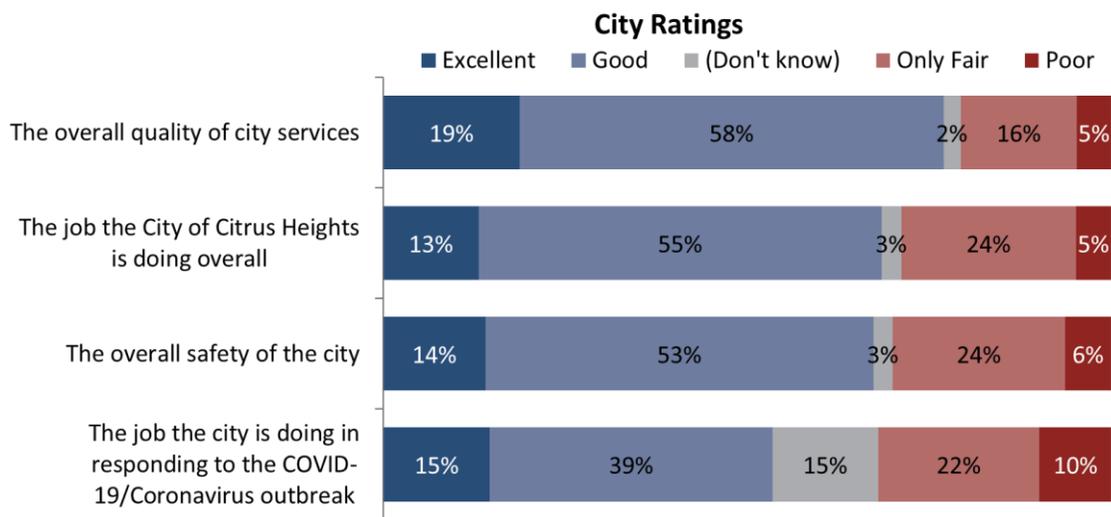




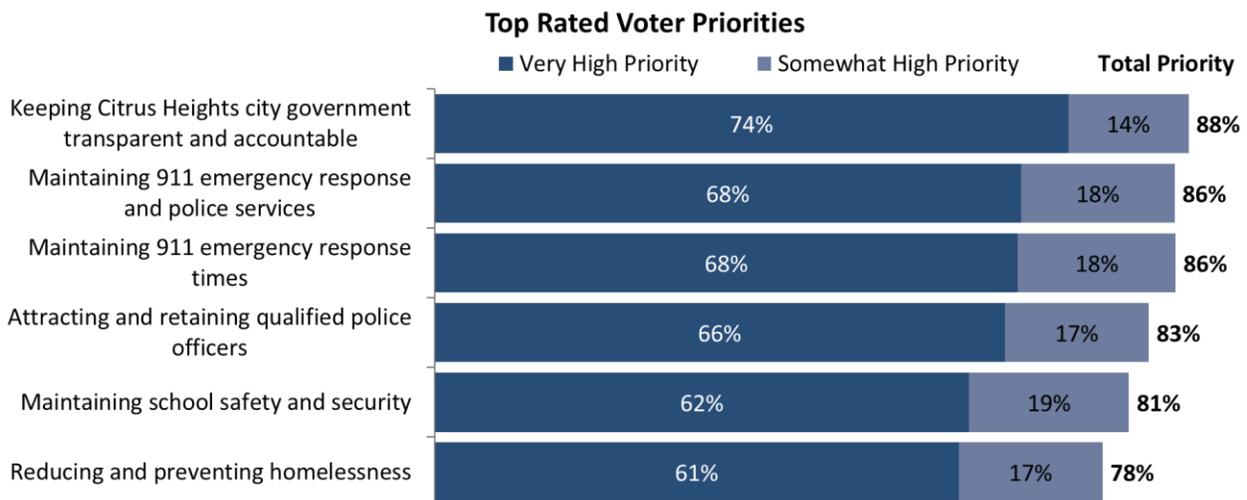
**TO:** Interested Parties  
**FROM:** EMC Research  
**RE:** Key Findings from Research Among Citrus Heights Voters  
**DATE:** July 23, 2020

The following are key findings from recent public opinion research conducted by EMC Research among Citrus Heights voters.

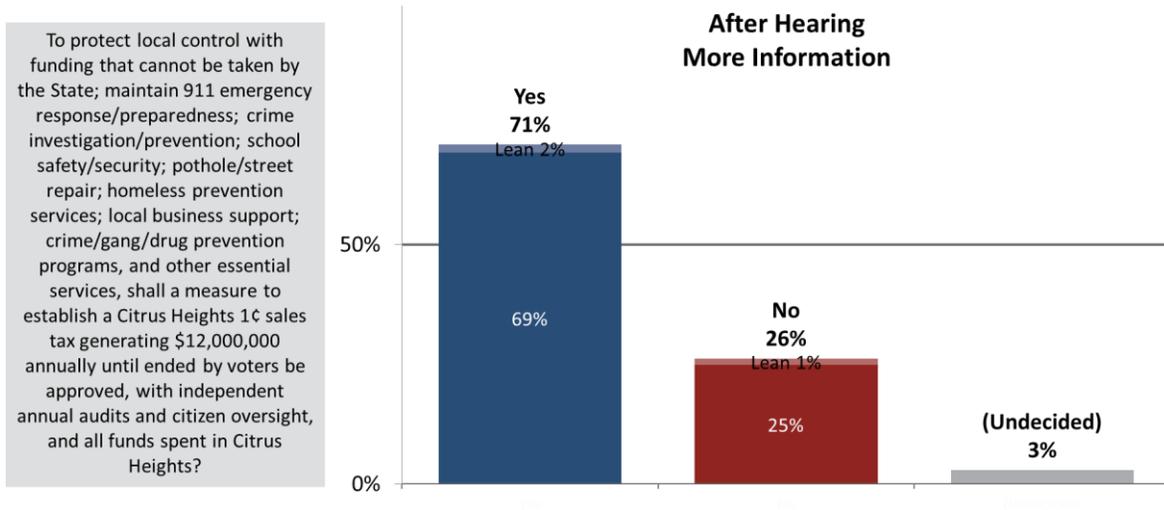
**Constituents feel positively about life in Citrus Heights and the job City is doing.** Over two in three give the City positive ratings for City services, the job the City is doing overall, and overall safety. A majority rate the City’s COVID-19 response positively.



**Constituents prioritize a number of issues,** including keeping city government accountable, maintaining 911 and police services, maintaining school safety and security, and reducing homelessness.



**A majority of voters perceive the City has at least some need for additional funding and up to 71% of voters indicate interest in a potential general purpose local funding measure for the City of Citrus Heights.**



**Methodology**

The live telephone poll was conducted June 24-30, 2020 by EMC Research among 400 voters in Citrus Heights and included both landlines and mobile phones. The results have a margin of error of  $\pm 4.9$  percentage points.