

COMMUNITY SATISFACTION SURVEY UPDATE

CONDUCTED FOR THE
CITY OF LAKE ELSINORE

PRESENTED BY
TIMOTHY McLARNEY PH.D.

8/16/19

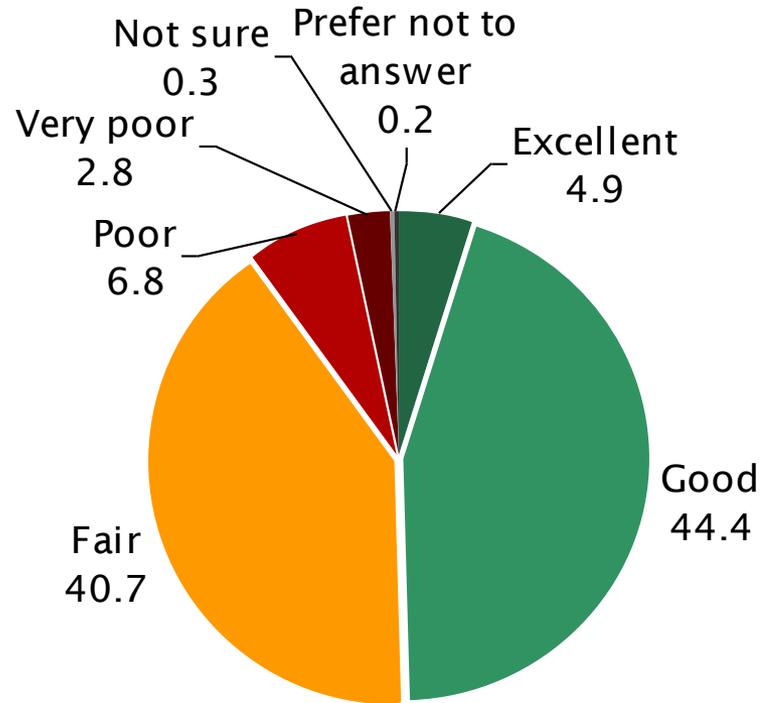




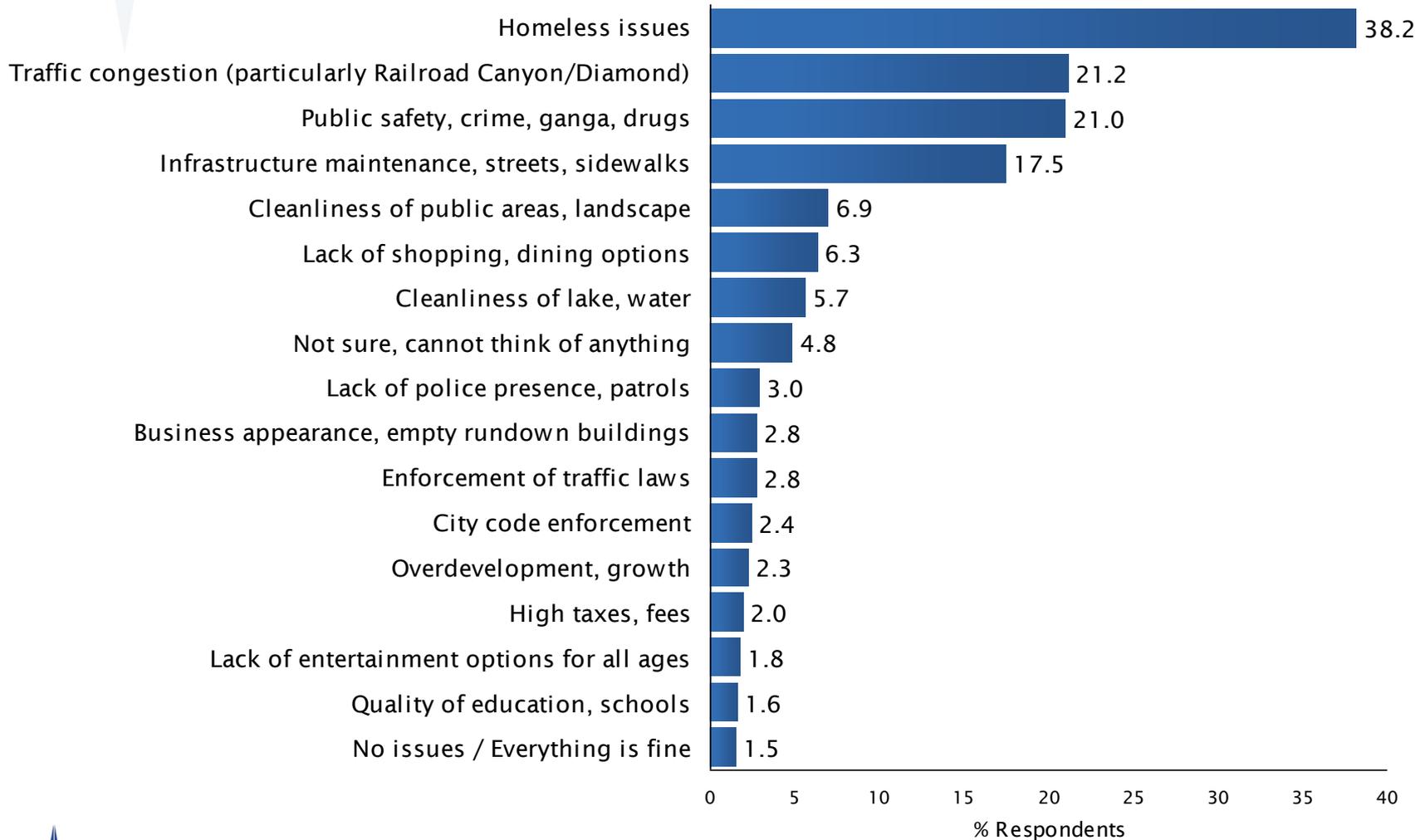
METHODOLOGY OF STUDY

- Conducted April 23rd to April 28th, 2019
- Random sample of 888 voters likely to participate in November 2020 election
- Mixed-Method approach
 - Recruited via email and phone
 - Online and telephone data collection
 - English & Spanish
- Overall margin of error of $\pm 3.2\%$

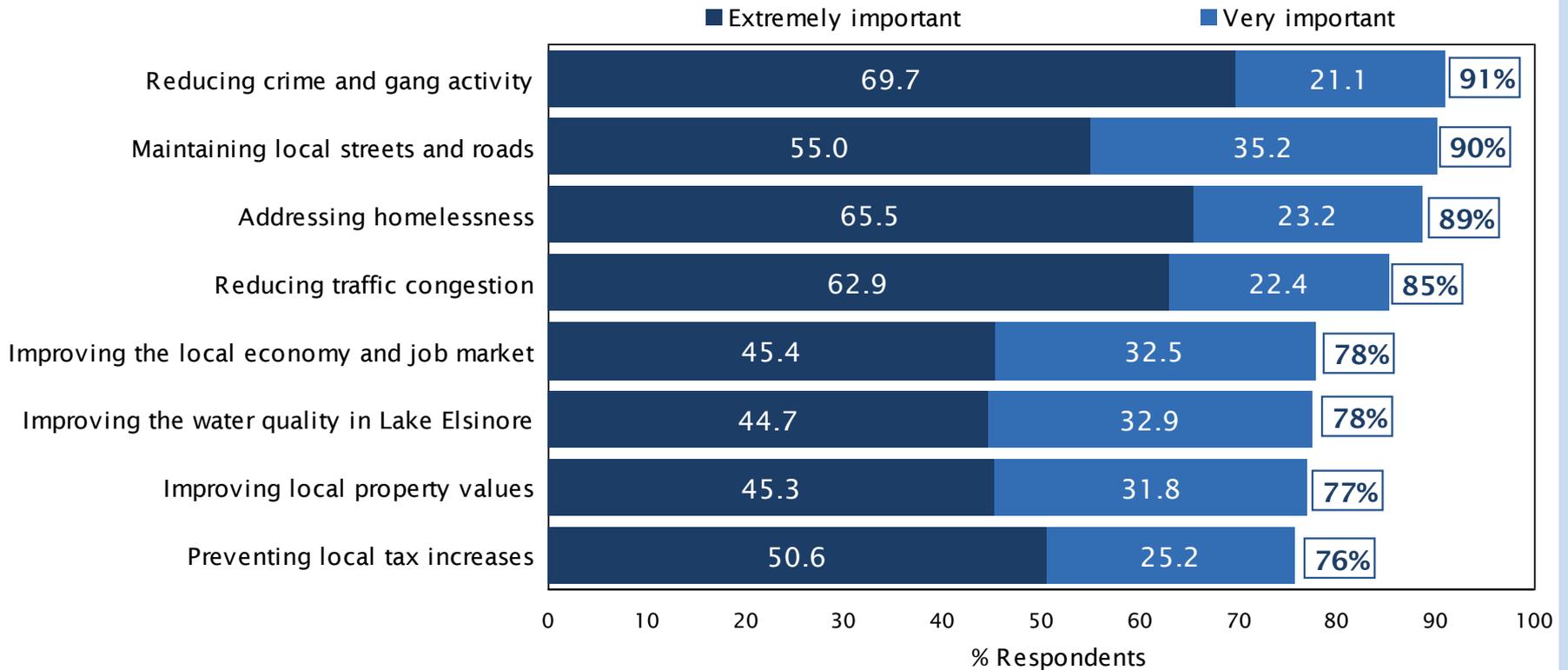
HOW DO YOU RATE THE QUALITY OF LIFE IN LAKE ELSINORE?



WHAT IS THE BIGGEST ISSUE FACING COMMUNITY THAT YOU'D LIKE THE CITY TO ADDRESS?



HOW IMPORTANT ARE THE FOLLOWING ISSUES TO YOU?





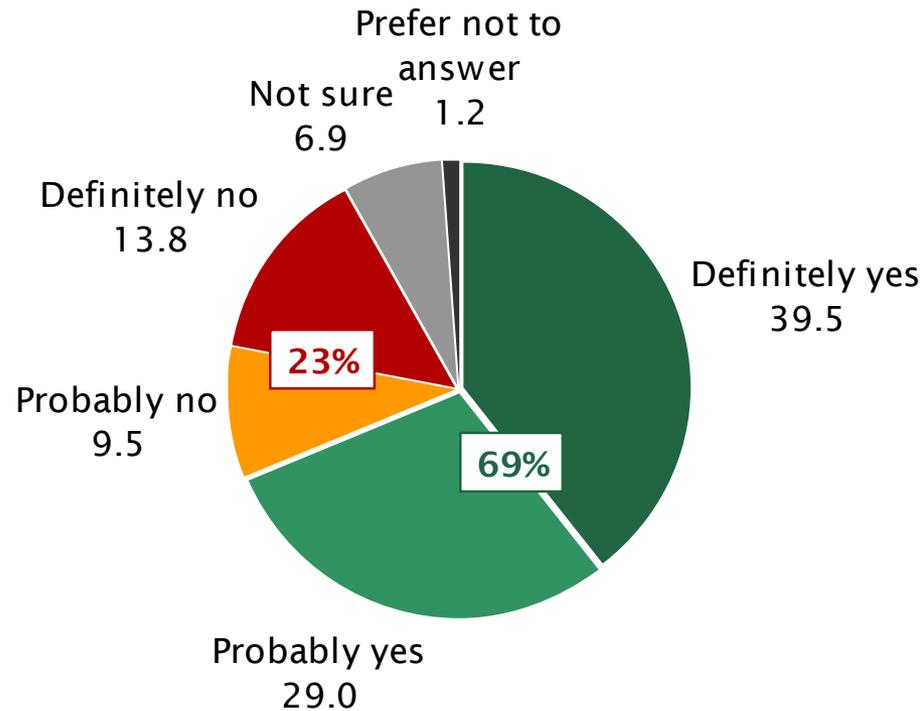
CONCEPTUAL BALLOT MEASURE TESTED

To maintain the City's long-term financial viability and provide funding for essential services including:

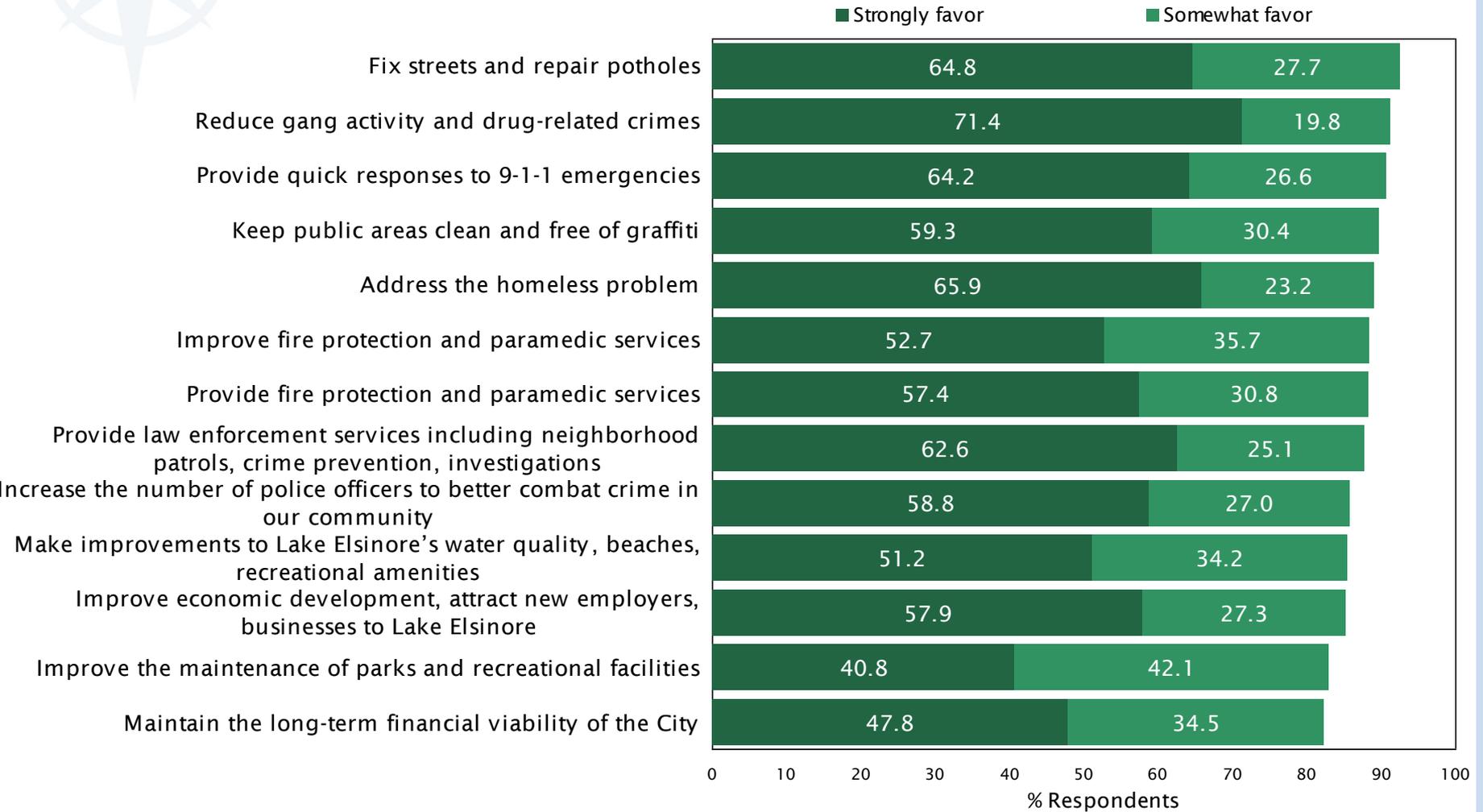
- Law enforcement, gang, drug and crime prevention
- Fire protection, paramedic, and 9-1-1 emergency response
- Fixing streets and potholes
- Addressing homelessness
- And improving Lake water quality and amenities

Shall a City of Lake Elsinore Ordinance be approved establishing a one-cent sales tax, providing 10 million dollars annually for general city services until ended by voters, with citizen oversight, independent audits, and all funds controlled locally?

MORE THAN TWO-THIRDS OF VOTERS SUPPORT THIS SIMPLE MAJORITY REQUIREMENT MEASURE



PUBLIC SAFETY AND PUBLIC WORKS ARE TOP PRIORITIES FOR RESIDENTS





FOR MORE INFORMATION

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