



COMMUNITY OPINION SURVEY
SUMMARY REPORT

PREPARED FOR THE
CITY OF SANTA CLARITA



MAY 2026



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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 232,377 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 an extensive network of facilities, programs, and services to its residents, including 40 parks, more than 100 miles of trails and paseos, over 12,000 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 2025.

This is not the first statistically reliable community survey conducted for the City. Similar studies have been conducted every two years dating back to 2016, and many of the questions included in the 2026 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 2026 alongside the results found in the 2024 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 (2024) and the current (2026)—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 2026.

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 1,194 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 April 14 and April 21, 2026, 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 interested in the details of the results. For those who seek an overview, the section titled *Key Findings* is for you. It provides a summary of the most important findings and a discussion of their implications. 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 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 1,500 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 statistically 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 overwhelming majority of residents with an opinion (85%) continue to be satisfied with the City of Santa Clarita's overall efforts to provide municipal services, whereas 15% were dissatisfied. In fact, total satisfaction has remained relatively consistent since 2018 (ranging from 85% to 88%). Additionally, satisfaction was widespread among demographic subgroups in 2026, ranging from a low of 79% to a high of 90% (see *Overall Satisfaction* on page 15).

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 (95% very or somewhat satisfied), provide parks and recreation facilities (94%), library services (94%), 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 18). For 18 of the 20 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), as a place to live (83%), and for the overall quality of life in the City (81%).

Approximately six-in-ten residents (63%) assigned an excellent or good rating to Santa Clarita as a place to recreate, and just over half felt favorably about Santa Clarita as a place to retire (51%). 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 18% of respondents had no opinion or did not provide a rating for Santa Clarita on this dimension.

Each of the six ratings remained stable from 2024 to 2026, and 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 72% and 87% for all demographic subgroups (see *Overall Quality of Life* on page 10).

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, nearly one-in-five respondents could not identify a desired change (13%) or stated that no changes are needed or everything is fine (5%). Among specific changes desired, the most common were limiting growth and development (15%), reducing traffic congestion (11%), improving/maintaining infrastructure, streets, and roads (10%), and improving the local economy (8%) (see *Changes to Improve Santa Clarita* on page 13).

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 78% indicating that they trust the City of Santa Clarita. For perspective, the survey found that less than half of Santa Clarita residents trust the State of California (44%), the County of Los Angeles (43%), and the United States Federal Government (29%). Responses were significantly lower for the Federal Government in 2026 (-16% from 2024), while remaining statistically consistent for the City, County, and State.

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 municipal facilities, participating in various programs or events, or in need of assistance from the City on any number of matters. Consistent with past surveys, 26% of respondents 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 (96%), accessible (93%), and helpful (91%). Although the percentage of respondents who rated City staff as *very* accessible declined from 2024 to 2026 (-10%), the overall accessibility rating was statistically consistent (93% in 2026 vs 89% in 2024). Staff helpfulness ratings, meanwhile, improved significantly from 2024 (82%) to 2026 (91%) (see *Customer Service & Trust* on page 26).

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 communication 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.

Drawing on residents' verbatim answers regarding the most important issues facing the community (see *Most Important Issue Facing Santa Clarita* on page 9), what City government could do to make Santa Clarita a better place to live (see *Changes to Improve Santa Clarita* on page 13), the list of services and their priority status for future attention (see *Performance, Needs & Priorities* on page 23), reasons for dissatisfaction with the City's performance (*Reasons for Dissatisfaction* on page 18), 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 22), the themes of managing traffic congestion, managing growth and development, supporting homeless services, providing diversity and inclusion programs, addressing youth drug use, ensuring public safety, and maintaining City streets and sidewalks stand out as key areas of opportunity and interest for residents.

Although public safety is still identified as an area of opportunity in 2026, it should be noted that the City appears to have made strides in this area since 2024. Indeed, public safety declined in saliency both as a top issue facing the community (from first in 2024 to third in 2026) and as a suggested area of improvement to make Santa Clarita a better place to live (from third in 2024 to eighth in 2026), as did the perceived importance of providing sheriff and police services (-4%, statistically lower than 2024). Public safety, however, remains the second most frequently cited reason for dissatisfaction with the job the City of Santa Clarita is doing in providing City services (among the small subgroup of residents asked this question).

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 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 2026 study is that the City does many things very well, and the 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 be 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'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, smartphone 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 has 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), but 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.

Against this backdrop of challenges, the City of Santa Clarita's communication ratings have remained remarkably consistent over time. 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 in 2026—virtually unchanged since 2018. Additionally, 73% of residents use City-sponsored sources for information about news and issues facing Santa Clarita, with the City's socials and *Seasons* newsletter topping the list (see *Communication* on page 36).

Looking forward, the 2026 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 smartphone app as the most effective method (87% very or

somewhat effective), followed by social media (83%), email (82%), and the City's website (79%). Instagram continues to be the preferred social media platform in 2026 (Facebook was preferred prior to 2024).

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 evolves. To stay ahead of the curve, Santa Clarita, like other cities, should periodically conduct a careful review of its communication 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 identify 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 traffic congestion and growth and overdevelopment as the top issues facing the community (each 24%), followed by public safety concerns (14%). Approximately 11% of residents were unsure or could not identify an important issue.

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

FIGURE 1 MOST IMPORTANT ISSUE FACING COMMUNITY

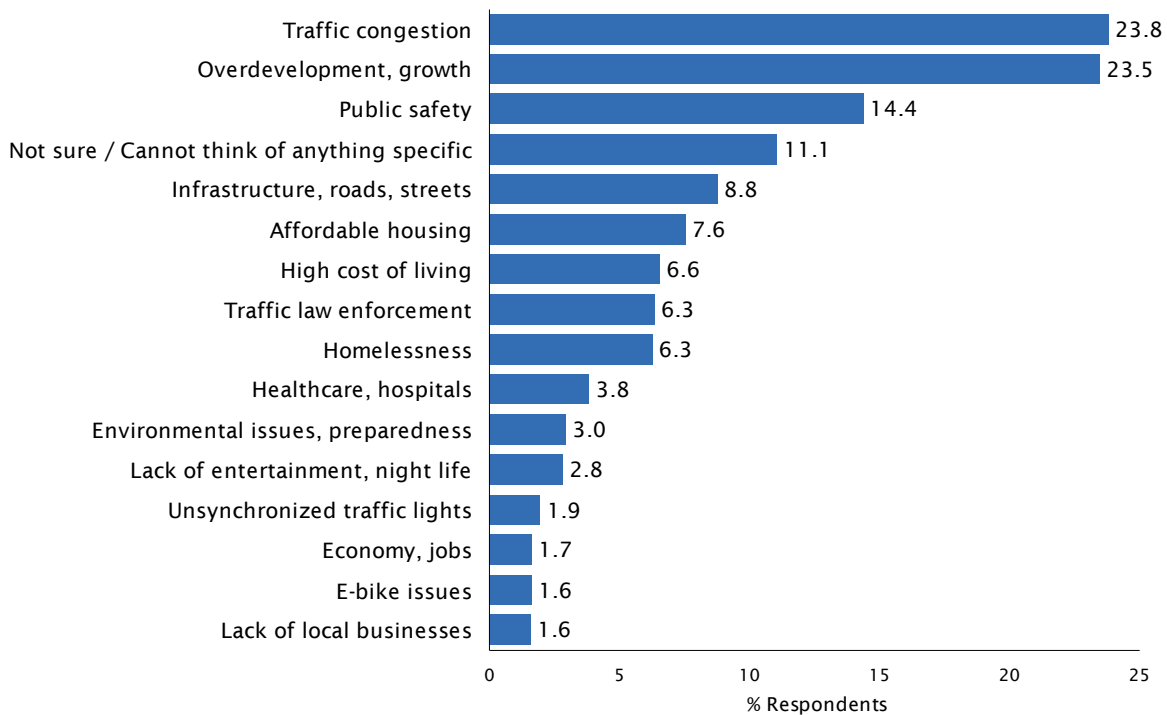


Table 1 on the next page shows the top ten response categories by study year. The qualitative nature of recording, categorizing, and coding verbatim responses limits the ability to perform statistical significance testing between surveys. That said, the top ten most important issues remained the same from 2024 to 2026, although their ranking shifted in most cases.

Public safety, which was top of mind for respondents in 2022 and 2024, declined to third place in 2026, as traffic congestion rose to the top position. With the exception of COVID-19 (top response in 2020), the top three issues cited by residents have remained consistent since 2018.

TABLE 1 MOST IMPORTANT ISSUES FACING COMMUNITY BY STUDY YEAR

Study Year					
2026	2024	2022	2020	2018	2016
Traffic congestion	Public safety	Public safety	COVID-19 concerns, issues	Traffic congestion	Traffic congestion
Overdevelopment, growth	Overdevelopment, growth	Overdevelopment, growth	Traffic congestion	Overdevelopment, growth	Water issues, drought
Public safety	Traffic congestion	Traffic congestion	Overdevelopment, growth	Public safety	Overdevelopment, growth
Not sure / Cannot think of anything specific	Homelessness	Homelessness	Not sure / Cannot think of anything specific	Not sure / Cannot think of anything specific	Jobs, economy
Infrastructure, roads, streets	Not sure / Cannot think of anything specific	Not sure / Cannot think of anything specific	Public safety	Homelessness	Public safety
Affordable housing	Affordable housing	Water issues, drought	Racial inequality	Infrastructure, roads, streets	Education, local schools
High cost of living	Infrastructure, roads, streets	Affordable housing	Homelessness	Affordable housing	Affordable housing
Traffic law enforcement	Traffic law enforcement	Environmental issues, preparedness	Environmental issues, preparedness	Water issues, drought	Nothing
Homelessness	High cost of living	Infrastructure, roads, streets	Economy, jobs	Enforcing traffic laws	Poverty, homeless
Healthcare, hospitals	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 on the next page, 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), as a place to live (83%), and for the overall quality of life in the City (81%).

Approximately six-in-ten residents (63%) assigned an excellent or good rating to Santa Clarita as a place to recreate, and just over half felt favorably about Santa Clarita as a place to retire (51%). 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 18% of respondents had no opinion or did not provide a rating for Santa Clarita on this dimension.

As shown in Table 2 on the next page, ratings across the six dimensions showed little movement from 2024 to 2026, with no statistically significant changes. Figure 3 presents ratings for the overall quality of life by study year and shows that the percentage of residents rating the overall quality of life in Santa Clarita as excellent or good has remained stable since 2016, ranging from 81% to 86%.

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

FIGURE 2 RATING SANTA CLARITA

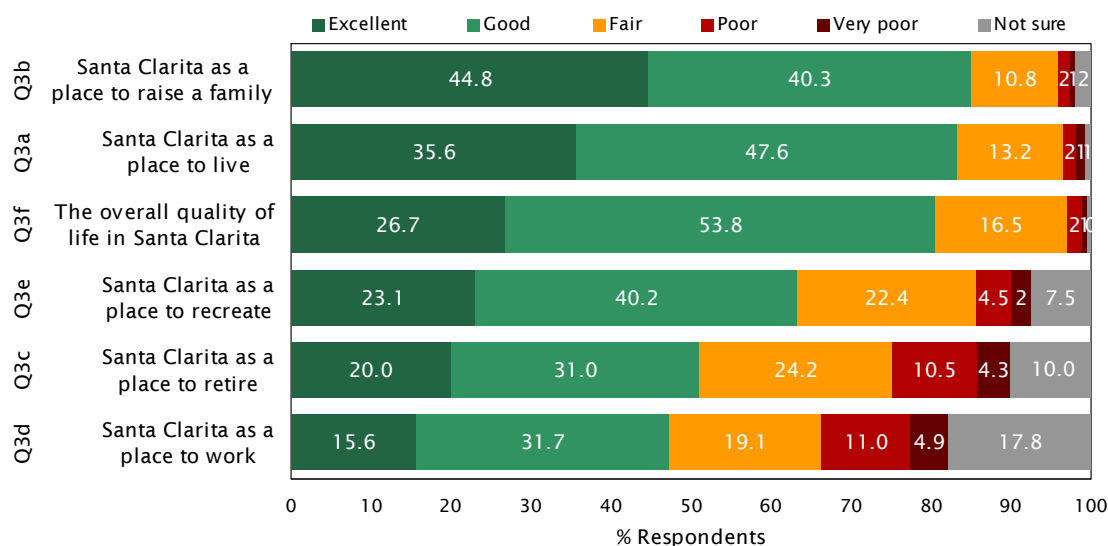
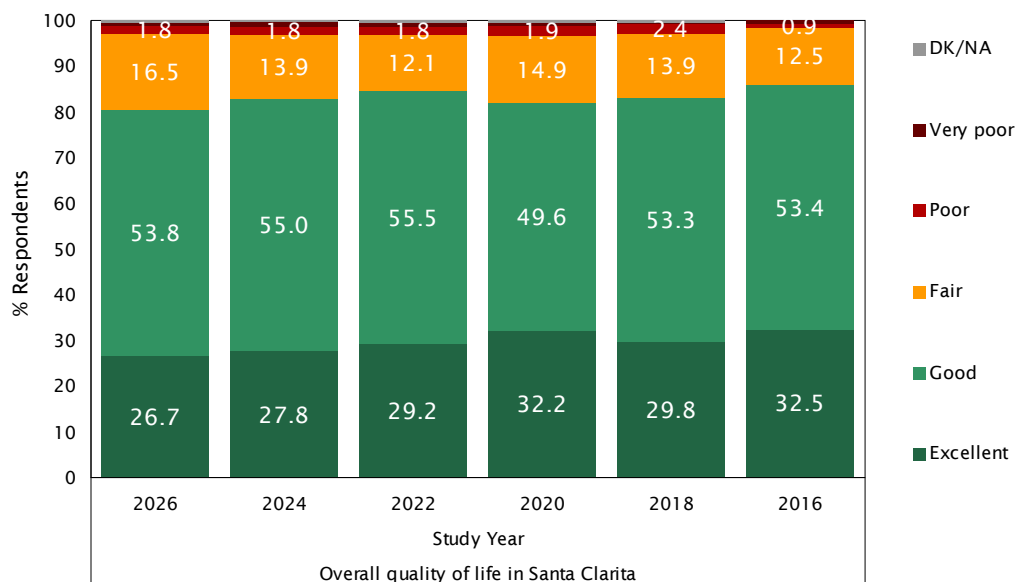


TABLE 2 RATING SANTA CLARITA BY STUDY YEAR

	Study Year					Change in % Excellent + Good 2024 to 2026
	2026	2024	2022	2020	2018	
Santa Clarita as a place to live	83.3	82.5	85.6	85.1	85.4	+0.8
Santa Clarita as a place to work	47.3	47.1	55.2	56.8	53.2	+0.2
Santa Clarita as a place to raise a family	85.0	85.0	87.8	86.4	88.2	+0.1
The overall quality of life in Santa Clarita	80.5	82.8	84.7	81.9	83.0	-2.3
Santa Clarita as a place to retire	51.0	53.7	53.6	52.0	49.2	-2.7
Santa Clarita as a place to recreate	63.3	67.2	N/A	N/A	N/A	-3.9

FIGURE 3 OVERALL QUALITY OF LIFE BY STUDY YEAR



Figures 4 through 6 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 72% rating the quality of life as excellent or good to a high of 87%. When compared with their respective counterparts, quality of life ratings were somewhat higher among residents who have lived in Santa Clarita less than 20 years, those over 40 years of age, those who identified their ethnicity as a category besides *other*, homeowners, and male respondents. Also noteworthy is the inverse relationship with length of residence, such that favorable ratings generally decreased as respondents' tenure increased.

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

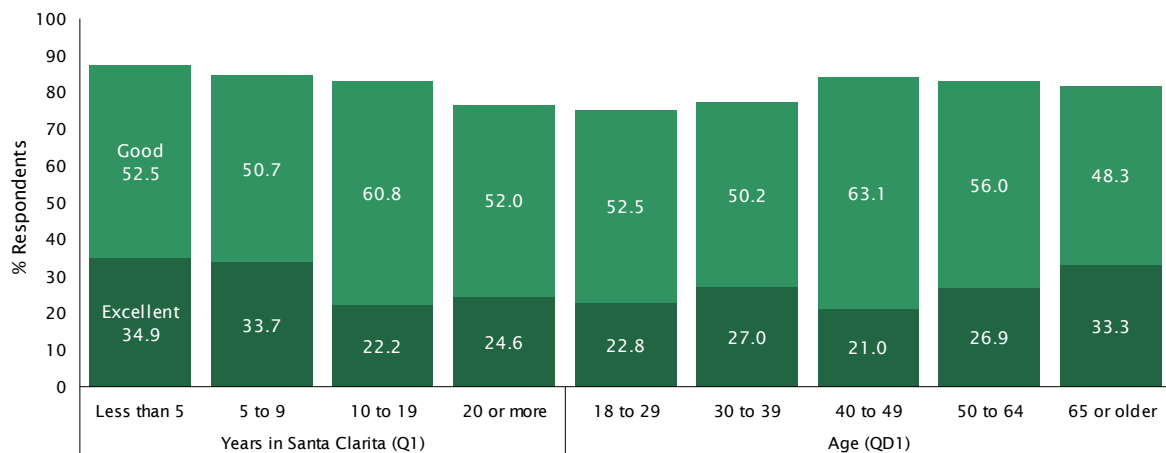


FIGURE 5 OVERALL QUALITY OF LIFE BY ETHNICITY & COMMUNITY OF RESIDENCE

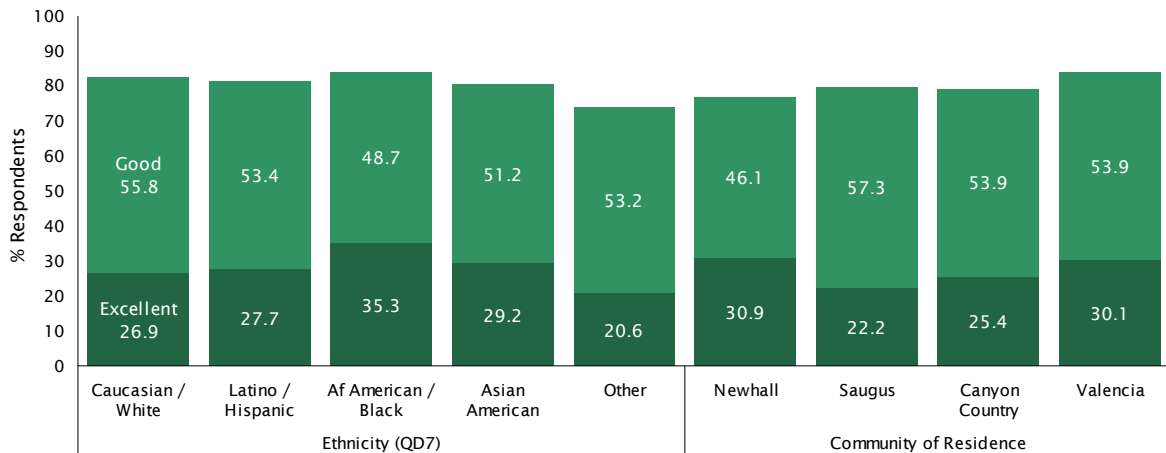


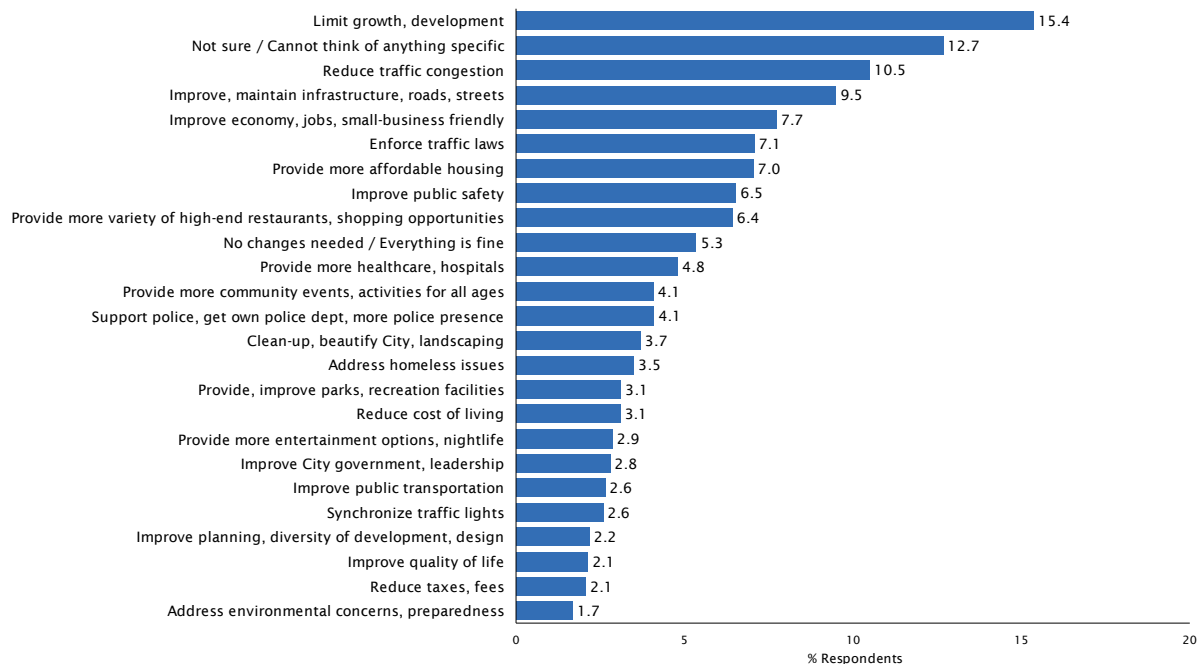
FIGURE 6 OVERALL QUALITY OF LIFE BY SURVEY LANGUAGE, HOMEOWNERSHIP STATUS, GENDER & CHILD IN HSLD



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



Nearly one-in-five respondents could not think of any desired changes (13%) or reported that no changes were needed (5%), 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 (15%), reducing traffic congestion (11%), improving/maintaining infrastructure, streets, and roads (10%), improving the local economy (8%), enforcing traffic laws (7%), providing more affordable housing (7%), improving public safety (7%), and increasing the number of high-end shopping and dining opportunities (6%). No other single issue was mentioned by at least 5% of respondents.

Table 3 provides the top ten responses to Question 4 over the past five surveys. With the exception of 2024 when reducing traffic congestion ranked eighth (and improving public safety was third), the top three suggestions have remained unchanged since 2018, though their relative ranking has varied over time.

TABLE 3 CHANGES TO IMPROVE SANTA CLARITA BY STUDY YEAR

2026	2024	Study Year 2022	2020	2018
Limit growth, development	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	Not sure / Cannot think of anything specific	Limit growth, development	Reduce traffic congestion
Reduce traffic congestion	Improve public safety	Reduce traffic congestion	Reduce traffic congestion	Not sure / Cannot think of anything specific
Improve, maintain infrastructure, roads, streets	No changes needed / Everything is fine	Address homeless issues	No changes needed	Provide more affordable housing
Improve economy, jobs, small-business friendly	Provide more affordable housing	Improve public safety	Improve cultural diversity, address racial inequality	Improve, maintain infrastructure, roads, sidewalks
Enforce traffic laws	Address homeless issues	Provide more affordable housing	Improve public safety, more police presence	Improve public safety, more police presence
Provide more affordable housing	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
Improve public safety	Reduce traffic congestion	Improve, maintain infrastructure, roads, streets	Improve City government, leadership	No changes needed
Provide more variety of high-end restaurants, shopping opportunities	Provide more healthcare, hospitals	No changes needed / Everything is fine	Address COVID-19 issues, concerns	Address homeless issues
No changes needed / Everything is fine	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

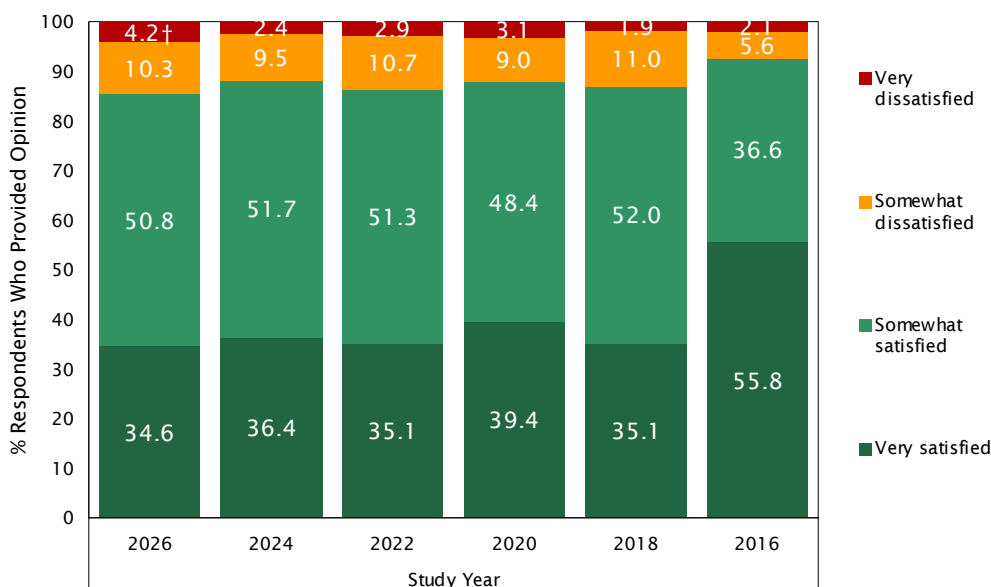
After measuring respondents' perceptions of the quality of life in Santa Clarita and the top overall issues facing the City, the survey next turned to assessing opinions about the City's performance in providing various municipal services.

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 (85%) of Santa Clarita residents who provided an opinion indicated they were either very (35%) or somewhat (51%) satisfied with the City's efforts to provide municipal services in 2026, whereas approximately 15% were dissatisfied. Although the share who were very dissatisfied experienced a small but statistically significant increase from 2024 to 2026 (+2%), total satisfaction has remained relatively consistent since 2018 (ranging from 85% to 88%).

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 SATISFACTION WITH CITY SERVICES BY STUDY YEAR



† Statistically significant change ($p < 0.05$) between the 2024 and 2026 studies.

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 90%.

FIGURE 9 SATISFACTION WITH CITY SERVICES BY YEARS IN SANTA CLARITA & AGE

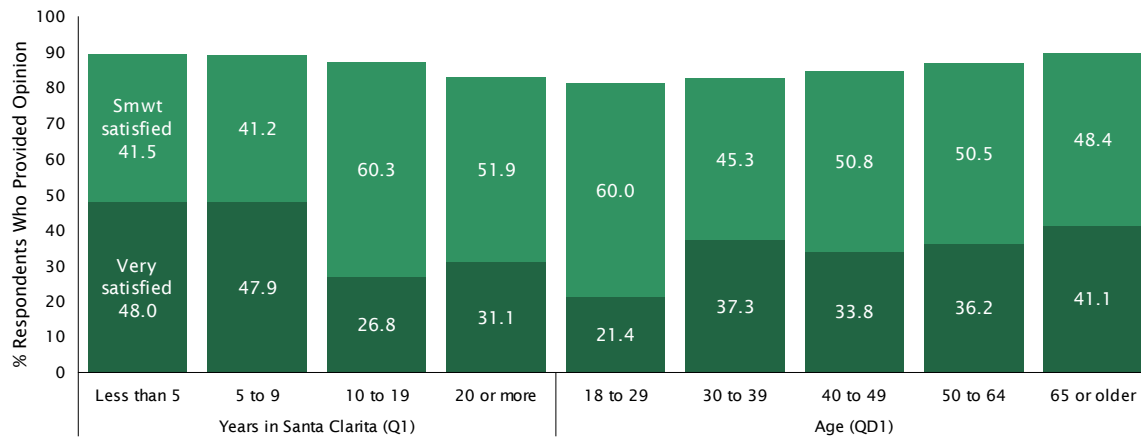


FIGURE 10 SATISFACTION WITH CITY SERVICES BY ETHNICITY & COMMUNITY OF RESIDENCE

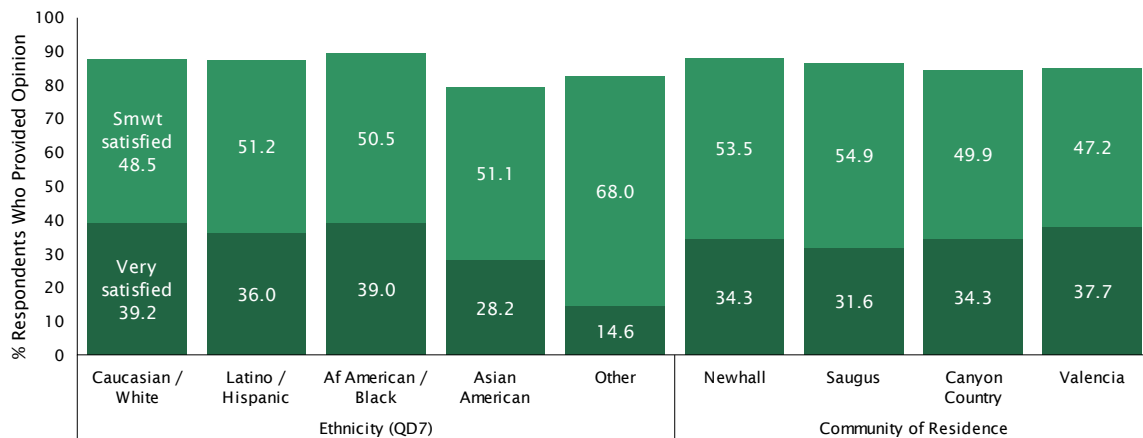
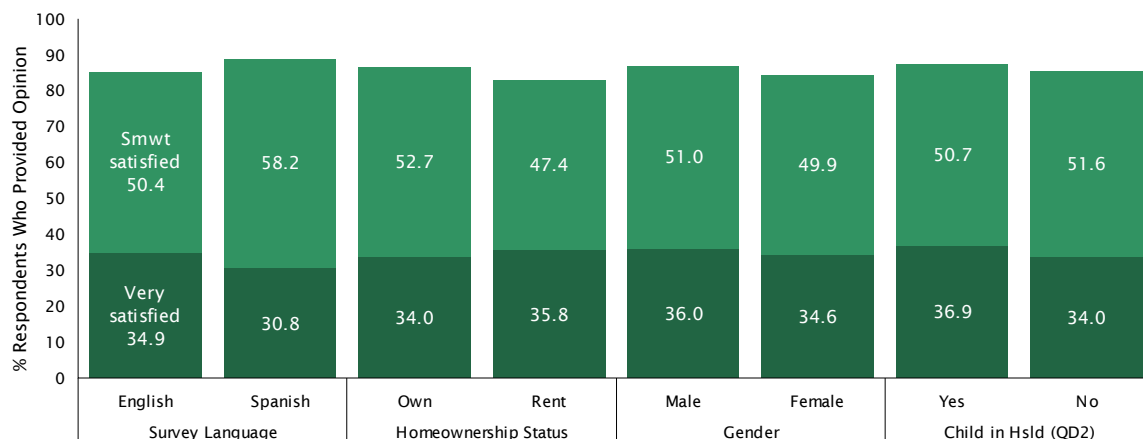


FIGURE 11 SATISFACTION WITH CITY SERVICES BY SURVEY LANGUAGE, HOMEOWNERSHIP STATUS, GENDER & CHILD IN HSLD



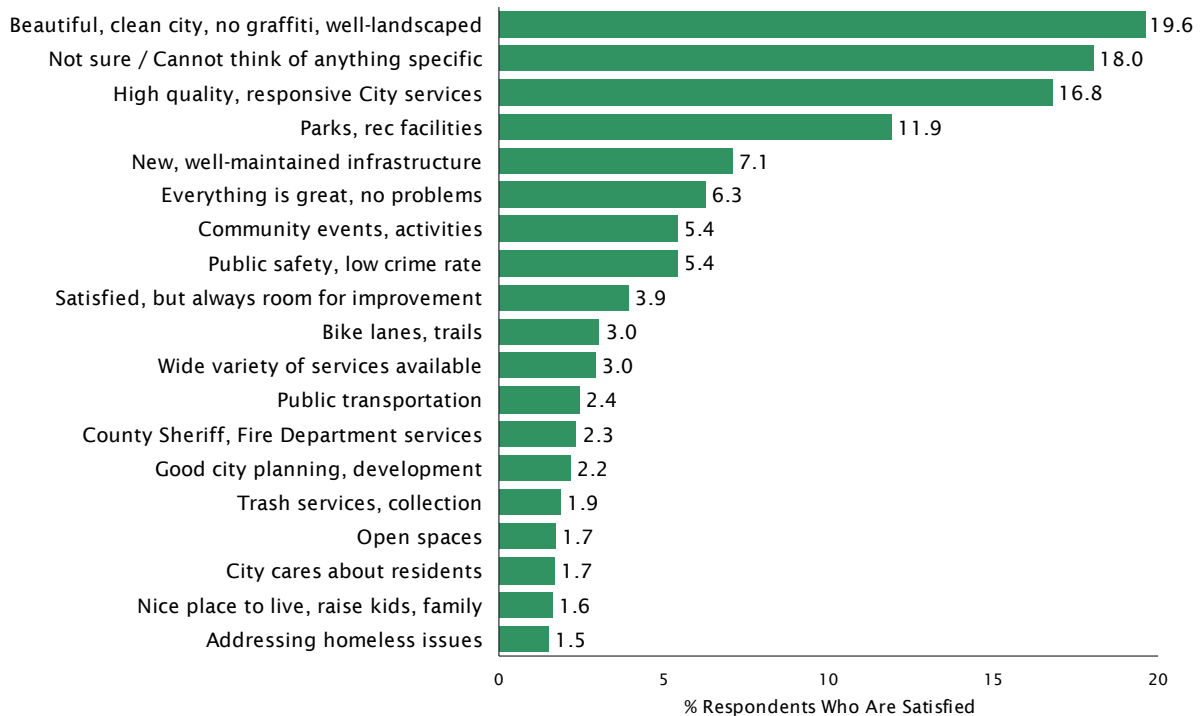
To better understand the reasons behind their ratings, residents were next asked a follow-up question based on whether they were satisfied or dissatisfied with the job the City of Santa Clarita is doing to provide City services. Both questions 6 and 7 were asked in an open-ended man-

ner, which allowed respondents to describe the reasons for their opinion without prompts or a predefined list. 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 (6%) or did not provide a specific reason for their satisfaction (18%). Approximately 20% 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. Another 17% referenced the City's high quality and responsive public services and 12% mentioned the parks and recreation facilities. Other specific reasons cited by at least 5% of satisfied respondents included the City's new and/or well-maintained infrastructure (7%), community events and activities (5%), and public safety and the low crime rate (5%).

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

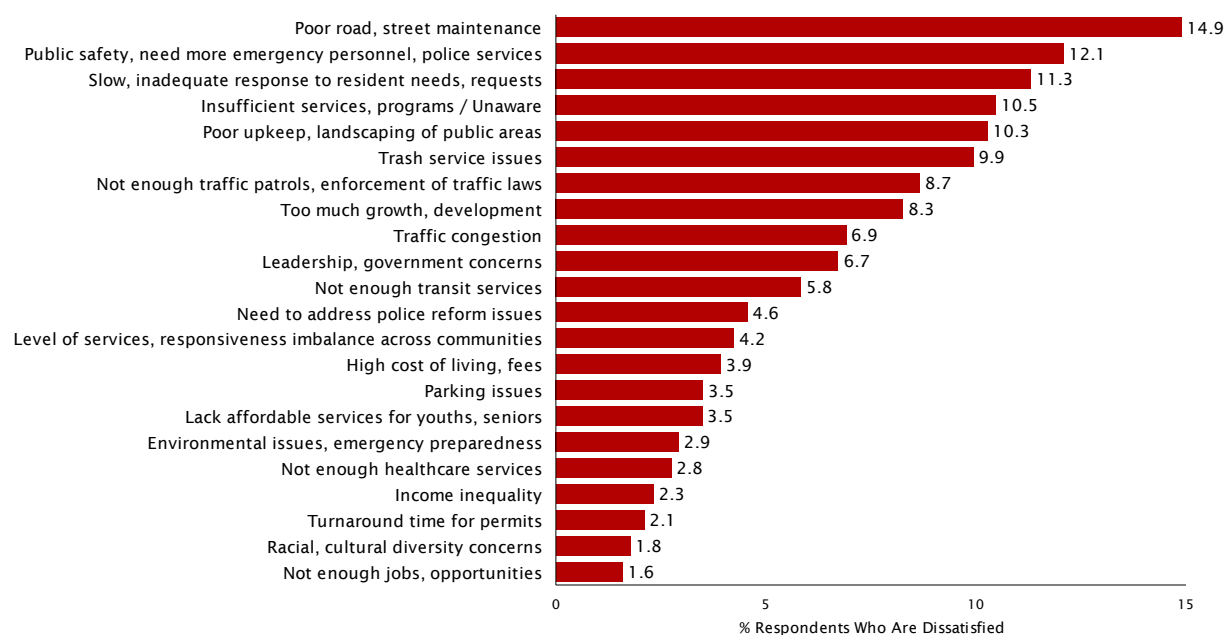
FIGURE 12 REASONS FOR SATISFACTION



Among residents generally *dissatisfied* with the City's performance, poor street and road maintenance was the top reason for their sentiment (15%), followed by public safety/the need for more emergency personnel and police (12%), a perceived slow, inadequate response to residents' needs and requests (11%), insufficient services and programs (11%), poor upkeep and landscaping of public areas (10%), and trash service issues (10%). Other specific reasons mentioned by at least 5% of dissatisfied respondents included enforcement of traffic laws (9%), the amount of growth and development (8%), traffic congestion (7%), leadership or government concerns (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



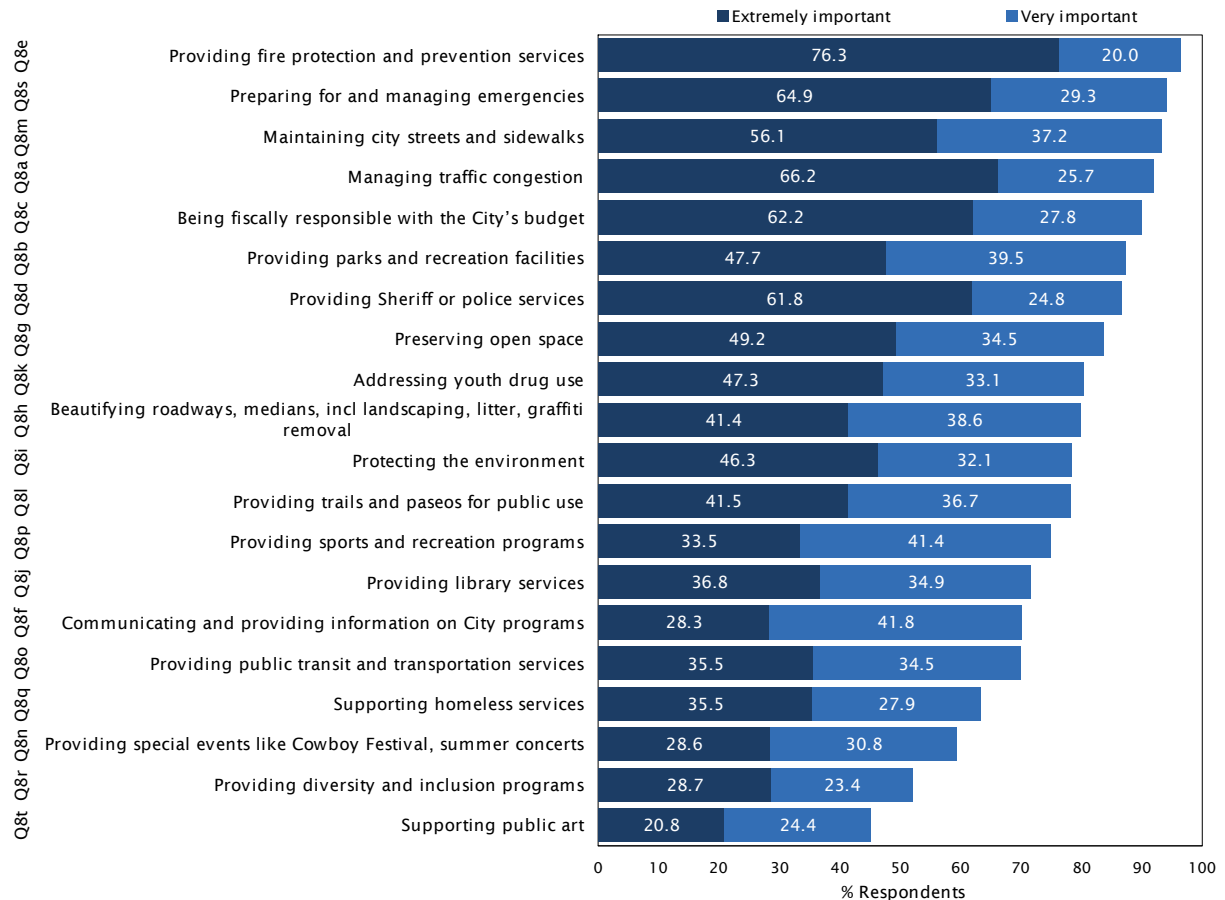
SPECIFIC SERVICES Whereas Question 5 addressed the City's *overall* performance, the next series of questions asked respondents to rate the importance of *specific* services offered by the City, as well as their level of satisfaction with efforts to provide these services. For each service, respondents 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 (96% extremely or very important), followed by preparing for and managing emergencies (94%), maintaining City streets and sidewalks (93%), managing traffic congestion (92%), and being fiscally responsible with the City's budget (90%).

At the other end of the spectrum, supporting public art (45%) and providing diversity and inclusion programs (52%) 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 4 on the next page, there were statistically significant changes in the importance levels assigned to three of the 19 services that were tested in both 2024 and 2026. Increases were recorded for preserving open space (+5% extremely or very important) and providing trails and paseos for public use (+5%), while there was a decline in the importance assigned to providing sheriff or police services (-4%). Each of the other 16 services was statistically consistent.

TABLE 4 IMPORTANCE OF SERVICES BY STUDY YEAR²

	Study Year					Change in % Extremely + Very 2024 to 2026
	2026	2024	2022	2020	2018	
Preserving open space	83.7	79.2	80.6	82.0	81.3	+4.5†
Providing trails and paseos for public use	78.1	73.7	75.2	77.4	71.6	+4.5†
Providing special events like Cowboy Festival, summer concerts	59.4	57.0	53.6	54.0	49.7	+2.3
Providing library services	71.7	69.5	72.1	73.7	66.8	+2.2
Providing parks and recreation facilities	87.3	85.1	85.1	85.1	81.8	+2.2
Maintaining city streets and sidewalks	93.2	92.3	91.9	91.9	94.1	+1.0
Beautifying roadways, medians, incl landscaping, litter, graffiti removal	80.0	79.3	77.8	76.0	75.2	+0.6
Addressing youth drug use	80.4	80.3	79.4	78.3	80.1	+0.1
Providing diversity and inclusion programs	52.1	52.2	55.8	60.2	N/A	-0.1
Preparing for and managing emergencies	94.2	94.4	93.2	93.8	N/A	-0.3
Providing public transit and transportation services	70.0	70.3	69.8	70.7	69.8	-0.3
Providing sports and recreation programs	74.9	75.3	70.8	72.3	69.2	-0.5
Providing fire protection and prevention services	96.4	97.0	96.9	96.5	96.5	-0.7
Managing traffic congestion	91.9	93.0	91.7	89.0	96.1	-1.1
Being fiscally responsible with the City's budget	90.0	91.5	90.2	91.5	93.5	-1.5
Communicating and providing information on City programs	70.1	71.7	69.6	74.4	69.1	-1.6
Supporting homeless services	63.4	66.0	71.6	65.8	N/A	-2.6
Protecting the environment	78.4	81.6	81.1	81.3	79.9	-3.1
Providing Sheriff or police services	86.6	90.1	89.0	83.5	94.3	-3.5†
Supporting public art	45.2	N/A	N/A	N/A	N/A	N/A

† Statistically significant change ($p < 0.05$) between the 2024 and 2026 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 18 of the 20 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 (95% very or somewhat satisfied), provide parks and recreation facilities (94%), library services (94%), 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%). Respondents were less satisfied with the City's efforts to manage traffic congestion (41%) and support homeless services (62%).

Table 5 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 two of the 19 service areas tested in both years exhibiting a statistically significant change. From 2024 to 2026, there were statistically significant declines in satisfaction with the City's efforts to manage traffic congestion (-8% very or somewhat satisfied) and provide diversity and inclusion programs (-6%).

2. Supporting homeless services was worded as providing homeless services in 2020 & 2022.

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 CITY SERVICES

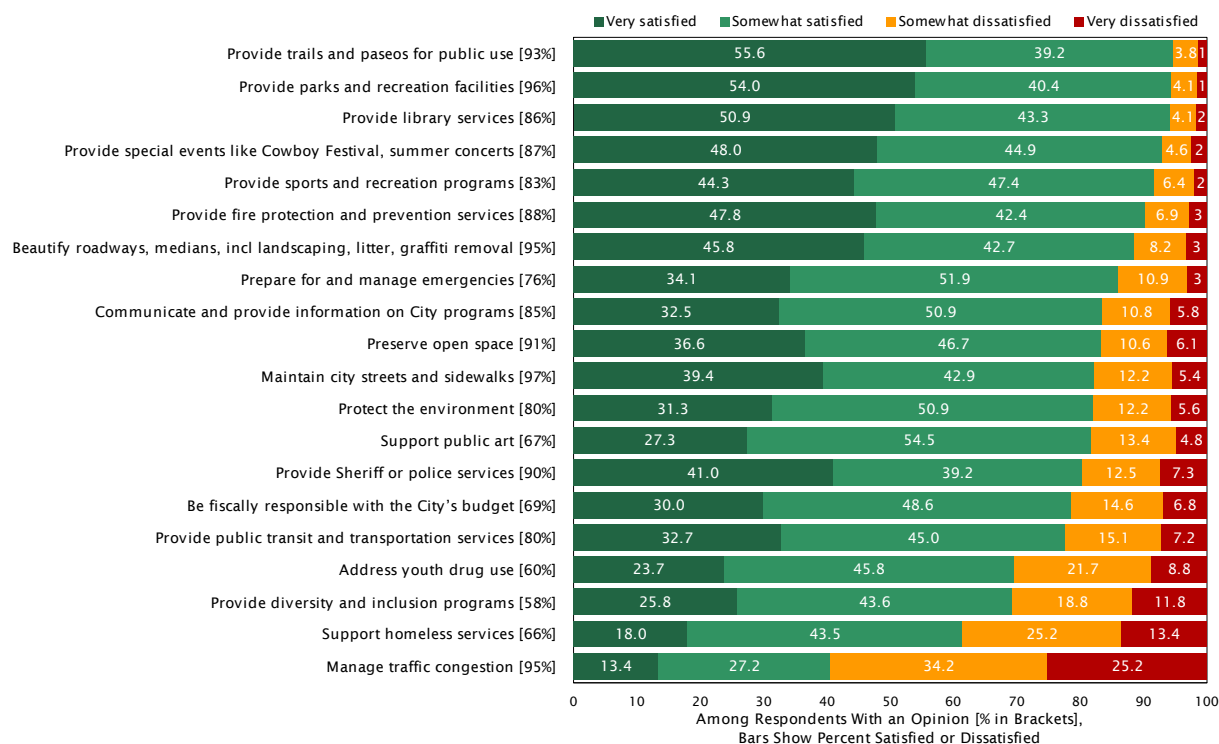


TABLE 5 SATISFACTION WITH CITY SERVICES BY STUDY YEAR

	Study Year						Change in Satisfaction 2024 to 2026
	2026	2024	2022	2020	2018	2016	
Support homeless services	61.4	58.0	51.5	58.2	N/A	N/A	+3.4
Address youth drug use	69.5	68.2	65.7	67.1	67.5	64.6	+1.4
Provide library services	94.2	92.9	92.9	93.0	93.9	94.0	+1.3
Beautifying roadways, medians, incl landscaping, litter, graffiti removal	88.5	87.6	87.6	88.7	88.0	90.1	+0.9
Provide special events like Cowboy Festival, summer concerts	92.9	92.6	89.4	89.9	92.2	90.2	+0.3
Preserve open space	83.3	83.2	80.9	78.9	75.3	86.8	+0.2
Provide fire protection and prevention services	90.3	90.2	90.4	92.6	93.4	97.2	+0.1
Prepare for and manage emergencies	86.0	86.5	88.8	87.5	N/A	N/A	-0.5
Provide sports and recreation programs	91.7	92.3	93.0	90.7	93.0	94.5	-0.6
Provide parks and recreation facilities	94.4	95.2	94.2	93.2	94.0	94.6	-0.8
Provide trails and paseos for public use	94.8	95.8	94.7	93.4	91.7	92.6	-1.0
Maintain city streets and sidewalks	82.3	83.9	85.3	86.7	81.9	87.7	-1.6
Be fiscally responsible with the City's budget	78.6	80.4	83.2	80.8	80.8	84.9	-1.8
Provide Sheriff or police services	80.2	82.1	82.7	81.7	87.3	87.2	-1.9
Communicate and provide information on City programs	83.4	85.4	83.7	80.8	81.6	86.5	-2.0
Protect the environment	82.2	84.6	77.4	77.6	79.4	85.8	-2.4
Provide public transit and transportation services	77.7	81.6	83.5	85.5	82.4	87.7	-3.9
Provide diversity and inclusion programs	69.4	75.1	70.9	66.3	N/A	N/A	-5.7†
Manage traffic congestion	40.6	48.5	47.4	56.0	39.5	N/A	-7.9†
Support public art	81.8	N/A	N/A	N/A	N/A	N/A	N/A

† Statistically significant change ($p < 0.05$) between the 2024 and 2026 studies.

DIFFERENTIATORS OF OPINION For the interested reader, Table 6 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 15). The table divides the 85% of residents who were satisfied with the City's *overall performance* into one group and the 15% who were 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, 85% were also satisfied with the City's efforts to be fiscally responsible with the City's budget, whereas 44% 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 (40%) 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 be fiscally responsible with the City's budget, maintain City streets and sidewalks, and provide diversity and inclusion programs.

At the other end of the spectrum, there was much less difference between the two resident groups in their satisfaction with the City's efforts to provide parks and recreation facilities, library services, special events, and trails and paseos for public use, with relatively high levels of satisfaction reported by both satisfied and dissatisfied residents alike.

TABLE 6 SATISFACTION WITH CITY SERVICES BY OVERALL SATISFACTION

		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	Be fiscally responsible with the City's budget	85	44	40.4
	Maintain city streets and sidewalks	88	50	38.5
	Provide diversity and inclusion programs	76	38	37.7
	Support homeless services	67	32	34.7
	Prepare for and manage emergencies	91	58	33.0
	Manage traffic congestion	46	13	33.0
	Provide Sheriff or police services	85	52	32.4
	Address youth drug use	75	44	30.9
	Beautify roadways, medians, incl landscaping, litter, graffiti removal	93	63	30.4
	Provide public transit and transportation services	82	53	28.9
	Protect the environment	86	58	28.5
	Communicate and provide information on City programs	88	60	28.4
	Support public art	85	59	26.3
	Preserve open space	87	62	25.2
	Provide fire protection and prevention services	94	69	25.2
	Provide sports and recreation programs	95	72	23.5
	Provide trails and paseos for public use	98	78	20.1
	Provide special events like Cowboy Festival, summer concerts	96	77	18.5
	Provide library services	97	82	14.4
	Provide parks and recreation facilities	96	86	10.4



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.³ Table 7 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.

3. 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 7 RESIDENT SERVICE NEEDS & PRIORITIES MATRIX

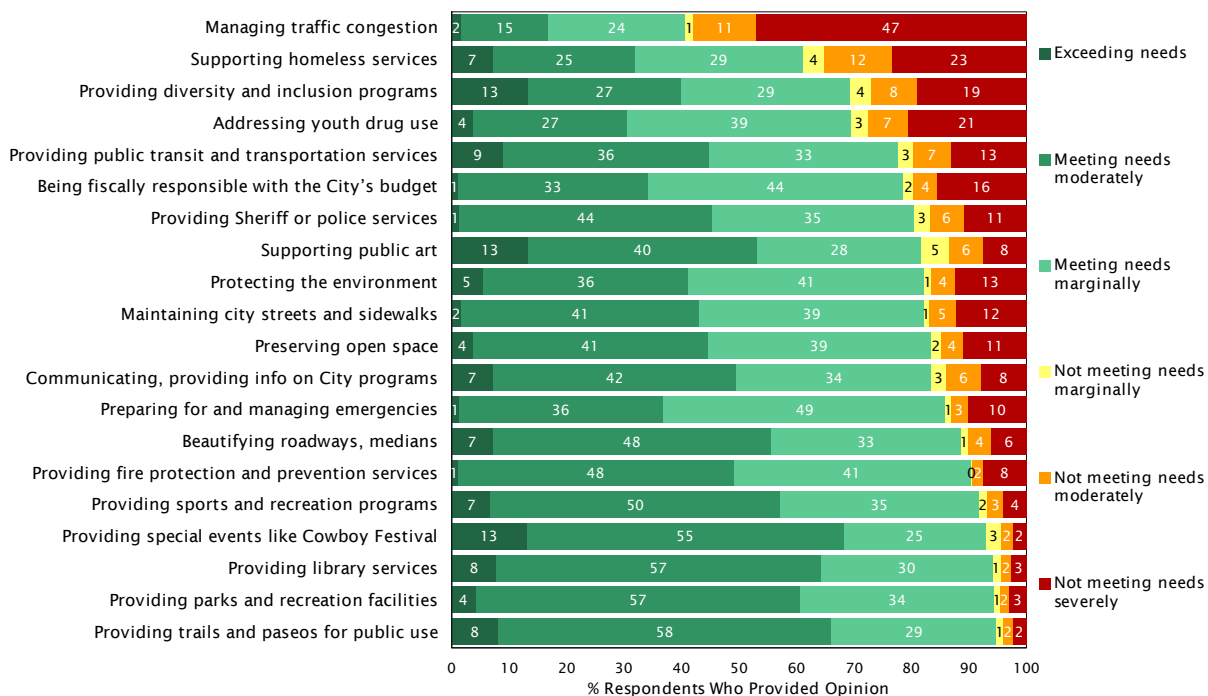
		Importance			
		Not at all important	Somewhat important	Very important	Extremely important
Satisfaction	Very satisfied	Exceeding needs	Exceeding needs	Meeting needs, moderately	Meeting needs, moderately
	Somewhat satisfied	Exceeding needs	Meeting needs, moderately	Meeting needs, marginally	Meeting needs, 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 20 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 on the next page presents the 20 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 7. 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 15% of respondents, marginally meeting the needs of 24% of respondents, marginally not meeting the needs of 1% of respondents, moderately not meeting the needs of 11% of respondents, and severely not meeting the needs of 47% of respondents.

Overall, the City is meeting the needs of at least two-thirds of residents for 18 of the 20 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, providing diversity and inclusion programs, and addressing youth drug use.

FIGURE 16 RESIDENT SERVICE NEEDS



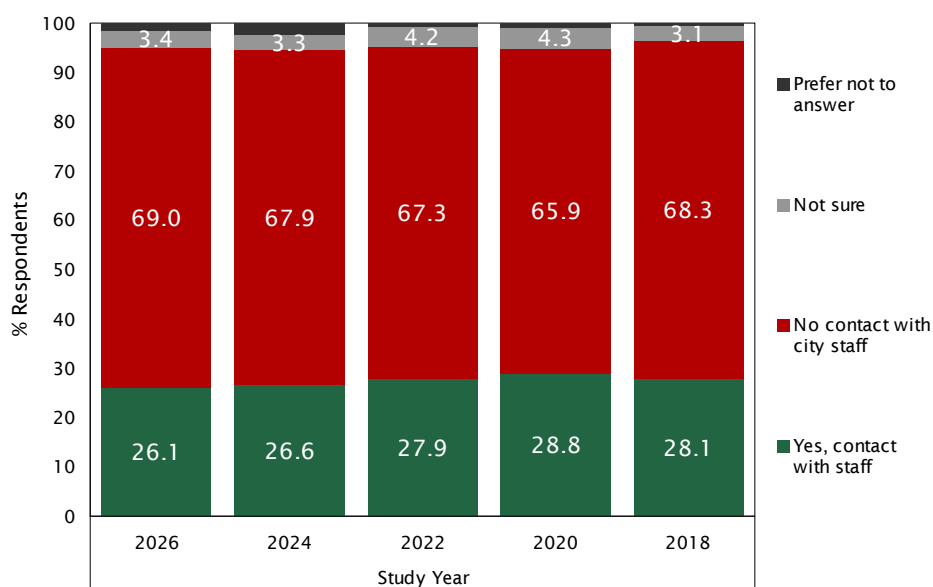
CUSTOMER SERVICE & TRUST

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 26% 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 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 40 and 49, and residents of Saugus, with at least 30% of each subgroup reporting contact.

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

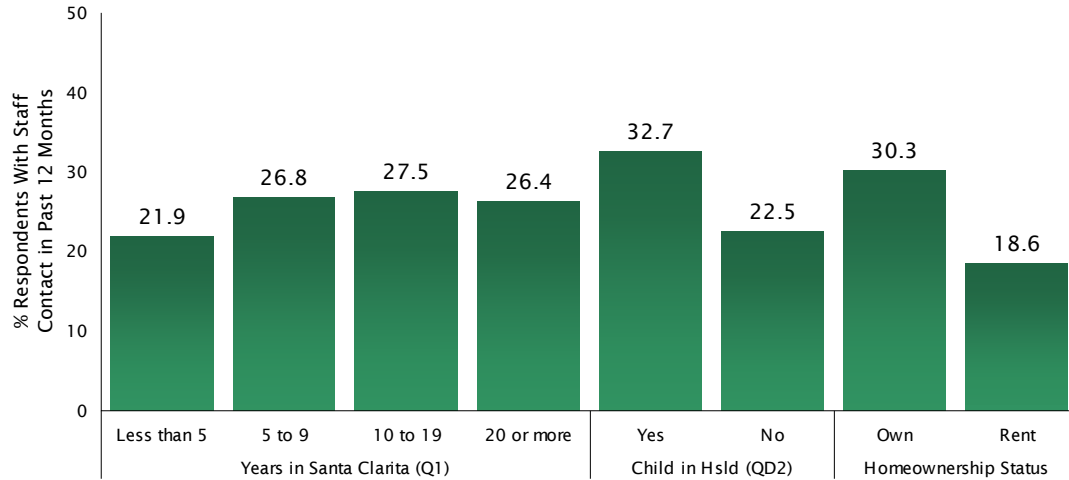


FIGURE 19 CONTACT CITY STAFF IN PAST 12 MONTHS BY AGE, SURVEY LANGUAGE & GENDER

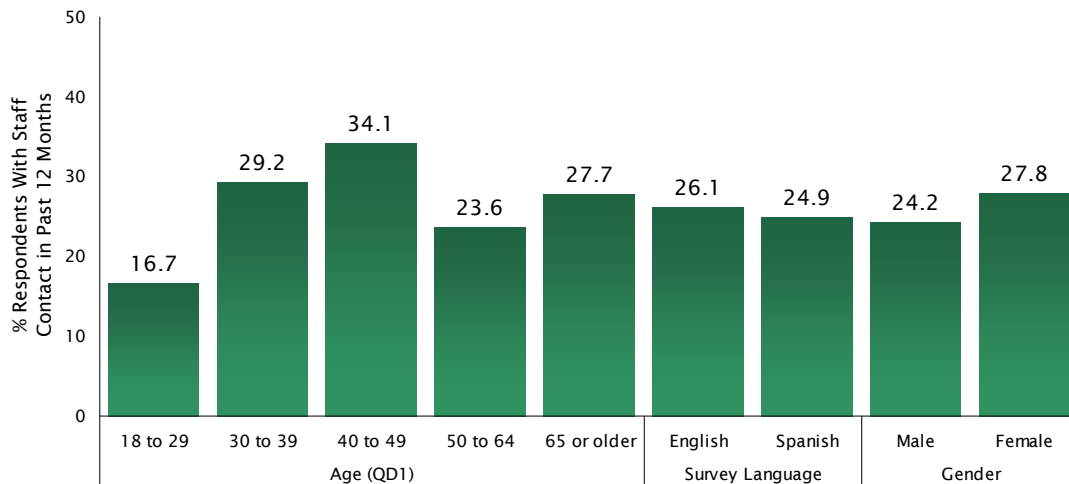
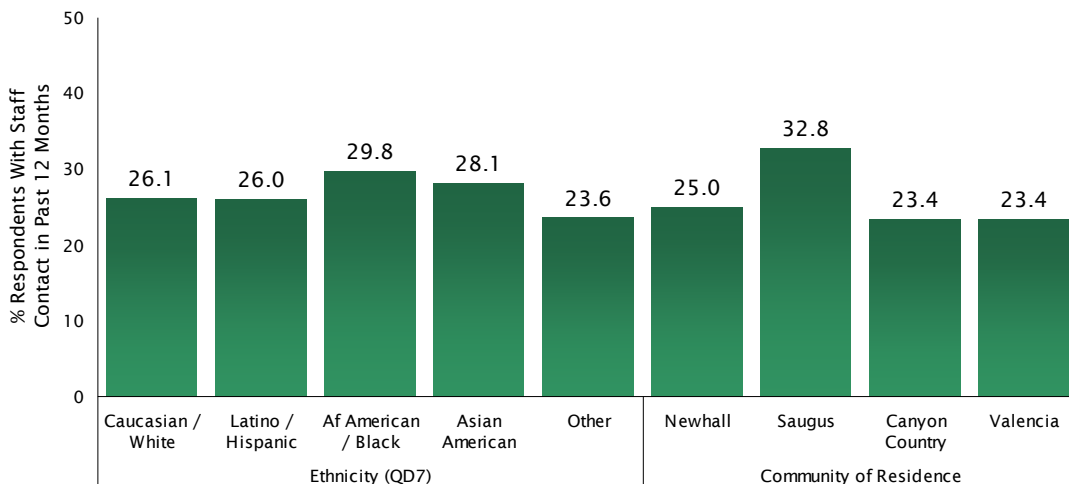


FIGURE 20 CONTACT CITY STAFF IN PAST 12 MONTHS BY ETHNICITY & COMMUNITY OF RESIDENCE



ASSESSMENT OF CITY STAFF Residents who had contact with City staff in the 12 months preceding the interview 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 nine-in-ten indicating that Santa Clarita staff members are professional (96%), accessible (93%), and helpful (91%).

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

FIGURE 21 PERCEPTION OF CITY STAFF

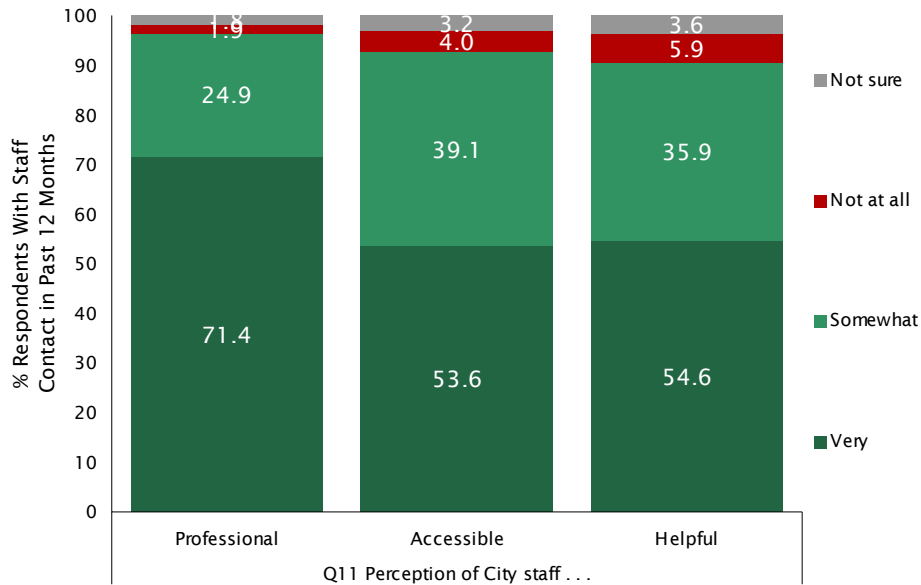


Table 8 displays ratings of *very* professional, accessible, and helpful by study year and shows that the percentage of respondents who rated City staff as very accessible declined from 2024 to 2026 (-10%). That said, the overall accessibility rating was slightly higher in 2026, although the increase was not statistically significant (93% in 2026 vs 89% in 2024, not shown). The overall staff helpfulness rating, meanwhile, improved significantly from 2024 (82%) to 2026 (91%).

TABLE 8 PERCEPTION OF CITY STAFF BY STUDY YEAR

	Study Year					Change in % Very 2024 to 2026
	2026	2024	2022	2020	2018	
Professional	71.4	71.3	71.8	71.8	70.9	+0.1
Helpful	54.6	59.4	59.0	61.5	59.2	-4.8
Accessible	53.6	63.2	61.5	62.0	56.9	-9.6†

† Statistically significant change ($p < 0.05$) between the 2024 and 2026 studies.

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 78% of residents saying they strongly (21%) or somewhat (57%) trust the City. Approximately 17% indicated they distrust the City, whereas the remaining 5% were unsure or did not provide a response. Trust ratings were substantially lower for each of the other three government organizations tested, with 44% of respondents reporting that they trust the State of California, 43% indicating trust for the County of Los Angeles, and 29% for the United States Federal Government.

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

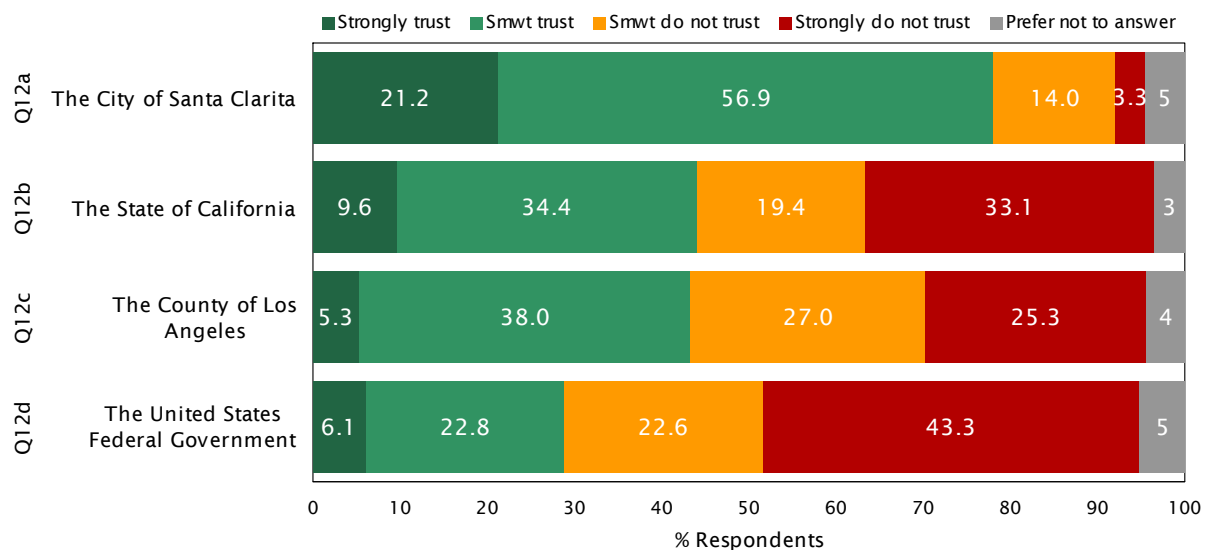


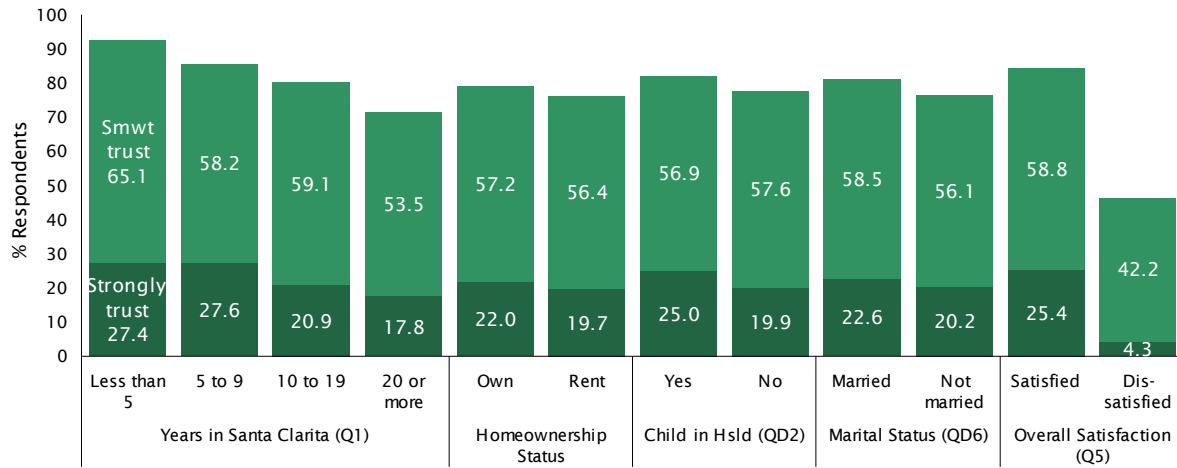
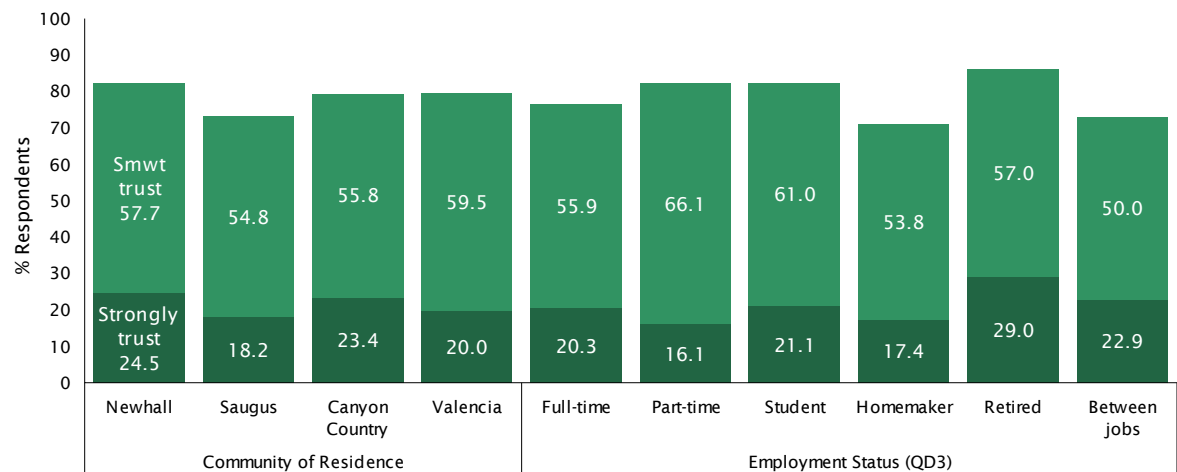
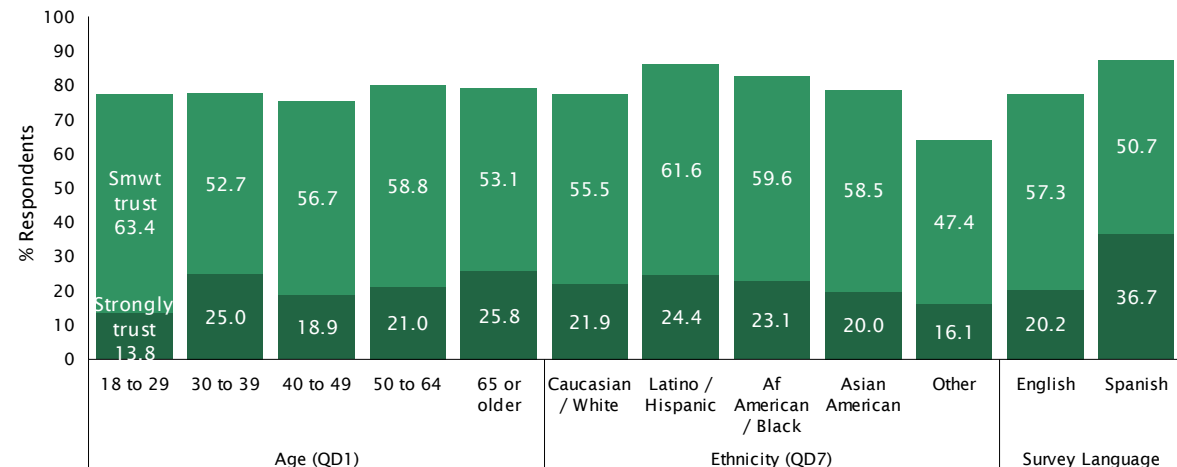
Table 8 displays the percentage of respondents who said they trusted each entity by study year and shows a statistically significant decline for the United States Federal Government between the 2024 and 2026 surveys (-16%).

TABLE 9 TRUST IN GOVERNMENT BY STUDY YEAR

	Study Year						Change in Trust 2024 to 2026
	2026	2024	2022	2020	2018	2016	
The State of California	44.0	44.1	45.5	50.6	45.1	56.1	-0.1
The County of Los Angeles	43.3	44.1	45.1	51.2	50.9	55.2	-0.8
The City of Santa Clarita	78.1	81.3	80.1	80.6	79.0	82.9	-3.2
The United States Federal Government	28.9	44.6	46.1	42.8	45.3	50.7	-15.7†

† Statistically significant change ($p < 0.05$) between the 2024 and 2026 studies.

Figures 23 through 25 on the next page show how trust in the City of Santa Clarita varied across resident subgroups in 2026. With the exception of respondents who were dissatisfied with the City's overall performance (47%) and respondents who reported their ethnicity as *other* (64%), 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**

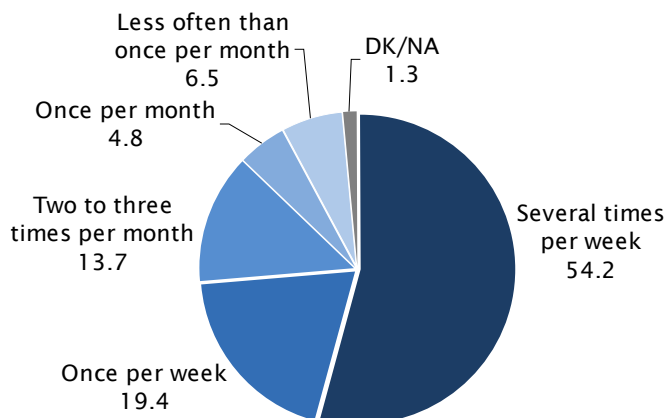
SHOPPING, DINING & ENTERTAINMENT

Understanding how residents dine, shop, and participate in entertainment activities provides important insight into local preferences and opportunities to better meet community needs. In addition to shaping quality of life, these behaviors can help guide future retail and economic development decisions in Santa Clarita. Accordingly, the survey included questions designed to assess residents' activity levels within the City, their interest in new shopping and dining options, and where they go when leaving Santa Clarita for these activities.

All residents were first asked to indicate how often their household dines, shops, or participates in entertainment activities within Santa Clarita (Figure 26). Seven-in-ten respondents indicated that their household engages in these activities several times a week (54%) or once a week (19%), while 19% do so at least once a month (but less than weekly) and 7% less often.

Question 13 *How often does your household dine, shop, or participate in entertainment activities within Santa Clarita? Several times per week, about once per week, two to three times per month, once per month, or less often than once per month?*

FIGURE 26 FREQUENCY OF HOUSEHOLD DINING, SHOPPING, ENTERTAINMENT IN SANTA CLARITA



Figures 27 through 29 on the next page display how the frequency of household participation in dining, shopping, and entertainment activities varied across a host of demographic subgroups. Notably, at least 65% of respondents with children in their household, homemakers, and those who identified their ethnicity as *other* said their household engages in these activities several times a week.

FIGURE 27 FREQUENCY OF HOUSEHOLD DINING, SHOPPING, ENTERTAINMENT IN SANTA CLARITA BY YEARS IN SANTA CLARITA, OVERALL SATISFACTION, CHILD IN HSLD, MARITAL STATUS, HOMEOWNERSHIP STATUS & GENDER

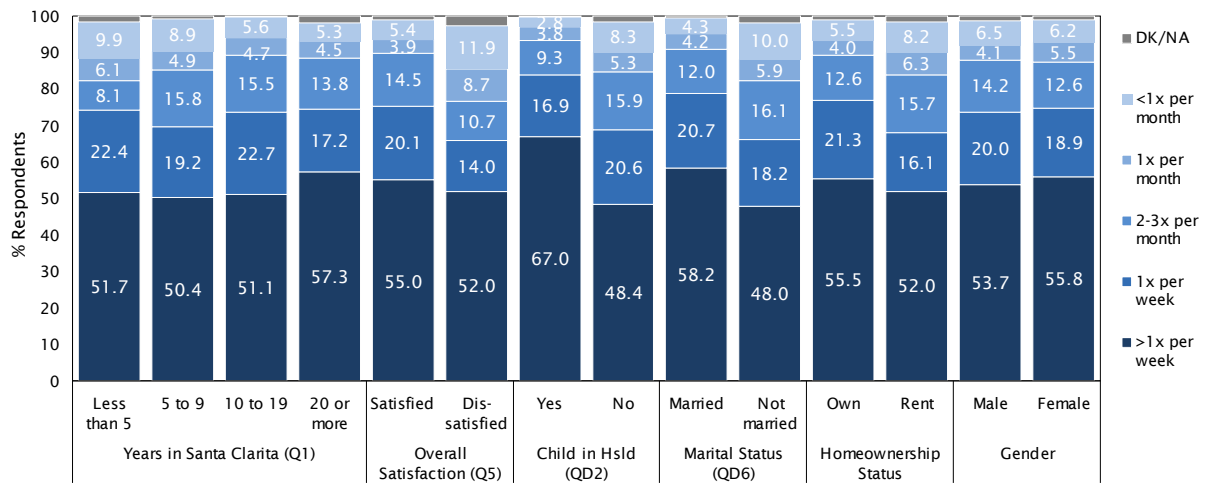


FIGURE 28 FREQUENCY OF HOUSEHOLD DINING, SHOPPING, ENTERTAINMENT IN SANTA CLARITA BY AGE, COMMUNITY OF RESIDENCE & SURVEY LANGUAGE

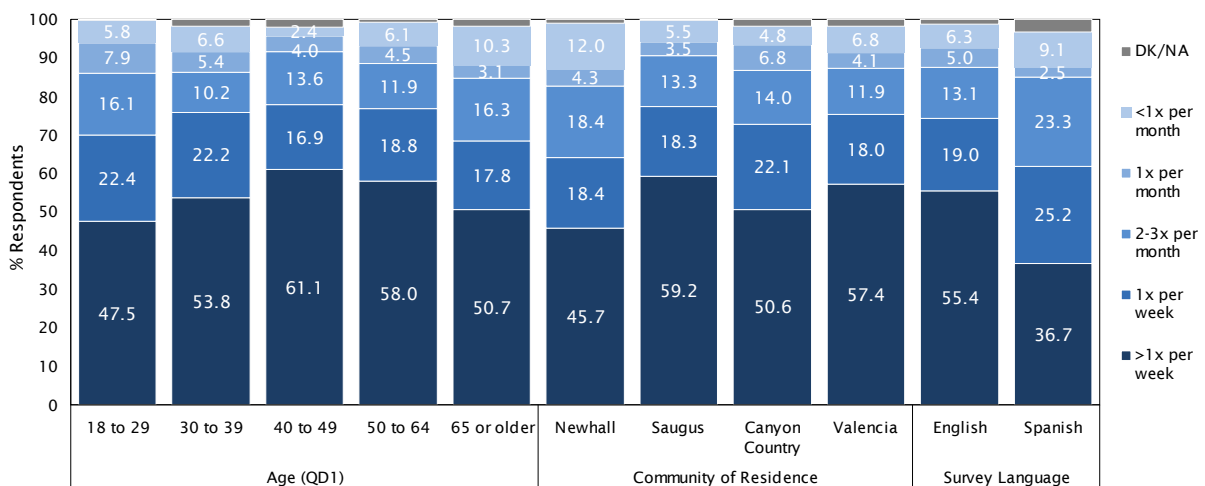
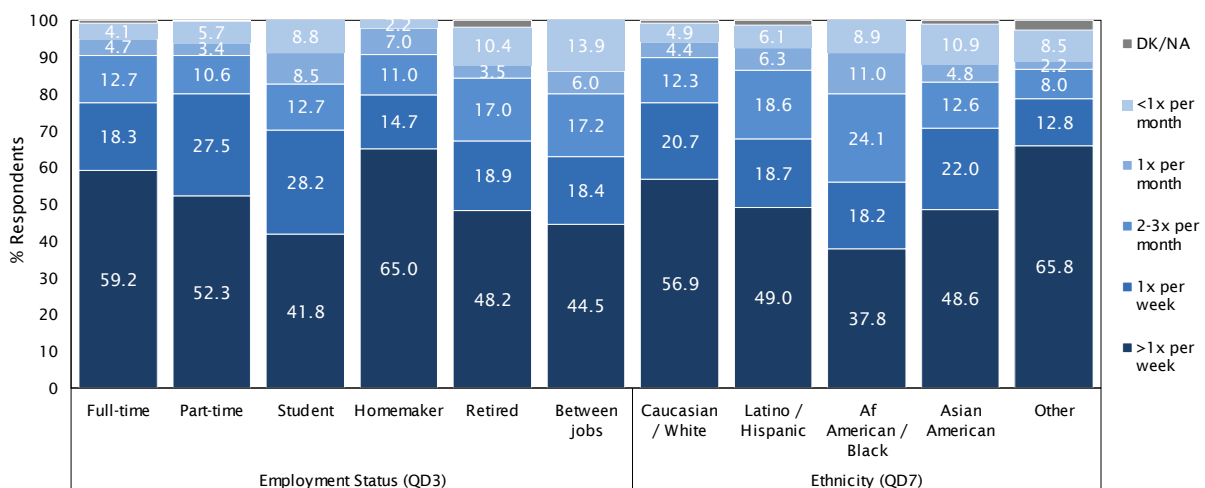


FIGURE 29 FREQUENCY OF HOUSEHOLD DINING, SHOPPING, ENTERTAINMENT IN SANTA CLARITA BY EMPLOYMENT STATUS & ETHNICITY



All respondents were next asked to identify the types of businesses they would most like to see more of 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 below.

More than a quarter (27%) of respondents indicated they were unsure or could not think of additional businesses, 20% said sit-down restaurants, casual, or full-service dining (non-specific cuisine), 14% cited entertainment venues such as movie theaters, bowling, arcades, live music, and family fun centers, and 11% said they supported increasing the number of local independent businesses and small, locally owned shops in Santa Clarita. Retail in general/more shopping (9%) and cafés, coffee shops, and bakeries (8%) rounded out the top five specific categories mentioned.

Question 14 *What types of businesses would you most like to see more of in Santa Clarita?*

FIGURE 30 PREFERRED TYPE OF BUSINESS IN SANTA CLARITA

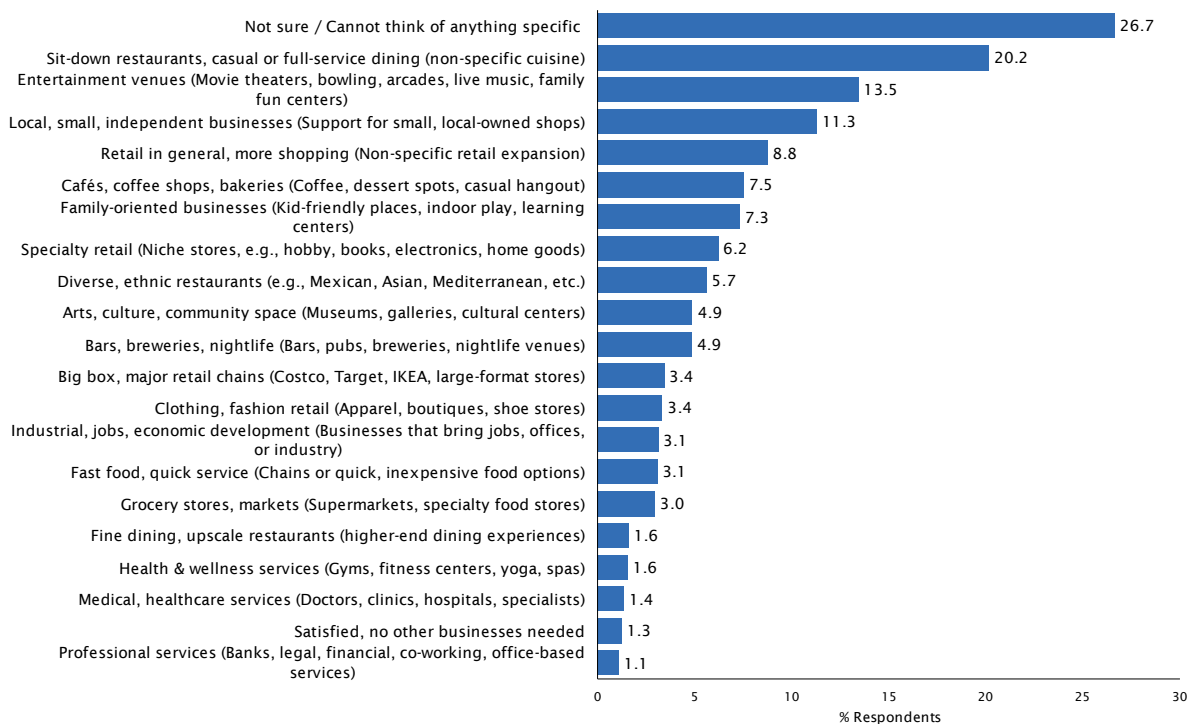
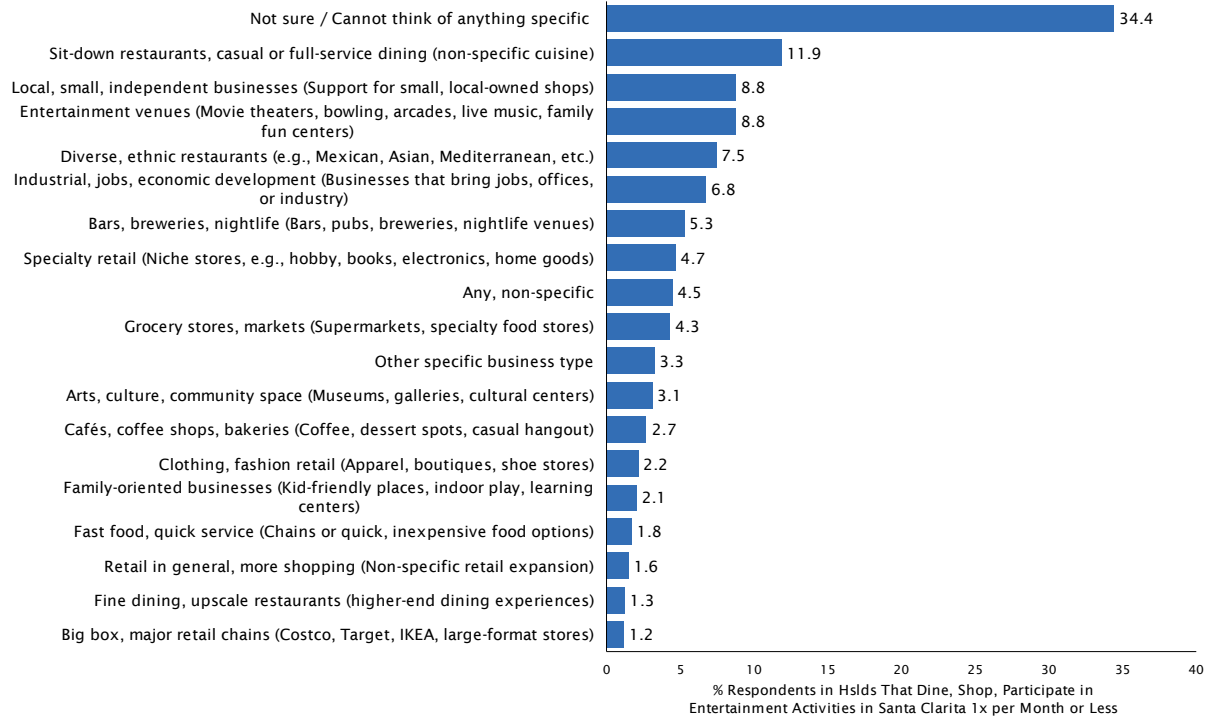


Figure 31 on the next page presents responses among residents who dine, shop, or engage in entertainment activities within Santa Clarita once a month or less. Over a third of respondents (34%) in this subgroup could not think of a specific type of business they would like to see more of in the City, while 12% said sit-down restaurants, 9% mentioned local independent businesses, and 9% cited entertainment venues. Compared to residents as a whole (of which they are a part), diverse ethnic restaurants (8%) and businesses that bring jobs, offices, or industry (7%) ranked higher among this subgroup (top five, excluding not sure).

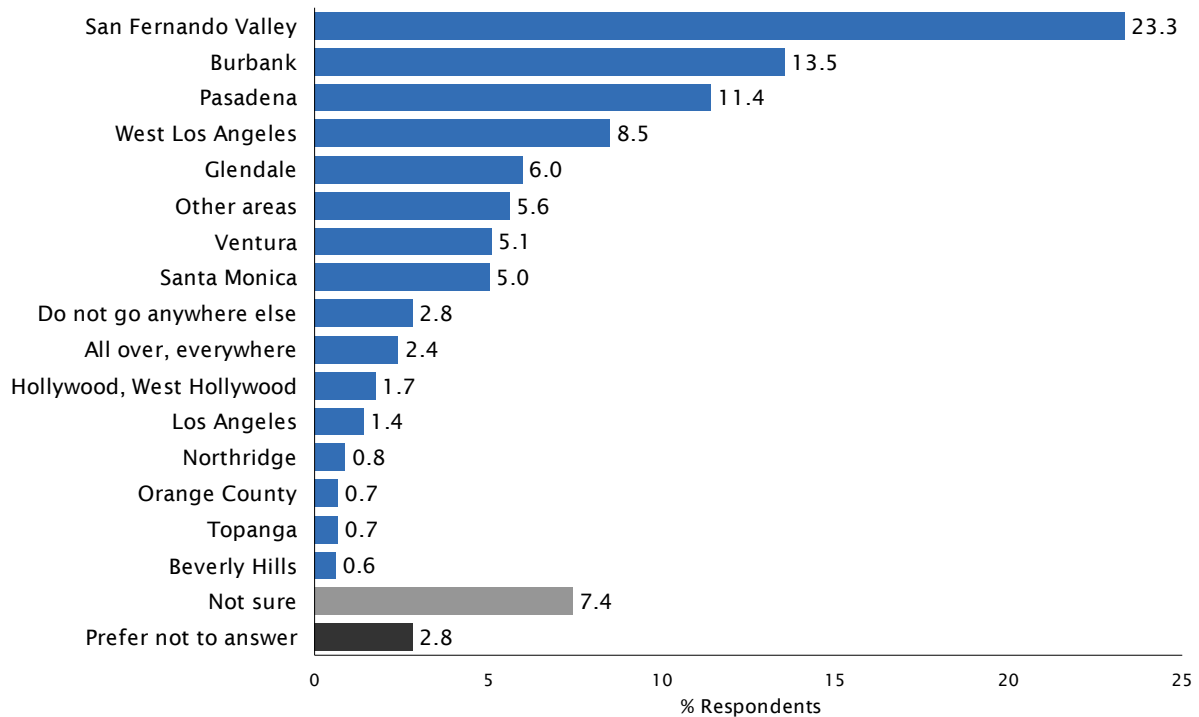
FIGURE 31 PREFERRED TYPE OF BUSINESS IN SANTA CLARITA AMONG THOSE WHO DINE, SHOP, PARTICIPATE IN ENTERTAINMENT IN CITY ONCE A MONTH OR LESS



The last question in this series asked respondents which city they go to most when their household leaves Santa Clarita for dining, shopping, or entertainment. As shown in Figure 32 on the next page, 23% of respondents go to the San Fernando Valley, 14% to Burbank, 11% to Pasadena, 9% to West Los Angeles, 6% to Glendale, and 6% to areas not shown in the figure. Ventura and Santa Monica (at 5% each) were the only other responses cited by at least 5% of residents.

Question 15 *When your household leaves Santa Clarita for dining, shopping, or entertainment, where do you go most often?*

FIGURE 32 PRIMARY DESTINATION OUTSIDE SANTA CLARITA FOR DINING, SHOPPING, ENTERTAINMENT



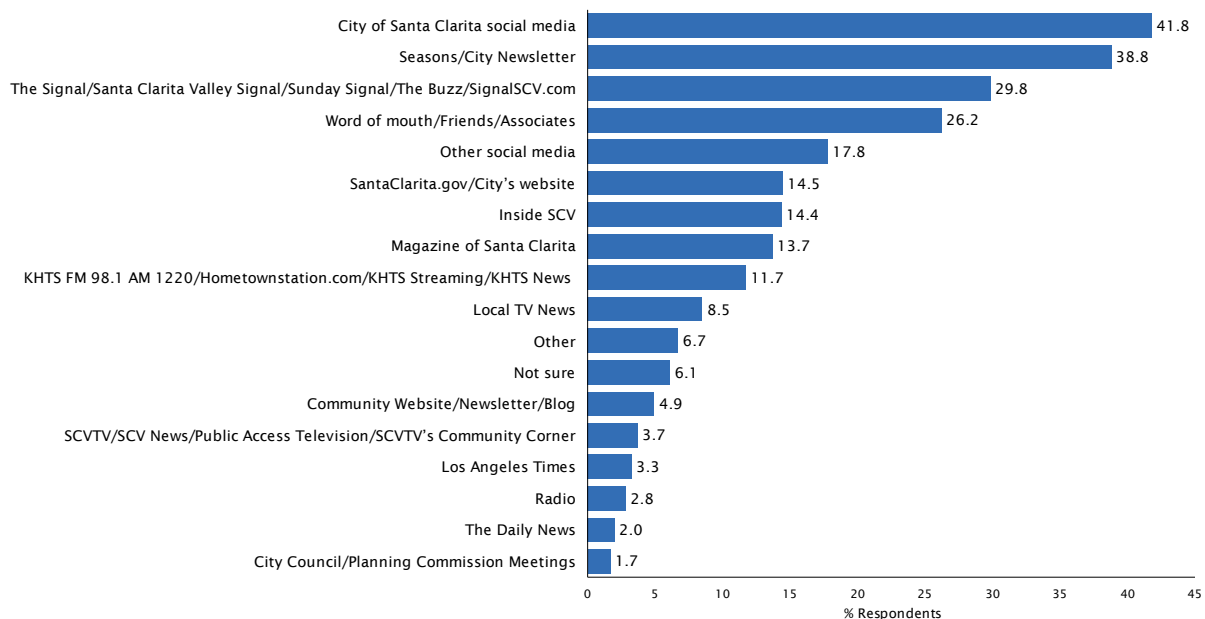
COMMUNICATION

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, smartphone 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 33 represent the percentage of residents who mentioned each source. The most frequently cited source for City information was the City of Santa Clarita's social media, mentioned by 42% of respondents, followed by the *Seasons* newsletter (39%), The Signal (including Santa Clarita Valley Signal, Sunday Signal, The Buzz, and SignalSCV.com) (30%), and word of mouth/friends/associates (26%). In total, and after accounting for multiple responses, 73% of residents used City-sponsored sources for information about news and issues facing Santa Clarita.

Question 16 *Where do you get your information about news and issues facing Santa Clarita?*

FIGURE 33 INFORMATION SOURCES FOR SANTA CLARITA NEWS AND ISSUES



Figures 34 to 36 on the following pages present the information sources grouped into categories by years in Santa Clarita, age of the respondent, presence of a child in the household, homeownership status, community, survey language, gender, overall satisfaction with the City's performance, satisfaction with the City's communication efforts, and ethnicity. For ease of

interpretation, the bars representing City-sponsored sources are displayed in green and non-City sources (local, regional, and other) are in shades of orange.

When compared with their subgroup counterparts, the use of City-sponsored sources was higher among residents who have lived in Santa Clarita at least five years, those with a child in the household, respondents who took the survey in Spanish, women, and those satisfied with the City's communication efforts.

FIGURE 34 INFORMATION SOURCES FOR SANTA CLARITA NEWS AND ISSUES BY OVERALL, YEARS IN SANTA CLARITA & AGE

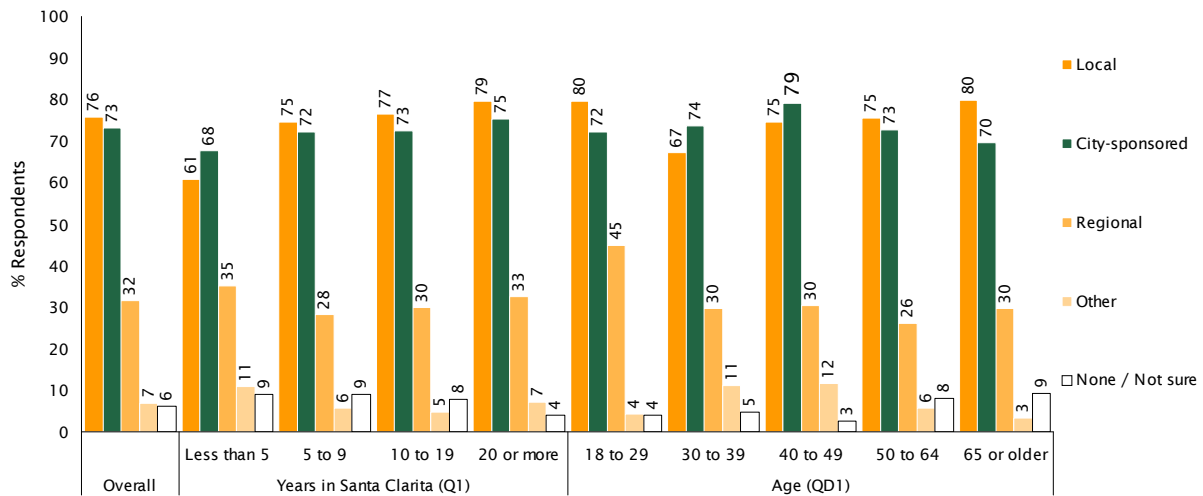


FIGURE 35 INFORMATION SOURCES FOR SANTA CLARITA NEWS AND ISSUES BY CHILD IN HSLD, HOMEOWNERSHIP STATUS, COMMUNITY OF RESIDENCE & SURVEY LANGUAGE

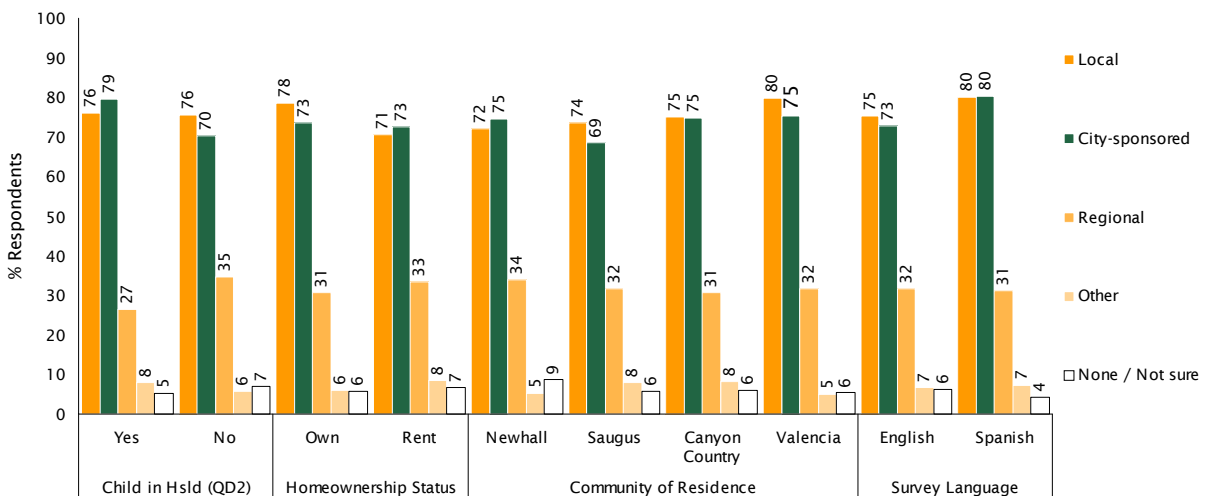
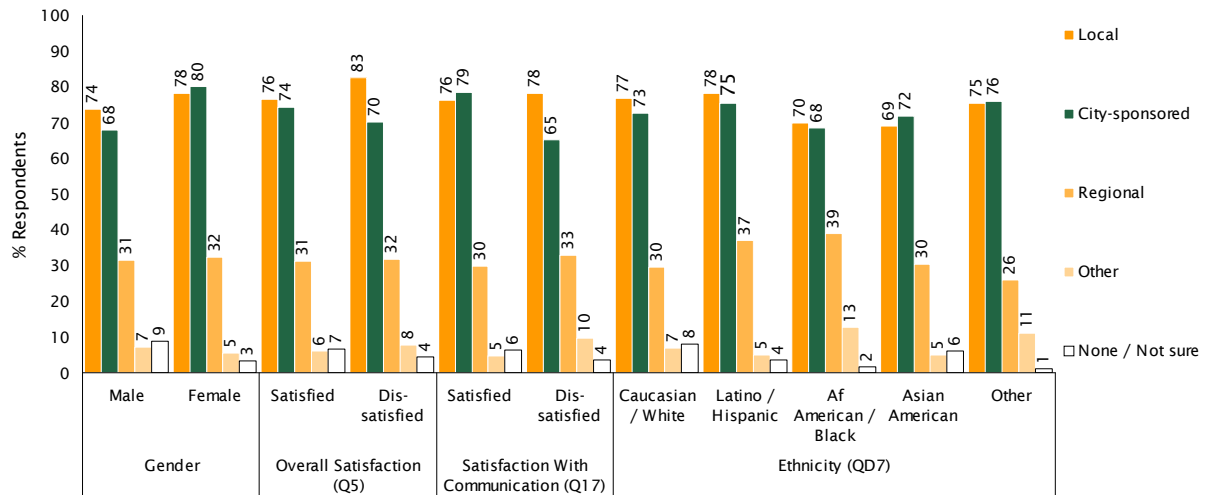


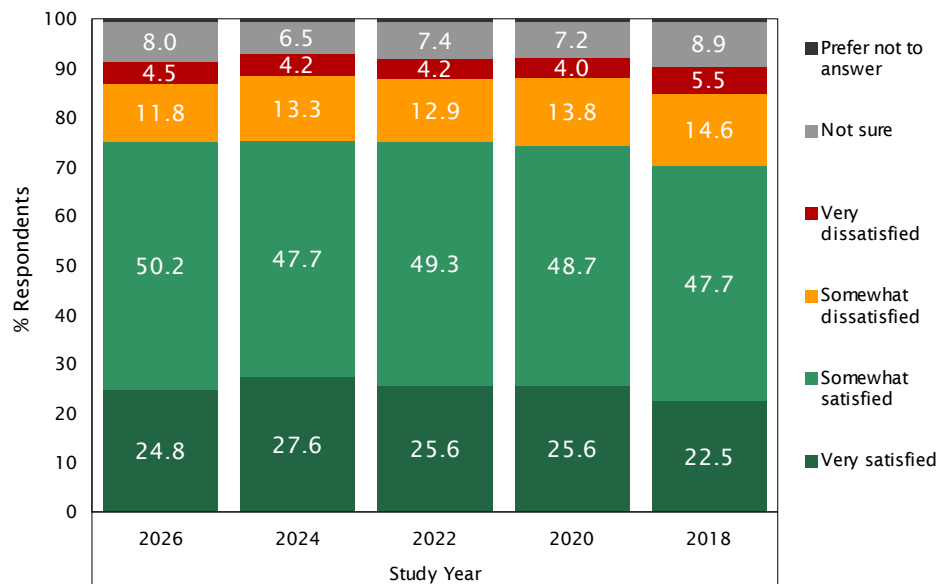
FIGURE 36 INFORMATION SOURCES FOR SANTA CLARITA NEWS AND ISSUES BY GENDER, OVERALL SATISFACTION, SATISFACTION WITH COMMUNICATION & ETHNICITY



SATISFACTION WITH COMMUNICATION Question 17 asked respondents to report their satisfaction with City-resident communication. Unchanged since 2022, 75% of respondents in 2026 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 (16%) or unsure of their opinion (9%).

Question 17 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 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 also much less satisfied with communication when compared with those generally satisfied with the City (38% vs. 83%).

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

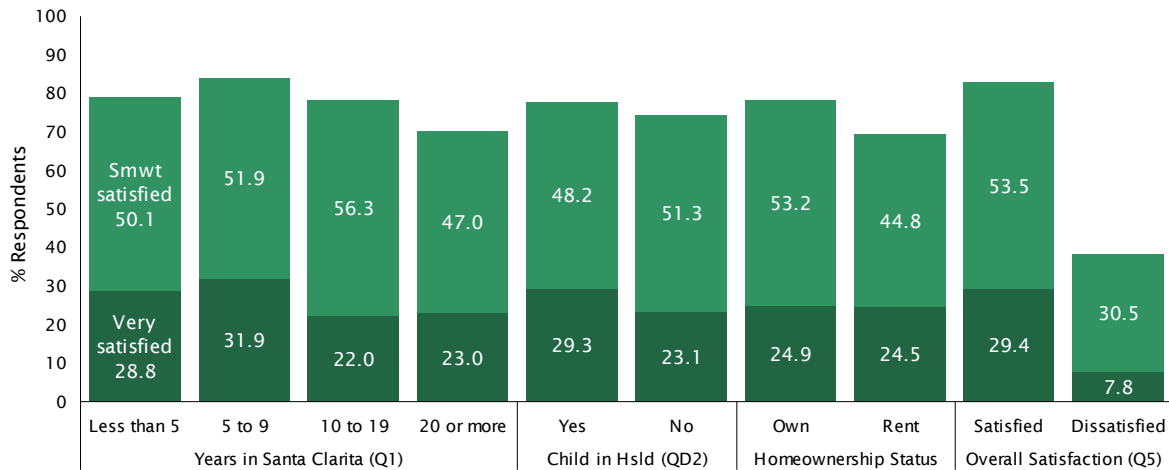


FIGURE 39 SATISFACTION WITH COMMUNICATION BY AGE, SURVEY LANGUAGE & GENDER

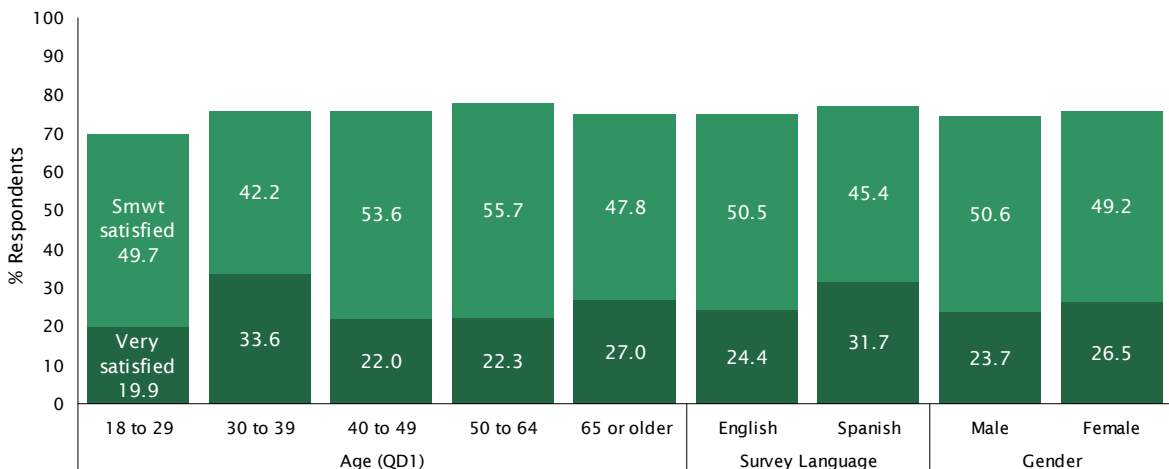
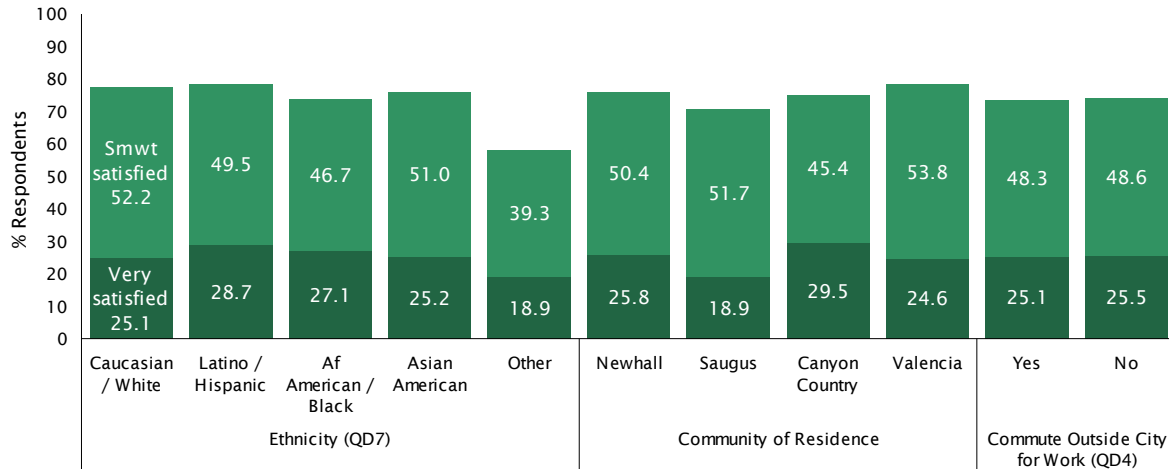


FIGURE 40 SATISFACTION WITH COMMUNICATION BY ETHNICITY, COMMUNITY OF RESIDENCE & COMMUTE OUTSIDE CITY FOR WORK



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 smartphone app as the most effective method (87% very or somewhat effective), followed by social media (83%), email (82%), and the City’s website (79%). At the other end of the spectrum, advertisements in local papers (45%), public service announcements on local radio stations (56%), and town hall style meetings (65%) were perceived as less effective methods.

Question 18 *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

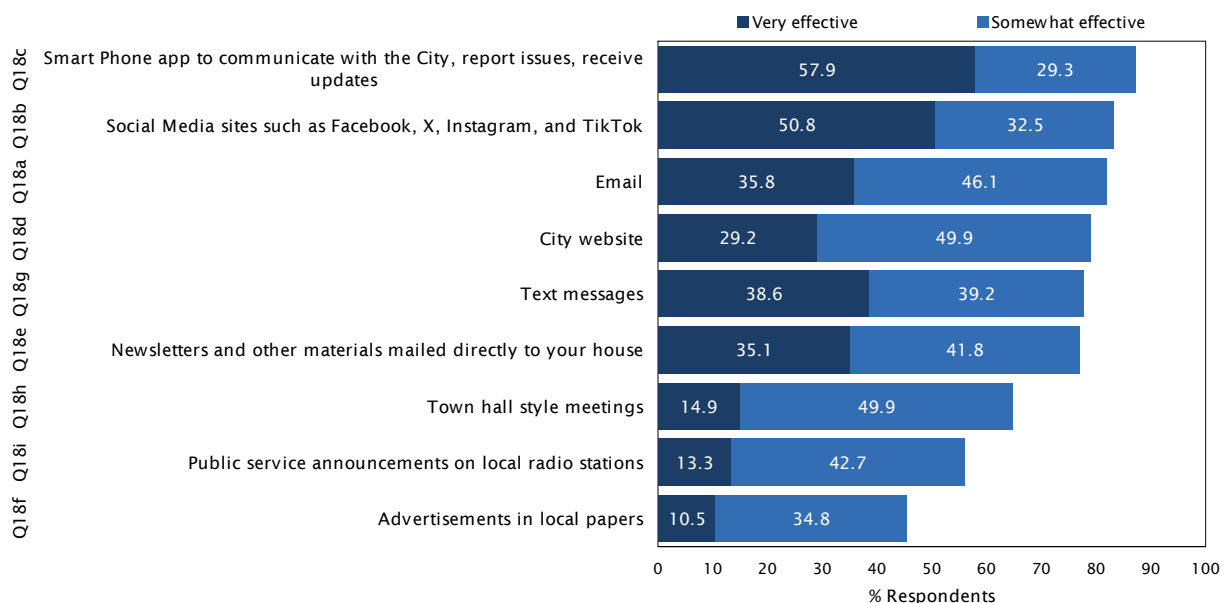


Table 10 displays the percentage of respondents that considered each of the methods as *very effective* by study year. Over the past two years, there were significant declines in the percentage citing the City's website (-11%), public service announcements on local radio stations (-7%), and email (-6%) as very effective ways for the City to communicate with residents.

TABLE 10 EFFECTIVENESS OF COMMUNICATION EFFORTS BY STUDY YEAR

	Study Year					Change in % Very Effective 2024 to 2026
	2026	2024	2022	2020	2018	
Social Media sites such as Facebook, X, Instagram, TikTok	50.8	50.1	46.8	49.1	47.2	+0.7
Text messages	38.6	38.5	38.8	40.3	38.4	+0.1
Town hall style meetings	14.9	15.4	20.2	20.0	14.3	-0.5
Advertisements in local papers	10.5	11.5	14.8	15.3	14.9	-1.0
Newsletters and other materials mailed directly to your house	35.1	36.2	40.9	40.0	34.3	-1.0
Smart Phone app to communicate with City, report issues, receive updates	57.9	60.1	58.8	60.7	59.5	-2.2
E-mail	35.8	41.9	46.7	49.3	47.6	-6.1†
Public service announcements on local radio stations	13.3	20.2	20.5	20.1	18.7	-6.8†
City website	29.2	40.1	42.9	47.1	36.8	-11.0†

† Statistically significant change ($p < 0.05$) between the 2024 and 2026 studies.

For the interested reader, Tables 11-14 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.

TABLE 11 EFFECTIVENESS OF COMMUNICATION EFFORTS BY OVERALL SATISFACTION & SATISFACTION WITH COMMUNICATION (SHOWING % VERY EFFECTIVE)

	Overall Satisfaction (Q5)		Satisfaction With Communication (Q17)	
	Satisfied	Dissatisfied	Satisfied	Dissatisfied
Smart Phone app to communicate with City, report issues, receive updates	59.3	49.6	58.8	59.4
Social Media sites such as Facebook, X, Instagram, TikTok	51.1	45.0	54.3	45.6
Text messages	40.7	26.0	42.1	29.4
E-mail	38.3	24.5	39.9	27.1
Newsletters and other materials mailed directly to your house	38.6	23.3	37.2	35.7
City website	31.2	22.7	34.1	16.6
Town hall style meetings	16.0	9.6	14.6	18.5
Public service announcements on local radio stations	13.8	10.2	15.8	7.7
Advertisements in local papers	12.1	7.7	10.7	14.0

TABLE 12 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	63.3	56.6	56.4	62.4	51.1
Social Media sites such as Facebook, X, Instagram, TikTok	66.7	59.4	52.8	50.2	31.9
Text messages	47.6	39.2	36.7	42.7	28.3
E-mail	31.4	40.1	31.4	35.8	39.4
Newsletters and other materials mailed directly to your house	30.0	36.1	31.5	32.5	43.7
City website	27.7	31.7	28.4	29.5	28.7
Town hall style meetings	24.4	16.3	11.3	12.4	11.9
Public service announcements on local radio stations	18.9	14.8	11.6	13.8	8.9
Advertisements in local papers	12.0	12.7	9.2	5.3	14.5

TABLE 13 EFFECTIVENESS OF COMMUNICATION EFFORTS BY ETHNICITY (SHOWING % VERY EFFECTIVE)

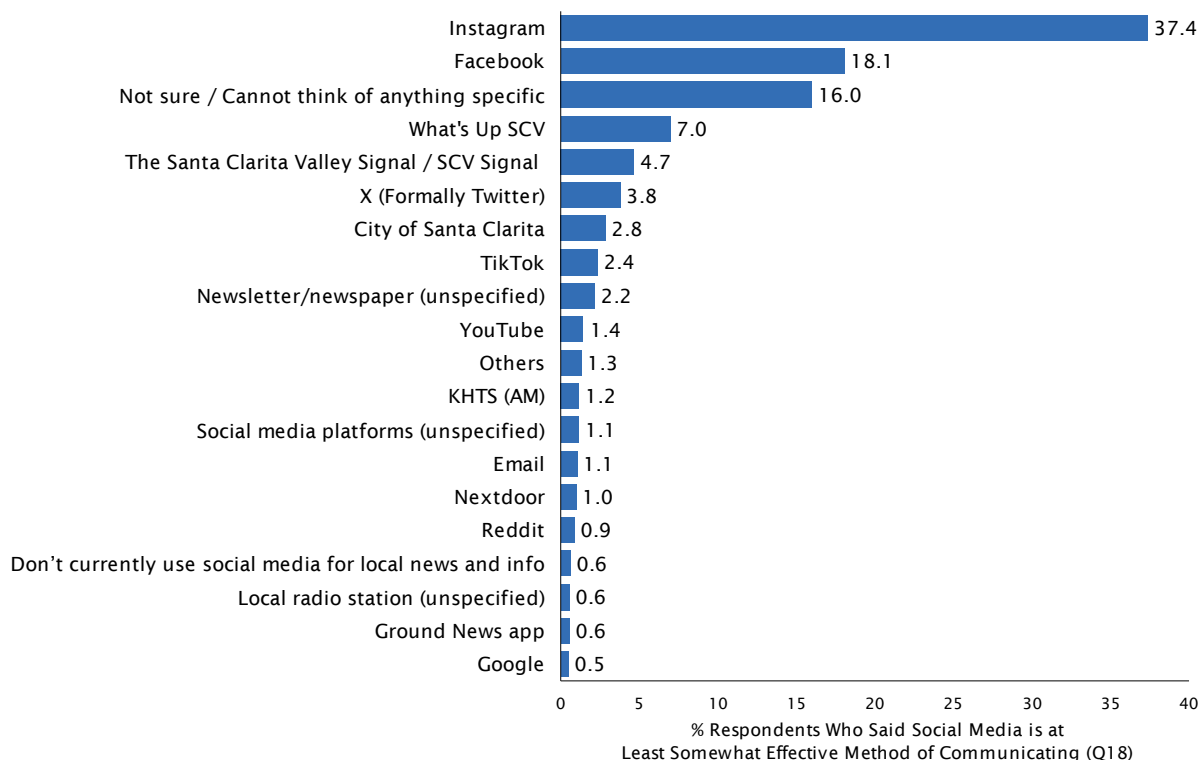
	Ethnicity (QD7)				
	Caucasian	Latino	African American	Asian American	Other
Smart Phone app to communicate with City, report issues, receive updates	53.1	64.9	77.3	57.0	63.2
Social Media sites such as Facebook, X, Instagram, TikTok	40.3	63.5	50.6	59.7	69.8
Text messages	35.9	42.4	52.0	43.8	30.4
E-mail	33.8	37.2	37.9	50.0	26.9
Newsletters and other materials mailed directly to your house	32.3	38.9	46.3	33.3	45.0
City website	25.8	33.9	32.2	40.9	20.0
Town hall style meetings	12.0	18.2	14.0	20.2	13.4
Public service announcements on local radio stations	8.8	18.3	20.6	15.8	12.1
Advertisements in local papers	6.3	15.5	12.6	9.1	26.6

TABLE 14 EFFECTIVENESS OF COMMUNICATION EFFORTS BY CHILD IN HSLD & SURVEY LANGUAGE (SHOWING % VERY EFFECTIVE)

	Child in Hsld (QD2)		Survey Language	
	Yes	No	English	Spanish
Smart Phone app to communicate with City, report issues, receive updates	65.5	55.1	57.3	66.9
Social Media sites such as Facebook, X, Instagram, TikTok	60.1	46.6	50.5	54.7
Text messages	38.8	39.4	38.1	45.4
E-mail	33.1	37.6	35.5	41.4
Newsletters and other materials mailed directly to your house	38.9	33.5	34.3	48.2
City website	31.6	28.1	28.8	35.4
Town hall style meetings	12.6	15.2	14.8	15.4
Public service announcements on local radio stations	15.6	12.2	13.5	10.4
Advertisements in local papers	14.6	8.7	9.9	20.8

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, Instagram was the most preferred, mentioned by 37% of respondents, followed by Facebook at 18%. The next most frequently mentioned sites were What's Up SCV (7%) and The SCV Signal (5%). Seventeen percent (17%) 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 (1%) or were unsure or could not remember the name of their preferred platform (16%).

Question 19 *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 15 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 15 DEMOGRAPHICS OF SAMPLE BY STUDY YEAR

	Study Year					
	2026	2024	2022	2020	2018	2016
<i>Total Respondents</i>	<i>1,194</i>	<i>831</i>	<i>1,203</i>	<i>1,248</i>	<i>968</i>	<i>570</i>
Years in Santa Clarita (Q1)	%	%	%	%	%	%
Less than 5	13.2	14.7	13.3	12.7	18.6	12.1
5 to 9	14.5	11.4	13.9	12.4	10.4	12.2
10 to 19	22.8	26.6	22.7	25.2	23.8	32.8
20 or more	49.3	46.9	50.0	49.5	46.9	41.8
Prefer not to answer	0.2	0.4	0.1	0.2	0.2	1.0
Age (QD1)						
18 to 29	17.8	17.0	19.0	18.4	19.0	21.3
30 to 39	16.4	16.0	16.4	15.2	16.5	17.3
40 to 49	17.2	17.0	16.8	16.4	17.7	19.9
50 to 64	25.0	26.8	26.9	27.6	28.7	26.4
65 or older	23.7	23.1	20.8	18.7	18.1	14.3
Prefer not to answer	0.0	0.0	0.0	3.7	0.0	0.9
Child in Hsld (QD2)						
Yes	32.2	34.5	35.9	35.4	36.1	35.5
No	63.8	61.5	60.2	60.9	60.3	64.0
Prefer not to answer	4.0	4.0	3.9	3.7	3.6	0.5
Employment Status (QD3)						
Employed full-time	55.7	51.6	54.7	51.8	55.9	N/A
Employed part-time	6.9	9.9	8.7	7.9	8.8	N/A
Retired	19.7	19.6	19.9	21.1	18.1	N/A
Other	13.1	15.5	11.2	13.0	13.5	N/A
Prefer not to answer	4.6	3.5	5.4	6.1	3.7	N/A
Marital Status (QD6)						
Married	60.0	58.3	60.8	61.6	60.2	64.0
Not married	35.1	37.2	34.3	34.0	35.0	34.5
Prefer not to answer	4.9	4.5	4.9	4.4	4.8	1.5
Ethnicity (QD7)						
Caucasian / White	48.9	50.9	46.7	50.3	60.5	52.3
Latino / Hispanic	23.8	22.9	24.4	23.2	18.8	31.3
Asian American	9.9	11.0	9.5	10.4	5.9	9.3
Other / Mixed	10.7	11.2	11.1	8.6	8.0	4.4
Prefer not to answer	6.7	4.1	8.3	7.6	6.8	2.7
Homeownership Status						
Own	64.0	68.2	62.9	66.0	62.5	62.1
Rent	36.0	31.8	37.1	34.0	37.5	37.9
Gender						
Male	49.6	49.1	48.4	47.7	47.8	48.9
Female	47.0	46.9	48.5	49.0	47.5	51.1
Non-binary	1.0	0.2	N/A	N/A	N/A	N/A
Prefer not to answer	2.5	3.8	3.1	3.2	4.8	0.0
Community of Residence						
Newhall	12.6	12.4	12.8	13.1	11.3	16.2
Saugus	26.2	26.7	26.4	26.3	24.6	22.0
Canyon Country	31.3	30.5	31.6	30.8	30.6	36.0
Valencia	29.9	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 2026 survey were tracked directly from prior surveys 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.

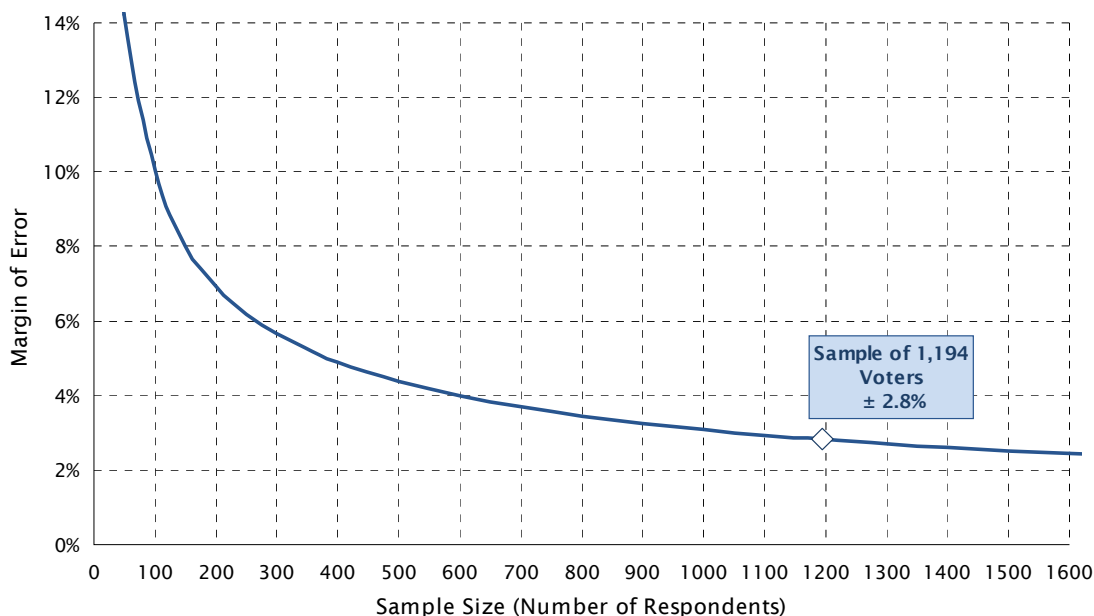
Residents were recruited to participate in the survey through multiple recruiting methods. Using a combination of email and text invitations, sampled residents were initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each voter 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 1,194 completed surveys were gathered online and by phone in English and Spanish between April 14 and April 21, 2026.

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 1,194 voters for a particular question and what would have been found if all of the estimated 156,020 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 $\pm 2.8\%$ at the 95% confidence level for questions answered by all 1,194 respondents.

FIGURE 43 MAXIMUM MARGIN OF ERROR DUE TO SAMPLING AT 95% CONFIDENCE LEVEL



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, conducting tests of statistical significance, 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=1,194)
April 2026

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	2%
2	1 to 4 years	11%
3	5 to 9 years	14%
4	10 to 19 years	23%
5	20 years or longer	49%
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.*

Overdevelopment, growth	24%
Traffic congestion	24%
Public safety	14%
Not sure / Cannot think of anything specific	11%
Infrastructure, roads, streets	9%
Affordable housing	8%
High cost of living	7%
Homelessness	6%
Traffic law enforcement	6%
Healthcare, hospitals	4%
Environmental issues, preparedness	3%
Lack of entertainment, night life	3%
Economy, jobs	2%
Unsynchronized traffic lights	2%

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	Lack of local businesses	2%						
	E-bike issues	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	36%	48%	13%	2%	1%	0%	0%
B	Santa Clarita as a place to raise a family	45%	40%	11%	2%	1%	2%	0%
C	Santa Clarita as a place to retire	20%	31%	24%	11%	4%	9%	1%
D	Santa Clarita as a place to work	16%	32%	19%	11%	5%	17%	1%
E	Santa Clarita as a place to recreate	23%	40%	22%	4%	2%	7%	1%
F	The overall quality of life in Santa Clarita	27%	54%	17%	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	15%						
	Not sure / Cannot think of anything specific	13%						
	Reduce traffic congestion	10%						
	Improve, maintain infrastructure, roads, streets	10%						
	Improve economy, jobs, small-business friendly	8%						
	Provide more affordable housing	7%						
	Improve public safety	7%						
	Enforce traffic laws	7%						
	Provide more variety of high-end restaurants, shopping opportunities	6%						
	Provide more healthcare, hospitals	5%						
	No changes needed / Everything is fine	5%						
	Provide more community events, activities for all ages	4%						
	Clean-up, beautify City, landscaping	4%						
	Support police, get own police dept, more police presence	4%						
	Address homeless issues	3%						
	Improve City government, leadership	3%						
	Provide more entertainment options, nightlife	3%						
	Provide, improve parks, recreation facilities	3%						

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Synchronize traffic lights	3%
Reduce cost of living	3%
Improve public transportation	3%
Reduce taxes, fees	2%
Improve planning, diversity of development, design	2%
Address environmental concerns, preparedness	2%
Improve quality of life	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? *Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?*

1	Very satisfied	32%
2	Somewhat satisfied	46%
3	Somewhat dissatisfied	9%
4	Very dissatisfied	4%
98	Not sure	8%
99	Prefer not to answer	1%

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? *Verbatim responses recorded and later grouped into categories shown below.*

Beautiful, clean city, no graffiti, well-landscaped	20%
Not sure / Cannot think of anything specific	18%
High quality, responsive City services	17%
Parks, rec facilities	12%
New, well-maintained infrastructure	7%
Everything is great, no problems	6%
Public safety, low crime rate	5%
Community events, activities	5%
Satisfied, but always room for improvement	4%
Wide variety of services available	3%
Bike lanes, trails	3%
Trash services, collection	2%
Public transportation	2%

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	Open spaces	2%
	Nice place to live, raise kids, family	2%
	Good city planning, development	2%
	County Sheriff, Fire Department services	2%
	City cares about residents	2%
	Addressing homeless issues	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.	
	Poor road, street maintenance	15%
	Public safety, need more emergency personnel, police services	12%
	Slow, inadequate response to resident needs, request	11%
	Poor upkeep, landscaping of public areas	10%
	Insufficient services, programs / Unaware	10%
	Trash service issues	10%
	Not enough traffic patrols, enforcement of traffic laws	9%
	Too much growth, development	8%
	Traffic congestion	7%
	Leadership, government concerns	7%
	Not enough transit services	6%
	Need to address police reform issues	5%
	High cost of living, fees	4%
	Parking issues	4%
	Level of services, responsiveness imbalance across communities	4%
	Lack of affordable services, programs for youths, seniors	3%
	Not enough healthcare services	3%
	Environmental issues, emergency preparedness	3%
	Racial, cultural diversity concerns	2%
	Income inequality	2%
	Not enough jobs, opportunities	2%
	Turnaround time for permits	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>Make sure respondent understands the 4 point scale.</i>						
	<i>Randomize.</i>	Extremely important	Very important	Somewhat important	Not at all important	Not sure	Prefer not to answer
A	Managing traffic congestion	66%	26%	6%	1%	0%	0%
B	Providing parks and recreation facilities	48%	40%	11%	1%	0%	0%
C	Being fiscally responsible with the City's budget	62%	28%	7%	1%	2%	0%
D	Providing Sheriff or police services	62%	25%	9%	4%	1%	0%
E	Providing fire protection and prevention services	76%	20%	3%	0%	0%	0%
F	Communicating and providing information on City programs	28%	42%	27%	2%	1%	0%
G	Preserving open space	49%	34%	15%	1%	0%	0%
H	Beautifying roadways and medians, including landscaping, litter removal, and graffiti removal	41%	39%	17%	3%	0%	0%
I	Protecting the environment	46%	32%	17%	4%	0%	0%
J	Providing library services	37%	35%	24%	3%	1%	0%
K	Addressing youth drug use	47%	33%	16%	2%	1%	0%
L	Providing trails and paseos (puh-SAY-ohs) for public use	41%	37%	19%	2%	1%	0%
M	Maintaining city streets and sidewalks	56%	37%	6%	0%	0%	0%
N	Providing special events like the Cowboy Festival, summer concerts, Senses, and cultural events	29%	31%	32%	7%	1%	0%
O	Providing public transit and transportation services	35%	35%	23%	5%	2%	0%
P	Providing sports and recreation programs	33%	41%	23%	2%	0%	0%
Q	Supporting homeless services	36%	28%	24%	9%	2%	2%
R	Providing diversity and inclusion programs	29%	23%	17%	27%	2%	1%
S	Preparing for and managing emergencies	65%	29%	5%	0%	1%	0%
T	Supporting public art	21%	24%	37%	15%	2%	0%

Q9	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? <i>Get answer. If 'satisfied' or 'dissatisfied', then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>						
	<i>Randomize.</i>	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Not sure	Prefer not to answer
A	Manage traffic congestion	13%	26%	32%	24%	4%	1%
B	Provide parks and recreation facilities	52%	39%	4%	1%	3%	1%
C	Be fiscally responsible with the City's budget	21%	33%	10%	5%	30%	1%
D	Provide Sheriff or police services	37%	35%	11%	6%	9%	2%
E	Provide fire protection and prevention services	42%	37%	6%	2%	12%	1%
F	Communicate and provide information on City programs	28%	43%	9%	5%	13%	2%
G	Preserve open space	33%	42%	10%	6%	9%	1%
H	Beautify roadways and medians, including landscaping, litter removal, and graffiti removal	43%	40%	8%	3%	4%	1%
I	Protect the environment	25%	41%	10%	4%	18%	2%
J	Provide library services	44%	37%	4%	1%	12%	2%
K	Address youth drug use	14%	27%	13%	5%	38%	2%
L	Provide trails and paseos (puh-SAY-ohs) for public use	52%	36%	4%	1%	6%	1%
M	Maintain city streets and sidewalks	38%	42%	12%	5%	2%	1%
N	Provide special events like the Cowboy Festival, summer concerts, Senses, and cultural events	42%	39%	4%	2%	10%	3%
O	Provide public transit and transportation services	26%	36%	12%	6%	18%	2%
P	Provide sports and recreation programs	37%	39%	5%	2%	16%	1%
Q	Support homeless services	12%	29%	17%	9%	29%	4%
R	Provide diversity and inclusion programs	15%	25%	11%	7%	32%	10%
S	Prepare for and manage emergencies	26%	40%	8%	2%	23%	1%
T	Support public art	18%	37%	9%	3%	28%	4%

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	26%	Ask Q11			
	2	No	69%	Skip to Q12			
	98	Not sure	3%	Skip to Q12			
	99	Prefer not to answer	2%	Skip to Q12			
Q11	In your opinion, was the staff at the City very _____, somewhat _____, or not at all _____. Read one item at a time, continue until all items are read.						
Randomize			Very	Somewhat	Not at all	Not sure	Prefer not to answer
A	Helpful		55%	36%	6%	2%	2%
B	Professional		71%	25%	2%	2%	0%
C	Accessible		54%	39%	4%	3%	0%
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?						
Randomize			Strongly trust	Somewhat trust	Somewhat do NOT trust	Strongly do NOT trust	Prefer not to answer
A	The City of Santa Clarita		21%	57%	14%	3%	5%
B	The State of California		10%	34%	19%	33%	3%
C	The County of Los Angeles		5%	38%	27%	25%	4%
D	The United States Federal Government		6%	23%	23%	43%	5%

Section 5: Shopping, Dining & Entertainment

Q13	How often does your household dine, shop, or participate in entertainment activities within Santa Clarita? Several times per week, about once per week, two to three times per month, once per month, or less often than once per month?	
	1	Several times per week
	2	Once per week
	3	Two to three times per month
	4	Once per month
	5	Less often than once per month
	98	Not sure
	99	Prefer not to answer

Q14	What types of businesses would you most like to see more of in Santa Clarita? <i>Verbatim</i> responses recorded and later grouped into categories shown below.	
	Not sure / Cannot think of anything specific	27%
	Sit-down restaurants, casual or full-service dining (non-specific cuisine)	20%
	Entertainment venues (Movie theaters, bowling, arcades, live music, family fun centers)	13%
	Local, small, independent businesses (Support for small, local-owned shops)	11%
	Retail in general, more shopping (Non-specific retail expansion)	9%
	Cafés, coffee shops, bakeries (Coffee, dessert spots, casual hangout)	8%
	Family-oriented businesses (Kid-friendly places, indoor play, learning centers)	7%
	Diverse, ethnic restaurants (e.g., Mexican, Asian, Mediterranean, etc.)	6%
	Specialty retail (Niche stores, e.g., hobby, books, electronics, home goods)	6%
	Bars, breweries, nightlife (Bars, pubs, breweries, nightlife venues)	5%
	Arts, culture, community space (Museums, galleries, cultural centers)	5%
	Fast food, quick service (Chains or quick, inexpensive food options)	3%
	Clothing, fashion retail (Apparel, boutiques, shoe stores)	3%
	Grocery stores, markets (Supermarkets, specialty food stores)	3%
	Big box, major retail chains (Costco, Target, IKEA, large-format stores)	3%
	Industrial, jobs, economic development (Businesses that bring jobs, offices, or industry)	3%
	Fine dining, upscale restaurants (higher-end dining experiences)	2%
	Health & wellness services (Gyms, fitness centers, yoga, spas)	2%
Q15	When your household leaves Santa Clarita for dining, shopping, or entertainment, where do you go most often? <i>If needed, clarify: What city do you go to?</i>	
	1 Burbank	14%
	2 Glendale	6%
	3 Pasadena	11%
	4 San Fernando Valley	23%
	5 Santa Monica	5%
	6 West Los Angeles	8%
	8 Beverly Hills	1%

9	Hollywood, West Hollywood	2%
10	Los Angeles	1%
11	Northridge	1%
12	Orange County	1%
13	Topanga	1%
14	Ventura	5%
15	All over, everywhere	2%
16	Do not go anywhere else	3%
7	Other	6%
98	Not sure	7%
99	Prefer not to answer	3%

Section 6: Communication

Q16 Where do you get your information about news and issues facing Santa Clarita? *Don't read list. Record up to first 3 responses.*

City Sources

1	City Council/Planning Commission Meetings	2%
2	SantaClarita.gov/City's website	14%
3	Seasons/City Newsletter	39%
4	City of Santa Clarita social media	42%

Local Sources

5	Magazine of Santa Clarita	14%
6	Inside SCV	14%
7	The Signal/Santa Clarita Valley Signal/ Sunday Signal/The Buzz/SignalSCV.com	30%
8	KHTS FM 98.1 AM 1220/ Hometownstation.com/ KHTS Streaming/KHTS News	12%
9	Community Website/Newsletter/Blog	5%
10	SCVTV/SCV News/ Public Access Television/SCVTV's Community Corner	4%
11	Word of mouth/Friends/Associates	26%

Regional Sources

12	Los Angeles Times	3%
13	The Daily News	2%
14	Radio	3%
15	Local TV News	8%
16	Other social media	18%

Other Sources					
17	Other	7%			
19	Not sure	6%			
19	Prefer not to answer	1%			
Q17	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	25%		
	2	Somewhat satisfied	50%		
	3	Somewhat dissatisfied	12%		
	4	Very dissatisfied	4%		
	98	Not sure	8%		
	99	Prefer not to answer	1%		
Q18	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	36%	46%	12%	6%
B	Social Media sites such as Facebook, X, Instagram, and TikTok	51%	33%	12%	5%
C	A Smart Phone application that would allow you to communicate with the City, report issues, and receive updates	58%	29%	8%	4%
D	City website	29%	50%	15%	6%
E	Newsletters and other materials mailed directly to your house	35%	42%	18%	5%
F	Advertisements in local papers	11%	35%	47%	8%
G	Text messages	15%	50%	25%	11%
H	Town hall style meetings	15%	50%	25%	11%
I	Public service announcements on local radio stations	13%	43%	36%	8%
<i>Ask Q19 if Q18b=(1,2).</i>					
Q19	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	37%			
	Facebook	18%			
	Not sure / Cannot think of anything specific	16%			
	What's Up SCV	7%			

The Santa Clarita Valley Signal / SCV Signal	5%
X (Formally Twitter)	4%
City of Santa Clarita	3%
TikTok	2%
Newsletter/newspaper (unspecified)	2%
Reddit	1%
Nextdoor	1%
KHTS (AM)	1%
Google	1%
Ground News app	1%
Social media platforms (unspecified)	1%
YouTube	1%
Email	1%
Local radio station (unspecified)	1%
Don't currently use social media for local news and info	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		18%
	30 to 39		16%
	40 to 49		17%
	50 to 64		25%
	65 or older		24%
D2	Do you have children under the age of 18 in your household?		
	1	Yes	32%
	2	No	64%
	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	56%
	2	Employed part-time	7%
	3	Student	7%
	4	Homemaker	3%
	5	Retired	20%
	6	In-between jobs	3%
	98	Not sure	0%
	99	Prefer not to answer	4%
D4	Do you commute outside of Santa Clarita for your work?		
	1	Yes	52%
	2	No	46%
	99	Prefer not to answer	2%
D5	What city do you commute to for work? Verbatim responses recorded and later grouped into categories shown below.		
	Los Angeles		22%
	Prefer not to answer		10%
	San Fernando Valley		8%
	Burbank		6%
	Glendale		4%
	Palmdale		4%
	Multiple cities, areas		4%
	Hollywood		3%
	Northridge		3%
	Van Nuys		3%
	Ventura		3%
	Canoga Park		2%
	El Segundo		2%
	Lancaster		2%
	Pasadena		2%
	Studio City		2%
	Sun Valley		2%
	Sylmar		2%

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	Woodland Hills	2%
	Beverly Hills	1%
	Chatsworth	1%
	Culver City	1%
	Granada Hills	1%
	Mission Hills	1%
	North Hollywood	1%
	Pacoima	1%
	Sherman Oaks	1%
	Simi Valley	1%
	Universal City	1%
	Thousand Oaks	1%
	Edwards	1%
	Santa Monica	1%
D6	Are you married?	
	1 Yes	60%
	2 No	35%
	99 Prefer not to answer	5%
D7	What ethnic group do you consider yourself a part of or feel closest to? <i>Read list if respondent hesitates</i>	
	1 Caucasian/White	49%
	2 Latino/Hispanic	24%
	3 African-American/Black	3%
	4 American Indian or Alaskan Native	<1%
	5 Asian -- Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	10%
	6 Pacific Islander	1%
	7 Middle Eastern	2%
	8 Mixed Heritage	4%
	98 Other	1%
	99 Prefer not to answer	7%
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	50%
	2	Female	47%
	3	Non-binary	1%
	99	Prefer not to answer	2%
S2	Homeowner		
	1	Yes	64%
	2	No	36%
S3	Community of Residence		
	1	Newhall	13%
	2	Saugus	26%
	3	Canyon Country	31%
	4	Valencia	30%
S4	Survey Language		
	1	English	94%
	2	Spanish	6%