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City of Newark: 2020 Community Priorities Survey – Key Highlights

May 2020

Overview and Research Objectives

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

- Gauge satisfaction with the City's provision of services and management of public funds;
- Assess potential interest for a UUT extension measure to maintain critical City services with funding that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

Methodology Overview

- Data Collection Landline (44), cell phone (71), text to online (214), and email to online (44) interviewing
- Universe 17,264 likely November 2020 voters in the City of Newark
- Fielding Dates March 6 through March 16, 2020
- Interview Length 20 minutes
- Sample Size 373
- Margin of Error $\pm 5.02\%$

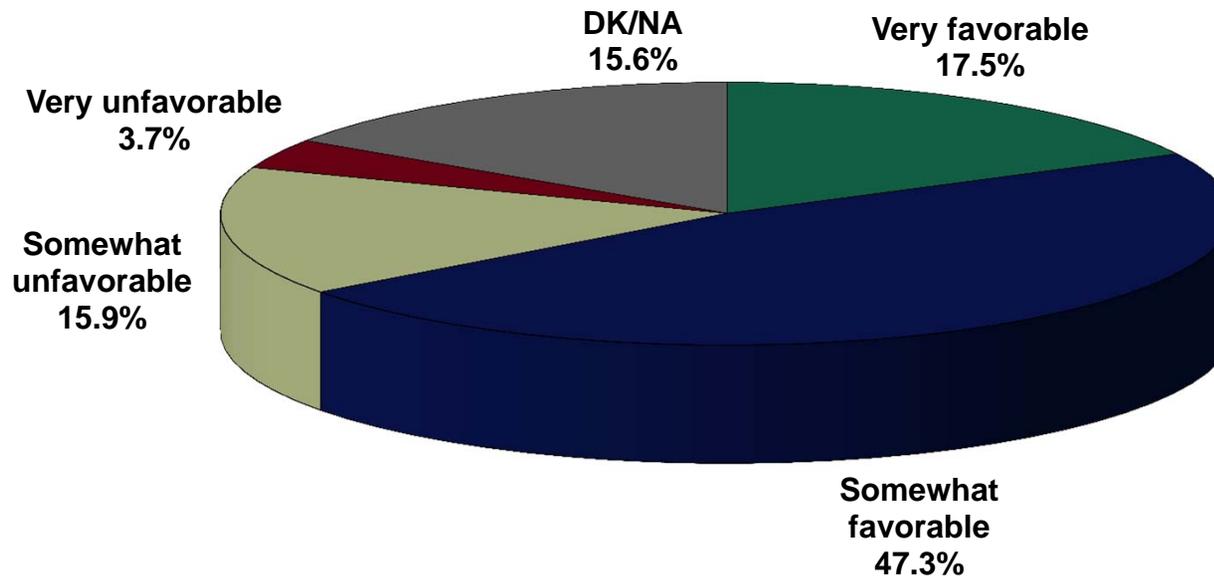


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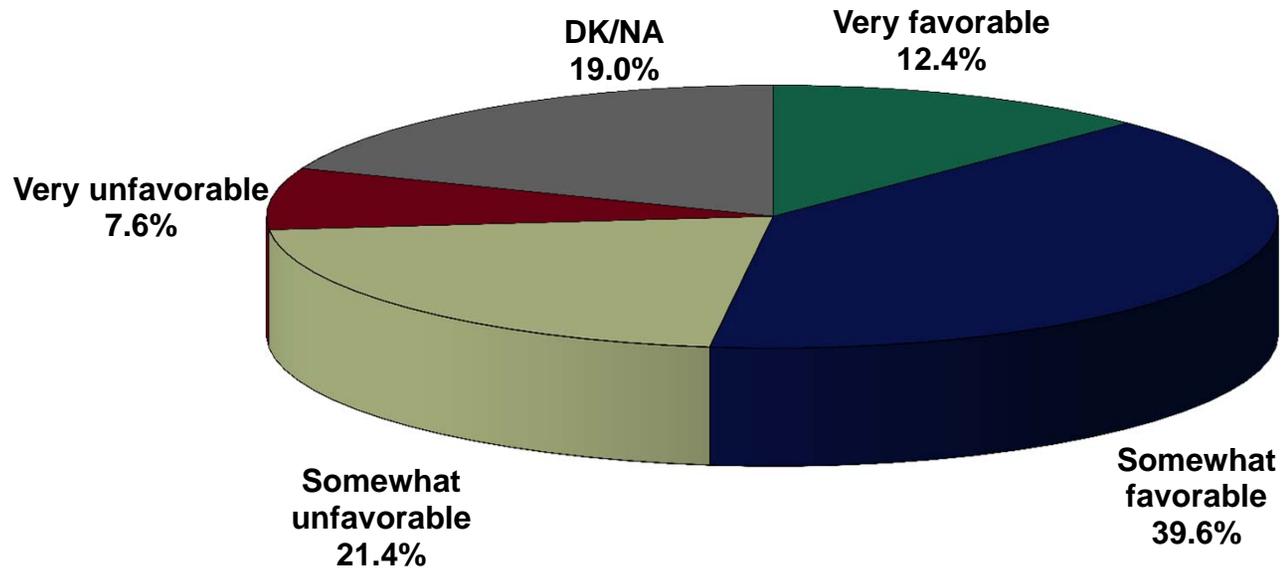
Key Findings

Nearly Two-Thirds Perceive the City is Doing a Good Job Providing Services (n=373)



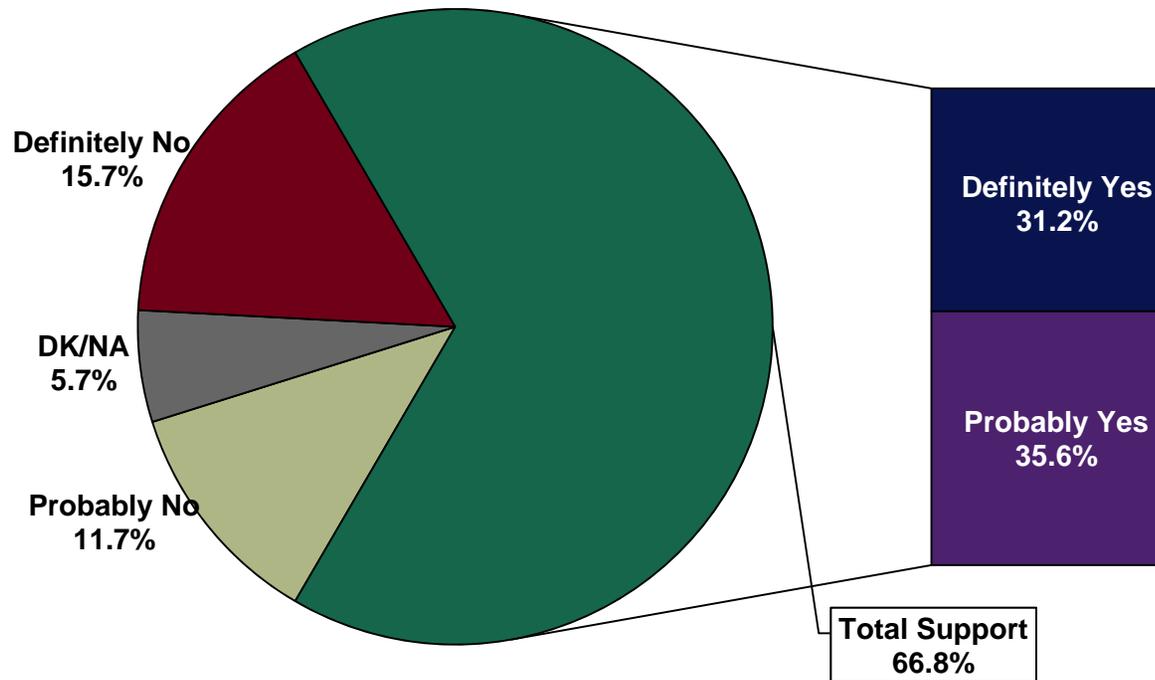
	<u>Nov '20</u>	<u>Nov '16</u>
Total Favorable	65.4%	75.1%
Total Unfavorable	16.3%	14.4%
Ratio Fav to Unfav	4.0	5.2

Majorities Continue to Perceive the City Manages Public Funds Effectively (n=373)



	<u>Nov '20</u>	<u>Nov '16</u>
Total Favorable	52.0%	57.6%
Total Unfavorable	29.0%	21.7%
Ratio Fav to Unfav	1.8	2.7

Up to Two-Thirds Interested in Extending Existing Local Funding (n=373)

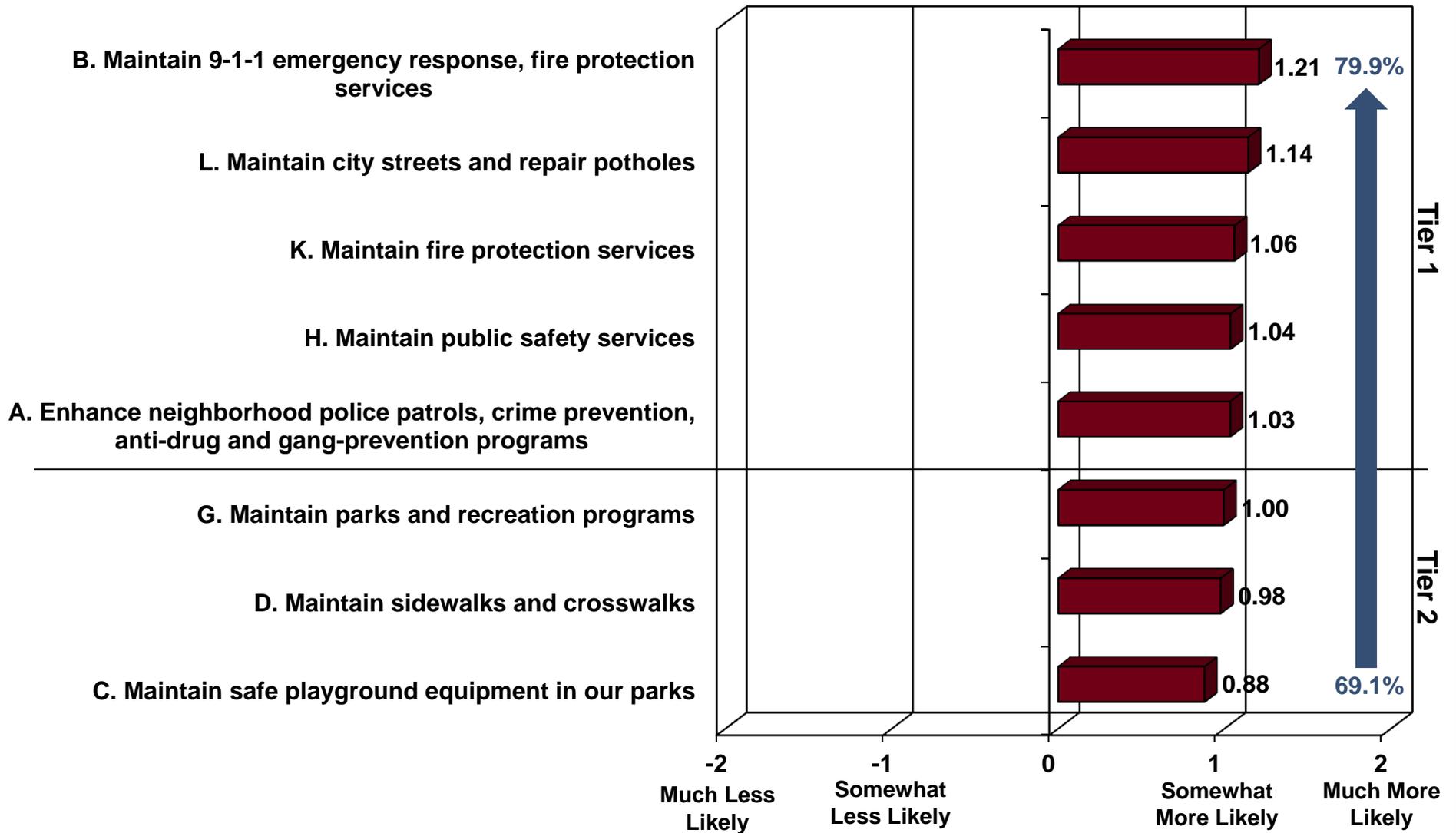


To maintain critical City services, including

- neighborhood patrols, crime prevention, anti-drug and gang-prevention programs;
- 9-1-1 emergency response, fire protection services;
- repairing potholes and city streets;
- keeping the Senior Center open;
- maintaining school police officers;
- parks and recreation programs;
- and other city services;

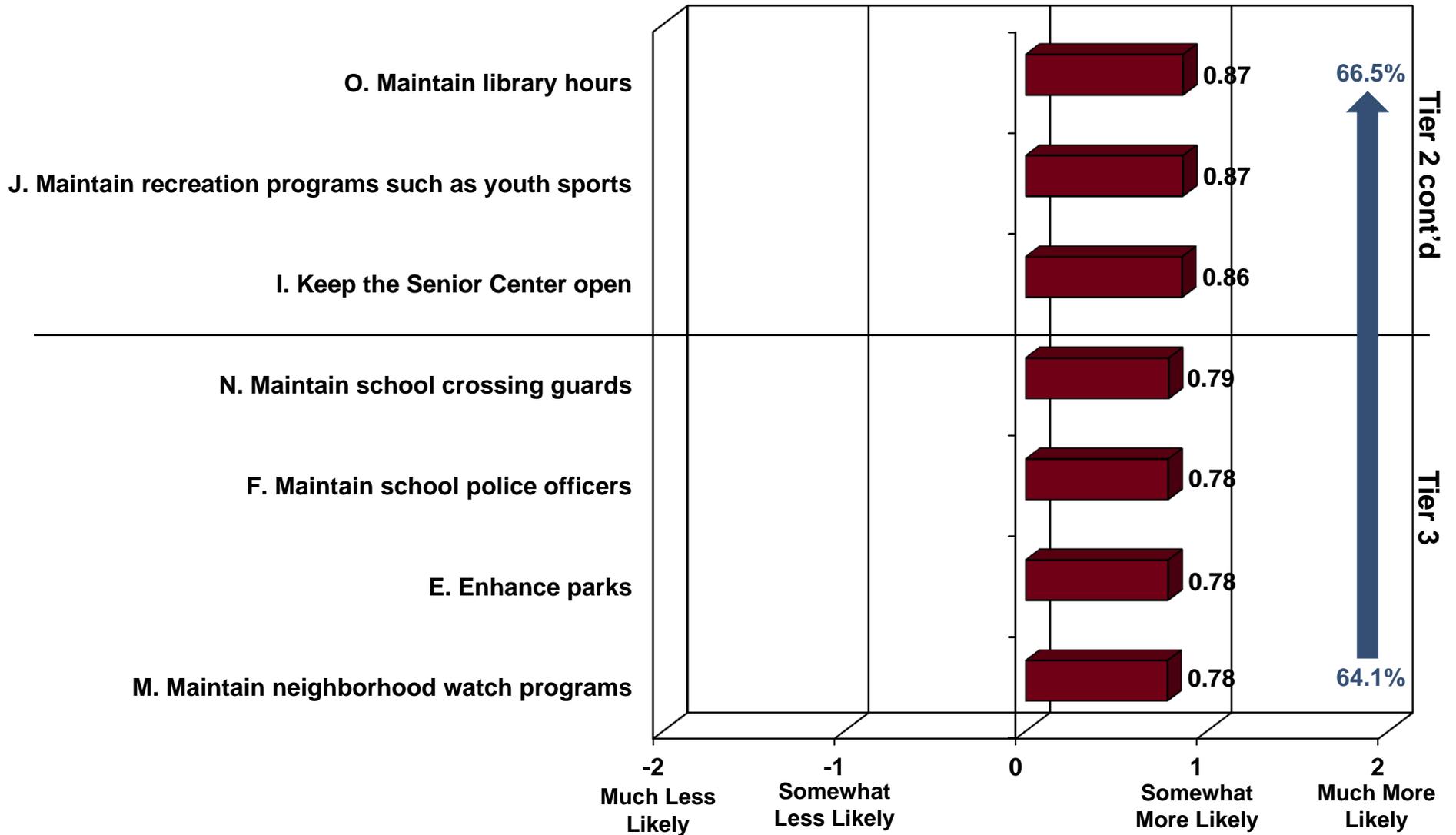
shall the City of Newark extend the existing voter-approved utility users tax until ended by voters, without increasing the current 3.25% rate, providing \$3.5 million dollars annually, exempting seniors and low-income residents, requiring independent audits, with no money for Sacramento?

Priorities for Local Funding I (n=373)



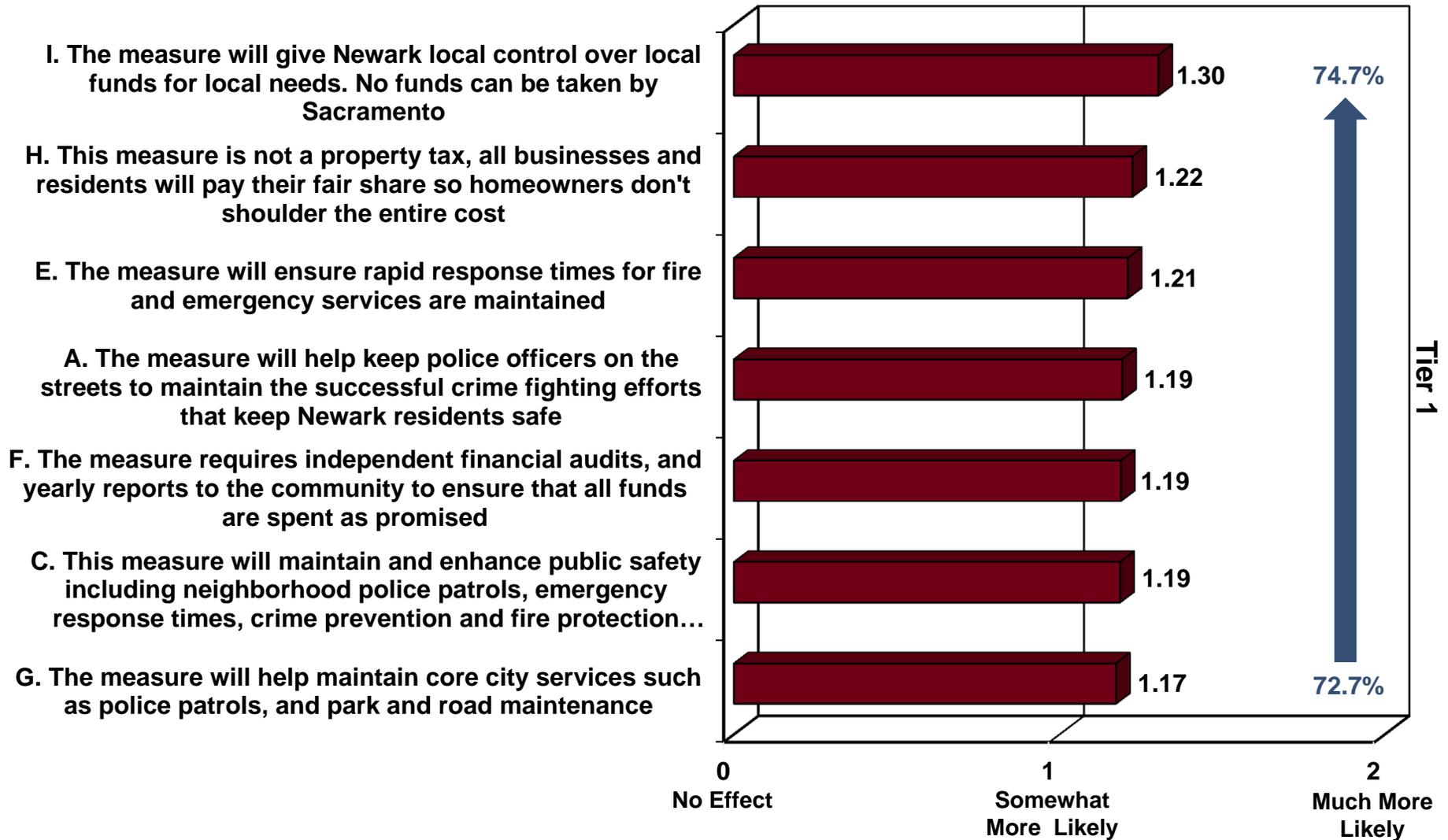
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Priorities for Local Funding II (n=373)



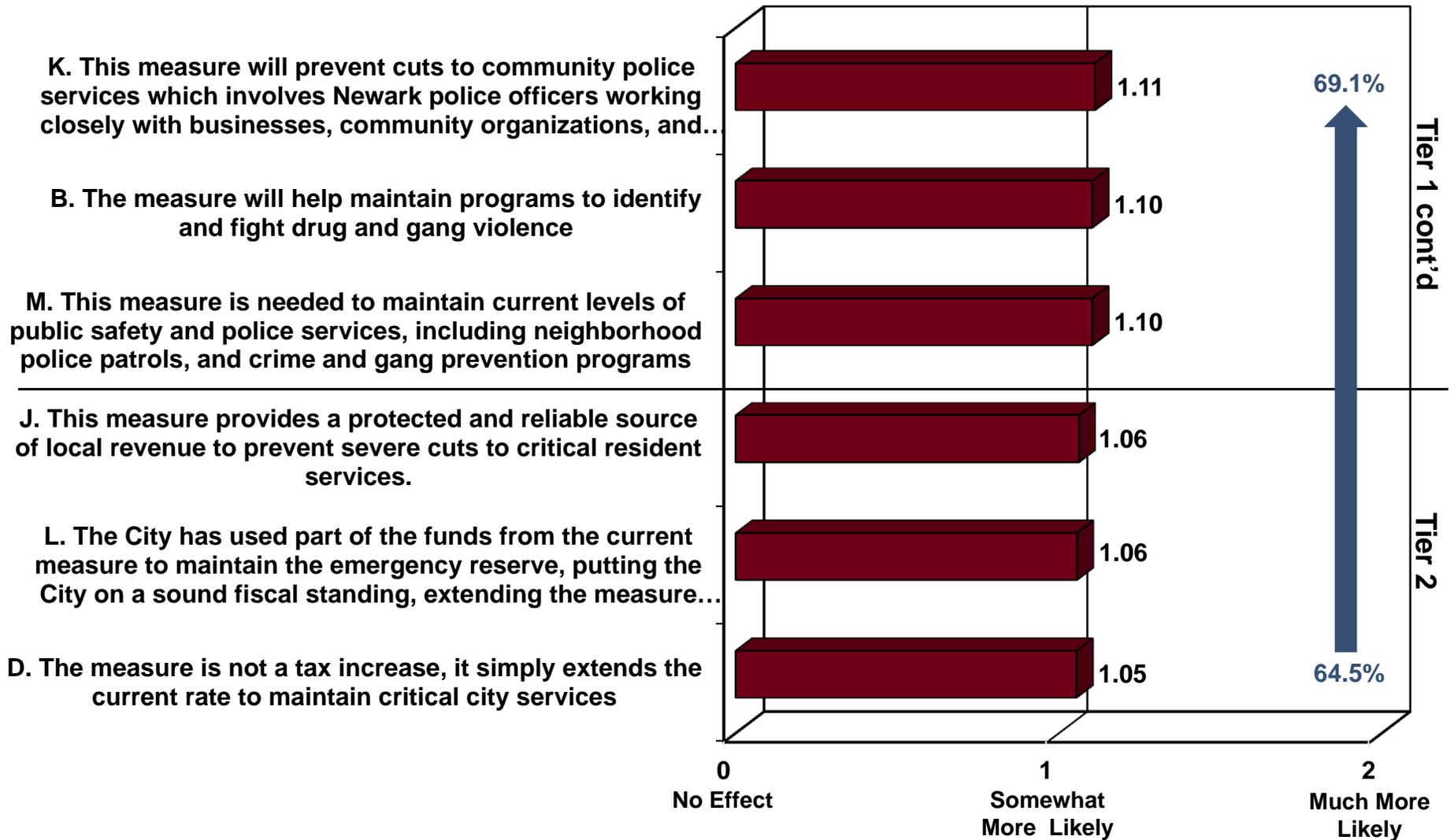
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Informational Statements I (n=373)



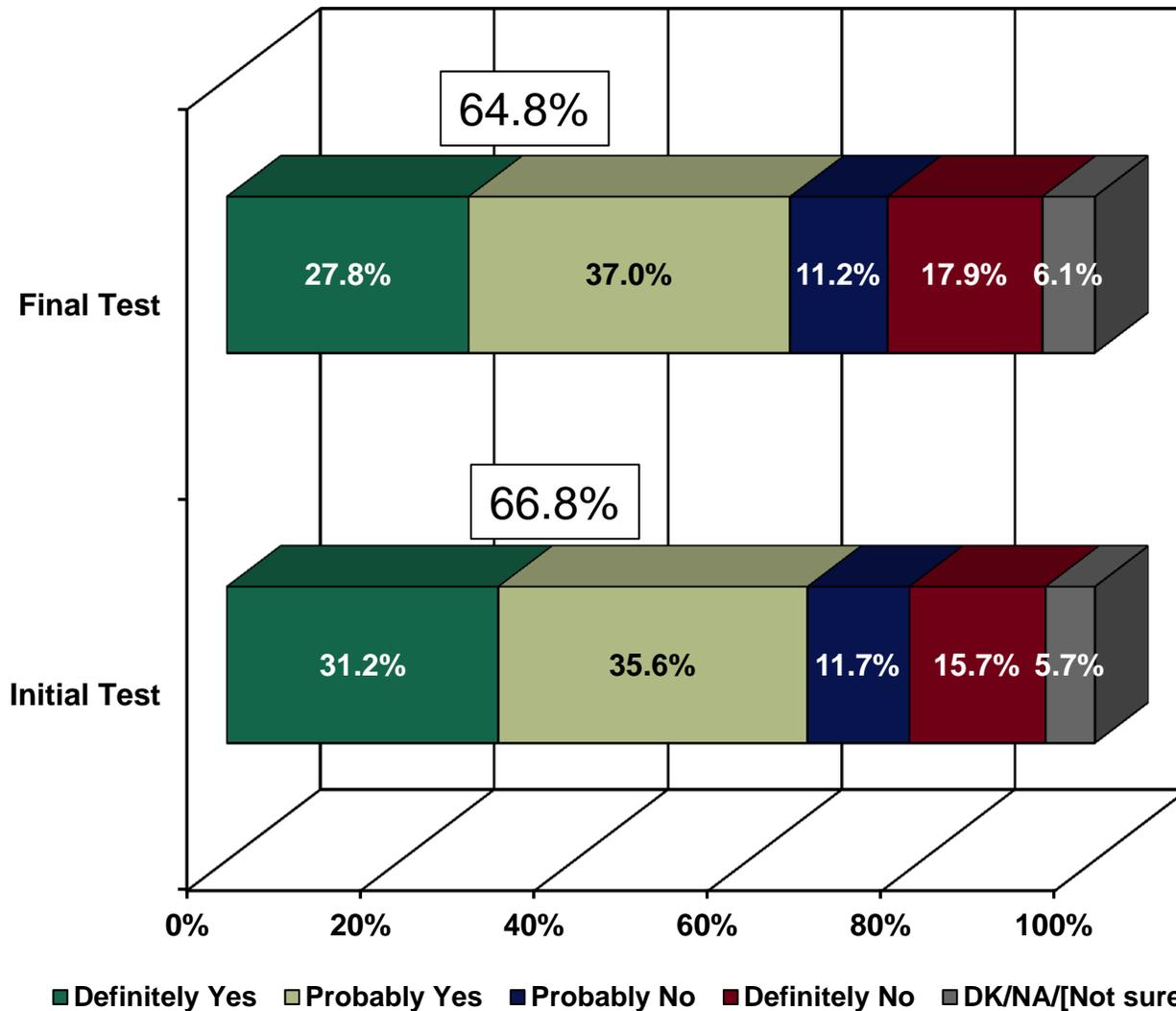
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Informational Statements II (n=373)



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.

Nearly Two-Thirds Remain Interested in Extending Local Funding After Hearing More Information (n=373)

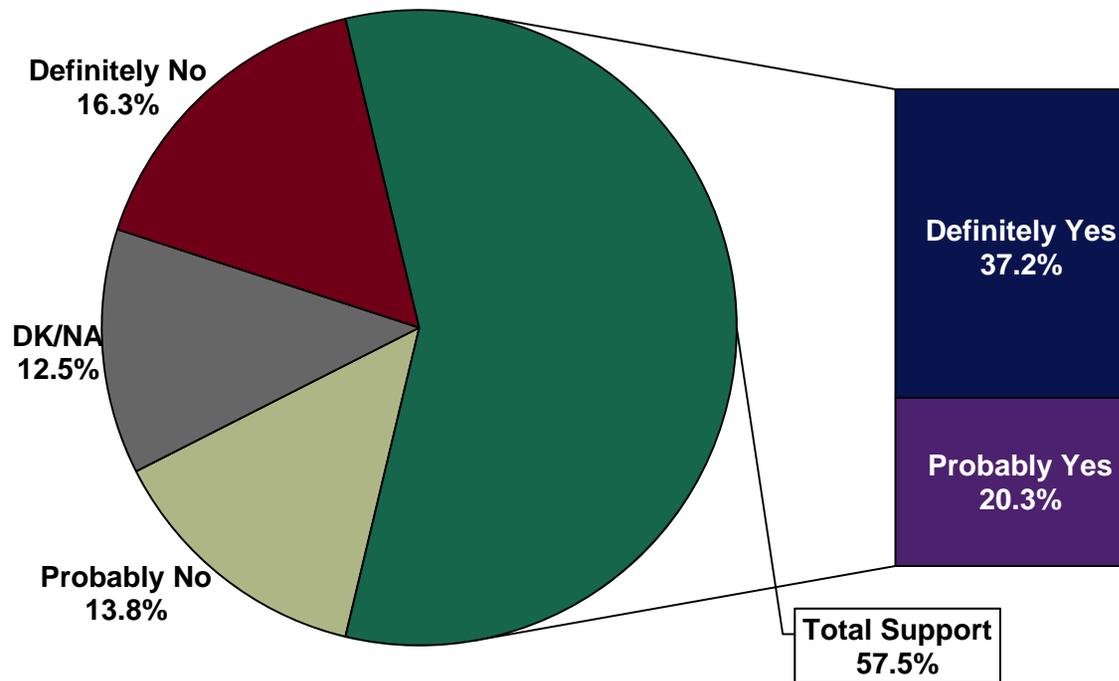


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Majorities Are Also Potentially Interested Continuing Funding for a 9-year Period (n=373)



Instead of levying the utility users tax until ended by voters, another alternative would be to end it after 9 years, would you vote yes or no on the measure?



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