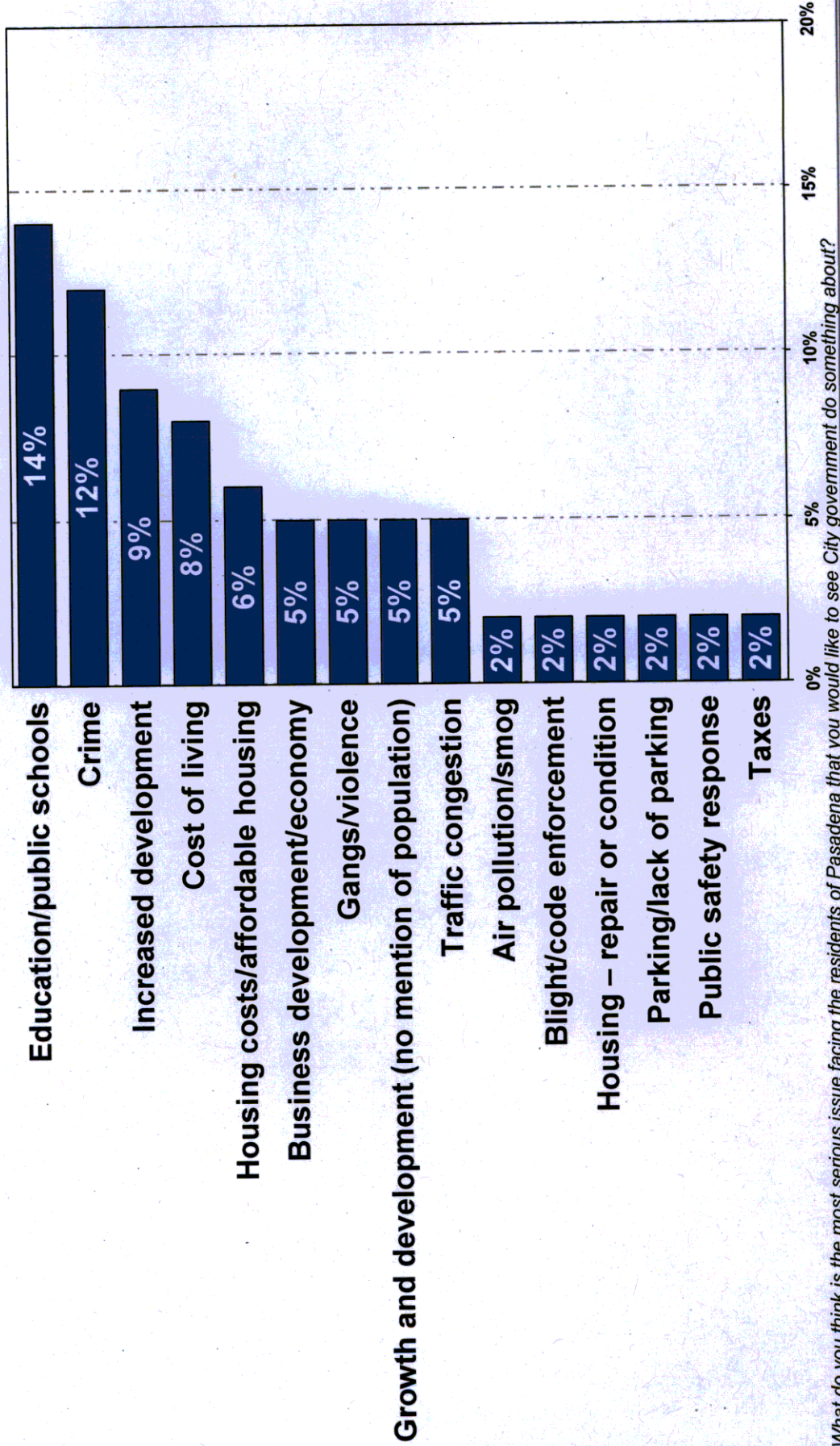


City of Pasadena Citizen Survey

Slide 5

Most Serious Issues Facing Pasadena

(Including top responses of 2% or more; open-ended; grouped responses)



4. What do you think is the most serious issue facing the residents of Pasadena that you would like to see City government do something about?

Fairbank,
Maslin,
Maullin &
Associates

Opinion Research &
Public Policy Analysis

City of Pasadena Citizen Survey

**Fairbank,
Maslin,
Maulin &
Associates**

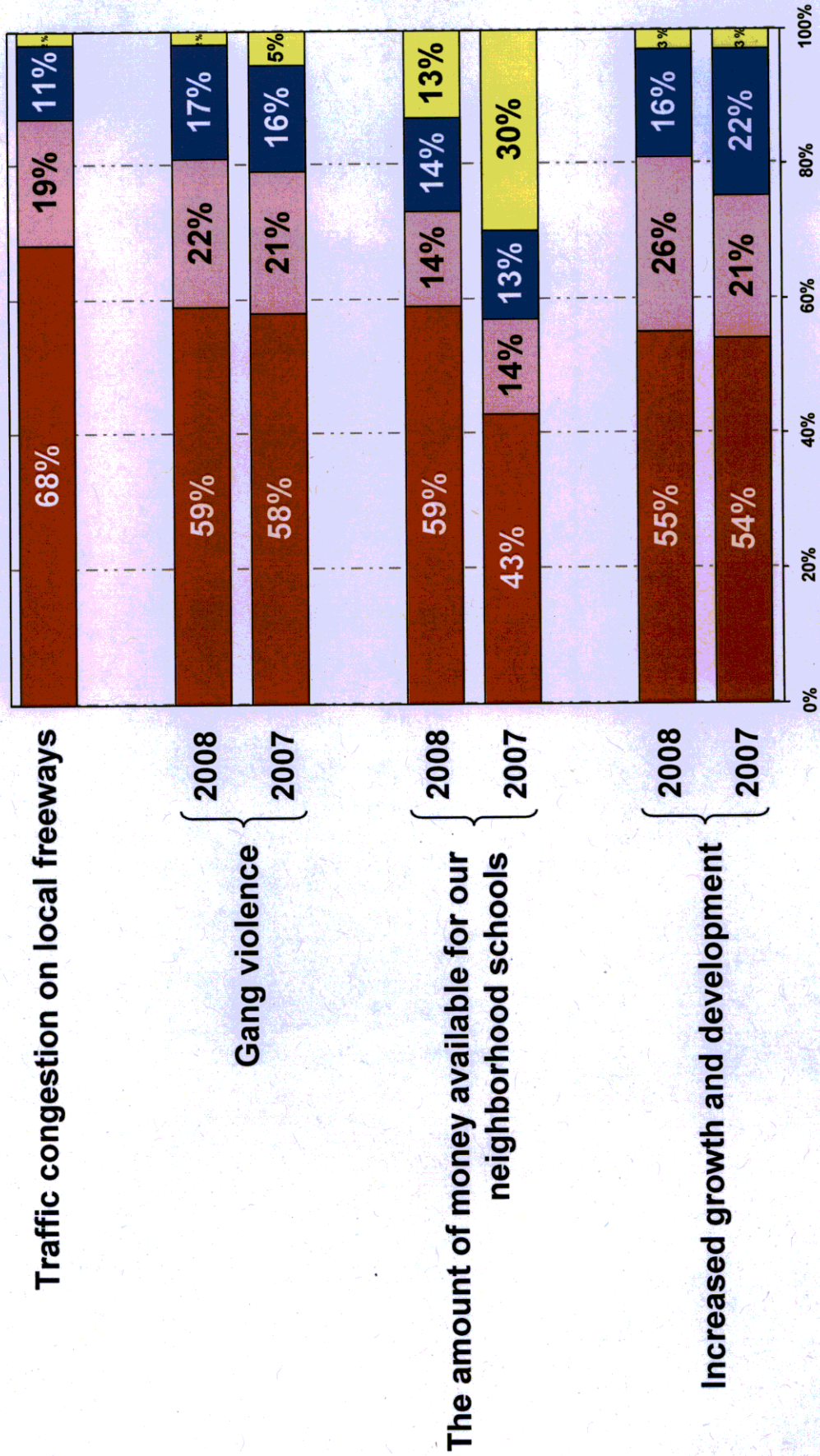
*Opinion Research &
Public Policy Analysis*

Slide 10

Serious Issues in City of Pasadena

(Ranked by Extremely/Very Serious Problem)

Ext./Very Ser. S.W. Ser. Not Too Ser. DK/NA



6 I'd like to read you a brief list of issues facing Pasadena that have been mentioned by local residents. Please tell me whether you consider each to be an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in Pasadena. Split Sample

City of Pasadena Citizen Survey

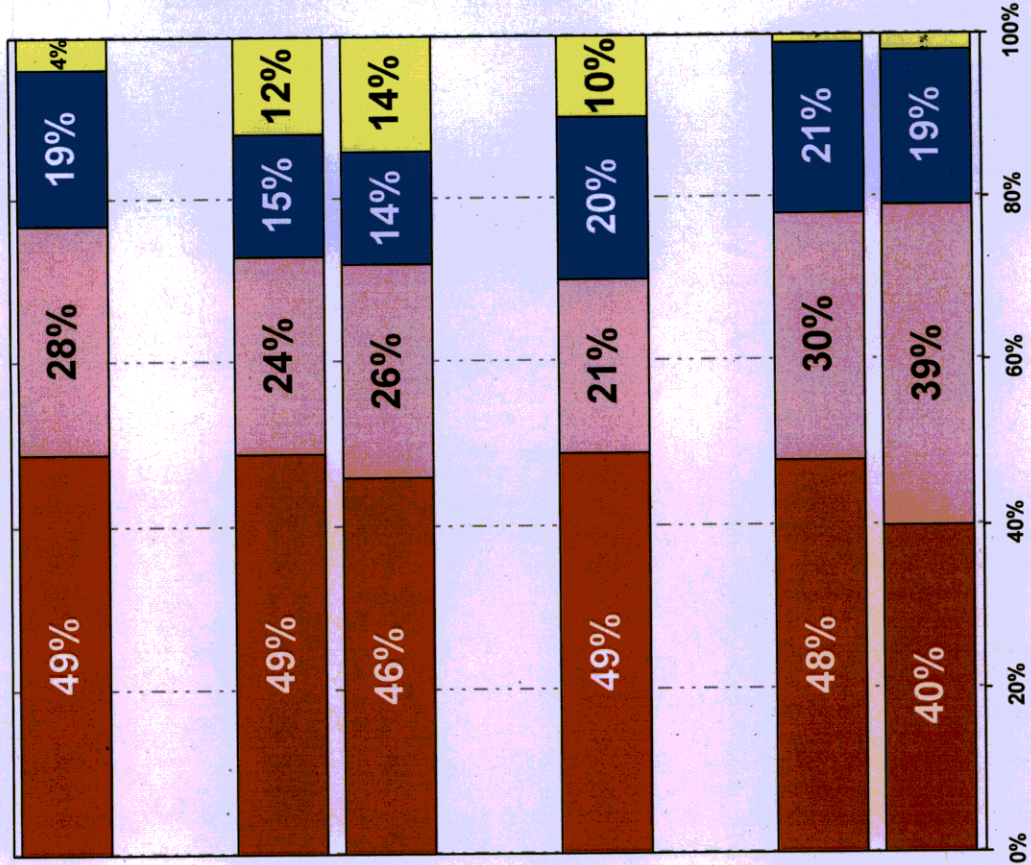
Fairbank,
Maslin,
Maullin &
Associates

Opinion Research &
Public Policy Analysis

Slide 11

Continued

■ Ext./Very Ser. ■ S.W. Ser. ■ Not Too Ser. ■ DK/NA



The number of homeless

2008
2007

Drug dealing and related crimes

Runoff of toxic chemicals from storm drains that contaminates the lakes, rivers, and creeks that flow into the ocean and onto county beaches

2008
2007

Crime in general

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City of Pasadena Citizen Survey

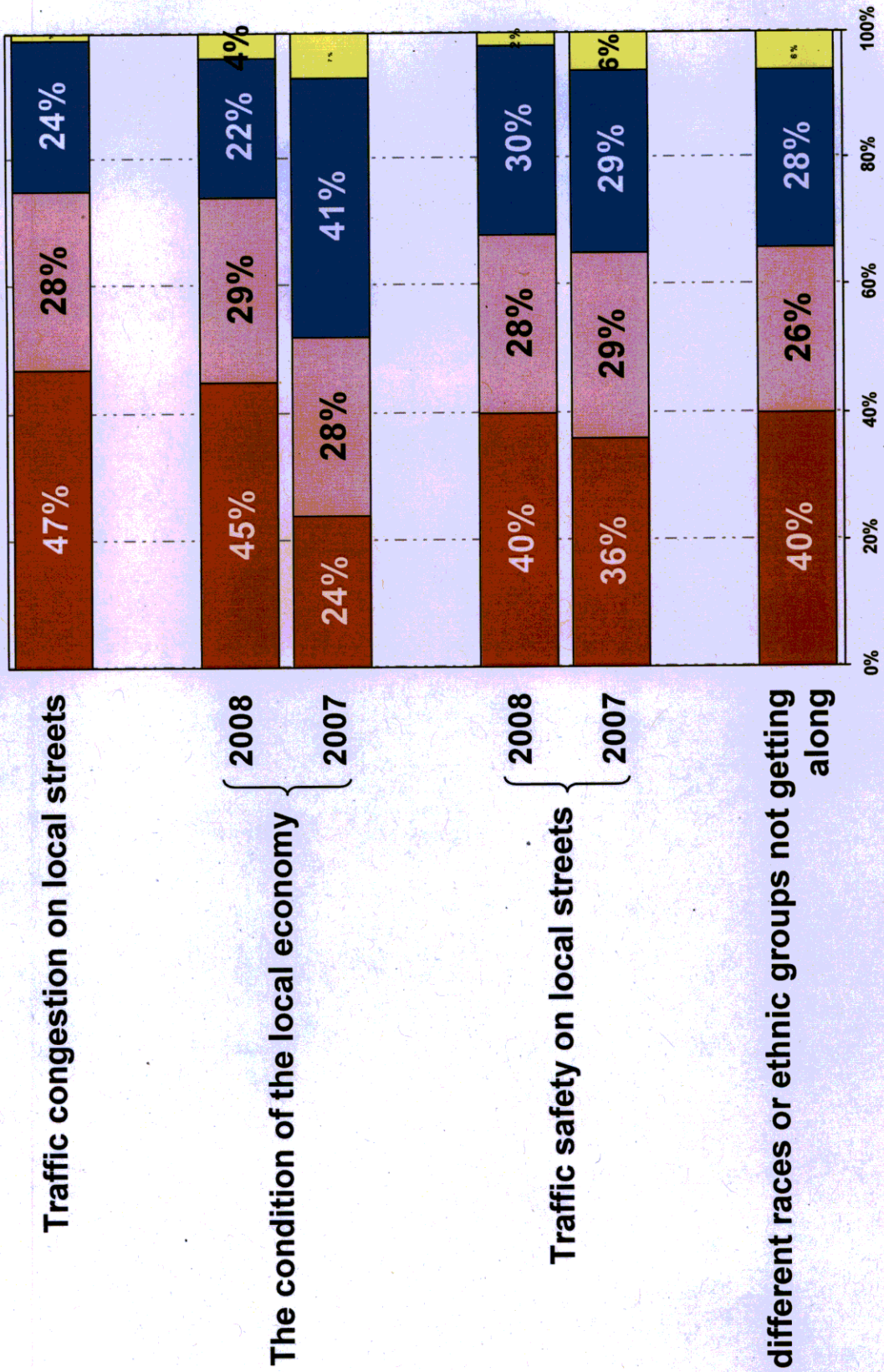
Fairbank,
Maslin,
Maullin &
Associates

Opinion Research &
Public Policy Analysis

Slide 12

Continued

■ Ext./Very Ser. ■ S.W. Ser. ■ Not Too Ser. ■ DK/NA



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City of Pasadena Citizen Survey

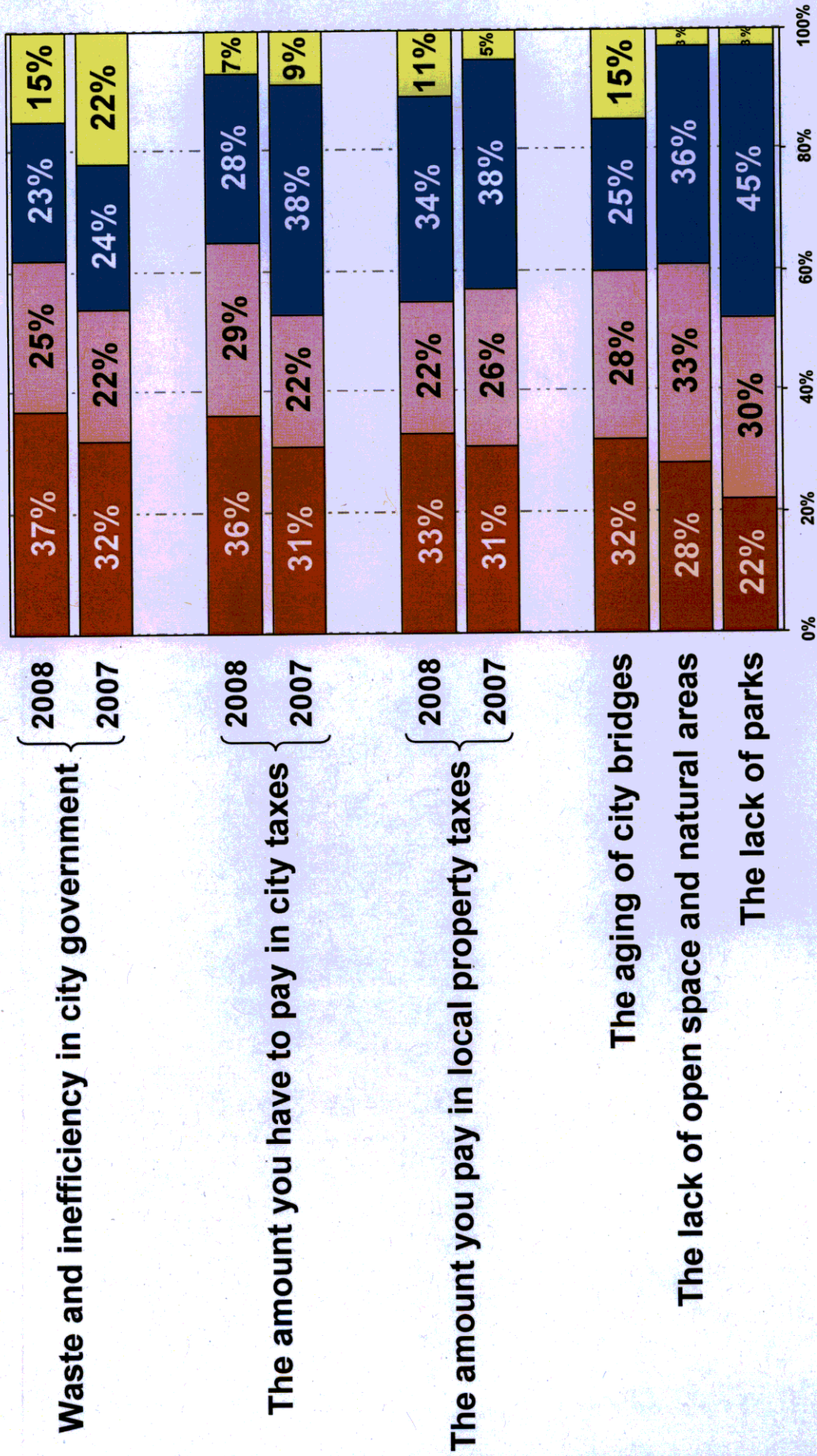
Fairbank,
Maslin,
Maullin &
Associates

Opinion Research &
Public Policy Analysis

Slide 13

Continued

■ Ext./Very Ser. ■ S.W. Ser. ■ Not Too Ser. ■ DK/NA



6. I'd like to read you a brief list of issues facing Pasadena that have been mentioned by local residents. Please tell me whether you consider each to be an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in Pasadena. Split Sample

City of Pasadena Citizen Survey

**Fairbank,
Maslin,
Maullin &
Associates**

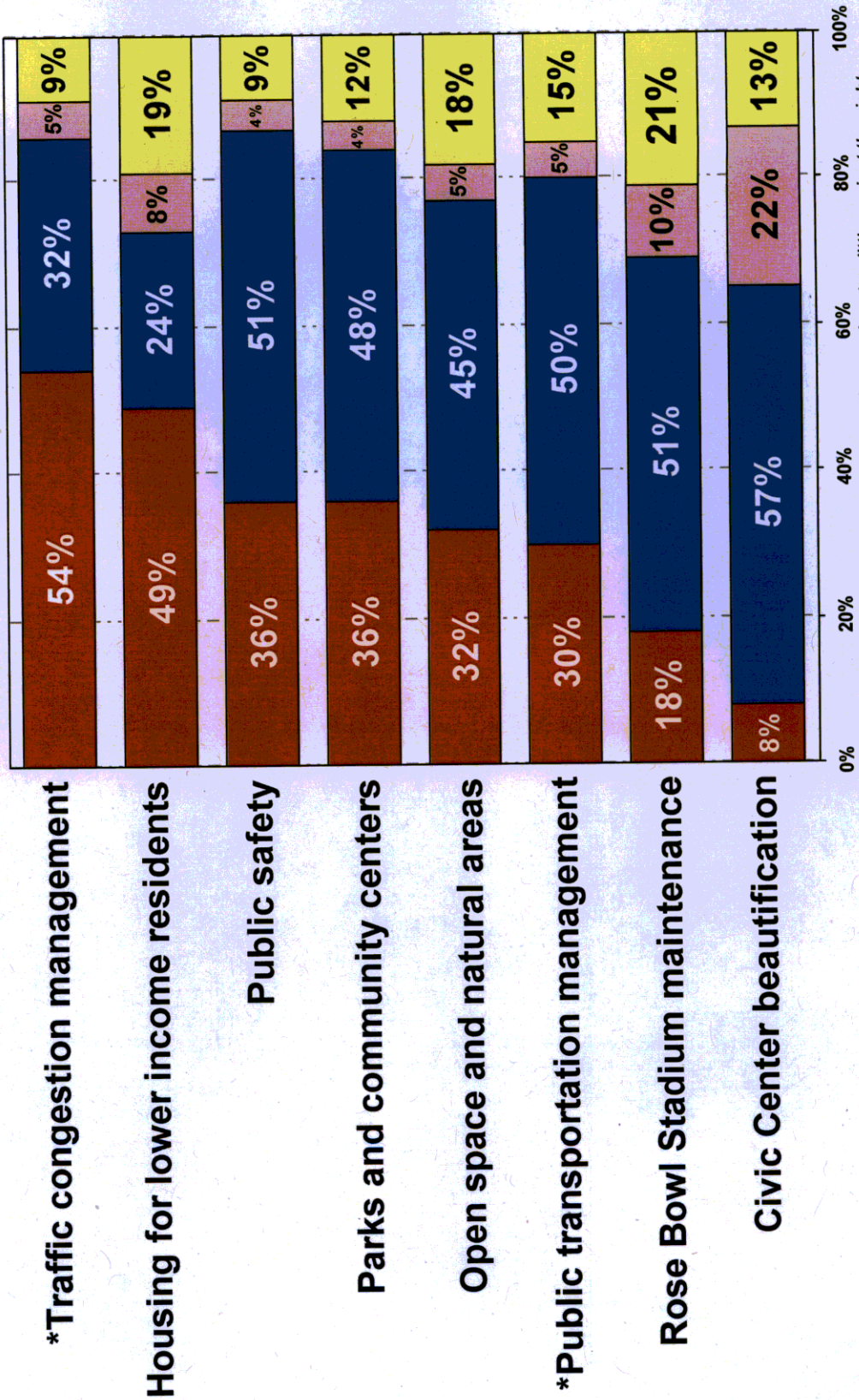
Opinion Research &
Public Policy Analysis

Slide 15

City Spending on Local Services

(Ranked by Too Little City Spending)

■ Too Little ■ Just Right ■ Too Much ■ DK/NA



7. I am going to read you the same list of services and, for each, please tell me if you think the city is spending too much money on the service, too little, or just the right amount on it. *Split Sample