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



*What the City  
Could Do to  
Improve  
Services?*

In an open-ended question, residents were asked to name up to three things the city could do to improve its services. The responses were grouped and coded to ease reporting. As shown in Table 2, residents are most likely to ask the city to improve efforts to ease the homeless problem in the city, to address traffic and parking issues, to repair streets and sidewalks, and to offer more recycling and trash pick-up services.

**Table 2: What Could the City Do to Improve Its Services**

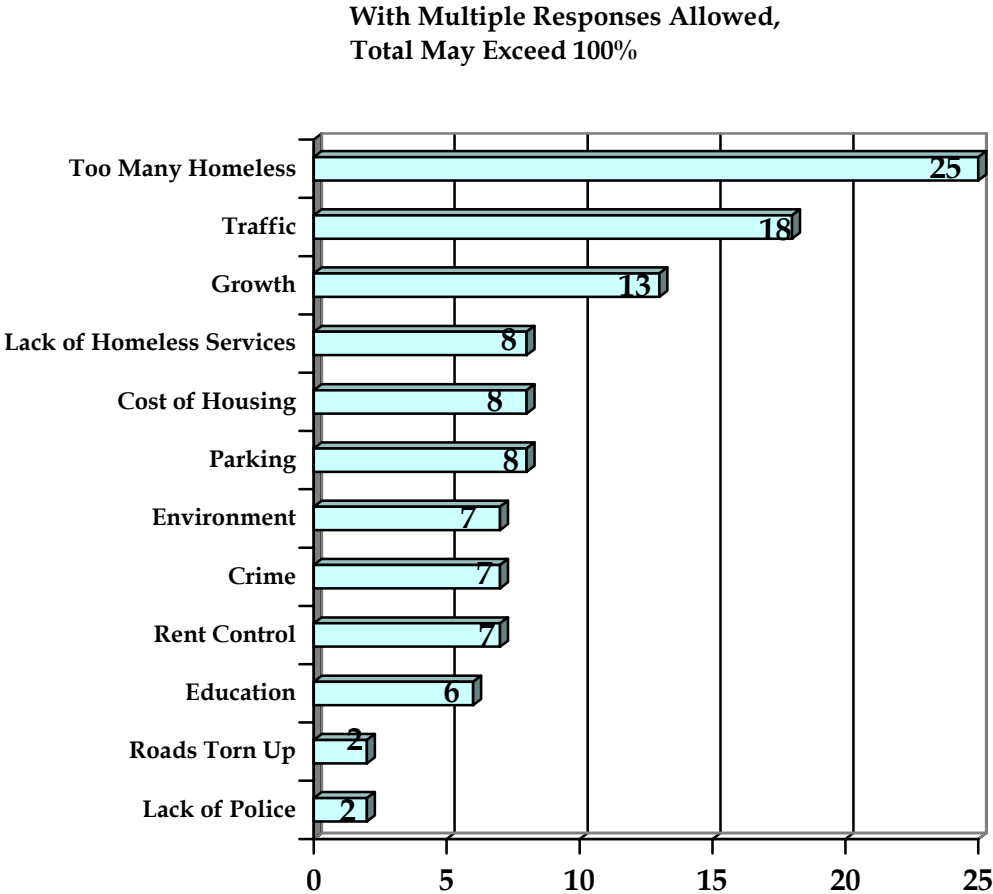
(Coded Responses)	Percent
Address Homeless	22
Improve Traffic Safety/Congestion	12
Provide More Parking	12
Repair Streets/Sidewalks	7
Be More Responsive/Better customer service	4
Offer More Recycling	4
More trash pick-up	4
Communicate Better	3
Improve Pedestrian Safety	3
More buses/public transit	3
Improve parks	3
Cut Waste	2
Stop Growth	2
Lower taxes	2
Reduce Crime	1

**MOST IMPORTANT ISSUES FACING SANTA MONICA**

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

*Open-Ended Question*

**Figure 5: Most Important Issues Facing Santa Monica**



As has been the case in the past, the top concerns are the homeless, traffic and parking, and housing costs. There are lower proportions concerned

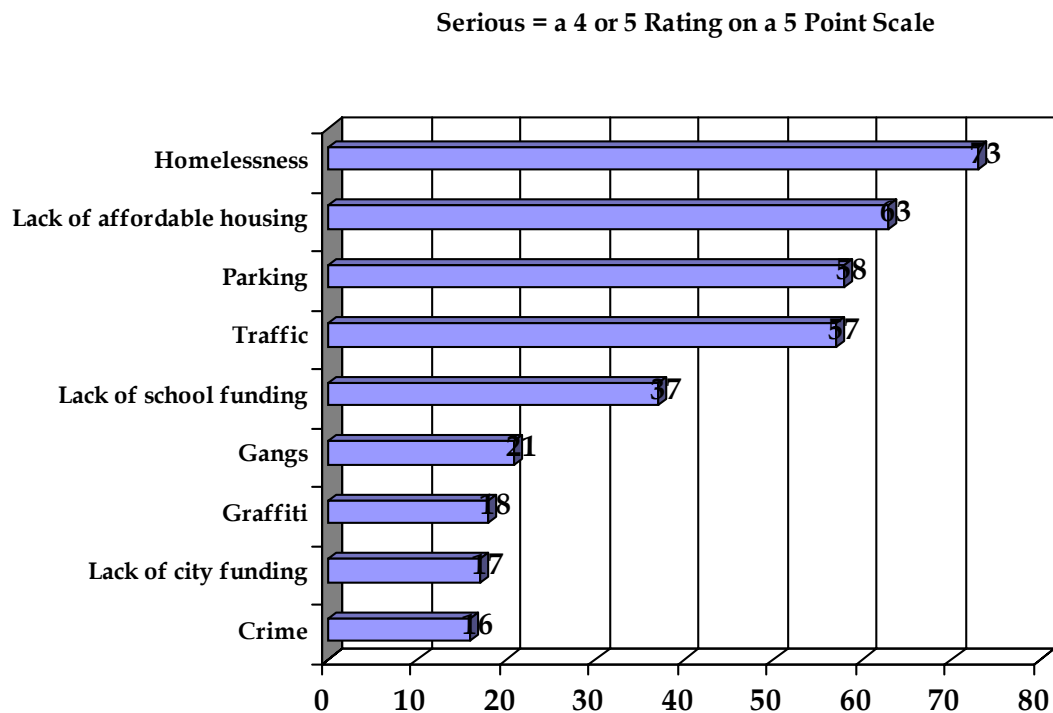
Rating  
Seriousness of  
Problems

about crime, the environment, rent control, and education, with small proportions concerned about roads being torn up and too few police.

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

As shown in Figure 6, homeless is rated by far as the most serious problem, followed by lack of affordable housing, parking, and traffic as top-tier problems. Lack of school funding is seen as a mid-tier problem, with gangs, graffiti, crime, and lack of city funding seen as less urgent.

**Figure 6: Percent Rating Each Problem as Serious**



- Traffic is seen as a more urgent problem by long-term residents (more than 14 years) compared to newer arrivals. It is also of greater concern to homeowners compared to renters, disabled



residents compared to others, those who work in Santa Monica, and women over 50.

- Crime is seen as a more pressing problem among long-time residents, those living in zip code 90402 (north of Montana), and the disabled.
- Gangs are seen as a more serious problem by Latinos (31%) compared to others.
- Lack of affordable housing is seen as a more serious problem by women compared to men, by newer arrivals in the city, by renters, by Latinos, and by women under 50.
- Lack of parking is a more serious problem with renters, with parents, with Latinos, and with residents under age 35.

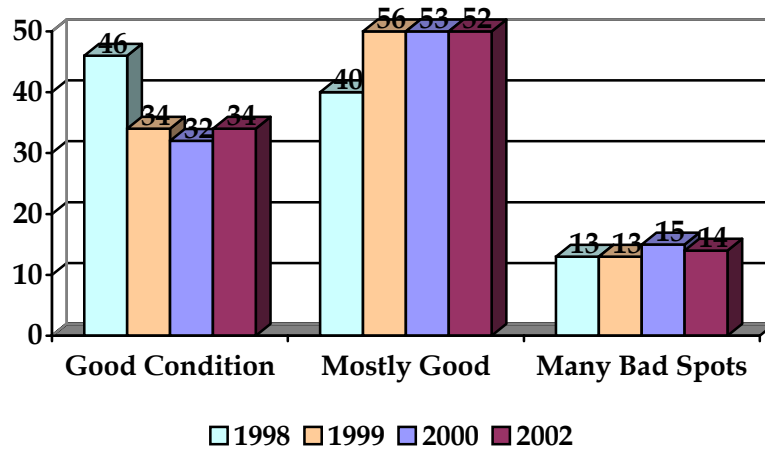
## **EVALUATION OF NEIGHBORHOOD INFRASTRUCTURE**

We asked residents to evaluate the condition of neighborhood sidewalks, alleys, street-lighting, and street conditions. We can compare these results to what was found in earlier studies.

### **Sidewalks in Your Neighborhood**

Ratings of sidewalks are generally favorable, with 34 percent who say they are in good condition all over, 52 percent who say they are mostly good with a few bad spots, and 14 percent who say there are many bad spots in their neighborhood. As shown in Figure 7, these results are nearly unchanged from what was found in 2000.

Figure 7: Rating of Sidewalks

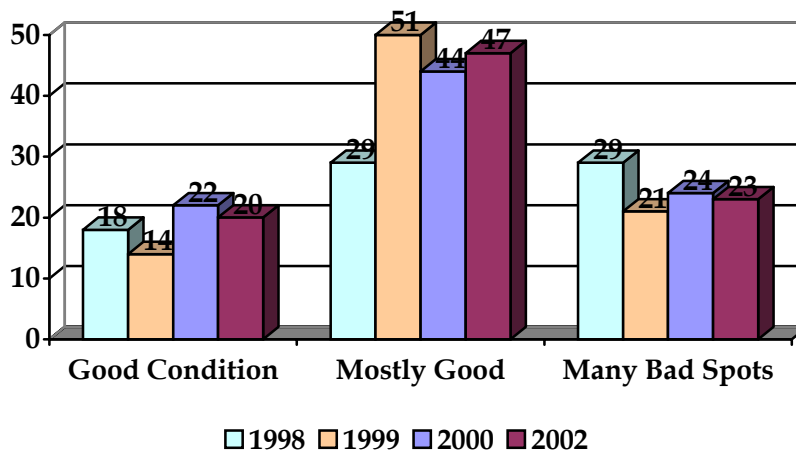


Those who have attended city meetings are more likely to give sidewalks a negative rating. Residents of zip codes 90402 and 90403 are more likely than those in other areas to give sidewalks favorable ratings.

### Alleys in Your Neighborhood

Ratings for alleys are slightly less favorable than those for sidewalks. As shown in Figure 8, 20 percent say their alleys are in good condition, with 23 percent who say their alleys have many bad spots. These figures again are almost identical to what was seen in 2000.

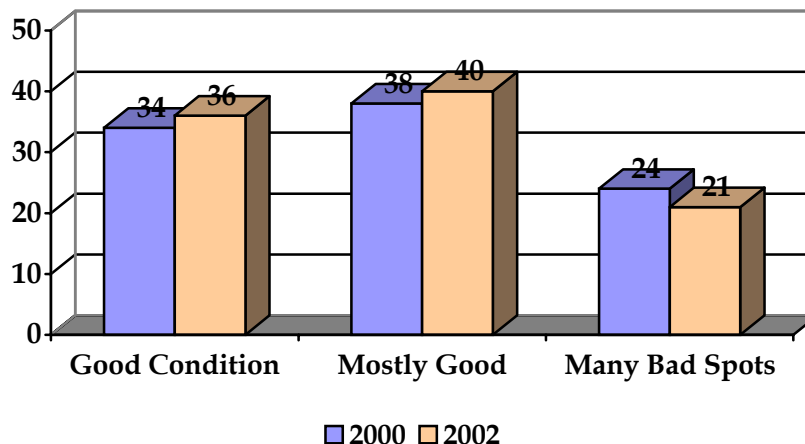
Figure 8: Rating of Alleys



## Street Lighting in Your Neighborhood

Ratings are generally favorable for street lighting, with 36 percent who say they are good all over and 20 percent who say there are many bad spots when it comes to streetlights. Again, these ratings are quite similar to what we found in 2000.

**Figure 9: Rating of Street Lighting**

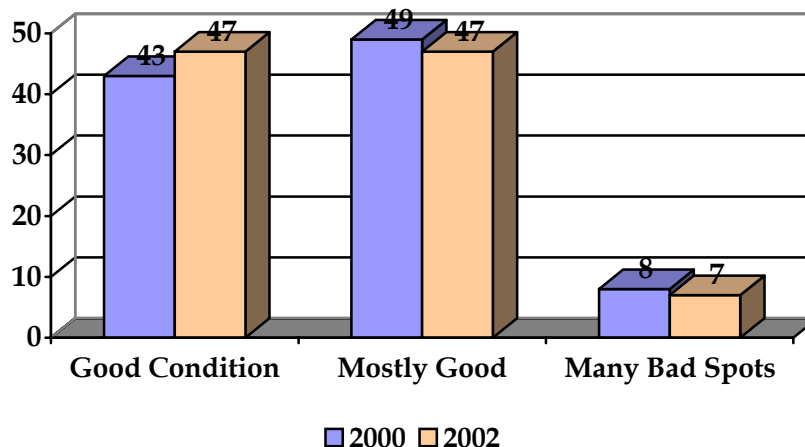


Women are nearly twice as likely as men (27% to 14%) to rate their street lights as having many bad spots.

## Streets and Roads in Your Neighborhood

There appears to be a slight increase in the proportion giving the condition of streets and roads a positive rating: from 43 percent in 2000 to 47 percent in 2002. Only 7 percent say the streets and roads in their neighborhood have many bad spots.

Figure 10: Rating of Streets and Roads



Ratings for streets and roads appear least positive in zip code 90404, with just 37 percent who say they are in good condition all over. This compared to 52 percent in zip code 90403.

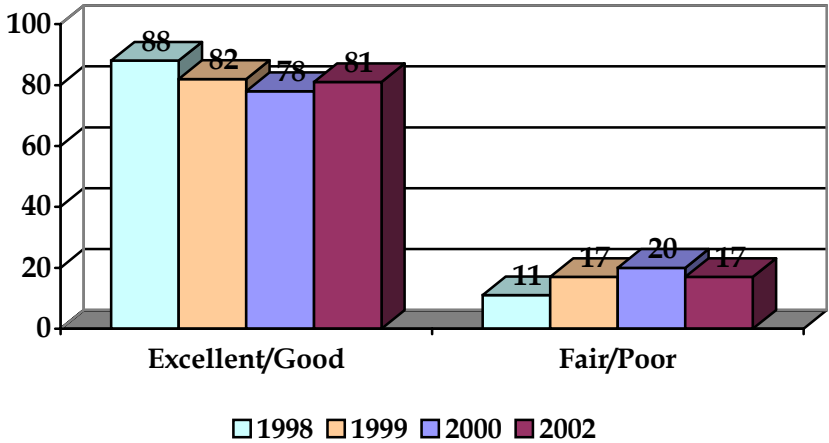
## WASTE COLLECTION SERVICES

We asked residents to rate both garbage collection and recycling services.

### Garbage Collection Services

More than 80 percent (81%) gave an “excellent” and “good” rating for garbage collection services, with 17 percent giving them “fair” or “poor” ratings. This is very similar to the 78 percent who gave garbage collection a positive rating in 2000, with 20 percent who rated it negatively.

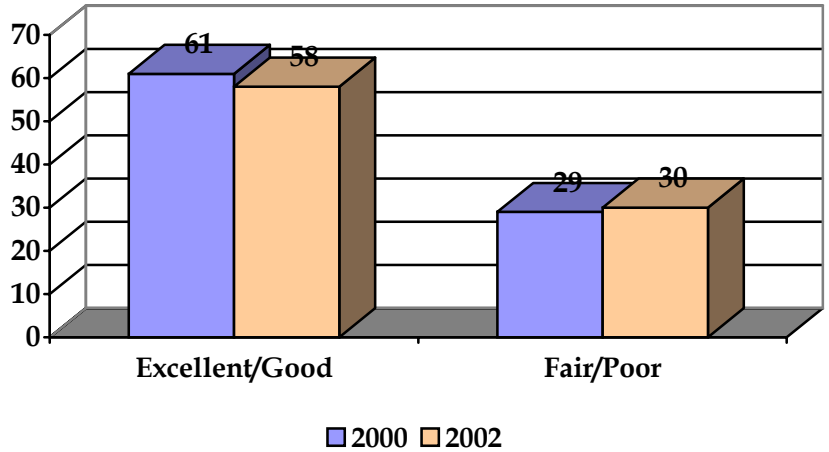
Figure 11: Rating of Garbage Collection Services



**Recycling Collection Services**

Ratings for recycling collection are slightly less positive than ratings for garbage collection. Fifty-eight percent give recycling services an “excellent” or “good” rating, with 30 percent who rate it as “fair” or “poor.”

Figure 12: Rating of Recycling Collection Services



Recycling ratings are most positive among long-time residents: among those who have lived in Santa Monica for 14 or more years, 71 percent gave recycling services an “excellent” or “good” rating. They also seem

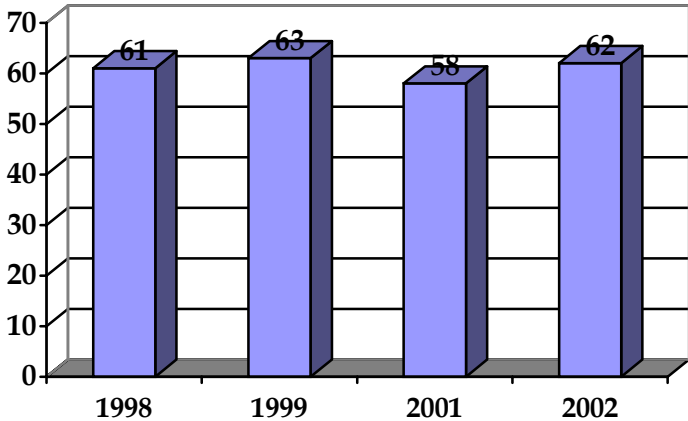
higher in the Sunset Park area compared to the Ocean Park area. Ratings for recycling collection are significantly lower in zip codes 90404 and 90401 compared to other areas of the city.

**PARK AND RECREATION SERVICES**

*Park Usage*

The first question we asked about parks was simply whether or not the respondent, or anyone else in their household, had used a Santa Monica park, recreation facility, or recreation program in the past 12 months. As shown in Figure 13, park usage may have increased since 2000.

**Figure 13: Have You Used a Santa Monica Park in Past Year?**

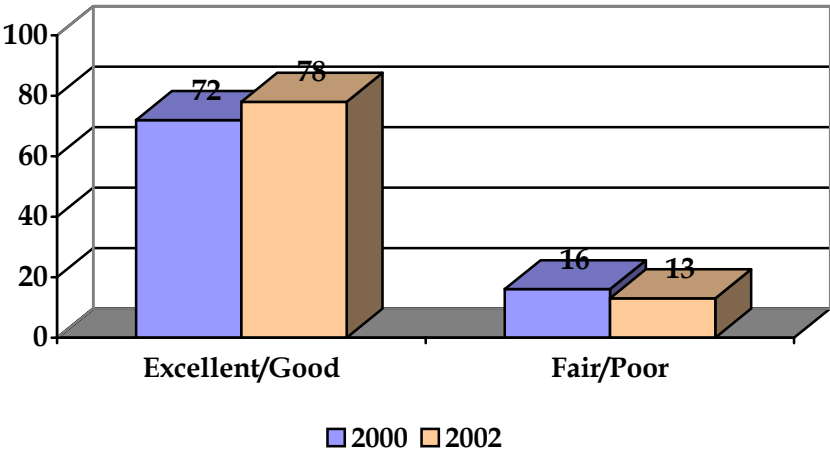


Parents (83%) are more likely to use parks than non-parents (55%).

*Range and Variety of Recreation Opportunities*

Ratings for the range or variety of Santa Monica’s recreational opportunities are very positive. Seventy-eight percent rated the range and variety as “excellent” and “good,” with just 13 percent who gave them a “fair” or “poor” rating. These ratings are slightly higher than what was seen in 2000, as shown in Figure 14.

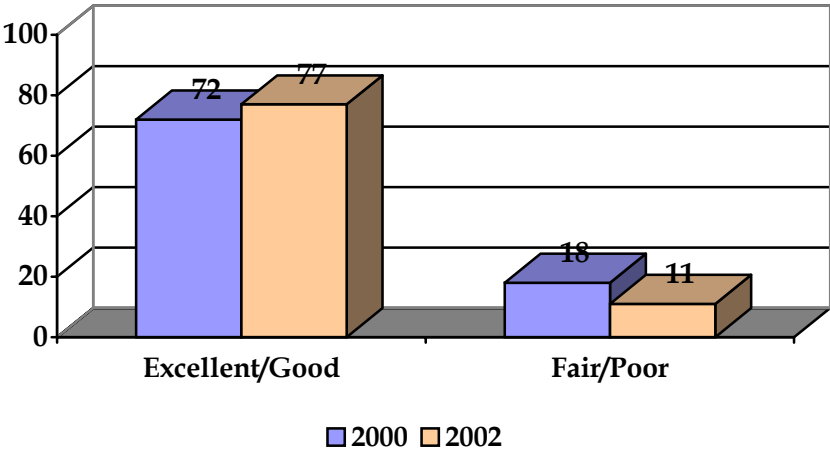
**Figure 14: Rating of Range and Variety of Santa Monica Recreational Opportunities**



*Quality of Recreation Opportunities*

Ratings are also quite high for the quality of Santa Monica’s recreational opportunities. More than three of four residents (77%) rated the quality as “excellent” and “fair.” Ratings for quality have also increased since 2000.

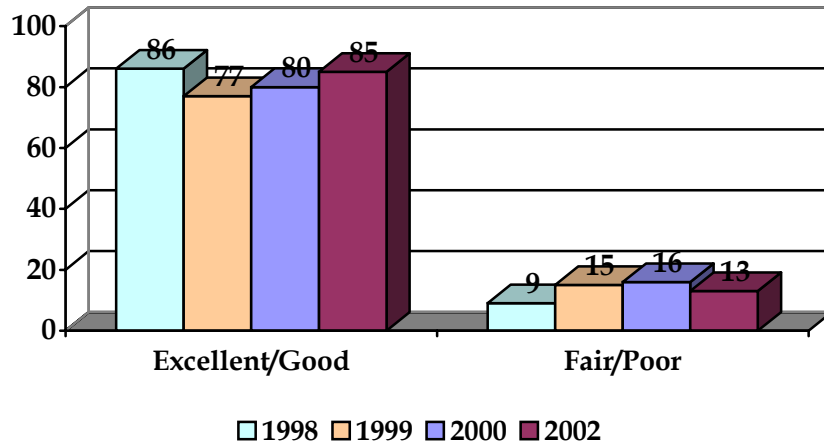
**Figure 15: Rating of Quality of Santa Monica Recreational Opportunities**



*Appearance of City Parks*

Positive ratings for the appearance of city parks equal 75 percent, as shown in Figure 16.

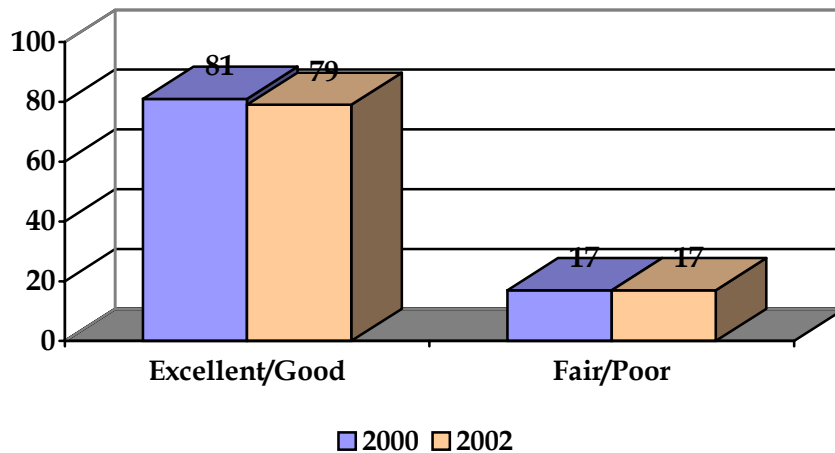
**Figure 16: Rating of Appearance of Santa Monica Parks**



*Ease of Getting to City Parks*

Ratings for the ease of getting to the city's parks and recreational facilities are mostly unchanged from 2000, as shown in Figure 17, at about 80 percent giving it a positive rating.

**Figure 17: Rating of Ease of Getting to Santa Monica Parks and Recreational Facilities**

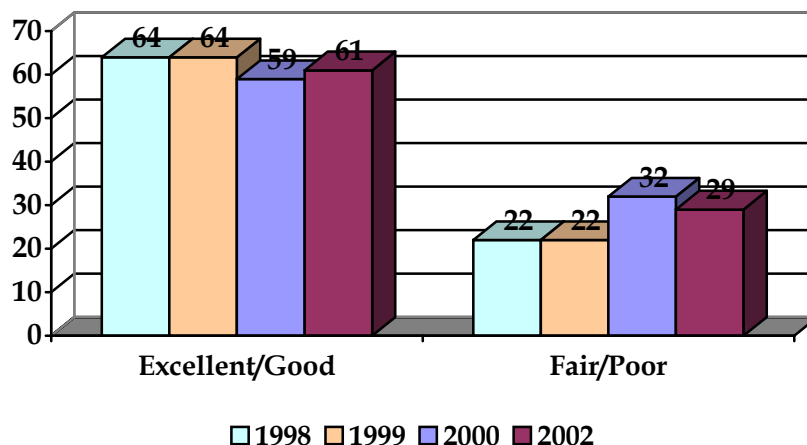


*Safety of City Parks*

Finally, ratings for the safety of city parks is slightly less favorable. Sixty-one percent rate park safety as "excellent" and "good," with 29 percent who rate it as "fair" or "poor." These ratings are quite similar to what was found in 2000.



**Figure 18: Rating of Safety of Santa Monica Parks and Recreational Facilities**

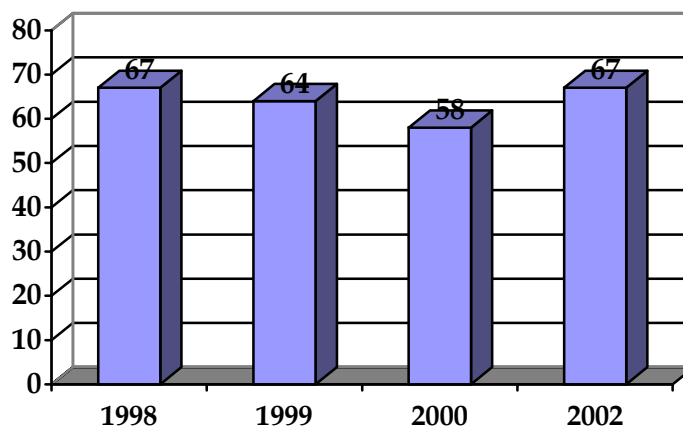


## LIBRARY SERVICES

### *Library usage*

More than three of four residents said they have used a Santa Monica library or a library service in the past year. This proportion is much higher than was the case in 2000, as is shown in Figure 19.

**Figure 19: Have You Used a Santa Monica Library in Past Year?**

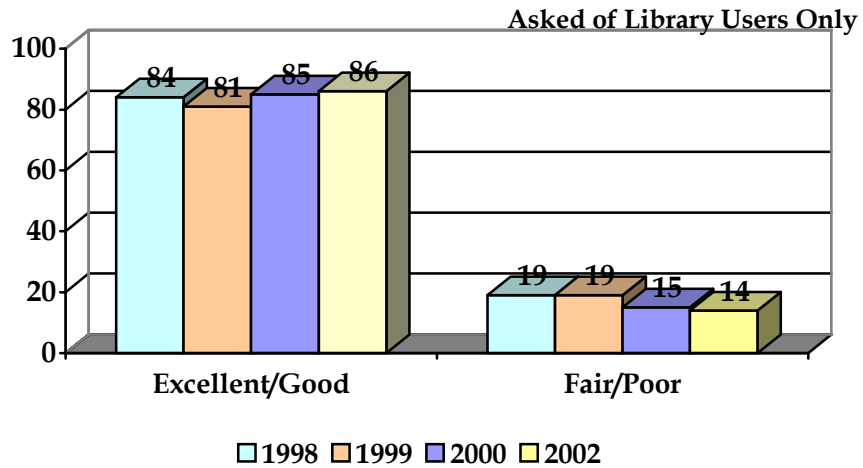


Library usage is higher among women (71%) compared to men (62%), among parents (84%) compared to non-parents (61%), and among homeowners (73%) compared to renters (62%). Library use is lowest among men under 50 compared to women and older men.

*Availability of Library Materials*

Library users give the library almost universally positive ratings for the availability of materials. Eighty-six percent rate it as “excellent” or “good,” with just 14 percent rating availability as “fair” or “poor.” These figures are nearly unchanged compared to 2000.

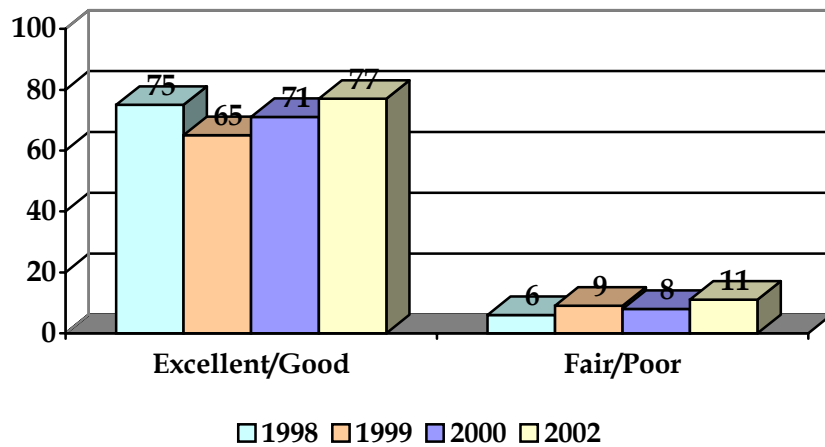
**Figure 20: Rating of Availability of Library Materials: 1998-2002**



*Library Ratings*

Overall ratings of library services are quite positive: 77 percent rate them as “excellent” or “good,” and just 11 percent rate them as “fair” or “poor.” This represents a boost in positive ratings since 2000, as shown in Figure 21.

**Figure 21: Rating of Library Services**

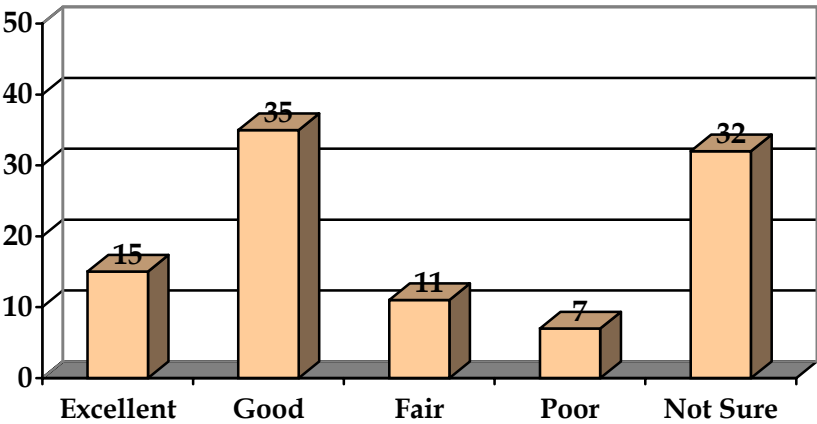


Library ratings are higher among homeowners (83%) compared to renters (71%). Ratings also increase with age, from 64 percent positive ratings among those under 35 to 89 percent positive among those over age 55.

### CODE ENFORCEMENT

For the first time, the 2002 survey asked residents to rate the job the city is doing “when it comes to enforcement of city building codes and standards.” Ratings were generally positive, as shown in Figure 22.

**Figure 22: Rating of Enforcement of Building Codes and Standards**



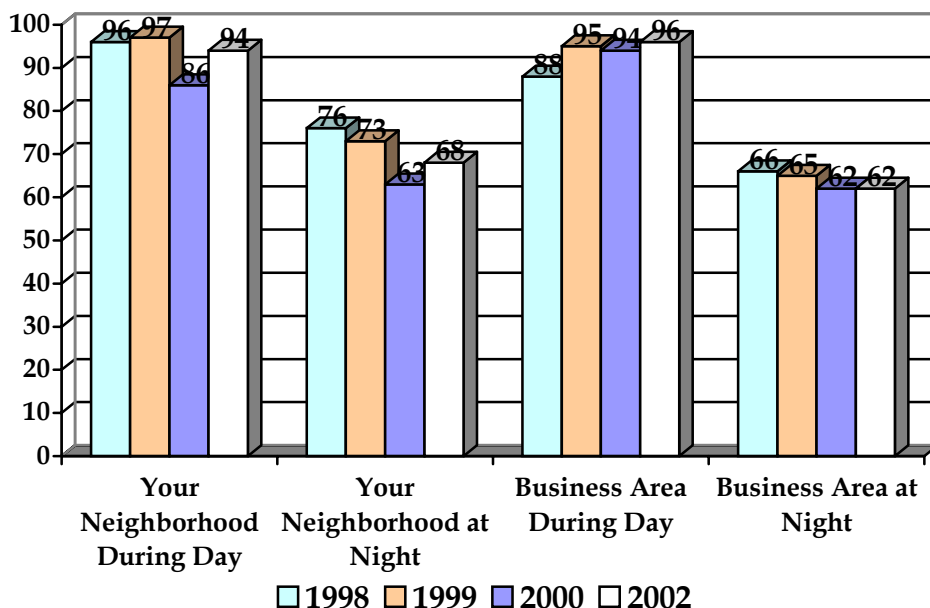
Thirty percent of those who had contacted the city gave it a negative (“fair” or “poor”) rating for code enforcement, compared to 13 percent of others.

### NEIGHBORHOOD SAFETY

Most Santa Monica residents continue to feel safe walking in their neighborhoods and in the city’s business district, even during the evening. Ratings for safety have risen somewhat since 2000; for example, 63 percent said they felt safe walking in their neighborhood at night in 2000, compared to 68 percent in 2002.

*Sense of Safety  
When Walking*

Figure 23: Percent Feeling “Very” or “Reasonably” Safe Walking in...



- In general, men feel safer than women. For example, 80 percent of men feel safe walking in their neighborhoods at night, compared to 58 percent of women.
- Younger residents feel safer than those over 55. Thus, only 59 percent of those over 55 feel safe walking in their neighborhoods at night, compared to higher proportions of younger residents.
- Residents in zip code 90403 feel safer than other residents. For example, 80 percent in zip 90403 feel safe walking at night near their homes, compared to 61 percent in the Pico neighborhood (90404).
- Latinos feel less safe than whites; 56 percent of Latinos feel safe walking in their neighborhoods after dark, compared to 70 percent of whites.
- Feelings of safety increase with income levels, from 65 percent of those earning less than \$40,000 per year to 86 percent of those earning more than \$125,000 per year.

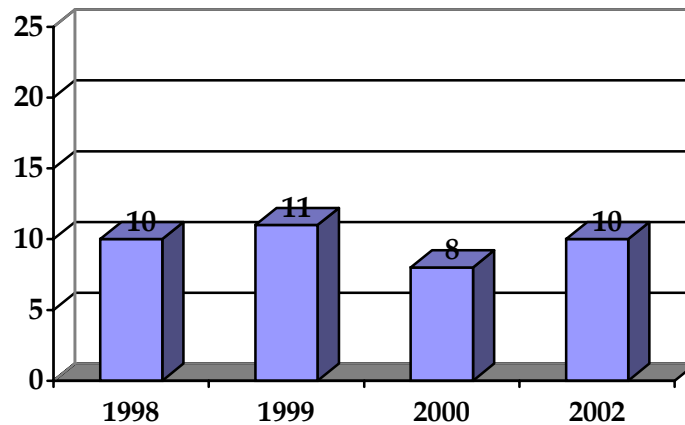
## POLICE AND FIRE DEPARTMENTS

We asked a series of questions to assess resident satisfaction with police and fire services.

To begin, ten out of one hundred Santa Monica residents report having been a victim of a crime in Santa Monica in the past year.

As shown in Figure 24, there has been no significant change in this response since 2000.

**Figure 24: Have You Been a Victim of Crime in Santa Monica in Past Year?**



Those most likely to report being a victim of crime include:

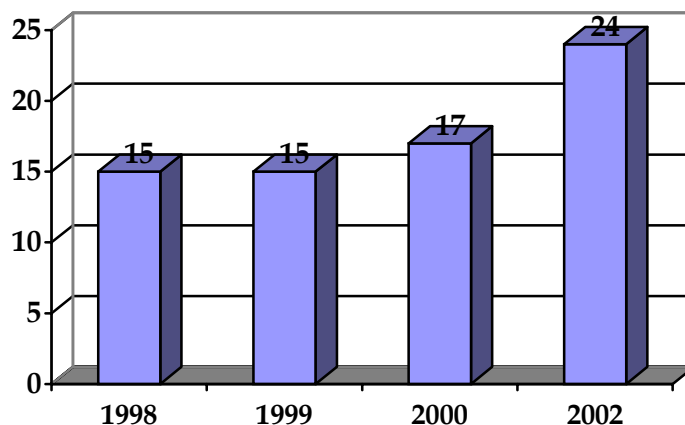
- 15 percent of Latinos compared to 8 percent of others.
- Twelve percent of renters compared to just 7 percent of homeowners.
- About 15 percent of those under 44, compared to 7 percent of those age 45-54, and just 1 percent of those over age 55.

This overall 10 percent figure is nearly identical to the 10 percent reported in 1998, the 11 percent reported in 1999 and the 8 percent reported in 2000.

Eighty percent of those who were victims of crime reported that crime to the police. In 1998 the figure was 55 percent, in 1999 the figure was 76 percent, and in 2000 the figure was 64 percent. However, with these small sample sizes of crime victims, these differences are not statistically significant.

In total, 24 percent of Santa Monica residents say they called the Police or Fire Department, or dialed 911 in an emergency in the past year. This compares to 15 percent in 1999 and 1998 and 17 percent in 2000 who called one of these agencies in an emergency.

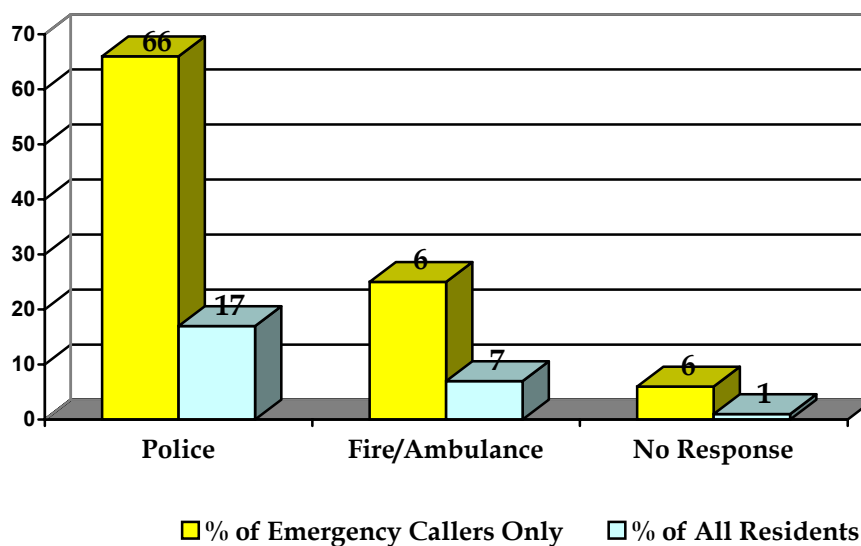
**Figure 25: Have You Called the Police, Fire Department, or 911 in an Emergency?**



This includes 30 percent of those living in the Pico area (90404), a third of parents compared to 22 percent of non-parents, and 32 percent of those in single-family homes compared to 22 percent of those in apartments or condos.

As shown in Figure 26, the Police Department responded most frequently to emergency calls. Sixty-six percent of those calling in an emergency got a police response, and 25 percent got a response from the Fire Department or from a Fire Department ambulance. Another 6 percent said that no one responded to their call. Looking at all residents, about 17 percent called the Police Department in an emergency, and 7 percent called the Fire Department. (Some people called both.) About 1 percent overall said that no one responded to their emergency call.

**Figure 26: Who Responded to Emergency Call?**

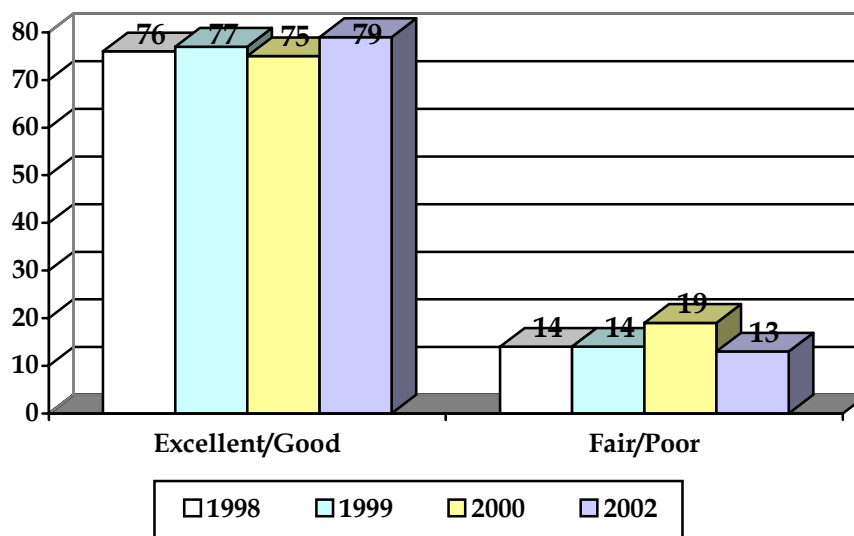


*Ratings for the  
Santa Monica  
Police  
Department: on  
Addressing  
Neighborhood  
Concerns*

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

First, the survey asked residents to rate the police on the job it does addressing neighborhood concerns. Fully 79 percent rate the police positively (32 percent “excellent” rating and 47 percent “good” rating), and just 13 percent give the police a negative rating (9 percent “fair” and 4 percent “poor”) for addressing neighborhood concerns.

Figure 27: Rating the S.M.P.D. on Addressing Neighborhood Concerns: 1998 - 2002



There has been little or no change in the rating of the police for addressing neighborhood concerns over time.

Significant differences in response to this question include the following:

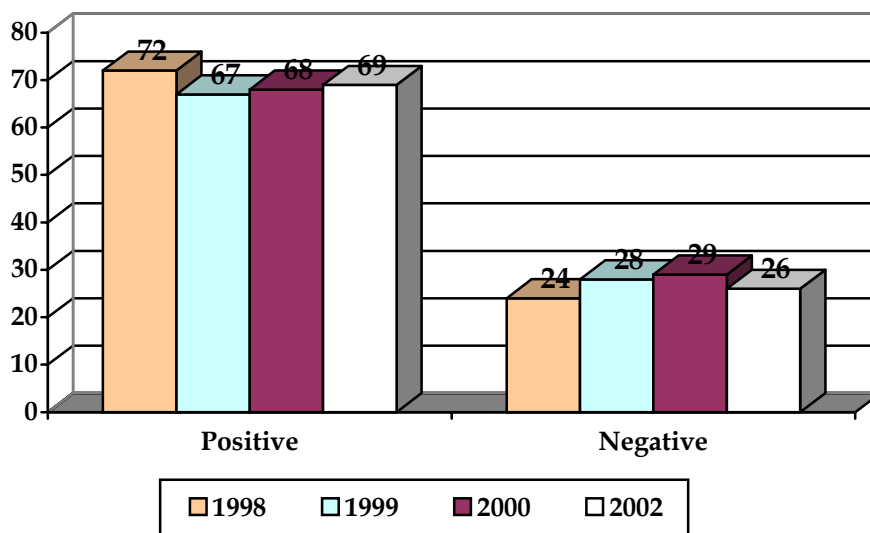
- Among those who actually contacted the police or fire departments, 24 percent gave the police a “fair” or “poor” rating, compared to just 10 percent of those who had not contacted these departments.
- While 76 percent of respondents making less than \$125,000 a year gave the police “excellent” or “good” ratings, fully 91 percent of those making more than \$125,000 did so.
- Eighty-three percent of white respondents felt the police were doing an “excellent” or “good” job of addressing neighborhood concerns, compared to 69 percent of Latinos.

The survey also asked residents to rate the city for enforcement of traffic laws in Santa Monica. Sixty-nine percent gave the city “excellent” or “good” ratings in this area, with 26 percent giving the city “fair” or “poor” ratings, nearly the same as in 2000.

*Rating  
Enforcement  
of Traffic  
Laws*



Figure 28: Rating the City for the Enforcement of Traffic Laws: 1998 - 2002



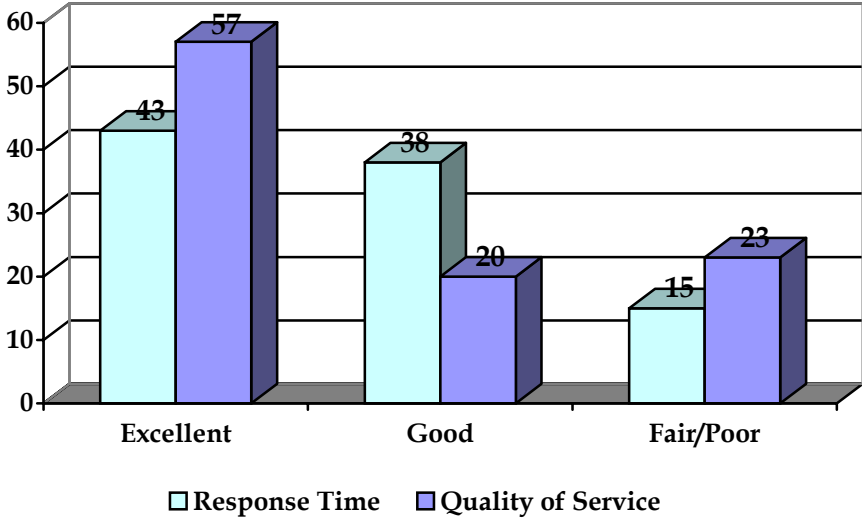
We also asked residents to rate the Police Department for the emergency as well as the non-emergency services they received.

*Ratings for  
Police  
Emergency  
Call Response*

Of those who called the police in an emergency, most gave the police positive ratings (“excellent” or “good” ratings) for both their response time (81 percent positive) and for the quality of services they received in response to their emergency calls (77 percent positive).

Compared to 2000, the fraction giving the quality of emergency services from the Police Department an “excellent” rating has risen from 39 percent to 57 percent.

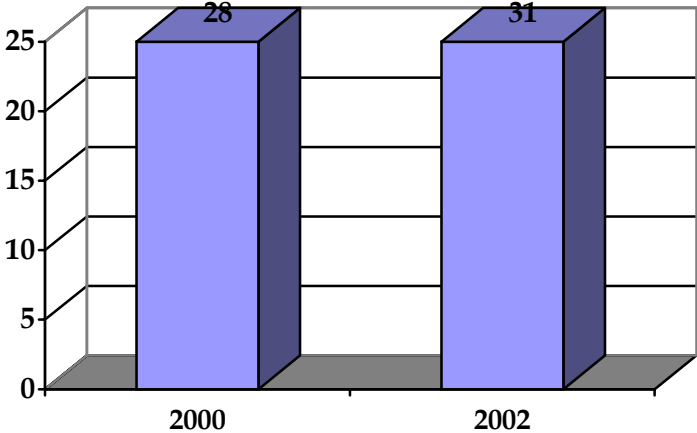
**Figure 29: Rating Police Response Time and Quality of Service for Emergency Contacts (N = 69)**



*Non-Emergency  
Police Calls*

Fully 31 percent of the city’s residents said they contacted the police for non-emergency purposes in the last year.

**Figure 30: Have You Had Contact with the Police for Non-Emergency Purposes in Past Year?**



Significant differences in responses include:

- People who attend city meetings or had other contact with the city were more likely to also call the police department than those who

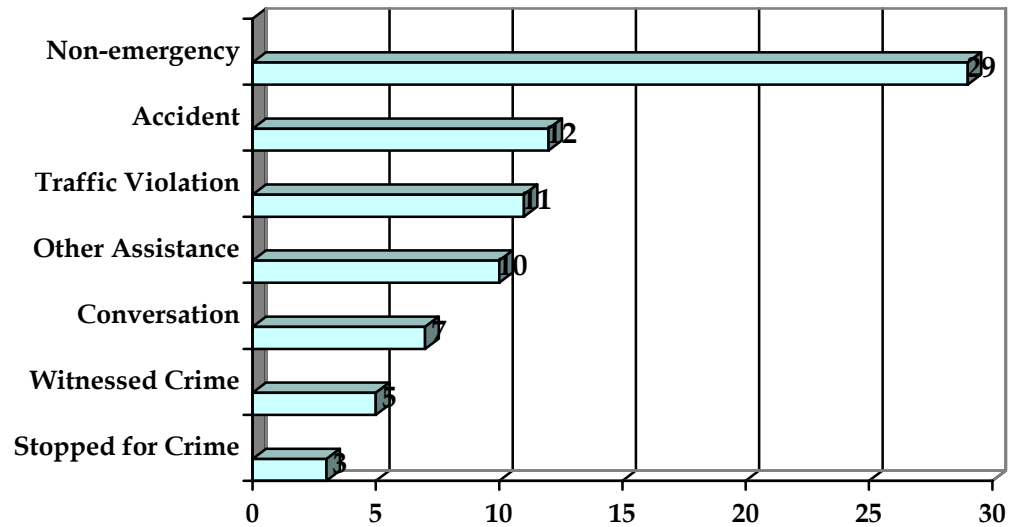
do not. Forty-four percent of those who attend city meetings have had non-emergency contact with the police, compared with 28 percent of those who do not attend meetings.

- Respondents with children were more likely to have non-emergency contact with the police than those without children, 38 percent to 28 percent.
- Respondents between the ages of 45 and 54 were more likely to have non-emergency contact with the police than all other age groups, 44 percent compared to about 27 percent.

*Reasons for Non-Emergency Calls*

When asked to volunteer the reason for their non-emergency call to the police, residents offered a variety of reasons, as shown in Figure 31.

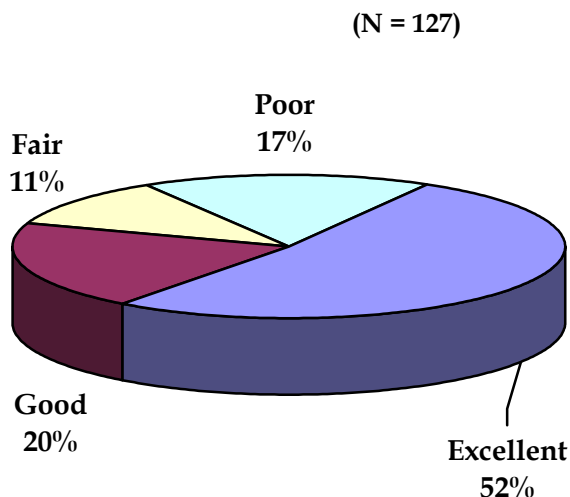
**Figure 31: Nature of Non-Emergency Contacts with Police (N = 127)**



*Ratings for Non-Emergency Call Response*

Of those who called the police for a non-emergency problem, 72 percent rated the response positively (“excellent” or “good”), with 28 percent who rated the response as “fair” or “poor.” (See Figure 32.) Compared to 2000, the proportion who rated the way the police handled the non-emergency contact as “excellent” rose from 25 percent to 52 percent.

**Figure 32: Satisfaction with How Police Handled Non-Emergency Contact**



*Suggestions for  
Improving  
Police Services*

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

As shown in Table 3, the most frequent response offered was to increase the number of police officers on the street (17 percent). Another 8 percent suggested that the police do a better job dealing with the homeless, and an additional 8 percent suggested police develop better interaction skills and attitudes.

**Table 3: What the S.M.P.D. Could Do to Improve Services**

	Percent
More police officers	17
Better interaction skills/attitude	8
Deal with homeless	8
Be more responsive	5
Enforce laws more fairly	4
More neighborhood patrols	3
Other	11

*Rating Fire  
Department  
Emergency  
Responses*

The survey also asked residents who had called the Fire Department in an emergency to rate the response time for and quality of their interaction with the Fire Department. As noted on page 24, seven percent of all Santa Monica residents called the Fire Department in an emergency.

Of those who called the Fire Department in an emergency, all respondents rated the response time positively (“excellent” or “good”), and all respondents also gave a positive rating for the quality of service they received.

**Figure 33: Rating S.M.F.D. Emergency Response Time and Quality of Service**



## COMMUNICATION WITH RESIDENTS

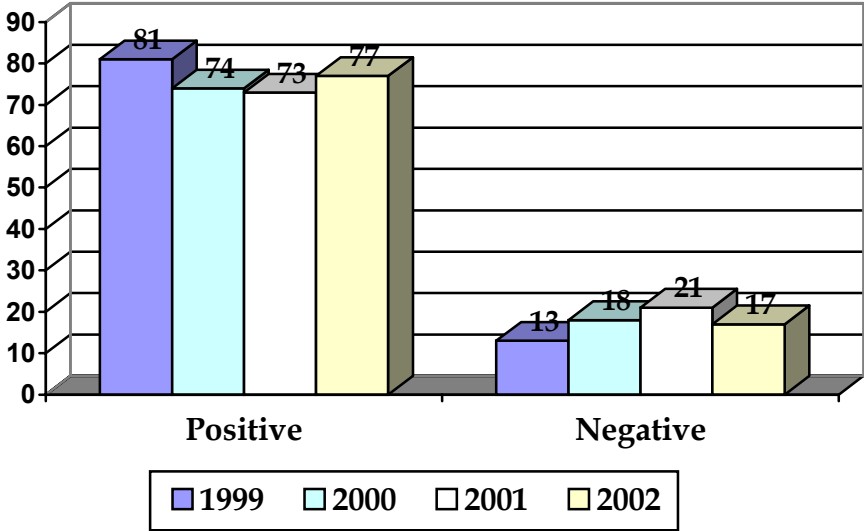
*Satisfaction With  
How City  
Communicates  
With Residents*

More than three of four (77 percent) are satisfied with “the City’s efforts to communicate with Santa Monica residents through newsletters, the Internet, and other means.” Only 17 percent expressed dissatisfaction, as shown in Figure 34.

Satisfaction is slightly higher among those who live in apartments or condos (80%) compared to those who live in single family homes (69%). It is slightly lower among those living north of Montana, at 63 percent compared to 77 percent overall.

Satisfaction with city communications efforts is somewhat lower among those who have had police contact or have contacted the city on some other matter. This follows a pattern we see throughout the survey results.

Figure 34: Rating the City for Communicating for Residents: 1999 - 2001

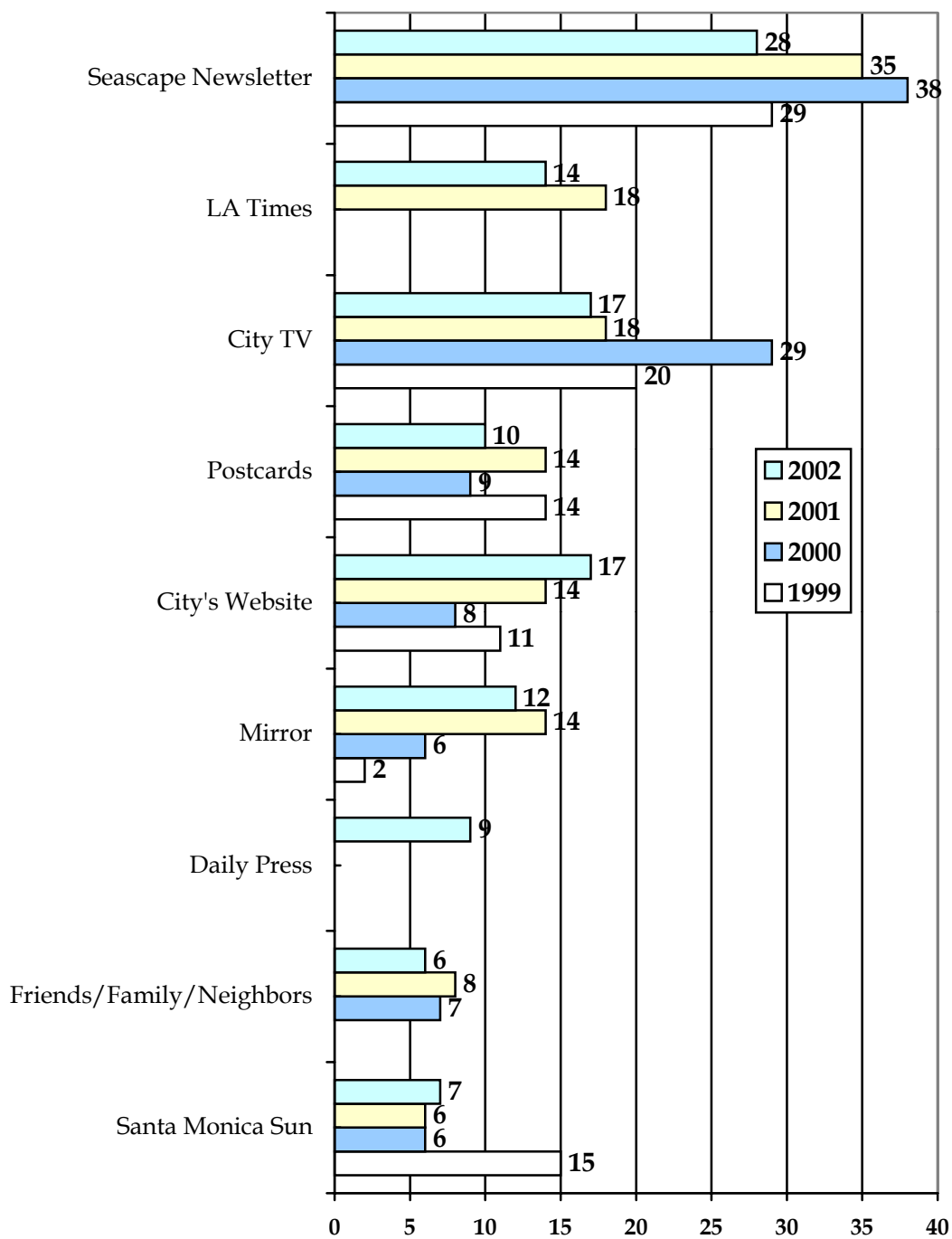


Information Sources About City News And Events

As has been the case in past years, the Seascope newsletter, the Los Angeles Times, and City TV rank among Santa Monica residents’ top sources of information about their city. Joining the list of top sources of information this year is the city’s website. After these sources, residents identify special postcard mailings, the Santa Monica Daily Press, and the Santa Monica Mirror newspaper as the next most likely group of resources they use for city news (See Figure 35).

- Women (29%) are slightly more likely than men (20%) to say they use Seascope. A third of those who have contacted the city get information from Seascope, compared to 22 percent of everyone else.
- The city website is accessed far more often by newcomers to Santa Monica (0-4 years, 21%), compared to longer-term residents.

**Figure 35: Sources of City Information (Top Responses)**



Web  
Information  
Network

We also asked residents if they use the city’s Web Information Network. Fully 20 percent said they did. Interestingly, last year we asked if they “subscribe” to the network, and found that only four percent did so. Those who have contacted the city (28%), those who have attended a city

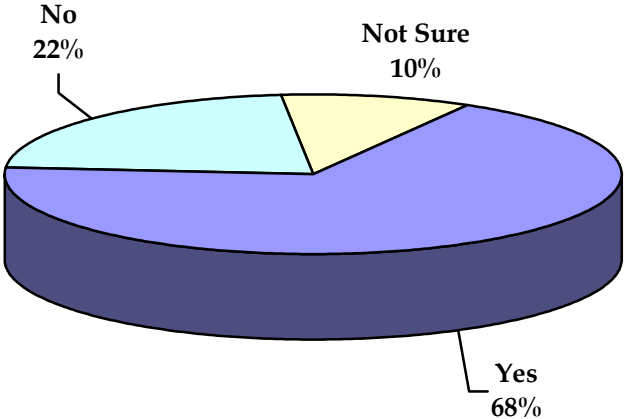
meeting (31%), those under 65, and those with incomes above \$40,000 are much more likely to say that they use the Network.

*Opportunity to Voice Your Concerns?*

We also asked residents if “you feel you have the opportunity to voice your concerns to the city of Santa Monica on major community decisions that affect your life.” More than three in five, 68 percent, said they did have such opportunities.

**Figure 36: Do You Have Opportunity to Voice Your Concerns on Community Decisions?**

---



Interestingly, people who have not contacted the city are somewhat more likely to feel they have such opportunities (71%) compared to those who have contacted the city (61%). On the other hand, those who have attended city meetings are more likely (76%) to feel they have the opportunity to voice their concerns compared to those who have not attended such meetings (66%).

Residents of zip code 90403 are more likely (75%) than others to feel they have such opportunities.

**CITY-SPONSORED MEETINGS**

About one in six residents (16%) have attended a meeting sponsored by the city in the past year, including city council meetings, a city

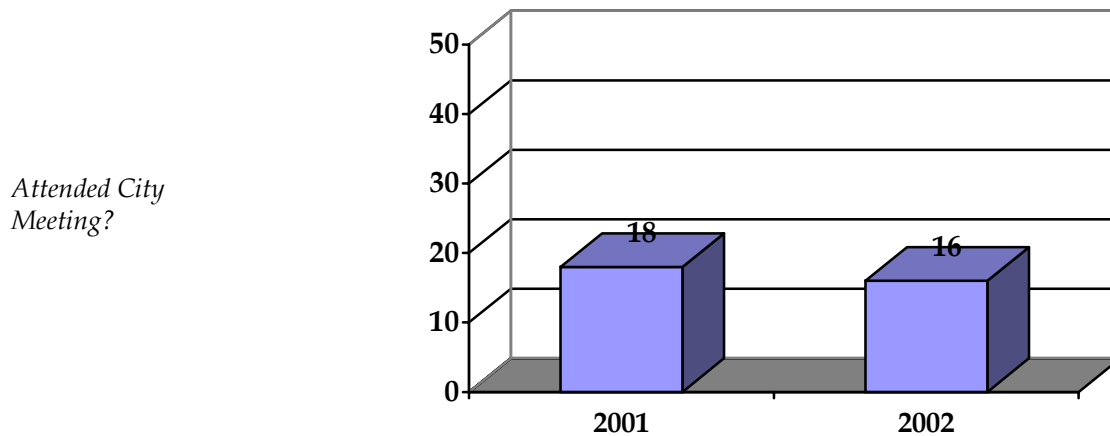


commission meeting, or a workshop of some kind. (See Figure 37.) This figure is nearly unchanged from last year.

Those most likely to attend such meeting include:

- Homeowners (23%) compared to renters (12%).
- Women over 50 (26%) compared to 14 percent of younger women and 10 percent of younger men.

**Figure 37: Have You Attended a City-Sponsored Meeting in the Past Year?**



We then asked residents who had attended such a meeting where they had heard about it. As shown in Table 4, mailings people receive from the city and word of mouth are by far the most common sources of information about these meetings. There have been interesting changes in the sources of this information since 2001.

**Table 4: Source of Information About City Meetings: 2001 and 2002**

	2001 (N = 74)	2002 (N = 68)
Mailings	31	28
Regular Schedule	19	4
Friends/Relatives	19	29
Flyers	11	7
Newspaper Notice	7	16
On Line	4	10

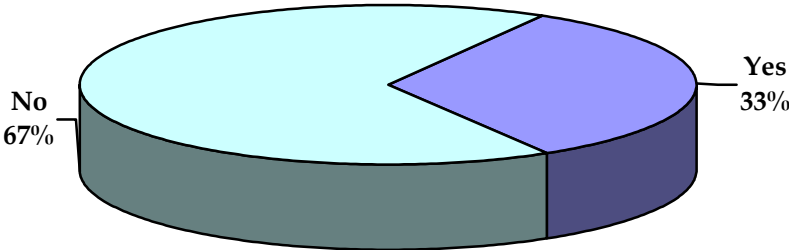
## INTERACTIONS WITH CITY DEPARTMENTS AND STAFF

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

*Contact with  
City  
Department  
or Employee*

We asked all respondents whether they had contacted a city department or employee in the past year for any reason. Exactly a third answered affirmatively, as shown in Figure 38.

**Figure 38: Did You Contact a City Department or Employee in the Past Year?**



This represents a large decline compared to what was found in 2001, when 52 percent said they had contacted a city agency. A difference of this magnitude is probably due to changes in the questions asked from one year to the next. For example, in 2001, the previous question asked respondents if they had visited City Hall in the past year, a question we did not repeat this year. Very likely, residents last year included such visits when deciding if they had made contact with a city agency, but did not do so this year.

Those most likely to have had such contact in 2002 include:

- Women (54%) compared to men (46%).

- Those residing in Ocean Park (45%).
- Parents (40%) compared to non-parents (30%).
- Homeowners (38%) compared to renters (28%).

*Was Contact  
by Phone,  
Email, or In-  
Person?*

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

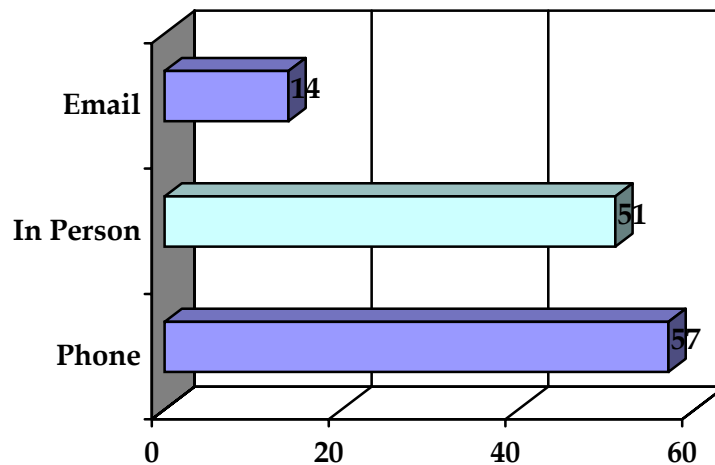
As shown in Figure 39, the proportion of phone and in-person contacts were nearly the same.

As we have seen in the past, men were much more likely than women to have in-person contacts.

Those who earn less than \$80,000 per year were far more likely than the most affluent to have in-person contacts compared to telephone contacts.

**Figure 39: Was Your Contact In Person, By Telephone, or Other Means (Multiple Responses OK)**

(N = 135)



We also asked residents who have had some encounter with city staff or departments to specify the nature of that interaction. As shown in Table 5, most of the interactions have something to do with permits, information, or complaints.

**Table 5: Nature of Interaction with City Staff or Departments**

*Nature of Interaction*

(Coded Responses - N = 135)	Percent
General complaints	22
Information request	16
Building permit	13
Parking permit	12
Complaint about parking/traffic	10
Business license	4
Police encounter	4
Other	22

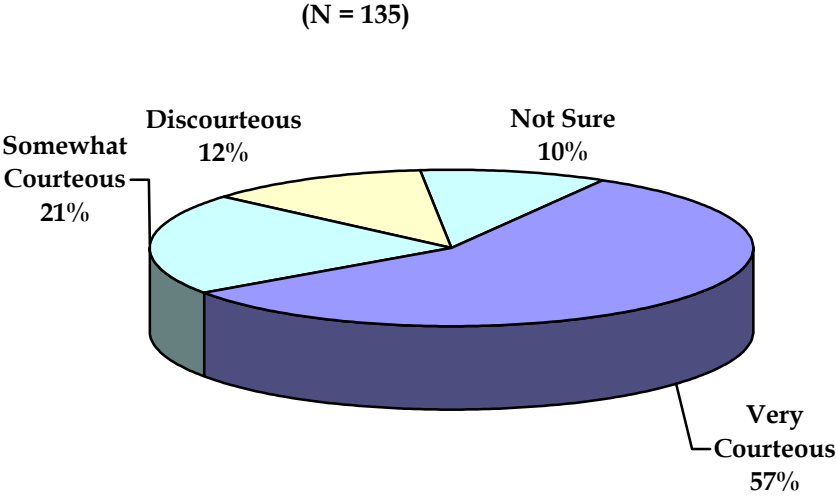
Finally, we asked those who had some encounter with the city whether the staff they dealt with were courteous and responsive, and if they were satisfied with the services they received after contacting the city.

*Were City Staff Courteous?*

As shown in Figure 40, most people (78%) reported that the city staff they dealt with were courteous, with just 12 percent who said staff were discourteous. The fraction who said that city staff were courteous fell from 90 percent last year.

However, we do not feel it is valid to compare the 2001 and 2002 results for this question. As discussed on page 36, because different questions were used to establish eligibility for evaluating city staff, the proportion of respondents answering this question was much smaller this year. That makes it difficult to know if the decline in the fraction who said that city staff were courteous represents some kind of real change in opinion, or simply is a result of a different type of person who answered the question this year.

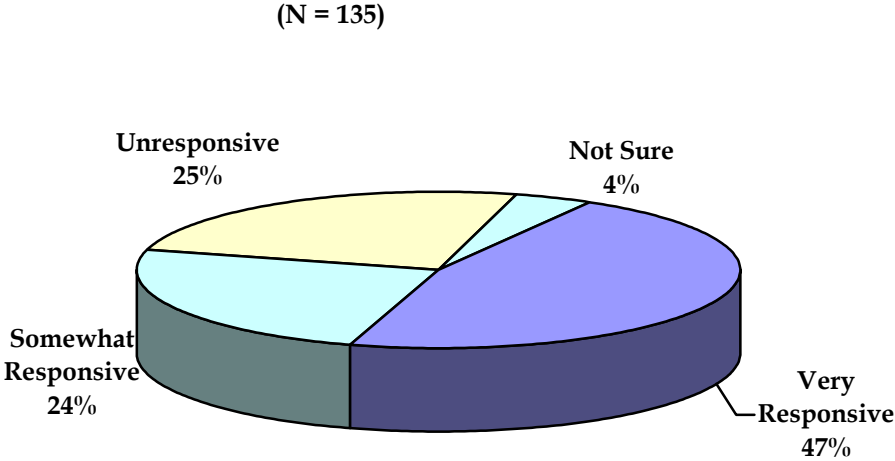
**Figure 40: Were the City Staff You Dealt With Courteous or Discourteous?**



*Was City Responsive to Your Needs?*

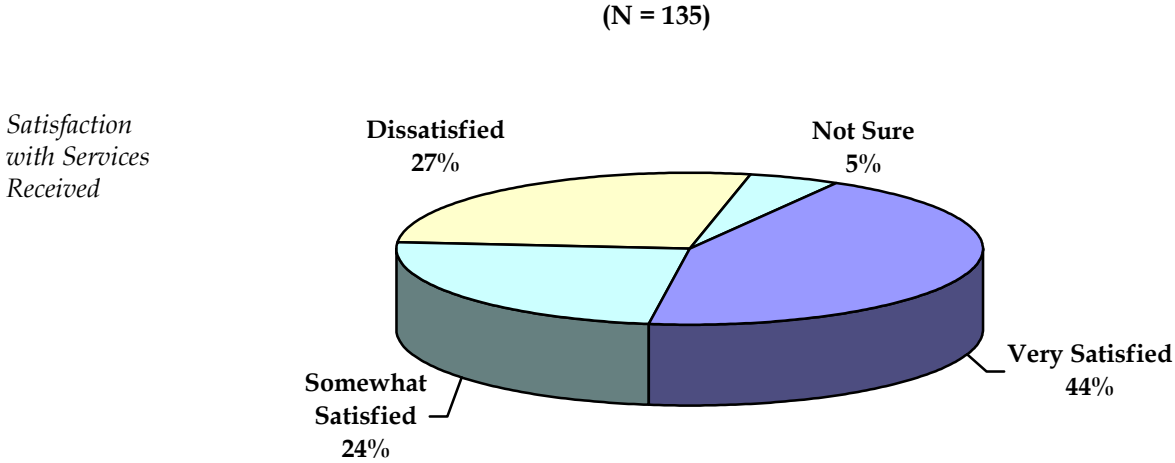
Slightly lower, but still high fractions of the respondents (70%) said that the city departments they contacted were responsive to their needs, as shown in Figure 41.

**Figure 41: Did the City Department You Dealt With Respond to Your Needs?**



More than two of three residents (68%) who had an encounter with a city department said they were satisfied with the services they received. Only 27 percent were dissatisfied, as shown in Figure 42.

**Figure 42: Were You Satisfied or Dissatisfied with the Services You Received After Contacting a City Department?**



**SOCIAL SERVICE NEEDS**

We asked residents to rate whether or not they felt there was unmet need in Santa Monica for a variety of social services. As shown in Table 6, the only service for which a sizable proportion believes there is an unmet need is for affordable housing. Perception of need for more affordable housing is especially high among those earning less than \$40,000 per year and women under age 50.

*Unmet Social Service Needs*

**Table 6: Unmet Need for Social Services in Santa Monica**

	No Need/Needs are Met	Low/Moderate Need	High Need	Not Sure
Affordable housing	10	27	42	22
Health care	16	20	22	42
Emergency food/clothing/shelter	18	22	19	40
Youth services	27	24	18	31
Employment services	10	20	16	53
Drug/alcohol services	12	23	15	49
Counseling	11	19	11	59

We then asked residents to rate each of a battery of services on a scale of priority. As shown in Table 7, residents rate nearly all of these services as similarly high priorities, with the exception of employment services.

**Table 7: Priority for Each Service Category**

	Low	Medium	High
Child care	9	26	54
Seniors	9	33	52
Disabled	7	35	49
Teens	10	31	49
Homeless	18	27	48
Employment	12	40	37

Employment services are seen as an especially high priority among Latinos (50%) compared to whites (35%), among those earning less than \$40,000 (54%) compared to more affluent residents, among renters (41%) compared to homeowners (31%), and among women (43%) compared to men (29%).

Disabled services are seen as an especially high priority among those who are disabled (61%) compared to others (48%).

Homeless services are seen as an especially high priority among those earning under \$40,000 (64%) compared to the more affluent, by renters (53%) compared to homeowners (42%), and by women (54%) compared to men (41%).

*Priority of  
Social  
Services*

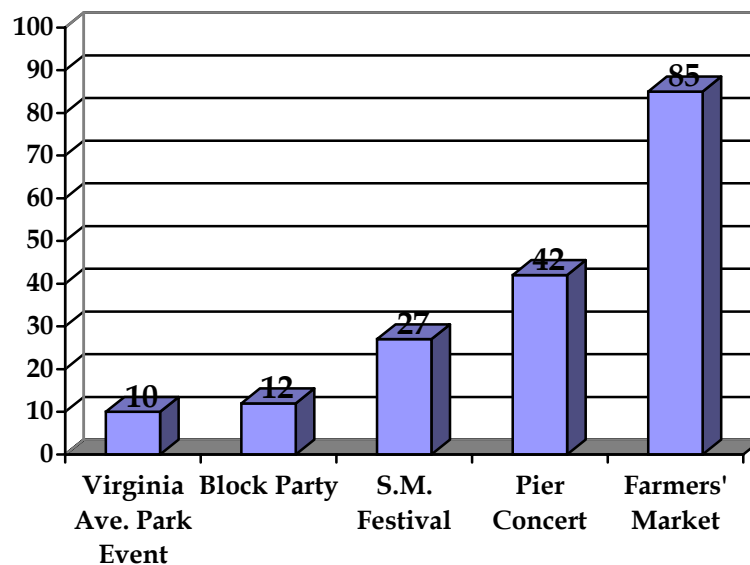
Services for seniors were seen as an especially high priority by women (59%) compared to men (45%), by residents across all areas of zip code 90405 (62%) compared to others, and by those age 45-64 (65%) compared to others.

Services for teens were seen as most important by Latinos (61%) compared to whites (49%), by parents (59%) compared to non-parents (45%), and by women (58%) compared to men (38%).

## COMMUNITY INVOLVEMENT

We asked residents if they had attended any of a series of community events in the past year. As shown in Figure 43, relatively few people have attended a neighborhood block party or an event in Virginia Park, and nearly everyone (85%) has attended a farmers' market.

**Figure 43: In Past Year, Have You Attended?**



Virginia Avenue Park event attendance is higher among women (14%) compared to men (6%), among longtime residents (16% among those living in Santa Monica more than 14 years), in the Pico (90404) neighborhood (22%), among parents (20%), among renters (13%) compared to homeowners (7%), among Latinos (2%) compared to whites (7%), and among people earning under \$40,000 per year (23%).

*Did you attend these events?*



Block parties are attended most frequently by parents (22%), and homeowners (15%) compared to renters (10%).

The Santa Monica Festival is attended most often by Latinos (37%) compared to whites (24%), residents across all areas of zip code 90405 (36%), and parents (40%).

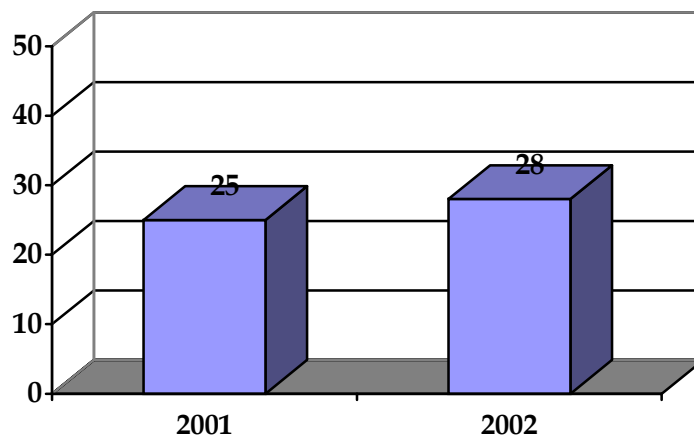
Concerts on the Pier are attended most often by renters (46%) compared to homeowners (34%), and residents under 55 (about 46%).

The various farmers' markets are attended most often by women under 50 (93%).

*Did you  
Volunteer in  
Santa  
Monica?*

As shown in Figure 44, more than one in four residents, 28 percent, say they volunteer for an organization located in Santa Monica. Those most likely to say they volunteer include those in zip code 90402 (north of Montana, 46%), parents (42%), homeowners (34%) compared to renters (23%), and those aged 35-44 (41%).

**Figure 44: Do You Volunteer for Any Organizations in Santa Monica**

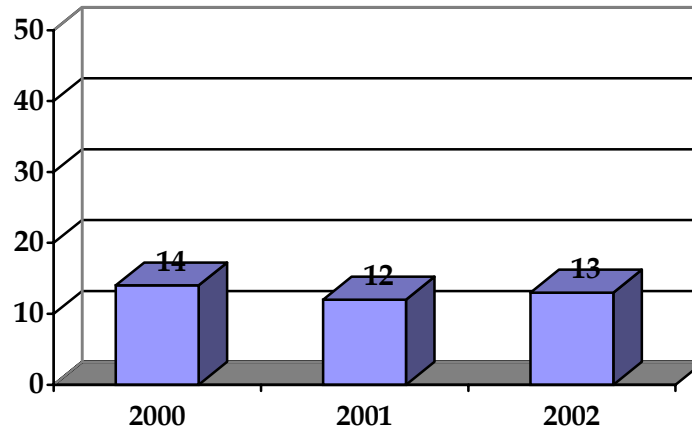


*Do You  
Belong to a  
Neighborhood  
Association?*

Thirteen percent describe themselves as “active members” of a Santa Monica neighborhood association, a figure nearly unchanged over the past three years. This includes 41 percent of those who have attended a city meeting, 22 percent of those who have contacted the city, 23 percent in the Pico neighborhood (90404), 20 percent of homeowners compared to

9 percent of renters, and 7 percent of the disabled compared to 14 percent of other residents.

**Figure 45: Are You An Active Member of a S.M. Neighborhood Association?**



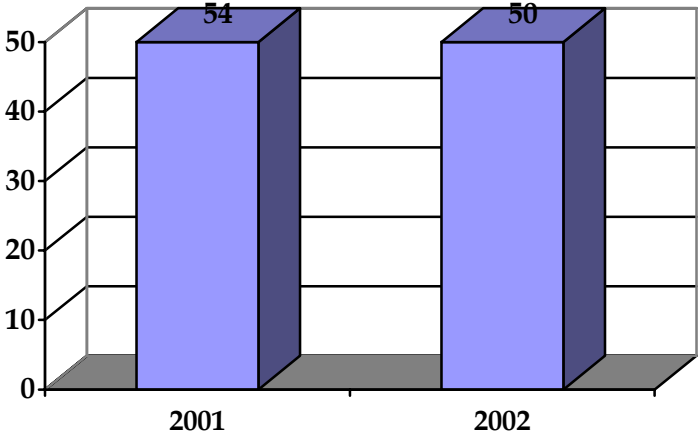
## TRANSPORTATION QUESTIONS

As shown in Figure 46, half the city's residents (50%) have used the Big Blue Bus in the past year, down from 54 percent in 2001. This includes:

*Likelihood of  
Using Big Blue  
Bus and Tide  
Shuttle*

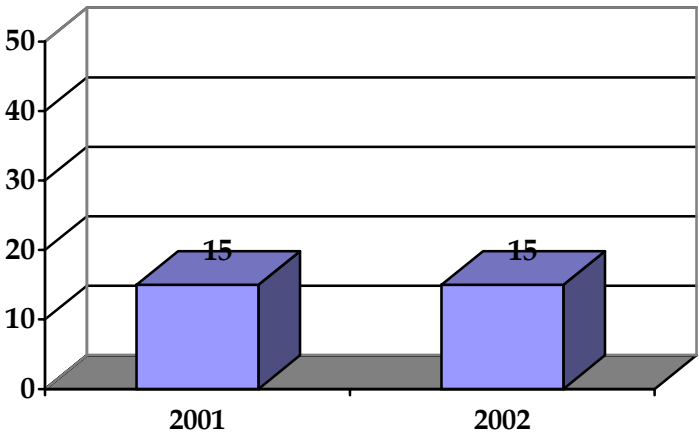
- Fifty-five percent of women, compared to just 43 percent of men.
- Three-fifths (61%) of those with three or more people in the household.
- Sixty-four percent of those with kids in the home.
- Sixty percent of those earning less than \$40,000 per year.

**Figure 46: Have You Ridden a Big Blue Bus in the Past Year?**



Ridership of the Tide Shuttle is much lower, with just 15 percent saying they have used it in the past year. (See Figure 47). This is unchanged from last year’s results.

**Figure 47: Have You Ridden the Tide Shuttle in the Past Year?**



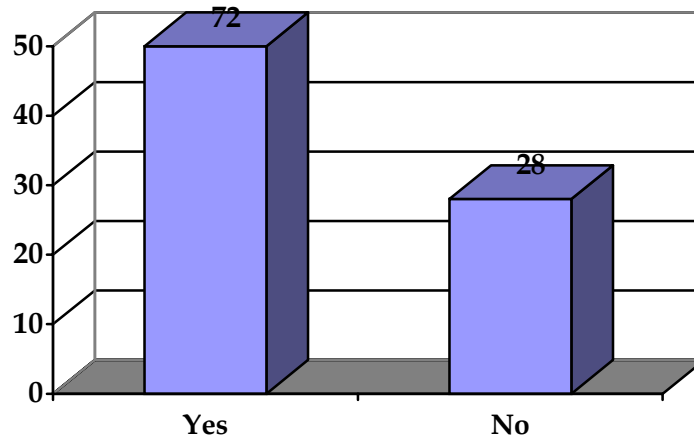
Those most likely to have used the Tide Shuttle include 22 percent of those who live in zip code 90405 (Sunset Park and Ocean Park) and 49 percent of those in that zip code who live west of Lincoln Boulevard.

*Proportion Not Using a Car*

Fully 72 percent of Santa Monica residents say that in the past month, they have intentionally not used their car for a trip, “and instead used another

form of transportation, such as a bus, a bicycle, walking, or an alternatively fueled vehicle.”

**Figure 48: Have You Used Alternative Transportation Means in Past Month?**

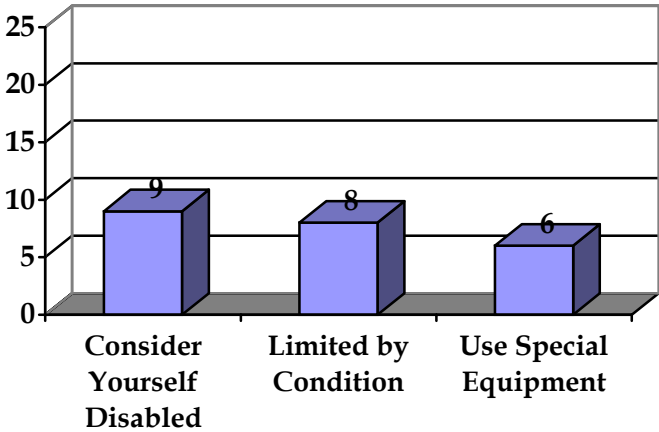


This includes 75 percent of women and 80 percent of women under 50, 77 percent of renters compared to 65 percent of homeowners, 79 percent of newcomers (less than four years) and compared to 63 percent of those living in Santa Monica more than 14 years.

### **DISABILITY QUESTIONS**

Nine percent of Santa Monica residents consider themselves “to be disabled, or to be a person with a disability.” A slightly smaller proportion, 8 percent, consider themselves to be “limited in any way by a physical or mental condition that seriously affects your daily activities.” Six percent uses special equipment, “such as a cane, wheelchair, special bed, or special telephone.” (See Figure 49).

**Figure 49: Disabled Responses**



Twenty-one percent of those over age 55 consider themselves to be disabled, as do 16 percent of those earning under \$40,000 per year.

Seventy-two percent of those who describe themselves as disabled say they are limited in any way by their condition. Thirty-nine percent of those who describe themselves as disabled say they use special equipment.

**CHILD CARE FINDINGS**

About 18 percent of Santa Monica residents have a child at home under age 13. Of those, 43 percent say that they pay for child care services outside the home, with the balance finding some other way of dealing with child care. Of those who pay for child care outside the home, 84 percent say that their child care service is located within Santa Monica, with 16 percent using services located outside of the city. However, this figure translates into just 1 percent of all Santa Monica residents who use child care services outside of the city.

**SAMPLE DEMOGRAPHICS**

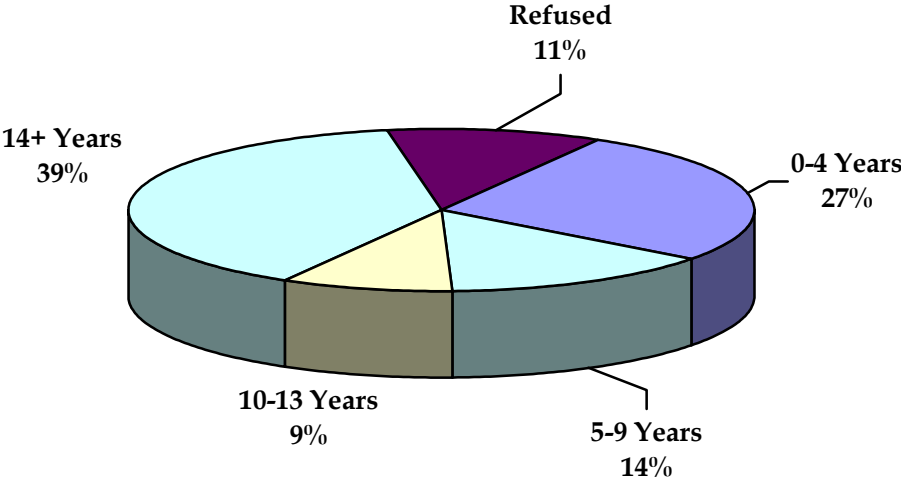
In addition to the substantive service items and policy issues it addresses, the survey includes a detailed series of demographic questions. The following section presents the results for these demographic questions in graphical form, with comments about the findings or about subgroup differences where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

Length of Residence

Among respondents, the mean length of residence in Santa Monica remains 15 years, as it was last year. The mean length of residency is ten years. The mean length of residency among homeowners is 19 years; among renters it is 12 years. Residency in zip codes 90402 (north of Montana) and 90405 (Ocean Park) is much longer than in other areas of the city.

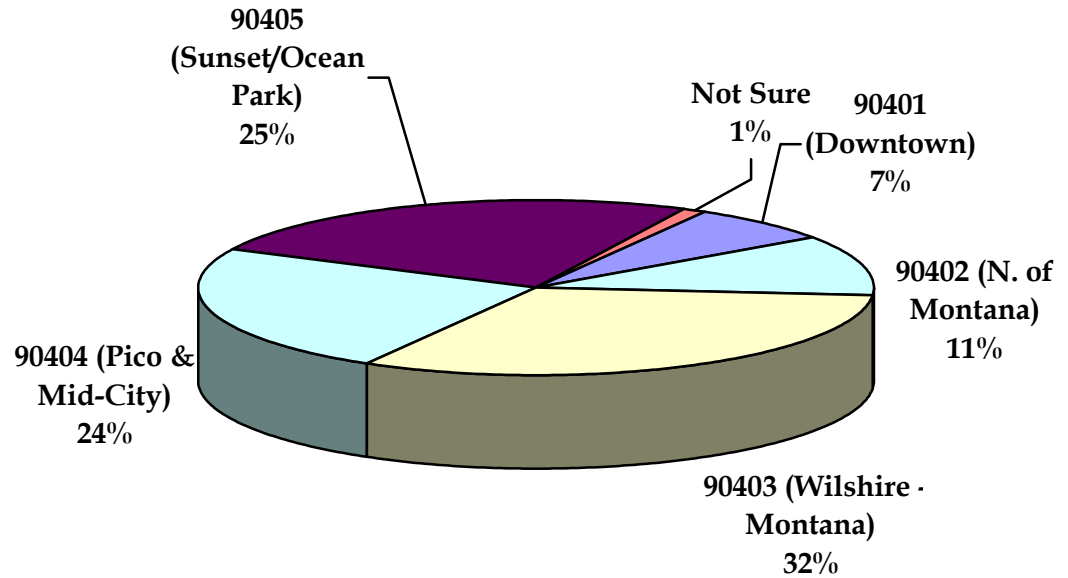
**Figure 50: Length of Residence in Santa Monica**

---



## Zip Code Distribution

**Figure 51: Zip Codes and Neighborhoods of Residence**

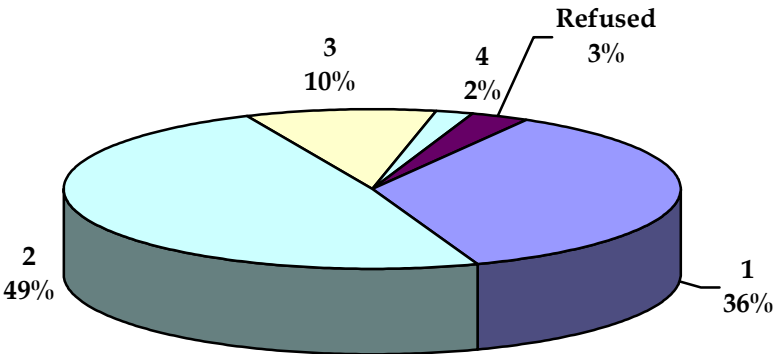


## Adults in the Household

Half of all residents over age 55 live with no other adults. Nearly half (44%) of renters say they live with no other adults, as do half the city's renters. Fifty-two percent of disabled residents say they live with no other adults.

**Figure 52: Adults In Household**

---



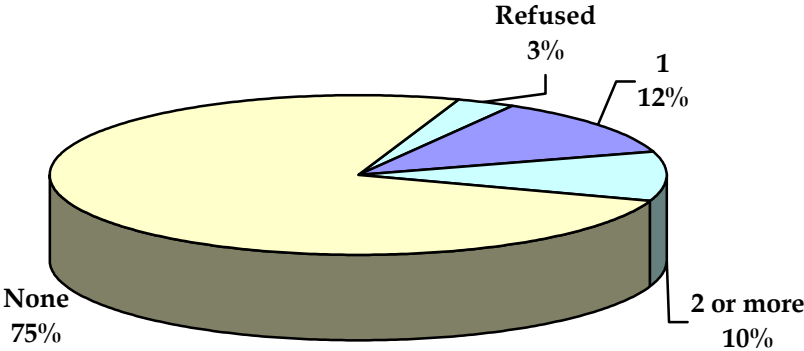
Children in the Household

As we have seen in past years, most Santa Monica residents do not have children in the home. Just 22 percent say they have children under age 18 in their household, with 2 percent who refused to say. Eighteen percent have children under age 13. Eighty percent of white residents have no children at home, compared to 59 percent of Latinos.



**Figure 53: Children In Household**

---

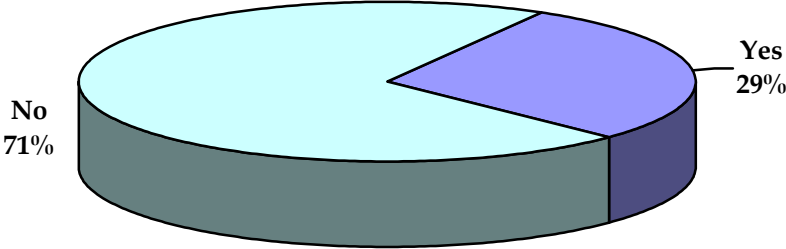


Employed in Santa Monica

Sixty-five percent of the respondents say they work full or part time, with 29 percent of residents who say they work in Santa Monica.

**Figure 54: Employed in Santa Monica?**

---

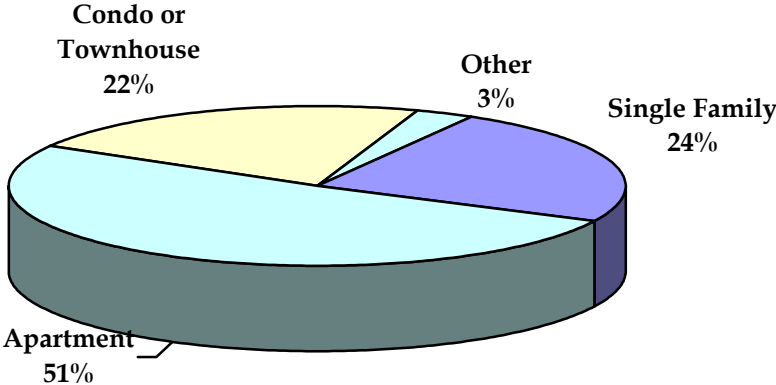


Type of Dwelling

The likelihood of living in a single family home rises with age (from 13% of those under 35 to 32% of those over 55) and income (from 16% of those earning less than \$40,000 per year, to 37% of those earning more than \$125,000 per year. Sixty-three percent of Latinos live in an apartment, compared to 51 percent of whites.

**Figure 55: Type of Dwelling**

---



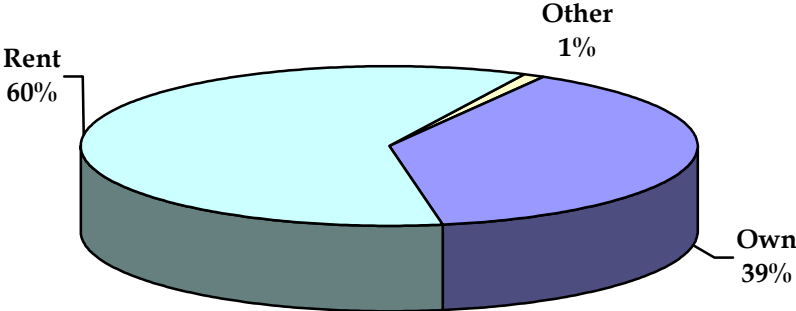
Home Ownership Status

This is one question in which the results of this study varied significantly from those found in the recent U.S. Census. In our study, 60 percent of adult respondents said they rented their residency (See Figure 56). This is similar to the results from other telephone surveys conducted by the city in recent years. However, the 2000 U.S. Census suggests that 70 percent of the city lives in rental housing. This discrepancy is probably due to the difference between collecting information from individuals (Census data) and by households (in this survey).

Forty-two percent of white residents own their own home, compared to 30 percent of Latinos.

**Figure 56: Own or Rent Residence**

---

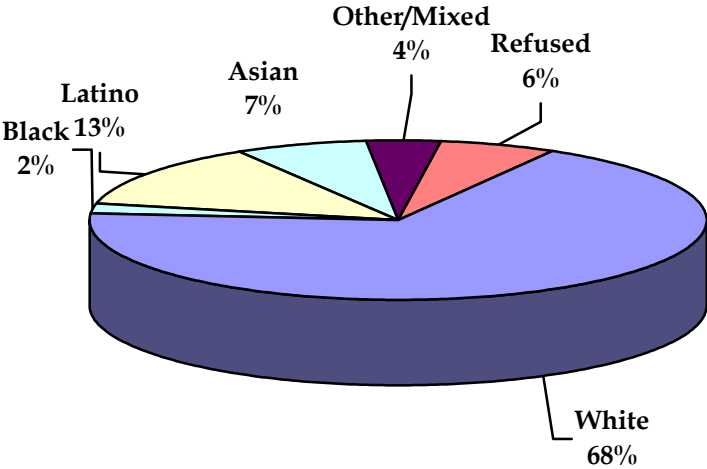


Race/Ethnicity

The 2000 U.S. Census suggests that 12 percent of the city’s adults are Latinos, compared to the 13 percent included in our sample. Census data is very similar to this survey’s findings for the proportion of Asians (7%) and African-Americans (2%) in the adult population.

**Figure 57: Race/Ethnicity**

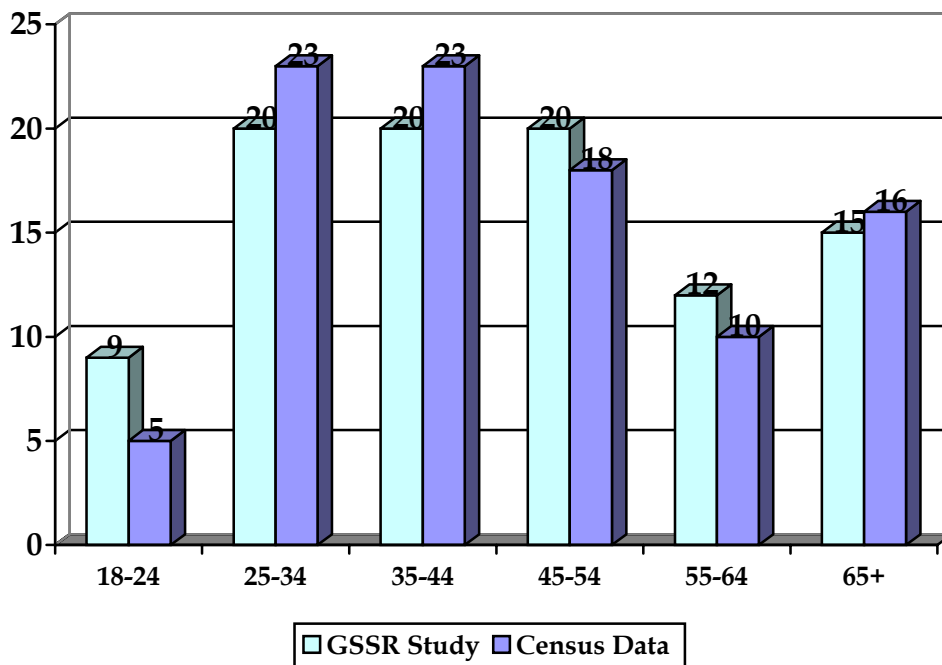
---



## Age

The study's findings for age are relatively similar to those found in the 2001 U.S. Census for adults, with the exception of the age grouping 18-24. In this study, 9 percent were found among in that age bracket, compared to 5 percent in the U.S. Census.

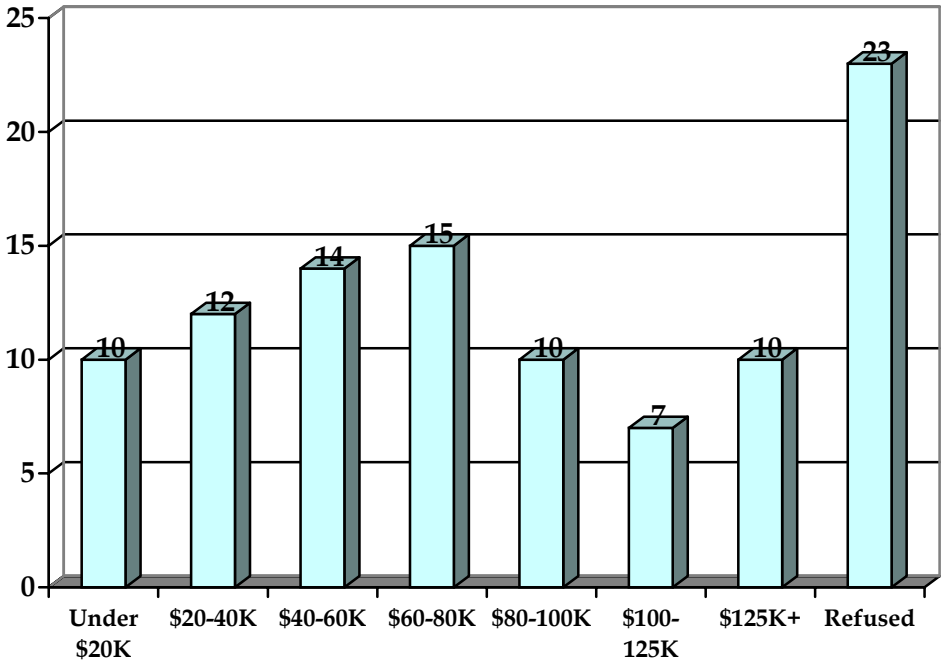
Figure 58: Age



## Income

The median income reported in our study was between \$60,000 and \$80,000, well above the approximately \$50,000 per year 1998 median household income reported by the *Santa Monica Community Profile* published by the Rand Corporation in 2000. Recent census data show that about 26 percent have incomes below \$25,000 in Santa Monica, compared to 10 percent in our survey with incomes below \$20,000. Census data also shows that about 24 percent have incomes above \$100,000, compared to 17 percent in our study. However, the large proportion of respondents who refused to reveal their incomes in our study (23%, as shown in Figure 59) makes it difficult to compare these findings to Census data.

Figure 59: Income



# **APPENDIX**

## **QUESTIONNAIRE WITH AGGREGATE RESULTS**

**N = 415**  
**Project 2231**

**GOODWIN SIMON STRATEGIC RESEARCH**  
**Santa Monica 2002 Resident Study**

**Aggregate Results**  
**September, 2002**

Date \_\_\_\_\_

GENDER

MALE ..... 46%  
FEMALE ..... 54

---

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

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

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

---

1. First, what city do you live in?

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

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

-----  
0-4 YEARS ----- 27%  
5-9 YEARS ----- 14  
10-13 YEARS ----- 9  
14+ YEARS ----- 39  
**(DON'T READ)** DK/NA ----- 10

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

Very satisfied----- 41%  
Somewhat satisfied----- 42  
Somewhat dissatisfied----- 6  
Very dissatisfied----- 5  
**(DON'T READ)** DK/NA ----- 6



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

---



---



---

**(DON'T READ)**

Get homeless out of the city-----	11%
Improve or expand services for the homeless --	11
Communicate better with residents-----	3
Have more parking-----	12
Stop growth -----	2
Improve traffic safety -----	4
Reduce traffic congestion -----	8
Improve pedestrian safety -----	3
Reduce crime/gangs/drugs -----	1
Repair streets and sidewalks-----	7
Improve parks -----	3
More courteous employees-----	1
Be more responsive -----	1
Lower taxes-----	2
Cut waste/administration -----	2
More buses/more public transportation-----	3
More recycling -----	4
Improve trash pick up -----	4
More police/firefighters-----	2
Better customer service -----	2
More jobs/improve business climate -----	1
More programs for children and elderly -----	1
More focus on education -----	1
Issues related to rent control -----	1
More focus on the environment-----	1
Plant more trees/improve tree trimming -----	1
Other -----	6
None-----	10
Not Sure/Refused -----	14

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

---



---

Crime/Drugs/Gangs	7%
Education	4
Education Funding	2
Environmental Concerns	7
Too much growth	11
Too many homeless/homeless causing problems	25
Not enough services for the homeless	8
Lack of affordable housing	8
Lack of parking	8
Not enough parks/problems with parks	2
Police aggressiveness	0
Terrorism	0
Traffic	18
Roads being torn up	2
Rent control	7
Not enough police	2
Overcrowding/population	2
Economy/cost of living	1
Creating more jobs/improving the business climate	1
Dirty streets	1
Incompetence in city govt	1
Creating the historical district	0
Tourism	0
Other	7
None	2
Not Sure/Refused	9

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

	NOT SER				VERY SER	DK/NA
<input type="checkbox"/> a. Traffic congestion	6% - 12%	24%	21%	36%	0%	
<input type="checkbox"/> b. Crime in general	11	30	38	11	5	
<input type="checkbox"/> c. Gangs and youth violence	17	25	28	10	11	
<input type="checkbox"/> d. Graffiti	24	31	24	11	7	
<input type="checkbox"/> e. Lack of affordable housing	9	8	17	20	43	
<input type="checkbox"/> f. Lack of funding for city services	17	17	26	8	9	
<input type="checkbox"/> g. Homelessness	5	5	16	23	50	
<input type="checkbox"/> h. Lack of parking	5	12	23	23	35	
<input type="checkbox"/> i. Lack of funding for local public schools	8	13	16	18	19	

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

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

Excellent ----- 13%  
 Good ----- 43  
 Fair ----- 26  
 Poor ----- 12  
**(DON'T READ) DK/NA**----- 6

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

Good condition all over ----- 34%  
 Mostly good but with few bad spots ----- 52  
 Many bad spots ----- 14  
**(DON'T READ) Don't Know/Refused** ----- 0

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

Good condition all over ----- 20%  
 Mostly good but with few bad spots ----- 47  
 Many bad spots ----- 23  
**(DON'T READ) No alleys in neighborhood** ----- 6  
**(DON'T READ) Don't Know/Refused** ----- 3

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

Good condition all over ----- 36%  
 Mostly good but with few bad spots ----- 40  
 Many bad spots ----- 21  
**(DON'T READ) No street lights in neighborhood** ----- 3  
**(DON'T READ) Don't Know/Refused** ----- 0

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

Good condition all over ----- 47%  
 Mostly good but with few bad spots ----- 47  
 Many bad spots ----- 7  
**(DON'T READ) Don't Know/Refused** ----- 0

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

Excellent ----- 35%  
 Good ----- 46  
 Fair ----- 11  
 Poor ----- 6  
**(DON'T READ) DK/NA** ----- 2

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

Excellent -----27%  
Good -----31  
Fair -----15  
Poor -----15  
(DON'T READ) DK/NA -----12

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

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

Yes -----62%  
No-----35  
(DON'T READ) DK/NA ----- 3

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

Excellent -----31%  
Good -----47  
Fair -----11  
Poor ----- 2  
(DON'T READ) DK/NA----- 9

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

Excellent -----29%  
Good -----48  
Fair ----- 9  
Poor ----- 2  
(DON'T READ) DK/NA -----12

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

Excellent -----29%  
Good -----56  
Fair -----11  
Poor ----- 2  
(DON'T READ) DK/NA ----- 3

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

Excellent -----27%  
Good -----52  
Fair -----13  
Poor ----- 4  
(DON'T READ) DK/NA ----- 4

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

Excellent -----14%  
 Good -----47  
 Fair -----22  
 Poor -----7  
 (DON'T READ) DK/NA -----11

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

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

Yes (ASK Q.21) -----67%  
 No (SKIP TO Q.22) -----33  
 (DON'T READ) DK/NA (SKIP TO Q.22) -----1

**IF YES ON Q.20 ASK Q.21**

21. Would you say that the availability of the materials you wanted at the library was excellent, good, fair, or poor? (N=277)

Excellent -----40%  
 Good -----46  
 Fair -----11  
 Poor -----3  
 (DON'T READ) DK/NA -----1

**ASK EVERYONE**

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

Excellent -----33%  
 Good -----44  
 Fair -----9  
 Poor -----2  
 (DON'T READ) DK/NA -----13

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

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

	<u>VERY SAFE</u>	<u>REASON. SAFE</u>	<u>S.W. UNSAFE</u>	<u>VERY UNSAFE</u>	<u>DK/ NA</u>
[ ] a. Walking alone in your neighborhood during the day-----	66%	28%	4%	1%	1%
[ ] b. Walking alone in your neighborhood after dark-----	21	47	17	9	6
[ ] c. Walking alone in Santa Monica's business areas during the day-----	67	29	3	1	1
[ ] d. Walking alone in Santa Monica's business areas after dark-----	21	41	20	8	10

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

Excellent -----25%  
Good -----44  
Fair -----19  
Poor -----7  
**(DON'T READ) DK/NA** -----5

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

Yes **(ASK Q.26)** -----10%  
No **(SKIP TO Q.27)** -----90  
**(DON'T READ) DK/NA (SKIP TO Q.27)** -----0

**IF YES ON Q.25, ASK Q.26**

26. Did you or a member of household report the (crime/crimes) to the police? (N=40)

Yes -----80%  
No -----20  
**(DON'T READ) DK/NA** -----0

**ASK EVERYONE**

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

Yes **(ASK Q.28)** -----24%  
No **(SKIP TO Q.33)** -----76  
**(DON'T READ) DK/NA (SKIP TO Q.33)** -----0

**IF YES ON Q.27, ASK Q.28**

28. Who responded to your emergency call? The police, or the fire department, including fire trucks or ambulances? **(MULTIPLE RESPONSE OK) (ANY MENTION OF AMBULANCE SHOULD BE RECORDED UNDER FIRE DEPARTMENT) (N=101)**

No one responded **(SKIP TO Q.33)** -----6%  
Police **(ASK Q.29 AND Q.30)** -----69  
Fire Department **(ASK Q.31 AND Q.32)** -----29  
**(DON'T READ) DK/NA (SKIP TO Q.33)** -----3

**IF POLICE (2), ON Q.28, ASK Q.29 AND Q.30, THEN SKIP TO Q.33 UNLESS FIRE OR AMBULANCE WERE MENTIONED ON Q.28**

29. Overall, how would you rate the response time to your emergency call(s) to the police? Would you say it was excellent, good, fair or poor? (N=69)

Excellent -----43%  
Good -----38  
Fair -----14  
Poor -----1  
**(DON'T READ) DK/NA** -----3

30. How would you rate the quality of services you received in response to your emergency call(s) to the police? Would you say it was excellent, good, fair, or poor? (N=69)

Excellent -----57%  
 Good -----20  
 Fair -----14  
 Poor -----9  
 (DON'T READ) DK/NA -----0

**IF FIRE (3), ON Q.28, ASK Q.31 AND Q.32**

31. Overall, how would you rate the response time to your call(s) to the fire department, including fire trucks or ambulances? Would you say it was excellent, good, fair, or poor? (N=24)

Excellent -----92%  
 Good -----8  
 Fair -----0  
 Poor -----0  
 (DON'T READ) DK/NA -----0

32. How would you rate the quality of services you received in response to your call(s) to the fire department? Would you say it was excellent, good, fair, or poor? (N=24)

Excellent -----88%  
 Good -----12  
 Fair -----0  
 Poor -----0  
 (DON'T READ) DK/NA -----0

**ASK EVERYONE**

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

Yes (ASK Q.34) -----31%  
 No (SKIP TO Q.36) -----69  
 (DON'T READ) DK/NA (SKIP TO Q.36) -----0

**IF YES ON Q.33 ASK Q.34 AND Q.35**

34. What was the nature of the contact that you had with the Santa Monica Police? (CODE RESPONSE ACCORDING TO FOLLOWING RESPONSE CATEGORIES) (ACCEPT UP TO 2 RESPONSES) (N=127)

Victim of crime -----6%  
 Was witness to crime -----5  
 Needed other assistance -----10  
 Suspected of breaking a law/arrested/stopped for crime --3  
 Stopped for traffic violation -----11  
 Just wanted to talk/had conversation -----7  
 Called about non-emergency situation -----29  
 Called about accident -----12  
 Other -----19  
 DK/Refused -----2

35. Would you say that the way the police handled the contact was excellent, good, fair, or poor? (N=127)

Excellent -----52%  
 Good -----20  
 Fair -----11  
 Poor -----17  
**(DON'T READ)** DK/NA ----- 1

**ASK EVERYONE**

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

Excellent -----32%  
 Good -----47  
 Fair ----- 9  
 Poor ----- 4  
**(DON'T READ)** DK/NA ----- 8

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

---



---



---

**(DON'T READ)**  
 More police officers/more police presence -----17%  
 Better interaction skills and attitude ----- 8  
 Deal with the homeless----- 8  
 Should be more responsive ----- 5  
 Should do more to control traffic----- 1  
 Should enforce law equally/more fairly----- 3  
 Should have different/better priorities----- 2  
 Enforce parking laws ----- 0  
 Stop cracking down on drivers ----- 1  
 Should have neighborhood patrols----- 3  
 Deal with crime/gangs----- 1  
 Other ----- 6  
 None -----20  
 Not Sure/Refused-----24

**ASK EVERYONE**

38. On a different topic, would you say that the city of Santa Monica is doing an excellent, good, fair, or poor job when it comes to enforcement of city building codes and standards?

Excellent -----15%  
 Good -----35  
 Fair -----11  
 Poor ----- 7  
**(DON'T READ)** DK/NA -----32



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

Yes (ASK Q.40)-----33%  
 No (SKIP TO Q.46)-----66  
 (DON'T READ) DK/NA (SKIP TO Q.46)----- 1

**IF YES ON Q.39 ASK Q.40 OTHERWISE, SKIP TO Q.46**

40. Was that contact in person, over the phone, via email, or in some other way? (ACCEPT UP TO 3) (N=135)

In person -----51%  
 Phone -----57  
 Email -----14  
 Mail ----- 1  
 Other:----- 1  
 (DON'T READ) DK/NA ----- 1

41. What was the specific nature of that interaction or interactions? RECORD VERBATIM RESPONSES BELOW, THEN SUPERVISORS CODE) (TAKE FIRST TWO MENTIONS ONLY) (N=135)

---



---



---

Getting building permit (ASK Q.44) -----13%  
 Getting business license ----- 5  
 Encounter with police -----4  
 Encounter with firefighters ----- 0  
 Friend/family works for government----- 1  
 Complaint about parking, traffic, or neighborhood -----10  
 Visiting recycling/hazardous waste center ----- 1  
 Code enforcement complaint ----- 3  
 General complaints-----22  
 Requested information -----16  
 Visiting a park----- 2  
 Visiting a library ----- 0  
 Get a parking permit -----12  
 Other:----- 15  
 (DON'T READ) DK/NA ----- 1

**IF BUILDING PERMIT MENTIONED IN Q.41 ASK Q.42, OTHERWISE SKIP TO Q.43:**

42. How would you rate the job the city did in handling your request for a building permit? Did it do an excellent, good, fair, or poor job? (N=18)

Excellent -----11-%  
 Good -----22  
 Fair -----17  
 Poor -----39  
 (DON'T READ) Depends on request ----- 0  
 (DON'T READ) DK/NA ----- 11

43. Based on your personal experience, would you say that the people you dealt with when contacting Santa Monica city departments were very courteous, somewhat courteous, somewhat discourteous, or very discourteous? (N=135)

	<u>VERY</u> <u>COUR.</u>	<u>S.W.</u> <u>COUR</u>	<u>S.W.</u> <u>DISCOUR</u>	<u>VERY</u> <u>DISCOUR</u>	<u>DK/</u> <u>NA</u>
Courteous/Discourteous-----	57%	21%	7%	5%	10%

44. And would you say that the people you dealt with when contacting Santa Monica city departments were very responsive to your needs, somewhat responsive, somewhat unresponsive, or very unresponsive? (N=135)

	<u>VERY</u> <u>RESP.</u>	<u>S.W.</u> <u>RESP</u>	<u>S.W.</u> <u>UNRESP</u>	<u>VERY</u> <u>UNRESP</u>	<u>DK/</u> <u>NA</u>
Responsive -----	46%	24%	12%	13%	4%

45. In general, have you been satisfied, or dissatisfied, with the services you received after contacting a Santa Monica city government department? (IF SATISFIED/DISSATISFIED ASK): "Is that VERY or SOMEWHAT (satisfied/dissatisfied)?" (N=135)

	<u>VERY</u> <u>SAT</u>	<u>S.W.</u> <u>SAT</u>	<u>S.W.</u> <u>DISSAT</u>	<u>VERY</u> <u>DISSAT</u>	<u>DK/</u> <u>NA</u>
Government -----	44%	24%	11%	16%	6%

**ASK EVERYONE**

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

Yes-----	68%
No -----	22
<b>(DON'T READ)</b> DK/NA-----	10

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

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

Very satisfied -----	35%
Somewhat satisfied -----	42
Somewhat dissatisfied -----	8
Very dissatisfied -----	9
<b>(DON'T READ)</b> DK/NA -----	6

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

<b>(DON'T READ)</b>	
Seascape newsletter-----	28%
Special postcard mailings-----	10
Street banners-----	0
The City's web site -----	17
City Council Meetings (in person) -----	2
City TV (cable channel 16) -----	17
Los Angeles Times newspaper-----	14
Argonaut -----	2
Santa Monica Sun -----	7
Santa Monica Mirror-----	12
Lookout or Surf Santa Monica (online newspaper) -----	5

City Hall on Call (24 hour telephone system)----- 1  
 Santa Monica Bayweek ----- 2  
 Friends/family/neighbors----- 6  
 Santa Monica Daily Press ----- 9  
 Radio----- 3  
 None ----- 5  
 Other: ----- 6  
 (DON'T READ) DK/NA----- 2

49. Do you use the city's Web Information Network, also known as WIN?

Yes -----20%  
 No-----79  
 (DON'T READ) DK/NA----- 1

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

Yes (ASK Q.51)-----16%  
 No (SKIP TO Q.52)-----83  
 (DON'T READ) DK/NA (SKIP TO Q.52)----- 1

**IF YES ON Q.50 ASK Q.51, OTHERWISE, SKIP TO Q.52**

51. How did you learn about the meeting? From a notice in the mail, from a notice you saw on-line, from a flyer posted somewhere, from a notice in a newspaper, from a friend or relative, or was it something regularly scheduled that you knew about? (N=68)

Mail -----28%  
 On-line----- 10  
 Flyer----- 7  
 Notice in newspaper -----16  
 Friend/relative-----29  
 Regularly scheduled ----- 4  
 (DON'T READ) OTHER----- 4  
 (DON'T READ) DK/NA----- 0

**ASK EVERYONE**

52. Changing topics for one moment, there are a number of social services available to residents of Santa Monica. I'm interested in whether you perceive if there are needs that are NOT being met. For each of the following services that I read, please tell me whether you feel that the unmet need in this area is low, moderate, or high, or if all of the needs are being met.

	<u>LOW.</u> <u>NEED</u>	<u>MOD</u> <u>NEED</u>	<u>HIGH</u> <u>NEED</u>	<u>NEEDS</u> <u>ARE MET</u>	<u>DK</u> <u>NA</u>
[ ] a. Individual and family counseling -----	6%	13%	11%	11%	59%
[ ] b. Emergency food, clothing, and shelter -----	8	14	19	18	40
[ ] c. Employment services and job training -----	6	14	16	10	53
[ ] d. Recreation and services for youth -----	8	16	18	27	31
[ ] e. Health care-----	6	14	22	16	42
[ ] f. Drug and alcohol abuse treatment and prevention-----	8	15	15	12	49
[ ] g. Affordable housing-----	12	15	42	10	22

53. Santa Monica has limited funds for social services, which means that sometimes the city has to make choices about what services are funded. As I read you the following list of social service areas, please

tell me after each one whether you feel that service should be a low, medium, or high priority for city funding. **(ROTATE)**

	<u>LOW</u>	<u>MED</u>	<u>HIGH</u>	<u>DK/NA</u>
[ ] a. Child care services-----	9%	26%	54%	11%
[ ] b. Employment services-----	12	40	37	12
[ ] c. Services for the disabled-----	7	35	49	9
[ ] d. Services for the homeless-----	18	27	48	7
[ ] e. Services for seniors-----	9	33	52	7
[ ] f. Services for teens-----	10	31	49	10

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

Yes-----28%  
 No-----72  
**(DON'T READ)** DK/NA----- 0

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

Yes-----13%  
 No-----85  
**(DON'T READ)** DK/NA----- 2

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

Yes-----72%  
 No-----28  
**(DON'T READ)** DK/NA----- 0

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

Yes-----50%  
 No-----50  
**(DON'T READ)** DK/NA----- 0

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

Yes-----15%  
 No-----84  
**(DON'T READ)** DK/NA----- 1

59. Please tell me if you have attended any of the following community events in the past year: **(ROTATE)**

	<u>YES</u>	<u>NO</u>	<u>REF</u>
[ ] a. The Santa Monica Festival-----	27%	71%	2%
[ ] b. A summer concert at the Santa Monica Pier-----	42	58	0
[ ] c. An event at Virginia Avenue Park-----	10	89	1
[ ] d. A neighborhood block party-----	12	88	0
[ ] e. One of the weekly Farmers' Markets in Santa Monica-----	85	15	0

**NOW FOR A FEW BACKGROUND QUESTIONS.**

60. What is your zip code?

90401 **(SKIP TO Q.64)**----- 7%  
 90402 **(SKIP TO Q.64)**----- 11

90403 (ASK Q.61)	32
90404 (SKIP TO Q.62)	24
90405 (SKIP TO Q.63)	25
Other (SKIP TO Q.64)	1
Not Sure (SKIP TO Q.64)	0

**ASK Q.61 IF ZIP 90403**

61. Do you live east or west of 21<sup>st</sup> Street? (N=131)

East (Northeast)	18%
West (Wilshire/Montana)	79
(DON'T READ) DK/NA	3

**ASK Q.62 IF ZIP 90404**

62. Do you live north or south of Colorado Avenue? (N=163)

North (Mid-City)	65%
South (Pico)	29
(DON'T READ) DK/NA	6

**ASK Q.65 IF ZIP 90405**

63. Do you live east or west of Lincoln Boulevard? (N=101)

East (Sunset Park)	58%
West (Ocean Park)	39
(DON'T READ) DK/NA	3

**ASK EVERYONE**

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

One	36%
Two	49
Three	10
Four	2
Five or more	0
(DON'T READ) DK/NA	2

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

Single family	24%
Apartment	51
Condo	13
Townhouse	9
OTHER	2
(DON'T READ) DK/NA	0

66. Do you own or rent your residence?

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

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

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

68. Are you limited in any way by a physical or mental condition that seriously affects your daily activities?

Yes----- 8%  
 No-----91  
 (DON'T READ) DK/NA----- 1

69. Do you need to use any special equipment, such as a cane, wheelchair, special bed, or special telephone?

Yes----- 6%  
 No-----94  
 (DON'T READ) DK/NA----- 0

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

Employed full time -----55%  
 Employed part time -----10  
 Retired -----14  
 Unemployed ----- 7  
 Homemaker ----- 5  
 Student ----- 6  
 (DON'T READ) OTHER ----- 1  
 (DON'T READ) DK/NA ----- 0

**IF EMPLOYED PART OR FULL TIME IN Q.70 ASK:**

71. Do you work at a job, either full time or part time, that is located in Santa Monica? (N=271)

Yes-----44%  
 No-----55  
 (DON'T READ) DK/NA----- 1

**ASK EVERYONE**

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

None (SKIP TO Q. 77)-----75%  
 One -----12  
 Two ----- 7  
 Three----- 2  
 Four----- 0  
 Five or more ----- 1  
 (DON'T READ) DK/NA (SKIP TO Q. 77) - 2

**IF ONE OR MORE ON Q.72 ASK:**

73. Are any of those children living in your home under age 13? (N=100)

Yes-----75%  
 No-----20  
 (DON'T READ) DK/NA----- 5

**IF YES ON Q.73 ASK:**

74. Do you pay for child care services for (that child/those children) outside the home? (N=75)

Yes-----43%  
 No-----57  
 (DON'T READ) DK/NA----- 0

**IF YES ON Q.74 ASK:**

75. Is that child care service located in Santa Monica, or outside of Santa Monica? (N=32)

Inside-----84%  
 Outside-----16  
 (DON'T READ) Both-----0  
 (DON'T READ) DK/NA-----0

**IF OUTSIDE ON Q.75 ASK: (N=5)**

76. What is the main reason that you chose a child care service that is located outside of Santa Monica?  
**(RECORD ONE RESPONSE ONLY – RECORD VERBATIM RESPONSES BELOW, THEN SUPERVISORS CODE)**

---



---

Location outside of Santa Monica is more convenient for you ----40%  
 Service outside of Santa Monica is more affordable-----20  
 Could not find suitable child care services in Santa Monica ----- 0  
 Facility you prefer is outside Santa Monica ----- 0  
 Other -----40  
 None-----0  
 Not Sure/Refused-----0

**ASK EVERYONE**

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

White **(ASK Q.78)**-----68%  
 Black/African-American **(ASK Q.78)** ----- 2  
 Asian **(ASK Q.78)**-----7  
 Hispanic/Latino **(SKIP TO Q.79)** -----10  
 Native American **(ASK Q.78)** ----- 0  
 Mixed Race **(ASK Q.78)**----- 1  
 Other **(ASK Q.78)**----- 3  
 (DON'T READ) REFUSED/DK **(SKIP TO Q.79)**-- 8

**IF PUNCH 1,2,3,5,6,7 ON Q.77 ASK:**

78. Do you also consider yourself to be Hispanic or Latino? (N=339)

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

**ASK EVERYONE**

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

AGE: \_\_\_\_\_

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

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

- 18-24 ----- 9%
- 25-34 ----- 20
- 35-44 ----- 20
- 45-54 ----- 20
- 55-64 ----- 12
- 65-74 ----- 7
- 75 or older----- 8
- (DON'T READ) REFUSED ----- 4**

80. Finally, I don't need to know the exact amount, but please stop me when I read the **category** that includes the total income for your household before taxes in 2001.

- \$20,000 and under----- 10%
- \$20,001 - \$40,000----- 12
- \$40,001 - \$60,000----- 14
- \$60,001 - \$80,000----- 15
- \$80,001-\$100,000----- 10
- \$100,001-\$125,000----- 7
- \$125,000 or more ----- 10
- (DON'T READ) REFUSED ----- 23**



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

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

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

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

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

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

English Language----- 98%  
Spanish Language----- 2

Date \_\_\_\_\_

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



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

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

Address (if listed) \_\_\_\_\_

Cluster: \_\_\_\_\_