



# CITY OF SEASIDE, CA 2012

Report of Demographic Subgroup Comparisons

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## **SURVEY BACKGROUND**

### **ABOUT THE NATIONAL CITIZEN SURVEY™**

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Seaside staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Seaside staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

One of the add-on options that Seaside chose was to have crosstabulations of evaluative questions 1-22 by demographic questions D1 (rent or own), D9 (annual household income), D10 + D11 (race and ethnicity), and D12 (age of respondent).

## UNDERSTANDING THE RESULTS

### “DON’T KNOW” RESPONSES

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### UNDERSTANDING THE TABLES

In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in grey.

## COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")														
Please rate each of the following aspects of quality of life in Seaside:	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Seaside as a place to live	67%	61%	64%	73%	57%	50%	64%	57%	70%	65%	59%	67%	71%	65%
Your neighborhood as a place to live	72%	66%	69%	71%	65%	75%	69%	64%	73%	70%	62%	74%	75%	70%
Seaside as a place to raise children	44%	35%	40%	53%	27%	31%	40%	21%	51%	40%	38%	41%	48%	41%
Seaside as a place to work	52%	23%	40%	40%	40%	35%	40%	47%	35%	39%	58%	23%	40%	41%
Seaside as a place to retire	40%	53%	46%	53%	43%	24%	45%	48%	49%	48%	37%	42%	66%	48%
The overall quality of life in Seaside	64%	53%	59%	68%	45%	68%	59%	53%	64%	59%	59%	58%	64%	60%

Question 2: Community Characteristics (Percent "excellent" or "good")														
Please rate each of the following characteristics as they relate to Seaside as a whole:	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Sense of community	35%	39%	37%	43%	32%	21%	36%	36%	40%	38%	28%	34%	55%	38%
Openness and acceptance of the community toward people of diverse backgrounds	57%	66%	61%	62%	57%	59%	59%	59%	63%	62%	49%	67%	67%	60%
Overall appearance of Seaside	38%	30%	35%	51%	22%	7%	34%	27%	43%	36%	36%	34%	35%	35%
Cleanliness of Seaside	40%	32%	37%	49%	31%	13%	37%	37%	38%	38%	34%	35%	44%	37%
Overall quality of new development in Seaside	28%	34%	31%	31%	23%	41%	29%	31%	27%	29%	29%	28%	36%	30%
Variety of housing options	36%	37%	37%	31%	36%	57%	36%	43%	31%	36%	29%	41%	43%	37%
Overall quality of business and service establishments in Seaside	43%	34%	39%	49%	36%	17%	40%	41%	40%	41%	30%	46%	44%	40%
Shopping opportunities	43%	30%	37%	44%	30%	38%	38%	45%	31%	37%	41%	33%	39%	38%
Opportunities to attend cultural activities	44%	26%	36%	37%	37%	28%	36%	46%	31%	36%	39%	34%	36%	36%
Recreational opportunities	24%	28%	26%	29%	20%	35%	26%	25%	28%	27%	22%	25%	33%	26%
Employment opportunities	9%	8%	9%	14%	4%	0%	9%	7%	11%	9%	11%	3%	17%	9%

Question 2: Community Characteristics (Percent "excellent" or "good")														
Please rate each of the following characteristics as they relate to Seaside as a whole:	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Educational opportunities	44%	26%	35%	43%	30%	26%	36%	39%	37%	38%	39%	28%	48%	37%
Opportunities to participate in social events and activities	30%	27%	29%	34%	26%	19%	29%	33%	28%	30%	21%	27%	44%	30%
Opportunities to volunteer	46%	45%	46%	47%	50%	28%	46%	57%	43%	48%	41%	44%	55%	47%
Opportunities to participate in community matters	27%	44%	35%	41%	29%	21%	33%	42%	32%	36%	32%	23%	54%	35%
Ease of car travel in Seaside	59%	69%	63%	65%	62%	53%	62%	62%	67%	65%	58%	65%	69%	63%
Ease of bus travel in Seaside	58%	68%	62%	67%	47%	73%	61%	56%	63%	61%	52%	66%	71%	62%
Ease of bicycle travel in Seaside	68%	43%	56%	66%	41%	54%	55%	46%	61%	55%	55%	58%	55%	56%
Ease of walking in Seaside	65%	54%	60%	69%	47%	65%	60%	51%	65%	60%	62%	63%	56%	60%
Traffic flow on major streets	57%	59%	58%	65%	56%	31%	57%	54%	62%	59%	57%	62%	54%	58%
Amount of public parking	64%	61%	62%	62%	68%	35%	60%	67%	60%	63%	70%	61%	55%	62%
Availability of affordable quality housing	17%	26%	21%	24%	19%	11%	21%	23%	22%	22%	17%	22%	28%	22%
Availability of affordable quality child care	18%	25%	21%	26%	13%	9%	20%	17%	22%	21%	13%	22%	27%	20%
Availability of affordable quality health care	20%	25%	22%	26%	13%	20%	21%	18%	24%	22%	19%	17%	32%	22%

Question 2: Community Characteristics (Percent "excellent" or "good")														
Please rate each of the following characteristics as they relate to Seaside as a whole:	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Availability of affordable quality food	46%	38%	42%	46%	40%	44%	43%	46%	43%	44%	38%	45%	47%	43%
Availability of preventive health services	39%	32%	36%	43%	30%	18%	35%	39%	37%	37%	42%	31%	38%	36%
Quality of overall natural environment in Seaside	49%	38%	44%	48%	35%	49%	43%	35%	49%	43%	42%	45%	47%	44%
Overall image or reputation of Seaside	31%	20%	26%	38%	17%	6%	26%	20%	34%	28%	26%	28%	28%	27%

Question 3: Growth (Percent of respondents)														
Please rate the speed of growth in the following categories in Seaside over the past 2 years:	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Population growth too fast	32%	38%	35%	23%	48%	39%	35%	32%	40%	37%	32%	36%	40%	36%
Retail growth too slow	64%	63%	64%	62%	63%	73%	63%	57%	65%	62%	73%	62%	52%	63%
Job growth too slow	86%	90%	88%	84%	91%	86%	87%	91%	85%	86%	100%	78%	84%	87%

Question 4: Code Enforcement (Percent a "major" problem)														
	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Run down buildings, weed lots or junk vehicle a major problem in Seaside	29%	31%	29%	24%	39%	23%	30%	25%	33%	30%	35%	27%	21%	29%

Question 5: Community Safety (Percent "very" or "somewhat" safe)														
Please rate how safe or unsafe you feel from the following in Seaside:	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Violent crime (e.g., rape, assault, robbery)	50%	53%	51%	55%	41%	61%	50%	40%	55%	49%	39%	56%	60%	51%
Property crimes (e.g., burglary, theft)	38%	41%	40%	45%	35%	34%	40%	32%	45%	40%	33%	37%	51%	39%
Environmental hazards, including toxic waste	68%	62%	65%	65%	64%	77%	66%	67%	63%	65%	65%	62%	70%	65%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)														
Please rate how safe or unsafe you feel:	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
In your neighborhood during the day	88%	90%	89%	89%	87%	94%	89%	92%	86%	88%	89%	87%	91%	89%
In your neighborhood after dark	52%	64%	58%	52%	52%	83%	56%	51%	59%	56%	43%	62%	72%	58%
In Seaside's downtown area during the day	87%	86%	86%	87%	83%	90%	86%	88%	85%	86%	84%	88%	88%	87%
In Seaside's downtown area after dark	41%	47%	44%	44%	39%	53%	43%	35%	52%	45%	39%	46%	50%	44%

Question 7: Contact with Police Department (Percent "yes")														
	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Have you had any in-person or phone contact with an employee of the City of Seaside Police Department within the last 12 months?	48%	52%	49%	36%	69%	36%	48%	55%	45%	49%	57%	41%	44%	48%

Question 8: Ratings of Contact with Police Department (Percent "excellent" or "good")														
	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
What was your overall impression of your most recent contact with the City of Seaside Police Department?	62%	75%	68%	51%	73%	87%	67%	75%	63%	68%	60%	75%	81%	70%

Questions 9 and 10: Crime Victimization and Reporting (Percent "yes")														
	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	9%	17%	12%	7%	19%	9%	12%	15%	10%	12%	17%	10%	8%	12%
If yes, was this crime (these crimes) reported to the police?	95%	81%	87%	84%	90%	73%	86%	85%	88%	86%	91%	79%	87%	87%

Question 11: Resident Behaviors (Percent at least once in past 12 months)														
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Seaside?	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Used Seaside public libraries or their services	45%	61%	52%	60%	48%	30%	52%	44%	59%	53%	39%	60%	58%	52%
Used Seaside recreation centers	29%	41%	34%	39%	33%	32%	36%	28%	41%	36%	22%	42%	43%	35%
Participated in a recreation program or activity	29%	30%	29%	29%	34%	29%	31%	26%	33%	30%	27%	32%	30%	30%
Visited a neighborhood park or City park	85%	77%	82%	86%	76%	83%	82%	72%	85%	80%	81%	88%	70%	80%
Ridden a local bus within Seaside	46%	25%	37%	57%	20%	7%	36%	29%	41%	36%	38%	38%	29%	36%
Attended a meeting of local elected officials or other local public meeting	19%	35%	26%	19%	34%	30%	26%	28%	26%	27%	15%	28%	39%	26%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	30%	45%	37%	38%	39%	21%	36%	34%	40%	38%	16%	53%	47%	37%
Read Seaside Newsletter	43%	52%	47%	46%	50%	46%	47%	51%	47%	49%	39%	51%	56%	47%
Visited the City of Seaside Web site (at www.ci.seaside.ca.us)	42%	43%	42%	32%	51%	61%	43%	51%	33%	40%	50%	40%	32%	42%
Recycled used paper, cans or bottles from	93%	95%	94%	96%	90%	100%	94%	88%	96%	93%	91%	98%	92%	93%

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Question 11: Resident Behaviors (Percent at least once in past 12 months)														
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Seaside?	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
your home														
Volunteered your time to some group or activity in Seaside	23%	31%	26%	23%	24%	49%	27%	25%	25%	25%	17%	27%	40%	27%
Participated in religious or spiritual activities in Seaside	32%	40%	35%	42%	25%	48%	36%	21%	46%	36%	23%	45%	46%	37%
Participated in a club or civic group in Seaside	13%	20%	16%	23%	12%	6%	17%	14%	20%	17%	8%	15%	33%	17%
Provided help to a friend or neighbor	85%	96%	89%	85%	92%	94%	89%	91%	87%	89%	89%	87%	93%	89%

Question 12: Neighborliness (Percent at least several times a week)														
	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Visit with neighbors at least several times a week	39%	46%	42%	48%	35%	44%	43%	39%	42%	41%	39%	42%	44%	41%

Question 13: Service Quality (Percent "excellent" or "good")														
Please rate the quality of each of the following services in Seaside:	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Police services	75%	73%	74%	75%	76%	45%	72%	81%	72%	76%	76%	67%	82%	75%
Fire services	89%	92%	90%	94%	91%	61%	90%	97%	90%	93%	92%	88%	91%	90%
Crime prevention	57%	56%	56%	71%	44%	26%	55%	46%	63%	57%	66%	45%	57%	56%
Fire prevention and education	82%	61%	72%	83%	58%	43%	71%	69%	75%	73%	77%	66%	69%	71%
Traffic enforcement	63%	62%	62%	66%	61%	34%	61%	64%	64%	64%	66%	61%	58%	62%
Street repair	29%	19%	24%	30%	17%	33%	25%	14%	31%	24%	26%	27%	20%	25%
Street cleaning	41%	42%	41%	40%	40%	43%	40%	45%	40%	42%	44%	40%	42%	42%
Street lighting	45%	39%	42%	52%	40%	14%	43%	43%	42%	42%	44%	35%	48%	42%
Sidewalk maintenance	36%	34%	35%	35%	34%	38%	35%	28%	40%	35%	35%	37%	34%	35%
Traffic signal timing	58%	55%	57%	58%	60%	48%	57%	47%	66%	58%	71%	49%	49%	57%
Bus or transit services	69%	73%	70%	72%	67%	43%	68%	73%	70%	71%	72%	69%	66%	69%
Garbage collection	77%	91%	83%	82%	84%	78%	82%	87%	84%	85%	79%	83%	90%	83%
Recycling	85%	85%	85%	85%	88%	71%	84%	87%	87%	87%	91%	79%	87%	85%
Yard waste pick-up	59%	70%	64%	59%	66%	60%	62%	74%	60%	65%	63%	55%	75%	64%
Storm drainage	69%	62%	66%	66%	65%	53%	64%	71%	64%	67%	79%	54%	65%	66%
Drinking water	48%	37%	43%	50%	38%	23%	42%	38%	49%	44%	51%	31%	47%	43%
Sewer services	82%	66%	74%	77%	71%	60%	73%	77%	71%	73%	88%	63%	72%	74%
Power (electric and/or gas) utility	68%	75%	71%	74%	71%	53%	70%	73%	72%	72%	72%	66%	74%	71%
City parks	74%	42%	59%	73%	37%	60%	58%	51%	63%	59%	67%	54%	55%	59%
Recreation programs or classes	62%	53%	58%	60%	60%	31%	57%	62%	60%	60%	69%	48%	58%	58%
Recreation centers or facilities	60%	43%	52%	52%	56%	32%	52%	62%	50%	55%	55%	51%	52%	53%
Land use, planning	29%	17%	23%	31%	14%	37%	23%	17%	26%	22%	11%	32%	23%	22%

Question 13: Service Quality (Percent "excellent" or "good")														
Please rate the quality of each of the following services in Seaside:	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
and zoning														
Code enforcement (weeds, abandoned buildings, etc.)	45%	21%	34%	56%	15%	5%	35%	27%	39%	34%	50%	25%	27%	34%
Animal control	71%	56%	64%	65%	65%	54%	64%	64%	63%	63%	76%	56%	61%	64%
Economic development	40%	14%	28%	47%	14%	12%	28%	19%	36%	29%	23%	34%	24%	27%
Health services	58%	35%	48%	60%	33%	26%	47%	37%	56%	50%	50%	50%	43%	48%
Services to seniors	67%	47%	57%	66%	38%	44%	55%	53%	59%	57%	76%	50%	52%	57%
Services to youth	52%	42%	47%	48%	41%	64%	47%	40%	48%	46%	50%	43%	48%	46%
Services to low-income people	39%	51%	44%	38%	51%	58%	43%	53%	40%	43%	46%	40%	46%	44%
Public library services	72%	61%	66%	73%	62%	61%	68%	63%	68%	67%	51%	71%	79%	67%
Public information services	65%	35%	49%	64%	36%	22%	49%	39%	56%	51%	47%	48%	49%	48%
Public schools	56%	28%	41%	58%	25%	12%	42%	22%	53%	44%	38%	40%	51%	43%
Cable television	47%	49%	48%	52%	47%	21%	46%	46%	50%	49%	49%	43%	51%	48%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	46%	32%	39%	49%	30%	14%	38%	41%	40%	40%	41%	32%	45%	39%
Preservation of natural areas such as open space, farmlands and greenbelts	44%	25%	36%	48%	23%	53%	38%	24%	44%	35%	34%	38%	40%	37%

Question 14: Government Services Overall (Percent "excellent" or "good")														
Overall, how would you rate the quality of the services provided by each of the following?	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
The City of Seaside	52%	49%	51%	62%	41%	18%	49%	42%	59%	52%	48%	48%	60%	51%
The Federal Government	31%	32%	31%	40%	23%	16%	30%	25%	36%	32%	24%	33%	40%	31%
The State Government	40%	27%	35%	37%	39%	14%	35%	36%	36%	36%	40%	30%	36%	35%
Monterey County Government	43%	34%	39%	48%	29%	17%	37%	30%	46%	40%	36%	43%	37%	39%

Question 15: Recommendation and Longevity (Percent "somewhat" or "very" likely)														
Please indicate how likely or unlikely you are to do each of the following:	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Recommend living in Seaside to someone who asks	83%	73%	79%	84%	77%	70%	80%	75%	82%	79%	78%	82%	79%	80%
Remain in Seaside for the next five years	69%	85%	76%	83%	78%	49%	76%	71%	85%	79%	69%	76%	88%	77%

Question 16: Impact of the Economy (Percent "somewhat" or "very" positive)														
	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	21%	19%	20%	20%	24%	3%	19%	11%	26%	20%	16%	24%	20%	20%

Question 17: Contact with Fire Department (Percent "yes")														
	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Have you had any in-person or phone contact with an employee of the City of Seaside Fire Department within the last 12 months?	8%	24%	15%	7%	26%	7%	14%	18%	14%	16%	13%	15%	19%	15%

Question 18: Ratings of Contact with Fire Department (Percent "excellent" or "good")														
	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
What was your overall impression of your most recent contact with the City of Seaside Fire Department?	94%	93%	94%	79%	93%	100%	90%	95%	88%	91%	100%	81%	92%	91%

Question 19: Contact with City Employees (Percent "yes")														
	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Have you had any in-person, phone or email with an employee of the City of Seaside within the last 12 months (including police, receptionists, planners or any others)?	32%	49%	39%	32%	53%	26%	39%	41%	39%	39%	35%	38%	45%	38%

Question 20: City Employees (Percent "excellent" or "good")														
What was your impression of the employee(s) of the City of Seaside in your most recent contact?	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Knowledge	80%	70%	75%	63%	83%	76%	75%	88%	65%	75%	63%	81%	83%	75%
Responsiveness	65%	63%	64%	54%	70%	67%	64%	73%	59%	65%	48%	69%	81%	66%
Courtesy	84%	73%	78%	79%	76%	81%	78%	83%	74%	78%	69%	74%	96%	79%
Overall impression	82%	62%	71%	73%	72%	58%	71%	72%	71%	71%	65%	73%	79%	72%

Question 21: Government Performance (Percent "excellent" or "good")														
Please rate the following categories of Seaside government performance:	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
The value of services for the taxes paid to Seaside	27%	36%	32%	35%	26%	35%	31%	29%	32%	31%	13%	37%	45%	32%
The overall direction that Seaside is taking	32%	26%	29%	30%	27%	28%	28%	32%	28%	29%	15%	39%	32%	29%
The job Seaside government does at welcoming citizen involvement	47%	34%	41%	50%	35%	22%	41%	37%	43%	41%	47%	38%	39%	41%

Question 22a: Custom Question #1 (Percent "essential" or "very important")														
Please indicate how important, if at all, it is to you for the City of Seaside to provide the following services:	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Public safety	86%	99%	92%	88%	92%	100%	91%	93%	90%	91%	84%	95%	99%	92%
Streets and roads	92%	95%	93%	89%	96%	99%	93%	96%	90%	92%	95%	91%	91%	93%
Recreation programs	61%	69%	65%	67%	67%	46%	64%	59%	69%	65%	54%	71%	66%	64%
Community events/programs (e.g., Blues in the Park, the Martin Luther King March, National Night Out)	55%	52%	53%	56%	50%	54%	53%	45%	61%	55%	39%	65%	59%	53%
Economic development	84%	85%	85%	89%	77%	89%	84%	71%	91%	83%	83%	86%	81%	84%

Question 22b: Custom Question #2 (Percent "strongly support" or "somewhat support")														
Please indicate the extent to which you would support or oppose a property tax increase of no more than \$100 per household per year, to enhance the following services:	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Public safety	88%	67%	79%	75%	81%	93%	80%	84%	75%	79%	90%	78%	64%	79%
Streets and roads	85%	65%	76%	75%	74%	93%	77%	76%	76%	76%	82%	76%	69%	76%
Recreation programs	72%	47%	61%	60%	63%	71%	63%	57%	64%	61%	66%	60%	58%	62%
Community events/programs (e.g., Blues in the Park, the Martin Luther King March, National Night Out)	59%	35%	49%	48%	53%	46%	50%	47%	54%	51%	42%	59%	47%	50%
Economic development	78%	60%	70%	70%	70%	81%	72%	71%	69%	70%	74%	68%	69%	70%

Question 22c: Custom Question #3 (Percent "strongly support" or "somewhat support")														
The City has considered various ways of consolidating services with other local governments on the Monterey Peninsula to improve efficiencies and save costs. Please indicate the extent to which you would support or oppose the consolidation of the following services:	Rent or own			Annual income				Race/ethnicity			Age			
	Rent	Own	Overall	Less than \$50,000	\$50,000-\$99,999	\$100,000 or more	Overall	White alone, not Hispanic	Hispanic and/or other race	Overall	18-34	35-54	55+	Overall
Police	51%	58%	54%	64%	42%	41%	52%	44%	63%	55%	31%	67%	70%	54%
Fire	51%	62%	56%	64%	43%	52%	54%	46%	64%	57%	27%	71%	71%	56%
Streets and roads	75%	79%	77%	78%	69%	87%	75%	79%	74%	76%	61%	85%	84%	76%
Administration	65%	66%	65%	66%	58%	84%	65%	65%	65%	65%	60%	66%	71%	65%
Park maintenance	74%	78%	76%	80%	65%	82%	74%	77%	74%	75%	65%	82%	80%	76%