

UPLAND COMMUNITY PRIORITIES & BUSINESS LICENSE REFORM SURVEY HIGHLIGHTS

CONDUCTED FOR THE
CITY OF UPLAND

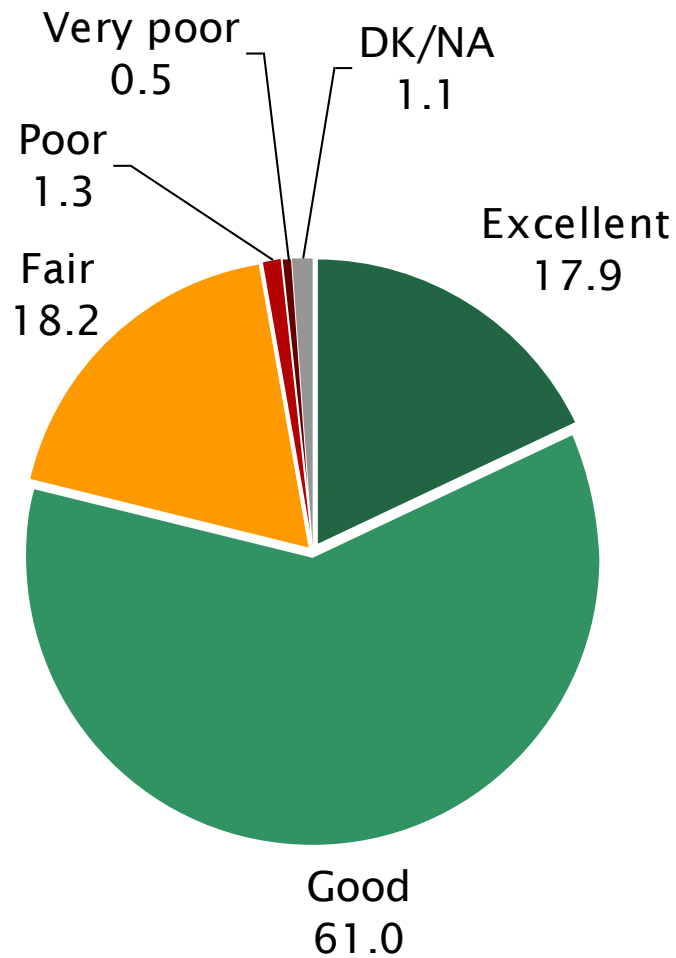




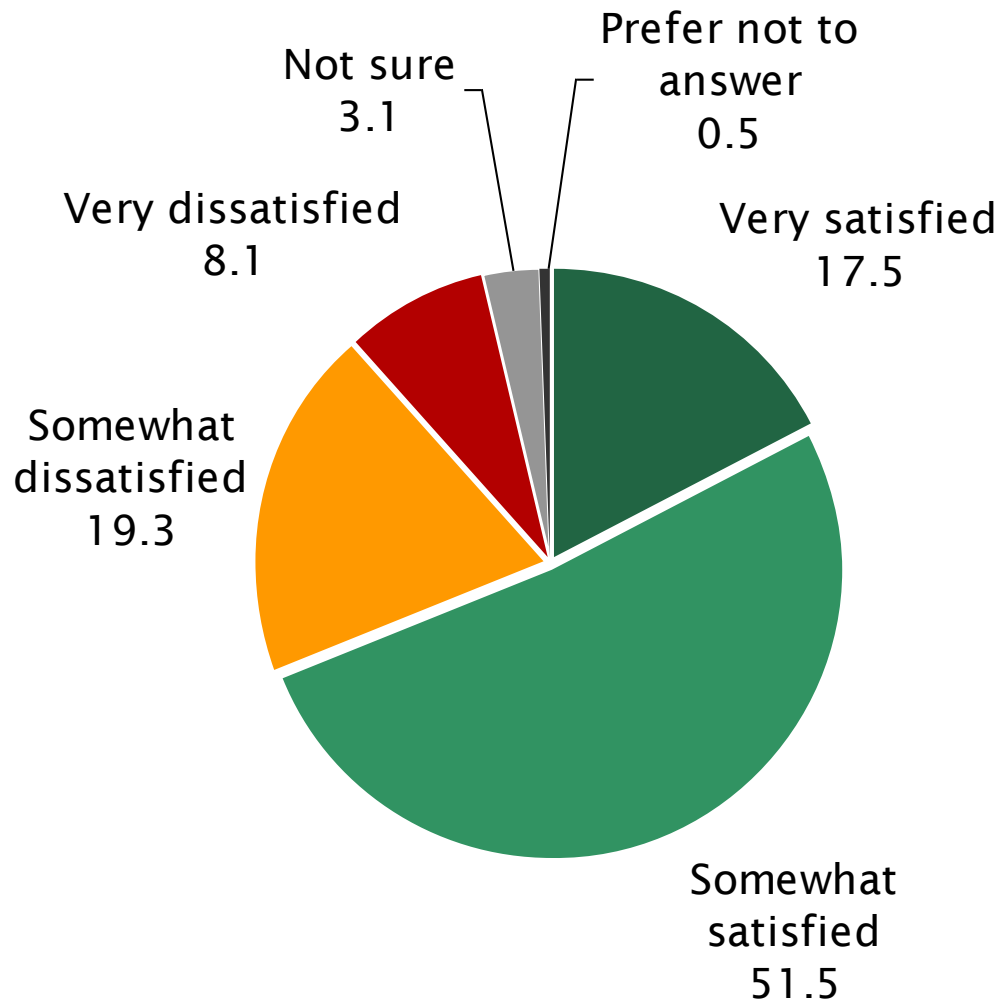
METHODOLOGY OF STUDY

- **How did we select voters to survey?**
 - Stratified & Clustered Random Sample of likely voters (November 2026) using age, gender, partisanship, household party type, and sub-geographies
 - Ensures balanced, representative sample of likely voters
- **How did we recruit participation?**
 - Personalized email, text, and telephone calls
 - PINs to restrict access and ensure one complete per respondent
- **How were voters able to share their opinions?**
 - Secure, PIN-protected website that scales to the device
 - Telephone (land line or mobile)
 - April 2nd to April 8th
- **What was the sample size?**
 - 400 completed surveys
 - Overall margin of error of $\pm 4.9\%$ @ 95% level of confidence

QUALITY OF LIFE REMAINS HIGH

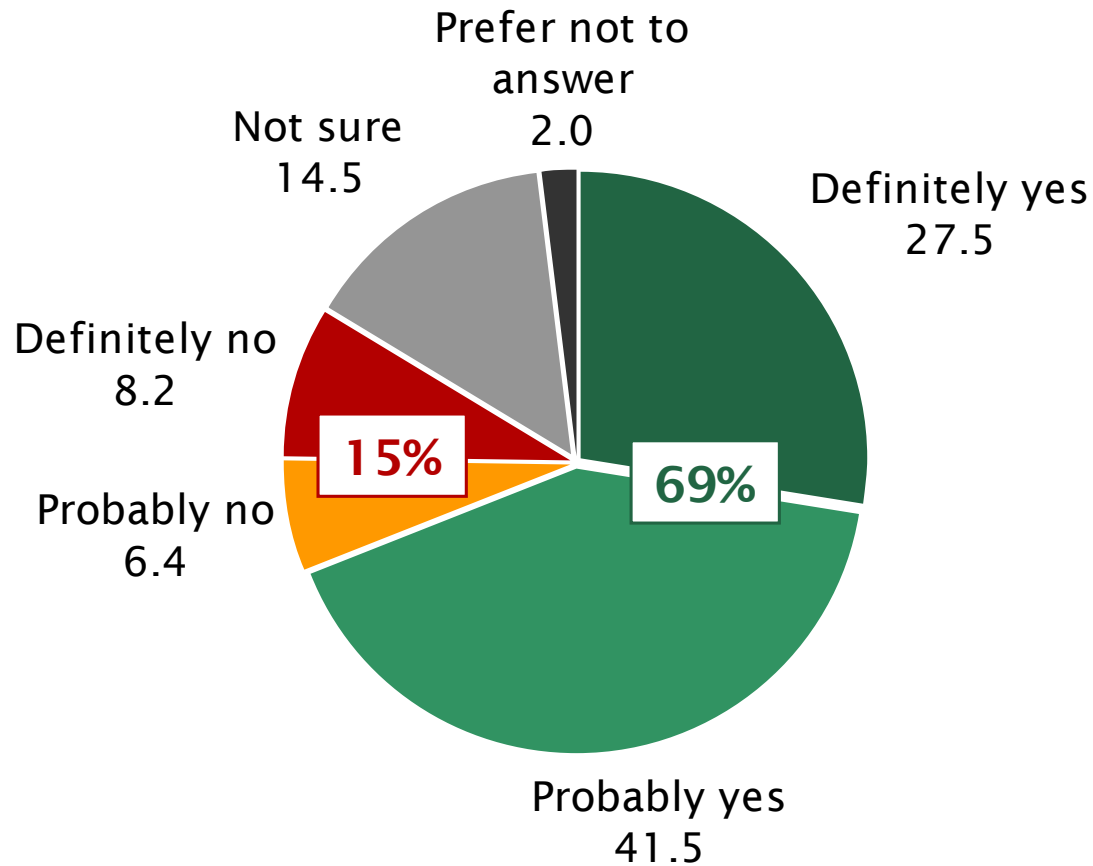


SATISFACTION WITH CITY SERVICES

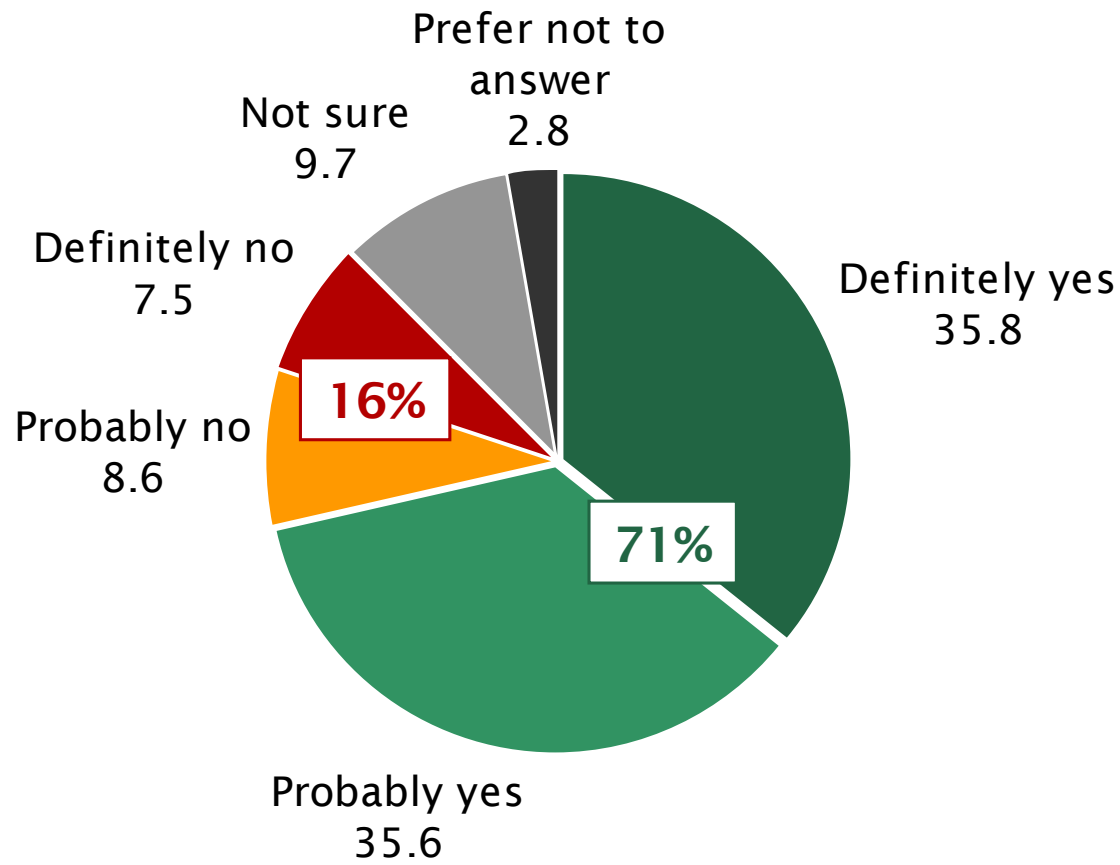




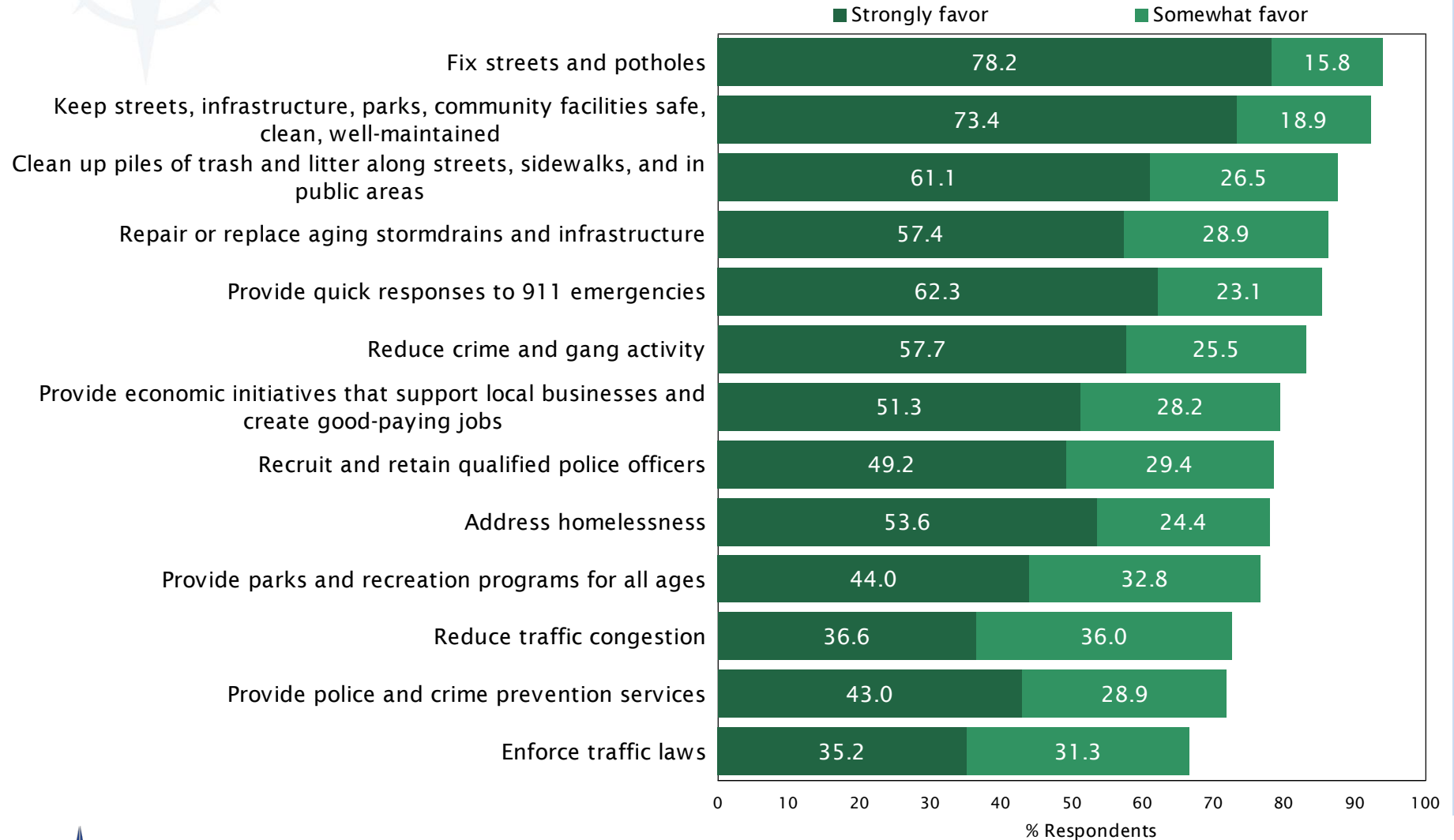
INITIAL BALLOT TEST



AFTER INFORMATION



RESIDENT BUDGET PRIORITIES





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