



THE CITY OF
WESTMINSTER
CALIFORNIA

Westminster Issues Survey

Survey Conducted:
May 2-7, 2020

FINAL REPORT



FAIRBANK, MASLIN,
MAULLIN, METZ
& ASSOCIATES

220-5776

Methodology

- 400 completed survey interviews
- Westminster residents likely to vote in November 2020
- Conducted May 2-7, 2020
- Interviews conducted by cell phone and landline telephones
- Survey available in English, Vietnamese and Spanish
- Overall Margin of Error: +/-4.9%
- Some questions tracked to survey conducted December 2015
- Some percentages may not sum to 100% due to rounding

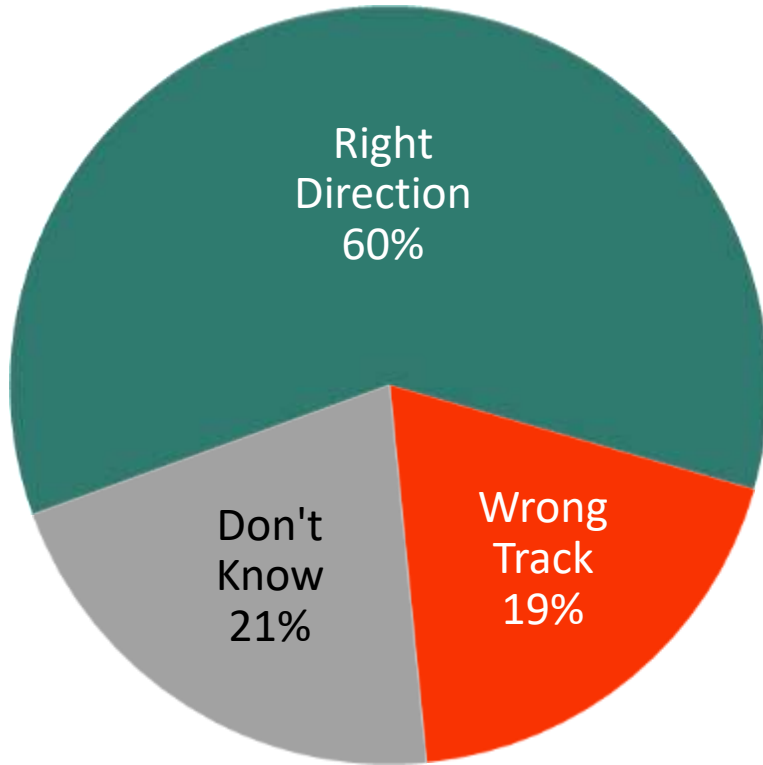


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Community Attitudes

Six-in-ten respondents believe things in Westminster are headed in the right direction.

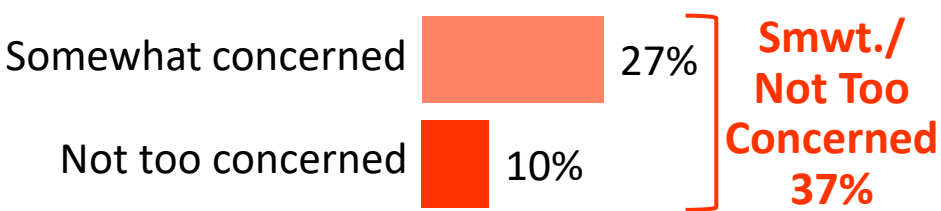
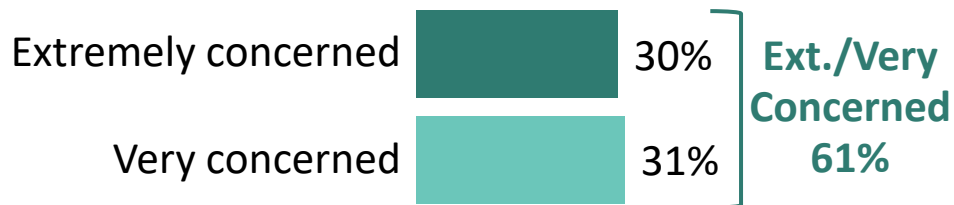
Would you say that things in the City of Westminster are generally headed in the right direction or do you feel that things are pretty seriously off on the wrong track?



Demographic Group	Right Direction	Wrong Track	Don't Know
Age			
18-49	58%	17%	25%
50-64	48%	33%	19%
65+	72%	11%	17%
Party			
Democrats	61%	18%	22%
Independents	62%	25%	12%
Republicans	58%	16%	26%
Race/Ethnicity			
Whites	48%	30%	22%
Latinos	64%	18%	18%
Vietnamese	76%	3%	21%

Six-in-ten voters are at least either “extremely” or “very” concerned about the coronavirus pandemic and its impact on the local economy.

Overall, how concerned are you personally about the coronavirus pandemic and its impact on the economy in your area? Are you extremely concerned, very concerned, somewhat concerned or not too concerned?



Don't know 2%

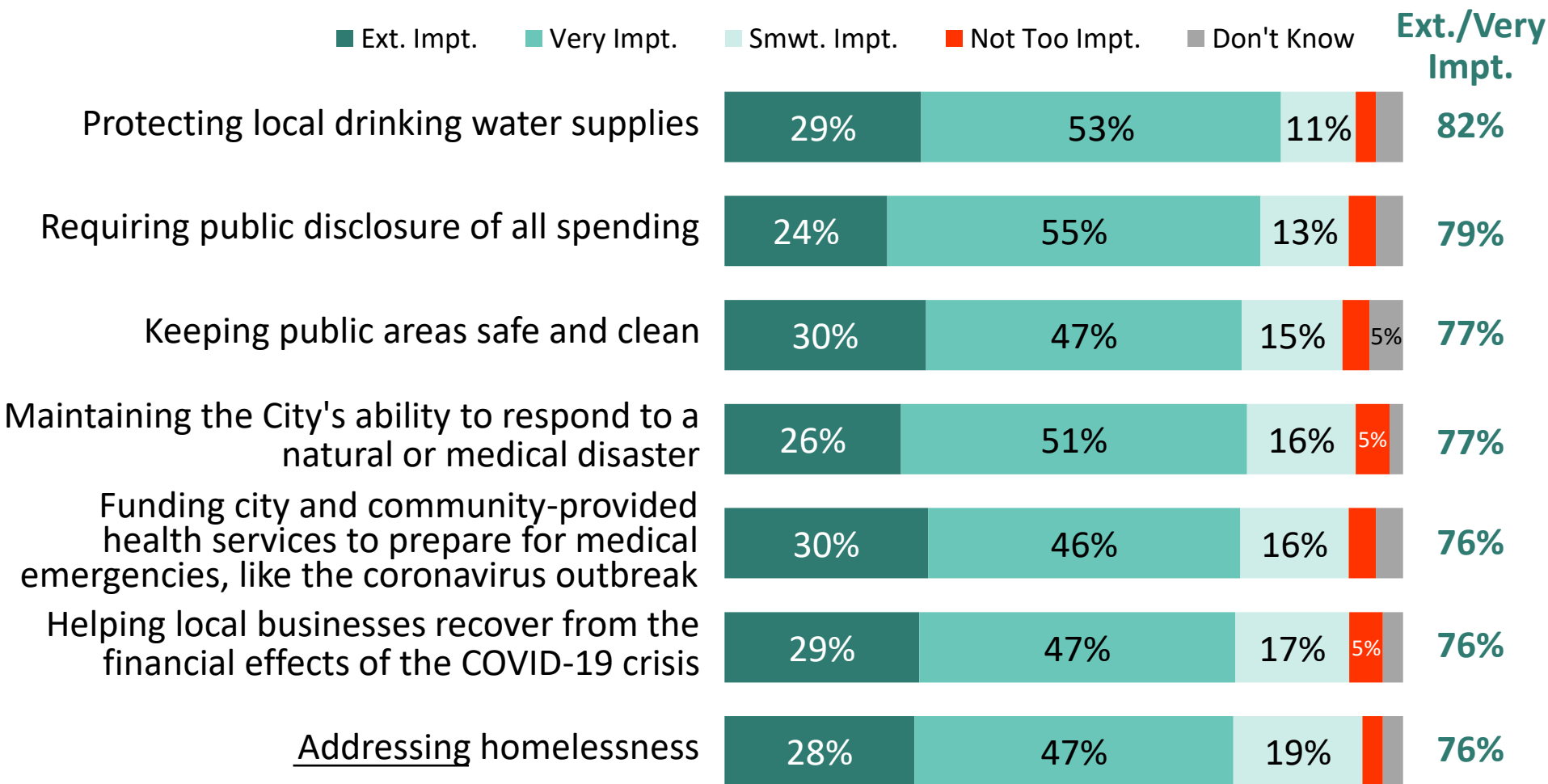
Demographic Group	Ext./Very Concerned	Smwt./Not Too Concerned
Age		
18-49	54%	46%
50-64	69%	26%
65+	64%	35%
Party		
Democrats	62%	38%
Independents	67%	31%
Republicans	57%	41%
Race/Ethnicity		
Whites	63%	37%
Latinos	47%	50%
Vietnamese	61%	36%



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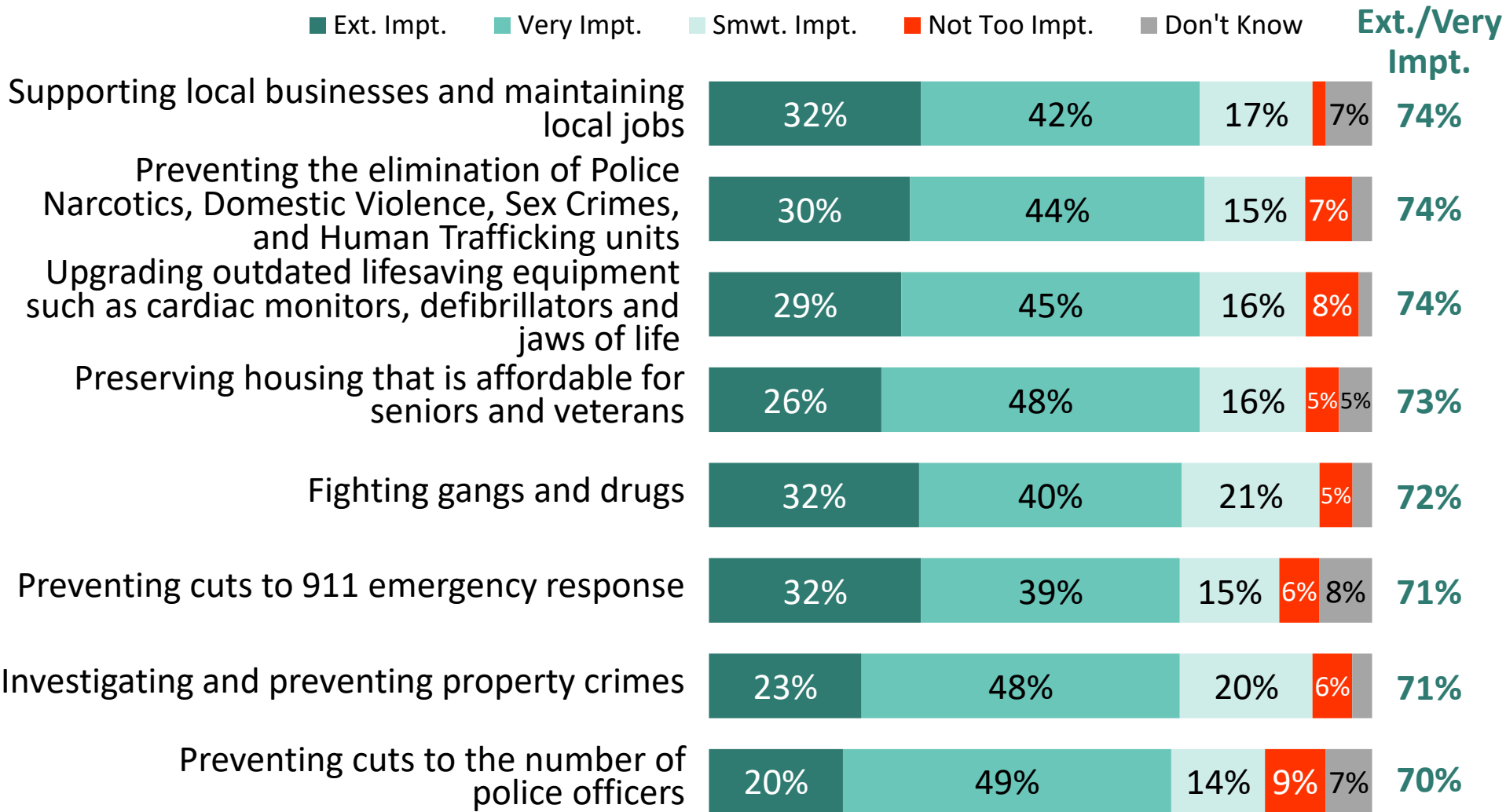
City Priorities Ranking

The top priorities for City government include protecting local drinking water supplies, public safety, and responding to impacts of the coronavirus pandemic.



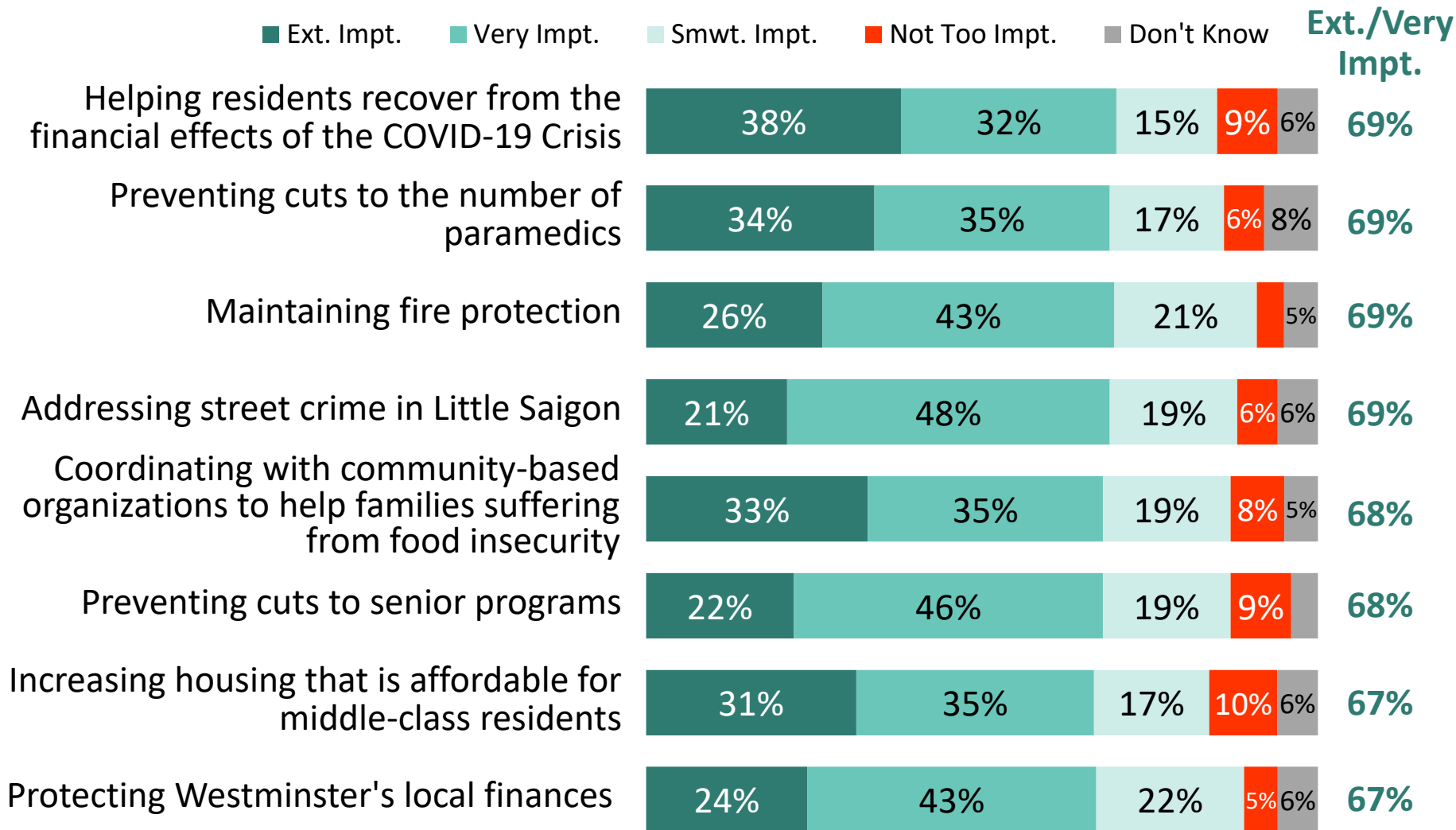
Returning to the **Westminster Emergency Relief, Recovery, Local Services Measure**, I am going to read you a list of ways in which the funds generated by the measure could be spent and provisions that could be included. Please tell me how important that provision or use of funds is to you personally: is it extremely important, very important, somewhat important, or not too important?

City Priorities, Continued



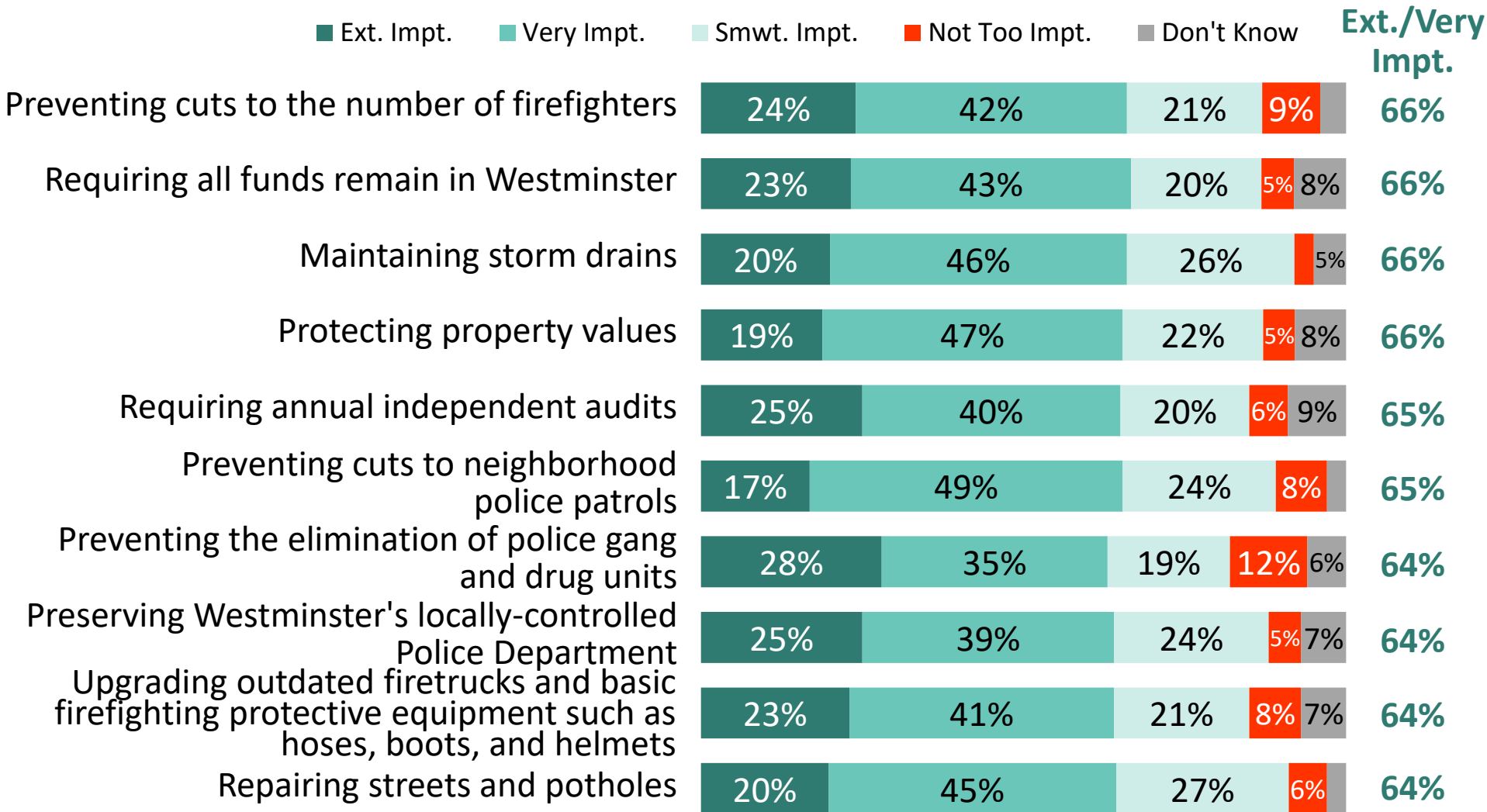
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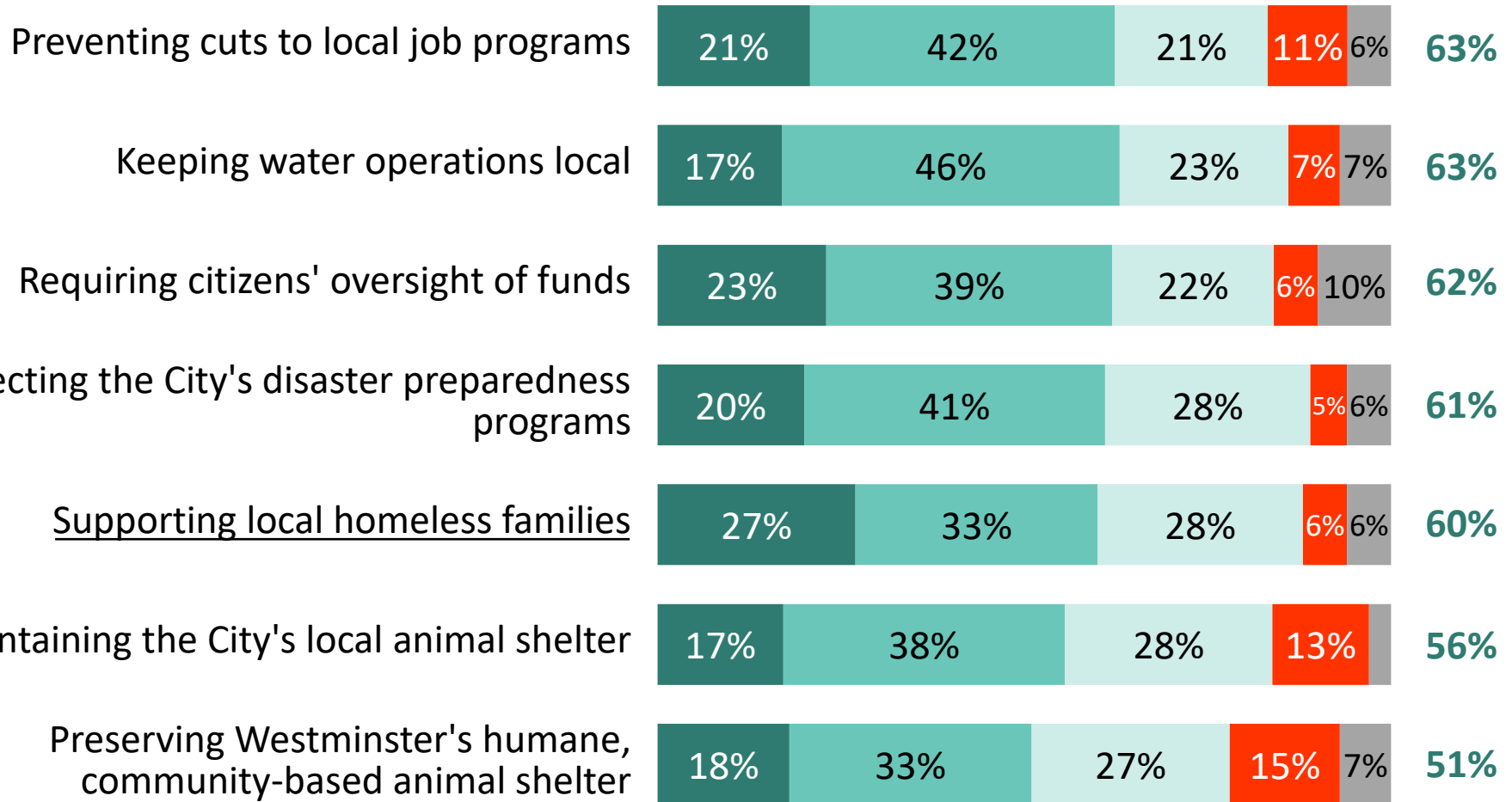
City Priorities, Continued



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Continued

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



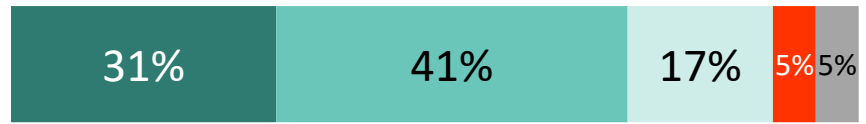
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Vietnamese and Latino residents value outreach and services in their languages.

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

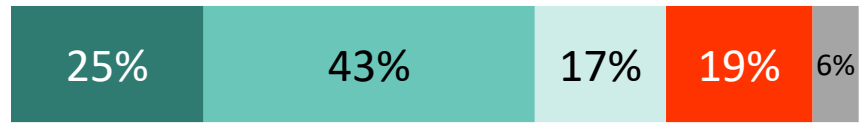
Ext./Very Impt.

*Recruiting and retaining Vietnamese-speaking police officers



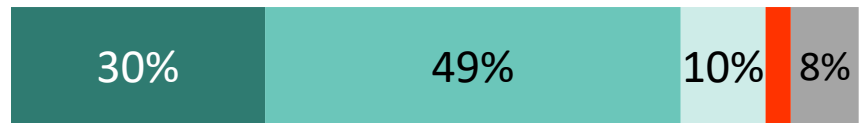
72%

*Improving communications and outreach to the Vietnamese community



68%

**Improving communications and outreach to the Latino community



79%

**Recruiting and retaining Spanish-speaking police officers



55%

*Returning to the Westminster Emergency Relief, Recovery, Local Services Measure, I am going to read you a list of ways in which the funds generated by the measure could be spent and provisions that could be included. Please tell me how important that provision or use of funds is to you personally: is it extremely important, very important, somewhat important, or not too important? Split Sample/*Vietnamese Respondents Only/**Latino Respondents Only*



Potential Local Revenue Options Tested

Potential 1½% Sales Tax Ballot Question Tested in Survey

Westminster Emergency Relief, Recovery, Local Services Measure

To protect Westminster's local finances, disaster preparedness, property values, local job programs, prevent cuts to 911 emergency response, police/firefighters/paramedics, gang/drug prevention, street repair, address homelessness, and provide other general city services, shall an ordinance extending the existing voter-approved sales tax at a future 1½% rate until ended by voters, providing estimated \$19,000,000 annually, requiring independent audits, oversight, all funds controlled locally, be adopted?

Potential 1% Sales Tax Ballot Question Tested in Survey

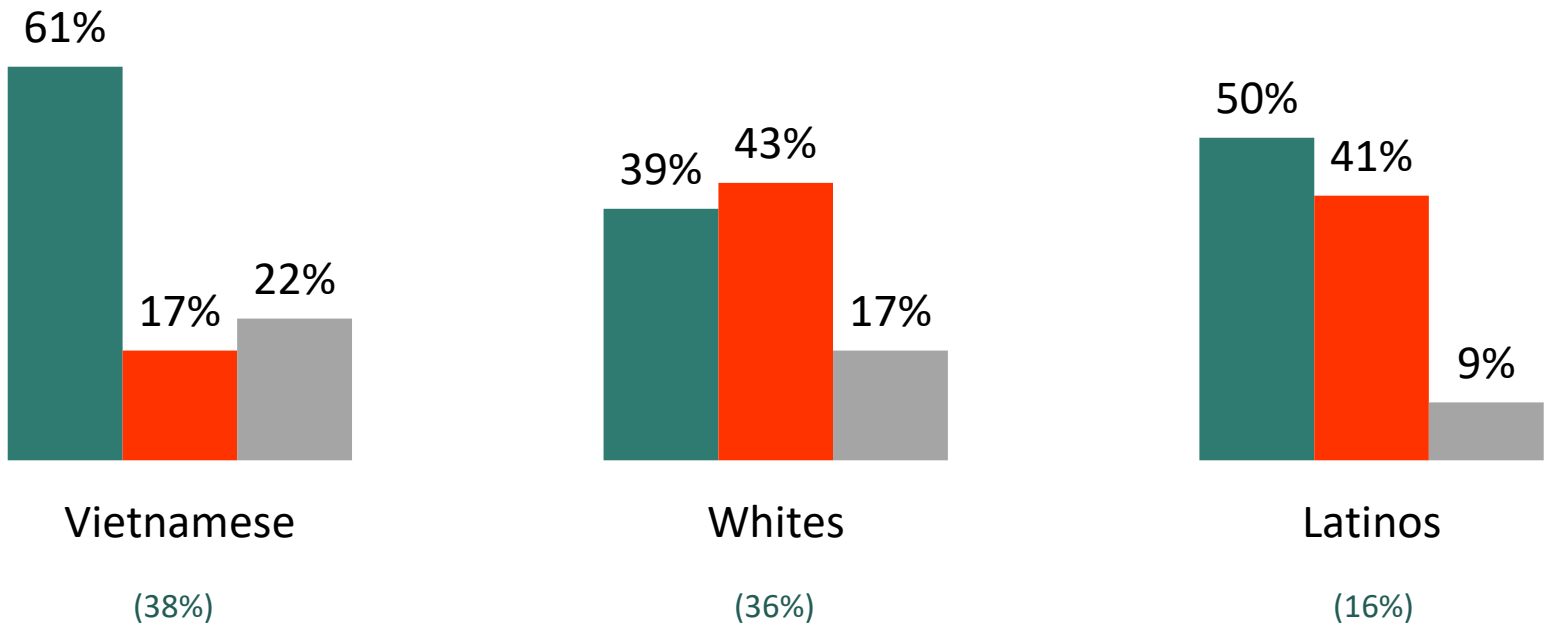
Westminster Emergency Relief, Recovery, Local Services Measure

To protect Westminster's local finances, disaster preparedness, property values, local job programs, prevent cuts to 911 emergency response, police, firefighters, and paramedics, gang and drug prevention, street repair, address homelessness, and provide other general city services, without changing current tax rates, shall an ordinance extending the existing voter-approved 1% sales tax until ended by voters, providing estimated \$12,700,000 annually, requiring independent audits, oversight, funds controlled locally, be adopted?

A strong majority of Vietnamese voters support the measure.

Initial Vote by Race/Ethnicity

■ Total Yes ■ Total No ■ Undecided

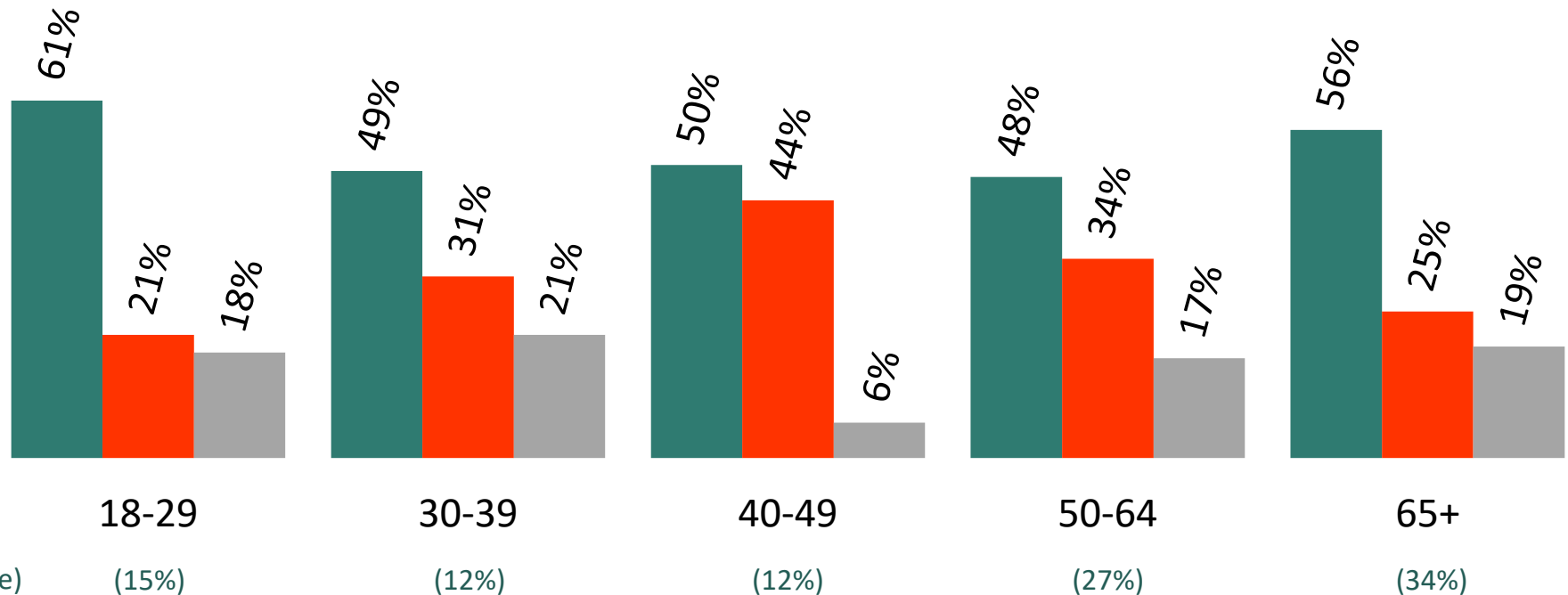


(% of Sample)

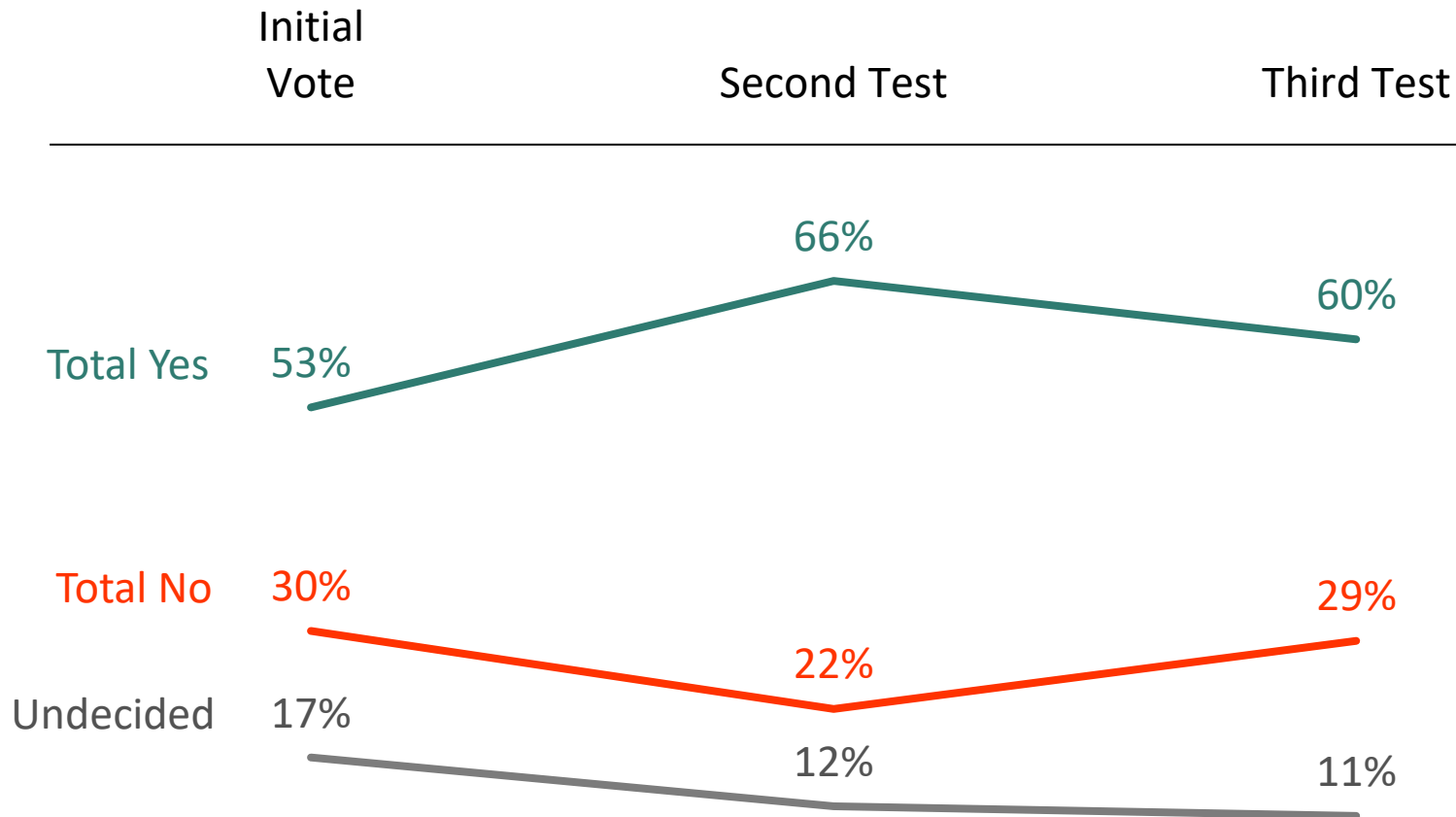
Pluralities of voters of all age groups support the measure.

Initial Vote by Age

■ Total Yes ■ Total No ■ Undecided



Support for the measure remains well above the 50% threshold and outside the survey's margin of error by the third ballot test.



There is more support for the measure at 1.5% than 1%.

