

COMMUNITY OPINION SURVEY

CONDUCTED FOR THE
CITY OF LA MESA

PRESENTED BY
TIMOTHY McLARNEY PH.D.

4/22/2025





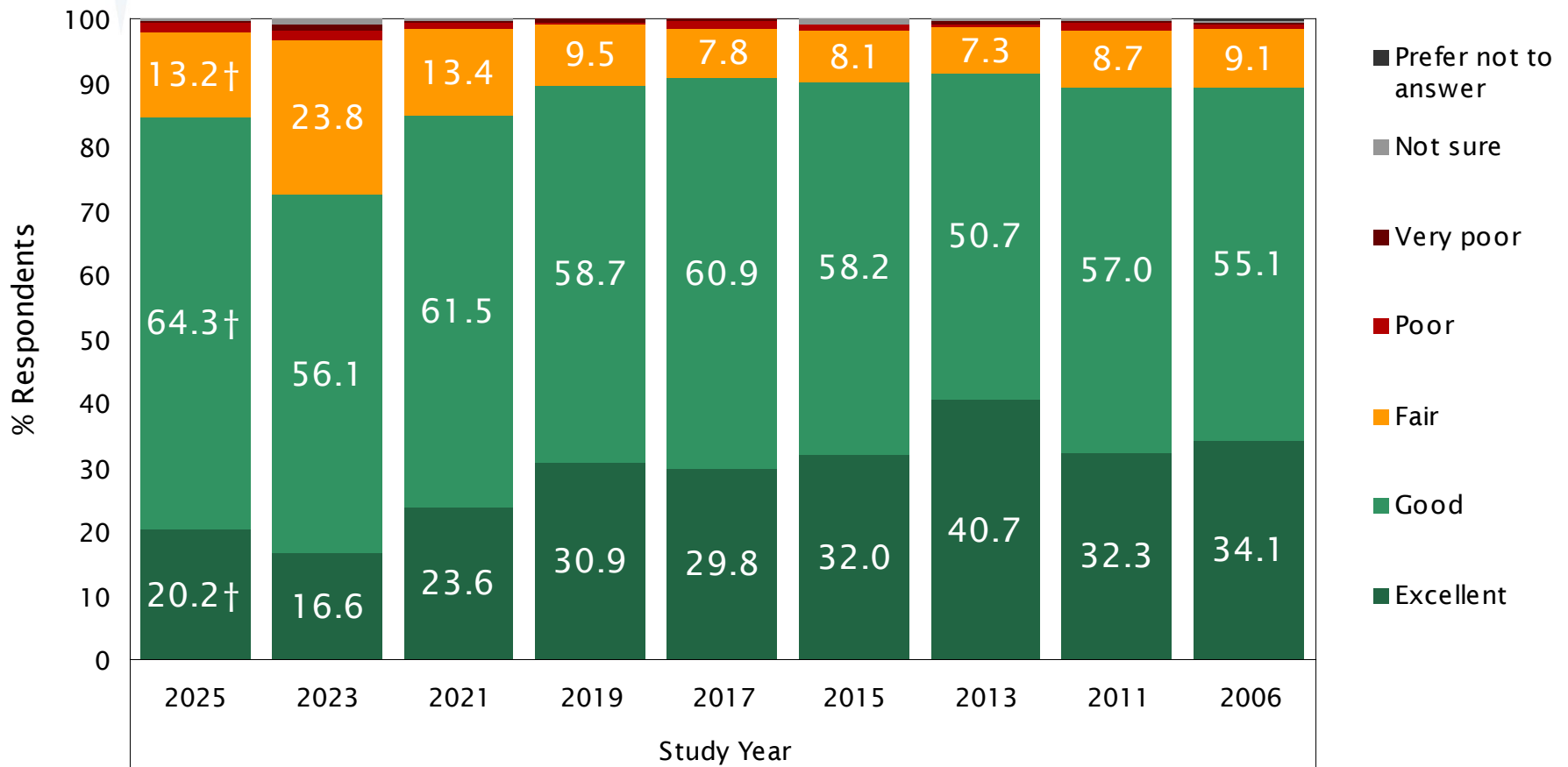
METHODOLOGY OF STUDY

- **How did we select residents to survey?**
 - Stratified random sample of adult residents
 - Balanced, representative sample that aligns with Census estimates
- **How did we recruit participation?**
 - Personalized email, text, and telephone calls
 - PINs to restrict access and ensure one complete per respondent
- **How were respondents able to share their opinions?**
 - Secure, PIN-protected website that scales to the device
 - Telephone (land line or mobile)
- **What was the sample size?**
 - 1,110 completed interviews
 - Overall margin of error of $\pm 2.9\%$ @ 95% level of confidence

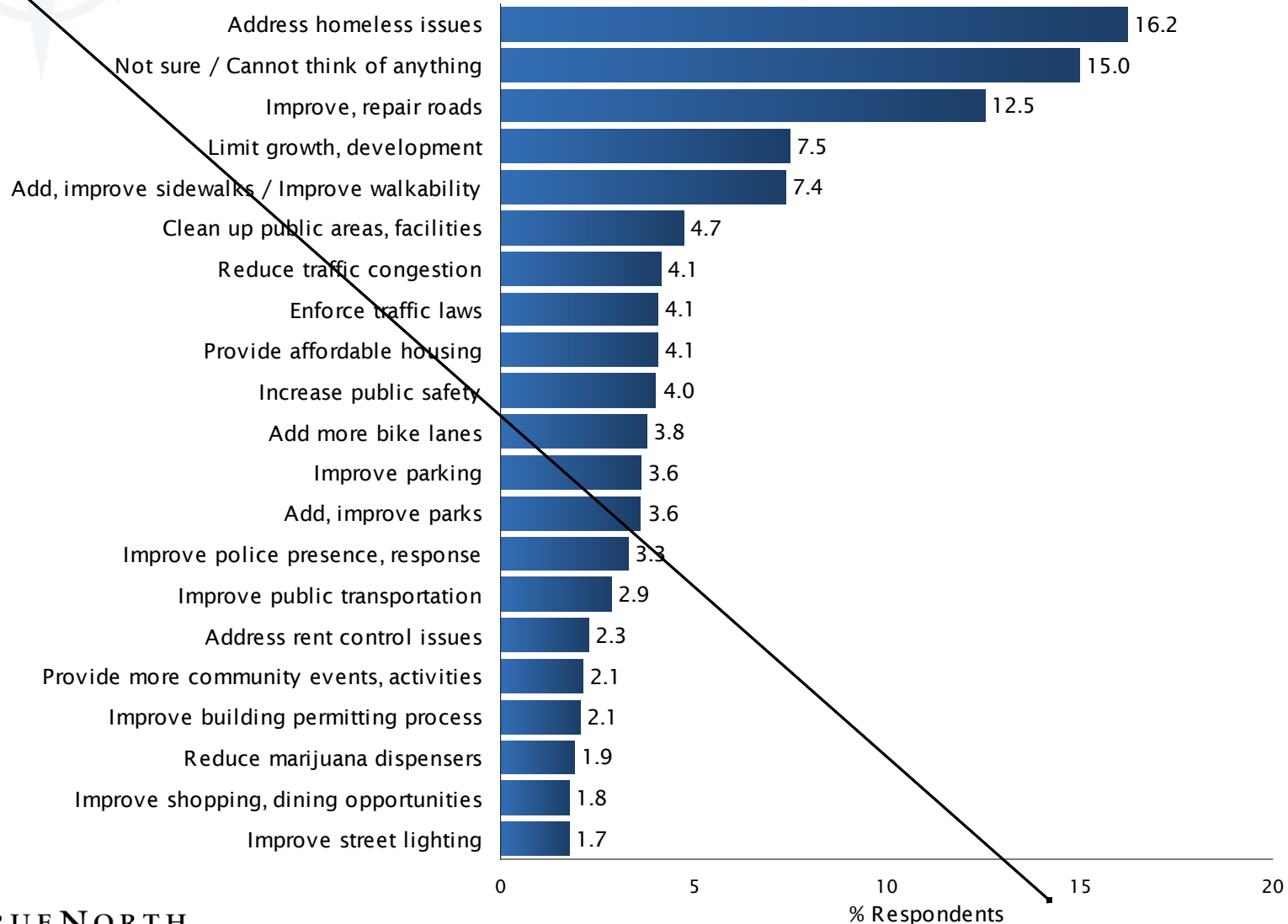
DEMOGRAPHICS: CENSUS VS SURVEY

	Census 2023 ACS 5-Year Estimates	2025 Community Opinion Survey
Age		
18 to 29	20%	20%
30 to 39	23%	24%
40 to 49	16%	16%
50 to 64	21%	20%
65 or older	20%	20%
Child in Household		
Yes	25%	28%
No	75%	72%
Ethnicity		
Hispanic	28%	29%
Black	8%	6%
Asian	6%	6%
White	52%	56%
Other	6%	2%

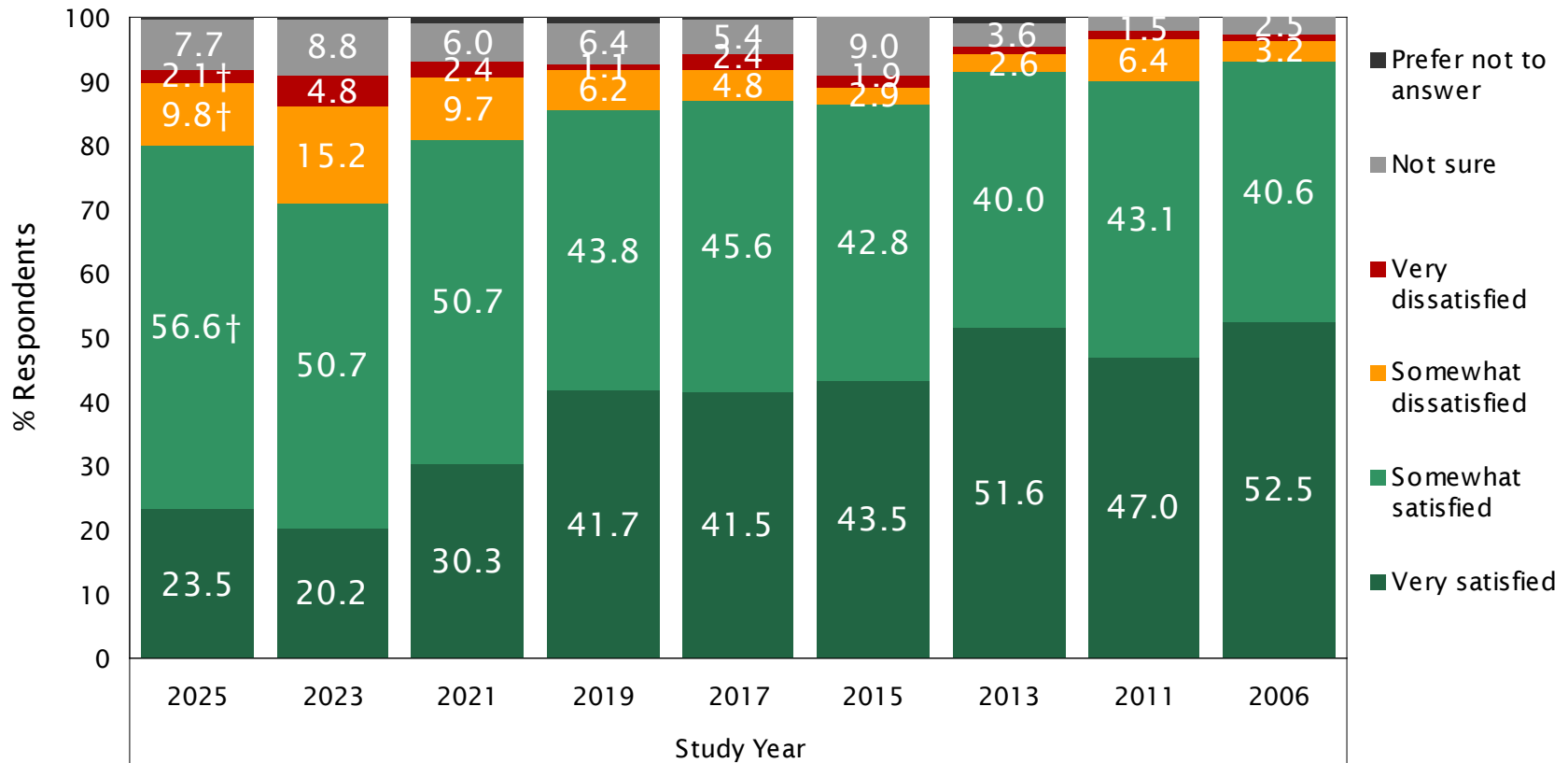
OVERALL QUALITY OF LIFE BY STUDY YEAR



CHANGES TO IMPROVE CITY



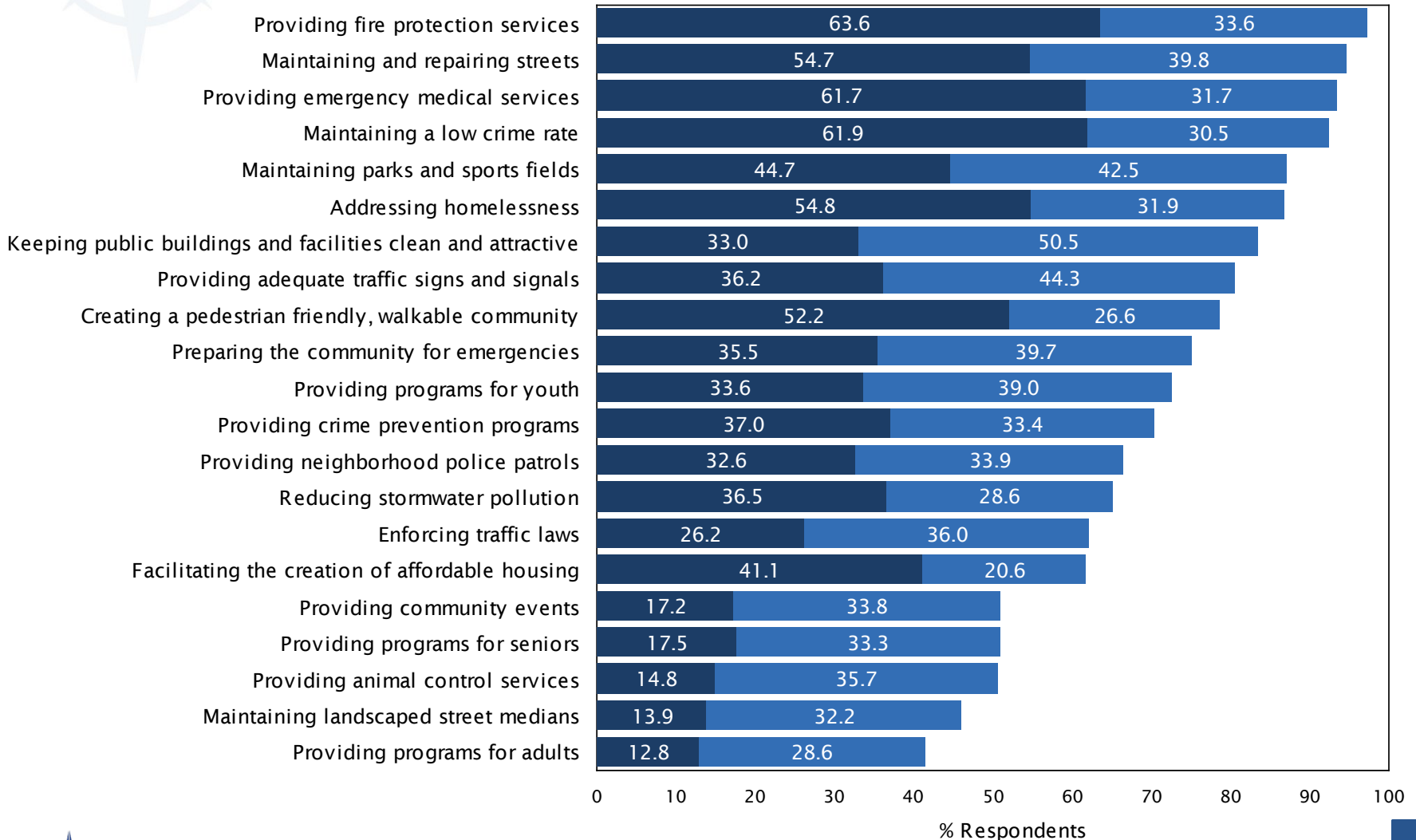
OVERALL SATISFACTION BY STUDY YEAR



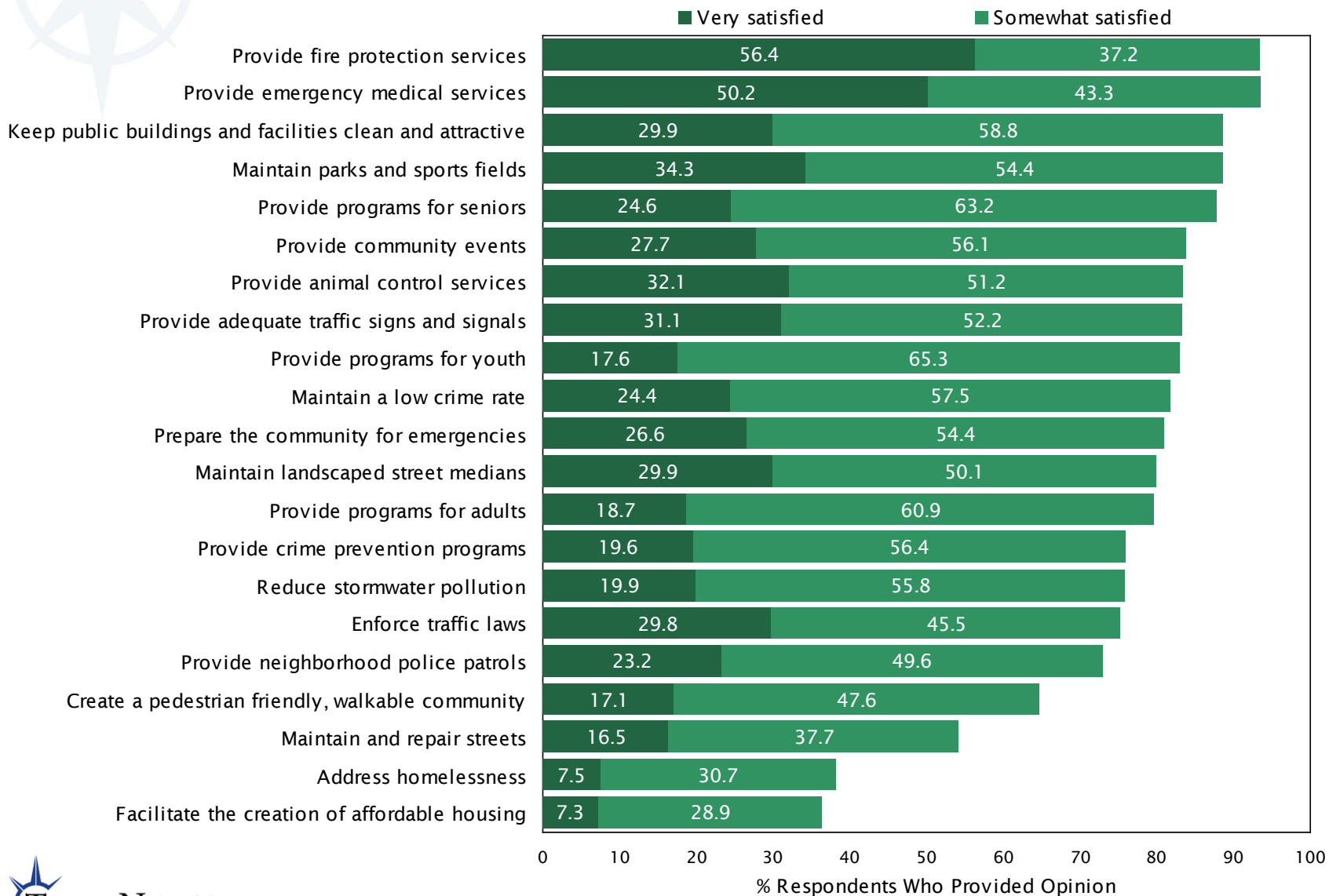
IMPORTANCE OF SERVICES

■ Extremely important

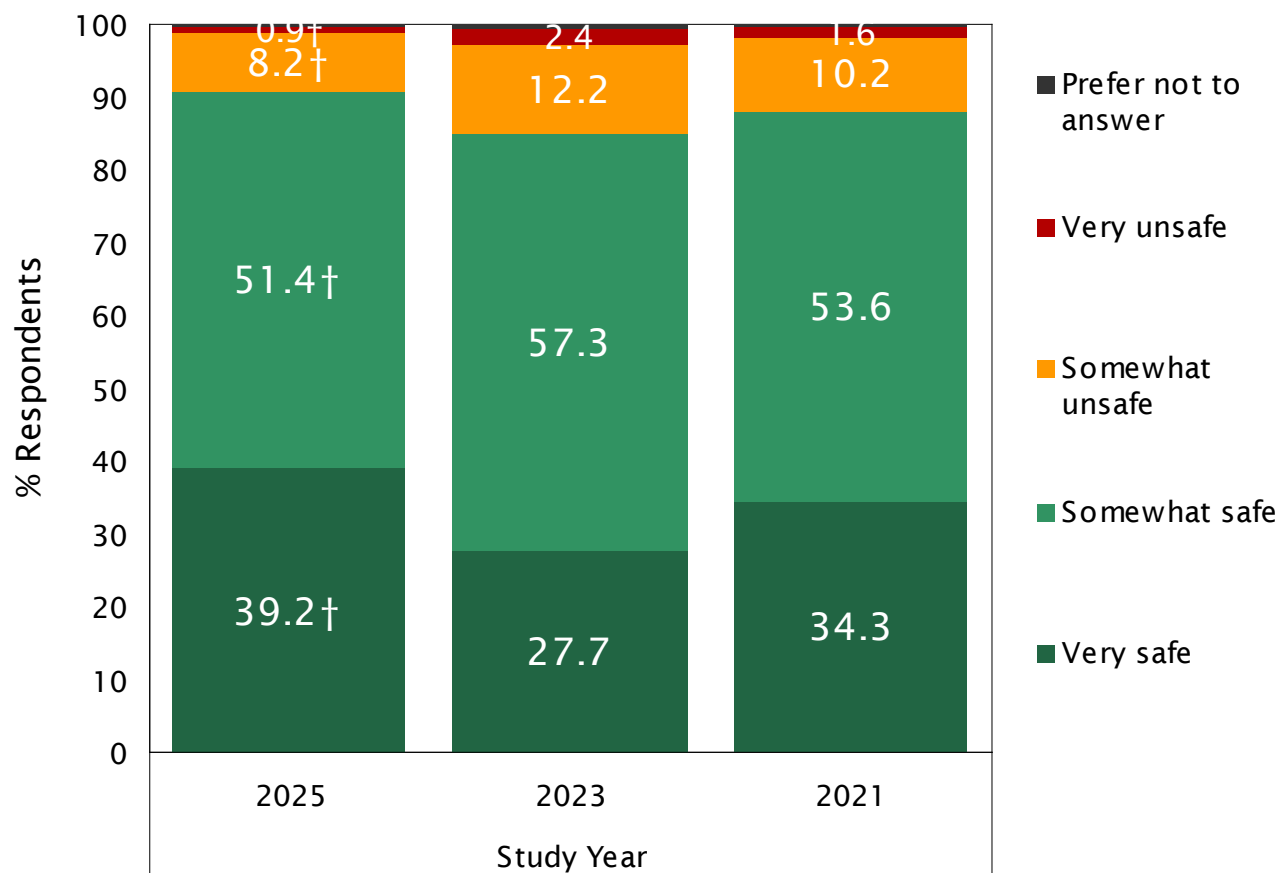
■ Very important



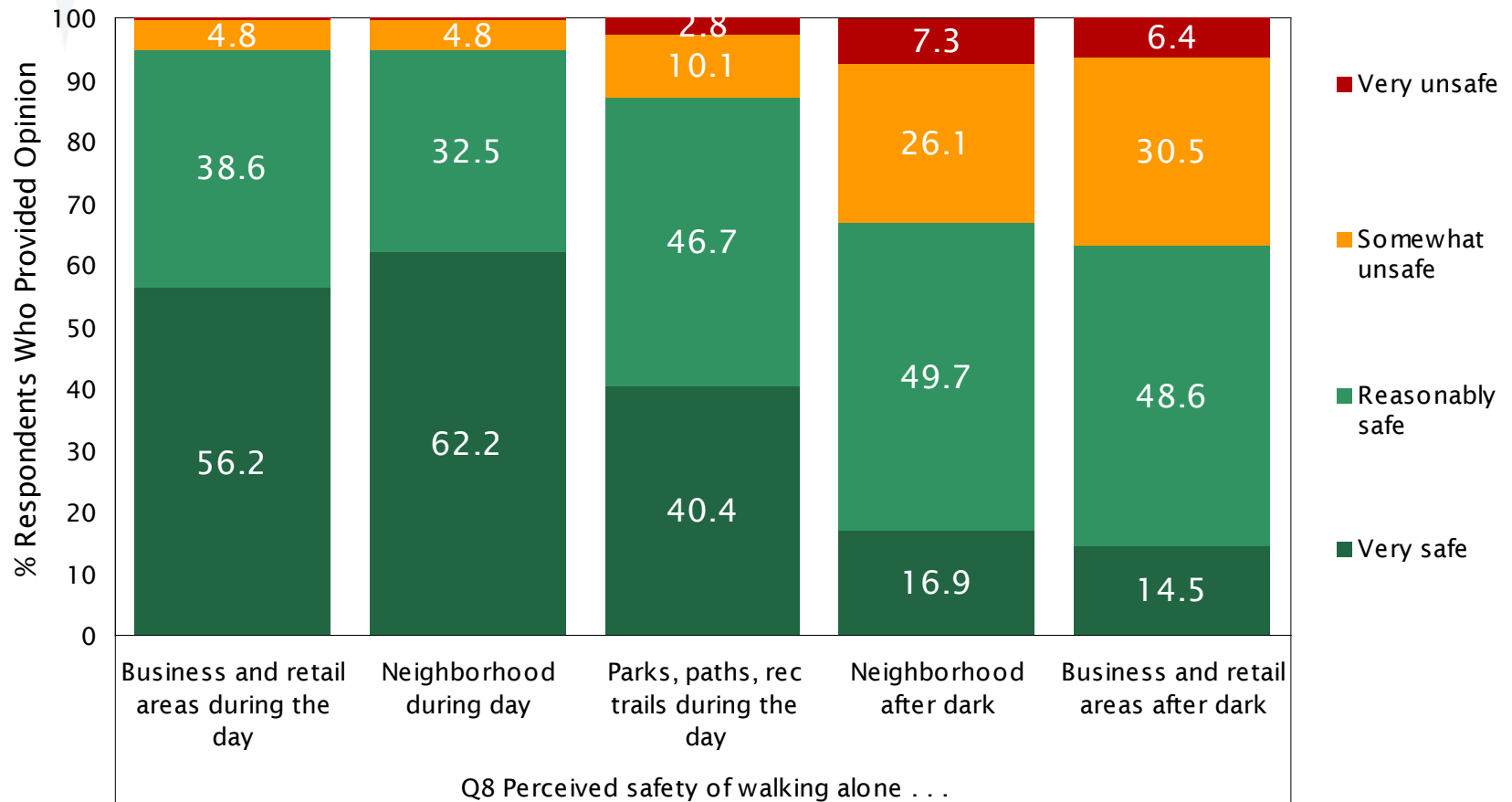
SATISFACTION WITH SERVICES



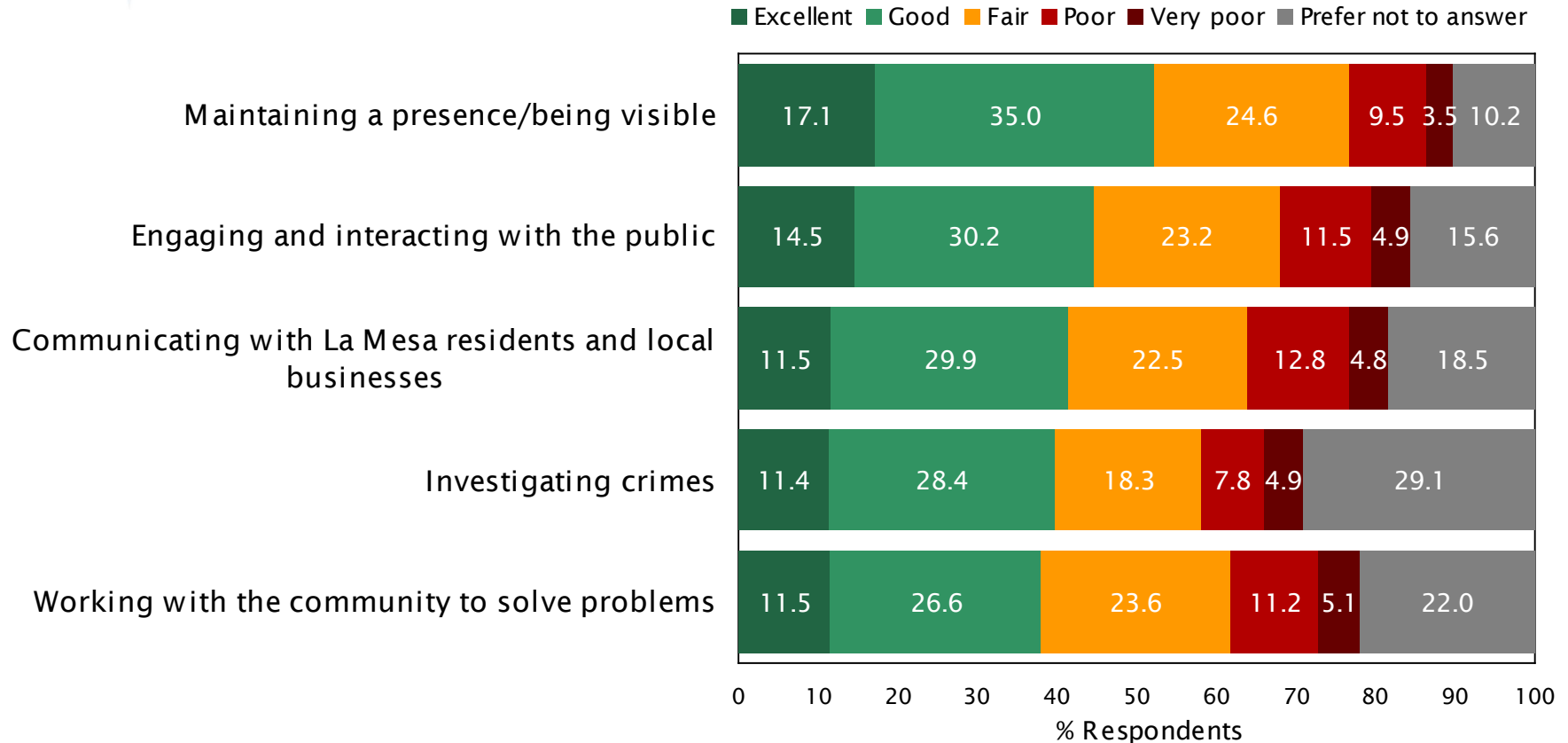
HOW SAFE IS LA MESA OVERALL?



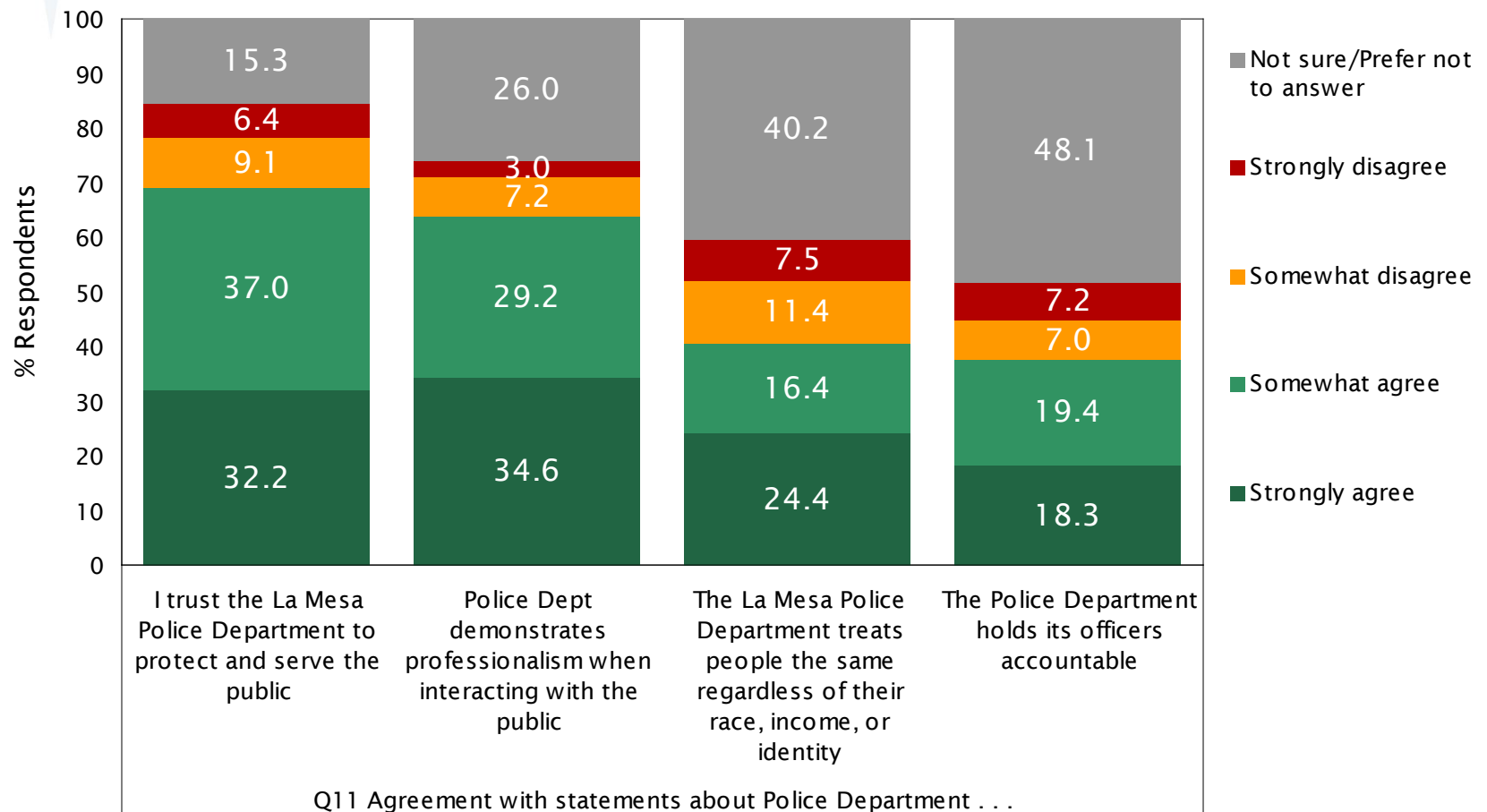
PERCEPTIONS OF SAFETY SCENARIOS



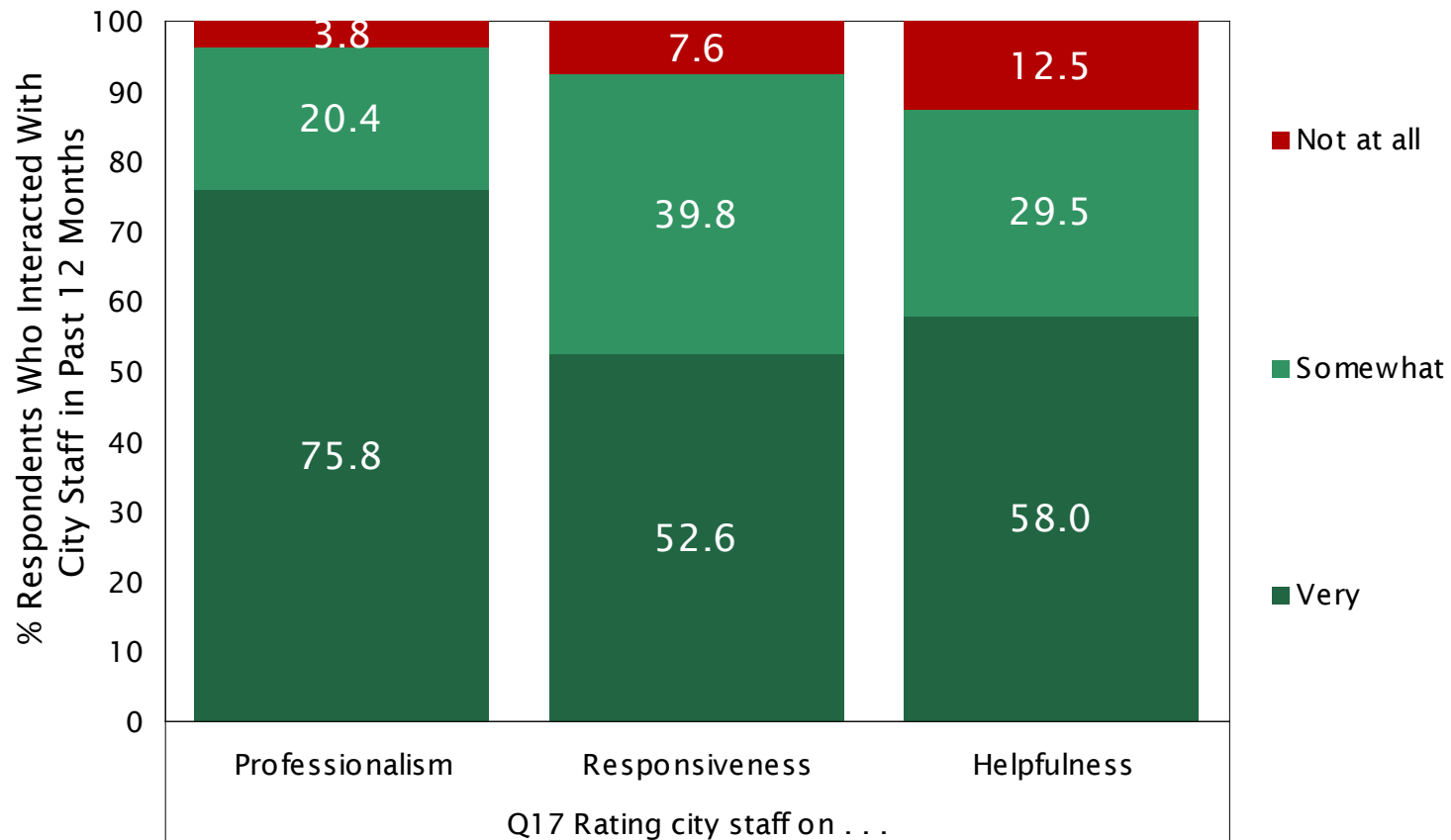
RATING POLICE DEPT PERFORMANCE



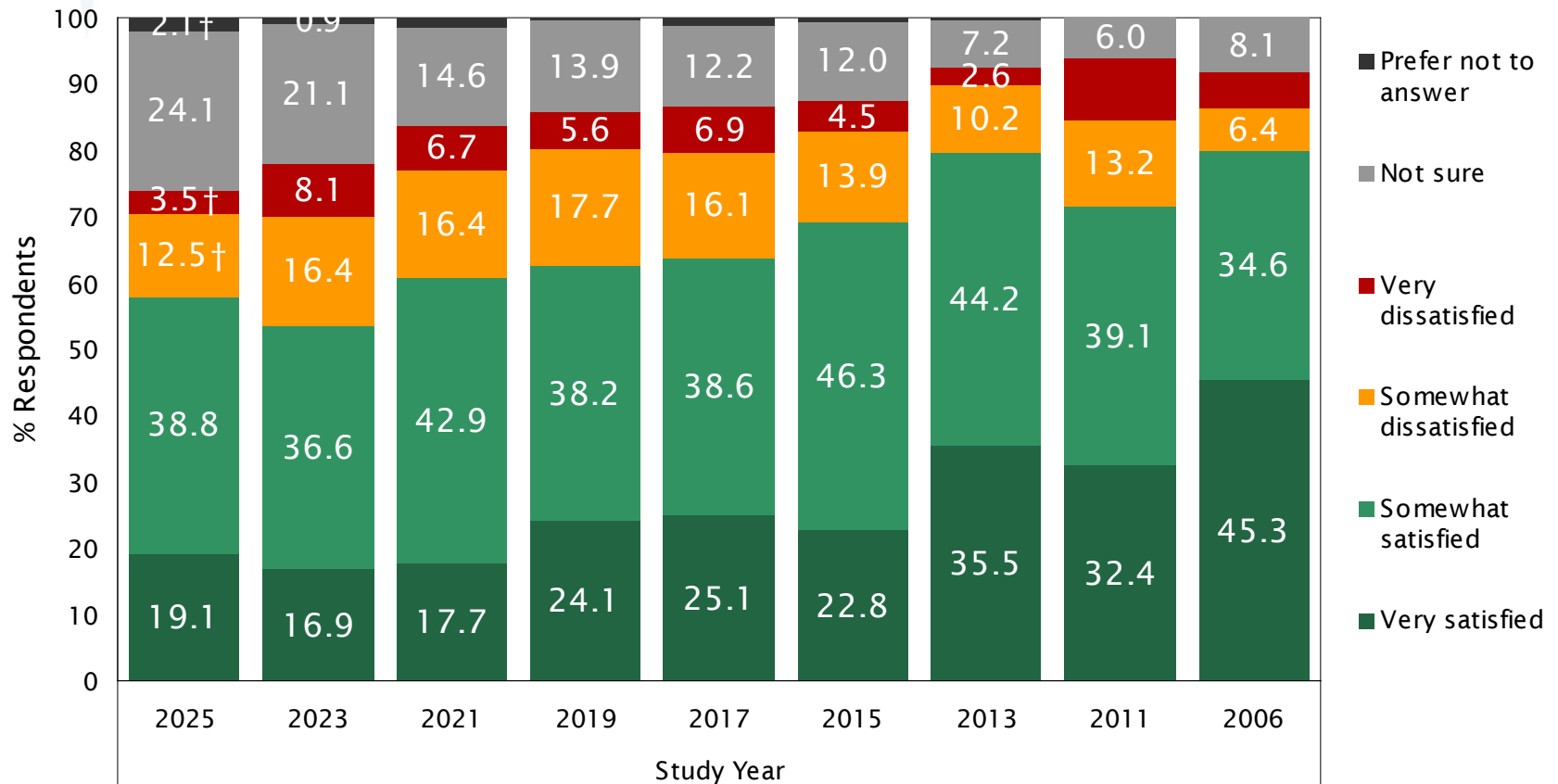
STATEMENTS ABOUT POLICE DEPARTMENT



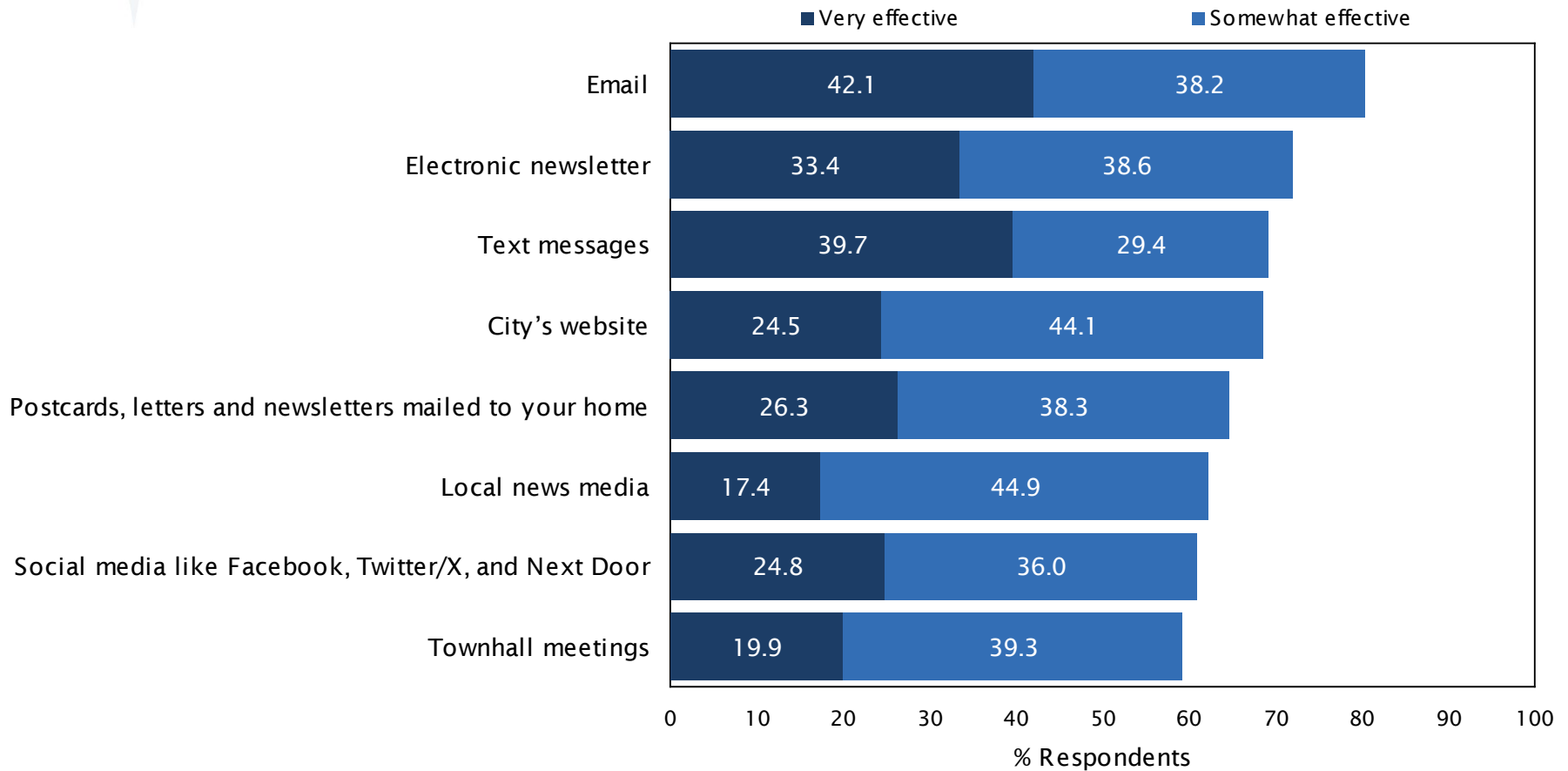
CITY STAFF CUSTOMER SERVICE



SATISFACTION WITH COMMUNICATION



RATING COMMUNICATION METHODS





KEY CONCLUSIONS

Residents are quite satisfied with La Mesa and the City's performance

- Overall quality of life
- Overall performance in providing municipal services
- Customer service provided by staff
- Statistically significant improvement in 23 performance areas. Zero (0) declines

Specific Strengths

- Fire Protection
- EMS
- Keeping public buildings clean & attractive
- Maintaining parks & sports fields
- Senior programs
- Community events
- Animal control
- Traffic signals & signs



KEY CONCLUSIONS

Priority/Opportunities Areas

- Addressing homelessness
- Facilitating the development of affordable housing
- Maintaining and repairing streets
- Creating a pedestrian friendly/walkable community
- Providing neighborhood police patrols