

Godbe Research & Analysis

Survey of Residents

**Conducted for the
City of Cerritos**

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Introduction

Godbe Research & Analysis (GRA) is pleased to present the results of a resident 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 methods and procedures used to conduct this survey research. This section also explains how to interpret the detailed crosstabulation tables in Appendix B.

Summary of Results

In the body of the report, we present a question-by-question analysis of the survey. The discussion is organized into the following sections:

- Importance Rankings and City Satisfaction
- Overnight Parking Regulation
- Additional Community Issues
- Recreation
- Communication and Technology
- Additional Demographic and Behavioral Measures

Appendices

We have included the following *Appendices*:

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

Executive Summary

Key Findings

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

Importance Rankings and City Satisfaction

- When provided with a list of 12 issues, residents indicated that ‘Reducing crime’, ‘Addressing youth issues’, ‘Addressing senior issues’, and ‘Improving City-resident communication’ were the most important.
- When asked to indicate what issues they felt were the most important facing the City without being constrained to a list of issues, the most common responses were ‘crime, gangs and/or drugs’, ‘transportation or traffic’, ‘education or schools’ and ‘youth activities/center’.
- Overall, 96 percent of residents indicated that they are satisfied with the City’s efforts to provide municipal services.
- Of the 11 Community and Safety Services Department, Sheriff’s Department, and Fire Department services tested, ‘maintaining a low crime rate’, ‘providing emergency medical services’, ‘investigating criminal activity’, and ‘providing fire protection and prevention services’ were viewed as the most important.
- Residents reported the greatest levels of satisfaction with the Community and Safety Services Department’s, Sheriff’s Department’s, and Fire Department’s efforts to ‘provide fire protection and prevention services’, ‘provide emergency medical services’, ‘maintain a low crime rate’, and ‘investigate criminal activity’.
- Residents felt that ‘promoting economic development’ and ‘inspecting buildings’ were the most important of the four Community Development Department services tested.
- Residents were most satisfied with the Community Development Department’s efforts to ‘promote economic development’, ‘inspect buildings’, and ‘issue building permits’.
- Of the nine services tested that are provided by the Public Works Department, residents indicated that ‘maintaining local streets and roads’, ‘coordinating traffic signals’, ‘preventing stormwater flooding’, and ‘street sweeping’ are the most important.
- Satisfaction with the Public Works Department’s efforts to provide services was greatest for ‘maintaining parks and picnic areas’, ‘maintaining public buildings’, ‘providing street sweeping services’, and ‘maintaining street medians’.
- Of the additional services provided by the City that were tested in this section, the most important to residents were ‘operating the Cerritos Library’, ‘providing educational courses’, ‘operating the Cerritos Senior Center’, and ‘providing athletic facilities’.
- Of the additional services provided by the City that were tested in this section, residents were most satisfied with the City’s efforts to ‘operate the Cerritos Library’, ‘operate the

Cerritos Senior Center’, ‘operate the Performing Arts Center’, and ‘provide athletic facilities’.

Overnight Parking Regulation

- Eighty-seven percent of residents indicated that they were aware of the City’s overnight parking regulation.
- A majority (53%) of respondents felt that they were fully informed about the parking regulation.
- Of those individuals who were aware of the parking regulation, 52 percent felt that the enforcement of the regulation should be kept the same, 32 percent indicated it should be less strict, and 13 percent stated that it should be more strict. Approximately three percent did not have an opinion or declined to answer the question.

Additional Community Issues

- Approximately 20 percent of households indicated that they would use a service that delivers library books to people who have a physical disability that prevents them from visiting the Library in person.
- Eighty-three percent of respondents were satisfied with the content of the programming and events at the Performing Arts Center.
- A clear majority (58%) of respondents thought that the level of financial support provided to the Performing Arts Center by the City should remain the same. Eighteen percent indicated that it should be increased, 11 percent stated that it should be decreased, and 13 percent were unsure or declined to answer the question.
- Of the types of sculptures that were tested, the most popular were sculptures that have water and motion.
- An overwhelming majority (74%) of respondents supported the development of a privately financed monorail transportation system that would service the City of Cerritos and connect to downtown Los Angeles, the Los Angeles Airport, and the Disney area in Anaheim.
- Sixty-nine percent favor term limits for the Cerritos City Council.

Recreation

- Among the eight recreation services tested, residents were most satisfied with the City’s efforts to provide ‘children’s recreation activities’, ‘senior recreation activities’ and ‘special events like concerts’.
- The most important recreation services to residents were ‘children’s recreation activities’, ‘after school recreation programs’, and ‘youth sports programs’.
- Household interest in recreation programs was greatest for computer classes, swimming, and arts and crafts classes.
- Sixty-two percent of households indicated that at least one person from their household had used a Cerritos park, recreation facility and/or recreation program during the past 12 months.

Communication and Technology

- Residents rated the appearance, accessibility and safety of Cerritos park and recreation facilities as between 'good' and 'excellent', respectively.
- Ninety-two percent of respondents stated that they were satisfied with the City's efforts to communicate with residents through newsletters, the City's website, Cerritos TV3, and other means.
- The *Cerritos News* is the source that most residents rely upon for information about City news, information and programming.
- Eighty-eight percent of respondents indicated that they have a computer in their home.
- Of households with a computer, 90 percent reported having access to the Internet at home.
- The most common Internet Service Provider (ISP) used by Cerritos households is America Online (33%).
- Almost one-quarter of households with Internet access pay \$36 or more per month for their ISP service.
- Fifty-nine percent of respondents who currently have Internet access indicated that they would subscribe to a service which could provide Internet connection speeds at rates that are 10 to 15 times faster than what they currently receive.
- When asked to indicate how much they would be willing to pay for high-speed Internet access using a cable modem -- assuming that the modem was included in the monthly fee -- the most common response was less than \$30 (42%).
- Thirty-nine percent of residents indicated that they had visited the City's website.
- The most common form of interaction with the City through the City's website was 'registering for a class' -- performed by 42 percent of respondents who reported that they have visited the City's website.
- Twenty percent of households indicated that they subscribe to a satellite television service.
- Fifty-five percent of households stated that they subscribe to a cable television service.
- Seventy-one percent of cable subscribers indicated that they have watched a City Council meeting on Channel 3.
- Thirty-eight percent of cable subscribers stated that they have watched a Planning Commission meeting on Channel 3.
- Nineteen percent of cable subscribers stated that they have watched a Parks and Recreation Meeting on Channel 3.
- Forty-four percent of cable subscribers indicated that they have watched another type of programming on Channel 3.
- Eighty percent of households that subscribe to Verizon Americast stated that they were satisfied with the cable service.

Conclusions & Recommendations

Change Between 1999 and 2002

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 1999. Accordingly, most of the questions that were asked in the 2002 survey were identical to those asked in 1999, which allows one to meaningfully compare the results across the studies. Perhaps the most striking finding in this 'tracking' study is that opinions and behaviors have, for the most part, remained very stable. Aside from a few notable exceptions which are pointed out in the report, opinions about the quality of service provision, the priorities for service improvements, and policy related issues are -- statistically speaking -- indistinguishable from the results that were found in the 1999 study. In almost every case, this is good news -- for the results of the 1999 study were the most positive findings that GRA had found to date with respect to resident approval of a city's performance. GRA has conducted approximately 50 similar studies in the past three years alone for California municipalities and localities.

City Satisfaction

Cerritos residents remain the most satisfied resident group that GRA has encountered. In 1999, 93 percent of Cerritos residents indicated that they are satisfied with the City's efforts to provide municipal services. In 2002, this figure climbed to 96 percent! From an overall performance perspective, the City of Cerritos is doing an excellent job in meeting the needs of its residents. If the survey results can be thought of as a 'report card', the City of Cerritos receives an A+ for overall resident satisfaction.

For the most part, the high level of 'overall' satisfaction was echoed when residents were asked to indicate how satisfied they are with the City's efforts to provide over 30 'specific' services. Residents were satisfied -- as opposed to dissatisfied -- with every service tested. And only two of the 33 services tested did not achieve an average satisfaction score above 'somewhat satisfied'.

Nevertheless, in the spirit of continuous improvement, the survey results did identify several services that -- despite having positive satisfaction scores -- are services which residents feel are particularly important and thus represent the best candidates for service improvement. Across the various Departments, these services include 'Inform residents about crimes in the City', 'Facilitate neighborhood watch programs', 'Provide neighborhood police patrols', 'Promote economic development', 'Enforce sign regulations', 'Reduce traffic congestion', 'Coordinate traffic signals', 'Prevent stormwater flooding', 'Provide educational courses' and 'Work with various cultural groups in the City'.

Recreation

In the report for the 1999 survey, we concluded that "Overall, residents view recreation as an important component of life in the City of Cerritos, and they are generally quite satisfied with the City's effort to provide recreational programs and facilities". This statement remains true in 2002. The only change is that the level of satisfaction with the City's efforts to provide recreational activities has increased in the past three years.

As found in the 1999 study, residents feel that the most important recreational services and programs are those that cater to the youth. 'Children's recreation activities', 'After school recreation programs', 'Youth sports programs' and 'Teen recreation activities' were identified as the most important recreation services, and residents indicated that it is with respect to these programs that the City has the best opportunity for improving service provision. As for household interest in participating in specific recreation activities, the top activities remained the same as found in 1999: computer classes, swimming, arts and crafts classes, and general education classes.

Although interest and participation rates for recreation services remain high when compared to other cities, the amount of resident interest in all of the recreational activities tested in the survey, as well as the proportion of households that have used a Cerritos park, recreational facility and/or recreation program in the past 12 months, declined significantly from the levels found in the 1999 study. A decline in satisfaction with these services does not appear to be the explanation. Indeed, satisfaction with the City's efforts to provide recreational activities and programs actually increased between 1999 and 2002. One likely explanation for this pattern is the aging population of the City of Cerritos. For example, between 1990 and 2000 the percentage of Cerritos residents that are over the age of 61 doubled from 6.2% to 12.4% according to the Census Bureau. The aging of the Cerritos population is also indicated by the significant increase (8.7%) in the proportion of residents who have lived in the City 15 or more years since the previous study. As the median age of residents increases, the proportion of households with children decreases. Both of these factors arguably underlie the reported decline in use of Cerritos' park, recreational facilities, and/or recreational programs since 1999.

Communication and Technology

Cerritos residents once again expressed high levels of satisfaction with the City's efforts to communicate with residents. Although a high percentage of respondents continue to rely on conventional media sources (*Cerritos News, Los Cerritos Community News*) for information on City news, events and programming, the percentage of residents that turn to the Internet -- specifically the City's home page -- increased substantially since 1999. Whereas in 1999 just nine percent of respondents reported using this source for information about City news, events and programming, the comparable figure for 2002 was over 15 percent. The number of residents who reported having ever visited the City's website also increased significantly between 1999 and 2002, from 27 percent to 39 percent. In comparison to other California cities, the visitation rate is high and is arguably a reflection of the functionality of Cerritos' website. Clearly, this avenue of communicating with residents is growing in importance and represents a great opportunity for the City to establish even stronger City-resident communication, particularly with subgroups of residents who might not take advantage of more conventional avenues such as speaking at Council meetings or writing to City staff and representatives.

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 residents assign to various local issues;
- Determine residents' overall satisfaction with the City's efforts to provide services;
- Ascertain both the level of importance and the degree of satisfaction that residents assign to the services provided by the Community and Safety Services Department, Sheriff's Department, Fire Department, Community Development Department, Public Works Department, and various additional services provided by the City, respectively;
- Evaluate residents' interest in various recreational programs as well as their opinions and satisfaction with respect to recreational programs and facilities;
- Profile residents' use of media and the Internet for information about City programs and services;
- Compare current survey results to those obtained in the 1999 survey of residents *and*
- Collect additional attitudinal, behavioral, and demographic information from residents of the City.

Methodology

Table 1 briefly outlines the methodology employed in this project. The sample was comprised of adult residents in the City of Cerritos. A total of 421 residents in the City completed an interview in English, Chinese, or Korean, representing a total universe of approximately 38,878 adult residents in the City of Cerritos (Census 2000). Interviews were conducted on June 6 through June 17, 2002 as well as from June 21 through June 23, 2002, and each interview typically lasted 23 minutes.

Table 1. Methodology

Technique	English, Mandarin, and Korean Telephone Interviewing
Interview Length	23 minutes
Universe	Residents of Cerritos
Field Dates	June 6 - June 17 and June 21 - June 23, 2002
Sample Size	421

Sample & Weighting

Respondents were selected using random digit dialing (RDD), which randomly selects phone numbers from the active residential phone exchanges within the City of Cerritos. Interviewers first asked potential respondents a series of questions, referred to as screeners, that were used to ensure that the person lived within the City and was at least 18 years old. The first screener was used to correct one of the inherent tendencies of the RDD method to

over-sample older residents and women. Specifically, RDD samples typically overrepresent women and older residents because they are often more likely to be home in the early evening or on the weekend and are also more likely to answer the telephone. To adjust for this bias, interviewers asked to speak to the youngest adult male currently available in the household. If an adult male was not available at the time of the call, the interviewer asked to speak to the youngest adult female currently available.

Another screener asked respondents to identify their zip code of residence. Respondents who did not reside within the 90703 zip code were thanked and the interview was terminated. If a potential respondent met all of the criteria for inclusion in the study, they were then given the opportunity to complete the survey.

Once collected, the data were compared with Census 2000 data to examine possible differences between the sample and the population of adult residents (18 years and older) within the City of Cerritos on major demographic variables. After examining the dimensions of gender, ethnicity, and age, the data were weighted to more accurately represent the target population.

Subgroup Labels

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

Table 2. Subgroup Labels

Age	Participants were grouped according to their age: '18-24', '25-34', '35-44', '45-54', '55-64', or '65+' (Question A).
Children at Home	Residents were grouped based on whether or not they had any children under the age of 18 living in their household (Question B).
City of Cerritos' Provision of Services	Participants were grouped according to whether they were 'satisfied' or 'dissatisfied' with the services provided by the City (Question 4).
City's Communication Efforts	Residents were placed into groups according to their satisfaction with the City's efforts to communicate with Cerritos residents (Question 26).
Computer at Home	Respondents were categorized by whether or not they had a computer at home (Question 28).
Ethnicity	Participants were grouped according to the ethnicity they reported feeling closest to: Caucasian/White, Latino(a)/Hispanic, Af-American/Black, Asian-American, or Mixed heritage (Question J).
Financial Support to Performing Arts Center	Participants were grouped by whether they believed financial support to the Performing Arts Center should be 'increased', kept the 'same', or 'decreased' (Question 18).
Gender	'Male' and 'Female' respondents were identified with separate labels.
Household Income	Respondents were categorized by their total household income: '\$20,000 or under', '\$20,001-\$40,000', '\$40,001-\$60,000', '\$60,001-\$80,000', '\$80,001-\$100,000', '\$100,001-\$120,000', '\$120,001-\$140,000', or '\$140,001 or more' (Question E).
Internet in Home	Participants were grouped according to whether or not they had Internet access in their home (Question 29).

Table 2. Subgroup Labels

Length of Residence	Respondents were categorized by the number of years they had lived in Cerritos: '0-4 years', '5-9 years', '10-14 years', or 'More than 15 years' (Question 1).
Monorail	Residents were categorized by their support for the development of a privately financed monorail transportation system to service Cerritos and connect to Los Angeles and Anaheim (Question 20).
Own/Rent	Respondents were categorized according to their homeownership status (Question C).
Performing Arts Center	Residents were categorized by their satisfaction with the content of the programming and events at the Performing Arts Center (Question 17).
Subscribe to Cable TV	Respondents were grouped by whether or not they subscribed to Cable Television (Question 37).
Subscribe to Satellite TV	Residents were identified by whether or not they subscribed to satellite television service (Question 36).
Term Limits	Residents were grouped by their support for restricting the number of consecutive terms of service on the City Council (Question 43).
Used Cerritos Parks & Recs	Participants were grouped by whether or not anyone in their household had utilized a City of Cerritos park, recreational facility, or recreation program in the past 12 months (Question 24).
Visited City's Website	Participants were grouped according to whether or not they had ever visited the City of Cerritos' website (Question 34).
Watched Council Meeting on Channel 3	Residents were identified by whether or not they had ever watched a City Council Meeting on Channel 3 (Question 38).
Watched Other Program on Channel 3	Participants were categorized according to whether or not they had ever watched any other program on Channel 3 (Question 41).
Watched Parks and Rec Meeting on Channel 3	Residents were grouped by whether or not they had ever watched a Parks and Recreation Meeting on Channel 3 (Question 40).
Watched Planning Meeting on Channel 3	Participants were categorized according to whether or not they had ever watched a Planning Commission Meeting on Channel 3 (Question 39).

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, 5, 6, 7, 8, 9, 10, 11, 12, 19, 21, 22, 23, 25, and 35 were randomized in the questionnaire.

Understanding the 'Margin of Error'

Because a survey typically 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 15,000 people. Because not all people in the population were surveyed, there are bound 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 are to be expected to occur regardless of how scientifically the sample has been selected. The advantage of a scientific sample is that we are able to estimate the amount of sampling error that occurs. Sampling error is determined by four factors: the size of the population, the chosen sample size, a confidence level and the dispersion of responses to a survey.

The following table shows the possible sampling variation that applies to a percentage result reported from a probability type sample. If a sample of 421 residents is drawn from the estimated population of approximately 38,878 adult residents who live in the City of Cerritos, one can be 95 percent confident that the margin of error due to sampling will not vary, plus or minus, by more than the indicated number of percentage points from the result that would have been obtained if the interviews had been conducted with all persons in the universe.

Table 3. Guide to Statistical Significance with 95% Level of Confidence

<i>n</i>	Distribution of Responses				
	90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%
1,000	1.84%	2.45%	2.80%	3.00%	3.06%
900	1.94%	2.58%	2.96%	3.16%	3.23%
800	2.06%	2.74%	3.14%	3.36%	3.43%
700	2.20%	2.94%	3.36%	3.60%	3.67%
600	2.38%	3.18%	3.64%	3.89%	3.97%
500	2.61%	3.48%	3.99%	4.27%	4.35%
421	2.85%	3.80%	4.35%	4.65%	4.75%
300	3.38%	4.51%	5.17%	5.52%	5.64%
200	4.15%	5.53%	6.33%	6.77%	6.91%
100	5.87%	7.83%	8.97%	9.59%	9.79%
50	8.31%	11.08%	12.69%	13.57%	13.85%

As the table indicates, the maximum margin of error for all topline responses is between 2.85 and 4.75 percent for the survey. This means that for a given question with dichotomous response options (e.g. a yes/no question) answered by all 421 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 4.75 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 45.25 percent and 54.75 percent.

The actual margin of error for a given question in this survey depends on the distribution of the responses to the question. The *4.75 percent* refers to dichotomous questions, such as yes/no questions, 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 2.85 percent. As the number of respondents in a particular subgroup (e.g., gender) is smaller than the number of total respondents, the margin of error associated with estimating a given subgroup's response will be higher. Due to the high margin of error, GRA cautions against generalizing the results for subgroups that are composed of 25 or fewer respondents.

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 many of the demographic groups that were assessed in the survey. A typical crosstabulation table is shown in Table 4.

A short description of the item appears at the top of the table. The sample size (in this example, $n=421$) is presented in the first column of data under 'Overall'. 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 that this number represents is just below the whole number. For example, among overall respondents, 232 people indicated that they were 'very satisfied' with the provision of services provided by the City of Cerritos and 232 represents 55.1 percent of the total sample size of 421. Next to the 'Overall' column are other columns representing opinions of residents grouped by their gender. The data from these columns are 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 the City of Cerritos' Provision of Services by Gender

	Gender		
	Overall	Male	Female
Base	421	193	228
Very satisfied	232 55.1%	110 57.1%	122 53.4%
Somewhat satisfied	154 36.6%	63 32.5%	91 40.2%
Somewhat dissatisfied	17 4.1%	9 4.7%	8 3.5%
Very dissatisfied	14 3.4%	9 4.9%	5 2.1%
DKNA	3 0.8%	2 0.8%	2 0.8%

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. The resulting mean makes interpretation of the data considerably easier.

How to Read a 'Means' Table

In tables and charts for Questions 2, 5, 6, 7, 8, 9, 10, 11, 12, 21, 22, and 23 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 question. 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, 5, 7, 9, 11, 22	Importance of Issues	0 to +2	0 = Not too important +1 = Somewhat important +2 = Very important
23	Interest in Recreational Programs	0 to +2	0 = No interest +1 = Somewhat interested +2 = Very interested
6, 8, 10, 12, 21	Satisfaction with Issues	-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 Questions 2, 5, 6, 7, 8, 9, 10, 11, 12, 21, 22, and 23 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.

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 1.83. The relative ranking of the item reveals that it was the most important component of those tested. In addition, the 0 to +2 scale used for Question 2 (see Table 5) indicates that, on average, respondents rated 'Reducing crime' as more than 'somewhat important' (+1 = 'somewhat important' as shown in Table 5). Next to the 'Overall' column are other columns representing the mean scores assigned by residents grouped by whether or not they or someone in their household had utilized a City of Cerritos park, recreational facility, or recreation program in the past 12 months. 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 12 items displayed in Table 6 is 1.39. 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 had not utilized a park, recreational facility, or recreation program in the past year assigned the components higher scores, on average, than respondents 'Overall' and those who had utilized a park, recreational facility, or recreation programs in the past year.

Table 6. Importance of Local Issues by Used Cerritos Parks & Recs

	Overall	Used Cerritos Parks & Recs	
		Yes	No
Base	1.39	1.37	1.44
Q2a Reducing crime	1.83	1.79	1.88
Q2b Addressing youth issues	1.58	1.58	1.57
Q2d Addressing senior issues	1.50	1.46	1.57
Q2i Improving City-Resident communication	1.50	1.51	1.47
Q2f Increasing job opportunities	1.49	1.44	1.61
Q2h Improving the business climate	1.35	1.35	1.35
Q2g Providing affordable housing	1.33	1.30	1.38
Q2j Improving parks and rec. facilities	1.32	1.29	1.39
Q2c Reducing traffic congestion	1.31	1.25	1.41
Q2k Expanding the recreational program	1.25	1.25	1.23
Q2e Improving public transportation	1.17	1.12	1.28
Q2l Expanding services available on website	1.06	1.03	1.13

Comparisons Between 1999 and 2002 Data

Most of the questions from this study were tracked from the Resident 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 Table 5 for the questions and corresponding scales) for a particular item ('Enforcing traffic laws', 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 calculations 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.

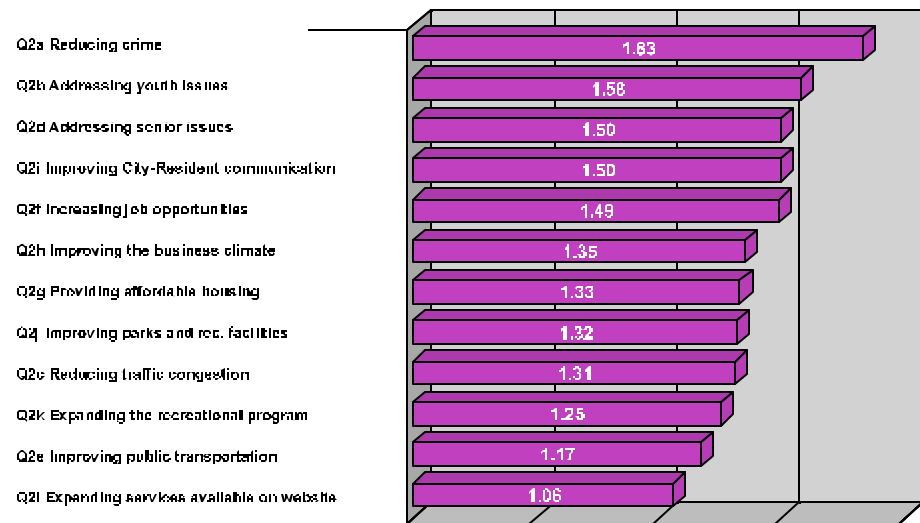
Importance Rankings and City Satisfaction

The first substantive question of the survey presented respondents with a series of issues facing residents in the City of Cerritos and asked respondents to assign a level of importance to each issue. This set of questions not only provides insight into how important an issue is on a scale of importance, it also provides a relative ranking among the issues. The responses were coded according to an importance scale where 'very important' = +2, 'somewhat important' = +1, and 'not too important' = 0. The aggregate responses to each item are presented below in the form of a mean, which is simply a summary statistic obtained by taking the overall average of the response codes for the entire sample. A mean of +1, for example, indicates that, overall, respondents felt the issue was 'somewhat important'.

Q2. Next, I'm going to read a list of issues. For each one, please tell me if you think the 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 1 shows how residents of Cerritos ranked the various issues tested in the study. Residents viewed 'Reducing crime' as most important (1.83), followed by 'Addressing youth issues' (1.58), 'Addressing senior issues' (1.50), and 'Improving City-Resident communication' (1.50). Compared to the other issues tested, 'Expanding the services available on the City's website' (1.06), 'Improving public transportation' (1.17), and 'Expanding the recreational program' (1.25) were deemed less important. However, it should be noted that all 12 issues tested were viewed as at least 'somewhat important' by Cerritos residents.

Figure 1. Importance of Local Issues



For the interested reader, a more detailed analysis of the importance rankings above by the subgroups outlined in Table 2 can be found at the back of Appendix B.

Table 7 compares the mean importance level for each of the City issues tested in 1999 and 2002. Overall, none of the means were significantly different from one another across the two time periods.

Table 7. 1999 vs. 2002: Importance of Local Issues

	1999	2002	99 to 02 Change
Q2a Reducing crime	1.79	1.83	0.04
Q2b Addressing youth issues	1.61	1.58	-0.04
Q2i Improving City-Resident communication	1.44	1.50	0.06
Q2d Addressing senior issues	1.48	1.50	0.02
Q2f Increasing job opportunities	1.48	1.49	0.01
Q2h Improving the business climate	1.30	1.35	0.05
Q2g Providing affordable housing	1.31	1.33	0.03
Q2j Improving parks and rec. facilities	1.33	1.32	-0.01
Q2c Reducing traffic congestion	1.31	1.31	0.01
Q2k Expanding the recreational program	1.30	1.25	-0.05
Q2e Improving public transportation	1.18	1.17	-0.02

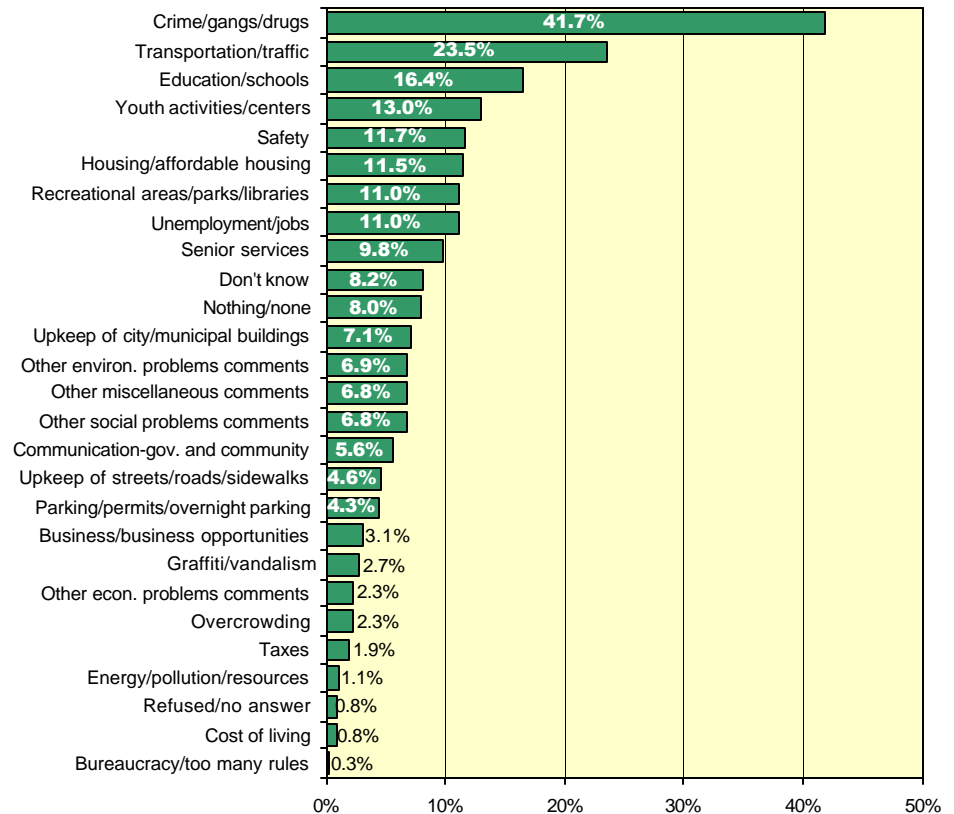
Bolded results are significant at $p < 0.05$.

Q3. What do you feel are the three most important issues facing residents of Cerritos?

Whereas the first substantive question of the survey asked respondents to indicate the importance of various issues presented to them in a closed-end format, the next question asked respondents to indicate what they felt were the three most important issues facing Cerritos residents in an open-end format. In other words, respondents were free to mention any issue without being constrained to choose from a list. The issues mentioned by respondents are shown in Figure 2, along with the percentage of respondents who mentioned each issue. Note that because respondents were able to mention up to three issues, the percentages reflect the percent of respondents that indicated the issue and thus sum to greater than 100 percent.

Overall, crimes, gangs, and drugs was mentioned by the largest group of respondents (42%). Other notable issues included transportation and traffic (24%), education and schools (16%), and youth activities and centers (13%). In comparison with 1999, crime related issues decreased from 56 percent to 42 percent in 2002. In addition, traffic issues increased from 14 percent in 1999 to 24 percent in 2002.

Figure 2. Most Important Issues Facing the City of Cerritos

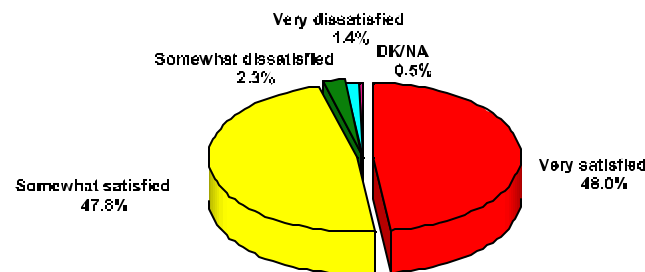


Q4. Generally speaking, are you satisfied or dissatisfied with the job the City of Cerritos is doing to provide city services?

The next question of the survey asked respondents to indicate whether, overall, they were satisfied or dissatisfied with the job the City of Cerritos was doing to provide city services. Since respondents were asked to consider the City’s performance in general, responses to Question 4 can be viewed as a general performance rating for the City. Participants’ responses were coded using a satisfaction scale where ‘very satisfied’ = +2, ‘somewhat satisfied’ = +1, ‘somewhat dissatisfied’ = -1, and ‘very dissatisfied’ = -2.

As shown in Figure 3, an overwhelming majority, 96 percent, of Cerritos residents reported they were either ‘very satisfied’ (48%) or ‘somewhat satisfied’ (48%) with the City’s efforts to provide municipal services. Of the four percent of respondents who were not satisfied with the City’s performance, two percent reported that they were ‘somewhat dissatisfied’, one percent reported that they were ‘very dissatisfied’, and the remaining percentage of respondents declined to state their opinion.

Figure 3. Satisfaction with the City’s Provision of Services



The percentage of respondents who declined to state whether they were satisfied or dissatisfied with the job the City of Cerritos was doing to provide city services decreased by approximately two percentage points from 1999 to 2002, reflecting a significant difference between the two years.

Table 8. 1999 vs. 2002: Satisfaction with the City’s Provision of Services

	1999	2002	99 to 02 Change
Sample Size	400	421	
Very satisfied	49.3%	48.0%	-1.2%
Somewhat satisfied	44.0%	47.8%	3.8%
Somewhat dissatisfied	3.0%	2.3%	-0.7%
Very dissatisfied	1.3%	1.4%	0.1%
DK/NA	2.5%	0.5%	-2.0%

Bolded results are significant at $p < 0.05$.

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. For convenience, and to help organize the services for the respondents, the services were presented by Department. In each case, respondents were first asked whether they thought a service was '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 these questions 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 for importance and a mean for satisfaction for each service tested. The following discussion presents the results by Department.

Q5. Now, I'm going to ask you about a number of services provided by the Sheriff's Department or through the Fire Department. For the following list of services, please tell me whether each service is very important to you, somewhat important, or not too important. Here's the (first/next) one: ____.

The importance means assigned to each of the services provided by the Community and Safety Services Department, Sheriff's Department, or through the Fire Department are displayed below in Figure 4. Overall, Cerritos residents ranked 'Maintaining a low crime rate' (1.93) as the most important service tested, followed by 'Providing emergency medical services' (1.88), 'Investigating criminal activity' (1.84), 'Providing fire protection and prevention services' (1.79), 'Providing neighborhood police patrols' (1.78), 'Providing child safety programs' (1.74), 'Informing residents about crimes in the City' (1.69), 'Facilitating neighborhood watch programs' (1.66), 'Enforcing traffic laws' (1.49), 'Providing code enforcement services to ensure residential properties are adequately maintained' (1.46), and 'Enforcing sign regulations' (1.42). It should be noted that each of the services tested received an average importance rating of at least 'somewhat important'.

Figure 4. Importance of Community and Safety Services Department, Sheriff's Department, and Fire Department Services

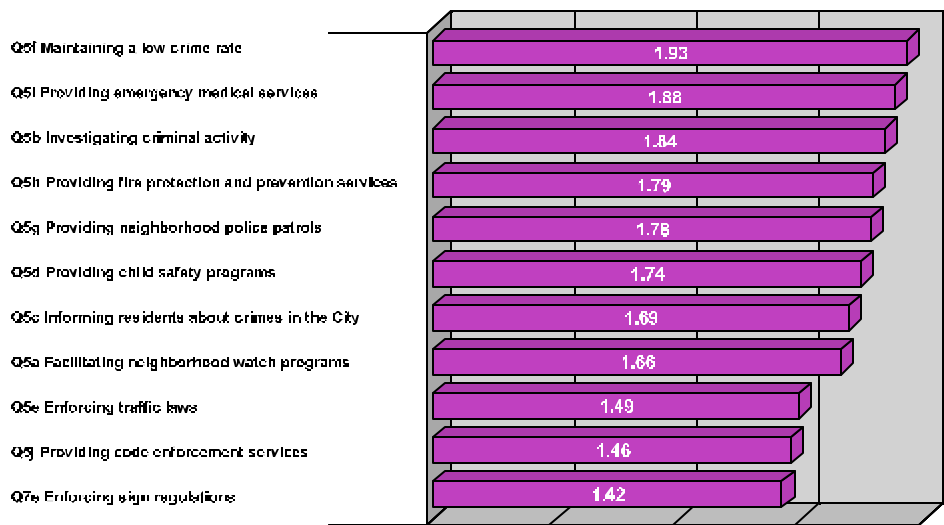


Table 9 below compares the mean importance level for each of the Community and Safety Services Department, Sheriff's Department, and Fire Department services tested in 1999 and 2002. In 2002, the mean importance rating given to 'Informing residents about crimes in the City' decreased by 0.08, representing a statistically significant difference from the mean rating given by residents in 1999.

Table 9. 1999 vs. 2002: Importance of Community and Safety Services Department, Sheriff's Department, and Fire Department Services

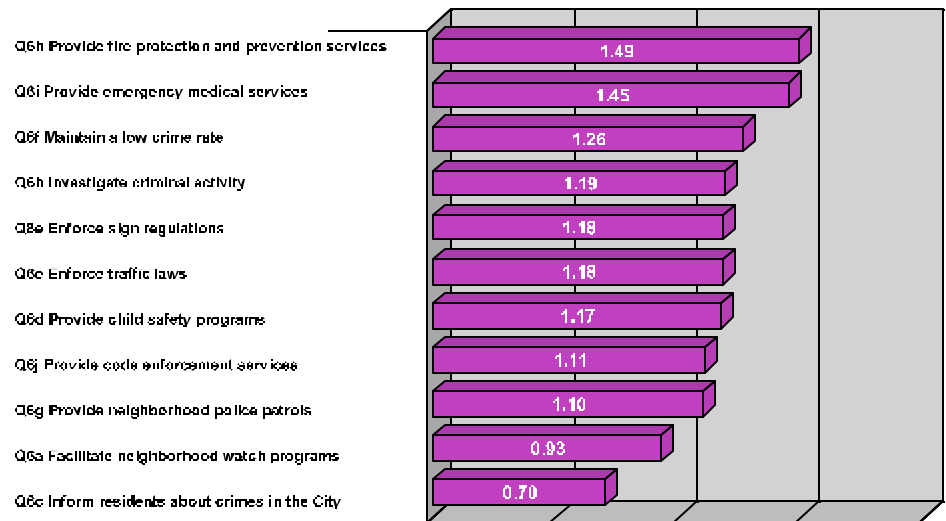
	1999	2002	99 to 02 Change
Q5f Maintaining a low crime rate	1.92	1.93	0.01
Q5i Providing emergency medical services	1.91	1.88	-0.03
Q5b Investigating criminal activity	1.85	1.84	-0.01
Q5h Providing fire protection and prevention services	1.82	1.79	-0.04
Q5g Providing neighborhood police patrols	1.76	1.78	0.03
Q5d Providing child safety programs	1.76	1.74	-0.02
Q5c Informing residents about crimes in the City	1.77	1.69	-0.08
Q5a Facilitating neighborhood watch programs	1.60	1.66	0.06
Q5e Enforcing traffic laws	1.53	1.49	-0.05
Q7e Enforcing sign regulations	1.36	1.42	0.06

Bolded results are significant at $p < 0.05$.

Q6. Would you say you are satisfied or dissatisfied with the City's efforts to: _____?

Turning to the satisfaction component, Figure 5 displays respondents' satisfaction for each of the services provided by the Community and Safety Services Department, Sheriff's Department, or through the Fire Department. Overall, residents reported positive satisfaction levels for each of the services tested. However, as shown in Figure 5, the intensity of satisfaction varied considerably across the services tested. Residents reported the highest level of satisfaction with the City's efforts to 'Provide fire protection and prevention services' (1.49), 'Provide emergency medical services' (1.45), and 'Maintain a low crime rate' (1.26). Among the services tested, residents reported lower levels of satisfaction with the City's efforts to 'Inform residents about crimes in the City' (0.70) and 'Facilitate neighborhood watch programs' (0.93).

Figure 5. Satisfaction with Community and Safety Services Department, Sheriff's Department, and Fire Department Services



Examining the mean satisfaction level assigned to each Community and Safety Services Department, Sheriff’s Department, or Fire Department service tested in 1999 and 2002, none of the means differed significantly from one another.

Table 10. 1999 vs. 2002: Satisfaction with Community and Safety Services Department, Sheriff’s Department, and Fire Department Services

	1999	2002	99 to 02 Change
Q6h Provide fire protection and prevention services	1.44	1.50	0.05
Q6i Provide emergency medical services	1.41	1.45	0.04
Q6f Maintain a low crime rate	1.29	1.26	-0.04
Q6b Investigate criminal activity	1.17	1.19	0.02
Q8e Enforce sign regulations	1.22	1.18	-0.03
Q6e Enforce traffic laws	1.18	1.18	0.00
Q6d Provide child safety programs	1.17	1.17	0.00
Q6g Provide neighborhood police patrols	1.09	1.10	0.01
Q6a Facilitate neighborhood watch programs	0.93	0.93	0.00
Q6c Inform residents about crimes in the City	0.77	0.70	-0.08

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. The higher the mean, the higher the overall level of importance or satisfaction offered by respondents for a given issue. By dividing the average level of satisfaction by the average level of importance for each issue, a ratio can be 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 issue, the less need the residents feel exists for current efforts to focus on addressing that issue. Conversely, the lower the satisfaction-importance ratio, the greater the need for Cerritos to focus efforts on that particular issue. The Satisfaction-Importance ratios are shown separately by Department throughout this report.

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

The satisfaction-importance ratios for the Community and Safety Services Department, Sheriff's Department, and Fire Department show that, within categories of importance, residents of Cerritos see the greatest need for improvement with respect to the City's efforts to 'Inform residents about crimes in the City' (0.41), 'Facilitate neighborhood watch programs' (0.56), and 'Provide neighborhood police patrols' (0.62).

Table 11. Satisfaction-Importance Ratios for Community and Safety Services Department, Sheriff's Department, and Fire Department

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

Table 12 displays the satisfaction-importance ratios calculated for the services provided by the Community and Safety Services Department, 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. The most striking finding -- one that it repeated for the most of the services, in most of the Departments -- is that the ratios are very similar between 1999 and 2002. The relative ranking, however, did change somewhat. In 2002, 'Maintain a low crime rate' moved ahead of 'Provide child safety programs' in terms of its perceived need for improvement (given the satisfaction and importance levels assigned to each).

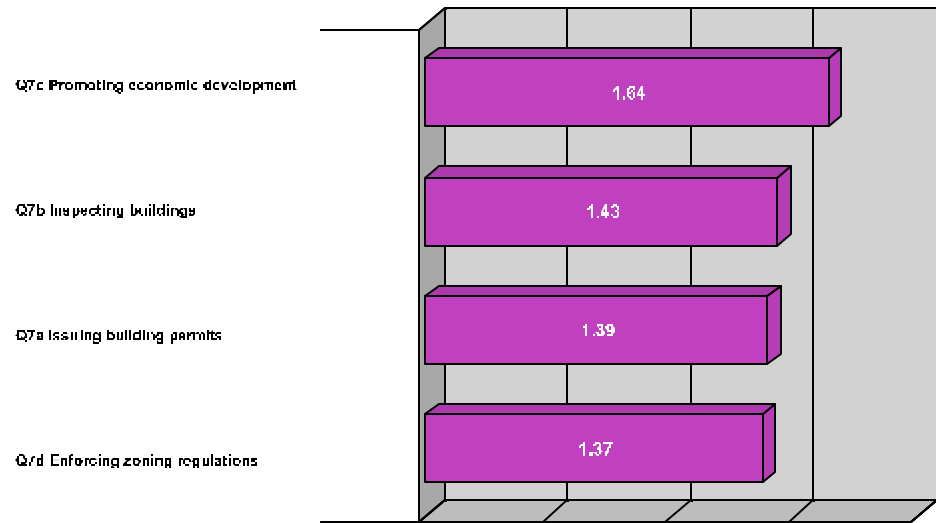
Table 12. 1999 vs. 2002: Satisfaction-Importance Ratios for Community and Safety Services Department, Sheriff's Department, and Fire Department

	1999 Ratio	2002 Ratio	99 to 02 Change	1999 Priority	2002 Priority
Inform residents about crimes in the City	0.44	0.41	-0.02	1	1
Facilitate neighborhood watch programs	0.58	0.56	-0.02	2	2
Provide neighborhood police patrols	0.62	0.62	0.00	3	3
Investigate criminal activity	0.63	0.65	0.01	4	4
Maintain a low crime rate	0.67	0.65	-0.02	6	5
Provide child safety programs	0.66	0.67	0.01	5	6
Provide code enforcement services	NA	0.76	NA	NA	7
Provide emergency medical services	0.74	0.77	0.03	7	8
Enforce traffic laws	0.77	0.79	0.02	8	9
Enforce sign regulations	0.90	0.83	-0.07	10	10
Provide fire protection and prevention services	0.79	0.83	0.04	9	11

Q7. Now, I'm going to ask you about a number of services provided by the City of Cerritos' Community Development Department. For the following list of services, please tell me whether each service is very important to you, somewhat important, or not too important. Here's the (first/next) one: _____.

The services provided by Cerritos' Community Development Department were the next to be tested in the survey. When asked to rank the services in terms of their importance, Cerritos residents identified 'Promoting economic development' (1.64) as the most important service, followed by 'Inspecting buildings' (1.43), 'Issuing building permits' (1.39), and 'Enforcing zoning regulations' (1.37). As indicated, each of the services tested received an importance ranking of 1.37 or greater, indicating that respondents viewed the issues as between 'somewhat' and 'very' important.

Figure 6. Importance of Community Development Services



Comparing the mean importance ratings assigned to each Community Development service tested in 1999 and 2002, 'Promoting economic development' was the only service to have a significantly different mean score in 2002.

Table 13. 1999 vs. 2002: Importance of Community Development Services

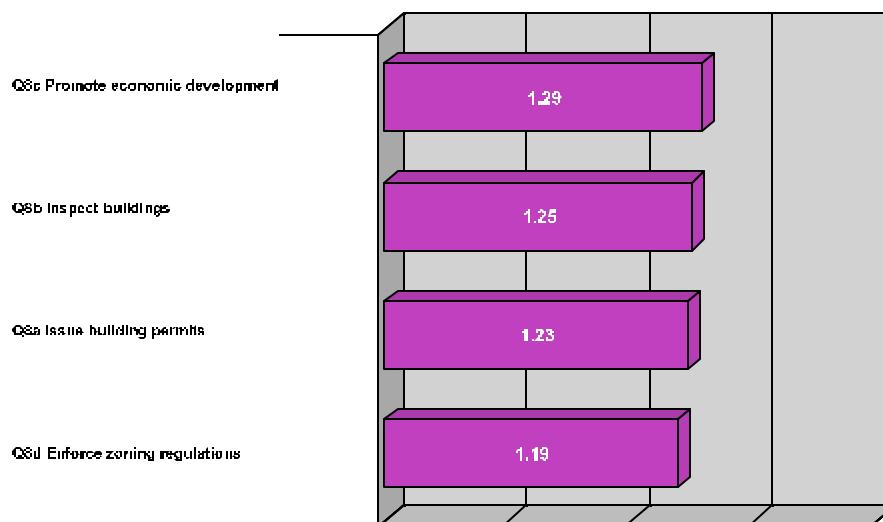
	1999	2002	99 to 02 Change
Q7c Promoting economic development	1.55	1.64	0.09
Q7b Inspecting buildings	1.51	1.43	-0.08
Q7a Issuing building permits	1.38	1.39	0.01
Q7d Enforcing zoning regulations	1.38	1.37	-0.01

Bolded results are significant at $p < 0.05$.

Q8. Would you say you are satisfied or dissatisfied with the City's efforts to _____?

Residents were next asked to identify their level of satisfaction with the Community Development Department's efforts to provide each of the services tested. As shown in Figure 7, residents reported being most satisfied with efforts to 'Promote economic development' (1.29), followed closely by 'Inspect buildings' (1.25), 'Issue building permits' (1.23), 'Enforce zoning regulations' (1.19).

Figure 7. Satisfaction with Community Development Services



Overall, residents reported comparable levels of satisfaction with each Community Development service from 1999 to 2002. None of the differences between 1999 and 2002 were statistically significant.

Table 14. 1999 vs. 2002: Satisfaction with Community Development Services

	1999	2002	99 to 02 Change
Q8c Promote economic development	1.28	1.29	0.00
Q8b Inspect buildings	1.22	1.25	0.03
Q8a Issue building permits	1.16	1.23	0.06
Q8d Enforce zoning regulations	1.19	1.19	0.00

Bolded results are significant at $p < 0.05$.

*Satisfaction-Importance Ratios:
Community Development
Department*

As displayed in Table 15, the ratios for ‘Promote economic development’ (0.79) and ‘Enforce zoning regulations’ (0.87) were the lowest among those tested for the Community Development Department. These findings indicate that there was a relatively stronger need to improve residents’ satisfaction with the current efforts to address these Community Development Department services, given the level of importance assigned to each service.

Table 15. Satisfaction-Importance Ratios for Community Development Department

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

From 1999 to 2002, the overall priority levels among the various Community Development Department services shifted rather dramatically over the two time periods. ‘Inspect buildings’ was deemed the highest priority by residents in 1999, yet shifted to the third highest priority among services in 2002. It is important to note, however, that the actual ratio values did not change dramatically. Thus, the dramatic shift in priority was accomplished by rather small changes in ratio scores across a series of services that had similar values for the ratios.

Table 16. 1999 vs. 2002: Satisfaction-Importance Ratios for Community Development Department

	1999 Ratio	2002 Ratio	99 to 02 Change	1999 Priority	2002 Priority
Promote economic development	0.83	0.79	-0.04	2	1
Enforce zoning regulations	0.86	0.87	0.01	4	2
Inspect buildings	0.81	0.87	0.07	1	3
Issue building permits	0.84	0.88	0.04	3	4

Q9. Now, I'm going to ask you about a number of services provided by the City of Cerritos' Public Works Department. For the following list of services, please tell me whether each service is very important to you, somewhat important, or not too important. Here's the (first/next) one: _____.

Respondents were next asked to rate the importance of the various services provided by the City of Cerritos' Public Works Department. Overall, respondents viewed the services provided by the Public Works Department as quite important. Of the services tested, respondents identified 'Maintaining local streets and roads' (1.79) as the most important service, followed by 'Coordinating traffic signals' (1.77), 'Preventing stormwater flooding' (1.76), 'Street sweeping' (1.75), 'Maintaining public buildings' (1.73), 'Reducing traffic congestion' (1.71), 'Maintaining parks and picnic areas' (1.71), 'Maintaining trees' (1.68), and 'Maintaining street medians' (1.64).

Figure 8. Importance of Public Works Services

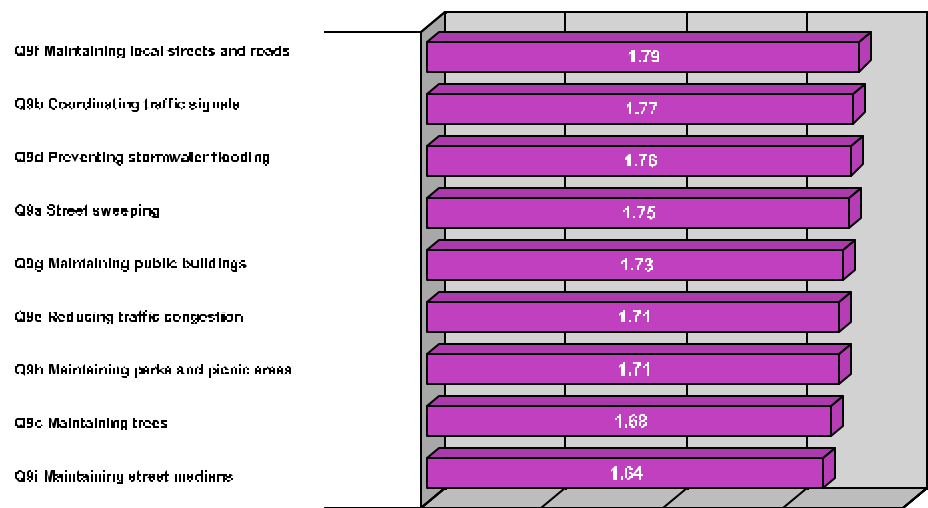


Table 17 compares the mean importance level for each of the Public Works Department services that were tested in both 1999 and 2002. In 2002, the mean importance rating given to 'Maintaining local streets and roads' decreased by 0.06, representing a significant difference from the mean rating assigned by residents in 1999. In addition, the mean importance rating assigned to 'Reducing traffic congestion' increased by 0.11, representing another significant change from 1999 to 2002.

Table 17. 1999 vs. 2002: Importance of Public Works Services

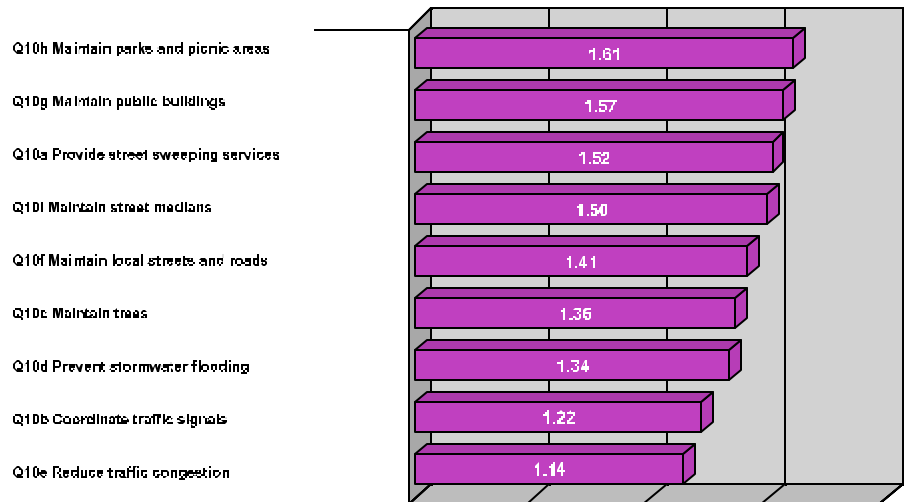
	1999	2002	99 to 02 Change
Q9f Maintaining local streets and roads	1.85	1.79	-0.06
Q9b Coordinating traffic signals	1.78	1.77	-0.02
Q9d Preventing stormwater flooding	1.76	1.76	0.00
Q9a Street sweeping	1.71	1.75	0.04
Q9g Maintaining public buildings	1.73	1.73	-0.01
Q9h Maintaining parks and picnic areas	1.72	1.71	-0.01
Q9e Reducing traffic congestion	1.60	1.71	0.11
Q9c Maintaining trees	1.66	1.68	0.01
Q9i Maintaining street medians	1.60	1.64	0.04

Bolded results are significant at $p < 0.05$.

Q10. Would you say that you are satisfied or dissatisfied with the City's efforts to _____?

Having identified the level of importance for each of the services provided by the Public Works Department, residents were then asked to indicate their level of satisfaction with the City's efforts to provide each service. As with the other satisfaction questions, responses to this question were coded according to the following scale: 'very satisfied' = +2, 'somewhat satisfied' = +1, 'somewhat dissatisfied' = -1, 'very dissatisfied' = -2. Figure 9 displays the satisfaction ratings for each of the services tested. Overall, residents of Cerritos were most satisfied with the City's efforts to 'Maintain parks and picnic areas' (1.61), followed by 'Maintain public buildings' (1.57), 'Provide street sweeping services' (1.52), 'Maintain street medians' (1.50), 'Maintain local streets and roads' (1.41), 'Maintain trees' (1.36), 'Prevent stormwater flooding' (1.34), 'Coordinate traffic signals' (1.22), and 'Reduce traffic congestion' (1.14).

Figure 9. Satisfaction with Public Works Services



Comparing the mean satisfaction ratings assigned to each of the Public Works services tested in both 1999 and 2002, 'Maintain parks and picnic areas' was the only service to have a significantly different mean score in 2002, which increased 0.15.

Table 18. 1999 vs. 2002: Satisfaction with Public Works Services

	1999	2002	99 to 02 Change
Q10h Maintain parks and picnic areas	1.47	1.61	0.15
Q10g Maintain public buildings	1.52	1.57	0.05
Q10a Provide street sweeping services	1.52	1.52	0.00
Q10i Maintain street medians	1.49	1.50	0.01
Q10f Maintain local streets and roads	1.34	1.41	0.07
Q10c Maintain trees	1.43	1.36	-0.07
Q10d Prevent stormwater flooding	1.33	1.34	0.01
Q10b Coordinate traffic signals	1.24	1.22	-0.03
Q10e Reduce traffic congestion	1.18	1.14	-0.04

Bolded results are significant at $p < 0.05$.

*Satisfaction-Importance Ratios:
Public Works Department*

The satisfaction-importance ratios for the Public Works Department show that, within categories of importance, residents of Cerritos see the greatest need for improvement with respect to the City's efforts to 'Reduce traffic congestion' (0.67), 'Coordinate traffic signals' (0.69), and 'Prevent stormwater flooding' (0.76).

Table 19. Satisfaction-Importance Ratios for Public Works Department

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

Table 20 shows how the prioritization of Public Works services has shifted since 1999. In 2002, 'Reduce traffic congestion' was the highest overall priority based on its satisfaction-importance ratio, increasing from the third highest priority in 1999.

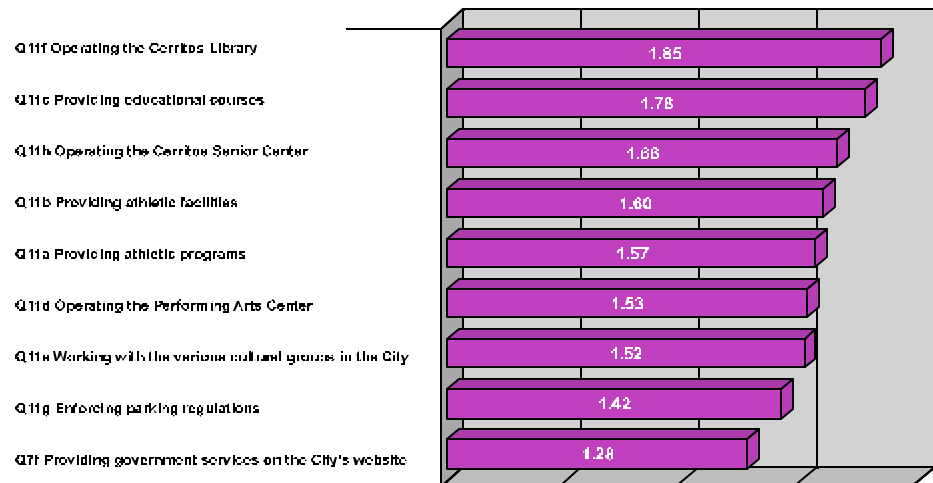
Table 20. 1999 vs. 2002: Satisfaction-Importance Ratios for Public Works Department

	1999 Ratio	2002 Ratio	99 to 02 Change	1999 Priority	2002 Priority
Reduce traffic congestion	0.74	0.67	-0.07	3	1
Coordinate traffic signals	0.70	0.69	-0.01	1	2
Prevent stormwater flooding	0.76	0.76	0.01	4	3
Maintain local streets and roads	0.72	0.79	0.06	2	4
Maintain trees	0.86	0.81	-0.05	6	5
Provide street sweeping services	0.89	0.87	-0.02	8	6
Maintain public buildings	0.88	0.91	0.03	7	7
Maintain street medians	0.93	0.91	-0.02	9	8
Maintain parks and picnic areas	0.85	0.94	0.09	5	9

Q11. Now, I'm going to ask you about a number of additional services provided by the City of Cerritos. For the following list of services, please tell me whether each service is very important to you, somewhat important, or not too important. Here's the (first/next) one: _____.

Various additional services provided by the City of Cerritos were the last to be presented to respondents in this series of questions. As in the other questions, residents were first asked to identify the importance of each of the additional services provided by the City. As shown in Figure 10, respondents indicated that 'Operating the Cerritos Library' (1.85) was the most important service of those tested, followed by 'Providing educational courses' (1.78), 'Operating the Cerritos Senior Center' (1.66), 'Providing athletic facilities' (1.60), 'Providing athletic programs' (1.57), 'Operating the Performing Arts Center' (1.53), 'Working with the various cultural groups in the City' (1.52), 'Enforcing parking regulations' (1.42), and 'Providing government services on the City's website' (1.28).

Figure 10. Importance of Additional Services Provided by the City



Examining the mean importance level assigned to each additional City service tested in 1999 and 2002, 'Providing athletic programs' decreased by 0.12, representing a significant difference from the mean reported in 1999.

Table 21. 1999 vs. 2002¹: Importance of Additional Services Provided by the City

	1999	2002	99 to 02 Change
Q11f Operating the Cerritos Library	1.86	1.85	-0.02
Q11c Providing educational courses	1.82	1.78	-0.04
Q11h Operating the Cerritos Senior Center	1.64	1.66	0.02
Q11b Providing athletic facilities	1.61	1.60	0.00
Q11a Providing athletic programs	1.69	1.57	-0.12
Q11d Operating the Performing Arts Center	1.53	1.53	-0.01
Q11e Working with the various cultural groups in the City	1.57	1.52	-0.05
Q11g Enforcing parking regulations	1.42	1.42	0.00

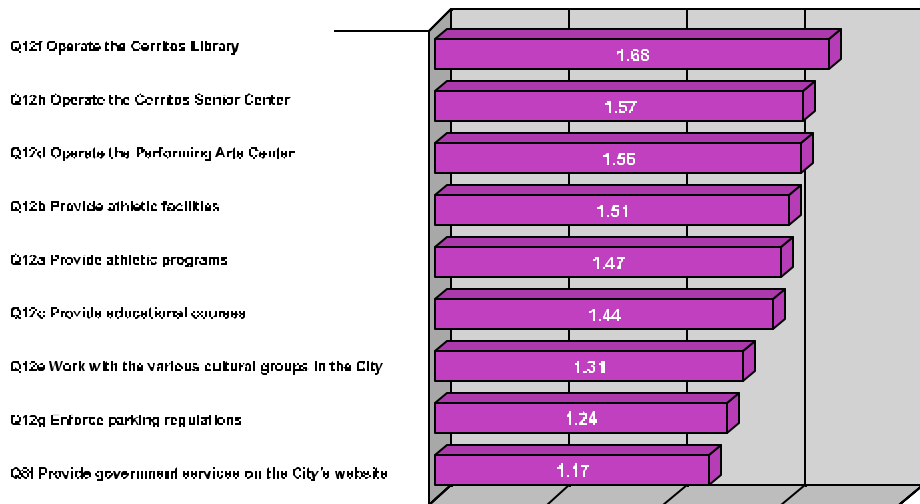
Bolded results are significant at $p < 0.05$.

¹Although the items tested for this question were the same in 1999 and 2002, the introduction to the question was phrased differently in 2002. In 1999, the introduction referred to the City of Cerritos' Community and Cultural Services Department. In 2002, the phrase 'Additional services provided by the City of Cerritos' was used.

Q12. Would you say that you are satisfied or dissatisfied with the City's efforts to _____?

Once again, following the importance question respondents were asked to indicate how satisfied they were with the City's efforts to provide each of the additional services presented in Question 11. Overall, participants reported the most satisfaction with the City's efforts to 'Operate the Cerritos Library' (1.68), followed by 'Operate the Cerritos Senior Center' (1.57), 'Operate the Performing Arts Center' (1.56), 'Provide athletic facilities' (1.51), 'Provide athletic programs' (1.47), 'Provide educational courses' (1.44), 'Work with various cultural groups in the City' (1.31), 'Enforce parking regulations' (1.24), and 'Provide government services on the City's website' (1.17).

Figure 11. Satisfaction with Additional Services Provided by the City



Comparable mean scores were assigned to each of the additional City services tested in 1999 and 2002 as displayed in Table 22.

Table 22. 1999 vs. 2002: Satisfaction with Additional Services Provided by the City

	1999	2002	99 to 02 Change
Q12f Operate the Cerritos Library	1.67	1.68	0.01
Q12h Operate the Cerritos Senior Center	1.49	1.57	0.08
Q12d Operate the Performing Arts Center	1.54	1.56	0.02
Q12b Provide athletic facilities	1.47	1.51	0.03
Q12a Provide athletic programs	1.40	1.47	0.07
Q12c Provide educational courses	1.47	1.44	-0.03
Q12e Work with the various cultural groups in the City	1.25	1.31	0.06
Q12g Enforce parking regulations	1.29	1.24	-0.05

Bolded results are significant at $p < 0.05$.

*Satisfaction-Importance Ratios:
Additional Services Provided by the
City of Cerritos*

The satisfaction-importance ratios for the additional City services tested show that, within categories of importance, residents of Cerritos see the greatest need for improvement with respect to the City's efforts to 'Provide educational courses' (0.81), 'Work with the various cultural groups in the City' (0.86), and 'Enforce parking regulations' (0.87).

Table 23. Satisfaction-Importance Ratios for Additional Services Provided by the City

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

Although the prioritization of services shifted in 2002 from 1999, ‘Provide educational courses’ and ‘Work with the various cultural groups in the City’ remained the top two priorities based on the satisfaction-importance ratios calculated in both years.

Table 24. 1999 vs. 2002: Satisfaction-Importance Ratios for Additional Services Provided by the City

	1999 Ratio	2002 Ratio	99 to 02 Change	1999 Priority	2002 Priority
Provide educational courses	0.81	0.81	0.00	2	1
Work with the various cultural groups in the City	0.80	0.86	0.07	1	2
Enforce parking regulations	0.91	0.87	-0.04	5	3
Operate the Cerritos Library	0.90	0.91	0.01	4	4
Provide government services on the City's website	NA	0.91	NA	NA	5
Provide athletic programs	0.83	0.94	0.11	3	6
Provide athletic facilities	0.91	0.94	0.03	7	7
Operate the Cerritos Senior Center	0.91	0.95	0.04	6	8
Operate the Performing Arts Center	1.01	1.02	0.01	8	9

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 residents perceive 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 25 shows the 1999 and 2002 ratios for all services tested in the survey, as well as the priority ranking for each respective year. It is worth noting that the services that represent the top candidates for attention remained the same from 1999 to 2002 and are all related to public safety: ‘Informing residents about crimes in the City’, ‘Facilitating neighborhood watch programs’, ‘Providing neighborhood police patrols’, and ‘Investigating criminal activity’. These results are due largely to the high importance scores assigned to each of these services.

Table 25. 1999 vs. 2002: Overall Satisfaction-Importance Ratios

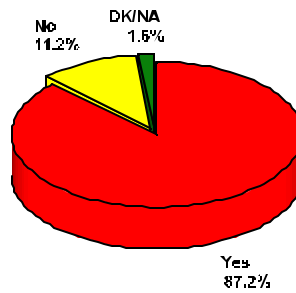
	Department	1999 Ratio	2002 Ratio	99 to 02 Change	1999 Priority	2002 Priority
Inform residents about crimes in the City	Comm. & Safety	0.44	0.41	-0.02	1	1
Facilitate neighborhood watch programs	Comm. & Safety	0.58	0.56	-0.02	2	2
Provide neighborhood police patrols	Comm. & Safety	0.62	0.62	0.00	3	3
Investigate criminal activity	Comm. & Safety	0.63	0.65	0.01	4	4
Maintain a low crime rate	Comm. & Safety	0.67	0.65	-0.02	6	5
Reduce traffic congestion	Public Works	0.74	0.67	-0.07	9	6
Provide child safety programs	Comm. & Safety	0.66	0.67	0.01	5	7
Coordinate traffic signals	Public Works	0.70	0.69	-0.01	7	8
Provide code enforcement services	Comm. & Safety	NA	0.76	NA	NA	9
Prevent stormwater flooding	Public Works	0.76	0.76	0.01	11	10
Provide emergency medical services	Comm. & Safety	0.74	0.77	0.03	10	11
Promote economic development	Comm. Develop.	0.83	0.79	-0.04	17	12
Maintain local streets and roads	Public Works	0.72	0.79	0.06	8	13
Enforce traffic laws	Comm. & Safety	0.77	0.79	0.02	12	14
Provide educational courses	Add. Services	0.81	0.81	0.00	15	15
Maintain trees	Public Works	0.86	0.81	-0.05	21	16
Enforce sign regulations	Comm. & Safety	0.90	0.83	-0.07	25	17
Provide fire protection and prevention services	Comm. & Safety	0.79	0.83	0.04	13	18
Work with the various cultural groups in the City	Add. Services	0.80	0.86	0.07	14	19
Provide street sweeping services	Public Works	0.89	0.87	-0.02	24	20
Enforce zoning regulations	Comm. Develop.	0.86	0.87	0.01	22	21
Enforce parking regulations	Add. Services	0.91	0.87	-0.04	27	22
Inspect buildings	Comm. Develop.	0.81	0.87	0.07	16	23
Issue building permits	Comm. Develop.	0.84	0.88	0.04	19	24
Maintain public buildings	Public Works	0.88	0.91	0.03	23	25
Operate the Cerritos Library	Add. Services	0.90	0.91	0.01	26	26
Provide government services on the City's website	Add. Services	NA	0.91	NA	NA	27
Maintain street medians	Public Works	0.93	0.91	-0.02	30	28
Provide athletic programs	Add. Services	0.83	0.94	0.11	18	29
Maintain parks and picnic areas	Public Works	0.85	0.94	0.09	20	30
Provide athletic facilities	Add. Services	0.91	0.94	0.03	29	31
Operate the Cerritos Senior Center	Add. Services	0.91	0.95	0.04	28	32
Operate the Performing Arts Center	Add. Services	1.01	1.02	0.01	31	33

Overnight Parking Regulation

Q13. Were you aware that the City of Cerritos has an overnight parking regulation?

Question 13 asked residents to indicate whether or not they were aware that the City of Cerritos has an overnight parking regulation. Overall, 87 percent of Cerritos residents were aware of the overnight parking regulation, 11 percent were not aware of the regulation, and the remaining two percent of respondents declined to state their awareness.

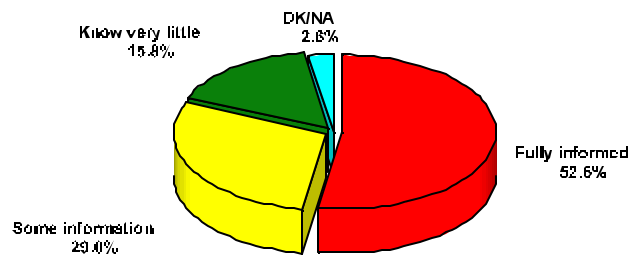
Figure 12. Aware of Overnight Parking Regulation



Q14. How much would you say you know about the overnight parking regulation? Would you say you are fully informed, have some information but do not know all of the details, or that you know very little about the regulation?

Respondents who indicated that they were aware of the regulation in Question 13 were asked to reveal how much knowledge they had of the City's overnight parking regulation. Fifty-three percent of respondents felt they were fully informed about the regulation, 29 percent indicated that they had some information, but not all the details, and 16 percent knew very little about the regulation.

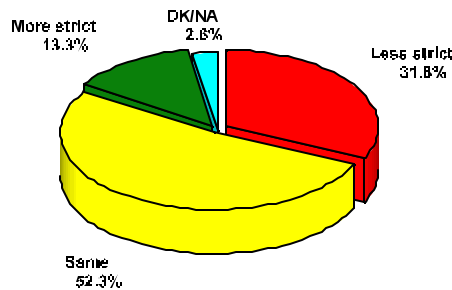
Figure 13. Informed About Overnight Parking Regulation



Q15. Do you think that the enforcement of the overnight parking regulation in the City should be less strict, kept the same, or more strict?

Residents who were aware of the City’s regulation were next asked whether they felt enforcement of the overnight parking regulation in the City of Cerritos should become less strict, remain the same, or become more strict. At the overall level, 52 percent of residents indicated that the enforcement of the overnight parking regulation should remain the same, whereas 32 percent indicated that it should become less strict and 16 percent thought it should be more strict. The remaining three percent declined to state their opinion on the matter.

Figure 14. Enforcement of Overnight Parking Regulation



The percentage of respondents who believed enforcement of the City’s overnight parking regulation should be ‘less strict’ as well as those who believed it should be ‘more strict’ decreased in 2002 by eight percent and five percent, respectively. In addition, the percentage of respondents who felt enforcement of the overnight parking regulation should remain the ‘same’ increased by 12 percent in 2002. As displayed in Table 26, this represented a significant difference among the proportions cited from 1999 to 2002. It should be noted that this question was only asked of people who indicated awareness of the overnight parking regulation in the 2002 survey and was asked to all respondents in the 1999 survey, which may have played a part in the significant differences between the two years.

Table 26. 1999 vs. 2002: Enforcement of Overnight Parking Regulation

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

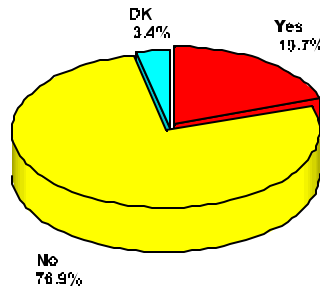
Bolded results are significant at $p < 0.05$.

Additional Community Issues

Q16. Would a member of your household use a service that delivers library books to people who have a physical disability that prevents them from visiting the Library in person?

Respondents were next asked if they or a member of their household would use a service that delivers library books to people with a physical disability who cannot visit the Library in person. Overall, 20 percent of residents indicated they would use this delivery service, whereas 77 percent of respondents would not utilize such a service.

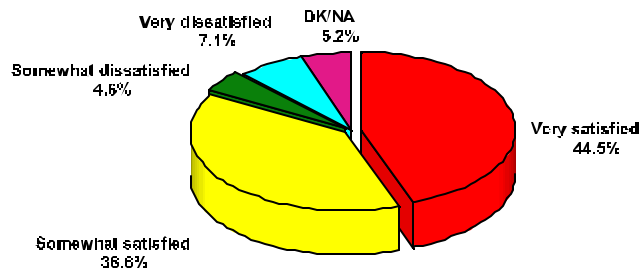
Figure 15. Use Homebound Library Book Service



Q17. Thinking of the Performing Arts Center, would you say that you are satisfied or dissatisfied with the content of the programming and events?

When asked to evaluate the content of the programming and events at the Cerritos Performing Arts Center, an overwhelming majority of residents indicated that it was satisfactory. The largest percentage of residents overall reported being 'very satisfied' (45 percent) with the content of the programming and events at the Performing Arts Center, followed by 39 percent of residents who were 'somewhat satisfied'. Alternatively, those dissatisfied with the scheduled events at the Performing Arts Center comprised 12 percent of the sample (7% 'very dissatisfied', 5% 'somewhat dissatisfied'). Five percent of residents were indecisive regarding the content of the Performing Arts Center's programming and events.

Figure 16. Satisfaction with Performing Arts Center Programming



The proportion of respondents who reported being ‘very dissatisfied’ with the programming and events at the Cerritos Performing Arts Center increased by approximately four percentage points in 2002, reflecting a significant difference between the two time periods.

Table 27. 1999 vs. 2002: Satisfaction with Performing Arts Center Programming

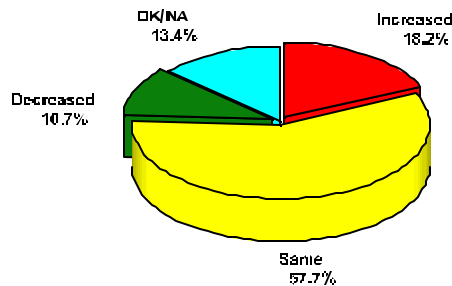
	1999	2002	99 to 02 Change
Sample Size	400	421	
Very satisfied	47.5%	44.5%	-3.0%
Somewhat satisfied	37.0%	38.6%	1.6%
Somewhat dissatisfied	6.3%	4.6%	-1.6%
Very dissatisfied	2.8%	7.1%	4.4%
DK/NA	6.5%	5.2%	-1.3%

Bolded results are significant at $p < 0.05$.

Q18. Do you think that the financial support provided to the Performing Arts Center by the City should be increased, kept the same, or decreased?

Whereas the previous question asked residents if they were satisfied or dissatisfied with the content of programming and events at the Center, Question 18 asked residents if financial support for the Performing Arts Center should be increased, remain the same, or be decreased. Overall, 58 percent of residents felt that financial support of the Center should remain at its current level. Eighteen percent of residents felt the amount of financial support by the City should be increased, whereas 11 percent of respondents felt it should be decreased. The remaining 13 percent of residents declined to state their opinion. The comparatively large percentage of residents who indicated that support should either be increased or remain at current levels is likely a reflection of the high level of satisfaction with the programs and events offered by the Performing Arts Center among Cerritos residents.

Figure 17. Support Provided to Performing Arts Center



The percentage of respondents who stated that the financial support afforded to the Center by the City should be increased declined seven percent between 1999 and 2002, which is a statistically significant finding.

Table 28. 1999 vs. 2002: Support Provided to Performing Arts Center

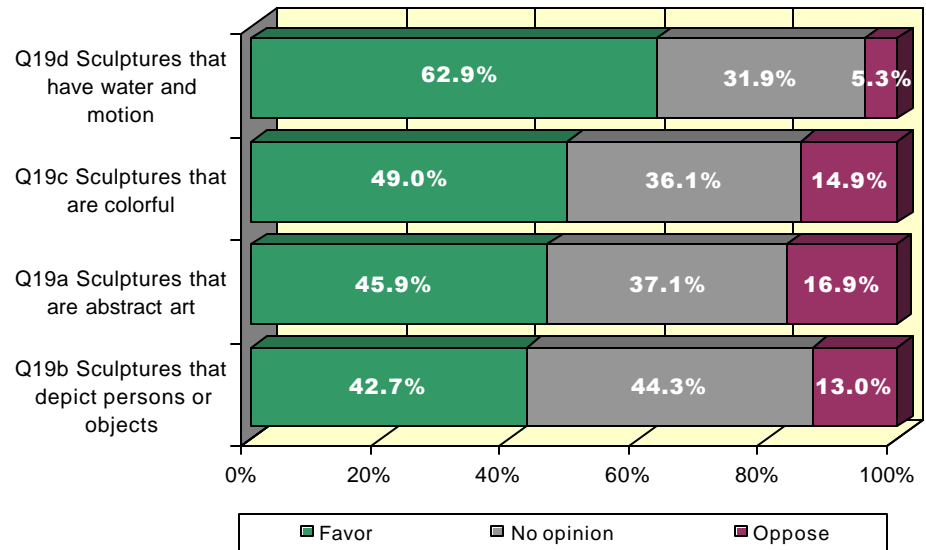
	1999	2002	99 to 02 Change
Sample Size	400	421	
Increased	25.3%	18.2%	-7.1%
Same	51.8%	57.6%	5.9%
Decreased	11.0%	10.7%	-0.3%
DK/NA	12.0%	13.4%	1.4%

Bolded results are significant at $p < 0.05$.

Q19. The City of Cerritos will be expanding its artwork in public places program, and we'd like to know what types of sculptures you would like the City to include in the program. Would you favor or oppose sculptures that: _____, or do you not have an opinion?

For the next question, respondents were informed that the City plans to expand its artwork in public places program and asked them to indicate the types of sculptures they favor. Residents were most in favor of sculptures with water and motion (63%), followed by colorful sculptures (49%), abstract art (46%), and sculptures depicting persons or objects (43%).

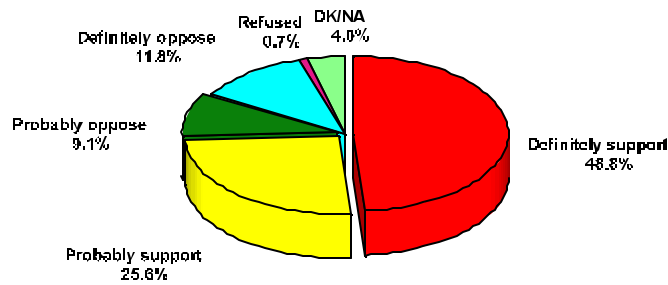
Figure 18. Sculpture Design Preferences



Q20. Would you support the development of a privately financed monorail transportation system that would service the City of Cerritos and connect to downtown Los Angeles, the Los Angeles Airport, and the Disney area in Anaheim?

The results of Question 20 indicated that a majority of Cerritos residents would support the development of a privately financed monorail transportation system that would service the City of Cerritos and connect to downtown Los Angeles, the Los Angeles Airport, and the Disney area in Anaheim. Overall, 49 percent indicated that they would ‘definitely’ support and 26 percent stated that they would ‘probably’ support a monorail transportation system in the City. Opponents of a monorail system comprised 21 percent of the sample (12 percent ‘definitely oppose’ and 9 percent ‘probably oppose’).

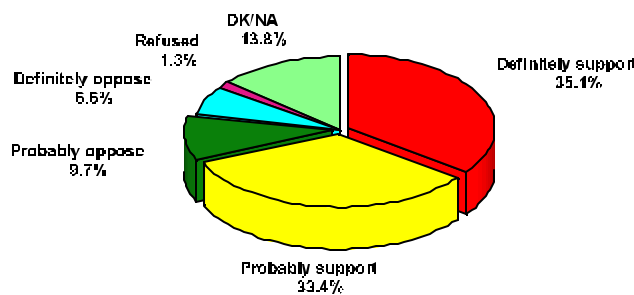
Figure 19. Support For Monorail Transportation System



Q43. Next, we are interested in how you feel about the term limits rule in the City of Cerritos that prevents a member of the City Council from being elected to more than two consecutive terms. Would you say that you definitely support, probably support, probably oppose or definitely oppose restricting the number of consecutive terms that a person can serve on the City Council?

On the topic of term limits, respondents were asked to indicate whether they supported the term limits rule that limits the number of consecutive terms an individual may serve on the Cerritos City Council. Overall, 68 percent of the residents surveyed supported term limits, whereas 17 percent of respondents reported that they opposed term limits for City Council Members. In addition, one percent of residents refused to provide an answer and 14 percent were undecided with regard to term limits.

Figure 20. Support Term Limits for Council Members



The percentage of respondents who declined to indicate their support for restricting the number of consecutive terms that a person can serve on the City Council increased by approximately 11 percentage points from 1999 to 2002, reflecting a significant difference between the two years.

Table 29. 1999 vs. 2002: Support Term Limits for Council Members

	1999	2002	99 to 02 Change
Sample Size	400	421	
Definitely support	39.0%	35.1%	-3.9%
Probably support	36.5%	33.4%	-3.1%
Probably oppose	11.3%	9.7%	-1.5%
Definitely oppose	8.8%	6.6%	-2.1%
Refused	1.5%	1.3%	-0.2%
DK/NA	3.0%	13.8%	10.8%

Bolded results are significant at $p < 0.05$.

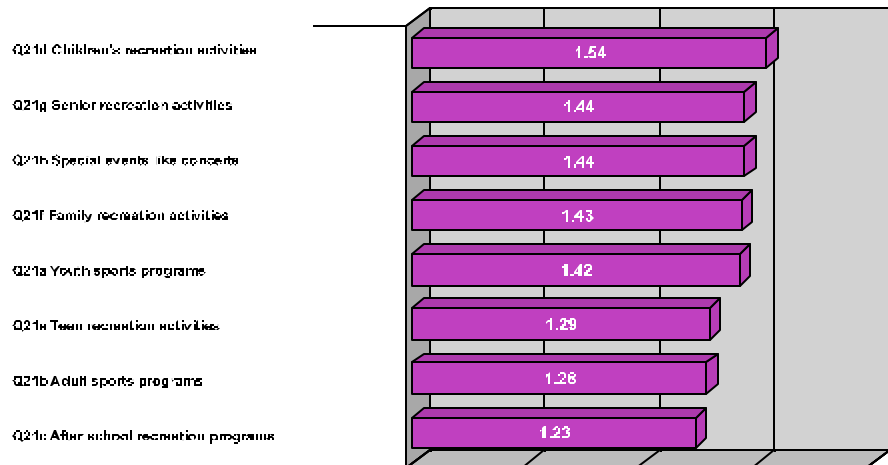
Recreation

A substantial component of the study involved assessing residents' opinions and behaviors with respect to recreational activities, programs, and facilities in the City of Cerritos. Although several recreation services were tested in the previous section, the survey questions detailed in this section of the report focused exclusively on recreation.

Q21. Next, I would like to talk about recreation programs available to Cerritos residents. In general, would you say you are satisfied or dissatisfied with the quality of _____ offered to Cerritos residents?

The format of the first two questions in the series should be familiar to the reader by now. As with the previous satisfaction questions, respondents' answers 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 an overall rank for each program. As shown in Figure 21, respondents overall were most satisfied with 'Children's recreation activities' (1.54), followed by 'Senior recreation activities' (1.44), 'Special events like concerts' (1.44), 'Family recreation activities' (1.43), 'Youth sports programs' (1.42), 'Teen recreation activities' (1.29), 'Adult sports programs' (1.28), and 'After school recreation programs' (1.23). It should be noted that each of the programs presented to respondents received a satisfaction rating greater than 1.00. In other words, respondents were at least 'somewhat satisfied' with each of the programs tested.

Figure 21. Satisfaction with Recreation Programs



Residents' mean satisfaction with recreation programs in 2002 differed significantly from the satisfaction levels reported in 1999 for three of the eight services tested in both years: 'Children's recreation activities' (increased 0.11), 'Senior recreation activities' (increased 0.12), and 'Adult sports programs' (increased 0.17).

Table 30. 1999 vs. 2002: Satisfaction with Recreation Programs

	1999	2002	99 to 02 Change
Q21d Children's recreation activities	1.43	1.54	0.11
Q21g Senior recreation activities	1.32	1.44	0.12
Q21h Special events like concerts	1.36	1.44	0.08
Q21f Family recreation activities	1.32	1.43	0.12
Q21a Youth sports programs	1.39	1.42	0.03
Q21e Teen recreation activities	1.24	1.29	0.05
Q21b Adult sports programs	1.11	1.28	0.17
Q21c After school recreation programs	1.14	1.23	0.09

Bolded results are significant at $p < 0.05$.

Q22. Would you say _____ in Cerritos are very important, somewhat important, or not too important?

Respondents were next asked to assign a level of importance to each of the recreation services presented to residents in the previous question. As with the previous importance questions, respondents' answers 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 importance score for each activity tested. As shown in Figure 22, residents of Cerritos viewed 'Children's recreation activities' (1.68) as most important, followed by 'After school recreation programs' (1.64), 'Youth sports programs' (1.62), 'Teen recreation activities' (1.60), 'Senior recreation activities' (1.57), 'Family recreation activities' (1.53), 'Special events like concerts' (1.42), and 'Adult sports programs' (1.37).

Figure 22. Importance of Recreation Programs

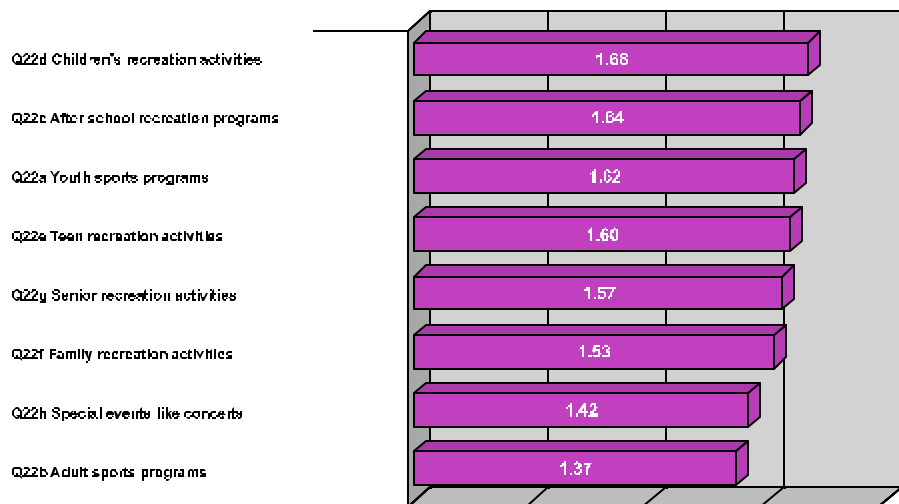


Table 31 displays the mean importance ratings assigned by residents for each recreation program tested in both 1999 and 2002. Overall, respondents' scores differed significantly in 2002 compared with the mean scores from 1999 for five of the eight recreation programs: 'Family recreation activities' (decreased 0.14), 'Children's recreation activities' (decreased 0.12), 'Youth sports programs' (decreased 0.11), 'Teen recreation activities' (decreased 0.11), and 'After school recreation programs' (decreased 0.10).

Table 31. 1999 vs. 2002: Importance of Recreation Programs

	1999	2002	99 to 02 Change
Q22d Children's recreation activities	1.80	1.68	-0.12
Q22c After school recreation programs	1.74	1.64	-0.10
Q22a Youth sports programs	1.73	1.62	-0.11
Q22e Teen recreation activities	1.71	1.60	-0.11
Q22g Senior recreation activities	1.63	1.57	-0.06
Q22f Family recreation activities	1.68	1.53	-0.14
Q22h Special events like concerts	1.37	1.42	0.04
Q22b Adult sports programs	1.40	1.37	-0.02

Bolded results are significant at $p < 0.05$.

*Satisfaction-Importance Ratios:
Recreation Programs*

As displayed in Table 22, the ratios for 'After school recreation programs' (0.75) and 'Teen recreation activities' (0.81) were among the lowest. These findings indicate that there was a relatively stronger need to improve residents' satisfaction with the current efforts to address these recreation programs, given the level of importance assigned to each program.

Figure 23. Satisfaction-Importance Ratios for Recreation Programs

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

Table 32 shows how the prioritization of recreation programs has shifted since 1999.

Table 32. 1999 vs. 2002: Satisfaction-Importance Ratios for Recreation Programs

	1999 Ratio	2002 Ratio	99 to 02 Change	1999 Priority	2002 Priority
After school recreation programs	0.66	0.75	0.09	1	1
Teen recreation activities	0.73	0.81	0.08	2	2
Youth sports programs	0.80	0.88	0.07	6	3
Children's recreation activities	0.79	0.92	0.12	5	4
Senior recreation activities	0.81	0.92	0.11	7	5
Adult sports programs	0.79	0.93	0.14	4	6
Family recreation activities	0.79	0.93	0.15	3	7
Special events like concerts	0.99	1.01	0.02	8	8

Q23. We've talked in general about recreational programs, now I'd like to know how you feel about specific recreational activities. For each of the recreational activities that I read, please tell me whether you or someone living with you would be interested in engaging in the activity.

One objective of this study was to assess resident interest in a variety of recreation activities to determine if there are opportunities for the City to better meet these interests. Accordingly, respondents were asked to indicate whether they, or someone living with them, would be interested in engaging in a particular activity. For each activity tested, responses were coded according to the following scale: 'very interested' = +2, 'somewhat interested' = +1, 'no interest' = 0. The responses were then aggregated to form a rank which indicates the level of interest in the activity among respondents overall.

Figures 24 and 25 display resident interest for each of the 19 recreational activities tested. Overall, respondents reported the greatest interest in 'Computer classes' (1.22), followed by 'Swimming' (1.11), 'Arts and crafts classes' (0.97), and 'General education classes' (0.96). Comparatively, residents expressed the least amount of interest for 'Roller hockey' (0.27), 'Skateboarding' (0.34), and 'Ice hockey' (0.36).

Figure 24. Interest in Recreation Programs Tier I

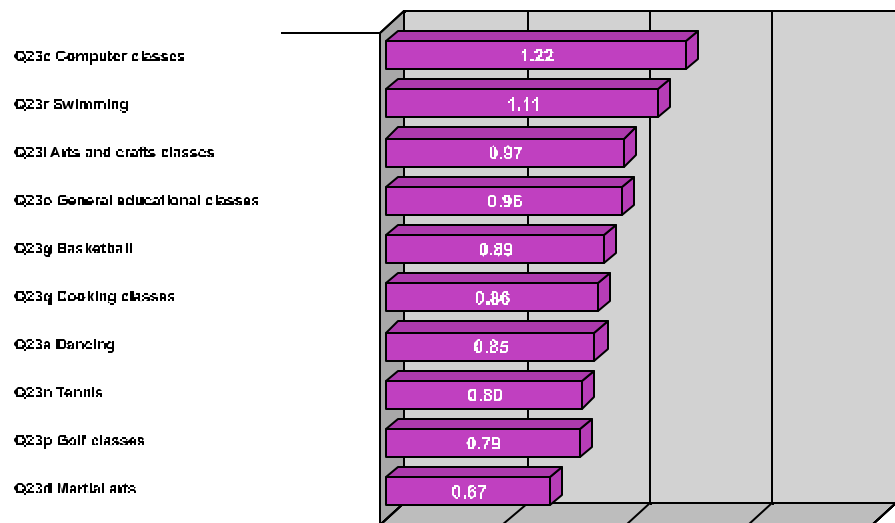
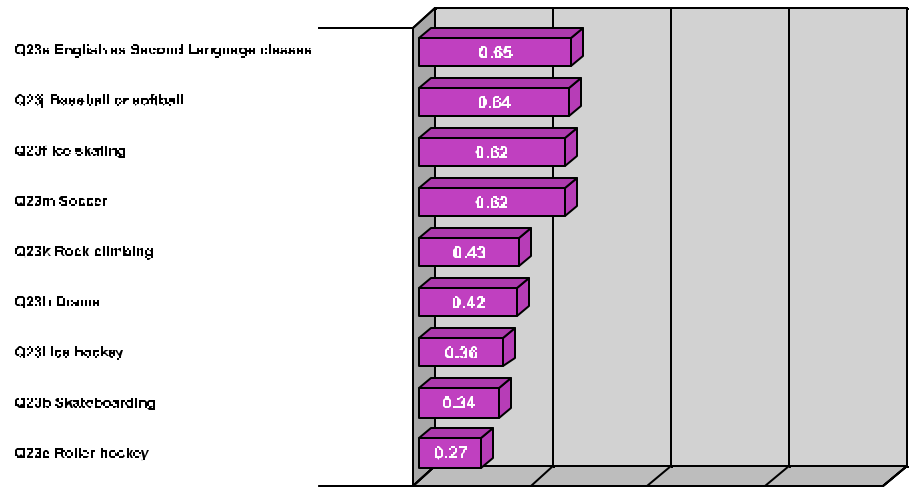


Figure 25. Interest in Recreation Programs Tier II



In 2002, residents' mean interest in recreation programs differed significantly from the interest levels reported in 1999 for 13 of the 19 services tested in both years. Residents reported a decrease in interest for each of the programs, with the most notable decline in interest for 'Roller hockey' (decreased 0.31) as a recreation program.

Table 33. 1999 vs. 2002: Interest in Recreation Programs

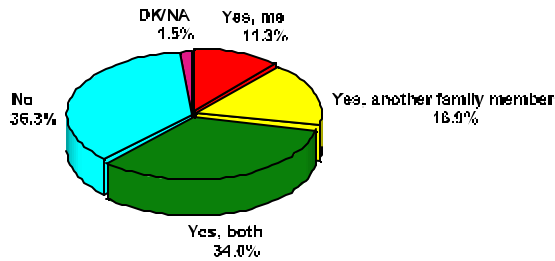
	1999	2002	99 to 02 Change
Q23c Computer classes	1.48	1.22	-0.26
Q23r Swimming	1.29	1.11	-0.18
Q23i Arts and crafts classes	1.11	0.97	-0.14
Q23o General educational classes	1.14	0.96	-0.18
Q23g Basketball	1.05	0.89	-0.16
Q23q Cooking classes	0.90	0.86	-0.03
Q23a Dancing	0.94	0.85	-0.09
Q23n Tennis	1.03	0.80	-0.22
Q23p Golf classes	0.88	0.79	-0.09
Q23d Martial arts	0.84	0.67	-0.18
Q23s English as Second Language classes	0.72	0.65	-0.07
Q23j Baseball or softball	0.92	0.64	-0.28
Q23m Soccer	0.71	0.62	-0.10
Q23f Ice skating	0.72	0.62	-0.10
Q23k Rock climbing	0.55	0.43	-0.11
Q23h Drama	0.67	0.42	-0.25
Q23l Ice hockey	0.53	0.36	-0.17
Q23b Skateboarding	0.56	0.34	-0.22
Q23e Roller hockey	0.58	0.27	-0.31

Bolded results are significant at $p < 0.05$.

Q24. Has anyone in your household used any of the City of Cerritos parks, recreational facilities, or recreation programs during the past 12 months?

Respondents were next asked to indicate whether they, or someone living in their household, had used a Cerritos park, recreational facility, or recreation program during the past 12 months. Overall, 62 percent of respondents reported that they, or someone in their household, had used a facility or participated in a program during the 12 month period prior to the survey.

Figure 26. Use of Cerritos Parks, Rec Facilities, or Rec Programs in Last 12 Months



The proportion of respondents whose household had used a Cerritos park, recreational facility, or recreation program during the past 12 months decreased by eight percentage points in 2002, which is a statistically significant difference.

Table 34. 1999 vs. 2002: Household Use of Cerritos Parks, Rec Facilities, or Rec Programs in Last 12 Months

	1999	2002	99 to 02 Change
Sample Size	400	421	
Yes	70.5%	62.2%	-8.3%
No	28.0%	36.3%	8.3%
DK/NA	1.5%	1.5%	0.0%

Bolded results are significant at $p < 0.05$.

Q25. How do you rate the _____ of Cerritos' park and recreation facilities? Would you say it is excellent, good, fair, poor or very poor?

The final question in the recreation series asked respondents to rate the appearance, accessibility, and safety of Cerritos' park and recreation facilities based on the following scale: 'excellent' = +2, 'good' = +1, 'fair' = 0, 'poor' = -1, 'very poor' = -2. The responses for all participants were then aggregated to form a mean score, which indicates the average rating assigned for each aspect tested.

As shown in Figure 27, respondents assigned the highest quality ranking to the 'Appearance' (1.30) and 'Accessibility' (1.30) of Cerritos' park and recreation facilities, followed by their 'Safety' (1.15). The positive ratings indicate that, overall, respondents viewed each of these aspects as between 'good' and 'excellent'.

Figure 27. Park and Recreation Facilities Ratings

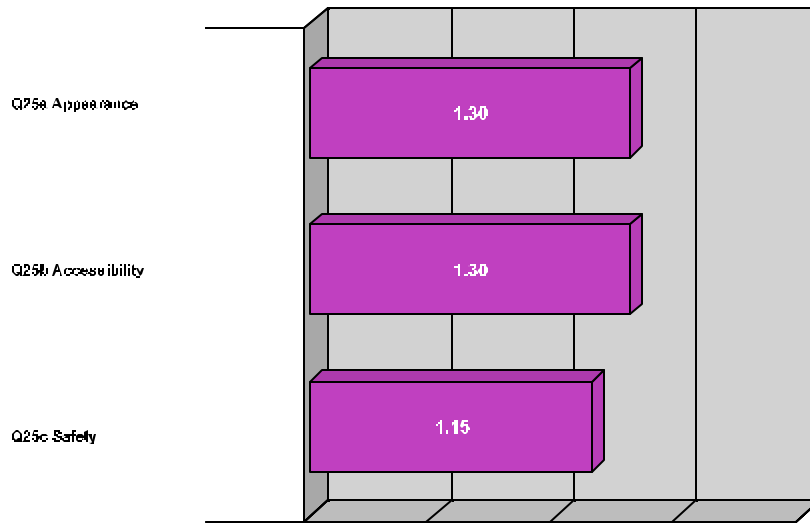


Table 35 displays the mean park and recreation facility ratings assigned in 1999 and 2002. Overall, none of the means differed significantly from one another across the two time periods.

Table 35. 1999 vs. 2002: Park and Recreation Facilities Ratings

	1999	2002	99 to 02 Change
Q25a Appearance	1.34	1.30	-0.05
Q25b Accessibility	1.21	1.30	0.09
Q25c Safety	1.14	1.15	0.01

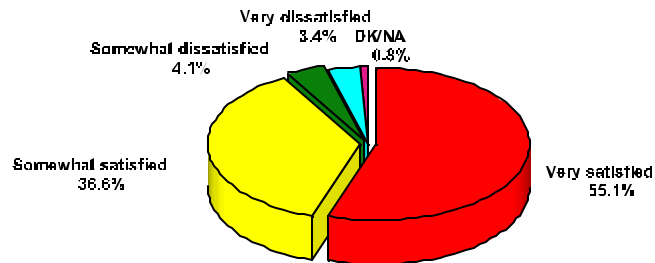
Bolded results are significant at p < 0.05.

Communication and Technology

Q26. Are you satisfied with the City's efforts to communicate with Cerritos residents through newsletters, the City's Website, Cerritos TV3, and other means?

Question 26 asked respondents to indicate their satisfaction with the City's efforts to communicate with residents through newsletters, the Internet, television, and other means. At the overall level, 55 percent of residents were 'very satisfied' and 37 percent were 'somewhat satisfied' with the City's efforts. The percentage of dissatisfied residents was comparatively low, with three percent of residents indicating they were 'very dissatisfied' and four percent indicated that they were 'somewhat dissatisfied'. The remaining one percent of respondents declined to state their opinion.

Figure 28. Satisfaction with City-Resident Communication



When surveyed in 2002, participants' satisfaction with the City's efforts to communicate with residents was consistent with the satisfaction levels reported in 1999 by residents.

Figure 29. 1999 vs. 2002: Satisfaction with City-Resident Communication

	1999	2002	99 to 02 Change
Sample Size	400	421	
Very satisfied	53.5%	55.1%	1.6%
Somewhat satisfied	36.0%	36.6%	0.6%
Somewhat dissatisfied	6.5%	4.1%	-2.4%
Very dissatisfied	2.0%	3.4%	1.4%
DK/NA	2.0%	0.8%	-1.2%

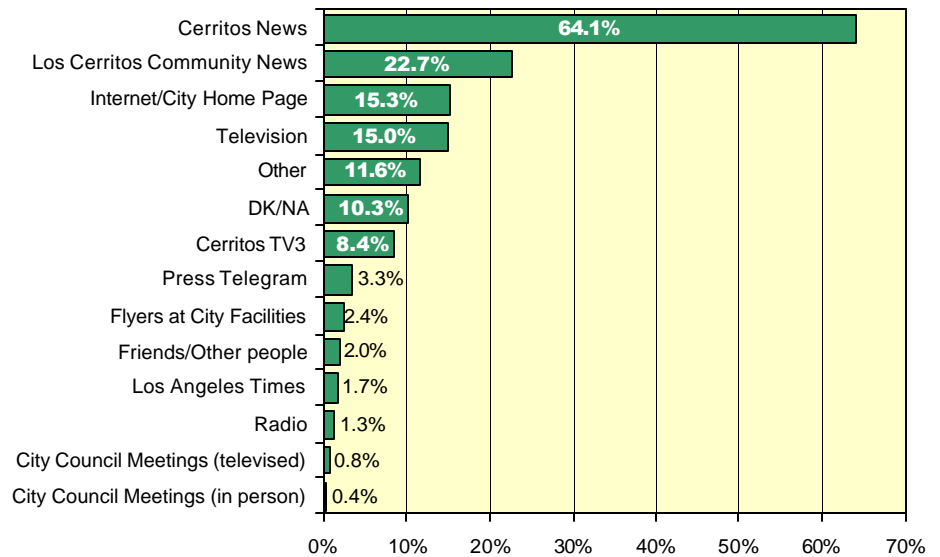
Bolded results are significant at $p < 0.05$.

Q27. What information sources do you use to find out about City news, information and programming?

Question 27 asked respondents in an open-ended format to name the information sources they used to find out about City news, information, and programming. Interviewers were instructed to record up to two answers from each respondent.

The *Cerritos News* received the largest percentage of mentions (64 percent), followed by the *Los Cerritos Community News* (23 percent). It is also worth noting that 15 percent of Cerritos residents mentioned the *Internet/City Home Page*.

Figure 30. Information Sources for Local News, Information, and Programming



Of the information sources tested in both 1999 and 2002 (note that Cerritos TV3 was not tested in 1999 so it does not appear in the table below), the percentage of respondents who utilized the City's home page increased six percent and the percentage of respondents who referred to the television as an information source increased by five percent in 2002. In addition, the percentage of respondents who declined to state where they obtained their local information increased by seven percentage points in 2002. As displayed in Table 36, those findings represented a significant difference among the proportions cited from 1999 to 2002.

Table 36. 1999 vs. 2002: Information Sources for Local News, Information, and Programming

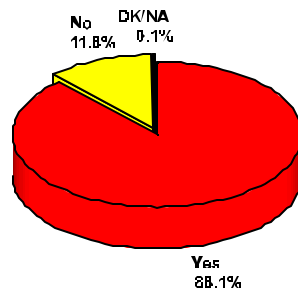
	1999	2002	99 to 02 Change
Sample Size	400	421	
Cerritos News	61.8%	64.1%	2.3%
Los Cerritos Community News	21.5%	22.7%	1.2%
Internet/City Home Page	9.0%	15.3%	6.3%
Television	9.8%	15.0%	5.3%
Other	8.3%	11.6%	3.3%
DK/NA	3.3%	10.3%	7.0%
Press Telegram	3.0%	3.3%	0.3%
Flyers at City Facilities	2.5%	2.4%	-0.1%
Friends/Other people	2.3%	2.0%	-0.2%
Los Angeles Times	3.8%	1.7%	-2.1%
Radio	0.3%	1.3%	1.0%
City Council Meetings (televised)	1.3%	0.8%	-0.5%
City Council Meetings (in person)	0.3%	0.4%	0.2%

Bolded results are significant at $p < 0.05$.

Q28. Do you have a personal computer at home?

The next series of questions asked respondents about their access to computers, the Internet, and their current local provider. Overall, 88 percent of residents revealed that they had a personal computer in their home.

Figure 31. Computer At Home



When surveyed in 2002, the percentage of respondents who had a computer at home was consistent with the percentage reported in 1999.

Table 37. 1999 vs. 2002: Computer At Home

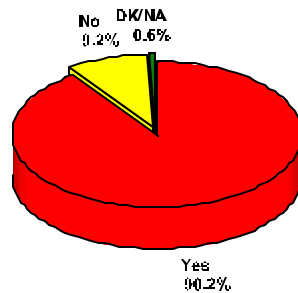
	1999	2002	99 to 02 Change
Sample Size	400	421	
Yes	84.0%	88.0%	4.0%
No	16.0%	11.8%	-4.2%
DK/NA	0.0%	0.1%	0.1%

Bolded results are significant at $p < 0.05$.

Q29. Do you have access to the Internet in your home?

Respondents who indicated that they had a personal computer at home were next asked whether or not they had access to the Internet from home. Of those individuals with computers at home, 90 percent reported having access to the Internet.

Figure 32. Internet Access At Home



The proportion of respondents who had Internet access at home increased by approximately seven percent in 2002 from that found in the 1999 study, which is a statistically significant change.

Table 38. 1999 vs. 2002: Internet Access At Home

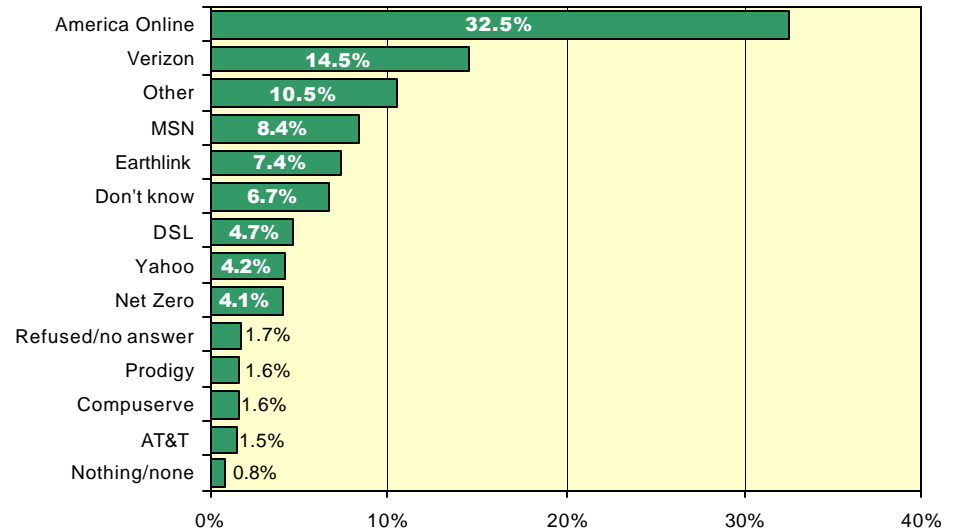
	1999	2002	99 to 02 Change
Sample Size	336	371	
Yes	83.0%	90.2%	7.1%
No	16.7%	9.2%	-7.4%
Refused/DK/NA	0.3%	0.6%	0.3%

Bolded results are significant at $p < 0.05$.

Q30. What Internet service provider or ISP do you subscribe to?

Those respondents who indicated they had home Internet access were subsequently asked to name their Internet provider. The largest percentage of residents with home Internet access used America Online (33 percent), followed by 15 percent who used Verizon. It is worth noting, moreover, that 11 percent of respondents named an 'Other' provider and seven percent did not know the name of their Internet provider.

Figure 33. Internet Provider



To enhance comparability between responses cited in 1999 and 2002, respondents who reported using Net Com in 1999 were grouped into the 'Other' category in 2002. Similarly, respondents who mentioned Compuserve, DSL, Net Zero, Prodigy, or Yahoo in 2002 were grouped into the 'Other' category for comparison with the responses reported in 1999. After regrouping the data, respondents who reported using an Internet provider other than those displayed in Table 39 increased by 15 percent and the percentage of residents who used Verizon increased by nine percent, each representing a significant difference from the percentage reported in 1999. In addition, the percentage of respondents who utilized 'America Online' and those who refused to answer the question each decreased in 2002, representing a significant difference from the proportions cited in 1999.

Table 39. 1999 vs. 2002: Internet Provider

	1999	2002	99 to 02 Change
Sample Size	279	334	
America Online	49.5%	32.5%	-17.0%
Other	12.2%	27.4%	15.2%
Verizon (GTE)	5.7%	14.5%	8.8%
MSN	5.0%	8.4%	3.4%
Earthlink	7.9%	7.4%	-0.5%
Don't know	11.1%	6.7%	-4.4%
Refused/no answer	5.7%	1.7%	-4.1%
AT&T	2.9%	1.5%	-1.4%

Bolded results are significant at $p < 0.05$.

Q31. How much do you pay per month for the service?

As a follow-up question, residents with home Internet access were asked to indicate their monthly service fee for Internet access. Thirty-six percent of residents with home Internet access paid between \$18 and \$20.99, 21 percent did not know their monthly rate, and 13 percent paid between \$21 and \$23.99.

Figure 34. Monthly Internet Fees

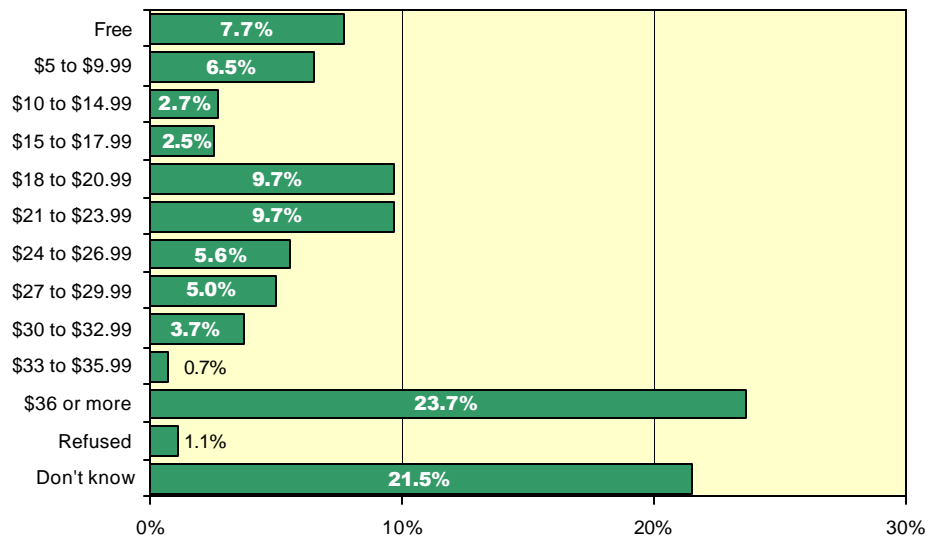


Table 40 displays the change in the distribution of respondents' monthly Internet fees from 1999 to 2002.

Table 40. 1999 vs. 2002: Monthly Internet Fees

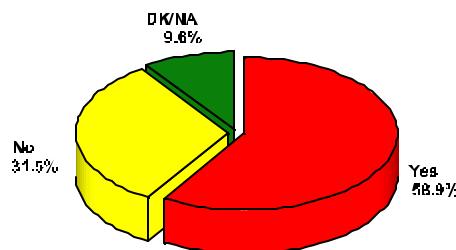
	1999	2002	99 to 02 Change
Sample Size	279	334	
Free	6.1%	7.7%	1.6%
\$1 to \$4.99	0.4%	0.0%	-0.4%
\$5 to \$9.99	2.5%	6.5%	4.0%
\$10 to \$14.99	5.4%	2.7%	-2.7%
\$15 to \$17.99	3.2%	2.5%	-0.8%
\$18 to \$20.99	36.2%	9.7%	-26.5%
\$21 to \$23.99	12.5%	9.7%	-2.9%
\$24 to \$26.99	3.2%	5.6%	2.3%
\$27 to \$29.99	0.7%	5.0%	4.2%
\$30 to \$32.99	2.5%	3.7%	1.2%
\$33 to \$35.99	1.1%	0.7%	-0.3%
\$36 or more	2.9%	23.7%	20.8%
Refused	2.5%	1.1%	-1.4%
DK/NA	20.8%	21.5%	0.7%

Bolded results are significant at $p < 0.05$.

Q32. If available, would you 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 32 asked residents with home Internet access if they would subscribe to a high-speed Internet access service which could provide connections at speeds 10-15 times faster than their current connection speed. Fifty-nine percent of respondents with Internet access indicated that they would subscribe, 32 percent indicated they would not subscribe, and ten percent were undecided.

Figure 35. Subscribe to High-Speed Internet Access



The percentage of respondents who would subscribe to high-speed Internet access if it were available decreased by eight percentage points in 2002, whereas the percentage of residents who would not subscribe to the service increased in 2002 by ten percentage points. As displayed in Table 41, both proportions were significantly different from those cited in 1999.

Table 41. 1999 vs. 2002: Subscribe to High-Speed Internet Access

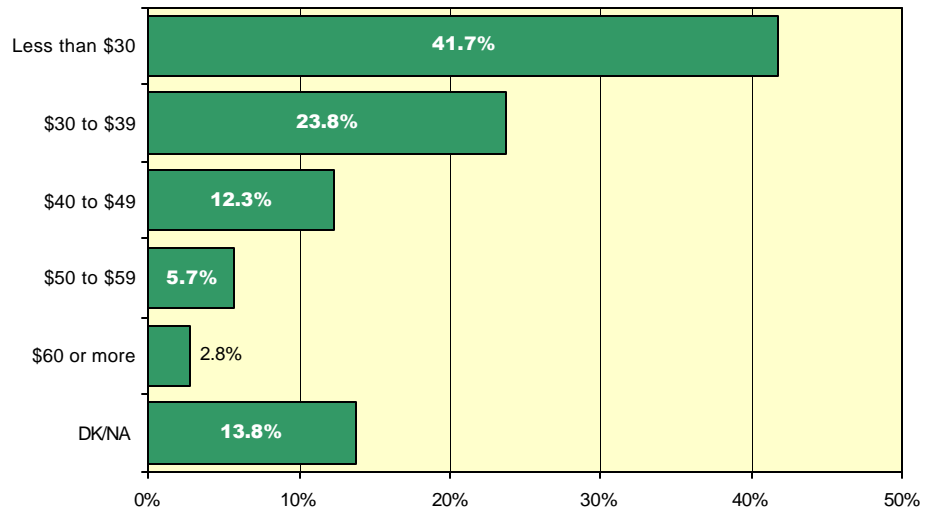
	1999	2002	99 to 02 Change
Sample Size	279	334	
Yes	66.7%	58.8%	-7.8%
No	21.9%	31.5%	9.7%
DK/NA	11.5%	9.6%	-1.8%

Bolded results are significant at $p < 0.05$.

Q33. How much would you 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?

Residents who had home Internet access and who also reported that they would subscribe to a high-speed Internet access service were subsequently asked how much they would be willing to pay per month for such a service, including the cost of the cable modem rental. Forty-two percent of potential high-speed Internet access subscribers indicated they would pay less than \$30 per month. Twenty-four percent would pay between \$30 and \$39, 14 percent were undecided, and 12 percent of respondents would pay between \$40 and \$59. Approximately nine percent of respondents indicated they would pay \$50 or more for high-speed Internet access.

Figure 36. Acceptable Rates for High-Speed Internet Access



In 2002, the percentage of respondents who felt that \$30 to \$39 was an acceptable rate for high-speed Internet access increased by nine percent, representing a significant difference from the percentage cited in 1999. Likewise, the percentage of respondents who cited ‘Less than \$30’ for high-speed access decreased.

Table 42. 1999 vs. 2002: Acceptable Rates for High-Speed Internet Access

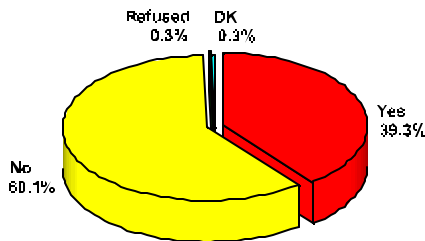
	1999	2002	99 to 02 Change
Sample Size	186	197	
Less than \$30	62.4%	41.7%	-20.7%
\$30 to \$39	14.5%	23.8%	9.2%
\$40 to \$49	7.0%	12.3%	5.3%
\$50 to \$59	4.3%	5.7%	1.4%
\$60 or more	1.1%	2.8%	1.7%
DK/NA	10.8%	13.8%	3.0%

Bolded results are significant at $p < 0.05$.

Q34. Have you ever visited the City of Cerritos' Website?

Keeping with the Internet theme, each respondent was asked whether or not they had visited the City of Cerritos' website. Among respondents overall, 60 percent had not visited the website, whereas 39 percent of residents had visited the City's website.

Figure 37. Visited the City of Cerritos Website



The proportion of respondents who had visited the City of Cerritos’ website increased by approximately 13 percent in 2002. As displayed in Table 43, these findings are significantly different from those found in 1999.

Table 43. 1999 vs. 2002: Visited the City of Cerritos Website

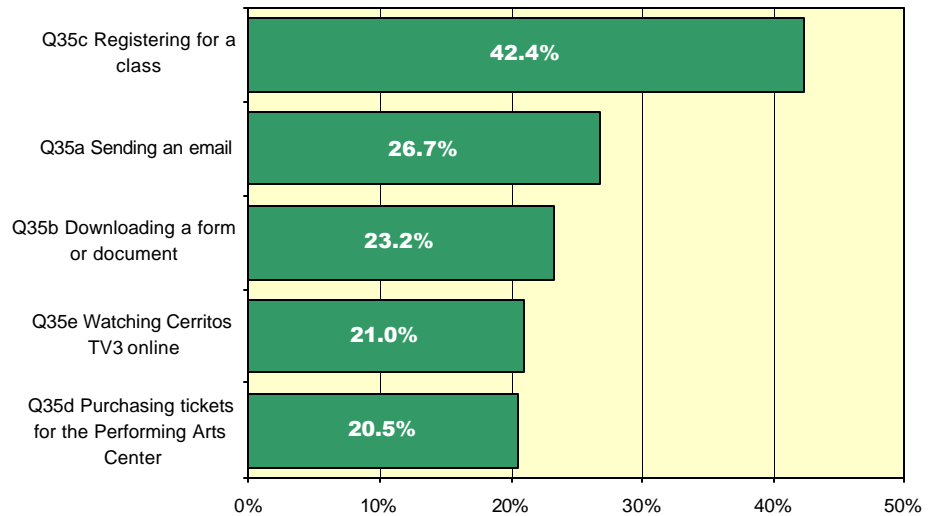
	1999	2002	99 to 02 Change
Sample Size	400	421	
Yes	26.8%	39.3%	12.5%
No	72.8%	60.1%	-12.7%
Refused/DK	0.5%	0.6%	0.1%

Bolded results are significant at $p < 0.05$.

Q35. Have you ever interacted with the City through the City's website by: _____?

As a follow-up to the previous question, respondents who had visited the City’s website were asked to detail their interaction. Figure 38 below displays the percentage of respondents who answered ‘yes’ to each method of interaction with the site. Overall, 42 percent of respondents had utilized the City’s website to register for a class, 27 percent had used the website to send an email, 23 percent had downloaded a form or document, 21 percent had watched Cerritos TV3 online, and 21 percent had purchased tickets for the Performing Arts Center through the City’s website.

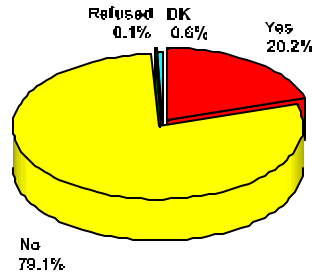
Figure 38. Method of Interaction with the City’s Website



Q36. Does your household subscribe to satellite television service?

The survey next asked each respondent whether or not they subscribed to a satellite television service. Among Cerritos respondents overall, 20 percent reported they were satellite television subscribers.

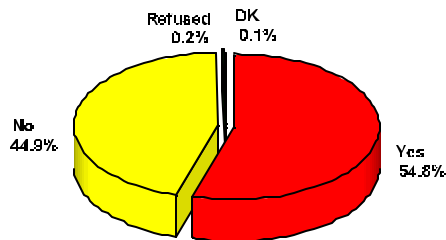
Figure 39. Satellite Television Subscribers



Q37. Does your household subscribe to Cable Television?

Respondents were next asked to reveal if they subscribed to cable television. Fifty-five percent of Cerritos residents surveyed subscribed to cable television, whereas 44 percent did not subscribe.

Figure 40. Cable Television Subscribers



When surveyed in 2002, respondents' cable subscription status was consistent with the proportion who utilized the service in 1999.

Table 44. 1999 vs. 2002: Cable Television Subscribers

	1999	2002	99 to 02 Change
Sample Size	400	421	
Yes	60.8%	54.8%	-6.0%
No	39.3%	44.9%	5.6%
Refused	0.0%	0.2%	0.2%
DK	0.0%	0.1%	0.1%

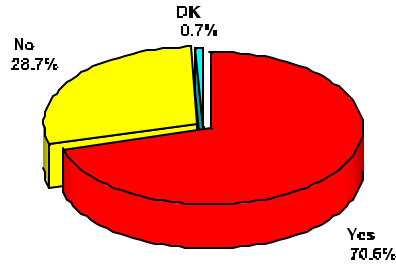
Bolded results are significant at $p < 0.05$.

Respondents who subscribed to cable television were asked the following five questions:

Q38. Have you ever watched a City Council Meeting on Channel 3?

Among residents with cable service, 71 percent indicated they had tuned into a televised City Council meeting.

Figure 41. Watched Televised Council Meeting



Although the percentage of respondents who watched televised City Council Meetings decreased slightly in 2002 (71%) compared with 1999 (72%), the two proportions were not significantly different from one another.

Table 45. 1999 vs. 2002: Watched Televised Council Meeting

	1999	2002	99 to 02 Change
Sample Size	243	230	
Yes	72.4%	70.6%	-1.8%
No	27.2%	28.7%	1.5%
Refused	0.0%	0.0%	0.0%
DK	0.4%	0.7%	0.3%

Bolded results are significant at $p < 0.05$.