

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

Candidate advertisements, including their brochures						
	1	2	3	N/A	Rating Average	Response Count
a. In newspapers	46.9% (149)	24.8% (79)	11.3% (36)	17.0% (54)	1.57	318
b. On newspaper websites	48.7% (154)	12.0% (38)	7.6% (24)	31.6% (100)	1.40	316
c. Cable television commercials	46.5% (147)	3.2% (10)	3.2% (10)	47.2% (149)	1.18	316
d. Dropped on your doorstep	44.7% (142)	27.0% (86)	12.9% (41)	15.4% (49)	1.62	318
e. Arrived in the mail	42.6% (135)	34.1% (108)	13.2% (42)	10.1% (32)	1.67	317
f. Email	43.5% (137)	9.8% (31)	6.7% (21)	40.0% (126)	1.39	315
g. Candidate websites, including social networking sites such as Facebook	35.8% (114)	17.6% (56)	10.4% (33)	36.2% (115)	1.60	318
	<i>answered question</i>					321
	<i>skipped question</i>					20