



City of Cathedral City Strategic Plan Community Survey 2026



Survey Methodology

Dates	January 14-28, 2026
Survey Type	Dual-mode Voter Survey
Research Population	Cathedral City Residents Age 18+
Total Interviews	508
Margin of Sampling Error	(Full Sample) $\pm 4.4\%$ at the 95% Confidence Level (Half Sample) $\pm 6.2\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	January 2023
Languages	English and Spanish

(Note: Not All Results Will Sum to 100% Due to Rounding)



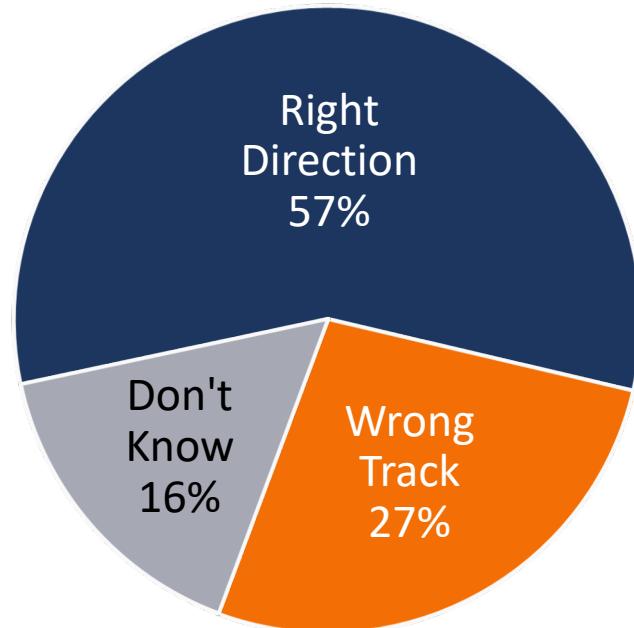
Cathedral City

Context

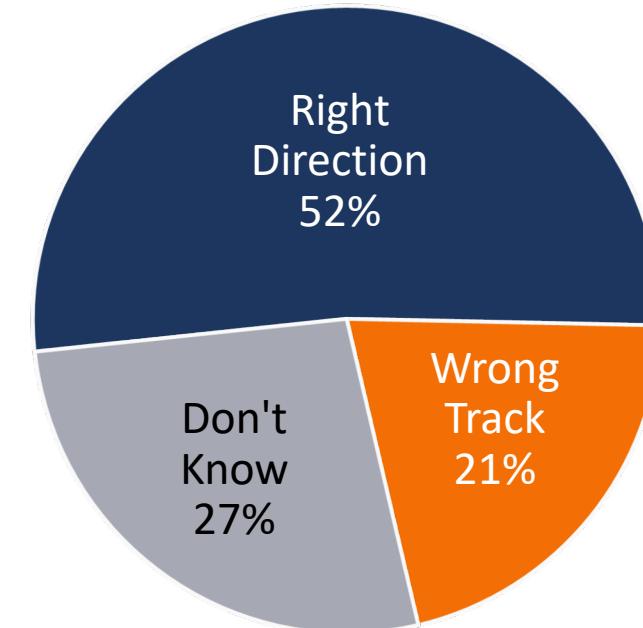
A majority continue to perceive the City as headed in the right direction, more residents are uncertain about the direction as compared to 2023.

First, would you say things in Cathedral City are headed in the right direction, or do you feel they are off on the wrong track?

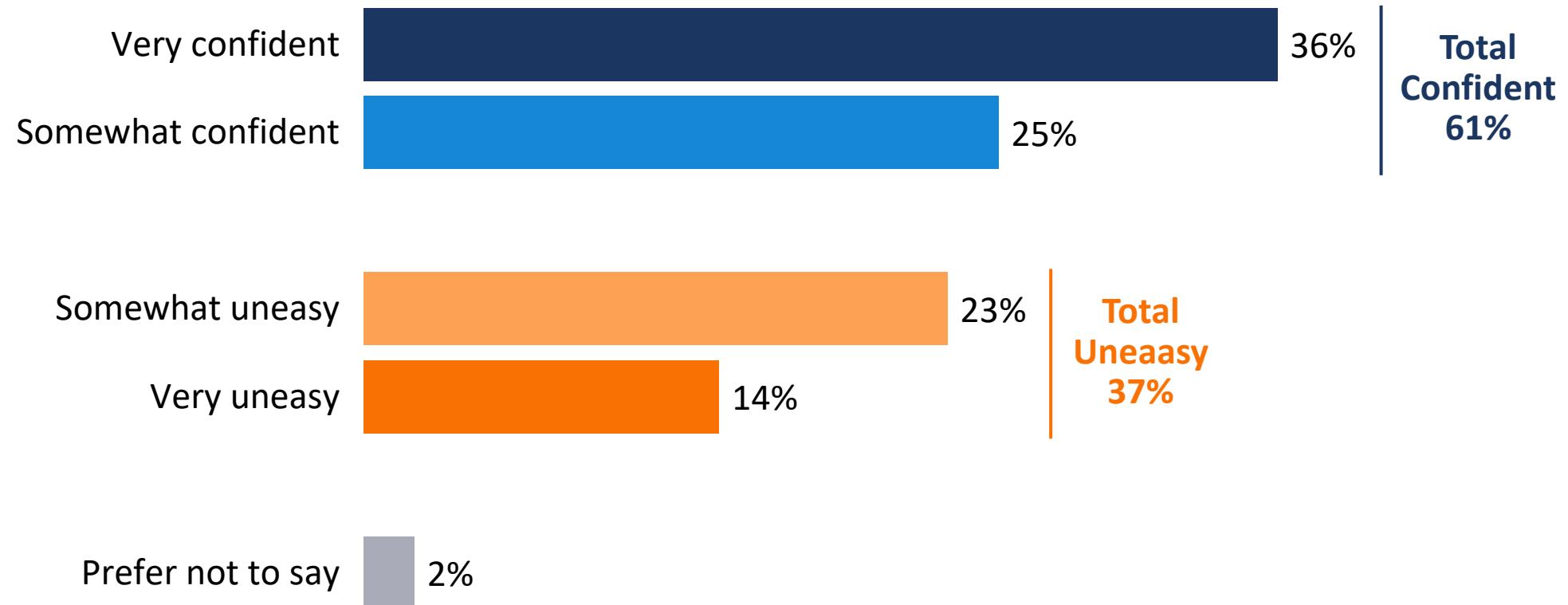
2023



2026



Six-in-ten are at least somewhat confident that they will be able to meet their living expenses in the next few months.



Residents offer a two-to-one favorable to unfavorable opinion of City government and the City Council; favorable ratings are down slightly as more people are unable to offer a rating relative to 2023.

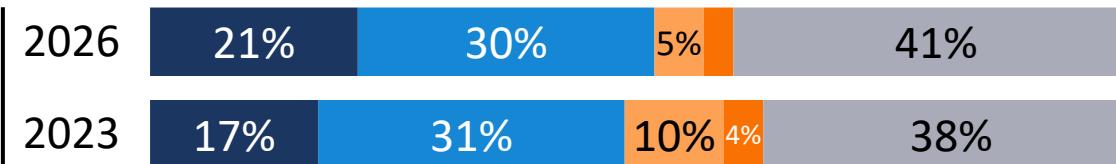
(Ranked by 2026 Total Favorable Rating)

■ Very Favorable ■ Somewhat Favorable ■ Somewhat Unfavorable ■ Very Unfavorable ■ Never Heard of/Heard of/No Opinion

Total Favorable **Total Unfavorable**



The Desert Recreation District

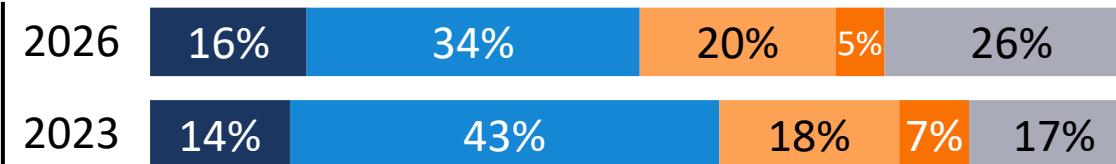


51% **8%**

48% **13%**



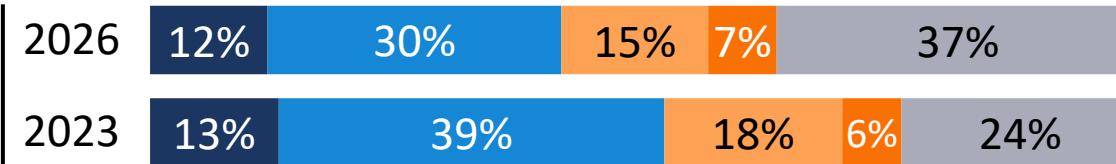
Cathedral City city government, overall



50% **24%**

58% **26%**

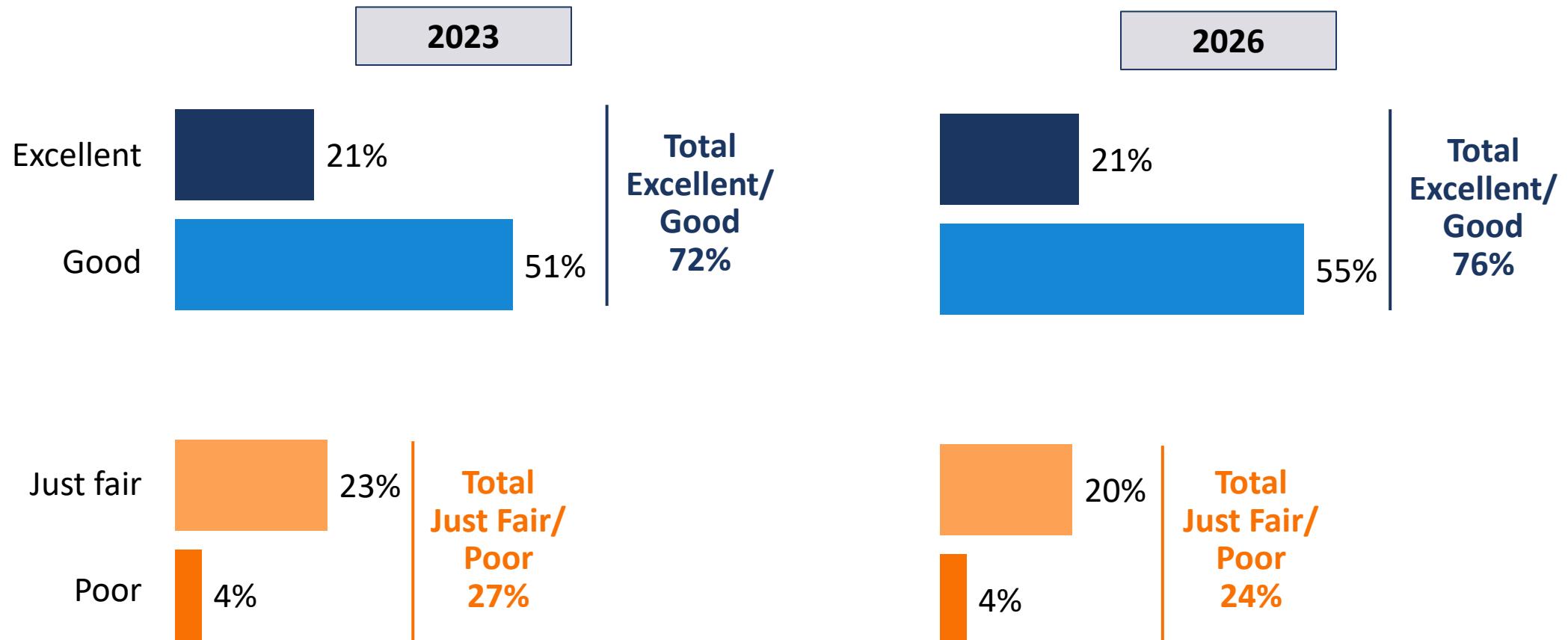
The Cathedral City City Council



42% **21%**

52% **24%**

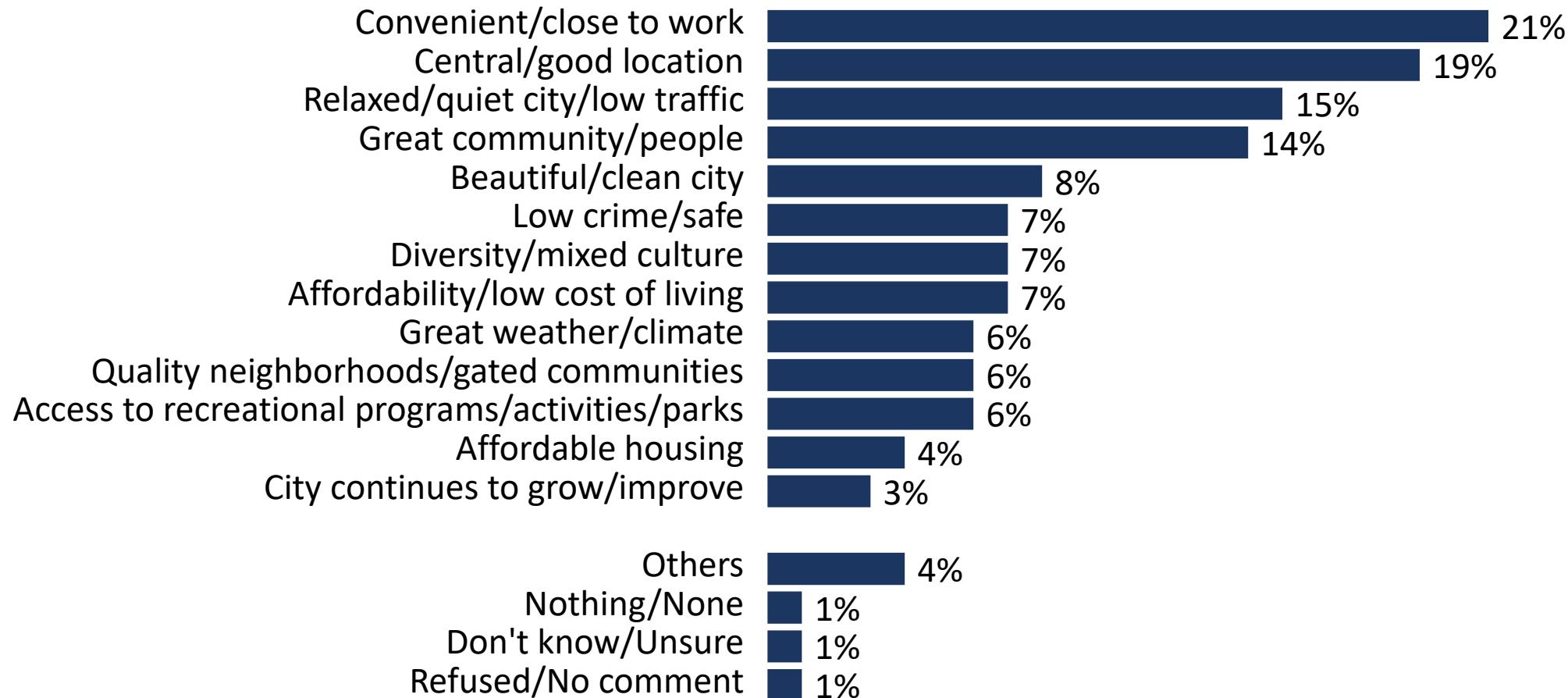
Three-quarters continue to consider Cathedral City as an excellent or good place to live.



Q. Generally speaking, how would you rate Cathedral City as a place to live: is it an excellent place to live, a good place, just fair, or a poor place to live?

Location; relaxed and quiet place to live; and the very positive regard for the community and its people are the most top of mind cited features for what they best like about living in Cathedral City.

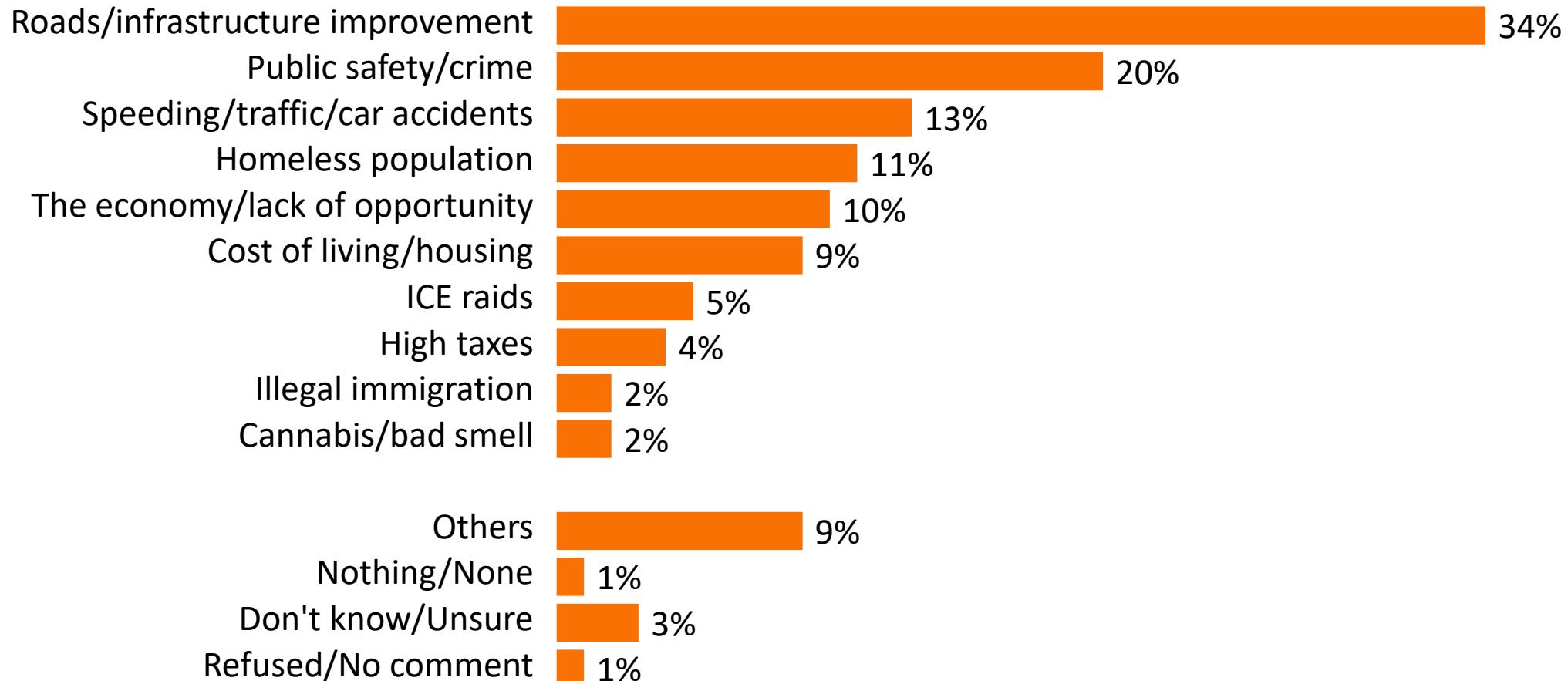
(Open-ended Grouped Responses; Multiple Responses Accepted)



Q. What do you like best about living in Cathedral City?

Infrastructure improvements, particularly roads; public safety, particularly crime; speeding/unsafe driving; homelessness; and cost of living are top of mind issues residents would like the City to do something about.

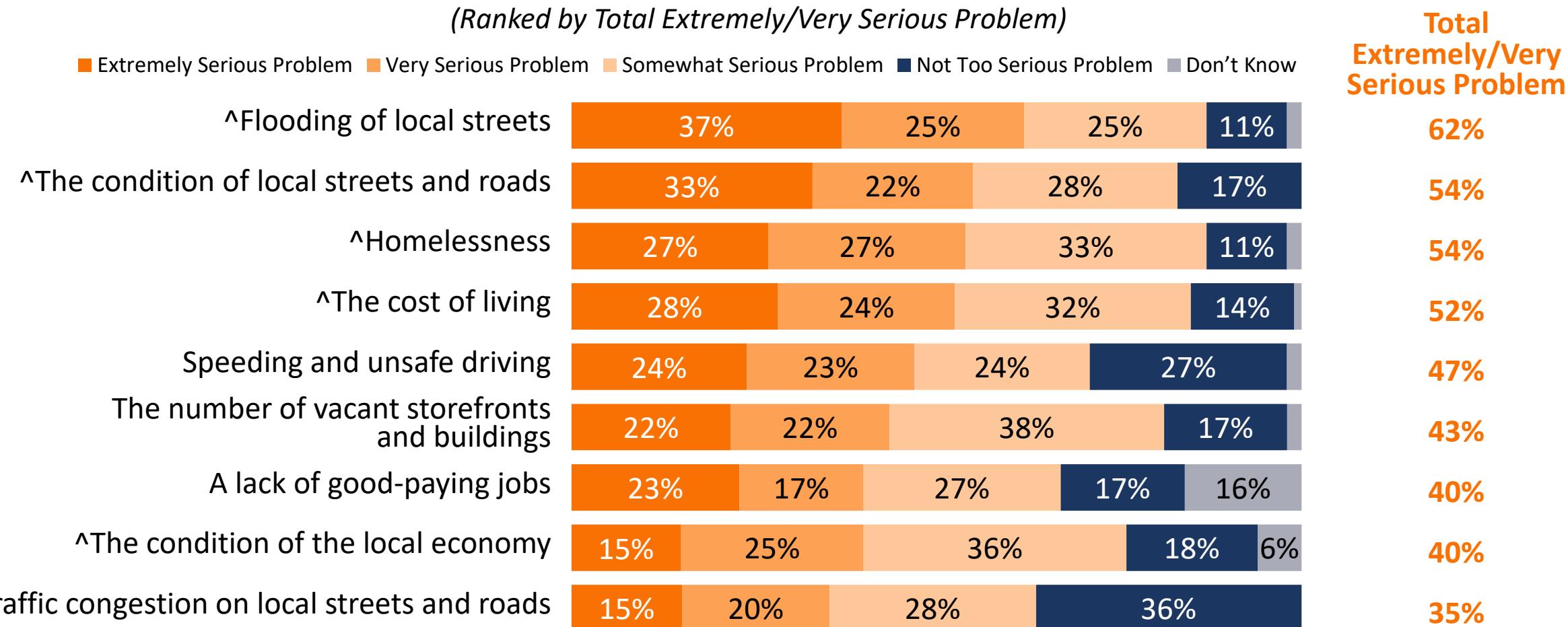
(Open-ended Grouped Responses; Multiple Responses Accepted)



Q. Next, what do you think is the most serious issue facing the residents of Cathedral City that you would like to see City government do something about?

Flooding of local streets, the condition of local streets, homelessness, cost of living and speeding and unsafe driving are considered to be at least very serious problems facing the City of Cathedral City.

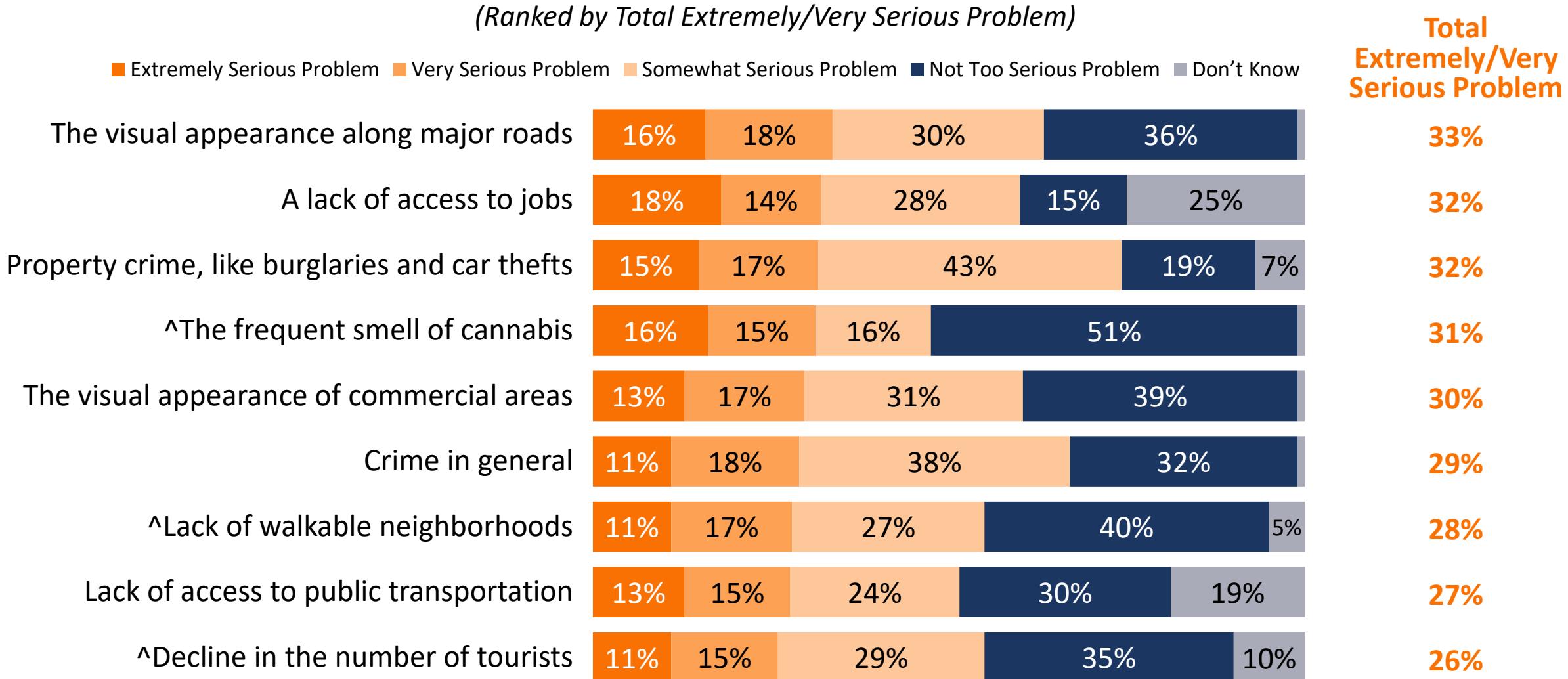
(Ranked by Total Extremely/Very Serious Problem)



Q. Next, please consider the following issues that some people suggest are problems facing Cathedral City. For each one, please indicate whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem for residents of Cathedral City. ^Not Part of Split Sample

Continued

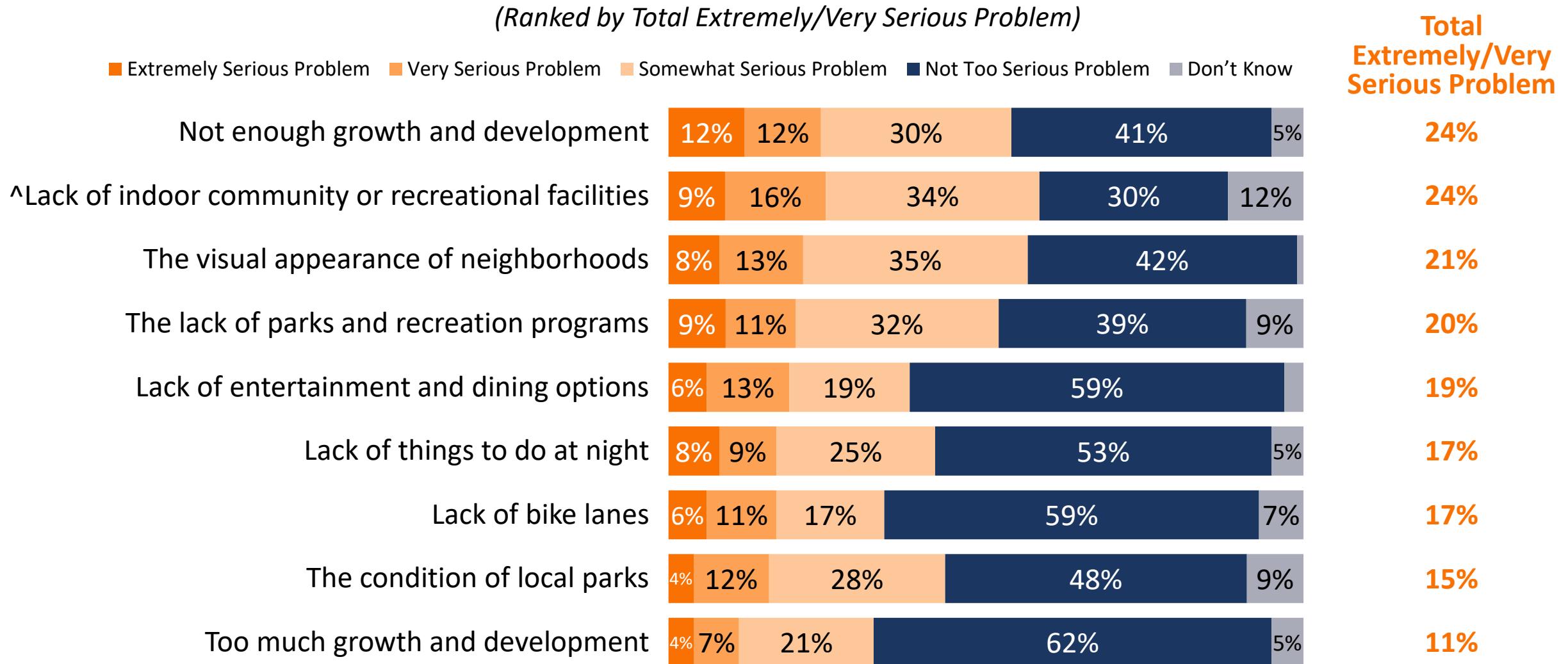
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Continued

(Ranked by Total Extremely/Very Serious Problem)



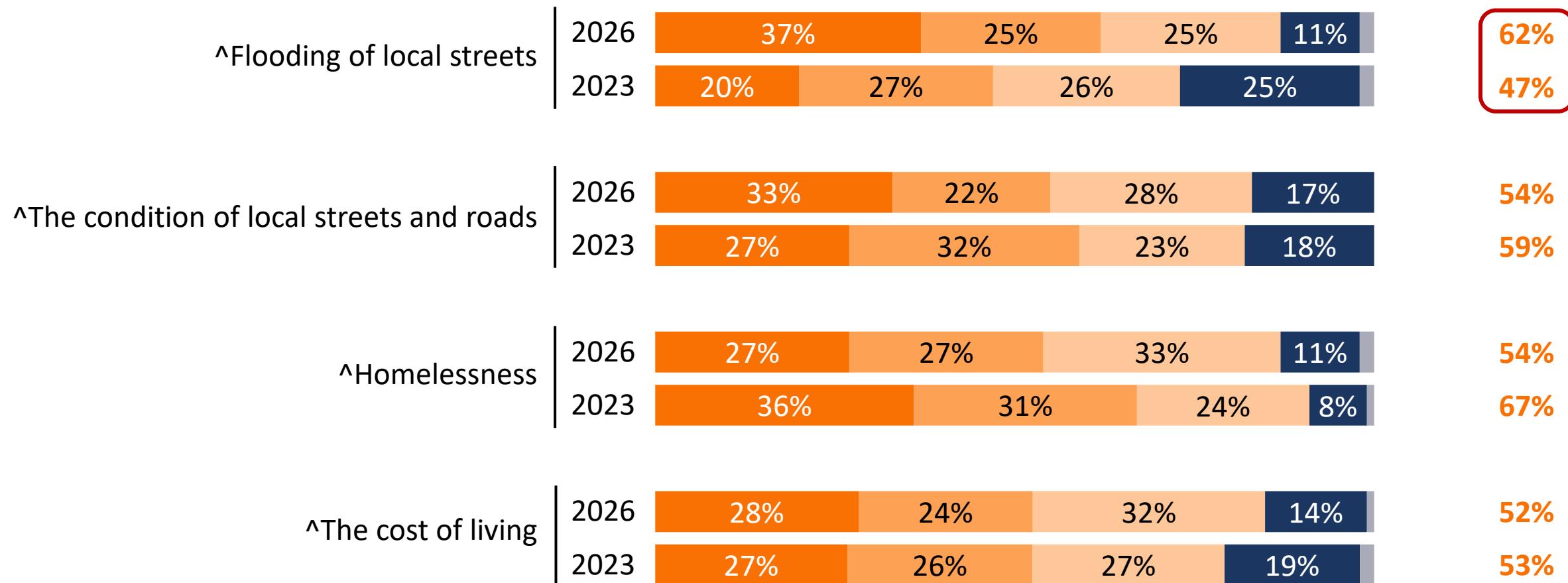
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Serious Problems 2023 and 2026

(Ranked by 2026 Total Extremely/Very Serious Problem)

■ Extremely Serious Problem ■ Very Serious Problem ■ Somewhat Serious Problem ■ Not Too Serious Problem ■ Don't Know

Total
Extremely/Very
Serious Problem

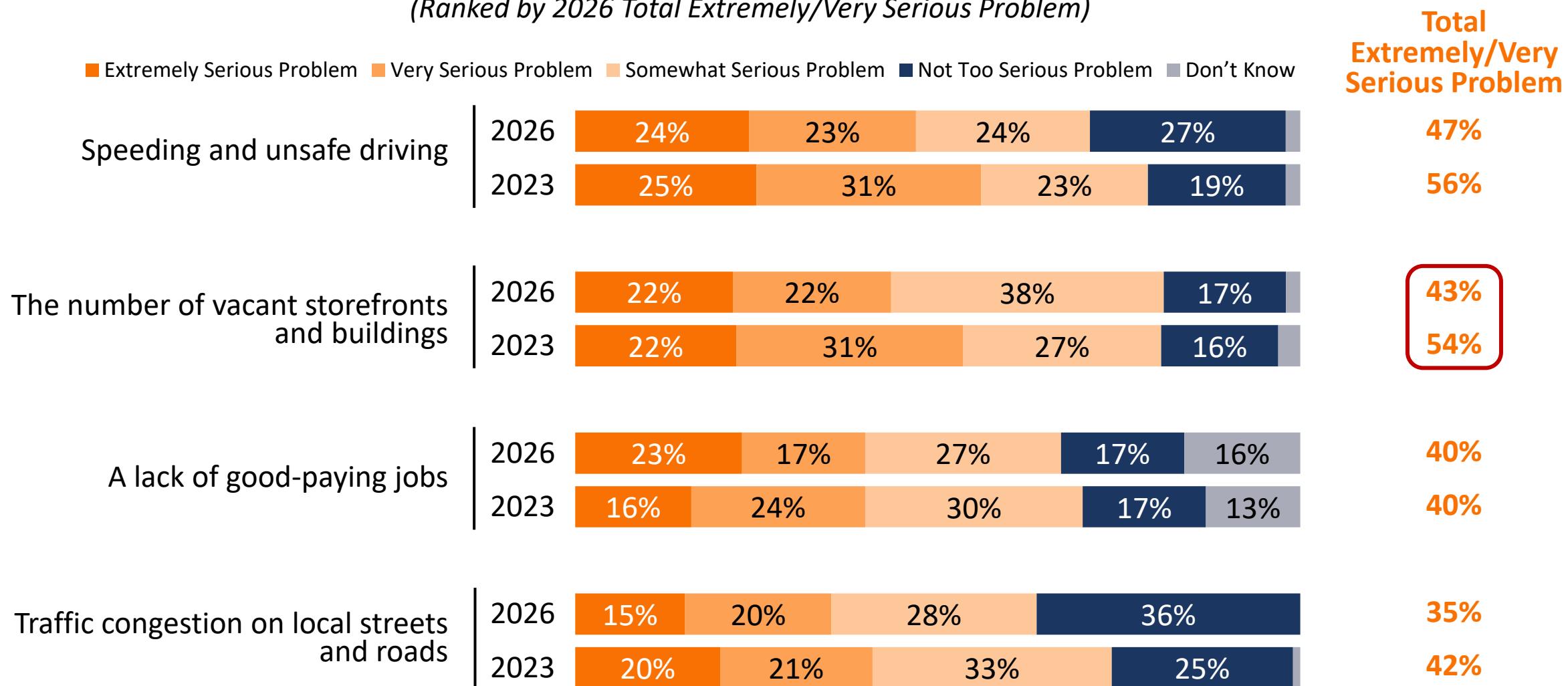


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Serious Problems 2023 and 2026; Continued

(Ranked by 2026 Total Extremely/Very Serious Problem)

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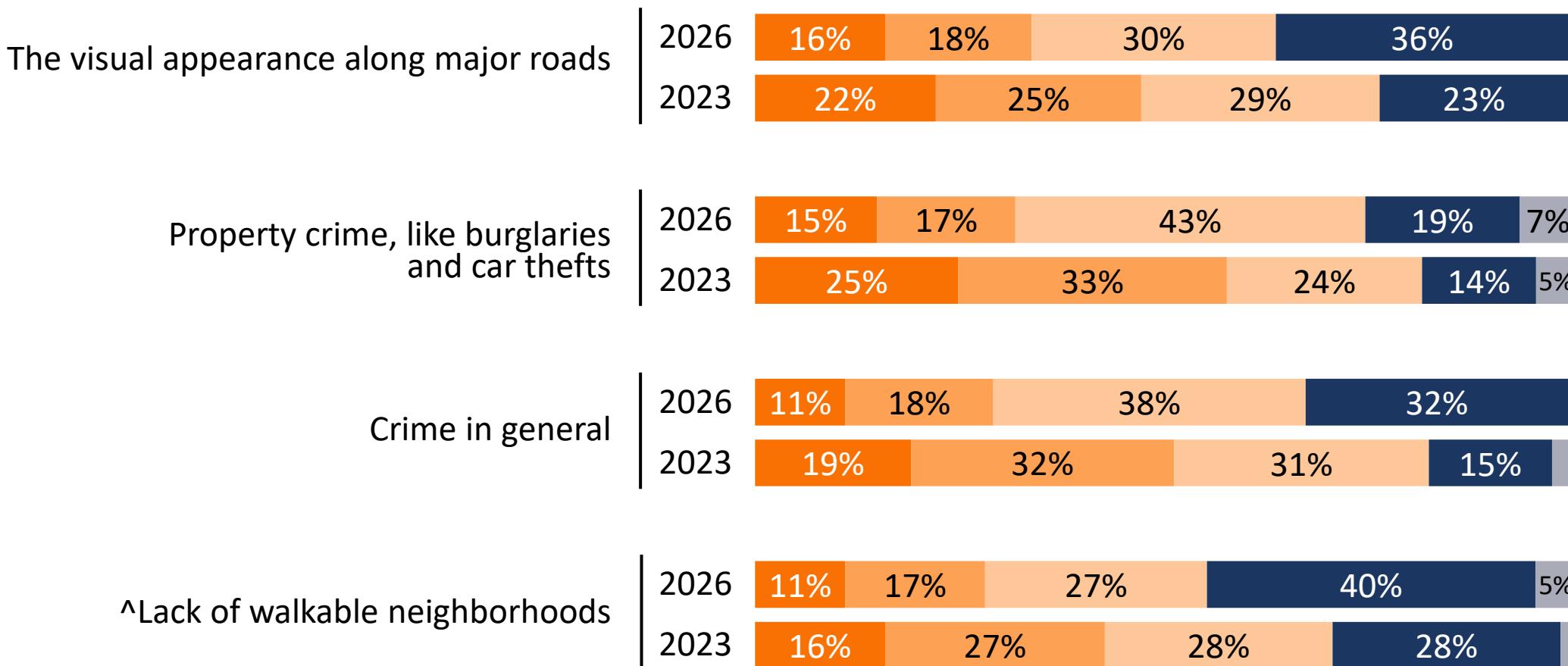
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Serious Problems 2023 and 2026; Continued

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Total
Extremely/Very
Serious Problem



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Serious Problems 2023 and 2026; Continued

(Ranked by 2026 Total Extremely/Very Serious Problem)

■ Extremely Serious Problem ■ Very Serious Problem ■ Somewhat Serious Problem ■ Not Too Serious Problem ■ Don't Know

Lack of access to public transportation | 2026 13% 15% 24% 30% 19% | 27%

Lack of public transportation | 2023 12% 22% 25% 28% 13% | 35%

The visual appearance of neighborhoods | 2026 8% 13% 35% 42% | 21%

2023 17% 26% 28% 28% | 43%

The lack of parks and recreation programs | 2026 9% 11% 32% 39% 9% | 20%

2023 12% 26% 25% 31% 5% | 39%

Lack of entertainment and dining options | 2026 6% 13% 19% 59% | 19%

2023 13% 18% 24% 43% | 30%

Total
Extremely/Very
Serious Problem

27%

35%

21%

43%

20%

39%

19%

30%

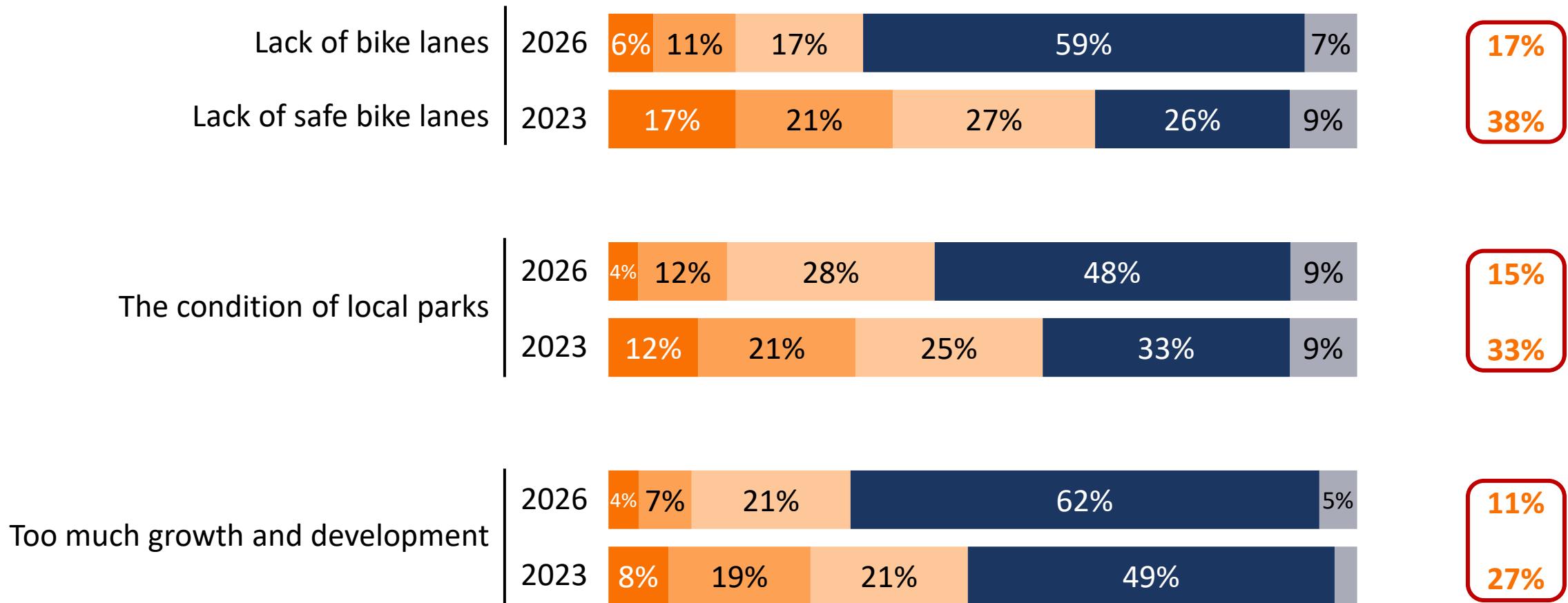
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Serious Problems 2023 and 2026; Continued

(Ranked by 2026 Total Extremely/Very Serious Problem)

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Total
Extremely/Very
Serious Problem



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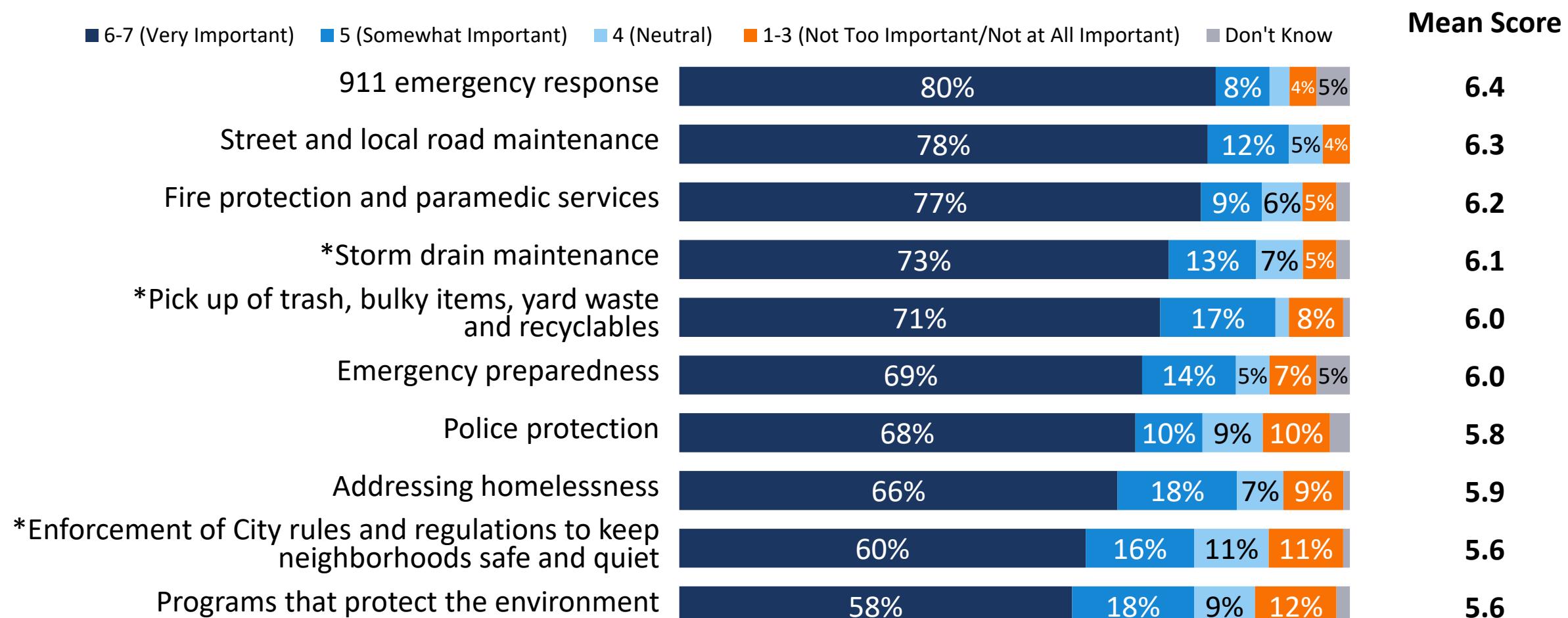


Cathedral City

Importance and Satisfaction Service Ratings

911 emergency response, street and local road maintenance, fire protection and paramedic services; and storm drain maintenance are among the services considered by a high percentage to be very important.

(Ranked by 6-7 (Very Important) Service Rating)



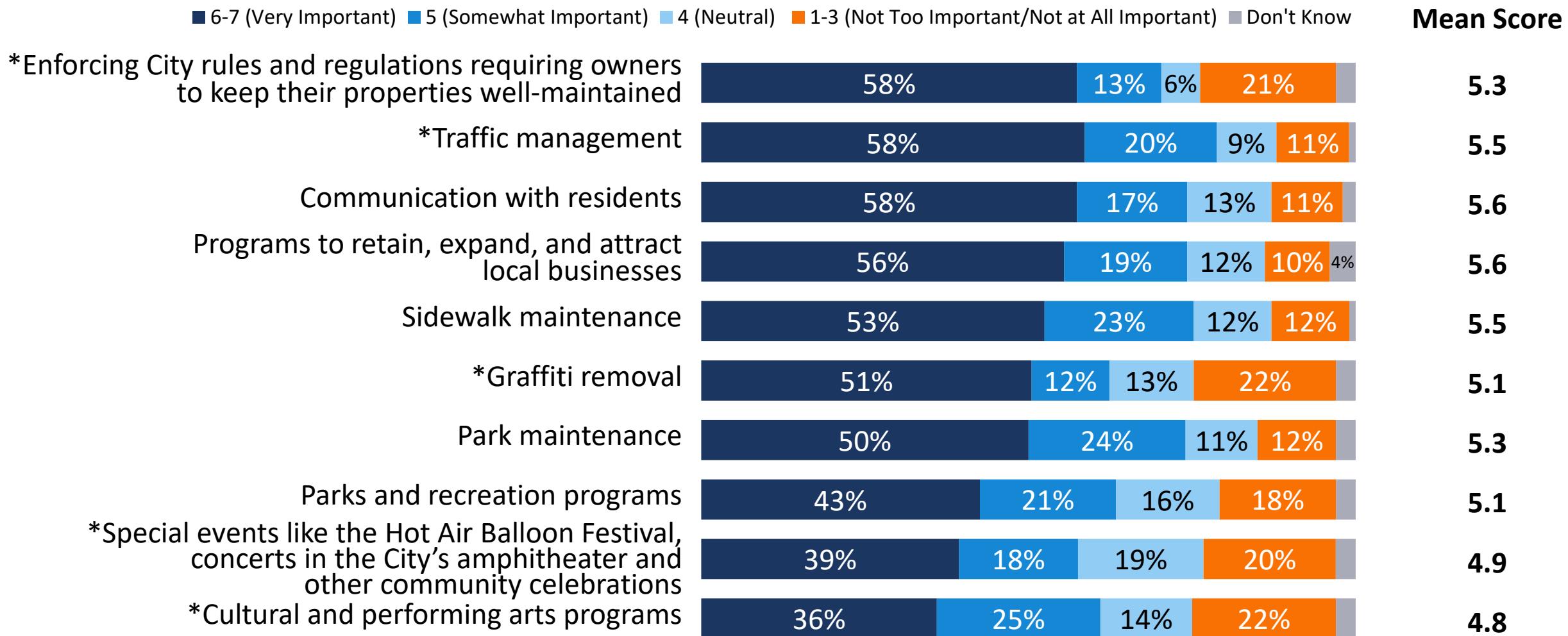
*Enforcement of City rules and regulations to keep neighborhoods safe and quiet

Programs that protect the environment

Q. Next are some more questions about the services provided by Cathedral City's city government. For each one of the following services mentioned, please indicate how important that service is to you personally. We will use a scale of one to seven, where one means NOT AT ALL IMPORTANT and seven means VERY IMPORTANT. *Split Sample

Continued

(Ranked by 6-7 (Very Important) Service Rating)



Q. Next are some more questions about the services provided by Cathedral City's city government. For each one of the following services mentioned, please indicate how important that service is to you personally. We will use a scale of one to seven, where one means NOT AT ALL IMPORTANT and seven means VERY IMPORTANT. *Split Sample

Change in Very Importance Rating of City Services Between 2023 and 2026

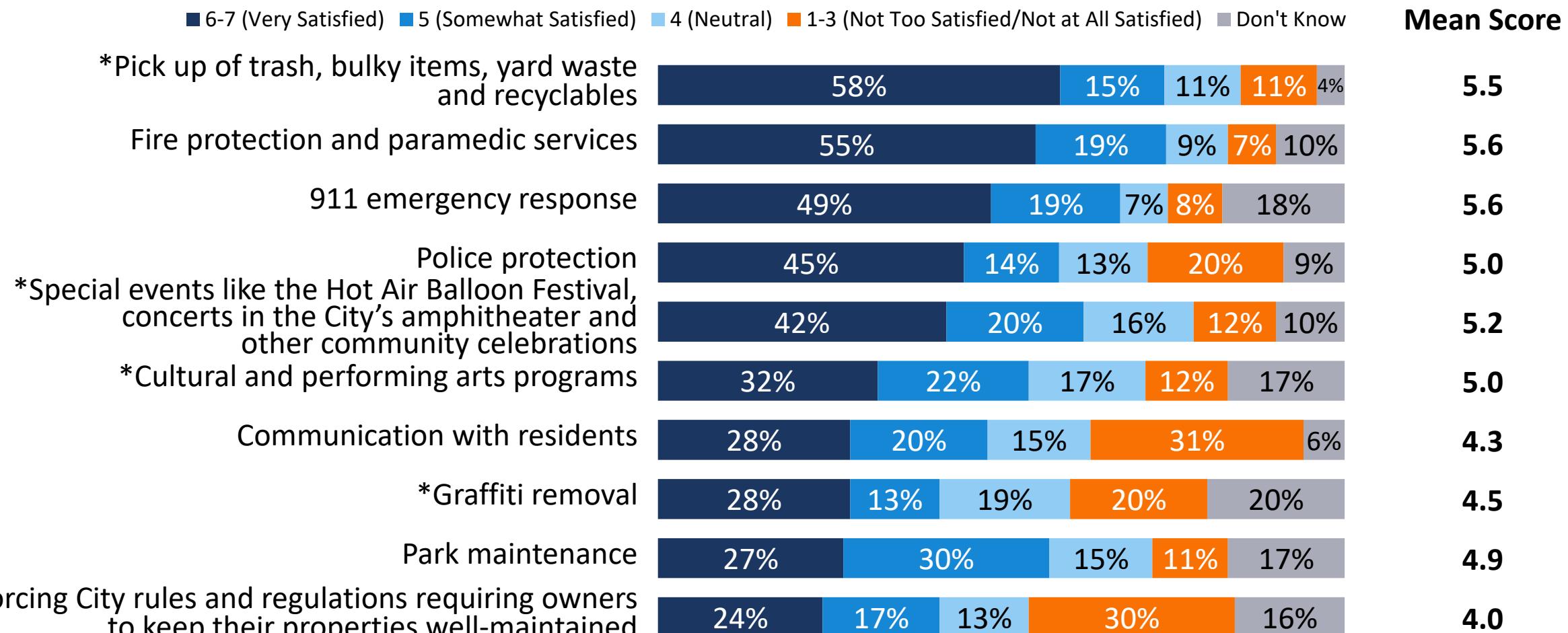
(Ranked by Difference in 6-7 (Very Important) Service Rating)

Service	Total 6-7 (Very Important)		
	2023	2026	Difference
*Storm drain maintenance	59%	73%	+14%
911 emergency response	71%	80%	+9%
Street and local road maintenance	69%	78%	+9%
Emergency preparedness	61%	69%	+8%
*Enforcing City rules and regulations requiring owners to keep their properties well-maintained	52%	58%	+6%
Programs that protect the environment	53%	58%	+5%
Fire protection and paramedic services	73%	77%	+4%
*Pick up of trash, bulky items, yard waste and recyclables	67%	71%	+4%
*Traffic management	56%	58%	+2%
Programs to retain, expand, and attract local businesses	54%	56%	+2%
Communication with residents	57%	58%	+1%
Sidewalk maintenance	52%	53%	+1%
Parks and recreation programs	44%	43%	-1%
Police protection	69%	68%	-1%
Addressing homelessness	67%	66%	-1%
Park maintenance	51%	50%	-1%
*Graffiti removal	55%	51%	-4%
*Enforcement of City rules and regulations to keep neighborhoods safe and quiet	65%	60%	-5%
*Cultural and performing arts programs	42%	36%	-6%
*Special events like the Hot Air Balloon Festival, concerts in the City's amphitheater and other community celebrations	46%	39%	-7%

Q. Next are some more questions about the services provided by Cathedral City's city government. For each one of the following services mentioned, please indicate how important that service is to you personally. We will use a scale of one to seven, where one means NOT AT ALL IMPORTANT and seven means VERY IMPORTANT. *Split Sample: *2023 Wording Differs: "Special events like holiday celebrations, the Hot Air Balloon Festival, and other community celebrations"

Trash pick-up/recyclables; fire protection & paramedic services; 911 response; police protection; and special events are among the services which receive a high percentage who are very satisfied.

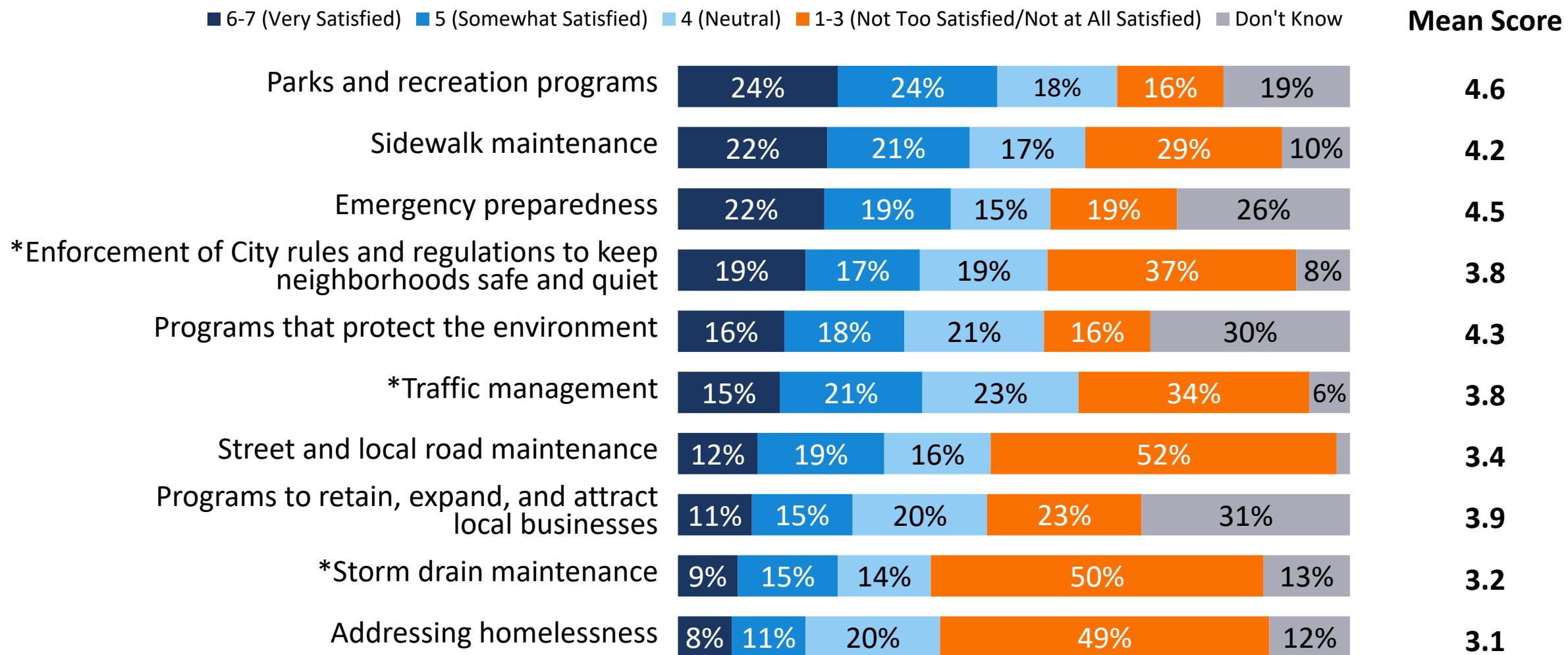
(Ranked by 6-7 (Very Satisfied) Satisfaction Rating)



Q. Next, here is each service again. This time, please indicate how satisfied you are with the job the City is doing in providing that service. We will use a scale of one to seven, where one means you are NOT AT ALL SATISFIED with the service and seven means you are VERY SATISFIED with the service. *Split Sample

Continued

(Ranked by 6-7 (Very Satisfied) Satisfaction Rating)



Q. Next, here is each service again. This time, please indicate how satisfied you are with the job the City is doing in providing that service. We will use a scale of one to seven, where one means you are NOT AT ALL SATISFIED with the service and seven means you are VERY SATISFIED with the service. *Split Sample

Change in Very Satisfied Rating of City Services Between 2023 and 2026

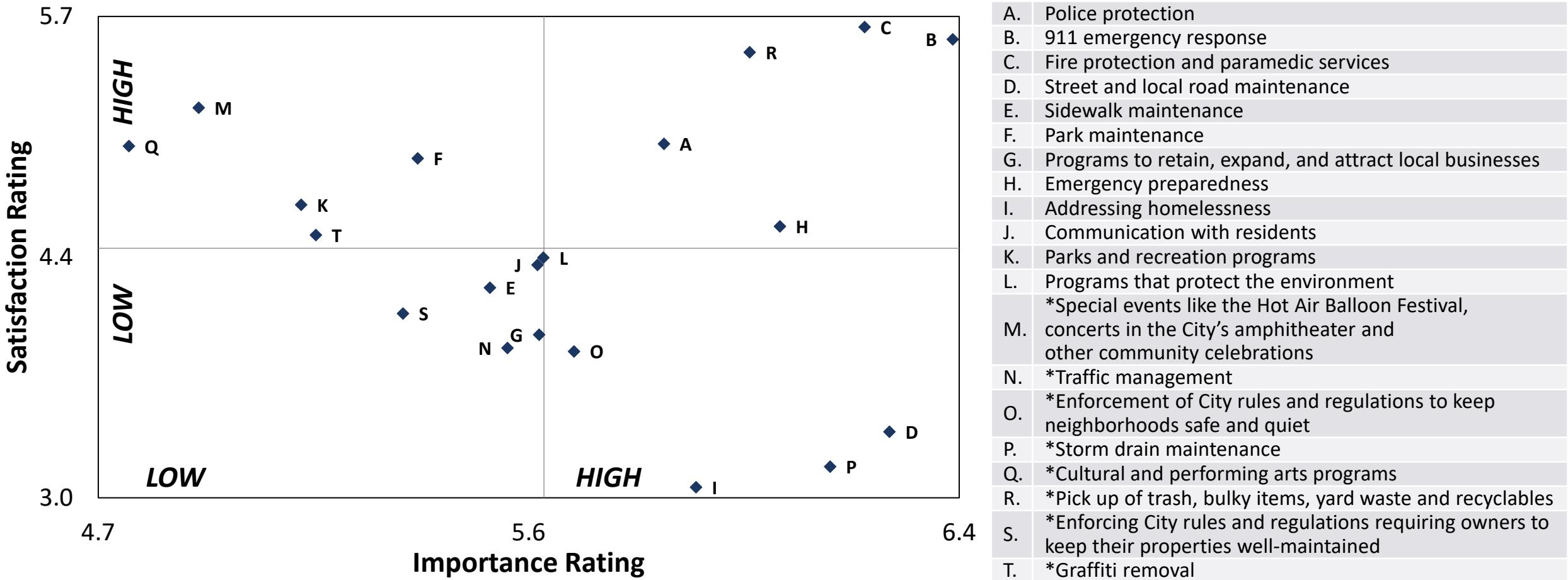
(Ranked by Difference in 6-7 (Very Satisfied) Satisfaction Rating)

Service	Total 6-7 (Very Satisfied)		
	2023	2026	Difference
*Pick up of trash, bulky items, yard waste and recyclables	45%	58%	+13%
Fire protection and paramedic services	50%	55%	+5%
*Cultural and performing arts programs	27%	32%	+5%
911 emergency response	45%	49%	+4%
Police protection	43%	45%	+2%
*Graffiti removal	27%	28%	+1%
*Enforcing City rules and regulations requiring owners to keep their properties well-maintained	25%	24%	-1%
Communication with residents	29%	28%	-1%
*°Special events like the Hot Air Balloon Festival, concerts in the City's amphitheater and other community celebrations	47%	42%	-5%
Park maintenance	33%	27%	-6%
Parks and recreation programs	30%	24%	-6%
Sidewalk maintenance	28%	22%	-6%
Emergency preparedness	28%	22%	-6%
Programs to retain, expand, and attract local businesses	20%	11%	-9%
Addressing homelessness	20%	8%	-12%
*Enforcement of City rules and regulations to keep neighborhoods safe and quiet	33%	19%	-14%
*Traffic management	29%	15%	-14%
Street and local road maintenance	26%	12%	-14%
Programs that protect the environment	30%	16%	-14%
*Storm drain maintenance	29%	9%	-20%

Q. Next, here is each service again. This time, please indicate how satisfied you are with the job the City is doing in providing that service. We will use a scale of one to seven, where one means you are **NOT AT ALL SATISFIED** with the service and seven means you are **VERY SATISFIED** with the service. *Split Sample: °2023 Wording Differs: "Special events like holiday celebrations, the Hot Air Balloon Festival, and other community celebrations"

Comparison of Importance of and Satisfaction With Services/Features

(Based on Average Mean Score for Satisfaction and Importance)



Q. Next are some more questions about the services provided by Cathedral City's city government. For each one of the following services mentioned, please indicate how important that service is to you personally. We will use a scale of one to seven, where one means NOT AT ALL IMPORTANT and seven means VERY IMPORTANT. *Split Sample

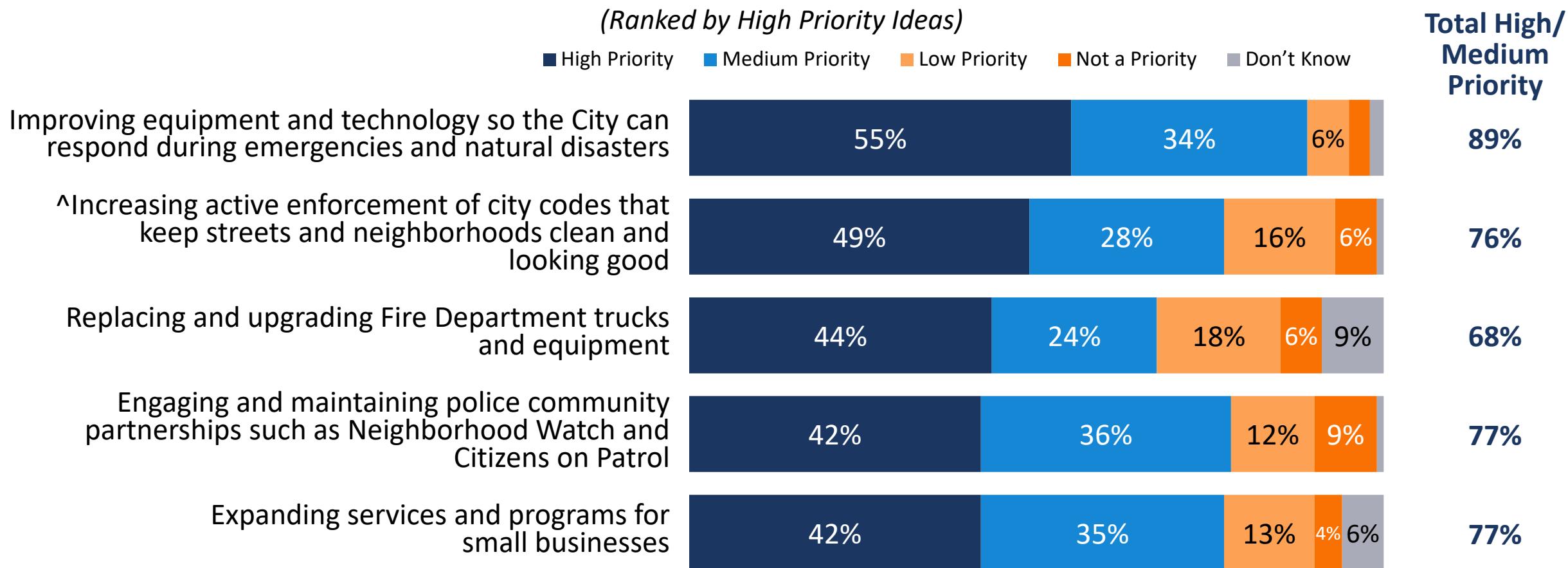
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Cathedral City

Idea Priorities

Improving equipment/technology so the City can respond during emergencies/natural disasters; increasing active enforcement of City codes that keep streets/neighborhoods clean/looking good; and replacing/upgrading fire department trucks and equipment are among the ideas considered to be a high priority.

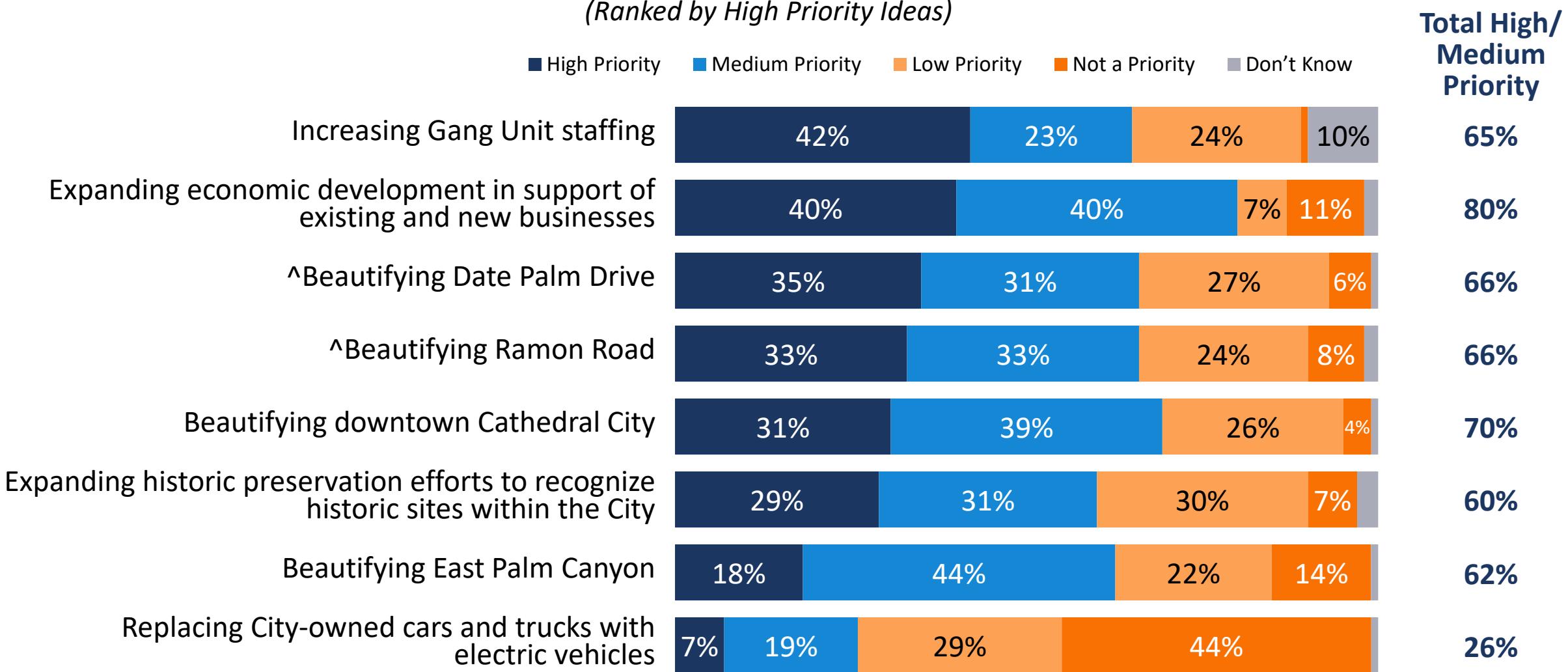


Q. This next question is about some new ideas that could be considered for some of the City government's long-term plans. These are ideas that are not part of the City's planning, but could be worked on over the next few years. Keeping in mind that not every idea can be a high priority, for each one, please indicate how much of a priority that idea is to you personally: a high priority, medium priority, low priority, or not a priority at all. ^Not Part of Split Sample

Continued

(Ranked by High Priority Ideas)

■ High Priority ■ Medium Priority ■ Low Priority ■ Not a Priority ■ Don't Know



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High Priority Ideas 2023 and 2026

(Ranked by 2026 High Priority Ideas)

■ High Priority ■ Medium Priority ■ Low Priority ■ Not a Priority ■ Don't Know

Total High/
Medium
Priority

89%

85%

68%

75%

77%

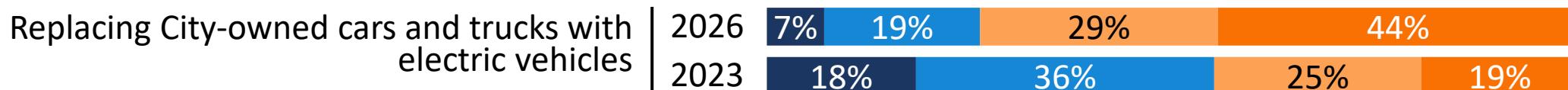
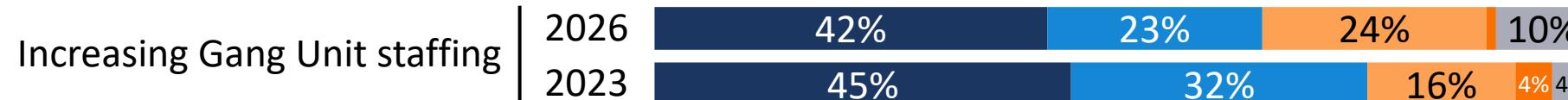
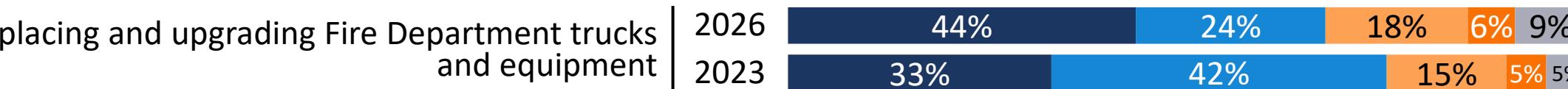
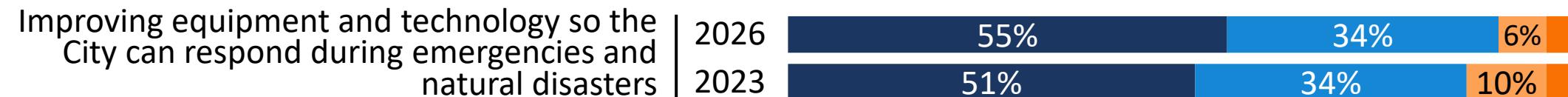
82%

65%

77%

26%

54%



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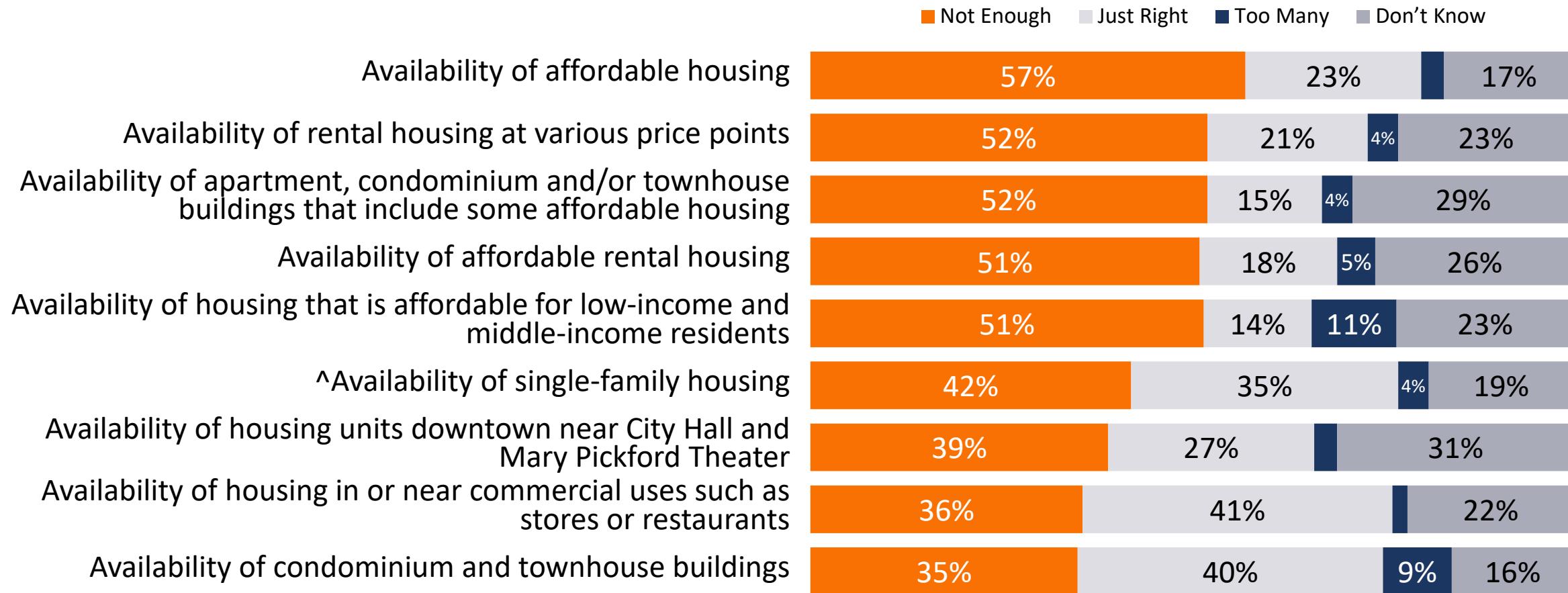


Cathedral City

Housing Needs Assessments

At least one-in-two perceive that the City lacks availability of affordable housing; rental housing at various price points; and apartments, condominiums and/or townhouse buildings that include some affordable housing.

(Ranked by Not Enough)



Q. Switching topics, here is a list of types of housing options. For each one, please indicate if you feel there are not enough of these places, too many, or just the right amount in the City of Cathedral City.

^Not Part of Split Sample

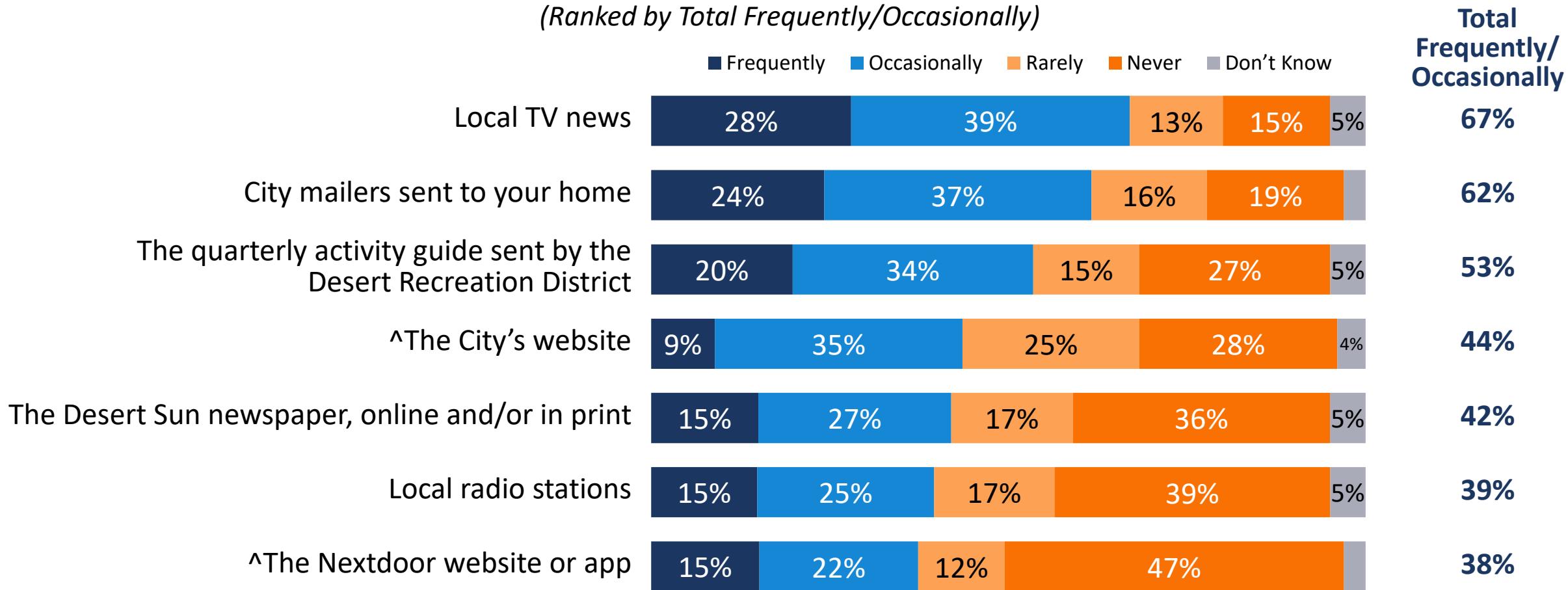


Cathedral City

Information Sources

Local TV news, city mailers, and the Desert Recreation District quarterly activity guide are the most frequently used sources of information about Cathedral City programs, events and issues.

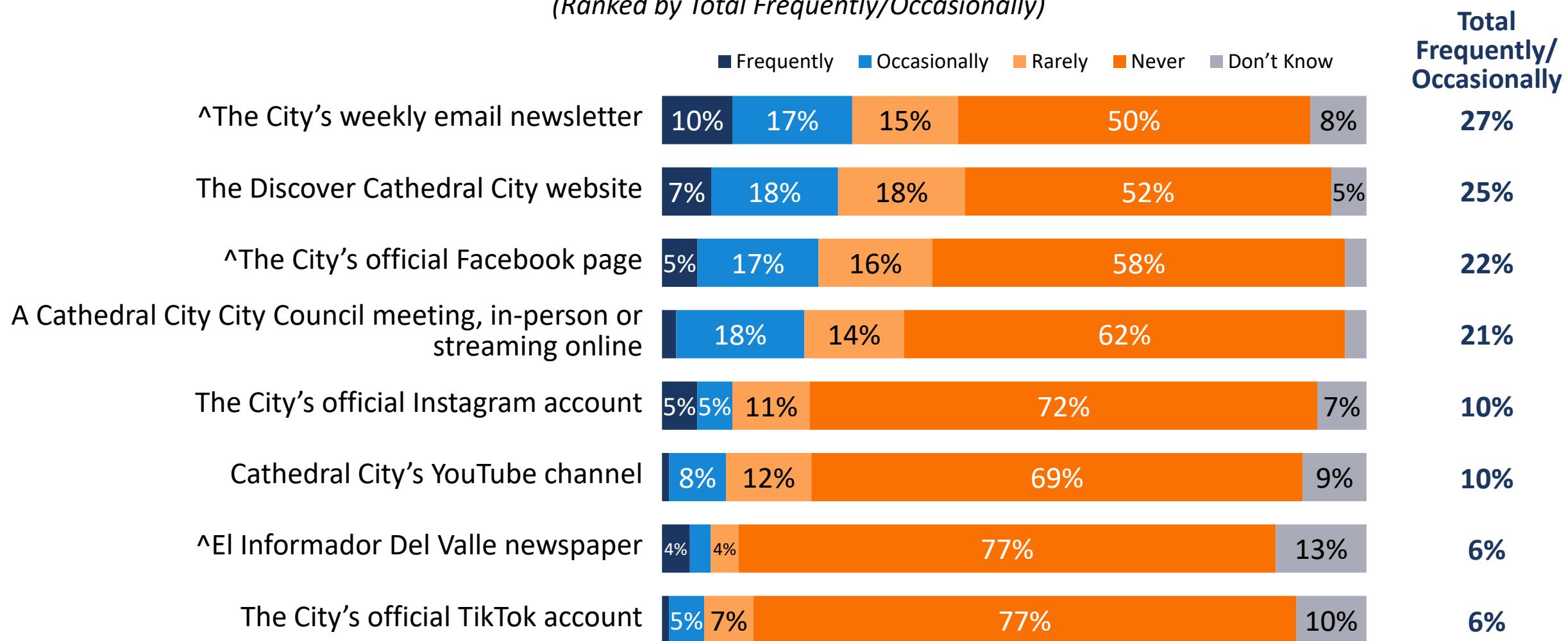
(Ranked by Total Frequently/Occasionally)



Q. Next, is a list of sources from which people get information about programs, events and issues in Cathedral City. For each, please indicate how often you use it to get information about such issues: frequently, occasionally, rarely, or never. ^Not Part of Split Sample

Continued

(Ranked by Total Frequently/Occasionally)



Q. Next, is a list of sources from which people get information about programs, events and issues in Cathedral City. For each, please indicate how often you use it to get information about such issues: frequently, occasionally, rarely, or never. ^Not Part of Split Sample



Cathedral City

Conclusions

Conclusions

Context:

- By more than two-to-one, residents think things in Cathedral City are headed in the right direction.
- By a two-to-one ratio, residents have a favorable to unfavorable opinion of the City government and City Council, favorability is slightly down from 2023.
- Three-in-four rate Cathedral City as an excellent or good place to live, slightly up from 2026 – led by convenient location, quiet and relaxed, and a sense of community pride.

Conclusions

Concerns:

- Top of mind concerns include needed road and infrastructure improvements; public safety, especially crime; economy and cost of living; speeding and unsafe driving; and homelessness.
- Leading concerns from a list provided Include:
 - Local roads flooding
 - Condition of streets
 - Homelessness
 - Cost of living

Conclusions; Continued

Services/Programs:

- There is a broad sense that the services offered by the City are considered important, such as public safety, street and storm drain maintenance, trash and recycling pick up.
- Majorities are very satisfied with trash and recycling pick up, as well as fire services; and pluralities are very satisfied with 911 emergency, police protection, and special events.
- Approximately one-in-two are dissatisfied with street and storm drain maintenance, and the City's efforts in addressing homelessness.

Conclusions; Continued

Strategic Plans/Ideas:

- Of the ideas tested for future strategic planning, many are considered high priorities. The top priorities are:
 - Improving equipment to respond during emergencies and natural disasters
 - Enforcing city codes to keep streets and neighborhoods clean
 - Replacing and upgrading fire department trucks/equipment
 - Ensuring and maintaining community partnerships with Neighborhood Watch and Citizens on Patrol
 - Expanding services and programs for small businesses

Conclusions; Continued

Housing Type Needs Assessment:

- A majority indicate there are not enough different types of affordable housing including apartments, condos and/or townhouses.
- A majority also suggest that there is a need for more rental housing at various price points, include affordable rental housing.

Sources of Information:

- A variety of information sources are commonly used, including local TV news, City mailers, and the Desert Recreation District quarterly activity guide.



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