








City of Cathedral City Strategic Plan Community Survey 2026



OPINION
RESEARCH
& STRATEGY

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)

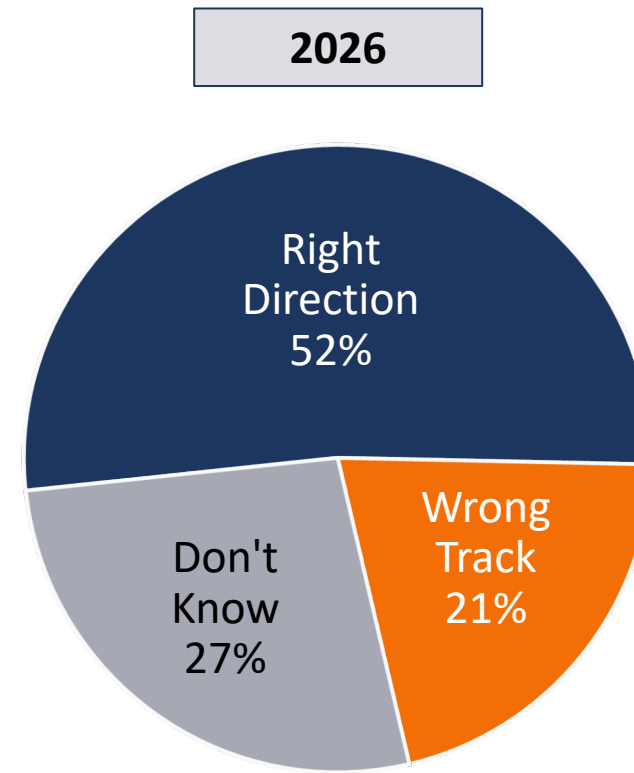
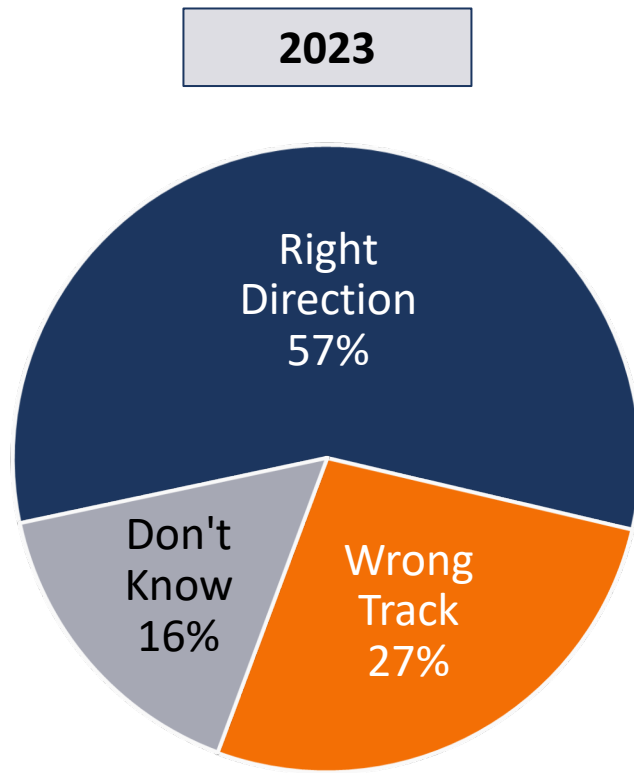


Cathedral City

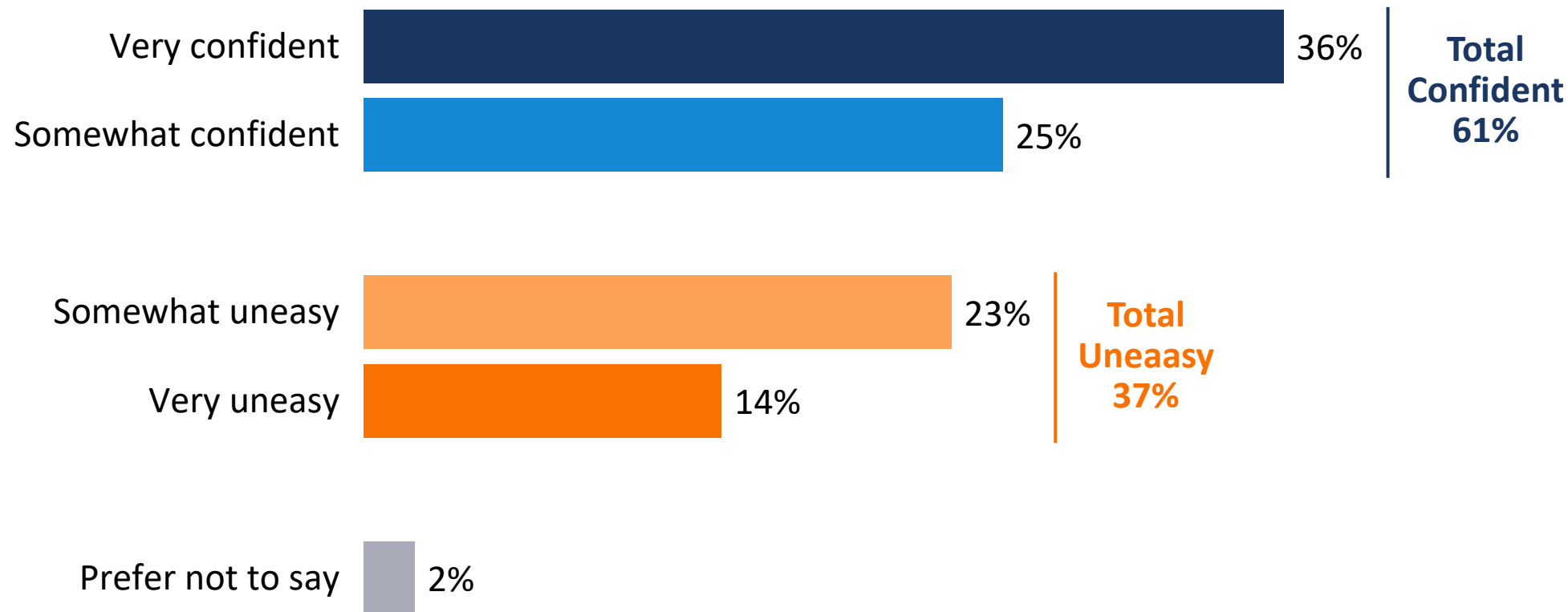
Context

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?



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

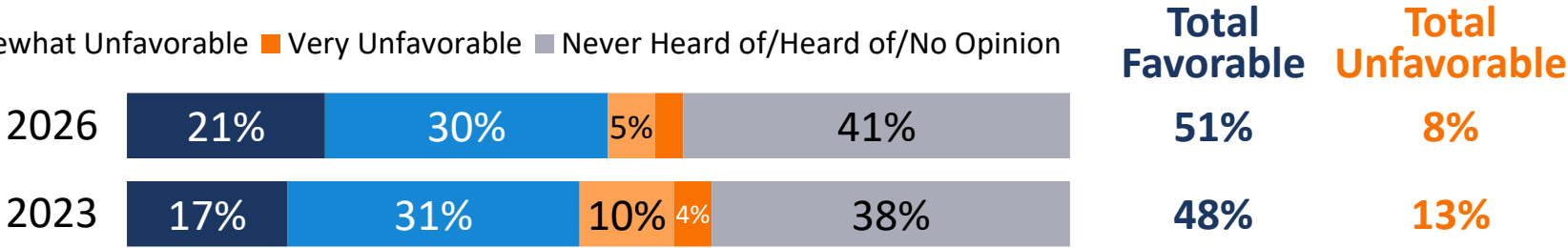


Residents offer a two-to-one favorable to unfavorable opinion of City government and the City Council; favorable ratings are down slightly as more people are unable to offer a rating relative to 2023.

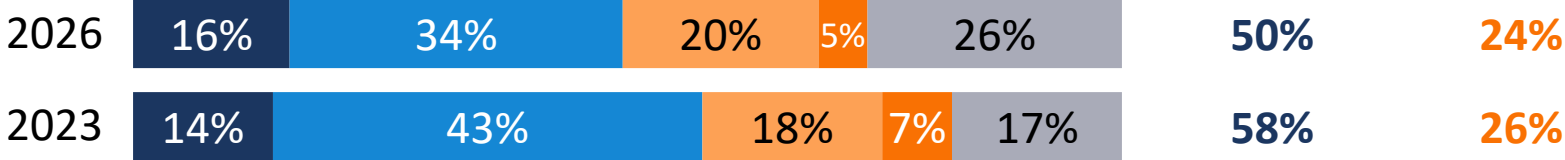
(Ranked by 2026 Total Favorable Rating)



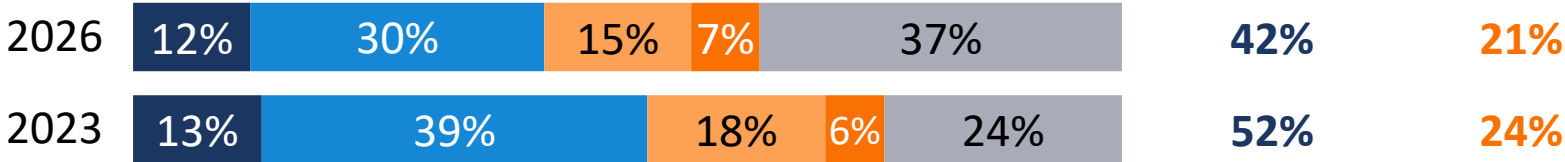
The Desert Recreation District



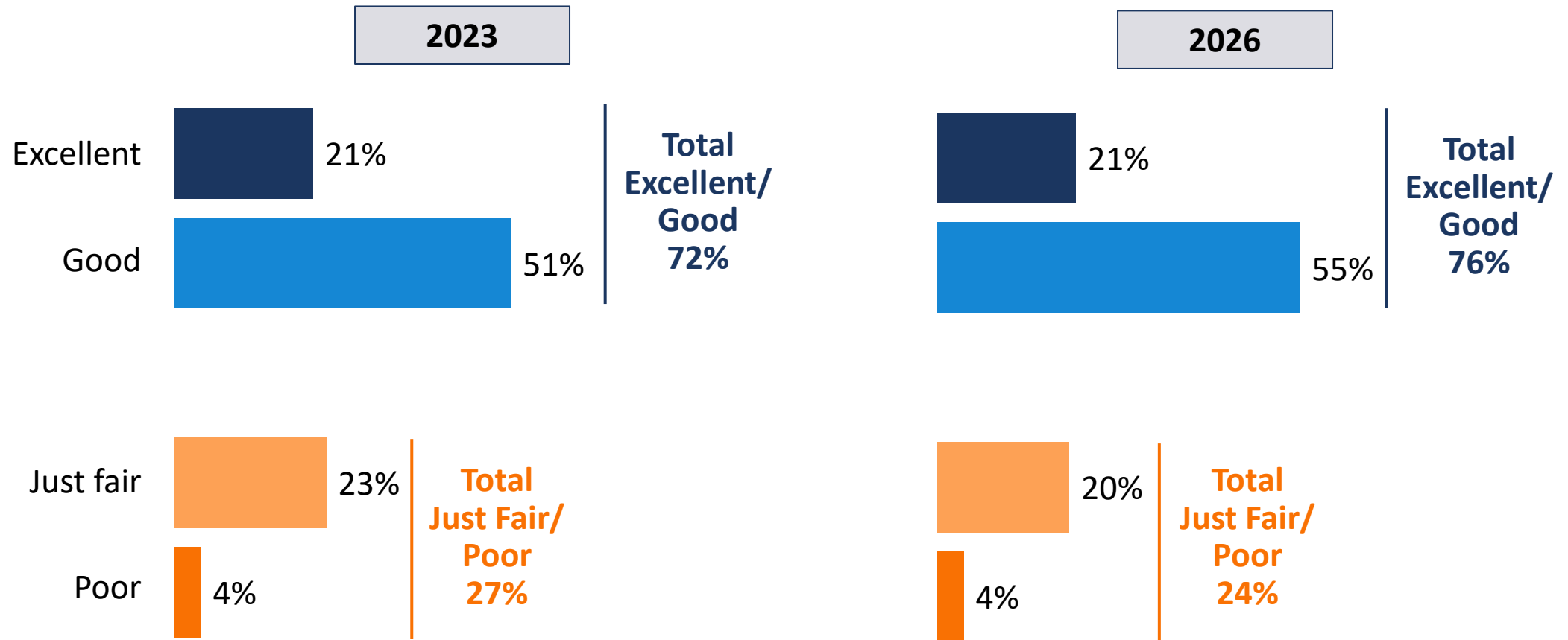
Cathedral City city government, overall



The Cathedral City City Council

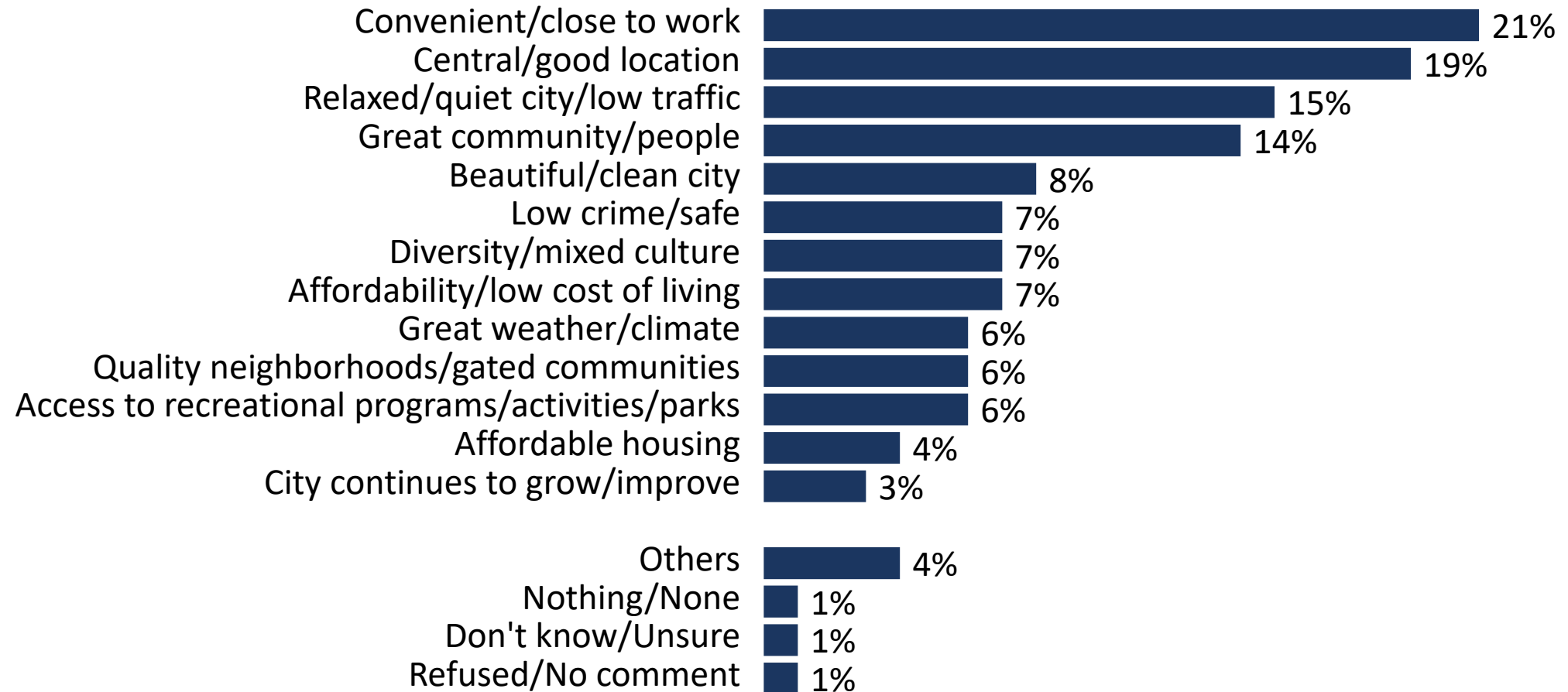


Three-quarters continue to consider Cathedral City as an excellent or good place to live.



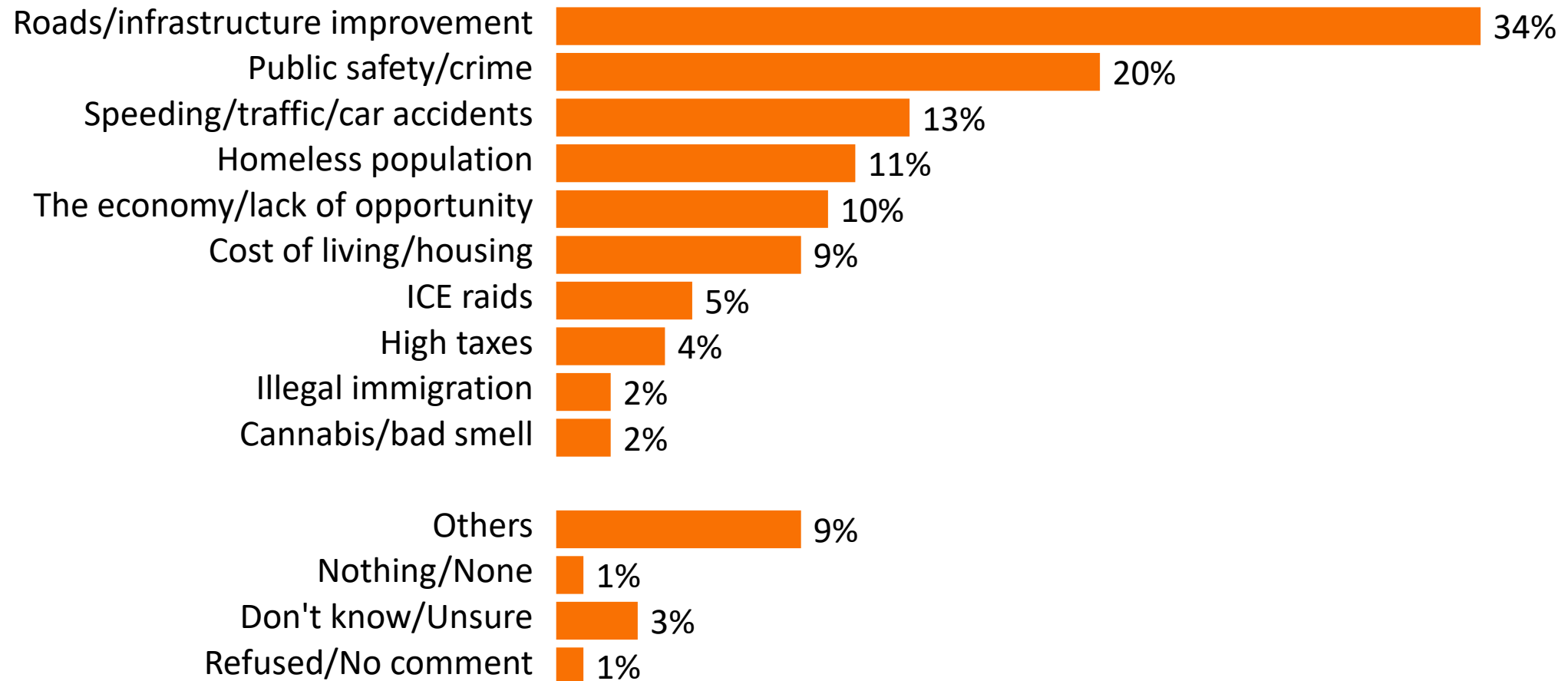
Location; relaxed and quiet place to live; and the very positive regard for the community and its people are the most top of mind cited features for what they best like about living in Cathedral City.

(Open-ended Grouped Responses; Multiple Responses Accepted)



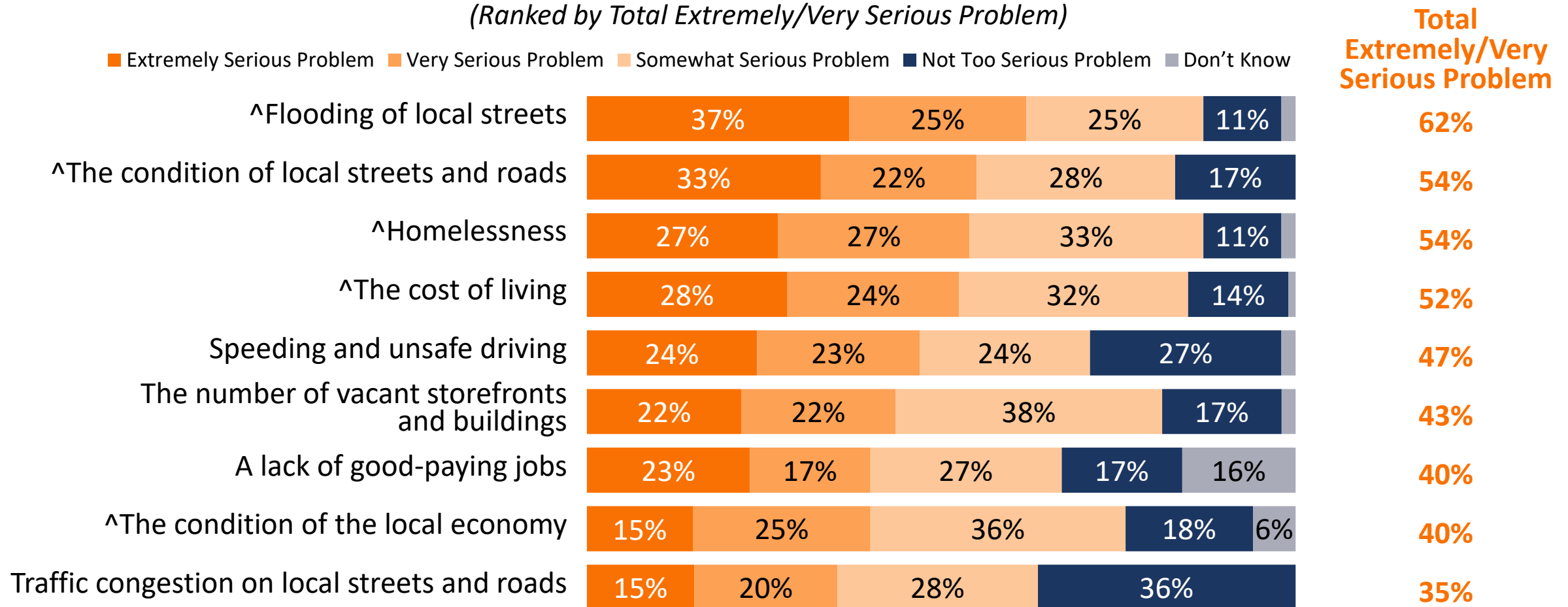
Infrastructure improvements, particularly roads; public safety, particularly crime; speeding/unsafe driving; homelessness; and cost of living are top of mind issues residents would like the City to do something about.

(Open-ended Grouped Responses; Multiple Responses Accepted)



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)

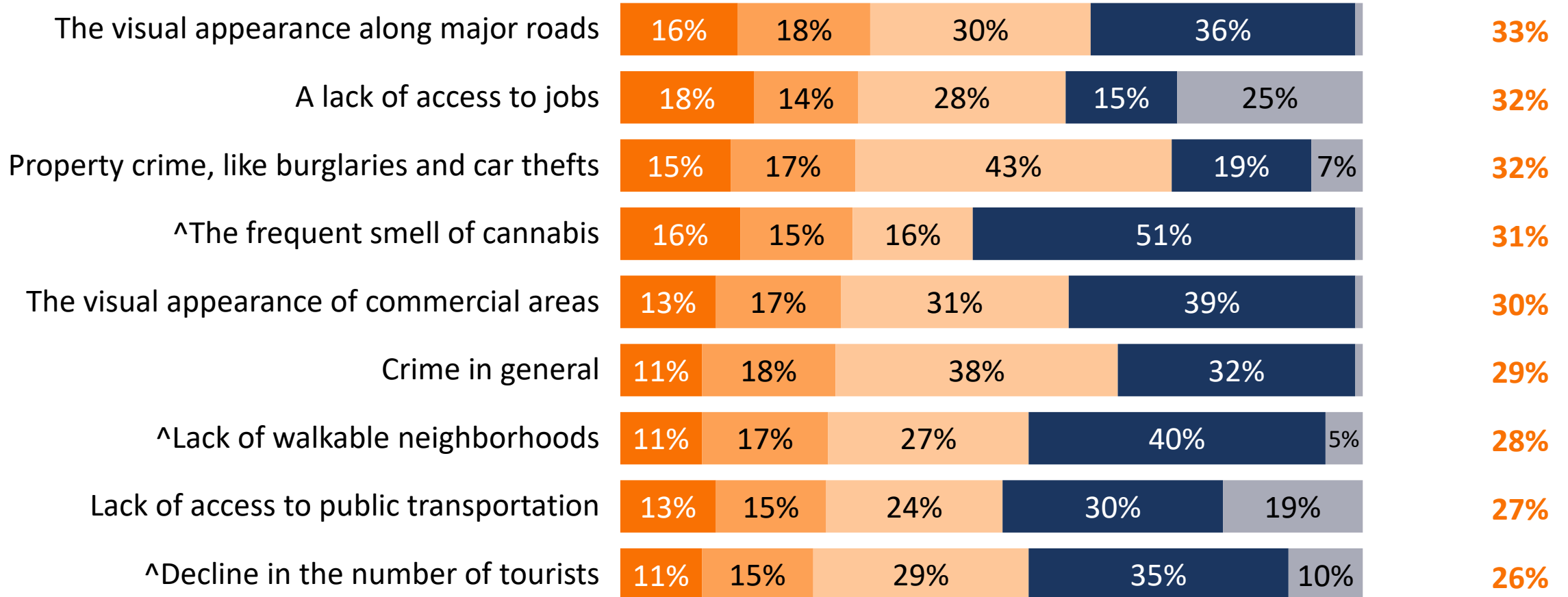


Continued

(Ranked by 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

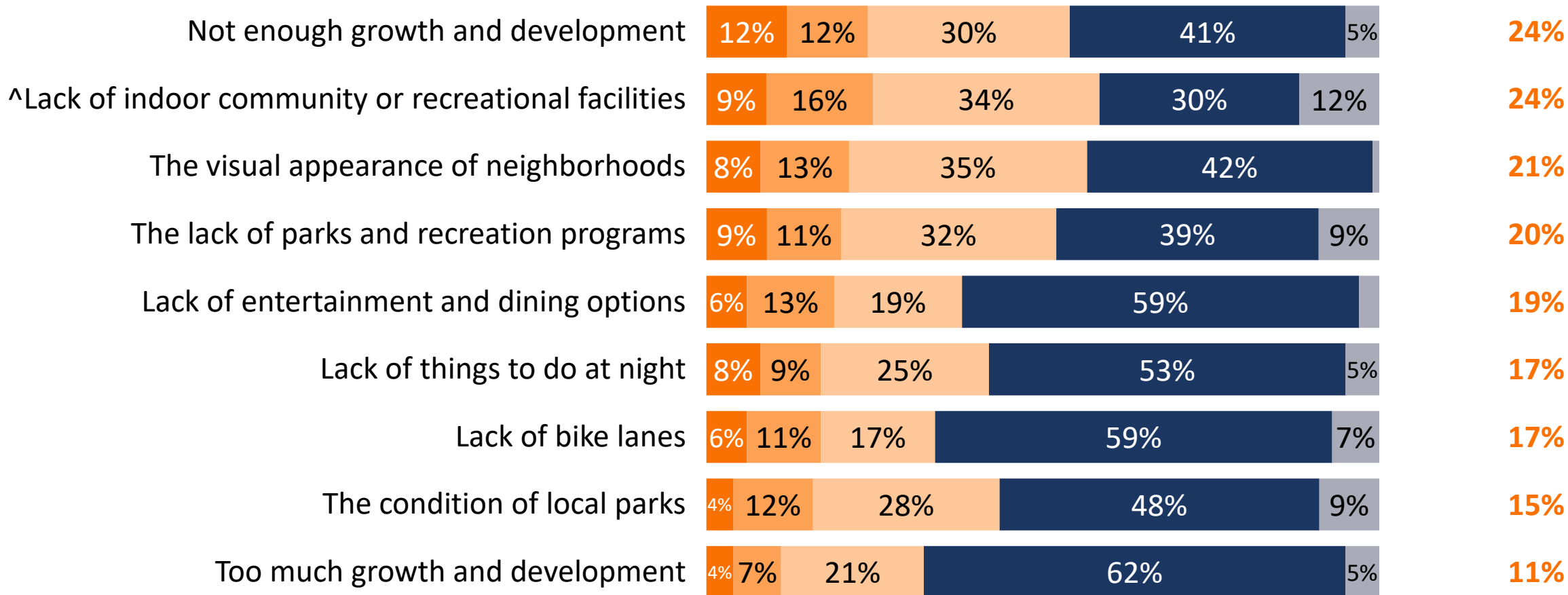


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(Ranked by Total Extremely/Very Serious Problem)

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

Total
Extremely/Very
Serious Problem

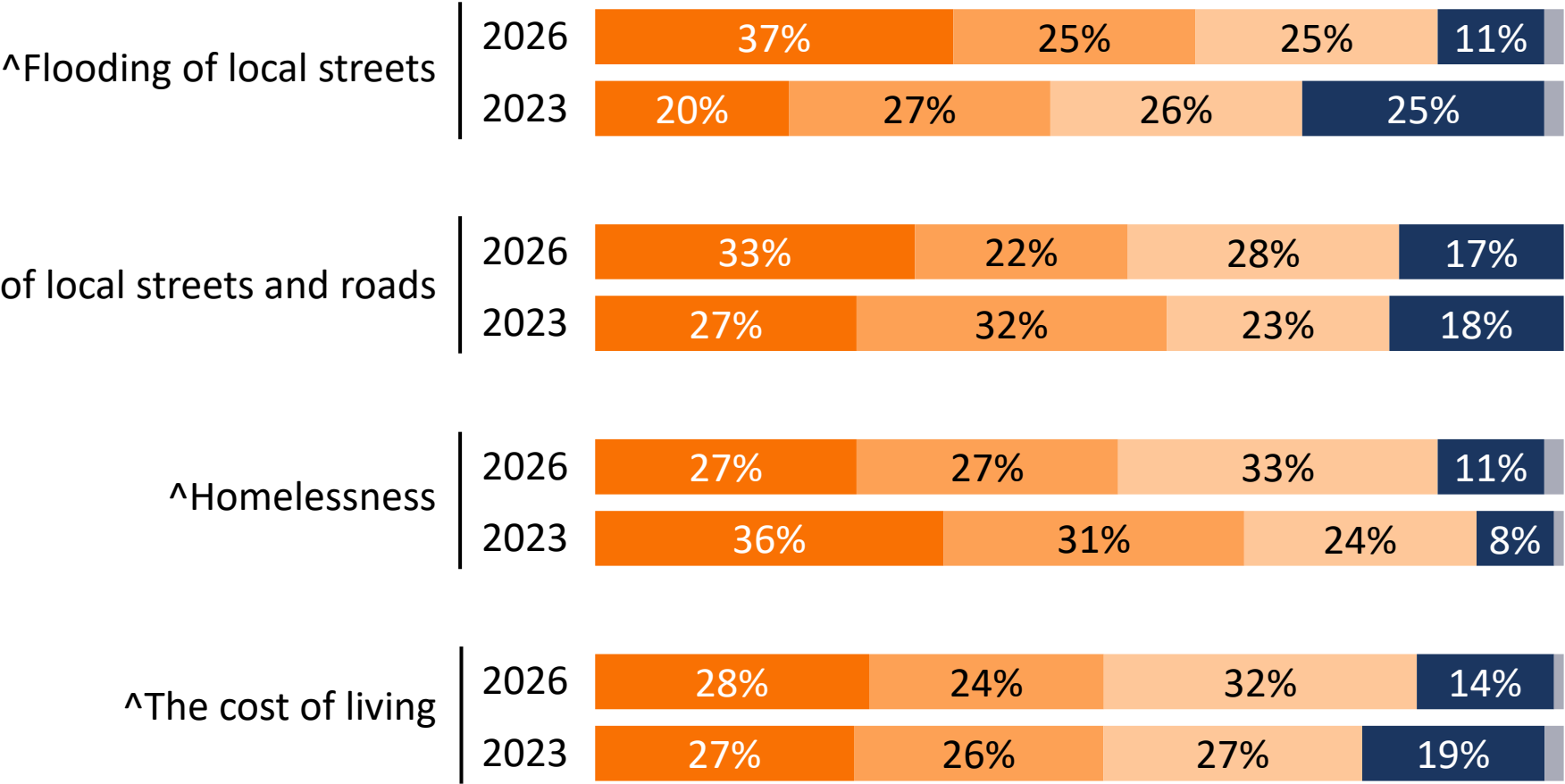


Serious Problems 2023 and 2026

(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



62%

47%

54%

59%

54%

67%

52%

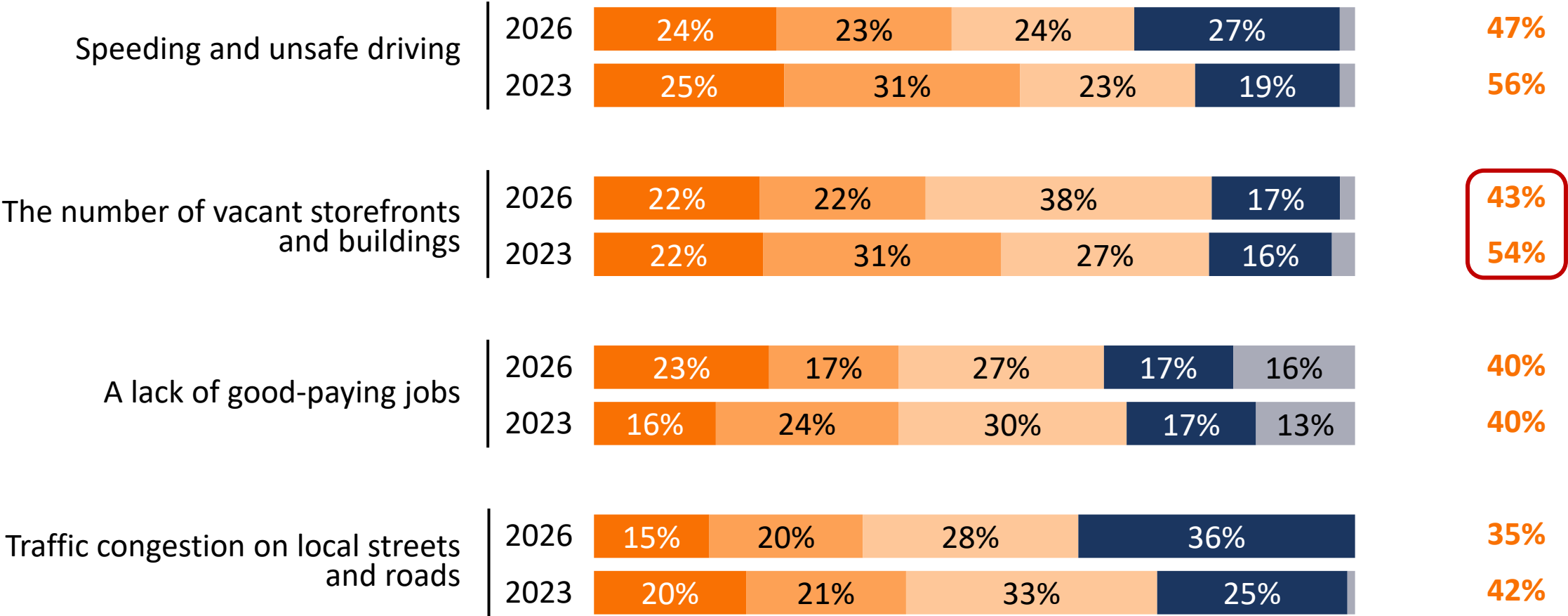
53%

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

Total
Extremely/Very
Serious Problem

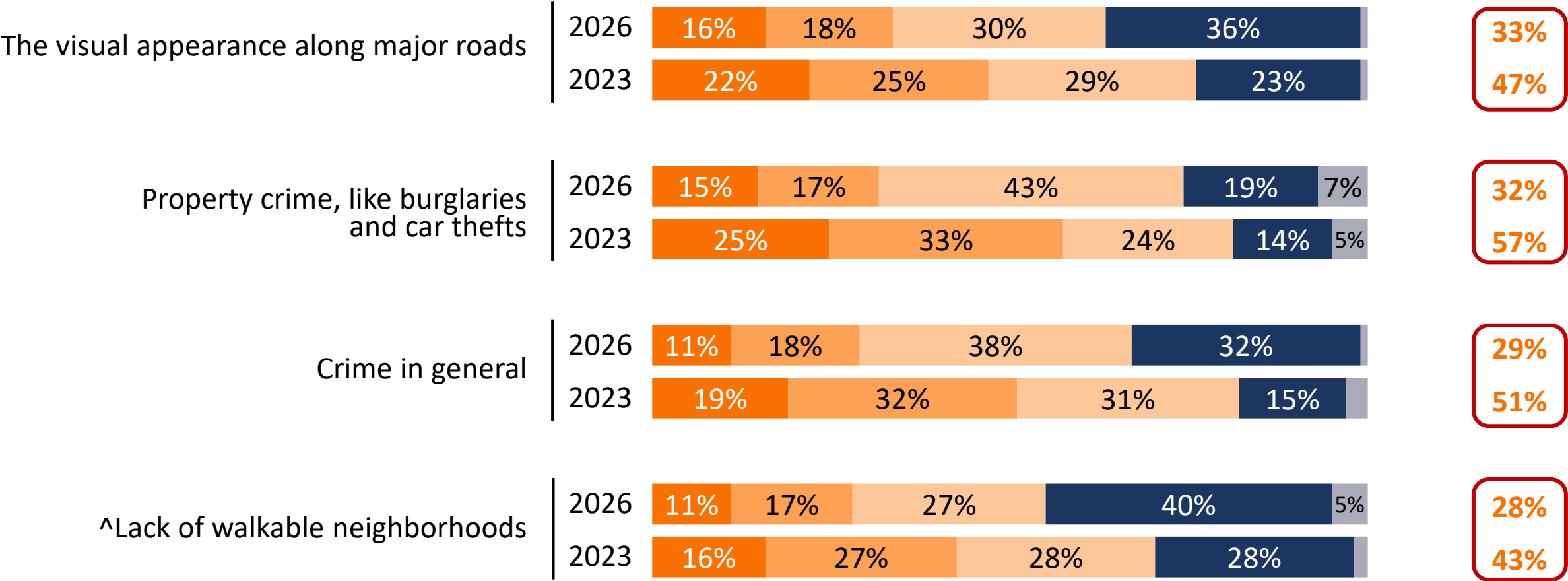


Serious Problems 2023 and 2026; Continued

(Ranked by 2026 Total Extremely/Very Serious Problem)

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

Total
Extremely/Very
Serious Problem

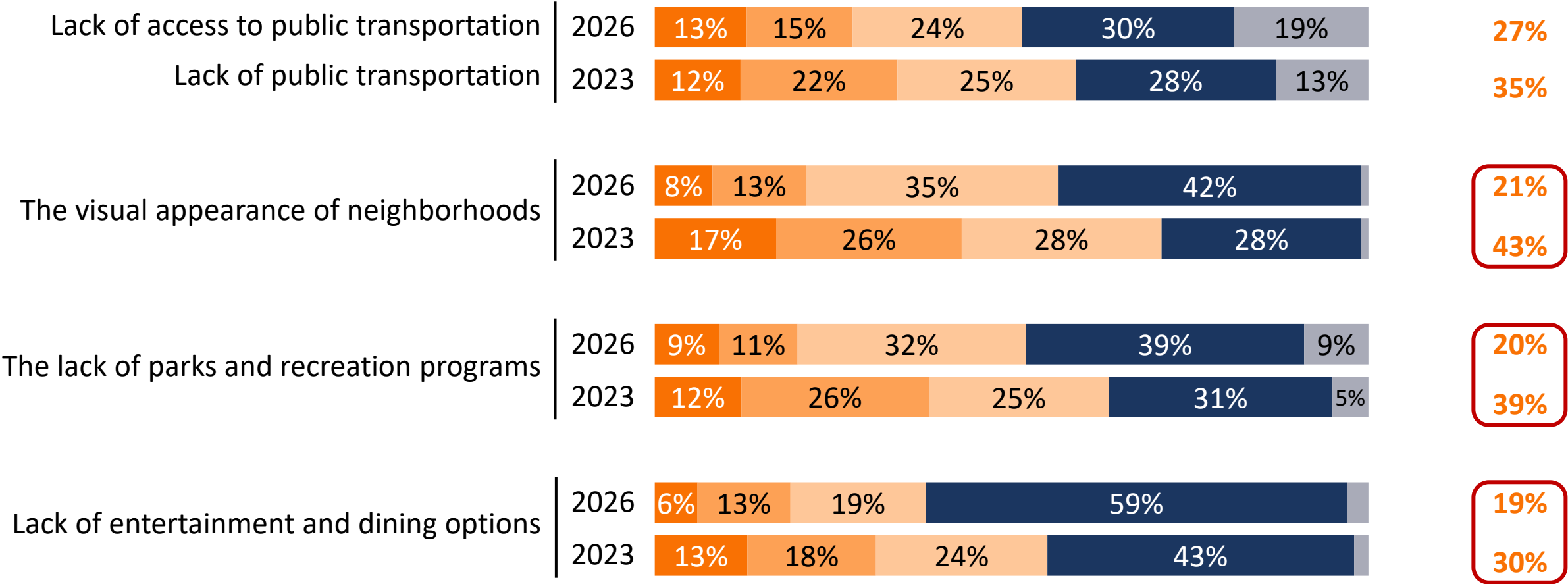


Serious Problems 2023 and 2026; Continued

(Ranked by 2026 Total Extremely/Very Serious Problem)

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Extremely/Very
Serious Problem

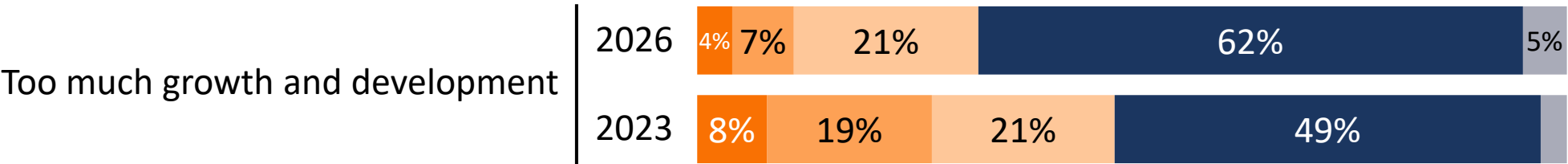
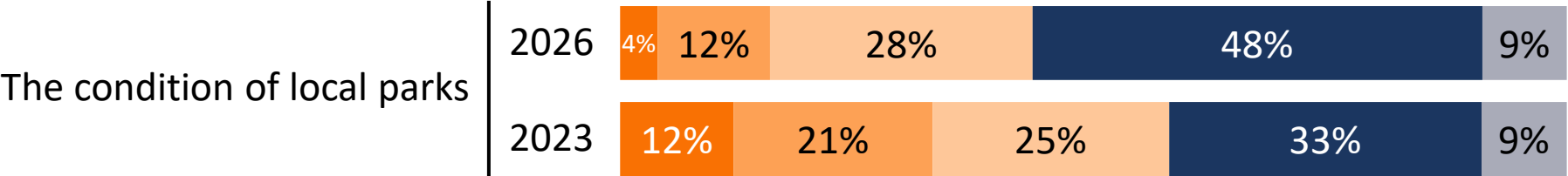
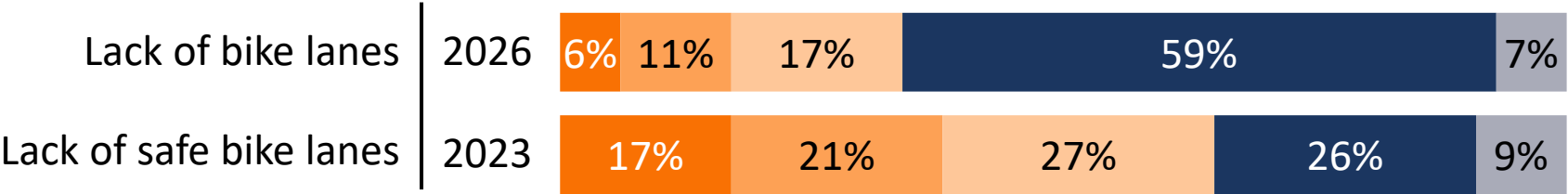


Serious Problems 2023 and 2026; Continued

(Ranked by 2026 Total Extremely/Very Serious Problem)

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Extremely/Very
Serious Problem

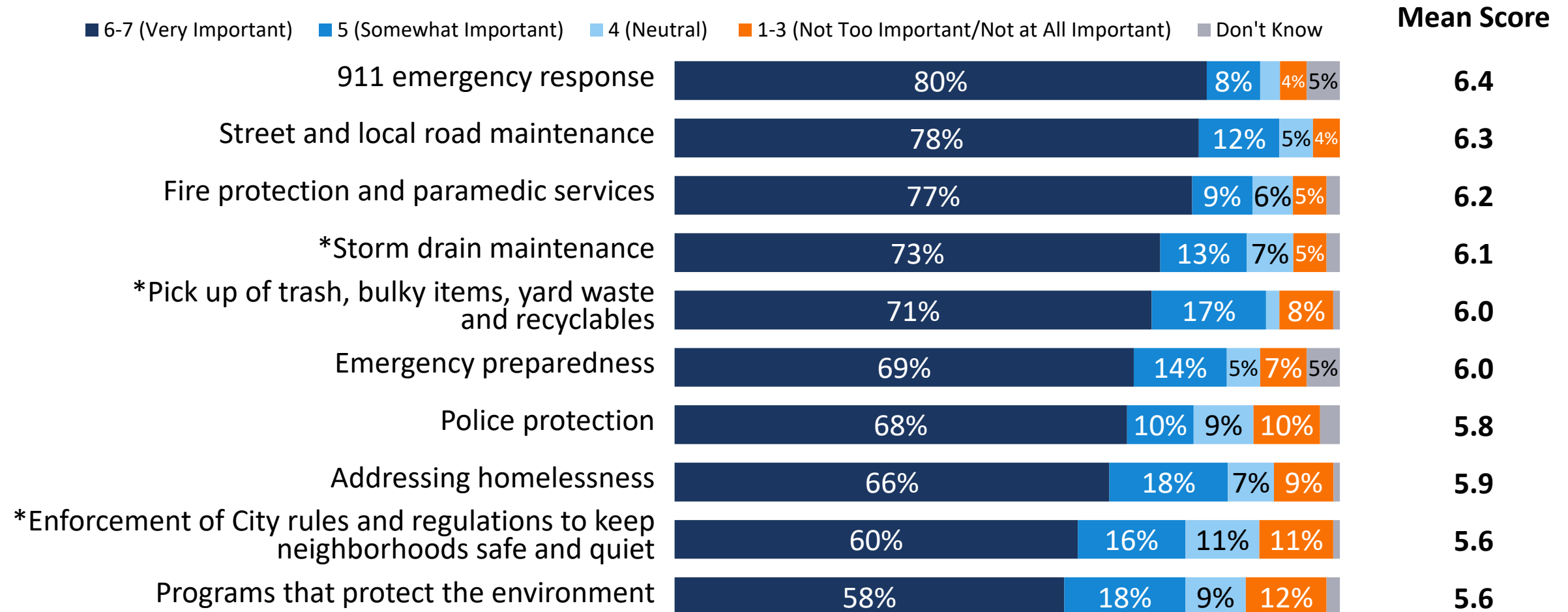




Importance and Satisfaction Service Ratings

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)

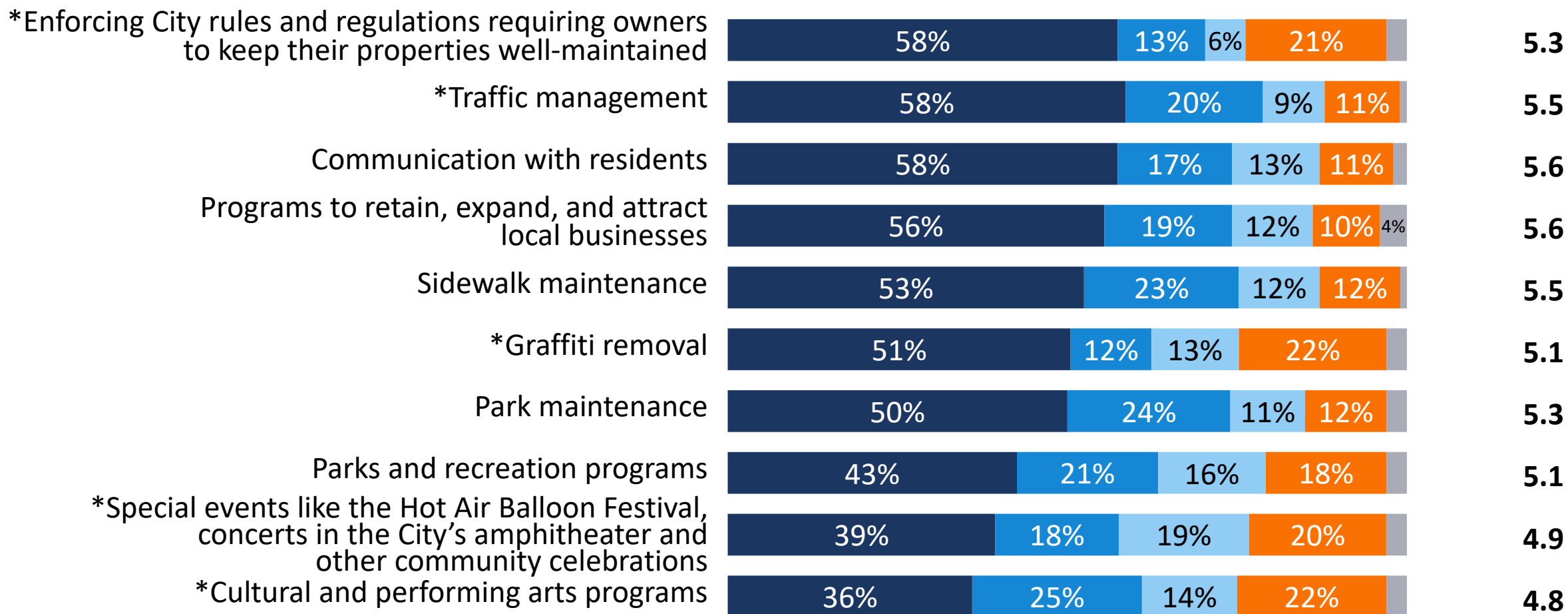


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(Ranked by 6-7 (Very Important) Service Rating)

■ 6-7 (Very Important) ■ 5 (Somewhat Important) ■ 4 (Neutral) ■ 1-3 (Not Too Important/Not at All Important) ■ Don't Know

Mean Score



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

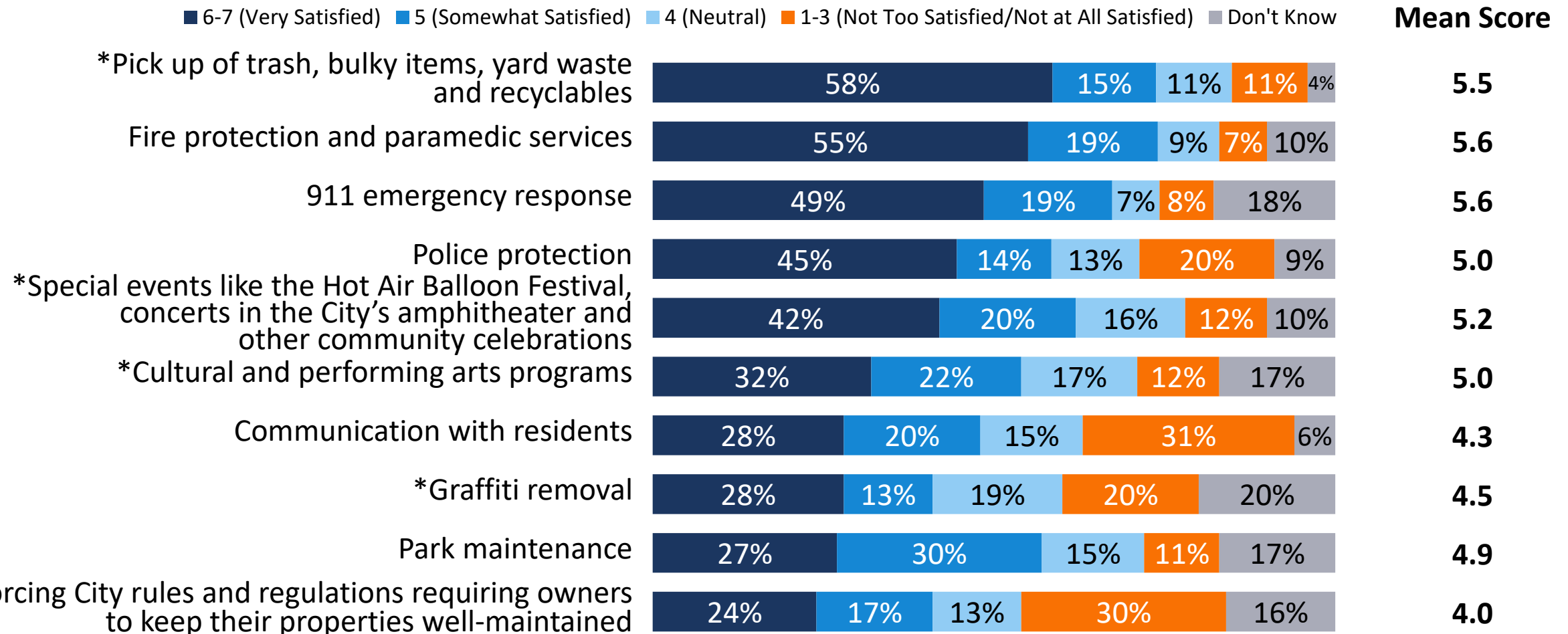
(Ranked by Difference in 6-7 (Very Important) Service Rating)

| 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)

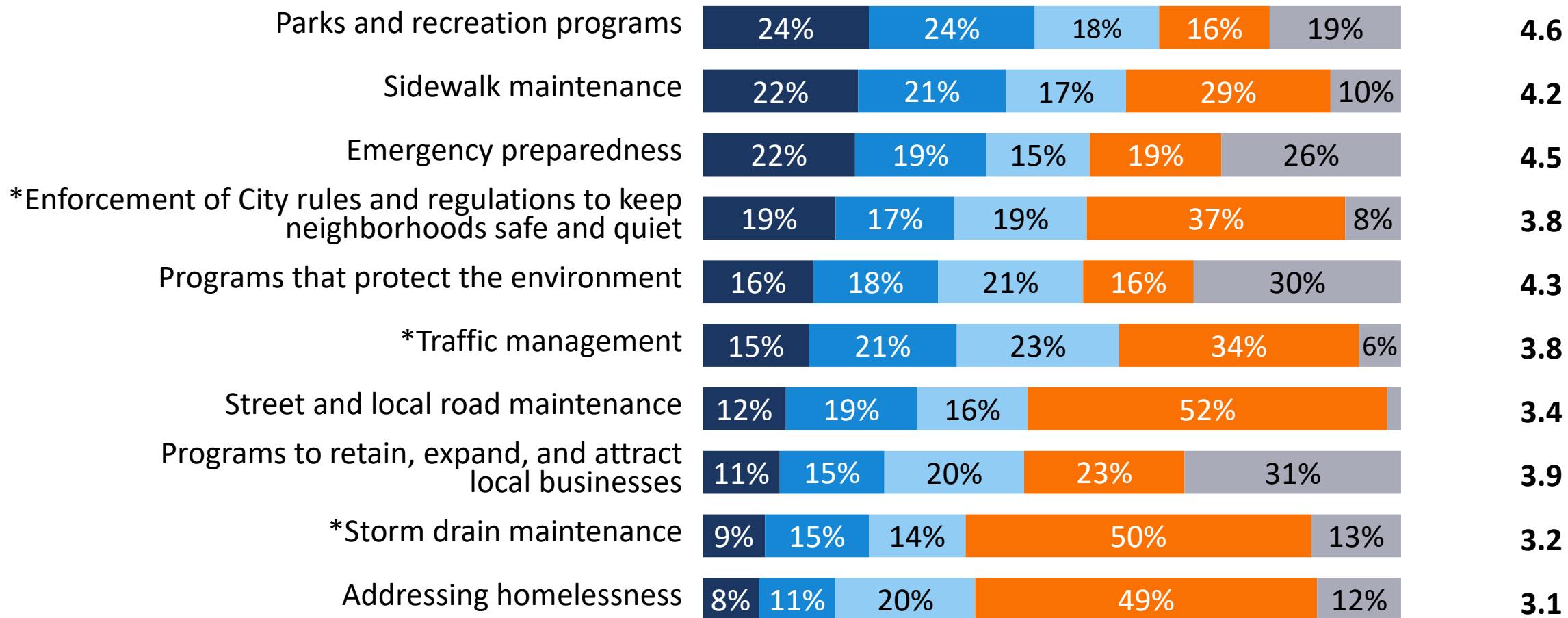


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(Ranked by 6-7 (Very Satisfied) Satisfaction Rating)

■ 6-7 (Very Satisfied) ■ 5 (Somewhat Satisfied) ■ 4 (Neutral) ■ 1-3 (Not Too Satisfied/Not at All Satisfied) ■ Don't Know

Mean Score



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

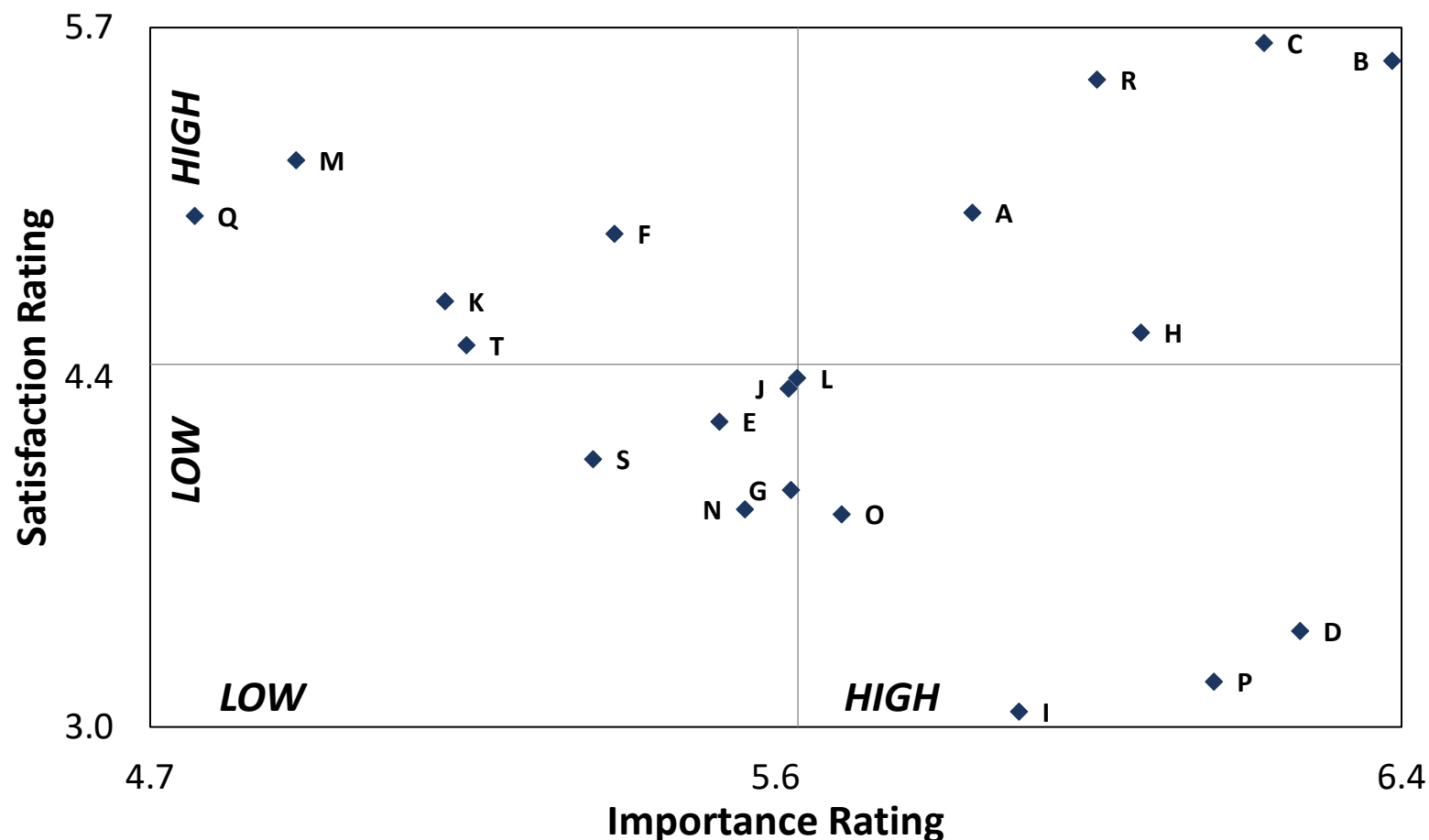
(Ranked by Difference in 6-7 (Very Satisfied) Satisfaction Rating)

| 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)



| | |
|----|---|
| A. | Police protection |
| B. | 911 emergency response |
| C. | Fire protection and paramedic services |
| D. | Street and local road maintenance |
| E. | Sidewalk maintenance |
| F. | Park maintenance |
| G. | Programs to retain, expand, and attract local businesses |
| H. | Emergency preparedness |
| I. | Addressing homelessness |
| J. | Communication with residents |
| K. | Parks and recreation programs |
| L. | Programs that protect the environment |
| M. | *Special events like the Hot Air Balloon Festival, concerts in the City's amphitheater and other community celebrations |
| N. | *Traffic management |
| O. | *Enforcement of City rules and regulations to keep neighborhoods safe and quiet |
| P. | *Storm drain maintenance |
| Q. | *Cultural and performing arts programs |
| R. | *Pick up of trash, bulky items, yard waste and recyclables |
| S. | *Enforcing City rules and regulations requiring owners to keep their properties well-maintained |
| T. | *Graffiti removal |

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

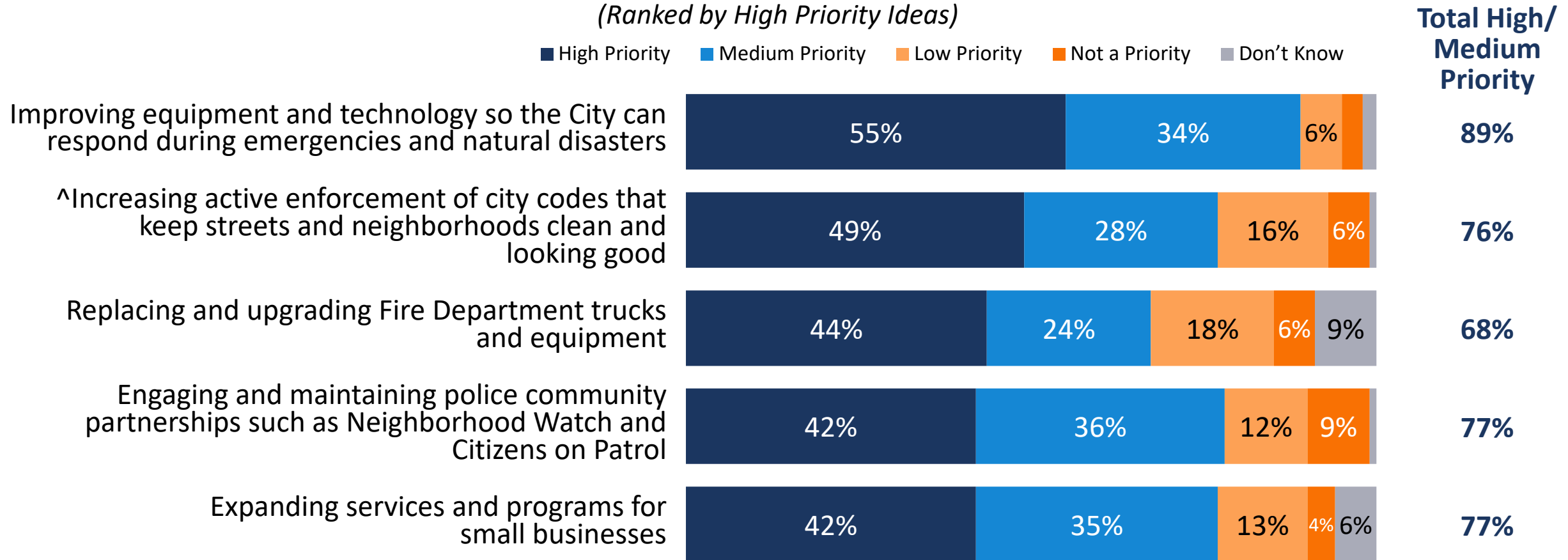
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Idea Priorities

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.

(Ranked by High Priority Ideas)



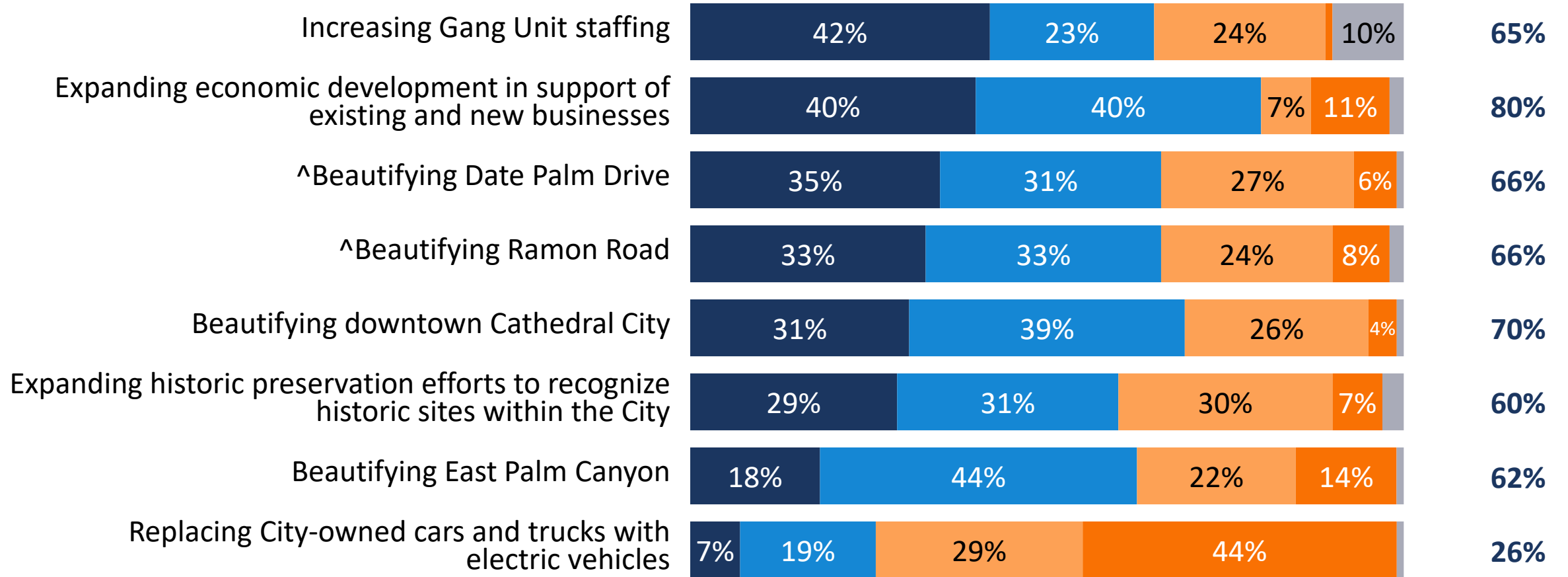
Q. This next question is about some new ideas that could be considered for some of the City government's long-term plans. These are ideas that are not part of the City's planning, but could be worked on over the next few years. Keeping in mind that not every idea can be a high priority, for each one, 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

**Total High/
Medium
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

High Priority Ideas 2023 and 2026

(Ranked by 2026 High Priority Ideas)

Total High/
Medium
Priority

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

Improving equipment and technology so the City can respond during emergencies and natural disasters



89%
85%

Replacing and upgrading Fire Department trucks and equipment



68%
75%

Engaging and maintaining police community partnerships such as Neighborhood Watch and Citizens on Patrol



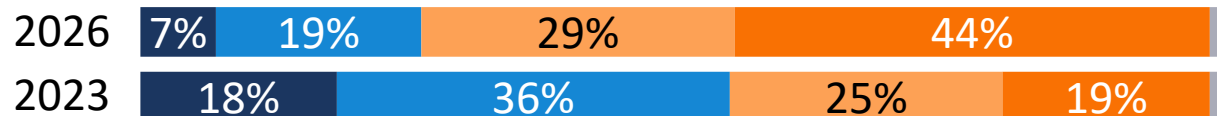
77%
82%

Increasing Gang Unit staffing



65%
77%

Replacing City-owned cars and trucks with electric vehicles



26%
54%

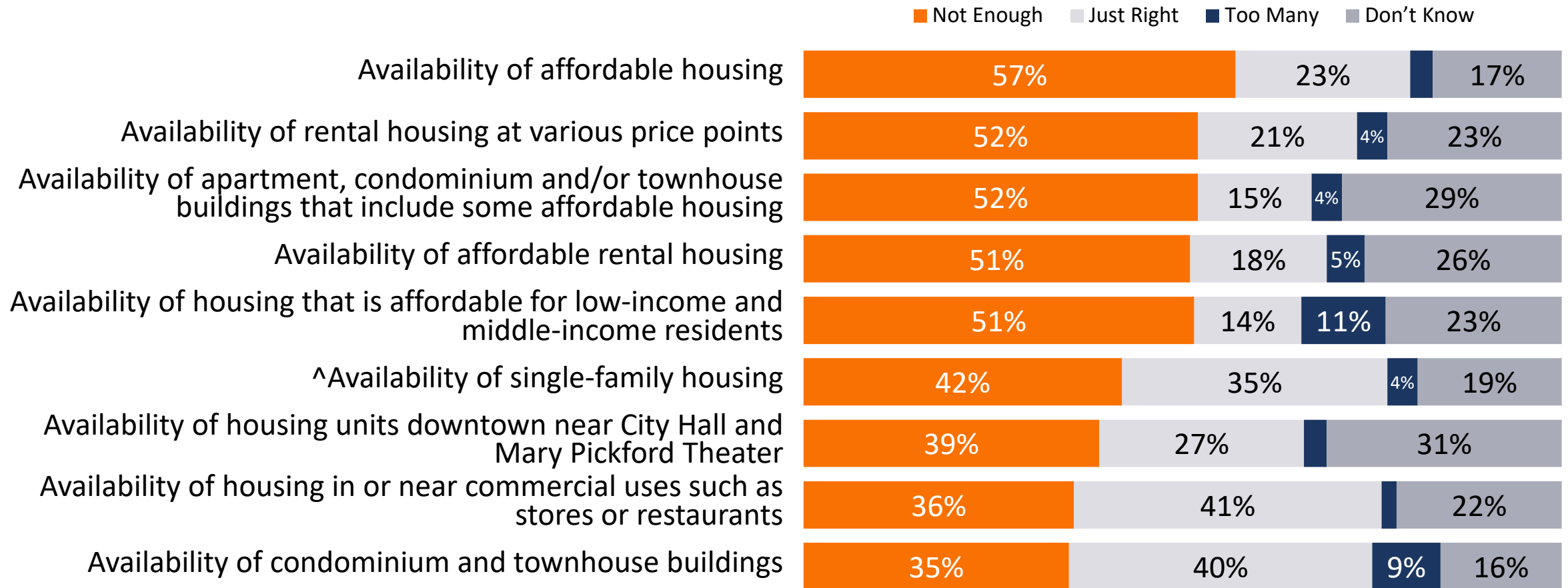
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Housing Needs Assessments

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)

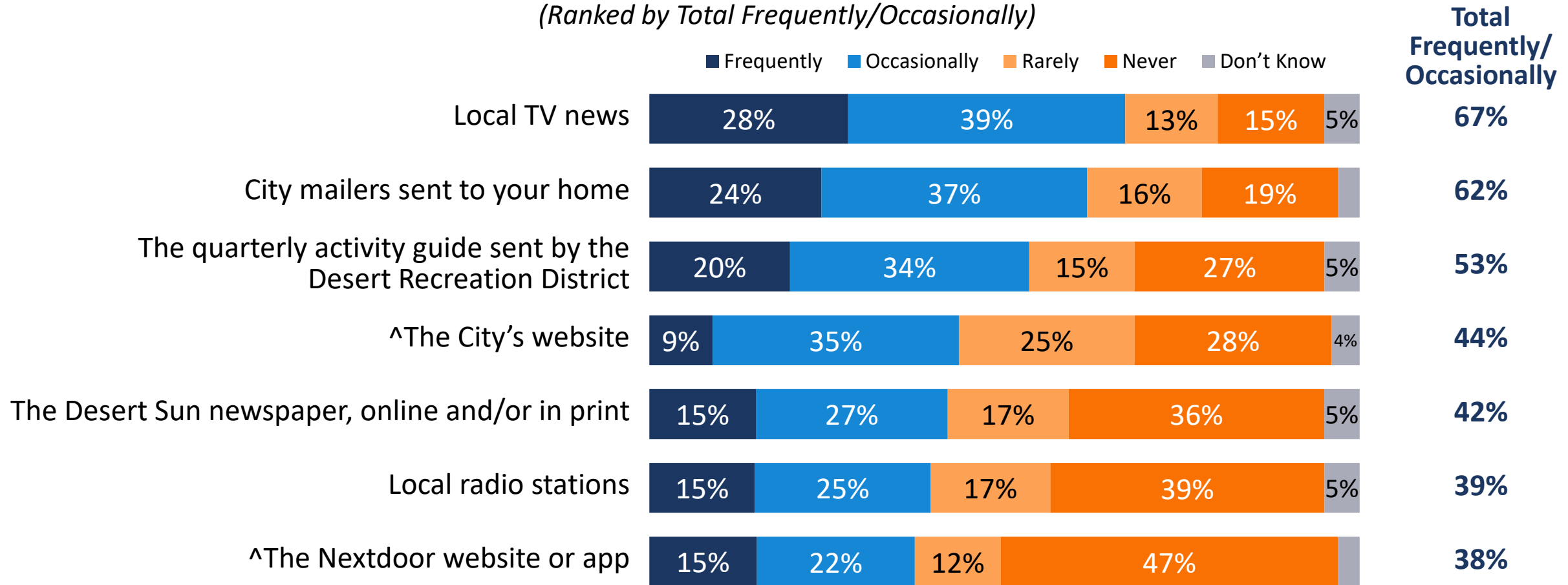




Information Sources

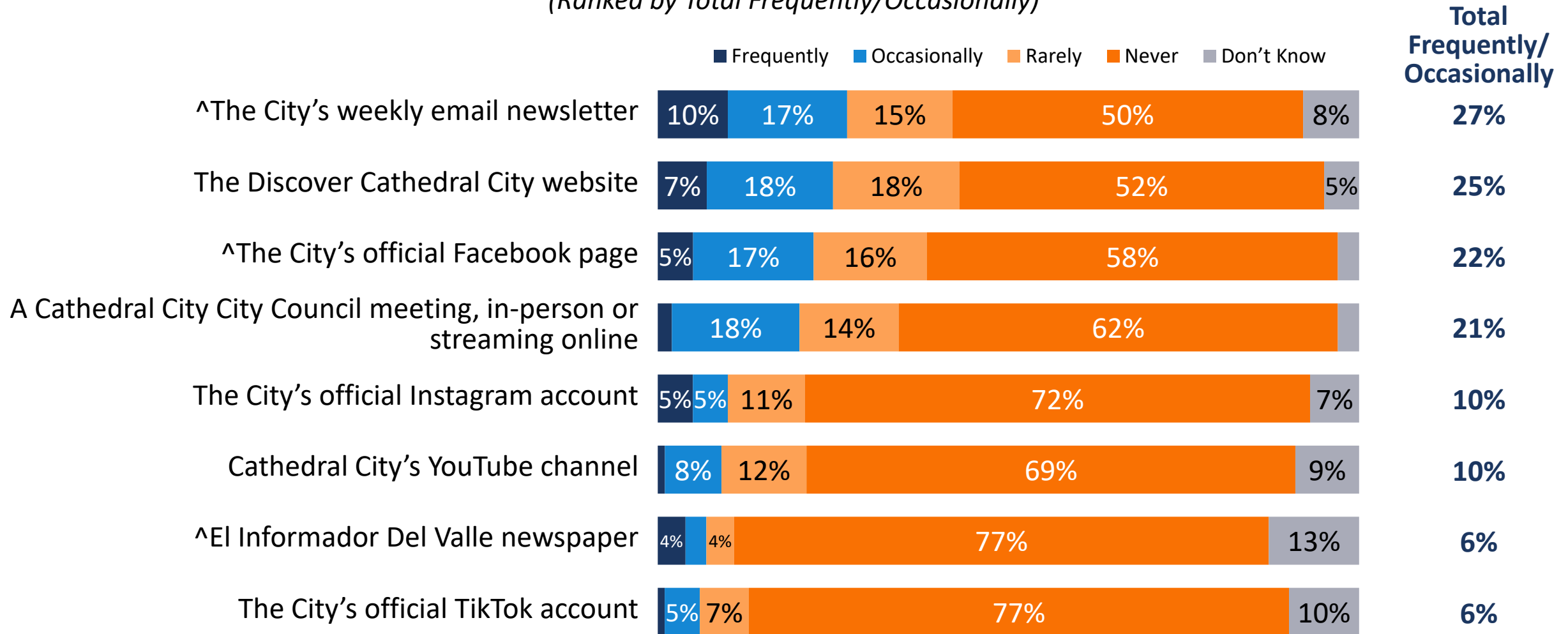
Local TV news, city mailers, and the Desert Recreation District quarterly activity guide are the most frequently used sources of information about Cathedral City programs, events and issues.

(Ranked by Total Frequently/Occasionally)



Continued

(Ranked by Total Frequently/Occasionally)





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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