



DATE: April 22, 2025

TO: Mayor and Members of the City Council

FROM: Greg Humora, City Manager *GH*

VIA: Lyn Dedmon, Assistant to the City Manager

SUBJECT: 2025 CITY OF LA MESA COMMUNITY OPINION SURVEY

Every two years, the City of La Mesa conducts a statistically valid public opinion [community survey](#) to identify key issues of concern for residents and measure their overall satisfaction with the City's efforts to provide municipal services. This sample survey is designed to gather opinions on specific topics, including public safety, code enforcement, and communication as well as overall quality of life. The survey, which began in 2006, enables the City to track trends and identify areas of improvement.

For the 2025 Community Opinion Survey, the independent survey research firm True North Research randomly selected 1,110 La Mesa residents to participate in the survey. True North designed the sampling methodology to ensure that respondents equally represented the four quadrants of the community. Respondents were offered the option to participate by telephone or online. The study used a combination of mailed invitations, email, and phone calls to recruit participation in the survey.

Attached please find the Summary Report for the 2025 City of La Mesa Community Opinion Survey. A concise outline of the key findings from the survey can be found beginning on page 4. A more detailed analysis of the responses to each question in the survey begins on page 10.

Dr. Timothy McLarney, President of True North Research, will present the results of the survey and be available to answer any questions.

Attachments:

A. Summary Report: 2025 City of La Mesa Community Opinion Survey