

Voters' Sources of Information for 2009 City Council election (Palo

1. Overview

This is a survey about the information sources that voters used to decide which candidates to vote for for the Palo Alto City Council in 2009. Data about which sources voters consulted and how useful they found those sources can be used by candidates in future elections to better allocate their time and money to get better information to voters. The current high costs of campaigning are a serious deterrent for well-qualified people.

The SPONSOR of this survey is Palo Alto Neighborhoods (PAN), an umbrella group of neighborhood associations. During the campaign, PAN published the candidates' responses to a questionnaire covering a broad range of issues and conducted a Candidates Forum. The results of this survey will be compiled and placed online for PUBLIC use at our website www.PANeighborhoods.org

1. How did you cast your ballot this year?

Mailed ballot before Sunday October 25 (9 days before the election)

Mailed ballot after Sunday October 25

Handed in mail-in ballot at the polls

Voted at the polls

Did not vote. Please comment why -- Since you are taking this survey, we presume you weren't uninterested.

2. What were the sources of information about candidates that MOST INFLUENCED who you voted for? Please name up to five.

1.
2.
3.
4.
5.

2. Usefulness of Information Resources

Please rate each of the below information sources in terms of how useful they were to YOU in THIS ELECTION. If you did not consult, or ignored, a source, mark the circle in the "N/A" column.

On this scale, use "1" for a source that was of little or no use in your deciding who to vote for, "2" for one that was moderately useful, and "3" for very useful.

You will have the opportunity to provide comments on these and other sources at the bottom of this web page.

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3. Endorsements

	1	2	3	N/A
a. Newspapers	jn	jn	jn	jn
b. Officials (current/former, elected/appointed)	jn	jn	jn	jn
c. Organizations: Environmental, Labor, Political, etc	jn	jn	jn	jn
d. Community members	jn	jn	jn	jn

4. Recommendations & opinions of others

	1	2	3	N/A
a. Candidate lawn signs	jn	jn	jn	jn
b. Friends and family	jn	jn	jn	jn
c. Opinion of 3rd party relayed by friends and family	jn	jn	jn	jn
d. Comments in online forums, such as Google/Yahoo Groups and Town Square Forum	jn	jn	jn	jn
e. Others	jn	jn	jn	jn

If "Others", please describe

5. Candidate advertisements, including their brochures

	1	2	3	N/A
a. In newspapers	jn	jn	jn	jn
b. On newspaper websites	jn	jn	jn	jn
c. Cable television commercials	jn	jn	jn	jn
d. Dropped on your doorstep	jn	jn	jn	jn
e. Arrived in the mail	jn	jn	jn	jn
f. Email	jn	jn	jn	jn
g. Candidate websites, including social networking sites such as Facebook	jn	jn	jn	jn

6. Candidate forums, such as those hosted by PAN, League of Women Voters, Chamber of Commerce

	1	2	3	N/A
a. Attended in person	jn	jn	jn	jn
b. Cable TV	jn	jn	jn	jn
c. On Web (YouTube)	jn	jn	jn	jn

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7. Publications covering all candidates

	1	2	3	N/A
a. Candidate Questionnaires	jn	jn	jn	jn
b. Santa Clara County Voter's Guide (the booklet that includes the candidates' ballot statements)	jn	jn	jn	jn
c. Voters' Guide by the League of Women Voters	jn	jn	jn	jn
d. SmartVoter website	jn	jn	jn	jn

8. Personal contact

	1	2	3	N/A
a. Candidate coffees and other gatherings	jn	jn	jn	jn
b. Candidate going door-to-door	jn	jn	jn	jn
c. "Sidewalk event": Farmers Market, school, grocery store, etc	jn	jn	jn	jn
d. Candidates' supporters (other than your friends): door-to-door, telephone, etc	jn	jn	jn	jn
e. Other	jn	jn	jn	jn

If "Other", please specify

9. Usefulness of specific newspapers relative to the campaign: news, endorsements, etc

	1	2	3	N/A
a. Daily News	jn	jn	jn	jn
b. Daily Post	jn	jn	jn	jn
c. Palo Alto Weekly	jn	jn	jn	jn
d. Other: Organization newsletter, non-English newspaper	jn	jn	jn	jn

If "Other publication", name(s)

10. If you were dissatisfied with any of the above sources of information, please explain. Please identify which source you are commenting on ("candidate coffee", "8a") because these comments will be viewed separately from your ratings.

11. Any other comments on these or other sources? Again, please identify the source.

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3. Demographic & Geographic Information

We expect certain groups to be over- and under-represented among those taking this survey. This data may support compensating for that.

12. What is your age range?

- 18-25 26-35 36-45 46-55 56-65 Over 65

13. What is your gender?

- Female
 Male

14. Are you involved in City issues BETWEEN campaigns?

- Tend to pay little attention to the issues
 Aware of issues from reading the news and other sources
 Follow some issues closely
 Active involvement in issue(s)

15. Were you involved in any candidate's campaign?

- Not involved
 Endorsed candidate, contributed money, etc
 Active participant

16. What general region of Palo Alto do you live in?

- NORTH of Oregon Expressway and EAST of the Caltrain tracks
 SOUTH of Oregon Expressway and EAST of the Caltrain tracks
 WEST: Between the Caltrain tracks and I-280
 HILLS: West of I-280

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17. NEIGHBORHOOD ASSOCIATION: If you know the one for your neighborhood, please indicate it. Note: Neighborhood associations include Residents' Association, Homeowners' Associations and similar groups. A map of neighborhood names used by the Palo Alto Weekly is an approximation. It can be found at www.PaloAltoOnline.com/media/reports/1234211496.pdf

Don't Know

Evergreen Park

Old Palo Alto

Adobe Meadow

Fairmeadow

Palo Altans Protecting Open Space NA

Barron Park

Greenacres I

Palo Alto Central

Cal-Ventura

Greenacres II

Palo Alto Hills

Charleston Gardens

The Greenhouse

Palo Alto Orchards

Charleston Meadows

Greenmeadow

Palo Verde

Charleston Village HOA

Leland Manor

Southgate

College Terrace

Mayfield

University South

Community Center

Midtown

Walnut Grove

Crescent Park

Miranda

Ventura

Downtown North

Monroe Park

Duveneck/St. Francis

Old Palo Alto Corridor

Other (please specify)

If this survey is taken on paper, send completed copy to:

**Douglas Moran
790 Matadero Ave
Palo Alto, CA 94306-2734**