



COMMUNITY OPINION SURVEY
SUMMARY REPORT

PREPARED FOR THE
CITY OF MANHATTAN BEACH



OCTOBER 2025



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INTRODUCTION

Located along the coastal edge of Los Angeles County, the City of Manhattan Beach is home to an estimated 34,051 residents.¹ Incorporated in 1912 as a General Law city, Manhattan Beach's team of full- and part-time employees provides services through more than a dozen departments, agencies, and programs, including the City Attorney's office, City Clerk's office, City Manager's office, Community Development, Environmental Stability, Finance, Fire, Human Resources, Information Technology, MBtv, Parks & Recreation, Police, and Public Works.

As part of its commitment to provide high quality services and facilities that meet the varied needs of its residents, the City of Manhattan Beach engages its residents on a daily basis and receives regular feedback regarding issue, policy, and performance matters. Although these informal feedback mechanisms are a valuable source of information for the City in that they provide timely and accurate information about the opinions of specific residents, they do not necessarily provide an accurate picture of the community as a whole. For the most part, informal feedback mechanisms rely on the resident to initiate the feedback, which creates a self-selection bias. The City receives feedback only from those residents who are motivated enough to initiate the feedback process. Because these residents tend to be those who are either *very* pleased or *very* displeased regarding a particular topic, their collective opinions are not necessarily representative of the City's resident population as a whole.

PURPOSE OF STUDY The motivation for the current study was to design and employ a methodology that would avoid the self-selection bias noted above and thereby provide the City with a *statistically reliable* understanding of its residents' satisfaction, priorities, and concerns as they relate to services, facilities, and policies provided by the City. Ultimately, the survey results and analyses presented in this report provide City Council and staff with information that can be used to make sound, strategic decisions in a variety of areas including service improvements and enhancements, measuring and tracking internal performance, planning, budgeting, policymaking, and community engagement.

To assist in this effort, the City selected True North Research to design the research plan and conduct the study. Broadly defined, the study was designed to:

- Identify key issues of importance for residents, as well as their perceptions of the quality of life in Manhattan Beach;
- Measure residents' overall satisfaction with the City's efforts to provide municipal services, and their satisfaction with a variety of specific services;
- Gather opinions on specific topics including public safety, short-term vacation rentals, Project Pulse, budget priorities, and customer service;
- Determine satisfaction with the City's communication with residents; *and*
- Collect additional background and demographic data that are relevant to understanding residents' perceptions, needs, and interests.

1. Source: State of California, Department of Finance, E-1 City/County Population Estimates, January 2025.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 42). In brief, the survey was administered to a random sample of 588 adults who reside within the City of Manhattan Beach. The survey followed a mixed-method design that employed multiple recruiting methods (email, text, and phone) and multiple data collection methods (phone and online). Administered between September 29 and October 6, 2025, the average interview lasted 18 minutes.

This is not the first public opinion survey conducted for the City by True North. In fact, similar studies have been implemented in prior years dating back to 2004, with the most recent completed in 2021. That said, the design of the survey questionnaire, recruiting protocols, and data collection methodologies were all updated in 2021, resulting in a methodological break in the survey time series. For this reason, only results from 2021 forward are displayed in this report.

STATISTICAL SIGNIFICANCE Many figures and tables in this report present the results of questions asked in 2025 alongside the results found in the 2021 survey for identical questions. In such cases, True North conducted the appropriate tests of statistical significance to identify changes that likely reflect actual changes in public opinion between the prior survey (2021) and the current (2025)—as opposed to being due to chance associated with selecting two samples independently and at random. Differences between the two studies are identified as *statistically significant* if we can be 95% confident that the differences reflect an actual change in public opinion between the two studies. Statistically significant differences within response categories over time are denoted by the † symbol which appears in the figure next to the appropriate response value for 2025.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the section titled *Key Findings* is for you. It provides a summary of the most important factual findings of the survey in a Question & Answer format. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 45), and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGEMENTS True North thanks the City of Manhattan Beach for the opportunity to conduct the study and for contributing valuable input during the design stage of this study. The collective experience, insight, and local knowledge provided by city representatives and staff improved the overall quality of the research presented here.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North and not necessarily those of the City of Manhattan Beach. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities, and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups, and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,500 survey research studies for public agencies—including more than 500 studies for California municipalities and special districts.



KEY FINDINGS

As noted in the *Introduction*, this study was designed to provide the City of Manhattan Beach with a statistically reliable understanding of its residents' opinions, satisfaction, and priorities as they relate to services, facilities, and policies provided by the City. As such, the findings of this study can provide the City with information needed to make sound, strategic decisions in a variety of areas including performance management, planning, establishing budget priorities, and community engagement.

Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the survey results answer key questions that motivated the research. The following conclusions are based on True North's interpretations of the results, as well as the firm's experience conducting similar studies for government agencies throughout the State.

How well is the City performing in meeting the needs of Manhattan Beach residents?

Manhattan Beach residents continue to be quite satisfied with the City's overall efforts to provide services. When asked to rate the City's overall performance in providing municipal services, 87% of residents surveyed in 2025 indicated that they were either very (40%) or somewhat (47%) satisfied with the City's performance. Overall satisfaction remained remarkably consistent over the past four years, changing by just one percentage point. Moreover, the high level of satisfaction exhibited by respondents as a whole was generally echoed across resident subgroups, with at least eight-in-ten residents in nearly all subgroups reporting satisfaction (see *Overall Satisfaction* on page 12).

The strong level of satisfaction expressed with the City's performance *in general* was also mirrored in residents' assessments of the City's performance in providing most specific services, with the highest satisfaction scores assigned to the City's efforts to remove graffiti (98% very or somewhat satisfied), provide fire protection and prevention services (97%), provide emergency medical services (97%), provide special events such as concerts in the park and holiday fireworks (94%), and maintain public athletic fields (94%). Further, the majority of respondents were *very* satisfied with the City's efforts in each of these areas.

Of the 23 services assessed in both 2021 and 2025, only two registered statistically significant changes. There were statistically significant declines in satisfaction with the City's efforts to address bike safety and e-bikes (-12%) and provide services and programs for seniors (-9%). Each of the other 21 services remained statistically consistent from 2021 to 2025 (see *Specific Services* on page 14).

How do residents view the quality of life in Manhattan Beach?

The City's performance in providing municipal services has also contributed to an exceptional quality of life for residents. Nearly all residents surveyed (96%) rated the quality of life in Manhattan Beach as excellent or good, with the majority saying it is excellent (54%). The overall quality

of life rating tracked closely with 2021 (+2%), and the positive sentiment was widespread across a host of resident subgroups based on length of residence, home ownership status, age, employment status, and other demographics (see *Overall Quality of Life* on page 8). Residents also feel extremely safe in their city, with 94% of respondents indicating that Manhattan Beach is a safe place to live. While overall safety was stable from 2021 to 2025 (+1%), residents were much more likely to rate the City as very safe in 2025 (+15%, see *Safety* on page 17).

The City also gets high marks from residents as a place to raise a family (88% excellent or good), as a place to recreate (84%), and as a place to shop and dine (79%). Although opinions regarding Manhattan Beach as a place to retire (59%) and work (43%) were somewhat mixed, it should be noted that approximately one-third of respondents (34%) were also unsure how to rate the City as a place to work. There was a statistically significant decline (-12%) on the latter dimension from 2021 to 2025, driven by an increase in responses of unsure/prefer not to answer when rating Manhattan Beach as a place to work.

When asked what they liked most about living in Manhattan Beach, the small town feel/charming beach community vibe was the top response (21%), followed by its proximity to the ocean and beach (16%), the community and its friendly people and family atmosphere (14%), the City's safety/low crime rate (13%), and its low density development/single family homes (10%). To quote one resident: *Everything - the people, the restaurants, the ocean, the pier, the mall, the retail stores, the weather...* and another sums it up by saying: *I enjoy the community of Manhattan Beach!* And to underscore this point, it must be noted that when asked about changes that city government could make to improve Manhattan Beach, the most common response was that they could not think of anything to change or that no changes were needed (13%).

How is the City perceived with respect to customer service and governance?

Underlying the positive ratings the City receives for specific service areas is the day-to-day customer service provided by city staff. Indeed, staff at the City of Manhattan Beach are often the “face” of the City for residents who are using city facilities, participating in various programs or events, or in need of assistance from the City on any number of matters. Close to half (46%) of respondents indicated that they had been in contact with Manhattan Beach staff at least once during the 12 months prior to the interview, and approximately nine-in-ten of those respondents indicated that staff members were very or somewhat professional (95%), accessible (92%), and helpful (88%). Staff contact and ratings were statistically consistent from 2021 to 2025 (see *Contact with City Staff* on page 36).

Regarding perceptions of local government, the City was rated highest with regard to resident trust (72% agreed with the statement *I trust the City of Manhattan Beach*), followed by being responsive to residents'

needs (64%), listening to residents when making important decisions (57%), and managing its finances (45%). Agreement across the items was statistically consistent from 2021 to 2025 (see *Perceptions of City Government* on page 34).

Where should the City focus its efforts in the future?

In addition to measuring the City's current performance, a primary goal of this study was to look *forward* and identify opportunities to adjust services, improve facilities, and/or refine communications strategies to best meet the community's evolving needs and expectations. Although residents are generally satisfied with the City's performance (as described above), there is always room for improvement. Below we note some of the areas that present the best opportunities in this regard.

Considering respondents' verbatim answers regarding what city government could do to make Manhattan Beach a better place to live (see *Changes to Improve Manhattan Beach* on page 10), the performance ratings they assigned to a wide variety of services (see *Specific Services* on page 14), the manner in which residents prioritize among a variety of projects and programs that could receive funding in the future (see *Spending Priorities* on page 19), and other relevant questions, the topics of addressing bike safety and e-bikes, enforcing traffic laws, enforcing animal control laws, street and sidewalk repair/maintenance, improving park maintenance and amenities, repairing/upgrading the City's sewer and wastewater systems, and addressing parking issues stood out as the key areas of opportunity and interest for residents.

It is also important to keep in mind that although these areas represent opportunities to improve resident satisfaction, the City should not oversteer. Indeed, the primary takeaway from this study is that the City does many things very well, and the emphasis should be on continuing to perform at that high level in those areas. The vast majority of residents were pleased with the City's efforts to provide services, programs, and facilities and have a favorable opinion of the City's performance in most areas. The *top priority* for the City should thus be to do what it takes to maintain the high quality of services that it currently provides.

How well is the City communicating with Manhattan Beach residents?

Keeping up with the challenge of communicating with residents has been difficult for many public agencies in recent years. As the number of information sources and channels available to the public have dramatically increased, so too has the diversity in where residents regularly turn for their information. Not only have entirely new channels arisen to become mainstream and nearly ubiquitous (e.g., social media), within these channels there exists a proliferation of alternative services. To add to the challenge, residents' preferences for information sources are also dynamic, subject to change as new services are made available while others may fade in popularity, making thorough, effective communication a *moving* target for public agencies.

With this context in mind, the City of Manhattan Beach appears to be doing a solid job communicating with residents. Overall, 81% of respondents indicated they were satisfied with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means, with the remaining respondents either dissatisfied (12%) or unsure or unwilling to share their opinion (7%). Moreover, the City has improved in this area over the past four years. Driven by an increase in the percentage of residents who were *very* satisfied (+8%), overall satisfaction with city-resident communication was significantly higher in 2025 than 2021 (+6%).

What are residents' views on allowing short-term vacation rentals during the Olympics and World Cup?

When the topic of allowing limited short-term vacation rentals on a temporary basis to accommodate increased demand when the 2026 FIFA World Cup and the 2028 Summer Olympics come to Los Angeles was presented to residents, 58% indicated that they strongly (28%) or somewhat (30%) supported the idea. After being informed that the City will need to provide additional public safety services for security and emergency medical during the Olympics and World Cup and that the taxes generated by short-term vacation rentals will help cover these additional costs, support increased to 66% (+8%). Thirty-two percent (32%) remained opposed to the City allowing residents to rent their properties on a short-term basis during the events and 2% were unsure or declined to state. If the City allowed short-term vacation rentals for the Olympics and World Cup, 12% of residents anticipated they would rent their property (see *Short-Term Vacation Rentals* on page 26).

QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents' top of mind perceptions about the quality of life in the City of Manhattan Beach, as well as their ideas on changes that city government could implement to make the community a better place to live, now and in the future.

OVERALL QUALITY OF LIFE At the outset of the survey, residents were asked to rate the City of Manhattan Beach on a number of key dimensions including overall quality of life, as a place to raise a family, and as a place to work, using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, residents shared the most favorable opinions of the overall quality of life in the City (96% excellent or good), followed by Manhattan Beach as a place to raise a family (88%), as a place to recreate (84%), and as a place to shop and dine (79%).

Although opinions regarding Manhattan Beach as a place to retire (59%) and work (43%) were somewhat more mixed, it should be noted that approximately one-third of respondents (34%) were also unsure how to rate the City as a place to work. There was a statistically significant decline on the latter dimension from 2021 to 2025 (-12%), driven by an increase in responses of unsure and prefer not to answer (see Table 1).

Question 2 *How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 1 RATING MANHATTAN BEACH

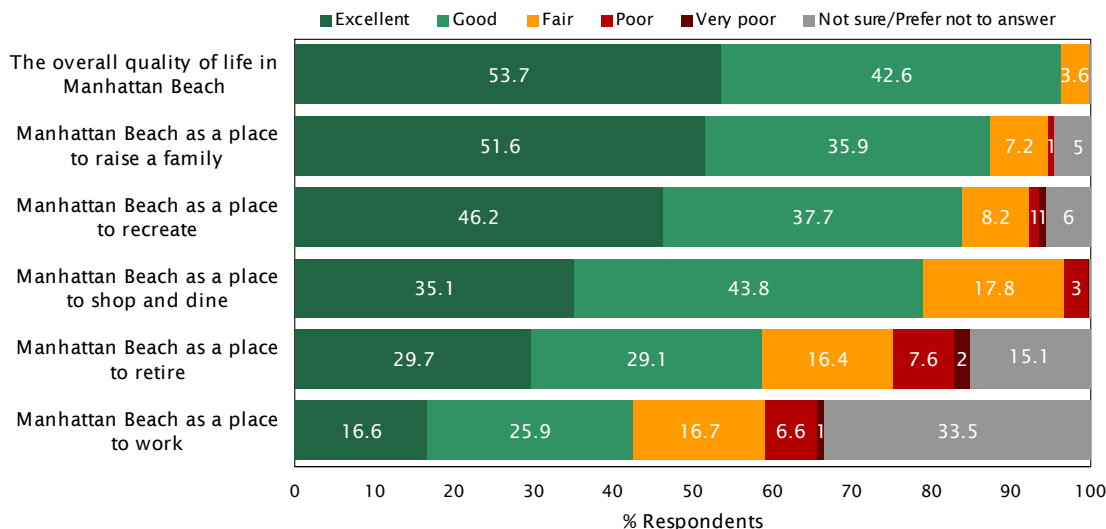


TABLE 1 RATING MANHATTAN BEACH BY STUDY YEAR

	Study Year		Change in % Excellent + Good 2021 to 2025
	2025	2021	
Manhattan Beach as a place to raise a family	87.4	83.7	+3.8
The overall quality of life in Manhattan Beach	96.3	94.5	+1.8
Manhattan Beach as a place to recreate	84.0	85.1	-1.2
Manhattan Beach as a place to retire	58.8	60.2	-1.5
Manhattan Beach as a place to shop and dine	78.9	81.4	-2.5
Manhattan Beach as a place to work	42.4	54.3	-11.9†

† Statistically significant change ($p < 0.05$) between the 2021 and 2025 studies.

For the interested reader, tables 2-4 show how ratings of *excellent* for each dimension varied by years in Manhattan Beach, home ownership status, presence of a child in the home, age, gender, ethnicity, and employment status. In general, new residents (less than 5 years), those renting their home in the City, respondents with a child in their household, residents under 55 years of age, those who identified their ethnicity as mixed or other, and respondents employed part-time were the most likely to rate the overall quality of life in Manhattan Beach as excellent.

TABLE 2 RATING MANHATTAN BEACH BY YEARS IN MANHATTAN BEACH, HOME OWNERSHIP STATUS & CHILD IN HSLD (SHOWING % EXCELLENT)

	Years in Manhattan Beach (Q1)				Home Ownership Status (QD4)		Child in Hsld (QD3)	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent	Yes	No
The overall quality of life in Manhattan Beach	66.7	50.8	50.2	50.1	52.5	60.0	58.8	53.1
Manhattan Beach as a place to raise a family	59.1	55.1	62.8	45.9	50.3	57.1	65.2	45.8
Manhattan Beach as a place to recreate	52.3	38.7	53.5	44.4	45.1	48.7	55.2	41.6
Manhattan Beach as a place to shop and dine	42.5	32.7	41.4	31.7	35.0	35.2	36.5	34.8
Manhattan Beach as a place to retire	34.0	30.6	36.7	26.6	27.8	34.8	25.1	34.6
Manhattan Beach as a place to work	19.3	13.1	22.6	15.2	17.3	16.0	19.2	16.0

TABLE 3 RATING MANHATTAN BEACH BY AGE & GENDER (SHOWING % EXCELLENT)

	Age (QD1)						Gender (QD2)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Male	Female
The overall quality of life in Manhattan Beach	59.2	55.4	55.2	56.1	51.1	49.1	54.8	54.9
Manhattan Beach as a place to raise a family	53.3	45.7	57.3	53.1	50.4	48.7	54.9	49.8
Manhattan Beach as a place to recreate	57.0	39.3	40.6	52.6	47.4	46.6	45.9	47.5
Manhattan Beach as a place to shop and dine	45.5	45.5	32.5	34.1	30.3	34.3	33.6	37.4
Manhattan Beach as a place to retire	43.7	50.3	29.2	20.5	19.6	32.2	32.8	27.6
Manhattan Beach as a place to work	8.2	15.6	16.1	13.5	20.7	20.0	19.7	14.2

TABLE 4 RATING MANHATTAN BEACH BY ETHNICITY & EMPLOYMENT STATUS (SHOWING % EXCELLENT)

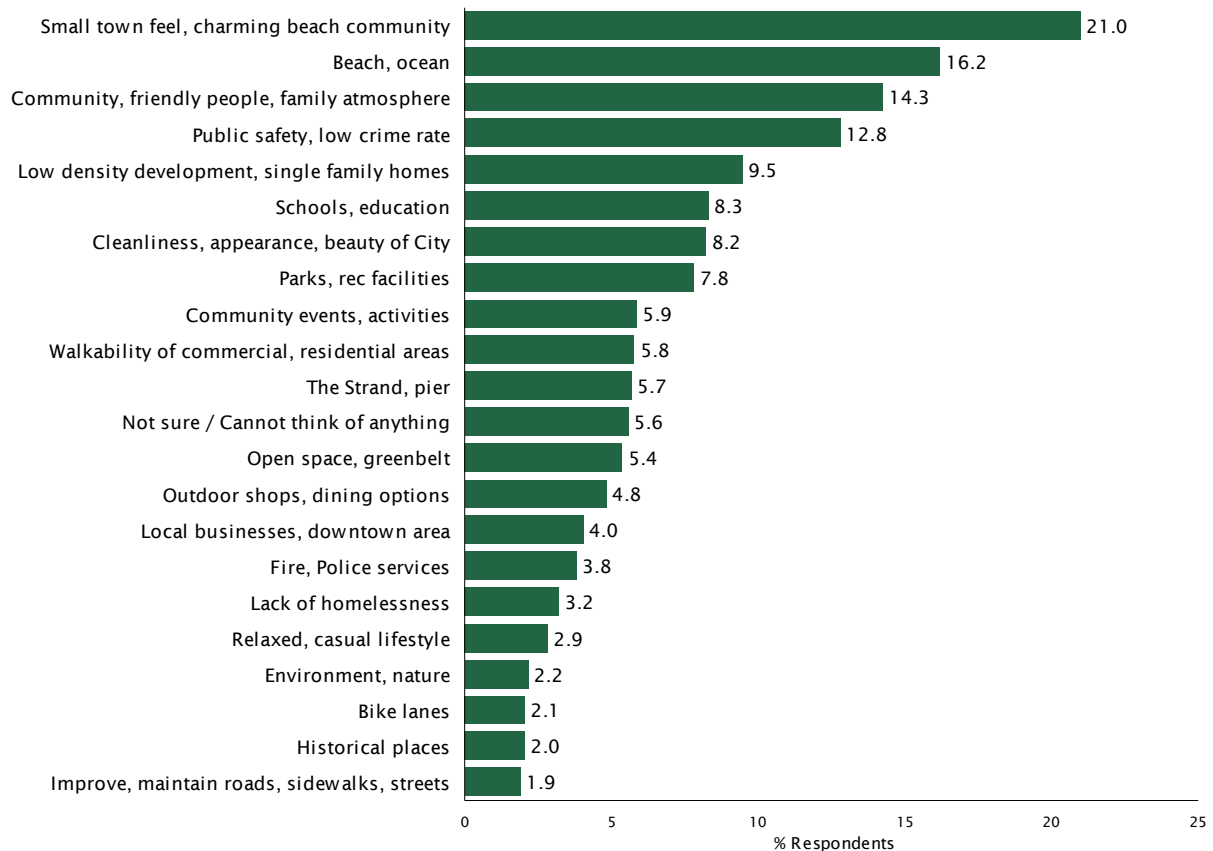
	Ethnicity (QD6)				Employment Status (QD5)				
	Latino/Hispanic	Asian American	Caucasian/White	Mixed/Other	Full time	Part time	Home-maker	Retired	Other
The overall quality of life in Manhattan Beach	56.1	49.1	54.1	64.2	57.7	65.7	47.1	46.0	49.5
Manhattan Beach as a place to raise a family	67.1	50.2	49.0	70.4	55.3	62.0	53.6	43.3	50.7
Manhattan Beach as a place to recreate	53.9	38.7	45.6	64.1	48.1	45.9	55.2	42.6	43.2
Manhattan Beach as a place to shop and dine	37.9	32.7	36.3	30.3	38.5	23.7	41.8	29.0	42.5
Manhattan Beach as a place to retire	35.2	32.8	29.1	34.7	31.2	24.6	19.3	37.9	26.5
Manhattan Beach as a place to work	18.2	14.4	16.8	18.7	17.4	16.6	20.5	18.7	10.2

WHAT DO YOU LIKE MOST ABOUT MANHATTAN BEACH? The next question in this series asked residents to identify what they like most about Manhattan Beach that the city government should make sure to preserve in the future. This question was posed in an open-ended manner, thereby allowing residents to mention any aspect or attribute that came to mind without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 2 on the next page.

Among the specific responses offered, the City's small-town feel and charming beach community vibe was the topic mentioned most often (21%), followed by the beach and ocean (16%), the community and its friendly people and family atmosphere (14%), the City's safety/low crime rate (13%), and its low density development/single family homes (10%). Approximately 6% were unsure or unable to offer a specific aspect of Manhattan Beach that they would like preserved in the future.

Question 3 *What do you like most about the City of Manhattan Beach that should be preserved in the future?*

FIGURE 2 LIKE MOST ABOUT CITY OF MANHATTAN BEACH



CHANGES TO IMPROVE MANHATTAN BEACH The next question in this series asked residents to indicate the one thing that city government could *change* to make Manhattan Beach a better place to live. Question 4 was presented in an open-ended manner, allowing residents to mention any change that came to mind without being prompted by, or restricted to, a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 3 on the next page.

Approximately 13% of respondents could not think of a desired change (9%) or stated flatly that no changes are needed (5%). Among the specific changes desired to make Manhattan Beach a better place to live, addressing parking issues (12%), enforcing traffic and e-bike laws (11%), and limiting growth and development (10%) were the most commonly mentioned, followed by improving public safety and increasing the police presence (9%) and preserving/supporting outdoor dining (6%). All other improvements were mentioned by fewer than 5% of respondents.

Table 5 on the next page shows the top five response categories from 2025 alongside 2021, and reveals that four of the five suggested improvements were common to both studies (although in different order).

In 2025, limiting growth and development increased in saliency (from 6th in 2021 to 3rd in 2025) and no changes/everything is fine dropped from fourth place in 2021 to seventh place in 2025.

Question 4 *If the city government could change one thing to make Manhattan Beach a better place to live now and in the future, what change would you like to see?*

FIGURE 3 CHANGES TO IMPROVE CITY OF MANHATTAN BEACH

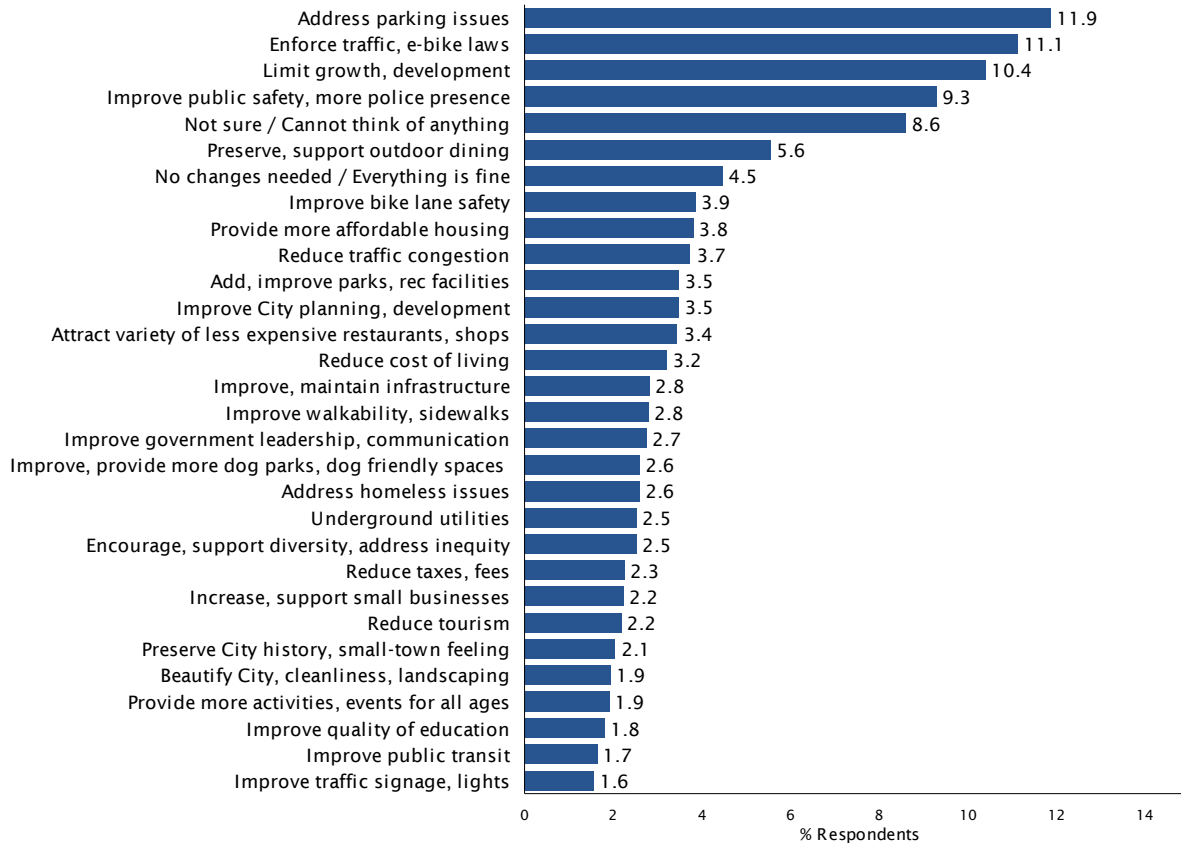


TABLE 5 CHANGES TO IMPROVE CITY OF MANHATTAN BY STUDY YEAR

Study Year	
2025	2021
Address parking issues	Not sure / Cannot think of anything
Enforce traffic, e-bike laws	Improve public safety, more police presence
Limit growth, development	Address parking issues
Improve public safety, more police presence	No changes needed / Everything is fine
Not sure / Cannot think of anything	Enforce traffic, e-bike laws

CITY SERVICES

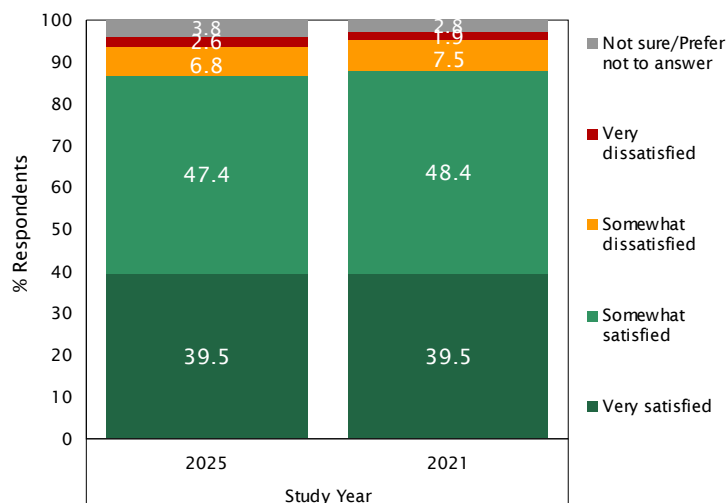
After measuring respondents' perceptions of the quality of life in Manhattan Beach, the survey next turned to assessing their opinions about the City's performance in providing various municipal services.

OVERALL SATISFACTION The first question in this series asked respondents to indicate if, overall, they were satisfied or dissatisfied with the job the City of Manhattan Beach is doing to provide city services. Because this question does not reference a specific program, facility, or service and requested that the respondent consider the City's performance in general, the findings of this question may be regarded as an *overall performance rating* for the City.

As shown in Figure 4, nearly nine-in-ten Manhattan Beach residents (87%) indicated they were either very satisfied (40%) or somewhat satisfied (47%) with the City's efforts to provide municipal services. Less than one-in-ten residents reported that they were dissatisfied (9%), whereas 4% were unsure or unwilling to share their opinion. Satisfaction remained consistent from 2021 to 2025.

Question 5 *Next, I would like to ask a series of questions about services provided by the City of Manhattan Beach. Generally speaking, are you satisfied or dissatisfied with the job the City of Manhattan Beach is doing to provide city services?*

FIGURE 4 OVERALL SATISFACTION BY STUDY YEAR



The next two figures display how residents' opinions about the City's overall performance in providing municipal services varied by years in Manhattan Beach, ethnicity, gender, age, presence of a child in the household, home ownership status, satisfaction with city-resident communication, and geographic area of residence. The most striking pattern in the figures is that the high levels of satisfaction exhibited by respondents as a whole (see Figure 4 above) were generally echoed across resident subgroups. The only subgroups to report satisfaction levels under 80% were those dissatisfied or unsure about their satisfaction with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means (54% and 71%, respectively), Latino/Hispanics (74%), and residents 25 to 34 years of age (79%).

FIGURE 5 OVERALL SATISFACTION BY YEARS IN MANHATTAN BEACH, ETHNICITY & GENDER

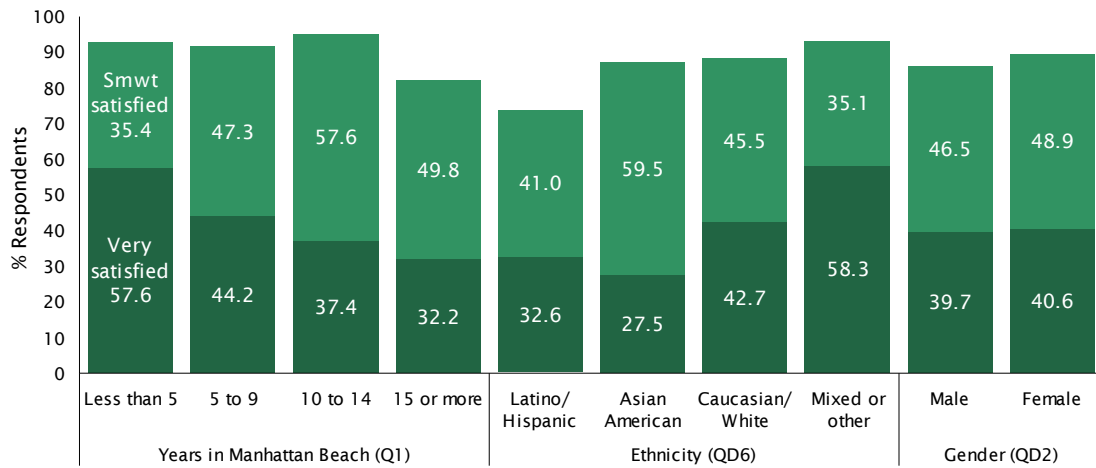


FIGURE 6 OVERALL SATISFACTION BY AGE, CHILD IN HSLD & HOME OWNERSHIP STATUS

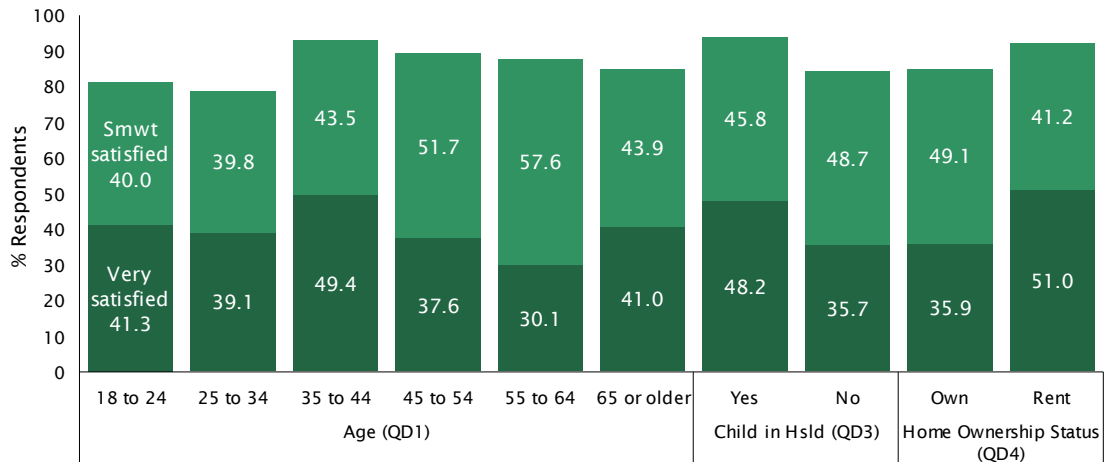
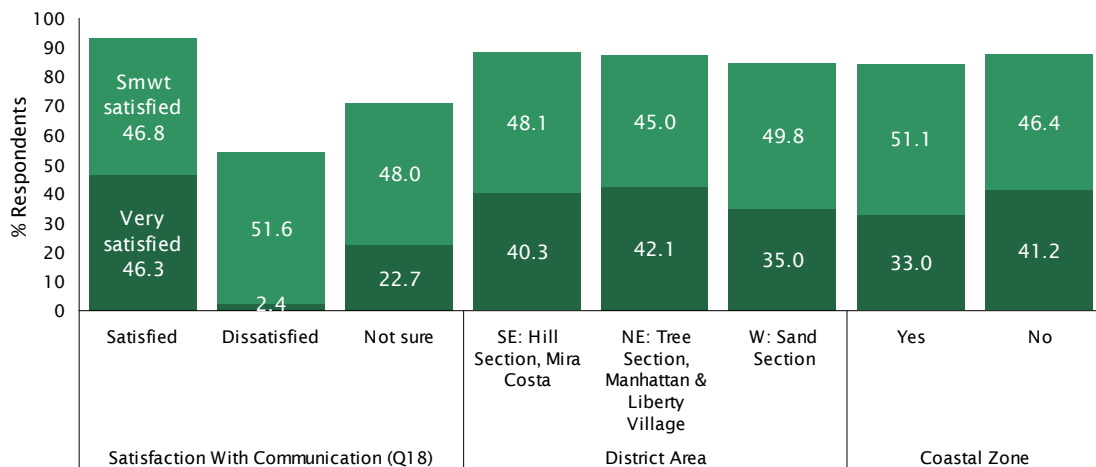


FIGURE 7 OVERALL SATISFACTION BY SATISFACTION WITH COMMUNICATION, DISTRICT AREA & COASTAL ZONE



SPECIFIC SERVICES Whereas Question 5 addressed the City’s *overall* performance, Question 6 asked respondents to rate the job the City is doing providing each of the *specific* services shown in Figure 8 on the next page. The order of the items was randomized for each respondent to avoid a systematic position bias, and they are sorted from high to low in the figure based on the combined percentage of respondents who were either very or somewhat satisfied with the City’s efforts to provide the service.² For ease of comparison across services, only respondents who provided an opinion (either satisfied or dissatisfied) are included in the figures—those who did not share an opinion were removed from this analysis. The percentage who offered an opinion and were included in this analysis is shown in brackets to the right of each service label. Thus, for example, among the 81% of respondents who expressed an opinion about the City’s efforts to remove graffiti, 65% were very satisfied and 33% were somewhat satisfied.

At the top of the list, respondents were most satisfied with the City’s efforts to remove graffiti (98% very or somewhat satisfied), provide fire protection and prevention services (97%), provide emergency medical services (97%), provide special events such as concerts in the park and holiday fireworks (94%), and maintain public athletic fields (94%). Further, the majority of respondents were very satisfied with the City’s efforts in each of these areas.

At the other end of the spectrum (bottom of Figure 8 on next page), respondents were less satisfied with the City’s performance in addressing bike safety and e-bikes (41%), enforcing traffic laws (61%), and enforcing animal control laws such as leash-laws and waste cleanup (67%).

Table 6 on the next page displays the percentage of respondents who were satisfied with each service by study year. From 2021 to 2025, there were statistically significant declines in satisfaction with the City’s efforts to address bike safety and e-bikes (-12%) and provide services and programs for seniors (-9%). Each of the other 21 services remained statistically consistent.

2. Given the large number of services tested, a split sample approach was utilized (i.e., respondents were divided into two groups and each group was asked to rate approximately half of the items).

Question 6 For each of the services I read, please tell me how satisfied you are with the job the City is doing to provide the service. Are you satisfied or dissatisfied with the City's efforts to: -----, or do you not have an opinion?

FIGURE 8 SATISFACTION WITH CITY SERVICES

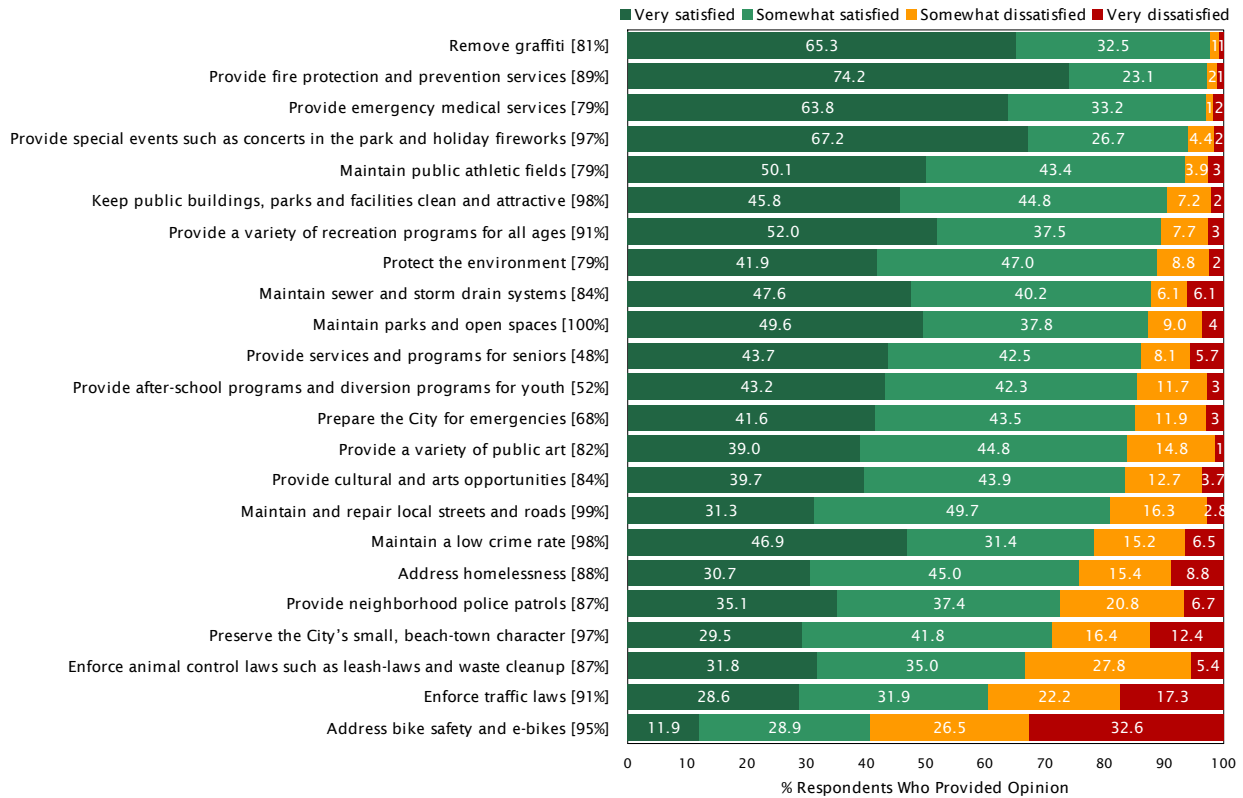


TABLE 6 SATISFACTION WITH CITY SERVICES BY STUDY YEAR

	Study Year		Change in % Very + Smwrt 2021 to 2025
	2025	2021	
Address homelessness	75.7	69.2	+6.5
Maintain and repair local streets and roads	80.9	74.6	+6.3
Protect the environment	88.8	83.8	+5.0
Provide neighborhood police patrols	72.5	69.9	+2.6
Remove graffiti	97.8	96.2	+1.6
Maintain public athletic fields	93.5	92.4	+1.1
Provide a variety of public art	83.8	83.0	+0.8
Provide fire protection and prevention services	97.2	96.5	+0.7
Provide special events such as concerts in the park, holiday fireworks	94.0	93.7	+0.3
Enforce animal control laws such as leash-laws and waste cleanup	66.8	67.4	-0.6
Provide cultural and arts opportunities	83.6	85.0	-1.4
Maintain a low crime rate	78.3	79.8	-1.5
Provide emergency medical services	97.0	98.6	-1.6
Keep public buildings, parks and facilities clean and attractive	90.6	92.9	-2.3
Preserve the City's small, beach-town character	71.2	74.3	-3.1
Provide after-school programs and diversion programs for youth	85.5	89.1	-3.6
Maintain parks and open spaces	87.4	91.1	-3.7
Maintain sewer and storm drain systems	87.8	91.9	-4.1
Provide a variety of recreation programs for all ages	89.5	94.6	-5.1
Prepare the City for emergencies	85.1	91.6	-6.5
Enforce traffic laws	60.5	68.5	-8.0
Provide services and programs for seniors	86.2	94.8	-8.6†
Address bike safety and e-bikes	40.8	52.8	-12.0†

† Statistically significant change (p < 0.05) between the 2021 and 2025 studies.

DIFFERENTIATORS OF OPINION For the interested reader, Table 7 displays how the level of satisfaction with each specific service tested in Question 6 varied according to residents' overall performance ratings for the City (see *Overall Satisfaction* on page 12). The table divides residents who were satisfied with the City's *overall performance* into one group and those dissatisfied into a second group. Also displayed is the difference between the two groups in terms of the percentage who indicated they were satisfied with the City's efforts to provide each service tested in Question 6 (far right column). For convenience, the services are sorted by that difference, with the greatest differentiators of opinion near the top of the table.

When compared with their counterparts, those satisfied with the City's *overall* performance in providing city services were also more likely to express satisfaction with the City's efforts to provide each of the specific services tested in Question 6.

However, with only a few percentage points separating the vast majority of items in Table 7 (and less than 15% separating the first item from the one in the middle of the list), no specific services stood out as primary differentiators of opinion. That said, satisfied and dissatisfied residents differed most with regard to the City's efforts to preserve the City's small, beach-town character, provide after-school programs and diversion programs for youth, provide neighborhood police patrols, provide services and programs for seniors, and maintain a low crime rate (>35% difference between satisfied and dissatisfied residents).

At the other end of the spectrum, there was much less difference between the two resident groups regarding their satisfaction with the City's efforts to enforce animal control laws such as leash-laws and waste cleanup, remove graffiti, prepare the City for emergencies, provide emergency medical services, and maintain public athletic fields (<10% difference in ratings between satisfied and dissatisfied residents).

TABLE 7 SATISFACTION WITH CITY SERVICES BY OVERALL SATISFACTION WITH CITY

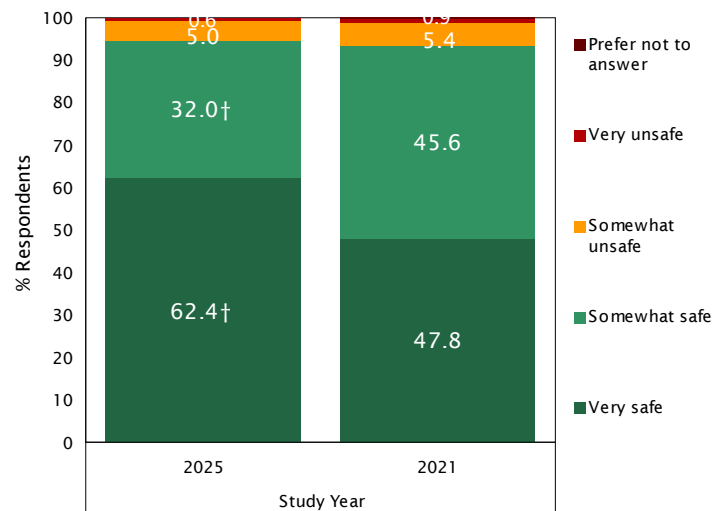
		Satisfaction With City's Overall Performance (Q5)		Difference Between Groups For Each Service
		Very or somewhat satisfied	Very or somewhat dissatisfied	
% Respondents Satisfied With Each Service	Preserve the City's small, beach-town character	74.8	34.8	39.9
	Provide after-school programs and diversion programs for youth	90.6	52.8	37.8
	Provide neighborhood police patrols	75.5	38.2	37.2
	Provide services and programs for seniors	90.5	53.5	36.9
	Maintain a low crime rate	81.8	46.2	35.6
	Enforce traffic laws	63.3	29.4	33.9
	Provide a variety of recreation programs for all ages	92.9	60.4	32.5
	Provide cultural and arts opportunities	86.2	55.6	30.6
	Maintain sewer and storm drain systems	89.9	63.1	26.8
	Protect the environment	91.2	65.7	25.5
	Keep public buildings, parks and facilities clean and attractive	92.6	67.3	25.3
	Address homelessness	78.5	53.2	25.3
	Maintain and repair local streets and roads	82.1	64.8	17.3
	Address bike safety and e-bikes	42.3	25.0	17.3
	Provide a variety of public art	86.6	71.1	15.5
	Provide special events such as concerts in the park and holiday fireworks	95.0	82.1	12.9
	Provide fire protection and prevention services	99.0	87.1	11.9
	Maintain parks and open spaces	88.2	77.2	10.9
	Maintain public athletic fields	94.1	86.6	7.5
	Provide emergency medical services	97.7	90.2	7.4
	Prepare the City for emergencies	85.5	79.7	5.8
	Remove graffiti	97.8	96.7	1.2
	Enforce animal control laws such as leash-laws and waste cleanup	65.7	65.1	0.7

SAFETY Ensuring the personal safety of residents is the most basic function of local government. It is important to keep in mind, of course, that public safety is as much a matter of perceptions as it is a matter of reality. Regardless of actual crime statistics, if residents don't *feel* safe then they will not enjoy the many cultural, recreational, and shopping opportunities available in the City of Manhattan Beach that will enhance their quality of life.

Overall, 94% of respondents indicated that they feel Manhattan Beach is a safe place to live, with 62% describing it as very safe. Conversely, 6% of residents reported that the City is either a very unsafe (1%) or somewhat unsafe (5%) place to live (see Figure 9). When compared with 2021, the overall safety rating (very + somewhat) remained consistent (1% difference). However, there was a strengthening of sentiment, with a statistically significant increase in responses of very safe (+15%) and a corresponding decrease in somewhat safe ratings (-14%).

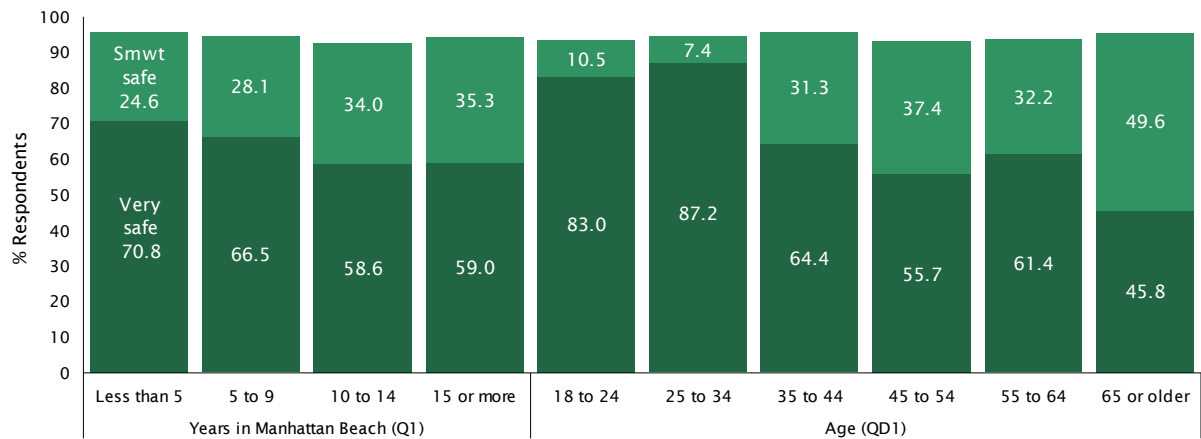
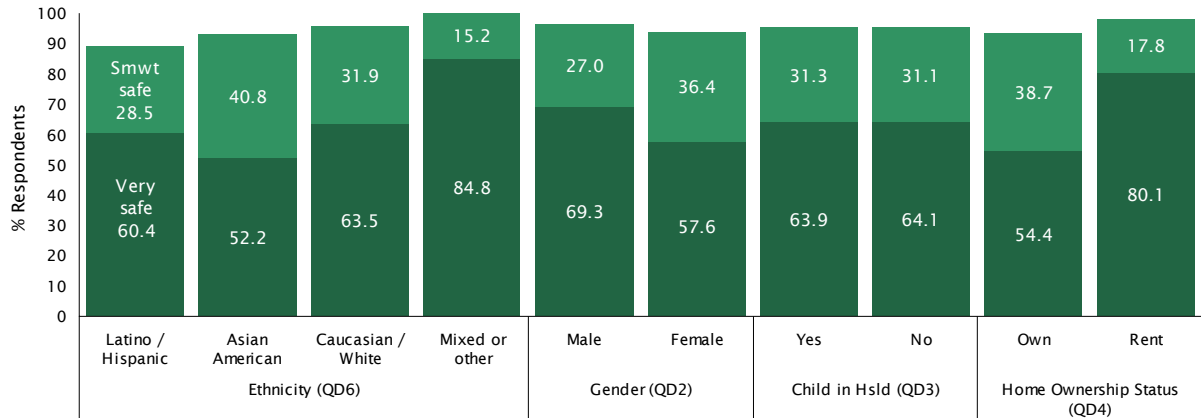
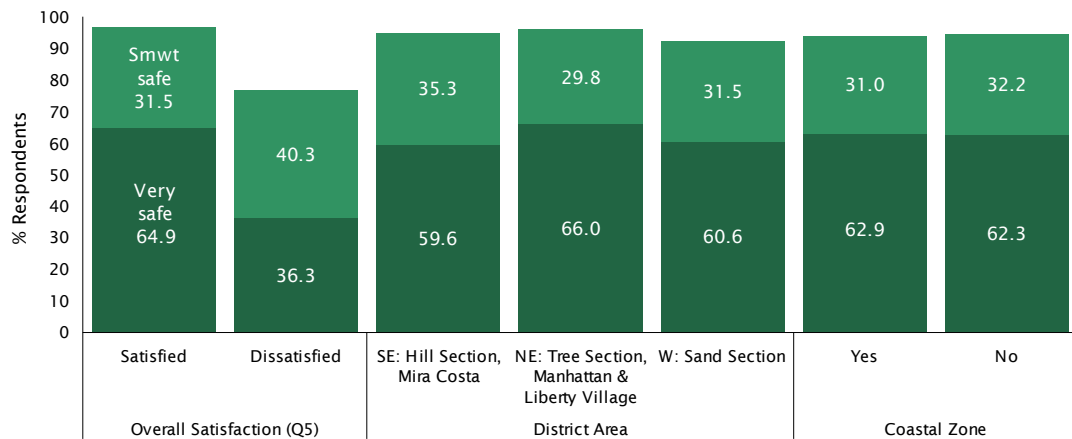
Question 7 Overall, how safe is the City of Manhattan Beach as a place to live? Would you say it is very safe, somewhat safe, somewhat unsafe, or very unsafe?

FIGURE 9 OPINION OF CITY SAFETY BY STUDY YEAR



† Statistically significant change ($p < 0.05$) between the 2021 and 2025 studies.

Figures 10-12 display perceptions of safety by a host of demographic characteristics. Across nearly every subgroup, approximately nine-in-ten residents perceived Manhattan Beach to be a safe place to live. The one notable exception to this pattern occurs among those who were generally dissatisfied with the City's overall efforts to provide municipal services (77% safety rating among respondents in this subgroup).

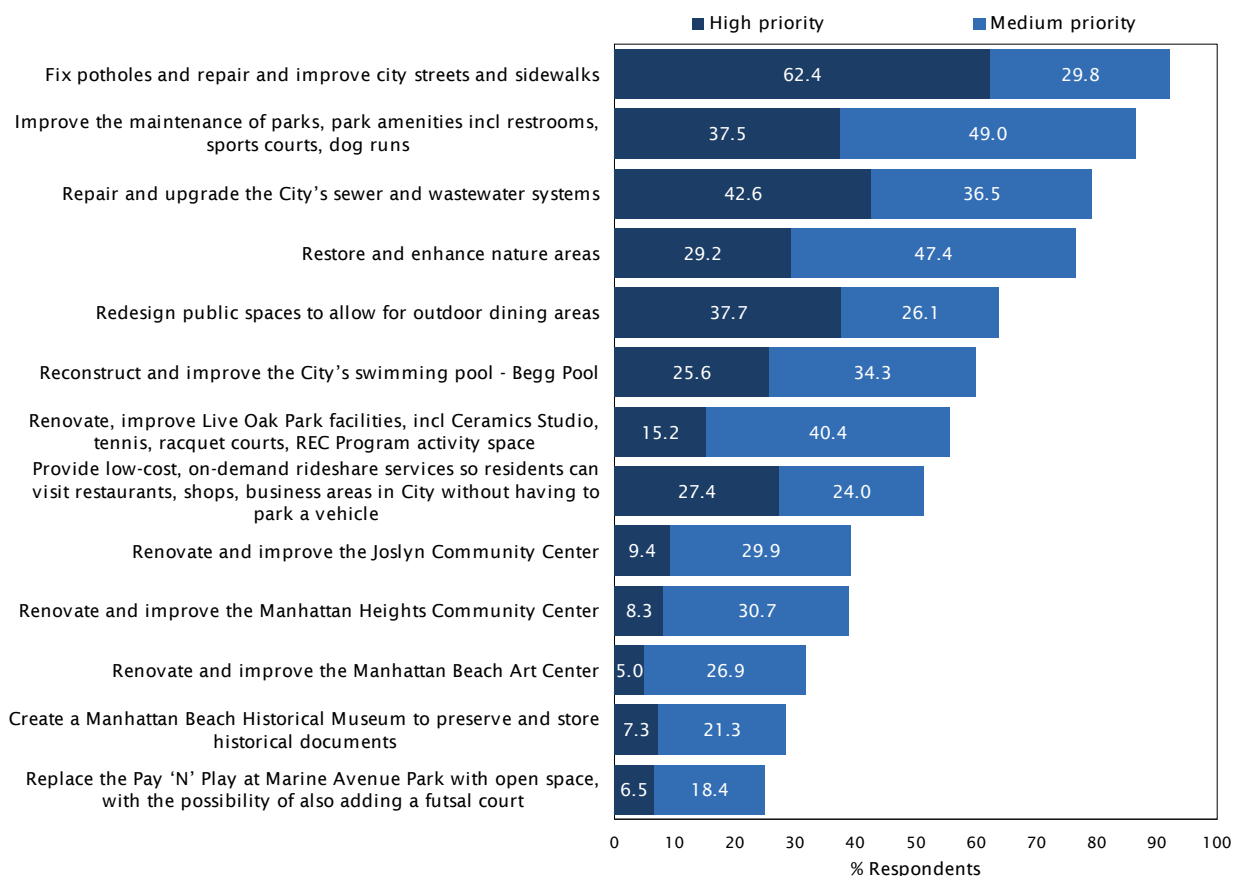
FIGURE 10 OPINION OF CITY SAFETY BY YEARS IN MANHATTAN BEACH & AGE

FIGURE 11 OPINION OF CITY SAFETY BY ETHNICITY, GENDER, CHILD IN HSLD & HOME OWNERSHIP STATUS

FIGURE 12 OPINION OF CITY SAFETY BY OVERALL SATISFACTION, DISTRICT AREA & COASTAL ZONE


SPENDING PRIORITIES

It is often the case that residents' desires for public facilities and programs exceed a city's financial resources. In such cases, a city must prioritize projects and programs based upon a variety of factors, including the preferences and needs of residents. Questions 8 and 9 were designed to provide Manhattan Beach with a reliable measure of how residents, as a whole, prioritize a variety of projects, programs, and improvements to which the City could allocate resources in the future. The format of the questions was straightforward: after informing respondents that the City does not have the financial resources to fund *all* of the services and projects that may be desired by residents, respondents were asked whether each project shown in Figure 13 (city-wide) and Figure 14 (library specific) should be a high, medium, or low priority for future city spending—or if the City should not spend money on the project at all.

Question 8 *The City of Manhattan Beach has limited financial resources to provide the services and programs desired by residents. Because it can't fund every service, program and project, the City must set priorities. As I read each of the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for future city spending. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities.*

FIGURE 13 CITY SPENDING PRIORITIES



The projects and programs are sorted in Figure 13 and Figure 14 from high to low based on the percentage of respondents who indicated that an item was *at least* a medium priority for future city spending. Among the projects tested in Question 8, fixing potholes and repairing and improving city streets and sidewalks was assigned the highest priority (92% high or medium priority), followed by improving the maintenance of parks and park amenities including restrooms, sports courts, and dog runs (87%), repairing and upgrading the City's sewer and wastewater systems (79%), and restoring and enhancing nature areas (77%).

At the other end of the spectrum, fewer than a third of residents felt that replacing the Pay 'N' Play at Marine Avenue Park with open space, with the possibility of also adding a futsal court (25%), creating a Manhattan Beach Historical Museum to preserve and store historical documents (29%), and renovating and improving the Manhattan Beach Art Center (32%) should be a high or medium priority for city spending.

Tables 8-11 show how the percentage who rated each item as a *high* priority varied across Manhattan Beach subgroups, with the top three items within each category highlighted in green to ease comparisons.

TABLE 8 CITY SPENDING PRIORITIES BY AGE (SHOWING % HIGH PRIORITY)

	Age (QD1)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Fix potholes and repair and improve city streets and sidewalks	51.6	60.8	67.2	55.3	61.0	71.3
Repair and upgrade the City's sewer and wastewater systems	39.1	39.8	42.8	41.4	41.4	47.9
Redesign public spaces to allow for outdoor dining areas	29.8	54.8	46.8	34.7	39.7	20.1
Improve the maintenance of parks and park amenities including restrooms, sports courts, and dog runs	31.5	34.3	56.5	39.2	31.0	26.5
Restore and enhance nature areas	37.6	30.7	30.2	25.1	33.6	25.9
Provide low-cost, on-demand rideshare services so residents can visit restaurants, shops, business areas in City without having to park a vehicle	55.8	43.7	25.3	19.2	24.5	22.4
Reconstruct and improve the City's swimming pool - Begg Pool	23.2	6.9	30.9	41.0	24.1	18.8
Renovate, improve Live Oak Park facilities, incl Ceramics Studio, tennis, racquet courts, REC Program activity space	14.7	8.9	20.5	20.8	13.9	9.3
Renovate and improve the Joslyn Community Center	14.4	11.9	8.9	4.6	7.0	14.6
Renovate and improve the Manhattan Heights Community Center	5.2	9.6	16.2	6.3	3.9	6.2
Create a Manhattan Beach Historical Museum to preserve, store historical documents	13.0	15.7	5.2	3.0	9.0	5.1
Replace Pay 'N' Play at Marine Avenue Park with open space, with possibility of also adding a futsal court	5.2	3.7	12.0	10.3	4.0	1.2
Renovate and improve the Manhattan Beach Art Center	15.6	2.0	5.4	3.8	7.2	2.8

TABLE 9 CITY SPENDING PRIORITIES BY ETHNICITY & GENDER (SHOWING % HIGH PRIORITY)

	Latino/ Hispanic	Ethnicity (QD6)			Gender (QD2)	
		Asian American	Caucasian/ White	Mixed/ Other	Male	Female
Fix potholes and repair and improve city streets and sidewalks	63.2	67.8	60.5	69.7	56.4	68.6
Repair and upgrade the City's sewer and wastewater systems	48.4	45.3	41.3	44.9	37.1	48.6
Redesign public spaces to allow for outdoor dining areas	47.9	31.6	37.4	39.9	36.5	38.3
Improve the maintenance of parks and park amenities including restrooms, sports courts, and dog runs	40.7	39.7	35.7	40.0	35.6	40.1
Restore and enhance nature areas	43.0	20.9	27.6	37.9	27.4	31.5
Provide low-cost, on-demand rideshare services so residents can visit restaurants, shops, business areas in City without having to park a vehicle	39.4	19.0	28.7	5.1	23.1	31.7
Reconstruct and improve the City's swimming pool - Begg Pool	27.6	19.7	25.6	34.4	21.9	29.6
Renovate, improve Live Oak Park facilities, incl Ceramics Studio, tennis, racquet courts, REC Program activity space	28.9	13.7	13.5	23.2	13.4	16.5
Renovate and improve the Joslyn Community Center	12.2	4.2	9.0	19.3	8.4	10.7
Renovate and improve the Manhattan Heights Community Center	15.7	4.5	6.4	23.8	8.3	8.6
Create a Manhattan Beach Historical Museum to preserve, store historical documents	3.7	7.2	6.3	14.4	6.9	7.5
Replace Pay 'N' Play at Marine Avenue Park with open space, with possibility of also adding a futsal court	10.6	3.4	7.0	2.6	7.8	5.1
Renovate and improve the Manhattan Beach Art Center	8.7	9.2	4.2	0.0	4.2	5.9

TABLE 10 CITY SPENDING PRIORITIES BY HOME OWNERSHIP STATUS, CHILD IN HSOLD & OVERALL SATISFACTION (SHOWING % HIGH PRIORITY)

	Home Ownership Status (QD4)		Child in Hsld (QD3)		Overall Satisfaction (Q5)	
	Own	Rent	Yes	No	Satisfied	Dissatisfied
Fix potholes and repair and improve city streets and sidewalks	63.7	62.0	55.8	66.8	64.4	51.0
Repair and upgrade the City's sewer and wastewater systems	41.6	47.8	39.0	46.0	43.1	41.1
Redesign public spaces to allow for outdoor dining areas	32.2	49.2	40.1	36.8	37.6	41.0
Improve the maintenance of parks and park amenities including restrooms, sports courts, and dog runs	32.9	48.8	43.7	34.3	37.8	35.2
Restore and enhance nature areas	27.1	32.8	24.6	32.4	30.1	26.1
Provide low-cost, on-demand rideshare services so residents can visit restaurants, shops, business areas in City without having to park a vehicle	22.5	39.7	24.6	30.2	27.7	25.4
Reconstruct and improve the City's swimming pool - Begg Pool	25.4	26.3	40.1	17.2	27.2	17.7
Renovate, improve Live Oak Park facilities, incl Ceramics Studio, tennis, racquet courts, REC Program activity space	12.5	19.5	20.0	11.2	15.4	12.3
Renovate and improve the Joslyn Community Center	8.3	10.5	9.9	9.0	10.0	6.1
Renovate and improve the Manhattan Heights Community Center	7.4	10.1	11.6	6.1	8.7	6.0
Create a Manhattan Beach Historical Museum to preserve, store historical documents	6.4	9.5	3.5	9.5	8.0	2.5
Replace Pay 'N' Play at Marine Avenue Park with open space, with possibility of also adding a futsal court	5.9	7.9	10.9	4.0	7.1	3.8
Renovate and improve the Manhattan Beach Art Center	3.0	7.7	3.2	6.3	5.1	1.3

TABLE 11 CITY SPENDING PRIORITIES BY DISTRICT AREA & COASTAL ZONE (SHOWING % HIGH PRIORITY)

	District Area			Coastal Zone	
	SE: Hill Section, Mira Costa	NE: Tree Section, Manhattan & Liberty Village	W: Sand Section	Yes	No
Fix potholes and repair and improve city streets and sidewalks	57.6	67.0	61.3	60.4	62.9
Repair and upgrade the City's sewer and wastewater systems	38.9	42.4	46.9	48.4	41.1
Redesign public spaces to allow for outdoor dining areas	33.8	36.0	44.1	45.5	35.7
Improve the maintenance of parks and park amenities including restrooms, sports courts, and dog runs	37.5	32.9	44.0	45.8	35.4
Restore and enhance nature areas	25.4	30.3	31.9	37.3	27.1
Provide low-cost, on-demand rideshare services so residents can visit restaurants, shops, business areas in City without having to park a vehicle	28.3	28.4	25.1	22.0	28.8
Reconstruct and improve the City's swimming pool - Begg Pool	25.4	30.7	18.8	18.0	27.6
Renovate, improve Live Oak Park facilities, incl Ceramics Studio, tennis, racquet courts, REC Program activity space	8.5	15.7	21.6	19.7	14.0
Renovate and improve the Joslyn Community Center	8.2	9.2	10.8	9.8	9.3
Renovate and improve the Manhattan Heights Community Center	10.9	7.6	6.4	4.5	9.2
Create a Manhattan Beach Historical Museum to preserve, store historical documents	11.1	5.2	6.0	3.4	8.3
Replace Pay 'N' Play at Marine Avenue Park with open space, with possibility of also adding a futsal court	4.4	9.8	4.1	3.7	7.2
Renovate and improve the Manhattan Beach Art Center	3.0	6.6	4.9	4.7	5.0

LIBRARY Turning now to library facilities and services, expanding programs, activities, and events for children was assigned the highest priority (68% high or medium priority), followed by expanding programs, activities, and events for teens (64%) and expanding programs, activities, and events for adults (52%). At the other end of the spectrum, just one-in-seven residents (14%) felt that adding a new library should be a high or medium priority for city spending (see Figure 14 on next page).

For the interested reader, tables 12-15 show how the percentage who rated each library item as a *high* priority varied across Manhattan Beach subgroups, with the top three items within each category highlighted in green to ease comparisons.

Question 9 *The City of Manhattan Beach has money set aside to improve local library facilities and services. Because it has limited funding, however, the City must set priorities. As I read each of the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for the future. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities.*

FIGURE 14 LIBRARY SPENDING PRIORITIES

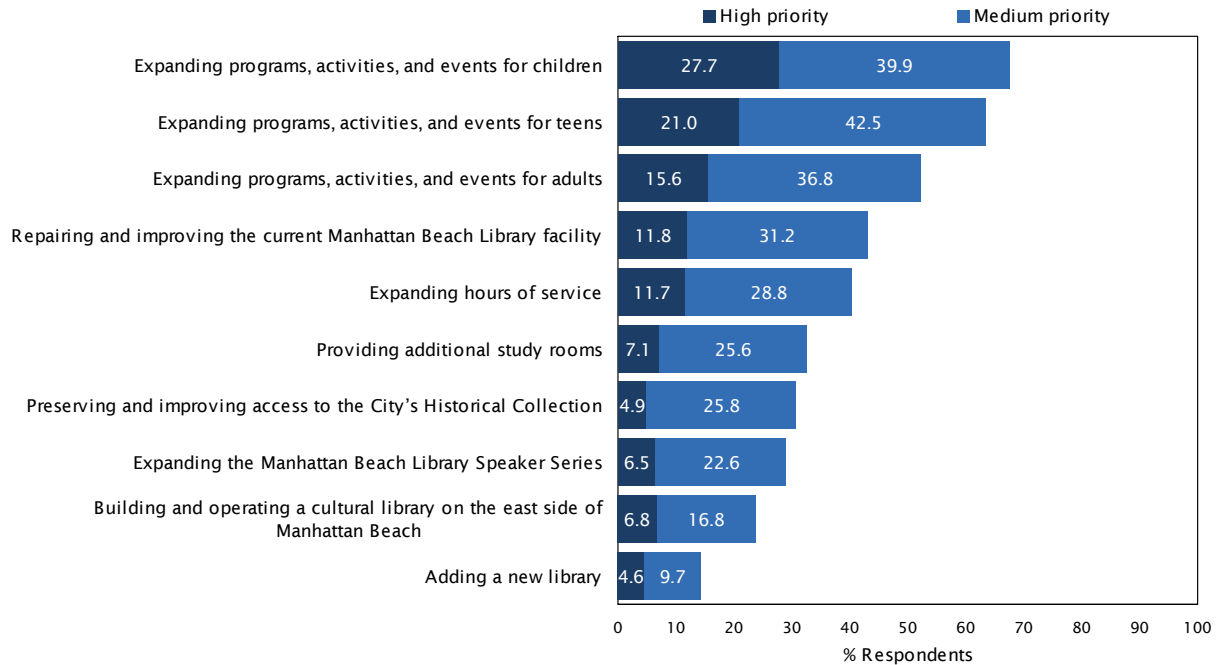


TABLE 12 LIBRARY SPENDING PRIORITIES BY AGE (SHOWING % HIGH PRIORITY)

	Age (QD1)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Expanding programs, activities, and events for children	61.7	35.0	41.2	21.6	14.7	18.3
Expanding programs, activities, and events for teens	37.4	22.3	28.5	17.8	17.8	13.8
Expanding programs, activities, and events for adults	36.8	21.0	19.2	9.3	8.4	16.3
Repairing and improving the current Manhattan Beach Library facility	18.7	25.5	14.8	6.0	5.5	9.8
Expanding hours of service	26.9	16.6	15.9	4.8	8.7	10.3
Providing additional study rooms	29.1	17.6	9.0	2.0	2.9	1.4
Building and operating a cultural library on the east side of Manhattan Beach	26.0	13.3	7.3	2.4	4.1	4.2
Expanding the Manhattan Beach Library Speaker Series	19.7	8.4	5.7	6.8	2.1	6.3
Preserving and improving access to the City's Historical Collection	10.2	5.9	6.0	2.7	6.4	2.5
Adding a new library	13.9	8.9	5.0	2.4	3.2	2.3

TABLE 13 LIBRARY SPENDING PRIORITIES BY ETHNICITY & GENDER (SHOWING % HIGH PRIORITY)

	Ethnicity (QD6)				Gender (QD2)	
	Latino/Hispanic	Asian American	Caucasian/White	Mixed/Other	Male	Female
Expanding programs, activities, and events for children	57.6	26.2	22.7	52.0	28.3	28.0
Expanding programs, activities, and events for teens	33.1	19.4	18.3	37.0	20.6	22.3
Expanding programs, activities, and events for adults	17.4	9.7	14.3	43.1	13.2	17.7
Repairing and improving the current Manhattan Beach Library facility	19.1	13.5	10.7	11.8	8.6	15.1
Expanding hours of service	9.6	12.3	12.0	13.0	13.9	10.0
Providing additional study rooms	10.4	6.1	6.8	7.0	5.1	8.6
Building and operating a cultural library on the east side of Manhattan Beach	7.0	2.2	8.0	2.9	6.4	7.3
Expanding the Manhattan Beach Library Speaker Series	9.8	5.9	5.4	17.3	5.8	7.5
Preserving and improving access to the City's Historical Collection	4.6	2.9	4.9	6.9	6.3	3.8
Adding a new library	6.7	5.7	4.0	0.0	3.2	5.7

TABLE 14 LIBRARY SPENDING PRIORITIES BY HOME OWNERSHIP STATUS, CHILD IN HSLD & OVERALL SATISFACTION (SHOWING % HIGH PRIORITY)

	Home Ownership Status (QD4)		Child in Hsld (QD3)		Overall Satisfaction (Q5)	
	Own	Rent	Yes	No	Satisfied	Dissatisfied
Expanding programs, activities, and events for children	23.0	37.1	37.4	22.5	29.7	10.6
Expanding programs, activities, and events for teens	15.9	32.3	26.4	18.8	22.0	11.3
Expanding programs, activities, and events for adults	11.6	23.0	10.3	18.5	16.2	11.8
Repairing and improving the current Manhattan Beach Library facility	9.1	16.5	11.1	11.8	12.0	6.4
Expanding hours of service	7.5	17.8	9.3	12.7	11.8	13.5
Providing additional study rooms	5.2	10.0	11.1	4.6	7.3	5.6
Building and operating a cultural library on the east side of Manhattan Beach	4.9	9.3	3.3	9.1	6.3	11.8
Expanding the Manhattan Beach Library Speaker Series	4.3	9.9	6.7	6.6	6.6	3.4
Preserving and improving access to the City's Historical Collection	4.1	6.2	3.3	5.6	5.5	0.0
Adding a new library	3.3	5.7	4.5	3.9	4.5	3.8

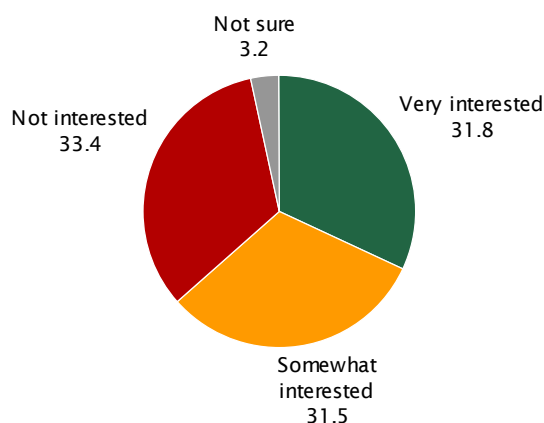
TABLE 15 LIBRARY SPENDING PRIORITIES BY DISTRICT AREA & COASTAL ZONE (SHOWING % HIGH PRIORITY)

	District Area			Coastal Zone	
	SE: Hill Section, Mira Costa	NE: Tree Section, Manhattan & Liberty Village	W: Sand Section	Yes	No
Expanding programs, activities, and events for children	29.1	30.2	22.8	21.0	29.5
Expanding programs, activities, and events for teens	22.4	22.3	17.7	16.4	22.2
Expanding programs, activities, and events for adults	13.7	17.5	14.8	12.2	16.4
Repairing and improving the current Manhattan Beach Library facility	15.9	10.1	9.7	12.5	11.6
Expanding hours of service	9.2	13.1	12.3	9.9	12.1
Providing additional study rooms	6.3	7.2	7.9	8.2	6.8
Building and operating a cultural library on the east side of Manhattan Beach	9.9	7.3	3.0	3.0	7.8
Expanding the Manhattan Beach Library Speaker Series	4.3	7.5	7.3	9.4	5.7
Preserving and improving access to the City's Historical Collection	7.6	3.7	3.7	3.4	5.3
Adding a new library	4.6	6.7	1.6	1.1	5.5

RIDESHARE SERVICES The last question in this series asked respondents about their household's level of interest in using a city provided low-cost, on-demand rideshare service to enable residents to visit restaurants, shops, the beach, and key destinations in the City without having to park a vehicle.

Question 10 *The City of Manhattan Beach is exploring the idea of offering low-cost, on-demand rideshare services so residents can visit restaurants, shops, the beach, and key destinations in the City without having to park a vehicle. Would you or others in your household be very interested, somewhat interested, or not interested in using this service?*

FIGURE 15 INTEREST IN LOW-COST RIDESHARE SERVICES



Residents were evenly split on the idea, with 32% saying their household would be very interested in utilizing such a service, 32% were somewhat interested, and 33% said their household would not be interested. The remaining 3% were unsure.

Figures 16-18 present household interest by demographic subgroups of respondents. Newer residents (<10 years), non-Asians, women, respondents under 35 years of age (and especially 25 to 34), and renters were the most likely to be very interested.

FIGURE 16 INTEREST IN LOW-COST RIDESHARE SERVICES BY YEARS IN MANHATTAN BEACH, ETHNICITY & GENDER

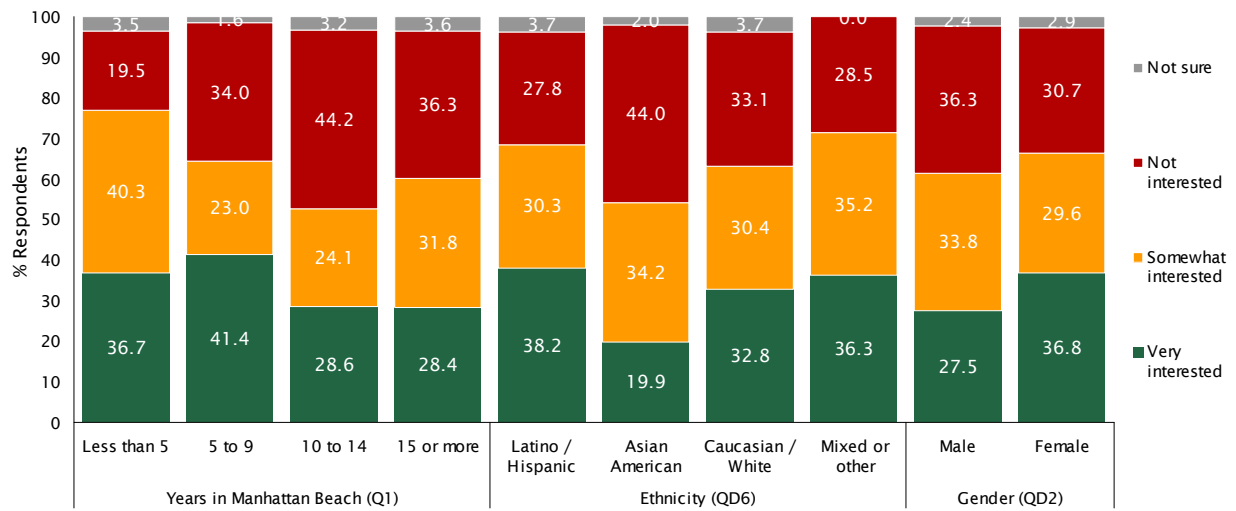


FIGURE 17 INTEREST IN LOW-COST RIDESHARE SERVICES BY AGE, CHILD IN HSLD & HOME OWNERSHIP STATUS

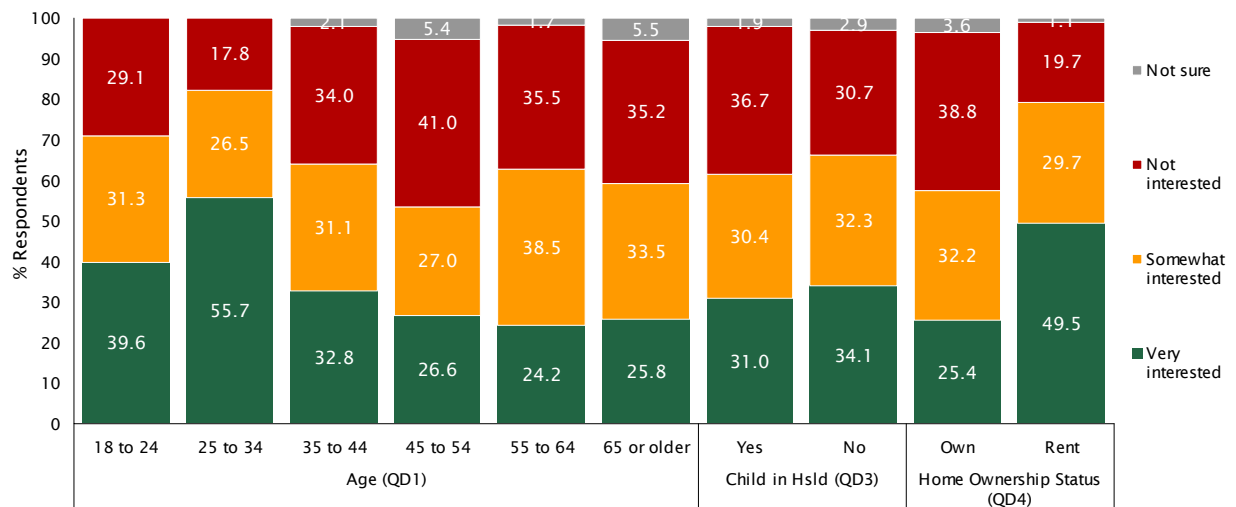
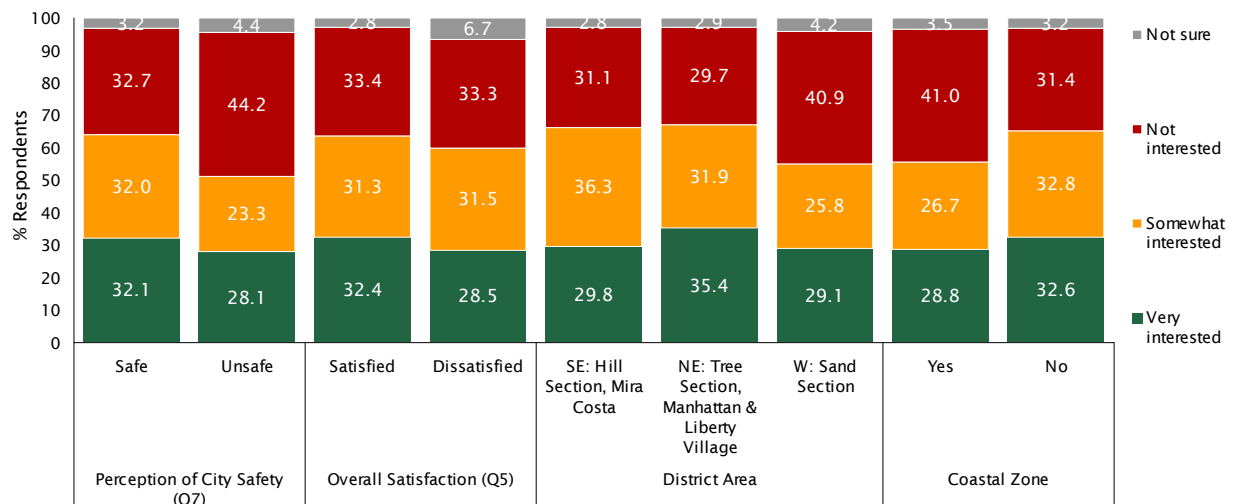


FIGURE 18 INTEREST IN LOW-COST RIDESHARE SERVICES BY PERCEPTION OF CITY SAFETY, OVERALL SATISFACTION, DISTRICT AREA & COASTAL ZONE



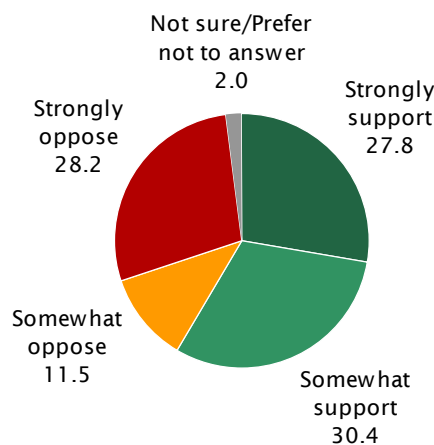
SHORT-TERM VACATION RENTALS

The City of Manhattan Beach currently prohibits short-term rentals outside of the Coastal Zone. However, with major international events like the 2026 FIFA World Cup and the 2028 Summer Olympics coming to Los Angeles, the City is considering temporarily allowing limited short-term vacation rentals to accommodate increased demand. The next section of the survey gathered residents' opinions on the topic, including whether they support this temporary change as well as their likelihood of renting their property during one of the events.

SUPPORT OR OPPOSE SHORT-TERM RENTALS After informing residents that short-term rentals would only be allowed for a couple weeks before and after each event and that appropriate regulations would be in place, approximately six-in-ten respondents (58%) indicated that they strongly (28%) or somewhat (30%) supported the idea. Forty percent (40%) of respondents were opposed to the City allowing residents to rent their properties on a short-term basis during the World Cup and the Summer Olympics and two percent were unsure or preferred not to answer (Figure 19).

Question 11 *Short-term rentals are banned in the City, outside of the Coastal Zone (residential areas near the Strand). The 2028 Summer Olympics and 2026 FIFA World Cup will be held in Los Angeles. The City is considering allowing limited short-term vacation rentals on a temporary basis for these events - for 2-3 weeks prior to and 2 weeks after each event - with certain regulations and restrictions. In general, would you support or oppose the City allowing residents to rent their properties on a short-term basis during these events?*

FIGURE 19 SUPPORT ALLOWING LIMITED SHORT-TERM RENTALS DURING WORLD CUP & OLYMPICS



Figures 20 through 22 on the next page display respondents' level of support for short-term vacation rentals during the 2026 FIFA World Cup and 2028 Summer Olympics by years in Manhattan Beach, ethnicity, gender, age, presence of a child in the home, home ownership status, perception of city safety, overall satisfaction, and geographic area of residence. With the exceptions of residents who view the City as unsafe (44% support) and Asians (48%), the majority of respondents in every subgroup supported the idea of allowing short-term rentals during the Olympics and World Cup.

FIGURE 20 SUPPORT ALLOWING LIMITED SHORT-TERM RENTALS DURING WORLD CUP & OLYMPICS BY YEARS IN MANHATTAN BEACH, ETHNICITY & GENDER

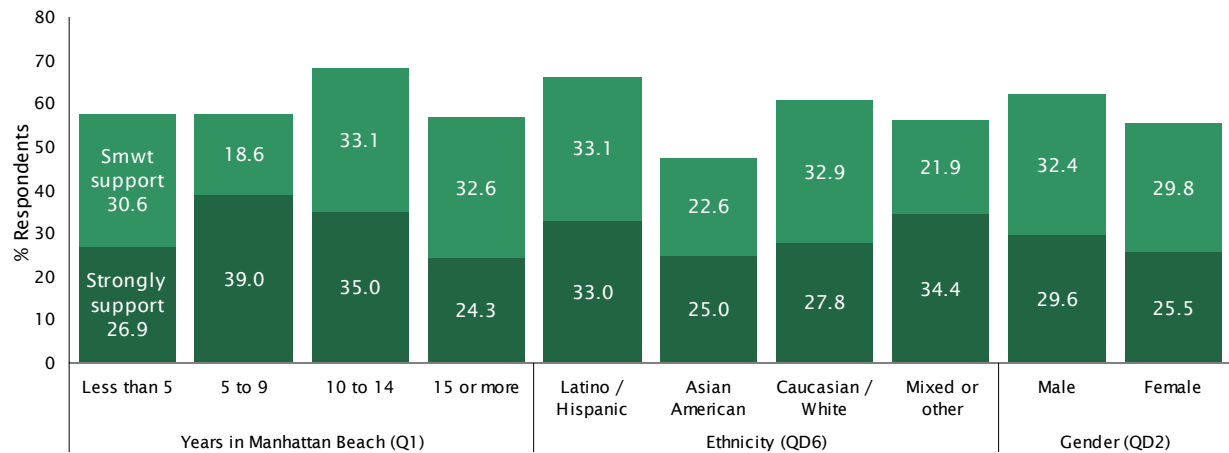


FIGURE 21 SUPPORT ALLOWING LIMITED SHORT-TERM RENTALS DURING WORLD CUP & OLYMPICS BY AGE, CHILD IN HSLD & HOME OWNERSHIP STATUS

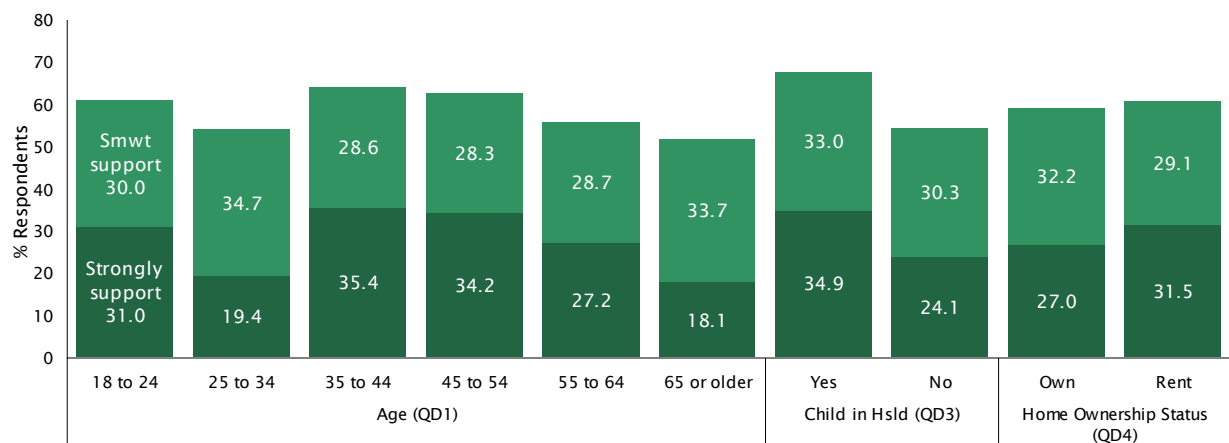
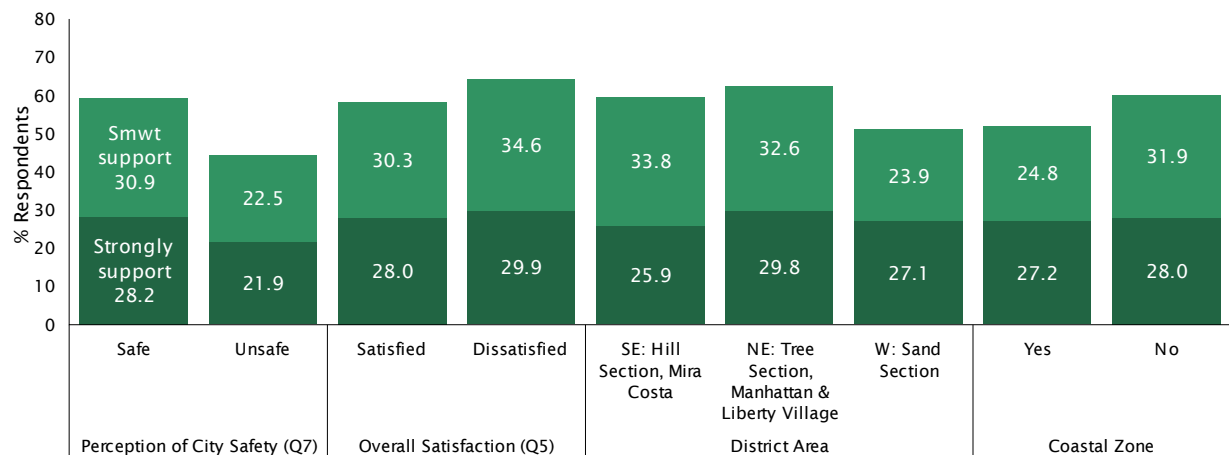


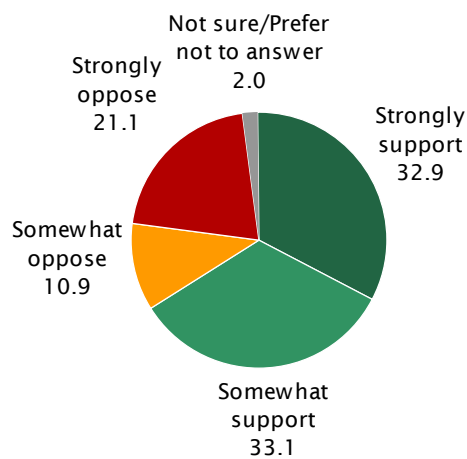
FIGURE 22 SUPPORT ALLOWING LIMITED SHORT-TERM RENTALS DURING WORLD CUP & OLYMPICS BY PERCEPTION OF CITY SAFETY, OVERALL SATISFACTION, DISTRICT AREA & COASTAL ZONE



As a follow-up, respondents were informed that the City will need to provide additional public safety services for security and emergency medical during the Olympics and World Cup and that the taxes generated by short-term vacation rentals will help cover these additional costs. After learning this information, support increased to 66% (+8%), whereas 32% remained opposed to the City allowing residents to rent their properties on a short-term basis during the events and 2% were still unsure or declined to state.

Question 12 *During the Olympics and World Cup, the City of Manhattan Beach will need to provide additional public safety services for security and emergency medical. The taxes generated by short-term vacation rentals during this period will help cover the costs of providing additional public safety services. Knowing this, would you support or oppose the City allowing residents to rent their properties on a short-term basis during these events?*

FIGURE 23 SUPPORT SHORT-TERM RENTALS AFTER LEARNING ADDITIONAL SAFETY SERVICES PAID BY TAXES



The majority of respondents in every subgroup indicated support for short-term vacation rentals after learning that the taxes generated would pay for the extra public safety services needed during the events. Support was highest among residents who have lived in Manhattan Beach less than 15 years, Latino-Hispanic respondents, men, residents under 55 years of age, those with a child in the home, renters, respondents who view the City as a safe place to live, respondents in the southeast area of the City, and those who live outside the coastal zone (figures 24 -26).

FIGURE 24 SUPPORT SHORT-TERM RENTALS AFTER LEARNING ADDITIONAL INFO BY YEARS IN MANHATTAN BEACH, ETHNICITY & GENDER

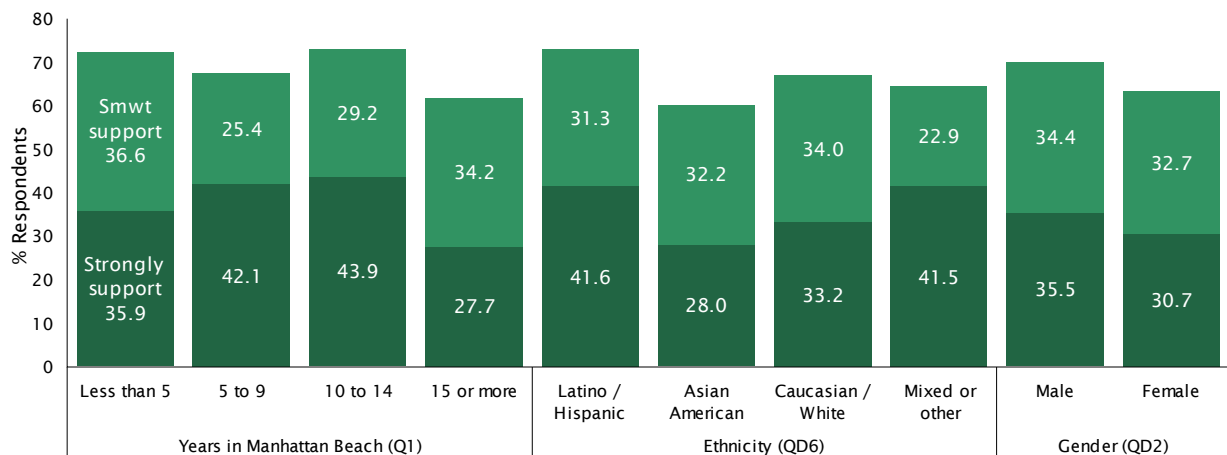


FIGURE 25 SUPPORT SHORT-TERM RENTALS AFTER LEANING ADDITIONAL INFO BY AGE, CHILD IN HSLD & HOME OWNERSHIP STATUS

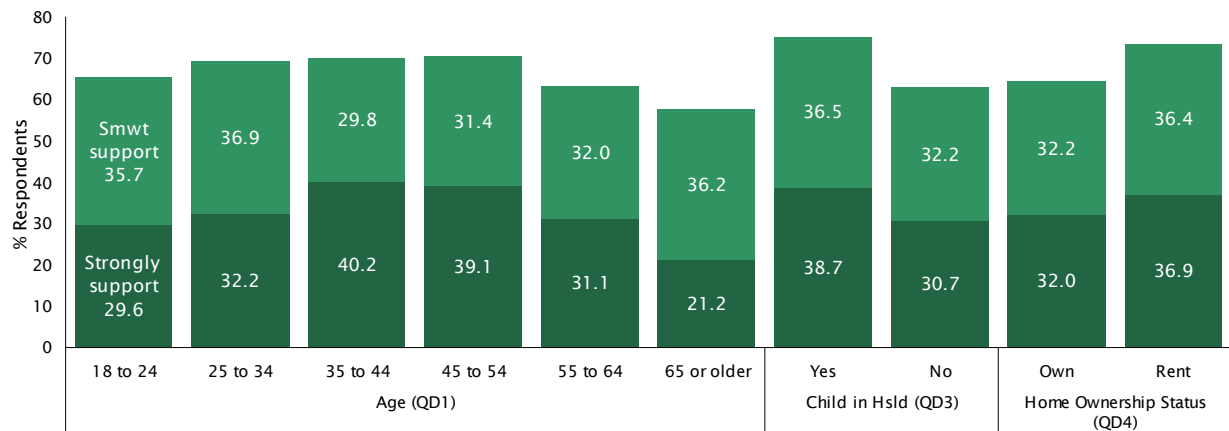
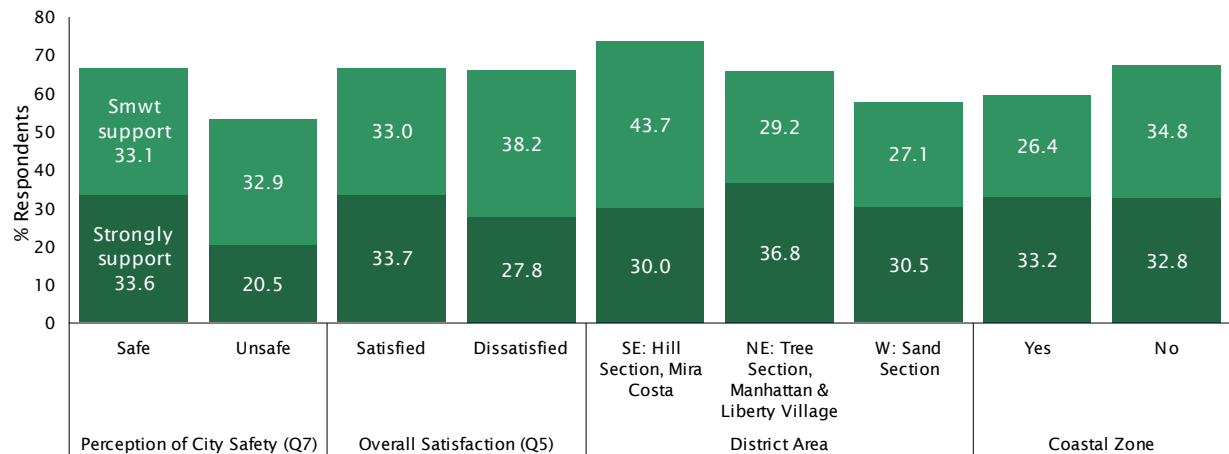


FIGURE 26 SUPPORT FOR SHORT-TERM RENTALS AFTER LEANING ADDITIONAL INFO BY PERCEPTION OF CITY SAFETY, OVERALL SATISFACTION, DISTRICT AREA & COASTAL ZONE



LIKELY TO RENT OUT PROPERTY DURING EVENTS The last question in this section asked respondents whether they would rent out their Manhattan Beach property on a short-term basis during the Olympics and World Cup if the City lifted the restriction. As shown in Figure 27 on the next page, 12% of residents indicated that they would likely rent their property, 64% said they would not, 21% were unsure, and 3% preferred not to answer. By subgroups, approximately one-in-four Latino/Hispanic respondents (27%) and those who felt that the City of Manhattan Beach was an unsafe place to live (25%) indicated that they would likely rent their property during the events (see figures 28-30 on next page). Respondents living in the west sand section of the City were also more likely to answer in the affirmative than those living in an eastern area of Manhattan Beach (17% vs. 10%).

Question 13 *If the City were to allow short-term vacation rentals during the Olympics and World Cup, are you likely to rent your Manhattan Beach property on a short-term basis during these events?*

FIGURE 27 LIKELY TO RENT PROPERTY DURING EVENTS

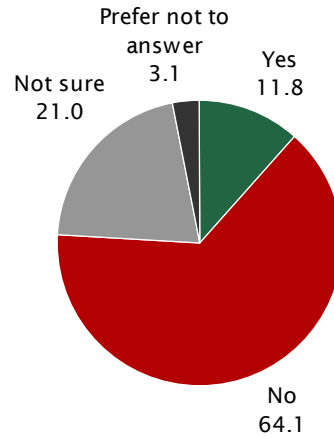


FIGURE 28 LIKELY TO RENT PROPERTY DURING EVENTS BY YEARS IN MANHATTAN BEACH, ETHNICITY & GENDER

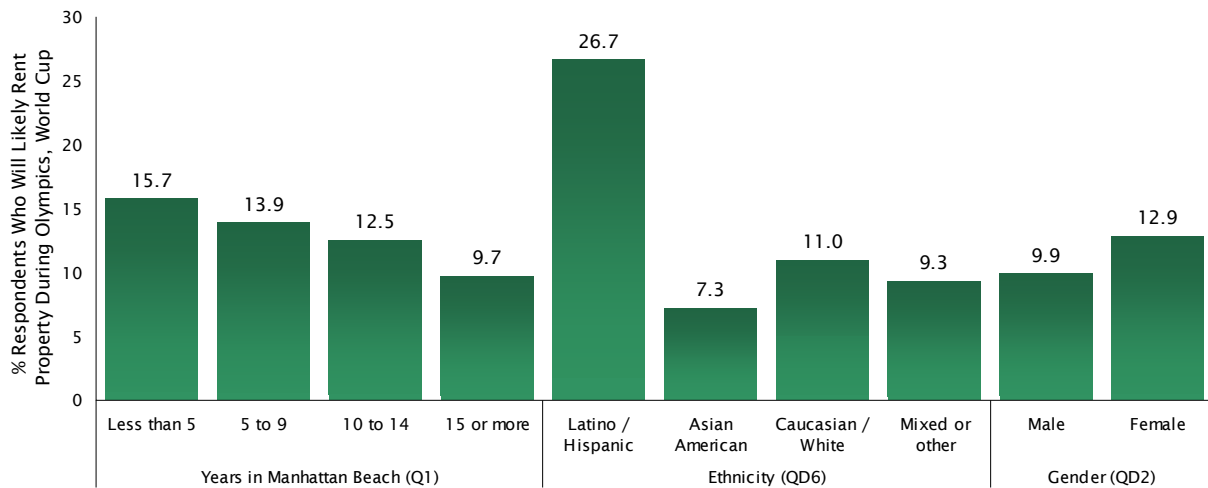


FIGURE 29 LIKELY TO RENT PROPERTY DURING EVENTS BY AGE, CHILD IN HSLD & HOME OWNERSHIP STATUS

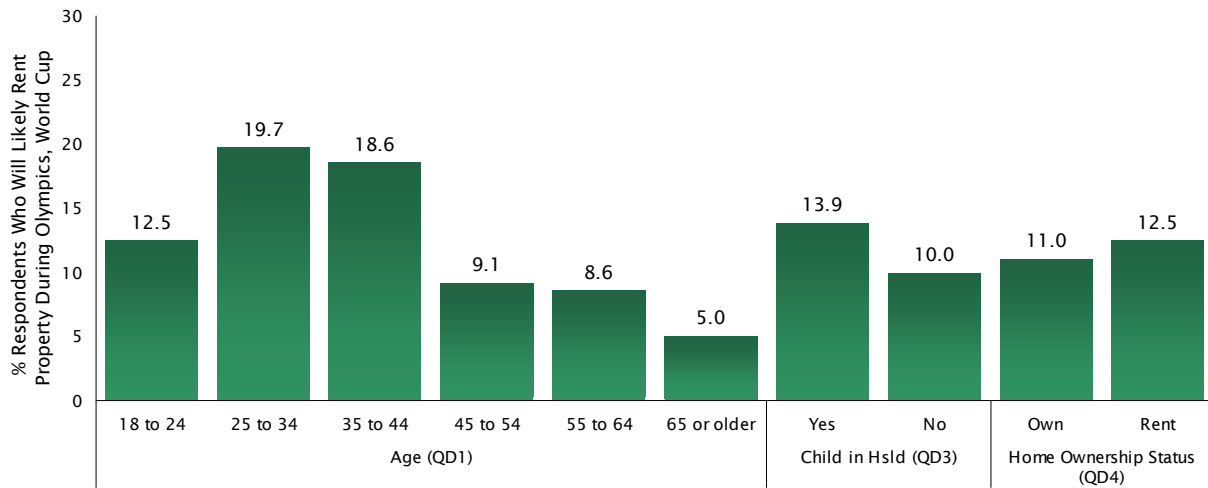
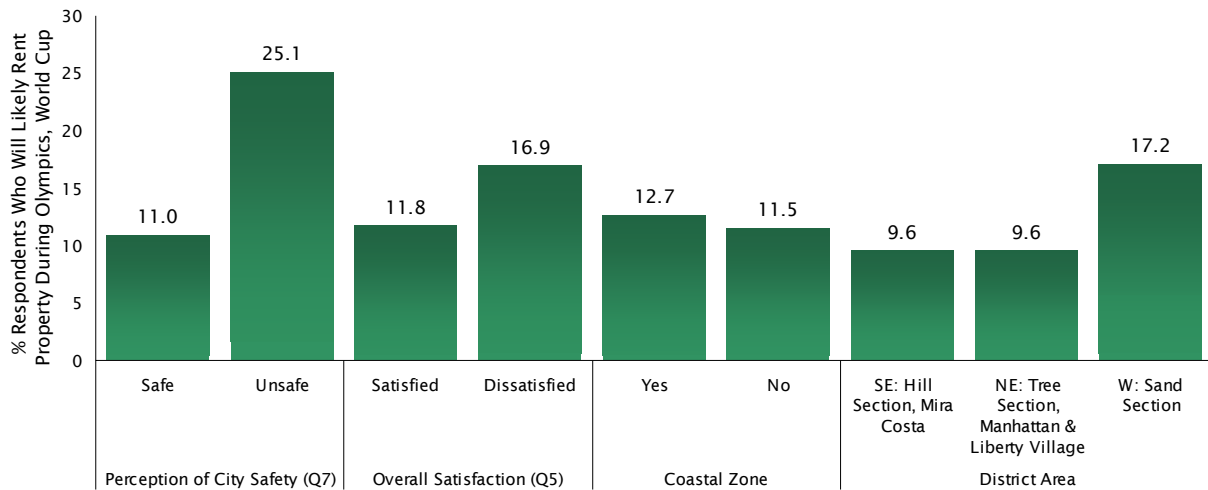


FIGURE 30 LIKELY TO RENT PROPERTY DURING EVENTS BY PERCEPTION OF CITY SAFETY, OVERALL SATISFACTION, COASTAL ZONE & DISTRICT AREA



PROJECT PULSE

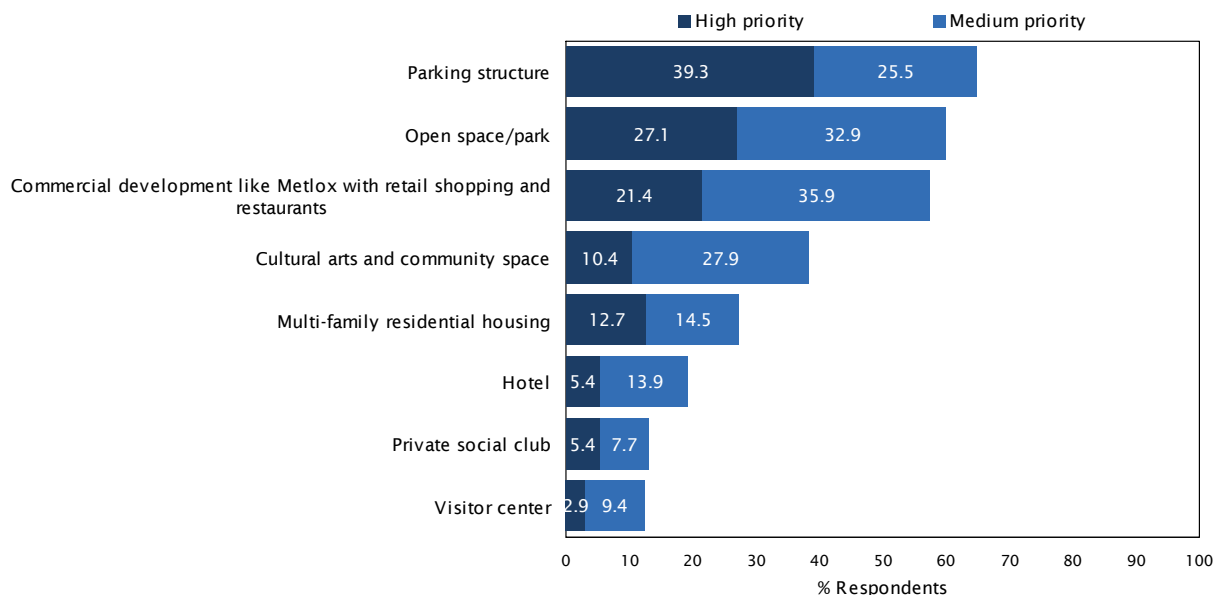
In the Spring of 2025, city staff initiated a planning effort called *Project Pulse* to coordinate synergistic redevelopment of two of its downtown properties: the Parking Lot 3 site (Morningside Drive and 12th Street) and 400 Manhattan Beach Boulevard (formerly US Bank).

Question 14 of the survey presented respondents with a variety of redevelopment options currently being considered by the City and asked them to indicate whether each should be a high, medium, or low priority for the community. As shown in Figure 31 below, approximately six-in-ten residents viewed a parking structure (65% high or medium priority), open space or park (60%), and commercial development like Metlox with retail shopping and restaurants (57%) as at least a medium priority for the community. Moreover, four-in-ten cited a parking structure as a *high* priority.

Among the options being considered, residents assigned much lower priority levels to a visitor center (12%), private social club (13%), and hotel (19%).

Question 14 *The City of Manhattan Beach is exploring redevelopment of two of its properties in Downtown: the Parking Lot 3 site on Morningside Drive and 400 Manhattan Beach Boulevard (formerly US Bank), which are both across from Metlox. The City has started a community outreach campaign to explore future land uses and would like to know your opinion on the redevelopment options currently being considered. As I read the following options, please indicate whether you think it should be a high, medium, or low priority for the community.*

FIGURE 31 PROJECT PULSE REDEVELOPMENT OPTIONS



Tables 16-19 on the following page display the percentage of residents who viewed each redevelopment option as a *high* priority by a variety of demographic subgroups, with the top three preferences highlighted in green for each subgroup. All respondent subgroups agreed that a parking structure and open space/park were top priorities, and commercial development was also a top priority for nearly all subgroups. The exceptions include respondents 25 to 35 years

of age, renters, and respondents dissatisfied with the City's overall performance who placed a higher priority on multi-family residential housing, and residents 18 to 24 years of age who viewed cultural arts and community space as a top priority.

TABLE 16 PROJECT PULSE REDEVELOPMENT OPTIONS BY AGE (SHOWING % HIGH PRIORITY)

	Age (QD1)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Parking structure	33.1	30.1	54.4	40.6	31.1	38.3
Open space/park	36.4	37.5	36.2	26.4	19.0	16.6
Commercial dev like Metlox, w/ retail shopping, restaurants	17.4	21.6	32.5	27.2	14.8	10.4
Multi-family residential housing	24.9	24.6	17.4	11.7	7.7	2.1
Cultural arts and community space	31.7	12.1	15.4	3.9	11.2	4.5
Hotel	5.2	1.7	2.8	9.4	7.5	4.5
Private social club	6.7	10.1	6.0	6.4	4.2	1.1
Visitor center	5.5	0.0	3.6	3.9	4.8	0.9

TABLE 17 PROJECT PULSE REDEVELOPMENT OPTIONS BY ETHNICITY & GENDER (SHOWING % HIGH PRIORITY)

	Ethnicity (QD6)				Gender (QD2)	
	Latino/ Hispanic	Asian American	Caucasian/ White	Mixed/ Other	Male	Female
Parking structure	46.5	39.6	38.5	43.4	34.3	45.3
Open space/park	39.3	32.2	24.1	20.9	23.6	30.1
Commercial dev like Metlox, w/ retail shopping, restaurants	24.8	22.2	20.6	33.6	24.4	18.7
Multi-family residential housing	23.4	11.5	11.3	17.4	12.4	12.7
Cultural arts and community space	20.9	12.1	9.1	6.0	9.3	11.6
Hotel	10.8	3.3	5.1	7.1	6.1	4.3
Private social club	9.7	4.1	4.7	11.8	4.6	6.4
Visitor center	9.0	5.3	0.9	6.0	3.2	2.9

TABLE 18 PROJECT PULSE REDEVELOPMENT OPTIONS BY HOME OWNERSHIP STATUS, CHILD IN HSOLD & OVERALL SATISFACTION (SHOWING % HIGH PRIORITY)

	Home Ownership Status (QD4)		Child in Hsld (QD3)		Overall Satisfaction (Q5)	
	Own	Rent	Yes	No	Satisfied	Dissatisfied
Parking structure	37.5	42.8	45.1	36.2	40.6	31.7
Open space/park	24.7	28.6	33.5	22.6	26.6	32.1
Commercial dev like Metlox, w/ retail shopping, restaurants	20.2	24.5	27.5	17.7	22.4	15.3
Multi-family residential housing	6.4	24.6	13.9	12.3	12.2	16.7
Cultural arts and community space	7.6	13.5	9.8	11.5	10.3	7.6
Hotel	4.9	6.1	4.6	5.9	5.6	6.0
Private social club	5.5	5.2	7.9	4.3	5.5	4.4
Visitor center	2.1	3.6	4.2	2.5	3.3	0.9

TABLE 19 PROJECT PULSE REDEVELOPMENT OPTIONS BY DISTRICT AREA & COASTAL ZONE (SHOWING % HIGH PRIORITY)

	District Area			Coastal Zone	
	SE: Hill Section, Mira Costa	NE: Tree Section, Manhattan & Liberty Village	W: Sand Section	Yes	No
Parking structure	40.8	40.2	36.5	36.0	40.2
Open space/park	21.7	30.4	28.1	26.5	27.2
Commercial dev like Metlox, w/ retail shopping, restaurants	19.5	22.6	21.9	20.6	21.6
Multi-family residential housing	15.4	11.0	12.2	6.8	14.3
Cultural arts and community space	9.3	11.0	10.7	6.9	11.3
Hotel	3.8	3.8	9.3	7.5	4.9
Private social club	1.9	5.6	8.7	9.3	4.3
Visitor center	3.2	3.2	2.3	1.1	3.4

LOCAL GOVERNANCE & CUSTOMER SERVICE

Although much of the survey focused on residents' satisfaction with the City's efforts to provide specific services, the City of Manhattan Beach also recognizes there is more to good governance than simply providing satisfactory services. Do residents perceive that the City is responsive to their needs and listens to them when making important decisions? Do residents feel that staff serves their needs in a professional and helpful manner? Do residents trust the City of Manhattan Beach? Answers to questions like these are as important as service or policy-related questions in measuring the City's performance in meeting residents' needs. Accordingly, they were the focus of the next section of the survey.

PERCEPTIONS OF CITY GOVERNMENT The first question in this series was designed to measure how residents perceive the City regarding its responsiveness to residents' needs, management of funds, and tendency to listen to residents when making important decisions, as well as their trust of the City in general. For each of the statements shown on the left of Figure 32, respondents were asked if they agreed or disagreed with the statement. Seven-in-ten residents agreed with the statement *I trust the City of Manhattan Beach* (72%) and approximately six-in-ten agreed that *The City is responsive to residents' needs* (64%) and that *The City listens to residents when making important decisions* (57%). Just under half of residents (45%) agreed that *The City manages its finances well*—although it should be noted that nearly one-third of respondents (33%) were also unsure how to rate the City on this dimension. Agreement across the statements was statistically consistent from 2021 to 2025 (see Table 20).

Question 15 *Next, I'm going to read you a series of statements about the City of Manhattan Beach. For each, I'd like you to tell me whether you agree or disagree with the statement.*

FIGURE 32 AGREEMENT WITH STATEMENTS

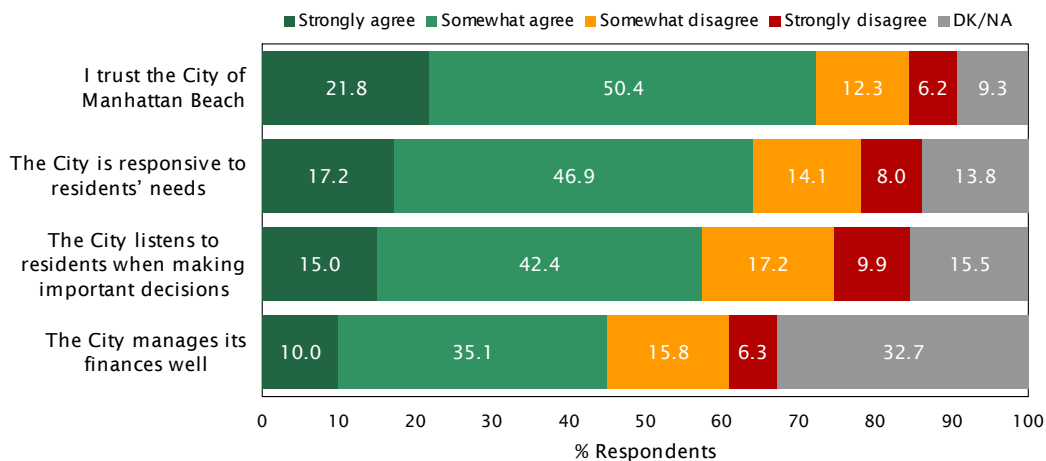


TABLE 20 AGREEMENT WITH STATEMENTS BY STUDY YEAR

	Study Year		Change in % Strongly + Smwt 2021 to 2025
	2025	2021	
I trust the City of Manhattan Beach	72.2	66.9	+5.3
The City listens to residents when making important decisions	57.4	55.9	+1.5
The City is responsive to residents' needs	64.1	65.5	-1.4
The City manages its finances well	45.1	47.2	-2.0

Tables 21-25 show how agreement with each statement varied by respondent age, ethnicity, perceived safety in the City of Manhattan Beach, home ownership status, overall satisfaction, years in Manhattan Beach, and geography. In general, residents who have lived in Manhattan Beach for less than 5 years or between 10 and 14 years, Latino/Hispanic respondents, renters, residents satisfied with the City's overall performance, and those who feel safe in Manhattan Beach reported higher levels of agreement (strongly + somewhat) with the statements when compared to their respective counterparts.

TABLE 21 AGREEMENT WITH STATEMENTS BY AGE

	Age (QD1)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
I trust the City of Manhattan Beach	81.9	60.1	79.4	81.1	67.1	66.7
The City is responsive to residents' needs	66.1	57.3	70.4	62.4	67.1	60.7
The City listens to residents when making important decisions	69.7	50.7	60.1	61.3	59.4	51.1
The City manages its finances well	50.3	43.9	47.8	41.1	47.7	45.1

TABLE 22 AGREEMENT WITH STATEMENTS BY ETHNICITY & PERCEPTION OF CITY SAFETY

	Ethnicity (QD6)				Perception of City Safety (Q7)	
	Latino/Hispanic	Asian American	Caucasian/White	Mixed/Other	Safe	Unsafe
I trust the City of Manhattan Beach	71.8	78.6	71.5	78.5	74.3	37.2
The City is responsive to residents' needs	75.5	59.1	64.6	59.8	65.2	44.7
The City listens to residents when making important decisions	73.9	51.3	56.4	62.0	58.9	32.9
The City manages its finances well	54.5	46.7	43.8	48.3	46.4	23.7

TABLE 23 AGREEMENT WITH STATEMENTS BY HOME OWNERSHIP STATUS & OVERALL SATISFACTION

	Home Ownership Status (QD4)		Overall Satisfaction (Q5)	
	Own	Rent	Satisfied	Dissatisfied
I trust the City of Manhattan Beach	70.4	78.7	77.7	31.0
The City is responsive to residents' needs	63.4	69.3	70.0	20.5
The City listens to residents when making important decisions	53.6	68.0	63.2	13.9
The City manages its finances well	43.8	48.2	50.4	7.9

TABLE 24 AGREEMENT WITH STATEMENTS BY YEARS IN MANHATTAN BEACH

	Years in Manhattan Beach (Q1)			
	Less than 5	5 to 9	10 to 14	15 or more
I trust the City of Manhattan Beach	83.1	76.8	87.8	64.3
The City is responsive to residents' needs	75.8	61.8	75.3	58.3
The City listens to residents when making important decisions	69.7	51.0	67.6	52.6
The City manages its finances well	49.9	41.0	56.0	42.4

TABLE 25 AGREEMENT WITH STATEMENTS BY DISTRICT AREA & COASTAL ZONE

	District Area			Coastal Zone	
	SE: Hill Section, Mira Costa	NE: Tree Section, Manhattan & Liberty Village	W: Sand Section	Yes	No
I trust the City of Manhattan Beach	74.2	71.7	70.8	73.4	71.9
The City is responsive to residents' needs	69.0	61.1	62.9	61.0	64.9
The City listens to residents when making important decisions	60.5	55.9	56.3	54.6	58.2
The City manages its finances well	46.9	43.1	46.2	45.5	45.0

CONTACT WITH CITY STAFF

Residents were next asked if they had been in contact with City of Manhattan Beach staff in the past 12 months. Figure 33 below presents the findings of this question and shows that 46% of residents indicated they had contact with city staff during the 12 months preceding the interview, which is virtually unchanged from 2021. Respondents at least 35 years of age, Caucasians, and residents with a child in the household were the most likely to report having been in contact with city staff in the year prior to the interview (see figures 34 to 36).

Question 16 *In the past 12 months, have you been in contact with staff from the City of Manhattan Beach?*

FIGURE 33 CITY STAFF CONTACT IN PAST 12 MONTHS BY STUDY YEAR

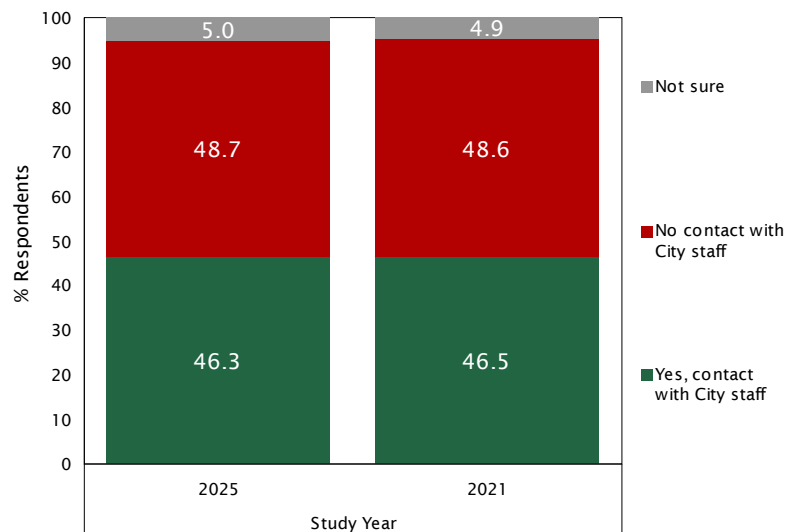


FIGURE 34 CITY STAFF CONTACT IN PAST 12 MONTHS BY YEARS IN MANHATTAN BEACH & AGE

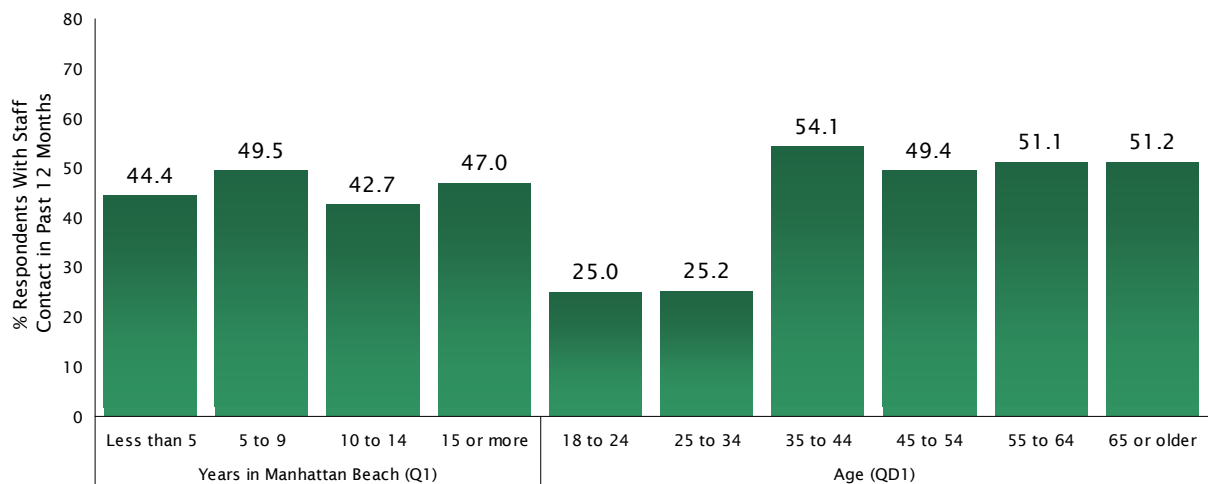
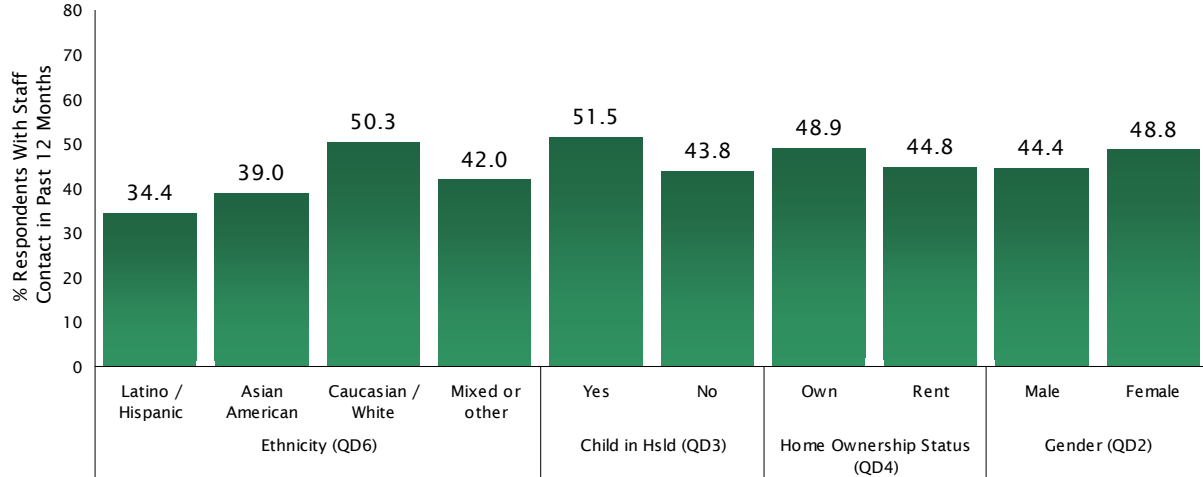


FIGURE 35 CITY STAFF CONTACT IN PAST 12 MONTHS BY ETHNICITY, CHILD IN HSLD, HOME OWNERSHIP STATUS & GENDER**FIGURE 36 CONTACT CITY STAFF IN PAST 12 MONTHS BY OVERALL SATISFACTION, DISTRICT AREA & COASTAL ZONE**

RATING CITY STAFF Presented only to residents who had been in contact with city staff in the past 12 months, Question 17 asked respondents to rate staff on three dimensions: helpfulness, professionalism, and accessibility. The findings of this question are presented on the next page in Figure 37. As shown in the figure, Manhattan Beach city staff received high marks on each dimension of customer service tested. Ninety-five percent (95%) of residents with staff contact felt that city staff members were professional, 92% said they were accessible, and 88% considered staff to be helpful. Although staff ratings trended higher from 2021 to 2025, none of the changes reached the threshold for statistical significance (Table 26 on next page).

Question 17 In your opinion, was the staff at the City very ____, somewhat ____, or not at all ____.

FIGURE 37 PERCEPTION OF CITY STAFF...

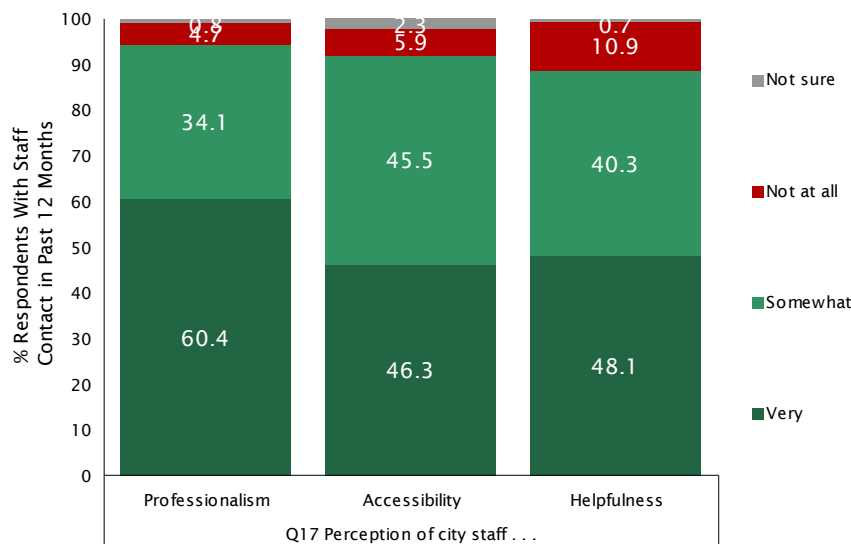


TABLE 26 PERCEPTION OF CITY STAFF... BY STUDY YEAR

	Study Year		Change in % Very + Smwt 2021 to 2025
	2025	2021	
Helpful	88.4	85.0	+3.5
Accessible	91.8	88.5	+3.3
Professional	94.5	92.6	+1.9

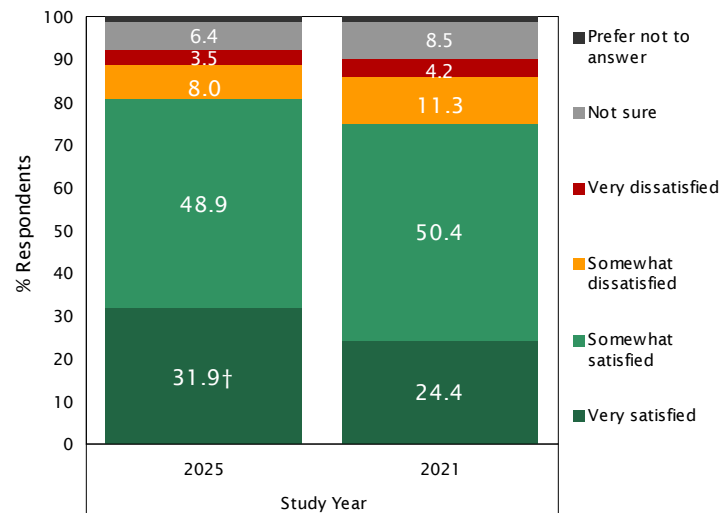
SATISFACTION WITH COMMUNICATION The importance of a city’s communication with its residents cannot be overstated. Much of a city’s success is shaped by the quality of information that is exchanged in both directions, from the city to the community and from the community to the city. This study is just one example of Manhattan Beach’s efforts to enhance the information flow to the City to better understand the community’s concerns, perceptions, and needs. Some of Manhattan Beach’s many efforts to communicate with its residents include its newsletters, timely press releases, social media posts, MBtv, YouTube channel, and its website.

Accordingly, Question 18 asked Manhattan Beach residents to report their satisfaction with city-resident communication. Overall, 81% of respondents indicated they were satisfied with the City’s efforts to communicate with residents through newsletters, the Internet, social media, and other means. The remaining respondents were either dissatisfied with the City’s efforts in this respect (12%), unsure of their opinion (6%), or unwilling to share their opinion (1%).

Driven by an increase in the percentage of residents who were *very* satisfied (+8%), overall satisfaction with city-resident communication was significantly higher in 2025 than 2021 (+6%).

Question 18 Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means?

FIGURE 38 SATISFACTION WITH COMMUNICATION BY STUDY YEAR



† Statistically significant change ($p < 0.05$) between the 2021 and 2025 studies.

The following three figures display how satisfaction with the City's efforts to communicate with residents varied across a number of demographic subgroups. With the exception of residents who were dissatisfied with the City's performance overall, at least three-quarters of residents expressed satisfaction with the City's communication efforts. It is also noteworthy that the newest residents (<5 years), respondents with a child in the household, renters, and those satisfied with the City's overall performance were among the most satisfied subgroups with respect to the City's communication efforts.

FIGURE 39 SATISFACTION WITH COMMUNICATION BY YEARS IN MANHATTAN BEACH, ETHNICITY & GENDER

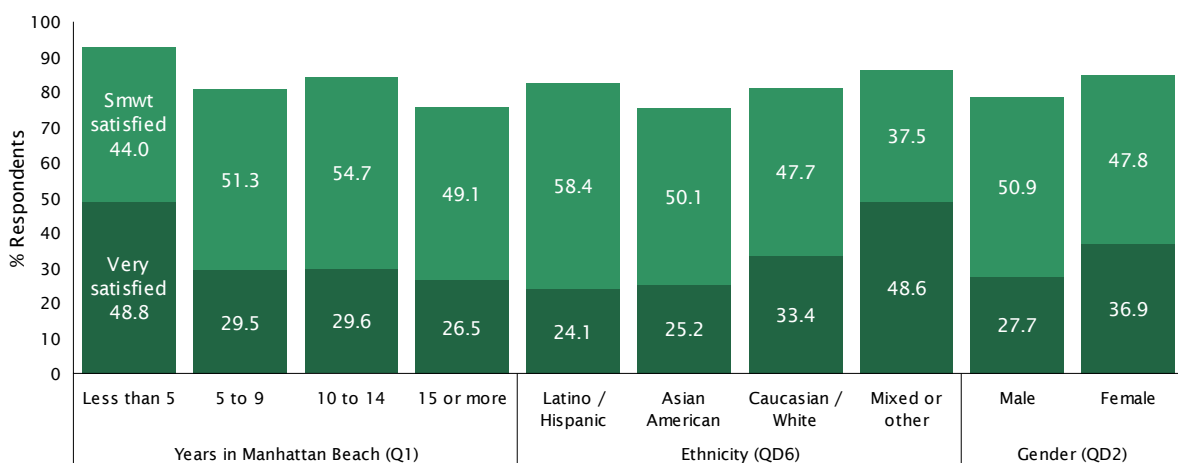


FIGURE 40 SATISFACTION WITH COMMUNICATION BY AGE, CHILD IN HSLD & HOME OWNERSHIP STATUS

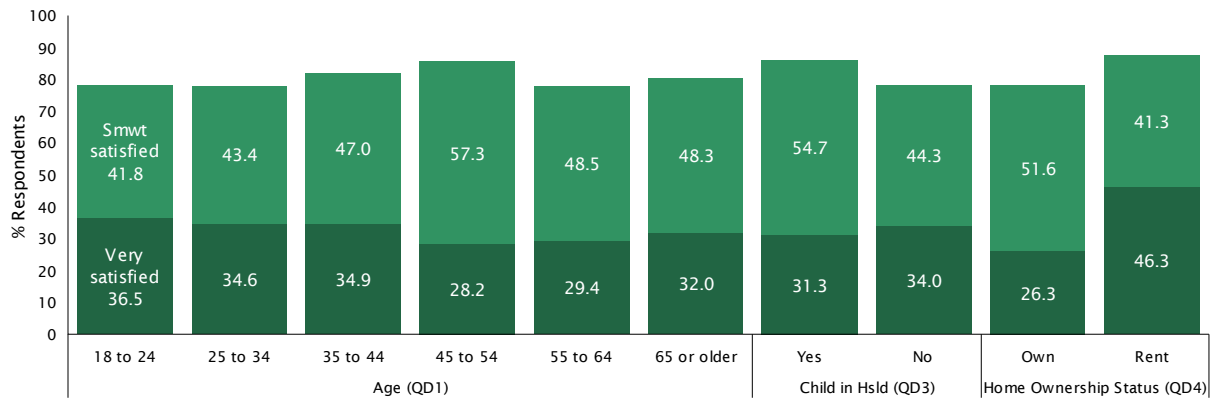
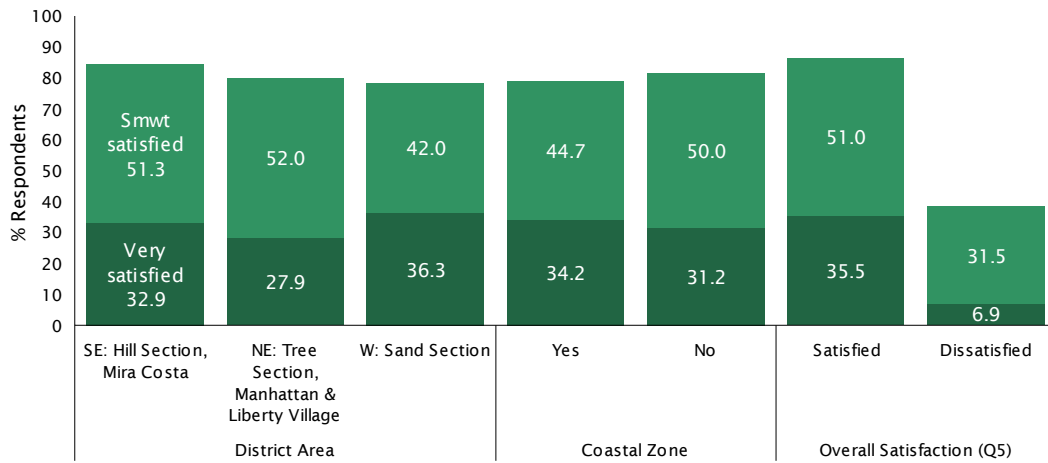


FIGURE 41 SATISFACTION WITH COMMUNICATION BY DISTRICT AREA, COASTAL ZONE & OVERALL SATISFACTION



BACKGROUND & DEMOGRAPHICS

TABLE 27 DEMOGRAPHICS OF SAMPLE BY STUDY YEAR

	Study Year	
	2025	2021
<i>Total Respondents</i>	<i>588</i>	<i>560</i>
Q2 Years in Manhattan Beach		
Less than 5	20.5	16.6
5 to 9	13.5	15.9
10 to 14	9.9	14.5
15 or more	56.0	52.9
Prefer not to answer	0.1	0.1
Age (QD1)		
18 to 24	5.4	5.6
25 to 34	13.6	11.4
35 to 44	20.8	18.8
45 to 54	21.6	23.5
55 to 64	19.0	17.6
65 or older	19.1	20.2
Prefer not to answer	0.5	2.9
Gender (QD2)		
Male	48.8	51.7
Female	49.1	46.0
Non-binary	0.4	0.0
Prefer not to answer	1.8	2.3
Child in Hsld (QD3)		
Yes	36.6	37.9
No	58.1	58.3
Prefer not to answer	5.4	3.8
Home Ownership Status (QD4)		
Own	64.2	66.8
Rent	29.7	29.2
Prefer not to answer	6.1	4.0
Employment Status (QD5)		
Full-time	54.7	55.9
Part-time	9.3	6.1
Student	3.7	3.3
Homemaker	5.9	6.1
Retired	18.5	21.2
In-between jobs	3.1	1.9
Prefer not to answer	4.9	5.4
Ethnicity (QD6)		
Latino / Hispanic	9.8	6.6
Asian American	14.1	11.0
Caucasian / White	67.0	69.1
Mixed or other	6.1	5.3
Prefer not to answer	3.0	7.9
District Area		
SE: Hill Section, Mira Costa	31.0	N/A
NE: Tree Section, Manhattan & Liberty Village	40.1	N/A
W: Sand Section	28.9	N/A
Coastal Zone		
Yes	20.6	N/A
No	79.4	N/A

Table 27 presents the key demographic information collected during the survey by study year. Although the primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics, it was also a means to ensure that the resulting sample matched the profile of Manhattan Beach's adult resident population on key characteristics according to the latest Census estimates.



M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with the City of Manhattan Beach to develop a questionnaire that covered the topics of interest and avoided many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

Some questions asked in this study were presented only to a subset of respondents. For example, only respondents in contact with city staff in the past 12 months (Question 16) were asked about their experiences with staff (Question 17). The questionnaire included with this report (see *Questionnaire & Toplines* on page 45) identifies the skip patterns used during the survey to ensure that each respondent received the appropriate questions.

PROGRAMMING & PRE-TEST Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts interviewers to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled residents. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the City prior to formally beginning the survey.

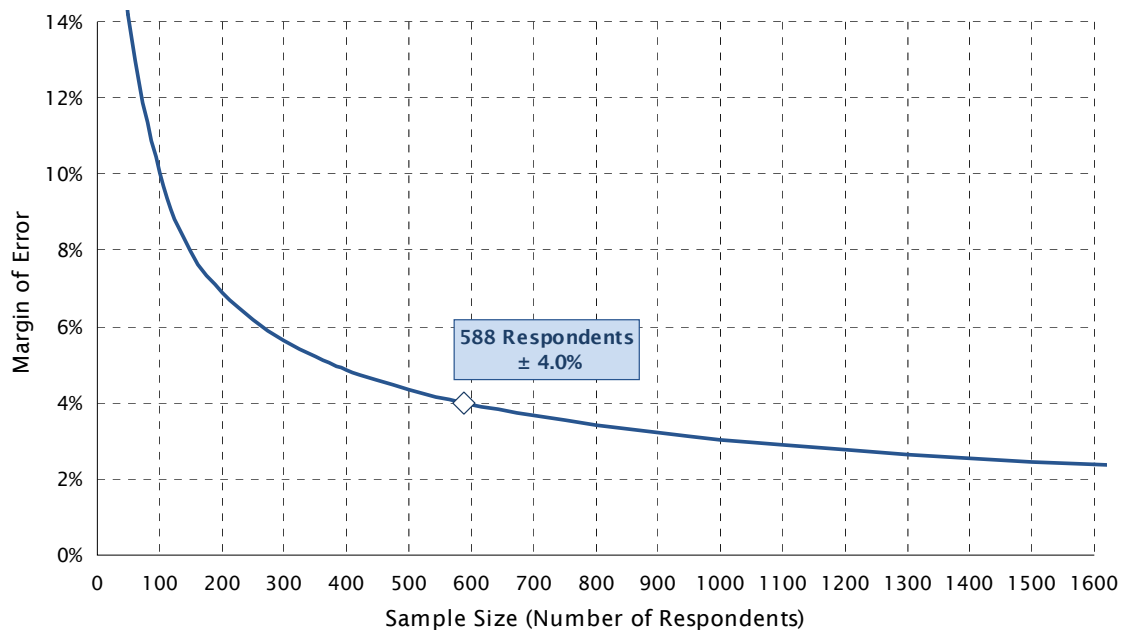
SAMPLE, RECRUITING & DATA COLLECTION A comprehensive database of Manhattan Beach households was utilized for this study, ensuring that all households in Manhattan Beach had the opportunity to be selected to participate in the survey. Once selected at random, contact information was appended to each record including email addresses and telephone numbers for adult residents. Individuals were subsequently recruited to participate in the survey through multiple recruiting methods. Using a combination of email and text invitations, sampled residents were initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each individual was assigned a unique passcode to ensure that only Manhattan Beach residents who received an invitation could access the online survey site, and that the survey could be completed only one time per passcode. Email reminder notices were also sent to encourage participation among those who had yet to take the survey. Following a period of online data collection, True North also placed telephone calls to land lines and cell phone numbers of sampled residents that had yet to participate in the online survey or for whom only telephone contact information was available.

Telephone interviews averaged 18 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. A total of 588 completed surveys were gathered online and by telephone between September 29 and October 6, 2025.

MARGIN OF ERROR DUE TO SAMPLING The results of the survey can be used to estimate the opinions of all adult residents in the City. Because not every adult resident of the City participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 588 adult residents for a particular question and what would have been found if all of the estimated 25,524 adult residents³ had been interviewed.

Figure 42 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is $\pm 4.0\%$ for questions answered by all 588 respondents.

FIGURE 42 MAXIMUM MARGIN OF ERROR



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as length of residence and age of the respondent. Figure 42 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

DATA PROCESSING & WEIGHTING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations. Where appropriate, tests of statistical significance were conducted to evaluate changes in responses between the 2021 and 2025 studies. The final data were weighted to balance the sample by key demographics according to Census estimates.

3. Source: U.S. Census Bureau, 2020 American Community Survey 5-Year Estimates.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas those that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, as needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and figures for a given question. Due to rounding, some figures and narrative include numbers that sum to slightly more or less than 100%.

QUESTIONNAIRE & TOPLINES



City of Manhattan Beach
Community Opinion Survey
Final Toplines (n=588)
October 2025

Section 1: Introduction to Study

Hi, may I please speak to: _____. Hi, my name is _____ and I'm calling from TNR on behalf of the City of Manhattan Beach. The City is conducting a survey of residents about important issues in Manhattan Beach and would like to get your opinions.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: Your answers to the survey will be confidential.

If needed: The survey should take about 12 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If needed: TNR is an independent public opinion research firm. TNR was hired by the City to design and conduct the survey.

Section 2: Quality of Life

I'd like to begin by asking you a few questions about what it is like to live in the City of Manhattan Beach.

Q1 How long have you lived in the City of Manhattan Beach?

1	Less than 1 year	4%
2	1 to 4 years	17%
3	5 to 9 years	14%
4	10 to 14 years	10%
5	15 years or longer	56%
99	Prefer not to answer	0%

Q2 How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?

		Excellent	Good	Fair	Poor	Very poor	Not sure	Prefer not to answer
	<i>Always ask A first, then randomize remaining items</i>							
A	The overall quality of life in Manhattan Beach	54%	43%	4%	0%	0%	0%	0%
B	Manhattan Beach as a place to raise a family	52%	36%	7%	1%	0%	4%	0%
C	Manhattan Beach as a place to work	17%	26%	17%	7%	1%	31%	2%
D	Manhattan Beach as a place to retire	30%	29%	16%	8%	2%	14%	1%
E	Manhattan Beach as a place to shop and dine	35%	44%	18%	3%	0%	0%	0%
F	Manhattan Beach as a place to recreate	46%	38%	8%	1%	1%	5%	1%

Q3	What do you like most about the City of Manhattan Beach that should be preserved in the future? Verbatim responses recorded and later grouped into categories shown below. Categories.	
	Small town feel, charming beach community	21%
	Beach, ocean	16%
	Community, friendly people, family atmosphere	14%
	Public safety, low crime rate	13%
	Low density development, single family homes	9%
	Parks, rec facilities	8%
	Cleanliness, appearance, beauty of City	8%
	Schools, education	8%
	The Strand, pier	6%
	Walkability of commercial, residential areas	6%
	Community events, activities	6%
	Not sure / Cannot think of anything	6%
	Open space, greenbelt	5%
	Outdoor shops, dining options	5%
	Fire, Police services	4%
	Local businesses, downtown area	4%
	Relaxed, casual lifestyle	3%
	Lack of homelessness	3%
	Historical places	2%
	Bike lanes	2%
	Environment, nature	2%
	Improve, maintain roads, sidewalks, streets	2%
Q4	If the city government could change one thing to make Manhattan Beach a better place to live now and in the future, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below. Categories.	
	Address parking issues	12%
	Enforce traffic, e-bike laws	11%
	Limit growth, development	10%
	Improve public safety, more police presence	9%
	Not sure / Cannot think of anything	9%
	Preserve, support outdoor dining	6%
	Provide more affordable housing	4%
	Reduce traffic congestion	4%

Improve bike lane safety	4%
No changes needed / Everything is fine	4%
Encourage, support diversity, address inequity	3%
Attract variety of less expensive restaurants, shops	3%
Improve City planning, development	3%
Improve government leadership, communication	3%
Underground utilities	3%
Address homeless issues	3%
Improve walkability, sidewalks	3%
Reduce cost of living	3%
Improve, maintain infrastructure	3%
Add, improve parks, rec facilities	3%
Improve, provide more dog parks, dog friendly spaces	3%
Reduce taxes, fees	2%
Improve public transit	2%
Beautify City, cleanliness, landscaping	2%
Increase, support small businesses	2%
Improve quality of education	2%
Provide more activities, events for all ages	2%
Preserve City history, small-town feeling	2%
Improve traffic signage, lights	2%
Reduce tourism	2%

Section 3: City Services

Next, I would like to ask a series of questions about services provided by the City of Manhattan Beach.

Q5 Generally speaking, are you satisfied or dissatisfied with the job the City of Manhattan Beach is doing to provide city services? *Get answer, then ask:* Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

1	Very satisfied	39%
2	Somewhat satisfied	47%
3	Somewhat dissatisfied	7%
4	Very dissatisfied	3%
98	Not sure	3%
99	Prefer not to answer	1%

<i>Split Sample for Q6. Sample A receives items A-L, Sample B receives items M-W.</i>							
Q6	For each of the services I read, please tell me how satisfied you are with the job the City is doing to provide the service.						
	Are you satisfied or dissatisfied with the City's efforts to: _____, or do you not have an opinion? <i>Get answer. If 'satisfied' or 'dissatisfied', then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>						
	<i>Randomize</i>	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Not sure	Prefer not to answer
A	Enforce traffic laws	26%	29%	20%	16%	8%	0%
B	Provide neighborhood police patrols	31%	33%	18%	6%	13%	0%
C	Provide emergency medical services	50%	26%	1%	1%	20%	1%
D	Prepare the City for emergencies	28%	30%	8%	2%	32%	0%
E	Maintain sewer and storm drain systems	40%	34%	5%	5%	14%	1%
F	Maintain parks and open spaces	50%	38%	9%	4%	0%	0%
G	Provide special events such as concerts in the park and holiday fireworks	65%	26%	4%	2%	2%	1%
H	Provide a variety of recreation programs for all ages	48%	34%	7%	3%	8%	0%
I	Provide services and programs for seniors	21%	21%	4%	3%	50%	2%
J	Protect the environment	33%	37%	7%	2%	21%	0%
K	Provide cultural and arts opportunities	33%	37%	11%	3%	15%	1%
L	Maintain a low crime rate	46%	31%	15%	6%	2%	0%
M	Provide fire protection and prevention services	66%	20%	1%	1%	11%	0%
N	Enforce animal control laws such as leash-laws and waste cleanup	28%	30%	24%	5%	13%	0%
O	Maintain and repair local streets and roads	31%	49%	16%	3%	1%	0%
P	Remove graffiti	53%	26%	1%	1%	18%	1%
Q	Maintain public athletic fields	39%	34%	3%	2%	21%	1%
R	Address homelessness	27%	40%	14%	8%	11%	1%
S	Keep public buildings, parks and facilities clean and attractive	45%	44%	7%	2%	2%	0%
T	Preserve the City's small, beach-town character	29%	40%	16%	12%	3%	0%
U	Provide a variety of public art	32%	37%	12%	1%	17%	1%
V	Provide after-school programs and diversion programs for youth	22%	22%	6%	1%	47%	1%
W	Address bike safety and e-bikes	11%	27%	25%	31%	5%	0%

Q7	Overall, how safe is the City of Manhattan Beach as a place to live? Would you say it is very safe, somewhat safe, somewhat unsafe, or very unsafe?		
	1	Very safe	62%
	2	Somewhat safe	32%
	3	Somewhat unsafe	5%
	4	Very unsafe	1%
	99	Prefer not to answer	0%

Section 4: Spending Priorities

The City of Manhattan Beach has limited financial resources to provide the services and programs desired by residents. Because it can't fund every service, program and project, the City must set priorities.

Q8 As I read each of the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for future city spending. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities.

Here is the (first/next) one:_____. Should this item be a high, medium or low priority for the City – or should the City not spend any money on this item?

		High priority	Medium priority	Low priority	Should not spend money	Not sure	Prefer not to answer
	<i>Randomize</i>						
A	Reconstruct and improve the City's swimming pool – Begg Pool	26%	34%	25%	7%	7%	0%
B	Fix potholes and repair and improve city streets and sidewalks	62%	30%	7%	0%	0%	0%
C	Renovate and improve the Joslyn Community Center	9%	30%	37%	12%	11%	1%
D	Renovate and improve the Manhattan Heights Community Center	8%	31%	38%	11%	12%	0%
E	Renovate and improve the Manhattan Beach Art Center	5%	27%	45%	13%	10%	0%
F	Renovate and improve Live Oak Park facilities, including the Ceramics Studio, tennis and racquet courts, and REC Program activity space	15%	40%	32%	7%	6%	0%
G	Replace the Pay 'N' Play at Marine Avenue Park with open space, with the possibility of also adding a futsal court	6%	18%	34%	19%	22%	1%
H	Restore and enhance nature areas	29%	47%	17%	5%	1%	0%
I	Improve the maintenance of parks and park amenities including restrooms, sports courts, and dog runs	38%	49%	10%	2%	1%	0%
J	Redesign public spaces to allow for outdoor dining areas	38%	26%	25%	10%	1%	0%

K	Create a Manhattan Beach Historical Museum to preserve and store historical documents	7%	21%	45%	23%	2%	0%
L	Repair and upgrade the City's sewer and wastewater systems	43%	37%	10%	2%	9%	0%
M	Provide low-cost, on-demand rideshare services so residents can visit restaurants, shops, and business areas in the City without having to park a vehicle	27%	24%	27%	19%	2%	0%
Q9	The City of Manhattan Beach has money set aside to improve local library facilities and services. Because it has limited funding, however, the City must set priorities. As I read each of the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for the future. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities. Here is the (first/next) one: _____. Should this item be a high, medium or low priority for the library – or should no money be spent on this item?						
	<i>Randomize</i>	High priority	Medium priority	Low priority	Should not spend money	Not sure	Prefer not to answer
A	Expanding programs, activities, and events for children	28%	40%	18%	6%	8%	0%
B	Expanding programs, activities, and events for teens	21%	42%	21%	7%	8%	0%
C	Expanding programs, activities, and events for adults	16%	37%	33%	9%	5%	0%
D	Expanding the Manhattan Beach Library Speaker Series	6%	23%	40%	21%	9%	0%
E	Expanding hours of service	12%	29%	33%	16%	11%	0%
F	Providing additional study rooms	7%	26%	35%	21%	11%	0%
G	Repairing and improving the current Manhattan Beach Library facility	12%	31%	35%	17%	6%	0%
H	Building and operating a cultural library on the east side of Manhattan Beach	7%	17%	35%	36%	5%	0%
I	Preserving and improving access to the City's Historical Collection	5%	26%	43%	21%	6%	0%
J	Adding a new library	5%	10%	33%	48%	5%	0%

Q10	The City of Manhattan Beach is exploring the idea of offering low-cost, on-demand rideshare services so residents can visit restaurants, shops, the beach, and key destinations in the City without having to park a vehicle.		
	Would you or others in your household be very interested, somewhat interested, or not interested in using this service?		
	1	Very interested	32%
	2	Somewhat interested	32%
	3	Not interested	33%
	98	Not sure	3%
	99	Prefer not to answer	0%

Section 5: Short-Term Vacation Rentals

Q11	Short-term rentals are banned in the City, outside of the Coastal Zone (residential areas near the Strand).		
	The 2028 Summer Olympics and 2026 FIFA World Cup will be held in Los Angeles. The City is considering allowing limited short-term vacation rentals on a temporary basis for these events – for 2-3 weeks prior to and 2 weeks after each event – with certain regulations and restrictions.		
	In general, would you support or oppose the City allowing residents to rent their properties on a short-term basis during these events? <i>Get answer, then ask: Would that be strongly (support/oppose) or somewhat (support/oppose)?</i>		
	1	Strongly support	28%
	2	Somewhat support	30%
	3	Somewhat oppose	12%
Q12	4	Strongly oppose	28%
	98	Not sure	2%
	99	Prefer not to answer	0%
	During the Olympics and World Cup, the City of Manhattan Beach will need to provide additional public safety services for security and emergency medical. The taxes generated by short-term vacation rentals during this period will help cover the costs of providing additional public safety services.		
	Knowing this, would you support or oppose the City allowing residents to rent their properties on a short-term basis during these events? <i>Get answer, then ask: Would that be strongly (support/oppose) or somewhat (support/oppose)?</i>		
	1	Strongly support	33%
	2	Somewhat support	33%
	3	Somewhat oppose	11%
	4	Strongly oppose	21%
	98	Not sure	2%
	99	Prefer not to answer	0%

Q13	If the City were to allow short-term vacation rentals during the Olympics and World Cup, are you likely to rent your Manhattan Beach property on a short-term basis during these events?		
	1	Yes	12%
	2	No	64%
	98	Not sure	21%
	99	Prefer not to answer	3%

Section 6: Project Pulse

Q14	The City of Manhattan Beach is exploring redevelopment of two of its properties in Downtown: the Parking Lot 3 site on Morningside Drive and 400 Manhattan Beach Boulevard (formerly US Bank), which are both across from Metlox. The City has started a community outreach campaign to explore future land uses and would like to know your opinion on the redevelopment options currently being considered. As I read the following options, please indicate whether you think it should be a high, medium, or low priority for the community. Here is the (first/next) one: _____. Should this item be a high, medium or low priority for these sites – or should this option not be a priority?						
	<i>Randomize</i>	High priority	Medium priority	Low priority	Should not be a priority	Not sure	Prefer not to answer
A	Parking structure	39%	26%	21%	13%	2%	0%
B	Commercial development like Metlox with retail shopping and restaurants	21%	36%	23%	18%	2%	0%
C	Cultural arts and community space	10%	28%	28%	31%	3%	0%
D	Hotel	5%	14%	40%	39%	2%	0%
E	Multi-family residential housing	13%	15%	22%	48%	2%	0%
F	Open space/park	27%	33%	23%	15%	2%	0%
G	Private social club	5%	8%	29%	56%	1%	0%
H	Visitor center	3%	9%	40%	45%	2%	0%

Section 7: Local Governance & Customer Service

Next, I'm going to read you a series of statements about the City of Manhattan Beach. For each, I'd like you to tell me whether you agree or disagree with the statement.

Q15 Here is the (first/next) one: _____. Do you agree or disagree, or do you not have an opinion? *If agree or disagree, ask: Would that be strongly (agree/disagree) or somewhat (agree/disagree)?*

		Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Not sure	Prefer not to answer
	<i>Randomize</i>						
A	The City is responsive to residents' needs	17%	47%	14%	8%	14%	0%
B	The City manages its finances well	10%	35%	16%	6%	32%	1%
C	The City listens to residents when making important decisions	15%	42%	17%	10%	15%	1%
D	I trust the City of Manhattan Beach	22%	50%	12%	6%	9%	0%

Q16 In the past 12 months, have you been in contact with staff from the City of Manhattan Beach?

	1	Yes	46%	Ask Q17
	2	No	49%	Skip to Q18
	98	Not sure	3%	Skip to Q18
	99	Prefer not to answer	2%	Skip to Q18

Q17 In your opinion, was the staff at the City very _____, somewhat _____, or not at all _____. *Read one item at a time, continue until all items are read.*

		Very	Somewhat	Not at all	Not sure	Prefer not to answer
	<i>Randomize</i>					
A	Helpful	48%	40%	11%	0%	0%
B	Professional	60%	34%	5%	1%	0%
C	Accessible	46%	45%	6%	2%	1%

Q18 Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means? *Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?*

	1	Very satisfied	32%
	2	Somewhat satisfied	49%
	3	Somewhat dissatisfied	8%
	4	Very dissatisfied	4%
	98	Not sure	6%
	99	Prefer not to answer	1%

Section 8: Background & Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1	In what year were you born? Year coded into age categories shown below.		
	18 to 24		5%
	25 to 34		14%
	35 to 44		21%
	45 to 54		22%
	55 to 64		19%
	65 or older		19%
	Prefer not to answer		1%
D2	What is your gender?		
	1	Male	49%
	2	Female	49%
	3	Non-binary	<1%
	99	Prefer not to answer	2%
D3	Do you have one or more children under the age of 18 living in your household?		
	1	Yes	37%
	2	No	58%
	99	Prefer not to answer	5%
D4	Do you own or rent your residence in Manhattan Beach?		
	1	Own	64%
	2	Rent	30%
	99	Prefer not to answer	6%

D5	Which of the following best describes your employment status? Would you say you are employed full-time, part-time, a student, a homemaker, retired, or are you in-between jobs right now?		
	1	Employed full-time	55%
	2	Employed part-time	9%
	3	Student	4%
	4	Homemaker	6%
	5	Retired	18%
	6	In-between jobs	3%
	99	Prefer not to answer	5%
D6	What ethnic group do you consider yourself a part of or feel closest to? <i>Read list if respondent hesitates</i>		
	1	Latino/Hispanic	10%
	2	Asian American -- Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	14%
	3	Caucasian/White	67%
	4	African-American/Black	3%
	5	American Indian or Alaskan Native	<1%
	6	Pacific Islander	<1%
	7	Middle Eastern	1%
	8	Mixed Heritage	2%
	98	Other	<1%
	99	Prefer not to answer	3%
Those are all of the questions that I have for you! Thanks so much for participating in this important survey! This survey was conducted for the City of Manhattan Beach			

Post-Interview & Sample Items

S1	District Area		
	1	Southeast (Hill Section, Mira Costa)	31%
	2	Northeast (Tree Section, Manhattan & Liberty Village)	40%
	3	West area (Sand Section)	25%
	4	Northwest area (North Sand Section)	4%

S2	Coastal Zone		
	1	Yes	21%
	2	No	79%