EMBOLD research

Santa Clara CINC | Civic News / San Jose Spotlight | Toplines | August 2026

2,108 interviews in Santa Clara County from July 14 - August 4, 2026.
Margin of Error = +/- 2.3%

Q1. How difficult is it for you to get information about each of the following in your day-to-day life?

	Difficulty					
	Very	**Smwt**	**Not that**	**Not at all**	***Total***	***Total Not***
What's happening in my neighborhood	12	32	37	19	***44***	***56***
What's happening in {{ Q4 }} County	9	33	40	19	***42***	***58***
What's happening in my city/town	8	32	41	20	***39***	***61***
What's happening in the Bay Area	7	26	43	24	***33***	***67***
What's happening in California	7	23	43	27	***30***	***70***
What's happening nationally	7	16	38	38	***23***	***77***
What's happening around the world	7	16	39	38	***23***	***77***

Polling was conducted online from July 14 - August 4, 2026. Using Dynamic Online Sampling, text-to-web, and a panel marketplace to attain a representative sample, Embold Research surveyed 2,108 adults in Santa Clara County. Post-stratification weighting was performed on age, gender, race/ethnicity, education, and urbanicity. You can see a full methodology statement here, which complies with the requirements of AAPOR's Transparency Initiative. Members of the Transparency Initiative disclose all relevant details about our research, with the principle that the public should be able to evaluate and understand research-based findings, in order to instill and restore public confidence in survey results.

Q2. How important is it for you to get information about each of the following topics in your everyday life?

	Important				*Total Important*	*Total Not*
	Very	**Smwt**	**Not Too**	**At All**		
Local public safety (including crime, fire and police departments, and neighborhood safety)	62	29	7	2	***91***	***9***
Local environment (including air/water quality, sanitation, and access to recreation)	55	35	8	3	***90***	***10***
Local emergency and disaster preparedness (including evacuation routes, emergency alerts, and disaster response)	60	29	8	2	***89***	***11***
Local weather	48	36	11	4	***85***	***15***
Local health and well-being (including access to quality care and community needs and trends)	51	35	11	4	***85***	***15***
Local political information (including voting, elected officials, and public policy initiatives)	45	39	12	4	***84***	***16***
Local economic opportunities (including jobs, personal finance, and business environment)	40	37	17	6	***77***	***23***
Local community organizations and events (including churches, libraries, clubs, and cultural events)	31	44	20	5	***75***	***25***
Local education (including school programs, curriculum, and quality)	41	32	18	9	***73***	***27***
Local transportation (including transit schedules, costs, and traffic)	36	35	22	8	***71***	***29***
Local housing (including property listings and housing assistance services)	37	31	23	9	***68***	***32***
Local sports	17	29	32	22	***46***	***54***

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Q3. 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?

	Satisfied			Unsatisfied			
	Very	**Smwt**	**Neither**	**Smwt**	**Very**	***Total Satisfied***	***Total Unsatisfied***
Local weather	33	38	23	4	2	***71***	***6***
Local sports	15	28	49	5	3	***43***	***8***
Local education	13	33	36	13	6	***46***	***19***
Local transportation	14	32	38	11	5	***45***	***16***
Local health and well-being	14	36	35	11	4	***50***	***16***
Local economic opportunities	10	30	41	13	7	***40***	***19***
Local political information	11	31	33	17	8	***42***	***25***
Local environment	14	38	32	11	5	***51***	***17***
Local public safety	14	37	27	15	6	***52***	***21***
Local emergency and disaster preparedness	15	36	31	13	5	***51***	***18***
Local community organizations and events	12	34	37	13	4	***46***	***17***
Local housing	11	27	37	16	9	***38***	***25***

Q4. Which of the following sources are the most useful when it comes to getting high quality, local information? Select up to THREE.

44%	Online search (Google, Bing, etc)
31	Local digital news (online-only news source, or associated with a newspaper or radio or TV broadcaster)
29	Friends, family, colleagues and/or neighbors
28	Local online groups or communities (e.g. Facebook Groups, Reddit, Nextdoor neighborhood)
27	Local TV stations
21	Content creators on social media (e.g. YouTube, TikTok, Instagram, etc.)
16	Government agencies (through their websites, phone services, offices, or social media)
12	Local radio stations
11	Local libraries or community centers
11	Email newsletters
10	Local print newspapers
9	Online messaging groups (e.g. WhatsApp, WeChat)
7	Local schools, parent-teacher associations, or parenting groups
3	Your religious leaders or congregation
3	Local podcasts
3	Other (please specify)

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Q5. Do you agree or disagree with the following statement?
"I have at least one local news source in my community that I trust."

23%	Strongly agree
36	Somewhat agree
22	Neither agree nor disagree
9	Somewhat disagree
10	Strongly disagree

59%	**Total Agree**
19	**Total Disagree**

Q5b. [If Somewhat/Strongly agree in Q5] 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"). (See individual responses here)

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Q6. How satisfied or unsatisfied are you with your ability to get the information you need in the following situations?

	Satisfied			Unsatisfied				
	Very	**Smwt**	**Neither**	**Smwt**	**Very**	***N/A***	***Total Satisfied***	***Total Unsatisfied***
During an emergency weather situation	17	34	28	10	6	5	***51***	***16***
When making decisions about choosing where to live	13	27	32	10	7	11	***40***	***17***
When making decisions about choosing where to work	12	24	32	9	7	17	***35***	***16***
When there are changes in local and state policies or laws	10	27	26	18	17	2	***38***	***34***
When a crime occurs near you	11	28	24	18	16	3	***39***	***35***
For local social or community events	13	33	32	11	8	3	***46***	***20***
When making decisions about your health or accessing medical care	16	33	27	13	8	3	***49***	***21***
Reporting local infrastructure issues such as potholes, broken streetlights, or sidewalk damage	10	22	25	18	20	4	***32***	***38***
Navigating road closures, road construction projects, or traffic incidents	13	30	24	18	13	2	***43***	***31***
When looking for resources in languages other than English	12	18	30	5	4	32	***30***	***9***

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Q7. 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.

42% I have not done any of these
29 Volunteered with an association or organization (including a child's school or youth organization)
23 Contacted an elected official (via email, phone call, letter, etc)
16 Attended a demonstration for or against a candidate, person, or issue
15 Participated in a community organizing meeting or effort (separate from a town hall)
15 Advocated for or worked on positive changes in your city, county, or state, such as improving public services, local programs, or government policies.
13 Attended a town hall or community forum
12 Participated in a mutual aid network or community support group

Q7b. [If advocated for positive changes] Thinking about the ways you get involved in your city, county, or state, which of the following best describes you?

13% Trying to improve local or state services, programs, or policies is a part of my job or career.
23 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.
41 I sometimes get involved in efforts to improve local or state services, programs, or policies.
22 I rarely get involved in efforts to improve local or state services, programs, or policies.

Q8. To what extent do you agree or disagree with the following statements?

	Agree			Disagree			
	Strongly	**Smwt**	**Neither**	**Smwt**	**Strongly**	***Total Agree***	***Total Disagree***
I can make a positive difference in my community.	20	37	29	9	5	***57***	***14***
If something in my community isn't working, I can find out how to help fix it.	9	34	31	18	8	***43***	***26***
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.	12	29	29	18	11	***41***	***29***

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Q9. 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.

	1	2	3	4	5	6	7
What's happening in my neighborhood	38	14	11	9	9	8	12
What's happening in my city/town	13	32	15	13	10	11	6
What's happening in Santa Clara County	7	12	30	16	14	12	10
What's happening in the Bay Area	8	8	16	32	15	12	9
What's happening in California	8	10	15	13	34	11	10
What's happening nationally	13	15	7	9	10	34	12
What's happening around the world	12	10	7	8	8	12	42

Q11. When it comes to local news coverage about your community, what is one issue you wish was covered more? (See individual responses here)

Q12. What, if anything, would make you more likely to follow local news? (See individual responses here)

Q10. How do you prefer to receive local news and information, even if you don't currently get it that way? Select up to THREE.

32%	Local TV news programs
24	Social media posts (e.g. Instagram, X/Twitter, Threads)
21	Written articles on news websites
21	Posts or updates from local government (websites, social media, or mail)
19	Online community groups (e.g. Facebook Groups, Nextdoor, Reddit)
18	Short-form video (e.g. TikTok, Instagram Reels, YouTube Shorts)
18	Text messages or phone alerts/push notifications
16	Conversations with friends, family, neighbors, or colleagues
14	Email newsletters or blogs
13	Print newspapers or magazines
11	Longer-form online video (e.g. YouTube)
11	Audio (e.g. podcasts, AM/FM radio, satellite radio)
9	Live video (e.g. livestreams from reporters or content creators)
7	Online messaging groups (e.g. WhatsApp, WeChat)
6	Posts or updates from advocacy groups, campaigns, or issue-based organizations
5	In-person community meetings, events, or town halls
5	Bulletin boards, flyers, or physical signage
3	Church or faith community communications
2	Other (please specify)

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Q11. What challenges, if any, have you faced when trying to find important local information? Select all that apply.

40%	I'm not sure what information I can trust
35	The information I find is incomplete or lacks detail
32	The information is behind a paywall
24	I have limited time to spend searching for local information
22	Government websites or resources are hard to navigate
21	I don't know where to look
19	The information isn't available online
19	The information I find is outdated
12	I have not faced any challenges finding local information
4	The information isn't in my preferred language
4	I don't have reliable internet access
4	Other (please specify)

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D1. Are you:

50%	A man
48	A woman
2	Another identity

D2. Age

31%	18 to 34
27	35 to 49
24	50 to 64
18	65+

D3. Race/ethnicity

40%	Asian / Pacific Islander
29	White / Caucasian
24	Hispanic or Latino/a
3	Black or African American
1	American Indian or Alaska Native
4	Other

D4. What is the highest level of education you have completed?

16%	High school diploma or less
21	Some college, but no degree
11	Associate's degree, or two-year college degree
29	Bachelor's degree, or four-year college degree
23	Graduate degree

D5. What is your annual household income?

8%	Less than $20,000
6	$20,000 to $34,999
6	$35,000 to $49,999
11	$50,000 to $74,999
10	$75,000 to $99,999
12	$100,000 to $149,999
9	$150,000 to $199,999
22	$200,000 or more
15	Prefer not to say

D6. Are you registered to vote?

90%	Yes
7	No
3	Not sure

D7. [Only seen by respondents who are registered to vote] How did you vote in the 2024 election for President, or for some reason were you unable to vote?

54%	Kamala Harris, the Democrat
24	Donald Trump, the Republican
8	A third party candidate
3	Not registered/Too young/Ineligible
11	Did not vote

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D8. Party Identification

27% Strong Democrats
17 Weak Democrats
11 Independent lean Democrats
21 Pure independents
8 Independent lean Republicans
7 Weak Republicans
9 Strong Republicans

55% Democrats
21 Pure independents
24 Republicans

D9. [Only seen by respondents who live in Santa Clara County] Do you currently live in the city of San Jose?

52% Yes
48 No

D12. [Only seen by respondents who live in San Jose] Here is a map of San Jose's 10 city council districts. In which district do you live?

9% District 1
9 District 2
10 District 3
10 District 4
9 District 5
10 District 6
10 District 7
9 District 8
9 District 9
9 District 10
6 Not sure

D14. Are you the parent or guardian of any children under age 18?

25% Yes
75 No

D15. [Only seen by respondents with children under 18] How old are your children? Select all that apply.

43% 4-10 (TK through grade 5)
39 14-17 (High school)
28 11-13 (Middle school)
24 0-3 (Not yet school age)

D16. Which of the following best describes the language(s) you speak at home?

50% English only
30 English primarily
18 Another language primarily
2 Another language only

D17. [Only seen by respondents who speak languages other than English in the home] What language(s), besides English, do you speak at home? Select all that apply.

35% Spanish
29 Chinese
13 Vietnamese

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5 Tagalog
24 Other (please specify)

D10. Survey Language
7% Chinese
87 English
5 Spanish
2 Vietnamese

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