

# The City of West Hollywood 2018 Community Study Survey

*Report of Findings*



OPINION  
RESEARCH  
& STRATEGY



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## **INTRODUCTION AND METHODOLOGY**

From September 30 to October 11, 2018, Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a dual-mode survey (online and via landline and cellular phones) among West Hollywood residents 18 years of age or older.

The survey was commissioned by the City of West Hollywood to determine residents' opinions and attitudes toward social services and other aspects of life in West Hollywood. In addition, many of the questions in this survey have been included from previous City of West Hollywood Community Studies in order to track any changes over time.<sup>1</sup> The survey was conducted in English online, and was offered in English, Russian, and Spanish on the telephone. The sample was weighted slightly to reflect the demographic characteristics of residents of the City of West Hollywood who are ages 18 or older.

In all, 738 respondents are included in the sample. The margin of error for the survey sample is plus or minus 4.0 percent; for smaller subgroups of the sample, the margin of error is larger. For subgroups that make up a small fraction of the overall interpretation of the survey's findings their results are more suggestive rather than definitive and should be treated as such.

Additionally, if results for anyone question does not equal 100 percent, this can be explained by rounding error.

The contemporary approach for gathering statistically reliable data, which was utilized for this year's City of West Hollywood study, is to employ the traditional telephone survey methodology alongside the latest online survey applications. While many respondents are willing to offer their opinions through a telephone survey, there are several identifiable segments of the population who are more likely to respond to an online version of the survey. In this way, combining the telephone and online survey data produces an all-inclusive, representative sample of West Hollywood residents.

This sampling methodology differs from that used in previous surveys. In the past, a survey was mailed to a random sample of West Hollywood residents. This year however, a sample was taken from a list of all mailing addresses in West Hollywood – then that list was matched to telephone numbers and email addresses where available. A random number of respondents were invited to take the survey three ways: telephone, email, and a mailed postcard.<sup>2</sup>

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<sup>1</sup> Where past results were presented with decimal points, FM3 rounded the percentage for comparison purposes with the 2018 survey results.

<sup>2</sup> In cases where an individual housing unit occupants' e-mail address and telephone number were unavailable, a random sample of these residential units received a postcard with a unique ID number inviting the occupant to respond to the survey online.

As mentioned, the 2018 survey utilized a contemporary dual mode methodology. With the introduction of this approach, the fact that some respondents participated in the survey online and some on the telephone should be noted as having some implications on the interpretation of survey findings. Most notably, the option for a “do not know” response is provided to online participants (as it was in previous mail surveys); however, the same option is coded only if volunteered on the phone – in other words, it is not mentioned as an option explicitly. Therefore, in some instances, individuals are more apt to select a “do not know” response online than on the telephone. When making comparisons across survey years, some caution should be taken in observing cases where there is a higher “do not know” response, and in turn, a lower response to one or more of the alternative options.

Changes to the survey methodology described above were made to ensure: (1) best practices in sampling methodology, and (2) that there was a sufficient number of respondents to be able to generalize the findings across the entire City population of interest. While the results from surveys dating back to 1998 are included as a basis for comparison throughout the report, these comparisons should be considered with the knowledge that methodological and sampling differences can create some variation in results.

Finally, the survey results presented in this report should be considered as one important data point in the evaluation of City programs and services provided. The other research activities as part of this study and data collected within City departments that measure participation and/or attitudes among recipients of the program or service should also be considered in assessing the importance of the service or program to the demographic groups it serves.

Graphic representation of the demographic profile of the sample discussed below is provided in **Appendix A**.

### **Demographic Profile of Respondents**

- In this survey, men outnumber women 57% to 42%. Less than one percent of survey respondents identify as non-binary or transgender (see **Figure 25**).
- Roughly half of respondents (52%) report being heterosexual. Altogether 43% of survey respondents say they are part of the LGBTQ community. One third (33%) identify as gay males. Relatively few respondents identify as Lesbians (four percent), bisexual (three percent), or sexually fluid (three percent) (see **Figure 26**).
- Nearly four in ten respondents are under 35 (five percent 18 to 24, 34% 25 to 34). About one third are middle aged (17% 35-44, 16% 45-54), and another quarter are older (10% 55-64, 14% 65 and older) (see **Figure 27**).
- Three quarters of respondents identify as White (75%), 10% as Latino, five percent Asian, and three percent African American. Just one percent of respondents say they primarily speak Russian at home and less than one percent primarily speak Spanish at home (see **Figure 28**).

- Many respondents are highly educated and have high incomes. Nearly eight in ten respondents is a college graduate (49% 4-year college, 30% graduate school). Just two in ten either have completed some college (18%) or are high school graduates (two percent) (see **Figure 29**).
- Four in ten respondents reports an annual household income over \$100,000 (18% \$100,000-149,999, 20% \$150,000 and over). Three in ten respondents reports mid-level income (14% \$50,000-74,999, 15% \$75,000-99,999). Two in ten report earning less than \$50,000 annually (21%) (see **Figure 30**). Two in ten also report living on a fixed income (22%) (see **Figure 31**).

Below is an outline of the sections of the report. Following the outline, the report presents a summary of survey findings. The remaining portion of this report, consisting of five sections, discusses the survey's principal findings and examines changes in survey participant opinions and attitudes over the years.

- **Part 1** — Satisfaction with Life in West Hollywood
- **Part 2** — Need for Social Services
- **Part 3** — Other City Services
- **Part 4** — Communication from the City
- **Part 5** — City Profile

Full topline results of the survey are included at the end of the report as **Appendix B**.

## SUMMARY OF FINDINGS

### Satisfaction with Life in West Hollywood

- **A large majority of residents are satisfied with the social services provided by West Hollywood.** Nearly two-thirds (63%) of residents give social services in the City high marks, including two in ten (18%) who are “very” satisfied. Fifteen percent express some degree of dissatisfaction, and two in ten (21%) do not know enough about the services to offer an opinion. (Section 1.1)
- **An overwhelming majority of West Hollywood residents rate the quality of life in the City positively.** Eighty-five percent of residents refer to West Hollywood as an “excellent” (34%) or “good” (51%) place to live, while only 12% consider it “fair,” and a low four percent “poor.”

**West Hollywood is well regarded as a place to live; however, enthusiasm for the City is down somewhat from previous years.** While overall positive assessments remained mostly the same (89% 2013, 85% 2018), “excellent” reviews have fallen by nine percentage points, from 43% in 2013 to 34% at present. (Section 1.2)

- **The safety of West Hollywood neighborhoods also gets generally good reviews from residents.** Nearly three quarters (72%) of residents call their neighborhoods very or somewhat safe. Again, feelings towards safety in general are positive, but not overly so, as residents are almost twice as likely to call their neighborhoods “somewhat” safe (46%) than “very” safe (26%).

**Views on safety have declined slightly over the last five years.** In 2013, eight in ten residents (82%) called the City at least somewhat safe, compared to 72% currently. (Section 1.3)

- **Residents express a high degree of satisfaction with the services and products available in West Hollywood.** A large majority of respondents are at least somewhat satisfied with basic services such as banking, groceries, and medical (93%); in addition to the casual dining (86%), fine dining (82%), and entertainment and nightlife (82%) available to them in the City.

**Residents are mostly satisfied with options for personal services and shopping, but there is room for improvement.** Respondents are generally satisfied with the personal services (62%) and shopping (72%) available. However, fewer residents are “very” satisfied in these areas (34% and 39%, respectively). (Section 1.4)

- **Residents identified a wide range of topics the City should work to improve, with homelessness and affordable housing topping the list.** One in four (24%) residents mention addressing homelessness, unprompted, when asked what the City could do to make West Hollywood a better place to live. Another 15% mention issues surrounding affordable housing. A smaller number of residents mention a range of issues including parking and traffic to historic preservation, education, and healthcare. (Section 1.5)

## The Need for Social Services

- **Nine of the twelve social services presented in the survey were rated important to continue to fund by a majority of respondents.** Average scores ranged from 3.3 to 4.3 on a 5-point scale where a “1” indicated that the service was of low importance for the City to fund, and a “5” indicates high importance. Services that residents found to be the most important for the City to fund include: (Section 2.1)
- *Health care services* (mean score of 4.3, 79% “4” or “5” rating)
  - *HIV prevention and education* (4.2, 76%)
  - *Food or meals for residents in need* (4.2, 76%)
  - *Services and shelter for people who are homeless* (4.2, 75%)
  - *Senior services* (4.1, 70%)
  - *Transportation services, including Cityline shuttle, Dial-A-Ride, the PickUp, and the Sunset Trip* (4.0, 71%)
  - *Drug and alcohol abuse counseling and treatment* (4.0, 70%)
  - *Programs for at-risk youth* (4.0, 67%)
  - *Counseling and emotional support* (3.8, 62%)

Less highly prioritized, but still above the mid-point on the scale from 1 to 5 include programs that have a more limited scope:

- *Job services and placement* (mean score of 3.6, 52% “4” or “5” rating)
- *Legal services* (3.5, 49%)
- *Subsidized preschool* (3.3, 45%)

**The last five years have seen large increases in the importance residents place on a number of services and programs.<sup>3</sup>** The following services had an increase of more than twenty percentage points in the proportion of respondents giving a rating of “4” or “5” since the 2013 survey: (Section 2.1)

- *Counseling and emotional support* (33% 2013, 62% 2018, +29 percentage points)
- *Services and shelter for people who are homeless* (49%, 75%, +26 percentage points)
- *Food or meals for residents in need* (50%, 75%, +25 percentage points)
- *Health care services* (33%, 62%, +29 percentage points)
- *Programs for at-risk youth* (44%, 67%, +23 percentage points)

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<sup>3</sup> Includes only programs that were asked about in 2013 and 2018.



**When thinking about the needs of their own households, residents are most likely to identify health care, homelessness, and public transportation as the most essential social services West Hollywood provides.** One in four residents mentioned each as one of the top two social service-related needs in their households—25% identified health care (including mental health), 24% identified public transportation, and 23% identified homelessness. One in ten also stated that senior services are essential. Meanwhile, 14% say their households have no need for social service programs.<sup>4</sup> (Section 2.2)

- **West Hollywood residents indicated strong support for a range of programs offered or being considered to homeless individuals in the City.** A large majority of residents believe each of the following programs should be funded by the City:
  - Health and mental services for people who are homeless (89%)
  - Substance abuse and recovery services for people who are homeless (84%)
  - Street outreach services (79%)
  - A Drop-In Center for people who are homeless (79%)
  - A homeless shelter (73%)

**Roughly eight in ten (81%) are in favor of funding a program to offer “supportive housing” for people who are homeless. A sizable majority, seven out of ten residents (69%) also have a favorable attitude about funding “permanent supportive housing” for people who are homeless.** (Section 2.3)

- **The City currently funds programs related to a number of health concerns. The survey found that among the households that mentioned a specific health concern, three in ten households are affected by one or more of the health issues mentioned in the survey.** The most common issue is mental or emotional disabilities (14%), followed by AIDS or HIV (seven percent) or an impairment of hearing or sight (seven percent) or mobility (seven percent). Fewer residents identified substance abuse (five percent), a learning disability (four percent) or a developmental disability (one percent) as issues in their households.<sup>5</sup>

**There has been little change in the prevalence of these issues over the last five years, with the exception of mental or emotional disabilities.** In 2013, just six percent of residents in West Hollywood said that their household was affected by a mental or emotional disability compared to 14% in 2018. (Section 2.4)

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<sup>4</sup> Multiple responses were accepted.

<sup>5</sup> Multiple responses were accepted.

- **Almost one in every two residents of West Hollywood regularly help someone in their lives.** Forty-seven percent report helping a family member, friend, or neighbor on a regular basis. (Section 2.5)

## Other City Services

- **Public safety tops residents' priorities for other services provided by the City, followed by affordable housing and community-building programs.** Average scores ranged from 3.4 to 4.5 on a 5-point scale where a "1" indicates the service is of low importance for the City to fund, and a "5" indicates high importance. Residents found the following services most important for the City to fund:

- *Providing law enforcement services* (mean score of 4.5, 84% "4" or "5" rating)
- *Neighborhood crime prevention programs* (4.3, 80%)
- *Disaster and emergency preparedness measures* (4.3, 79%)
- *Providing fire protection services* (4.3, 78%)
- *Support for affordable housing* (4.2, 77%)
- *Park and recreation programs* (4.0, 72%)
- *Revitalization of rundown commercial areas* (3.8, 62%)
- *Public arts programs* (3.6, 55%)

After-school programs and special events are seen as lower priorities.

- *After-school programs* (mean score of 3.4, 49% "4" or "5" rating)
- *Special events, festivals and community gatherings* (3.4, 48%)

**There have been large increases in the importance residents place on several of these programs.** The following services had an increase of more than ten percentage points in the proportion of those giving a rating of "4" or "5" since the 2013 survey: (Section 3.1)

- *Support for affordable housing* (50% 2013, 76% 2018)
- *After-school programs* (32%, 49%)
- *Disaster and emergency preparedness measures* (68%, 79%)

- **The most popular public transportation services offered by the City of West Hollywood are the weekend trolley services.** Close to one in four residents (23%) use the PickUp or the Sunset Trip at least a few times a month. Other programs are used by a much smaller number of residents 18 years of age or older (13% Cityline shuttle, four percent Taxi Subsidy Program, three percent Dial-A-Ride). However, when examining residents who are 65 years of age or over in 2018, 13%

reported using the Taxi Subsidy Program and seven percent said they use Dial-A-Ride, respectively. (Section 3.2)

- **Two in ten (21%) West Hollywood residents would like to see the weekend trolley service extend its hours of operation.** One in ten (13%) would like to see more service from the Cityline shuttle, and very few would like other services to be expanded. (Section 3.3)

### Communication from the City

- **The City's efforts at communicating with residents appear to be successful, as nearly three quarters of residents report satisfaction with the communication they receive.** One in four residents say they are "very satisfied" with communication from the City and another four in ten (44%) are "somewhat satisfied." Relatively few residents are dissatisfied (19%).

While mostly satisfied with communication from the City, residents display less enthusiasm than in the past. In 2013, four in ten residents (42%) were "very" satisfied with communications, compared to just 28% in 2018. (Section 4.1)

- Residents prefer the City to reach out to them directly, either through email or traditional mail sent to their homes. A majority of West Hollywood residents would prefer email from the City (58%). Four in ten (41%) prefer publications and other traditional mail sent to their homes.

Fewer residents select communications posted online. Close to three in ten (29%) select information posted on the City's website or social media accounts (24%) as their preferred method of communication. Video content is less popular (11%) as is in-person community meetings (11%). (Section 4.2)

### City Profile

- **Despite the fact that much of the housing in West Hollywood is rental properties, many residents have lived in the City for a substantial amount of time.** Three in ten (31%) residents have lived in the City for three years or fewer. Another 28% have resided in the City between four and nine years, while four in ten (41%) have remained in West Hollywood for ten years or more.

**Many residents have remained in the same home for a considerable amount of time as well.** One-third (32%) of the residents of West Hollywood have lived in the same housing unit for ten years or more. Another quarter (26%) have stayed in their homes between four and nine years. Four in ten residents (41%) have moved into a new home in the last three years. (Section 5.1)

- **Housing in West Hollywood consists primarily of multi-unit dwellings.** Two-thirds (64%) of the population lives in apartments while 22% live in condos. One in ten residents (10%) live in single-family homes.

**Estimates of housing types have returned to past trends, after a shift in 2013.** Results closely match those found in 1998 (65% apartments, 24% condos, eight percent single-family homes) and 2006 (64% apartments, 27% condos, nine percent single-family homes). The last survey deviated from these results, showing more condos (33%) and fewer apartment dwellers (52%). (Section 5.2)

- **Living with an intimate partner is the most common household type in West Hollywood.** Nearly four in ten (39%) live with a same-sex spouse (11%), opposite-sex spouse (17%) or domestic partner (10%). One-third (36%) of residents live alone, while 17% live with one or more roommates. Relatively few (13%) residents live in households with three or more people.

**Over the last five years, there has been a decrease in West Hollywood residents who live alone.** In 2013, half of residents (48%) lived by themselves compared to just 36% today. There has also been an increase in same-sex spouses living together (3% 2013, 11% 2018) and a corresponding decrease in domestic partnerships (16% 2013, 10% 2018), perhaps due to the changing legal status of same-sex unions. (Section 5.3)

- **Few West Hollywood households include children under 18 years of age.** Just five percent of residents have minor children living with them. Many of those children are very young (45% age four and younger). Four in ten (37%) have grade school-aged children 5 to 11. One quarter (23%) live with teens aged 12 to 18.

**The numbers of residents with children has remained consistent over time.** Although comparable data on this question is not available from 2013, similar results of less than 10% are found in both 2006 when seven percent of residents surveyed had children, and 1998 (nine percent). (Section 5.4)

- **A large majority of West Hollywood residents rent their homes.** Seven in ten (71%) are renters compared to one quarter (26%) who own their homes. The average rent in the City is around \$2,000 per month. Nearly four in ten residents (37%) pay more than the average rent for their homes. A majority pays less than the average, with 14% paying less than \$1,000 per month, two in ten (20%) paying \$1,000-\$1,499, and three in ten (29%) paying \$1,500-\$1,999.

**Home ownership has dropped over the last five years, after showing a growing trend in earlier years.** Ownership levels in the current survey (26%) are at the same level as those seen in 1998 (28%). Home ownership had been up in 2006 (35%) and 2013 (41%).

**Housing costs in West Hollywood have increased over the last five years.** Rents over \$2,000 per month have become much more common (17% 2013, 37% 2018)—an increase of 20 percentage points. More affordable rents have decreased accordingly, with the number of rentals under \$1,000 per month decreasing from 23% in 2013 to 14% in 2018, and rentals costing between

\$1,000 and \$1,499 monthly dropping from 29% to 20%. This impact can be seen in responses to many questions throughout the survey, as residents mention affordable housing as an important problem facing the City. (Section 5.5)

- **The largest proportion of the population in West Hollywood resides in the City Center.** Four in ten residents live in the City Center, an area defined as between Fairfax Avenue and La Cienega Boulevard. A third (35%) live on the West side (west of La Cienega Boulevard) and one quarter (23%) live east of Fairfax Avenue. (Section 5.6)
- **Most residents of West Hollywood are employed, though few work in the City itself.** Two-thirds (67%) are employed full time and another 12% work part time. However, only one-quarter (25%) work within the City limits. (Section 5.7)

## DETAILED FINDINGS

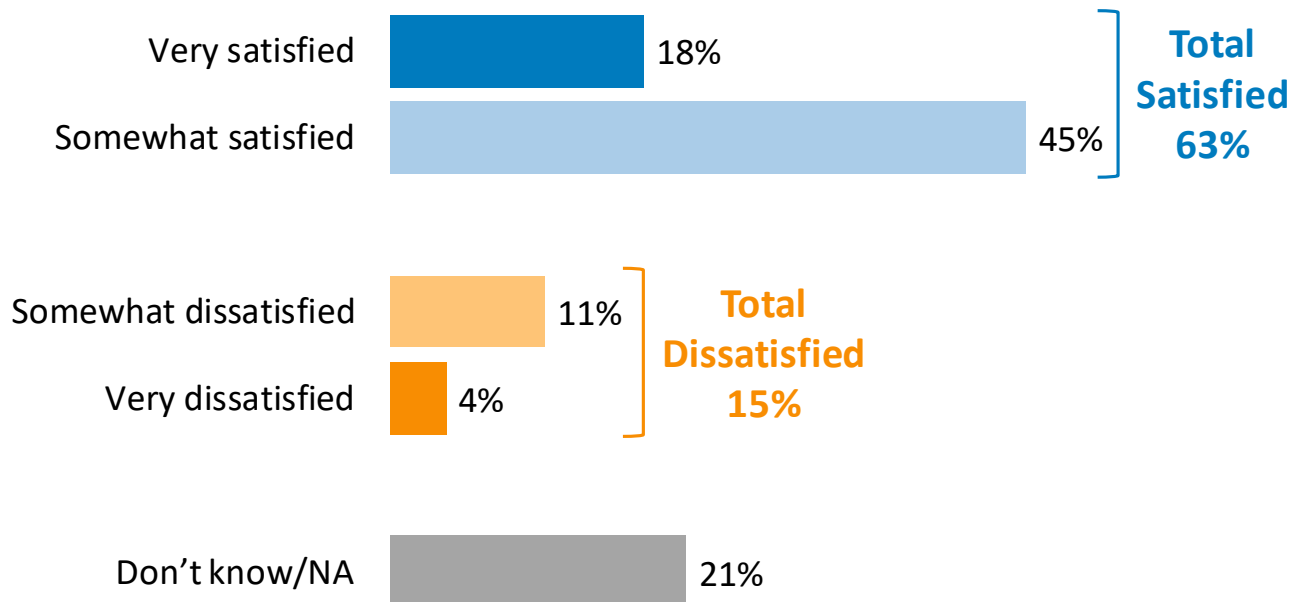
### 1 SATISFACTION WITH LIFE IN WEST HOLLYWOOD

*West Hollywood residents are generally satisfied with social services provided by the City. Residents also have a positive impression of the City overall as a place to live. A majority of respondents also say their neighborhoods are safe and are satisfied with the social services provided. However, there has been a slight uptick in residents who express a concern about safety, and a slight drop in those who consider the City an excellent place to live. Residents also believe that the City could be improved by addressing homelessness and affordable housing.*

#### 1.1 Satisfaction with Social Services

Six in ten residents (63%) are satisfied with the social services provided by the City of West Hollywood. Two in ten (18%) consider themselves “very” satisfied and another four in ten (45%) are “somewhat” satisfied. Just one in six residents (15%) are dissatisfied (11% “somewhat,” four percent “very”). Nearly one quarter (21%) do not know enough about social services in the City to provide a rating (see **Figure 1**).

**Figure 1: Satisfaction Rating with the Job the City is Doing to Provide Social Services**



## Results Among Subgroups

Groups who are more likely to use social services give the City the highest ratings, while those who are less likely to use these services often do not know enough about them to offer an opinion.

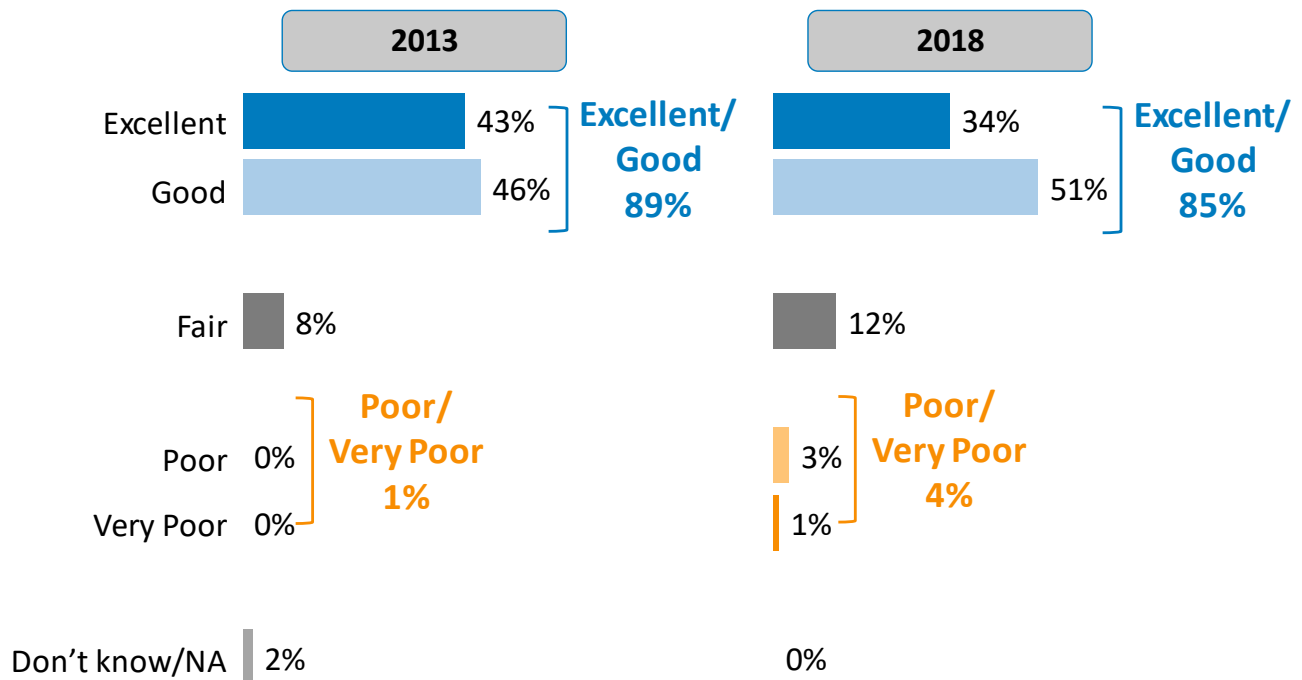
- Three-quarters (76%) of residents who earn less than \$50,000 annually are satisfied with the social services provided by West Hollywood. Residents with higher incomes are more likely to say they do not know enough to give a rating (28% of those earning over \$100,000 annually).
- Older adults (75%, 65 and older) and retirees (78%) are more likely than younger residents to be satisfied with social services (60% ages 18 to 54, 67% 55 to 64).
- Seven in ten (71%) residents who reported having one or more of the health issues asked about in the survey are satisfied with social services, compared to 60% of those who reported none.
- Residents who have used transportation services provided by the City are also more likely to be satisfied with the City's performance on social services (74% satisfied versus 59% of those who have not used those services).
- Residents who rated the quality of life in the City lower (fair or poor) are the most likely to find fault with social services provided by the City. Forty-three percent of those who gave low quality-of-life ratings are also dissatisfied with social services, outnumbering those who are satisfied (36%).

## 1.2 Quality of Life in West Hollywood

A large majority (85%) of West Hollywood residents view the City positively. Half (51%) rate the quality of life as “good” and another third (34%) call it “excellent.” Fewer than two in ten express any degree of dissatisfaction. Twelve percent rate life in the City “fair,” (a term often interchangeable with “average”) and very few call it poor (three percent “poor”, one percent “very poor”).

Levels of satisfaction have remained relatively consistent since 2013 when 89% rated the City “excellent” or “good” and nine percent called it “fair” or “poor.” There has been a slight decrease in those who view the City as an “excellent” place to live. In 2013, 43% rated the quality of life “excellent,” compared to 34% currently (see **Figure 2**).

**Figure 2: The City’s Quality of Life Rating in 2013 and 2018**



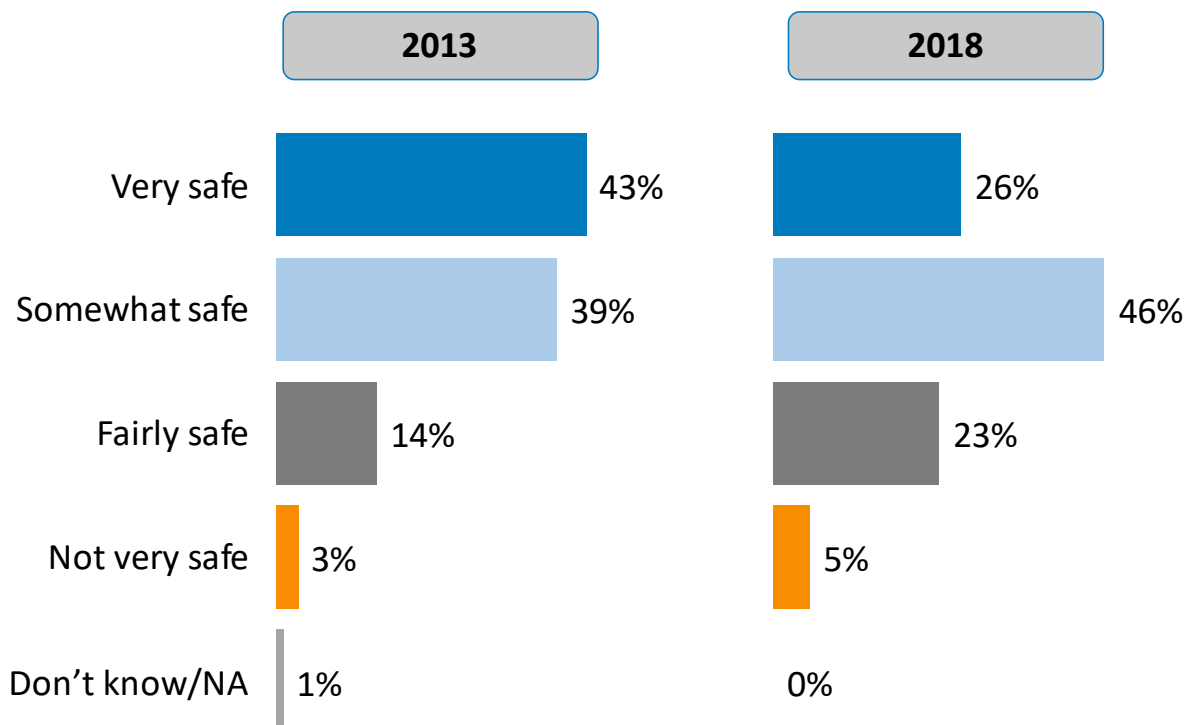


### 1.3 Safety in West Hollywood

Seven in ten (72%) consider their neighborhoods generally safe, including over a quarter (26%) who feel their neighborhood is “very” safe. Further, two in ten (23%) call their neighborhoods “fairly safe,” and just five percent say their neighborhood is “not very safe.”

In 2013, residents were more likely to give higher safety ratings than they are in the current survey. In 2013, 82% of residents considered their neighborhoods at least “somewhat safe,” compared to 72% currently (see **Figure 3**).

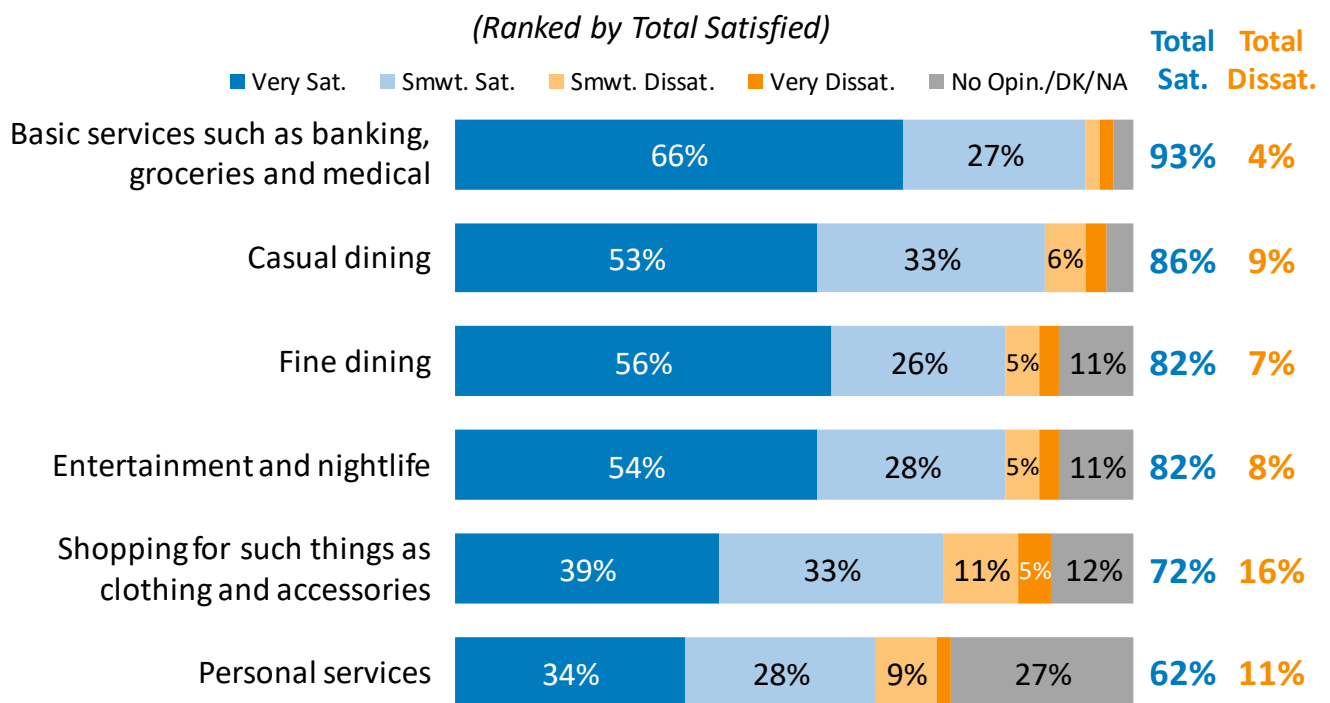
**Figure 3: Neighborhood Safety Rating in 2013 and 2018**



### 1.4 Satisfaction with Business Options

Residents of West Hollywood are generally satisfied with the types of businesses available in the City. Eight in ten or more are satisfied with the availability of basic services such as banking, groceries, and medical (93%), casual dining (86%), fine dining (82%), and entertainment and nightlife (82%). A majority of respondents are also satisfied with the availability of personal services (62% satisfied) and shopping for clothing and accessories (72%). Alternatively, they are less likely to be “very satisfied” with the availability of businesses related to personal services (34% “very satisfied”), and shopping for clothes and accessories (39%) (see **Figure 4**).

**Figure 4: Satisfaction Ratings with the Basic Services Available in the City**



#### Results Among Subgroups

- Residents who are happy living in West Hollywood are more likely than their counterparts to be “very satisfied” with each of the aforementioned business types.
- Residents with higher incomes are generally more satisfied with the businesses available in West Hollywood (66% “very satisfied” with fine dining, 66% entertainment and nightlife, 49% shopping, 43% personal services).

- Residents who work in West Hollywood tend to be more satisfied with the basic services (74% “very satisfied”), fine dining (64%) and shopping (50%) available in the City, and less satisfied with the nightlife and entertainment options (57%).
- Condo dwellers are more satisfied than others with the basic services such as banking, groceries and medical, available in West Hollywood (81% “very satisfied”).
- Residents over 55 (41% “very satisfied”) are less satisfied with the entertainment and nightlife options in the City than their younger counterparts (60%).

While a majority of residents are satisfied with their options, there are a few areas in which dissatisfaction is more common.

- One quarter of East side residents are dissatisfied with shopping options (24%). Fewer residents in the City Center (14%) or the West side (13%) are dissatisfied with shopping options.
- Residents who say their quality of life in West Hollywood is just “fair” or “poor” are most likely to express unhappiness with the availability of personal services (30%) and entertainment and nightlife options (22%).

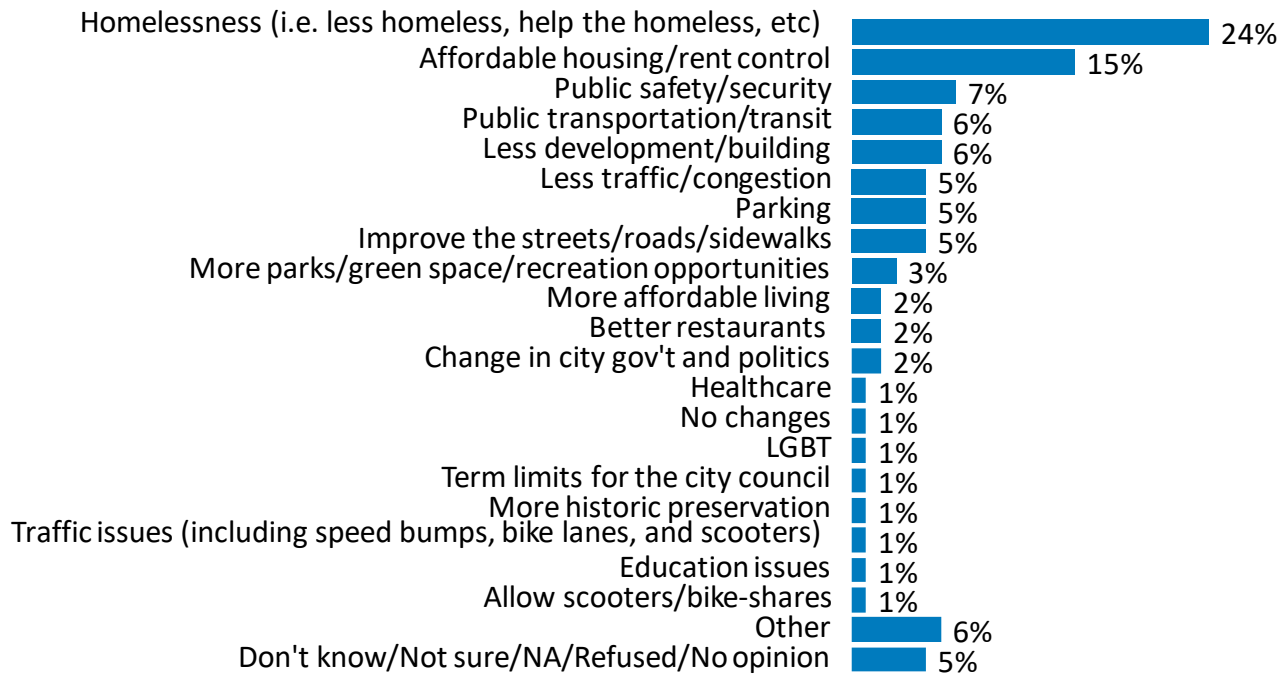
### 1.5 How to Improve West Hollywood

In an open-ended question, residents offered suggestions on what needed to be changed to make West Hollywood a better place to live. A wide range of issues came up, but only *addressing homelessness* (24%) and *affordable housing* (15%) were mentioned by more than one in ten residents (see **Figure 5**). Other issues mentioned with some frequency include:

- Public safety/security (seven percent)
- Public transportation (six percent)
- Less development or building (six percent)
- Less traffic/congestion (five percent)
- Parking (five percent)
- Improve streets/roads/sidewalks (five percent)

**Figure 5: Suggestion of Changes the City Could Implement to Make it a Better Place to Live**

*(Ranked by % Response, Open-ended Grouped Responses)*



**Results Among Subgroups**

- Those who are newer to the area are more likely to mention homelessness as an issue that the City should address; three in ten (31% 0 to 3 years, 28% 4 to 6 years) residents who have lived in West Hollywood six years or fewer mention this in the open-ended question, compared to less than two in ten of those living in the City longer (16% 7 to 9 years, 18% 10 or more years).
- Residents paying between \$2,000 and \$2,500 in monthly rent are more likely than others to mention homelessness as well (40%). In addition, approximately two in ten residents who either pay less than \$2,000 per month (23% less than \$1,000, 17% \$1,000 to \$1,499, 24% \$1,500 to \$1,999) or more than \$2,500 (17%) mention homelessness.
- Young women under 35 are also among the most likely to raise homelessness as a concern (34%). Homelessness is mentioned less frequently by men of all ages (23%) and older women (22% women 35 to 54, nine percent women 55 and older).
- Residents who have lived in their current homes between 11 and 20 years are more likely to mention wanting less development allowed in the City (18%) compared to those who have lived in their homes 10 years or less (3%) or over 20 years (11%).

## 2 NEED FOR SOCIAL SERVICES

***West Hollywood residents clearly value the social services provided by the City. Residents identify health care and homeless programs as among the most important for the City to fund generally, and also the most important for their own households. The public supports a number of programs to address homelessness, ranging from mental health services to shelters and other housing assistance.***

***Further demonstrating the need for social services is the fact that three in ten residents face issues ranging from physical limitations to problems with drugs and alcohol or mental and emotional health. The survey also finds that half of West Hollywood residents regularly help friends and neighbors who are in need.***

### 2.1 Importance of Social Service Programs

West Hollywood residents appreciate the importance of many of the social services provided by the City. On a 5-point scale where a “1” indicates that the service is of low importance for the City to fund and a “5” indicates high importance, average scores ranged from 3.3 to 4.3 (see **Figure 6**).

Programs related to health care and providing food and shelter for community members in need are identified as the most critical by residents:

- Health care services (mean 4.3, 79% “4” or “5”);
- HIV prevention and education (4.2, 76%);
- Food or meals for residents in need (4.2, 76%); and
- Services and shelter for people who are homeless (4.2, 75%).

Residents also greatly value programs providing transportation, services for seniors, and help for adults and youth dealing with addiction and other issues:

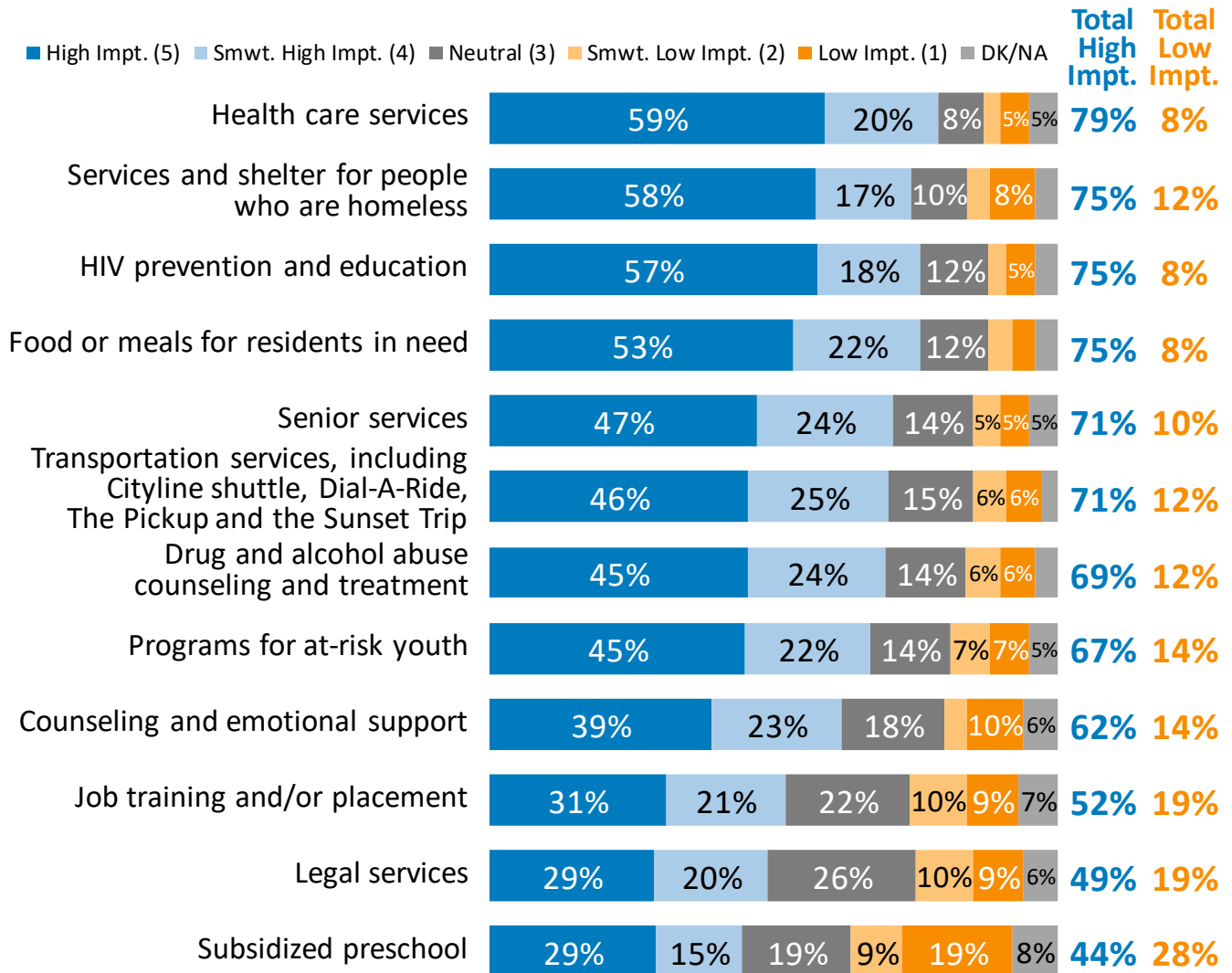
- Transportation services, including Cityline shuttle, Dial-A-Ride, the PickUp and the Sunset Trip (mean 4.0, 71% “4” or “5”);
- Senior services (4.1, 70%);
- Drug and alcohol abuse counseling and treatment (4.0, 70%);
- Programs for at-risk youth (4.0, 67%); and
- Counseling and emotional support (3.8, 62%).

Residents see the following programs as less important:

- Job services and placement (mean 3.6, 52% “4” or “5”);
- Legal services (3.5, 49%); and
- Subsidized preschool (3.3, 45%).

**Figure 6: Importance Rating of Social Services Funded by West Hollywood**

*(Ranked by % Total High Importance)*



Over the last five years, there have been large increases in the importance residents place on many of these social services. Many of the top priorities saw increases of more than 20 percentage points. HIV prevention and education saw a more modest increase—perhaps because it was already deemed a high priority by seven in ten residents in 2013 (see **Table 1**).

**Table 1: Percentage Change in Rating Individual Social Services as Very/Somewhat Important for the City to Fund Between 2013 and 2018.**

*(Ranked by Change in % Total High Importance Rating Between 2013 and 2018)*

Individual Social Services	2013	2018	Difference
Counseling/emotional Support	33%	62%	<b>+29%</b>
Services and shelter for people who are homeless	49%	75%	<b>+26%</b>
Food or meals for residents in need	50%	75%	<b>+25%</b>
Health care services	55%	79%	<b>+24%</b>
Programs for at-risk youth	44%	67%	<b>+23%</b>
Legal Services	36%	49%	<b>+13%</b>
Job training and or placement	41%	52%	<b>+11%</b>
Transportation services, including Cityline Shuttles, Dial-A-Ride, The Pickup and the Sunset Trip	61%	71%	<b>+10%</b>
HIV prevention and Education	69%	75%	<b>+6%</b>

**Results Among Subgroups**

- There are a few different categories of people who are more likely than others to rate social services as important. As mentioned previously, residents who are satisfied with life in West Hollywood overall also tend to be satisfied with individual aspects of life and indicate that social services are of high importance across the board. Residents who have positive views of life in West Hollywood are more likely to consider each of the social services included in the survey important compared to those who are less satisfied with life in West Hollywood.
- Residents who are satisfied with how the City is doing in providing social services are also more likely than those who are dissatisfied to call each of the social services important.

Certain resident subgroups are likelier than others to make use of a wide range of social services, and consequently, to consider them important. Among these residents are those who have an existing health issue, as defined in the survey, and those who use public transportation.

- Health care services (85%), senior services (77%), drug and alcohol programs (79%), and counseling and emotional support services (71%) are especially important to residents who identified having one of the health issues listed in the survey.
- Public transportation users are more likely than non-users to see the importance of HIV prevention (83%), transportation services (90%), senior services (79%), and counseling and emotional support services (73%).

Programs are particularly important to residents who are more likely to use them.

- Subsidized preschool is of particular importance to residents who are more likely to use such a program, including those living in single-family homes (50%), those with three or more household members (68%), women (51%), residents with an opposite-sex spouse (60%), and, not surprisingly, those with children under 18 in their household (85%).
- Retirees (85%) and residents over 55 (81%) are the most likely to identify senior services as important compared to younger residents (67% 18 to 54 years of age).
- LGBTQ community members (85%) are more likely than heterosexual residents (69%) to recognize the importance of HIV prevention and education programs.
- Individuals earning less than \$35,000 annually (63%) are more likely than those with higher incomes (49% \$35,000 to \$50,000, 53% \$50,000 to \$100,000, 42% over \$100,000) to identify legal services as important.

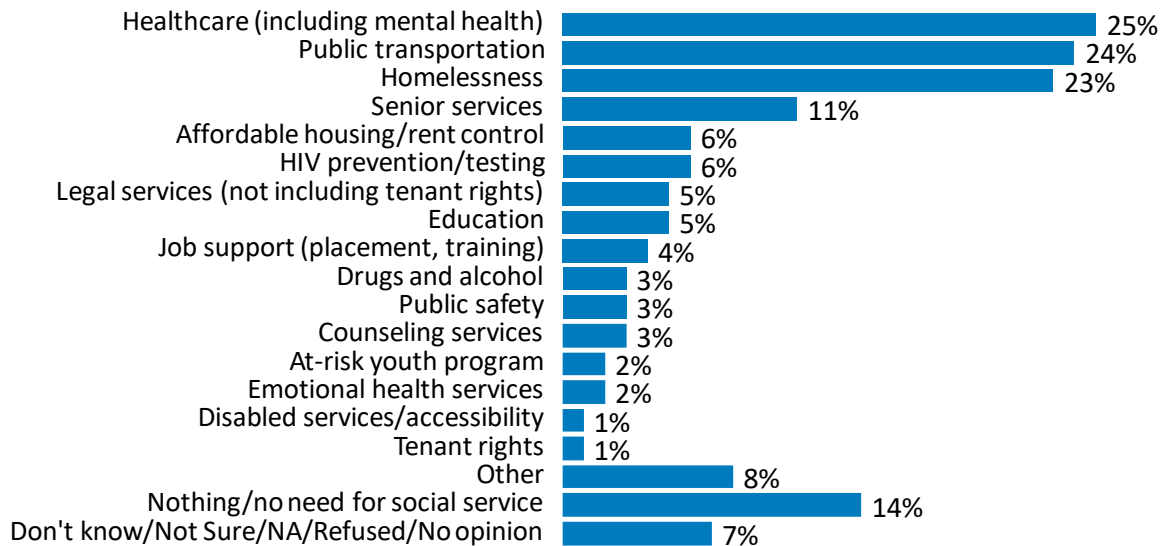
## 2.2 Personal Social Service Priorities

Looking specifically at social services that are important in their own households, West Hollywood residents' volunteered priorities largely mirror those they rated as important for the community as a whole. Healthcare (in this case, including mental health) and homelessness remain in the top tier of issues (25% and 23% respectively), with residents mentioning them as one of the two most important social services for their own households. Public transportation rises to the top tier in this more personal ranking with 24% identifying it as one of their top two priorities. Senior services are also mentioned by one in ten residents (11%) (see **Figure 7**).



**Figure 7: Volunteered Social Service Priorities by Respondents' Household**

*(Ranked by % Response, Open-ended Grouped Responses, Accepted Up to 2 Responses)*



These top priorities are consistent with 2013 when three in ten residents mentioned public transportation or healthcare as the two most important social services-related needs of their households.<sup>6</sup>

Fewer residents mention each of the other programs:

- HIV prevention/testing (6%);
- Legal services (not including tenant rights) (5%);
- Job support (placement, training) (4%);
- Drugs and alcohol (3%);
- Counseling services (3%);
- At-risk youth program (2%);
- Emotional health services (2%);

Small percentages also mentioned some issues that were not previously mentioned in the survey:

- Affordable housing/rent control (6%);
- Education (5%);
- Public safety (3%);
- Disabled services/accessibility (1%);
- Tenant rights (1%);

<sup>6</sup> In 2013, the list of city services presented prior to this question was larger; therefore, caution should be used in interpretation of the differences across surveys.

- Bikes and scooters (less than 1%);
- Street cleaning/litter (less than 1%); and
- Community events (less than 1%).

Fourteen percent of residents say they have no need for social services.

### **Results Among Subgroups**

- Forty percent of public transportation users call public transportation one of their household's top priorities for social services. Public transportation is also important to residents who are not currently employed (34%), including retirees (45%).
- Residents with children are much more likely to mention "education" in their open-ended responses as the most important social service (36%) than those who do not have children under 18 in their households (four percent).
- Senior services are of particular importance to long-time residents (28% over 20 years), retirees (36%), and residents over 55 years of age (30%). There is considerable overlap between all of these groups, as residents over 55 are more likely to have lived in the City over 20 years and to be retired. Since senior services are aimed at residents this age, it is not surprising that they find these services important.
- Healthcare services are especially important to those living with roommates (38%) compared to those who live with a spouse (19%) or domestic partner (25%), or who live by themselves (24%). Healthcare is also more important to residents earning less than \$50,000 annually (39%) compared to those earning between \$50,000 and \$100,000 (31%), and particularly those earning over \$100,000 (16%).
- Homelessness is particularly important to those who say their neighborhoods are only fairly safe or not that safe (34%) compared to 19% of those who say their neighborhoods are at least somewhat safe. Younger residents (31% under age 35) are more likely than older residents (12% 55+) to consider programs that address homelessness one of their most important social services.

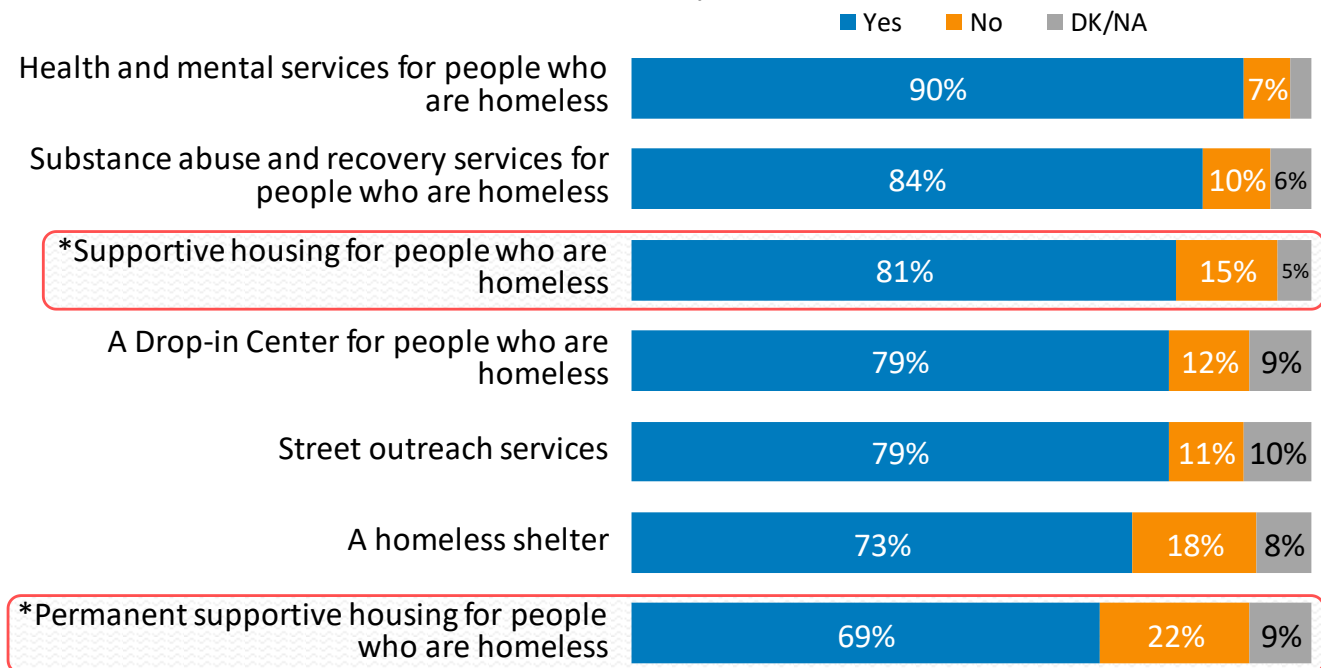
### 2.3 Support for Services for People who are Homeless

Many residents support the City in funding each of the homeless-related programs included in the survey. At least 69% of West Hollywood residents support current or proposed City-funded homeless-related programs and support services.

Approximately eight in ten (81%) said they support City-funded supportive housing for people who are homeless. Permanent supportive housing for people who are homeless was also a popular program/service among West Hollywood residents (69% support) (see **Figure 8**).

**Figure 8: Support for Current and Proposed City-funded Homeless-related Programs and Support Services**

(Ranked by % Yes)



\* Each description was asked of a random half of the sample, respectively.

#### Results Among Subgroups

Support for programs that help those who are homeless in West Hollywood are largely embraced across all subgroups. However, there are some interesting differences on the question of whether permanent supportive housing should be pursued. The following groups are more likely to support permanent supportive housing:

- Residents of the East side (80%) more so than residents of the West side (64%) or City Center (66%);

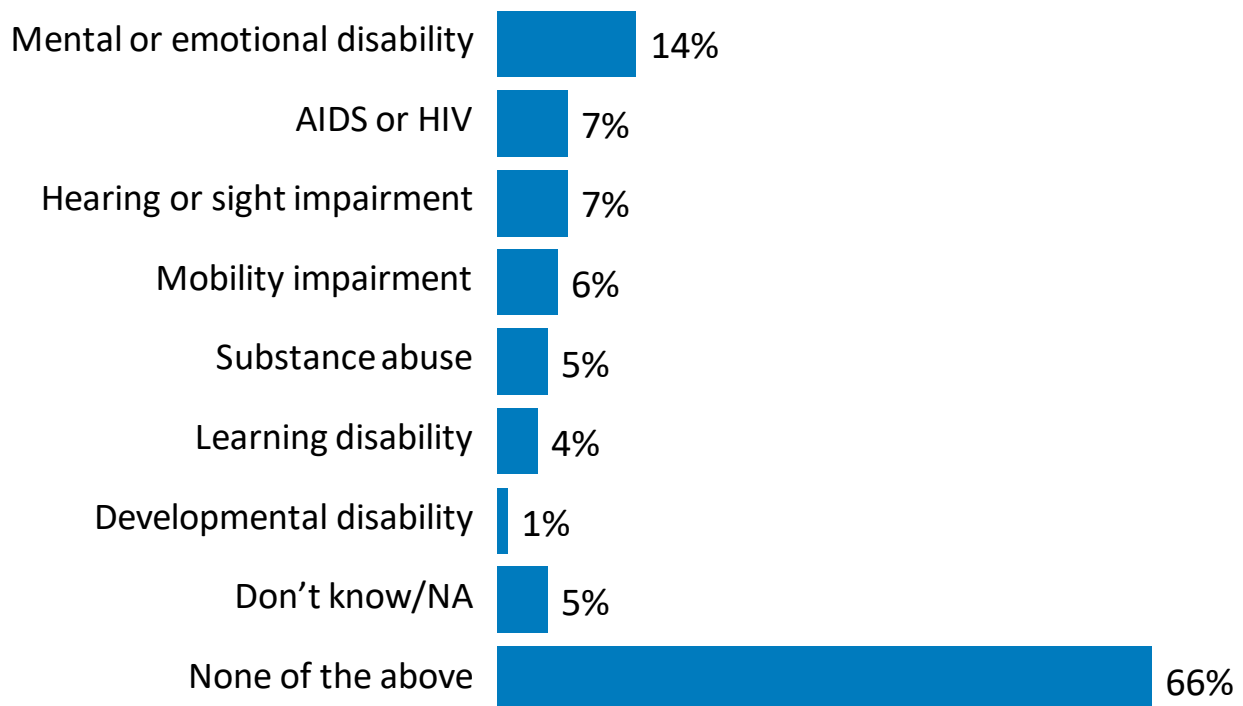
- Those living in single-family homes (84%) compared to those living in non-single-family homes (68%);
- Renters who pay less than \$1,000 per month (79%) versus those who pay more than \$2,000 monthly (69%);
- Those earning between \$100,000 and \$150,000 annually (79%) compared to those earning under \$35,000 per year (59%).

## 2.4 Health Issues

The City funds a number of programs and services to help with certain health issues. Survey findings suggest that approximately three in ten households are impacted by one or more issues included in the survey (see **Figure 9**).

**Figure 9: Health Issues Affected by Respondents' Households**

(Multiple Responses Accepted)



Among health issues that have been included in previous surveys, there is little change, with the exception of an increase in the number of respondents who report mental or emotional disability (increased from six percent in 2006 to 14% currently) (see **Table 2**).

**Table 2: Health Issues Affected by Respondents’ Households for 2006 to 2018**

*(Ranked by 2018 Frequency of Response)*

Health Issue	2006	2013	2018
Mental or emotional disability	6%	5%	14%
AIDS or HIV	10%	12%	7%
Hearing or sight impairment	9%	9%	7%
Mobility impairment	11%	7%	6%
Substance abuse	NA	NA	5%
Learning disability	1%	2%	4%
Development disability	0%	0%	1%
*Medical disability	5%	8%	NA
Don’t know/NA/None of the Above	NA	70%	71%

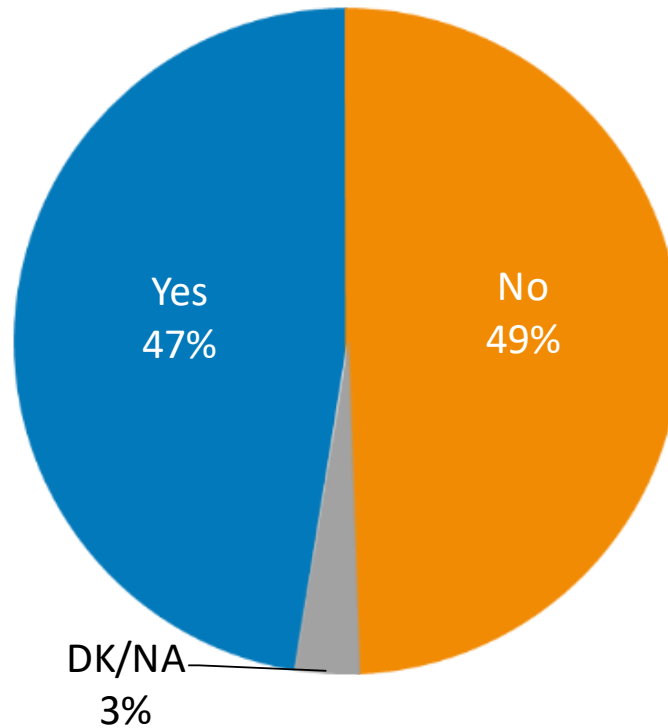
**Results Among Subgroups**

- Older residents (49%, 65 and older), long-time residents (39% over 20 years), and retirees (50%) are among the most likely to report suffering from one or more of the health issues listed, most commonly an impairment of mobility, hearing, or sight.
- Members of the LGBTQ community (40%), including those with a same-sex spouse (37%) and gay men (40%) are more likely to identify one of the health issues listed, most commonly HIV/AIDS.
- Residents who are less stable financially are more likely to be dealing with one of the health issues listed above, including those earning less than \$35,000 annually (51%), those living with a roommate (41%), renters paying less than \$1,000 in monthly rent (39%), and those living on a fixed income (44%). These groups are also most likely to suffer from mental health or emotional disabilities.

## 2.5 Helping

Nearly half of West Hollywood respondents (47%) help a family member, friend, or neighbor on a regular basis. Similar numbers say they do not (49%) (see **Figure 10**).

**Figure 10: Percent who Help a Family Member, Friend or Neighbor**



### Results Among Subgroups

- Residents of the 90048 zip code are more likely than others to help someone regularly (63%) compared to 46% in the other zip code areas of the City.
- Residents living in single-family homes (62%), those with three or more people in their households (66%), and those with children (70%) are among the most likely to report helping someone on a regular basis.
- Long-time residents of West Hollywood (57% of those in WeHo 11-20 years), and those who have lived in the same home for over 20 years (60%) are more likely to help others regularly than those who are newer to the City (46% six years or less in West Hollywood) or to their current housing unit (45% three years or less, 50% four to six years, 41% six to ten years, 50% 11 to 20 years).
- Residents with lower levels of education (59%, less than college) and income (59%, less than \$35,000 annually) are also more likely to be helpers.

### 3 OTHER CITY SERVICES

***West Hollywood residents indicated strong support for a range of services the City provides for them, including fire and public safety services, affordable housing support and parks. Even among less popular programs such as after-school programs, residents who are more likely to use the programs overwhelmingly identify them as important.***

***Taking a closer look at transportation services, the survey data indicate that one in four residents regularly use the Weekend Trolley service, and many residents would like to see this service expanded. Fewer residents use other transportation programs including the Cityline shuttle, the Taxi Subsidy program, and Dial-A-Ride. Transportation services are particularly important to residents with lower levels of income.***

#### 3.1 Importance of Other City Services

When looking at other services funded and provided by the City, public safety rises to the top of residents' priorities. On a 5-point scale where a "1" indicates that the service is of low importance for the City to fund and a "5" indicates high importance, average scores ranged from 3.4 to 4.5. Approximately eight in ten residents rate each of the following safety-related City services as very or somewhat important.

- Providing law enforcement services (mean 4.5, 84% "4" or "5");
- Neighborhood crime prevention programs (4.3, 80%);
- Disaster and emergency preparedness measures (4.3, 79%);
- Providing fire protection services (4.3, 78%).

Making housing more affordable, and other community-building programs such as public art, parks, and revitalizing commercial areas are also considered important funding priorities for the City by a majority of residents:

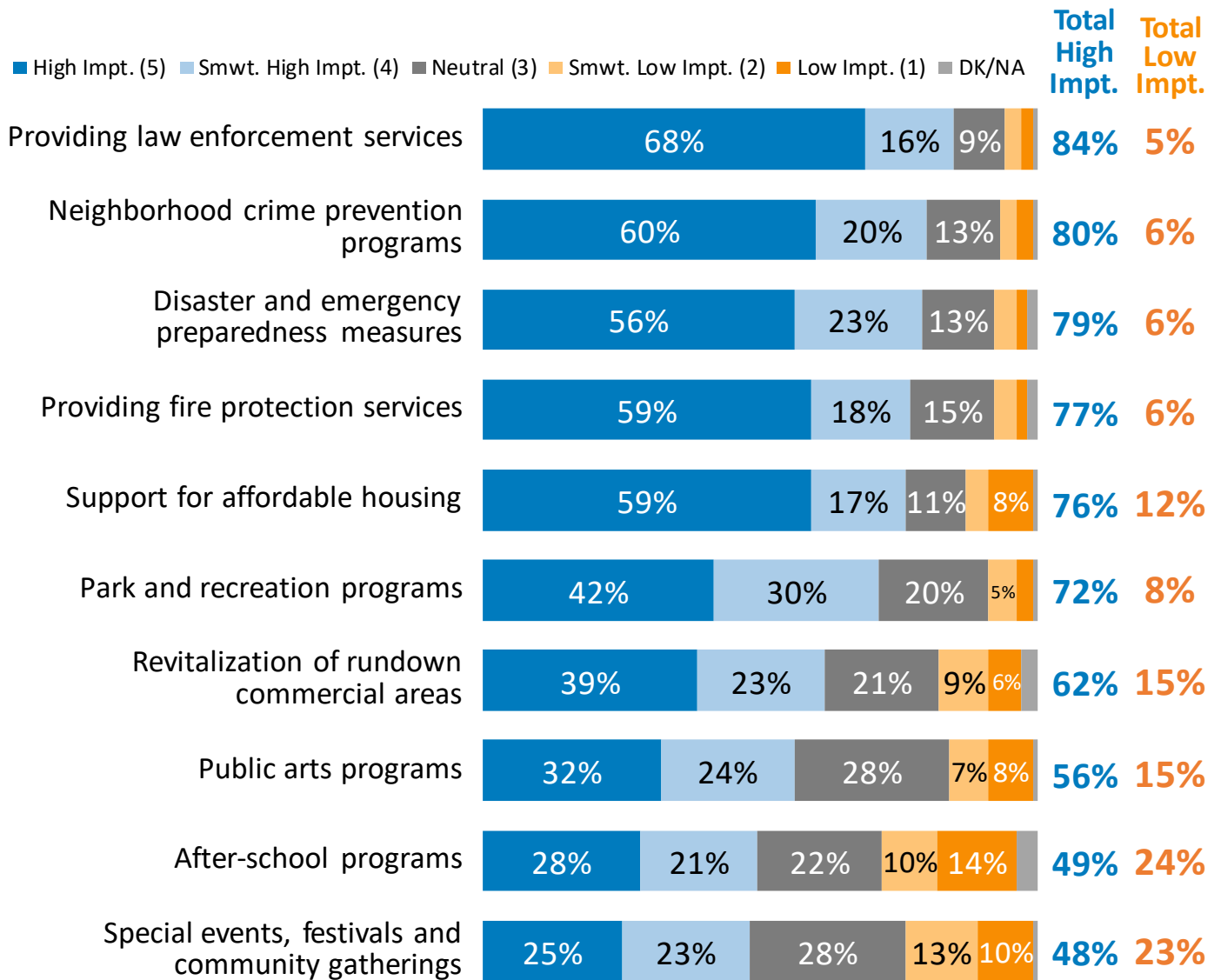
- Support for affordable housing (mean 4.2, 77% "4" or "5");
- Park and recreation programs (4.0, 72%);
- Revitalization of rundown commercial areas (3.8, 62%);
- Public arts programs (3.6, 55%).

After-school programs and community events are viewed as less important by many. However, many respondents rate these services as important:

- After-school programs (mean 3.4, 49% "4" or "5", 24% "1" or "2");
- Special events, festivals and community gatherings (3.4, 48%, 23%) (see **Figure 11**).

**Figure 11: Importance Rating of Services Funded and/or Provided by West Hollywood**

*(Ranked by % Total High Importance)*



Residents' opinions of other services provided by the City have shifted somewhat in the last five years.<sup>7</sup> Specifically, affordable housing has become a bigger issue for residents; the number of residents supporting affordable housing has increased by 26 percentage points. After-school programs have also seen an increase in support from just 32% in 2013 to nearly half (49%) in 2018. Residents' view of the importance of emergency preparedness programs has also increased by 11 percentage points. There

<sup>7</sup> Note in 2013, the services referred to in this section were asked as part of the broader list of social services. Those social services are included in this report in Section 2.1.



was a drop in the priority placed on fire protection services, but even with the slight drop, fire services remain one of the community’s top priorities (see **Table 3**).

**Table 3: Percentage Change in Rating Individual Services as Very/Somewhat Important for the City to Fund Between 2013 and 2018.**

*(Ranked by Change in % Total High Importance Rating Between 2013 and 2018)*

Individual Social Services	2013	2018	Difference
Support for affordable housing	50%	76%	<b>+26%</b>
After-school programs	32%	49%	<b>+17%</b>
Disaster and emergency preparedness measures	68%	79%	<b>+11%</b>
Providing fire protection services	87%	77%	<b>-10%</b>

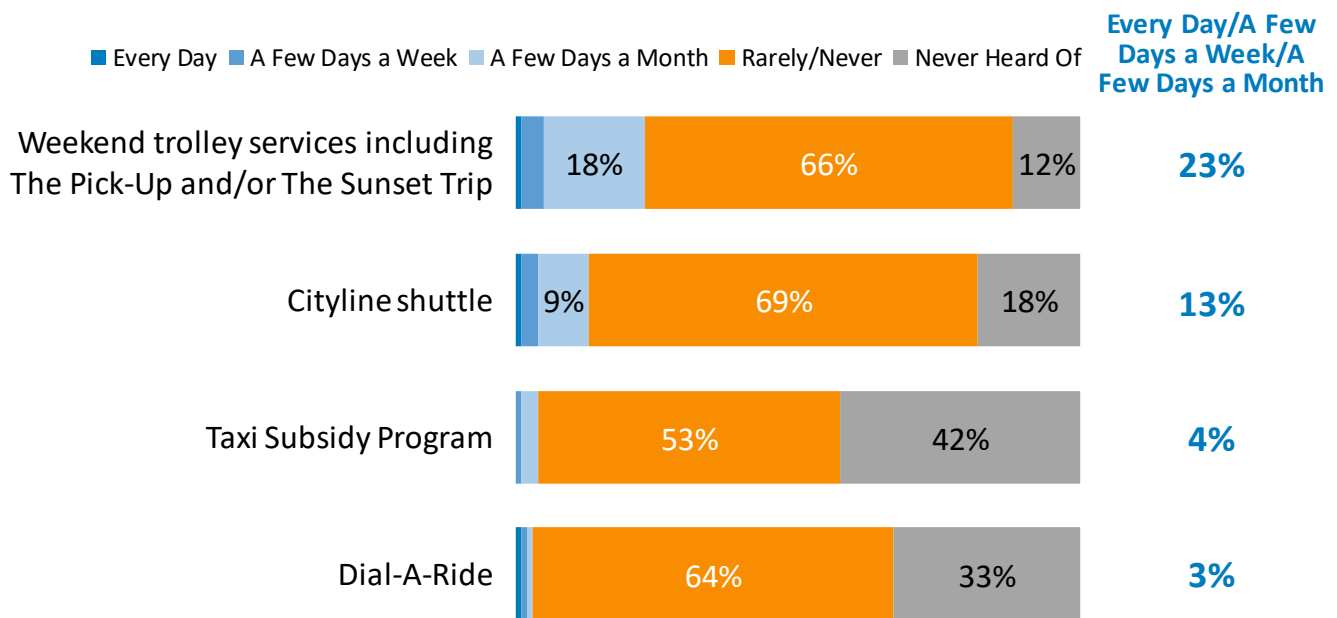
**Results Among Subgroups**

- Support for affordable housing is important to lower income residents (90% earning less than \$50,000 annually), regular public transportation users (84%), apartment dwellers (86%), and renters (85%), especially those living in mid-range rentals (92% \$1,000-\$1,499 monthly rent, 91% \$1,500 to \$1,999 monthly rent).
- After-school programs are more important to women (56%), those who regularly help a friend, neighbor or family member (56%), those with more than three members in their household (72%), and opposite-sex spouses (59%). Nine out of ten (88%) residents with children call after-school programs “important,” making this program (along with parks and recreation at 88%) their top priority among the services included in the 2018 survey.
- Long-time residents (93% over 20 years) and residents older than 55 (94%) are the most likely to call law enforcement important, although a majority of all subgroups analyzed agree. Residents who have lived in West Hollywood for many years are more likely to be older so there is considerable overlap between these two groups.

### 3.2 Transportation Use

As noted earlier in the report, public transportation is seen as an important City service, especially to residents with lower levels of income. The most used transportation programs are the City’s weekend trolley services; almost one quarter (23%) of residents use The PickUp or the Sunset Trip a few times a month or more. Approximately one in ten (13%) use the Cityline shuttle at least a few times a month. Dial-A-Ride (three percent) and the Taxi Subsidy Program (four percent) are used by a smaller proportion of respondents. A sizeable minority of residents have not heard of these programs (33% Dial-A-Ride, 42% Taxi Subsidy Program) (see **Figure 12**).<sup>8</sup>

**Figure 12: Frequency of Use of Different West Hollywood Transportation Services**  
(Ranked by Every Day/A Few Days a Week/A Few Days a Month )



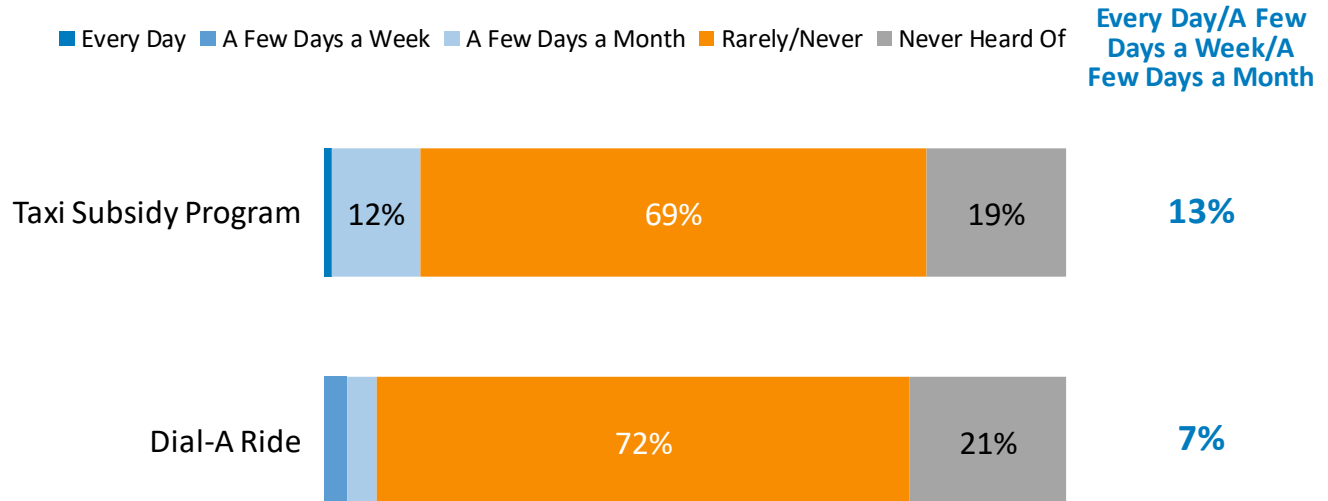
Citywide results regarding use of the Taxi Subsidy Program and Dial-A-Ride are only part of the story related to these important services. These two services/programs are only available to those 62 years of age or older, and adults of any age living with a disability.<sup>9</sup> Given the available data, when one examines those 65 years of age or older, the reported frequency of use is, not surprisingly, higher among this age group. Thirteen percent of this age cohort reported using the Taxi Subsidy Program and seven percent said they use Dial-A-Ride at least a few days a month or more (see **Figure 13**).

<sup>8</sup> It is important to note that the “rarely or never” category may include individuals who have used the service a small number of times or less. The survey question, which was replicated from the question asked in the 2013 survey, may undercount total usage because it focuses on self-reported frequency of use.

<sup>9</sup> The survey data does not allow the research team to identify if the individual is disabled, but rather, only if someone living in his/her household is disabled. Further, given the age categories provided to respondents, it is impossible to tease out a response from those between the ages of 62 to 64, so they were also excluded from the analysis presented in Figure 13.

**Figure 13: Frequency of Use of the Taxi Subsidy Program and Dial-A-Ride Among West Hollywood Residents 65 Years of Age and Older**

*(Ranked by Every Day/A Few Days a Week/A Few Days a Month )*



**Results Among Subgroups**

- Residents with lower levels of income and education are more likely than others to use some type of public transportation at least a few times a month (42%, earning less than \$35,000 annually; 39%, less than college education).
- Four in ten (41%) retirees use public transportation at least a few times a month.
- Members of the LGBTQ community are also more likely to use the public transportation services (43%).

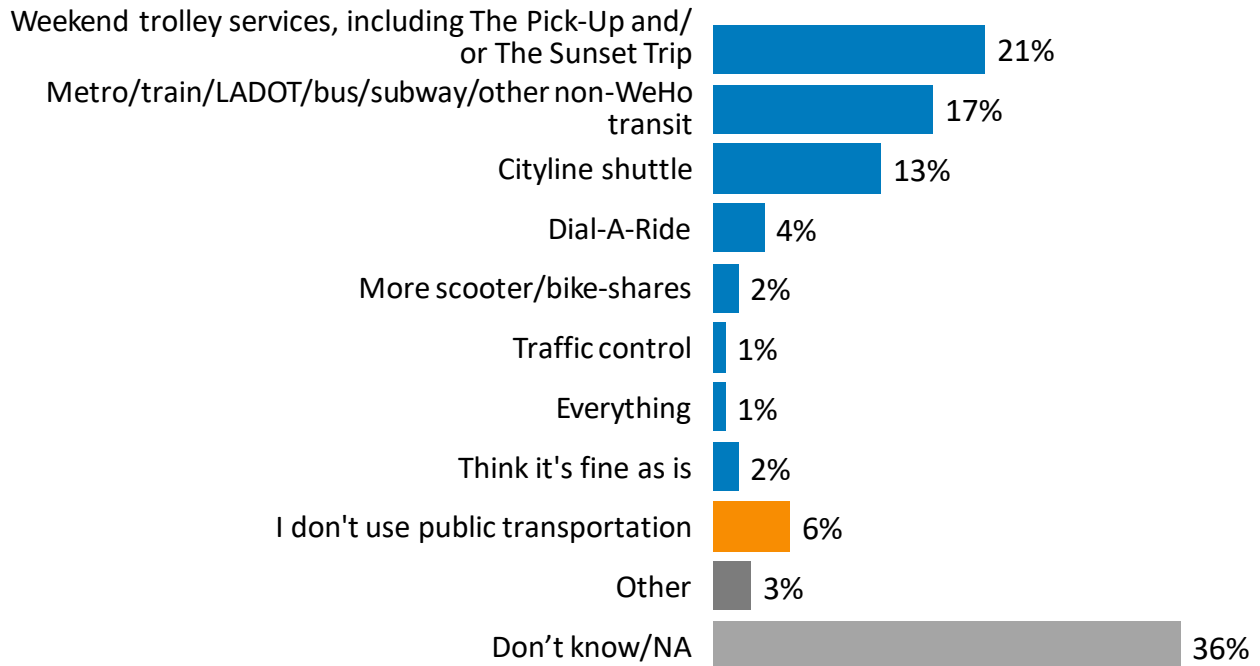
**3.3 Transportation Hours**

When asked if they would like to see an increase in the hours of operation for the West Hollywood transportation services, two in ten residents (21%) mentioned the Weekend Trolley Services. Seventeen percent mentioned another non-WeHo transit service, including Metro and LADOT. One in ten (13%) would also like to see more availability of the Cityline shuttle (see **Figure 14**).

**Figure 14:**

**West Hollywood Transportation Services Residents Would Like to See Increased Hours of Operation**

*(Ranked by Most Frequent % Responses, Multiple Response Accepted)*



**Results Among Subgroups**

- Among regular public transportation users, about four in ten (39%) would like to see longer hours for The Pick Up and The Sunset Trip and two in ten (22%) would like longer hours for the Cityline shuttle.
- Residents who have been in West Hollywood between four and six years are more likely than others to want longer hours for the weekend trolley services (32%), while those who have been in the City for 11 to 20 years are more likely to request longer hours for the Cityline shuttle (20%).
- LGBTQ residents (27%) are more likely than heterosexual residents (15%) to express a desire for longer weekend trolley hours.
- Older men (22% men 65 and older) are more likely to want longer hours for the Cityline shuttle and younger men want the same for the weekend trolley services (31% men under 35).

#### 4 COMMUNICATION FROM THE CITY

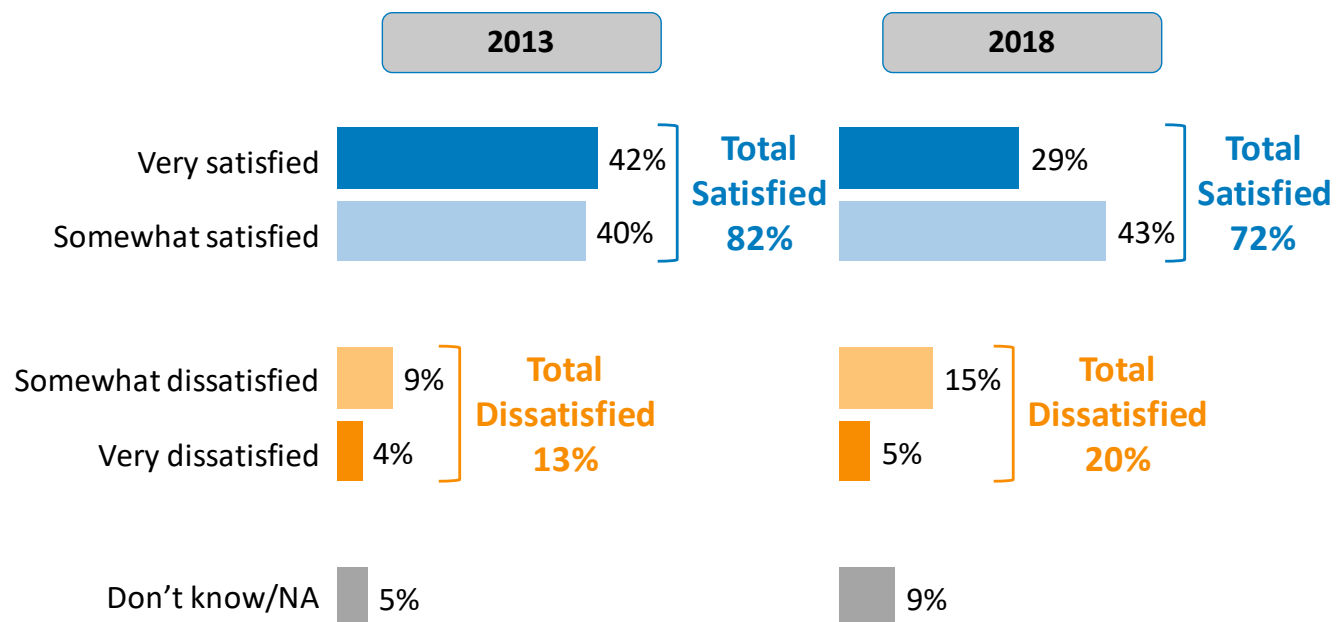
*While there has been a decline in the last five years, a large majority of West Hollywood residents remain satisfied with the City’s communication efforts. Residents largely prefer email communication, although traditional mail and publications are also popular with many, particularly older residents.*

##### 4.1 Satisfaction with Communications from the City

Nearly three quarters of City residents report satisfaction with the City’s communications efforts. One quarter are “very satisfied” (29%), and another 43% are “somewhat satisfied.” Two in ten are dissatisfied (19%), although only five percent of those consider themselves “very dissatisfied” (14% “somewhat”).

This represents a drop in satisfaction from 2013 when 82% were at least somewhat satisfied. The largest decline was found among those who say they are “very satisfied.” In 2013, 42% of City residents were “very satisfied” with the City’s efforts to communicate compared to 29% currently; however, there was also a slight wording change on the 2018 survey that could have also impacted results (see **Figure 15**).<sup>10</sup>

**Figure 15: Satisfaction Rating with the City’s Efforts to Communicate with Residents through Various Sources of Information in 2018 and 2013**



<sup>10</sup> Question wording in 2018: Overall, how would you rate the City’s efforts to communicate with residents through newsletters, the City Website, the official City app, e-mail, video and the City’s official social media accounts @WehoCity and other means? Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied? Question wording in 2013: Overall, how would you rate the City’s efforts to communicate with residents through newsletters, e-mail, the Internet and other means? Very satisfied, somewhat satisfied, somewhat dissatisfied, very dissatisfied?

### Results Among Subgroups

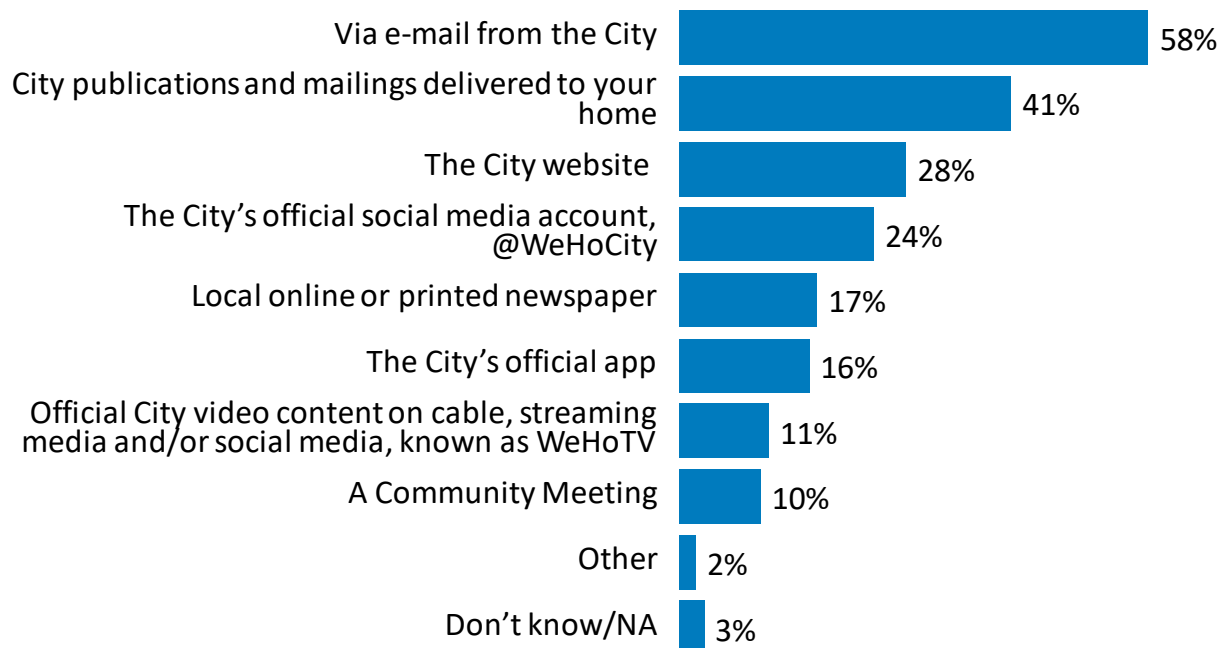
- Those who are satisfied with other aspects of life in West Hollywood are also likely to express satisfaction with the City’s communication efforts. For example, 86% of those who rated their quality of life in West Hollywood “excellent” are also satisfied with communication from the City.
- Those who are unsatisfied with life in West Hollywood are more likely to be dissatisfied with communication from the City; 43% of those who rate life in West Hollywood fair or poor are dissatisfied with communications from the City.

### 4.2 Mode of Communications

The most popular forms of contact include email (58%) and traditional mail and publications, where information is sent directly to residents’ homes (41%). Posting information on the City’s website (29%) and social media accounts (24%) are also appealing to many survey respondents. Two in ten residents enjoy receiving updates through newspaper, whether online or printed (18%); and similar numbers (18%) would like to use the City’s official app. Less popular sources of information include videos (11%) or community meetings (11%) (see **Figure 16**).

**Figure 16: How Residents Would Like to Receive Information from the City**

*(Ranked by Frequent % Responses, Open-ended Group Responses, Multiple Response Accepted)*



## Results Among Subgroups

- Email is the preferred contact type among nearly all subgroups.
- Traditional mailings are most popular among older residents (51%, residents 55 and older), residents paying less than \$1,000 monthly for rent (51%) and retirees (51%). However, even among these groups, email communications are just as popular as traditional mail.
- Among long-time residents of the City, paper mail (57%) is more popular than email (48%).

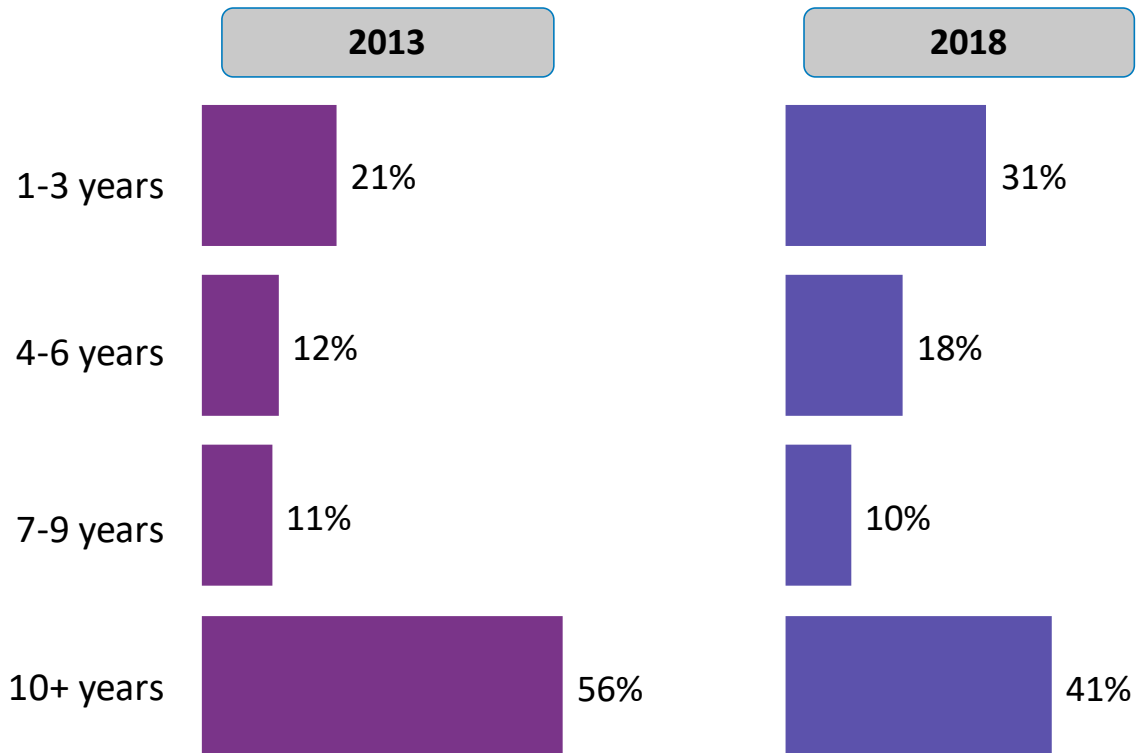
## 5 CITY PROFILE

*The West Hollywood housing landscape is typified by renters living in apartments. Despite this fact, many residents have remained in the City, and in many cases the same home, for many years. Many residents live with one other person, whether that be a spouse or a roommate, and the number of residents living alone has dropped over the last five years. There are relatively few families with children under 18 in the City and these families are more likely than others to live in single-family homes. A large majority of West Hollywood residents are employed, although only one in four work within the City itself.*

### 5.1 Length of Residency

Roughly half of residents (49%) have been living in West Hollywood for six years or fewer, while the other half (51%) have resided in the City for seven years or longer. Residents have lived in West Hollywood for an average of almost twelve years. Almost a third (31%) are new residents, having lived in West Hollywood for three years or less. Four in ten (41%) can be considered long-time residents who have been in the City for ten years or more (see **Figure 17**).

**Figure 17: Number of Years Living in West Hollywood, 2013 and 2018**

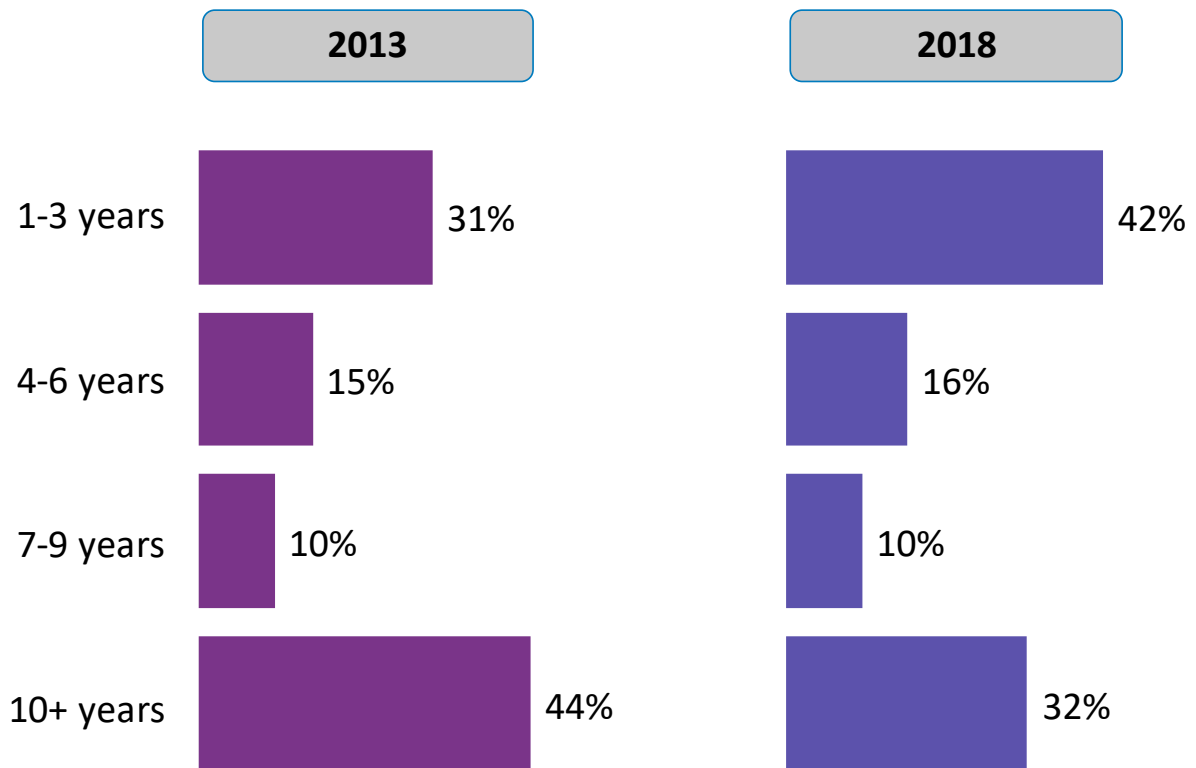


Many residents have remained in their current homes for a considerable length of time. One-third of residents (32%) have been in their current housing unit for ten years or more. Another quarter have lived in the same location for either four to six years (16%) or seven to nine (10%). Four in ten (42%) West Hollywood residents have moved more recently (within the last three years).

The proportion of newer residents has increased since the 2013 survey when just 21% had lived in the City for three or fewer years and over half (56%) were long-term residents of over ten years. There was a similar increase in residents who have been in their current home for three or fewer years (31% in 2013, 41% in 2018), and a decrease in those who have remained in the same housing for ten years or more (44% 2013, 32% 2018) (see **Figure 18**).



**Figure 18: Number of Years Living in Current Housing Unit, 2018 and 2013**



**Results Among Subgroups**

- Older residents (80% 55 and older) are more likely to have lived in West Hollywood for over 10 years compared to just eight percent of residents under 35. Long-time residents are also more common among other age-related subgroups including those living on a fixed income (51%) and being retired (83%).
- Long-time residents (ten years or more) are more likely to own their homes (62%) than rent (31%) or to have lower cost rentals (79% under \$2,000 per month), compared to just 21% who pay more than \$2,000 per month.
- Younger residents (those under 35) are more likely to be newer to the area. Over half (54%) have lived in the City for three years or fewer compared to 16% who have lived in West Hollywood for more than six years.
- Residents who live in higher-cost rentals (52%, over \$2,000 per month) are also more likely to be newer to the City (lived in West Hollywood three years or fewer).
- Residents who live with a roommate (54%) are more likely to have lived in the City for three years or fewer.

## 5.2 Type of Housing

Two-thirds (64%) of West Hollywood residents live in apartments, and another 22% live in condos. The City has relatively few single-family homes, as only one in ten (10%) live in such structures.

The 2018 findings conform to previous results from 1998 (65% apartment, 24% condo, 8% single-family home) and 2006 (64% apartment, 27% condo, 9% single-family home). There was a deviation from the norm in 2013 with fewer reporting living in apartments (52%) and more living in condos (33%) (see **Table 4**).

**Table 4: Type of Housing in Which Respondents Reside, 1998 Through 2018**

Type of Housing	1998	2006	2013	2018
Apartment	65%	64%	52%	64%
Condominium	24%	27%	33%	22%
Single-family home	8%	9%	12%	10%
Other	3%	1%	3%	3%
Don't know/NA	NA	NA	1%	1%

### Results Among Subgroups

- Residents earning less than \$50,000 annually are more likely to live in apartments (82%) than single-family homes (3%) or condos (13%). Those earning more than \$150,000 annually are more likely to live in either single-family homes (20%) or condominiums (38%) than apartments (36%).
- Younger residents are most likely to live in apartments (77% under 35) over condos (14%) or single-family homes (6%), while those over 55 are more likely to live in condos (37%). Older residents are also more likely to live in apartments (43%) than single-family homes (5%).
- Four in ten (40%) retirees live in condominiums.
- Among homeowners, seven in ten (69%) own condos while 25% own single-family homes.

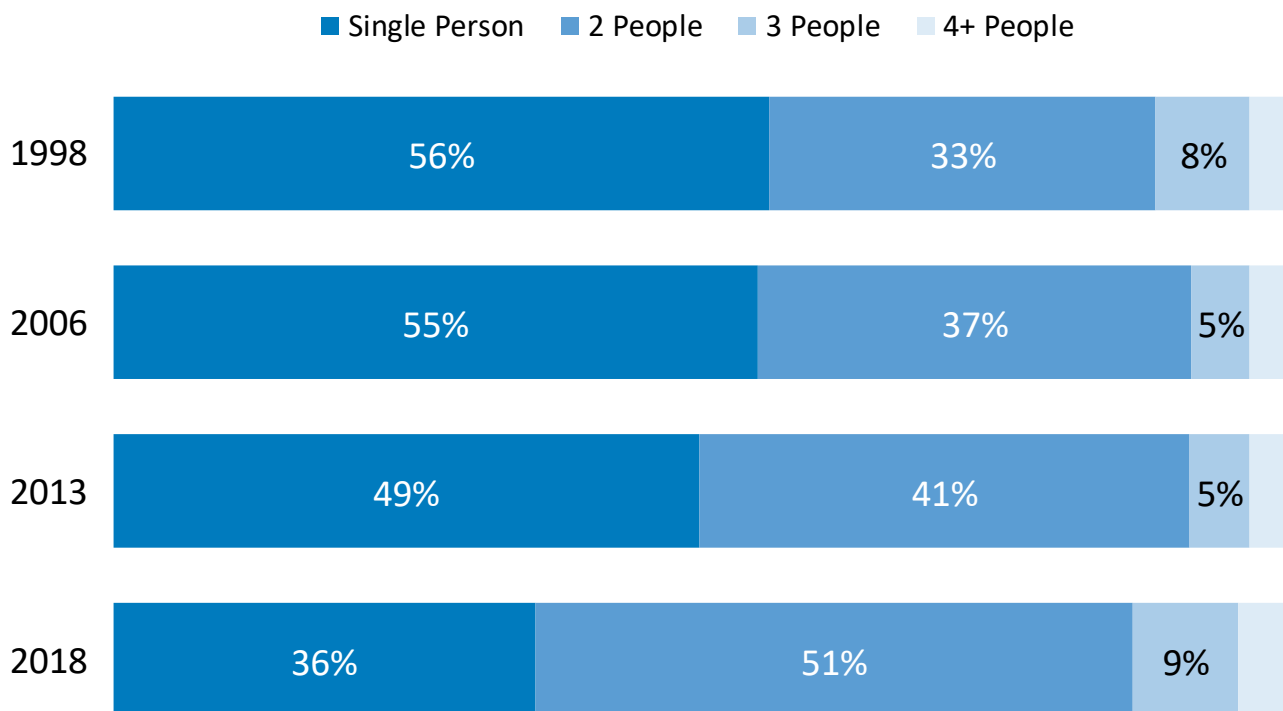
- New residents (under four years) are the most likely to live in apartments (74%) rather than condos (15%) or single-family homes (8%). Long-time residents of West Hollywood are more likely to choose condos (35% over 20 years) than are those who are newer to the area.
- Opposite-sex spouses are more likely to choose single-family homes (18%), while same-sex spouses are more likely to live in condos (36%).
- Housing type diverges by zip code with single-family homes more common in 90048 (37%), condos in 90069 (39%), and apartments in 90046 (80%).
- Single-family homes are also more common on the West side of the City (18%) compared to 10% on the East side and just three percent in City Center.

### 5.3 Household Type

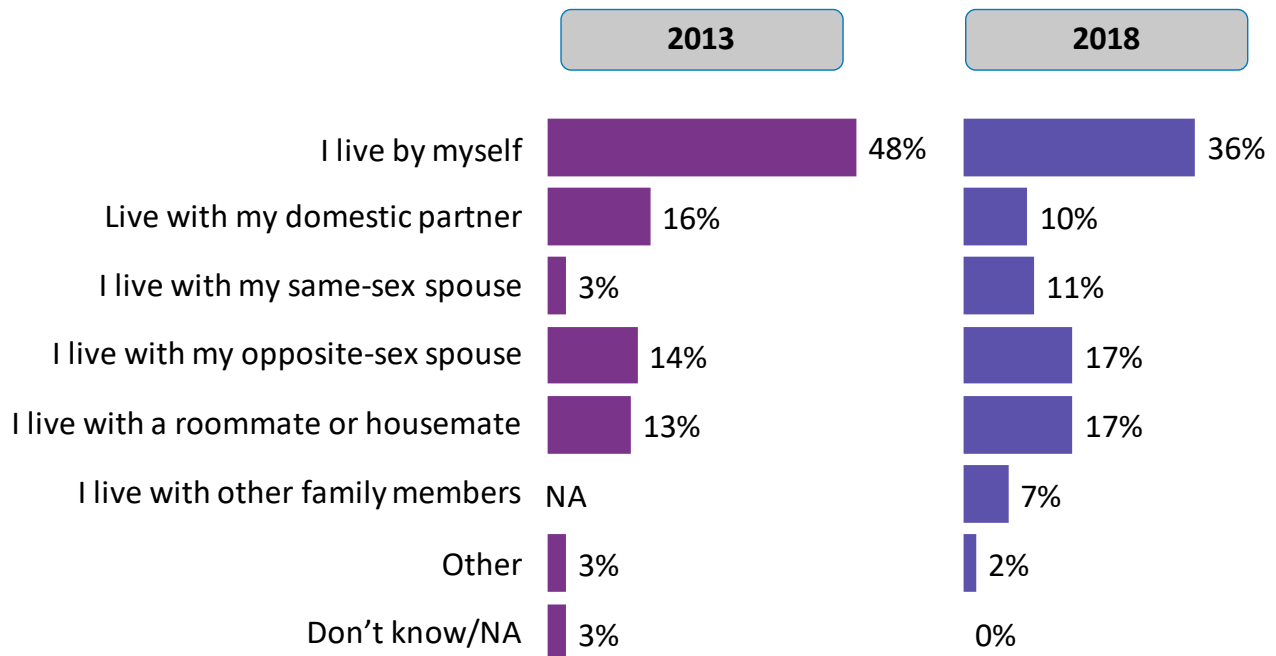
Half (51%) of West Hollywood residents live in households comprised of two people. Most two-person households are married spouses (11% same-sex spouse, 17% opposite-sex spouse) or domestic partners (10%). Almost two in ten (17%) live with roommates. One third of residents (36%) live alone. Just over one in ten live in households with more than two people present (9% three people, 3% four people, 1% five people).

West Hollywood residents are less likely to live alone than they were in the past. In 2013, nearly half (49%) of the City’s population lived alone (see **Figure 19**). There has also been a shift in those who report living with a same-sex spouse (11% 2018, 3% 2013) compared to a domestic partner (10% 2018, 16% 2013) perhaps due to the legal status of same-sex unions (see **Figure 20**).

**Figure 19: Number of Individuals Living in Each Household, 1998-2018**



**Figure 20: Household Living Arrangements, 2013-2018**



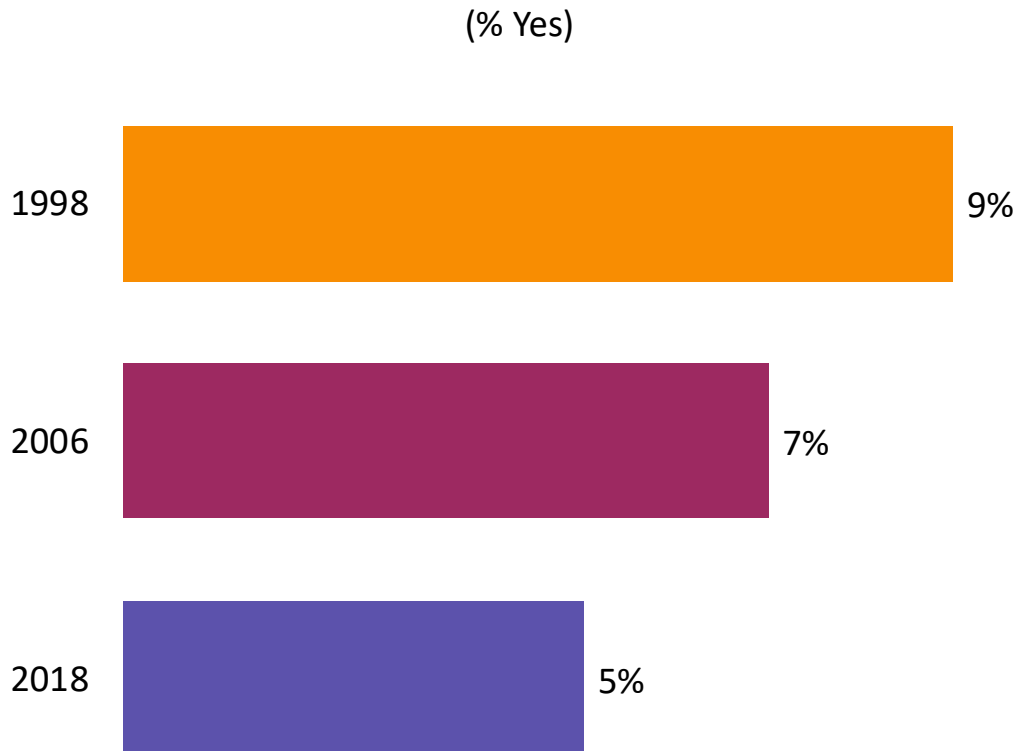
**Results Among Subgroups**

- Residents with lower levels of income are more likely to live alone (48% earning under \$50,000 annually), while those who live with others are more likely to have greater household income (74% earning more than \$100,000). This is likely a function of the fact that households with more than one person are often dual-income households, with more than one person earning money.
- Younger residents are more likely to live with others (75% under 35), while older residents are more likely to live alone (54% 55 and older), especially retirees (63%).
- Renters who pay more per month are more likely to live with others (83% over \$2,000 per month), while those with lower rent are more likely to live alone (53% less than \$1,000 per month, 56% \$1,000-\$1,499 per month).
- Newer residents are more likely to live with another person (73% less than four years in WeHo) than long-time residents. Half (49%) of residents who have lived in West Hollywood for over 20 years live alone.

### 5.4 Households with Children

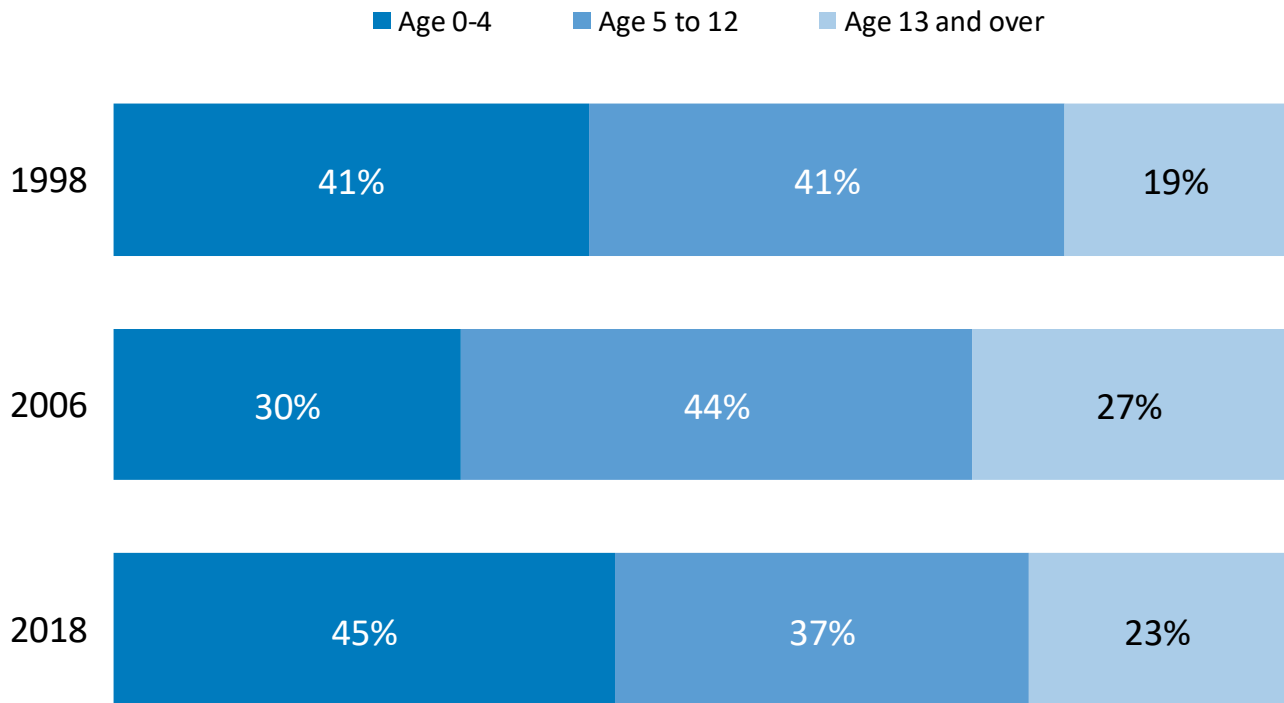
About one in every 20 residents live in a household with children under 18 (see **Figure 21**). Among those with children, 45% have very young children, defined as those under five years of age. Nearly four in ten (37%) have children between five and twelve years old, and about one quarter (23%) have teenagers (see **Figure 22**).

**Figure 21: Percentage of Households with Children, 1998-2018**



Although comparable data on this question is not available from 2013, the proportion of residents living with minor children has remained under 10% since 1998 at just under one in ten (9% 1998, 7% 2006). The ages of the children present in West Hollywood have fluctuated somewhat over the years. In 2006, children between five and twelve outnumbered those under five (44% to 30%), while in 1998 there were equal numbers of each group (41%) (see **Figure 22**).

**Figure 22: Ages of Children Living in Households with Children 18 Years of Age or Younger, 1998-2018**



### Results Among Subgroups

- Residents of single-family homes are more likely to have children (13%) compared to residents of non-single-family homes (seven percent).
- Those living with a spouse of the opposite sex (16%) are more likely to have children (two percent living with a domestic partner, three percent same-sex spouse).
- Residents between the ages of 35 and 54 are more likely to have children (14%) compared to those who are either younger (four percent 18 to 34) or older (three percent 55 and older).

### 5.5 Home Ownership and Rentals

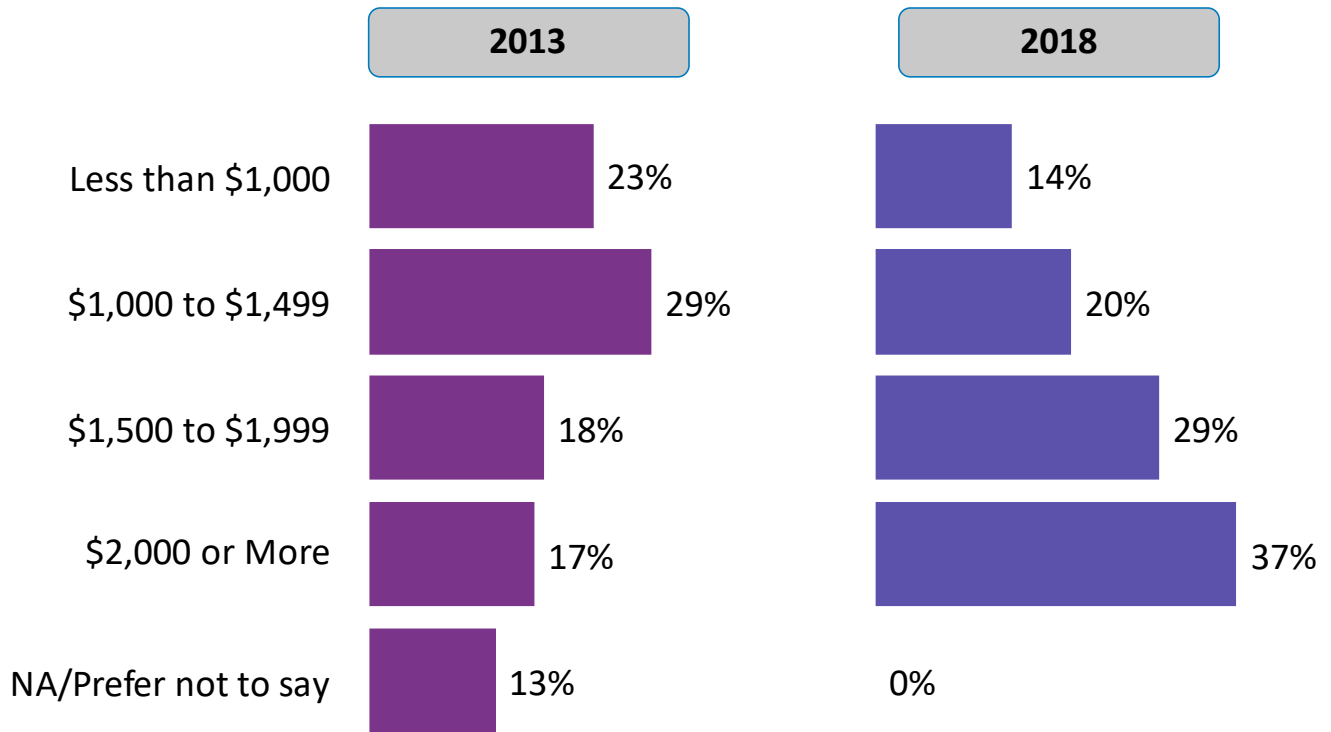
The housing market in West Hollywood is dominated by rentals. Seven in ten (71%) residents rent their homes including four percent who do so with a housing subsidy. One quarter (26%) own their homes (see **Table 5**).

**Table 5: Housing Type, 1998-2018**

Housing Situation	1998	2006	2013	2018
Own my own residence or share ownership	28%	35%	41%	26%
Rent under government housing subsidy or low-income program, including: HUD, Section 8, The City’s inclusionary housing program, West Hollywood Community Housing Corporation	NA	6%	5%	4%
I rent my residence, with no housing subsidy	NA	58%	52%	67%
Other	NA	0%	1%	1%
Don’t Know/ NA	NA	NA	1%	1%

Among those who rent, the average monthly rent paid is just under \$2,000 per month (\$1,904.90), however a majority of residents pay less than that (14% less than \$1,000, 20% \$1,000-\$1,499, 29% \$1,500-\$1,999). Nearly four in ten pay more than the average (19% \$2,000-\$2,499, 18% \$2,500 or more) (see **Figure 23**).

**Figure 23: Total Monthly Rent, 2013 and 2018**



After a trend of growing home ownership from 1998 to 2013 (28% 1998, 35% 2006, 41% 2013), home ownership has declined by 15 percentage points over the last five years from 41% in 2013 to just 26% currently. Subsidized rentals have remained consistently around five percent, however unsubsidized rentals have increased from 52% in 2013 to 67% currently.

The cost of rentals has increased significantly over the last five years. Rentals costing more than \$2,000 monthly have increased from 17% in 2013 to 37% this year, an increase of 20 percentage points. Rentals ranging from \$1,500 to \$1,999 have also increased from 18% five years ago to 29% currently. Lower cost rentals have declined over the same time period, with rentals under \$1,000 monthly falling from 23% in 2013 to 14% currently, and rentals costing \$1,000 to \$1,499 decreasing from 29% in 2013 to 20% in 2018. These rising housing costs may explain the concern that residents raise related to affordable housing.

**Results Among Subgroups**

- Higher income residents are more likely to own their dwellings (47% earning more than \$150,000 annually), while lower income residents are more likely to rent (86% earning under \$35,000 annually).
- Residents 55 and older are more likely to own (48%), and residents under 35 are more likely to rent (86%).



- Over half (52%) of retirees in West Hollywood own their homes.
- Married couples are more likely to own (40%); residents living with roommates (86%) or domestic partners are more likely to rent (83%).
- Residents who have lived in West Hollywood longest are among the most likely to own their homes (39% over 10 years), as are those who have been in their current homes the longest (41% over 10 years). Newer residents are more likely to rent (85% 0 to 3 years, 82% 4 to 6 years).
- Eight in ten (81%) condo-dwellers own their homes.
- Two-thirds (68%) of those who live in single-family homes are homeowners.
- A higher proportion of those living on the West side are homeowners (38%), while those living on the East side are more likely to rent (89%).

## 5.6 Areas of West Hollywood

Most of the population of West Hollywood is concentrated in the 90046 (44%) and 90069 (46%) zip codes. Just 10% live in 90048 and less than one percent surveyed reported living in 90038.

Taking a slightly different look at the geography of West Hollywood reveals that four in ten (42%) residents report living in the City Center (between Fairfax Avenue and La Cienega Boulevard). Another third (35%) live west of La Cienega Boulevard, and one quarter (23%) live east of Fairfax Avenue.

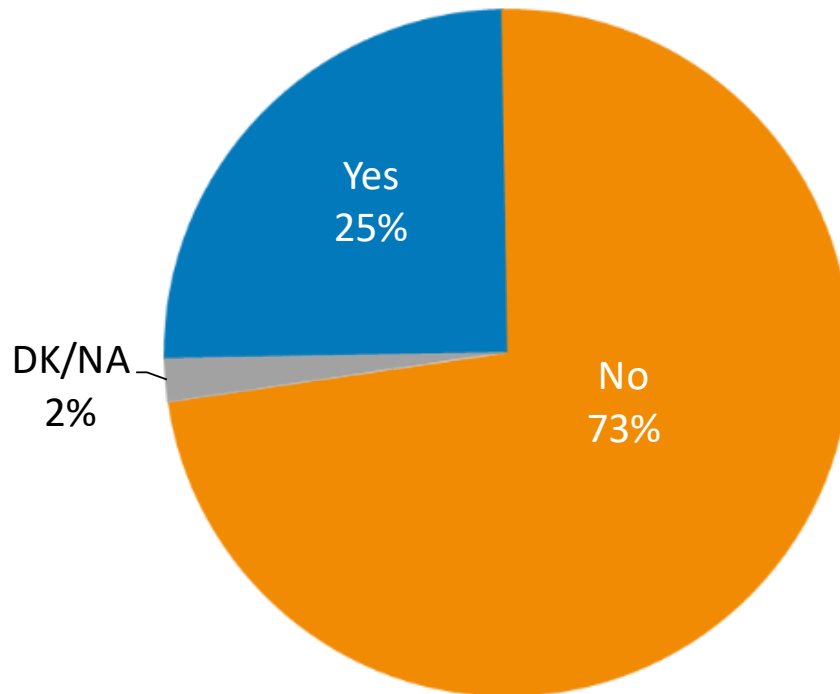
### Results Among Subgroups

- High-income residents (earning over \$150,000 annually) are more likely to live on the West side (51%).
- Homeowners are more likely to live on the West side (51%).
- Those living in single-family homes are more likely to live on the West side (64%).
- Very few residents who live in condos live on the East side (just four percent). They are more likely to live in the City Center (52%) or the West side (44%).
- Residents over 65 years of age are more likely to live in the City Center (54%).
- Those who pay less than \$1,500 monthly for rent are more likely to live on the East side (35%).

## 5.7 Employment

Eight in ten residents of West Hollywood are employed (67% full time, 12% part time). However, just one in four (25%) residents work within the City of West Hollywood (see **Figure 24**).

**Figure 24: Percentage who Work in the City of West Hollywood**

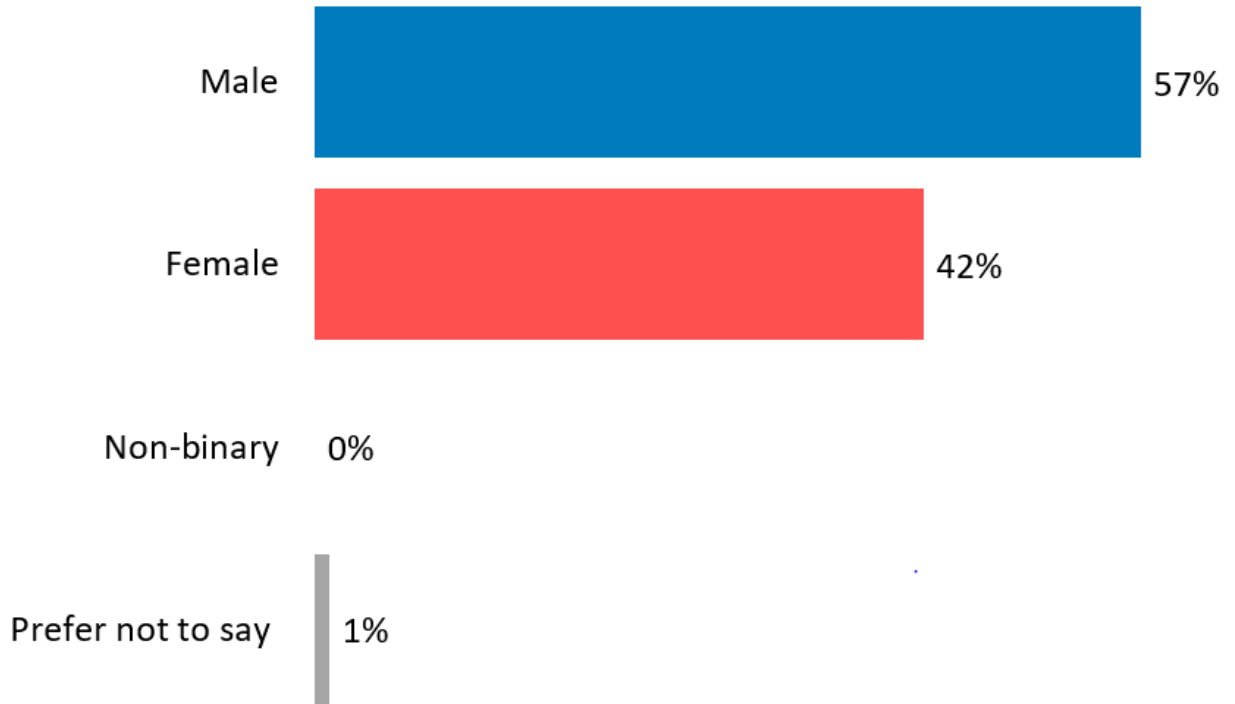


### Results Among Subgroups

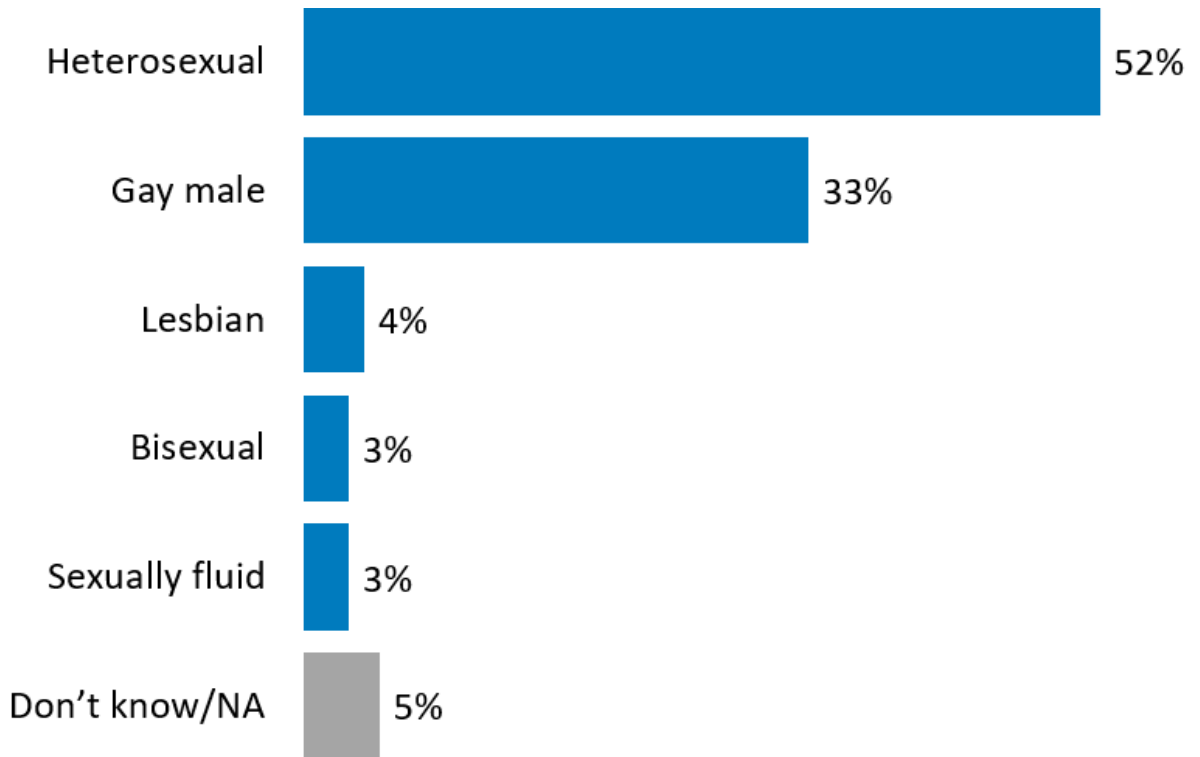
- Residents who work in West Hollywood are more likely than those who work elsewhere to be working part time; 36% of part-time workers are employed in West Hollywood, compared to 27% of full-time workers.
- Low-income residents are more likely to work within the City limits (35%).

## **APPENDIX A — DEMOGRAPHIC PROFILE OF RESPONDENTS**

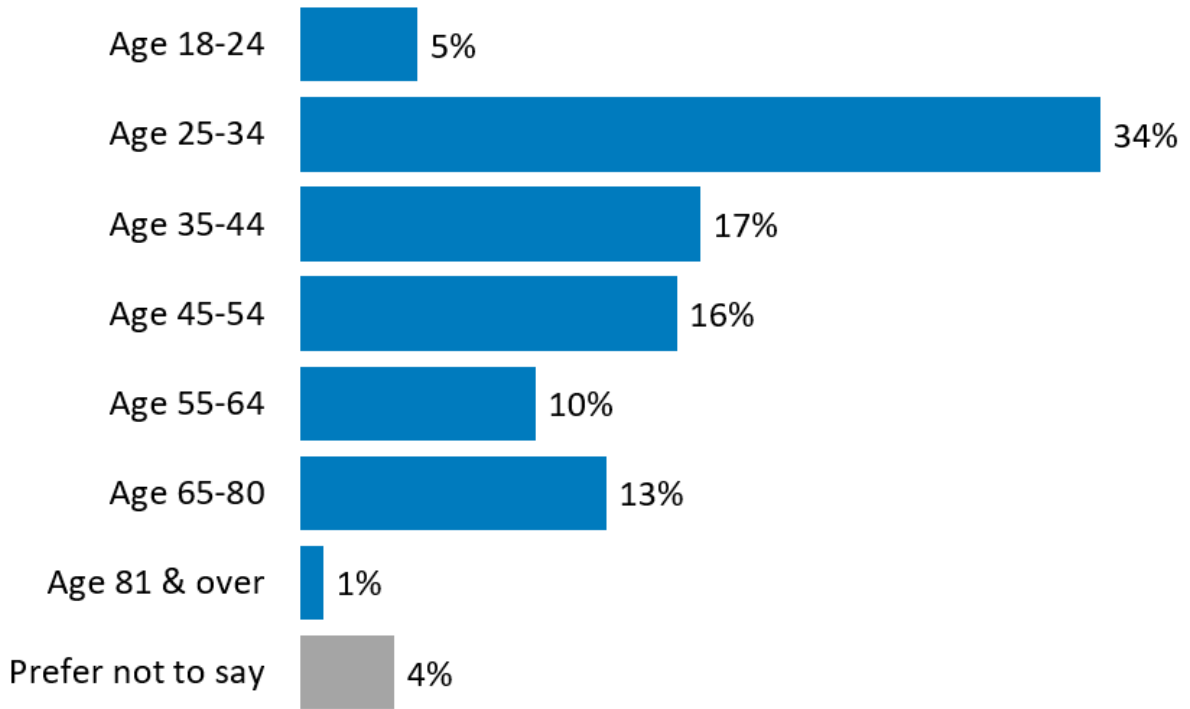
**Figure 25: Gender Distribution of Respondents**



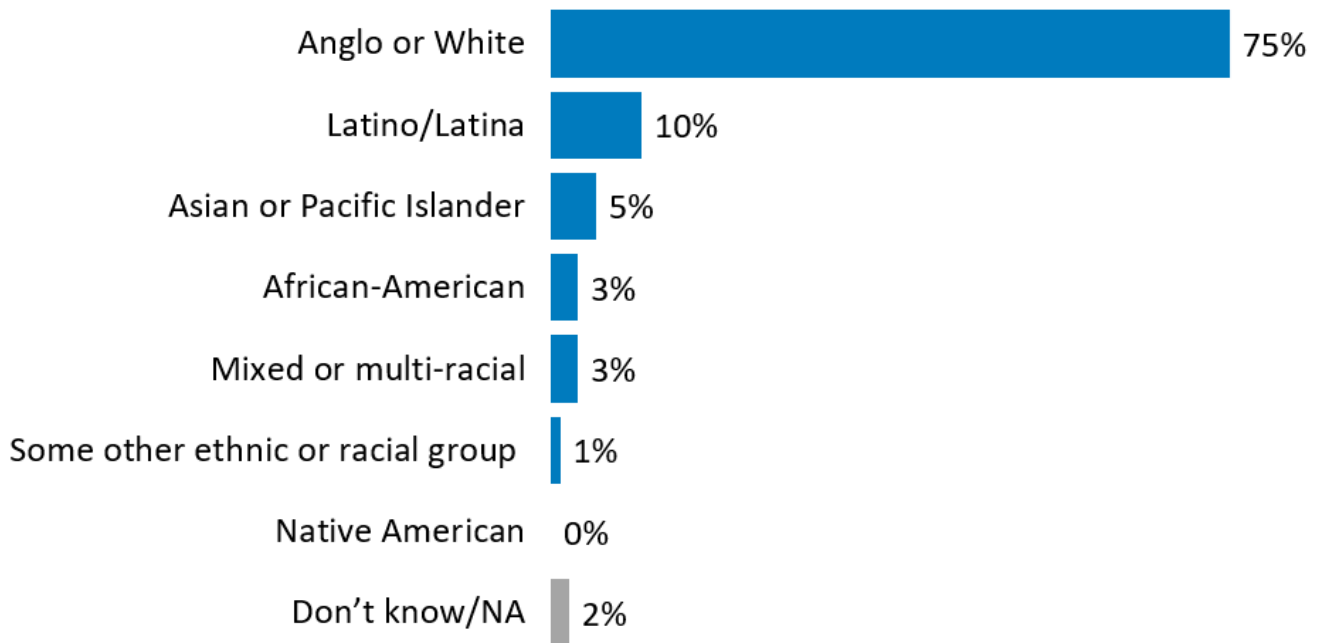
**Figure 26: Sexual Identity of Respondents**



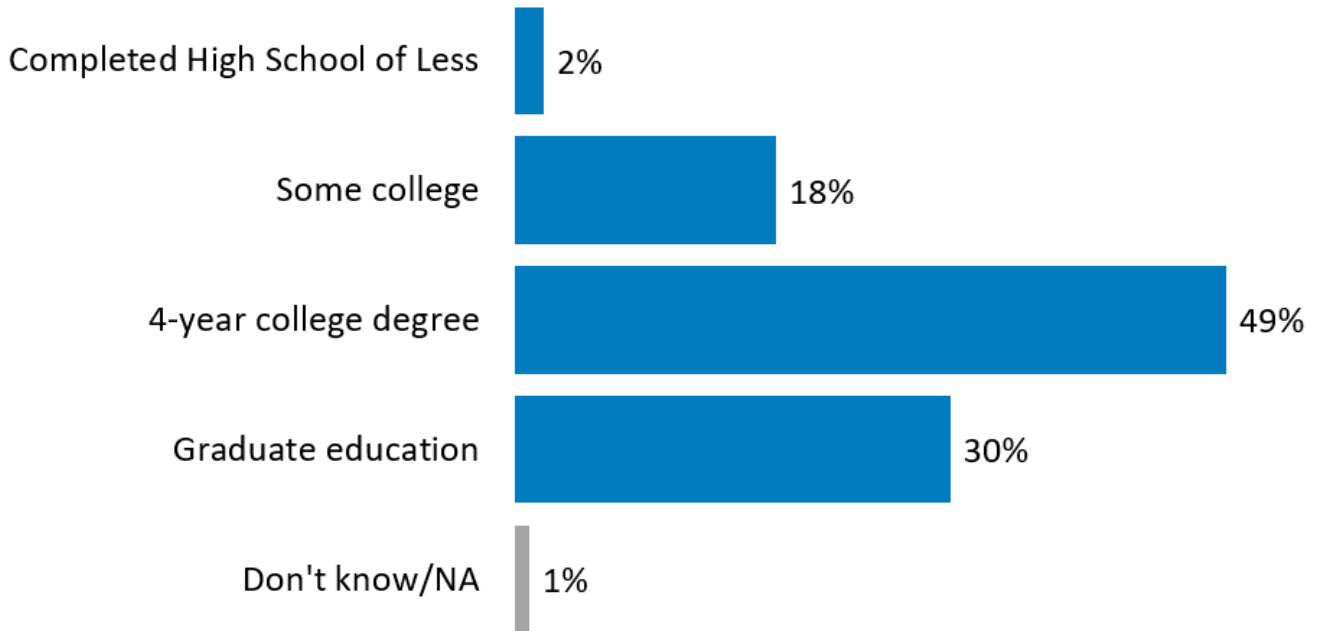
**Figure 27: Age Distribution of Respondents**



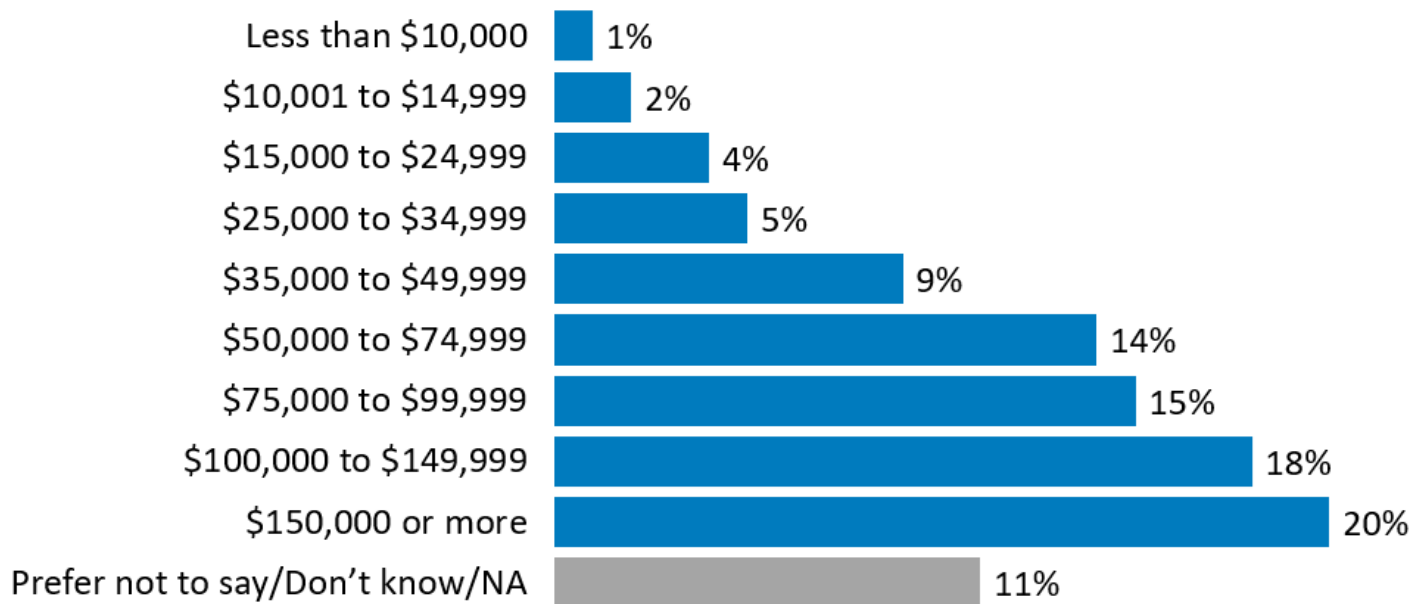
**Figure 28: Race/Ethnicity of Respondents**



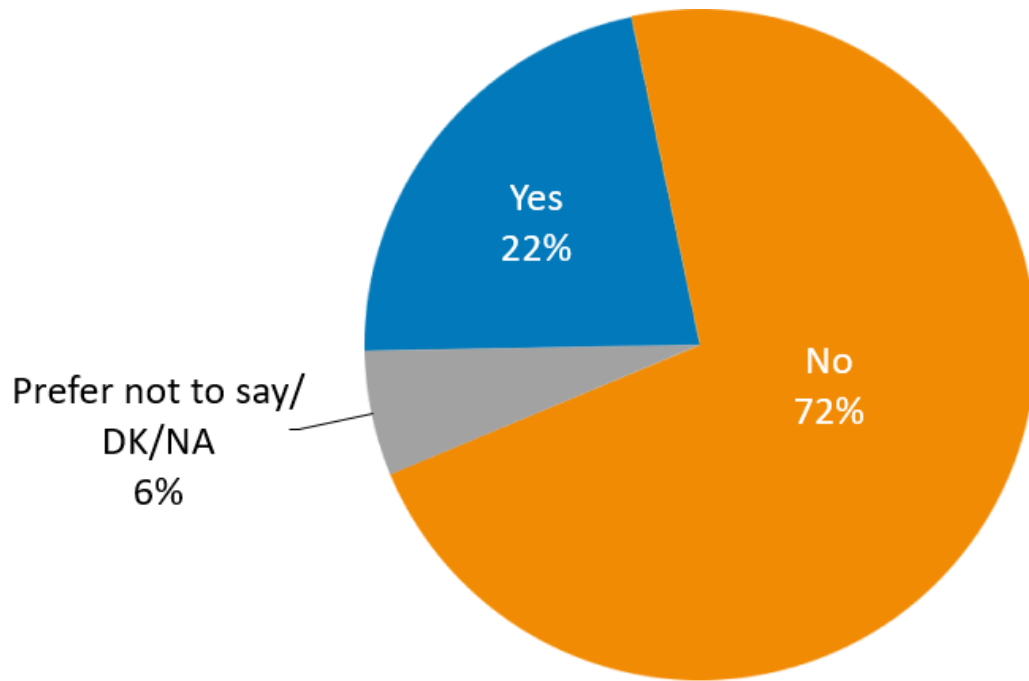
**Figure 29: Education of Respondents**



**Figure 30: Income of Respondents**



**Figure 31: Respondents on a Fixed Income**



## **APPENDIX B – FULL TOPLINE RESULTS**





**CITY OF WEST HOLLYWOOD 2018 COMMUNITY STUDY SURVEY**  
**320-823-WT**  
**N=738**  
**MARGIN OF SAMPLING ERROR ±4.0%**  
**CONSULTANT EXECUTION DRAFT. NOT FOR PUBLICATION.**  
**CA GOV'T CODE 6254.**

Hello, I'm \_\_\_\_\_ from FM3, a public opinion research company. **(IF RESPONDENT REPLIES IN SPANISH, FOLLOW THE PROCEDURE FOR HANDING OFF TO A SPANISH SPEAKING INTERVIEWER.) (IF RESPONDENT REPLIES IN RUSSIAN, FOLLOW THE PROCEDURE FOR HANDING OFF TO A RUSSIAN SPEAKING INTERVIEWER.)** I am not trying to sell you anything or ask for a donation of any kind. We are conducting a public opinion survey about issues that may concern residents in the City of West Hollywood. All responses to the survey are strictly confidential and you will not be identified in any way. May I please speak to \_\_\_\_\_? **(YOU MUST SPEAK TO THE NAME LISTED. VERIFY THE PERSON LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE.) (IF NOT AVAILABLE, ASK WHEN IT WOULD BE CONVENIENT TO CALL AGAIN.)**

**(ONLY ASKED ON TELEPHONE)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 66%  
 Yes, cell but cannot talk safely----- **TERMINATE**  
 No, not on cell ----- 34%  
**(DON'T READ) DK/NA----- TERMINATE**

B. Do you currently live in the City of West Hollywood?

Yes ----- 100%  
 No ----- **TERMINATE**  
**(DON'T READ) DK/NA --- TERMINATE**

C. **(T)** Which ZIP code do you live in? **(DO NOT READ OPTIONS)**

90038 ----- 0%  
 90048 ----- 10%  
 90046 ----- 44%  
 90069 ----- 46%  
 Other ----- **TERMINATE**  
**(DON'T READ) DK/NA --- TERMINATE**

D. (PT) Which of the following best describes the area in which you live?

East of Fairfax Avenue ----- 23%  
Between Fairfax Avenue and La Cienega Boulevard ----- 42%  
West of La Cienega Boulevard ----- 35%  
**(DON'T READ) DK/NA ----- TERMINATE**

E. (T) What is the primary language you speak at home?

English ----- 97%  
Russian ----- 1%  
Spanish ----- 0%  
Other (PLEASE SPECIFY \_\_\_\_\_) ---- 1%  
**(DON'T READ) DK/NA ----- 0%**

F. (T) Do you work in the City of West Hollywood?

Yes ----- 25%  
No ----- 73%  
**(DON'T READ) DK/NA ----- 2%**

1. (T) How would you rate the overall quality of life in West Hollywood? Would you say excellent, good, fair, poor or very poor?

**EXCELLENT/GOOD ----- 85%**  
Excellent ----- 34%  
Good ----- 51%  
  
Fair ----- 12%  
  
**TOTAL POOR ----- 4%**  
Poor ----- 3%  
Very poor ----- 1%  
  
**(DON'T READ) DK/NA ----- 0%**

**I WOULD NOW LIKE TO ASK YOU A FEW QUESTIONS ABOUT SOCIAL SERVICES THAT THE CITY PROVIDES. SOCIAL SERVICES REFER TO DIFFERENT KINDS OF PROGRAMS AND SERVICES TO HELP PEOPLE.**

2. First, I am going to mention a list of social services and programs that are funded by the City of West Hollywood. After each one mentioned, please rate how important it is to you that the City financially support that social service or program. Please use a scale of one to five. Where one means it is low importance to you and five means high importance. You can use any number from 1 to 5.  
**(RANDOMIZE)**

	<u>MEAN</u>	<b>LOW IMPORT</b>			<b>HIGH IMPORT</b>			<b>(DON'T READ)</b>
		<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<b>(DK/NA)</b>	
[ ]a. Subsidized Preschool -----	3.3	19%	9%	19%	15%	29%	8%	
[ ]b. (T) Counseling and emotional support -----	3.8	10%	4%	18%	23%	39%	6%	
[ ]c. (T) Drug and alcohol abuse counseling and treatment -----	4.0	6%	6%	14%	24%	45%	4%	
[ ]d. (T) Food or meals for residents in need -----	4.2	4%	4%	12%	22%	53%	4%	
[ ]e. (T) HIV prevention and education -----	4.2	5%	3%	12%	18%	57%	4%	
[ ]f. (T) Job training and/or placement -----	3.6	9%	10%	22%	21%	31%	7%	
[ ]g. (PT) Transportation services, including Cityline shuttle, Dial-A-Ride, The PickUp and The Sunset Trip -----	4.0	6%	6%	15%	25%	46%	3%	
[ ]h. (T) Programs for at-risk youth -----	4.0	7%	7%	14%	22%	45%	5%	
[ ]i. (PT) Services and shelter for people who are homeless -----	4.2	8%	4%	10%	17%	58%	4%	
[ ]j. (T) Legal services -----	3.5	9%	10%	26%	20%	29%	6%	
[ ]k. (T) Health care services -----	4.3	5%	3%	8%	20%	59%	5%	
[ ]l. Senior services -----	4.1	5%	5%	14%	24%	47%	5%	

3. **(PT)** Now, thinking about the social services we just discussed; in your own words, what would you say are the two most important social service-related needs of your household?

Healthcare (including mental health)-----	25%
Public transportation-----	24%
Homelessness-----	23%
Senior services-----	11%
Affordable housing/rent control-----	6%
HIV prevention/testing-----	6%
Legal services (not including tenant rights)-----	5%
Education-----	5%
Job support (placement, training)-----	4%
Drugs and alcohol-----	3%
Public safety-----	3%
Counseling services-----	3%
At-risk youth program-----	2%
Emotional health services-----	2%
Disabled services/accessibility-----	1%
Tenant rights-----	1%
Bikes and scooters-----	0%
Street cleaning/litter-----	0%
Community events-----	0%
All-----	0%
Other-----	8%
Nothing/no need for social service-----	14%
Don't know/not sure-----	2%
N/A/Refused/no opinion-----	5%

4. Next, I am going to mention a list of health issues. Please tell me which, if any of these health issues affect your household. **(READ LIST) (ACCEPT MULTIPLE RESPONSES) (RANDOMIZE)**

<input type="checkbox"/> <b>(T)</b> AIDS or HIV-----	7%
<input type="checkbox"/> <b>(T)</b> Hearing or sight impairment-----	7%
<input type="checkbox"/> <b>(T)</b> Mobility impairment-----	6%
<input type="checkbox"/> <b>(T)</b> Learning disability-----	4%
<input type="checkbox"/> <b>(T)</b> Developmental disability-----	1%
<input type="checkbox"/> <b>(T)</b> Mental or emotional disability---	14%
<input type="checkbox"/> Substance abuse-----	5%
<b>(DON'T READ)</b> DK/NA-----	5%
<b>(DON'T READ)</b> None of the above----	66%

5. (PT) Generally speaking how would you rate the job the City of West Hollywood is doing to provide social services? Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

**TOTAL SATISFIED -----63%**  
 Very satisfied ----- 18%  
 Somewhat satisfied ----- 45%

**TOTAL DISSATISFIED -----16%**  
 Somewhat dissatisfied----- 11%  
 Very dissatisfied -----4%

**(DON'T READ) DK/NA ----- 21%**

6. And now, thinking about your day-to-day life, do you help out a family member, friend and/or neighbor on a regular basis?

Yes ----- 47%  
 No ----- 49%  
**(DON'T READ) DK/NA -----3%**

7. Next, I am going to mention various homeless-related programs and services that the City is considering helping fund within West Hollywood. After each one, please tell me if you think that program or service should be funded within the City. (RANDOMIZE)

	<u>YES</u>	<u>NO</u>	<b>(DON'T READ) DK/NA</b>
[ ]a. Street outreach services-----	79%	11%	10%
[ ]b. Health and mental services for people who are homeless-----	90%	7%	3%
[ ]c. Substance abuse and recovery services for people who are homeless-----	84%	10%	6%
[ ]d. A Drop-in Center for people who are homeless -----	79%	12%	9%
[ ]e. A homeless shelter -----	73%	18%	8%

**(ASK SPLIT SAMPLE A ONLY)**

[ ]f. Permanent supportive housing for people  
who are homeless-----69% ----- 22%----- 9%

**(ASK SPLIT SAMPLE B ONLY)**

[ ]g. Supportive housing for people who are  
homeless -----81% ----- 15%----- 5%

**(RESUME ASKING ALL RESPONDENTS)**

8. I would like to switch focus and mention some additional services and programs that are funded and offered by the City of West Hollywood. After each one mentioned, please rate how important it is to you that the City financially support that service or program. Please use a scale of one to five, where one means it is of low importance to you and five means high importance. You can use any number from 1 to 5. **(RANDOMIZE)**

		LOW IMPORT				HIGH IMPORT		
	<u>MEAN</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>(DK/NA)</u>	
[ ]a.	(T) After-school programs	3.4	14%	10%	22%	21%	28%	4%
[ ]b.	(T) Disaster and emergency preparedness measures	4.3	2%	4%	13%	23%	56%	2%
[ ]c.	(T) Neighborhood crime prevention programs	4.3	3%	3%	13%	20%	60%	1%
[ ]d.	(T) Park and recreation programs	4.0	3%	5%	20%	30%	42%	1%
[ ]e.	(T) Support for affordable housing	4.2	8%	4%	11%	17%	59%	1%
[ ]f.	(T) Public arts programs	3.6	8%	7%	28%	24%	32%	1%
[ ]g.	(PT) Revitalization of rundown commercial areas	3.8	6%	9%	21%	23%	39%	3%
[ ]h.	(T) Special events, festivals and community gatherings	3.4	10%	13%	28%	23%	25%	1%
[ ]i.	(T) Providing law enforcement services	4.5	2%	3%	9%	16%	68%	1%
[ ]j.	(T) Proving fire protection services	4.3	2%	4%	15%	18%	59%	2%

**THE NEXT SERIES OF QUESTIONS ARE ABOUT TRANSPORTATION.**

9. I am going to mention a list of different types of transportation services. After each one I mention, please tell me how often you use that service. Do you use it every day, a few days a week, a few days a month, rarely or never? If you have never heard of that service, you can tell me that instead. **(RANDOMIZE)**

		<u>EVERY DAY</u>	<u>A FEW DAYS A WEEK</u>	<u>A FEW DAYS A MONTH</u>	<u>RARELY/ NEVER</u>	<u>NEVER HEARD OF</u>
[ ]a.	(T) Cityline shuttle	1%	3%	9%	69%	18%
[ ]b.	(PT) Weekend trolley services including The Pick-Up and/or The Sunset Trip	1%	4%	18%	66%	12%
[ ]c.	(T) Dial-A-Ride	1%	1%	1%	64%	33%
[ ]d.	(PT) Taxi Subsidy Program	0%	1%	3%	53%	42%

10. (PT) Which transportation service or services would you like to see increase the days and hours of its service? (DO NOT READ LIST, RECORD VERBATIM) (ACCEPT MULTIPLE RESPONSES)

Weekend trolley services, including The PickUp and/or The Sunset Trip-----	21%
Cityline shuttle-----	13%
Metro/train/LADOT/other non-WeHo transit-----	8%
Regular bus-----	6%
Dial-A-Ride-----	4%
Subway-----	3%
More scooter/bike-shares-----	2%
Traffic control-----	1%
Excluding scooter shares-----	0%
Taxi subsidy-----	0%
Everything-----	1%
Think it's fine as is-----	2%
I don't use public transportation-----	6%
(DON'T READ) Other (PLEASE SPECIFY _____)-----	3%
(DON'T READ) DK/NA-----	36%

(RESUME READING TO ALL RESPONDENTS)

**NEXT, I WOULD LIKE TO ASK YOU SOME QUESTIONS ABOUT HOUSING.**

11. (T) First, how many years have you lived in West Hollywood? (CODE VERBATIM)

Less than a year-----	0%
1 to 3 years-----	31%
4 to 6 years-----	18%
7 to 9 years-----	10%
10 years or more-----	41%
No answer/prefer not to say-----	0%

**MEAN: 11.8 YEARS**  
**MAX: 66 YEARS**

12. (T) About how many years have you lived in your current housing unit? (CODE VERBATIM)?

Less than a year-----	1%
1 to 3 years-----	41%
4 to 6 years-----	16%
7 to 9 years-----	10%
10 years or more-----	32%
No answer/prefer not to say-----	0%

**MEAN: 9.2 YEARS**  
**MAX: 66 YEARS**

13. (PT) I am going to mention different kinds of housing in West Hollywood. After you hear the list, please tell me which one you live in. Is it an apartment, a condominium, a single-family home, or is it some other kind of housing? (ACCEPT ONLY ONE ANSWER)

Apartment ----- 64%  
 Condominium ----- 22%  
 Single-family home ----- 10%  
 Other (PLEASE SPECIFY \_\_\_\_\_) ----- 3%  
 (DON'T READ) DK/NA ----- 1%

14. (T) How many people live in your home, including yourself? (CODE VERBATIM)

1 ----- 36%  
 2 ----- 51%  
 3 ----- 9%  
 4 ----- 3%  
 5 ----- 1%  
 6+ ----- 0%  
 (DON'T READ) DK/NA ----- 0%

(ASK Q15 IF CODES 2-6 IN Q14) (N=470)

15. Do you have children ages 18 or under living in your household?

Yes ----- 8%  
 No ----- 92%  
 (DON'T READ) DK/NA ----- 0%

(ASK Q16 IF YES, CODE=1, IN Q15) (N=36)

16. (PT) Please tell me if you have children in your house between the ages of zero and four, five to eleven, twelve to eighteen. (ACCEPT MULTIPLE RESPONSES)

0 to 4 ----- 45%  
 5 to 11 ----- 37%  
 12 to 18 ----- 23%  
 (DON'T READ) DK/NA ----- 8%

(ASK Q17 IF CODES 2-7 IN Q14) (IF Q14 = 1, CODE "I LIVE BY MYSELF" IN Q17)

17. (T) I am going to mention a list of different types of living arrangements. After you hear the full list, please let me know which one best describes your living arrangement. (DON'T ASK CODE 1, RANDOMIZE CODES 2 THROUGH 6) (ACCEPT ONLY ONE ANSWER)

(DON'T READ) I live by myself ----- 36%  
 I live with my domestic partner ----- 10%  
 I live with my same-sex spouse ----- 11%  
 I live with my opposite-sex spouse ----- 17%  
 I live with a roommate or housemate ----- 17%  
 I live with other family members ----- 7%  
 (DON'T READ) Other (PLEASE SPECIFY \_\_\_\_\_) ----- 2%  
 (DON'T READ) DK/NA ----- 0%

(RESUME ASKING ALL RESPONDENTS)



18. (T) I am now going to mention a list of different housing situations. After you hear the full list, please let me know which one best describes your housing situation. (RANDOMIZE CODES 1 THRU 3)  
(ACCEPT ONLY ONE ANSWER)

- I own my own residence or share ownership (SKIP TO BOX BEFORE Q20)----- 26%
- I rent under a government housing subsidy or low-income program, such as HUD, Section 8, the City’s inclusionary housing program, or the West Hollywood Community Housing Corporation-----4%
- I rent my residence, with no housing subsidy----- 67%
- (DON’T READ) Other (PLEASE SPECIFY \_\_\_\_\_) ----- 1%
- (DON’T READ) DK/NA ----- 1%

(ASK Q19 IF CODES 2-4 IN Q18) (N=536)

19. (T) What is your total monthly rent? (CODE VERBATIM)

- Less than \$1,000 ----- 14%
- \$1,000 to \$1,499 ----- 20%
- \$1,500 to \$1,999 ----- 29%
- \$2,000 to \$2,499 ----- 19%
- \$2,500 or more ----- 18%
- No answer/prefer not to say ----- 0%

**MEAN: \$1904.9**  
**MIN: \$260**  
**MAX: \$20,100**

(RESUME ASKING ALL RESPONDENTS)

**I WOULD NOW LIKE TO ASK SOME QUESTIONS ABOUT COMMUNICATION BETWEEN THE CITY AND ITS RESIDENTS.**

20. (PT) Overall, how would you rate the City’s efforts to communicate with residents through newsletters, the City website, the official City app, e-mail, video and the City’s official social media accounts @WeHoCity and other means? Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

- TOTAL SATISFIED -----72%**
- Very satisfied ----- 29%
- Somewhat satisfied ----- 43%
- TOTAL DISSATISFIED -----20%**
- Somewhat dissatisfied----- 15%
- Very dissatisfied ----- 5%
- (DON’T READ) DK/NA -----9%**

21. I am going to list ways the City communicates with residents. After you hear the entire list, please tell me how you would prefer to receive information from the City. **(ACCEPT MULTIPLE RESPONSES)**  
**(RANDOMIZE)**

- Via e-mail from the City ----- 58%
- The City website ----- 28%
- The City's official social media account, @WeHoCity ----- 24%
- Official City video content on cable, streaming media and/or social media,  
known as WeHoTV ----- 11%
- The City's Official app ----- 16%
- City publications and mailings delivered to your home ----- 41%
- Local online or printed newspaper ----- 17%
- A community meeting ----- 10%
- (DON'T READ)** Other **(PLEASE SPECIFY \_\_\_\_\_)** ----- 2%
- (DON'T READ) DK/NA** ----- 3%

**MY NEXT FEW QUESTIONS ARE ABOUT PUBLIC SAFETY ISSUES.**

22. **(T)** What is your perception of the safety of your neighborhood? Is it very safe, somewhat safe, fairly safe or not very safe?

- VERY/SMWT SAFE -----72%**
- Very safe ----- 26%
- Somewhat safe ----- 46%
  
- Fairly safe ----- 23%
- Not very safe ----- 5%
- (DON'T READ) DK/NA ----- 0%**

23. Now I am going to read you a list of products and services that can be purchased in the City of West Hollywood. For each one, please tell me how satisfied you are with your ability to purchase that product or service in West Hollywood: very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied. If you have no opinion or don't purchase that product or service, you can tell me that too. Here is the first one... **(RANDOMIZE)**

	<u>VERY SAT</u>	<u>SMWT SAT</u>	<u>SMWT DISSAT</u>	<u>VERY DISSAT</u>	<u>NO OPIN/DK/NA</u>	<u>TOTAL SAT</u>	<u>TOTAL DISSAT</u>
<b>(SPLIT SAMPLE A ONLY)</b>							
<input type="checkbox"/> a. Casual dining -----	53%	33%	6%	3%	4%	86%	9%
<input type="checkbox"/> b. Personal services -----	34%	28%	9%	2%	27%	62%	11%
<input type="checkbox"/> c. Entertainment and nightlife -----	54%	28%	5%	3%	11%	82%	8%
<b>(SPLIT SAMPLE B ONLY)</b>							
<input type="checkbox"/> d. Fine dining -----	56%	26%	5%	3%	11%	82%	7%
<input type="checkbox"/> e. Basic services such as banking, groceries and medical -----	66%	27%	2%	2%	3%	93%	4%
<input type="checkbox"/> f. Shopping for such things as clothing and accessories -----	39%	33%	11%	5%	12%	72%	16%

**(RESUME ASKING ALL RESPONDENTS)**

24. (PT) Next, thinking about all aspects of the City of West Hollywood, if the city government could change one thing to make West Hollywood a better place to live now and in the future, what change would you like to see?

Homelessness (i.e. less homeless, help the homeless, etc) -----	24%
Affordable housing/rent control -----	15%
Public safety/security -----	7%
Public transportation/transit-----	6%
Less development/ building-----	6%
Less traffic/congestion-----	5%
Parking -----	5%
Improve the streets/roads/sidewalks -----	5%
More parks/green space/recreation opportunities -----	3%
More affordable living-----	2%
Better restaurants -----	2%
Change in city gov't and politics -----	2%
Healthcare -----	1%
No changes -----	1%
LGBT -----	1%
Term limits for the city council -----	1%
More historic preservation -----	1%
Traffic issues (including speed bumps, bike lanes, and scooters) -----	1%
Education issues -----	1%
Allow scooters/bike-shares -----	1%
Other -----	6%
Nothing/no need for social services -----	0%
Don't know/not sure-----	3%
N/A/Refused/no opinion -----	2%

**THESE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.**

25. What is your current working situation? (READ CHOICES)

Working full-time-----	67%
Working part-time -----	12%
Self-employed -----	2%
Unemployed, seeking work -----	3%
Unemployed, not seeking work -----	1%
Retired-----	10%
Student-----	3%
(DON'T READ) Other (SPECIFY _____)-----	1%
(DON'T READ) DK/NA -----	1%

26. **(PT)** What is your gender? Are you (**ROTATE**) [ ] male, [ ] female or non-binary?
- |                         |     |
|-------------------------|-----|
| Male-----               | 57% |
| Female-----             | 42% |
| Non-binary-----         | 0%  |
| Prefer not to say ----- | 1%  |
27. **(T)** Are you transgender?
- |                                 |           |
|---------------------------------|-----------|
| Yes -----                       | 0%        |
| No -----                        | 99%       |
| <b>(DON'T READ) DK/NA -----</b> | <b>1%</b> |
28. **(PT)** What year were you born?
- |                                      |     |
|--------------------------------------|-----|
| 2000-1994 (Age 18-24)-----           | 5%  |
| 1993-1984 (Age 25-34)-----           | 34% |
| 1983-1974 (Age 35-44)-----           | 17% |
| 1973-1964 (Age 45-54)-----           | 16% |
| 1963-1954 (Age 55-64)-----           | 10% |
| 1953-1938 (Age 65-80)-----           | 13% |
| 1937 or earlier (Age 81 & over)----- | 1%  |
| Prefer not to say-----               | 4%  |
29. **(T)** How many years of education have you completed? (**READ RESPONSES**)
- |                                 |           |
|---------------------------------|-----------|
| Less than 12 years -----        | 0%        |
| Completed high school-----      | 2%        |
| Some college -----              | 18%       |
| 4-year college degree-----      | 49%       |
| Graduate education -----        | 30%       |
| <b>(DON'T READ) DK/NA -----</b> | <b>1%</b> |
30. **(PT)** What is your racial or ethnic background? Are you African-American, Latino or Latina, Asian or Pacific Islander, Anglo or White, Native American, mixed or multi-racial, or some other ethnic or racial group? (**READ RESPONSES**)
- |  |           |
|--|-----------|
| African-American-----  | 3%        |
| Latino/Latina-----   | 10%       |
| Asian or Pacific Islander-----   | 5%        |
| Anglo or White -----   | 75%       |
| Native American -----  | 0%        |
| Mixed or multi-racial-----   | 3%        |
| Some other ethnic or racial group ( <b>PLEASE SPECIFY _____</b> )----- | 1%        |
| <b>(DON'T READ) DK/NA-----</b>   | <b>2%</b> |

31. (PT) Do you identify yourself as: (RANDOMIZE)) [ ] Bisexual, [ ] Gay male,  
 [ ] Heterosexual, [ ] Lesbian or Sexually fluid?

[ ] Bisexual-----3%  
 [ ] Gay male----- 33%  
 [ ] Heterosexual ----- 52%  
 [ ] Lesbian-----4%  
 Sexually fluid-----3%  
 (DON'T READ) DK/NA -----5%

32. (PT) I don't need to know the exact amount but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income before taxes for all the people in your household before taxes in 2017? If you live with a roommate or housemate, only count your income. (READ CATEGORIES)

Less than \$10,000-----1%  
 \$10,001 to \$14,999 -----2%  
 \$15,000 to \$24,999 -----4%  
 \$25,000 to \$34,999 -----5%  
 \$35,000 to \$49,999 -----9%  
 \$50,000 to \$74,999 ----- 14%  
 \$75,000 to \$99,999 ----- 15%  
 \$100,000 to \$149,999 ----- 18%  
 \$150,000 or more ----- 20%  
 (DON'T READ) Prefer not to say/DK/NA----- 11%

33. (T) Do you live on a fixed income?

Yes ----- 22%  
 No ----- 72%  
 (DON'T READ) Prefer not to say/DK/NA-----6%

**THANK AND TERMINATE**

**Language by observation:**

English -----99%  
 Spanish----- 1%  
 Russian----- 0%

**METHOD OF CONTACT**

Phone-----41%  
 Online Email -----54%  
 Online Mail-in ----- 5%