

UPLAND COMMUNITY PRIORITIES & BUSINESS LICENSE REFORM SURVEY HIGHLIGHTS

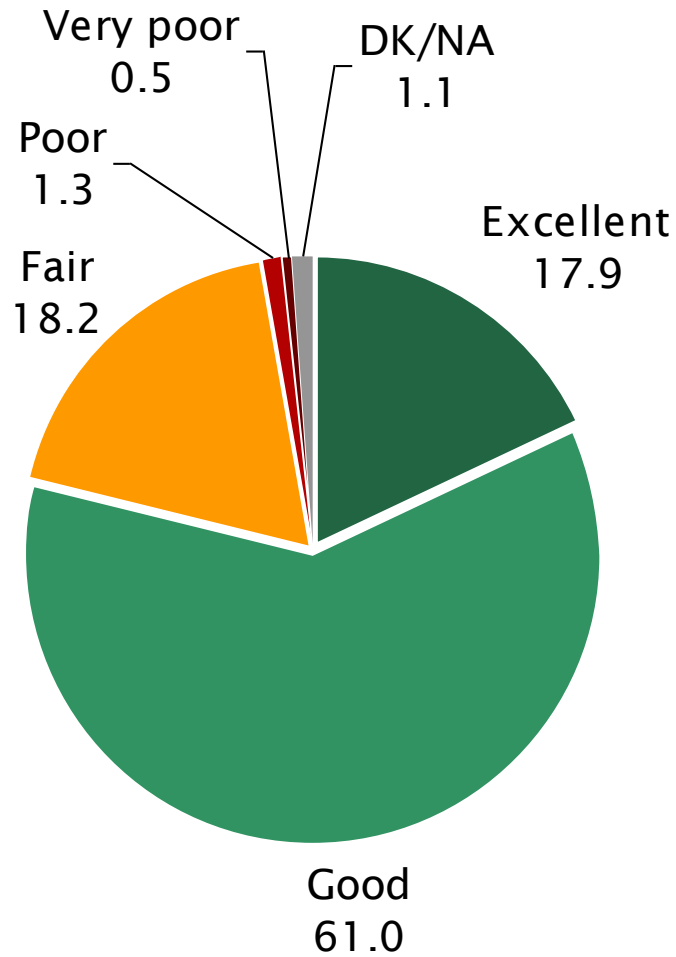
CONDUCTED FOR THE
CITY OF UPLAND



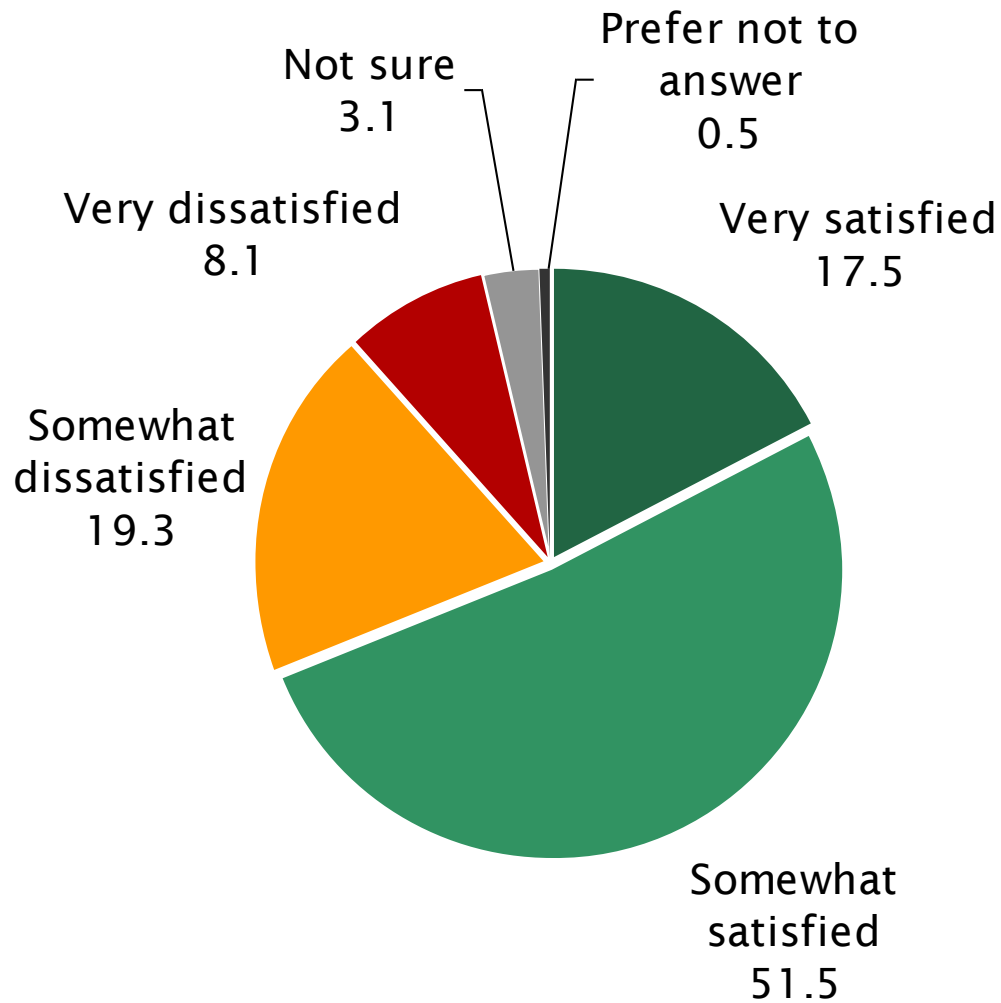
METHODOLOGY OF STUDY

- **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





CONCEPTUAL BUSINESS LICENSE REFORM MEASURE

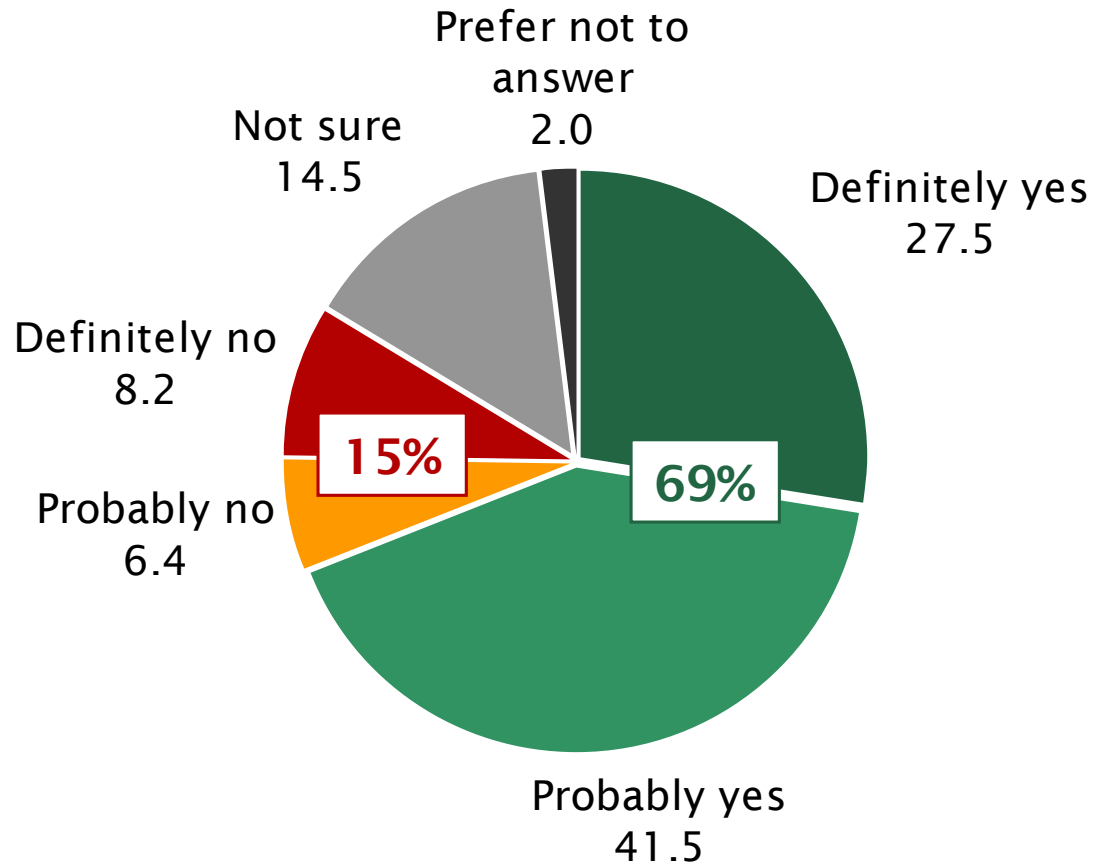
Upland Business License Reform Measure

To modernize City of Upland's 31-year-old business license tax, with no tax increase to residents, lowering taxes on most small businesses, and ensuring large businesses pay their fair share for general city services such as:

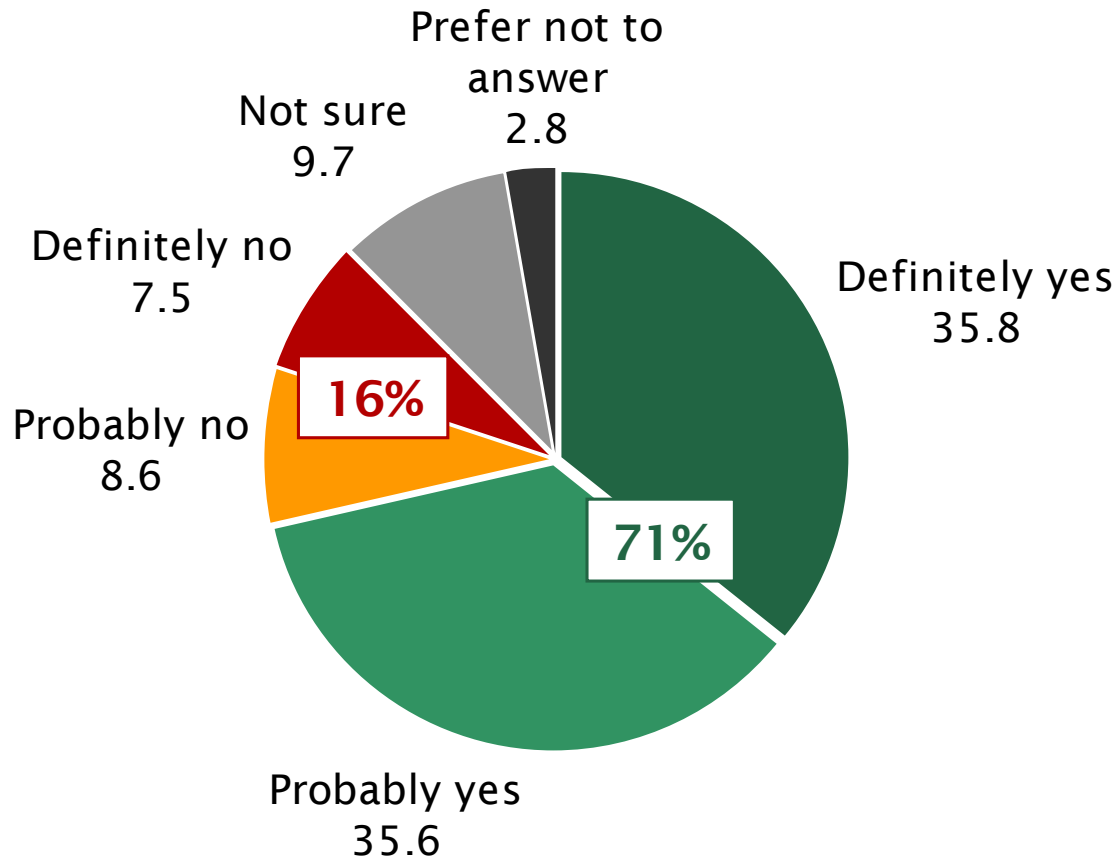
- fixing potholes/streets
- addressing homelessness
- and 911 response

Shall the measure with rates between 0.075% and 0.3% of gross receipts, generating \$4.4 million in local funds until ended by voters, and requiring independent audits, be adopted? If the election were held today, would you vote yes or no on this measure?

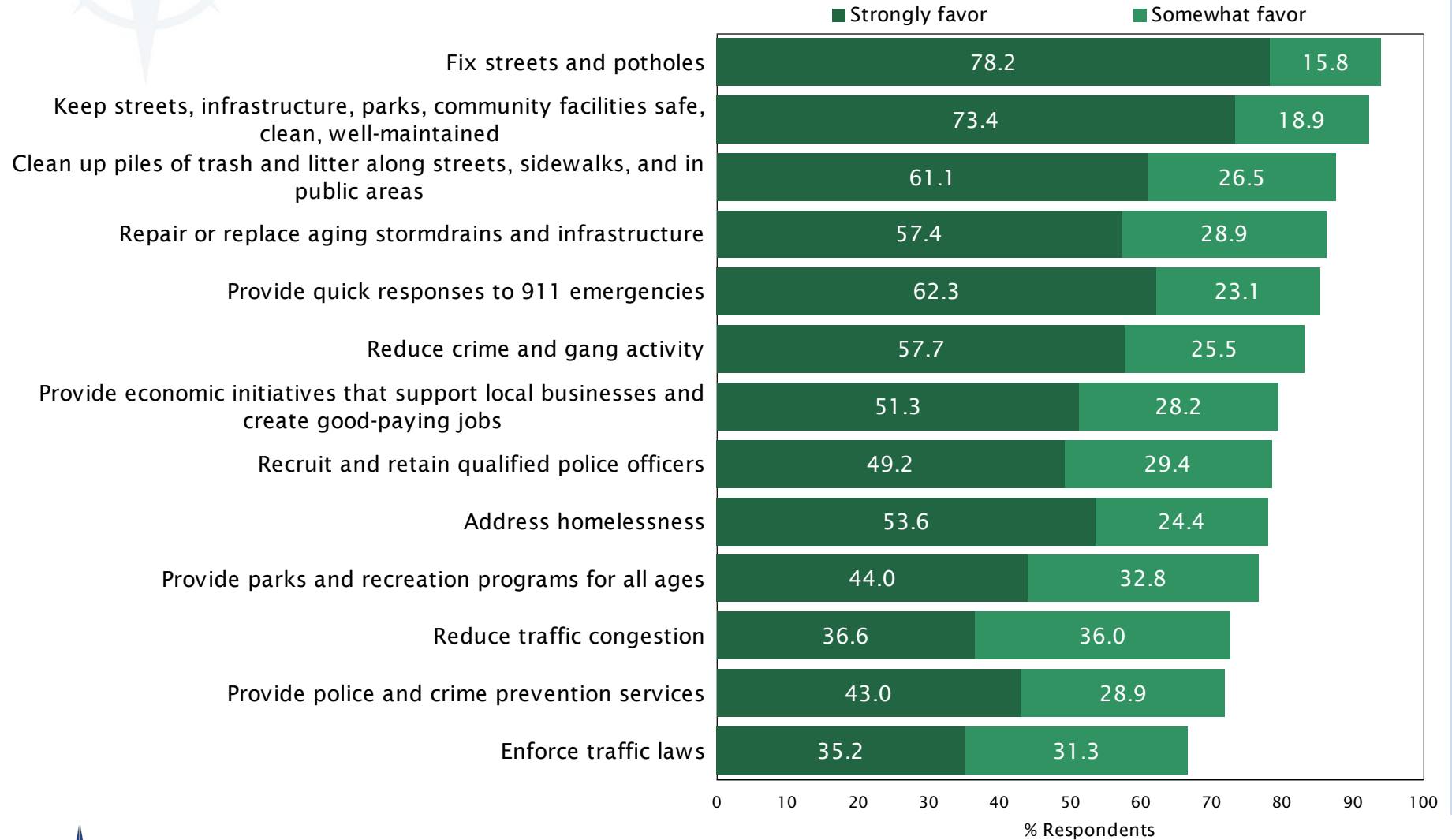
INITIAL BALLOT TEST



AFTER INFORMATION



RESIDENT BUDGET PRIORITIES





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