



City of Torrance Residents Survey – 2019

Survey Conducted:
January 24 – February 7, 2019

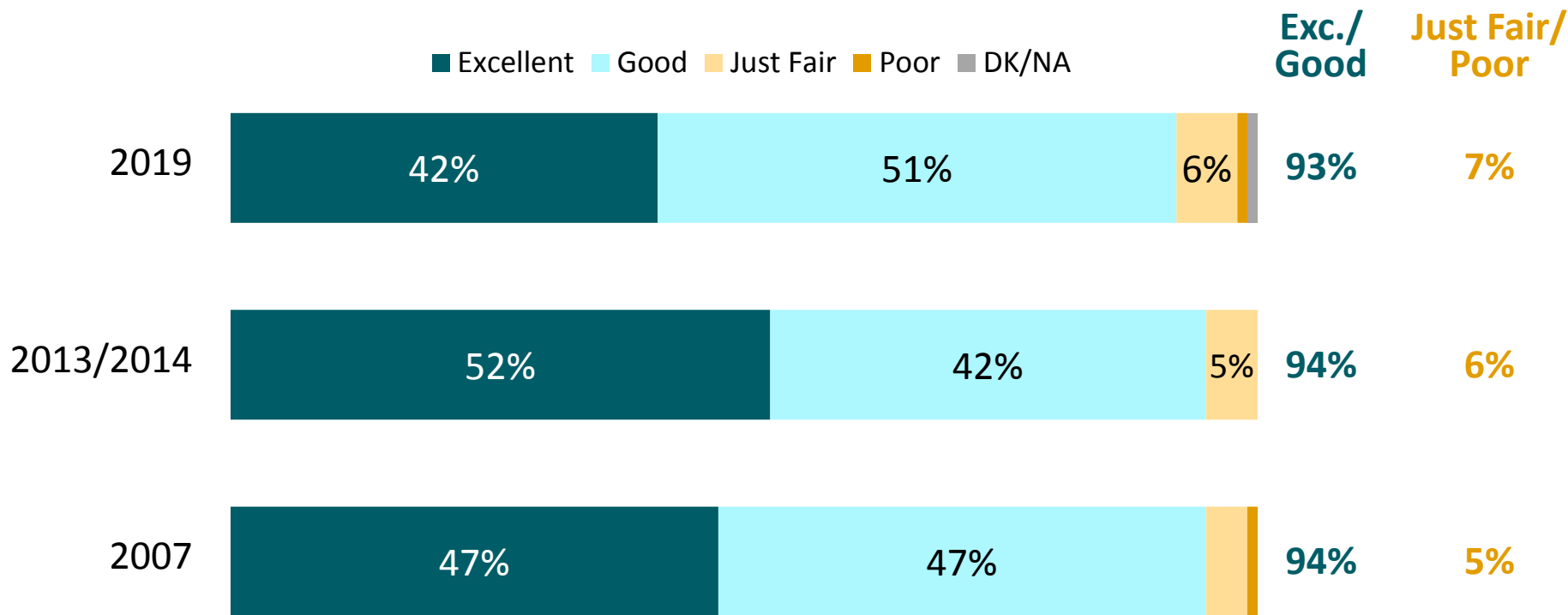


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Methodology

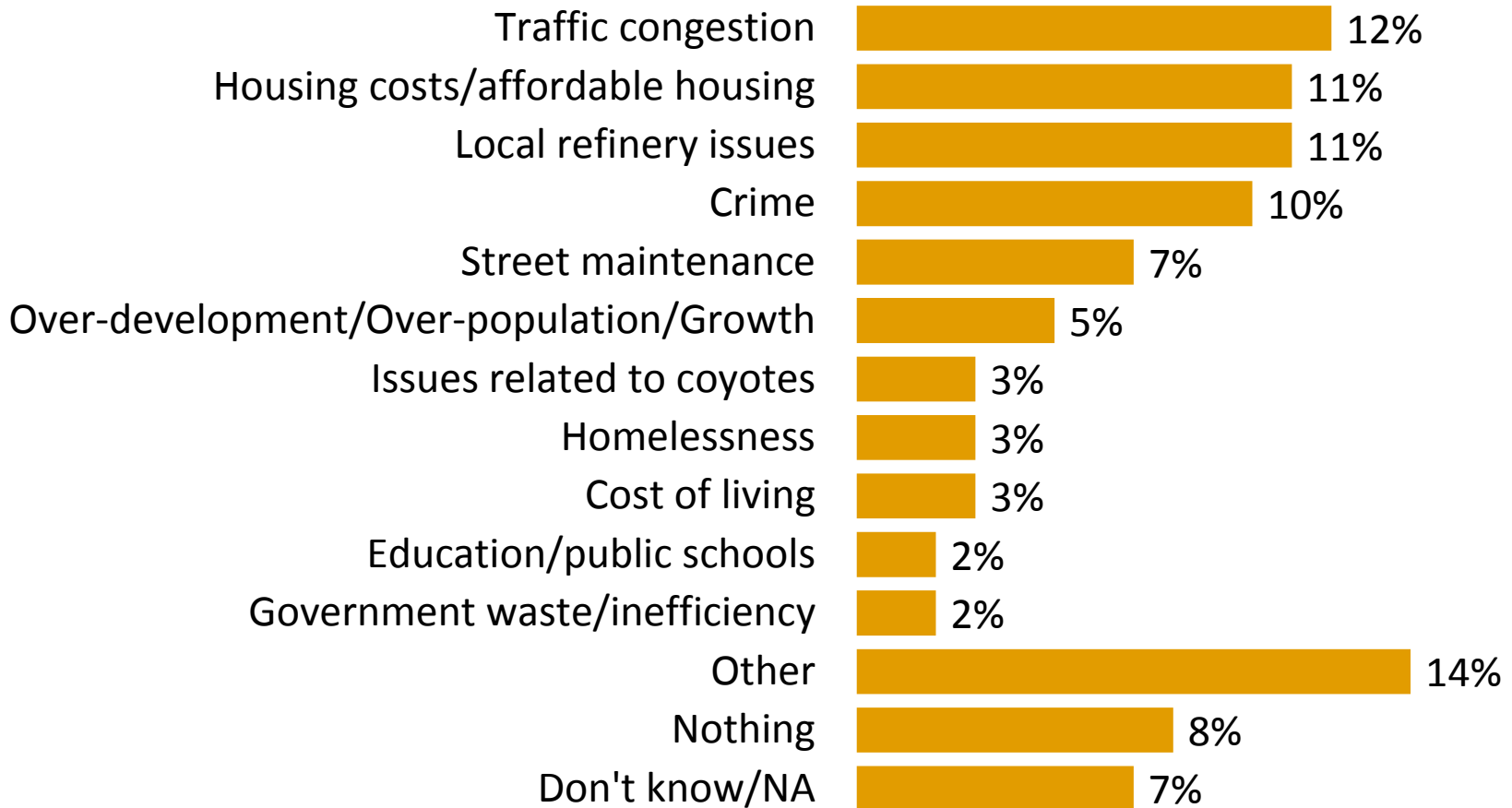
- Survey conducted January 24-February 7, 2019
- 1,336 Torrance residents over the age of 18 surveyed
- Survey conducted online and by telephone (cellular and landline)
- To ensure the representation of all adult residents, a random sample of those without publicly available e-mail addresses or telephone numbers received a postcard in the mail with an invitation to take the survey online.
- Results were weighted slightly using figures from the U.S. Census to ensure the sample proportions reflect demographic and geographic proportions within the actual population as a whole.
- Margin of error for the full sample: +/- 4.4 percentage points.
- Percentages may not equal 100% due to rounding error.
- Results compared to those from the 2013/2014 and 2007 studies, where applicable.

Residents are nearly unanimous in seeing Torrance as an excellent or good place to live



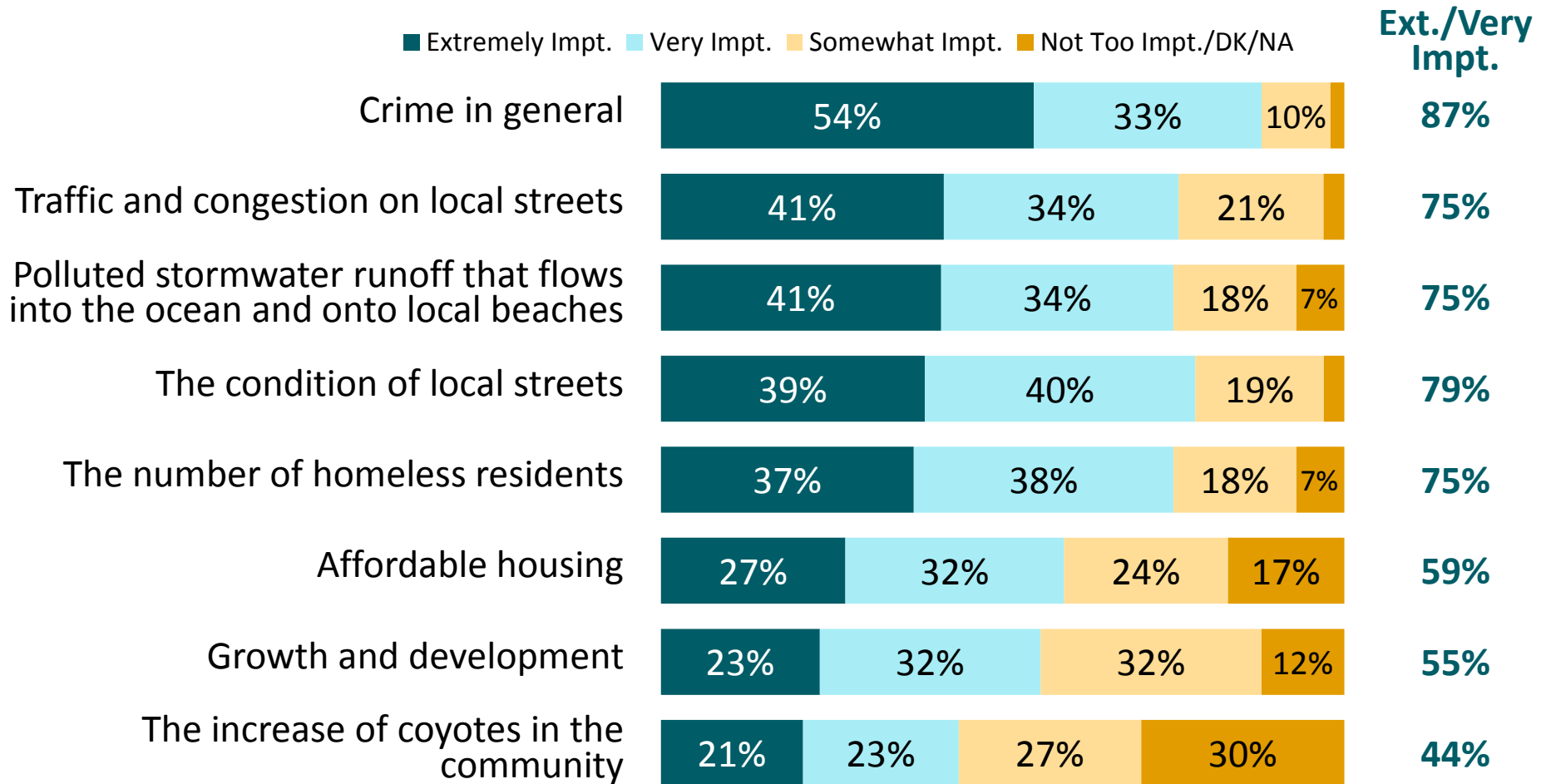
No single issue dominates among resident concerns, with traffic, housing, refinery issues, and crime topping the list

(Open-ended question where no response options provided; Responses grouped; Responses of 2% or greater shown)



Crime emerges as the most important of eight issues tested; traffic, pollution, local streets, and homelessness are close behind

(Ranked by Extremely Important)

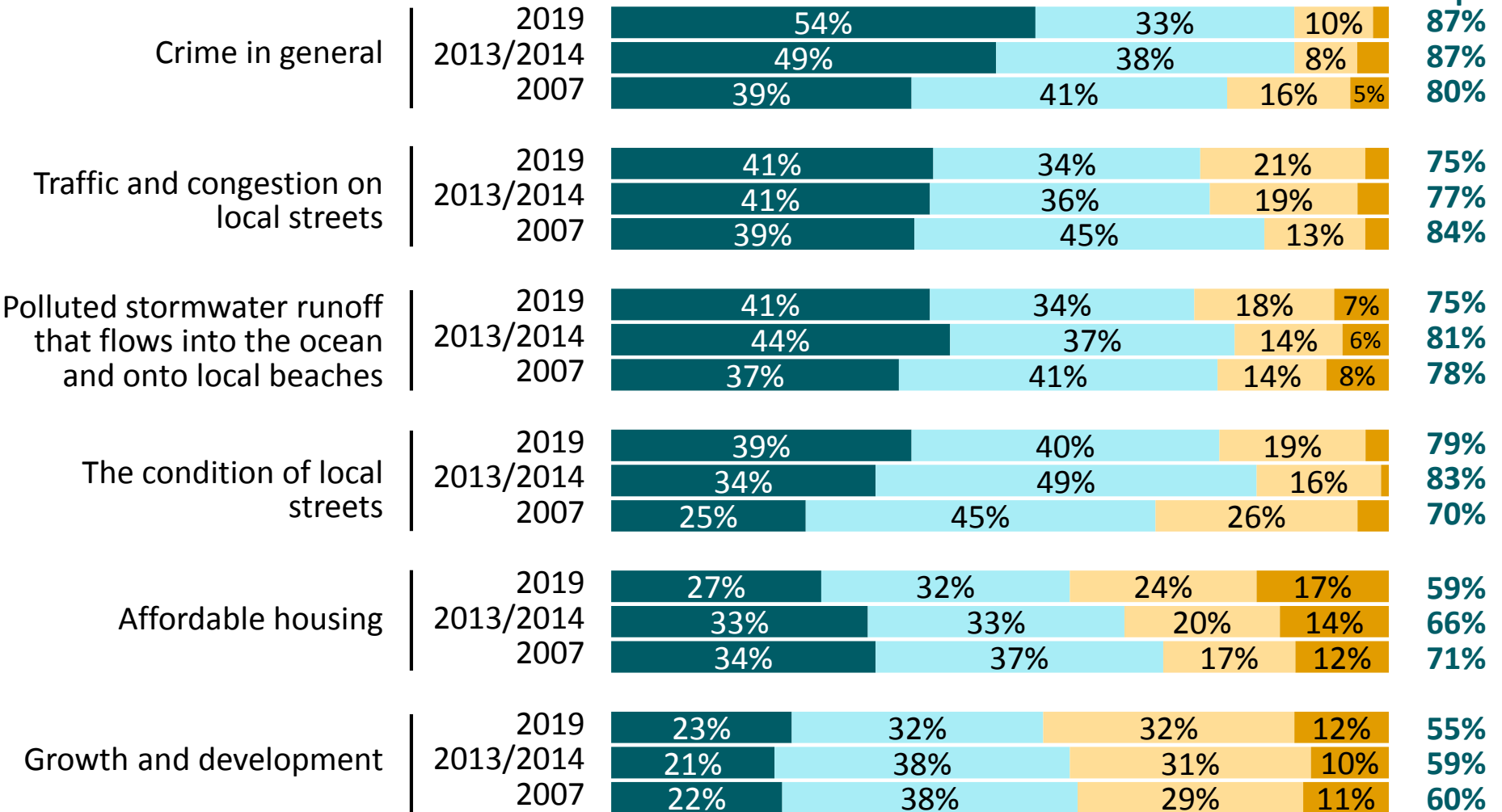


Intensity of concern about crime has notably increased over the three studies

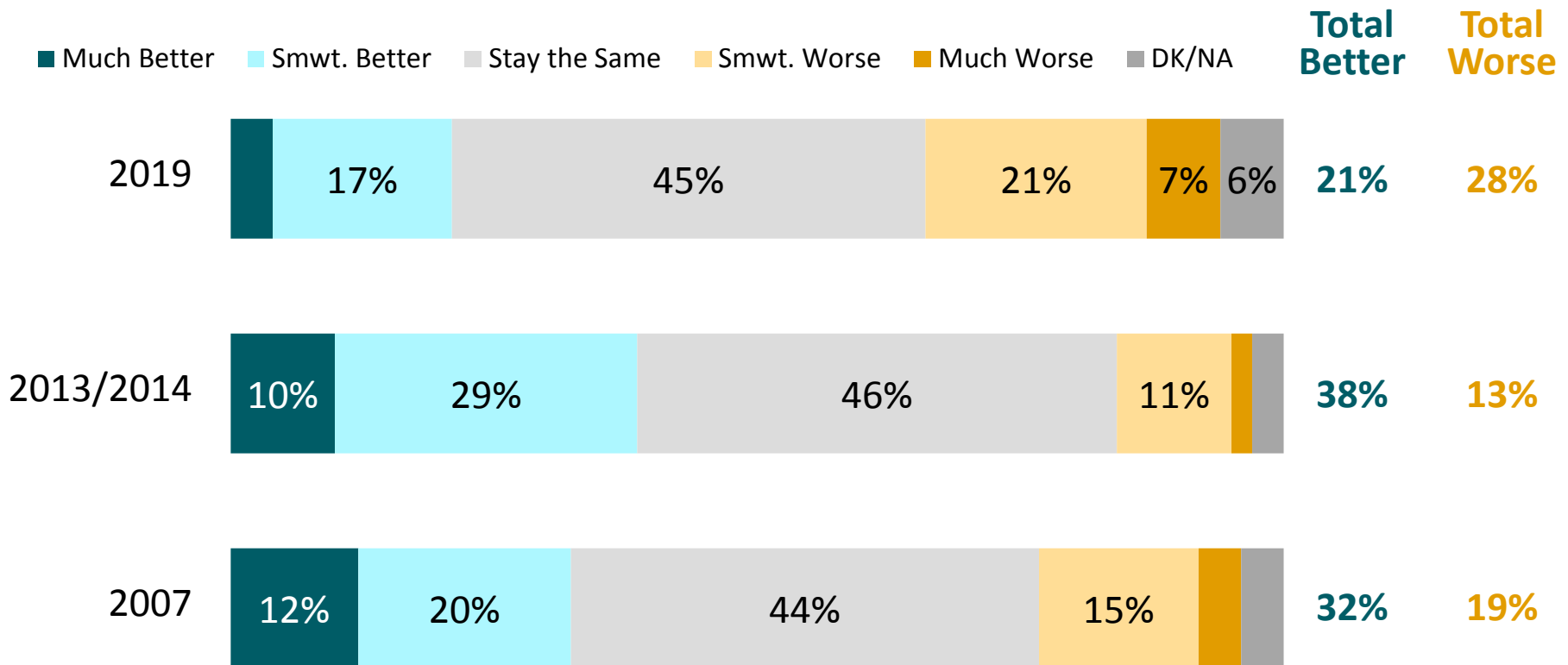
(Ranked by Extremely Important in 2019)

Extremely Impt. Very Impt. Somewhat Impt. Not Too Impt./DK/NA

Ext./Very Impt.

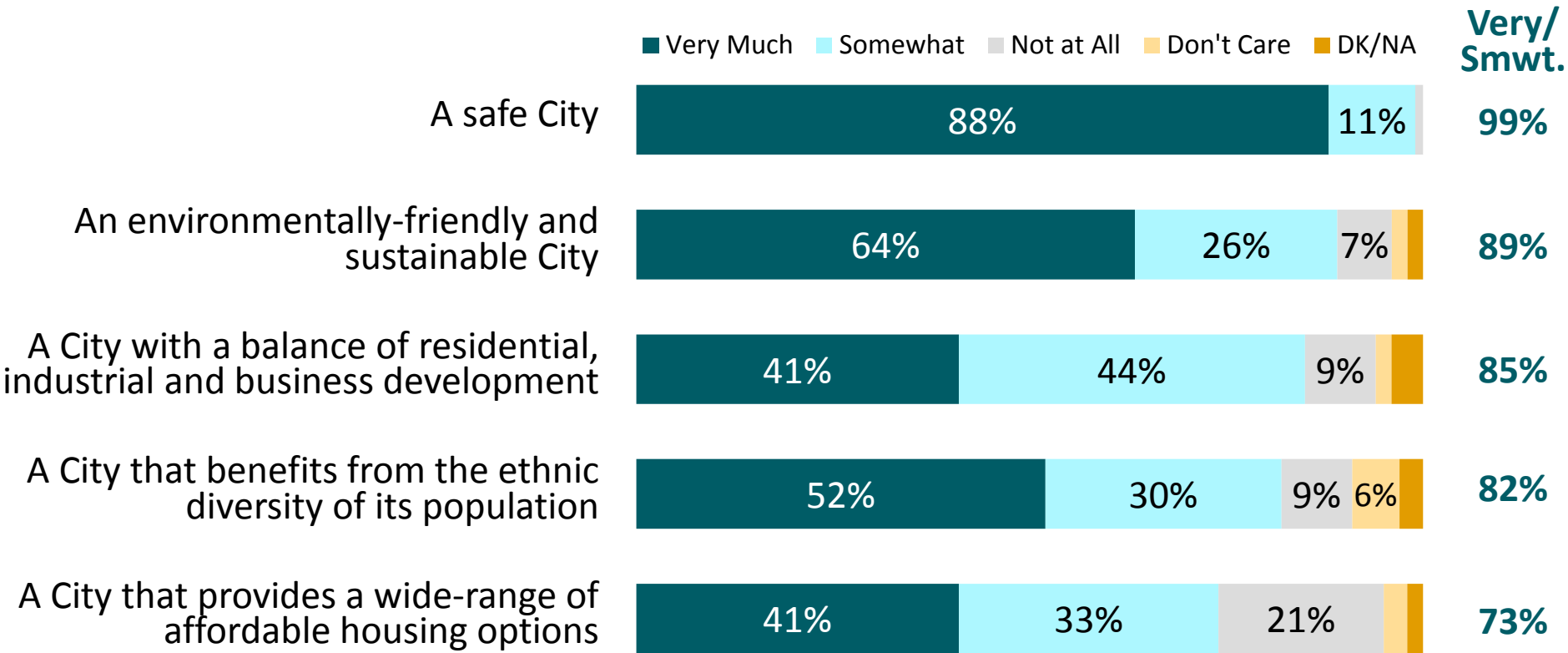


Two out of three believe quality of life will remain the same or get better in the next five years; however, optimism has declined over past years



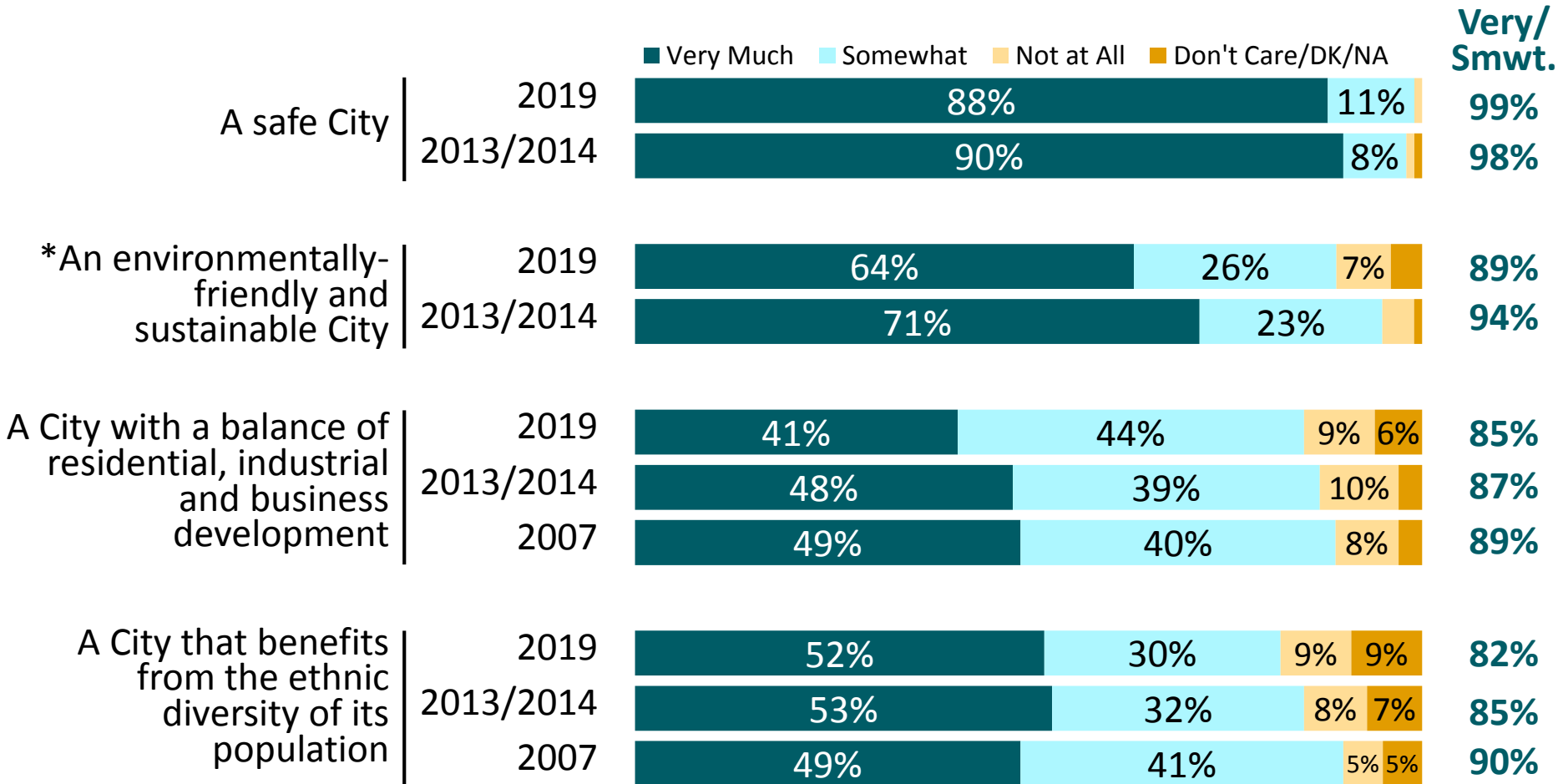
Residents particularly want to see Torrance as a safe and environmentally-friendly city in the future, and value other City attributes in high numbers

(Ranked by Very/Somewhat)

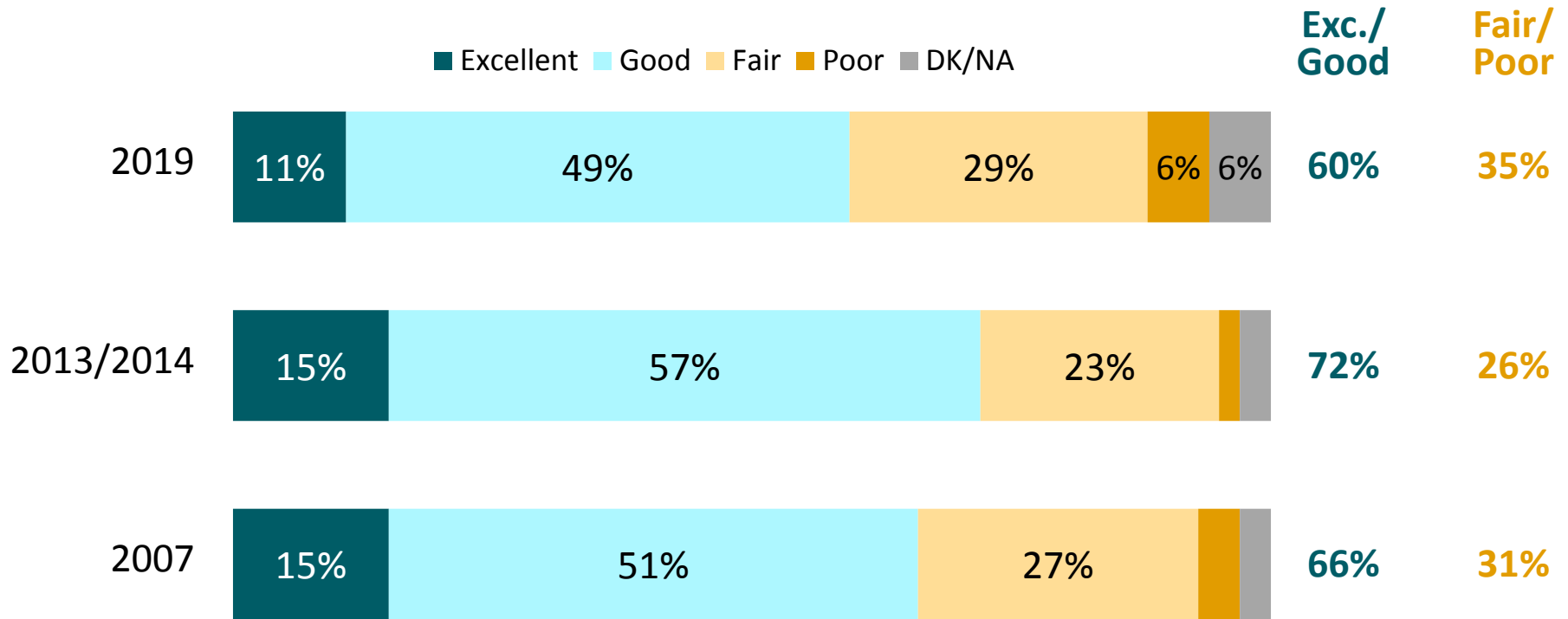


Among the attributes tracked from past studies, there is little change in how residents would like to see the City in the future

(Ranked by Very/Somewhat in 2019)



Nearly all respondents have at least a fair impression of the job Torrance is doing providing services, but reviews are down from past years



Residents are most satisfied with fire protection/paramedic services and police protection

(Using a scale of 1 to 7, where 1 = “Not at All Satisfied” and 7 = “Very Satisfied”)

(Ranked by 2019 mean score)

City Service	Mean Score	5-7 Rating
Fire protection and paramedic services	6.1	81%
Police protection in your neighborhood	5.6	78%
Library services	5.6	68%
Removal of graffiti	5.5	62%
City recreational opportunities and programs	5.3	62%
Cultural and arts opportunities	5.1	56%
Landscaping on street medians and other public areas	5.0	64%
Programs available for seniors	5.0	31%
Tree trimming	4.9	60%
Revitalization of Downtown Torrance	4.8	49%
Providing after-school activities for young people	4.8	37%
Curb pick-up services for large items, such as furniture	4.7	46%
Access to public transportation	4.7	42%
Maintenance of local streets and sidewalks	4.4	51%
Programs to retain, expand, and attract businesses to Torrance	4.4	32%

Ratings have declined slightly in most areas, but remain positive on average

(Mean scale of 1 to 7, where 1 = “Not at all Satisfied” and 7 = “Very Satisfied”)

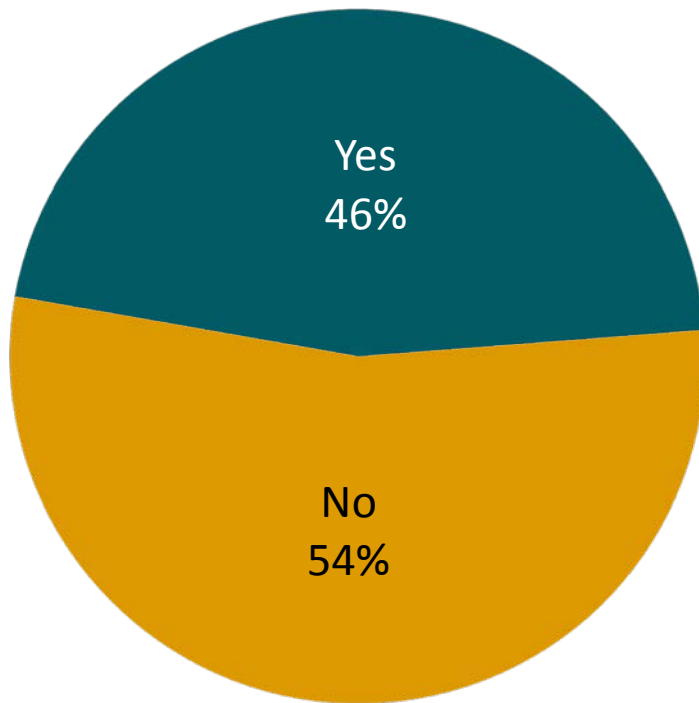
(Ranked by satisfaction mean score difference from 2013/2014 & 2019)

City Services	Mean Score			2013/2014 to 2019 Mean Difference
	2007	2013/2014	2019	
Maintenance of local streets and sidewalks	5.2	4.8	4.4	-0.4
Police protection in your neighborhood	6.0	6.0	5.6	-0.4
Access to public transportation	--	5.1	4.7	-0.4
Landscaping on street medians and other public areas	5.2	5.3	5.0	-0.3
Programs available for seniors	5.6	5.3	5.0	-0.3
Tree trimming	5.1	5.2	4.9	-0.3
Providing after-school activities for young people	5.3	5.1	4.8	-0.3
Cultural and arts opportunities	--	5.2	5.1	-0.1
Fire protection and paramedic services	6.0	6.2	6.1	-0.1
Library services	5.9	5.6	5.6	No Change
Removal of graffiti	5.6	5.5	5.5	No Change
City recreational opportunities and programs	5.6	5.3	5.3	No Change

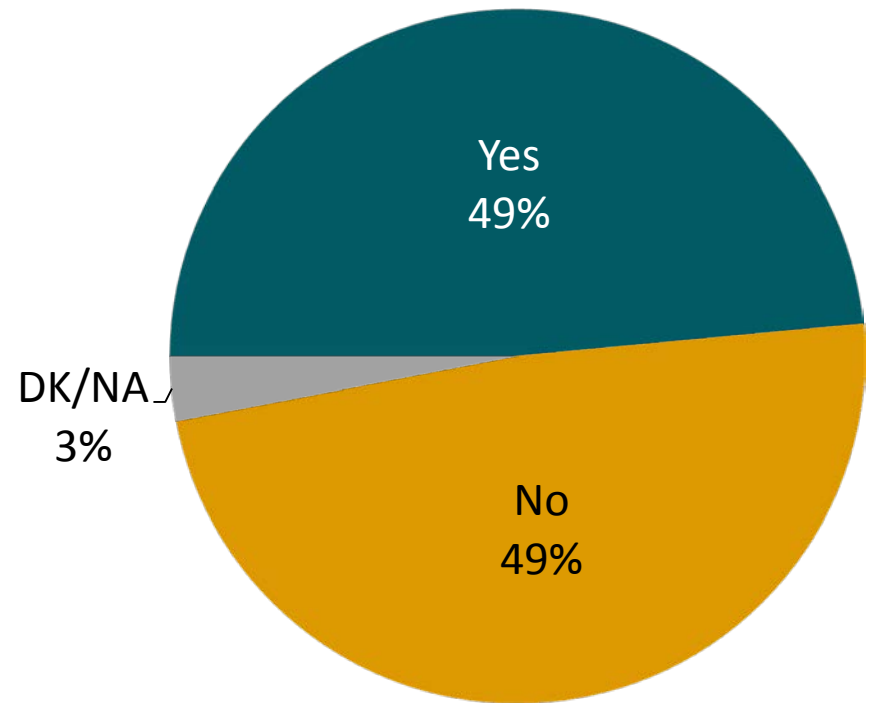
Half of residents have had direct contact with City government in past two years

Have you had any direct contact, either in person, by telephone, through regular mail, e-mail or through the City's website with Torrance City government in the past two years?

2013/2014

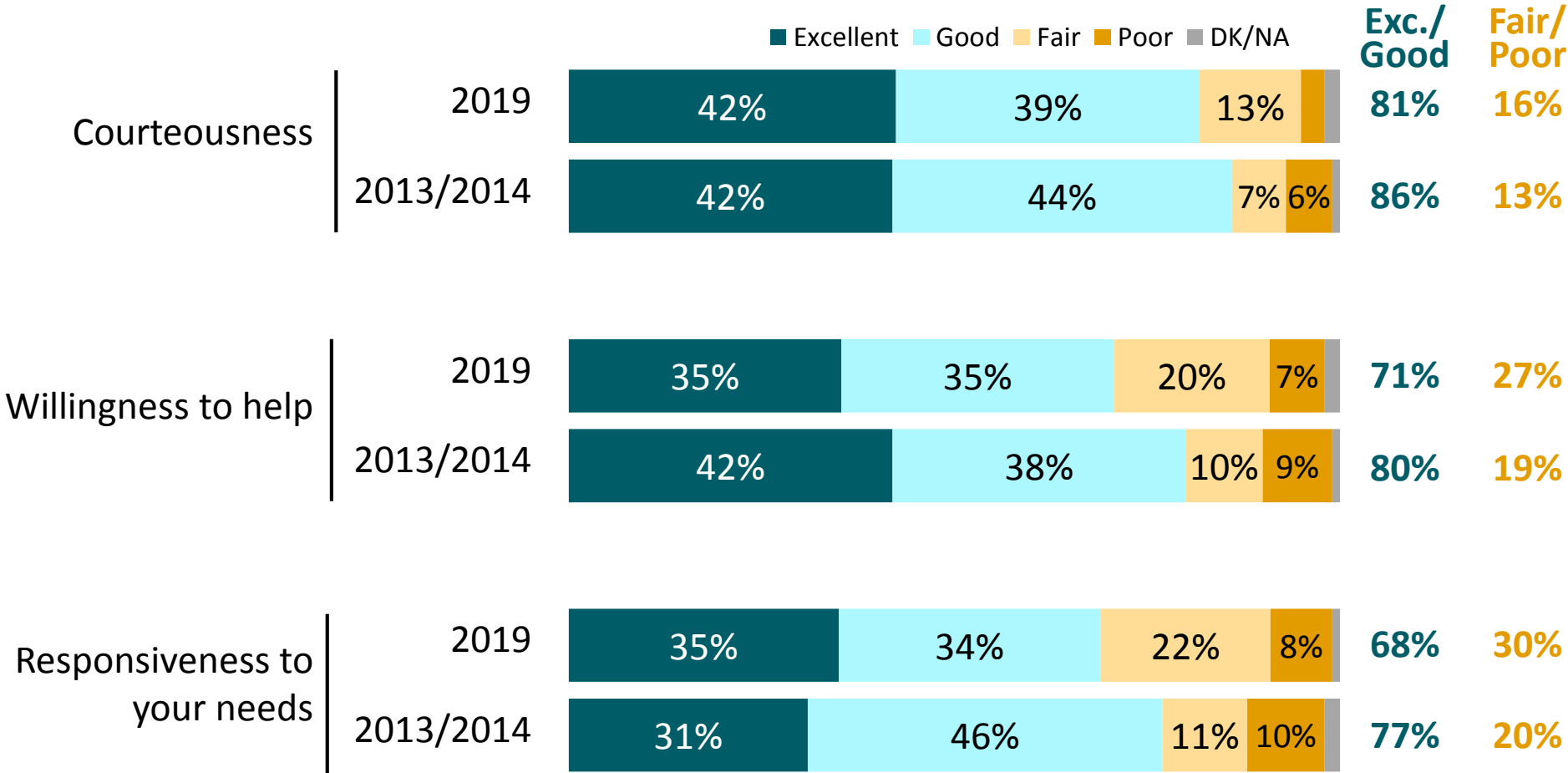


2019

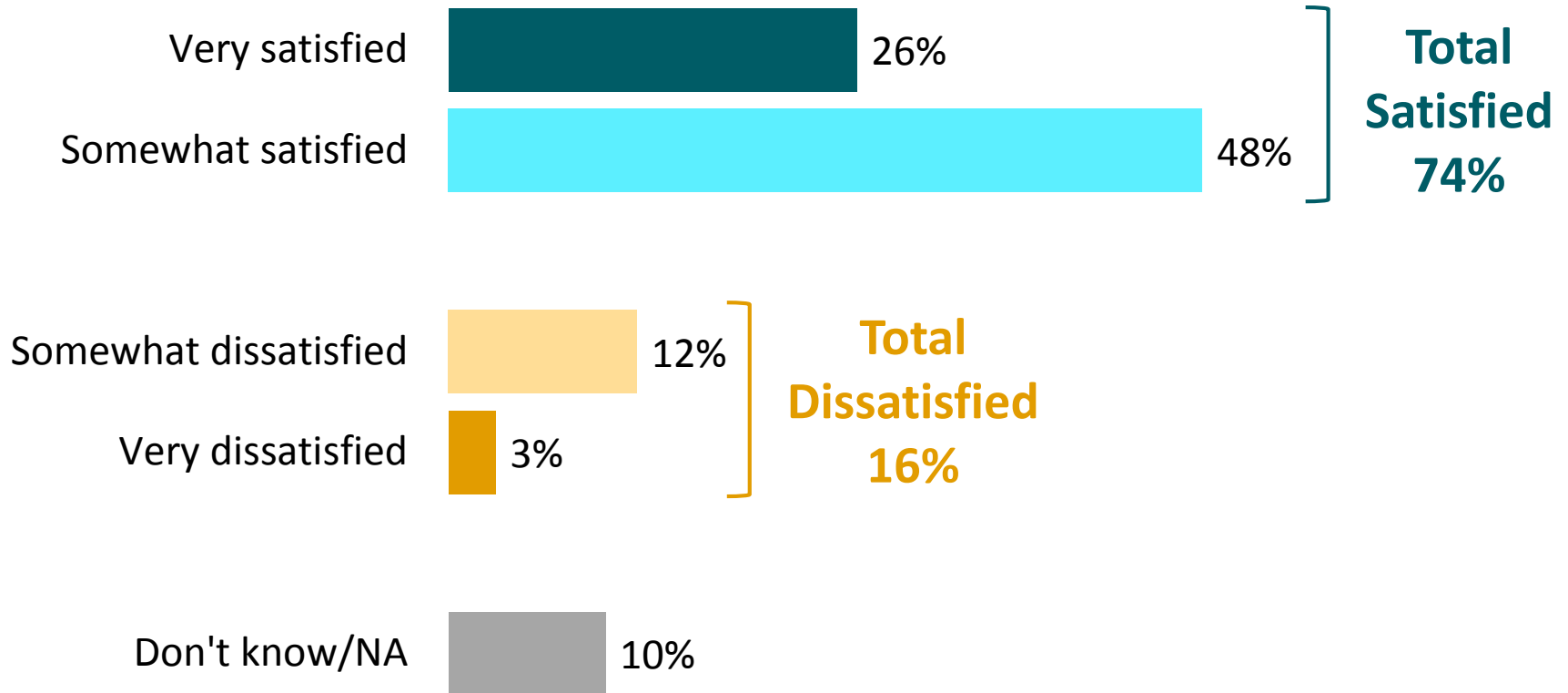


A significant number of residents who have had recent contact with the City rate its staff positively for courtesy, willingness to help, and responsiveness

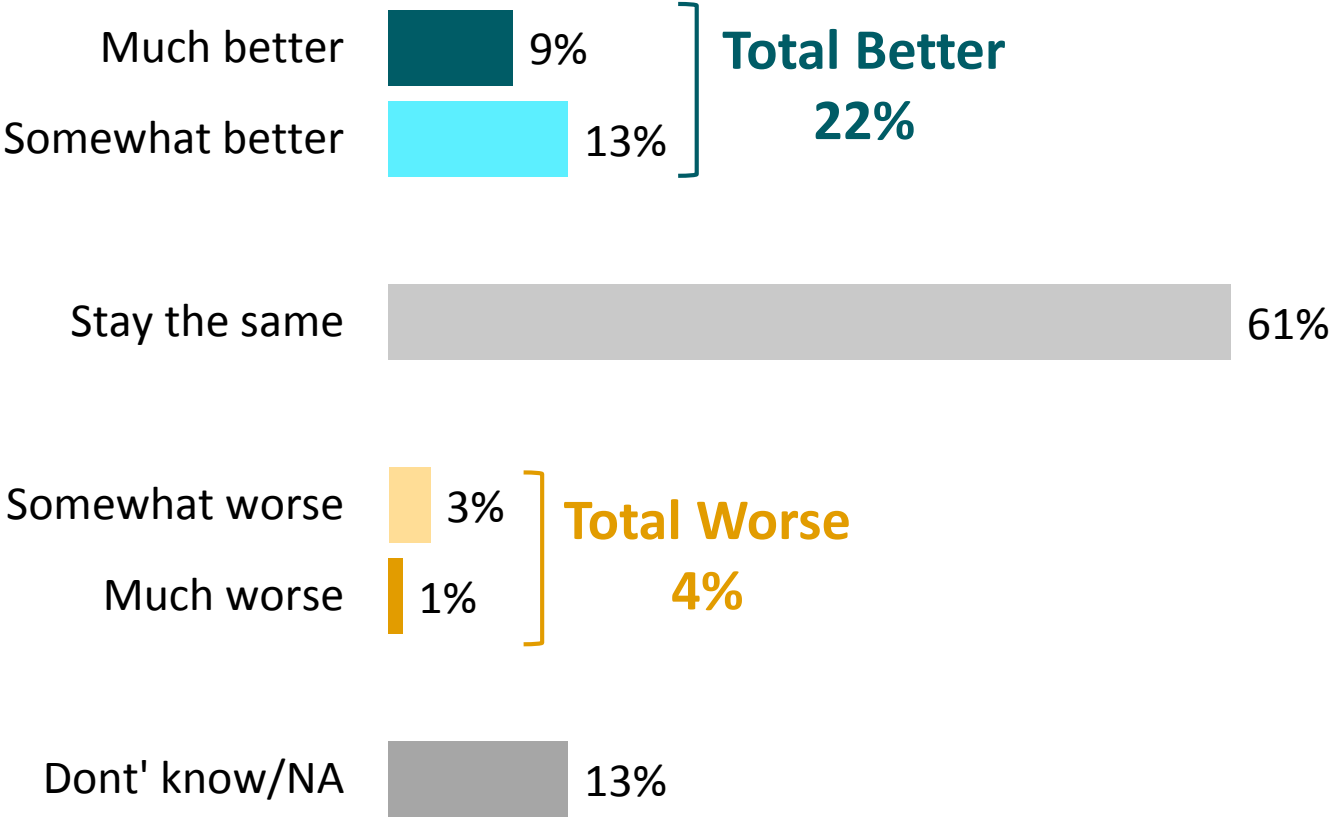
(Rank order by Excellent/Good in 2019)



Three out of four respondents are satisfied with the City's communication efforts



More than 8 in 10 believe the City's efforts to communicate with its residents have either held steady or improved

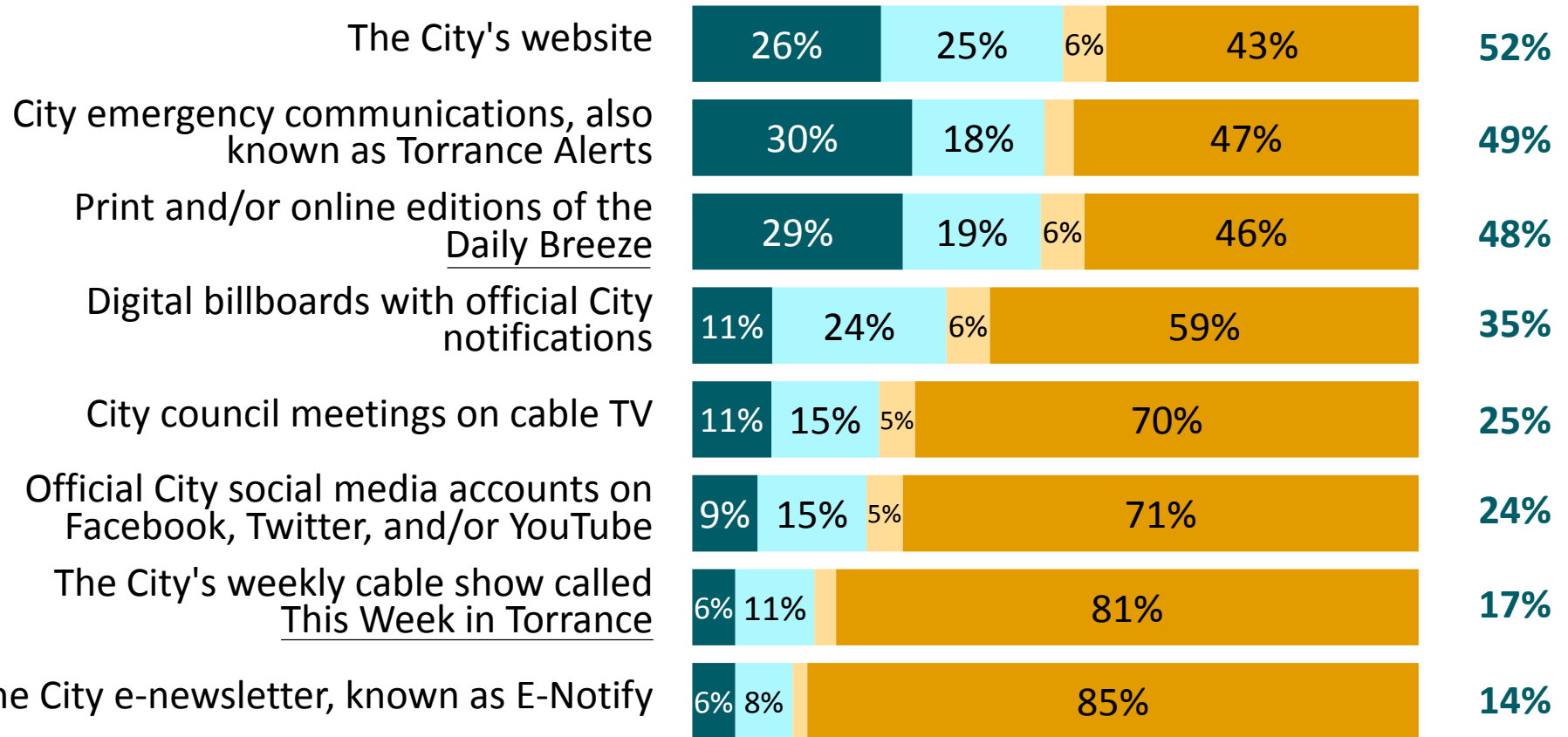


The City website, Torrance Alerts, and the Daily Breeze are considered the most informative sources about Torrance City government

(Rank order by Very/Somewhat Informative)

■ Very Infor. ■ Smwt. Infor. ■ Very/Smwt. Uninfor. ■ Not Seen/Heard/See/Can't Rate

Total Infor.





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