



# SANTA MONICA PULSE

## SURVEY RESPONSES FOR NOVEMBER 2024

Text message poll sent to ~1,000 Santa Monicans between November 22-November 27 with a response rate of 10 percent.

### QUESTION 1:

All four of Santa Monica’s political “establishment” candidates—those backed by Santa Monicans for Renters’ Rights—won the four open City Council spots in this last election. This ousted members of the “Safer” slate who ran on a platform of increasing public safety. How confident are you in the newly-elected City Council’s ability to improve public safety?

	Total Pct
1. Very Confident	7.37%
2. Somewhat Confident	9.47%
3. Not Confident	71.58%
4. Not Sure	11.58%
<b>TOTAL</b>	<b>100.00%</b>

### QUESTION 2:

Of the below, what is your top priority for the incoming City Council?

	Total Pct
1. Reduce homelessness	32.63%
2. Increase public safety	44.21%
3. Expand support for small businesses	3.16%
4. Revitalize Downtown	7.37%
5. Something Else	12.63%
<b>TOTAL</b>	<b>100.00%</b>

### QUESTION 3:

Do you think Santa Monica is headed in the right direction?

	Total Pct
1. Yes	9.47%
2. No	73.68%
3. Not Sure	16.84%
<b>TOTAL</b>	<b>100.00%</b>