

Pacific Palisades Community Survey - FAQ

What makes this survey unique?

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.

We're tracking residents' experiences and perspectives over time. The study ensures 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

This is a follow-up survey designed to track recovery over time. Many residents participated in the baseline community survey conducted in 2025. The follow-up survey allows researchers and community leaders to:

- Track changes in priorities, expectations, and experiences since the baseline survey last year
- Understand how recovery and rebuilding are progressing
- Identify new challenges and emerging community needs
- Inform future planning and decision-making with ongoing, evidence-based insights

We fielded the first baseline survey September – October 2025 and are fielding the follow-up survey August – September 2026. Comparing results across the baseline and follow-up surveys helps provide a clearer picture of how community views and circumstances have evolved throughout the recovery and rebuilding process.

What is the goal of the survey?

The goal is to continue to generate rigorous, community-driven data to 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 to residents. For example, results from the baseline survey were disseminated to local and state officials and cited in a U.S. Senate committee hearing.

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.

Why was I selected to participate?

To ensure the survey results accurately represent the Pacific Palisades community, NORC uses a sampling approach that identifies residents and property owners associated with Pacific Palisades addresses. Your participation is important because your experiences and opinions help ensure the survey reflects the full range of community perspectives.

I did not receive a survey invitation but believe I should have. What should I do?

If you believe you are eligible for the survey but did not receive an invitation, please complete the [Contact Information Form](#).

NORC will review the information you provide and, if your eligibility can be verified, send a survey invitation. Please note that eligibility verification may take several days.

What will survey participation involve?

The survey takes about 15 minutes to complete and includes questions about residents' experiences, rebuilding progress, future plans, and community priorities.

As a thank you for participating, respondents who complete the survey will receive a \$5 eGift Card that can either be used at Amazon or donated to a charity of their choice.

How will the survey results be shared and used?

NORC will analyze the survey responses and provide a summary report to PPCC. The findings will help guide community recovery efforts and inform local, state, and national 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.