

City of Cerritos Resident and Business Studies

Conducted and Presented by
Godbe Research & Analysis

September 26, 2002

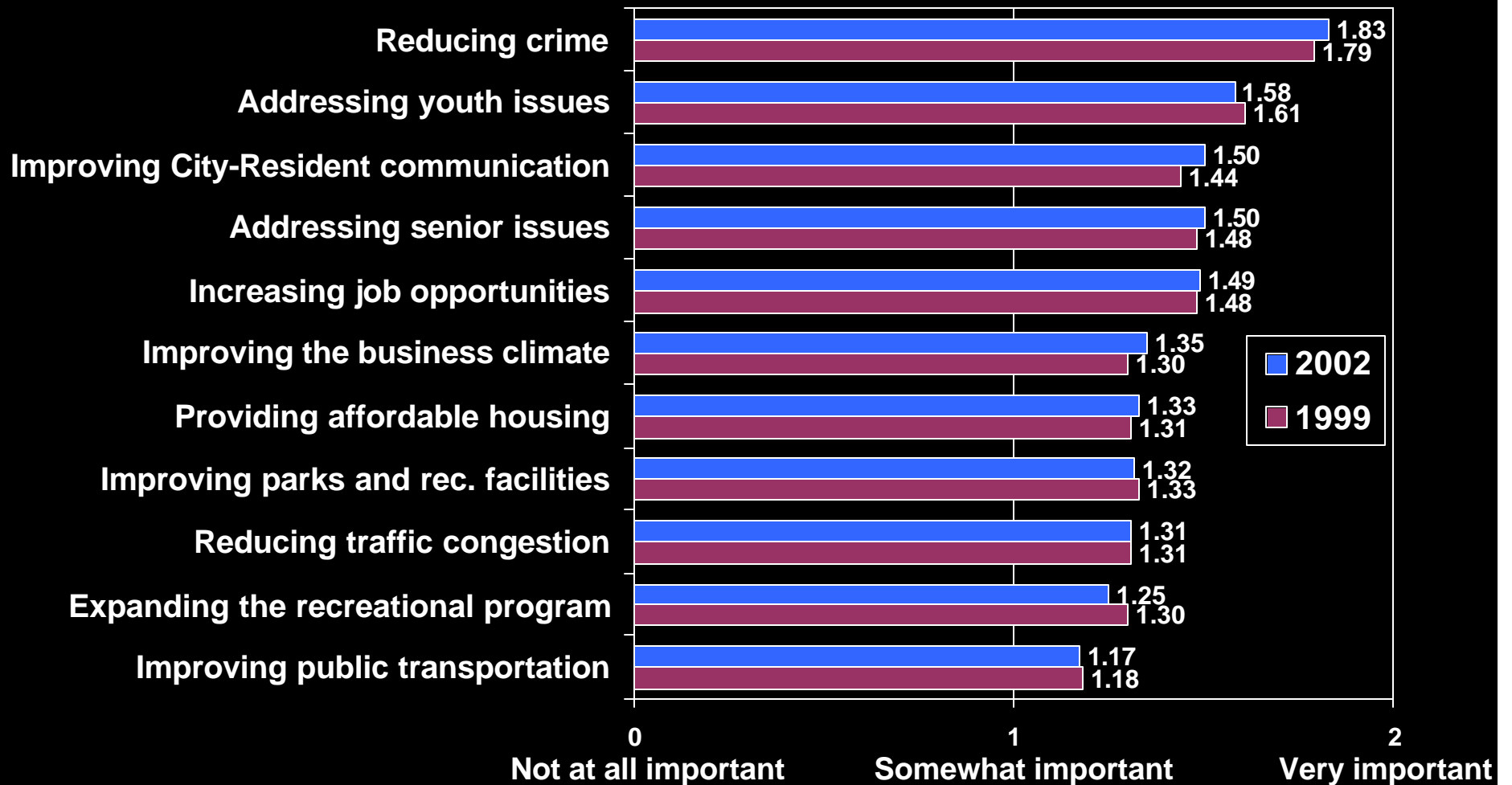
Research Objectives

- **Gather unbiased, representative data on residents' and business owners' opinions of City issues**
- **Evaluate satisfaction with City programs and services**
- **Identify best candidates for service improvement**
- **Compare findings with 1999 data**
- **Gather additional attitudinal, demographic, and behavioral information on City residents and business owners**

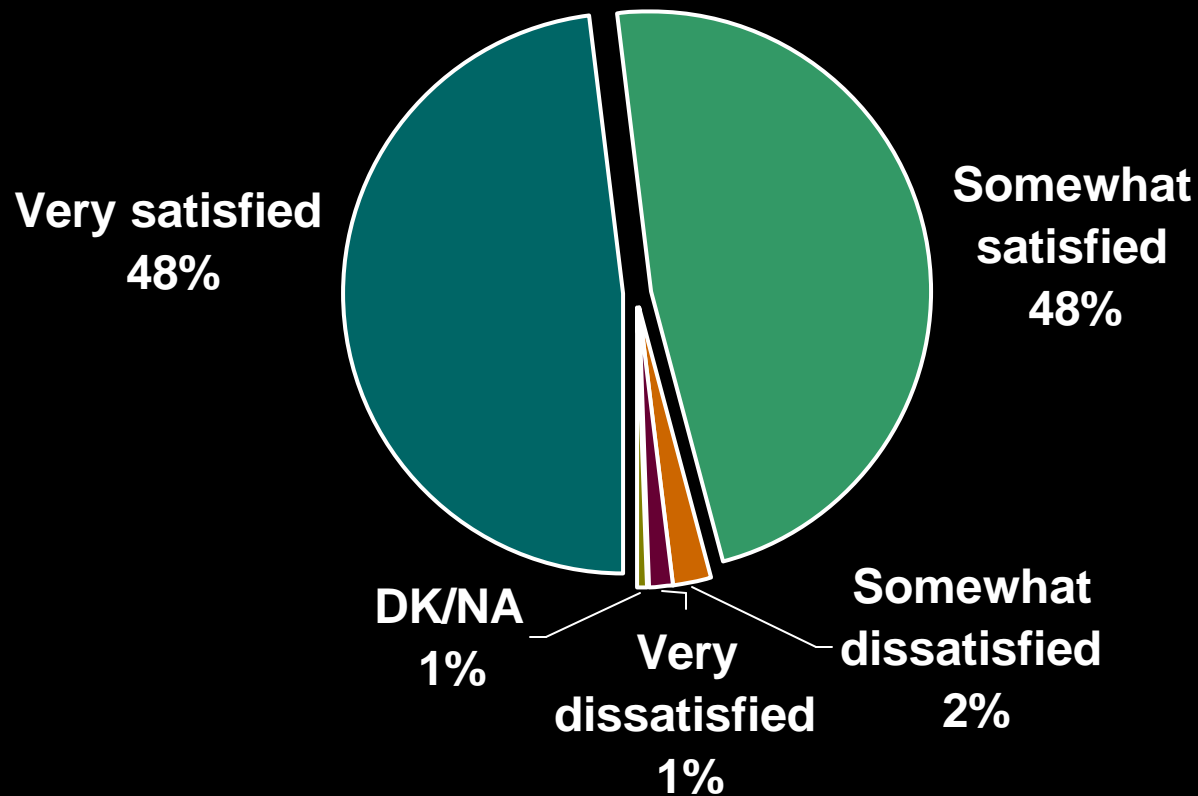
Methodology: Resident Survey

- **Technique:** Telephone Interviewing
- **Interview Length:** 23 minutes
- **Universe:** Adult residents in City
- **Languages:** English, Mandarin, Korean, Spanish
- **Field Dates:** June 6 – 17 and June 21 - 23
- **Sample Type:** RDD
- **Sample Size:** N = 421
- **Margin of Error:** +/- 4.75%

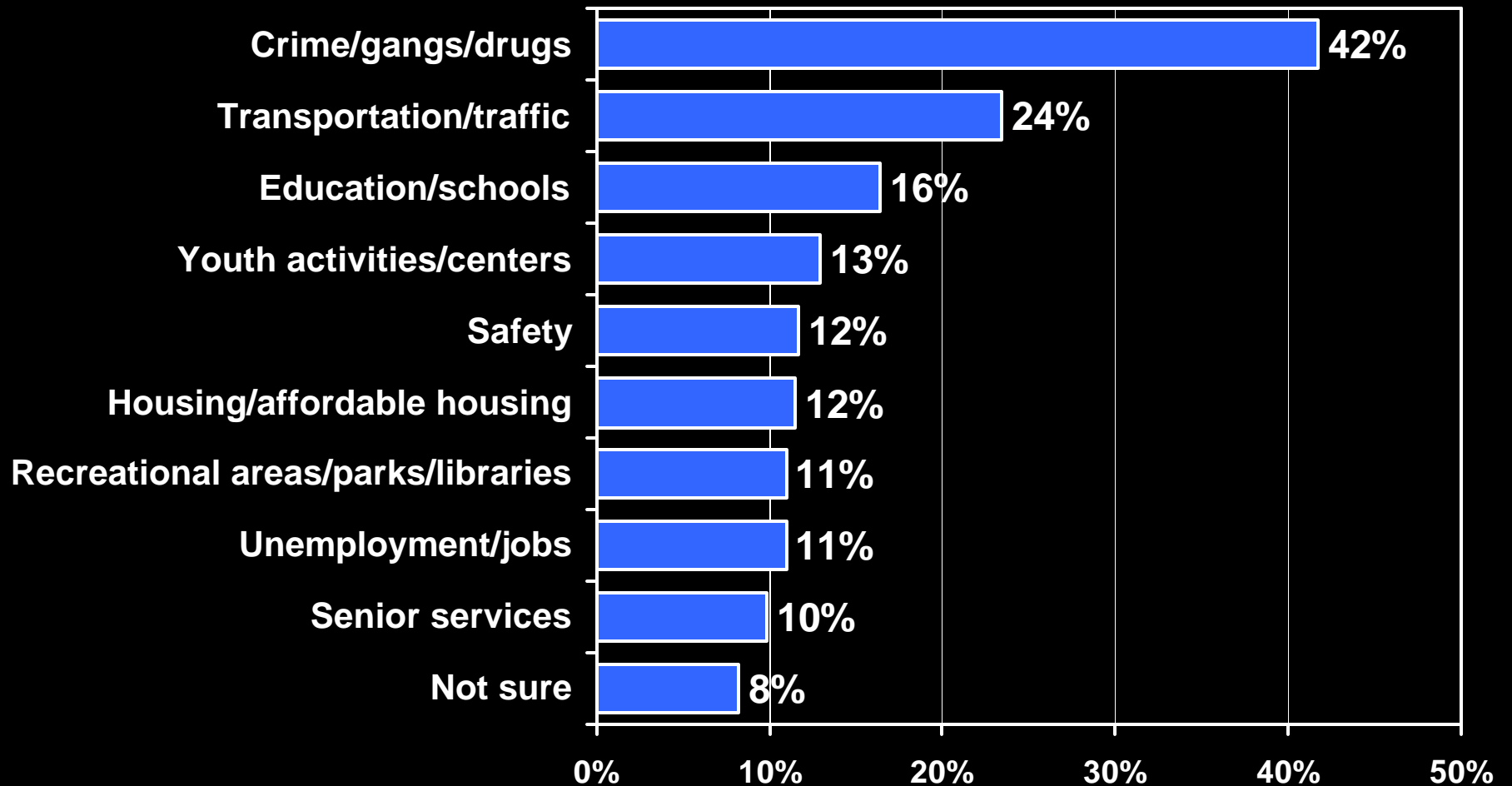
Importance of Local Issues



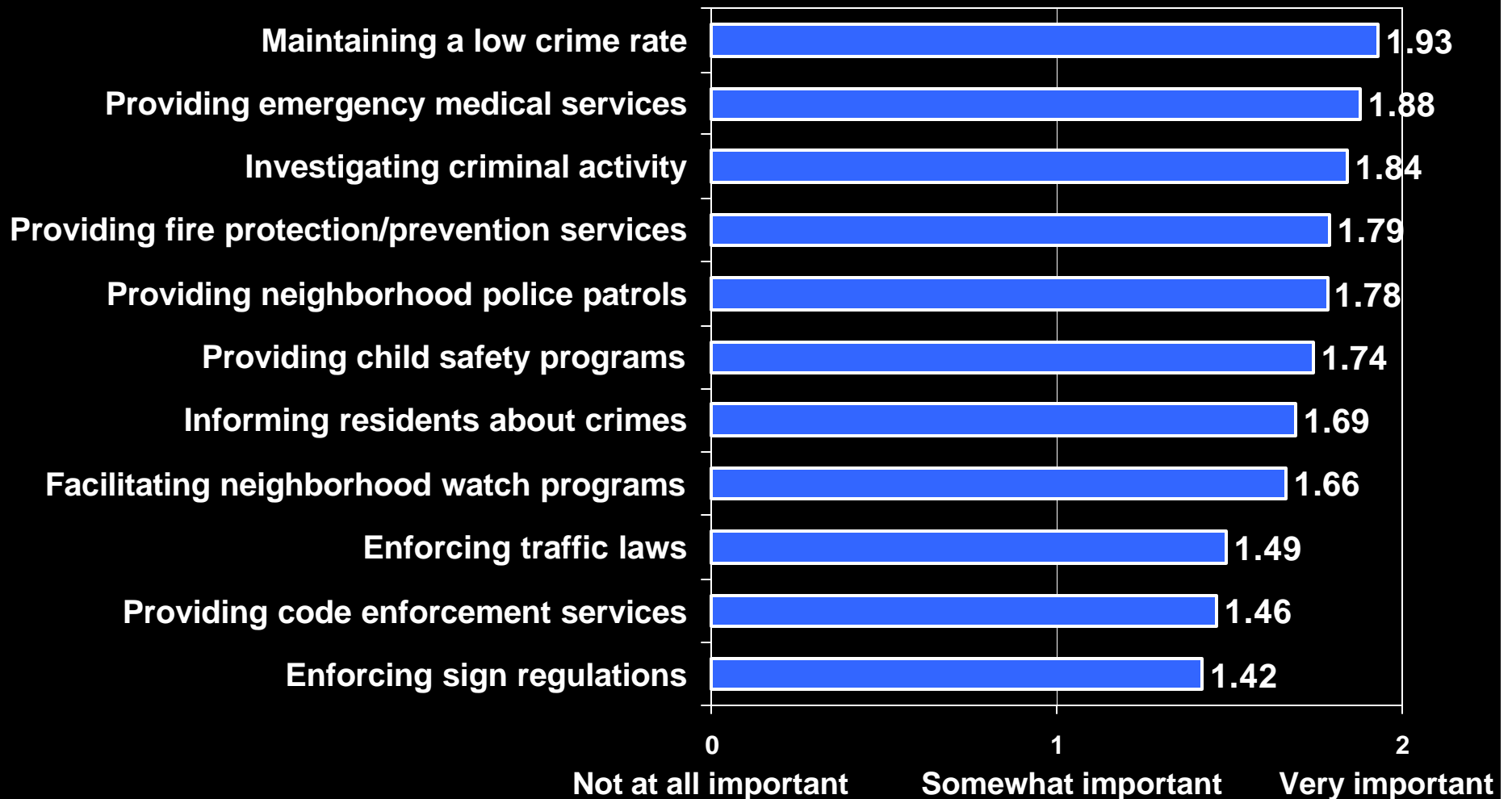
Satisfaction with Provision of City Services



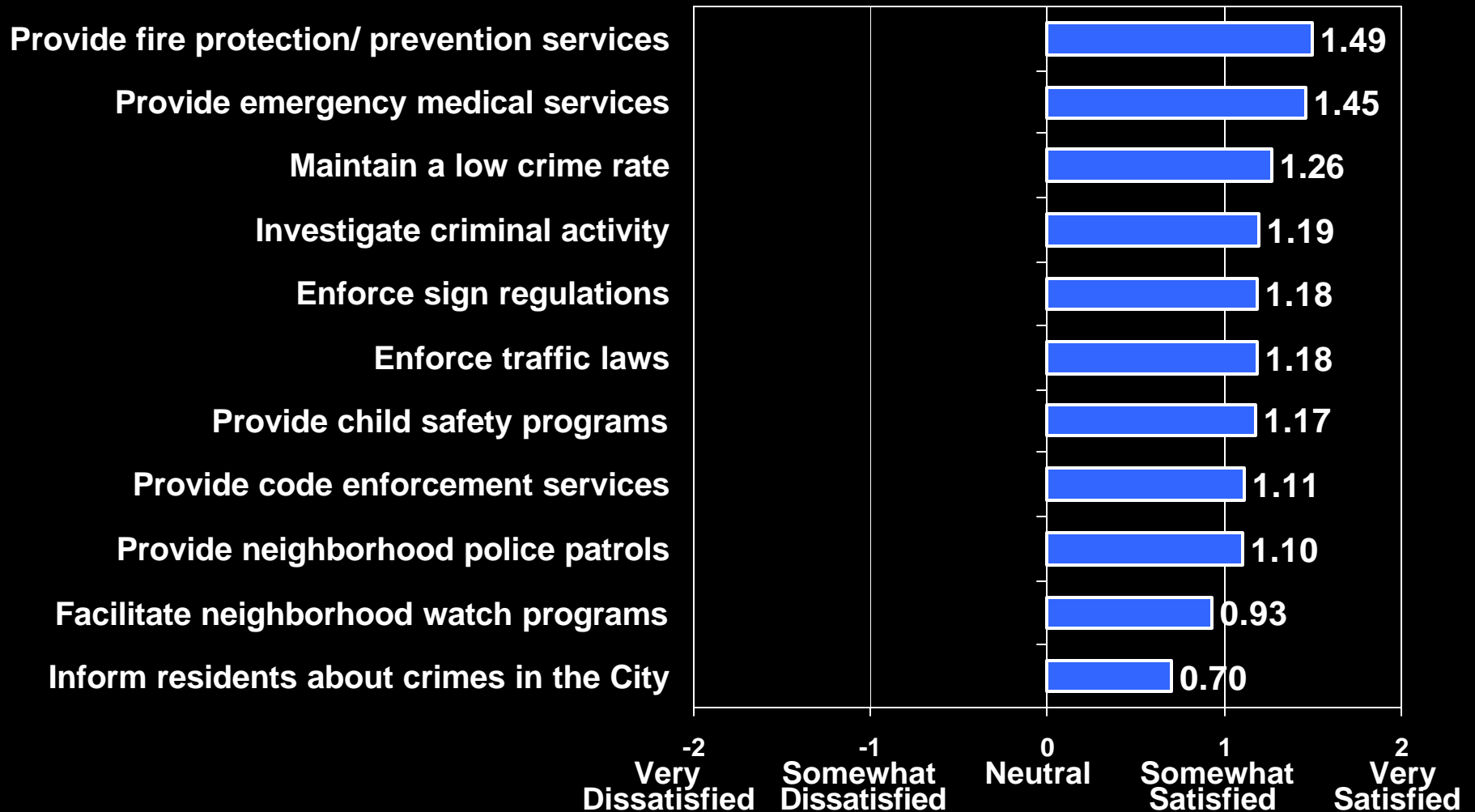
Most Important Issues



Importance of Community Safety, Sheriff's, and Fire Dept. Services



Satisfaction with Community Safety, Sheriff's, and Fire Dept. Services



Satisfaction-Importance Ratios: Community Safety, Sheriff's, and Fire Dept. Services

	Satisfaction	Importance	2002 Ratio
Inform residents about crimes in the City	0.70	1.69	0.41
Facilitate neighborhood watch programs	0.93	1.66	0.56
Provide neighborhood police patrols	1.10	1.78	0.62
Investigate criminal activity	1.19	1.84	0.65
Maintain a low crime rate	1.26	1.93	0.65
Provide child safety programs	1.17	1.74	0.67
Provide code enforcement services	1.11	1.46	0.76
Provide emergency medical services	1.45	1.88	0.77
Enforce traffic laws	1.18	1.49	0.79
Enforce sign regulations	1.18	1.42	0.83
Provide fire protection and prevention services	1.49	1.79	0.83

1999 and 2002 Ratios: Community Safety, Sheriff's, and Fire Dept. Services

	1999 Ratio	2002 Ratio	1999 Priority	2002 Priority
Inform residents about crimes in the City	0.44	0.41	1	1
Facilitate neighborhood watch programs	0.58	0.56	2	2
Provide neighborhood police patrols	0.62	0.62	3	3
Investigate criminal activity	0.63	0.65	4	4
Maintain a low crime rate	0.67	0.65	6	5
Provide child safety programs	0.66	0.67	5	6
Provide code enforcement services	NA	0.76	NA	7
Provide emergency medical services	0.74	0.77	7	8
Enforce traffic laws	0.77	0.79	8	9
Enforce sign regulations	0.90	0.83	10	10
Provide fire protection and prevention services	0.79	0.83	9	11

Satisfaction-Importance Ratios: Community Development Services

	Satisfaction	Importance	2002 Ratio
Promote economic development	1.29	1.64	0.79
Enforce zoning regulations	1.19	1.37	0.87
Inspect buildings	1.25	1.43	0.87
Issue building permits	1.23	1.39	0.88

1999 and 2002 Ratios: Community Development Services

	1999 Ratio	2002 Ratio	1999 Priority	2002 Priority
Promote economic development	0.83	0.79	2	1
Enforce zoning regulations	0.86	0.87	4	2
Inspect buildings	0.81	0.87	1	3
Issue building permits	0.84	0.88	3	4

Satisfaction-Importance Ratios: Public Works Services

	Satisfaction	Importance	2002 Ratio
Reduce traffic congestion	1.14	1.71	0.67
Coordinate traffic signals	1.22	1.77	0.69
Prevent stormwater flooding	1.34	1.76	0.76
Maintain local streets and roads	1.41	1.79	0.79
Maintain trees	1.36	1.68	0.81
Provide street sweeping services	1.52	1.75	0.87
Maintain public buildings	1.57	1.73	0.91
Maintain street medians	1.50	1.64	0.91
Maintain parks and picnic areas	1.61	1.71	0.94

1999 and 2002 Ratios: Public Works Services

	1999 Ratio	2002 Ratio	1999 Priority	2002 Priority
Reduce traffic congestion	0.74	0.67	3	1
Coordinate traffic signals	0.70	0.69	1	2
Prevent stormwater flooding	0.76	0.76	4	3
Maintain local streets and roads	0.72	0.79	2	4
Maintain trees	0.86	0.81	6	5
Provide street sweeping services	0.89	0.87	8	6
Maintain public buildings	0.88	0.91	7	7
Maintain street medians	0.93	0.91	9	8
Maintain parks and picnic areas	0.85	0.94	5	9

Satisfaction-Importance Ratios: Additional City Services

	Satisfaction	Importance	2002 Ratio
Provide educational courses	1.44	1.78	0.81
Work with the various cultural groups in the City	1.31	1.52	0.86
Enforce parking regulations	1.24	1.42	0.87
Operate the Cerritos Library	1.68	1.85	0.91
Provide government services on the City's website	1.17	1.28	0.91
Provide athletic programs	1.47	1.57	0.94
Provide athletic facilities	1.51	1.60	0.94
Operate the Cerritos Senior Center	1.57	1.66	0.95
Operate the Performing Arts Center	1.56	1.53	1.02

1999 and 2002 Ratios: Additional City Services

	1999 Ratio	2002 Ratio	1999 Priority	2002 Priority
Provide educational courses	0.81	0.81	2	1
Work with the various cultural groups in the City	0.80	0.86	1	2
Enforce parking regulations	0.91	0.87	5	3
Operate the Cerritos Library	0.90	0.91	4	4
Provide government services on the City's website	NA	0.91	NA	5
Provide athletic programs	0.83	0.94	3	6
Provide athletic facilities	0.91	0.94	7	7
Operate the Cerritos Senior Center	0.91	0.95	6	8
Operate the Performing Arts Center	1.01	1.02	8	9

Top 10 Candidates for Service Improvement

	Department	1999 Ratio	2002 Ratio	1999 Priority	2002 Priority
Inform residents about crimes in the City	Comm. & Safety	0.44	0.41	1	1
Facilitate neighborhood watch programs	Comm. & Safety	0.58	0.56	2	2
Provide neighborhood police patrols	Comm. & Safety	0.62	0.62	3	3
Investigate criminal activity	Comm. & Safety	0.63	0.65	4	4
Maintain a low crime rate	Comm. & Safety	0.67	0.65	6	5
Reduce traffic congestion	Public Works	0.74	0.67	9	6
Provide child safety programs	Comm. & Safety	0.66	0.67	5	7
Coordinate traffic signals	Public Works	0.70	0.69	7	8
Provide code enforcement services	Comm. & Safety	NA	0.76	NA	9
Prevent stormwater flooding	Public Works	0.76	0.76	11	10

Enforcement of Overnight Parking Regulation

	1999	2002	99 to 02 Change
Sample Size	400	367	
Less strict	39.8%	31.8%	-8.0%
Same	40.3%	52.3%	12.0%
More strict	18.8%	13.3%	-5.4%
DK/NA	1.3%	2.6%	1.4%

Highlighted results are significant at $p < 0.05$

Satisfaction with Performing Arts Center Programming

	1999	2002	99 to 02 Change
Sample Size	400	421	
Very satisfied	47.5%	44.5%	-3.0%
Somewhat satisfied	37.0%	38.6%	1.6%
Somewhat dissatisfied	6.3%	4.6%	-1.6%
Very dissatisfied	2.8%	7.1%	4.4%
DK/NA	6.5%	5.2%	-1.3%

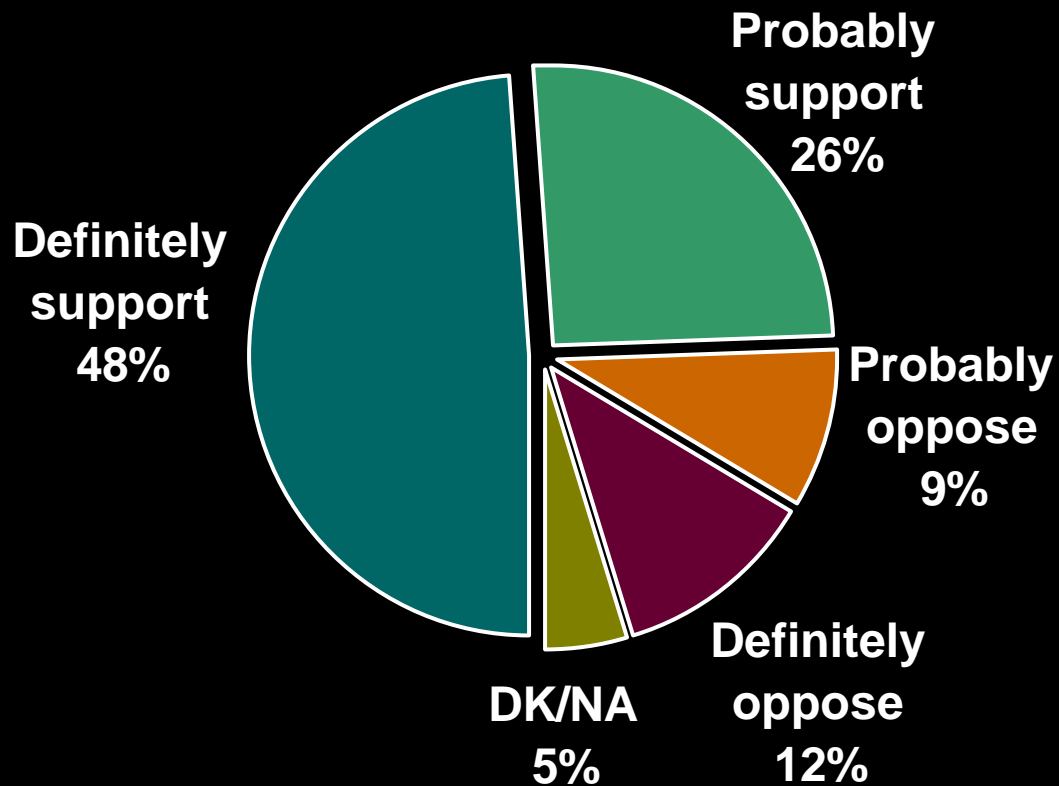
Highlighted results are significant at $p < 0.05$

Amount of Financial Support Provided to Performing Arts Center

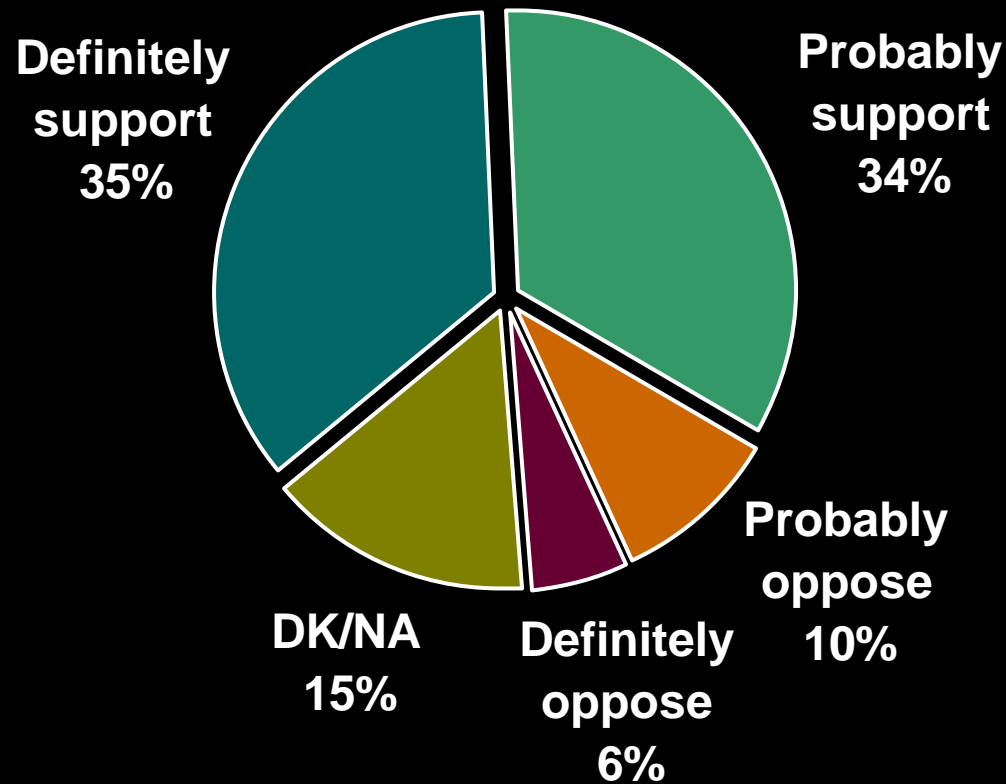
	1999	2002	99 to 02 Change
Sample Size	400	421	
Increased	25.3%	18.2%	-7.1%
Same	51.8%	57.6%	5.9%
Decreased	11.0%	10.7%	-0.3%
DK/NA	12.0%	13.4%	1.4%

Highlighted results are significant at $p < 0.05$

Support for Privately Financed Monorail System



Support Term Limits for Council Members



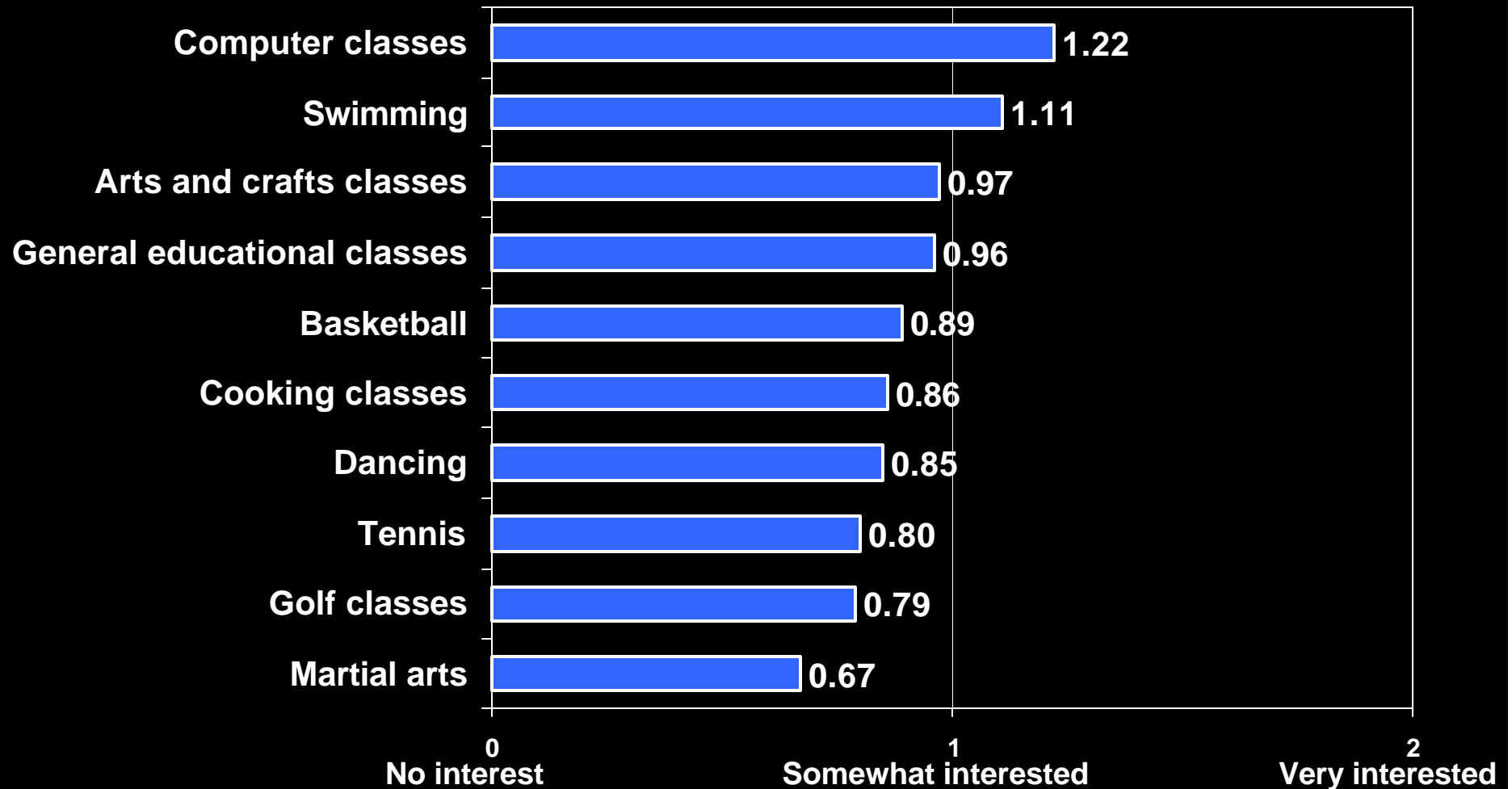
Satisfaction-Importance Ratios: Recreation Programs and Activities

	Satisfaction	Importance	2002 Ratio
After school recreation programs	1.23	1.64	0.75
Teen recreation activities	1.29	1.60	0.81
Youth sports programs	1.42	1.62	0.88
Children's recreation activities	1.54	1.68	0.92
Senior recreation activities	1.44	1.57	0.92
Adult sports programs	1.28	1.37	0.93
Family recreation activities	1.43	1.53	0.93
Special events like concerts	1.44	1.42	1.01

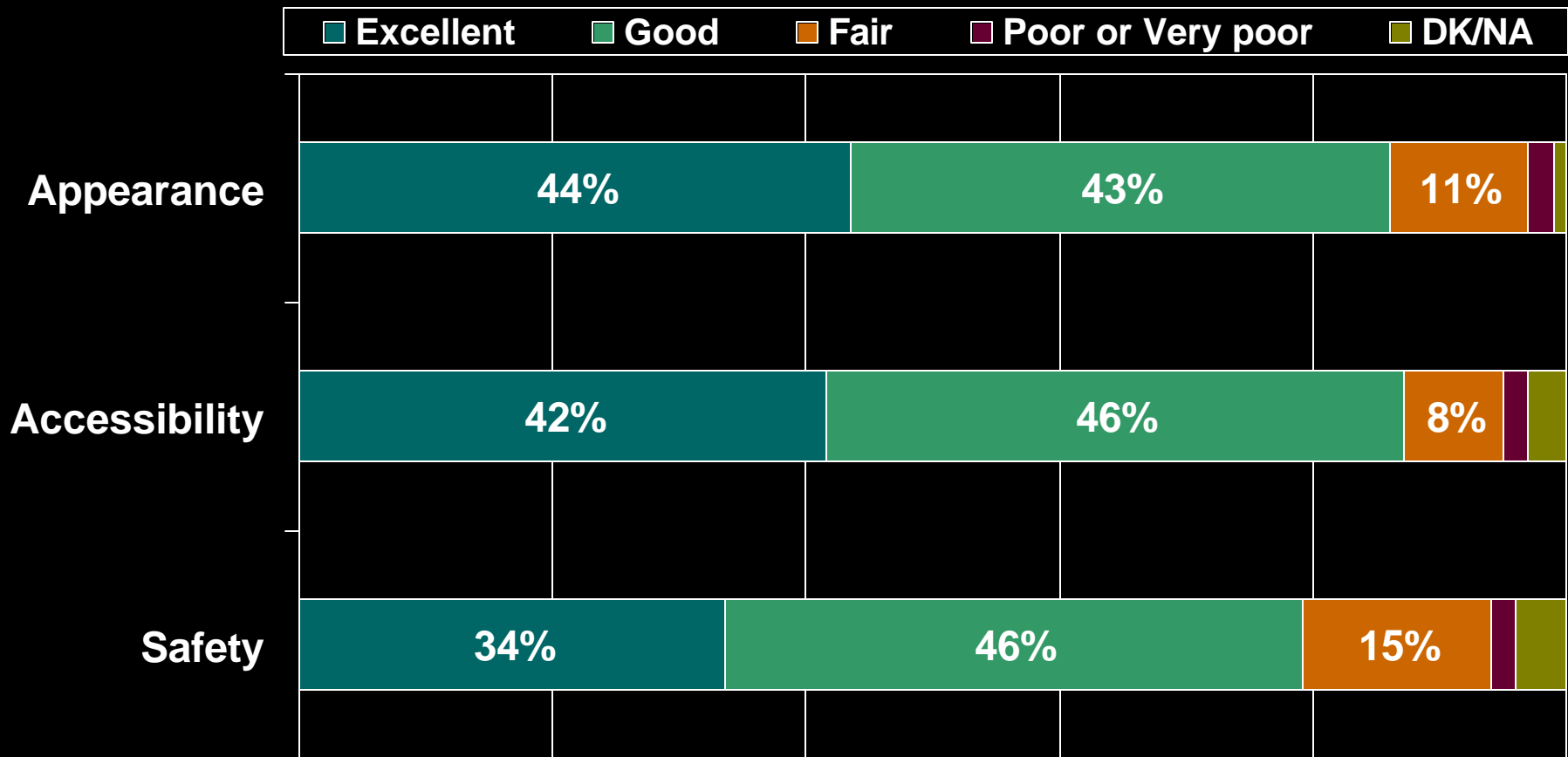
1999 and 2002 Ratios: Recreation Programs and Activities

	1999 Ratio	2002 Ratio	1999 Priority	2002 Priority
After school recreation programs	0.66	0.75	1	1
Teen recreation activities	0.73	0.81	2	2
Youth sports programs	0.80	0.88	6	3
Children's recreation activities	0.79	0.92	5	4
Senior recreation activities	0.81	0.92	7	5
Adult sports programs	0.79	0.93	4	6
Family recreation activities	0.79	0.93	3	7
Special events like concerts	0.99	1.01	8	8

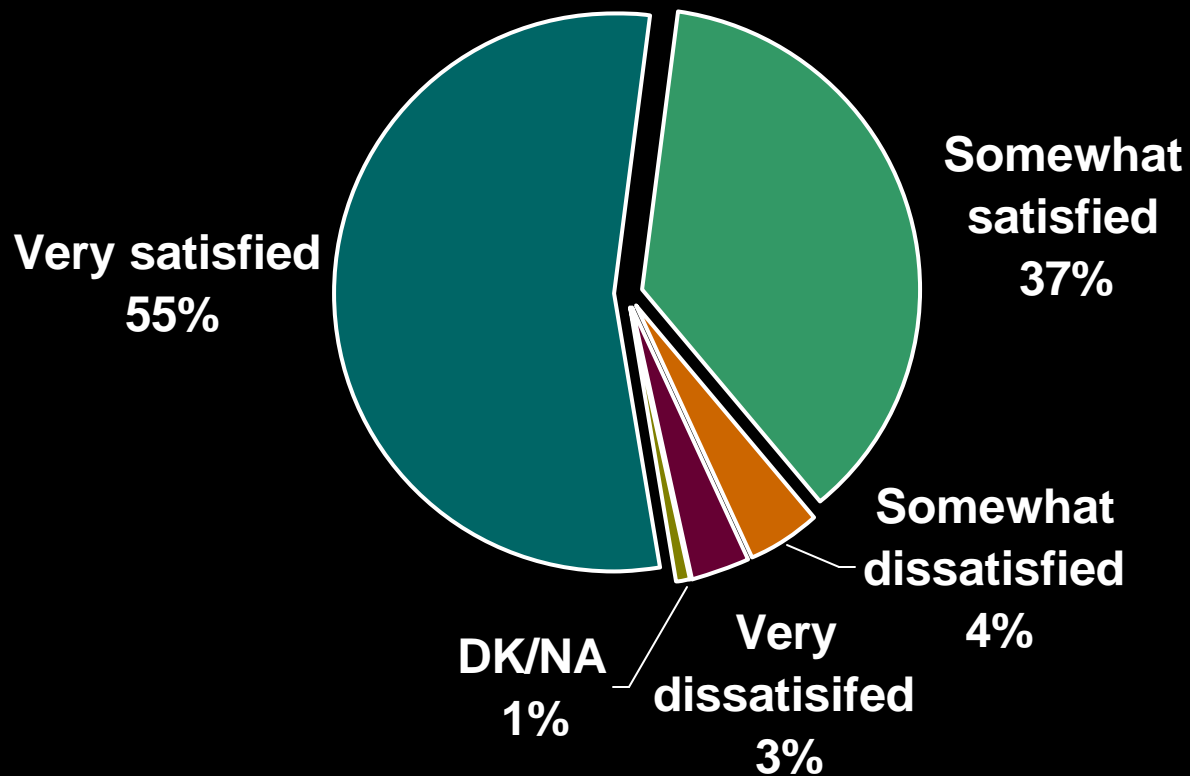
Interest in Recreation Programs



Perceptions of Parks and Recreation Facilities



Satisfaction with City-Resident Communication



Internet Access at Home

	1999	2002	99 to 02 Change
Sample Size	336	371	
Yes	83.0%	90.2%	7.1%
No	16.7%	9.2%	-7.4%
Refused	0.3%	0.6%	0.3%

Highlighted results are significant at $p < 0.05$

Visited City of Cerritos Website

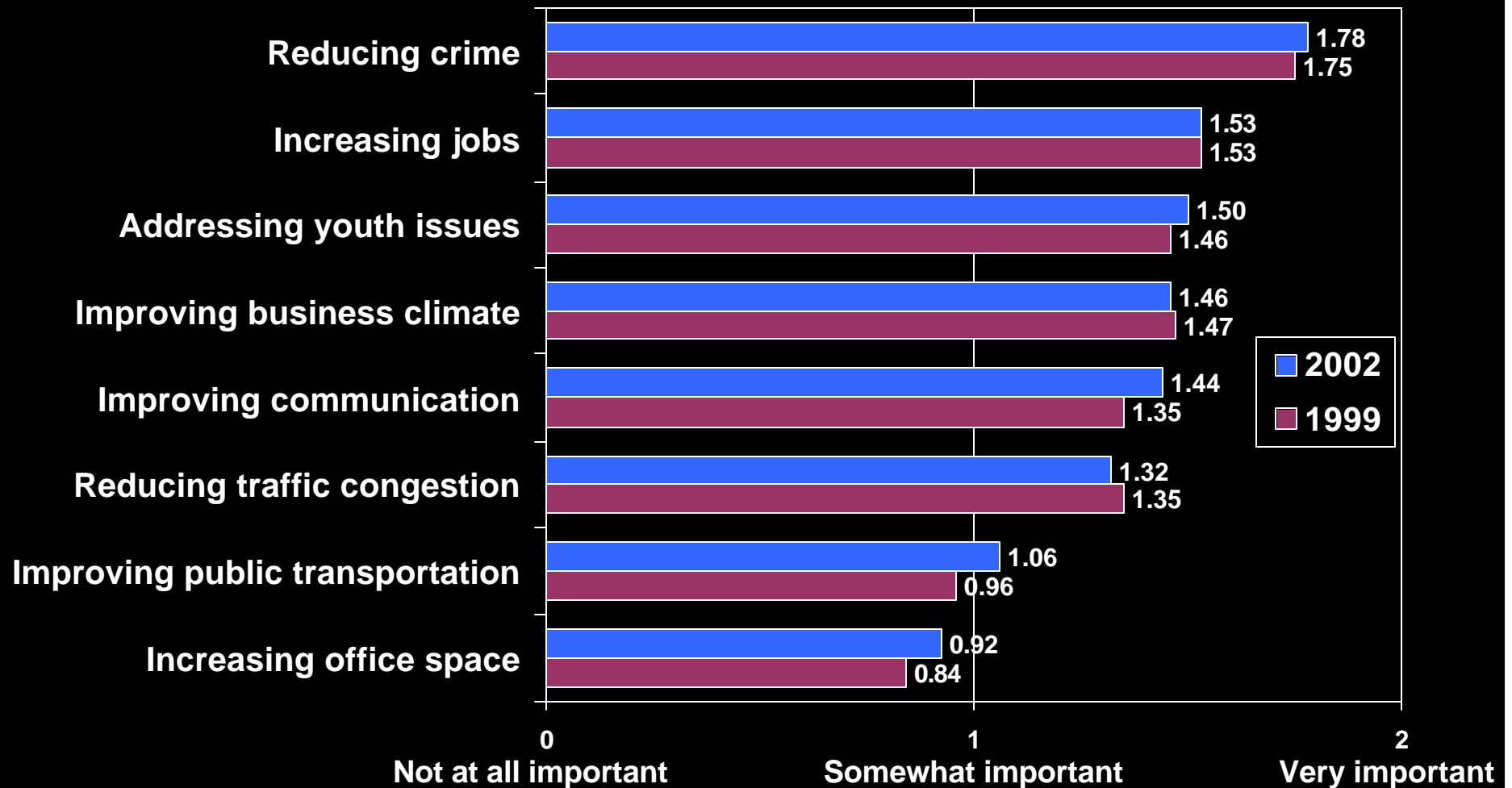
	1999	2002	99 to 02 Change
Sample Size	400	421	
Yes	26.8%	39.3%	12.5%
No	72.8%	60.1%	-12.7%
Refused	0.5%	0.6%	0.1%

Highlighted results are significant at $p < 0.05$

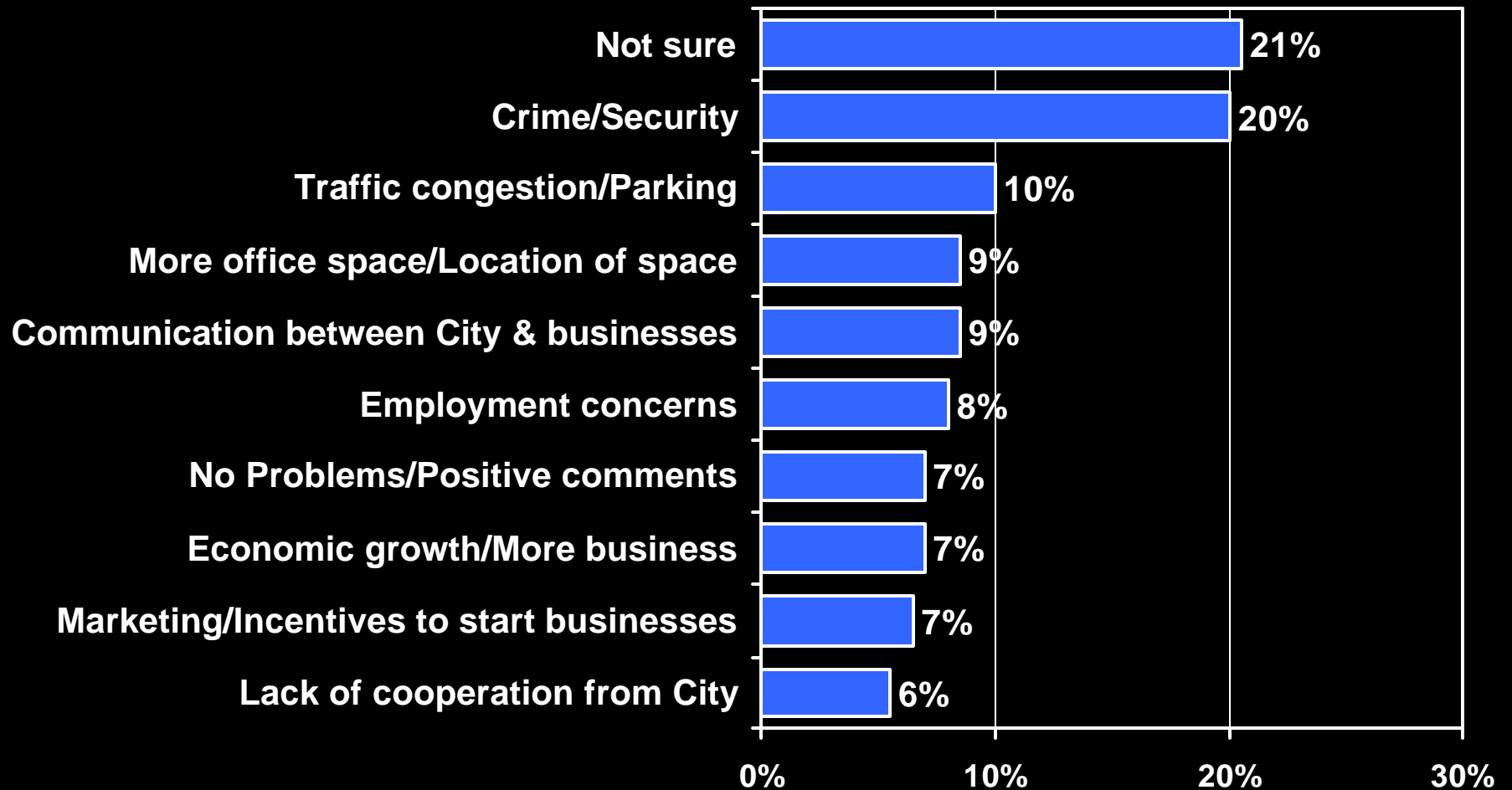
Methodology: Business Survey

- **Technique:** Telephone Interviewing
- **Interview Length:** 15 minutes
- **Universe:** Cerritos business owners / principals
- **Field Dates:** June 2 - 16
- **Sample Size:** N = 200
- **Margin of Error:** +/- 6.65%

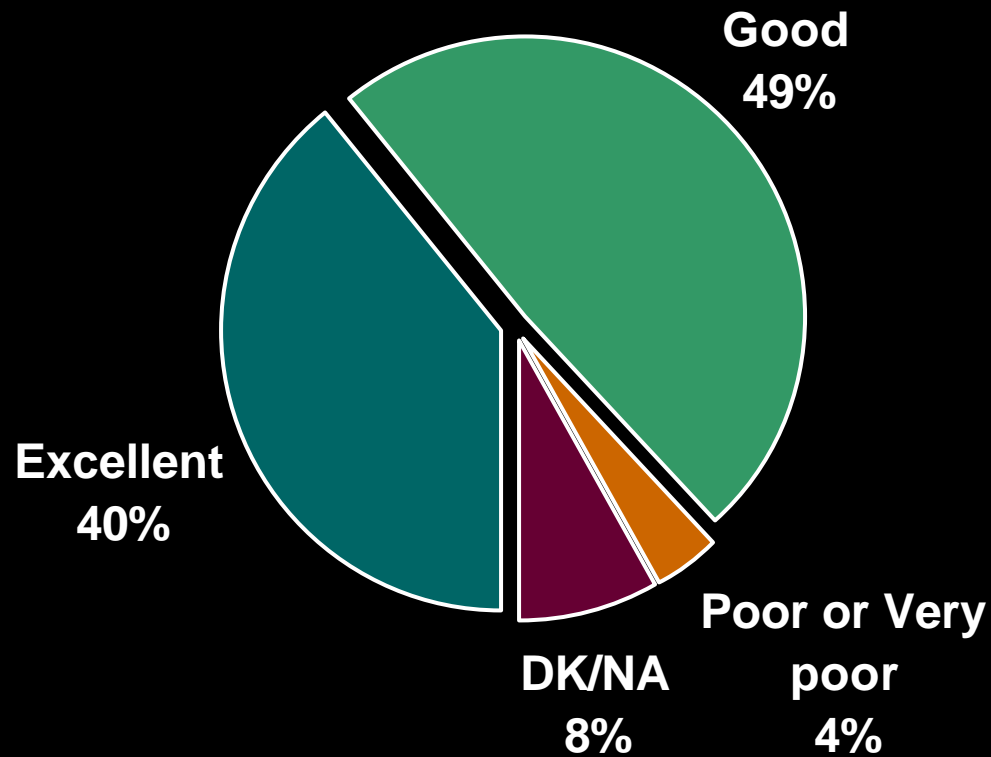
Importance of Local Issues



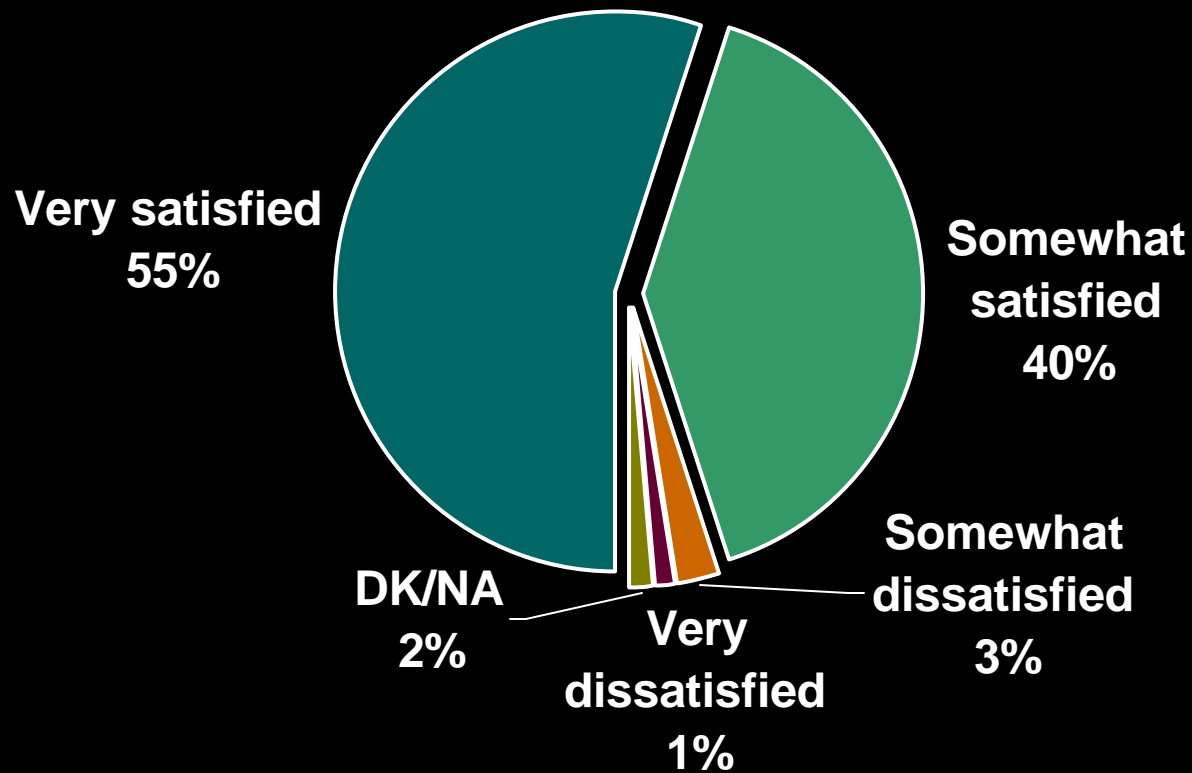
Most Important Issues



Business Climate in Cerritos



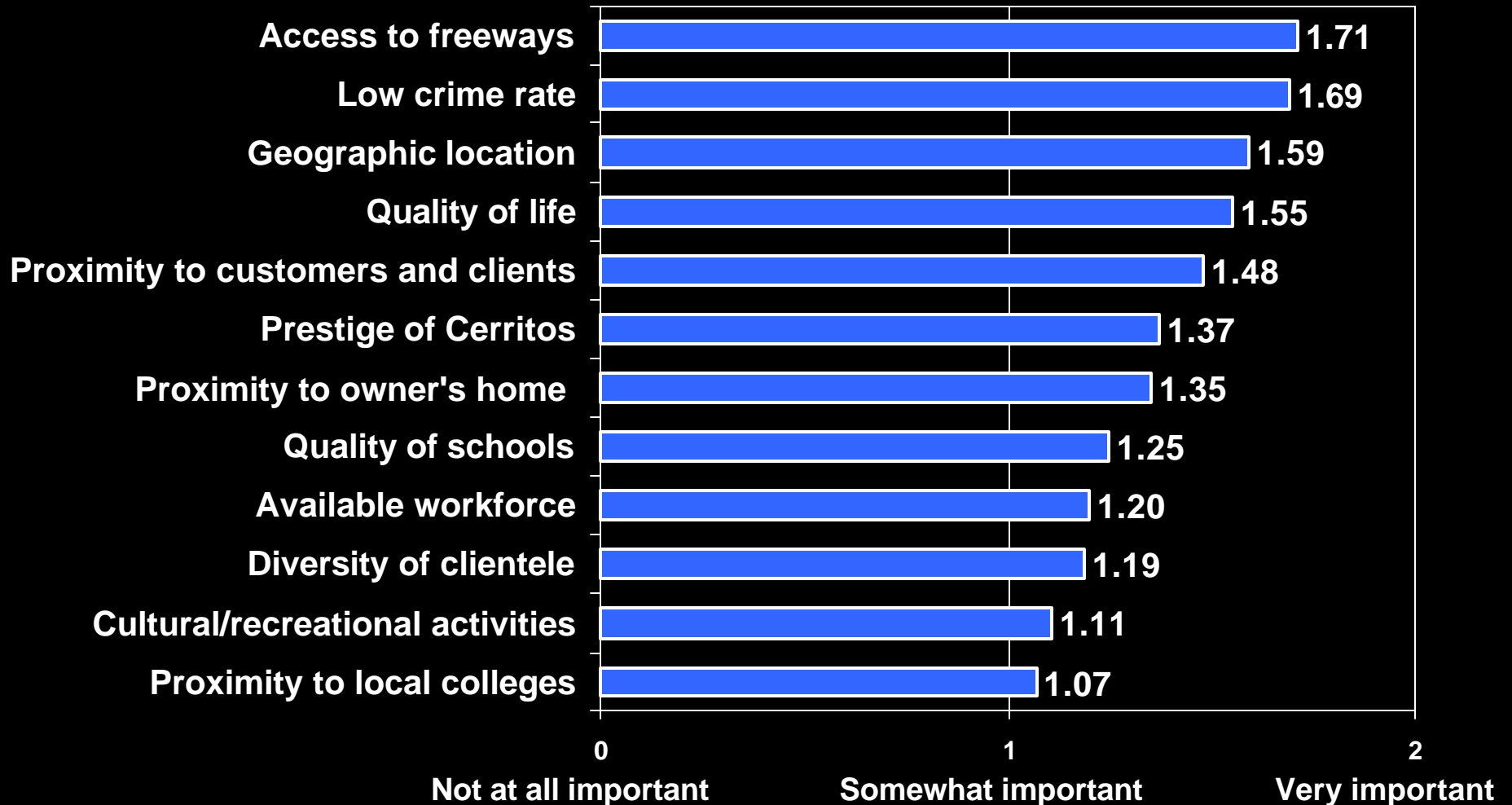
Satisfaction with Provision of City Services



Top 10 Candidates for Service Improvement

	Department	1999 Ratio	2002 Ratio	1999 Priority	2002 Priority
Inform businesses about crimes	Sheriff/Fire	0.45	0.44	1	1
Investigate criminal activity	Sheriff/Fire	0.66	0.63	5	2
Maintain low crime rate	Sheriff/Fire	0.64	0.73	4	3
Reduce traffic congestion	Public Works	0.73	0.74	8	4
Maintain streets and roads	Public Works	0.69	0.76	6	5
Coordinate traffic signals	Public Works	0.86	0.79	17	6
Promote economic development	Comm. Develop.	0.70	0.81	7	7
Promote redevelopment	Comm. Develop.	0.85	0.84	16	8
Provide building permit services	Comm. Develop.	0.78	0.85	10	9
Promote shopping	Admin.	0.87	0.88	19	10

Reasons for Locating Business in Cerritos



Perception of City's Sign Policy

	1999	2002	99 to 02 Change
Sample Size	200	200	
Too restrictive	39.0%	23.5%	-15.5%
About right	29.0%	30.0%	1.0%
Not restrictive enough	1.0%	2.5%	1.5%
No opinion	30.5%	42.5%	12.0%
Refused	0.5%	1.5%	1.0%

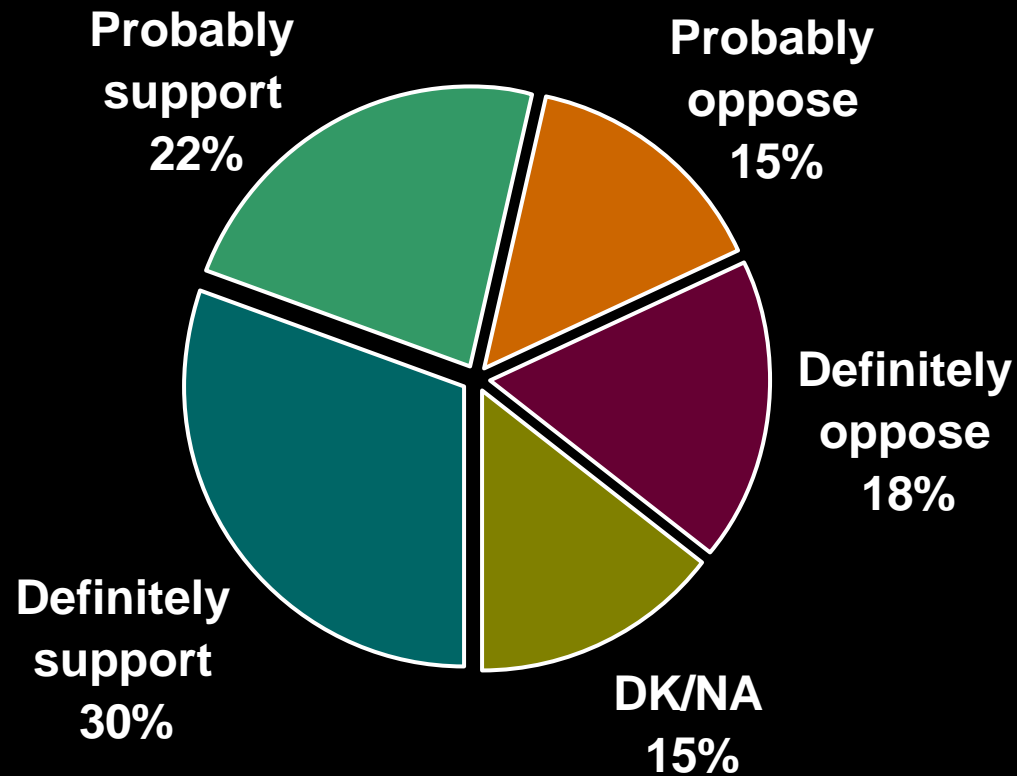
Highlighted results are significant at $p < 0.05$

Enforcement of City's Sign Policy

	1999	2002	99 to 02 Change
Sample Size	200	200	
Very fair	21.5%	24.5%	3.0%
Somewhat fair	26.5%	31.5%	5.0%
Somewhat unfair	8.5%	10.5%	2.0%
Very unfair	9.5%	3.5%	-6.0%
Don't know	33.5%	26.0%	-7.5%
Refused	0.5%	4.0%	3.5%

Highlighted results are significant at $p < 0.05$

Support for Privately Financed Monorail System



Satisfaction with City-Business Communication

	1999	2002	99 to 02 Change
Sample Size	200	200	
Very satisfied	32.0%	52.5%	20.5%
Somewhat satisfied	47.0%	32.0%	-15.0%
Somewhat dissatisfied	9.5%	6.0%	-3.5%
Very dissatisfied	4.0%	3.5%	-0.5%
DK/NA	7.5%	6.0%	-1.5%

Highlighted results are significant at $p < 0.05$

Internet Access at Business

	1999	2002	99 to 02 Change
Sample Size	152	163	
Yes	81.6%	80.4%	-1.2%
No	17.8%	19.0%	1.3%
Refused	0.0%	0.6%	0.6%
DK/NA	0.7%	0.0%	-0.7%

Business has Website

	1999	2002	99 to 02 Change
Sample Size	200	200	
Yes	39.0%	53.0%	14.0%
No	59.5%	45.5%	-14.0%
Refused	0.5%	0.5%	0.0%
DK/NA	1.0%	1.0%	0.0%

Highlighted results are significant at $p < 0.05$

Visited City of Cerritos Website

	1999	2002	99 to 02 Change
Sample Size	200	200	
Yes	21.5%	41.0%	19.5%
No	78.5%	57.5%	-21.0%
Refused	0.0%	1.5%	1.5%

Highlighted results are significant at $p < 0.05$

Conclusions

City of Cerritos Resident and Business Studies

Conducted and Presented by
Godbe Research & Analysis

September 26, 2002