

San Luis Obispo County  
**PUBLIC OPINION  
SURVEYS**  
APCD Report

Prepared for:  
San Luis Obispo County  
Air Pollution Control District

Prepared by:  
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**OPINION**  
**S T U D I E S**

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## **INTRODUCTION**

The San Luis Obispo (SLO) County Air Pollution Control District (APCD) is the local agency charged with protecting the health of over 260,000 county residents by achieving and preserving good air quality in our region. By partnering with our local communities and businesses the agency implements regulations and incentive programs to reduce air pollution and help ensure we will meet and continue to attain all outdoor air quality standards. Historically, most of the air pollution programs in SLO County and throughout the state have focused on reducing ozone forming pollutants and toxic emissions.

In November 2005, the APCD Board adopted a Climate Protection Plan containing several strategies designed to reduce greenhouse gases throughout SLO County. State mandates to address climate change were enacted the following year with the adoption of Assembly Bill 32, California's Global Warming Solutions Act of 2006. In addition, a number of other new mandates related to air quality and climate change have been adopted by the State in recent years. This resulted in the District developing and adopting a strategic plan to ensure our efforts are appropriately prioritized and effectively and efficiently applied to programs and actions that produce results that matter relative to our mission, mandates and stakeholders.

Public education and outreach are critical elements of the APCD's strategic plan: an informed public that values and works to protect clean air and our climate is essential to District efforts to reduce air pollution and greenhouse gases. In order to gain a better understanding of the knowledge and attitudes of

SLO County residents, a survey was designed to measure public awareness and commitment to individual actions on air quality and climate change. To maximize resources, the District combined efforts with the San Luis Obispo Council of Governments to implement a statistically valid, countywide survey on public concerns and perspectives on transportation, land use and air quality.

A total of 1,986 county respondents were queried in this survey effort. A scientifically administered phone survey produced 601 interviews and a series of public outreach efforts yielded 1,335 completed questionnaires.

## **METHODOLOGY**

Data reported in this document were collected through two separate but parallel methodologies.

### *Random Phone Survey*

The first was a telephone survey conducted among a representative and random sample of county residents. A total of 601 interviews were completed between January 17<sup>th</sup> and 31<sup>st</sup>. Interviews were stratified to represent the county's four main regions in proportion to each region's population (see Table 1 below for definition of regions and actual number of interviews completed in each region). Regional assignments were based on respondents' zip codes provided at the outset of each interview. Appendix A includes a complete list of zip codes in each region. Appendix E includes the phone survey questionnaire.

Interviews were further controlled by key demographic variables (sex, age, education and ethnicity) for the county as a whole as well as within each region. Actual phone numbers contacted were generated by a random digit dial system

which allowed the inclusion of unlisted phone numbers. Interviewers made five attempts over a period of several days and day parts to reach selected households. Only after the fifth unsuccessful attempt was a new phone number substituted for the original number. This procedure ensured that difficult to reach households were included in the sample along with easy to reach households. Interviews were administered using a CATI (Computer Assisted Telephone Interview) System which reduced interview and data entry errors and ensured more efficient interviewing. The average interview ran approximately 22 minutes. Results reported from the Phone Survey have a +/- 4% margin of error at a 95% confidence level for county-wide data and a 7% to 10% margin of error for the four regions. The margin of error achieved within each region as well as the definition of the area and number of completed interviews are shown in Table 1.

**Table 1: Definition, Sample Size and Margin of Error for County Regions**

	<b>DEFINITION</b>	<b>SAMPLE SIZE</b>	<b>MARGIN OF ERROR</b>
Total County		601	4%
South County	Arroyo Grande, Avila Beach, Cuyama, Grover Beach, Nipomo, Oceano, Pismo Beach, Shell Beach	170	7.5%
Central Area	Incorporated and unincorporated areas of San Luis Obispo city	175	7.5%
North Coast	All beach communities from Los Osos to San Simeon	101	10%
North County	Atascadero, Bradley, Creston, Paso Robles, San Miguel, Santa Margarita, Shandon, Templeton	155	8%

Although the Phone Sample is an excellent match to county demographics (see comments below), data have been weighted slightly to make certain that subgroups are neither under or over represented, further ensuring that data

accurately represents the attitudes of county residents. Throughout this report, data from this survey is referred to as Random Phone Survey or Phone Sample.

### Volunteer Survey

The second methodology used to gather information was a convenience or volunteer survey conducted through various means. The purpose of this survey was to allow residents throughout the county to speak their minds and participate in the survey process even if they were not chosen as part of the Random Phone Survey. Respondents had three ways to participate: an Internet survey, a mail-in survey distributed through *The Tribune*, and a printed survey distributed at various locations throughout the county.

- (1) Data from the Newspaper Survey was collected through a double-sided 4 color questionnaire inserted in *The Tribune* on Saturday, January 19<sup>th</sup>. Advance publicity which included an article in *The Tribune* on January 8<sup>th</sup> by David Sneed and several display ads promoted this effort. Respondents were instructed to mail their completed questionnaires to SLOCOG by January 31<sup>st</sup>.
- (2) The Internet Survey was posted from January 18<sup>th</sup> to 31<sup>st</sup> and was also promoted by several public relations efforts including the Sneed article and the newspaper insertion. Additionally, promotional flyers for posting were sent to each city hall and public library in the region.
- (3) Printed questionnaires in English and in Spanish were distributed on January 21<sup>st</sup> to key locations throughout the county. These locations

included: Equal Opportunity Commissions (EOC) (10 locations), Department of Social Services (4), Family Resource centers (4), and the Prado Road Day Center. Respondents were given ten days to complete the surveys and to return them to the office where they picked them up or to mail them directly to SLOCOG. The survey was also promoted in a Spanish newspaper and on Spanish radio; in those promotions, Spanish-speaking residents were invited to call 211 Hotline and to be interviewed by bilingual interviewers.

In all surveys, respondents - who chose to include contact information with their completed questionnaires - were entered into a drawing for a gift certificate at a local restaurant. Questions included in all survey methods were essentially the same. Data collected through these methods are aggregated and referred throughout this report as the Volunteer Sample.

The table below summarizes the samples obtained from each methodology. It also shows the number of completed Spanish-speaking interviews or questionnaires.

**Table 2: Summary of Sample Sources**

SURVEY SAMPLES	English	Spanish	Total
Phone Sample	552	49	601
Volunteer Sample:	1,339	46	1,385
<i>Internet</i>	880	0	880
<i>Newspaper</i>	391	0	391
<i>Other (see * below)</i>	68	46	114
<b>TOTAL</b>	<b>1,891</b>	<b>95</b>	<b>1,986</b>

Note: In the Phone Sample, a total of 109 Hispanics were interviewed -- 49 in Spanish and 60 in English. In the Volunteer Sample, a total of 92 Hispanics completed questionnaires – 46 in Spanish and 46 in English.

Sources of other questionnaires are shown in Table 3 below.

**Table 3: Sources of Other Questionnaires**

AGENCIES	English	Spanish	Total
EOC Los Osos	0	11	11
EOC Cambria	0	1	1
Prado Day Center (SLO)	31	0	31
Head Start Oceano	6	8	14
Head Start Nipomo	3	12	15
Head Start Paso Robles	2	3	5
Family Resources (Paso Robles)	2	1	3
Strive (Paso Robles)	1	0	1
Community Link Atascadero	1	0	1
Head Start Atascadero	4	9	13
Step By Step (Arroyo Grande)	18	0	18
211 Hotline	0	1	1
<b>TOTAL</b>	<b>68</b>	<b>46</b>	<b>114</b>

Of the sampling methods used, the Phone Sample provides the most accurate measure of overall county attitudes. As a group, Phone Sample respondents are an excellent match to the county’s and individual regions’ demographics. Like most volunteer samples, the Volunteer Sample in this study is skewed to select demographic groups. In this case, the Volunteer Sample includes more college graduates, homeowners, and people over the age of 65 and, therefore, does not reflect county residents as a whole. Please see Appendix B for a comparison of the Phone Sample to the Volunteer Sample. After reviewing demographics and open end comments, our impression is that the Volunteer Sample, in general, reflects the attitudes of the county’s more vocal residents—those who are passionate about various issues, more likely to take an

active part in civic groups, read a newspaper, write letters to the editors, and vote in county-wide elections. The Phone Sample includes this group but also includes residents who may not be inclined to speak up frequently, to attend civic planning meetings or possibly even to vote, but are nonetheless an important part of the county's population. Therefore, in analyzing the data collected through these surveys, we looked first at the data generated by the Phone Survey to understand the county at large and then at the Volunteer Sample to understand the sentiments of the more outspoken members of our region. When illuminating, information from the Volunteer Sample is provided. For a detailed analysis of the demographic differences between the Phone Survey sample and the Volunteer Survey sample, please see Appendix B. For tables showing a comparison of results from the Phone Survey and the Volunteer Survey, please see Appendix C.

## SUMMARY OF KEY FINDINGS

The surveys reported in this document produced a number of key findings. Those findings are outlined below:

### General Information

- Respondents gave high ratings to their quality of life here in San Luis Obispo County. Thirty-nine percent rated their life a 9 or 10 (on a 10-point scale) and another 44% rated it a 7 or 8.
- Quality of life ratings have, however, declined steadily over the last three years. In Opinion Studies' 2005 CountyTrak Survey, 50% of respondents rated their quality of life a 9 or 10. The share of respondents who gave such a rating dropped to 45% in 2006 and to 39% currently. This represents an 11% decline in three years.
- The majority of the respondents predicted that life in the county will be the same five to ten years from now as it is today. Three in ten (29%), however, expect life to be worse and only 19% think it will be better.

### Attitudes Toward Air Quality and Climate Change

- County residents are more concerned about local air quality than they are about climate change. Fifty-three percent said they are 'very concerned' about protecting air quality while only 41% expressed a similar level of concern about climate change. Moreover, the percentage of people who said they have 'no' concern for climate change far exceeds those who said they have 'no' concern for protecting air quality—25% versus 7%, respectively. North County residents are less concerned about both air quality and climate change issues than are residents of other regions.
- About one fourth of residents say they are 'very' knowledgeable about ways to reduce their impact on air quality and climate change. Another third indicated they have more than average knowledge about such issues.
- Interestingly, residents' levels of knowledge about air quality and climate change solutions are very similar which probably indicates that they do not distinguish between solutions for the two problems. In other words, what they see as solutions for protecting air quality are the same as those they see for climate change. It is also interesting to note that North County residents (the group that is least concerned about these issues) believe themselves to be as knowledgeable as North Coast residents, one of the most concerned groups.
- Roughly, one third of all residents have made 'a lot' of lifestyle changes to reduce their impact on air quality and climate change. Another third have made some changes and another third have made a few or no changes.

South County residents rank first in the share of residents who have made ‘a lot’ or ‘some’ changes while North County residents rank fourth.

- Promotion messages that encourage residents to ‘buy locally grown produce or manufactured items’ and/or to ‘combine errands into one trip’ are likely to have impact on the greatest number of people. Least effective are statements about ‘reducing car use.’

#### Attitudes Toward Alternative Sources of Energy

- Ninety-four percent of respondents support the idea of government agencies working to provide energy through renewable sources. Even if there was a 5% increase over current costs two-thirds (64%) would support such efforts. Support drops to 53% and 36% with 10% and 20% increases, respectively.

#### Land Use Issues

- Respondents support development in urban areas more than they do in rural areas. Eighty to eighty-five percent support developments which provide single family homes or condominiums in urban areas. Support for developments that provide single family homes in rural areas dropped to 60%.
- An almost equal number (78%) support the idea of planning communities that make it easier to get around by bus, biking or walking rather than planning communities that accommodate cars.
- Rural development is the planning issue where there is least consensus among respondents. Fifty-four percent indicated they would like planners to discourage rural development while 46% would like to allow such developments. North County respondents followed by South County respondents were generally more in support of rural development than were other regions’ respondents.

#### Critical Issues and Priorities

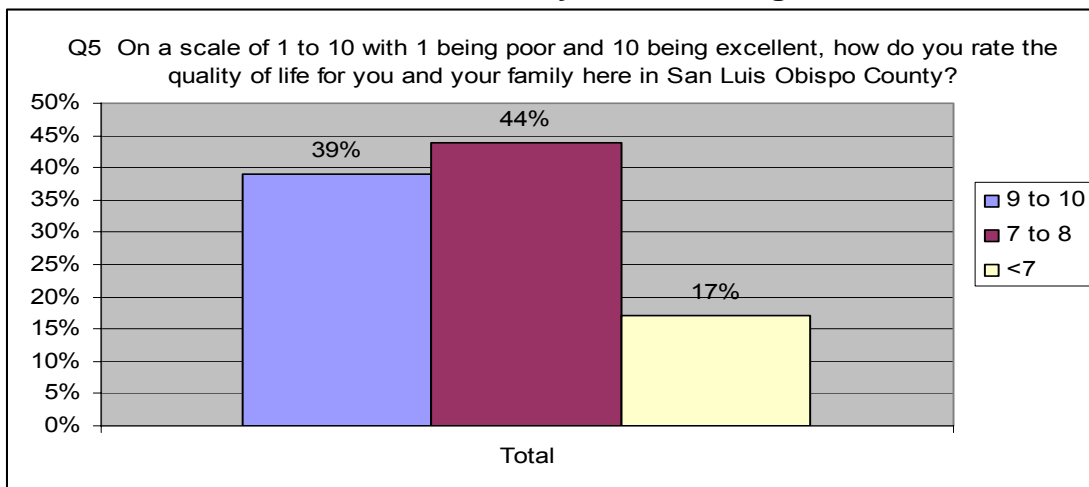
- When asked to prioritize specific issues in terms of resource expenditure, respondents identified ‘providing quality education’ and ‘ensuring an adequate water supply’ as the issues most worthy of the highest priority. Respondents in all parts of the county agreed on the rankings of these two issues. Other high priority issues are ‘improving health care’ and ‘protecting clean air and climate.’

## DETAILED FINDINGS: General Attitudes

### Quality of Life

Using a 1 to 10-point scale where '1' equaled poor and '10' equaled excellent, respondents were asked to rate their quality of life in San Luis Obispo County. Almost four in ten respondents rated the quality of their lives as 9 or 10, essentially excellent (Table 4). A slightly larger share (44%) gave a 7 or 8 rating. Only 17% gave a rating of less than 7. Most of these relatively poor ratings were in the mid range around 5 and 6; only 5% of respondents gave ratings of 1 to 5.

**Table 4: Quality of Life Rating**

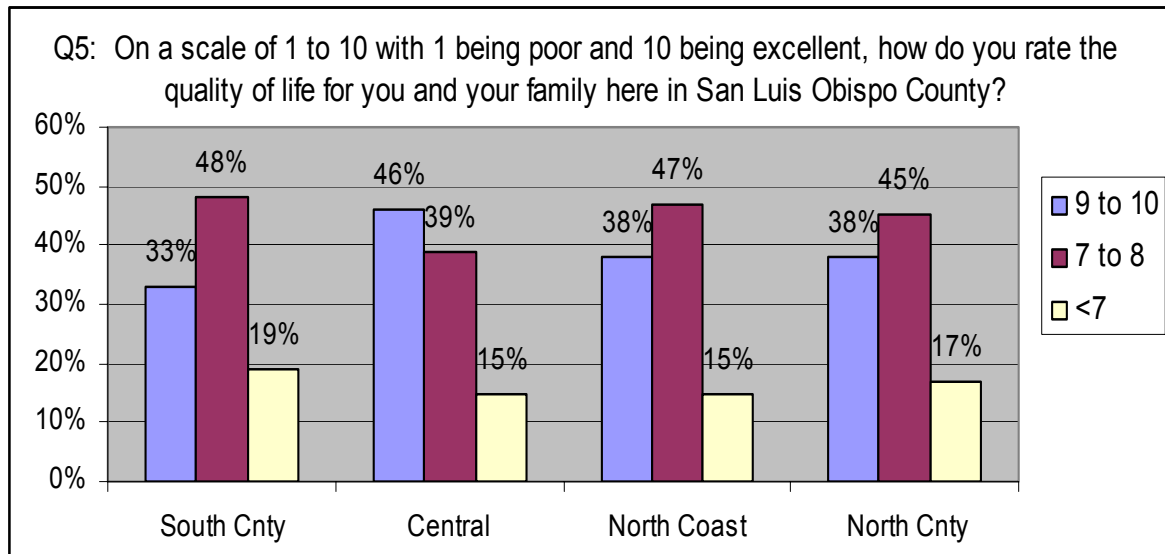


Respondents to the Volunteer Survey gave slightly higher ratings than did the Phone Survey respondents; however, differences are not statistically significant. Forty-three percent gave a 9 or 10 rating, 47% gave a 7 or 8 rating and 10% gave a rating of less than 7.

Respondents in Central Area (San Luis Obispo) are the most content while those living in South County are the least content (Table 5). Nearly half (46%) of Central County respondents gave 9 and 10 ratings compared to 33% of South County respondents. Consistent with this finding is the fact that the

incidence of low ratings (1 to 6) is highest among South County respondents. Ratings by North Coast and North County respondents are almost identical with 38% rating the quality a 9 or 10 and just under half providing a 7 or 8 rating although this difference is not statistically different.

**Table 5: Quality of Life Ratings by Region**



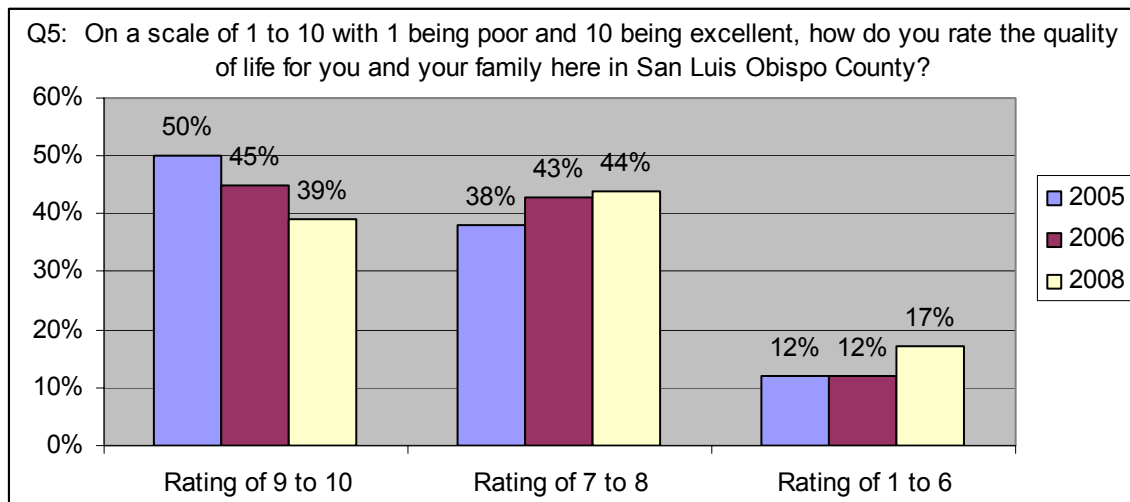
So who is the most content--that is, what types of people rated the county's quality of life a 9 or 10? [Note: only those categories that show statistical differences are quoted below.]

- Women: 44% of women versus only 34% of men.
- College educated: 48% of college graduates (those with a BA or advance degree) versus only 35% of people with an AA degree or less.
- Caucasian/non-Anglo: 41% versus only 30% of Latino/Hispanics.
- Higher income: 54% of those within household incomes over \$75,000 versus 29% with incomes under \$75,000.
- Over 65: 54% of those over 65 versus 35% of those 18 to 64.
- Homeowners: 46% of homeowners versus 26% of renters.

- People living in detached single family homes: 43% of those living in detached family homes versus 28% of those living in apartments, condominiums and town homes

Over the last three years, respondents' perceptions of the county's quality of life have declined. In 2005 <sup>1</sup>, half of county respondents rated the quality a 9 or 10 compared to 45% in 2006 and 39% in the current (2008) study. This is a significant decrease in a three-year time frame. Off setting these higher ratings are of course more moderate and low ratings. Those rating the quality a 7 or 8 jumped from 38% in 2005 to 44% in 2008. Those giving a rating of 1 to 6 increased from 12% to 17%.

**Table 6: Comparison of Quality of Life Ratings 2005, 2006, 2008**



When we plot the mean scores obtained in 2005, 2006 and 2008 for each region (Table 7), we see declines in all four regions with the greatest decline in North Coast and the least decline in Central County.

<sup>1</sup> 2005 and 2006 Source Data: Opinion Studies' CountyTrak Survey, July 2005 and May 2006

**Table 7a: Quality of Life by Region—Mean Scores Plotted**



**Table 7b: Mean Scores**

	2005	2006	2008
Total (not plotted)	8.3	8.2	7.9
South County	8.3	8.3	7.8
Central County	8.2	8.1	8.1
North Coast	8.6	8.6	8.0
North County	8.2	8.1	7.8

Note: In 2005, Avila residents were included in the North Coast Region but were included in South County in the current study.

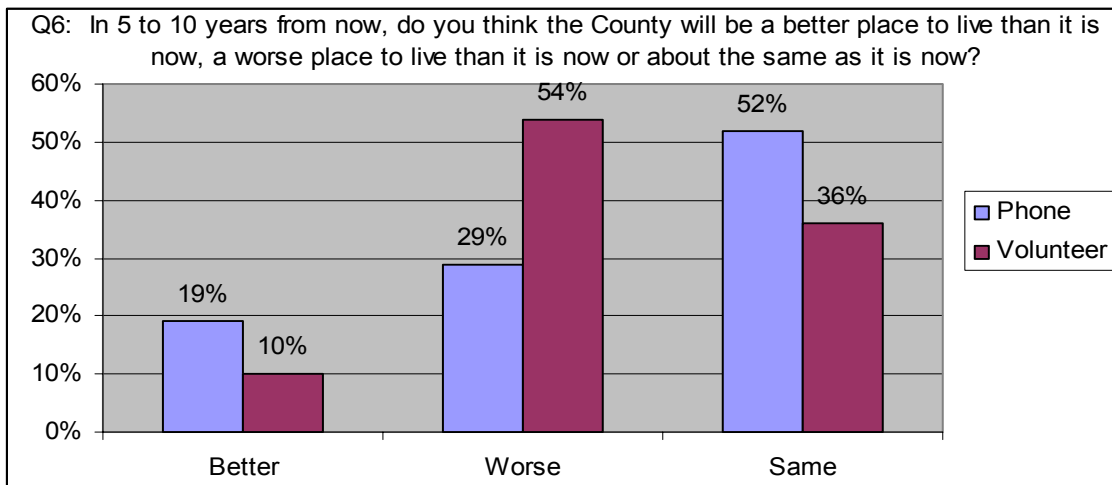
Volunteer Sample respondents rated their quality of life slightly higher than did the Phone Sample respondents. Forty three percent of the Volunteer Sample respondents versus 39% of the Phone Survey respondents rated life a 9 or 10. Mean scores for each region by this group are also higher but consistent with the Phone Sample—Central County and North Coast respondents rated life better than did North County and South County respondents.

### Expectations for the Future

Respondents were asked what their expectations are for life in the county in the next five to ten years. More than half of the Phone Survey respondents

expect life to be about the same as it is now while 29% expect it to get worse and 19% expect it to get better (Table 8). As a group, the Volunteer Sample respondents are much more pessimistic than the Phone Survey Sample. More than half of this group (54%) predicts that things will be worse in 5 to 10 years. As will be seen throughout this report, the Phone and Volunteer samples generally agree at least in the direction of their responses. This finding is one of the exceptions—the two groups clearly have a different perspective on the future of the San Luis Obispo County. The Volunteer Sample’s concerns for the county’s future are perhaps the reasons they chose to step forward and take part in this survey.

**Table 8: Predictions for County Life in 5 to 10 Years – Phone Sample versus Volunteer Sample**



Central County respondents are the most likely to think that things will stay the same while North County respondents are the most likely to expect change (Table 9). Those who anticipate things getting worse are more likely to live in South County and North County than in Central County or North Coast.

**Table 9: Predictions for County Life – Region Data**



Those who expect things to get better are inclined to be:

- Hispanics: 29% versus 16% of Anglos
- Lower income: 30% of those living in households with incomes under \$35,000 versus 16% of those in higher income households
- Younger: 25% of 18 – 44 year olds versus approximately 13% of those over 45

Those who expect things to get worse are:

- Respondents of unincorporated areas: 35% versus 26% of city dwellers
- Anglos: 32% versus 17% Hispanic
- Older: 36% of 45 + year olds versus 23% 18 to 44 year olds

Of respondents who predicted that things will get better, we asked their reasons for saying that. One in four said simply that the county is ‘a wonderful place and moving in the right direction’ (Table 10). Others believe that more jobs are coming to the area and that the area’s increasing population is a positive factor.

**Table 10: Reasons for Thinking County Will Be Better in 5 – 10 Years**

Q7: [If 'better place'] Why do you say that?	%
County is a wonderful place to live, better than other areas, moving in right direction	26%
More jobs are coming in, improving economically, attractive to businesses	15%
Population is growing, people with good ideas are moving in	14%
Optimistic/hopeful/just think so	11%
Good leaders, county agencies/city planners are doing right things	11%
Development, new housing, more affordable housing being planned	8%
Environment is being considered/protected as area grows	7%
Transportation, roads/highways will get better	6%
Services will increase, get better	6%
School districts will improve, more schools, getting better	4%
Residents care about area, have great ideas	2%
Current problems will settle	2%
Other	3%

Sample comments are shown below. For a complete list of all comments, please see Appendix D.

- Baby boomers will make it happen. Baby boomers are more active and have money to make things happen in the city government.
- Because I think we have good city planners.
- Because it's a nice place to live right by the sun coast. It's just a nice place to live, you can't go wrong.
- Because the development is in a favorable direction. There is careful consideration of the environment.
- Because there is controlled growth and a good plan for the expansion of the area.
- Have more opportunities.
- I just think in almost 20 years that I have been here, it has gotten better and will continue to do that.
- Some of the problems that they have now should be settled by then.

Those who predict that the county will be a worse place were also asked to explain their thinking. One-third attributed their dire predictions to the county’s increasing population (Table 11). Another 19% are concerned about the amount of development that is taking and an almost equal share (16%) predicted that traffic will be worse in years to come than it is today. Other comments included ‘cost of living/high home prices,’ ‘lack of jobs,’ and ‘poor leadership/planning.’

**Table 11: Reasons for Thinking County Will Be Worse in 5 – 10 Years**

Q8: [If ‘worse place’] Why do you say that?	%
Population: too many people moving in/crowded/too much growth	34%
Too much residential/commercial development	19%
<i>Too much development/building/unspecified</i>	8%
<i>Too much commercial development/smaller merchants getting squeezed out</i>	6%
<i>Too much development/too many new homes</i>	5%
Traffic is getting worse	16%
Cost of living is high/can't afford to live here/high home prices/lack of affordable housing	14%
Jobs/economy: lack of jobs/area not attractive to businesses/economically worse	7%
Poor leadership, government agencies/county/city planners are not doing right things/growth not well planned	6%
Poor infrastructure/lack of money	5%
Environment is not being considered/taken care of/increasing pollution	4%
Water: not enough	4%
Losing quality of life/losing character	2%
Just not good	2%
Healthcare will not get better/doctors will not get better reimbursements	2%
Too many regulations	2%
Other	15%

Actual verbatim comments are shown in the Appendix D. Sample comments are shown below:

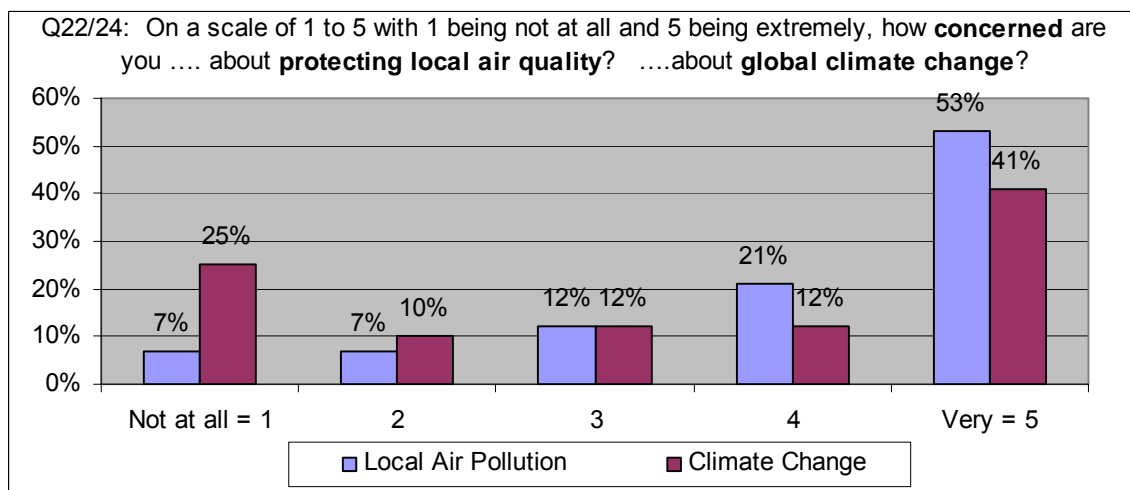
- The building and duplication of stores and traffic problems. Not supporting the smaller businesses. Medicare should pay doctors in rural areas the same as urban areas.
- Over building and un-affordability for young people to live here. It's becoming more polluted and with more traffic congestion.
- Because a lot of businesses are growing and more people plus more pollution.
- Impacts on growth of water supply, traffic, and air quality.
- They're over there building with no regard for the water problems.
- The traffic. Too many stores and they keep building things
- Because no money is going into the infrastructure.

## DETAILED FINDINGS: Attitudes about Air Quality and Global Warming

### Concern and Knowledge

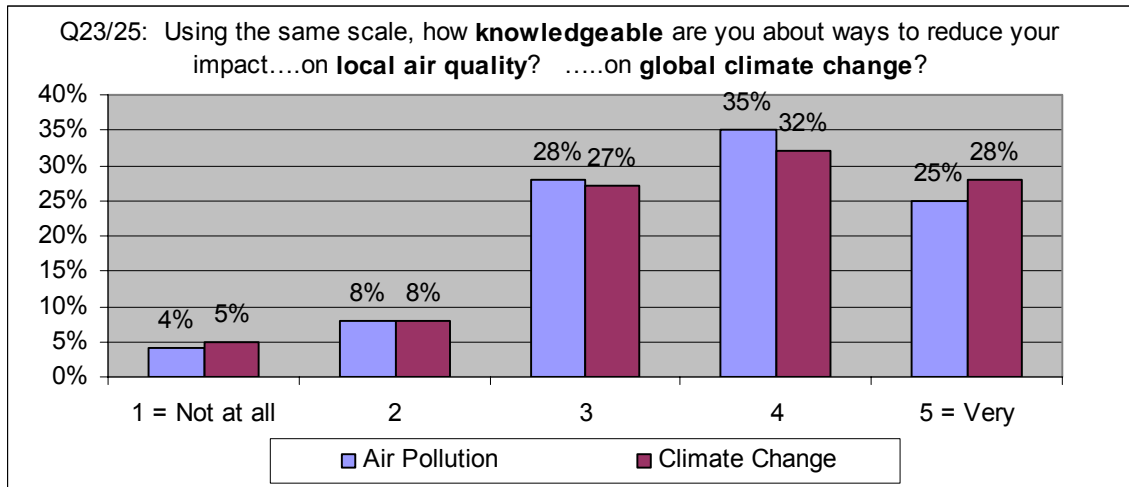
County residents are generally more concerned about local air quality than they are about global climate change (Table 12). Fifty-three percent of respondents said they are ‘very concerned’ about local air quality while only 41% expressed a similar level of concern about climate change. Conversely, 25% said they are ‘not all concerned’ about climate change while only 7% expressed no concern for local air quality. [Note: Comments made in this section are based only on the Phone Survey respondents.]

**Table 12: Concern about Local Air quality and Global Climate Change**



Respondents were also asked to indicate how knowledgeable they are about ways to reduce their impact on air pollution and on climate change. Respondents' self evaluations indicate they are equally knowledgeable about ways to reduce their impact on air pollution as they are on ways to reduce their impact on climate change (Table 13). Essentially, people do not see the solutions for these two problems as different.

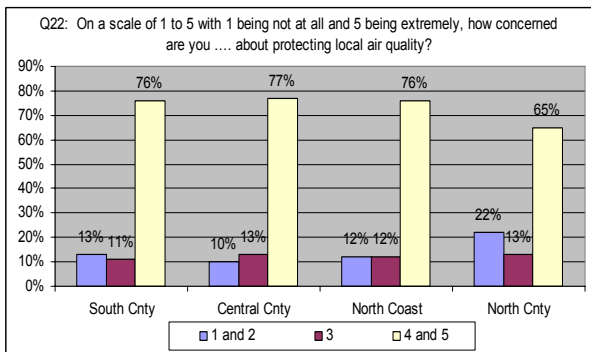
**Table 13: Knowledge about Local Air Quality and Global Climate Change**



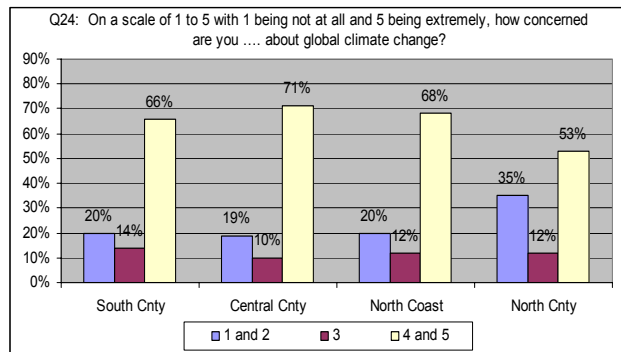
When we look at findings by region (Tables 14 to 17), we see that North County respondents are generally less concerned about air pollution and climate than are respondents in the county’s other three regions. Sixty-five percent of North County respondents gave a rating of ‘4’ or ‘5’ on the five point concern scale compared to more 75% in each of the other three areas. Similarly, on climate change, only fifty-three percent of North County respondents gave ‘4’ or ‘5’ point ratings compared to two-thirds or more of respondents in other regions. Central County and North Coast respondents are the most concerned about climate change.

Interestingly, despite their more modest concern levels, North County respondents express significant knowledge about ways to reduce their impact on local air quality and climate change. In fact, their high level knowledge ratings (64% rate themselves a ‘4’ or ‘5’ on the five-point scale for air pollution solutions and 72%, for climate change solutions) are very similar to North Coast respondents, one of the groups with the greatest concern.

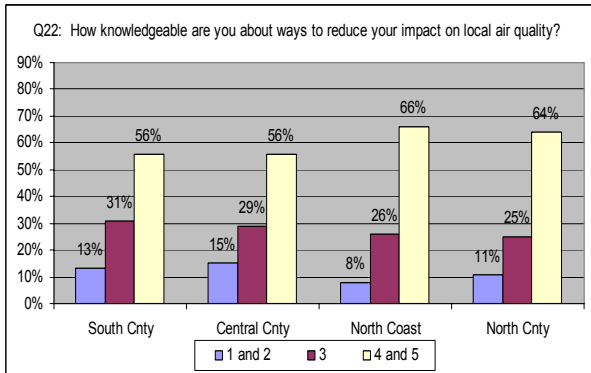
**Table 14:**  
**Concern about local air quality by region**



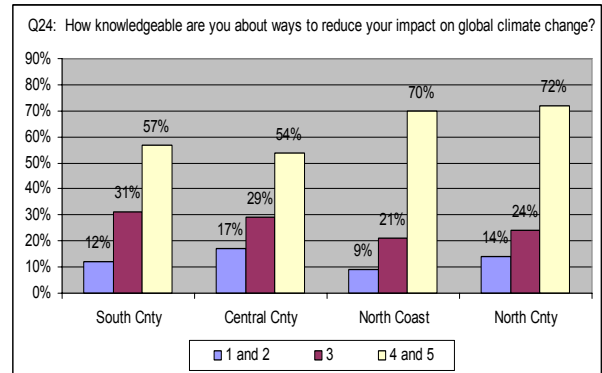
**Table 15:**  
**Concern about global climate change by region**



**Table 16:**  
**Knowledge about local air quality by region**



**Table 17:**  
**Knowledge about climate change by region**



Those who are more likely to express extreme concern about local air quality are (only those differences that are statistically significant are mentioned here):

- Women more than men (63% versus 43%),
- Hispanics more than Anglos (68% versus 50%),
- Those with household incomes under \$75,000 more than those with incomes over \$75,000 (57% versus 44%),
- People over 65 more than those under 45 (60% versus 48%),
- Renters more than home owners (59% versus 50%).

The percentage of people who are extremely or somewhat concerned (a '4' or '5' on five-point scale) about climate change was consistent across most demographic groups. Interestingly, the differences that do exist across these groups were more often in the percentage of people who have no concern at all ('1' on a five-point scale). Those who are more likely to express no concern at all about global climate change are:

- People living in unincorporated areas of the county more than city residents (22% versus 14%),
- Men more than women (22% versus 12%),
- Anglos more than Hispanics (20% versus 4%),
- People with household incomes over \$75,000 more than people with incomes under \$35,000 (21% versus 8%),
- People over 45 more than people 18 to 44 (25% versus 12%),
- Home owners more than renters (21% versus 9%),
- People living in detached homes more than people living in apartments and condos (19% versus 10%),
- People who have lived in the county 20 years plus more than people who have lived in the county less than five years (20% versus 10%).

Those who are more likely to consider themselves very knowledgeable ('5' on five-point scale) about local air quality are:

- People over the age of 45 more than people between 18 and 44 (32% versus 18%).

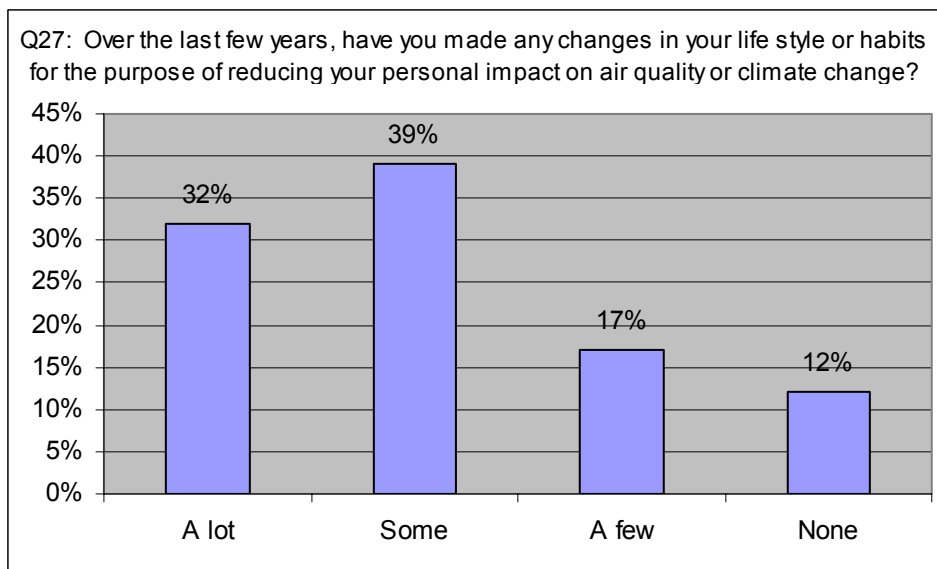
Those who are more likely to describe themselves as very knowledgeable about global climate change are:

- People who are 45 and over more than those who are 18 - 44 (32% versus 23%),
- People who live in two-person households more than those who live alone or with three or more people (33% versus 22% and 25%).

### Past and Future Lifestyle Adaptations to Reduce Impact

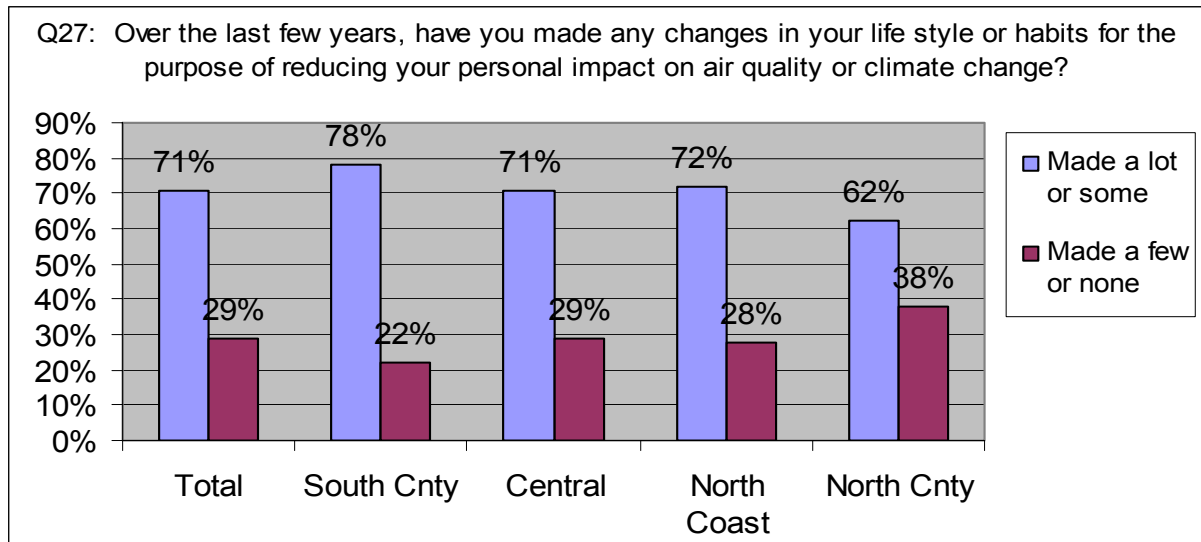
Respondents were asked if they had made any lifestyle changes over the past years for the purpose of reducing their impact on air quality and climate change. A substantial number of residents have made changes. More than three in ten respondents indicated (Table 18) that they have made 'a lot' changes while four in ten said they have made some changes. Twenty-nine percent have made only a few or no changes.

**Table 18: Lifestyle Changes**



The percentage of people who have made ‘a lot’ or ‘some’ changes rises from 71% among all residents to 78% among South County residents but drops to 62% among North County respondents (Table 19). A surprisingly large share (38%) of North County respondents claim to have made a few or no changes.

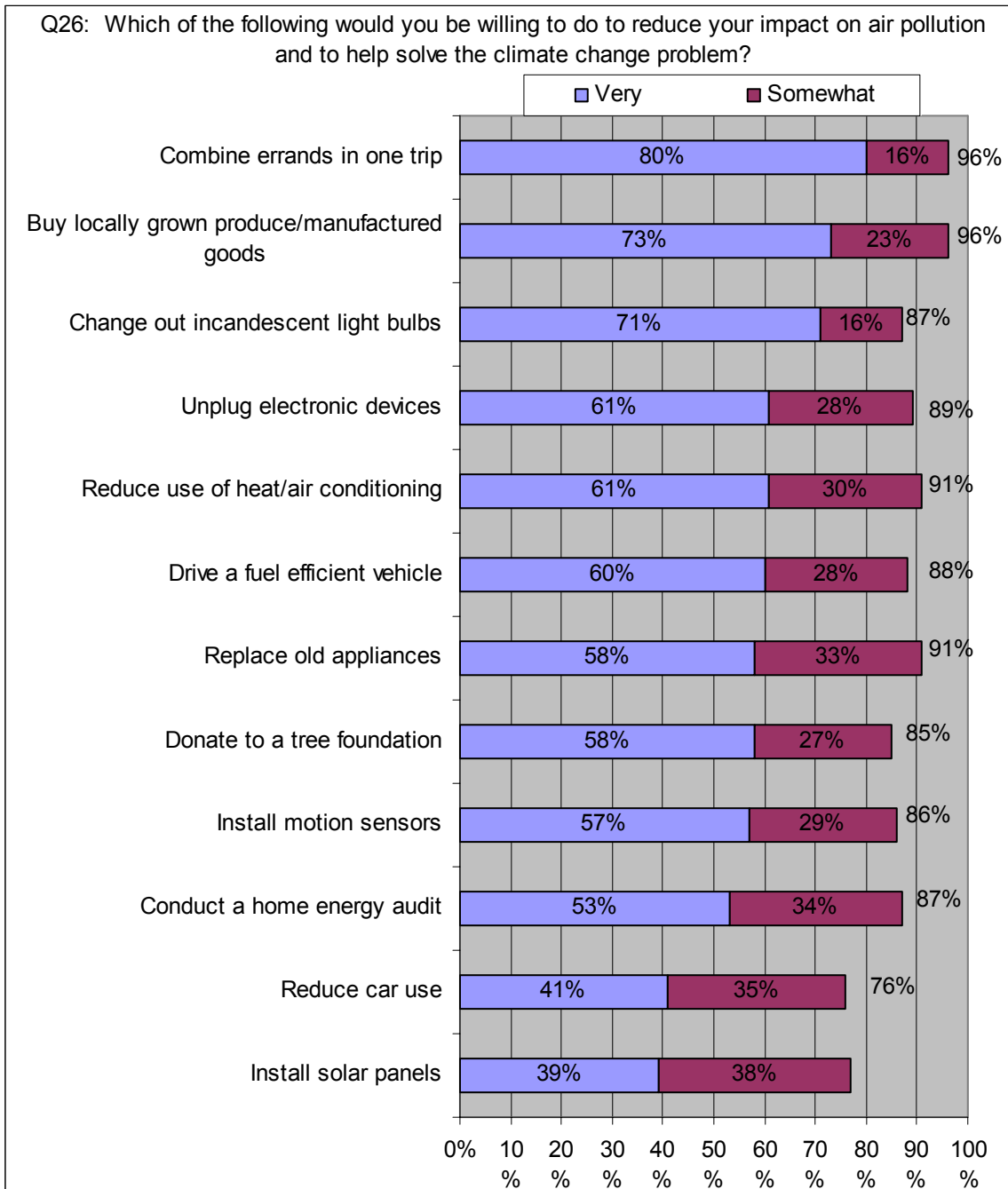
**Table 19: Percent Making Lifestyle Changes by Region**



Respondents were also asked to indicate their willingness to engage in various activities for the purpose of reducing their personal impact on air pollution and/or helping solve the climate change problem. Table 20 below lists those activities in order of those most respondents are ‘very’ willing to do.

Encouragingly, large numbers of respondents are ‘very’ or ‘somewhat’ willing to engage in many of the activities pre-listed in the survey. Activities which met with the greatest support (i.e., highest percentage of respondents saying they are ‘very’ willing to do) were ‘combine errands in one trip,’ ‘buy locally grown/manufactured items’ and ‘change out incandescent bulbs.’ Ideas with the least support are ‘reduce car use’ and ‘install solar panels.’

**Table 20: Activities Willing To Do to Reduce Personal Impact**



In addition to being asked what they would be willing to do, respondents who indicated they had made changes were asked to specify what they had actually done. Responses for the latter are shown in Column A of Table 21 below. There we see that 53% of respondents have changed out incandescent

light bulbs and 31% percent have reduced their car use. Another 27% have reduced their use of heat and air conditioning while 25% have replaced old appliances.<sup>2</sup> Ideas which have the least participation at this point are donating a tree, installing solar panels/wind turbine, buying local, installing motion sensors and conducting a home audit.

When we subtract the percentage of people who have done a specific activity in the past from the percentage who are willing to do it in the future, we obtain a percentage which indicates the impact potential of that idea. In other words, we obtain a measure that indicates how many *more* people are likely to adapt that idea or practice? For instance, looking at Table 21, we see that 7% of the respondents have in the past bought locally grown produce or manufactured items but that 73% are willing to do this in the future. This yields a projected gain of 66% in the percentage of people who are willing to buy locally produced products. This is a very significant gain. By contrast, we see that 31% have reduced their car use in the past but only 41% are willing to reduce it in the future. The difference between these two measures represents only a 10% gain in participation. Therefore, promoting the idea of buying locally is much more likely to be well received and adapted by a greater number of residents than is the idea of reducing one's car use. Other ideas with significant potential are 'combining errands into one trip' and 'donating to a tree foundation or planting a tree.'

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<sup>2</sup> Note: 'Other' changes included recycle (9%), conserve water (6%), reduce electricity use (6%), modify house to be more environmentally friendly (4%), do volunteer work/take classes to learn more (2%) and reduce use of plastic (2%). Another 4% mentioned other ideas that did not combine with any other responses (e.g., stopped smoking).

**Table 21: Activities Done in Past versus Activities Willing to do in Future**

Q28: [If changes made to reduce personal impact] What have you done?

Q26: Which of the following would you be willing to do to reduce your impact on air pollution and to help solve the climate change problem?

ACTIVITIES	Column A	Column B	Column C
	Done in Past	'Very willing' to do	Difference = Potential for Reducing Impact
Buy locally grown produce/manufactured goods	7%	73%	66%
Combine errands into one trip	20%	80%	60%
Donate to a tree foundation/plant a tree	6%	58%	52%
Install motion sensors/timers	8%	57%	49%
Unplug electronic devices	14%	61%	47%
Conduct a home audit	8%	53%	45%
Drive a fuel efficient vehicle	20%	60%	40%
Reduce use of heat and air conditioning	27%	61%	34%
Replace old appliances	25%	58%	33%
Install solar panels or wind turbine	6%	39%	33%
Change out incandescent light bulbs	53%	71%	18%
Reduce car use	31%	41%	10%

### Factors Motivating Change

Asked what motivated them to make changes, respondents readily admitted that money and economics played a major part in encouraging them to change. Thirty-nine percent said they've made changes in order to save money. Some commented on a desire to reduce utility bills and others commented on the price of gasoline. Another 19% were motivated because they are becoming increasingly concerned about the environment in general and air pollution in

particular. An almost equal share (14%) talked about their concern about climate change issues. Sixteen percent said they want to be responsible citizens and ‘do their part’ to reduce their impact on the environment.

**Table 22: Factors Motivating People to Make Lifestyle Changes**

Q29: What motivated you to make these changes?

<b>MOTIVATING FACTORS</b>	<b>%</b>
Increased Awareness:	40%
Becoming more concerned about global warming/climate/carbon footprint	14%
More knowledgeable now/becoming more aware	8%
Becoming more concerned about conservation of resources/energy/land/water	7%
Communications: advertising/television/shows on TV/documentaries/Al Gore	4%
My family/children/friends encouraged me, social pressure, it's what's done today	4%
My profession teaches that/class/studied in school	3%
Money: save money/economics/save on utility bills/save on gasoline	39%
Responsible Citizen:	24%
Want to be responsible/do my part/it's the right thing to do/good citizen/want to help out/my conscience	16%
Concerned about future generations/want to leave world nice for next generation	3%
Healthier/better way to live/ better quality of life/it's more convenient, comfortable	3%
Raised that way/always been that way/always had an interest in it	2%
Concerned about environment/air quality/want to save environment	19%
Nothing, just did, don't know	4%
Other	12%

Respondents who are already engaged in activities to reduce their impact along with those who aren't were asked to specify what they thought might motivate them to do more or to do anything. Money incentives and more information were the two items mentioned most often by those who are currently doing things. Among those who aren't currently doing anything, over half said they 'don't know' what or 'nothing' would motivate them.

**Table 23: Factors Motivating People to Do More/Do Anything**

Q30: What if anything might persuade you to do more to reduce your impact on air pollution and to address climate change?

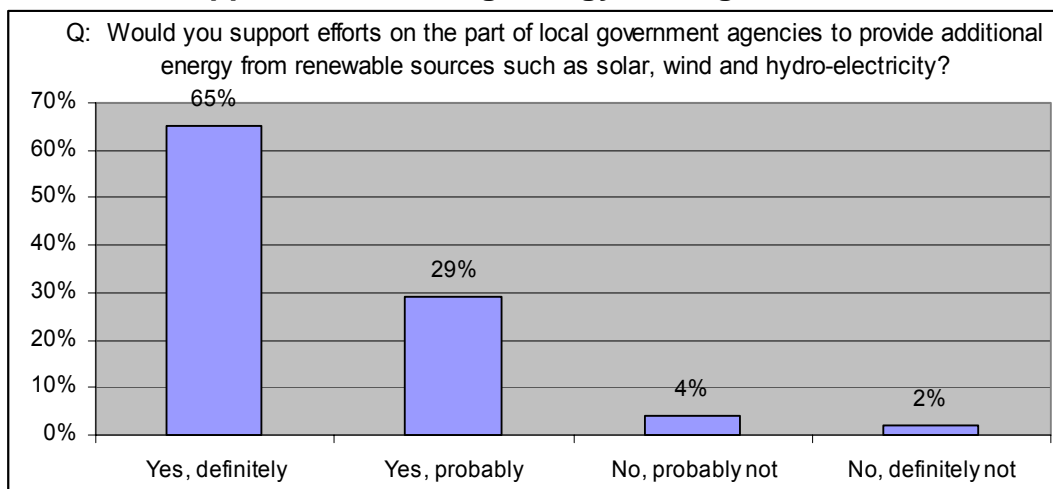
Q31: [If no changes in life style made:] What if anything might persuade you to take action to reduce your impact on air pollution and to address climate change?

<b>MOTIVATING FACTORS</b>	<b>What would motivate you to do more?</b>	<b>What would motivate you to do anything?</b>
Rebates/subsidies/incentives/assistance/tax credit/government encouragement	16%	4%
Education: More awareness/more information/more knowledge/more ideas about options	15%	8%
Economics: More cost savings/if I could save more	7%	4%
Financially feasible/If I had more money/financially able/higher income/raise	6%	7%
Doing everything possible now/can't do anything more than doing/don't need to be persuaded	8%	0%
More affordable/more availability of gas saving cars/electric cars/energy efficient appliances/solar panels	4%	1%
Efficient/more public transportation	2%	1%
If air or water quality/climate change suddenly deteriorated more	2%	3%
Increasing gas/fuel prices--if gas prices keep going up then I'll do something/more	1%	1%
More laws/regulations	1%	0%
Community/city develop a plan/tell me what to do	1%	0%
If conserving etc could be made more convenient/easier/more personally beneficial	2%	3%
Other	16%	13%
Don't know	14%	32%
Nothing	8%	21%

## DETAILED FINDINGS: Delivery of Energy Through Renewable Sources

To gain an understanding of residents' willingness to consider alternative supplies of energy, respondents were asked to what extent they would support or oppose local government agencies working to provide energy from renewable sources such as solar, wind, and hydroelectricity. Support for such measures is strong (Table 24). Two-thirds of respondents indicated they would *definitely* support local government agencies actions to deliver energy via renewable sources. Another 29% indicated they would *probably* support such efforts. Only 6% indicated opposition. Most of those who opposed the idea indicated support if government agencies could provide energy for less than PG&E is providing it now. Under that condition (savings), there is almost unanimous support for government agencies becoming involved in the delivery of energy via renewable sources.

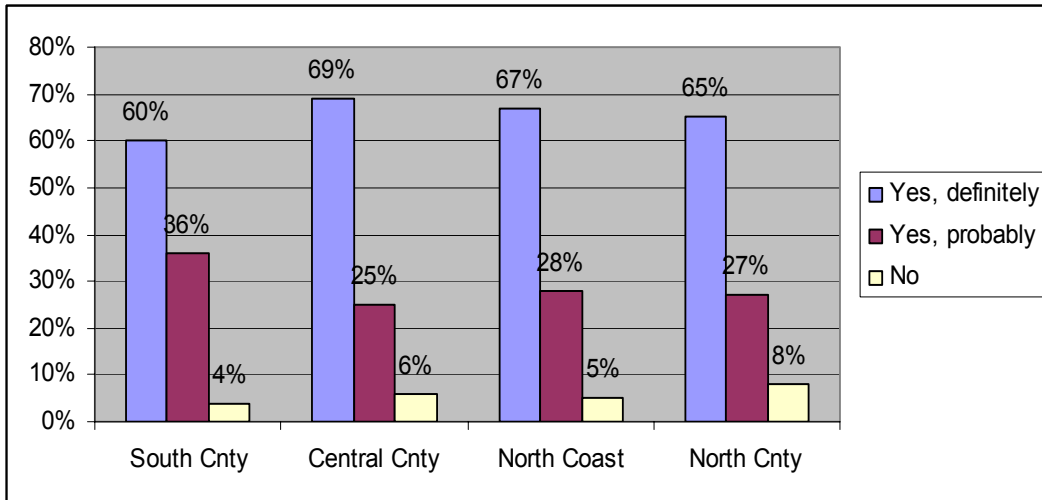
**Table 24: Support for Providing Energy Through Renewable Sources**



Support for this idea varied by region (Table 25). With 69% saying 'yes, definitely,' Central County respondents expressed the most certainty in their support for the idea. South County respondents were more hesitant. In this

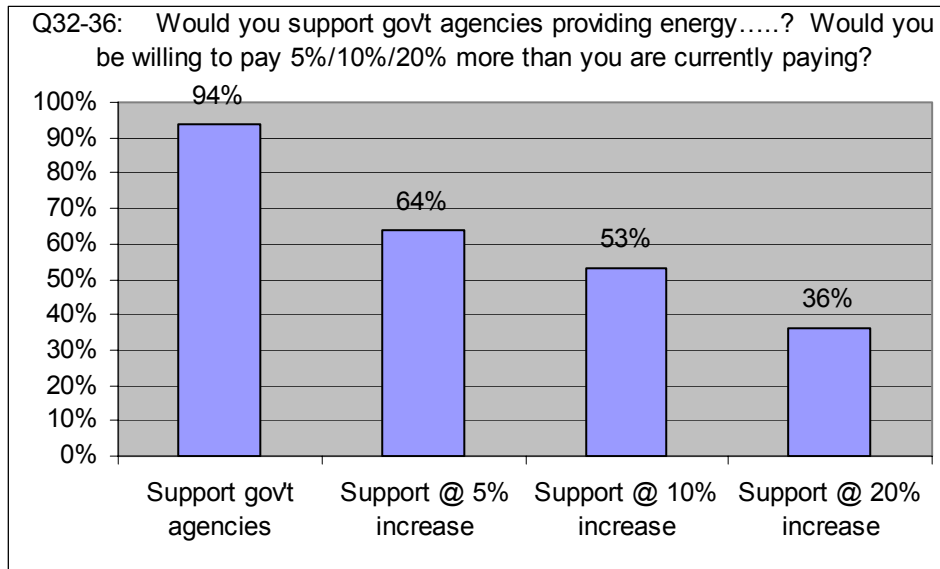
group, only 60% indicated definite support. However, 36% indicated probable support.

**Table 25: Support for Providing Energy through Renewable Sources By Region**



Residents were then asked if they would be willing to pay more for energy in order to receive it from renewable sources. Predictably, support drops as costs increase (Table 26). If renewable sources cost 5% more, support would drop from 94% to 64%. If costs were 10% higher, support would drop to 53%. If 20% higher, support would drop to 36%. Obviously, respondents embrace the idea of receiving energy from renewable sources and a significant portion are willing to pay 5% or 10% more to receive it. However, the majority would not support renewable energy at a 20% increase.

**Table 26: Support for Renewable Energy Sources Considering Various Cost Increases**



Respondents who were more inclined to support such efforts even in the face of a 5% increase were:

- respondents from Central County and North Coast,
- people with advanced college degrees,
- people who have lived in the area for less than five years.

Those who were more inclined to support efforts even with a 10% increase were:

- men,
- renters,
- people who had lived in the area less than 20 years.

## **DETAILED FINDINGS: Attitudes About Land Use Issues**

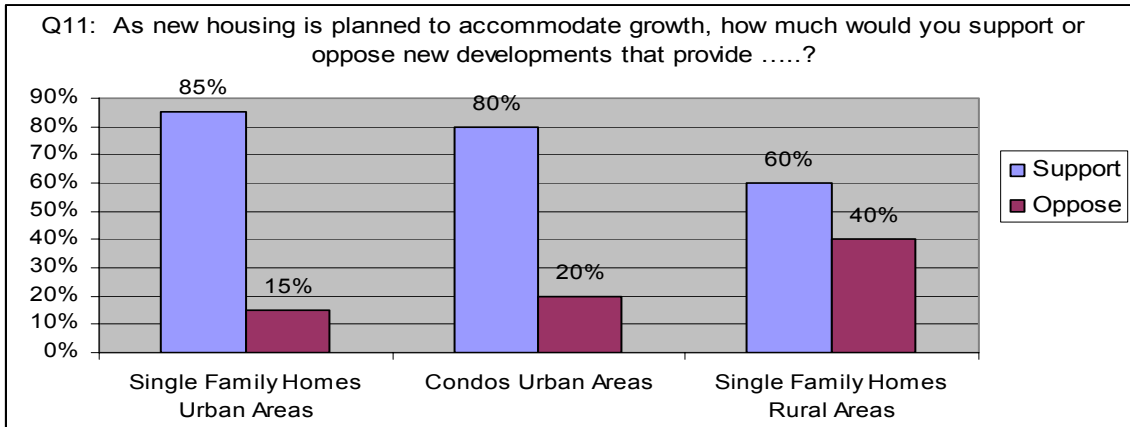
To determine attitudes regarding land use issues, respondents were asked their opinions about various types of developments and what planning ideas and principles they thought should guide future development in the county.

### **Specific Types of Developments**

Respondents were asked to indicate to what extent they would support or oppose three different types of new development: 1) condos or townhomes in urban areas within walking distance of shops, offices, schools, and public transportation, 2) single family homes in urban areas within walking distance of shops, offices, schools, and public transportation, and 3) single family homes in rural areas away from amenities.

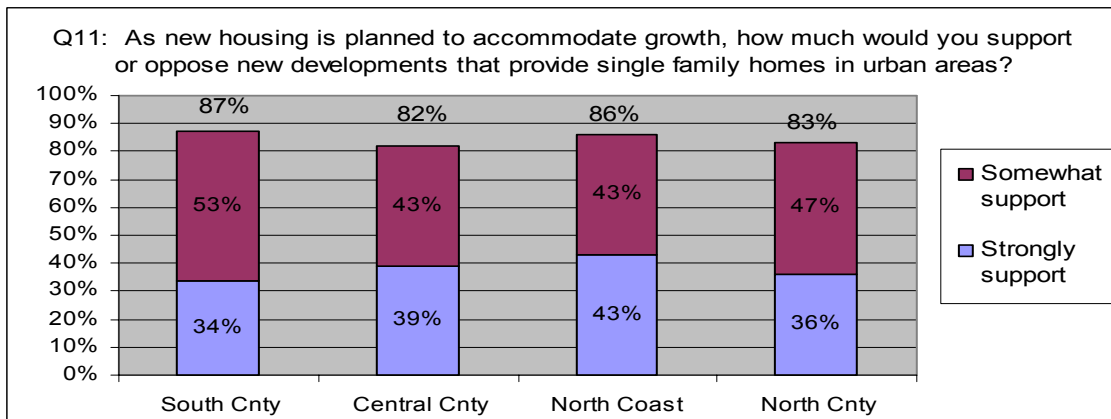
Respondents clearly support urban development more than they do rural development (Table 27). Approximately eight in ten respondents either strongly or somewhat support development of single family homes or condominiums/townhomes in urban areas. By contrast, only 60% support development of single family homes in rural areas. While the minority opinion (40%), opposition to such development is significant. Seventeen percent expressed strong opposition and 23% expressed moderate opposition.

**Table 27: Support for Various Types of New Development**



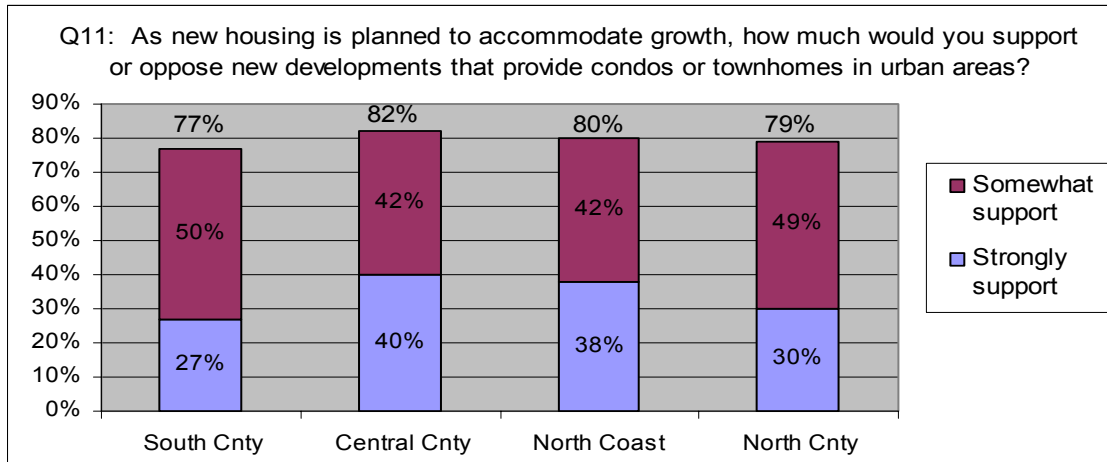
Support for urban family homes is consistent across all four regions (Table 28). Between 82% and 87% of each region supported development of Urban single family homes. The most enthusiastic support is among North Coast respondents. Forty three percent of this group indicated strong support for development of single family homes in urban areas.

**Table 28: Support for Development of Single Family Homes in Urban Areas by Region**



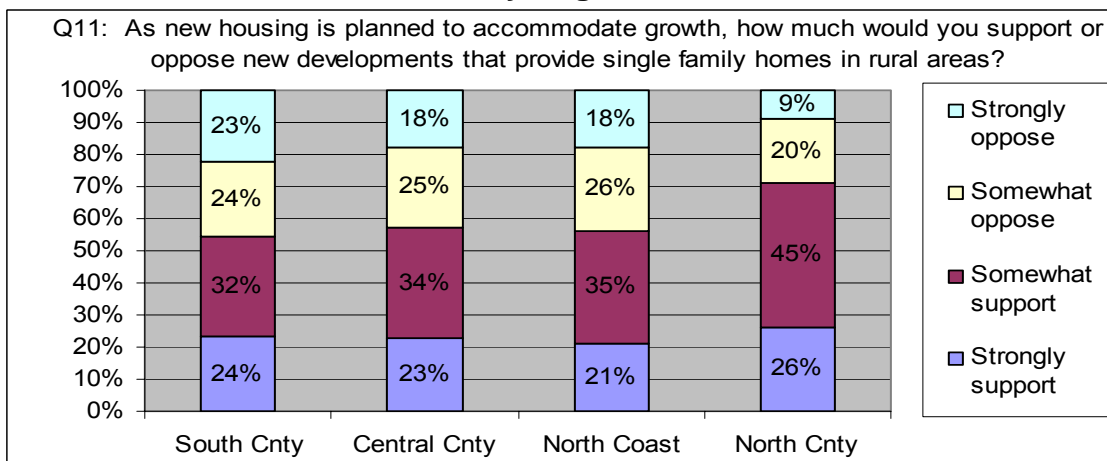
Averaging 80% at the region-wide level, overall support for condominium developments in urban areas is slightly less than support for single family urban homes but consistent across all four regions (Table 29). Central County and North Coast respondents expressed the strongest support.

**Table 29: Support for Development of Condos/Townhomes in Urban Areas by Region**



As noted above, respondents disagreed the most on their attitudes toward rural development. While supporters outnumber those who oppose such development in all regions, support is greatest among North County respondents and least among respondents from South County, Central County and North Coast. In North County, 71% of respondents support rural development compared to about 57% in the county’s other three regions.

**Table 30: Support for Development of Single Family Homes in Rural Areas by Region**



In addition to North County respondents, those who are most likely to support development in rural areas are:

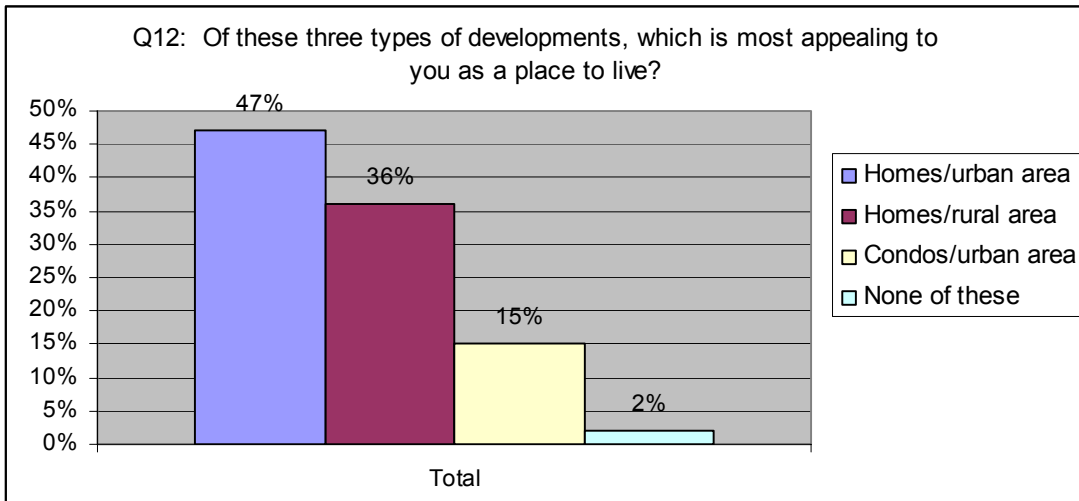
- people with AA degrees or less: 65% versus 51% of people with college degrees or more,
- people living in households with incomes less than \$35,000: 70% versus 56% of people living in households with incomes over \$35,000,
- younger respondents: 66% of those 18 to 44 versus 54% over those 45 and over.

Those who are more inclined to be opponents are:

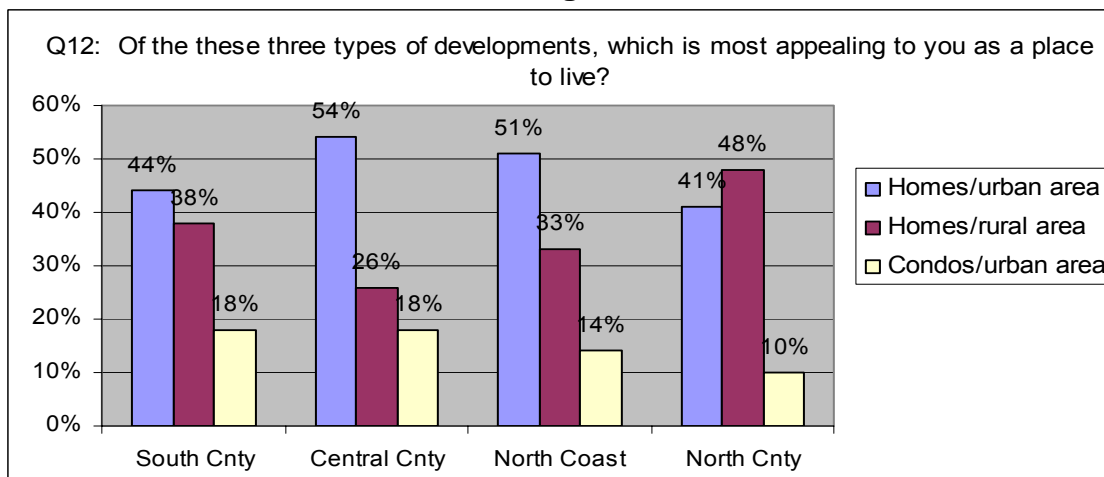
- people who have lived here more than 20 years: 45% versus 31% of those who have lived here 5 to 10 years.

When asked which of the three types of development is most appealing personally, respondents showed the most enthusiasm for single family homes in urban areas (Table 31). Homes in rural areas ranked second while urban condos ranked a distant third. Not surprisingly, interest in living in rural single family homes is greatest among North County respondents (48%) and least among Central County respondents (26%) (Table 32). In North County, those attracted to rural homes outnumbered those attracted to urban homes by a small margin whereas respondents in the other three regions express more attraction to urban homes than rural homes.

**Table 31: Type of Development Which Has Most Personal Appeal**



**Table 32: Type of Development Which Has Most Personal Appeal by Region**



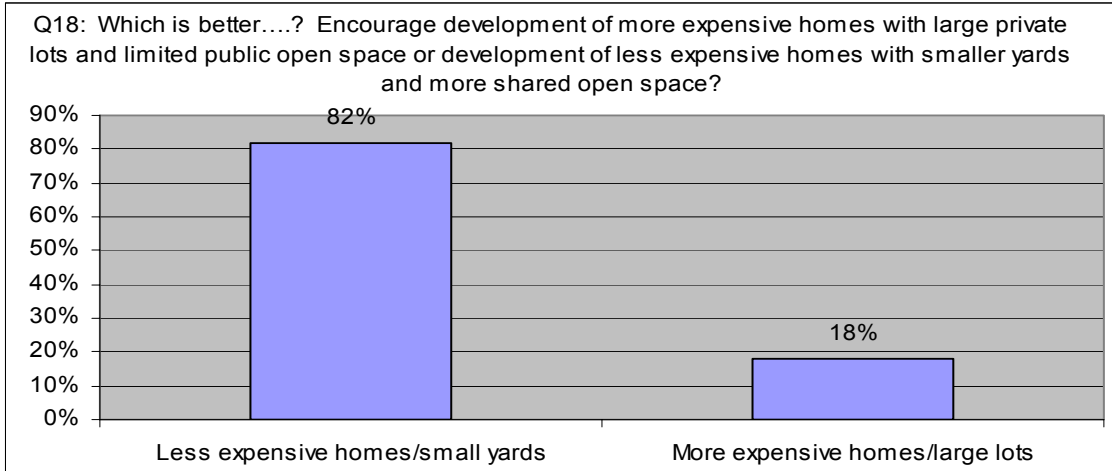
### Planning Principles

Respondents were presented with six pairs of related planning ideas and asked to choose the one idea in each pair they thought was best for the county.

A clear majority of respondents (82%) support the idea of encouraging the development of less expensive homes with smaller yards and shared public space over more expensive homes with large yards and limited public space (Table 33). South and North County respondents (25% and 22%, respectively)

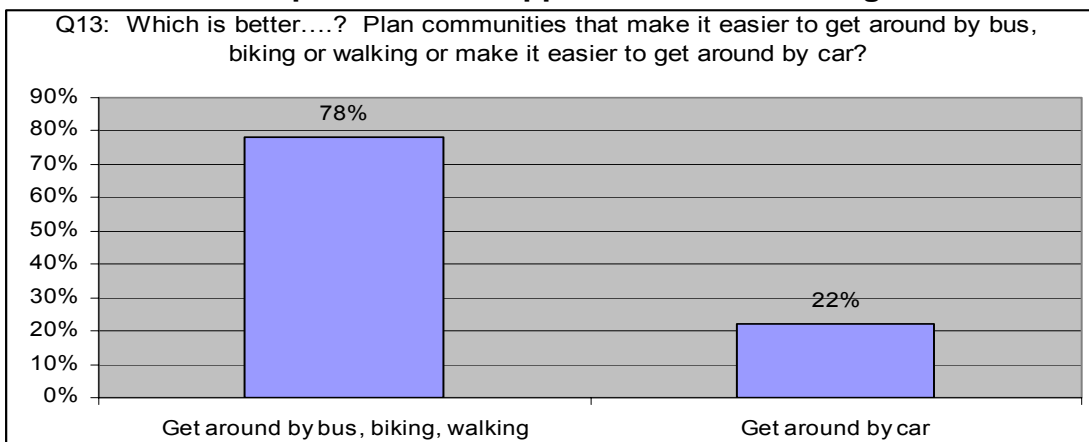
are more in favor of large lot development than are Central and North Coast respondents (14% and 11%, respectively).

**Table 33: Developments with Large Lots Versus Small Lots**



A clear majority (78%) also supports the idea of planning communities that make it easier to get around by bus, biking or walking over the communities that make it easier to get around by car (Table 34). Central County and North Coast respondents express the most support of non-auto communities (82% and 84%, respectively) while North County respondents express the least (70%).

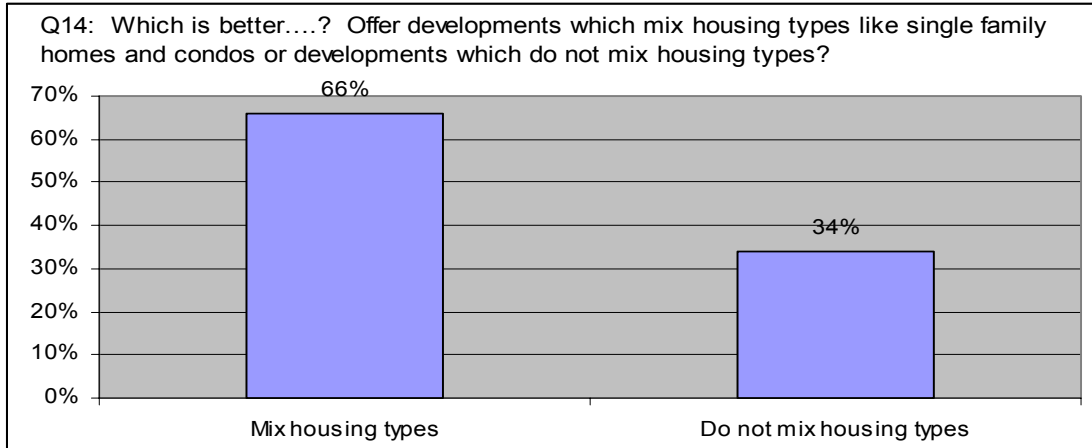
**Table 34: Developments that Support Bus/Bike/Walking Versus Cars**



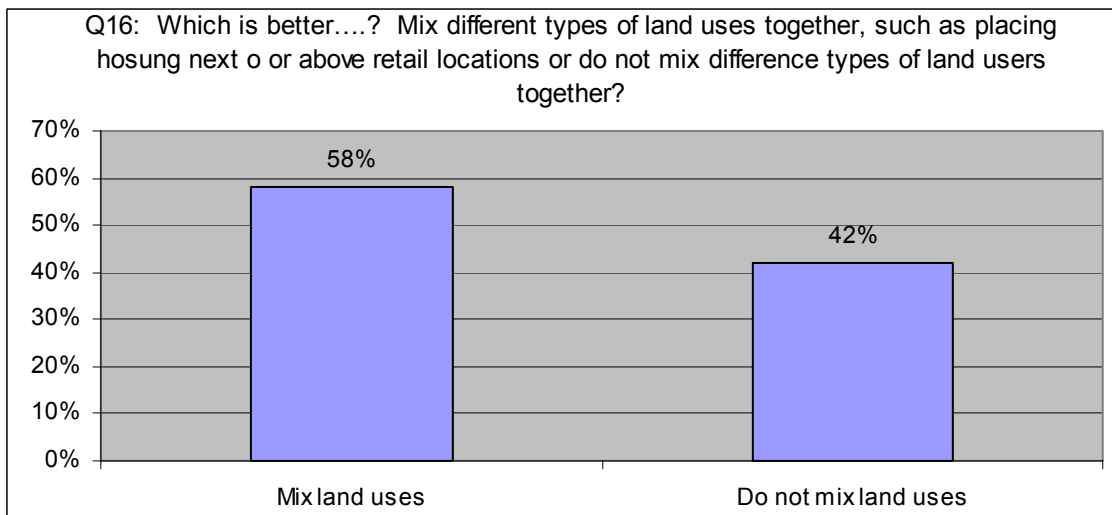
On the issues of mixing housing types and land uses, respondents indicate more diverse attitudes. While a majority supports developments with

mixed housing types (66%) and mixed land uses (58%), significant numbers believe it is better for the county to plan developments that do not mix types of housing (34%) and/or land uses (43%) (Tables 35 and 36). Opposition to mixed land uses is greater than the opposition to mixed housing types.

**Table 35: Developments Which Mix Housing Types Versus Do Not Mix**

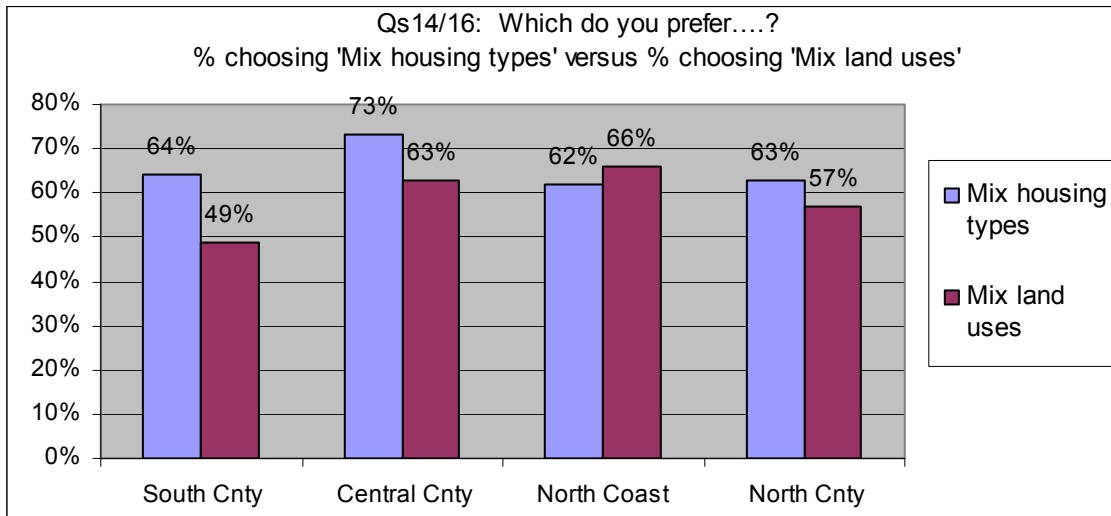


**Table 36: Developments that Mix Land Uses Versus Do Not Mix Land Uses**



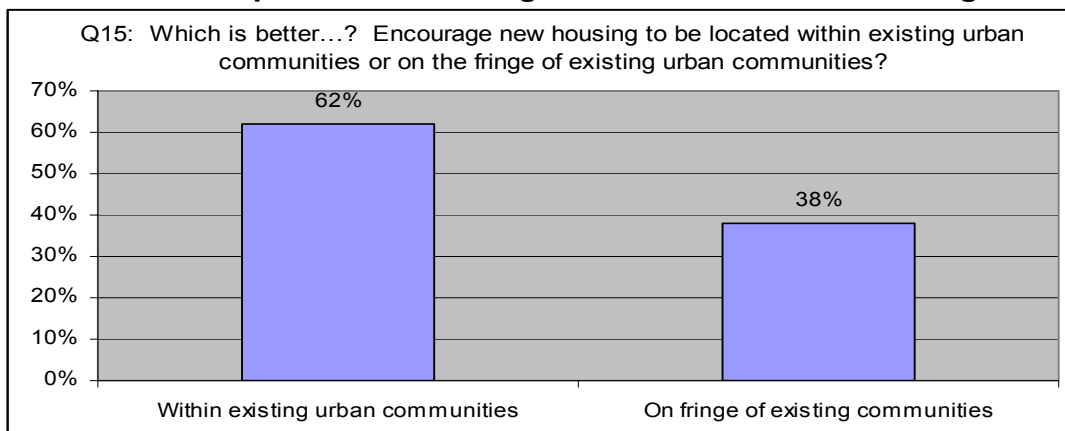
Respondents in North County, South County and North Coast are less supportive of mixing housing types than are Central County respondents. Unlike respondents in other regions, North Coast respondents support mixed land use more than they support mixing housing types (Table 37).

**Table 37: Developments that Mix Housing Types Versus Mix Land Uses**



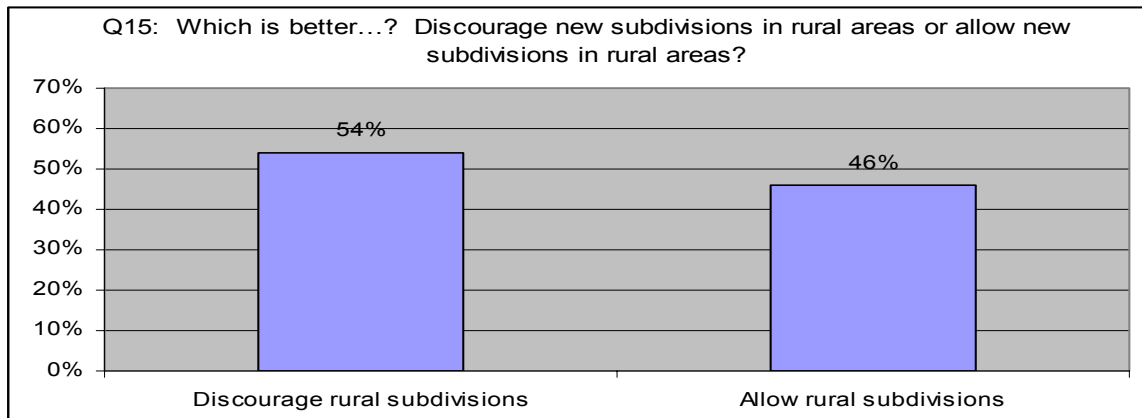
On the issue of where to locate new housing developments, respondents are also divided. Those who want to encourage housing construction within communities (62%) outnumber those who want to encourage construction on the fringe of existing communities (38%) (Table 38). South County and especially North County respondents (61% and 57%, respectively) are more inclined than Central County and North Coast respondents (67%) to encourage construction on the fringes of existing communities.

**Table 38: Developments in Existing Urban Areas Versus in Fringe Areas**

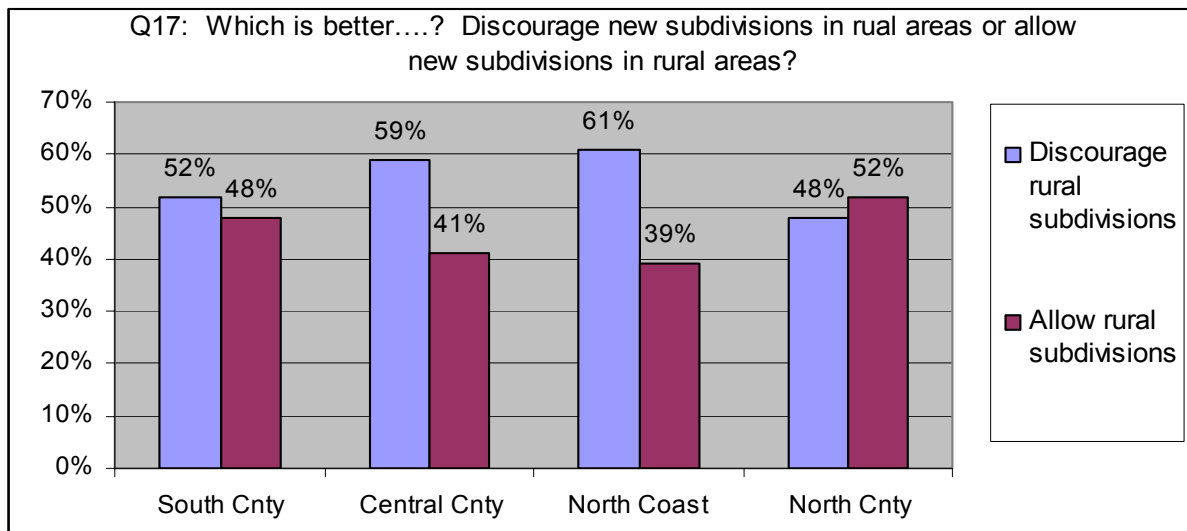


The issue with the least consensus is the issue of rural development. Fifty-four percent of all respondents would choose to discourage rural development while 46% would choose to allow it (Table 39). Attitudes vary somewhat by region with Central County and North Coast respondents being similarly opposed to rural development and South County and North County respondents being almost equally divided between the two camps (Table 40). In fact, among North County respondents, supporters of rural development outnumber those who would like to discourage it.

**Table 39: Developments in Rural Areas Versus Not in Rural Areas**



**Table 40: Developments in Rural Areas Versus Not in Rural Areas by Region**



## **DETAILED FINDINGS: Priorities**

Respondents were asked two questions regarding the priorities they assign various issues or problems in the region. First, they were asked to specify in their own words what issue they think is the most critical issue for the county to address right now. Interestingly, many respondents mentioned more than one issue. Following that question, respondents were asked to prioritize thirteen different issues using a scale of 1 to 10 with 1 being issues that have the lowest priority and 10 being issues having the highest priority.

### **Most Critical Issues**

Phone Sample respondents most want the county to focus on bolstering the county's infrastructure which includes transportation as well as fire and police protection, and addressing the affordable housing issue. Other top of mind issues were ensuring an adequate water supply, dealing effectively with the county's increasing population and addressing children's issues including schools. Jobs and the area's economy were also mentioned as being worthy of focus.

Compared to the Phone Survey respondents, Volunteer Sample respondents expressed more concern about the county's infrastructure-- particularly roads and transportation, preserving open space, controlling growth and protecting the environment. They are less concerned about area schools and activities for children.

**Table 41: Most Critical Issue(s)**

Q9: Like many California counties, SLO County has limited resources to spend on critical issues. In your opinion, what is the most critical issue for the county to focus on?			Phone Sample	Volunteer Sample
Infrastructure including transportation, traffic management, road construction and maintenance, fire and police:			22%*	42%**
	*	**		
<i>Roads</i>	8%	11%		
<i>Traffic/highway system</i>	6%	10%		
<i>Fire/police departments</i>	4%	3%		
<i>Infrastructure: unspecified</i>	3%	6%		
<i>Public transportation</i>	1%	7%		
<i>Transportation unspecified</i>	1%	5%		
Housing: Providing more affordable housing/cost of living			20%	17%
Water: Ensuring adequate supply			17%	19%
Population growth, development, land use:			16%*	22%**
	*	**		
<i>Population growth: unspecified</i>	6%	4%		
<i>Preserving open space, land use</i>	5%	13%		
<i>Limit growth</i>	4%	8%		
<i>Growth management: not being controlled well</i>	3%	10%		
Education, schools, children’s activities			14%	5%
Jobs, economy			8%	8%
Health providers, Medicare rates, need more doctors			7%	6%
Environment, air pollution			5%	10%
Crime prevention, law enforcement, gangs, safety			4%	7%
Maintaining quality of life			2%	4%
More recreation/more hiking, biking trails			1%	4%
Social services, homeless			3%	3%
Other			14%	17%

For a full listing of all comments regarding ‘most critical issue,’ please see Appendix D.

**Priority Ratings**

To determine how residents perceive the importance of various issues, respondents were asked to prioritize issues on a 10-point scale, with 10 being those items they considered worthy of the highest priority. The question was:

Q10: Now, I'm going to ask about some specific issues that have generally been considered important in the county. Because it is not possible to provide adequate resources for all of the following issues, these issues must be prioritized. On a scale of 1 to 10, with 1 being the VERY lowest priority and 10 being the VERY highest priority, what priority do you place on....?

A comparison of the mean scores for each of the factors shows that 'providing quality education' and 'ensuring an adequate water supply' rank as the highest priority items in the minds of respondents. Ranked second are 'improving health care options,' 'protecting open space,' and 'protecting clean air.' Issues identified as having the lowest priority are 'providing more walkable/bikeable communities' and 'providing better bus service.' [Please note: Air quality issues are shown in all caps in the table below.]

**Table 42: Prioritized Issues Ranked by Mean Score**

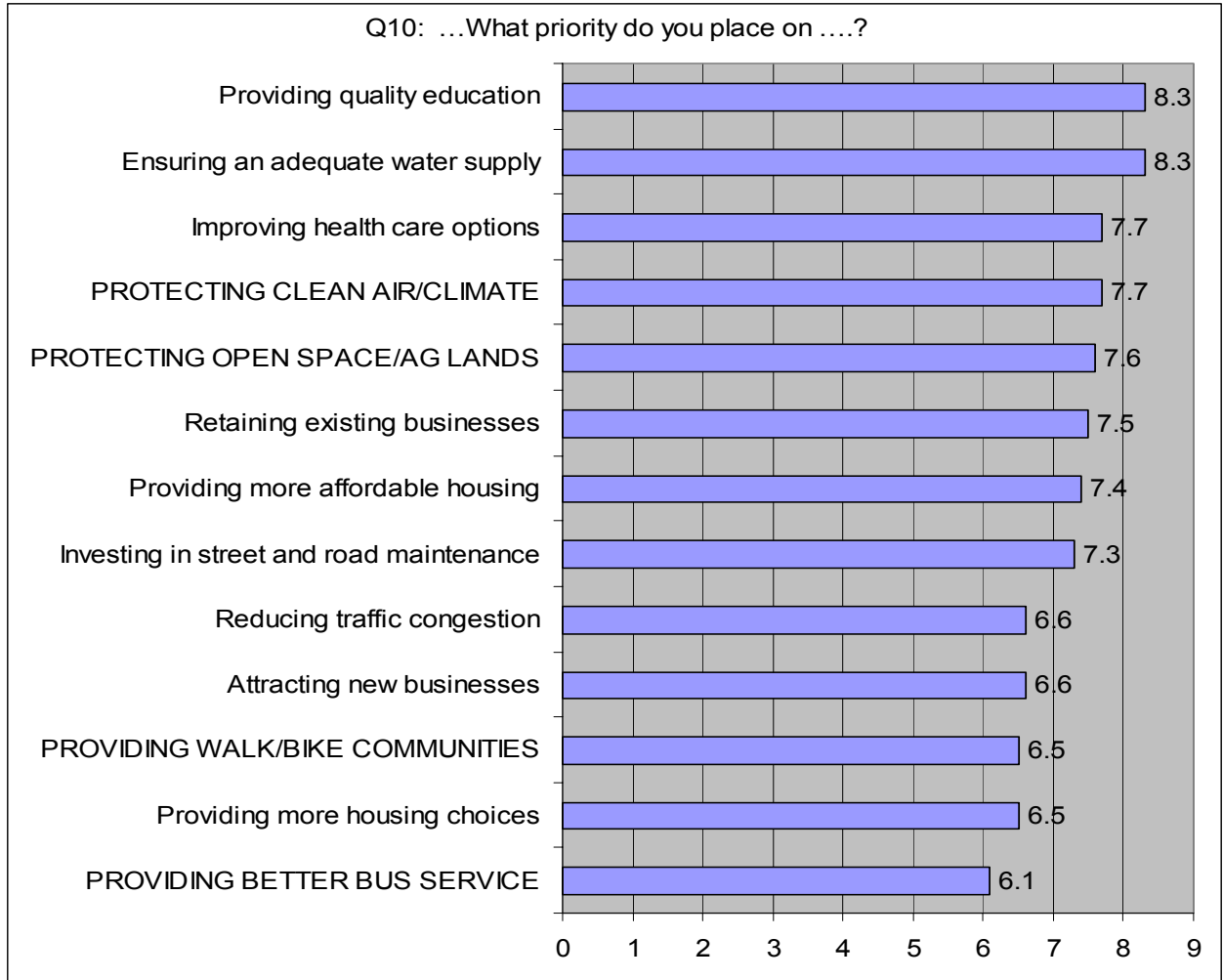


Table 43 on the following page illustrates how the four regions' respondents differ in their ratings of the relative importance of these issues. In Table 43, the issues are ranked from 1 to 13 within each region. Each issue is color coded so that its relative ranking across the four regions is more apparent. For instance, 'protecting open space' ranked 5<sup>th</sup> in South County and North Coast but 4<sup>th</sup> in Central County and 6<sup>th</sup> in North County. 'Providing quality education' ranked first in South County and North Coast and second in Central and North County. 'Ensuring an adequate water supply' ranked second in South County and North Coast, and first in Central and North County.

With the exception of ‘ensuring an adequate water supply’ and ‘providing quality education’ which were ranked first or second in all regions, regions differed significantly in their rankings. They differed the most on ‘investing in street and road maintenance’ and ‘attracting new businesses.’ Road maintenance ranked 7<sup>th</sup> and 8<sup>th</sup> in South County and Central County but 10<sup>th</sup> in North Coast and 4<sup>th</sup> in North County. ‘Attracting new businesses’ ranked at or near the bottom in South and Central County and in 8<sup>th</sup> place in both North Coast and North County. Other issues where opinions varied significantly are ‘protecting clean air and the climate’ (3<sup>rd</sup> in Central and South County and 7<sup>th</sup> in North County), ‘providing more affordable housing’ (5<sup>th</sup> in Central County and 9<sup>th</sup> in North County), ‘retaining existing businesses’ (7<sup>th</sup> in Central County and North Coast and 3<sup>rd</sup> in North County), ‘reducing traffic congestion’ (9<sup>th</sup> in South County and Central County and 13<sup>th</sup> in North Coast), and ‘providing more housing choices’ (9<sup>th</sup> in North Coast and 13<sup>th</sup> in North County).

**Table 43: Prioritized Issues Ranked By Mean Score Within Region**

<b>Total</b> 6.1 – 8.3	<b>South Cnty</b> 6.0 - 8.2	<b>Central Cnty</b> 6.0 - 8.3	<b>North Coast</b> 5.9 - 8.8	<b>North Cnty</b> 5.8 - 8.5
Education 8.3	Water 8.2	Education 8.3	Water 8.8	Education 8.5
Water 8.3	Education 8.1	Water 8.2	Education 8.4	Water 8.2
Health Care 7.7	AIR/CLIMATE 7.8	AIR/CLIMATE 7.9	Health Care 8.4	Existing Businesses 7.9
AIR/CLIMATE 7.7	Health Care 7.7	OPEN SPACE 7.8	AIR/CLIMATE 8.1	Road Maintenance 7.7
OPEN SPACE 7.6	OPEN SPACE 7.6	Affordable Housing 7.7	OPEN SPACE 8.0	Health Care 7.4
Existing Businesses 7.5	Existing Businesses 7.4	Health Care 7.6	Affordable Housing 8.0	OPEN SPACE 7.3
Affordable Housing 7.4	Road Maintenance 7.4	Existing Businesses 7.3	Existing Businesses 7.5	AIR/CLIMATE 7.0
Road Maintenance 7.3	Affordable Housing 7.2	Road Maintenance 6.9	New Businesses 7.1	New Businesses 6.9
Reducing Traffic 6.6	Reducing Traffic 7.0	Reducing Traffic 6.8	Housing Choices 7.1	Affordable Housing 6.7
New Businesses 6.6	WALKABLE TOWNS 6.6	Housing Choices 6.8	Road Maintenance 7.0	Reducing Traffic 6.6
WALKABLE TOWNS 6.5	Housing Choices 6.5	WALKABLE TOWNS 6.6	WALKABLE TOWNS 6.9	BUS SERVICE 6.1
Housing Choices 6.5	New Businesses 6.3	BUS SERVICE 6.1	BUS SERVICE 6.4	WALKABLE TOWNS 5.8
BUS SERVICE 6.1	BUS SERVICE 6.0	New Businesses 6.0	Reducing Traffic 5.9	Housing Choices 5.8

Another way to analyze this data is to look at the percent of respondents in each region who rated each issue a '10'. Highlighted percentages in Table 44 below are those where opinions differ the most. Issues without any highlighting are issues where regions generally agree on priority. For instance, about 40% of the residents in each region rated 'providing quality education' a 10. By contrast,

54% of North Coast respondents gave ‘ensuring an adequate water supply’ a 10 while only 39% of South and Central County rated it a 10. In summary, North County respondents are more concerned than others with retaining and attracting businesses, investing in road maintenance and reducing traffic congestion and less concerned with protecting our clean air and providing affordable housing. By contrast, North Coast respondents are more concerned with our water supply and affordable housing and less with road maintenance and traffic congestion. Central County respondents are more concerned with protecting our clean air but less concerned with our water supply and retaining and attracting businesses. South County respondents are middle-of-the-road on most issues, but like Central County respondents are less concerned with our water supply than North Coast respondents.

**Table 44: Percent Rating Each Issue ‘10’/Highest Priority on 10-Point Scale**

ISSUES	Total	South Cnty	Central Cnty	North Coast	North Cnty
Providing quality education	42%	42%	44%	39%	42%
Ensuring an adequate water supply	42%	39%	39%	54%	41%
PROTECTING CLEAN AIR AND CLIMATE	36%	38%	40%	38%	27%
Providing more affordable housing	35%	35%	35%	44%	29%
Improving health care options	34%	32%	31%	38%	38%
PROTECTING OPEN SPACE/AG LANDS	30%	31%	32%	28%	28%
Retaining existing businesses	19%	18%	14%	18%	28%
Attracting new businesses	17%	14%	11%	22%	22%
Providing more housing choices	19%	20%	19%	22%	15%
Investing in street and road maintenance	16%	19%	12%	6%	25%
Reducing traffic congestion	16%	18%	13%	9%	21%
PROVIDING MORE WALK/BIKE COMMUNITIES	15%	15%	18%	11%	14%
PROVIDING BETTER BUS SERVICE	14%	12%	13%	13%	17%

Highest percent    Lowest percent

A comparison of the Phone Sample to the Volunteer Sample indicates that Volunteer Sample respondents place a higher priority on ‘protecting open space and ag lands’ and less priority on ‘providing more affordable housing,’ ‘attracting new businesses’ and ‘investing in street and road maintenance.’ On other issues, the two samples generally agreed in their assessments.

## APPENDIX A: Zip Codes and Region Assignments

At the outset of each survey, respondents were asked their zip codes. Their zip code determined their region assignment. Assignments based on zip codes were as follows:

South County Region	Central County Region	North Coast Region	North County Region
93254 Cuyama 93420 Arroyo Grande 93421 Arroyo Grande 93424 Avila Beach 93433 Grover Beach 93444 Nipomo 93445 Oceano 93449 Pismo Beach/Shell Beach	93401 San Luis Obispo 93403 San Luis Obispo 93405 San Luis Obispo	93402 Los Osos 93428 Cambria 93430 Cayucos 93442 Morro Bay 93443 Morro Bay 93452 San Simeon	93422 Atascadero 93423 Atascadero 93426 Bradley 93432 Creston 93446 Paso Robles 93447 Paso Robles 93451 San Miguel 93453 Santa Margarita 93461 Shandon 93465 Templeton

## **APPENDIX B: AN OVERVIEW AND COMPARISON OF PHONE AND VOLUNTEER SURVEY SAMPLES**

The data in this report was compiled from two different sources: the Random Phone Survey and the Volunteer Survey. To better evaluate data from these two sources, it is important to understand who responded to the surveys and how they are similar to and different from San Luis Obispo County's population as well as how respondents in the two survey methods are similar and different from each other. Tables A1 and A2 on the following pages compare respondents in the Random Phone Sample to both the U.S. Census and respondents in the Volunteer Sample. Tables A3 and A4 compare the demographics of Internet, Newspaper and Other Sample respondents—those who make up the Volunteer Sample.

A review of the data in Tables A1 and A2 clearly indicates that the Random Phone Sample is an *excellent* match to San Luis Obispo County's population as reflected in the U.S. Census (2003 and 2006). It should be noted here that the Phone Sample data was weighted slightly by age, education and sex to bring it in line with county demographics as determined by the U.S. Census. Weighting is a statistical procedure which corrects under and over representation of subgroups. In San Luis Obispo County, males under 34 with AA degrees or less are typically under represented. Women over the age of 65 with college degrees are typically over represented. Weighting the data simply means that responses from these subgroups are 'weighted' so that their responses are included in the aggregated data in proportion to their existence in the general population. In this study, responses from young men were weighted

by a factor of slightly more than 1 while responses from older educated women were weighted by a factor of slightly less than 1. Opinions expressed by both groups are therefore accurately represented in the overall data.

Random Phone Sample approximates the U.S. Census Data on all measures except household income and home ownership. A comparison shows that the Phone Sample includes more high and fewer low income households and more home owners than exist in the general population. However, the differences are relatively small and will not impact overall survey totals significantly.

Compared to the Phone Sample, Volunteer Sample respondents are more likely to be female, Anglo, over the age of 45, living in higher income households and in their own homes. In addition, a greater share lives in incorporated areas in the county and in two-person households. Regional representation among the two samples is very similar as is tenure in the county and representation of commuters and, to some extent, students.

When we look at demographic data for the three sources of the Volunteer Sample (Tables A3 and A4 on the following pages), we see that each sampling method garnered information from select groups of respondents. The Internet Sample (n = 880) is skewed to college graduates, Anglos, higher income household members and people between 45 and 64 years old. The Newspaper Sample (n = 392) is dominated by people over the age of 65, Anglos, homeowners and non-commuters. The 'Other' Source Sample (n = 114) is very different from the Internet and Newspaper Samples and is dominated by

Hispanics, people between 18 and 44, with lower educational attainment and from lower income households. While the data from each of these three groups does not reflect county-wide attitudes, the groups' aggregated data does provide valuable insights into, and support for, the Phone Sample data.

Of the sampling methods used, the Phone Sample provides the most accurate measure of overall county attitudes. In analyzing the data obtained from the surveys, we looked first at the data generated by the Phone Survey to understand the county at large and then at the Volunteer Sample to understand the sentiments of the more outspoken members of our communities. When illuminating, this additional information is provided.

In addition to providing responses to closed ended questions, Volunteer Sample respondents responded enthusiastically to the open ended questions with thoughtful and at times provocative answers. Most importantly, the incorporation of the Volunteer Sample allowed many people to be involved in the survey process who would not otherwise have had a chance to speak out. We found their comments especially helpful and illuminating. They are shown in the Appendix D.

**Table A1: Survey Samples Versus U.S. Census Data**

BASIC DEMOGRAPHICS	U.S. Census Data/ 2006 ACS	Random Phone Sample	Volunteer Sample
n =		605	1,373
<b>REGION</b>			
Central	24%	28%	30%
South	29%	28%	24%
North Coast	18%	16%	19%
North County	29%	26%	27%
<b>SEX</b>			
Male	52%	50%	42%
Female	48%	50%	58%
<b>EDUCATION</b>			
High school or less	35%	26%	45%*
Some college/AA	34%	42%	
College degree	22%	19%	29%*
Advance degree	9%	13%	26%*
<b>ETHNICITY</b>			
White/non-Hisp	74%	73%	86%
Hispanic	18%	18%	7%
Other	8%	9%	7%
<b>HOUSEHOLD INCOME</b>			
Under \$35K	40%	25%	18%
\$35 - \$75K	33%	39%	37%
\$75K+	27%	37%	45%
<b>AGE</b>			
18-44	48%	48%	29%
45-64	33%	33%	45%
65+	18%	19%	26%

\* Some data on education from the Internet Survey was not properly retrieved. Therefore, these percentages are based on information provided by respondents in the Newspaper and Other Samples and some of the respondents in the Internet Survey.

**Table A2: Survey Samples Versus U.S. Census Data**

OTHER MEASURES	U.S. Census Data/ 2006 ACS	Random Phone Sample	Volunteer Sample
n =		605	1,373
<b>HOME OWNERSHIP</b>			
Own	61%	67%	79%
Rent	39%	33%	21%
<b>LOCATION OF HOME</b>			
Incorporated areas	59%	60%	79%
Unincorporated area	41%	40%	21%
<b>TYPE OF HOME</b>			
Detached home/small yard		33%	46%
Detached home/large yard	65%	40%	40%
Condo/apartment/town home/other	35%	27%	14%
<b>HOUSEHOLD SIZE</b>			
One	na	13%	16%
Two	na	34%	52%
Three +	na	53%	32%
<b>LENGTH OF TIME IN COUNTY</b>			
<5 years	13%	13%	12%
5 - <10 Years	na	18%	16%
10 - <20 years	na	24%	27%
20+ years	na	45%	45%
<b>STUDENT STATUS</b>			
Not a student	85%	89%	94%
Student	15%	11%	6%
<b>COMMUTER STATUS</b>			
Not a commuter	46%	50%	48%
Commuter	54%	50%	52%
<b>LENGTH OF COMMUTE</b>			
Commute <25 min	68%	77%	71%
Commute 25 min+	32%	23%	29%
Mean	19.7		

**Table A3: Volunteer Sample Detail**

n =	VOLUNTEER SAMPLE			
	Total 1,373	Internet Survey 862	Newspaper 402	Other 109
<b>SEX</b>				
Male	42%	43%	42%	29%
Female	58%	57%	58%	71%
<b>REGION</b>				
Central	30%	34%	22%	26%
South	24%	21%	27%	42%
North Coast	19%	18%	23%	13%
North County	27%	28%	28%	20%
<b>EDUCATION</b>				
Some college or less	45%*	34%*	47%	81%
College degree +	29%*	41%*	23%	10%
Advance degree	26%*	25%*	30%	9%
<b>ETHNICITY</b>				
White/non-Hisp	86%	89%	94%	38%
Hispanic	7%	4%	2%	53%
Other	7%	7%	4%	9%
<b>HOUSEHOLD INCOME</b>				
Under \$35K	18%	8%	22%	80%
\$35 - \$75K	37%	40%	39%	11%
\$75K+	45%	52%	39%	9%
<b>AGE</b>				
18-44	29%	35%	3%	74%
45-64	45%	52%	36%	26%
65+	26%	13%	61%	0%

\* Some data on education from the Internet Survey was not properly retrieved. Therefore, these percentages are based on information provided by respondents in the Newspaper and Other Samples and some of the respondents in the Internet Survey.

**Table A4: Volunteer Sample Detail**

		VOLUNTEER SAMPLE			
			Internet	Newspaper	Other
		Total	Survey		
	n =				
<b>HOME OWNERSHIP</b>					
Own		79%	79%	93%	21%
Rent		21%	21%	7%	79%
<b>LOCATION OF HOME</b>					
Incorporated areas		79%	82%	74%	92%
Unincorporated area		21%	18%	26%	8%
<b>TYPE OF HOME</b>					
Detached home/small yard		46%	45%	48%	35%
Detached home/large yard		40%	41%	43%	23%
Condo/apartment/town home/other		14%	14%	9%	42%
<b>HOUSEHOLD SIZE</b>					
One		16%	14%	25%	10%
Two		52%	53%	60%	15%
Three +		32%	34%	15%	75%
<b>LENGTH OF TIME IN COUNTY</b>					
<5 years		12%	13%	7%	22%
5 - <10 Years		16%	15%	14%	29%
10 - <20 years		27%	27%	26%	21%
20+ years		45%	44%	53%	27%
<b>STUDENT STATUS</b>					
Not a student		94%	93%	99%	84%
Student		6%	7%	1%	16%
<b>COMMUTER STATUS</b>					
Not a commuter		48%	39%	74%	20%
Commuter		52%	61%	26%	80%
<b>LENGTH OF COMMUTE</b>					
Commute <25 min		71%	70%	72%	73%
Commute 25 min+		29%	30%	28%	27%

## **APPENDICES C, D and E:**

APPENDIX C: Comparison of Phone Sample Results to Volunteer Sample Results

APPENDIX D: Open ended Responses

Q28: What have you done [life style changes]?

Q29: What motivated you to make these changes?

Q30: What, if anything, might persuade you to do more to reduce your impact on air pollution and to address climate change?

Q31: [If no changes made:] What, if anything, might persuade you to take action to reduce your impact on air pollution and to address climate change?

Q7: Why do you say that (county will be a better place to live in 5 to 10 years)?

Q8: Why do you say that (county will be a worse place to live in 5 to 10 years)?

Q9: What is the most critical issue facing the county right now?

APPENDIX E: Questionnaire

For the above three appendices, please go to the APCD web site—

[www.slocleanair.org/community/survey.asp](http://www.slocleanair.org/community/survey.asp) -- or contact APCD for a hard copy at

805-781-5912.