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Memorandum by City Manager's Office

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: John Stufflebean

SUBJECT: PLANT MASTER PLAN –
BASELINE SURVEY RESULTS

DATE: 11-24-08

Approved

Date

11/30/08

INFORMATION

In August 2008, as part of the early public outreach strategy associated with the Master Plan for the San Jose/Santa Clara Water Pollution Control Plant (Plant), staff used professional services to conduct a baseline telephone survey of 1,200 residents across the eight cities of the Plant service area. Survey questions were developed to a) ascertain current levels of knowledge about the Plant and its functions, b) assess attitudes about sewage fees, and c) explore values about possible Master Plan proposals for the Plant's bufferlands.

The survey report written by Goodwin Simon Victoria Research is attached and provides demographic analysis of responses to each question as well as comparison of responses by city. The highlights of the survey findings are as follows:

Highlights of Findings

1. Residents Show Concern for Bay Water Quality but Lack An Understanding of Needs at the Plant

Respondents were first asked to consider the seriousness of the Plant's condition along with three Bay water quality issues. These issues are juxtaposed with four other commonly understood urban issues—traffic, crime, education, and drought—to lend context to the ratings. Traffic, drought, and education stood out as the top three issues that a large majority of people (79%, 70%, and 66% respectively) rated as a very or somewhat serious problem. But close behind these were the three Bay water quality issues—pollution of the Bay, accumulation of toxics in food/water, and condition of salt marsh habitat—garnering ratings of 63%, 58%, and 57% respectively as very or somewhat serious concerns.

This expressed concern for Bay water quality did not earn a commensurate concern for the Plant's condition. Roughly one in four residents (28%) ranked the Plant's condition as either very or somewhat serious. This is not unexpected as infrastructure problems at the Plant have not

yet been widely publicized. In the next set of questions, we also learned that a large number of people are unclear on the role the Plant plays in protecting Bay water quality.

Across the service area, we see that Cupertino residents tend to express somewhat more concern about pollution in the Bay than residents in other cities. People closest to the Plant tend to express more concern about the Plant's condition.

2. Roughly Half of Public Lacks Understanding of Two Sewer Systems; Polluting Behaviors are Occurring

Many residents incorrectly answered simple questions about the local sanitary and storm drain systems (Questions #3 and #4). About 40% did not know where water from their bathtubs, sinks, and toilets goes; about 40% thought storm drain water goes into the sanitary sewer system; and 50% were unsure if sewage from their home was treated. Later in the survey (Question #27), residents were asked about what they flush down toilets and sinks. Fully 9% told us that in 2007, they emptied medicines down the sink or toilet; 7% said they put paint down a sink or toilet; and 1% said they put motor oil or anti-freeze in the sink or toilet.

3. About 1 in 5 Are Aware of Plant; Relations With Neighbors Appear Okay

About 1 in 5 respondents knew the Plant's general location (Question #6). Similarly, about 1 in 5 knew that the Plant discharges into the Bay (Question #14). This is not unexpected, given the Plant's rare appearance in the news and its isolated location. Interestingly, a much higher percentage of respondents (41%) seem to think the Plant is a good neighbor and only 13% considered the Plant to be a bad neighbor (Question #12).

4. Residents Give Spill Prevention Top Priority

Concern for Bay water quality was again expressed when residents were asked to rate the priority of a variety of issues for inclusion in the Plant Master Plan (Question #19). Of the 13 issues posed, "preventing sewage spills" elicited the greatest response, ranked by 83% of residents as deserving high priority. It should be noted that at this point in the survey, respondents were told more about the Plant, its aging infrastructure, and that the facility discharges into the Bay. It appears that with understanding of the Plant's role, the public connects the issue of aging infrastructure and their concern over sewage spills. The following is a consolidated list of priorities that garnered at least a majority rating:

1. Preventing sewage spills - 83%
2. Increasing Plant capacity (to reduce backups or accommodate population growth) - 80%
3. Reducing odors to protect neighbors - 80%
4. Making sure Plant has greenest technology or is energy efficient - 79%
5. Recycling treated water - 78%
6. Protecting habitat around Plant - 73%
7. Protecting Plant from rise in sea level - 62%

5. Majorities Support Wetlands Protection and Oppose Bufferlands Development

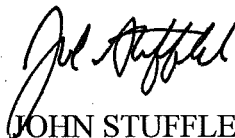
Residents were asked if they would support or oppose six possible uses of the land around the Plant (Question #21). Note that the six options presented to respondents may differ from the land use alternatives that will be posed in the master planning process. Nevertheless, the responses to this question provide some insight into residents' values on land use. Using the land as an environmental preserve to protect wetlands earned the strongest support (65%). Using the land for housing or commercial development earned the strongest opposition (63%). On the point of whether land should be leased or sold, 28% would support and 44% would oppose (with the remainder neutral) selling the land for private development, even if it "reduced the need for future sewage fee increases" (Question #22).

6. Majority Are Unaware How Sewage Fees are Paid But Largely Deem Fees Okay

In the Plant service area, only residents in Santa Clara and Milpitas pay sewage fees on a regular utility bill, and over 60% of respondents in these cities correctly indicated this payment method (Question #17). Residents in all other cities pay fees on their annual property tax bill, but only 1 in 4 respondents in these cities knew this. Nevertheless, when asked about the amount of the fees (Question #18), roughly half across all cities indicated that the fee amount was about right. The bulk of the other half is unsure about the cost.

Use of Survey Findings

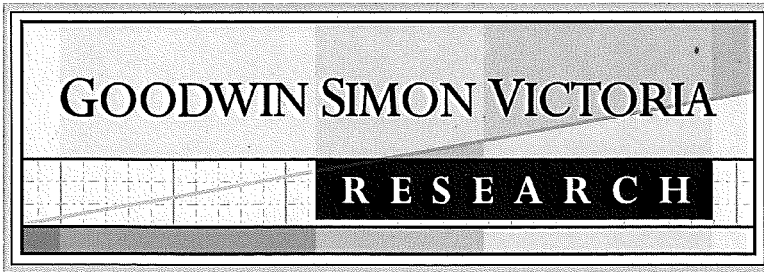
This information gives Master Plan decision makers a sense of current public understanding and opinion and is helpful to staff in developing outreach tactics and collateral, for both the Plant Master Plan and the outreach efforts of other environmental programs. As the Master Plan progresses, a second survey will be conducted to allow for comparative analysis of the effectiveness of outreach implementation and any changes in public awareness and opinions.



JOHN STUFFLEBEAN
Director, Environmental Services

If you have any questions, please contact Jennifer Garnett, Communications Manager, Environmental Services, at (408) 535-8554.

Attachment: Findings from Survey on Attitudes Related to Issues Affecting the San Jose/Santa Clara Water Pollution Control Plant



MEMORANDUM

August 27, 2008

TO: CATHY KENNY
San José Department of Environmental Services

FROM: PAUL GOODWIN
Goodwin Simon Victoria Research

RE: Findings from Survey on Attitudes Related to Issues Affecting the San Jose /Santa Clara Water Pollution Control Plant

METHODOLOGY

The San José Environmental Services Department asked Goodwin Simon Victoria Research to conduct a telephone survey of adult residents living in the service area for the San Jose/Santa Clara Water Pollution Control Plant. The purpose of the survey was to explore attitudes and levels of knowledge among residents about the Plant and related issues.

This sample size for this survey was 1,200, with the large sample size intended to allow for analysis of differences by city within the Plant service area. The margin of error for this study is plus or minus 2.8% at a 95% confidence level. That is, if this survey were to be repeated exactly as it was originally conducted, then 95 out of 100 times the responses from the sample (expressed as proportions) would be within 2.8% of the actual population proportions. The margins of error for differences by city are larger.

The study was conducted from July 28 to August 8, 2008.

We used a random-digit-dial sampling methodology, so that all adults in the study area with a working residential telephone number had an equal chance of being interviewed. Eight percent of the responses came from wireless telephone numbers.

The original sampling plan is seen in Table 1. We conducted extra interviews (disproportional to their actual share of the population in the study region) in Santa Clara, Milpitas, Cupertino, and the four West Valley Sanitation District cities of

Campbell, Los Gatos, Monte Sereno, and Saratoga (i.e. “the four cities.”). The purpose was to provide enough interviews in those areas to allow for comparisons across the region. We had also intended to conduct extra interviews in the Alviso area (defined as zip code 95002). However, we were unable to complete more than a handful of interviews there because of the small population in that area. We replaced the Alviso interviews with extra interviews in San José.

Table 1: Original Survey Sampling Plan

Location	# of Interviews	% of All Interviews	% of Total Study Area Adult Population
Alviso (zip code 95002)	100	8%	0.002%
City of Santa Clara	200	17%	9%
City of Milpitas	200	17%	5%
4 cities: Campbell, Los Gatos, Monte Sereno, Saratoga	200	17%	9%
City of Cupertino	150	13%	4%
City of San José	350	29%	73%
TOTAL	1200	100%	100%

The results presented in this report reflect the findings after we weighted the data to reflect the actual proportion of adults across the study region. We also weighted results to match the age and ethnic distributions found in U.S. Census data for adults in the study region. This is a common practice when conducting telephone surveys that becomes necessary because it is often more difficult to interview ethnic minority populations and younger populations. In this case, the findings reflect an increased proportion of Latino and under 35 respondents relative to the actual survey results.

The questionnaire was translated into Spanish and bilingual interviewers were used where necessary. Four percent of the interviews were completed in Spanish.

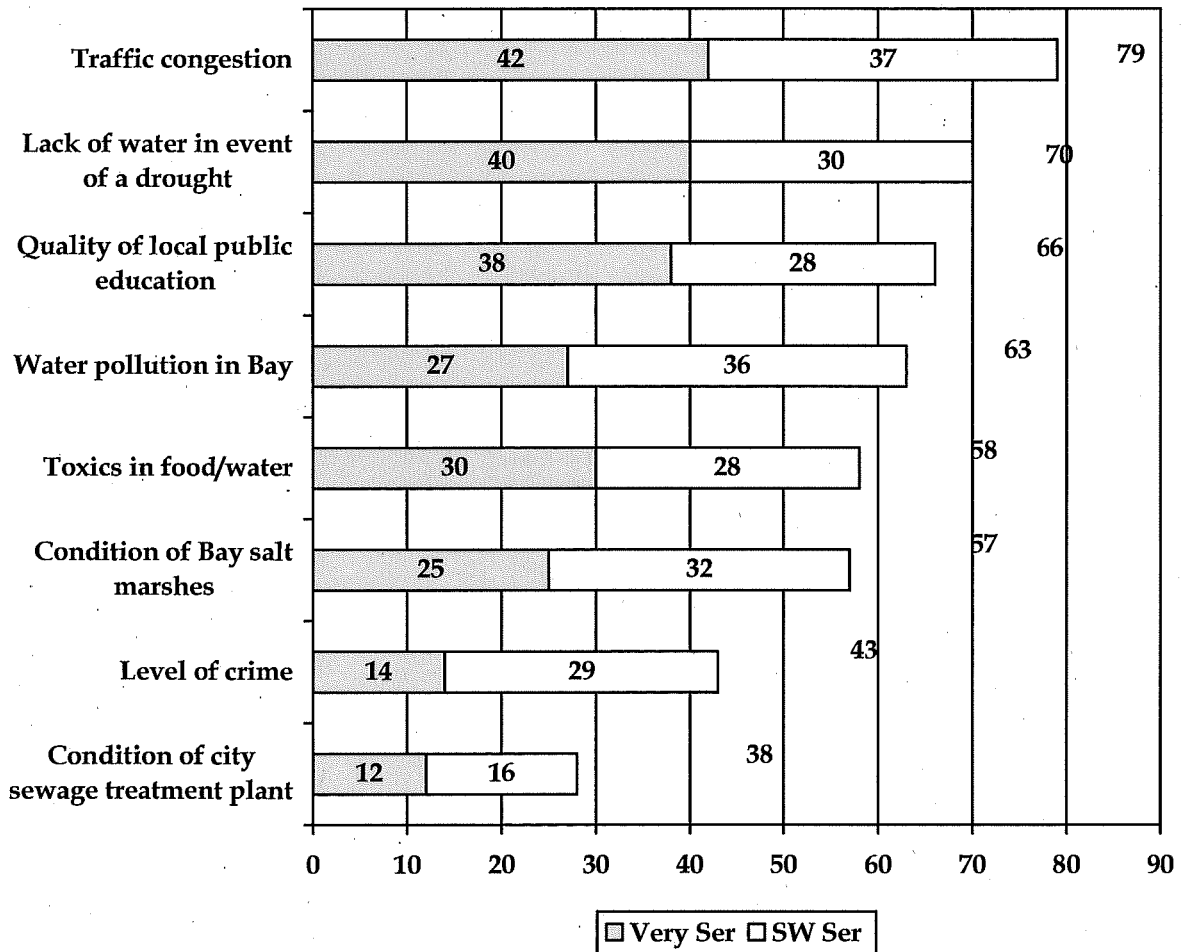
In this report, we break out results by variables such as age, gender, and race only where both statistically significant and relevant.

FINDINGS

QUESTION #2: CONCERN ABOUT THE PLANT AND BAY WATER QUALITY

The first substantive question in the survey asked residents to rate the seriousness of eight problems facing their area. Along with asking residents to consider whether the condition of the Plant was a serious concern, we asked about three Bay water quality issues and placed these within the context of four other commonly understood urban issues (traffic, crime, education, and drought). Traffic, drought, and education stood out as issues that a large majority of people (79%, 70%, and 66% respectively) rated as a very serious or somewhat serious problem. But a significant majority of residents—well over 55%—rated the three Bay water quality issues posed in the survey (pollution in the Bay, condition of salt marsh habitat, and accumulation of toxics in food/water) as very or somewhat serious. The issue that garnered the least amount of concern by residents was “the condition of your city’s sewage treatment plant.”

Question #2: % Rating Each as a Very or Somewhat Serious Problem



The results of question #2 foreshadow many of the other findings in this survey: Residents are not well informed about the Plant, nor is there much concern about it at present. But there are issues affected by the condition of the Plant that are of concern to residents, including Bay pollution and our water supply.

Below, we show how concern about the issues relevant to the Plant varies by cities within the study region.

Question #2: % Who Say Condition of Plant is Very or Somewhat Serious Problem by City

	San José	Santa Clara	Milpitas	Cupertino	WV 4 Cities
Condition of the Plant	28	21	26	19	15
Pollution of the Bay	63	61	58	70	60
Pollution of salt marshes/habitat near the Bay	57	54	48	61	53
Lack of water during a drought	72	63	61	73	75

Concern About the Plant's Condition

Concern about the Plant's condition varies slightly by city, as seen in the above table. There appears to be more concern in San José and Milpitas compared to other cities in the study area. Concern was especially low in the West Valley Sanitation District four cities (Los Gatos, Saratoga, Monte Sereno, Campbell).

Concern about the Plant's condition is higher also among apartment dwellers (at 29%) compared to single-family home dwellers (at 22%). Concern is also higher among those who tell us later in the survey that they are very interested in learning about the Master Plan for the Plant. Concern about the Plant is also higher among Asian men (at 33%) and Latino women (at 38%), among those with the lowest education levels, and among those under age 40. Still even among those groups, fewer than four in ten say that the condition of the Plant is a serious problem.

Concern about Water Pollution in the Bay

The proportion who say that water pollution in the Bay is a serious problem is higher among women than men, and especially so among Latinas and white women. It is also higher among college educated women and Cupertino women. By city, we see concern is higher in Cupertino compared to other locations.

Concern About Pollution or Loss of Salt Marshes and Habitat Near the Bay

Again, women are more concerned about this than men, especially San José and Cupertino women, as well as white women.

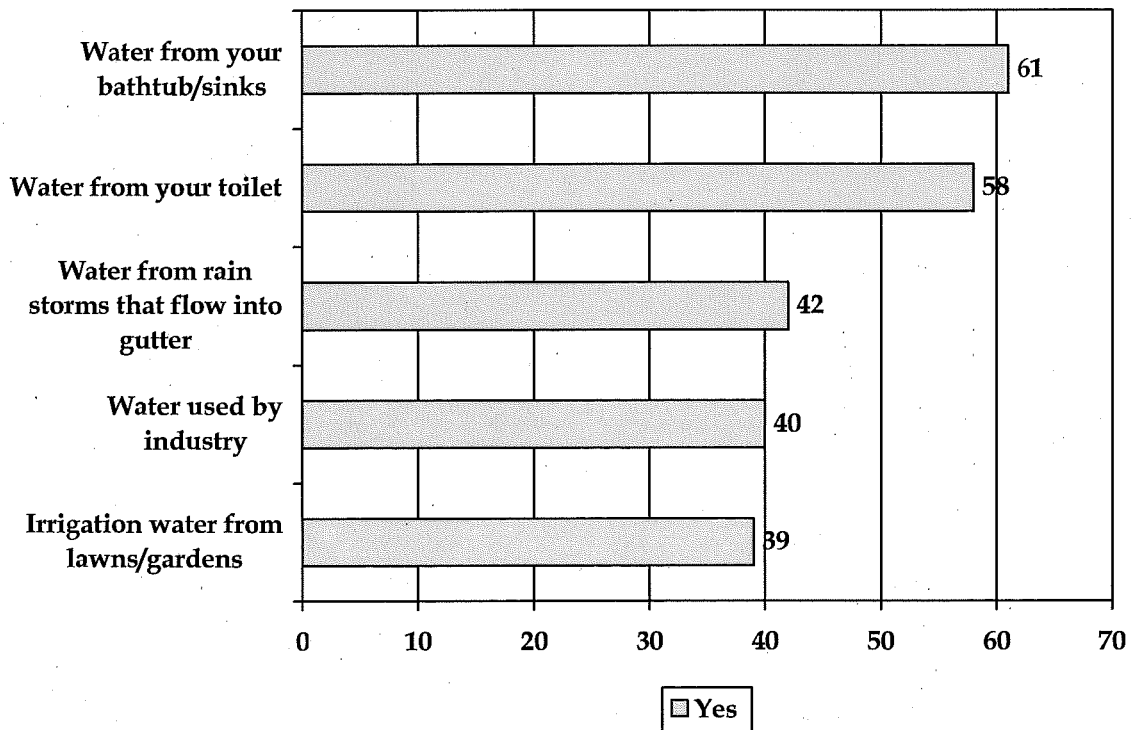
Concern About Inadequate Water Supplies in Event of a Drought

Again we see higher concern among women compared to men, and especially San José women, white women, and Latino women. Concern about water supplies is a bit higher in Cupertino, San José, and the four cities.

QUESTIONS #3-4: UNDERSTANDING OF HOW THE SEWER SYSTEM WORKS

Questions #3 and #4 explored understanding among residents in the Plant service area of how the sanitary sewer system works. Question #3 asked respondents whether water from each of five sources ends up in the sewer system or not.

Question #3: Does Water from Each End up in Sanitary Sewer System?



As shown above, only about 6 in 10 know that water from toilets as well as bathtubs and sinks end up in the sanitary sewer system. It's not clear whether the 40% or so who

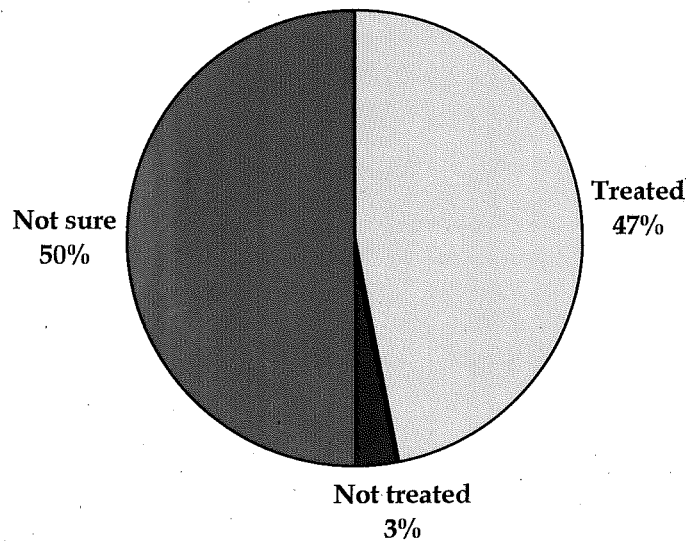
answered these questions incorrectly did not recognize the term “sanitary sewer system” or if they truly did not know where wastewater goes.

Men and especially white men were somewhat more likely than women to answer these questions correctly, and single-family home residents were much more likely than apartment dwellers to get this right.

We also see that 42% believe incorrectly that storm drain water (i.e. “water from rain storms that flows down streets and gutters”) goes into the sewage system. About the same proportion thinks that water used by industry and irrigation water from lawns and gardens goes into the sewage system.

In a follow-up question, we find that only 47% believe that sewage from their home is purified at a sewage treatment plant, with 3% who say it is not treated and the balance of about 50% who are not sure.

Question #4: Is Sewage from Your Home Purified at a Sewage Treatment Plant?



Again, the high proportion who offered a “not sure” response may reflect uncertainty whether their home produces “sewage,” uncertainty whether such sewage is actually “purified,” or may in fact reflect a widespread lack of understanding of even the basics of how the system actually works.

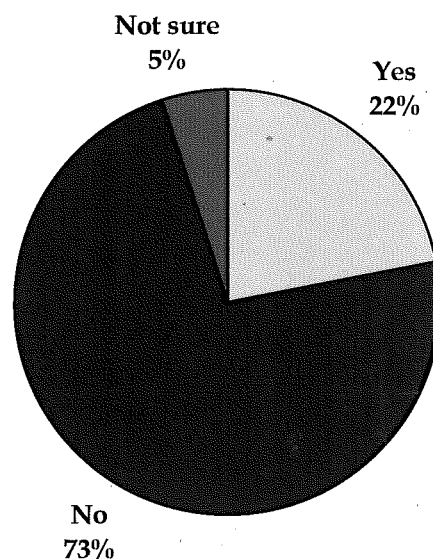
Among men, 60% (compared to 45% of women) knew that their home's sewage is purified at the Plant, and we also find that 55% of single-family home dwellers compared to 37% of apartment dwellers knew this. Only 31% of Latinos and 35% of Asians got this question correct, compared to 62% of whites. We also find that only 37% of those with no college got this correct compared to about 56% of those with higher education levels. Understanding also rises with age, from about 29% of those under age 35 to about 62% of seniors.

QUESTIONS #5-9: AWARENESS OF THE PLANT

Location

We told residents that "all the sewage or wastewater from your city is purified at a sewage treatment plant." We then asked them in question #5 if they know where the Plant is located. As shown below, only 22% responded affirmatively. This response falls between 22% and 34% for most of the study area, but reaches 42% for those in Milpitas. Latinos and Asians were especially unlikely to know where the Plant is located, as were apartment dwellers and those under age 35.

Question #5: Do You Know the Location of Your Sewage Treatment Plant?



Of those who said they knew where the Plant is located, most offered a reasonably accurate response to a follow-up question asking them to specify its location:

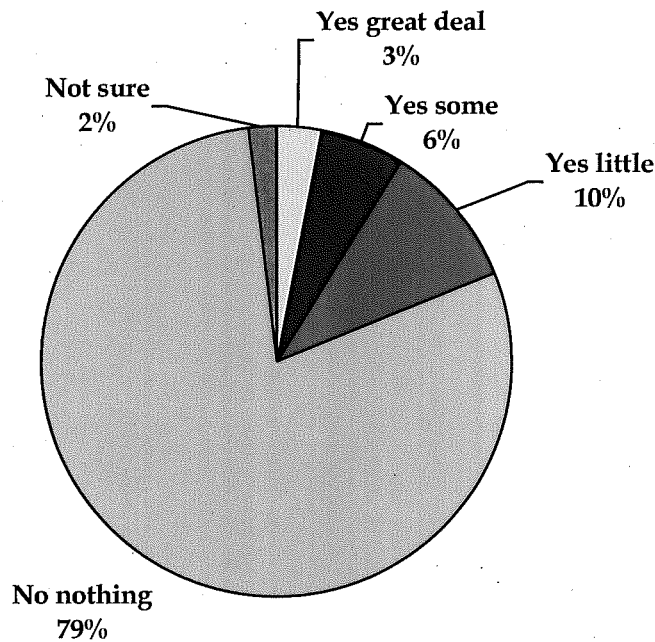
- 39% of them (or 9% overall) said the Plant was located in Alviso.
- 18% of them (or 4% overall) said the Plant was located in north San José.
- 5% of them (or 1% overall) said the Plant was located "near the Bay."
- 12% of them (or 3% overall) said the Plant was located in Milpitas.
- 8% of them (or 2% overall) said the Plant was located in Santa Clara.

Nineteen percent offered a response other than those listed above, or were not sure.

Heard Anything About the Plant

When we asked residents if they had seen or heard anything about the Plant in recent years, only 19% said they had heard even "a little," and just 9% said they had seen or heard a "great deal" or "some" about it. Nearly 8 in 10 had heard nothing about it.

Question #7: Have You Seen or Heard Anything About the Sewage Treatment Plant in Recent Years?



Milpitas residents appear to be best informed about it, with 30% who have seen or heard at least a little about it (see table below).

Question #7: % Who Say They Have Seen or Heard at Least a Little About Plant by City

San José	Santa Clara	Milpitas	Cupertino	4 Cities
19	18	30	15	15

As we have seen in other questions about awareness of the Plant, non-whites, women, apartment dwellers, and those under 35 are least informed about it.

We then asked respondents who said they had heard about the Plant to specify just what they had heard in question #8. The responses to this open-ended question are summarized below. We do see that 11% of those who have heard something about the Plant mentioned the free tours.

Question #8: What Specifically Have You Heard About the Plant? (N = 222)

	%
Treats water	14
Not sure	14
Nothing	14
Heard about tours	11
Been expanded/being modernized	10
Plant is old/needs upgrade	5
Causes odors	4
Works well	4
Water quality is poor	4
Sewers backing up	3
Processes sewage	3
Causes pollution of the Bay	2
Won awards	2
Bad neighbor	1
Capacity too small	1
Largest plant in area	1
Aging pipes	0
Noise from plant	0
Bill going up	0
Spills at other plants	0
Other	8

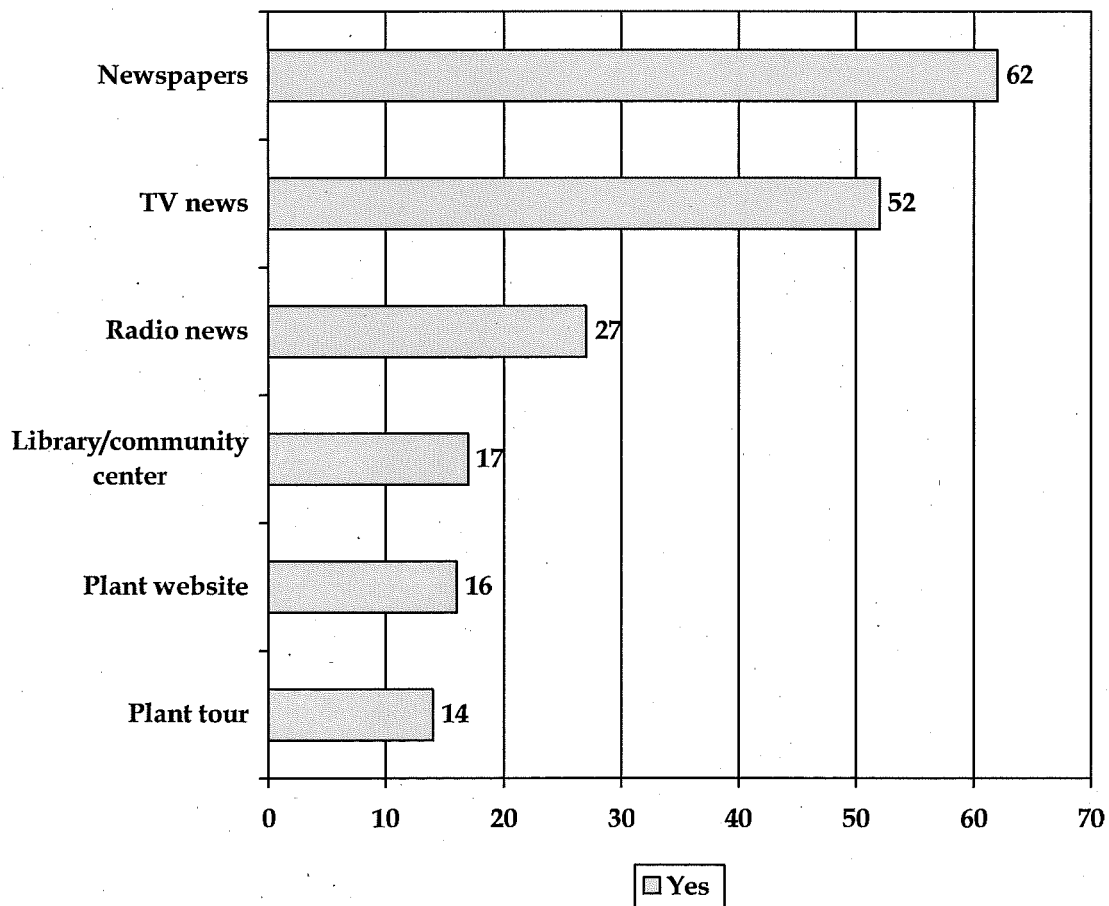
	%
Nothing	14
Not sure	4

Where Did You Get Information About the Plant?

We then asked these respondents several questions to explore where they were getting information about the Plant. As shown below, newspapers were the most commonly cited source of information, followed by TV news. Other sources, such as radio news or the Internet, were cited by far fewer residents. Note that 14% of those who had heard something about the Plant in recent years said they had taken a tour. That comes to 2.6% of all residents of the study region.

San José residents were more likely than others to say they had seen something on television.

Question #9: % Getting Info About the Plant From....



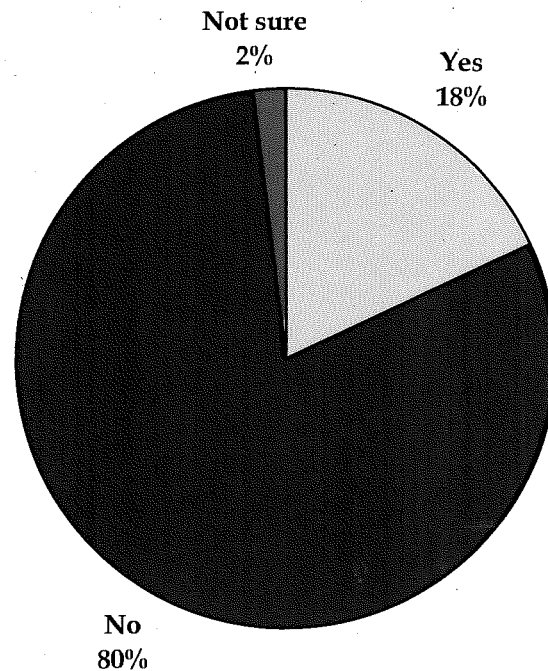
We see that whites are twice as likely as Latinos to say they heard about the Plant from a newspaper, and the same is true comparing residents who are over and under age 50.

QUESTIONS #10-11: IMPACT OF TOURS MAILER

In question #10, nearly one in five residents (18%) say they recall receiving a brochure offering free tours of the Plant. Those who recall receiving the brochure are more likely to say the Plant is in good condition, that wastewater from their homes is being treated there, and are more likely to know where the Plant is located. Those under age 35 are less likely to report receiving the brochure.

Of those who say they got the brochure, about one in four (24%) or about 4% overall say they still have it (question #11).

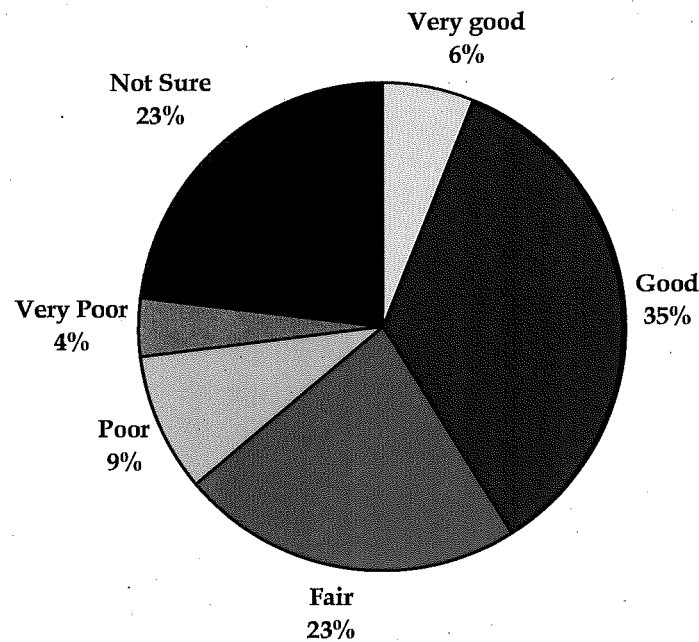
Question #10: Do You Recall Receiving a Brochure About a Free Plant Tour?



QUESTION #12 - IS THE PLANT A GOOD NEIGHBOR?

We asked respondents if they believe the Plant is a good neighbor to the communities near it or not. Views are somewhat mixed, with 41% who say the Plant is a very good or good neighbor, 23% who say it is a fair neighbor, and 13% who say it is a very poor or poor neighbor, with 23% who are not sure.

Question #12: What Kind of Neighbor is the Plant to the Communities Near It?



We see that residents of the four cities are more likely than others to say the Plant is a very good neighbor. There is no significant variation by city in the likelihood of calling it a poor neighbor.

Question #12: % Is the Plant a Good, Fair, or Poor Neighbor - by City?

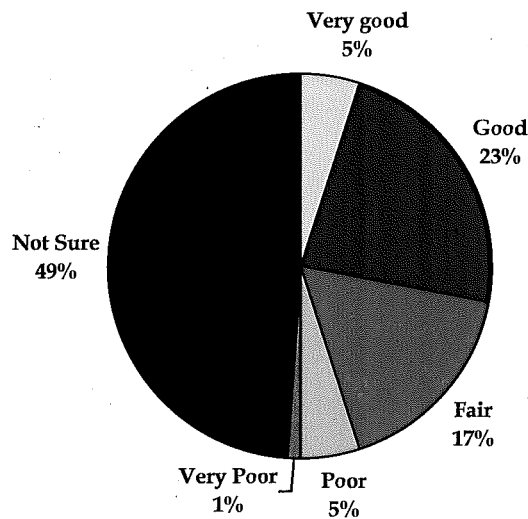
	San José	Santa Clara	Milpitas	Cupertino	4 Cities
Very Good	6	9	6	5	11
Very Good + Good	42	46	40	42	45
Fair	22	15	26	19	18
Very Poor + Poor	13	13	10	12	10

We do see that among those who received a brochure offering a Plant tour, 53% say the Plant is a good neighbor, compared to 41% of those who did not receive the brochure.

QUESTION #13 - CONDITION OF THE PLANT

While 41% overall said the Plant is a good neighbor, 49% are not sure if the Plant is in good condition or not. We found that 28% said it was in good condition, with just 6% who said it was in poor condition.

Question #13: What Condition is the Plant In?



Residents of San José were less likely to say the Plant is in good condition compared to residents of Santa Clara and Milpitas.

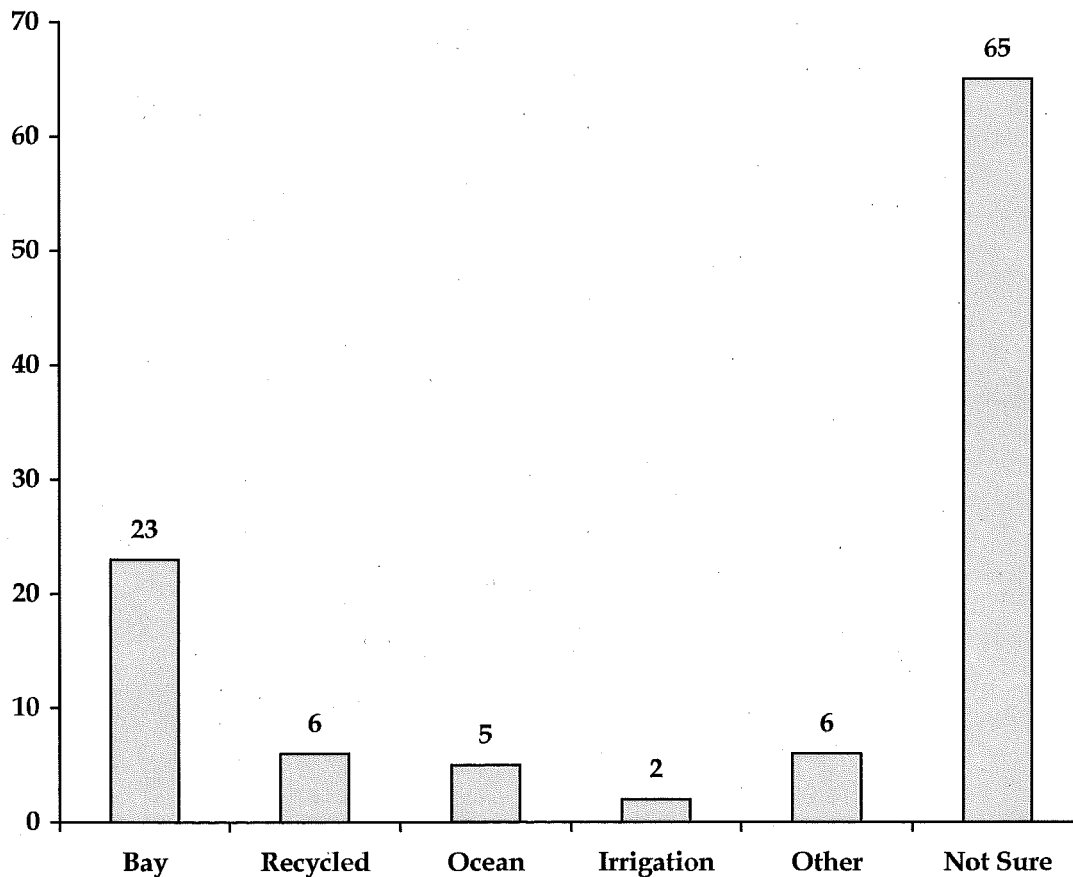
Question #13: % Is the Plant in Good, Fair, or Poor Condition? - by City

	San José	Santa Clara	Milpitas	Cupertino	4 Cities
Very Good	5	7	10	1	7
Very Good + Good	28	36	37	22	30
Fair	17	11	16	17	14
Very Poor + Poor	6	5	5	4	2

QUESTIONS #14-15 - KNOWLEDGE ABOUT PLANT DISCHARGES

We asked residents if they know where the wastewater goes after being treated at the Plant. Only 28% said it goes into the Bay or the ocean. Fully 65% did not know what happens to the wastewater.

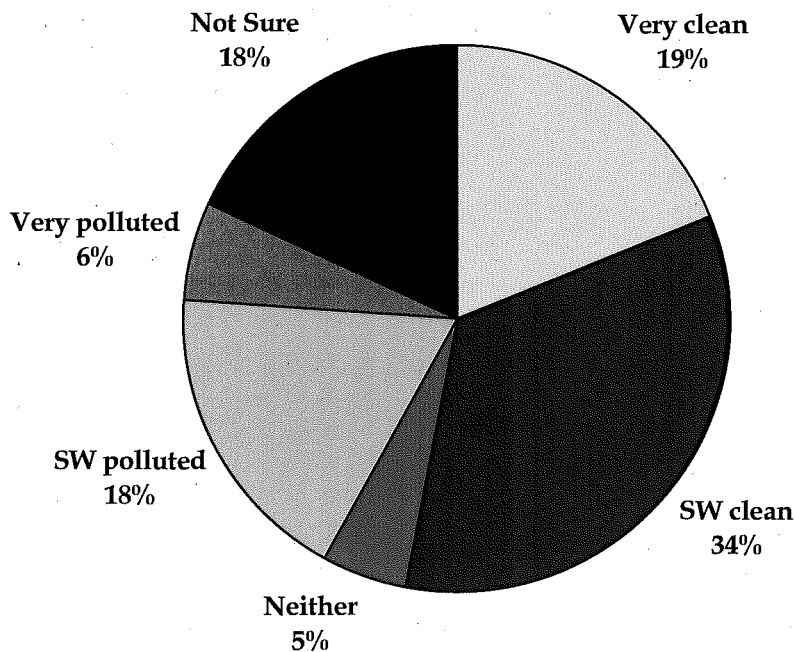
Question #14: Where Does Wastewater Go After Treatment at the Plant?*



**Total exceeds 100% as multiple responses accepted*

We then told residents that “water treated by the sewage treatment plant is discharged directly into the southern end of the Bay.” More than half believe this water is clean, with about one in four who say it is polluted. About one in five are not sure.

Question #15: Is Treated Water Clean or Polluted?

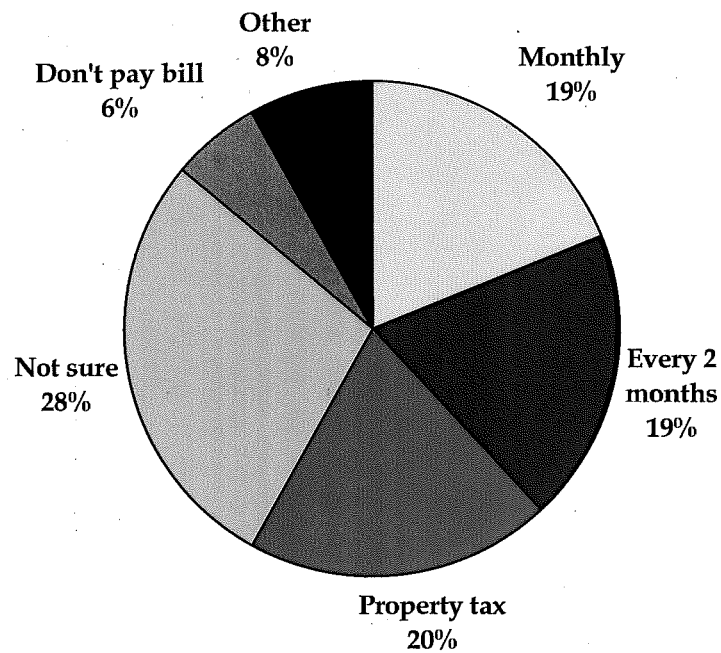


Residents of San José and Santa Clara were a bit more likely than others to say the water is polluted (22% and 24%). We also find that 34% of apartment dwellers say the water is polluted compared to 18% of single-family home dwellers. Among whites, 13% say the water is polluted compared to 37% of Latinos and 24% of Asians. Among those under age 35, 30% say the water is polluted. Note that those residents least informed about the Plant are most likely to say the water is polluted.

QUESTIONS #16-18 - PAYING FOR SEWER SERVICES

We asked single-family home residents, along with those living in a duplex, triplex, or condominium, how they pay for "sanitary sewage services" at their home. The response is seen below. Most notably we see that 28% were not sure how they pay for these services. Only 20% said the bill is paid on their property taxes, while 19% said they paid monthly and another 19% said they paid every two months.

Question #17: How Do You Pay for Sewer Services (N = 998)



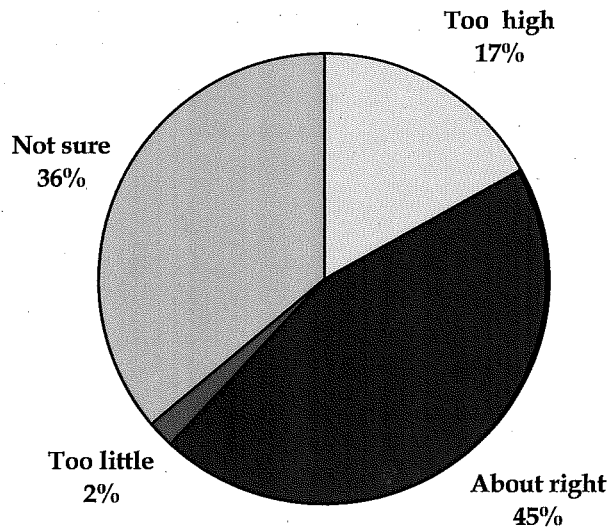
This varied by city, with 64% of Santa Clara residents saying they paid monthly, while 62% of Milpitas residents said they paid every two months. Twenty-eight percent in the four cities said they paid these fees on their property tax, compared to just 4% in Milpitas and Santa Clara.

Question #17: How Often Do You Pay for Sanitary Sewer Services??

	San José	Santa Clara	Milpitas	Cupertino	4 Cities
Monthly	15	64	19	13	12
Every 2 months	20	1	62	10	10
Property tax	24	4	4	27	28
Not sure	28	17	10	36	25
Do not pay bill	5	6	2	6	12

We then told eligible residents that “for most cities in the South Bay, the cost for sewer service is included as a fee on your property tax bill.” We then asked them how they feel about the amount they pay on their bill for this service. We did not see much resistance to the amount being paid, which makes sense as so few residents appear even to be aware of the bill. Just 17% said the amount they pay is too high.

Question #18: Is the Amount You Pay for Sewer Service Too High, Too Low, or About Right?



In Milpitas, 30% said what they pay is too expensive, compared to 17% in San José and even fewer in other cities. Among Latinos, 26% said they pay too much, compared to 23% of Asians and just 9% of whites.

The proportion that say they pay too much reaches 29% for those who say they pay a bill every two months (compared to 9% who say they pay for sewer services on their property tax). It should be noted that only Milpitas and Santa Clara residents pay for sewage fees on a monthly or bimonthly bill. All other residents in the Plant service area pay sewage fees on their property tax bill.

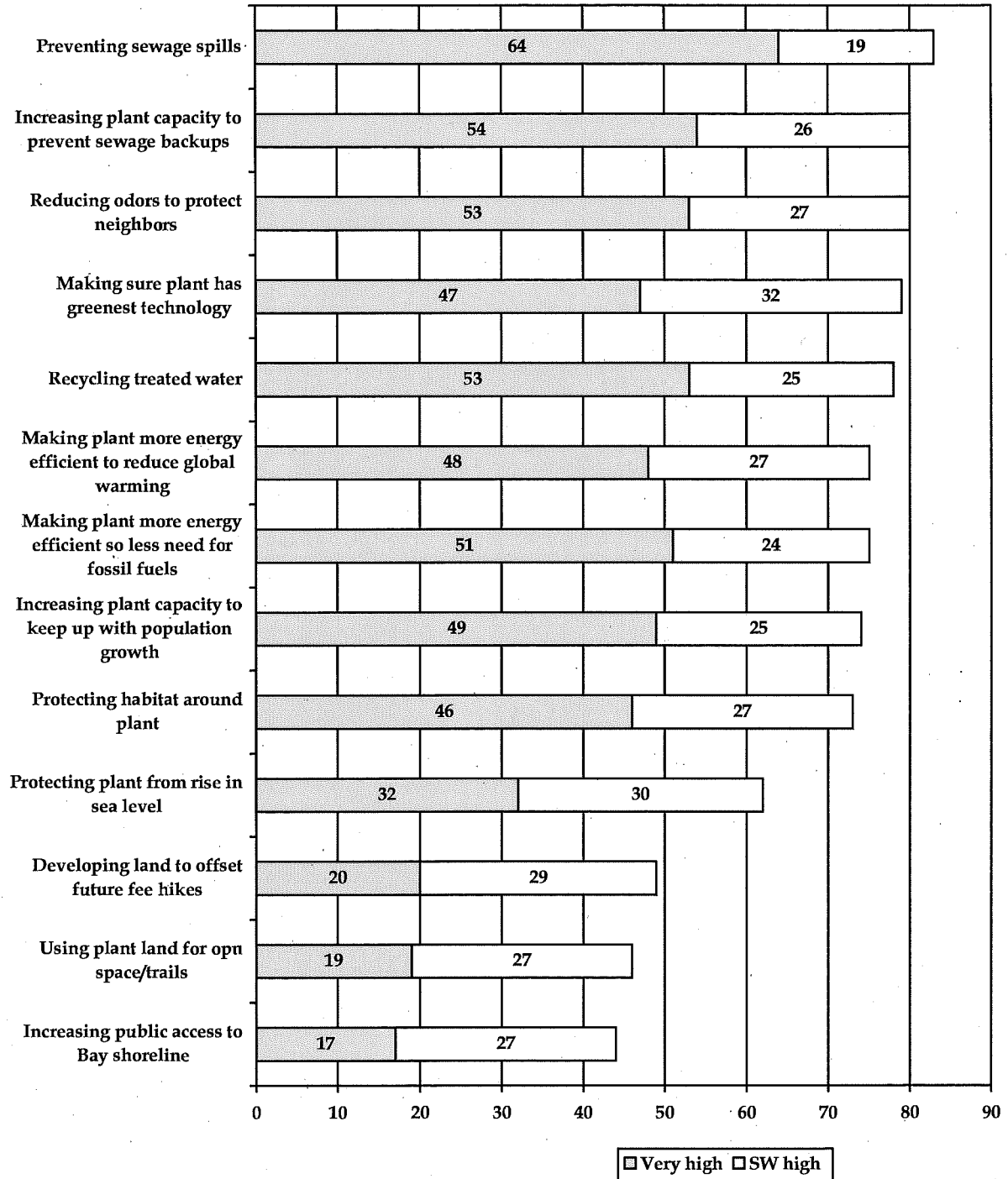
Question #18: Is What You Pay for Sewer Service Too High, About Right, or Too Little? - By City

	San José	Santa Clara	Milpitas	Cupertino	4 Cities
Too high	17	8	30	8	10
About right	45	55	46	52	45
Too low	2	3	2	1	4
Not sure	37	34	22	39	41

QUESTION #19 - PRIORITIES FOR THE PLANT MASTER PLAN

We told residents that the Plant is more than 50 years old and some of its equipment and structures are wearing out, and that the cities using the sewage treatment plant are developing a Master Plan to guide needed improvements at the Plant over the next 30 years. We then asked residents to rate a series of "challenges" facing the Plant and asked them to indicate how high a priority each one should be. This is shown in the next chart.

Question #19: % Rating Each as High Priority for Master Plan



A very high percentage of residents assigned a high priority rating to nine of the 13 issues presented. It should be noted that the Master Plan process may identify other issues not presented on this list. The issues that well over half of residents deemed to be a high priority are:

- Prevent sewage spills,
- Prevent sewage backups and overflows,*¹
- Reduce odors from the Plant to protect neighbors,
- Make sure the Plant has the greenest technology, and
- Make the treated water pure enough so it can be recycled and reused.
- Make the Plant more energy efficient to reduce global warming*
- Make the Plant more energy efficient to reduce the need for fossil fuels,*
- Increase the Plant capacity to keep up with global warming,
- Protect wildlife habitat around the Plant,
- Increase the capacity of the Plant to keep up with population growth*.
- Protecting the Plant from a rise in sea level,

At a lesser priority in this particular listing were the following (note that in question #21, open space and trails re-emerges as a somewhat to strongly supported land use):

- Developing land around the Plant to offset any future sewer fee increase,
- Using some of the Plant lands for open space and trails,
- Increasing public access to the Bay shoreline.

Concern about preventing sewage spills is especially high in Cupertino and the four cities. Concern about increasing the Plant's capacity seems especially high in San José. A desire to make the plant more energy efficient to reduce global warming is stronger in Cupertino than elsewhere. That is also true for ensuring that the Plant has the greenest technology.

¹ Items with asterisks were asked of half the respondents only; we rotated a few of the questions to see if wording some of the questions in slightly different ways resulted in changes in response. Altering "to reduce global warming" to "to use fewer fossil fuels" resulted in no noticeable difference in residents' response. However, increasing Plant capacity "to prevent backups" elicited a higher response than increasing Plant capacity "to accommodate population growth."

Question #19: % Saying Each Should be High Priority for Master Plan by City

	San José	Santa Clara	Milpitas	Cupertino	4 Cities
Preventing sewage spills	83	84	76	82	86
Reducing odors from Plant	80	78	80	84	79
Increasing capacity to prevent sewage backups**	79	80	76	83	82
Giving Plant greenest technology	79	77	77	85	73
Making treated water purer so it can be recycled	76	74	71	88	75
Increasing Plant capacity to keep up with growing population*	73	77	70	76	83
Making Plant more energy efficient to reduce global warming**	74	74	72	80	72
Protecting wildlife habitat around Plant	73	71	68	76	74
Making Plant more energy efficient so it no longer depends on fossil fuels*	76	66	74	78	62
Protecting Plant from rise in sea levels	62	60	58	63	58
Using Plant lands for open space/trails	45	46	42	44	56
Allowing private sector development of Plant lands to avoid future fee increases	44	43	42	47	48

*N = 648 **N = 623

We then asked residents to choose one single highest priority from four options. As shown in the responses to Question #20, preventing sewage spills and backups is clearly the top priority for residents, followed by efforts to make the Plant as green as possible. While in this question using Plant lands for open space and trails did not get selected as the single highest priority, note that in Question #21 this use does get strong public support.

Question #20: Which Should Be The Single Highest Priority in the Master Plan?

	%
Improving the reliability and performance of the Plant to prevent sewage spills or backups	46
Investing in new technologies to make the plant as green and environmentally conscious as possible	36
Protecting the neighborhoods near the plant from odor, noise, and other impacts	10
Using some of the Plant lands to create public open space and trails in that area	3

We do see that protecting local neighborhoods was about twice as likely to be named the top priority in Milpitas (at 18%) compared to elsewhere. This was also named as the top priority by 16% of Asian men and 15% of men with no college degree.

Question #20: What Should be the Single Highest Priority in the Master Plan? - % by City

	San José	Santa Clara	Milpitas	Cupertino	4 Cities
Protecting neighbors near the Plant	9	6	18	8	8
Investing in new technologies to make Plant green	35	37	29	35	26
Increasing reliability to prevent spills and backups	48	46	44	49	56
Using Plant land to create open space and trails	3	5	2	2	3

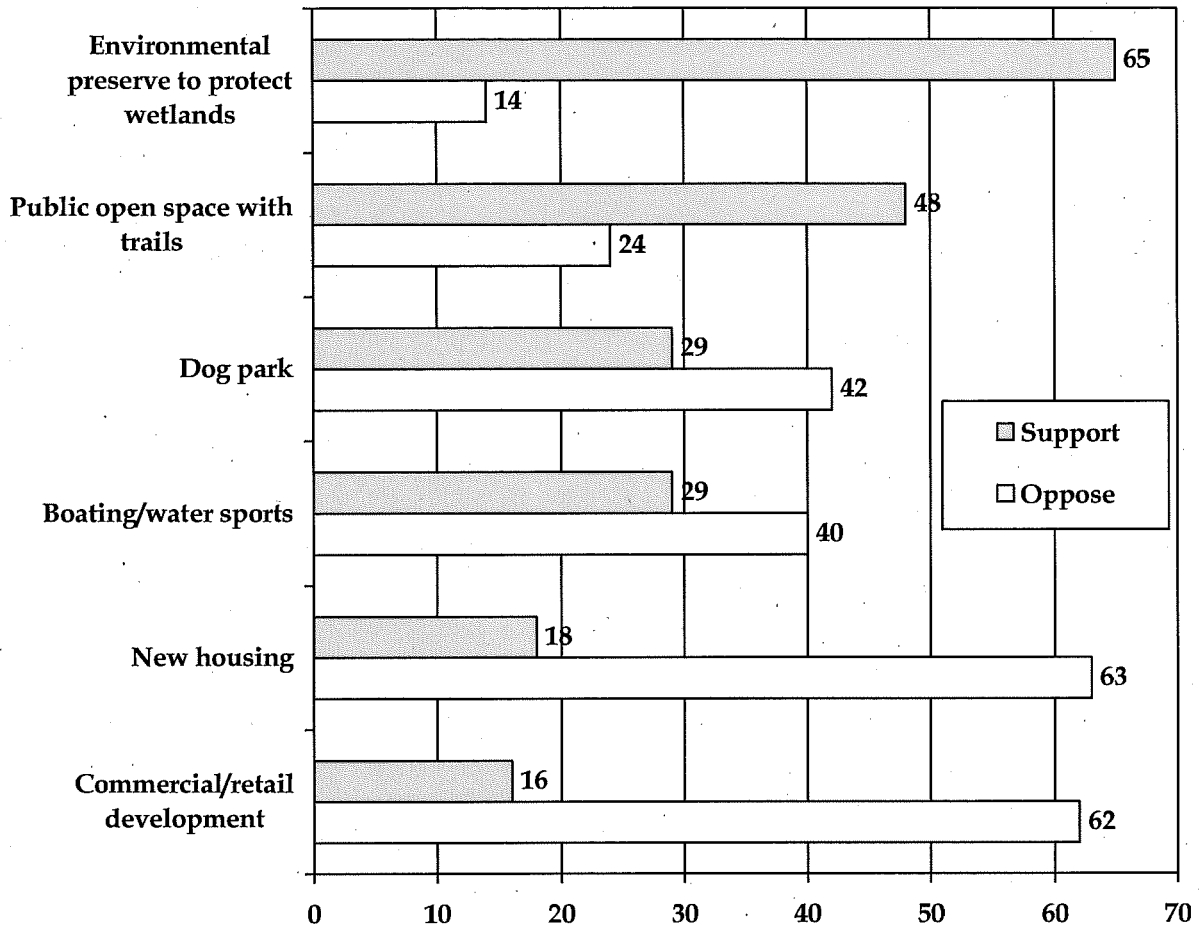
Making the Plant greener was the top priority for apartment dwellers, and is nearly as important as improving the reliability of the Plant among non-whites. It is also a higher priority among those under age 35.

Improving the reliability of the Plant was much more important to whites than greening it, and this is also the case among single-family home dwellers and condo dwellers, as well as residents of the four cities.

QUESTION #21 - USE OF LAND AROUND THE PLANT

We asked residents if they would support or oppose six possible uses of the land around the Plant. The responses varied widely depending on the proposed use. There was strong support for a preserve to protect wetlands, and moderate support for using the land as public open space with trails. But there was solid opposition to the other proposed uses of the land, specifically for using the land for housing or commercial development.

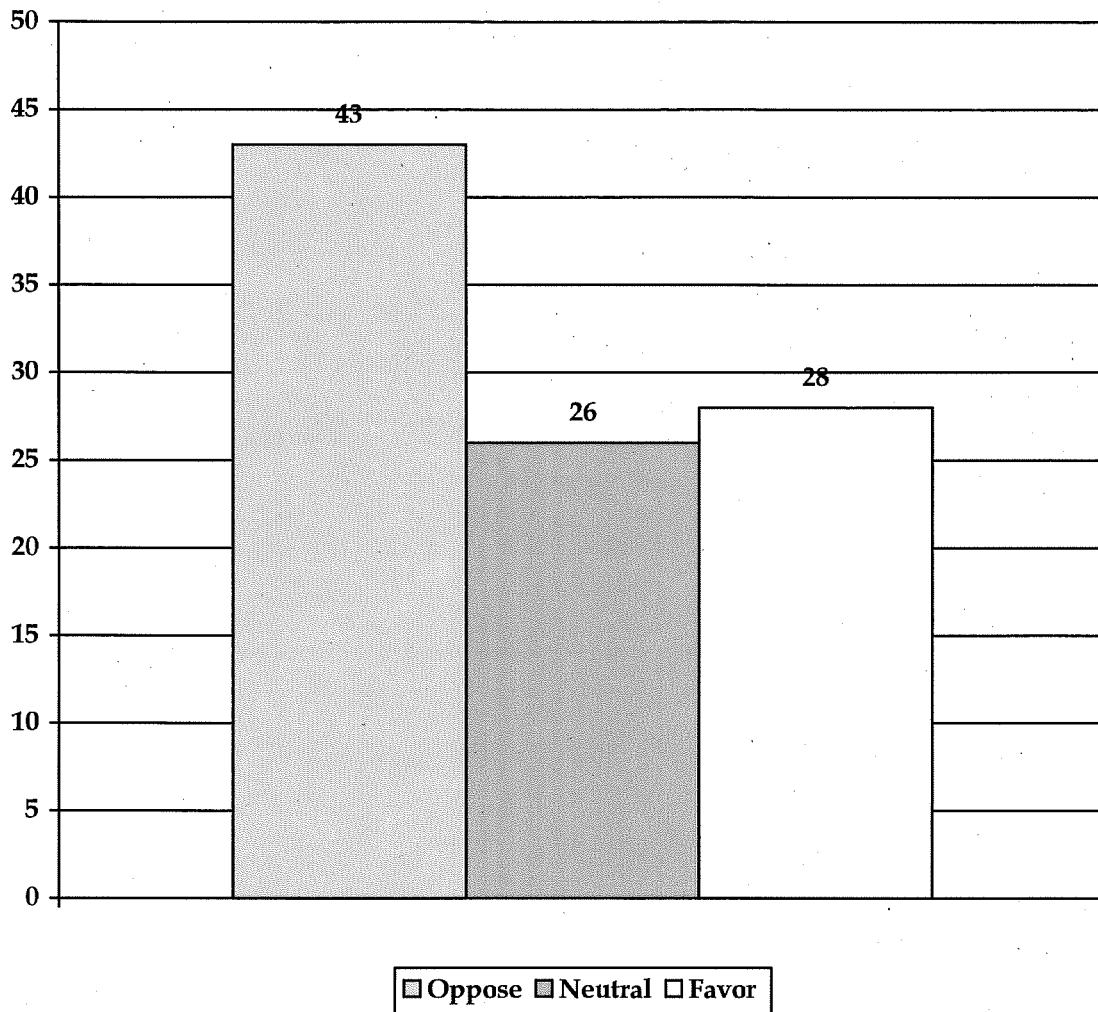
Question #21: % Supporting and Opposing Proposed Uses of Land Around the Plant



Opposition to the use of the land for commercial, retail, or housing development is fairly constant across all the cities in the sample area. We also see higher opposition among residents age 50 and older, and among whites compared to Latinos and Asians.

A follow-up question earned a similar response. In question #22, we asked respondents about the possibility of selling or leasing some of the land around the Plant for private development "if that would generate enough money to reduce the need for future sewage fee increases." As shown in below, 43% opposed this idea, with 28% in favor and the balance offering a neutral response.

Question #22: Response to Selling or Leasing Land to Offset Need for Future Fee Increases

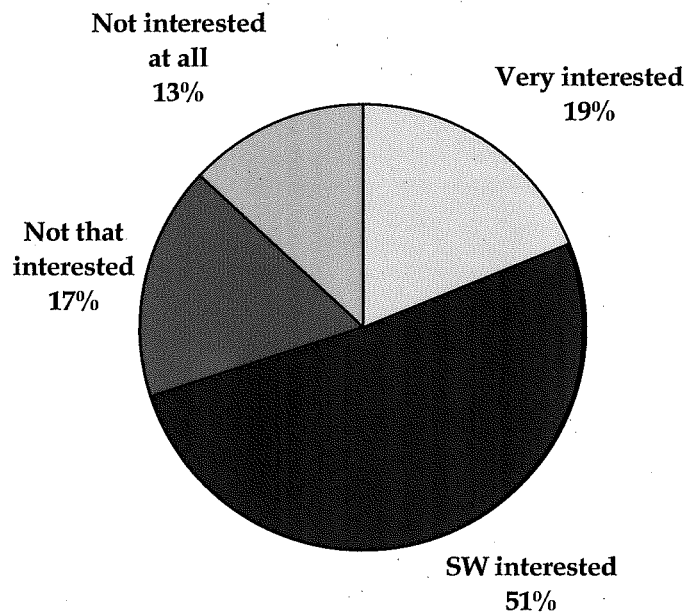


There is again little significant variation in response to this by city. We do see that men are somewhat more likely to oppose this than women and that single-family home dwellers and condo dwellers are more likely to oppose this than apartment dwellers.

QUESTIONS #23-26 - INTEREST IN MASTER PLAN AND TOURS

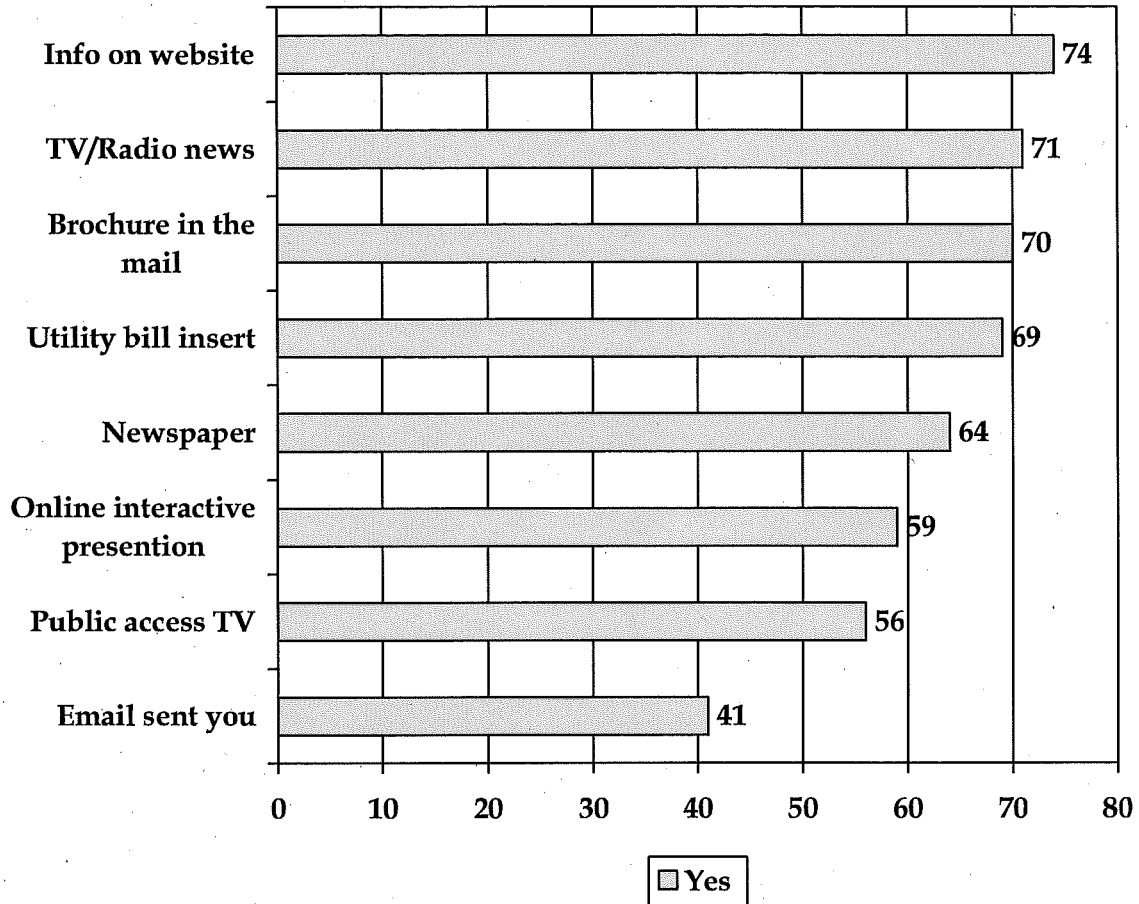
After sharing information about the Plant and Master Plan through the survey questions, we asked residents if they would like to learn more about the Master Plan. Nineteen percent said they are “very” interested and another 51% indicated that they are somewhat interested. Latinos are most likely to say they are very interested in learning more, at 26%.

Question #23: How Interested Are You in Learning More About the Plant Master Plan?



We then asked respondents to rate possible ways to get information about the Master Plan. Putting information on a website, TV, bill inserts, ads or stories in newspapers, webinars, and a public access TV video all ranked high as ways residents would like to receive information. About 70% indicated that mailed brochures are a good way to get information, however, an earlier question found that 80% of residents did not recall receiving the free Plant tours brochure mailed to them in May (question #10).

Question #24: Preferred Ways to Get Information About Plant Master Plan



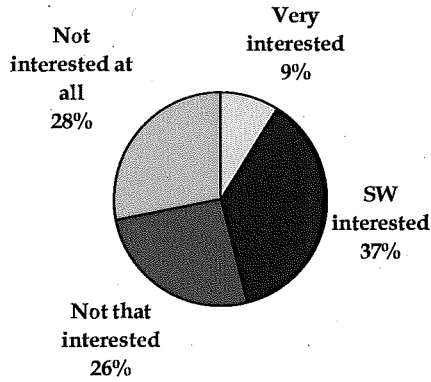
Residents of Milpitas and Santa Clara are more likely to say that getting information via utility bill inserts is a good idea; we also see that women prefer this more than men.

Residents of San José are also more interested in getting news about the Plant via TV or radio compared to those living elsewhere. This is also true of Latinos compared to others.

Newspapers are more likely to be effective in getting information out to seniors compared to younger residents.

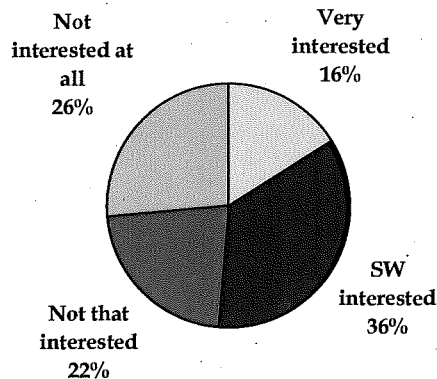
In question #25, the survey found that 46% said they would be interested in attending a meeting about the Master Plan "if the purpose was to get your input on the future of the sewage treatment plant." However, only 9% would be "very" interested. This includes 16% of Latinos and 16% of men in Milpitas. We also find higher levels of interest in San José, Milpitas, and Santa Clara.

Question #25 : How Interested Would You Be in Attending a Meeting About the Master Plan?



We noted earlier that about 2.6% of all resident claimed to have taken a tour of the Plant. A follow-up question found that 51% would be interested in taking a free tour, including 16% who would be "very" interested in this. There is no significant variation in response to this option across cities.

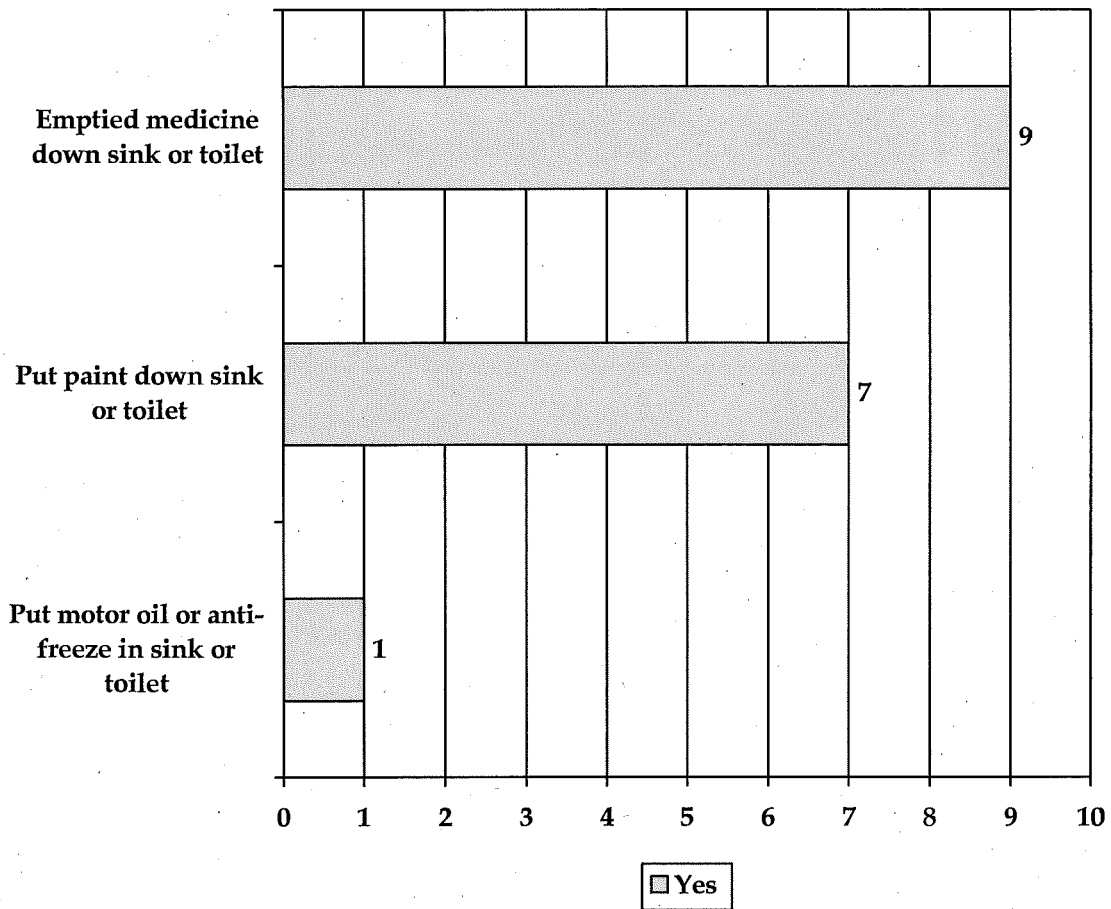
Question #26: Interest in Taking a Free Plant Tour



QUESTION #27 - POLLUTING BEHAVIORS

With the promise to keep responses confidential, we asked residents if they had ever emptied medicines, prescription drugs, paint, motor oil, or anti-freeze in a sink or toilet. As shown in the Question 27 figure below, almost 1 in 10 admitted to disposing of medicines down the sink or toilet.

Question #27: Have You Ever Put These Items Down the Sink or Toilet? (%)



We do find that 11% of women compared to 6% of men admit to putting drugs or medicine down the sink or toilet. This includes 13% of white women and 14% of women over age 60. Ten percent of Asian women admit to putting paint in the sink or toilet, as do 11% of those under age 35. Four percent of Asians also admit to putting motor oil or anti-freeze in the sink or toilet. There was no significant variation in response to this by city.

AGGREGATE RESULTS

LAND LINE SAMPLE INTRO

Hello, I'm _____ from G-S-V Research, a national public opinion research firm. We've been asked by your city to conduct a public opinion survey about issues that affect your area, and your telephone number was selected at random. All of your responses will be kept strictly confidential.

According to the research procedure, may I speak to the adult in the house age 18 or older who celebrated a birthday most recently?

[REPEAT INTRODUCTION IF RESPONDENT IS NOT PERSON WHO FIRST ANSWERED PHONE]

THEN SKIP TO Q.1

WIRELESS PHONE INTRO

Hello, I'm _____ from G-S-V Research, a public opinion research company. We've been asked by your city to conduct a public opinion survey about issues that affect your area.

A. First, to confirm, have I reached you on your cell phone?

Yes -----SKIP TO Q.C
No-----CONTINUE
DK/NA-----TERMINATE

ASK Q.B IF NO ON Q.A

B. You said this was not a cell phone I reached you on. Did you forward your cell phone number to this phone, or was this not a cell phone number that I called you on?

Forwarded -----SKIP TO Q.D
Not cell phone -----TERMINATE
(DON'T READ) Other -----TERMINATE
(DON'T READ) DK/NA -----TERMINATE

IF YES ON Q.A ASK Q.C

C. For your safety, are you currently driving?

Yes -----SET TIME TO CALL BACK
No-----CONTINUE
DK/NA-----TERMINATE

D. Please tell me your age: (Fill in: _____)

Under 18 -----TERMINATE
18+ -----CONTINUE
DK/NA-----TERMINATE

E. In addition to a cell phone, do you also have regular landline telephone service in your home?

Yes -----60%
No-----37
DK/NA-----3

COUNT TOWARDS ALVISO QUOTA IF 95002 EVEN IF RESPONSE IS ANOTHER CITY IN Q.1

1. Now, what city in Santa Clara County do you live in? (IF RESPONDENT SAYS THEY LIVE IN AN UNINCORPORATED AREA OF THE COUNTY ASK): "What city is listed as part of your home address?"

San Jose	73%
Los Gatos	2
Santa Clara	8
Milpitas	6
Campbell	2
Saratoga	2
Cupertino	6
Monte Sereno	0
Alviso	0
Mountain View	TERMINATE
Palo Alto	TERMINATE
Sunnyvale	TERMINATE
Morgan Hill	TERMINATE
Gilroy	TERMINATE
Los Altos Hills	TERMINATE
Los Altos	TERMINATE
Other City	TERMINATE
(DON'T READ) DK/NA	TERMINATE

TERMINATE IF RESPONSE DOES NOT CORRESPOND WITH THE SAMPLE (E.G. IF SOMEONE FROM THE SAN JOSE SAMPLE SAYS HE OR SHE LIVES IN MILPITAS). THIS DOES NOT APPLY TO ANYONE WHO SAID THEY LIVE IN ZIP CODE 95002 IN Q.H – THEY CONTINUE AS PART OF THE ALVISO QUOTA REGARDLESS OF THE CITY THEY NAME IN Q.1

2. Next, please tell me whether you consider the following to be a VERY serious problem in your area, a SOMEWHAT serious problem, NOT TOO SERIOUS a problem, or NOT a very serious problem AT ALL? (ROTATE)

		<u>VERY</u> <u>SER.</u>	<u>S.W.</u> <u>SER.</u>	<u>N.T.</u> <u>SER.</u>	<u>N.A.A</u> <u>SER.</u>	<u>DK/</u> <u>NA</u>
<input type="checkbox"/>	a. The quality of local public education	38%	28%	17%	12%	6%
<input type="checkbox"/>	b. The condition of your city's sewage treatment plant	12	16	24	24	24
<input type="checkbox"/>	c. The level of crime in your area	14	29	35	19	4
<input type="checkbox"/>	d. Water pollution in the San Francisco Bay	27	36	17	7	13
<input type="checkbox"/>	e. Traffic congestion	42	37	14	5	1
<input type="checkbox"/>	f. Loss or pollution of fragile salt marshes and habitat near the San Francisco Bay	25	32	19	9	15
<input type="checkbox"/>	g. Accumulation of toxics in food and drinking water	30	28	22	12	8
<input type="checkbox"/>	h. Inadequate water supplies in the event of a drought	40	30	15	10	5

3. Now I want to ask about your understanding of your area's sanitary sewer system. Please tell me if you think that water from each of the following sources ends up in the sanitary sewer system or not. If you are not sure, just say so. **(ROTATE)**

	YES	NO	DK/NA
[] a. Water from your toilet -----	58%	15%	27%
[] b. Water from your bathtub and sinks -----	61	14	25
[] c. Water from rain storms that flows down streets and gutters -----	42	32	26
[] d. Water used by industry -----	40	16	44
[] e. Irrigation water that drains off lawns and gardens -----	39	31	30

4. Do you know whether the sewage from your home is purified at a wastewater treatment plant? Or is it released without treatment? If you are not sure, just say so.

Treated -----	47%
Not treated -----	3
DK/NA -----	51

5. In fact, all the sewage or wastewater from your city is purified at a sewage treatment plant. Do you know where your sewage treatment plant is located?

Yes (ASK Q.6) -----	22%
No (SKIP TO Q.7) -----	73
(DON'T READ) DK/NA (SKIP TO Q.7) -----	5

IF YES ON Q.5 ASK:

6. Where is that? (Record other responses) (N=263)

(DON'T READ)	
Alviso -----	39%
North San Jose -----	18
Next to the Bay -----	5
Santa Clara -----	8
Milpitas -----	12
Other (Record) -----	13
(DON'T READ) DK/NA -----	6

ASK EVERYONE

7. In fact, the sewage treatment plant for your area is located in the Alviso area of north San Jose.

In recent years, have you seen or heard anything about the sewage treatment plant for your area? (IF YES ASK): "Have you heard a great deal, some, or only a little?"

Yes, great deal (ASK Q.8) -----	3%
Yes, some (ASK Q.8) -----	6
Yes, little (ASK Q.8) -----	10
No, nothing (SKIP TO Q.10) -----	79
(DON'T READ) DK/NA (SKIP TO Q.10) -----	2

IF YES ON Q.7 ASK Q.8 AND Q.9:

8. What specifically have you heard about the sewage treatment plant? (RECORD VERBATIM, SUPERVISOR CODE BELOW) (N=222)

Sewers backing up-----	3%
Sewer pipes aging/breaking-----	0
Plant is old/deteriorating/needs upgrade ---	5
Polluting the Bay/creeks-----	2
Odors from plant-----	4
Noise from plant-----	0
Plant is bad neighbor-----	1
Cost/sewer bill going up-----	0
Capacity too small-----	1
Spills at other Bay Area plants-----	0
Largest advanced plant in area-----	1
Award-winning plant-----	2
Processes sewage-----	3
Works well-----	4
Not much/nothing-----	4
Heard about open tours-----	11
Recent expansion/Made it bigger-----	5
Modernization/upgrading the facility-----	5
Purifying/Treating the water-----	14
Quality of water is not good-----	4
Don't remember-----	10
Other-----	8
Nothing-----	14
Not sure/refused-----	4

9. Where have you gotten information about the sewage treatment plant in the last few years? You can answer yes or no to each of the following: (N=222)

	<u>YES</u>	<u>NO</u>	<u>DK/NA</u>
<input type="checkbox"/> a. By taking a tour of the treatment plant-----	14%	86%	0%
<input type="checkbox"/> b. By going to the internet website for the plant-----	16	84	0
<input type="checkbox"/> c. By seeing something in a newspaper-----	62	37	1
<input type="checkbox"/> d. By seeing something on TV news-----	52	46	2
<input type="checkbox"/> e. By hearing something on the radio news-----	27	72	1
<input type="checkbox"/> f. By seeing something at a library or community center-----	17	82	1

ASK EVERYONE

10. Do you recall receiving a brochure at your home a few weeks ago offering free tours of the treatment plant?

Yes (ASK Q.11)-----	18%
No (SKIP TO Q.12)-----	80
(DON'T READ) DK/NA (SKIP TO Q.12)----	3

ASK Q.11 IF YES ON Q.10 (N=211)

11. Do you still have that brochure?

Yes ----- 24%
No ----- 67
(DON'T READ) DK/NA ----- 9

ASK EVERYONE

12. Based on what you've heard, is it your sense that the sewage treatment plant is a very good neighbor to the communities near it, a good neighbor, a fair neighbor, a poor neighbor, or a very poor neighbor?

Very good ----- 6%
Good ----- 35
Fair ----- 23
Poor ----- 9
Very poor ----- 4
(DON'T READ) DK/NA ----- 23

13. To your knowledge, is the wastewater plant in very good condition, good condition, fair condition, poor condition, or very poor condition?

Very good ----- 5%
Good ----- 23
Fair ----- 17
Poor ----- 5
Very poor ----- 1
(DON'T READ) DK/NA ----- 49

14. Do you know where the wastewater goes after it is treated at this plant? (RECORD VERBATIM AND CODE)

Into the Bay ----- 23%*
Into a local creek ----- 0
Into the ocean ----- 5
Sent back for use in homes/gardens ----- 3
Industrial use ----- 1
It is being recycled (unspecified) ----- 3
Golf Course ----- 1
Used for irrigation ----- 2
Into the marshes ----- 0
Water bank ----- 1
Into the sewer ----- 1
Other ----- 2
Not sure ----- 65

**Exceeds 100% as multiple responses accepted*

15. The water treated by the sewage treatment plant is discharged directly into the southern end of the Bay. Is it your sense that the water that the plant discharges is very clean, somewhat clean, neither clean nor polluted, somewhat polluted, or very polluted?

Very clean----- 19%
SW clean----- 34
Neither ----- 5
Somewhat polluted ----- 18
Very polluted ----- 6
(DON'T READ) DK/NA ----- 18

16. Do you live in a single family home, a duplex or triplex, a condominium, an apartment, or a mobile home?

SINGLE FAMILY----- 70%
DUPLEX/TRIPLEX -----5
APARTMENT ----- 12
CONDO -----8
MOBILE HOME -----2
(DON'T READ) Other-----2
(DON'T READ) DK/NA -----0

IF SINGLE FAMILY, DUPLEX/TRIPLEX, OR CONDO (PUNCH 1, 2, OR 4) ON Q.16 ASK Q.17 AND Q.18

17. Do you recall how you pay for sanitary sewer services at your home? Is it a monthly bill you pay, a bill every two months, or a bill you pay once a year as part of your property taxes? If you are not sure, just say so. If your household does not pay that bill, again, just say so. (N=998)

Monthly ----- 19%
Every two months ----- 19
Property tax----- 20
Not sure ----- 28
Does not pay bill-----6
(DON'T READ) Other -----3
(DON'T READ) NA -----6

18. In fact, for most cities in the South Bay, the cost for sewer service is included as a fee on your property tax bill. In general, would you say that the amount you pay for sewer service is: (READ):

Too high ----- 17%
About right ----- 45
Or too little ----- 2
(DON'T READ) DK/NA ----- 36

ASK EVERYONE

19. The sewage treatment plant is now more than 50 years old and some of its equipment and structures are wearing out. The cities using the sewage treatment plant are developing a Master Plan to guide needed improvements at the plant over the next 30 years. I'm going to describe some challenges facing the plant. Please rate how high a priority you think each should be for the Master Plan? Very high, high, medium, low, or very low.

	VERY LOW	SW LOW	MED	SW HIGH	VERY HIGH	DK/ NA
<input type="checkbox"/> a. Preventing spills of raw sewage into the Bay -----	2%	2%	10%	19%	64%	3%

SPLIT SAMPLE A (n=648)

<input type="checkbox"/> b. Increasing the capacity of the plant to keep up with the growing population of the area -----	2	6	13	25	49	5
<input type="checkbox"/> c. Making the plant more energy efficient so that it no longer depends on fossil fuels to operate-----	2	6	11	24	51	4

SPLIT SAMPLE B (n=623)

<input type="checkbox"/> d. Increasing the capacity of the plant to prevent sewage overflows and backups-----	1	3	11	26	54	6
<input type="checkbox"/> e. Making the plant more energy efficient to reduce its impact on global warming -----	6	4	11	27	48	6

ASK EVERYONE

<input type="checkbox"/> f. Protecting the plant, which is low-lying, from a potential future rise in sea level -----	6	8	18	30	32	6
<input type="checkbox"/> g. Making the treated water purer so it can be recycled and reused -----	4	4	12	25	53	3
<input type="checkbox"/> h. Using some of the plant lands for open space and trails-----	11	13	24	27	19	6
<input type="checkbox"/> i. Increasing public access to the Bay shoreline-----	8	15	28	27	17	5
<input type="checkbox"/> j. Protecting wildlife habitat around the plant-----	3	6	15	27	46	2
<input type="checkbox"/> k. Reducing odors from the plant's sludge to protect the people who live near it-----	3	5	11	27	53	2
<input type="checkbox"/> l. Allowing the private sector to develop some portion of plant lands to offset any future sewer fee increases-----	11	10	23	29	20	7
<input type="checkbox"/> m. Making sure the plant keeps up with the cleanest and greenest technologies available -----	2	4	13	32	47	1

20. Which of the following do you think should be the single highest priority in the Master Plan for the future of the sewage treatment plant? (ROTATE)

A. Protecting the neighborhoods near the plant from odor, noise, and other impacts ----- 10%

OR

B. Investing in new technologies to make the plant as green and environmentally conscious as possible----- 36

OR

C. Improving the reliability and performance of the plant to prevent sewage spills or backups ----- 46

OR

D. Using some of the plant lands to create public open space and trails in that area ----- 3

(DON'T READ) Other----- 0

(DON'T READ) All----- 2

(DON'T READ) DK/NA ----- 3

21. As I mentioned earlier, the treatment plant is located near the Bay in northern San Jose. It is on about twenty six hundred acres of vacant land purchased decades ago to help buffer the plant and its odors from neighbors. Renovation of the plant might allow some of this land to be used for new purposes.

Please tell me how you react to each of the following possible uses of this land. Use a 1 if you would strongly OPPOSE that use, a 5 if you would strongly SUPPORT it, or any number in between. (ROTATE)

	STR OPP				STR SUP		DK
[] a. As public open space with trails -----	11%	--13%	----	27%----	23%	-----	25% ----2%
[] b. As an environmental preserve to protect wetlands -----	7	-----	7	-----	19	-----	23 -----42-----2
[] c. For new housing -----	45	-----	18	-----	18	-----	9 -----9-----1
[] d. For new commercial and retail development --	43	-----	19	-----	21	-----	8 -----8-----2
[] e. For recreational boating or water sports -----	23	-----	17	-----	30	-----	13 -----16-----2
[] f. For a dog park -----	25	-----	17	-----	27	-----	13 -----16-----2

22. One possibility under consideration as part of the Master Plan is to sell or lease some of the land around the treatment plan for private development. What would be your reaction to selling or leasing this land for private development -- if that would generate enough money to reduce the need for future sewage fee increases? Use a 1 if you would strongly OPPOSE selling or leasing the land, a 5 if you would strongly SUPPORT it, or any number in between.

	STR OPP				STR SUP		DK
Selling/leasing-----	29%	--15%	----	26%----	13%	-----	15% ----2%

23. Now that you have heard something about plans for improving the wastewater plant, how interested are you in learning more about the Master Plan? (READ)

Very interested-----	19%
Somewhat interested-----	51
Not that interested -----	17
Not interested at all -----	13
(DON'T READ) DK/NA -----	1

24. Please tell me whether each of the following is, or is not, a good way to get information to you about the Master Plan for the wastewater plant. (ROTATE)

	YES		NO		DK/NA
[] a. Through an email sent to you -----	41	-----	58	-----	1
[] b. By putting information on a website -----	74	-----	25	-----	1
[] c. By sending you a brochure in the mail -----	70	-----	29	-----	1
[] d. By including information with your utility bills-----	69	-----	30	-----	1
[] e. By putting a news story on local TV or radio -----	71	-----	27	-----	1
[] f. By offering an online interactive presentation accessed over the internet -----	59	-----	40	-----	2
[] g. By putting an ad or news story in your local newspaper----	64	-----	35	-----	1
[] h. By airing a video on your public access TV station-----	56	-----	43	-----	1

25. How interested would you be in attending a meeting about the Master Plan, if the purpose was to get your input on the future of the sewage treatment plant?

Very interested-----9%
Somewhat interested----- 37
Not that interested ----- 26
Not interested at all ----- 28
(DON'T READ) DK/NA ----- 1

26. How interested would you be in taking a free tour of the plant? (READ)

Very interested----- 16%
Somewhat interested----- 35
Not that interested ----- 22
Not interested at all ----- 26
(DON'T READ) DK/NA ----- 1

27. Now, please tell me if you did any of the following in 2007. You can answer yes or no to each and your answers are confidential. (ROTATE)

	<u>YES</u>	<u>NO</u>	<u>DK/NA</u>
[] a. Emptied medicines or prescription drugs down the sink, or flushed them down the toilet -----	9%	91%	0%
[] b. Put paint down a sink or flushed it down the toilet -----	7	92	1
[] c. Put motor oil or anti-freeze down a sink or flushed it down the toilet -----	1	98	0

NOW FOR A FEW BACKGROUND QUESTIONS.

28. Do you have any children age 18 or under living at home?

YES ----- 44%
NO----- 55
(DON'T READ) REFUSED) ----- 1

29. Are you of Hispanic or Latino origin or descent, or do you consider yourself, Spanish, Hispanic, or Latino?

Yes ----- 22%
No----- 75
Refused----- 3

30. Would you describe your race as Black or African-American; Asian or Asian-American; White or Caucasian; Native American, mixed ethnicity, or something else?

African-American-----3%
Asian-American----- 22
Caucasian----- 44
Native American----- 1
Mixed ethnicity----- 8
Other ----- 18
Refused----- 5

31. What was the last level of school you completed? IF COLLEGE GRAD, CLARIFY IF 2 YEAR ASSOCIATE OR 4 YEAR BACHELOR DEGREE)	LESS THAN GRADE 12-----6%
	HIGH SCHOOL GRADUATE----- 13
	SOME COLLEGE, NO DEGREE----- 16
	ASSOCIATE DEGREE -----6
	BACHELOR'S DEGREE/COLLEGE GRAD ---- 36
	POST GRADUATE DEGREE/ PROFESSIONAL DEGREE----- 22
	REFUSED-----2

ASK LAND LINE RESPONDENTS ONLY

32. What is your age, please? (RECORD IT EXACTLY AND CIRCLE APPROPRIATE CATEGORY BELOW.)
AGE: _____ (IF RESPONDENT DECLINES TO STATE AGE, WRITE "999" IN BLANKS
ABOVE AND THEN ASK:)

Which of the following categories includes your age? (READ LIST.)

18-29-----	18%
30-39-----	23
40-49-----	22
50-64-----	20
65-74-----	10
75 or older -----	5
(DON'T READ) REFUSED-----	2

English Language ----- 96%
Spanish Language ----- 4

Gender:
Male----- 50%
Female ----- 50

Cell sample----- 8%
Land line----- 92