



City of Downey

Downey Finance Measure Survey

Survey Conducted: February 1-6, 2016

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

Methodology

- 400 interviews with Downey residents likely to vote in November 2016 election
- Sample size designed to provide reliable results and reflects FM3 best practices for cities of comparable size
- Conducted February 1-6, 2016
- Surveys conducted in English and Spanish
- Landlines and cell phones
- Overall Margin of Error: $\pm 4.9\%$
- Survey follows elements of 2013 survey conducted for City (June 2014 electorate)

Key Findings

- Downey residents are pleased with the management of their City, particularly as it relates to public safety.
- There are less intense concerns about the City budget than there were several years ago.
- Yet, residents recognize a need for additional funding and strongly support a local sales tax of at least one-half cent.
- Public safety is the highest priority use of potential new sales tax revenue.

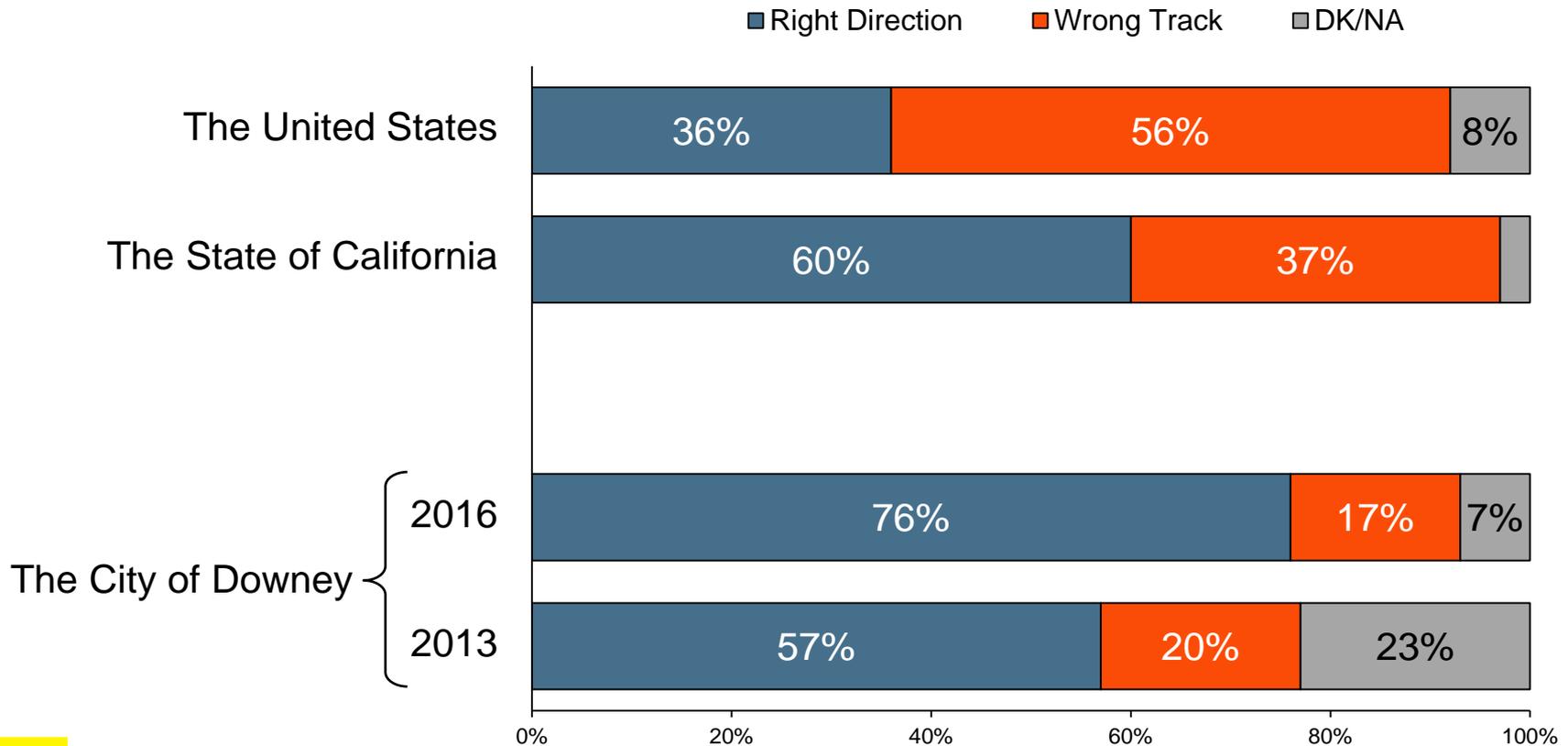


City of Downey

Mood of the Electorate

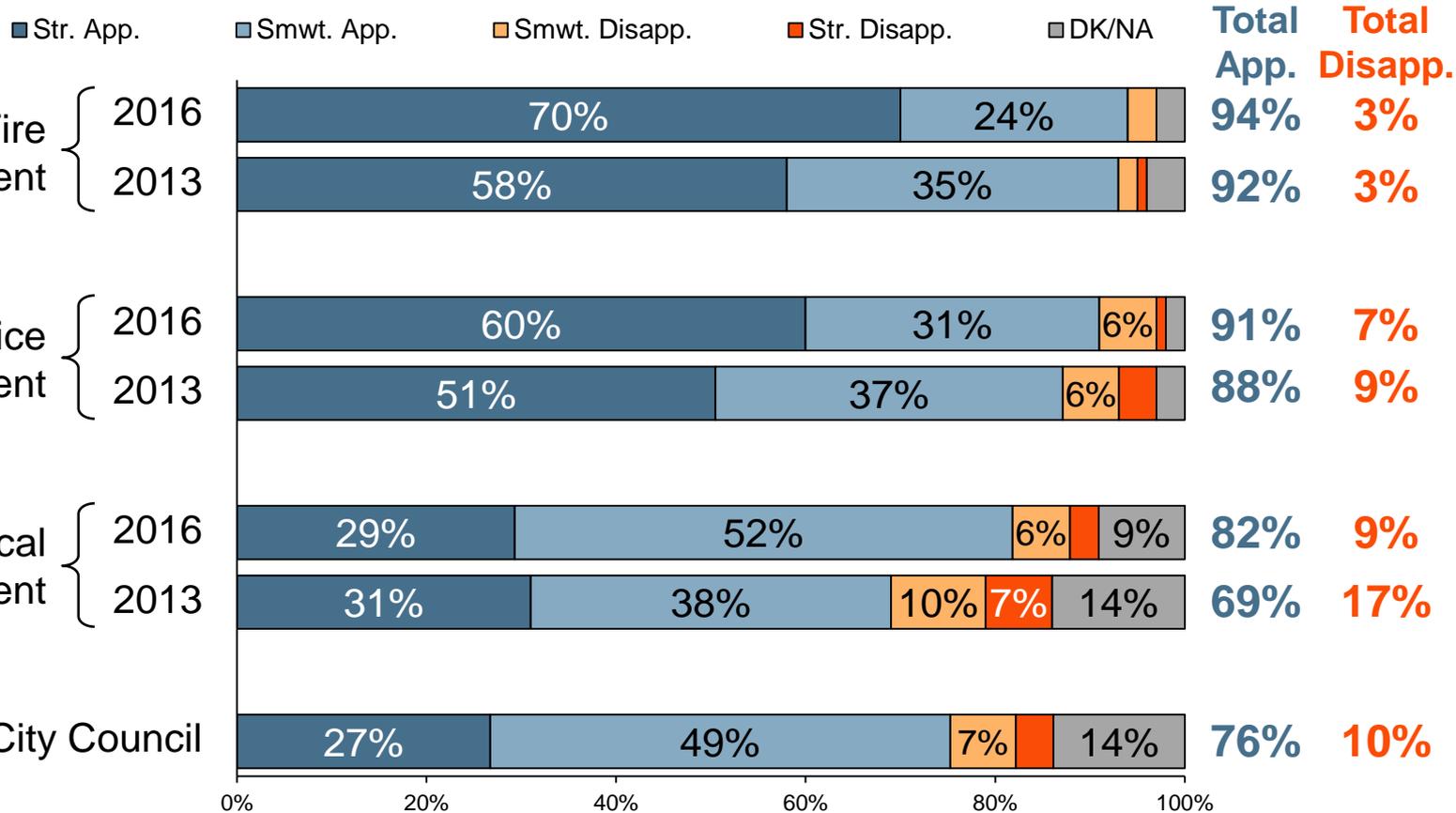
Voters are much more likely to say the City of Downey is headed in the right direction than the state or nation.

Would you say that things in _____ are generally headed in the right direction or do you feel that things are off on the wrong track?



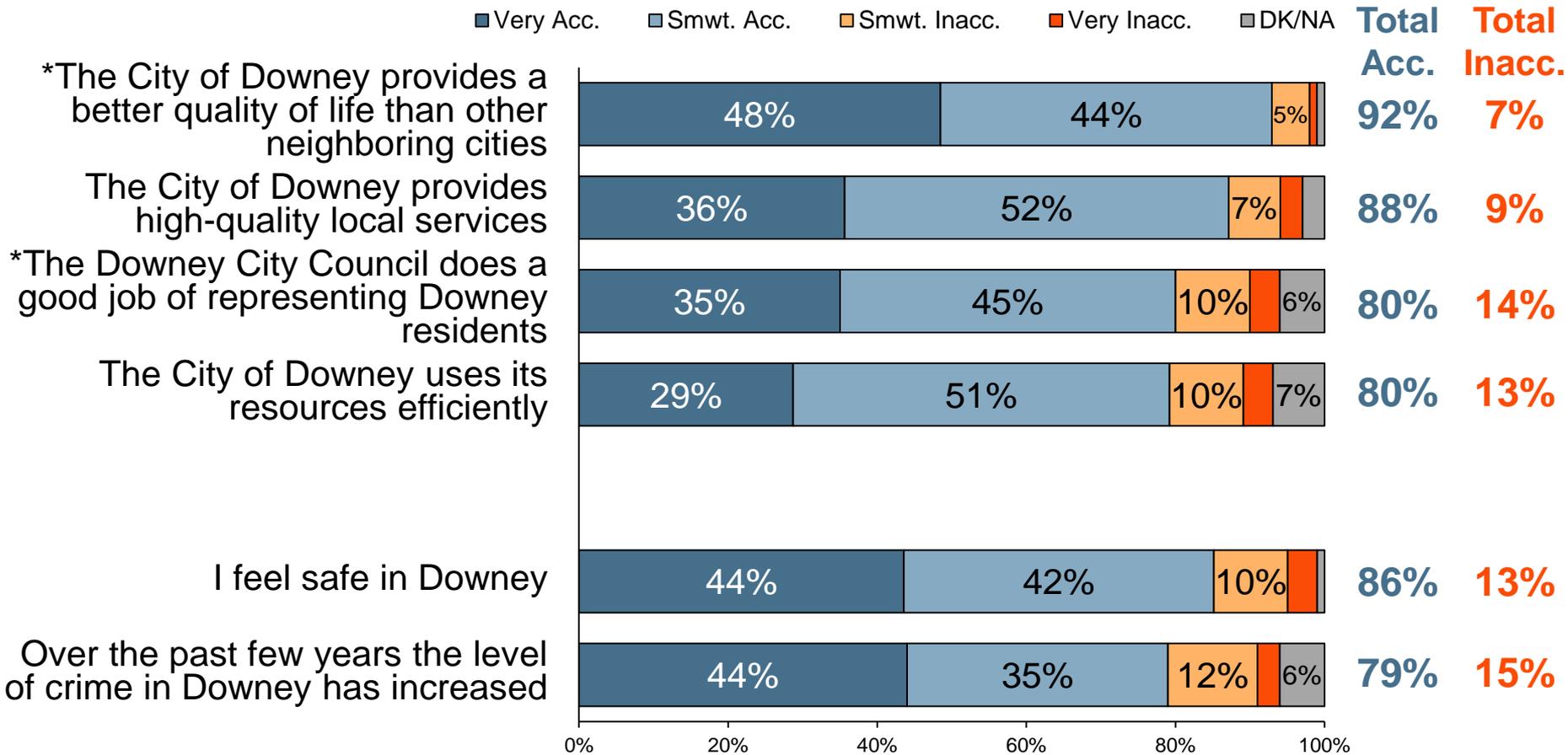
They also overwhelmingly approve of the job being done by the City and its public safety agencies.

I am going to mention some organizations active in public life. Please tell me if you approve or disapprove of the job being done by that organization. If you don't know enough about that organization you can tell me that too.



Downey residents feel very positively about the services provided by the City.

I would like to share with you some statements about Downey. Please tell me if you think each of the following statements is accurate or inaccurate.



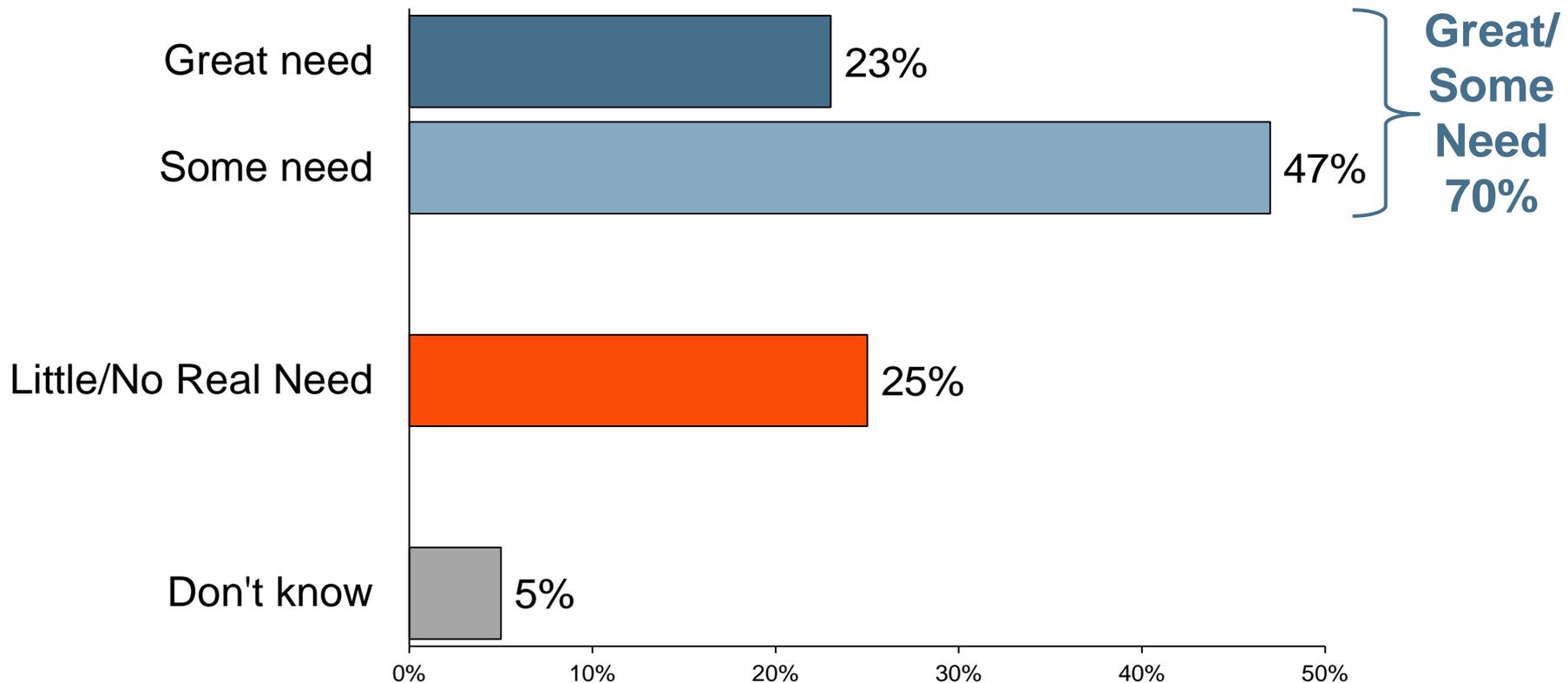


City of Downey

Attitudes on a Public Finance Measure

Residents recognize the need for additional funding for City services.

In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of city services that Downey residents need and want?

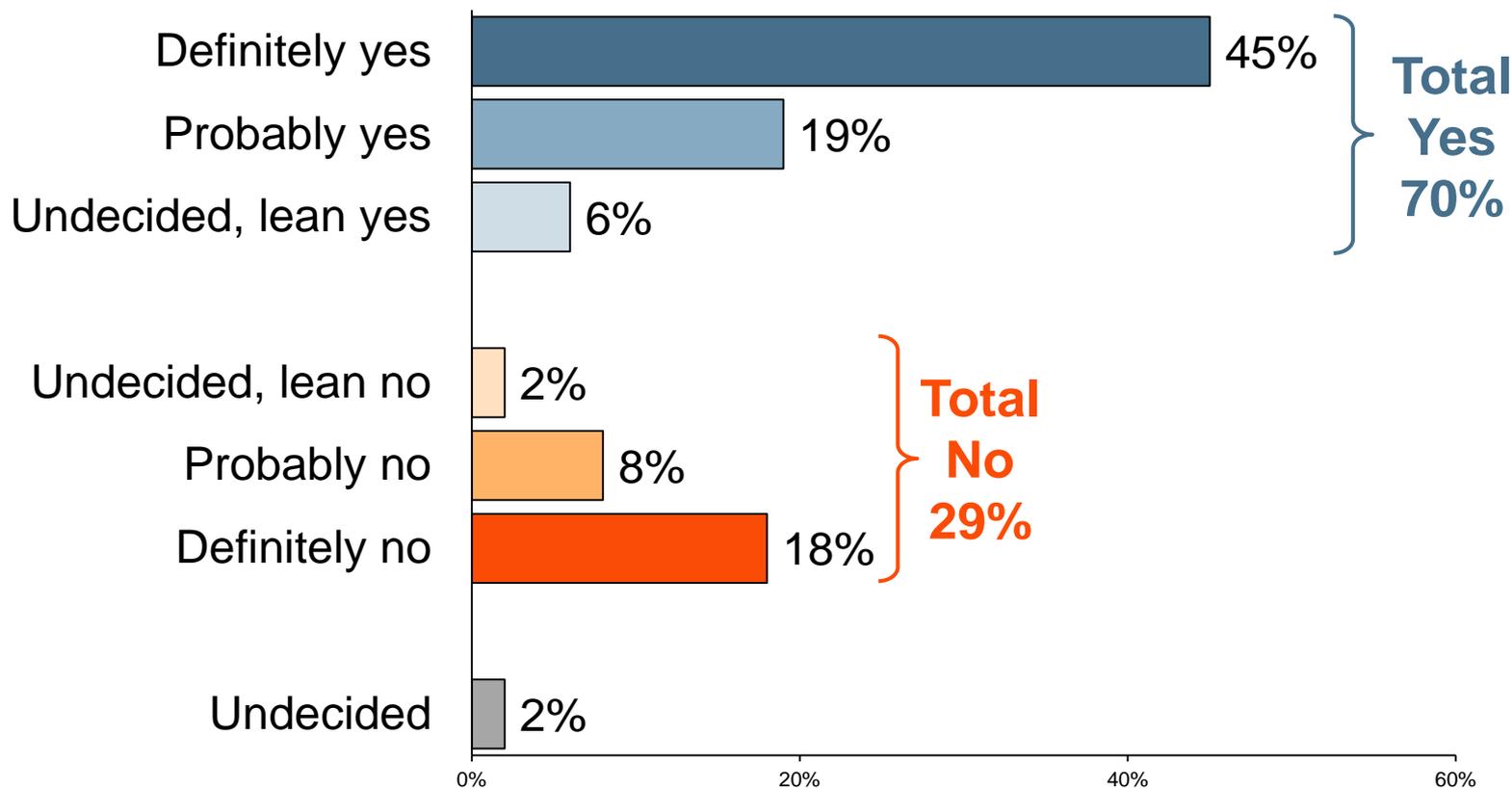


Downey Public Safety and Essential City Services Protection Measure

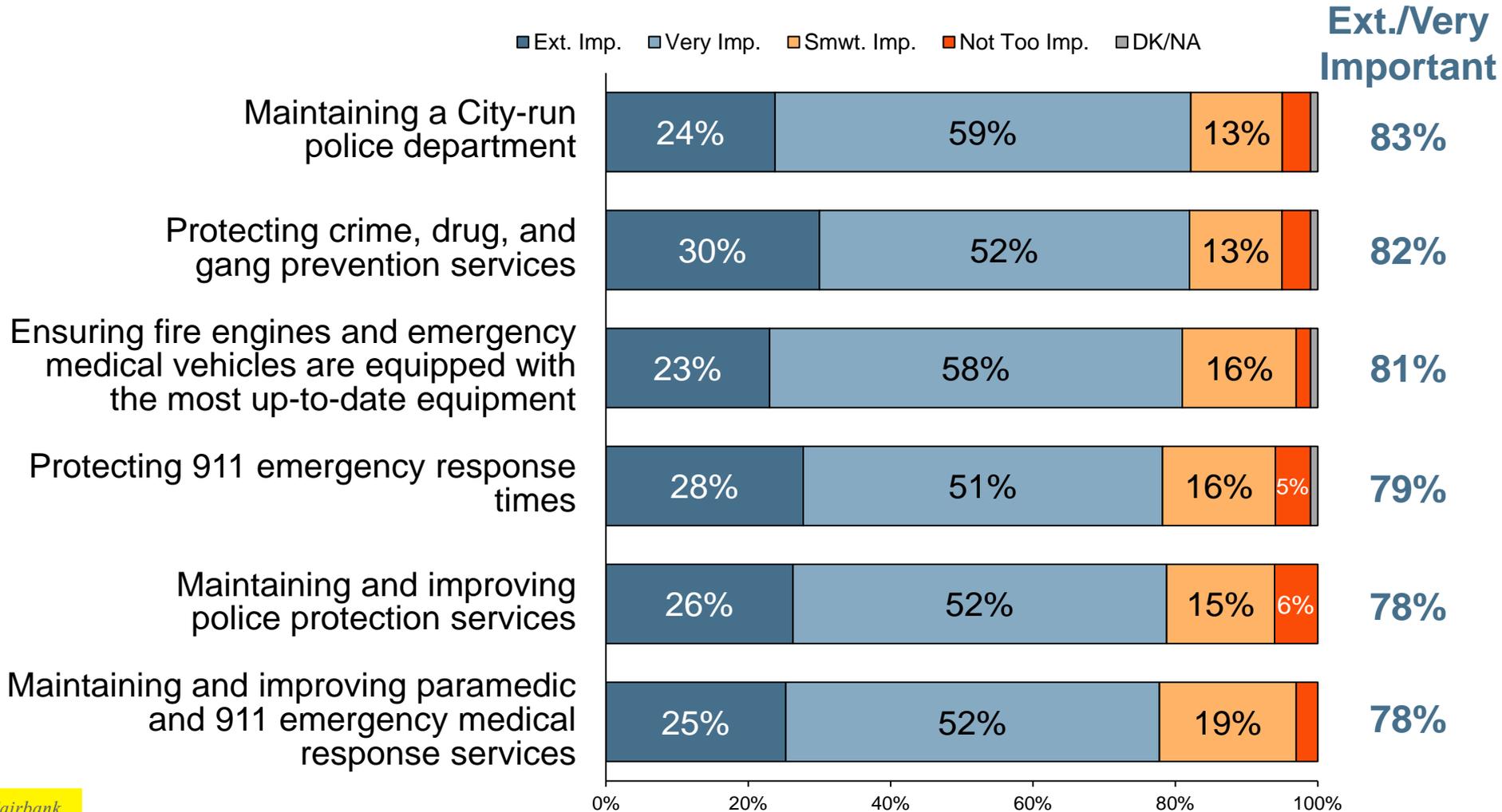
To maintain and improve city services including police protection, firefighters, paramedics, 911 emergency response, anti-gang/drug programs, programs that retain/attract local businesses, school safety, after-school and seniors programs; upgrade neighborhood parks; and repair streets/potholes; shall the City of Downey increase the sales tax by one-half cent, providing nine million dollars annually, until ended by voters, requiring audits, public disclosure of funds, and all funds only for Downey?

Support for the sales tax measure is robust and well above the 50% threshold for passage and the survey's margin of error.

If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?



Residents' highest priorities are related to public safety.



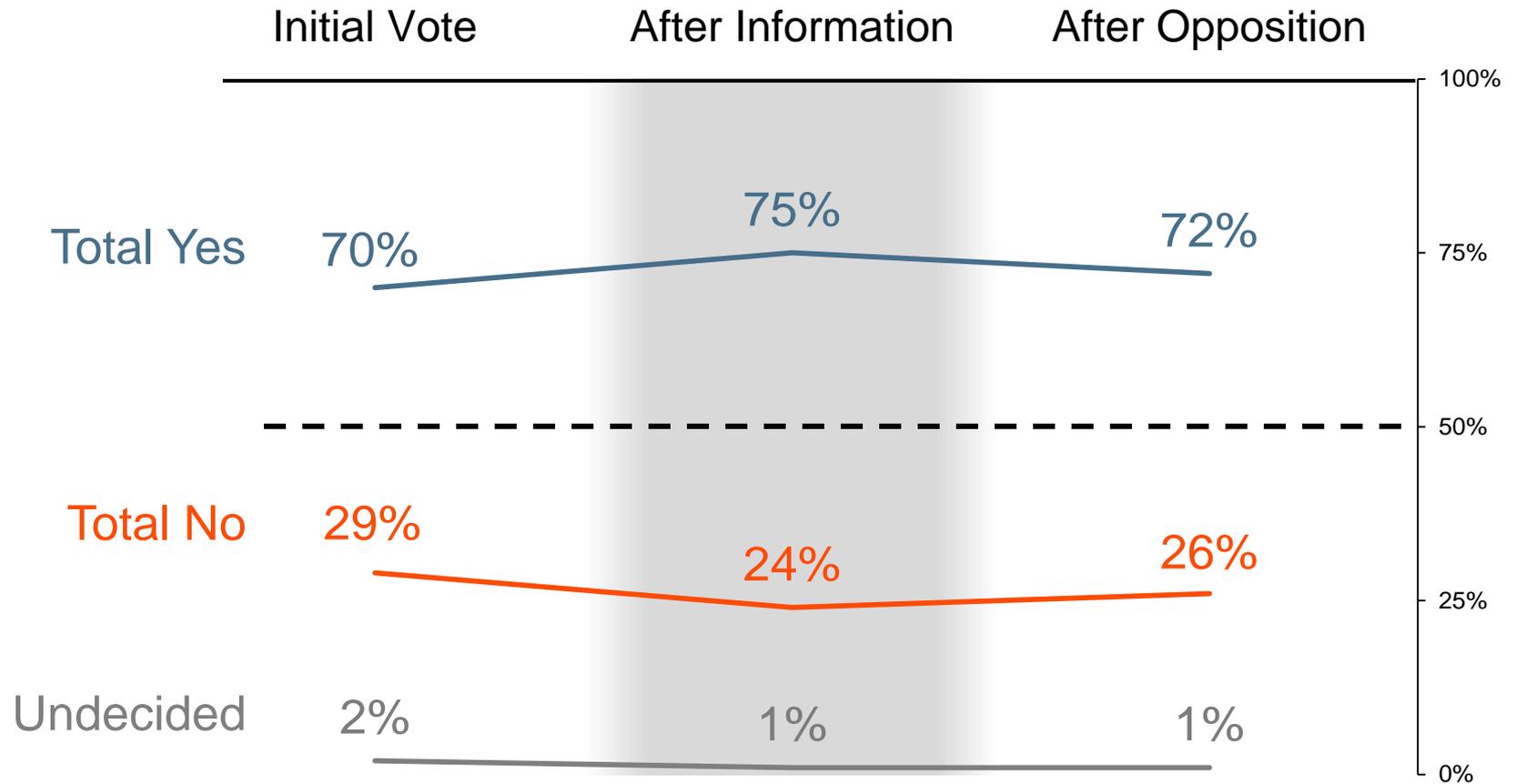
Q8. I am going to read you a list of ways in which the funds generated by this ballot measure could be spent. Regardless of your opinion of the measure, please tell me how important that provision or use of funds is to you personally: Is it extremely important, very important, somewhat important, or not too important. Split Sample.



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Impact of Messaging

After an exchange of information, support remains well above the 50% threshold for passage.



Q4/Q10/Q12. If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

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