

Fairbank,
Maslin,
Maullin,
Metz &
Associates

FM3

2013 CITY OF FREMONT COMMUNITY SURVEY
320-574-WT
N=602
A/B & C/D SPLITS
MARGIN OF SAMPLING ERROR ±4.0% (95% CONFIDENCE INTERVAL)

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. **(T)** 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 without endangering yourself or others? **(IF NOT ON A CELL PHONE, ASK: "Do you own a cell phone?")**

Yes, cell and can talk safely ----- **(ASK QB)** -- 46%
 Yes, cell but cannot talk safely ----- **TERMINATE**
 No, not on cell, but own one ----- **(ASK QB)** -- 41%
 No, not on cell and do not own one ----- **(SKIP QB)** -- 14%
(DON'T READ) DK/NA/REFUSED ----- **TERMINATE**

(ASK QB ONLY IF CODES 1 OR 2 "OWN A CELL PHONE" IN QA)

B. **(T)** Would you say you use your cell phone to make and receive all of your phone calls, most of your phone calls, do you use your cell phone and home landline phone equally, or do you mostly use your home landline phone to make and receive calls?

All cell phone----- 20%
 Mostly cell phone----- 29%
 Cell and landline equally ----- 37%
 Mostly landline----- 14%
(DON'T READ) DK/NA -----0%

(RESUME ASKING ALL RESPONDENTS)

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

1. **(T)** Do you live in the City of Fremont or in some other city?

Fremont----- 100%
 All other responses ----- **TERMINATE**
(DON'T KNOW/NA) ----- **TERMINATE**

2. **(T)** 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 -----	31%
94537 -----	4%
94538 -----	29%
94539 -----	22%
94555 -----	14%
All other responses -----	TERMINATE

3. **(T)** 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-----	17%
Centerville-----	20%
Irvington-----	19%
Mission San Jose-----	18%
Niles-----	6%
Warm Springs-----	7%
(DON'T READ) Other (SPECIFY _____)	9%
(DON'T READ) DK/NA/Refused-----	3%

4. **(T)** 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 -----	14%
African-American/Black-----	5%
White/Caucasian -----	31%
Indian/Pakistani -----	16%
Afghani -----	1%
Chinese -----	17%
Filipino -----	6%
Vietnamese -----	1%
Thai -----	1%
Korean-----	0%
Other Non-Asian (SPECIFY _____) ----	2%
Other Asian (SPECIFY _____) -----	3%
(DON'T READ) Mixed race -----	2%
(DON'T READ) DK/NA/Refused-----	2%

5. (T) In what year were you born?

1995-1989 (18-24)	6%
1988-1984 (25-29)	9%
1983-1979 (30-34)	11%
1978-1974 (35-39)	8%
1973-1969 (40-44)	13%
1968-1964 (45-49)	12%
1963-1959 (50-54)	10%
1958-1954 (55-59)	7%
1953-1949 (60-64)	7%
1948-1939 (65-74)	7%
1938 or earlier (75 & over)	5%
(DON'T READ) DK/Refused	6%

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)

	<u>RIGHT DIRECTION</u>	<u>WRONG DIRECTION</u>	<u>NOT CHANGED MUCH</u>	<u>(DON'T READ) DK/NA</u>
a. (T) The City of Fremont				
October 2013	51%	13%	33%	3%
April/May 2012	40%	19%	36%	5%
b. (T) Your local neighborhood				
October 2013	46%	11%	40%	3%
April/May 2012	40%	19%	38%	3%

7. (T) 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?

	<u>October 2013</u>	<u>April/May 2012</u>
EXCELLENT/GOOD	84%	73%
Excellent	25%	18%
Good	58%	55%
TOTAL POOR	1%	2%
Poor	0%	2%
Extremely poor	0%	0%
Just average	15%	26%
(DON'T READ) DK/NA	0%	0%

8. 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>AGREE</u>	<u>DISAG</u>	<u>STR</u>	(DON'T <u>READ)</u>	<u>TOT</u>	<u>TOT</u>
	<u>AGREE</u>	<u>AGREE</u>	<u>DISAG</u>	<u>DISAG</u>	<u>DK/NA</u>	<u>AGREE</u>	<u>DISAG</u>
(SPLIT SAMPLE A ONLY)							
[]a. (T) When people first move to Fremont, they are generally welcomed into the community. -----	29%	50%	10%	2%	9%	79%	12%
[]b. (T) Fremont is a great place to raise a family.-----	39%	52%	6%	0%	2%	91%	7%
[]c. The Downtown Development plan in Fremont is going to significantly improve our local quality of life. -----	20%	39%	10%	7%	24%	59%	17%
[]d. (T) Fremont is a great place for seniors and aging residents to live. -----	26%	51%	11%	1%	11%	77%	12%

(SPLIT SAMPLE B ONLY)

[]e. (T) Fremont's diversity is an asset to the City.-----	41%	48%	5%	2%	5%	88%	7%
[]f. (T) I personally feel safe living in Fremont. -----	38%	55%	5%	1%	0%	94%	6%
[]g. The Warm Springs Development area near the future South Fremont BART station is going to significantly improve our local quality of life. -----	22%	47%	12%	4%	16%	69%	15%
[]h. Fremont is pursuing development projects in a thoughtful and strategic manner. -----	17%	55%	10%	4%	14%	72%	14%

(RESUME ASKING ALL RESPONDENTS)

9. 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>SMWT</u>	<u>NOT TOO</u>	(DON'T READ)	<u>EXT/</u>
	<u>SERIOUS</u>	<u>SERIOUS</u>	<u>SERIOUS</u>	<u>SERIOUS</u>	<u>DON'T</u>	<u>VERY</u>
	<u>PROBLEM</u>	<u>PROBLEM</u>	<u>PROBLEM</u>	<u>PROBLEM</u>	<u>KNOW/NA</u>	<u>SERIOUS</u>
(SPLIT SAMPLE A ONLY)						
[]a. (T) Maintaining 9-1-1 emergency response times -----	10%	18%	21%	32%	19%	28%
[]b. (T) City budget deficits-----	10%	19%	27%	16%	28%	29%
[]c. (T) Traffic congestion on local streets and roads -----	11%	26%	33%	29%	1%	37%
[]d. (T) Population growth -----	7%	16%	28%	43%	6%	23%

	<u>EXT SERIOUS PROBLEM</u>	<u>VERY SERIOUS PROBLEM</u>	<u>SMWT SERIOUS PROBLEM</u>	<u>NOT TOO SERIOUS PROBLEM</u>	<u>(DON'T READ) DON'T KNOW/NA</u>	<u>EXT/ VERY SERIOUS</u>
[]e. (T) Potholes and street maintenance -----	13%	25%	30%	29%	3%	38%
[]f. (T) Crime in general -----	9%	21%	35%	33%	1%	31%
[]g. (T) The amount people pay in city taxes-----	10%	23%	31%	30%	6%	33%
[]h. (T) The cost of pensions for public employees -----	6%	18%	20%	16%	40%	24%
[]i. Too much growth and development-----	5%	13%	21%	53%	8%	18%
[]j. Not enough firefighters-----	6%	19%	22%	36%	17%	25%

(SPLIT SAMPLE B ONLY)

[]k. (T) Not enough police officers on the streets -----	12%	20%	28%	37%	3%	32%
[]l. (T) State budget cuts that reduce the money available for local services-----	16%	31%	29%	14%	9%	47%
[]m. (T) Unemployment-----	13%	25%	34%	16%	11%	39%
[]n. (T) Traffic congestion on highways and freeways-----	20%	36%	30%	13%	1%	56%
[]o. (T) The cost of housing-----	26%	30%	29%	14%	1%	56%
[]p. (T) A lack of public transportation options-----	9%	20%	28%	39%	4%	29%
[]q. (T) Waste and inefficiency in city government-----	11%	23%	27%	21%	18%	34%
[]r. Too little growth and development-----	2%	13%	28%	52%	5%	15%

(RESUME ASKING ALL RESPONDENTS)

10. Next, do you think the rate of growth and development in Fremont is too fast, about right, or too slow? (IF TOO FAST/SLOW, ASK: "Is that much too FAST/SLOW or just somewhat too FAST/SLOW?")

TOTAL TOO FAST -----19%
 Much too fast -----7%
 Somewhat too fast ----- 12%

TOTAL TOO SLOW -----11%
 Somewhat too slow -----8%
 Much too slow-----3%

About right----- 66%
(DON'T KNOW/NA) -----4%

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)

		(DON'T READ)						TOT	TOT
		VERY	SMWT	SMWT	VERY	NO OPINION	TOT	TOT	
		SAT	SAT	DISSAT	DISSAT	DK/NA	SAT	DISSAT	
(SPLIT SAMPLE A ONLY)									
[]a.	(T) Casual family dining -----	42%	43%	8%	2%	4%	85%	11%	
[]b.	(T) Furniture and home accessories-----	32%	41%	11%	5%	11%	73%	16%	
[]c.	(T) Entertainment and nightlife-----	16%	32%	18%	15%	19%	48%	33%	
(SPLIT SAMPLE B ONLY)									
[]d.	(T) Fine dining-----	28%	35%	21%	11%	4%	63%	32%	
[]e.	(T) Clothing and apparel-----	40%	40%	12%	6%	2%	80%	18%	
[]f.	(T) Boutiques and specialty shops-----	19%	37%	17%	7%	20%	56%	25%	
[]g.	(T) Sporting goods-----	26%	41%	8%	5%	20%	67%	13%	

(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?

	<u>October 2013</u>	<u>April/May 2012</u>
EXCELLENT/GOOD -----	63%	54%
Excellent-----	12%	7%
Good-----	52%	47%
FAIR/POOR -----	34%	42%
Only fair-----	29%	35%
Poor-----	5%	7%
(DON'T READ) Don't know -----	2%	3%

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

	<u>October 2013</u>	<u>April/May 2012</u>
EXTREMELY/VERY CONFIDENT -----	38%	32%
Extremely confident -----	7%	7%
Very confident -----	31%	25%
 SMWT/NOT TOO CONFIDENT -----	 55%	 54%
Somewhat confident, or -----	42%	36%
Not too confident -----	13%	18%
 (DON'T READ) Don't know -----	 7%	 14%

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)

	<u>EXT IMP</u>	<u>VERY IMP</u>	<u>SMWT IMP</u>	<u>NOT TOO IMP</u>	<u>(DON'T READ) NO OPINION DK/NA</u>	<u>EXT/ VERY IMP</u>
(SPLIT SAMPLE A ONLY)						
[]a. (T) Removing graffiti from buildings -----	25%	50%	19%	5%	2%	75%
[]b. (T) Providing programs to help seniors remain healthy and active -----	21%	57%	14%	3%	4%	78%
[]c. (T) Providing opportunities to volunteer in the community -----	15%	51%	27%	2%	4%	67%
[]d. (T) Providing police protection -----	64%	30%	4%	0%	0%	95%
[]e. (T) Providing recreation opportunities and programs at city parks and recreation centers -----	16%	63%	18%	2%	2%	79%
[]f. (T) Providing bicycle lanes and paths -----	11%	49%	28%	10%	1%	61%
[]g. (T*) Assisting new businesses obtain required permits or licenses -----	22%	46%	19%	5%	7%	68%
[]h. (T) Recruiting companies and businesses to the city -----	30%	43%	19%	3%	4%	73%
[]i. (T) Providing garbage and recycling services -----	38%	56%	4%	2%	1%	93%
(SPLIT SAMPLE B ONLY)						
[]j. (T) Operating the Fremont Family Resource Center and Senior Center -----	20%	48%	22%	3%	7%	68%
[]k. (T) Providing opportunities to be involved in City government -----	18%	41%	30%	4%	8%	59%

	<u>EXT IMP</u>	<u>VERY IMP</u>	<u>SMWT IMP</u>	<u>NOT TOO IMP</u>	<u>(DON'T READ) NO OPINION DK/NA</u>	<u>EXT/ VERY IMP</u>
[]l. (T*) Providing fire protection and 9-1-1 emergency response and rescue services-----	51%	43%	5%	0%	0%	95%
[]m. (T) Maintaining public parks in good physical condition-----	24%	60%	15%	1%	1%	83%
[]n. (T) Enforcing traffic laws to protect the safety of drivers, bikers, and pedestrians-----	37%	47%	13%	2%	1%	85%
[]o. (T) Retaining existing companies and businesses in the city-----	30%	53%	14%	1%	2%	83%
[]p. (T) Paving and repairing streets and roads-----	35%	54%	10%	2%	0%	89%
[]q. (T) Providing safety net services to help families become economically stable-----	26%	49%	15%	4%	6%	75%

(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)**

	<u>VERY SAT</u>	<u>SMWT SAT</u>	<u>SMWT DISSAT</u>	<u>VERY DISSAT</u>	<u>(DON'T READ) NO OPINION DK/NA</u>	<u>TOT SAT</u>	<u>TOT DISSAT</u>
(SPLIT SAMPLE A ONLY)							
[]a. (T) Removing graffiti from buildings-----	30%	44%	15%	6%	6%	74%	21%
[]b. (T) Providing programs to help seniors remain healthy and active-----	26%	39%	9%	2%	24%	65%	11%
[]c. (T) Providing opportunities to volunteer in the community-----	21%	43%	10%	2%	24%	64%	12%
[]d. (T) Providing police protection-----	43%	43%	8%	4%	2%	86%	13%
[]e. (T) Providing recreation opportunities and programs at city parks and recreation centers-----	31%	50%	9%	2%	8%	81%	11%
[]f. (T) Providing bicycle lanes and paths-----	35%	48%	10%	3%	4%	83%	13%
[]g. (T*) Assisting new businesses obtain required permits or licenses --	14%	34%	8%	3%	41%	48%	11%
[]h. (T) Recruiting companies and businesses to the city-----	16%	42%	9%	4%	28%	59%	13%
[]i. (T) Providing garbage and recycling services-----	52%	42%	4%	0%	2%	94%	4%

		(DON'T READ)						
		<u>VERY</u>	<u>SMWT</u>	<u>SMWT</u>	<u>VERY</u>	<u>NO OPINION</u>	<u>TOT</u>	<u>TOT</u>
		<u>SAT</u>	<u>SAT</u>	<u>DISSAT</u>	<u>DISSAT</u>	<u>DK/NA</u>	<u>SAT</u>	<u>DISSAT</u>
(SPLIT SAMPLE B ONLY)								
[]j.	(T) Operating the Fremont Family Resource Center and Senior Center	22%	36%	6%	1%	36%	58%	6%
[]k.	(T) Providing opportunities to be involved in City government	17%	40%	10%	4%	29%	57%	14%
[]l.	(T*) Providing fire protection and 9-1-1 emergency response and rescue services	45%	42%	4%	2%	7%	87%	6%
[]m.	(T) Maintaining public parks in good physical condition	37%	50%	7%	2%	2%	88%	10%
[]n.	(T) Enforcing traffic laws to protect the safety of drivers, bikers, and pedestrians	35%	50%	12%	1%	2%	85%	14%
[]o.	(T) Retaining existing companies and businesses in the city	18%	48%	10%	5%	20%	66%	15%
[]p.	(T) Paving and repairing streets and roads	25%	41%	21%	11%	2%	66%	32%
[]q.	(T) Providing safety net services to help families become economically stable	15%	42%	7%	2%	34%	57%	9%

(RESUME ASKING ALL RESPONDENTS)

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

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

	<u>October 2013</u>	<u>April/May 2012</u>
EXCELLENT/GOOD	48%	37%
Excellent	5%	5%
Good	43%	32%
FAIR/POOR	31%	41%
Only fair	25%	32%
Poor	5%	9%
(DON'T READ) Don't know	21%	22%

17. (T) 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?

	<u>October 2013</u>	<u>April/May 2012</u>
GREAT/SOME NEED -----	64%	66%
Great need-----	13%	22%
Some need-----	52%	44%
 LITTLE/NO REAL NEED -----	 23%	 22%
A little need-----	14%	14%
No real need -----	10%	8%
 (DON'T READ) Don't know -----	 12%	 11%

18. Next, suppose there were a measure on the City of Fremont ballot 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 by

(SPLIT SAMPLE C ONLY – ONE-HALF CENT SALES TAX)

Enacting a one-half cent sales tax.

(SPLIT SAMPLE D ONLY – UUT)

Establishing a four percent utility users tax.

(RESUME ASKING ALL RESPONDENTS)

If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably?”)** **(IF UNDECIDED, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

	SPLIT C: .5 CENT <u>SALES TAX</u>	SPLIT D: 4% <u>UUT TAX</u>
TOTAL YES -----	61%	56%
Definitely yes -----	28%	20%
Probably yes-----	26%	22%
Undecided, lean yes-----	8%	14%
 TOTAL NO -----	 33%	 39%
Undecided, lean no-----	3%	5%
Probably no-----	6%	10%
Definitely no -----	23%	24%
 (DON'T READ) DK/NA-----	 6%	 5%

19. 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)

		<u>STR</u>		<u>STR</u>		<u>(DON'T</u>	<u>TOT</u>	<u>TOT</u>
		<u>AGREE</u>	<u>AGREE</u>	<u>DISAG</u>	<u>DISAG</u>	<u>READ)</u>	<u>AGREE</u>	<u>DISAG</u>
						<u>DK/NA</u>		
(SPLIT SAMPLE A ONLY)								
[]a.	(T) I would <u>never</u> vote for a tax increase no matter what the money raised would be used for.							
	October 2013-----	9%	23%	39%	25%	3%	33%	64%
	April/May 2012-----	16%	20%	30%	29%	4%	36%	59%
[]b.	(T) The City of Fremont <u>can</u> be trusted to properly manage additional tax dollars.							
	October 2013-----	14%	55%	12%	5%	14%	69%	16%
	April/May 2012-----	10%	44%	16%	11%	19%	54%	27%

(SPLIT SAMPLE B ONLY)

[]c.	(T*) Local property values will be hurt if City public safety and maintenance services are reduced.							
	October 2013-----	27%	48%	14%	7%	5%	75%	20%
	April/May 2012-----	26%	51%	12%	4%	6%	77%	16%
[]d.	(T) The City of Fremont <u>cannot</u> provide the level of service that residents want and need without additional funding.							
	October 2013-----	11%	34%	25%	13%	16%	46%	38%
	April/May 2012-----	20%	38%	23%	8%	11%	58%	31%

(RESUME ASKING ALL RESPONDENTS)

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

20. Next, I'm going to read you a list of sources from which people get information about Fremont city government. For each, I'd like you to tell me how often you use it to get information about Fremont city government: frequently, occasionally, rarely, or never. (RANDOMIZE)

		<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/</u>	<u>FREQ/</u>
						<u>NA)</u>	<u>OCCAS</u>
[]a.	Ethnic newspapers, including <i>World Journal</i> , <i>Sing Tao Daily</i> , <i>India West</i> , and <i>India Post</i> -----	11%	20%	11%	57%	2%	31%

(SPLIT SAMPLE A ONLY)

[]b.	Television news-----	49%	29%	12%	10%	1%	78%
[]c.	Fremont's city website-----	7%	28%	25%	39%	1%	36%
[]d.	Fremont City Council meetings -----	2%	16%	15%	66%	1%	18%
[]e.	Social networking sites, including Facebook and Twitter-----	14%	21%	18%	46%	1%	35%
[]f.	<i>The San Jose Mercury-News</i> -----	10%	34%	18%	36%	2%	45%
[]g.	<i>The Fremont Bulletin</i> -----	16%	33%	25%	24%	1%	50%
[]h.	A friend or fellow co-worker -----	22%	35%	21%	21%	1%	57%

	<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>	<u>FREQ/OCCAS</u>
(SPLIT SAMPLE A CONT)						
[]i. City employees -----	6%	17%	20%	55%	2%	23%

(SPLIT SAMPLE B ONLY)						
[]j. Radio programs -----	10%	20%	29%	39%	2%	31%
[]k. Internet websites, including blogs -----	21%	33%	15%	30%	1%	54%
[]l. Channel 27, Fremont's Government Channel -----	6%	19%	22%	52%	1%	25%
[]m. The Fremont patch -----	6%	18%	15%	55%	6%	24%
[]n. <i>The Argus</i> -----	14%	22%	10%	49%	5%	36%
[]o. <i>The Tri-City Voice</i> -----	12%	30%	19%	37%	3%	42%
[]p. Your church or place of worship -----	14%	24%	16%	44%	2%	38%
[]q. Nixle -----	5%	8%	12%	63%	13%	13%

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

Two years or less -----	5%
Three to four years -----	5%
Five to six years -----	8%
Seven to ten years -----	16%
11 to 15 years -----	16%
16 to 20 years -----	14%
21 years or more -----	35%
(DON'T READ) Don't know/Refused ---	1%

22. (T) 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 -----	36%
Yes, no children under 19 at home -----	21%
No, no children -----	42%
(DON'T READ) DK/NA/Refused -----	1%

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

Grades 1-8 ----- 1%
 Grades 9-11 ----- 2%
 High school graduate (12) ----- 19%
 Some college ----- 22%
 Business/Vocational school ----- 3%
 College graduate (4) ----- 35%
 Post-graduate work/Professional
 school ----- 16%
(DON'T READ) DK/Refused ----- 1%

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

Yes ----- **(ASK Q25)** 90%
 No ----- **(SKIP Q25)** 9%
(DON'T READ) Refused ----- **(SKIP Q25)** 1%

(IF "YES" IN Q24, ASK Q25)

25. (T*) Are you registered as a Democrat, as a Republican, as a member of another political party, or as having no party preference?

Democrat ----- 46%
 Republican ----- 18%
 Other ----- 7%
 No party preference ----- 25%
(DON'T READ) Refused ----- 4%

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

Gender by observation:

Male ----- 49%
Female----- 51%

Language by observation:

English ----- 90%
Spanish ----- 3%
Mandarin----- 7%
Dari ----- 1%