



# CITY OF LONG BEACH **R-14**

OFFICE OF THE CITY MANAGER

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May 21, 2019

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive and file a presentation on the 2018 City of Long Beach Community Survey.  
(Citywide)

## DISCUSSION

The FY 18 Adopted Budget included one-time funding to conduct a community survey to gauge resident satisfaction/public opinion and to collect data on City services. The firm of Fairbanks, Maslin, Maullin, Metz and Associates (FM3) was engaged to administer the survey. A total of 2,130 interviews were conducted between May 19 and June 13, 2018. Efforts were made to ensure equal participation across all City Council Districts.

The final survey results were received late in the FY 2019 budget process, but staff time was diverted to other higher priority projects, which has delayed the final presentation of the results. As discussions regarding the FY 2020 budget are beginning, staff would like to present the results to the City Council to help inform the upcoming decision-making process.

Attached for your reference is a summary of the survey methodology and results. The major findings are as follows:

- Long Beach residents generally have a positive outlook towards the City -- 7 in 10 rate Long Beach as an excellent or good place to live, and, by more than a 2 to 1 margin (58 percent), they think the City of Long Beach is headed in the "right direction."
- High importance and high satisfaction are aligned for public safety services.
- More than 6 in 10 residents identify online sources of information as their most frequent source of news and information about local issues.
- Two-thirds of residents report feeling safe in their neighborhoods and a majority views their neighborhood parks as safe.
- 6 in 10 residents classify their neighborhoods as excellent or good, and 46 percent rate their own communities as headed in the "right direction."

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- Positive qualities closely associated with Long Beach include “diverse,” “great location,” and “good place to live, play and work;” on the flip-side, two-thirds (66 percent) do not think “affordable” is an accurate description of the City.
- By a significant margin, housing-related issues (costs/ homelessness) are most frequently cited as the biggest problems facing the City of Long Beach today, and 7 in 10 consider “the cost of living” as an extremely or very serious problem.
- 6 in 10 residents trust Long Beach City government to plan for the future and invest in services for residents. 53 percent agree that City government is open and accountable, and 48 percent agree it listens to residents.
- 7 in 10 Long Beach residents believe the City has a “great” or “some” need for additional funding for services, and their priorities include protecting local water resources, reducing homelessness/affordable housing, public safety services, and repairing local roads.
- The three issues identified by residents as being the most serious are homelessness (84 percent), the cost of housing (75 percent), and the cost of living (69 percent).
- Two-thirds of residents view neighborhood fire stations as being in excellent or good condition, while only 3 in 10 (29 percent) consider streets and roads to be of a similar quality.

This matter was reviewed by Principal Deputy City Attorney Gary J. Anderson and Budget Management Officer Rhutu Amin Gharib on May 10, 2019.

TIMING CONSIDERATIONS

City Council action on this matter is not time sensitive.

FISCAL IMPACT

The requested action is expected to have a minimal impact on staff hours beyond the normal budget scope of duties and is consistent with existing City Council priorities. There is no fiscal or local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PATRICK H. WEST  
CITY MANAGER

Attachment

# City of Long Beach Community Survey

*Summary of Findings from a Survey Conducted  
among Long Beach Residents*

**CONSULTANT WORKING DRAFT. NOT FOR PUBLICATION.  
CA GOVT CODE 6254.**



OPINION  
RESEARCH  
& STRATEGY

## Summary of Key Findings

- ✓ Long Beach residents generally have a positive outlook towards the city -- by more than a 2-1 margin 58% think the City of Long Beach is headed in the “right direction”, and seven in ten rate Long Beach as an excellent or good place to live.
- ✓ In comparison, opinion of their own neighborhoods is somewhat lower as only a plurality (46%) rate their own communities as headed in the “right direction” and 59% classify their neighborhoods as excellent or good.
- ✓ Positive qualities closely associated with Long Beach include “diverse”, “great location”, and “good place to live, play and work”; on the flip-side, two-thirds (66%) do not think “affordable” is an accurate description of the City.
- ✓ By a significant margin housing-related issues (costs/homelessness) are most frequently cited as the biggest problems facing the City of Long Beach today, and seven in ten consider “the cost of living” as an extremely or very serious problem.
- ✓ Two-thirds of residents report feeling safe in their neighborhoods and a majority views their neighborhood parks as safe; notably, residents in the 6<sup>th</sup> & 9<sup>th</sup> City Council Districts are less likely to view their own neighborhoods and parks as safe.

## Summary of Key Findings, continued

- ✓ The rate of growth and development does not appear to be a major concern of residents as a majority believes the City is currently growth rate is “about right.”
- ✓ Six in ten residents trust Long Beach City government to plan for the future and invest in services for residents while fewer agree that City government is open and accountable (53%) and listens to residents (48%).
- ✓ Seven in ten Long Beach residents believe the City has a “great” or “some” need for additional funding for services, and their priorities include protecting local water resources, reducing homelessness/affordable housing, public safety services and repairing local roads.
- ✓ High importance and high satisfaction are aligned for public safety services, however, two-thirds of residents are dissatisfied with services to address homelessness which was identified as highly important.
- ✓ Two-thirds of residents view neighborhood fire stations as being in excellent or good condition while only three in ten (29%) consider streets and roads to be of a similar quality while a third say poor or extremely poor.
- ✓ More than six in ten residents identify online sources of information as their most frequent source of news and information about local issues.

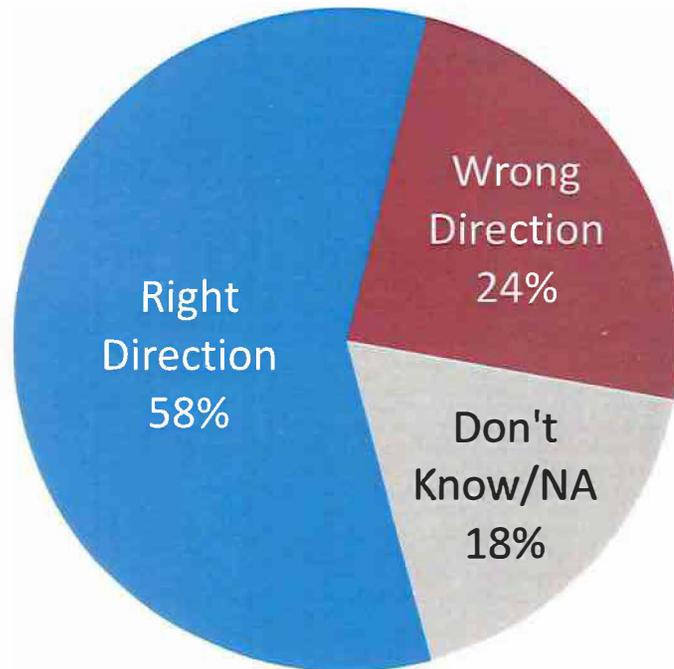
# Methodology

- ✓ 2,130 interviews with Long Beach residents
- ✓ Interviews conducted May 19-June 13, 2018
- ✓ Interviews in English and Spanish
- ✓ Interviews conducted via telephone (landline and wireless) and online
- ✓ Respondents were invited to participate via phone, email, and letter
- ✓ Margin of sampling error of +/- 2.2% at the 95% confidence level
- ✓ Some percentages may not sum to 100% due to rounding

# **The Mood of Long Beach Residents**

# By better than two to one, Long Beach residents see the city as headed in the right direction.

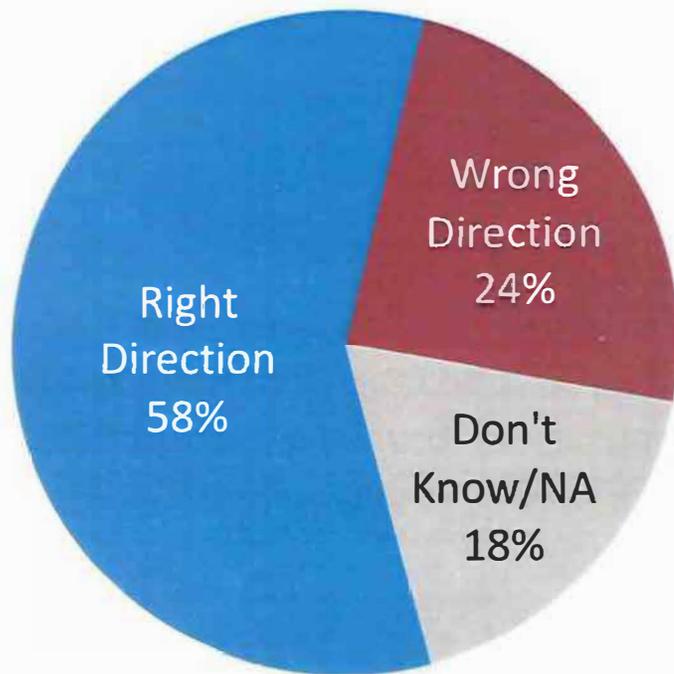
*Would you say that things in the City of Long Beach have been moving in the right direction, in the wrong direction, or have not changed much over the last two years?*



Demographic Group	Right Direction	Wrong Direction
<b>Gender</b>		
Men	60%	25%
Women	57%	23%
<b>Age</b>		
18-44	61%	21%
45-59	59%	25%
60+	53%	27%
<b>Ethnicity</b>		
Latinos	60%	20%
African-Americans	63%	21%
Whites	57%	26%
Asians/Pacific Islanders	62%	21%
<b>Residence</b>		
Homeowners	60%	25%
Renters	57%	22%
<b>Household Income</b>		
<\$90,000	56%	23%
\$90,000+	65%	22%

# City of Long Beach Right Direction/Wrong Track by City Council District

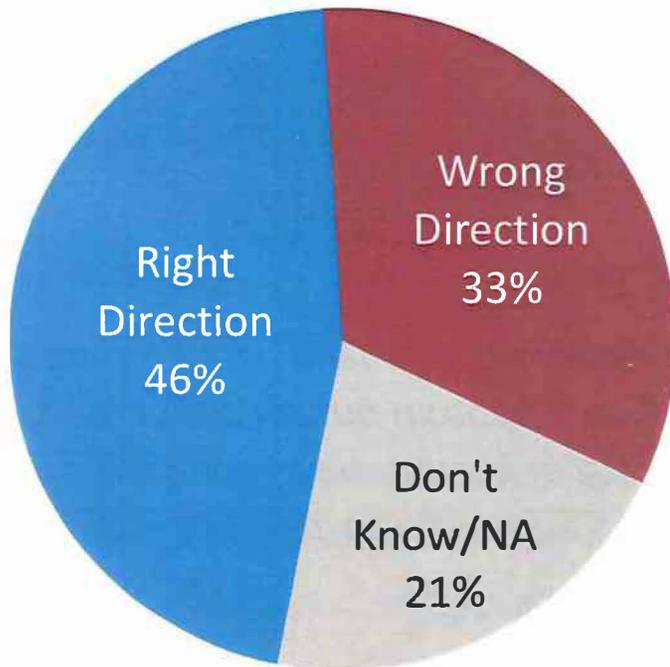
*Would you say that things in the City of Long Beach have been moving in the right direction, in the wrong direction, or have not changed much over the last two years?*



Demographic Group	Right Direction	Wrong Direction
<b>City Council District</b>		
District 1	47%	23%
District 2	57%	25%
District 3	68%	21%
District 4	59%	22%
District 5	60%	26%
District 6	57%	25%
District 7	59%	25%
District 8	56%	23%
District 9	57%	24%

# In comparison, a plurality views their own neighborhood is headed in the right direction.

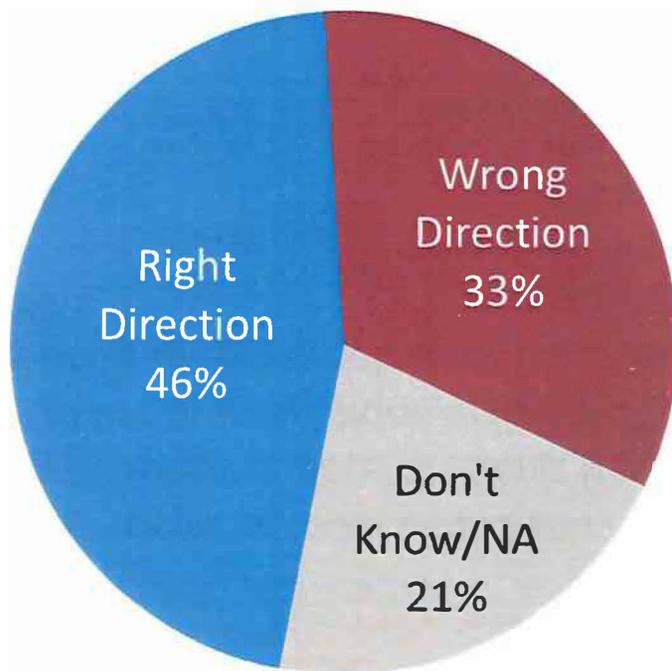
*Would you say that things in your local neighborhood have been moving in the right direction, in the wrong direction, or have not changed much over the last two years?*



Demographic Group	Right Direction	Wrong Direction
<b>Gender</b>		
Men	50%	30%
Women	42%	35%
<b>Age</b>		
18-44	45%	32%
45-59	46%	38%
60+	50%	29%
<b>Ethnicity</b>		
Latinos	44%	35%
African-Americans	51%	31%
Whites	48%	33%
Asians/Pacific Islanders	40%	25%
<b>Residence</b>		
Homeowners	49%	33%
Renters	43%	33%
<b>Household Income</b>		
<\$90,000	41%	35%
\$90,000+	53%	28%

# Local Neighborhood Right Direction/Wrong Track by City Council District

*Would you say that things in your local neighborhood have been moving in the right direction, in the wrong direction, or have not changed much over the last two years?*



Demographic Group	Right Direction	Wrong Direction
<b>City Council District</b>		
District 1	37%	32%
District 2	45%	35%
District 3	55%	27%
District 4	45%	35%
District 5	56%	26%
District 6	30%	41%
District 7	47%	34%
District 8	48%	29%
District 9	45%	37%

# The vast majority rate Long Beach as an excellent or good place to live.

Generally speaking, how would you rate the City of Long Beach as a place to live: is it an excellent place to live, a good place to live, just average, poor, or an extremely poor place to live?



Demographic Group	Excel./ Good	Total Poor	Average/ DK/NA
<b>Gender</b>			
Men	71%	7%	22%
Women	69%	7%	23%
<b>Age</b>			
18-44	69%	7%	24%
45-59	71%	7%	21%
60+	72%	7%	22%
<b>Ethnicity</b>			
Latinos	65%	9%	26%
African-Americans	69%	4%	28%
Whites	78%	4%	18%
Asians/Pacific Islanders	64%	9%	28%
<b>Residence</b>			
Homeowners	73%	6%	21%
Renters	68%	8%	24%
<b>Household Income</b>			
<\$90,000	66%	8%	26%
\$90,000+	78%	5%	17%

# Long Beach as a Place to Live by City Council District

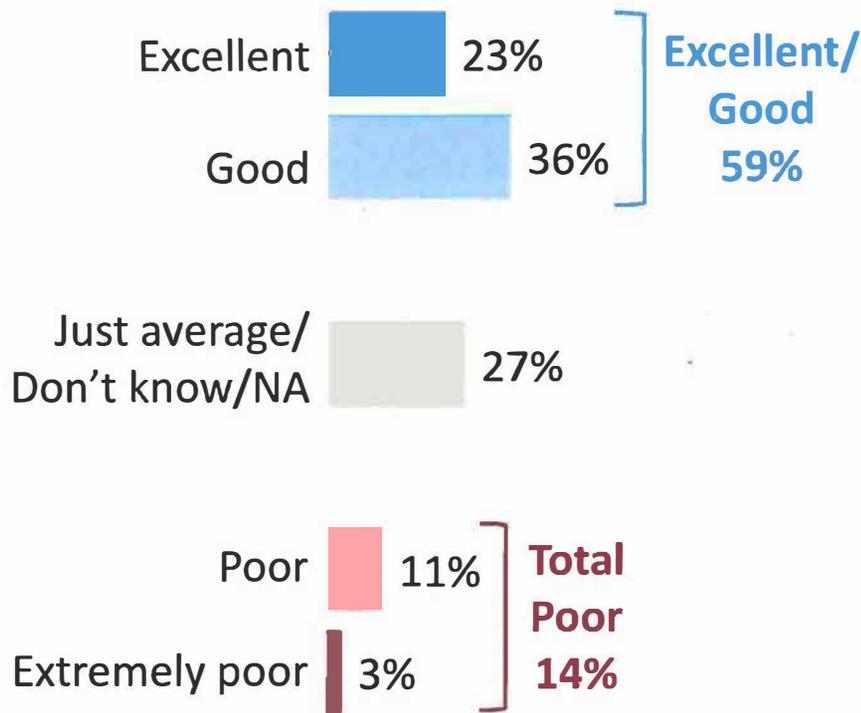
Generally speaking, how would you rate the City of Long Beach as a place to live: is it an excellent place to live, a good place to live, just average, poor, or an extremely poor place to live?



Demographic Group	Excel./ Good	Total Poor	Average/ DK/NA
<b>City Council District</b>			
District 1	60%	9%	31%
District 2	79%	4%	18%
District 3	85%	4%	11%
District 4	75%	6%	20%
District 5	81%	3%	16%
District 6	53%	15%	32%
District 7	68%	7%	25%
District 8	61%	11%	28%
District 9	59%	9%	32%

# Fewer residents feel as positive about their own local neighborhoods.

How would you rate your own neighborhood as a place to live: is it an excellent place to live, a good place to live, just average, poor, or an extremely poor place to live?



Demographic Group	Excel./ Good	Total Poor	Average/ DK/NA
<b>Gender</b>			
Men	60%	11%	29%
Women	58%	16%	26%
<b>Age</b>			
18-44	53%	17%	29%
45-59	62%	10%	28%
60+	69%	10%	21%
<b>Ethnicity</b>			
Latinos	50%	20%	30%
African-Americans	52%	11%	36%
Whites	73%	7%	20%
Asians/Pacific Islanders	48%	21%	31%
<b>Residence</b>			
Homeowners	65%	10%	25%
Renters	54%	16%	30%
<b>Household Income</b>			
<\$90,000	50%	18%	32%
\$90,000+	72%	9%	19%

# Your Own Neighborhood as a Place to Live by City Council District

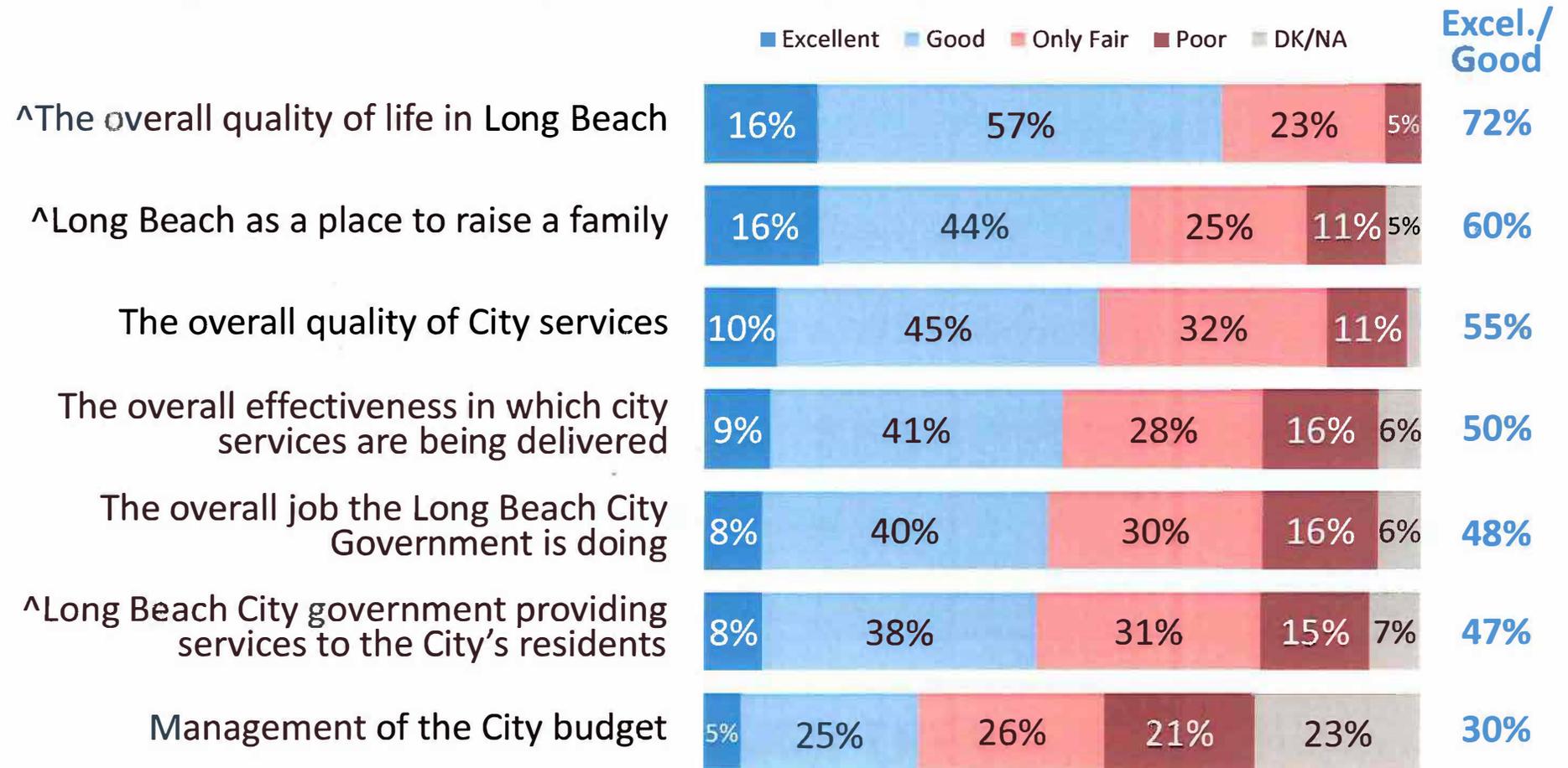
*How would you rate your own neighborhood as a place to live: is it an excellent place to live, a good place to live, just average, poor, or an extremely poor place to live?*



Demographic Group	Excel./ Good	Total Poor	Average/ DK/NA
<b>City Council District</b>			
District 1	38%	22%	40%
District 2	66%	12%	22%
District 3	89%	2%	9%
District 4	56%	12%	32%
District 5	88%	2%	11%
District 6	27%	32%	40%
District 7	61%	11%	28%
District 8	50%	17%	33%
District 9	38%	22%	40%

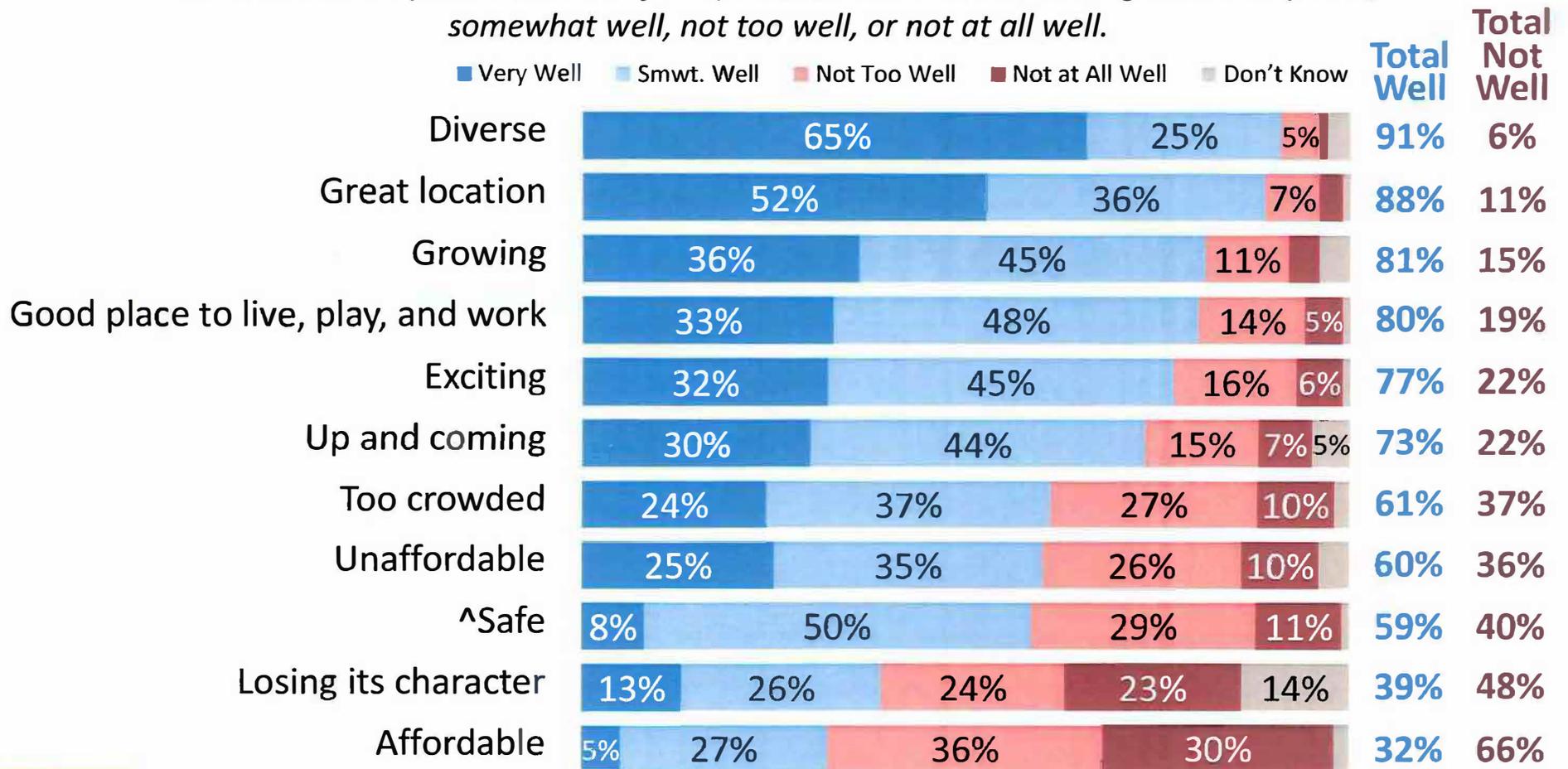
# A majority of residents rate the quality of city services as excellent or good, and nearly half give city government positively.

Using a scale of excellent, good, only fair, or poor, please rate each of the following:



# Most residents associate positive qualities to Long Beach, though there is concern about it becoming too crowded and affordability.

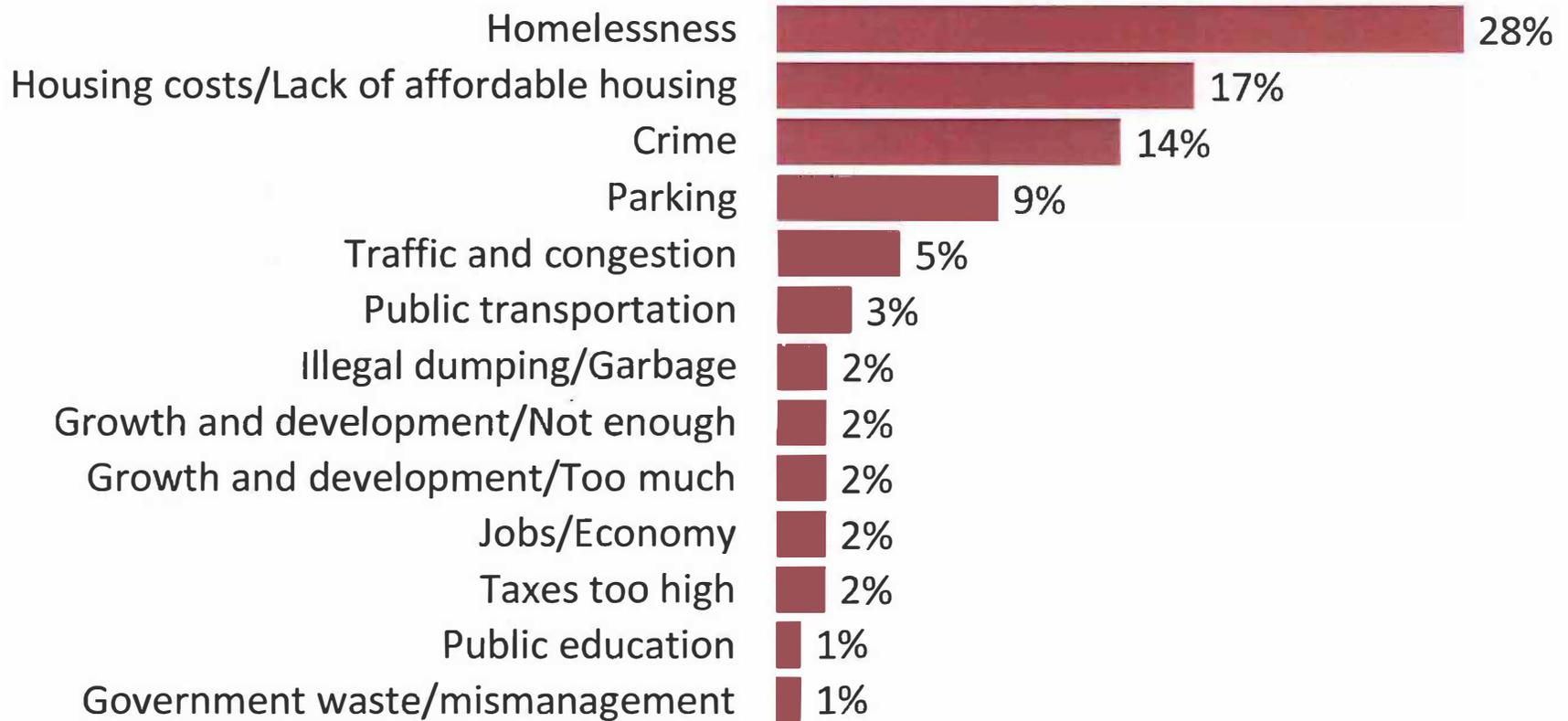
I am going to read you some words and phrases that might describe Long Beach. Please tell me whether you think each of the phrases below describes Long Beach very well, somewhat well, not too well, or not at all well.



# **Local Issues & Long Beach Residents' Concerns**

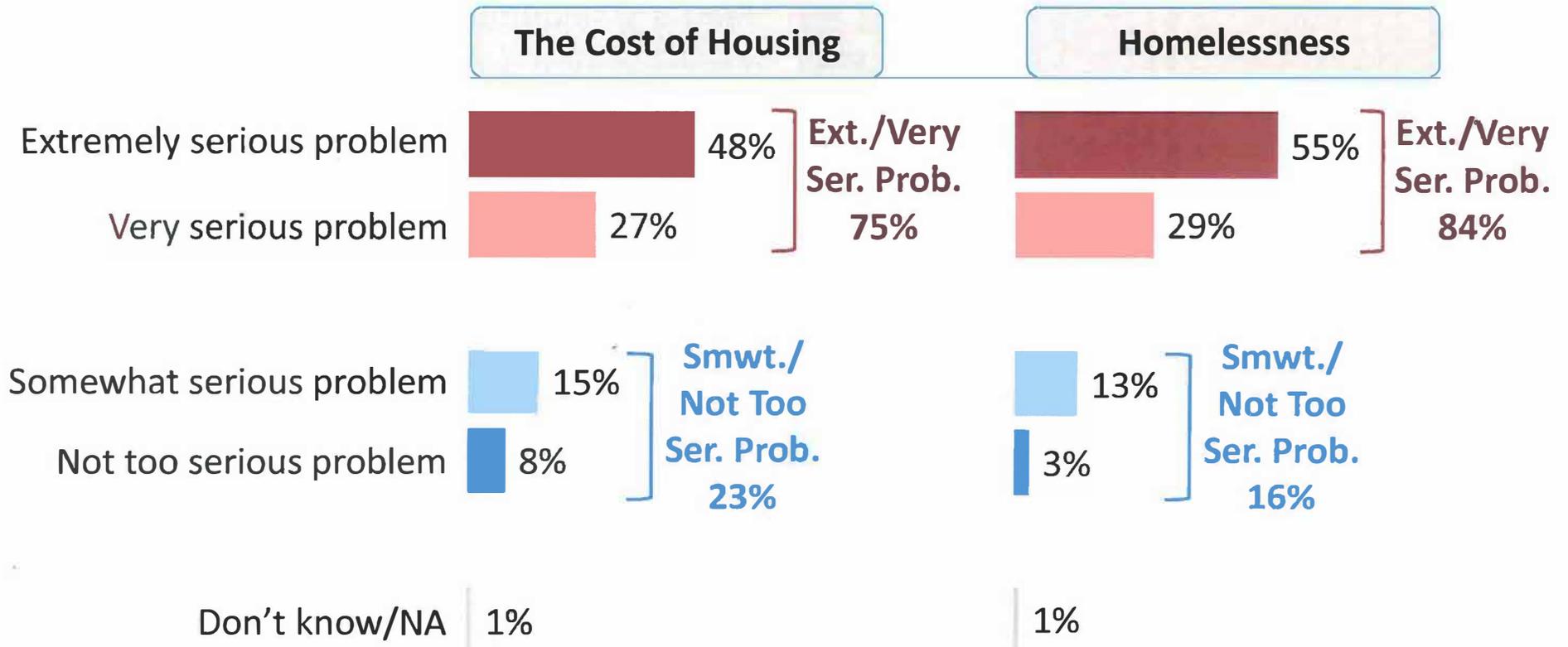
# More than four in ten residents identify housing-related issues as the most significant problem facing Long Beach today.

*What do you think is the most serious problem facing the residents of Long Beach that you would like to see addressed?  
(Open-Ended; 1% and Above Shown)*

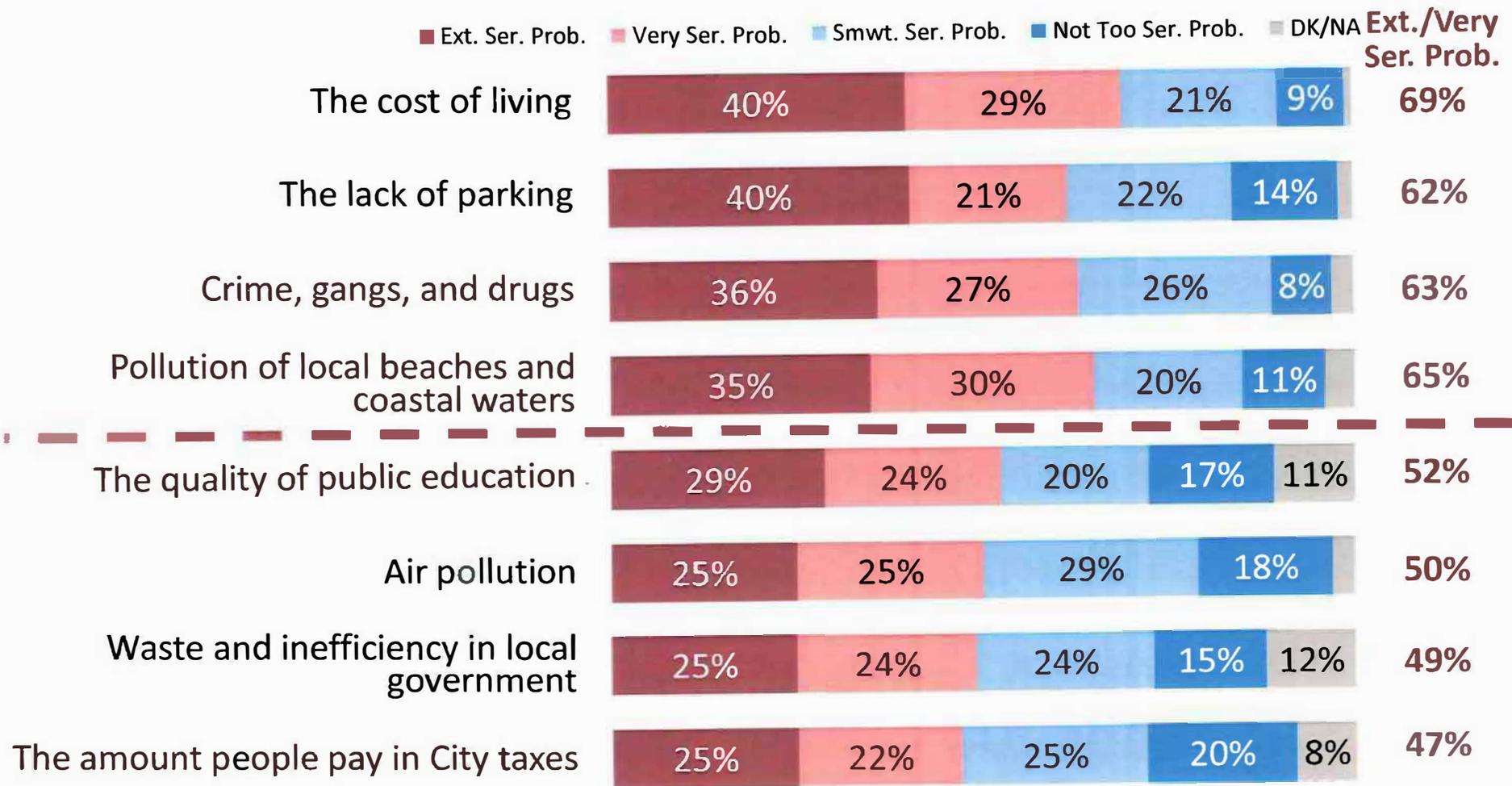


# The degree to which housing costs and homelessness are major concerns to residents is even clearer when residents were asked specifically.

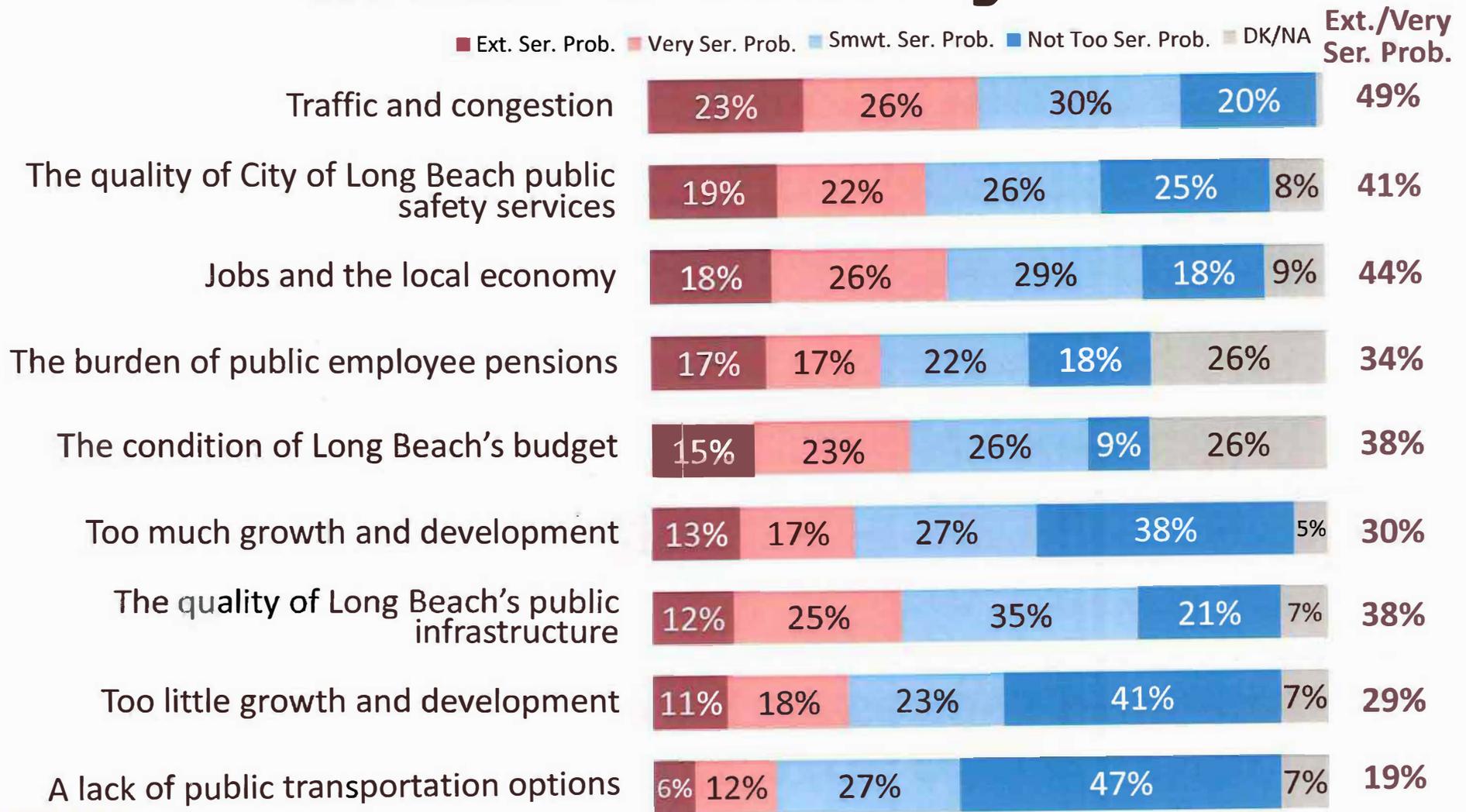
*I'd like to read you some problems facing the City of Long Beach that other people have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or not too serious a problem in Long Beach.*



# More than six in ten residents also identify the cost of living, a lack of park, crime and pollution of local beaches as highly serious problems.



# Half regard traffic as a major problem, and there is equal concern about “too much” or “too little” growth.



# A majority of Long Beach residents are satisfied with the city's current rate of growth and development.

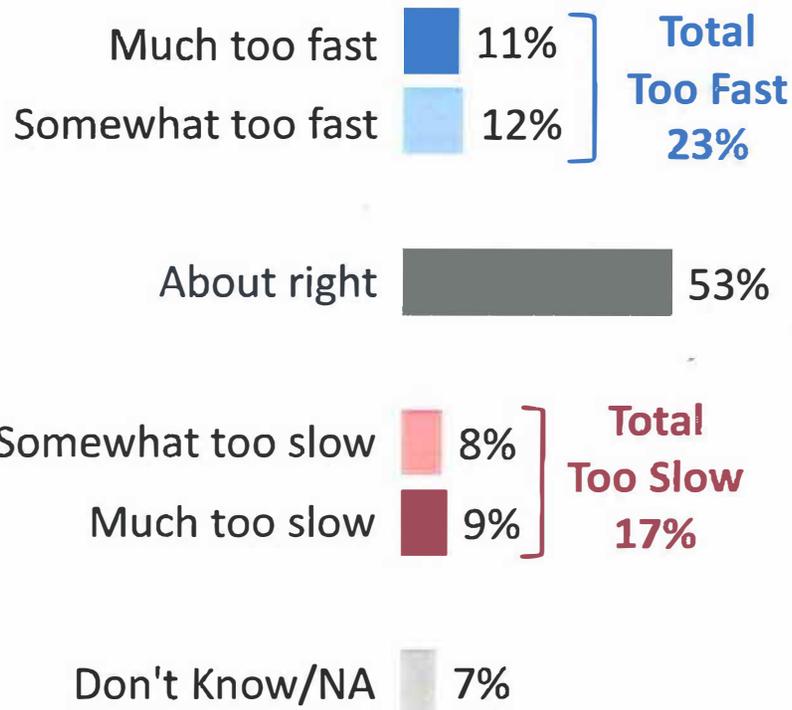
Do you think the rate of growth and development in general in Long Beach is (SPLIT SAMPLE A: too fast, about right, or too slow) (SPLIT SAMPLE B: too slow, about right, or too fast)?



Demographic Group	Too Fast	Too Slow	About Right/DK/NA
<b>Gender</b>			
Men	20%	19%	61%
Women	26%	15%	59%
<b>Age</b>			
18-44	20%	20%	60%
45-59	26%	15%	59%
60+	29%	11%	60%
<b>Ethnicity</b>			
Latinos	22%	22%	56%
African-Americans	17%	14%	69%
Whites	28%	10%	62%
Asians/Pacific Islanders	12%	25%	63%
<b>Residence</b>			
Homeowners	23%	17%	60%
Renters	23%	17%	60%
<b>Household Income</b>			
<\$90,000	26%	18%	56%
\$90,000+	20%	15%	65%

# Residents of the 2<sup>nd</sup> City Council were somewhat more likely to think the city is growing too fast.

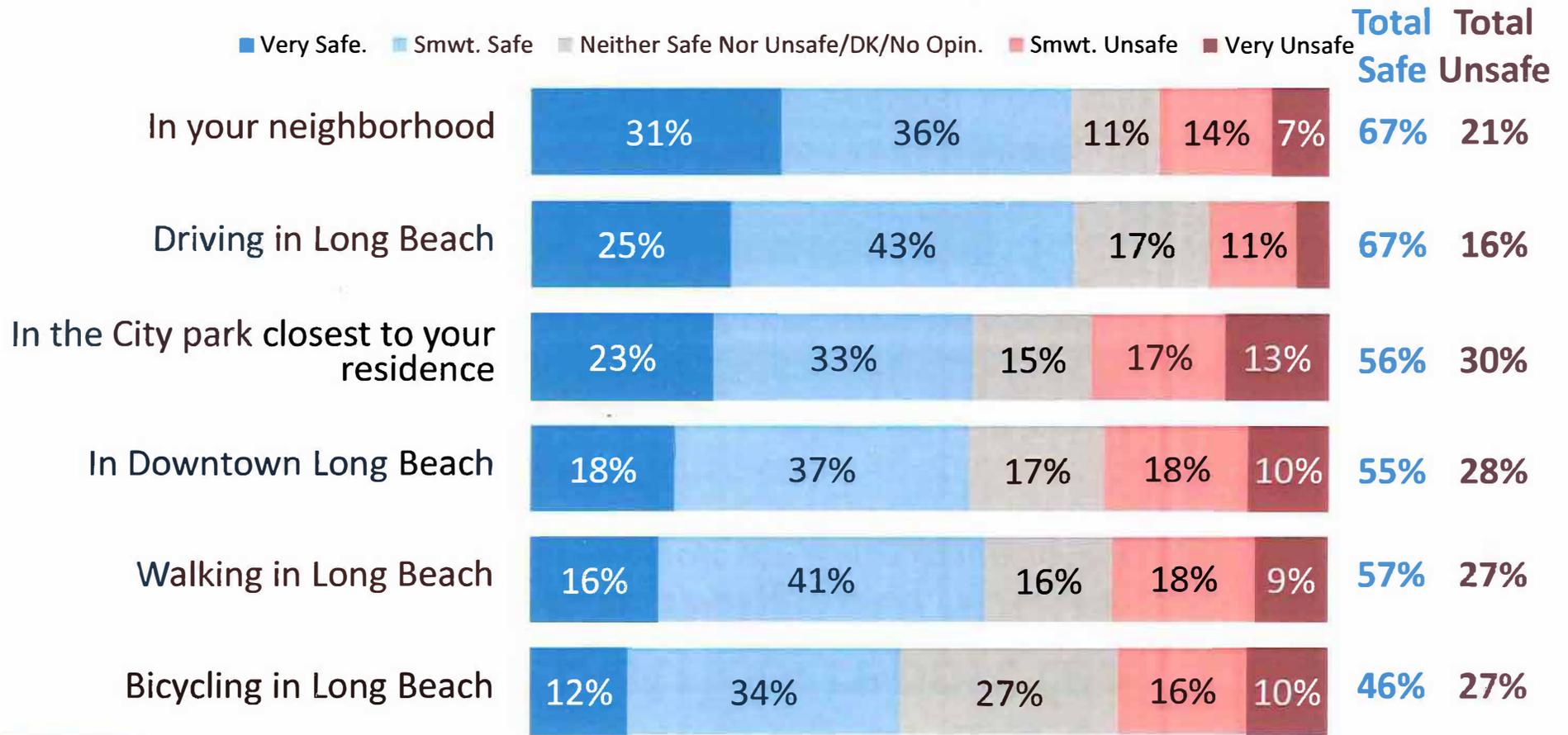
Do you think the rate of growth and development in general in Long Beach is (SPLIT SAMPLE A: too fast, about right, or too slow) (SPLIT SAMPLE B: too slow, about right, or too fast)?



Demographic Group	Too Fast	Too Slow	About Right/DK/NA
<b>City Council District</b>			
District 1	16%	29%	55%
District 2	35%	9%	56%
District 3	27%	10%	63%
District 4	29%	14%	57%
District 5	24%	9%	67%
District 6	26%	21%	53%
District 7	20%	19%	61%
District 8	16%	23%	61%
District 9	14%	25%	61%

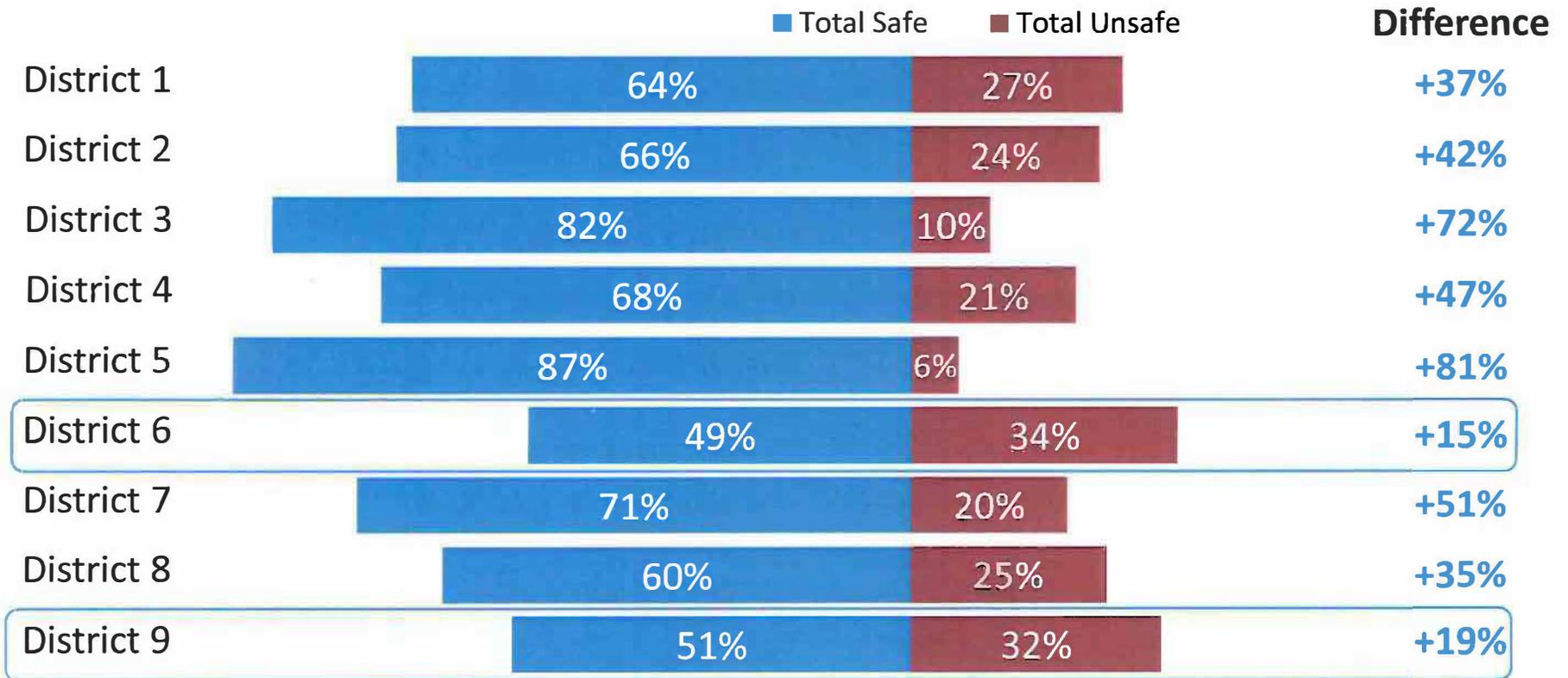
# Two-thirds feel safe in their own neighborhoods and majorities rate local parks and downtown Long Beach as safe places.

Can you tell me how safe you feel \_\_\_\_\_?  
Do you feel safe, unsafe, or neither safe nor unsafe?



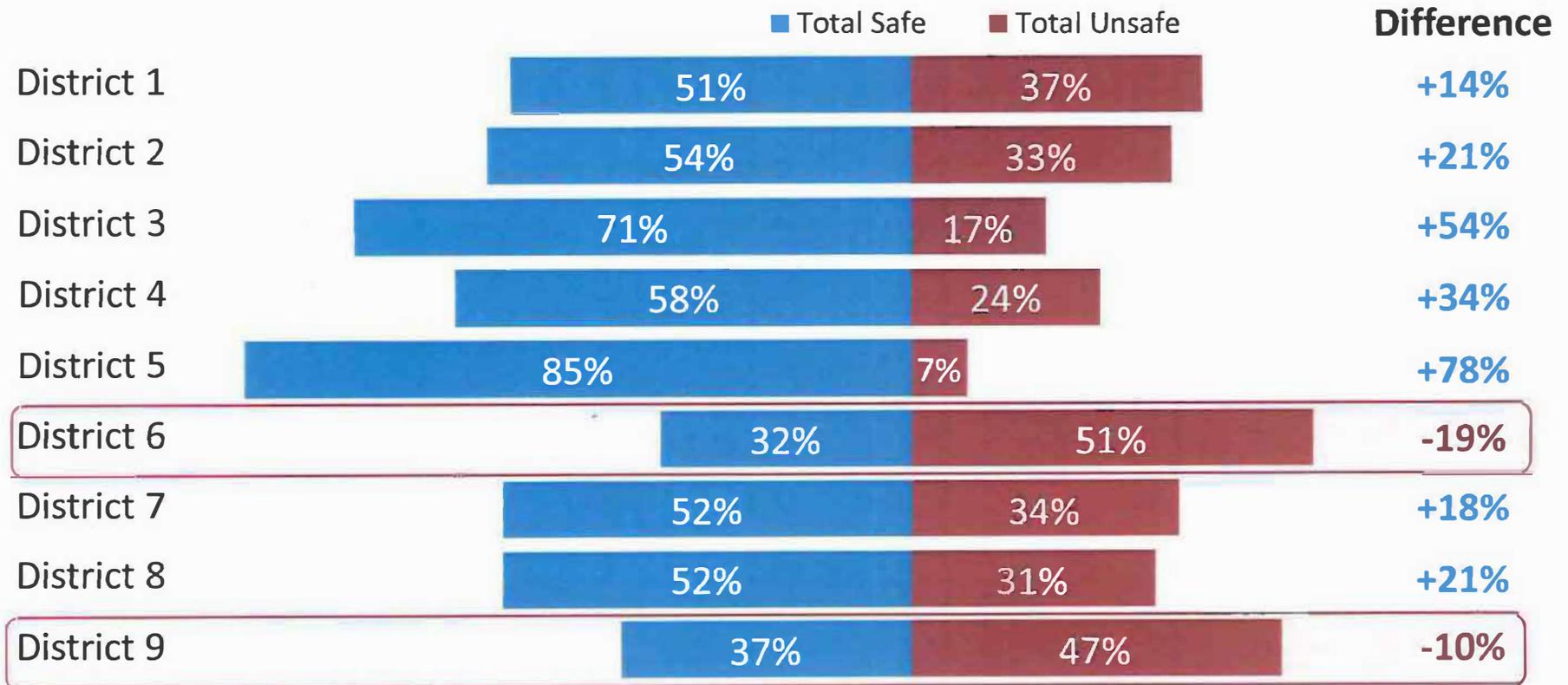
# Only half of residents of the 6<sup>th</sup> and 9<sup>th</sup> City Council Districts report feeling safe in their neighborhoods.

*Can you tell me how safe you feel in your neighborhood?  
Do you feel safe, unsafe, or neither safe nor unsafe?*



# Residents of these same communities are also less likely to feel safe in their neighborhood parks.

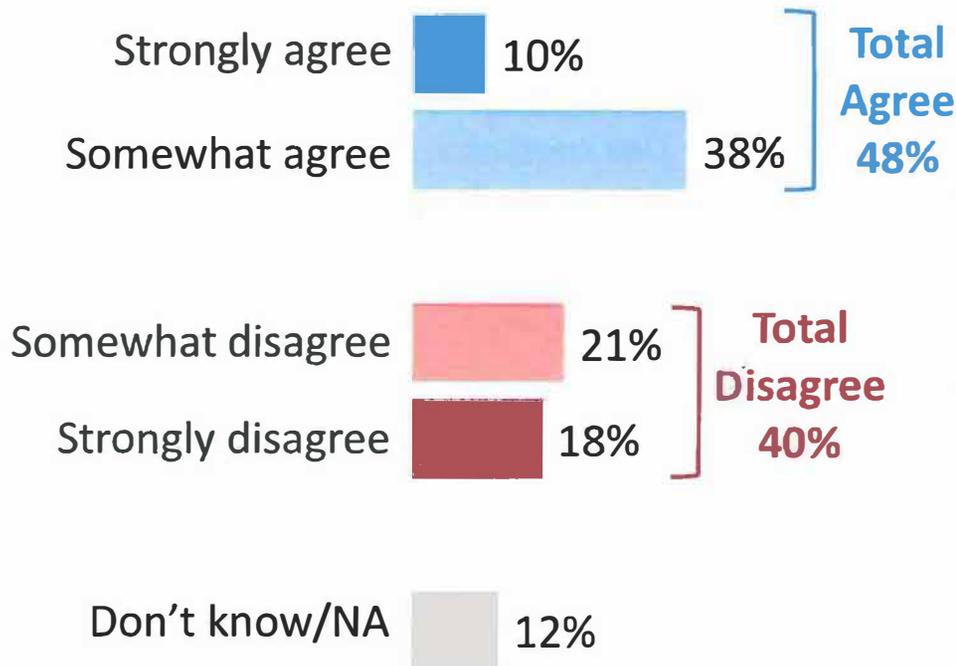
*Can you tell me how safe you feel in the City park closest to your residence? Do you feel safe, unsafe, or neither safe nor unsafe?*



# **Long Beach City Government & City Services**

# Nearly half of Long Beach residents think City government listens, though only one in ten “strongly” agrees with this statement.

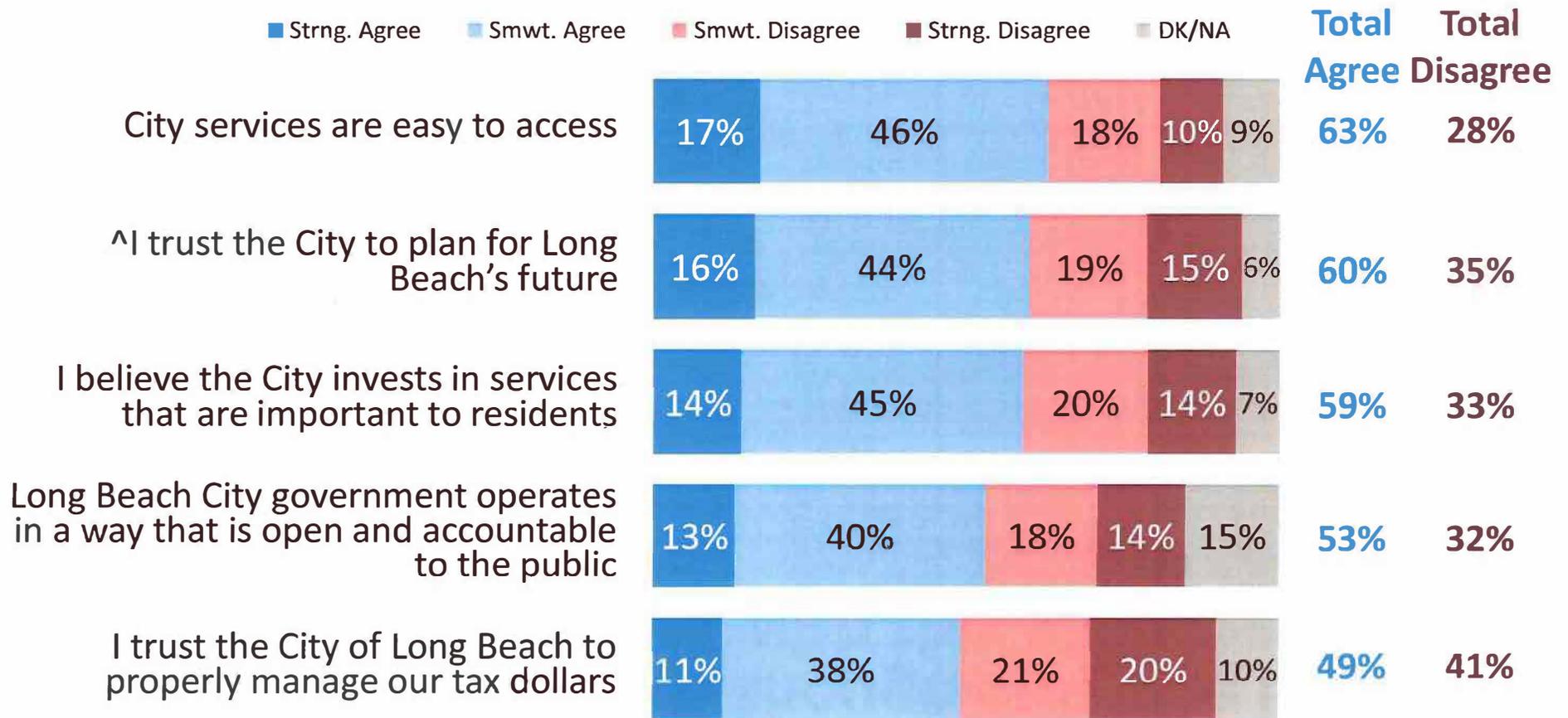
*Long Beach City government listens to residents and is responsive to their concerns*



Demographic Group	Total Agree	Total Disagree	DK/NA
<b>Gender</b>			
Men	49%	41%	10%
Women	47%	38%	15%
<b>Age</b>			
18-44	50%	36%	14%
45-59	44%	46%	10%
60+	49%	40%	11%
<b>Ethnicity</b>			
Latinos	53%	35%	11%
African-Americans	46%	38%	16%
Whites	47%	41%	12%
Asians/Pacific Islanders	49%	36%	15%
<b>Residence</b>			
Homeowners	48%	42%	10%
Renters	49%	37%	14%
<b>Household Income</b>			
<\$90,000	46%	42%	12%
\$90,000+	51%	35%	14%

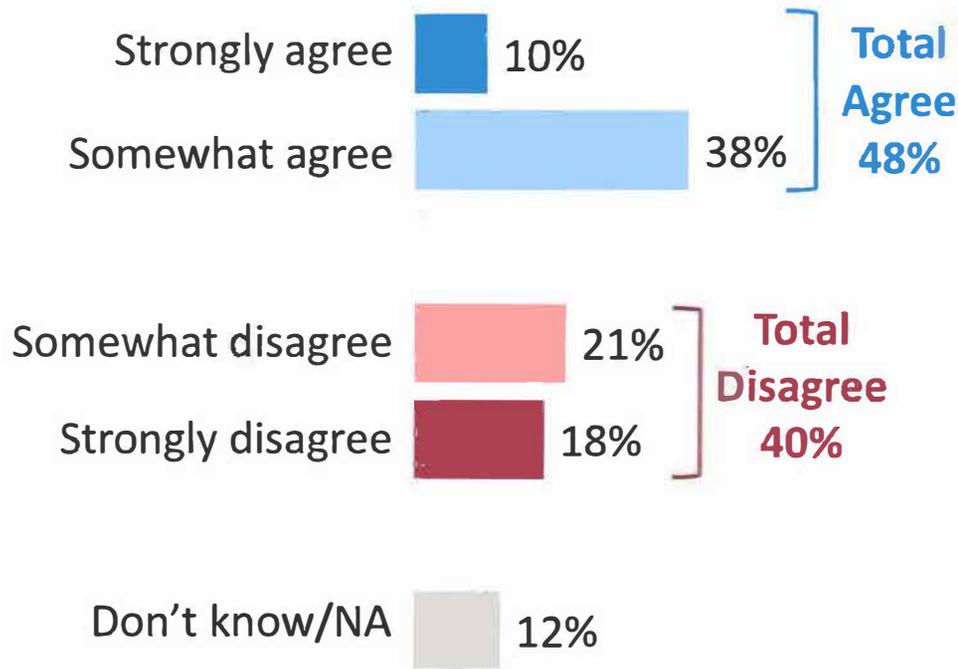
# While six in ten agree trust the city to plan for the future, fewer believe the city effectively manages local tax dollars.

For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement.



# More than half of 1<sup>st</sup> and 3<sup>rd</sup> City Council District residents agree that city government listens and is responsive.

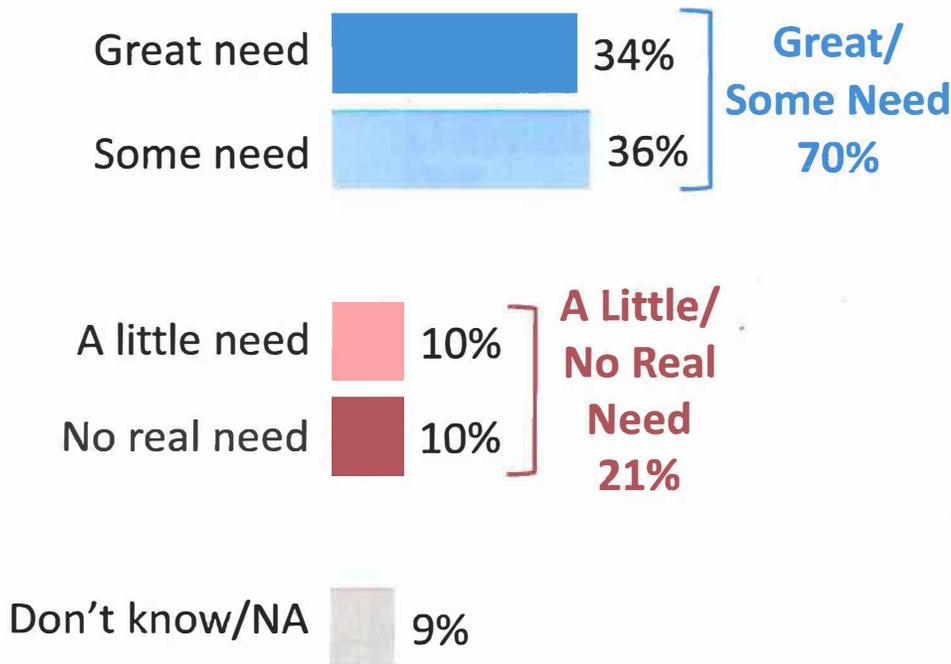
*Long Beach City government listens to residents and is responsive to their concerns*



Demographic Group	Total Agree	Total Disagree	DK/NA
<b>City Council District</b>			
District 1	54%	34%	12%
District 2	47%	44%	9%
District 3	54%	32%	14%
District 4	45%	38%	16%
District 5	50%	41%	9%
District 6	41%	49%	10%
District 7	49%	41%	11%
District 8	49%	40%	11%
District 9	44%	38%	18%

# Nevertheless, most residents think Long Beach has a significant need for additional funding to provide local services to residents.

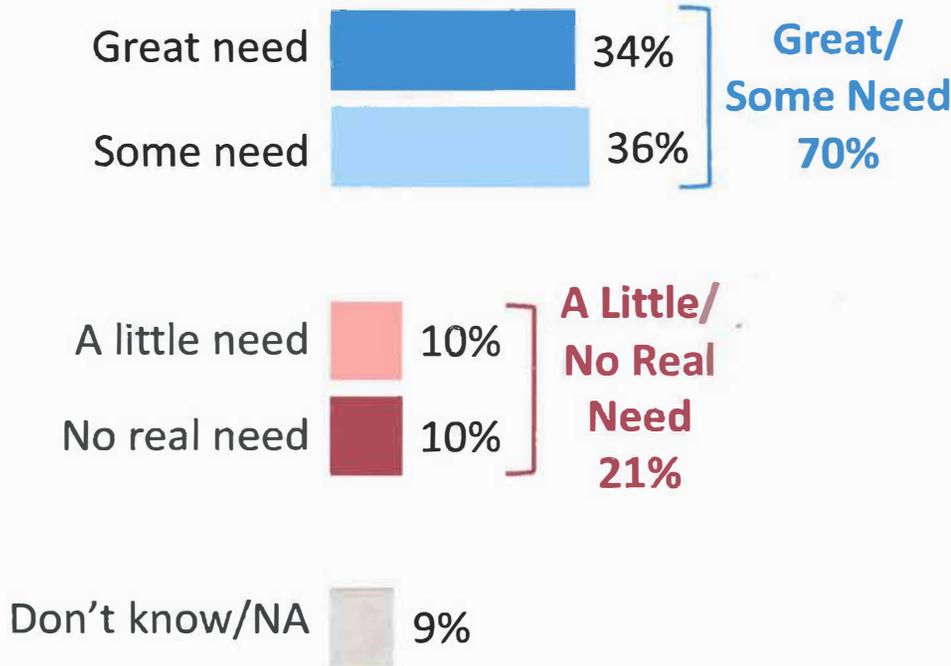
*In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of City services that Long Beach residents need and want?*



Demographic Group	Great/Some Need	A Little/No Real Need	DK/NA
<b>Gender</b>			
Men	67%	25%	8%
Women	73%	17%	11%
<b>Age</b>			
18-44	72%	18%	9%
45-59	72%	20%	8%
60+	61%	28%	11%
<b>Ethnicity</b>			
Latinos	78%	15%	8%
African-Americans	81%	10%	9%
Whites	57%	31%	12%
Asians/Pacific Islanders	77%	16%	6%
<b>Residence</b>			
Homeowners	60%	30%	10%
Renters	79%	11%	9%
<b>Household Income</b>			
<\$90,000	76%	15%	9%
\$90,000+	63%	28%	10%

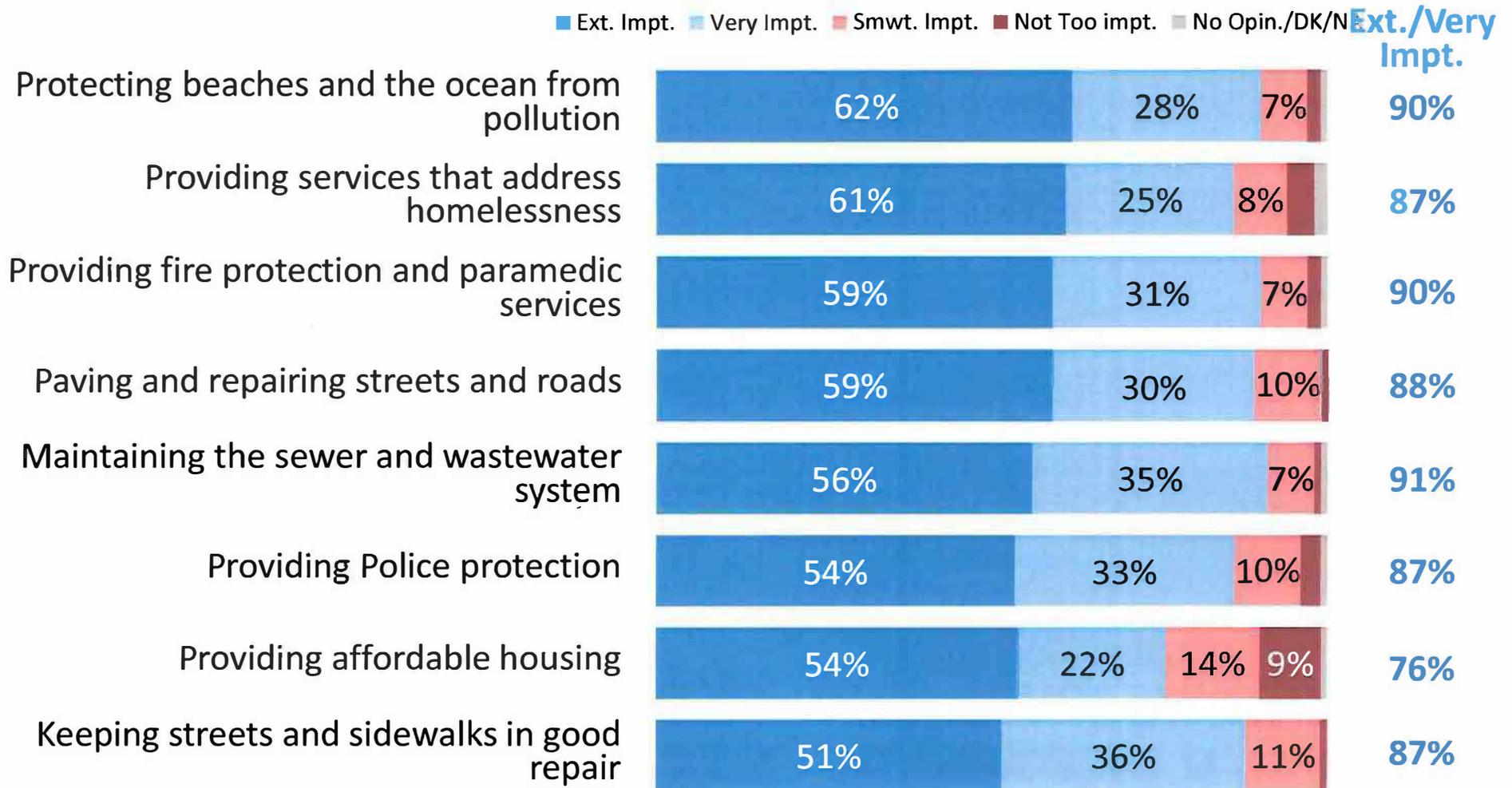
# 1<sup>st</sup> and 9<sup>th</sup> City Council District residents are the most likely to perceive a higher level of need for additional funding.

*In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of City services that Long Beach residents need and want?*

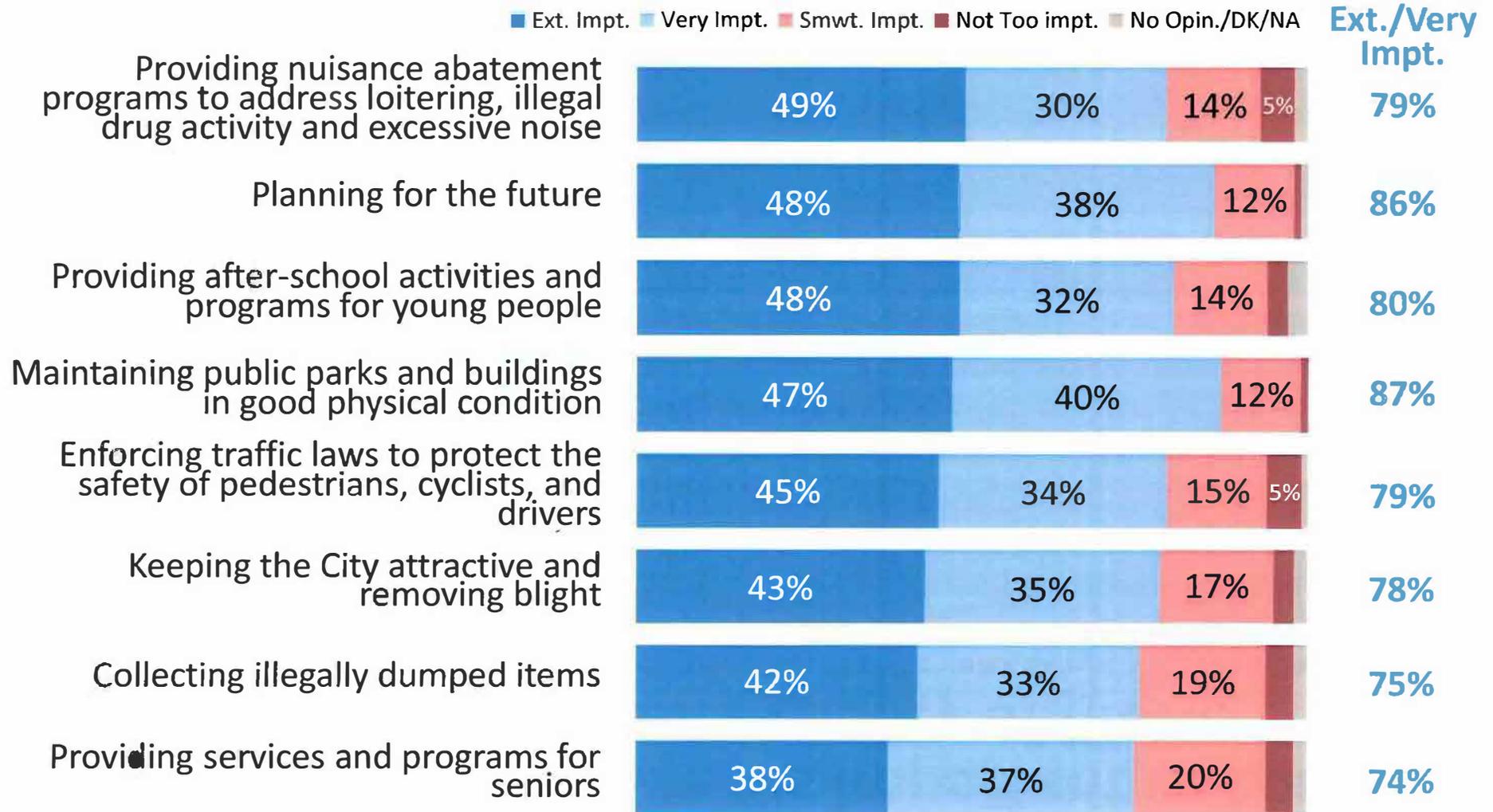


Demographic Group	Great/Some Need	A Little/No Real Need	DK/NA
<b>City Council District</b>			
District 1	85%	8%	7%
District 2	69%	18%	14%
District 3	61%	27%	12%
District 4	66%	24%	9%
District 5	61%	31%	8%
District 6	71%	19%	9%
District 7	70%	22%	8%
District 8	70%	19%	10%
District 9	82%	11%	7%

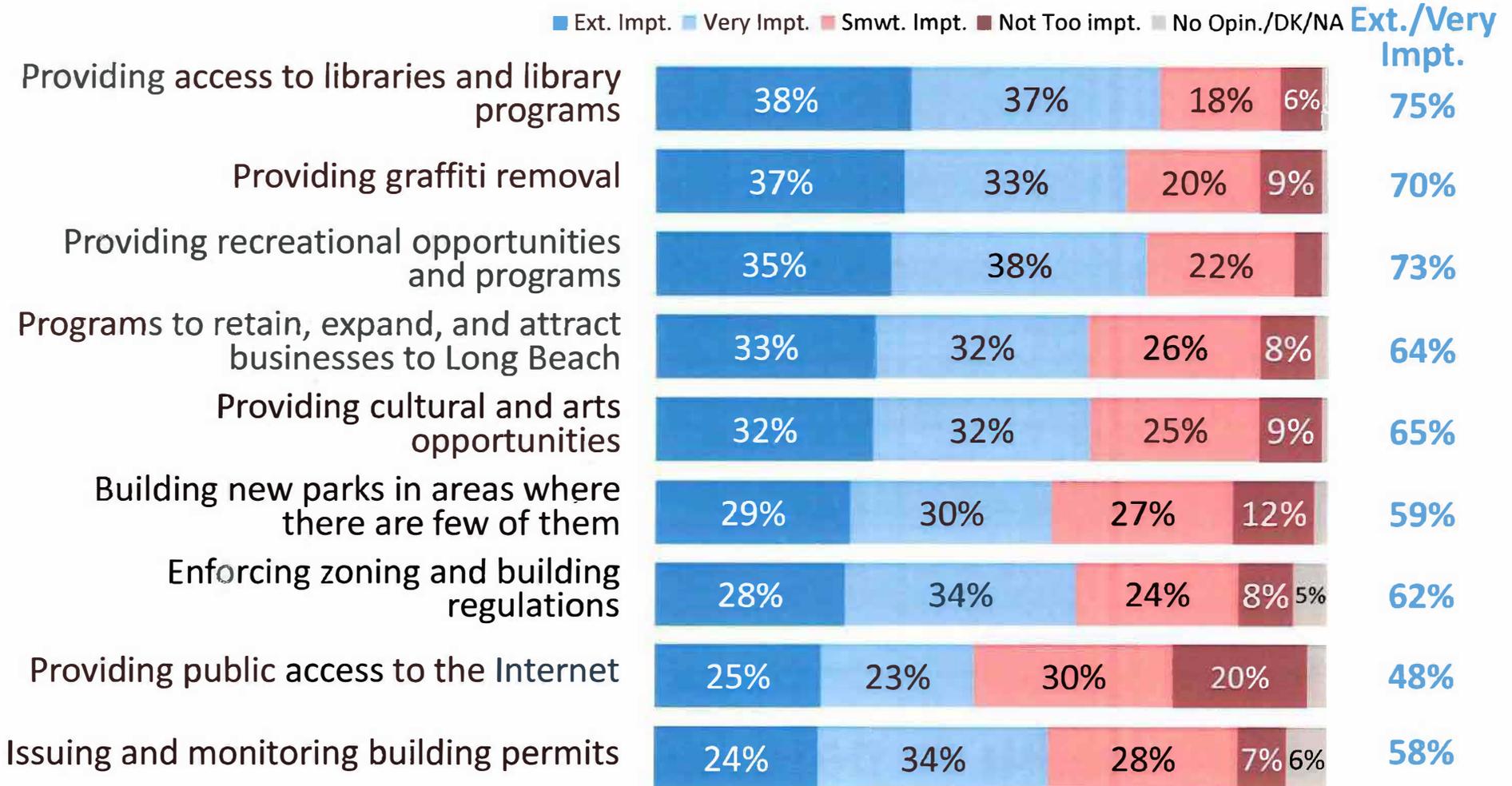
# Keeping local beaches clean, addressing the local housing crisis, providing public safety services and fixing roads are all very high priorities.



# Planning for the future and maintaining parks and public buildings are also rated as highly important.

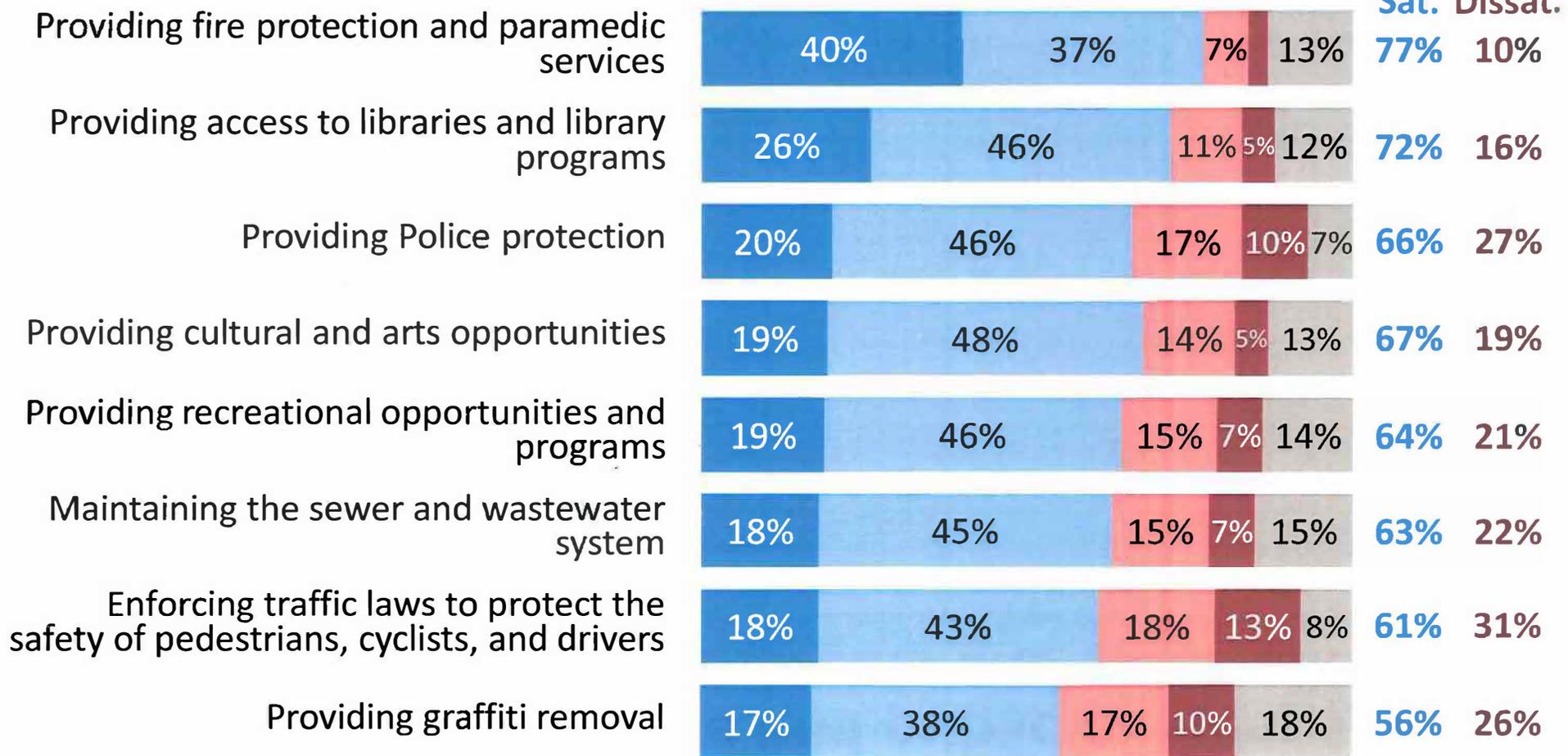


# Three quarters identify library services and recreational programs as important to Long Beach residents quality of life.

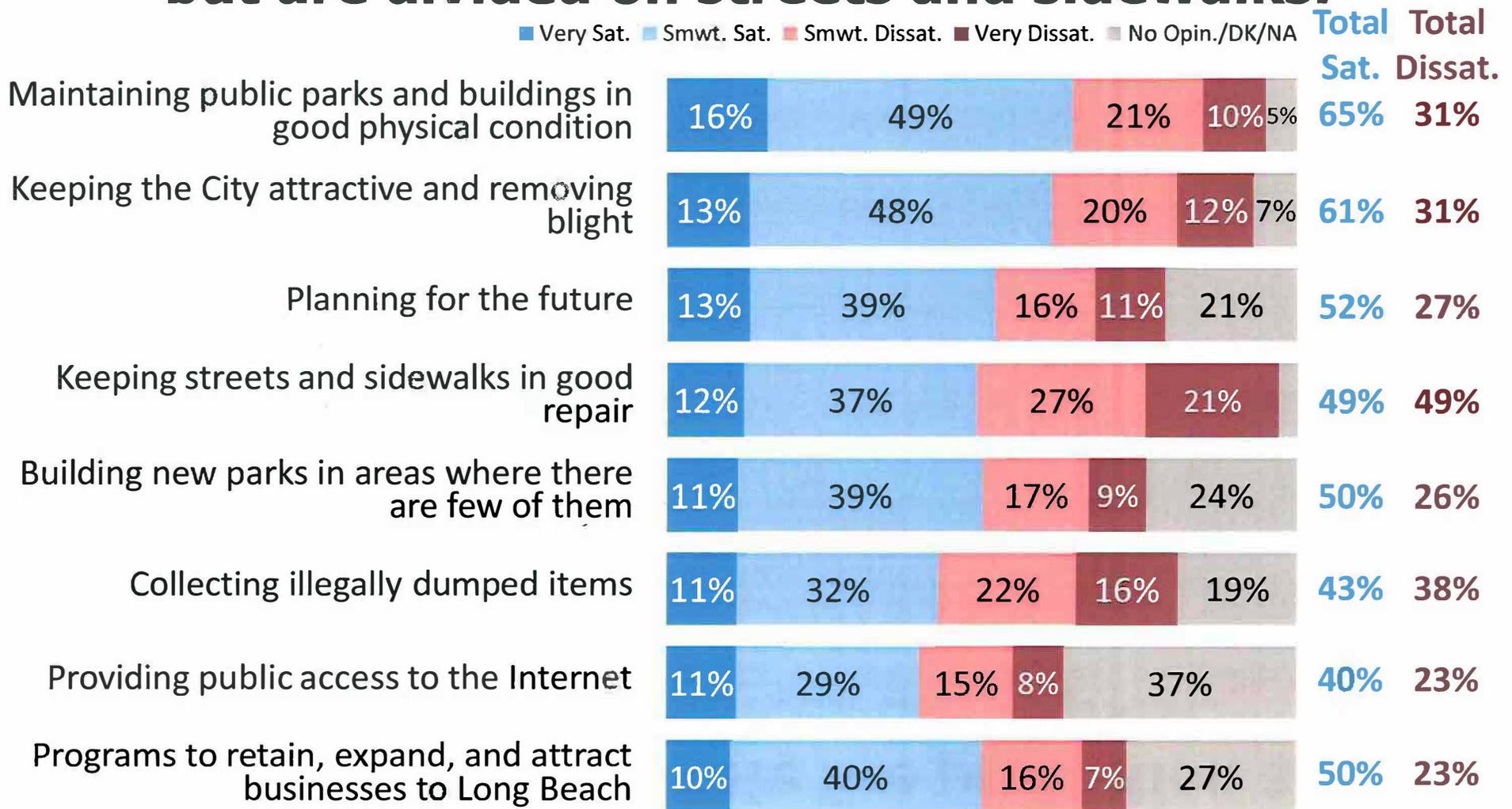


# When asked about satisfaction with the same services, residents rate fire protection and paramedics services the highest.

■ Very Sat. ■ Swmt. Sat. ■ Smwt. Dissat. ■ Very Dissat. ■ No Opin./DK/NA **Total Sat.** **Total Dissat.**



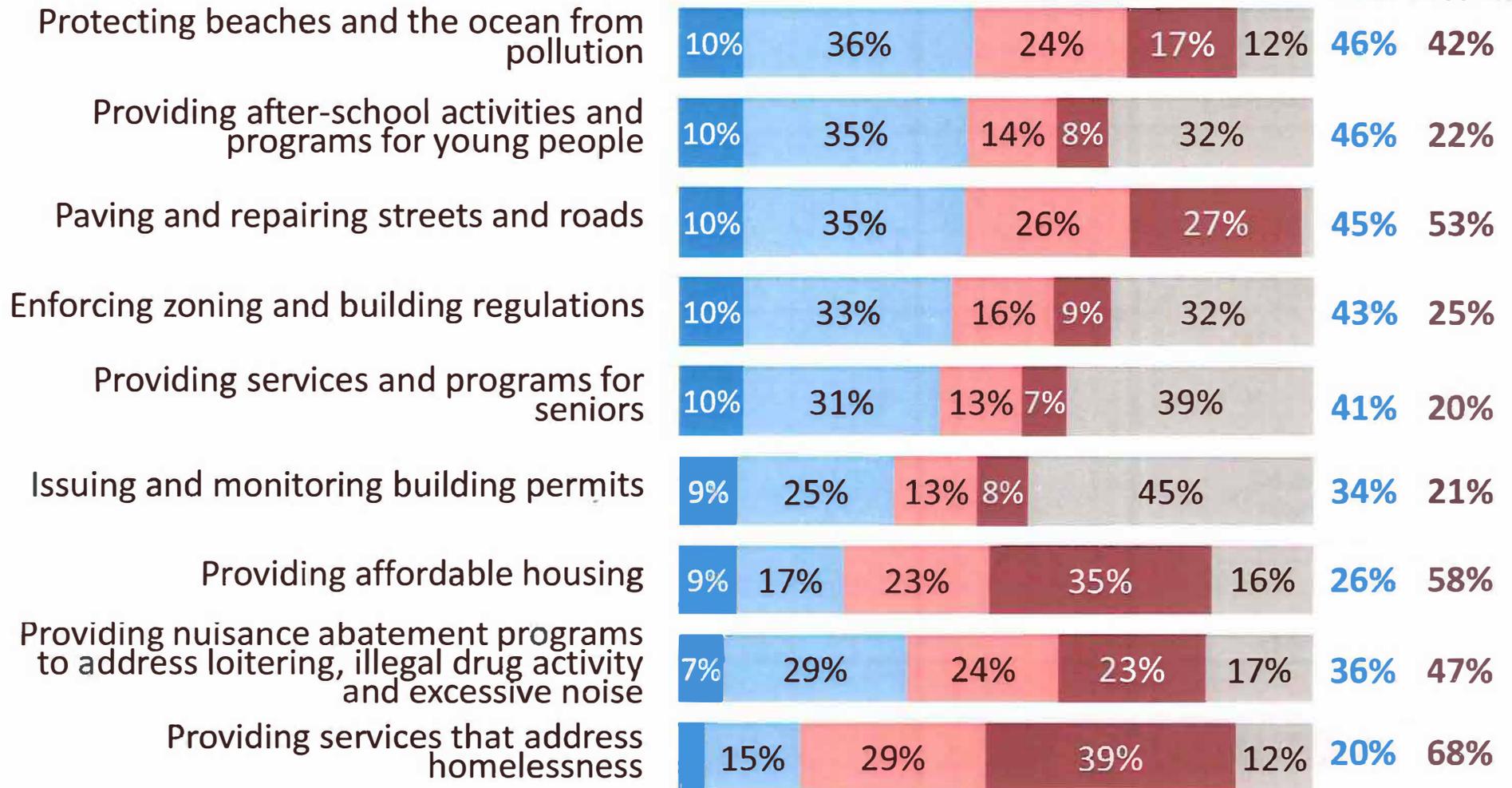
# Two-thirds are satisfied with the job the city does maintaining parks and public buildings, but are divided on streets and sidewalks.



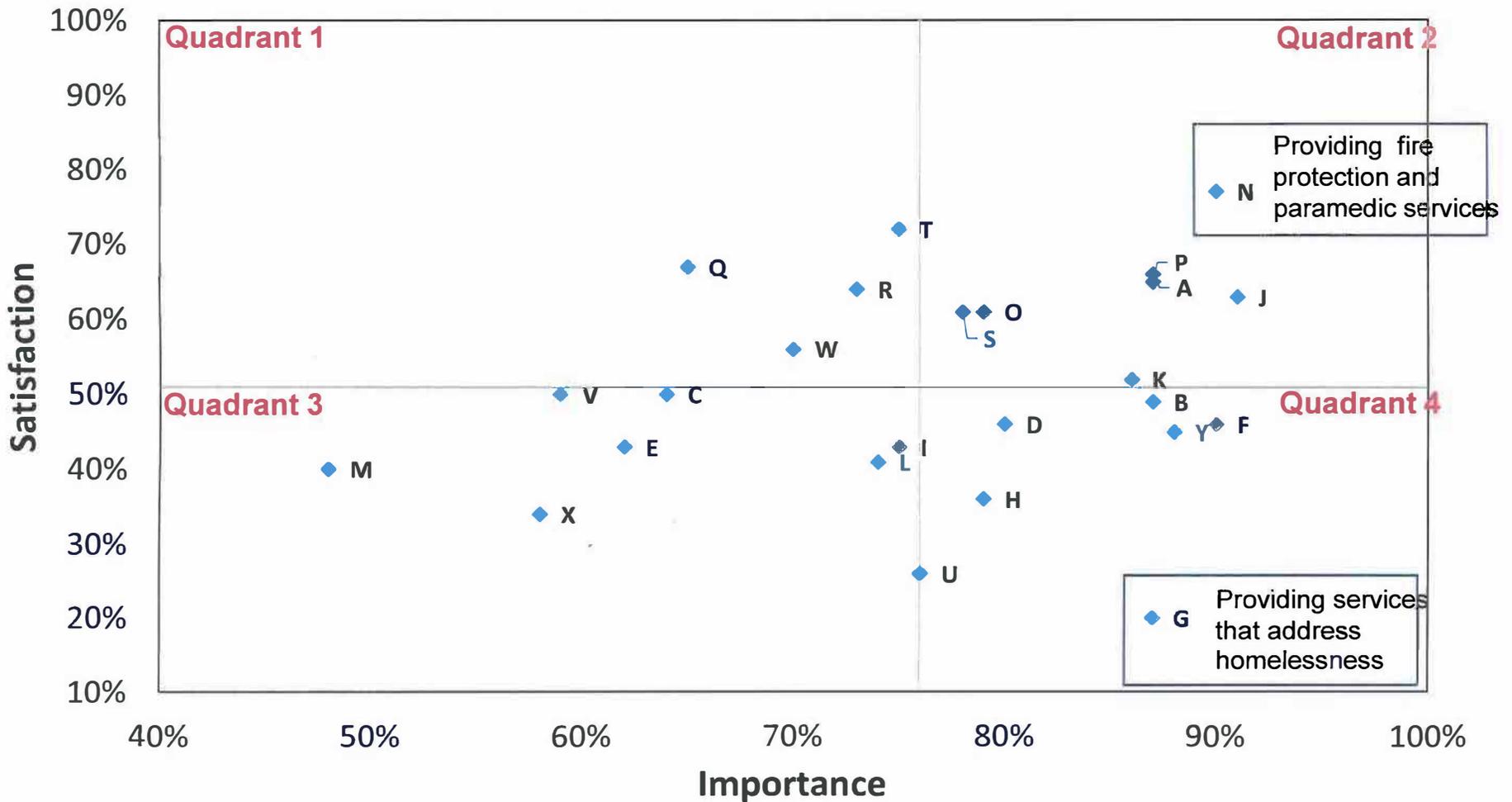
# Residents highest dissatisfaction is with affordable housing and homeless programs.

■ Very Sat. ■ Smwt. Sat. ■ Smwt. Dissat. ■ Very Dissat. ■ No Opin./DK/NA

Total Sat. Total Dissat.



# Mean Importance and Satisfaction Rating Comparisons of Services and Features



Q12. Now, let me ask you about some specific City services provided to Long Beach residents. Please tell me how important each service is to making Long Beach a good place to live: extremely important, very important, somewhat important, or not too important. If you have no opinion or don't know about a service I mention to you, you can tell me that too.  
 Q13. Now I am going to read you the same list of services provided to residents. This time, please tell me how satisfied you are with that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. If you have no opinion or don't know about a service I mention to you, you can tell me that too. Split Sample

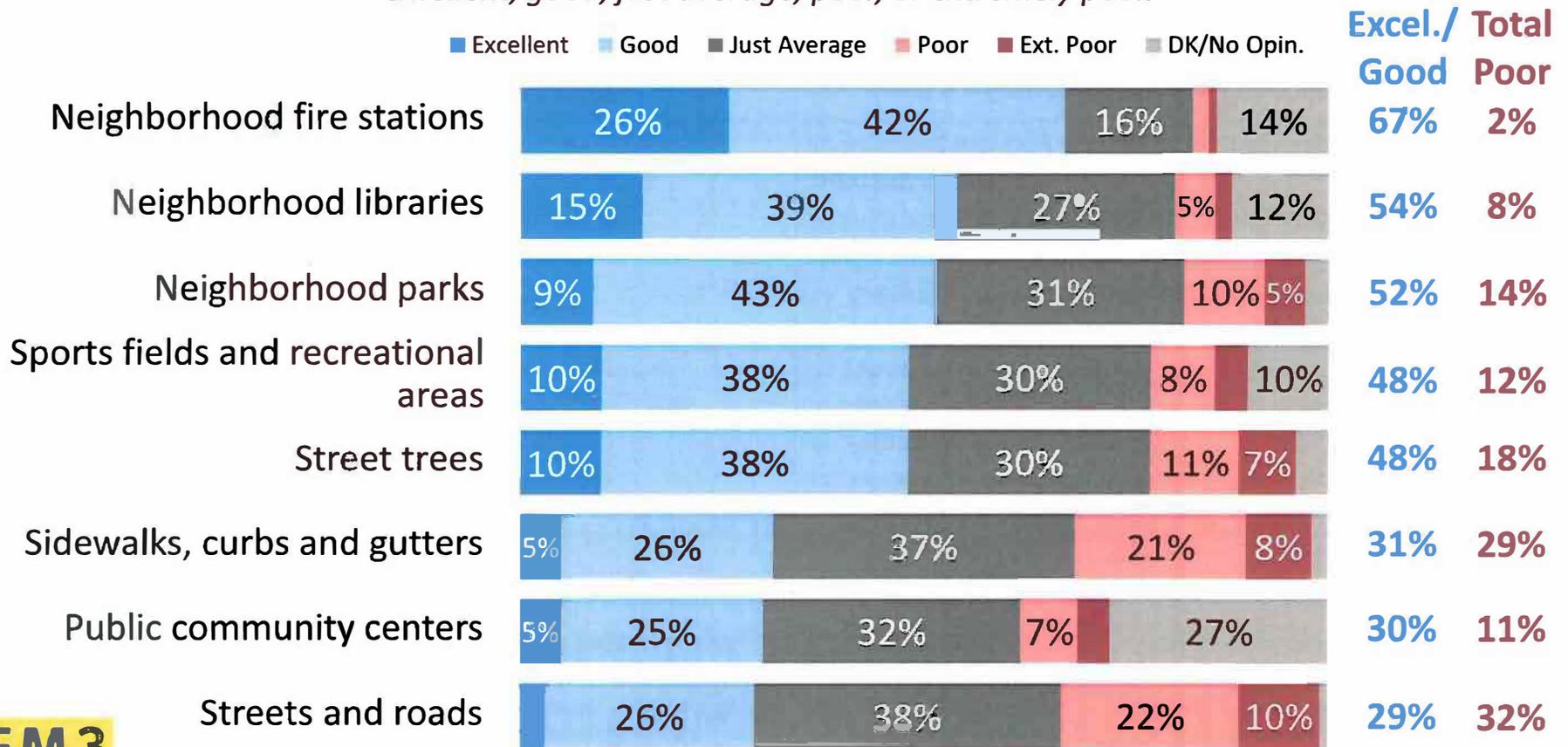
# Mean Importance and Satisfaction Matrix Legend

*(Based on Average Percentage for Satisfaction and Importance)*

<p><b>Quadrant 1 – High Satisfaction/Low Importance</b></p> <p>Q. Providing cultural and arts opportunities  R. Providing recreational opportunities and programs  T. Providing access to libraries and library programs  W. Providing graffiti removal</p>	<p><b>Quadrant 2 – High Satisfaction/High Importance</b></p> <p>A. Providing Police protection  J. Maintaining the sewer and wastewater system  K. Planning for the future  N. Providing fire protection and paramedic services  O. Enforcing traffic laws to protect the safety of pedestrians, cyclists, and drivers  P. Maintaining public parks and buildings in good physical condition  S. Keeping the City attractive and removing blight</p>
<p><b>Quadrant 3 – Low Satisfaction/Low Importance</b></p> <p>C. Programs to retain, expand, and attract businesses to Long Beach  E. Enforcing zoning and building regulations  I. Collecting illegally dumped items  L. Providing services and programs for seniors  M. Providing public access to the Internet  V. Building new parks in areas where there are few of them  X. Issuing and monitoring building permits</p>	<p><b>Quadrant 4 – Low Satisfaction/High Importance</b></p> <p>B. Keeping streets and sidewalks in good repair  D. Providing after-school activities and programs for young people  F. Protecting beaches and the ocean from pollution  G. Providing services that address homelessness  H. Providing nuisance abatement programs to address loitering, illegal drug activity and excessive noise  U. Providing affordable housing  Y. Paving and repairing streets and roads</p>

# Residents view fire stations and libraries as being in good condition while three in ten rate streets, roads and sidewalks to be poor.

*I am going to mention some different elements of Long Beach public infrastructure. Please tell me whether you think the condition of that part of the City's infrastructure is excellent, good, just average, poor, or extremely poor.*



# **Engaging with Long Beach Residents**

# The Internet and social media are sources of information residents turn to for information about City government.

(Frequently/Occasionally)

Sources of Information	All	Gender		Age		
		Men	Women	18-44	45-59	60+
Internet websites, including blogs	64%	66%	63%	68%	65%	55%
Social networking sites, including Facebook and Twitter	63%	57%	68%	71%	66%	40%
A friend or fellow co-worker	60%	56%	63%	64%	56%	56%
^Television news	54%	57%	52%	46%	57%	74%
^The Long Beach City website	51%	47%	54%	49%	59%	44%
The Press Telegram newspaper	50%	51%	49%	49%	53%	48%
The Grunion Gazette newspaper	40%	39%	41%	30%	49%	52%
Next-Door	37%	36%	38%	34%	39%	42%
The Los Angeles Times newspaper	35%	34%	35%	36%	27%	40%
The Long Beach City email newsletter	32%	32%	32%	31%	33%	34%
City Employees	26%	25%	27%	23%	25%	33%
Radio programs	25%	28%	23%	27%	23%	25%
The Long Beach Business Journal	25%	28%	22%	19%	27%	35%
LBReport.com	22%	24%	21%	23%	19%	25%
Long Beach City Council offices	22%	25%	20%	19%	22%	29%
Community meetings	22%	25%	19%	15%	22%	36%
Long Beach City Council meetings	17%	17%	17%	13%	18%	26%
LBTV Channel 3	13%	15%	12%	11%	14%	18%
Long Beach City Council meetings	11%	11%	10%	7%	14%	14%
Nixle	6%	6%	6%	5%	8%	9%

# Local Source of Information by Ethnicity

(Frequently/Occasionally)

Sources of Information	All	Ethnicity			
		Latinos	African-Americans	Whites	Asians/ Pacific Islanders
Internet websites, including blogs	64%	61%	66%	67%	59%
Social networking sites, including Facebook and Twitter	63%	68%	58%	57%	73%
A friend or fellow co-worker	60%	57%	70%	59%	61%
^Television news	54%	61%	69%	48%	57%
^The Long Beach City website	51%	52%	57%	46%	53%
The Press Telegram newspaper	50%	46%	51%	56%	45%
The Grunion Gazette newspaper	40%	25%	29%	53%	44%
Next-Door	37%	26%	29%	50%	33%
The Los Angeles Times newspaper	35%	33%	34%	37%	36%
The Long Beach City email newsletter	32%	37%	28%	32%	27%
City Employees	26%	19%	34%	26%	28%
Radio programs	25%	30%	22%	24%	20%
The Long Beach Business Journal	25%	27%	21%	28%	15%
LBReport.com	22%	21%	18%	25%	15%
Long Beach City Council offices	22%	25%	20%	25%	10%
Community meetings	22%	20%	23%	21%	25%
Long Beach City Council meetings	17%	15%	22%	14%	19%
LBTV Channel 3	13%	18%	25%	7%	11%
Long Beach City Council meetings	11%	12%	7%	11%	7%
Nixle	6%	8%	3%	6%	5%

# Local Source of Information by Own/Rent & Household Income

(Frequently/Occasionally)

Sources of Information	All	Residence		HH Income	
		Homeowners	Renters	<\$90,000	\$90,000+
Internet websites, including blogs	64%	67%	64%	61%	70%
Social networking sites, including Facebook and Twitter	63%	56%	68%	65%	60%
A friend or fellow co-worker	60%	59%	61%	59%	63%
^Television news	54%	56%	52%	58%	47%
^The Long Beach City website	51%	55%	49%	51%	52%
The Press Telegram newspaper	50%	51%	49%	47%	52%
The Grunion Gazette newspaper	40%	47%	34%	34%	47%
Next-Door	37%	48%	30%	30%	48%
The Los Angeles Times newspaper	35%	35%	37%	36%	33%
The Long Beach City email newsletter	32%	33%	32%	32%	33%
City Employees	26%	30%	23%	25%	26%
Radio programs	25%	23%	27%	26%	24%
The Long Beach Business Journal	25%	25%	25%	24%	26%
LBReport.com	22%	24%	21%	20%	26%
Long Beach City Council offices	22%	23%	22%	21%	23%
Community meetings	22%	27%	18%	20%	23%
Long Beach City Council meetings	17%	20%	14%	15%	16%
LBTV Channel 3	13%	12%	14%	17%	9%
Long Beach City Council meetings Nixle	11%	12%	10%	9%	12%
	6%	7%	6%	5%	8%

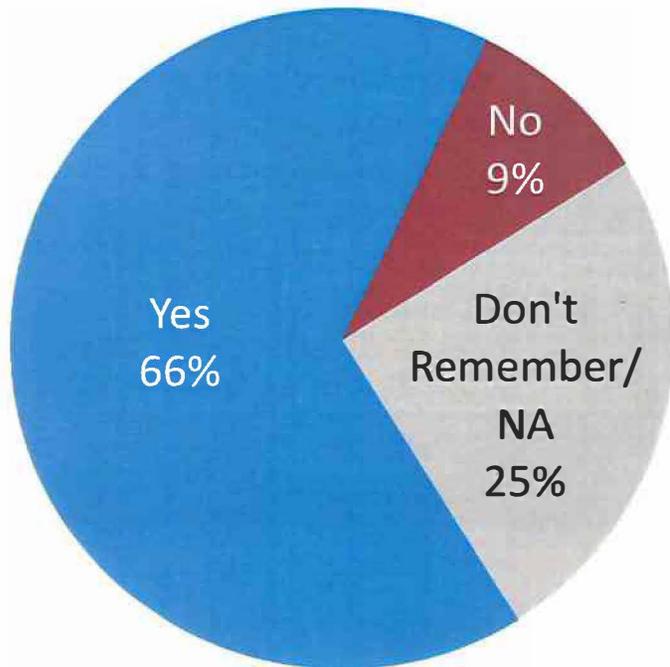
# Local Source of Information by City Council District

(Frequently/Occasionally)

Sources of Information	All	City Council District								
		1	2	3	4	5	6	7	8	9
Internet websites, including blogs	64%	39%	70%	57%	74%	73%	74%	57%	60%	68%
Social networking sites, including Facebook and Twitter	63%	60%	66%	58%	61%	54%	67%	71%	65%	63%
A friend or fellow co-worker	60%	62%	55%	62%	60%	61%	55%	58%	58%	68%
^Television news	54%	76%	50%	36%	44%	54%	57%	61%	57%	65%
^The Long Beach City website	51%	57%	46%	42%	50%	46%	47%	59%	58%	53%
The Press Telegram newspaper	50%	45%	48%	55%	55%	54%	65%	42%	43%	41%
The Grunion Gazette newspaper	40%	23%	42%	64%	50%	42%	23%	53%	31%	19%
Next-Door	37%	17%	40%	46%	31%	54%	24%	53%	36%	24%
The Los Angeles Times newspaper	35%	40%	38%	38%	31%	31%	31%	39%	27%	38%
The Long Beach City email newsletter	32%	32%	29%	31%	35%	35%	27%	32%	40%	28%
City Employees	26%	28%	22%	27%	25%	24%	18%	33%	29%	28%
Radio programs	25%	33%	33%	25%	22%	19%	28%	19%	26%	25%
The Long Beach Business Journal	25%	32%	25%	32%	26%	21%	18%	23%	30%	14%
LBReport.com	22%	13%	21%	25%	28%	24%	22%	17%	28%	18%
Long Beach City Council offices	22%	38%	19%	27%	17%	20%	21%	19%	23%	19%
Community meetings	22%	35%	17%	21%	20%	20%	16%	27%	24%	19%
Long Beach City Council meetings	17%	23%	18%	12%	17%	16%	12%	22%	19%	16%
LBTV Channel 3	13%	23%	8%	8%	12%	5%	21%	11%	23%	15%
Long Beach City Council meetings	11%	9%	10%	17%	13%	8%	8%	6%	10%	11%
Nixle	6%	6%	6%	9%	4%	6%	6%	6%	7%	10%

# Two-thirds of Long Beach residents recall filing out the 2010 U.S. Census.

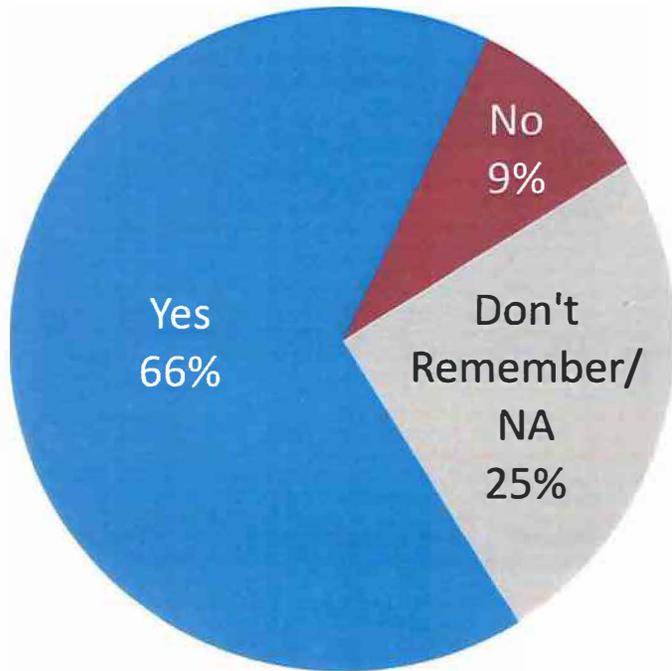
*As you may know, every 10 years the Federal Government is required by law to conduct a nationwide Census. Thinking back to 2010, did your household complete the U.S. Census either by filling out a form mailed to your home or by being interviewed?*



Demographic Group	Yes	No/Don't Remember/NA
<b>Gender</b>		
Men	69%	31%
Women	62%	38%
<b>Age</b>		
18-44	56%	44%
45-59	72%	28%
60+	82%	18%
<b>Ethnicity</b>		
Latinos	64%	36%
African-Americans	67%	33%
Whites	71%	29%
Asians/Pacific Islanders	57%	43%
<b>Residence</b>		
Homeowners	75%	25%
Renters	59%	41%
<b>Household Income</b>		
<\$90,000	63%	37%
\$90,000+	72%	28%

# Fewer residents of the 2<sup>nd</sup> City Council District remember completing the 2010 Census.

*As you may know, every 10 years the Federal Government is required by law to conduct a nationwide Census. Thinking back to 2010, did your household complete the U.S. Census either by filling out a form mailed to your home or by being interviewed?*



Demographic Group	Yes	No/Don't Remember/NA
<b>City Council District</b>		
District 1	63%	37%
District 2	58%	42%
District 3	65%	35%
District 4	62%	38%
District 5	70%	30%
District 6	66%	34%
District 7	75%	24%
District 8	66%	35%
District 9	64%	36%

**For more information, contact:**



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