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.
Methodology Overview

- **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**: ± 3.03% Likely November 2020 voters
  ± 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.
Key Findings
Opinion on Overall Quality of Life in Concord
November 2018 (n=897)

<table>
<thead>
<tr>
<th>Category</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent + Good</td>
<td>72.2%</td>
<td>72.9%</td>
</tr>
<tr>
<td>Just Fair + Poor</td>
<td>27.4%</td>
<td>26.5%</td>
</tr>
<tr>
<td>Ratio Exc + Good / Poor</td>
<td>22.6</td>
<td>17.8</td>
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</tbody>
</table>
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)

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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**Informational Statements I**

**November 2018 (n=897)**

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A. By law, all funds from this measure must stay in Concord to maintain local services. No funds can be...

B. This measure requires independent citizens oversight, mandatory financial audits, and yearly reports to the...

E. If the measure is approved, street and pothole repair efforts will be enhanced to include residential streets

S. The measure will help maintain streets and repair potholes on more than 65 million square feet of streets...

R. The measure will help maintain streets and repair potholes on more than 300 miles of streets in the City of...

D. If the measure is approved, neighborhood police patrols, gang prevention services, and park and...

F. Many streets and roads have not had major repair in more than 20 years

Q. The measure would improve streets and roads like Clayton Road, Monument to Concord Avenue, and...

J. Since 1990, the State has taken $104 million dollars from Concord to deal with the State budget deficit. This...

M. None of the money raised by the measure would be used for City administrator salaries

B. This measure requires independent citizens oversight, mandatory financial audits, and yearly reports to 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

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?
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?

- **Definitely Yes**: 36.7% (November 2018), 37.8% (November 2020)
- **Probably Yes**: 23.8% (November 2018), 23.5% (November 2020)
- **Probably No**: 11.8% (November 2018), 12.2% (November 2020)
- **Definitely No**: 14.2% (November 2018), 13.3% (November 2020)
- **DK/NA**: 13.4% (November 2018), 13.1% (November 2020)