



Los Angeles Area
Chamber of Commerce

JOHN FAIRBANK, PRINCIPAL FAIRBANK, MASLIN, MAULLIN & ASSOCIATES

John Fairbank has over twenty-five years experience in public opinion research and policy analysis, including advising candidates on national, state and local levels. He has been involved as the principal voter opinion researcher and a strategic advisor to successful candidates for the United States Senate and House of Representatives, as well as for successful candidates for governor, mayor and other state and local offices in California, Washington State, Arizona, Colorado and Hawaii. Prior to becoming an independent public opinion consultant in 1978, Mr. Fairbank worked for the California Assembly Democratic Caucus where he helped elect Assembly members in districts throughout California.

As well as being involved in candidate campaigns, John Fairbank works extensively on ballot propositions- particularly local and state bond and special tax measures that focus on conservation, transportation, education, public safety and financing government services. In recent years Mr. Fairbank has been instrumental in statewide campaigns in California, Washington State and Florida that have resulted in public approval of billions of dollars worth of bonds for clean water, parks and open space. He has also been the principal voter opinion research consultant to campaigns winning public support for gas tax transportation funding and reform of the public education finance process.

In the education finance arena, Mr. Fairbank helps school districts win voter approval for bond and special tax measures, including 28 successful K-12 and community college school bond measures in 2002 alone.

Mr. Fairbank has also consulted for both business and non-profit sectors. He has worked for many leading companies and organizations including Nuevo Energy, Visa Credit Card, and Corbis. In the non-profit sector, Mr. Fairbank has advised such organizations as The Nature Conservancy, the Writers Guild of America, the Automobile Club of Southern California (AAA), the League of Conservation Voters Education Fund and the American Lung Association.

John Fairbank was born in Sacramento, California and graduated from UCLA and serves as a Senior Fellow at the UCLA School of Public Policy and Social Research. He lives in Los Angeles. Mr. Fairbank may be reached in the firm's Santa Monica office at (310) 828-1183, or at john@fmma.com.