

*Fairbank,
Maslin,
Maullin,
Metz &
Associates*

FM3

*Public Opinion Research
& Strategy*

TO: Interested Parties

FROM: John Fairbank & Adam Sonenshein
Fairbank, Maslin, Maullin, Metz & Associates

RE: Results of a Survey of City of Arcadia Residents

DATE: November 14, 2017

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of registered voters in the City of Arcadia regarding community satisfaction and their perceptions of quality of life.¹ Highlights of the survey are below:

Eight-in-ten residents believe that Arcadia provides a better quality of life than other nearby communities (Figure 1). When asked to compare Arcadia to other nearby communities, 80 percent of residents responded that it is accurate to say that Arcadia provides a better quality of life, which is more than six times the number who said that is inaccurate.

Figure 1: Assessment of Quality of Life in Arcadia

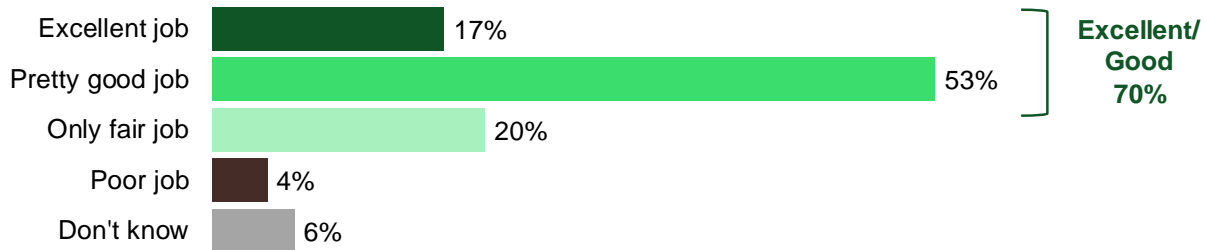


The survey found broad satisfaction with the way the City provides services. Seven-in-ten survey respondents said the City is doing an “excellent” or “good” job providing services to residents, compared to just four percent who said the City is doing a “poor” job. (Figure 2 on the following page).

12100 Wilshire Boulevard Suite 350
Los Angeles, CA 90025
Phone: (310) 828-1183
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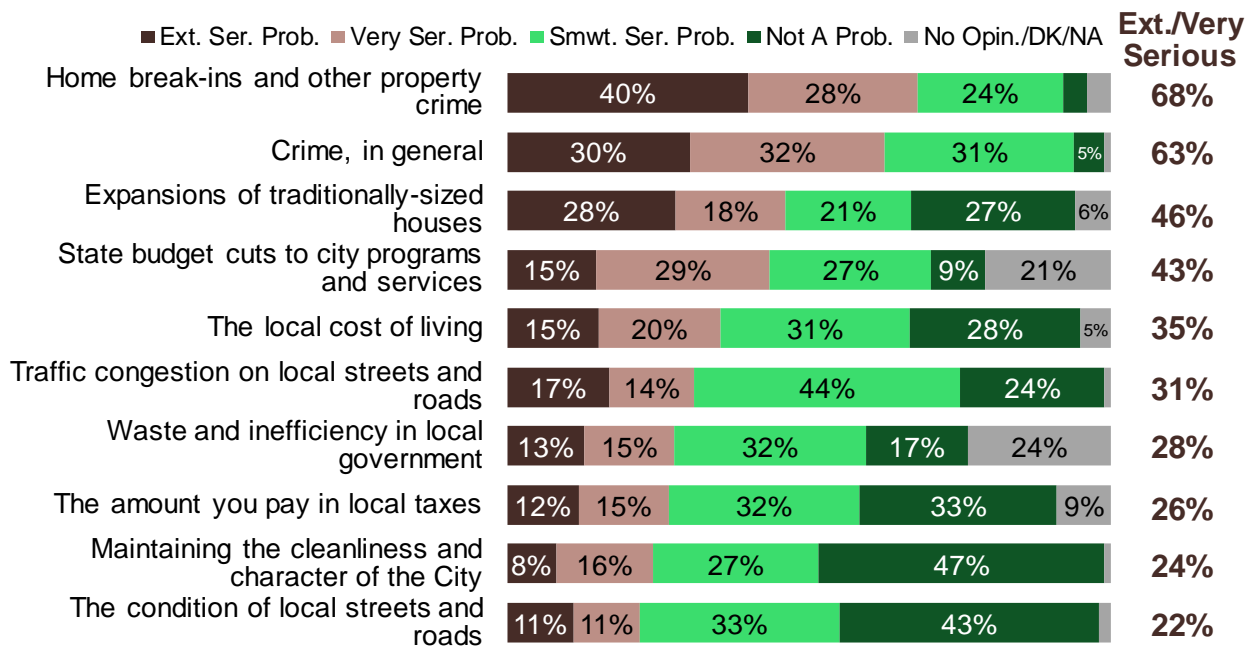
1999 Harrison Street Suite 2020
Oakland, CA 94612
Phone: (510) 451-9521
Fax: (510) 451-0384

Figure 2: Rating of Services Provided by the City of Arcadia



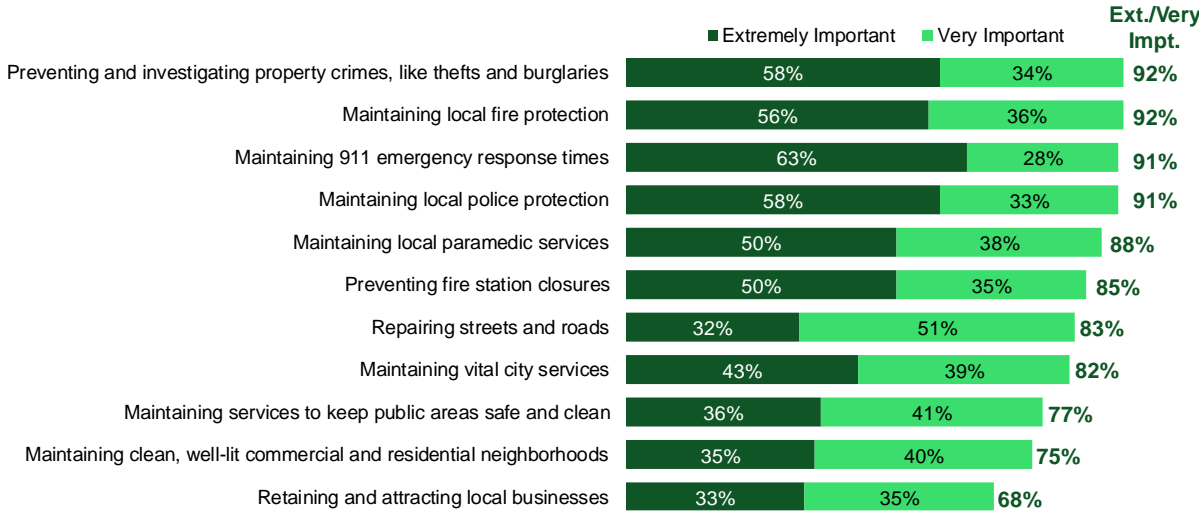
Further, the only issues that a majority of residents view as “extremely serious” or “very serious” problems are home break-ins and crime in general. Sixty-eight percent of respondents said that “home break-ins and other property crime” is an extremely or very serious problem in Arcadia and sixty-three percent had the same view of “crime, in general.” But, less than a majority of residents found all of the other issues tested in the survey to be a very serious problem (Figure 3).

Figure 3: Assessment of Seriousness of Problems Facing Residents in Arcadia



Addressing property crime, maintaining local fire protection, 911 emergency response times and police protection are the most important service priorities for residents. The survey asked residents to identify the importance of providing additional funding for various local services and found that “Preventing and investigating property crimes, like thefts and burglaries” (92% extremely or very important), “maintaining local fire protection” (92%), “maintaining 911 emergency response times” (91%) and “maintaining local police protection” (91%) are the highest priorities (Figure 4 on the following page).

Figure 4: Highest-Priority Services in Arcadia



ⁱ **Methodology:** FM3 completed 451 survey interviews online and via landline and cellular telephones. Survey respondents had voting histories that identified them as likely to vote in the April 2018 municipal election. The margin of sampling error for the study is +/-4.6% at the 95% confidence level; margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.