

**2012 CITY OF FREMONT COMMUNITY SURVEY**  
**320-507-WT**  
**A/B SPLITS**  
**N=602**

Hello, I'm \_\_\_\_\_ from F-M-Three, a public opinion research company. We're conducting a public opinion survey about issues that interest residents of the City of Fremont. **(IF RESPONDENT REPLIES IN SPANISH, MANDARIN, PASHTO OR DARI, OR DESIRES TO SPEAK ONE OF THESE LANGUAGES, FOLLOW THE ESTABLISHED PROCEDURE FOR HANDING OFF TO AN INTERVIEWER WHO SPEAKS THE APPROPRIATE LANGUAGE.)** We are definitely not trying to sell anything, and we are only interested in your opinions. May I speak with the adult in your household who celebrated a birthday most recently? **(IF NOT AVAILABLE, ASK:)** "May I speak to another adult member of your household who is 18 years old or older?"

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely? **(IF NOT ON A CELL PHONE, ASK: Do you own a cell phone?)**

- Yes, cell and can talk safely -----
- Yes, cell not cannot talk safely-----
- No, not on cell, but own one-----
- No, not on cell and do not own one -----
- (DON'T READ) DK/NA/REFUSED** -----

**NEXT, I'M GOING TO ASK YOU A FEW QUESTIONS TO MAKE SURE WE ARE SPEAKING TO A REPRESENTATIVE GROUP OF LOCAL RESIDENTS.**

1. Do you live in the City of Fremont or in some other city?

- Fremont-----
- All other responses -----
- (DON'T KNOW/NA)** -----

2. I will not need to know your exact address, but in order to help me verify that you live within the boundaries of our interviewing area, could you please tell me what the ZIP code is for your current residence? **(TERMINATE ALL WHOSE ZIP CODE IS NOT ON THE LIST OF FREMONT ZIPS)**

- 94536 -----
- 94537 -----
- 94538 -----
- 94539 -----
- 94555 -----
- All other responses -----

3. Next, I am going to read you a list of some neighborhoods in Fremont. Please tell me which one you live in. **(READ LIST)**

- Ardenwood-----
- Centerville-----
- Irvington-----
- Mission San Jose-----
- Niles-----
- Warm Springs -----
- (DON'T READ) Other (SPECIFY) \_\_\_\_\_**
- (DON'T READ) DK/NA/Refused-----**

4. With which racial or ethnic group do you identify yourself: Latino or Hispanic, African-American or Black, White or Caucasian, Asian or Pacific Islander, or some other ethnic or racial background? **(IF ASIAN OR PACIFIC ISLANDER, ASK: "Are you Indian, Pakistani, Afghani, Chinese, Filipino, Vietnamese, Thai, Korean or of some other Asian background?"**)

- Latino/Hispanic -----
- African-American/Black-----
- White/Caucasian -----
- Indian/Pakistani -----
- Afghani -----
- Chinese -----
- Filipino -----
- Vietnamese -----
- Thai -----
- Korean-----
- Other Non-Asian **(SPECIFY \_\_\_\_\_)** -----
- Other Asian **(SPECIFY \_\_\_\_\_)** -----
- (DON'T READ) Mixed race -----**
- (DON'T READ) DK/NA/Refused-----**

5. In what year were you born?

- 1994-1988 (18-24)-----
- 1987-1983 (25-29)-----
- 1982-1978 (30-34)-----
- 1977-1973 (35-39)-----
- 1972-1968 (40-44)-----
- 1967-1963 (45-49)-----
- 1962-1958 (50-54)-----
- 1957-1953 (55-59)-----
- 1952-1948 (60-64)-----
- 1947-1938 (65-74)-----
- 1937 or earlier (75 & over)-----
- (DON'T READ) DK/Refused-----**

**NOW I WOULD LIKE TO ASK YOU SOME GENERAL QUESTIONS ABOUT LIFE IN FREMONT.**

6. First, would you say that things in \_\_\_\_\_ have been moving in the right direction, in the wrong direction, or have not changed much over the last two years? **(DO NOT ROTATE)**

	<b>RIGHT DIRECTION</b>	<b>WRONG DIRECTION</b>	<b>NOT CHANGED MUCH</b>	<b>(DON'T READ) DK/NA</b>
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- a. **(T)** The City of Fremont -----
- b. **(T)** Your local neighborhood-----

7. Generally speaking, how would you rate the City of Fremont as a place to live: is it an excellent place to live, a good place to live, just average, poor, or an extremely poor place to live?

- Excellent -----
- Good -----
- Just average-----
- Poor -----
- Extremely poor-----
- (DON'T READ) DK/NA** -----

8. (T) Next, what do you think is the most serious problem facing the residents of Fremont that you would like to see city government do something about? (DO NOT READ OPTIONS – OPEN-END; ACCEPT ONLY ONE RESPONSE)

- Crime -----
- Freeways/road maintenance -----
- Education/public schools -----
- Jobs/economy-----
- Traffic and congestion-----
- No concerns-----
- Burglar alarms/no police response to alarms -----
- Bring in business -----
- Housing costs/lack of affordable housing -----
- Budget/city budget deficit -----
- Cuts to local/City programs -----
- Gangs/violence/youth violence -----
- Government waste/ mismanagement-----
- Growth and development/too much -----
- Taxes too high -----
- Need more police -----
- Homelessness -----
- Immigration -----
- Public transportation-----
- Race issues/affirmative action -----
- Water quality/drinking water-----
- High cost of living -----
- Downtown development -----
- Drugs-----
- Health care/cost of health care -----
- Home foreclosure -----
- (OTHER)(SPECIFY) \_\_\_\_\_
- (DK/NA) -----

9. Now I would like to read you some statements people have made about life in the City of Fremont. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each statement. (RANDOMIZE)

	<u>STR.</u>			<u>STR.</u>	<u>(DON'T</u>
	<u>AGREE</u>	<u>AGREE</u>	<u>DISAG.</u>	<u>DISAG.</u>	<u>READ)</u>
					<u>DK/NA</u>

[ ]a. Fremont is a great place for seniors and aging residents to live. -----

(SPLIT SAMPLE A ONLY)

[ ]b. When people first move to Fremont, they are generally welcomed into the community. -----

[ ]c. Fremont is a great place to raise a family. -----

(SPLIT SAMPLE B ONLY)

[ ]d. Fremont's diversity is an asset to the City. -----

[ ]e. I personally feel safe living in Fremont. -----

(RESUME ASKING ALL RESPONDENTS)

10. Now I am going to mention a list of issues people in the City of Fremont may be concerned about. After you hear each issue, please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem for people who live in the City of Fremont. (RANDOMIZE)

	<u>EXT.</u>	<u>VERY</u>	<u>S.W.</u>	<u>NOT TOO</u>	<u>(DON'T READ)</u>
	<u>SERIOUS</u>	<u>SERIOUS</u>	<u>SERIOUS</u>	<u>SERIOUS</u>	<u>DON'T</u>
	<u>PROBLEM</u>	<u>PROBLEM</u>	<u>PROBLEM</u>	<u>PROBLEM</u>	<u>KNOW/NA</u>

(SPLIT SAMPLE A ONLY)

[ ]a. Maintaining 9-1-1 emergency response times -----

[ ]b. City budget deficits -----

[ ]c. Traffic congestion on local streets and roads -----

[ ]d. Population growth -----

[ ]e. Potholes and street maintenance -----

[ ]f. Crime in general -----

[ ]g. The amount people pay in city taxes -----

[ ]h. The cost of pensions for public employees -----

	<b>EXT.</b>	<b>VERY</b>	<b>S.W.</b>	<b>NOT TOO</b>	<b>(DON'T READ)</b>
	<b>SERIOUS</b>	<b>SERIOUS</b>	<b>SERIOUS</b>	<b>SERIOUS</b>	<b>DON'T</b>
	<b><u>PROBLEM</u></b>	<b><u>PROBLEM</u></b>	<b><u>PROBLEM</u></b>	<b><u>PROBLEM</u></b>	<b><u>KNOW/NA</u></b>

**(SPLIT SAMPLE B ONLY)**

- [ ]i. Not enough police officers on the street -----
- [ ]j. State budget cuts that reduce the money available for local services-----
- [ ]k. Unemployment -----
- [ ]l. Traffic congestion on highways and freeways-----
- [ ]m. The cost of housing -----
- [ ]n. A lack of public transportation options -----
- [ ]o. Waste and inefficiency in city government-----

**(RESUME ASKING ALL RESPONDENTS)**

11. Now I am going to read you a list of products and services that can be purchased in the City of Fremont. For each one, please tell me how satisfied you are with your ability to purchase that product or service in Fremont: very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied. If you have no opinion or don't purchase that product or service, you can tell me that too. Here is the first one...

**(RANDOMIZE)**

	<b>VERY</b>	<b>S.W.</b>	<b>S.W.</b>	<b>VERY</b>	<b>(DON'T READ)</b>
	<b><u>SAT.</u></b>	<b><u>SAT.</u></b>	<b><u>DISSAT.</u></b>	<b><u>DISSAT.</u></b>	<b><u>NO OPINION</u></b>
					<b><u>DK/NA</u></b>

**(SPLIT SAMPLE A ONLY)**

- [ ]a. Casual family dining-----
- [ ]b. Furniture and home accessories-----
- [ ]c. Entertainment and nightlife-----

**(SPLIT SAMPLE B ONLY)**

- [ ]d. Fine dining -----
- [ ]e. Clothing and apparel-----
- [ ]f. Boutiques and specialty shops-----
- [ ]g. Sporting goods-----

**(RESUME ASKING ALL RESPONDENTS)**

**NOW I WOULD LIKE TO ASK YOU ABOUT SOME OF THE SERVICES FREMONT'S CITY GOVERNMENT PROVIDES TO ITS RESIDENTS.**

12. (T) First, how would you rate the overall job being done by Fremont city government in providing services to the City's residents: excellent, good, only fair, or poor?

- Excellent -----
- Good -----
- Only fair-----
- Poor -----
- (DON'T READ)** Don't know -----

13. Next, how confident are you that Fremont City government operates in a way that is open and accountable to the public? **(READ LIST)**

- Extremely confident -----
- Very confident-----
- Somewhat confident, or-----
- Not too confident -----
- (DON'T KNOW)** -----

14. Now let me ask you about some specific services provided by Fremont’s City government. After I mention each one, please tell me how important each service is to making Fremont a good place to live: extremely important, very important, somewhat important, or not too important. If you have no opinion or don't know about a service I mention to you, you can tell me that too. Here is the first one...  
**(RANDOMIZE)**

<b><u>EXT.</u></b>	<b><u>VERY</u></b>	<b><u>S.W.</u></b>	<b><u>NOT</u></b>	<b><u>(DON'T READ)</u></b>
<b><u>IMP.</u></b>	<b><u>IMP.</u></b>	<b><u>IMP.</u></b>	<b><u>TOO</u></b>	<b><u>NO OPINION</u></b>
			<b><u>IMP.</u></b>	<b><u>DK/NA</u></b>

**(SPLIT SAMPLE A ONLY)**

- [ ]a. Removing graffiti from buildings-----
- [ ]b. Providing programs to help seniors remain healthy and active-----
- [ ]c. Providing opportunities to volunteer in the community-----
- [ ]d. Providing police protection-----
- [ ]e. Providing recreation opportunities and programs at city parks and recreation centers-----
- [ ]f. Providing bicycle lanes and paths-----
- [ ]g. Assisting new businesses obtain required permits for their buildings-----
- [ ]h. Recruiting companies and businesses to the city-----
- [ ]i. Providing garbage and recycling services-----

**(SPLIT SAMPLE B ONLY)**

- [ ]j. Operating the Fremont Family Resource Center and Senior Center-----
- [ ]k. Providing opportunities to be involved in City government-----
- [ ]l. Providing fire protection and 9-1-1 emergency response services-----
- [ ]m. Maintaining public parks in good physical condition-----
- [ ]n. Enforcing traffic laws to protect the safety of drivers, bikers, and pedestrians-----
- [ ]o. Retaining existing companies and businesses in the city-----
- [ ]p. Paving and repairing streets and roads-----
- [ ]q. Providing safety net services to help families become economically stable-----



**(RESUME ASKING ALL RESPONDENTS)**

15. Now I am going to read you the same list of services provided by Fremont’s City government. This time, after I mention each one, please tell me how satisfied you are with the job being done by Fremont in providing that service: very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied. If you have no opinion or don’t know about a service I mention to you, you can tell me that too. Here is the first one... **(RANDOMIZE)**

				<b>(DON'T READ)</b>
<b>VERY</b>	<b>S.W.</b>	<b>S.W.</b>	<b>VERY</b>	<b>NO OPINION</b>
<b><u>SAT.</u></b>	<b><u>SAT.</u></b>	<b><u>DISSAT.</u></b>	<b><u>DISSAT.</u></b>	<b><u>DK/NA</u></b>

**(SPLIT SAMPLE A ONLY)**

- [ ]a. Removing graffiti from buildings -----
- [ ]b. Providing programs to help seniors remain healthy and active -----
- [ ]c. Providing opportunities to volunteer in the community-----
- [ ]d. Providing police protection -----
- [ ]e. Providing recreation opportunities and programs at city parks and recreation centers-----
- [ ]f. Providing bicycle lanes and paths-----
- [ ]g. Assisting new businesses obtain required permits for their buildings-----
- [ ]h. Recruiting companies and businesses to the city -----
- [ ]i. Providing garbage and recycling services -----

**(SPLIT SAMPLE B ONLY)**

- [ ]j. Operating the Fremont Family Resource Center and Senior Center-----
- [ ]k. Providing opportunities to be involved in City government-----
- [ ]l. Providing fire protection and 9-1-1 emergency response services -----
- [ ]m. Maintaining public parks in good physical condition-----
- [ ]n. Enforcing traffic laws to protect the safety of drivers, bikers, and pedestrians -----
- [ ]o. Retaining existing companies and businesses in the city-----
- [ ]p. Paving and repairing streets and roads -----
- [ ]q. Providing safety net services to help families become economically stable -----

**(RESUME ASKING ALL RESPONDENTS)**

**NOW AM GOING TO ASK YOU SOME QUESTIONS ABOUT THE CITY BUDGET.**

16. First, how would you rate the overall job the City of Fremont does managing its budget: excellent, good, only fair, or poor?

- Excellent -----
- Good -----
- Only fair-----
- Poor -----
- (DON'T READ) DK/NA -----**

17. Next, would you say that to maintain essential services, the City of Fremont has a great need for additional funding, some need, a little need, or no real need for additional funding?

- Great need-----
- Some need -----
- A little need-----
- No real need -----
- (DON'T READ) DK/NA -----**

18. **(T\*)** Next, suppose there were a measure on the City of Fremont ballot asking voters to approve a small tax increase to maintain and protect the level of essential services – including police, fire, street and park maintenance, and youth and senior services – currently provided by the City, and to restore a number of services that have recently been cut. Would you favor or oppose such a ballot measure? **(IF FAVOR/OPPOSE, ASK: “Do you strongly FAVOR/OPPOSE it or only somewhat?”)**

- TOTAL FAVOR-----**
- Strongly favor -----
- Somewhat favor-----
- TOTAL OPPOSE -----**
- Somewhat oppose-----
- Strongly oppose -----
- (DON'T READ) DK/NA-----**

19. Now I am going to read you a list of ways in which the funds generated by a measure like this could be spent. As I read each one, please tell me how important it is to you that each service be provided: extremely important, very important, somewhat important, or not important. **(RANDOMIZE)**

	<b>EXT.</b>	<b>VERY</b>	<b>S.W.</b>	<b>NOT</b>	<b>(DON'T READ)</b>
	<b><u>IMP.</u></b>	<b><u>IMP.</u></b>	<b><u>IMP.</u></b>	<b><u>TOO</u></b>	<b><u>NO OPINION</u></b>
				<b><u>IMP.</u></b>	<b><u>DK/NA</u></b>

- [ ]a. Paving and repairing streets and roads -----
- [ ]b. Restoring eliminated police officer positions -----
- [ ]c. Staffing the new fire station in south Fremont off 880 that was built in 2010, but never opened due to budget cuts -----
- [ ]d. Renovating and making safety improvements to older City buildings, including community centers -----
- [ ]e. Creating a walkable, transit-oriented downtown Fremont, including a mixture of residential, retail and commercial buildings-----

20. Now I would like to read you some statements people have made about conditions in the City of Fremont. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each statement. **(RANDOMIZE)**

	<b>STR.</b>		<b>STR.</b>	<b>(DON'T</b>
	<b><u>AGREE</u></b>	<b><u>AGREE</u></b>	<b><u>DISAG.</u></b>	<b>READ)</b>
			<b><u>DISAG.</u></b>	<b><u>DK/NA</u></b>

**(SPLIT SAMPLE A ONLY)**

- [ ]a. **(T)** I would never vote for a tax increase no matter what the money raised would be used for.-----
- [ ]b. **(T)** The City of Fremont can be trusted to properly manage additional tax dollars.-----

**(SPLIT SAMPLE B ONLY)**

- [ ]c. **(T\*)** Local property values will be hurt if City public safety and maintenance services are reduced. -----
- [ ]d. **(T)** The City of Fremont cannot provide the level of service that residents want and need without additional funding.-----

(RESUME ASKING ALL RESPONDENTS)

HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.

21. About how long have you lived in Fremont? (READ LIST)

- Less than two years-----
- Three to four years-----
- Five to six years-----
- Seven to ten years-----
- 11 to 15 years-----
- 16 to 20 years-----
- 21 years or more -----
- (DON'T READ) Don't know/Refused -----

22. Do you have children? (IF YES, ASK: Are any of them under the age of 19 and living at home?)

- Yes, children under 19 at home-----
- Yes, no children under 19 at home-----
- No, no children-----
- (DON'T READ) DK/NA/Refused -----

23. What was the last level of school you completed?

- Grades 1-8 -----
- Grades 9-11 -----
- High school graduate (12)-----
- Some college -----
- Business/vocational school-----
- College graduate (4)-----
- Post-graduate work/professional school -----
- (DON'T READ) DK/Refused-----

24. Are you a registered voter in the City of Fremont?

- Yes ----- (ASK Q25)---
- No ----- (SKIP Q25)---
- (DON'T READ) Refused ----- (SKIP Q25)---

(IF "YES" IN Q24, ASK Q25)

25. Are you registered as a Democrat, as a Republican, as a member of another political party, or as declining to state a party affiliation?

- Democrat-----
- Republican-----
- Other/Declining to State -----
- (DON'T READ) Refused -----

**THANK YOU VERY MUCH FOR YOUR TIME AND ATTENTION TO MY QUESTIONS.**

**Gender by observation:**

Male -----

Female-----

**Language by observation:**

English -----

Spanish -----

Mandarin-----

Pashto-----

Dari -----

Phone # \_\_\_\_\_

Date \_\_\_\_\_

City \_\_\_\_\_

Interviewer \_\_\_\_\_

Verified by \_\_\_\_\_

ZIP \_\_\_\_\_

County \_\_\_\_\_

Cluster # \_\_\_\_\_

Page # \_\_\_\_\_

**SAMPLE**

Standard RDD -----

Cell Phone RDD-----