City of Pasadena 2011 Citizen Survey

Survey Results

April 25 – May 1, 2011

320-474

Fairbank, Maslin, Maullin, Metz & Associates - FM3

Public Opinion Research & Strategy

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Methodology

- Survey Conducted April 25th – May 1st, 2011
- Interviews conducted by telephone with 700 City of Pasadena voters, with 100 voters in each City Council District
- Sample was re-weighted to reflect the City-wide Electorate
- Margin of error for the full sample is +/- 3.7%, half the sample is +/- 5.2%

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Methodology Continued

- Results are tracked from a survey conducted February 28th - March 4th, 2010 with 700 voters likely to cast ballots in November 2010)
  - Margin of error for the full sample is +/- 3.7% , half the sample is +/- 5.2%
- Results are tracked from a survey conducted May 31st – June 3rd, 2009 with 700 City of Pasadena voters, with 100 voters in each City Council District
  - Margin of error for the full sample is +/- 3.7% , half the sample is +/- 5.2%
- Results are tracked from a survey conducted April 21st- 27th, 2008 with 700 City of Pasadena voters likely to vote in the November 2008 Presidential Election
  - Margin of error for the full sample is +/- 3.7%, half the sample is +/-5.2%
- Results are tracked from a survey conducted June 11th -16th, 2007 with 500 City of Pasadena voters likely to vote in the February 2008 Presidential Primary Election
  - Margin of error for the full sample is +/- 4.4%, half the sample is +/-6.2%

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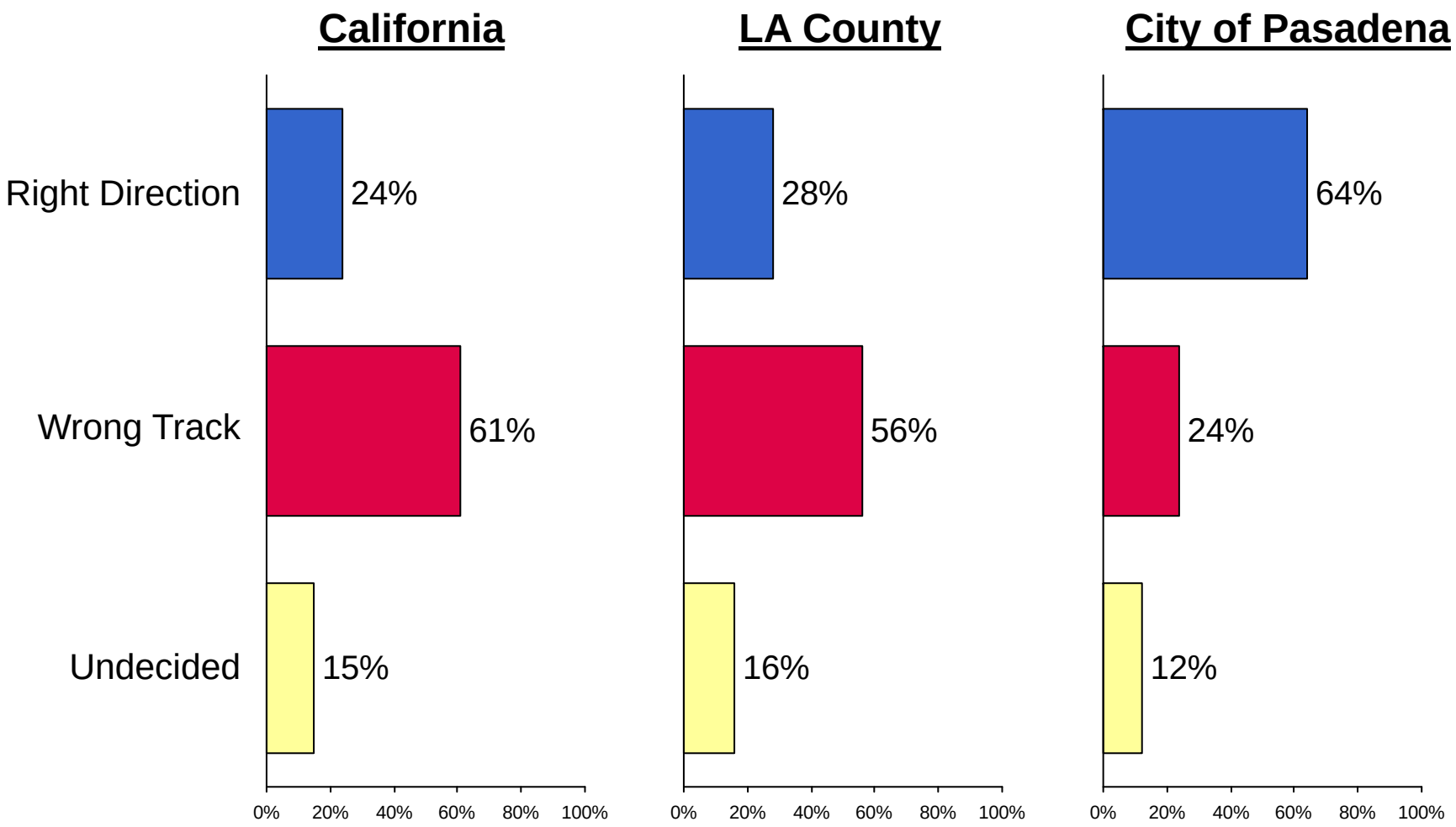
Right Direction/Wrong Track



3. Next, would you say that things in _____ are generally headed in the right direction or do you feel that things are pretty seriously off on the wrong track.

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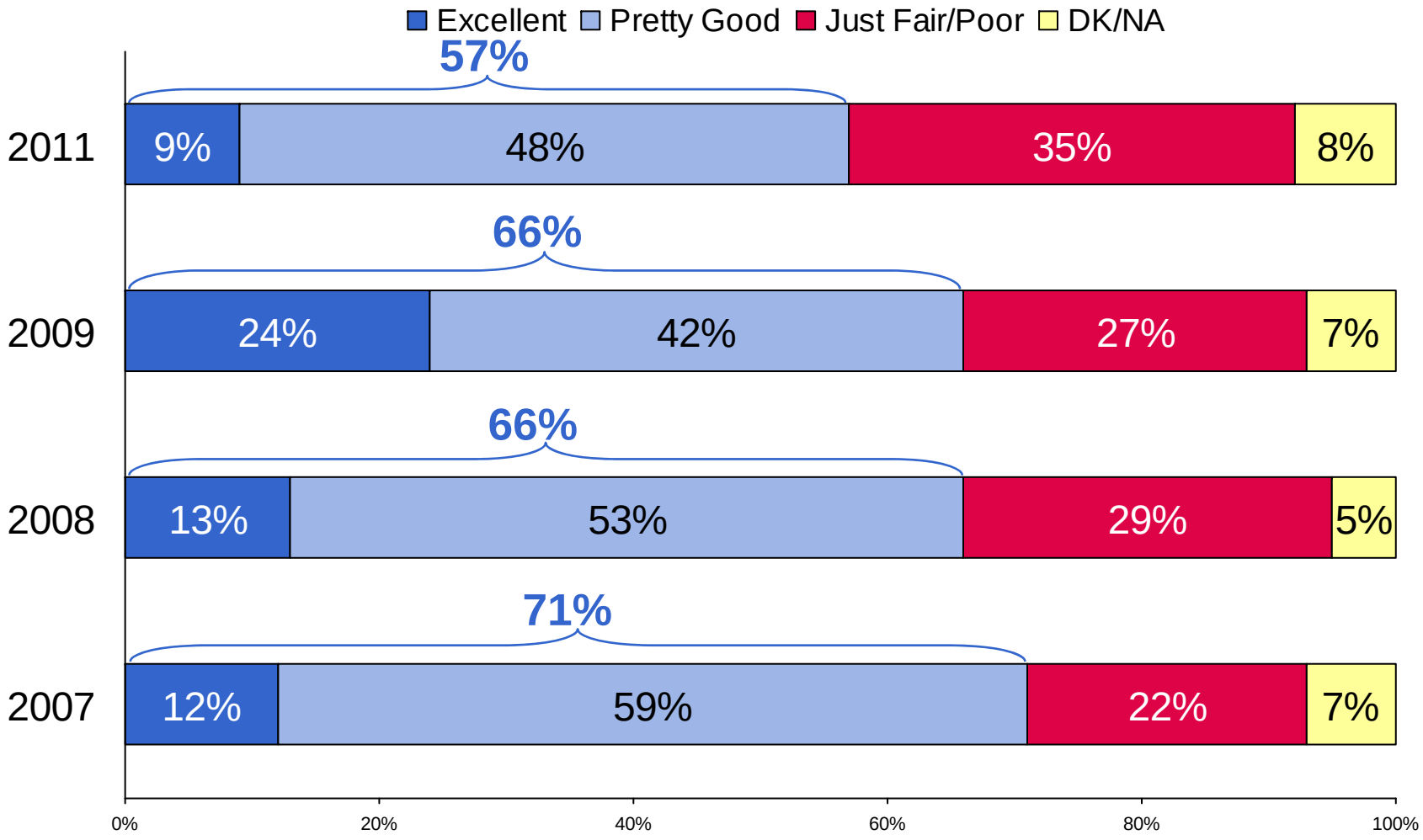
Job Rating of Pasadena City Government Overall



4. How would you rate the Pasadena City government's overall job performance? Would you rate it as excellent, pretty good, just fair or poor?

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Most Serious Issues Facing Pasadena That Residents Would Like To See City Government Do Something About 2011, 2009 and 2008

(Ranked By 2011; Including top 2% responses; Open-ended; Grouped responses)

Open-Ended Responses	2011	2009	2008
Education/public schools	24%	10%	14%
Crime	8%	13%	12%
Business development/economy	5%	7%	5%
City budget crisis	5%	N/A	N/A
Jobs/unemployment	5%	3%	1%
Growth and development (no mention of population)	4%	4%	5%
Housing costs/affordable housing	4%	6%	6%
Parking/lack of parking	4%	2%	2%
Cost of living	3%	6%	8%
Increased development	3%	8%	9%
Gangs/violence	2%	5%	5%
Taxes	2%	2%	2%
Traffic congestion	2%	2%	5%

5. What do you think is the most serious issue facing the residents of Pasadena that you would like to see City government do something about?

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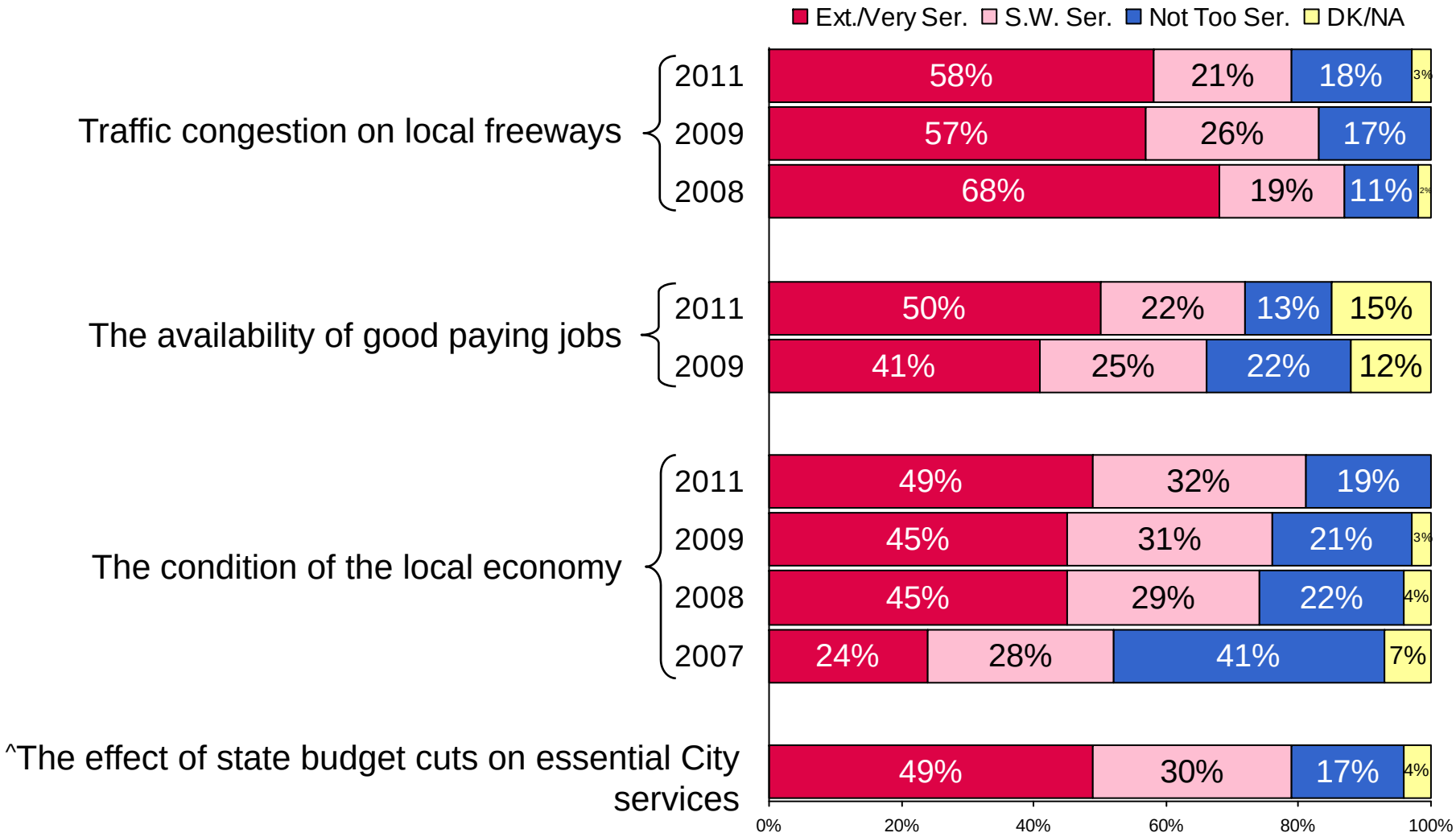
Serious Issues in City of Pasadena

(Ranked by 2011 Extremely/Very Serious Problem)



6. I'd like to read you a brief list of issues facing Pasadena that have been mentioned by local residents. Please tell me whether you consider each to be an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in Pasadena. ^Not part of Split Sample

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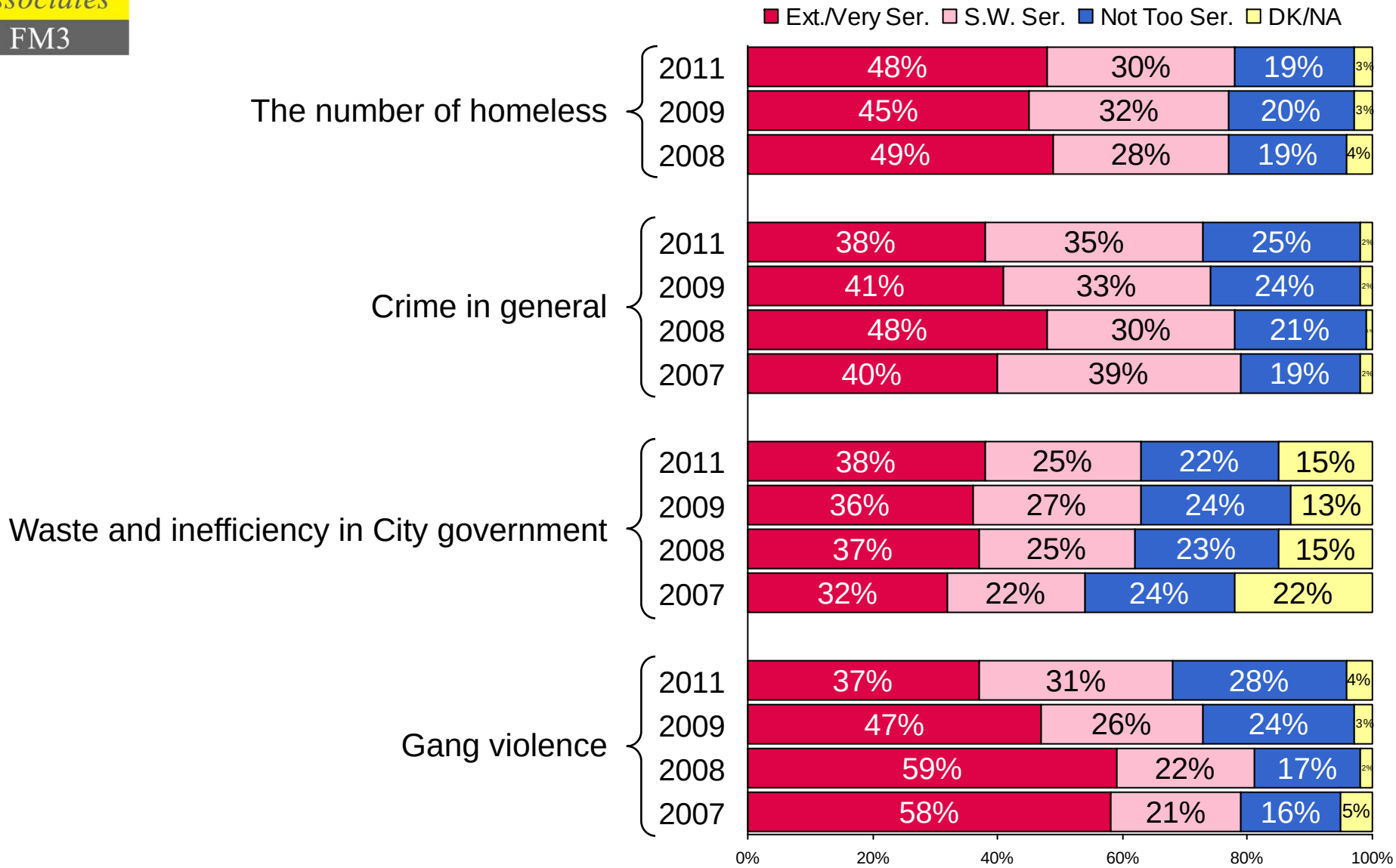

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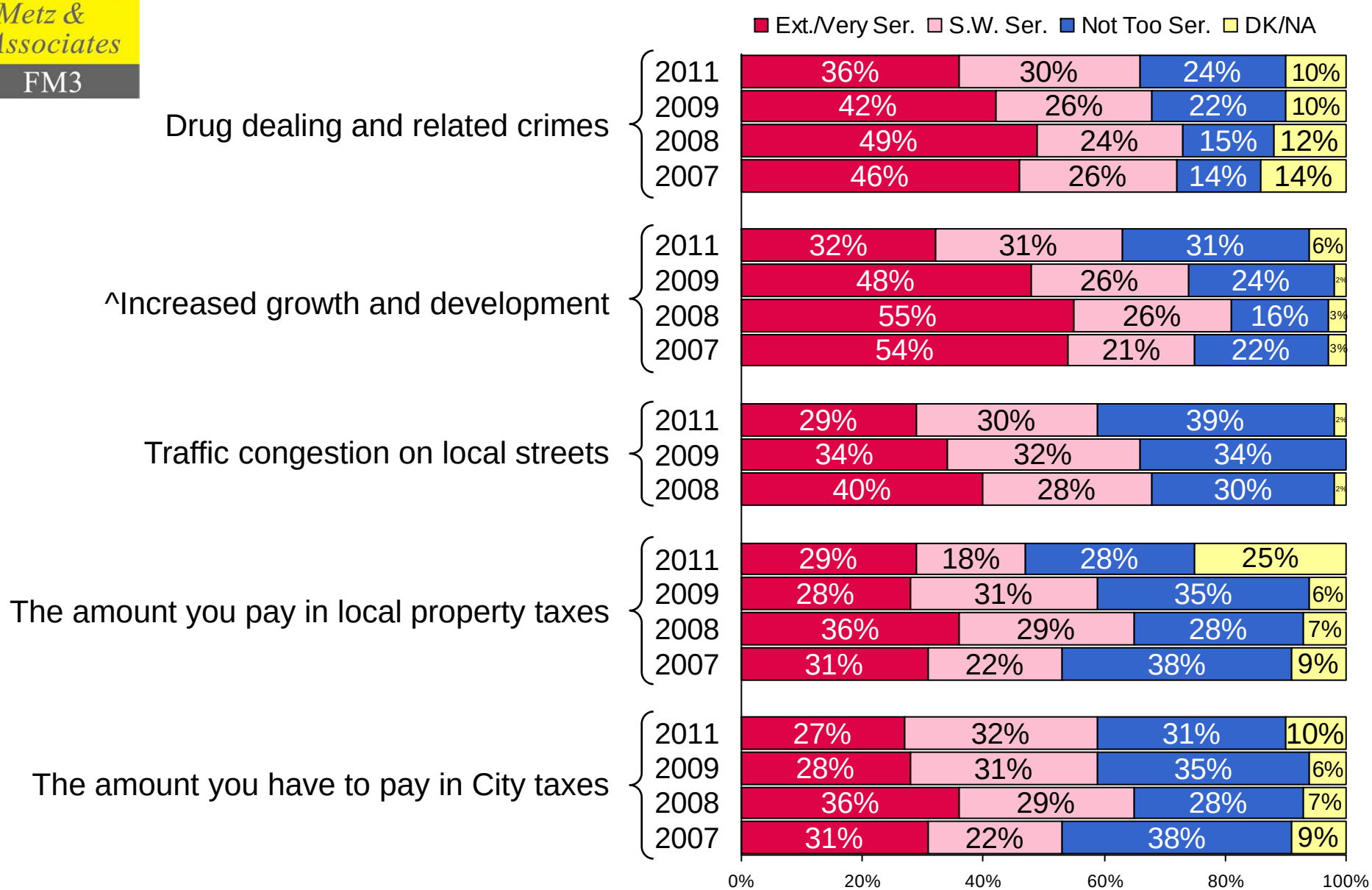

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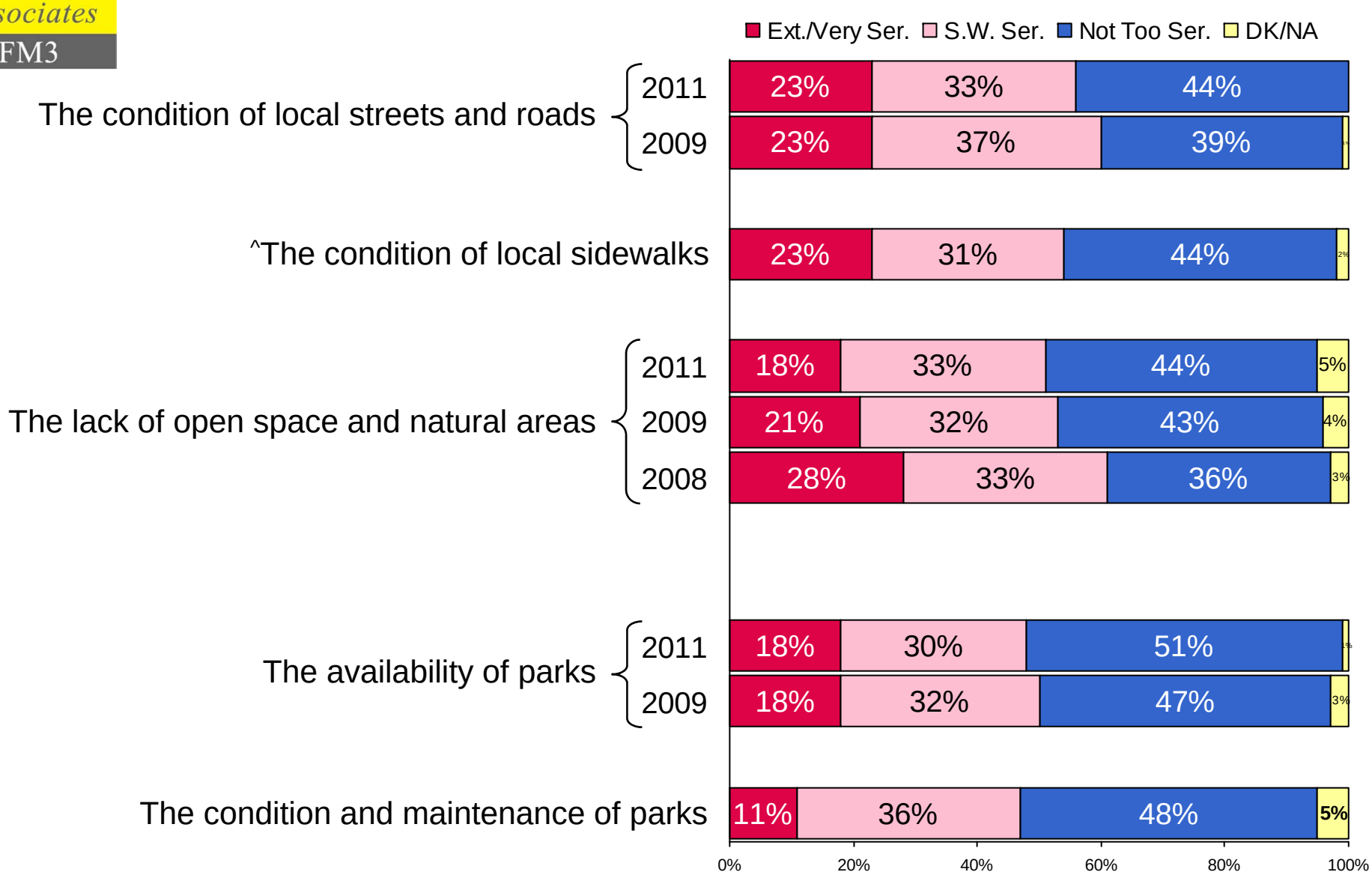

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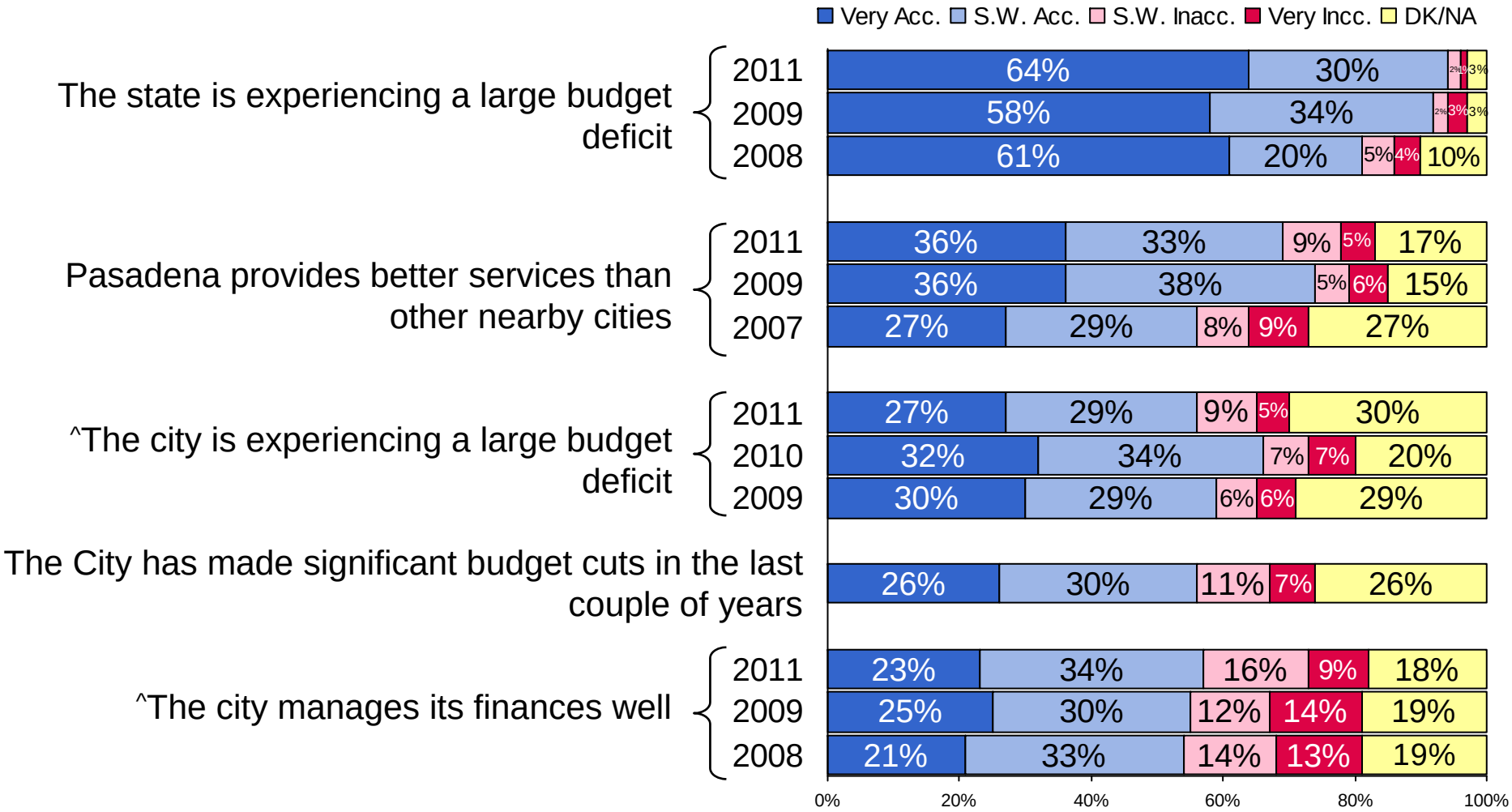
Accuracy of City of Pasadena Related Statements

(Ranked by 2011 Very Accurate)



7. I would like to read you some statements about City of Pasadena related-issues. Please tell me if you think each of the following statements is accurate or inaccurate.
^Not part of the Split Sample

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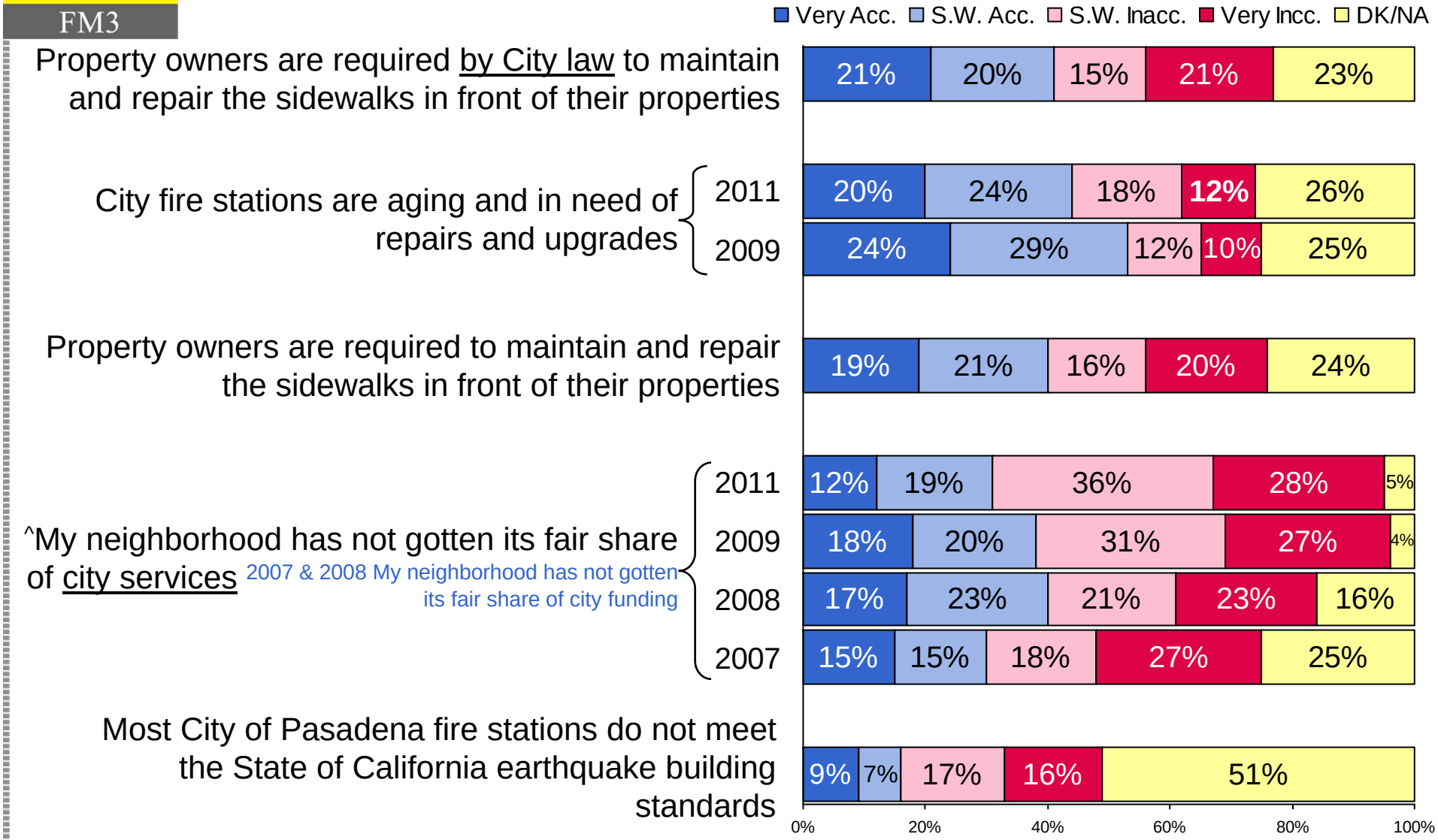

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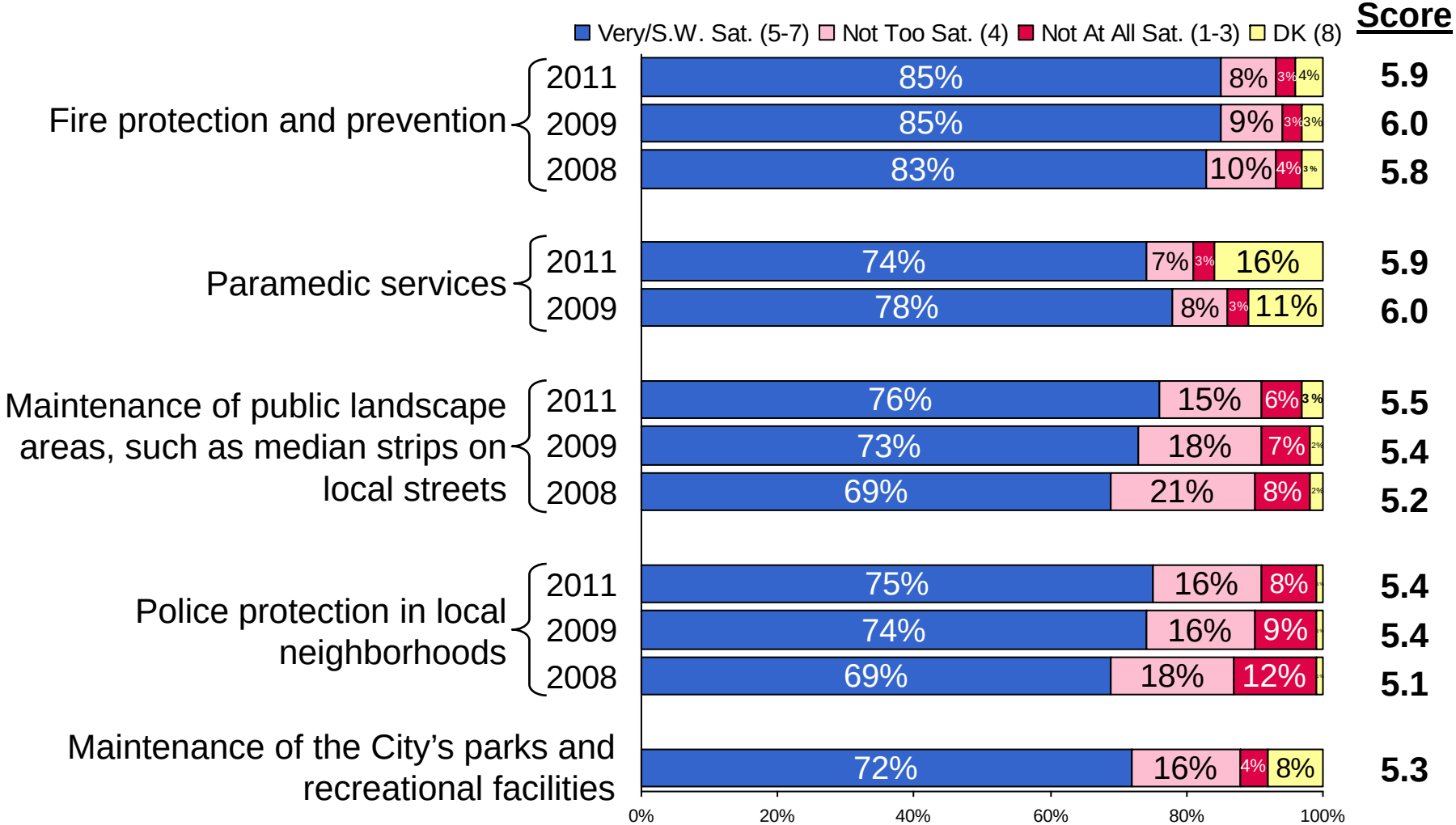
Evaluation of Satisfaction with Specific Pasadena Services

(Ranked by 2011 Mean Score)



8.I'm going to read you a list of services provided by the City. On a scale of one to seven, where one is not at all satisfied and seven is very satisfied, please tell me how satisfied you are with each of these City services. You can choose any number from one to seven.

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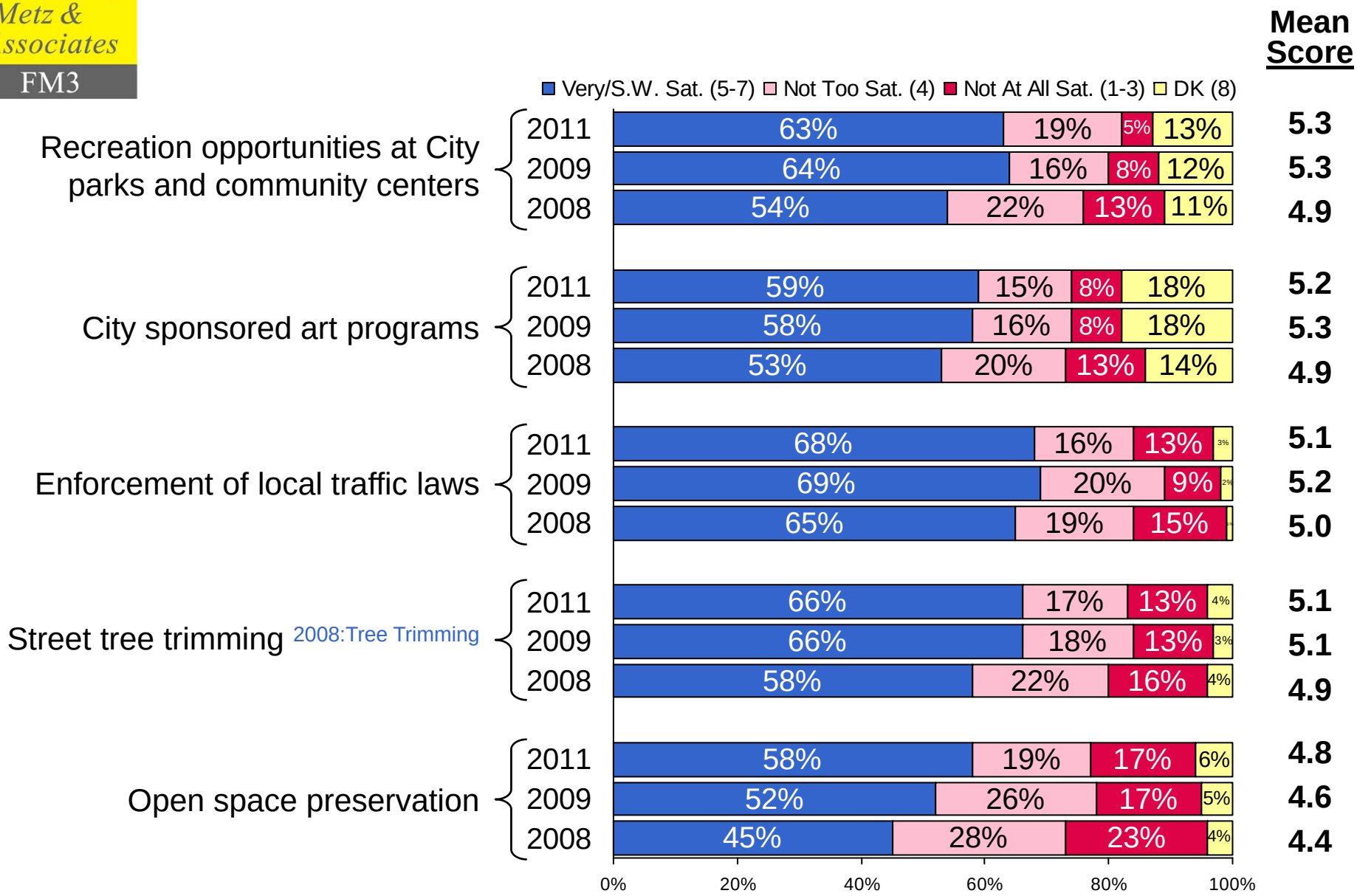

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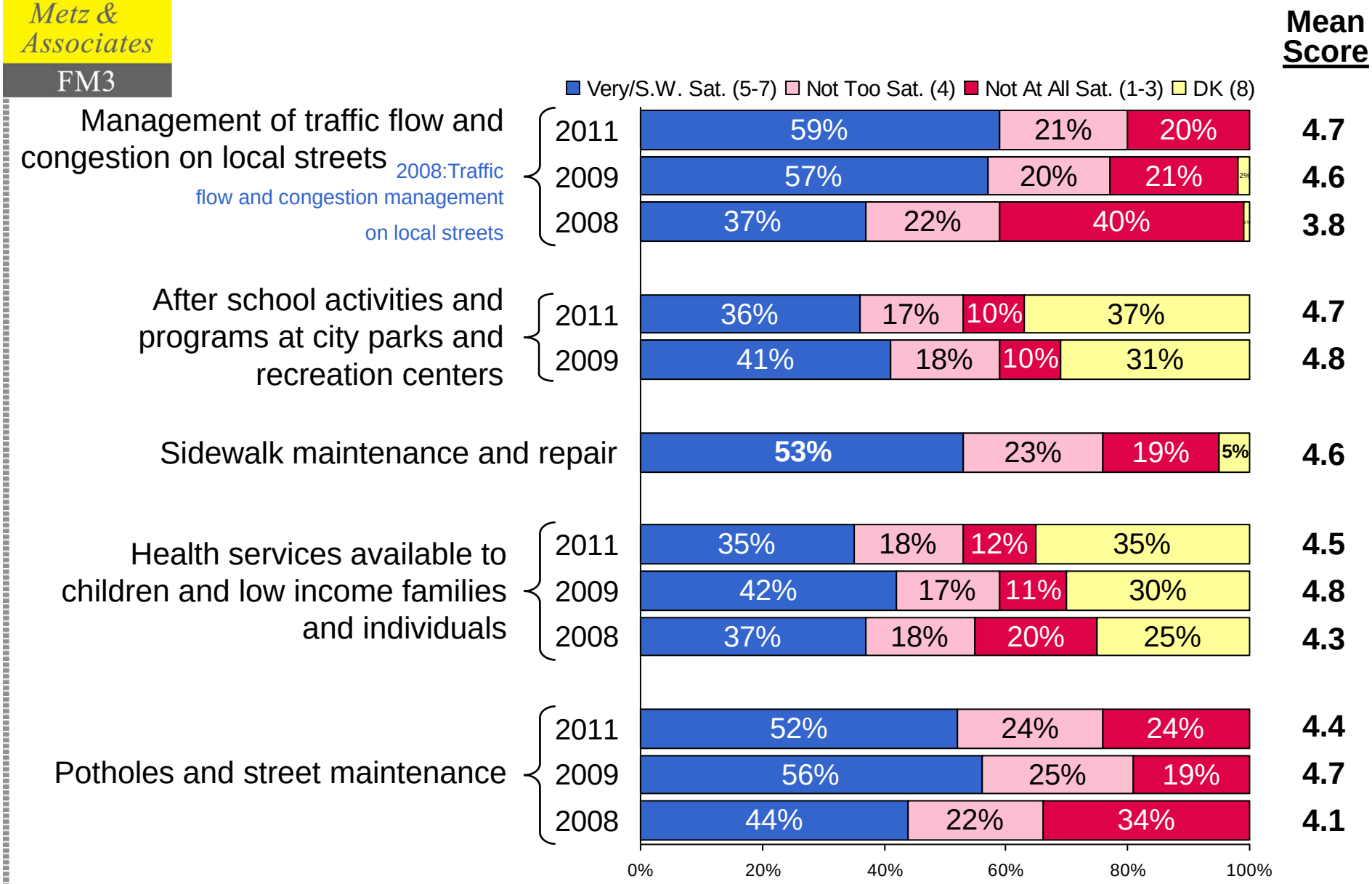

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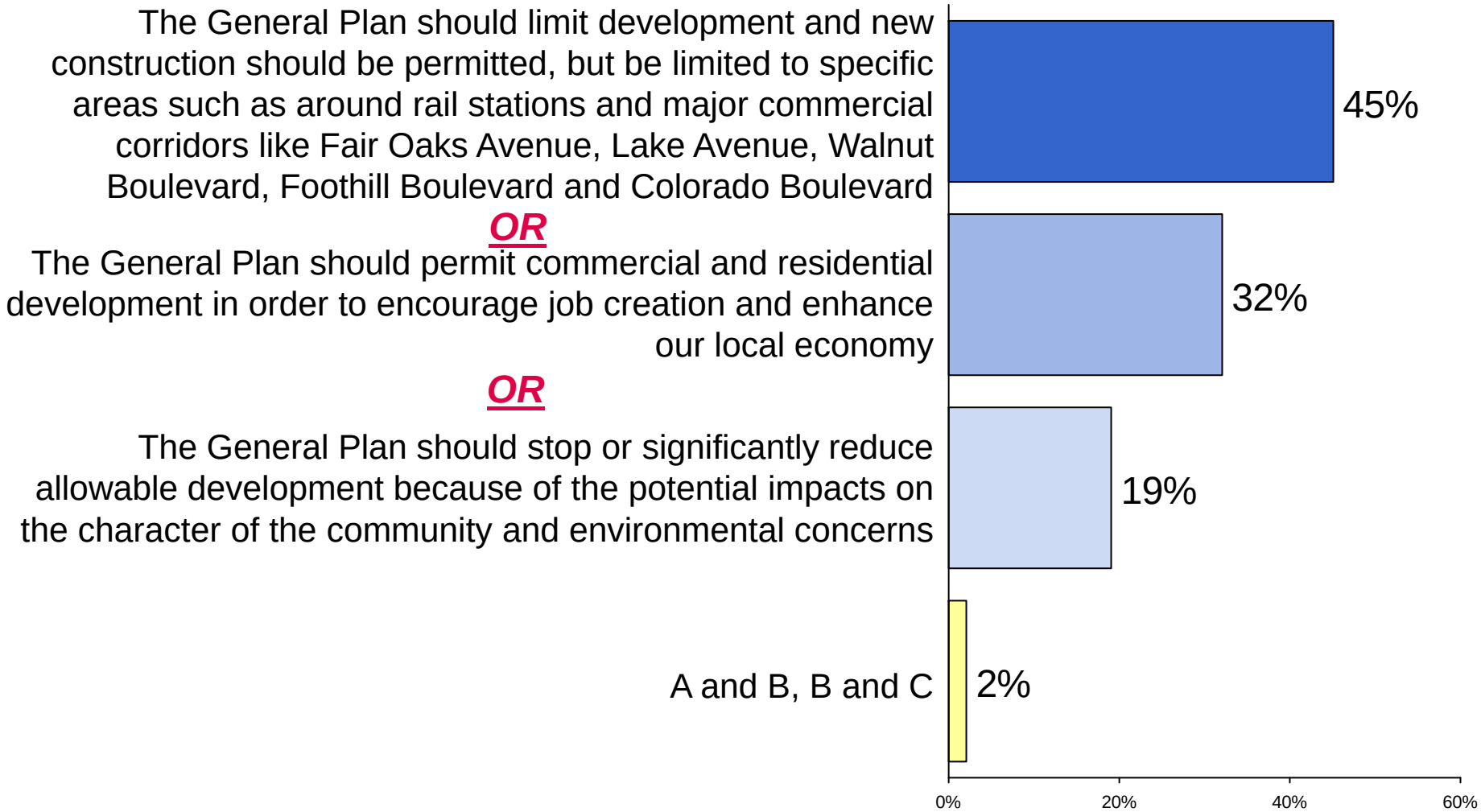
Opinion on Pasadena General Plan Pace of Growth in the City



9. As you may know, all California cities, including Pasadena, have a General Plan that is a document that guides the City's decision making on the pace of growth and development in the City for the next ten years. I am going to read the three most frequently mentioned opinions provided by Pasadena residents, after you hear all three opinions please tell me which one comes closest to your opinion. Please choose one, even if it is hard to decide.

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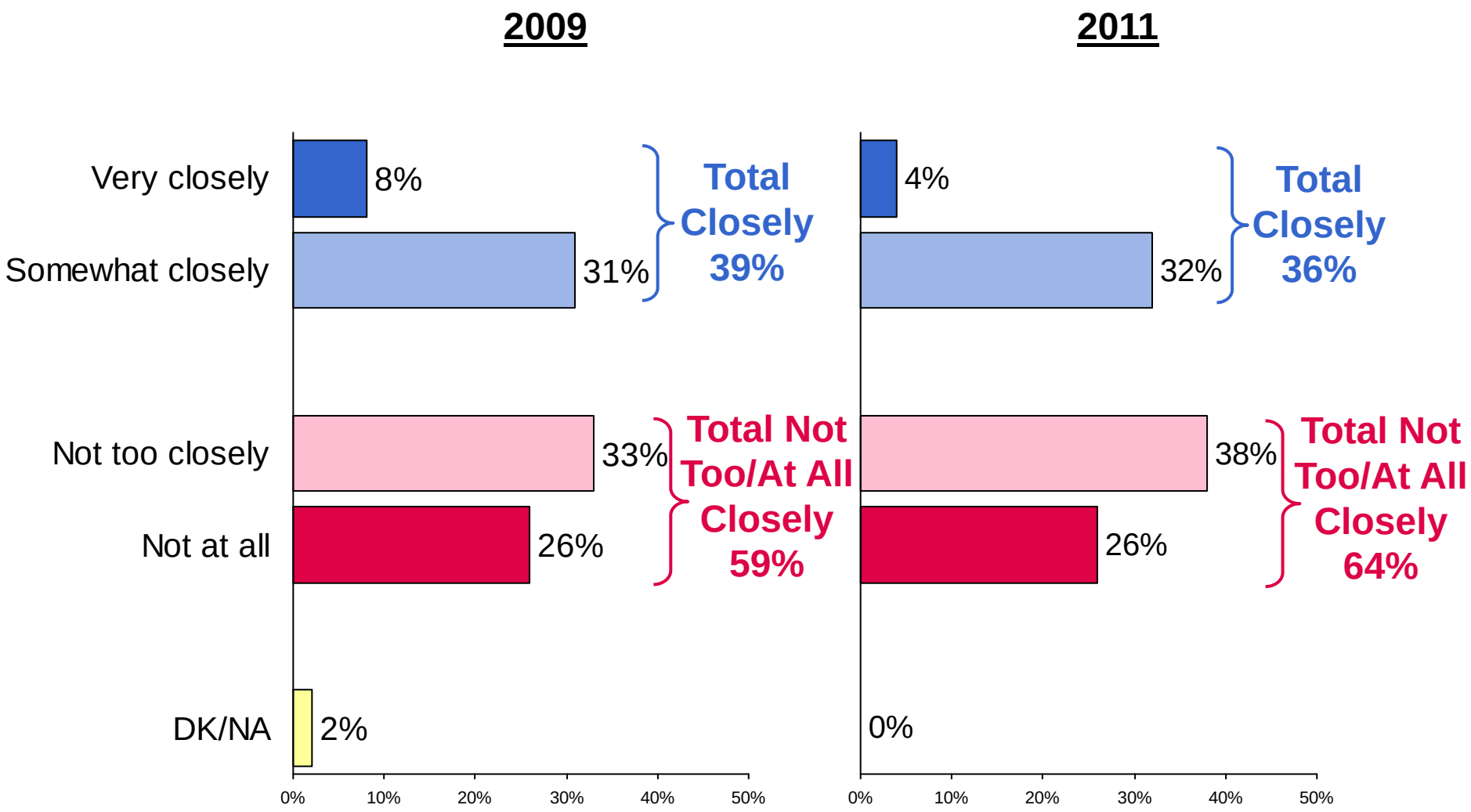
Awareness of News on Pasadena City Budget



10.How closely do you follow the news about the Pasadena city budget: would you say very closely, somewhat closely, not too closely, or not at all?

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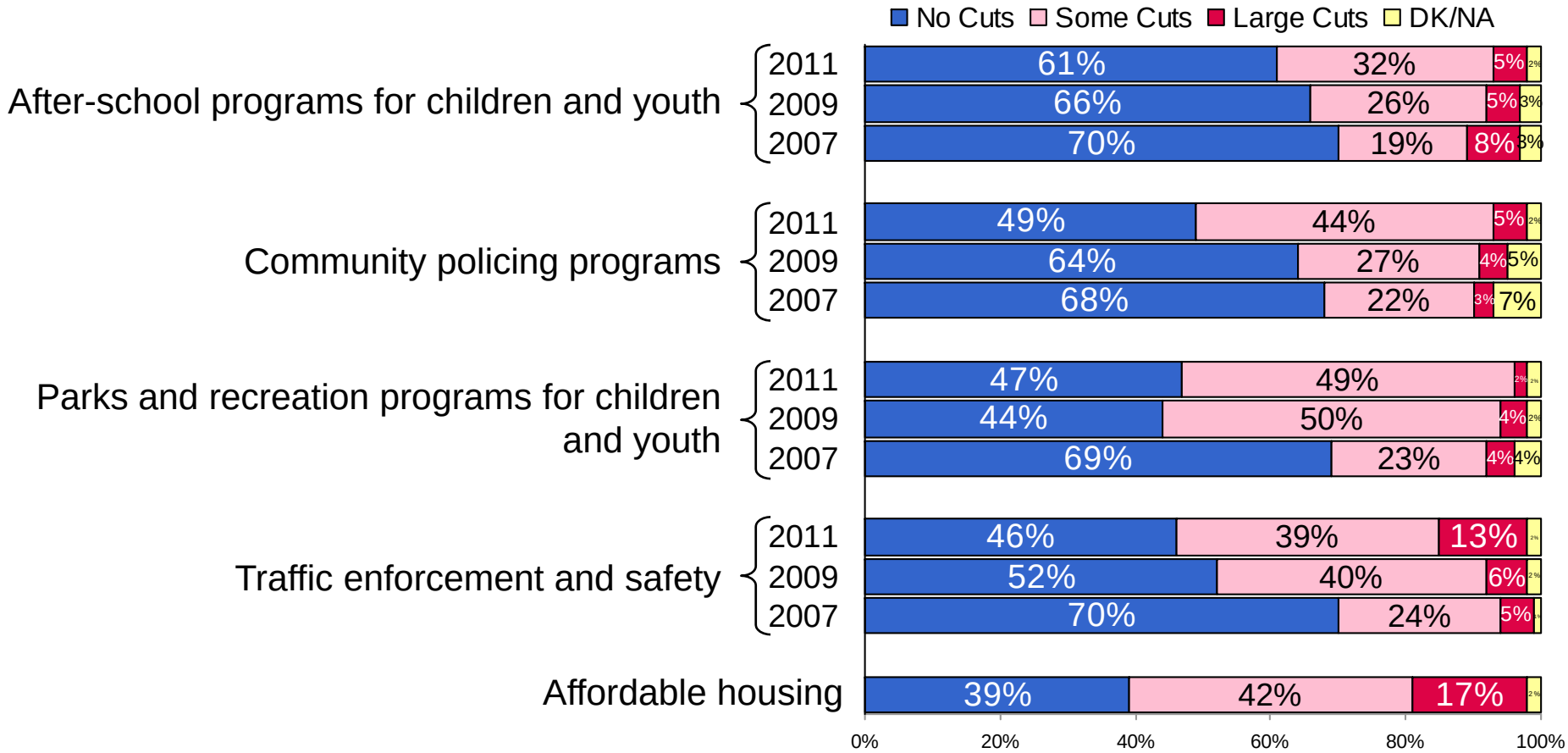
Preferred Budget Cuts for City Programs and Services, 2011, 2009, 2007

(Ranked by 2011 No Cuts)

PLEASE LET ME GIVE YOU SOME MORE INFORMATION ABOUT THIS YEAR'S CITY BUDGET. DUE TO A DECLINE IN SALES AND PROPERTY TAX REVENUE, THE CITY IS FACING A POTENTIAL $20 MILLION BUDGET DEFICIT.



11. I am going to mention some of the services the City provides its residents; due to the budget deficit, some of these services might have to be cut back. Please tell me whether you think large cuts should be made in that service in order to balance the budget, just some cuts should be made, or no cuts at all should be made in that service to balance the City budget. Split Sample

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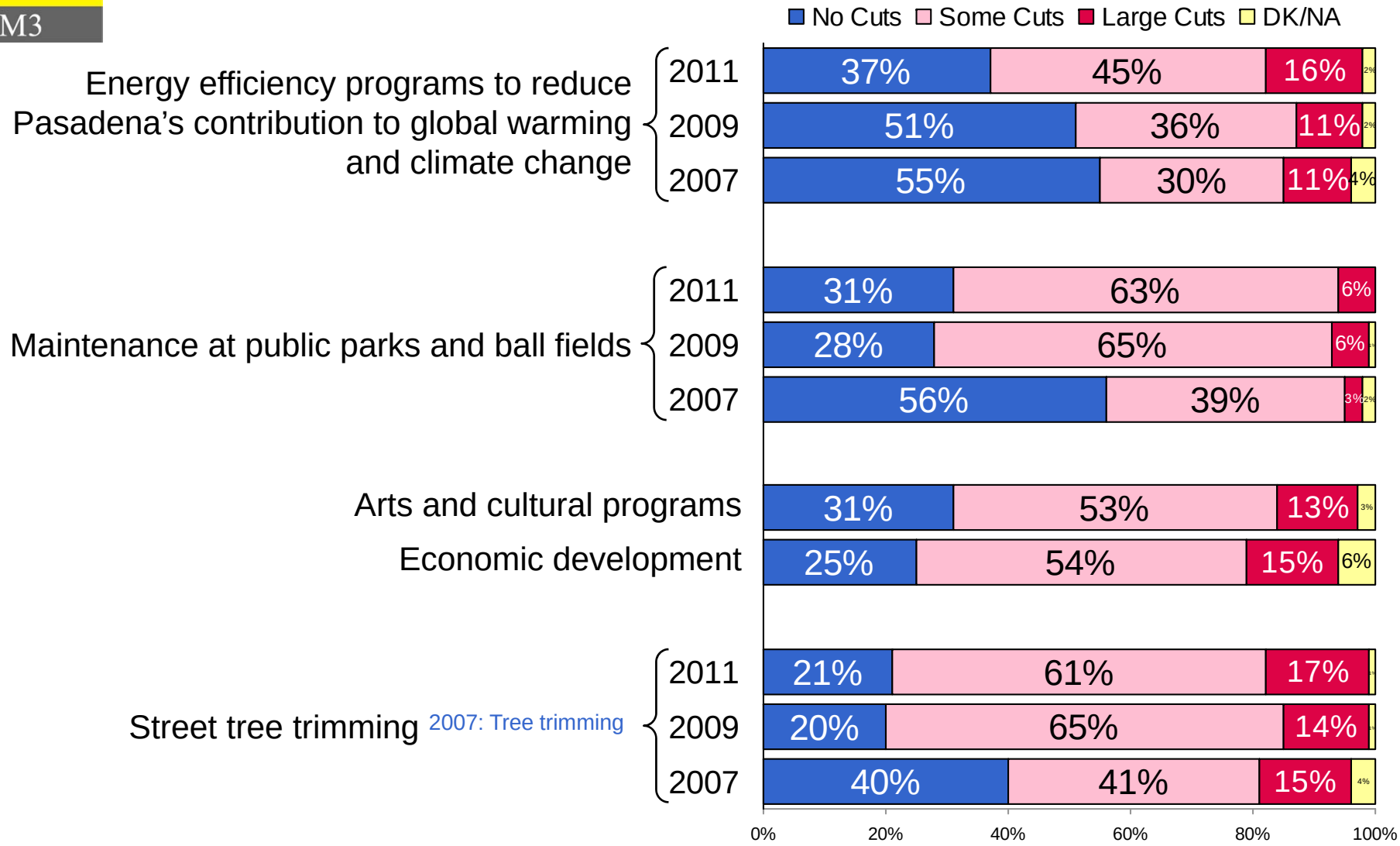

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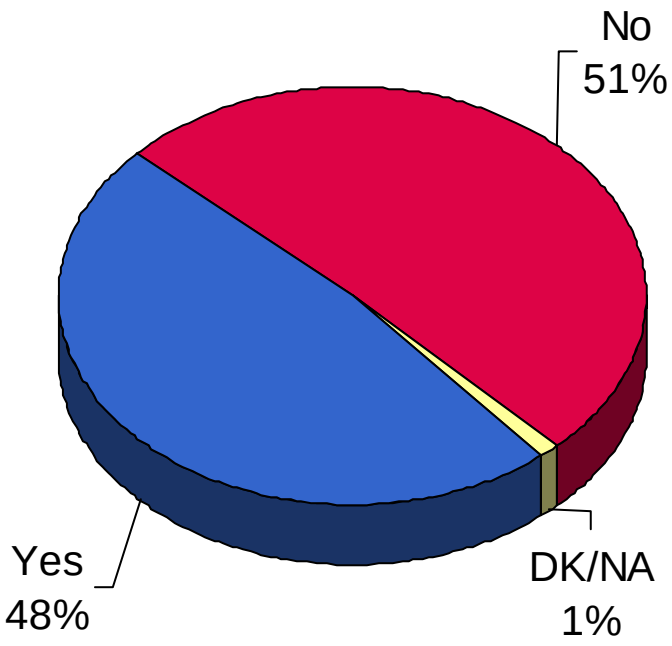
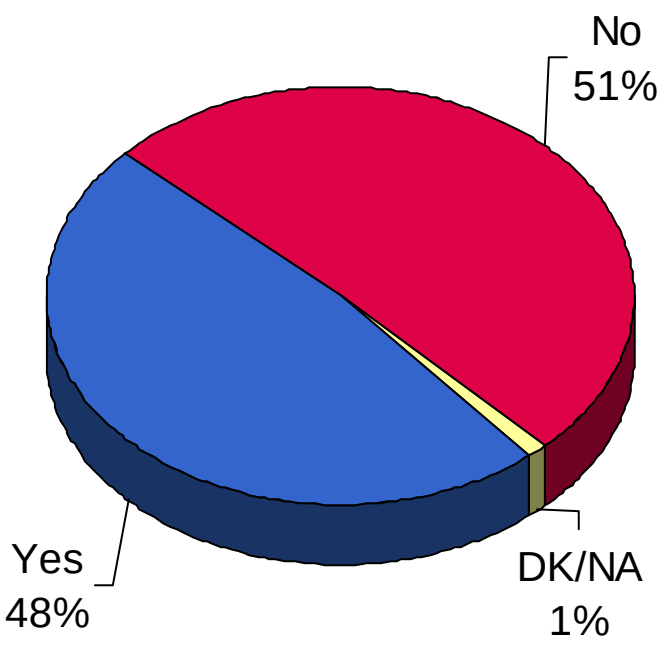
No percentage change in reported contact with Pasadena City Government between 2011 and 2009

2009



2011



12. Have you had any contact with Pasadena City government in the past two years?

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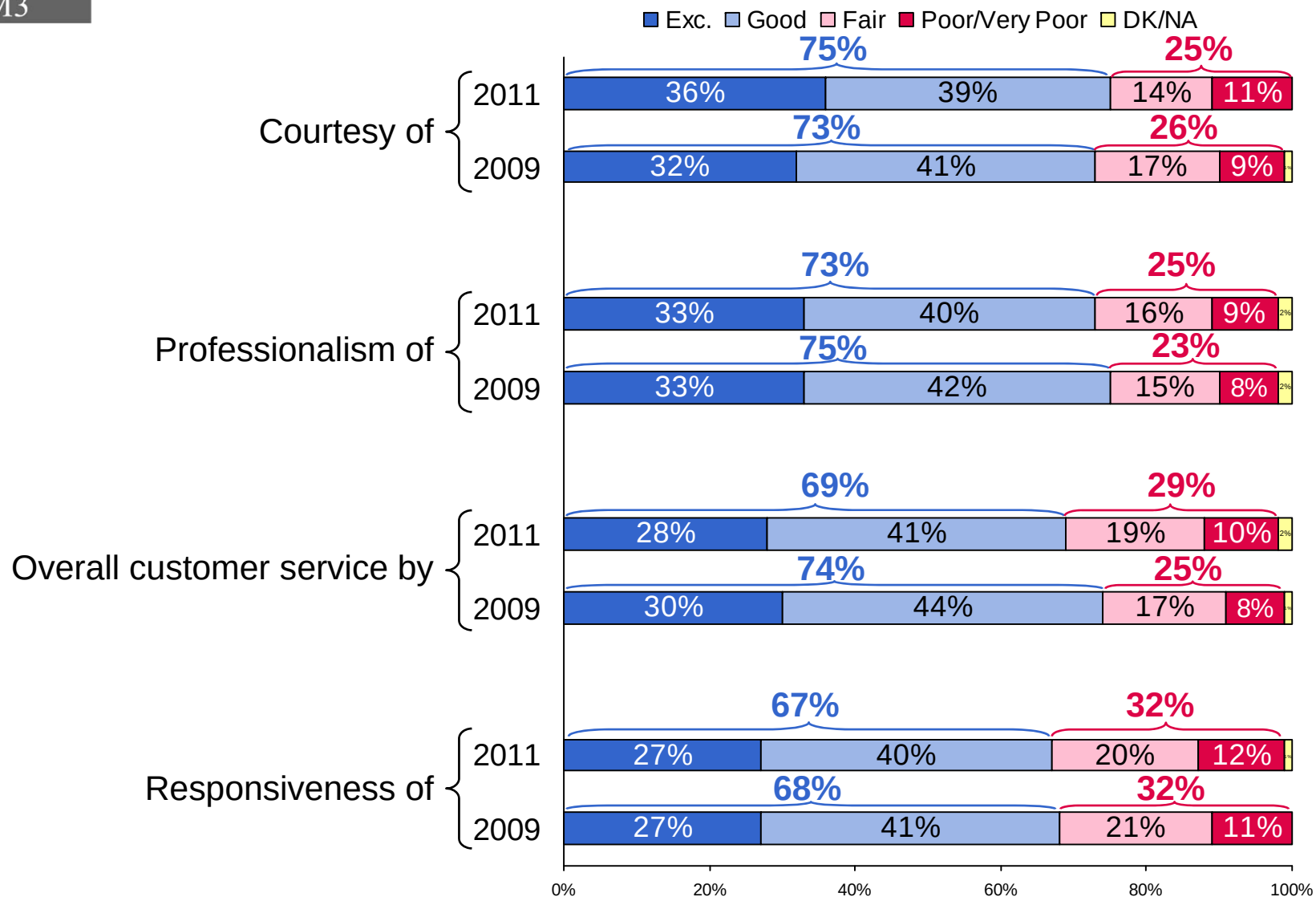
Ratings of City Employees by Voters Who Had Contact in the Last two Years, 2011 and 2009

(Ranked by Excellent/Good 2011; 2011 and 2009 336 Respondents)



13. Please tell me how you rate the following aspects of service provided by City employees? Would you rate the _____ City employees as excellent, good, fair, poor, or very poor?

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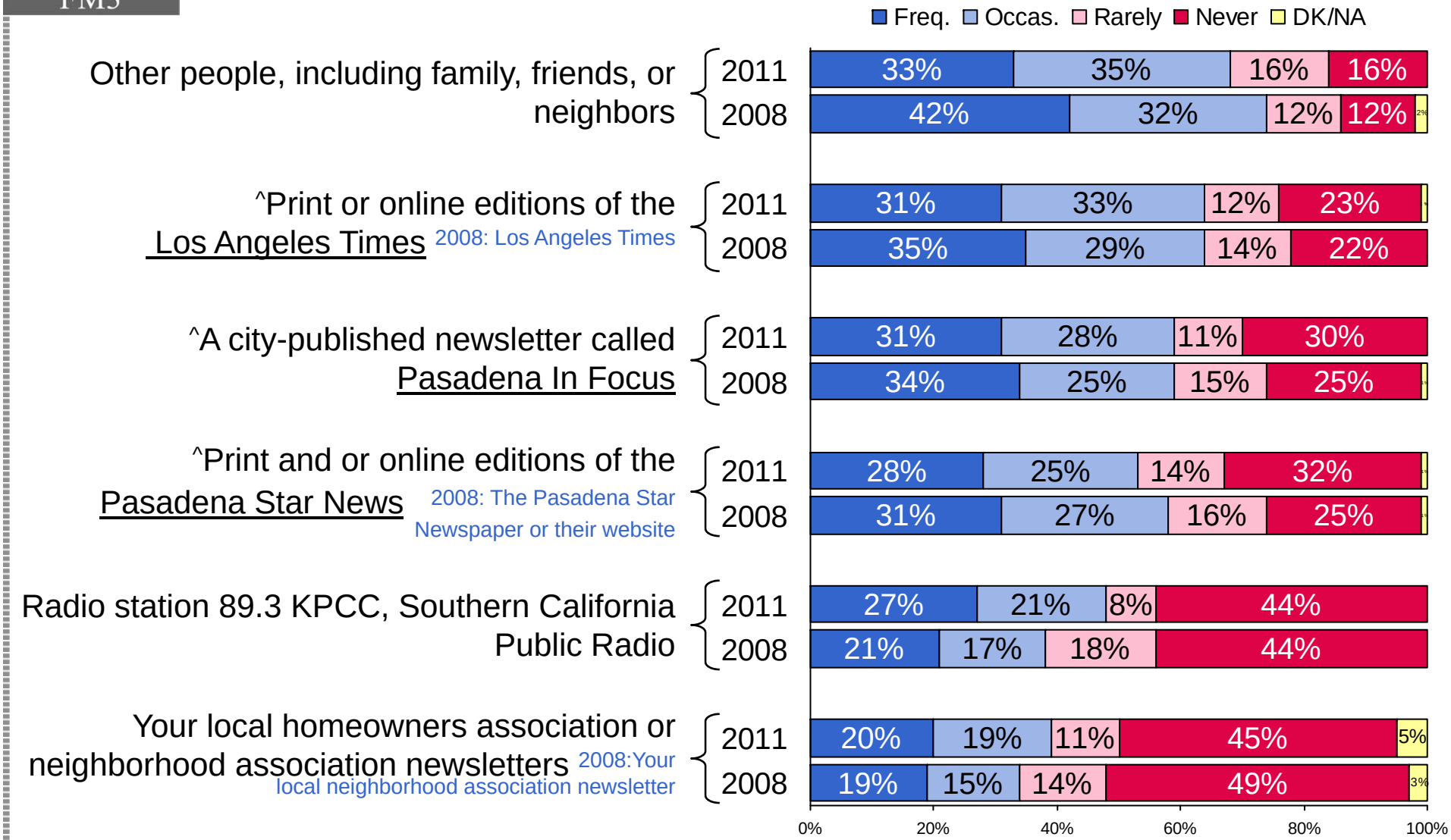
New and Information Sources, 2011 and 2008

(Ranked by 2011 Frequently)



14. I'm going to read you a list of sources from which people get information about issues affecting your community. For each, I'd like you to tell me how often you use it to get information about such issues: frequently, occasionally, rarely, or never. ^Not part of Split Sample

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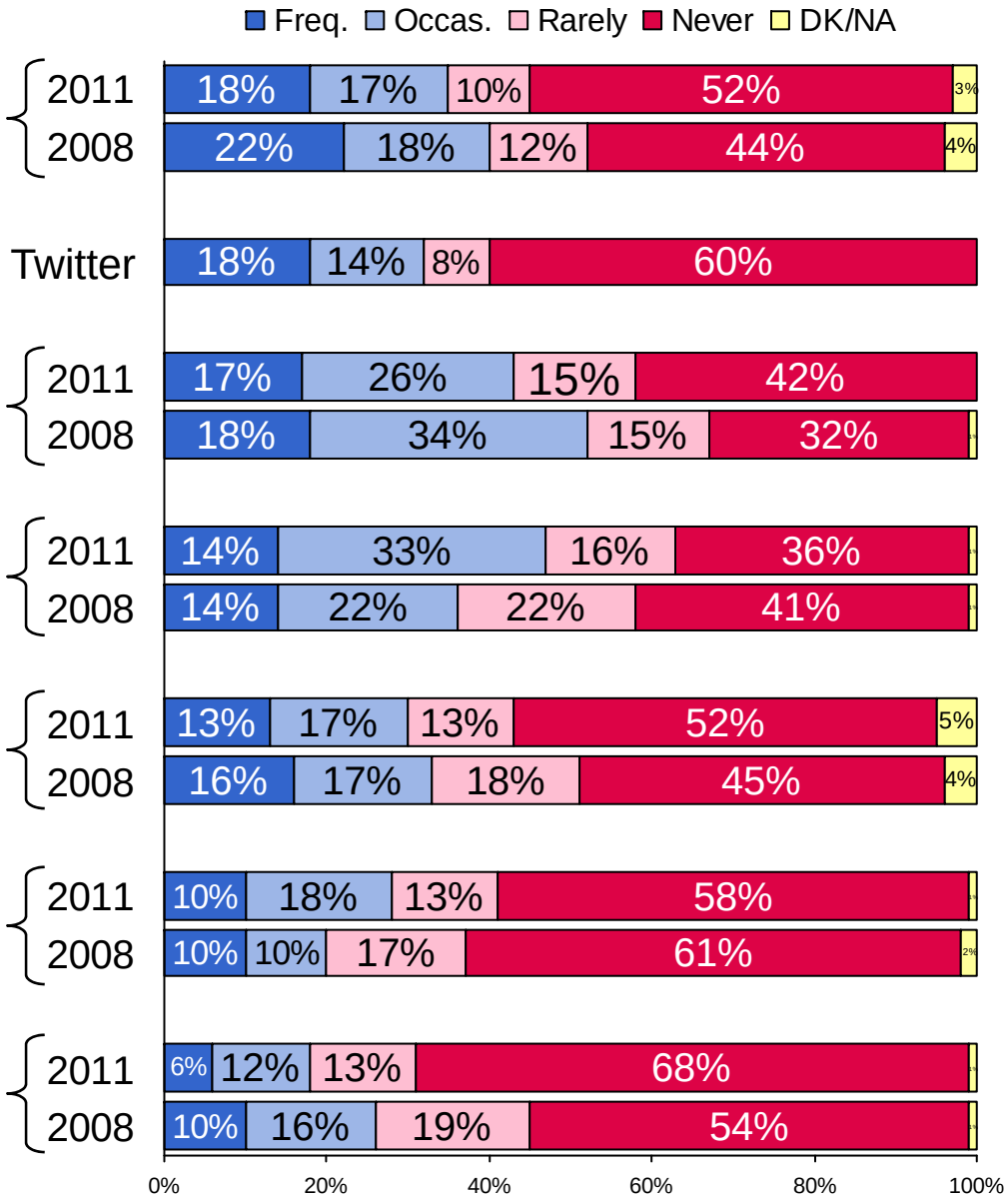

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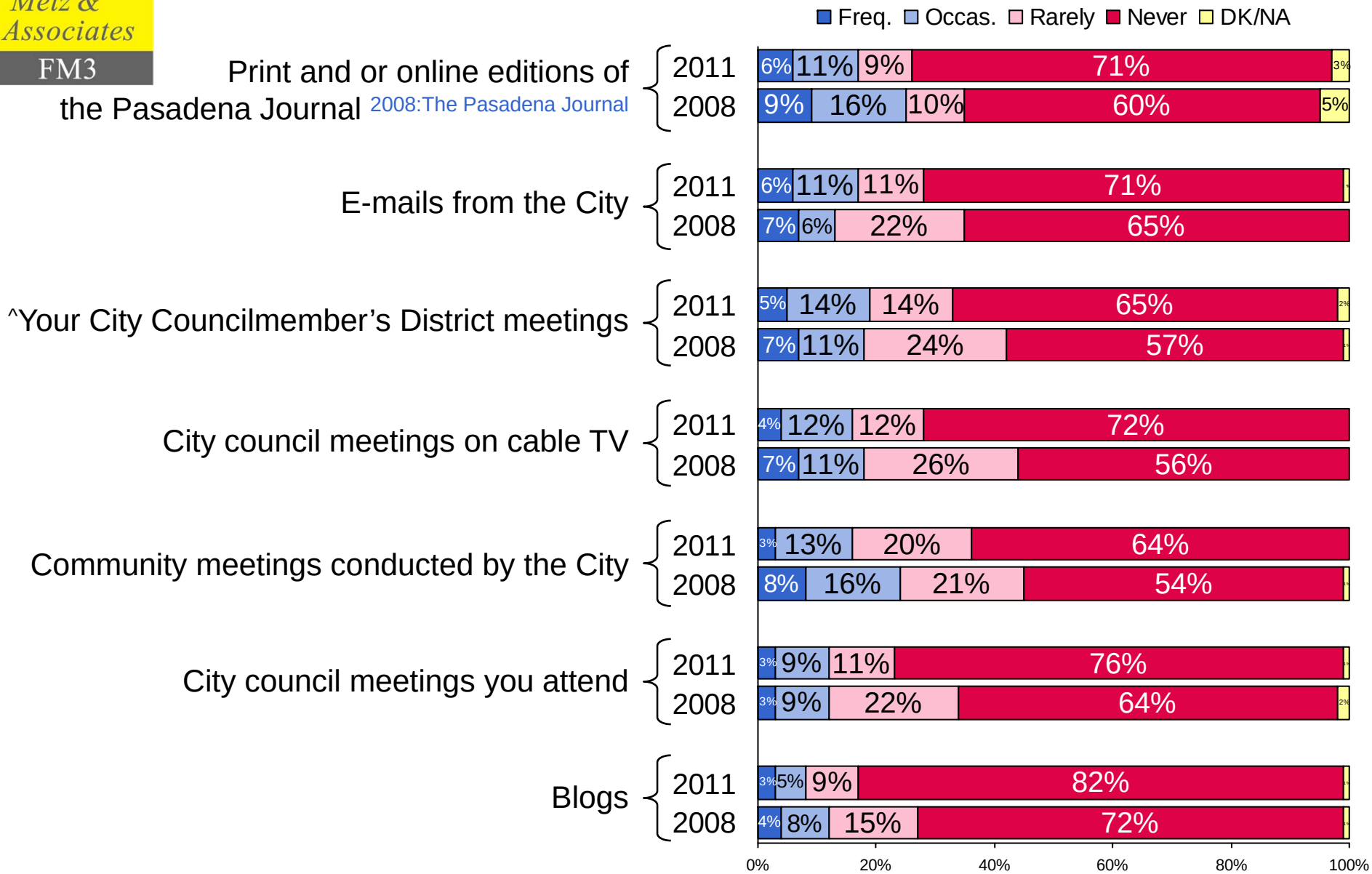

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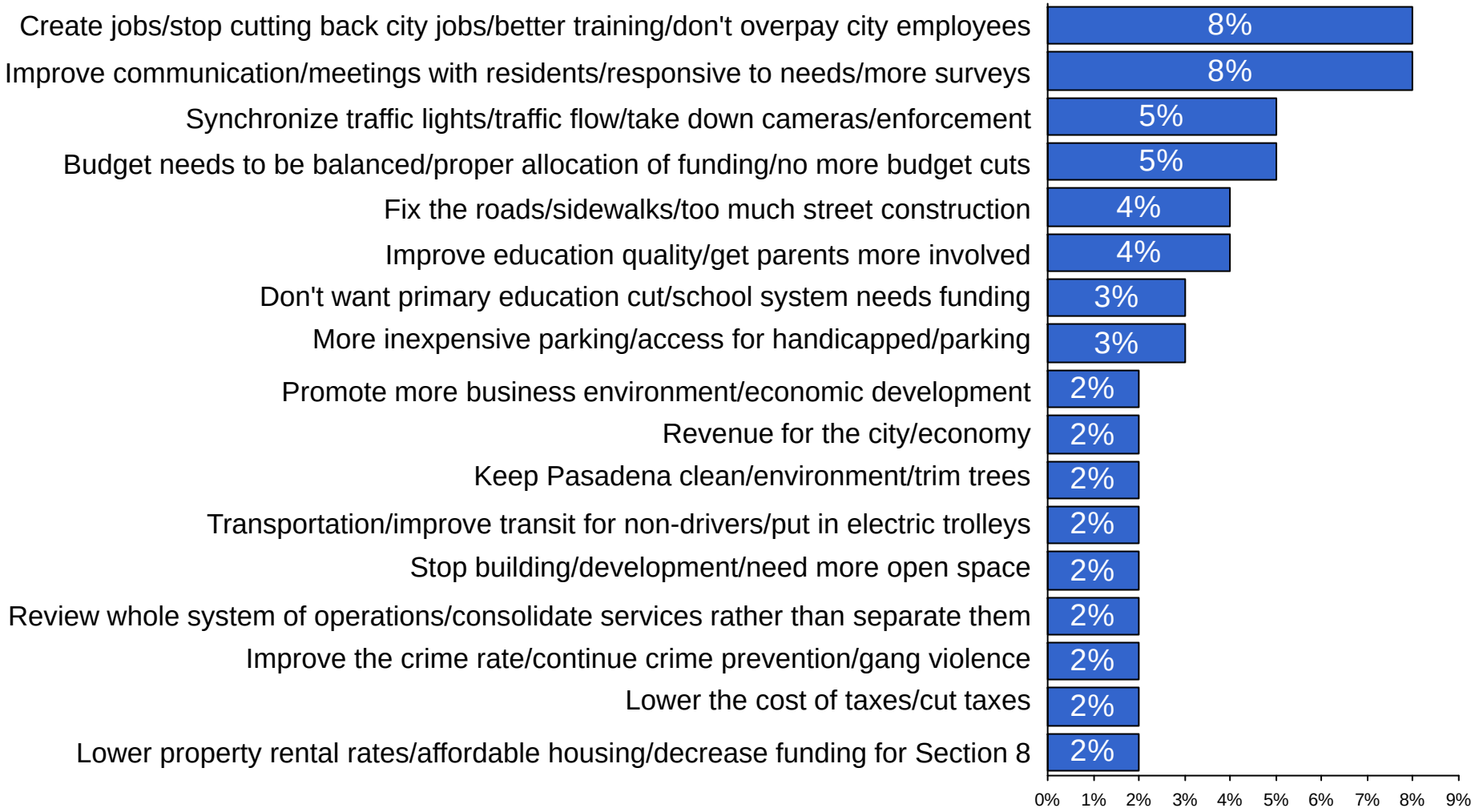
Most Important Thing Residents Would Like to See City Do to Improve City Services

(Including Top 2% Responses; Open-ended; Grouped Responses; Ranked by Top Responses)



15. In your opinion, what is the most important thing the City of Pasadena can do to improve city services for the people who live and/or work in Pasadena?