

SURVEY RESPONSES

Telephone survey of 403 likely Santa Monica voters, fielded between 2/7 and 2/10. MOE: +/- 1.1.

QUESTION 1:

Would you say that Santa Monica needs more hotels, fewer hotels, or has just the right number of hotels?

	Total Pct
1. More Hotel Development	6%
2. Less Hotel Development	37.7%
3. Just the Right Amount of Hotel Development	40%
4. Unsure	9.9%
5. Refused	6.5%
TOTAL*	100%

QUESTION 3:

Knowing that Local 11 supports more hotel development in Santa Monica and the relaxing building height restrictions, would you say the union should have more influence with Santa Monica City Council, or less influence?

	Total Pct
1. More Influence with City Council	12.4%
2. Less Influence with City Council	57.6%
3. Unsure	20.1%
4. Refused	9.9%
TOTAL	100%

QUESTION 5:

When hotels don't submit to Local 11's advances, the union has used controversial tactics—including waking up guests and neighbors with early-morning bullhorns—to increase the pressure. The union demanded an exception to the city noise ordinance to be able to continue this behavior. Would you say that you:

	Total Pct
1. Support Local 11's use of bullhorns and noisy protests	8.9%
2. Don't Support Local 11's use of bullhorns and noisy protests	73.5%
3. Unsure	5.7%
4. Refused	11.9%
TOTAL	100%

*Percentages may not add up to 100 due to rounding.

QUESTION 2:

Knowing that Local 11 supports more hotel development in Santa Monica and the relaxing building height restrictions, would you say that you support or oppose Local 11's agenda for more tall hotels?

	Total Pct
1. Strongly Support	5.7%
2. Somewhat Support	4%
3. Somewhat Oppose	11.4%
4. Strongly Oppose	62.5%
5. Unsure	8.4%
6. Refused	8.1%
TOTAL	100%

QUESTION 4:

If you knew that a Santa Monica council member was supportive of Local 11's pro-development agenda, would you be more or less likely to support them?

	Total Pct
1. More likely to support the Council Member	6.7%
2. Less Likely to support the Council Member	64.4%
3. No more or less likely	7.4%
4. Unsure	12.1%
5. Refused	9.4%
TOTAL	100%