

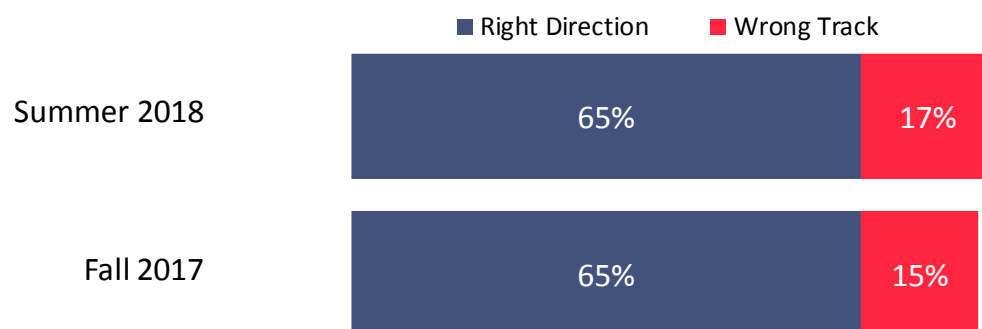
TO Interested Parties
FROM FM3 Research
RE: City of Garden Grove Community Issues Survey
DATE July 23, 2018

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently conducted a survey of 400¹ respondents within the City of Garden Grove to examine the local population's general attitudes and concerns about their city. **The study found that most respondents have favorable views of the City of Garden Grove, but believe there is a need for additional funding, and are supportive of a one-cent local funding measure to provide essential city services.**

Key findings from the study include:

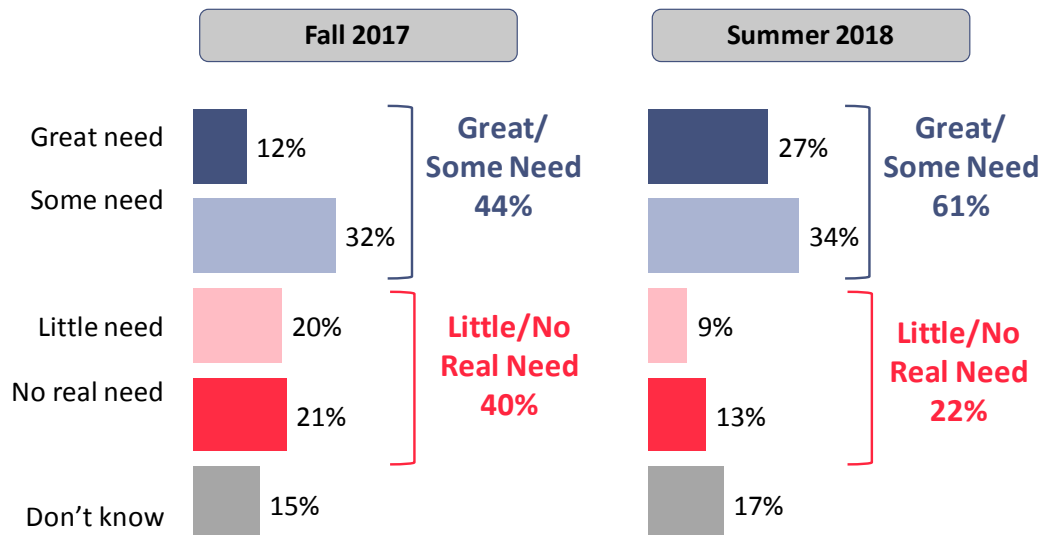
- **Most respondents continue to have a favorable view of the City.** Overall, nearly two thirds (65%) of all respondents believe that the City of Garden Grove is headed in the right direction. Meanwhile, only 17 percent of respondents believe it is off on the wrong track, while 18 percent are unsure. Respondents’ attitudes remain relatively unchanged since October 2017, when 65 percent also responded that the City of Garden Grove is headed in the right direction.

Figure 1: Respondents’ Perception of the City of Garden Grove



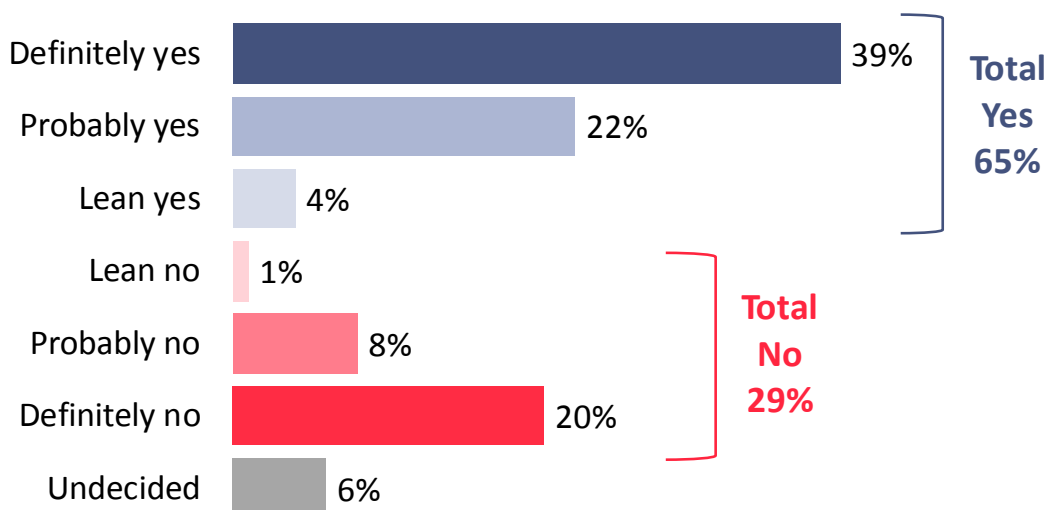
- **More respondents understand the City has a need for additional funding compared to last fall.** Over six in ten respondents (61%) indicated they believed the City of Garden Grove has great or some need for additional funds to provide the level of city services residents need and want. The number who believe there is a need for funding has increased significantly since last fall. In October 2017, only 44 percent of respondents believed there was a great or some need for additional funding (see **Figure 2** on the following page).

Figure 2: Respondents' Perception of Need for Additional Funding



- Nearly two-thirds (65%) of respondents support a conceptual one-cent local funding measure for public safety and vital city services with a simple majority threshold.** Nearly four in ten (39%) of all respondents said they would definitely vote yes for the measure, while an additional 22 percent responded they would probably vote yes, indicating overall strong support. Not surprisingly, the percentage of respondents who support the measure is nearly equal to the proportion of those who have favorable views of the City, and not far from those who believe the City has a need for additional funding.

Figure 3: Support for 1-Cent Local Funding Measure



Overall, a majority of respondents continue to believe that the City of Garden Grove is headed in the right direction. However, since Fall 2017, there has been an increase in the number of respondents who believe the City has a great or some need for additional funds to continue to provide services residents need and want. Furthermore, nearly two-thirds (65%) of respondents are in support of a 1-cent sales tax measure for public safety and vital city services, indicating that such a measure is viable.

¹ Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a telephone (landline and cell phone) survey between July 7-12, 2018, among 400 voters registered in the City of Garden Grove who are likely to vote in the November 2018 General Election. Interviews were conducted in English, Spanish and Vietnamese. The margin of error for the full sample is +/- 4.9% with a 95% confidence interval. Margins of error for population subgroups will be higher. Some percentages may not sum to 100% due to rounding.