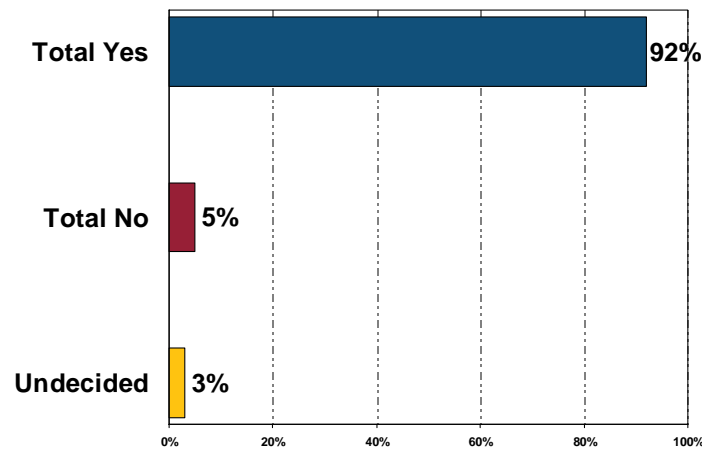


TO: Interested Parties
FROM: Fairbank, Maslin, Maullin, Metz & Associates
RE: Summary of City of Bell Survey Results
DATE: September 2, 2010

A recent survey¹ shows City of Bell voters are extremely angry about the salaries City Council members paid themselves, former City Manager Robert Rizzo and other high ranking former city administrators, and as a result they want the City Council members to resign from office. When asked to rate their level of anger about the issue of salaries paid to city officials on a scale of 0-100, 92 percent of Bell voters provide a score indicating that they are “extremely angry.” Furthermore, Bell voters’ anger toward their City Council is evident in the fact that nine-in-ten (87 percent) think their city “is pretty seriously off on the wrong track.” As a result of the extreme anger toward the actions of the City Council, more than 90 percent of voters think four of the five City Council members should resign. (See Figure 1)

Figure 1: Should Bell City Council members resign from office?

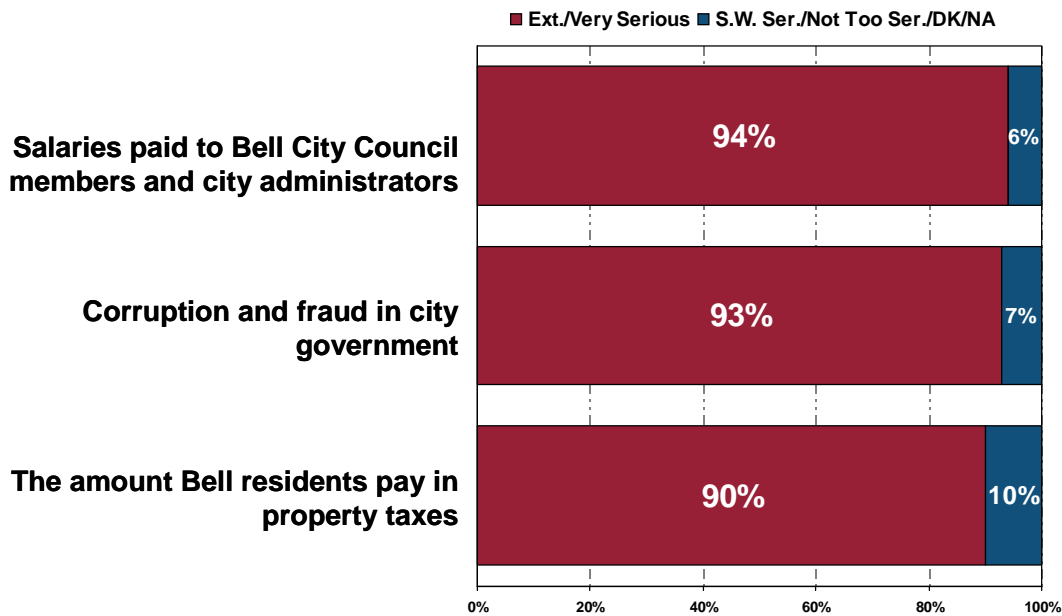


¹ **Survey Methodology:** From August 19-25, 2010 Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a telephone survey of 300 randomly selected City of Bell registered voters. The survey was conducted in both English and Spanish, and has a full sample error margin of +/- 5.6 percent at the 95 percent confidence level.

The survey also shows that voters are paying a great deal of attention to the scandal, and virtually all voters consider issues surrounding the controversy in Bell City government to be major problems for residents. As shown in **Figure 2**, 94 percent regard “salaries paid to city council members and former city administrators” as an extremely or very serious problem. Also, 93 percent of Bell voters regard “corruption and fraud in city government” to be a major problem, and 90 percent consider “the amount of Bell residents pay in property taxes” to be an extremely or very serious problem.

In fact, voters regard issues related to the city government scandal as more serious than economic concerns. For example, 58 percent Bell voters think the salaries issue is an extremely serious problem, which is 15-points higher than “unemployment and the lack of good paying jobs” (43 percent extremely serious problem). This demonstrates that voters regard the crisis in city government as the most severe issue facing Bell residents today despite deep economic problems.

Figure 2: Problems in the City of Bell
(Ranked by Extremely/Very Serious Problem)



BASTA (Bell Association to Stop the Abuse), local police officers, and the Bell Residence Club are the groups Bell voters view favorably and are willing to trust. Nearly 70 percent of voters have a favorable opinion of BASTA, making BASTA the most well-regarded organization or individual in the city by a significant margin. The survey also found that Bell voters rate “Rank and File City of Bell police officers” favorably as well as the Bell Residence Club. These survey findings suggest that Bell voters will look primarily to BASTA to lead the effort to improve Bell City government as well as local police officers and the Bell Residence Club.