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City of Rancho Cordova: 2020 Community Priorities Survey

May 2020

Methodology Overview



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- 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 $\pm 3.55\%$



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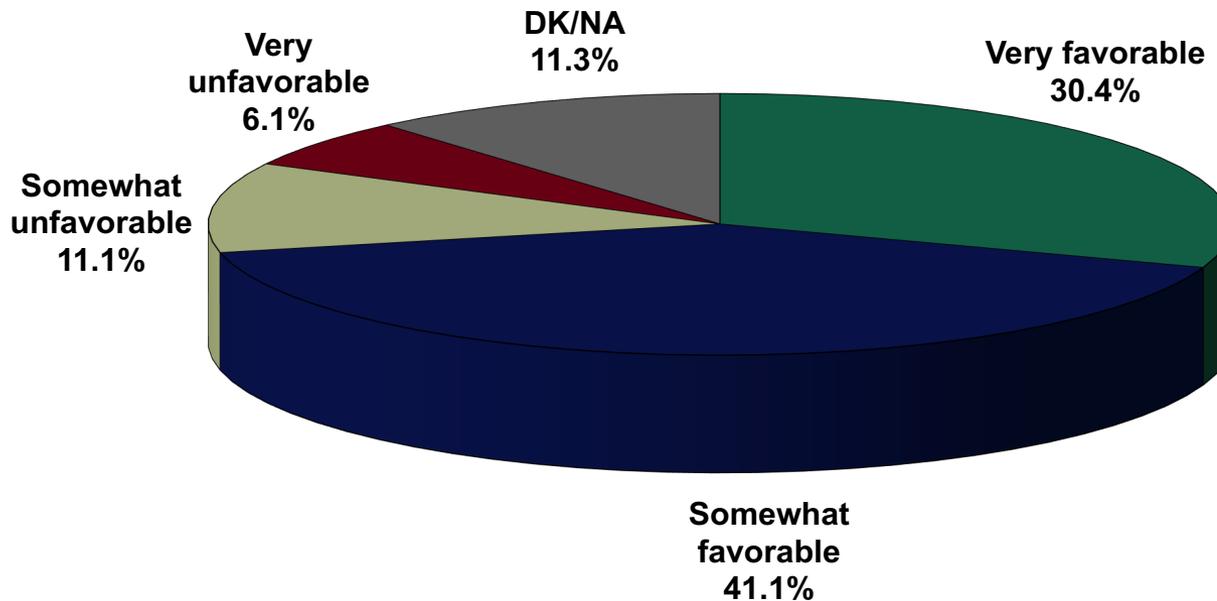


Key Findings

Opinion on Job State/Local Governments & Districts are Doing to Address the COVID Crisis Likely November 2020 Voters



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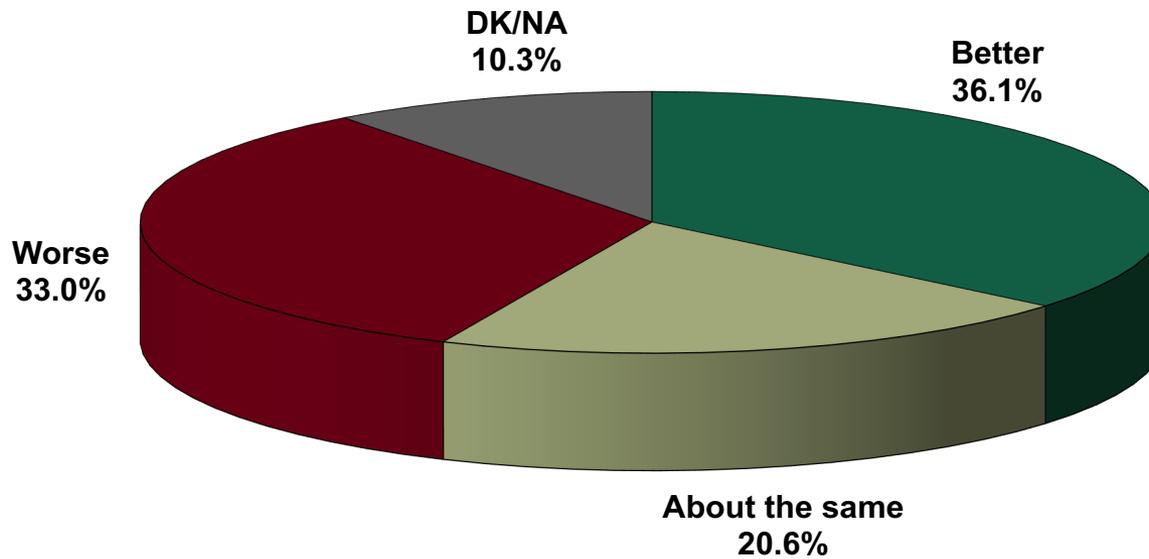
	<u>Nov '20</u>
Total Favorable	71.5%
Total Unfavorable	17.2%
Ratio Fav to Unfav	4.2

Opinion on Future Direction of the Economy

Likely November 2020 Voters



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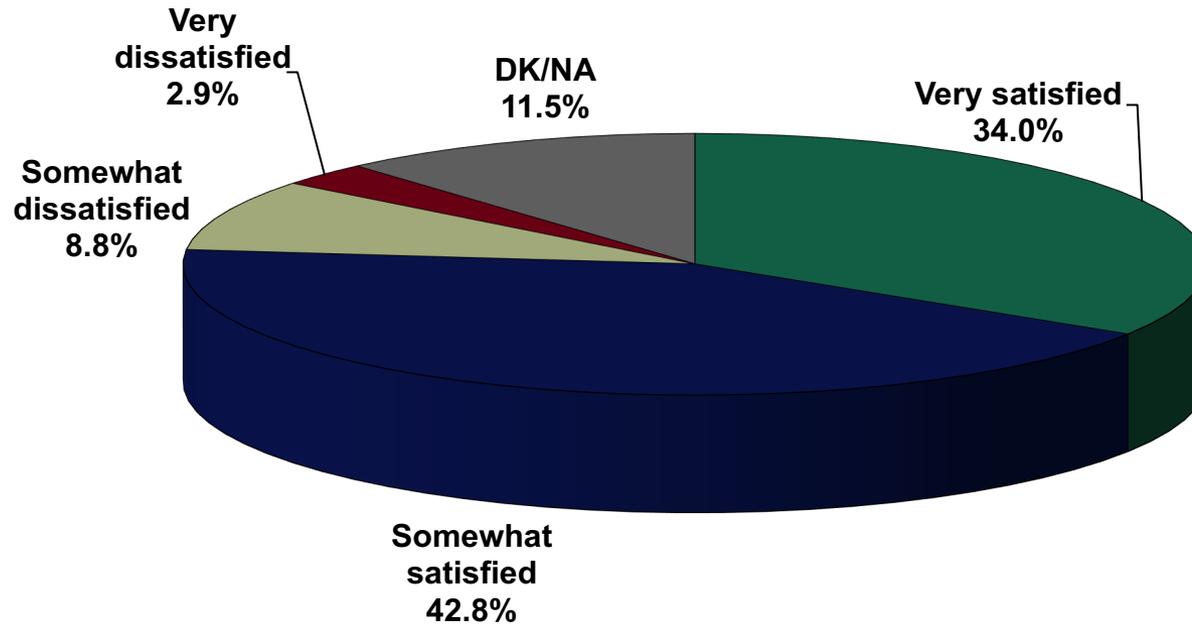


Satisfaction With City's Provision of Services

Likely November 2020 Voters



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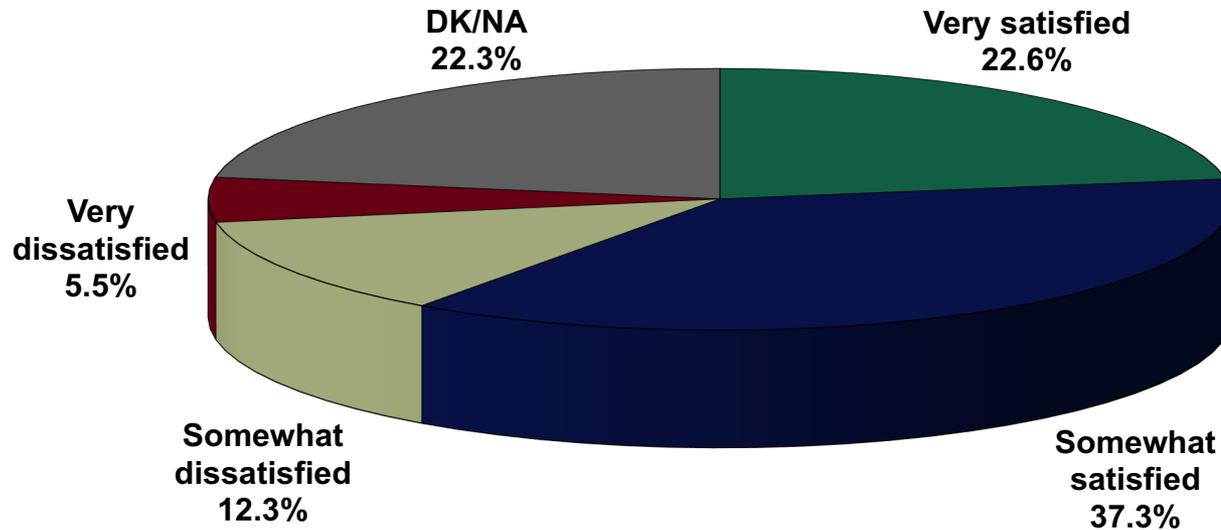
	<u>Nov '20</u>	<u>All Adults</u> <u>2016</u>
Total Satisfied	76.8%	73.7%
Total Dissatisfied	11.7%	11.6%
Ratio Sat to Dissat	6.5	6.3

Satisfaction With City's Management of Taxpayer Funds

Likely November 2020 Voters

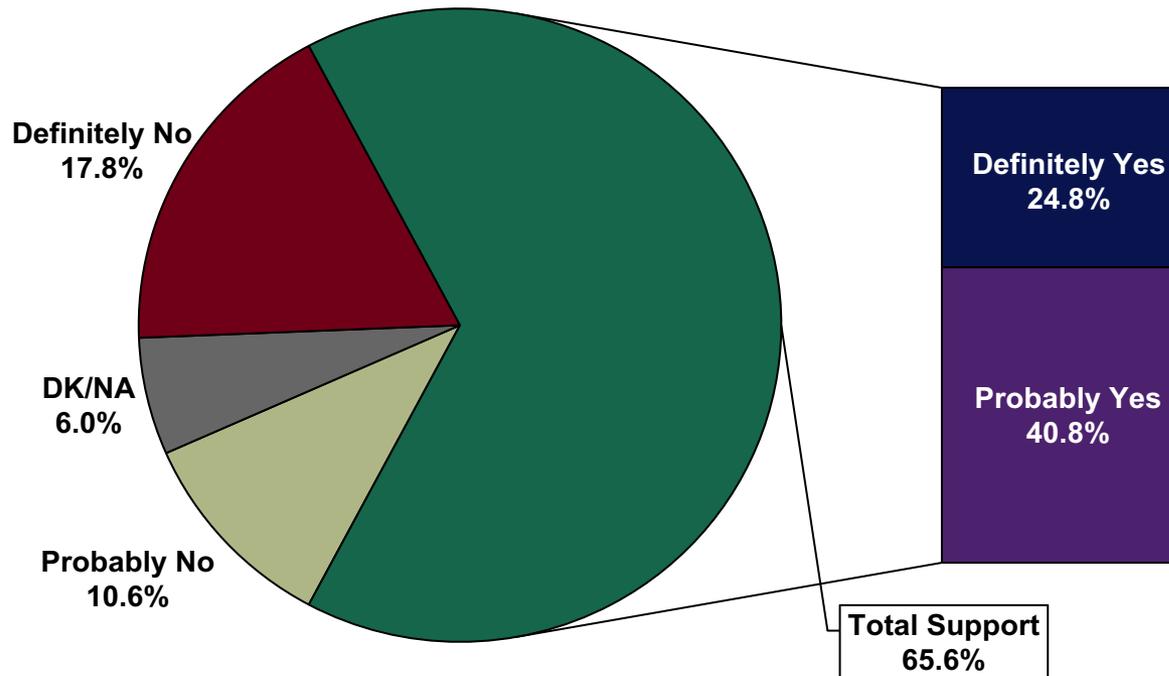


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	<u>Nov '20</u>
Total Satisfied	56.9%
Total Dissatisfied	17.8%
Ratio Sat to Dissat	3.4

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;

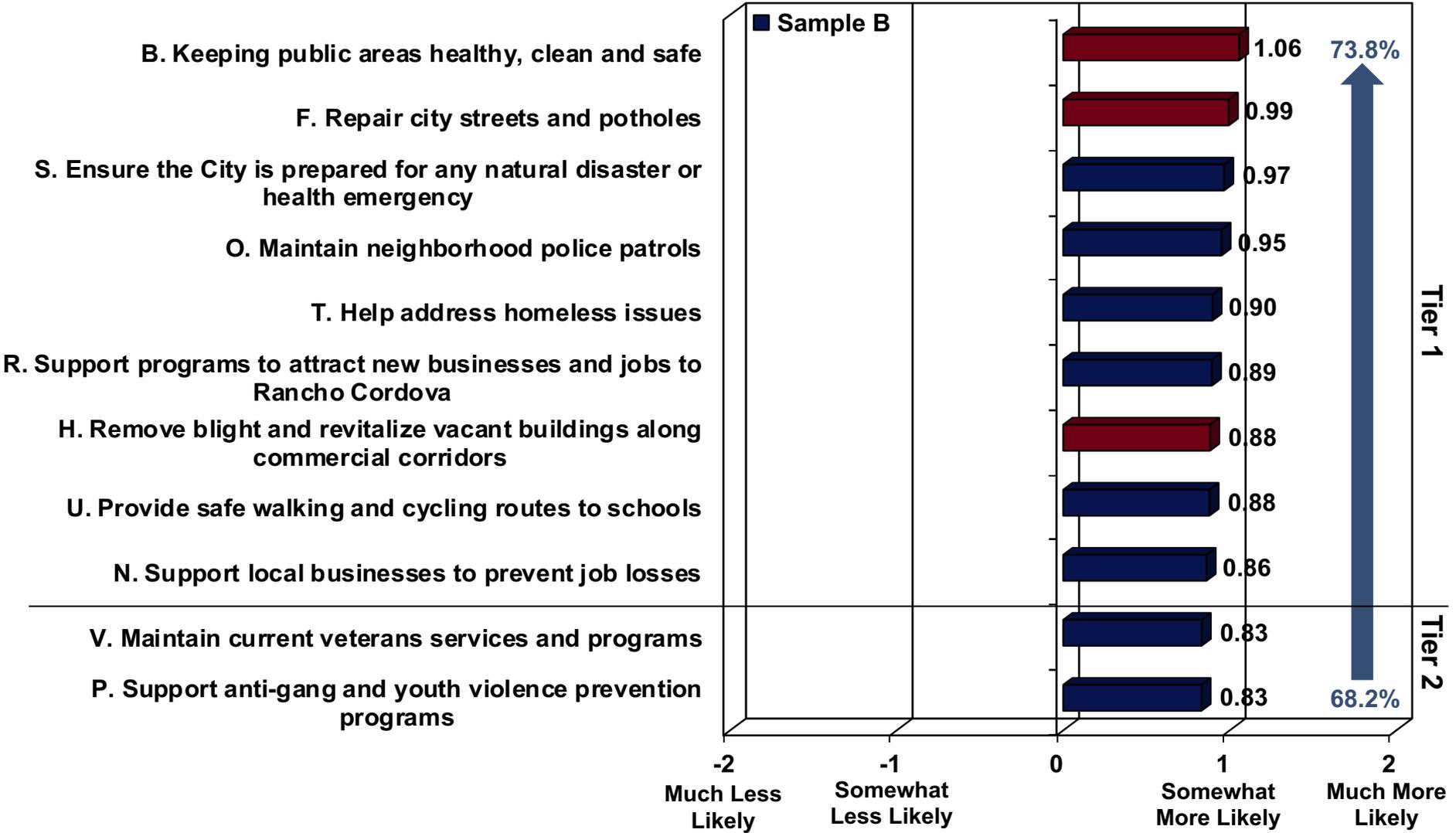
shall the Rancho Cordova measure be adopted levying a $\frac{1}{2}\text{¢}$ sales tax, until ended by voters, raising \$8 million dollars annually, with yearly audits, citizen oversight, local control and investment during uncertain times, no money for administrator salaries?

Community Priorities

Likely November 2020 Voters



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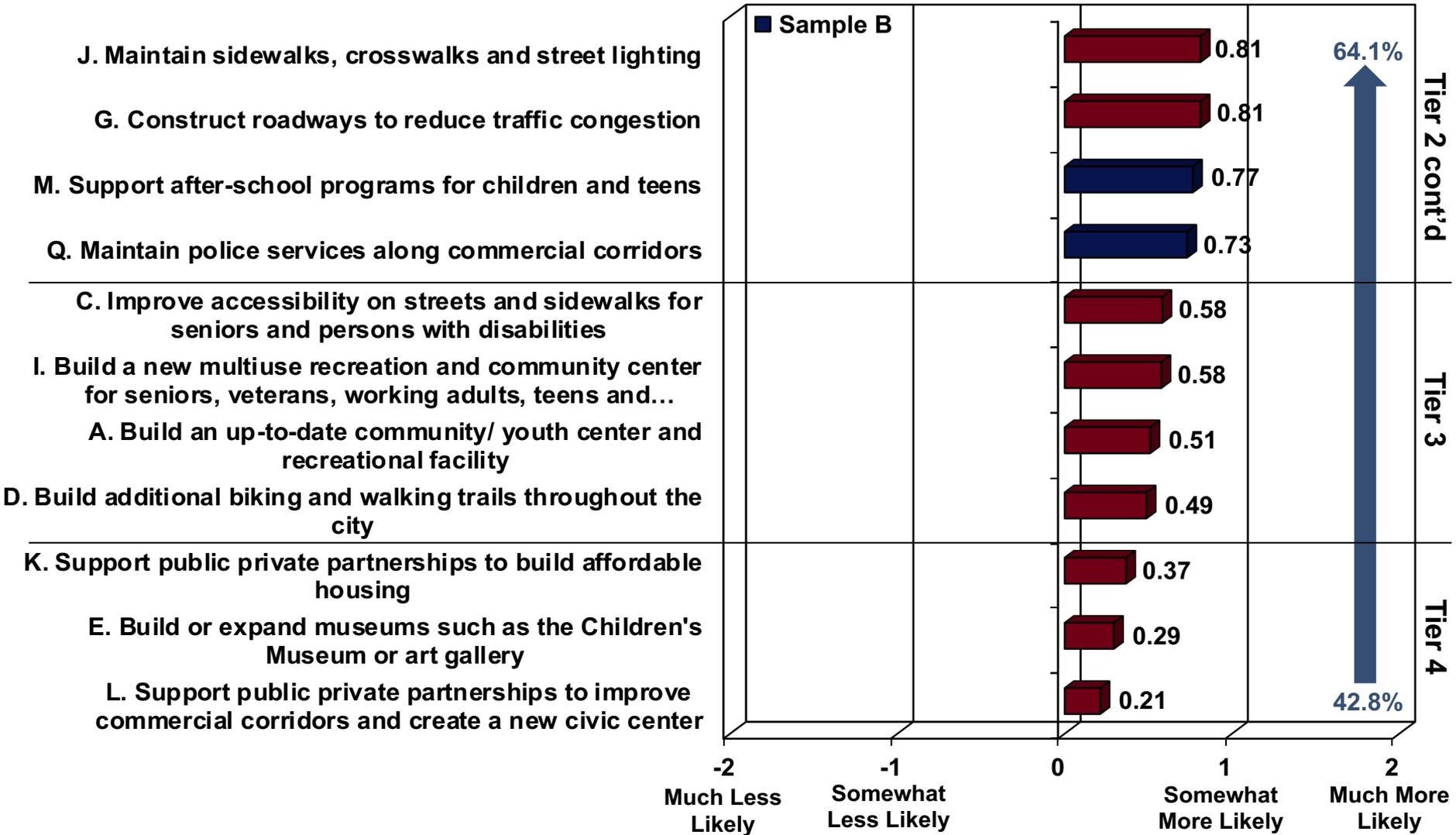
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Continued Community Priorities

Likely November 2020 Voters



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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.



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