

Godbe Research & Analysis

Survey of Cerritos Businesses

**Conducted for the
City of Cerritos**

August 2002

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Introduction

Godbe Research & Analysis is pleased to present the results of a business opinion research project conducted for the City of Cerritos. This report is organized into the following sections:

Executive Summary

The *Executive Summary* includes a summary of the key findings from the survey and a *Conclusions & Recommendations* section, which details our recommended course of action based on the survey results.

Methodology

The *Methodology* section explains the methodology used to conduct this type of survey research. This section also explains how to use the detailed crosstabulation tables in Appendix B.

Summary of Results

In the *Summary of Results* section, we present a question-by-question analysis of the survey. The discussion is organized into the following sections:

- Length of Time in Business in Cerritos
- Issues of Importance
- Business Climate
- City Services
- City Policies
- Communications and Technology
- Business Information

Appendices

We have included the following three appendices:

- *Appendix A*, which presents the questionnaire with topline results.
- *Appendix B*, which presents the crosstabulations.

Executive Summary

Key Findings

Based on an analysis of the survey data, Godbe Research & Analysis offers the following key findings:

Length of Time in Cerritos

- Forty-two percent of businesses have operated in Cerritos for four years or less. An additional 25 percent of businesses have conducted business in Cerritos between five and nine years.

Issues of Importance

- Among the eight issues tested, the business community identified ‘Reducing crime’, ‘Increasing jobs’ and ‘Addressing youth issues’ as the most important issues in the City.
- When asked in an open-ended manner to identify the most important issues facing the *business community* in Cerritos, the most common response was ‘Don’t know’ (21%), followed by ‘Crime/security’ (20%) and ‘Traffic congestion/parking’ (10%).

Business Climate

- Forty-percent of businesses rate the business climate in Cerritos as ‘Excellent’. An additional 49 percent rate the business climate in the City as ‘Good’.

City Services

- Members of the business community assigned very high marks to the City’s efforts to provide municipal services. Overall, 95 percent of respondents stated that they were either ‘very satisfied’ (55%) or ‘somewhat satisfied’ (40%) with the City’s efforts to provide services.
- Twenty-two percent of businesses reported that in the past year their business applied for a building permit, temporary use permit, or both types of permits.
- Among businesses that applied for a permit, 46 percent stated that City staff were ‘very helpful’ during the process, 30 percent indicated that staff were ‘somewhat helpful’, and less than five percent stated that staff were ‘not helpful’. Twenty-one percent were unsure or declined to answer the question.
- According to the business community, the most important services provided by the Sheriff’s Department or through the Fire Department were ‘Maintaining a low crime rate’, ‘Investigating criminal activity’, and ‘Providing fire protection and prevention services’.
- Respondents were most satisfied with the Departments’ efforts to ‘Provide fire protection and prevention services’, ‘Provide emergency medical services’, and ‘Enforce traffic laws’.
- Of the four services tested for the Community Development Department, the most important to the business community were ‘Promoting economic development’ and ‘Providing building permit services’.

- Respondents reported being most satisfied with the Community Development Department's efforts to 'Promote economic development' and 'Provide building inspection services'.
- Of the eight services tested for the Public Works Department, respondents identified 'Maintaining streets and roads', 'Maintaining public buildings', and 'Coordinating traffic signals' as the most important.
- The business community was most satisfied with the Public Works Department's efforts to 'Maintain public buildings', 'Maintain street medians', and 'Prevent stormwater flooding'.
- The business community ranked 'Promoting shopping in Cerritos' as more important than 'Operating the Performing Arts Center', although both services were viewed as between 'somewhat' and 'very' important.
- Respondents expressed similar levels of satisfaction with the City's efforts to 'Operate the Performing Arts Center' and 'Promote shopping in Cerritos'.

City Policies

- Approximately 24 percent of respondents indicated that the City's sign policy was 'too restrictive', followed by 30 percent who stated it was 'about right' and less than three percent who felt it was 'not restrictive enough'. More than 40 percent of respondents had no opinion about the City's sign policy.
- Most respondents stated that the sign policy was being enforced in a fair manner (25% 'very fair', 32% 'somewhat fair'). Less than 15 percent stated that enforcement of the sign policy was conducted in an unfair manner.
- An overwhelming majority of the business community was satisfied with the City's efforts to promote the Performing Arts Center (48% 'very satisfied', 37% 'somewhat satisfied').
- Just over half (54%) of respondents indicated that they would support the development of a rapid transit system, such as a monorail, that would service the City.

Communications and Technology

- Eighty-four percent of respondents stated that they were either 'very satisfied' or 'somewhat satisfied' with the City's efforts to communicate with local businesses through newsletters, the City's website, and other means.
- The most common sources that the business community relies upon for information about City news, events and programming were the *Cerritos News* (54%), *Los Cerritos Community News* (26%) and the Internet/City home page (17%).
- Eighty-two percent of respondents reported that they have a personal computer at work.
- Eighty percent of respondents that have a PC at work also have access to the Internet.
- The most common ISP used by Cerritos businesses was America Online (33%), followed by Verizon (11%) and Earthlink (7%).
- Twenty-two percent of Cerritos businesses pay \$36 or more per month for their ISP.

- Sixty-two percent of businesses indicated that a high-speed, reliable Internet connection was 'very important' to their business. Only 15 percent indicated that such a connection was 'not at all important' to their business.
- Sixty-two percent of respondents who have Internet access at their business -- and indicated that a high-speed, reliable Internet connection was at least 'somewhat important' to their business -- would subscribe to a high-speed Internet access service which could provide connections at speeds 10 to 15 times faster than their current connection speed.
- More than one quarter (26%) of respondents who expressed interest in the high-speed Internet connection described above were willing to pay \$60 or more per month for the service.
- Fifty-three percent of Cerritos businesses reported that their company has a web site.
- Three-quarters (67%) of businesses with a web site indicated that the server that hosts the web site is located off-site at a location outside the City of Cerritos.
- An impressive 41 percent of respondents had visited the City's web site.
- 'Access to freeways', 'Low crime rate', 'Geographic location' and 'Quality of life' were the four most important factors in respondents' decisions to locate a business in the City of Cerritos.
- Thirty-six percent of businesses contacted indicated that they have no more than two employees at their work site.
- When asked to choose a category that best describes their business, 24 percent choose 'Retail oriented', followed by 'Office oriented' (13%) and 'Light industrial/manufacturing oriented' (13%).
- More than half (52%) of Cerritos businesses expected that their business will grow in the next 12 months.
- Among businesses that expected to grow, 29 percent anticipated that they will need additional square footage or a larger building to accommodate the growth.
- Fourteen percent of all businesses contacted indicated that they anticipate relocating in the next year.
- Twenty-two percent of the businesses that anticipated relocating during the next year expected to relocate outside of the City of Cerritos.
- Forty-five percent of the business leaders contacted for the study were also residents of the City of Cerritos.

Conclusions & Recommendations

Change between 1999 and 2002

As was the case with the recent resident survey, one of the over-arching objectives for this study was to identify how opinions and behaviors in the City of Cerritos may have changed since the 1999 study. Accordingly, most of the questions that were asked in the 2002 survey were identical to those asked of Cerritos businesses in 1999, which allows us to meaningfully compare the results across the studies. Whereas the resident surveys revealed very little change between 1999 and 2002, the results from the paired business surveys suggested considerable change in some areas. In just about every case, these changes were the result of improved performance or perceptions. For example, the business community appeared more impressed with Cerritos' business climate in 2002 than in 1999, they were generally more satisfied with the City's efforts to provide municipal services where their opinions changed, they were less likely to view the City's sign policy as 'too restrictive' and enforced in an 'unfair manner', and they were much more satisfied with the City's efforts to communicate with local businesses.

City Satisfaction

As alluded to above, members of the business community in the City of Cerritos remained overwhelmingly positive about conducting business in the City of Cerritos -- and in some instances were even more positive than they were in 1999. Nearly 90 percent of respondents rated the business climate in the City of Cerritos as 'Excellent' or 'Good' when compared to neighboring cities, and 95 percent of businesses stated that they were 'very' or 'somewhat' satisfied with the City's efforts to provide municipal services. When compared to the other California cities for which GRA has conducted business studies in the past, these marks are quite high.

A common goal when conducting service oriented research for municipalities is to identify which services respondents view as being the primary candidates for service improvements. This information can be particularly useful in the development of a strategic plan for allocating scarce resources among the variety of services offered by the City. By measuring respondents' levels of satisfaction with the City's efforts to provide a host of specific services, as well as the importance they assign to each of the respective services, the results of the survey can be used to identify the service areas that are the highest priority for service improvements. The more important a service is to respondents overall, the greater the need for a comparable level of satisfaction.

In this report we not only identified the relative priority that the business community placed on improving specific services, we also identified how the priorities have changed -- in some cases dramatically -- since the 1999 study. Looking across Departments, the City has the greatest opportunity for service improvements for the following services: 'Inform businesses about crimes in the City', 'Investigate criminal activity', 'Maintain a low crime rate', 'Reduce traffic congestion' and 'Maintain streets and roads'. Services that were identified as being the best candidates for service improvements should be considered high on the list for

receiving discretionary resources in the future. It should also be noted that two services -- 'Maintain trees' and 'Provide street sweeping services' -- have moved from being high priorities in 1999 to being toward the bottom of the priority list in 2002. 'Coordinating traffic signals' and 'Promoting redevelopment', on the other hand, changed from being low priorities to being high priorities.

Sign Policy

In the 1999 report we noted that a significant percentage (39%) of businesses in Cerritos felt that the sign policy was 'too restrictive', and approximately 10 percent of businesses felt that the policy was being enforced in a 'very unfair' manner. These feelings were especially prevalent among businesses that had been operating in Cerritos for more than five years, perhaps because they were witness to the policy changes in 1993 and 1996, at which time the policy became more strict.

Opinions about the sign policy have changed significantly since 1999. The percentage of businesses that perceive the policy as 'too strict' has dropped significantly, as has the percentage of businesses that view the enforcement of the policy as 'very unfair' (24% and 4%, respectively). Because the policy has not changed since 1999, these changes may reflect that as new businesses form and older businesses depart -- or as personnel change -- fewer businesses have a memory of the sign policy prior to 1996. The changes may also be a reflection of a more proactive, and perhaps more customer service-oriented, code enforcement team.

Communications & Technology

In the 1999 report we emphasized the opportunities that the City had to improve city-business communication, particularly through the City's web site. It is clear that the City has taken at least partial advantage of these opportunities, for the percentage of businesses that were 'very satisfied' with the City's efforts to communicate with local businesses climbed by over 20 percent since the 1999 survey. The percentage of businesses that have accessed the City's web site also increased significantly -- to 41 percent. Many cities in California do not have 41 percent access rates among residents, much less the business community.

Interestingly, however, the number one priority for the City to focus on service improvements was communication related: informing businesses about crimes in the City. Although the City does provide crime prevention information through the Sheriff's Department, businesses indicated that they want the City to be more proactive in getting this information to local businesses and keeping them up-to-date on crimes in the City. Perhaps the City could develop a business-specific newsletter to be distributed via the Internet and mail that includes information about local crimes, as well as more positive informative topics.

Methodology

Research Objectives

At the outset of this project, the City of Cerritos and Godbe Research & Analysis (GRA) identified several research objectives for this study. Viewed broadly, the City of Cerritos was interested in using survey research to:

- Rank the level of importance that members of the business community assign to various local issues.
- Determine the business community's overall satisfaction with the City's efforts to provide services.
- Ascertain both the level of importance and the degree of satisfaction that the business community assigns to the services provided by the Sheriff's Department, Fire Department, Community Development Department, Public Works Department, Administrative Services Department, Theater Department, and the Community and Safety Services Department, respectively.
- Profile the business community's use of media and the Internet for information about City programs and services.
- Collect additional attitudinal, behavioral and demographic information from a representative sample of the business community in Cerritos.

One of the overriding goals of this study was also to identify how opinions expressed by the business community on issues of service provision, policy, and other important matters may have changed in recent years. Accordingly, the survey instrument employed in this study was nearly identical to that employed in the 1999 Business Study, thereby allowing for meaningful and direct comparisons of the results over time.

Methodology

Table 1 briefly outlines the methodology employed in this project. The sample was comprised of business owners and principals in the City of Cerritos. A total of 200 principals in the City completed an interview, representing a total universe of approximately 2,478 businesses based on the City's business license database. Interviews were conducted on July 2 through July 16, 2002, and each interview typically lasted 15 minutes.

Table 1. Methodology

Technique	English Telephone Interviewing
Interview Length	15 minutes
Universe	Cerritos business owners and principals
Field Dates	July 2-16, 2002
Sample Size	200

Sample

The task of the survey was to gather opinions from a sample of business leaders in the City of Cerritos that could be reliably projected to the entire population of business leaders in the City. Accordingly, it was determined that the most appropriate sampling design would involve a stratified and clustered sample of the business community in Cerritos. From a comprehensive list of businesses that possess a business license with the City of Cerritos, the list was first grouped by whether the business is a home-based business (or not) and the description of the business. Two-hundred clusters of businesses with shared characteristics on these two dimensions (home based and general description) were then created, with the number of clusters per strata being proportionate to the number of businesses of a given type in the City of Cerritos.

The sampling protocol was as follows: One business per cluster was randomly selected as the start point for interviewing. If an interview could not be obtained from the first business, an attempt was made with the next business listed in the cluster. If an interview could not be obtained from the second business, an attempt was made with the third business in the cluster. This process was repeated for the first three businesses in the cluster on interviewing day one. If a completed interview was not secured from one of the first three businesses on day one, attempts for each business were made on the following day. If a completed interview was not obtained from one of the first three businesses on day two, the process was repeated for businesses four, five and six in the cluster. One interview was obtained from each cluster.

As the survey questions pertained to issues that are best answered by senior members of a business, such as the owner or senior management, the interviewing protocol involved asking to speak to the person listed on the business license. If this person was not available, the interviewer then asked to speak to the ‘general manager’ or a member of the senior management.

Subgroup Labels

The following subgroup labels are used in the report and crosstabulation tables:

Table 2. Subgroup Labels

Years Conducting Business	Participants were grouped according to the years that they have conducted business in Cerritos: ‘0-4’, ‘5-9’, ‘10-14’, ‘>14’ (Question 1).
Business Climate	Participants were grouped according to how they rate the business climate in Cerritos when compared to other cities in the area: ‘excellent’, ‘good’, ‘poor’, ‘very poor’ (Question 4).
City’s Provision of Services	Indicates how satisfied the respondent was with the City’s efforts to provide municipal services: ‘very satisfied’, ‘somewhat satisfied’, ‘somewhat dissatisfied’, ‘very dissatisfied’ (Question 5).
Sign Policy Restrictions	Respondents were grouped according to how they feel about the current sign policy: ‘too restrictive’, ‘about right’, ‘not restrictive enough’, ‘no opinion’ (Question 10).

Table 2. Subgroup Labels

Fairness of Sign Policy Enforcement	Indicates how the respondent feels the sign policy is being enforced: 'very fair', 'somewhat fair', 'somewhat unfair', 'very unfair' (Question 11).
City's Communication Efforts	Indicates how satisfied the respondent was with the City's efforts to communicate with Cerritos businesses: 'very satisfied', 'somewhat satisfied', 'somewhat dissatisfied', 'very dissatisfied' (Question 14).
Personal Computer at Business	Indicates whether the respondent has a personal computer at his/her business (Question 17a).
Internet Access at Business	Indicates whether the respondent has Internet access at his/her business (Question 17b).
Importance of High-Speed Internet	Participants were grouped according to how important a high-speed, reliable Internet connection is to their business: 'very important', 'somewhat important', 'not at all important' (Question 17e).
Subscribe to High-Speed Internet	Indicates whether the respondent's business would subscribe to a high-speed Internet service that is 10 to 15 times faster than their current service (Question 17f).
Company Website	Indicates whether their company has a web site (Question 18a).
Visited Cerritos' Website	Indicates whether the respondent has visited the City's website (Question 19).
Number of Employees	Participants were grouped according to the number of people who are employed at their work site: '0-2', '3-5', '6-10', '11-20', '21-50', '60-333' (Question A).
Industry	Respondents were grouped according to the industry that they indicated best describes their business: 'retail oriented', 'food service', 'entertainment oriented', 'light industrial/manufacturing', 'office', 'technology', 'corporate headquarters', 'warehouse/distribution', 'none apply' (Question B).
Projected 12 Month Growth	Indicates whether the respondent expected their business to 'increase', 'decrease' or 'stay about the same' during the next 12 months (Question C-1).
Additional Office Space	Indicates whether the business will require additional square footage to accommodate growth (Question C-2).
Possible Relocation	Indicates whether the respondent expected their business to relocate in the next 12 months (Question D-1).
Relocation Plans	Indicates whether the respondent expected to relocate their business within 'Cerritos' or 'another community' (Question D-2).
Cerritos Resident	Indicates whether the respondent is a resident of Cerritos (Question E).
Household Business	Indicates whether the business is a home-based business (Question G).

Randomization of Questions

To avoid the problem of systematic position bias -- where the order in which a series of questions is asked systematically influences the answers to some of the questions -- several of the questions in this survey were randomized such that respondents were not consistently asked the questions in the same order. The series of items in Questions 2, 6, 7, 8, 9, and 16 were randomized in the questionnaire.

Understanding the 'Margin of Error'

Because a survey only interviews a limited number of people who are part of a larger population group, by mere chance alone there will almost always be some difference between a sample and the population from which it was drawn. For example, researchers might collect information from 400 adults in a town of 25,000 people. Because not all people in the population were surveyed, there are likely to be differences between the results obtained from interviewing the sample respondents and the results that would be obtained if all people in the population were interviewed. These differences are known as 'sampling error', and they can be expected to occur regardless of how scientifically the sample has been selected. The advantage of using a scientifically drawn sample, however, is that the maximum amount of sampling error can be determined based on four factors: the size of the population, the chosen sample size, a confidence interval and the dispersion of responses to a survey question. Of the four factors, sample size is the most influential variable.

Table 3 shows the possible sampling variation that applies to a percentage result reported from a probability type sample (clustering considered). The table shows that if a sample of 200 respondents is randomly drawn from the estimated 2,478 businesses in the City of Cerritos, one can be 95 percent confident that the margin of error due to sampling will not vary by more than the indicated number of percentage points (plus or minus) from the result that would have been obtained if the interviews had been conducted with a respondent from each business in the City of Cerritos.

Table 3. Guide to Statistical Significance -- Business Community Sample

<i>n</i>	Distribution of Responses				
	90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%
1000	1.44%	1.92%	2.19%	2.35%	2.39%
900	1.56%	2.09%	2.39%	2.55%	2.61%
800	1.71%	2.28%	2.61%	2.79%	2.85%
700	1.88%	2.51%	2.88%	3.07%	3.14%
600	2.09%	2.79%	3.19%	3.41%	3.48%
500	2.35%	3.13%	3.59%	3.84%	3.92%
400	2.69%	3.59%	4.11%	4.40%	4.49%
300	3.18%	4.24%	4.86%	5.20%	5.31%
200	3.99%	5.32%	6.09%	6.51%	6.65%
100	5.76%	7.68%	8.80%	9.41%	9.60%
50	8.23%	10.98%	12.58%	13.44%	13.72%

As the table indicates, the maximum margin of error for all topline responses is between 3.99 and 6.65 percent for the sample of 200 respondents. This means that for a given question answered by all 200 respondents, one can be 95 percent confident that the difference between

the percentage breakdowns of the sample population and those of the total population is no greater than 6.65 percent. The percent margin of error applies to both sides of the answer, so that for a question in which 50 percent of respondents said 'yes', one can be 95 percent confident that the actual percent of the population that would say 'yes' is between 43.35 percent and 56.65 percent.

The actual margin of error for a given question in this survey depends on the distribution of the responses to the question. The 6.65 percent number refers to questions, such as a yes/no question, where opinions are evenly split in the sample with 50 percent of respondents saying 'yes' and 50 percent saying 'no'. If that same question were to receive a response in which 10 percent of respondents say 'yes' and 90 percent say 'no', then the margin of error would be no greater than 3.99 percent. As the number of respondents in a particular subgroup (e.g., home-based business group) is smaller than the number of total respondents, the margin of error associated with estimating a given subgroup's responses will be higher.

How to Read a Crosstabulation Table

The questions discussed and analyzed in this report comprise a subset of the various crosstabulation tables available for each question. Only those subgroups that are of particular interest or that illustrate a particular insight are included in the discussion on the following pages. Should readers wish to conduct a closer analysis of subgroups for a given question, the complete breakdowns appear in Appendix B. These crosstabulation tables provide detailed information on the responses to each question by all demographic groups that were assessed in the survey.

An example crosstab table is presented in Table 4. A short description of the item appears at the top of the table. The number of respondents administered the question (in this example, N=200) is presented in the first column of data under 'Overall'. In many cases, the number of individuals administered the question is equal to the entire sample size. However, in some cases a question is only administered to a subset of the sample if appropriate. The results to each possible answer choice of all respondents are also presented in the first column of data under 'Overall'. The aggregate number of respondents in each answer category is presented as a whole number and the percentage of the entire sample this number represents is just below the whole number. For example, among overall respondents, 110 people indicated that they are 'very satisfied' with the City's efforts to provide municipal services and 110 represents 55 percent of the 200 respondents administered the question. Next to the 'Overall' column are other columns representing opinions of home-based businesses and businesses that are not home-based. The data from these columns are to be read in exactly the same fashion as the data in the 'Overall' column, although each group makes up a smaller percentage of the entire sample.

Table 4. Satisfaction with City Services x Household Business

	Overall	Household Business	
		Yes	No
Base	200	51	122
Very satisfied	110 55.0%	29 56.9%	63 51.6%
Somewhat satisfied	80 40.0%	21 41.2%	52 42.6%
Somewhat dissatisfied	5 2.5%	- -	4 3.3%
Very dissatisfied	2 1.0%	- -	1 0.8%
DK/NA	3 1.5%	1 2.0%	2 1.6%

Understanding a 'Mean'

In addition to analysis of response percentages, many results will be discussed with respect to a descriptive 'mean'. 'Means' can be thought of as 'averages'. To derive a mean that represents perceived importance of local issues (Q.2), for example, a number value is first assigned to each response category (e.g., 'very important' = +2, 'somewhat important' = +1, and 'not too important' = 0). The answer of each respondent is then assigned the corresponding number (from 0 to +2 in this example). Finally, all respondents' answers are averaged to produce a final number that reflects average perceived importance of local issues to the business community. The resulting mean makes interpretation of the data considerably easier.

It is important to note that the scale used for importance in the 1999 survey was different than the scale used in the 2002 study. The original scale was 'very important' = +2, 'somewhat important' = +1, 'not too important' = -1. To directly compare the results between the 1999 and 2002 surveys, we recoded the 1999 data to match the scale used in the 2002 study prior to analysis. Thus, the mean scores for importance shown in this report for the 1999 survey have been adjusted to reflect the updated scale.

How to Read a 'Means' Table

In tables and charts for Questions 2, 6, 7, 8, 9 and 16 of the survey the reader will find mean scores that represent answers given by respondents. The mean score represents the average response of each group. The following table shows the scales for each corresponding ques-

tion. Responses of 'don't know' and 'no answer' are not included in calculating the means for any question.

Table 5. 'Means' Questions and Corresponding Scales

Question	Measure	Scale	Values
2, 6, 8, 16	Importance	0 to +2	0 = Not too important +1 = Somewhat important +2 = Very important
7, 9	Satisfaction	-2 to +2	-2 = Very dissatisfied -1 = Somewhat dissatisfied +1 = Somewhat satisfied +2 = Very satisfied

Only those subgroups that are of particular interest or that illustrate a particular insight are included in the discussion on the following pages with regard to mean scores. Should readers wish to conduct a closer analysis of subgroups for a given question, the complete breakdowns displaying the means for these questions appear toward the back of Appendix B. These crosstabulation tables provide detailed information on the mean responses to each question by many of the demographic groups that were assessed in the survey. A typical crosstabulation table displaying mean scores is shown in Table 6.

Table 6. Importance of Local Issues by Household Business

	Overall	Household Business	
		Yes	No
Base	1.38	1.31	1.41
Q2a Reducing crime	1.78	1.67	1.81
Q2e Increasing jobs	1.53	1.50	1.55
Q2b Addressing youth issues	1.50	1.49	1.49
Q2f Improving business climate	1.46	1.34	1.53
Q2g Improving communication	1.44	1.35	1.45
Q2c Reducing traffic congestion	1.32	1.39	1.34
Q2d Improving public transportation	1.06	0.90	1.13
Q2h Increasing office space	0.92	0.86	0.95

The items in the table are arranged in descending order, from highest mean score to lowest. The aggregate mean score for each item in the question series is presented in the first column of data under 'Overall'. For example, among respondents overall, 'Reducing crime' was assigned a mean score of 1.78. The relative ranking of the item reveals that it was the most important item of those tested. In addition, the 0 to +2 scale used for Question 2 (see Table5) indicates that, on average, respondents rated 'Reducing crime' as more than 'somewhat important' (+1 = 'somewhat important' as shown in Table5). Next to the 'Overall' column are other columns representing the mean scores assigned by respondents grouped by whether or not their business is based in the home. The data from these columns are read in the same fashion as the data in the 'Overall' column.

In addition, the first row in the table, labeled 'Base', displays the mean score across all the items presented in the table for each subgroup. For example, the 'Overall' mean score across the 8 items displayed in Table6 is 1.38. Without examining the specific mean for each item, the 'Base' score gives the reader an idea of a subgroup's average rating across all items in the table. Thus, looking across 'Base' scores we see that respondents who have a home-based business assigned the items lower scores, on average, than respondents 'Overall' and those who do not work at a home-based business.

Comparisons Between 1999 and 2002 Data

Most of the questions from this study were tracked from the Business Survey conducted in 1999 by GRA. Comparisons between 1999 data and 2002 data can be found throughout this report. To test whether or not the differences that were found in percentage results between the two studies were likely due to actual changes in opinions or behaviors -- rather than the results of chance due to the random nature of the sampling design -- a *z* test was employed. The report indicates for which differences one can be 95 percent confident that the results are due to actual differences in opinions or behaviors between 1999 and 2002.

Similarly, an independent samples *t* test was utilized to identify whether or not the mean calculated by GRA (see Table5 for the questions and corresponding scales) for a particular item ('Reducing Crime', for example) in 2002 differed in a statistically significant way from the mean calculated for the same item in 1999.

Although the change (or difference) from 1999 to 2002 is displayed in each of the tables, this calculation is just one piece in the equation to determine whether or not two percentages or means are significantly different from one another. The variance associated with both data points is integral to determining significance. Therefore, two means or percentages may be different from one another as evidenced by the 1999 to 2002 change column, yet the difference may not be *statistically significant* according to the *z* or *t* statistic.

Open Ended Questions

Open ended questions are asked of respondents without providing them specific answers from which to choose. For this type of question, respondents are able to mention any issue, topic, or general response relevant to the question without being constrained by a limited

number of options. After data collection was completed, GRA examined the verbatim responses that were recorded and created categories to best represent the responses cited by participants.

Multiple Response Questions

Some questions within the survey were presented as a multiple response format. For this type of question, each respondent is given the opportunity to select more than one response option. For this reason, the response percentages will typically sum to more than 100 and represent the percentage of individuals that mentioned a particular response.

A Note on the Tables

To present the data in the most accurate fashion, we display the results to the first decimal point in the tables and figures. For the purposes of discussion, however, conventional rounding rules are applied, with numbers that include 0.5 or higher rounded to the next highest whole number and numbers that include 0.4 or lower rounded to the next lowest whole number. Because of this rounding, the reader may notice that percentages in the discussion may not sum to 100 percent. Moreover, the decimal numbers shown in pie charts may vary somewhat from the decimal numbers shown in the tables due to software requirements that pie charts sum to exactly 100 percent. These disparities are confined to the first decimal place.

Length of Time in Business in Cerritos

Q1. To begin, how many years have you conducted business in Cerritos?

The first substantive question of the survey asked the respondents, in a close-end format, how many years they have conducted business in the City of Cerritos. As with the 1999 survey, this question was strategically positioned at the beginning of the questionnaire to serve as a screener question. If the respondent had indicated that they do not conduct business in Cerritos, then the interview would have been discontinued. This was to ensure that only members of the Cerritos business community would be given the opportunity to participate in this survey. The question also served an instrumental purpose in gathering demographic information on the Cerritos business community.

As shown in Figure 1, over 40 percent (42%) of businesses surveyed indicated that they have been conducting business in Cerritos for four years or less. Approximately 25 percent indicated that they have conducted business in Cerritos between five and nine years, followed by 22 percent that have conducted business in Cerritos for more than 14 years. Businesses that have been operating in Cerritos between 10 and 14 years comprised the smallest group with approximately 11 percent.

Figure 1. Years in Business in Cerritos

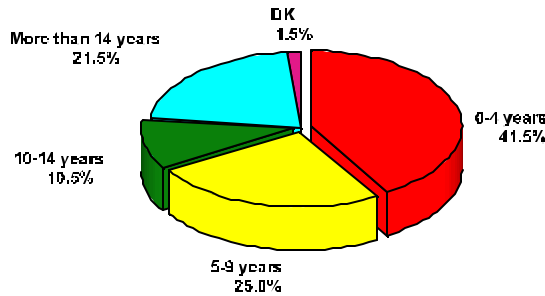


Table 7 presents the answers to Question 1 for both the 1999 and 2002 surveys. Overall, there appears to have been little change in the average tenure of business operations in the City of Cerritos. Statistically speaking, the proportion of businesses in each category remained unchanged between 1999 and 2002.

Table 7. 1999 vs. 2002: Years in Business in Cerritos

	1999	2002	99 to 02 Change
Sample Size	200	200	
0-4 years	40.0%	41.5%	1.5%
5-9 years	24.0%	25.0%	1.0%
10-14 years	12.0%	10.5%	-1.5%
More than 14 years	23.0%	21.5%	-1.5%
DK/NA	1.0%	1.5%	0.5%

Bolded results are significant at $p < 0.05$.

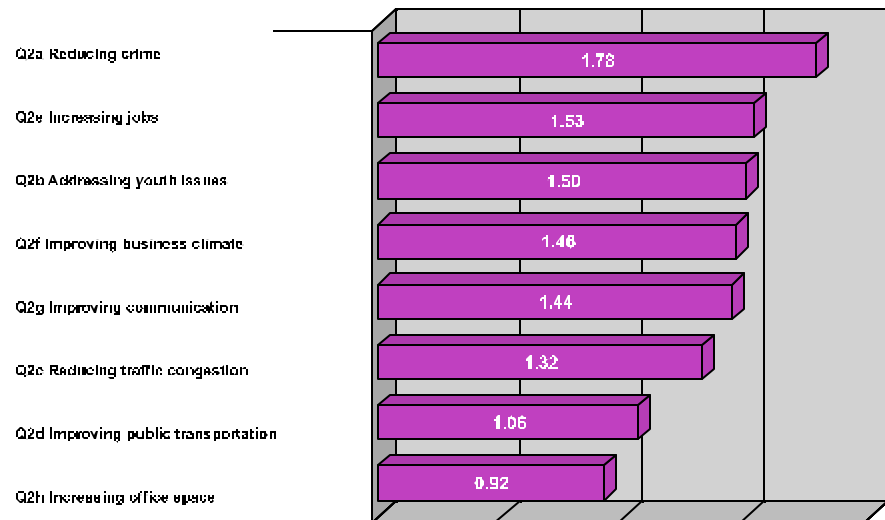
Issues of Importance

The second question of the survey presented respondents with a series of issues facing members of the business community in the City of Cerritos and asked the respondents to indicate the level of importance that they assign to each issue. The responses were coded according to the following scale: 'very important' = +2, 'somewhat important' = +1, 'not too important' = 0. The responses were then aggregated to form a mean which indicates the average level of importance assigned to the issue by participants in the study. For example, a mean of 1 indicates that, overall, respondents felt that the issue was 'somewhat important'. The value of this question is that it not only allows one to measure the importance of each issue to the business community, it also allows for direct comparisons and a ranking across issues.

Q2. Next, I'm going to read a list of issues. Please tell me if, as a member of the business community, you think each issue is 'very important', 'somewhat important', or 'not too important' for the City of Cerritos. Here's the (first/next) one: _____. Is this issue very important, somewhat important, or not too important?

Figure 2 presents the mean importance scores assigned to each issue by the business community in Cerritos. 'Reducing crime' was viewed as the most important issue (1.78), followed by 'Increasing jobs' (1.53), 'Addressing youth issues' (1.50), 'Improving the business climate in Cerritos' (1.46) and 'Improving city-business communication' (1.44). 'Reducing traffic congestion' (1.32), 'Improving public transportation in the City' (1.06) and 'Increasing the availability of office space in Cerritos' (0.92) were ranked as the least important of the issues tested. It is worth noting, however, that all of the issues tested as at least 'somewhat important', with the exception of 'Increasing the availability of office space in Cerritos'.

Figure 2. Importance of Local Issues



The wording and issues tested in Question 2 were identical in the 1999 survey. Table 8 presents the mean scores assigned to each issue for each year, as well as the difference between the mean scores in each survey. Once again, the results between the two surveys were quite similar -- so much so that none of the differences in the mean scores were statistically significant.

Table 8. 1999 vs. 2002: Importance of Local Issues

	1999	2002	99 to 02 Change
Q2a Reducing crime	1.75	1.78	0.03
Q2e Increasing jobs	1.53	1.53	-0.01
Q2b Addressing youth issues	1.46	1.50	0.03
Q2f Improving business climate	1.47	1.46	-0.01
Q2g Improving communication	1.35	1.44	0.08
Q2c Reducing traffic congestion	1.35	1.32	-0.02
Q2d Improving public transportation	0.96	1.06	0.10
Q2h Increasing office space	0.84	0.92	0.08

Bolded results are significant at $p < 0.05$.

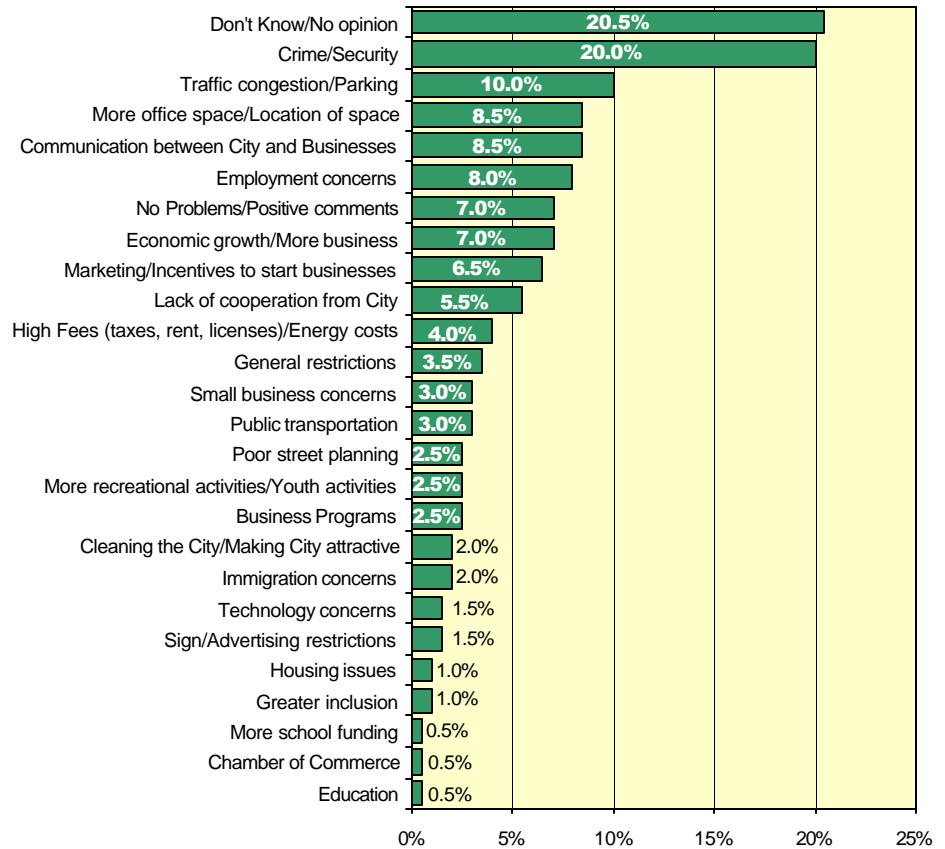
The interested reader can turn to Appendix B to examine how the importance scores assigned to each issue vary across subgroups of respondents.

Q3. What do you feel are the two most important issues facing the business community of Cerritos?

Whereas Question 2 asked respondents to indicate the importance of various issues facing the City of Cerritos in a closed-end format, Question 3 asked respondents to indicate what they felt were the two most important issues facing the *business community* in Cerritos in an *open-end* format. Asking the question in an open-ended manner allows respondents the freedom to mention any issue without being limited to those on a list. The interviewers were instructed to record up to the first two responses, so the percentages shown in Figure 3 reflect the percent of respondents that indicated a particular issue (and thus sum to greater than 100 percent). Issues that were mentioned by less than 0.5 percent of the sample were grouped into the 'Other' category.

As shown in Figure 3, the most common response when asked to indicate what they felt were the two most important issues facing the business community of Cerritos was 'Don't know/No opinion' (21%). Of the specific issues mentioned, the most common was 'Crime/Security' (20%), followed by 'Traffic congestion/Parking' (10%), 'More office space/Location of space' (9%), and 'Communication between the City and Businesses' (9%). When compared to the results found in 1999, it is worth noting that the top two specific issues remain public safety and traffic related. It is also worth noting that the issue of sign and advertising restrictions was mentioned less frequently in 2002 when compared to the previous study.

Figure 3. Most Important Issues Facing the City of Cerritos



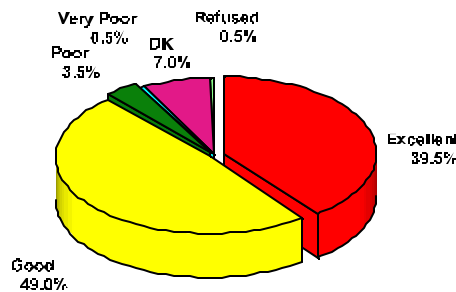
All of the respondents' verbatim comments can be reviewed in Appendix C. Although most of the category titles shown below are self-explanatory, several are somewhat ambiguous. To clarify: 'General Restrictions' indicates that the respondent mentioned restrictions placed on businesses by the City of Cerritos but did not specifically mention the sign policy; 'Greater Inclusion' indicates that the respondent referenced the diversity of the City and the need to better address this diversity; 'Marketing' refers to marketing/promoting the City.

Business Climate

Q4. How would you rate the business climate in Cerritos compared to other cities in the area? Would you say it is excellent, good, poor or very poor compared to other cities in the area?

Question 5 asked the respondents to rate the business climate in Cerritos compared to other cities in the area. As shown in Figure 4, almost all members of the business community who participated in the survey viewed the business climate in Cerritos favorably when compared to other cities in the area. Approximately 40 percent rated the business climate as ‘Excellent’, followed by 49 percent who rated the business climate as ‘Good’. Negative ratings of the business climate were confined to approximately four percent of respondents, overall.

Figure 4. Business Climate in Cerritos



When compared to the results found in the 1999 study, the 2002 survey indicates that the business community has grown more impressed with the business climate in the City of Cerritos in the past three years. The percentage of respondents who offered ‘Good’ as a response to Question 4 declined significantly (~12%), whereas the percentage of respondents who rated the business climate as ‘Excellent’ increased by nearly nine percent.

Table 9. 1999 vs. 2002: Business Climate in Cerritos

	1999	2002	99 to 02 Change
Sample Size	200	200	
Excellent	31.0%	39.5%	8.5%
Good	60.5%	49.0%	-11.5%
Poor	4.5%	3.5%	-1.0%
Very Poor	0.5%	0.5%	0.0%
DK	3.5%	7.0%	3.5%
Refused	0.0%	0.5%	0.5%

Bolded results are significant at $p < 0.05$.

The interested reader can turn to Appendix B to examine how ratings of the Cerritos business climate vary across different subgroups of respondents.

City Services

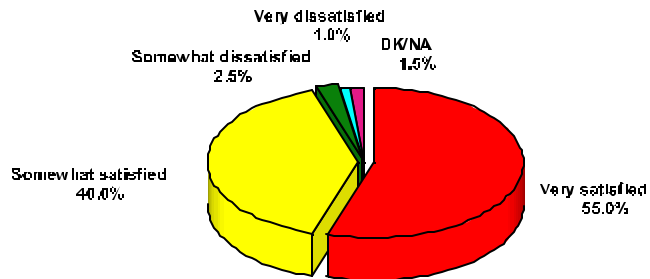
One of the primary objectives of the survey was to identify how the business community feels about the City's efforts to provide municipal services, as well as identify the specific service areas that represent the best candidates for service improvements according to preferences of the business community. Although the questions pertaining to services are spread throughout the survey, the results are all discussed in this section of the report.

Q5. As a member of the business community, are you generally satisfied or dissatisfied with the job the City of Cerritos is doing to provide city services?

Question 5 asked respondents to indicate whether, overall, they are satisfied or dissatisfied with the job the City of Cerritos is doing to provide city services. Because this question does not reference a specific program or facility and requests that the respondent consider the City's performance in general, the responses to the question can be viewed as a general performance rating for the City.

Figure 5 shows that, overall, the business community is remarkably satisfied with the City's efforts to provide municipal services. A combined 95 percent of respondents indicated that they were either 'very satisfied' or 'somewhat satisfied' with the City's overall performance. Less than four percent of respondents were dissatisfied with the City's efforts.

Figure 5. Satisfaction with the City of Cerritos' Provision of Services



Because of the importance of this question in measuring the business community's overall rating of the City's performance, it is worth providing some detail regarding how the performance rating varied across subgroups identified in the survey. Due to the statistical margins of error associated with analyzing the results for subgroups with small numbers of respondents, readers are instructed not to generalize the results for columns with less than 30 respondents.

Table 10 shows that satisfaction with the City's efforts to provide municipal services was strongly related to perceptions of the business climate in the City, in the expected way. The more positively a respondent viewed the business climate, the more likely they were to express that they were 'very satisfied' with the City's efforts to provide municipal services.

Table 10 also shows that household businesses were somewhat more satisfied with the City's efforts when compared to businesses that were not located in a home.

Table 10. Satisfaction with the Provision of Services by Business Climate and Household Business

	Overall	Business Climate				Household Business	
		Excellent	Good	Poor	Very Poor	Yes	No
Base	200	79	98	7	1	51	122
Very satisfied	110 55.0%	61 77.2%	44 44.9%	2 28.6%	- -	29 56.9%	63 51.6%
Somewhat satisfied	80 40.0%	16 20.3%	50 51.0%	2 28.6%	1 100.0%	21 41.2%	52 42.6%
Somewhat dissatisfied	5 2.5%	- -	3 3.1%	2 28.6%	- -	- -	4 3.3%
Very dissatisfied	2 1.0%	1 1.3%	- -	- -	- -	- -	1 0.8%
DK/NA	3 1.5%	1 1.3%	1 1.0%	1 14.3%	- -	1 2.0%	2 1.6%

Similar to the 1999 study, respondents who felt that the City's sign policy was 'too restrictive' were less likely to express that they were very satisfied with the City's efforts to provide municipal services when compared to respondents who felt that the sign policy is 'about right'. Despite this relationship, 95 percent of those who felt that the sign policy was 'too restrictive' nevertheless reported that they were 'very' or 'somewhat' satisfied with the City's efforts to provide municipal services.

Table 11. Satisfaction with the Provision of Services by Sign Policy Restrictions

	Overall	Sign Policy Restrictions			
		Too restrictive	About right	Not restrictive enough	No opinion
Base	200	47	60	5	85
Very satisfied	110 55.0%	27 57.4%	40 66.7%	3 60.0%	37 43.5%
Somewhat satisfied	80 40.0%	18 38.3%	19 31.7%	1 20.0%	42 49.4%
Somewhat dissatisfied	5 2.5%	- -	1 1.7%	- -	4 4.7%
Very dissatisfied	2 1.0%	1 2.1%	- -	- -	1 1.2%
DK/NA	3 1.5%	1 2.1%	- -	1 20.0%	1 1.2%

Satisfaction with the City’s efforts to communicate with businesses was also related to overall satisfaction with the City’s efforts to provide municipal services. As shown in Table12, the greater the level of satisfaction with the City’s efforts to communicate with businesses, the greater the likelihood that a respondent would report being ‘very satisfied’ with the City’s efforts to provide municipal services.

Table 12. Satisfaction with the Provision of Services by City-Business Communication

	City's Communication Efforts				
	Overall	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
Base	200	105	64	12	7
Very satisfied	110 55.0%	74 70.5%	25 39.1%	4 33.3%	3 42.9%
Somewhat satisfied	80 40.0%	30 28.6%	35 54.7%	6 50.0%	3 42.9%
Somewhat dissatisfied	5 2.5%	1 1.0%	3 4.7%	- -	- -
Very dissatisfied	2 1.0%	- -	- -	1 8.3%	1 14.3%
DK/NA	3 1.5%	- -	1 1.6%	1 8.3%	- -

Table 13. Satisfaction with the Provision of Services by Additional Office Space and Possible Relocation

	Overall	Additional Office Space		Possible Relocation	
		Yes	No	Yes	No
Base	200	30	66	27	159
Very satisfied	110 55.0%	14 46.7%	36 54.5%	9 33.3%	98 61.6%
Somewhat satisfied	80 40.0%	13 43.3%	27 40.9%	16 59.3%	56 35.2%
Somewhat dissatisfied	5 2.5%	- -	1 1.5%	- -	2 1.3%
Very dissatisfied	2 1.0%	1 3.3%	1 1.5%	1 3.7%	1 0.6%
DK/NA	3 1.5%	2 6.7%	1 1.5%	1 3.7%	2 1.3%

Table13 shows that although a need for additional office space to accommodate growth bears a modest correlation with overall satisfaction with the City’s performance, plans to relocate are strongly associated with overall satisfaction. Specifically, businesses that expect to need more office space to accommodate growth were somewhat less likely to express being ‘very satisfied’ with the City’s efforts to provide municipal services. However, businesses that

plan to relocate in the next year were much less likely than their counterparts to express being 'very satisfied' with the City's performance. Almost all of these businesses nevertheless reported that they were at least 'somewhat satisfied' with the City's efforts to provide municipal services, and more than half indicated that they intend to relocate within the City of Cerritos.

Finally, Table 14 presents the results for Question 5 from the 1999 and 2002 surveys in a comparative framework. Despite having very high satisfaction ratings in 1999, the most recent survey shows that expressed satisfaction was even higher in 2002 -- although the differences were not statistically significant.

Table 14. 1999 vs. 2002: Satisfaction with the City of Cerritos' Provision of Services

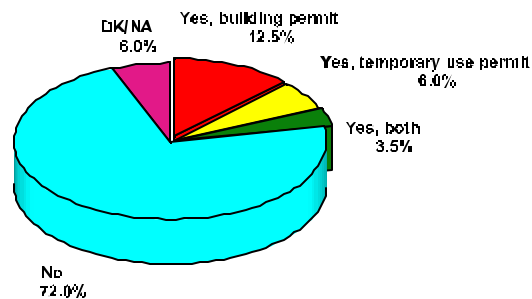
	1999	2002	99 to 02 Change
Sample Size	200	200	
Very satisfied	54.0%	55.0%	1.0%
Somewhat satisfied	37.5%	40.0%	2.5%
Somewhat dissatisfied	3.5%	2.5%	-1.0%
Very dissatisfied	0.5%	1.0%	0.5%
DK/NA	4.5%	1.5%	-3.0%

Bolded results are significant at $p < 0.05$.

Q5A. In the past year, has your business applied for a permit with the City of Cerritos, such as a building permit or a temporary use permit?

Respondents were next asked whether, in the past year, their business has applied for a permit -- such as a building or temporary use permit -- with the City of Cerritos. Overall, 72 percent of respondents indicated that their business did not apply for a permit with the City in the past year. Approximately 13 percent reported that they applied for a building permit, six percent applied for a temporary use permit, and almost four percent indicated that their business applied for both types of permits in the past year.

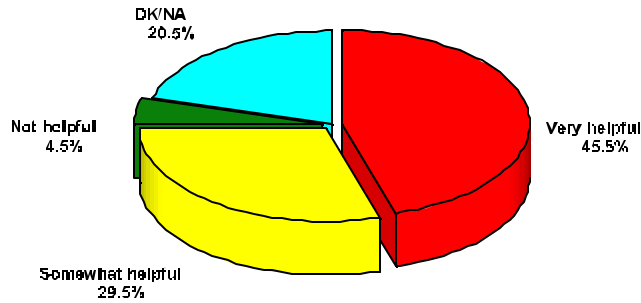
Figure 6. Apply for Permit in Past Year



Q5B. Overall, how helpful was the City staff during the permit process? Would you say they were very helpful, somewhat helpful, or not helpful?

For those respondents who indicated that their business had applied for a permit with the City during the past year, the survey next asked them to indicate how helpful City staff were during the permit process. As shown in Figure 7, 46 percent stated that staff were ‘very helpful’, 30 percent indicated that staff were ‘somewhat helpful’, and less than five percent stated that staff were ‘not helpful’. Approximately 21 percent were unsure or refused to answer the question.

Figure 7. Helpfulness of Staff During Permit Process



The next series of questions in the survey asked respondents to rank the importance of specific services offered by the City as well as their level of satisfaction with the City’s efforts to provide each of the services tested. In each case, respondents were first asked whether they think a service is ‘very important’, ‘somewhat important’ or ‘not too important’. The responses to these questions were coded according to the familiar importance scale (‘very important’ = +2, ‘somewhat important’ = +1, ‘not too important’ = 0). Respondents were next asked to identify their level of satisfaction with the City’s efforts to provide the service. Responses to this question were coded according to the following scale: ‘very satisfied’ = +2, ‘somewhat satisfied’ = +1, ‘somewhat dissatisfied’ = -1, ‘very dissatisfied’ = -2. The responses were then aggregated to form a mean score for importance and a mean score for satisfaction for each service tested. The following discussion presents the results by Department.

Sheriff’s Department and Fire Department

Q6. Next, I'm going to read you a list of services provided by the City of Cerritos to businesses. For each service I read, please tell me whether the service is very important, somewhat important, or not too important. Here's the (first/next) one: _____. As a member of the business community, do you think this service is very important, somewhat important, or not too important?

Figure 8 displays the mean importance scores assigned to each of the services provided by the Sheriff’s Department or through the Fire Department. Overall, members of the business community identified ‘Maintaining a low crime rate’ (1.91) as the most important service, followed by ‘Investigating criminal activity’ (1.81), ‘Providing fire protection and prevention services’ (1.76) and ‘Providing emergency medical services’ (1.75). All of the services tested received an average importance score of between ‘somewhat’ and ‘very’ important.

Figure 8. Importance of Sheriff’s Department and Fire Department Services

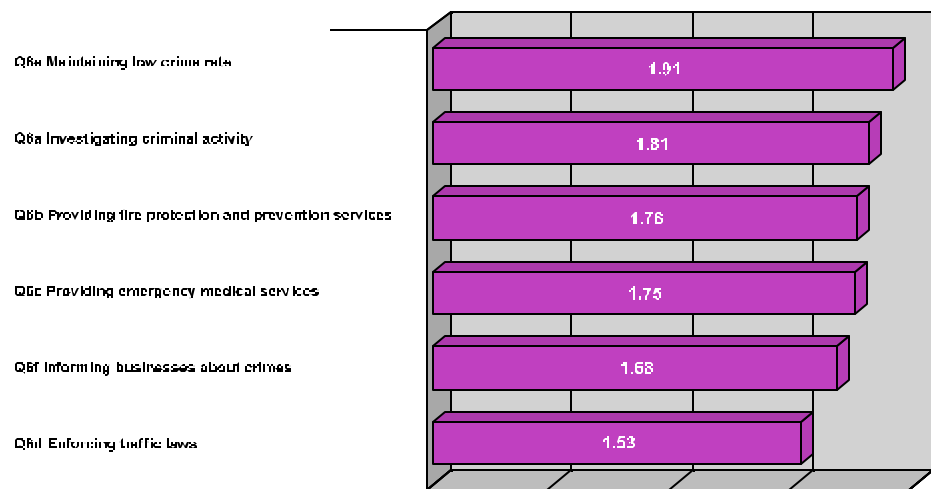


Table 15. 1999 vs. 2002: Importance of Sheriff’s Department and Fire Department Services

	1999	2002	99 to 02 Change
Q6e Maintaining low crime rate	1.92	1.91	-0.01
Q6a Investigating criminal activity	1.87	1.81	-0.06
Q6b Providing fire protection and prevention services	1.85	1.76	-0.09
Q6c Providing emergency medical services	1.78	1.75	-0.03
Q6f Informing businesses about crimes	1.67	1.68	0.01
Q6d Enforcing traffic laws	1.53	1.53	0.00

Bolded results are significant at $p < 0.05$.

Table 15 displays the mean importance scores assigned to each of the services tested in the 1999 and 2002 surveys. Only one of the services tested received a mean importance score that

was, statistically speaking, significantly different in 2002 than in 1999. 'Providing fire protection and prevention services' received a slightly lower importance rating in 2002 than it did in 1999.

Q7. For each of the following services I read, I'd like you to tell me whether you are satisfied or dissatisfied with the City's efforts to provide the service. As a member of the business community, would you say you are satisfied or dissatisfied with the City's efforts to _____?

Turning to the satisfaction component, Figure 9 shows that members of the business community were satisfied -- as opposed to dissatisfied -- with all of the services tested for the Sheriff's Department and Fire Department. Overall, respondents were most satisfied with the Sheriff's Department and/or Fire Department's efforts to 'Provide fire protection and prevention services' (1.65), followed by 'Provide emergency medical services' (1.55), 'Enforce traffic laws' (1.39) and 'Maintain a low crime rate' (1.38).

Figure 9. Satisfaction with Sheriff's Department and Fire Department Services

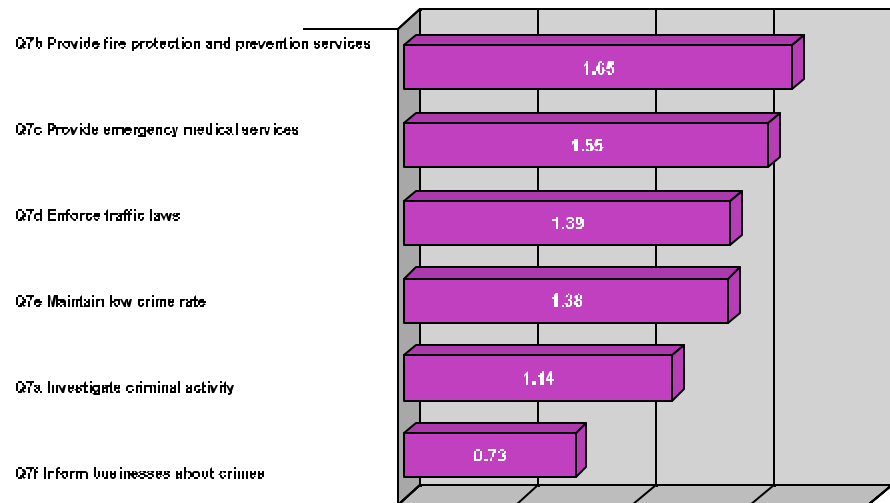


Table 16 presents the mean satisfaction scores assigned to each of the services tested for the Sheriff's Department and Fire Department in the 1999 and 2002 surveys. Statistically speaking, satisfaction improved between 1999 and 2002 for three of the services tested: 'Provide fire protection and prevention services', 'Provide emergency medical services', and 'Enforce traffic laws'. The satisfaction scores assigned to the remaining services were statistically indistinguishable between the two surveys.

Table 16. 1999 vs. 2002: Satisfaction with Sheriff's Department and Fire Department Services

	1999	2002	99 to 02 Change
Q7b Provide fire protection and prevention services	1.50	1.65	0.15
Q7c Provide emergency medical services	1.36	1.55	0.19
Q7d Enforce traffic laws	1.23	1.39	0.16
Q7e Maintain low crime rate	1.23	1.38	0.16
Q7a Investigate criminal activity	1.23	1.14	-0.08
Q7f Inform businesses about crimes	0.75	0.73	-0.01

Bolded results are significant at $p < 0.05$.

Having a measure of the importance of a service to each respondent as well as a measure of each respondent's satisfaction with the City's efforts to provide that service enables GRA to examine the relationship between these two dimensions and determine the areas where the City has the greatest opportunity, as well as the greatest need, to improve services. By dividing the mean satisfaction score by the mean importance score for each service tested, a ratio is obtained that describes the relationship between satisfaction and importance and is an indication of the level of satisfaction for a given level of importance. The higher the ratio for a given service, the less need the business community feels exists for current efforts to focus on addressing that service. Conversely, the lower the satisfaction-importance ratio, the greater the need for Cerritos to focus efforts on that particular service. The satisfaction-importance ratios are shown separately by Department throughout this report.

It is important to note that services which are identified as the best candidates for service improvement are not necessarily those that receive the lowest satisfaction scores. The idea is to base the target satisfaction level according to how important a service is to the business community. For example, services that are above average in importance should have satisfaction scores that are also above average. Services that are viewed as exceptionally important should have exceptionally high satisfaction scores.

*Satisfaction-Importance Ratios:
Sheriff's Department and Fire
Department.*

The satisfaction-importance ratios for the Sheriff's Department and Fire Department show that, within categories of importance, the business community in Cerritos sees the greatest need for improvement with respect to the City's efforts to 'Inform businesses about crimes in the City', followed by 'Investigate criminal activity' and 'Maintain a low crime rate'.

Table 17. Satisfaction-Importance Ratios for Sheriff's Department and Fire Department

	Satisfaction	Importance	Ratio
Inform businesses about crimes	0.73	1.68	0.44
Investigate criminal activity	1.14	1.81	0.63
Maintain low crime rate	1.38	1.91	0.73
Provide emergency medical services	1.55	1.75	0.89
Enforce traffic laws	1.39	1.53	0.91
Provide fire protection and prevention services	1.65	1.76	0.94

Table 18 displays the satisfaction-importance ratios calculated for the services provided by the Sheriff's Department or Fire Department tested in 1999 and 2002. Along with each year's ratio and the difference between the two years, the table shows the overall priority ranking among the ratios in 1999 and 2002. As was the case with the resident survey, the most striking finding -- one that is repeated for many of the services across Departments -- is that the ratios remained stable between 1999 and 2002. With respect to the services tested for the Sheriff's Department and Fire Department, the relative ranking also remained very similar between 1999 and 2002. The top three candidates for service improvement in both years were 'Inform businesses about crimes in the City', 'Investigate criminal activity' and 'Maintain a low crime rate'.

Table 18. 1999 vs. 2002: Satisfaction-Importance Ratios for Sheriff's Department and Fire Department

	1999 Ratio	2002 Ratio	99 to 02 Change	1999 Priority	2002 Priority
Inform businesses about crimes	0.45	0.44	-0.01	1	1
Investigate criminal activity	0.66	0.63	-0.02	3	2
Maintain low crime rate	0.64	0.73	0.09	2	3
Provide emergency medical services	0.76	0.89	0.12	4	4
Enforce traffic laws	0.80	0.91	0.11	5	5
Provide fire protection and prevention services	0.81	0.94	0.13	6	6

Community Development Department

Q6. Next, I'm going to read you a list of services provided by the City of Cerritos to businesses. For each service I read, please tell me whether the service is very important, somewhat important, or not too important. Here's the (first/next) one: _____. As a member of the business community, do you think this service is very important, somewhat important, or not too important?

The services provided by the Community Development Department were the next to be presented to respondents. Overall, the business community indicated that 'Promoting economic development' (1.72) was the most important of the services tested, followed by 'Providing building permit services' (1.52) and 'Promoting redevelopment' (1.46). All of the services tested received a mean importance score of between 'somewhat' and 'very' important.

Figure 10. Importance of Community Development Department Services

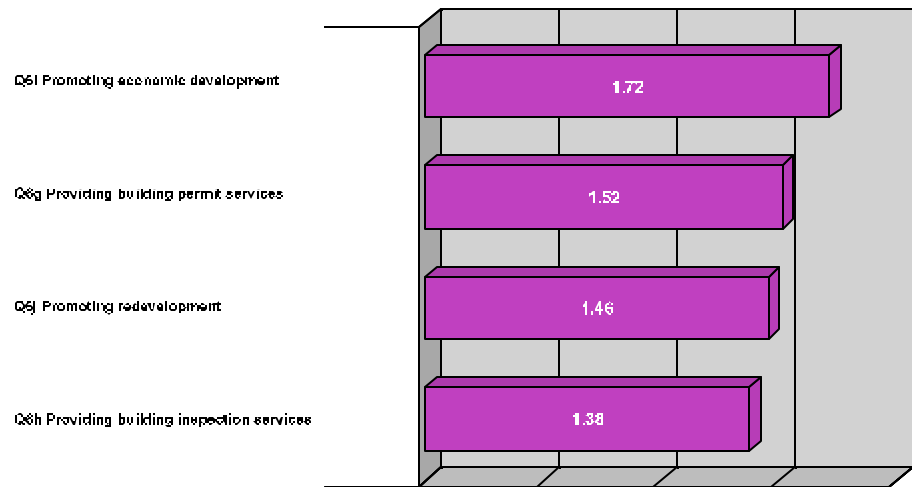


Table 19 displays the mean importance scores assigned to each of the Community Development Department's services tested in the 1999 and 2002 survey, as well as the difference between these scores. The mean scores remained quite stable between 1999 and 2002, with none of the differences being statistically significant.

Table 19. 1999 vs. 2002: Importance of Community Development Department Services

	1999	2002	99 to 02 Change
Q6i Promoting economic development	1.69	1.72	0.03
Q6g Providing building permit services	1.49	1.52	0.02
Q6j Promoting redevelopment	1.38	1.46	0.09
Q6h Providing building inspection services	1.42	1.38	-0.04

Bolded results are significant at $p < 0.05$.

Q7. For each of the following services I read, I'd like you to tell me whether you are satisfied or dissatisfied with the City's efforts to provide the service. As a member of the business community, would you say you are satisfied or dissatisfied with the City's efforts to _____?

For the same list of services, members of the business community were next asked to indicate their level of satisfaction with the City's efforts to provide the services. All of the services received a mean satisfaction score of at least 'somewhat satisfied'. Overall, the business community was most satisfied with the City's efforts to 'Promote economic development' (1.39) and 'Provide building inspection services' (1.39).

Figure 11. Satisfaction with Community Development Department Services

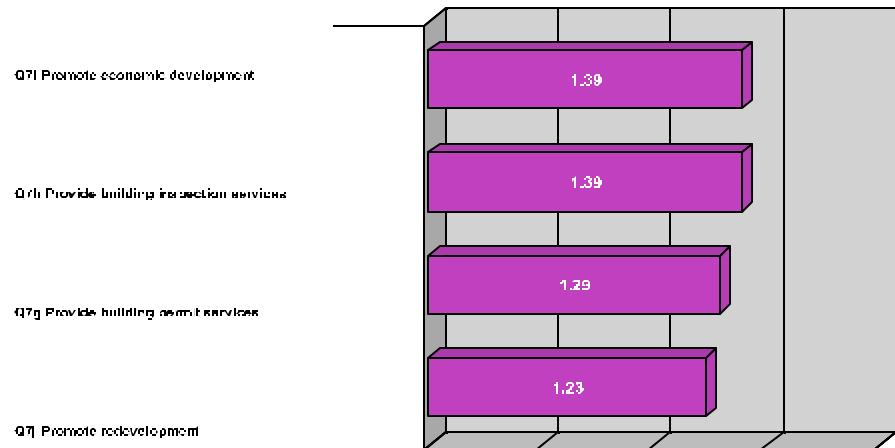


Table 20 shows that reported satisfaction with each of the services provided by the Community Development Department increased between 1999 and 2002. The changes were statistically significant for 'Promote economic development' and 'Provide building inspection services'.

Table 20. 1999 vs. 2002: Satisfaction with Community Development Department Services

	1999	2002	99 to 02 Change
Q7i Promote economic development	1.19	1.39	0.20
Q7h Provide building inspection services	1.15	1.39	0.25
Q7g Provide building permit services	1.16	1.29	0.13
Q7j Promote redevelopment	1.17	1.23	0.06

Bolded results are significant at $p < 0.05$.

*Satisfaction-Importance Ratios:
Community Development
Department.*

The satisfaction-importance ratios for the Community Development Department indicate that three of the four services are essentially tied for being the best candidates for service improvement: 'Promote economic development', 'Promote redevelopment' and 'Providing building permit services'.

Table 21. Satisfaction-Importance Ratios for Community Development Department Services

	Satisfaction	Importance	Ratio
Promote economic development	1.39	1.72	0.81
Promote redevelopment	1.23	1.46	0.84
Provide building permit services	1.29	1.52	0.85
Provide building inspection services	1.39	1.38	1.00

Table 22 displays the satisfaction-importance ratios for each of the Community Development Department services for the 1999 and 2002 surveys, the change in the ratios, as well as the priority ranking for each of the services tested. Only one of the services experienced a substantial change in the ratio between 1999 and 2002 -- 'Provide building inspection services'. Nevertheless, small changes in the ratios did result in substantial changes in the priority ranking. The only service that did not change priority rankings between 1999 and 2002 was the top priority: 'Promote economic development'.

Table 22. 1999 vs. 2002: Satisfaction-Importance Ratios for Community Development Department Services

	1999 Ratio	2002 Ratio	99 to 02 Change	1999 Priority	2002 Priority
Promote economic development	0.70	0.81	0.11	1	1
Promote redevelopment	0.85	0.84	-0.01	4	2
Provide building permit services	0.78	0.85	0.08	2	3
Provide building inspection services	0.81	1.00	0.20	3	4

Public Works Department

Q8. Now I'm going to read you a second list of services provided by the City of Cerritos to businesses. For each service I read, please tell me whether the service is very important, somewhat important, or not too important. Here's the (first/next) one: _____. As a member of the business community, do you think this service is very important, somewhat important, or not too important?

Respondents were next presented with eight services provided by the Public Works Department. When asked to rate the importance of each service, the business community indicated that 'Maintaining streets and roads' (1.85) was the most important service, followed by 'Maintaining public buildings' (1.74), 'Coordinating traffic signals' (1.68) and 'Street sweeping' (1.63). All of the services tested received an importance rating of between 'somewhat' and 'very' important.

Figure 12. Importance of Public Works Services

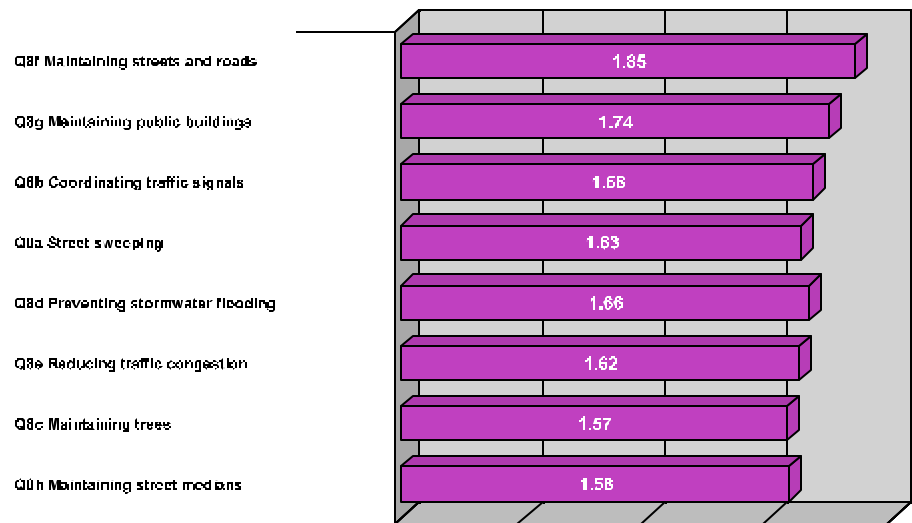


Table 23 shows the mean importance scores assigned to each of the services tested for the Public Works Department in 1999 and 2002, as well as the change between the two surveys. Only one service -- Maintaining trees -- received a mean importance score that was significantly different (lower) in 2002 than in 1999.

Table 23. 1999 vs. 2002: Importance of Public Works Services

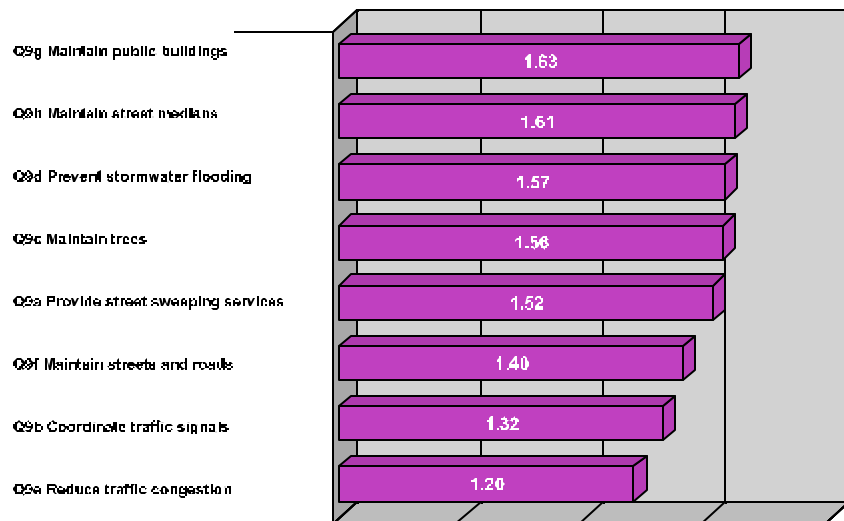
	1999	2002	99 to 02 Change
Q8f Maintaining streets and roads	1.80	1.85	0.04
Q8g Maintaining public buildings	1.65	1.74	0.08
Q8b Coordinating traffic signals	1.62	1.68	0.06
Q8d Preventing stormwater flooding	1.59	1.67	0.08
Q8a Street sweeping	1.63	1.63	0.00
Q8e Reducing traffic congestion	1.66	1.62	-0.04
Q8h Maintaining street medians	1.59	1.58	-0.02
Q8c Maintaining trees	1.77	1.57	-0.19

Bolded results are significant at $p < 0.05$.

Q9. For each of the following services I read, I'd like you to tell me whether you are satisfied or dissatisfied with the City's efforts to provide the service. As a member of the business community, would you say you are satisfied or dissatisfied with the City's efforts to _____?

Having measured the importance respondents' assigned to each service, the survey next measured their level of satisfaction with each of the services provided by the Public Works Department. All of the services tested received a satisfaction score of at least 'somewhat' satisfied, although respondents were especially satisfied with the Department's efforts to 'Maintain public buildings' (1.63), 'Maintain street medians' (1.61), 'Prevent stormwater flooding' (1.57) and 'Maintain trees' (1.56).

Figure 13. Satisfaction with Public Works Services



When compared to the satisfaction scores assigned to the services provided by the Public Works Department in the 1999 study, the 2002 survey indicates that overall satisfaction has increased significantly for five of the eight services tested. As shown in Table 24, the increase in satisfaction was most pronounced for 'Provide street sweeping services' and 'Maintain trees'.

Table 24. 1999 vs. 2002: Satisfaction with Public Works Services

	1999	2002	99 to 02 Change
Q9g Maintain public buildings	1.36	1.63	0.28
Q9h Maintain street medians	1.35	1.61	0.27
Q9d Prevent stormwater flooding	1.37	1.57	0.20
Q9c Maintain trees	1.04	1.56	0.52
Q9a Provide street sweeping services	0.87	1.52	0.65
Q9f Maintain streets and roads	1.24	1.40	0.16
Q9b Coordinate traffic signals	1.39	1.32	-0.07
Q9e Reduce traffic congestion	1.22	1.20	-0.02

Bolded results are significant at $p < 0.05$.

*Satisfaction-Importance Ratios:
Public Works Department.*

The satisfaction-importance ratios for the Public Works Department indicate that three services, in particular, represent the best candidates for service improvements: 'Reduce traffic congestion', 'Maintain streets and roads' and 'Coordinate traffic signals'.

Table 25. Satisfaction-Importance Ratios for Public Works Services

	Satisfaction	Importance	Ratio
Reduce traffic congestion	1.20	1.62	0.74
Maintain streets and roads	1.40	1.85	0.76
Coordinate traffic signals	1.32	1.68	0.79
Provide street sweeping services	1.52	1.63	0.93
Maintain public buildings	1.63	1.74	0.94
Prevent stormwater flooding	1.57	1.67	0.94
Maintain trees	1.56	1.57	0.99
Maintain street medians	1.61	1.58	1.02

Table 26 displays the satisfaction-importance ratios for each of the Public Works Department services for the 1999 and 2002 surveys, the change in the ratios, as well as the priority ranking for each of the services tested. Because of the large changes in the levels of satisfac-

tion with select services, the ratios for some services are significantly higher in 2002 when compared to the 1999 ratios. For example, the business community expressed much higher levels of satisfaction with the Department's efforts to 'Maintain trees' and 'Provide street sweeping services' in 2002, which has the effect of increasing the ratio for these services. Accordingly, the priority ranking for the services shifted dramatically between 1999 and 2002. The top three candidates for service improvement in 2002 were 'Reduce traffic congestion', 'Maintain streets and roads', and 'Coordinate traffic signals'.

Table 26. 1999 vs. 2002: Satisfaction-Importance Ratios for Public Works Services

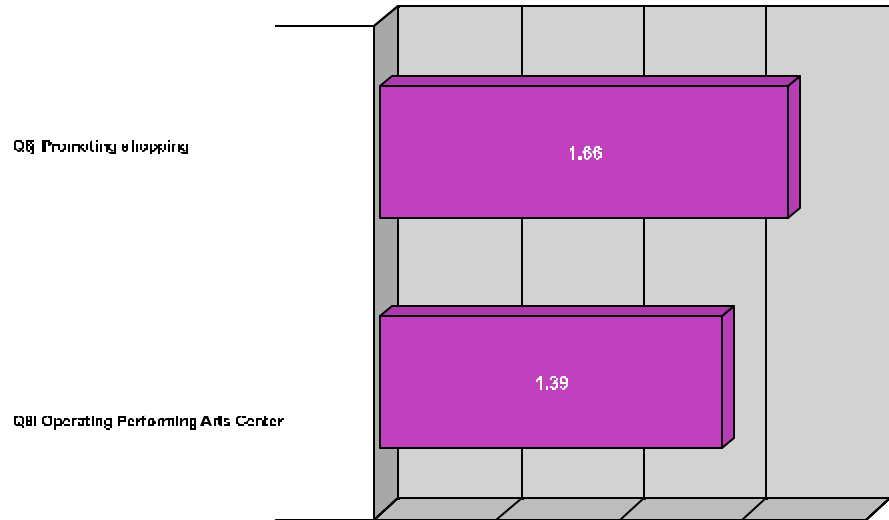
	1999 Ratio	2002 Ratio	99 to 02 Change	1999 Priority	2002 Priority
Reduce traffic congestion	0.73	0.74	0.00	4	1
Maintain streets and roads	0.69	0.76	0.07	3	2
Coordinate traffic signals	0.86	0.79	-0.07	7	3
Provide street sweeping services	0.53	0.93	0.40	1	4
Maintain public buildings	0.82	0.94	0.12	5	5
Prevent stormwater flooding	0.86	0.94	0.08	8	6
Maintain trees	0.59	0.99	0.41	2	7
Maintain street medians	0.84	1.02	0.18	6	8

Administrative Services Department & Theatre Department

Q8. Now I'm going to read you a second list of services provided by the City of Cerritos to businesses. For each service I read, please tell me whether the service is very important, somewhat important, or not too important. Here's the (first/next) one: _____. As a member of the business community, do you think this service is very important, somewhat important, or not too important?

The final two services tested in this series were 'Promoting shopping in Cerritos' -- which is managed by the Administrative Services Department -- and 'Operating the Performing Arts Center' -- which is managed by the Theatre Department. Although both services received a mean importance score of greater than 'somewhat' important, the business community ranked 'Promoting shopping in Cerritos' (1.66) as the most important of the two services (see Figure 14).

Figure 14. Importance of Administrative Services Department and Theatre Department Services



Both of the services tested received higher importance scores in 2002 than in 1999, although the increase was statistically significant only for ‘Promoting shopping in Cerritos’.

Table 27. 1999 vs. 2002: Importance of Administrative Services Department and Theatre Department Services

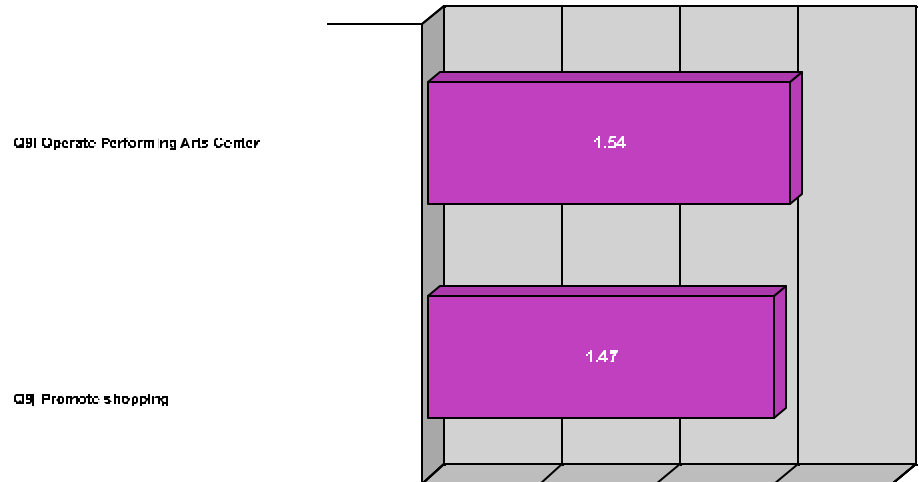
	1999	2002	99 to 02 Change
Q8i Operating Performing Arts Center	1.29	1.39	0.10
Q8j Promoting shopping	1.49	1.67	0.17

Bolded results are significant at $p < 0.05$.

Q9. For each of the following services I read, I'd like you to tell me whether you are satisfied or dissatisfied with the City's efforts to provide the service. As a member of the business community, would you say you are satisfied or dissatisfied with the City's efforts to _____?

Turning to satisfaction with the Departments’ efforts to provide the services (see Figure15), both services received comparatively high satisfaction scores. Overall, the business community was somewhat more satisfied with efforts to ‘Operate the Performing Arts Center’ (1.54) when compared to ‘Promote shopping in Cerritos’ (1.47).

Figure 15. Satisfaction with Administrative Services Department and Theatre Department Services



In addition to assigning a higher importance to both services tested in this section, the business community also expressed higher levels of satisfaction with the Departments' efforts to provide the services in 2002. As shown in Table 28, the business community expressed levels of satisfaction that were significantly higher in 2002 when compared to the comparable scores in the 1999 survey.

Table 28. 1999 vs. 2002: Satisfaction with Administrative Services Department and Theatre Department Services

	1999	2002	99 to 02 Change
Q9i Operate Performing Arts Center	1.32	1.54	0.22
Q9j Promote shopping	1.30	1.47	0.16

Bolded results are significant at $p < 0.05$.

*Satisfaction-Importance Ratios:
Administrative Services Department
and Theatre Department.*

Examining the satisfaction-importance ratios for the two services indicates that the business community identified 'Promote shopping in Cerritos' as the leading candidate for service improvements among the two services tested in this section.

Table 29. Satisfaction-Importance Ratios for Administrative Services Department and Theatre Department Services

	Satisfaction	Importance	Ratio
Promote shopping	1.47	1.67	0.88
Operate Performing Arts Center	1.54	1.39	1.11

Finally, Table 30 displays the satisfaction-importance ratios for the Administrative Services Department and Theatre Department services tested in the 1999 and 2002 surveys, the change in the ratios, as well as the priority ranking for each of the services tested. Although the satisfaction scores increased between the two studies, so too did the importance scores assigned to the respective services. This yields satisfaction-importance ratios that are quite similar between the two studies. The priority ranking remained the same between 1999 and 2002 as well.

Table 30. 1999 vs. 2002: Satisfaction-Importance Ratios for Administrative Services Department and Theatre Department Services

	1999 Ratio	2002 Ratio	99 to 02 Change	1999 Priority	2002 Priority
Promote shopping	0.87	0.88	0.01	1	1
Operate Performing Arts Center	1.02	1.11	0.09	2	2

Comparison of Satisfaction-Importance Ratios for All Services

So far in this section we have analyzed the results within the respective Departments or service areas to provide Departments with a sense of how the business community perceives their respective services. Because the services were tested on the same importance and satisfaction scales across Departments, however, we can also pool the satisfaction-importance ratios for all services and Departments tested in the survey to provide a priority ranking across Departments and service areas.

Table 31 shows the 1999 and 2002 ratios for all services tested in the survey, as well as their respective priority ranking for each year. It is worth noting that the top candidate for service improvement in 2002 was the same in 1999: 'Inform businesses about crimes in the City'. Beyond this service, however, the priority ranking has changed substantially since 1999. For example, 'Provide street sweeping services' and 'Maintain trees' were identified as the second and third priorities overall in the 1999 study. The higher levels of satisfaction expressed by

the business community for these services has pushed the priority rankings for these services to 13th and 17th, respectively, in 2002.

As was the case with the resident survey, the top candidates for service improvement identified by the business community were public safety services -- such as investigating criminal activity -- and services that address traffic issues -- such as reducing traffic congestion and coordinating traffic signals.

Table 31. Satisfaction-Importance Ratios for All Services

	Department	1999 Ratio	2002 Ratio	99 to 02 Change	1999 Priority	2002 Priority
Inform businesses about crimes	Sheriff/Fire	0.45	0.44	-0.01	1	1
Investigate criminal activity	Sheriff/Fire	0.66	0.63	-0.02	5	2
Maintain low crime rate	Sheriff/Fire	0.64	0.73	0.09	4	3
Reduce traffic congestion	Public Works	0.73	0.74	0.00	8	4
Maintain streets and roads	Public Works	0.69	0.76	0.07	6	5
Coordinate traffic signals	Public Works	0.86	0.79	-0.07	17	6
Promote economic development	Comm. Develop.	0.70	0.81	0.11	7	7
Promote redevelopment	Comm. Develop.	0.85	0.84	-0.01	16	8
Provide building permit services	Comm. Develop.	0.78	0.85	0.08	10	9
Promote shopping	Admin./Theatre	0.87	0.88	0.01	19	10
Provide emergency medical services	Sheriff/Fire	0.76	0.89	0.12	9	11
Enforce traffic laws	Sheriff/Fire	0.80	0.91	0.11	11	12
Provide street sweeping services	Public Works	0.53	0.93	0.40	2	13
Provide fire protection and prevention services	Sheriff/Fire	0.81	0.94	0.13	13	14
Maintain public buildings	Public Works	0.82	0.94	0.12	14	15
Prevent stormwater flooding	Public Works	0.86	0.94	0.08	18	16
Maintain trees	Public Works	0.59	0.99	0.41	3	17
Provide building inspection services	Comm. Develop.	0.81	1.00	0.20	12	18
Maintain street medians	Public Works	0.84	1.02	0.18	15	19
Operate Performing Arts Center	Admin./Theatre	1.02	1.11	0.09	20	20

City Policies

The majority of the survey was dedicated to examining respondents' opinions about the provision of services in the City. In addition to these service oriented questions, however, the survey also asked several questions pertaining to policy issues.

Q10. Overall, would you say that the current sign policy is too restrictive, about right, not restrictive enough, or do you not have an opinion?

The first policy question addressed the City's sign policy and asked if the respondent felt it was too restrictive, about right, or not restrictive enough. The most common response to this question was 'No opinion' (43%). Thirty percent of respondents indicated that it was 'about right', followed by nearly one-quarter (24%) that felt it was 'too restrictive' and three percent that felt it was 'Not restrictive enough'.

Figure 16. Restrictiveness of Sign Policy

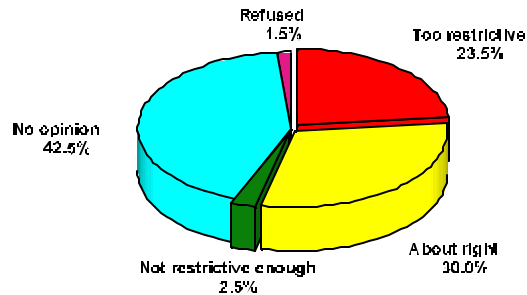


Table 32 shows that attitudes about the City's sign policy have changed significantly since the 1999 survey. A significantly smaller percentage (~16%) of respondents stated that the policy was 'too restrictive' in 2002. This was accompanied by a significant increase of 12 percent of respondents who did not have an opinion about the sign policy.

Table 32. 1999 vs. 2002: Restrictiveness of 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%

Bolded results are significant at $p < 0.05$.

Q11. How about the enforcement of the sign policy by City officials. Do you think the policy is enforced in a fair or unfair manner?

Whereas Question 10 probed respondents about the restrictiveness of the sign policy, Question 11 asked respondents whether they think the sign policy is being *enforced* in a fair or unfair manner. Overall, most respondents stated that the sign policy was being enforced in a fair manner (25% ‘very fair’, 32% ‘somewhat fair’). Less than 15 percent stated that enforcement of the sign policy was conducted in an unfair manner (11% ‘somewhat unfair’, 4% ‘very unfair’). More than one quarter (26%) did not have an opinion about the enforcement of the sign policy.

Figure 17. Enforcement of Sign Policy

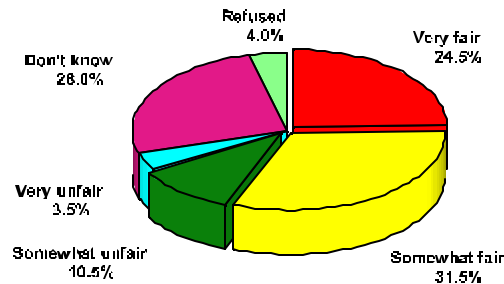


Table 33 displays how attitudes about the enforcement of the sign policy in Cerritos changed between 1999 and 2002. Although each response did receive a slightly different percentage of respondents in 2002, the differences were statistically significant for just two of the responses. The percentage of respondents who stated that the enforcement of the sign policy was ‘very unfair’ declined by six percent, and the percent of respondents who refused to answer the question increased by approximately four percent.

Table 33. 1999 vs. 2002: Enforcement of Sign Policy

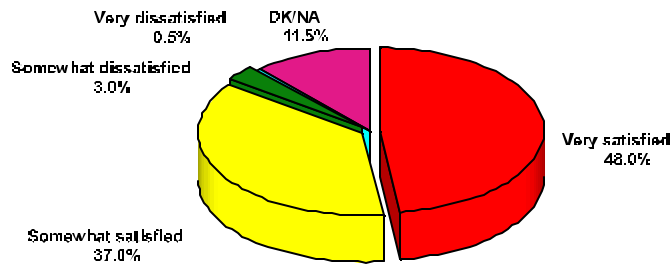
	1999	2002	99 to 02 Change
Sample Size	200	200	
Very fair	21.5%	24.5%	3.0%
Somewhat fair	26.5%	31.5%	5.0%
Somewhat unfair	8.5%	10.5%	2.0%
Very unfair	9.5%	3.5%	-6.0%
Don't know	33.5%	26.0%	-7.5%
Refused	0.5%	4.0%	3.5%

Bolded results are significant at $p < 0.05$.

Q12. As a member of the business community, would you say that you are satisfied or dissatisfied with the way the City has promoted the Performing Arts Center?

Respondents were next asked whether, as a member of the business community, they were satisfied or dissatisfied with the way the City of Cerritos has promoted the Performing Arts Center. Figure 18 shows that the overwhelming majority of the business community was satisfied with the City’s efforts to promote the Center (48% ‘very satisfied’, 37% ‘somewhat satisfied’). Dissatisfaction with the City’s promotion of the Center was confined to less than four percent of respondents, overall.

Figure 18. Satisfaction with Promotion of Performing Arts Center



When compared to the responses to Question 12 in 1999, the percentage of respondents that indicated they were ‘very satisfied’ increased by six percentage points, although this difference was not statistically significant.

Table 34. 1999 vs. 2002: Satisfaction with Promotion of Performing Arts Center

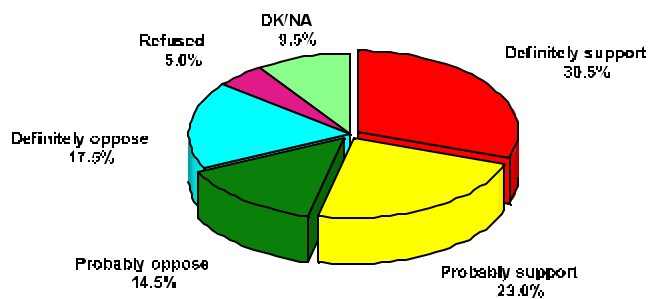
	1999	2002	99 to 02 Change
Sample Size	200	200	
Very satisfied	42.0%	48.0%	6.0%
Somewhat satisfied	38.0%	37.0%	-1.0%
Somewhat dissatisfied	1.5%	3.0%	1.5%
Very dissatisfied	2.0%	0.5%	-1.5%
DK/NA	16.5%	11.5%	-5.0%

Bolded results are significant at $p < 0.05$.

Q13. As a member of the business community, would you support the development of a rapid transit system that would service the City of Cerritos, such as a monorail?

The second policy area addressed in the survey concerned respondents' support for the development of a rapid transit system -- such as a monorail -- that would service the City of Cerritos. Overall, a majority of respondents indicated that they would support the system (31% 'definitely support', 23% 'probably support'). About one-third of respondents stated that they would oppose the development of a rapid transit system (18% 'definitely oppose', 15% 'probably oppose'), whereas 15 percent of respondents did not know or declined to state their position.

Figure 19. Support for Development of a Rapid Transit System



The identical question was asked of the business community in 1999, and as shown in Table 35 the 2002 responses were statistically the same with the exception of a five percent increase in the number of respondents who refused to answer the question.

Table 35. 1999 vs. 2002: Support for Development of a Rapid Transit System

	1999	2002	99 to 02 Change
Sample Size	200	200	
Definitely support	27.0%	30.5%	3.5%
Probably support	27.0%	23.0%	-4.0%
Probably oppose	18.0%	14.5%	-3.5%
Definitely oppose	21.0%	17.5%	-3.5%
Refused	0.0%	5.0%	5.0%
DK/NA	7.0%	9.5%	2.5%

Bolded results are significant at $p < 0.05$.

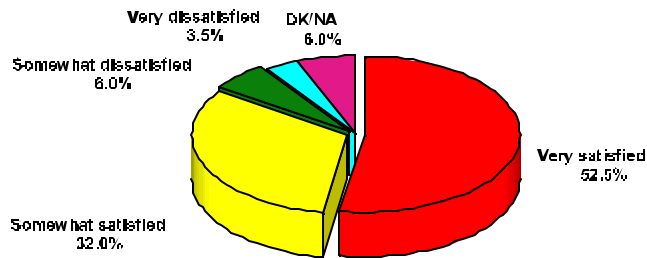
Communications and Technology

The survey next queried respondents about a host of communication and technology issues in order to better understand how businesses obtain information about City events and programs, their use of computer technology and the Internet, as well as their interest in upgrading their current Internet Service Provider.

Q14. Are you satisfied with the City's efforts to communicate with Cerritos businesses through newsletters, the City's Website, and other means?

Question 14 asked respondents whether they were generally satisfied or dissatisfied with the City's efforts to communicate with businesses through newsletters, the City's website, and other means. The vast majority of respondents indicated that they were either 'very satisfied' (53%) or 'somewhat satisfied' (32%) with the City's efforts in this area. Less than 10 percent of respondents stated that they were dissatisfied (4% 'very dissatisfied', 6% 'somewhat dissatisfied').

Figure 20. Satisfaction with City-Business Communication



One of the largest changes between the 1999 and 2002 surveys was found with respect to the business community's satisfaction with the City's efforts to communicate with businesses. As shown in Table 36, the percentage of respondents who indicated that they were 'very satisfied' with the City's efforts to communicate with businesses increased by approximately 21 percent, which represents a statistically significant change. Although the 'somewhat satisfied' group also declined by a significant percentage (15%), this was because of the large increase in the 'very satisfied' group.

Table 36. 1999 vs. 2002: Satisfaction with City-Business Communication

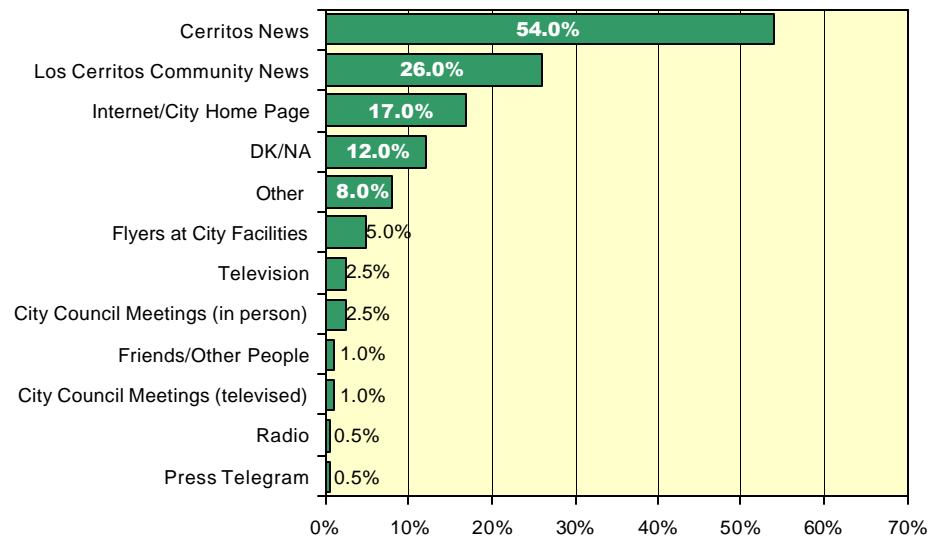
	1999	2002	99 to 02 Change
Sample Size	200	200	
Very satisfied	32.0%	52.5%	20.5%
Somewhat satisfied	47.0%	32.0%	-15.0%
Somewhat dissatisfied	9.5%	6.0%	-3.5%
Very dissatisfied	4.0%	3.5%	-0.5%
DK/NA	7.5%	6.0%	-1.5%

Bolded results are significant at $p < 0.05$.

Q15. What information sources does your business use to find out about City news, information and programming?

Question 15 asked respondents in an open-ended format to name the information sources their business uses to find out about City news, information and programming. Interviewers were instructed to record up to two answers from each respondent. Thus, the percentages shown are the percentage of respondents who mentioned the source, not the percentage of total sources mentioned. The *Cerritos News* was mentioned by more than half of the respondents (54%), followed by the *Los Cerritos Community News* (26%) and the Internet/City’s home page (17%).

Figure 21. Information Sources for Local News, Information and Programming



One of the largest changes between the 1999 and 2002 studies with respect to City-business communication was the apparent dramatic decrease in the percentage of respondents who indicated that they ‘Don’t Know’ where they receive information about City events and pro-

gramming. This was a multiple response question, where interviewers were instructed to record up to the first two responses. In the 1999 study, almost 62% of respondents responded with ‘Don’t know’ as one of their first two responses. During the 2002 study, however, these ‘Don’t know’ responses were not included in the analysis if the ‘Don’t know’ response was received after the respondent already mentioned a source at the first opportunity. To directly compare the results, GRA recoded the 1999 data, eliminating the ‘Don’t know’ responses if they were received after the respondent provided a source at the first opportunity. The results are shown in Table 37. When the data was adjusted to account for the difference in data collection protocols, the percentage of respondents who did not know of a single source of information did not significantly change between 1999 and 2002. The only statistically significant changes occurred with respect to *The Press Telegram* and *The Los Angeles Times*, both of which received fewer mentions in 2002 than in 1999.

Table 37. 1999 vs. 2002: Information Sources for Local News, Information and Programming

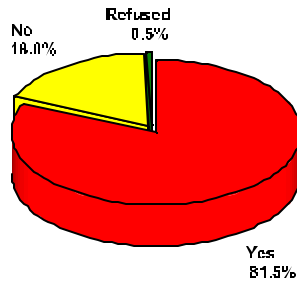
	1999	2002	99 to 02 Change
Sample Size	200	200	
Cerritos News	53.5%	54.0%	0.5%
Los Cerritos Community News	25.0%	26.0%	1.0%
Internet/City Home Page	13.0%	17.0%	4.0%
DK/NA	13.0%	12.0%	-1.0%
Other	8.5%	8.0%	-0.5%
Flyers at City Facilities	4.5%	5.0%	0.5%
Television	4.0%	2.5%	-1.5%
City Council Meetings (in person)	2.5%	2.5%	0.0%
Friends/Other People	1.5%	1.0%	-0.5%
City Council Meetings (televised)	2.0%	1.0%	-1.0%
Radio	0.5%	0.5%	0.0%
Press Telegram	4.5%	0.5%	-4.0%
Los Angeles Times	3.0%	0.0%	-3.0%

Bolded results are significant at $p < 0.05$.

Q17A. Do you have a personal computer at your business?

The next series of questions dealt directly with the businesses' use of technology. When asked whether they operate a personal computer at their business, 82 percent of respondents stated they do indeed use computers at work.

Figure 22. Computer at Business



Although the percentage of respondents who reported using a computer at work increased by almost six percent between the 1999 and 2002 studies, this change was not statistically significant.

Table 38. 1999 vs. 2002: Computer at Business

	1999	2002	99 to 02 Change
Sample Size	200	200	
Yes	76.0%	81.5%	5.5%
No	24.0%	18.0%	-6.0%
Refused	0.0%	0.5%	0.5%
DK/NA	0.0%	0.0%	0.0%

Bolded results are significant at $p < 0.05$.

Q17B. Do you have access to the Internet at your business?

Respondents who indicated that they have a personal computer at their workplace were next asked if they have access to the Internet at their business. Overall, 80 percent of respondents reported that they do have access to the Internet at their business.

Figure 23. Internet Access at Business

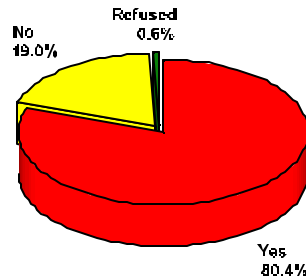


Table 39 shows that the percentage of respondents with computers at work that also have access to the Internet did not change in a statistically significant way between the 1999 and 2002 studies.

Table 39. 1999 vs. 2002: 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%

Bolded results are significant at $p < 0.05$.

Q17C. What Internet service provider do you subscribe to at your business?

Those respondents who indicated that they have access to the Internet at their business were subsequently asked to name their Internet provider. Each response was recorded verbatim rather than being assigned a code in advance so that as many providers as were mentioned may be included in our results. Note, however, that if a provider was named by less than 0.5 percent of the respondents, the provider was grouped into the 'Other' category. The largest percentage (33%) of Cerritos businesses access the Internet via America Online (AOL), followed by Verizon (11%), Earthlink (7%) and MSN (6%). It is worth noting that approximately 18 percent of respondents did not know who serves as the ISP for their business, and 13 percent mentioned an ISP that was not mentioned by at least 0.5 percent of the total sample.

Figure 24. Internet Provider

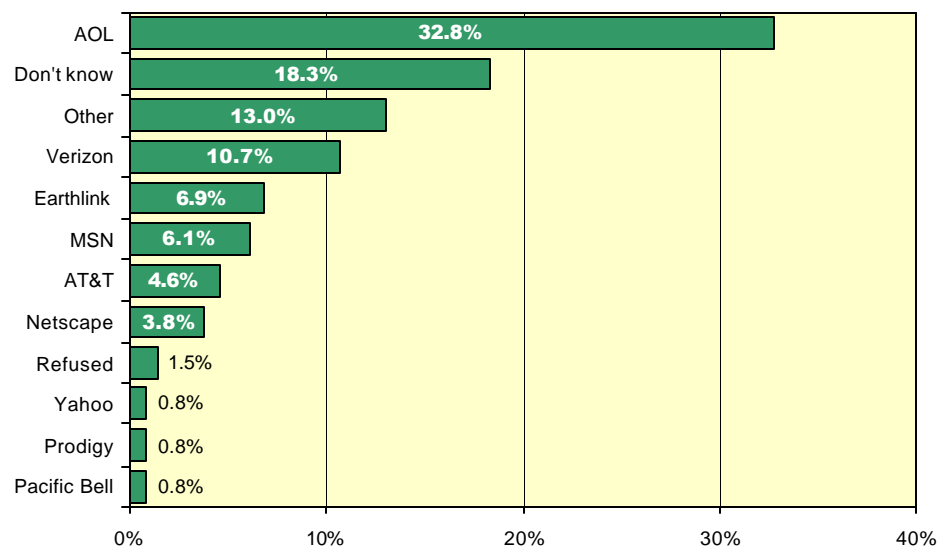


Table 40. 1999 vs. 2002: Internet Provider

	1999	2002	99 to 02 Change
Sample Size	125	131	
AOL	34.4%	32.8%	-1.6%
Don't know	11.2%	18.3%	7.1%
Other	16.8%	13.0%	-3.8%
Verizon/GTE	1.6%	10.7%	9.1%
Earthlink	12.8%	6.9%	-5.9%
MSN	6.4%	6.1%	-0.3%
AT&T	4.0%	4.6%	0.6%
Netscape	3.2%	3.8%	0.6%
Refused	0.8%	1.5%	0.7%
Pacific Bell	1.6%	0.8%	-0.8%
Prodigy	1.6%	0.8%	-0.8%
Yahoo	0.0%	0.8%	0.8%
Internet Explorer	1.6%	0.0%	-1.6%
Mindspring	2.4%	0.0%	-2.4%
Netcom	1.6%	0.0%	-1.6%

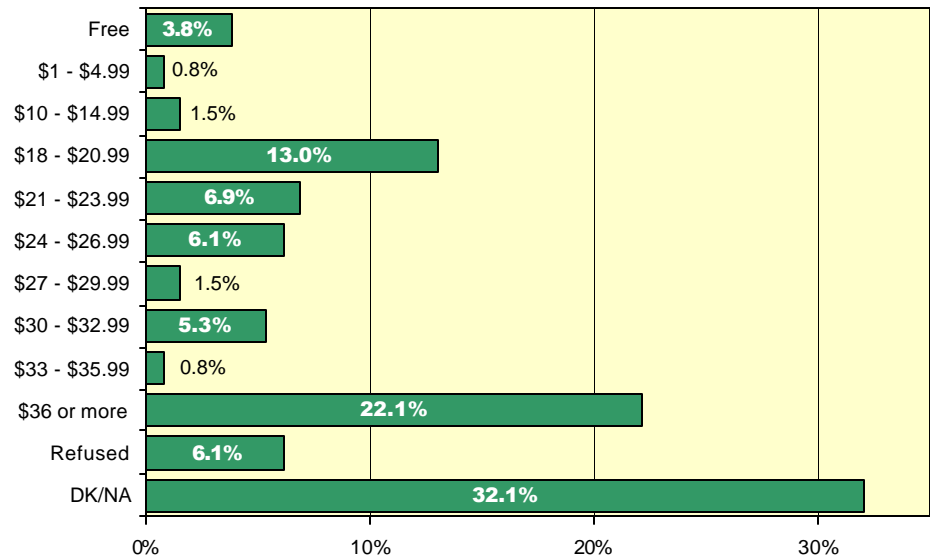
Bolded results are significant at $p < 0.05$.

As shown in Table40, the ISP market has remained fairly stable in the Cerritos business community between 1999 and 2002, with the exception of Verizon that enjoyed a statistically significant increase of nine percentage points. This pattern is somewhat different than found among residents of Cerritos, where AOL lost 17 percent of the ISP market since 1999.

Q17D. How much do you pay per month for the service?

For those respondents who reported that they have Internet access at their place of business, the survey next inquired about the amount of money they pay per month for the service. The most common response was 'Don't know' (32%), followed by '\$36 or more' (22%) and '\$18 to \$20.99' (13%).

Figure 25. Monthly Internet Fees



Between 1999 and 2002, the amount of money that Cerritos businesses pay for ISP services changed significantly in several categories (see Table41). The percentage of businesses that paid between \$10 and \$20.99 per month for ISP service declined significantly, whereas the percentage of businesses that paid \$36 or more per month increased significantly. This is arguably due to a significant percentage of businesses making the leap from a dial-up connection to a high-speed DSL or cable Internet connection.

Table 41. 1999 vs. 2002: Monthly Internet Fees

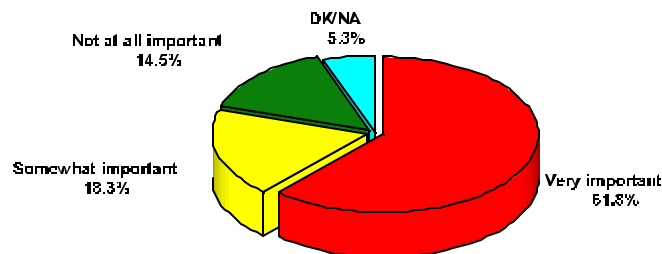
	1999	2002	99 to 02 Change
Sample Size	124	131	
Free	2.4%	3.8%	1.4%
\$1 - \$4.99	0.0%	0.8%	0.8%
\$5 - \$9.99	0.8%	0.0%	-0.8%
\$10 - \$14.99	3.2%	1.5%	-1.7%
\$15 - \$17.99	4.8%	0.0%	-4.8%
\$18 - \$20.99	30.6%	13.0%	-17.7%
\$21 - \$23.99	11.3%	6.9%	-4.4%
\$24 - \$26.99	4.0%	6.1%	2.1%
\$27 - \$29.99	2.4%	1.5%	-0.9%
\$30 - \$32.99	1.6%	5.3%	3.7%
\$33 - \$35.99	0.0%	0.8%	0.8%
\$36 or more	12.1%	22.1%	10.0%
Refused	7.3%	6.1%	-1.2%
DK/NA	19.4%	32.1%	12.7%

Bolded results are significant at $p < 0.05$.

Q17E. How important is a high-speed, reliable Internet connection to your business? Would you say it is very important, somewhat important, or not at all important?

One of the questions that was added to the 2002 survey concerned how important a high-speed, reliable Internet connection was to a respondent's business. Figure 26 shows that 62 percent of respondents stated that a connection of this type was 'very important' to their business, with an additional 18 percent reporting that it was 'somewhat important'. Only 15 percent of respondents stated that a high speed, reliable Internet connection was 'not at all' important to their business.

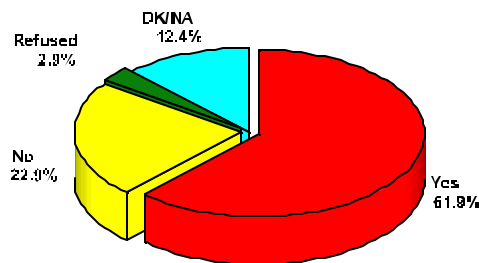
Figure 26. Importance of High-Speed, Reliable Internet Connection



Q17F. If available, would your business subscribe to a high-speed Internet access service which could provide Internet connection speeds at rates that are 10 to 15 times faster than what you receive now?

Question 17F asked respondents who have Internet access at their business -- and indicated that a high-speed, reliable Internet connection was at least 'somewhat important' to their business -- if they would subscribe to a high-speed Internet access service which could provide connections at speeds 10 to 15 times faster than their current connection speed. Overall, 62 percent of respondents stated that their business would subscribe to this service, whereas 23 percent stated that they would not and 15 percent did not know or declined to state their position. It should be noted that although this question was asked in an identical form in 1999, the 2002 questionnaire employed a skip pattern after Question 17E so that respondents who reported that a high speed, reliable Internet connection was 'not at all' important to their business were not asked Question 17F. Thus, one can not directly compare the results between the two surveys as Question 17F was asked of different subsets of respondents. The same is true for the next question: Question 17G.

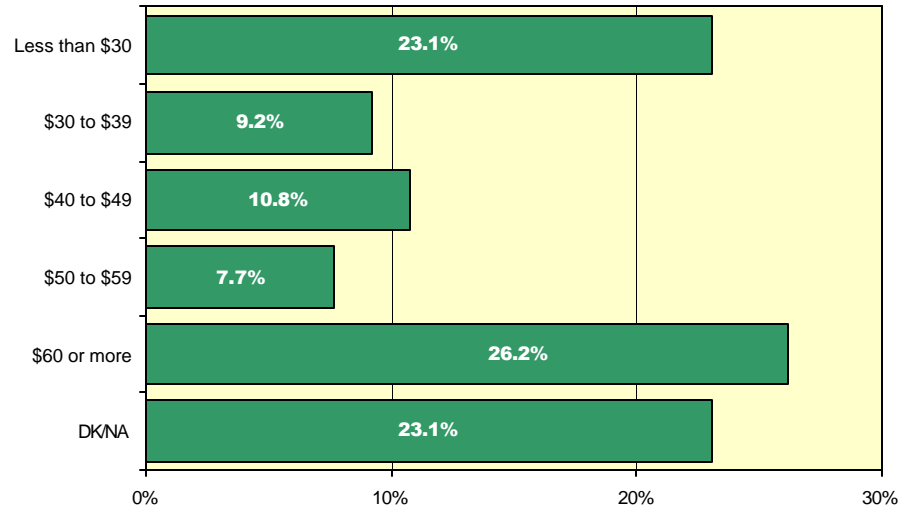
Figure 27. Subscribe to High-Speed Internet Service



Q17G. How much would your business be willing to pay per month for a high-speed Internet access service using a cable modem, assuming the cost of the cable modem rental is included in the monthly bill?

Respondents who have Internet access at their business, indicated that a high-speed, reliable Internet connection was at least 'somewhat important' to their business, and expressed an interest in subscribing to a high-speed Internet access service were next asked how much they would be willing to pay per month for a high-speed Internet service using a cable modem, assuming that the cost of the cable modem were included in the monthly bill. Overall, the most common response was '\$60 or more' (26%), followed by 'Less than \$30' (23%). Although the percentage of respondents who stated '\$60 or more' was dramatically larger in the 2002 survey than in the 1999 survey, it is important to note that the subset of respondents asked Question 17G was different in 2002, as described above. Nevertheless, it appears that the business community was more willing to pay higher fees for high-speed Internet access than they were in 1999.

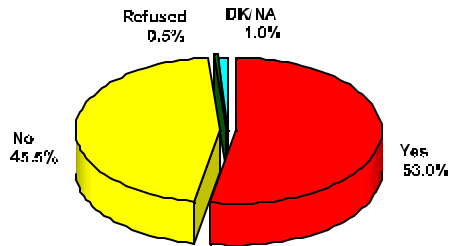
Figure 28. Acceptable Rates for High-Speed Internet Access



Q18A. Does your company have a web site on the Internet?

Fifty-three percent of businesses in the City of Cerritos reported that their company has a website (see Figure29).

Figure 29. Company Website



As shown in Table 42, the percentage of businesses operating in the City of Cerritos that have a website has increased significantly since 1999, from 39 percent to 53 percent.

Table 42. 1999 vs. 2002: Company Website

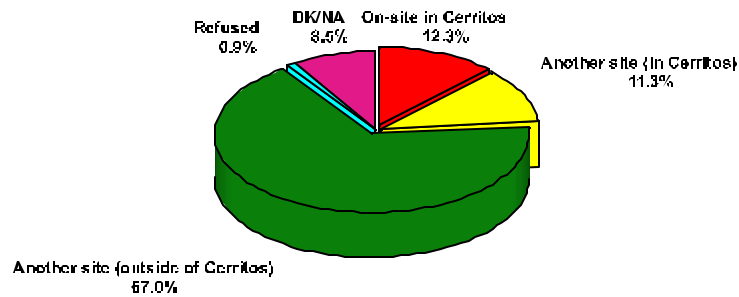
	1999	2002	99 to 02 Change
Sample Size	200	200	
Yes	39.0%	53.0%	14.0%
No	59.5%	45.5%	-14.0%
Refused	0.5%	0.5%	0.0%
DK/NA	1.0%	1.0%	0.0%

Bolded results are significant at $p < 0.05$.

Q18B. Is the computer server that hosts the web site based at your company in Cerritos or is it located at another site?

Two-thirds of Cerritos businesses that have a website reported that the server that hosts the website was located off-site outside of the City. Approximately 11 percent indicated that the server was located off-site but within the City of Cerritos. Twelve percent of businesses reported that the server was located at their place of business in the City of Cerritos.

Figure 30. Location of Company's Computer Server



The location of website servers appears to not have changed significantly between 1999 and 2002. Although the percentage of respondents who reported that the server was located at another site outside of the City of Cerritos declined by nearly 10 percent, this difference was not statistically significant.

Table 43. 1999 vs. 2002: Location of Company's Computer Server

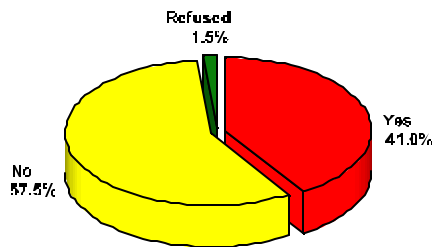
	1999	2002	99 to 02 Change
Sample Size	78	106	
On-site in Cerritos	9.0%	12.3%	3.3%
Another site (in Cerritos)	10.3%	11.3%	1.1%
Another site (outside of Cerritos)	76.9%	67.0%	-9.9%
Refused	0.0%	0.9%	0.9%
DK/NA	3.8%	8.5%	4.6%

Bolded results are significant at $p < 0.05$.

Q19. Have you ever visited the City of Cerritos' Website?

All members of the business community were also asked if they have visited the City of Cerritos' website. Overall, an impressive 41 percent of respondents indicated that they have visited the City's website (see Figure 31).

Figure 31. Visited City of Cerritos Home Page



One of the largest changes in the results found between the 1999 and 2002 surveys was with respect to the percentage of businesses that visited the City's website. As shown in Table 44, the percentage of respondents that reported having visited the City's website jumped from almost 22 percent to 41 percent, an increase of nearly 20 percent.

Table 44. 1999 vs. 2002: Visited City of Cerritos Home Page

	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%
DK/NA	0.0%	0.0%	0.0%

Bolded results are significant at $p < 0.05$.

Business Information

The primary purpose of the survey was to gather opinions from a representative sample of senior members of the Cerritos business community on topics ranging from municipal services to City policies to technology issues. A secondary goal of the survey was to gather important descriptive information about the businesses that have chosen to operate in the City of Cerritos. This section of the report presents this descriptive information. Where possible, the results from the 1999 study are also shown for comparative purposes.

Q16. Next, I'd like to ask you a few questions about why your business chose to locate in the City of Cerritos. How important to your location decision was Cerritos': _____? Was it very important, somewhat important or not too important?

Members of the business community were asked about the reasons they chose to locate their business in the City of Cerritos. The structure of the question involved presenting the respondent with a factor -- such as 'Low crime rate' -- and asking them whether the factor was a 'very important', 'somewhat important' or 'not too important' factor in their decision to locate in Cerritos. Responses to this question were coded according to the familiar importance scale: 'very important' = 2, 'somewhat important' = 1, 'not too important' = 0. The responses were then averaged to form a mean for respondents overall. The larger the mean, the more important the factor was to Cerritos businesses in their respective decisions to establish a business in Cerritos.

Figure 32. Reasons for Location Decision

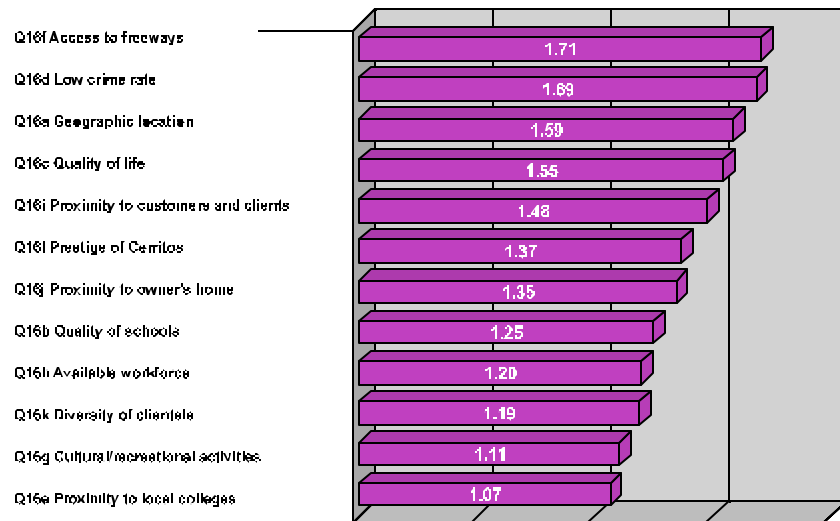


Figure 32 presents the mean scores for each of the factors tested in this question. Overall, respondents ranked 'Access to freeways' (1.71) as the most important factor, followed by 'Low crime rate' (1.69), 'Geographic location' (1.59), 'Quality of life' (1.55) and 'Proximity to customers and clients' (1.48). These are the same factors that were rated as the top five most important factors in 1999, albeit in a slightly different order. Although some factors

were certainly more important than others, all of the factors tested received an average importance score of at least 1.00 -- indicating that each of the factors was at least 'somewhat important' in the respondent's decision to locate the business in Cerritos.

Table 45 presents the mean importance scores that were assigned to each of the factors tested in Question 16 for the 1999 and 2002 surveys, as well as the difference between the studies. Five of the factors received statistically higher mean scores in 2002 when compared to the 1999 results: 'Proximity to customers and clients', 'Prestige of Cerritos', 'Available workforce', 'Cultural/recreational activities' and 'Proximity to local colleges'.

Table 45. 1999 vs. 2002: Reasons for Location Decision

	1999	2002	99 to 02 Change
Q16f Access to freeways	1.62	1.71	0.09
Q16d Low crime rate	1.55	1.69	0.14
Q16a Geographic location	1.52	1.59	0.07
Q16c Quality of life	1.55	1.55	0.00
Q16i Proximity to customers and clients	1.28	1.48	0.20
Q16l Prestige of Cerritos	1.16	1.37	0.21
Q16j Proximity to owner's home	1.29	1.35	0.06
Q16b Quality of schools	1.16	1.25	0.08
Q16h Available workforce	0.95	1.20	0.24
Q16k Diversity of clientele	1.11	1.19	0.08
Q16g Cultural/recreational activities	0.91	1.11	0.20
Q16e Proximity to local colleges	0.76	1.07	0.32

Bolded results are significant at $p < 0.05$.

The nature of this question is such that interpreting changes across time is difficult. Many of the businesses decided to locate in Cerritos well before 1999 -- so to say that the relative importance of these factors to their location decision has changed since 1999 may be misleading. Indeed, if the decision was made prior to 1999, then the relative importance of the factors in making the decision should not change once the decision has been made.

Perhaps the best way to interpret the changes is that respondents' recollections of their location decision and the importance of certain factors were influenced by how they would currently rate the importance of these factors in locating in Cerritos. The differences do not appear to be caused by businesses that have recently located in the City having substantially different ratings for the importance of these factors (see Appendix B).