

**Results obtained for
First Public Opinion Poll on Cityhood**

A telephone poll commissioned by the Santa Clarita Cityhood Formation Committee indicates that incorporation is favored by a better than 2 to 1 margin among those who have an opinion. A large fraction of those polled, however, have not yet taken a side on the issue.

The poll was conducted during the last week of January and the first week of February among a random sample of 68 persons who can qualify as voters in the proposed area. The poll has a statistical margin of error of 6 percentage points.

81% of the sample indicated an awareness of the cityhood issue. When asked how they felt about incorporation, those questioned responded as follows:

<u>Category</u>	<u>Number</u>	<u>Percentage</u>
Strongly Approve	- 12	18%
Somewhat Approve	- 17	25%
Neutral & Don't Know	- 26	38%
Somewhat Disapprove	- 11	16%
Strongly Disapprove	- 2	3%

(more)

P R E S S R E L E A S E

Members of the Cityhood Steering Committee stated that the large percentage in the Neutral & Don't Know category is not surprising at this stage. This indicates that many people probably want more information and aren't really pressed to make up their minds yet.

Those who were neutral or who indicated that they supported incorporation were asked to indicate their reasons for support. This question was open-ended, requiring the respondents to state their own reasons instead of indicating agreement or disagreement with a prompted list of categories.

Of those who expressed an opinion, the results were as follows:

<u>Type of Reason Given</u>	<u>Number</u>	<u>Percentage</u>
More Local Representation/Control	- 19	31%
Concern Regarding Development in Area	- 9	15%
Local Land Use Control	- 7	11%
Concern for Roads or Other Services	- 7	11%
County Govt. is Non-Responsive and/or Too Distant	- 5	8%
More Revenue/Lower Taxes	- 3	5%
Concern for Schools	- 3	5%
Concern for Environment	- 3	5%
General Benefit to the Community	- 2	3%
Concern for Police Service	- 1	2%
Concern for Parks & Recreation	- 1	2%
Concern over Prison Site	- 1	2%

(Note: Numbers may not add to 100% due to rounding)

(more)

P R E S S R E L E A S E

The desire for local self-government was found to be the predominant reason for supporting cityhood. Concerns over the pace or scope of development, local land use control and the community's infrastructure were secondary reasons for support. A number of other items trailed.

In a similar manner, those who were neutral or disapproving of cityhood were asked the open-ended question why the issue should be rejected. They responded:

<u>Type of Reason Given</u>	<u>Number</u>	<u>Percentage</u>
Higher Taxes	- 8	24%
Not Economically Feasible	- 7	21%
Too Much and/or Added Government	- 6	18%
Things are OK as is	- 4	12%
City Would be Pro-Growth	- 4	12%
All Politicians are Corrupt	- 1	3%
City is Not Appropriate for Area	- 1	3%
City Would be Anti-Growth	- 1	3%
Not Enough Information	- 1	3%

Concern over the economics of cityhood is the single most reason for disapproval, whether expressed in terms of fear of higher taxes or a feeling that the city would not be economically viable (unless taxes were raised).

Secondary concerns related to possible added layers of government, and a general feeling that we shouldn't try to change the area by incorporating.

(more)

Other items were less significant, including the speculated position of the city council on growth.

Several demographic items were tested in the poll. About 1/4 of those polled presently work within the proposed city boundaries. (The 3/4 remainder includes unemployed and retirees in addition to those who work outside the community). 8 out of 10 persons sampled is a homeowner, with 16% renting and 3% occupying mobile homes. About 62% of the sample has lived in the area less than 10 years, reflecting development in the last decade. Roughly half of the sample have children attending local schools.

The above demographic categories were tested against indicated support for cityhood.

Those who work in the proposed city were found to be less undecided than others, but the ratio of approval/disapproval remained about the same:

	Work Within City	Do Not Work in City
Strongly Approve	18%	18%
Somewhat Approve	29%	24%
Neutral & DK	24%	43%
Somewhat Disapprove	29%	12%
Strongly Disapprove	0%	4%

(more)

P R E S S R E L E A S E

Homeowners tend to favor cityhood more than renters. The number of people sampled living in mobile homes was too small to make any conclusions:

	Own	Rent	Other
Strongly Approve	18%	9%	50%
Somewhat Approve	27%	9%	50%
Neutral & DK	38%	45%	0%
Somewhat Disapprove	13%	36%	0%
Strongly Disapprove	4%	0%	0%

Those who have lived in the area longer than 5 years tend to be less undecided about cityhood. Support for incorporation is strongest among those who have lived in the area between 5 and 10 years:

	<1yr	1-5yr	5-10yr	>10yr
Strongly Approve	0%	14%	16%	23%
Somewhat Approve	50%	19%	37%	19%
Neutral & DK	50%	52%	32%	31%
Somewhat Disapprove	0%	14%	11%	23%
Strongly Disapprove	0%	0%	5%	4%

People with children in school tend to be more in favor of incorporation, but this increased support comes from a reduced undecided category, with the percentage against cityhood remaining about the same:

(more)

P R E S S R E L E A S E

	Children in School	No Children in School
Strongly Approve	16%	19%
Somewhat Approve	34%	17%
Neutral & DK	31%	44%
Somewhat Disapprove	13%	19%
Strongly Disapprove	6%	0%

Finally, those polled were asked if they would like to see more information about the proposed incorporation. While a number indicated that the local news services were doing a good job, a large fraction still desires more detail:

Yes	-	56%
No	-	34%
Don't Know	-	10%

[Detailed poll information attached]

First Public Opinion Poll Results - 2/11/87

Baseline Data:

Number of Persons Polled	-	68	100%
Persons Out of Area or Not Registered	-	8	12%
Net Sample	-	60	88%

Response to Questions:

1. Registered Voter Breakdown (figured on Total Sample)

Registered	-	60	88%
Non-Registered but of age	-	7	10%
Don't Know	-	1	2%

2a. Aware of Cityhood Drive (figured on Total Sample)

Aware	-	55	81%
Not Aware	-	11	16%
Don't Know	-	2	3%

2b. Aware of Cityhood Drive (figured on Net Sample)

Aware	-	50	83%
Not Aware	-	9	15%
Don't Know	-	1	2%

3a. Approve of Cityhood (figured on Total Sample)

Strongly Approve	-	12	18%
Somewhat Approve	-	17	25%
Neutral & Don't Know	-	26	38%
Somewhat Disapprove	-	11	16%
Strongly Disapprove	-	2	3%

3b. Approve of Cityhood (figured on Net Sample)

Strongly Approve	-	12	20%
Somewhat Approve	-	16	27%
Neutral & Don't Know	-	21	35%
Somewhat Disapprove	-	9	15%
Strongly Disapprove	-	2	3%

4aa. Reasons for Approval (figured on Total Sample)

More Local Representation	-	19	31%
Concern Regarding Development in Area	-	9	15%
Local Land Use Control	-	7	11%
Concern for Roads or Other Services	-	7	11%
County Govt. is Non-Responsive and/or Too Distant	-	5	8%
More Revenue/Lower Taxes	-	3	5%
Concern for Schools	-	3	5%
Concern for Environment	-	3	5%
General Benefit to the Community	-	2	3%
Concern for Police Service	-	1	2%
Concern for Parks & Recreation	-	1	2%
Concern over Prison Site	-	1	2%

4ab. Reasons for Approval (figured on Net Sample)

More Local Representation	-	17	31%
Concern Regarding Development in Area	-	8	14%
Local Land Use Control	-	7	13%
Concern for Roads or Other Services	-	7	13%
County Govt. is Non-Responsive and/or Too Distant	-	4	7%
Concern for Schools	-	3	5%
Concern for Environment	-	3	5%
More Revenue/Lower Taxes	-	2	4%
General Benefit to the Community	-	2	4%
Concern for Police Service	-	1	2%
Concern for Parks & Recreation	-	1	2%
Concern over Prison Site	-	1	2%

4ba. Reasons for Disapproval (figured on Total Sample)

Higher Taxes	-	8	24%
Not Economically Feasible	-	7	21%
Too Much and/or Added Government	-	6	18%
Things are OK as is	-	4	12%
City Would be Pro-Growth	-	4	12%
All Politicians are Corrupt	-	1	3%
City is Not Appropriate for Area	-	1	3%
City Would be Anti-Growth	-	1	3%
Not Enough Information	-	1	3%

4bb. Reasons for Disapproval (figured on Net Sample)

Taxes	-	8	27%
Not Economically Feasible	-	7	23%
Too Much and/or Added Government	-	6	20%
Things are OK as is	-	4	13%
All Politicians are Corrupt	-	1	3%
City is Not Appropriate for Area	-	1	3%
City Would be Anti-Growth	-	1	3%
City Would be Pro-Growth	-	1	3%
Not Enough Information	-	1	3%

5. Live Within Proposed City

Yes	-	68	100%
No	-	0	0%
Don't Know	-	0	0%

6. Work Within Proposed City

Yes	-	17	25%
No	-	51	75%
Don't Know	-	0	0%

7. Own or Rent Residence

Own	-	55	81%
Rent	-	11	16%
Other	-	2	3%
Don't Know	-	0	0%

8. How Long Lived in Area

<1 yr	-	2	3%
1-5 yr	-	21	31%
5-10 yr	-	19	28%
>10 yr	-	26	38%

9. Have Children Attending School in Proposed City

Yes	-	32	47%
No	-	36	53%
Don't Know	-	0	0%

10. Would Like to See More Information about City

Yes	-	38	56%
No	-	23	34%
Don't Know	-	7	10%

Cross-Correlations:

3 x 6 Approve/Disapprove vs. Work Within City

	Work Within City	Do Not Work in City
Strongly Approve	3 18%	9 18%
Somewhat Approve	5 29%	12 24%
Neutral & DK	4 24%	22 43%
Somewhat Disapprove	5 29%	6 12%
Strongly Disapprove	0 0%	2 4%

3 x 7 Approve/Disapprove vs. Type of Residence

	Own	Rent	Other
Strongly Approve	10 18%	1 9%	1 50%
Somewhat Approve	15 27%	1 9%	1 50%
Neutral & DK	21 38%	5 45%	0 0%
Somewhat Disapprove	7 13%	4 36%	0 0%
Strongly Disapprove	2 4%	0 0%	0 0%

3 x 8 Approve/Disapprove vs. Duration Lived in Area

	<1yr	1-5yr	5-10yr	>10yr
Strongly Approve	0 0%	3 14%	3 16%	6 23%
Somewhat Approve	1 50%	4 19%	7 37%	5 19%
Neutral & DK	1 50%	11 52%	6 32%	8 31%
Somewhat Disapprove	0 0%	3 14%	2 11%	6 23%
Strongly Disapprove	0 0%	0 0%	1 5%	1 4%

3 x 9 Approve/Disapprove vs. Children in School

	Children in School	No Children in School
Strongly Approve	5 16%	7 19%
Somewhat Approve	11 34%	6 17%
Neutral & DK	10 31%	16 44%
Somewhat Disapprove	4 13%	7 19%
Strongly Disapprove	2 6%	0 0%

Instructions to Pollsters

In order to have a valid telephone poll, it must be among the people at random. A computer has randomly generated telephone numbers for you to call. The results are given on your assignment sheet as follows:

You are given a list of 40 assignments on a sheet that looks like this:

Page	Column	Entry	U/D	Phone #	Poll #	N/A	N/G	HU	OK
7	1	12	D		1				
13	3	1	U		2				
112	2	18	U		40				

The left side of the sheet identifies an entry in the white pages of the SCV phone book. The first two headings give the page and column number. The third heading indicates which entry in that column you should use. The fourth heading (U/D) indicates whether you should count UP FROM THE BOTTOM of the column, or DOWN FROM THE TOP of the column to find that entry.

For example, Poll #1, above, is for the number on Page 7, Column 1, the 12th entry Down from the top of the column. Poll #2 is the number on Page 13, Column 3, the 1st entry Up from the bottom of the column.

For convenience, space is provided for you to write down the phone number you locate, so you can first find all your numbers to call before you start polling. The Poll # is used to link a Response Sheet with a known phone #. This will be useful if we want to do a follow-up poll with the same people at a later date.

The right side of the Assignment sheet is to be filled out as you do your poll. Place a check under the appropriate heading as follows:

1. If the phone number is a business, public service number (e.g., Henry Mayo), or is obviously not in the city area (e.g., Val Verde and Green Valley), place a check under the N/G (no good) heading and do not call the number or substitute another one.

2. If there is no answer or you get a machine, hang up and check the N/A (no answer) heading. Go to the next poll #.

3. If someone answers, but hangs up or doesn't want to participate, check HU (Hung Up). Go to the next poll #.

4. If the person responds to the survey, check OK and WRITE IN THE POLL # ON THE RESPONSE SHEET.

Get at least 10 responses, if possible. More is OK.

RESPONSE SHEET

POLL # _____

[Read the questions exactly as written. Be careful about trying to 'clarify' or prompt for a reply. You are gathering information, not advocating or attempting to convince. Be neutral.]

"Hello, this is (your name). I am helping to conduct a public opinion survey among registered voters in this area. Would you help me for a few minutes by answering 10 questions?"

[If NO, say "Thank you." Hang up, mark assignment sheet 'HU']

[If they ask who you are working for, say "This poll was commissioned by the City Formation Committee".]

1. "Are you a registered voter?"

Yes / / No / / Don't Know / /

[If NO, continue if they are of voting age, or someone else who qualifies can continue. Else, "Thank you", bye and mark 'NG'.]

2. "Are you aware of the proposed City of Santa Clarita?"

Yes / / No / / Don't Know / /

[If NOT YES: "The proposition is to incorporate portions of Canyon Country, Castaic, Newhall, Saugus, and Valencia to form a local city government".]

3. "Would you say you Strongly Approve, Somewhat Approve, Somewhat Disapprove, or Strongly Disapprove the proposed incorporation?"

SA / / A / / N & DK / / D / / SD / /
(Neutral & Don't Know)

4a. [If APPROVE, NEUTRAL, OR DON'T KNOW only]

"What are some of your reasons for approving?"

[Mark first 3 only. DO NOT PROMPT]

More local representation / /	Bad or far County Govt. / /
Better resp. local issues / /	Too much development / /
Local land use control / /	Environment / /
Schools / /	Other: _____ / /
Roads or other service / /	_____ / /
No Opinion / /	_____ / /

(MORE NEXT PAGE)

4b. [If DISAPPROVE, NEUTRAL, OR DON'T KNOW only]

"What are some of your reasons for disapproving?"

[Mark first 3 only. DO NOT PROMPT]

Taxes / /	Loss of identity / /
Too much/added government / /	Not appropriate for area / /
All politicians corrupt / /	City would be anti-growth / /
Not economic feasible / /	City would be pro-growth / /
Other: / /	Things are OK as is / /
_____ / /	
_____ / /	
_____ / /	No opinion / /

5. " Do you live within the proposed city? "

Yes / / No / / Don't Know / /

6. " Do you work within the proposed city? "

Yes / / No / / Don't Know / /

7. " Do you own or rent your residence? "

Own / / Rent / / DK / / Other(mobile) / /

8. " How long have you lived in this area? " (can prompt)

<1yr / / 1-5yr / / 5-10yr / / >10yr / /

9. "Do you have children attending school in the proposed city? "

Yes / / No / / Don't Know / /

10. "Is there more information you would like to see regarding the proposed city?"

Yes / / No / / Don't Know / /

[If YES:] "What?"

"That completes the survey. Thank you for your time and opinion."