



SANTA MONICA PULSE

SURVEY RESPONSES FOR OCTOBER 2024

Text message poll sent to ~1,000 Santa Monicans between October 30-November 4 with a response rate of 8 percent.

QUESTION 1:

The City Council approved updates to the City’s zoning rules that will ease restrictions for businesses, including allowing animated signs and game arcades in Downtown Santa Monica. The goal is to aid ongoing recovery from the coronavirus shutdown. Do you believe easing these restrictions will help revitalize Downtown businesses?

	Total Pct
1. Yes	44.59%
2. No	32.43%
3. Not Sure	22.97%
TOTAL	100.00%

QUESTION 2:

The City Council also voted to endorse Proposition 36—a statewide measure that cracks down on repeat offenders. Supporters believe the measure would stop the “revolving door” for drug and retail-related crimes. Critics argue it could increase incarceration rates for marginalized communities. Do you support or oppose Prop 36?

	Total Pct
1. Support	90.54%
2. Oppose	8.11%
3. Not Sure	1.35%
TOTAL	100.00%

QUESTION 3:

How do you plan to vote this election day?

	Total Pct
1. I have or will vote by mail	60.81%
2. I plan to vote in person	36.49%
3. I do not plan to vote	2.70%
TOTAL	100.00%