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City of Concord: 2018 Survey Results Highlights

June 2018

The City of Concord commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Gauge the public's perceptions of the overall quality of life in Concord;
- Assess potential support for an extension of current, voter-approved local funding to protect and maintain City services with funding that cannot be taken by the State;
- Identify respondent priorities, information of interest, and other perspectives.

- Data Collection Landline (103), text to online (803), and email to online (121) interviewing
- Universe 50,491 likely November 2020 voters in the City of Concord, with a subsample of those likely to vote in the November 2018 election (41,500)
- Fielding Dates June 7 through June 13, 2018
- Interview Length 20 minutes
- Sample Size 1,027 Likely November 2020 voters
897 Likely November 2018 voters
- Margin of Error $\pm 3.03\%$ Likely November 2020 voters
 $\pm 3.24\%$ Likely November 2018 voters

The data have been weighted to reflect the actual population characteristics of likely voters in the City of Concord in terms of their gender, age, and political party type.



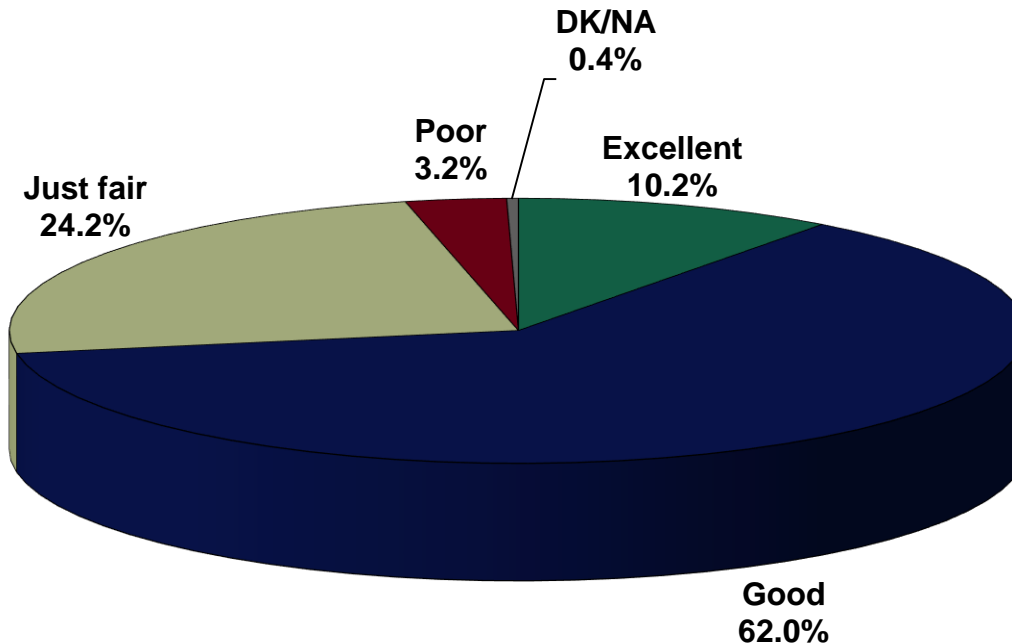
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Key Findings

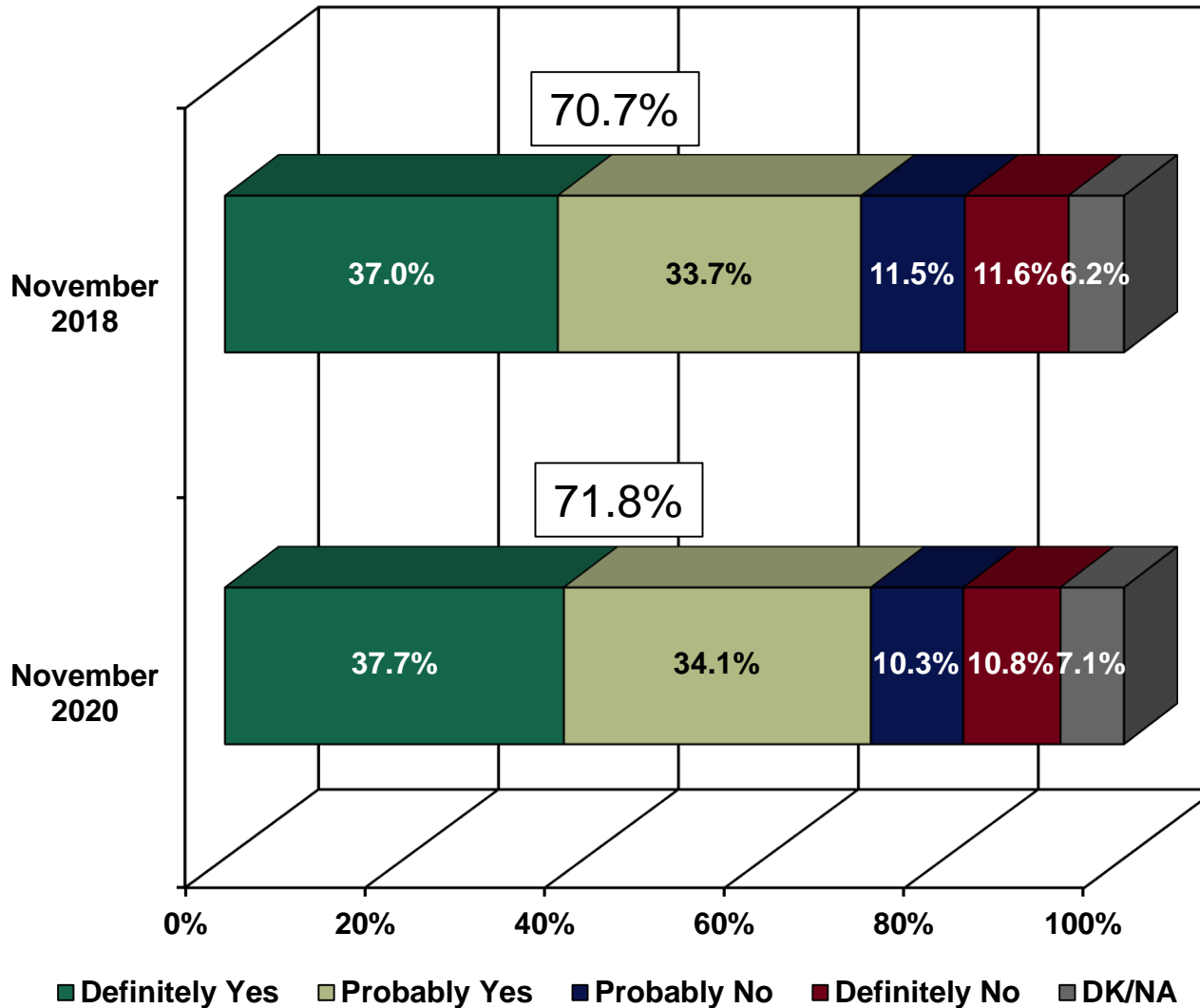
Opinion on Overall Quality of Life in Concord

November 2018 (n=897)



	<u>2018</u>	<u>2017</u>
Excellent + Good	72.2%	72.9%
Just Fair + Poor	27.4%	26.5%
Ratio Exc + Good / Poor	22.6	17.8

Uninformed Support for Hypothetical Measure



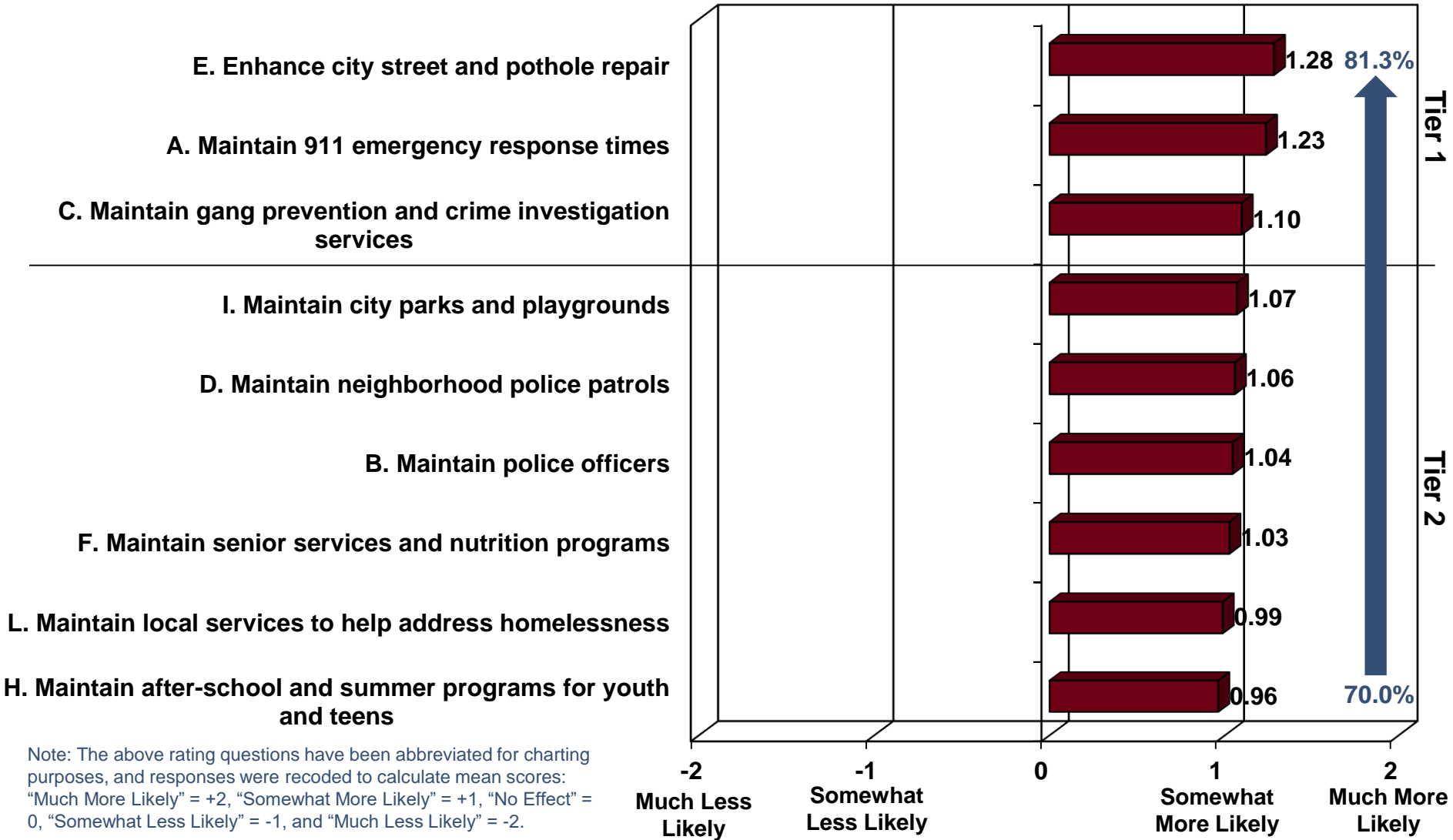
Shall the measure that continues funding, which Sacramento cannot take away, to protect and maintain Concord's city services, including:

- 911 emergency response,
- police officers,
- gang prevention,
- crime investigation,
- neighborhood police patrols,
- city street and pothole repair,
- senior and youth programs,
- unrestricted general revenue purposes,

by extending the existing voter-approved local sales tax at a 1¢ rate, raising \$26 million dollars per year, until ended by voters, including annual audits, independent citizens oversight, and no money for Sacramento be adopted?

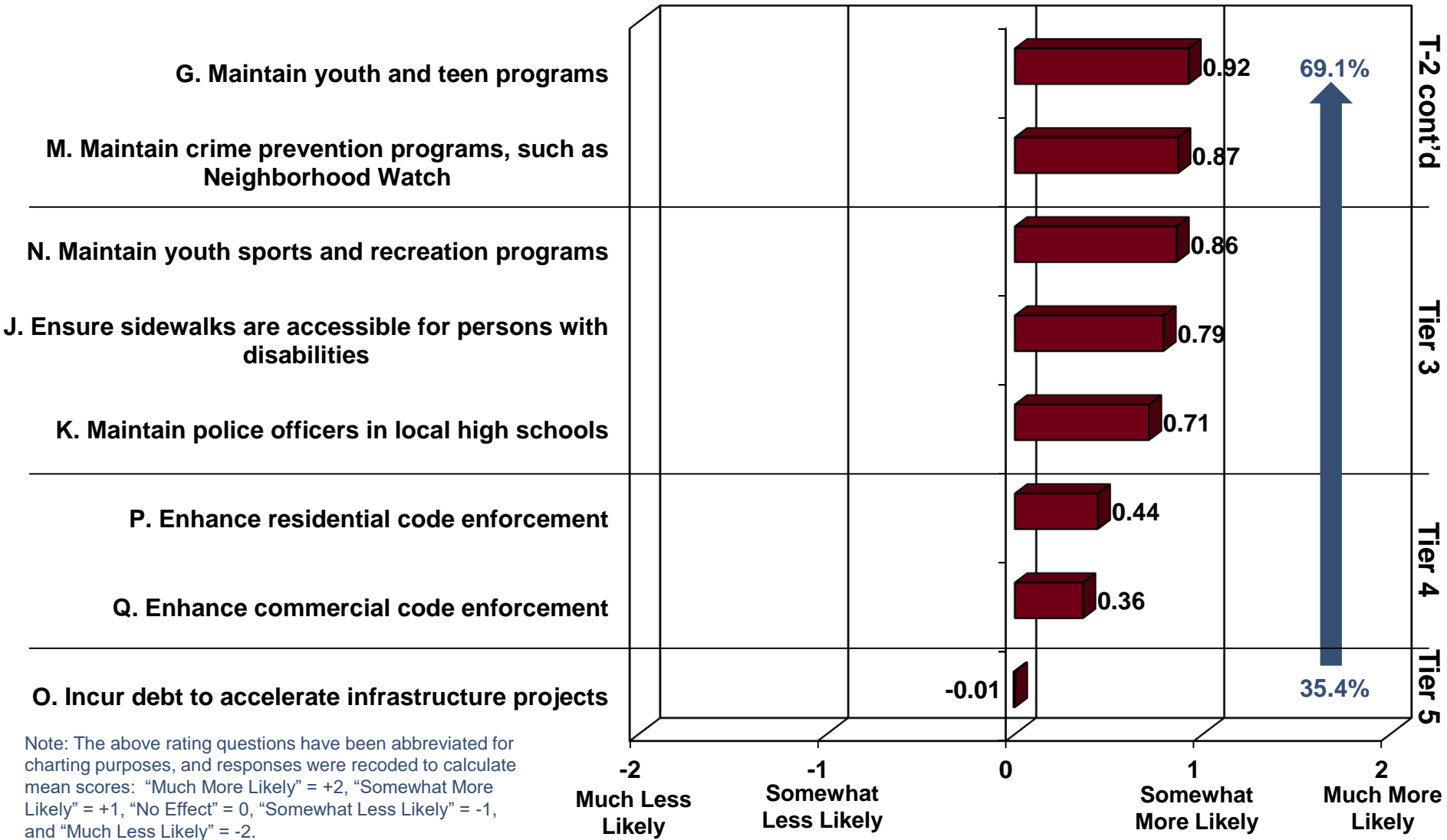
Respondent Priorities I

November 2018 (n=897)



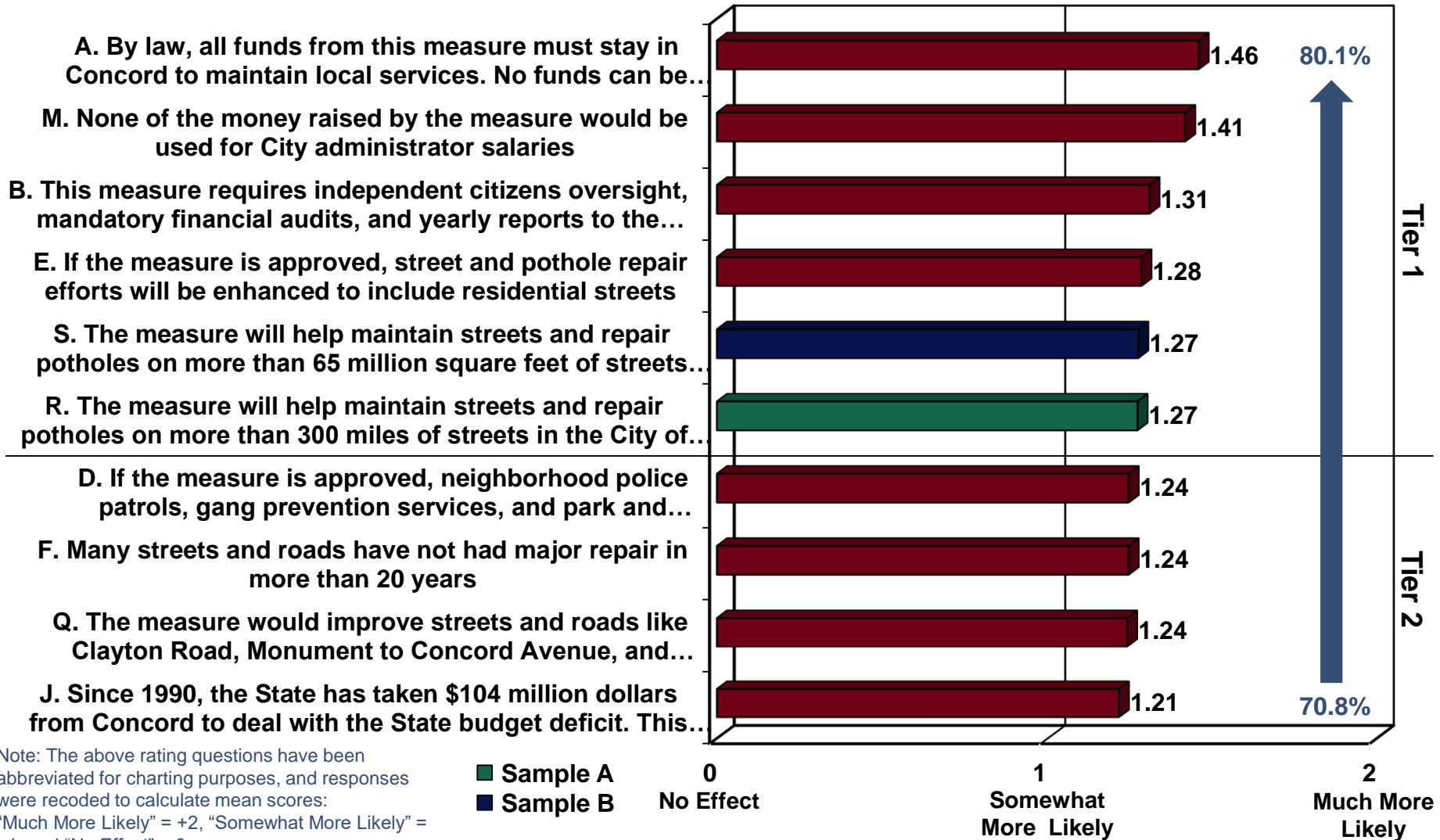
Respondent Priorities II

November 2018 (n=897)



Informational Statements I

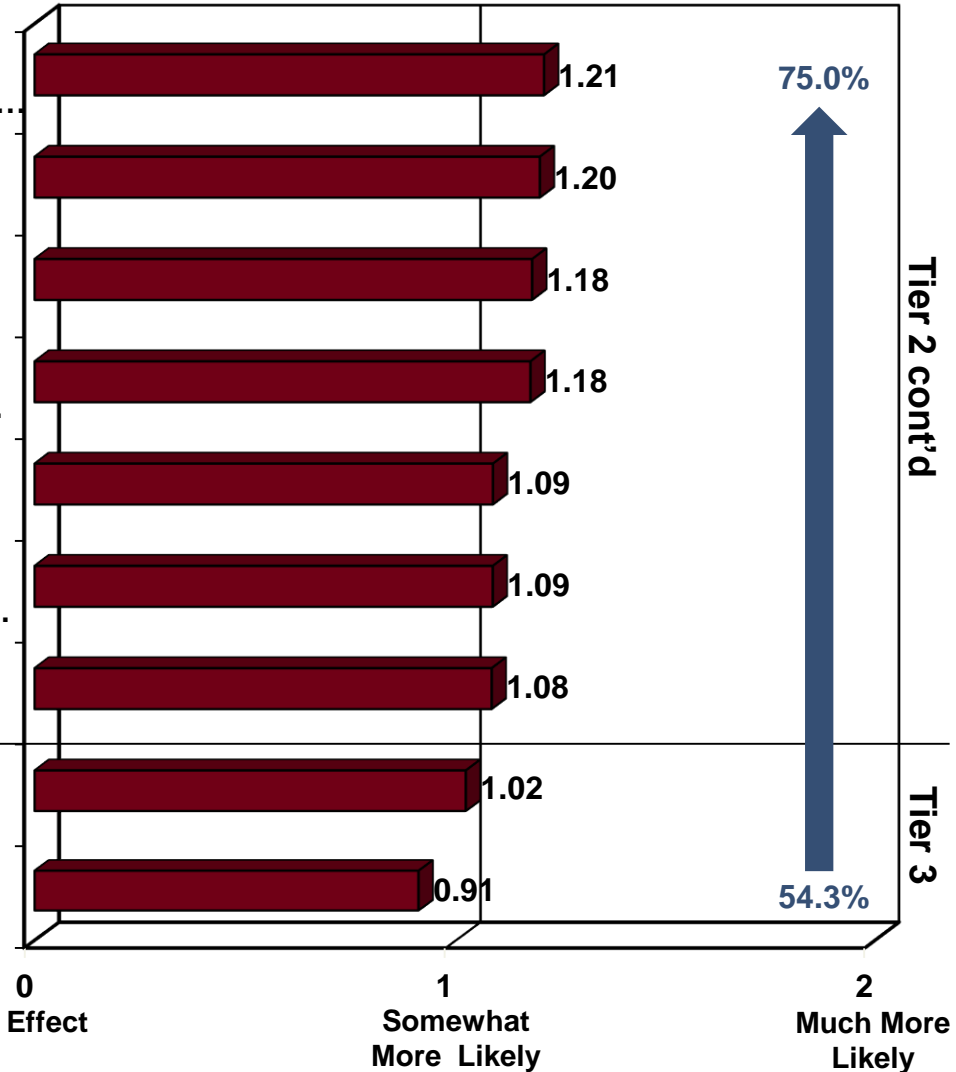
November 2018 (n=897)



Informational Statements II

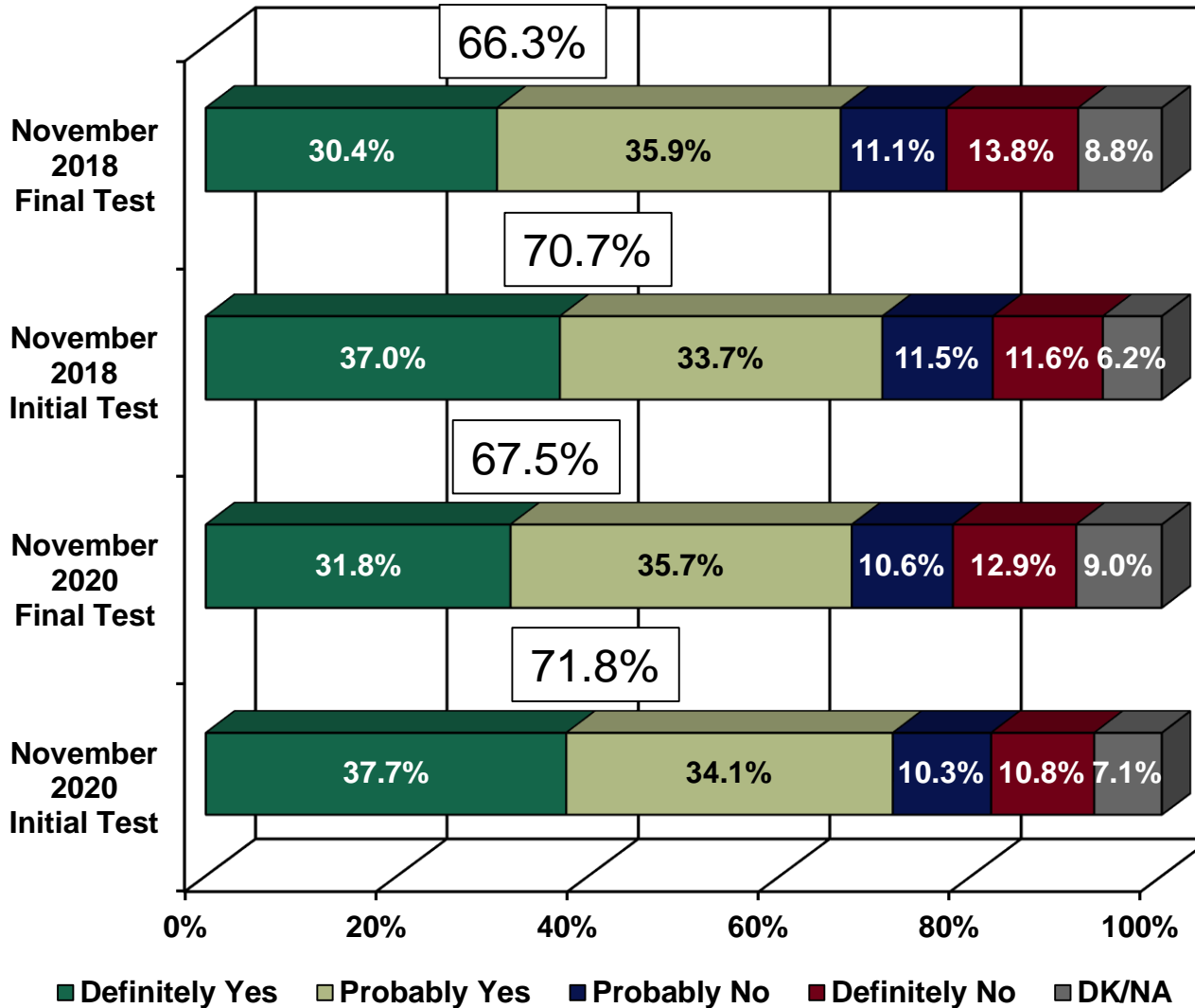
November 2018 (n=897)

- P. Park and recreation usage has been increasing each year. This measure will keep our parks clean and safe,...
- C. This measure will maintain after-school programs, anti-gang activities, and recreation programs that keep...
- L. The measure will maintain services for thousands of senior citizens every year
- O. Now is the right time to invest in Concord. It will cost less to repair and maintain streets and roads now as...
- N. The measure will maintain services for thousands of youth and teens every year
- K. This measure renews Measure Q which has helped maintain our quality of life and kept Concord a safe...
- I. The Measure Q Citizens' Oversight Committee has given the City overwhelmingly positive annual reviews. Now...
- H. Visitors and shoppers from outside of Concord will pay their fair share for local city services
- G. The City has kept the promises it made when Measure Q was renewed in 2014, we can trust them to do the...



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, and "No Effect" = 0.

Informed Support for Hypothetical Measure

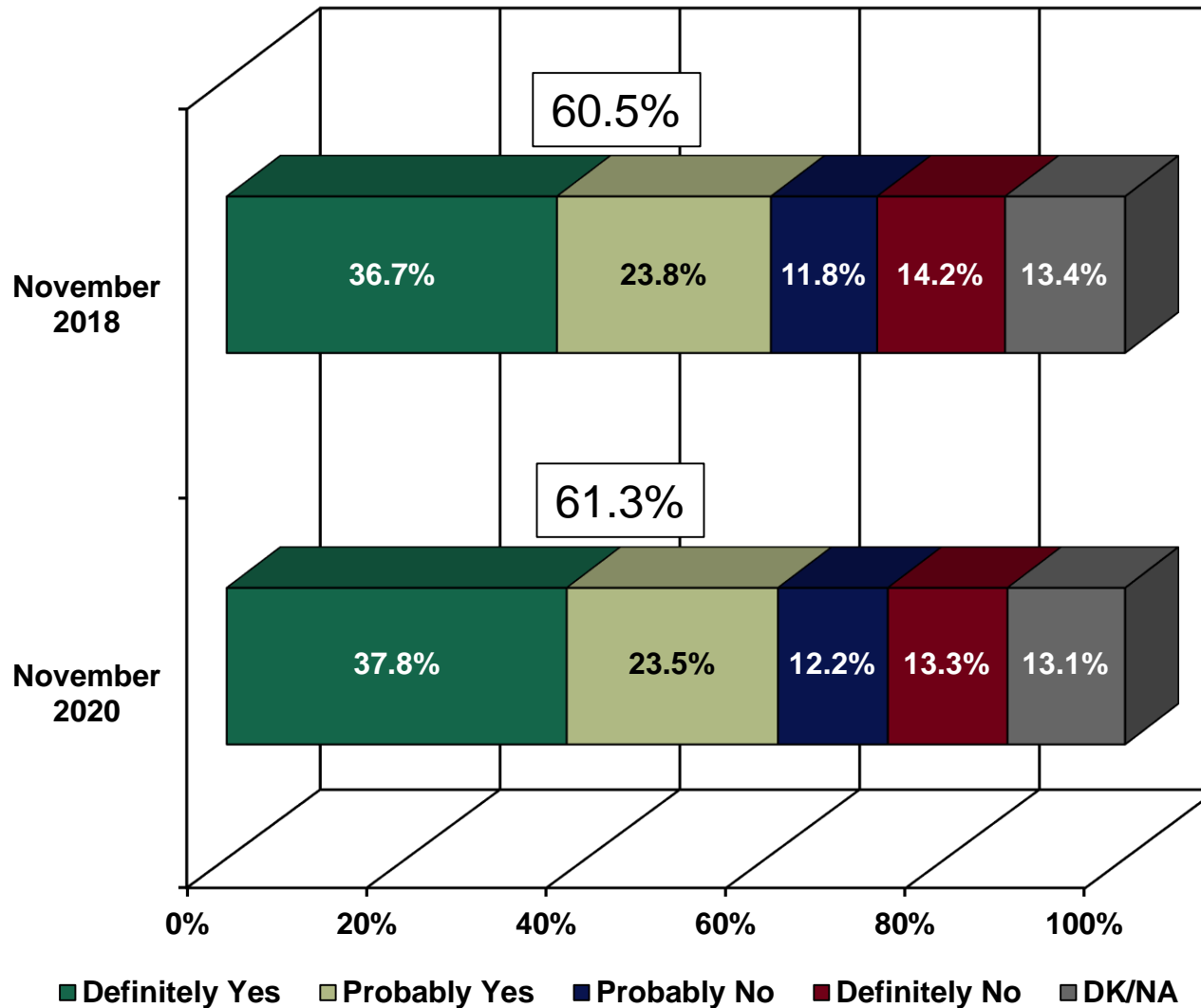


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Support for Alternative 9 Year Duration



Instead of extending the sales tax until ended by voters, if you heard that the sales tax would end in 9 years, would you vote yes or no on the measure?



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