

Table 1-1  
 Q.1 - Are you currently a resident of Hermosa Beach?  
 Base: Those answering

Hermosa Beach Residents																		
Age		Age Group		Kids		Define Upper Pier		Crime Problem		Times per Month		Prefer Mixed Use on Pier						
Total	<30	31-40	41-50	51+	<41	41+	Yes	No	Yes	No	<13	13+	Yes	No	Total			
**A**	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**	**S**
479	42	146	148	136	188	284	259	211	183	112	142	167	283	209	195	331	125	92
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
479	42	146	148	136	188	284	259	211	183	112	142	167	283	209	195	331	125	-
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
S	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	92
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%
																		A

Table 2-1  
 Q.2 - What is your age?  
 Base: Those answering

Hermosa Beach Residents

Age		Age Group		Kids		PCH to		Crime Problem		Times per Month		Prefer Mixed Use on Pier		Non-Rsdnt					
31-40	41-50	51+	<41	41+	Yes	No	Mont- Manh- Herm- erey attan osa	Yes	No	<13	13+	Yes	No	Total	Total				
**A**	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**	**S**	**T**
472	42	146	148	136	188	284	257	211	182	111	142	166	279	208	194	326	123	91	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
42	42	-	-	-	42	-	1	41	16	11	14	7	32	17	16	26	13	24	
8.9%	100%				22.3%		0.4%	19.4%	8.8%	9.9%	9.9%	4.2%	11.5%	8.2%	8.2%	8.0%	10.6%	26.4%	
CDE					G		H						M					A	
3	3	-	-	-	3	-	-	3	-	-	2	2	-	1	-	1	1	3	
0.6%	7.1%				1.6%		1.4%				1.4%	1.2%		0.5%		0.3%	0.8%	3.3%	
cde					g		h												
39	39	-	-	-	39	-	1	38	16	11	12	5	32	16	16	25	12	21	
8.3%	92.9%				20.7%		0.4%	18.0%	8.8%	9.9%	8.5%	3.0%	11.5%	7.7%	8.2%	7.7%	9.8%	23.1%	
CDE					G		H						M					A	
146	-	146	-	-	146	-	74	70	62	34	36	47	93	77	48	104	33	23	
30.9%		100%			77.7%		28.8%	33.2%	34.1%	30.6%	25.4%	28.3%	33.3%	37.0%	24.7%	31.9%	26.8%	25.3%	
BDE		G					I						N	P					
148	-	148	-	-	148	-	148	107	40	58	48	67	72	62	62	92	49	21	
31.4%		100%			52.1%		52.1%	41.6%	19.0%	31.9%	33.8%	40.4%	25.8%	29.8%	32.0%	28.2%	39.8%	23.1%	
S		BCE			F		F	I					N					Q	
136	-	136	-	136	-	136	75	60	46	31	44	45	82	52	68	104	28	23	
28.8%		100%			77.2%		47.9%	29.2%	28.4%	25.3%	27.9%	31.0%	27.1%	29.4%	25.0%	35.1%	31.9%	22.8%	25.3%
		BCD			F		F							O	R				
105	-	105	-	105	-	105	55	50	35	24	33	37	62	40	54	81	20	17	
22.2%		77.2%			37.0%		37.0%	21.4%	23.7%	19.2%	21.6%	23.2%	22.2%	19.2%	27.8%	24.8%	16.3%	18.7%	
		BCD			F		F							O	R				
31	-	31	-	31	-	31	20	10	11	7	11	8	20	12	14	23	8	6	
6.6%		22.8%			10.9%		10.9%	7.8%	4.7%	6.0%	6.3%	7.7%	4.8%	7.2%	5.8%	7.2%	6.5%	6.6%	
		BCD			F		F							O	R				
45.0	25.0	35.5	45.5	60.7	33.2	52.8	47.1	42.3	44.2	44.7	45.7	45.7	44.4	43.9	46.6	45.5	44.3	41.4	
S					B		F	I						O					
43.9	25.2	35.5	45.5	60.1	34.2	49.6	45.5	39.3	43.0	43.7	44.9	44.9	42.8	42.5	45.8	44.2	43.8	39.4	
11.9	1.7	-	-	5.0	4.4	8.4	10.4	13.1	11.6	11.9	12.3	10.6	12.5	11.6	12.0	12.1	11.6	13.9	
0.55	0.26	-	-	0.43	0.32	0.50	0.65	0.90	0.86	1.13	1.03	0.82	0.75	0.80	0.86	0.67	1.05	1.46	

Significance Tests at .95 (UPPER) and .90 (lower): B/C/D/E, F/G, H/I, J/K/L, M/N, O/P, Q/R, A/S  
 CIDR Systems, Inc. -- www.cidrsystems.com -- Upper Pier Avenue Committee Survey -- Banner 2 -- 7/18/07

Table 3-1  
 Q.3 - Do you have children?  
 Base: Those answering

Hermosa Beach Residents																			
Age		Age Group		Kids		Define Upper Pier		Crime Problem		Times per Month Visit Pier		Prefer Mixed Use on Pier		Non-Rsdnt					
Total	470	42	144	147	135	186	282	259	211	182	110	142	165	277	207	194	325	122	92
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	259	1	74	107	75	182	259	-	105	46	88	88	106	135	118	106	178	66	39
	55.1%	2.4%	51.4%	72.8%	55.6%	40.3%	64.5%	100%	57.7%	41.8%	62.0%	64.2%	48.7%	48.7%	57.0%	54.6%	54.8%	54.1%	42.4%
	S	B	BCE	B	F	I	I		K	K	K	K	N	N					
No	211	41	70	40	60	111	100	-	211	77	64	54	59	142	89	88	147	56	53
	44.9%	97.6%	48.6%	27.2%	44.4%	59.7%	35.5%	100%	42.3%	58.2%	38.0%	35.8%	51.3%	51.3%	43.0%	45.4%	45.2%	45.9%	57.6%
	CDE	D	D	D	G	G	H	H	JL	JL	M	M	M	M					





Table 5-1  
 Q.5 - How do you define Upper Pier Avenue?  
 Base: Those answering

Hermosa Beach Residents																				
Define Upper Pier																				
PCH to																				
Mont- Manh- Herm-																				
erey attan osa																				
Yes No <13 13+ Yes No Total																				
**A** **B** **C** **D** **E** **F** **G** **H** **I** **J** **K** **L** **M** **N** **O** **P** **Q** **R** **S**																				
Age																				
Group																				
Kids																				
Age																				
Group																				
Crime Problem																				
Times per Month Visit Pier																				
Mixed Use on Pier																				
Non-Rsdht																				
Total	467	100%	41	142	148	134	183	282	256	207	183	112	142	163	277	206	194	322	123	87
PCH to Monterey	183	39.2%	16	62	58	46	78	104	105	77	183	-	-	61	110	76	84	132	43	27
PCH to Hermosa Ave	142	30.4%	14	36	48	44	50	92	88	54	-	-	142	54	81	70	53	92	42	35
PCH to Manhattan Ave	112	24.0%	11	34	35	31	45	66	46	64	-	112	-	36	70	49	46	80	28	18
Other, please specify	30	6.4%	-	10	7	13	10	20	17	12	-	-	-	12	16	11	11	18	10	7



Table 7-1

Q.7 - Do you think the residents of Hermosa Beach would benefit if the city constructs a new parking structure adjacent to Pier Avenue on City property (at the civic center or community center)?

Base: Those answering

Hermosa Beach Residents																			
Age		Age Group		Kids		Define Upper Pier		Crime Problem		Times per Month		Prefer							
<30	31-40	41-50	51+	<41	41+	Yes	No	Yes	No	<13	13+	Yes	No						
**A**	**B**	**C**	**D**	**E**	**F**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**						
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%						
Total	460	40	138	142	133	178	275	248	203	173	110	136	164	280	200	187	326	125	82
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	276	28	82	78	81	110	159	146	125	98	70	84	80	185	109	123	213	58	64
60.0%	70.0%	59.4%	54.9%	60.9%	61.8%	57.8%	58.9%	58.9%	61.6%	56.6%	63.6%	61.8%	48.8%	56.1%	54.5%	65.8%	65.3%	46.4%	78.0%
No	184	12	56	64	52	68	116	102	78	75	40	52	84	95	91	64	113	67	18
40.0%	30.0%	40.6%	45.1%	39.1%	38.2%	42.2%	41.1%	38.4%	43.4%	36.4%	38.2%	38.2%	51.2%	33.9%	45.5%	34.2%	34.7%	53.6%	22.0%

Table 8-1

Q.8 - Do you think the City should widen the sidewalks on Pier Avenue to create a more "pedestrian friendly" atmosphere?  
 Base: Those answering

Hermosa Beach Residents																			
		Age		Kids		Define Upper Pier		Crime		Times per Month		Prefer							
		Group		Age		FCH to		Problem		Visit Pier		Mixed Use on Pier							
		Age		Kids		Mont- Manh- Herm-		Yes No		<13 13+		Yes No							
		Group		Age		attan osa		Yes No		13+ 13+		Yes No							
		Group		Age		erey attan osa		Yes No		13+ 13+		Yes No							
		Group		Age		erey attan osa		Yes No		13+ 13+		Yes No							
		Group		Age		erey attan osa		Yes No		13+ 13+		Yes No							
		Group		Age		erey attan osa		Yes No		13+ 13+		Yes No							
Total	463	40	139	144	133	179	277	251	203	176	109	139	166	280	201	190	327	125	83
Yes	279	29	85	89	71	114	160	149	125	95	66	91	86	181	126	112	207	64	60
No	184	11	54	55	62	65	117	102	78	81	43	48	80	99	75	78	120	61	23
	39.7%	27.5%	38.8%	38.2%	46.6%	36.3%	42.2%	40.6%	38.4%	46.0%	39.4%	34.5%	48.2%	35.4%	37.3%	41.1%	36.7%	48.8%	27.7%



Table 10-1  
 Q.10 - If the sidewalks are widened, do you think the City should permit outdoor sales and art displays on the sidewalks on Pier Avenue?  
 Base: Those answering

Hermosa Beach Residents																		
Age		Age Group		Kids		Define Upper Pier		Crime Problem		Times per Month		Prefer Mixed Use						
Age		Age Group		Kids		PCH to		Problem		Visit Pier		on Pier						
Age		Age Group		Kids		Mont- Manh- Herm-		Yes No		<13 13+		Yes No						
Age		Age Group		Kids		erey attan osa		Yes No		<13 13+		Yes No						
Age		Age Group		Kids		**J** **L** **M** **N** **O** **P** **Q** **R** **S**		Yes No		<13 13+		Yes No						
Total	<30	31-40	41-50	51+	<41	41+	Yes	No	Yes	No	<13	13+	Yes	No	Total			
**A**	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**	**S**	
461	40	139	143	132	179	275	249	203	176	109	137	164	280	201	188	325	125	82
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
264	27	88	78	66	115	144	142	117	100	66	75	77	177	123	94	200	59	51
57.3%	67.5%	63.3%	54.5%	50.0%	64.2%	52.4%	57.0%	57.6%	56.8%	60.6%	54.7%	47.0%	63.2%	61.2%	50.0%	61.5%	47.2%	62.2%
E	E	E	E	E	G	G	G	G	G	G	G	M	P	P	R	R	R	R
197	13	51	65	66	64	131	107	86	76	43	62	87	103	78	94	125	66	31
42.7%	32.5%	36.7%	45.5%	50.0%	35.8%	47.6%	43.0%	42.4%	43.2%	39.4%	45.3%	53.0%	36.8%	38.8%	50.0%	38.5%	52.8%	37.8%
BC	BC	BC	BC	BC	BC	F	F	F	F	F	F	N	N	N	O	O	O	Q





Q.13 - Do you consider crime (including vandalism and rowdy behavior by apparently intoxicated people) a significant problem on Upper Pier Avenue?  
 Base: Those answering

Hermosa Beach Residents																		
Define Upper Pier																		
PCH to																		
Mont- Manh- Herm-																		
erey attan osa																		
Yes No <13 13+ Yes No Total																		
**A** **B** **C** **D** **E** **F** **G** **H** **I** **J** **K** **L** **M** **N** **O** **P** **Q** **R** **S																		
Age																		
Group																		
Kids																		
Age																		
Group																		
Times per Month Visit Pier on Pier Mixed Use Non-Rsdnt																		
Crime Problem																		
Yes No																		
Total																		
450	39	140	139	127	179	266	241	201	171	106	135	167	283	197	185	324	121	75
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
167	7	47	67	45	54	112	106	59	61	36	54	167	-	68	76	103	61	15
37.1%	17.9%	33.6%	48.2%	35.4%	30.2%	42.1%	44.0%	29.4%	35.7%	34.0%	40.0%	100%	34.5%	41.1%	31.8%	50.4%	20.0%	
S	B	BCE	B	F	I	H						N					Q	
283	32	93	72	82	125	154	135	142	110	70	81	-	283	129	109	221	60	60
62.9%	82.1%	66.4%	51.8%	64.6%	69.8%	57.9%	56.0%	70.6%	64.3%	66.0%	60.0%	100%	65.5%	58.9%	68.2%	49.6%	80.0%	
CDE	D	D	D	G	H							M			R		A	

Table 14-1

Q.14 - Do you believe crime (including vandalism and rowdy behavior by apparently intoxicated people) is increasing, staying about the same, or decreasing on Upper Pier Avenue?

Base: Those answering

Hermosa Beach Residents

Age		Age Group		Kids		Define Upper Pier		Times per Month		Prefer		Non-Rsdnt						
<30	31-40	41-50	51+	<41	41+	Yes	No	Crime Problem	Yes	No	<13	13+	Yes	No	Total			
**A**	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**	**S**
447	39	138	139	126	177	265	241	198	169	107	133	164	280	195	184	323	120	70
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
154	4	46	61	41	50	102	88	61	57	35	46	115	38	57	74	94	56	10
34.5%	10.3%	33.3%	43.9%	32.5%	28.2%	38.5%	36.5%	30.8%	33.7%	32.7%	34.6%	70.1%	13.6%	29.2%	40.2%	29.1%	46.7%	14.3%
S	B	Bce	B	B	F	F	F	F	N	N	N	N	N	O	O	O	O	Q
268	29	88	71	78	117	149	144	122	101	68	81	47	219	132	97	209	59	53
60.0%	74.4%	63.8%	51.1%	61.9%	66.1%	56.2%	59.8%	61.6%	59.8%	63.6%	60.9%	28.7%	78.2%	67.7%	52.7%	64.7%	49.2%	75.7%
D	D	D	d	d	G	G	G	G	M	M	M	M	M	P	P	P	R	A
25	6	4	7	7	10	14	9	15	11	4	6	2	23	6	13	20	5	7
5.6%	15.4%	2.9%	5.0%	5.6%	5.6%	5.3%	3.7%	7.6%	6.5%	3.7%	4.5%	1.2%	8.2%	3.1%	7.1%	6.2%	4.2%	10.0%
Cd	Cd	Cd	Cd	Cd	Cd	Cd	Cd	Cd	h	h	h	h	M	M	O	O	O	O





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Base: Those answering
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Base: Those answering
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Base: Those answering

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Base: Those answering
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Base: Those answering
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\*\*\*\* Mean Summary \*\*\*\*  
Base: Those answering
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Base: Those answering