



SANTA MONICA PULSE

SURVEY RESPONSES FOR MARCH 2025

Text message poll sent to ~1,000 Santa Monicans between March 9-11 with a response rate of 10 percent.

QUESTION 1:

The City Council voted for staff to explore a policy that would almost triple the individual contribution limit for candidate campaigns (raising the limit from \$410 to \$1,500). Proponents say the proposed ordinance would diminish the out-sized influence of Independent Expenditure (IE) Committees, or PACs in council races. Critics see it as a way for Councilmembers to bolster their campaign accounts. Do you support or oppose raising the contribution limit for individuals?

	Total Pct
1. I support raising the limit	21.21%
2. I oppose raising the limit	54.55%
3. Not Sure	24.24%
TOTAL	100.00%

QUESTION 2:

The City Council is considering a \$460 million bond measure to pay for capital projects that would normally be funded by City revenues. The bond would generate revenue by taxing Santa Monica property owners and would likely be the largest bond in the City's history. The bond is being considered in light of the city's poor financial outlook -- a five-year forecast shows that its General Fund expenditures will "significantly exceed revenues" over the next three fiscal years. Do you support a \$460 million bond for Santa Monica?

	Total Pct
1. Yes	7.07%
2. No	86.87%
3. Not Sure	6.06%
TOTAL	100.00%

QUESTION 3:

Last week, Santa Monica's finance director reported that the city's budget is in a "structural deficit" and the city must further pull from "already depleted" reserves to cover costs. What should be the top priority for the Santa Monica City Council?

	Total Pct
1. Cut spending	64.65%
2. Borrow money and raise taxes to maintain existing levels of spending	6.06%
3. Something else	29.29%
TOTAL	100.00%