

## RESIDENT SURVEY RESULTS

### Overview

### Survey Respondent Characteristics

### Issue Importance

### Issue Importance Across Respondent Groups

### Opinions on Specific Issues

## OVERVIEW

In September 2008, West Pasadena Resident's Association (WPRA) mailed a survey to all residential households in 91105 zip code asking what residents think about issues facing Pasadena. Of 4,800 surveys mailed, 979 were returned by the October 2008 response deadline.

Crime, traffic, and development were the top concerns. In addition, West Pasadena residents expressed a desire to improve public education in Pasadena and encourage recycling.

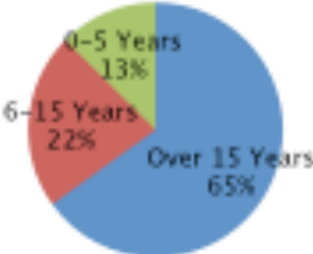
The survey results will help guide WPRA's future advocacy. Pasadena's General Plan update process will give neighbors a forum to address concerns about traffic and the scale of new development. The WPRA will use the survey results to advocate for reasonable limits on the scale of new development and good design for future development.

The WPRA's Board of Directors extends its sincere thanks and gratitude to WPRA member **Laura Kaufman**, who volunteered countless hours to organize and tabulate the survey results.

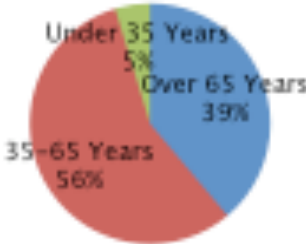
[Back to Top](#)

# SURVEY RESPONDENT CHARACTERISTICS

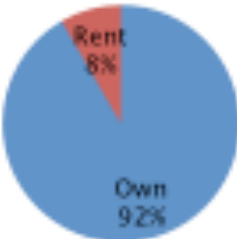
## Years In Pasadena



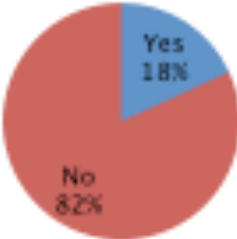
## Age



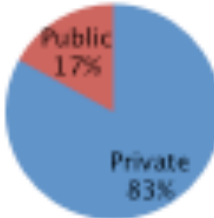
## Rent/Own



## Children?

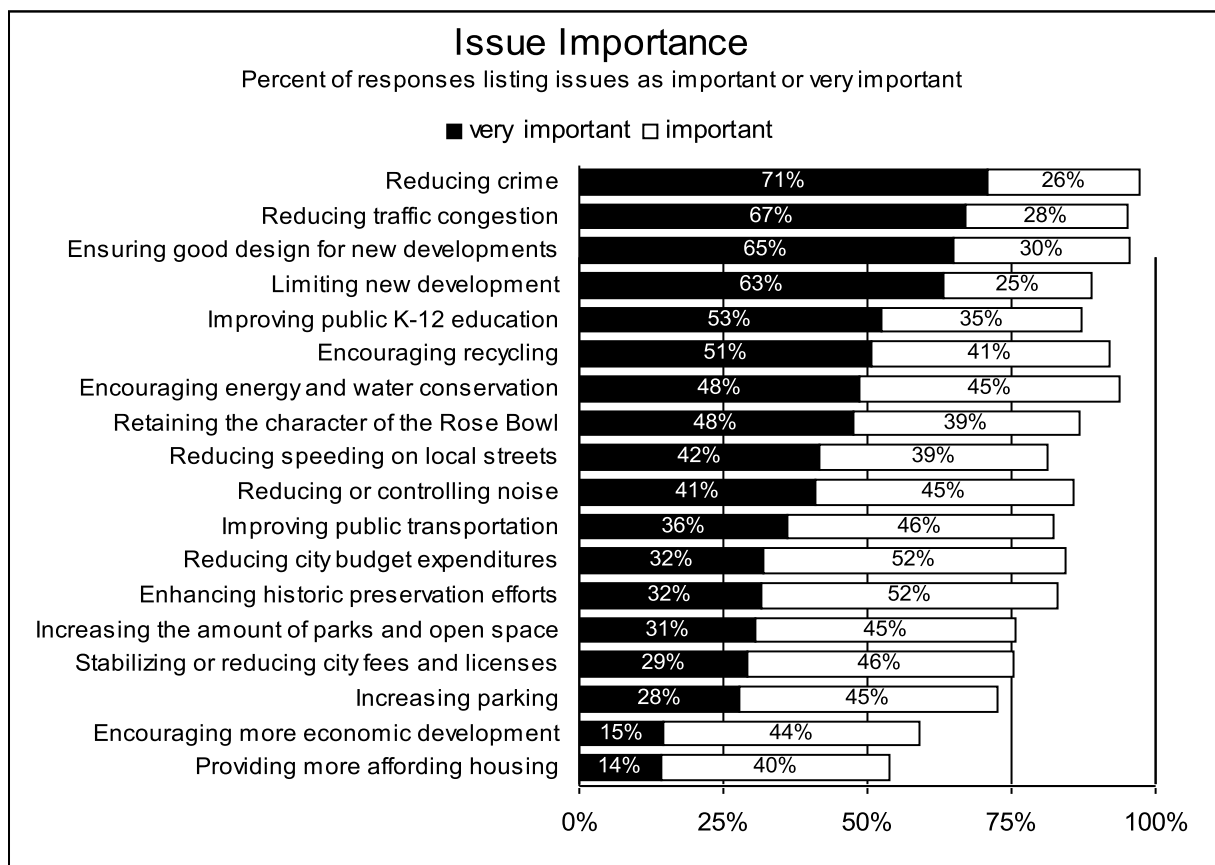


## In Public/Private School



[Back to Top](#)

# ISSUE IMPORTANCE



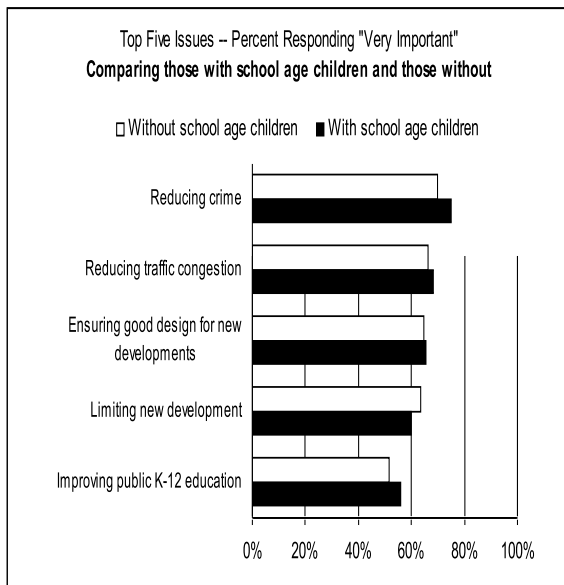
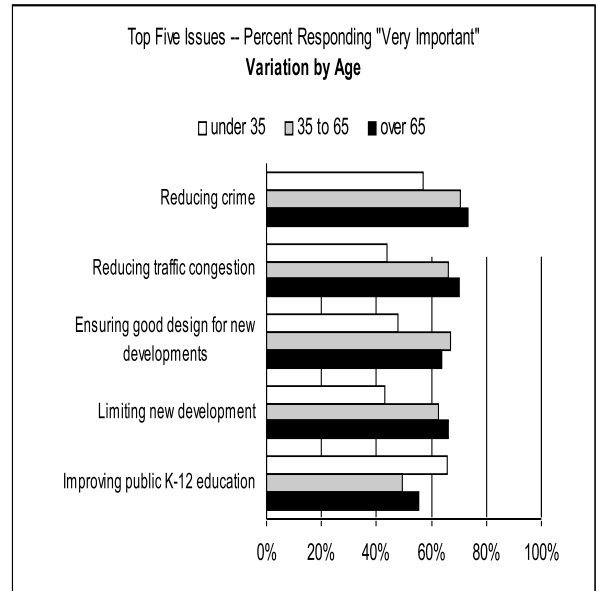
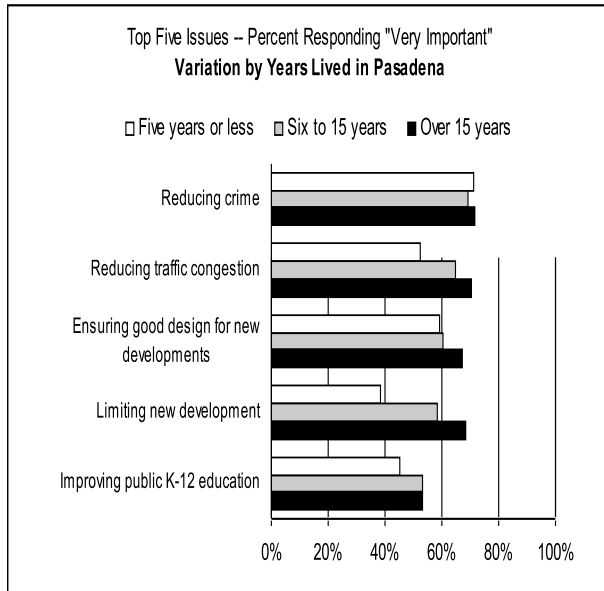
## Complete Response Data

	Very Important	Important	Not Important
Reducing crime	71%	26%	3%
Reducing traffic congestion	67%	28%	5%
Ensuring good design for new developments	65%	30%	5%
Limiting new development	63%	25%	11%
Improving public K-12 education	53%	35%	13%
Encouraging recycling	51%	41%	8%
Encouraging energy and water conservation	48%	45%	6%
Retaining the character of the Rose Bowl	48%	39%	13%
Reducing speeding on local streets	42%	39%	19%
Reducing or controlling noise	41%	45%	14%
Improving public transportation	36%	46%	18%
Reducing city budget expenditures	32%	52%	16%
Enhancing historic preservation efforts	32%	52%	17%
Increasing the amount of parks and open space	31%	45%	24%
Stabilizing or reducing city fees and licenses	29%	46%	25%
Increasing parking	28%	45%	27%
Encouraging more economic development	15%	44%	41%
Providing more affording housing	14%	40%	46%

[Back to Top](#)

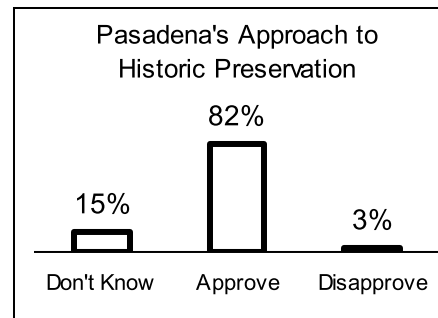
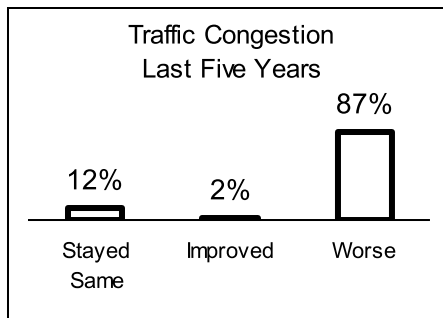
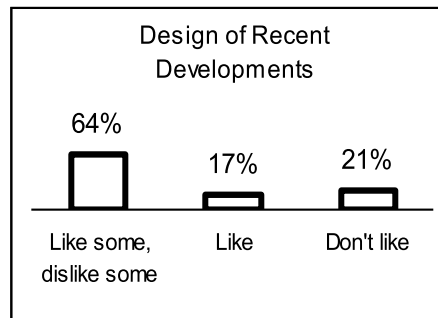
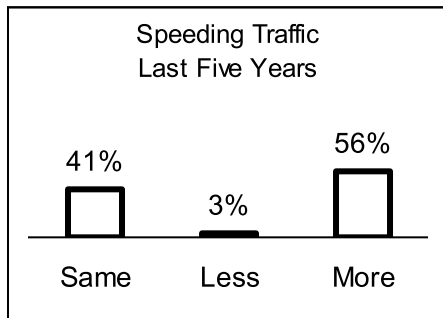
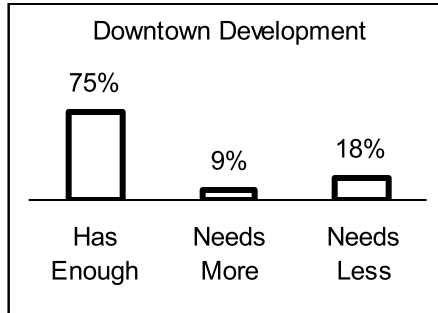
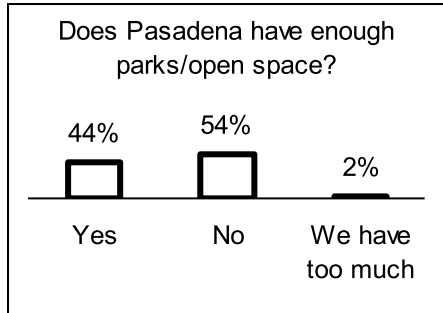
# ISSUE IMPORTANCE ACROSS RESPONDENT GROUPS

Comparison of top 5 issues by percent responding “Very Important” in each group



[Back to Top](#)

# OPINIONS ON SPECIFIC ISSUES



[Back to Top](#)