

CAPITOLA VOTER SURVEY
220-2491
WFT N=350

Time Began _____
Time Ended _____
Minutes _____

Hello, I'm _____ from FMA, a public opinion research company. I am not trying to sell you anything and will not ask for a contribution of any kind. We are conducting an opinion survey about issues that interest people living in Capitola, and we are only interested in your opinions. May I speak to _____? **YOU MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE.**

1. (T) Overall, how would you rate the quality of life in Capitola today? Would you say it is...?

Excellent -----	55%
Good-----	40%
Just fair, or -----	3%
Poor-----	2%
(DON'T KNOW/NA) -----	1%

NOW LET ME ASK YOU ABOUT A MEASURE THAT MAY APPEAR ON THE BALLOT IN AN UPCOMING ELECTION IN THE CITY OF CAPITOLA.

2. This measure might read as follows:

CITY OF CAPITOLA PUBLIC SAFETY, ROAD REPAIR AND VITAL CITY SERVICES MEASURE

To fund general city services, such as

- Police officers and other public safety services;
- Improving local streets and roads; and
- Maintaining and improving parks;

Shall the City of Capitola voters continue, but not increase, the existing quarter-cent sales tax for an additional 10 years, with local control, independent audits and public review of expenditures?

If the election were held today on this measure, do you think you would vote yes in favor or no to oppose it? **(IF YES/NO ASK:)** "Is that definitely [YES/NO] or just probably?" **(IF UNDECIDED, NEED MORE INFORMATION, OR DK/NA ASK:)** "What are you leaning towards, voting YES, or voting NO?"

Definitely yes ----- 47%
 Probably yes ----- 23%
 Undecided, lean yes ----- 5%
TOTAL YES ----- 75%

Undecided, lean no ----- 3%
 Probably no ----- 5%
 Definitely no ----- 8%
TOTAL NO ----- 16%

(DON'T READ) Need more information ----- 7%
(DON'T READ) DK/NA ----- 2%

NOW LET ME ASK YOU SOME QUESTIONS ABOUT ANOTHER MEASURE THAT MIGHT APPEAR ON THE BALLOT IN AN UPCOMING LOCAL ELECTION.

3. As you may know, the school district currently owns Jade Street Park and leases it to the City for active park and recreational services for the local residents.

As a result, some people have said that the City of Capitola should place an 8 million dollar bond measure on the ballot, and use the money to purchase Jade Street Park from the school district. The City could then keep the park open to residents of the city, and make improvements to the Park that might include permanent gardens, softball and soccer fields.

If there were an election today, do you think you would vote “yes” in favor of this bond measure or “no” to oppose it? **(IF YES/NO ASK:)** "Is that definitely [YES/NO] or just probably?" **(IF UNDECIDED, NEED MORE INFORMATION, OR DK/NA ASK:)** "What are you leaning towards, voting YES, or voting NO?"

Definitely yes ----- 28%
 Probably yes ----- 17%
 Undecided, lean yes ----- 7%
TOTAL YES ----- 52%

Undecided, lean no ----- 3%
 Probably no ----- 11%
 Definitely no ----- 16%
TOTAL NO ----- 31%

(DON'T READ) Need more information ----- 14%
(DON'T READ) DK/NA ----- 4%

4. And suppose you knew that the bond measure would cost the average Capitola homeowner a maximum of 100 dollars per year for 25 years? If that were the case, and the election were today, would you vote “yes” in favor of the bond measure or “no” to oppose it? **(IF YES/NO ASK:)** "Is that definitely [YES/NO] or just probably?" **(IF UNDECIDED, NEED MORE INFORMATION, OR DK/NA ASK:)** "What are you leaning towards, voting YES, or voting NO?"

Definitely yes ----- 21%
 Probably yes ----- 11%
 Undecided, lean yes ----- 6%
TOTAL YES ----- 38%

Undecided, lean no ----- 4%
 Probably no ----- 16%
 Definitely no ----- 29%
TOTAL NO ----- 49%

(DON'T READ) Need more information ----- 10%
(DON'T READ) DK/NA ----- 3%

5. Next, I'm going to read you a brief list of issues facing people living in Capitola. After you hear each one, please tell me whether you personally consider it to be a problem or not for people living in Capitola. **(IF A PROBLEM, ASK: "Do you consider this to be an extremely, very, or somewhat serious problem?") (ROTATE)**

	<u>YES, EXT. SER PROB</u>	<u>YES, VERY SER PROB</u>	<u>YES, S.W. SER PROB</u>	<u>NO, NOT A PROB</u>	<u>(DON'T READ) DK/NA</u>
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(ASK ALL RESPONDENTS)

[]a. The condition of the local economy -----	16%-----	23%-----	34%-----	22%-----	5%
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(SPLIT SAMPLE A ONLY) (ROTATE)

[]b. (T) A lack of adequate funding for city services -----	7%-----	16%-----	28%-----	33%-----	16%
[]c. (T) The condition of local streets -----	13%-----	18%-----	33%-----	36%-----	1%
[]d. (T) The availability of good-paying jobs -----	27%-----	22%-----	18%-----	17%-----	16%
[]e. (T) Crime, drugs and gangs -----	7%-----	16%-----	30%-----	44%-----	2%
[]f. Traffic and excess speed -----	17%-----	29%-----	26%-----	24%-----	4%
[]g. (T) The condition of Capitola parks and recreation facilities-----	4%-----	9%-----	20%-----	62%-----	5%
[]h. (T) The amount you have to pay in local taxes -----	9%-----	14%-----	21%-----	49%-----	7%
[]i. (T) A loss of Capitola's historical character as a city-----	7%-----	17%-----	18%-----	50%-----	8%

(SPLIT SAMPLE B) (ROTATE)

[]j. (T) The condition of local sidewalks -----	4%-----	15%-----	20%-----	57%-----	5%
[]k. (T) Waste and inefficiency in city government -----	12%-----	10%-----	27%-----	28%-----	24%
[]l. (T) A lack of parking in the Village area -----	23%-----	25%-----	24%-----	23%-----	4%
[]m. (T) A lack of affordable housing -----	29%-----	27%-----	18%-----	21%-----	5%
[]n. (T) An increase in the average size of buildings being built in the City of Capitola-----	10%-----	18%-----	24%-----	37%-----	11%
[]o. (T) Traffic congestion along 41 st Avenue-----	30%-----	34%-----	19%-----	17%-----	1%
[]p. (T) Water quality in Soquel Creek -----	20%-----	19%-----	21%-----	27%-----	13%
[]q. Too much growth and development-----	11%-----	14%-----	34%-----	38%-----	3%

(RESUME ASKING ALL RESPONDENTS)

NOW I WOULD LIKE TO ASK SOME QUESTIONS ABOUT THE SERVICES YOU RECEIVE FROM CITY GOVERNMENT IN CAPITOLA.

6. (T) Overall, how would you rate the job being done by the City of Capitola in providing services and taking care of the needs of local residents? Would you say the City is doing an...?

Excellent -----	19%
Good -----	58%
Just fair -----	19%
Poor, or-----	1%
Very poor job-----	1%
(DON'T KNOW/NA) -----	2%

7. Now, I am going to read you a list of services provided by the City of Capitola. After you hear each one, please tell me whether you are generally satisfied or dissatisfied with the quality of that service in the City of Capitola. **(IF SATISFIED/DISSATISFIED, ASK: "Is that very SATISFIED/DISSATISFIED or just somewhat?") (ROTATE)**

	<u>VERY SATIS.</u>	<u>S.W. SATIS.</u>	<u>SW DISSAT.</u>	<u>VERY DISSAT.</u>	<u>(DON'T KNOW/NA)</u>
(ASK ALL RESPONDENTS)					
[]a. Reviewing and issuing permits for proposed building and development -----	15%	30%	10%	7%	38%

(SPLIT SAMPLE A ONLY)					
[]b. (T) Maintaining local parks -----	38%	46%	9%	0%	7%
[]c. (T) Providing street lighting -----	35%	46%	12%	4%	3%
[]d. (T) The "Junior Guards" program, which trains young people to be lifeguards -----	55%	22%	3%	2%	18%
[]e. (T) Enforcing parking laws -----	36%	40%	12%	9%	3%
[]f. (T) Maintaining public streets -----	27%	49%	15%	6%	4%
[]g. (T) The cost of recreation programs for people of all ages -----	32%	41%	8%	3%	16%
[]h. (T) Providing police protection from crimes against people or property -----	46%	42%	8%	2%	2%
[]i. (T) Enforcing building and safety codes -----	27%	33%	3%	2%	36%

(SPLIT SAMPLE B ONLY) (ROTATE)					
[]j. (T) The Capitola History Museum -----	31%	33%	4%	2%	30%
[]k. (T) Street sweeping -----	45%	45%	6%	3%	2%
[]l. (T) Having an adequate number of parks -----	38%	43%	13%	4%	2%
[]m. (T) Maintaining public sidewalks -----	36%	44%	11%	6%	3%
[]n. (T) Keeping beaches clean -----	42%	41%	11%	5%	2%
[]o. (T) The number of recreation programs available for people of all ages -----	47%	35%	9%	1%	7%
[]p. (T) Ensuring the availability of a variety of affordable housing in the city -----	17%	25%	27%	23%	8%
[]q. (T) Enforcing traffic laws -----	44%	38%	9%	7%	1%

(RESUME ASKING ALL RESPONDENTS)

NEXT, I WOULD LIKE TO RETURN TO OUR DISCUSSION OF THE BALLOT MEASURE TO CONTINUE THE EXISTING QUARTER-CENT SALES TAX. THE CITY RELIES ON REVENUES FROM THE EXISTING QUARTER-CENT SALES TAX TO PAY FOR MANY OF THE SERVICES IT PROVIDES TO RESIDENTS. IF THE BALLOT MEASURE FAILS, THE CITY WILL HAVE TO CUT SERVICES TO MAKE UP FOR THE SHORTFALL.

8. I am going to mention some of the services the City provides its residents. If budget cuts are necessary, please tell me, after you hear each one, if you think large cuts should be made to that service, just some cuts should be made, or no cuts at all should be made to that service to make up for a potential shortfall. **(ROTATE)**

	<u>LARGE CUTS</u>	<u>SOME CUTS</u>	<u>NO CUTS</u>	<u>(DON'T READ) DK/NA</u>
(ASK ALL RESPONDENTS)				
[]a. Local street maintenance and pothole repair	3%	30%	63%	3%
[]b. Police officers and public safety services	3%	19%	76%	2%
[]c. Traffic congestion relief projects	6%	38%	49%	7%

(ASK SPLIT SAMPLE A)

[]d. Senior recreation programs	2%	28%	60%	10%
[]e. Park improvements	6%	41%	48%	4%
[]f. Construction of affordable housing	14%	34%	49%	2%
[]g. Library facility improvements and modernizations	6%	31%	58%	5%

(ASK SPLIT SAMPLE B)

[]h. Community policing and neighborhood watch programs	5%	28%	61%	6%
[]i. Economic development programs	8%	31%	44%	17%
[]j. Park improvements and maintenance	5%	35%	57%	3%
[]k. Youth recreation programs	2%	22%	73%	4%

(RESUME ASKING ALL RESPONDENTS)

9. Now I am going to read you some statements from people who support the ballot measure to continue the quarter-cent sales tax that funds essential city services such as public safety and street repairs. After you hear each statement, please tell me if it makes you more inclined to vote yes in favor of the measure. If the statement has no effect on your thinking or you don't believe it, you can tell me that too. **(IF MORE INCLINED TO VOTE YES, ASK: "Is that much more or just somewhat?") (ROTATE)**

	<u>MUCH MORE INCL.</u>	<u>SMWT MORE INCL.</u>	<u>(DON'T READ) LESS INCL.</u>	<u>DON'T BEL.</u>	<u>NO EFF.</u>	<u>(DON'T READ) DK/NA</u>
(ASK ALL RESPONDENTS)						
[]a. This is <u>not</u> a new tax. This measure simply continues the existing sales tax which has been in place since 2004 and funds critical city services such as police protection and street repair.	41%	27%	4%	3%	22%	2%

MUCH MORE INCL.	SMWT MORE INCL.	(DON'T READ) LESS INCL.	DON'T BEL	NO EFF.	(DON'T READ) DK/NA
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- []b. People living outside of Capitola, such as tourists and shoppers from nearby communities pay 83 percent of this tax to support Capitola local services and programs. For every dollar a Capitola resident pays in sales tax, non-resident consumers pay eight dollars. ----- 45%----- 24%-----5% ----- 8%---- 18% ----2%
- []c. The quarter-cent sales tax provides a million dollars of revenue. If this measure does not pass, the City may have to cut services, including police officers, street repair and traffic congestion relief projects, to balance its budget. ----- 41%----- 27%-----7% ----- 7%---- 16% ----2%

(SPLIT SAMPLE A ONLY)

- []d. Approving this measure will allow us to get our fair share of State and Federal grants that are essential to improving and maintaining local streets and public facilities. Because of local sales tax revenue, the City has secured over a million dollars in matching funds each year for repairs and improvements to city parks, streets and roads. ----- 41%----- 28%-----6% ----- 7%---- 17% ----1%
- []e. Money raised by this local measure would be legally required to stay in our City and gives residents control over how our local money is spent. This measure ensures that our local vital community services including police and street repair are funded. ----- 40%----- 32%-----4% ----- 5%---- 17% ----1%

(SPLIT SAMPLE B ONLY) (ROTATE)

- []f. The quarter-cent sales tax has enabled the City to fully staff the police department and conduct all of the road and street improvements we have enjoyed over the last few years, including paving and reconstructing parts of Park Avenue, Oak Street and 41st Avenue. We cannot afford to lose this vital source of funding. ----- 48%----- 30%-----3% ----- 7%---- 10% ----2%
- []g. This measure will be subject to strict accountability provisions, including guaranteed independent annual financial audits, local control over how money is spent and public review of expenditures as a part of the City's regular budget review process. These requirements ensure that funds from this measure will be spent efficiently, effectively and as promised to voters. ---- 49%----- 27%-----3% ----- 6%---- 14% ----1%

(RESUME ASKING ALL RESPONDENTS)

- 10. Now that you have heard more about it, let me ask you again about the ballot measure to continue the existing quarter-cent sales tax that funds essential city services, such as public safety, street repair and parks, with no increase in taxes. 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, NEED MORE INFORMATION ASK:) "Do you lean toward voting yes or no?"

Definitely yes ----- 54%
Probably yes----- 21%
Undecided, lean yes ----- 6%
TOTAL YES ----- 81%

Undecided, lean no ----- 2%
Probably no----- 4%
Definitely no----- 7%
TOTAL NO----- 13%

(DON'T READ) Need more information----- 4%
(DON'T READ) DK/NA----- 2%

11. I am going to read you some statements from people who oppose the measure to continue the quarter-cent sales tax. After you hear each statement, please tell me if it makes you more inclined to vote against the measure. If the statement has no effect on your thinking or you don't believe it, you can tell me that too. **(IF MORE INCLINED TO VOTE YES, ASK: "Is that much more or just somewhat?") (ROTATE)**

MUCH MORE <u>INCL.</u>	SMWT MORE <u>INCL.</u>	(DON'T READ) <u>LESS INCL.</u>	DON'T <u>BEL</u>	NO <u>EFFECT</u>	(DON'T READ) <u>DK/NA</u>
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[]a. Taxes are too high already. By voting no on this measure, we can finally get some tax relief. -----9%-----12%----- 11%----- 20% ----- 48%----- 0%

[]b. Money from this measure will just go to administrative costs and higher salaries for city bureaucrats and employees. The City used revenue from the first sales tax measure to hire a high-priced city planner and police officers who make close to one hundred and fifty thousand dollars a year.----- 15%-----14%----- 9%----- 25% ----- 35%----- 3%

[]c. This sales tax was only supposed to last for five years. The City has more than enough money now to fund basic city services. In fact, the City is planning to give three million dollars to a private developer to build a luxury hotel on the Rispin Mansion property. The City should redirect this money to vital city services and eliminate the City sales tax. ----- 19%-----15%----- 11%----- 15% ----- 35%----- 5%

12. Sometimes over the course of a survey like this one people change their minds. Let me ask you one more time about the ballot measure to continue the existing quarter-cent sales tax that funds essential city services such as public safety, street repair and parks, with no increase in taxes. 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, NEED MORE INFORMATION ASK:)** “Do you lean toward voting yes or no?”)

Definitely yes -----	47%
Probably yes-----	21%
Undecided, lean yes -----	7%
TOTAL YES -----	75%
Undecided, lean no -----	3%
Probably no-----	6%
Definitely no-----	8%
TOTAL NO-----	17%
(DON’T READ) Need more information-----	6%
(DON’T READ) DK/NA-----	2%

NOW I WOULD LIKE TO ASK YOU ABOUT A FEW MORE QUESTIONS RELATED TO CITY SERVICES AND POTENTIAL CITY PROJECTS.

13. Next, I am going to read you a list of proposals some people have said that Capitola City government should consider undertaking. After I read each one, please tell me whether it sounds like something you would support or oppose. **(IF SUPPORT/ OPPOSE, ASK: “Is that strongly SUPPORT/OPPOSE or just somewhat?”)**

	<u>STR.</u> <u>SUPP.</u>	<u>SW</u> <u>SUPP.</u>	<u>SW</u> <u>OPP.</u>	<u>STR.</u> <u>OPP.</u>	<u>(DK</u> <u>NA)</u>
[]a. (T) Having the City pay for the creation of additional parking spaces behind City Hall-----	20%	33%	19%	20%	9%
[]b. Rebuilding the current Capitola library in order to expand and modernize library facilities and services.-----	36%	28%	15%	16%	5%
[]c. Relocating City Hall to create a civic center complex that would centralize city services, including the police department, and accommodate a new library-----	18%	22%	21%	30%	10%

14. As you may know, in 1986, the City purchased the Rispin Mansion intending to make it a public facility. Three years ago the Capitola Redevelopment Agency entered into an agreement with a private developer to lease and develop the site. The development plans include renovation of the mansion to accommodate a luxury hotel and spa, recreation of a historic garden and preservation of a butterfly habitat and sensitive ecology. The City Redevelopment Agency has agreed to provide three million dollars in funding for the project and 96 percent of the property will be maintained as permanent open space.

Having heard this, do you support or oppose the plan to build a luxury hotel and spa on the Rispin Mansion property? **(IF SUPPORT/ OPPOSE, ASK: "Is that strongly SUPPORT/OPPOSE or just somewhat?")**

Strongly support-----	32%
Somewhat support -----	18%
TOTAL SUPPORT -----	50%
Somewhat oppose-----	12%
Strongly oppose-----	27%
TOTAL OPPOSE -----	39%
(DON'T READ) DK/NA -----	11%

<p>NOW I'D LIKE TO ASK YOU ABOUT YOUR EXPERIENCES WITH THE CITY OF CAPITOLA AND ITS EMPLOYEES.</p>

15. **(T)** Have you had any direct contact, either in person or by telephone, with Capitola City government in the past year?

Yes -----	(ASK Q16-Q17) --39%
No-----	(SKIP TO Q18) --61%
(DON'T READ) DK/NA-----	(SKIP TO Q18) --1%

(IF "YES" ON Q15, ASK Q16-Q17)

16. **(T)** With which City department did you have contact? **(DO NOT READ LIST, ACCEPT MULTIPLE RESPONSES)**

Capitola History Museum -----	6%
City Attorney -----	4%
City Council -----	25%
City Clerk -----	10%
City Manager-----	7%
Parks/recreation-----	13%
Planning/permitting/development -----	35%
Police -----	44%
Streets and roads-----	7%
Traffic and parking-----	12%
Other (SPECIFY) _____	13%
(DON'T READ) DK/NA -----	1%

(IF "YES" ON Q15, ASK Q16-Q17)

17. Now I'm going to read you a list of different aspects of the service you received from the Capitola employee or employees with whom you had contact. After you hear each one, please tell me whether you were generally satisfied or dissatisfied with that aspect of the service you received from the Capitola City employee. **(IF SATISFIED/DISSATISFIED, ASK: "Is that very SATISFIED/DISSATISFIED or just somewhat?") (ROTATE)**

	<u>VERY SATIS.</u>	<u>S.W. SATIS.</u>	<u>SW DISSAT.</u>	<u>VERY DISSAT.</u>	<u>(DON'T KNOW/NA)</u>
[]a. (T) The timeliness of their response-----	61%	28%	4%	3%	4%
[]b. (T) The courteousness of their response-----	72%	19%	2%	5%	2%
[]c. (T) Competence in handling your concern-----	63%	26%	4%	4%	3%
[]d. (T) Overall helpfulness of the employee-----	71%	23%	3%	4%	1%

(RESUME ASKING ALL RESPONDENTS)

MY NEXT QUESTIONS ARE ABOUT PLACES THAT YOU MAY GET INFORMATION ABOUT THE CITY OF CAPITOLA.

18. First, I'm going to read you a list of places that people might get information about the activities of Capitola's City government. After I read each one, please tell me whether you ever use that source to get information about Capitola City government. **(IF YES, ASK: Do you find it a very useful, somewhat useful, or not useful source of information about City government?) (ROTATE)**

	<u>YES, VERY USEFUL</u>	<u>YES, S.W. USEFUL</u>	<u>YES, NOT USEFUL</u>	<u>NO, DO NOT USE</u>	<u>(DON'T KNOW/NA)</u>
[]a. (T) City newsletters-----	32%	37%	5%	24%	2%
[]b. (T) The Santa Cruz Sentinel-----	26%	31%	12%	29%	2%
[]c. (T) The Capitola Times-----	32%	33%	5%	28%	1%
[]d. (T) The Mid-County Post-----	19%	27%	7%	42%	5%
[]e. (T) The City's website-----	17%	25%	2%	51%	5%
[]f. (T) Community meetings with City officials-----	16%	21%	3%	54%	7%

19. If live video or "webcasts" of City Council meetings were available on the City's website, how likely would you be to watch Council meetings from a computer or download them from the internet to view later? Please tell me if you would be very likely, somewhat likely or not likely at all to watch City Council meetings in this format.

Very likely-----	13%
Somewhat likely-----	29%
Not likely at all-----	55%
(DON'T READ) DK/NA-----	3%

20. (T) In your opinion, what is the most important thing the City of Capitola can do to improve city services for the people who live there? (OPEN-END; RECORD ANSWER BELOW)

Traffic control/enforcement improvements-----	16%
Nothing/all is well/doing good job-----	13%
Street repair/maintenance improvements-----	9%
Housing affordability improvements/rent control -----	6%
Police presence increased/more police patrols/improve response times -----	6%
Parking control/enforcement improved -----	4%
Communicate with the people/have town hall meetings/public forums -----	3%
Crime control/ensure public safety -----	3%
Environmental issues addressed -----	3%
Clean up the City/rejuvenate rundown areas -----	2%
Education improvements/more school funding -----	2%
Job development/more employment opportunities/better paying jobs -----	2%
Tax reduction -----	2%
Growth control/planning/stop redevelopment -----	2%
Budget spending/allocations of funds improved-----	1%
Business development/encourage more retail businesses -----	1%
Economic development/generate more revenue/increase funding resources---	1%
Health care availability/accessibility improvements-----	1%
Responsiveness/listen to/do what the people want-----	1%
Services/program accessibility improvements/expanded hours-----	1%
Services/program expansion/more public services-----	1%
Transportation improvements/better public transit-----	1%
Youth activities/programs increased/give the kids something to do -----	1%
Website improvements/more user-friendly -----	1%
Everything/improve overall quality of life -----	1%
City employee improvements/friendlier/more helpful staff -----	0%
City employee pay raises -----	0%
Drug trafficking/activity controlled/provide drug treatment programs-----	0%
Homeless/transient assistance/programs-----	0%
Police department accountability improvements -----	0%
Senior services/programs expanded-----	0%
Misc. other mentions-----	7%
Don't know/NA/Refused-----	9%

HERE ARE MY LAST QUESTIONS, AND THEY ARE FOR STATISTICAL PURPOSES ONLY.

21. (T) Do you own or rent your home or apartment?

Own-----63%
 Rent-----36%
(DON'T READ) DK/NA-----1%

22. (T) Are you usually employed or a student outside the home, a homemaker not leaving home for work, or are you retired?

Usually employed or student-----66%
 Homemaker-----4%
 Retired-----28%
(DON'T READ) Refused-----2%

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

1990-1984 (18-24)-----6%
 1983-1979 (25-29)-----9%
 1978-1974 (30-34)-----8%
 1973-1969 (35-39)-----7%
 1968-1964 (40-44)-----7%
 1963-1959 (45-49)-----10%
 1958-1954 (50-54)-----11%
 1953-1949 (55-59)-----10%
 1948-1944 (60-64)-----10%
 1943-1934 (65-74)-----11%
 1933 or earlier (75+)-----10%
(REFUSED/NA)-----1%

24. (T) Are there children under the age of 18 living at home with you?

Yes ----- 26%
No ----- 73%
(REFUSED/NA) ----- 1%

25. (T) How long have you lived in the City of Capitola?

Less than two years ----- 11%
Between two and five years ----- 18%
Between five and ten years ----- 23%
Between ten and twenty years ----- 25%
More than twenty years ----- 24%
(DON'T READ) DK/NA ----- 0%

26. (T) I don't need to know the exact amount but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2007?

\$30,000 and under ----- 19%
\$30,001 - \$50,000 ----- 13%
\$50,001 - \$75,000 ----- 18%
\$75,001 - \$100,000 ----- 14%
More than \$100,000 ----- 17%
(DON'T READ) DK/NA ----- 20%

THANK AND TERMINATE

Gender: Male----- 45%
Female ----- 55%

Party Registration: Democrat ----- 54%
Republican ----- 21%
Decline-to-state/Independent ----- 17%
Other party ----- 8%

Name _____

Address _____

City _____

Zip _____

Interviewer _____

Page # _____

Voter ID # _____

Precinct _____

FLAGS

P02----- 37%
G02 ----- 52%
R03 ----- 59%
P04----- 49%
G04 ----- 79%
N05 ----- 62%
P06----- 47%
G06 ----- 72%
BLANK ----- 13%

VOTE BY MAIL

1 ----- 18%
2 ----- 8%
3+ ----- 24%
BLANK ----- 48%

PERMANENT ABSENTEE

Yes----- 24%
No ----- 76%

HOUSEHOLD PARTY TYPE

Dem 1 ----- 34%
Dem 2+ ----- 14%
Rep 1 ----- 9%
Rep 2+ ----- 7%
Ind 1+ ----- 16%
Mix ----- 20%