



ORINDA
CALIFORNIA

Orinda Voter Views of a Potential Finance Measure

Key Findings from a Survey of Voters
Conducted January 30-February 6, 2020



OPINION
RESEARCH
& STRATEGY

220-5455

Methodology

- 436 interviews with Orinda voters likely to participate in the November 2020 election
- Conducted January 31-February 6, 2020, online and via landline and cell phones
- Margin of sampling error of $\pm 4.9\%$ at the 95% confidence level; $\pm 6.9\%$ for half-samples
- Due to rounding, some percentages do not add up to 100%
- Selected comparisons to prior research conducted in the city in 2012, 2014, 2016 and 2018

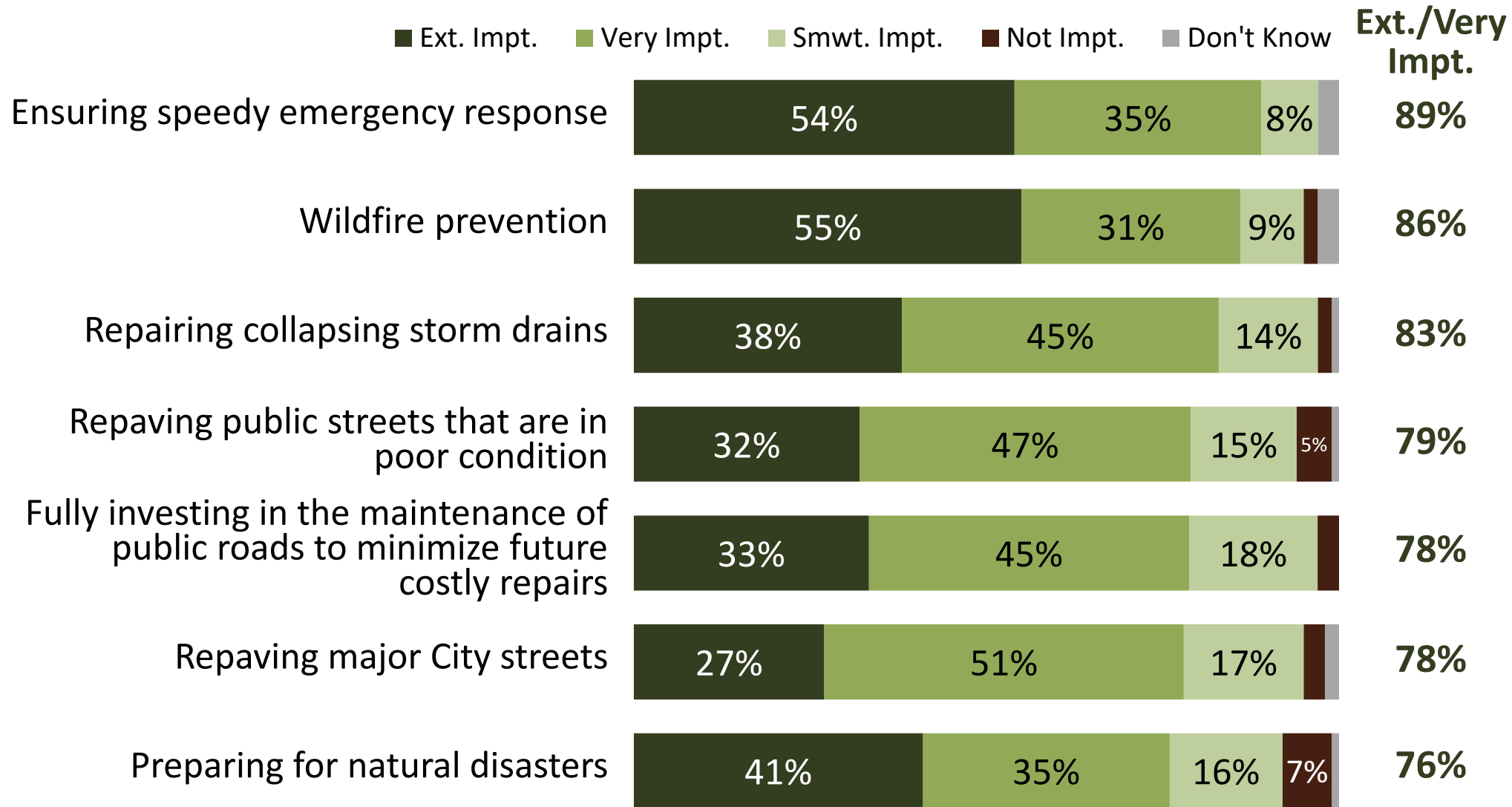




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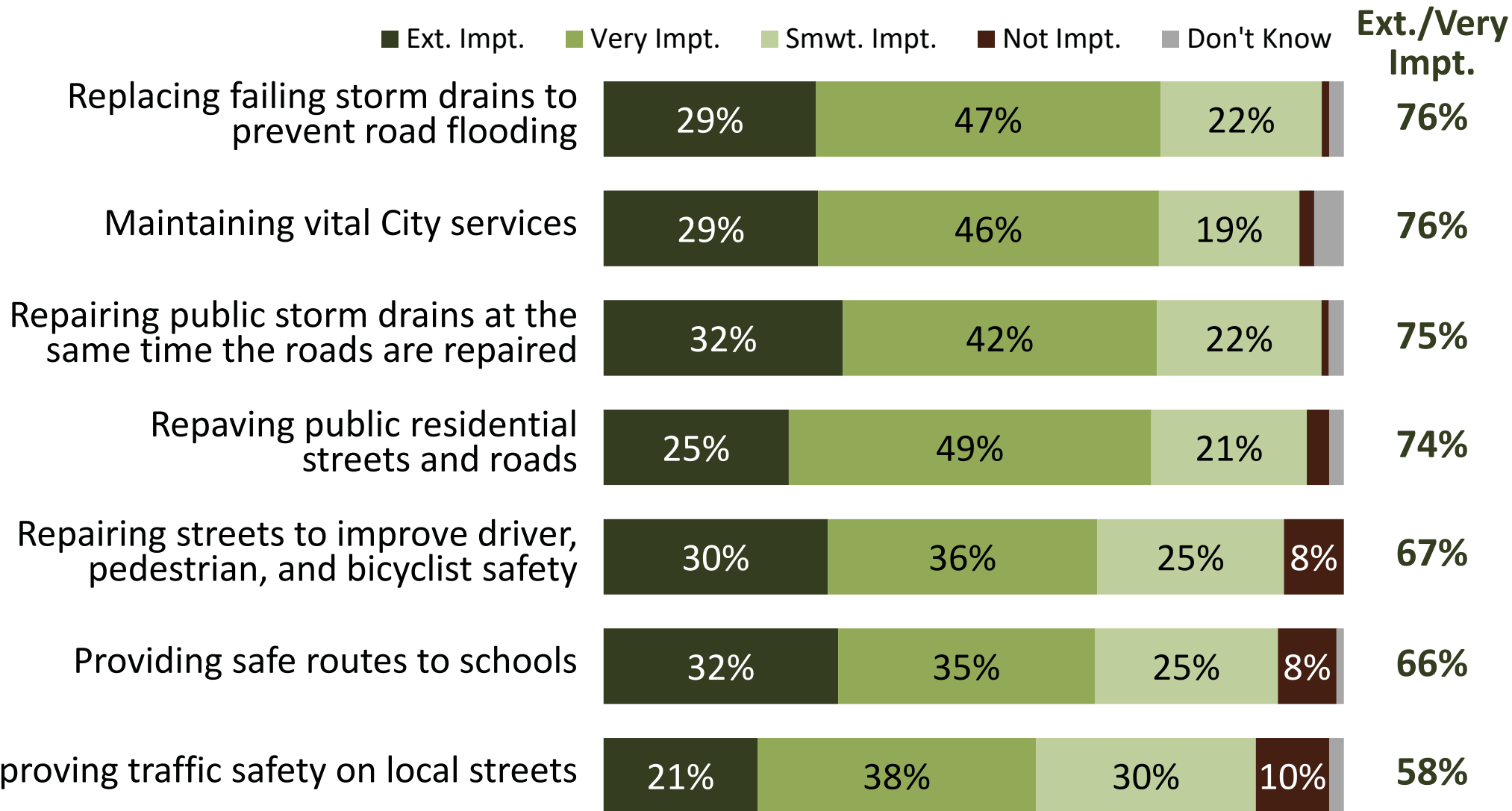
Investment Priorities

Speedy emergency response and wildfire prevention are “extremely important” priorities for majorities of Orinda voters.



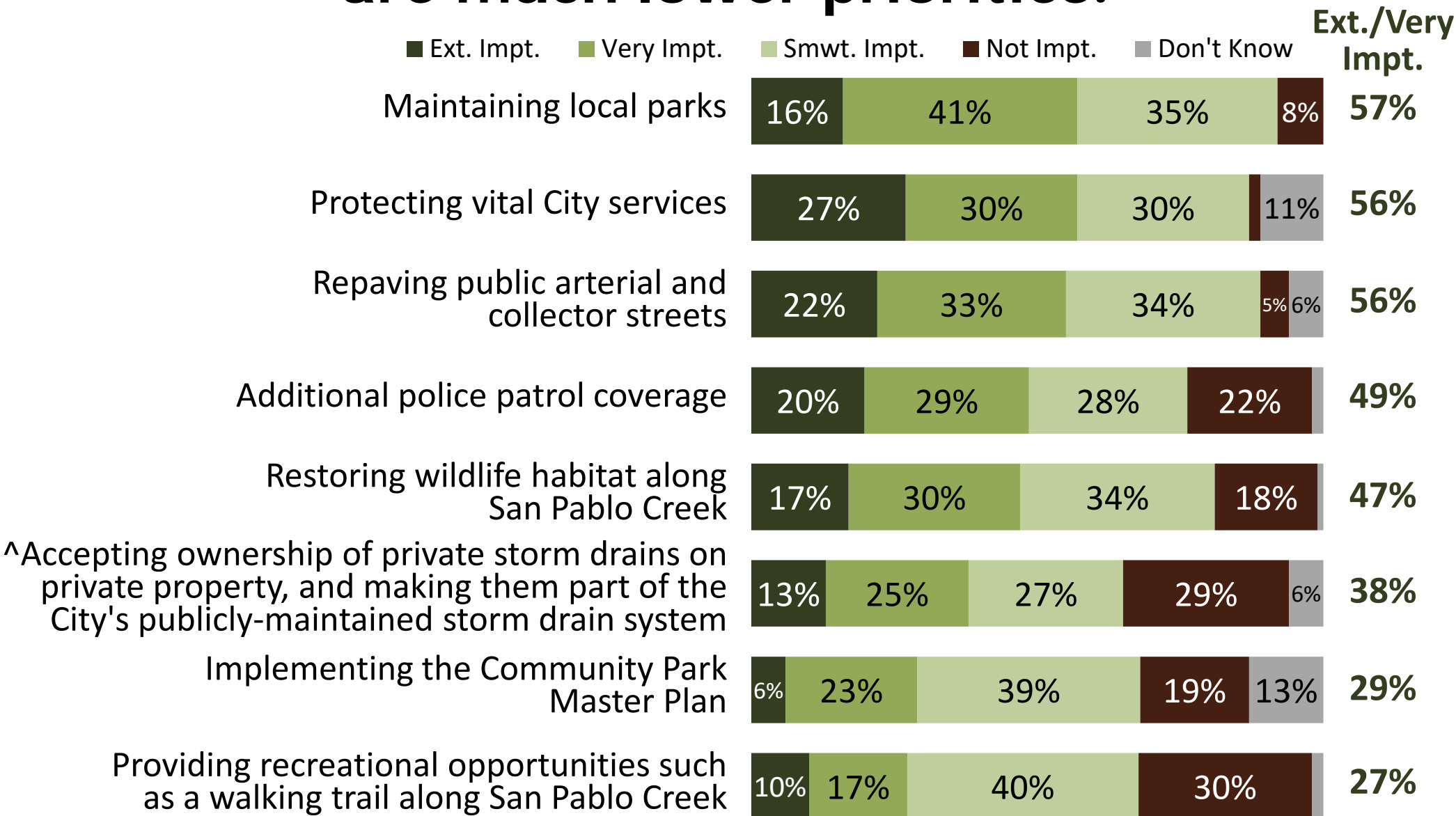
Q10. I am going to read you a list of specific City projects and services that could be funded by the measure. Recognizing that there will not be enough funding to complete all of these projects, please tell me how important each one is to you: extremely important, very important, somewhat important, or not important. Split Sample

Repairing storm drains, repaving roads, and improving safety are also key priorities.



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Parks and private storm drains are much lower priorities.



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