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City of Novato: 2020 Community Priorities Survey

July 2020

- Data Collection Landline (70), text to online (476), and email to online (135) interviewing
- Universe 27,501 likely November 2020 voters in the City of Novato
- Fielding Dates May 18 through May 24, 2020
- Interview Length 20 minutes
- Sample Size 681
- Margin of Error $\pm 3.71\%$

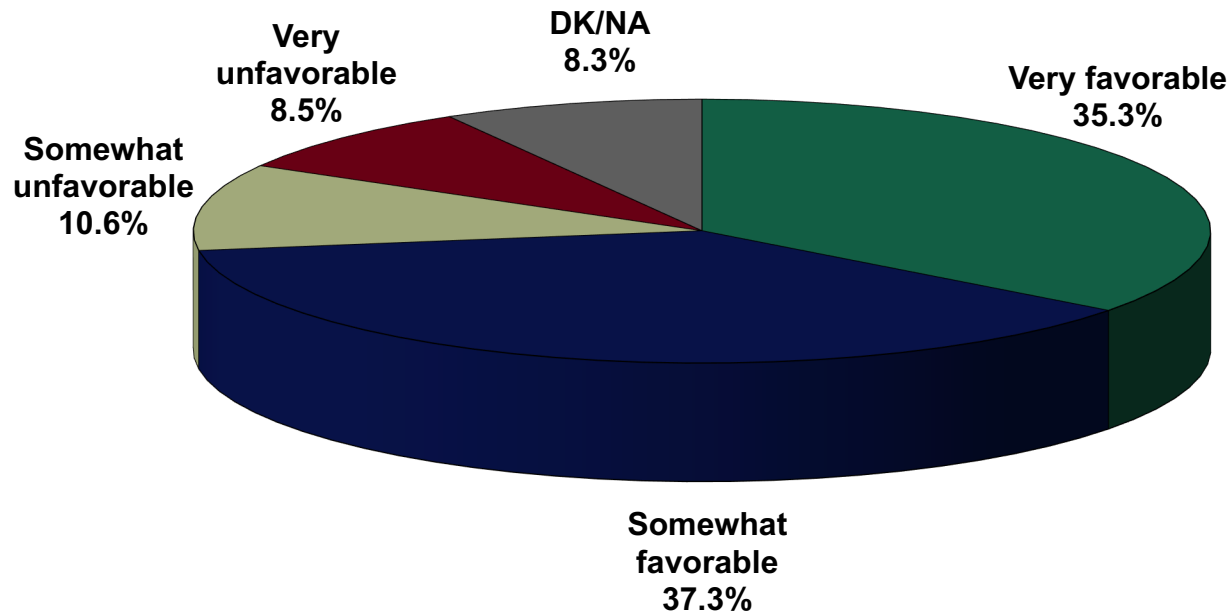


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Key Findings

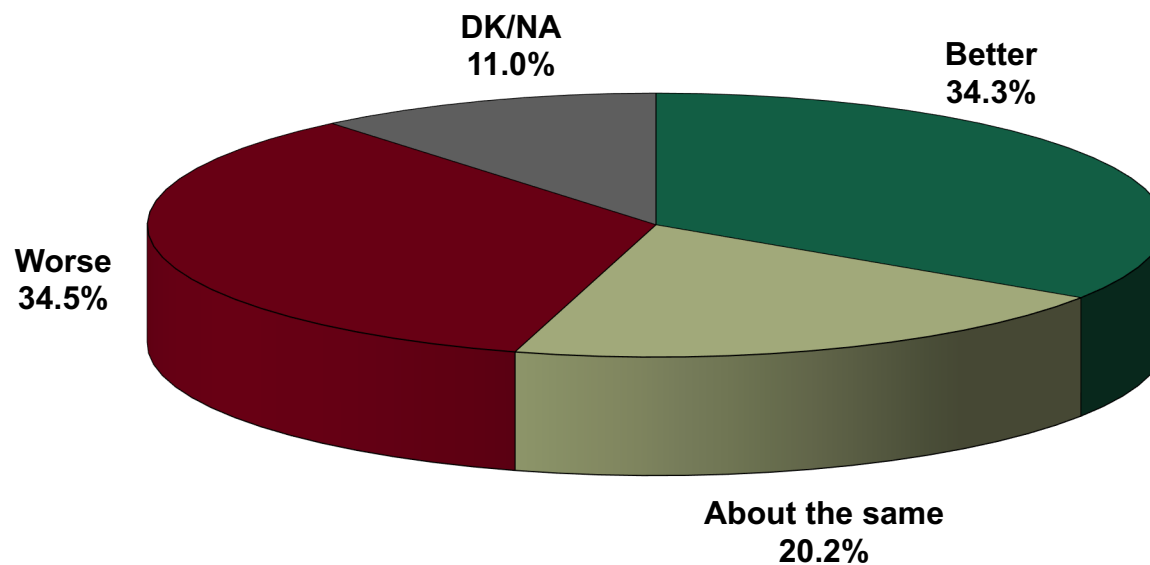
Opinion on Job State/Local Governments & Districts are Doing to Address the COVID Crisis Likely November 2020 Voters



	<u>Nov '20</u>
Total Favorable	72.6%
Total Unfavorable	19.1%
Ratio Fav to Unfav	3.8

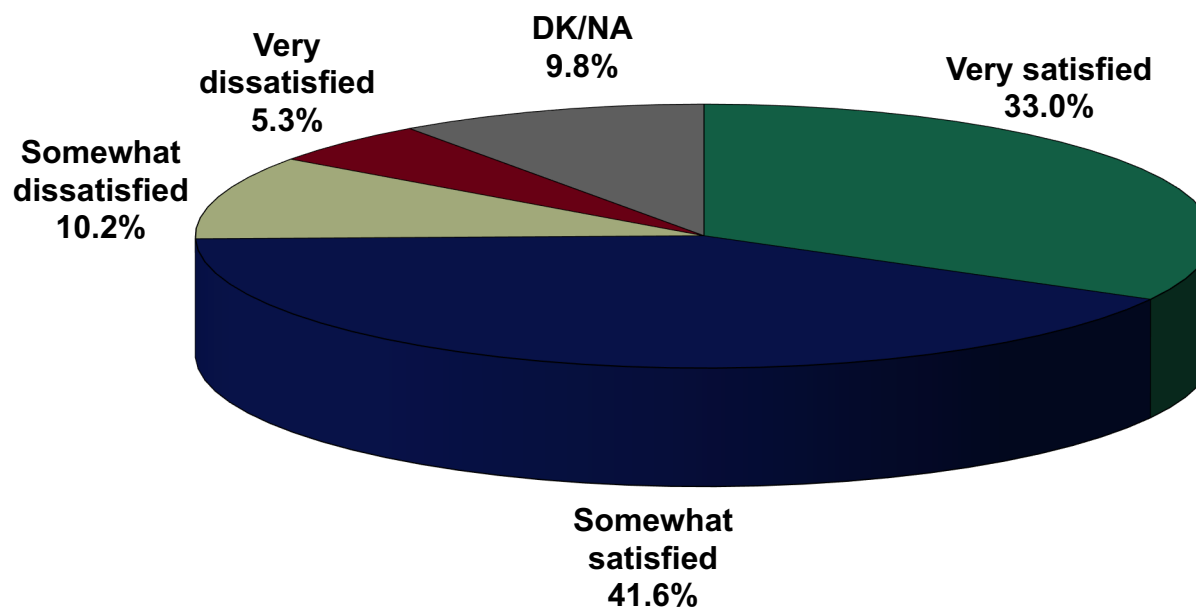
Opinion on Future Direction of the Economy

Likely November 2020 Voters



Satisfaction With City's Provision of Services

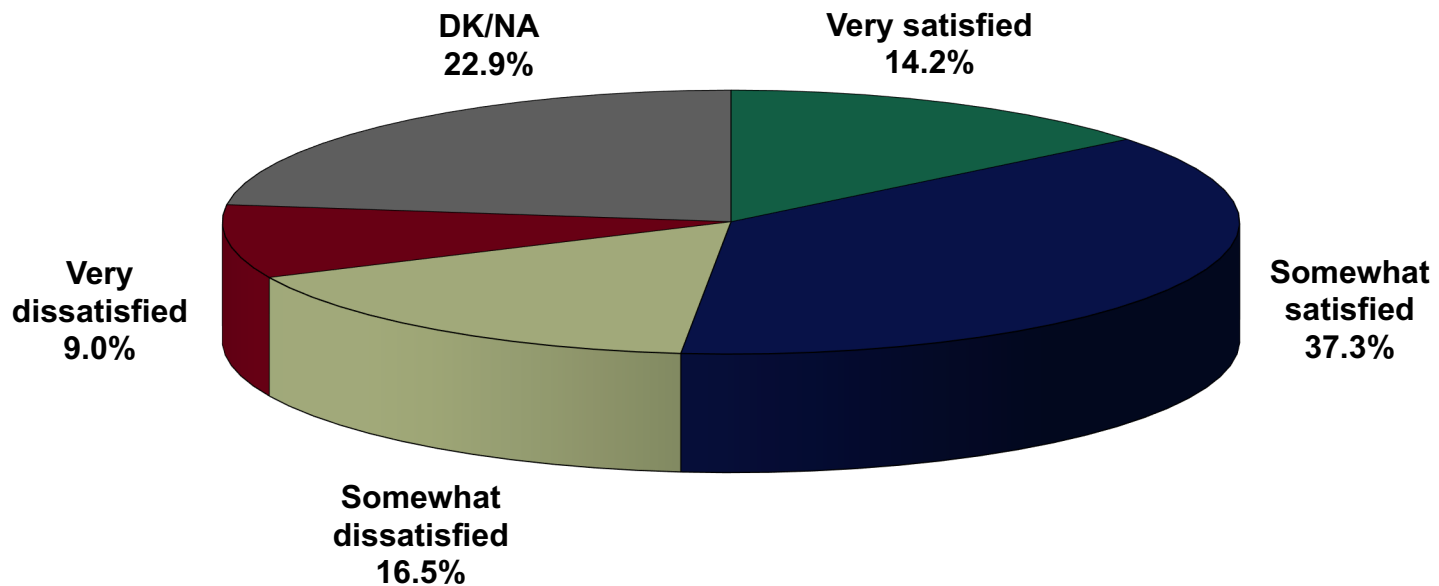
Likely November 2020 Voters



	<u>Nov '20</u>	<u>Nov '15</u>
Total Satisfied	74.6%	79.2%
Total Dissatisfied	15.5%	17.8%
Ratio Sat to Dissat	4.8	4.4

Satisfaction With City's Management of Taxpayer Funds

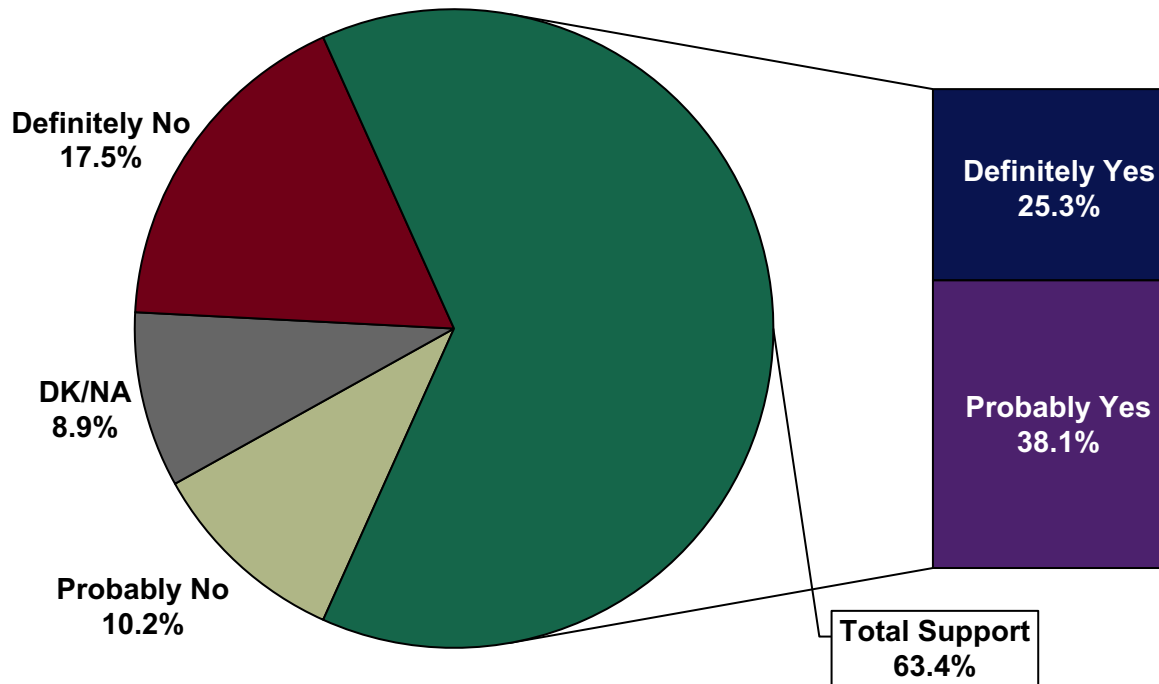
Likely November 2020 Voters



	<u>Nov '20</u>
Total Satisfied	51.6%
Total Dissatisfied	25.5%
Ratio Sat to Dissat	2.0

Potential Local Recovery and Reinvestment Measure

Likely November 2020 Voters



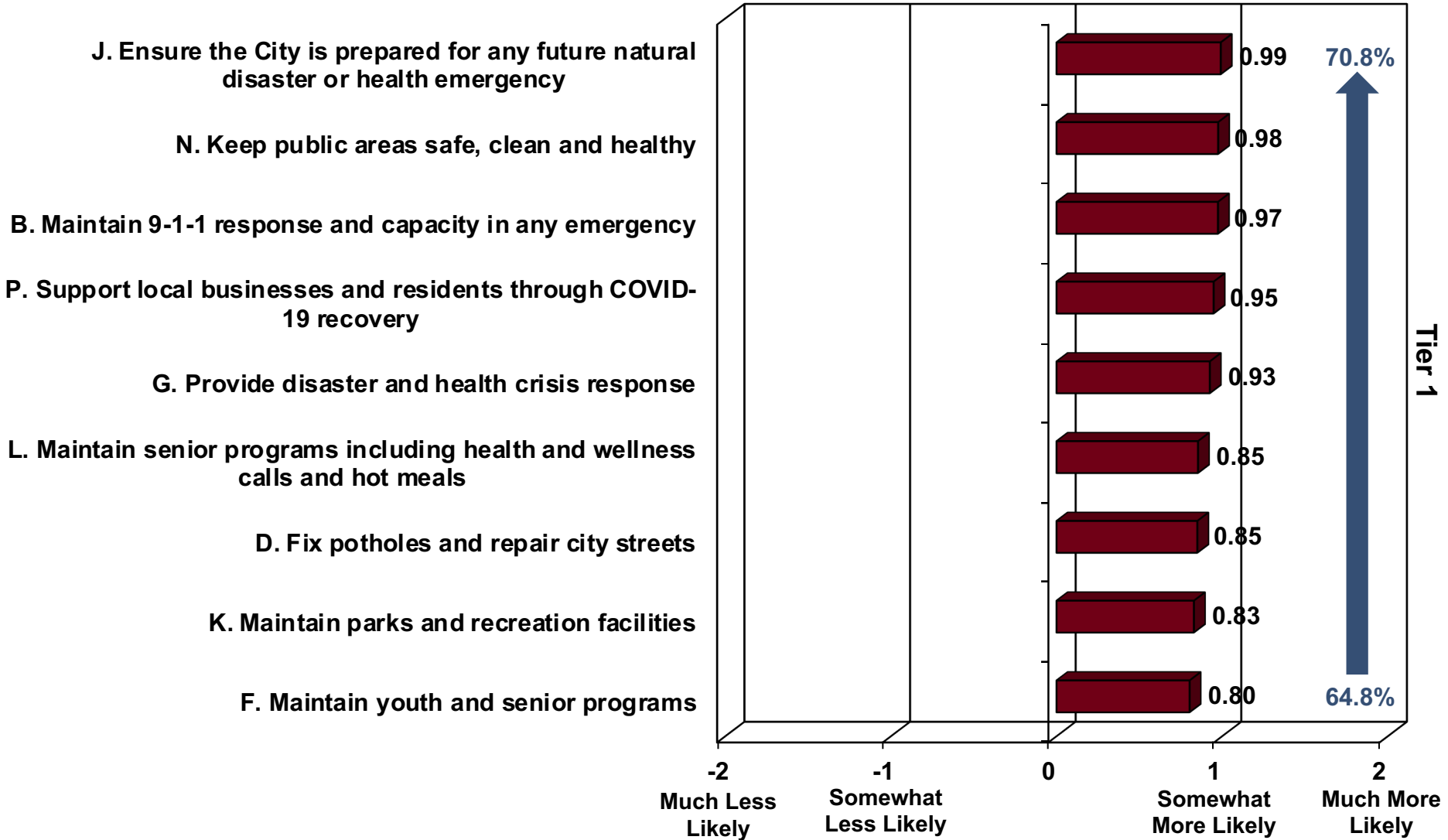
To continue funding, for Novato only, that cannot be taken by Sacramento, for general city services including, but not limited to:

- local COVID-19 crisis relief and recovery;
- neighborhood police patrols;
- 9-1-1 emergency response;
- repairing potholes and streets;
- supporting business community recovery; and
- disaster response;

shall an ordinance increasing the City of Novato's existing transient occupancy tax charged to hotel and lodging guests by 2%, until ended by voters, providing an additional \$400,000 annually, with citizens' oversight, independent audits, be adopted?

Community Priorities I

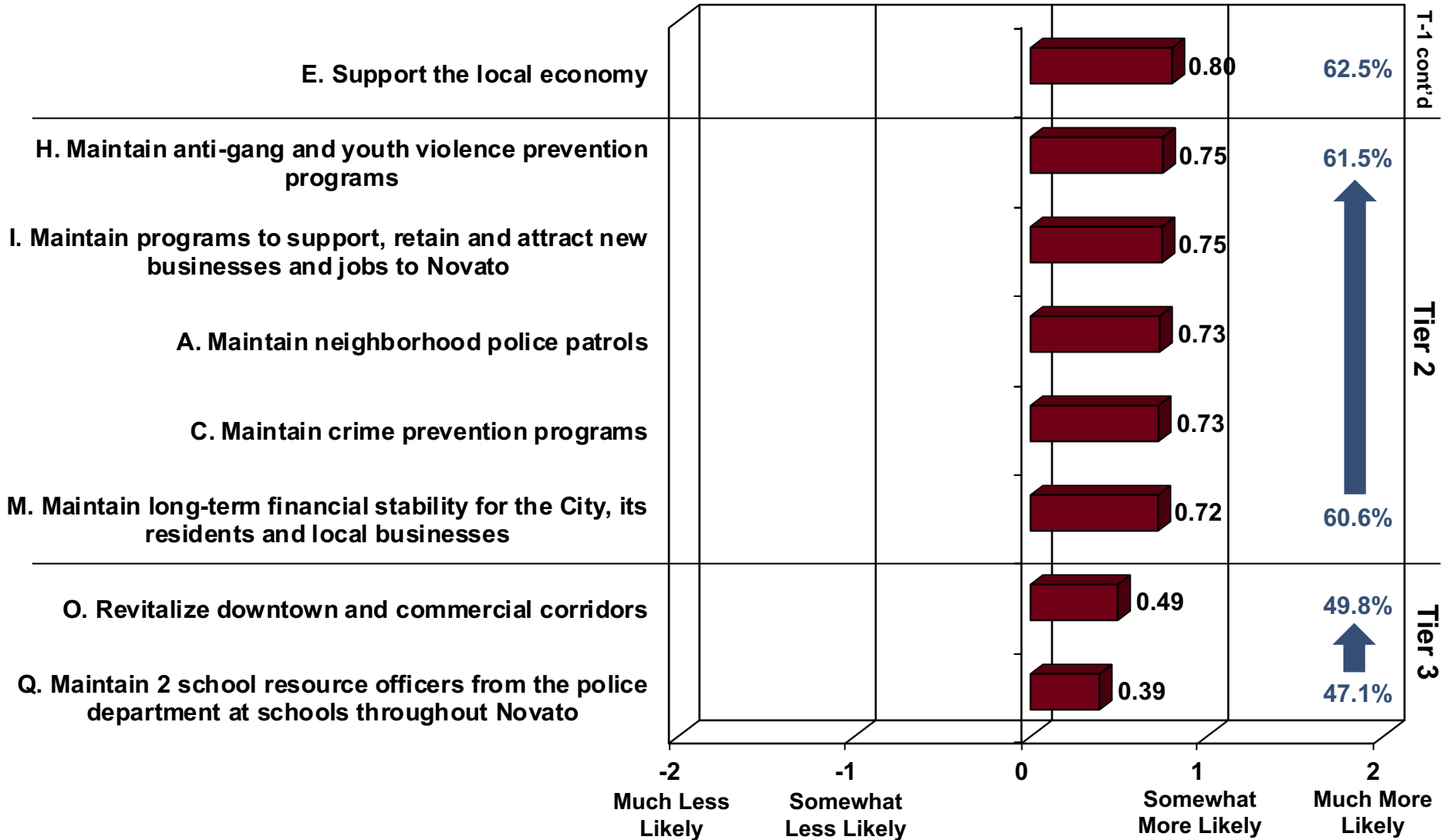
Likely November 2020 Voters



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.

Resident Priorities II

Likely November 2020 Voters



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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