City of Rancho Cordova: 2020 Community Priorities Survey

May 2020
Methodology Overview

- **Data Collection**: Landline (35), text to online (608), and email to online (101) interviewing
- **Universe**: 28,922 likely November 2020 voters in the City of Rancho Cordova
- **Fielding Dates**: April 23 through May 1, 2020
- **Interview Length**: 21 minutes
- **Sample Size**: 744
- **Margin of Error**: ± 3.55%

The data have been weighted to reflect the actual population characteristics of likely voters in the City of Rancho Cordova in terms of their gender, age, and political party type.
Key Findings
Opinion on Job State/Local Governments & Districts are Doing to Address the COVID Crisis Likely November 2020 Voters

- Very favorable: 30.4%
- Somewhat favorable: 41.1%
- Somewhat unfavorable: 11.1%
- Very unfavorable: 6.1%
- DK/NA: 11.3%

Total Favorable: 71.5%
Total Unfavorable: 17.2%
Ratio Favorable to Unfavorable: 4.2
Opinion on Future Direction of the Economy
Likely November 2020 Voters

- Better: 36.1%
- About the same: 20.6%
- Worse: 33.0%
- DK/NA: 10.3%
Satisfaction With City’s Provision of Services
Likely November 2020 Voters

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<thead>
<tr>
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<th>Nov ’20</th>
<th>2016</th>
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<tbody>
<tr>
<td>Total Satisfied</td>
<td>76.8%</td>
<td>73.7%</td>
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<tr>
<td>Total Dissatisfied</td>
<td>11.7%</td>
<td>11.6%</td>
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<tr>
<td>Ratio Sat to Dissat</td>
<td>6.5</td>
<td>6.3</td>
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Satisfaction With City’s Management of Taxpayer Funds
Likely November 2020 Voters

Nov ‘20
Total Satisfied 56.9%
Total Dissatisfied 17.8%
Ratio Sat to Dissat 3.4
Support for Possible Simple Majority Approval Local Relief and Recovery Measure

To support City of Rancho Cordova through relief and recovery including:

- anti-gang and youth violence prevention;
- neighborhood police patrols;
- repairing city streets and potholes;
- revitalizing commercial corridors;
- building updated community/youth center and recreational facility;
- preparing for any natural disaster and health emergency; and
- other general city services;

shall the Rancho Cordova measure be adopted levying a ½¢ sales tax, until ended by voters, raising $8 million dollars annually, with yearly audits, citizen oversight, local control and investment during uncertain times, no money for administrator salaries?

Total Support 65.6%

Definitely Yes 24.8%

Probably Yes 40.8%

Definitely No 17.8%

DK/NA 6.0%

Probably No 10.6%
Community Priorities
Likely November 2020 Voters

Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.
Continued Community Priorities
Likely November 2020 Voters

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