



CITY OF PALOS VERDES ESTATES COMMUNITY ISSUES SURVEY
320-706-WT
N=331
MARGIN OF SAMPLING ERROR ±5.4% (95% CONFIDENCE INTERVAL)
CLIENT EXECUTION DRAFT
CONSULTANT WORKING DRAFT. NOT FOR PUBLICATION. CA GOVT CODE 6254.

Hello, I'm _____ from _____, a public opinion research company. I am definitely NOT trying to sell you anything. We are conducting an opinion survey about issues that interest people living in the City of Palos Verdes Estates, and we are only interested in your opinions. May I speak to _____? **(MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE.) (IF NOT AVAILABLE, ASK WHEN IT WOULD BE CONVENIENT TO CALL AGAIN.)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others? **(IF NOT ON A CELL PHONE, ASK: Do you own a cell phone?)**

- Yes, cell and can talk safely----- 69%
- Yes, cell but cannot talk safely ----- **TERMINATE**
- No, not on cell, but own one----- 29%
- No, not on cell and do not own one-----2%
- (DON'T READ) DK/NA/REFUSED --- TERMINATE**

FIRST I WOULD LIKE TO ASK YOU SOME GENERAL QUESTIONS ABOUT LIVING IN PALOS VERDES ESTATES.

1. How would you rate the overall quality of life in Palos Verdes Estates? Would you say it is excellent, good, fair, poor, or very poor?

- EXCELLENT/GOOD----- 96%**
- Excellent ----- 69%
- Good ----- 27%

- Fair-----3%

- TOTAL POOR-----0%**
- Poor -----0%
- Very Poor -----0%

- (DON'T KNOW/NA)-----1%**

2. In the last few years, do you think things in Palos Verdes Estates have gotten better, gotten worse, or stayed about the same? (IF BETTER/WORSE, ASK:) “Is that much BETTER/WORSE or somewhat BETTER/WORSE?”)

TOTAL BETTER ----- 14%
 Much better -----3%
 Somewhat better ----- 10%

Stayed about the same ----- 60%

TOTAL WORSE ----- 21%
 Somewhat worse ----- 19%
 Much worse -----3%

(DON'T KNOW/NA) -----5%

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3. In a few of your own words, please describe to me why you choose to live in the City of Palos Verdes Estates. **(OPEN END; RECORD VERBATIM RESPONSE; PROBE FOR SPECIFICS)**

Schools-----	36%
Beautiful/scenery/views-----	32%
Safe-----	22%
Peaceful/quiet-----	20%
Near the beach/ocean-----	11%
Small town atmosphere/rural-----	10%
People/friendly/community/neighbors-----	9%
Location-----	9%
Climate/weather-----	8%
Grew up here/family lives here-----	8%
Good city services (fire, police, government, etc)-----	6%
Open/Green spaces/parks/hiking trails-----	6%
Family oriented-----	5%
Size of property/property values-----	5%
Clean/nice-----	5%
Landscaping/homes/neighborhoods-----	5%
Quality of life-----	4%
For work-----	4%
Less traffic/lack of street lights-----	3%
Not crowded/low population-----	1%
 General positive-----	 3%
Negative mentions-----	4%
Other-----	5%
DK/NA/Refused-----	1%

4. Next, I would like you to picture in your mind the neighborhood in Palos Verdes Estates where you live. Would you say that the overall physical condition of your neighborhood – that is, the physical condition of the homes, front and back yards and streets – is generally **(READ RESPONSES)**

EXCELLENT/GOOD-----	90%
Excellent-----	36%
Good-----	53%
 Just average-----	 7%
TOTAL POOR-----	3%
Poor, or-----	2%
Extremely poor-----	1%
 (DON'T KNOW)-----	 0%
(NO ANSWER)-----	0%

5. Next, what do you think is the most serious issue facing the residents of Palos Verdes Estates that you would like to see City government do something about? (OPEN-END; RECORD VERBATIM RESPONSE; PROBE FOR SPECIFICS; ACCEPT UP TO TWO RESPONSES)

Traffic/lights/safety/speed -----	16%
Crime/burglaries/safety/police-----	15%
Bicycle safety/issues -----	14%
Tree trimming/removal/height-----	8%
Local government/transparency/abuse -----	6%
Yard/property maintenance-----	5%
Building/planning -----	5%
Large houses/mansions-----	5%
Lunada Bay-----	5%
Street maintenance/repair/cleanliness-----	5%
Lack of water/water use -----	4%
Parkland preservation/trails -----	4%
Peacocks/coyotes -----	4%
Cell phone coverage/wireless -----	3%
Art Jury -----	3%
Community/small town feel-----	3%
Vacant/poor housing conditions -----	2%
Protect the views -----	2%
Parking-----	2%
Cell phone towers/poles-----	2%
Racial profiling/harassment -----	2%
Noise -----	2%
Taxes -----	1%
Coastline safety/preservation-----	1%
More business/shopping/entertainment/restaurants -----	1%
Demographics/lack of diversity-----	1%
Pedestrian safety -----	0%
No/none/nothing -----	6%
Other -----	10%
DK/NA/Reused-----	4%

6. I am now going to mention some organizations that are active in the City of Palos Verdes Estates. After each one you hear, please tell me how you would rate the job performance being done by that organization. Is it excellent, good, fair or poor?

	<u>EXCEL</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	(DON'T READ) DK/NA	<u>EXCEL/ GOOD</u>	<u>FAIR/ POOR</u>
(ALWAYS ASK ITEM a FIRST)							
a. Palos Verdes Estates City government in general -----	12%	43%	27%	6%	11%	55%	33%
(RANDOMIZE b THRU g)							
b. Palos Verdes Estates City Council -----	10%	33%	30%	9%	18%	43%	39%
c. The Palos Verdes Estates Police Department-----	43%	37%	11%	7%	2%	80%	19%
d. Your neighborhood homeowners' association-----	14%	33%	19%	10%	23%	48%	29%
e. Disaster District Preparedness, also known as D-D-P-----	13%	33%	11%	1%	42%	46%	12%
f. Neighborhood Watch-----	21%	43%	12%	5%	18%	65%	17%
g. The Palos Verdes Estates Public Works Department, which is responsible for maintaining city streets-----	27%	46%	17%	5%	5%	74%	21%

7. Generally speaking, are you satisfied or dissatisfied with the job the City of Palos Verdes Estates is doing to provide city services? **(IF SATISFIED/DISSATISFIED, ASK:)** "Is that very **(SATISFIED/DISSATISFIED)** or somewhat **(SATISFIED/DISSATISFIED)**?"

TOTAL SATISFIED ----- 82%
 Very satisfied----- 37%
 Somewhat satisfied ----- 44%

TOTAL DISSATISFIED ----- 14%
 Somewhat dissatisfied----- 11%
 Very dissatisfied -----3%

(DON'T READ) Don't know/NA-----5%

8. In thinking about the services provided by City of Palos Verdes Estates, do you think the city provides too much, too little or about the right amount of services to residents?

Too much -----**(ASK Q9)**--2%
 Too little ----- 14%
 About the right amount ----- 72%
(DON'T READ) Don't know/NA----- 12%

(ASK Q9 ONLY IF CODE 1 "TOO MUCH" IN Q8)

9. In particular, what services do you think the City should not provide? (OPEN END; RECORD VERBATIM RESPONSE; PROBE FOR SPECIFICS)

Fewer school administrators -----	18%
Tree service -----	13%
City Attorney -----	13%
City Council-----	13%
Landscape cost-----	13%
Help with flood control -----	13%
Services to non-residence-----	13%
Architectural review -----	11%
Volunteer police services -----	11%
Planning commission-----	11%
Too much red tape -----	8%
DK/NA/Refused-----	13%

(RESUME ASKING ALL RESPONDENTS)

10. Now I am going to mention a list of issues people in the City of Palos Verdes Estates may be concerned about. After you hear each issue, please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not a problem at all for people who live in the City of Palos Verdes Estates. **(RANDOMIZE)**

	<u>EXT</u> <u>SER</u> <u>PROB</u>	<u>VERY</u> <u>SER</u> <u>PROB</u>	<u>SMWT</u> <u>SER</u> <u>PROB</u>	<u>NOT</u> <u>A</u> <u>PROB</u>	<u>(DON'T</u> <u>READ)</u> <u>DK/NA</u>	<u>EXT/</u> <u>VERY</u> <u>SER</u>
[]a. The condition of local streets and roads-----	3%	5%	20%	70%	3%	7%
[]b. Crime-----	10%	14%	38%	33%	5%	24%
[]c. Pollution that flows through storm drains and empties into local coastal waters and onto local beaches -----	10%	16%	34%	23%	17%	26%
[]d. The loss of a small town feel in Palos Verdes Estates-----	12%	11%	26%	48%	2%	24%
[]e. The amount of traffic on City of Palos Verdes Estates streets and roads-----	10%	13%	35%	42%	1%	23%
[]f. The lack of open green spaces for community use-----	4%	7%	20%	65%	4%	12%
[]g. Drivers, pedestrians and cyclists sharing local roads -----	25%	19%	29%	26%	1%	44%
[]h. The building of cell phone facility in your neighborhood -----	10%	7%	18%	54%	12%	16%

(ASK SPLIT SAMPLE A ONLY)

[]i. Palos Verdes Beach Club not being fully used despite high demand for membership -----	9%	12%	20%	40%	20%	21%
[]j. The condition of commercial areas -----	3%	3%	21%	68%	5%	6%
[]k. A lack of dedicated bicycle lanes on local streets and roads-----	12%	12%	22%	49%	4%	24%
[]l. A lack of reliable, high-speed Internet service-----	20%	23%	25%	29%	3%	43%
[]m. Not enough community gathering spaces -----	3%	3%	17%	72%	5%	6%
[]n. Traffic congestion around local schools-----	7%	16%	43%	25%	9%	23%

(ASK SPLIT SAMPLE B ONLY)

[]o. The length of time it takes to become a member of the Palos Verdes Beach Club -----	14%	12%	17%	38%	19%	26%
[]p. Waste and inefficiency in city government -----	8%	8%	26%	26%	31%	17%
[]q. Residents access to and ability to communicate with City officials-----	6%	4%	21%	50%	19%	10%
[]r. The lack of reliable, high-quality cell phone service-----	21%	23%	29%	27%	1%	44%
[]s. The number of restaurants and shops in the City -----	8%	11%	24%	57%	1%	18%
[]t. Traffic congestion around Malaga Cove -----	15%	19%	39%	26%	2%	33%

(RESUME ASKING ALL RESPONDENTS)

NOW I WOULD LIKE TO ASK YOU SOME MORE QUESTIONS ABOUT THE SERVICES PROVIDED BY PALOS VERDES ESTATES'S CITY GOVERNMENT.

11. I would like to read you a list of specific services provided by Palos Verdes Estates City government to residents of the City. For each one that I mention, please tell me how important you think that service is. We will use a scale of one to ten, where one means **NOT AT ALL IMPORTANT** and ten means **VERY IMPORTANT**. If you have no opinion or don't know about a service I mention to you, you can tell me that too. Here is the first one... **(RANDOMIZE)**

	<u>NOT AT ALL</u> <u>IMPORTANT</u>									<u>VERY</u> <u>IMPORTANT</u>			<u>DK</u> <u>11</u>	<u>MEAN</u>
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>				
[]a. Paving, repairing and maintaining city streets and roads-----	2%	0%	1%	1%	1%	6%	12%	20%	10%	47%	1%		8.6	
[]b. Protecting and preserving open space and natural areas ---	2%	0%	1%	1%	2%	4%	10%	15%	9%	54%	2%		8.7	
[]c. Protecting views and sightlines-----	2%	1%	2%	0%	3%	8%	11%	14%	8%	49%	2%		8.4	
[]d. Police protection services-----	1%	0%	1%	0%	2%	4%	4%	8%	5%	72%	3%		9.2	
[]e. Conducting oversight of the Palos Verdes Beach Club -----	19%	5%	7%	4%	11%	14%	7%	7%	3%	11%	14%		5.1	
[]f. Maintaining storm drains -----	1%	1%	1%	0%	2%	5%	13%	19%	9%	47%	3%		8.6	
[]g. Conducting oversight of the Palos Verdes Golf Club -----	16%	3%	8%	7%	12%	11%	10%	7%	3%	8%	15%		5.0	
[]h. Conducting oversight of the Palos Verdes Tennis Club -----	19%	6%	7%	6%	14%	10%	4%	6%	2%	7%	19%		4.5	
[]i. Conducting oversight of the Palos Verdes Stables-----	17%	6%	8%	4%	14%	10%	5%	5%	2%	8%	22%		4.7	
[]j. Tree maintenance services, including trimming and replacing aging trees-----	1%	0%	1%	2%	5%	7%	12%	15%	9%	47%	2%		8.4	
[]k. Maintaining city laws to protect neighborhood character and integrity-----	2%	1%	2%	1%	5%	5%	9%	18%	9%	47%	2%		8.4	
[]l. Enforcing traffic laws to protect the safety of drivers, bikers, and pedestrians -----	4%	0%	0%	1%	4%	5%	13%	13%	7%	50%	3%		8.4	
[]m. Protecting beaches and the ocean from pollution-----	3%	0%	1%	1%	3%	7%	10%	11%	8%	53%	2%		8.5	
[]n. Communicating with residents through newsletters, the Internet, and other means -----	5%	0%	1%	1%	8%	12%	8%	16%	6%	40%	2%		7.9	
[]o. Enforcing laws to prevent nuisances such as construction, noise, and illegal parking-----	4%	1%	2%	2%	9%	8%	8%	17%	6%	41%	2%		7.9	

	NOT AT ALL IMPORTANT							VERY IMPORTANT			DK	MEAN
	1	2	3	4	5	6	7	8	9	10		
[]p. Maintaining local parkland, hiking trails and bluff tops-----	1%	0%	1%	2%	6%	7%	10%	16%	9%	46%	2%	8.4
[]q. The process for evaluating and permitting remodeling of homes and building new homes -----	4%	1%	2%	3%	7%	8%	13%	15%	6%	35%	6%	7.7

12. Next, I am going to mention each service again. This time I would like you to tell me how satisfied you are personally with the job that Palos Verdes Estates’s City government is doing in providing that service for the City’s residents. Again, we will use a scale of one to ten, where one means you are **NOT AT ALL SATISFIED** with the service and ten means you are **VERY SATISFIED** with the service. If you have no opinion or don't know about a service or feature I mention, you can tell me that too. Here is the first one... (RANDOMIZE)

	NOT AT ALL SATISFIED							VERY SATISFIED			DK	MEAN
	1	2	3	4	5	6	7	8	9	10		
[]a. Paving, repairing and maintaining city streets and roads-----	2%	1%	2%	1%	7%	9%	18%	19%	10%	26%	5%	7.7
[]b. Protecting and preserving open space and natural areas ---	3%	1%	2%	2%	6%	11%	16%	19%	9%	21%	9%	7.5
[]c. Protecting views and sightlines-----	6%	2%	2%	5%	9%	9%	18%	13%	8%	17%	11%	6.9
[]d. Police protection services-----	3%	2%	1%	2%	4%	5%	10%	17%	12%	39%	4%	8.2
[]e. Conducting oversight of the Palos Verdes Beach Club -----	10%	3%	3%	3%	8%	6%	6%	4%	3%	10%	43%	5.6
[]f. Maintaining storm drains -----	2%	0%	0%	2%	4%	10%	12%	17%	8%	19%	26%	7.7
[]g. Conducting oversight of the Palos Verdes Golf Club -----	4%	1%	2%	2%	7%	7%	7%	7%	3%	12%	47%	6.7
[]h. Conducting oversight of the Palos Verdes Tennis Club -----	3%	1%	2%	1%	8%	6%	7%	5%	2%	11%	55%	6.8
[]i. Conducting oversight of the Palos Verdes Stables-----	2%	0%	2%	1%	7%	6%	6%	4%	2%	8%	62%	6.6
[]j. Tree maintenance services, including trimming and replacing aging trees-----	8%	2%	5%	5%	7%	9%	14%	16%	10%	20%	5%	6.8
[]k. Maintaining city laws to protect neighborhood character and integrity-----	6%	1%	3%	3%	7%	13%	13%	15%	8%	19%	11%	7.0
[]l. Enforcing traffic laws to protect the safety of drivers, bikers, and pedestrians -----	12%	2%	5%	7%	7%	13%	12%	11%	6%	19%	6%	6.3
[]m. Protecting beaches and the ocean from pollution-----	2%	0%	2%	2%	7%	9%	17%	10%	6%	16%	28%	7.3

	NOT AT ALL									VERY			DK	MEAN
	SATISFIED									SATISFIED				
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>			
[]n. Communicating with residents through newsletters, the Internet, and other means -----	2%	1%	3%	5%	9%	10%	16%	16%	8%	24%	7%		7.4	
[]o. Enforcing laws to prevent nuisances such as construction, noise, and illegal parking-----	3%	1%	3%	5%	11%	11%	15%	12%	10%	16%	12%		6.9	
[]p. Maintaining local parkland, hiking trails and bluff tops-----	4%	1%	2%	2%	6%	12%	15%	20%	8%	22%	9%		7.4	
[]q. The process for evaluating and permitting remodeling of homes and building new homes -----	12%	4%	5%	5%	11%	10%	11%	11%	7%	11%	13%		5.9	

13. Next, I am going to read you a short list of services provided by city government. After hearing each one, please tell me which area you think should be the top priority for the city. **(READ LIST AND RANDOMIZE)** **(FOLLOW BY ASKING:)** “What would be your second choice?” **(RE-READ OPTIONS IF ASKED)**

	FIRST CHOICE	SECOND CHOICE
(RANDOMIZE)		
[] Upgrading infrastructure, such as streets and storm drains to prevent urban runoff from contaminating local groundwater supplies and coastal waters -----	14%	34%
[] Upgrading parkland, open space, hiking trails and bluff tops -----	6%	15%
[] Maintaining police protection services -----	44%	14%
[] Building new infrastructure to increase water recycling -----	8%	16%
[] Improving City landscaping and tree maintenance services-----	8%	18%
[] Improving community meeting space-----	2%	2%
(DON'T READ) All equally-----	12%	0%
(DON'T READ) None-----	2%	1%
(DON'T READ) DK/NA -----	3%	0%

14. In a few of your own words, please describe what project or service you personally believe should be the top priority for Palos Verdes Estates City government? **(OPEN END; RECORD VERBATIM REPONSE BELOW)**

Police/fire services-----	17%
Crime/safety -----	17%
Bicycle issue/safety -----	12%
Traffic issues/safety/speeding-----	12%
Preserve views/maintain beauty -----	7%
Tree maintenance/trimming -----	7%
Open space/parkland preservation/walking trails-----	6%
Planning/building/housing/Art Jury-----	6%
Road maintenance/infrastructure -----	6%
Water use/recycling-----	5%
Better government officials-----	3%
Reliable cell/internet/TV service-----	3%
Maintain character/environment-----	3%
Community/family meeting space-----	2%
Cell tower/power pole placement -----	2%
Access to beach/golf club-----	2%
Protect ocean/beaches (runoff)-----	2%
Coyotes/peacock population-----	1%
Traffic/law enforcement around schools-----	1%
Kids need a place to play -----	1%
Home landscaping-----	1%
Schools-----	1%
Pedestrian safety -----	0%
All of them -----	1%
No/none/nothing (things are fine)-----	2%
Other -----	7%
DK/NA/Reused-----	10%

15. Next, I am going to mention these same services again. This time I would like you to tell me how willing you are to pay some additional city taxes to improve that particular City of Palos Verdes Estates service. We will use a scale of one to ten, where one means you are **NOT AT ALL WILLING** and ten means you are **VERY WILLING** to pay some additional taxes to the City of Palos Verdes Estates to improve that service. If you have no opinion or don't know, you can tell me that too. Here is the first one... **(RANDOMIZE)**

	<u>NOT AT ALL</u> <u>WILLING</u>								<u>VERY</u> <u>WILLING</u>		<u>DK</u>	<u>MEAN</u>
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	
[]a. Upgrading infrastructure, such as streets and storm drains to prevent urban runoff from contaminating local groundwater supplies and coastal waters	21%	4%	7%	5%	8%	10%	9%	12%	4%	14%	6%	5.4
[]b. Upgrading parkland, open space, hiking trails and bluff tops	27%	5%	7%	8%	10%	8%	8%	7%	2%	13%	5%	4.8
[]c. Providing quality police protection services	17%	2%	3%	4%	8%	5%	7%	12%	5%	32%	5%	6.6
[]d. Building new infrastructure to increase water recycling	23%	5%	8%	7%	8%	9%	8%	8%	5%	11%	7%	5.0
[]e. Improving City landscaping and tree maintenance services	21%	7%	7%	5%	12%	11%	6%	8%	4%	14%	6%	5.1
[]f. Improving community meeting space	51%	8%	9%	5%	9%	4%	1%	3%	0%	5%	6%	2.8

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16. Now I would like to read you some statements about the City of Palos Verdes Estates. After you hear each one, please tell me whether you agree or disagree with the statement. **(IF AGREE/DISAGREE, ASK: “Is that strongly (AGREE/DISAGREE) or somewhat?”) (RANDOMIZE)**

	<u>STRG</u>	<u>SMWT</u>	<u>SMWT</u>	<u>STRG</u>	(DON'T <u>READ</u>)	<u>TOTAL</u>	<u>TOTAL</u>
	<u>AGREE</u>	<u>AGREE</u>	<u>DISAG</u>	<u>DISAG</u>	<u>DK/NA</u>	<u>AGREE</u>	<u>DISAG</u>
[]a. Many people choose to live in Palos Verdes Estates because the City has a local police department-----	35%	28%	10%	9%	19%	63%	18%
[]b. The Palos Verdes Estates City Council listens to residents when making important decisions -----	12%	34%	19%	15%	21%	46%	33%
[]c. I trust the Palos Verdes Estates City Council to use my tax dollars wisely -----	12%	40%	21%	12%	14%	52%	34%
[]d. Palos Verdes Estates City government operates in a way that is open and accountable to the public-----	15%	34%	20%	11%	20%	49%	31%
[]e. To improve local cell phone service and increase access to Wi-Fi internet service, I would be willing to have a cell phone facility in my neighborhood -----	34%	36%	7%	15%	8%	71%	22%
[]f. Palos Verdes Estates residents pay a local parcel tax to fund fire protection and 9-1-1 paramedic emergency response services-----	30%	30%	6%	6%	28%	60%	12%
[]g. City government provides opportunities for residents to give input on major decisions affecting the City -----	17%	40%	16%	11%	16%	57%	27%
[]h. I would be willing to pay more to get more services from Palos Verdes Estates city government-----	8%	33%	21%	24%	14%	41%	44%

17. Next, I am going to mention several Palos Verdes Estates Clubs. After each one please tell me whether or not you are a member of that club. **(IF NO, ASK: “Even though you are not a member, do you use that club?”) (RANDOMIZE)**

	<u>YES, AM</u>	<u>NO,</u>	<u>NO, DON'T</u>	
	<u>MEMBER</u>	<u>USE</u>	<u>USE</u>	<u>(DK/NA)</u>
[]a. The Palos Verdes Golf Club -----	13%	17%	66%	4%
[]b. The Palos Verdes Beach and Athletic Club-----	15%	11%	70%	5%
[]c. The Palos Verdes Tennis Club-----	10%	6%	80%	4%
[]d. The Palos Verdes Stables -----	1%	3%	91%	5%

(ASK Q17a ONLY IF CODED 1 ‘YES’ IN Q17a)

17a. In your own words, please tell me why you decided to become a member of the Palos Verdes Golf Club. **(OPEN END; RECORD VERBATIM RESPONSE)**

I/wife/husband/family love golf -----	54%
Social-----	33%
Location-----	30%
Great golf-----	23%
Beauty-----	10%
Focus on family-----	8%
Value/affordable-----	5%
Gym-----	2%
Scholarship program-----	2%
Other-----	2%

(ASK Q17b ONLY IF CODED 1 ‘YES’ IN Q17b)

17b. In your own words, please tell me why you decided to become a member of the Palos Verdes Beach and Athletic Club. **(OPEN END; RECORD VERBATIM RESPONSE)**

Beautiful facility/views-----	38%
Pool-----	37%
For my kids/family-----	21%
Semi-private/not overcrowded/low membership-----	15%
Social aspect-----	14%
Location-----	13%
Amenities/services-----	10%
Gym/workout-----	9%
Nice place-----	4%
Recreational facility-----	4%
Beach access-----	3%
Parents are members-----	3%
Well run-----	2%
Healthy activities-----	1%
On committee-----	1%
Other-----	4%

(ASK Q17c ONLY IF CODED 1 'YES' IN Q17c)

17c. In your own words, please tell me why you decided to become a member of the Palos Verdes Tennis Club. (OPEN END; RECORD VERBATIM RESPONSE)

Affordable -----	35%
I/family play tennis -----	35%
Great facility/club -----	16%
Location/local -----	11%
Marine league -----	10%
Good atmosphere/social -----	8%
Family -----	6%
Activity -----	5%
Nice courts -----	3%
Not crowded -----	3%
Well run -----	3%

(RESUME ASKING ALL RESPONDENTS)

18. Regardless of whether or not you are a member, please tell me whether you regard the fees for that particular club to be too high, too low or about right. **(IF TOO HIGH/TOO LOW, ASK: "Is that much too (HIGH/LOW) or just somewhat?") (RANDOMIZE)**

	<u>MUCH TOO HIGH</u>	<u>SMWT TOO HIGH</u>	<u>ABOUT RIGHT</u>	<u>SMWT TOO LOW</u>	<u>MUCH TOO LOW</u>	<u>(DK/NA)</u>	<u>TOTAL TOO HIGH</u>	<u>TOTAL TOO LOW</u>
[]a. The Palos Verdes Golf Club	15%	12%	22%	1%	1%	48%	28%	2%
[]b. The Palos Verdes Beach and Athletic Club	21%	12%	23%	1%	1%	42%	33%	2%
[]c. The Palos Verdes Tennis Club	5%	6%	25%	1%	1%	61%	11%	2%
[]d. The Palos Verdes Stables	5%	3%	12%	1%	1%	78%	8%	1%

19. Thinking about the last few years, do you think _____ in the City of Palos Verdes Estates has increased, stayed the same, or decreased? **(IF INCREASED/DECREASED, ASK:) "Has it INCREASED / DECREASED a lot or just a little?"**

	<u>INCR A LOT</u>	<u>INCR LITTLE</u>	<u>SAME</u>	<u>DECR LITTLE</u>	<u>DECR A LOT</u>	<u>(DON'T READ) (DK/NA)</u>	<u>TOTAL INCR</u>	<u>TOTAL DECR</u>
(ALWAYS ASK a FIRST, ROTATE b & c)								
[]a. Crime in general	31%	32%	23%	4%	1%	9%	64%	5%
[]b. The amount of home burglaries	38%	34%	15%	1%	1%	11%	72%	1%
[]c. Car break-ins and theft	33%	30%	20%	1%	1%	16%	62%	2%

NOW I WOULD LIKE TO ASK SOME QUESTIONS ABOUT YOUR COMMUNICATION WITH THE CITY.

20. In the past 12 months have you been in contact with City of Palos Verdes Estates staff?

Yes ----- **(ASK Q21 AND Q22)**--51%
 No -----**(SKIP TO Q23)**--46%
(DON'T READ) DK/NA -----**(SKIP TO Q23)**3%

(ASK Q21, IF "YES" IN Q20)

21. I am going to mention a list of ways some people have contact with the City. After each, please tell me whether you have used this method to contact the City in the last two years.

	<u>YES</u>	<u>NO</u>	<u>(DON'T READ) DK/NA</u>
[]a. By telephone	74%	26%	0%
[]b. Through e-mail	44%	55%	1%
[]c. In-person	76%	24%	0%
[]d. Through the City's website	23%	77%	0%

(ASK Q22, IF ANY “YES” IN Q20)

22. Please rate the following aspects of the service provided by the City staff you have dealt with. Would you rate their _____ as excellent, good, fair, poor, or very poor? **(RANDOMIZE)**

	<u>EXCLT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>VERY POOR</u>	(DON'T READ) <u>(DK/NA)</u>	<u>EXCLT/GOOD</u>	<u>TOTAL POOR</u>
[]a. Courteousness-----	33%	44%	17%	2%	2%	4%	77%	3%
[]b. Timeliness-----	26%	40%	22%	8%	1%	3%	66%	9%
[]c. Knowledge-----	26%	49%	14%	4%	1%	6%	75%	5%
[]d. Helpfulness-----	27%	42%	21%	5%	2%	4%	68%	7%

(RESUME ASKING ALL RESPONDENTS)

23. Overall, are you satisfied or dissatisfied with the City’s efforts to communicate with residents through the Internet, community meetings and other means? **(IF SATISFIED/DISSATISFIED, ASK: “Is that very (SATISFIED/DISSATISFIED) or just somewhat?”)**

TOTAL SATISFIED ----- 66%
 Very satisfied----- 26%
 Somewhat satisfied ----- 40%

TOTAL DISSATISFIED ----- 19%
 Somewhat dissatisfied----- 13%
 Very dissatisfied -----6%

(DON'T READ) DK/NA ----- 15%

24. Now, I'm going to mention some information sources from which people learn about news and issues affecting the Palos Verdes Estates community. For each I mention, please tell me how often you use that particular information source. Is it frequently, just occasionally, very rarely, or never? **(RANDOMIZE)**

	<u>JUST FREQ</u>	<u>VERY OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DON'T READ) DK/NA</u>	<u>FREQ/ OCCAS</u>	<u>RARE/ NEVER</u>
[]a. Print and/or online editions of the <u>Los Angeles Times</u> -----	24%	19%	18%	33%	6%	43%	51%
[]b. Print and/or online editions of the <u>Daily Breeze</u> -----	23%	27%	18%	27%	5%	50%	45%
[]c. Print and/or online editions of the <u>Peninsula News</u> -----	33%	31%	14%	17%	5%	64%	31%
[]d. The City of Palos Verdes Estates' official website-----	8%	30%	31%	25%	6%	38%	56%
[]e. Conversation with family, friends and neighbors-----	51%	34%	7%	4%	4%	85%	11%
[]f. Social media, such as Twitter, Facebook, and Nixle-----	20%	20%	16%	38%	6%	40%	54%
[]g. Community meetings-----	5%	21%	31%	35%	8%	26%	66%
[]h. City Council meetings-----	4%	21%	32%	37%	7%	25%	69%
[]i. Next-door-dot-com and other websites-----	31%	15%	11%	36%	6%	46%	48%

(RESUME ASKING ALL RESPONDENTS)

HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.

25. How long have you lived in the City of Palos Verdes Estates? **(READ LIST)**

- Less than one year-----3%
- One to three years----- 10%
- Four to five years-----5%
- Six to 10 years ----- 10%
- 11 to 20 years ----- 25%
- 21 to 30 years ----- 20%
- More than 30 years----- 28%
- (DON'T READ)** Don't know/Refused --1%

26. Do you have children? **(IF YES, ASK: "Are any of them under the age of 19 and living at home?")**

- Yes, children under 19 at home----- 34%
- Yes, no children under 19 at home---- 40%
- No, no children ----- 26%
- (DON'T READ)** DK/NA/Refused -----1%

27. What was the last level of school you completed?

- Grades 1-8 -----2%
- Grades 9-11 -----1%
- High school graduate (12)-----3%
- Some college ----- 10%
- Business/vocational school -----1%
- College graduate (4)----- 36%
- Post-graduate work/professional school ----- 44%
- (DON'T READ) DK/Refused-----2%

28. What area of Palos Verdes Estates would you say you live in? Is it: (RANDOMIZE)

- Valmonte----- 17%
- Montemalaga ----- 15%
- Malaga Cove ----- 17%
- Lunada Bay ----- 35%
- (OTHER - SPECIFY)_____ 15%
- (DON'T READ) DK/Refused -----2%

THANK YOU VERY MUCH FOR YOUR TIME AND ATTENTION TO MY QUESTIONS.

Gender by observation:

Male----- 49%
 Female----- 51%

Party: From file

Democrat----- 26%
 Republican----- 50%
 No Party Preference----- 21%
 Other party----- 3%

OWN/RENT

Homeowners----- 79%
 Renters----- 21%

AGE

18-29----- 12%
 30-39----- 6%
 40-49----- 15%
 50-54----- 12%
 55-59----- 11%
 60-64----- 8%
 65-74----- 20%
 75+----- 15%

CA FLAGS - VOTE HISTORY

P08----- 28%
 G08----- 71%
 P10----- 41%
 G10----- 64%
 P12----- 40%
 G12----- 72%
 P14----- 36%
 G14----- 59%
 P16----- 61%
 BLANK----- 10%

MUNICIPAL FLAGS

March 2005----- 6%
 March 2007----- 20%
 March 2009----- 26%
 March 2011----- 15%
 BLANK----- 63%

VOTE BY MAIL

1----- 17%
 2----- 7%
 3+----- 31%
 Blank----- 45%

PERMANENT ABSENTEE

Yes----- 58%
 No----- 42%

SPLIT SAMPLE

Split A----- 50%
 Split B----- 50%

HOUSEHOLD PARTY

1 DEM----- 10%
 2+ DEMS----- 8%
 1 REP----- 13%
 2+ REPS----- 23%
 1 INDEPENDENT----- 13%
 MIXED----- 33%

MODE OF INTERVIEW

Phone----- 17%
 Online----- 83%