



COMMUNITY OPINION SURVEY
SUMMARY REPORT

PREPARED FOR THE
CITY OF SANTA CLARITA



JULY 2024



1592 N COAST HIGHWAY 101
ENCINITAS CA 92024
760.632.9900 WWW.TN-RESEARCH.COM



TABLE OF CONTENTS

| | |
|---|------------|
| Table of Contents | i |
| List of Tables | iii |
| List of Figures | iv |
| Introduction | 1 |
| Purpose of Study | 1 |
| Statistical Significance | 2 |
| Overview of Methodology..... | 2 |
| Organization of Report..... | 2 |
| Acknowledgements | 2 |
| Disclaimer | 2 |
| About True North..... | 3 |
| Key Findings | 4 |
| Quality of Life | 8 |
| Most Important Issue Facing Santa Clarita | 8 |
| Question 2 | 8 |
| Overall Quality of Life..... | 9 |
| Question 3 | 9 |
| Changes to Improve Santa Clarita..... | 12 |
| Question 4 | 12 |
| City Services | 14 |
| Overall Satisfaction..... | 14 |
| Question 5 | 14 |
| Question 6 | 16 |
| Question 7 | 17 |
| Specific Services..... | 17 |
| Question 8 | 18 |
| Question 9 | 20 |
| Differentiators of Opinion | 21 |
| Performance Needs & Priorities | 23 |
| Customer Service & Trust | 26 |
| Contact with City Staff | 26 |
| Question 10 | 26 |
| Assessment of City Staff..... | 28 |
| Question 11 | 28 |
| Trust in Government | 28 |
| Question 12 | 29 |
| Economic Development | 31 |
| Question 13 | 31 |
| Question 14 | 33 |
| Question 15 | 34 |
| Question 16 | 36 |
| Communication | 37 |
| Information Sources..... | 37 |
| Question 17 | 37 |
| Satisfaction with Communication | 38 |
| Question 18 | 38 |
| Communication Preferences..... | 40 |
| Question 19 | 40 |
| Preferred Social Media Site | 41 |
| Question 20 | 42 |
| Background & Demographics | 43 |

Methodology 44
 Questionnaire Development 44
 Programming, Pre-Test & Translation 44
 Sample, Recruiting & Data Collection 44
 Margin of Error due to Sampling 45
 Data Processing & Weighting 46
 Rounding 46
Questionnaire & Toplines 47



LIST OF TABLES

| | | |
|----------|--|----|
| Table 1 | Most Important Issue Facing Community by Study Year | 9 |
| Table 2 | Changes to Improve Santa Clarita by Study Year | 13 |
| Table 3 | Importance of Services by Study Year | 19 |
| Table 4 | Satisfaction with Services by Study Year | 21 |
| Table 5 | Satisfaction with Services by Overall Satisfaction with City. | 22 |
| Table 6 | Resident Service Needs & Priorities Matrix. | 24 |
| Table 7 | Perception of City Staff by Study Year | 28 |
| Table 8 | Trust in Government by Study Year | 29 |
| Table 9 | Effectiveness of Communication Efforts by Study Year (Showing % Very Effective). | 40 |
| Table 10 | Effectiveness of Communication Efforts by Overall Satisfaction, Satisfaction with Communication & Child in Hsld (Showing % Very Effective) | 41 |
| Table 11 | Effectiveness of Communication Efforts by Age (Showing % Very Effective) | 41 |
| Table 12 | Effectiveness of Communication Efforts by Ethnicity & Survey Language (Showing % Very Effective) | 41 |
| Table 13 | Demographics of Sample by Survey Year. | 43 |



LIST OF FIGURES

| | | |
|-----------|--|----|
| Figure 1 | Most Important Issue Facing Community | 8 |
| Figure 2 | Rating Santa Clarita | 9 |
| Figure 3 | Overall Quality of Life by Study Year | 10 |
| Figure 4 | Overall Quality of Life by Years in Santa Clarita & Age | 11 |
| Figure 5 | Overall Quality of Life by Ethnicity & Community of Residence | 11 |
| Figure 6 | Overall Quality of Life by Survey Language, Homeownership Status, Gender & Child in Hsld | 11 |
| Figure 7 | Changes to Improve Santa Clarita | 12 |
| Figure 8 | Overall Satisfaction by Study Year | 14 |
| Figure 9 | Overall Satisfaction by Years in Santa Clarita & Age | 15 |
| Figure 10 | Overall Satisfaction by Ethnicity & Community of Residence | 15 |
| Figure 11 | Overall Satisfaction by Survey Language, Homeownership Status, Gender & Child in Hsld | 15 |
| Figure 12 | Reasons for Satisfaction | 16 |
| Figure 13 | Reasons for Dissatisfaction | 17 |
| Figure 14 | Importance of Services | 18 |
| Figure 15 | Satisfaction with Services | 20 |
| Figure 16 | Resident Service Needs | 25 |
| Figure 17 | Contact with City Staff in Past 12 Months by Study Year | 26 |
| Figure 18 | Contact with City Staff in Past 12 Months by Years in Santa Clarita, Child in Hsld & Homeownership Status | 27 |
| Figure 19 | Contact with City Staff in Past 12 Months by Age, Gender & Survey Language | 27 |
| Figure 20 | Contact with City Staff in Past 12 Months by Ethnicity & Community of Residence | 27 |
| Figure 21 | Perception of City Staff | 28 |
| Figure 22 | Trust in Government | 29 |
| Figure 23 | Trust Santa Clarita by Years in Santa Clarita, Homeownership Status, Child in Hsld, Marital Status & Overall Satisfaction | 30 |
| Figure 24 | Trust Santa Clarita by Community of Residence & Employment Status | 30 |
| Figure 25 | Trust Santa Clarita by Age, Ethnicity & Survey Language | 30 |
| Figure 26 | Desire Additional Restaurants & Entertainment Places | 31 |
| Figure 27 | Desire Additional Restaurants & Entertainment Places by Age, Gender & Survey Language | 31 |
| Figure 28 | Desire Additional Restaurants & Entertainment Places by Years in Santa Clarita, Child in Hsld, Homeownership Status & Overall Satisfaction | 32 |
| Figure 29 | Desire Additional Restaurants & Entertainment Places by Ethnicity, Community of Residence & Work Location | 32 |
| Figure 30 | Additional Restaurants & Entertainment Places in City | 33 |
| Figure 31 | Desire Additional Retail Stores | 34 |
| Figure 32 | Desire Additional Retail Stores by Age, Gender & Survey Language | 34 |
| Figure 33 | Desire Additional Retail Stores by Years in Santa Clarita, Child in Hsld, Homeownership Status & Overall Satisfaction | 35 |
| Figure 34 | Desire Additional Retail Stores by Ethnicity, Community of Residence & Work Location | 35 |
| Figure 35 | Additional Retail Stores | 36 |
| Figure 36 | Information Sources | 37 |
| Figure 37 | Satisfaction with Communication by Study Year | 38 |
| Figure 38 | Satisfaction with Communication by Years in Santa Clarita, Child in Hsld, Homeownership Status & Overall Satisfaction | 39 |
| Figure 39 | Satisfaction with Communication by Age, Gender & Survey Language | 39 |
| Figure 40 | Satisfaction with Communication by Ethnicity, Community of Residence & Work Location | 39 |

Figure 41 Effectiveness of Communication Efforts 40
Figure 42 Preferred Social Media Site 42
Figure 43 Maximum Margin of Error 45





INTRODUCTION

Consistently recognized as one of Los Angeles County’s best places to live for its high quality of life, strong safety record, and business friendly atmosphere, the City of Santa Clarita (City) is located 35 miles northwest of downtown Los Angeles and is home to an estimated 230,428 residents.¹ Incorporated in 1987 as the union of the unincorporated communities of Canyon Country, Newhall, Saugus, and Valencia, the City has since annexed 40 additional neighborhoods, now encompassing over 60 square miles and making it the third largest city in Los Angeles County. Today, the City proudly provides a vast range of facilities, programs, and services to its residents, including 38 parks, 100 miles of trails and paseos, nearly 13,000 acres of preserved open space, three libraries, two community centers, an aquatic center, and a skate park, as well as hundreds of sports and recreation programs.

As part of its commitment to provide high quality services and responsive local governance, the City engages residents on a daily basis and receives regular feedback on issue, policy, and performance matters. Although these informal feedback mechanisms are valuable sources of information for the City in that they provide timely and accurate information about the opinions of specific residents, they do not necessarily provide an accurate picture of the community as a whole. Informal feedback mechanisms typically rely on the resident to initiate the feedback, which creates a self-selection bias. The City receives feedback from only those residents motivated to initiate the feedback process. Because these residents tend to be either *very* pleased or *very* displeased regarding a particular topic, their collective opinions are not necessarily representative of the City’s resident population as a whole.

PURPOSE OF STUDY The motivation for the current study was to design and employ a methodology that would avoid the self-selection bias noted above and thereby provide the City with a *statistically reliable* understanding of its residents’ satisfaction, priorities, and concerns as they relate to services and facilities provided by the City. Ultimately, the survey results and analyses presented in this report provide City Council and staff with information that can be used to make sound, strategic decisions in a variety of areas including service improvements and enhancements, measuring and tracking internal performance, budgeting, policy, planning, and community engagement. To assist in this effort, the City selected True North Research to design the research plan and conduct the study. Broadly defined, the study was designed to:

- Identify residents’ perceptions of the most salient and important issues facing Santa Clarita;
- Measure perceived quality of life in the City, as well as residents’ ideas for how the City could improve the quality of life through services, policies, and capital improvements;
- Assess residents’ overall satisfaction with the City’s efforts to provide municipal services, and their satisfaction with a variety of specific services;
- Gather opinions on topics such as economic development and interaction with city staff;
- Explore residents’ media and communications’ preferences, as well as the most effective ways for the City to communicate with residents; *and*
- Collect additional background and demographic data relevant to understanding residents’ perceptions, needs, and interests.

1. California Department of Finance estimate, January 2024.

This is not the first statistically reliable community survey conducted for the City. Similar studies were conducted in 2016, 2018, 2020, and 2022 and many of the questions included in the 2024 survey were tracked from prior studies. Because there is a natural interest in tracking the City’s performance in meeting the evolving needs of its residents, where appropriate the results of the current study are compared with the results of identical questions included in the prior studies.

STATISTICAL SIGNIFICANCE Many figures and tables in this report present the results of questions asked in 2024 alongside the results found in the 2022 survey for identical questions. In such cases, True North conducted the appropriate tests of statistical significance to identify changes that likely reflect actual changes in public opinion between the prior survey (2022) and the current (2024)—as opposed to being due to chance associated with selecting two samples independently and at random. Differences between the two studies are identified as *statistically significant* if we can be 95% confident that the differences reflect an actual change in public opinion between the two studies. Statistically significant differences within response categories over time are denoted by the † symbol which appears in the figure next to the appropriate response value for 2024.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 44). In brief, the survey was administered to a random sample of 831 registered voters who reside within the City. The survey followed a mixed-method design that employed multiple recruiting methods (email, text, and phone) and multiple data collection methods (phone and online). Administered in English and Spanish between May 1 and May 7, 2024, the average interview lasted 18 minutes.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the section titled *Key Findings* is for you. It provides a summary of the most important factual findings of the survey in a Question & Answer format. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 47), and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGEMENTS True North thanks the City of Santa Clarita for the opportunity to conduct the study and for contributing valuable input during the design stage of this study. The collective experience, insight, and local knowledge provided by city staff improved the overall quality of the research presented here.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not those of the City, its City Council, or staff. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities, and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups, and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,300 survey research studies for public agencies—including more than 500 studies for California municipalities and special districts.



KEY FINDINGS

As noted in the *Introduction*, this study was designed to provide the City of Santa Clarita with a reliable understanding of its residents' opinions, satisfaction, and priorities as they relate to city services and facilities. As such, it can provide the City with information needed to make sound, strategic decisions in a variety of areas—including service improvements and enhancements, measuring and tracking internal performance, budgeting, and planning.

Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the results of the survey answer some of the key questions that motivated the research. The following conclusions are based on True North's interpretations of the results, as well as the firm's experience conducting similar studies for municipalities throughout the State.

How well is the City performing in meeting the needs of Santa Clarita residents?

The theme of the 2024 Community Opinion Survey was one of stability, with all major metrics remaining statistically consistent from 2022 to 2024. The overwhelming majority of residents with an opinion (88%) continue to be quite satisfied with the City's overall efforts to provide municipal services (86% in 2022), whereas just 14% were dissatisfied. Additionally, satisfaction was widespread among demographic subgroups, ranging from a low of 79% to a high of 96% (see *Overall Satisfaction* on page 14).

The high level of satisfaction expressed with the City's performance *in general* was also mirrored in residents' assessments of the City's performance in providing most specific services, with the highest satisfaction scores assigned to the City's efforts to provide trails and paseos for public use (96% very or somewhat satisfied), parks and recreation facilities (95%), library services (93%), special events like the Cowboy Festival, summer concerts, Senses, and cultural events (93%), sports and recreation programs (92%), and fire protection and prevention services (90%) (see *Specific Services* on page 17). For 17 of the 19 services tested, the City is meeting the needs of at least two-thirds of its residents—and for the vast majority of services the City is meeting the needs of more than 80% of residents (see *Performance Needs & Priorities* on page 23).

How do residents rate Santa Clarita as a place to live, work, and raise a family?

The City's solid performance has also contributed to a high quality of life for residents. Residents shared the most favorable opinions for Santa Clarita as a place to raise a family (85% excellent or good), the overall quality of life in the City (83%), and as a place to live (83%). Approximately two-thirds of residents assigned an excellent or good rating to Santa Clarita as a place to recreate (67%), and just over half felt favorably about Santa Clarita as a place to retire (54%). A little less than half of respondents provided a positive rating to Santa Clarita as a place to work (47%), although it should be noted that 14% of respondents held no opinion or did not provide a rating for Santa Clarita on this dimension.

The overall quality of life rating has remained consistently high since the first survey in 2016. As in prior years, positive sentiment was widespread, with the percentage rating the quality of life as excellent or good ranging between 74% and 89% for all demographic subgroups (see *Overall Quality of Life* on page 9).

Another indicator of a well-managed city meeting its residents' needs is that when asked to indicate one thing city government could do to make Santa Clarita a better place to live, one in five respondents could not identify a desired change (14%) or stated that no changes are needed/everything is fine (7%). Among specific changes desired, the most common were limiting growth and development (14%), improving public safety (8%), providing more affordable housing (7%), addressing homeless issues (6%), increasing the number of high-end shopping and dining opportunities (6%), and reducing traffic congestion (6%).

How do residents view local governance and city staff's performance?

Through its consistent high-quality provision of services and facilities, the City has secured the trust of the overwhelming majority of its residents—with 81% indicating that they trust the City of Santa Clarita in 2024 (80% in 2022). For perspective, the survey found that less than half of Santa Clarita residents trust the United States Federal Government (45%), State of California (44%), and the County of Los Angeles (44%). Responses to this question series were similar in 2022.

Contributing to the high level of resident trust and positive ratings the City receives for specific service areas is the day-to-day customer service provided by city staff. Indeed, the staff members at the City of Santa Clarita are often the “face” of the City for residents using city facilities, participating in various programs or events, or in need of assistance from the City on any number of matters. Consistent with past surveys, close to three-in-ten respondents (27%) reported they had contact with Santa Clarita staff at least once during the 12 months prior to the interview, and staff members received high marks for being professional (93%), accessible (89%), and helpful (82%).

Where should the City focus its efforts in the future?

In addition to measuring the City's current performance, a primary goal of this study is to look *forward* and identify opportunities to adjust services, improve facilities, and/or refine communications strategies to best meet the community's evolving needs and expectations. Although resident satisfaction in Santa Clarita is high, there is always room for improvement. Below we note some of the areas that present the best opportunities in this regard.

Considering residents' verbatim answers regarding the most important issues facing the community (see *Most Important Issue Facing Santa Clarita* on page 8), what city government could do to make Santa Clarita a better place to live (see *Changes to Improve Santa Clarita* on page 12),

the list of services and their priority status for future attention (see *Performance Needs & Priorities* on page 23), and comparing the opinions of residents who are generally satisfied with the City's performance with those generally dissatisfied (see *Differentiators of Opinion* on page 21) the themes of managing traffic congestion, supporting homeless services, addressing youth drug use, providing diversity and inclusion programs, ensuring public safety, managing growth and development, and maintaining city streets and sidewalks stood out as key areas of opportunity and interest for residents.

Having identified these general themes as focus areas for residents and potential opportunities to further enhance resident satisfaction, it is also important to stress that the appropriate strategy is often a combination of communication and actual service improvements. It may be, for example, that many residents are simply not aware of the City's ongoing infrastructure improvement efforts, or the limits of what a city can do to address homelessness. Choosing the appropriate balance of actual service improvements and efforts to raise awareness on these matters will be a key to maintaining and improving the community's overall satisfaction in the short- and long-term.

It is also important to keep in mind that although these areas represent opportunities to improve resident satisfaction, the City should not oversteer. Indeed, the main takeaway from this 2024 study is that the City does many things very well, and emphasis should be on continuing to perform at that high level. The vast majority of residents are pleased with the City's efforts to provide services, programs, and facilities and have a favorable opinion of the City's performance in most areas. The *top priority* for the City should thus be to do what it takes to maintain the high quality of services that it currently provides.

How well is the City communicating with Santa Clarita residents, and what are some of the main challenges?

The importance of city communication with residents cannot be overstated. Much of a city's success is shaped by the quality of information that is exchanged in both directions, from the City to the community and from the community to the City. This study is just one example of Santa Clarita' efforts to enhance the information flow *to* the City to better understand the community's concerns, perceptions, and needs. Some of Santa Clarita' many efforts to communicate with its residents include its newsletters, smart phone apps, timely press releases, social media accounts, and its website.

Keeping up with the challenge of communicating with residents has been difficult for many public agencies in recent years. As the number of information sources and channels available to the public have dramatically increased, so too has the diversity in where residents regularly turn for their information. Not only have entirely new channels arisen to become mainstream and nearly ubiquitous (e.g., social media), within

these channels there exists a proliferation of alternative services. To add to the challenge, residents' preferences for information sources are also dynamic, subject to change as new services are made available while others may fade in popularity, making thorough, effective communication a *moving* target for public agencies.

The present survey provides positive news with respect to city-resident communication. Three-quarters (75%) of residents said they were satisfied with the City's efforts to communicate through newsletters, the Internet, local media, social media, and other means—virtually unchanged since 2020. Looking forward, the 2024 survey does provide some guidance as to the most effective ways that the City can communicate with residents, as well as how preferred methods of communication may vary based on factors such as age, ethnicity, and satisfaction with the City's performance (see *Communication Preferences* on page 40). Overall, respondents cited the City's smart phone app as the most effective method (85% very or somewhat effective), followed closely by social media (83%) and the City's website (82%). And Instagram topped the list as the preferred social media site for the first time in 2024 (previously Facebook).

It is important to recognize that the challenges associated with city-resident communication will continue to change (and may continue to grow) as secondary sources proliferate and technology changes. To stay ahead of the curve, Santa Clarita, like other cities, should periodically conduct a careful review of its communications strategies and budget to ensure that both are evolving accordingly.

QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents’ top of mind opinions about the most important issues facing Santa Clarita, the quality of life in the City, and their ideas for how city government could improve the quality of life in the community.

MOST IMPORTANT ISSUE FACING SANTA CLARITA At the outset of the interview, respondents were asked to indicate the most important issue facing the Santa Clarita community. Question 2 was posed in an open-ended manner, allowing residents to mention any issue that came to mind without being prompted by or restricted to a list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 1.

Santa Clarita residents were most apt to cite public safety concerns as the most important issue facing the community (24%), followed by growth and development (18%), traffic congestion (18%), and homelessness (14%). Approximately 13% of residents were unsure or could not think of any important issues.

Public safety, which was the third most salient issue in 2018 and fourth in 2020, has been top of mind for respondents since 2022 (see Table 1 on next page). With the exception of COVID-19 (top response in 2020), the top three *specific* issues cited by residents have remained consistent since 2018.

Question 2 *What would you say is the most important issue facing the Santa Clarita community today?*

FIGURE 1 MOST IMPORTANT ISSUE FACING COMMUNITY

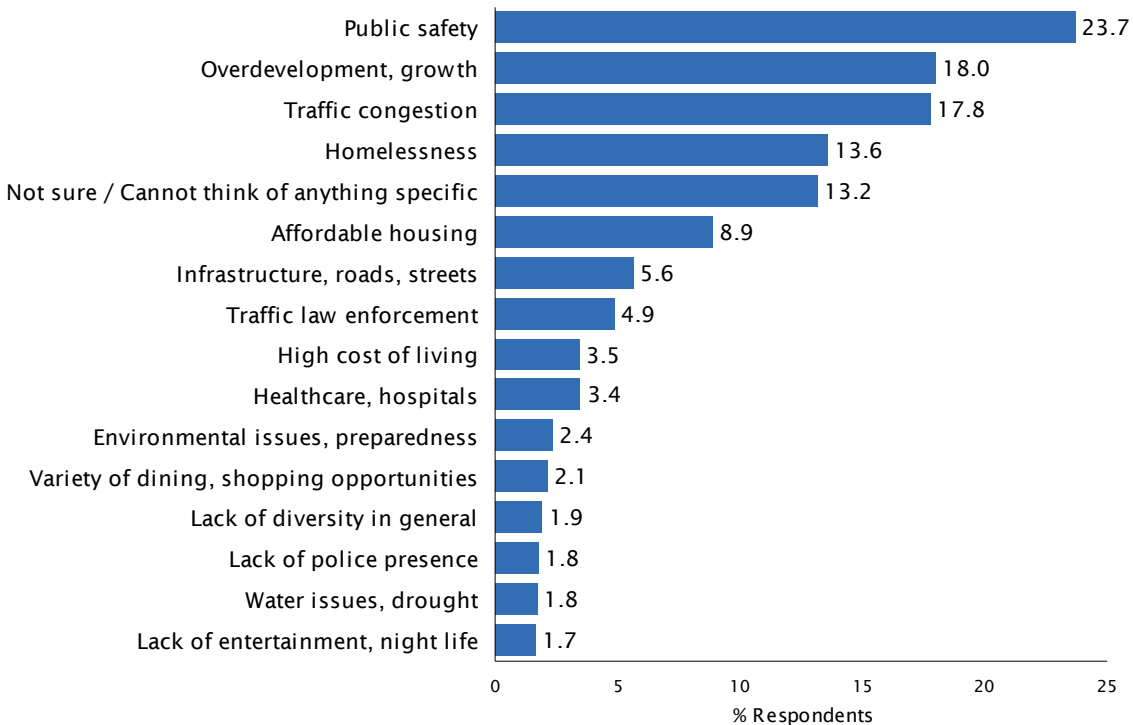


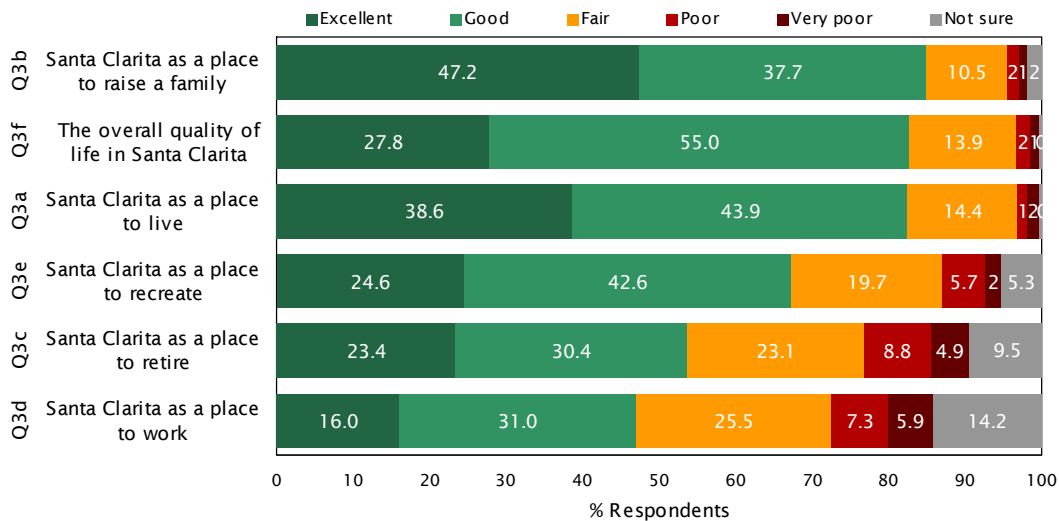
TABLE 1 MOST IMPORTANT ISSUE FACING COMMUNITY BY STUDY YEAR

| Study Year | | | | |
|--|--|--|--|--------------------------|
| 2024 | 2022 | 2020 | 2018 | 2016 |
| Public safety | Public safety | COVID-19 concerns, issues | Traffic congestion | Traffic congestion |
| Overdevelopment, growth | Overdevelopment, growth | Traffic congestion | Overdevelopment, growth | Water issues, drought |
| Traffic congestion | Traffic congestion | Overdevelopment, growth | Public safety | Overdevelopment, growth |
| Homelessness | Homelessness | Not sure / Cannot think of anything specific | Not sure / Cannot think of anything specific | Jobs, economy |
| Not sure / Cannot think of anything specific | Not sure / Cannot think of anything specific | Public safety | Homelessness | Public safety |
| Affordable housing | Water issues, drought | Racial inequality | Infrastructure, roads, streets | Education, local schools |
| Infrastructure, roads, streets | Affordable housing | Homelessness | Affordable housing | Affordable housing |
| Traffic law enforcement | Environmental issues, preparedness | Environmental issues, preparedness | Water issues, drought | Nothing |
| High cost of living | Infrastructure, roads, streets | Economy, jobs | Enforcing traffic laws | Poverty, homeless |
| Healthcare, hospitals | Racial issues | Police funding, reform, support concerns | Economy, jobs | Transportation issues |

OVERALL QUALITY OF LIFE Santa Clarita residents were next asked to rate the City on a number of key dimensions, including overall quality of life, as a place to raise a family, and as a place to work, using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 2, the majority of residents shared favorable opinions of the City on five of the six aspects tested, with the most positive ratings provided for Santa Clarita as a place to raise a family (85% excellent or good), the overall quality of life in the City (83%), and as a place to live (83%).

Question 3 *How would you rate: _? Would you say it is excellent, good, fair, poor, or very poor?*

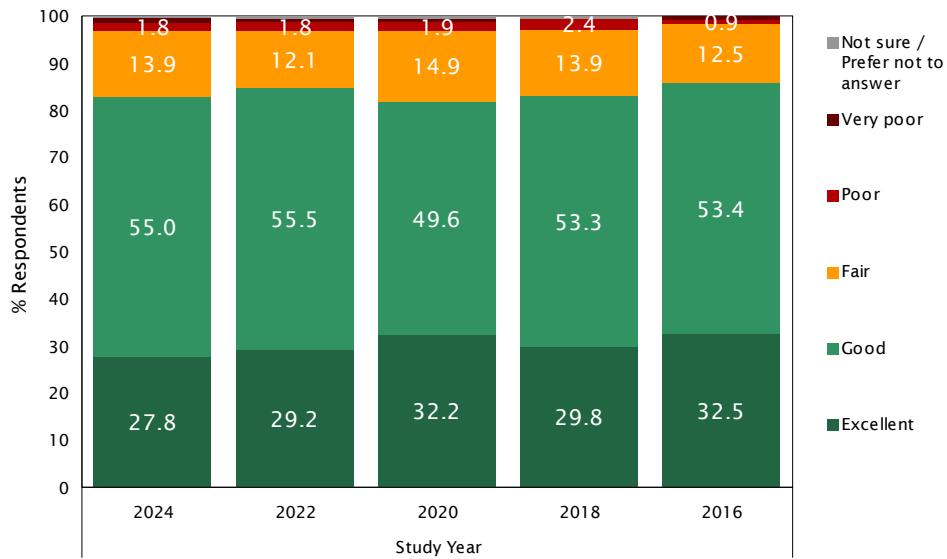
FIGURE 2 RATING SANTA CLARITA



Approximately two thirds of residents assigned an excellent or good rating to Santa Clarita as a place to recreate (67%), and just over half felt favorably about Santa Clarita as a place to retire (54%). A little less than half of respondents provided a positive rating to Santa Clarita as a place to work (47%), although it should be noted that 14% of respondents held no opinion or did not provide a rating for Santa Clarita on this dimension.

As shown in Figure 3, the percentage of residents who rated the overall quality of life in Santa Clarita as excellent or good has remained quite stable since 2016.

FIGURE 3 OVERALL QUALITY OF LIFE BY STUDY YEAR



Figures 4 through 6 on the next page show how quality of life ratings varied by years of residence, age of the respondent, ethnicity, community of residence, survey language, homeownership status, gender, and presence of a child in the home. Ratings ranged from a low of 74% excellent or good to a high of 89%. Compared with their respective counterparts, quality of life ratings were somewhat higher among residents who identified their ethnicity as a category besides *other*, those who took the survey in Spanish, and male respondents. Also worth noting is the positive relationship with age, such that favorable ratings generally increased as the age of the respondent increased.

FIGURE 4 OVERALL QUALITY OF LIFE BY YEARS IN SANTA CLARITA & AGE

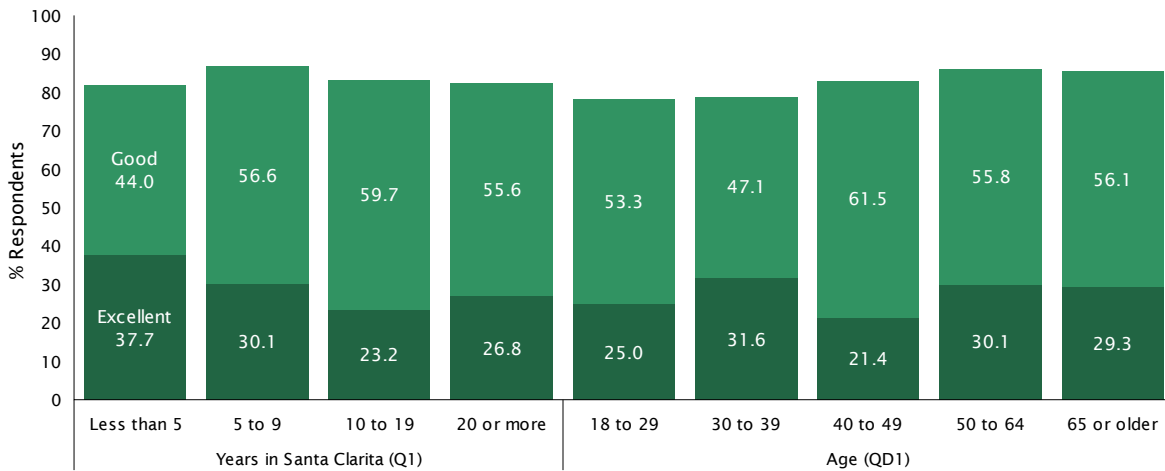


FIGURE 5 OVERALL QUALITY OF LIFE BY ETHNICITY & COMMUNITY OF RESIDENCE

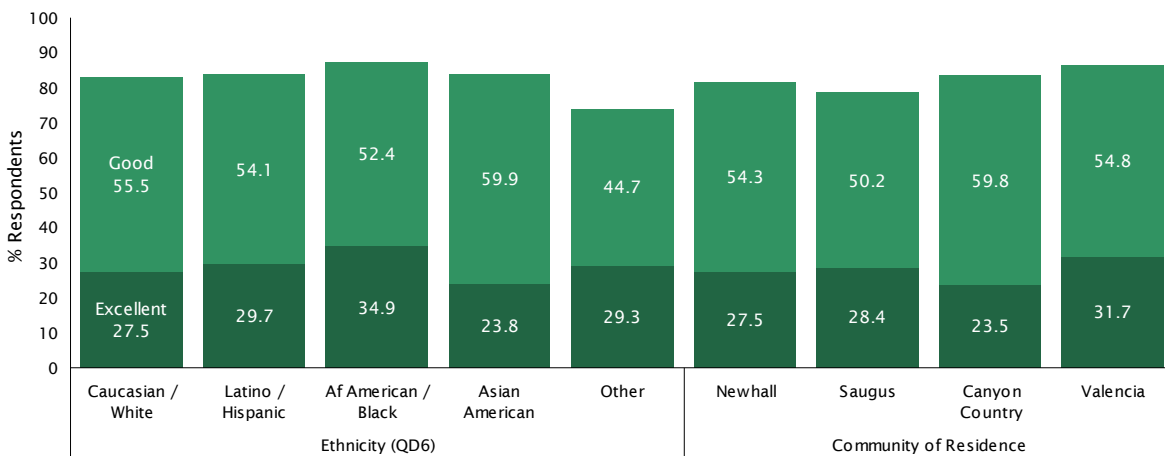
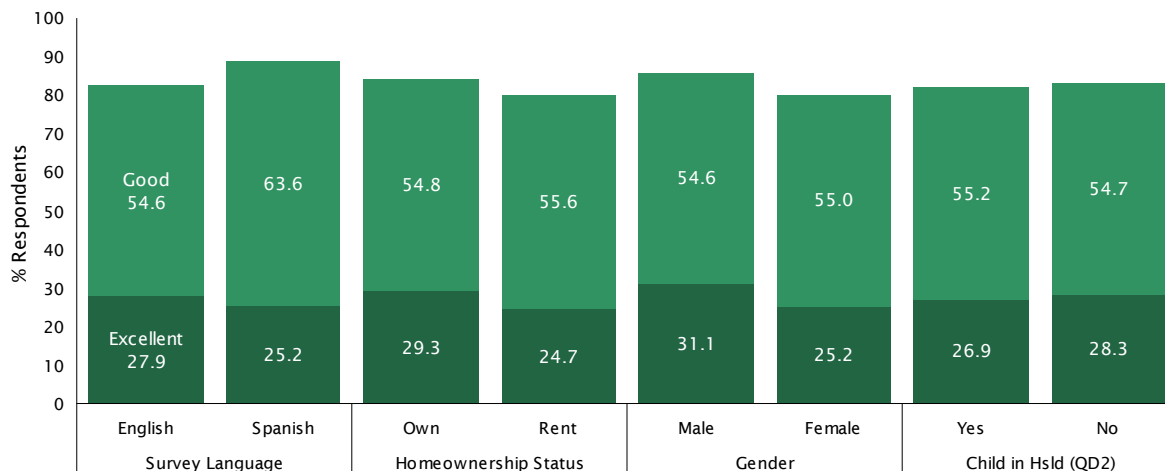


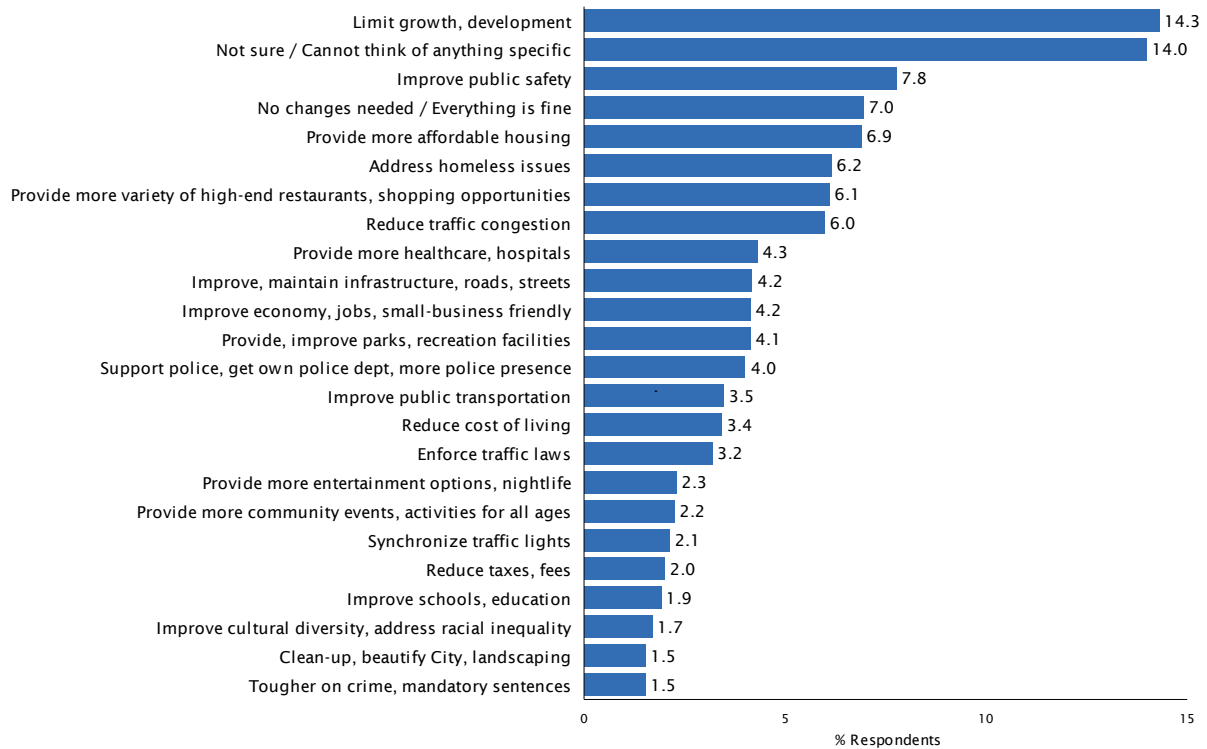
FIGURE 6 OVERALL QUALITY OF LIFE BY SURVEY LANGUAGE, HOMEOWNERSHIP STATUS, GENDER & CHILD IN HSLD



CHANGES TO IMPROVE SANTA CLARITA In an open-ended manner similar to that described previously for Question 2, all respondents were asked to indicate the one thing that city government could *change* to make Santa Clarita a better place to live. True North reviewed the verbatim responses to Question 4 and grouped them into the categories shown in Figure 7.

Question 4 *If the city government could change one thing to make Santa Clarita a better place to live, what change would you like to see?*

FIGURE 7 CHANGES TO IMPROVE SANTA CLARITA



Approximately one-in-five respondents could not think of any desired changes (14%) or reported that no changes were needed (7%), both of which are indicative of a resident who does not perceive any pressing issues or problems in the City. Among specific changes desired, the most common were limiting growth and development (14%), improving public safety (8%), providing more affordable housing (7%), addressing homeless issues (6%), increasing the number of high-end shopping and dining opportunities (6%), and reducing traffic congestion (6%). No other single issue was mentioned by at least 5% of respondents.

Table 2 on the next page provides the top ten responses to Question 4 over the past four surveys. It’s worth noting how improving public safety has climbed in the rankings, whereas reducing traffic congestion has declined and is no longer one of the top three suggestions.

TABLE 2 CHANGES TO IMPROVE SANTA CLARITA BY STUDY YEAR

| Study Year | | | |
|--|---|---|--|
| 2024 | 2022 | 2020 | 2018 |
| Limit growth, development | Limit growth, development | Not sure / Cannot think of anything specific | Limit growth, development |
| Not sure / Cannot think of anything specific | Not sure / Cannot think of anything specific | Limit growth, development | Reduce traffic congestion |
| Improve public safety | Reduce traffic congestion | Reduce traffic congestion | Not sure / Cannot think of anything specific |
| No changes needed / Everything is fine | Address homeless issues | No changes needed | Provide more affordable housing |
| Provide more affordable housing | Improve public safety | Improve cultural diversity, address racial inequality | Improve, maintain infrastructure, roads, sidewalks |
| Address homeless issues | Provide more affordable housing | Improve public safety, more police presence | Improve public safety, more police presence |
| Provide more variety of high-end restaurants, shopping opportunities | Support police, get own police dept, more police presence | Provide more affordable housing | Improve economy, jobs, business |
| Reduce traffic congestion | Improve, maintain infrastructure, roads, streets | Improve City government, leadership | No changes needed |
| Provide more healthcare, hospitals | No changes needed / Everything is fine | Address COVID-19 issues, concerns | Address homeless issues |
| Improve, maintain infrastructure, roads, streets | Provide more community events, activities for all ages | Improve, maintain infrastructure, roads, sidewalks | Reduce taxes, fees, Mello-Roos |

CITY SERVICES

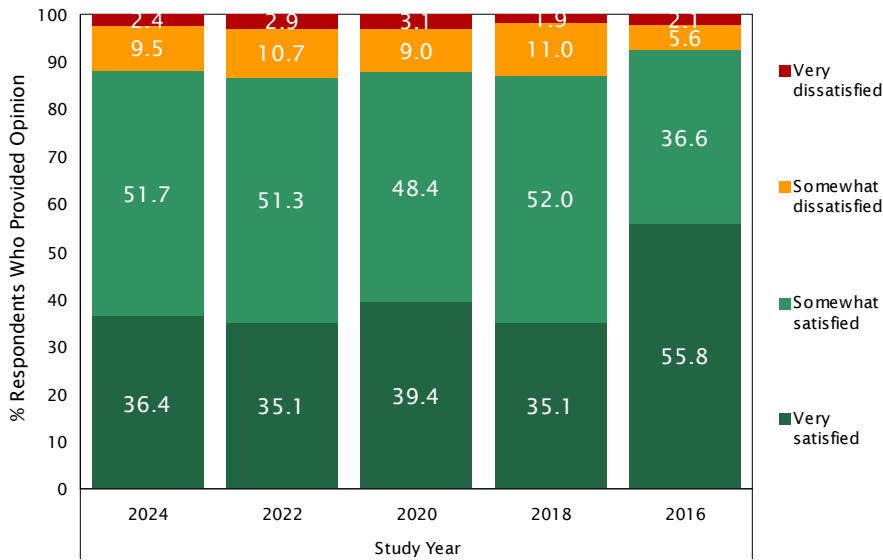
After measuring respondents’ perceptions of the quality of life in Santa Clarita and the top overall issues facing the City, the survey next turned to assessing opinions about the City’s performance in providing various municipal services.

OVERALL SATISFACTION The first question in this series asked respondents to indicate if, overall, they were satisfied or dissatisfied with the job the City of Santa Clarita is doing to provide city services. Because this question does not reference a specific program, facility, or service and requested that the respondent consider the City’s performance in general, the findings of this question may be regarded as an *overall performance rating* for the City.

As shown in Figure 8, the vast majority (88%) of Santa Clarita residents who provided an opinion indicated they were either very (36%) or somewhat (52%) satisfied with the City’s efforts to provide municipal services in 2024, whereas approximately 12% were dissatisfied. Total satisfaction has remained relatively consistent since 2018.

Question 5 *Next, I would like to ask a series of questions about services provided by the City of Santa Clarita. In general, are you satisfied or dissatisfied with the job the City of Santa Clarita is doing to provide city services?*

FIGURE 8 OVERALL SATISFACTION BY STUDY YEAR



The next three figures display how residents’ opinions about the City’s overall performance in providing municipal services varied across a host of demographic subgroups. The most striking pattern in the figures is that the high levels of satisfaction exhibited by respondents as a whole (see Figure 8 above) were generally echoed across resident subgroups, with satisfaction ranging from a low of 79% to a high of 96%.

FIGURE 9 OVERALL SATISFACTION BY YEARS IN SANTA CLARITA & AGE

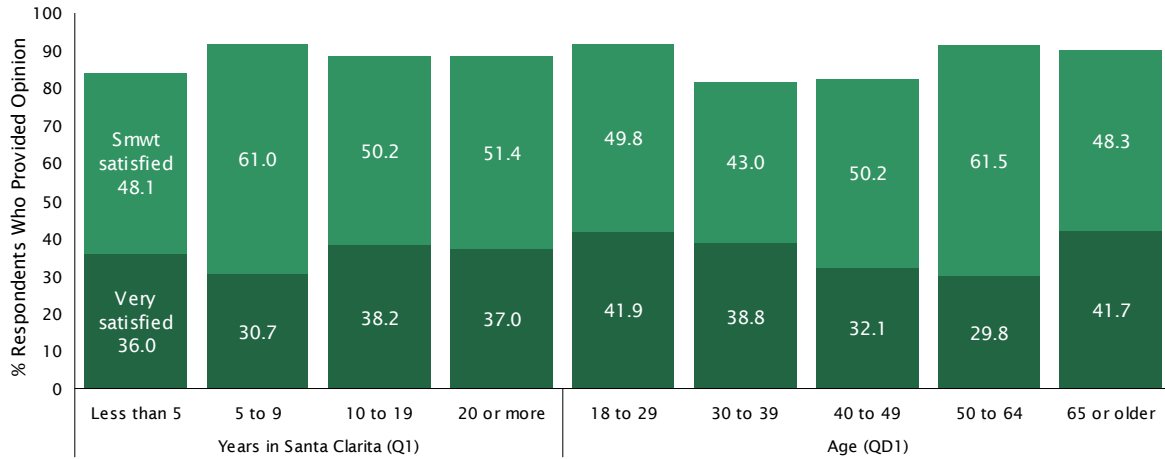


FIGURE 10 OVERALL SATISFACTION BY ETHNICITY & COMMUNITY OF RESIDENCE

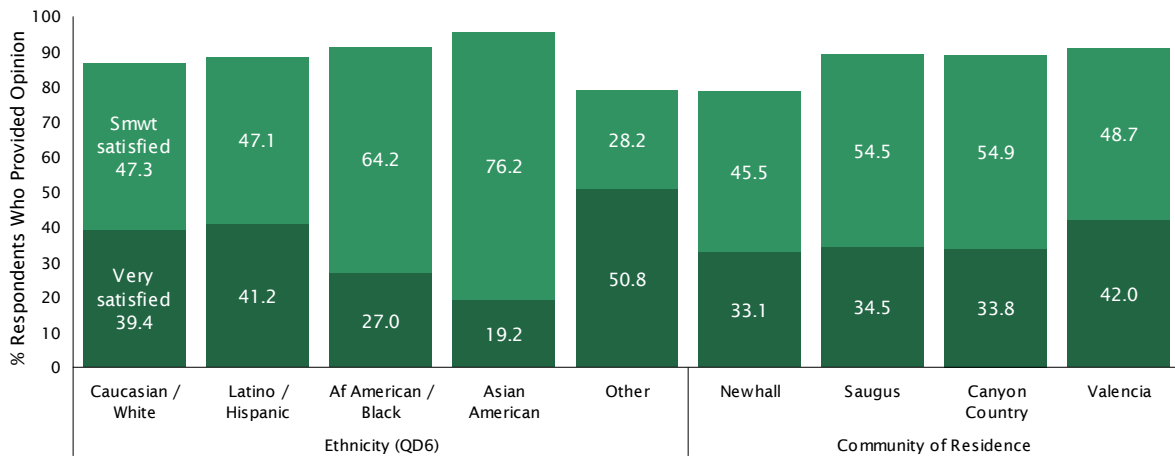
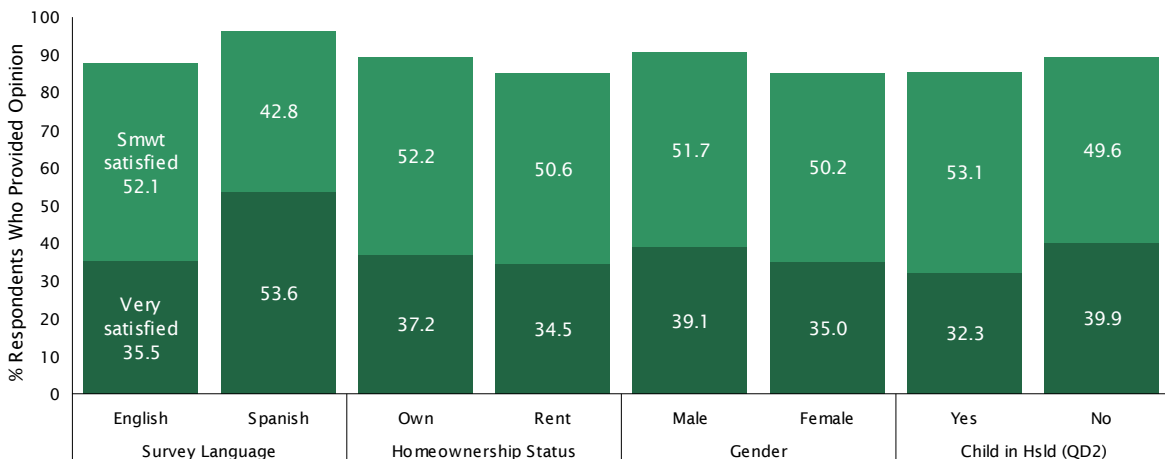


FIGURE 11 OVERALL SATISFACTION BY SURVEY LANGUAGE, HOMEOWNERSHIP STATUS, GENDER & CHILD IN HSLD

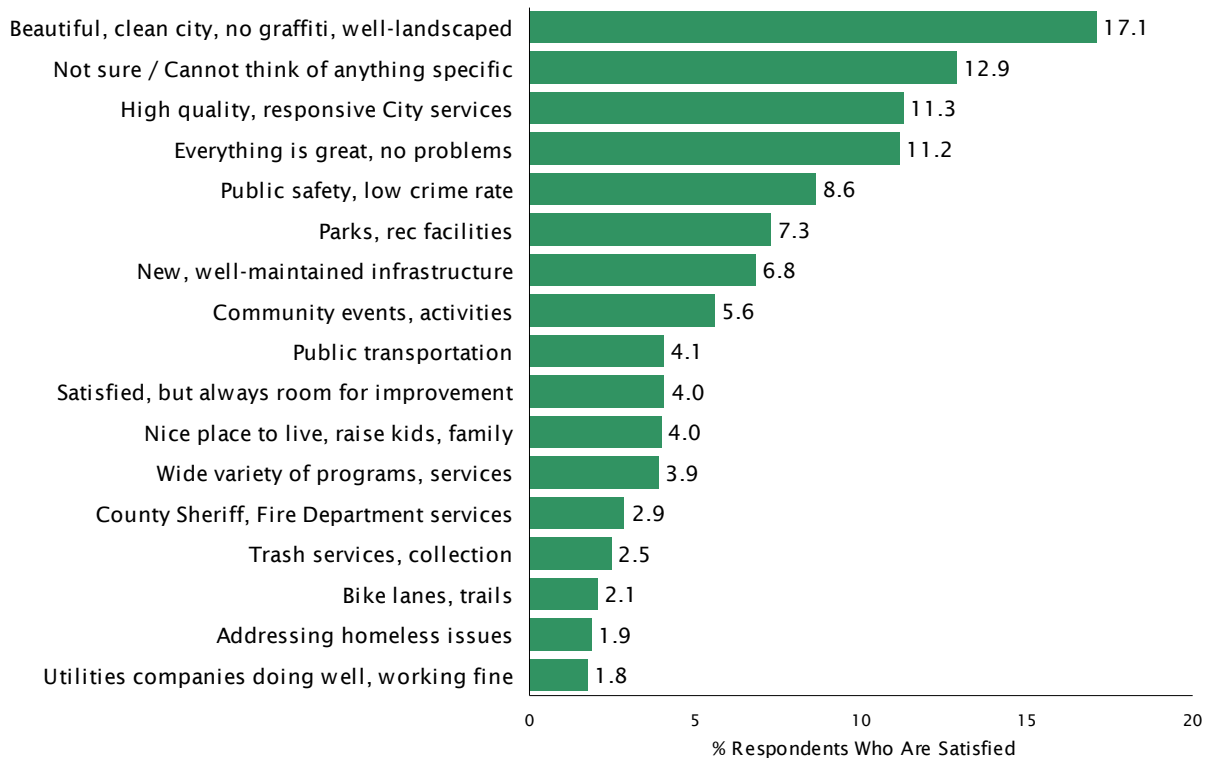


To better understand the reasons behind their ratings, residents were next asked a follow-up question based on whether they were satisfied or dissatisfied with the job the City of Santa Clarita is doing to provide city services. Both questions 6 and 7 were asked in an open-ended manner, which allowed respondents to describe the reasons for their opinion without being prompted by, or restricted to, a list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in figures 12 and 13.

When asked *why* they were satisfied with the City’s performance, close to a quarter of respondents indicated that everything is great (11%) or did not provide a specific reason for their satisfaction (13%). Approximately 17% of satisfied residents mentioned the City’s appearance, such as its cleanliness, lack of graffiti, and well-landscaped public areas as the top reason for their satisfaction and another 11% referenced the City’s high quality, responsive public services. Other specific reasons cited by at least 5% of satisfied respondents included public safety and the low crime rate (9%), parks and recreation facilities (7%), the City’s new and/or well-maintained infrastructure (7%), and community events and activities (6%).

Question 6 *Why would you say you are satisfied with the job the City of Santa Clarita is doing providing city services?*

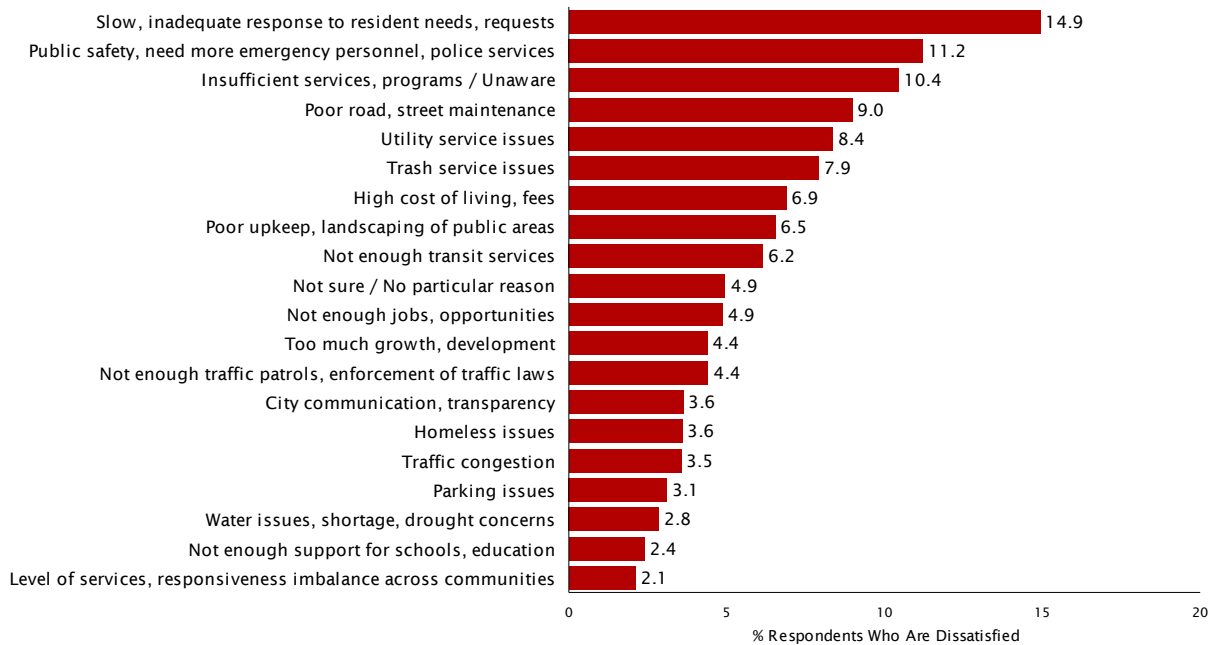
FIGURE 12 REASONS FOR SATISFACTION



Among residents generally *dissatisfied* with the City’s performance, a perceived slow, inadequate response to residents’ needs and requests was the top reason for their sentiment (15%), followed by public safety/need for more emergency personnel and police (11%), insufficient services and programs (10%), poor street and road maintenance (9%), utility service issues (8%), and trash service issues (8%). Other specific reasons mentioned by at least 5% of dissatisfied respondents included the high cost of living (7%), poor upkeep and landscaping of public areas (7%), and lack of transit services (6%).

Question 7 *Why would you say you are dissatisfied with the job the City of Santa Clarita is doing providing city services?*

FIGURE 13 REASONS FOR DISSATISFACTION



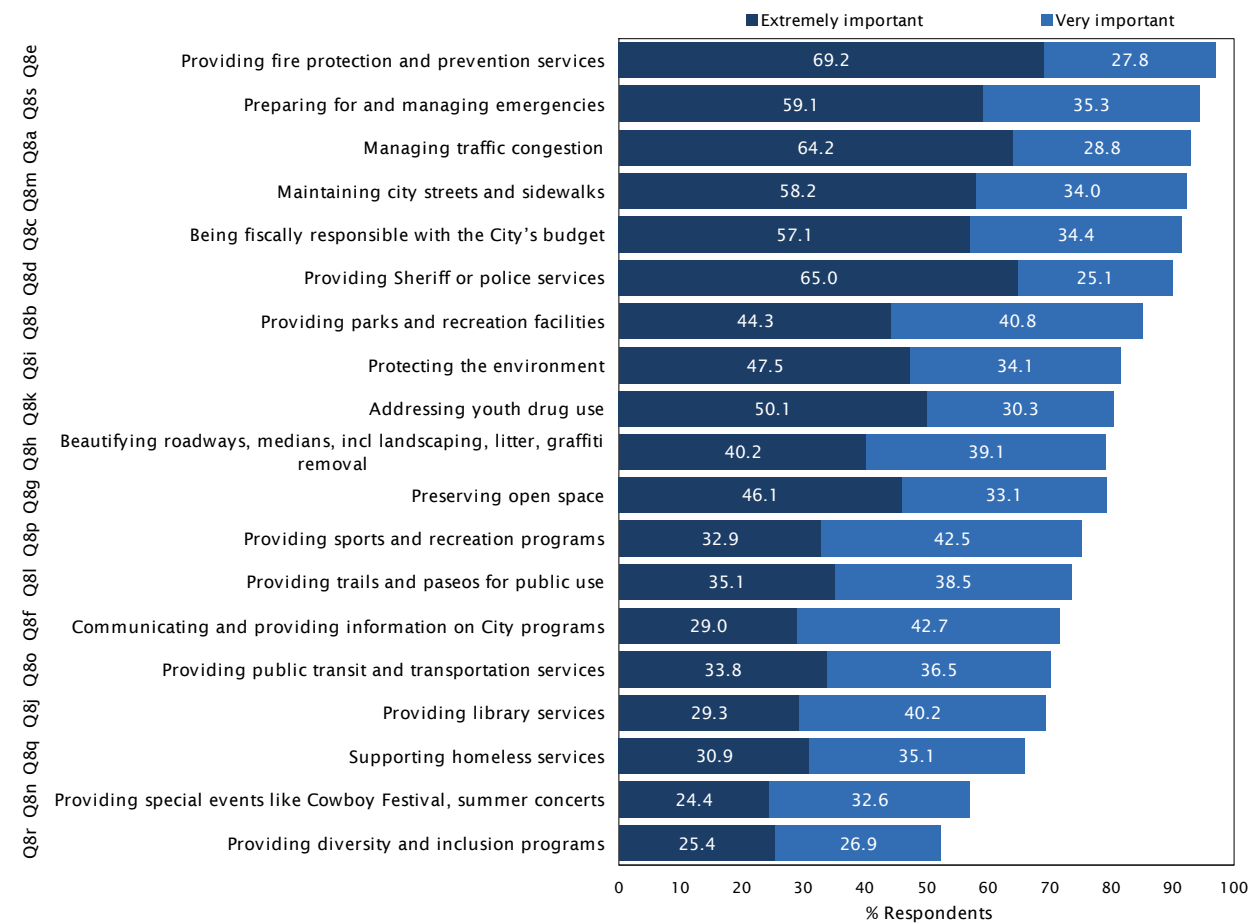
SPECIFIC SERVICES Whereas Question 5 addressed the City’s *overall* performance, the next series of questions asked respondents to rate the importance of *specific* services offered by the City, as well as their level of satisfaction with efforts to provide these services. For each service, respondents were first asked whether they thought a service was extremely important, very important, somewhat important, or not at all important. Respondents were then asked about their level of satisfaction with these same services. The order of items was randomized for each respondent to avoid a systematic position bias.

Figure 14 on the next page presents the services sorted from high to low according to the percentage of respondents who rated a service as *at least* very important. Residents rated providing fire protection and prevention services as the most important (97% extremely or very important), followed by preparing for and managing emergencies (94%), managing traffic congestion (93%), maintaining city streets and sidewalks (92%), being fiscally responsible with the City’s budget (92%), and providing Sheriff or police services (90%).

At the other end of the spectrum, providing diversity and inclusion programs (52%) and providing special events like the Cowboy Festival, summer concerts, Senses, and cultural events (57%) were viewed as less important.

Question 8 Next, I'm going to read a list of city services. For each, please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important.

FIGURE 14 IMPORTANCE OF SERVICES



As shown in Table 3 on the next page, there was a statistically significant increase in the importance assigned to providing sports and recreation programs (+5% extremely or very important) and a decline in the importance assigned to supporting homeless services (-6%) during that same time period. Each of the other 17 services were statistically consistent.

TABLE 3 IMPORTANCE OF SERVICES BY STUDY YEAR²

| | Study Year | | | | Change in % Extremely + Very 2022 to 2024 |
|---|------------|------|------|------|---|
| | 2024 | 2022 | 2020 | 2018 | |
| Providing sports and recreation programs | 75.3 | 70.8 | 72.3 | 69.2 | +4.5† |
| Providing special events like Cowboy Festival, summer concerts | 57.0 | 53.6 | 54.0 | 49.7 | +3.4 |
| Communicating and providing information on City programs | 71.7 | 69.6 | 74.4 | 69.1 | +2.1 |
| Beautifying roadways, medians, incl landscaping, litter, graffiti removal | 79.3 | 77.8 | 76.0 | 75.2 | +1.5 |
| Managing traffic congestion | 93.0 | 91.7 | 89.0 | 96.1 | +1.3 |
| Being fiscally responsible with the City's budget | 91.5 | 90.2 | 91.5 | 93.5 | +1.3 |
| Preparing for and managing emergencies | 94.4 | 93.2 | 93.8 | N/A | +1.2 |
| Providing Sheriff or police services | 90.1 | 89.0 | 83.5 | 94.3 | +1.1 |
| Addressing youth drug use | 80.3 | 79.4 | 78.3 | 80.1 | +0.9 |
| Protecting the environment | 81.6 | 81.1 | 81.3 | 79.9 | +0.5 |
| Providing public transit and transportation services | 70.3 | 69.8 | 70.7 | 69.8 | +0.4 |
| Maintaining city streets and sidewalks | 92.3 | 91.9 | 91.9 | 94.1 | +0.4 |
| Providing fire protection and prevention services | 97.0 | 96.9 | 96.5 | 96.5 | +0.1 |
| Providing parks and recreation facilities | 85.1 | 85.1 | 85.1 | 81.8 | -0.0 |
| Preserving open space | 79.2 | 80.6 | 82.0 | 81.3 | -1.4 |
| Providing trails and paseos for public use | 73.7 | 75.2 | 77.4 | 71.6 | -1.5 |
| Providing library services | 69.5 | 72.1 | 73.7 | 66.8 | -2.6 |
| Providing diversity and inclusion programs | 52.2 | 55.8 | 60.2 | N/A | -3.6 |
| Supporting homeless services | 66.0 | 71.6 | 65.8 | N/A | -5.6† |

† Statistically significant change (p < 0.05) between the 2022 and 2024 studies.

Turning to the satisfaction component, Figure 15 on the next page sorts the same list of services according to the percentage of respondents who indicated they were either very or somewhat satisfied with the City’s efforts to provide the service. For comparison purposes between the services, only respondents who held an opinion (satisfied or dissatisfied) are included in the figure. Those who did not have an opinion were removed from this analysis. The percentage of respondents who provided an opinion (satisfied or dissatisfied) is presented in brackets beside the service label in the figure, while the colored bars represent the answers of those with an opinion.

More than two-thirds of residents who provided an opinion indicated satisfaction with the City’s performance in 17 of the 19 service areas tested. At the top of the list, respondents were most satisfied with the City’s efforts to provide trails and paseos for public use (96% very or somewhat satisfied), followed closely by efforts to provide parks and recreation facilities (95%), provide library services (93%), provide special events like the Cowboy Festival, summer concerts, Senses, and cultural events (93%), provide sports and recreation programs (92%), and provide fire protection and prevention services (90%). Respondents were less satisfied with the City’s efforts to manage traffic congestion (49%) and support homeless services (58%).

2. Supporting homeless services was previously worded as providing homeless services (2020 & 2022). As such, the decline in importance could be an artifact of the change in wording.

Question 9 For the same list of services I just read, I'd like you to tell me how satisfied you are with the job the City is doing to provide the service. Are you satisfied or dissatisfied with the City's efforts to: _____, or do you not have an opinion?

FIGURE 15 SATISFACTION WITH SERVICES

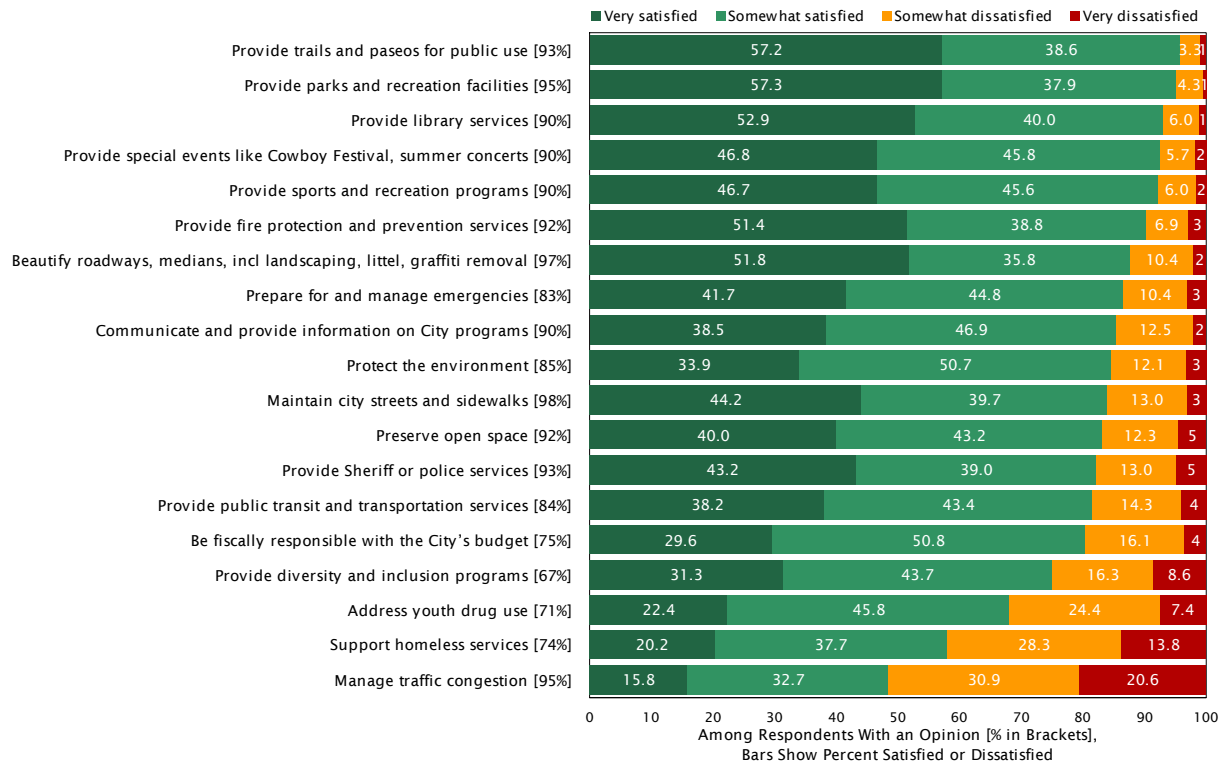


Table 4 on the next page shows the difference in the percentage of residents who reported being satisfied with the City's efforts to provide each service by study year. Most service areas experienced small changes in satisfaction ratings over the past two years, with only 4 of 19 service areas exhibiting a statistically significant change. From 2022 to 2024, there were statistically significant increases in satisfaction with the City's efforts to protect the environment (+7%), support homeless services³ (+7%), provide diversity and inclusion programs (+4%), and provide special events (+3%).

3. Supporting homeless services was previously worded as providing homeless services (2020 & 2022). As such, the increase in satisfaction could be an artifact of the change in wording.

TABLE 4 SATISFACTION WITH SERVICES BY STUDY YEAR

| | Study Year | | | | | Change in Satisfaction 2022 to 2024 |
|---|------------|------|------|------|------|--|
| | 2024 | 2022 | 2020 | 2018 | 2016 | |
| Protect the environment | 84.6 | 77.4 | 77.6 | 79.4 | 85.8 | +7.2† |
| Support homeless services | 58.0 | 51.5 | 58.2 | N/A | N/A | +6.5† |
| Provide diversity and inclusion programs | 75.1 | 70.9 | 66.3 | N/A | N/A | +4.1† |
| Provide special events like Cowboy Festival, summer concerts | 92.6 | 89.4 | 89.9 | 92.2 | 90.2 | +3.1† |
| Address youth drug use | 68.2 | 65.7 | 67.1 | 67.5 | 64.6 | +2.5 |
| Preserve open space | 83.2 | 80.9 | 78.9 | 75.3 | 86.8 | +2.2 |
| Communicate and provide information on City programs | 85.4 | 83.7 | 80.8 | 81.6 | 86.5 | +1.7 |
| Manage traffic congestion | 48.5 | 47.4 | 56.0 | 39.5 | N/A | +1.1 |
| Provide trails and paseos for public use | 95.8 | 94.7 | 93.4 | 91.7 | 92.6 | +1.0 |
| Provide parks and recreation facilities | 95.2 | 94.2 | 93.2 | 94.0 | 94.6 | +0.9 |
| Beautify roadways and medians, incl landscaping, litter, graffiti removal | 87.6 | 87.6 | 88.7 | 88.0 | 90.1 | +0.0 |
| Provide library services | 92.9 | 92.9 | 93.0 | 93.9 | 94.0 | -0.1 |
| Provide fire protection and prevention services | 90.2 | 90.4 | 92.6 | 93.4 | 97.2 | -0.2 |
| Provide Sheriff or police services | 82.1 | 82.7 | 81.7 | 87.3 | 87.2 | -0.5 |
| Provide sports and recreation programs | 92.3 | 93.0 | 90.7 | 93.0 | 94.5 | -0.7 |
| Maintain city streets and sidewalks | 83.9 | 85.3 | 86.7 | 81.9 | 87.7 | -1.4 |
| Provide public transit and transportation services | 81.6 | 83.5 | 85.5 | 82.4 | 87.7 | -1.8 |
| Prepare for and manage emergencies | 86.5 | 88.8 | 87.5 | N/A | N/A | -2.3 |
| Be fiscally responsible with the City's budget | 80.4 | 83.2 | 80.8 | 80.8 | 84.9 | -2.8 |

† Statistically significant change (p < 0.05) between the 2022 and 2024 studies.

DIFFERENTIATORS OF OPINION For the interested reader, Table 5 on the next page displays how the level of satisfaction with each specific service tested in Question 9 varied according to residents’ overall performance ratings for the City (see *Overall Satisfaction* on page 14). The table divides residents who were satisfied with the City’s *overall performance* into one group and those dissatisfied into a second group. Also displayed is the difference between the two groups in terms of the percentage who indicated they were satisfied with the City’s efforts to provide each service tested in Question 9 (far right column). For convenience, the services are sorted by that difference, with the greatest differentiators of opinion near the top of the table.

Thus, for example, among those who were generally satisfied with the City’s overall performance in providing municipal services, 90% were also satisfied with the City’s efforts to maintain city streets and sidewalks, whereas 45% of those generally dissatisfied with the City’s overall performance were satisfied with this specific service area. This results in a large gap in satisfaction between these two groups (44%) for this service.

When compared with their counterparts, those satisfied with the City’s performance in providing services *overall* were also more likely to express satisfaction with the City’s efforts to provide each of the individual services tested in Question 9. With that said, the greatest specific differentiators of opinion between satisfied and dissatisfied residents were found with respect to the City’s efforts to maintain city streets and sidewalks, manage traffic congestion, and be fiscally responsible with the City’s budget.

At the other end of the spectrum, there was much less difference between the two resident groups regarding their satisfaction with the City’s efforts to provide trails and paseos for public use, provide parks and recreation facilities, and provide special events like the Cowboy Festival, summer concerts, Senses, and cultural events.

TABLE 5 SATISFACTION WITH SERVICES BY OVERALL SATISFACTION WITH CITY

| | | Satisfaction With City's Overall Performance (Q5) | | Difference Between Groups For Each Service |
|---|--|---|-------------------------------|--|
| | | Very or somewhat satisfied | Very or somewhat dissatisfied | |
| % Respondents Satisfied With Each Service | Maintain city streets and sidewalks | 89.5 | 45.2 | 44.3 |
| | Manage traffic congestion | 53.9 | 13.2 | 40.7 |
| | Be fiscally responsible with the City's budget | 85.5 | 48.7 | 36.8 |
| | Support homeless services | 62.9 | 28.3 | 34.6 |
| | Beautify roadways, medians, incl landscaping, litter, graffiti removal | 92.1 | 57.7 | 34.4 |
| | Provide Sheriff or police services | 86.2 | 52.4 | 33.8 |
| | Prepare for and manage emergencies | 91.2 | 58.5 | 32.7 |
| | Communicate and provide information on City programs | 89.6 | 58.0 | 31.5 |
| | Provide diversity and inclusion programs | 79.2 | 51.2 | 28.0 |
| | Provide public transit and transportation services | 85.1 | 61.5 | 23.6 |
| | Provide fire protection and prevention services | 93.4 | 71.1 | 22.3 |
| | Address youth drug use | 71.8 | 51.6 | 20.2 |
| | Protect the environment | 87.0 | 68.5 | 18.6 |
| | Provide library services | 94.9 | 78.0 | 16.9 |
| | Preserve open space | 85.2 | 70.9 | 14.2 |
| | Provide sports and recreation programs | 94.4 | 80.2 | 14.2 |
| | Provide special events like Cowboy Festival, summer concerts | 94.9 | 82.6 | 12.3 |
| | Provide parks and recreation facilities | 96.2 | 85.2 | 11.1 |
| Provide trails and paseos for public use | 97.3 | 87.4 | 9.9 | |



PERFORMANCE NEEDS & PRIORITIES

With a measure of the importance of a service to residents as well as a measure of satisfaction with the City's efforts to provide the service, True North is able to examine the relationship between these two dimensions and identify areas where the City has the greatest opportunities to improve resident satisfaction—and identify for which services the City is meeting, and even exceeding, the majority of residents' needs.

Rather than rely on *averages* to conduct this analysis, True North has developed an *individualized* approach to identifying priorities. This approach is built on the recognition that opinions will vary from resident to resident and that understanding this variation is required for assessing how well the City is meeting residents' needs.⁴ Table 6 on the next page presents a grid based on the importance and satisfaction scales. The horizontal axis corresponds to the four *importance* options, and the vertical scale corresponds to the four *satisfaction* options. The 16 cells within the grid are grouped into one of six categories based on how well the City is meeting, or not meeting, a resident's needs for a particular service. The six groups are as follows:

| | |
|--------------------------------------|--|
| <i>Exceeding Needs</i> | The City is exceeding a respondent's needs if a respondent is satisfied and the level of expressed satisfaction is higher than the importance that the respondent assigned to the service. |
| <i>Meeting Needs, Moderately</i> | The City is moderately meeting a respondent's needs if the respondent is satisfied and the level of satisfaction is commensurate with the level of importance assigned to the service. |
| <i>Meeting Needs, Marginally</i> | The City is marginally meeting a respondent's needs if the respondent is satisfied with the City's efforts to provide the service, but their level of satisfaction is lower than the level of importance assigned to the service. |
| <i>Not Meeting Needs, Marginally</i> | The City is marginally <i>not</i> meeting a respondent's needs if the respondent is somewhat dissatisfied, but the service is also viewed as just somewhat or not at all important. |
| <i>Not Meeting Needs, Moderately</i> | The City is moderately <i>not</i> meeting a respondent's needs if A) a respondent is very dissatisfied with the City's efforts to provide the service, but the service is viewed as somewhat or not at all important, or B) a respondent is somewhat dissatisfied and the service is very important. |
| <i>Not Meeting Needs, Severely</i> | The City is severely <i>not</i> meeting a respondent's needs if A) a respondent is dissatisfied and the service is viewed as extremely important, or B) a respondent is very dissatisfied and the service is very important. |

4. Any tool that relies on the opinions of the average respondent will provide a limited and occasionally distorted picture of how well an agency is performing. The simple fact is that a city is not comprised of average residents—it is comprised of unique individuals who vary substantially in their opinions of the City's performance in different service areas. Thus, although the arithmetic average of these individuals' opinions is a useful statistic, it does not capture the variation in opinions that occurs among residents, and it is this variation that is critical for truly assessing how well the City is meeting the needs of its residents.

TABLE 6 RESIDENT SERVICE NEEDS & PRIORITIES MATRIX

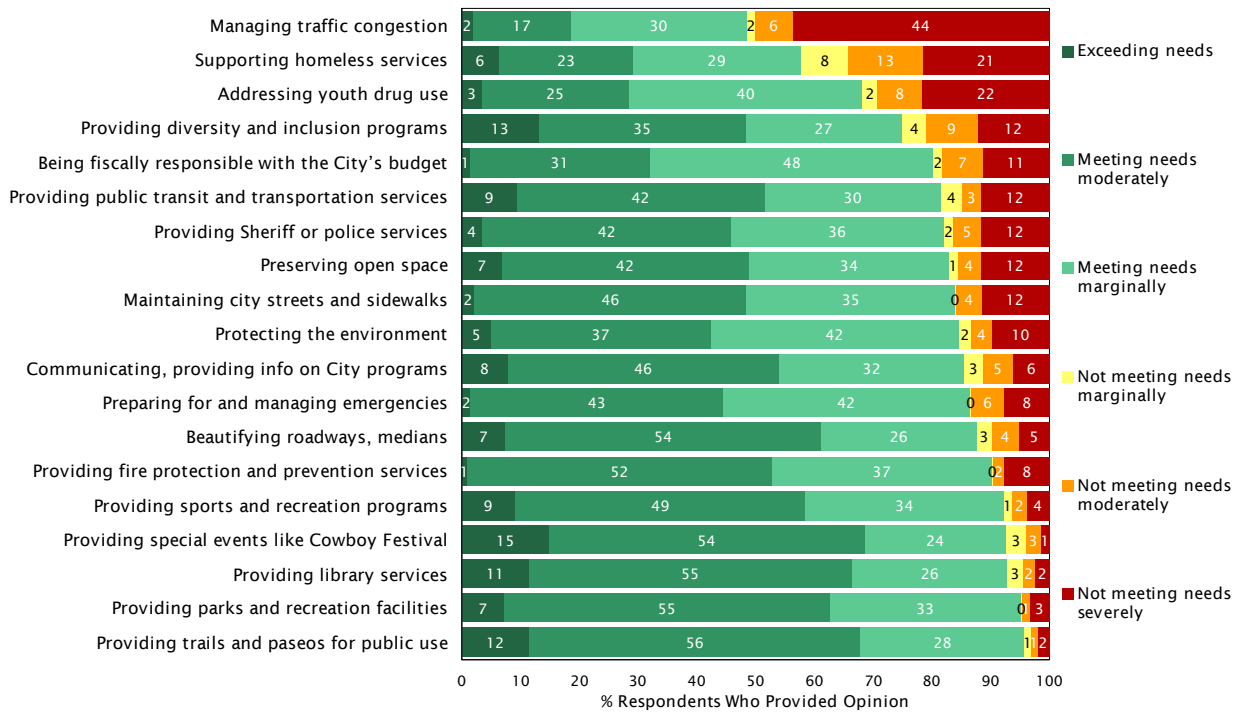
| | | Importance | | | |
|--------------|-----------------------|-------------------------------|-------------------------------|-------------------------------|-----------------------------|
| | | Not at all important | Somewhat important | Very important | Extremely important |
| Satisfaction | Very satisfied | Exceeding needs | Exceeding needs | Meeting needs, moderately | Meeting needs, moderately |
| | Somewhat satisfied | Exceeding needs | Meeting needs, moderately | Meeting needs, marginally | Meeting needs, marginally |
| | Somewhat dissatisfied | Not meeting needs, marginally | Not meeting needs, marginally | Not meeting needs, moderately | Not meeting needs, severely |
| | Very dissatisfied | Not meeting needs, moderately | Not meeting needs, moderately | Not meeting needs, severely | Not meeting needs, severely |

Using this framework, True North categorized respondents individually for each of the 19 services tested in the study. Thus, for example, a respondent who indicated that managing traffic congestion was somewhat important and they were very satisfied with the City’s efforts in this service area would be categorized in the *exceeding needs* group for this service. The same respondent may be grouped in the *marginally not meeting needs* group for another service (e.g., supporting homeless services) if they were somewhat dissatisfied with the City’s efforts to provide the service, but the service was viewed as only somewhat important.

Figure 16 presents the 19 services tested, along with the percentage of respondents grouped into each of the six possible categories. For ease of interpretation, the color-coding in Figure 16 is consistent with that presented in Table 6. For example, in the service area of managing traffic congestion, the City is exceeding the needs of 2% of respondents, moderately meeting the needs of 17% of respondents, marginally meeting the needs of 30% of respondents, marginally not meeting the needs of 2% of respondents, moderately not meeting the needs of 6% of respondents, and severely not meeting the needs of 44% of respondents.

Overall, the City is meeting the needs of at least two-thirds of residents for 17 of the 19 services tested. Operating from the management philosophy that, all other things being equal, the City should focus on improving those services that have the highest percentage of residents for which the City is currently *not* meeting their needs, the services have been sorted by order of priority. Thus, managing traffic congestion is the top priority, followed by supporting homeless services, addressing youth drug use, and providing diversity and inclusion programs.

FIGURE 16 RESIDENT SERVICE NEEDS



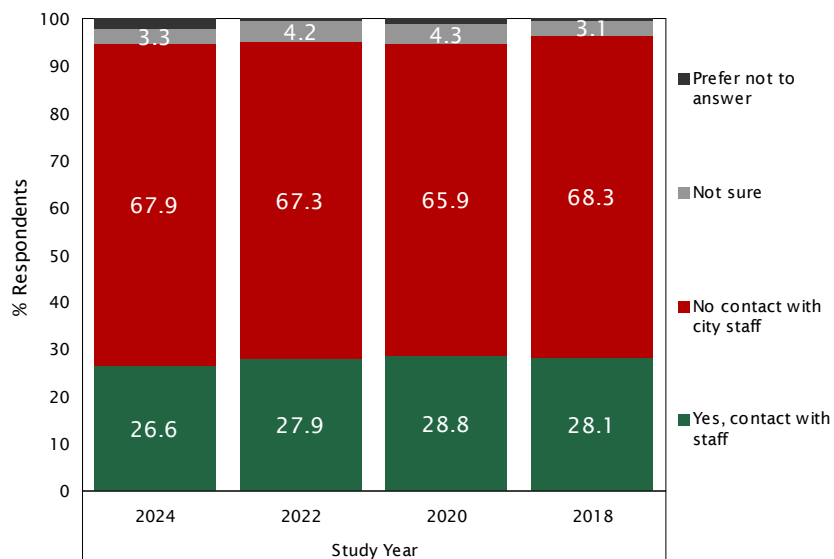
CUSTOMER SERVICE & TRUST

Although much of the survey focused on residents' perceptions of the quality of life in Santa Clarita and satisfaction with the City's efforts to provide specific services, like other progressive cities Santa Clarita recognizes there is more to good local governance than simply providing satisfactory services. Do residents perceive that the City is accessible to residents? Do residents feel that staff serves their needs in a professional manner? How well do residents trust the City? Answers to questions like these are as important as service-related questions in measuring the City's performance in meeting residents' needs. Accordingly, they were the focus of the next section of the interview.

CONTACT WITH CITY STAFF Residents were first asked if they had been in contact with City of Santa Clarita staff in the past 12 months. Figure 17 provides the findings of this question and shows that 27% of residents had contact with city staff in the year prior to the interview, which is consistent with the results of each of the past studies.

Question 10 *In the past 12 months, have you been in contact with staff from the City of Santa Clarita?*

FIGURE 17 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY STUDY YEAR



Figures 18 through 20 on the next page show how contact with city staff in the past 12 months differed across a variety of resident subgroups. Interaction with staff was most commonly reported by respondents with a child in the household, homeowners, residents between the ages of 30 and 49, female respondents, those who took the survey in English, respondents who reported their ethnicity as *other*, and residents of Saugus.

FIGURE 18 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY YEARS IN SANTA CLARITA, CHILD IN HSLD & HOMEOWNERSHIP STATUS

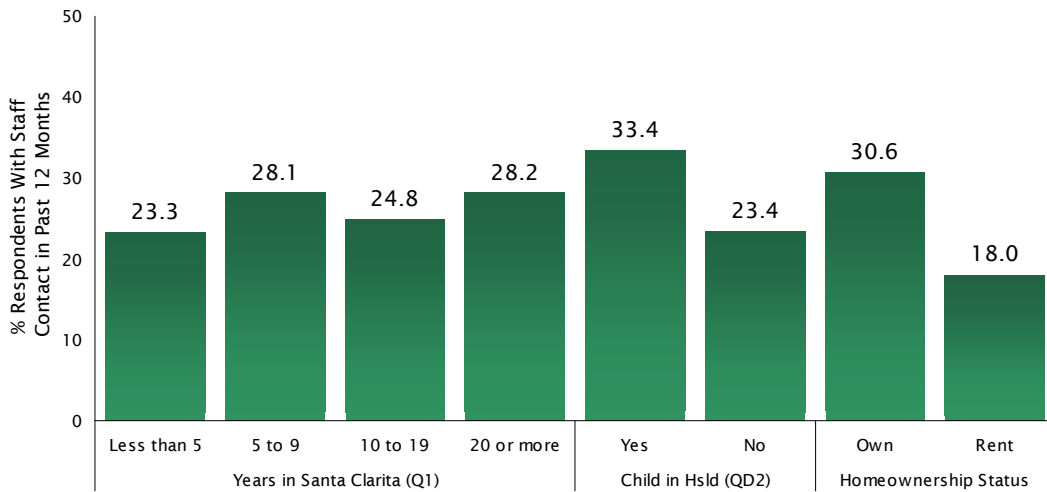


FIGURE 19 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY AGE, GENDER & SURVEY LANGUAGE

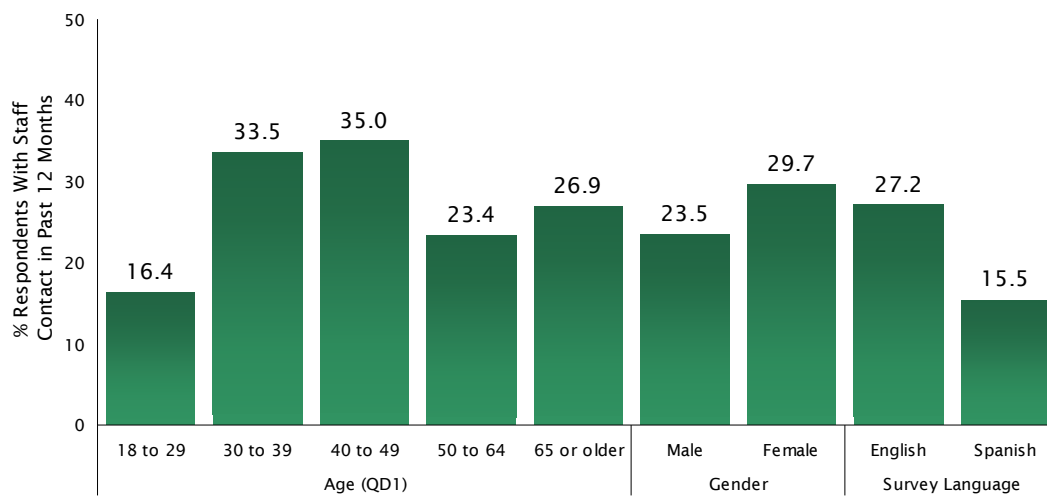
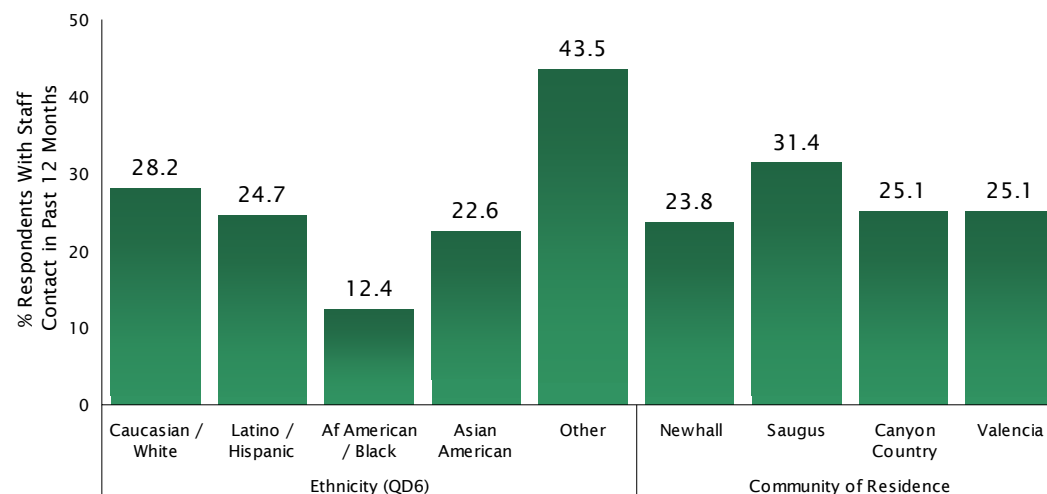


FIGURE 20 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY ETHNICITY & COMMUNITY OF RESIDENCE



ASSESSMENT OF CITY STAFF Residents who had contact with city staff in the past 12 months were subsequently asked to rate staff on three dimensions: professionalism, accessibility, and helpfulness. Respondents provided high ratings for staff across all three dimensions (see Figure 21), with approximately nine-in-ten indicating that Santa Clarita staff members are professional (93%) and accessible (89%), and eight-in-ten indicating they are helpful (82%). Table 7 shows that the percentage of respondents who rated city staff as *very* professional, *very* accessible, and *very* helpful remained statistically consistent from 2022 to 2024.

Question 11 *In your opinion, was the staff at the City very ____, somewhat ____, or not at all ____.*

FIGURE 21 PERCEPTION OF CITY STAFF

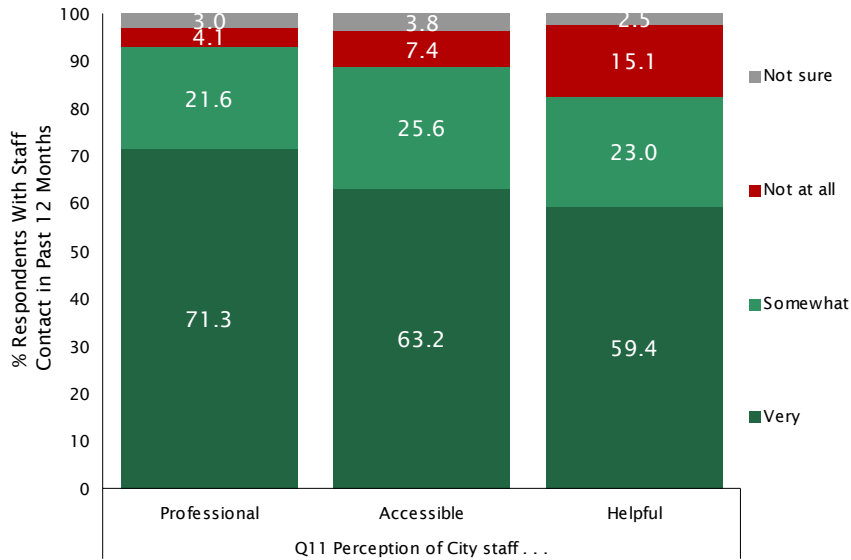


TABLE 7 PERCEPTION OF CITY STAFF BY STUDY YEAR

| | Study Year | | | | Change in % Very 2022 to 2024 |
|--------------|------------|------|------|------|-------------------------------|
| | 2024 | 2022 | 2020 | 2018 | |
| Accessible | 63.2 | 61.5 | 62.0 | 56.9 | +1.7 |
| Helpful | 59.4 | 59.0 | 61.5 | 59.2 | +0.4 |
| Professional | 71.3 | 71.8 | 71.8 | 70.9 | -0.5 |

TRUST IN GOVERNMENT The final question in this series was designed to profile how much residents trust government, from the local to national level. For each of the four government organizations shown on the left of Figure 22 on the next page, respondents were asked to detail the degree in which they trust or do not trust each entity.

Overall, respondents expressed the highest level of trust for the City of Santa Clarita, with 81% of residents saying they strongly (27%) or somewhat (55%) trust the City. Approximately 16% indicated they distrust the City, whereas the remaining 3% were unsure or did not provide a response. Trust ratings were substantially lower for each of the other three government organizations tested, with 45% of respondents reporting that they trust the United States Federal Government and 44% indicating trust for the State of California and the County of Los Angeles, respectively.

Question 12 Next, I would like to know about who you trust when it comes to government organizations. As I read a short list of government organizations, please indicate whether you trust or do not trust the organization.

FIGURE 22 TRUST IN GOVERNMENT

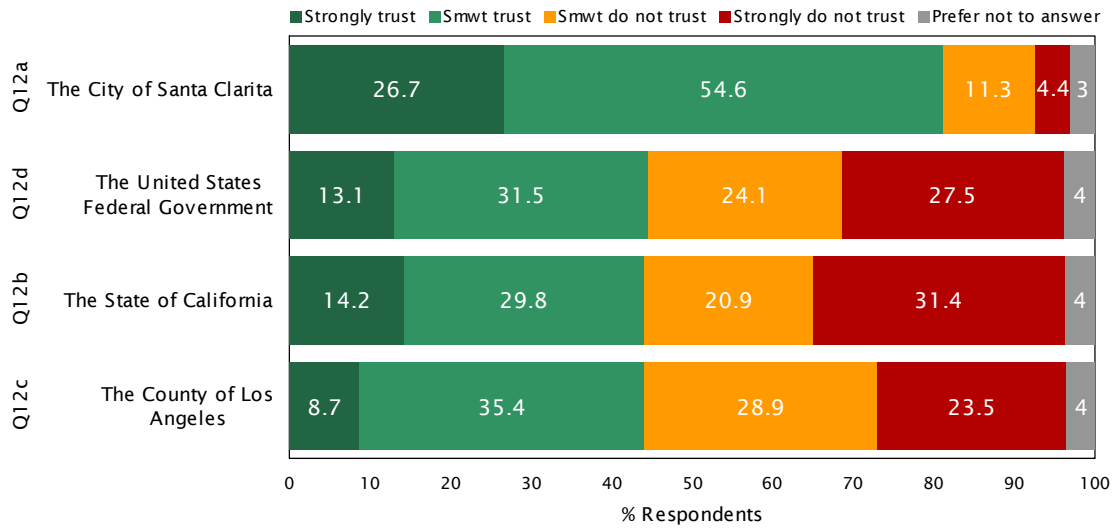


Table 8 displays the percentage of respondents who said they trusted each entity by study year and shows little change between the 2022 and 2024 surveys.

TABLE 8 TRUST IN GOVERNMENT BY STUDY YEAR

| | Study Year | | | | | Change in Trust 2022 to 2024 |
|--------------------------------------|------------|------|------|------|------|---------------------------------|
| | 2024 | 2022 | 2020 | 2018 | 2016 | |
| The City of Santa Clarita | 81.3 | 80.1 | 80.6 | 79.0 | 82.9 | +1.2 |
| The County of Los Angeles | 44.1 | 45.1 | 51.2 | 50.9 | 55.2 | -1.0 |
| The State of California | 44.1 | 45.5 | 50.6 | 45.1 | 56.1 | -1.5 |
| The United States Federal Government | 44.6 | 46.1 | 42.8 | 45.3 | 50.7 | -1.5 |

Figures 23 through 25 on the next page show how trust in the City of Santa Clarita varied across resident subgroups in 2024. With the exception of respondents who were dissatisfied with the City’s overall performance, at least seven-in-ten residents in every subgroup indicated that they trust the City of Santa Clarita.

FIGURE 23 TRUST SANTA CLARITA BY YEARS IN SANTA CLARITA, HOMEOWNERSHIP STATUS, CHILD IN HSLD, MARITAL STATUS & OVERALL SATISFACTION

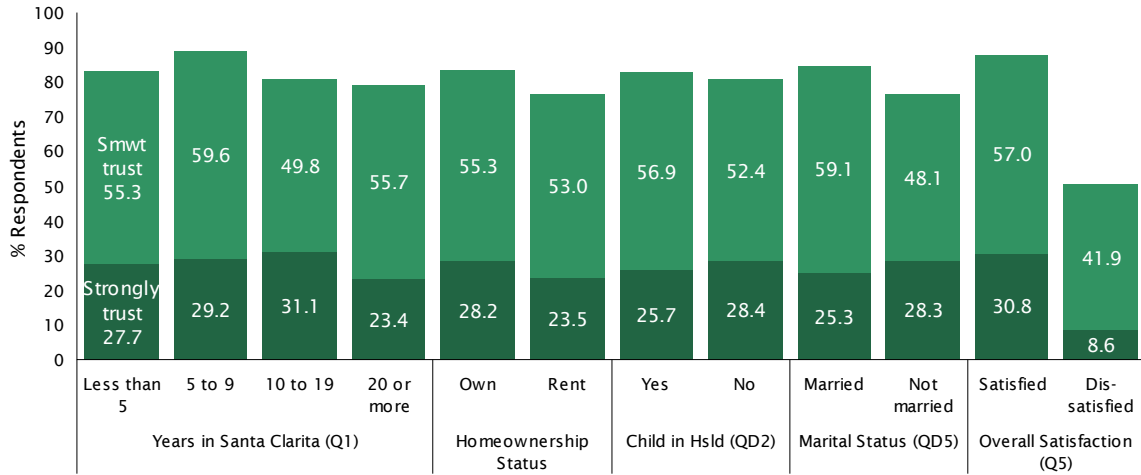


FIGURE 24 TRUST SANTA CLARITA BY COMMUNITY OF RESIDENCE & EMPLOYMENT STATUS

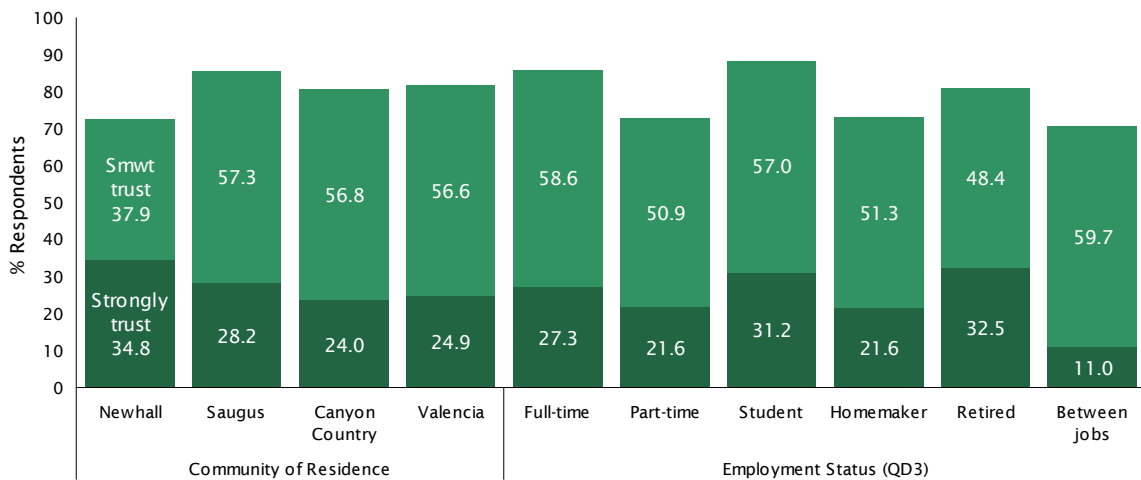
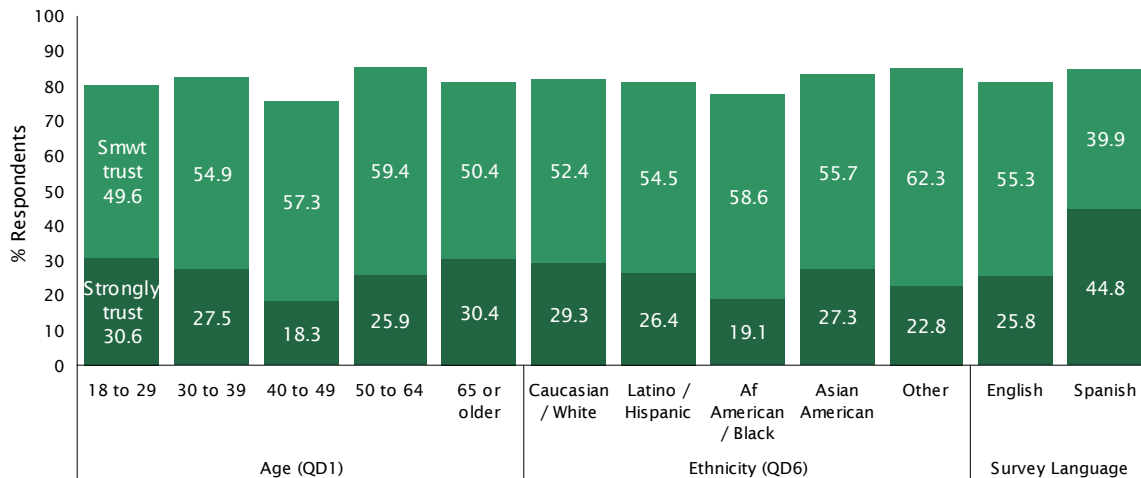


FIGURE 25 TRUST SANTA CLARITA BY AGE, ETHNICITY & SURVEY LANGUAGE



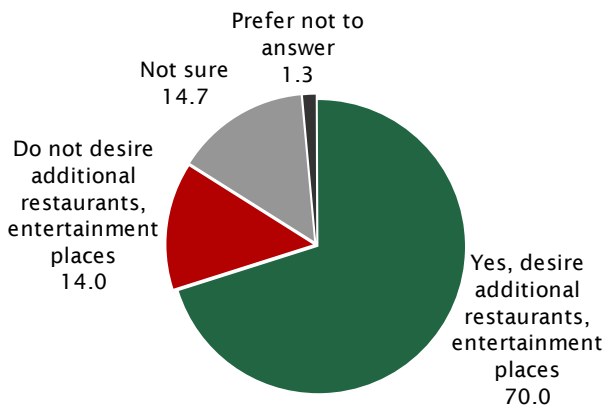
ECONOMIC DEVELOPMENT

One of the challenges for any city is to create sustainable economic development initiatives that will support the tax base required for current and future needs. Naturally, the success and sustainability of future retail economic initiatives will depend in part on the dining and shopping behaviors and preferences of Santa Clarita residents. Businesses that meet these preferences will thrive, whereas those that do not will not succeed. Accordingly, the survey included questions designed to identify residents' desire for new shopping and dining opportunities.

All residents were first asked to indicate whether, among restaurants and entertainment places their household currently visits outside of the City, there are any they would like to have available in Santa Clarita. Seven-in-ten (70% of) respondents answered this question in the affirmative, whereas 14% did not desire any additional and 16% were unsure or declined to state.

Question 13 *Thinking of the restaurants and entertainment places that your household visits outside of the City, are there any that you would like to have available in Santa Clarita?*

FIGURE 26 DESIRE ADDITIONAL RESTAURANTS & ENTERTAINMENT PLACES



Interest in additional restaurants and entertainment places was highest among residents 30 to 39 years of age, women, respondents who took the survey in English, those who have lived in the City between 5 and 19 years, those with a child at home, renters, residents dissatisfied with the City's overall performance, Asian-Americans, and Newhall residents. Among all subgroups, interest was lowest among residents 65 years and older (see figures 27-29).

FIGURE 27 DESIRE ADDITIONAL RESTAURANTS & ENTERTAINMENT PLACES BY AGE, GENDER & SURVEY LANGUAGE

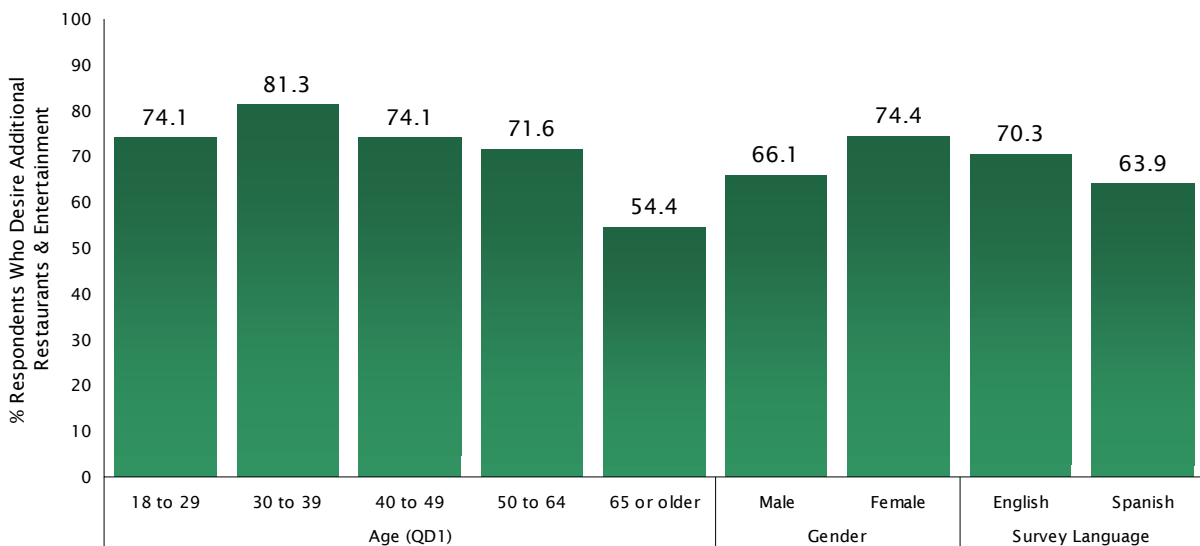


FIGURE 28 DESIRE ADDITIONAL RESTAURANTS & ENTERTAINMENT PLACES BY YEARS IN SANTA CLARITA, CHILD IN HSLD, HOMEOWNERSHIP STATUS & OVERALL SATISFACTION

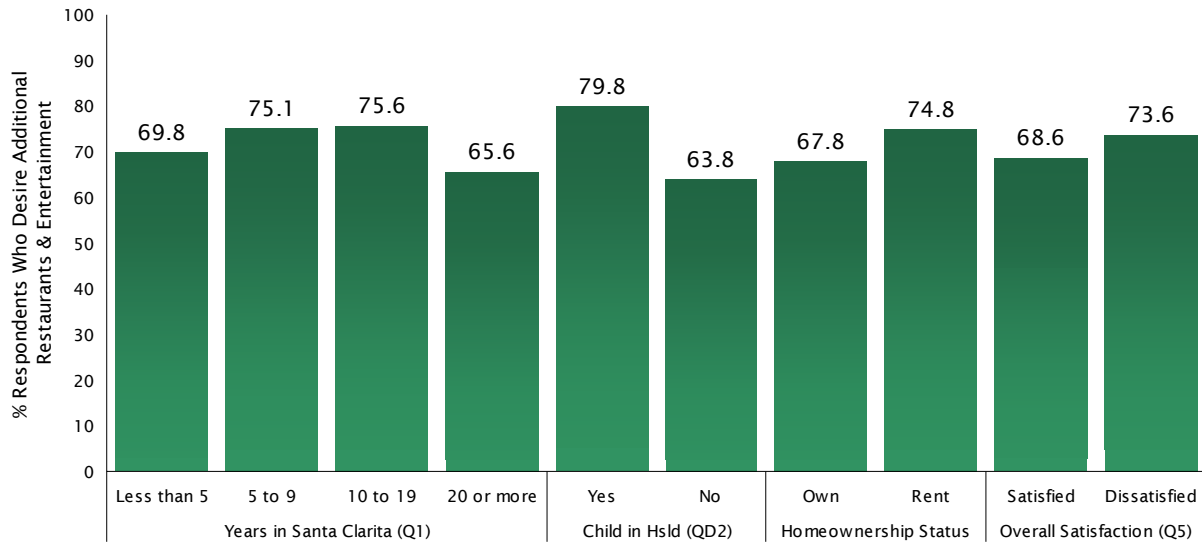
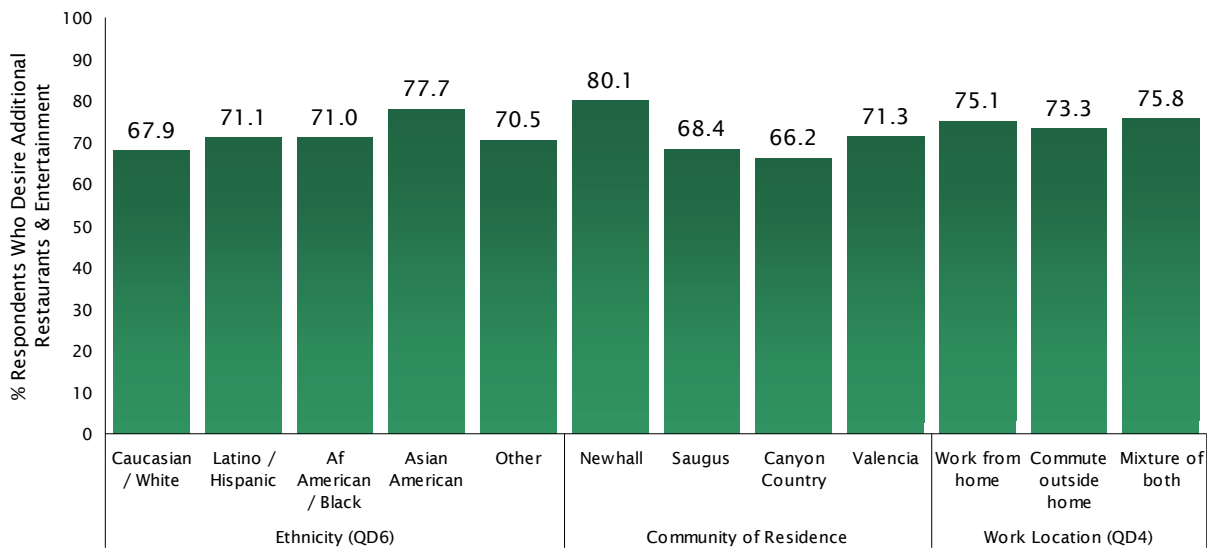


FIGURE 29 DESIRE ADDITIONAL RESTAURANTS & ENTERTAINMENT PLACES BY ETHNICITY, COMMUNITY OF RESIDENCE & WORK LOCATION

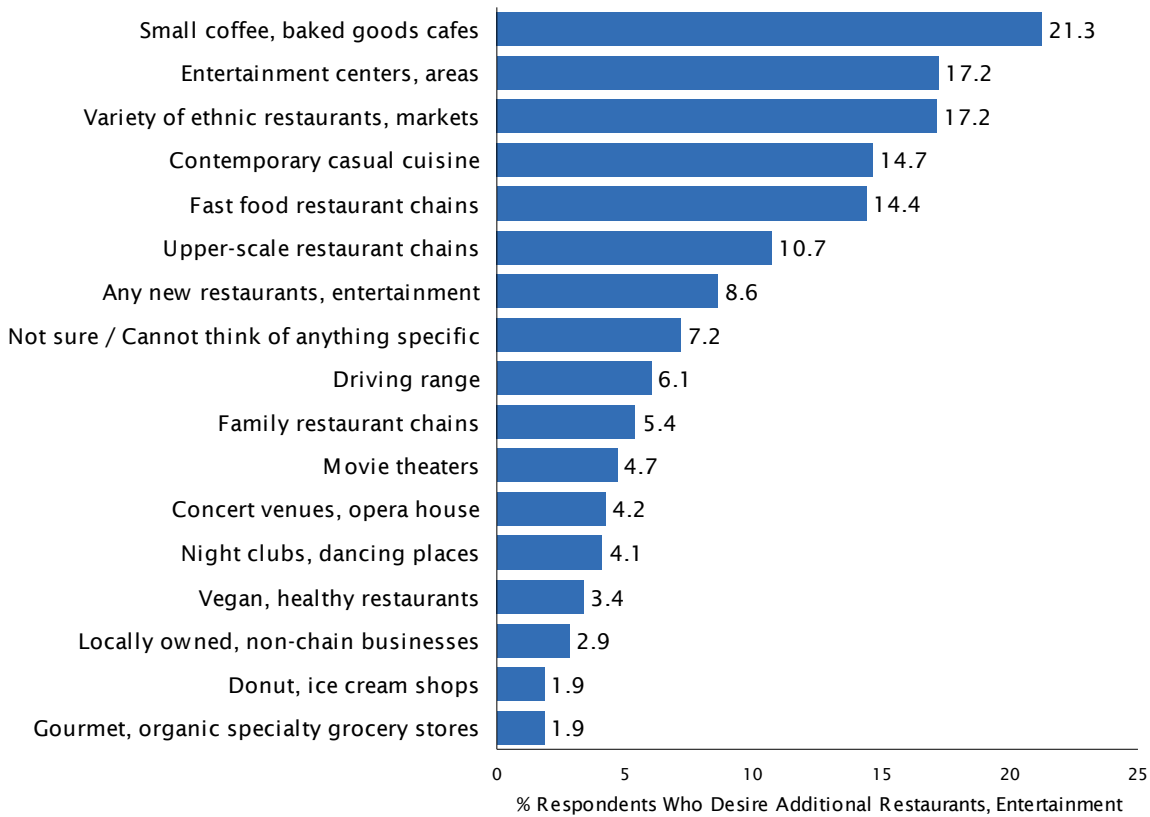


Respondents who were interested in new dining/entertainment options in the City were next asked to provide the names of the establishments they would most like to have located in Santa Clarita. This question was asked in an open-ended manner, allowing respondents to name any establishment that came to mind without being limited to a list of options. True North later reviewed the verbatim responses and grouped them into the broader categories shown in Figure 30 on the next page.

The most commonly mentioned type of restaurant or entertainment place was small cafes offering coffee and baked goods (cited by 21% of respondents who desired additional dining/entertainment in the City), followed by entertainment centers/areas in general (17%), a variety of ethnic cuisine restaurants and markets (17%), contemporary casual cuisine (15%), fast food restaurant chains (14%), and upper-scale restaurant chains (11%).

Question 14 *What are the names of the restaurants and entertainment places you would most like to have located in Santa Clarita?*

FIGURE 30 ADDITIONAL RESTAURANTS & ENTERTAINMENT PLACES IN CITY



Along the same lines, residents were next asked to indicate whether, among the retail stores their household currently visits outside of the City, there are any they would like to have available in Santa Clarita. Four-in-ten (40% of) respondents answered this question in the affirmative, whereas 31% did not desire any additional stores and 29% were unsure or declined to state (see Figure 31 on next page).

Retail store interest was highest among residents 30 to 64 years of age (and particularly 30-39), women, those who took the survey in Spanish, respondents with a child in the household, homeowners, residents dissatisfied with the City’s overall performance, Asian-American respondents and those who described their ethnicity as other, and Saugus and Valencia residents (see figures 32-34 on the following pages).

Question 15 *Thinking of the retail stores that your household visits outside of the City, are there any that you would like to have available in Santa Clarita?*

FIGURE 31 DESIRE ADDITIONAL RETAIL STORES

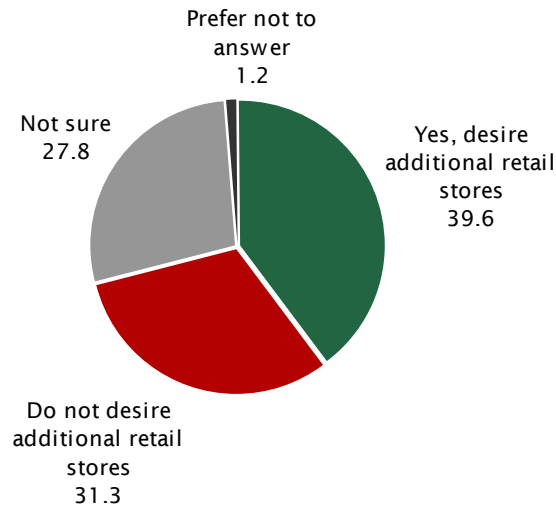


FIGURE 32 DESIRE ADDITIONAL RETAIL STORES BY AGE, GENDER & SURVEY LANGUAGE

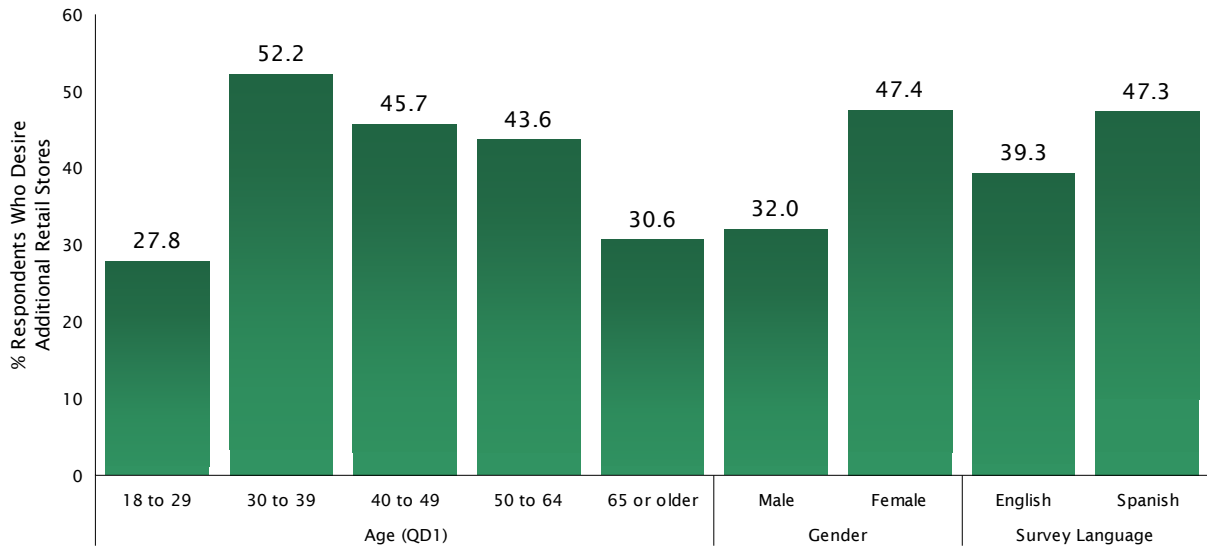


FIGURE 33 DESIRE ADDITIONAL RETAIL STORES BY YEARS IN SANTA CLARITA, CHILD IN HSLD, HOMEOWNERSHIP STATUS & OVERALL SATISFACTION

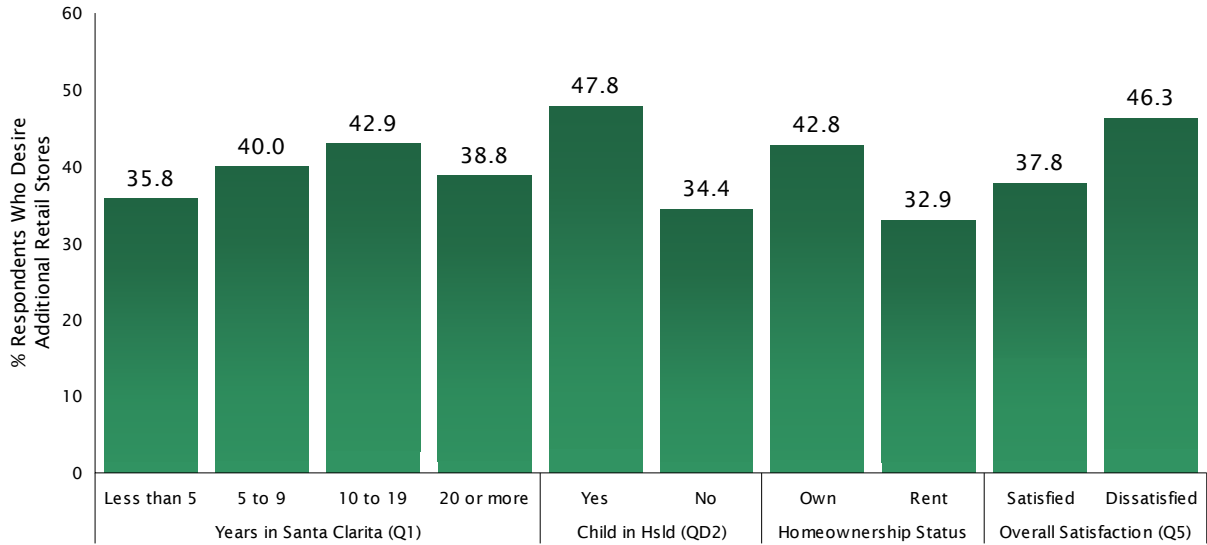
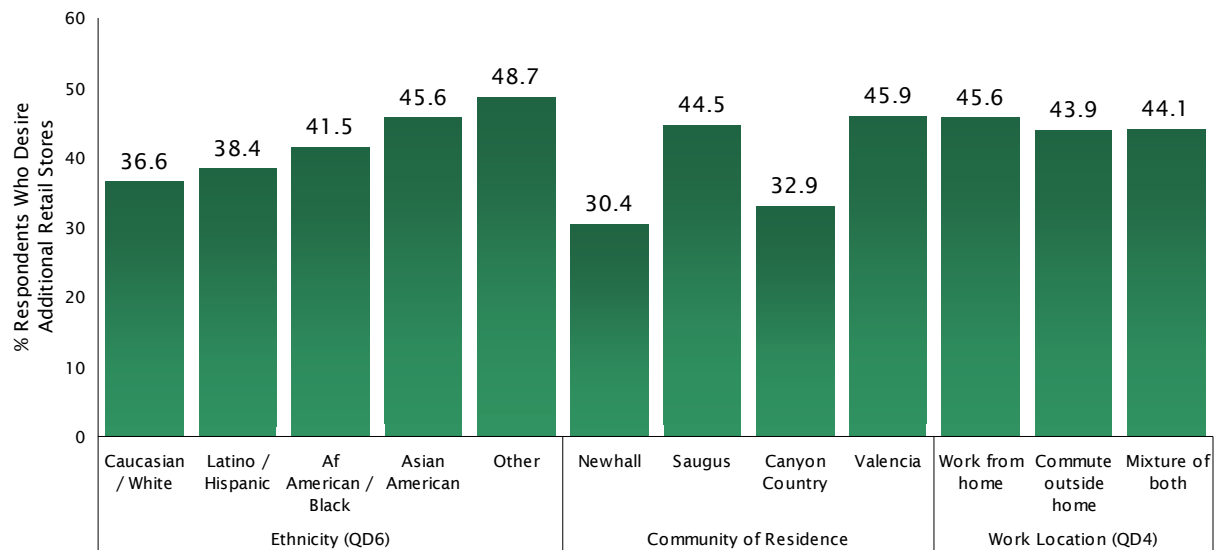


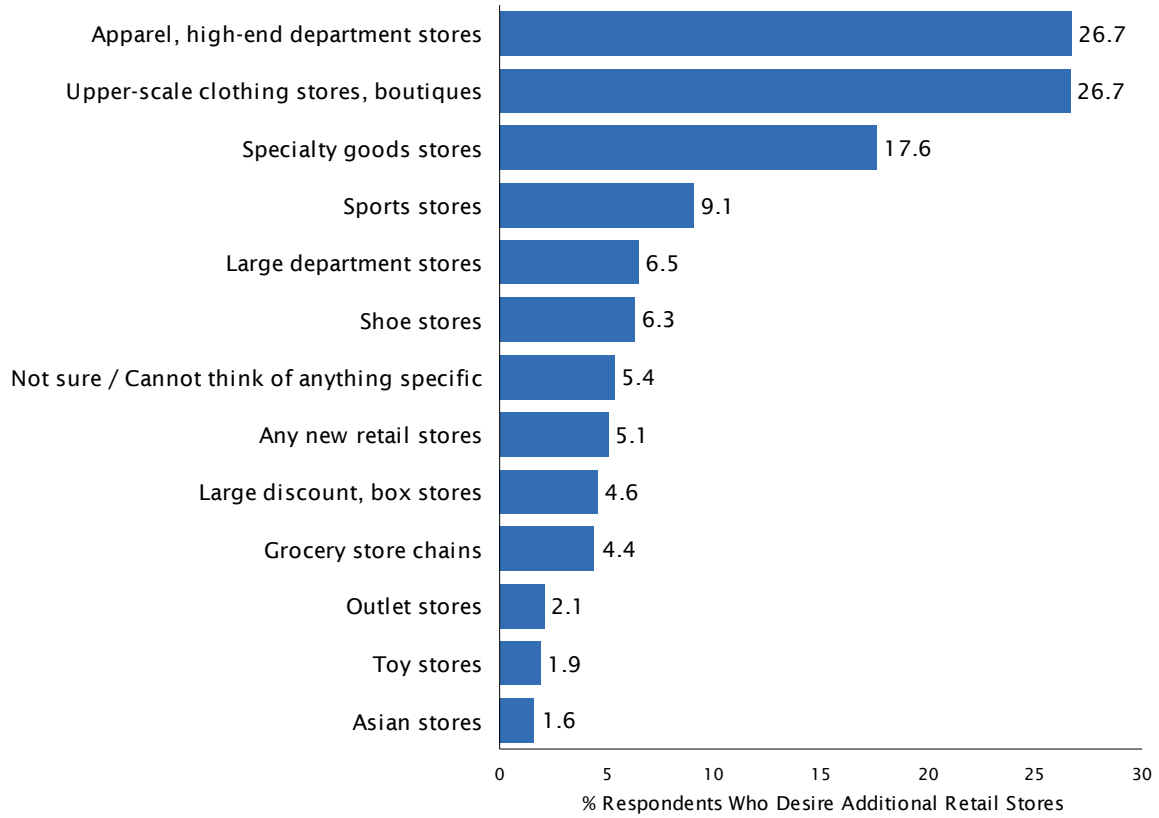
FIGURE 34 DESIRE ADDITIONAL RETAIL STORES BY ETHNICITY, COMMUNITY OF RESIDENCE & WORK LOCATION



Similar to Question 14 for additional dining and entertainment options, Question 16 asked respondents who were interested in new businesses in the City to provide the names of the retail stores they were most interested in having located in Santa Clarita. Asked in an open-ended manner, the most commonly mentioned types of stores were apparel and high-end department stores such as Nordstrom (27%), upper-scale clothing stores and boutiques (27%), specialty goods stores such as REI (18%), and sport stores such as Bass Pro Shops and Cabelas (9%).

Question 16 *What are the names of the retail stores you would most like to have located in Santa Clarita?*

FIGURE 35 ADDITIONAL RETAIL STORES



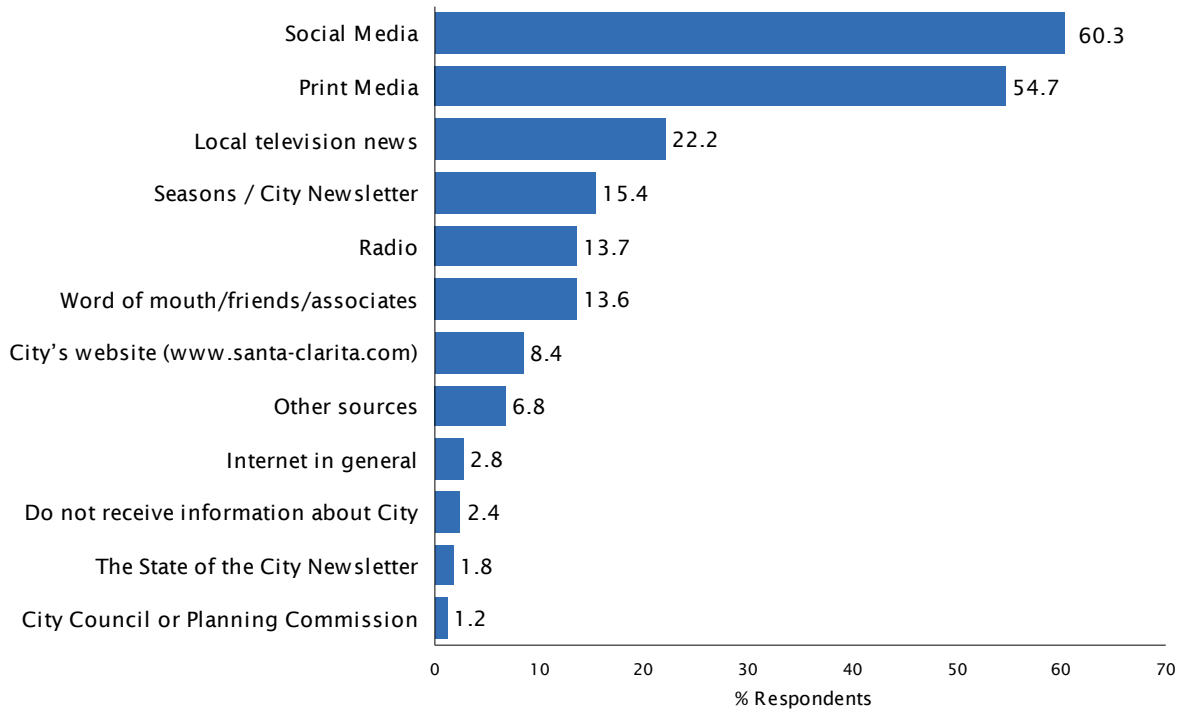
COMMUNICATION

The importance of city communication with residents cannot be overstated. Much of a city’s success is shaped by the quality of information exchanged in both directions, from the City to the community and from the community to the City. This study is just one example of Santa Clarita’s efforts to enhance the information flow to the City to better understand the community’s concerns, perceptions, and needs. Some of Santa Clarita’s many efforts to communicate with its residents include its newsletters, social media, smart phone apps, timely press releases, and its website. In this section, we present the results of several communication-related questions.

INFORMATION SOURCES To help the City identify the most effective means of communicating with residents, it is helpful to understand what sources they currently rely on for this type of information. In an open-ended manner, residents were asked to list the sources they typically use to find out about City of Santa Clarita news and issues. Because respondents were allowed to provide up to three sources, the percentages shown in Figure 36 represent the percentage of residents who mentioned each source. For convenience, specific sources (are grouped into their appropriate broader category (social media, print media, etc.) in Figure 36. The most frequently cited source for city information was social media, mentioned by 60% of respondents, followed by print media sources (55%), local television news (22%), *Seasons* newsletter (15%), radio (14%), and word of mouth/friends/associates (14%).

Question 17 *Where do you get your information about news and issues facing Santa Clarita?*

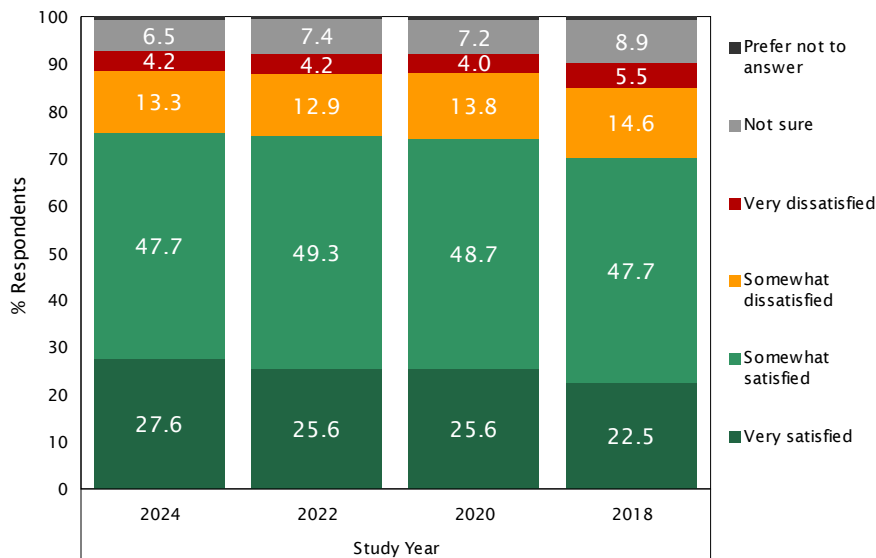
FIGURE 36 INFORMATION SOURCES



SATISFACTION WITH COMMUNICATION Question 18 asked respondents to report their satisfaction with city-resident communication. Unchanged from 2022, 75% of respondents in 2024 said they were satisfied with the City’s efforts to communicate with residents through newsletters, the Internet, local media, social media, and other means. The remaining respondents were either dissatisfied with the City’s efforts (18%) or unsure of their opinion (7%).

Question 18 Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, local media, social media, and other means?

FIGURE 37 SATISFACTION WITH COMMUNICATION BY STUDY YEAR



Figures 38 through 40 on the next page display how satisfaction with the City’s efforts to communicate with residents differed by a variety of demographic subgroups. Satisfaction with the City’s communication efforts was widespread, with the vast majority of nearly all subgroups indicating they were satisfied. And, as might be expected, residents dissatisfied with the City’s overall performance were much less satisfied with communication when compared with those generally satisfied with the City (38% vs. 82%).

FIGURE 38 SATISFACTION WITH COMMUNICATION BY YEARS IN SANTA CLARITA, CHILD IN HSLD, HOMEOWNERSHIP STATUS & OVERALL SATISFACTION

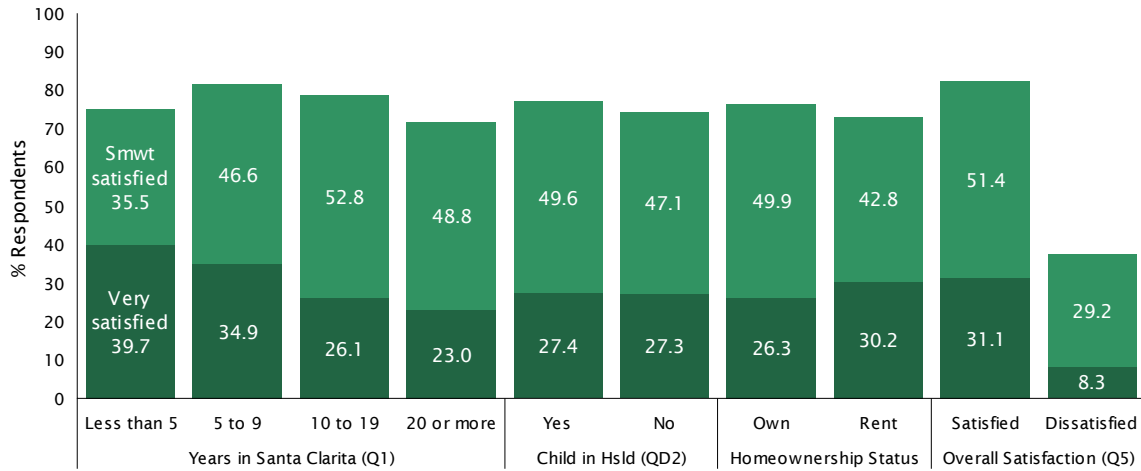


FIGURE 39 SATISFACTION WITH COMMUNICATION BY AGE, GENDER & SURVEY LANGUAGE

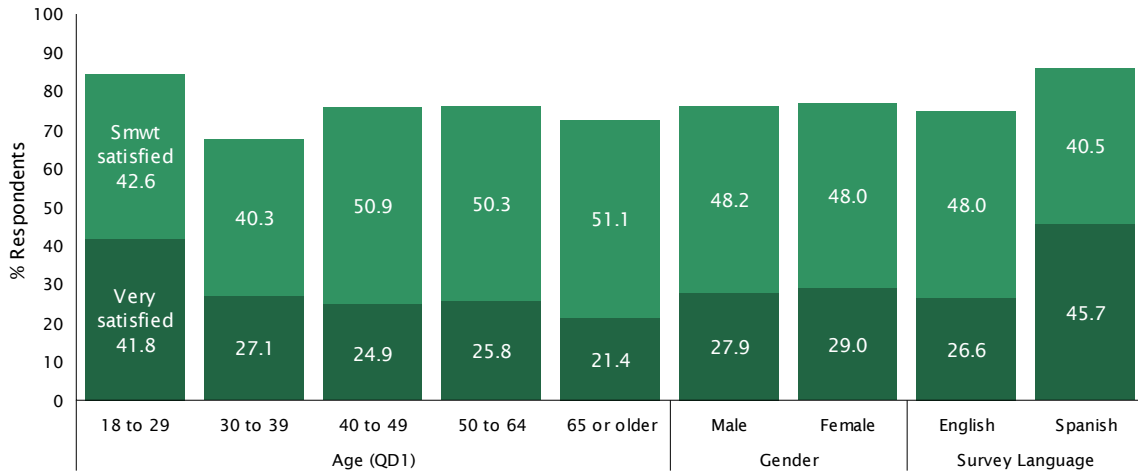
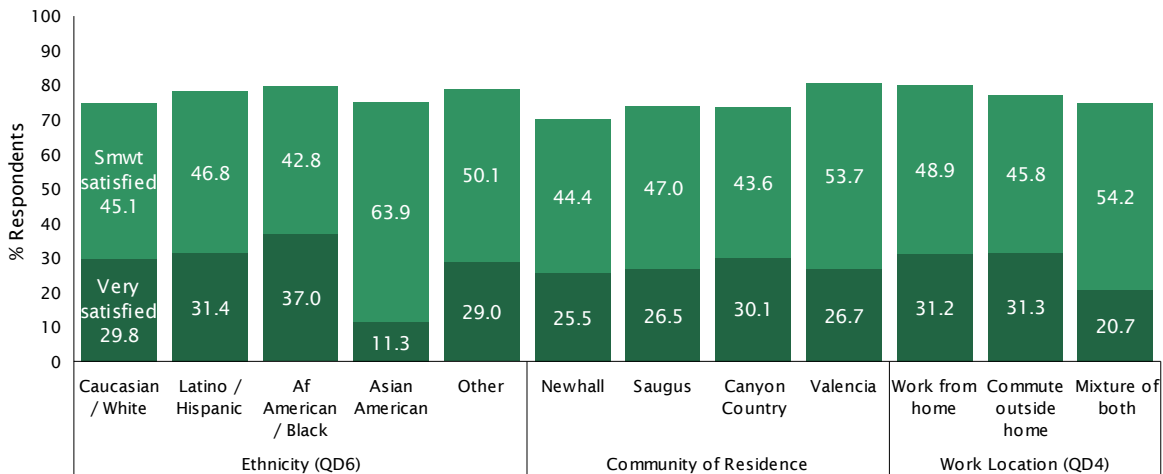


FIGURE 40 SATISFACTION WITH COMMUNICATION BY ETHNICITY, COMMUNITY OF RESIDENCE & WORK LOCATION



COMMUNICATION PREFERENCES The next communication-related question presented residents with the methods shown on the left side of Figure 41 and asked whether each would be an effective way for the City to communicate with them. Overall, respondents cited the City’s smart phone app as the most effective method (85% very or somewhat effective), followed closely by social media (83%) and the City’s website (82%). At the other end of the spectrum, advertisements in local papers (49%), public service announcements on local radio stations (59%), and town hall style meetings (60%) were perceived as less effective methods.

Table 9 displays the percentage of respondents that considered each of the methods as *very effective* by study year. Over the past two years, there were significant declines in the percentage citing town hall style meetings (-5%), direct mail (-5%), email (-5%), and advertisements in local papers (-3%) as very effective ways for the City to communicate with residents.

Question 19 *As I read the following ways that the City can communicate with residents, I'd like to know if you think they would be a very effective, somewhat effective, or not at all effective way for the City to communicate with you.*

FIGURE 41 EFFECTIVENESS OF COMMUNICATION EFFORTS

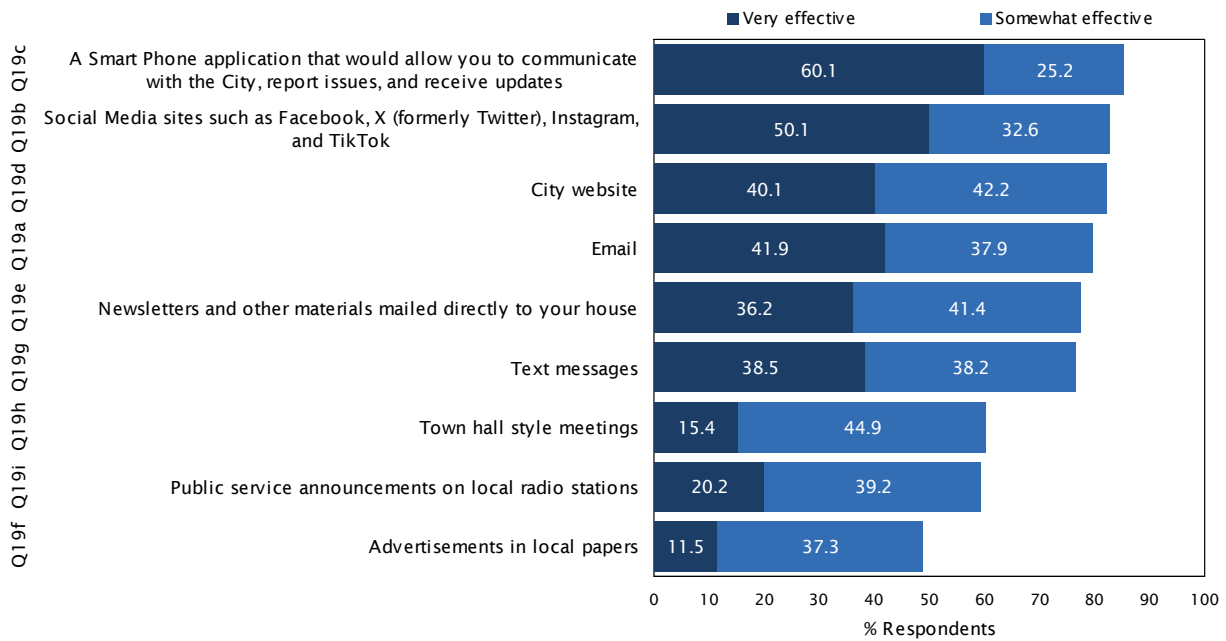


TABLE 9 EFFECTIVENESS OF COMMUNICATION EFFORTS BY STUDY YEAR (SHOWING % VERY EFFECTIVE)

| | Study Year | | | | Change in % Very Effective 2022 to 2024 |
|--|------------|------|------|------|---|
| | 2024 | 2022 | 2020 | 2018 | |
| Social Media sites such as Facebook, X (formerly Twitter), Instagram, TikTok | 50.1 | 46.8 | 49.1 | 47.2 | +3.3 |
| Smart Phone app to communicate with City, report issues, receive updates | 60.1 | 58.8 | 60.7 | 59.5 | +1.3 |
| Text messages | 38.5 | 38.8 | 40.3 | 38.4 | -0.3 |
| Public service announcements on local radio stations | 20.2 | 20.5 | 20.1 | 18.7 | -0.3 |
| City website | 40.1 | 42.9 | 47.1 | 36.8 | -2.8 |
| Advertisements in local papers | 11.5 | 14.8 | 15.3 | 14.9 | -3.3† |
| E-mail | 41.9 | 46.7 | 49.3 | 47.6 | -4.8† |
| Newsletters and other materials mailed directly to your house | 36.2 | 40.9 | 40.0 | 34.3 | -4.8† |
| Town hall style meetings | 15.4 | 20.2 | 20.0 | 14.3 | -4.8† |

† Statistically significant change (p < 0.05) between the 2022 and 2024 studies.

For the interested reader, tables 10-12 display the percentage of respondents who perceived each communication method as *very effective* by a host of demographic subgroups, with the top three most effective methods within each subgroup highlighted in green to ease comparisons. Of note is the higher than average rank ordering of text messages among residents dissatisfied with the City’s communication efforts, respondents with a child in the household, residents under 50 years of age, and those who took the survey in Spanish.

TABLE 10 EFFECTIVENESS OF COMMUNICATION EFFORTS BY OVERALL SATISFACTION, SATISFACTION WITH COMMUNICATION & CHILD IN HSLD (SHOWING % VERY EFFECTIVE)

| | Overall Satisfaction (Q5) | | Satisfaction With Communication (Q16) | | Child in HslD (QD2) | |
|--|---------------------------|--------------|---------------------------------------|--------------|---------------------|------|
| | Satisfied | Dissatisfied | Satisfied | Dissatisfied | Yes | No |
| Smart Phone app to communicate with City, report issues, receive updates | 61.8 | 53.7 | 63.5 | 52.1 | 66.8 | 55.7 |
| Social Media sites such as Facebook, X (formerly Twitter), Instagram, TikTok | 52.0 | 33.6 | 54.1 | 36.6 | 53.9 | 46.1 |
| E-mail | 43.3 | 36.2 | 43.3 | 38.5 | 40.8 | 42.4 |
| City website | 43.1 | 26.9 | 43.2 | 32.3 | 39.8 | 41.3 |
| Text messages | 41.0 | 23.5 | 39.9 | 36.8 | 44.6 | 34.0 |
| Newsletters and other materials mailed directly to your house | 37.3 | 31.6 | 37.4 | 34.3 | 39.1 | 34.6 |
| Public service announcements on local radio stations | 21.4 | 14.9 | 20.5 | 16.0 | 22.8 | 17.6 |
| Town hall style meetings | 15.8 | 13.7 | 16.7 | 12.0 | 15.4 | 14.9 |
| Advertisements in local papers | 12.7 | 3.2 | 13.7 | 3.2 | 8.0 | 12.4 |

TABLE 11 EFFECTIVENESS OF COMMUNICATION EFFORTS BY AGE (SHOWING % VERY EFFECTIVE)

| | Age (QD1) | | | | |
|--|-----------|----------|----------|----------|-------------|
| | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 64 | 65 or older |
| Smart Phone app to communicate with City, report issues, receive updates | 57.2 | 67.6 | 66.0 | 67.2 | 44.6 |
| Social Media sites such as Facebook, X (formerly Twitter), Instagram, TikTok | 74.9 | 60.9 | 54.8 | 46.2 | 25.3 |
| E-mail | 30.9 | 38.9 | 35.4 | 52.5 | 44.6 |
| City website | 30.4 | 32.6 | 33.9 | 54.1 | 40.9 |
| Text messages | 42.0 | 50.2 | 38.7 | 39.2 | 26.9 |
| Newsletters and other materials mailed directly to your house | 34.8 | 33.5 | 36.6 | 34.8 | 40.3 |
| Public service announcements on local radio stations | 20.4 | 25.2 | 20.0 | 17.9 | 19.3 |
| Town hall style meetings | 9.9 | 21.2 | 12.9 | 18.4 | 13.7 |
| Advertisements in local papers | 18.7 | 9.5 | 11.3 | 12.0 | 7.2 |

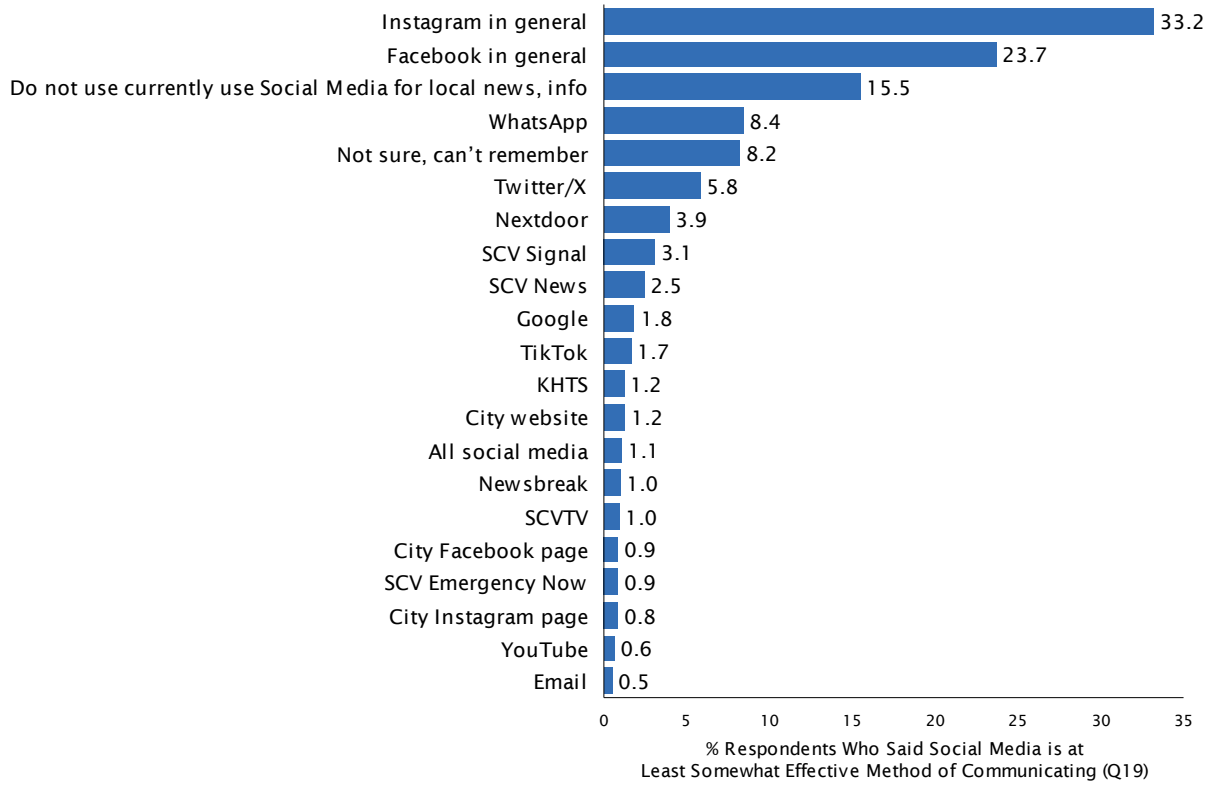
TABLE 12 EFFECTIVENESS OF COMMUNICATION EFFORTS BY ETHNICITY & SURVEY LANGUAGE (SHOWING % VERY EFFECTIVE)

| | Ethnicity (QD6) | | | | | Survey Language | |
|--|-----------------|--------|------------------|----------------|-------|-----------------|---------|
| | Caucasian | Latino | African American | Asian American | Other | English | Spanish |
| Smart Phone app to communicate with City, report issues, receive updates | 59.2 | 68.6 | 61.8 | 52.4 | 64.0 | 59.1 | 81.7 |
| Social Media sites such as Facebook, X (formerly Twitter), Instagram, TikTok | 47.4 | 63.6 | 53.8 | 35.7 | 46.0 | 49.5 | 60.9 |
| E-mail | 42.5 | 45.2 | 43.2 | 28.8 | 47.4 | 41.1 | 57.2 |
| City website | 38.9 | 42.1 | 56.9 | 39.3 | 41.8 | 39.4 | 53.6 |
| Text messages | 36.6 | 44.7 | 48.7 | 32.7 | 38.8 | 37.4 | 61.3 |
| Newsletters and other materials mailed directly to your house | 36.8 | 40.0 | 27.0 | 30.3 | 48.4 | 34.6 | 67.9 |
| Public service announcements on local radio stations | 17.8 | 24.5 | 20.2 | 26.2 | 14.5 | 19.8 | 26.7 |
| Town hall style meetings | 17.6 | 14.2 | 18.0 | 11.6 | 8.3 | 15.2 | 18.9 |
| Advertisements in local papers | 11.0 | 15.9 | 12.3 | 7.3 | 12.7 | 10.6 | 30.6 |

PREFERRED SOCIAL MEDIA SITE Santa Clarita residents who indicated that social media was at least a *somewhat effective* method for the City to communicate with them were next asked, in an open-ended manner, to identify the social media site that they use most often. As shown in Figure 42 on the next page, Instagram was the dominant choice, mentioned by 33% of respondents as the social media site they use most often, followed by Facebook (25% total including the City’s Facebook page). The next most frequently mentioned sites were WhatsApp (8%) and Twitter/X (6%). Nearly a quarter (24%) of respondents who rated social media as at least a somewhat effective method for the City to communicate with residents said they do not currently use social media for local news (16%) or were unsure or could not remember the name of their preferred platform (8%).

Question 20 *What is your preferred social media site for Santa Clarita news and information - the one you currently use most often for local news and information?*

FIGURE 42 PREFERRED SOCIAL MEDIA SITE



BACKGROUND & DEMOGRAPHICS

Table 13 presents the key demographic information collected during the survey by study year. The primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics, and ensure that the resulting sample matched the profile of Santa Clarita’s voter population on key characteristics.

TABLE 13 DEMOGRAPHICS OF SAMPLE BY SURVEY YEAR

| | Study Year | | | | |
|------------------------------------|------------|-------|-------|------|------|
| | 2024 | 2022 | 2020 | 2018 | 2016 |
| <i>Total Respondents</i> | 831 | 1,203 | 1,248 | 968 | 570 |
| Years in Santa Clarita (Q1) | % | % | % | % | % |
| Less than 5 | 14.7 | 13.3 | 12.7 | 18.6 | 12.1 |
| 5 to 9 | 11.4 | 13.9 | 12.4 | 10.4 | 12.2 |
| 10 to 19 | 26.6 | 22.7 | 25.2 | 23.8 | 32.8 |
| 20 or more | 46.9 | 50.0 | 49.5 | 46.9 | 41.8 |
| Prefer not to answer | 0.4 | 0.1 | 0.2 | 0.2 | 1.0 |
| Age (QD1) | | | | | |
| 18 to 29 | 17.0 | 19.0 | 18.4 | 19.0 | 21.3 |
| 30 to 39 | 16.0 | 16.4 | 15.2 | 16.5 | 17.3 |
| 40 to 49 | 17.0 | 16.8 | 16.4 | 17.7 | 19.9 |
| 50 to 64 | 26.8 | 26.9 | 27.6 | 28.7 | 26.4 |
| 65 or older | 23.1 | 20.8 | 18.7 | 18.1 | 14.3 |
| Prefer not to answer | 0.0 | 0.0 | 3.7 | 0.0 | 0.9 |
| Child in Hsld (QD2) | | | | | |
| Yes | 34.5 | 35.9 | 35.4 | 36.1 | 35.5 |
| No | 61.5 | 60.2 | 60.9 | 60.3 | 64.0 |
| Prefer not to answer | 4.0 | 3.9 | 3.7 | 3.6 | 0.5 |
| Employment Status (QD3) | | | | | |
| Employed full-time | 51.6 | 54.7 | 51.8 | 55.9 | N/A |
| Employed part-time | 9.9 | 8.7 | 7.9 | 8.8 | N/A |
| Retired | 19.6 | 19.9 | 21.1 | 18.1 | N/A |
| Other | 15.5 | 11.2 | 13.0 | 13.5 | N/A |
| Prefer not to answer | 3.5 | 5.4 | 6.1 | 3.7 | N/A |
| Work Location (QD4) | | | | | |
| Work from home | 9.5 | N/A | N/A | N/A | N/A |
| Commute outside home | 38.1 | N/A | N/A | N/A | N/A |
| Mixture of both | 12.8 | N/A | N/A | N/A | N/A |
| Not employed / Retired | 35.1 | 31.1 | 34.1 | 31.6 | N/A |
| Prefer not to answer | 4.5 | N/A | N/A | N/A | N/A |
| Marital Status (QD5) | | | | | |
| Married | 58.3 | 60.8 | 61.6 | 60.2 | 64.0 |
| Not married | 37.2 | 34.3 | 34.0 | 35.0 | 34.5 |
| Prefer not to answer | 4.5 | 4.9 | 4.4 | 4.8 | 1.5 |
| Ethnicity (QD6) | | | | | |
| Caucasian / White | 50.9 | 46.7 | 50.3 | 60.5 | 52.3 |
| Latino / Hispanic | 22.9 | 24.4 | 23.2 | 18.8 | 31.3 |
| Asian American | 11.0 | 9.5 | 10.4 | 5.9 | 9.3 |
| Other / Mixed | 11.2 | 11.1 | 8.6 | 8.0 | 4.4 |
| Prefer not to answer | 4.1 | 8.3 | 7.6 | 6.8 | 2.7 |
| Homeownership Status | | | | | |
| Own | 68.2 | 62.9 | 66.0 | 62.5 | 62.1 |
| Rent | 31.8 | 37.1 | 34.0 | 37.5 | 37.9 |
| Gender | | | | | |
| Male | 49.1 | 48.4 | 47.7 | 47.8 | 48.9 |
| Female | 46.9 | 48.5 | 49.0 | 47.5 | 51.1 |
| Non-binary | 0.2 | N/A | N/A | N/A | N/A |
| Prefer not to answer | 3.8 | 3.1 | 3.2 | 4.8 | 0.0 |
| Community of Residence | | | | | |
| Newhall | 12.4 | 12.8 | 13.1 | 11.3 | 16.2 |
| Saugus | 26.7 | 26.4 | 26.3 | 24.6 | 22.0 |
| Canyon Country | 30.5 | 31.6 | 30.8 | 30.6 | 36.0 |
| Valencia | 30.4 | 29.2 | 29.8 | 33.4 | 25.9 |



M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with the City of Santa Clarita to develop a questionnaire that covered the topics of interest and avoided many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

Some questions asked in this study were presented only to a subset of respondents. For example, only respondents who had interacted with city staff in the past 12 months were asked about their interactions with staff. The questionnaire included with this report (see *Questionnaire & Toplines* on page 47) identifies skip patterns used during the interview to ensure that each respondent received the appropriate questions. It is also worth noting that most of the questions asked in the 2024 survey were tracked directly from the 2022 survey to allow the City to reliably assess its performance over time.

PROGRAMMING, PRE-TEST & TRANSLATION Prior to fielding the survey, the questionnaire was CATI (Computer Assisted phone Interviewing) programmed to assist interviewers when conducting the phone interviews. The CATI program automatically navigates skip patterns, randomizes the appropriate question items, and alerts interviewers to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled residents. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the City prior to formally beginning the survey. The final questionnaire was also professionally translated into Spanish to allow for data collection in English and Spanish.

SAMPLE, RECRUITING & DATA COLLECTION The survey was conducted using a sample of individuals drawn from the universe of registered voters in the City. Consistent with the profile of this universe, the sample was stratified and sets of clusters were defined to represent combinations of age, gender, partisanship, household party type, and area of the City. Based on this profile, individuals were then randomly selected into an appropriate cluster. This method ensures that if a person of a particular profile refuses to participate in the study, they are replaced by an individual who shares their same profile. It also ensures that the final sample closely mirrors the demographic profile of the universe of registered voters in the City.

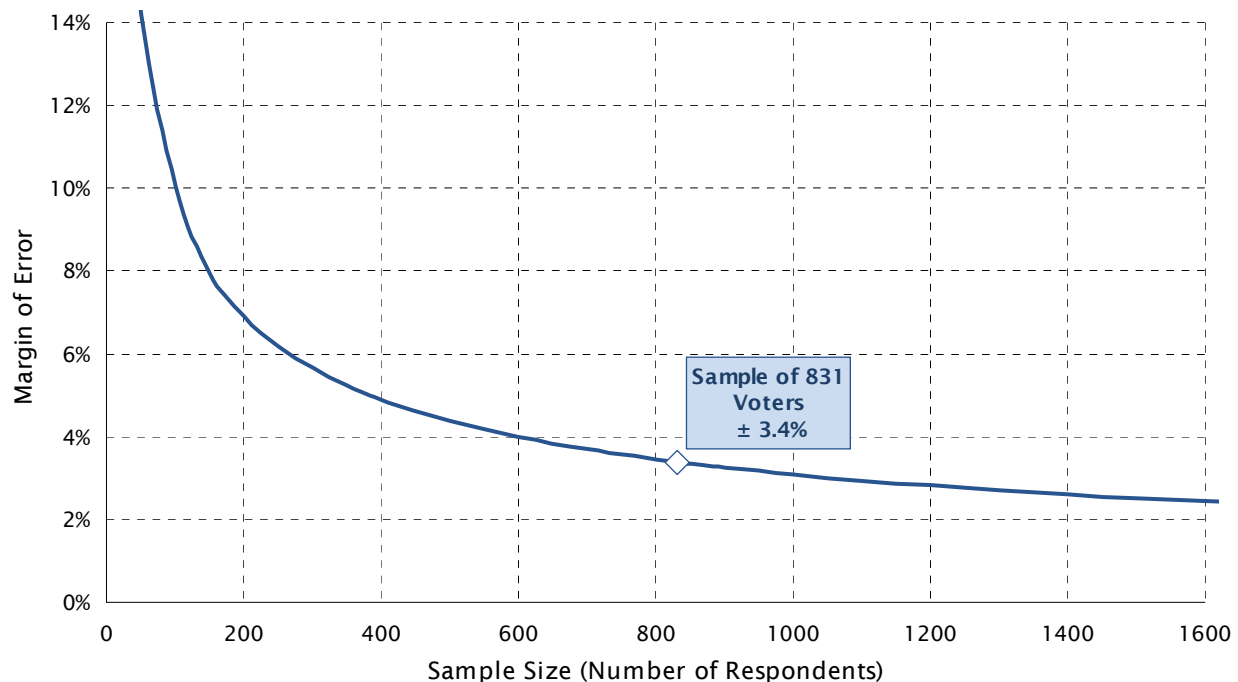
Residents were recruited to participate in the survey through multiple recruiting methods. Using a combination of email and text invitations, sampled residents were initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each voter was assigned a unique passcode to ensure that only Santa Clarita residents who received an invitation could access the online survey, and that the survey could be completed only one time per passcode. Following a period of online data collection, True North began placing phone calls to land lines and cell phone numbers of households that had yet to participate in the online survey as a result of the invitations.

Phone interviews averaged 18 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. A total of 831 completed surveys were gathered online and by phone in English and Spanish between May 1 and May 7, 2024.

MARGIN OF ERROR DUE TO SAMPLING The results of the survey can be used to estimate the opinions of all registered voters in the City. Because not every registered voter in the City participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 831 voters for a particular question and what would have been found if all of the estimated 148,916 registered voters had been interviewed.

Figure 43 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is $\pm 3.4\%$ for questions answered by all 831 respondents.

FIGURE 43 MAXIMUM MARGIN OF ERROR



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as length of residence and age of the respondent. Figure 43 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

DATA PROCESSING & WEIGHTING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and crosstabulations.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and tables. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and charts for a given question. Due to rounding, some figures and narrative include numbers that add to more than or less than 100%.

QUESTIONNAIRE & TOPLINES



City of Santa Clarita
Community Opinion Survey
Final Toplines (n=831)
May 2024

Section 1: Introduction to Study

Hi, may I please speak to _____? Hi, my name is _____ and I'm calling from TNR on behalf of the City of Santa Clarita (Kluh-REE-tuh). We're conducting a survey about important issues in Santa Clarita and we would like to get your opinions.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: The survey should take about 14 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If needed: Your responses to the survey will be confidential.

Section 2: Quality of Life

To begin, I'd like to ask you a few questions about what it is like to live in Santa Clarita.

Q1 How long have you lived in the City of Santa Clarita?

| | | |
|----|----------------------|-----|
| 1 | Less than 1 year | 4% |
| 2 | 1 to 4 years | 11% |
| 3 | 5 to 9 years | 11% |
| 4 | 10 to 19 years | 27% |
| 5 | 20 years or longer | 47% |
| 99 | Prefer not to answer | 0% |

Q2 What would you say is the most important issue facing the Santa Clarita community today? Verbatim responses recorded and later grouped into categories shown below.

| | |
|--|-----|
| Public safety | 24% |
| Overdevelopment, growth | 18% |
| Traffic congestion | 18% |
| Homelessness | 14% |
| Not sure / Cannot think of anything specific | 13% |
| Affordable housing | 9% |
| Infrastructure, roads, streets | 6% |
| Enforcing traffic laws | 5% |
| High cost of living | 3% |
| Healthcare, hospitals | 3% |
| Environmental issues, preparedness | 2% |
| Lack of diversity in general | 2% |
| Lack of entertainment, night life | 2% |
| Variety of dining, shopping opportunities | 2% |

| | | | | | | | | |
|----|---|-----------|------|------|------|-----------|----------|----------------------|
| | Water issues, drought | 2% | | | | | | |
| | Lack of police presence | 2% | | | | | | |
| Q3 | How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor? | | | | | | | |
| | <i>Randomize A-E, always ask F last</i> | Excellent | Good | Fair | Poor | Very poor | Not sure | Prefer not to answer |
| A | Santa Clarita as a place to live | 39% | 44% | 14% | 1% | 2% | 0% | 0% |
| B | Santa Clarita as a place to raise a family | 47% | 38% | 11% | 2% | 1% | 1% | 0% |
| C | Santa Clarita as a place to retire | 23% | 30% | 23% | 9% | 5% | 9% | 1% |
| D | Santa Clarita as a place to work | 16% | 31% | 26% | 7% | 6% | 13% | 2% |
| E | Santa Clarita as a place to recreate | 25% | 43% | 20% | 6% | 2% | 4% | 1% |
| F | The overall quality of life in Santa Clarita | 28% | 55% | 14% | 2% | 1% | 0% | 0% |
| Q4 | If the city government could change one thing to make Santa Clarita a better place to live, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below. | | | | | | | |
| | Limit growth, development | 14% | | | | | | |
| | Not sure / Cannot think of anything specific | 14% | | | | | | |
| | Improve public safety | 8% | | | | | | |
| | Provide more affordable housing | 7% | | | | | | |
| | No changes needed / Everything is fine | 7% | | | | | | |
| | Reduce traffic congestion | 6% | | | | | | |
| | Address homeless issues | 6% | | | | | | |
| | Provide more variety of high-end restaurants, shopping opportunities | 6% | | | | | | |
| | Improve, maintain infrastructure, roads, streets | 4% | | | | | | |
| | Provide more healthcare, hospitals | 4% | | | | | | |
| | Provide, improve parks, recreation facilities | 4% | | | | | | |
| | Support police, get own police dept, more police presence | 4% | | | | | | |
| | Improve economy, jobs, small-business friendly | 4% | | | | | | |
| | Enforce traffic laws | 3% | | | | | | |
| | Reduce cost of living | 3% | | | | | | |
| | Improve public transportation | 3% | | | | | | |
| | Improve schools, education | 2% | | | | | | |
| | Reduce taxes, fees | 2% | | | | | | |
| | Improve cultural diversity, address racial inequality | 2% | | | | | | |

| | |
|--|----|
| Provide more community events, activities for all ages | 2% |
| Provide more entertainment options, nightlife | 2% |
| Clean-up, beautify City, landscaping | 2% |
| Synchronize traffic lights | 2% |
| Tougher on crime, mandatory sentences | 2% |

Section 3: City Services

Next, I would like to ask a series of questions about services provided by the City of Santa Clarita.

| | | | |
|----|--|-----------------------|-----|
| Q5 | In general, are you satisfied or dissatisfied with the job the City of Santa Clarita is doing to provide city services? <i>Get answer, then ask:</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)? | | |
| | 1 | Very satisfied | 34% |
| | 2 | Somewhat satisfied | 48% |
| | 3 | Somewhat dissatisfied | 9% |
| | 4 | Very dissatisfied | 2% |
| | 98 | Not sure | 6% |
| | 99 | Prefer not to answer | 0% |

Ask Q6 if Q5=(1,2).

| | | |
|----|---|-----|
| Q6 | Why would you say you are satisfied with the job the City of Santa Clarita is doing providing city services? <i>Verbatim responses recorded and later grouped into categories shown below.</i> | |
| | Beautiful, clean city, no graffiti, well-landscaped | 17% |
| | Not sure / Cannot think of anything specific | 13% |
| | High quality, responsive City services | 11% |
| | Everything is great, no problems | 11% |
| | Public safety, low crime rate | 9% |
| | Prefer not to answer | 8% |
| | Parks, rec facilities | 7% |
| | New, well-maintained infrastructure | 7% |
| | Community events, activities | 6% |
| | Public transportation | 4% |
| | Satisfied, but always room for improvement | 4% |
| | Nice place to live, raise kids, family | 4% |
| | Wide variety of programs, services | 4% |
| | County Sheriff, Fire Department services | 3% |
| | Trash services, collection | 3% |

| | | | | | | | |
|----------------------------|---|---------------------|----------------|--------------------|----------------------|----------|----------------------|
| | Bike lanes, trails | 2% | | | | | |
| | Addressing homeless issues | 2% | | | | | |
| | Utilities companies doing well, working fine | 2% | | | | | |
| <i>Ask Q7 if Q5=(3,4).</i> | | | | | | | |
| Q7 | Why would you say you are dissatisfied with the job the City of Santa Clarita is doing providing city services? Verbatim responses recorded and later grouped into categories shown below. | | | | | | |
| | Slow, inadequate response to resident needs, requests | 15% | | | | | |
| | Public safety, need more emergency personnel, police services | 11% | | | | | |
| | Insufficient services, programs / Unaware | 10% | | | | | |
| | Poor road, street maintenance | 9% | | | | | |
| | Utility service issues | 8% | | | | | |
| | Trash service issues | 8% | | | | | |
| | Poor upkeep, landscaping of public areas | 7% | | | | | |
| | High cost of living, fees | 7% | | | | | |
| | Not enough transit services | 6% | | | | | |
| | Not enough jobs, opportunities | 5% | | | | | |
| | Not sure / No particular reason | 5% | | | | | |
| | Homeless issues | 4% | | | | | |
| | Too much growth, development | 4% | | | | | |
| | Traffic congestion | 4% | | | | | |
| | City communication, transparency | 4% | | | | | |
| | Not enough traffic patrols, enforcement of traffic laws | 4% | | | | | |
| | Parking issues | 3% | | | | | |
| | Water issues, shortage, drought concerns | 3% | | | | | |
| | Not enough support for schools, education | 2% | | | | | |
| | Level of services, responsiveness imbalance across communities | 2% | | | | | |
| Q8 | Next, I'm going to read a list of city services. For each, please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important. | | | | | | |
| | <i>Randomize.</i> | Extremely important | Very important | Somewhat important | Not at all important | Not sure | Prefer not to answer |
| A | Managing traffic congestion | 64% | 29% | 5% | 2% | 0% | 0% |
| B | Providing parks and recreation facilities | 44% | 41% | 13% | 1% | 1% | 0% |
| C | Being fiscally responsible with the City's budget | 57% | 34% | 6% | 1% | 1% | 0% |

| | | | | | | | |
|--|---|----------------|--------------------|-----------------------|-------------------|----------|----------------------|
| D | Providing Sheriff or police services | 65% | 25% | 6% | 3% | 0% | 0% |
| E | Providing fire protection and prevention services | 69% | 28% | 3% | 0% | 0% | 0% |
| F | Communicating and providing information on City programs | 29% | 43% | 25% | 3% | 1% | 0% |
| G | Preserving open space | 46% | 33% | 17% | 2% | 1% | 0% |
| H | Beautifying roadways and medians, including landscaping, litter removal, and graffiti removal | 40% | 39% | 18% | 2% | 0% | 0% |
| I | Protecting the environment | 47% | 34% | 15% | 2% | 0% | 0% |
| J | Providing library services | 29% | 40% | 26% | 4% | 0% | 0% |
| K | Addressing youth drug use | 50% | 30% | 14% | 4% | 1% | 0% |
| L | Providing trails and paseos (puh-SAY-ohs) for public use | 35% | 39% | 22% | 3% | 1% | 0% |
| M | Maintaining city streets and sidewalks | 58% | 34% | 7% | 0% | 0% | 0% |
| N | Providing special events like the Cowboy Festival, summer concerts, Senses, and cultural events | 24% | 33% | 34% | 8% | 1% | 0% |
| O | Providing public transit and transportation services | 34% | 36% | 24% | 4% | 1% | 0% |
| P | Providing sports and recreation programs | 33% | 42% | 20% | 4% | 1% | 0% |
| Q | Supporting homeless services | 31% | 35% | 20% | 10% | 2% | 1% |
| R | Providing diversity and inclusion programs | 25% | 27% | 23% | 22% | 1% | 1% |
| S | Preparing for and managing emergencies | 59% | 35% | 5% | 0% | 0% | 0% |
| <p>For the same list of services I just read, I'd like you to tell me how satisfied you are with the job the City is doing to provide the service.</p> | | | | | | | |
| Q9 | <p>Are you satisfied or dissatisfied with the City's efforts to: _____, or do you not have an opinion? <i>Get answer.</i> If 'satisfied' or 'dissatisfied', then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</p> | | | | | | |
| | <i>Randomize.</i> | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Not sure | Prefer not to answer |
| A | Manage traffic congestion | 15% | 31% | 29% | 20% | 3% | 2% |
| B | Provide parks and recreation facilities | 54% | 36% | 4% | 1% | 4% | 2% |
| C | Be fiscally responsible with the City's budget | 22% | 38% | 12% | 3% | 22% | 3% |
| D | Provide Sheriff or police services | 40% | 36% | 12% | 5% | 4% | 3% |
| E | Provide fire protection and prevention services | 47% | 36% | 6% | 3% | 6% | 2% |
| F | Communicate and provide information on City programs | 35% | 42% | 11% | 2% | 8% | 2% |
| G | Preserve open space | 37% | 40% | 11% | 4% | 6% | 2% |

| | | | | | | | |
|---|---|-----|-----|-----|-----|-----|-----|
| H | Beautify roadways and medians, including landscaping, litter removal, and graffiti removal | 50% | 35% | 10% | 2% | 1% | 1% |
| I | Protect the environment | 29% | 43% | 10% | 3% | 13% | 2% |
| J | Provide library services | 48% | 36% | 5% | 1% | 7% | 3% |
| K | Address youth drug use | 16% | 32% | 17% | 5% | 26% | 4% |
| L | Provide trails and paseos (puh-SAY-ohs) for public use | 53% | 36% | 3% | 1% | 5% | 2% |
| M | Maintain city streets and sidewalks | 43% | 39% | 13% | 3% | 1% | 1% |
| N | Provide special events like the Cowboy Festival, summer concerts, Senses, and cultural events | 42% | 41% | 5% | 2% | 7% | 3% |
| O | Provide public transit and transportation services | 32% | 37% | 12% | 3% | 14% | 2% |
| P | Provide sports and recreation programs | 42% | 41% | 5% | 2% | 8% | 2% |
| Q | Support homeless services | 15% | 28% | 21% | 10% | 19% | 7% |
| R | Provide diversity and inclusion programs | 21% | 29% | 11% | 6% | 23% | 10% |
| S | Prepare for and manage emergencies | 34% | 37% | 9% | 3% | 15% | 2% |

Section 4: Customer Service & Trust

| | | | | | | |
|-----|---|----------------------|------|----------|------------|----------------------|
| Q10 | In the past 12 months, have you been in contact with staff from the City of Santa Clarita? | | | | | |
| | 1 | Yes | 27% | | Ask Q11 | |
| | 2 | No | 68% | | Skip to 0 | |
| | 98 | Not sure | 3% | | Skip to 0 | |
| | 99 | Prefer not to answer | 2% | | Skip to 0 | |
| Q11 | In your opinion, was the staff at the City very _____, somewhat _____, or not at all _____. <i>Read one item at a time, continue until all items are read.</i> | | | | | |
| | <i>Randomize</i> | | Very | Somewhat | Not at all | Not sure |
| | | | | | | Prefer not to answer |
| A | Helpful | | 59% | 23% | 15% | 2% |
| B | Professional | | 71% | 22% | 4% | 2% |
| C | Accessible | | 63% | 26% | 7% | 2% |

| | | | | | | |
|------------------|--|----------------|----------------|-----------------------|-----------------------|----------------------|
| Q12 | Next, I would like to know about who you trust when it comes to government organizations. As I read a short list of government organizations, please indicate whether you trust or do not trust the organization. | | | | | |
| | Here is the (first/next) one: _____. Do you trust or not trust this organization? <i>Get answer, then ask:</i> Would you say you strongly (trust/do not trust) or somewhat (trust/do not trust) this organization? | | | | | |
| <i>Randomize</i> | | Strongly trust | Somewhat trust | Somewhat do NOT trust | Strongly do NOT trust | Prefer not to answer |
| A | The City of Santa Clarita | 27% | 55% | 11% | 4% | 3% |
| B | The State of California | 14% | 30% | 21% | 31% | 4% |
| C | The County of Los Angeles | 9% | 35% | 29% | 24% | 4% |
| D | The United States Federal Government | 13% | 31% | 24% | 28% | 4% |

| Section 5: Economic Development | | | |
|---------------------------------|--|----------------------|-----|
| Q13 | Thinking of the restaurants and entertainment places that your household visits <u>outside</u> of the City, are there any that you would like to have available in Santa Clarita? | | |
| | 1 | Yes | 70% |
| | 2 | No | 14% |
| | 98 | Not sure | 15% |
| | 99 | Prefer not to answer | 1% |
| Q14 | What is the name of the restaurant or entertainment option you would <u>most</u> like to have located in Santa Clarita? <i>Verbatim responses recorded and later grouped into categories shown below.</i> | | |
| | Small coffee, baked goods cafes | | 21% |
| | Entertainment centers, areas | | 17% |
| | Variety of ethnic restaurants, markets | | 17% |
| | Contemporary casual cuisine | | 15% |
| | Fast food restaurant chains | | 14% |
| | Upper-scale restaurant chains | | 11% |
| | Any new restaurants, entertainment | | 9% |
| | Not sure / Cannot think of anything specific | | 7% |
| | Driving range | | 6% |
| | Family restaurant chains | | 5% |
| | Movie theaters | | 5% |
| | Night clubs, dancing places | | 4% |
| | Concert venues, opera house | | 4% |
| | Locally owned, non-chain businesses | | 3% |

| | | | |
|-----|---|-----|-------------|
| | Vegan, healthy restaurants | 3% | |
| | Gourmet, organic specialty grocery stores | 2% | |
| | Donut, ice cream shops | 2% | |
| Q15 | Thinking of the retail stores that your household visits <u>outside</u> of the City, are there any that you would like to have available in Santa Clarita? | | |
| | 1 Yes | 40% | Ask Q16 |
| | 2 No | 31% | Skip to Q17 |
| | 98 Not sure | 28% | Skip to Q17 |
| | 99 Prefer not to answer | 1% | Skip to Q17 |
| Q16 | What is the name of the retail store you would <u>most</u> like to have located in Santa Clarita? Verbatim responses recorded and later grouped into categories shown below. | | |
| | Apparel, high-end department stores | 27% | |
| | Upper-scale clothing stores, boutiques | 27% | |
| | Specialty goods stores | 18% | |
| | Sports stores | 9% | |
| | Large department stores | 7% | |
| | Shoe stores | 6% | |
| | Large discount, box stores | 5% | |
| | Any new retail stores | 5% | |
| | Not sure / Cannot think of anything specific | 5% | |
| | Grocery store chains | 4% | |
| | Asian stores | 2% | |
| | Toy stores | 2% | |
| | Outlet stores | 2% | |

Section 6: Communication

| | | | |
|-----|---|-----|--|
| Q17 | Where do you get your information about news and issues facing Santa Clarita? <i>Don't read list. Record up to first 3 responses.</i> | | |
| | 1 Local television news | 22% | |
| | 2 Print Media | 55% | |
| | 3 Social Media | 60% | |
| | 4 Seasons / City Newsletter | 15% | |
| | 5 City's website (www.santa-clarita.com) | 8% | |
| | 6 Radio | 14% | |
| | 7 The State of the City Newsletter | 2% | |
| | 9 City Council or Planning Commission | 1% | |

| | | | | | |
|-------------------------------|--|------|----------|------------|---------------------------------|
| 10 | Word of mouth/friends/associates | 14% | | | |
| 11 | Other sources | 7% | | | |
| 12 | Internet in general | 3% | | | |
| 16 | Do not receive information about City | 2% | | | |
| 17 | Not sure, cannot think of anything specific | 1% | | | |
| 18 | Prefer not to answer | 1% | | | |
| Q18 | Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, local media, social media, and other means? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i> | | | | |
| 1 | Very satisfied | 28% | | | |
| 2 | Somewhat satisfied | 48% | | | |
| 3 | Somewhat dissatisfied | 13% | | | |
| 4 | Very dissatisfied | 4% | | | |
| 98 | Not sure | 6% | | | |
| 99 | Prefer not to answer | 1% | | | |
| Q19 | As I read the following ways that the City can communicate with residents, I'd like to know if you think they would be a very effective, somewhat effective, or not at all effective way for the City to communicate with you. | | | | |
| | <i>Randomize</i> | Very | Somewhat | Not at all | Not sure / Prefer not to answer |
| A | Email | 42% | 38% | 16% | 4% |
| B | Social Media sites such as Facebook, X (formerly Twitter), Instagram, and TikTok | 50% | 33% | 14% | 4% |
| C | A Smart Phone application that would allow you to communicate with the City, report issues, and receive updates | 60% | 25% | 11% | 4% |
| D | City website | 40% | 42% | 14% | 4% |
| E | Newsletters and other materials mailed directly to your house | 36% | 41% | 20% | 3% |
| F | Advertisements in local papers | 12% | 37% | 46% | 6% |
| G | Text messages | 39% | 38% | 17% | 6% |
| H | Town hall style meetings | 15% | 45% | 34% | 5% |
| I | Public service announcements on local radio stations | 20% | 39% | 35% | 5% |
| <i>Ask Q20 if Q19b=(1,2).</i> | | | | | |
| Q20 | What is your <i>preferred</i> Social Media site for Santa Clarita news and information - the one you currently use most often for local news and information? <i>Verbatim responses recorded and later grouped into categories shown below.</i> | | | | |
| | Instagram in general | 33% | | | |
| | Facebook in general | 24% | | | |

| | |
|---|-----|
| Do not use currently use Social Media for local news and info | 15% |
| WhatsApp | 8% |
| Twitter/X | 6% |
| Nextdoor | 4% |
| SCV Signal | 3% |
| Google | 2% |
| TikTok | 2% |
| SCV News | 2% |
| City Facebook page | 1% |
| Email | 1% |
| City website | 1% |
| KHTS | 1% |
| SCVTV | 1% |
| YouTube | 1% |
| City Instagram page | 1% |
| SCV Emergency Now | 1% |
| All social media | 1% |
| Newsbreak | 1% |

Section 7: Background & Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

| | | |
|----|---|-----|
| D1 | In what year were you born? Year recoded into age groups shown below. | |
| | 18 to 29 | 17% |
| | 30 to 39 | 16% |
| | 40 to 49 | 17% |
| | 50 to 64 | 27% |
| | 65 or older | 23% |
| D2 | Do you have children under the age of 18 in your household? | |
| | 1 Yes | 35% |
| | 2 No | 61% |
| | 99 Prefer not to answer | 4% |
| D3 | Which of the following best describes your employment status? Would you say you are employed full-time, part-time, a student, a homemaker, retired, or are you in-between jobs right now? | |

| | | | | |
|---|---|--|-----|------------|
| | 1 | Employed full-time | 52% | Ask D4 |
| | 2 | Employed part-time | 10% | Ask D4 |
| | 3 | Student | 6% | Skip to D5 |
| | 4 | Homemaker | 4% | Skip to D5 |
| | 5 | Retired | 20% | Skip to D5 |
| | 6 | In-between jobs | 5% | Skip to D5 |
| | 98 | Not sure | 0% | Skip to D5 |
| | 99 | Prefer not to answer | 3% | Skip to D5 |
| D4 | Are you currently working from home, commuting to a workplace outside of your home, or a mixture of both? | | | |
| | 1 | Working from home | 15% | |
| | 2 | Commuting to a workplace outside home | 62% | |
| | 3 | Mixture of both | 21% | |
| | 99 | Prefer not to answer | 2% | |
| D5 | Are you married? | | | |
| | 1 | Yes | 58% | |
| | 2 | No | 37% | |
| | 99 | Prefer not to answer | 4% | |
| D6 | What ethnic group do you consider yourself a part of or feel closest to? <i>Read list if respondent hesitates</i> | | | |
| | 1 | Caucasian/White | 51% | |
| | 2 | Latino/Hispanic | 23% | |
| | 3 | African-American/Black | 6% | |
| | 4 | American Indian or Alaskan Native | <1% | |
| | 5 | Asian -- Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian | 11% | |
| | 6 | Pacific Islander | <1% | |
| | 7 | Middle Eastern | 2% | |
| | 8 | Mixed Heritage | 2% | |
| | 98 | Other | 1% | |
| | 99 | Prefer not to answer | 4% | |
| Thanks so much for participating in this important survey! This survey was conducted for the City of Santa Clarita. | | | | |

Variables from Sample

| S1 | Gender | | |
|----|------------------------|----------------------|-----|
| | 1 | Male | 49% |
| | 2 | Female | 47% |
| | 3 | Non-binary | 0% |
| | 99 | Prefer not to answer | 4% |
| S2 | Homeowner | | |
| | 1 | Yes | 68% |
| | 2 | No | 32% |
| S3 | Community of Residence | | |
| | 1 | Newhall | 12% |
| | 2 | Saugus | 27% |
| | 3 | Canyon Country | 31% |
| | 4 | Valencia | 30% |
| S4 | Survey Language | | |
| | 1 | English | 95% |
| | 2 | Spanish | 5% |