



SANTA MONICA PULSE

SURVEY RESPONSES FOR SEPTEMBER 2024

Text message poll sent to ~1,000 Santa Monicans between September 30-October 4 with a response rate of 10 percent.

QUESTION 1:

If the upcoming election for City Council were held tomorrow, which four candidates would you vote for? Select four options.

	Total Pct
1. Phil Brock	50.00%
2. Oscar de la Torre	48.96%
3. Vivian Roknian	33.33%
4. John Putnam	30.21%
5. Dan Hall	3.13%
6. Ellis Raskin	5.21%
7. Barry Snell	6.25%
8. Natalya Zernitskaya	5.21%
9. Wade Kelley	2.08%
10. Ericka Lesley	7.29%
11. Someone else	45.83%

**Respondents were able to choose more than one answer.*

QUESTION 2:

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The City Council recently voted to support a ballot measure that would raise LA County's sales tax (already one of the highest in the nation). The revenue is meant to go to programs that would fight homelessness. Do you support a higher sales tax?

	Total Pct
1. Yes	3.13%
2. No	95.83%
3. Not Sure	1.04%
TOTAL	100.00%

QUESTION 3:

A recent survey ranked Santa Monica as the most expensive city to conduct business in the region. Do you think the City Council should make it easier to run a business in the city?

	Total Pct
1. Yes	95.83%
2. No	1.04%
3. Not Sure	3.13%
TOTAL	100.00%