








City of La Habra 2021 Community Issues Survey

*Summary of Findings from a Survey of La Habra
Registered Voters Conducted August 1-8, 2021*



OPINION
RESEARCH
& STRATEGY

Survey Specifics and Methodology

Dates	August 1-8, 2021
Survey Type	Dual-mode Voter Survey
Research Population	City of La Habra Voters
Total Interviews	634
Margin of Sampling Error	(Full Sample) $\pm 4.4\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Survey
Languages	English & Spanish

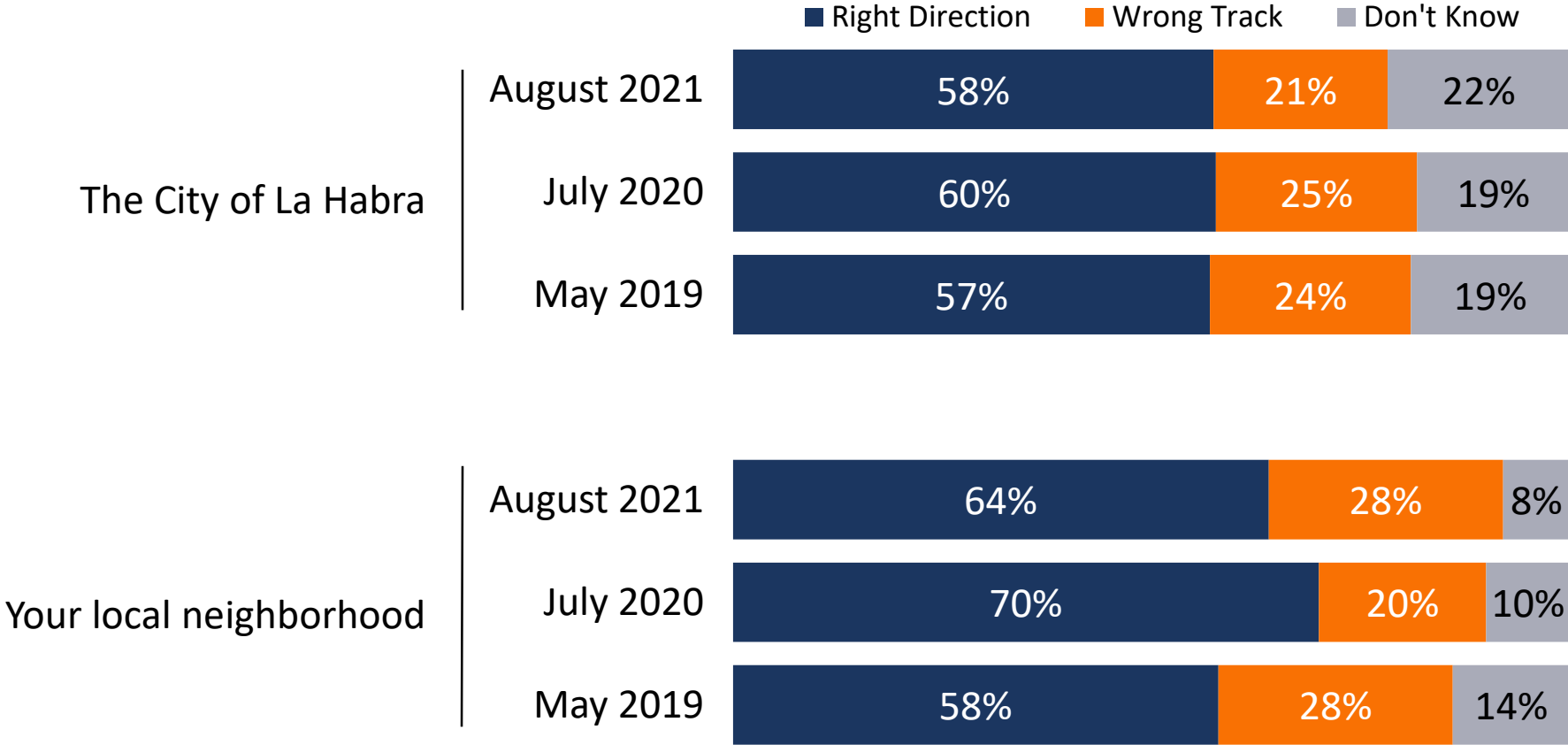
(Note: Not All Results Will Sum to 100% Due to Rounding)



Public Mood, Quality of Life & Local Government Ratings

Most La Habra voters remain optimistic about the direction of their city and neighborhoods.

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?

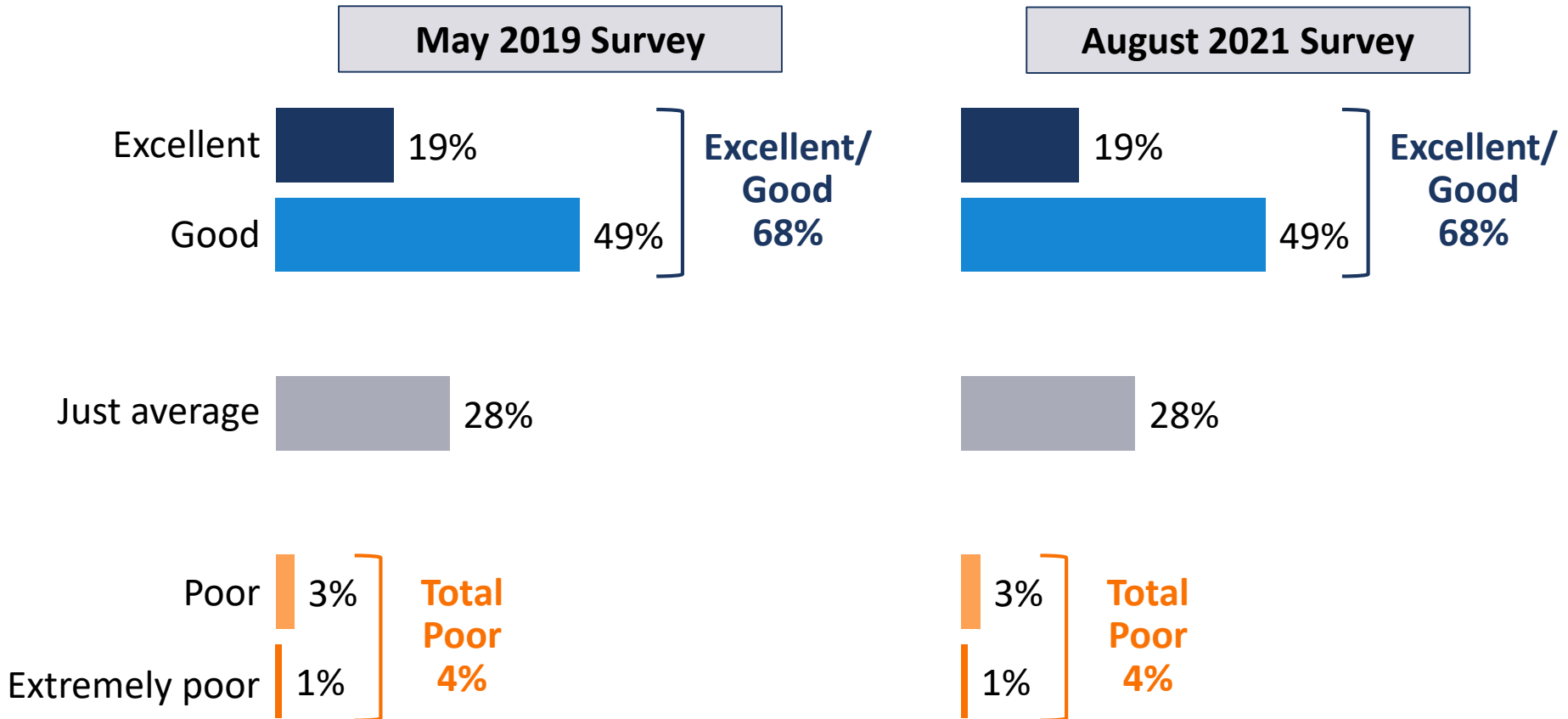


Views of the city differ the most along partisan lines and by race/ethnicity.

Demographic Group	The City of La Habra			Your Local Neighborhood		
	Right Direction	Wrong Track	Don't Know	Right Direction	Wrong Track	Don't Know
All Voters	58%	21%	22%	64%	28%	8%
Gender						
Men	58%	21%	21%	67%	26%	7%
Women	57%	21%	22%	61%	29%	10%
Party						
Democrats	65%	14%	21%	70%	21%	9%
Independents	55%	21%	25%	59%	30%	10%
Republicans	50%	29%	21%	60%	34%	6%
Race/Ethnicity						
Whites	54%	21%	26%	65%	24%	11%
Latinos	63%	19%	18%	67%	28%	6%
Asians/Pacific Islanders	67%	14%	19%	78%	18%	5%
Age						
18-49	58%	22%	20%	62%	30%	8%
50-64	53%	25%	22%	57%	35%	8%
65+	63%	13%	24%	79%	13%	8%

There has been no change in the rating of La Habra as a place to live, as two-thirds think it is either “excellent” or “good” and very few say “poor”.

How would you rate the City of La Habra as a place to live: is it an excellent place to live, a good place to live, just average, poor, or an extremely poor place to live?



Views of the fire department remain highly positive and most think La Habra PD is performing well.

Please tell me if you feel that organization is doing an excellent job, a good job, only a fair job or a poor job.

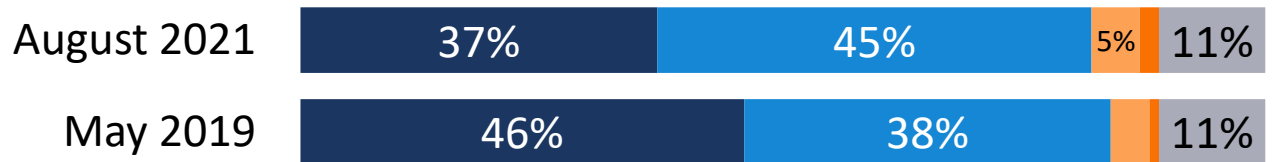
■ Excellent ■ Good ■ Only Fair ■ Poor ■ Don't Know

Exc./
Good

*Your local
fire department



*Los Angeles County
Fire Department



City of La Habra
Police Department



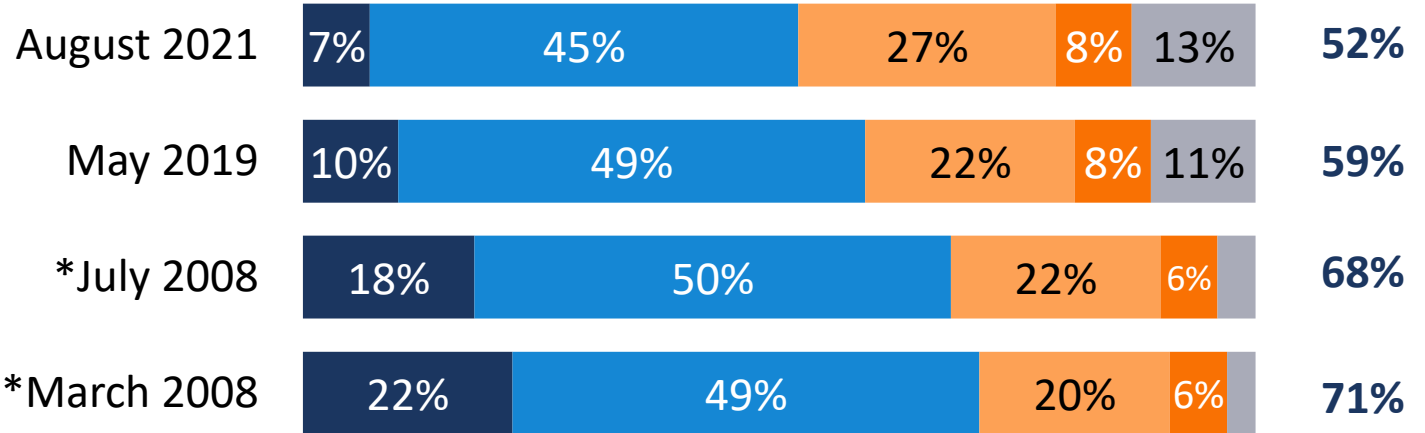
Opinion of La Habra city government has been declining for more than a decade, though the percentage saying “poor” remains under 10%.

Please tell me if you feel that organization is doing an excellent job, a good job, only a fair job or a poor job.

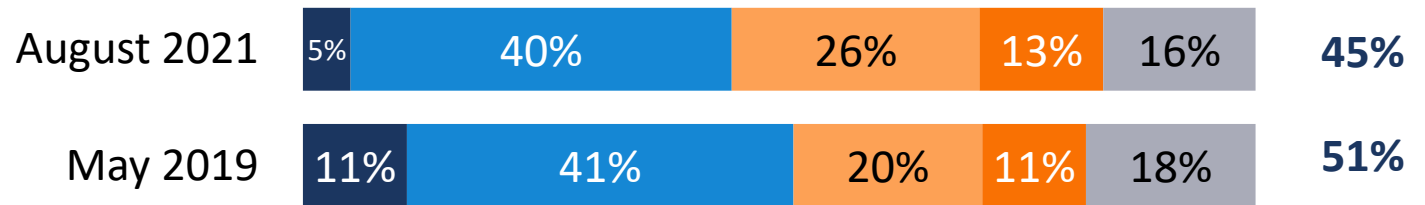
■ Excellent ■ Good ■ Only Fair ■ Poor ■ Don't Know

**Exc./
Good**

The City of La Habra
Government overall



The La Habra
City Council

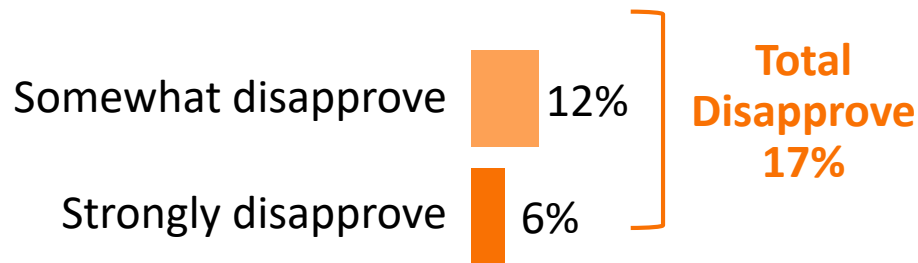
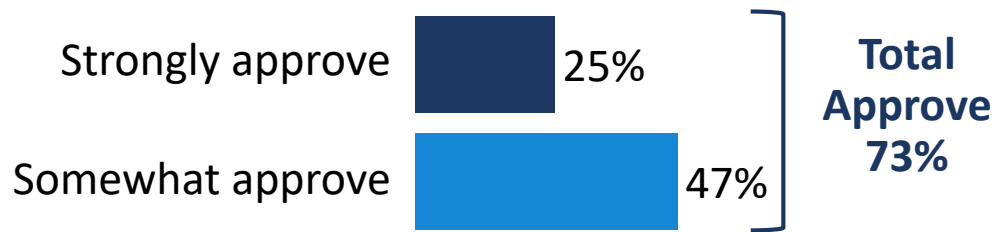


Job ratings for city government and the City Council are highest among Democrats, Asian/Pacific Islanders and ages 65+.

Demographic Group	La Habra City Government			La Habra City Council		
	Exc/ Good	Only Fair/ Poor	Don't Know	Exc/ Good	Only Fair/ Poor	Don't Know
All Voters	52%	35%	13%	45%	39%	16%
Gender						
Men	50%	39%	11%	43%	43%	14%
Women	53%	31%	15%	48%	34%	18%
Party						
Democrats	59%	26%	15%	52%	31%	17%
Independents	46%	40%	14%	38%	42%	20%
Republicans	47%	42%	11%	43%	45%	11%
Race/Ethnicity						
Whites	55%	29%	16%	46%	35%	19%
Latinos	52%	37%	11%	47%	41%	13%
Asians/Pacific Islanders	64%	24%	12%	63%	21%	16%
Age						
18-49	49%	37%	14%	44%	40%	16%
50-64	52%	38%	10%	43%	42%	15%
65+	62%	27%	11%	51%	32%	17%

By more than 4-1, voters approve of the City's response to COVID.

Overall, do you approve or disapprove of the job the City of La Habra government has done in responding to the coronavirus pandemic?



Demographic Group	Total App.	Total Disapp.	Don't Know
Gender			
Men	75%	14%	11%
Women	70%	21%	9%
Party			
Democrats	75%	17%	8%
Independents	77%	15%	8%
Republicans	65%	20%	14%
Race/Ethnicity			
Whites	75%	14%	11%
Latinos	74%	18%	7%
Asians/Pac. Isl.	76%	14%	10%
Age			
18-49	70%	19%	11%
50-64	75%	18%	7%
65+	77%	12%	11%

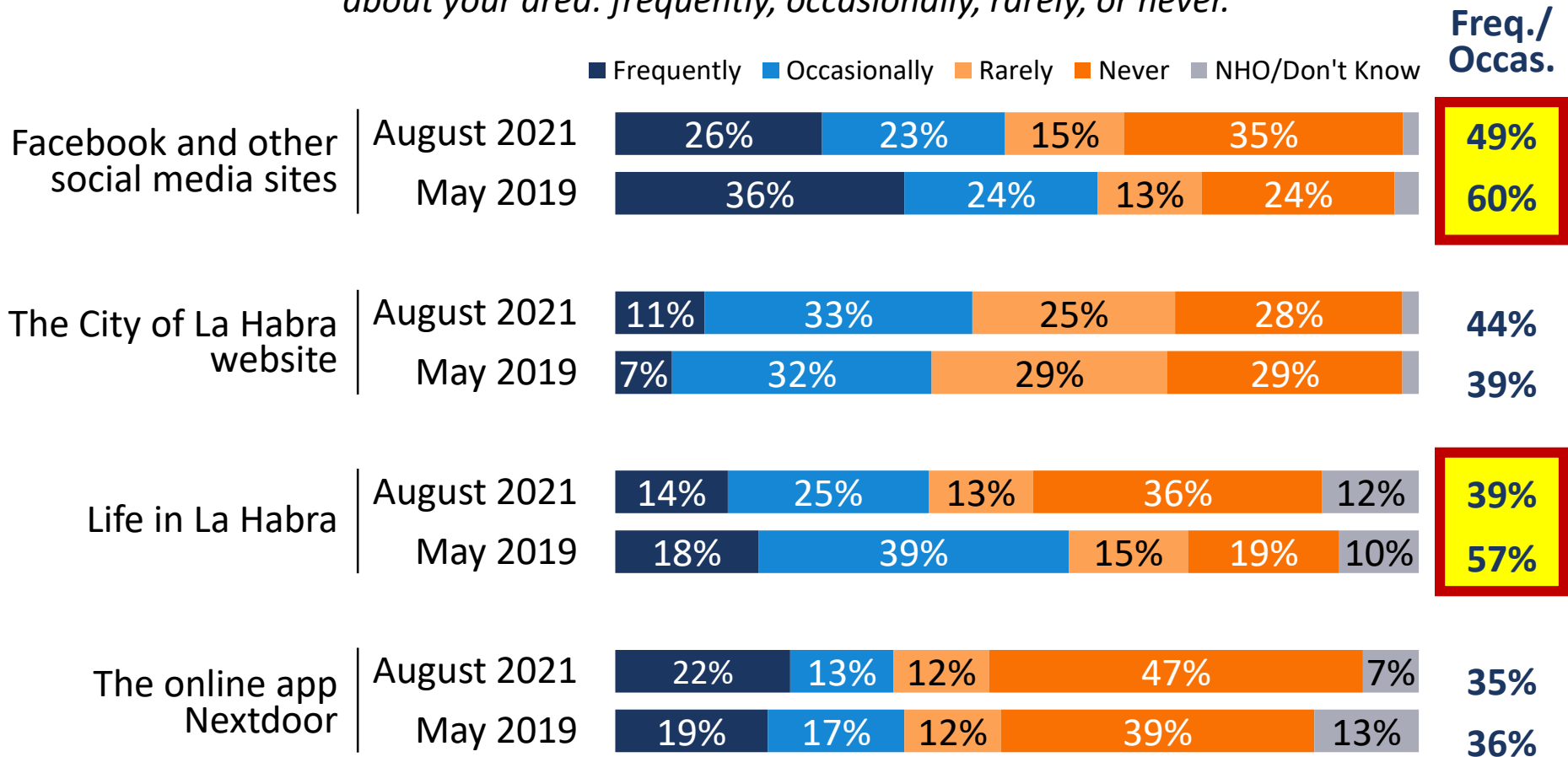
However, pluralities think the city should provide more assistance to address the challenges caused by the pandemic, especially for the homeless.

Please tell me if you think the La Habra city government has provided too much, too little or about the right amount of assistance to that person or group during the pandemic.

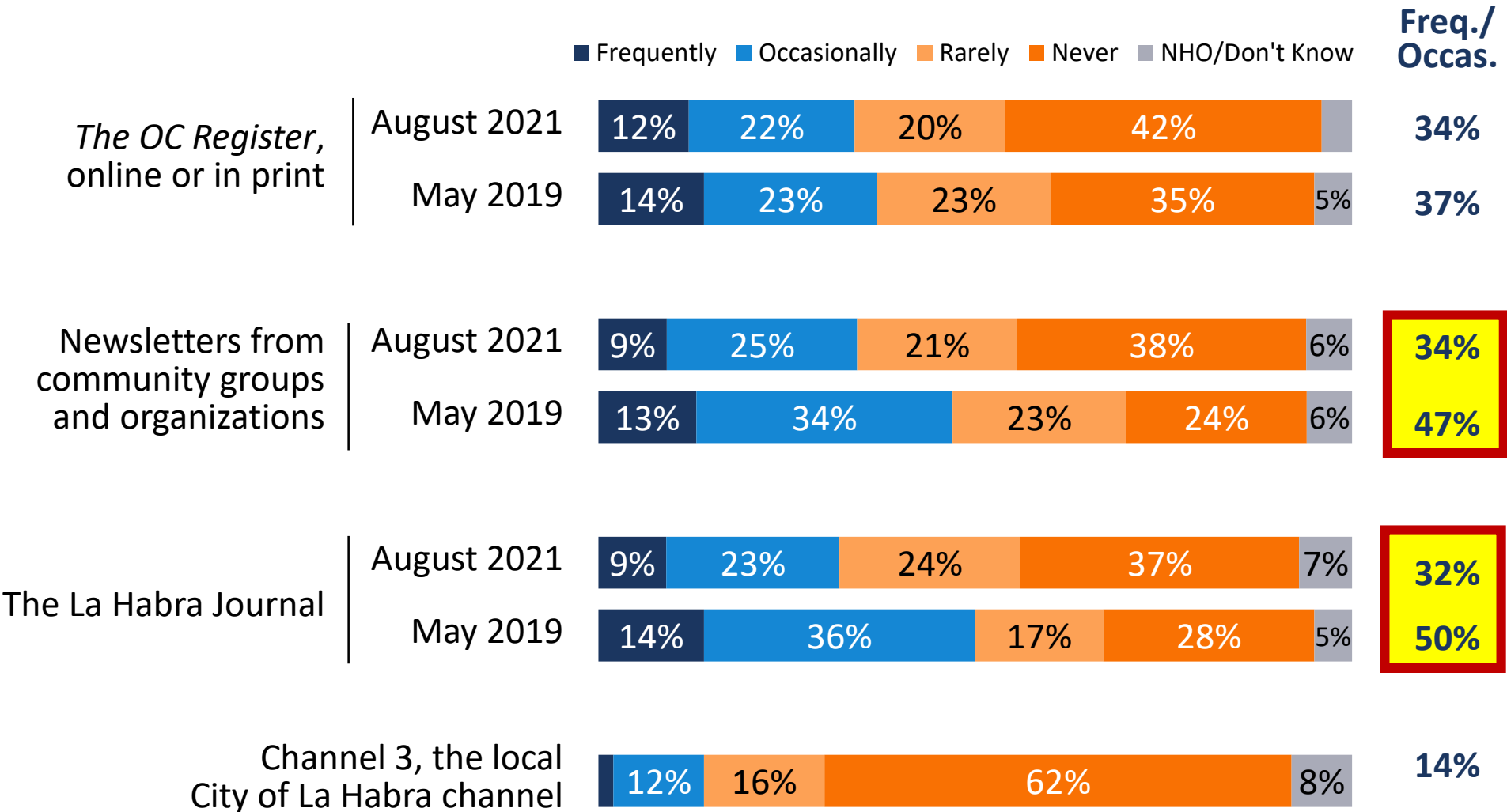
People/Group	Total Too Little	Total Too Much	About Right	Don't Know
Individuals experiencing homelessness	42%	10%	13%	35%
Families with school-age children	34%	8%	27%	31%
People facing financial difficulties	34%	7%	24%	35%
Senior citizens	34%	3%	29%	34%
^Local businesses	32%	8%	25%	35%
Renters	25%	12%	21%	42%
Local nonprofit groups	19%	5%	28%	48%

While fewer rely on Facebook for local news, it and the City website remain important sources of information; "Life in La Habra" is not as widely read.

Please tell me how often you use each resource to obtain information about your area: frequently, occasionally, rarely, or never.



Readership of community newsletters and *The La Habra Journal* is also down.



Q19. I am going to read you a list of resources you may use to find out local news and information. Please tell me how often you use each resource to obtain information about your area: frequently, occasionally, rarely, or never. Split Sample

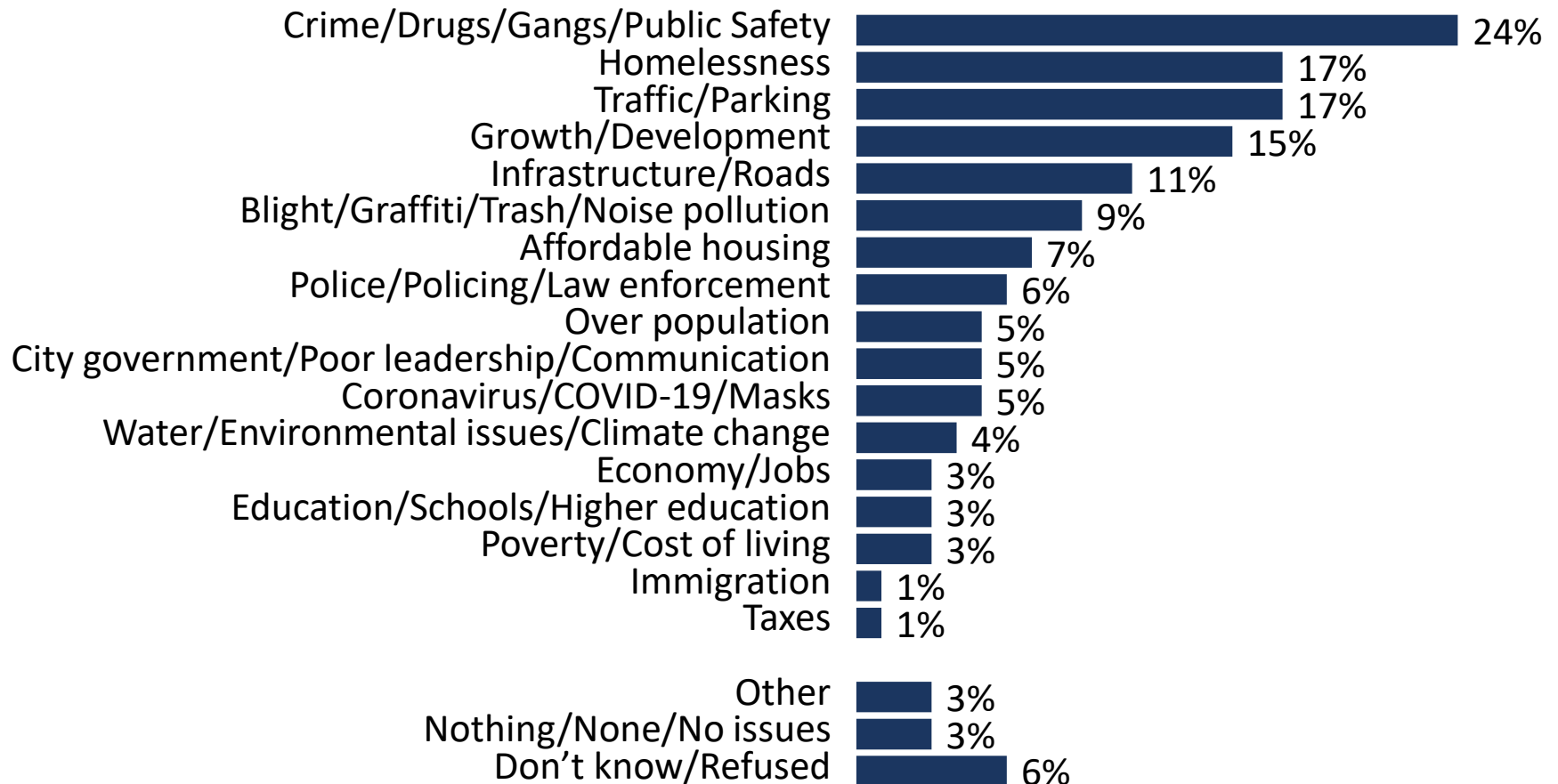


Local Issues of Concern & Policy Proposals

Crime, homelessness, traffic, and growth and development are top-of-mind issues for many La Habra residents.

In a few of your own words, please tell me what you consider to be the most important issues facing La Habra residents?

(Open-ended; n=634)

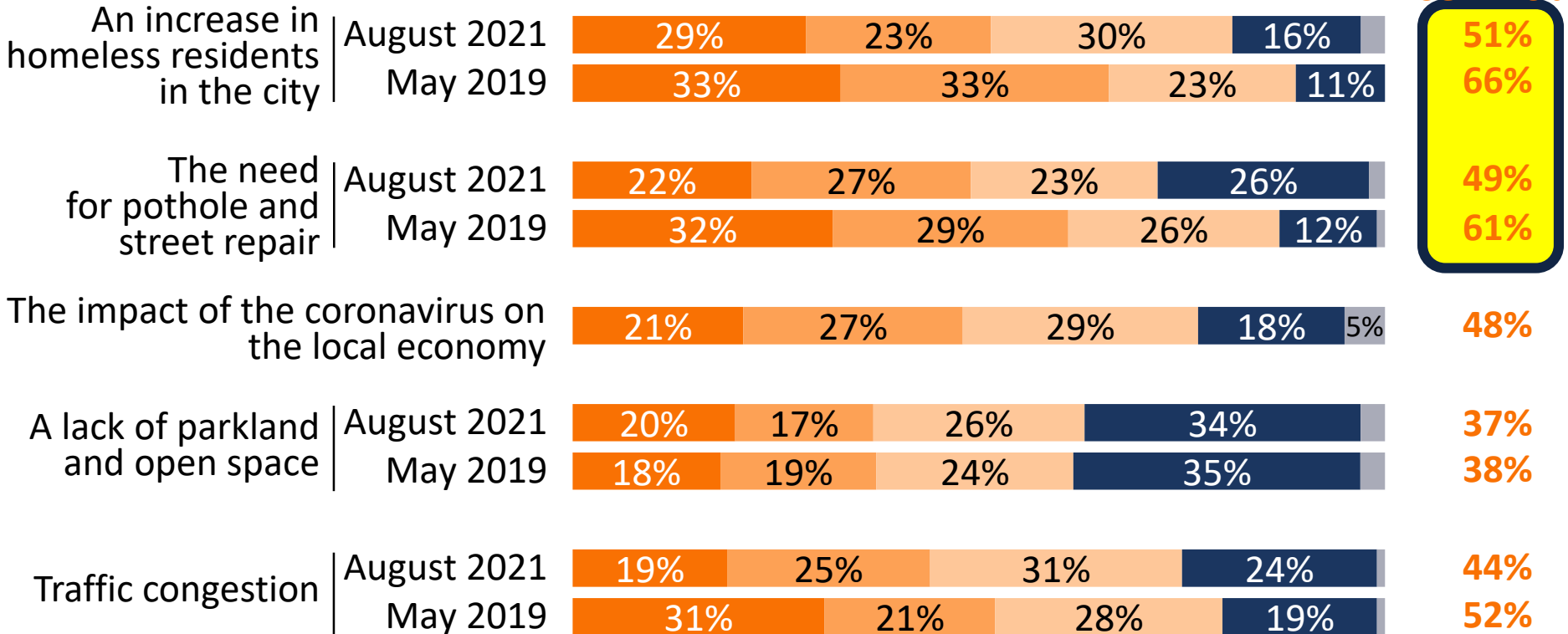


Fewer rate homelessness or the need to repair streets and traffic as “extremely” or “very” serious problems in 2021 compared to 2019.

I’m going to mention a series of issues some people say might be problems for residents of La Habra. Please tell me whether you personally consider it to be an extremely serious, very serious, somewhat serious or not too serious of a problem for La Habra residents.

■ Ext. Ser. Prob.
 ■ Very Ser. Prob.
 ■ Smwt. Ser. Prob.
 ■ Not Too Ser. Prob.
 ■ Don't Know

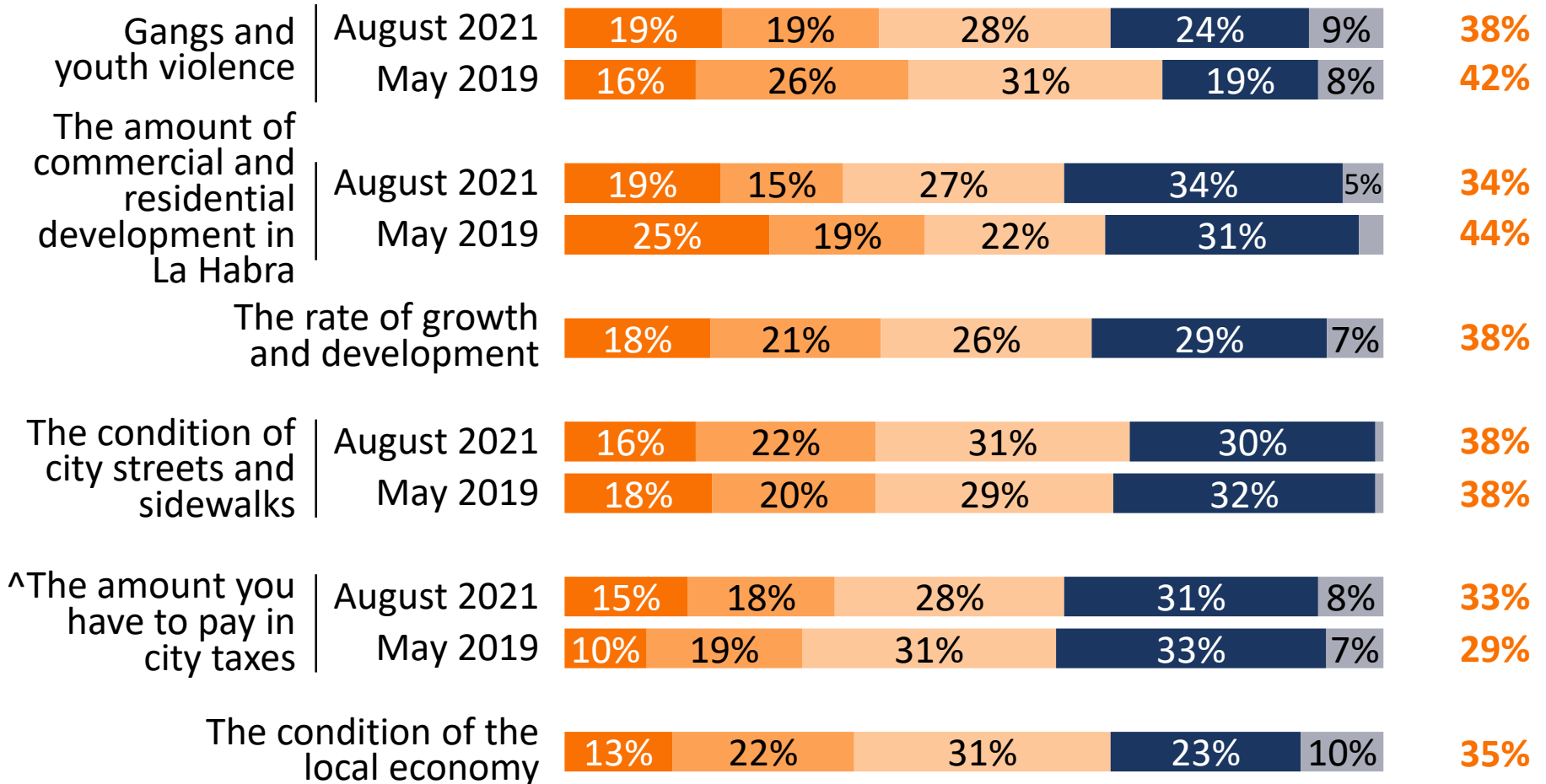
Ext./Very Ser. Prob.



Four in ten voters continue to regard “gangs and youth violence” as a major problem, but concern about development has softened.

Ext. Ser. Prob. Very Ser. Prob. Smwt. Ser. Prob. Not Too Ser. Prob. Don't Know

Ext./Very Ser. Prob.

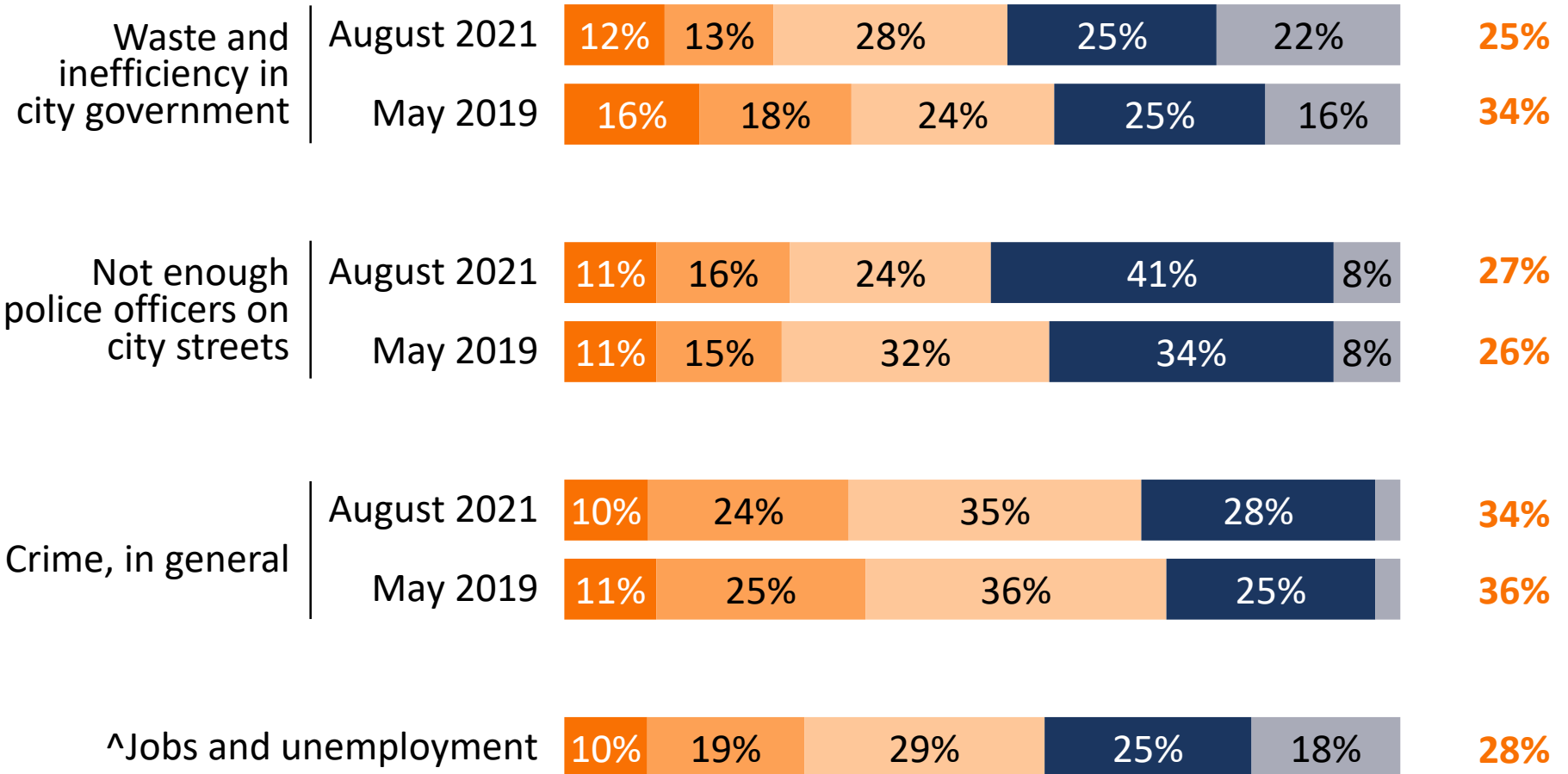


Q5. I'm going to mention a series of issues some people say might be problems for residents of La Habra. Please tell me whether you personally consider it to be an extremely serious, very serious, somewhat serious or not too serious of a problem for La Habra residents. ^Not Part of Split Sample

Concern about city government waste and inefficiency has declined and attitudes toward policing and crime are relatively steady.

Ext. Ser. Prob. Very Ser. Prob. Smwt. Ser. Prob. Not Too Ser. Prob. Don't Know

Ext./Very Ser. Prob.



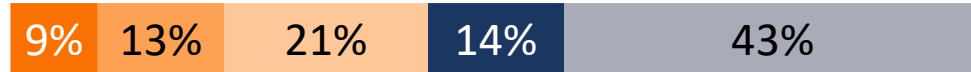
Q5. I'm going to mention a series of issues some people say might be problems for residents of La Habra. Please tell me whether you personally consider it to be an extremely serious, very serious, somewhat serious or not too serious of a problem for La Habra residents. Split Sample

Few voters express a high degree of concern about the city budget, parks and open space, and 911 response times.

Ext. Ser. Prob. Very Ser. Prob. Smwt. Ser. Prob. Not Too Ser. Prob. Don't Know

Ext./Very Ser. Prob.

^The condition of the La Habra City budget



22%

The quality of parks and open space in La Habra

August 2021



25%

May 2019



25%

The time it takes for public safety officers to respond to a 911 emergency call

August 2021



18%

May 2019



21%

The number and type of businesses in La Habra

August 2021



14%

May 2019

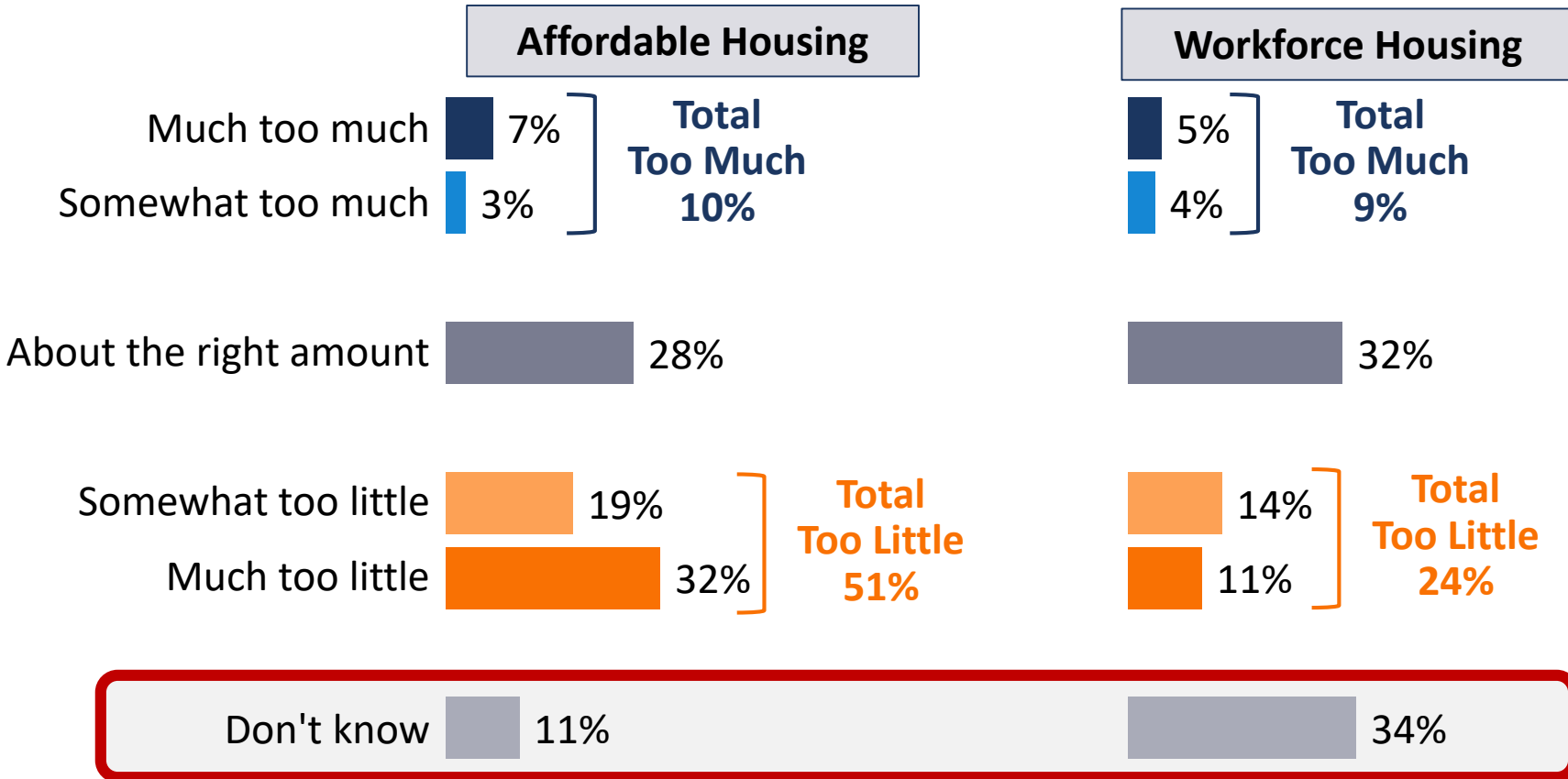


18%

Q5. I'm going to mention a series of issues some people say might be problems for residents of La Habra. Please tell me whether you personally consider it to be an extremely serious, very serious, somewhat serious or not too serious of a problem for La Habra residents. ^Not Part of Split Sample

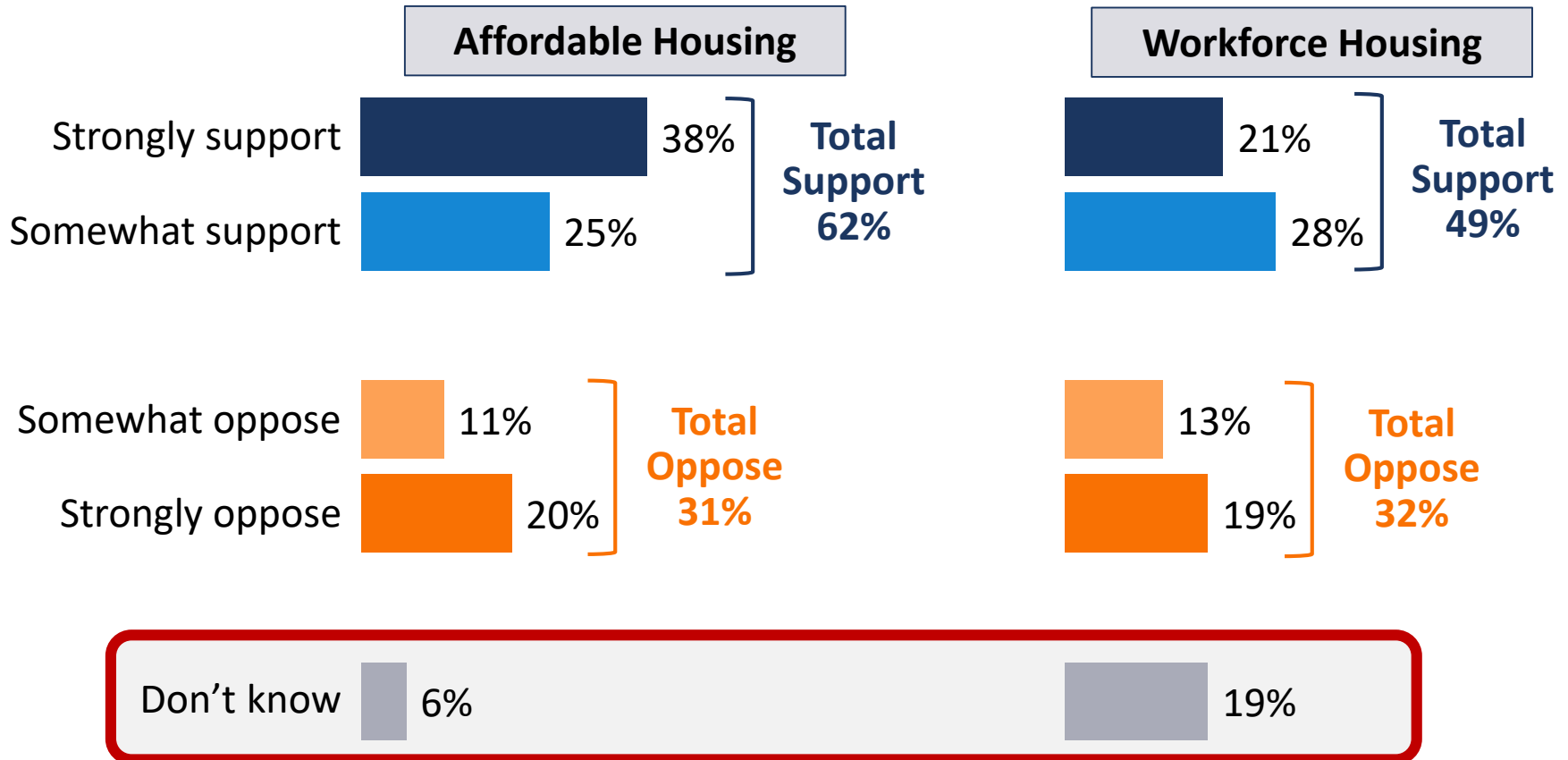
A majority thinks La Habra lacks sufficient affordable housing, but voters are less sure when the issue is termed as “workforce housing.”

Would you say that the City of La Habra has too much, too little or about the right amount of (SPLIT SAMPLE A READ: “housing that is affordable for working families and individuals”) (SPLIT SAMPLE B READ: “workforce housing”)?



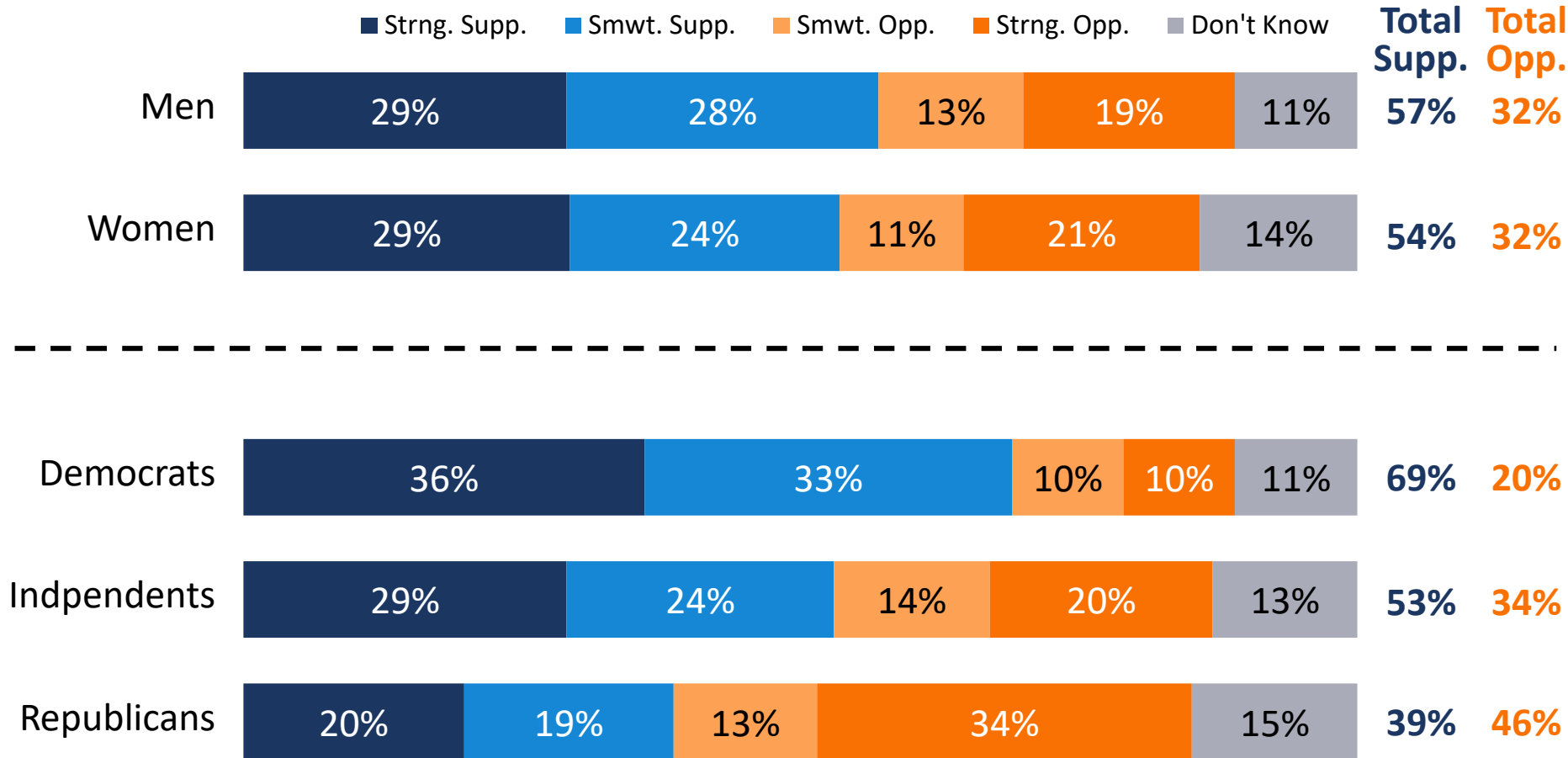
Six in ten voters support city investment in “affordable housing” compared to just half who favor funding for “workforce housing.”

Would you favor or oppose the City of La Habra providing additional funds and enacting new policies to increase the local supply of (SPLIT SAMPLE A READ: “housing that is affordable for working families and individuals”) (SPLIT SAMPLE B READ: “workforce housing”)?



Democrats strongly favor the City investing in new housing and so does a majority of Independents, but a plurality of Republicans oppose.

By Gender & Party

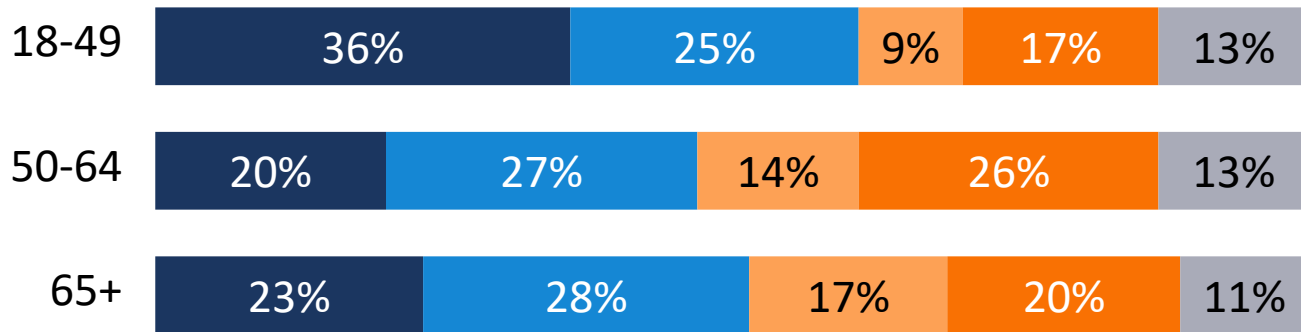
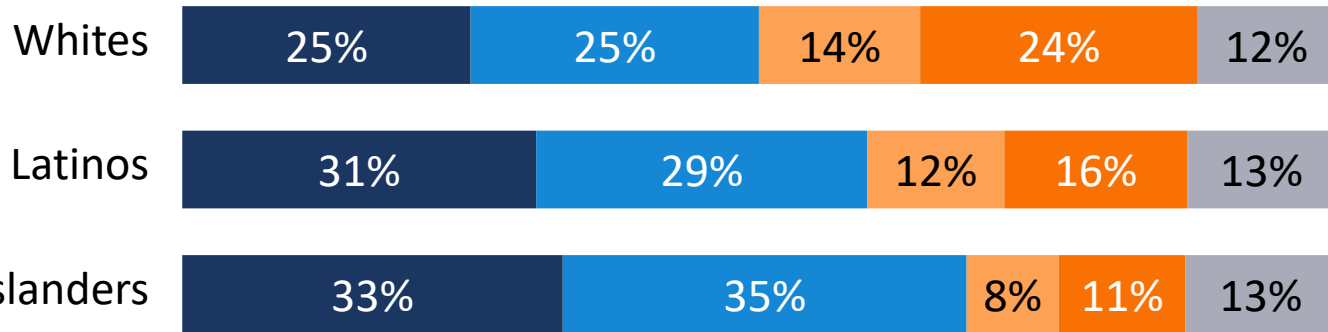


There is also greater support for the City funding affordable housing among Asians/Pacific Islanders, Latinos and voters ages 18-49.

By Race/Ethnicity & Age

■ Strng. Supp. ■ Smwt. Supp. ■ Smwt. Opp. ■ Strng. Opp. ■ Don't Know

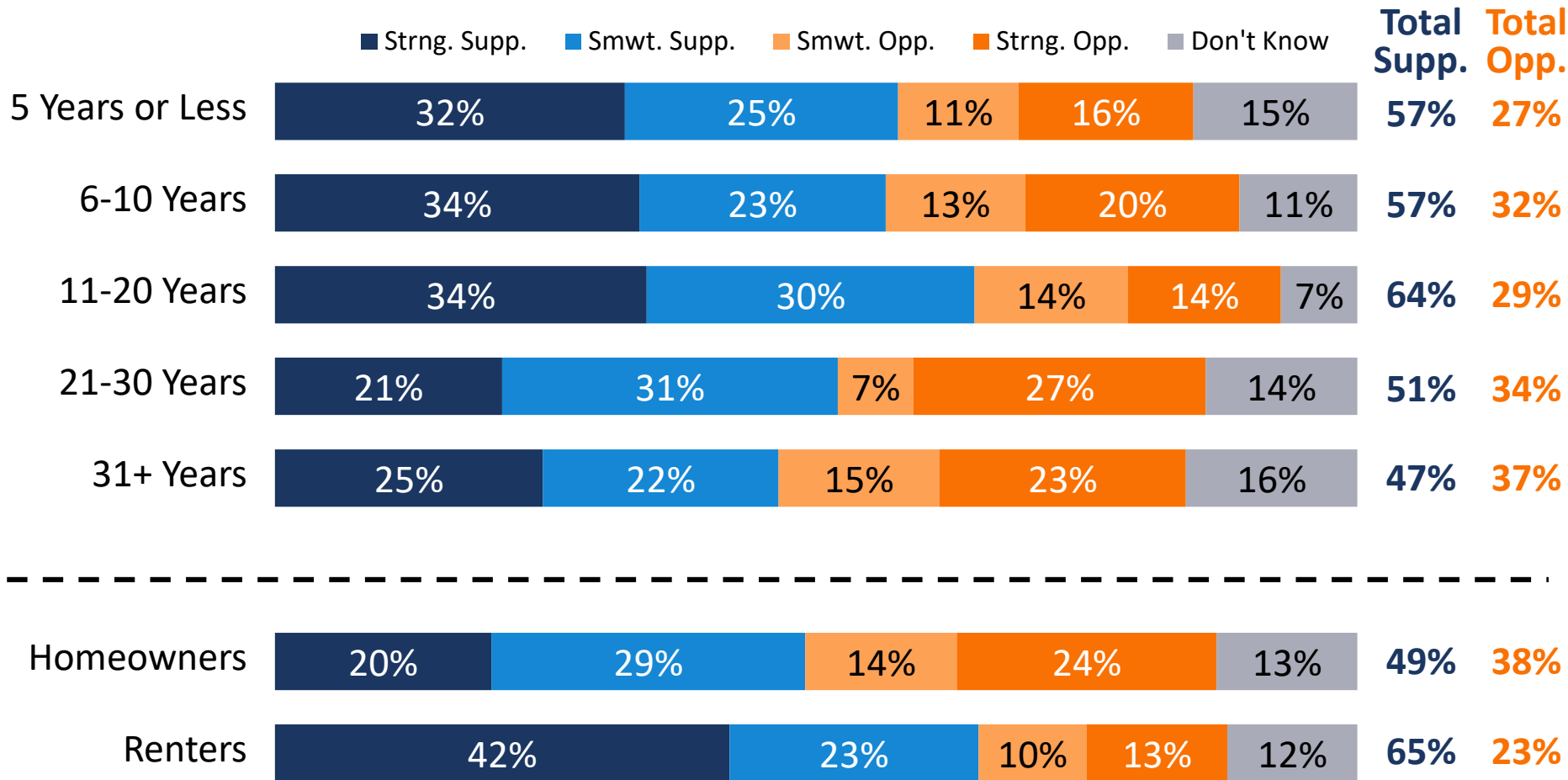
Total Supp.
Total Opp.



Q9. Would you favor or oppose the City of La Habra providing additional funds and enacting new policies to increase the local supply of (SPLIT SAMPLE A READ: "housing that is affordable for working families and individuals") (SPLIT SAMPLE B READ: "workforce housing")?

Newer residents and two-thirds of renters favor using city funds to increase access to affordable housing in La Habra.

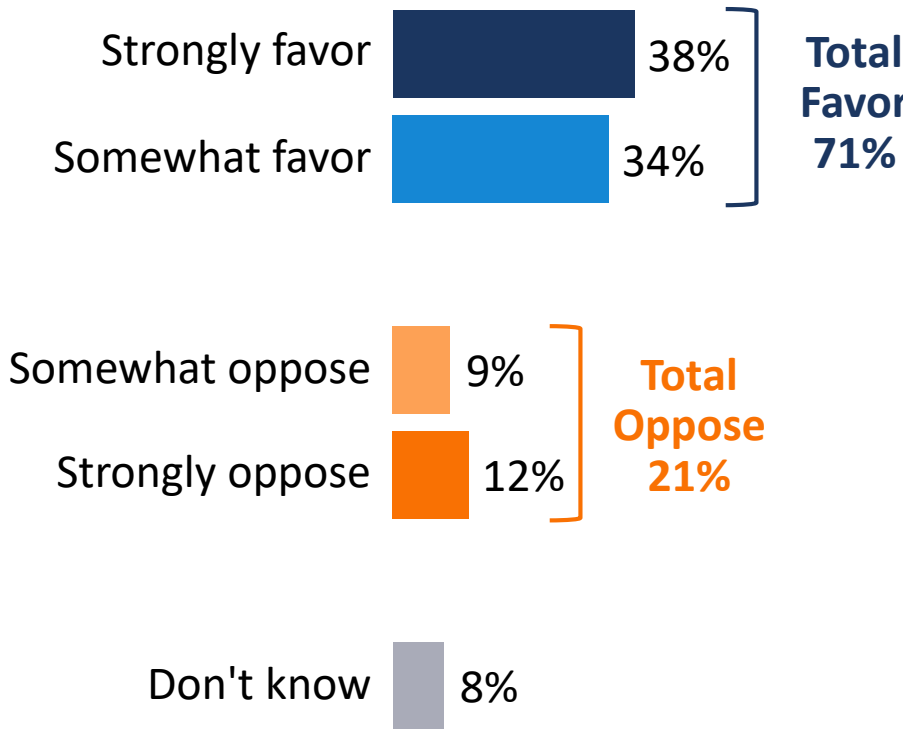
By Years Living in La Habra & Residence



Q9. Would you favor or oppose the City of La Habra providing additional funds and enacting new policies to increase the local supply of (SPLIT SAMPLE A READ: "housing that is affordable for working families and individuals") (SPLIT SAMPLE B READ: "workforce housing")?

There is broad support for providing small community grants to help address neighborhood issues.

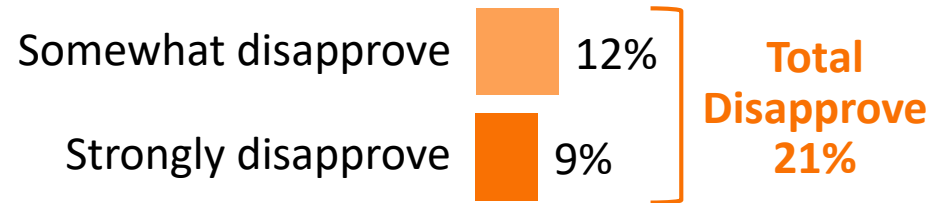
Would you favor or oppose City government creating a city-funded program to allow neighborhoods and community groups to apply for small grants to address neighborhood issues?



Demographic Group	Total Fav.	Total Opp.	Don't Know
Gender			
Men	72%	23%	6%
Women	71%	19%	10%
Party			
Democrats	82%	11%	7%
Independents	72%	20%	8%
Republicans	57%	35%	8%
Race/Ethnicity			
Whites	71%	24%	5%
Latinos	74%	17%	9%
Asians/Pac. Isl.	65%	22%	13%
Age			
18-49	77%	16%	8%
50-64	66%	26%	9%
65+	65%	29%	6%

A “soft” majority approves of the job the City is doing to promote economic development.

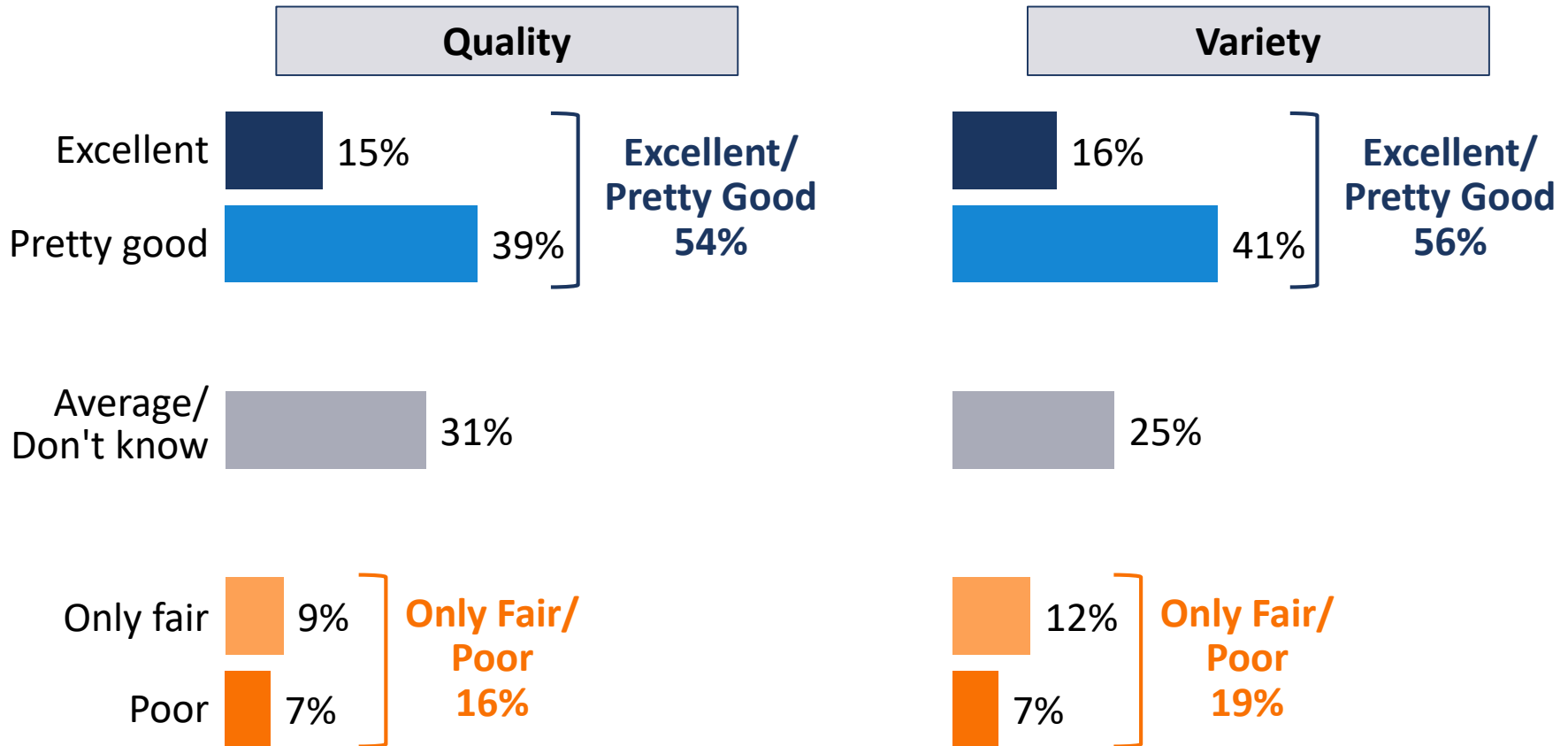
Moving on, do you approve or disapprove of the job the City government has done to attract new businesses and promoting economic development in La Habra?



Demographic Group	Total App.	Total Disapp.	Don't Know
Gender			
Men	52%	23%	25%
Women	63%	20%	17%
Party			
Democrats	58%	17%	25%
Independents	61%	21%	18%
Republicans	54%	28%	18%
Race/Ethnicity			
Whites	55%	20%	26%
Latinos	63%	20%	18%
Asians/Pac. Isld.	55%	25%	21%
Age			
18-49	60%	23%	16%
50-64	54%	23%	23%
65+	55%	15%	29%

Majorities rate the “quality” and “variety” of the city’s restaurants highly.

How would you rate the (SPLIT SAMPLE A: “quality”) (SPLIT SAMPLE B: “variety”) of restaurants in La Habra: excellent, pretty good, average, only fair or poor?

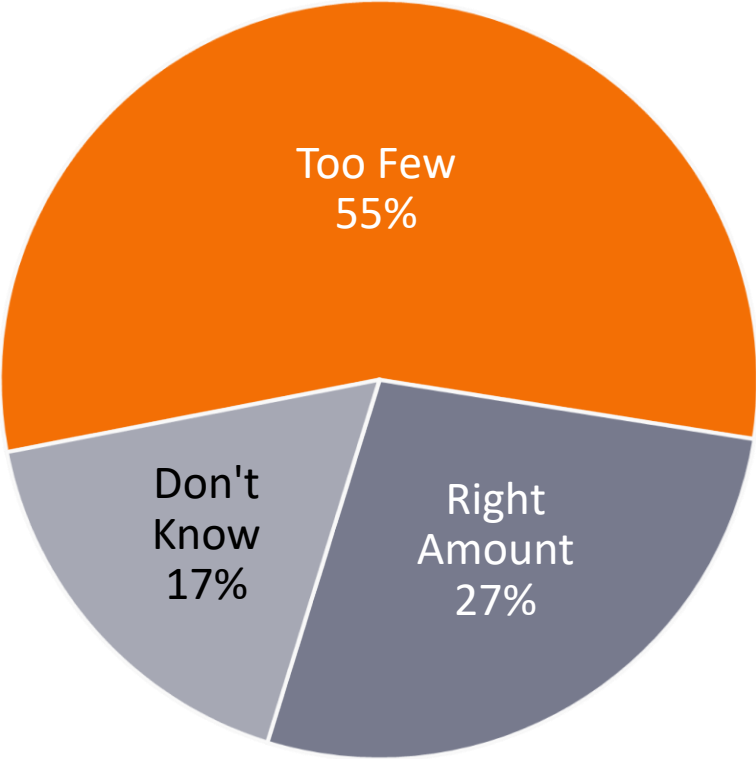
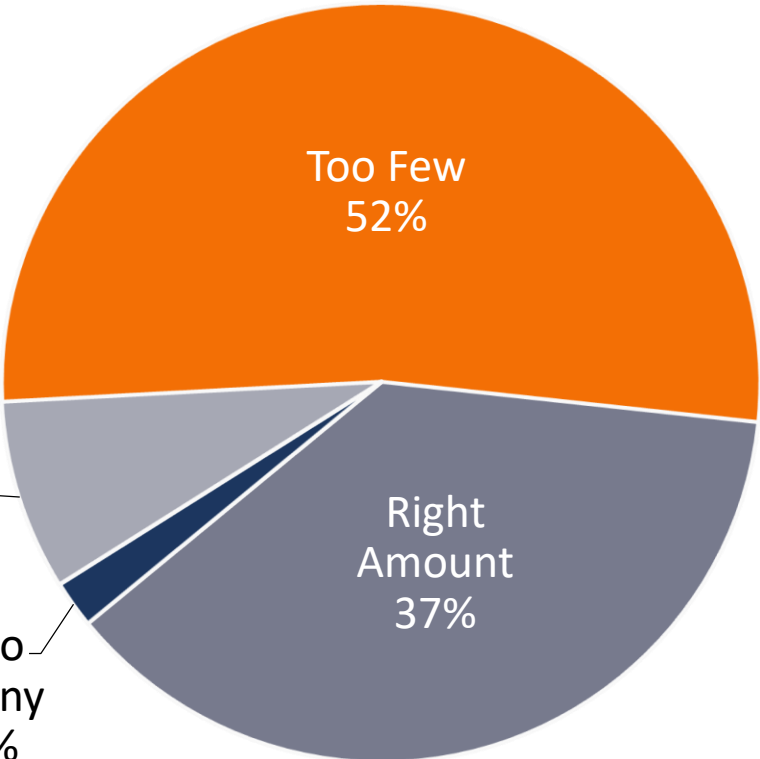


However, majorities think the city lacks businesses that provide quality entertainment options for La Habra adults and children.

In your opinion, do you think La Habra has too few, about the right amount or too many businesses that provide (SPLIT SAMPLE A: "adults") (SPLIT SAMPLE B: "children") with quality entertainment?

Adults

Children

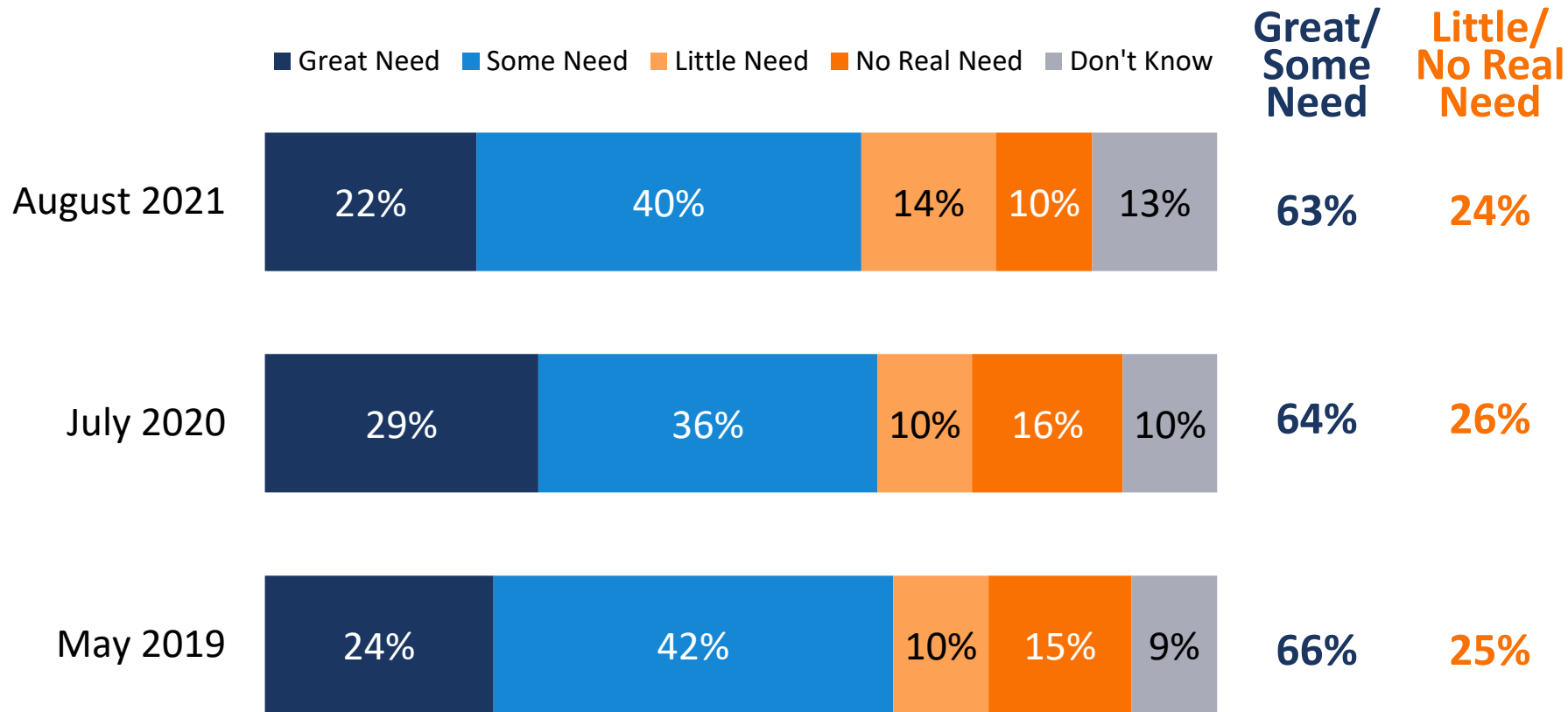




Funding La Habra City Services

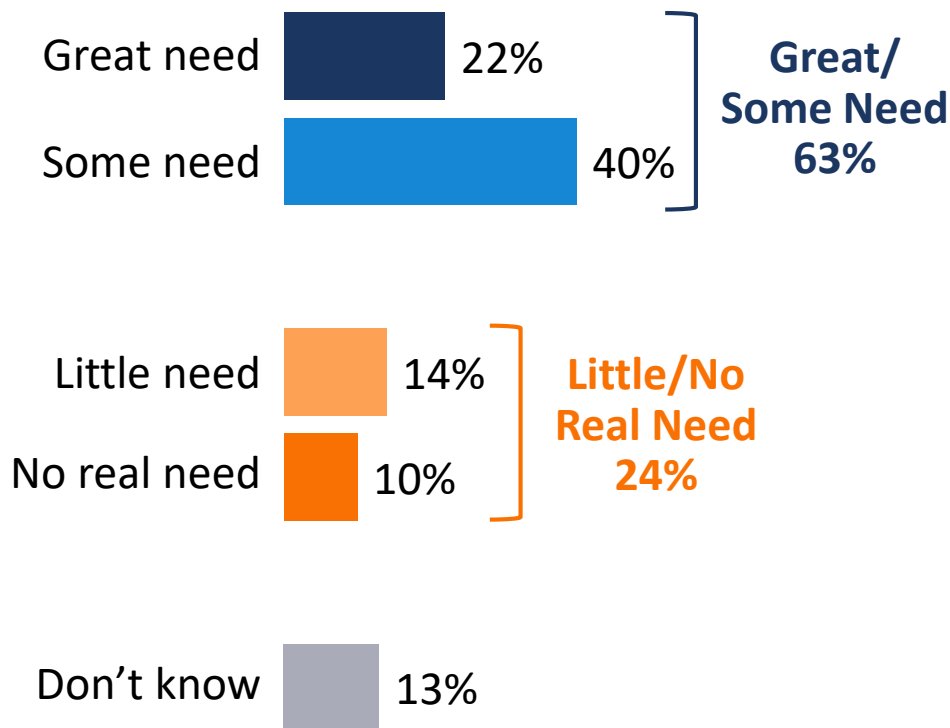
Consistent with prior research, more than six in ten voters believe the City needs additional funds to provide residents with vital services.

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 La Habra residents need and want?



The current survey results show this perceived need for additional city resources crosses all major demographic groups.

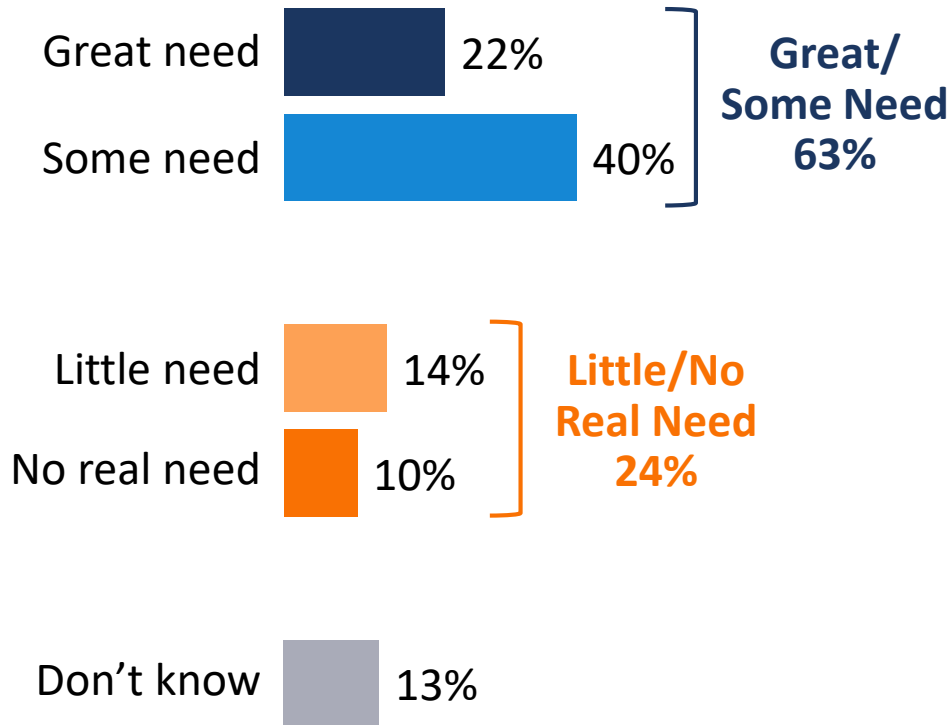
In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of city services that La Habra residents need and want?



Demographic Group	Great/Some Need	Little/No Real Need	Don't Know
Gender			
Men	64%	25%	11%
Women	61%	24%	15%
Party			
Democrats	66%	20%	14%
Independents	65%	22%	12%
Republicans	55%	33%	12%
Race/Ethnicity			
Whites	56%	27%	17%
Latinos	69%	22%	9%
Asians/Pacific Islanders	59%	28%	14%

Notably, the view that the city needs additional funding is highest among ages 18-49.

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 La Habra residents need and want?



Demographic Group	Great/Some Need	Little/No Real Need	Don't Know
Age			
18-49	68%	22%	10%
50-64	57%	29%	14%
65+	57%	26%	18%
Years Living in La Habra			
5 Years or Less	61%	25%	14%
6-10 Years	61%	27%	12%
11-20 Years	66%	23%	11%
21-30 Years	64%	24%	12%
31+ Years	61%	23%	16%
Residence			
Homeowners	60%	25%	15%
Renters	66%	23%	10%

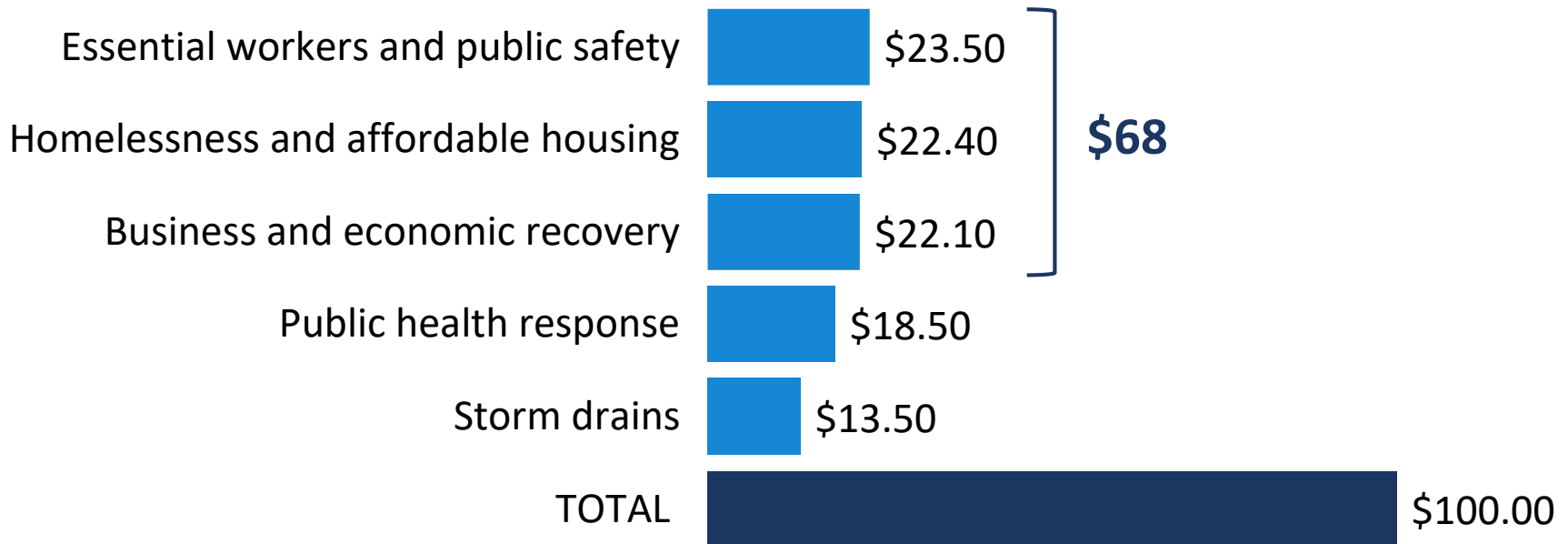
La Habra residents' top funding priorities are public safety, addressing homelessness/housing issues, and investing in parks and community services.

I am going to read you some categories of how the City of La Habra allocates funding. Please tell me which one you personally consider to be the most important.

Category	Most Important	Most/2 nd Most Important
Public safety, including 911 medical emergency response, fire protection, police services and disaster preparedness	24%	44%
Homeless reduction services and investing in workforce housing	22%	36%
Parks, recreation and community services, including after school and youth programs and senior services	19%	37%
Business recovery and economic development, including retaining and attracting small businesses	14%	32%
Health and social services	10%	29%
Storm drains, sewer systems and other public facilities	8%	16%
All/None/Don't know	5%	10%

When asked how federal recovery funds should be used, the public would direct two-thirds to public safety, housing and economic recovery.

As a result of the American Recovery Act signed into law earlier this year, the City of La Habra will receive additional funding from the federal government. I am going to ask you to imagine you are in charge of La Habra's City budget and have to decide how to allocate the funds the City receives from the federal government. To make this easier, for this exercise, assume you have \$100 to spend on 5 priority areas. Please tell me how many dollars out of \$100 you would spend on each one, keeping in mind that the total must add up to \$100.





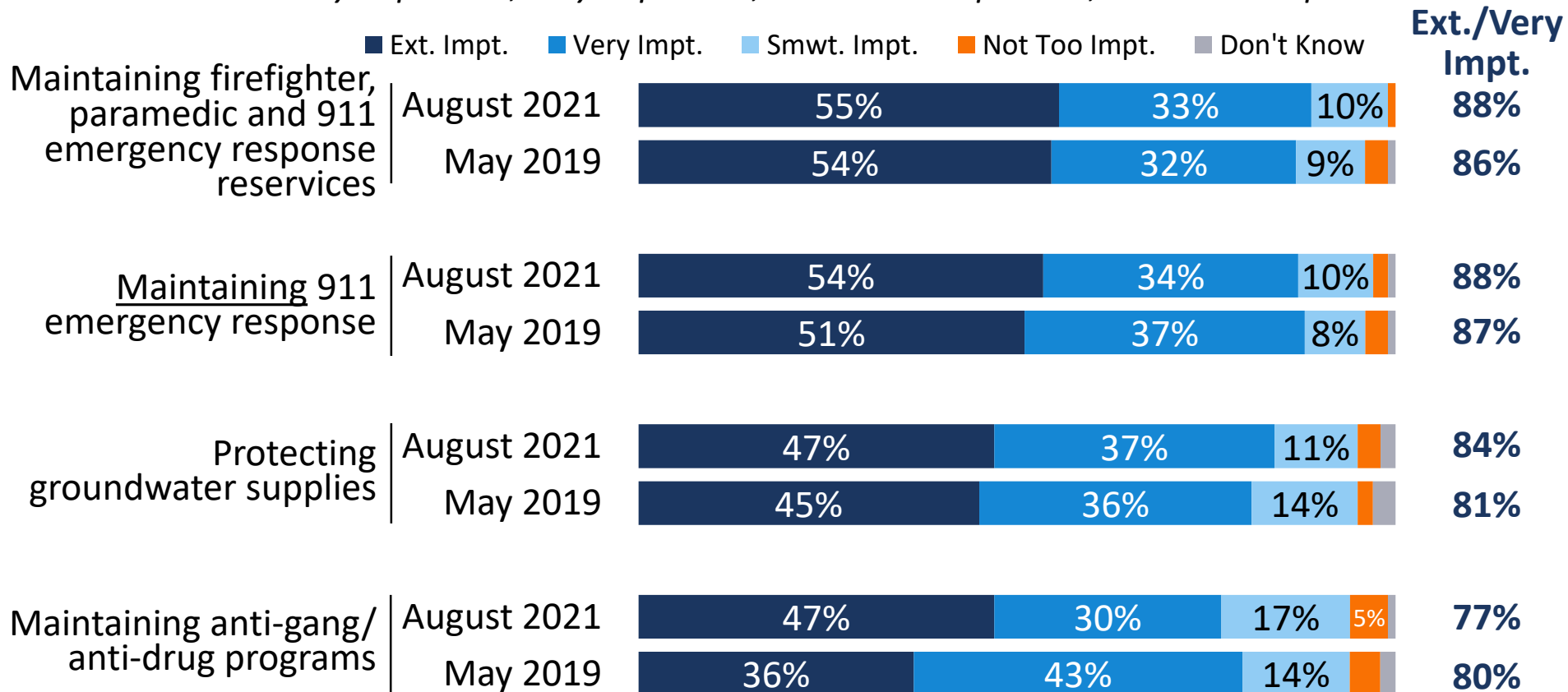
Satisfaction with La Habra City Services

Maintaining effective 911 emergency services, water supply protection, and anti-drug and anti-gang programs continue to be of high importance.

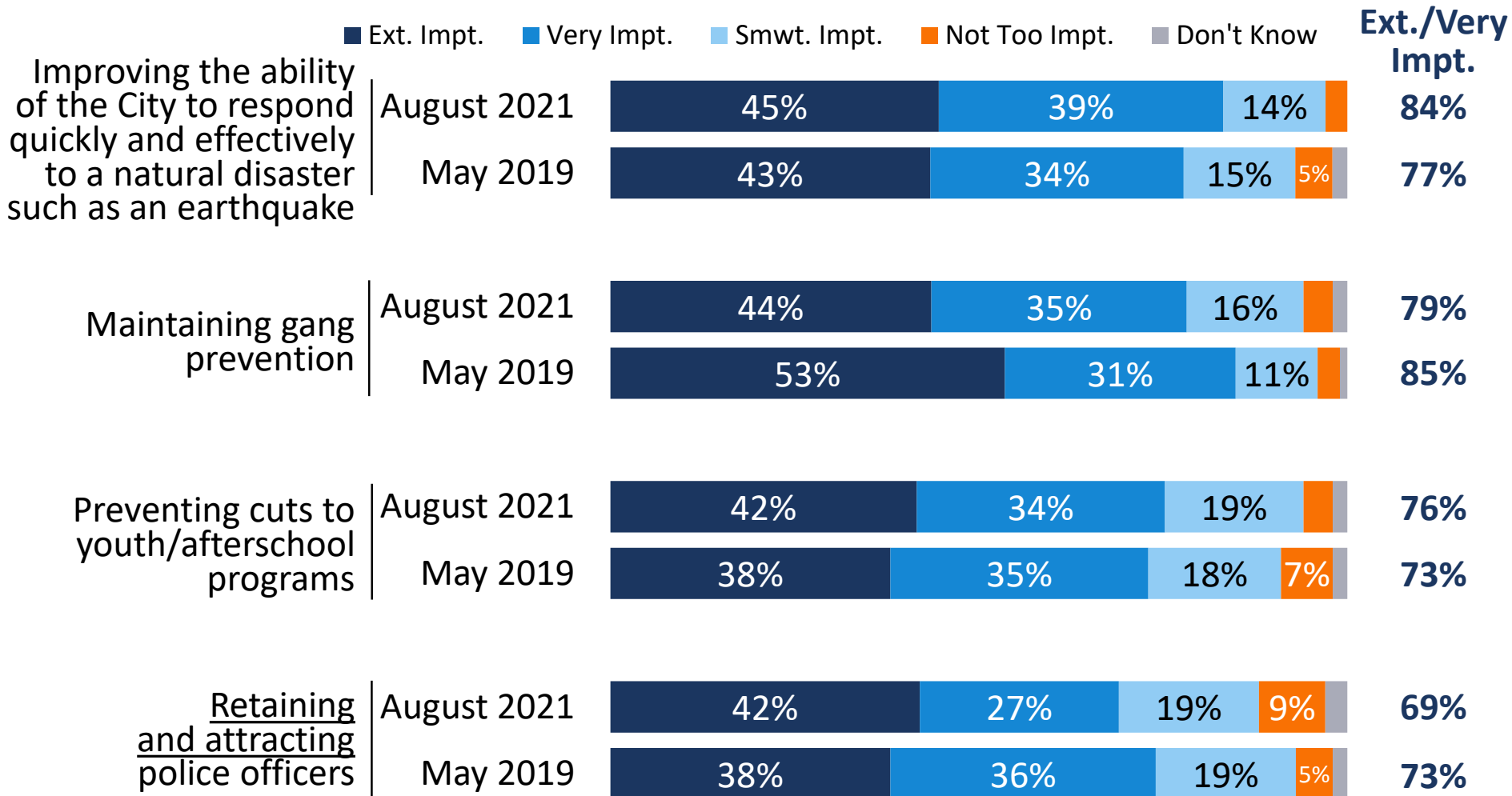
I am now going to read you a list of different La Habra City government programs and services.

Please tell me how important that City program or service is to you personally:

is it extremely important, very important, somewhat important, or not too important?

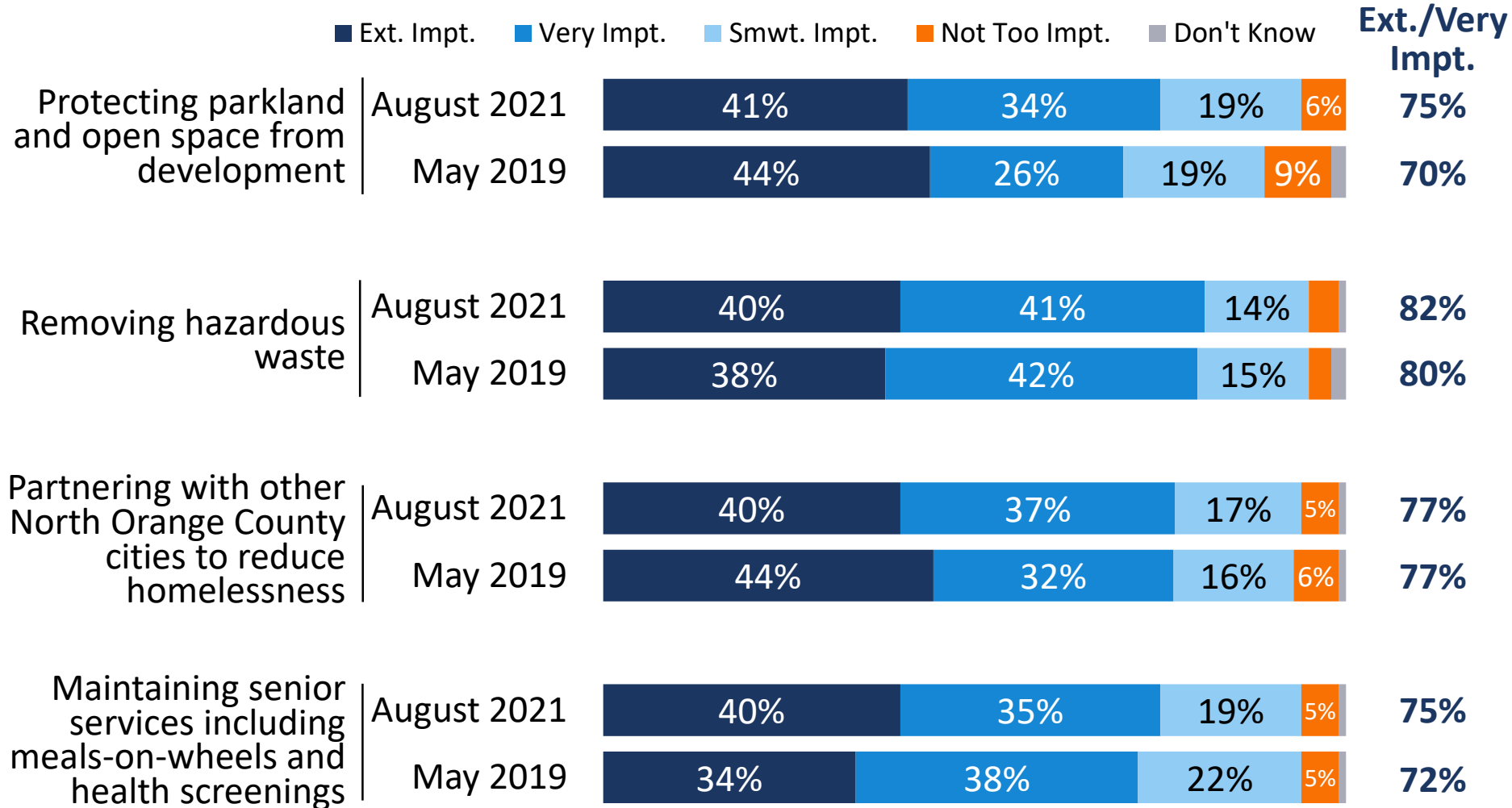


The public also prioritizes natural disaster response, after school programs and police officer retention.



Q17. I am now going to read you a list of different La Habra City government programs and services. Please tell me how important that City program or service is to you personally: is it extremely important, very important, somewhat important, or not too important? Split Sample

Three in four identify park/open space protection as highly important and want La Habra to partner with other nearby cities on homeless reduction services.



Q17. I am now going to read you a list of different La Habra City government programs and services. Please tell me how important that City program or service is to you personally: is it extremely important, very important, somewhat important, or not too important? Split Sample

Fewer voters today identify improving traffic flow a top priority for funding, perhaps a reflection of less commuting during the pandemic.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

Ext./Very Impt.

Expanding school-based anti-gang and anti-drug programs



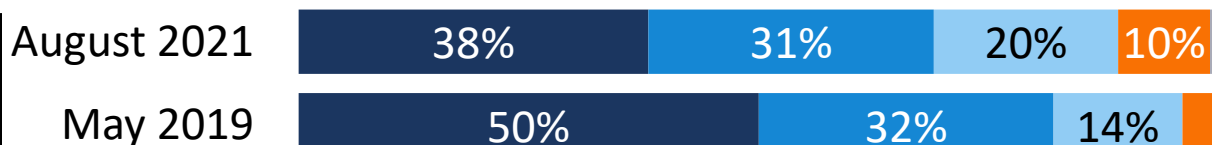
70%
71%

Maintaining homeless reduction services



73%
74%

Improving traffic flow



70%
82%

Upgrading local storm water drains to help prevent toxic runoff from polluting local beaches and the ocean



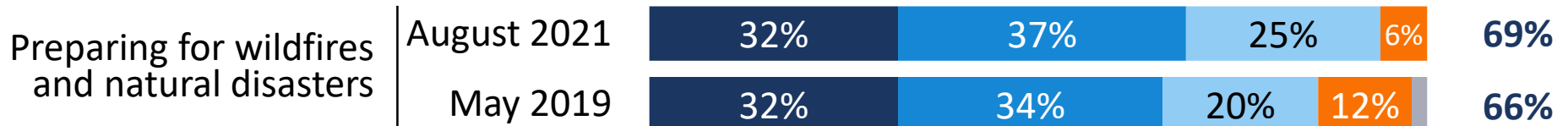
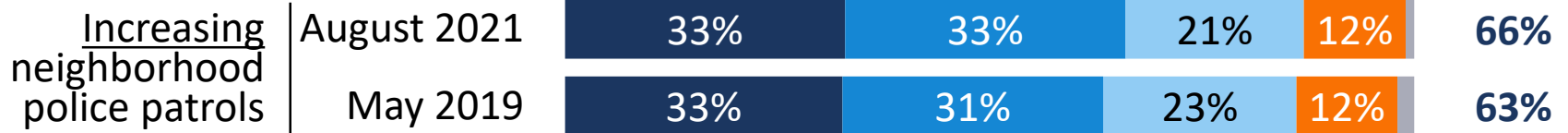
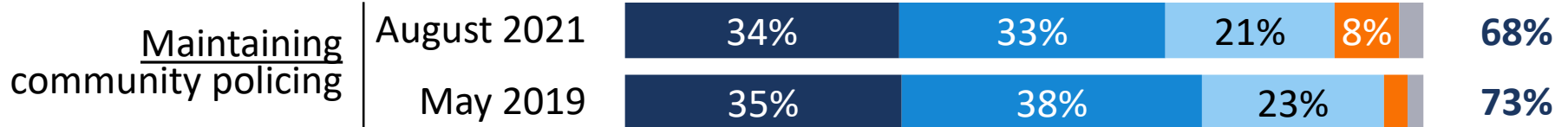
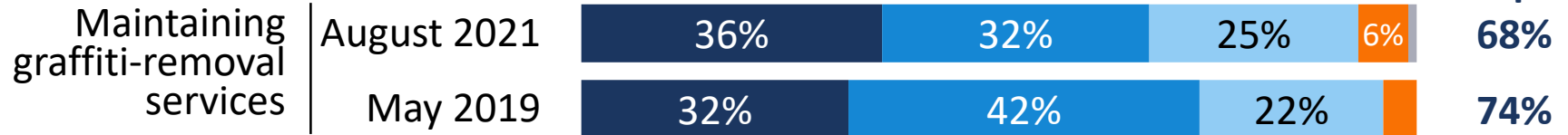
77%
75%

Q17. I am now going to read you a list of different La Habra City government programs and services. Please tell me how important that City program or service is to you personally: is it extremely important, very important, somewhat important, or not too important? Split Sample

The public continues to regard community policing and neighborhood police patrols as important programs to fund.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

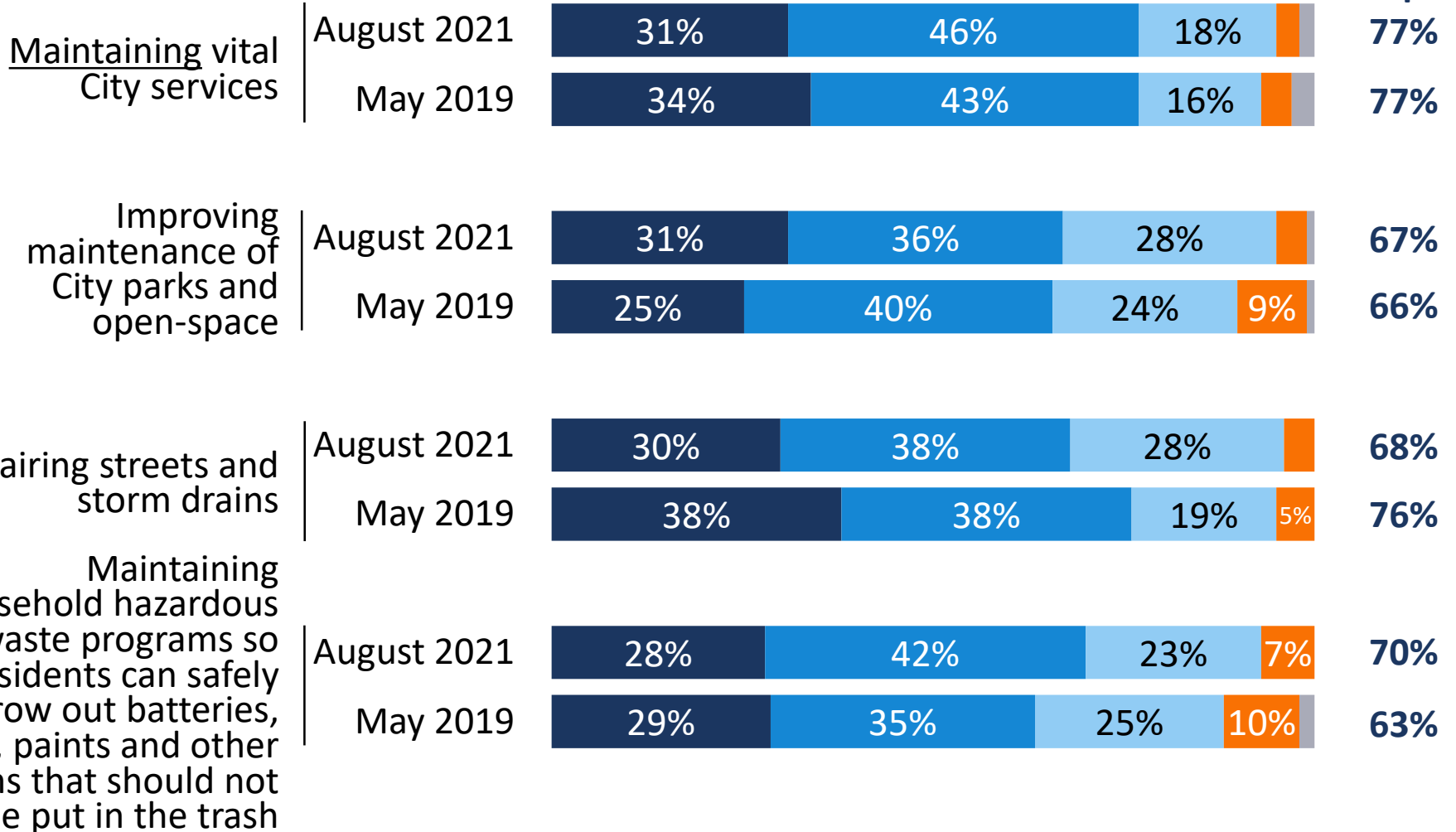
Ext./Very Impt.



Q17. I am now going to read you a list of different La Habra City government programs and services. Please tell me how important that City program or service is to you personally: is it extremely important, very important, somewhat important, or not too important? Split Sample

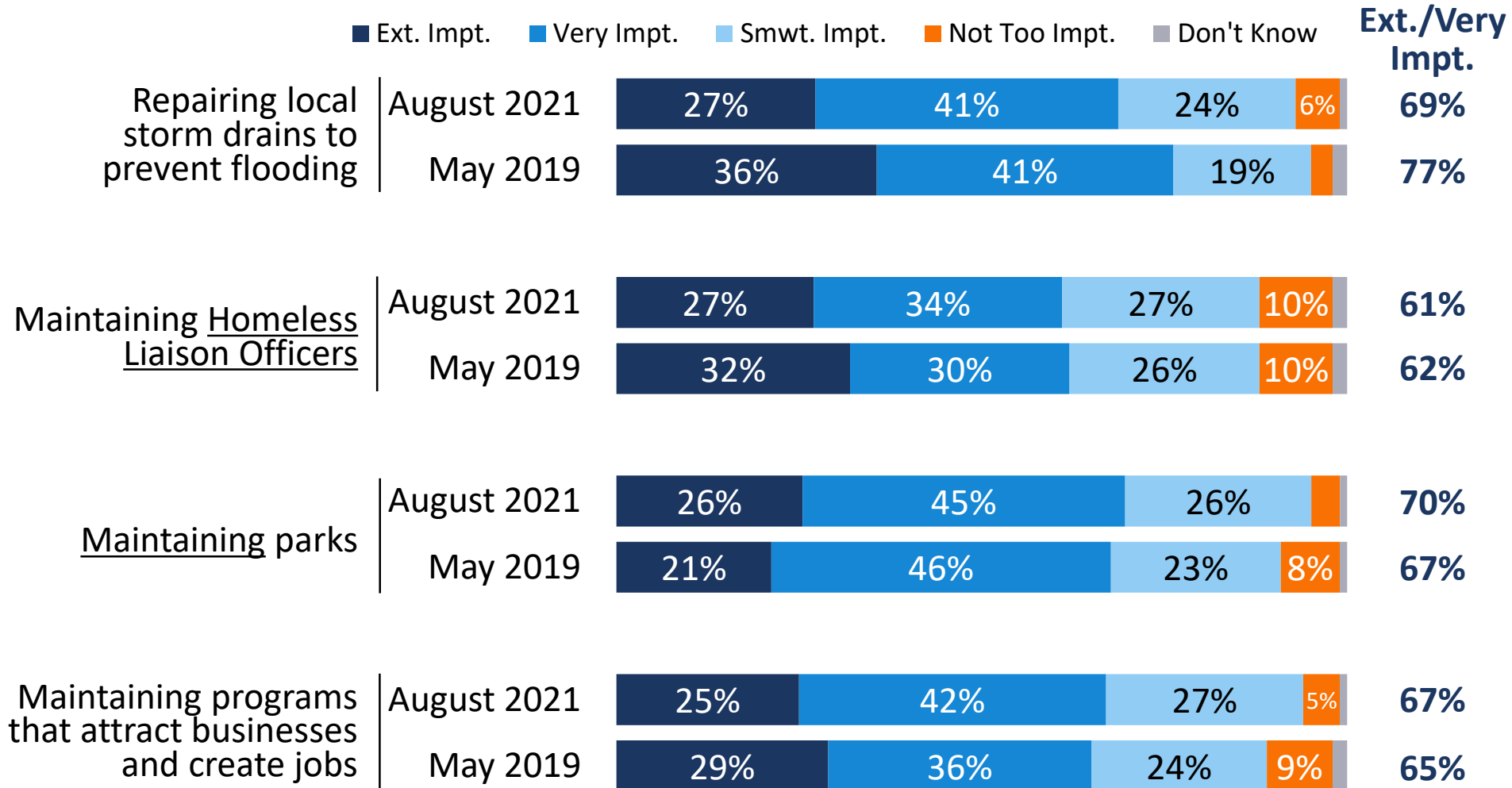
Two-thirds continue to rate street and storm drain repairs as highly important.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**



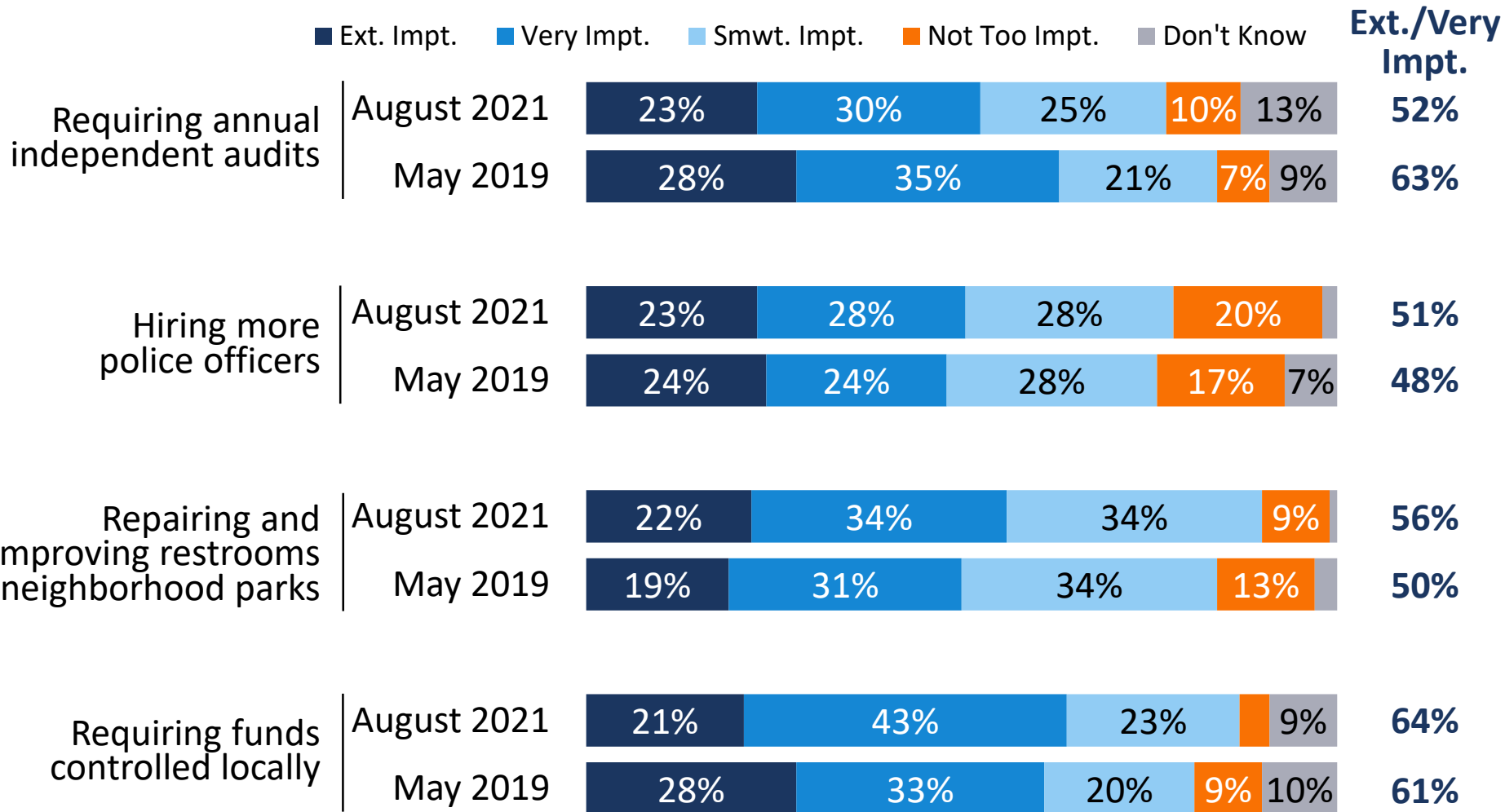
Q17. I am now going to read you a list of different La Habra City government programs and services. Please tell me how important that City program or service is to you personally: is it extremely important, very important, somewhat important, or not too important? Split Sample

Two-thirds also continue to identify programs to attract businesses and jobs as important.



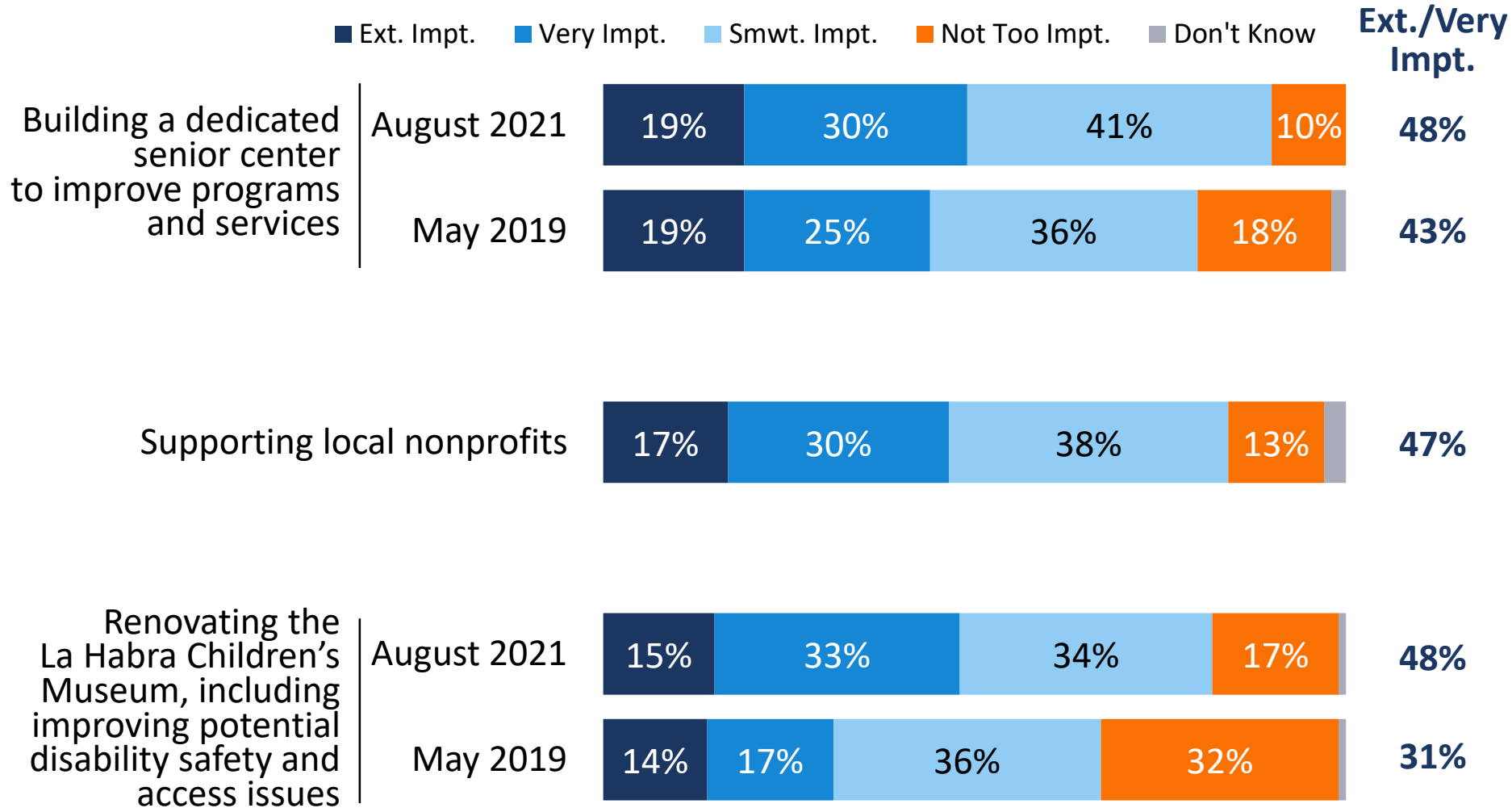
Q17. I am now going to read you a list of different La Habra City government programs and services. Please tell me how important that City program or service is to you personally: is it extremely important, very important, somewhat important, or not too important? Split Sample

Only half rate hiring more police officers as extremely or very important.



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Using City funds for a senior center, to support nonprofits, and to improve the Children's Museum are lesser priorities for La Habra voters.



Q17. I am now going to read you a list of different La Habra City government programs and services. Please tell me how important that City program or service is to you personally: is it extremely important, very important, somewhat important, or not too important? Split Sample

The public is most satisfied with 911 emergency response services, graffiti removal and park maintenance.

I am going to read you the same list of services provided to residents. This time, please tell me how satisfied you are with that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.

■ Very Sat. ■ Smwt. Sat. ■ Smwt. Dissat. ■ Very Dissat. ■ No Opin./Don't Know

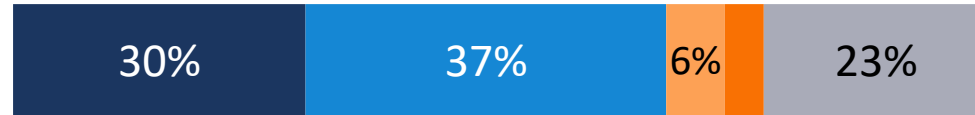
Total Sat. **Total Dissat.**

Maintaining firefighter, paramedic and 911 emergency response reservices



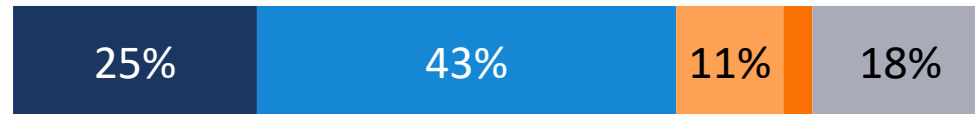
74% **8%**

Maintaining 911 emergency response



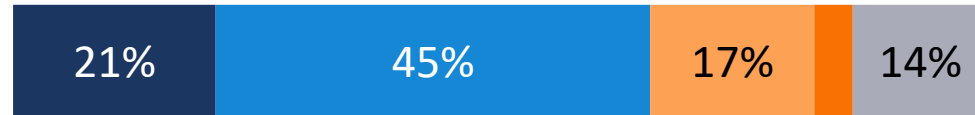
67% **9%**

Maintaining graffiti-removal services



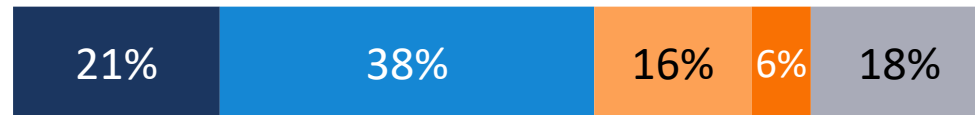
68% **15%**

Maintaining parks



65% **21%**

Maintaining household hazardous waste programs so residents can safely throw out batteries, oil, paints and other items that should not be put in the trash

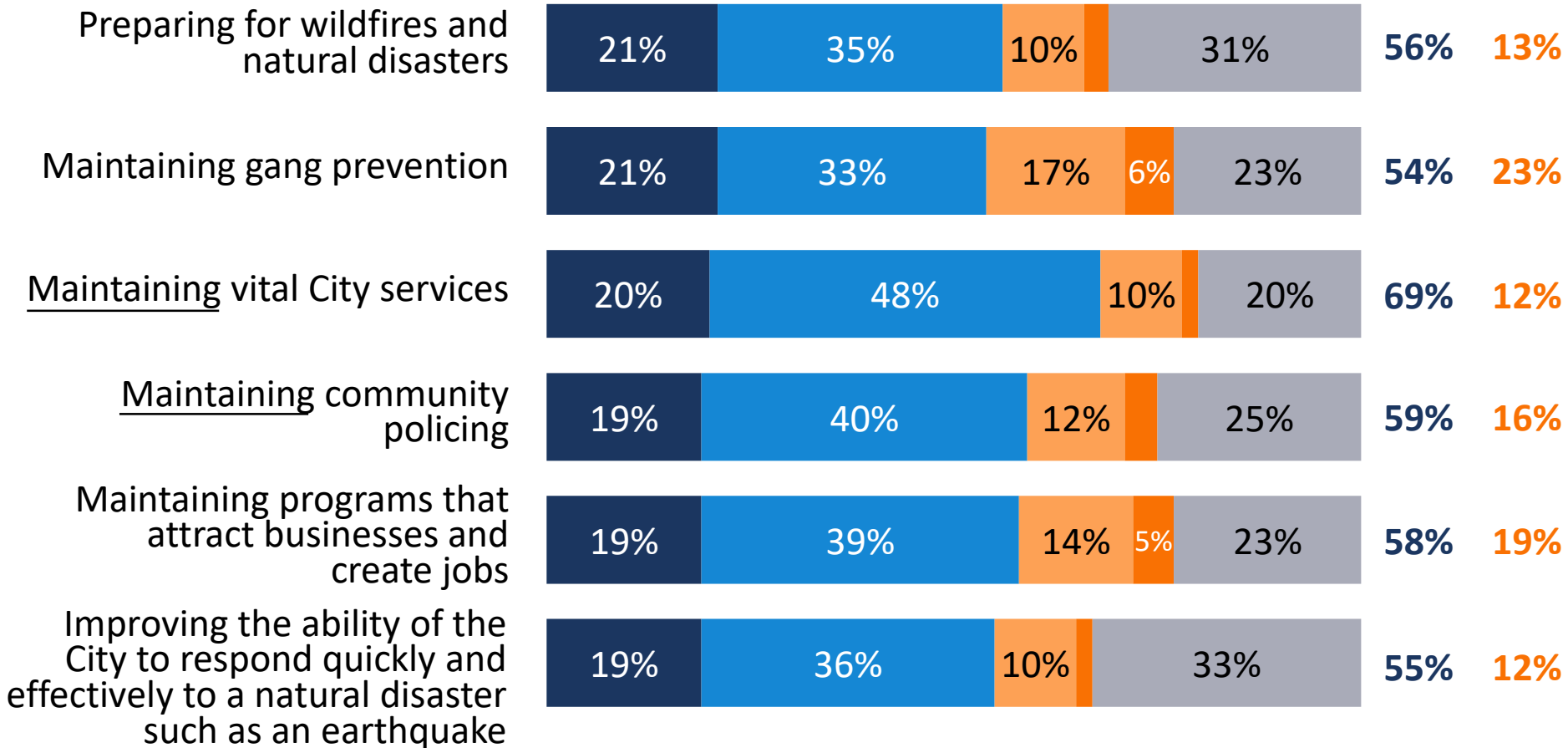


60% **22%**

Solid majorities express satisfaction with gang prevention programs and community policing.

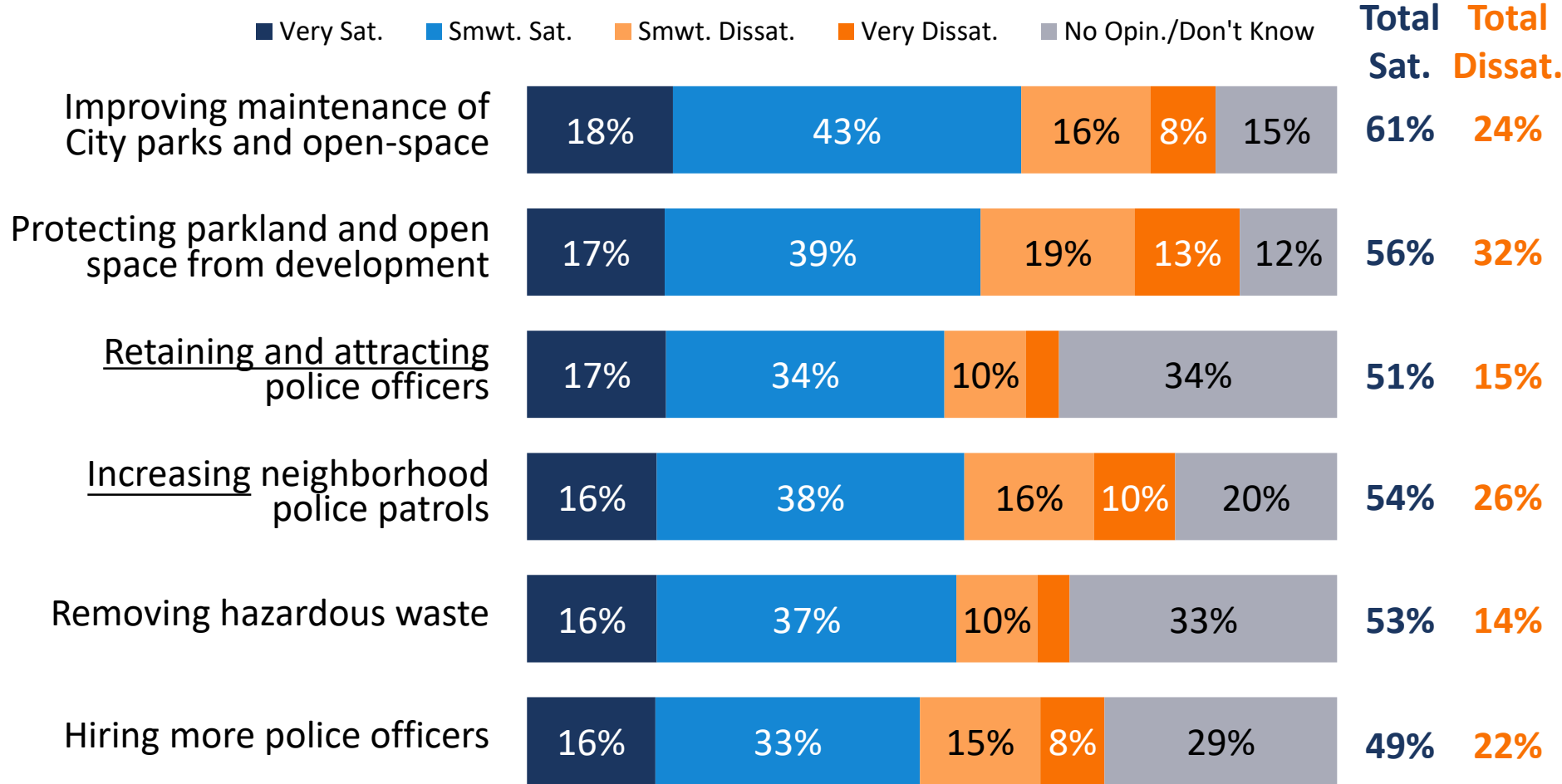
■ Very Sat.
 ■ Smwt. Sat.
 ■ Smwt. Dissat.
 ■ Very Dissat.
 ■ No Opin./Don't Know

Total Sat. **Total Dissat.**



Q18. I am going to read you the same list of services provided to residents. This time, please tell me how satisfied you are with that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Split Sample

Six in ten think the City is doing a good job protecting parks and open space, and half are pleased with the City's efforts to retain, attract and hire police officers.

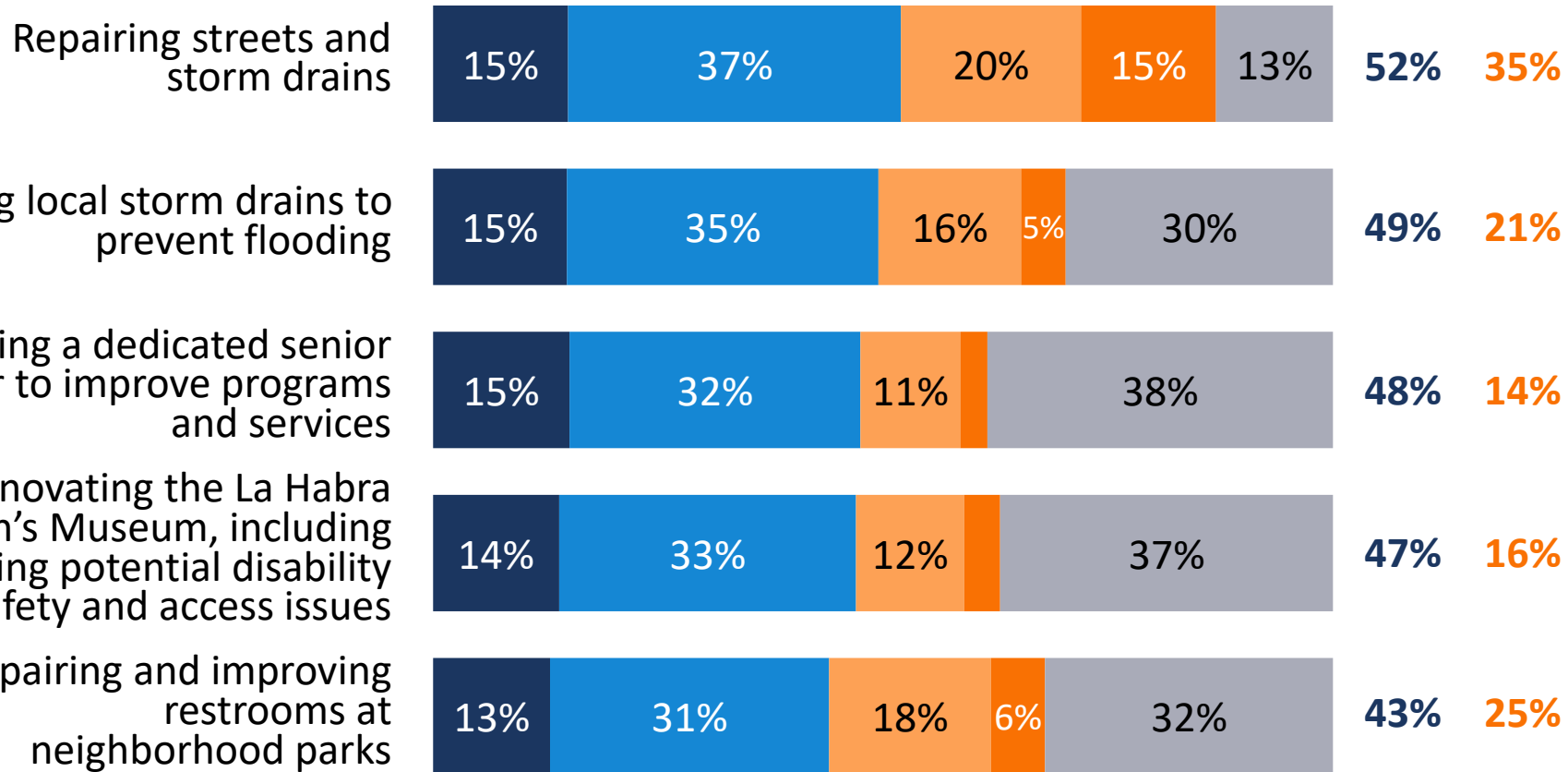


Q18. I am going to read you the same list of services provided to residents. This time, please tell me how satisfied you are with that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Split Sample

Roughly half are satisfied with the City's performance on repairing streets and storm drains.

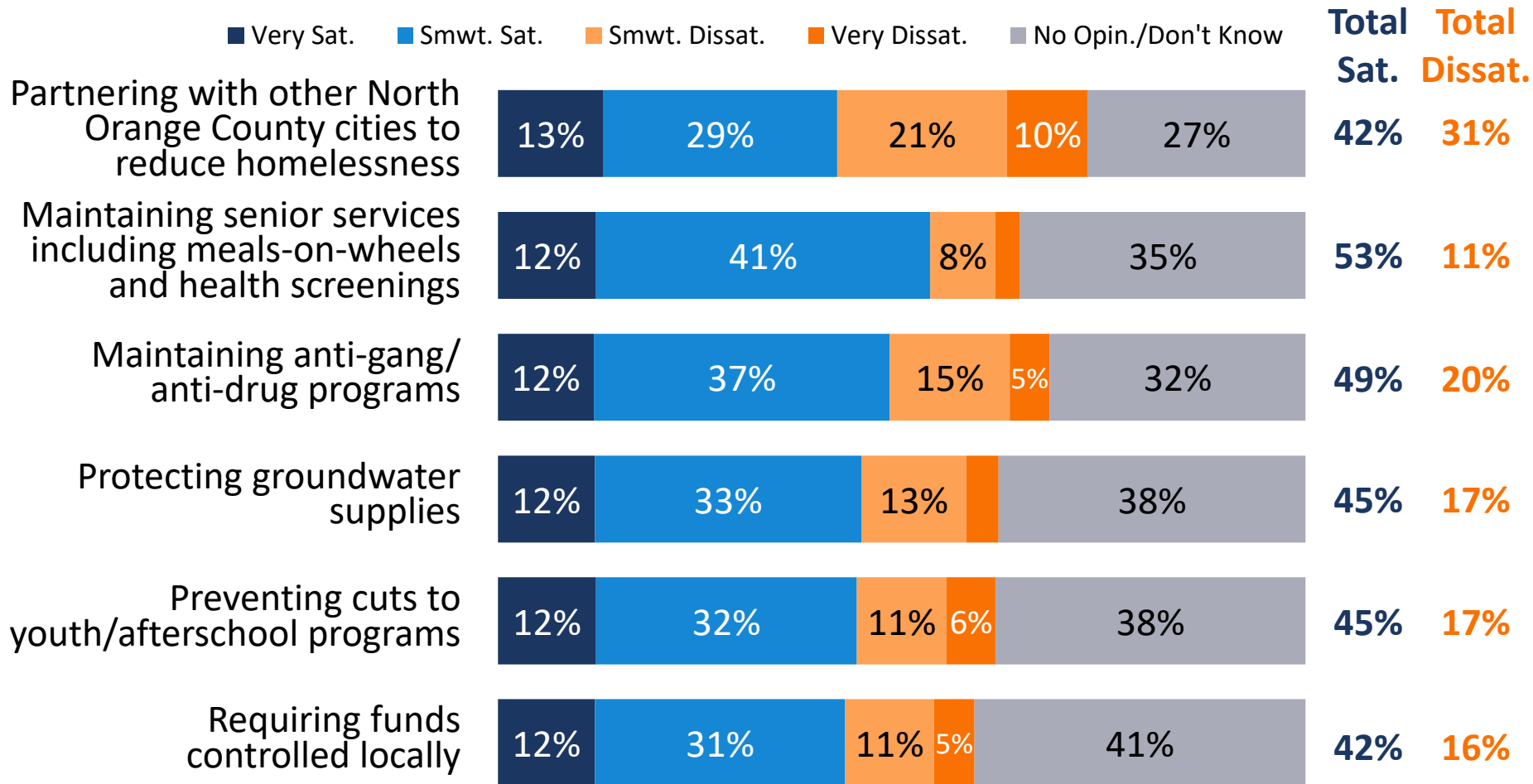
■ Very Sat.
 ■ Smwt. Sat.
 ■ Smwt. Dissat.
 ■ Very Dissat.
 ■ No Opin./Don't Know

Total Sat. **Total Dissat.**



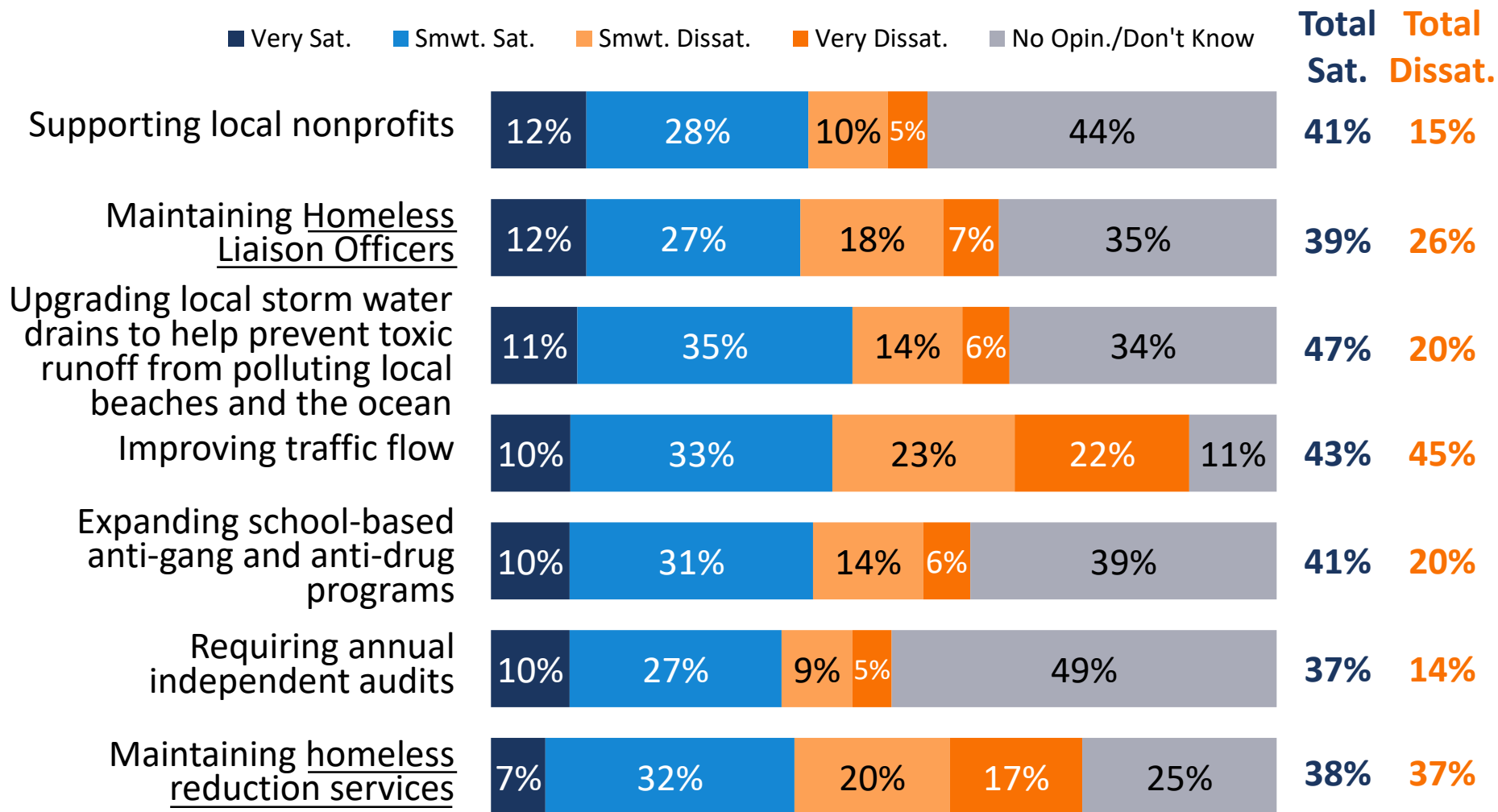
Q18. I am going to read you the same list of services provided to residents. This time, please tell me how satisfied you are with that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Split Sample

There is more dissatisfaction when issues surrounding homelessness are raised.



Q18. I am going to read you the same list of services provided to residents. This time, please tell me how satisfied you are with that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Split Sample

The public is most divided on the City's performance on addressing traffic flow and maintaining homeless reduction services.



Q18. I am going to read you the same list of services provided to residents. This time, please tell me how satisfied you are with that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Split Sample



Conclusions

Conclusions

- Overall, La Habra residents continue to hold a positive view of the city and their neighborhoods as most think both are “headed in the right direction,” and two-thirds continue to rate La Habra as an excellent or good place to live.
- Consistent with prior survey research, the public rates their local fire department or LA County Fire Department very highly; seven in ten also think La Habra PD is doing an excellent or good job, a solid rating but down 7-points from two years ago.
- Voter opinion of La Habra City government continues its downward trend -- today, a 52% majority rates City government as either excellent or good, whereas 68% rated the City government’s job performance as excellent or good in July 2018.
- Despite this, nearly three-quarters approve of City government’s response to the pandemic, while fewer than two in ten disapprove.
- Many still rely on Facebook and other social media for information about La Habra and local issues, but it is not the most prominent; also, fewer identify *Life in La Habra*, community newsletters and the *La Habra Journal* as primary sources of local news.

Conclusions, continued

- In comparison, there has been a slight uptick in the number who identify the City of La Habra website as a main source of local news—perhaps a result of the public seeking information during the pandemic.
- Currently, about half identify homelessness, COVID’s impact on the local economy, and potholes as highly serious problem facing La Habra residents.
- While homelessness, potholes, and traffic continue to be cited as top local problems, concern for each of these issues is lower today than in 2019.
- The public would like to see city government take a more active role in addressing the local affordable housing crisis, and by 2-1, voters favor investing City funds in the community’s supply of affordable housing.
- More than six in ten voters think the City of La Habra has a great or some need for additional funding, with majorities of all major demographic groups holding this perception.
- When given broad categories of service areas, respondents believe City government should use existing funding for 911/public safety services, homeless reduction programs and housing, and community services, including parks and recreation.

Conclusions, continued

- In addition to public safety and homeless reduction services, La Habra residents support using American Recovery Act funds to help local businesses and the economy recover.
- Consistent with the prior community survey conducted in 2019, voters identify 911 emergency response and fire/paramedic services as the most important local services, and the survey finds high satisfaction with emergency services.
- The vast majority continues to prioritize protecting local groundwater supply, anti-gang and anti-drug programs, and youth services and after school programs.
- Three in four respondents also identify protecting parkland and open space for development and partnering with other nearby cities to reduce homelessness as highly important; notably, voters express lower satisfaction with programs and services related to homelessness.
- Investing in a new senior center, providing funding for local nonprofits and upgrading the Children's Museum were the least important priorities to La Habra residents.