

**Foothill Communities Association
North Tustin Land Usage Poll**

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Introduction

About the survey

The survey was conducted during the week of March 8, 1999 by the Ludie and David C. Henley Social Sciences Research Laboratory (HSSRL) at Chapman University, Orange, California. The poll was commissioned by the Foothills Communities Association. The HSSRL has no stake in the poll results, other than their scientific credibility. The survey was developed to poll North Tustin registered voters on the proposed commercial development at Newport and 17th streets in North Tustin, California.

The survey was administered during the evening hours from 5:30 to 9:00pm via telephone. As is common practice in social science research, in order to fully assure a non-biased representation of the sample, staff were instructed to refrain from offering any explanation of, or provide any information on, the nature of the proposal in question, and to stress confidentiality. A copy of the questionnaire and script are attached to the report.

About the sample

An October 1998 sample comprised of all registered voters that supplied a telephone number within the 33 voter precincts of North Tustin was supplied to the HSSRL by the Foothill Communities Association. The sample consisted of 6225 total entries of which 1348 duplicate numbers were omitted, as well as 830 numbers which were used in a previous sample. A randomized sample was drawn from the remaining 4047 numbers.

The final survey results are based on a random sample of $n=546$, and can be considered representative of the sample population within plus or minus 3.6 percentage points. Only qualified respondents who were registered to vote and were familiar with the proposed development project were polled.

About the HSSRL

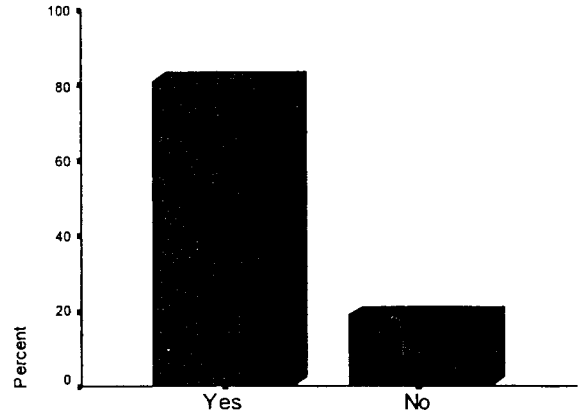
The Ludie and David C. Henley Social Sciences Research Laboratory was established in 1996 with a dual mission of research and education. It provides a full range of research services both on and off campus, and serves as a research tool and educational resource for Chapman University faculty and students.

The HSSRL was made possible through the generosity of Ludie and David C. Henley. For more information about the HSSRL, please visit our website at <http://www.chapman.edu/hssrl>.

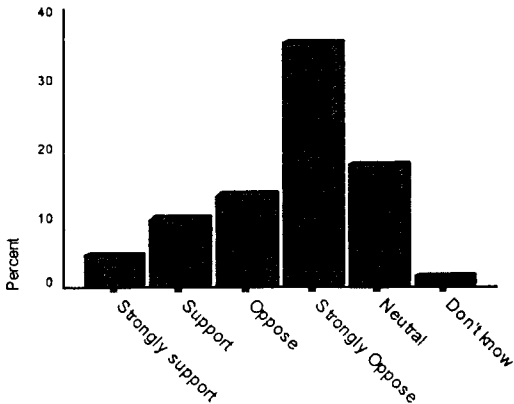
Survey Results

Are you familiar with the proposed commercial development project at Newport and Seventeenth?

Out of the 673 completed interviews, a little over eight out of ten said they were familiar with the project. 81.1% said they were familiar, while 18.9% said they were not.



Are you familiar with the proposed development project?



Of the five statements which best reflects your opinion?

Which of the following five statements best reflects your opinion of this commercial development project?

Of the 546 respondents who were familiar with the proposal almost half were strongly opposed (43.1%). If combined with those that were opposed (16.1%) the percentage of respondents opposed to the project increased to over half at 59.2%. Those respondents that strongly support the project (5.5%) combined with those that just support it (11.9%) represent 17.4% of the sample. 21.5% are recorded as being neutral, and 1.8% said they didn't know. Counting

only the respondents who have an opinion (i.e. excluding the "neutral" and "don't know" responses) 77.3% oppose the project and 22.8% support the project.

Survey

Hi, my name is --- I am calling from Chapman University and we are conducting a very short opinion poll of North Tustin registered voters on the proposed commercial development at Newport and Seventeenth.

Are you a registered voter?

Yes- All answers that you give me will be completely confidential and your answers will not be tied to you in anyway.

No - End the call

Yes - Are you familiar with the proposed development project at Newport and Seventeenth?

No - Thank you - end the call

Yes - Great - I have just one question - Which of the following five statements best reflects your opinion of this commercial development proposal:

Strongly supportive

Supportive

Opposed

Strongly Opposed

or Neutral

Don't know - (do not read, but will be an option)