

COMMUNITY OPINION SURVEY

CONDUCTED FOR THE
CITY OF LAKE ELSINORE

PREPARED BY
TIMOTHY McLARNEY PH.D.

7/14/20

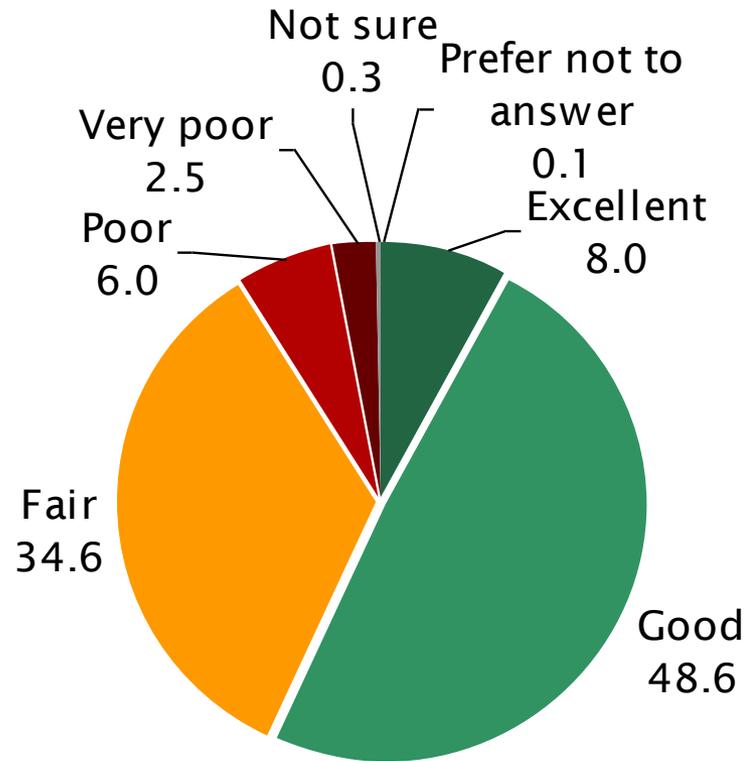




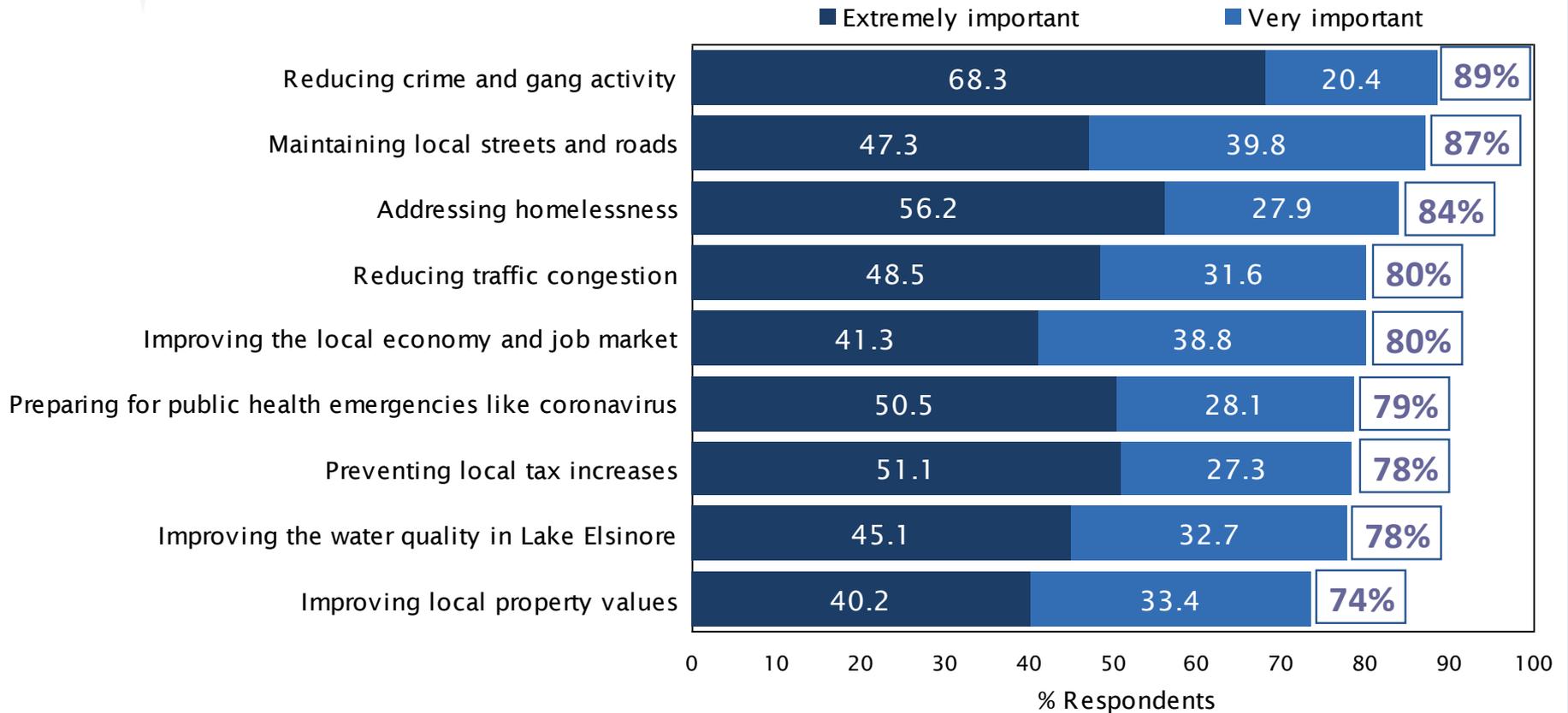
METHODOLOGY OF STUDY

- Conducted July 3rd to July 11th, 2020
- Random sample of 700 voters who are 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 $\pm 3.7\%$

RATE THE QUALITY OF LIFE IN LAKE ELSINORE



HOW IMPORTANT ARE THE FOLLOWING ISSUES?





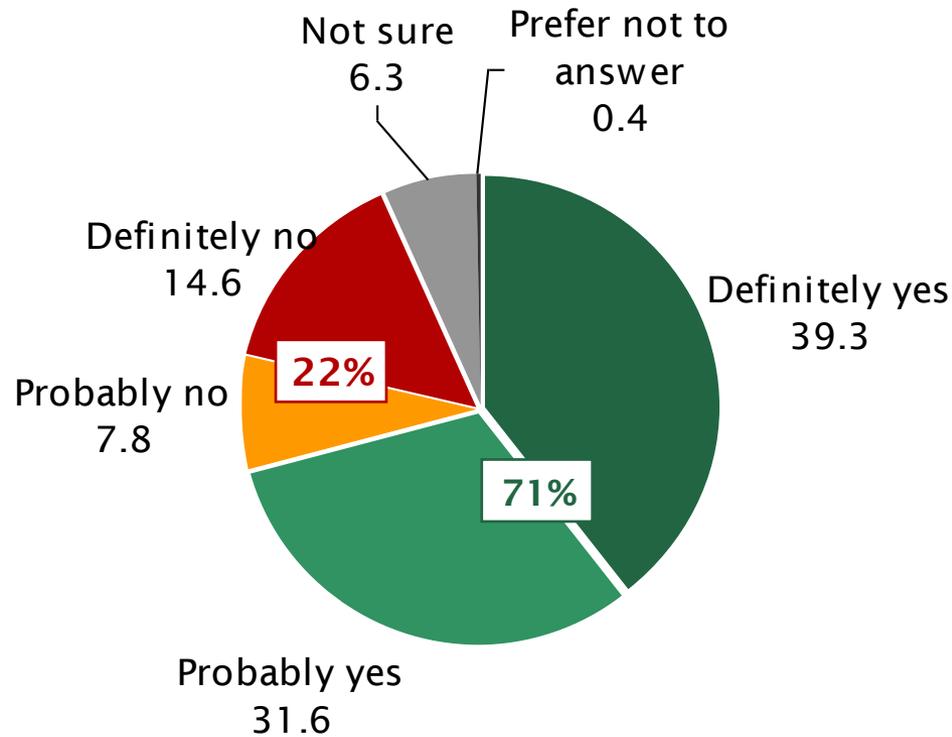
POTENTIAL LOCAL FUNDING MEASURE TESTED IN SURVEY

To provide funding for essential city services including:

- Reducing gangs, drugs and crime
- Providing fire protection, paramedic, and 9-1-1 emergency response
- Fixing streets and potholes
- Addressing homelessness
- Keeping public areas safe, healthy and clean
- And supporting local businesses

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

POTENTIAL BALLOT TEST RESULT – SIMPLE MAJORITY (50% + 1) REQUIRED FOR PASSAGE



SERVICE PRIORITIES

