



Highlights of City Of Corona Community Satisfaction & Quality of Life Survey

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FM3

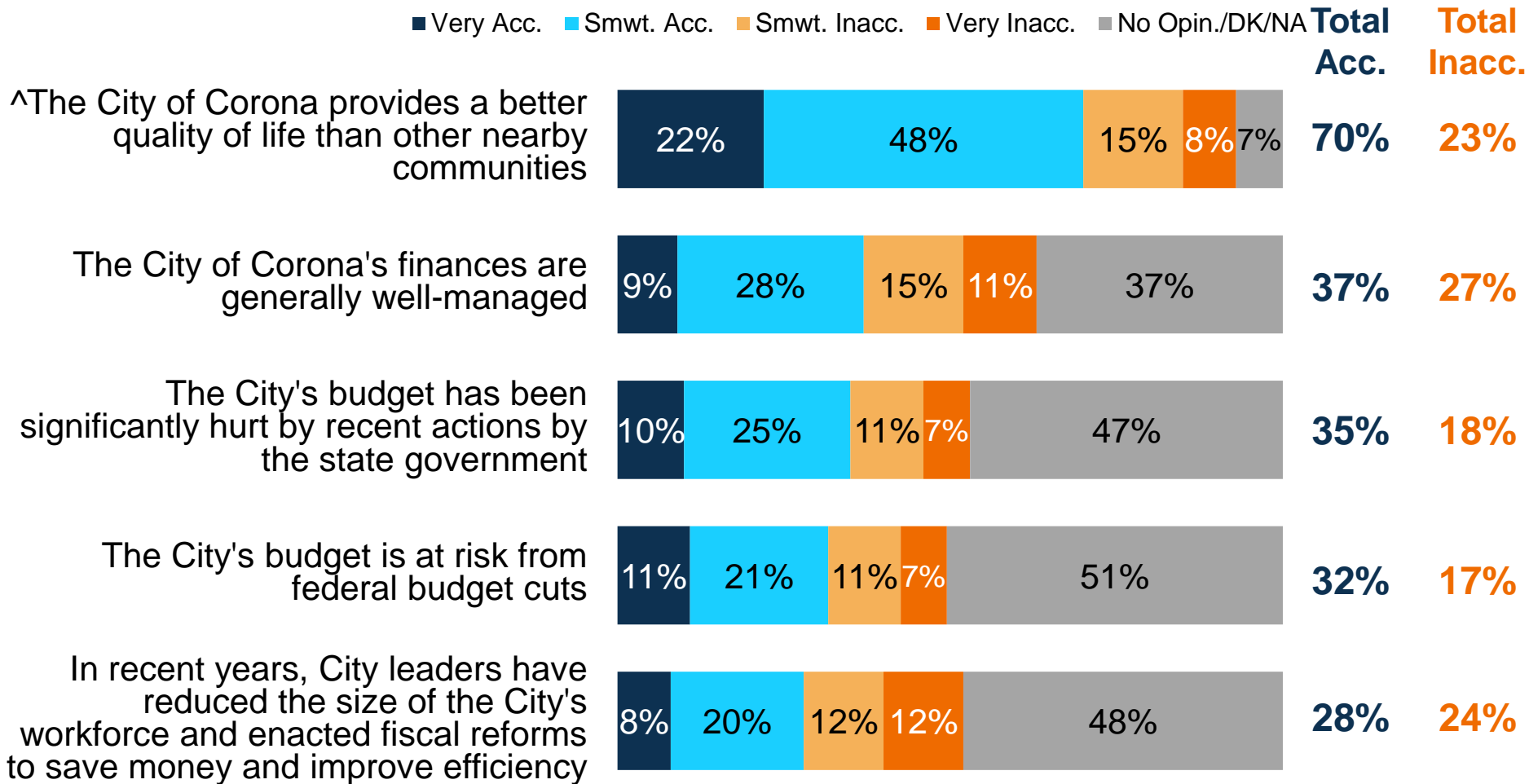
Methodology

- ✓ 874 completed interviews for this Final Report, more than double what the city paid for
 - This sample size exceeds what would be considered standard for statewide polling, let alone a community Corona's size
 - The sample was specifically structured to achieve a demographic profile that mirrors the City's November 2018 electorate—as such, respondents are not “self-selected”
- ✓ Interviews conducted online, by cell phone and landline telephones
- ✓ Interviews were conducted in both English and Spanish
- ✓ Overall Margin of Error: $\pm 3.3\%$; lower than most community surveys for comparably-sized cities.



Community Context

Respondents believe Corona provides a better quality of life than nearby communities, but are largely unaware of fiscal issues.

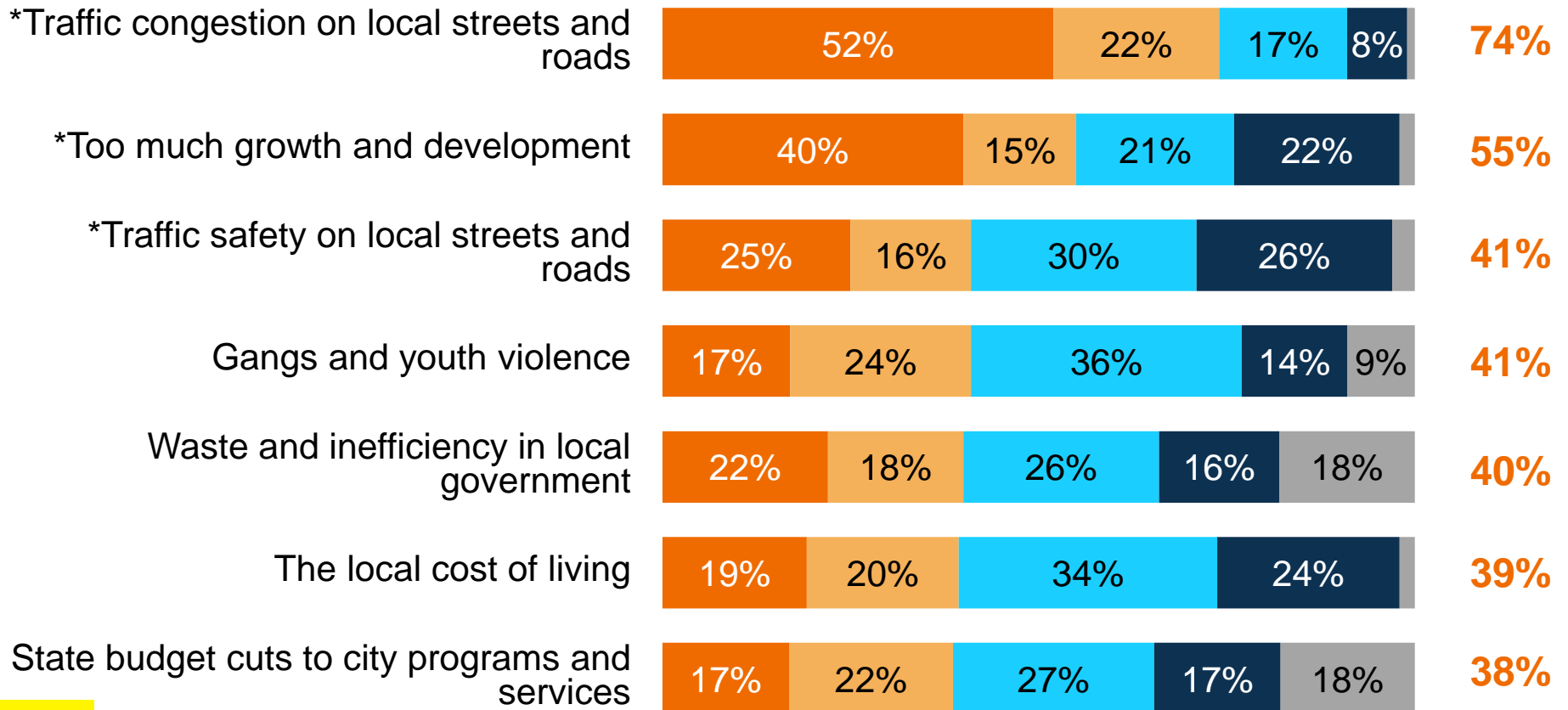


Q: I am going to read you some statements about the City of Corona. Please tell me if you think that statement is accurate or inaccurate.

Traffic and growth are the only local problems described as “extremely serious” or “very serious” by a majority of respondents.

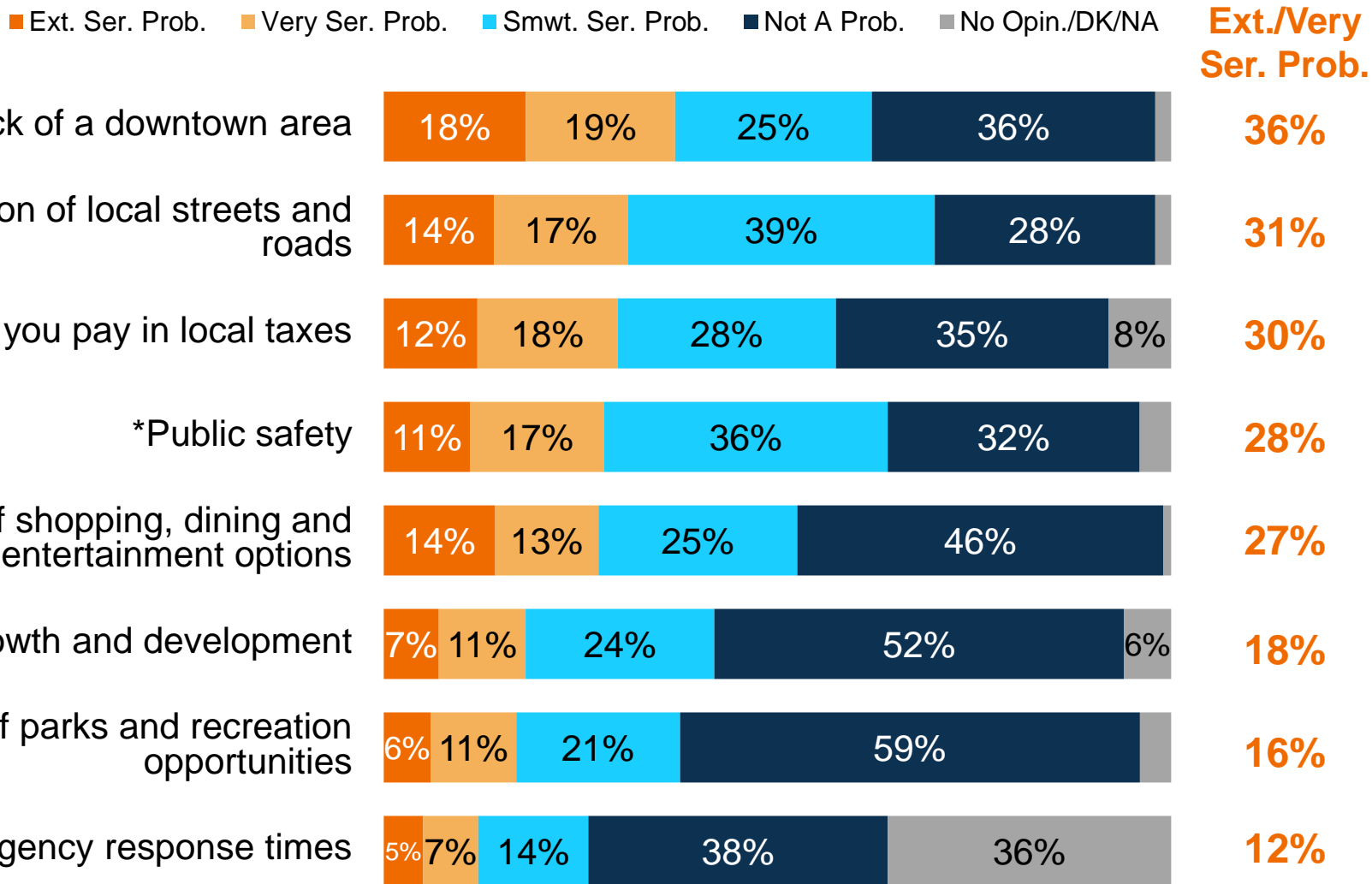
■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not A Prob. ■ No Opin./DK/NA

Ext./Very Ser. Prob.



Q: I am going to read you a series of issues some people say are problems in Corona. Please tell me whether you personally consider it to be an extremely serious problem, very serious problem, somewhat serious problem or not really a problem at all in Corona.

Less than a quarter of respondents identify various issues as being an “extremely serious problem.”



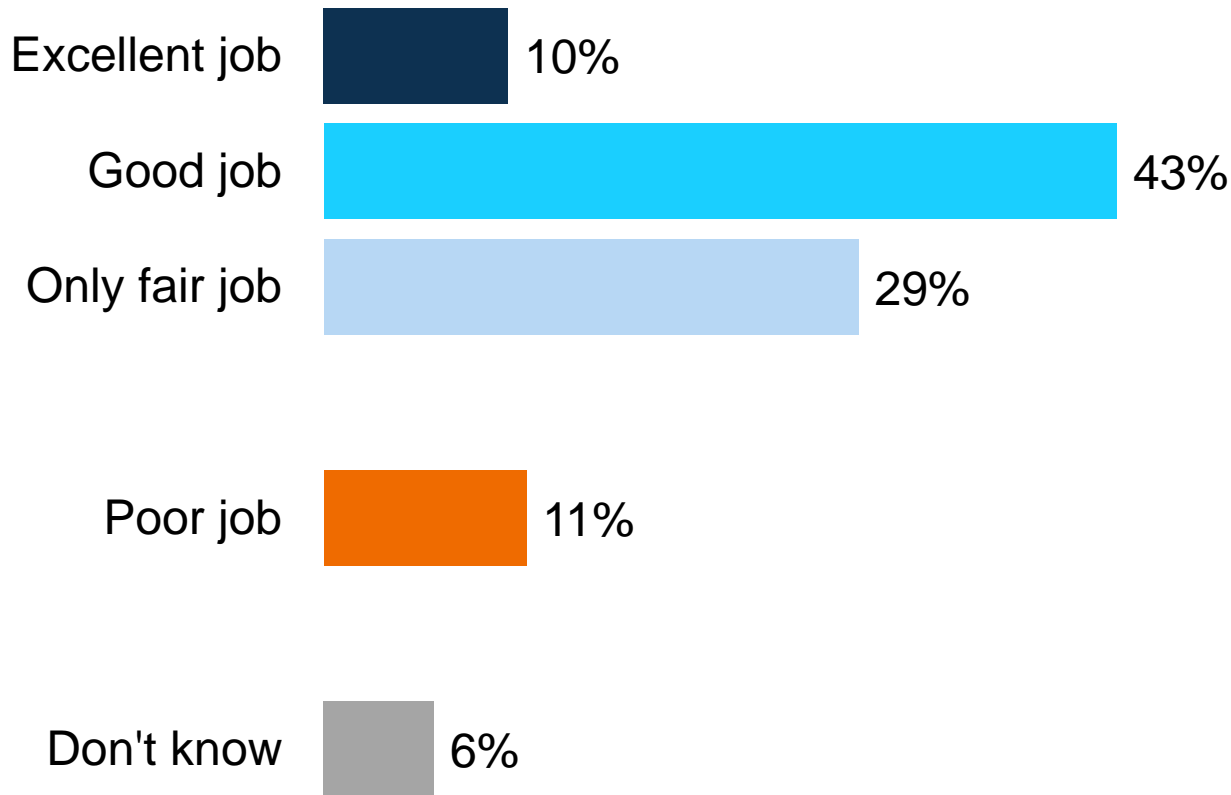
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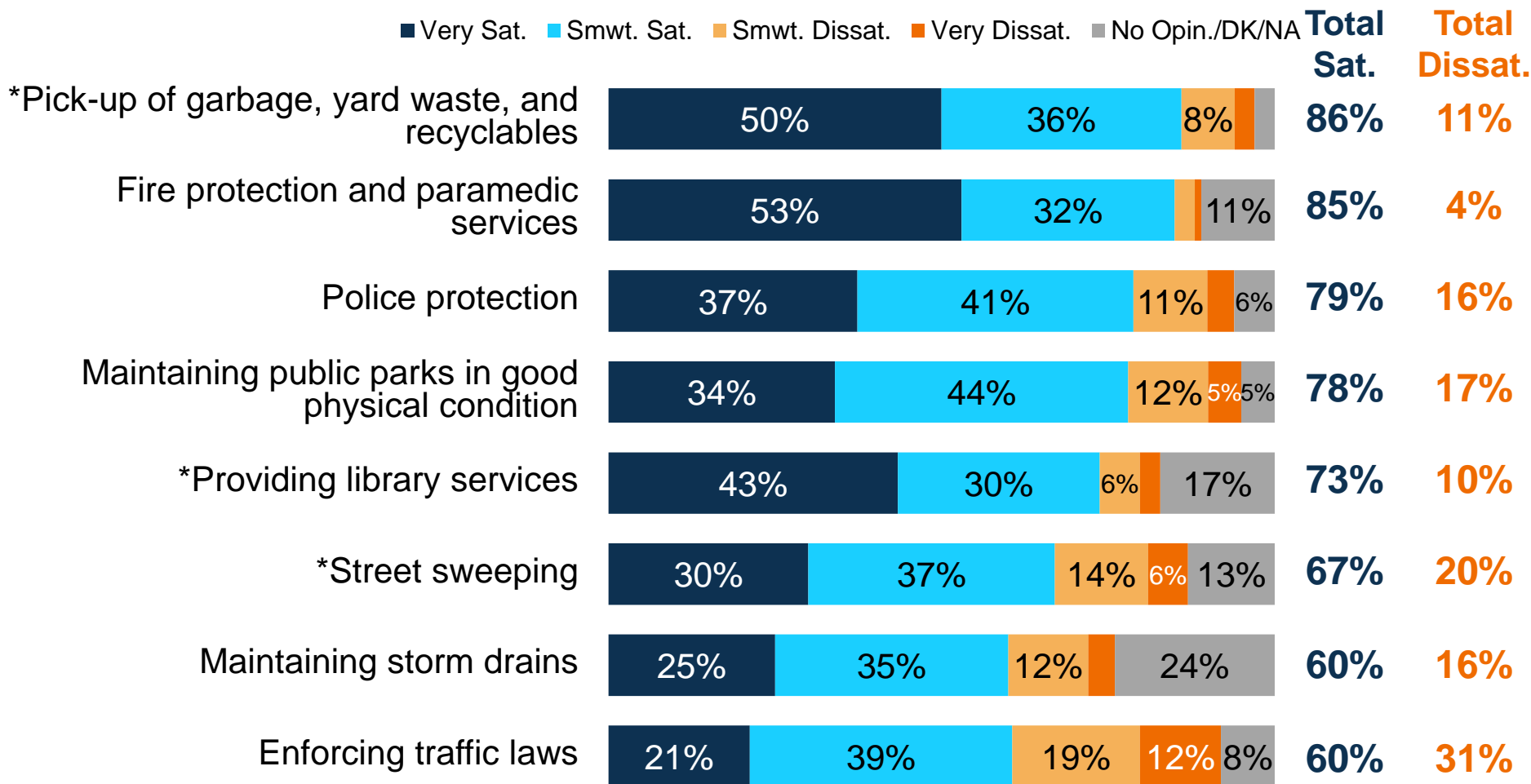
Evaluation of City Services

A majority say the City is doing an excellent or good job providing services to residents.

How would you rate the overall job being done by Corona city government in providing services to the City's residents?



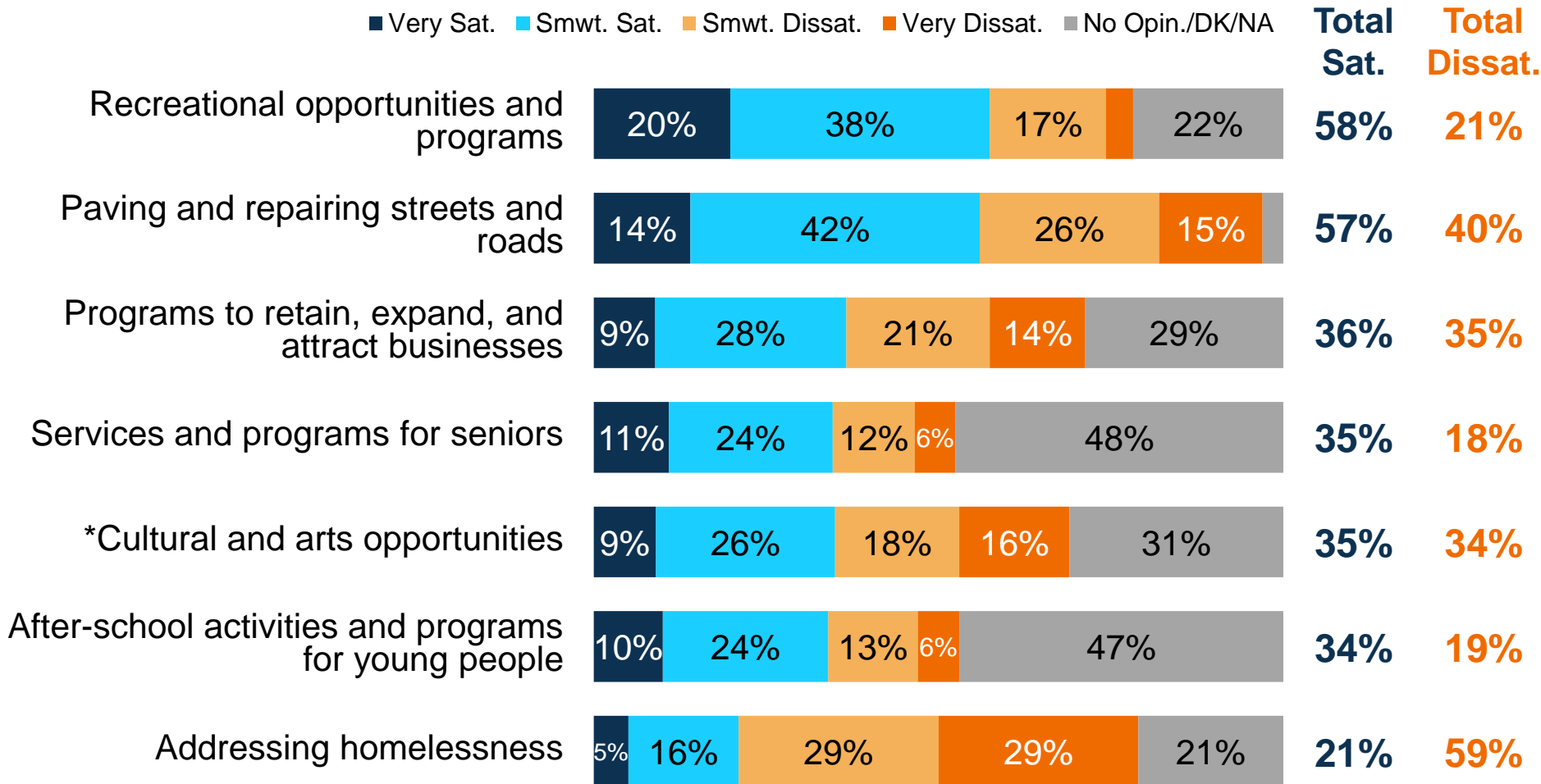
There is a high degree of satisfaction with individual services, namely refuse pickup, public safety and park maintenance.



Q: Let me ask you about some specific services provided by Corona's City government. Please tell if you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the job that Corona's City government is doing in providing that service for the City's residents. If you have no opinion or don't know about a service I mention to you, you can tell me that too.

The only issue residents are dissatisfied with, is “addressing homelessness.”

■ Very Sat. ■ Smwt. Sat. ■ Smwt. Dissat. ■ Very Dissat. ■ No Opin./DK/NA



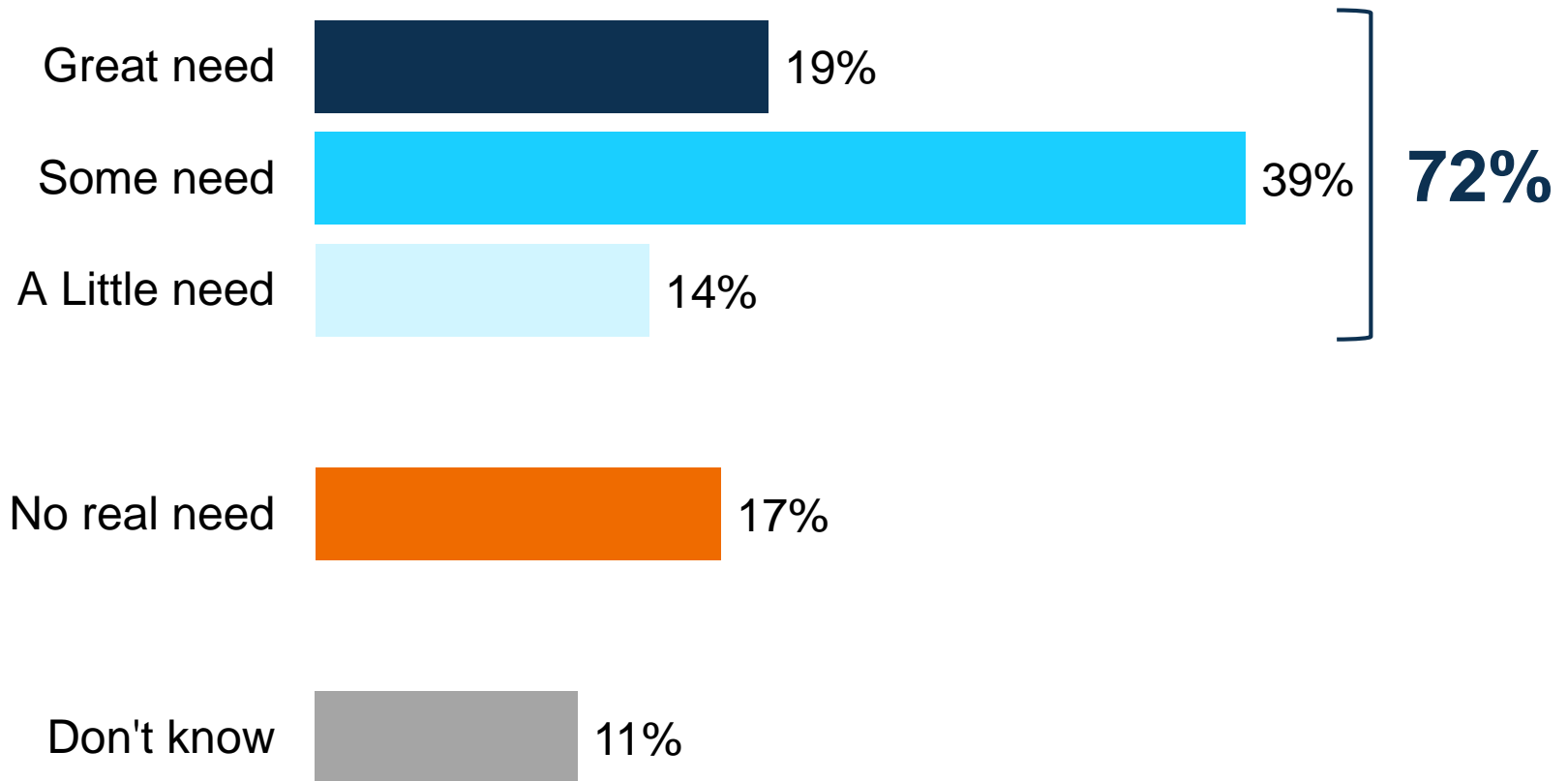
Q: Let me ask you about some specific services provided by Corona’s City government. Please tell if you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the job that Corona’s City government is doing in providing that service for the City’s residents. If you have no opinion or don’t know about a service I mention to you, you can tell me that too.



Reaction to a Conceptual Local Funding Measure

Residents overwhelmingly believe the City has a need for additional funding.

In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of city services that Corona residents need and want?



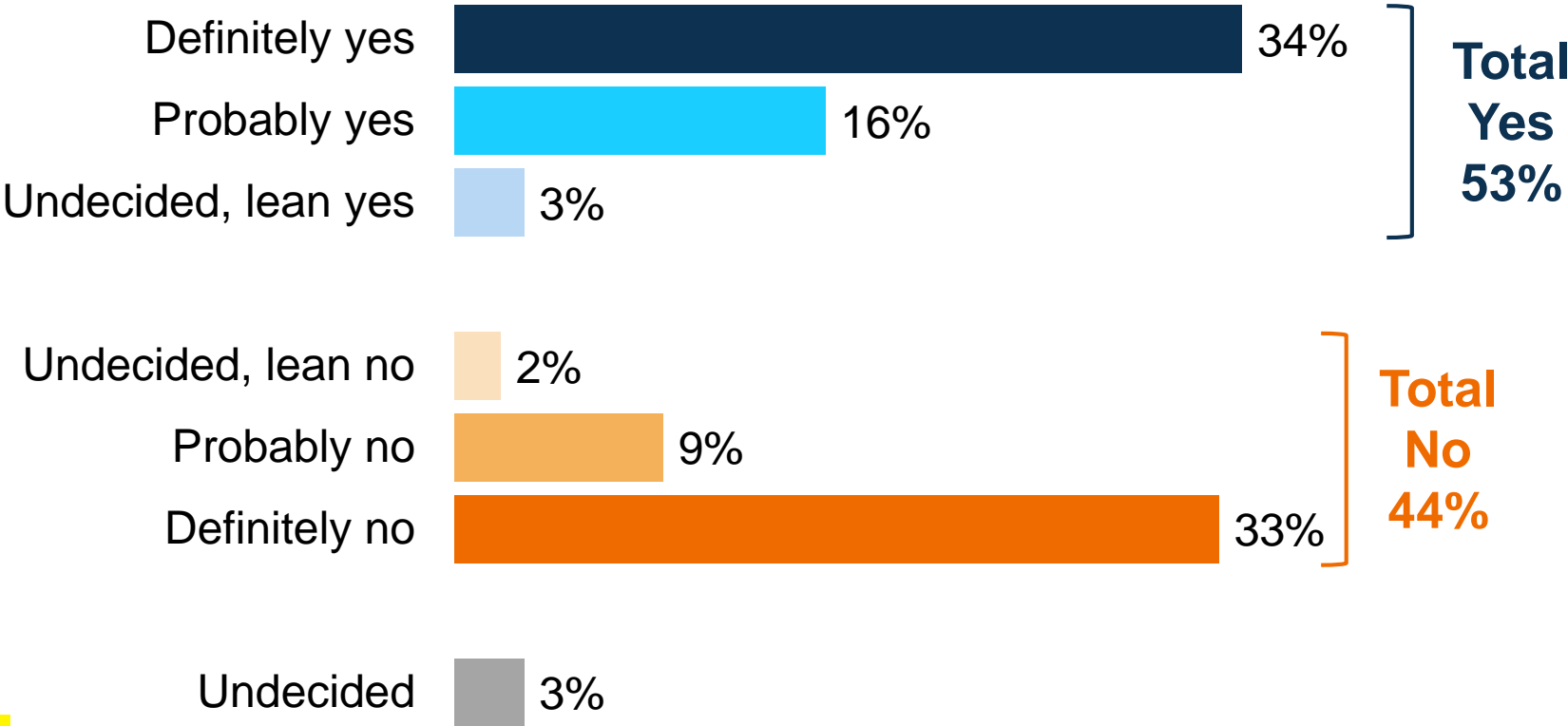
Hypothetical ballot language (reviewed/approved by City Attorney)

CORONA PUBLIC SAFETY AND VITAL CITY SERVICES MEASURE

To maintain local police/fire protection, paramedics, 911 emergency response times; address traffic; repair local streets/roads/sidewalks; reduce homelessness; revitalize Downtown Corona; prevent cuts to disabled, senior, youth/after-school services; other general services, shall the City of Corona establish a one-cent sales tax providing approximately \$30 million annually, until ended by voters, requiring annual audits, no money for the county/state and all funds remaining local?

Support for the one-cent measure is above the majority threshold for passage.

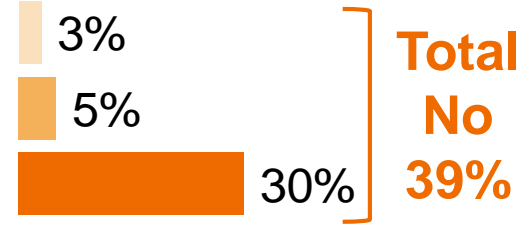
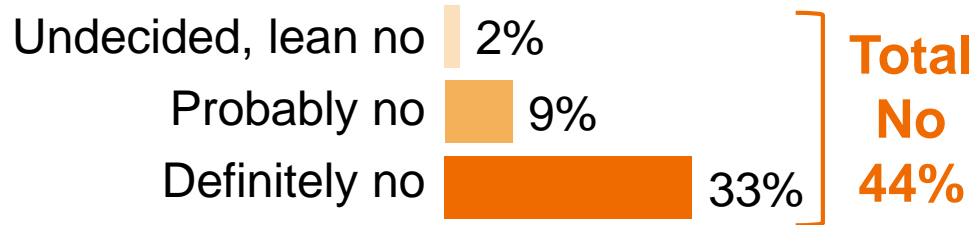
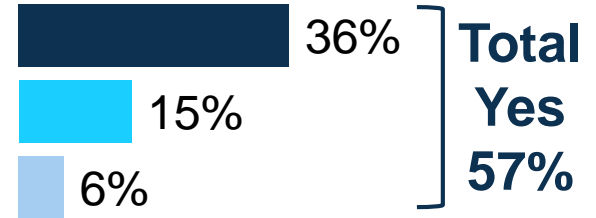
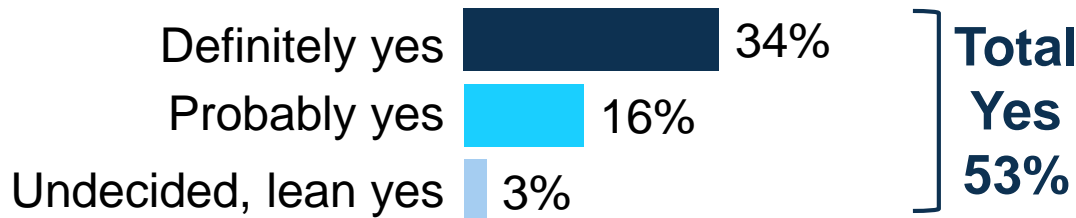
If the election were held today, do you think you would vote “yes” in favor of this measure or “no” to oppose it?



Support for a half-cent measure is also above the majority threshold for passage.

One Cent

One-Half Cent



Undecided 3%

Undecided 5%

Q: If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it? What if the Corona ballot measure that I just described to you was for one-half cent providing \$15 million instead of one cent providing \$30 million? If that were the case, would vote "yes" in favor of this measure or "no" to oppose it?

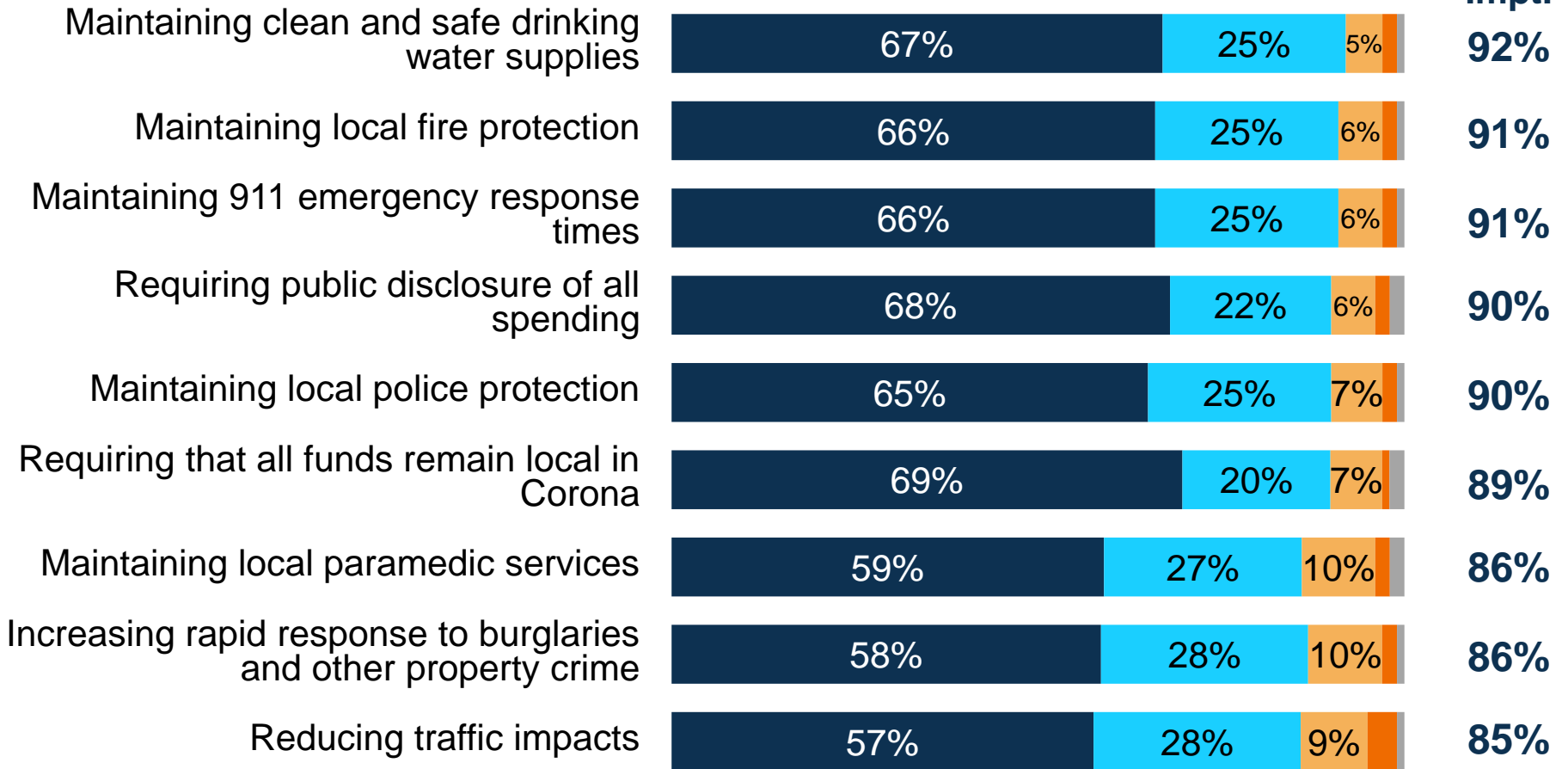


The Public's Priorities

Maintaining drinking water, public safety services, reducing traffic and fiscal accountability are the most important items for residents.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ DK/NA

Ext./Very Impt.

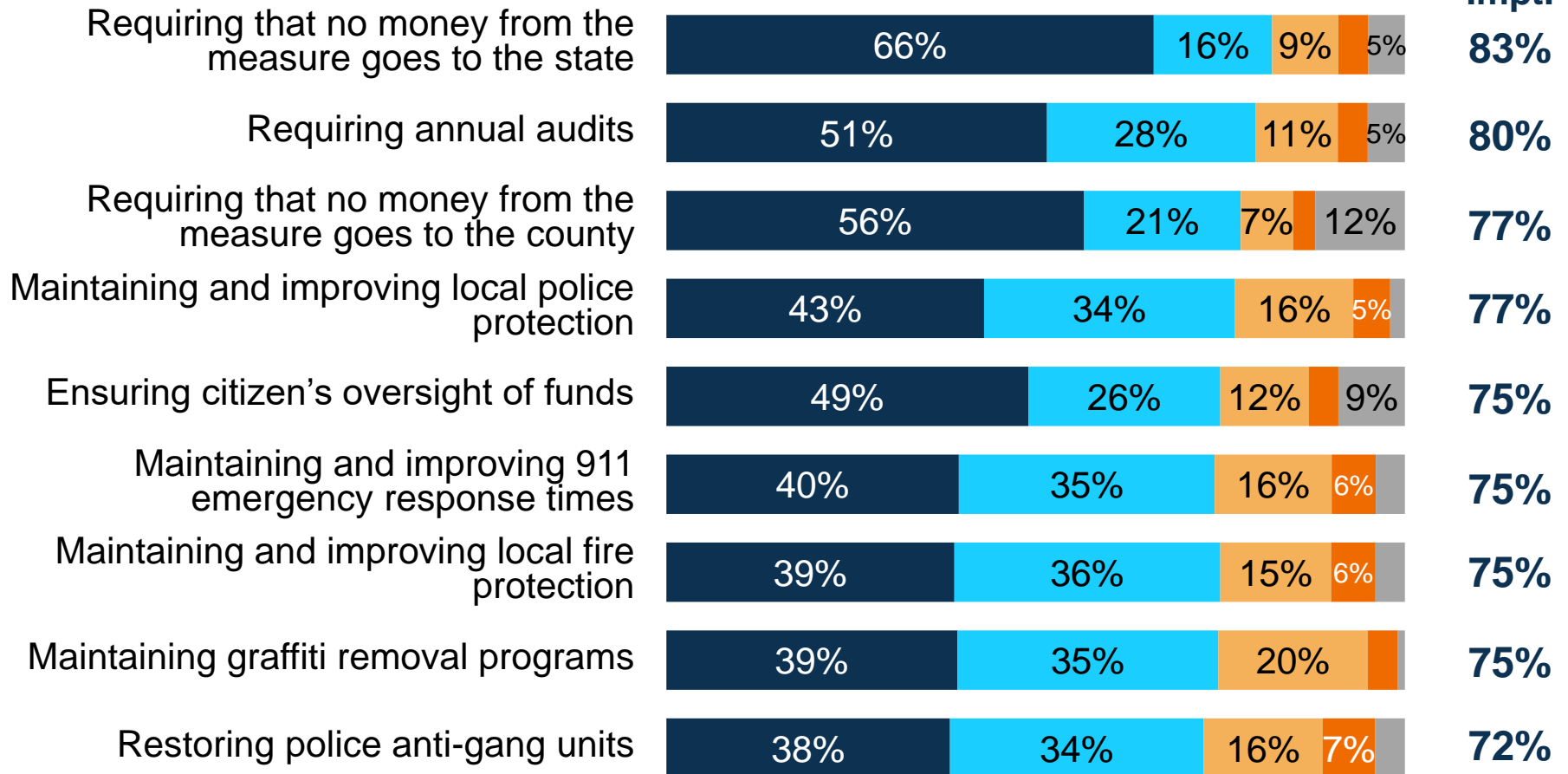


Q: The potential CORONA PUBLIC SAFETY AND VITAL CITY SERVICES MEASURE we were discussing earlier has not been developed. I am going to read you a list of ways in which the funds generated by this potential ballot measure or another potential measure could be spent, and provisions that could potentially be included. Regardless of your opinion of the measure we discussed earlier, please tell me how important that provision or use of funds is to you personally: is it extremely important, very important, somewhat important, or not too important?

Local Control and fiscal responsibility are also important to residents.

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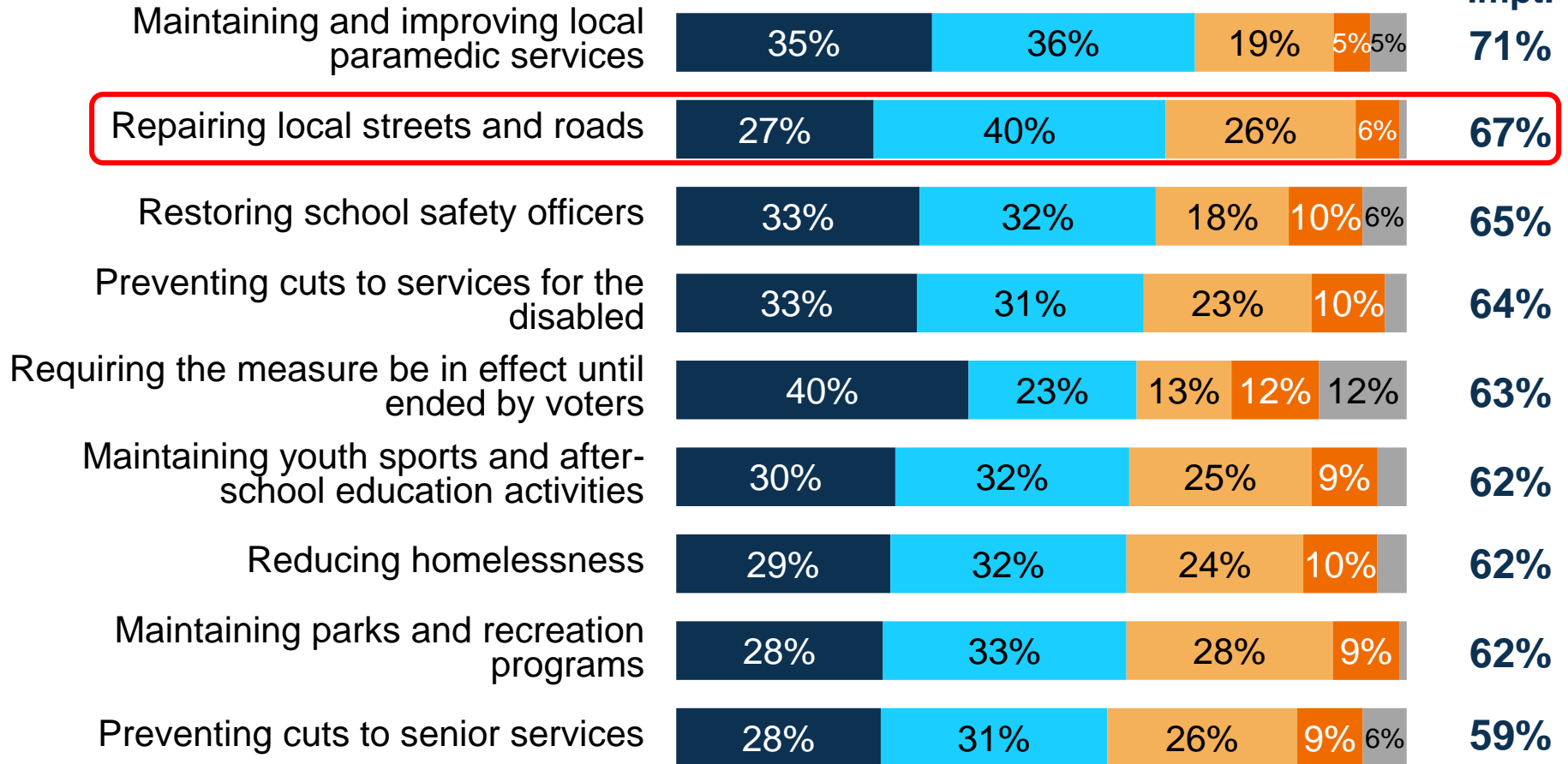


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Two-thirds of residents say it is extremely/very important to have funding available for repairing streets and roads.

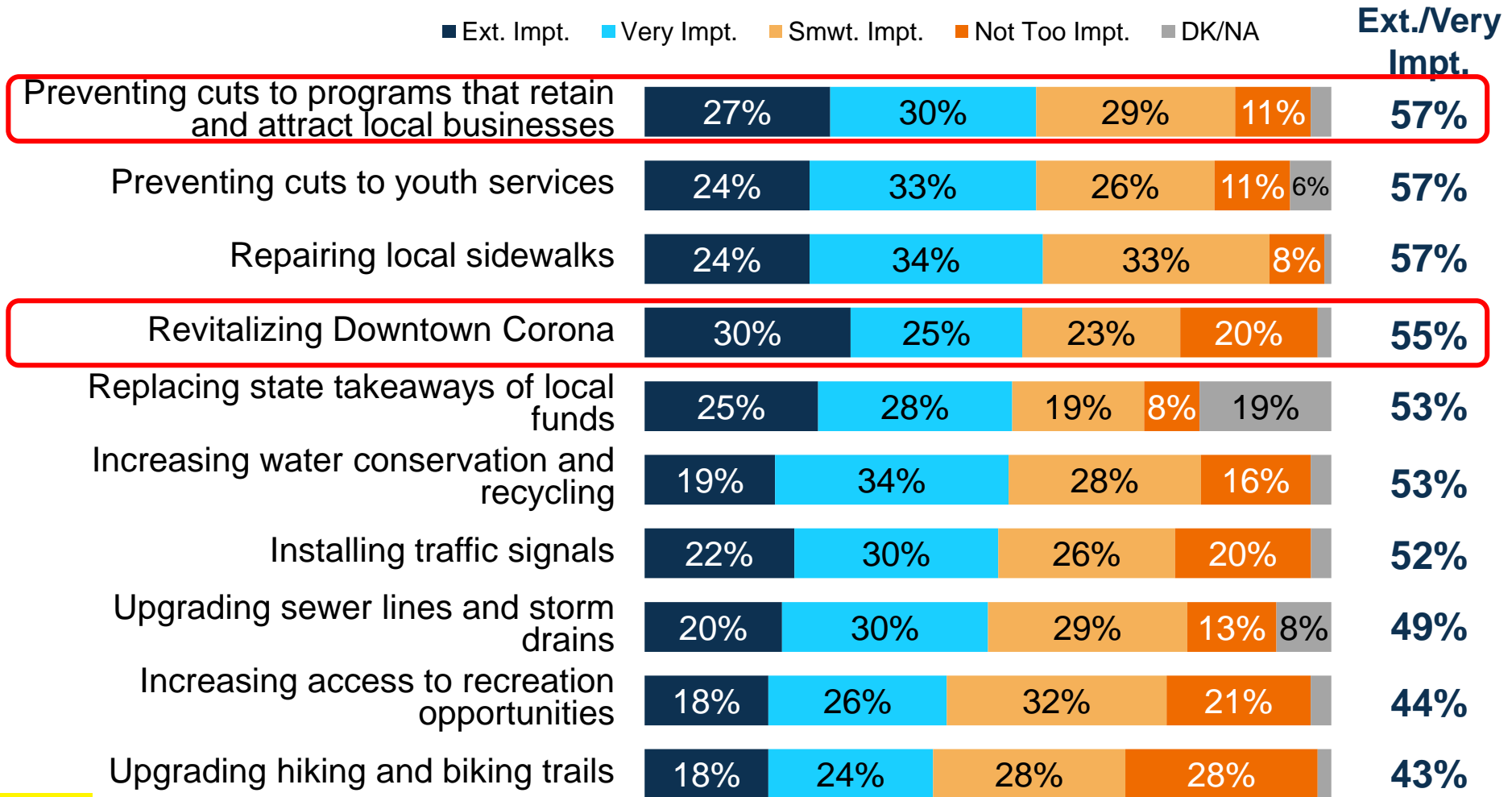
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Majorities say it is extremely/very important to revitalize Downtown or retain/attract local businesses.



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