



PPCC-NORC Survey FAQ

What makes this survey unique?

To our knowledge, this is the first survey that not only solicits responses from Palisades residents based on verified, publicly-available databases, but targets Palisades property owners and renters by providing each respondent with a unique personalized link that assures *integrity* of the information gathered while ensuring the *confidentiality* of respondents.

The survey is specifically for Pacific Palisades residents, including homeowners and renters, people whose homes were destroyed, damaged, or unharmed and residents who have returned, plan to return, don't plan to return, or are still undecided. It captures a wide range of experiences and perspectives, ensuring that every resident has a voice. The questions are designed to reflect real-world constraints—such as costs, time, and access to services—and explore both priorities and expectations related to rebuilding and recovery.

The methodology is designed to produce high-quality and reliable data about Pacific Palisades residents' views

The survey uses a probability-based approach to ensure that the data collected are statistically representative of the entire community. NORC's methodology includes:

- GIS mapping and integration of public and commercial databases to locate residential properties and verified contact information
- Distribution of surveys via verified email and text, linked to a specific local address
- Each participant receives a unique, personalized survey link that cannot be shared or forwarded, protecting both data integrity and respondent confidentiality.

Unlike one-time surveys, this survey is longitudinal—meaning residents will be surveyed now and again in the future. This allows researchers and community leaders to:

- Track changes in priorities, expectations, and experiences over time
- Understand how recovery and rebuilding evolve
- Inform future planning and decision-making with ongoing, evidence-based insights

We are now fielding the first baseline survey in October 2025, with a follow up survey to be fielded in 2026.

What is the goal of the survey?

The goal is to generate rigorous, community-driven data to collectively inform local, state, and national decisionmakers about how to design recovery strategies that reflect priorities and expectations of those most affected. The survey results will provide support for evidence-based policymaking and inform federal, state, and local officials about what matters most to residents.

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To date, no survey has been designed to (a) specifically target actual Palisadians; (b) using a rigorous methodology to generate verifiable responses exclusively from Palisades homeowners and renters; (c) with the goal of generating data – robust, empirically verifiable, and unimpeachably authentic answers – that cannot be ignored by policy makers and elected officials who have yet to obtain a comprehensive understanding of our residents' expectations and priorities.

Who is NORC at the University of Chicago and why is it conducting the survey?

NORC at the University of Chicago is a non-partisan, non-profit research organization with decades of experience conducting high-quality surveys for government, non-profit, and social service organizations. NORC is headquartered in Chicago, with staff nationwide, including California. NORC will not try to sell you anything and is not affiliated with any political interests. PPCC chose NORC to conduct the survey based on its expertise and commitment to objective, credible research.

How will the survey results be shared and used?

NORC will analyze the survey responses and provide a summary report to the PPCC. The findings will help guide community recovery efforts and inform local decision-makers. We will only report the results in summary form, and reports will not contain names or other information that identifies respondents. Responses are anonymous and will not be shared with anyone outside of the research team.