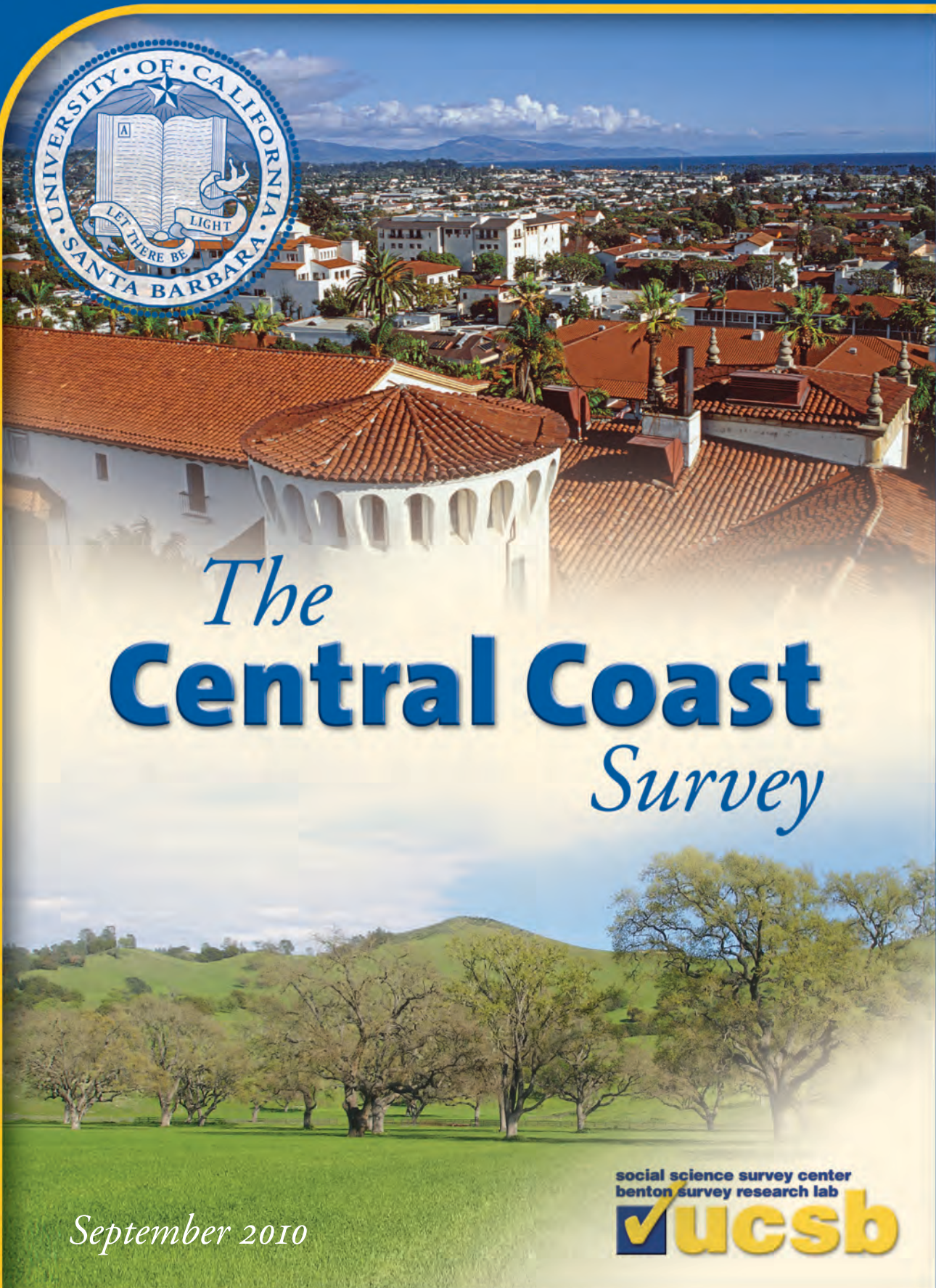


UNIVERSITY OF CALIFORNIA, SANTA BARBARA



The
Central Coast
Survey

September 2010

social science survey center
benton survey research lab



The Central Coast Survey

September 2010

Land Use, Agriculture, and the Environment

**Social Science Survey Center/Benton Survey
Research Lab**

University of California, Santa Barbara

Preface

The Central Coast Survey is a product of the Social Science Survey Center/Benton Survey Research Lab of the University of California, Santa Barbara (UCSB). The Center conducts survey research for both academic and non-academic clients. It was initiated in 2001 with a generous gift from Judy and Max Benton. In 2006, 2007, and 2008, the Center also received support from Santa Barbara Bank and Trust. Details about the Center are provided at:

<http://www.survey.ucsb.edu>.

The authors of the 2010 Central Coast Survey are David Cleveland, Paolo Gardinali, Garrett Glasgow, Michael McGinnes, John Mohr, Eric Smith, Megan Carney, and Lauren Copeland.

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Funding for the survey was provided by the Division of Social Sciences at UCSB. We thank the Dean of the Division, Melvin Oliver, for his support. The following report summarizes key findings of the survey. Complete results are available at:

<http://www.survey.ucsb.edu/ccs/>

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Introduction

This fourth edition of the Central Coast Survey focuses on five issue areas about which there is continuing community interest:

- Land use, growth, and development
- Agriculture
- Local food and food security
- Environmentalism
- Quality of life and the economy
- Land use, growth, and development

Santa Barbara County residents are generally satisfied with their community's rate of growth. A majority said that the growth rate is about right and a third said that it is too fast. Over 60 percent favored a law that would require new developments outside of the current urban boundaries to be put to a vote. We asked about future development plans, giving respondents a choice among *building up* with taller buildings and higher density housing in cities, *building out* with lower density housing such as single family homes in open space outside of city limits, and *not building*. The most popular choice was building out into open space, closely followed by not building. When asked about building out into land currently used for agriculture, however, support for building out fell sharply and support for not building grew.

Agriculture

Santa Barbara residents, living in both North County and South County, are strong supporters of agriculture. When asked about the Williamson Act, which helps farmers by reducing their property taxes if they keep their land in agriculture, an overwhelming majority said they favored it. When asked about a law that would require buffers to be set aside between agriculture and new housing developments to protect farmers from the complaints of new homeowners, more than two-thirds favored it. Finally, when asked about water rates for farmers and urban residents, a plurality favored lower water rates for farmers.

Support for agriculture may stem from the fact that many people have family members or close friends who are involved in agriculture. Moreover, about half of our county's residents said that they live within two miles of a farm or ranch. Despite the proximity, few people reported that there are any negative effects such as dust, noise or pesticide drift from living close to farms.

Local food and food security

Santa Barbara County residents not only support local agriculture in their views on public policy, but also with their consumer preferences. A majority of our respondents said that it is important to buy local produce. Nearly half of sample said that they purchased local produce at least once a week, for example, at a farmers' market.

Respondents were also asked to estimate how many local residents did not have access to enough food to meet basic needs. The average estimate was 20 percent, which is about twice as high as the estimate of a recent survey of low income households. Most of our respondents believed that low household income was the cause.



Environmentalism

Santa Barbara County has a well established reputation as the birthplace of the modern environmental movement and a place where environmentalism thrives. Some people suggest, however, that environmentalists are concentrated in the South County, and that North County residents do not share those values. We asked our respondents a set of questions about their environmental values. We discovered that people living in South County are slightly more pro-environment than people living in North County, but that environmentalism is widely spread throughout all of Santa Barbara County.

Quality of life and the economy

Our respondents reported that the main problem affecting their communities was the lack of affordable housing, followed by immigration and the quality of education. This is one of the few topics with strong regional differences. South County residents regarded the lack of affordable housing as much more important than did North County residents, whereas for the North County, immigration was the most important issue.

Most people believe that the economic situation has worsened since 2008. More respondents said that their families were worse off in 2010 (37 percent) than said so in 2008 (24 percent), but there is a good deal of optimism about the future. Both the cost of housing and the high prices of gasoline put a good deal of financial strain on households.

Health insurance coverage continues to be a problem for many Santa Barbara residents. Nineteen percent of our respondents reported that they did not have any kind of health insurance, the same level of lack of coverage as California. In addition, thirty percent reported that they or someone in their household had put off medical or dental treatment because they did not have the money.



Interpreting Results

The Central Coast Survey was conducted by telephone on weeknights between January 11 and March 1, 2010. Telephone numbers were generated from a list of all prefixes in Santa Barbara County. Randomly selected four-digit numbers were added to those prefixes, ensuring that both listed and unlisted numbers had an equal chance of being selected. Interviews were conducted in both English and Spanish and averaged 17 minutes in length. The questions are listed starting on page 30. All survey respondents were at least 18 years of age. In total, 2508 households were contacted, and 804 interviews were completed, for a cooperation rate of 32 percent. The results of the survey are presented beginning on page 6. The remainder of this section discusses four general issues that are important for correctly interpreting those results.

Margin of Error

The answers offered by survey respondents are estimates of the opinions of all residents in Santa Barbara County. Because only a small fraction of that population was surveyed, however, the estimates are certain to differ from the opinions of the entire population. For example, suppose that exactly 50 percent of the entire population believes that housing prices on the Central Coast will increase over the next two years, and 50 percent believes prices will decrease. If 10 residents were selected at random, it may well be that six of those would expect housing prices to rise, and four would expect prices to fall. A survey based on that 10 person sample would estimate that 60 percent of the population expects housing prices to increase, an error of 10 percent. The potential for such errors is represented by a survey's margin of error. If the margin of error is plus or minus 10 percentage points, for example, the true percentage of the population holding an opinion is likely to be within 10 percentage points of the survey's estimate of that percentage. The likelihood that this interval (the estimated percentage plus or minus 10 percentage points) contains the true percentage is the confidence level of the estimate. If the confidence level is 95 percent and the survey were repeated many times, each time with a different random sample of the same size, the interval would be expected to contain the true percentage in 95 percent of those repetitions.

This margin of error decreases with the size of the sample. With a sample of 100, the margin with a 95 percent confidence level is 10 percentage points. With a sample of 500, the margin shrinks to four percentage points. With 1,000, it is three percentage points. All of these margins are relevant for interpreting the findings presented below. For each survey question analyzed, we first present the percentage of the entire sample giving a particular answer on a survey question. In that case, the relevant margin of error is 3.45 percentage points. We then present the percentage of various subgroups who give a particular answer. Here the margin of error will be larger because the size of these subgroups is smaller than the sample as a whole.

Subgroups

In reporting our findings, we chose three main subgroups. The first is based on geography, comparing survey respondents in North and South Santa Barbara County. In our sample, 51 percent of the survey respondents are residents of North Santa Barbara County, and 49 percent



are residents of South Santa Barbara County.¹ The second set is based on ethnicity, particularly Whites and Latinos. Whites are 65 percent of the sample, and Latinos are 22 percent. An additional 14 percent of the population belongs to other racial and ethnic groups, each of which is too small in number to analyze separately. The third set of subgroups is based on household income. Income subgroups were chosen to divide respondents into three groups of roughly equal size. According to this division, low-income households (27%) have an annual income of less than \$35,000, middle-income households (35%) have an annual income greater than \$35,000 but less than \$80,000, and high-income families (38%) have annual income greater than \$80,000.

| | Region in SB County | | Ethnicity | | Household Income | | |
|---------------------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Percentage of Respondents | 51% | 49% | 65% | 22% | 27% | 35% | 38% |

Statistics for these subgroups are presented consistently throughout the report. Survey answers for other subgroups are also presented where appropriate for particular questions.

Different partitions of survey respondents may be related to each other. For example, Latinos tend to have lower household incomes than Whites. In particular, 52 percent of Latino households have an annual income of less than \$35,000, while only 17 percent of White households have incomes below that level. To an extent, therefore, the answers from low-income households to a particular question are also representative of Latino households.

Weighting

As is common with telephone surveys, our sample slightly over-represents older respondents and women. This is likely due to the popularity of cell phones with younger individuals, and the tendency of women to be more likely to agree to be interviewed. In presenting our results, we weight the responses of men and younger individuals more heavily than those of women and older individuals in order to make our sample more representative of Santa Barbara County as a whole.

Reporting Results

Throughout the report, findings are presented as the percentage of survey respondents who gave each of the possible answers to a certain question. An asterisk (*) indicates that less than 0.5% but more than 0 respondents gave that answer. These percentages are rounded to the nearest integer, so the percentages for all answers in some tables may not add up to 100. To any question, respondents could reply “don’t know.” In what follows, we include the percentage of respondents who chose that option for each question. Some respondents declined to answer certain questions. In general, the refusal rate was quite low (rates are reported beginning on page 30). The notable exception was the question about household income, a question that respondents in many types of surveys are reluctant to answer. In this particular survey, 11 percent of

¹ North County was defined as residents of Buellton, Guadalupe, Lompoc, Los Alamos, Los Olivos, Orcutt, Santa Maria, Santa Ynez, and Solvang. South County was defined as residents of Carpinteria, Gaviota, Goleta, Isla Vista, Montecito, Santa Barbara, and Summerland.



respondents refused to report their household income. Another 3 percent replied that they did not know their household's annual income. Respondents who declined to answer the income question or who did not know their income could not be included in subgroups defined by income, thus reducing the size of these subgroups and increasing the margin of error.



Land Use, Growth, and Development

Growth is a perennial topic of discussion in Santa Barbara County. As expected, most residents of Santa Barbara County have a cautious approach to development, with about half of all survey respondents regarding our current rate of growth as “just about right, and about one-third regarding it as “too fast.” Despite the frequently voiced concerns about the differences in attitudes towards development between North and South County, we observed little difference in our survey. Differences across ethnic groups and income were also minimal.

“Overall, do you think growth and development in your area is happening too fast, too slow, or just about right?”

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|------------------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Too Fast | 31% | 33% | 29% | 31% | 28% | 33% | 33% | 28% |
| Just About Right | 54 | 53 | 56 | 57 | 57 | 56 | 52 | 57 |
| Too Slow | 13 | 13 | 13 | 11 | 12 | 9 | 14 | 14 |
| Don't Know | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 |

This cautious attitude towards growth was also reflected in responses to a survey question about a hypothetical law that would require voter approval for developments outside of existing urban boundaries, with about two-thirds of respondents supportive of such a law. Once again, there was little difference between North and South County, or across ethnic, income, or political categories.

“Some people have suggested a new law that would require any new developments outside our current urban boundaries could only be built if the voters approved it in a countywide election. Would you favor or oppose such a law?”

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|--------------------------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Favor | 62% | 64% | 60% | 61% | 63% | 58% | 67% | 64% |
| Neither Favor Nor Oppose | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 |
| Oppose | 28 | 30 | 25 | 30 | 22 | 25 | 24 | 30 |
| Don't Know | 8 | 8 | 8 | 5 | 13 | 15 | 6 | 3 |

What kind of development would the residents of Santa Barbara County support in the future? Respondents were presented with three hypothetical choices for a future development plan:

- Build higher density housing, multistory apartments, and condos, in undeveloped open spaces within existing city limits (“Build Up”).
- Build lower density housing, such as single family homes, in undeveloped open spaces outside of existing city limits (“Build Out”).
- Do not build more housing (“Don’t Build”).



When presented with this choice, a small plurality of respondents preferred a plan to build low density housing on open land, followed by a preference not to build at all. High density housing was the least popular option. There is a clear difference between the preferences of North and South County residents, with North County respondents less supportive of high density housing and more supportive of the “don’t build” option, while South County respondents were about evenly divided between those two options, with slightly more respondents preferring high density housing to not building at all. Latinos and lower income respondents offered more support than other groups for building low density housing in undeveloped open spaces, and were less supportive of high density housing or not building.

“Over the years several different plans for building housing in Santa Barbara County have been proposed. Assuming the following three plans were the only alternatives, which would you prefer?”

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|-------------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Build Up | 23% | 19% | 29% | 27% | 18% | 17% | 26% | 28% |
| Build Out | 40 | 40 | 40 | 34 | 49 | 49 | 33 | 37 |
| Don’t Build | 33 | 37 | 28 | 35 | 29 | 28 | 39 | 32 |
| Don’t Know | 4 | 4 | 3 | 4 | 4 | 6 | 2 | 3 |

One factor that may affect attitudes toward building on open land is whether an individual sees a benefit to keeping these spaces undeveloped. Over one-third of respondents reported using undeveloped open space for recreational purposes at least once a week. South County respondents were much more likely to report using open space for recreation on a regular basis than North County residents, perhaps due to greater ease of access to such undeveloped areas.

“How often do you use open space or undeveloped areas for recreation, such as hiking, camping, bird watching, fishing, or hunting?”

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|----------------------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Several Times a Week | 22% | 14% | 31% | 24% | 15% | 19% | 24% | 24% |
| Once a Week | 17 | 19 | 16 | 16 | 20 | 19 | 14 | 17 |
| Once a Month | 18 | 19 | 16 | 18 | 19 | 11 | 18 | 25 |
| A Few Times a Year | 17 | 17 | 16 | 20 | 13 | 13 | 21 | 18 |
| Once a Year | 8 | 9 | 7 | 6 | 9 | 12 | 9 | 5 |
| Once Every Few Years | 3 | 3 | 2 | 2 | 4 | 2 | 2 | 3 |
| Never | 16 | 19 | 12 | 14 | 18 | 24 | 11 | 7 |
| Don’t Know | * | 1 | * | * | 1 | 1 | * | * |

As one might expect, those that report using undeveloped open spaces for recreation at least once a week were less supportive of development in these areas than those who used open space for recreation less frequently.

Commute time and owning versus renting a home also played a role in determining attitudes towards development. 26% of people in our survey report a commute to work of at least 30



minutes, and 41% of people in our survey rent their home. As expected, those with long commutes to work and who rent were more supportive of growth and development in Santa Barbara County.

Finally, concern over the lack of affordable housing also influenced opinions on building housing in undeveloped open spaces. 42% of people in our survey named “lack of affordable housing” as the first or second most important problem facing their community. These people were more supportive of development than respondents who did not view the lack of affordable housing as a major concern.

| | All Adults | Use Open Space at Least Once a Week? | | Commute Time? | |
|-------------|------------|--------------------------------------|-----|------------------|--------------------|
| | | No | Yes | Under 30 Minutes | 30 Minutes or More |
| Build Up | 23% | 23% | 25% | 25% | 26% |
| Build Out | 40 | 43 | 36 | 35 | 47 |
| Don't Build | 33 | 30 | 36 | 37 | 26 |
| Don't Know | 4 | 4 | 3 | 3 | 1 |

| | All Adults | Own or Rent Home? | | Housing Main Concern for Community? | |
|-------------|------------|-------------------|------|-------------------------------------|-----|
| | | Own | Rent | No | Yes |
| Build Up | 23% | 23% | 24% | 20% | 28% |
| Build Out | 40 | 36 | 46 | 37 | 44 |
| Don't Build | 33 | 38 | 25 | 39 | 25 |
| Don't Know | 4 | 3 | 5 | 5 | 3 |

A different picture emerges when the same three hypothetical development choices were offered to respondents, except that the development would take place on agricultural land rather than undeveloped open space. Since the 1950s there has been a steady conversion of farmland, especially prime farmland, to non-agricultural uses, mostly urbanization.² Between 1954 and 2008 the urbanized area in Santa Barbara County grew from 9,600 to 62,300 acres, while prime farmland decreased from 83,600 to 67,200 acres, and total farmland (including grazing land) from 801,689 to 707,339 acres. Some of the loss of farmland is to low density rural development (e.g. ranchettes).

A clear majority of respondents in both North and South County oppose this type of development. This is consistent with the strong support for agriculture among our survey respondents discussed below. A preference not to build on agricultural land was observed across all ethnic, income, and political categories, with a majority in each case supporting the “don’t build” option.

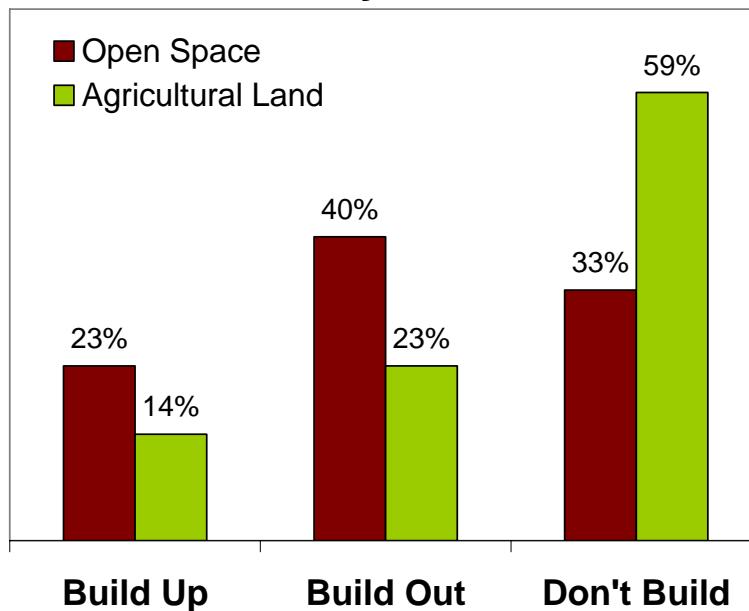
² FMMP (Farmland Mapping and Monitoring Program). 2009. County, Important Farmland Data Availability. Sacramento: California Department of Conservation, Division of Land Resource Protection; Osherenko, G., Onsted, J., Clarke, K., Boucquey, N., and Hart, K.N. 2008. Retaining California’s Coastal Agricultural Land Through Economic Incentives, Regulation, and Purchases. Los Angeles, California: University of Southern California Sea Grant Program.



“What if instead of building in undeveloped open spaces, the plans called for building housing on agricultural land currently being used for farming? In that case, which of these three plans would you most prefer?”

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|-------------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Build Up | 14% | 13% | 16% | 16% | 14% | 12% | 14% | 20% |
| Build Out | 23 | 22 | 25 | 22 | 30 | 28 | 21 | 23 |
| Don't Build | 59 | 61 | 56 | 59 | 51 | 55 | 62 | 55 |
| Don't Know | 3 | 3 | 3 | 3 | 5 | 5 | 3 | 2 |

Development Preferences Among SB County Residents



Agriculture

As one might expect from the negative reactions to proposed development on agricultural land, there is strong support for agriculture in Santa Barbara County. Santa Barbara County is an agricultural county in terms of resource use, employment and production. According to the 2007 census of agriculture, 41% of all land in the county is in agriculture. Most agricultural land (87%) is used for grazing or pasture with the remainder is crop land.

Santa Barbara County agricultural production in 2009 was valued at \$1.24 billion, which places it 14th of 58 counties in California. In terms of economic value fruits, vegetables and nuts dominate (82%), with nursery products second (14%), and livestock, poultry and their products (along with apiary products) accounting for only 3% of the county's agricultural production value.

The pro-agricultural stance of our survey respondents did not differ substantially between North and South County, as reflected in several of our survey questions. For instance, the Williamson Act slows the conversion of agricultural land to other uses by reducing property taxes on qualifying land; the state reimburses local jurisdictions for a large proportion of the taxes that farmers and ranchers would otherwise have to pay. Most agricultural land in Santa Barbara County is protected by the Williamson Act, although state funding was suspended in fiscal year 2009-10 due to lack of funding. Santa Barbara County residents strongly support the Williamson Act.

“In California, a law called the Williamson Act helps farmers by reducing their property taxes if they keep their land in agriculture. Do you think this is a good law or a bad law?”

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|--------------------------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Good Law | 82% | 80% | 85% | 85% | 79% | 77% | 88% | 86% |
| Neither Good nor Bad Law | 3 | 3 | 4 | 3 | 2 | 4 | 2 | 2 |
| Bad Law | 5 | 6 | 4 | 4 | 8 | 9 | 5 | 4 |
| Don't Know | 9 | 10 | 7 | 7 | 11 | 10 | 6 | 7 |

Similarly, a majority of respondents favor buffers to protect agriculture from complaints by new residential neighbors. This majority is smaller than the majority that favors the Williamson Act, but is still large.

“Some California counties require new housing developments next to agriculture to set aside buffers between housing and agriculture to protect farmers from the complaints of new home owners. Would you favor or oppose such a law in Santa Barbara County?”

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|--------------------------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Favor | 68% | 65% | 71% | 67% | 71% | 68% | 70% | 68% |
| Neither Favor nor Oppose | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 3 |
| Oppose | 22 | 25 | 18 | 22 | 21 | 20 | 20 | 24 |
| Don't Know | 7 | 6 | 7 | 7 | 7 | 9 | 6 | 5 |



Finally, a plurality (45%) of respondents thought that agricultural water rates should be lower than residential rates. One reason for the much lower support for agriculture in responses to this question could be the perception that lower rates for farmers would result in higher rates for non-farmers. This may account for the much lower proportion of Latinos and respondents from lower income households who thought farmers should be pay lower rates, and the higher proportion who thought they should pay higher rates.

“How do you think water prices should be set in Santa Barbara County?”

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|--------------------------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Lower Rates for Farmers | 45% | 41% | 51% | 55% | 30% | 26% | 51% | 54% |
| Same Rates for Everyone | 39 | 41 | 36 | 35 | 42 | 44 | 36 | 41 |
| Higher Rates for Farmers | 8 | 9 | 8 | 3 | 19 | 20 | 6 | 1 |
| Don't Know | 7 | 9 | 5 | 6 | 9 | 10 | 8 | 4 |

What accounts for these generally pro-agricultural attitudes? Given the importance of agriculture to the Santa Barbara County economy, it is not surprising that a fair number of our survey respondents, especially in the north of the county, reported a direct or indirect economic connection to agriculture.

“Are you or any of your family members or close friends involved in agriculture in any way, either as ranchers, farmers, or farm workers, or in jobs that do a lot of business with ranchers or farmers?”

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|------------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Yes | 35% | 41% | 29% | 33% | 37% | 38% | 33% | 37% |
| No | 65 | 59 | 71 | 67 | 63 | 62 | 67 | 63 |
| Don't Know | * | 0 | * | * | 0 | 0 | * | * |

Many of our respondents also report living in close proximity to agriculture, with about one third reporting living within a mile and about half reporting living within two miles of the nearest farm or ranch. Higher income, white, and north county households were more likely to live close to farms and ranches. The income effect is likely driven by a preference for lower density housing further from urban centers once that option becomes affordable to a household.



“How close is your residence to the nearest farm or ranch?”

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|--------------------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Less Than 1 Mile | 32% | 38% | 25% | 39% | 17% | 20% | 29% | 46% |
| 1 or 2 Miles | 19 | 21 | 16 | 19 | 19 | 19 | 20 | 18 |
| 3 to 5 Miles | 19 | 18 | 19 | 19 | 19 | 15 | 21 | 18 |
| 5 to 10 Miles | 11 | 10 | 12 | 11 | 11 | 14 | 12 | 9 |
| More Than 10 Miles | 12 | 5 | 19 | 8 | 18 | 18 | 13 | 5 |
| Don't Know | 7 | 7 | 9 | 4 | 16 | 14 | 5 | 3 |

Few of our respondents reported farms or ranches having a negative effect on their households. Many of those that did report negative effects were Latino or low income. For instance, while only 17% of Latino and 20% of low income households reported living within a mile of a farm or ranch, 16% and 18% of these households reported negative effects from agricultural activity. This suggests that housing conditions for these groups are inferior to those for other groups living near farms and ranches.

“Do farms or ranches have any negative effects on people living at your residence? For example, dust, pesticide drift, noise, bad odors, or traffic?”

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|------------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Yes | 14% | 20% | 6% | 12% | 16% | 18% | 12% | 13% |
| No | 84 | 79 | 91 | 87 | 79 | 78 | 86 | 87 |
| Don't Know | 2 | 2 | 3 | 1 | 5 | 4 | 1 | * |

Finally, many respondents viewed farmers and ranchers in a positive environmental light, with a plurality verging on a majority stating that farmers and ranchers were protecting our natural resources. However, north county residents, Latinos, and low income households were more likely to say that farmers and ranchers were depleting our natural resources.

“How do you think farmers and ranchers in Santa Barbara County treat our land, water, wildlife and other natural resources?”

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|------------------------------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Protecting Our Resources | 48% | 46% | 50% | 51% | 47% | 45% | 48% | 48% |
| Not Much Effect on Resources | 21 | 22 | 20 | 24 | 12 | 18 | 20 | 28 |
| Depleting Our Resources | 13 | 17 | 8 | 7 | 22 | 23 | 10 | 8 |
| Don't Know | 18 | 15 | 22 | 18 | 19 | 14 | 22 | 16 |



Local Food and Food Security

Commercial agriculture in Santa Barbara County is linked to the dominant centralized, export-import agricultural system – most food produced in the county is exported, and most food consumed in the county is imported. However, respondents were supportive of local agriculture, both in terms of support for purchasing locally grown produce and concern over the environmental effects of the current transportation-heavy system of agriculture. This reflects the increasing interest, not only in Santa Barbara County, but in California, the US and globally, in localizing agricultural systems, and direct marketing of agricultural products has increased rapidly in Santa Barbara County in recent years.

Respondents were asked if local residents should try to buy only produce that is grown in Santa Barbara County, mostly produce grown in the county, at least some produce grown in the county, or ignore where the produce they purchase is grown. A majority of respondents felt local residents should purchase only or mostly local produce.

“How important is it to buy locally grown produce, such as fruit, vegetables, and nuts? Do you think local residents should...”

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|-------------------------------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Purchase Only Local Produce | 13% | 14% | 13% | 13% | 12% | 17% | 12% | 12% |
| Purchase Mostly Local Produce | 44 | 43 | 44 | 48 | 39 | 35 | 49 | 48 |
| Purchase Some Local Produce | 33 | 32 | 34 | 32 | 33 | 32 | 33 | 35 |
| Ignore Origin of Produce | 7 | 7 | 7 | 5 | 9 | 9 | 5 | 5 |
| Don't Know | 3 | 5 | 2 | 1 | 7 | 7 | 2 | 1 |

Our survey also showed that most Santa Barbara County residents claim to put these beliefs into practice. Respondents were asked how often they purchased local produce, at farmer's markets or other locations. South County residents report purchasing local produce more often than North County residents, perhaps because there are more certified farmer's markets in the South County (7) than in the North County (3).

“About how often do you buy local produce, for example at a farmers' market?”

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|--------------------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Once a Week | 46% | 42% | 51% | 45% | 48% | 45% | 48% | 46% |
| Once a Month | 28 | 28 | 28 | 29 | 30 | 29 | 30 | 29 |
| A Few Times a Year | 15 | 17 | 12 | 16 | 13 | 15 | 12 | 16 |
| Once a Year | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 |
| Never | 7 | 8 | 5 | 6 | 5 | 8 | 5 | 5 |
| Don't Know | * | * | 1 | * | * | * | * | 1 |



Nearly half of our respondents also report growing their own food in gardens. Whites and higher income respondents reported having a garden more often than lower income and Latino respondents, suggesting these gardens serve more as a source of recreation rather than an important source of subsistence.

“Do you have a garden where you grow fruits, vegetables or other food you eat?”

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|------------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Yes | 47% | 45% | 49% | 50% | 34% | 36% | 46% | 56% |
| No | 53 | 55 | 50 | 49 | 66 | 64 | 54 | 44 |
| Don't Know | * | * | * | * | 0 | 0 | * | * |

While some residents are focused on the source of their food, others struggle to find enough to eat. A recent survey of low income households in California revealed that approximately 8% of households in Santa Barbara County are classified as “food insecure.”³ Food insecure households are defined by the USDA as those households during the year who were uncertain of having, or unable to acquire, enough food to meet the needs of all their members because they had insufficient money or other resources for food. The highest risk groups for food insecurity are households with unemployed adults and households with undocumented immigrants. The rate of food insecurity in Santa Barbara County was the fifth highest among all California counties.

Respondents were asked to estimate the percentage of households in Santa Barbara County that did not have access to enough food to meet basic needs. The average response substantially overestimated the percentage of food insecure households, perhaps because of the difficult economic climate or because of individual variations in the definition of food insecurity. Latinos and lower income households estimated higher rates of food insecurity, most likely because they were more likely to have contact with food insecure households.

“What percentage of households in Santa Barbara County would you estimate do not have access to enough food to meet basic needs?”

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|---------------------------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Estimated % Food Insecure | 21% | 23 | 18 | 18 | 29 | 31 | 20 | 16 |

| | Party Identification | | |
|---------------------------|----------------------|-------------|------------|
| | Democrat | Independent | Republican |
| Estimated % Food Insecure | 22% | 19 | 17 |

³ Harrison, Gail G, Matthew Sharp, George Manalo-Le Clair, Anthony Ramirez, and November McGarvey. 2005. “Food Security Among California's Low-Income Adults Improves, But Most Severely Affected Do Not Share in Improvement.” UCLA Center for Health Policy Research, UCLA.



Most individuals believed that food insecurity was caused by a lack of household income, with high food prices a distant second. Latinos and people with low household incomes were more likely to blame high food prices than other groups.

“What do you believe would be the primary reason a household might have inadequate access to food in Santa Barbara County?”

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|------------------------------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Low Household Income | 74% | 74% | 74% | 78% | 69% | 65% | 76% | 79% |
| High Food Prices | 14 | 12 | 15 | 11 | 19 | 27 | 11 | 8 |
| Government Policies | 6 | 6 | 5 | 4 | 6 | 3 | 6 | 6 |
| Lack of Home Garden for Food | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 2 |
| Lack of Transportation | 2 | 3 | 2 | 2 | 3 | 3 | * | 3 |
| Lack of Local Food Stores | * | 0 | * | * | 0 | 0 | * | 0 |
| Don't Know | 2 | 2 | 1 | 2 | 1 | * | 2 | 2 |

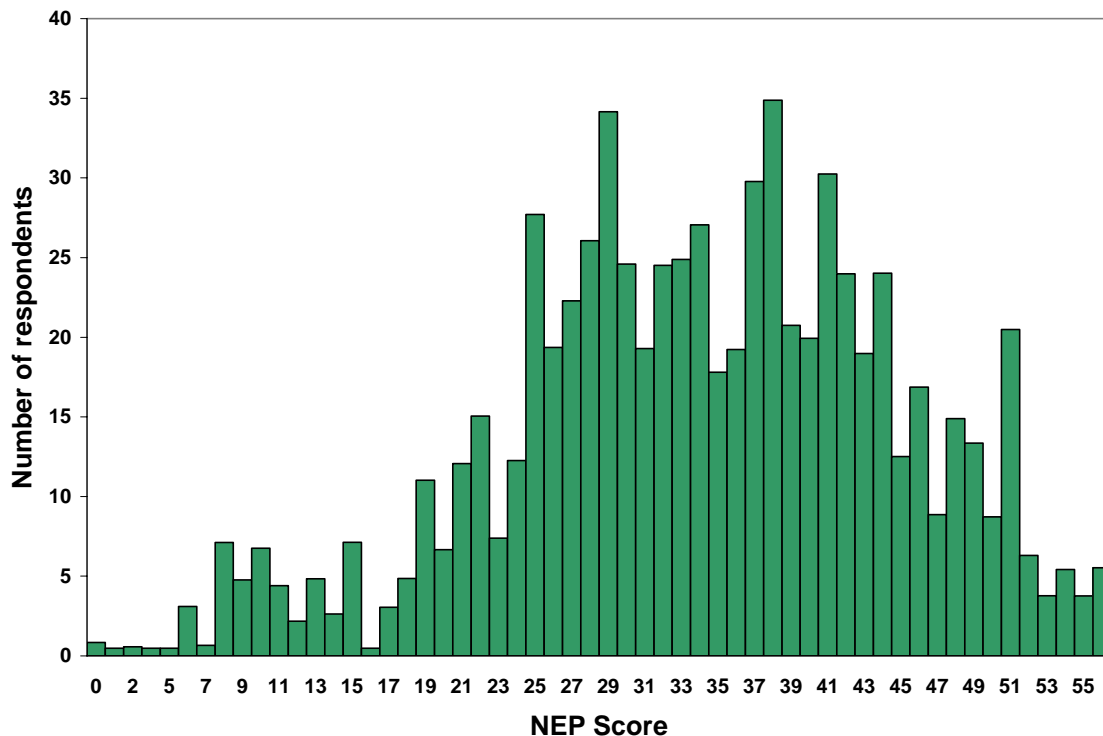


Environmentalism

Santa Barbara County has a well established reputation as the birthplace of the modern environmental movement and a place where environmentalism thrives. The 1969 Santa Barbara oil spill focused the nation's attention on environmental threats, and led to the creation of the Environmental Protection Agency the passage of the landmark National Environmental Policy Act. Some observers, however, believe that environmentalists are concentrated in South County, and that most residents of North County do not share their sentiments.

To discover where environmentalists live and who they are, we use the New Ecological Paradigm scale, which was designed to measure people's basic environmental values. The scale is built by adding together respondents' answers to fifteen questions and the relationship between people and the environment. (The questions and index construction are described in the appendix). The higher a person's score on the NEP scale, the more pro-environment he or she is.

People in Santa Barbara County hold a wide range of views. The median of 34 indicates that the average respondent leans toward the environmentalist end of the spectrum.



Contrary to stereotypes about differences between the North County and South County, we see that the two regions share fairly similar environmental values. The average South County resident is only three points more environmentalist than the average North County resident, 36 versus 33.

The NEP scores of whites and Latinos also differ with whites being five points more pro-environment than Latinos. The gap among income groups is even smaller. However, as one might expect, there are important differences between party groups. Democrats are substantially



more likely to hold environmental values than are independents, who are in turn more pro-environment than Republicans.

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|-------------------------------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| New Ecological Paradigm Scale | 34% | 33% | 36% | 37% | 32% | 33% | 35% | 37% |

| | Party Identification | | |
|-------------------------------|----------------------|-------------|------------|
| | Democrat | Independent | Republican |
| New Ecological Paradigm Scale | 40% | 33% | 29% |



Quality of Life

Most Important Problem

In both our current survey and our 2008 survey, we asked respondents about some of the larger problems affecting their communities. We used a list of commonly discussed issues, and randomized the order of the items to avoid question ordering bias. Despite the recent decline in real estate prices, the lack of affordable housing remains the number one concern for Santa Barbara residents. This is seen as a bigger problem by renters than homeowners (36 percent vs. 20 percent). Concern about immigration and the quality of education are the next most frequently identified problems. Worries about the quality of education grew more from 2008 to 2010 than any other item.

There are clear regional differences in what people see as the most important problem. North County residents are most concerned with immigration, followed by housing affordability. South County residents are most concerned with housing and education. There are also clear partisan differences in what people see as the main problem affecting their communities. The lack of affordable housing stands out for Democrats, whereas immigration is the number one problem for Republicans.

“What is the main problem affecting your community?”

| | All Adults 2008 | All Adults 2010 | Region in SB County | | Ethnicity | |
|--------------------------------|--------------------|--------------------|---------------------|-------|-----------|---------|
| | | | North | South | Whites | Latinos |
| Lack of Affordable Housing | 30% | 26% | 19% | 34% | 23% | 32% |
| Immigration | 12 | 18 | 25 | 9 | 19 | 13 |
| Quality of Education | 8 | 16 | 14 | 18 | 18 | 12 |
| Lack of Affordable Health Care | 12 | 12 | 9 | 14 | 10 | 17 |
| Crime | 9 | 10 | 12 | 8 | 9 | 11 |
| Decline in Home Values | 11 | 7 | 9 | 3 | 8 | 6 |
| Traffic Congestion | 12 | 6 | 4 | 8 | 6 | 6 |



| | Party Identification | | | Household Income | | |
|--------------------------------|----------------------|-------------|------------|------------------|----------------------|--------------------|
| | Democrat | Independent | Republican | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Lack of Affordable Housing | 32% | 26% | 15% | 31% | 29% | 20% |
| Immigration | 6 | 20 | 31 | 14 | 17 | 19 |
| Quality of Education | 15 | 16 | 15 | 15 | 15 | 19 |
| Lack of Affordable Health Care | 15 | 9 | 8 | 14 | 15 | 10 |
| Crime | 11 | 9 | 13 | 11 | 8 | 8 |
| Decline in Home Values | 6 | 7 | 7 | 3 | 4 | 12 |
| Traffic Congestion | 7 | 7 | 6 | 6 | 8 | 5 |

Economic Perceptions

Since the recession began in 2008, Americans have been dealing with tough economic situations, including people living in Santa Barbara. Only 15 percent of Santa Barbara County residents said that they were financially better off than they were a year ago, whereas 37 percent said they were worse off. These numbers have gotten worse since 2008, when 17 percent said that they were better off and only 24 percent said that their financial situation had declined over the previous year. Economic pain has spread through all groups, but whites have fared slightly better than Latinos, and people with high incomes have fared better than those with low incomes.

“Would you say that you and your household are financially better off, worse off, or just about the same as you were a year ago?”

| | All Adults 2008 | All Adults 2010 | Region in SB County | | Ethnicity | | Household Income | | |
|---------------------|-----------------|-----------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Better Off | 17% | 15% | 14% | 16% | 15% | 11% | 13% | 11% | 20% |
| Just About the Same | 58 | 43 | 51 | 46 | 51 | 49 | 46 | 51 | 48 |
| Worse Off | 24 | 37 | 35 | 38 | 33 | 39 | 40 | 38 | 33 |

Looking to the future, our survey respondents were fairly optimistic, at least in comparison with their assessments of the previous year and in comparison to our survey results from 2008. Thirty-nine percent believed that they would be financially better off, about half believed that their situations would remain the same, and only 13 percent believed that they would be worse off. This optimism is shared fairly uniformly across all region, ethnicity, and income groups.



“Now looking ahead, do you think that a year from now you and your household will be financially better off, worse off, or just about the same as now?”

| | All Adults 2008 | All Adults 2010 | Region in SB County | | Ethnicity | | Household Income | | |
|------------------------|--------------------|-----------------------|---------------------|-------|-----------|---------|-------------------|----------------------------|--------------------------|
| | | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Better Off | 31% | 39% | 38% | 39% | 40% | 38% | 40% | 37% | 42% |
| Just About the Same | 56 | 48 | 50 | 46 | 50 | 45 | 43 | 54 | 46 |
| Worse Off | 13 | 13 | 12 | 15 | 10 | 17 | 17 | 9 | 11 |

Our survey also inquired about two specific potential causes of financial problems—the cost of housing and gasoline. Both of these have posed severe economic problems for Americans in the last few years. Inflated housing prices were at the center of the recent financial crisis and helped precipitate a wave of mortgage defaults. The record high gasoline prices in the summer of 2008 hurt people financially and were singled out by voters in national polls as one of the most important issues in the 2008 election contests.

The financial pain caused by housing costs has not changed since our 2008 survey, even though costs have declined since then. Twenty-five percent of our respondents said that housing costs strained their household budgets. More renters, 32 percent, than homeowners, 20 percent, said that housing costs put a lot of strain on their households.

Two other groups stand out because they feel particularly hard hit. Forty percent of Latinos said that housing costs are causing a lot of strain, and 41 percent of people with family incomes under \$35,000 a year said that housing costs are a big problem. Other groups felt substantially less financial pain.

“Does the cost of housing place a financial strain on you and your household today?”

| | All Adults 2008 | All Adults 2010 | Region in SB County | | Ethnicity | | Household Income | | |
|---------------|-----------------------|-----------------------|---------------------|-------|-----------|---------|-------------------|----------------------------|--------------------------|
| | | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Yes, a Lot | 22% | 25% | 24% | 26% | 15% | 41% | 40% | 21% | 18% |
| Yes, a Little | 16 | 18 | 19 | 18 | 15 | 24 | 21 | 24 | 14 |
| No | 61 | 55 | 57 | 56 | 70 | 35 | 39 | 55 | 68 |

The story about Santa Barbara residents' feelings about the price of gasoline is somewhat different. The percentage of people who said that high gasoline prices put a lot of strain on their household budgets dropped significantly from 29 percent in 2008 to 22 percent in 2010. This year's survey also shows regional differences, with North County residents feeling more hurt by gasoline prices than South County residents, 25 percent vs. 19 percent. Once again, however, Latinos and people with family incomes less than \$35,000 a year were the groups that felt the most financial pressure. Forty-three percent of Latinos and 41 percent of our low income respondents said that gasoline prices caused a lot of strain.



"Does the current high cost of gasoline place a financial strain on you and your household today?"

| | All Adults 2008 | All Adults 2010 | Region in SB County | | Ethnicity | | Household Income | | |
|---------------|--------------------|--------------------|---------------------|-------|-----------|---------|-------------------|----------------------------|--------------------------|
| | | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Yes, a Lot | 29% | 22% | 25% | 19% | 10% | 43% | 41% | 20% | 8% |
| Yes, a Little | 30 | 24 | 24 | 24 | 20 | 31 | 27 | 32 | 15 |
| No | 41 | 54 | 51 | 57 | 70 | 26 | 32 | 47 | 77 |

Healthcare

The debate over healthcare reform legislation, which Congress recently passed, focused the nation's attention on the number of people without health insurance. In Santa Barbara County, 81 percent of the public has insurance, which is the same as the statewide average, according to a recent UCLA study. The number remains unchanged since 2008, despite the nation's economic problems.

There are substantial disparities in insurance coverage between ethnic and income groups. Ninety-three percent of whites, but only 57 percent of Latinos said they had health insurance. In terms of income, 98 percent of people with incomes over \$80,000 a year have health insurance, whereas only 51 percent of those with incomes under \$35,000 a year have insurance.

"Do you presently have any kind of health insurance?"

| | All Adults 2008 | All Adults 2010 | Region in SB County | | Ethnicity | | Household Income | | |
|-----|--------------------|--------------------|---------------------|-------|-----------|---------|-------------------|----------------------------|--------------------------|
| | | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Yes | 82% | 81% | 80% | 81% | 93% | 57% | 51% | 88% | 98% |
| No | 18 | 19 | 20 | 19 | 7 | 43 | 49 | 12 | 2 |

As a second measure of healthcare coverage, we asked our respondents whether they had put off medical or dental treatment because of the cost. Thirty percent of our respondents said that they had postponed treatment, which is a significant increase over the 22 percent who said they had postponed treatment in 2008. Latinos and low-income respondents were the most likely to say that they had put off treatment.

"In the past year, did you or anyone in your household put off medical or dental treatment because you didn't have the money?"

| | All Adults 2008 | All Adults 2010 | Region in SB County | | Ethnicity | | Household Income | | |
|-----|--------------------|--------------------|---------------------|-------|-----------|---------|-------------------|----------------------------|--------------------------|
| | | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Yes | 22% | 30% | 32% | 28% | 22% | 40% | 47% | 31% | 17% |
| No | 77 | 70 | 68 | 71 | 78 | 59 | 52 | 69 | 82 |



Central Coast Demographics

As the preceding sections demonstrate, responses to many of our survey questions vary across subgroups of the population. This section provides more demographic information about those subgroups. This information is also interesting in its own right because it portrays the diversity of households and individuals living in Santa Barbara County.

Most survey respondents have lived in Santa Barbara County for many years. 46% have lived in the county for 21 years or more. This percentage is lower for Latinos (35%) and lower income respondents (32%).

Length of Residence in Santa Barbara County

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|------------------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Less Than 1 Year | 2% | 1% | 2% | 2% | 1% | * | 2% | 3% |
| 1 to 4 Years | 8 | 8 | 8 | 8 | 9 | 11% | 7 | 9 |
| 5 to 10 Years | 17 | 18 | 15 | 14 | 22 | 25 | 14 | 15 |
| 11 to 20 Years | 27 | 26 | 28 | 23 | 34 | 31 | 25 | 25 |
| 21 Years or More | 46 | 46 | 47 | 52 | 35 | 32 | 52 | 49 |

Central Coast residents are highly educated, though there is a large gap in educational attainment between Whites and Latinos. 58% percent of Whites have either a four-year degree or some graduate education, as opposed to only 13% of Latinos.

Highest Level of Education Completed

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|---------------------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| High School or Less | 30% | 33% | 27% | 12% | 66% | 63% | 27% | 8% |
| Vocational School | 3 | 4 | 1 | 2 | 4 | 4 | 3 | 1 |
| Community College | 9 | 10 | 9 | 11 | 7 | 3 | 15 | 11 |
| Some College | 16 | 21 | 11 | 18 | 9 | 18 | 21 | 10 |
| 4 Year College | 23 | 19 | 28 | 31 | 9 | 10 | 21 | 37 |
| Graduate School | 18 | 13 | 24 | 27 | 4 | 3 | 13 | 33 |

There are also clear disparities across ethnic groups in household income. 71% of Latino households earn less than \$45,000 per year. In contrast, 63% of White households earn more than \$45,000 per year.



Annual Household Income

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|---------------------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Less than \$15,000 | 6% | 7% | 5% | 3% | 11% | 19% | | |
| \$15,000-\$25,000 | 15 | 16 | 13 | 6 | 28 | 48 | | |
| \$25,001-\$35,000 | 10 | 11 | 10 | 7 | 15 | 33 | | |
| \$35,001-\$45,000 | 11 | 12 | 9 | 7 | 17 | | 32% | |
| \$45,001-\$65,000 | 12 | 13 | 10 | 13 | 7 | | 35 | |
| \$65,001-\$80,000 | 11 | 10 | 11 | 13 | 8 | | 33 | |
| \$80,001-\$100,000 | 10 | 9 | 11 | 12 | 5 | | | 27% |
| \$100,001-\$125,000 | 11 | 11 | 11 | 15 | 4 | | | 29 |
| \$125,001-\$150,000 | 6 | 6 | 7 | 8 | 2 | | | 18 |
| Over \$150,000 | 10 | 7 | 13 | 16 | * | | | 26 |

Homeownership follows the same general pattern. 74% of White households own their own homes, while only 35% percent of Latino households are homeowners. 83% of households with annual incomes over \$80,000 own their homes, as compared to only 22% of those with incomes of less than \$35,000.

Housing Tenure

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Own | 59% | 63% | 56% | 74% | 35% | 22% | 64% | 83% |
| Rent | 41 | 37 | 44 | 26 | 65 | 78 | 36 | 17 |

The final characteristic we consider is the political affiliation of respondents. Overall, respondents were more likely to identify with the Democratic Party than the Republican Party, with higher levels of Democratic affiliation in the South County, among Latinos, and among respondents from low-income households.

“Generally speaking, do you usually think of yourself as a Republican, a Democrat, an independent or something else?”

| | All Adults | Region in SB County | | Ethnicity | | Household Income | | |
|-------------|------------|---------------------|-------|-----------|---------|------------------|----------------------|--------------------|
| | | North | South | Whites | Latinos | Under \$35,000 | \$35,000 to \$80,000 | More than \$80,000 |
| Democrat | 37% | 31% | 43% | 33% | 46% | 46% | 36% | 34% |
| Republican | 20 | 24 | 16 | 25 | 9 | 11 | 19 | 24 |
| Independent | 34 | 35 | 33 | 33 | 37 | 36 | 36 | 32 |
| Other | 9 | 10 | 8 | 8 | 8 | 7 | 10 | 10 |



Appendix: New Ecological Paradigm Scale

The New Ecological Paradigm (NEP) scale is one of the most widely used measures of environmentalism in survey research. The original New Environmental Paradigm scale was proposed by Riley Dunlap and Kent Van Liere in 1978.⁴ In 2000, Dunlap and his colleagues updated the NEP scale to reflect changes in public views of environmentalism.⁵

To build the NEP scale, respondents are asked to agree or disagree with fifteen statements. The specific questions are:

“Listed below are statements about the relationship between humans and the environment. For each one, please indicate whether you strongly agree, mildly agree, are unsure, mildly disagree or strongly disagree with it.”

1. We are approaching the limit of the number of people the earth can support
2. Humans have the right to modify the natural environment to suit their needs
3. When humans interfere with nature it often produces disastrous consequences
4. Human ingenuity will insure that we do NOT make the earth unlivable
5. Humans are severely abusing the environment
6. The earth has plenty of natural resources if we just learn how to develop them
7. Plants and animals have as much right as humans to exist
8. The balance of nature is strong enough to cope with the impacts of modern industrial nations
9. Despite our special abilities humans are still subject to the laws of nature
10. The so-called “ecological crisis” facing humankind has been greatly exaggerated
11. The earth is like a spaceship with very limited room and resources
12. Humans were meant to rule over the rest of nature
13. The balance of nature is very delicate and easily upset
14. Humans will eventually learn enough about how nature works to be able to control it
15. If things continue on their present course, we will soon experience a major ecological catastrophe

The responses are given scores as follows: (4)strongly agree, (3) mildly agree, (2) are unsure, (1) mildly disagree, and (0) strongly disagree. The even-numbered items are reversed so that agreement with an odd-numbered statement or disagreement with an even-numbered statement counts as pro-environment. Then respondent's answers to each statement are added to create the NEP scale, which ranges from 0 to 60.

⁴ Dunlap, Riley E., and Kent D. Van Liere. 1978. "The 'New Environmental Paradigm': A Proposed Measuring Instrument and Preliminary Results." *Journal of Environmental Education*, 9: 9-19.

⁵ Dunlap, Riley E., Kent D. Van Liere, Angela G. Mertig, and Robert Emmet Jones. 2000. "Measuring Endorsement of the New Ecological Paradigm: A Revised NEP Scale." *Journal of Social Issues* 56: 425-42.



Central Coast Survey
2010
820 Santa Barbara County and Ventura County adult residents
52.8% North SB County and 43.3% South SB County (3.9%
DK/Refuse)
ENGLISH and SPANISH

| | |
|---|---|
| <p>Gender</p> <p>50.5% Male</p> <p>49.5% Female</p> <p>PRESCR6. What city or town do you live in or live closest to? <i>¿En que ciudad ó pueblo vive usted, o cuál es la ciudad ó pueblo más cercana á donde vive ?</i></p> <p>2.1% Buelton</p> <p>3.5% Carpinteria</p> <p>0.1% Gaviota</p> <p>8.1% Goleta</p> <p>0.8% Guadalupe</p> <p>1% Isla Vista</p> <p>11.4% Lompoc</p> <p>0.5% Los Alamos</p> <p>0.4% Los Olivos</p> <p>1% Montecito</p> <p>3.1% Orcutt</p> <p>30.9% Santa Barbara</p> <p>31.7% Santa Maria</p> <p>2.7% Santa Ynez</p> <p>2.5% Solvang</p> <p>0.1% Summerland</p> <p>QLD3. First of all, how often do you use open space or undeveloped areas for recreation, such as hiking, camping, bird watching, fishing, or hunting? <i>¿ Para empezar, con qué frecuencia utiliza los espacios abiertos o áreas no desarrolladas para la recreación, como caminatas, campar, observación de aves, pesca o para la caza de animales?</i></p> | <p>21.7% Several times a week/ Varias veces a la semana</p> <p>16.8% Once a week/ Una vez a la semana</p> <p>17.5% Once a month/ Una vez al mes</p> <p>16.5% A few times a year/ Algunas veces al año</p> <p>7.7% Once a year/ Una vez al año</p> <p>3% Once every few years/ Una vez cada pocos años</p> <p>15.5% Never Nunca</p> <p>0.5% Don't know</p> <p>0.7% Refuse</p> <p>QL1. How close is your residence to the nearest farm or ranch? <i>¿Que tan cerca esta su residencia de la granja o rancho mas proximo. [PROBE: your best estimate is fine/Su mejor estimación es suficiente]</i></p> <p>32.1% Less than a mile/Menos de una milla</p> <p>18.8% One or two miles/Una o dos millas</p> <p>18.5% 3 to 5 miles/de 3 a 5 millas</p> <p>10.9% 5 to 10 miles/de 5 a 10 millas</p> <p>12% More than 10 miles/Mas de 10 millas</p> <p>7.6% Don't know</p> <p>0.1% Refuse</p> |
|---|---|



QL2. Are you or any of your family members or close friends involved in agriculture in any way, either as ranchers, farmers, or farm workers, or in jobs that do a lot of business with ranchers or farmers? *¿Esta usted o algun miembro de su familia o amistades cercanas envueltos de alguna manera en la agricultura, ya sea como ganaderos, agricultores, trabajadores agrícolas, o en trabajos que hacen bastantes negocios con ganaderos o agricultores?*

- 35.4% Yes
- 64.2% No
- 0.3% Don't know
- 0.1% Refuse

QL3. How important is it to buy locally grown produce, such as fruit, vegetables, and nuts? Do you think local residents should... *¿Que tan importante es el comprar frutos que son cultivados localmente como fruta, vegetales, y nueces? Cree que residentes locales deberian...*

- 12.5% Try to buy only produce that is grown in Santa Barbara County / Tratar de solamente comprar frutos que son cultivados en el condado de SB
- 42.1% Try to buy mostly produce that is grown in Santa Barbara County / Tratar de comprar en su mayoría frutos que son cultivados en el condado de SB
- 31.5% Try to buy at least some produce that is grown in SB County / Tratar de comprar al menos algunos frutos que son

cultivados en el condado de SB

- 6.5% Ignore where produce is grown because it is not important / Ignorar donde los frutos son cultivados porque no es importante.
- 3.3% Don't know
- 4.1% Refuse

QL4. About how often do you buy local produce, for example at a farmer's market? *¿Que tan seguido compra frutos locales, por ejemplo en puestos al aire libre o sea farmer's market?*

- 46% Once a week/ Una vez a la semana
- 28% Once a month/ Una vez al mes
- 14.7% A few times a year/ Algunas veces al año
- 3.5% Once a year/ Una vez al año
- 6.6% Never/ Nunca
- 0.5% Don't know
- 0.8% Refuse

QL5. Do you have a garden where you grow fruits, vegetables or other food you eat? *¿Tiene usted un jardín donde cultiva frutas, vegetales o otro tipo de comida que usted consume?*

- 46.5% Yes
- 53.2% No
- 0.2% Don't know
- 0.1% Refuse

QL6. Do farms or ranches have any negative effects on people living at your residence? For example, dust, pesticide drift, noise, bad odors, or traffic? *¿Las granjas o ranchos tienen algunos efectos negativos en las personas que viven en su residencia? Por ejemplo, el polvo, la*



dispersión de pesticidas, ruido, malos olores, o el tráfico?

- 13.9% Yes
- 84% No
- 2.1% Don't know
- 0.1% Refuse

QL7. How do you think farmers and ranchers in Santa Barbara County treat our land, water, wildlife and other natural resources? *¿Cómo cree que los agricultores y ganaderos en el condado de Santa Barbara tratan a nuestra tierra, agua, vida silvestre y otros recursos naturales?*

- 46.5% They are protecting our natural resources. Estan protegiendo nuestros recursos naturales
- 19.8% They don't have much effect on our natural resources. No tienen mucho efecto en nuestros recursos naturales.
- 13% They are depleting our natural resources. Estan agotando nuestros recursos naturales.
- 17.4% Don't know
- 3.3% Refuse

QL8. In California, a law called the Williamson Act helps farmers by reducing their property taxes if they keep their land in agriculture. Do you think this is a good law or a bad law? *¿En California, una ley llamada Ley de Williamson ayuda a los agricultores reduciendo los impuestos a la propiedad si mantienen sus tierras en la agricultura. ¿Cree que esta es una buena ley o una ley mala?*

- 81% Good law/buena ley

- 3.6% Neither a good nor a bad law
- 5.5% Bad law/ley mala
- 8.7% Don't know
- 1.2% Refuse

QL9. Some people have suggested a new law that would make it harder to build more houses beyond the current boundaries of our cities and towns. The law would require that any new developments outside our current urban boundaries be put to a vote at the ballot box. New developments could only be built if the voters approved it in a countywide election. Would you favor or oppose such a law? *¿Algunas personas han sugerido una nueva ley que haría más difícil el construir más casas más allá de los límites actuales de nuestras ciudades y pueblos. La ley requeriría que cualquier nuevo desarrollo fuera de nuestros límites urbanos actuales se someta a votación en la urna. Los nuevos desarrollos sólo se podrían construir si los votantes los aprueban en una elección a nivel de todo el condado. Estaría usted a favor o se opondría a tal ley?*

- 60% Favor/a favor
- 3.2% Neither favor not oppose
- 27% Oppose/opondría
- 7.9% Don't know
- 1.8% Refuse

QL10. Some California counties require new housing developments next to agriculture to set aside buffers between housing and agriculture to protect farmers from the complaints of new home owners. Would you favor or oppose such a law in Santa Barbara County? *¿Algunos condados de California requieren que nuevos desarrollos de vivienda junto a la*



agricultura hagan a un lado los amortiguadores entre las viviendas y la agricultura para proteger a los agricultores de las quejas de los propietarios de casas nuevas. Estaría usted a favor o en contra de dicha ley en el Condado de Santa Barbara?

- 66.4% Favor/a favor
- 3.9% Neither favor nor oppose
- 21.3% Oppose/opondria
- 6.7% Don't know
- 1.6% Refuse

QL11. How do you think water prices should be set in Santa Barbara County?
Cómo cree que los precios del agua deberían establecerse en el Condado de Santa Barbara?

- 44% Farmers should be charged lower rates for water than city dwellers and industry / Los agricultores se les debería cobrar tarifas más bajas por el agua que los habitantes de la ciudad y de la industria
- 37.8% Farmers should be charged the same rates for water as city dwellers and industry / Los agricultores se les debería cobrar las mismas tarifas por el agua que los habitantes de la ciudad y de la industria
- 8.3% Farmers should be charged higher rates for water than city dwellers and industry / Los agricultores se les debería cobrar tarifas más altas por el agua que los

habitantes de la ciudad y de la industria

- 7.5% Don't know
- 2.4% Refuse

QL12. Over the years several different plans for building housing in Santa Barbara County have been proposed. Assuming the following three plans were the only alternatives, which would you most prefer?

¿Atravez de los años se han propuesto varios planes para la construcción de viviendas. Suponiendo que los tres siguientes planes son las unicas alternativas, usted cual preferiria mas?

- 22.7% Build higher density housing, such as multistory apartment buildings and condominiums, in undeveloped open spaces within existing city limits / La construcción de viviendas de mayor densidad, tales como edificios de apartamentos de varios pisos y condominios, en espacios aun no desarrollados dentro de los límites existentes de la ciudad
- 38.5% Build lower density housing, such as single family homes, in undeveloped open spaces outside of existing city limits / Construcción de viviendas de baja densidad, tales como viviendas unifamiliares (para solo una familia), es espacios abiertos aun o desarrollados fuera de los



- límites existentes de la ciudad
- 31.9% Do not build more housing / No construir más viviendas
- 4.1% Don't know
- 2.8% Refuse

QL13. What if instead of building in undeveloped open spaces, the plans called for building housing on agricultural land currently being used for farming? In that case, which of these three plans would you most prefer? *¿Qué si en vez de construir en espacios abiertos sin desarrollar, los planes requirieran la construcción de viviendas en tierras agrícolas que actualmente se utilizan para la agricultura? En ese caso, cuál de estos tres planes es el que mas preferiria?*

- 13.8% Build higher density housing, such as multistory apartment buildings and condominiums, on agricultural land within existing city limits / La construcción de viviendas de mayor densidad, tales como edificios de apartamentos de varios pisos y condominios, en tierras agrícolas dentro de los límites existentes de la ciudad
- 23% Build lower density housing, such as single family homes, on agricultural land outside of existing city limits. / Construcción de viviendas de baja

densidad, tales como viviendas unifamiliares (para solo una familia), es espacios abiertos aun no desarrollados fuera de los límites existentes de la ciudad.

- 57.7% Do not build more housing / No construir más viviendas
- 3.4% Don't know
- 2.2% Refuse

QC_QL7. Overall, do you think growth and development in your area is happening too fast, too slow, or just about right? *En general, ¿Piensa usted que el crecimiento y desarrollo de su zona está ocurriendo demasiado rápido, demasiado lento, o a buen ritmo?*

- 30.9% Too fast/demasiado rápido
- 12.5% Too slow/demasiado lento
- 53.9% Just about right/a buen ritmo
- 1.8% Don't know
- 0.8% Refuse

QL14. What percentage of households in Santa Barbara County would you estimate do not have access to enough food to meet basic needs? *¿Qué porcentaje de los hogares en el Condado de Santa Barbara usted piensa que no tienen acceso a alimentos suficientes para satisfacer las necesidades básicas? [PROBE: your best estimate is fine/Su mejor estimación es suficiente]*

- 5.9% 0 percent
- 25.2% 1-10 percent
- 18% 11-20 percent
- 12.7% 21-30 percent
- 5.1% 31-40 percent



- 3.9% 41-50 percent
- 1% 51-60 percent
- 2.4% 61-70 percent
- 2.5% 71-80 percent
- 0.2% 81-90 percent
- 21.4% Don't know
- 1.6% Refuse

QL15. What do you believe would be the primary reason a household might have inadequate access to food in Santa Barbara County? *¿Cuál cree que sería la razón principal por la cual un hogar no podría tener acceso a los alimentos en el condado de Santa Bárbara?*

- 0.1% A lack of local stores selling food/La falta de establecimientos locales de venta de alimentos
- 13.1% High food prices/los precios elevados de los alimentos
- 71.9% A lack of steady household income/ La falta de ingresos estables
- 5.7% The consequences of government policies/Las consecuencias de las políticas del gobierno
- 2.3% A lack of transportation options/La falta de opciones de transporte
- 2.7% A lack of home or community gardens for growing food/La falta de jardines en los hogares o en la comunidad para el cultivo de alimentos
- 1.7% Don't know
- 2.4% Refuse

QLAGINTRO. I would like to read you some statements about the relationship between humans and the environment. For each one, please tell me whether you

strongly agree, mildly agree, are unsure, mildly disagree, or strongly disagree. *Me gustaría leer algunas declaraciones acerca de la relación entre los seres humanos y el medio ambiente. Para cada una, por favor dígame si está muy de acuerdo, medianamente de acuerdo, no está seguro, ligeramente en desacuerdo, o muy en desacuerdo.*

QL16. We are approaching the limit of the number of people the earth can support. *Nos estamos acercando al límite del número de personas que la Tierra pueda Sosténer.*

- 30.6% strongly agree/muy de acuerdo
- 26.6% mildly agree/medianamente de acuerdo
- 15.2% unsure/no está seguro
- 14.2% mildly disagree/ligeramente en desacuerdo
- 12.5% strongly disagree/muy en desacuerdo
- 0.9% Refuse

QL17. Humans have the right to modify the natural environment to suit their needs. *Los seres humanos tienen el derecho a modificar el ambiente natural para satisfacer sus necesidades.*

- 16.7% strongly agree/muy de acuerdo
- 30.6% mildly agree/medianamente de acuerdo
- 9.3% unsure/no está seguro
- 20.6% mildly disagree/ligeramente en desacuerdo
- 20.3% strongly disagree/muy en desacuerdo



2.5% Refuse

QL18. When humans interfere with nature it often produces disastrous consequences. *Cuando los humanos interfieren con la naturaleza a menudo produce consecuencias desastrosas.*

- 46.7% strongly agree/muy de acuerdo
- 26.8% mildly agree/medianamente de acuerdo
- 6.5% unsure/no está seguro
- 10.4% mildly disagree/ligeramente en desacuerdo
- 8% strongly disagree/muy en desacuerdo
- 1.5% Refuse

QL19. Human ingenuity will insure that we do NOT make the earth unlivable. *El ingenio humano se asegurará de NO hacer el planeta inhabitable.*

- 21.1% strongly agree/muy de acuerdo
- 25.1% mildly agree/medianamente de acuerdo
- 17.6% unsure/no está seguro
- 17% mildly disagree/ligeramente en desacuerdo
- 15.6% strongly disagree/muy en desacuerdo
- 3.5% Refuse

QL20. Humans are severely abusing the environment. *Los seres humanos estan abusando de el medio ambiente severamente.*

- 48.7% strongly agree/muy de acuerdo

- 24.5% mildly agree/medianamente de acuerdo
- 4.6% unsure/no está seguro
- 12.8% mildly disagree/ligeramente en desacuerdo
- 8.2% strongly disagree/muy en desacuerdo
- 1.2% Refuse

QL21. The earth has plenty of natural resources if we just learn how to develop them. *La tierra tiene bastantes recursos naturales, si tan solo prendieramos como desarrollarlos.*

- 48.8% strongly agree/muy de acuerdo
- 22.2% mildly agree/medianamente de acuerdo
- 8.3% unsure/no está seguro
- 10.1% mildly disagree/ligeramente en desacuerdo
- 9.7% strongly disagree/muy en desacuerdo
- 0.9% Refuse

QL22. Plants and animals have as much right as humans to exist. *Las plantas y los animales tienen tanto derecho de existir como los seres humanos.*

- 63.3% strongly agree/muy de acuerdo
- 16.5% mildly agree/medianamente de acuerdo
- 3% unsure/no está seguro
- 7.3% mildly disagree/ligeramente en desacuerdo
- 8.7% strongly disagree/muy en desacuerdo



1.1% Refuse

QL23. The balance of nature is strong enough to cope with the impacts of modern industrial nations. *El equilibrio de la naturaleza es lo suficientemente fuerte para hacer frente a los impactos de las naciones industriales modernas.*

10.9% strongly agree/muy de acuerdo

19.5% mildly agree/medianamente de acuerdo

13.9% unsure/no está seguro

20.7% mildly disagree/ligeramente en desacuerdo

33.4% strongly disagree/muy en desacuerdo

1.6% Refuse

QL24. Despite our special abilities humans are still subject to the laws of nature. *A pesar de nuestras habilidades especiales los seres humanos todavía están sujetos a las leyes de la naturaleza*

68.5% strongly agree/muy de acuerdo

20.3% mildly agree/medianamente de acuerdo

5.7% unsure/no está seguro

3.1% mildly disagree/ligeramente en desacuerdo

0.9% strongly disagree/muy en desacuerdo

1.5% Refuse

QL25. The so-called "ecological crisis" facing humankind has been greatly exaggerated. *La llamada "crisis ecológica" que enfrenta la humanidad se ha exagerado mucho.*

21% strongly agree/muy de acuerdo

20.2% mildly agree/medianamente de acuerdo

11.1% unsure/no está seguro

17.6% mildly disagree/ligeramente en desacuerdo

29.3% strongly disagree/muy en desacuerdo

0.7% Refuse

QL26. The earth is like a spaceship with very limited room and resources. *La tierra es como una nave espacial con espacio y recursos muy limitados*

35.6% strongly agree/muy de acuerdo

24.1% mildly agree/medianamente de acuerdo

8.4% unsure/no está seguro

19% mildly disagree/ligeramente en desacuerdo

12% strongly disagree/muy en desacuerdo

0.9% Refuse

QL27. Humans were meant to rule over the rest of nature. *Los seres humanos estan destinados a gobernar sobre el resto de la naturaleza.*

15.1% strongly agree/muy de acuerdo

13% mildly agree/medianamente de acuerdo

9.4% unsure/no está seguro

23.5% mildly disagree/ligeramente en desacuerdo



37.8% strongly disagree/muy en desacuerdo
1.2% Refuse

QL28. The balance of nature is very delicate and easily upset. *El equilibrio de la naturaleza es muy delicado y fácilmente trastornado.*

44.4% strongly agree/muy de acuerdo
30.3% mildly agree/medianamente de acuerdo
7.2% unsure/no está seguro
12.4% mildly disagree/ligeramente en desacuerdo
4.7% strongly disagree/muy en desacuerdo
1% Refuse

QL29. Humans will eventually learn enough about how nature works to be able to control it. *Los seres humanos eventualmente aprenderán lo suficiente sobre cómo funciona la naturaleza para poder controlarlo.*

14.4% strongly agree/muy de acuerdo
22.4% mildly agree/medianamente de acuerdo
12.3% unsure/no está seguro
23.2% mildly disagree/ligeramente en desacuerdo
26.2% strongly disagree/muy en desacuerdo
1.6% Refuse

QL30. If things continue on their present course, we will soon experience a major ecological catastrophe. *Si las cosas siguen su curso actual, pronto*

experimentaremos una catástrofe ecológica significativa.

44.4% strongly agree/muy de acuerdo
23.2% mildly agree/medianamente de acuerdo
10.6% unsure/no está seguro
10.5% mildly disagree/ligeramente en desacuerdo
10% strongly disagree/muy en desacuerdo
1.3% Refuse

QTRANS1. Almost done! We will ask you now some general questions about your community. *Ya casi terminamos! Vamos a preguntarle algunas preguntas generales sobre su comunidad.*

QQOLPRO1. Overall, what is the main problem affecting your community? *En general, ¿cuál es el problema con más urgencia que afecta más a su comunidad?*

26.5% Lack of affordable housing/Falta de viviendas a bajo costo
6.8% Decline in home values/Descenso de el valor de las casas
10.4% Crime / Crimen
6.2% Traffic congestion / Congestión de tráfico
11.9% Lack of affordable health care/Falta de cuidado médico a bajo costo
18% Immigration / Inmigración
16% Quality of education / La calidad de la educación
4.2% None of the above
0.9% Do not know



1.3% Refuse

QQOLPRO2. And what would you say is the SECOND main problem affecting your community?

Y que diria usted que es el SEGUNDO problema principal que afecta su comunidad?

16.4% Lack of affordable housing/Falta de viviendas a bajo costo

9.8% Decline in home values/Descenso de el valor de las casas

13.6% Crime / Crimen

7.6% Traffic congestion / Congestión de tráfico

18.8% Lack of affordable health care /Falta de cuidado médico a bajo costo

10.3% Immigration / Inmigración

17.5% Quality of education / La calidad de la. educación

3.8% None of the above

0.8% Do not know

0.6% Refuse

QD_H1. Now on to a different topic... / Ahora moviendonos a un tema diferente...Do you OWN or RENT your primary residence? *¿Su residencia primaria es PROPIA o LQUILADA?*

58.3% Own/propia

39.9% Rent/alquilada

0.6% Don't know

1.2% Refuse

QH_PC9. Does the cost of your housing place a financial strain on you and your household today? *¿Es hoy en dia el costo de su vivienda una carga financiera para usted y su familia?*

44.2% Yes / sí

54.9% No

0.7% don't know

0.3% refuse

QH_PC9a . Is that a lot of financial strain or only a little? *¿Es esta carga financiera demasiado o mínima?*

54.6% a lot/demasiado

40.2% a little/minima

2.4% don't know

2.7% refuse

QH_PC10. Does the current high cost of gasoline place a financial strain on you and your household today? *¿Hoy en dia, es el alto costo de la gasolina una carga financiera para usted y su familia?*

46.5% yes / sí

52.3% no

0.4% don't know

0.8% refuse

QH_PC10a. Is that a lot of financial strain or only a little? *¿Es esta carga financiera muy grande o mínima?*

46.2% a lot/grande

49.5% a little/minima

1.6% don't know

2.6% refuse

QC_EC1. Would you say you and your household are financially better off, worse off, or just about the same as you were a year ago? *¿Diría usted que en su casa están mejor económicamente, peor económicamente, o más o menos igual que desde hace un año?*

14.7% financially better off/mejor económicamente



- 36.5% financially worse off/peor económicamente
- 48.7% just about the same as now/más o menos igual
- 0.1% refuse

QC_EC2. Now looking ahead, do you think that a year from now you and your household will be financially better off, worse off, or just about the same as now? *Mirando al futuro, ¿Cree usted que dentro de un año en su casa estarán mejor conómicamente, peor económicamente, o más o menos igual que ahora?*

- 36.7% financially better off/mejor económicamente
- 12.4% financially worse off/peor económicamente
- 45.4% just about the same as now/más o menos igual
- 5.2% don't know
- 0.3% refuse

QH_MP1. In the next two years, do you think that average home values are likely to increase a lot, increase a little, stay the same, decrease a little, or decrease a lot? *En los próximos dos años, ¿Piensa usted que el valor promedio de las viviendas aumentará mucho, aumentará un poco, quedará igual, bajará un poco, o bajará mucho?*

- 7.5% increase a lot / aumentará mucho
- 49.4% increase a little / aumentará un poco
- 22.6% stay the same / quedará igual
- 15.3% decrease a little / bajará un poco
- 2.9% decrease a lot / bajará mucho

- 2.2% don't know
- 0.2% refuse

QC_HC1. Do you presently have any kind of health insurance? *¿Tiene usted algun tipo de seguro médico en este momento?*

- 80.7% Yes / Sí
- 19.3% No

QC_HC2. In the past year, did you or anyone in your household put off medical or dental treatment because you didn't have the money? *En el último año, ¿usted o alguien de su casa se ha demorado en obtener tratamiento médico o dental por falta de dinero?*

- 29.9% Yes / Sí
- 69.5% No
- 0.1% don't know
- 0.5% refuse

QD_P1. When it comes to politics, do you usually think of yourself as extremely liberal, liberal, slightly liberal, moderate or middle of the road, slightly conservative, conservative, or extremely conservative? *En cuánto a la política, ¿Usualmente se considera usted extremadamente liberal, liberal, algo liberal, moderado, algo conservador(a), conservador(a), o extremadamente conservador(a)?*

- 3.8% Extremely liberal / extremadamente liberal
- 17.8% Liberal/ liberal
- 11.2% Slightly liberal / algo liberal
- 26.5% Moderate or middle of the road / moderado
- 12.9% Slightly conservative / algo conservador



- 18.4% Conservative / conservador
- 3% Extremely conservative / extremamente conservador
- 3.9% don't know
- 2.6% refuse

QD_P2. Generally speaking, do you usually think of yourself as a Republican, a Democrat, an independent or something else? *¿En general, se considera usted Republicano, Demócrata, Independiente, u otra cosa?*

- 32.3% Democrat/Demócrata
- 17.6% Republican/Republicano
- 29.7% Independent/ Independiente
- 8% Other/otra cosa
- 12.4% Refuse

QD_P7. Are you registered to vote? *¿Está registrado para votar?*

- 74.6% Yes / Sí
- 25% No
- 0.2% don't know
- 0.2% refuse

QDINTRO. Finally, we have a few questions just for confidential classification purposes. *Finalmente tenemos algunas preguntas confidenciales con motivos de clasificación solamente.*

QD_8. What is your current work status--full-time employed, part-time employed, or not employed? *¿Cuál es el estado de su empleo en la actualidad--empleado/a a tiempo completo, empleado/a de medio tiempo, o sin empleo?*

- 45.6% full-time employed / empleado de tiempo completo
- 19.4% part-time employed / empleado medio tiempo
- 0.3% multiple part-time and/or full time jobs
- 34.2% not-employed/sin empleo
- 0.6% don't know/refuse

QD_8a. Are you a student, homemaker, retired, unemployed and looking for work, or unemployed and not currently looking for work? *¿Es usted estudiante, ama/o de casa, jubilado/a, desempleado/a y buscando trabajo, o desempleado/a y no está buscando trabajo en la actualidad?*

- 10.8% student/estudiante
- 16.5% homemaker/ama de casa
- 40.8% retired/jubilado
- 17.7% looking for work/ buscando empleo
- 8.7% not looking for work / no buscando empleo
- 2.4% disabled; on disability/ discapacitado recibiendo pensión de discapacidad
- 3.1% don't know/refuse

QD_COM2. What is your primary mode of transportation to and from work? *¿Cual es su principal modo de transporte hacia y desde su trabajo?*

- 68.8% Drive alone/Maneja solo/a
- 12.7% Carpool/comparte el transporte
- 5.3% Bus/Autobus
- 0% Train/Tren
- 1.9% Bicycle/Bicicleta
- 4.5% Walk/Camina
- 5.5% Does not commute/work at home



0.9% other
 0.5% Does not know/no
 response/refuse

0.9% Asian / Asiático/a
 5.6% Multi-racial / Multirracial
 4.1% Other/otro
 0.4% don't know
 1.7% refuse

QD_COM4. In minutes, how long is your average commute to and from work? [PROBE: your best estimate is fine] *¿En cuestión de minutos, cual es el tiempo promedio de recorrido hacia y desde su trabajo? [PROBE: Su mejor estimación es suficiente]*

51.94 Mean
 15 Median
 10 Mode

QD_H2. Including yourself, how many people live in your household? *Incluyendo a usted mismo, ¿cuántas personas viven en su casa?*

3.63 Mean
 3 Median
 2 Mode

QD_4. How long have you lived in Santa Barbara County? *¿ Por cuánto tiempo a vivido en el condado de Santa Barbara?*

1.8% less than 1 year / menos de un año
 8.1% 1 to 4 years / uno a cuatro años
 16.7% 5 to 10 years / cinco a diez años
 26.5% 11 to 20 years / once a veinte años
 46.4% 21 years or more / veintiún años o más
 0.1% Don't know
 0.3% Refuse

QD_H3. How many of these people are NOT related to you? Note that related includes blood relatives and relatives by marriage. *De estas personas, ¿cuántas NO son familiares de sangre o por matrimonio?*

.59 Mean
 0 Median
 0 Mode

QD_6. Which of the following best describes your ethnic group? *De los siguientes grupos, ¿cuál describe mejor su grupo étnico?*

56.7% White or Caucasian / Blanco/a
 28.9% Latino / Latino
 0.9% Native American / Nativo Americano/a
 0.7% African American / Afro Americano/a

QD_7. How many people are employed (either part time or full time). Students and retired people do not count as wage earners]. *De estas personas, ¿cuántas tienen empleo (ya sea de tiempo completo o de medio tiempo)[Estudiantes y personas jubiladas no cuentan como personas que ganan un salario]*

2.01 Mean
 2 Median
 2 Mode

QD_H4. How many children under the age of 18 live with you? *¿Cuántos niños menores de 18 viven con usted?*

1.20 Mean



- 1 Median
- 0 Mode

QD_H5. How many of these children are in public school? *De estos niños, ¿cuántos van a una escuela pública?*

- 1.54 Mean
- 1 Median
- 1 Mode

QD_10. What is the highest level of education that YOU have completed? *¿Cuál es el nivel educativo más alto que USTED ha completado?*

- 1.5% No formal education / No tiene educación formal
- 6.5% Elementary School / Escuela primaria
- 6.6% Junior High School / Escuela secundaria
- 15.8% High School / Preparatoria
- 2.4% Vocational or Trade School / Escuela vocacional o de entrenamiento
- 9.5% Community College or Junior College/Colegio comunitario
- 16.3% Some College / Algo de universidad
- 23.1% Four-year College / Universidad
- 17.8% Graduate School / Escuela pos-grado
- 0.1% don't know
- 0.4% refuse

QD_9. Finally, which of the following categories best describes your total annual household income before taxes, from all sources? Please stop me when I get to the right category. *Y finalmente*

¿cuál de las siguientes categorías describe mejor el total de sus ingresos anualmente, antes de pagar impuestos, y tomando en cuenta todas las personas de su hogar? Por favor dejeme saber cuando diga la categoría correcta.

- 5.4% less than \$15,000
- 13.1% \$15,000 to under \$25,000
- 9.1% \$25,000 to under \$35,000
- 9.2% \$35,000 to under \$45,000
- 10.3% \$45,000 to under \$65,000
- 9.5% \$65,000 to under \$80,000
- 8.6% \$80,000 to under \$100,000
- 9.2% \$100,000 to under \$125,000
- 5.5% \$125,000 to under \$150,000
- 8.3% \$150,000 or more / \$150,000
- 3.2% don't know
- 8.8% refuse

QD_P6. Interview conducted in

- 81.4% English
- 18.6% Spanish

QTHANKS. These are all the questions I have. Thank you for taking the time to talk with me today. *Hemos llegado al final de esta encuesta, gracias por donarme su tiempo*



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