

TO: Interested Parties

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

RE: Summary of City of Corona Survey Results

DATE: June 14, 2017

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

Seven-in-ten residents believe that Corona provides a better quality of life than other nearby communities (Figure 1). When asked to compare Corona to other nearby communities, 70 percent of residents responded that it is accurate to say that Corona provides a better quality of life and just a quarter of residents said that is inaccurate.

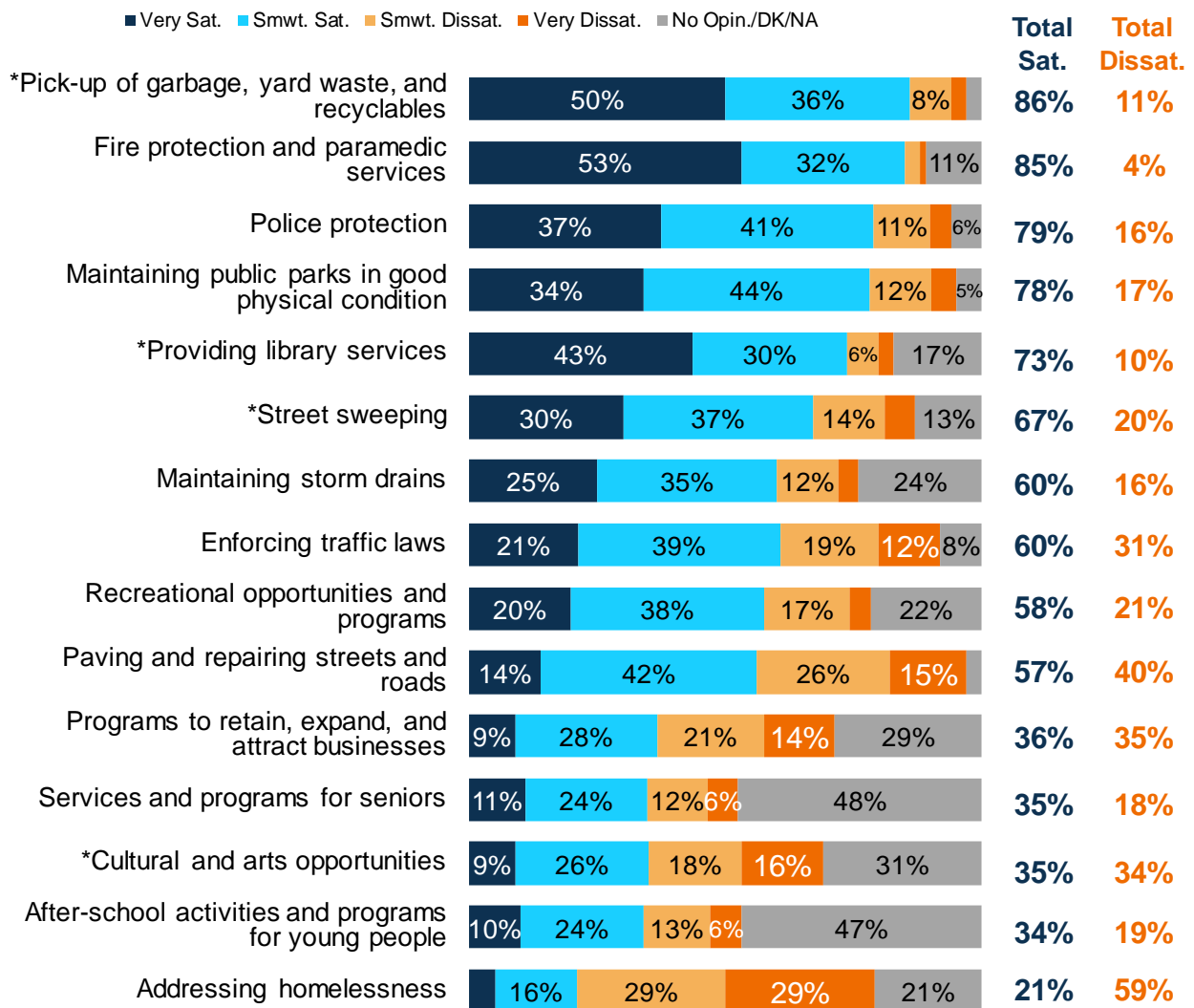
Figure 1: Assessment of Quality of Life in Corona



The survey found broad satisfaction with the way the City provides services. Nearly six-in-ten survey respondents said the City is doing an “excellent” or “good” job providing services to residents compared to just 11 percent who said the City is doing a “poor” job. Furthermore, the survey found broad satisfaction with specific services provided by the City (**Figure 2** on the following page).

The highest level of resident satisfaction was found with “Pickup of garbage, yard waste, and recyclables” (86% satisfied, including 50% very satisfied), “Fire protection and paramedic services (85% satisfied, 53% very satisfied) and “police protection” (79% satisfied, 37% very satisfied). Of the 15 individual services assessed in the survey, residents were more satisfied than dissatisfied with 12 of them. The survey measured nearly equal feelings about two of the services and only on the issue of “address homelessness” were residents more dissatisfied than satisfied.

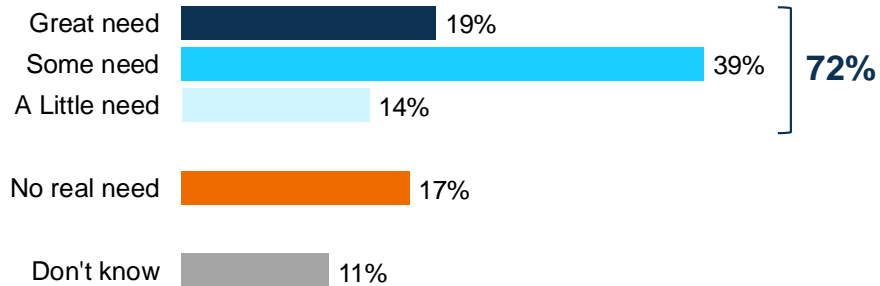
Figure 2: Satisfaction with Services Provided in Corona



* Split Sample

Even with this broad satisfaction, residents also believe that the City has a need for additional funding to provide services. Seventy-two percent of respondents said the City has either a “great need,” “some need,” or “a little need” for additional funding to provide the level of City services that Corona residents need and want (**Figure 3**). This is more than four times the number of residents who said the City has “no real need” for funding, while 11 percent were unsure.

Figure 3: Assessment of Corona’s Need for Additional Funding



Maintaining clean, safe drinking water and public safety services are high priorities for residents. The survey asked residents to identify the importance of providing additional funding for various local services and found that “maintaining clean, safe drinking water” (92% extremely or very important), “maintaining local fire protection” (91%), “maintaining 911 emergency response times” (91%) and “maintaining local police protection” (90%) are the highest priorities (**Table 1**). In addition to these, and other public safety priorities, 85 percent of residents said it is extremely or very important for the City to “reduce traffic impacts” in Corona.

Table 1: Highest-Priority Services in Corona

Local Service	% Ext / Very Important
Maintaining clean and safe drinking water supplies	92%
Maintaining local fire protection	91%
Maintaining 911 emergency response times	91%
Maintaining local police protection	90%
Maintaining local paramedic services	86%
Increasing rapid response to burglaries and other property crime	86%
Reducing traffic impacts	85%
Maintaining and improving local police protection	77%
Maintaining and improving 911 emergency response times	75%
Maintaining and improving local fire protection	75%
Maintaining graffiti removal programs	75%
Restoring police anti-gang units	72%
Maintaining and improving local paramedic services	71%
Repairing local streets and roads	67%

ⁱ **Methodology:** FM3 contracted with the City of Corona to complete 400 survey interviews. Due to the strong response of community residents, FM3 completed 874 interviews online and via landline and cellular telephones. Survey respondents had voting histories that identified them as likely to vote in the November 2018 statewide election. The margin of sampling error for the study is +/-3.3% 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%.