City of Santa Clarita

Survey Questionnaire Draft 7

Sample: **400 Adult Residents**
Field Dates: **August 5-7, 2012**
Margin of Error: **±4.9**
Public Opinion Strategies

C. Now I'd like to verify that you live within our calling area. In what part of the City of Santa Clarita do you currently live? **(RANDOMIZE AND READ CHOICES, ACCEPT ONLY ONE RESPONSE)**

30% Canyon Country
19% Newhall
20% Saugus
30% Valencia

1% DON'T KNOW/REFUSED **(DO NOT READ)**

D. In what zip code do you live? **(DO NOT READ LIST)**

18% 91321
19% 91350
17% 91351
13% 91354
16% 91355
13% 91387
4% 91390

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1. First, generally speaking, would you please tell me if you believe the State of California is headed in the RIGHT DIRECTION, or do you believe the state is off on the WRONG TRACK?

(IF CHOICE, ASK:) And do you feel STRONGLY that the State of California is (moving in the right direction/off on the wrong track), or do you only SOMEWHAT feel that way?

	3%	STRONGLY RIGHT DIRECTION
21%	18%	SOMEWHAT RIGHT DIRECTION
70%	13%	SOMEWHAT WRONG TRACK
	57%	STRONGLY WRONG TRACK
	8%	DON'T KNOW (DNR)
	1%	REFUSED (DNR)

Thinking about government bodies you have to deal with for a few minutes...

DO <u>NOT</u> RANDOMIZE QUESTIONS 2-5

2. Regardless of how you may feel about any particular person in the Federal Government personally, would you say you APPROVE or DISAPPROVE of the services currently being provided by the United States Federal Government?

(IF CHOICE, ASK:) And, would you say you STRONGLY (approve/disapprove) of the services currently being provided by the Federal Government or do you only SOMEWHAT (approve/disapprove) of the services the Federal Government is providing?

	14%	STRONGLY APPROVE
40%	26%	SOMEWHAT APPROVE
52%	12%	SOMEWHAT DISAPPROVE
	40%	STRONGLY DISAPPROVE
	8%	DON’T KNOW (DNR)
	*	REFUSED (DNR)

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3. AND, regardless of how you may feel about any particular person in the State of California Government personally, would you say you APPROVE or DISAPPROVE of the services currently being provided by the State of California?

(IF CHOICE, ASK:) And, would you say you STRONGLY (approve/disapprove) of the services currently being provided by the State of California or do you only SOMEWHAT (approve/disapprove) of the services the State is providing?

	9%	STRONGLY APPROVE
32%	23%	SOMEWHAT APPROVE
64%	20%	SOMEWHAT DISAPPROVE
	44%	STRONGLY DISAPPROVE
	5%	DON'T KNOW (DNR)
	*	REFUSED (DNR)

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4. And again, regardless of how you may feel about any particular person in the county government personally, would you say you APPROVE or DISAPPROVE of the services currently being provided by the County of Los Angeles?

(IF CHOICE, ASK:) And, would you say you STRONGLY (approve/disapprove) of the services currently being provided by Los Angeles County, or do you only SOMEWHAT (approve/disapprove) of the services the County is providing?

	12%	STRONGLY APPROVE
45%	33%	SOMEWHAT APPROVE
45%	17%	SOMEWHAT DISAPPROVE
	28%	STRONGLY DISAPPROVE
	9%	DON'T KNOW (DNR)
	1%	REFUSED (DNR)

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5. Finally, regardless of how you may feel about any particular person in the city personally, would you say you APPROVE or DISAPPROVE of the services currently being provided by the City of Santa Clarita?

(IF CHOICE, ASK:) And, would you say you STRONGLY (approve/disapprove) of the services currently being provided by the City of Santa Clarita, or do you only SOMEWHAT (approve/disapprove) of the services the City is providing?

	44%	STRONGLY APPROVE
82%	38%	SOMEWHAT APPROVE
11%	6%	SOMEWHAT DISAPPROVE
	5%	STRONGLY DISAPPROVE
	6%	DON'T KNOW (DNR)
	1%	REFUSED (DNR)

Thinking specifically about Santa Clarita now...

6. On a scale of one to five, with five meaning VERY STABLE and one meaning NOT STABLE AT ALL, how stable would you say the City of Santa Clarita is financially?

4-5	**5**	**4**	**3**	**2**	**1**	**1-2**
66%	**29%**	37%	22%	2%	**1%**	3%

(IF Q5:4 OR 1, ASK) (ASKED OF 197 RESPONDENTS, 178 POSITIVE AND 17 NEGATIVE)

7. What is it about the City of Santa Clarita which causes you to view the city's financial situation so (positively/negatively)? **PROBE AND CLARIFY** What else would you like to say about how Santa Clarita handles its finances? **PROBE AND CLARIFY** What else?

[SEE FULL VERBATIM RESPONSES]

All	Stable	Not Stable	
90%	**99%**	**--**	**POSITIVE MENTIONS**
28%	32%	--	Favorable financial situation/agree with how they spend money/positive mentions (General)
27%	34%	--	Infrastructure/good road conditions/city is clean/upkeep
15%	18%	--	Services/offer many services/have not reduced or eliminated services
13%	10%	--	Good economy/stable employment/retained businesses
12%	12%	--	Safety/limited crime/quick response time
10%	11%	--	Parks and recreation/hiking trails
7%	6%	--	Education improvements/school improvements
7%	7%	--	Library/new library
4%	3%	--	Entertainment/free concerts
4%	9%	--	Money put away/money set aside/saved for when needed
*	1%	--	Availability of amenities/can find everything you need in town
9%	**--**	**100%**	**NEGATIVE MENTIONS**
5%	--	100%	Unfavorable financial situation/disagree with how they spend money/negative mentions (General)
4%	--	--	Poor infrastructure/do not repair roads/aren't fixing what needs to be fixed
--	--	--	Other
*	--	--	None/nothing
1%	1%	--	Don't know
--	--	--	Refused

8. How satisfied would you say you are with the availability of jobs in and around Santa Clarita? Would you say you are... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

	4%	EXTREMELY SATISFIED
32%	28%	SOMEWHAT SATISFIED
28%	31%	NEITHER SATISFIED NOR DISSATISFIED/NEUTRAL
	15%	SOMEWHAT DISSATISFIED
	13%	EXTREMELY DISSATISFIED
	8%	DON'T KNOW **(DNR)**
	*	REFUSED **(DNR)**

Changing subjects and thinking now for a minute about the Santa Clarita City Public Library...

9. When was the last time you visited a branch of the Santa Clarita City Public Library? Was it... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

29%	8%	Within the last week
	6%	Within the last two or three weeks
	6%	Within the past month
	8%	Within the last two or three months
	21%	Three months to a year ago
	32%	Longer than a year ago
	18%	Never visited the library
	*	DON'T KNOW (DNR)
	--	REFUSED (DNR)

(IF Q9:1-4, ASK:) (ASKED OF 114 RESPONDENTS)

10. Based on your own personal experience, please rate the quality of the Santa Clarita City Public Library for me on a scale of 1 to 5, with 5 meaning EXCELLENT and 1 meaning POOR. Please think about the quality of service, the quality and availability of books, and the quality of the environment within the library when you give your rating.

4-5	**5**	**4**	**3**	**2**	**1**	**1-2**
82%	**40%**	42%	13%	1%	**3%**	4%

Now I would like to think about some of the many issues which your local government has to deal with on a regular basis and have you rate their performance in handling these issues for me. We will use a scale of one to five. Five will mean you feel your city government is doing an EXCELLENT job handling the issue mentioned, and one will mean you feel your city government is doing a POOR job handling the issue. You can, of course, choose any number in between.

The (first/next/last) issue is... **RANDOMIZE** On a scale of one to five, where five means EXCELLENT and one means POOR, how would you say your city government is doing at handling this issue?

(SPLIT-SAMPLE QUESTIONS 11-19) (EACH ASKED OF 200 RESPONDENTS)

11a. Maintaining streets and roads

4-5	**5**	**4**	**3**	**2**	**1**	**1-2**
69%	**34%**	35%	20%	6%	**5%**	11%

11b. Protecting air quality

4-5	**5**	**4**	**3**	**2**	**1**	**1-2**
47%	**16%**	31%	30%	9%	**3%**	12%

12a. Protecting water quality

4-5	**5**	**4**	**3**	**2**	**1**	**1-2**
55%	**23%**	32%	26%	8%	**7%**	15%

12b. Ensuring that variety of cultural and arts programs and events are available

4-5	**5**	**4**	**3**	**2**	**1**	**1-2**
64%	**29%**	35%	20%	8%	**3%**	11%

13a. Controlling growth and development

4-5	**5**	**4**	**3**	**2**	**1**	**1-2**
47%	**18%**	29%	23%	18%	**9%**	27%

13b. Protecting open space

4-5	**5**	**4**	**3**	**2**	**1**	**1-2**
59%	**28%**	31%	20%	7%	**8%**	15%

14a. Making sure that a variety of activities are available for youth and teens

4-5	**5**	**4**	**3**	**2**	**1**	**1-2**
64%	**33%**	31%	21%	7%	**3%**	10%

14b. Ensuring that the city has enough parks and that the parks are well maintained

4-5	**5**	**4**	**3**	**2**	**1**	**1-2**
90%	**57%**	33%	6%	*	**3%**	3%

15a. Ensuring that enough family entertainment is available

4-5	5	4	3	2	1	1-2
70%	**35%**	35%	20%	7%	**1%**	**8%**

15b. Ensuring that enough nighttime entertainment is available

4-5	5	4	3	2	1	1-2
36%	**14%**	22%	34%	14%	**6%**	20%

16a. Providing a variety of dining options

4-5	5	4	3	2	1	1-2
76%	**46%**	30%	16%	3%	**4%**	7%

16b. Providing a variety of shopping options

4-5	5	4	3	2	1	1-2
81%	**45%**	36%	12%	5%	**1%**	6%

17a. Controlling crime

4-5	5	4	3	2	1	1-2
74%	**29%**	45%	18%	3%	**4%**	7%

17b. Attracting new business and jobs

4-5	5	4	3	2	1	1-2
42%	**12%**	30%	33%	12%	**5%**	17%

18a. Wisely managing taxpayer dollars

4-5	5	4	3	2	1	1-2
47%	**16%**	31%	31%	11%	**5%**	16%

18b. Beautifying and properly landscaping the City

4-5	5	4	3	2	1	1-2
84%	**46%**	38%	11%	2%	**2%**	4%

19a. Controlling Traffic throughout Santa Clarita

4-5	5	4	3	2	1	1-2
54%	**20%**	34%	28%	9%	**9%**	18%

Thinking now about some more specific recent developments in the City of Santa Clarita...

ROTATE QUESTIONS 20 AND 21

20. As you are probably aware, the final link of Santa Clarita's Cross Valley Connector has now been open for almost two years. On a scale of one to five, where five means A GREAT DEAL and one means NOT AT ALL, how much would you say this network of roads has improved traffic in the Santa Clarita Valley?

4-5	**5**	**4**	**3**	**2**	**1**	**1-2**
64%	**33%**	31%	21%	4%	**4%**	8%

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21. As you may or may not know, in order to meet strict state water quality requirements set by the State, the Santa Clarita Valley Sanitation District is proposing an increase in the sewer service charge paid by property owners in the Santa Clarita Valley. The money from this increase would pay to upgrade the Valley's sewage treatment plants to remove high levels of chloride, or salt, from the community's wastewater. Would you FAVOR or OPPOSE this sewer service charge increase?

(IF CHOICE, ASK:) And, would you say you would STRONGLY (favor/oppose) this sewer service charge increase, or would you only SOMEWHAT (favor/oppose) it?

	22%	STRONGLY SUPPORT
47%	25%	SOMEWHAT SUPPORT
46%	16%	SOMEWHAT OPPOSE
	30%	STRONGLY OPPOSE
	7%	DON'T KNOW/UNDECIDED **(DNR)**
	*	REFUSED **(DNR)**

Changing subjects again...

22. How much have you seen, read, or heard about Cemex, the 56 million ton open-pit mine project being proposed for Soladad Canyon? Would you say you have seen, read, or heard – **ROTATE TOP TO BOTTOM, BOTTOM TO TOP** – A LOT, A LITTLE BIT, NOT VERY MUCH, or NOTHING about this mining project?

	28%	A LOT
49%	21%	A LITTLE BIT
51%	12%	NOT VERY MUCH
	39%	NOTHING
	1%	DON'T KNOW (DNR)
	--	REFUSED (DNR)

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23. As you may or may not know, the Cemex Project is a proposal to allow the digging of a 56 million ton open-pit mine in the Soladad Canyon between Santa Clarita and Lancaster/Palmdale. Based on what you know about this proposal, or based just on this brief description I have given you, please tell me if you would FAVOR or OPPOSE the digging of this new open-pit mine?

(IF CHOICE, ASK:) And, would you say you would STRONGLY (favor/oppose) the digging of this new mine, or would you only SOMEWHAT (favor/oppose) the digging of this new mine?

	10%	STRONGLY FAVOR
24%	14%	SOMEWHAT FAVOR
63%	16%	SOMEWHAT OPPOSE
	47%	STRONGLY OPPOSE
	12%	DON'T KNOW (DNR)
	1%	REFUSED (DNR)

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24. What if you knew that the City of Santa Clarita is opposed to the Cemex Project with its 56 million ton open-pit mine in the Soladad Canyon? Knowing this, would you FAVOR or OPPOSE the digging of this new open-pit mine?

(IF CHOICE, ASK:) And, would you say you would STRONGLY (favor/oppose) the digging of this new mine, or would you only SOMEWHAT (favor/oppose) the digging of this new mine?

	9%	STRONGLY FAVOR
19%	10%	SOMEWHAT FAVOR
73%	19%	SOMEWHAT OPPOSE
	54%	STRONGLY OPPOSE
	7%	DON'T KNOW (DNR)
	1%	REFUSED (DNR)

Changing subjects now and thinking briefly about your dining and shopping habits...

25. On a scale of one to ten, with ten meaning VERY SATISFIED and one meaning NOT SATISFIED AT ALL, how satisfied are you with the restaurants and stores currently located in Santa Clarita?

26%	**10**
55%	**8-10**
33%	**4-7**
11%	**1-3**

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26. And, which specific restaurants and stores does Santa Clarita not currently have that you would like to see added in the City? **PROBE AND CLARIFY** What others?

34%	APPLEBEE'S
6%	CHEESECAKE FACTORY
6%	NORDSTROM'S
2%	PRIVATELY-OWNED/LESS CORPORATE/CHAINS
1%	BOB'S BIG BOY
1%	BURLINGTON COAT FACTORY
1%	HOMETOWN BUFFET
1%	PF CHANG'S
1%	RUTH CHRIS
1%	SONIC
1%	STEAKHOUSE/A STEAKHOUSE RESTAURANT (NON-SPECIFIC)
1%	YOSHINOYA
*	CHICK-FIL-A
*	LOCATION/MORE IN CANYON COUNTRY (NON-SPECIFIC)
23%	OTHER
10%	NONE/NOTHING
10%	DON'T KNOW
*	REFUSED

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27. Thinking now about shopping for a new car, SUV, or truck... Do you generally shop LOCALLY or do you go SOMEWHERE ELSE to make your vehicle purchases?

71%	SHOP LOCALLY
22%	SOMEWHERE ELSE
5%	DON'T KNOW (DNR)
2%	REFUSED (DNR)

(IF Q27:2, ASK:) (ASKED OF 89 RESPONDENTS)

28. What would you say is the primary reason you do not shop locally for a car, suv, or truck? **PROBE AND CLARIFY** Why else do you not shop for vehicles locally?

47%	COST/EXPENSE/BETTER DEALS OUTSIDE THE CITY
37%	PAST EXPERIENCE/BAD EXPERIENCE
7%	SELECTION/POOR VARIETY
6%	OTHER
1%	NONE/NOTHING
1%	DON'T KNOW

I would now like to ask you about who you trust when you are trying to obtain believable information about what is happening in the Santa Clarita Valley. I would like to read you the names of some organizations and have you tell me whether you would trust or do not trust each of them. If you have not heard of the organization, please try, just based on the name or title, to determine if you would trust this particular organization. If you do not have an opinion, that is ok, just tell me and we will move on.

The (first/next/last) one is… **(RANDOMIZE AND READ)**. And, would you say you TRUST or DO NOT TRUST the opinion of this organization?

(IF TRUST/DO NOT TRUST, ASK:) And, would you say you **STRONGLY** (trust/do not trust) their opinion or just **SOMEWHAT** (trust/do not trust) their opinion?

(SPLIT-SAMPLE QUESTIONS 29-34) (ASKED OF 200 RESPONDENTS EACH)

		STR. TRUST	SMWT TRUST	SMWT NOT TRUST	STR NOT TRUST	DON'T KNOW	REF.
29a.	City of Santa Clarita	**34%**	46%	9%	**4%**	6%	1%
		80%		13%			
29b.	County of Los Angeles	**12%**	37%	21%	**22%**	7%	*
		49%		43%			
30a.	Santa Clarita Organization for Planning the Environment, also known as SCOPE	**15%**	23%	11%	**12%**	39%	*
		38%		23%			
30b.	The Sierra Club	**20%**	23%	14%	**16%**	26%	*
		43%		30%			
31a.	Castaic Lake Water Agency	**30%**	42%	5%	**3%**	19%	--
		72%		8%			
31b.	Southland Regional Association of Realtors	**9%**	28%	17%	**13%**	32%	1%
		37%		30%			
32a.	State of California	**8%**	35%	15%	**35%**	8%	--
		43%		50%			

	STR. TRUST	SMWT TRUST	SMWT NOT TRUST	STR NOT TRUST	DON'T KNOW	REF.
32b.	Santa Clarita Valley Sanitation District					
	20%	47%	8%	**7%**	17%	*
	67%		15%			
33a.	Santa Clarita Valley Chamber of Commerce					
	28%	46%	6%	**5%**	14%	1%
	74%		11%			
33b.	Federal Bureau of Land Management					
	14%	37%	17%	**13%**	19%	*
	51%		30%			
34a.	Santa Clarita Valley Building Industry Association					
	10%	29%	17%	**6%**	38%	--
	39%		23%			
34b.	Santa Clarita Valley Economic Development Corporation					
	8%	36%	11%	**8%**	36%	1%
	44%		19%			

Thinking now about Santa Clarita and people who work for the City of Santa Clarita...

35. Have you personally had any interaction with the City of Santa Clarita over the last couple years?

51% YES
49% NO

1% DON'T KNOW/DON'T REMEMBER (DNR)
-- REFUSED (DNR)

(IF Q35:1, ASK:) (ASKED OF 203 RESPONDENTS)

36. How satisfied were you with your experience contacting the City? **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

38%	EXTREMELY SATISFIED
31%	SOMEWHAT SATISFIED
13%	NEITHER SATISFIED OR DISSATISFIED/NEUTRAL
7%	SOMEWHAT DISSATISFIED
11%	EXTREMELY DISSATISFIED
1%	DON'T KNOW (DNR)
69%	**TOTAL SATISFIED**
18%	**TOTAL DISSATISFIED**

(IF Q36:4-5, ASK:) (ASKED OF 36 RESPONDENTS)

37. What caused you to not be satisfied when you contacted the City of Santa Clarita? **(DO <u>NOT</u> READ CHOICES)**

18%	CITY DID NOT TAKE ACTION
16%	QUESTION/ISSUE STILL NOT RESOLVED
12%	CALL NOT RETURNED QUICKLY ENOUGH
7%	PERSON DID NOT KNOW ENOUGH TO ANSWER QUESTIONS
5%	HAD TO TALK TO TOO MANY PEOPLE/DEPARTMENTS
3%	COULDN'T FIND CORRECT DEPARTMENT
3%	PHONE NOT ANSWERED QUICKLY ENOUGH
3%	TOOK TOO LONG FOR CITY TO RESOLVE THE ISSUE
31%	OTHER (SPECIFY)
--	DON'T KNOW (DNR)
3%	REFUSED (DNR)

(IF 36:1-2, ASK:) (ASKED OF 140 RESPONDENTS)

38. What did the people you contacted at the City of Santa Clarita do which caused you to be satisfied when you contacted the City?

44%	INFORMATIVE/ANSWERED MY QUESTION/PROVIDED GOOD EXPLANATIONS
14%	RESPONSIVE/GOT BACK TO ME/QUICK REPLY
7%	POLITE/COURTEOUS/NICE/FRIENDLY
7%	ATTENTIVE/HELPFUL/LISTENED
7%	FIXED THE PROBLEM/QUICKLY SOLVED THE ISSUE
3%	HONEST/STRAIGHTFORWARD
3%	EASILY ACCESSIBLE
14%	OTHER
1%	DON'T KNOW
*	REFUSED

Thinking about your history in Santa Clarita now...

39. How long have you lived in the City of Santa Clarita? **(DO <u>NOT</u> READ CHOICES)**

9%	0-2 YEARS
10%	3-5 YEARS
16%	6-10 YEARS
27%	11-20 YEARS
38%	21+ YEARS

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40. Where did you live before coming to Santa Clarita? **(READ IN ORDER)**

32%	THE SAN FERNANDO VALLEY
23%	SOMEPLACE ELSE IN THE LOS ANGELES AREA OTHER THAN THE SAN FERNANDO VALLEY
19%	ANOTHER AREA OF CALIFORNIA OUTSIDE OF THE LOS ANGELES AREA
17%	ANOTHER STATE OTHER THAN CALIFORNIA
8%	ALWAYS LIVED IN SANTA CLARITA (DNR)
1%	REFUSED (DNR)

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41. What would you say is the main reason you decided to move to Santa Clarita from wherever you lived before? **PROBE AND CLARIFY** What else made Santa Clarita an appealing place to relocate to? **PROBE ANC CLARIFY** What else?

[SEE FULL VERBATIM RESPONSES]

45% PERSONAL ASSOCIATIONS
23% Employment/job location/closer to my job/job relocation
14% Family lived there/to be near family
9% Moved with my parent(s)/I was a kid
3% Got married/met my spouse

34% PHYSICAL ENVIRONMENT ASSOCIATIONS
18% Safety/less crime
7% Appearance/beautiful/pretty
5% Small town/small town feel
3% Not overcrowded/not very populated
3% Open space/more space/not much there at the time
2% Less traffic/not as congested
2% Weather
1% Less pollution

29% SOCIAL ENVIRONMENT ASSOCIATIONS
21% Education/good schools
11% Family oriented/family friendly environment/place to raise my family
3% Quality of life

21% HOUSING EXPENSE/VALUE/ASSOCIATIONS
18% Affordable housing
2% Housing value/more for my money
1% House size/floor plan

4% OTHER MENTIONS
2% Appealing/liked it/positive (General)
2% Personal reasons/going through a divorce

1% Don't know
9% Refused

Now I would like to ask you a few final questions just for statistical purposes...

D1. AGE GROUPS

9%	18 - 24
11%	25 - 34
16%	35 - 44
22%	45 - 54
19%	55 - 64
18%	65 AND ABOVE
6%	DON'T KNOW/REFUSED

(HALF SAMPLE D2 – SAMPLE A ONLY)

D2. Please tell me where specifically you go to receive your information about local issues in the Santa Clarita Valley. **(RANDOMIZE AND READ LIST, ACCEPT MULTIPLE RESPONSES)**

47%	PRINT NEWSPAPERS **(SPECIFY WHICH PRINT NEWSPAPERS AND ADD SUBCODES)**
44%	CONVERSATIONS WITH FRIENDS AND FAMILY
30%	ONLINE VERSIONS OF NEWSPAPERS **(SPECIFY WHICH ONLINE NEWSPAPERS AND ADD SUBCODES)**
27%	MAIL DELIVERED TO YOUR HOME
20%	TELEVISION **(SPECIFY WHICH TELEVISION STATIONS AND ADD SUBCODES)**
16%	SOCIAL MEDIA SOURCES LIKE FACEBOOK AND TWITTER BLOGS **(SPECIFY WHICH SOCIAL MEDIA SOURCES AND ADD SUBCODES)**
16%	BLOGS AND OTHER INTERNET SOURCES OTHER THAN ONLINE NEWSPAPERS AND SOCIAL MEDIA **(SPECIFY WHICH BLOGS OR OTHER INTERNET SOURCES AND ADD SUBCODES)**
16%	RADIO **(SPECIFY WHICH RADIO STATIONS AND ADD SUBCODES)**
15%	E-MAIL FROM PROFESSIONAL ORGANIZATIONS
4%	OTHER **(SPECIFY)**
3%	DON'T KNOW **(DNR)**

D2_1. Print newspapers.

13%	DAILY NEWS
14%	LOS ANGELES TIMES
62%	THE SIGNAL
5%	SANTA CLARITA

D2_2. Online versions of newspapers.

9%	DAILY NEWS
11%	LOS ANGELES TIMES
7%	NEW YORK TIMES
32%	THE SIGNAL
4%	TIMES (NON-SPECIFIC)
32%	OTHER
5%	DON'T KNOW/CAN'T REMEMBER

D2_3. Television.

7%	ABC
3%	CBS
10%	CHANNEL 4
9%	CHANNEL 7
6%	CNN
14%	FOX
11%	KTLA
11%	NBC
13%	SANTA CLARITA
16%	OTHER

D2_4. Social media sources like facebook and twitter blogs.

66%	FACEBOOK
5%	SANTA CLARITA WEBSITE/NETWORK
4%	TWITTER
8%	YAHOO
17%	OTHER

D2_5. Blogs and other internet sources other than online newspapers and social media.

12%	GOOGLE
7%	YAHOO
4%	KTHS
9%	THE SIGNAL
9%	LOCAL (NON-SPECIFIC)
5%	E-MAIL
53%	OTHER

D2_6. Radio.

10%	1220 AM
11%	1070 AM
9%	KFI
27%	KHTS/KHITS
8%	LOCAL/HOMETOWN RADIO/STATIONS
36%	OTHER

D3. Do you own or rent the place where you currently live?

74%	OWN
24%	RENT
1%	REFUSED (DNR)

D4. Do you have any children under the age of 18 living at home?

40%	YES
60%	NO
--	REFUSED (DNR)

D5. And in politics today, do you consider yourself... **(ROTATE)**

a Republican,
a Democrat,
or something else?

(IF REPUBLICAN OR DEMOCRAT, ASK:) Would you call yourself a STRONG (Republican/Democrat) or a NOT-SO-STRONG (Republican/ Democrat)?

	25%	STRONG REPUBLICAN
36%	11%	NOT-SO-STRONG REPUBLICAN
	38%	SOMETHING ELSE/INDEPENDENT
23%	7%	NOT-SO-STRONG DEMOCRAT
	16%	STRONG DEMOCRAT
	1%	DON'T KNOW **(DO NOT READ)**
	2%	REFUSED **(DO NOT READ)**

D6. Gender (**BY OBSERVATION, BUT ASK EVERYONE**)
Are you employed outside the home, are you a homemaker, or are you retired?

48%	32%	MALE/EMPLOYED
	1%	MALE/HOMEMAKER
	12%	MALE/RETIRED
	3%	MALE/NOT IN LABOR FORCE
52%	29%	FEMALE/EMPLOYED
	8%	FEMALE/HOMEMAKER
	12%	FEMALE/RETIRED
	3%	FEMALE/NOT IN LABOR FORCE
	*	**(DO NOT READ)** MALE REFUSED
	--	**(DO NOT READ)** FEMALE REFUSED
	23%	**TOTAL RETIRED**

(IF D6:1 OR 5, ASK:) (ASKED OF 247 RESPONDENTS)
D7. Do you work INSIDE or OUTSIDE the City of Santa Clarita?

45% INSIDE
52% OUTSIDE

3% REFUSED (DNR)

(IF D7:2, ASK:) (ASKED OF 129 RESPONDENTS)
D8. How long does it take you to travel to your current job? **(READ LIST IN ORDER)**

10% LESS THAN 15 MINUTES
20% 16-30 MINUTES
36% 31-45 MINUTES
23% 46 MINUTES TO ONE HOUR
8% MORE THAN ONE HOUR

2% REFUSED (DNR)

(IF D7: 2 ASK:) (ASKED OF 129 RESPONDENTS)
D9. Please tell me if you would be willing to take a 10% pay cut from where you are currently working in able to be able to work in the Santa Clarita Valley?

(IF YES, ASK:) And, would you DEFINITELY (be willing/not be willing) to take a 10% pay cut in order to be able to work in the Santa Clarita Valley, or would you only PROBABLY (be willing/not be willing) to do so?

	19%	DEFINITELY BE WILLING
39%	20%	PROBABLY BE WILLING
59%	13%	PROBABLY NOT BE WILLING
	46%	DEFINITELY NOT BE WILLING
	2%	DON'T KNOW (DNR)
	--	REFUSED (DNR)