

TO: Interested Parties

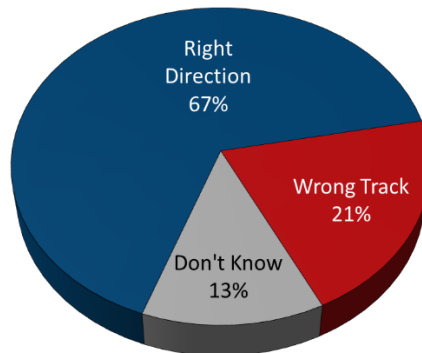
FROM: Fairbank, Maslin, Maullin, Metz & Associates (FM3)

RE: Summary of Survey Results

DATE: February 10, 2016

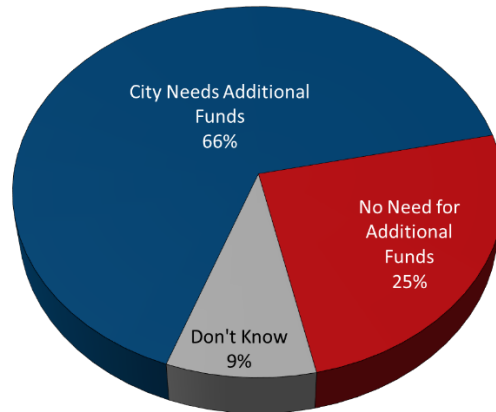
A recent survey¹ of Long Beach voters who are likely to cast a ballot in the June Republican and Democratic Presidential primary elections finds these voters to be highly pleased with the overall direction of the city. As **Figure 1** shows, two-thirds (67%) believe the City of Long Beach is headed in the “right direction”, whereas only two in ten (21%) regard the city as “off on the wrong track.”

Figure 1: Overall Perception of the City of Long Beach



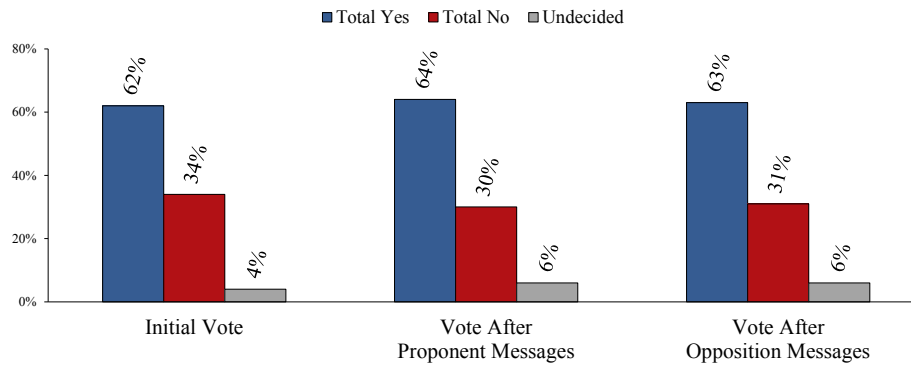
While voters hold a positive image of their city, the survey finds a similar proportion think Long Beach has a need for additional resources to provide residents with quality local services. Two-thirds (66%) think their city has a significant need for funds in order to provide Long Beach residents with quality city services. (See **Figure 2 on the next page**) In comparison, just one in four (25%) believe the city does not have a need for additional funds and nine percent do not know.

Figure 2: Need for Additional Funds to Provide Long Beach City Services



The survey also finds that more than six in ten Long Beach voters consistently vote in favor of a ballot measure to raise the city’s sales tax one-cent to fund police and fire department services, repair roads, improve maintain infrastructure and fund other Long Beach city services. Further demonstrating Long Beach voters’ high level of commitment is the consistency of the vote throughout the survey. To simulate a campaign environment, respondents heard arguments for and against raising the City’s sales tax, and as **Figure 3** shows, Long Beach voters’ initial level of support is largely unchanged after hearing statements from proponents and opponents. It should also be noted that throughout the survey, more than four in ten Long Beach voters say they would “definitely” vote yes if the election were held today compared to a quarter who adamantly oppose the ballot measure.

Figure 3: Vote on City of Long Beach One-Cent Sales Tax Ballot Measure



ⁱ From January 10-17, 2016, Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted 500 interviews via telephone (landline and cell) with randomly-selected City of Long Beach voters likely to vote in the June statewide primary election. The margin of error for the full sample is ±4.0 percent at the 95 percent confidence interval; margins of error for subgroups will be higher.