METHODOLOGY

Embold Research surveyed 2,108 adults in Santa Clara County from July 14 - August 4, 2026. We used the following sources to recruit respondents:

- *Targeted advertisements on Facebook and Instagram, as well as across the web via Facebook's ad platform (573 respondents)*
- *Text messages sent, via the Echo19 platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data (1,088 respondents)*
- *PureSpectrum, which aggregates participants from various online survey panel providers (447 respondents)*

Regardless of which source a respondent came from, they were directed to a survey hosted on Surveymonkey's website.

Ads placed on social media targeted adults in Santa Clara County. Those who indicated that they were not over the age of 18 were terminated. As the survey fielded, Embold Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented, and raising budgets for ads targeting groups that were underrepresented, so that the final sample was roughly representative of the population across different groups. The survey was conducted in English, Spanish, Vietnamese, and Simplified Chinese.

The survey was commissioned by Civic News Company / San Jose Spotlight and conducted online by Embold Research. Post-stratification weighting was performed on age, gender, race/ethnicity, education, and urbanicity. Weighting parameters are based on the demographic composition of adults in Santa Clara County, based on census data. That is, if x% of adults in the county were women, women would be weighted to x%.

The modeled margin of error for this survey is 2.3%, which uses effective sample sizes** that adjust for the design effect of weighting. This research, like all public opinion research, does entail some additional unmeasured error.*

** We adopt The Pew Research Center's convention for the term "modeled margin of error"(1) (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.*
*** The effective sample size adjusts for the weighting applied to respondents and is calculated using Kish's approximation (2).*
(1) https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/
(2) Kish, Leslie. Survey Sampling, 1965.

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REPORTED QUESTIONS:

1. Are you:
   - A man
   - A woman
   - Another identity

2. In what year were you born? **[TEXT BOX]**

3a. In what ZIP code do you currently live? **[TEXT BOX]**

3b. Which county do you currently live in? **[ROTATE]**
   - Santa Clara
   - San Mateo
   - Another county **[TERMINATE][ANCHOR]**

4a. What is your race? **[MULTI-SELECT]**
- White / Caucasian
- Hispanic or Latino/a
- Black or African American
- Asian / Pacific Islander
- American Indian or Alaska Native
- Other (please specify): **[TEXT BOX]**

4b. **[IF HISPANIC/LATINO <u>NOT</u> SELECTED]** Are you from a Hispanic, Latino/a, or Spanish-speaking background?
   - Yes
   - No

5. What is the highest level of education you have completed?
- High school diploma or less
- Some college, but no degree
- Associate's degree, or two-year college degree
- Bachelor's degree, or four-year college degree
- Graduate degree

6. Are you registered to vote?
- Yes
- No
- Not sure

7. What is your annual household income?
- Less than $20,000
- $20,000 to $34,999
- $35,000 to $49,999
- $50,000 to $74,999
- $75,000 to $99,999
- $100,000 to $149,999
- $150,000 to $199,999
- $200,000 or more
- Prefer not to say

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8a. Are you the parent or guardian of any children under age 18?

- Yes
- No

8b. **[If YES in 8a]** How old are your children? Select all that apply.

- 0-3 (Not yet school age)
- 4-10 (TK through grade 5)
- 11-13 (Middle school)
- 14-17 (High school)

9a. Which of the following best describes the language(s) you speak at home?

- English only
- English primarily
- Another language primarily
- Another language only

9b. **[If 9a != "English only"]** What language(s), besides English, do you speak at home? Select all that apply. **[MULTI-SELECT, ROTATE]**

- Spanish
- Vietnamese
- Chinese
- Tagalog
- Other (Please specify) **[OPEN-TEXT]**

10. How **difficult** is it for you to get information about each of the following in your day-to-day life? *[Very difficult | Somewhat difficult | Not that difficult | Not difficult at all]* **[RANDOMIZE]**

- What's happening in my neighborhood
- What's happening in my city/town
- What's happening in Santa Clara County
- What's happening in the Bay Area
- What's happening in California
- What's happening nationally
- What's happening around the world

11. How important is it for you to get information about each of the following topics in your everyday life? *[Very important | Somewhat important | Not that important | Not important at all]* **[RANDOMIZE]**

- Local weather
- Local sports
- Local education (including school programs, curriculum, and quality)
- Local transportation (including transit schedules, costs, and traffic)
- Local health and well-being (including access to quality care and community needs and trends)
- Local economic opportunities (including jobs, personal finance, and business environment)
- Local political information (including voting, elected officials, and public policy initiatives)
- Local environment (including air/water quality, sanitation, and access to recreation)
- Local public safety (including crime, fire and police departments, and neighborhood safety)
- Local emergency and disaster preparedness (including evacuation routes, emergency alerts, and disaster response)
- Local community organizations and events (including churches, libraries, clubs, and cultural events)
- Local housing (including property listings and housing assistance services)

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12. When you seek out news and information about each of the following topics, how **satisfied or unsatisfied** are you with the information you are able to get? *[Very satisfied | Somewhat satisfied | Neither satisfied nor unsatisfied | Somewhat unsatisfied | Very unsatisfied]* **[RANDOMIZE]**

- Local weather
- Local sports
- Local education
- Local transportation
- Local health and well-being
- Local economic opportunities
- Local political information
- Local environment
- Local public safety
- Local emergency and disaster preparedness
- Local community organizations and events
- Local housing

13. Which of the following sources are the **most useful** when it comes to getting high quality, local information? Select up to THREE. **[RANDOMIZE]**

- Friends, family, colleagues and/or neighbors
- Government agencies (through their websites, phone services, offices, or social media)
- Local libraries or community centers
- Your religious leaders or congregation
- Local print newspapers
- Local digital news (online-only news source, or associated with a newspaper or radio or TV broadcaster)
- Local TV stations
- Local radio stations
- Local podcasts
- Email newsletters
- Online messaging groups (e.g. WhatsApp, WeChat)
- Local online groups or communities (e.g. Facebook Groups, Reddit, Nextdoor neighborhood)
- Content creators on social media (e.g. YouTube, TikTok, Instagram, etc.)
- Online search (Google, Bing, etc)
- Local schools, parent-teacher associations, or parenting groups
- Other (please specify):

14. Do you agree or disagree with the following statement?
"I have at least one local news source in my community that I trust."

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

15. **[If Somewhat/Strongly agree in Q14]** Please name the specific news or information source you find **most trustworthy** for getting local information (e.g., "San Jose Mercury News", "KQED", or "San Carlos Parents Facebook Group"). **[OPEN-TEXT]**

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16. How **satisfied or unsatisfied** are you with your ability to get the information you need in the following situations? *[Very satisfied | Somewhat satisfied | Neither satisfied nor unsatisfied | Somewhat unsatisfied | Very unsatisfied | Not applicable]* **[RANDOMIZE]**

- During an emergency weather situation
- When looking for affordable housing options
- When making decisions about choosing where to work
- When there are changes in local and state policies or laws
- When a crime occurs near you
- For local social or community events
- When making decisions about your health or accessing medical care
- Reporting local infrastructure issues such as potholes, broken streetlights, or sidewalk damage
- Navigating road closures, road construction projects, or traffic incidents
- When looking for resources in languages other than English

17. Here is a list of some ways people get involved with and try to improve the community or state they live in. Which of the following, if any, have you done in the last 12 months? Select all that apply. **[RANDOMIZE]**

- Volunteered with an association or organization (including a child's school or youth organization)
- Attended a town hall or community forum (including local board or government meetings)
- Contacted an elected official (via email, phone call, letter, etc)
- Attended a demonstration for or against a candidate, person, or issue
- Participated in a community organizing meeting or effort (separate from a town hall)
- Participated in a mutual aid network or community support group
- Advocated for or worked on positive changes in your city, county, or state, such as improving public services, local programs, or government policies.
- I have not done any of these [EXCLUSIVE, ANCHOR]

18. **[ASK IF "Advocated for or worked on…." IS SELECTED IN Q16]** Thinking about the ways you get involved in your city, county, or state, which of the following best describes you?

- Trying to improve local or state services, programs, or policies is a part of my job or career
- I often get involved in efforts to improve local or state services, programs, or policies, but it is not part of my job or career
- I sometimes get involved in efforts to improve local or state services, programs, or policies.
- I rarely get involved in efforts to improve local or state services, programs, or policies.

19. To what extent do you agree or disagree with the following statements? *[Strongly agree | Somewhat agree | Neither agree nor disagree | Somewhat disagree | Strongly disagree]* **[RANDOMIZE]**

- I can make a positive difference in my community.
- If something in my community isn't working, I can find out how to help fix it.
- When a local issue affects my daily life — like my street, my kid's school, or a local service — I'm confident I could get it addressed.

20. Please rank the following from most to least important to your day-to-day life, where 1 is most important and 7 is least important. **[SCALE 1 TO 7]** [**RANDOMIZE**]

- What's happening in my neighborhood
- What's happening in my city/town
- What's happening in Santa Clara County
- What's happening in the Bay Area
- What's happening in California
- What's happening nationally
- What's happening around the world

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21. When it comes to local news coverage about your community, what is one issue you wish was covered **more**? **[TEXT BOX]**

22. What, if anything, would make you **more likely** to follow local news? **[OPEN-END]**

23. How do you prefer to receive local news and information, even if you don't currently get it that way? Select up to THREE. **[RANDOMIZE]**

- Short-form video (e.g. TikTok, Instagram Reels, YouTube Shorts)
- Longer-form online video (e.g. YouTube)
- Live video (e.g. livestreams from reporters or content creators)
- Local TV news programs
- Audio (e.g. podcasts, AM/FM radio, satellite radio)
- Written articles on news websites
- Email newsletters or blogs
- Print newspapers or magazines
- Social media posts (e.g. Instagram, X/Twitter, Threads)
- Online community groups (e.g. Facebook Groups, Nextdoor, Reddit)
- Online messaging groups (e.g. WhatsApp, WeChat)
- Text messages or phone alerts/push notifications
- Posts or updates from local government (websites, social media, or mail)
- Posts or updates from advocacy groups, campaigns, or issue-based organizations
- Conversations with friends, family, neighbors, or colleagues
- In-person community meetings, events, or town halls
- Bulletin boards, flyers, or physical signage
- Church or faith community communications
- Other (please specify): **[TEXT BOX]**

24. What challenges, if any, have you faced when trying to find important local information? Select all that apply. **[RANDOMIZE]**

- I don't know where to look
- The information isn't available online
- The information is behind a paywall
- The information isn't in my preferred language
- Government websites or resources are hard to navigate
- The information I find is outdated
- The information I find is incomplete or lacks detail
- I'm not sure what information I can trust
- I have limited time to spend searching for local information
- I don't have reliable internet access
- Other (please specify): [TEXT BOX] [ANCHOR]
- I have not faced any challenges finding local information [EXCLUSIVE, ANCHOR]

25. **[If registered to vote]** How did you vote in the 2024 election for President, or for some reason were you unable to vote?

- Kamala Harris, the Democrat
- Donald Trump, the Republican
- A third party candidate
- Not registered/Too young/Ineligible
- Did not vote

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