

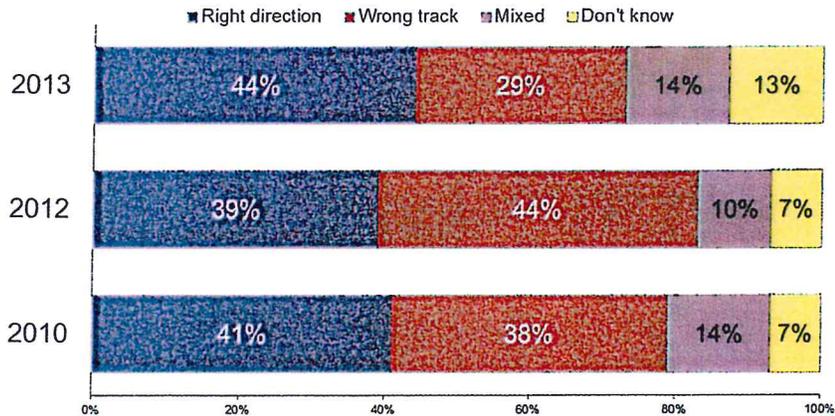
Public Opinion Research  
& Strategy

TO: Interested Parties  
 FROM: Fairbank, Maslin, Maullin, Metz & Associates (FM3)  
 RE: Summary of Cathedral City Community Survey Results  
 DATE: January 10, 2013

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey<sup>1</sup> of Cathedral City residents to examine public attitudes toward city government and local services, identify community priorities and determine support for continuing the city’s one-cent sales tax set to expire in 2014. The survey finds a 44 percent plurality believes Cathedral City is headed in the “right direction,” a five point increase over the past year. **More significantly, there has been a 15-point decline in the proportion that thinks the city is “off on the wrong track,” which today stands at 29 percent compared to 44 percent in 2012.** (See Figure 1)

**Figure 1: Overall Perception of Cathedral City**

*On an overall basis, do you think things in Cathedral City are going in the right direction or are they off on the wrong track?*



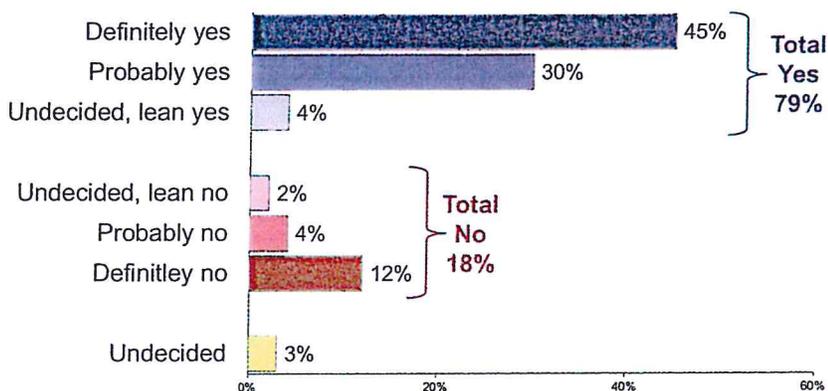
<sup>1</sup> From December 7-17, 2013, Fairbank, Maslin, Maullin, Metz & Associates (FM3) surveyed 350 randomly-selected Cathedral City registered voters likely to cast a ballot in the June 2014 Statewide Primary Election. Interviews were conducted via landline and cellular telephones and respondents were interviewed in English and Spanish. The margin of error for the full sample is ±5.2 percent at the 95 percent confidence interval; margins of error for subgroups will be higher.

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To ensure Cathedral City can maintain quality local services, residents strongly support continuing the previously voter approved one-cent city sales tax. As Figure 2 shows, eight-in-ten (79 percent) would vote in favor of a ballot measure to continue the city’s existing one-cent sales tax, including 45 percent who say they would vote “definitely” yes if the election were held today. It is worth noting that the broad base of support for continuing the one-cent sales tax extends across all major segments of the Cathedral City population, including gender, party affiliation, age and ethnicity. Only two-in-ten (18 percent) oppose the ballot measure and very few voters (three percent) are undecided.

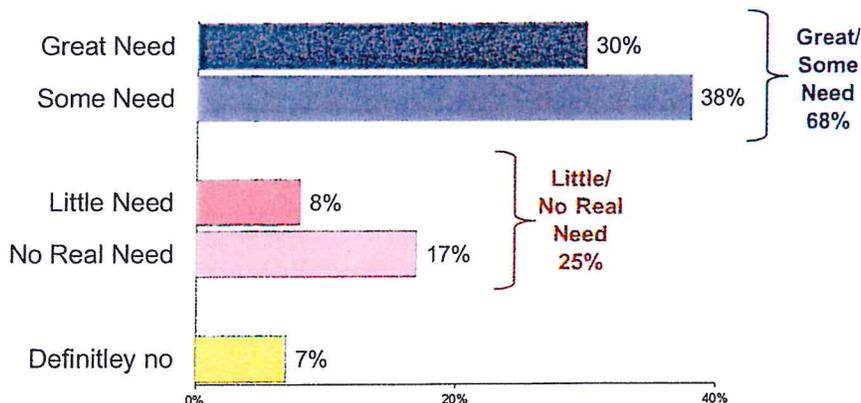
**Figure 2: Vote on Continuing Cathedral City One-Cent Sales Tax**



The rationale for residents’ strong support for continuing the city’s existing one-cent sales tax is that they believe Cathedral City has a significant need for funds “to provide the current level of services that residents need and want.” As Figure 3 illustrates, two-thirds (68 percent) think Cathedral City has a “great” or “some” need for funds in order to maintain city services, only one-in-four (25 percent) describe the need as either “little” or say “no real need”, and seven percent do not know. This degree of need is similar to what has been found in past years, including one conducted prior to Cathedral City’s approving the one-cent sales tax in 2010.

**Figure 3: Cathedral City’s Need for Funds**

*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 Cathedral City residents need and want?*



A key factor in residents' perception of need for additional funds is that two-thirds (65 percent) consider state cuts to Cathedral City services to be an "extremely" or "very" serious problem. Also, a similar proportion – 67 percent – identifies the following statement, "state government has taken millions of dollars from Cathedral City that is supposed to be used to provide vital city services," to be accurate.

**The survey results show that Cathedral City residents prioritize using funds raised by the one-cent sales tax to maintain the city's ability to respond effectively to 911 emergencies and ensure public safety.** Three-in-four (75 percent) consider it "extremely" or "very" important for the city to maintain Cathedral City Police and Fire Departments rather than contract with Riverside County for local public safety services. Residents respond even more intensely when asked about specific uses of funds for public safety-related purposes:

- Maintaining effective 911 emergency response services (91% extremely/very important)
- Ensuring police officers have essential equipment, including bulletproof vests (91% extremely/very important)
- Ensuring firefighters have essential equipment, including protective clothing and breathing apparatuses (90% extremely/very important)
- Retaining 911 emergency dispatch operators (90% extremely/very important)
- Retaining City firefighters (89% extremely/very important)
- Maintaining 911 emergency communications equipment, such as radios and computers (87% extremely/very important)
- Retaining paramedics (87% extremely/very important)
- Retaining City police officers (82% extremely/very important)

In conclusion, these surveys results indicate that Cathedral City residents have a more positive opinion of their city today than in past years. To continue on this positive track, residents feel strongly that the city must continue to have a reliable source of funds to provide the essential city services residents need and want. In particular, residents want to maintain the Cathedral City Police and Fire Departments to protect local control of public safety services that will ensure effective 911 emergency response services and retain firefighter, paramedics and police officers. To that end, the vast majority of Cathedral City residents regard continuing the city's previously approved one-cent sales tax.